WEEK ENDING NOVEMBER 4, 1938

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WILL WLW LOSE ITS 500,000 WATTS?
(See Washington Dial, page 2)
WASHINGTON—Most important case before the Federal Communications Commission and of most interest to residents of Cincinnati and environs—WLW's authorization case, decision, signal concerning application." generally station are

Although Increased feasible

newspaper reported that WLW's application does not serve public interest, convenience and necessity, Commissioners George Henry Payne, Norman S. Case, and T. A. M. Craven recommended to the full commission that the application be denied. The three commissioners were members of a special committee which heard the case argued before the FCC from July 18th to July 29th.

The recommendation must now go to the full commission for final decision. In all probability oral arguments will be heard by the commission before making any decision.

WLW sought the extension of the special temporary experimental authorization upon the grounds that public interest, convenience and necessity will be served by "continuing the improved service rendered by a high-grade broadcasting station which is delivering usable or increased signal to listeners in areas remote to local and lowered power radio stations."

WLW's Contribution

After pointing out that WLW had "contributed to the technical development of radio and has augmented the general store of scientific knowledge concerning this modern invention" the commissioners concluded "the application's proposed experimental research program does not necessitate the use of 500 KW power to result in any substantial contribution to the radio art, second, that in the light of adverse effect upon the reception of station WOR, Newark, and the uncertainty as to the economic effects generally of such operation, caution should be exercised by the commission in extending the experimental authorization, no compelling reasons therefore having been advanced; and third, in view of these factors, public interest, convenience and necessity will not be served by the granting of the application."

Reverting to the economic problem arising from WLW's super-power the report states "instances are shown in this record where stations within the area served by WLW have experienced difficulty in obtaining commercial support particularly of the type commonly called "national spot advertising." The report further states, "The wider coverage obtained by reason of higher power has naturally resulted in more widespread competition and included are stations at points for enough removed from Cincinnati to receive little if any competition from WLW using the normal output of 50 KW power. Although reasonable competition is to be desired, it ceases to be reasonable and becomes undesirable when the effect thereof is to render essential the operation of stations as media of local self expression."

It is further stated that "representatives of WLW in arranging the sale of time with prospective advertisers have stressed the point of the tremendous amount of power and the consequent very wide coverage thereby obtained."

Increased Revenue

Income of WLW for 1937 is cited to show the increase in revenue as a result of the increased power. "Since 1933 there has been a marked increase in broadcast station revenue, and it is, of course, impossible to estimate the amount that would have been earned with normal operation at 50 KW power."

The commissioners point out in their report that WLW has developed a 500 KW transmitter and its use for regular broadcast operation proven feasible from a technical standpoint. It is also stated that the utilization of this amount of power has also been demonstrated as a method of affording listeners in remote rural areas, as well as in towns which do not have or cannot support local transmission facilities, an improved service.

"However, power of 500 KW is not essential to the program of experimentation" it is stated.

The report was signed by all three members of the committee that heard (Continued at page 5)
Seabiscuit-War Admiral Race to Be Heard on NBC

The horse race of the century—the long awaited meeting between Seabiscuit and War Admiral—will be described over NBC on Tuesday, November 1, when the two thoroughbreds battle it out at the Pimlico Race Track, Baltimore, Md.

Clem McCarthy, veteran racing authority and turf reporter, will be at the microphone to describe the classic match race at 3:45 p.m. (E.S.T.)

Author of Workshop’s “Air Raid”

Archibald MacLeish is the author of the poetic drama, “Air Raid,” which will be presented by the “Columbia Workshop” over CBS, including WKRC, WHAS and WHIO, Thursday, October 27, at 10 p.m. (E.S.T.).

The Pulitzer prize winning poet worked 7 months to complete the drama, which tells of a peaceful border village which didn’t think it had anything to fear from enemy airplanes, only to be laid bare by an invading fleet of bombers. This is the second verse drama MacLeish has written especially for the Workshop. Last year his “Fall of the City,” which portrayed a populace awaiting prophesies doom, was acclaimed by critics as an epic production.

Vallee Celebrates Tenth Anniversary On Air; Walter Huston, Walter O’Keefe, Joe Cook, Lou Holtz to Be Visitors

Walter O’Keefe, Lou Holtz and Joe Cook, three of the legion of stars who were introduced on the air by C. W. Vallee, will return to the program of Thursday, October 27, celebrating the beginning of the master showman’s tenth year in radio. The anniversary program will be heard over NBC, including WLW and WSM at 8:00 p.m. (E.S.T.). Walter Huston also will be heard on the program.

Vallee made his first broadcast on the Fleischman Hour on October 24, 1939. Long a national figure himself, he has discovered other stars that make up an impressive list. The Vallee radio discoveries include Eddy Peabody, Frances Langford, Joe Cook, Burns and Allen, Olen and Johnson, Milton Berle, Phil Baker, Gertrude Nielsen, Ken Murray, Alice Faye, Vic Moore, Jimmy Durante, Frank Fay, Joe Penner and many others.

Shhhhh! Not So Loud

If you want to see how orchestra conductors effect those subtle nuances and shadings in their music, study the attitudes of these eminent maestros heard over NBC. They were probably calling for dolce, pianissimo, tranquillo, or languag (soft and quiet music) when these pictures were taken. Alfred Wallenstein, Fred Waring and Meredith Willson are in the top row, Robert Emmett Dolan, Maurice Spitalny, Rudy Vallee and Frank Black in the second.

Armstrong-Garcia Bout for World’s Welterweight Crown to Be Broadcast Over NBC

President To Be Heard On National Hook-Up

Speaking as “a voter of New York State,” President Franklin D. Roosevelt will be heard over MBG, NBC and CBS, including all local stations with a national hook-up, at 9:30 p.m. (E.S.T.), Friday, November 4.

Although the chief executive will discuss the forthcoming New York State elections, it has been indicated that the talk will be of national significance. The broadcast will originate in his home at Hyde Park, N. Y.

This will be the President’s second radio talk in 10 days, the first being his message on the New York Herald-Tribune Forum, on Wednesday, October 26.

A blow-by-blow description of the 15-round title bout between champion Henry Armstrong and Celerino Garcia will be broadcast from the ringside at Madison Square Garden on Wednesday, November 2, over NBC, including WKRC and WLS beginning at 10:00 p.m. (E.S.T.).

Sam Taub, veteran boxing commentator, and Bill Stern, NBC sports reporter, will be at the NBC microphone to describe the fight.

Armstrong, only boxer in the history of the sport to hold three championships at once, will be defending his welterweight crown against the challenger, Garcia.

The broadcast will inaugurate a new series of NBC fight descriptions embracing all championship battles and important matches leading to them.

Barlow Presents Works Of Haydn, Galuppi On Columbia Concert Series

The second program in Howard Barlow’s new evening series of “Everyday’s Music” concerts by the Columbia Broadcasting Symphony under his direction will be devoted to music by two eighteenth-century composers, Galuppi and Haydn. Wednesday, November 2, over CBS, including WKRC, WHAS and WHIO, at 9 p.m. (E.S.T.).

Galuppi, born in 1706 on the island of Burano near Venice, was a composer remembered today chiefly for his comic operas.

Corn Husking Contest Aired During National Farm and Home Hour

Champion corn huskers from eleven states, competing in the annual “battle of the bangboards” for the national title, will hold the spotlight on the National Farm and Home Hour Thursday, November 3, when an “ear-by-ear” description of the contest is broadcast over NBC, including WKRC, WLW, and WSM at 12:30 p.m. (E.S.T.).

The broadcast will originate on the J. N. Jens farm, 22 miles north of Sioux Falls, S. D., scene this year of the competition. Hal Totten and Everett Mitchell, veteran NBC announcers, will be stationed at vantage points on the field. Ray Hanson of Minnesota, the defending champion, will head a group of contestants from South Dakota, Ohio, Iowa, Illinois, Missouri, Indiana, Nebraska, Kansas, Wisconsin, and Pennsylvania.

“Science Everywhere” Is New Educational Feature

“Science Everywhere,” a junior science feature presented under the auspices of the Association for the Advancement of Science, every Tuesday at 2:00 p.m. (EST) over NBC including WKRC, is one of the newest additions to the NBC expanded schedule of educational programs for the 1938-1939 season.

Directed by Dr. Carroll Lane Fenton, noted author of children’s science books, the programs are divided into two parts. The first quarter hour is for the elementary grades (1 to 3), the second for the intermediate grades (4 to 6). A small group of school children assist Dr. Fenton in dramatizing the lessons. The broadcasts originate in the NBC studios in Washington, D. C.
This week we touched briefly on announcers—how some men are favorite of listeners and disliked by others, and so on. It takes a lot of people to make up the radio world, which accounts for the various types of announcers on the air today. We asked Peter Grant, chief announcer of WLW and WSAI, to set forth the qualifications of a potential announcer. Here is Mr. Grant's own story:

"By Peter Grant—

Every articulate male has a deep desire to become a radio announcer, or so it would seem from my experience in listening to auditions for some four years. And the strange part about it all is that practically every articulation male could become a radio announcer—and a good announcer—if he had the proper background, experience and direction.

Fortunately, the Nation's Station and Cincinnati's Own Station require that an applicant for a position on the announcing staff have at least a year's experience even before he can write any of the preliminary applications that listeners send in.

Frequently we hear young men who have good voices and show promise of becoming excellent announcers but who lack experience. To their question, "Where may I get the year's experience?" we answer "at the smaller stations."

But it often happens that these men already have applied at smaller stations before coming to us and their answer to our suggestion is that the smaller stations, too, demand men of experience. Again they ask, "How can I get the experience?" Frankly, that's where we find ourselves stumped.

I am reminded of the story of a young, aspiring actor who appealed to a producer in New York for a part in one of his Broadway productions. The producer told the young man, "we want only experienced actors." In reply to the young man's query, "where can I get experience?" the producer said:

"No actor is worthy of being called by that name unless he can find his own opportunities to acquire experience." And so we say to the great army of boys and young men who would like to emulate Milton Cross or David Rose that they should consider a good announcer unless you, yourselves, can in some way or other find your own opportunity for getting the necessary experience.

Experience is such a necessary prerequisite to consider by larger stations because experience on smaller stations makes an announcer that undesirable something which perhaps might be best described as "mike presense"—the ability to handle any situation. Perhaps we should never embrace it, with the greatest of patience and the maximum of efficiency.

The requisites a good announcer must possess are:

1. College education or its equivalent.
2. Good judgment, meaning common sense.
3. True feeling for showmanship.
4. A good voice.
5. The ability to take direction.
6. The ability to read intelligently and make what is being read sound extemperaneous.
7. Experience.

Nothing can substitute for experience. I have known announcers—in fact, we have several on our staff today—who, seeking jobs, were told to "get some experience." One man (you hear him on WLW and WSAI) was rejected three times by a small station before he was given a "break." Within five minutes after his audition he was working. I brought this out to show that the man who really wants to become an announcer can and will find his own opportunity.

WLW and WSAI tried an experiment two years ago. We hired three student announcers to teach the business. Why did we discontinue it?

Why WLW and WSAI, as well as many other stations, found the "student announcers" or beginners' classes not practical will be explained in the next installment of "This is Radio," appearing in next week's RADIO DIAL-Editor's Note.
Robert Cummings, Movie Star, Gets Part In NBC Serial

Radio annexes another movie star in the person of young Robert Cummings, who has just entered the cast of Agnes Ridgeway's serial drama, "Those We Love," heard at 8:30 p.m., (E.S.T.), Mondays, over NBC, including WCKY and WLS.

Cummings plays the part of David Adair, a young architect who comes to Westbridge and speedily becomes entangled in the affairs of Kathie and her twin brother, Kit.

Widely known for his work in such films as "Wells Fargo," "So Red the Rose," "Last Train from Madrid" and "Sophie Lang Goes West," Cummings enters radio with a fine histrionic background.

Originally from Joplin, Mo., he made his first attempt at a career after graduation from the American Academy of Dramatic Arts in 1932. Refurbished by New York producers and deprived of a part in "Journey's End" because of his Missouri accent. Cummings invested all his money in a trip to England. There he acquired an English accent, British poise and confidence enough to return to America and sell himself as a prominent English juvenile.

His bluff worked. Cummings played in a series of Broadway shows and then was featured in the 1934 and 1935 Zangfeld Follies. Hollywood called and in 1935 he won a part in "So Red the Rose" and then a Paramount contract.

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Radio Lights

WSAI's Program Director Harry Schuler, and General Manager Dewey Long pulled a fast one on local competitors last week. Instead of broadcasting a football game as they have done in past weeks, they put their heads together and decided to find out whether the Saturday afternoon radio listeners wanted anything else besides football. As a result "The Battle of Tunes," a musical recording program was born. What's more the program clicked its first day. Calls came in so often that it was almost impossible to contact the studios of the Crosley organisation.

When will station managers begin to realize that all people are not interested in the same type of program. The L. B. Wilson station was smart when they refused to carry the broadcast of the All-Star Baseball game last July, but they left themselves wide open after that. WKRC was smart in being the only station not to carry the World Series broadcast.

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Guests for the Week Include: Glenda Farrell to Visit Kate Smith, Oct. 27... Ted Husing to cover Army-Navy game classic for CBS listeners... Alvina McMahon will play the lead along with Orlon Welles in "Columbia's Workshop's" Air Raid, on Oct. 27... Ralph Bellamy and Andrea Leeds visit Bing's "Music Hall" program Oct. 27... Hugh Herbert on "For Men Only" Nov. 1... Idia Lupin and Melville Cooper register at the "Hollywood Hotel" Oct. 30... "That Certain Woman" starring Carole Lombard, is scheduled on "Radio Theater" Oct. 31... "Good Neighbors" offers Clark Gable, Lionel Barrymore, Melvina Korus, Rita Johnson and regular stars... Oct. 27... Thursday, Nov. 3 Chester Morris will drop in on Bing Crosby.

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On the Fire: A total eclipse of the moon over Manhattan will be described by CBS Nov. 7... It is rumored that Alexander Woolcott may get a sponsor... Both NBC and CBS plan complete coverage for elections all over the country... George V. Denis's "American Town Hall Meeting of the Air" program is scheduled to return to the airways on Thursday, Nov. 10... This is probably the best all educational program on the air... Gabriel Heatter is slated to be commentator on the new CBS Philharmonic Series... Genevieve Rowes, soprano featured on "Johnny Present," will have an important role in the "Columbia Workshop" production of the radio opera "Beauty and the Beast" which will be heard Nov. 27... The Monastery Scene from Act II of Verdi's "La Forza del Destino" will be broadcast from the stage of the War Memorial Opera House, San Francisco, Friday, Oct. 28 at 12:00 Midnight... "Milestones in the History of Music," a new series of weekly programs illustrating the development of musical compositions from the Middle Ages to the early Nineteenth Century, will make its debut over NBC Sat., Nov. 5... Three generations of the Coolidge family, Elizabeth Sprague Coolidge, her son, Dr. Albert Sprague Coolidge, professor of chemistry at Harvard University, and her grandson, John Coolidge, a student at Yale, will be the non-professional guest artists on the "Music Is My Hobby" program, Wednesday, Nov. 2.

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Enzo Rappo has done as much or more for classical music than any other modern musician. Last year his series of tone poems was as complete and as informative as any such program. This year his presentations of famous operas, shortened to one hour again, speak well for the young conductor.

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The Washington Dial

(Continued from page 2)

the application. It is now up to the remaining four Commission members to decide if the report is to be accepted or rejected.

Duke Patrick, Crosley Washington Attorney, is studying the sub-committee report recommending the WLW denial. He is filing exceptions to the report and it is understood he will fight for continuation of the super-power through the courts, if necessary.

He estimated that it would be a month or six weeks before the FCC would finally act on the matter.

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"John's Other Wife" is now a regular feature of the L. B. Wilson Station WCKY heard Monday through Friday at 10:15 a.m. EST from the NBC Red Network

Don't miss a single chapter of this unusual radio drama. Don't miss a single one of WCKY's outstanding new morning shows.

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"John's Other Wife" is sponsored by the makers of Louis Philippe Lipstick.

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WCKY...10,000 Watts Power...149 on your dial
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**PROGRAMS FOR WEDNESDAY, NOVEMBER 2**

**EASTERN STANDARD TIME**

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**CENTRAL STANDARD TIME**

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Opening theme music for the Wednesday night oil show was written by Conductor David Brook.

Jane Froman estimates she can remember the words of a thousand popular songs and ballads sung over the radio.\n
Harriet Wilson, "Singing Strings" leader, learned to sing before she could walk by listening to nursery rhymes under the coaching of her mother.\n
Edmund MacDonald, already working in finishing in Father Brown productions weekly, has added a fourth medium—television in west coast broadcasts.
**PROGRAMS FOR FRIDAY, NOVEMBER 13**

**WCYK**
- Cincinnati (1400 n.)
  - Top of the Morning: Top o' the Morning with Joyce Henriksen
  - News and Sports: Cincinnati (5:00 n.)
  - News: Cincinnati (5:00 n.)

**WVLW**
- Cincinnati (760 n.)
  - Top of the Morning: Top o' the Morning with Joyce Henriksen
  - News and Sports: Cincinnati (5:00 n.)
  - News: Cincinnati (5:00 n.)

**WKRC**
- Cincinnati (590 n.)
  - Top of the Morning: Top o' the Morning with Joyce Henriksen
  - News and Sports: Cincinnati (5:00 n.)
  - News: Cincinnati (5:00 n.)

**WSAI**
- Chicago, Ill. (1500 n.)
  - Top of the Morning: Top o' the Morning with Joyce Henriksen
  - News and Sports: Cincinnati (5:00 n.)
  - News: Cincinnati (5:00 n.)

**WCPD**
- Cincinnati (1310 n.)
  - Top of the Morning: Top o' the Morning with Joyce Henriksen
  - News and Sports: Cincinnati (5:00 n.)
  - News: Cincinnati (5:00 n.)

**WHSI**
- Chicago, Ill. (1350 n.)
  - Top of the Morning: Top o' the Morning with Joyce Henriksen
  - News and Sports: Cincinnati (5:00 n.)
  - News: Cincinnati (5:00 n.)
Meet WHIO Staff

Here are two of the main cogs behind Station WHIO in Dayton. Lester Spencer (left) is program director of the Gem City station, and is featured on the 1:30 p.m. newscasts. Hal Bennett is heard on the "Hill Billy" programs. He's also publicity director.

Curtis Institute of Music

Barbara Thorne, soprano, and Samuel Mayes, cellist, will be the featured soloists on the Curtis Institute of Music broadcast over CBS, including WKRC Monday, October 31 at 3:00 p.m. (E.S.T.).

Miss Thorne is to open the program by singing "Quando me' ne vo," from Puccini's "La Boheme," and "Caro, caro el mio babiun," by Guarnieri. Mayes will then be heard in Schubert's concerto in A minor, and the program will come to a close with Miss Thorne singing the following songs: Fourdrain's "Louisi," "Depuis le Jour," from Chaperon's "Louise," Rachmaninoff's "In the Silent Night," "The Nightingale and the Rose," by Rimsky-Korsakov, and "I Am the Wind," by Galbraith.

James Shomate and Ralph Breitwitz are to accompany Miss Thorne.

"Isn't George Funny"

Dr. Joseph Jastrow Returns to Network For Series of Talks

Dr. Joseph Jastrow, noted psychologist, author and lecturer frequently heard in talks on social and psychological problems over NBC, returns to the air on Tuesday, November 1, over NBC, including WCKY and WLS at 10:45 p.m., (E.S.T.), in another interesting series of broadcasts.

The series, entitled "Be Sensible," will be heard every Tuesday through January 3. In these talks, Dr. Jastrow will apply psychological principles to our everyday problems. Subjects to be discussed include: "On Being Sensible," "Common Sense," "Uncommon Sense," "The IQ of It," "Imagination," "Social Sense," "Show Me and Prove It," "Hunches," "Obstacles to Sense," and "Can Nations Be Sensible?"

Dr. Jastrow was for many years a professor at the University of Wisconsin. He is the author of a number of books on psychology, among which are "Keeping Mentally Fit," "The House that Freud Built" and "Sanity First."

French Authority of Swing Visits "Session"

Hugues Panassie, French swing enthusiast who has come to be accepted as one of the world's most competent critics of the new vogue in light music, will be interviewed during the course of the regular "Saturday Night Swing Club" session over CBS, including W K R C, W H A S and WHIO, at 7:00 p.m., (E.S.T.), October 29.

Panassie arrived in this country October 11 for a nationwide survey of swing conditions from coast-to-coast. An English translation of his book, "Hot Jazz," has come to be admired among musicians in America as a text book on swing music and musicians. In France Panassie found, and now edits the magazine "Hot Jazz." He contributes on swing topics to other periodicals and has lectured on his subject all over Europe.

Mel Allen, regular "Swing Club" commentator, will interview the thoughtful French critic on his findings and his general opinions on swing in this country.

Panassie will be surrounded by some fine examples of the best in American swing when he appears on the program. Maxine Sullivan, probably Swingdom's No. 1 chanteuse, is a regular member of the "Swing Club" staff. As guests, she will have Little Shaw and his trio and Al Harris, an English guitarist, late of Anderson's Band, the foremost swing group of Great Britain.

Shaw plans a clarinet solo of his own "Streamline" and Harris will try Bix Beiderbecke's "In A Mist," with Stevens and the regular "Swing Club" band will also be in action.

Singtime Cast

Here's the "Sing Time at Uncle Ned's," cast, heard at 6:00 p.m., (E.S.T.) Sundays over WLW. Above is the group gathered around the piano for old-time harmony. Below is a close-up of Uncle Ned. The "Singtime" group is directed by Grace Claude Raino, seated with Uncle Ned in the upper photo.

General Johnson, Bryson, Secretary Wallace To Talk On 'People's Platform' Show

General Hugh Johnson, former N.R.A. administrator, Henry Wallace, Secretary of Agriculture, and Lyman Bryson, chairman of the CBS Adult Education Board, who will represent the general public, are to discuss informally present Federal farm policies on Bryson's "People's Platform" over C.B.S., including WKRC, WHAS and WHIO, Sunday, October 30, at 7:00 p.m., (E.S.T.)

The speakers will be sitting around a dinner table in the Carleton Hotel in Washington, D.C., where their spontaneous remarks will be picked up by hidden microphones. This is the first time that the "People's Platform" has been conducted away from New York and it inaugurates a policy of having these informal discussions broadcast occasionally from other leading centers of the country.

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Address: __________________________
City: __________________________ State: __________________________
FRIDAY, OCTOBER 28th.
MUSIC APPRECIATION HOUR
Second concerts in Series A and B, with Walter Damrosch conducting, 2:00 p.m., WCKY, WSM.
Series A—Bringed Instruments
Finals, from Serenade, Op. 40, E. Tchaikovsky
Orchestra of The New York Philharmonic
Conductor, Edward Johnson
Series B—Animals in Music
The Elephant, The Kangaroo, and The Snail, from "The Carnival of Animals.
Conductor, Edward Johnson

SATURDAY, OCTOBER 29th.
CINCINNATI CONSERVATORY
Concert featuring Amy Lee, pianist, and Helen Thacker, violinist, soloists with string quartet, and Hubert Kockritz, baritone, 11:00 a.m., CBS—WKRC, WHAS, WQH.
Concert in D Major, for Piano, Violin and String Quartet...Chausson
Missa Brevis...Koch, tenor
a) Deux Poemes Inuits...Ravel, tenor
b) Les Cloches...Debussy
c) L'Echassiers des saisons...Debussy
d) Poeme d'un jour...Faure
e) Autumn...Lecocq
f) Piece de Chambre...Kockritz
Metropolitan Opera: Miream Oso at piano.

NBC SYMPHONY ORCHESTRA
Third concert in NBC Symphony Orchestra series, with Arturo Toscanini conducting, 10:00 p.m., NBC—WCKY.

SUNDAY, OCTOBER 30th.
RADIO CITY MUSIC HALL
Condensed version of Leoncavallo's "I Pagliacci". Presented as third in tabloid opera series, 12:00 noon, NBC—WSKY, WLW.

MAGIC KEY OF RCA
Members of the San Francisco Opera Company, headed by Eddie Stignani, European operatic soprano, in full-hour program from War Memorial Opera House, San Francisco, 2:00 p.m., NBC—WLW, WLS, WSM.

NEW YORK PHILHARMONIC
Gulom Narov, Brazilian pianist, soloist with New York Philharmonic Symphony Orchestra, directed by John Barbirolli, 3:00 p.m., CBS—WKRC, WHAS, WIO.

METROPOLITAN AUDITIONS OF THE AIR
Metropolitan Auditions of the Air, Wilfred Pelletier, conducting; Ed-ward Johnson, master of ceremonies.
NBC—WCKY, WLS, WSM: 5:00 p.m.

AUTUMNITE CONCERT
Joesph Chenilavsky, Conductor.
NBC—WLW.

1. Gounod...Gomes
2. Chorus of the Peasants (from "Roméo et Juliette")...Burrodin
3. Gounod...Dubrinsky
4. Ave Maria (Harmonica Flute)...Gouni
5. Bacchus, Mars...Mayerbeer
6. Italian Capriccio...Tchaikovsky

Rochester Philharmonic, Jose Iturbi Conducting, Begins 7-Concert Series

The first in a series of seven concerts by the Rochester Philharmonic Orchestra, under the direction of Jose Iturbi, noted conductor and pianist, will be broadcast on Thursday, November 3, at 8:30 p.m. (E.S.T.), over NBC, including WCKY and WLW.

The broadcast, opening with Wagner's "Rienzi" Overture, will also include a performance of Beethoven's Seventh Symphony. Succeding concerts in the series, which will extend through March 16, will be under the direction of Iturbi, with the exception of January 12, when Guy Fraser Harrison will be the conductor.

Promotions at WLW, WSAI

A general reorganization of the promotion and sales departments of WLW and WSAI was announced last week by James D. Shouse, vice-president of the Crosley Radio Corpora-
tion in charge of broadcasting.

Wilfred Guenther, former promoter of WLW and WSAI, was named sales manager of WLW and WSAI.

John Conrad of the special events department sales promotion manager of WLW and WSAI.

Walter Callahan, WSAI salesman, became sales service manager of WLW and WSAI. John Conrad of the special events department moved into the WSAI promotion job. John Kueblinger Kofp, former sales promo-
tion manager of WLW, reigned.

Jack Bell, former member and chief of the Texas' trio, featured on WLW in 1934, returned to that station October 24 to join the executive staff of the artists' bureau.

Lila Deane, is the first featured feminine vocalist to appear with Ben Bernie and All the Lads. She is heard on their regular "Magic Hour" program broadcast over CBS, including WKRC, WHAS and WIOH, Sundays at 5:30 p.m. (E.S.T.).

The sales manager. Jerry Burns was transferred from the announcers' staff to special events.

"Add to the staff were Archie Grinals, formerly of WAGA, Atlanta, Ga., who became a WSAI salesman, and Miss Beatrice Straway, formerly of the Kroger Grocery & Baking Co., who became trade rela-
tions director for the two stations.

At National Dairy Show

During the National Dairy Show in Columbus, Ohio, October 9 to 15, WLW broadcast a series of daily programs. Pictured above, Alfred S. Campbell of the Sale of Guernseys, presented L. K. Hill Rosendale, Wia., left, president of the National Dairy Show, with the Guernsey milk receptacle, which was a gift from "I Pagliacci," WLW agricultural editor, center, conducted the broadcast. In the background is Miss Marilyn Meske of Marion, Ohio, queen of the dairy show and Miss America of 1938.

Fake Dance

Loyd G. Harris leaves the control room to "tap dance" for the radio audience. This is only one of the many tricks a sound effects man uses in order to make the program more realistic.

SECRET OF SUSANNE...Wolf-Ferrari
Balibent from F Tagliacci
Midsummer Night's Dream...Mendelssohn
Prelude...Lehmann
Le Tambour Major from Le Cid...Thomas
November...Lilla Ormandy
Sinfonia...Iturbi, basso

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SUNDAY EVENING HOUR

Emna Oterro, Cuban coloratura soprano, soloist, making her debut with the Symphony Orchestra, Jose Iturbi, conducting, 9:00 p.m., CBS—WKRC, WHAS, WIOH.

Overture, from "Prince Igor"...Borodin
a) Czarny Czarny zesp...Koch, tenor
b) Lamento...Jomelli
Misterial (with chorus)...Roselli
Chorus...Mme. Otero, soloist

Ritual Fire Dance, from "El Amor Brujo"...De Falla
b) El Gobernador...Redlich
b) Chequilla...Ohradov
b) Moguilla...Falk Sons
Mme. Otero, with Paul Le Forge,

Les Miroirs du ciel...Chau
Chorus...Mme. Otero, soloist
Cuban Overture...Gusin

When Will Thou Save the People...Booth

Radio DIAL, Week Ending November 4, 1938
OHIO-BORN CUBAN TO MAKE DEBUT ON "EVENING HOUR"

_Emma Otero, Youthful Coloratura Soprano To Be Heard October 30_

Changing Voice and Relatives' Chuchkles MadeComic of Bob Hope

Emma Otero, of the Dawn Patrol Sponsors

New Dawn Patrol Sponsors

Emma Otero, youthful Cuban coloratura soprano, will make her radio debut as guest soloist in the "Evening Hour," broadcast over CBS, including WKRC, WHAS and WWHO Sunday, October 30, at 9:00 p.m. (E.S.T.).

The symphony orchestra and the 26-voice chorus in this largely Latin program will be under the direction of the Spanish conductor-pianist, Jose Iturbi.

Miss Otero will present several Spanish selections, accompanied at the piano by her celebrated teacher, Frank La Farge. (See Week's Serious Music In Review.)

Miss Otero was born in Jovellanos, Cuba, where, as a child, she showed remarkable talent as a pianist. While she was attending the National Conservatory in Havana, however, it was her voice which attracted such attention that she continued her vocal studies in New York. Shortly afterwards she made successful concert tours of the United States and Europe.

Bob Black, General Music Director of NBC, never plays a stock arrangement of a tune. He spends hours making his own orchestrations which have been hailed by critics as among the best heard on the air.

Vyiola Vonn has never been out of the United States, yet a large part of her fan mail comes in French because of "Mille Fifi" characterizations.

_Continued in page 16_

Left to Right—

Allen, Allen and Allen

The three Allens here are not radio's newest microphone trio. They're Comedian Fred Allen (center), flanked by two Joe Allens. The one at the left is an NBC page, who will be interviewed by Fred as the "Person You Didn't Expect To Meet" on the "Town Hall" program, broadcast over NBC, including WLW and WSM, Wednesday, November 2, at 9:00 p.m. (E.S.T.) The Joe Allen at the right is the sponsor of the program.

Pictured here are August S. Kirsten, left, vice-president and general manager of the L. T. Patterson Co.; Mrs. L. T. Patterson, president; Al and Lee Bland who pilot the Dawn Patrol over WKRC daily except Sunday from 7:30 to 8:30 a. m. (E.S.T.).

The L. T. Patterson Co., along with The Rubel Baking Co., are sponsoring the early morning variety hour. The pilots are getting a send-off by representatives of the L. T. Patterson Co.

BY CLINTON BROOKS

Radio listeners who tune their dials to the network's-Portrait-Bacalloni performance of "La Forza del Destino" broadcast from the San Francisco War Memorial Opera House Friday night, may be relatively unfamiliar with either the story or the music. The opera, with text by Pirro, who also supplied the libretto for Verdi's "Rigoletto" and "La Traviata," is seldom performed in the United States, though it is a reigning favorite in Italian opera houses.

Strangely enough, "La Forza" was first produced at the St. Petersberg Opera, in November, 1862. It did not reach Milan until seven years later, four years after it had had an American premiere (at the close of the Civil War), with three singers who now are almost forgotten—Carozzi-Zucchi, Masmillanli, and Bellini. It was left on the shelf for several years, then brought out and dusted off for performance by the Lombardi Opera Company in San Francisco shortly before the World War. In time it offered great singing roles to Caruso, Tetrazzini, and Amato.

The plot was taken from a Spanish play, "Don Alvaro, o la Fuerza del Sino," by the Duke of Rivas. The scene is laid in and about the Spanish town of Calatrava in the eighteenth century. The principal "barrack personnel" are Donna Leonora, daughter of the Marquis of Calatrava; Don Carlo, her brother; Don Alvaro, her lover, and the Abbé of the Convent of Horneacules. The action is of the typical "cloak and sword" variety, and involves the murder of the Marquis who founds on the marriage of his daughter to Don Alvaro, and the subsequent attempts of Don Carlo to wreak vengeance on the pair.

The scene which will be broadcast by the San Francisco Opera is that of Act II, in which Donna Leonora seeks protection in the Convent of Horneacules. Kneeling in the moonlight, she prays to the Virgin for assistance, and is admitted to the retreat by the Abbé, to whom she confesses. He procures her a nun's robe and directs her to a nearby cave, assuring her that a curse will plague anyone who investigates her name or the reason for her retirement. A great part of the act is sung by the principals against a choral background provided by priests chanting the "misereore" and hymns to the Virgin.

Subsequently the feuding brother and lover seek each other in various places in Italy and again in Spain with the persistence of Kentucky mountaineers, finally meeting on a field of combat in front of Leonora's cave. In the midst of a storm, a duel takes place, and Don Carlo is fatally wounded. Don Alvaro seeks out the recluse who, giving her benediction to the dying man, is stabbed in fulfillment of his vow. To complete the picture Don Alvaro hurts himself from a convenient cliff. As one critic has said, "the curtain falls because, every member of the cast being dead, there is apparently no reasonable excuse for keeping it up any longer." A nice catalogue of horror!

John Barbierioli made his third season debut with the New York Philharmonic Symphony last week amid a lively pretechnical display. The fireworks included two Sibelius selections and Stravinsky's "Firebird," both directed with considerable verve and color. The "piece de resistance," however, was Beethoven's Symphony No. 5 in C Minor. It would be difficult to draw too fine a distinction between Barbierioli's reading of the work and that of Toscanini, broadcast the night before. Apparently the Englishman was able to draw a greater resonance from the second andante movement, but in doing so, was forced to accelerate the tempo of the two subsequent allegri. With the exception that Toscanini may be credited with a more succinct and finely drawn rendition of the final movements of the work. As to the Italian's skill in conducting the Strauss tone poem, little can be said that would do justice to it. As one critic has said: "When one wants a finer performance of such music, Toscanini will give it."

While the maestro may present a rare offering, Bach's Second Brandenburg Concerto. There is a solo part in it, so unplayable by the trumpet of our day, that the part is usually assigned to the clarinet or some other wind instrument of the orchestra. Not to be outdone on this occasion, NBC has purchased a trumpet especially constructed for the work which plays an octave higher than the usual B-flat trumpet. Rumor goes that the first trumpeter of the NBC Symphony Orchestra, Bernard Baker, has been working diligently to master the unique intricacies of the instrument for the

_Continued on page 16_
**Listener's Letter Causes Smile**

The photographer caught WCKY's "Home Makers" during a broadcast when a letter from a listener made Jerry (at left) and Sue, as well as Announcer Joe Graham, smile. Listeners' letters help Jerry and Sue write their WCKY program, which is heard at 9:30 a.m. (E.S.T.) Monday, Tuesday, Wednesday, Thursday and Saturday and at 8:30 a.m. on Friday.

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Bob Hope

(Continued from page 15)

had never spoken on the stage before, but he sensed Old Man Opportunity was a-knocking. So he pulled him in by his beard. After briefly announcing the succeeding show, he went into a gag routine that had the customers clamoring for more. As a result, he was booked to play himself the following week, as a monologist.

He rose rapidly as a comic, and soon decided to build his act into a large revue, replete with an assortment of stooges. In due time he became a headliner.

On Broadway, Bob was given a small part in "Sidewalks of New York." He rose above the play and was given a larger part in "Ballyhoo of 1932." And then along came "Roberta," bringing with it stardom. He went into radio shortly after the close of "Roberta" and has been an active air comic ever since.

He co-starred with Harry Richman in "Say When," played opposite Fanny Brice in the "Ziegfeld Follies of 1936," and starred with Ethel Merman and Jimmy Durante in "Red, Hot, and Blue."

The radio program, Rippling Rhythm Revel, brought "Honeysuckle," the stooge with the Southern drawl and numbed brain, Hope's creation. It also brought the comic everlasting fame as an air comedian and an offer from Paramount to appear in "The Big Broadcast of 1938." In this film, he sang "Thanks for the Memory." So surprised was everyone to learn that he had an excellent singing voice, that when they recovered they resolved to make a singing comedian out of him.

Last winter Hope appeared on Hollywood Parade, an hour program, with Dick Powell. He also was kept busy with picture-making, and is now making "Thanks for the Memory," based on the song he so successfully introduced. It will be his first starring role.

Five feet, 11 inches tall, Hope weighs 168 pounds. His favorite outdoor hobby is golf. Indoors, he prefers writing plays and vaudeville acts. He plays the piano, goes to prizefights, has a quick wit and has no ambition other than to be a top-notch comedian, which ambition is already realized. He has brown hair and eyes, and was born May 29, in London, England. He is married.

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**Lazy Jim Day**

**World's Youngest Writer, David Statler, To Visit Heatter's "We, the People"**

David Statler of New York City, who is probably the world's youngest novelist, being only eight years old, will appear as a guest on Gabriel Heatter's "We, the People" program over CBS, including WOR, WHAS and WHO in Tuesday, November 1 at 9:00 p.m. (E.S.T.).

Master Statler has recently completed the novel, "Roaring Gun," being published by Simon and Schuster. Its publishers announce it unreservedly as being "the toughest novel ever published," its author not being satisfied to kill the villain only once, but twice, within three pages.

In addition to young Statler, there will be several other guests, each bringing to the microphone an unusual human interest story. Mark Warnow's orchestra will provide musical interludes and Harry von Zell will announce.

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**PUBLIC HERO NO. 1**

M. P. Wamboldt is the producer of the interesting series of "Public Hero No. 1" programs, broadcast over NBC. He originated the idea of presenting the policeman's side of crime stories in radio dramatizations. Until he wrote "Truth Serum," a radio drama, in 1931, radio dramas had glorified the criminal.

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**Symphonic Strains**

(Continued from page 15)

broadcast. The other two works programmed for Saturday night are Haydn's D Major "Horn Call" Symphony and Tchaikovsky's Symphony "Pathetique" No. 6 in B Minor, Op. 74. Though the latter symphony is a favorite with most conductors, Toscanini never before has directed it in this country.

Another program which should not go without mention this week is the November 2 broadcast of the Cincinnati College of Music Symphony Orchestra, directed by Walter Herrmann. It will be heard at 8 o'clock over WSAF. The concert features the "Largo" and "Finale" from Dvorak's Symphony "From the New World," played by the orchestra, and the difficult "Largo al factotum" from Rossini's "Barber of Seville," sung by Charles Jones.

Brewster Morgan, "Hollywood Hotel" producer, got into radio by organizing a talent agency before he even knew what a sponsor was.

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