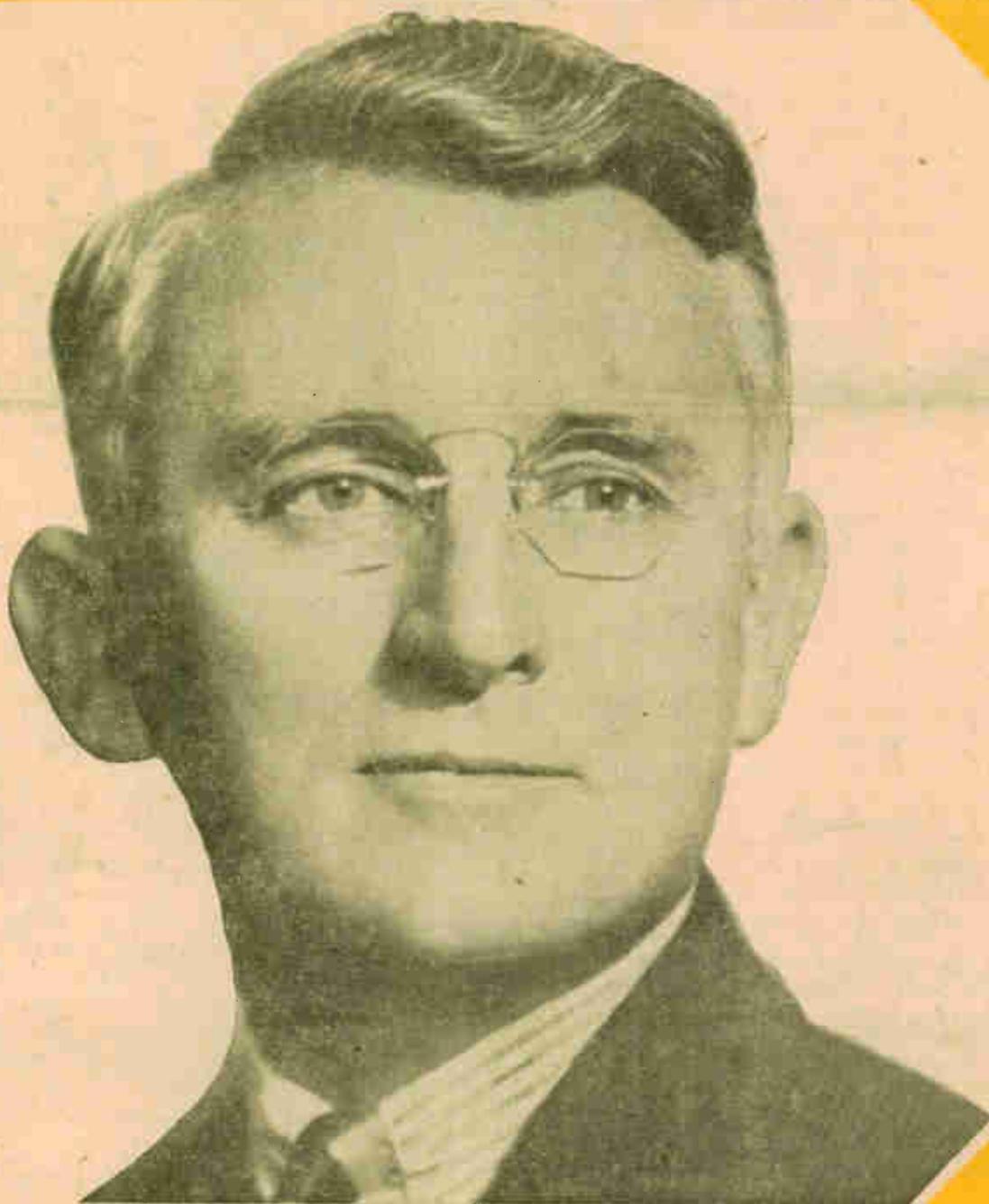


WHAT ARE THE BEST CONCERTS ON THE AIR? See Page 15

5¢

Radio Dial

WEEK ENDING FEBRUARY 4, 1938



**DALE
CARNEGIE**

PSYCHOLOGIST

See Page 4

Feb 1938

RADIO LIGHTS

FOR THE BENEFIT OF OUR READERS: Bob Newhall will spend the winter months in Florida where he is selling Chevrolet automobiles . . . Ralph Simpson, according to a friend of his, is in business in Cincinnati, completely out of radio . . . Janette, new 'LW singing sensation, is a southern gal and is just as beautiful as her picture which will appear on RADIO DIAL'S front cover the week ending February 18. . . . She was asked for so many dates her first day at the Nation's Station that she had to run to Bill Bailey for protection . . . The cast for "Hilltop House" is:

Bess Johnson	Bess Johnson
Thelma Gidley	Irene Hubbard
Jerry Adair	Jimmy Donnelly
Jean Adair	Janice Gilbert
Dr. Robbie Clark	Carleton Young
Paul Hutchinson	Alfred Swenson
Jeffrey Barton	John Moore

Fred Von Ammon and Bob Griffin, well known actors in radio productions from Chicago, soon will join the cast of Irna Phillips' serial, "The Guiding Light." . . . Von Ammon was a popular senior at the University of Chicago when he made his radio debut as an accordionist. . . . He now divides his time between broadcasting and the brokerage business.

COLUMBIA'S ADULT EDUCATION BOARD held a meeting to make specific recommendations for increasing radio's service in the field of education through programs which would dramatize the processes of learning; give the American radio audience a comprehensive picture of the nation at work; and provide a testing ground for development of new ideas in the whole field of education. . . . The Board, made up of leading educators and publicists from every section of the country, with Lyman Bryson of Teachers' College of Columbia University as its chairman, made the following recommendations:

1. The establishment of a series of half-hour evening programs dramatizing the processes of learning. In a highly original form, these programs would have permanent characters in the persons of a master teacher and a group of students, each with the traits of the outstanding "types" found among his students by every teacher—the argumentative pupil, for example, the opinionated one, the radical type and the conservative. In dramas concerning a variety of social subjects, the master teacher would finally crystallize their points of views, and bring home to the listening audience the lesson intended in the specific program.

2. The establishment of a series of dramatic studies of "America at Work"—radio portraits employing to the full the average American's curiosity in what his neighbor is doing—in art, business, industry, research, science, government services, religion, music and all the pattern of active life that constitutes American democracy today.

3. The continuous use of evening periods withdrawn from the commercial schedule and definitely reserved for experimental broadcasts in the educational field. These programs would be designed to win listeners and appeal to the radio audience in direct competition with commercial entertainment. These periods will be employed to try out a variety of suggestions made by members of the Board.

GUESTSTARS OF THE WEEK: Loraine Osborne, exponent of voice culture, will be guest of Lisa Segio, commentator, on "Let's Talk It Over." . . . Dr. Mordecai W. Johnson on "Wings Over Jordan," early Sunday morning feature. . . . Scribes from Boston's leading newspapers will be teamed against each other in NBC's Spelling Bee. . . . William L. Batt, president of the S. K. F. Industries of Philadelphia, will be the Business Advisory Council speaker on "Story of Industry." . . . Lupe Velez with Jack Oakie's College. . . . Effie Shannon and Robert Weede among those guests on Hammerstein's Music Hall Friday, January 28. . . . Among Saturday, January 29 guest stars are Rudolph Ganz conducting "Young People's Concert." . . . Motet Choir of Susquehanna University on "Chorus Quests." . . . "Madame Curie" presented by "Columbia Workshop." . . . Margaret Bourke-White, co-author of "You Have Seen Their Faces," on "By Popular Demand." . . . Evelyn Herbert on "Your Hit Parade." . . . Nadine Conner, soloist, on "Hollywood Hotel." . . . Connie Boswell return guesting for Paul Whiteman's show on Friday, January 28.

NEWS AND NOTES: MBS is arranging two broadcasts to originate from the S. S. Normandie while on its cruise to South America. First will be on February 6 and the second on February 16. . . . Drug and toilet goods sponsors, according to an analysis, led all other network advertisers during 1937. . . . Edward (Gospel Singer) MacHugh is so fond of his prize-winning hens that his special gift to a friend is a box of eggs from the rarest of his breeds. . . . Al Jolson never misses a prize fight or wrestling match unless it comes on a broadcast night. Santa Anita race track, during the winter, takes the remainder of his idle hours. . . . Phil Baker will drop anything for a golf game—everything, that is, except a romp with his children.

"Personalities On Parade"



Ethel Shutta had a willing smile on her face when she was interviewed by Marsha Wheeler on 'KRC's "Personalities on Parade" program Saturday, January 15, over the Hilltop Station. Ethel Shutta is the wife of the well-known band leader, George Olsen, and is currently being heard with Emery Deutsch's orchestra at the Pavillon Caprice in the Hotel Netherland Plaza.

Music Of Tudors, Stuarts To Be Featured By Herrmann On "American School Of Air"

Gay, lilting tunes from the days of the Tudors and the early Stuarts will be explored by Bernard Herrmann and his orchestra over CBS, including WKRC and WHIO, Tuesday, January 1, from 2:30 to 3:00 p. m., (EST), on the "American School of the Air's" music period.

The background and significance of Tudor and Stuart music will be explained through a script prepared under the direction of Dr. Louis Woodson Curtis, superintendent of music for the Los Angeles Public Schools. Instrumental and vocal numbers from the pens of Morley, Byrd, Arne, Purcell, Farmer, Gibbons, Ford and Dowland are to be heard.

"March Of Time" Program Changes Broadcast Time

"The March of Time," pioneer news dramatization, will be heard over NBC, including WCKY and WLS at an earlier hour beginning Thursday, January 27. The new time is from 8 to 8:30 p. m. (EST), instead of 8:30 to 9 p. m. The earlier time was made possible by General Hugh S. Johnson discontinuing his Thursday evening broadcasts.

"The March of Time" program, now in its eighth consecutive year, is sponsored by the publishers of Time and the weekly picture magazine, Life.

Pershing, Wilbur, Parran To Be Heard In Social Diseases Talk

In behalf of a nation-wide campaign against social diseases, General John J. Pershing, Dr. Ray Lyman Wilbur and Dr. Thomas G. Parran, members of the National Anti-Syphilis Committee, will call attention of the American people to the need for control of syphilis in a special program to be heard Wednesday, February 2, at 10:45 p. m., (EST), over the combined networks of NBC and CBS, including WCKY and WLS.

The program, to be heard on the second National Social Hygiene Day, will mark the beginning of a concerted drive to enlist voluntary support of the American people against the menace of spreading social diseases. General Pershing is chairman, Dr. Wilbur, president of Stanford University, is vice-chairman, and Dr. Parran, Surgeon General of the United States, is a member of the National Anti-Syphilis Committee, allied in this campaign with the American Social Hygiene Association.

Dr. Wilbur will speak first in Los Angeles, California. General Pershing will be heard from Tucson, Arizona, and Dr. Parran will conclude the program in Washington, D. C.

Chinese on Special Program



More than 30,000 students have been denied schooling and a score or more of colleges and universities have been destroyed in China, Miss Pao-Chen Shih, right, a graduate of Ginling College, Nanking, told the WLW audience recently.

She appeared on a special program with Miss Helen Morton, left, executive secretary of the National Intercollegiate Christian Council, and Dr. Henry P. Van Dusen, center, dean of students at Union Theological Seminary, New York.

The program was part of the National Y. M. C. A. Assembly at Oxford, O. Miss Shih is student secretary of the Chinese Y. M. C. A., and was in Shanghai during recent bombardments.

President's Birthday Ball Aired

Fibber McGee Got His Chance



He's done lots of fibbing as Fibber McGee, but Jim Jordan has done little emoting in all his years as a stage, film and radio actor. He got his chance on January 21 when he played a straight role on the "First Nighter" program.

Elisabeth Rethberg Guest Soloist With "Sunday Evening Hour," Fritz Reiner Conducting

Elisabeth Rethberg, Metropolitan Opera soprano, will be soloist on the "Sunday Evening Hour" over CBS, including WKRC, WHAS and WHIO, Sunday, January 30, from 9:00 to 10:00 (E.S.T.).

Fritz Reiner is to direct the orchestra and chorus in Miss Rethberg's accompaniments and a variety of symphonic compositions. The concert will be in the nature of a musical reunion for Mme. Rethberg and Reiner. The latter discovered the former's superb voice when she was a girl of sixteen. At that time she was a student at the Royal Conservatory at Dresden and Reiner was conductor of the Dresden Opera. From Dresden Mme. Rethberg went to the opera in Vienna and thence to New York's Metropolitan.

The program:

- Overture from "The Marriage of Figaro" Mozart Orchestra
- Abscheulicher, wo eilst du hin? from "Fidelio" Beethoven Mme. Rethberg and Orchestra
- Invitation to the Dance Von Weber Orchestra
- Talk by Mr. W. J. Cameron.
- Hungarian Dance from "Ruralia Hungarica" Dohnanyi Orchestra
- Morgen Strauss Mme. Rethberg and Orchestra
- Und Gestern Hat er Mir Rosen Gebracht Marx Mme. Rethberg and Orchestra
- A Spring Fancy Densmore Mme. Rethberg and Orchestra

Festival at Bagdad and The Sea from "Scheherazade" Rimsky-Korsakov Orchestra
Eternal Father, Strong to Save Dykes Mme. Rethberg, Chorus, Audience and Orchestra

"Alias Jimmy Valentine"



Pictured here is Bert Lytell as "Alias Jimmy Valentine" in a serial drama of the same name broadcast Tuesdays at 9:30 p. m. (E.S.T.) over NBC, including WCKY and WLS.

President To Speak As Nation Toasts 56th Birthday

President Roosevelt will greet millions of Americans gathered in more than 12,000 community celebrations of his 56th birthday during a nationwide broadcast to be heard Saturday, January 29, beginning at 11:30 p. m. (E.S.T.), over the combined networks of NBC, CBS and MBS, including WLW, WKRC, WCKY, WLS, WHIO and WSAI. The President will speak from the White House in Washington, D. C.

Keith Morgan, chairman of the Committee for the Celebration of the President's Birthday, will speak briefly before introducing the Chief Executive. Dance music at the ball at the Waldorf-Astoria Hotel in New York City will also be heard.

The purpose of these dances and parties is to raise funds to carry on the work at the Warm Springs Foundation, which is maintained by the President and his friends to assist in the curing of infantile paralysis victims.

Stations WHAS and WSM will also probably carry the broadcast although such plans are as yet indefinite.

"Secret Diary" Is New Local Show For 'KRC

"Secret Diary," a new local show sponsored by the French-Bauer Dairy Company and broadcast over WKRC, began Tuesday, January 25 and will be heard Tuesdays through Fridays, each week, at 10:00 a. m. (E.S.T.).

"Secret Diary" is a story of Elsa Morgan, a woman who has kept a diary over a period of years in which she has written every important happening in her life. Although the author would not disclose full details concerning Elsa's secret life, it was learned that she and her husband have been separated for many years. Their daughter, Rita, has been raised by the husband, John Morgan, and given every opportunity money can buy.

For reasons of her own, reasons which she has written in her diary, Elsa has lived her life alone, a life of poverty, hard work and innumerable hardships. An unusual series of circumstances bring Rita and her mother together again in one of the most dramatic, exciting reunions imaginable.

Many of Cincinnati's leading dramatic actors and actresses are cast in this serial, among them being Nannette Sargent as Elsa Morgan, Elisabeth Ann King as Rita, Louis Levy as Steve, Bob White as John Morgan and Albirda Haynes as Susan.

Mary Lou



Mary Lou, "blonde daughter of the Golden West," born in Los Angeles, June 16, 1916, and who from her first "gurgle" aspired and trained for a singing career, is now featured vocalist on "Hollywood Showcase," a variety show broadcast Thursdays, at 10:30 p. m. (E.S.T.), over CBS, including WHAS and WKRC.

"Hoosier Housewarming" Heard Sunday Afternoon

Pappy Shannon and his "Hoosier Housewarming," which has been aired over WLW, Wednesday nights, has moved to 6 p. m. (E.S.T.), Sundays, for a sponsor.

Starring the former stage comedian, Ray Shannon, as the tall story-telling "pappy," the "Hoosier Housewarming" is just that—a get-together of the Shannon and Julian clans for a weekly songfest. Deon Craddock, blues singer, exchanges words with Pappy and sings her best blues songs.

The Five Julians—John, Harold, Clarence, Lenore and Hazel, provide sweet harmony of old-time and popular songs. Sleepy Marlin and his Drifting Pioneers are heard in hill-billy music and songs, while each week a guest soloist will appear. On the opening broadcast, January 23, Herbert Spiekerman, baritone, was heard.

Douglas Browning serves as both announcer and master of ceremonies, with Pappy Shannon interrupting throughout with his exciting stories.

'Musical Steelmakers'



Sara Rehm, soprano, is heard during the "Musical Steelmakers" program over WLW and the Mutual Broadcasting System, 5:00 to 5:30 p. m. (E.S.T.), Sundays. She is a Wheeling, W. Va., girl in her teens and has had favorable auditions in the east.

Weekly RADIO DIAL

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Telephone—CHerry 0710-0711

J. A. ROSENTHAL, Editor

Vol. VII. WEEK ENDING FEBRUARY 4, 1938 No. 38

WHY "EDUCATIONAL"

Listeners who try to find a clear-cut trend in the confusion of radio probably thought they had the answer a couple of weeks ago when CBS announced the formation of an advisory committee on adult education. For, far from being an isolated step, this fits in neatly with other moves on the radio chessboard.

Educational programs, aimed at adults as well as children, have been aired for a number of years. Last summer NBC upped their importance by naming Dr. James Roland Angel, former president of Yale, to direct its educational activities. Now CBS follows with an advisory committee of imposing names which has already worked out specific recommendations. In short, it looks very much as if educational broadcasting were on the make.

To listeners who expect something more than casual amusement from radio, this is a welcome prospect. Without doubt, educational programs could add much-needed substance and point to broadcasting fare.

On the other hand, it is significant that the whole subject of educational broadcasting is beset with perplexing questions. They are too numerous and involved even to be listed here. But of them all, the one that seems most pertinent at the moment is why educational programs should be labelled as "educational".

At first glance this seems to question the wisdom of honesty. If a program is educational, there appears to be no good reason why it should not be labelled as such. However, the matter is not as simple as that.

For one thing, the "educational" trademark suggests that the world has an exact and generally accepted meaning in radio. That is far from true. The educators themselves have not been able to agree on a workable definition. And listeners are in still more of a fog. They find that many programs tagged as "educational" are not that at all, while many others supposed to be mere entertainment are really educational. To complicate matters, it is likely that no satisfactory definition can ever be found. For whether a given program is educational depends on the needs of the individual listener more than the purpose of those who broadcast the program. That being the case, "educational" must remain a meaningless classification.

Much more serious is the effect the "educational" label has on listener acceptance of the program. If it is to do any educating—regardless of what that means—an educational program must be heard. To make instructive material interesting broadcasters and teachers use many ingenious methods. Yet they continue to call these programs "educational," about as adroit as telling a small boy a chocolate soda contains castor oil.

No matter how profitable and necessary it may be, "educational" has wry associations, particularly for adults. It suggests textbooks, assignments, work. Worse, it implies that the educatee needs to learn and that the educator can teach him. In brief, the "educational" label is well-calculated to put many listeners on the defensive, ready and waiting to twist dials.

Certainly this attitude does not make for listener acceptance. If the CBS advisory committee recognizes that to the extent of dropping a needless handicap, it may make a practical contribution to truly educational broadcasting.

DALE CARNEGIE—Psychologist

Dale Carnegie might appropriately be called the "man behind Lowell Thomas," for it was Mr. Thomas who first went to Mr. Carnegie back in 1915 for expert coaching in the art of speech.

Since that time, Carnegie has not only authored "How To Win Friends and Influence People" which became a best seller, but he has also debuted

on his own NBC coast to coast program, "How To Win Friends and Influence People," heard every Tuesday night over the red network at 10:45 p. m. (E.S.T.).

Born November 24, 1888 in Maryville, Mo., Dale Carnegie worked on his father's farm until he had saved enough money to pay for his tuition

(Continued to page 14)

THIS IS RADIO

By BILL BAILEY

Last week we gave a brief picture of auditions at the Crosley stations—how prospective talent is registered, heard by the audition board and finally accepted upon ability alone. Chester Herman, program consultant of WLW and WSAI, who discovered Janette and predicts big things for her, declared her future depends upon three most important things.

Those three necessities affect every radio artist. Failure in any one of them can spell defeat. Then what are the requisites of success in the radio field?

"First of all a singer, actor or announcer must have ability, personality and a determination to make good," said Mr. Herman, whose work with the St. Louis Municipal Opera Company gave him the opportunity to develop some of today's prominent movie and stage stars. "Anyone in the entertainment field must work hard and long. Those with the idea that once they catch on they're set, usually fall by the wayside so quickly they're stunned. The world loves a winner and to win, one must be persistent,

possess ability and continue studying.

LISTENER ACCEPTANCE IMPORTANT

"Second is listener acceptance. Jack Benny, Jane Froman, Kate Smith and the other radio stars of today would be doing some other kind of work had not the radio audience accepted them and their entertainment. All the promotion in the world can't help a vocalist or actor if the entertainer himself is disliked by the public. Any stage show that packs them in and continues to hold the audience is a success. So it is with radio. If a show or individual holds listener interest, then it will be successful. On the other hand, if thousands upon thousands of fans turn the dial to another station, then the program can be called a failure.

"The third step in the success of any radio star is the training given them by radio. At WLW and WSAI, every man and woman—young or old—is given sound training in radio technique. Without ability, however, the assistance radio officials can give

beginners would be futile. That's why, I say the success of any entertainer depends upon three most important things—ability, listener acceptance and radio training."

The Crosley stations for years have been recognized as the leaders in developing talent. Arthur Chandler, Jr., organist, and director of the audition board, has played host to something like 30,000 aspiring radio artists in the years that he has conducted the auditions. He has counseled and assisted them. Frequently he has noted unusual nervousness and has requested the audition board to grant a second hearing, believing that the applicant might do better.

MIKE FRIGHT LOOMS

"On the stage there was the well-known stage fright," said Mr. Chandler. "Every person is susceptible, of course, to the jitters when facing an audience. In radio, however, those little instruments known as microphones seem to frighten about 70 percent of the people who come for auditions."

Mr. Chandler usually escorts the applicants into the regular studio, introduces them and steps aside. Frequently singers will attempt to sing in the wrong key. An expert accompanist will stop them, transpose the music and play in another key. Every assurance is given the applicant.

"Be natural," is Mr. Chandler's advice to those who would seek fame and fortune on the air waves. "If you are nervous, take a deep breath. Place an imaginary audience before you and play to that audience."

Oftentimes a vocalist or an actor will do a song or bit. From the talk-back in the studio comes a voice:

"Will you do a ballad for us?" or "Let us hear what you can do with comedy."

TALENT TYPED INCORRECTLY

If the singer has no ballad, a song is provided by Mr. Chandler. If the actor failed to bring a comedy script, the audition director has a stock of them—scripts taken from regular radio shows.

Frequently some vocalist will insist on doing rhythm songs. And when the request for a different type is made, that vocalist will sound much better. Or the case might be reversed. Every singer with a potential radio voice is given every chance. If Grace Cauve Raine, vocal director of WLW and WSAI, believes the applicant possesses a voice adapted for radio, she requests an interview.

Mrs. Raine, whose radio days began some years ago with WSAI when that station was operated by the U. S. Playing Card Company, is credited with developing such stars as the Mills Brothers, Ramona, Jane Froman, Bailey Axton, and many others. She is a quiet, hard-working little woman whose chief ambition is to start young men and women on the road to success in radio.

How Mrs. Raine devotes many long hours to youthful artists and how she has been responsible for developing some of radio's outstanding stars will be told in the next installment of "This Is Radio."

SERENADE AND STATIC

THE MAIL BOX

Dear Editor:

I received the game "Amateur" and it is most entertaining—cleverly assembled and I know it will be lots of fun to play.

Thanks so much for your column "Symphonic Strains." It helps me so much to enjoy concerts that I would not be able to understand them without it. It previews the operas and concerts so well that I feel I almost know the program before it comes on the air.

I also hope you continue to print letters from the listeners as it is so much fun to see what other readers have to say about the programs I listen to.

Cordially yours,
RUTH BARSTON,
Loveland, Ohio.

Dear Sirs:

Will you please tell me why we radio fans are so often unable to get anything but foreign broadcasts? It is getting to be a perfect nuisance, everywhere I turn some foreigner is jabbering!

There are two things I would like very much to see changed in the broadcasting system; one is to take Deems Taylor off the air entirely unless he promises to give us less of this atrocious modern, it is not music so do not know what to call it, and the other is to have less foreign stuff.

I know you cannot do anything about it, but I just wanted to let off a little steam!

Yours truly,
(Miss) FLORENCE MEEK,
Chilhowie, Va.

P. S.—Another thing, WLW does not seem to give nearly as good reception as it did formerly!

Dear Editor:

You may throw this letter of criticism in the waste basket, but still I'm going to give you one of my pet peeves concerning radio.

It seems to me there are entirely too many continued serials on the air during the day. I'll agree there are some worth listening too, but after all there are too many. The sponsors ought to realize there are some people who would rather listen to something more amusing.

To listen to such programs as "WSAI Little Show;" "The Strollers;" "Hollywood in Person;" during the day are soothing to one's nerves.

Some may disagree with me, but still I think there are some who agree with me. How about some writing their views on this subject?

Wishing you much continued success, I am

Sincerely,
LOUISE LANDO,
Reading, Ohio.

AROUND the DIAL

by THE DIAL TWISTER

Maybe it's just a coincidence, but probably not. Anyway, since leaving Hollywood for New York Fred Allen has been showing us some of his fellow comics who build their radio shows to wow the studio audience. I mean those feeble gags he's put over—in the studio—by using masks, silly hats and slapstick. It's time somebody exposed this stupid system. Radio shows are supposed to please the loudspeaker customers. Yet many of the comedians who take the air in Hollywood play to studio audiences for the most part. Things that aren't the least bit funny to stay-at-home dialers have been putting visible spectators in the aisles. Fred's exposes may show how absurd that is. If not, the Hollywood producers will have to assign special announcers to describe the "business" that causes all the studio merriment. Then maybe those of us who can't see what's going on can laugh too, or maybe not.

That usually reliable weekly, Time, states that the Town Meeting of the Air has an estimated audience of 3,000,000. To appreciate just how impressive this figure is, it's about twice the audience of the average big-time show. Listeners don't like "heavy stuff"?

Among other things, Wings Over Jordan demonstrates that swing isn't the negro's only contribution to radio. An excellent chorus and an interesting speaker combine to make an exceptionally profitable half hour. In fact, such a refreshing feature deserves a better spot than so early for Sunday morning.

The appearance of a young solo artist every week isn't the only thing that makes the return of the Armco Band (NBC-WLW, Sunday, 3:30 P. M.) a noteworthy event. Bands—concert as well as military—are the backbone of European programs. But over here they're as rare as "personality" singers who can really sing. The return of Frank Simon's aggregation emphasizes how much we Americans miss because of that inexplicable policy. A band program of the Armco caliber, three or four evenings a week, would do a lot to compensate for the punishment of "Tin Pan Alley."

Before many weeks you DXers will have a real tagret to try for. It's PITC, a new station to be built on famed Pitcairn Island in the South Pacific. It'll use phone on the 20-meter amateur band, and though rated at only 60 watts should be heard here rather easily under good conditions.

Because so much has come to be expected of this crack feature, the Columbia Workshop presentation of "The House That Jack Didn't Build," Jan. 15, was keenly disappointing. The offering wasn't drama or even experimentation; just frank propaganda, based on flimsy premises. No matter who does it, or how lofty a doctrine it sets forth, propaganda isn't art. The Workshop might better confine itself to radio as an art medium. There's already more than enough propaganda on the air.

The old saying about an ill wind has its points in the case of Nixon Denton. Since Bob Newhall had to leave the air, the sage of Mt. Washington has come into his own (WSAI, Monday through Friday, 5:45 P. M.) His impious drolleries about sport are made-to-order for the twilight hour, when grown males find so little worth the dialing.

Speaking of twilight, it looks as if the daytime deluge of tears and romance is overflowing into this territory too. First there was Hilltop House. And now comes Stepmother. You'd think the women would run out of crying towels by that time of day. Just who started that superstition that "This is a man's world"?

When Interesting Neighbors was extended to a half hour (NBC-WSAI, Sunday, 7:30 P. M.) it was logical to expect that this meant more interviews with people worth knowing. But the radio "showmen" have decreased otherwise. A dance band occupies most of the additional time; about as appropriate as a Christmas tree on the Fourth of July. If there has to be any music, an organ would serve the purpose of setting the mood. As a matter of fact, even that is unnecessary with Jerry doing an interview.

In the dial-twister's judgment, last week's episode of One Man's Family ranks as one of the best in this serial's distinguished career. Not only was it well-acted. More important, it had a beautifully done script. The proof of that was the finesse with which Carlton E. Morse indicated the difficulty between Clifford and Ann. A touch as sure and delicate isn't merely rare in what passes for radio drama. Consider what would have happened to the same situation under the sledgehammer of daytime serials.

A press release states that the Bromo Seltzer tour of New York nightclubs was discontinued on account of "technical difficulties." Is the phrase a radio equivalent of a "technical knockout"?

Comedienne as Bride



Lucille Ball, comedienne on Phil Baker's Sunday night broadcasts, stops clowning long enough to pose in wedding finery. The program is heard at 7:30 p. m. (E.S.T.) over CBS, including WKRC, WHAS and WHIO.

Blind Pianist



Glenn Hurlburt, blind pianist, is heard with Paul Martin and his orchestra in their broadcasts over NBC.

Shooting Stars

RADIO FAVORITES SHOOTING AND SHOT AT

By MARGARET MALONEY

Since the introduction of Shep Field's Rippling Rhythm . . . ork leaders believe the quickest way to be spotlighted is to think up some original angle on their music . . . which idea isn't bad in any game. Seems we have two band leaders in town who are novelty conscious . . . Lou Breese at Beverly who's featuring a metronome effect at the beginning of each dance number . . . to make things a bit simpler for the dancers. In other words . . . the metronome ticks off the dance rhythm and sets the pace for the couples on the floor . . . eliminating the first few minutes of posing to determine if the number's a waltz, fox-trot, tango, etc. At the Gibson we have Larry Lee who's been using sound effects, to be different . . . and he's been getting a lot of publicity for same. Larry puts on a good remote radio show . . . sounds like a complete rehearsed program . . . not simply an excerpt from the evening's dance schedule.

Personality of the week: Last week, WKRC's Maynard Craig had an anniversary. One year as head man on the Meet the Missus

show . . . this one of Maynard's specialties . . . he also announces . . . and does no little bit of writing. Might mention also that Maynard is the hill-top station's only red head . . . every local station seems to number one . . . It's Red Barber at the Nation's Station, Frank Zwygart at 'CKY, and Red Thornburgh at WCPO. To get back to Mr. C . . . he's a bachelor . . . thirtyish . . . swell sense of humor . . . loves radio.

ALONG THE MILKY WAY: A dine and dance at Beverly Hills and spotted Ethel Shutta doing a request number from her table while visiting . . . and a look-in backstage to meet little Jackie Heller's fiancée . . . a cute trick. George and Marilu Case very happily married and enjoying a visit back home . . . George now radioing it in Columbia, S. C. Four Bachelors spotting it on the WSAI Little Show . . . afraid this quartet a bigger hit on the stage and floor-show . . . should be good cinema material. WCKY's Lloyd Venard back from a New York jaunt to pull for more red network (Continued on page 16)



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PROGRAMS FOR SATURDAY, JANUARY 29

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Saturday, January 29, 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—Message of Israel: Rabbi Morris Lazaron, guest speaker; organ music. WJZ WLS WCKY kdka whk wave wire wham wowo
—Kaltenmeyer's Kindergarten: Variety program with Bruce Kamman, Johnny Wolf, Thor Ericson, Merrill Fugit, Merry Kogen's Orchestra. WEA WSAI wgy wtm wmaq who wdf kyw
—Saturday Night Swing Club. WABC WKRC WHAS WHIO wbbm wgar wfbm wcau wadc wadw wvva wvsa wwl wcco
7:30—Alistair Cook: Dramatic critic. WEA W WGY wtm wmaq
—The Carborundum Band. WABC WKRC WHAS wcco wcau wgar kmcb kmox wbbm wjr
—Uncle Jim's Question Bee. WJZ kdka wmaq wgy wtm
—Music by Meakin. (NBC) WCKY wowo
7:45—Jean Sablon, songs. WEA WGY wtm wmaq who wdf kyw
8:00—Robert L. (Believe-It-Or-Not) Ripley; B. A. Rolfe's Orchestra and guest star. WEA WLV wgy wtm wmaq wjw wire who wdf wspd kyw wbpw kstp
—Dance Orchestra. WJZ only

—Al Roth's Orchestra. WEA WSAI wgy wtm wmaq who wdf
9:30—Saturday Serenade with Mary Eastman, Bill Perry; Gus Haenchen's Orchestra (CBS) WHAS wcau wgst wjr wbbm wgar wfbm kmcb kmox wave wbt wvsa wwl
—"Second Overture": Original radio play by Maxwell Anderson. WEA WGY wtm wmaq who wdf
—By Popular Demand: Dramatized Book Review. WABC only
9:45—Among Our Souvenirs. WABC
10:00—"Your Hit Parade": Richard Himber's Orchestra, guests; Songsmiths, male quartet; Freda Gibson and Buddy Clark, vocalists; guest. WABC WKRC WHAS WHIO wbbm wfbm wgar kmcb wcau kmox wadw wvva wjr wgst wwl wcco wbt
—NBC Symphony Orchestra: Arturo Toscanini, guest conductor. WJZ whk wave wire wham
—NBC Symphony Orchestra: Arturo Toscanini, guest conductor. WEA WCKY WLW wgy wtm wmaq who
10:45—Nan Wynn, songs. WABC WHAS wbbm wgar wfbm wcau wadc wsbw wvva wbt wvsa wjw wcco kmox
11:00—Buddy Rogers' Orchestra. WABC WKRC WHIO wjr wbbm wgar kmcb wcau kmox wadw wvsa wcco wvva
11:30—President's Birthday Ball. WEA WSAI WLW WLS wgy wtm wmaq who wdf kyw
—Esso News Reporter. WJZ only
—President's Birthday Ball. (NBC) WCKY

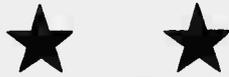
—President's Birthday Ball. WABC WKRC WHIO wjr wbbm wgar wfbm wcau kmox wire wave wham whk
11:35—President's Birthday Ball. WJZ WCKY wire wave wham whk
MIDNIGHT—Bert Block's Orchestra. WJZ WCKY WLW whk wave wire wham
—Emery Deutsch's Orchestra. WEA WGY wtm wmaq who wdf
—Sammy Kaye's Orchestra. WABC WHAS 12:30—Blue Baron's Orchestra. WEA WLW wgy who wdf wtm wmaq kyw
—Don Ricardo's Orchestra. WJZ WCKY kdka wave wire wham
—Orrin Tucker's Orchestra. WABC WKRC WHIO WHAS wjr wgar wfbm kmcb wbbm

Toscanini Concert

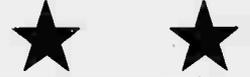
For his sixth appearance as guest conductor of the NBC Symphony Orchestra, on Saturday, January 29, from 10:00 to 11:30 p. m. (E.S.T.), over NBC, including WCKY and WLW, Arturo Toscanini has programmed works by Rossini, Schumann, Mendelssohn and Moussorgsky. Opening with the Overture to Ros-

sini's "La Scala di Seta," or "The Silken Stairs," the concert will continue with Schumann's "Rhenish" Symphony in E Flat Major, No. 3, Opus 97, written in five movements, "Lebhaft," "Scherzo: Sehr massig," "Nicht Schnell," "Feierlich," and "Lebhaft."
Following the Schumann work, the celebrated Italian maestro will conduct the Nocturne and Scherzo from Mendelssohn's "A Midsummer Night's Dream," and Moussorgsky's "Pictures at an Exhibition," a set of ten piano pieces with Prelude and Interludes orchestrated by the late French composer, Maurice Ravel.
Walter O'Keefe has been nicknamed "Rogue" by the "Hollywood Mardi Gras" cast.
Phil Baker's "Goldwyn Follies" is scheduled for immediate release.

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



PROGRAMS FOR MONDAY, JANUARY 31



(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-Amos 'n' Andy. WEAF WLW who wgy kyw wtm wvj kstp
-Music Is My Hobby. WJZ WCKY WENR kdkk waf wfa wham
-Hal Totten, sports. (NBC) wtm wmaq
-Poetic Melodies: Jack Fulton, tenor, and Franklyn McCormack, poetic reader, with Orchestra. WABC WKRC wadc wvva wbt wcau wgar wgst wjr

wmaq wdf wvj who kstp wcol wave wire wtm ktyw
-"Pick and Pat In Pipe Smoking Time," blackface comedy and music; Edward Roecker, baritone; Benny Kraeger and his Orchestra. WABC WKRC WHAS wjr wbbm wgar wfbm kmox wgst wcco kmcb wcau wbt wadc
-"Grand Hotel"; Dramatic sketch. WJZ WCKY WLS kdkk whk wham wspd

Pelletier, announcer. WEAF WSAI WSM kyw wgy wmaq wtm wvj who wdf wfa waf wcol wfaa
-"Behind Prison Bars." Warden Lewis E. Lawes of Sing Sing. Dramatic sketch. WJZ WCKY WLS whk wspd wham kdkk, 10:30-For Men Only, Pag La Centra, vocalist; Peter Van Steeden's Orchestra. WEAF WLW WLS wtm wvj
-"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

-Lou Breese's Orchestra. WEAF WLW wgy wtm wmaq who
-Magnolia Blossoms. WJZ WSM WCKY kdkk wham wowo whk waf
MIDNIGHT-Eddie Fitzpatrick's Orchestra. WABC WKRC WHIO WHAS wgar wcau wadc wbt wjr wfaa wvl whk wowo
-Carl Deacon Moore's Orchestra. WJZ WCKY WLS kdkk whk wave wire wham wowo
-Lani McIntire's Orchestra. WEAF wgy wtm wmaq who
12:30-Louis Armstrong's Orchestra. WEAF WLS WSM wgy wtm wmaq who
-Bobby Grayson's Orchestra. WJZ WCKY kdkk whk wave
-Orrin Tucker's Orchestra. WABC WKRC WHAS WHIO wbbm wfbm wjr

PROGRAMS FOR TUESDAY, FEBRUARY 1

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Francis MacCormack, poetic reader, and orchestra. WABC WKRC wgar wcau wadc wvva wbt wgst wjr

—Louis Panico's Orchestra. (NBC) wmaq 7:45—Vivian Della Chiesa, soprano. WJZ WCKY WLS whk wave wire wham wowo

9:00—Vox Pop, conducted by Parks Johnson and Wallace Butterworth. WEAF WSAI kyy wgy wtam wvj wmaq who wdf wfe wst

10:15—Kidoodlers. WJZ WCKY whk wave wire wham wspd 10:30—Howard Phillips, songs. WABC kmox wsbw kmcb

—Ruby Newman's Orchestra. WEAF WSM WLS wgy wtm wmaq who —Benny Meroff's Orchestra. WJZ WCKY kdkk whk wave wham wfla wire

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

PROGRAMS FOR WEDNESDAY, FEBRUARY 2

(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; Franklyn McCormack, poetic reader, and orchestra. WABC WKRC wadc wvva wbt wgar wcau wgst wjr
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk whm wire
—Amos 'n' Andy. WEAFLWLW wgy kyw who kstp wlam wwl

wfaa wgy wvj kyw kvoo wmaq wire wave kstp who wdad
—Harriet Parsons. WJZ WCKY WLS kdka whk whm wspd
8:45—Cleveland Orchestra, Artur Rodzinski, conducting. 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 wgar kmcb wcau kmox wadc wbt wsa wvl wcco wsb wgt wgst
—Town Hall Tonight: Fred Allen and Portland Hoffa; Peter Van Steeden's Orchestra; WEAFLWLW WSM kyw wlam wvj wmaq who wdad kstp wave wfla wfaa wgy wire
9:30—Ben Bernie and All the Lads, Lew Lehr, Buddy Clark and Jane Pickens. WABC WHIO WKRC WHAS wjr wgar wbbm kmcb wcau kmox wfbm wgst wsb wsa wvl wcco
—To be announced. WJZ WCKY WLS kdka whk whm wspd
10:00—"Gang Busters," true crime dramatizations. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar wcau kmox kmcb wbt wvl 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. WEAFLWLW WSM wgy wlam wmaq kyw wdad who wfla kstp wave wvj wire wfaa
—General Hugh Johnson, commentator. WJZ WCKY WLS kdka whm whk wspd
10:15—Louis B. Johnson, Assistant Secretary of War: "Aviation as a Factor in Preparedness." WJZ whk kdka whm
10:30—Del Casino, songs. WABC wbbm wfbm wgar kmcb wbt wsa wvl wcco
—NBC Minstrel Show. WJZ WLS whk kdka wave wire wham
—"Hobby Lobby". (CBS) WHAS wbbm kmox wcco wvl wsb wgt wsa wfbm
10:45—Special Talks Program, guest speaker. WABC wadc wbbm wcco wgar wsb wgt
—Campaign against Social Diseases: General John J. Pershing and others. WJZ WCKY WLS whk kdka wave wire wham
11:00—Amos 'n' Andy. (NBC) WSM wmaq wdad wire wbpap
—"Poetic Melodies." (CBS) WHAS wjr wbbm wfbm kmcb wcco kmox wvl
—Dick Gasparre's Orchestra. WEAFLWLW wjm whk whm wsa
—Bob Crosby's Orchestra. WABC (WKRC WHIO on 11:15) wadc wbt wsb wgt
—Esso News Reporter. WJZ wjl
—Ink Spots. (NBC) WCKY whk wave wire
11:05—Ink Spots. WJZ WCKY whk wave wire wham
11:15—Louis Panico's Orchestra. WJZ WCKY WLS whk wave wire wham
11:30—Henry Busse's Orchestra. WEAFLW wgy wlam wmaq who
—George Olsen's Orchestra. WABC WHIO WKRC WHAS wjr wcau kmcb wadc wbt

Dorsey Changes Time
Tommy Dorsey, His Trombone and His Orchestra, will be heard on Wednesdays from 8:30 to 9 p. m., (EST), over NBC, including WSAI and WSM, beginning February 2.
Assisting Dorsey in the weekly broadcasts will be Edythe Wright, Jack Leonard and the Three Ecquires and Paul Stewart, master of ceremonies.

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

PROGRAMS FOR THURSDAY, FEBRUARY 3

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for 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 Franklyn MacCormack, poetic reader. orchestra. WABC WKRC wadc wvva wbt wgr wcau wgst wjr
—Amos 'n' Andy. WEAF WLW wgy wtm kyt wjw who kstp
—Hal Totten, sports. (NBC) wmaq
—Easy Aces comedy sketch featuring Jane and Goodman Ace. WJZ WCKY WLS kdkk whk wire wham
7:15—Vocal Varieties—Choral group of 14 voices. WLW to WEAF wgy wtm wire wmaq who kstp kyt wdf
—"Hollywood Screenscoops". WABC WKRC WHIO WHAS wjr wgr wbbm wbt wgst wcau kmox wdc wwl wcco
—Mr. Keen, Tracer of lost persons; dramatization. WJZ WCKY WLS whk kdkk wham wspd
7:30—Schafer Revue: Leo Reisman's Orchestra; Bud Collyer, m. c. WEAF only
—"We, the People"—Gabriel Heatter, director; Mark Warnow's Orchestra—Dramatizations. WABC WKRC WHIO :WHAS wbbm wgr kmcb wcau kmox wcco
—Music for Moderns. (NBC) wgy wtm who kyt
—Ruby Newman's Orchestra. WJZ WLS

9:30—America's Town Meeting of the Air: Round table discussion featuring prominent speakers; George V. Denny, Jr., moderator. WJZ WCKY WLS kdkk whm whk
10:00—Music Hall, starring Bing Crosby and Bob Burns, comedian; Johnny Trotter's Orchestra; guest artist. WEAF WLW WSM wgy wtm wjw wmaq wire wave kyt wbp kstp wdf wfla
—"Essays in Music": Victor Bay's Concert Orchestra. WABC WKRC WHIO wjr wbbm wfbm wgr kmcb
10:30—Hollywood Showcase. WABC WHAS WKRC wgr wjr wbbm wcau kmox wcco wgst wwl kmcb
—NBC Jamboree: Harry Kogen's Orchestra with guest artists. WJZ WCKY WLS kdkk whk wire wham
11:00—Cab Calloway's Cotton Club Orchestra. WABC (WKRC WHIO on 11:15) wdc wbt wbt wcco kmox wgst
—"Poetic Melodies." (CBS) WHAS wfbm kmcb wbbm wwl wcco kmox
—Eddie LeBaron's Rockefeller Center Rainbow Rhythm Orchestra. (NBC) WCKY whk wire wham
—King's Jesters Orchestra. (NBC) WLS wgy wtm wmaq who
—Esso News Reporter. WJZ only
—Amos 'n' Andy. (NBC) WSM wdf wfaa wmaq wire
—Dance Orchestra. WEAF only

11:05—Eddie LeBaron's Orchestra. WJZ WCKY whk wire wham
11:15—Eliza Schallert Reviews. Previews of the week's outstanding pictures; guest. WJZ WCKY kdkk whk wire wham
11:30—Leighton Noble's Orchestra. WABC WHIO WKRC WHAS wgr kmox wdc wbst wbt wbbm kmcb wcco
—Henry Busse's Orchestra. WEAF WSM wgy wtm who wdf kyt wtm
—Jimmy Grier's Orchestra. WJZ WCKY kdkk whm whk wire wham
MIDNIGHT—Emery Deutsch's Orchestra. WABC WKRC WHAS WHIO wjr wgr wfbm kmcb wcau wdc wbt wjw
—Nat Brandywine's Orchestra. WEAF WLS kdkk wgy wtm wmaq who
—Freddie Nagel's Orchestra. WJZ WCKY whk wire wham
12:30—Garwood Van's Orchestra. WJZ WCKY kdkk whk wire wham
—Sterling Young's Orchestra. WABC WKRC WHIO wjr wbbm wgr wfbm kmcb wcau wdc wbst wbt wcco wvva kmox
—Louis Armstrong's Orchestra. WEAF wgy wtm wmaq who

"Cheer Up, America" Is New Variety Show

"Cheer Up, America," a laugh-making program with Henry Burbig, dialect comedian; the Funnyboners trio; Frank Novak, and his orchestra, and Ray Murray, who will invent things to make people happy, is a new program broadcast over NBC, including WLS on Wednesdays, from 7:45 to 8 p. m., (EST).

Burbig has been on the air since 1923, and has had more than a dozen sponsors, one of his series being a Shakespearean cycle with Fanny Brice. Frank Novak, a descendant of Carl Czerny, pupil of Beethoven and teacher of Frank Liszt, is a master of 23 instruments, and has been an NBC favorite for many years.

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



PROGRAMS FOR FRIDAY, FEBRUARY 4



(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. Franklyn MacCormack, reader, and orchestra. WABC WKRC wgar wadc wcau wvva wgst wbt wjr
7:15—Arthur Godfrey with organ. WABC WKRC WHAS wbbm wjr wfbm wgar wcau kmox
7:30—Hendrik Willem Van Loon, commentator. WEAF WSM
8:00—Death Valley Days, dramatic program with John MacBryde, Jean King, Vernon Radcliffe and Jeff Bryant; Orchestra direction Josef Bonime. WJZ WLW WLS kdka whm whk wspd
8:30—Death Valley Days, dramatic program with John MacBryde, Jean King, Vernon Radcliffe and Jeff Bryant; Orchestra direction Josef Bonime. WJZ WLW WLS kdka whm whk wspd
8:45—Paul Whiteman's Orchestra. WABC WKRC WHAS WHIO wjr wgar kmox wbbm wcau

9:00—Waltz Time, with Frank Munn, tenor; Manhattan Chorus; Abe Lyman's Orchestra. WEAF WSAI wgy wlam wmaq wjz wdat kyw who wire
9:15—To be announced. WJZ WCKY WLS WSM whm kdka whk wfla wave wfaa
9:30—A. L. Alexander's True Stories dramatization. WEAF wgy wlam wjz kyw who wmaq wdat wire kstp
9:45—Twenty Years Ago Today M Charles Woods, News Billy Snider's Orchestra L. Panico's Orch. N. Larry Lee's Orchestra
10:00—Fred Apostoli vs. Glenn Lee; blow by blow description by Sam Taub and Bill Stern. WJZ WLS WCKY kdka whk whm wspd
10:15—The Spectator Popular Melodies Wrestling Matches
10:30—The Islanders Newspaper of the Air
10:45—"People in the News" Dorothy Thompson, news commentator. WEAF WLW kyw wgy wlam wjz wire wmaq kstp wdat
11:00—To be announced. WEAF wgy wlam wdat kyw
11:15—Panico's Orchestra. WEAF WSAI WLS wjz wave wlam kyw who wgy
11:30—Henry Busse's Orchestra. WJZ WCKY whk wave wire wham
11:45—Freddie Martin's Orchestra. WEAF wjz wave wmaq wlam wdat kstp wgy
12:00—George Olsen's Orchestra. WABC WKRC wjr wfbm wcau wadc kmox wbbm kmbc wbt wbt wgar
12:30—Waltz Time, with Frank Munn, tenor; Manhattan Chorus; Abe Lyman's Orchestra. WEAF WSAI wgy wlam wmaq wjz wdat kyw who wire
12:45—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 wgar wfbm kmox kmbc wcau wadc wbt wcco wgst wwl
1:00—Nola Day. WJZ WCKY WSM whm kdka whk wfla wave wfaa
1:15—To be announced. WJZ WCKY WLS WSM whm kdka whk wfla wave wfaa
1:30—A. L. Alexander's True Stories dramatization. WEAF wgy wlam wjz kyw who wmaq wdat wire kstp
1:45—The Songshop: Frank Crumit, m. c.; Reed Kennedy; Alice Cornett; Songshop Quartet, the 22-Voice Glee Club, direction Ken Christie; 47-piece Orchestra, direction Gustav Haenschen; guest artist. WABC WKRC WHAS WHIO wjr wgar wadc wbbm wfbm kmox wbt wcau wbst wvl wcco
2:00—First Nighter: Dramatization starring Les Tremayne and Barbara Luddy; Orchestra, direction Eric Sagerquist. WEAF WLW WSM wjz wave wmaq wlam wdat who kstp wfla wfaa wire kvoo wgy
2:15—Jimmy Fidler and his Hollywood Gossip. WEAF WLW wgy wlam wmaq kyw wjz wire kstp wdat
2:30—"People in the News" Dorothy Thompson, news commentator. WEAF WLW kyw wgy wlam wjz wire wmaq kstp wdat
2:45—Special Talks Program. WABC wbbm wjr wfbm wcau wcco kmox wadc wgst
3:00—To be announced. WEAF wgy wlam wdat kyw
3:15—Esso News Reporter. WJZ only
3:30—Glen Gray's Casa Loma Orchestra. WABC (WKRC WHIO on 11:15)
3:45—Panchito's Orchestra. (NBC) (WCKY on 11:15) whk wave wire wham
4:00—Poetic Melodies. (CBS) WHAS wbbm wfbm wvl wcco kmox kmbc
4:15—Amos 'n' Andy. (NBC) WSM wmaq wdat wire wbpap
4:30—Panico's Orchestra. WEAF WSAI WLS wjz wave wlam kyw who wgy
4:45—Henry Busse's Orchestra. WJZ WCKY whk wave wire wham
5:00—Freddie Martin's Orchestra. WEAF wjz wave wmaq wlam wdat kstp wgy
5:15—George Olsen's Orchestra. WABC WKRC wjr wfbm wcau wadc kmox wbbm kmbc wbt wbt wgar
5:30—MIDNIGHT—William Scott's Orchestra. WJZ WCKY whk wave wire wham
5:45—Chick Webb's Orchestra. WEAF WLS wgy wlam wmaq who wdat kdka
6:00—Orin Tucker's Orchestra. WABC WKRC WHIO wjr wgar wfbm wadc wbbm
6:15—Jimmy Dorsey's Orchestra. WJZ whk wave
6:30—Happy Felton's Orchestra. WEAF WLW wgy wlam wmaq who wdat kdka
6:45—Ted Fiorita's Orchestra. WABC WKRC WHAS wbbm wfbm kmox wadc

New Variety Show Commences Over 'CKY "The Radio Frolic," featuring golden voiced Miss Willie Morris, Walter Cassel, baritone, the Norsemen Quartet, Don Voorhees' orchestra and Don Ross, master of ceremonies, begins a Monday-Wednesday-Friday series over WCKY, Cincinnati, January 31, at 10:54 a. m., (EST). Willie Morris is well known for her work in the "Hit Parade," "Fireside Recitals" and "1847 Musical Camera."

RADIO DIAL CONTEST CLUB

by The Contest Reporter

Another link in the chain of failures to win by resorting to court action was added by Edward Malloy of Scranton, Penn. It seems that Mr. Malloy survived the entire "puzzle series" of the first Old Gold contest and was asked to write the deciding statement.

According to his testimony to the court he was investigated and told he would win a major prize. Furthermore, he claims he contracted debts on the strength of what the investigators told him.

Before filing a petition with the Appellate Division of the New York Supreme Court he mailed pamphlets to New York newspapers and advertising men stating his position and contention in the case, which was to the effect that the whole thing was "unfair, unjust and illegal."

In reply the Lorillard Co., Old Gold makers stated that Mr. Malloy was among those considered for the prizes but that the judges made their decision on the merit of the letters, and so—the petition was denied.

As has been stated in this column before, the conduct of national contests is handled by experienced advertising firms. They must by necessity realize that their contest will produce a certain number of disgruntled losers and the rules are written to protect against them. If the sponsors abide by the rules (and they usually do) the contestant must accept the decision of the judges. Their participation is with that understanding. It is useless and futile to seek recourse by law.

One of the "letters to the editor" of a well known contest magazine told what that person had learned in contesting the first year. It's worth repeating.

- (1) To obey the rules to the letter.
- (2) To keep a notebook and pencil handy for those sudden brilliant ideas that don't seem to come at the right moment.
- (3) To slant or "train my gun" on the product and its individual merits.
- (4) To put some humor into every contest, and to view the situation with humor, win or lose.
- (5) Enter to win.
- (6) To send in consistently good entries.
- (7) To look *everywhere* for ideas.
- (8) Avoid sameness — be different, original, individual.
- (9) To enter every contest with the idea that the sponsor wants to buy, through the contest—(a) good will (b) advertising material and (c) to sell his product.

It can be added that one needs to know (no more) if the foregoing is put into practice. As much is stated in a few words as this reporter has been able to say in the course of several years writing. The writer of

the letter mentioned is William V. Carter, Jr., of Aberdeen, N. C.

The field of snapshots in contests grows larger and larger, but what we have reference to now is the strictly snapshot contests. A six-week contest is being conducted by Lehn & Fink (Lysol).

For snapshots of children under ten years of age weekly prizes of United States Savings Bonds and Eastman Kodak are offered, beginning Monday, January 31st. The contest will be a part of the radio program featuring the famous Dr. Dafoe of Canada. It is understood the contest was suggested by Dr. Dafoe

who said that since his famous quins were the most photographed babies in the world, he would like to see pictures of other babies in the United States and Canada. A grand prize of \$500 will be given.

From Amos 'n Andy the Pepsodent Company goes to Mickey Mouse. In connection with the new program, dealers and druggists will share in \$5,100 worth of prizes. Mickey says "I am a new Pepsodent salesman and I'd like to know WHY you push Pepsodent." The dealer must tell them (or him) in 25 words. There may be a customer contest, too.

The makers of Juniper Tar Compound, who still stick to the rebus contest year after year, have announced another to close on March 1. The solution must be written in your own handwriting and the neatest wins \$100 and on down to \$1. Total of \$1,000 given. 438 prizes.

Psychology, 404 Fourth Ave., New York offers \$20 monthly for true, per-

sonal experience stories. Make them short as possible. Address Contest Editor to reach him by last day of the month.

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Gentlemen—Send me C. O. D. and postpaid, one server as advertised. I will pay the postman \$1.49 on delivery.

Name

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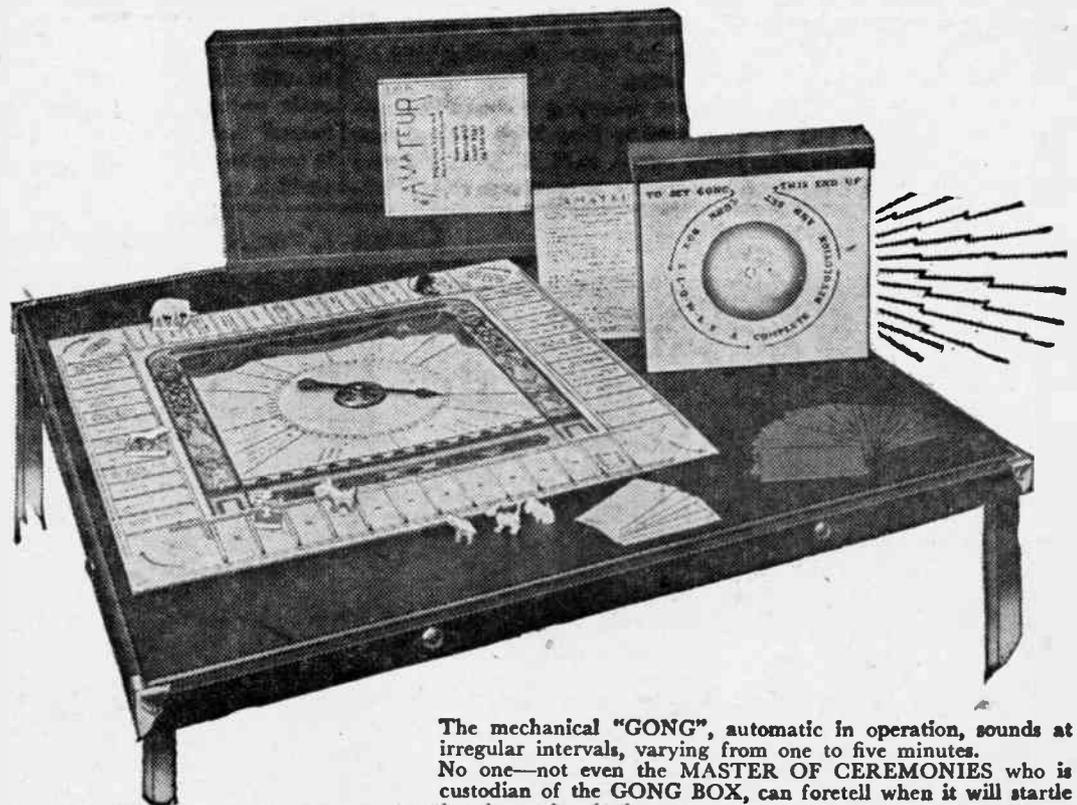
City State.....

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.....

Met Matinee Of "Tristan Und Isolde" Stars Kirsten Flagstad, Lauritz Melchior

The great Wagnerian music drama, "Tristan Und Isolde," will be broadcast from the stage of the Metropolitan Opera House on Saturday, January 29, beginning at 1:40 p. m. (E.S.T.), over NBC, including WCKY, WLW and WSM, with Kirsten Flagstad and Lauritz Melchior, two of the greatest Wagnerian singers in the world, in the title roles.

Saturday's performance, the second broadcast of Wagnerian opera this season, also will mark the 125th portrayal of Tristan by Melchior. Making his debut in the role in Barcelona, Spain, in 1929, he has since sung it in sixteen different opera houses. Kirsten Flagstad, who will sing Isolde, has been the reigning sensation of the Metropolitan since her debut there in 1935.

The story of the opera is the ancient legend of the same name. Tristan is sent by his uncle, King Marke, to exact tribute of Morold and to bring back the lovely Isolde to be his bride. Tristan slays the recalcitrant knight but is himself gravely wounded. Aboard ship, Isolde brings the wounded Tristan back to health, ignorant of the fact that he has slain her betrothed.

The opera opens with a scene aboard the ship bearing Tristan and Isolde back to King Marke. She learns that Tristan has slain her betrothed, Morold, and, inflamed with anger, she offers him a cup. Expecting death, he accepts and drinks. Before he can drain the cup she snatches it from him, expecting to end her own

life. But her companion, Brangaene, has substituted a love potion and, as the act ends, the two yield to the drug's effects.

At the court of his uncle, however, courtiers suspect that the two are in love. A ruse succeeds in trapping Tristan with his beloved. Marke is bitter in his denunciation, but an impatient follower breaks restraint and thrusts the defenseless Tristan through. Tristan is borne away by his trusted Kurvenal. In the last act, the lovers are re-united with the approval of King Marke, but it is too late—Tristan dies of his wounds and Isolde expires upon his body.

The complete cast:

Tristan.....	Lauritz Melchior, tenor
King Marke.....	Emanuel List, basso
Isolde.....	Kirsten Flagstad, soprano
Kurvenal.....	Julius Heuhn, baritone
Melot.....	Arnold Gabor, baritone
Brangaene.....	Gertrud Wettergren, contralto
A Shepherd.....	Hans Clemens, tenor
The Steersman.....	James Wolfe, basso
A Sailor's Voice.....	Karl Laufkoetter, tenor
Conductor.....	Artur Bodanzky
Stage Director.....	Leopold Sachse
Chorus Master.....	Konrad Neuger

DALE CARNEGIE

(Continued from page 4)

at the State Teachers' College in Warrensburg. There he entered the school's speaking contest and won successively, a factor which enabled him to sell correspondence courses to ranchers in the hills of western Nebraska and eastern Wyoming after his graduation.

After a selling session, Carnegie migrated to New York, took a short story course at N. Y. U. and started contributing to a column called "Lit-

Apostoli-Lee Fight Aired From "Garden"

The twelve round boxing match between Fred Apostoli, recent victor over Freddie Steele, and Glenn Lee, middleweights, will be broadcast direct from Madison Square Garden's ring-side by Sam Taub, Friday, February 4, at 10 p. m. (EST), over NBC, including WCKY and WLS.

Bill Stern, sports announcer, will also be at the mike to assist Sam Taub.

The Known Facts About Well Known People," which was published 20 years ago in the Associated Sunday Magazine. This was followed by a six-year tour around the world which resulted in the organization of "Organized Public Speaking Courses" which Carnegie still conducts throughout the country.

Carnegie, as his broadcasts will convince you, is a genius at getting other men to express themselves forcefully. His methods are unique . . . they even seem brutal at times . . . occasionally he socks a stammering pupil on the back with a tightly folded newspaper . . . whereby timidity and nervousness vanish in the face of rising anger and the pupil commands attention and finishes triumphantly.

On his new program, Carnegie will endeavor to instruct as well as entertain listeners. He'll dramatize positive and negative selling methods and play up the proper salesman approach. Grouches who have learned to smile and win friends will tell the radio audience how Carnegie transformed them from the crossiest men in town to the happiest! (NBC-Red, 10:45 p. m., Tuesdays.)

"Sammy's Kiddie Klub"

Sammy Fuller, chief of the "Uncle Sammy's Kiddie Club" over WSAI, 4:45 to 5:00 p. m. (E.S.T.) Monday through Friday, is conducting a one-man safety campaign to educate children how to cross the streets.



Sammy Fuller

Boys and girls of school age may join Uncle Sammy's Kiddie Klub only after they send in a written statement from their parents or teacher that they have learned the safety slogan.

"When we reach the curb, first our eyes, then our ears, then our feet" is the slogan which Uncle Sammy drives home each day on the air. His campaign already has drawn praise from Major Charles F. Wolsefer, head of the Cincinnati police safety squad.

In addition to his safety talks, Uncle Sammy sings for his audience and tells stories.

Fourth Children's Concert

The fourth of a series of five Tuesday concerts for children given by the Cincinnati Symphony Orchestra will be broadcast over CBS, including WKRC, WHIO and WHAS, Tuesday, February 1, from 3:30 to 4:30 p. m. (EST).

Eugene Goossens is the director of these concerts, which originate in Cincinnati's historic Music Hall through the facilities of WKRC. Theo Gannon, manager of the orchestra, is commentator.

Richard Crooks Returns To "Voice of Firestone"

Richard Crooks, Metropolitan Opera tenor, will return to the Voice of Firestone program as soloist during the broadcast with Alfred Wallenstein's orchestra and the mixed chorus on Monday, January 31, at 8:30 p. m. (E.S.T.), over NBC, including WLW and WSM.

Crooks will sing "Kathleen Mavourneen," by Crouch, "Lindy Lou," by Strickland, and the ever-popular "Elegy," by Massenet.

Wallenstein will conduct the orchestra in "Farandole" from Bizet's "L'Arlesienne Suite," and "Entrance of the Little Fauns," by Pierre. The mixed chorus will sing Rossini's "The Dance," and will join Crooks in a medley of songs from "Rio Rita," to conclude the program.

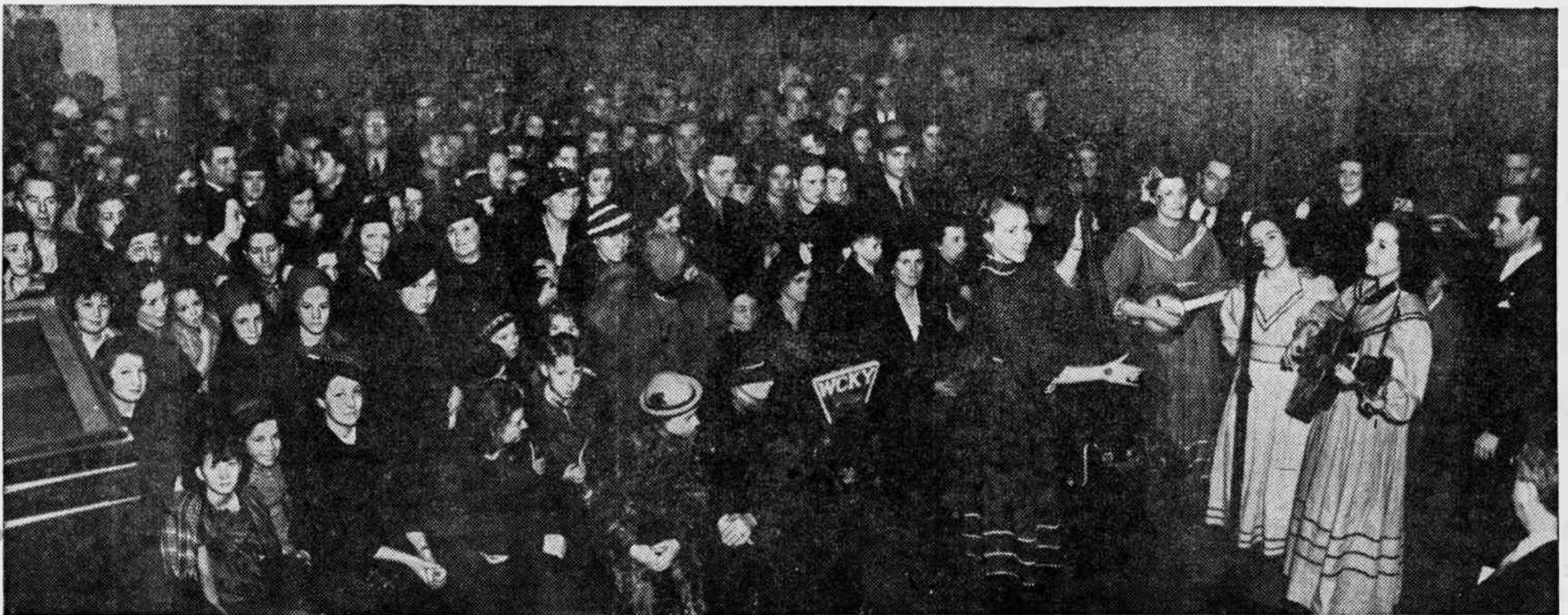
Cleveland Orchestra In Fourth Concert Of Series

Artur Rodzinski will conduct the Cleveland Orchestra in the fourth concert of its present series on Wednesday, February 2, from 8:45 to 9:30 p. m. (E.S.T.), over NBC, including WCKY and WLS.

Rodzinski has programmed the Overture to Mozart's "The Magic Flute" to open the concert, followed by Beethoven's Symphony No. 8 in F Major, Opus 93. The Beethoven work is in four movements, Allegro vivace e con brio; Allegretto Scherzando; Tempo Diminuto; and Allegretto vivace.

The third and concluding work will be "Pavane pour une Infante Defunte" by the late French composer, Maurice Ravel.

Coon Creek Girls and Audience



Above you see the reason for WCKY's new rule that all persons attending broadcasts of the Coon Creek Girls must have tickets, which may be obtained free of charge by writing to the station.

Crowds became increasingly large, filling corridors and disrupting other business at the studios, so that it became necessary to limit the size of the daily audiences. The Coon Creek Girls, with Aunt Idy Harper, are heard weekdays at 11:30 a. m. (E.S.T.) from WCKY's Studio A.

WORLD PREMIERE FOR ENESCO COMPOSITION

Tibbett To Feature Taylor Composition With Kostelanetz

Two famous contemporary songs "Captain Stratton's Fancy" by Deems Taylor and Cole Porter's classic, "Night and Day," will be featured by Lawrence Tibbett during his broadcast with Andre Kostelanetz' Orchestra over CBS, including WHAS, WKRC and WHIO, Wednesday, February 2, from 9:00 to 9:30 p. m., (E.S.T.).

Tibbett's other selections include "Heaven and Earth" by Olmstead and, in closing, the stirring "Torreador Song" from Bizet's "Carmen." Kostelanetz' specialties will include "Sweet Someone" from Gordon and Revel's "Love and Hisses" and a unique setting of "Mother Goose Blues."

Deems Taylor, in the dual role of composer and commentator, is to discuss the program informally.

Segovia, Guitarist, Guest With "Magazine of the Air"

Andres Segovia, known as the world's greatest guitarist, will make a guest appearance on the "Magazine of the Air" over CBS, including WKRC, WHAS and WHIO, Sunday, January 30, from 5:00 to 5:30 p. m. (E.S.T.).

Segovia was born in Granada, Spain, and is now on his eighth tour of the United States. For his performance with the "Magazine" he has chosen an Allegro by Nicolo Paganini and Bach's Gavotte. Editor Channing Pollock is to contribute an article on "happiness."

Mark Warnow's orchestra, which has been increased to concert size, will feature a Spanish theme "Andalucia," by Lecuona—and Tschai-kowsky's "Valse." Lyn Murray's chorus has lately been added to the musical section and will sing "Figaro," from "The Barber of Seville," accompanied by the orchestra.

Morton Bove's tenor voice is to be heard in "The Rosary" and "I Dream of Jeanie with the Light Brown Hair."

Enesco, Himself, To Be Conductor For Debut Broadcast

The world premiere of a composition by Georges Enesco which the Rumanian composer-conductor and violinist completed only a week before the concert, will be given by the Philharmonic - Symphony Orchestra of New York under his direction over NBC, including WKRC and WHAS Sunday, January 30, from 3:00 to 5:00 p. m. (E.S.T.).

The work is the Suite No. 3 in D major, subtitled "Villageoise." Enesco worked intensively to complete it in time for this concert but, although scheduled tentatively for performance, it was not known until what amounts to the last minute that it would be ready. This suite is to occupy the second half of the program, which is to be opened with Mendelssohn's Fourth, or "Italian," Symphony and the Sibelius tone poem, "The Swan of Tuonela," featuring Michel Nazzi as English horn soloist.

Enesco with this concert will conclude his month's tenure as guest conductor. The following week John Barbirolli, who has been on a mid-season vacation, is scheduled to resume as permanent conductor for the balance of the season, which ends May 1.

Deems Taylor will give the commentaries on the program, which is also to be heard over the Canadian Broadcasting Corporation network.

Toscanini Subject Of Talk By Kathryn Cravens

Arturo Toscanini, the musical genius who conducts opera and concert scores from memory, is the subject of a talk by Kathryn Cravens on "News Through a Woman's Eyes" over CBS including WKRC, WHAS and WHIO, Monday, January 31, from 2:00 to 2:15 p. m. (E.S.T.).

Toscanini was born at Parma, Italy in 1867 and began his career by playing cello in various orchestras. When only 19 years old he conducted his first opera at Rio de Janeiro. Returning to Italy he soon won fame as conductor at Turin, Genoa and finally La Scala in Milan.

Symphonic Strains

By CLINTON BROOKS

SINCE radio has taken Arturo Toscanini to its bosom, much publicity has been given the maestro's extraordinary talent for conducting symphonic programs from memory. Of course, this sort of thing has a definite human interest appeal to the vast radio audience in the United States, but it leads one to wonder if radio, like the movies, doesn't sometimes attach itself too strongly to a sort of *idée fixe*. Toscanini is a man of many talents; publicizing him for this one talent alone is something like the process of "gilding refined gold, throwing a perfume on the violet."

Not that I should minimize this ability on the part of the Italian conductor. It is the sort of thing one expects from a genius like Toscanini, particularly after his long experience of wielding the baton on both the concert and operatic podium. But inestimable as the talent is, it is not unusual. One expects operatic stars, for instance to memorize hour-long scenes, not only the music, but also the words—sometimes in a half dozen languages—to say nothing of an astonishing amount of stage business. A performance of "Tristan und Isolde" would be ruined, for instance, were Lauritz Melchior to court Kirsten Flagstad for two hours on the stage of the Metropolitan, both of them singing and gesticulating with the Wagnerian scores in their hands.

Whether Toscanini stands in front of the NBC Symphony Orchestra Saturday night with or without scores, the program which he will broadcast from New York promises to be quite unusual. His "pièce de résistance," of course, will be the series of tone paintings by Moussorgsky, "Pictures at an Exhibition"—a set of ten piano pieces orchestrated by the renowned Frenchman, Maurice Ravel. The score is one of the finest bits of pictorialization ever created in the musical idiom, with its miniature drawings of such unusual things as "The Ballet of the Unhatched Chickens," "The Catacombs," "The Market Place at Limoges," and "The Hut on Fowls' Legs"—to pick but a few of the pictures in Moussorgsky's gallery.

Of great interest, too, will be Toscanini's rendering of an operatic overture by a nineteenth century compatriot—the overture to the now moribund opera "La Scala di Seta" by Giacomo Rossini. Coupled with these works by way of contrast will be Robert Schumann's classical five-movement "Rhenish Symphony" (perhaps the greatest of that composer's gifts to the world's musical library), and the Nocturne and Scherzo which Felix Mendelssohn composed for Shakespeare's "A Midsummer Night's Dream."

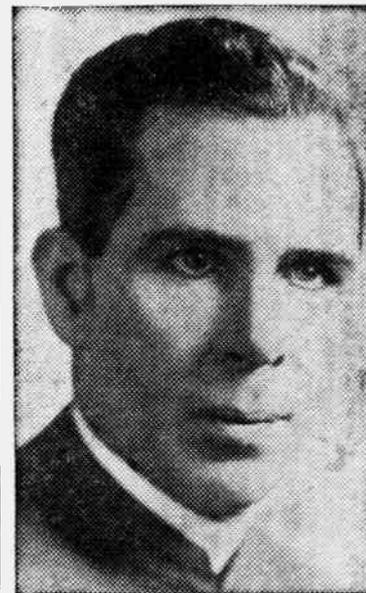
Incidentally, I should add that the two operatic singers mentioned above will be heard singing "Tristan und Isolde" for the Metropolitan Saturday afternoon. Since she first appeared in New York, Flagstad's name has been associated with the rôle of Isolde, and especially with the superb last act, "Liebestod." Equally fascinating, after one gets to know them, are the first act Narrative and Curse which key the action of the whole music drama. Of course the most sublime part of the opera is the dramatic second act duet in which Tristan and Isolde succumb to the fatal love potion and voice a mutual devotion stronger than that found anywhere else in dramatic literature—overshadowing the more puerile love of Romeo and Juliet and the less profoundly touching adoration of Anthony and Cleopatra or Paolo for Francesca.

The music of Mendelssohn will appear a second time on radio programs this week when Georges Enesco, at his fourth and final broadcast before the return of the regular conductor, John Barbirolli, plays the joyous Italian Symphony in A-major Sunday afternoon with the New York Philharmonic Orchestra. To be heard in the same concert is the immortal tone poem of Sibelius, "The Swan of Tuonela," from the Finnish composer's "Lemminkäinen Suite." Rudolph Ganz also will conduct the New York Philharmonic Orchestra in an unusual young people's concert over the Columbia network Saturday morning. Featuring leading members of the orchestra's brass section, he has programmed, among other things, the overture to Thomas's "Mignon"; a Sonata for horn, trumpet, and trombone by the Frenchman, Poulenc, and the Italian Sinigaglia's Romance for Horn and Orchestra.

Other highlights in the week's music are the Coolidge String Quartet's broadcast of Beethoven's E-flat Major Quartet next Monday afternoon; "An Hour in Old Vienna," programming the music of Mozart, Schubert, and Strauss, next Monday night; the Rochester Civic Orchestra performing symphonies by two Russians, Rimsky-Korsakov and Kallinikov, next Monday afternoon; and Elisabeth Rethberg, Metropolitan soprano, singing selections by Strauss and Beethoven Sunday night with Fritz Reiner conducting the Ford Symphony Orchestra.

Unusual bits heard last week were Enesco's version with the New York Philharmonic of Berlioz's "Symphonie Fantastique" and the conductor's own

Observes Eighth Year On Air



Right Reverend Monsignor Fulton J. Sheen, noted philosopher and lecturer, is observing his eighth year as speaker on the "Catholic Hour" program broadcast over NBC, including WSAI and WSM, Sundays at 6 p. m. (E.S.T.)

His series on Justice and Charity, which began on Sunday, January 2, will continue through Sunday, April 17, and is divided into two classifications. The first nine talks deal with "The Social Problem and the Church," the last eight talks with "The Individual Problem and the Cross."

Eastman Music School To Give Concert With Dr. Hanson Conducting

Dr. Howard Hanson, Director of the Eastman School of Music, will conduct the Eastman School Symphony Orchestra in a concert Thursday, February 3, from 9 to 9:30 p. m., (EST), over NBC, including WCKY.

Dr. Hanson has programmed the Concerto Grosso for Two String Orchestras by Locatelli to open the concert. This will be followed by Gabrielli's Piano Forte for Two Brass Choirs, and the broadcast will conclude with Cannabich's Symphony.

Suite for Orchestra; and the Metropolitan Opera broadcast of Rossini's "Barber of Seville." Rarely is it one can hear such long and orchestrally brilliant works as the Berlioz composition, which, on this occasion, made exacting demands from conductor and orchestra and at the same time had the demands answered superbly. The demands which the "Barber" made on Lily Pons and Ezio Pinza in the "Una Voce Poco Fa" and the "Largo al Factotum" also were met with vocal brilliance which of course the radio audience expected and got.

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Saturday Evening
AT 8:30

Second Program Includes Variations on a Theme by Haydn Symphony No. 4 Violin Concerto in D-Major.

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Cantor Can't Tell Who's Which



Whenever George McCall ("Hollywood Screenscoops") visits Announcer Jimmy Wallington during the Eddie Cantor program, the comedian has a difficult time distinguishing who's who. George (on the left) and Jimmy (on the right) have found during the last three years that not only do they confuse the comedian, but all their friends as well, and on one occasion Mrs. Wallington. Each is six feet, two inches tall, have the same coloring and identical mustaches.

'KRC Rhythmaires

A new musical program presented by the Rhythmaires, a group of 'KRC instrumentalists, is being broadcast each Monday at 10:15 a. m. The group is made up of Ruth Lyons, organist; Gladys Lee, pianist; Bob Keys, guitarist and vocalist; and John Fielden, accordionist.

Keys and Fielden are the latest addition to the Hilltop Station.

SHOOTING STARS

(Continued from page 5)

shows on the one-minute-from-Cincy station. Virginia Golden on the sick list . . . nothing serious, though. George Hart no longer a member of WCPO's staff. Mary Jane Croft recovering from an emergency operation. Helen Nugent and her constant escort glimpsed dancing at the Pavillon Caprice. Ruth Lyons has written another tune and it's a honey.

Titled "How Did It Start and Where Will It End"; the song should go places.

Thumbs Up: Information Bureau show . . . headed by Bill Dye . . . the newest addition to staff. A swell program idea . . . and 'CKY

is not too large to handle most of the telephoned questions on the same day they are asked. Mr. Dye is responsible for this show . . . he's WCKY's program idea man. Boasts other talents too . . . owns a voice, a guitar and a baton which he used for a couple of

seasons in Cleveland . . . has a nodding acquaintance with the stage and television.

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

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