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# Radio Dial

WEEK ENDING JANUARY 14, 1938



## METROPOLITAN OPERA STARS

These Metropolitan Opera Stars will be heard in leading roles on the regular Saturday matinee broadcasts direct from the Metropolitan stage. Richard Crooks (lower left), Grace Moore (center) and Nino Martini (upper right) are three of the world's leading opera stars.

### BEN BERNIE RETURNS TO THE AIRWAVES

SEE PAGE 3

1/5, 1938

# President In Jackson Day Broadcast

## Don's Kid Brother



Jim Ameche (left) not only sounds like his famous brother, Don Ameche (right), over the radio, but looks like him. Jim plays the lead in a new daytime serial, *Attorney-at-Law*, which made its debut January 3.

## Milanov, Martinelli To Play Lead In Metropolitan Matinee Of Verdi's Opera, "Il Trovatore"

The latest "find" of opera, Zinka Milanov, will make her radio operatic debut in the performance of Verdi's "Il Trovatore," to be broadcast in full direct from the stage of the Metropolitan Opera House on Saturday, January 8, beginning at 1:55 p. m. (EST) over NBC. Milton Cross will be the NBC commentator.

Milanov will sing the role of Leonore, which she sang in her operatic debut at Zagreb, Yugoslavia, ten years ago and repeated last week for her Metropolitan debut. Giovanni Martinelli, for many years leading Italian tenor at the Metropolitan, will have the part of Leonore's lover, Manrico. Bruna Castagna will be the Azucena and Richard Bonelli the Count di Luna. Gennaro Papi will conduct.

The story of Zinka Milanov's career is one of the most unusual in present day opera. A native of Yugoslavia, she pursued advanced vocal studies at the Royal Academy of Music, Zagreb, under Marie Kostrencic and later with Milka Ternina, a former star of the Metropolitan Opera. She made her operatic debut at Zagreb in October, 1927, leading to engagements at Dresden, Vienna and Prague.

Edward Johnson, manager of the Metropolitan, heard the young singer last Summer at Salzburg in a performance of Verdi's Requiem under the baton of the great Arturo Toscanini. Johnson immediately took an option on her services, stipulating that she must learn at least three major Verdi roles in Italian, a language she had never before sung. She arrived in New York this month, auditioned before

all the maestri of the Metropolitan staff and made her successful debut last week.

Both the Count di Luna and Manrico, bitter enemies, are suitors for the hand of Leonore. The antecedents of Manrico, a follower of the Prince of Biscay, are hidden in mystery. He has been reared by Azucena, a gypsy, who constantly urges him to revenge himself on the Count. Leonore, believing that Manrico has been killed in a battle with the count, is about to enter a convent when she is rescued by Manrico.

Before they can be married, however, Azucena is captured and sentenced to death by the count. Manrico, too, is captured in a rescue attempt and likewise doomed to death. Leonore in desperation offers to marry the count in exchange for Manrico's freedom, but he accuses her of betraying his love. At this moment, the poison Leonore has taken takes its effect and the heroine falls dying to the floor.

The count suddenly appears and orders Manrico's instant execution, dragging Azucena to the window to witness his death. Azucena at the very end of the work shrieks that Manrico was the count's brother abducted in infancy.

### The cast:

Leonore.....Zinka Milanov, soprano  
Azucena.....Bruna Castagna, contralto  
Inez.....Thelma Votipka, soprano  
Manrico.....Giovanni Martinelli, tenor  
Count di Luna...Richard Bonelli, baritone  
Ferrando.....Virgilio Lazzari, basso  
Ruiz.....Giordano Paltrinieri, tenor  
A Gypsy.....Carlo Coscia, baritone  
Conductor.....Gennaro Papi  
Stage Director.....Desire Defrere  
Chorus Master.....Fausto Clova

## Postmaster General James Farley to Act As Toastmaster

President Roosevelt's annual Jackson Day address to Democratic banquets all over the country will be heard over the CBS and NBC-Red networks, including WKRC, WLW, WHAS, WSM, and WHIO, Saturday, January 8, from 9:30 to 10:00 p. m. (E.S.T.).

The President is to be introduced by Postmaster General James A. Farley, who will be speaking from the dinner at the Hotel Commodore in New York City. The Chief Executive will be heard from the Hotel Mayflower in Washington, D. C., scene of the major banquet.

There will be 49 Jackson Day banquets in progress throughout the country at that time, one in each state, and the one in the District of Columbia. Each of these gatherings will hear the President's address.

The banquets are arranged by the Democratic Party for the purpose of getting outstanding members of the party together to assist in the raising of campaign funds.

## "Smoke Dreams"

Dreaming on the air is the chief pastime of Paul Hughes, veteran stage and radio actor. It's one that combines business with a lot of pleasure for, he declared, "my job is most enjoyable since I dream aloud about many things that live only in fond memories."

Though not identified on the air, Hughes is the Dreamer heard over



Paul Hughes

WLW and the NBC-Red network, 1:30 to 2 p. m. (E.S.T.) Sundays in "Smoke Dreams." His is the voice that speaks to acquaintances of the past as he smokes and dwells in memories.

A native of Altoona, Pa., Hughes entered stock several years ago. He did various roles and produced for 12 years. Then came radio drama and in 1929 he was heard in CBS productions from New York. Later he was heard over WSYR, Syracuse, and in several NBC originated programs in Chicago.

Hughes joined the Crosley stations, WLW and WSAI, Cincinnati, last July 1 after a period at WTAM, Cleveland. Although he is heard in various dramatic shows originating at the Nation's Station, his favorite is "Smoke Dreams," which features Virginio Marucci's orchestra, soloists and dramatic skits.

## Singin' Sam Guest Soloist With Carlisle On "Songshop" Program

The smooth-voiced baritone, Singin' Sam, again will be a guest soloist on "The Songshop," with Kitty Carlisle over CBS Friday, January 7, from 10:00 to 10:45 p. m., (EST).

As usual, the show features the songs and persiflage of Frank Crumit as master of ceremonies; of Reed Kennedy, concert baritone; of Alice Cornett, rhythm singer; of the Songshop Quartet and the 24-voice glee club and Gustav Haenschen's Orchestra.

Singin' Sam's solos are to be "Nobody" and "Carry Me Back to Old Virginny." With Crumit, he will do a group of songs including "There's A Home In Old Wyoming"; "Indiana," and "Beautiful Ohio."

Miss Carlisle's selections will be highlighted by "Springtime," from "Three Waltzes," the musical comedy in which she now is appearing on Broadway. Kennedy is to sing that baritone favorite, "Waterboy," and Miss Cornett will be heard in McHugh's popular "Cause My Baby Says It's So."

The Quartet will sing Strickland's "Lindy Lou," while a special feature by the orchestra is to be its playing of Haenschen's own "Bolero."

## Enesco, Guest Conductor Of Philharmonic While Barbirolli Vacations

Georges Enesco, noted Rumanian composer-conductor and violinist, will also be the soloist when he gives his first broadcast as guest conductor of the Philharmonic-Symphony Orchestra over CBS, Sunday, January 9, from 3:00 to 5:00 p. m., (EST).

Enesco is to conduct through the month while John Barbirolli, permanent director, is in England on vacation. In the first portion of the concert he will play the solo parts of Bach's Concerto for Violin and String Orchestra in A Minor and the Poeme for Violin and Orchestra, Opus 25, of Chausson.

Mishel Piastro, concertmeister, is to substitute for the conductor in these works. After the intermission, Enesco will resume the baton to direct the Interlude from "The Redemption" by Cesar Franck and Beethoven's "Eroica" Symphony, No. 3 in E Flat, Opus 55. Deems Taylor will be the commentator as usual.

### The program follows:

Concerto for Violin and String Orchestra in A Minor.....J. S. Bach  
Poeme for Violin and Orchestra, Op. 25.....Chausson  
.....Georges Enesco, Soloist  
Mishel Piastro, Conductor  
Symphonic Piece from "The Redemption".....Franck  
Symphony No. 3 in E Flat, Op. 25 ("Eroica").....Beethoven  
.....Georges Enesco, Conductor

## Kingpin of Four Kings



The kingpin of the Four Kings heard on Horace Heidt's Brigadiers program is pretty Yvonne King, who in addition to singing in the quartet is featured in solo work.

# BEN BERNIE, PICKENS ON NEW SHOW

## Characters in Search of Author



What chance does an author have to gloat in private over a trophy for excellent radio script writing when the actors for whom he writes eavesdrop behind doors? The complacent penman is Paul Rhymer, and the proud peepers are his Vic and Sade cast, from top to bottom: Art Van Harvey (Vic), Bernardine Flynn (Sade) and Billy Idleson (Rush).

## Pomona Glee Club To Be First On "Chorus Quest"

The Men's Glee Club of Pomona College is the first entry to be heard in the CBS "Chorus Quest," broadcast over CBS, including WKRC, WHAS and WHIO Saturday, January 8, from 6:00 to 6:25 p. m. (E.S.T.).

The "Columbia Chorus Quest," believed to be the first of its kind, will be heard each Saturday at the same time, for sixteen weeks. Sponsored jointly by CBS and by the Columbia Concerts Corporation, the winner of the contest for young choruses will be given a trophy by CBS and a tour by the CCC.

Lucille Singleton, director of auditions, is producer. Judges will be Deems Taylor, Columbia's musical consultant; Davidson Taylor, director of Columbia's Music Department; Frederick Schang, Jr.; Ward French, of the CCC, and Dr. John Finley Williamson, founder of the Westminster Choir School.

## WKRC Changes In Schedule

Several important changes in WKRC's schedules have been made.

A new program of songs by Joe Dunlevy (Smilin' Dan) is now heard Mondays through Fridays at 10:15 a. m., with Gladys Lee at the piano.

"Tours through Tuneland," a new musical variety show featuring the Savoy Sisters, rhythm trio, with a different soloist for each broadcast, is heard Monday through Friday at 5:45 p. m. Joe Binder, tenor, is heard on Monday; Irene Righter, contralto, on Tuesday; Tad Lagere, singer of popular tunes, each Wednesday; on Thursday, Jinny Gayle, well-known singer; and on Friday, Joe Binder.

Each Tuesday and Thursday, "Hymn Time," a quarter-hour of sacred hymns is heard at 9:30 a. m. The program features a tenor soloist with organ accompaniment.

The Federation of Churches presents a speaker each Monday, Wednesday, and Friday at 9:30 a. m.

"Dr. Christian" is scheduled for additional CBS outlets.

## Low Lehr, Newsreel Comic, Also To Be Featured

Ben Bernie and all the lads with comedian Low Lehr, and vocalists Buddy Clark and Jane Pickens, will head a new musical variety program over CBS, including WKRC, WHAS and WHIO each Wednesday from 9:30 to 10:00 p. m. (E.S.T.), beginning January 12.

The "Old Maestro and all the Lads" return to the airwaves after an absence of several months. During this time, Bernie has been engaged in motion picture work. Now vacationing in Florida, he is due to arrive shortly in New York to take up his baton and the duties of master-of-ceremonies.

Bernie, who has remained popular during a decade of broadcasting through his ingratiating humor, will have in his supporting cast comedian Low Lehr, noted for his reporting of weekly news-reels in contorted dialects. This will be Lehr's initial bow as a regular radio personality. Assisting musically will be Buddy Clark, popular radio vocalist, and Jane Pickens, soprano star of the stage and airwaves.

## Belated Career



Mrs. William Faversham will be remembered by many of you as a star a generation ago, but now you will be able to hear her as a character actress on NBC shows. Mrs. Faversham starred on the stage about 25 years ago, making her the oldest newest actress at the NBC studios.

Bess Johnson, star of "Hilltop House," is doing a series of magazine articles.

## Former Illinois Co-ed



Annette King, pretty Illinois co-ed who gave up plans for a career as a school teacher two years ago to start singing over the radio, is now one of the busiest vocalists in NBC Chicago studios. She is heard on the Breakfast Club and Club Matinee programs.

## Gershwin Songs To Be Featured By Tibbett With Kostelanetz Show

Two of George Gershwin's songs from his folk-opera, "Porgy and Bess," will be featured by Lawrence Tibbett when he sings with Andre Kostelanetz' Orchestra over CBS on Wednesday, January 12, from 9:00 to 9:30 p. m., (E.S.T.). Tibbett will offer "A Woman Is A Sometime Thing," and "Where Is My Bess."

Three other selections to be presented by the noted American baritone will include Strauss' "Life Is A Dream;" Lecuona's famous "Si-boney," and in conclusion the brilliant aria, "Largo al Factotum" from Rossini's "Barber of Seville."

Kostelanetz will join in the tribute to Gershwin with one of his earlier classics, "I Got Rhythm." The orchestra also will play an original arrangement of "Nice Work If You Can Get It." Deems Taylor will comment informally on the music.

## Colbert, Boyer With Amos 'n' Andy To Visit "Hollywood Hotel" Show

Claudette Colbert and Charles Boyer, French performers who soared to stardom in the film capital of America, will perform as guests of "Hollywood Hotel" over CBS Friday, January 7, from 9:00 to 10:00 p. m., (E.S.T.).

Miss Colbert, who was a guest on the premiere broadcast of "Hollywood Hotel" in October, 1934, will be making her fifth appearance on this veteran program. She and Boyer are to play scenes from their new picture, "Tovarich," in which they enact the roles of exiled Russian aristocrats.

An added attraction will be a guest visit to the "Orchid Room" by Amos 'n' Andy. The comedians will be welcomed by Frances Langford, Jerry Cooper, Anne Jamison, Ken Niles and Raymond Paige's Orchestra.

Florence George is highly pleased with the film recordings of the popular number she sang for "College Swing"—particularly the song, "What Did Romeo Say to Juliet?"

# Weekly RADIO DIAL

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RADIO DIAL brings you the latest available programs and news of your favorite stations and artists. All programs listed are correct up to press-time, but are, of course, subject to later changes by networks and local stations.

Telephone—CHerry 0710-0711

J. A. ROSENTHAL, Editor

Vol. VII. WEEK ENDING JANUARY 14, 1938 No. 35

## POSITIVELY REVOLUTIONARY

Because the business picture is so confused and the international situation is so ominous, the inevitable crop of New Year prophecies lack their usual assurance this year. Radio has not escaped the somber note. Responsible commentators of broadcasting have been wary about predicting a bigger and better 1938. But with the New Year still in its swaddling clothes a piece of news has already turned up which promises interesting developments.

That is the announcement that the daytime serial, *Today's Children*, is being discarded "at the height of its popularity" and replaced by another story.

To anyone who knows radio serials, this is not merely interesting. It is downright revolutionary. For, on the air, such a thing just isn't done.

Not long ago our Dial-twister remarked that a newspaper or magazine serial is a continued story, while a radio serial is just continued. There is much to warrant that somewhat sardonic distinction. Certainly the radio "to-be-continued" has developed a method all its own.

A newspaper or magazine serial runs a predetermined course. It is planned and written to cover a definite number of installments. Both reader and writer know in advance that when the final installment appears the story will be finished.

It would seem that radio serials could follow the same pattern. Program schedules are worked out far in advance. So ending the story when it has run its course should be a simple matter. Indeed, the early radio serials did just that.

But since then the technique has changed. Now a radio serial has no definite length. It simply goes on and on and on as long as a sponsor can be found. *Today's Children* had been on the air for five years. Other daytime dramas may show even longer runs.

This "stretchout" might be sound and defensible if the stories were unplotted accounts of everyday living, such as *One Man's Family*. However, most radio serials are highly plotted. They seek to maintain interest by means of suspense rather than character.

Obviously, that cannot be done five days a week, year after year, and keep the story plausible. Even a Dumas would find the task too much for his ingenuity. As a result, the typical radio serial lacks coherence and climax because the characters have to be maneuvered from situation to situation to keep the story going, if nowhere in particular.

The only parallel for all this is the newspaper comic strip. And that is a flimsy precedent, because few daytime serials on the air are intentionally funny.

Though the reasons given for discarding *Today's Children* are not as explicit as have been stated here, there is reason to suspect that they played a considerable part in prompting the sponsor's decision. Certainly it is to be hoped that other sponsors will follow this intelligent example.

If 1938 does no more than end radio serials when they have finished telling their stories, it may turn out to be a pretty important year.

## Bing To Entertain Newcomers To "Hall"

Anne Shirley and Ralph Bellamy of the films, and Simon Barer, Russian concert pianist, will brave the unpredictable "interviews" of Bing Crosby and Bob Burns as guests of the Kraft Music Hall in the NBC-Red Network broadcast Thursday, January 6, from 10:00 to 11:00 p. m. (E.S.T.).

Miss Shirley has been on the program before, but this will be the first visit of Bellamy and Barer. Barer, who has been soloist with leading symphony orchestras of this country and of Europe, will be heard in a group of piano numbers.

## Louise Fazenda Visits Al Jolson's Program

The buxom comedy star, Louise Fazenda, will make a guest appearance on Al Jolson's program over CBS Tuesday, January 11, from 8:30 to 9:00 p. m., (E.S.T.).

Miss Fazenda, a film veteran of many years standing, is to take part in a script especially written for the occasion, which also will incorporate the efforts of Jolson and his two regular comedians, Martha Raye and Parkyakarkus. The music of Victor Young's Orchestra will provide the accompaniment for the songs of Miss Raye and the "Mammy" singer.

## New Year Resolutions Of Some of the Stars

Bob Burns: "Keep Uncle Phud generously supplied with jokes and chewing tobacco."

Mark Kelly: "Put sports rackets in hot water and keep them there."

Phil Baker: "Give Beetle the tongue lashing of his life."

Edward G. Robinson: "Play the part of a kindly, soft-spoken bill collector."

Wilbur Hatch: "Write a serious musical composition that will outlive the jazz age."

Don Prindle: "Beat Joe Penner at a game of hearts."

Anne Jamison: "Win the praise of the country's leading critics on my concert tour."

Joe Penner: "Beat my manager, Monroe Goldstein, at a game of hearts."

Florence George: "Sing classical numbers and modern melodies on a headline radio program."

Al Jolson: "Win on the horses and stock market."

Clarence Muse: "Produce, write and star in a coast-to-coast variety show."

Raymond Paige: "Win first honors in the Los Angeles Yacht Club Regatta."

Ole Olsen: "Spring a practical joke on Chic Johnson that will keep his noggin buzzing for a year."

Chic Johnson: "Concoct a practical joke that will top any that Ole Olsen has worked on me in 1937."

Carlton Kaddell: "Announce a radio program which avoids the artful allure of alliterations in the commercials."

## Veterans Get Jitters

There's something about the microphone that gives even the suavest of radio stars the jitters. Most of them have hyper-active imaginations, for one thing, and the thought that they might say "sezso-moprano" for "mezzo soprano" gets them lower than the Sixth Avenue construction gang. Little nervous mannerisms betray even veteran broadcasters.

Kitty Carlisle keeps tugging at the petals of the flowers on her evening gown during a "Song Shop" broadcast until nothing is left but the stem. Reed Kennedy, on the same show, rubs his neck and massages his right ear.

Phil Baker's mike "pixilation" consists of hitching his trousers, while Alice Frost tears a handkerchief to shreds at each of her "Big Sister" dramatic airings. Edward G. Robinson got so jittery at the first rehearsal of "Big Town" that the smooth actor pulled the mike right off its stand and stood helplessly with it in his hands, looking wildly for help.

Rudy Vallee keeps running his hands through his hair like knitting needles, and Bess Johnson rubs one foot against her leg continually while emoting on "Hilltop House."



Several listens to the afternoon schedule of radio script stories... would make some people soon believe that life's not worth living... that is... if you're not a doctor, a disinherited child or a Hollywood heroine. Romance just doesn't happen to ordinary people unless they find it in a hospital room or on a movie set. Two of radio's most unusual scripts originate locally... *Freshest Thing in Town* on WKRC and *Mad Hatterfields* on 'LW... nationally *Vic and Sade* and *Mary Marlin* deserve honors for originality.

Personality of the week: Couple of years back had a peek at one of *Major Bowes* prodigees... have since been watching her shoot to the stars... *Gloria Rich* is the gal. Perhaps you'll remember the little blonde tap dancer and singer... she appeared at *Shubert's* with the *Major Bowes* unit. About six months after this first glimpse, *Gloria* was chorusing it in *George White's Scandal* on the road... last January she took over *Mrs. Jimmy Wallington's* specialty number in the same show... now she's endorsing a golden hair wash and appearing in *Hollywood's "Manhattan Merry-Go-Round"*... here's a little lady radio pushed along.

WCPO and WCKY have the edge on other local stations when it comes to radio entertainment in restaurants, waiting rooms, beauty parlors and the like... their programs of popular and classical records hit the spot like nothing else... can't understand the reasoning behind 'CPO's recorded show "for brides to be," though.

ALONG THE MILKY WAY: Predict a brilliant future for the *Four Bachelors* en route to the *Pavilion*... don't miss 'em. Spotted the act in *Chi* and class it as one of the outstanding floor shows of the year... airs well, too. *Joseph Ries* having molar difficulties. Just when radio frequencies are known by heart something has to happen... seems our North American frequencies have to be shoved around a bit to make room for South America and Mexico... wonder how this'll affect those new fanged radio sets. Those five minute *Grace* and *Eddie* transcriptions on 'SAI are swell stuff... *Eddie* has done some rapid climbing since leaving *WLW*... well known on *Broadway*... he's had a part in *Brother Rat and Room Service*. Most beautiful teeth in local radio belong to *WLW* musician, *Milt Weiner*... (Continued to Page 15)

## HITS of the WEEK

(All times are Eastern Standard)

SATURDAY, JANUARY 8

Rabbi Morris Lazon, guest speaker, on *Message of Israel*—7:00 p. m., WCKY, WLS.

President Roosevelt—9:30 p. m., WLW, WKRC, WHIO, WHAS, WSM.

Countess Olga Albani, soprano, guest on "Your Hit Parade"—10:00 p. m., WKRC, WHAS, WHIO.

SUNDAY, JANUARY 9

Mrs. Franklin D. Roosevelt, Joan Edwards, Carl Hartman, guests on "Magic Key"—2:00 p. m., WLW, WSM.

Edwina Eustis, guest on *Rising Musical Stars*—10:00 p. m., WSAI, WSM.

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

Margaret Sullavan, guest of *Don Ameche*—8:00 p. m., WLW, WSM.

Beverly Lane, singer, and Fritz Reinert, conductor, on "Sunday Evening Hour"—9:00 p. m., WKRC, WHAS, WHIO.

MONDAY, JANUARY 10

Mr. and Mrs. Edward Wardwell, two-piano music, on "Music Is My Hobby"—7:00 p. m., WCKY, WENR.

TUESDAY, JANUARY 11

Louise Fazenda, comedian guest, with Al Jolson's Show—WKRC, WHAS, WHIO.

WEDNESDAY, JANUARY 12

Ben Bernie and his lads return to the network—9:30 p. m., WKRC, WHAS, WHIO.

THURSDAY, JANUARY 13

Hollywood Showcase—10:00 p. m., WKRC, WHIO.

# SPECIAL BARGAIN OFFERS ON BOOKS

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by Charles Dickens

**Silas Marner,**

by George Eliot

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by Charles and Mary Lamb



**The House of Seven Gables,**

by Nathaniel Hawthorne

**King Arthur and His Noble Knights,**

by Mary MacLeod

**Gulliver's Travels,**

by Jonathan Swift

**Aesop's Fables,**

by Aesop

**Dicken's Christmas Stories,**

by Charles Dickens

**Robinson Crusoe,**

by Daniel Defoe

**The Gold Bug,**

by Edgar Allan Poe

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by Louisa M. Alcott

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## No Joke Being a Comic's Wife



Portland Hoffa (above), wife of Fred Allen, says, "Fred walks up and down when he's looking for ideas. I can hear him pacing in the next room. Back and forth he goes. . . . I let him alone when he's working." Mary Livingstone (below), wife of Jack Benny, says, "Whenever Jack comes home from script meetings and says, 'Gee, Doll (I call him Doll too,) I can't seem to get that last spot right'—when ever he grouses like that, I know he's feeling swell."

### Song Stylist



Skinnay Ennis, song-stylist with Hal Kemp's orchestra, has just started production on his new picture, "College Swing." He estimates he has sung 125,000 times and learned 3,000 songs during the 12 years he has been with Hal Kemp's band.



The "Panay" incident illustrates again how broadcast news bulletins can be "colored" just by the human voice. I'm not thinking of the radio editorialists, such as Boake Carter and General Johnson; rather of certain "radio reporters." If you'd read their "Panay" stories in script form, they probably would have seemed impartial statements of fact. But booming out of the loudspeaker, they had the Jingo fervor of an old-time Fourth-of-July oration. One gathered the impression that nothing could be finer than a thick juicy war with Japan. Of course, this coloring of radio news by the voice isn't at all unusual. It happens every day. This time, however, it might have had grave consequences—and literally. It demonstrates once more that radio shouldered a man-sized responsibility when it undertook the broadcasting of news. Incidentally, how many of the studio thunderers would enjoy the thunder of a barrage?

Here's an interesting commentary on commercials. A friend of mine who's an enthusiastic listener to One Man's Family always dials in after the opening blurb and out before the closing sales talk. "It's not just because the commercials are too long

and monotonous," he says. "Any sales talk spoils such a fine program."

NBC has awarded a prize of \$25 for a sustaining program idea. To judge by the way sustainings are pushed around to make room for commercials, \$25 is a fancy price for a sustaining.

Shifting Horace Heidt's Brigadiers to NBC (WLW, Tuesday, 9 p. m.) helps to up sagging Tuesday evening schedules. Without benefit of ballyhoo, Heidt has an enviable record of a long run with the same sponsor. That's because he puts on a consistently entertaining show. Also, unlike some batonists who could be mentioned, he seems to think the business of a band-leader is to lead a band, not double as a comedian.

So NBC is giving the Mac West incident "silent treatment." Reports have it that quips about her Eve sketch are verboten on the senior net. It'll take more than that to shoo the affair. Impious souls are speaking of that brand of Java as "Mac West coffee."

As in previous years, the drama (Continued to Page 16)

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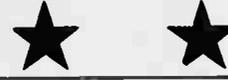
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N Denotes (NBC)
C Denotes (CBS)
M Denotes (MBS)



PROGRAMS FOR SATURDAY, JANUARY 8



Main grid of radio programs for Saturday, January 8, 1938. Columns include station call letters (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective cities. Rows list program titles and times.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. List of programs including 'Message of Israel', 'Spelling Bee', 'Professor Quiz', and 'President Roosevelt'.

—Al Roth's Orchestra. WEAFF wgy wtm wmaq who wdf
9:30—President Roosevelt. WABC WKRC WHIO WHAS wcau wgst wjr wbbm wgar wfbm kmcb kmox wvva wbt wsfw wwl

Rising Musical Stars. Edwina Eustis, brilliant American-born contralto, who won the \$500 prize of the Rising Musical Star series' third cycle, will be heard during the program on Sunday, January 9, at 10:00 p. m., (EST), over NBC.



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

PROGRAMS FOR MONDAY, JANUARY 10

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Monday, January 10, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

7:00-The Pepsodent Program: Amos 'n' Andy. WFAE WLW who wgy kyw wtm wj kstp
-Music Is My Hobby: Mr. and Mrs. Edward Wardwell, two-piano music. WJZ WCKY WENR kdkk wave wfla whm wgar
-Hal Totten, sports. (NBC) wtm wmaq
-Poetic Melodies: Jack Fulton, tenor, and Franklyn McCormack, poetic reader, with Orchestra. WABC WKRC wadc wvva wbt wcu wgar wgst wjr
-"Not So Long Ago." (CBS) wbbm kmkc wcco kmox
7:15-"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Carlton Guy, Nora Cunneen and others. WFAE WSAI kyw wtm wmao who wdf kstz wire wgy wbaa
-Barry Wood's Music. WABC WKRC WHIO kmkc wadc wbt wfbm wgar wgst
-Three Cheers, direction Jack Meakin. WJZ WCKY WSM WLS whk wave whm
7:30-Carol Weymann, mezzo-soprano. (NBC) WSAI wgy wtm wmaq who wdf kyw
-Horlick's Lum and Abner, comedy sketch: WJZ WLW WENR
-New York on Parade: Mark Warnow's Orchestra; John B. Kennedy, commentator;

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

PROGRAMS FOR TUESDAY, JANUARY 11

(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.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Francis McCormack, 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 wire
—Amos 'n' Andy: Pepsodent Program. WEAF WLW wgy kyw who wvj kstp wtam
—Hal Totten, sports. (NBC) wmaq
7:15—Vocal Varieties: Choral Group of 14 Voices. WLW to WEAF wgy wtam wire wmaq who kstp kyw wdf
—'Hollywood Screenscoops' with George McCall. WABC WKRC WHIO WHAS wjr wgar wadc wvva wbt wbbm kmox wgst wvl wcco
—Mr. Keen, Tracer of Lost Persons. WJZ WCKY WLS whk kdka wham
7:30—People in the News: Dorothy Thompson. WJZ WCKY WLS whk wdm wire wham
—Famous Actors Guild Presents Helen Mencken in "Second Husband." WABC WKRC WHIO WHAS wcau wgar wbbm wjr wcau kmcb kmex

—'It Can Be Done,' dramatic sketch, with Edgar Guest, Frankie Master's Orchestra Masters Voices; Fred E. Baer, New York Publicist. 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 Alameda Brigadiers. WJZ WLW WLS kdka whk wdm wire wham wfla
—'Watch the Fun Go By,' presented by Al Pearce and His Gang. Nick Lucas, singing guitarist; Arlene Harris, 'Human Chatter-box'; Carl Hoff's Orchestra; 'Kidoodlers,' guests. WABC WKRC WHIO WHAS wjr wbbm wbbm kmcb wcau kmox wadc wbt wcco wgar
9:30—'Jack Oakie's College' with Jack Oakie; Stuart Erwin; Georgie Stoll's Orchestra and guests; 'Swing School' with Benny Goodman's Orchestra. WABC WKRC WHIO WHAS wjr wbbm wbbm wgar wcau kmcb kmox wadc wbt wbf wsa wvj wcco
—Hollywood Mardi Gras: Lanny Ross; Charles Butterworth; Walter O'Keefe; Jane Rhodes; Rhythm Singers; Ruby Mercer, soprano; guests; Raymond Paige's Orchestra. WEAF WSAI WSM who kyw wgy wtm wdf wire kstp wfla wdm wmaq kvoo
—NBC Night Club: Ransom Sherman, m. c., with Roy Shields Orchestra and guests. WJZ WCKY WLS kdka whk wham whk
10:00—General Hugh Johnson, commentator. WJZ WCKY WLS whk wham kdka

10:15—Kidoodlers. WJZ WCKY whk wdm wire wham
10:30—Del Casino, songs. WABC kmox wsbw kmcb
—Phillips Poly Follies. (CBS) wbbm wbbm kmcb wsbw wcco kmcb
—Jimmie Fidler's Hollywood Gossip. WEAF WLW WSM wgy wtm wmaq who kyw wvj wire wfla wdm wbp kvoo wdf kstp
—Celia Gamba, violinist. WJZ WCKY whk wdm wire wham
10:45—National Student Federation Program —'Campus Comment'. WEAF WSAI wgy wtm wdm wire kyw wmaq wvj
—Four Stars, Rhythm Quartet. WABC
11:00—The Pepsodent Program: Amos 'n' Andy. (NBC) WSM wvj wdf wire wmaq
—To be announced. WEAF wgy wtm who wmaq
—Tommy Dorsey and his Orchestra. WABC (WKRC WHIO on 11:15) wjr wadc
—'Poetic Melodies.' (CBS) WHAS wbbm wbbm kmcb wvl wcco
—Charlie Barnett's Orchestra. (NBC) whk wdm wire wham
—Esso News Reporter WJZ only
11:05—Charlie Barnett's Orchestra WJZ whk wdm wire wham
11:15—To be announced. WEAF wgy wtm who wmaq
—King Jesters' Orchestra. WJZ WCKY WLS whk wdm wire wham

Clarence Muse is a happy man. The baritone has been promised free ringside tickets for all of Joe Louis' fights by the Brown Bomber himself. The ducats are in appreciation of Muse's artful handling of the Joe Louis picture, 'Spirit of Youth,' which Muse directed.

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

PROGRAMS FOR WEDNESDAY, JANUARY 12

(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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor; Franklyn McCormack, poetic reader, and orchestra. WABC WKRC wadc wvva wbt wgar wcau
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdkk whk whm wire
—Pepsonet Program: Amos 'n' Andy. WEAFLW wgy kyw who kstp wtm wvj
—Hal Totten, sports. (NBC) wtm wmaq
8:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Nora Cunneen and others. WEAFLW wgy wmaq wtm wire wdf wky who wbp kstp kvoo
—Mr. Keen, Tracer of Lost Persons. WJZ WCKY WLS whk kdkk whm
—"Hobby Lobby," featuring Dave Elman and Harry Salter's Orchestra. WABC WKRC WHIO wcau wadc wgar wjr wfbm wbf
7:30—Horlick's Lum and Abner, comedy sketch. WJZ WLW WLS whk
—Mario Cozi, baritone. (NBC) wave wire wham
—Alistair Cooke, British Commentator. WEAFLW wgy wtm wmaq who wdf kyw
7:45—Boake Carter. WABC WKRC WHIO

WHAS wjr wbbm wgar kmcb wcau kmox wcco wbt
—Charlotte Lansing, soprano and orchestra. WJZ WCKY WLS kdkk whk wave wire wham wowo
—Jean Sablon, songs. WEAFLW wgy wtm wmaq who wdf
8:00—One Man's Family, dramatic sketch. WEAFLW WSM wdf wgy wvj wtm who wmaq wfa wave kvoo wbp kyw kstp
—"The Cavalcade of America"—Don Voorhees and his Concert Orchestra. WABC WKRC WHAS wjr wbbm wgar kmcb wcau kmox wbt wvj wcco
—Roy Shield's Revue; vocalists. WJZ WCKY WLS kdkk whk wham
8:30—Eddie Cantor, comedian; Viola Von; Pinky Tomlin; Jimmy Wallington; Jacques Renard and his Orchestra. WABC WKRC WHAS WHIO wjr wbbm wgar kmcb wcau kmox wadc wvj wcco
—Lady Estner Serenade: Wayne King and his Orchestra. WEAFLW WSM wtm wfa wgy wvj kyw kvoo wbp kstp who wdf
—Skolsky, from Hollywood. WJZ WCKY WLS kdkk whk wham

8:45—Choir Symphonette. WJZ WCKY kdkk whk wowo
9:00—Andre Kostelanetz's Concert Orchestra; Lawrence Tibbett, baritone soloist; Deems Taylor, commentator; Paul Douglas, announcer. WABC WKRC WHAS WHIO wjr wbbm wgar kmcb wcau kmox wadc wbt wfa wvl wcco wsb
—Town Hall Tonight: Fred Allen and Portland Hoffa; Peter Van Steeden's Orchestra; WEAFLW WSM kyw wtm wvj wmaq who wdf kstp wave wfa kvoo wgy wire
—Detective Series. WJZ WCKY whk kdkk wham
9:30—Ben Bernie and All the Lads. WABC WKRC WHIO WHAS wjr wgar wbbm kmcb wcau kmox wadc wbt wvj wcco
—NBC Minstrel Show. WJZ WCKY WLS whk wham
10:00—"Gang Busters," true crime dramatizations. WABC WKRC WHAS wjr wgar wbbm kmcb wcau kmox wadc wvj wcco
—"Your Hollywood Parade"—Dick Powell, m.c.; Rosemary Lane, vocalist; orchestra direction Leo Forbstein; choral ensemble direction Dudley Chambers and guest stars. WEAFLW WSM wgy wtm wmaq kyw wdf who wfa kstp wave wvj wire
—General Hugh Johnson, commentator. WJZ WCKY WLS kdkk whk whk
10:15—Nola Day, vocalist. WJZ WLS whk kdkk wowo wave wire wham

10:30—Patti Chapin, songs. WABC wbbm wgar kmcb wbt wfa wvj wcco
—Waltz Interludes: Ernest Gill, conducting. WJZ WCKY WLS whk kdkk wowo wave wire wham
—"Hobby Lobby". (CBS) WHAS wbbm kmox wcco wvl wsb wgst wfa
10:45—To be announced. WABC wadc wbbm wcco wgar wsb wgst
11:00—Amos 'n' Andy. (NBC) WSM wmaq wdf wtm wvj
—"Poetic Melodies." (CBS) WHAS wjr wbbm wgar kmcb wcco kmox wvj
—William Scott's Hotel Ambassador Orchestra. WEAFLW wgy wtm who kyw
—Benny Goodman and his Orchestra. WABC (WKRC WHIO on 11:15) wadc wsb wbt wgst
—Esso News Reporter. WJZ only
—Earl Hines' Orchestra. (NBC) WCKY whk wave wire wham
11:05—Earl Hines' Orchestra. WJZ WCKY whk wave wire wham
11:15—King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS whk wave wire wham
11:30—Henry Busse's Orchestra. WEAFLW WSM wgy wtm wmaq who
—Richard Humber's Essex House Orchestra. WABC WHIO WKRC WHAS wjr wcau kmcb wadc wbt wfa
—Bert Block's Orchestra. WJZ WCKY whk wave wire wham

MIDNIGHT—Tommy Dorsey and his Orchestra. WABC WKRC WHAS wbbm wgar kmcb wcau kmox
—Eddie Varzo's Hotel Bismarck Orchestra. WEAFLW wgy wtm wmaq who wdf
—Harold Nagel's Orchestra. WJZ WCKY whk wave wire wham
12:30—Lights Out: Mystery drama. WEAFLW WSAI WLS wgy wtm wmaq who
—Henry King's Orchestra. WABC WHIO WKRC WHAS wbbm wgar wadc
—Teddy Hill's Orchestra. WJZ WCKY whk wave wire wham
\* \* \*
Phil Baker will have some unique changes in his program soon but the Sunday night jester refuses to divulge them.

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

PROGRAMS FOR THURSDAY, JANUARY 13

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main grid of radio programs for Thursday, January 13, 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. List of programs including Poetic Melodies, Lang Thompson's Orchestra, and The March of Time.

Programs for Thursday, January 13, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

Curtis Music Concert. A concert, which includes three compositions of Chopin, will be presented by Annette Elkanova, pianist, and Frederick Vogelgesang, violinist.

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

PROGRAMS FOR FRIDAY, JANUARY 14

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Friday, January 14, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Felton, tenor. Franklyn McCormack, 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 Loon, commentator. WEAF
7:45—Boake Carter, news commentator. WABC WKRC WHIO WHAS wjr wgr wbbm kmox wcau wcco kmcb wbt

WEAF WSAI wgy wtam wmaq wvj wdf waf kwj who wire
—Hollywood Hotel: Dramatic Musical Revue; Guests: Frances Langford; Jerry Cooper; Anne Jamison; Ken Niles; Raymond Paige's Orchestra; guest. WABC WKRC WHAS WHIO wjr wbbm wgr wmx kmcb wcau wadc wbt wcco wgst wvl
—To be announced. WJZ WLS WSM wham kdka whk wfla wave wfaa
9:30—True Story Court of Human Relations, dramatization. WEAF wgy wtam wvj kyw who wmaq wdf wfe
—Tommy Dorsey and his Orchestra, with Edythe Wright and Jack Leonard, vocalists; Paul Steward, m. c., WJZ WCKY WLS WSM kdka whk wva wjw wowo
10:00—Paul Martin's Music. WJZ WLW WCKY kdka whk wham wfa
—The Songshop, starring Kitty Carlisle, Frank Crumit, m. c.; Reed Kennedy; Alice Cornett; Songshop Quartet, the 22-Voice Glee Club, direction Ken Christie; 47-piece Orchestra, direction Gustav Haenschen. WABC WKRC WHAS WHIO wjr wgr wadc wbbm wfbm kmox kmcb wcau wsb wvl wcco
—First Nighter: Dramatization starring Les Tremayne and Barabba Luddy; Orchestra, direction Eric Sagerquist. WEAF WLW WSM wvj wave wmaq wtam wdf waf who kstp wfla wfaa kvoo wgy
10:30—Jimmy Fidler and his Hollywood Gos-

sador Orchestra. WJZ WCKY whk wave wire wham
—Teddy Hill's Orchestra. WEAF WLS wgy wtam wmaq who wdf kdka
—Richard Humber's Orchestra. WABC WKRC WHIO wjr wgr wfbm wadc wbbm
12:30—Fletcher Henderson's Vogue Orchestra. WJZ whk wave
—Happy Felton's Orchestra. WEAF WLW wgy wtam wmaq who wdf kdka
—Ted Fiorita's Orchestra. WABC WKRC WHAS wbbm wfbm kmox wadc

The World Is Yours

Episodes from the lives of Rembrandt, Goya, Titian, Raphael, and other master painters whose works will be hung in the new National Art Gallery at Washington, D. C., will be dramatized during "The World Is Yours" program on Sunday, January 9, at 4:30 p. m., (E.S.T.), over NBC.

**Dr. Ken-Rad to Wed**



When Dr. Ken-Rad, radio's ace sleuth, is called to solve a murder mystery over WLW January 30 one of the suspects likely will be his bride of 24 hours. Miss Betty Lee Arnold, formerly of Columbus, Ohio, who is cast in the "Ken-Rad Unsolved Mysteries" programs, and Allen Franklin, who is heard as the radio sleuth, will be married January 29 at the Columbus Country Club.

Their romance blossomed a short time ago when Franklin joined the WLW-WSAI dramatic staff. Miss Arnold has been at the Crosley stations the past three years. Following the wedding a reception will be held at the Columbus Country Club and Mr. and Mrs. Franklin will return to Cincinnati to do the mystery drama at 10 p. m., (E.S.T.) Sunday.

Attending the bride will be Pauline Hopkins, authoress-actress of WLW. Owen Vinon, Miss Hopkin's husband, will be best man. Preceding the wedding Bess McCammon and Miss Hopkins will be hostesses at a cocktail party for the betrothed January 15.

Miss Arnold is the daughter of Mr. and Mrs. R. E. Hoffines of Columbus and Mr. Franklin is the son of Mrs. D. A. Lytel, Tyro, Kansas.

**Zona Gale To Discuss "American Fiction" On "American School of Air"**

"American Fiction" will be the topic of a discussion by Zona Gale, accepted as one of the greatest authorities on the subject, over CBS, Tuesday, January 11, from 2:30 to 3:00 p. m., (E.S.T.). Miss Gale has long been hailed by critics as one of the finest writers in the school that deals with American life.

She has several successful plays to her credit in addition to six novels, a volume of poems and innumerable essays and short stories. One of her one-act plays will be presented during the program which is a portion of the literature curriculum of the "American School of the Air."

**MacDonald Returns To "Open House," January 9**

Jeanette MacDonald, soprano star of the screen, will make her long-delayed return to the "Open House" over CBS Sunday, January 9, from 7:00 to 7:30 p. m. (E.S.T.).

Miss MacDonald was to have returned last Sunday, but she was held on location for her new motion picture. Wilbur Evans, baritone, and Josef Pasternack's orchestra will accompany her.

**Mrs. Franklin D. Roosevelt Is Guest on Magic Key**

Mrs. Franklin D. Roosevelt will be the featured guest on the Sunday, January 9 broadcast of "The Magic Key" program. For the second time within three weeks, Joan Edwards, attractive singer, will be guest during the broadcast.

Carl Hartman also will be heard during the program. Mrs. Roosevelt had been scheduled to speak several weeks ago but was unable to do so because of her trip to the West which she took in order to be with her daughter. Her appearance will be by means of a two-way radio conversation between herself in Washington D. C., and Linton Wells in New York City.

**Association Broadcast**

A special round table discussion, in connection with the convention in Cincinnati, January 14-15, of the Better Business Bureau Association, will be broadcast by WCKY from its Netherland Plaza studios at 9:00 p. m. (E.S.T.) Friday, January 14.

Taking part in the discussion will be Edward L. Greene, manager of the National Better Business Bureau; Karl T. Finn, manager of the Cincinnati Better Business Bureau, and Ralph H. Quinn, chairman of the Board of Directors of the National Association of Better Business Bureaus.

They will discuss the aims and purposes of the Better Business Bureaus and their efforts to protect the public against fraud.

**New Show for Blackface Pair**



On January 3, Amos 'n' Andy, shown above in a new photograph, changed sponsors for the first time in many years. The program, however, will be heard at the usual time.

**Conservatory Broadcast**

Two string groups, one including a harmonium, and Hubert Kockritz, baritone, accompanied by Miriam Otto, will present the concert of the Cincinnati Conservatory of Music in the broadcast over CBS Saturday, January 8, from 11:00 a. m. to 12:00 noon (E.S.T.).

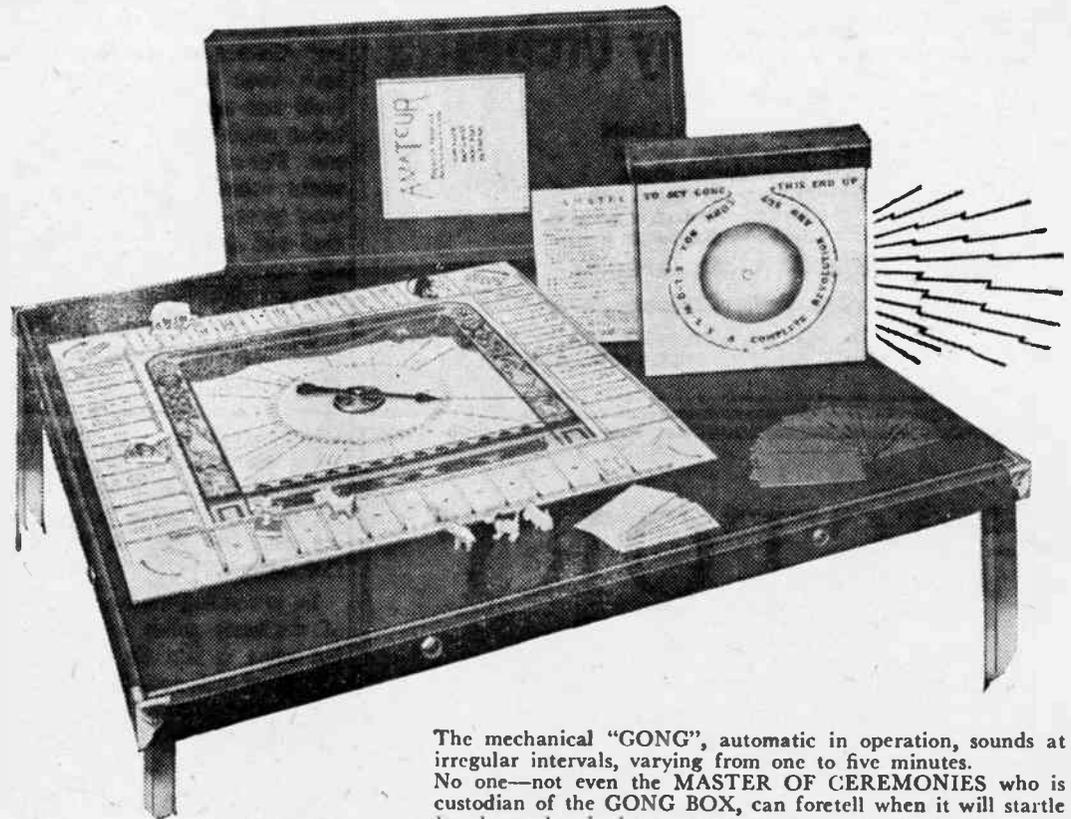
The first group, consisting of Helen Thacker and Jean Grubbs, violins; Charles Moeller and Sari Fromkin, violas; and Henry Cornely, Jr., and Kathleen Wiltze, violoncelli, will play Gliere's Sextet No. 2, Opus 7, in B minor.

Kockritz' selections include Richard Trunk's "Idyll," "Maria," "The Dream," by Edward Horsman, and "Miniver Cheevy" by Wintter Watts. The offering by the second group, composed of Dominico Scappucci and Howard Walters, violins; Victor Rice, violoncello, and Margaret Parsons, harmonium, will be Dvorak's Bagatelles, Opus 47.

**Sensational New Game of**

**Thrills • Excitement • Fun • Suspense**

The object of the game is to complete the circuit of the LADDER TO FAME, encountering, in the climb, a succession of hazards, joys, disappointments, breath-taking surprises and nerve-tingling suspense, in anticipation of the GONG sounding unexpectedly, to set the AMATEUR, in play at the time, back at the Bottom of the Ladder. From two to eight may play.



The mechanical "GONG", automatic in operation, sounds at irregular intervals, varying from one to five minutes. No one—not even the MASTER OF CEREMONIES who is custodian of the GONG BOX, can foretell when it will startle the players by ringing.

The game is a veritable Tornado of Hilarity and Clamorous Entertainment. Outfit consists of richly colored Game Board, non-skid Spinner, package of "Try Your Fortune" cards, eight cleverly designed Tokens, Instruction Sheet, the Automatic GONG, all neatly arranged and individually boxed.

RADIO DIAJ.,  
22 East 12th Street,  
Cincinnati, Ohio.

Dear Sir:—Enclosed is \$2.00 for which send me POSTPAID the game Amateur.  
 Enclosed is \$3.00 for which send me POSTPAID the game Amateur and a one year's subscription to RADIO DIAJ.

Name .....  
Street .....  
City..... State.....

# RADIO DIAL CONTEST CLUB

by The Contest Reporter

Ned Belcher asks, "How's Your Contest English" in January Nuggets, and appropriately so we think after reading the entire article. Here are some of the high points.

"In writing statements, slogans and short letters one should look to the technical, grammatical phraseology as well as the idea. Of course, the idea may be the vital point, but many excellent ideas have been discarded because the entry got off to a poor start in the wording. Judges are human, as someone has said, and after reading over some steen thousand entries one can readily understand that even the start of your entry may make or break you."

"Let us take the short letter for consideration. If the entry starts off the same as thousands of others, your effort is very likely to be sidetracked. When you have a good idea, a novel

idea, dress it up in direct simple clothing. Not flowery language! Just plain, sensible, sincere talk.

"When the wording casts an ambiguous shadow over a nice idea it dims its lustre, and certainly nice ideas should NOT be dimmed in contest entries.

"First write your entry just as it comes to you. Then give it the intelligence test. Is it a GOOD idea? If it is trite, overworked, you may as well discard it and save the judges the trouble.

"Secondly, look for repetition. If you are writing about Camay avoid using the word "skin" too often. Say the same thing if you MUST, but at least word it differently. Correct English need not be flowery. It may be simple, decisive, terse. Flowery writing often includes unnecessary phrases, words and thoughts.

An Outstanding Event In Cincinnati's Musical History

## BRAHMS CYCLE

BY THE

## Cincinnati Symphony Orchestra

AND

Jan. 21-22—Robert Casadesus, Pianist  
Jan. 28-29—Jascha Heifetz, violinist  
Feb. 4-5—Artur Schnabel, pianist  
Feb. 11-12—May Festival Chorus, with  
Jeannette Vreeland, soprano, and  
Alexander Kisselburgh, barytone

EUGENE GOOSENS, Conducting

In the Principal Works of Johannes Brahms

CYCLE TICKET PRICES—First Floor, \$10, \$8, \$6; Balcony, \$8, \$6, \$5; Gallery, \$3, \$2. 101 Gwynne Bldg., CH 6146. ORDER NOW, PAY LATER.

# HISTORY

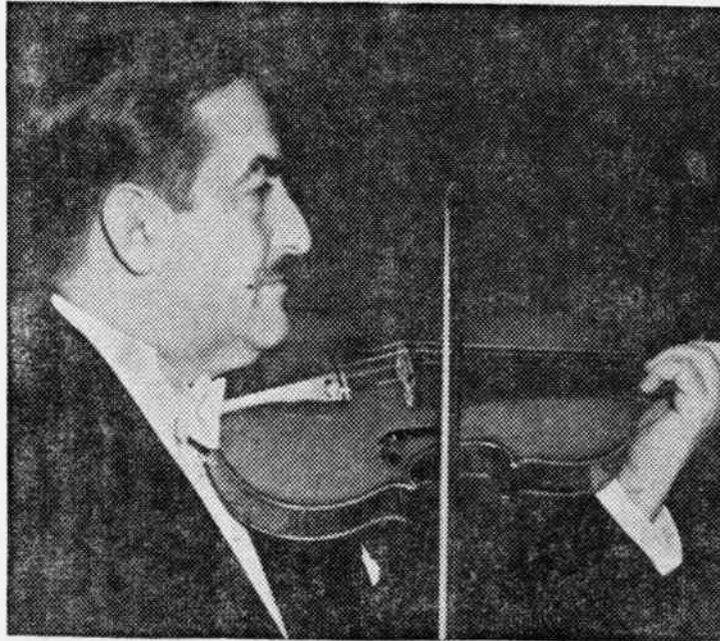
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# MAKING

# WCPO

FIRST WITH THE LATEST NEWS

## Also Uses a Baton



Marek Weber, well known European maestro, took up the baton on the Contented program January 3, replacing Frank Black. Weber is often referred to as the Toscanini of popular music.

"In show card writing there is a rule that the main thought should stand out. All other matter should be subordinated to the main line. The same rule should apply to any writing that must, of necessity, be brief. When writing one hundred words, or less, we have none to waste. The main idea is the thing."

The General Electric "Better Living" Contest is over and all awards have been made, but that within itself does not tell of the most interesting angle of this remarkable contest. For a period of some 10 to 12 weeks valuable merchandise awards were given for best letters with the final and grand prizes to be electrically equipped homes valued at \$12,000 and \$8,000 respectively.

Due to what appears equally meritorious entries selected for the two top grand prizes, General Electric declared another \$12,000 prize as a tie and stepped up the next ranking entry to \$8,000. Winners of the "ties" of \$12,000 electrically homes are Mrs. C. Wallace Smith of Clayton, Ga., and Prof. A. M. Brant of Columbus, Ohio.

In contesting circles the payment of duplicate prizes is always news, but when it hits the very top in a contest of such magnitude as General Electric that's real news. A pat on the back for G. E.

The New York Post, long a contest addict, is currently making its biggest splash. They offer to double your size money if you send in ads clipped from the Post together with sales slips representing \$5 worth of purchases these ads prompted.

Rural Radio, a magazine still in the embryonic stage, and catering to those who live out in the open space is using a contest to help get started. For a suitable slogan to be used as a sub-head for Rural Radio, \$500 will be paid, with probable secondary

## Ormandy To Conduct Philadelphia Orchestra

Eugene Ormandy, permanent conductor of the Philadelphia Orchestra, will direct that orchestra in its bank sponsored concert on Monday, January 10, from 9:00 to 10:00 p. m., (EST), over NBC. Ormandy has programmed Buxtehude's "Passacaglia" to open the concert, followed by the Prelude and Liebestod from Wagner's "Tristan and Isolde."

"Le Repos de la Sainte Famille" from Berlioz' "L'Enfance du Christ" will be heard next, with Ernest McChesney singing the tenor role. The Scherzo from Mendelssohn's "Midsummer Night's Dream," and the Polka and Fugue from Weinberger's "Schwanda" will be the concluding works on the concert.

The broadcast will originate in the Academy of Music in Philadelphia.

prizes to the runner-ups. The introduction and promotion is being undertaken by a large group of powerful radio stations throughout the country, of which WLW is one. A qualifying fee is charged which entitles one to a year's subscription to the magazine.

What's a good name for the amusement zone at a World's Fair? That is the problem today confronting officials of the Golden Gate International Exposition, scheduled to open its doors in February, 1939, on a 430-acre man-made "Treasure Island" in the middle of famous San Francisco.

\$1,000 will be paid to the person who submits the best name, or the winning idea. It closes February 18, 1938, and must not exceed 3 words. Send entries to World's Fair Contest Committee, Treasure Island, San Francisco. As many as you like but on separate sheets of paper.

One of the big three in newspaper contests is out with another big one. W. R. Hearst of The American

## Phillips Lord Leaves "Gang Busters"; Replaced By Former Police Chief

Colonel H. Norman Schwarzkopf, noted criminologist and former head of the New Jersey State Police for 16 years, will take over Phillips H. Lord's duties in the "Gang Busters" program commencing Wednesday, January 12.

The change will allow Lord more opportunity to devote to behind-the-scenes—writing, directing and supervising. Schwarzkopf substituted for Lord last March during the latter's vacation, so his assignment is not new to him.

## Tokatyon, Operatic Tenor, Others On "Hammerstein Music Hall" Broadcast

Armand Tokatyan, noted operatic tenor; Mrs. Pat Campbell, famous actress; Bob Schaeffer, popular singer in the new Ed Wynn show, "Hooray for What"; and Jean Ellington, prominent night club vocalist, will be the stellar guests of "Hammerstein Music Hall" over CBS Friday, January 7, from 8:00 p. m., to 8:30 p. m., (EST).

Ted Hammerstein will introduce the stars who are to present a variety of songs, ballads, and sketches. Other highlights include orchestral selections and the humorous skits of Jerry Mann.

## "Hall" Guest

Rose Bampton, the opera singer who likes the "Music Hall" just as much as the company of Crosby and Burns like her, will make a guest appearance on that program, January 20.



Rose Bampton

Miss Bampton holds the record among singers for the greatest number of appearances on the "Hall" broadcasts besides being an accomplished professional in the use of what is rapidly becoming known as the Crosby language—that peculiar combination of "Bingisms" and the argot of the film and radio studios in Hollywood.

Weekly offers a lifetime annuity of \$100 a month for best letters based on stories and departments carried in the Sunday supplement which goes out with all Hearst papers. For full details one should read issue of January 2nd, or 9th.

In addition to this "life pension" many other attractive cash prizes are offered in this latest of the big three. The so-called big three are Bernarr Macfadden, Arthur and William R. Hearst.

### Toscanini Continues As Guest Conductor With NBC Orchestra

Arturo Toscanini, world-famous conductor, who is making radio history as director of the NBC Symphony orchestra, will open his third concert with Mozart's overture to "The Magic Flute," Saturday, January 8, at 10:00 p. m. (E.S.T.).

Beethoven's "Pastoral" Symphony, a title supplied by the composer himself, will follow. This sixth of Beethoven's nine symphonies is in F Major and bears Opus Number 68. The subtitles are: I. "Awakening of serene impressions upon arriving in the country;" II. "Scene by the brookside;" III. "Jolly gathering of the country folk: Thunderstorm: Tempest;" and IV. "Shepherd's song: Gladsome and thankful feelings after the storm."

The other two selections for the concert will be Saint-Saens' "Danse Macabre," a jovial interpretation of a gruesome subject in which the French composer has given a musical translation of the Henri Cazalis poem; and Debussy's "La Mer," a work of three symphonic sketches, which comprise the composer's impressions "From Dawn until Noon at Sea," "Frolics of Waves" and "Dialogue of the Wind and Sea."

### Kubik, Soloist With Rochester Orchestra

Gail Kubik, violinist, will be soloist with the Rochester Civic Orchestra, Guy Fraser Harrison conducting, during the matinee concert on Monday, January 10, from 3:00 to 4:00 p. m. (E.S.T.), over NBC.

Kubik will play his own composition, Concerto for Violin and Orchestra. Harrison will conduct the Overture to Weber's "Oberon" to open the concert. This will be followed by Scherzo, Opus 45, by Goldmark, and Norwegian Rhapsody by Lalo.

"Two Elegica Melodies" by Grieg and the Overture to Verdi's "La Forza del Destino" will be the concluding compositions on the full-hour concert.

### Goossens To Conduct Children's Concert

Eugene Goossens will direct the Cincinnati Symphony Orchestra in a children's concert of familiar classics to be broadcast from Music Hall in Cincinnati over CBS Tuesday, January 11, from 3:30 to 4:30 p. m. (E.S.T.). Theo Gannon is to be the commentator.

The program lists Weber's "Oberon" Overture; the Largo from the "New World" Symphony of Dvorak; Tchaikowsky's "Nutcracker" Suite; the Alborado by Ravel; Grieg's Elegiac Melody, and Two Caucasian Sketches of Ippolitov-Ivanov, consisting of "In the Village" and "March of the Sardar."

### Guest of Ameche's



Margaret Sullivan will appear in a short dramatic skit with Don Ameche as well as a personal interview with Charlie McCarthy, when she visits the program, Sunday, January 9.

### Grace Moore, Douglas Star In "Enter Madame" For "Radio Theater"

Grace Moore, operatic and film star, will make her first appearance of the season in a dramatic role when she takes the lead in "Radio Theater's" production of "Enter Madame" over CBS Monday, January 10, from 9:00 to 10:00 p. m. (E.S.T.).

Miss Moore who will enact the part of an opera singer, is to co-star with the well known film player, Melvyn Douglas. The play will give Miss Moore the opportunity to sing several operatic arias and songs. As usual, the production will be directed by Cecil B. DeMille.

### Must Get Tickets

Due to the fact that the studios have been overcrowded by hundreds of persons seeking admittance to the broadcasts of the Coon Creek Girls' band, WCKY has been obliged to restrict admission to those holding tickets. These will be issued to listeners upon request by mail.

The Coon Creek Girls appear over WCKY daily, except Saturday and Sunday, from 11:30 a. m. to 12 noon (E.S.T.), in their original hill-billy music, accompanied by Aunt Idy Harper, the sage of Pinch-'Em-Tight Hollow, Ky.

### Slenczynski, 12-Year-Old Genius, Symphony Guest

Ruth Slenczynski, 12-year-old genius of the piano, who will play with the Cincinnati Symphony Orchestra on Friday afternoon and Saturday evening of this week, has thrilled music lovers in America and abroad with her ability to play any of the great piano works.

This miniature master of the keyboard was without a doubt born for the piano. When she was sixteen months old she could recognize and hum compositions by Bach, Beethoven and Mozart which she heard her father play for her on the violin. At the age of three she knew the rudiments of theory and harmony. At the age of four she had committed to memory twenty-one compositions by Bach, Mozart, Beethoven, Haydn, and Schumann.

Ruth made her first public appearance when she was four years old at Mills College, Oakland, California. Then followed sensational debuts in Berlin at the age of six, in Paris at seven, and in New York at eight. This appearance is her first with our Symphony Orchestra. Her only other Cincinnati visit was several years ago, when she appeared as one of the recitals on the Artist Series.

### Beverly Lane, 18-Year-Old Opera Discovery, To Be Soloist; Reiner To Conduct Program

Beverly Lane, 18-year-old Chicago schoolgirl soprano will make her radio debut as guest soloist on the "Sunday Evening Hour" program, the orchestra to be under the direction of Fritz Reiner, who will be making the first of seven guest appearances with that program.

The soloist is a high school student whose vocal talents have won much acclaim from critics and the public. On December 8th, Miss Lane sang the role of Gilda opposite Lawrence Tibbett in Verdi's opera "Rigoletto" with the Chicago Civic Opera. She will present a group of operatic selections and familiar ballads.

W. J. Cameron is to speak briefly during the intermission.

Overture to "Euryanthe".....Von Weber Orchestra  
Una Voce Poco Fa, from "The Barber of Seville".....Rossini Miss Lane and Orchestra  
Slavonic Dance in A Flat.....Dvorak Orchestra  
Danse Macabre.....Saint-Saens Orchestra  
Doll song, from "The Tales of Hoffman".....Offenbach Miss Lane and Orchestra  
In the Luxembourg Gardens.....Manning Miss Lane and Orchestra  
Musetta's Waltz from "La Boheme".....Puccini Miss Lane and Orchestra  
Overture from "Mignon".....Thomas Orchestra  
When Wilt Thou Save the People...Booth Miss Lane, Chorus, Audience, and Orchestra

### Contented Hour

Marek Weber, distinguished Viennese conductor, opens the "Contented Hour, Monday, January 10, with Strauss' famous waltz, "Wine, Woman and Song" by the orchestra. Mme. Kurenko, known on both sides of the Atlantic as "the Russian Nightingale", follows with the aria, "Connais Tu le Pays" from the opera "Mignon" by Thomas.

As the concert's finale, the orchestra and vocal ensemble offer a medley of Russian gypsy romances which includes "Black Eyes", "Tears in My Heart" and "The Pretzel Vendors Song", the captivating strains of Weber's violin being heard in the solo parts. He also offers as a solo Lesson-Valerio's "To-Night".

The Continentals, with Bob Childre accompanying, will sing Fritz Kreisler's "Old Refrain", and Opal Craven, the Lullaby Lady, chooses a slumber song by Mozart. A further orchestral selection will be Robert Stolz' song of Alsace-Lorraine, "Farwell, My Little Officer of the Guard."

### SHOOTING STARS

(Continued from Page 4)

Milt doesn't have a filling in his mouth... and he's fortyish, too. KRC General Manager John McCormick spent the holidays in the Windy City. Jeannine Macy "Hail-Columbiaing" it these days.

THUMBS UP: Rather new WLW show... Front Page people. Like having your secretary

bring out past correspondence when a letter arrives at the desk... a complete resume of the background and past news events in the lives of the people on the front page each day... will never help improve the memory, though.

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

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### Chasins Music Series To Commence 4th Year

The Chasins Music Series, conducted by Abram Chasins, talented American composer-pianist, will begin its fourth year as a network feature on Saturday, January 8, from 12:00 Noon to 12:30 p. m., (E.S.T.), over NBC, including WLW.

As in past years, Chasins will endeavor to explain the life and works of master composers in a simple, interesting manner. He aims, he said, to get away from the stereotyped, pedagogical viewpoint and put things in language anyone can understand. The program procedure will be for Chasins to play a number, giving appropriate comment on its style.

Chasins spent all of the intervening time between the conclusion of his NBC series in May and the present one in creative work. He has finished his Second Piano Concerto and will give the work its world premiere with the New York Philharmonic in April. He also conducted a master class during the Summer, for teachers and advanced students from all parts of the United States.

Still in his early thirties, Chasins has won an enviable position in the world of music. Composer of more than eighty musical compositions which have been performed by Toscanini, Hofmann, Stokowski, Gabilowitsch, Elman and Zimbalist, he also is recognized as one of the world's leading authorities on the life and works of Chopin.

However, he has expressed his refusal to become hemmed within the boundaries of music alone. "Everything in the world interests me," he said, "and if I had to devote all of my time and interest to music, I would consider my life misspent."

### Brahms Cycle

The Cincinnati Symphony Orchestra will introduce an important innovation this season, in the form of a series of special concerts, to be known as a "Brahms Cycle." There will be four programs, all devoted exclusively to the works of Johannes Brahms. Each will feature distinguished soloists.

Theo. F. Gannon, manager of the Orchestra, announced the dates and soloists for these special concerts as follows: January 21 and 22, Robert Casadesus, eminent French pianist, soloist; January 28 and 29, Jascha Heifetz, violinist, soloist; February 4 and 5, Artur Schnabel, pianist, soloist; and February 11 and 12, the Cincinnati May Festival Chorus, directed by Alfred Hartzell, with the Orchestra, and Jeanette Vreeland, soprano, and Alexander Kisselburgh, baritone, soloist. The final pair of concerts, February 11 and 12, will both be in the evening; the others on Friday afternoons, at 2:45, and Saturday evening at 8:30.

This Brahms Cycle is entirely separate and apart from the regular Symphony season. Season tickets for the four programs are priced at \$2, \$3, \$5, \$6, \$8, and \$10. Information regarding reservations may be obtained by writing Cincinnati Symphony Orchestra, 101 Gwynne Building, Cincinnati, Ohio.

#### AROUND THE DIAL

(Continued from Page 5)

tizations of the top news events of 1937 by the networks were handicapped by trying to beat the gun. CBS aired its version Christmas Eve, and NBC on Dec. 26. Being out of mood with the Yuletide, they attracted far less attention than they would nearer New Years. Having an

audience is more important than being on the air first.

Year-end publicity from both the networks dwells heavily on the construction of bigger and better Hollywood studios to house the bumper crop of programs from the film capital. But some of the boys who keep an ear close to the ground say Hollywood has already had its day as a program center. They predict that more and more radio shows will trek

back to New York in 1938. If they're right, what's to become of the bigger and better studios?

That new daytime serial, The Woman In White, shouldn't be confused with the Wilkie Collins mystery classic. Probably the title can be appropriated because the copyright has expired on the Collins masterpiece.

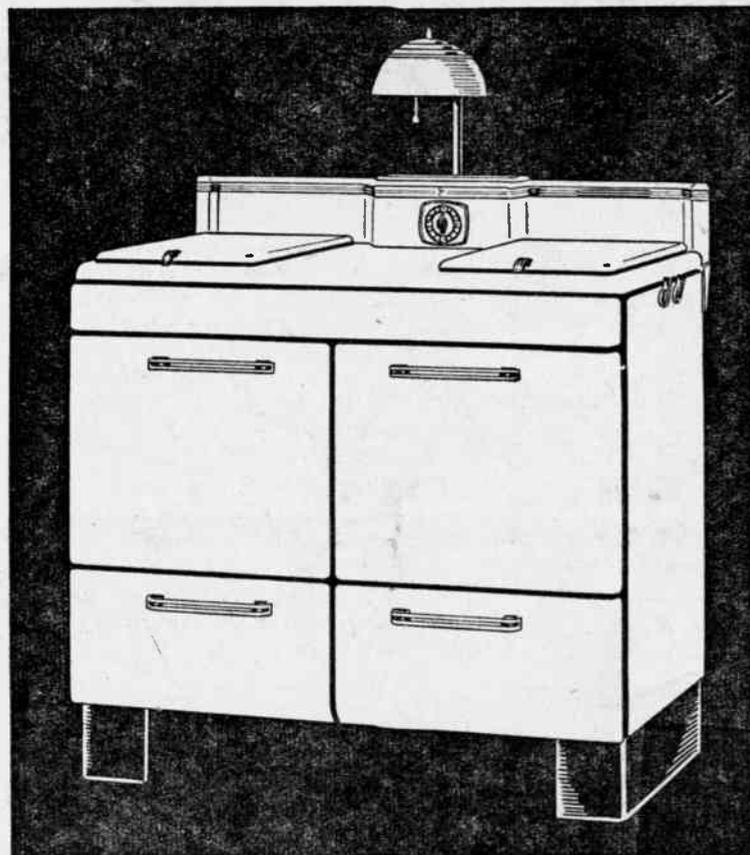
The occasional guest-announcing of Lisa Sergio should dispel the wide-

spread notion that women just don't belong in front of a microphone. Though wholly feminine, her manner is simple and straightforward. In addition to perfect pitch and pace, she has an enunciation as sure as it is easy. In short, she's just about the ideal woman radio announcer. Yes, Italy, not the land of "equal rights," produced her. Maybe Italy is the place for the shrill raspers, the honeyed, drippers and the hoarse emoters who infest the American air

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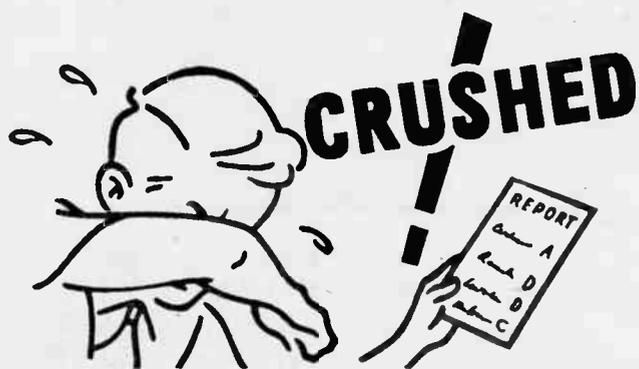
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