

Seven Pages of the Week's Complete Radio Programs

5¢

Radio Dial

WEEK ENDING MARCH 4, 1938

JACK BAKER
TENOR

See Page 4



3/15, 1938

RADIO LIGHTS

GUESTSTARS OF THE WEEK: The Duluth State Teachers College Choir will be the eighth competing group in the "Columbia Chorus Quest" series . . . Bette Davis will be cast in "Forsaking All Oothers" on this week's Radio Theater broadcast . . . On Tuesday, March 1, Grantland Rice, famous sports writer, and his actress daughter, Florence Rice, will be guests of Al Jolson . . . Eddie Cantor's broadcast on Wednesday, March 2, will originate in New York where the entire company is on tour . . . Ernst Krenek, composer-conductor, and Henrietta Schumann, pianist, will be guest artists on the "Radio City Music Hall" broadcast . . . Eddie East and Dunke, famous "Sisters of the Skillet," will end their series of three guest appearances on the National Barn Dance . . . The "Your Hit Parade" will present as guest star, Gertrude Niesen, throaty-voiced night club singer . . . Theodore Cella, first harpist of the Philharmonic-Symphony Orchestra, and Melchiorre Mauro-Cottone, organist, will be soloists in the fifth Young People's Concert, under the direction of Rudolph Ganz . . . John F. Fogarty, President of the North American Company, will be heard in an address entitled "Big Jobs Ahead of Us" on the "Story of Industry" program . . . "Night Patrol" will be the presentation of the "Columbia Workshop" . . . Nannie H. Burroughs, president, National Training School for Negro Girls and Women, Washington, D. C., will be guest speaker on the "Wings Over Jordan" . . . Fred Allen will be piped into the "Hollywood Hotel" program from New York when that show airs condensed versions of his first motion picture, "Sally, Irene and Mary," on March 4 . . . Jeanette Weinstein, 19-year-old pianist, and graduate of the Curtis Institute of Music, has been selected as the Rising Musical Star to be presented during that program, Sunday, February 27 . . . Akim Tamiroff, Hollywood character actor, who starred with Frederic March in "The Buccaneer," will be interviewed by Feg Murray during the "Seein' Stars" program . . . Lauritz Melchior, Metropolitan Opera tenor, will be guest speaker during the "Calling All Stamp Collectors" program . . . Robert Marsteller, young euphonium player, guest with Frank Simon's band. . . ON FRIDAY, FEBRUARY 25: Gladys Swarthout and John Boles will enact short scenes from their latest motion picture, "Romance in the Dark" . . . Nadine Connor again will be the "Songshop" guest soloist . . . Viola Philo, soprano, will visit Hammerstein's "Music Hall" . . . Mary Boland will join Paul Whiteman's program for one evening.

The address of Senator William G. McAdoo, Democrat, of California, before the Federal Bar Association dinner in the Mayflower Hotel, Washington, will be broadcast over CBS, including WKRC and WHAS, Saturday, February 26.

PRESS RELEASES STATE THAT: Frank Simon will dedicate his broadcast of March 6 to the late John Phillip Sousa . . . Malcolm Claire will return on March 7 to the NBC network to present a series of biographical talks . . . An international broadcast from Australia on March 6 will send the call of the famous kookaburra, the chants of the aborigines and the music of contemporary composers from "Down Under" to the U. S. . . The Max Baer-Tommy Farr fight on March 11 will be broadcast by NBC . . . A new show featuring George Olsen's "Music of Tomorrow" with the gay comedy of Tim and Irene, among other stars, will get under way March 11.

NEWS AND NOTES: Tino Rossi, French tenor, who was brought to America by John F. Royal, vice-president of NBC, goes back to Europe after a six-weeks sustaining stretch on the network . . . Gabriel Heatter had to turn down an offer to act as judge at a Dog Show in Madison Square Garden because of his many radio tie-ups . . . Ethel Barrymore, famous stage figure, is being offered to radio in a 30-minute serial program titled "A Woman Shall Judge," scripted by Bayard Veiler, playwright and scenarist . . . Frank Crumit, master of ceremonies on the "Songshop" program, retires from the series after the March 4 broadcast to take a trip to the West Coast with his wife, Julia Sanderson . . . James J. Walker, one-time New York mayor, will start a series of five-times-weekly commentary periods on a sustaining basis over MBS as soon as time can be cleared . . . Frank Black will offer a popular arrangement of the "Magic Key" theme song as one of the unusual features of the program over NBC, Sunday, February 27 . . . Harry Conn, whose "Earaches of 1939" program faded from CBS on Sunday, February 20, is reputed to have received an offer of \$1,250 weekly to write the scripts for Cantor's new show. Eddie will take over Jack Oakie's tobacco hour . . . Peter Van Steeden has been offered a neat sum for the rights to his song, "Home," by a prominent real estate concern . . . Phil Baker's family will come East two weeks ahead of the Sunday jester . . . Mary Margaret McBride saves every one of her fan letters . . . Rush Hughes has been unofficially designated the fastest talker in radio on the Coast . . . Fred Allen's announcer, Harry von Zell, was once a professional boxer . . . Kate Smith drinks a quart of milk per broadcast between vocal spots . . . Reed Kennedy will have double duties on Sundays. He'll act as bass soloist at St. Bartholomew's Church and as baritone on "Magazine of the Air"

Scarlet O'Hara?



In the opinion of a New York columnist, casting directors would do well to consider Lora Marlo, NBC actress, for the role of Scarlet O'Hara in the forthcoming film version of "Gone With The Wind." Lora has green eyes and red hair.

H. V. Kaltenborn Returns To "Headlines" After Illness

H. V. Kaltenborn, who has been away from the microphone of late, recuperating from an illness, will rejoin Bob Trout and Erwin Canham on the regular "Headlines and By-Lines" broadcast over CBS, including WKRC and WHIO, Sunday, February 27, at 10:30 p. m. (E.S.T.).

The veteran commentator is to resume his duties as analyst of the news events abroad. Canham will discuss the significance of current events in this country. Trout, as usual, plans to present last-minute news flashes from all over the world.

Hialeah's Flamingo Stakes Broadcast by Bryan Field

Hialeah's \$20,000 added Flamingo Stakes, one of the outstanding horse races of the winter season, will be broadcast over CBS, including WHIO, WHAS and possibly WKRC, by Bryan Field Saturday, February 26, at 4:15 p. m. (E.S.T.).

Field is one of the best known racing authorities in the nation, having been for 14 years an expert for one of the country's leading dailies. While it is impossible to set any definite post time for the event it is believed that the half hour set aside will be more than adequate.

Seventh Annual Meeting of Veterans of Foreign Wars To Be Broadcast

Sen. William Gibbs McAdoo of California will be featured in a four-point pickup from Washington, Hollywood, Chicago and New York, when the seventh annual "Hello America" program to be presented by the Veterans of Foreign Wars is broadcast over NBC, including WCKY, WLW and WSM Monday, at 11:30 p. m. (E.S.T.).

Other speakers on the program, from Washington, will include addresses by Scott P. Squyres, Commander-in-Chief of the V.F.W., and Mrs. Laurie Schertle, President of the National Auxiliary of the V. F. W., and music by the United States Navy Band.

Eddy Duchin's orchestra from the Coconut Grove of the Hotel Ambassador in Los Angeles, Henry Busse's orchestra from the Chez Paree in Chicago, and Ruby Newman's orchestra from the Rainbow Room, atop Rockefeller Center in New York City, will complete the musical contributions of the program.

Harvard President on Air

An address by Dr. James Bryant Conant, President of Harvard University, before the 68th annual meeting of the American Association of School Administrators in the Municipal Auditorium at Atlantic City, will be broadcast on Wednesday, March 2, from 8 to 8:30 p. m. (E.S.T.) over NBC, including WCKY and WLS.

"Lum and Abner" Start on CBS



"Lum and Abner," those famous Pine Ridge, Arkansas, storekeepers and rural comedians, will make their bow over CBS, including WKRC, WHAS and WHIO, Monday, February 28, at 6:45 p. m. (E.S.T.), in a new thrice-weekly series to be heard every Monday, Wednesday and Friday, at the same time thereafter.

Their real names are Chester Lauck (left) and Norris Gault (right).

Musical Gazette, New Show, To Replace "Earaches of 1939"

NBC TO FEATURE DRAMA SERIES

News, headlines and music are to be joined in a novel program on CBS including WKRC, WHAS and WHIO when Lyn Murray's Musical Gazette begins a weekly series Sunday, February 27, from 8:30 to 9 p. m., (E.S.T.)

The program will seek to recreate in music the atmosphere of the city room of a newspaper. Analogies suggested in the day's columns, whether on Page One, the last page, in fact any bit of news which may be turned into a neat tune, will be employed as the background for lively continuity and good-humored interpretations.

The cast includes Murray as editor; Barry Wood, baritone, as star reporter; Nan Wynn, attractive young songstress, as "lovelorn editor," a girl trio to be called the Sob Sisters and a male quartet named the Four Clubmen (who are really Columbia's Four Clubmen).

Light-hearted human interest stories rather than four column scarehead news will be "played up" by the editor, who believes that in every day's paper there is a song to sing and something to smile over.

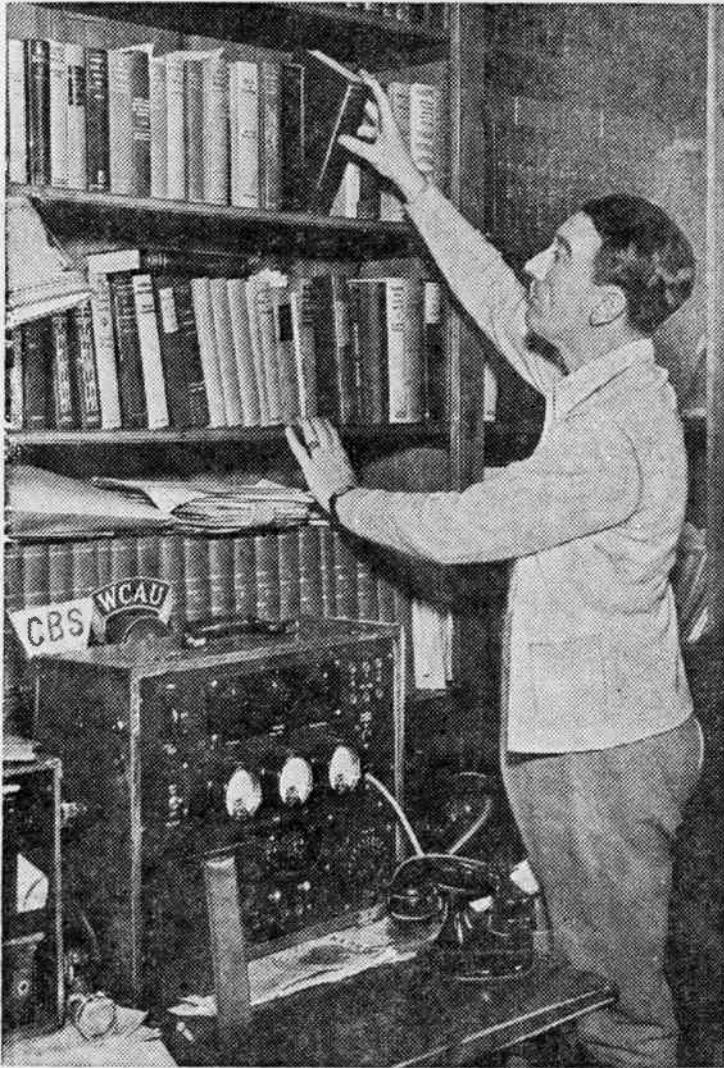
Murray has been at work on an introductory theme scored for "three typewriters and a copy boy," which should be a clue to the general idea.

Little Sister



Dorothy McGuire, who played opposite Henry Fonda when she was only thirteen years old, is heard as Sue Evans in the "Big Sister" program, broadcast over CBS, including WKRC, WHAS and WHIO, Mondays through Fridays, at 11:30 p. m. (E.S.T.).

Carter Installs Studio in Home



A new studio has, in a manner of speaking, been added to those on the CBS network as Boake Carter starts his new series of programs. As well as news teletype machines, complete radio equipment has been installed in Carter's library.

Carter starts his new series of broadcasts over CBS, including WKRC, WHAS and WHIO, Monday, February 28, at 6:30 p. m. (E.S.T.), and thereafter will be heard at the same time Mondays through Fridays.

Women's Overseas Service League Celebrates 5th Year

Mrs. Maude Ballington Booth, whose wartime services earned for her the doughboy title, "Mother of the AEF," will be one of three speakers on the fifth annual program of the Women's Overseas Service League, to be broadcast Saturday, February 26, at 6:00 p. m. (E.S.T.), over NBC, including WSAI.

Mrs. Booth will speak in Washington, D. C., during the three-point broadcast. Miss E. Edna Scott of Kansas City, national president of the League, will speak in Chicago, and Miss Mary Frances Hall will act as mistress of ceremonies in New York. There will be music by the United States Army Band in Washington.

"Big Sister's" Romance

Martin Gabel plays the part of Dr. John Wayne on the "Big Sister" programs, broadcast over CBS, including WKRC, WHAS, and WHIO, Mondays through Fridays, at 11:30 p.m. (E.S.T.).



In the sketches, Wayne is the devoted admirer of Ruth Evans, portrayed by Alice Frost. Away from the studios, Gable is seen on Broadway these days as Cassius in "Julius Caesar."

Program Begins Sat. Afternoon; Blevins Davis Is Director

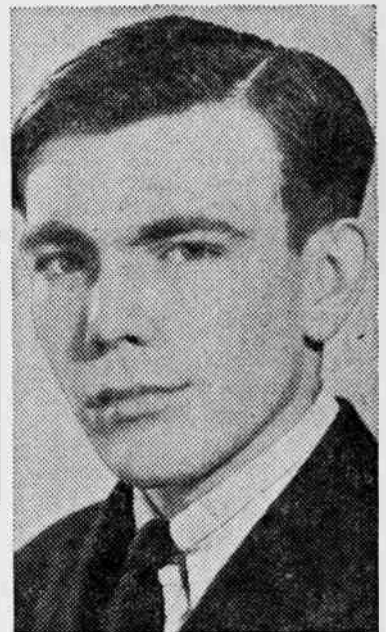
"Great Plays," a new series of weekly dramatic broadcasts, designed to trace the development of the drama from the productions in the Theatre Dionysus in ancient Athens down to the present-day Broadway presentations, will make its bow over NBC, including WSAI and WLS, on Saturday, February 26, with a radio version of Aristophanes' satiric comedy, "The Birds," to be heard from 5 to 6 p. m., (E.S.T.).

The performance of "The Birds" will be described as taking place in the Theatre Dionysus in Athens in 414 B. C., when the pleasure-mad citizens assemble for the annual religious festival in honor of the wine-god, Dionysus. The radio versions for "Great Plays" are the work of Blevins Davis, authority on the drama.

The historic stages to be represented, in addition to the Greek, will be morality drama, the comedia dell'arte of Italy, pre-Shakespearean drama in England, the French theater, Restoration drama, the English theater of the eighteenth century, early American drama, the Irish theater and contemporary American drama.

In each case, the productions, although in line with the educational policy of the National Broadcasting Company, will be designed primarily for entertainment. Sidelights of human interest will be embroidered into the fabric of the radio adaptation, providing listeners with a picture of what actually happened when the plays were originally produced.

Junior Detective



Andy Donnelly plays the role of "Junior" in the "Dick Tracy" serial, broadcast over NBC, including WSAI, Mondays through Fridays, at 5:00 p. m. (E.S.T.).

Progress of Tunnel To Be Broadcast on CBS

Progress in construction of the world's largest domestic water supply system, extending 392 miles from Parker Dam, Ariz., to Compton, near Los Angeles, which will have cost more than \$200,000,000 when completed in 1940, will be described over CBS, including WHIO and possibly WKRC, Saturday, February 26, from 6:30 to 7:00 p. m. (E.S.T.). The broadcast is to originate from several points in the San Jacinto tunnel.

On January 22, the San Jacinto crews completed ten of the thirteen miles this tunnel is to run. The program will attempt to bring to the microphone the sound and action of this undertaking and dramatize the fact that water, the very object of all this work, is now the greatest obstacle faced in completing the project.

Engineers and officials prominently identified with the work are to be interviewed. The project was begun in December of 1932, and in April, 1933, the sound of the initial blast for the San Jacinto tunnel was sent to the nation through CBS microphones.

Baer-Gunnar Bout Aired

The 10-round bout between Buddy Baer and Gunnar Barland, at Madison Square Garden, New York, will be broadcast Friday, March 4, at 10:00 p. m. (E.S.T.), over NBC, including WCKY and WLS.

The ringside description, blow for blow, will be given by Sam Taub and Bill Stern, NBC sports announcers.

Elza Schallert Celebrates Third Year on Air

Elza Schallert will observe her third anniversary as a Hollywood commentator on Thursday, March 3, with her husband Edwin Schallert, joining in the celebration broadcast at 11:15 p. m. (E.S.T.), over NBC, including WCKY.

Edwin Schallert, whose writings long have been a feature of the Los Angeles Times and many national publications, is considered the dean of film city critics and reporters. The Schallerts have worked side by side covering the Hollywood front for many years, and together have viewed thousands of films.

During Mrs. Schallert's anniversary program, she and her husband will recall some of the outstanding films they have reviewed, and offer predictions for future years.

Weekly RADIO DIAL

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

Telephone—CHerry 0710-0711

J. A. ROSENTHAL, Editor

Vol. VII.

WEEK ENDING MARCH 4, 1938

No. 42

HEART-THROBS OR EARACHES?

Only a few years ago one of the broadcasters' favorite projects was the revamping of daytime schedules. Every so often press releases announced an ambitious—if vague—improvement in programs falling between the breakfast and dinner hours.

It is significant that no such promise has been made recently. For, to judge by comments reaching this editor's desk, listener dissatisfaction with things as they are on the daytime air is growing apace.

That is scarcely unexpected. Indeed, the wonder is that many daytime program practices have not been questioned by broadcasters and sponsors, for practical reasons of self-interest.

The very fact that the bulk of daylight programs are aimed at women is a case in point. True, more women than men can listen during the day. But it is also true that a goodly number of men would also cock an ear toward the loudspeaker during the day if there were programs with a modicum of male interest. Concentrating on women means cut-throat competition for an arbitrarily limited audience.

This audience is further limited by that peculiar radio institution, the daytime serial. Why most of the daylight air should be given over to "drama" is far from clear anyway. When radio generally serves as an accompaniment for other activities, music seems the indicated choice. But even granting that serials are perfect for daylight listening, it does not follow that they should be aimed at the same audience.

Most five-a-week "dramas" are distinguished by unrealism and monotonous similarity. Their formula consists of heart-throbs, tears, and sinister menace. Year after year they go on and on, in spite, more than because of the impossible situations into which puppet characters are maneuvered.

Of course there is a demand for such stories, just as there is a demand for "pulp" and "confession" magazines. But it is inconceivable that listeners want nothing else. The radio audience is quite as diversified as the reading public.

And by no means least among their liabilities is the high advertising content of daylight programs. One does not need a stopwatch to determine that it is excessive. Even some of the serial fans find the amount of blurb too much to endure.

In fairness to both broadcasters and sponsors it must be said that daylight is marginal radio time. Until a few years ago it was difficult to sell daylight hours because the audience is smaller than during the evening. For that reason the bars had to be let down to attract business. But whether this justifies the continuance of practices once considered necessary seems more and more questionable.

In the past few months certain events have disturbed the comfort of radio. There is an increasing disposition to ask why things are as they are on the air. And certainly daylight programs are open to searching questions along that line.

It seems the right moment for another of those oft-promised revampings, this time followed by action.

JACK BAKER — TENOR

Jack Baker, heard on two WCKY-NBC programs, the Breakfast Club and Club Matinee, has popped into radio prominence only in the last year. His fine tenor voice has won for him the sobriquet of "the Louisiana Lark."

On the Breakfast Club hour, heard every morning at 9:00 a. m., (E.S.T.) Jack is a member of the company composed of Don McNeill, Annette King and Walter Blaufuss and the Breakfasters Orchestra. Since Annette's recent marriage many listen-

ers have written to congratulate Jack and Annette. However, these listeners are under misapprehension. Jack is not married to Annette, but to the former Vivian Kemp Jones. Annette's husband is Frank Reid, Jr.

Baker had a varied career before becoming a network star. He worked at a number of jobs and arrived in Chicago broke to try his luck in radio. An audition at the NBC studio brought him a contract, and a few appearances on the Breakfast Club assured him rapid progress on the road to air waves success.

THIS IS RADIO

By BILL BAILEY

Perhaps no type of program on the air creates and holds as much consistent interest as the dramatic serial. Time was when dad, mother and the whole family went to their favorite theater to see their favorite movie serial.

So it is with the housewife of today. She likes to listen to "The Mad Hatterfields" or "Big Sister" or "The O'Neills" because they have such intense human interest.

All dramatic programs do not click, however. Those that do make the grade become more and more popular day by day. To the listener each character becomes a real personality—a definite human being in the scheme of life. But it is the purpose of "This Is Radio" to tear away the cloak of mystery and let the readers in on the secrets of how radio programs are produced.

Rikel Kent, casting director of WLW and WSAI and a veteran stage production director, will tell you that an actor must possess emotions. Actors

in radio productions read script. They do not have time to memorize as they did on the stage. More than that, however, they must *live* their parts.

For many years the Crosley stations have been known as the training ground for many of today's stars. There's Virginia Payne of "Ma Perkins" fame—Minabelle Abbott, heard as Mary Sothern—Jay Jostyn, (formerly Jean Jostyn of the Crosley staff)—and scores of others whose early training came under the able direction of Rikel Kent.

Every Friday night during auditions Mr. Kent sits on the audition board, listening to young men and women who aspire to become dramatic stars. Now and then he hears a voice that has personality. Then comes a long series of "spot" bits and eventually another actor is molded.

Years of experience have taught Mr. Kent that everybody cannot act. In fact very few of the aspiring Romeo and Julietts possess what radio needs. On the stage the actors put

across many lines by gestures or facial expressions. On the air it must be done with the voice.

Not so long ago—and it happens frequently, Mr. Kent needed a young woman to do a very emotional part. The actress who was cast for the job fell flat. There was no warmth—no personality—no emotion in her voice.

"What's the matter with you," shouted Mr. Kent. "You told me you could act—Bab! You'd better go back home and learn to cook!" And the director stormed out of the studio. The actress was hurt—hurt deeply. Tears came to her eyes.

"You c-c-can't t-talk to me like that." She was crying aloud now.

"Fine—that's just what I want. Now read your lines again," said a voice over the "talk-back." Mr. Kent had slipped into the control room and had heard the girl's words over the monitor. The microphone was open and had picked up her every sob.

The show went on and the actress was emotional.

"I dislike being rude to people, but every now and then it becomes necessary," said Mr. Kent. "I stirred up anger in the girl's heart and thus created the emotions so necessary to radio acting."

When "The Life of Mary Sothern" was produced in the WLW studios, a script called for a conversation between Mary and her leading man as they danced. In rehearsal the sound engineer went through the motions of dancing but the words spoken by the couple did not synchronize with the shuffling of feet.

Accordingly Mr. Kent insisted that the two speaking characters actually dance as they talked. It worked and Duane Snodgrass and Minabelle Abbott did a bit of fox trotting during the show.

Then there was the "Dr. Ken-Rad Unsolved Mysteries" script that called for a fight at a boarding house table. The sound engineer made all the noise of dishes falling and chairs scraping as two men hurriedly jumped to their feet. Director Owen Vinson thought it sounded "too faked" so a table was set beneath a hanging microphone.

Food was brought in and the characters did their show around the boarding house table which was covered with a red checkered table cloth. When the time came for the fight, Lon Clarke, who was supposed to jump up and strike Jack Zoller, actually knocked over a chair and broke some dishes as he leaped to his feet.

Various methods are employed to create situations in radio drama. In comedy, the funniest shows are those which build up situations to climaxes. Of course there are the punning funnymen who play on words. On the other hand there have been times when an entire 30-minute show has been used to build up one smash gag.

As casting director of WLW and WSAI, Mr. Kent's job is to see that all dramatic talent is assigned. He reads the script, gets an idea what characters are needed, and casts them

(Continued to page 16)

SERENADE AND STATIC

THE MAIL BOX

Dear Sir:

In answer to Agnes Bitman's letter in last week's RADIO DIAL concerning Jimmy Scribner's "Johnson Family." They are on Station WOR of the Mutual network, Newark, N. J., at 4:30 p. m. (E.S.T.).

We enjoy them very much and hope they will never take the program off the air. I wish they were back on WLW because they came in so clearly there.

Yours very truly,

MRS. CARRIE E. JONES,
Box 6, Christiansburg, Va.

Dear Sir:

I want you to know how much I enjoy your fine magazine. Especially do I like two of your newer features, namely, "Symphonic Strains" and "The Week's Serious Music in Review." They are a great help to those of us who enjoy the more serious aspects of music.

Sincerely,

RUTH CAROL KELLER,
Clarkson, Ky.

Dear Sir:

The sponsors, makers of Tender Leaf Tea, have a right to conduct the program, "One Man's Family," as they think best, since they are standing the cost.

On the other hand, if they are soliciting the good will of the public, how long can they exist in business by

the very poor taste shown in programs of February 9 and 16? The programs on both dates led up to a very tragic and dramatic climax, where proper showmanship would have left a few seconds absolutely silent to be followed by the station identification. Many listeners besides the writer are most certainly going to break the weekly habit of listening to this program if they persist in such endings to be ruined by the commercial announcement. If they must have this advertisement brought in with such light conversation, the characters taking part should certainly not be the same ones who acted in the story.

I sincerely hope it is possible for enough letters to reach you so you can protest the runing of such a fine program.

Yours very truly,

A. M. MITCHELL,
Box 188, Portsmouth, Ohio.

Dear Sir:

I am adding my name to the list of those who would like to see a question and answers department in RADIO DIAL. Personally I'd rather read that than Serenade and Static.

I don't care for the way some people express their opinions. They try to see how mean they can talk about programs they don't like.

Yours truly,

MRS. MARK DRUMM,
R. F. D. 1, Parker, Ind.

AROUND the DIAL

by THE DIAL TWISTER

Programwise, the best news of the week is word that NBC has signed America's Town Meeting to a three-year contract. This not only assures the future of Thursday night's top feature. It also means that the Town Meeting will have a longer run each season, from November to May. More than that, its scope will be widened, as regards subject matter. NBC's announcement of the contract "points with pride" to the remarkable record of the Town Meeting, and certainly with good reason. The Town Meeting is an unexpected child of radio that's grown into a lusty adult. And if I'm any sort of a prophet it's just getting into its stride.

Radio script writers sometimes turn up their noses at One Man's Family for lacking "drama" after the day-time serial manner. (And what a break that is!) Well, last Wednesday Carlton E. Morse proved that he can put on the pressure when he turns his mind to it. Wild horses couldn't have dragged the faithful away from their loudspeakers before the last ominous line. On every score the episode was a masterly piece of work. Among other things it demonstrated that suspense is the stronger if it's used rarely, something the day-time sob-sisters might ponder with considerable profit.

With more than the usual fuss, NBC dedicated new \$300,000 studios for WTAM last Saturday. Foolish question No. 97K526-002: To what are new studios "dedicated" anyway?

In their advertising the radio manufacturers play up foreign reception on the short wave. That's good talking point. But much can also be said for the desirability of domestic reception on the short waves. The University of Chicago Roundtable is an instance. Ignored by the local broadcast-band outlets, this crack feature, now in its eighth year, can be heard over W2XAD, General Electric's 19-meter station.

Something to look forward to: Frank Simon's Band playing all of "Manhattan Beach." It's too good a march to waste as a closing filler.

As usual, Lincoln's Birthday was highlighted on the air by readings of his Gettysburg Address. And, as usual, those readings were no better than indifferent. Probably it's because the Gettysburg Address is too simple to give full play to histrionic ability. Anyway, even John Barrymore's version left a good deal to be desired.

Radio is just old enough for veteran listeners to contend that programs of yester-year were better than the current crop. The return of Hink and Dink (WLW, Monday and Wednesday, 7:45 p. m.) gives point to this familiar claim. These end-men who used to enliven many a WLW show have much more than faded laurels. In fact, they can show present-day minstrels a thing or two about getting laughs.

When Lulu and Abner move into the 6:45 spot beginning next week (CBS-WKRC, Monday, Wednesday, Friday), Lowell Thomas will have his first real competition. But the best-known citizens of Pine Ridge will find Tommy tough opposition too. There'll be warm words in many a home where both have their followers. The solution is a second radio.

After dialing "Nice Work If You Can Get It" umpteen times a night, I'm beginning to think the tune ought to be called "Nice Work If You Can Get Anything Else."

Probably it's because he's unobtrusive, as a really good announcer should be. At any rate, Truman Bradley gets less publicity than he deserves. Dignified, meticulous and sure, he's exactly the man for the Ford Sunday Evening Hour. A fit as perfect as that is too rare to be overlooked.

Sometimes atmospheric conditions dovetail neatly with international politics. For instance, last Wednesday night, just when the Nazi coup in Austria was making headlines, 2RO came pounding in with the Italian slant on the story. It couldn't have been better if Il Duce had disciplined the sun spots. By the way, that other Italian station, IQY, on the 25-meter band also gave a good account of itself the same night.

Last week Horace Heidt's "Can You Pick a Star" quest turned up Jane Gibson, a Texas lass who whistles. With novelty at a premium, it's surprising that whistlers are so rare these days. Old-timers still remember the trilling of Bob McGimpsey. Modern microphones should eliminate the technical difficulties of his day.

Puzzled about your income tax? Frank R. Waldron, deputy revenue collector at Cincinnati, is giving a series of talks on income tax regulation over WCKY at 7:45 p. m. (E.S.T.) every Monday, Feb. 28 through March 14.

Snow White



Patricia Peardon is Alice in Wonderland and Princess Elizabeth of England besides many other characters in the "March of Time" broadcasts over NBC, including WCKY and WLS, Thursdays at 8:00 p. m. (E.S.T.) Patricia, although only 13 years old, has appeared in stage plays with Katherine Hepburn and Ernest Truex.

Trouper in "Teens"



Nancy Kelly is still in her 'teens, but a trouper of long standing who broadcasts over CBS on the Hammerstein Music Hall, "Big Sister" and "Aunt Jenny" programs.

Nightly she may be seen on Broadway in "Susan and God," showing her versatility by first appearing as an awkward Miss with horn-rimmed glasses, and later as a poised and appealing young woman who knows her mind.



It's off to the South again for Crosley's baseball reporter . . . Red Barber. Red will repeat this year his baseball schedule of last season . . . 15-minute shows broadcast in Tampa and aired here . . . in which he'll give the inside notes on how the players are progressing . . . who looks most promising . . . how the game of the day turned out . . . and any other dope of interest. Red took a sidestep, though . . . with Mrs. B. and the baby he's spending two weeks before the Tampa jump in Gainesville, Florida, and calling it a vacation . . . The Tampa trip sounds like vacation enough for us.

Personality of the week: The Nation Station's Charles Woods . . . commentator and announcer. Heard over WLW as Dr. Woods . . . who also knows all the answers. One hundred and sixty pounds of ambition bent toward newsreel announcing . . . Cincy is just one of the stepping stones . . . and a good one, at that. Mr. W has been in radio about four years . . . came to Cincy from WXYZ in Detroit . . . he's twenty-six and almost six feet tall .

ALONG THE MILKY WAY: New addition to the Crosley staff, 19-year-old Stuart Finley . . . but he's an old timer . . . has three years of experience chalked up already. Spotted WKRC's and WCPO's Eddie Humphrey and Bob Bentley "Man on the Streeting" it in the rain . . . and didn't envy them. WCKY's Tennessee Ramblers can boast of two cinema appearances. WSAI's cute trick from St. Louis . . . Janette . . . looks surprisingly like a Tally-Ho songstress of a few months back.

THUMBS UP: The Minstrel Men who have been missing from local radio too long . . . Hink and Dink. They're on WLW twice a week now . . . Monday and Wednesday at 7:45 p. m. and they drive to Cincy from Oxford, Ohio, for each show . . . vaudeville knew this team about fifteen years ago . . . when they made a business of being funny . . . now it's just a sideline. Hink is connected with a college in Oxford and Dink has his own barber shop.

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




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Name.....

Address.....

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

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



PROGRAMS FOR SATURDAY, FEBRUARY 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 programs and times from 6:30 to 11:45.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Message of Israel: Rabbi Harry Levi of Boston, guest speaker; organ music. WJZ WLS WCKY kdka whk wave wire wham wowo
—Top Hatters. WSAI wgy wtm wmaq who wdf kwy
—Saturday Night Swing Club. WABC WKRC WHIO WHAS wbbm wgar wfbm kmcb wadc wvva wvfa wwl wcco

WHIO wcau wbbm wjr wvva wadc
—Music by Meakin: (NBC) WCKY whk wave wham
8:30—Spelling Bee: Paul Wing, conductor. WJZ WCKY kdka whk wave wham wowo
—Jack Haley's Variety Show, with Virginia Verrill, blues singer; Warren Hull, master of ceremonies; Wendy Barrie, comedienne; Ted Fio Rito's Orchestra. WSAI WJZ wgy wtm wmaq kwy wwl kstp wvba wdf wjr who

—Al Roth's Orchestra. WSAI wgy wtm wmaq who wdf
9:30—Saturday Serenade with Mary Eastman, Bill Perry; Gus Haechen's Orchestra (CBS) WHAS wcau wgst wjr wbbm wgar wfbm kmcb kmox wave wbt wvfa wwl
—American Portraits: Walt Whitman—Dramatization of the Lives of Great Americans. WSAI 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; Gertrude Niesen, singer, guest; Songsmiths, male quartet; Freda Gibson and Buddy Clark, vocalists. WABC WKRC WHAS WHIO wbbm wfbm wgar kmcb wcau kmox wadc wvbt 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. WSAI WCKY wgy wtm wmaq who
10:45—Special Talks Program: Senator Wm. G. McAdoo. WABC WKRC wbbm wgar wfbm kmcb wadc wvbt wvva wwl wvfa wwl wcco kmox
11:15—Orrin Tucker's Orchestra. WABC WKRC WHIO wjr wbbm wgar kmcb wcau kmox wadc wvfa wcco wvva
11:30—George Crook, organist. WSAI wgy wtm wmaq who wdf kwy
—Esso News Reporter. WJZ only

—Novelty Interlude. (NBC) WCKY wire wave wham whk
—Bob Crosby's Orchestra. WABC WKRC WHIO wjr wbbm wgar wfbm wcau kmox 11:35—Horace Heidt's Orchestra. WJZ WCKY wire wave whk wham
11:45—Summary of National A. A. U. Meet: Bill Stern. WSAI wgy wtm wmaq who wdf kwy
MIDNIGHT—Sammy Kaye's Orchestra. WABC WHAS WKRC WHIO wjr whk wfbm kmcb wcau kmox wadc wvfa wbbm
—Johnny Hamp's Orchestra. WSAI WLW wgy wtm wmaq wdf kwy
12:30—Blue Barron's Orchestra. WSAI WLW wgy who wdf wtm wmaq kwy
—Eddy Duchin's Orchestra. WJZ WCKY kdka wave wire wham
—Henry King's Orchestra. WABC WKRC WHIO WHAS wjr wgar wfbm kmcb

Chip Off Block

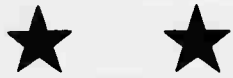


Parties, says Harriet Parsons, are the places to find what's going on in Hollywood. One of radio's leading girl reporters of the cinema city is the daughter of Luella Parsons, and is heard over NBC, including WCKY and WLS, Wednesday at 8:30 p. m. (E.S.T.).

Parties, says Harriet Parsons, are the places to find what's going on in Hollywood. One of radio's leading girl reporters of the cinema city is the daughter of Luella Parsons, and is heard over NBC, including WCKY and WLS, Wednesday at 8:30 p. m. (E.S.T.).

PROGRAMS FOR SUNDAY, FEBRUARY 27

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



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS. Rows list times and program titles.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

5:00—Metropolitan Opera Auditions of the Air: Wilfred Peltier, conducting the Metropolitan Opera Orchestra, and Earl Sykes, baritone; Beatrice Brody, contralto; Sylvia Cyde, lyric soprano, guests. WJZ WCKY WLS whm kdka whk wowo wspd wfaa

WHAS WHIO wfbm wjr wgar wcau wadc wsbw wvva wbt wgst wwl variety show featuring Norman Cloutier's Orchestra; Jack Douglas, m. c.; The Showmen Quartet and Elmore Vincent. WJZ WCKY WLS whm kdka whk wowo wspd wfaa

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

PROGRAMS FOR MONDAY, FEBRUARY 28

(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-Amos 'n' Andy. WEAFLWLW who wgy
7:15-Uncle Ezra's Radio Station E-Z-R-A.
7:30-To be announced. WJZ WLW WENR
New York on Parade: Mark Warnow's Orchestra; John B. Kennedy, commentator;

Roecker, baritone; Benny Krueger and his Orchestra. WABC WKRC WHAS wjr wbbm
9:00-Fibber McGee and Molly, comedy sketch, with Marian and Jimmy Jordan;
10:00-Wayne King's Orchestra. WABC WKRC WHAS WHIO wjr wbbm wfbm

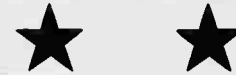
10:30-For Men Only, Peg La Centra, vocalist; Peter Van Steeden's Orchestra. WEAFLWLW WLS wtm wvj
11:00-Glen Gray's Casa Loma Orchestra. WABC (WKRC WHIO on 11:15) wgst wbt wgar kmox
11:05-Bert Block's Orchestra. WJZ WCKY WLS kdka wtm whk wave

That prodigious sneeze of Jim Kelso on the "Hollywood Mardi Gras" program has been named a "concert sneeze" by Maestro Raymond Paige, who likes to ring in musical effects for a background.
Rainger and Robin can't get away from their work. Wherever they go for relaxation—to the movies, night clubs, radio shows or at home with their own radio—they catch those Rainger and Robin tunes.

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



PROGRAMS FOR TUESDAY, MARCH 1



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

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

Edgar Guest. Frankie Master's Orchestra. Masters Voices. WJZ WLW WLS kdka whk whm wspd
9:00—Vox Pop, conducted by Parks Johnson and Wallace Butterworth. WEAFLWCKY kyw wgy wtm wjz wmaq who wdf wire kstp
—Horace Heidt's Brigadiers. WJZ WLW WLS WSM kdka whk wave whm wfla wspd wbp
—"Watch the Fun Go By," presented by Al Pearce and His Gang. Guest, Arlene Harris. "Human Chatterbox." Carl Hoff's Orchestra. WABC WKRC WHIO WHAS wjr wbbm wfbm kmcb wcau kmox wadc wbst wbt wcco wgar wgst wwl
9:30—"Jack Oakie," with Stuart Erwin; George Stoll's Orchestra and guest, with Raymond Hatton, and Patsy Flick, comedians; Helen Lynd, comedienne; Harry Barris and Jo Stafford, songs; Glee Club; Benny Goodman's Orchestra. WABC WKRC WHIO WHAS wjr wbbm wfbm wgar wcau kmox wadc wbst wbt wfga wgst wcco wwl
—Hollywood Mardi Gras: Lanny Ross; Charles Butterworth; Walter O'Keefe; Jane Rhodes; guests; Raymond Paige's Orchestra. WEAFLWSAI WSM who kyw wgy wwl wtm wdf wire kstp wfla wave wmaq
—Alias Jimmy Valentine starring Bert Lytell. WJZ WCKY WLS kdka whm whk wspd wowo
10:00—NBC Jamboree: Harry Kogen's Or-

chestra; Don McNeill, m. c., and guest artists. WJZ WCKY WLS whk whm kdka wspd
10:30—Howard Phillips, songs. WABC kmox wbst kmcb
—Phillips Poly Follies. (CBS) wbbm wfbm kmox wbst wcco kmcb
—Jimmie Fidler's Hollywood Gossip. WEAFLWLW WSM wgy wtm wmaq who kyw wjz wire wfla wave wbp wdf kstp
10:45—Dale Carnegie—How to Win Friends and Influence People. WEAFLWLW wgy wtm kstp who wdf wire kyw wmaq wjz
11:00—Amos 'n' Andy. (NBC) WSM wfaa wdf wire wmaq
—Science vs. Crime: Speakers—Father Robert White of Catholic U, Dr. Ralph W. Sockman and Rabbi Abram Simon. WEAFLWGY wtm who wmaq
—Abe Lyman's Orchestra. WABC (WKRC WHIO on 11:15) wjr wadc
—"Poetic Melodies." (CBS) WHAS wbbm wfbm kmcb wwl wcco kmox
—Lang Thompson's Orchestra. (NBC) whk wave wire whm
—Eso News Reporter. WJZ only
11:05—Lang Thompson's Orchestra. WJZ WCKY whk wave wire whm
11:15—Horace Heidt's Orchestra. WEAFLWSAI wgy wtm who wmaq
11:30—Bunny Berigan's Orchestra. WABC WHIO WKRC wjr wbbm wcau wgar wfbm kmox wadc wbst wfa wcco wbt

Muriel Currey, British Journalist, on CBS

Muriel Currey, British journalist, author and lecturer, will be heard over CBS, including WHAS, Sunday, February 27, from 1:30 to 1:45 p. m. (E.S.T.), in a talk originating from the studios of station WABC, New York.

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



PROGRAMS FOR WEDNESDAY, MARCH 2



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

Summary row for station call letters: 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 wgar wcau wgst wjr
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdkk whk whm wire
—Amos 'n' Andy. WEAF WLW wgy kyw who kstp wtm wvj
—Hal Totten, sports. (NBC) wmaq
7:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Nora Cunneen and others. WEAF WSAI wfae wcol wmaq wtm wire wdf wky who wbp kstp
—Mr. Keen, Tracer of Lost Persons. WJZ WCKY WLS whk kdkk whm wspd
—"Hobby Lobby," featuring Dave Elman and Harry Salter's Orchestra. WABC WKRC WHIO wcau wadc wgar wjr kmcb wvva wbt
7:30—To be announced. WJZ WLW WLS
—Mario Cozzi, baritone. (NBC) wavy wire wtm
—Hendrik Willem Van Loon: Talk. WEAF wgy wtm wmaq who wbf kyw
7:45—Adult Education Program. WABC WKRC WHIO WHAS wjr wbbm wgar kmcb

chestra, with Edythe Wright, Jack Leonard and the Three Esquires; Paul Stewart, master ceremonies. WEAF WSM WLW wtm wfaa wgy wvj kyw kvoo wmaq wire wae kstp who wdf
—Harriet Parsons. WJZ WCKY WLS kdkk whk whm wspd
8:45—Jimmy Kemper, Roy Campbell's Royalists; Jean Yewell, vocalist. WJZ WCKY WLS kdkk 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 wfm wgar kmcb wcau kmox wadc wbt wfae wvl wcco wbst wgst
—Cleveland Orchestra: Artur Rodzinski, conductor. WJZ (WLS on 9:30) WCKY kdkk whk whm wspd
—Town Hall Tonight: Fred Allen and Portland Hoffa; Peter Van Steeden's Orchestra; WEAF WLW WSM kyw wtm wvj wmaq who wdf kstp wae wfa 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 wfm wgst wbst wfae wvl wcco 10:00—"Gang Busters," true crime dramatizations. WABC WKRC WHAS WHIO wjr wbbm wfm wgar wcau kmox wmbc wbt wvl wgst wcco
—"Your Hollywood Parade"—Dick Powell, m. c.; Rosemary Lane, vocalist; orchestra, direction Al Goodman; choral ensemble direction Dudley Chambers and guest stars. WEAF WLW WSM wgy wtm wmaq kyw wdf who wfa kstp wae wvj wire wfaa
—Choir Symphonette—mixed ensemble with instrumental accompaniment. WJZ WCKY WLS kdkk whm whk wspd
10:15—Nola Day, contralto. WJZ WCKY WLS kdkk whm whk wspd
10:30—Nan Wynn, songs. WABC wbbm wfm wgar kmcb wbt wfae wvl wcco
—"Hobby Lobby." (CBS) WHAS wbbm kmox wcco wvl wbst wgst wfm
—NBC Minstrel Show: Gene Arnold, interlocutor; Vance McCune, Ken Christie, Bill Thompson and Jimmie Dean, end men; Chorus; Jack Baker, Edward Davies and Harry Kogen's Orchestra. WJZ WCKY WLS kdkk whm whk wspd
10:45—Special Talks Program, guest speaker, WABC wadc wbbm wcco wgar wbst wgst
11:00—Amos 'n' Andy. (NBC) WSM wmaq wdf wire wbp
—"Poetic Melodies." (CBS) WHAS wjr wbbm wfm kmcb wcco kmox wvl
—Dick Gasparre's Orchestra. WEAF wgy wtm 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 wavy wire
11:05—Ink Spots. WJZ WCKY whk wavy wire whm
11:15—To be announced. WJZ WCKY WLS whk wavy wire whm
11:30—Horace Heidt's Orchestra. WEAF WSM WLS wgy wtm wmaq who
—George Olsen's Orchestra. WABC WHIO WKRC WHAS wjr wcau kmcb wadc wbt wfa
—Eddy Duchin's Orchestra. WJZ WCKY whk wavy wire whm
MIDNIGHT—Red Norvo's Orchestra. WABC WKRC wfm wgar kmcb wcau kmox
—Louis Armstrong's Orchestra. WEAF WLS wgy wtm wmaq who wdf
—Under Western Skies, dramatization. WJZ WCKY whk wavy wire whm whk kdkk
12:30—Lights Out: Mystery drama. WEAF WSAI WLS wgy wtm wmaq who
—Henry King's Orchestra. WABC WHIO WKRC wfm wadc
—Erskine Hawkins' Orchestra. WJZ WCKY whk wavy wire whm
Phil Baker's new song number, "Rhumba Caliente," which Phil claims is the only swing rhumba in existence, is being featured by Ted Fio Rito.
Wilbur Hatch, as head of the music department for a Los Angeles station, was once arranger, program builder, conductor and librarian rolled into one.

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

PROGRAMS FOR FRIDAY, MARCH 4

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor; Franklin MacCormack, reader; and Orchestra. WABC WKRC wgar wadcr 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. WEAFL WSM wtm wgy wmaq who wdf

WEAF WCKY wgy wtm wmaq wjr wdf kwy who wire
—Holywood Hotel: Dramatic Musical Revue; Guests: Frances Langford; Jerry Cooper; Anne Jamison; Ken Niles; Raymond Paige's Orchestra, with Ken Murray and Oswald. WABC WKRC WHAS WHIO wjr wbbm wgar wfbm kmox kmcb wcau wadc wbt wcco wgst wwl
9:00—Buddy Baer vs. Gunnar Barland in boxing bout—Sam Taub and Bill Stern at the mike. WZ WLS WCKY kdkk whk whm wspd

Tremayne and Barbara Luddy; Orchestra, direction Eric Sagerquist. "You Have To Be Crazy." WEAFL WLW WSM: wjr wve wmaq wtm wdf who kstp wfla wfaa wire kvoo wgy
10:30—Jimmy Fidler and his Hollywood Gospel. WEAFL WLW wgy wtm wmaq kwy wjr wire kstp wdf
10:45—"People in the News." Dorothy Thompson, news commentator. WEAFL WLW kvy wgy wtm wjr wire wmaq kstp wdf
—Special Talks Program. WABC wbbm wjr wfbm wcau wcco kmox wadc wgst
11:00—Ruby Newman's Orchestra. WEAFL WSAI wgy wtm wdf kvy
—Esso News Reporter. WJZ only
—Glen Gray's Casa Loma Orchestra. WABC (WKRC WHIO on 11:15)
—Jerry Blaine's Orchestra. (NBC) whk wave wire wham
—Poetic Melodies. (CBS) WHAS wbbm wfbm wwl wcco kmox kmcb
—Amos 'n' Andy. (NBC) WSM wmaq wdf wjr wbp

MIDNIGHT—Carl Ravazza's Orchestra. WJZ WCKY whk wave wire wham
—Bert Black's Orchestra. WEAFL WLS wgy wtm wmaq who wdf kdkk
—Sammy Kaye's Orchestra. WABC WKRC WHIO wjr wgar wfbm wadc wbbm
12:30—Lou Breese's Orchestra. WJZ whk wave
—Happy Falton's Orchestra. WEAFL WLW wgy wtm wmaq who wdf kdkk
—Ted Fiorita's Orchestra. WABC WKRC wfbm kmox wadc
"Big Sister," which rated top place in the recent survey of daytime shows, collects fan mail from practically every state in the union.
Carlton KaDell, a very handsome man, has been screen tested by two studios this week between radio announcing duties.
Having completed a home on his 185-acre desert ranch with every known city convenience, Clarence Muse comes into town only for radio confabs.

RADIO DIAL CONTEST CLUB

by The Contest Reporter

EDITOR'S NOTE — Presented herewith is the first of a series of articles reviewing in detail the better known contest magazines and other publications of contest aid.

Six rose bushes won on the first entry she submitted in a contest encouraged by a woman in St. Paul, Minn., to continue in contests and that same woman today owns, edits and publishes the oldest contest magazine in the United States—The Monthly Contest Guide.

With the exception of a very few close corresponding friends, contestants who read this column will be the first to know that M. L. Hoskins of St. Paul, Minn., is Margaret instead of Marvin or Milton. Upon ac-

quiring controlling interest in the Guide six years ago she felt that for business reasons, and very obvious, too, her name should be only M. L. Hoskins. And so it has, until your reporter received permission to tell the whole story.

To say that a woman guides the course of the GUIDE now, would be only part of the story. A woman started the GUIDE in 1917, or perhaps it was a little earlier. She was Alice M. Spofforth, a former resident of England. At that time (22 years ago) contests were few and far between here in America, but in England where the Spofforths had lived they had been at a peak for for a number of years. Some of the contests conducted now and thought to be comparatively new, were in reality tried out on the British Isles many, many years ago.

But back to the Guide. It began with a mere folder (4 pages) which measured 6x9 when folded and today remains no larger in measurement but considerably thicker—from 32 to 48 pages, chuck full of contest information.

To say that subsequent contest magazines had some of their inspiration from the Monthly Contest Guide is nothing more than fair, but we hasten to add that it is not altogether style and format we have reference to but the spirit of helpfulness. Alice Spofforth began the Guide in order to help others interested in contests and that is still the policy of the present publisher.

In beginning this series of "reviews" we wish it known at the very outset that each of the better known periodicals devoted to contests are fair and square. This has been proven conclusively. Some are larger than others, some are more comprehensive and some have larger circulation, but the underlying theme of each is a friendly spirit of helpfulness. Some, if not all, have declined advertising which they felt was misleading although they sorely needed the revenue.

The Monthly Contest Guide has a national circulation and reaches many subscribers in Canada. It sells for 25c per copy—\$2.50 per year in the

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Cake Baking Contest



Ruth Lyons, who conducts the "Woman's Hour" daily except Sunday over WKRC at 8:30 a. m. (E.S.T.) is shown about to sample the first of two pieces of chocolate cake to determine who has done the better job of baking.

Shown with her are Marsha Wheeler, Home Economist, who is heard on the "Woman's Hour," and Jo Ostendorf, Pastry Chef at the Hotel Alms where WKRC is located.

Ostendorf challenged Miss Wheeler to the cake baking contest after hearing her remark that she made the "best chocolate cake ever." Mrs. Lyons was unable to arrive at a definite decision, so now listeners are being asked to try both recipes and be the judges themselves.

USA. 30c a copy—\$3.00 a year in Canada. There is a limited newsstand sale in most of the larger cities at the price stated, however, no contest magazine can be found on all newsstands.

The Guide reaches subscribers shortly after the first of each month and goes to press on the 24th of the month preceding issue date. The address is 453 North Snelling, St. Paul, Minn. Associated with Margaret Hoskins as editors are M. K. Cragun and P. J. Quien. Charles P. Slawson is business manager. A policy of practically all contest publications is "no sample copies." Unlike most magazines a contest organ is a veritable gold mine of opportunities. Since there is

very little advertising, the cost of publication must be borne by subscriptions and straight sales.

Practically all of the contest listing mediums have subsidiary publications. These take up the various types of (Continued to page 16)

CONTEST MONEY

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"Headline Heroes" Is New WLW Feature

Policemen, firemen, and other public servants who daily risk their lives to protect the lives and property of others, will be honored in "Headline Heroes," new WLW program which takes the air for the first time Thursday, March 3, at 7:30 p. m., (E.S.T.)

This program will present each week the dramatization of a thrilling and outstanding act of valor by an individual in public service. As the highlight feature of the broadcast, the "hero" will appear in person at the Nation's Station for a brief interview.

The initial chapter of "Headline Heroes" presents Patrolman Frank Ryan of the Charleston, W. Va., police force, whose prompt and courageous action saved three boys from almost certain drowning in the Kanawha River in May, 1935. Although he risked his own life in the process, to Patrolman Ryan this was just another incident in the daily performance of his duty.

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Below you see Bill Compton as he looks to his mother and people who see him going into the Columbia Playhouse before the performance of Al Pearce's "Watch the Fun Go By" program. And above you see Bill made up for his role of "Tizzie Lish," all set to broadcast crazy recipes on the show, heard over CBS, including WKRC, WHAS, and WHIO, Tuesdays, at 9:00 p. m. (E.S.T.).

Week's Serious Music In Review

(All Times Are Eastern Standard)

FRIDAY, FEBRUARY 25.

MUSIC APPRECIATION HOUR

Eight concerts in Series C and D, conducted by Dr. Walter Damrosch; 2:00 p. m., NBC—WCKY, WLW, WSM.

SERIES C

Third and Fourth Movements, from Symphony No. 2 in D-Major... Beethoven

SERIES D

"Academic Festival" Overture... Brahms
Third Movement, from Symphony No. 3 in F-Major... Brahms
Third Movement, from Symphony No. 4 in E-Minor... Brahms

CITIES SERVICE CONCERT

Lucille Manners, soprano, and Ross Graham, barytone, with orchestra, conducted by Dr. Frank Black; Friday, 8:00 p. m., NBC—WSAI.

Tambourin Chinois... Kreisler
Orchids in the Moonlight... Youman
a) Gypsy Song, from "Carmen"... Bizet
b) Valse Huguette, from "The Vagabond King"... Friml
c) Some Day My Prince Will Come... Churchill
Miss Manners
Why Was I Born... Kern
Dance of the Comedians, from "The Bartered Bride"... Smetana
I Still Suit Me... Kern
Ross Graham
Wanting You... Romberg
Miss Manners and Mr. Graham
Perpetual Motion... Ries
You're a Sweetheart... McHugh
Selections from "Riviera Girl"... Kalman
Miss Manners, Mr. Graham, and Ensemble

SATURDAY, FEBRUARY 27.

METROPOLITAN OPERA

Verdi's Egyptian music drama, "Aida," with Zinka Milanov, new Jugoslavian soprano, in the title role. Saturday, 1:55 p. m., NBC—WCKY, WLW, WSM. The full cast is as follows:

King of Egypt... Norman Cordon, basso
Amneris, Egyptian Princess... Bruna Castagna, contralto
Aida, Ethiopian Slave... Zinka Milanov, soprano
Rhadames, Captain of the King's Guard... Giovanni Martinelli, tenor
Ramfis, High Priest of Isis... Ezio Pinza, basso
Amonasro, King of Ethiopia... Carlo Tagliabue, barytone
A Messenger... Giordano Paltrinieri, tenor
A Priestess... Thelma Votipka, soprano
Conductor... Ettore Panizza
Chorus Master... Fausto Cleva

NBC SYMPHONY ORCHESTRA

Tenth concert with Arturo Toscanini as guest conductor; 10:00 p. m., NBC—WCKY.

Symphony No. 2 in B-Minor, Op. 5... Borodin
Russian Overture, Op. 72... Prokofieff
Variations on a Theme, by Haydn, Op. 56-a... Brahms
Symphonic Poem, "The Moldau"... Smetana

SUNDAY, FEBRUARY 27.

RADIO CITY MUSIC HALL

Ernest Krenek, Austrian composer, guest conductor, assisting Erno Rapee; Henrietta Schumann, solo pianist; 12:30 p. m., NBC—WCKY, WLW, WLS.

Bette Davis in Radio Theater

Bette Davis, one of the leading character actresses of the screen, will make one of her rare radio appearances when she is heard in the Radio Theater presentation over CBS, including WKRC, WHAS and WHIO, Monday, February 28, at 9:00 p. m. (E. S. T.).



The play selected as her vehicle on the occasion will be "Forsaking All Others." As usual, the production will be under the personal supervision of the famous Hollywood director, Cecil B. DeMille.

Previously Miss Davis has appeared for Radio Theater in "Bought and Paid For," in 1936 and "Another Language," in 1937.

Overture from "Die Fledermaus"... Strauss
Triumph Der Empfindsamkeit... Krenek
Fantasia on Russian Themes, by Riabinine, Op. 48... Arensky
Miss Schumann
Capriccio Espagnol... Rimsky-Korsakov

NEW YORK PHILHARMONIC

Rose Pauly, Metropolitan Opera soprano, with orchestra conducted by John Barbirolli, in all-Strauss program; 3:00 p. m., CBS—WKRC, WHAS.

Tone Poem, "Don Juan"... Strauss
Two Songs with Orchestra, Opus 33: "Verfuehrung" and "Gesang der Priesterin Apollon"... Strauss
Mme. Pauly
Tone Poem, "Till Eulenspiegel"... Strauss
Closing Scene from "Salome"... Strauss
Mme. Pauly
Suite from "Der Burger als Edelmann"... Strauss

ARMCO BAND CONCERT

Robert Marsteller, euphonium player, soloist, with the band, conducted by Dr. Frank Simon; Sunday, 3:30 p. m., NBC—WLW, WLS.

March, My Hero, from "The Chocolate Soldier"... Strauss, arr. Alford
Toronto Bay... Gagnier
Bolero... Ravel
The Debutante... Clarke
Robert Marsteller
La Rumba Nigra... Harris
March, Stepping Along... Goldman

FORD EVENING HOUR

Symphonic program under the direction of Sir Ernest MacMillan, featuring as soloist Kirsten Flagstad, Metropolitan Opera soprano; 10:00 p. m., CBS—WKRC, WHAS, WHIO.

Overture from "A May Night"... Rimsky-Korsakov
Aria, Leise Leise, from "Der Freischutz"... Weber
Mme. Flagstad
Waltz-Intermezzo from Symphony No. 5 in E-Minor... Tchaikovsky
a) Solitude On the Mountains... Bull
b) Thanks for Thy Counsel... Grieg
c) O Lovely Night from "Summer-time"... Ronald
Mme. Flagstad
Symphonic Poem, "The Moldau"... Smetana
On Our Way Rejoicing... Mann
Mme. Flagstad, Chorus, and Orchestra

RIISING MUSICAL STAR

Jeanette Weinstein, 19-year-old pianist, and Pauline Pierce, soprano, soloists, with orchestra, conducted by Alexander Smallens; 10:00 p. m., NBC—WSAI, WSM.

Overture from "Haensel und Gretel"... Humperdinck
a) Finale from Piano Concerto in B-flat Major... Tchaikovsky
b) Etude in F-Major... Chopin
Miss Weinstein
Legend... Tchaikovsky
Joshua... Moussorgsky
Miss Pierce and Chorus, directed by Eugene Fuerst

MONDAY, FEBRUARY 28

LEAGUE OF COMPOSERS

Second of two concerts of music by living American composers; Hugues Cuenod, tenor; Theodore Chanler, piano; and Phil-Sym String Quartet; 3:00 p. m., CBS—WKRC, WHAS.

String Quartet No. 6... Quincy Porter
Five Songs... Chanler
Cuenod and Chanler
Second Movement from String Quartet... Oscar Levant

CONTINENTAL ORCHESTRA

Marek Weber, conducting, with Mme. Maria Kurenko, soloist; 10:00 p. m., NBC—WSAI, WSM.

The Story of Verdi's "Aida"

At the period when the Pharaohs ruled over Egypt, Aida, daughter of Amonasro, King of Ethiopia, having fallen a prisoner into the hands of the Egyptians, and being brought to Memphis, was given as a slave by their King to his daughter Amneris, who, captivated by the grace and beauty of the unknown maid, took her into favour as a friend and sister. Radames, a young captain of the King's guards, secretly beloved by Amneris, on beholding Aida falls in love with her, and his passion is reciprocated by Aida. The proud daughter of the Pharaoh, suspecting a rival in her slave, swears vengeance should her doubt prove a certainty. Meanwhile war is again declared between Egypt and Ethiopia, and Radames, appointed leader of the army, departs from Memphis to fight the Ethiopians, who, headed by their King, have invaded Egypt and invested Thebes. The enemy defeated, Radames enters the delivered city victorious, laden with spoil, and followed by the prisoners, among whom is Amonasro himself disguised as an officer.

Through the intercession of Radames the prisoners are set free, with the exception of Amonasro, who being recognized as Aida's father is retained with her, when as a reward for his

great services the King grants to Radames the hand of his daughter Amneris.

Amonasro in his captivity having noticed the mutual affection existing between Radames and Aida, resolves to take advantage of it for the destruction of his enemies, as there is between the two nations a new war impending. Finding that a secret meeting was appointed between the lovers at night, near the temple of Isis, he conceals himself within hearing and obtains information of the plan of the war, incautiously revealed by Radames to Aida. At this moment Ramphis, the high priest of Isis, emerging from the temple with Amneris, suddenly surprises Radames, who, accused of having betrayed to the enemy his country's cause, gives himself up as a prisoner to Ramphis. Radames, brought to judgment and condemned by the sacred council to be buried alive, is visited by Amneris, who offers him pardon from the King on condition that he renounces Aida for ever. On his refusal, and as the stone is already enclosing him, he discovers Aida by his side, who has contrived to penetrate into the tomb, and is come to prove the depth of her constancy and love by sharing his fate.

Rose Pauly, Metropolitan Soprano, To Be Featured With Philharmonic Orchestra In All-Strauss Program

Rose Pauly, Metropolitan Opera soprano, will be the soloist when John Barbirolli directs the New York Philharmonic-Symphony Orchestra in a program of music by Richard Strauss over CBS, including WKRC and WHAS, Sunday, February 27, from 3 to 5 p. m., (E.S.T.).

Mme. Pauly has attracted widely favorable notice for her interpretations of "Elektra" in the Strauss opera of that name at the Metropolitan, where she recently made her debut.

The performance of the closing scene from "Salome" which she is to give with Barbirolli, however, will be her first performance of any part of that role either in New York or on the air.

Last season Mme. Pauly made her American debut when Columbia broadcast the Philharmonic-Symphony's concert performance of "Elektra" in which she was featured.

Deems Taylor's commentaries will be the usual intermission feature.

Helen Keller Is Guest Speaker on "Cavalcade"

Helen Keller, who, though totally blind and deaf, has become one of the world's most famous women, will be a guest speaker during the "Cavalcade of America" program over CBS including WKRC and WHAS, Wednesday, March 2, from 8:00 to 8:30 p. m. (E.S.T.).

"Cavalcade's" dramatization on that night is to deal with the life of Anne Sullivan Macy, who was Helen Keller's teacher. Musical interludes of the program will be provided by Don Voorhees' Orchestra.

land, violist; Naoum Dinger, cellist; 2:30 p. m.,—NBC—WCKY, WLW. Quintet for Piano and Strings... Ind

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MACMILLAN TO CONDUCT FORD SYMPHONY

Kirsten Flagstad Also To Be Guest Artist On First Concert

Sir Ernest MacMillan, regular conductor of the Toronto Symphony Orchestra, will make his first of five guest appearances with the Ford Symphony Orchestra when that program is broadcast over CBS, including WKRC, WHAS and WHIO, at 9:00 p. m. (E.S.T.), Sunday, February 27. Kirsten Flagstad, one of the greatest living Wagnerian singers, will also be guest artist during the concert.

In addition to his duties as principal of the Toronto Conservatory of Music and Dean of Music at the University of Toronto, he finds time for composing and organ-playing. One of his compositions, a French-Canadian suite based on traditional French-Canadian melodies, he will play during his engagement with the Ford Symphony.

Besides directing the Toronto Symphony, he has been guest conductor for such orchestras as those of the British Broadcasting Company, Hollywood Bowl, Philadelphia, Washington and Chicago. Sir Ernest has much before him as he is only 44 years old.

He enjoys the distinction of being the only musician residing in the British Dominions to have been knighted by the late King George V. He was elevated to the peerage in 1935.

Serenader



Mary Eastman, lyric soprano, is now heard on the "Saturday Night Serenade" program, broadcast over CBS, including WHAS, each Saturday at 9:30 p. m. (E.S.T.).

She has served as assistant artist in recitals with Madame Schumann Heink, Richard Crooks and other leading singers.

Symphonic Strains

By CLINTON BROOKS

With considerable attention focused this week on the works of Richard Strauss at the Sunday afternoon concert of the New York Philharmonic Orchestra, it might be well for us to make a few comments on Strauss as a man and a composer. It is a matter of some importance when a conductor of the calibre of John Barbirolli chooses to devote a whole program to the works of a living composer.

Strauss is now approaching his seventy-fourth year. He was born June 11, 1864, in the city of Hamburg, Germany. He is not, as many people believe, a member of the same family as the Viennese waltz masters, Johanne, Josef, and Oscar Strauss. His father, however, was a musician, employed for many years as first horn player in the Munich court orchestra. His mother, Josephine Pschorr, was the daughter of a Municher beer baron.

As a child, little Richard was as precocious as Mozart, Chopin, Liszt, and many other famous musicians. He busied himself learning the secrets of the piano keyboard when he was only four years old. At six, he indulged his fancy writing a simple polka for piano in the key of C-Major, probably afraid of the mysterious sharps and flats of any other tonality. Having studied at both the Munich Gymnasium (high school) and University (for only one year), he continued writing and playing music of the classical sort until he was 22 years old. His father, who was a decided anti-Wagnerian, directed the young man's tastes toward the music of Haydn, Mozart, and Beethoven. Later Strauss became a friend of the pianist-conductor, Hans von Bulow, and the conductor, Alexander Ritter. From them he learned to appreciate the works of Wagner and Brahms. After his twenty-second year, Strauss began composing the type of music for which he is so well known today, his first composition of that period being a symphonic fantasy, "In Italy."

Today Strauss still professes a marked admiration for Mozart, though the contemporary composer's music is more often coupled with that of Wagner. Enfeebled by age, his once curly black hair now turned white, his forehead as protuberant and "un-musicianlike" as ever, Strauss still conducts some of his works in Austrian opera houses, visits elsewhere in Europe when his works are performed under the direction of other conductors.

Strauss is best known in America for his symphonic and operatic works. Most familiar of his operas, probably because they have been so successful on the stage of the Metropolitan, the "Salome," "Der Rosenkavalier," and "Elektra." Some day it is probable that people in this country will become as familiar as Strauss's European audiences with his other operas, "Intermezzo," "Arabella," "Die Aegyptische Helena," and "Feuersnot." Though these works as a whole are still unfamiliar, parts of them are heard frequently on concert programs throughout the nation. Among his symphonic works, those which are no longer novelties are "Tod und Verklarung" ("Death and Transfiguration"); "Till Eulenspiegel's Merry Pranks," "Ein Heldenleben" ("A Hero's Life"), "Domestic Symphony," "Also Sprach Zarathustra," "Don Quixote," "Don Juan," and the suite for Moliere's comedy, "Le Bourgeois Gentilhomme."

Not many years ago, the great Wagnerian critic, Ernest Newman, called Strauss "the most commanding figure in contemporary music." He added, however, that as a composer he was "sometimes excessively noisy, often a victim of the modern mania for using a pot of paint where a mere brushful would do equally well or better. The amount of blowing or scraping or thumping done by the players of the orchestra are all out of proportion to the effect obtained." It is true that many people today still deride Strauss as a whirlwind musician writing a lot of bombast without much meaning. But as a whole, the composer has and will doubtless continue to have a large and unbiased audience.

To get back to our Philharmonic program from New York, we call attention to the fact that Rose Pauly, Metropolitan Opera soprano, is programmed to sing the closing scene from the opera "Salome." The music drama, all in one act, running without a break for nearly two hours, has caused considerable comment in the United States. This is because the heroine is required to perform the "Dance of the Seven Veils," discarding her wardrobe in successive portions until she obtains the desired effect as far as King Herod is concerned and obtains from him her one wish—the head of John the Baptist. Not many sopranos are equipped to fulfill the requirements of the role, either physically or vocally. Miss Pauly is so equipped. She frequently has sung Salome in concert performances throughout the country, and two weeks ago scored a distinct ovation at the Metropolitan singing the title role of Strauss's "Elektra." Many radio listeners will remember her singing that

Kostelanetz Features Songs From "Snow White"

A medley of tunes from "Snow White and the Seven Dwarfs" will be featured by Andre Kostelanetz's orchestra during his broadcast over CBS, including WKRC, WHAS and WHIO, starring Lawrence Tibbett as baritone soloist and Deems Taylor as commentator, Wednesday, March 2, from 9:00 to 9:30 p. m. (E.S.T.). The medley includes "One Song," "With a Smile and a Song," "Heigh Ho," and "Whistle While You Work."

Tibbett is to sing the "Rogue Song" by Stothart; Loewe's song, "Edward"; the aria "Il Sogno" from Verdi's "Falstaff," and "Alone Together," by Arthur Schwartz.

The orchestra will play "Swing Session in Siberia." Porter's "In the Still of the Night" will be sung and played as a "trailer" for next week's program.

part in a Philharmonic concert over the air last winter.

Miss Pauly also will sing two fairly unfamiliar songs of Strauss with the orchestra, "Seduction" and "Song of the Priestess of Apollo," both written by the composer back in 1897. The dramatic tone poem, "Don Juan," and effervescent musical picture of "Till Eulenspiegel" will be played by the orchestra, together with the rarely heard suite from "Der Burger aus Edelmann." Deems Taylor, efficient and comprehensive in everything he does, will make his usual intermission commentaries.

Having devoted so much time to Richard Strauss, we have only a short space left to remind radio listeners of other highlights during the week. Among those to which we would like to call attention because of the rarity of their performance, are the "King Christian II" suite for orchestra in six movements, which the Rochester Civic Orchestra will perform Monday afternoon; the choral work, "Joshua," by the Russian, Moussorgsky, scheduled for Sunday night on the Rising Musical Star program; Mme. Kirsten Flagstad, Wagnerian soprano, deserting her old love for three Norwegian songs and a selection from a Weber opera on the Ford Sunday Evening Hour; and Toscanini with the NBC Symphony Orchestra playing on Saturday night the much discussed overture "Russe" by the radical contemporary, Prokofieff.

Not to be overlooked by any means is the fact that the Metropolitan Opera matinee Saturday will bring a new singer to radio audiences, Zinka Milanov, a Yugoslavian soprano whom Edward Johnson, Metropolitan manager heard last summer in Europe

On Sunday Evening Hour



Pictured here are the two stars of the "Sunday Evening Hour" program to be broadcast over CBS, including WKRC, WHAS and WHIO, Sunday, February 27, at 9:00 p. m. (E.S.T.).

Kirsten Flagstad (above), the Metropolitan Opera Company's leading Wagnerian soprano, will make her second appearance on the program. Sir Ernest MacMillan (below) will be guest conductor of the Sunday Evening Orchestra for five consecutive weeks, starting February 27.

and signed up for three major Verdi roles this winter. Mme. Milanov has learned Italian, a language which she has never sung before, to be able to appear in "Aida" this week. She is well known in Vienna, Dresden, and Prague, and is due for an ovation here, if Mr. Johnson's hunches are correct. Giovanni Martinelli, as well as Bruna Castagna and Norman Cordon, both of whom have sung frequently with the Zoo Summer Opera, will form an adequate supporting cast.

She Didn't Believe Ripley



When Bob Ripley heard Linda Lee playing in stock at Ivoryton, Conn., he told her he thought she could find a place on his program if she could sing. But believe it or not, she didn't believe he was Ripley! When she was convinced, she told him she had sung for Paul Whiteman, Vincent Lopez and other famous orchestra leaders. Result: she now asks Ripley questions and sings on his program which is broadcast Saturdays over NBC, including WLW, at 8:00 p. m. (E.S.T.).

Curtis Institute of Music Features Piano Duo

Eleanor Blum and Vladimir Sokoloff, the latter frequently heard on the Curtis Institute of Music concerts, will play Brahms' Variation on a Theme of Haydn, Opus 56b, on two pianos, as they open the broadcast over CBS, including WHIO, WKRC and WHAS Wednesday, March 2, from 3:45 to 4:30 p. m., (E.S.T.).

Four selections are to be sung by William Horne, tenor, during the half hour. These include Monteverde's "Lasciatemi Morire;" "Ungehduld" by Schubert; Brahms' "Die Mainacht," and "Le Reve" from Massenet's "Manon."

A second duo to be played by the pianists will be "Romance and Tarantelle" from Rachmaninoff's Suite No. 2, Opus 17. Horne is to be accompanied by Sylvan Levin.

THIS IS RADIO

(Continued from page 4)

accordingly. Sometimes a young man or woman in the early twenties will make a better old man or woman than one of more mature years.

Long hours of rehearsals are sometimes necessary to produce one 15-minute dramatic show. In the case of a new program, the writer usually is given an idea of the characters available and he writes parts to fit those characters.

In the next installment of "This Is Radio," the continuity department will be discussed. Why various types of writers are necessary—how they create words to be said on the air, and how script shows, musical productions and comedy programs are written will be told.—Editor's Note.

CONTEST CLUB

(Continued from page 13)

contests in more detail than would be possible in the magazine. The Guide sells 4 written by Walter Spoforth entitled "Slogans," "Cut Pictures," "Word Building" and "Small Writing." They also published Frank G. Davis' "Ten Years of Prize Winning" and a booklet on "Proverbs."

Although an active participant and winner of contests before assuming charge of the Guide, Margaret Hoskins rightfully now feels that her duty is in giving her subscribers a better magazine, rather than trying to win the contests herself. Her name never appears any more. She has a college education and was a former school teacher. Loves to garden, fish, read and romp with her dog. Drives a Chevrolet coupe.

She writes: "Contesting is becoming more and more popular with all classes. The whole country is becoming contest conscious and that sponsors realize the advertising and good-will value of contests, is shown by the increase in number at present and the persistent rumor of even more for the future."

Many who have seen the Guide

have admired its interesting cover. It was designed by a young Illinois lad stranded in St. Paul. He needed some money and the Guide needed a cover. They traded and the beacon light above the treasure chest he drew has had a significant meaning to contestants ever since.

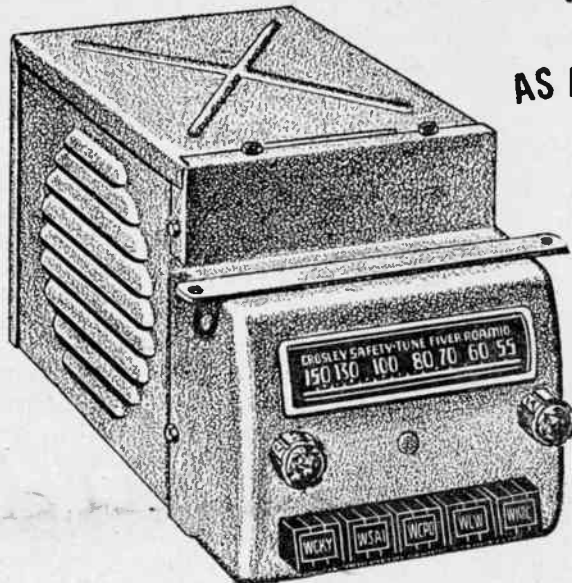
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