

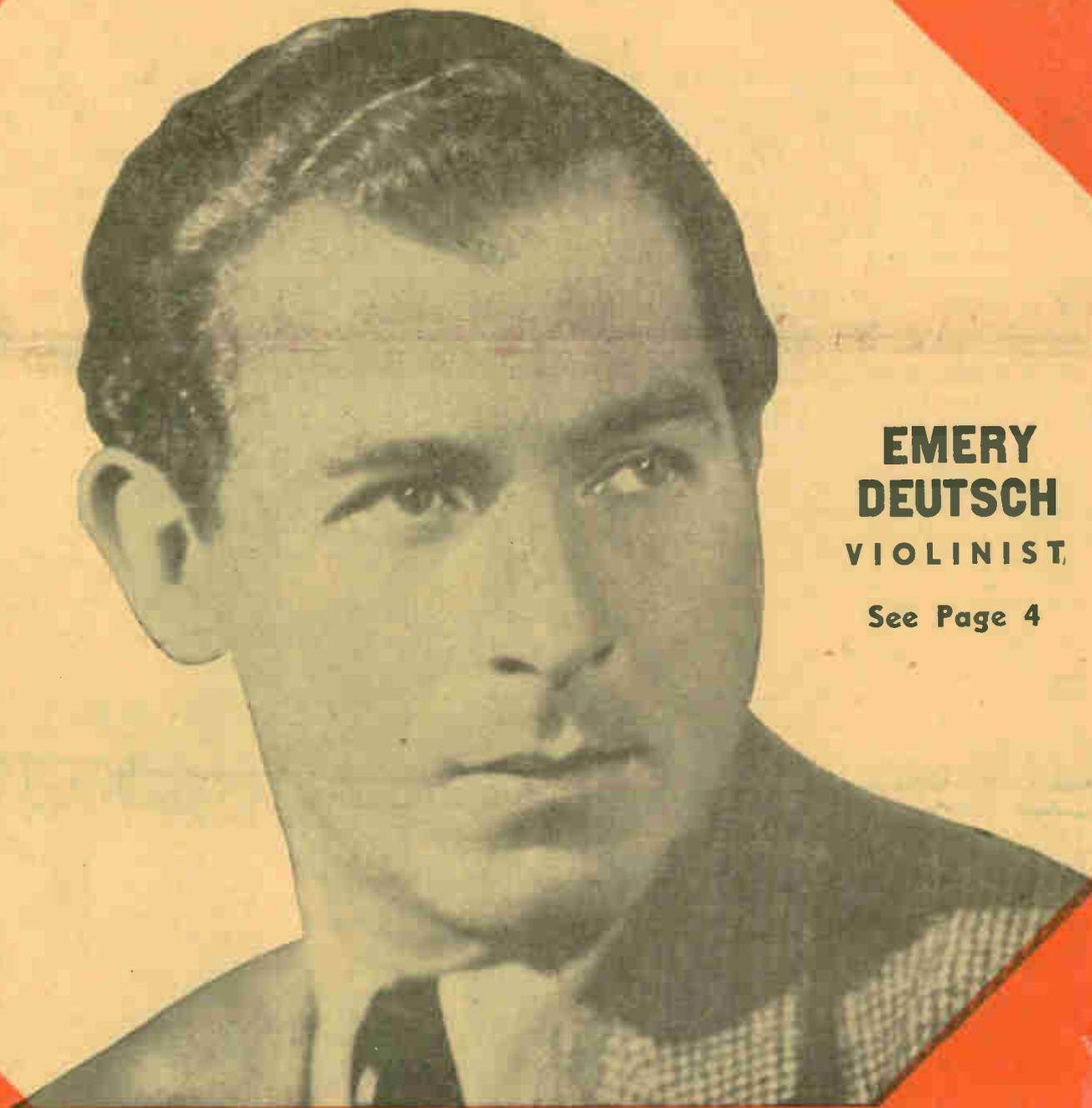
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GO BEHIND THE SCENES OF RADIO WITH BILL BAILEY See Page 4

5¢

Radio Dial

WEEK ENDING JANUARY 28, 1938



**EMERY
DEUTSCH**
VIOLINIST,

See Page 4

RADIO LIGHTS

GUESTSTARS OF THE WEEK: Richard Barthelmess will be heard on Friday, January 21. . . . Gladys Swarthout to be interviewed by Elza Schallert before leaving for New York where she will begin season with the Metropolitan Opera Company . . . she just completed her fourth motion picture, "Romance in the Dark." . . . Arlene Hershey, soprano, will be soloist with the Rochester Civic Orchestra. . . . Richard Crooks, operatic tenor, guest soloist with "Sunday Evening Hour." . . . John Smith, brilliant 15-year-old clarinetist of Port Washington, New York, with Frank Simon's Arnicco Band. . . . H. H. Heimann of the Department of Commerce's Business Advisory Council is guest speaker on "Story of Industry." . . . Apollo Boys Choir on "Columbia Chorus Quests." . . . Duke Ellington's orchestra and Sidney Phillips, saxophonist, guests on "Saturday Night Swing Club." . . . Sidney G. McAllister in a talk about industry's contribution to the American standard of living on "Voice of Niagara." . . . Columbia Workshop presents "Alexander the Great," written by the class in radio script writing at N. Y. U. . . . Norman Gordon, guest vocalist with Richard Himber's "Hit Parade" orchestra. . . . Edward G. Robinson will present "Big Town" from New York since he is there for a two-week period. . . . Edward Everett Horton, one of radio's most sought after guests, goes to Al Jolson show this week. . . . Lou Holtz guesting for Al Pearce's gang who will soon leave on a round-the-country tour. . . . Adolphe Menjou and Veree Teasdale, Stoopnagle and Budd to visit Jack Oakie. . . . William Fay, station manager of WHAM, Cleveland, to try vocals on "Music Is My Hobby." . . . Adolphe Menjou to make another appearance when he visits "Calling All Stamp Collectors." . . . St. Peter's College in Newark, and Georgian Court College in Lakewood, will compete in NBC Spelling Bee. . . . George Stewart will speak on "Learning" during the "Call to Youth" program, Saturday. . . . Dr. Lynn Harold Hough, Dean of the Drew Theological Seminary, and Rabbi Harry J. Stern, of the Temple Emanu-El, Montreal, Canada, will be the "Church of the Air" speakers. . . . Clyde Barrie will make a return appearance with "Magazine of the Air." . . . "Exits and Entrances," one of the most popular features of the "American School of the Air" will conclude its 1937-38 term. . . . Margaret Speaks, young American soprano, to be soloist with "Voice of Firestone" program.

MODERN CINDERELLA IN DEMAND: Is there one modern Cinderella amongst the millions of radio listeners—or does every woman secretly harbor desires that are seemingly beyond her reach? This question will be answered before February 8th for the FIRST TIME IN RADIO HISTORY

Miss Elizabeth Arden, known the world over as the foremost authority on beauty, has announced a contest via her "Music of Romance" program heard every Tuesday evening at 10:00 p. m. (E.S.T.), over the Mutual network and starring Eddy Duchin and his orchestra.

Really in search of a modern Cinderella, the contest might be called "A Dream Come True." It is based on the fact that Miss Elizabeth Arden feels there are countless numbers of women in America whose "Dream Come True" would be—

- 1) A trip to New York with first class accommodations.
- 2) A three-week stay in New York at the very best Hotel.
- 3) A complete course of beauty treatments from top to toe in Elizabeth Arden's Fifth Avenue Salon.
- 4) A private limousine and chauffeur.
- 5) Her clothes styled by Elizabeth Arden.

Three weeks of an exciting New York—Entertainment—Parties—Every moment a dream—ALL Free.

The conditions are simple—Elizabeth Arden asks all women, "What is your most personal beauty problem and why haven't you overcome it?"

They should write the answer to this question directly to Miss Elizabeth Arden, Fifth Avenue, New York. Every woman who writes will receive immediately a souvenir from Elizabeth Arden—one of her powder puffs, containing a generous sample of Illusion and Cameo powders.

The writer of the very best letter mailed on or before February 8, 1938, will "Have Her Dream Come True"—and New York will be hers for three weeks.

NEWS AND NOTES: Tommy Riggs has been signed to a Universal pictures contract. . . . Eleanor Jarrett will discuss making movies under water on "For Men Only," January 24. . . . Johnny the Call Boy is back on the air after a brief illness. . . . Jack Benny's San Francisco broadcast netted a request for 3,000 tickets. . . . The Voice of Experience employs four secretaries to handle his mail. . . . Dr. Frank Black will be permanent conductor of the "Cities Service Concerts" beginning February 4. . . . 170 people were auditioned for the eight roles in the "Those We Love" show. . . . Fred Waring's Pennsylvanians really made a comeback by breaking all attendance records at New York's Paramount theatre and many

New Dramatic Star



Nan Grey was chosen after an intensive search to play the lead role in "Those We Love," the new serial heard over NBC, including WCKY and WLS, Tuesdays, at 8:00 p. m. (E.S.T.).

Lily Pons To Star With John Charles Thomas In Metropolitan Matinee of "Barber of Seville"

Rossini's rollicking "Barber of Seville" will be given its first Metropolitan Opera performance in six years when it is broadcast on Saturday, January 22, from the stage of the Metropolitan, beginning at 1:55 p. m. (E.S.T.), over NBC, including WCKY, WLW and WSM.

Lily Pons will sing the role of Rosina, and John Charles Thomas will be heard as the immortal barber, Figaro. Bruno Landi, tenor, will sing the Count of Almaviva, Pompilio Malatesta, basso, will have the role of Rosina's guardian, Dr. Bartolo, and Ezio Pinza will be the music master, Don Basilio.

Gennaro Papi will conduct. The broadcast will mark the beginning of Miss Pons' eighth season at the Metropolitan Opera House, and also will be the third Metropolitan revival to be heard over NBC this season.

CAST OF "BARBER OF SEVILLE"

The Count of Almaviva . . . Bruno Landi, tenor
 Dr. Bartolo . . . Pompilio Malatesta, basso
 Rosina . . . Lily Pons, soprano
 Figaro . . . John Charles Thomas, baritone
 Don Basilio . . . Ezio Pinza, basso
 Florello . . . Wilfred Engelmann, baritone
 Berta . . . Irma Petina, mezzo-soprano
 An Official . . . Giordano Paltrinieri, tenor
 Conductor . . . Gennaro Papi
 Chorus Master . . . Fausto Cleva
 Stage Director . . . Desire Defrere

Cincinnati Symphony Begins Brahms Cycle

The Cincinnati Symphony Orchestra this week inaugurates its widely heralded Brahms Cycle—a special season of four pairs of concerts devoted exclusively to the major works of Johannes Brahms.

In spacious, historic Music Hall, the Orchestra, under the baton of Eugene Goossens, will present, at 2:45 o'clock Friday afternoon and 8:30 o'clock Saturday evening, a program consisting of the famous "Academic Festival" Overture; the Symphony No. 3 in F-major, and the Piano Concerto No. 2 in B-flat major.

WKRC will feed the Friday afternoon program to the Columbia network from 3:00 to 3:35 p.m. (E.S.T.) when Lee Bland acts as commentator.

Robert Casadesus, eminent French pianist, will be the soloist of the occasion. Although Casadesus has won world-wide fame and has made one previous tour of America, this will be his first Cincinnati appearance.

Jascha Heifetz, pronounced by many critics as the greatest living violinist, will be the soloist at the second pair of concerts of the Brahms Cycle, on Friday afternoon and Saturday night, January 28 and 29. He will be heard in the Violin Concerto in D-major.

Conductor Goossens also has programmed for these concerts Brahms' Fourth Symphony and the Variations on a Theme, by Haydn.

Ticket prices for each of the concerts range from 50 cents to \$3. Reservations may be made by communicating with Ralph H. Kunkle, Symphony ticket manager, 121 E. Fourth St., Cincinnati.

Answer Questions



WCKY's telephone switchboard buzzes incessantly every weekday afternoon from 4:30 to 5:00 o'clock (E.S.T.) when Bill Dye and his Information Bureau go on the air. Bill and his assistants, John Reynolds and Virginia Golden (left to right) endeavor to answer "right off the bat" questions phoned in by listeners direct to the telephone at the microphone.

ANDERSON'S 2ND PLAY TO BE AIRED

"Mad Russian" Really Gets Mad



Here is Bert Gordon, the "Mad Russian," of Eddie Cantor's show heard every Wednesday night over CBS, including WKRC, WHAS, and WHIO, at 8:30 p. m. (E.S.T.).

Play Involves Lives Of Prisoners In Russian Revolt

Maxwell Anderson, distinguished American playwright, has just completed his second original radio drama, "Second Overture," written especially for the National Broadcasting Company, which will be presented over that network on Saturday, January 29 from 9:30 to 10:00 p.m. (EST).

The scene of the one-act play is a small damp cellar in the city of Tiumen, East of Moscow during the Russian Revolution in 1918, where a small group of refugees are huddled together, surrounded by armed guards, awaiting disposition at the hands of the authorities who have taken them prisoner.

Part in verse, part in prose, but always in brilliantly dramatic terms, Maxwell Anderson delineates their fate, presenting at the same time a stirring argument for tolerance and sanity in social justice.

The characters in the play include Princess Thalín and her two daughters, Olga and Katerina; their butler, Krug; Lugan, a peasant; Colonel Lvov, a young officer; Adam a lawyer; Rostov, former lieutenant in the Russian Army; Revel, a lad of the twenties; General Plehve, a retired officer; Bishop Andre; Gregor, an exile escaped from the Siberian mines; and Charash, a commissar of the revolution.

In the cast will be Mariana Fiory, Helen Walpole, Adele Harrison, Waldemar Kappel, Stanley Waxman, Charles Webster, Mogran Farley, Burford Hampden and George Gaul, all of whom have had long experience in the theater and radio.

Council of Jewish Women Celebrate 45th Anniversary

The forty-fifth anniversary of the National Council of Jewish Women, the oldest organization of its kind in the United States, will be observed in a special broadcast, from New York and Pittsburgh on Wednesday, January 26, from 9:30 to 10:00 p.m., (EST), over NBC, including WCKY and WLS.

George T. Messersmith, Assistant Secretary of State, principal speaker at the celebration banquet to be held in the William Penn Hotel, Pittsburgh, will be heard during the broadcast. From New York, the program will include a dramatization, entitled "Council on Parade," depicting the activities of the National Council of Jewish Women during its forty-five years of existence.

Stars of "Double Everything"



Vocal duets by the Bailey Sisters are regular highlights of the "Double Everything" program over CBS, including WKRC, WHAS, and WHIO, Sunday, at 6:30 p. m. (E.S.T.).

Championship Fights of Yesteryear

Here is the schedule of WCPO's "Championship Fights of Yesteryear" program, broadcast each Monday from 8:15 to 8:45 p. m. (E.S.T.). Harry Hartman will give a blow-by-blow description of the fights.

- January 17th—Tunney-Dempsey (first contest) (Sept. 23, 1926)
- January 24th—Jeffries-Corbett (second fight) (Aug. 14, 1903)
- January 31st—Willard - Dempsey (July 4, 1919)
- February 7th—Fitzsimmons-Jeffries (first contest) (June 9, 1899)
- February 14th—Johnson-Willard (April 5, 1915)
- February 21st—Tommy Burns-Jack Johnson (December 26, 1908)
- February 28th—Dempsey - Firpo (September 14, 1923)
- March 7th—Johnson-Ketchell (October 16, 1909)
- March 7th—Tunney- Dempsey (second contest) (Sept. 22, 1927)
- March 21st—Johnson-Jeffries (July 14, 1910)
- March 28th—Jeffries-Sharkey (Nov. 3, 1899)
- April 4th—Jeffries - Fitzsimmons (second contest) July 25, 1902)
- April 18th—Marvin Hart-Tommy Burns (February 25, 1906)
- May 2nd—Jeffries-Corbett (May 11, 1900)

"Stepmother"



Bundra Love, chic and lovely, does not look like the ogre the children think she is in the dramatic serial "Stepmother" which is heard over CBS, including WKRC and WHAS, Mondays through Fridays at 5:45 p. m. (E.S.T.).

"Meet the Missus"



It was just a year ago on January 18 that Fitzpatrick Brothers, makers of Kitchen Klenzer, began their program, "Meet the Missus," over WKRC. The broadcasts have been aired six times weekly since that time. Shown in the above photograph, left to right, are A. I. Friedman, Cincinnati representative for Kitchen Klenzer; Maynard Craig, who conducts the broadcasts; Mrs. John McCudden, who was in charge of the first meeting held for the broadcast; Mrs. C. Ries, chairman of the Mercy P. T. A., who held their meeting at Domestic Arts Guild on Tuesday, January 18, 1937; and Mr. W. H. Campbell, director of the Domestic Arts Guild, where the luncheon was held. "Meet the Missus" is aired over WKRC Mondays through Saturday at 2:15 p. m.

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Telephone—CHerry 0710-0711

J. A. ROSENTHAL, Editor

Vol. VII. WEEK ENDING JANUARY 28, 1938 No. 37

THE TYRANNY OF TIME

Around newspaper offices there is a venerable axiom which says that if a dog bites a man that's not news, but if a man bites a dog that is news.

Radio turned up one of these man-bites-dog stories January 6, when America's Town Meeting staged its liveliest session of the current season. First, Wendell Wilkie and Robert H. Jackson went to the mat over the government and business issue. Then the Town Hall audience poured in a raking fire of questions. Perched on the edges of their chairs, radio listeners glanced fearfully at the clock. But 10:30 came, and still the battle raged. Not until eight minutes of overtime had elapsed, did NBC pull switches on the broadcast.

As when a man bites a dog, this incident is news because it reverses the normal.

Ordinarily, time is the unchallenged tyrant of American broadcasting. Every program is allotted so many minutes: 15, 30, 60. When it has run its course it must leave the air, no matter how interesting or enjoyable it may be.

Generally, the President is the only personage who besides special events broadcasts can violate the rule. There have also been a few occasions when a former president has been permitted to do it. But it is rare indeed when a regularly scheduled program is allowed to exceed its allotted time.

The fact that only routine features followed America's Town Meeting does not make its extension any the less noteworthy. The same circumstances frequently prevail when sustaining programs are ended "on the nose."

The usual justification for radio's subservience to the clock is listener convenience. The broadcasters explain that programs begin and end on the appointed second so listeners can be sure of dialing given features. There is something to be said for that. But it is not the complete explanation.

Programs are creatures of the clock because time on the air is the only commodity the broadcasters have to sell. So long as it is, this merchandise must be cut as contracts specify. Yet the Town Meeting incident emphasizes the desirability of a more flexible policy for non-commercial programs.

There are many periods of the broadcasting day when one sustaining program follows another. Allowing one to exceed its appointed time whenever its value warrants that would work no commercial hardship. Frequently it would permit programs to be developed in far more effective fashion, as witness the Town Meeting. Indeed, the chief sufferers would be studio traffic managers, to whom time has become a "sacred cow."

Listeners who dial the short waves have noted that foreign broadcasters are not ruled by the stopwatch. BBC programs run their natural course, regardless of hard-and-fast schedules.

To be sure, commercial commitments preclude the same freedom on the American air. Nevertheless, the Town Meeting incident establishes a precedent that might well be followed in the case of many sustaining programs.

When bowing to time ceases to be a necessity it becomes a mere fetish. And radio should be old enough to outgrow some of its fetishes.

EMERY DEUTSCH—VIOLINIST

Play, Fiddle, Play . . . For your loved ones a melody . . . The violin sang its haunting refrain.

Born in Budapest in 1907, Emery Deutsch came to America before he was old enough to swing a bow string. Somewhat of a child prodigy, he studied with Franz Kneisel at the Damosch Institute of Musical Art, graduating with honors. However, music was not the sole interest of his life in those early years.

Emery showed how nicely esthetics and athletics could be blended together when he was chosen to represent the United States as high jumper in the 1924 Olympic games.

After organizing his own gypsy orchestra at Fordham University, and broadcasting over WAHG, the forerunner of the present Columbia Broadcasting System, Emery returned to Budapest for further musical study.

On his return to New York he became musical director of WABC, the key station of CBS, where he slaved to build the infant industry of radio. He has furnished musical accompaniment to such stars as Bing Crosby, Kate Smith, Morton Downey and many others and then, in 1932, he wrote "Play, Fiddle, Play," a song which became an immediate sensation.

(Continued to page 16)

THIS IS RADIO

By BILL BAILEY

This is the first of a series of weekly articles designed to give Radio Dial readers and fans the "inside" of their entertainment. Written by Bill Bailey, director of Press Relations for WLW and WSAI, and veteran newspaper feature writer, the series will embrace interviews with those responsible for the building of radio programs.—Editor's Note.

"Radio is inclined to pass up scores of potential stars of tomorrow and unless program moguls do an about face, the time is coming when outstanding talent will be at a premium. In comparison with the number of major programs on the air today, radio as a whole is doing little to develop unknowns."

Such was the declaration of Chester Herman, program consultant of WLW and WSAI, the Crosley Radio Corporation stations, when this correspondent asked him to unfold the

story of auditions. Mr. Herman, on leave of absence from the St. Louis Municipal Opera Company, is recognized as one of the country's foremost talent scouts. Our conversation took place at a recent Friday night audition at the Nation's Station and Cincinnati's Own Station.

For the benefit of those who might be under the impression that unless one has "pull" or "ins" the chances of getting into radio are most remote, let it be said that for years every aspirant at the Nation's Station has been given consideration. From the day his first experimental station went on the air in 1921 Powell Crosley, Jr., president of the Crosley Radio Corporation, has taken a keen interest in budding talent. WLW long has been recognized as the outstanding station in the country in developing and training singers, actors, announcers and other talent.

Just how many of those who audition "make the grade?" That's a different story, yet such stars as Bailey Axton, NBC tenor; the Mills Broth-

ers, Jane Froman, Ramona, the Chariteers, and others who have gone to the networks and stardom went through the same channels of auditioning as do today's aspirants. Briefly, let us outline the procedure of a WLW-WSAI audition.

The prospective talent is asked to fill out a card, setting forth his or her specialties. Arthur Chandler, Jr., director of auditions, escorts the aspirants, one by one, into a regular broadcasting studio. In a reception room, some distance away, sits the audition board, composed of program officials, listening at a receiving set. The person auditioning is not seen by members of the board. Judgment is based entirely upon the entrant's voice.

One by one Mr. Chandler introduces (over the microphone) those to be auditioned. Sometimes there are eight or ten. More often, however, 50 to 100 budding stars report for auditions each Friday night. Members of the board listen intently. Frequently a second song is requested, or the youth who would be a second Paul Sullivan, Peter Grant or Lowell Thomas is asked to read some news copy at sight. Every possible opportunity is given each applicant.

Although radio as a whole, according to Mr. Herman, demands previous experience, the Nation's Station has discovered and developed any number of amateurs or non-professionals, through the weekly auditions. Those amateurs "without previous experience" are the ones on whom radio must depend, said Mr. Herman.

"How did the stage and screen stars get started?" he asked, then gave his own answer as he continued, "Certainly not because they were turned down for lack of experience. Every outstanding personality in the entertainment field had to begin somewhere. Producers with foresight took those with talent and developed them. So must radio accept the unknowns with ability and train them for bigger things."

As program consultant of the Crosley stations, Mr. Herman is interested in young men and women with unusual ability. Cincinnati's Own Station has under way a plan whereby new talent will be introduced to Cincinnati and territory.

Janette, the sensational new singing starette of WSAI, was discovered by Mr. Herman a short time ago during a regular audition. He predicts big things for her. Will she "make the grade?" Will Janette become a star—one of the outstanding "finds" of 1938?

"That depends on three most important things," said Mr. Herman.

Next week "This is Radio" will discuss the requisites necessary for stardom as set forth by Chester Herman, program consultant of WLW and WSAI. In the next story also Arthur Chandler, Jr., director of the Crosley audition board, will explain how aspiring stars may help themselves. Don't miss it. Order Radio Dial now.

SERENADE AND STATIC

THE MAIL BOX

Dear Editor:

I have been listening to Charley McCarthy's show for some time but have found it almost impossible to listen to the Stroud Twins. They are lousy and should be taken off the air. They ruin the best program on the air.

I like the new setup of RADIO DIAL although I believe it would be a good idea to add cartoons to the book.

Sincerely yours,

CARL ADAMS,

Mt. Healthy.

Dear Sir:

Since the General Motors Symphony orchestra has been taken off the air I wonder if it wouldn't be possible to have some other musical program take its place. The airwaves are filled with classical music now and I think it would be wise to take other such programs off the air.

I am happy to learn that Sid Ten Eyck is out of the DIAL. His column was just a waste of space as far as I was concerned. Let's have more pictures.

WKRC's new show "Tours Through Tuneland" is punk. The vocalists don't come up to the standards of the script which is very well written. An orchid to Ruth Lyons.

Sincerely yours,

Mrs. HATTIE AHLERS,

Berea, Ky.

Editor, Radio Dial:

Dear Sir:

First of all I want to say how much I enjoy the chant of the tobacco salesman on "Your Hollywood Parade." This is very original and seems to be the added touch to a successful program. But Dick Powell better stop having guest vocalists on his show or his sponsors will find out how bad he really is.

Rosemary Lane is the bright spot of the show. It's a shame they couldn't put her sister, Priscilla, on at the same time.

Sincerely yours,

CLAYTON BONETTE,
Route 4, Butler County.

Dear Editor, Radio Dial:

It seems as if Horace Heidt's orchestra has lost some of its zip since being transferred to the NBC network. Anyway his programs aren't as good as they were when he was with Columbia on Monday night. Yvonne King, his star soloist has been just as good but the others in the orchestra aren't.

I like your new column, Symphonic Strains, as well as the others. It's a wise move to tell the readers what programs to look for in the way of classical music. I appreciate it and I hope Clinton Brooks continues as a regular columnist.

Yours very truly,

Miss BETTY BAUMAN.

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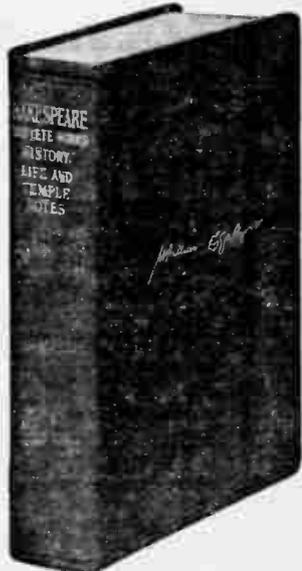
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by Charles and Mary Lamb



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by Jonathan Swift
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by Aesop
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by Charles Dickens
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by Daniel Defoe
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by Louisa M. Alcott
Little Men,
by Louisa M. Alcott
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by C. Collodi
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by Thomas Hughes

The House of Seven Gables,
by Nathaniel Hawthorne
King Arthur and His Noble Knights,
by Mary MacLeod

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"Groom and Guests"



A new series, "Dorothy Groom and Her Dinner Guests," begins on WCKY this week and will be heard every Monday at 6:15 p. m. (E.S.T.), presenting favorite vocal and instrumental themes from the classics. Miss Groom, socially prominent in Kentucky, is a resident of Fort Mitchell and attended Smith College before taking up her studies at the Cincinnati Conservatory of Music. She is a coloratura soprano, and each week will have as a guest artist a fellow student of the Conservatory.

Prodigious Child



"Baby Snooks," brain child of Fannie Brice, is heard with "Good News of 1938" Thursday at 9:00 p. m. (E.S.T.) over NBC, including WLW and WSM.



Saturday schedules need the Columbia Workshop as much as the Workshop needs its new 8 P. M. spot. Like most sustaining programs, the radio drama lab has had some bad breaks this season. First it was caught between Charlie McCarthy and the General Motors concerts. Then it was relegated to a late Thursday spot and not even aired locally. Here's hoping it'll be allowed to settle down in its new location and carry on its excellent work. Saturday evening bills can do with some first-rate drama. Thanks to the NBC Symphony, the musical department is well-represented. But until the Workshop's move, drama wasn't up to that standard.

Hendrik Willem Van Loon now does a second weekly broadcast (NBC-WSM, Friday, 7:30 P. M.). That's a break for listeners who can also read. Van Loon is fortunately off the beaten track as far as radio commentators are concerned.

The revamped edition of For Men Only (NBC-WLW, Monday, 10:30 P. M.) shows that it's still hard for radio to whet masculine interest. Why it should be isn't at all clear. But certainly the program moguls do find

it hard. Maybe it's because they've been slanting their stuff at women too long. The famous-sons-of-famous-fathers parade which opened the new series is in the right direction, though too much after the celeb pattern. Offhand, this male would say that what For Men Only needs is more hair on the chest as well as on the head.

When General Hugh Johnson failed to broadcast Jan. 10, listeners wrote, telephoned and telegraphed, asking whether the administration had barred him from the air because of his outspoken criticism. Nothing of the sort had happened. But the questions seem significant, both for radio and politics.

Though its title is a bit on the drippy side, Those We Love (NBC-WCKY, Tuesday, 8 P. M.) has possibilities. In fact, it's surprisingly good considering that it's a specimen of Hollywood drama. If the plot is kept sane, the well-drawn characters should become people worth knowing. Compared with the Husbands and Wives foolishness it replaces, the feature is already gratifying.

Continued to page 14)

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

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

PROGRAMS FOR SATURDAY, JANUARY 22



(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.

Four; Joe Kelly, m. c. WJZ WLW WLS
kdkk whom whk wave wfa wbp wspd wire
-Al Roth's Orchestra. WFAF wgy wtm
wmaq who wdf

Dialectic Lew Lehr
Lew (Comedian-Dialectician) Lehr
is appearing with Ben Bernie and
all the Lads on the new program,
broadcast over CBS, including
WKRC, WHAS and WHIO, Wed-
nesdays at 9:30 p. m. (E.S.T.).

PROGRAMS FOR SUNDAY, JANUARY 23

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table of radio programs for Sunday, January 23, 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

5:00—Metropolitan Opera Auditions of the Air: Wilfred Palletier conducting the Metropolitan Opera Orchestra and guests. WJZ WCKY WLS wham kdka whk wowo wspd wfaa

7:30—Phil Baker, comedian and Oscar Bradley's orchestra and guests. WABC WKRC WHAS WHIO wfbm wjr wgar wcau wadc wsbw wvva wbt wgst wwl

Don Ross, the "Rhyming Minstrel," has an offer for a series of movie shorts

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

PROGRAMS FOR MONDAY, JANUARY 24

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

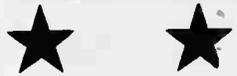
Grid of radio programs for Monday, January 24, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

Amos 'n' Andy. WEAF WLW who wgy kyw wtm wj kstp
Music Is My Hobby: William Fay, manager of WHAM. WJZ WCKY WENR kdka wave wfa wham
Hal Totten, sports. (NBC) wtm 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
Uncle Ezra's Radio Station E-Z-R-A, with Pat Barrett, Carlton Guy, Nora Cunnane and others. WEAF WSAI kyw wtm wmaq who wdfw kstp wire wgy wbp wcol
Arthur Godfrey and organ. WABC WKRC WHAS wbbm wjr wcau wfbm
Three Cheers, direction Jack Meakin. WJZ WCKY WSM WLS whk wave wham
John Herrick, baritone. (NBC) wgy wtm wmaq who wdfw kstw
Jay Freeman's Orchestra. (CBS) WKRC WHAS WHIO kmcb wadc wbt wgst
wmaq wdfw wj who kstp wcol wave wire wtm kyw
Pick and Pat In Pipe Smoking Time, blackface comedy and music; Edward Roeder, baritone; Benny Krueger and his Orchestra. WABC WKRC WHAS wjr wbbm wgar wfbm kmox wgst wcco kmcb wcau wbt wadc
Grand Hotel: Dramatic sketch. WJZ WCKY WLS kdka whk wham wspd
Fibber McGee and Molly, comedy sketch, with Marian and Jimmy Jordan; Billy Mills' Orchestra. WEAF WLW WSM kyw wtm wj kvoov wgy wfa wmaq who wdfw wire kstp wfaa wave
Radio Theatre; Bob Burns and Gail Patrick in Booth Tarkington's "Clarence." WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmcb wcau kmox wadc wbt wgst wwl wcco
Philadelphia Orchestra: Eugene Ormandy, conductor; Friedrich Schorr, baritone, guest. WJZ WCKY WLS kdka whk wspd wham
Hour of Charm. Phil Spitalny and his Girls. WEAF WSM WLW wfa kstp kyw wgy wj wtm wmaq who wdfw wire wfaa kvoov wave
Wayne King's Orchestra. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmcb wcau kmox wadc wbt wwl wcco
Contented Program: The Lullaby Lady, Male Quartet; Orchestra, direction Marek Weber; Maria Kurenko, soprano; Vincent Palletier, announcer. WEAF WSAI WSM kyw wgy wmaq wtm wj who wdfw wfa wave wcol wfaa
Behind Prison Bars. Warden Lewis E. Lawes of Sing Sing. Dramatic sketch. WJZ WCKY WLS whk wspd wham kdka
For Men Only, Pag La Centra, vocalist; Peter Van Steeden's Orchestra. WEAF WLW WLS wtm wj
Brave New World, dramatization—U. S. Office of Education Program. WABC wadc wbbm wcco
Public Hero No. 1—dramatic sketch. (NBC) wmaq who wfaa
National Radio Forum—guest speaker. WJZ WCKY whk wave wire wham
Glen Gray's Casa Loma Orchestra. WABC (WKRC WHIO on 11:15) wgst wbt wgar kmox
Poetic Melodies (CBS) WHAS wjr wbbm wfbm kmcb kmox wwl wcco
Amos 'n' Andy. (NBC) WSM wdfw wmaq wire wfaa
Freddie Martin's Ritz-Carlton Hotel Orchestra. WEAF wgy who
Esso News Reporter. WJZ only
Bert Block's Orchestra. WJZ WCKY kdka wham whk wave wire
Sammy Kaye and his Orchestra. WABC WHIO WHAS WKRC wjr wgar wfbm wcau wspd wbt wadc wgst wbt
Lou Brees's Orchestra. WEAF WLW wgy wtm wmaq who

Janette, young new "discovery" of Cincinnati's Own Station, will be featured as special guest artist with Larry Lee's orchestra in the Florentine room of the Hotel Gibson, Cincinnati, Saturday night, January 22. Larry, a Cincinnati boy who has been garnering fame for himself and the Queen City the past four years, heard Janette recently and invited her to make the guest appearance.

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



PROGRAMS FOR TUESDAY, JANUARY 25



(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 for each station.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. Includes program descriptions for WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, and WHAS.

Continuation of network program descriptions for WLS-WENR, WSM, and WHAS, including details about various orchestras and musical performances.

The all-girls debating team which appeared on the "Dear Teacher" program this week has issued a challenge to the Buffalo Bill's boys team. The new program, "For Men Only," is bringing successful men from all walks of life to the microphone. Alice Frost's new Broadway show "The Sno Maker's Holiday," is rating enthusiastic raves from dramatic critics.

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

PROGRAMS FOR WEDNESDAY, JANUARY 26

(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 time slots and program titles.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

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 wgst wjr
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk whm wire
—Amos 'n' Andy. WFAF WLW wgy kyw who kstp wtam wvj
—Hal Totten, sports. (NBC) wmaq
7:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Nora Cunneen and others. WFAF WSAI wfaa wcol wmaq wtam wire wdfc kyw who wbp kstp
—Mr. Keen, Tracer of Lost Persons. WJZ WCKY WLS whk kdka whm wspd
—"Hobby Lobby," featuring Dave Elman and Harry Salter's Orchestra. WABC WKRC WHIO wcau wadc wgr wjr kmbc wvva wbt
7:30—Lum and Abner, comedy sketch. WJZ WLW WLS
—Mario Cozzi, baritone. (NBC) wave wire wham
—Hendrik Willem Van Loon: Talk. WFAF wgy wtam wmaq who wdfc kyw
7:45—Boake Carter. WABC WKRC WHIO

—Harriet Parsons. WJZ WCKY WLS kdka whk whm wspd
8:45—Choir Symphonette. WJZ WCKY WLS kdka whk whm wspd
9:00—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 wfa wwl wcco wbst wsf wgt
—Town Hall Tonight: Fred Allen and Portland Hoffa; Peter Van Steeden's Orchestra; WFAF WLW WSM kyw wtam wvj wmaq who wdfc kstp wave wfla wfaa wgy wire
—To be announced. WJZ WCKY WLS whk kdka whm
9:30—Ben Bernie and All the Lads, Lew Lehr, Buddy Clark and Jane Pickens. WABC WHIO WKRC WHAS wjr wgr wbbm kmbc wcau kmox wfbm wgst wbst wfa wwl wcco
—National Council of Jewish Women—Hon. George T. Messersmith, assistant secretary of State—Council on Parade. WJZ WCKY whk kdka whm
10:00—"Gang Busters," true crime dramatizations. WABC WKRC WHAS WHIO wjr wbbm wfbm wgr wcau kmox kmbc wbt wwl wgst wcco
—"Your Hollywood Parade"—Dick Powell, m.c.; Rosemary Lane, vocalist; orchestra direction Al Goodman's choral ensemble direction Dudley Chambers and guest stars. WFAF WLW WSM wgy wtam wmaq kyw
—General Hugh Johnson, commentator. WJZ WCKY WLS kdka whm whk wspd
10:15—Nola Day, vocalist. WJZ WLS whk kdka whm
10:30—Howard Phillips, songs. WABC wbbm wfbm wgr kmbc wbt wfa wwl wcco
—NBC Minstrel Show. WJZ WCKY WLS whk kdka wave wire wham
—"Hobby Lobby". (CBS) WHAS wbbm kmox wcco wwl wbst wgst wfa wfbm
10:45—Special Talks Program, guest speaker. WABC wadc wbbm wcco wgr wbst wgst 11:00—Amos 'n' Andy. (NBC) WSM wmaq wdfc wire wbp
—"Poetic Melodies." (CBS) WHAS wjr wbbm wfbm kmbc wcco kmox wwl
—Dick Gasparre's Orchestra. WFAF wgy wtam who kyw
—Bob Crosby's Orchestra. WABC (WKRC WHIO on 11:15) wadc wbt wbst wgst
—Esso News Reporter. WJZ only
—Ink Spots. (NBC) WCKY whk wave wire 11:05—Ink Spots. WJZ WCKY whk wave wire wham
11:15—King's Jesters Orchestra. WJZ WCKY WLS whk wave wire wham
11:30—Henry Busse's Orchestra. WFAF WLS WSM wgy wtam wmaq who
—Sammy Kaye's Orchestra. WABC WHIO WKRC WHAS wjr wcau kmbc wadc wbt wfa
—Radio Fashion Show from Hollywood: Stars described by Salt Martin, fashion expert; Charles Irwin, m. c.; Paul Whiteman's Orchestra. WJZ WCKY WLS whk wave wire wham
11:45—Paul Whiteman's Orchestra. WJZ WCKY WLS whk wave wire wham
MIDNIGHT—Tommy Dorsey and his Orchestra. WABC WKRC WHAS wfbm wgr kmbc wcau kmox
—Eddie Varzo's Orchestra. WFAF WLS wgy wtam wmaq who wdfc
—Harold Nagel's Orchestra. WJZ WCKY whk wave wire wham
12:30—Lights Out: Mystery drama. WFAF WSAI WLS wgy wtam wmaq who
—Henry King's Orchestra. WABC WHIO WKRC WHAS wbbm wfbm wadc
—Teddy Hill's Orchestra. WJZ WCKY whk wave wire wham
Jack Fulton is having pet trouble. His spaniel is registering throaty growls at the wire-haired puppy which Jack received as a Christmas gift.
Betty Winkler is again listening to movie offers.
Truman Bradley aspires to win the Aviation Trophy for America's A-1 traveller during 1938.

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

PROGRAMS FOR THURSDAY, JANUARY 27

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Thursday, January 27, 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.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn MacCormack, poetic reader. orchestra. WABC WKRC wadc wvva wbt wgr wcau wgst wjr
7:15—Vocal Varieties—Choral group of 14 voices. WLW to WFAF wgy wtam wire wmaq who kstp kym wdf
7:30—Schaefer Revue: Leo Reisman's Orchestra; Bud Collyer, m. c. WFAF only
—"We, the People"—Gabriel Heatter, director; Mark Warnow's Orchestra—Dramatizations. WABC WKRC WHIO :WHAS wbbm wgar kmcb wcau kmox wcco
—"Music for Moderns. (NBC) wgy wtam who kym
—"Freddie Martin's Orchestra. WJZ WLS

speakers. George V. Denny, Jr., moderator. WJZ WCKY WLS kdka whm whk
10:00—Kraft Music Hall, starring Bing Crosby and Bob Burns, comedian; Johnny Trotter's Orchestra; Rose Bampton, guest artist. WFAF WLW WSM wgy wtam wvj wmaq wire wve kym wbp kstp wdfa wfla
—"Tish;" WABC WKRC WHIO wjr wbbm wlbm wgar kmcb
10:30—Hollywood Showcase. WABC WHAS WKRC wgar wjr wbbm wcau kmox wcco wgst wvl kmcb
—"NBC Jamboree: Harry Kogen's Orchestra with guest artists. WJZ WCKY WLS kdka whk wave 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 wfbm kmcb wbbm wvl wcco kmox
—"Eddie LeBaron's Rockefeller Center Rainbow Room Orchestra. (NBC) WCKY whk wave wire wham
—"King's Jesters Orchestra. (NBC) WLS wgy wtam wmaq who
—"Eso News Reporter WJZ only
—"Amos 'n' Andy. (NBC) WSM wdfa wfaa wmaq wire
—"Larry Clinton's Orchestra. WFAF only
11:05—Eddie LeBaron's Orchestra. WJZ WCKY whk wave wire wham
11:15—Elza Schallert Reviews. Previews of the week's outstanding pictures; guest. WJZ

WCKY kdka whk wave wire wham
11:30—Leighton Noble's Orchestra. WABC WHIO WKRC WHAS wgar kmox wadc wbst wbt wbbm kmcb wcco
—"Benny Meroff's Orchestra. WFAF wgy wtam wmaq who wdfa kym
—"Jimmy Grier's Orchestra. WJZ WCKY kdka whm whk wave wire
MIDNIGHT—Emery Deutsch's Orchestra. WABC WKRC WHAS WHIO wjr wgar wfbm kmcb wcau wadc wbt wvl
—"Paul Pendarvis' Orchestra. WFAF WLS kdka wgy wtam wmaq who
—"Freddie Nagel's Orchestra. WJZ WCKY whk wave wire wham
12:30—Garwood Van's Orchestra. WJZ WCKY kdka whk wire wham
—"Sterling Young's Orchestra. WABC WKRC WHIO wjr wbbm wgar wfbm kmcb wcau wadc wbst wbt wcco wvva kmox
—"Earl Hines' Orchestra. WFAF wgy wtam wmaq who



Charles Martin, author of the "Johnny Presents" shows, would be able to step into acting roles at a moments notice because he appeared on Broadway stages with Eve Le Gallienne before coming to radio.

Four members of the cast of the CBS serial, "Big Sister," are appearing in Broadway plays.
Andre Kostelanetz will use a rubber hose, of the garden variety, on his program of Jan. 19 for a solo in his number, "Movie Music."

RADIO DIAL CONTEST CLUB



"Contesting is like a road map—many signs and detours. Some directions provide short cuts and the best road to follow, while others take us off the track and make our trip a few miles longer.

So runs the observation of Marion Koerner of Illinois who writes "Enroute to Contest Heights" in January Contest Magazine.

"When we first learn to drive, we're anxious to test our ability" continues the author. "Full of confidence we start out on a long trip. So it is when we adopt contesting as a hobby. We love to motor, and eagerly we're on our way with never a thought to the worries attached, because, of course, this is a pleasure trip.

"After awhile when we find the responsibility is entirely on our shoulders, it gets tiresome and difficult to stay awake. We had no idea the trip was so long. Contest pavements are the same. It's all fun to begin with, but when we overtax our brain and it merely turns out another failure, all strife and no prizes, we become discouraged.

In succeeding paragraphs the author points out the stops for rest, refreshments and fuel and how they can be compared to the need for a contestant to take things moderately, listen to advice, read contest magazines and books, etc., with a resulting enjoyment of the journey.

She concludes "When I started down the road of contesting, it was a

dark night and I had no lights on the car. A star ahead was my guide, a bright smiling star, ever glowing brighter with winners' names. It beckoned me on and I rode, slowly and nervously. I ran off the pavement several times and had to take some miserable detours, but that's what puts the spice in life."

Another publication has taken steps to see "that the public has a fair and equal opportunity to win." Woman's World of Chicago, in the midst of a word-building contest has written as follows to one of its participants—a RADIO DIAL reader.

"We regret that some people insist upon violating the rules of the Woman's World contests by entering lists of words under more than one name and from different parts of the country.

"This practice must discontinue. It may be necessary to obtain affidavits substantiating the rules. This, of course, will delay announcement of winners and may even make it necessary to eliminate the word-building plan entirely. We shall insist that the public have a fair and equal opportunity to win. Will you help us to eliminate unfair competition?"

We understand the Woman's World contest rules are radio announced which gives ample reason for a lot of people to misunderstand. There is a vast amount of different in what the announcer is trying to say (in as

few words as possible) and the way it sounds to the listener.

Those in the Cleveland trading area are offered a \$500 cash prize opportunity by the Cleveland Builders Supply Co. \$250; \$100; \$25 and forty minor prizes will be given for the best 25 words on "I like to buy my coal or coke from Cleveland Builders because—" Entry must be accompanied by a "delivery ticket" or facsimile. Ends Feb. 5.

The Canton Repository of Canton, Ohio, offer \$50 for your favorite recipe. Give some information as to how little it costs to prepare and how many it will serve. Send as many recipes as you like. Closes January 27th.

Leading women's magazines as well as other publications, are carrying full page ads from Proctor & Gamble announcing a six-week contest on Ivory Soap. Each week 10 Studebakers with 1000 gallons of gasoline and 200 \$5

cash prizes will be given for best 25 word endings to "I Like Ivory Soap because—" Purchase requirement. P&G is emphasizing that "fancy entries will not count extra." The last entries must be in by March 5th.

Calox dental preparation, through McKesson & Robbins, is offering \$6,050 in cash to sales employees handling Calox. Begins January 15 and ends February 15th. Details not available when this was written.

Thora Eigenmann, a staunch supporter and former contributor to the Club announces a contest of her own. For best 100 words on "Why—is my favorite magazine" she will award \$10; \$5 and five of \$1. Qualifications: Subscriptions, new or renewal, to ANY magazine. Address her 3782 8th Ave., San Diego, Calif. Closes March 15th. Non-subscribers may also win.

The most colorful musical event of the decade!

Brahms Cycle

by THE CINCINNATI SYMPHONY ORCHESTRA

First Program: "Academic Festival" Overture, Third Symphony, Second Piano Concerto—EUGENE GOOSSENS Conducting

ROBERT CASADESUS eminent French pianist, soloist

Friday Afternoon **MUSIC HALL** Saturday Evening

TICKETS, 50c to \$3, on Sale, Starting Tuesday, at 121 E. Fourth Street Phone CHerry 2538—Season Tickets Available at \$2 to \$10

AMATEUR

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.

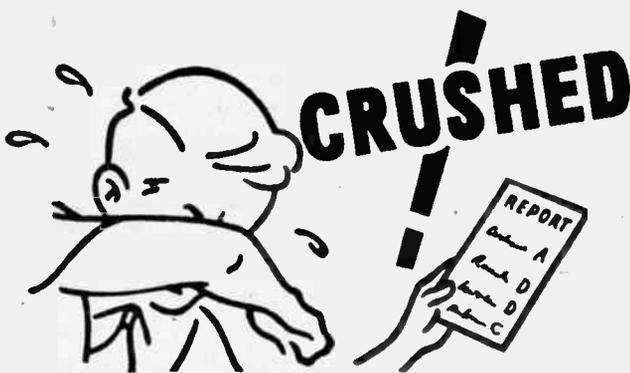
The game is a veritable Tornado of Hilarity and Clamorous Entertainment. Outfit consists of richly colored Game Board, non-skid Spinner, package of "Try Your Fortune" cards, eight cleverly designed Tokens, Instruction Sheet, the Automatic GONG, all neatly arranged and individually boxed.

RADIO DIAL,
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 DIAL.

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



● But it wouldn't have happened if he'd had the right kind of light for his home-work. Get the expert opinion of one of our Home Lighting Advisors about the right kind of light by which your child studies. A phone call will get you immediate attention, costs you nothing, and places you under no obligation. Call MAin 2000, Line 564.

THE CINCINNATI GAS & ELECTRIC CO.

Radio Fashion Show Will Be Broadcast Direct From Hollywood

A "radio fashion show" will be brought to listeners direct from Hollywood at 11:30 p.m. (EST), Wednesday, January 26, when the NBC network, including WCKY and WLS, will air a special broadcast originating in the movie capital.

Clothes modeled by NBC stars will be described by Sally Martin, fashion expert. Charles Irwin will be master of ceremonies and background music will be furnished by Paul Whiteman and his orchestra.

AROUND THE DIAL

(Continued from page 5)

At least Dale Carnegie's newest radio venture (NBC-WLW, Tuesday, 10:45 P. M.) isn't as bad as his current best-seller, which some of the 'impious have rechristened "How to Work Friends and Infuriate People." The premiere limited itself to common-sense solutions of familiar problems, though scarcely to the extent of being infallible.

Paul Whiteman's appearance in the Friday Chesterfield spot illustrates the change in what a popular bandsman does before a microphone. Not so many years ago the then portly Paul wielded a baton, leaving most of the

verbiage for others. Now he's a chatterbox who devotes occasional moments to his band. There's an old saying about every man to his trade. Oliver Wakefield, who swaps words with Paul is getting his chance at a regular stint. It'll be interesting to see if his wacky brand of humor can stand the wear and tear of regular hearing.

Anyway, Manhattan After Dark (NBC-WCKY, Wednesday, 8:30 P. M.) is a perfect tieup: Radiowise, the show is about as fresh and invigorating as the air in a jammed nightclub at 3 A. M. The highspot of the premiere was tap-dance static.

If nothing else, Melody Puzzles (NBC-WCKY, Monday, 8 P. M.) has found a use for the titles of popular tunes. Sometimes clairvoyance is required to pick the title out of the dramatization. Still, clairvoyance is no stranger to popular tunes, I mean if you try to make sense of them. The most interesting angle of the show is that it's one more ask-me-another. Maybe listeners really do like to use their heads. Shocking thought!

Dorothy Thompson gets a well-deserved second period on the air (NBC-Blue, Tuesday, 7:30 P. M.). This is a far better hour than her Friday spot, though you'll have to dial an out-of-town station to hear her. She's exploded the idea that women

Nelson Eddy Leaves Chase and Sanborn Show To Make Concert Tour; Carter, Tenor, Substitutes

Nelson Eddy, famous singer, will leave the "Chase and Sanborn" program Sunday, January 30 in order to make a concert tour. John Carter, tenor, will be introduced by Eddy and the pair will sing a duet after which Carter will appear alone on the program.

Practically unknown until his appearance on the "Metropolitan Auditions of the Air" debut earlier this year, Carter spent most of his time singing around New York in churches, at parties, in clubs, and for a short time in vaudeville. He is only 25 years old.

He was forced into singing when financial difficulties compelled him to withdraw from the College of the City of New York in 1929.

commentators are limited to pretty nothings. In fact, she's now one of the best commentators on the air, men or women.

Fred Allen won't have to lie awake nights worrying about the new competition of Ben Bernie. The highlights of the premiere were the singing of Jane Pickins and a takeoff on daytime dramas; not the "old maestro's" grooved foolery. P. S.: the feature also set a new high in planted plugs, provided that helps.

"Hollywood Hotel" Guest



Alice Faye

Alice Faye, popular songstress, will again face the "Hollywood Hotel" microphones during the Friday, January 21 broadcast over CBS, including WKRC, WHAS and WHIO, at 9:00 p. m. (E.S.T.)

The screen star will appear with Tyrone Power, Alice Brady and Brian Donlevy in a preview of their latest film, "In Old Chicago." Long popular as a vocalist, Miss Faye has an opportunity in this vehicle to demonstrate her abilities as both a dramatic actress and singer in the role of Belle Fawcett.

Heard in the musical portion of the "Hollywood Hotel" program will be Frances Langford, Jerry Cooper, Anne Jamison, Ken Niles and Raymond Paige's orchestra.

On "Tours Through Tuneland"



Tad Lagere, former vocalist with Jan Garber's orchestra, is now heard on "Tours Through Tuneland," broadcast over WKRC each Tuesday and Thursday at 5:45 p. m., and each Sunday at 5:30. Miss Lagere has a distinctive style of presenting popular tunes and her solos are one of the highlights of the new musical shows on WKRC.

General Johnson Reduces Number of Broadcasts

Starting Tuesday, January 25, 1938, Brigadier General Hugh S. Johnson's radio commenting schedule will be reduced to two nights a week, and the General will be heard on Tuesdays and Wednesdays only from 10:00 to 10:15 p.m. (EST), over NBC including WCKY and WLS.

Pressure of his many activities, which include the writing of a daily newspaper column and widespread lecturing and speaking engagements, have made it necessary for General Johnson to request his sponsors, the makers of Grove's Bromo Quinine, to lighten his schedule so that he may give more time to the preparation of each radio talk.

General Johnson will, as before, make most of his broadcasts from Washington, D. C., facing the microphone occasionally from New York, Chicago or other points, when he leaves his Washington home for out-of-town speaking engagements. Wallace Butterworth, who introduces the General, speaks from the New York NBC Studios.

Parsons' Hollywood News Replaces 'After Dark' Series

News of Hollywood will be reported by Harriet Parsons in a new weekly series beginning Wednesday, January 19, from 8:30 to 8:45 p.m. (EST), over NBC, including WCKY. The new program replaces the projected Manhattan After Dark series, broadcast from New York night clubs, which has been cancelled because of production difficulties.

Miss Parsons has been signed for a series of three broadcasts. The junior member of the Parsons family already has established an air reputation, having replaced her mother, Louella Parsons, well known Hollywood columnist and broadcaster, on the air for a number of weeks when Mrs. Parsons was vacationing.

METROPOLITAN AUDITIONS OF THE AIR

March from Tannhauser
Semiramide Rossini
Orchestra
O Paradiso from L'Africano.....Meyerbeer
I'm Falling In Love.....Victor Herbert
Felix Knight, Tenor
Ah Fors'e Lui from Traviata.....Verdi
Day Is Gone.....Margaret Lang
Bessie Ruth Bickford, Lyric Soprano
La Calunnia from Barber of Seville..Rossini
Marechiaro Tosti
Nino Carboni, Bass-Baritone
Trio from the Last Act of Faust...Gounod
Trio

SUNDAY EVENING HOUR

Overture to "William Tell".....Rossini
Orchestra
Una Furtiva Lagrima from "L'Elisir
D'Amore" Donizetti
Mr. Crooks and Orchestra
La Donne E Mobile from "Rigoletto"
..... Verdi
Mr. Crooks and Orchestra
Rhapsody "Italia" Casella
Orchestra
Talk.....by Mr. W. J. Cameron
Treasure Waltz from "The Gypsy
Baron" Strauss
Orchestra
Come Where My Love Lies Dreaming
..... Foster
Mr. Crooks and Orchestra
King All Glorious.....Barnby
Mr. Crooks, Chorus and Orchestra
Hungarian Dance No. 6, D Major..Brahms
Orchestra
Show Me Thy Face.....English Air
Mr. Crooks, Chorus, Audience, Orchestra

RADIO SENDS ITS STARS TO THE PAVILLON CAPRICE

● ETHEL SHUTTA
LOVELY LADY OF SONG

● EMERY DEUTSCH
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● THE BACHELORS

● ENRICO and NOVELLO

Nightly Supper Dancing and Show

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ENESCO TO CONDUCT UNUSUAL PROGRAM

Schorr Soloist on All-Wagnerian Program With Philadelphia Orchestra

Friedrich Schorr, Metropolitan Opera baritone, will be soloist with the Philadelphia Orchestra, Eugene Ormandy conducting, in an all-Wagnerian program during the bank-sponsored concert on Monday, January 24, from 9:00 to 10:00 p. m., EST, over NBC, including WCKY and WLS.

Ormandy has programmed the Prelude to Act III of "Lohengrin" to open the concert. Schorr will be heard next in two solos, the "Wahn Monolog" from "Die Meistersinger," and Evening Star from "Tannhauser." The orchestra will then play Siegfried's Death and Funeral Music from "Siegfried," and the Entrance of the Gods into Valhalla from "Das Rheingold."

Schorr will join the orchestra in the finale, Wotan's farewell and Magic Fire Music from "Die Walkure."

To Feature Own Work In Third Broadcast With Philharmonic

Georges Enesco will direct one of his own compositions, the Suite for Orchestra, No. 1, Opus 9, when he conducts the Philharmonic Symphony Orchestra of New York, in a regular Sunday broadcast over CBS, including WKRC and WHAS, January 23, from 3:00 to 5:00 p. m. (E.S.T.).

This will be the Rumanian composer-conductor-violinist's third broadcast during his month's tenure as guest director while John Barbirolli is on vacation. The program is to open with an American work, MacDowell's symphonic poem, "Lancelot and Elaine," Opus 25.

The Fantastique Symphonie or Hector Berlioz will occupy the closing half of the concert. Deems Taylor is to give his customary intermission commentaries.

Toscanini Continues As Conductor Of NBC Symphony, With Haydn, Brahms, Wagner

Works by three master German composers, Haydn, Brahms and Wagner, and the celebrated Italian classicist, Cherubini, have been programmed by Arturo Toscanini for his fifth appearance as conductor of the NBC Symphony Orchestra, on Saturday, January 22, from 10:00 to 11:30 p. m., (E.S.T.), over NBC, including WCKY and WLW.

The Overture to Cherubini's "Anacreon," written in 1803, will open the concert, followed by Haydn's Symphony in B Flat, No. 98. Brahms' Serenade in A Major, Opus 16, written in five movements, Allegro Moderato; Scherzo (vivace); Adagio non troppo; Quasi Menuetto, and Rondo, will continue the program which will be brought to a close with the Prelude to Wagner's "Die Meistersinger."

Last Minute Jottings

Milton J. Cross, music commentator with the Metropolitan Opera, Radio City Music Hall and The Magic Key of R. C. A. programs, is shown jotting down a musical fact that has just occurred to him.



Symphonic Strains

By CLINTON BROOKS

Time-worn arguments that radio functions at variance with the aims of various local operatic and symphonic organizations throughout the country are no longer as convincing as they were several years ago. This is readily understood when one takes two important factors into consideration. First of all, to be completely understood, symphonic music must be heard and reheard—the more frequent the hearings the better. In the second place, if there is one service which radio performs better than any other in the field of "high-brow" music, it is the opportunity it provides for hearing works seldom performed on the ordinary concert or operatic stage.

To take two outstanding examples to illustrate the importance and advantages of "reheard" music, we call attention to the many repetitions of Wagnerian works offered radio listeners during the past two seasons and the current popularity of the music of Jean Sibelius.

Germinating with the debut of Kirsten Flagstad at the Metropolitan several seasons ago, a vogue of Wagnerian opera grew to such proportions that in a short time radio as well as concert audiences have become familiar with practically everything the composer ever wrote. Now devotees of modern music are becoming as familiar with the symphonic works of the 72-year-old Finnish composer. But more of this later.

We launched into this discussion to call attention to the fact that radio programs this week will bring to dial-side audiences several distinct novelties in the realm of symphonic music. Always to be depended upon for something unusual, Arturo Toscanini will conduct the NBC Symphony Orchestra Saturday night in three comparatively unfamiliar compositions by Cherubini, Haydn, and Brahms. Too, Georges Enesco, wielding his baton at Carnegie Hall Sunday afternoon, will lead the New York Philharmonic Orchestra in one of his own compositions and others by Hector Berlioz, the French romanticist, and Edward MacDowell, the equally romantic though less esoteric American. From the stage of the Metropolitan, Lily Pons and John Charles Thomas, on Saturday afternoon, will take the principal roles in a revival of Rossini's rollicking "Barber of Seville."

Maria Luigi Carlo Salvatore Cherubini is almost forgotten as one of the most prolific of Italian composers at the turn of the nineteenth century. One of his best works, the Overture to his opera "Anacreon," will introduce the Toscanini audience to one of the less well known symphonies of Haydn, that in B-flat, listed by the catalogers, Breitkopf and Haertel, as No. 98, and dedicated to Salomon, a famous London impresario of a century ago.

Toscanini will follow that work with the youthful five-movement Serenade in A major, Opus 16, by Brahms. Each of these compositions deserve special attention, particularly since they appear on the average symphonic program once in a decade.

Hearing a work by Enesco is a distinct pleasure; hearing it conducted by the composer himself is a unique advantage not to be missed by the radio-listener. The Rumanian conductor has made a happy choice of his Suite for Orchestra No. 1, Opus 9, for his program this week. From the works of MacDowell, who turned to Tennyson for his inspiration, he will play the Grieg-like symphonic poem, Lancelot and Elaine, Opus 25. As a significant close to his program, Enesco will offer the all too infrequently heard Symphonie Fantastique of Berlioz—a romantic biographical sketch of the composer himself, or at least a picture of the composer as he imagined himself, an artist experiencing all the moods possible in five extravagant situations—in five movements: Reveries and Passions; A Ball; In the Country; March to the Scaffold; Witches' Sabbath.

The Metropolitan Opera brings the "Barber of Seville" back to the stage after a lapse of six years. Miss Pons, who made her debut in the role of the heroine, Rosina, will be heard singing the spectacular, strength-demanding first-act aria, "Largo al factotum," to be sung by John Charles Thomas, also in the first act. Ezio Pinza, who has been heard almost every Saturday since the Met season got under way, will do honor to capricious "La calunnia" in which the bass, base villain of the plot describes the growth of slander from a tiny whisper to an overwhelming avalanche of ruin and scorn. Radio listeners should tune their dials to the opera at exactly 1:55 p. m., in order to avoid missing the perennially lively and tuneful overture.

As a method of assisting listeners in a better understanding and appreciation of the work, NBC will present an "Operalogue" in conjunction with the Metropolitan Opera Guild at 3:45 o'clock Wednesday afternoon. The program will cover an informal discussion of the "Barber," supplying authoritative musical, historical and human interest information for listeners.

Child Prodigy



Mary Ann Bock, 12, has a voice higher than the top keys of the piano and sings without moving her lips. She is the find of Phil Spitalny and is heard on the "Hour of Charm" Mondays at 9:30 p. m. (E.S.T.) over NBC, including WLW and WSM.

Milton Cross will lead the debate.

Returning to a former thesis and to comment on the music of Sibelius in particular, we should like to call attention to the marvelous performance given to the composer's Second Symphony in D-major last week by Arturo Toscanini. The work, in his hands, was climactic, dramatic, lyrical, grandiose, profoundly emotional, soothing, by turns, directly in contrast to the whimsical, airy, gracious Arleschinesco by Busoni. We also should take this opportunity to laud the Radio City Music Hall programs which, already this year, have devoted so much to Sibelius' symphonies, tone poems, and songs. Anyone who has followed the Radio City series has profited by the unique opportunity of becoming familiar with the Finnish master's skill.

As to the Metropolitan production of "La Boheme" last week, one cannot help feeling that Grace Moore was the stellar attraction of the Puccini matinee. Miss Moore's voice seems strangely suited to radio, even more so than to the stage itself. What with the marvels of acoustics it is inexplicable why the American soprano always appears to best advantage near a microphone, whether she is performing for radio audiences or the movies. The opposite might be said of Kirsten Flagstad, who commands the unstinted praise of her listeners. When in costume she appears to her opera audiences as the ideal Valkyrie, Isolde, or Elizabeth. Her "appearances" on the radio or on phonograph records are not quite as satisfactory. Perhaps it is fortunate she has not yet been enlisted in the ranks of Hollywood and film sound tracks.



RADIO FAVORITES SHOOTING AND SHOT AT
By MARGARET MALONEY

Rumor has it that Josef Cherniavsky and his moving camera idea might turn their lenses toward Cincy again . . . Mr. C., you know, played quite a long engagement at the Florentine Room and other dance places in the home town a few years ago . . . at that time it was rumored that Crosleys wanted his name on the personnel list at WLW . . . but something prevented it . . . understand that Josef is again in demand. Would be a swell name to add to the local talent list . . . and here's hopin' he makes it this time.

A new serial story to be aired five times weekly over WKRC beginning the week of January 24, was auditioned at the hill-top studios the other day . . . here's to a long and successful run. The name . . . "Secret Diary" . . . the time, 10 a. m.

Personality of the week: Dick Bray. Dick of the warm smile and handshake schooled it at St. X. . . . officiating at many big-time basbetball games . . . has a swell reputation in the sports world. Been with the hill-top station for several years . . . and numbers almost every local politician among his friends . . . Dick makes friends easily and keeps them. A regular Beau Brummel . . . and does he swing a mean big apple? A bache-

lor . . . in his early thirties . . . with a swell sense of humor.

ALONG THE MILKY WAY: Peeked into Taft Theatre long enough to see the Smoothies do a swell performance and three encores . . . best wishes to WCPO's new manager . . . he's in here from Charleston, W. Va. Spied trombonist, Phil Davis, and production man, Jack Edmunds, enroute to the Capitol Theatre . . . WCPO's Robert Bentley certainly a man of many talents . . . now the Post has him posing in crime pictures . . . thought it a swell idea when one of his Man on the Street fans sent him a letter asking that a person on the show the day the letter was received ask him the questions in said letter . . . seems someone in the audience is getting fed up with the old routine . . . yes . . . he got through it alright. Spied window shopping in the Arcade . . . **Jinny Gayle** . . . **Larry Lee**, whose music is "town talk," dining with Paul Kennedy, Post radio editor. Ork leader Johnny Lewis doing a lot of front page numbers . . . opening night at Castle Farm saw heaps of local radio celebs dancing.

THUMBS UP: WLW and WSAI's Peter Grant. His news programs are among the high-lights of the Crosley stations' presentations and his versatility makes him a valuable person to

have around. Peter is chief announcer at the Nation's Station.

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

Ins-

EMERY DEUTSCH

(Continued from page 4)

Other hits followed and Emery found himself one of the most sought after personalities in music circles.

It was during his performance at the Paramount Theater in New York

that Emery realized he would have to play popular songs if he wanted the great mass of people to hear him. In January last year he organized his first dance orchestra, which attracted immediate attention and created a new vogue in dance rhythm.

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