

BIG SPECIAL RADIO CONTEST

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5¢

Radio

The Midwest's Largest Radio Newspaper

Dial

WEEK ENDING MAY 20,
1938

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RADIO LIGHTS



WALTER HUSTON

Recently it has been the practise of radio programs to bring opera, stage and screen stars of the higher type to radio. This has been well and good, but I wonder how many "highbrow" radio listeners have planned a quiet evening at home expecting to hear Lily Pons in an aria from "Lohengrin" or Lawrence Tibbett sing "The Barber of Seville," or Helen Hayes play "Victoria Regina." Instead the famous star who is guesting for some comedian is really stooging for that comedian.

For instance let's take Walter Huston's appearance with Bing Crosby last Thursday night. Huston is one of the stage's finest dramatic actors. He has become famous because of roles such as Dodswoth and many others. One would expect him to re-

enact one of his favorite scenes, but instead radio listeners had to be content with his ill-humored harmonica playing, his stooging for Bing Crosby. This is just about the same as having Grace Moore swing it out with "I'll Double Dare You," or hearing Toscanini jazz up the New York Philharmonic to the point of Clinton's "Dipsy Doodle."

For the benefit of the better stars, our suggestion is that they keep away from such escapades and devote their talents to the better acting that has made them famous.

GUESTARS THIS WEEK WILL BE: Rev. Edgar Johnson of Spartanburg, S. C. and C. E. Burch who publishes a weekly newspaper in Amite, La., will be contenders on the "Professor Quiz" program, Saturday, May 14 . . . Rabinoff, Margaret Daum, guests on "Essays in Music," May 12 . . . Robert Montgomery, Maureen O'Sullivan, Robert Young, Fannie Brice, Frank Morgan, Una Merkel, Dennis King, Mickey Rooney and Meredith Willson's orchestra are lined up for the "Good News" show, Thursday, May 12 . . . Dale Carnegie, author of "How to Win Friends and Influence People," to be on "For Men Only," Monday, May 16 . . . Mary Boland, guest with Al Jolson and Connie Boswell, guest with Al Pearce, Tuesday, May 17.

Congratulations to Al Bland. According to Billboard's daytime survey Al's "Dawn Patrol" program is tops among Cincinnati's local air shows. He's just celebrated a year with the show which shows he's going places plenty fast. He writes the entire show, takes two character parts and his his brother, Lee, as a stooge.

Ralph Simpson, test pilot, will be "The Person You Didn't Expect to Meet," with Fred Allen's show, Wednesday, May 18 . . . On Saturday, May 14, Gene Krupa, drummer, will be guest on Swing Club . . . Major Bowes will honor Mobile, Ala., with May 12 broadcast . . . Kay Francis and Ian Hunter will preview "Secrets of an Actress," on "Hollywood Hotel," May 13 . . . Nanette Guildford, opera star, with "Your Hit Parade."

An interesting aftermath of the Kentucky Derby was the difference of opinions between Bob Trout, CBS' sportscaster who handled the ceremonies after the race and the Cincinnati Enquirer's writeup of the same race. Trout said that Lawrin, the winner, looked like he could run another race in just as fast time, that the horse didn't look tired at all except for a few beads of perspiration on his brow. Next morning the paper claimed that the jockey had to whip Lawrin to victory because the horse was so tired he wanted to quit. Just another example of choosing the wrong man to cover a big event.

The producer of "The Good News of 1938" show deserved a real hand. The program has leaped forward to such an extent that it is one of radio's most entertaining shows. Even the short plays are above normal.

Buddy Rogers' orchestra, one of radio's finest, will appear at Coney Island over week-end . . . Gabriel Heatter, Mutual commentator, goes off for vacation, to be back May 16 . . . Frank Luther, singer and actor, has joined cast of "Aunt Jenny's Real-Life Stories" . . . Mary Margaret McBride celebrated her fourth year of radio activity this week . . .

Joe and Suzabella



Joe "Blacksheep" Penner, of the CBS Park Avenue Penners, rehearses a gag with his girl friend, Suzabella (Gay Seabrooke), comfortably perched upon a sound effects prop. Joe Penner broadcasts over CBS, including WKRC and WHAS, at 5:00 p. m. (E.S.T.).

Vice-President Garner To Help On Dedication Program From Cleveland

Vice-President John Nance Garner will be among the speakers over CBS, including WHAS, Sunday, May 15, at 1:00 p. m. (E.S.T.), in a broadcast of ceremonies at the dedication of the Yugoslav Cultural Gardens in Cleveland.

The Gardens have just been completed at a cost of \$100,000. Among other personalities to be heard are Mayor Harold H. Burton, of Cleveland; Senior Senator Robert Bulkley, of Ohio; Anton Grdina, president of the Yugoslav Cultural Gardens, and Dr. Adlesic, the Lord Mayor of Ljubljana, Jugoslavia.

Music will be provided by Walberg Brown and his augmented orchestra.

Dr. Ales Hrdlicka To Speak On Austrians

Dr. Ales Hrdlicka, noted anthropologist and the assistant curator of the National Museum in Washington, will be heard over CBS, including WKRC and WHIO, on Friday, May 13, at 9:45 p. m. (E.S.T.), speaking on

"The Racial Origins and Present composition of the Austrian People."

This speech, coming from Columbia's station WJSV, in Washington, will be Dr. Hrdlicka's second broadcast over the network within the past few weeks. He was heard on "The Situation in Czechoslovakia," April 9.

Climbed Fast



Claire Trevor didn't take an active interest in dramatics until her collegiate days. Then she began in New York's American Academy and has climbed the ladder of fame until she now stars in "Big Town," broadcast over CBS, including WKRC, WHAS and WHIO, Tuesdays at 7:00 p. m. (E.S.T.).

Prominent Pianists Take Part In New CBS "Keyboard Concerts"

Prominent pianists, duo pianists, harpsichordists and other artists on instruments of the piano family will be featured in a weekly series entitled "Keyboard Concerts" to be given each Wednesday over CBS, including WHAS and WHIO at 4:00 p. m., (E.S.T.), beginning May 18.

George Copeland, eminent concert pianist who is particularly distinguished as an interpreter of Debussy's music, is the first soloist. The series is designed to represent the full range of music for the piano and its antecedents. Artists have been chosen for their particular distinction in given keyboard forms.

Copeland, a Bostonian who has lived mostly in Spain, has introduced to America all the piano music of Debussy and all the modern Spanish piano works. Copeland is to play his own transcription of "The Afternoon of a Faun."

"Safety First" Is Special Feature For Covington Station

"Safety First," a series of weekly programs devoted to education of the public on methods of cutting down the auto death and injury toll, is being broadcast by WCKY at 7:00 p. m. (E.S.T.), every Tuesday.

Prominent workers in the movement for safety, including business men and city officials, are heard in talks on ways and means of saving lives and preventing injuries. C. O. Sherill, Cincinnati city manager, and Edgar Dow Gilman, utilities director and traffic engineer, head the list of speakers on behalf of municipal authorities.

WCKY is presenting the series in co-operation with Traffic Safety Council of Metropolitan Cincinnati, of which Charles Urban is president.

"Five Star Final," Newspaper Drama, On Kate Smith Program

"Five Star Final," Louis Weitzenkorn's stirring drama of newspaper life which was included in the list of best plays of 1930-1931, will be dramatized especially for radio with Betty Garde and Ray Collins as its stars during the Kate Smith "Variety Hour" over CBS, including WKRC, WHAS and WHIO.

The play, which was one of Broadway's biggest stage successes revolves about the activities of the editor of a metropolitan tabloid. Faced with a scarcity of news, he digs up a long-dormant scandal for headline use. The result is the ruin of the lives of the innocent people concerned and of his own career as a newspaper man.

Historic Preakness Race Aired; McCarthy To Describe Classic

Celebrates Anniversary



Kate Smith, who is heard on her own programs Thursdays at 7:00 p. m. (E.S.T.), over CBS, including WKRC, WHAS and WHIO, and Mondays, Wednesdays and Fridays over CBS, including WKRC and WHIO, at 2:30 p. m. (E.S.T.), is celebrating her eighth year on the air.

Roy Shield's Revue Postponed

The Roy Shield Encore Music program, announced for 9:30 p. m. (E.S.T.), Thursday, May 12, over NBC, has been postponed.

Vivian Della Chiesa, NBC operatic soprano, will be heard at 9:30 p. m. (E.S.T.), and Secretary of Agriculture Henry A. Wallace will speak on "Industry and the Ever Normal Granary" at 9:45 p. m. (E.S.T.)

America's most valuable horse race, the historic Preakness Stakes, will be described from the Pimlico track at Baltimore by Clem McCarthy over NBC, including WSAI, Saturday at 4:45 p. m. (E.S.T.).

The race has been under the direction of Alfred Gwynne Vanderbilt for several years. It is conducted by the Maryland Jockey Club, an organization that dates back to the early life of the nation.

The race will not be broadcast over WSAI if the Reds' ball game is played.

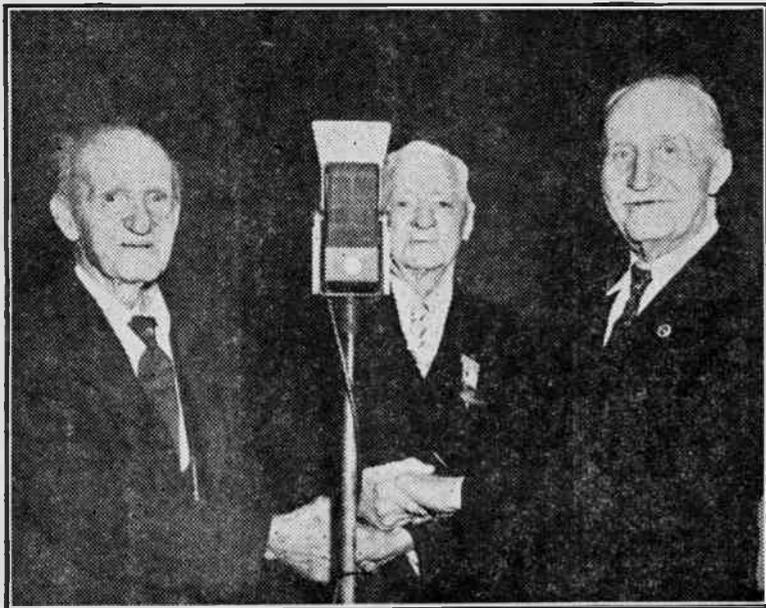


Second In Series of "Economic Co-operation In the Americas" Talks

Don Andres Pastoriza, Dominican Minister at Washington; Dr. Don Carlos Adalberto Alfaro Charge D'affaires for the Minister from El Salvador, and Dr. Luis Bossano, the Ecuadorean Minister, will be heard in the second of CBS's "Economic Co-operation in the Americas" series over CBS, including WKRC, WHAS and WHIO, Sunday, May 15, at 1:30 p. m. (E.S.T.).

The Dominican and Salvadorean representatives will be heard from Washington while the Ecuadorean Minister's talk will be heard via short wave from Quito.

"The Blue and the Gray"



On Wednesday, May 4, at 1:15 p. m., WKRC staged a broadcast which brought together two Confederate veterans and one Union man who clasped hands and sealed personal peace between themselves. Jim Smith (left), Confederate, 101 years old; Fred Pfister (center), Union veteran, 92 years of age, and Confederate John Walker, 98 years old, were greeted by Mayor James G. Stewart and Councilman Russell Wilson, who wished success to the joint encampment of the "Blue and the Gray" in Gettysburg, in July.

Mussolini Address On Foreign Relations To Be Short-Waved To American Listeners, Sun., May 15

Who's Afraid of Friday, the 13th?



While the rest of us walk warily, sidestepping ladders, handling mirrors with care and keeping fingers constantly crossed, Fredda Gibson, radio songbird, smilingly and cattily defies the fates. Fredda, who is heard on "Your Hit Parade" Saturdays at 9:00 p. m. (E.S.T.) over CBS, including WKRC, WHIO and WHAS, has an idea that a pleasant smile is all that is needed to ward off the evil atmosphere of Friday the thirteenth. At any rate, Satan seems to be doing all right!

Premier Mussolini's important speech on foreign relations to be made in Genoa, Sunday, May 15, will be broadcast over NBC, including WLW, at 5:00 a. m. (E.S.T.), to be followed by an official English translation for American listeners.

It will be Premier Mussolini's first public pronouncement since Italian accord was reached with Great Britain, and it is expected that accord with France will have been established by that time. In his address, Mussolini also is expected to touch on the results of his conference with Chancellor Hitler.

National Air Mail Week Celebrated By "The World Is Yours"

The romantic and exciting story of the tremendous development of air mail in the United States in the brief span of a score of years will be dramatized during the "World Is Yours" program on Sunday, May 15, at 3:30 p. m., (E.S.T.), over NBC, including WLW and WSM.

The program coincides with the twentieth anniversary of establishment of a continuous air route in the United States for the transportation of mail by air.

Succeeding dramas in this weekly series, presented by the National Broadcasting Company in cooperation with the United States Department of the Interior, the Office of Education, and the Smithsonian Institution, with the assistance of the Works Progress Administration, will bring listeners knowledge on a number of subjects closely linked to American life.

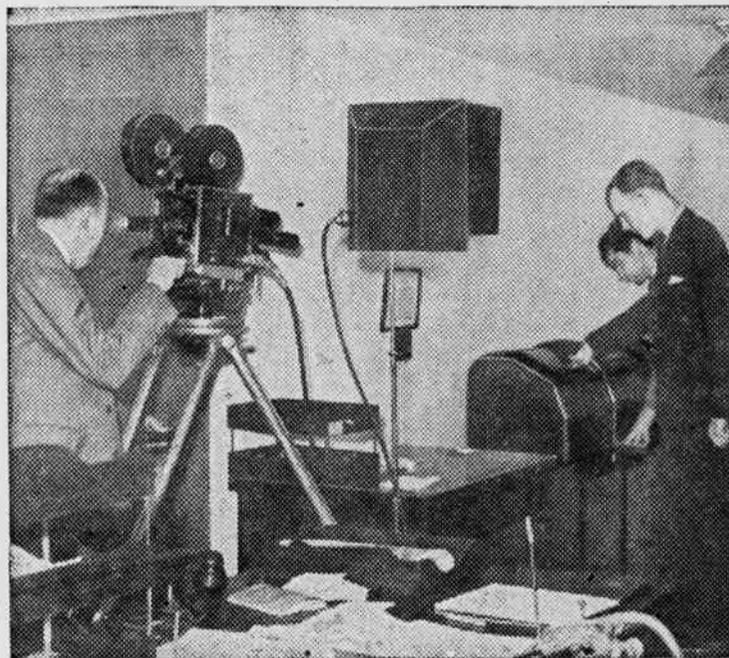
International Golden Gloves Boxing Matches Aired by Both Networks

Eight championship bouts in the International Golden Gloves Boxing Tournament will be described from the ringside at the Chicago Stadium in broadcasts on Wednesday, May 18, beginning at 10:15 p. m. (E.S.T.) over NBC, including WCKY, and at 10:30 p. m. (E.S.T.) over CBS, including WKRC and WHIO.

The European team for this amateur fight event is to be selected this week in elimination bouts held at Berlin. The American team was named earlier in the season following a series of fights to pick the outstanding pugilistic comers.

From the ringside, announcer Lynn Brandt will report the course of battle in a blow-by-blow account, assisted between rounds by Bob Brown, who will provide the word picture of the fight crowd for NBC listeners.

Scoop Recorded for Screen



In filming what is termed the world's biggest news story since World War days—the Nazi conquest of Austria—the March of Time focused its cameras in the studios of NBC to show how they brought the first on-the-spot report of Hitler's return to the land of his birth.

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. VIII WEEK ENDING MAY 20, 1938 No. 1

WHO IS TO REGULATE?

When two powerful competitors agree on something regarding their business, that is news. And of late radio has witnessed this rare spectacle.

Within the space of a few weeks William S. Paley, president of CBS, and David Sarnoff, president of RCA (NBC's parent company) expressed substantially the same view of the relations between government and broadcasting.

In brief, their position is that Federal regulation of radio should be limited to technical matters. Once a station is licensed, it should be free to work out program policies without detailed control by Washington.

Naturally, a contrary view was forthcoming almost at once. George Henry Payne, a member of the Federal Communications Commission, vigorously challenged the doctrine that broadcasting can regulate itself, and, by inference at least, advocated tighter government regulation.

On its face, the issue raised here seems quite familiar. Today, all business is concerned more or less directly with the question of government regulation. But radio is different in that the issue of regulation affects the public even more than the broadcasters. Further, the question of government vs. self-control is developing rapidly into a major radio issue.

Obviously, someone must regulate broadcasting. Without wise direction, radio cannot be a useful public service. The question is who shall do the necessary regulating.

Just as clearly, powerful arguments can be advanced for both government and self-regulation. Mentioning only the most obvious, the absurd duplication of programs betrays the shortcomings of self-control as the broadcasters now practice it, while the notorious radio propaganda from the dictatorship countries shows what can happen when the government has iron control of the air.

What may be overlooked, however, is that the United States need not go to either of these extremes.

No stifling straightjacket is necessary to correct radio's worst abuses. Neither is a complete hands-off policy required to assure the freedom of political debate essential to a democracy. In brief, both government and self-regulation can live happily together, provided there is a clear understanding of their respective rights and duties.

As a matter of fact, that is the theory of the present setup. Radio stations are licensed to operate under certain broad restrictions laid down in the law. Beyond that, they are free to do pretty much as they please. The difficulty is that the Commission has made much of certain petty restrictions and ignored others that are far more important. At the same time, certain broadcasters have interpreted their liberty of action as an exemption from responsibility to the public.

In other words, there would be an issue of who is to regulate radio if both sides had discharged their plain obligations. Adopting extreme measures cannot remedy this situation. Like most family rows, it can be settled only by mutual understanding and cooperation.

IN RADIO'S LIMELIGHT

Aces Are Easy For Jane

When you can still laugh after every serious remark you make is turned into a gag, you have a sense of humor. And no one can accuse Mrs. Goodman Ace of lacking this trait, because since high school days she has been stooging along with her clever husband, and she's still taking it with a smile.

Since the freshman class algebra problems, Ace and Jane have been helping each other. While Jane was finishing school in Kansas City Ace was going to college, studying Journalism, later leaving it for a job as reporter on the Kansas City Journal-Post. He progressed from reporting to drama critic and column conductor.

After twelve years, two drastic
(Continued on Page 13)

THIS IS RADIO

By BILL BAILEY

The old days of the blaring brass bands and loud wailing clarinets are over, so far as radio is concerned, yet to the listener at home instrumental music carries just as much volume as it did of old.

In the early days of radio, musicians blared forth with their best notes, while huge carbon microphones—sometimes amplified with large horns, picked up the notes. But radio technicians have gone into the finer points of broadcasting with the result that the radio musician of today uses a technique different from the stage musician of yesterday.

At WLW and WSAI, a staff of musicians under William Stoess and Josef Cherniavsky, associate musical directors, provides the various musical programs. Mr. Cherniavsky's "Musical Camera" orchestra of 25 pieces includes virtually full instrumentation, while the smaller dance groups of

Jimmy James, Phil Davis, Joseph Luga and others are balanced to give the desired effect each director wishes.

The musicians' division of a radio musical department is one of the most important. At WLW and WSAI Milton Wiener is the personnel director. It is his job to see that the proper number of musicians are scheduled and notified for each program. If a man is ill Wiener must find a substitute. On his desk is a long list of Cincinnati musicians, eligible to play on radio programs. Wiener himself is recognized as a flutist of no mean ability.

Stoess and Cherniavsky, the associate heads of the musical department, both are musicians in their own rights but with their executive and directing duties they find little time to participate in programs any more.

A radio musician must be able to read, not only at sight, but to trans-

pose if necessary. Today radio is so set up that the musical department is one of the most complete and most important.

At WLW and WSAI a staff of arrangers is supervised by George Rogers, formerly of Boston. When a certain effect is desired, the conductor explains his problem to Rogers and within a short time a complete orchestration has been written.

In the old days of the stage, the trumpets, trombones and other brass instruments carried the majority of melody, except in a soft, sweet phrase. In radio when the brass section is called upon to provide the melody, entirely different tactics are used.

Muted instruments are used on virtually every musical program. A few years ago mutes were used on brass instruments to produce desired effects. Muted violins, playing into microphones produce the same effect as the unmuted instrument on a concert stage.

When Jimmy James plays his theme song—"Fantasie for Clarinet," which he composed, his instrument's bell is held below the microphone and James plays softly. Yet on the air the listener is given the impression that perhaps Mr. James is standing and playing directly into the microphone.

There's a technique about playing for radio that has been developed in the past few years. WLW and WSAI, recognized as foremost in musical programs, have done much to develop the radio technique that makes for better radio programs.

SERENADE AND STATIC

THE MAIL BOX

Dear Sirs:

Would you please print the cast of Jack Armstrong in the next issue of RADIO DIAL.

Sincerely,
ROBERT DRYER, Cumminsville, O.

*The cast of Jack Armstrong is as follows:

- Jack Armstrong..... Jim Ameche (Don's younger brother)
- Betty..... Sara Jane Wells
- Billy..... John Connor
- Announcer..... Tom Shirley
- Author..... Talbot Mundy —Ed.

Dear Sirs:

During the past few weeks some of radio's best programs have been taken off the air by foolish sponsors who believe they can't make summer radio advertising pay. Many sponsors buy substitute programs which only proves that the only reason they pull their programs off the air is to give the stars a vacation, but the substituted can't compare to the regular winter program.

I believe there is plenty of room for improvement for summer broadcasting and believe that now is the time for networks to audition new talent so that old stars may get some competition. After all, one gets tired of listening to Jack Benny, Fred Allen and all the other old timers.

Cordially yours,

JOHN FRANDEL, Pleasant Ridge.

Dear Sirs:

At this time of year the sponsors of

most of the good broadcasts seem to think that every radio listener who is a possible purchaser takes wings and flees the country.

In our family, and in many others in like circumstances, I feel sure, we listen in almost as much as during the winter, as on our rides during the summer evenings we have the radio in the car.

The chief difference, as far as I can see, is that we futilely twist the dial in the hope of getting something from the air a little better than the mediocre fare that we have all come to expect with warm weather.

As your editorial in last week's issue of RADIO DIAL suggested, isn't it possible to have some broadcasts of "Pop" Concerts and operettas. In almost every large city there are out of door concerts which are enjoyable and could be picked up for radio use with little extra cost to the stations. As last year the Zoo operas were broadcast from Cincinnati, it seems that one station every night could furnish some Victor Herbert, Gilbert & Sullivan, or band music of Souza's.

As long as the stations seem to be furnishing so many programs without the benefit of sponsors, I hope they will tax the ingenuity of some of those "idea" men I've read of.

Thank you so much for your active campaign in furthering the pleasures of radio.

Cordially yours,

MRS. HERBERT WEEKS, Reading, Ohio.

Herbert Hoover To Be Chief Speaker Before Boys' Club Convention

Former President Herbert Hoover, who is chairman of the board of the Boys' Clubs, will be chief speaker at the club's 32nd convention banquet, on Thursday, May 19. His address will be broadcast over NBC, including WCKY and WLS, at 10:00 p. m. (E.S.T.).

William Edwin Hall, president of the Boys' Clubs of America, will present Hoover, whose topic for the occasion will be "Youth and Democracy."

Congressman Dickstein Discusses "Un-Americanism Marches On" In Address

Representative Samuel Dickstein of New York will speak on the subject, "Un-Americanism Marches On," over CBS, including WKRC and WHIO Saturday, May 14, at 9:45 p. m., (E.S.T.), in another of the CBS series called "Capital Opinions."

The talk will be a sequel to another in the series, made by Representative Dickstein on March 19, and called "Congress Must Curb Un-Americanism."

AROUND the DIAL

by THE DIAL TWISTER

Listeners who dial the short waves have been insisting for some time that British radio drama is the best in the world. They've had an opportunity to say "I told you so" during Val Gielgud's visits to the United States. Val, a brother of John Gielgud, the well-known actor, is dramatic director of the BBC. Taking what turned out to be a mailman's holiday over here, he produced two plays for American audiences in the past week-end: "Four Into Seven Won't Go" in the Columbia Workshop, and "Lepanto" for NBC. In its own way, each was a distinguished example of radio drama. American producers who want to do better should have no trouble analyzing them technically. At that, they may miss the point. For the secret of Gielgud's success is that drama is something more than showmanship. That's also the difference between a great play and a slick Hollywood movie. In radio, it's the difference between One Man's Family and the ordinary day-time serial. But that hasn't cut the production of mediocrity. So Gielgud's visit probably won't start any revolution in American radio drama.

One of the compensations of daylight-saving is that it's put Cheerio within reach of more listeners hereabouts, now that it's an hour earlier (NBC-WCKY, Sunday, 9:30 p. m.). But it also reminds listeners what they're missing because this unique feature is off the morning air. No amount of hill-billies and swing can take the place of Cheerio as a starter for a hard day. And, incredibly enough, he doesn't even have any imitators.

Shifting it to another spot and network (CBS-WKRC, Sunday, 9 p. m.) hasn't stopped listeners from wondering why they call it Grand Central Station. The May 1 story started off as a timely expose of Hollywood columnists, then got cold feet and did a sympathetic happy ending. The whole thing had about as much to do with the railroads as the garage or beauty parlor business.

It may or may not be on account of a paragraph in this column several weeks ago. Anyway, Horace Heidt seems to have dropped the load of rhymes that used to clutter up his Brigadiers program. That's a welcome improvement. A band and a troupe as able as the Brigadiers can turn out music that doesn't need doggerels to make it interesting.

Now that it's settled down in a more or less permanent spot (Mon-

day, 8 p. m.), the WLW Operetta should begin to come into its own. This is the most ambitious program broadcast from a local studio, and comparable to those from any studio. Thanks to Bill Stoess' fine directing, grand and light opera are blended into a smooth and delightful half-hour. Especially with so much of the summer air being devoted to fillers, the WLW Operetta stands out like a good deed in a naughty world.

Headlines and Bylines (CBS-WKRC, Sunday, 9:30 p. m.) should not be dismissed as just another news broadcast. The very fact that H. V. Kaltenborn is in the lineup makes it an event of the week. Why he isn't on the air nightly continues to be one of radio's mysteries. When any youngster with a patent-leather voice who can read wire bulletins gets billing as a "news commentator," a man who knows what it's all about is heard just once a week. It doesn't make sense.

Radio casting directors will do well to give ear to that chap who plays "Dr. Leslie Foster" in *Those We Love*. He has an easy natural style that makes him definitely individual. If Hollywood could forget its "name complex," he'd have a featured role. By the way, the dial-twister has about decided that one trouble with *Those We Love* is too much sweetness and light. A little healthy irritation would do a lot to make its characters more plausible.

So Don Winslow of the Navy blossoms out as a commercial. According to the blurb, this thriller is supposed to promote world peace. Then something is wrong with a saying handed down from high authority. To judge by the daily perils endured by the cast, peacemakers have no peace.

Those Boston Pop Concerts (NBC-WCKY, Wednesday, 8:30 p. m.) go far toward relieving the mid-week dearth of good music. They provide a full hour of delightfully varied music by a first-rate orchestra. And what makes them just as delightful is their informality. Arthur Fiedler's generous encores show how much radio's rigid programs lack in the atmosphere that gives listeners the illusion of being there.

As a program title, *Time To Shine* (CBS-WKRC, Tuesday, 9 p. m.) rather asks for it. Probably it is time to shine, shine up some of the music that's been allowed to tarnish just because it doesn't put "jitterbugs" into delirious ecstasy.

Queen



As far as the freshmen at New York University are concerned, Joan Edwards, pretty niece of Gus Edwards, is "tops." They've chosen her to be "Queen of the Hop." At present the 20-year-old songstress is touring the south with Paul Whiteman's Orchestra.

Behind the Eight Ball



A specially constructed microphone is strapped to the shoulders of Bryan Field, CBS' crack sports broadcaster who will give forth on several major events soon. Known technically as an "eight ball mike" because of its obvious resemblance to that noted obstacle in "Chicago" pool, it swings with his body and enables him to turn as he will and still speak directly into the microphone.

RADIO DIAL CONTEST CLUB

by The Contest Reporter

"Slogans are very interesting and very popular. They perhaps have more followers than any other form of contest. This is because they seem so easy to write.

"But, the truth is," writes Sara Maitland Schooley in current *Contest News*, "that slogans require nearly as much entry and study as any other type of entry."

Miss Schooley justifies quoting because of her own success in the contest field, while a slogan discussion is justifiable because of a decided swing on the part of sponsors toward slogans and many of the older forms of contests.

We are shortly to give the author's own words in analyzing what it takes to put a good slogan together, but briefly let's summarize her introductory remarks. She feels that judges are inclined towards slogans because it takes little more than a glance to determine whether they fit or not. As for the contestants themselves, they may differ considerably on the length and conveyed meaning, but the urge to "send one in" is becoming more and more universal.

"There is much preliminary work to be done before you actually start to BUILD your slogan. Study the sponsors' advertising and their product or service to get the slant. Then,

too, read your slogans out loud—a lot depends on how they sound. The best ones have several words beginning with the same letter, or they may rhyme. This makes them easy for the public to remember. For instance, 'A Kalamazoo, Direct to You,' or 'Up to The Minute Every Minute.'"

The author thinks the following should be borne in mind when formulating a slogan, in the order named:

1. Follow the rules to the letter. More than half of all entries are discarded for this one thing.
 2. Be original. Say something no one else will say—duplicated entries are thrown out.
 3. Study words. Use new ones—or old ones in a new way, but take caution lest you use them incorrectly.
 4. Be neat. A soiled entry is a wasted entry.
 5. Make your entry appropriate. Make it fit like the paper on the wall. Doesn't "Say It With Flowers" suggest flowers as appropriate for most any occasion?
 6. Be sensible. Don't write anything too flowery or in bad taste.
 7. Don't stop half-way. Make your entry represent thorough study.
 8. Think about your entry for a couple of days. It is a bad habit to sit down, write something, then mail
- (Continued to Page 13)



SPECIAL OFFER

EBERHARD FABER COMBINATION

PEN AND PENCIL

Practical, well designed and made to give long wear. The pencil works smoothly, propelling and repelling.

FREE

WITH YOUR SUBSCRIPTION TO

RADIO DIAL

6 Months for \$1.00

(USE THIS COUPON)

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Cincinnati, Ohio

New Subscriber Renewal

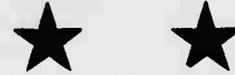
Enclosed find \$1.00. Enter my subscription for 6 months and send me absolutely free and postpaid the combination pen and pencil as per your offer.

Name.....
Address.....
City..... State.....

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



PROGRAMS FOR SATURDAY, MAY 14



(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.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Message of Israel: Rabbi Jacob Kohn, guest speaker; organ music. WJZ WLS WCKY kdka whk wave wire wham wowo
7:15—Dance Orchestra. WJZ only
7:30—Johnny Presents: Russ Morgan's Orchestra; dramatization; Frances Adair and Glenn Cross, vocalists; Mixed Ensemble, guest. WABC WKRC WHIO wjr wbbm wgar wgst wcau wadc wbt kmcb wvva wwl wcco wwt

—Rhythm Rendezvous. WABC
9:00—"Your Hit Parade": Mark Warnow's Orchestra, guest; Songsmiths, male quartet; Fredda Gibson and Buddy Clark, vocalists. WABC WKRC WHAS WHIO wbbm wfbm wgar kmcb wcau kmox wadc wsbj wvva wjr wgst wwl wcco wwt
10:05—Ruby Newman's Orchestra. WJZ whk wave wire wham

Lady Astor To Speak In Special Broadcast To Fed. of Women's Clubs

Lady Astor, American-born member of the British Parliament, will speak from London during a special broadcast of the annual meeting of the General Federation of Women's Clubs over NBC, including WSAI, Saturday, at 11 a. m. She will greet the Federation in session at Kansas City, Mo., where the main portion of the program will originate.
Other speakers to be heard will include Mrs. Edgar B. Merritt, chairman of the radio committee of the Federation; Mrs. Roberta Campbell Lawson, president of the Federation; Mrs. Emma Magruder Cook, member of the Federation overseas unit, and Mrs. Herbert French, executive secretary.

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



PROGRAMS FOR SUNDAY, MAY 15



(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 from 7:30 to 11:45.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. Includes program details for stations like WJZ, WJW, WJX, WJY, WJZ, WJW, WJX, WJY.

Program details for stations WJZ, WJW, WJX, WJY, WJZ, WJW, WJX, WJY. Includes program names and station call letters.

PROGRAMS FOR MONDAY, MAY 16

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) and time slots (6:30, 7:00, etc.).

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00-Amos 'n' Andy. WEAf who wgy kyw wj ksp
6:15-Uncle Ezra's Radio Station E-Z-R-A, with Pat Barrett, Nora Cunneen and others. WEAf WSAI kyw wtm wmaq who wdfc ksp wire wgy wbp wcol
6:30-Rose Marie, songs. WJZ kdka wave wire wham wowo

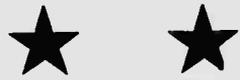
6:00-Music Is My Hobby. (NBC) WCKY WENR kdka wave wfla wham
6:00-Contented Program N The Spectator Law of Life. Answer Me This.
6:00-Weber; Vincent Pelletier, announcer. WEAf WSAI WSM kyw wmq wtm wj who wdfc wfla wave wcol wfaa

PROGRAMS FOR TUESDAY, MAY 17

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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



Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slots (6:30, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45, 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45).

6:00-Just Entertainment: Jack Fulton, tenor; Andrews Sisters; Carl Hohengarten's Orchestra. WABC WKRC wgar wcau wadc wvva wbt wgst
6:15-Vocal Varieties: Choral Group of 14 Voices. WEAf wgy wtm wire wmaq who kstp kyw wdf
6:30-People in the News: Dorothy Thompson, WJZ WLS wham
6:45-Vivian Della Chiesa, songs. WJZ whk wave wire wham wowo
7:00-Edward G. Robinson, with Claire Trevor, in "Big Town," newspaper drama, WABC WHIO WKRC WHAS wjr wbbm wfbm wgar wkbm wcau kmox wbt wcco wadc wgst wwl
7:00-Benny Goodman's Orchestra and guests. WABC WKRC WHIO WHAS wjr wbbm wfbm wgar wcau kmox wadc wbst wbt wsf wgst wcco wwl
7:00-Fibber McGee and Molly. WEAf WLW WSM who kyw wgy wwl wtm wdf wire kstp wfa wave wmaq
7:30-Al Jolson Show with Martha Raye, Park-yakurus and Victor Young's Orchestra.

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

PROGRAMS FOR WEDNESDAY, MAY 18

(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.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Just Entertainment: Jack Fulton, tenor; Andrews Sisters; Carl Hohengarten's Orchestra. WABC WKRC wadc wvva wbt wgar wcau wgst
6:15—"Uncle Ezra's Radio Station E-Z-R-A; with Pat Barrett, Nora Cunneen and others. WEA F WSAI wfaa wcol wmaq wtam wire wdf wky whk kdka whm wspd
6:30—Rose Marie, songs. WJZ wave wire wham

and the Three Esquires; Paul Stewart, master of ceremonies. WEA F WSM WLW wtam wfaa wgy wjz kyw kvoo wmaq wire wave kstp who wdf
7:45—Barry McKinley, baritone. WJZ WCKY WLS kdka whm wspd
8:00—Andre Kostelanetz's Concert Orchestra; Grace Moore, soloist; Deems Taylor, commentator; Paul Douglas, announcer. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar wkbm wcau kmox wadc wbt wfaa wwl wcco wbst wgst
8:30—The Word Game. WABC WHAS WHIO wjr wgar wbbm kmcb wcau kmox wfbm wgst wbst wfaa wwl wcco
9:00—"Gang Busters," true crime dramatizations. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar wcau kmox wmbm wbt wwl wgst wcco
—Kay Kyser's Musical College. WEA F WLW

10:15—Lum and Abner. (CBS) WHAS wjr wcco wgar kmox kmcb wfbm
—International Golden Gloves Boxing Tournament. WJZ WCKY whk wave wire wham
10:25—United Press News Reports. WEA F only
—Orchestra. (NBC) wgy wtam who kyw
10:30—Horace Heidt's Orchestra. WEA F WLS WSAI wgy wtam wmaq who
—International Golden Gloves. WABC WHIO WKRC wjr wcau kmcb wadc wbt wfaa
11:00—Red Norvo's Orchestra. WABC WKRC WHIO wfbm wgar kmcb wcau kmox
—Andy Kirk's Orchestra. WEA F WLW wgy wtam wmaq who wdf
—Jack Sprigg's Orchestra. WJZ WCKY whk wave wire wham kdka
11:30—Lights Out mystery drama. WEA F wgy wtam wmaq who
—Ozzie Nelson's Orchestra. WABC WHIO WKRC wfbm wadc
—Glenn Miller's Orchestra. WJZ WCKY WLS whk wave wire wham

Bob Ripley has acquired a new memento of his mother, a photo of a yucca plant in bloom. The picture is a rebus based on her given name, Lily Belle Yucca. The white blossoms on the yucca plant are known as lily-bells.

PROGRAMS FOR THURSDAY, MAY 19

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

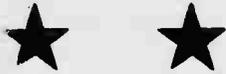
Main program schedule table with columns for radio stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

Table of network programs for NBC and CBS, listing program titles, times, and participating stations.

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



PROGRAMS FOR FRIDAY, MAY 20



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations 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

6:00—Just Entertainment: Jack Fulton, tenor; Andrews Sisters; Carl Hohengarten's Orchestra. WABC WKRC wgar wadc wcau wvva wgst wbt
6:15—Hollace Shaw, soprano. WABC wbbm wjr wfbm wgar wcau kmox
6:30—Edwin C. Hill. (NBC) wtm wgy wmaq who wdf

tion Josef Bonime. WJZ WLW WLS kdka wham whk wspd
—Paul Whiteman's Orchestra; guest. WABC WKRC WHAS WHIO wjr wgar kmox wbbm wcau wadc wbt kmcb wgst wwl wcco wfbm wfa
8:00—Waltz Time, with Frank Muna, tenor; Manhattan Chorus; Abe Lyman's Orchestra. WEAFF WCKY wgy wtm wmaq wvj wdf kty who wire
—Hollywood Hotel: Dramatic Musical Revue, Guests: Frances Langford, Frank Parker, m. c.; 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
—Royal Crown Revue—George Olsen's Orchestra, Tim and Irene, Graham McNamee and the Golden Gate Jubilee Quartet; Fredda Gibson, songs; Teddy Bergman. WJZ WLW WSM WLS wham kdka whk wfa wva wfaa wspd wxy
8:30—A. L. Alexander's True Stories dramatization. WEAFF wgy wtm wvj kty who wmaq wdf wire kstp
—NBC Spelling Bee: Paul Wing, Spelling Master. WJZ WCKY WSM kdka whk wva wham wcol wfa wspd wfaa
9:00—Madison Square Boxing Matches. WJZ

WLS WCKY kdka whk wham wspd
—Songshop. WABC WKRC WHIO wjr wgar
—First Nighter: Dramatization, starring Les Treymanne and Barbara Luddy; Orchestra, direction Eric Sagerquist. WEAFF WLW WSM wvj wva wmaq wtm wdf who kstp wfa wfaa wire kvoo wgy
9:30—Jimmy Fidler and his Hollywood Gossip. WEAFF WLW wgy wtm wmaq kty wvj wire kstp wdf
9:45—"People in the News." Dorothy Thompson, news commentator. WEAFF WLW kty wgy wtm wvj wire wmaq kstp wdf
—American Viewpoints. WABC WKRC WHIO wbbm wjr wfbm wcau wcco kmox wadc wgst
10:00—To be announced. WEAFF wgy wtm wdf kty
—Evening News Reprt. WABC only
—Esso News Reporter. WJZ only
—Will Osborne's Orchestra. (CBS) WHIO wbbm wvl
—Eric Madriguera's Orchestra. (NBC) WCKY whk wva wire wham
—Just Entertainment. (CBS) WHAS wbbm wfbm wvl wcco kmox kmcb wjr
—Amos 'n' Andy. (NBC) WLW WSM wmaq wdf wire wbp

10:05—Eric Madriguera's Orchestra. WJZ WCKY whk wva wire wham
—Will Osborne's Orchestra. WABC WHIO wbbm wvl
10:15—Lum and Abner. (CBS) WHAS wjr wfbm wcau wcco kmox kmcb
10:25—United Press News Reports. WEAFF only
—To be announced. (NBC) WSM kty wgy wtm wdf
10:30—Jack Crawford's Orchestra. WABC WKRC WHIO wjr wfbm wcau kmox wbbm kmcb wbst wbt wgy wadc
—Dance Music. WJZ WCKY whk wva wire wham
—Ruby Newman's Orchestra. WEAFF wvj wva wmaq wtm wdf kstp wgy
11:00—Frank Trumbauer's Orchestra. WJZ WCKY whk wva wire wham
—Ben Cutler's Orchestra. WEAFF WSAI WSM wgy wtm wmaq who wdf kdka
—Art Kassel's Orchestra. WABC WKRC WHIO wjr wgar wfbm wadc wbbm
11:30—Andy Kirk's Orchestra. WJZ WCKY WSM whk wva
—Dick Stable's Orchestra. WEAFF WLW wgy wtm wmaq who wdf kdka
—Ozzie Nelson's Orchestra. WABC WKRC WHIO wfbm kmox wadc
11:45—Bailey Axton, tenor. WEAFF wgy wtm wmaq who wdf kdka

Asher and Jimmie Make Network Show

Asher Sizemore and Little Jimmie, who started their radio career in Cincinnati at WCKY some six years ago, have crashed the networks. They are now heard over NBC, including WCKY, Thursdays, at 2:15 p. m. (E.S.T.), in a program of mountain ballads, children's songs and cowboy songs.

IN RADIO'S LIMELIGHT

(Continued from Page 4)

changes were made. The Aces were married and went into radio. They came and "clicked" immediately. Starting in 1928, their bridge-table controversies over a local Chicago station soon received a wide following and by 1932 were being aired over a large network of Columbia stations. They have been on the air continuously since, except for a few weeks during the summer.

The Aces' present schedule calls for broadcasts Tuesdays, Wednesdays and Thursdays over NBC, including WCKY, WLS at 6:00 p. m. (E.S.T.).

Jane is five feet two, has blonde hair and hazel eyes and is superstitious. In addition to keeping up with "Goody's" pet superstition of broadcasting with a hat on, she uses the same pencil in marking all of her scripts of a series. And, oh yes, "I'll Say the World" is really one of her favorite expressions.

Hog Caller

JACKIE GATELY, chosen the most beautiful showgirl in the world by a committee of famous artists, which is very believable, was on Bob Ripley's "Believe-It-or-Not" show on Tuesday, May 10, at 9:00 p. m. (E.S.T.) over NBC, including WSAI and WSM. It's not her beauty that makes her a Ripley attraction. Jackie is the champion hog caller of Yell County, Ark.—believe it or not.

British Actor

SIR CEDRIC HARDWICKE, English actor now appearing in the Broadway hit, "Shadow and Substance," appeared in "Never Come Monday," an English play produced by the Columbia Workshop over CBS, including WKRC, WHIO and WHAS.

Starr-Light

JUDY STARR, after a six year delay, is the new vocalist heard with Hal Kemp's orchestra on the "Time to Shine" program broadcast over CBS, including WKRC and WHAS, Tuesdays at 9:00 p. m. (E.S.T.). Judy's singing began six years ago when she attended the University of West Virginia's Military Ball at which Hal Kemp's band was playing.

On a dare, Judy sang with the band and that same evening Kemp offered her a job. Because she was still in high school, her parents wouldn't permit it, but after working in Hollywood and night clubs throughout the country, the little singer made a belated acceptance.

Announcing

Radio Dial's Big Weekly Contest

Radio Dial's new exclusive Radio Feature, TEST PROGRAM, will begin Monday, May 23, over Station WCKY, and will run as an important contest program every Monday, Wednesday and Friday at 10:45 a. m. throughout the summer.

Arrangements have been completed with the Griffith Distributing Corp., Cincinnati Distributors for Zenith Radio, for their brand-new 1939 Zenith Radio sets to be given away by Radio Dial for winning slogans. The 1939 Zenith Radio sets used for this program have just been released by the factory and are being shown for the first time this week by dealers.

Radio Dial's TEST PROGRAM is a musical one, with flash radio news announcing the names of several prominent advertisers in Radio Dial, and asks listeners to mail in original slogans for these firms.

For the best slogans each week, Radio Dial will award many beautiful 1939 Zenith Radios as well as subscriptions to Radio Dial for the next best slogans weekly.

THE CONTEST CLUB

(Continued from Page 5)

it. Give your mind a chance to find its faults.

9. Don't wait too late. Good entries which would have won, won't if they arrive after the closing date.

10. Be a good sport, win or lose, and remember the sponsor really likes to know what you think, provided it is constructive criticism. If you win, don't fail to write an acknowledgment with thanks.

Eighteen hundred people are wondering which of their number is to receive a check for \$1,000 in a tie-breaker for a name for the Amusement Zone, Golden Gate International Exposition. One of those is represented by the management itself and the other 1,799 are the ones who submitted the name—GAYWAY. A five-word slogan will determine the winner. Over 1,100 tied for second place on "Span."

Nothing gets so good but others can find a fault. *Fortune Magazine* can vouch for that. It sells for \$1 a copy (monthly) and offered cash prizes for errors found. So many were reported that the offer was withdrawn with apologies.

In the Phyl Coe Radio contest, \$5,000 to John F. Early of Pittsburgh, Pa., and \$1,000 to Elizabeth Henderson, Portland, Ore. Fifty others received \$100 and \$50 prizes, with more to Ohio than any other State. In the

A Chance to Live



Mercedes McCamridge finally is going to live. All of which will be a pleasant change for the NBC starlet who has died a thousand deaths heretofore on the Lights Out program. Mercedes now has a permanent part in The Story of Mary Marlin, assigned to her recently when actress Templeton Fox left the cast to go to New York.

The young actress has had her head chopped off, has been stabbed, shot, poisoned and gassed to death but now is going to live in Washington as a Senator's wife in this serial on NBC, including WLW and WLS, Mondays through Fridays at 10:00 a. m. (E.S.T.).

Juniper Tar contest, \$100 to Mrs. G. Whitworth, St. Louis, and \$50 to Mrs. G. L. Perkins, Richmond, Va. In Oldsmobile, 30 cars were scattered coast to coast. They have a new one, below.

Featuring its Automatic Safety Transmission, Oldsmobile will award \$10,000 in cash prizes. \$2,500 down to \$25, for 200-word letters. Must visit salesroom and take a demonstration ride. Closes May 31st.

Holeproof Hosiery of Milwaukee, Wis., offer cash and hosiery for best names for a self-supporting stocking. Details at Holeproof counter. Coined words preferred which must be accompanied by seal from pair of hose. Closes June 30th.

Nash Motors is reported to be planning a national contest shortly. Prizes of Nash cars will be given.

\$100 in cash for best answers to "Why Does A Chicken Cross The Road?" Closes June 15th. Address Miss Henrietta Cross, 180 North Wacker Drive, Chicago. She says no matter how crazy or sensible it is, send it in. To all appearances this is a bona fide offer.

FLASH!

HERE'S RED HOT NEWS FOLKS

RADIO DIAL'S

EXCLUSIVE

TEST PROGRAM

A High Class Musical Program
With Flash Radio News!

Ladies! All of you want an extra radio set for your bed room or kitchen so you won't miss your favorite radio programs. You can get

A BEAUTIFUL NEW 1939
ZENITH RADIO SET FREE

HOW! Just tune in on Radio Dial's Test Program for complete details.

REMEMBER

We have a date every Monday, Wednesday and Friday, at 10:45 A. M., on

WCKY

Beginning May 23

Week's Serious Music In Review

(All Times are Eastern Standard)
THURSDAY, MAY 12

TORONTO PROMENADE CONCERT
William Primrose, violinist as soloist, with Toronto Promenade Symphony Orchestra, Reginald Stewart conducting, and the Bach Choir of Toronto; 8:00 p. m., NBC—WCKY, WLS.

Symphony No. 7 in A Major... Beethoven
Romance... Dale
William Primrose
Two selections from "Prince Igor". Borodin
(a) Polovetzian Dances
(b) Chorus
Bach Choir and Orchestra

FRIDAY, MAY 13

CITIES SERVICE CONCERT

Lucille Manners, soprano, and Robert Simmons, as soloists, with Orchestra and Choir directed by Frank Black; 7:00 p. m., NBC—WSAI.

Overture Miniature from "Nutcracker Suite".....Tchaikowsky
(a) One Night of Love
(b) I Fall in Love with You
Lucille Manners
Suppose I Had Never Met You...
Lucille Manners and Simmons
One Alone, from "Desert Song"...Romberg
Robert Simmons
Czardas, from "Ballet Russe"...Luigini
Emperor Waltz.....Strauss

Selections from "Monsieur Beaucaire"....
Ensemble

SATURDAY, MAY 14

CINCINNATI CONSERVATORY

Severin Eisenberger, pianist, as soloist, with the Conservatory Symphony Orchestra, directed by Alexander Von Kreisler, and the Madrigal Singers; 10:00 a. m., CBS—WKRC, WHAS, WHIO.

Symphony in D Minor.....Franck
Concerto No. 2 in F. Minor, for piano and orchestra, Op. 21.....Chopin
Eisenberger, soloist
(a) Hymn of Praise.....Tchaikowsky
(b) Listen to the Lambs.....Dett
(c) Ave Maria.....Rachmaninoff
(d) Shoot, False Love, I Care Not, Morley
(e) In Thy Sweet Name.....Purcell
(f) How May I Fly.....Marenzio
(g) Hope of My Heart.....Ward
The Madrigal Singers

NBC SYMPHONY ORCHESTRA

NBC Symphony Orchestra, directed by Sir Adrian Boult, guest conductor, with William Primrose, viola virtuoso, as soloist; 9:00 p. m., NBC—WSAI.
"Comedy" Overture.....Busoni
Symphony No. 7 in A Major.....Beethoven
Concerto for Viola and Orchestra.....Walton
William Primrose, soloist
El Salon Mexico.....Copland

SUNDAY, MAY 15

NBC HOME SYMPHONY

Ernest La Prade, conducting the NBC Home Orchestra; 11:00 a. m., NBC—WEAF.

Overture from "Stradella".....Flotow
Military Polonaise.....Chopin
Exaltation.....Coerne
Two Selections from "Peer Gynt Suite"
(a) "Asa's Death"
(b) "In the Hall of the Mountain King"

MUSIC HALL ON THE AIR

Viola Philo, soprano, soloist with the Radio City Music Hall Symphony Orchestra, conducted by Erno Rapee; 12:00 noon, NBC—WCKY, WLW, WLS.

Prelude, Choral and Fugue.....Bach
(a) Marietta's Lied.....Korngold
(b) Liebeswalzer.....Strauss
Viola Philo, soloist
Symphony No. 5.....Sibelius

FORD SUNDAY EVENING HOUR

John Barbirolli, guest conductor, with Bruna Castagna, contralto, and the Ford Symphony Orchestra; 8:00 p. m., CBS—WKRC, WHAS, WHIO.

Overture to "The Merry Wives of Windsor".....Nicolai
O Ma Lyre Immortelle, from "Sappho"
.....Gounod

Miss Castagna
Habenera from "Carmen".....Bizet
Miss Castagna, Chorus and Orchestra
Talk by Mr. W. J. Cameron
Petite Suite—(a) En Bateau.....Debussy
(b) Procession
(c) Ballet

Do Not Go, My Love.....Hagemann
Miss Castagna
None But the Lonely Heart.....Tchaikowsky
Miss Castagna

Ouvre Ton Coeur.....Bizet
Miss Castagna
Overture to "Die Fledermaus".....Strauss
The Spacious Firmament on High.....Haydn
Chorus, Audience and Orchestra

MONDAY, MAY 16

EXPLORING MUSIC SERIES

Bernard Herrmann will conduct the

Cincinnati Conservatory To Celebrate 100th Broadcast With Special P'g'm, May 14

Jesus Maria Sanroma, Pianist, To Be Heard With Boston Symphony

Jesus Maria Sanroma, brilliant young pianist of the Boston Symphony Orchestra, will be heard in a performance of Rachmaninoff's Second Piano Concerto in C Minor, Opus 18, as a highlight of the "Pop" Concert, on Wednesday, May 18, at 8:30 p. m. (E.S.T.), over NBC, including WCKY and WLS.

Arthur Fiedler will conduct the Boston Symphony in the Overture to Mozart's "The Impresario" and in the Introduction to Act III of Wagner's "Die Meistersinger von Nurnberg" to complete the program. The concert will be broadcast, as usual, from Symphony Hall, Boston.

Columbia Chamber Orchestra in the Premiere of Alexander Semmler's "Dance Suite; 4:00 p. m., CBS—WHAS, WHIO.

VOICE OF FIRESTONE

Richard Crooks, tenor, soloist with the Symphony Orchestra under the direction of Alfred Wallenstein; 7:30 p. m., NBC—WLW, WSM.

Introduction to Act III of "Lohengrin".....Wagner
(a) Tenor Aria from "A Night in May".....Rimsky-Korsakoff
(b) Ich Liebe Dich.....Greig
(c) All of My Heart.....Olmstead
Richard Crooks
Perpetuum Mobile.....Strauss
The Water Lily.....McDowell
Hungarian March from "The Damnation of Faust".....Berlioz

Impressive ceremonies will mark the 100th Cincinnati Conservatory of Music broadcast Saturday, May 14, at 10:00 a. m. (E.S.T.), over CBS, including WKRC, WHAS and WHIO. This distinguished musical series made its debut on the air January 26, 1935.

Speakers on the anniversary program from Cincinnati will include Dr. John H. Hoffman, director of the school; Mayor James Garfield Stewart of Cincinnati; Philip Wyman, Conservatory president, and Bertha Baur, president-emeritus and niece of Clara Baur, the woman who founded the school in 1867. Davidson Taylor, director of Columbia's music department, will speak from New York.

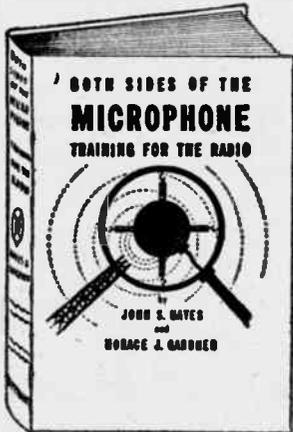
This 100th program rounds out more than three years of broadcasting during which the "Queen City" concert hall has furnished millions of radio listeners with the finest music of every age, and the Conservatory has become one of the leading musical organizations of the country.

Lafayette College Glee Club On Network

The Lafayette College Glee Club, conducted by Dr. John Warren Erb, will be heard in a program of college songs and selected choral music on Sunday, May 15, at 3:45 p. m. (E.S.T.), over NBC including WCKY and WLS.

The Glee Club, numbering 35 male voices, will broadcast from the NBC Radio City studios.

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PART ONE details all the information about radio from a mechanical and technical standpoint: Production, Continuity Writing, Advertising, Announcing, Special Programs, Selling Time, Engineering, Network Operations, Office and Auditions.

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Written by **JOHN S. HAYES** (associated with WOR), and **HORACE J. GARDNER** (radio commentator).

Contributing Radio Notables include:

- JULIUS F. SEEBACH, JR.**, Director of program operations WOR
- GUY LOMBARDO**, Popular orchestra leader
- GABRIEL HEATTER**, News commentator
- HELEN JOHNSON**, Director "American School of the Air"
- BEN GRAUER**, Special events announcer
- ORSON WELLES**, New York theatrical producer

- ALFRED WALLENSTEIN**, Conductor CBS symphony orchestra
 - FRANK KNIGHT**, WOR announcer
 - KATE SMITH**, Popular radio entertainer
 - BILL SLATER**, Sports commentator
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"EVERYBODY'S MUSIC" RETURNS TO CBS FOR SUMMER

Symphonic Strains

(Due to Clinton Brooks' unexpected departure from the city he was unable to write this week's column. Therefore Mr. Brooks' assistant has subbed for him for this week only—Editor's Note.)

What skillful artists do with colors and talented orators and writers, with words, Andre Kostelanetz does with music. One of radio's premier arrangers, conductors and composers, his work is now featured over the Columbia Broadcasting System, with Grace Moore, Metropolitan Opera soprano.

Kostelanetz was barely twenty when he left his native Petrograd to come to the United States. He has never been back, and although the city of his birth is now Leningrad, he always refers to it by the name it bore under the Czarist regime. He remembers it as a city of gaiety and royal glamour, where he was born and educated; where, when he was only four, he began practicing scales on the piano; where, when he was only a year older he and his teacher gave a concert before the Czar, and although he wasn't frightened by the presence of royalty in the flesh he was tremendously awed by the presence of Nicholas which stared down at him from its position over the piano; where he eventually became an assistant director of the Petrograd Opera.

That was the post he relinquished to come to this country, where for a number of years he led a varied musical career: as an accompanist to several Metropolitan and Chicago Opera stars, including Julia Claussem, Marie Kurenko and Helen Stanley; as a musician with the German Opera Company.

If he ever intended to return to Europe he changed his mind. He is here to stay and he is in radio to stay. Although he first became interested

in radio as early as 1924, he did not have the opportunity to devote his many talents to it until 1932, when his conspicuously brilliant arrangements, both vocal and instrumental, revealed him as one of radio's foremost musical directors.

Kostelanetz is a small, competent man, whose movements in or out of the studio are brisk, almost imperative. In his office, his pencil hurries over manuscripts—the phone is intermittently pressed against his ear. In the studio, his baton is authoritative, sensitive. But during the inevitably tense moments which occur to artistic people, he displays a disarming sense of humor. He has adapted himself with ease to American customs and viewpoints and has a charming way of mixing contemporary slang with a lingering accent which has in it the traces of many European tongues.

During his adolescent years, while practicing on the piano was as necessary to him as food or sleep, the Kostelanetz elders insisted upon a general education. Andre and his brothers and sisters had "endless studies" with their tutors—from nine in the morning until nine at night. They learned to speak German, French, English, Italian, Spanish and Finnish.

In summer the family went to Finland, and Andre recalls the "white nights" and the quiet lakes where they went boating. Occasionally they visited Germany, where the youngster was particularly impressed by the magnificence of the German band which played in the park in Berlin. There were steps leading up to the platform where the director stood, making his distasteful arm-wavings. The small boy used to work himself shyly to the top step. The conductor noticed him there one day and allowed him to lead the band. That was one of Andre's Big Moments.

Today Kostelanetz is one of the busiest men in radio, besides having arranged scores of several Broadway musical successes.

Louisville School Chorus To Be Heard In Special Broadcast

The Jefferson County Elementary School Chorus will be presented in a program from the studios of WHAS, Louisville, Ky., over CBS, Saturday, May 14, at 4:00 p. m. (E.S.T.). It is to sing "Praise Ye the Father" by Gounod, arranged by Deis; "Spring Song" also by Gounod; Keiserling's "A Birdland Symphony"; Baldwin-Leavitt's Spanish Waltz; "The Big Brown Bear" by Mana-Zucca; Reinhold-Brown's "Silhouette"; a setting by Downing of "Send Out Thy Light" by Gounod; "The Green Cathedral" of Hahn, and Deis' arrangement of "Father Most Merciful" by Franck.

The Ninth Grade Chorus of Girls will be heard in Handel's "Where'er You Walk" arranged by Pitcher.

NBC Extends Symphony Series

The NBC Symphony Orchestra series originally scheduled to terminate, Saturday, June 18, has been extended to June 25. On that date, Hans W. Steinberg, one of the conductors of the Palestine Symphony Orchestra, will be the guest conductor for the broadcast.

Howard Barlow To Be Permanent Conductor Of Symphony Series

"Everybody's Music," a CBS summer symphony series, will enter its third season when Howard Barlow directs the Columbia Symphony Orchestra in compositions by Lalo, Haydn-Brahms and Sibelius over CBS, including WKRC and WHAS, Sunday, May 15, at 3:00 p. m. (E.S.T.).

Henry M. Neely, radio's "Old Stager," who has been the commentator of these programs since the first one on May 3, 1936, will return in this role. The broadcasts will continue each Sunday at the same hour.

The engagement of Neely to comment on these programs is the key to their purpose. Neely gives his simple, informal remarks as a fellow-listener rather than a professional musician. He presents them chattily in the manner of one music lover to another.

"Everybody's Music" thus offers the music everybody wants to hear, whether he has heard it before or not. Spoken introductions are often amplified by brief instrumental illustrations from important themes of the works to follow. The program also serves as something of a laboratory for new works.

"Polish Art Songs" To Be Featured On "Story Of the Song" Programs

The first of two programs based on the "Polish Art Song," featuring the well-known Polish soprano, Maria Maximovitch and, as commentator, Felix Roderick Labunski, critic and author, will be given over CBS, including WKRC and WHAS, Tuesday, May 17, at 2:30 p. m. (E.S.T.).

These programs are part of Columbia's weekly "Story-of the Song" series and the second Polish program is to be given May 24. The first broadcast will be devoted to music by Polish composers, all of whom belong to the nineteenth century and died before 1900 except two, Paderewski and Stojowski.

Cincinnati Pastor On "Church of Air"

The Rev. John M. Versteeg, pastor of the Walnut Hills-Avondale Methodist Church of Cincinnati, Ohio, will speak on the subject, "If I Could Only Be Sure," for the "Church of the Air" broadcast over CBS, including WKRC, WHAS and WHIO, Sunday, May 15, at 9:00 a. m. (E.S.T.), the broadcast to originate in the studios of WKRC. Besides the sermon it features the Church's Quartet.

Pick Your Team



When the "Right or Wrong" series of programs made its debut over WKRC, Sunday, April 24, members of the Zonta Club and the Rotary Club of Cincinnati made up the contesting teams. Lee Bland, who conducts the programs is shown at the extreme left of the picture with the contestants. Each week, members of various organizations and clubs oppose each other in this battle of wits. The broadcasts are heard Sundays at 5:30 p. m.

Breakfast for One



Walter Blaufuss, composer of "My Isle of Golden Dreams" and maestro on the Breakfast Club program over NBC, including WCKY, weekdays at 8:00 a. m. (E.S.T.), has accepted a listener's challenge to an eating duel. Here you see Walter going into intensive training. To improve his eating speed, Annette King, Breakfast Club contralto (left) aids the stuffing process, while Don McNeill times a trial feast-sprint.

Richard Arlen To Be Master of Ceremonies Of Tulip Festival

Screen star Richard Arlen will be the master of ceremonies during the broadcast of the opening activities at the colorful Holland (Michigan) Tulip Festival at 1:00 p. m. (E.S.T.), Saturday, May 14, over CBS, including WHAS.

Highlights of the Festival to be heard include a description of the traditional Klompen Dance, performed on the cobbled streets by gayly costumed residents of the city; a word picture of a visit to the miniature Dutch Village which is a feature of the Michigan town, and interviews with leading personalities including the Burgomeister, resplendent in his robes of office.

WCAU Sports Announcer To Join Hilltop Station

W. E. (Bill) Ware will assume duties as WKRC's sports announcer, Monday, May 16, according to an announcement made by William S. Schudt, Jr., general manager of the Columbia station in Cincinnati.

Ware comes to WKRC from WCAU, CBS 50,000-watt affiliate in Philadelphia, where he has acted as news and sports commentator since September, 1937.

James W. Gerard Speaks On "Democracy and the World Today" at Dinner

James W. Gerard, the former ambassador from the United States to Germany, will speak on the subject, "Democracy and the World Today," when he is heard over CBS, including WKRC and WHIO, on Tuesday, May 17, at 9:45 p. m. (E.S.T.).

Gerard will be speaking at a dinner at the Hotel Pierre commemorating the American observance of China's Democracy Day.

Husing To Report Race From Harvard

Ted Husing, CBS' ace sports announcer, will have a busy time Saturday, May 14, when he broadcasts a track meet and crew race within an hour.

The track meet features the universities of Harvard and Yale, and will be broadcast over CBS, including WKRC, WHAS and WHIO, at 2:30 p. m. (E.S.T.). The crew race will be between Harvard, Syracuse, M. I. T. and Cornell, and will be broadcast over CBS, including WHAS, at 3:45 p. m. (E.S.T.).

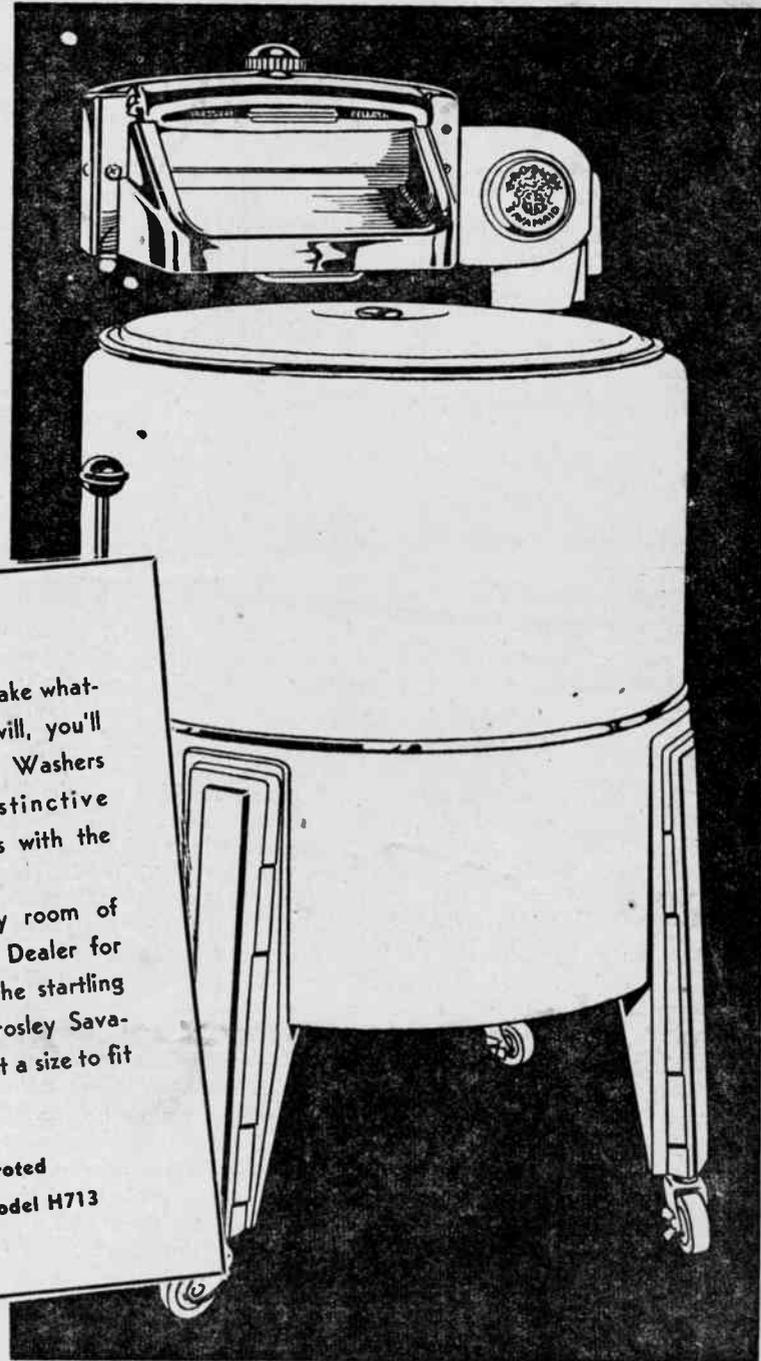
Parrot Talking Contest To Be Aired Over NBC

America's first National Parrot Contest, to determine the relative volubility of the conversing creatures and crown a champion talker, will be broadcast over NBC, including WLW and WSM, Sunday, May 15, at 2:30 p. m. (E.S.T.).

Parrots will be heard from New York, Boston, Philadelphia, Washington, D. C., Columbus, Ohio, San Francisco, Hollywood and Seattle.

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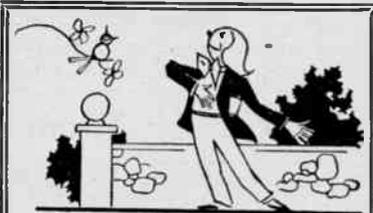


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