



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 124

NEW YORK, N. Y., FRIDAY, DECEMBER 24, 1937

FIVE CENTS

Radio is Top Recreation

FINAL AFM DEADLINE IS NOW SET AS JAN. 3

After a session that had lasted until the previous midnight the IRNA committee members and President Joseph N. Weber of the AFM met again early yesterday morning and agreed upon a final deadline of Jan. 3. To date 156 contracts have been okayed as negotiated between the individual affiliated station and the AFM local which has jurisdiction over its territory. More than 100 other contracts are actually in nego-

(Continued on Page 3)

— A Merry Christmas —

State Court Jurisdiction Upheld in WJBW Action

New Orleans—Reaffirming opinion that contracts affecting radio stations and approved by FCC are subject to state courts' jurisdiction, the Supreme Court here returned suit of Southern Broadcasting Co. vs. WJBW-owner

(Continued on Page 3)

— A Merry Christmas —

Havana Parley Actions Are Ratified by Senate

Havana (By Cable)—Agreements reached at the recent Inter-American Radio Conference here have been ratified by the Senate.

— A Merry Christmas —

Gen. Johnson Curtails

Due to a very heavy writing schedule, General Johnson has found it necessary to cut down the number of airings for Grove Laboratories to the Tuesday and Wednesday periods at 10 p.m. Last Monday and Thursday broadcasts will be heard the week of Jan. 20. Stack-Goble is the agency.

KMBC Paid Show

Kansas City—A 25-cent admission will be charged to "Brush Creek Follies," new KMBC weekly participating show to be staged in 2,200-seat Ivanhoe Masonic Temple starting Jan. 8. Jimmie McConnell, KMBC artists bureau head, and Fran Heyser, production chief, are handling show, which will include amateur and professional talent.

MEN WHO MADE NEWS IN RADIO DURING 1937

(First Installment of a Series)

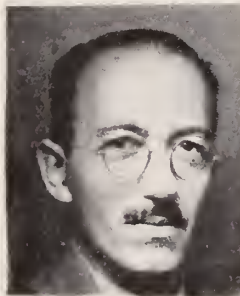
- FRANK R. MCNINCH •
- WILLIAM S. PALEY •



On supposedly temporary loan from the Federal Power Commission, Frank R. McNinch was appointed FCC chairman to succeed the late Anning S. Prall and to iron out the

affairs of the Commission, which has been a target for much brick-throwing. In the few months that he has been at the helm, the FCC has gone through considerable revising, constructively, reflecting the efficiency and quiet but quick action characteristic of McNinch.

- • JOHN ELMER • •



He was enjoying a comparatively serene life as owner of small-watter WCBM in Baltimore. Then John Elmer was elected president of the NAB, and immediately his troubles

began. Exigencies compelled him to call a special NAB meeting to take up a reorganization plan—and incidentally discuss the AFM situation. It was an unruly session, but Elmer handled the chair with commendable composure and much tolerance.

16x12 ft. Television Screen Expected Soon in London

London—Scophony Ltd., which has successfully demonstrated television on a 6x5-foot screen as well as a home receiver with pictures 2-foot square, expects to have a 16x12-foot screen available in three months.

Scophony's new "Cinevision", full-

(Continued on Page 6)

Something that CBS prexy William S. Paley said about the business of broadcasting at the educational parley in Chicago late in the year made such an impression on Congressmen



who read it that they had the talk inserted in the Congressional Record. Diary of the live-wire CBS outfit also reveals leadership in expansion and profits, new Hollywood studios started, television tower on Chrysler Bldg. and many other items.

- • DAVID SARNOFF • •

RCA's president, in addition to executing his multiple duties of keeping the RCA family coordinated, was kept pretty busy on television the past year, the chief development in this end being a new cathode ray demonstration on a screen 3x4 feet—but still no assurance that commercial television is very near.



Run of "On Broadway" Extended Four Weeks

General Foods has extended the "On Broadway" contract four weeks, making the termination date March 24. Program is heard on NBC-Blue, Sundays, 3-3:30 p.m. Benton & Bowles has the account.

Fortune Survey Shows Listeners Exceed Moviegoers

Radio is the No. 1 pastime of the American public, with movies coming second, while reading of magazines and books is third; hunting or fishing, fourth; watching sports, fifth; reading newspapers, sixth, and legitimate theater, seventh, according to the eleventh Quarterly Survey of Public Opinion by the magazine Fortune and appearing in the January issue of that publication, out today.

At the same time, Fortune announces the results of its latest poll of radio favorites, with Jell-O, Major

(Continued on Page 2)

— A Merry Christmas —

E. K. JETT APPOINTED FCC CHIEF ENGINEER

Washington Bureau, RADIO DAILY

Washington—Lt. E. K. Jett has been appointed chief engineer of the FCC, effective Jan. 1, succeeding Commander T. A. M. Craven, who was recently made a commissioner. Jett has been acting chief engineer since Craven's promotion.

— A Merry Christmas —

CBS, Young & Rubicam Join the Bonus Parade

CBS today will distribute a week's salary to all the personnel in the employ of the firm for at least a year. This is the third consecutive year CBS has handed out a bonus at Christmas time.

Young & Rubicam yesterday delivered bonuses to all the staff.

Sponsors Gifted

East St. Louis, Ill.—WTMV advertisers will get some free time as a Christmas gift from the station tomorrow in a special program publicly thanking all sponsors who have been on the station during the year. Chief Announcer Fred Moegle will handle the show. Other Christmas promotion also is being done by station.

RADIO DAILY

RADIO TOP RECREATION, FORTUNE SURVEY SHOWS

(Continued from Page 1)

Bowes, news broadcasts, Chase & Sanborn, Ford Sunday Evening Hour and "One Man's Family" heading the list of most popular programs, in the order named, while Jack Benny, Boake Carter, Lowell Thomas, Eddie Cantor, Bing Crosby and Major Bowes lead the tabulation of favorite personalities. Benny has topped the list for four years.

The surveys by Fortune are conducted in impartial, news-gathering style by personal interviewing of 5,000 persons, so selected as to age and sex, geographical distribution and density of population, and as to their economic level and relation to their communities, that they represent the U. S. faithfully in microcosm. This is proven by Fortune's accuracy in the last Presidential election, when Fortune predicted Roosevelt's total majority with an error of less than 1 per cent—a much closer estimate than the Gallup survey.

Fortune's January issue also devotes considerable space to Toscanini and his NBC concert series. Surveying the music tastes of the pub-

lic, Fortune finds that 42.5 per cent prefer popular music, while only 21.5 per cent prefer classic, and 31.3 per cent like both, while 4.7 per cent care for neither and 60.1 per cent never heard of Toscanini.

Fortune finds that 88.1 per cent of all U. S. homes have radios. This is higher than the latest Gallup figures, which give only 77 per cent.

Another question put by Fortune in its survey pertained to the advertising matter in radio programs, with 38.1 per cent replying that they were not annoyed, while only 15.1 per cent said they were annoyed by all commercial talks and 44.7 per cent by some.

Commenting on the huge following of radio news commentators, as compared to the smaller number of newspaper readers, Fortune says that "this has significant bearing upon journalism, for it seems to mean that world news edited by the town criers of the air has a much readier acceptance than news in cold print."

Detailed tabulation of the results in the Fortune survey follows:

FAVORITE RECREATION

	Total	Men	Women
Listening to the radio	18.8%	15.3%	22.4%
Going to the movies	17.3	11.3	23.5
Reading magazines and books	13.8	8.6	19.2
Hunting or fishing	11.0	18.1	3.7
Watching sporting events	10.4	16.2	4.4
Reading newspapers	7.1	8.6	5.5
Playing outdoor games	6.6	9.3	3.8
Playing cards and indoor games	5.3	4.6	6.1
Legitimate theater	3.7	2.4	5.0
All others	3.5	3.2	3.8
Don't know	2.5	2.4	2.6

FAVORITE PROGRAM

Jell-O (Jack Benny)	8.7%
Major Bowes	6.9
News broadcasts	6.6
Chase & Sanborn (Charlie McCarthy)	5.8
Ford Sunday Evening Hour	4.3
One Man's Family	4.2
Lux Theater	3.5
Kraft Music Hall	3.3
Amos 'n' Andy	3.0
Gang Busters	2.5
Fibber McGee and Molly	2.4
Lum and Abner	2.3
Texaco (Eddie Cantor)	1.9
Lucky Strike Hit Parade	1.8
All others	42.8

FAVORITE PERSONALITY

Jack Benny	10.7%
Boake Carter	7.1
Lowell Thomas	5.9
Eddie Cantor	5.5
Bing Crosby	5.4
Major Bowes	4.6
Bob Burns	4.3
Nelson Eddy	4.0
Edwin C. Hill	3.5
Charlie McCarthy	3.0
President Roosevelt	2.7
Gracie Allen	1.9
Fred Allen	1.4
Edgar Bergen	1.3
Lum and Abner	1.0
Rudy Vallee	.9
All others	36.8

Use of Mae West's Name Banned on NBC Networks

NBC yesterday issued an order to all its key stations and owned and operated stations banning Mae West's name in any script or the use of her name in connection with any picture.

Network is afraid that others may use the Mae West-Charlie McCarthy incident as a gag. On the Fred Allen show last Wednesday Benny and Allen got across some remarks about the show but did not use Miss West's name. Understood the Legion of Decency phoned a protest to NBC about the Allen program. Anyway NBC is not taking any chances that others might try to outdo Benny and Allen and go off the deep end.

NBC Permitted to Air Opening of Congress

NBC yesterday was granted permission by Representative William B. Bankhead, speaker of the House, to broadcast the opening of the 78th Congress on Jan. 3. Airing will start at 12 noon, over Blue network.

More Power for Your Job!

WABY

NEW EQUIPMENT...
NEW PUNCH!

ALBANY, N.Y.

COMING and GOING

WILBUR EVANS, baritone vocalist on Vick's "Open House" trained out this week from Los Angeles for a concert engagement in Pittsburgh. Evans returns to the show next month, and John Charles Thomas will be heard on the program in his stead next Sunday.

FRANK FALKNER, CBS chief engineer in Chicago, has returned to that city from New York for the holidays, but returns east in about 10 days.

KELLY SMITH, head of Radio Sales Inc., Chicago, is in New York.

IRENE RICH is in New York from Hollywood to spend Christmas with her family. She will broadcast her next Sunday program from Radio City and the Jan. 2 show from Chicago, returning to Hollywood for her Jan. 9 appearance.

JIMMY LUNCEFORD arrived in New York yesterday from Pittsburgh and Hollywood.

WILLIAM H. GREEN, press representative and advance man for Dave Rubinoff, left New York last night for Detroit to spend Christmas with his folks, after which he will continue toward middle-west in connection with personal appearances booked for Rubinoff.

WALTER MOORE, ex-NBCite, stopped over in town yesterday en route home for Christmas.

LEONARD BRADDOCK, secretary to Wayne Randall, off to Florida yesterday for a 10-day vacation.

— A Merry Christmas —

UP News for Theaters In Experimental Stage

Kansas City—According to A. F. Schliecker of KCMO, United Press is seeking to stop the outlet from feeding news to the Newman theater on the ground that UP plans to sell its news to theaters on a nationwide basis, with special announcers to handle the work.

United Press radio news officials in New York stated that it was doubtful whether a nationwide theater service was contemplated at this time. Two trans-Lux movie houses here have been showing UP news dispatches on its screen by means of a special paper for the past few weeks. Trans-Lux has two out-of-town houses but does not plan to extend the news service to these houses for the time being. Understood that the news service to the two houses in this city is more or less an experiment.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, Dec. 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	148	146	146
CBS A	17 1/8	17	17
CBS B	17	17	17
Crosley Radio	7 1/2	7 1/4	7 1/4	- 3/8
Gen. Electric	44 3/8	43 1/4	44 3/8	+ 3/8
RCA Common	6 1/2	6 3/8	6 3/8	- 1/8
RCA First Pfd.	47 1/4	46 3/4	46 3/4	- 1/2
Stewart Warner	9 3/4	9 5/8	9 3/4
Westinghouse	109	106 1/2	108 7/8	+ 3/8
Zenith Radio	14	13 5/8	14	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16	- 1/4
Majestic	1 1/8	1	1

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6 1/2	7 1/2

— A Merry Christmas —

12,000 Miles of Xmas

Seattle—From the American colonies in Honolulu, Alaska and Paris will come the Yuletide greetings of expatriated citizens in 12,000 miles of Christmas, a special broadcast released on the NBC-KOMO Network at 1-1:30 p.m. PST tomorrow.

Opening in New York, the program will shift almost immediately to the U. S. House at University City, Paris, where a little group of Americans will tell how they spend Christmas Day abroad.

From Paris the jump is to NBC station KGU in Honolulu, where the famous Police Glee Club will be entertaining at a children's party.

The final third of the unique broadcast will be from the experimental colony at Matanuska Valley, Alaska, settled by former farmers of the American Dust Bowl. The pick-up will be handled through KINY of Juneau, with Fred Ordway as commentator.

MARTIN BLOCK'S
"Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M.

THE SONGBIRD OF THE SOUTH

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

Final AFM Deadline Is Now Set As Jan. 3

(Continued from Page 1)

tiation or, having already been signed by one side or the other and held in escrow, have been found to be subject to adjustment.

Communication to the IRNA affiliates of NBC, CBS and Mutual read as follows:

"All but a few dozen affiliates have either signed contracts with musician locals or are now actively negotiating and contracts practically assured.

"Owing to the Holiday season, it is impossible to expect completion this week. In fairness to the vast majority of affiliates who are showing good faith, Weber has agreed, at the request of the committee, to close this matter finally on Jan. 3, 1938.

"Please cooperate by completing contracts before that date if not yet closed." Wire is signed by Samuel R. Rosenbaum and E. J. Gough.

— A Merry Christmas —

AGENCIES

FRANK PRESBREY CO. has been appointed to handle radio account for Mark W. Allen Co., Detroit, for 2-Drop Hand Lotion. A spot campaign will be instituted early next year according to present plans.

"TINY" RUFFNER is back at his Ruthrauff & Ryan vice-presidential desk in Hollywood after his trip to New York to confer with agency heads.

PAT WEAVER, Young & Rubicam radio director in Hollywood, trained out this week for home office huddles in New York. Due back Jan. 1 with Walter O'Keefe in tow. O'Keefe bows on the Packard show of Jan. 4.

— A Merry Christmas —

Gov. Horner on Air

Chicago—Gov. Henry Horner of Illinois has reserved time on WBBM, KMOX and a special Illinois network to broadcast a special New Year's Day message on Jan. 1. The Governor will speak from Springfield.

— A Merry Christmas —

Sylvia Froos Booked

Sylvia Froos has been booked for one week in the Earle Theater, Philadelphia, beginning Dec. 31. Henry Frankel, WOR Artist Bureau, handled the deal.

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

December 24

Lucrezia Bori

Tony Labriola (Oswald)

December 25

Cab Calloway

Bob Ripley

Josef Stopak

Gladys Swarthout

Tony Wons

NEW PROGRAMS—IDEAS

Provides Santa for Sponsor

A radio station plays Santa Claus! That's what it amounts to, at least, for KVI of Seattle-Tacoma provides the Santa for a daily remote control program from a local department store.

For the past five years at Christmas time, Montgomery-Ward in Tacoma has featured a daily 15-minute program at the store with Santa Claus interviewing kiddies. During all that time, Elvin Evans, crack KVI salesman who sold them the program, has played Santa. The part was intended to be temporary, but Evans was so successful that each year the store has asked him to repeat. Now he recognizes many of the youngsters coming in . . . remarks on their growth since last year (which goes over big with visiting parents) and asks what they want for Christmas. He manages to draw the children

out so that listeners feel something of their naive faith in Santa and the program has real appeal. High point of a recent broadcast was when one little tot trustingly asked for a baby brother for Christmas!

Although no bid is made for mail, dozens of letters come in—mostly from parents requesting that their children's names be broadcast by Santa. One enterprising lad phoned the studio himself (unknown to his parents) and asked that Santa tell his mom 'n' pop over the air how good he had been all year!

Hundreds of children crowd the store every day, usually accompanied by their parents . . . which of course is an ideal setup for the sale of toys. And although the commercial merely announces briefly that the broadcast has originated in the toy department of Montgomery-Ward, orders for toys are even being sent to Santa, in care of KVI.

More Christmas Cheer

Chicago—Zenith Radio Corp., which distributed a bonus a month ago to all employes, passed out another one this week titled Loyalty Bonus.

Stewart-Warner-Alemite yesterday distributed a bonus of one week's salary to all employes with the firm a year and in addition a management bonus to all executives.

McCann - Erickson agency distributed a fortnight's pay to all employes as a Christmas bonus at a special party.

NBC gives a Christmas party today for employes, wives and children, with gifts for all.

— A Merry Christmas —

Lawnhurst on Kroger Disks

Cincinnati—Vee Lawnhurst is the latest radio personality to be signed through the Ralph H. Jones Co. agency for guest appearances in "Linda's First Love" disk series for Kroger Grocery & Baking Co. Program is spotted five times weekly on 23 mid-west stations, and Miss Lawnhurst becomes a member of the cast for the week of Jan. 3.

— A Merry Christmas —

Ozzie Nelson's Sixth Year

Ozzie Nelson and his orchestra have been signed for their sixth consecutive year for the same sponsor on the Sunday night Bakers' Broadcast over NBC-Blue network. The new extension of Nelson's contract, making his sixth year for the Bakers, carries the program through the Spring of 1939.

— A Merry Christmas —

Shoe Co. on WJR for Year

Chicago—Musebeck Shoe Co., Danville, Ill., has signed the "Donald Novis Sings" transcribed program series for WJR, Detroit, for a weekly broadcast to run one year. Series is produced by Radio Features division of Standard Radio, the deal being negotiated by the local office of Standard and the Henry Sehl advertising agency.

State Court Jurisdiction Upheld in WJBW Action

(Continued from Page 1)

Charles Carlson, instructing Judge Hugh Cage to proceed with case on its merits unless he had objections other than those voiced in previous opinions.

Cage had ruled twice, despite Supreme Court opinion, that he lacked jurisdiction which belonged to FCC. Southern is asking injunctions to compel Carlson to adhere to alleged contracts, FCC approved, giving it operation of WJBW.

— A Merry Christmas —

Phil Gross Opens Office

Phil Gross, former dramatic producer for the Federal Theater, has opened his own Broadway offices. Prior to going with the WPA organization, Gross operated a summer resort booking agency and was the first to produce plays from the pens of Moss Hart and Eddie Eliscu.

Gross intends specializing in talent for advertising agencies in connection with radio.

— A Merry Christmas —

O'Haire May Air Games

Albany—Gene O'Haire is understood to have the inside track as the sportscaster to air the 1938 Albany baseball games for General Mills.

O'Haire is now doing a series of five-minute programs of scrambled history over WOKO for Peter Schuyler cigars.

FOR FUTURE REFERENCE FOR YOUR NEXT RADIO PROGRAM

EDDIE GARR

Comedian

"Eddie Garr scored with his impersonations on the Valley Hour."

BEN GROSS

Daily News.

"Eddie Garr was very good on the Vallee Hour."

DINTY DOYLE

N. Y. Journal-American.

"Eddie Garr sprang a surprise on the Vallee show last Thursday. Eddie proved himself a top-flight comic with a new twist for the air."

Radio Daily

2nd Week New York Paramount

Radio Authors

ABE BURROWS

FRANK GALEN

Management

WILLIAM MORRIS AGENCY, INC.

GUEST-ING

AMPARO ITURBI, with Philharmonic-Symphony Orchestra, Dec. 26 (NBC-Blue, 3 p.m.). Substituting for Guiomar Novaes, who is ill.

GRISHA GOLUBOFF, 14-year-old violin prodigy, on George Jessel's "30 Minutes to Hollywood," Dec. 26 (Mutual, 6 p.m.).

PHIL GOLDFARB, blind accordionist, on Robert L. Ripley program. Dec. 25 (NBC-Red, 8 p.m.).

FOUR MUSKETEERS, quartet, repeat engagement on Anice Ives "Everywoman's Hour," today (WMCA, 11:15 a.m.).

MARY PICKFORD and DAVID RUBINOFF, on Chase & Sanborn Hour, Dec. 26 (NBC-Red, 8 p.m.).

DAVID RUBINOFF, on Eddie Cantor program. Dec. 29 (CBS, 8:30 p.m.).

JOY HODGES, on Jack Eigen's "Broadway Newsreel," tonight (WMCA, 6:45 p.m.).

CORNELIA OTIS SKINNER, on "Magazine of the Air," Jan. 2 (CBS, 5 p.m.).

— A Merry Christmas —

NEW BUSINESS

WMCA, New York: Policy Holders Advisory Council, "The Insurance Counsellor", through Everite Advertising Agency; I. J. Fox, announcements, through Schillin Advertising Corp.; I. Rokeach & Sons, "The Voice of Jerusalem," through Advertisers Broadcasting Co.; You Pray For Me Church in Harlem, "Elder Rosa Artimus Horn Revival Meeting."

KGO, San Francisco: Union Pacific R. R., "Strange As It Seems," ETs.

WTMJ, Milwaukee: Olson Rug Co., news, through Presba, Fellers & Presba; Scott Paper Co., spots, through J. Walter Thompson Co.; Carter Products, Inc., ETs, through McCann-Erickson.

WNBX, Springfield, Vt.: Gudes Pepto Mangan, spots, through Morse-International, Inc.; C. R. Burr & Co., announcements, through Wm. B. Remington Agency; Gregg & Son, announcements, through James Pay Associates; Ballantine Ale, sports programs, through Hays Agency; Cow-Kare, announcements, through Hays Agency; Ford, Sunday Evening Hour.

WBT, Charlotte: Benjamin Moore Paint Co., program.

— A Merry Christmas —

WMPS, Memphis

Dave and his Rhythm Rangers, "hillbilly" and "Western" singers and instrumentalists, have been invited to Hollywood by Republic Picture studios to make a screen test for a movie starring Gene Autry. The invitation was predicated on a transcribed audition sent to Hollywood. They will leave for the coast Jan. 2. Members of the group include four boys and a girl.

Hiram Higsby, well-known "rube" character and emcee on "Mid-South Dinner Time" program, likes Memphis so well after only five months' residence that he has bought a home and expects to remain permanently.



A Letter FROM Santa Claus!

(Continued)

• • • Here's something that Buddy Green, songwriter and co-composer of "Once in a While," will find in his stocking—a check for \$1,250 from Ascap as the quarterly award for a hit tune... Buddy is sending \$625 to Mike Slowitzky in Pa., who originally wrote the tune but wouldn't share in this prize since he isn't an Ascap member. Isn't that grand of Green?... Doris Rhodes will wake up tomorrow and find a contract from CBS in her silk stocking... Whereas Patti Chapin, Richard Maxwell, Doris Kerr and Ray Heatherton, will discover a release from CBS bounds... I agree with you regarding Jackie Osterman, who yesterday went to see the Wm. Esty agency about writing the Jack Oakie show—it would be swell for both Jacks... Didn't see what you meant about Hy Kantor, mid-west rep. for Chappell, getting married yesterday to Lorraine Teatom, the pro ad model. What could they possibly want now?... In the first portion of this letter I mentioned Jack Robbins. Did you know that he received from me a FIVE-year exclusive contract to publish all music for Hal Roach pictures as a Xmas gift?... Yesterday I gave Belle Baker a contract to open at the Paradise Dec. 28... Joe Rines will be given a party at Leon & Eddie's Sunday. Why?

— A Merry Christmas —

• • • Did you know that in the recent Salvation Army Xmas fund campaign over at WCBS, Springfield, Ill., the station is co-operating by means of a unique public address system over which "Charlie" speaks and answers the questions of the people and encourages them to make their donations in the kettle... "Charlie" was given away free the other day with the compliments of the station... After announcing a party for the girls only at KDKA, Pittsburgh, plans were altered and today the entire staff partakes in a special buffet supper.

— A Merry Christmas —

• • • What's this I hear from you regarding Noble Sissle going into the French Casino with his band—splitting the music with Lyman?... No doubt you're sincere in asking that I give Davie Kent, one of the finer men in the songplugging business, a better deal this year. But what can I do outside of giving him a few nice gifts? Why don't you speak to the Spitzers, Links, Bregmans and Rocco Voccas about him? They have the business employment situation at their finger tips... That's a very amusing card Mickey Alpert and Kate Rand sent this year... Another couple swell people who deserve a break.

— A Merry Christmas —

• • • And now, let's get back to your own requests: True, 'tis the day before Christmas and a friendly spirit is in the air. Everyone is greeting his neighbor and there's a spirit of giving all around. One day in 364 where "Love Thy Neighbor" coincides with "Meet Thy Neighbor"... Why should people place a price-tag on business relationships and personal feelings?... Why can't they be civil, decent and trusting all year 'round instead of just this day?... "Peace On Earth—Good Will Toward Man" is ringing throughout the universe tonite. Just think how grand 'twould be in this business—if Mr. Joe Doakes wanted to see Mr. Joe Executive, say in Feb., because he had a great idea—and the latter would open his doors pronto to the former—just because the idea might be great—not because Joe Doakes might have a gift in his hand for Mr. Executive today... Bear that in mind. It's more valuable than a dozen neckties!... Life is so short. Let's make it sweet, too... "Heaven got a swell Xmas present when it got Ted Healy"... Yours until next year, KRIS KRINGLE.

PROGRAM REVIEWS

"King Arthur's Court"

A very amiable afternoon entertainment is the "King Arthur's Court" over WNEW on Tuesday through Saturday at 2-2:30 p.m. It's a somewhat easy-going melange of vocal and instrumental rhythm, unforced and easy to take. Douglas Arthur is the emcee, with Johnny McKeever, Libby Hall and Slim Gaillard as soloists, while Jimmy Rich officiates at the organ—though he was reported indisposed on yesterday's program.

Briefly

Lovers of piano music will get some real enjoyment from the work of Rosa Linda, young pianist who started a weekly Thursday program over NBC-Blue at 3-3:15 p.m. yesterday. Miss Linda is adept at both popular and classic pieces.

As was to be expected, the visit of Jack Benny to the Fred Allen program Wednesday night over NBC-Red turned out hilariously. Allen also had other swell items on this show.

— A Merry Christmas —

FCC ACTIVITIES

APPLICATIONS RECEIVED

WHK, Cleveland: Special experimental authorization to operate facsimile station. 1-6 a.m. 1 KW.

KOCA, Kilgore, Tex.: Vol. assignment of license from Oil Capital Broadcasting Ass'n to Oil Capital Broadcasting Association.

APPLICATION RETURNED

Kammeraad-Smith Broadcasting Co., Holland, Mich. CP for new station. 1200 kc., 100 watts, specified.

— A Merry Christmas —

WLBC, Muncie, Ind.

Kenneth Williams, announcer, has resigned and plans to go to the coast after the first of the year.

Staff presented Donald Burton, station owner, with a film viewer for Christmas.

E. Pierre deMiller, news editor, busy writing a special Yuletide opus.

Henry Hank Marks, announcer, now known as Cactus Pete and listeners are calling station to "wow" the program.

Earl Kirk, auditor, preparing for his Second Annual All-Request Christmas program.

Bill Craig, commercial manager, hopes to hold housewarming after New Year's.

Jimmy Fidler, weatherman, leaves for Indianapolis tomorrow to attend the sectional meeting of the American Meteorological Society.

— A Merry Christmas —

CBS Signs Doris Rhodes

Doris Rhodes, singer, has been signed to a management contract by Columbia Artists Inc. She will join the "Buddy Clark Entertains" series next Monday. Miss Rhodes has been heard over the networks with Rudy Vallee, Milton Berle and others.

**ORCHESTRAS
MUSIC**

THE first broadcast of the New Year on NBC's Red and Blue networks will be the music of Al Donahue and his orchestra which will be presented at 12:01 a.m. Together with Durelle Alexander, the String Choir and Male Glee Club, Donahue will present a "Cavalcade of 1937 Song Hits."

Cab Calloway and his Orchestra have recorded the two hit songs from the forthcoming Mae West film on Vocalion Records, including the numbers, "Jubilee" and the title song of the picture, "Everyday's a Holiday." Calloway does the vocal scating in both selections.

Jerry Livingston and his band are now being heard over WOR from Laurel-in-the-Pines, N. J., taking the place of Howard Wood.

Will Hudson has completed a unique composition titled, "Definition of Swing," which was recorded by the Hudson-DeLange Orchestra this week for Brunswick on a studio date on which Rudy Novak, torrid trumpeter who was discovered in one of Manhattan's dime-a-dance halls, makes his debut.

Dave Rubinoff is in Hollywood to spend the holidays before starting his forthcoming concert tour at Denver Jan. 15.

A "Toytown Band" will be Bob Stanley's novel Yule offering to dial twisters tonight on the WOR-Mutual "Pat Barnes Opera." Toy trumpets, saxes, violins, etc., will replace the regular instruments of Stanley's augmented band during the special holiday show.

Joe Rines will be honored by radio celebrities including Graham McNamee and Sheila Barrett at a party given by Leon & Eddie after Rines' "Time of Your Life" broadcast Sunday evening. This Sunday's program will conclude this series on NBC until March, when it will be resumed.

— A Merry Christmas —

Party for Hersholt

Robert S. Gill, president of Chesebrough Manufacturing Co. (Vaseline), will give a cocktail party on Monday at the Park Lane for Jean Hersholt, screen and radio star, who appears in the Sunday "Dr. Christian" series on CBS. Hersholt is in the east for a vacation and will air his next two programs from here.

SALES MANAGER WANTED

1,000,000 shopping area
5,000 WATT CHAIN STATION

Write Box A-122, Radio Daily
1501 Broadway New York City

Talks Self Out of Jail Over KELD

El Dorado, Ark.—KELD added to its list of unusual broadcasts and capped the climax recently by broadcasting from the Negro section of the Union County Jail. To begin the broadcast, an invocation was rendered by a Negro preacher who did a good job of preaching himself out of jail. The prosecuting attorney announced after listening to the broadcast that he was firmly convinced this Negro preacher was innocent. A Negro quartet then furnished a musical program by singing a group of sacred songs. The high spot of the program clearly demonstrated the rather uncanny power of the microphone as one Negro, who had tangled with the law a number of times before, had been caught the week previous to the broadcast with a house full of stolen goods. The prosecuting attorney's office and the sheriff's office had tried many times, without success, to get this Negro to confess to the burglaries he had committed. In interviewing this Negro, Fletcher Bolls, manager of KELD, who acted as emcee and interviewer, succeeded in getting the Negro confused a bit due to the fact that this was his first time to broadcast, and very successfully made the Negro confess to the burglaries he had committed. After the broadcast the prosecuting attorney took special pains to thank members of KELD for the good job they did in getting this confession from the Negro. The microphone was placed on the fourth floor of the Union County Court House in the hall just outside the bars and the prisoners did their broadcasting from the inside looking out.

PHILADELPHIA

Agnes McCabe, former secretary to Jim Aull KYW's press chief, is now traffic manager of the station.

Leighton Noble, heard from the Arcadia Restaurant via WIP remote, is scheduled to desert the airlines this fall to make a picture.

A mixed quartet makes its bow over WFIL, made up of Polly Willis, Clint Johnson, Jack Steck, and Florence Benden.

Jack Hutchinson, baritone, is now being spotted on WDAS.

Warren Schutt in "Looking over Books" is heard weekly over KYW.

Nancy Hill is appearing in a series of mystery dramas on WFIL.

Helen Kiley, former secretary to Murray Arnold of WIP, has been promoted to receptionist, with Lorraine Riley taking her place.

Bill Dyer, WCAU sports commentator, takes on job of giving play by play description of college basketball games.

WFIL's hostess Ruth Allenben surprised the folks by getting married.

Major Coulson starts a new program over WCAU called "Current Events Forum".

WIP and American Communications Ass'n have come to terms on an agreement covering engineers. Salary increases and 44-hour week are included.

Larry Vincent, the Tell sisters and Bert Balus start a new thrice weekly series on WCAU.

Gale Page flew back from Hollywood following second screen test at Warners.

— A Merry Christmas —

Seattle Friendship Frolic

Seattle—The city of Juneau, Alaska, over 1,000 miles from here, will again be saluted Christmas Day via the "Seattle Friendship Frolic" which made quite a hit last year. The all-day program will be heard over KINY, the Edwin A. Kraft station in Juneau, and will include music, comedy, speeches, etc., in a combination entertainment and Chamber of Commerce good-will promotion.

SAN FRANCISCO

Janet Baird, NBC interviewer, will air an interview with Vicki Baum, novelist, the night of Jan. 8.

KGO and the Coast Blue web loses "Meet Your Neighbor" show when it fades Jan. 7. Sponsored by Local Loan Co.

Don Logan, rewrite man on Oakland "Post-Enquirer," succeeds Bill Holmes as radio editor of the sheet. Holmes now writing on NBC.

Two new Sunday shows via KGO have been originated by NBC—Beryl Cameron, songstress, and the Four Pages Male Quartet on a 3:30 spot, and Ernest Gill's Concert orchestra at 3:45 p.m. Three Cheers, vocal male trio, also spanning the nation on Mondays now at 4:15 p.m.

Marcel Willeman, KROW newscaster, replaced by Guy St. Clair, former newsman, who bowed out for Willeman some months ago.

Thomas H. Hutchinson, former coast program mgr. for NBC, will manage the newly-created NBC television program department in Radio City. John Gihon, ex-continuity editor for NBC, will be his assistant.

Sperry's "Daytime Special," heard five times in the p.m. via KPO and the Pacific Red web, moves up an hour to a 1:30 spot Jan. 3.

— A Merry Christmas —

Joe Towner to WMPS

Memphis—Joe Towner, for the past two years located at WNOX, Scripps-Howard Radio station in Knoxville, now doing publicity and promotion with WMPS here.

**BARRY
McKINLEY**

IN
"CHEVROLET
ROMANTIC RHYTHM"

SUNDAY 6:30-7 P.M. EST
WABC-CBS Network

PROMOTION

The Metropolitan Angle

A brochure titled "The Metropolitan Angle," put out by Glickman Advertising Co. Inc., sets forth the advantages of specialization in a concentrated market.

The arguments for such concentration are not intended to reflect on network advertising, however, it is pointed out by Norman Lessin, director of the agency's radio department. On the contrary, he says, one of the main points in "The Metropolitan Angle" is predicated upon the opportunity afforded a national advertiser interested in radio to test the program in the Met area—and reap substantial benefits at the same time—before risking the expense of broadcasting nationally. Without such a test, chances would be slim, in many cases, of the aforementioned advertisers trying the networks at all.

As a case in point is Glickman's Adam Hat account, for many years a sponsor of local sports programs, now taking its "tried and tested" boxing broadcasts over the NBC-Blue network.

— A Merry Christmas —

WBT Five Minutes Earlier

Charlotte—To take care of the new Beeman program, "Your Neighbors From Around The Corner," on the Musical Clock, WBT is now winging on the air at 6:25 a.m. instead of 6:30.

**IMPROVE
YOUR SUNDAY STANDARDS
with the SUNDAY PLAYERS**



Open a 1938 campaign for better Sabbath programs with the true story of the Adam and Eve incident

"THE FALL OF MAN"

beautifully and reverently dramatized by this world-famous

Oberammergau of the air



Samples shipped \$4.00 C.O.D., refundable, on receipt of wire.

You can easily make the first Sunday in the New Year

MERTENS AND PRICE

1240 South Main Street
Los Angeles — California

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

WAVE Engineers Build Miniature Transmitter

Louisville, Ky.—A new midget transmitter, so small that it can be carried in one hand while user speaks into a miniature microphone mounted on the outside of the box, has been built by WAVE's chief engineer, Wilbur Hudson and designing engineer Jack Starks. It measures 4½ x 4 x 2 inches, weighs two pounds, and has a power output of one-tenth of one watt, or about one-five-hundredth of the rating of an ordinary electric lamp.

Completion of the unit was celebrated with quite a bit of ceremony by manager Nate Lord, the engineers, George Patterson, program director, and Burt Blackwell, news commentator. The station chose a former Hollywood actress' appearance in the city with a miniature castle to introduce the invention to the public. Among the first broadcasters were the Governor and Louisville's mayor.

The designers hold a complete government license on the little short wave outfit under the call letters of W9XSF, and are now experimenting to determine the maximum distance it will stand for re-broadcasting through the WAVE studios located in downtown Louisville. Preliminary tests have fixed the present range at about one-half mile.

The engineers explained that while the pack transmitter is novel it also fills a need in the radio business. It can be speedily set up in any location and can be taken into quarters where the stringing of wires to a large microphone and complicated set would not be possible.

— A Merry Christmas —

16x12 ft. Television Screen Expected Soon in London

(Continued from Page 1)

sized television, is said to have advantages over the Baird system, which Gaumont-British Film Corp. is installing in theaters. Scophony equipment doesn't require the expensive cathode ray tube, and it is claimed sets will soon be available at \$50 to \$75.

Baird's new screen has increased size to 8x6 feet.

NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,102,670—Wave Translation System. Harold S. Black, New York, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,102,760—Photoelectric Tube. George B. Stilwell, Plainfield, N. J., assignor to Bell Telephone Laboratories, Inc.

Re. 20,602—Vacuum Tube. Samuel Ruben, New Rochelle, N. Y., assignor by mesne assignments to Revelation Patents Holding Co.

2,102,779—Thermionic Amplifier. George L. Beers, Collingswood, N. J., assignor to RCA.

2,102,904—Radio Receiving System for Aeroplanes. Sol J. Levy, New York.

2,102,951—Generation of Electric Relaxation Oscillations. Edmund Hackenberg, Berlin-Charlottenburg, Germany, assignor to C. Lorenz Aktiengesellschaft.

2,103,022—Gaseous Discharge Tube. Alexander Senauke, New York, assignor to Hazeltine Corp.

2,103,031—Electric Gaseous Discharge Device. Ted. E. Foulke, Nutley, N. J., assignor to General Electric Vapor Lamp Co.

2,103,033—Electron Emissive Electrode. George E. Inman, East Cleveland, Ohio, assignor to General Electric Co.

2,103,079—Wave Signaling System. John K. Johnson, Rye, N. Y., assignor to Hazeltine Corp.

2,103,090—Means for and Method of Generating Electrical Currents. Josef Plebanski, Warsaw, Poland, assignor to RCA.

2,103,097—Power Supply System for Signal Receivers. Benjamin Singer, Bronx, N. Y., assignor to Hazeltine Corp.

2,103,135—Radio Receiver. Edward F. Andrews, Chicago.

2,103,159—Electric Discharge Device. Kenneth H. Kingdon, Schenectady, N. Y., assignor to General Electric Co.

Designs Tele Equipment

Tulsa, Okla.—A new and different type of television broadcasting and receiving equipment, capable of handling a picture equaling in clarity a newspaper halftone, has been designed and patented by Fred Ragsdale of this city. After six years of experiment he expects to complete his work within the next year.

Radio Parts Show

Chicago — National Radio Parts Trade show will be held here June 8-11 at the Stevens Hotel, according to Ken Hathaway, managing director. S. N. Shure is president.

— A Merry Christmas —

New Mike Catalog

Los Angeles—Universal Microphone Co., Inglewood, has issued its 1938 trade catalogue of microphones and accessories, recording machines and blank discs, in looseleaf form.

BOSTON

A daughter was born to Alice O'Leary and Adrian O'Brien. Both mother and father are heard over Yankee network airwaves.

Collette Lyons, just returned from a London engagement, is spending the Christmas holidays with her sister in Dorchester.

Pen Rad Oil Company are sponsoring the telegraphic play-by-play descriptions of the Bruins hockey games over WAAB. Frank Ryan continues to do excellent job of hockeycasting.

Lee Sims and Ilomay Bailey are playing the RKO-Boston Theater for a week.

— A Merry Christmas —

NEW ORLEANS

Radio row went Christmassy with holly and trees this week. WWL holds a Christmas party of its own today, with part of the party going on the air early in the afternoon. The Santa Claus of the afternoon is Vincent Callahan, station manager.

Henry Dupre left Thursday for a week's vacation to visit his relatives in Birmingham.

LOUISVILLE

George Kuhn, general manager WGRC, will hold open house New Year's Eve at his station, inviting friends and guests.

Foster Brooks, WHAS announcer, in a popularity contest conducted by Bill Bryan, radio columnist of the Times, took first place. Meador Lowrey was selected as most popular news commentator.

Much enthusiasm around WGRC about a new negro quartet, discovered singing in a local church. Will make their air debut Christmas Day.

— A Merry Christmas —

KANSAS CITY

Albert Jacobson (Fritz, the Cheer Leader on WDAF and KCMO since 1934) died this week.

Luther Crumbaugh, KCMO staff engineer, is engaged to Virginia Jones, staff pianist.

Eddie Dennis, WHB salesman, is in Florida and Louisiana on vacation.

"The Model Kitchen", co-op program with six sponsors, started this week.

New WMPS Studios Nearing Completion

Memphis—New studios of WMPS being rushed to completion with opening date set around the first of the year. When completed will give station most modern studio facilities in the South. New studios will be located on ground floor of Columbian Mutual Tower enabling passersby to look in at program in progress.

— A Merry Christmas —

G. E. Elects Birge

Schenectady, N. Y.—Nathan R. Birge, assistant to the president of the General Electric Company since 1927, has been elected a vice-president of the Company, it has been announced by President Gerard Swope. He will remain in Schenectady. Mr. Birge entered the employ of General Electric in 1900, following his graduation from Worcester Polytechnic Institute with the degree of B.S. in electrical engineering.

— A Merry Christmas —

Wallace Heads Engineer Club

Seattle—James Wallace, Chief Engineer of KVI, Seattle-Tacoma, has been elected president of the Tacoma Engineer's Club for 1938. For the past year, Wallace has been chairman of the Seattle Section of the Institute of Radio Engineers.

— A Merry Christmas —

Remodel WICC

New Haven—With new studios of WICC scheduled to open here January 1, work has started on remodeling of the outside building.

IN
Any
EMERGENCY—

...we pick up work
quickly

...we make haste
carefully

...we deliver promptly.

CHARLES ROSS, Inc.
Formerly Motion Picture Lighting and
Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

CITY
PHOTO ENGRAVING CORP.
250 WEST 54th STREET, NEW YORK
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THE PRODUCTION SIDE OF RADIO

**Programs — Artists — Writers — Announcers — Orchestras
Transcriptions — Music — Backstage — Spot Broadcasting**

AN OUTSTANDING SECTION
one of many in the coming



RADIO ANNUAL has been a full year in the making. In this it has had the complete and enthusiastic co-operation of every branch of the great radio industry as well as the United States Government.

READY EARLY IN 1938

... distributed complimentary to Radio Daily subscribers as part of Radio Daily Service.



HAL BERGER's strip dramatic serial, "The In-Laws," long a feature on KHJ-Don Lee, moves over to KNX for CBS Pacific Coast release on the same Monday through Friday schedule, starting Dec. 27, in a 3:15-3:30 groove. Charles Vanda, CBS program director, has been coveting the Berger opus for a long time.

Ray Paige should be addressed as Captain Page in future . . . Maestro was notified this week that he had been chosen Fleet Captain of the California Yacht Club.

Ted Snyder, "Daddy of song writers," will appear on the CBS "Hollywood Song Shop" Sunday night. Warren Hull emcees, and Irving Berlin, Yabbut and Cheerily, and the Radio Rogues are slated to appear.

Ralph Hansell, xylophone-vibraphone virtuoso who was on Fred Allen's show last week, will be guest artist with the KMPC instrumental trio heard daily at 2:30 p.m. for an entire week starting Wednesday.

Martin Gosch, producer, and Tom Langan, script writer, are here to ready the first Whiteman broadcast for Chesterfield. Carleton KaDell, announcer, continues on the show during Whiteman's stay in Hollywood.

Mrs. Joseph Pasternack has arrived to spend the holiday here with the Vick's "Open House" batoneer.

Amos 'n' Andy, who start for Campbell on Jan. 3, will do a guest routine on the other Campbell ainer, "Hollywood Hotel," on Jan. 6. Black-face duo will do more or less visiting on the companion air piece, it is said.

The Alabama grid stars here for the Rose Bowl game New Year's Day will be guests on KHJ's "Reunion of the States," naturally saluting Alabama on Sunday. Sportscaster Frank Bull will review the four previous appearances of the "Crimson Tide" in the Bowl—1926, 1927, 1931 and 1935.

Anne Jamison, "Hollywood Hotel" soprano, is considering postponing her concert tour planned to begin in January until early summer.

ONE MINUTE INTERVIEW

GERTRUDE BERG

"My advice to amateurs is that they pay less attention to impersonations, one-man band ideas, singing and instruments. Instead they should devote a lot of time to developing their natural speaking voices for the air. If they don't win any prizes they shouldn't be discouraged. The experience gained will be priceless. Remember that no real success comes easily."

☆ Coast-to-Coast ☆

JUDY STARR opens at the Drake Hotel in Chicago tonight with an MBS-WOR wire. Miss Starr will also be heard via the networks through a series of transcriptions which she just completed for Chevrolet.

Thornton Fisher, WNEW sports-caster, will inaugurate a new feature, "Fights That Made History," next Tuesday night for his thrice weekly broadcasts. Fisher, who has been a ringsider at virtually every important ring battle during the past 25 years, uses his notebook recordings for data.

Alfred W. McCann Jr., WOR food commentator, celebrates the beginning of his eighth year on the air Jan. 3. McCann is the first of radio's second generation, inheriting the four-times weekly broadcast from his late father, Alfred W. McCann Sr., the pure food expert.

A two-page spread in current Radio Guide shows Lawson Zerbe and his missus in studio love scenes "as listeners imagine" them and "as they really are." The imagined scenes are in the torrid line, while the actuals show the Zerbes at respective mikes on opposite sides of studio.

Babs Savage, 5-year-old model, made her third guest appearance in a week yesterday in "The O'Neills" show. She appeared last Friday with Bess Johnson on the Palmolive show, and Sunday with Guy Lombardo.

Doris Dehn, vocalist heard over WPG, Atlantic City, and Lyman B. Hall, graduate of U. of Ky. and Georgia Tech, are engaged.

WTMV, East St. Louis, Ill.

The Rhythmettes, girl trio composed of Alma Hollows, Alice Dashke and Ruby Holly, have been added to the talent staff. Musical Director Paul Godt makes arrangements and plays their accompaniments.

Cowboy Jake Wigington, formerly at KFJZ and KFRU, is another addition.

F. D. Anderson, operator of "Let's Go to Town" program, starts an additional half-hour of nightly participating programs.

— A Merry Christmas —

KFRU, Columbia, Mo.

"Chet" Thomas, g.m., after playing host at a special Christmas dinner to entire personnel, left for his home in Cincinnati to celebrate holidays.

Hillbilly group under Bill Haley is taking yuletide vacation in two units, half at Christmas and the other half over New Year's.

Dave Frederick, continuity writer, takes over processing of daily newscasts while Wally Porterfield takes a holiday recess.

When Ezio Pinza, leading basso of the Metropolitan Opera, sings the role of Don Juan in the opera "Don Giovanni" on Jan. 1, it will be the first time that the opera is broadcast. It also happens to be one of the many operas that are being revived this season.

Robert Hopkins, professor of voice and director of choral work at Baylor University, will sing "Give A Man A Horse He Can Ride" when he appears as guest artist with the Pepper Uppers over the Dr. Pepper-Dixie Network this Sunday at 5:30 CST. Jimmie Jefferies will be in charge of the peppering-up ritual, aided and abetted by Roy Cowan, Ludi Maisen, Lotie Loftin, Ruth Salter, the Pepper trio, ensemble and Alexander Keese and the Pepper Uppers orchestra. Program originates in Dallas.

Applause from the studio audience will be eliminated and laughter will be minimized during the Senator Fishface and Professor Figg'sbottle program to be heard this Sunday at 3:30 p.m. over NBC-Blue network. In following this procedure, placed on trial with successful results in their broadcast of last Sunday, the comics are taking a tip from numerous radio editors who have complained that radio shows are playing more to the enjoyment of the studio than to the listening-in audience.

Because of the unusual rush of Christmas mail at the Cleveland Post Office, Mendel Jones, program director of WHK-WCLE, arranged for Carl Mark to present a description of the work done by the Post Office during the holiday season.

WICC, Bridgeport

Jeanne Poli vacations from her "Commuters Club" over the Christmas week-end.

Mack Parker deserts "First Offender" productions for a yuletide holiday.

Joseph and Mrs. Lopez back home to Boston.

Bellman Male Chorus vacationing for a month.

Ann-Marie Rowe, songstress, is the mother of a girl.

Yale Daily News broadcasts resume Jan. 3.

— A Merry Christmas —

WJSV, Washington

Ward DuVall, the "Gypsy Minstrel," now has a partner, Earline King, vocalist formerly with Paul Whiteman. She will use the name of Giannina for her air work with DuVall.

Warren Sweeney and Ida Clarke will do an hour of Christmas stories plus music tonight. Betholine is sponsoring.



BILL WILLIAMSON, sales manager of WKRC, Cincinnati, in town visiting CBS headquarters.

Merle Jones, manager of KMOX, St. Louis, is visiting here.

Commander E. F. McDonald, president of Zenith Radio Corp., off to Miami to join wife and daughter on yacht.

Carol Mountjoy of WBBM promotion department, went to Detroit for Christmas.

Eleanor Howe, who conducts the Pantry Party series on WBBM, fearing that she would have no audience on Christmas morning, invited all lonely hearts to come and be her guests at a party. She got so many responses that now she wonders how she can handle all of them. Show is at 9 a.m., too.

Frank Bering and Ernie Byfield of the Sherman, giving a party in Governor's suite for Buddy Rogers and Mary Pickford this afternoon, prior to opening Christmas night at College Inn.

Douglas Wilson is the new vocalist on the Evans Fur "Quarter Hour of Romance."

— A Merry Christmas —

WXYZ, Detroit

John McKay, veteran California newspaperman and radio commentator, recently at KOIL, Omaha, has joined the editorial staff of WXYZ and the Michigan Radio Network and is being featured in a 15-minute program each night except Saturday.

Ruth Dean Rickaby, character actress, is recovering nicely in Detroit Women's Hospital following an operation for gall stones.

— A Merry Christmas —

WOV-WBIL, New York

Kennedy Ludlam, announcer, back on the job after a siege of gripe.

Charles Berry, publicity director, completes nine years in radio on his 29th birthday, Jan. 15.

Madeline Lee, said to be the original and youngest girl announcer, is only 14. She made her radio debut at the age of four.

DO YOU KNOW

The average electric home radio consumes only slightly more than one cent's worth of electricity in more than four hours of continuous use, according to a national survey.