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# Radio Dial

WEEK ENDING JANUARY 7, 1938



**WALTER O'KEEFE**  
"HOLLYWOOD MARDI GRAS"  
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POST-SEASON FOOTBALL GAMES AIRED  
WIN CASH IN RADIO CONTESTS—SEE PAGE 14

12/29, 1937

# New Year's Eve Celebrations Aired

## Secretary, Nurse To Dr. Christian



Rosemary De Camp, lovely and talented young screen actress, plays the role of Judy Pride, secretary and nurse to "Dr. Christian" in a dramatic series of the same name.

## Leading Authorities To Forecast Events Of New Year In Broadcast

"Forecasting 1938," a program devoted to the forecasting of events in the new year by leading authorities in various fields, will be heard over CBS, including WKRC and WHIO, Saturday, January 1, 1938, 10:45 to 11:30 p.m., (E.S.T.).

Such outstanding newspaper personages as H. R. Knickerbocker and William Hilliam, veteran correspondents; Paul Mallon, Washington news writer; Louella Parsons, movie critic; Dave Walsh, sports expert; Seymour Bergson, city editor of the International News Service, plus H. V. Kaltenborn and Bob Trout, Columbia's news commentator, will be heard on the program.

Freddie Rich and his orchestra will provide the musical accompaniment to the program.

## "Those We Love" To Replace "Husbands and Wives" Drama

"Those We Love," a dramatic serial of modern American life, will have its premiere on NBC, including WCKY and WLS, Tuesday, January 4, replacing the program known as "Husbands and Wives."

The broadcast will be heard at the same hour as the previous program, on Tuesdays, from 8:00 to 8:30 p.m. (E.S.T.), and will have the same sponsor, the makers of Ponds creams and face powder.

## Coast-To-Coast Broadcast To Herald 1938

From the spires of Manhattan to the shores of Honolulu, dance bands and merrymakers will be heard heralding the New Year over CBS, NBC and MBS, from Friday, December 31, at 11:00 p.m., until 4:00 a.m., Saturday, January 1, 1938.

Crowds in the streets of the nation's largest cities will carry their welcome of another year over the microphones as midnight rolls across the country. Such outstanding orchestras as Benny Goodman, Eddie Duchin and Cab Calloway will play to thousands of listeners throughout the land.

In all at least nineteen dance bands will be heard in the five-hour broadcast.

## Armco Band, Simon Directing, Returns To Airwaves Sunday

Frank Simon's famed Armco Band, one of the nation's favorite military bands, will return to the air over NBC including WLW and WLS, 3:30 to 4 p.m. (E.S.T.), Sundays, on January 2, 1938 in its ninth consecutive season.

Last year dramatized highlights, "It Couldn't Be Done," provided brief histories of famous inventions and events in the nation's history. In the coming series, outstanding boys and girls who have won music scholarships and awards, will be guests of Conductor Simon and the Ironmaster. Bennett Chapple, vice-president of the American Rolling Mill Company, again will be heard as the Ironmaster.

Frank Simon ranks at the top of his profession. He is president of the American Bandmasters' Association and for many years was assistant director to the late John Philip Sousa. His Armco band of more than 50 skilled musicians includes many who have had wide experience in some of the world's greatest concert bands and orchestras. Fourteen of them have records of service with the Sousa band.

Born in Cincinnati in 1889, of English-Bavarian parents, Frank Simon first played in a band when he was 9 years old. His instrument was a paper horn and he played hooky from school in Middletown, Ohio, to play with a circus band. Five years later he was playing in a theater orchestra and studying with Herman Bellstedt, the great bandmaster, composer and cornet virtuoso.

In 1920, after a brilliant career, Mr. Simon took charge of the Armco band which four years later was broadcasting over WSAI, Cincinnati.

## Monologist On "Magazine"



Cornelia Otis Skinner, famous monologist, will fill the "humor" pages of the initial Sunday edition of the "Magazine of the Air" to be issued over CBS Sunday, January 2, at 5:00 p.m. (E.S.T.).

## Six New Shows To Make Debut On CBS Network

Six programs, "The Goldbergs," "The O'Neills," "The Guiding Light," "Ma Perkins," "The Road of Life," and "Kitty Keene," all of them established network favorites, will make their bow over the Columbia Broadcasting System, Monday, January 3, 1938. Thereafter these programs will be heard every day from Mondays through Fridays.

The morning schedule, as currently planned, will feature the serial drama, "The Road of Life," from 9:30 to 9:45 a.m., (E.S.T.), over CBS. "The O'Neills" will originate in New York, from 10:45 to 11:00 a.m., (E.S.T.); "Ma Perkins" will be presented simultaneously over the WBBM-Columbia network, with the program originating in Chicago.

The afternoon presentations will highlight "The Goldbergs" to be heard over CBS from New York from 2:15 to 2:30 p.m., (E.S.T.), and "Kitty Keene," to originate in the studios of WBBM, Chicago, at the same time. "The Guiding Light," a dramatic serial, will be presented coast-to-coast over CBS from 4:30 to 4:45 p.m., (E.S.T.), with the program originating in the studios of WBBM, Chicago.

## In Twin Role



Loretta Poynton (above) and Merrill Fugit will play the parts of twins in "Dan Harding's Wife," popular serial, beginning Monday, January 3.

# FOOTBALL GAMES FEATURED ON NETWORKS

## Big Cheese Takes to the Air



Walt Disney (center), creator of Mickey Mouse, receives the congratulations and blessings of Amos 'n' Andy as he prepares his Mickey Mouse Theater of the Air, to be heard over NBC, Sunday, January at 5:30 p. m. (E.S.T.).

## Bay To Explain Minuet In Broadcast

The minuet, the dance form which was popular for more than two centuries from the time of Lully, its reputed inventor, will be illustrated when Victor Bay uses it as the subject of his "Essays in Music" broadcast over CBS Friday, December 31, from 6:00 to 6:30 p. m., (E.S.T.).

Theo Karle, tenor, will be the soloist, and David Ross, narrator. Bay will illustrate how the minuet found its way into symphonies by playing the Menuetto from Mozart's great G-minor Symphony No. 40.

Then he will give contrasting examples of the dance with the Menuet from the "Suite Bergamasque" of Debussy; "Clair de Lune" by Faure, which Karle will sing; the Menuet des Follets from Berlioz' "Damnation of Faust"; the Couplets de Triquet from "Eugen Onegin" by Tschai-kowsky, again with Karle; the impressionistic Menuet de la Sonatine of Ravel, and finally a Minuet by Jean Baptiste Lully, famous seventeenth century composer to whom the origin of the minuet is ascribed.

## Mickey Mouse, Gang Become Weekly Show

Mickey Mouse and His Gang, internationally famous and universally beloved creatures of Walt Disney's imagination, will become a regular weekly feature over NBC, including WLW and WSM, on Sunday, January 2, from 5:30 to 6:00 p. m., (E.S.T.).

The Mickey Mouse Theater of the Air, as the new program is titled, will present Mickey, Minnie, his girl friend, and all the other characters so well known to movie-goers and readers of the comic strip.

Background music for the new program will be provided by Felix Mills, orchestra leader and composer. In addition to the scores he has written for various programs and films, Mills has found time to compose suites and light symphonies. Among these were "Sequoia" and "Carnivale Orientale."

Disney will bring Mickey and his fellow comrades to the air for their first series of radio appearances. Mickey has been in the comic strips of newspapers and in animated movie cartoons for many years.

## Post-Season Classics To Be Broadcast On New Year's Day

Five major post-season football games will be broadcast New Year's Day over the NBC, CBS and MBS networks beginning at 2:00 p. m. and ending at 7:45 p. m. (E.S.T.).

The Rose Bowl Game at Pasadena, Cal., between the Universities of Alabama, representing the East, and California, representing the West, will be broadcast over NBC, including WCKY, WLS and WSM, at 4:45 p. m. (E.S.T.). Don Wilson and Ken Carpenter will be at the mike.

The Orange Bowl game, played between Auburn and Michigan State, will be broadcast by Ted Husing over CBS, including WKRC, WHAS and WHIO, at 2:00 p. m. (E.S.T.). These same stations, excluding WHAS, will carry the Cotton Bowl Game between Rice and Colorado, with Byrum Saam at the mike. The broadcast will cover only the last 45 minutes of the game due to the Orange Bowl broadcast.

Bill Stern, sportscaster, will be at the mike for NBC, including WSM, when Louisiana State and Santa Clara tangle in the Sugar Bowl for the second consecutive year, at 2:00 p. m. (E.S.T.).

The Mutual Broadcasting System will broadcast the East-West football battle at San Francisco.

## In "Attorney-At-Law"



Frances Carlon will be leading lady to Jim Ameche, brother of the famous Don Ameche, in the new serial, Attorney-at-Law, to be heard daily except Saturday and Sunday over NBC.

**RADIO DIAL**  
wishes its readers

**A Joyous and Happy New Year**

## BOWL GAMES

Here is a compact list of the major post-season football game to be played New Year's Day; the time and station so you know when and where to find them on your dial.

- Cotton Bowl—5:15 p. m. (E.S.T.) WKRC—WHIO.
- Rose Bowl—4:45 p. m. (E.S.T.) WCKY—WSM—WLS.
- Sugar Bowl—2:00 p. m. (E.S.T.) WSM.
- Orange Bowl—2:00 p. m. (E.S.T.) WKRC—WHAS—WHIO.
- East-West—4:00 p. m. (E.S.T.) WOR.

## Newscaster



A few years ago Peter Grant, St. Louis Law School graduate, was admitted to the Missouri Bar, but a short time later he became a radio announcer. Now he is featured over WLW at 7:30 p. m. (E.S.T.) Sunday nights in his "Sunday Evening Newspaper of the Air."

## Jeanette MacDonald Returns To "House"

Jeanette MacDonald, soprano star of the screen, will return to Hollywood to resume her regular "Open House" broadcasts over CBS, Sunday, January 2, from 7:00 to 7:30 p. m., (E.S.T.).

During the last several weeks she has been on location screening scenes for "The Girl of the Golden West," and guest stars of the concert and operatic stage have been heard in her place. Josef Pasternack's Orchestra and Chorus and Wilbus Evans, baritone, are to assist Miss MacDonald.

## CONTEST WINNER

MRS. S. A. SWITZER,  
211 N. UNIVERSITY AVE.,  
OXFORD, OHIO

is the winner of the Radio Dial contest to select a title for the Listeners' Exchange column. Her entry was "Serenade and Static".

# Weekly RADIO DIAL

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J. A. ROSENTHAL, Editor

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## BUSINESS AS USUAL

Radiowise, 1937 began on the sour note of a New Year's headache. It ended on the still sourer aftermath of the Mae West incident. Between lay a year of contradictions that can be characterized best by the wartime phrase, "business as usual."

For broadcasting, business as usual means booming time sales. In 1937 it achieved that goal handsomely. Despite the current "recession" the year chalked up a new high in station revenue. Reflecting the brisker tempo, both NBC and CBS expanded their networks rapidly. Other chains also grew at a lusty pace. But how much listeners gained from this quickened commercial activity is something else again.

One of radio's paradoxes is that the more prosperous broadcasting becomes, the less service listeners receive. 1937 added further weight to this. Booming time sales crowded out various sustaining features with high listener value.

Though more money was spent on them than ever before, commercial programs achieved little that can be called progress. The most conspicuous trend of the year was the increase in the number of features bearing the "made in Hollywood" trademark. Growing listener boredom with movie publicity makes it look as if this "go West" movement may have reached its peak.

Otherwise, commercial programs have pretty much repeated the "business as usual" motif by sticking to the comedian-danceband pattern. Probably for that reason, the radio comedians have found the going harder in 1937. Two or three who had fat contracts in former years did not return to the air in the fall, and the thrones of others seem none too secure.

On the non-commercial side, the brightest spot of the year was the service broadcasting performed hereabouts during the Ohio Valley flood in January. During that crisis the work of WHAS and WCPO was outstanding.

One of the duller summers of recent years was enlivened by the keen rivalry of NBC and CBS over the airing of Shakespeare's plays. This might have been a notable contribution to serious radio drama, if the two performances had not been scheduled at overlapping hours, making it impossible for listeners to hear all of both.

Unfortunate scheduling also took its toll of fine music during the year. Symphony and opera broadcasts were again crowded into the week-end. Even the importance of NBC's own symphony, with Toscanini conducting, has been dimmed by adding to this congestion.

In the short-wave field, American stations have belatedly undertaken to provide international service by aiming their programs at foreign listeners rather than the home audience. As the year closed, that enlightened policy was gathering momentum.

If all this is somewhat at variance with the year-end releases of press agents, it is because radio's record for 1937 has been viewed from the standpoint of a listener. For it happens that he is the one who makes it possible for broadcasting to do business as usual.

Perhaps the keener awareness of the listener, prompted by the Mae West incident, may be radio's best assurance of a bigger and better 1938.

## WALTER O'KEEFE GOES WEST

Walter O'Keefe is taking Horace Greeley's far-famed advice. But when he flies West this week, he won't be seeking his fortune. For it will be in his pocket—a contract to share stardom with Lanny Ross and Charles Butterworth on the Hollywood Mardi Gras program, beginning Tuesday, January 4, at 9:30 p.m., (E.S.T.), over the NBC-Red Network.

Walter thinks he will keep his equilibrium despite movieland's bigness. When he went to Notre Dame,

Rockne's teams were the best in the land.

When he worked in New York's night clubs they were the most colossal things of their sort in the city. Their press agents said so. Walter is used to words like "gigantic" and "mammoth" and can take them or leave them alone.

Right now Walter is on the high seas heading Manhattanward after a two-month pleasure jaunt to Europe following last Summer's fill-in for Fred Allen on Town Hall Tonight.

## Radio News In Brief

Ned Wever, romantic star of stage and radio, won the assignment of the title role in "Dick Tracy," which returns to the NBC-Red network January 3, at 5 p. m. (E.S.T.).

Stoopnagle and Budd are rumored for a permanent spot on the Warner Brothers "Hollywood Parade" programs.

Popeye, the sailor strip, returns to radio in the late spring over a coast to coast network under sponsorship (Popsicle). The series was on the air last year for another sponsor.

Mark Warnow leaves the Harry Conn "Earaches" show over CBS in two weeks to do a commercial on Sundays. He'll be replaced by Freddie Rich.

Monroe Upton was re-signed for an additional fifty-two weeks to write material for the Al Pearce CBS shows. Program has also just been renewed by sponsor.

Reports along Radio Row quote Ted Husing as saying he will retire from broadcasting after the first of the year because he's tired of working and has enough money to loaf for a while.

Betty Wragge, youthful star of "Pepper Young's Family," constantly receives letters assuring her that if she continues to give such excellent performances she will win a movie or stage role.

What these kindly folks do not know is that Betty started her movie career at the age of three in a film with Marion Davies and has played important roles in many Broadway hit shows.

Running the gamut from classical arias down to the hottest Harlem swing melodies, Mark Warnow finds his cue for each of the Gabriel Heatter's "We, the People's" programs.

For example, a little boy, who told about selling measles to his classmates for forty cents "a case," stepped to the mike on "Everything I Have Is Yours." Charles Hughes, who journeyed all the way from Baxter, Tenn., to tell how he was known back home as the "human alarm clock," had Mark puzzled. Finally some rustic effects with a blending of the army call, "You Gotta Get Up In The Morning" did the trick.

The "Song Shop" rehearsals are held in a New York theatre which formerly housed dazzling Broadway productions. Consequently, autograph hunters still loiter at the stage door waiting for stars.

Reed Kennedy was leaving the theatre this week when he was approached by a freckle-faced little girl who asked for his autograph.

"Why, I'll bet you don't even know who I am," smiled Reed.

The youngster looked him over very carefully and said, "Well, I know you ain't Clark Gable or Robert Taylor, but gee you're awful handsome."

The compliment won her a pair of tickets to the broadcast.



## TEN EYCK SCRIBBLES

And so another year of progress and mistakes in the realm of radio is passing. In fact, as this reaches the news stand the year of 1937 will slightly resemble a not too energetic turkey on Thanksgiving morning as some suspicious looking individual carrying an axe is chasing it around the barnyard. It's been a nice fat turkey as far as the trembling ether wave is concerned, milk fed, corn fed and sprouting a bunch of brand new feathers that haven't been officially classified by the Federal Communications Commission as yet. But Brother McNinch of the said F. C. C. is proving himself to be an exceptionally fine artist and turkey feather connoisseur and maybe we'll have a bigger and better barnyard to run around in during the coming halcyon days of 1938...

As for me, I've got a few new resolutions to put into effect as soon as I have consumed the first quart or two of scotch after the pealing of the bells and the blowing of the New Year's Eve whistles have subsided. I want to be different from other people by proclaiming my dishonesty before the multitudes instead of making high resolves in public and feeble attempts to keep them in private. . . . I firmly intend to sleep as late as possible each morning, arriving on the scene of action only often enough and early enough to keep from getting "fired"

I intend to give the boss any explanation that may come to mind regarding prolonged absences during

the afternoon when I am draped over the nearest cocktail bar. Maybe I can't prove where I was but he can't either.

There's something helpful to one's peace of mind about visiting cocktail bars each afternoon. Eyesight is one of our most precious possessions and when sitting at a cocktail bar you can try to read labels in small print several feet away from you and that way you can make a daily check on your eyesight. It's really the only reason I go at all excepting to check up on the distillers occasionally to see they're not putting anything over on the public.

"Putting something over on the public" is a special diversion reserved for radio stations alone. Newspapers used to have the full undivided privilege of fooling most of the people most of the time but now they have to share part of the steak and most of the onions with we "upstarts." I shall not weaken. I shall not grow soft hearted by ending this column with wishes for a happy new year to one and all. I shall not give my little niece an extra quarter and a pat on the head. Instead I shall look for her baby bank and appropriate a quarter for myself if I can get away with it. I shall not share my quart of scotch with my father-in-law. Instead I shall duck around corners taking an occasional slurp and thus keeping it for myself. . . . I uh, uh, I mean, oh confound it anyway, happy New Year to all of you.

## HITS of the WEEK

(All Eastern Standard Time)

SATURDAY, JANUARY 1.

Lotte Lehman, guest star, on "Your Hit Parade"—10:00 p.m., WKRC, WHAS, WHIO.

SUNDAY, JANUARY 2.

Mischa Elman, violinist, with Philharmonic—3:00 p.m., WKRC, WHAS.

Mickey Mouse Theater of the Air—5:30 p.m., WLW, WSM.  
"Magazine of the Air"—5:00 p.m., WKRC, WHAS, WHIO.

Jeanette MacDonald returns to "Open House"—7:00 p.m., WKRC, WHAS, WHIO.

Ezio Pinza, basso, guest on Ford concert—9:00 p.m., WKRC, WHAS, WHIO.

MONDAY, JANUARY 3.

Claudette Colbert in "Alice Adams"

on Radio Theatre of the Air—9:00 p.m., WKRC, WHAS, WHIO.  
Lucy Monroe, soloist, with Philadelphia Orchestra—9:00 p.m., WCKY, WLS.

TUESDAY, JANUARY 4.

Adolph Menjou and Veree Teasdale, guest, of Al Jolson—8:30 p.m., WKRC, WHAS, WHIO.

Beatrice Lillie and Edward Everett Horton, guest on Oakie's College—9:30 p.m., WKRC, WHAS, WHIO.

WEDNESDAY, JANUARY 5.

Roy Shield's Revue—8:00 p.m., WCKY, WLS.

FRIDAY, JANUARY 7.

Claudette Colbert, guest on "Hollywood Hotel"—9:00 p.m., WKRC, WHAS, WHIO.

Tommy Farr vs. Nathan Mann—10:00 p.m., WCKY, WLS.

# SPECIAL BARGAIN OFFERS ON BOOKS

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by Henry Wadsworth Longfellow

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by Charles Dickens

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by George Eliot

**Tales from Shakespeare,**  
by Charles and Mary Lamb



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by Jonathan Swift

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by Aesop

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by Charles Dickens

**Robinson Crusoe,**  
by Daniel Defoe

**The Gold Bug,**  
by Edgar Allen Poe

**Little Women,**  
by Louisa M. Alcott

**Little Men,**  
by Louisa M. Alcott

**Pinocchio,**  
by C. Collodi

**Tom Brown's School Days,**  
by Thomas Hughes

**The House of Seven Gables,**  
by Nathaniel Hawthorne

**King Arthur and His Noble Knights,**  
by Mary MacLeod

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### In Great Demand



Claudette Colbert will be guest star twice in one week when she appears on "Hollywood Hotel" Friday, January 7, and the "Radio Theatre" production of Booth Tarkington's novel "Alice Adams" Monday, January 3.

### Whiteman's M. C.



Oliver Wakefield, youthful English comedian whose hilarious sentence-twisting monologues have raised America's risibilities to the chortling point, will be master of ceremonies for the new Paul Whiteman show, heard each Friday night.

### "Hotel" Guests

Ann Sothern, Gene Raymond, Victor Moore and Helen Broderick will reenact scenes from "She's Got Everything" when they visit the "Hollywood Hotel" program, Friday, December 31, at 9 p.m. (E.S.T.)

The regular cast, headed by Frances Langford, Jerry Cooper, Anne Jamison, Ken Niles and Raymond Paige's orchestra, will celebrate New Year's Eve in the "Orchid Room."



Don't make the mistake of thinking that Mae West affair is just a tempest in a teapot, that'll soon subside. It may well prove to be plenty serious. For it plays directly into the hands of groups that have long demanded strict Government regulation of broadcasting. Which, of course, only makes the whole incident the more stupid. Even if Congress and the F. C. C. take no action, the affair has angles worth mulling over. It's evidence that the sponsor runs the radio show. It demonstrates that Hollywood isn't the incomparable source of home entertainment. And—perhaps most heartening—it proves that enough indignant letters can make a sponsor aware of listeners' existence. As usual, too, the affair has its ironic inconsistencies. Some condemned the West sketch because it was aired on Sunday. Just what that has to do with it, it's hard to understand. Filth is filth, no matter when it's broadcast. Also the sponsor regretted offending listeners' "religious sensibilities." Confusing decency and piety looks suspiciously like a red herring. But the real mystery of the whole thing is why switches weren't pulled as soon as West went into her Eve routine. The studios have done that many times when ad lib speakers got too hot.

It looks very much as if everybody concerned blundered. And radio in general may have to pay a stiff price for their mistake.

"The Wedding of the Painted Doll" seems to be enjoying a comeback. The youths who run radio probably call it an old tune. Anyway it's a good number.

The Dial-Twister is sure he speaks for many listeners when he regrets that Bob Newhall has to take a vacation from the microphone. The "Old Trapper" is head and shoulders above the nine-run radio sports commentators. He not only knows sports. He has courage and the ability to make his stuff interesting. It'll take more than a glib wordsmith to fill his shoes until April.

That Hobby Lobby continues to be a fine example of how a good idea can be muffed. Hobbies have sure-fire appeal. But evidently the directors of the program don't know what the word means. The heavy percentage of weird novelties and reformers is bad enough. Worse is the number of people who claim their occupations as hobbies. If this keeps up the

Continued on page 15

## SPECIAL OFFER

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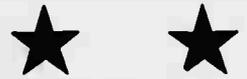
Name.....

Address.....

City..... State.....

N Denotes (NBC)
C Denotes (CBS)
M Denotes (MBS)

PROGRAMS FOR SATURDAY, JANUARY 1



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for radio stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

7:00—Rose Bowl Game: Don Wilson and Ken Carpenter announcing. WJZ WLS WCKY kdka whk wave wire wham wowo
—Kaltenmeyer's Kindergarten. WEAf WSAI wgy wtm wmaq who wdf kyw
—Saturday Night Swing Club. WABC WKRC WHAS WHIO wbbm wgar wfbm kmcb wadc wvva wsfw wwl wcco
7:30—To be announced. WEAf wgy wtm wmaq
—The Carborundum Band. WABC WKRC WHAS wcco wcau wgar wbt wadc wbbm wjr
7:45—Jean Sablon, songs. WEAf wgy wtm wmaq who wdf kyw
8:00—Robert L. (Believe-It-Or-Not) Ripley. S. A. Rolfe's Orchestra and guest star. WEAf WLW wgy wtm wmaq wvj wave kyw kstp wbp
—Dance Orchestra. WJZ only
—"Your Unseen Friend" with Harry Satter's Orchestra. WABC WHAS WKRC WHIO wcau wbbm wjr wvva wadc
—Harry Lewis' Orchestra (NBC) WCKY whk wave wire wham
8:30—Linton Wells: Descriptive comments and reminiscences of a newspaper man. WJZ kdka whk wave wham wowo
—Jack Haley's Variety Show, with Virginia Verrill, blues singer; Warren Hull, master of ceremonies of ceremonies; Wendy Barrie, comedienne; Ted Flo Rito's Orchestra. WEAf WLW wgy wtm wmaq kyw wvj kstp wave wbp wdf wire
—Johnny Presents: Russ Morgan's Orchestra; dramatization; Frances Adair and Glenn Cross, vocalist; Mixed Ensemble. WABC WKRC WHAS WHIO wjr wbbm wgar wfbm kmcb wcau wadc wsbw wvva wjr wgst wwl wcco
8:45—Nola Day, songs, with Norman Cloutier's Orchestra. WJZ WCKY kdka whk wave wham wowo
9:00—"Professor Quiz," with Bob Trout. WABC WHAS WKRC WHIO wjr wbbm wgar wfbm kmcb wcau wadc wsbw wvva wjr wgst wwl wcco
—Alka-Seltzer National Barn Dance: Henry Burr; Verno, Lee and Mary; Hoosier Hot Shots; Novelodeons, male trio; Lulu Belle and Arkie, songs; Uncle Ezra, Maple City Four, and Joe Kelly, m. c. WJZ WLW WLS kdka wham whk wave wfla wbp
—Al Roth's Orchestra. WEAf wgy wtm wmaq who wdf
9:30—Saturday Serenade with Mary Eastman, soprano; Bill Perry, tenor; Gus Haenschel's Orchestra and Mixed Chorus. (CBS) WHAS wcau wgst wjr wbbm wgar wfbm kmcb kmox wvva wbt wsfw wwl
—Among Our Souvenirs. WABC
—Special Delivery: Dramatic sketch with Marion Randolph. WEAf wgy wtm wmaq who wdf
10:00—"Your Hit Parade": Lotte Lehmann, Metropolitan Opera Star, quest; Harry Satter's Orchestra; Songsmiths, male quartet; Fredda Gibson and Buddy Clark, vocalists. WABC WKRC WHAS WHIO wbbm wfbm wgar kmcb wcau wadc wsbw wvva wjr wgst wwl wcco
—NBC Symphony Orchestra: Arturo Toscanini, guest conductor. WJZ whk wave wire wham
—NBC Symphony Orchestra: Arturo Toscanini, guest conductor. WEAf WCKY wgy wtm wmaq who
10:45—"Forecasting 1938." WABC WKRC WHIO wbbm wgar wfbm kmcb wadc wsbw wvva wbt wsfw wvj wcco kmox
11:30—Al Donahue's Rainbow Room Orchestra. WEAf WSAI wgy wtm wmaq who wdf kyw
—Esso News Reporter. WJZ only
—Paul Whiteman's Orchestra. (NBC) WCKY WLW wire wave wham whk

The Story of Mary Marlin, which made its debut in January, 1935, will shift from 10:00 to 10:15 a.m., (E.S.T.), on the NBC-Blue network to 11:00 to 11:15 a.m., (E.S.T.), on the NBC-Blue, and from 4:30 to 4:45 p.m., (E.S.T.), on the NBC-Red Network to 4:15 to 4:30 p.m., (E.S.T.), on the same network. Anne Seymour, Robert Griffin, Carlton Brickert, Betty Lou Gerson—and Harvey Hays will continue to play leading roles in the serial and the show will continue to originate in the Chicago studios.
Effective this week the Friday night program, "We Present Another," produced by Federal Radio Workshop No. 1, will be enacted in WCKY's Netherland Plaza studios. The same period, 8:30 to 9 p. m. (E.S.T.) will be devoted to this show.

N Denotes (NBC)
C Denotes (CBS)
M Denotes (MBS)



PROGRAMS FOR SUNDAY, JANUARY 2



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Sunday, January 2, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

5:00—Metropolitan Opera Auditions of the Air: Wilfred Peltier conducting the Metropolitan Opera Orchestra and guests. WJZ WCKY WLS wam kdka whk wowo wfla wave kvoo wbp wgy.
7:00—Popular Classics N. Jack Benny and Mary Livingstone N. Ev'g Newsp'r of the Air Interesting Neigh'rs N.
8:00—To be announced N. Don Ameche and Edgar Bergen N.
9:00—Concert Hall of the Air. Xavier Cugat's Orch. Irene Rich N.
10:00—Marek Weber's Orchestra N. Cheerio N.
11:00—Press Radio News N. J. Dorsey's Orch. N. Henry Busse's Orchestra N.

7:30—Phil Baker, comedian and Oscar Bradley's orchestra and guests. WABC WKRC WHAS WHIO wfbm wjr wgar wcau wadc wabt wvva wbt wgst.
8:00—The Chase and Sanborn Program: Starling Nelson Eddy; Don Ameche, m. c.; guest star; Edgar Bergen and Charlie McCarthy; Dorothy Lamour; The Stroud Twins; Robert Armstrong's Orchestra; Guest. WEAF WLW WSM wtem wire wvj wdfc ktpv kvoo wfaa wgy kyw wma wq wfla who.
9:00—Manhattan Merry-Go-Round: Pierre Le Kreeun, tenor; Rachel Carley, blues singer; Don Donnie's Orchestra; Men About Town Trio. WEAF WSAI WSM wgy wtem wvj wma wq wdfc ktpv wfaa wgy kyw wma wq wfla who.
10:00—Rising Musical Star Program: Alexander Smallens and Symphony Orchestra; mixed chorus of seventy voices, direction Eugene Fuerst; Richard Gordon, commentator; guest artists. WEAF WSAI WSM kstp wire who wdfc wfla wave kyw.
11:00—Press-Radio News. WJZ WCKY wire wam.
11:05—Jimmy Dorsey's Orchestra. WJZ WCKY wire wam.
11:15—Walter Winchell. (NBC) WSM wbp wave.
11:30—Press-Radio News. WEAF and network. Cab Calloway's Orchestra. WABC WKRC WHAS WHIO wgar wcco wadc kmcb wjr wbt wvl wsb wbbm.
11:35—Jerry Blaine and his Park Central Hotel Orchestra. WEAF wgy wtem wma wq.

PROGRAMS FOR MONDAY, JANUARY 3

N Denotes (NBC)
C Denotes (CBS)
M Denotes (MBS)



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, and WHAS. Rows list programs and times from 6:30 to 11:45.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

7:00-The Pepsodent Program: Amos 'n' Andy. WFAF WLW who wgy kyw wtam wvj kstp
-Music Is My Hobby: Dr. A. Lambert Cane, violinist. WJZ WCKY WENR kdka wave wfla wham wgar
-Hal Totten, sports. (NBC) wtam wmaq
-Poetic Melodies: Jack Fulton, tenor, and Franklin MacCormack, poetic reader, with Orchestra. WABC WKRC wadc wvva wbt wcau wgar wgst wjr
-"Not So Long Ago." (CBS) wbbm kmcb wcco kmox
7:15-"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Carlton Guy, Nora Cunnison and others. WFAF WSAI kyw wtam wmaq who wdfc kstc wire wgy wbpw
-Barry Wood's Music. WABC WKRC WHAS WHIO kmcb wadc wbt wfbm wgar wgst
-Three Cheers, direction Jack Meakin. WJZ WCKY WSM whk wave wham
7:30-Carol Weyman, mezzo-soprano. (NBC) WSAI WSM wgy wtam wmaq who wdfc kyw
-Horlick's Lum and Abner, comedy sketch WJZ WLW WENR
-New York on Parade: Mark Warnow's Or-

WHIO WHAS WKRC wjr wgar wfbm wcau wspd wbst wadc wgst wbt
-Clyde McCoy's Orchestra. WFAF WLW wgy wtam wmaq who
-Magnolia Blossoms. WJZ WSM WCKY kdka wham wowo whk wave
MIDNIGHT-Geo. Hamilton and his Orchestra. WABC WKRC WHIO WHAS wgar wcau wadc wbt wjr wsta wvj whk wowo
-New Penn Hotel Orchestra. WJZ WCKY WLS kdka whk wave wire wham wowo
-Dance Orchestra. WFAF wgy wtam wmaq who
12:30-Earl Hines' Grand Terrace Cafe Orchestra. WFAF WLW WLS WSM wgy wtam wmaq who
-Lang Thompson's Commodore Perry Hotel Orchestra. WJZ WCKY kdka whk wave
-Orrin Tucker's Orchestra. WABC WKRC WHAS WHIO wbbm wfbm wjr
Peter Van Steeden, in Hollywood with Fred Allen, was separated from his family on Christmas for the first time since he has been married.
Jean Hersholt, "Dr. Christian," will be heard in two broadcasts from New York.

N Denotes (NBC)
C Denotes (CBS)
M Denotes (MBS)



PROGRAMS FOR TUESDAY, JANUARY 4



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS. Rows list programs and times for each station.

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Francis MacCormack, poetic reader, and orchestra. WABC WKRC wgar wcau wadc wvva wbt wgst wjr
—Easy Aces comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk wham wrc
—Amos 'n' Andy: Pepsodent Program. WEAF WLW wgy kyw who wvj kstp wtm
—Hal Totten, sports. (NBC) wmaq
7:15—Vocal Varieties: Choral Group of 14 Voices. WLW to WEAF WSM wgy wtm wira wmaq who kstp kyw wdf
—"Hollywood Screenscoops" with George McCall. WABC WKRC WHIO WHAS wjr wgar wadc wvva wbt wbbm kmox wgst wwl wco
—Mr. Keen, Tracer of Lost Persons. WJZ WCKY WLS whk kdka wham
7:30—People in the News: Dorothy Thompson. WJZ WCKY WLS whk wave wire wham
—Famous Actors Guild Presents Helen Mencken in "Second Husband." WABC WKRC WHIO WHAS wcau wgar wbbm wjr wcau kmcb kmox

—Hendrik Willem Van Loon—talk. WEAF WSM wgy wtm wmaq who wdf
7:45—Vivian Della Chiesa, soprano. WJZ WCKY WLS whk wave wire wham wowo
—William Primrose, violinist. (NBC) WSM whk wave wire wham wowo
—Doctor Dollar, dramatization. WEAF wmaq only
8:00—Edward G. Robinson, with Claire Trevor in "Big Town", newspaper drama. WABC WHIO WKRC WHAS wjr wbbm wfbm wgar kmcb wcau kmox wbt wco wadc
—Johnny Presents Russ Morgan's Orchestra: Charles Martin's Thrill; Swing Fourteen; Frances Adair; Rhythm Rogues, and Glenn Cross. WEAF WLW WSM kyw wgy wvj wtm wmaq who kstp wdf wfa wire kvoo
—Those We Love. WJZ WCKY WLS wham whk
8:30—Al Jolson Show with Martha Raye, Parkyakarkus and Victor Young's Orchestra. Adolph Menjou and Veree Teasdale, guests. WABC WKRC WHIO WHAS wjr wbbm wfbm wgar wcau kmox wbt wadc wwl wco
—Lady Esther Serenade: Wayne King and his Orchestra. WEAF WSAI WSM kvoo wvj who kstp wmaq wire wave kyw wgy wtm wfa

—"It Can Be Done," dramatic sketch, with Edgar Guest, Frankie Master's Orchestra, Alice Foote MacDougal, guest. WJZ WLW WLS kdka whk wham
9:00—Vox Pop, conducted by Parks Johnson and Wallace Butterworth. WEAF WSAI kyw wgy wtm wvj wmaq who wdf wire
—Horace Heidt's Alemitte Brigadiers. WJZ WCKY WLW WLS WSM kdka whk wave wham wfa
—"Watch the Fun Go By," presented by Al Pearce and His Gang, Nick Lucas, singing guitarist; Arlene Harris, "Human Chatterbox;" Carl Hoff's Orchestra; "Kidoodlers," guests. WABC WKRC WHIO WHAS wjr wbbm wfbm kmcb wcau kmox wadc wsb wbt wco wgar
9:30—"Camel Caravan"—Jack Oakie's College" with Jack Oakie, Stuart Erwin, Raymond Hatton and Patsy Flick, comedians; Helen Lynd, comedienne; Harry Baris, songs; Meyer Alexander's Chorus; George Stoll's Orchestra and guests; "Swing School" with Benny Goodman's Orchestra; Beatrice Lillie and Edward Everett Horton, guests. WABC WKRC WHIO WHAS wjr wbbm wfbm wgar wcau kmcb kmox wadc wsb wbt wfa wvj wco
—Hollywood Mardi Gras: Lanny Ross, Charles Butterworth; Don Wilson; Jane Rhodes, Rhythm Singers; Ruby Mercer, soprano; guests; Raymond Paige's Orchestra. WEAF WSAI WSM who kyw wgy wvj wtm wdf wire kstp wfa wave wmaq kvoo

—NBC Night Club: Ransom Sherman, m. c., with Roy Shields Orchestra and guests. WJZ WCKY WLS kdka wham whk
10:00—General Hugh Johnson, commentator. WJZ WCKY WLS whk wham kdka
10:15—Kidoodlers. WJZ WCKY whk wave wire wham
10:30—Del Casino, songs. WABC kmox wsb kmcb
—Phillips Poly Follies. (CBS) wbbm wfbm kmox wsb wco kmcb
—Jimmie Fidler's Hollywood Gossip. WEAF WLW WSM wgy wtm wmaq who kyw wvj wire wfa wave wbp kvoo wdf kstp
—Celia Gamba, violinist. WJZ WCKY whk wave wire wham
10:45—Top Hatters Orchestra. WEAF WSAI wgy wtm wave wire kyw wmaq wvj
—Four Stars, Rhythm Quartet. WABC
11:00—The Pepsodent Program: Amos 'n' Andy. (NBC) WSM wvj wdf wire wmaq
—Science vs. Crime: "Health and Hygiene: Mental Hygiene," Col. H. Edmund Buller. WEAF wgy wtm who wmaq
—Tommy Dorsey and his Orchestra. WABC (WKRC WHIO on 11:15) wjr wadc
—"Poetic Melodies." (CBS) WHAS wbbm wfbm kmcb wwl wco
—Earl Hines' Orchestra. (NBC) whk wave wire wham
—Esso News Reporter. WJZ only
11:05—Earl Hines' Orchestra. WJZ whk wave

wire wham
11:15—to be announced. WEAF wgy wtm who wmaq
—King Jesters' Orchestra. WJZ WCKY WLS whk wave wire wham
11:30—Leighton Noble's Orchestra. WABC WHIO WKRC wjr wbbm wcau wgar wfbm kmox wadc wsb wfa wco wbt
—Al Donahue's Rainbow Room Orchestra. WEAF WSM wgy wtm wmaq who
—Jimmy Dorsey's Congress Hotel Orchestra. WJZ WCKY kdka whk wave wham wfa wire MIDNIGHT—Paul Whiteman's Ambassador Hotel Orchestra. WJZ WCKY WLS kdka whk wave wire wham
—Emery Deutsch's Orchestra. WABC WKRC WHAS wfbm
—Trump Davidson's Orchestra. WEAF wvj wgy wtm who
12:30—Freddie Nagel's Orchestra. WJZ WCKY kdka wave wire wham whk
—Kenmore Hotel Orchestra. WEAF wgy wtm wmaq who wdf
—Ted Fiorito's Orchestra. WABC WKRC WHAS wfbm wjr
Florence George's first radio guest appearance of 1938 will be made from New York if the soprano adheres to her plan to take an eastern trip on the completion of her first Paramount picture.

N Denotes (NBC)
C Denotes (CBS)
M Denotes (MBS)

PROGRAMS FOR WEDNESDAY, JANUARY 5

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Wednesday, January 5, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor; Franklin MacCormack, poetic reader, and orchestra. WABC WKRC wadc wvva wbt wgr wcau
8:00—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdkk whk whm wire
8:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Nora Cunneen and others. WEA WSAI wgy wmaq wtem wire wdat kyw who wbp kstp kvoo
8:30—"Hobby Lobby," featuring Dave Elman and Harry Salter's Orchestra. WABC WKRC WHIO wcau wadc wgr wjr wfbm wbt
8:45—"Mario Cozzi, baritone. (NBC) wave wire wham
9:00—"Alistair Cooke, British Commentator. WEA Wgy wtm wmaq who wdat kyw
9:45—"Boake Carter, WABC WKRC WHIO

8:45—Choir Symphonette. WJZ WCKY kdkk whk wowo
9:00—Chesterfield presents Andre Kostelanetz's Concert Orchestra; Lawrence Tibbett, baritone, soloist; Deems Taylor, commentator; Paul Douglas, announcer. WABC WKRC WHAS WHIO wjr wbbm wfbm wgr kmbc wcau kmox wadc wbt wsa wvl wcc wsb wtm wmaq who wdat kyw wbp kstp kvoo wgy wire wdat kyw who wbp kstp kvoo
9:15—"Tish" by Mary R. Rinehart C.
9:30—"Tish" by Mary Roberts Rinehart. WABC WKRC WHIO WHAS wjr wgr wbbm kmbc wcau kmox wadc wbt wj wcc
9:45—"NBC Minstrel Show. WJZ WCKY WLS whk whm
10:00—"Gang Busters," true crime dramatizations. Conducted by Phillips H. Lord. WABC WKRC WHAS WHIO wjr wbbm wfbm wgr wcau kmox wj wcc
10:15—"Your Hollywood Parade"—Dick Powell, m.c.; Rosemary Lane, vocalist; orchestra direction Leo Forsteln; choral ensemble direction Dudley Chambers and guest stars. WEA WLS WSM wgy wtm wmaq kyw wdat kyw who wla kstp wave wj wire
10:30—"General Hugh Johnson, commentator. WJZ WCKY WLS kdkk whm whk
10:45—"Choir Symphonette. WJZ WCKY kdkk whk wowo
10:50—"Patli Chapin, songs. WABC wbbm wfbm wgr kmbc wbt wsa wj wcc
10:55—"Hobby Lobby". (CBS) WHAS wbbm kmox wcc wvl wsb wgst wsa
11:00—"Amos 'n' Andy. (NBC) WSM wmaq wdat wtm wj
11:05—"Poetic Melodies." (CBS) WHAS wjr wbbm wfbm kmbc wcc kmox wj
11:10—"William Scott's Hotel Ambassador Orchestra. WEA Wgy wtm who kyw
11:15—"Benny Goodman and his Orchestra. WABC (WKRC WHIO on 11:15) wadc wsb wbt wgt
11:20—"Esso News Reporter. WJZ only
11:25—"Earl Hines' Orchestra. (NBC) WCKY whk wave wire wham
11:30—"King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS whk wave wire wham
11:35—"Henry Busse's Orchestra. WEA WLS WSM wgy wtm wmaq who
11:40—"Richard Himber's Essex House Orchestra. WABC WHIO WKRC WHAS wjr wcau kmbc wadc wbt wsa
11:45—"Eddy Rogers' Orchestra. WJZ WCKY whk wave wire wham
MIDNIGHT—Tommy Dorsey and his Orchestra. WABC WKRC WHAS wfbm wgr kmbc wcau kmox
12:00—"Eddie Varzo's Hotel Bismarck Orchestra. WEA WLS wgy wtm wmaq who wdat kyw who wbp kstp kvoo
12:05—"Glenn Miller's Orchestra. WJZ WCKY whk wave wire wham
12:30—"Lights Out: Mystery drama. WEA WSAI WLS wgy wtm wmaq who
12:40—"Henry King's Orchestra. WABC WHIO WKRC WHAS wbbm wfbm wadc
12:45—"Teddy Hill's Orchestra. WJZ WCKY whk wave wire wham
The most unusual fan letter in WCKY's eight years on the air was from a woman who wrote: "We do not get time to listen to the radio any more, so please disconnect your station."
Anne Jamison is studying intricate numbers for her concert tour which begins in January.

PROGRAMS FOR THURSDAY, JANUARY 6

N Denotes (NBC)
C Denotes (CBS)
M Denotes (MBS)

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS. Rows list programs and times for each station.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn MacCormack, poetic reader. orchestra. WABC WKRC wadc wvwa wbt wgr wcau
—Amos 'n' Andy: Pepsodent Program. WEAFLWLW wgy wtm kyy wwl wjo
—Hal Totten, sports. (NBC) wmaq
—Easy Aces comedy sketch featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk wire wham
7:15—Vocal Varieties—Choral group of 14 voices. WLW to WEAFLW wgy wtm wire wmaq who kstp kyy
—"Hollywood Screenscoops". WABC WKRC WHIO WHAS wjr wgr wbbm wbt wgst wcau kmox wadc wwl wcco
—Mr. Keen, Tracer of lost persons; dramatization. WJZ WCKY WLS whk kdka wham
7:30—Schaefer Revue: Leo Reisman's Orchestra; Bud Collyer, m. c. WEAFL only
—"We, the People"—Gabriel Heatter, director; Mark Warnow's Orchestra—Dramatizations. WABC WKRC WHIO WHAS wjr wbbm wgr kmxc wcau kmox wcc
—Benno Rabinooff, violinist. (NBC) WSM wgy wtm who kyy
—Freddie Martin's Ritz-Carlton Hotel Or-

9:30—America's Town Meeting of the Air—Round table discussion featuring prominent speakers. George V. Denny, Jr., moderator. WJZ WCKY WLS kdka whk whm wht
10:00—Kraft Music Hall, starring Bing Crosby and Bob Burns, comedian; Johnny Trotter's Orchestra; guest artists. WEAFLWLW WSM whk wgy wtm wwl wmaq wire wave kyy who wbat kstp wdfw kvoo
—The Stag Party. WABC WKRC WHIO wjr wbbm wfbm wgr kmxc
10:30—"Essays in Music:" Victor Bay's Concert Orchestra. WABC WHAS wjr wbbm wgr wcau kmox wgst wwl wcco kmxc
—NBC Jamboree: Harry Kogen's Orchestra with guest artists. WJZ WCKY WLS kdka whk wire wham
11:00—Cab Calloway's Cotton Club Orchestra. WABC (WKRC WHIO on 11:15) wadc wbt wbst wcco kmox wgst
—"Poetic Melodies." (CBS) WHAS wjr wbbm wwl wcco kmox
—Eddie LeBaron's Rockefeller Center Rainbow Room Orchestra. (NBC) WCKY whk wire wham
—Blue Baron's Orchestra. (NBC) wgy wtm wmaq who
—Esso News Reporter. WJZ only
—Pepsodent Program: Amos 'n' Andy. (NBC) WSM wdfw wta wmaq wire
—Larry Clinton's Orchestra. WEAFL only
11:05—Eddie LeBaron's Orchestra with Negro Male Quartet. WJZ WCKY whk wire whm

11:15—Elza Schallert Reviews. Previews of the week's outstanding pictures; guest. WJZ WCKY kdka whk wire whm
11:30—Leighton Noble's Orchestra. WABC WHIO WKRC WHAS wgr kmox wadc wbst wbt wbbm kmxc wcco
—Jimmy Dorsey's Orchestra. WEAFLW wgy wtm wma wdfw kvoo
—Jimmy Grier's Los Angeles Biltmore Orchestra. WJZ WCKY kdka wham whk wire whm
MIDNIGHT—Emery Deutsch's Orchestra. WABC WKRC WHAS WHIO wjr wgr wfbm kmxc wcau wadc wbt wwl
—Paul Pendarvis' Hotel Statler Orchestra. WEAFLWLS kdka wgy wtm wmaq who
—Freddie Nagel's Orchestra. WJZ WCKY whk wire wham
12:30—Garwood Van and the Trocadero Orchestra. WJZ WCKY kdka whk wire wham
—Sammy Kaye's Orchestra. WABC WKRC WHIO wjr wbbm wgr wfbm kmxc wcau wadc wbst wbt wcco wvwa kmox
—Earl Hines' Orchestra. WEAFL wgy wtm wmaq who

Martha Raye does a classic piano version of De Falla's "Fire Dance" that's really good . . . Jean Hersholt, "Dr. Christian" star, smokes a black cigar before broadcasts to keep his throat clear. So that his mother and sister can be sure of hearing his broadcasts, Jean has ordered special transcriptions made of each program. The record is then air-mailed to New York to catch the first boat for Copenhagen . . . Frances Langford returned to "Hollywood Hotel" with a new wardrobe of suits and dresses. She wore a gray tailored tweed with beret to match at this Friday's broadcast . . . Lucille Ball, appearing at the Grove with Phil Baker, staged an impromptu impersonation of Simone Simon and La Simon was her most enthusiastic applauder . . . Betty Grable has been named by make-up expert Max Factor as the possessor of the "Ideal Television Skin"

Wilbur Hatch batonning two transcontinental programs, the limit allowed by union rules, was forced to turn down a third.

N Denotes (NBC)
C Denotes (CBS)
M Denotes (MBS)



PROGRAMS FOR FRIDAY, JANUARY 7



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Friday, January 7, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCormack, reader, and orchestra. WABC WKRC wgr wadc wcau wvva
7:15—Dinner Concert. (CBS) WKRC WHAS WHIO (WABC on 7:30) wadc kmox
7:30—Hendrik Willem Van Loom, commentator. WEAF

9:00—Waltz Time, with Frank Munn, tenor; Manhattan Chorus; Abe Lyman's Orchestra. WEAF WSAI wgy wtam wmaq wvj wdfc kyw who wire
9:30—Tommy Dorsey and his Orchestra, with Edythe Wright and Jack Leonard, vocalists; Paul Steward, m. c., WJZ WCKY WLS WSM kdka whk wave wfm wfoa

10:00—Tommy Farr vs. Nathan Mann at Madison Square Gardens. WJZ WLS WCKY kdka whk wham wfla
10:45—"People in the News." Dorothy Thompson, news commentator. WEAF WLW kyw wgy wtam wvj wire wmaq kstp wdfc
11:00—George R. Holmes, Chief of the Washington Bureau of International News Service. WEAF wgy wtam wdfc kyw

MIDNIGHT—William Scott's Hotel Ambassador Orchestra. WJZ WCKY whk wave wire wham
—Teddy Hill's Orchestra. WEAF WLS wgy wtam wmaq who wdfc kdka
—Richard Himber's Orchestra. WABC WKRC WHIO wjr wgar wfbm wadc wbbm

### Pinza To Star In Metropolitan Matinee Of "Don Giovanni"

"Don Giovanni," with Ezio Pinza, the great Italian basso, in the title role, will be broadcast in full from the Metropolitan Opera House, Saturday, January 1, beginning at 1:55 p. m. (E.S.T.), over NBC, including WCKY and WLW.

In the supporting cast will be a list of great opera stars, including Dusolina Giannini, Richard Crooks, Gina Cigna, Emanuel List, Marita Farrell and Virgilio Lazari. These last two, new to the Metropolitan this season, will be heard for the first time in the NBC opera series. Ettore Panizza will conduct.

Mms. Farrell, a young Czechoslovakian soprano, has sung Zerlina, the role she will have in the NBC broadcast, at many of the leading German operas. Lazari, formerly a member of the Chicago opera, has been the Leporello of the Salzburg Festival's "Don Giovanni," one of that famous institution's proudest achievements. Dusolina Giannini, an American soprano, has, with Pinza, been the mainstay of the Salzburg production for several years.

The opera, itself, returning to the Metropolitan repertory after an absence of two years, is one of the oldest still being regularly performed. It had its first performance at Prague, October 29, 1787, more than 150 years ago, but it remains a favorite wherever it is presented. Mozart graces the old legend of Don Juan, or "The Reprobate Punished," with his most charming and staple music.

The libretto follows the old Spanish legend of the dissolute don whose sins finally catch up with him. The opera opens at the point where Don Giovanni is involved with Donna Anna and Donna Elvira and is courting Zerlina. In a duel, he kills Donna Anna's father, the Commandant.

The don, however, merrily goes his way, indulging the flesh until he is surprised at the table by the statue of the commandant whom he has, in a jesting moment, invited to dinner. The statue grasps the don's hands, bids him repent before it is too late. Don Giovanni refuses, a fiery pit opens and demons drag down the heedless Don.

The cast:

Don Giovanni.....Ezio Pinza, bass  
 Donna Anna...Dusolina Giannini, soprano  
 Il Commendatore.....Emanuel List, bass  
 Don Ottavio.....Richard Crooks, tenor  
 Donna Elvira.....Gina Cigna, soprano  
 Zerlina.....Marita Farrell, soprano  
 Leporello.....Virgilio Lazari, bass  
 Masetto.....Louis D'Angelo, baritone  
 Conductor.....Ettore Panizza  
 Chorus Master.....Fausto Cleve  
 Stage Director.....Leopold Sachse

The O'Neills, which first went on the air in May, 1935, and is the second oldest of the four, will change time and networks. It is now heard from 11:00 to 11:15 a.m. (E.S.T.), on the NBC-Blue network. Starting January 3, it will be heard from 12:15 to 12:30 p.m. (E.S.T.), on the NBC-Red network.

### Clown (?) of the Air



Jack Benny takes it on the chin every Sunday night from his colleagues, Mary Livingston, Kenny Baker, Phil Harris and Andy Devine.

### Elaborate Plans for Brahms Cycle

Elaborate plans have been made by the Cincinnati Orchestra management for the Brahms Cycle, a series of four special pairs of concerts to be given on successive Fridays and Saturdays, beginning January 21-22.

The major works of Johannes Brahms are to be presented at these concerts. Soloists will include Robert Casadesus, French pianist, January 21-22; Jascha Heifetz, violinist, January 28-29; Artur Schnabel, pianist, February 4-5; and Jeannette Vreeland, soprano, and Alexander Kisselburgh, February 11-12. The famous Cincinnati May Festival Chorus will take part in the last of the concerts, singing Brahms' great "Requiem." Ticket information for this series may be had by writing to Theo F. Gannon, manager, 101 Gwynne Building, Cincinnati.

Kate McComb plays the role of Mrs. O'Neill in "The O'Neills" which returns to CBS Monday, January 3, at 2:15 p.m., (E.S.T.).



The sketches will be dramatized Mondays through Fridays at the same time. As the mother who handles her son and daughter, Danny and Peggy, with patience and understanding, "Mrs. O'Neill" has received hundreds of tributes from parents who have listened and followed her example in dealing with their own children.

### Maria Kurenko, Soprano To Be Permanent Star On Contented Hour Program

Maria Kurenko, brilliant Russian soprano, will join the Carnation Contented program as a regular soloist beginning with the Monday, January 3, broadcast at 10:00 p. m. (E.S.T.), over NBC, including WSAI and WSM.

The broadcast also will mark the debut of Marek Weber, European maestro, as conductor of the Carnation Contented orchestra.

Madame Kurenko, known internationally as "The Russian Nightingale," was signed by the sponsors of the program following her guest appearance on the broadcast of Monday, December 13. A native of Moscow, Madame Kurenko was graduated from the conservatory there, and studied in Paris before making her operatic debut.

She has appeared in opera and concert in Russia, France, Finland, Scotland, Germany, Sweden, the West Indies and the United States. She has made no less than 250 appearances in opera, radio and on the stage in this country.

### Lucy Monroe Guest With Phil. Orchestra

Lucy Monroe, soprano, will be soloist with the Philadelphia Orchestra, Fritz Reiner, conducting, during the bank sponsored program, Monday, January 3, at 9:00 p. m. (E.S.T.), over NBC.

The concert will be opened by the Overture to Rossini's "William Tell," played by the orchestra. Miss Monroe will be heard next in two selections, Mozart's "Allelujah" and "The Nightingale and the Rose," by Rimsky-Korsakov.

Reiner will conduct "Dance of the Tumblers" from Rimsky-Korsakov's "Snepourutchka" and Miss Monroe will return to sing Debussy's "Air de Lea" and Bizet's "Ouvre Ton Coeur." Ravel's "Daphnis and Chloe" Suite No. 2, will conclude the concert from the Academy of Music in Philadelphia.

### Menjou, Teasdale Guests of Jolson

The film colony people, Adolph Menjou and Verree Teasdale, will be guest performers on Al Jolson's musical and comedy program over CBS Tuesday, January 4, from 8:30 to 9:00 p.m., (E.S.T.).

It is to be their second appearance with Jolson this season. They are to engage in repartee with the "Mammy" singer, bring latest news about Hollywood, and take part in a skit which will incorporate the services of Al's cast members, Martha Raye and Parkyakarkus. Victor Young's music is to provide the accompaniment.

### Watching Al's Fun Go By



Al Pearce, the timid salesman on "Watch The Fun Go By"; is shown in a series of facial contortions as he pleads with a customer to buy his product. Al celebrates his first anniversary Tuesday, January 4, with a renewal contract.

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# RADIO DIAL CONTEST CLUB

by The Contest Reporter

The strictly personal viewpoint on any question is interesting; but especially so when the question concerns a lot of people. In this case it does concern a large number of people—in contests.

Multiple entries, or nom-de-plumes, is the question. The personal viewpoint was expressed to the editor of Contest World in a letter from one of its readers. It follows:

"What's so dishonest about writing under several nom-de-plumes? That is, unless the contest rules distinctly and plainly states: 'Not more than one prize awarded to any one person.' That should bar one from entering two or more. When the rules say nothing of the sort I don't believe there are many contestants who would fail to send in several entries and I don't see much difference in sending them in in our own name, and submitting one or two under another name.

"Writers don't hesitate to keep their true identity a secret by use of another, or even two or three other names and their stories sell if they are salable. The public enjoys them just as much and the editor buys them just as readily as if Sally Smith was really Sally Smith instead of Julese Jones.

"Robert Robin might know some reason why Beauty Soap is the best on the market and it does seem a shame to bar him from a possible prize just because he can't add an 'a' to his first name, making him figureatively speaking, a woman contestant.

"Or he might even know two good reasons and would want to submit each under a different name. That's perfectly okay, too, if the ideas are commercially sound ideas, if they are what the judges want and if the rules have

not stated that only one prize would be awarded to any one person. That isn't, in my opinion, misrepresentation and Robert or Roberta could go to sleep that night with a perfectly clear conscience. Contents are what really count and if the judges think that Sally Smith sent in entries worthy of one prize, five prizes, or even all of the prizes, they should be awarded to Sally Smith. What do other contestants think?"

The closing question is open for discussion among Dial readers. We would be glad to receive your personal viewpoint, or opinion.

In their latest contest (closing Dec. 15th) the makers of Eaton Writing Paper sought to determine leaders in the radio entertainment world. Advance reports indicate that Jack Benny, Eddie Cantor, Rudy Vallee, Bob Burns and Gracie Allen will top the list in possibly the order named; however, not until all votes are counted can we be absolutely sure.

The top ranking star will receive a Gold Trophy and the person writing the best letter about the subject given will get \$1,000.

If one takes the time to keep abreast of local contest happenings in most any good sized city, they would have plenty to write about. One of the latest and best is Mrs. P. L. Johnson of Atlanta, Ga., who writes what she calls "Sunny South Section" carried in more than one of the contest magazines. Even to other sections it reads well.

The following won a major prize in the recently closed RCA Victor competition: "A rural address doesn't mean a TUNERVILLE. Trolley. Elec-

## Bolitho To Discuss King George VI In London Broadcast

Hector Bolitho, biographer and intimate of English nobility, will discuss the changes that have taken place in the personality of King George VI since he ascended the throne, in a broadcast from London, Sunday, January 2, from 1:30 to 1:45 p. m. (E.S.T.), over CBS.

Bolitho has written a great many biographies and memoirs of English royalty and famous people. He is particularly close to the Royal Family and was traveling companion to the Duke of Windsor, when, as the Prince of Wales, he made a tour of New Zealand.

## Amos 'n' Andy Change Sponsors

Amos 'n' Andy, severing one of the longest commercial contracts in radio, will begin a new three-year contract that continues their daily broadcasts over NBC, at 7:00 p. m. (E.S.T.), and extends the network to include Canada, on January 3.

Amos 'n' Andy have a greater audience today than ever before in their career. According to an extensive national survey, an average of more than 3,200,000 radio sets tune in the black face pair each day. During the past eight years Freeman Gosden, playing Amos and Charles Correll, playing Andy, have acted more than 190 different characters.

tric tuning is the streamlined Special that takes us to town—in a flash with a push." Very clever indeed, don't you think?

In one of Barbasol's previous contests the following won a car: "Barbasol provides a head barber shave and facial treatment, any time, any place, at minimum expense."

Cash prizes to the extent of \$5,000 are being offered by the makers of Kelvinator, but this time it is different. Fifty words on what I think of the 1938 Kelvinator, but it is only open to salesmen and the refrigerator trade. How do nom-de-plumes apply in this case?

Another \$5,000 (first prize) is being offered by the manufacturers of Gold Medal Flour in another of their cake-naming contests. The next fifty prizes \$50 each and five hundred of \$1 each. Closes March 31. Must use blank found only in a sack of Gold Medal Flour. The well-known Prof. Lloyd D. Herrold of Northwestern University will be judge.

Your Nyal Drug Store (a volunteer group similar to Rexall) offer \$500 in prizes. Details may be had by visiting one of these stores and asking for one of their calendars. Short letter type with no purchase requirement; 430 cash and merchandise prizes.

If you like cut-pictures then you will probably want to get in Liberty Magazine's new Game of Presidents series. Already in progress. Closes February 23rd.

## Goes East



"I'll leave Hollywood before I go Hollywood!" This is Fred Allen's way of announcing that he will be back in New York for his Town Hall Tonight broadcast of Wednesday, January 5, at 9:00 p. m. (E.S.T.).

## Changes in WLW Schedule

Ten new programs have been scheduled to start during the holidays over WLW, while several favorites are moving to new times.

Among the new programs is Frank Simon's Armco band, scheduled for broadcast 3:30 to 4:00 p. m. (E.S.T.) Sundays, from Emery Auditorium, Cincinnati, beginning January 2. This year's series will feature outstanding music students as guest soloists, with Billy Snyder, 14-year-old cornet prodigy from Edmond, Okla., as the first. The Simon music will be heard also over the NBC-Blue network.

The "Musical Steelmakers," a program provided by employees of the Wheeling Steel Corporation, makes its debut over Mutual and WLW, January 2. This program will be aired from 5 to 5:30 p. m. (E.S.T.), Sundays.

Beginning January 3, are these new programs: "Aunt Jemima and her Cabin at the Crossroads," 10:15 a. m. (E.S.T.), Monday through Friday; "Myrt and Marge," 9:30 a. m. (E.S.T.), Monday through Friday; "Hilltop House," 5:45 p. m. (E.S.T.) Monday through Friday.

Effective January 1, "Truly American" moves to 5:30 p. m. (E.S.T.) while "Around the World With the Nation's Station" will be aired at 6 p. m. (E.S.T.), Saturdays. "Don't Listen," which has been off the air recently, will return January 1 at 10 p. m. (E.S.T.), Saturdays. "The Minstrel Man," a new show originating at WLW, will be aired at 10:30 p. m., Saturdays, beginning January 1.

Hugh Cross and his Radio Pals will join the Nation's Station January 3 and begin a daily series January 4, at 7:15 a. m. (E.S.T.). Betty Moore, interior decorator, is scheduled to start her annual series for 11:30 a. m. (E.S.T.), Thursdays, January 6.

The following WLW programs are changing time:

"Midwestern Stars" to 6 p. m.,

## Toscanini In Second Broadcast With NBC Symphony Orchestra

Arturo Toscanini has chosen three masterworks of contrasting appeal for his second broadcast, as guest conductor, of the NBC Symphony Orchestra on New Year's Night, January 1, 1938.

From 10:00 to 11:30 p. m., (E.S.T.), America's coast-to-coast music audience, through NBC's combined Blue and Red Networks, and radio listeners throughout the world, via short wave, will hear the great Italian maestro conduct Schubert's C Major Symphony; two movements from Beethoven's F Major String Quartet, Opus 135; and "Death and Transfiguration" by Richard Strauss.

As melodious, if not as familiar as his "Unfinished" Symphony, Schubert's monumental C Major Symphony is an established favorite with concert-goers. It is one of the works for which Mr. Toscanini is known to have a particular affection.

In programming two movements from Beethoven's F Major String Quartet, Opus 135, the Conductor offers the sixty-two string players of the NBC Symphony Orchestra the problem of playing like four men. The Third and Second Movements of this work will be played in that order: the Lento Assai, Cantante e tranquillo and the Vivace, in reverse order to their sequence in the quartet.

These will be played not in arrangements for string orchestra but as originally written for first and second violin, viola and cello, with double bass added.

Richard Strauss's mighty tone poem, "Death and Transfiguration," is one of that great composer's noblest inspirations, a stirring and glowing work which calls upon the entire resources of a virtuoso orchestra.

Sundays; "WLW Operettas" to 9 p. m., (E.S.T.), Fridays, beginning January 7. These program changes will become effective January 3: "The Story of Mary Marlin," 11 a. m. (E.S.T.); "The O'Neills," 12:15 p. m. (E.S.T.); "The Gospel Singer," 8:30 a. m. (E.S.T.); "The Voice of Experience," 8:45 a. m. (E.S.T.); "Nation's Family Prayer Period," 8 a. m. (E.S.T.); "All the Answers," 9:15 a. m. (E.S.T.).

"Vic Arden's Orchestra" moves to 1:30 p. m. (E.S.T.), Wednesdays and Fridays, effective January 5, and "Hello Peggy" will be aired at 1:30 p. m. (E.S.T.), Tuesdays and Thursdays, beginning January 4. "Harmony School" will be heard at 11:15 p. m. (E.S.T.), Mondays, starting January 10.

L. B. Wilson, president of WCKY, has purchased a new home on San Marco Island, in Biscayne Bay, Miami, Fla., where he and Mrs. Wilson will spend a portion of this winter.

Happy New Year

ROUND THE CLOCK

AND

ROUND THE WORLD

WCPO

FIRST WITH THE LATEST NEWS

## Elman, Guest Artist With Philharmonic-Symphony Orchestra

The first Sunday broadcast of the Philharmonic-Symphony Orchestra for the New Year will be featured by the appearance of Mischa Elman as soloist in Tchaikowsky's D-major Violin Concerto, which is to be given with the orchestra under the direction of John Barbirolli, from 3:00 to 5:00 p. m. (E.S.T.), January 2.

This is to be Barbirolli's last concert before he takes a month's vacation in England. He is scheduled to return February 1. Meantime, Georges Enesco, Roumanian composer and violinist, will be guest conductor.

Mischa Elman was greeted as a great artist in St. Petersburg, in 1904, at the age of 13. He was born in Stalnoje, Russia, January 20, 1891, and played the violin in public for the first time at the age of 5. He studied with Fidelmann in Odessa for five years and in 1902 accepted the invitation of the great Leopold Auer to be his pupil.

After touring the Capitals of Europe he made his debut in New York in 1908 with the Russian Symphony Orchestra and has since distinguished himself among the violin artists of the world.

The program:

Ancient Airs and Dances, Suite 3  
Concerto in D Major for Violin and Orchestra.....Tchaikowsky  
Symphony No. 2 in D Major.....Beethoven  
Overture, "The Roman Carnival".....Berlioz

## Pinza To Be Guest Soloist With Ford Symphony Orchestra

Ezio Pinza, famous basso, will appear as guest soloist with the Ford Symphony Orchestra under the direction of Eugene Ormandy, Sunday, January 2, at 9:00 p. m. (E.S.T.).

Orchestral selections on the program will include "Waltz of the Flowers," from Tchaikowsky's "Nutcracker Suite"; "Poem" by McDonald, and excerpts from Moussorgsky's "Pictures at an Exhibition." In addition the 26-voice Ford chorus, accompanied by the orchestra, will present two well-loved Bach chorales, "A Mighty Fortress is Our God" and "Jesu, Joy of Man's Desiring."

The complete program:

Chorale Prelude: "A Mighty Fortress is Our God".....Bach  
Chorus and Orchestra  
O Tu Palermo, from "The Sicilian Vespers".....Verdi  
Mr. Pinza and Orchestra  
Serenade from "Faust".....Gounod  
Mr. Pinza and Orchestra  
Poem.....McDonald  
Orchestra  
Jesu, Joy of Man's Desiring.....Bach  
Chorus and Orchestra  
Talk by Mr. W. J. Cameron  
Waltz of the Flowers, from "The Nutcracker Suite".....Tchaikowsky  
Orchestra  
After.....Edwards  
Mr. Pinza and Orchestra  
L'Ultima Canzone.....Tosti  
Mr. Pinza and Orchestra  
Excerpts from "Pictures At An Exhibition".....Moussorgsky  
Orchestra  
We Are of Thee, The Children Of Thy Love.....Webster  
Chorus, Audience and Orchestra

## Bobby Returns



Bobby Breen, the youthful singer of Eddie Cantor, will again be heard on that program, Wednesday, December 29, when it is broadcast over CBS including WKRC, WHAS, and WHIO, at 8:30 p. m. (E.S.T.)

## Lillie, Horton To Guest Star For Oakie's College

Edward Everett Horton will be a guest of Jack Oakie's College and Beatrice Lillie is to appear with Benny Goodman's Band during the "Caravan" broadcast over the WABC Columbia network Tuesday, January 4, from 9:30 to 10:30 p. m., (E.S.T.).

Horton, famous on stage and screen for his humorous characterizations, will "lecture" Oakie's students beginning at 9:30 p. m. When the program switches to the "Swing School" at 10:00 p. m., Miss Lillie, English comedienne, will be on hand to bandy words and perhaps a song or two with Goodman's musicians.

## Feast of Epiphany Celebrated On NBC

The Feast of Epiphany, celebrating twelve nights after Christmas, the coming of the Wise Men from the East, will be observed in a special broadcast on Thursday, January 6, from 2:00 to 2:30 p. m. (E.S.T.), NBC, including WCKY.

Children in all the Catholic schools of the country will be tuned in for an address by the very Rev. Father Michael Ducey, O. S. B., head of the Benedictine Monastery at the Catholic University of America, in Washington, D. C.

He will be introduced by the Very Rev. Father F. A. Walsh, national director of the Confraternity of Christian Doctrine, an organization in charge of the teaching of catechism in the country's Roman Catholic schools.

## Enesco, Violinist, Weismann, Conductor, Symphony Guest Stars

This week's Symphony concerts, which will be played on Friday afternoon and repeated on Saturday evening, will present two of the most interesting figures in the musical world today.

Georges Enesco, who will be the soloist for these concerts, appears in a triple role, that of solo violinist, composer, and conductor. Every appearance of Enesco, who is so highly regarded by music critics everywhere, is in fact sensational.

Mr. Enesco will play the Mozart Concerto No. 7 in D-major for violin and orchestra, and will conduct his own symphony in E-flat, thus giving the audience an opportunity of hearing this gifted musician in all the phases of his talents.

For this pair of concerts comes Dr. Frieder Weissmann to conduct the orchestra, except for the Enesco work. Dr. Weissmann is new to our audience, his visit here makes his first public appearance in America.

Dr. Weissmann—a South German by birth, a graduate of the University of Munich, a pupil of Dr. Max Schillings—has directed both orchestral concerts and opera in Berlin, Koenigsburg, Dresden, Frankfurt, Stuttgart and in Amsterdam, where annually he directs a series of symphony concerts.

He has long wished to visit the United States, and not until this year, when he set aside time from his busy life to take a honeymoon, did he and Mrs. Weissmann determine on this visit. Shortly after his Cincinnati concerts, which will include those on January 7th and 8th, with Ruth Slenzynski as soloist, Dr. and Mrs. Weissmann will leave for Amsterdam, where he will conduct a series of symphony concerts.

The program for this week's concert follows:

Conducted by Dr. Weissmann  
Overture Leonore No. 3, Op. 72  
.....Beethoven  
Concerto for Violin and Orchestra in D-major, No. 7 (K. V. No. 271a).....Mozart  
Novelletta, Op. 70, No. 1.....Martucci  
Notturmo, Op. 82.....Enesco  
Symphony in E-flat, Op. 13.....Enesco  
Conducted by the Composer

## AROUND THE DIAL

(Continued from page 5)

program will feature a surgeon whose hobby is appendectomies, a dentist whose hobby is yanking molars, and a lawyer whose hobby is winning suits.

Maybe the radio tide that's been running so strongly toward Hollywood is beginning to turn. Only this week the Dial-Twister heard of a popular headliner who had a chance to go to the coast and make a picture while he went on with his broadcasts. He refused, preferring to keep on working in the East. Considering the "Oh yeah?" that greets many a Hollywood show at the loudspeaker end, his decision seems eminently wise.

In case you've been dialing in vain

## Young Commentator



Lee Bland, one of radio's youngest news commentators, does a nightly program of news over WKRC at 10:30 o'clock, which has been on the air consecutively for more than a year.

Bland, a graduate of Ohio State University, is a native of Virginia. His distinctive style of presentation has earned for Lee an enviable position in the broadcasting world.

for those Tuesday 7:30 p. m. broadcasts of Hendrik William Van Loon, you'll find him on WSM and KVOO. At least you could last week. Apparently it hasn't dawned on NBC outlets that Van Loon is one of the most interesting of radio commentators.

A press release from NBC plays up the fact that Jim Ameche, new Grand Hotel lead, is following in the footsteps of big brother Don. Perhaps he can even look forward to playing opposite Mae West. If so, it won't be before a live microphone.

Being a mere male, the Dial-Twister

supposed sponsors could get away with the deluge of commercials on the daytime air because of the patience of the gentler sex. But there are signs that this well-known patience has its limits. For instance, a gracious lady of my acquaintance had been a loyal listener to one of the soap serials for a long time. But now she no longer dials it. "I can stand a reasonable amount of advertising," she explained. "But when they began using more than half their time for sales talk, that was too much. The story just wasn't worth it." Query: Can she dial a daytime commercial with any less blurb?

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Feb. 4-5—Artur Schnabel, pianist  
Feb. 11-12—May Festival Chorus, with  
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RADIO FAVORITES SHOOTING AND SHOT AT  
BY THE ASTRONOMER

The dozens of greeting cards from radio folks and the spirit of the New Year prompts a quick rehash of '37 events. It brought the quickest and biggest success in many a year to Tommy Riggs and his girl friend, Betty Lou . . . an extra push for announcer Tom Slater, vocalist Jeannine Macy, the Mary Sothern and Mad Hatterfield script shows. New WKRC and WCPO studios and the promise of a new home for the Nation's Station. In the line of marriages, the Crosley-Jennings match, Ish Drain and Mary Elizabeth Woods, George Case and Maryilu, while Tom Slater and Bill Seymour married out of radio. Fond farewell to the three Marys of WLW—Paxton, Alcott and Woods . . . two changes in the manership of the Nation's Station. Incoming events included the Smoothies, Modernaires, Angelo the Street Singer, Ralph Nyland, Allen Franklin, Lynn Cole, Bill Williamson, Lin Mason and many others . . . guess Cincy didn't do so bad at that.

New Year resolutions the Astronomer would like to see enforced: Peter Grant wearing a hat all year . . . Bill Stoess giving up cigars . . . a new kind of walk for Joseph Ries . . . Grace Raine switching to milk . . . from Coca-Colas, of course . . . a new WLW arrangement for "Fine and Dandy" . . . Maynard Craig not looking for a red hat . . . bigger and better spots for the Modernaires . . . a slow-down on the Bob Newhall spiel . . . no more boutennaires for Gilbert Martin . . . one name only for Frank Zwyzgart . . . a couple of good breaks for Jane Gerrard . . . the Smoothies singing "Whatcha Gonna Do When There Ain't No Swing" at least once a week . . . Paul Kennedy conducting no more "Silent Night" contests . . . Helen Nugent singing

more songs . . . no more rumors about John Clark, Don Becker and Transamerican . . . fewer escapades for Jimmy Krautters . . . a new style of singing for the Devore sisters.

Personality of the week: Louis Levy . . . free lance actor and writer . . . probably best known for

### "Magazine of Air" Switches To Sunday Afternoon Schedule

The "Magazine of the Air," with Channing Pollock as editor, will change its schedule to Sundays over CBS, including WKRC, WHAS and WHIO from 5:00 to 5:30 p.m., (E.S.T.), beginning January 2. The program is currently heard on Thursdays from 3:30 to 4:00 p.m., (E.S.T.). The fiction department—dramatizing "Carol Kennedy's Romance," is brought to listeners Mondays through Fridays at 11:15 a.m., (E.S.T.).

Pollock, who contributes articles on "Happiness," is a noted author and dramatist. He was born in Washington, D. C. and educated at the Bethel Military Academy in Warrenton, Va., and Polytechnique in Prague, Austria. Among Pollock's best known plays are "The Sign on the Door," "The Enemy" and "The Fool."

Mark Warnow is in charge of the musical department of the "Magazine," and Morton Bowe is the chief soloist. Bowe was born in Plainfield, N. J. and when a boy moved to Cambridge, Mass. For two summers before the war he was a member of the Bretton Woods, N. H. boys' choir and entertained in local encampments and forts near Boston. During recent years he has appeared on Broadway and on numerous radio programs.

his job of Mr. Lawrence in the Freshest Thing In Town script show over WKRC. Heard often on WLW . . . authored several of the "Hello Peggy" scripts . . . has had quite a few magazine stories published. Tall, dark, twenty-five and married to a lovely blonde. Hobby . . . baseball . . . Lou can tell you the batting average of every player in the league.

Along the Milky Way: Spied trombonist Phil Davis doing his last minute shopping in Pogues . . . jewelry counters seemed to catch his eye . . . practically all of radio wearing new ties . . . but that's to be expected . . . a short talk with musician Clyde Trask who says the band business this year is worse than it has been for years . . . a look in the Rathskeller at Billy Snider . . . fully recovered from his recent accident . . . understand Dick Thies now a WSAI production man . . . Dick began at the bottom as a set-up boy . . . always

thought it would be a good idea for him to direct a band of his own . . . should be able to make good with his name. Johnny Lawrence, Freshest Thing in Town on WKRC received Xmas cards aplenty.

The most of the best to you and you and you . . . hope the New Year is a gooder.

More star shooting with the Astronomer next week, and, as usual, more peeps at people. **THEME UP AND OUT.**

Bob Burns sat on the bench of the Arkansas State football team when it met Fresno State in Los Angeles Christmas Day.

Joe Reichman's music will be heard on a special New Year's Eve broadcast over the NBC networks from San Francisco.

## M. M. McBride To Have New Schedule Of Daily Broadcasts

Mary Margaret McBride, veteran newspaper woman and popular radio columnist, will increase her broadcast periods over the WABC-Columbia network to five days a week when she inaugurates a Tuesday and Thursday program beginning with the week of January 3. Miss McBride will then be heard Monday through Friday, from 12:00 noon to 12:15 p.m., (E.S.T.).

The radio columnist has become widely popular in a short space of time for her intimate style of discussion of interesting industries, places and people, not often found in the headlines. Her subjects, which range from who's who at opening nights, to the life of a lighthouse keeper, are developed along human interest lines and are enjoyed by men and women alike

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