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Radio

The Midwest's Largest Radio Newspaper

Dial

WEEK ENDING
NOVEMBER 25, 1938

Canadian Cowgirl



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That Raye Girl Is Back Again



*"Sweetheart of
Swing"*



Hates Hollywood



RADIO LIGHTS

IN ONE OF THE RADIO TRADE PAPERS a columnist mentioned that Rudy Vallee was losing many listeners to Kate Smith's "Variety Hour" because his program didn't change and because Kate Smith's was getting better. So last Thursday night I decided to listen to her program instead of the Vallee show.

Result was that the Kate Smith hour seemed empty compared to the Vallee hour. It wasn't as well organized and, although there were guests on the program, they didn't have the talent that its main competitor has. All in all, Kate Smith's show seemed to be a poor copy of the Vallee program.

Since Joseph Cherniauskys came to WLW and WSAI almost one year ago these two stations have started to give listeners a small dose of serious music. He has inaugurated several interesting programs over both stations and one sits back and wonders what was on these stations in this type of music before the maestro came to Cincinnati.

On Sunday, November 20, Vivien Harvey, pianist, will be the guest of Joseph Cherniauskys, when he directs the "Autumn Concert," at 4:00 p.m., (E.S.T.) over WLW for the National Broadcasting Company. Miss Harvey is a pupil of Severin



VIVIEN HARVEY

Eisenberger at the Cincinnati Conservatory of Music. She will play Liszt's "Hungarian Fantasy."

GUESTSTARS OF THE WEEK INCLUDE: Luise Rainer, Joe Calleia and Charles Butterworth in "Tovarich" on "Hollywood Hotel" Nov. 18. . . . Mischa Auer to guest and Martha Raye to return to the "Al Jolson program" Nov. 22. . . . Joan Crawford, Margaret Sullavan, Melvyn Douglas and Tony Martin are special guests on "Good News of 1939" Nov. 17 as the program starts its second year on the air. . . . Helen Menken, a prize guest, will be on Kate Smith's "Variety Hour" this week.

TELEVISION WILL BE A WONDERFUL THING when it comes, for it will enable listeners to see what their favorites look like. However, since television is still in the offing, we will attempt to describe certain radio stars by naming the movie stars they most resemble. Andre Baruch looks like Melvyn Douglas. Morton Downey resembles Douglas Fairbanks, Jr. Nan Wynn is the image of Heather Angel. Sammy Kaye looks very much like Jimmy Cagney. Bennay Venuta looks like Ann Southern. Joan Edwards resembles Olivia DeHavilland. Dave Elman could almost pass for Jean Hersholt. Buddy Clark looks like Robert Montgomery and Horace Heidt resembles Bob Hope.

"Julius Caesar," second of three Shakespearean plays to be presented on the "Great Plays" series, will be given Sunday, November 20. . . . "Peer Gynt," Ibsen's famous play of a man who went looking for his soul but never found it, will be presented by Orson Welles' "Mercury Theater of the Air" Nov. 20. . . . Kay Kyser, host of "Kollege of Musical Knowledge," picked Princeton, Northwestern, Pittsburgh and Colgate to win recently and selected their respective school songs to be played on the broadcast from the Hotel Pennsylvania. All four teams lost so Kyser pulled a quick switch in his script and stated he would be different and play for the losing team for a change. At the time of the broadcast it was too late to get the winners' songs.

RAY BLOCK AND THE ETON BOYS will be heard with "Pick and Pat" Monday, November 28. . . . The name of the program will be changed to "Modern Minstrels". . . . Abe Hugel, a pretzel bender, will be Fred Allen's "Person You Didn't Expect to Meet" Nov. 23. . . . Don Voorhees and his orchestra will be on the "Cavalcade of America" program when it begins a renewed run Dec. 5. . . . Elizabeth Newberger, singer on "Johnny Presents," returned to the show this week following a two-week honeymoon trip to Chicago. Her husband is Al Rinker, producer of the "Saturday Night Swing Session". . . . William Powell, according to a new contract with MGM, will give up radio appearance except in rare occurrences.

Alliance Between U. S. And Great Britain Is Subject of Discussion

Arguments for and against an alliance between the United States and Great Britain will be presented during the annual National University Extension debate, to be broadcast over NBC, including WCKY, on Friday, November 18, at 3:00 p.m. (E.S.T.).

The subject, "Resolved: The United States should establish an alliance with Great Britain," is recommended by the National University Extension Association for use by student debaters.

The affirmative will be taken by Dr. Pennington Haile, assistant director of the League of Nations Association, and Clyde Eagleton, professor of political science at New York University. Quincy Howe, editor and author, and John T. Flynn, president of the Board of Higher Education in New York, will oppose them.

Professor Lyman Bryson, of Teachers College, Columbia University, will act as chairman.

Rear Admiral Byrd Heard On WKRC

When Rear Admiral Richard E. Byrd comes to Cincinnati, Monday, November 21, to appear at John G. Kidd and Son, Inc., in connection with the sale of his new book, "Alone," direction of Fabien Sevitzyk over WKRC in a quarter-hour interview at 11:15 a. m. (E.S.T.).

Marsha Wheeler, WKRC woman commentator, will query Byrd about his stay in the Antarctic region, which is the locale for his latest literary work.

Noted Composer Joins "Nation's Station" Staff

Milton Rosen, who attained nationwide attention when his "Fantasia Americana" was played by the Boston Symphony Orchestra several years ago, has rejoined the musical staff of WLW, after a year's absence on the West Coast.

Mr. Rosen left the Nation's Station in August, 1937, to devote his full time to writing music. While away he composed a "First Symphony," which will be given its premiere performance at the 1939 New York World's Fair, and wrote an "Encyclopedia of Orchestra and Band Instruments," now being published.

Vladimir Bakaleinikoff, former assistant conductor of the Cincinnati Symphony, induced Mr. Rosen to go to California, where they collaborated on symphonic transcriptions of the "Adagio and Allegro Con Brio" of Beethoven and Mozart's "Eine Kleine Nachtmusik," also now in publication. Mr. Bakaleinikoff will conduct the "First Symphony" at the Fair next year.



Far from being just a tempest in a teapot, as certain quarters devoutly wished, that Orson Welles "radio panic" has sprouted consequences that keep reaching farther and farther. Most pleasant of these is the signing of the Mercury Theater to replace Hollywood Hotel, beginning December 9. That is, it should be the most pleasant. There's no question that Welles rates a sponsor, or that his Mercury Theater is better than the lavish vacuity of Hollywood Hotel. The question is whether the sponsor will give him a free hand. No doubt it'll be announced that he has complete freedom. But the same thing was said about Boake Carter, you remember. If the "Mercury Theater of the Air" is to continue being what it is, agency "experts" will have to stand aside for an artist. By the way, what's to become of the Sunday 8:00 p. m. spot on CBS after Welles vacates? It deserves something more than another variety show.

There are times when recordings serve a really useful purpose. One of these is WSAI's "instantaneous" recording of the University of Chicago Round Table. Commercial keep the "live" network version off the local's schedule. So the recording lets listeners hear something that would be missed otherwise. Half a loaf . . .

WCKY might well go and do likewise for National Vespers. Since Father Coughlin has come back to the air, the station "operating in the public interest" has dropped this outstanding religious service. A recording, scheduled at a convenient later hour, seems the logical solution.

As usual, the broadcasting of the 1938 election returns was a "yes, but" job. Not that there was any lack of reports. But it took strenuous dialing to keep abreast of the story. Many stations confused listeners by reading bulletins an hour or two old which contradicted later reports. That could have been avoided. So could the deluge of spot commercials which sent many listeners dialing elsewhere. Most surprising — or disappointing — however, were the otherwise responsible commentators who went off the deep end while interpreting the returns. Altogether, the night's work was just fairly satisfactory, far from the best that could have been done, even under the stress of speed.

Many listeners were far from pleased when Jerry Belcher's Interesting Neighbors was dropped by a sponsor in favor of another dance band. They should be gratified to find him on the air once more, WCKY, Thursday, 8:00 p. m. Though his style is a bit over-honeyed, Jerry does let his interviewers talk, in refreshing contrast with the radio rule. And his choice of interviewees makes his broadcast really interesting.

This week's nomination for a new low in dreary repetition: the WCPO commercial that begins, "Are you near a looking glass?" It might as well be a phonograph record.

With the 1938 gridiron season drawing to a close, fans who get their football by ear have heard a variety of announcers describing the deeds of wingbacks and running guards. As the seasons come and go, there's a natural turnover among football announcers. Yet to the satisfaction of those who like their football straight, the veteran Quinn Ryan is still among those present. He's seen too many games to work up a synthetic lather over any old play. Wonder of wonders, he's even cautious about calling a score an "upset." All of which makes him one of the few really competent workmen among gridiron announcers. Maybe there's something to be said for being a veteran.

Television seems to have reached the "it is" and "it ain't" stage. A few weeks ago RCA gave out an optimistic statement predicting that television would turn the well-known corner by spring. The mimeographs had scarcely stopped turning when Commander E. F. McDonald, president of Zenith, snapped that it wouldn't and can't. And on the heels of that came a release from WTMJ announcing plans for beginning visual program service. It's all quite confusing for a mere dialer.

If any proof were required, the death of "Ann" has shown that "One Man's Family" is above the daytime serial grade. For that, listeners can be grateful indeed. Still, the Dialtwister can't help suspecting that Carleton E. Morse had to take drastic means of resolving a situation that had got out of hand. Dramatic necessity can be a stern master.

Gigli, Italian Tenor, On "Evening Hour"

The great Italian tenor, Benjamino Gigli, will make his second appearance of the season on the "Sunday Evening Hour" over CBS, including WKRC, WHAS and WHIO, Sunday, November 20, at 9:00 p. m. (E.S.T.).

Discussion of World Peace On "Town Meeting of the Air"; Col. Roosevelt, Others Speak

On the eve of the departure of United States delegates to the Eighth International Conference of American States, which meets in Lima, Peru, on December 9, "America's Town Meeting of the Air" will present a discussion of "How Can American Nations Cooperate for World Peace?" on its second program of the season Thursday, November 17, over NBC, including WCKY and WLS at 9:30 p. m., (E.S.T.).

Speakers will be Colonel Theodore Roosevelt, Jr., former Governor General of the Philippines and Governor of Puerto Rico, Edward Tomlinson, noted NBC commentator and outstanding authority on Latin America, and Professor Charles Fenwick, of Bryn Mawr, an associate editor of the International Law Journal.

The Lima conference is to deliberate upon proposals, among others, to establish an American League of Nations, and an American Court of International Justice to settle differences among nations in this hemisphere and to guarantee a united front against any aggression from abroad. Professor Fenwick and Tomlinson will attend the Conference with Secretary of State Cordell Hull, Tomlinson to report its progress in a series of broadcasts over NBC.

All three of the speakers have positive convictions on the extent to which this country should take part in any such cooperative program: Colonel Roosevelt from his own wide knowledge and experience in the practice of government; Tomlinson from his intimate acquaintance with Latin American leaders and thought; Professor Fenwick as an authority on political science in international law.

"Hilltop House" Star



Lovely blonde Bess Johnson brings her gracious personality to the microphone five days a week during the "Hilltop House" serial, broadcast over CBS, including WHAS, Mondays through Fridays at 10:30 p. m. (E.S.T.).

Helen Hayes, Welles Featured on "Silver Theater" Presentation

Helen Hayes, who continues to delight Broadway audiences with her performance in "Victoria Regina," and Orson Welles, the theater's youngest genius, will appear in the concluding acts of "Stars in Their Courses" on the "Silver Theater" program over CBS, including WKRC, WHAS and WHIO Sunday, November 20, at 6 p. m. (E.S.T.).

Welles will also be heard as master of ceremonies and Mark Warnow's orchestra will provide the musical settings. The program will originate in New York. Succeeding broadcasts in the series are to come from Hollywood with Conrad Nagel as narrator-director.

McNinch, Miller Speak From N. A. B. Meeting

Frank R. McNinch, chairman of the Federal Communications Commission, and Neville Miller, president of the National Association of Broadcasters, will be heard over CBS, including WHAS and WHIO, Saturday, November 19, at 9:00 p. m. (E.S.T.).

McNinch and Miller are to speak from White Sulphur Springs, W. Va., where a district meeting of the NAB will be in session. Their addresses, however, will deal with national phases of radio, rather than local.

Hilltop Station Gets New Production Man

Merwyn Love, a native of Joplin, Missouri, has been appointed to the production staff of WKRC, Cincinnati, according to an announcement released by William A. Schudt, Jr., general manager. Love assumed his new duties Monday, November 14.

Having been associated with radio stations in Springfield, Mo., Chicago, Ill., and Cedar Rapids, Iowa, for the past six years, Love will specialize in production, dramatics and writing at the Cincinnati Columbia station.

He is a graduate of Drury College in Springfield, Mo., is thirty years of age and married.

Dresden Boys Choir Heard on WSAI

The Dresden Boys Choir, celebrated a capella group from Dresden, Germany, will be heard during a special broadcast, over WSAI, Thursday, November 17, at 4:30 p. m. (E.S.T.).

The choir, composed of 66 boys and young men between the ages of 10 and 19, will be in Cincinnati for a concert at Emery Auditorium the same day. The broadcast will consist of choral selections, together with interviews with English-speaking members of the company.

Program Director of WKRC



Here is the latest picture of Ruth Lyons, program director of WKRC, Columbia station for Cincinnati. Miss Lyons is featured on two programs, the "Woman's Hour," broadcast Mondays through Saturdays at 9:00 a. m. (E.S.T.), and "For Your Pleasure," broadcast Mondays, Wednesdays and Fridays at 5:30 p. m. (E.S.T.).

Miss Lyons first gained prominence among Cincinnati radio listeners for her excellent work during the memorable flood of 1937. Her "Woman's Hour" program is one of the most popular in the city.

National Foxhound Trial Broadcast

A broadcast of the National Foxhound Trials at Winchester, Ky., will be carried over WLW, Thursday, November 17, at 11:30 p. m. (E.S.T.).

The trials are one of the most important annual events for dog-lovers. Actual field work, including the progress of outstanding entrants, will be included in the broadcast.

Jerry Burns, special events man, will handle the description.

Between-Programs Entertainment Provided by Winget Brothers

Between-programs excitement is being provided at the WLW studios these days by Don Winget, Jr., and his brother, Byron, who have built a two foot automobile, powered by one cylinder, from which they will make sound effects recordings.

The Wingets are conducting circular test runs in spacious Studio A, daily, and have reported a speed of 41 miles per hour, which they expect to step up to 60. A theoretical 120 miles per hour is possible, they explained, but would be without sound effects value.

Called "Little Sunbeam," the racer was devised when one-cylinder outboard motors and full-sized automobile engines proved impractical for recording. During tests, the car is attached by cord to an axis in the center of the studio. A clock on the rear of the chassis cuts the engine off after a set time.

Their tiny car, the brothers said, travels a mile and a half on an ounce of gasoline. Weighing little more than six pounds, it could break a man's leg when the speed gets over 20 mph.

Benny's Comedian



Andy Devine, gravel-voiced Jack Benny comic, is a stickler for comforts of home even when he's out roughing it. He has rigged up a duck blind at his club equipped with easy chairs, a radio with headphones, a small cookstove and an ice box.

The program is broadcast Sundays at 7:00 p. m. (E.S.T.) over NBC, including WLW and WSM.

Charlie Carves a Turkey



The irresponsible comedian, Charlie Ruggles, certainly not at all repressed in this instance, is shown here illustrating his own deft lesson on "How to Carve a Turkey" for Thanksgiving Day.

Charlie is heard Wednesday nights at 9:30 o'clock (E.S.T.) on the "Star Theater" program, broadcast over CBS, including WKRC, WHAS and WHIO.

Weekly RADIO DIAL

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J. A. ROSENTHAL, Editor
Telephone—CHerry 0710-0711

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THEY HAD SOMETHING

According to the showmen, radio and the movies have much in common. What the public likes on the air, it is supposed to like on the screen, and vice versa. So it is strange that the broadcasters are not taking a tip from the recent Valentino revival.

Back in the silent days, Rudolph Valentino was a magic name for movie-goers. His pictures literally "packed them in." And during the past few months history has been repeating itself. For, revived by a smart showman, his old films have been making more money than some of the current hits.

About the time when Rudolph The Great reigned over the movies, radio also had names that were magic for listeners. To mention only a few, they included the Eveready, Atwater Kent, Collier, and Philco Hours, and the Kansas City Nighthawks. Each had a following that few present-day programs can match. They still live in the memories of those who heard them. But, unlike Valentino's pictures, no attempt has been made to revive them.

Of course there is a technical reason for this. Few of the old-time programs were recorded. The scripts as well as some of the artists are gone.

Even though they could be revived, some of the early programs would be hopelessly "dated," or bring back memories more poignant than amusing. Nevertheless, we wonder if the broadcasters might not find it profitable to analyze the top-flight programs of a dozen or fifteen years ago and see what it was that made them good.

That they were good is generally agreed. In fact, not only veteran listeners but professional critics maintain that the best of these old programs set an all-time high for radio.

They point to the Eveready Hour which—believe it or not—offered an entirely new program every week; the superb Atwater Kent recitals by distinguished artists; the charming Philco light operas with Henry M. Neely as the "Old Stager"; the absorbing Collier dramas; the mad comedy of the Nit Wits; the spontaneous frolics of the Kansas City Nighthawks.

It is significant that these programs are remembered at all. Thousands of programs have trickled down aials since their day. But it is still more significant that they achieved such outstanding excellence.

Compared with present-day appropriations, the amount spent on a big-time program a dozen years ago was small change. Studio equipment was "horse and buggy." Program technique was an unmapped wilderness. There were no filed and numbered formulas. Every program had to break its own trail, do its own pioneering.

Is that why so many of them were classics that have survived through years of dizzy change? Have straight jacket formulas and big money smothered the spark of originality? Can that spark be rekindled?

These are some of the questions the broadcasters might very well ask themselves when they analyze the programs of the Valentino era. For they had something that has kept them alive in the most ephemeral of arts.

IN RADIO'S LIMELIGHT

Canadian Cowgirl

Born and reared in Brandon, Manitoba, Canada, Helen Diller, the Canadian Cowgirl who will observe her third Thanksgiving in the United States November 24, already has become American in her ways.

Not that Helen was any different from girls of the United

States, but she knows that Thanksgiving is one of the important holidays and what it means in this country.

"What is Thanksgiving without pumpkin pie?" she asked with a twinkle in her eye as she was photographed, surrounded by pumpkins and popcorn. Miss

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THIS IS RADIO

By BILL BAILEY

Much is heard about radio production men, but little is generally known about these fellows in whose hands a program is placed.

Seldom are they given mention over the air, yet without production men—this writer likes to refer to them as directors, for such they are—radio programs would be sadly lacking in many respects.

There was a time in radio when the production man's duties were considered primarily as one. As long as his show was off the air on time, his duty was considered done. That was some years ago, however. Timing still plays an important part in producing radio shows, but there are many other factors far greater than merely watching a stop-watch.

Suppose we take the average script show. The program has been written and cast and it's ready for re-

hearsal. Long before rehearsal the production man assigned to direct the show gets a copy of the script. Usually he spends several hours going over it—building in his mind the picture to be portrayed on the air. At WLW and WSAI the production men usually take advance scripts home with them and in the quiet of their respective dens (if production men have such things) they go over the scripts.

Rehearsal is called. The cast already has been selected. There's a "first reading." That is, the cast members read their parts. Generally that first reading is just that—a reading. It gives the cast the general idea.

May we point out that every character heard on the air is created by the actors, just as they are on the stage. The actor must live his part to do a good job.

SERENADE AND STATIC

THE MAIL BOX

Dear Sir:

Just a note to thank you very much for mailing me the copy of your weekly sheet. It is as always most interesting and I am grateful for the little news it contains of Cincinnati and the doings thereabouts.

Our friend Clinton Brooks seems to have made quite a hit with the good music section and, of course, I must as always urge you to continue this fine gesture.

Good luck, indeed with the continued spread of your happy news through the DIAL.

Sincerely,

THEO. F. GANNON, *Manager,*
Houston Symphony Society.

*Thanks very much for your kind note, Mr. Gannon. I wish you success at your present position.—Ed.

Dear Sir:

Erno Rapee should be congratulated for the work he is accomplishing on the "Radio City Music Hall" program each Sunday. I have listened to his broadcasts this year and have enjoyed every one.

The abbreviated operas have been very entertaining and have served to teach members of our family more about the operatic field.

Very truly yours,

MRS. JOHN T. WIDSETH,
Washington Court House, O.

Dear Sir:

In regards to Mrs. Arthur Hemers' letter. I join you in praising our own Paul Sullivan for having broadcast while in the hospital, but I do not join you in the dig you made when

you stated that most announcers take advantage of anything that will cause them to miss a broadcast.

I think radio announcers are a very faithful group of workers and their hours are so split up that it seems to me that they get very few consecutive hours of rest. However, they have to put on a cheerful front and have all their energy at their command in delivering assigned commercials.

I am really sorry that you wrote so uncharitably, and I wonder if after thinking it over you are sorry too. If so you can mend the matter by writing to Serenade and Static.

Sincerely,

MRS. S. K.,
Covington, Ky.

Dear Sir:

How Jack Benny can continue to be good is a surprise to all of us. Every Sunday our family can always depend upon his program to be among the best for that week.

His humor and clever remarks are undoubtedly the best on the air. The only criticism I have of the program is Mary Livingstone. Her lines are funny but she doesn't seem to be able to put them across as well as the others in the cast.

Rochester seems to be getting more laughs than anyone on the broadcast. Of course the situations that arise during the program are the main things that make it funny.

Sincerely,

MR. JOHN V. DRAPER,
Cincinnati, O.

So during that first reading, every actor and actress is on the alert. As he or she reads, the character is created in the mind. After the first reading the production man who, in fact, is director, explains what he wants—how a certain actor should portray a certain role. On the stage makeup and costume, plus acting, play important parts in creating a role. On the radio it's a different story.

What is done on the stage with props, action and makeup must be accomplished in vocal inflections on the air. So the radio dramatic talent must have what commonly is referred to as "microphone technique." The director need only say, "make that character a little more dignified," or "he should be just a bit more corny" and the radio actor does a change in his delivery.

Now that the first reading is over and the cast is ready for the second reading, the show begins to shape up. The ingenue, who merely read her lines, now speaks them. The "heavy" or villain who read aloud, "aha, my proud beauty," actually sneers as he goes over his lines a second time. Perhaps the director will stop him. The "heavy" may be acting too much or possibly to little. He may place emphasis on the wrong word. All those details are worked out.

Then the studio control engineer enters the picture. He sets up the microphones in strategic points. Perhaps some of the actors will work on one microphone and others will be speaking on another.

Again the director puts his cast through the show. This time they work with "dead" microphones. That is, they go through a rehearsal in the positions they will use when the show goes on the air. Each time the script becomes more familiar—each time the actors add a little here and a little there, improving their characters.

Then comes the dress rehearsal. The production man goes into the studio control room with the engineer. He starts his stopwatch, gives the cue and the show is on. If there's a rough spot or two, he stops rehearsal (simultaneously stopping his watch), gives directions over what is known as a "talk-back," and the show continues. The "talk-back" is an amplifier with speaker on the studio wall, permitting the production man to talk through a microphone to the cast without going directly into the studio.

The dress rehearsal over—the production man may cut some lines, because of time limitations, or he may have to add a minute. In cutting or adding he must be careful not to change the plot.

Casting a dramatic show is another important phase of production that requires a keen knowledge of ability on the part of talent.

How Rikel Kent, casting director of WLW and WSAI, picks his men and women for certain roles will be explained next week in "THIS IS RADIO.—Editor's Note.



The Washington Dial

WASHINGTON—Aftermath of the recent Orson Welles' "War" broadcast brought the heads of the three great radio chains in the United States to Washington this week to confer with FCC Chairman Frank R. McNinch on use of the "flash" and "bulletin" technique in radio broadcasting.

Those conferring with McNinch were William S. Paley, President of Columbia Broadcasting System; Lenox R. Lohr, President of National Broadcasting Company, and Alfred J. McCosker, Chairman of the Board of Mutual Broadcasting System.

Result of the conference seemed to be that all agreed that use of the "flash" should be restricted to items of unusual importance or interest and that they would submit the matter to members of the various broadcast systems for consideration.

The industry representatives saw no reason to alter the present practice in broadcasting news labelled as "bulletins."

The network heads agreed the words "flash" and "bulletin" should be used with great discretion in dramatization of fictional events, with a view never to using them where they might cause general alarm. It was believed this could be accomplished without greatly weakening the value of dramatic technique as such, the announcement at the conclusion of the conference stated.

Chairman McNinch Well Pleasèd

Chairman McNinch, at conclusion of the meeting, expressed himself as well pleased with what the records showed about actual network practices and the assurances to guard against any abuses. He said he would hold similar informal discussions with other elements of the industry.

"I greatly appreciate," said McNinch, "the spirit of cooperation shown by heads of three networks and they requested that I express for them their appreciation of the informality and helpfulness of the conference."

It was pointed out that the discussion was necessarily an informal one; first, because the invitations to the meeting were issued by McNinch, and not by the Commission, and second, because neither he nor the commission as a whole is attempting to exert any censorship of program content, that being definitely denied the Commission under law.

Meanwhile the National Association of Broadcasters in its NAB Reports interpreted the recent Orson Welles broadcast as a "remarkable demonstration of radio's widespread influence" and stated "the incident brought to the surface the condition of the public mind, and caused many observers to question the efficiency of our educational system."

The Report states, "practically all sections of the press have declared that radio made an unintentional contribution to the national welfare in revealing the condition of the mass mind, and all have vigorously declared that censorship or control of program matter is not the answer to the complex social problem the broadcast evoked."

Classify Artists, Singers, and Announcers

An important precedent for radio stations is shortly to be handed down when the National Labor Relations Board decides whether artists, singers and announcers properly should be grouped together as one appropriate collective bargaining unit in St. Louis.

The NLRB has been asked by the American Federation of Radio Artists to group the three classes together. The stations declared they were willing to recognize AFRA as representatives of the announcers, actors and singers if the union displayed a majority membership in each group. They objected, however, to dealing with the union as representatives of both groups together.

Sam Jaffee, union counsel, argued that the two groups had similar problems and grievances, that their functions were interchangeable and that the A. F. of L. recognized the similarity by chartering one union for both.

On the other hand, the station's attorneys contended that the work of the two groups was entirely different. They contended also that the history of collective bargaining in the broadcasting industry ran contrary to the union's proposal; that free lance artists who performed only occasional work would control policy for full time, regular employees.

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Traveler on Air



Bertita Harding, traveler, lecturer, linguist, and musician, was snapped with Joseph Ries, director of the "Nation's School of the Air" (WLW-Mutual), 10:00 a. m. (E.S.T.), Monday through Friday, when she appeared in the "Meet the Author" series of the school of the air.

A native European, Mrs. Harding has written several outstanding biographies, including "Phantom Crown" and "Golden Fleece."

New Addition to WLW Farm Department

Wallace A. Mosier, formerly with KFRU, Columbia, Mo., joined the staff of the WLW Agricultural Department this week, it was announced by George C. Biggar, rural program supervisor.

Mr. Mosier's work will be connected with the "Top o' the Morning" program, heard over WLW daily except Sunday, from 5:45 to 6:45 a. m. (E.S.T.), as well as rural educational features and special farm pickups, Mr. Biggar said.

A native of Ringgold county, Southern Iowa, Mr. Mosier is 28 years old. Following a year's enforced leisure caused by a high school football injury, during which he became interested in Iowa farm problems, he attended the journalism school of the University of Iowa. He worked his way through the five year course as a bellman in Iowa City and Des Moines hotels.

Upon graduation he obtained jobs as newspaper reporter and advertising man, and made his debut in radio as farm editor of WSUI, Iowa City. He was with KFRU in the three-way capacity of farm editor, writer and announcer during the past two years.

His ambition, Mr. Mosier said, is "to see that radio does its duty by rural America in both service and entertainment."

More Power to

LORENZO JONES

Lorenzo, you know, is that impractical but loveable inventor, who goes through life puttering away at various schemes, much to the distress of his long-suffering wife, Belle.

Enjoy Lorenzo's adventures daily. You'll find comedy, pathos and genuine human interest in

LORENZO JONES

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PROGRAMS FOR SATURDAY, NOVEMBER 19

(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 (6:00-11:45). Includes program titles like 'Sun Up Jamboree', 'Morning Devotions', 'The Kentucky Girls', etc.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Message of Israel: Guest speaker; organ music. WJZ WLS WCKY kdkk whk wave wire wham wowo
7:30—Ricardo's Orchestra. (NBC) WCKY
8:00—Al Donahue's Orchestra. (NBC) WCKY

wmaq wdat
9:30—Doris Rhodes' Music Box. WABC
—America Dances: Orchestra from coast to coast. WEAF WCKY wtam kyw wvj wire wdat
9:45—Deep River Boys. WABC

WHIO WKRC wbbm wjr wfbm kmcb wadc wsbw wvva wsa wwl wcco kmox
11:30—George Crooks. (NBC) WCKY wire wvam wmaq wdat kyw
—Eso News. WJZ only

MIDNIGHT—Kay Kyser's Orchestra. WABC WKRC WHIO whk wfbm kmcb
—Orchestra to be announced. WEAF wgy wtam wmaq wdat kyw
—Larry Clinton's Orchestra. WJZ wire

Frequency of Stations Listed in RADIO DIAL table with columns for station call letters and their corresponding frequency numbers (e.g., WABC 1320, WCKY 1490).

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



PROGRAMS FOR SUNDAY, NOVEMBER 20



(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.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

5:00—Metropolitan Auditions of the Air. WJZ WLS WSM...
5:30—Ben Bernie and All the Lads. WABC WKRC...
6:00—The Silver Theatre with guest star; Conrad Nagel...
7:00—Jack Benny with Mary Livingstone, Kenny Baker...
7:30—The Passing Parade: John Nesbitt, with Al Garr...
8:00—Manhattan Merry-Go-Round: Pierre Le Kreeun...
8:30—Walter Winchell. WJZ WLW WENR...
8:45—The Master Builder. WJZ WLS WSM...
9:00—Sunday Evening Hour C...
9:15—American Album of Familiar Music N...
9:30—Rus Morgan's Orchestra N...
9:45—Cheerio N...
10:00—Globe Trotter...
10:15—Johnny Messner's O. N...
10:30—Earl Hines' Orchestra...
10:45—Hollywood Playhouse N...
11:00—Sunday Evening Hour C...
11:15—American Album of Familiar Music N...
11:30—Rus Morgan's Orchestra N...
11:45—Cheerio N...

PROGRAMS FOR MONDAY, NOVEMBER 21

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

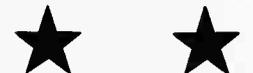
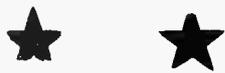


Table with columns for stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS. Rows list programs and times for Eastern Standard Time and Central Standard Time.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

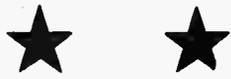
7:00-Amos 'n' Andy WEAF WLW who wgy kyt wj ksp
-To be announced. WABC wadc wwa wbt wcau wgar wgst
-Allie Jimmy Valentine, starring James Meighan. WJZ WCKY WENR wham

9:00-Hour of Charm: Dorothy Thompson, commentator, and Phil Spitalny's All-Girl Orchestra. WEAF WSM WLW kyt wtm wvj wvoo wgy wfa wmaq who wdfc wire kstp wfaa wave

whk wave wire wham
-Eddie Cantor's Caravan (CBS) WHAS wbbm wfbm wcco
10:45-Famous Musical Evenings. (CBS) wwa wcau wbbm

-Top Hatters. WEAF WLW wgy wmaq
-Joe Sudy's Orchestra. WJZ wspd whk wmaq
12:30-Al Kavelin's Orchestra. WJZ WCKY WSM wgy wmaq

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



PROGRAMS FOR TUESDAY, NOVEMBER 22



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Tuesday, November 22, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

Table of network programs for Tuesday, November 22, 1938, listing program titles, times, and station call letters (e.g., WABC, WJZ, WFLW, WWSM).

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

PROGRAMS FOR WEDNESDAY, NOVEMBER 23

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Wednesday, Nov 23, 1938. Columns include station call letters (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and program titles with time slots.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-To be announced. WABC wadc wwa wbt wgar wcau wgst
7:15-Edwin C. Hill, commentator. WFAF WSAI wfaa wco wmaq wtam wire wdfi kyw who wbp wstsp
7:30-Ralph Blane, tenor. WJZ
-The Revelers. WFAF
-Xavier Cugat's Orchestra. (NBC) WSAI WSM wave wowo
-"Ask-It-Basket," with Jim McWilliams. WABC WKRC WHAS WHIO wbbm wgar wjr wfbm wcau wcco wadc wwa

7:00-Columbia Symphony, Howard Barlow, conducting. WABC WHIO wjr wbbm wfbm wgar kmbc wcau kmox wadc wbt wsfw wwl wcco wbst wgst
7:45-Gray Gordon's Orchestra. (NBC) kdka whk wave wire wham wowo
-Xavier Cugat's Orchestra. WFAF
-Drama Time: Bert Lytel. WJZ only
8:00-One Man's Family, dramatic sketch. WFAF WLW WSM wdat wgy wj wtm who wmaq wfla wave kvoo wcol wlas wly wbp
-Gang Busters. Dramatizations, Phillips H. Lord, Producer, Colonel H. Norman Schwartzkopf, Commentator. WABC WHIO WHAS WKRC wjr wbbm wgar kmbc wcau wcco
-Roy Shields' Revue. WJZ WCKY WLS kdka whk wham wave
8:30-Paul Whiteman's Orchestra and guest stars. WABC WKRC WHIO WHAS wjr wbbm wgar wbt wgst wwl kmox wfbm kmbc wcco wht
-Tommy Dorsey, his trombone, and his orchestra, with Edythe Wright, Jack Leonard and the Three Esquires; Paul Stewart, master of ceremonies. WFAF WSM WLW wgy wtm wmaq kyw wdfi who wfla kstp wave wjr wire wfaa kmox
-Magnolia Blossoms. WJZ WCKY WLS wave wire wham
10:30-"It Can Be Done." Edgar A. Guest; Frankie Master's Orchestra. WABC WKRC WHAS WHIO wjr wcau kmox wbbm wfbm

-NBC Minstrel Show. WJZ WCKY WLS wave wire wham
11:00-Amos 'n' Andy. (NBC) WSM wmaq wdfi wire
-John B. Kennedy. WABC only
-Johnny Messner's Orchestra. WFAF wgy wtm who kyw
-Count Basie's Orchestra. (CBS) WHAS wadc wbt wbst wgst
-Esso News Reporter. WJZ only
-Frank Novak's Orchestra. (NBC) WCKY whk wave wire
11:05-Frank Novak's Orchestra. WJZ WCKY whk wave wire wham
11:10-Evening News Report. WABC only
11:15-Count Basie's Orchestra. WABC WKRC WHIO wadc wbt wgst wbbm
-Edwin C. Hill. (NBC) wmaq wdfi
11:25-News Reports. WFAF only
-Johnny Messner's Orchestra. (NBC) wgy wtm who kyw
11:30-Dick Gasparre's Orchestra. WFAF WSM WSAI wgy wtm wmaq who
-Vincent Lopez's Orchestra. WABC WKRC WHIO wjr wcau kmbc wbt wsfw
-Russ Morgan's Orchestra. WJZ WCKY WLS wave wire wham
MIDNIGHT-Benny Goodman's Orchestra. WABC WKRC WHIO wfbm wgar kmbc wcau kmox wbbm wgst
-Artie Shaw's Orchestra. WFAF wgy wtm wmaq who wdfi
-Larry Clinton's Orchestra. WJZ WCKY wham kc'a
12:30-Lights Out: Mystery Drama. WFAF WSAI WSM wgy wtm wmaq who kyw wdfi wave wfla
-Abe Lyman's Orchestra. WABC WHIO WKRC wfbm wadc
-Orchestra, to be announced. WJZ WCKY WLS whk wave wire wham

Wilbur Daniel Steele's "Luck" Presented Nov. 17 By "Columbia Workshop"

"Luck," second of the Wilbur Daniel Steele trilogy being produced by the "Columbia Workshop," will be presented by the experimental theater over CBS, including WKRC, WHAS and WHIO, Thursday, November 17 at 10:00 p.m., (E.S.T.).

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



PROGRAMS FOR THURSDAY, NOVEMBER 24



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-To be announced. WABC WHIO WHAS
7:15-Vocal Varieties. WEAFLWLW wgy wtdm
7:30-Schaefer Summer Review. Felix Knight,
7:45-Song Pictures: Pioneer Quartet; Poetry
8:00-Kate Smith Hour, with Abbott and Costello, comedians, Jack Miller's Orchestra.
8:30-To be announced. WJZ WCKY kdka
9:00-Major Bowes' Amateur Hour. WABC

9:15-Whispering Voice Choir, direction Joseph Lilley. WJZ WCKY WLS kdka
9:30-America's Town Meeting of the Air;
10:00-Music Hall: Bing Crosby, M. C.; Bob Burns, comedian; The Foursome; John Scott Trotter's Orchestra; guest artist. WEAFLWLW WSM wgy wtdm wwj wmaq wire
10:30-Americans at Work: Interview. WABC WKRC WHAS wgy wjr wbbm wcau kmox wcco wgst wwl kmbc
11:00-Evening News Report. WABC only
11:15-Del Courtney's Orchestra. WEAFLW wtdm who

Sports Announcer Has Valuable Signatures On "Series" Baseball

Rex Davis, WCKY sports announcer, now places a greater value upon a baseball which he had players autograph at the 1938 All-Star Game in Cincinnati. Following recent announcement of the "most valuable player awards."
Among the autographs are those of Ernie Lombardi and Bill Lee of the National League and Jimmie Foxx and Bill Dickey of the American League. The signatures also include that of a man who was just one of the players in the All-Star Game, but later turned out to be the manager of a world series team, Gabby Hartnett of the Chicago Cubs.

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



PROGRAMS FOR FRIDAY, NOVEMBER 25



(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

7:00-To be announced. WABC WHIO wgar wadc wcau wwa wgst wbt
7:15-Lum and Abner. WABC WKRC WHAS WHIO wbbm wjr wcau wbt wgst wgar wfbm kmox wcco
8:00-Criminal Case Histories, with Warden Lewis E. Lawes. WJZ WSM WSAI WLS kdkc wspd whk wham

10:45-Story Behind the Headlines. WEAJ kyt wgy wtm wvj wire wmaq kstp wdf
11:00-Johnny Messner's Orchestra. WEAJ wgy
11:05-Al Donahue's Orchestra. WJZ whk wave wire wham

-Russ Morgan's Orchestra. WEAJ WSAI kyt whk wave wire wham
-Chicago City Opera Company: Wagner's 'Tristan and Isolde.' WJZ WCKY whk wave wire wham

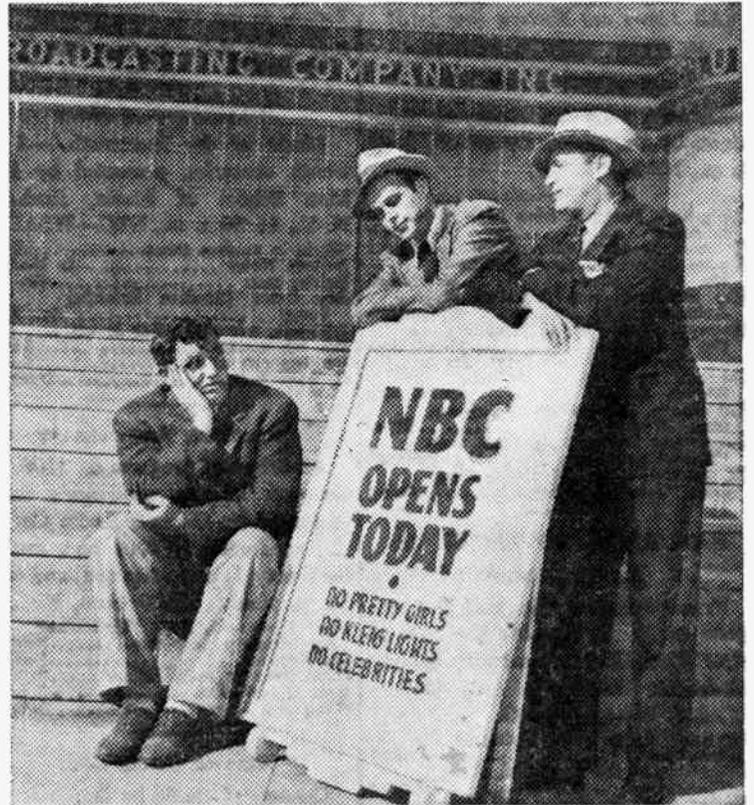
NBC OPENS NEW HOLLYWOOD RADIO CITY



Here is a view of NBC's new Hollywood studios looking south toward Sunset Boulevard and the Pacific Ocean beyond. At the left is the office building, housing program, production, publicity, artists' service, sales and other departments.



There was no fanfare—not even celebrities—when NBC opened its new Hollywood Radio City studios for broadcasting. Here an NBC guide bars entrance to (left to right) Helen Wood, Edgar Bergen and Charlie McCarthy, Barbara Jo Allen and Marion Talley.



Andy Devine, Scriptwriter Bill Morrow and Jack Benny are disconsolate as they learn that NBC's Hollywood studios were to be opened without pretty girls, Kleig lights or celebrities. The boys can hardly believe it.

Robert Benchley Show Gets Under Way Sunday, Nov. 20

Robert Benchley, who can be described as a leader in any one of a number of entertainment capacities, will head a new variety show entitled, "Melody and Madness," to be heard over CBS, including WKRC, WHAS and WHIO, Sundays, beginning November 20 at 10:00 p. m. (E.S.T.).

Of course, Benchley will be in charge of the Madness Department, and the other half of the program will be in the hands of Artie Shaw and his Orchestra, with Dick Todd, baritone.

The motion picture actor-director-writer-critic ad infinitum has just returned to New York from an extended period of motion picture work in Hollywood. Immediately upon his arrival in the metropolis, Benchley gathered his script writers and headed for Atlantic City, where he will whip into shape the first several weeks' programs.

Secret agents for the enemy have learned that although no planned pattern will be followed throughout the series, there will be featured such Benchlian nonsensities as a burlesqued travelogue, a "How to —" do such things as mind a neighbor's baby, keep a blind date, sleep in spite of the diabolical machinations of dripping spigots, and other subjects sim-

ilar to those pictured in his successful "shorts."

Contributions of a popular musical nature by personable Artie Shaw, his orchestra, and baritone Dick Todd will form the remaining portion of the variety show. Shaw, one of the newest names among orchestra leaders, first gained recognition at a "swing" concert. Born in New York, he spent his "teen" years attending local vaudeville theaters and learning tricks on the saxophone. At 14 years of age he formed his own orchestra and was heard playing one-night stands throughout the East.

A few years later Artie won a contest and a trip to Los Angeles. There he joined Irving Aaronson's band at the Cocoanut Grove and traveled with them across the continent to New York, where he became a member of the CBS house band.

His appearance as clarinetist at a "swing" concert drew such enthusiastic rounds of applause, the young musician was urged to form his own band. He has appeared at such famous rendezvous as the Onyx Club and French Casino.

During this series Shaw will feature popular tunes of the day in his typical "sweet swing" style, as well as favorite melodies that have come down through the years.

Problems of Refugees Discussed on "People's Platform" Program

The problem of refugees, political and racial, with particular emphasis on the plight of refugees from Germany, Austria and Czechoslovakia, will be discussed on Lyman Bryson's "People's Platform" over CBS, including WKRC, WHAS and WHIO, Sunday, November 20 at 7:00 p.m., (E.S.T.).

Heading the group of speakers whose remarks over the dinner table in Columbia's private dining-room will be picked up by hidden microphones is James G. McDonald, former League of Nations High Commissioner for Refugees and chairman of the President's Advisory Committee on Political Refugees.

Bryson, professor of education at Teachers' College, Columbia University, will act as informal chairman of the discussion.

Indianapolis Symphony Orchestra in CBS Series

The first of five Wednesday concerts by the Indianapolis Symphony Orchestra will be given under the direction of Fabien Sevitzky over CBS, including WKRC, November 23 at 3:00 p. m. (E.S.T.). Other dates

in the series are November 30 and December 7, 14 and 28.

Sevitzky will give a program of classic and contemporary works, including Mozart's "Marriage of Fi-

garo" Overture; the Symphony No. 9 in C major of Haydn; "Mystic Trumpeter," by Converse, and the Polka and Fugue from Weinberger's modern opera, "Schwanda."



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Week's Serious Music In Review

(All Times are Eastern Standard)
FRIDAY, NOVEMBER 18.

MUSIC APPRECIATION HOUR

Concert, with accompanying comments by Dr. Walter Damrosch, 2:00 p. m., NBC—WCKY.

Series A—Strings
Iphigenia's Farewell, from "Iphigenia in Aulis" Damrosch
Overture, from "William Tell" Rossini
Second Movement, from Symphony No. 5 in C Minor Beethoven
The Elephant, from "Carnival of Animals" Saint-Saens
Excerpts from Finale, Symphony No. 9 (Choral) Beethoven
Series B—Music Fairy Tales
Scherzo, from "A Midsummer Night's Dream" Mendelssohn
Laidronette, Empress of the Pagodas, from "Mother Goose" Ravel
Prayer and Dream Pantomime, from "Hansel und Gretel" Humperdinck
In the Hall of the Mountain King from "Peer Gynt Suite" Grieg

SATURDAY, NOVEMBER 19.

JUNIOR CONCERT

Ernest Schelling, directing first program of Young People's Concerts of New York Philharmonic Symphony Orchestra, 11:00 a. m., CBS—WKRC, WHAS, WHIO.

Overture, from "The Flying Dutchman" Wagner
Procession to the Cathedral, from "Lohengrin" Wagner
Entrance of the Guests and Fest March, from "Tannhauser" Wagner
Overture and Dance of the Apprentices, from "Die Meistersinger" Wagner
Siegfried's Rhine Journey, from "Die Gotterdammerung" Wagner

Prelude to Act III, from "Tristan und Isolde" Wagner
Ride of the Valkyries, from "Die Walkuere" Wagner

MILESTONES IN MUSIC

Music of the fourteenth and fifteenth centuries, presented by Eastman School of Music, Rochester N. Y., 11:30 a. m., NBC—WSAI.

Gloria in modum tubae Dufay
Ballade Notee de Machault
Baisies moy des Pres
Ave Color (Student Drinking Song) Ac. Ponce
Ishbruch, ich muss dich lassen Isaac
Ich sah einmal Secular
Ich ben errent Secular
O Rosa Bella Dunstable

SCHUBERT ANNIVERSARY

All-Schubert program on 110th anniversary of the composer's death, presented by German Radio Orchestra, conducted by Karl Litz, assisted by Emmy Leisner, soprano, and Willi Stech, pianist, 12:00 noon, NBC.

First Movement, from "Unfinished" Symphony in B Minor Schubert
Die Kraehe Schubert
Impromptu in A-flat Minor Schubert
Dem Unendlichen Schubert
Hungarian March Schubert

VIENNA CHOIR BOYS

Concert of music by Schubert and Haydn, presented by Vienna Choir Boys, on Alka-Seltzer Hour, 9:00 p. m., NBC.

NBC SYMPHONY ORCHESTRA
Concert of NBC Symphony Orchestra, directed by Arturo Toscanini, 10:00 p. m., NBC—WCKY.

"Manfred" Overture Schubert
Symphony in D Major No. 5, Op. 107 ("The Reformation") Mendelssohn
Love Scene, from "Romeo and Juliet" Berlioz
Two Dances, from "William Tell" Rossini

SUNDAY, NOVEMBER 20.

RADIO CITY MUSIC HALL

Tabloid version of Giuseppe Verdi's opera, "Rigoletto," 1:00 p. m., NBC—WCKY.

Rigoletto Robert Weede, baritone
Gilda Rosemarie Brancato, soprano
Duke of Mantua Jan Pearce, tenor
Sparafucile Lorenzo Alvari, basso
Conductor Erno Rapee

MAGIC KEY OF RCA

Emanuel Feuerman, distinguished Australian 'cellist, and Vina Boyv, Metropolitan Opera soprano, soloists, with orchestra, directed by Dr. Frank Black, 2:00 p. m., NBC—WLW, WLS, WSM.

NEW YORK PHILHARMONIC

John Barbirolli, directing the New York Philharmonic Symphony Orchestra, in all-Wagnerian program, 3:00 p. m., CBS—WABC, WKRC.

Overture, from "Rienzi" Wagner
Prelude and Love Death, from "Tristan und Isolde" Wagner
Venusberg Music, from "Tannhauser" Wagner
Ride of the Valkyries, from "Die Walkuere" Wagner
Prelude to Act III, Dance of the Apprentices, Entrance of Meistersingers, and Homage to Sachs, from "Die Meistersinger" Wagner

SUNDAY EVENING HOUR

Beniamino Gigli, Italian tenor, soloist with Ford Symphony Orchestra, directed by Jose Iturbi, 9:00 p. m., CBS—WKRC, WHAS, WHIO.

Overture, from "Rienzi" Wagner
a) Core 'Ngrato Cardello
b) Aria, Celeste Aida, from "Aida" Verdi
c) Quann's Femmena Vo' de Crescenzo Beniamino Gigli, tenor
Symphonic Poem, "Les Preludes" Liszt

MONDAY, NOVEMBER 21.

CHAMBER MUSIC

Program of Chamber Music presented by Curtis Institute of Music, directed by Dr. Louis Bailly, 3:00 p. m., CBS—WKRC.

"Die Forellen" Quintet, Op. 114 Schubert
La oracio del torero Turina
Trio in E-flat Major, Op. 1, No. 1 Beethoven

MONDAY, NOVEMBER 21.

CHICAGO CITY OPERA

The first act of Wagner's dramatic opera, "Lohengrin," broadcast from the stage of the Chicago City Opera Company, 9:00 p. m., NBC—WLS.

Elsa Kirsten Flagstad, soprano
Lohengrin Rene Maison, tenor
King Henry of Brabant Emanuel List, basso
Conductor Henry Weber

FAMOUS MUSICAL EVENINGS

A program of famous eighteenth century English music, entitled "An Evening at Bath," featuring the Columbia Broadcasting Symphony, di-

N. Y. Philharmonic-Symphony's Young People's Concerts Begin

"Wonder Kitchen"



Edna Hutton, WSAI home economist, is broadcasting her daily "Wonder Kitchen" over WSAI at 11:00 a. m. (E.S.T.) from the stage of the Paramount Theater in Cincinnati.

Besides the broadcast Miss Hutton conducts free classes in culinary art, featuring budget short cuts, at the theater, immediately preceding and following the air program.

directed by Howard Barlow, 10:30 p. m., CBS—WKRC.

Overture, "Shepherd's Lottery" William Boyce
No Flower That Blows Thomas Linley
I Seek Every Vale Thomas Linley, II
Allegro, from Oboe Concerto Handel
The Early Morn' Anonymous
Drink to Me Only With Thine Eyes Anonymous
Excerpts, from "The Beggar's Opera" Pepusch

VOICE OF FIRESTONE

Richard Crooks, Metropolitan Opera tenor, soloist, with orchestra, directed by Alfred Wallenstein, 8:30 p. m., NBC—WLW, WSM.

Overture, from "Tannhauser" Wagner
a) Aubade, from "Le roi d'Ys" Lalo
b) Hills of Home Fox
c) Lindy Lou Strickland
Richard Crooks, tenor
Gavotte, from "Mignon" Thomas
Turkey in the Straw, Arr. by Steiner Traditional

WEDNESDAY, NOVEMBER 23.

EVERYBODY'S MUSIC

Concert by Columbia Broadcasting Symphony, directed by Howard Barlow, 9:00 p. m., CBS—WABC, WKRC.

Symphony No. 5 in B-flat Major Schubert

THURSDAY, NOVEMBER 24.

EASTMAN SCHOOL OF MUSIC

Concert by Phi Mu Alpha Little Symphony, directed by Frederick Fennell, 8:30 p. m., NBC.

Ernest Schelling, noted pianist-composer and conductor, will direct the New York Philharmonic-Symphony Orchestra in the first program of its ninth broadcast season of Young People's Concerts over CBS, including WKRC, WHAS, and WHIO, Saturday, November 19, at 11:00 a. m. (E.S.T.).

Schelling returned to lead this series after an enforced absence in the 1937-38 season owing to an eye injury. Five Saturday concerts are scheduled, the remaining dates being December 17; January 14 and 28; February 18, and March 18.

Schelling has chosen an all-Wagner program with which to start the series. The program in detail may be found in "Week's Serious Music in Review."

Gift Announcement On Nov. 21 Edition of "David Harum"

There will be special doings on the "David Harum" program, over NBC, including WCKY, starting Monday, November 21. In addition to attempting to clear up further the cashing of a bogus check at David Harum's bank, the country philosopher will announce a special gift offer to his listeners which will help them prepare for the Christmas season.

The role of David Harum has been played by Wilmer Walter ever since the program's debut three years ago. The serial is heard at 11:00 a.m., (E.S.T.), Mondays through Fridays.

Vienna Boys Choir on National Barn Dance

The world famous Vienna Choir Boys, now on their seventh concert tour of the United States, will make a guest appearance on the "National Barn Dance" program, Saturday, November 19, at 9:00 p.m., (E.S.T.), over NBC, including WLW and WLS.

The 20-voice a capella group will sing selected choral works by Schubert and Haydn. The choir was organized in 1498 by Maximilian I, and was maintained as the royal chapel choir of the Austrian empire until after the World War.

Battle of Sexes

An unrehearsed war of wit and wisdom between two "armies" of men and women will be waged on the "Battle of Sexes" program, conducted by Frank Crumit and Julia Sanderson, Tuesday, November 22, at 9:00 p.m., (E.S.T.), over the NBC, including WLW.

Frank and Julia, as generals of the opposing armies, will ask questions of general information, with a few tricky ones thrown in.

Symphony No. 29 in A Major Mozart
Suite of Dances: Toccata, Aria, Gigue, and Minuette Scarlatti
Deep Forest Daniel
Excerpts, from "The Forest Play" Hansor

WLW Jamboree Aids Orphans

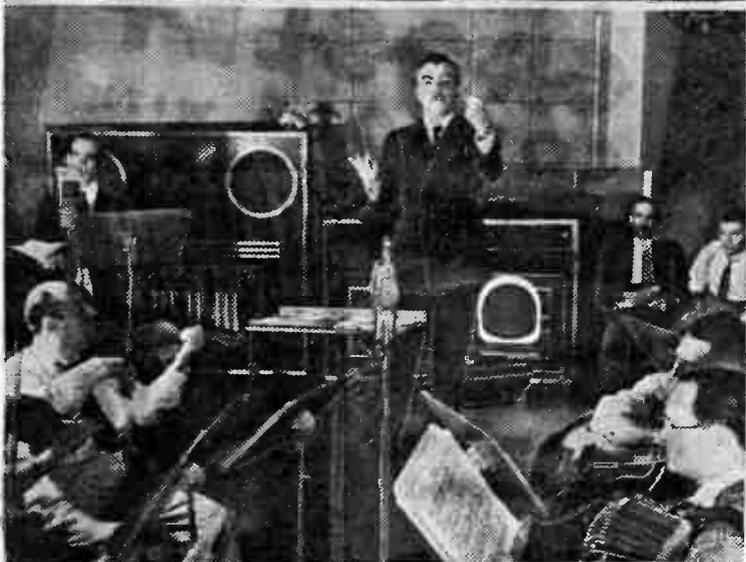


Patrons of the "Boone County Jamboree" and "Open House" broadcasts in connection with the WLW Friday night stage show in Cincinnati, were admitted recently for one pumpkin or six ears of popcorn. Nearly 100 pumpkins and two sacks of popcorn, received at the theater, were turned over to St. Joseph's Orphanage in Cincinnati.

Pictured above are some of the children with the harvest products. Below, John F. Merrifield, agricultural editor of WLW, left, looks on as George C. Biggar, "Boone County Jamboree" director, presents a pumpkin to the Rev. Charles McGurn, Orphanage chaplain and superintendent.

OUTSTANDING NUMBERS FEATURED ON TOSCANINI CONCERT

16 Years on the Air



Major Bowes' "Capitol Family" program celebrates its 16th anniversary when it is broadcast over CBS, including WHIO, WKRC and WHAS, Sunday, November 20, at 11:30 a. m. (E.S.T.).

It was on November 19, 1922, that the Capitol Theater Grand Orchestra was first heard directly from the stage.

All-Wagner Program Scheduled By Barbirolli for Philharmonic

An all-Wagner program will be given by the New York Philharmonic-Symphony Orchestra under the direction of John Barbirolli in its regular Sunday broadcast over CBS, including WKRC, WHAS and WHIO, November 20 at 3:00 p. m., (E.S.T.). Deems Taylor will be the intermission commentator.

Selections from the operas and other works of the great German composer are to include the Overture to "Rienzi"; the Venusberg music from "Tannhauser"; the Prelude and Finale from "Tristan and Isolde"; Ride of the Valkyries from "Die Walkure," the "Siegfried Idyll," and four excerpts from "Die Meistersinger"; Prelude to Act III, Dance of the Apprentices, Entrance of the Masters, and Homage to Sachs.

Frank Gallop serves as Columbia's program annotator of these broadcasts which are produced by James Fasset.

Wagner's "Lohengrin" Presented by Chicago City Opera House Nov. 21

The first act of Wagner's "Lohengrin," with Kirsten Flagstad and Rene Maison, Metropolitan Opera stars, in the leading roles, will be broadcast from the stage of the Chicago Opera House, Monday, November 21, at 9:00 p. m., (E.S.T.), over NBC, including WLS, during the Chicago City Opera Company's performance of the famous music drama.

Supporting Mme. Flagstad, as Elsa, and Maison as Lohengrin, will be Emanuel List, Metropolitan basso, as King Henry. Henry Weber will conduct. A highlight of the broadcast portion of the opera will be Mme. Flagstad's rendition of Elsa's Dream," one of the most popular soprano arias in Wagnerian opera.

Compositions of Well Known Composers To Be Played

Four musical compositions which were inspired by men famous for achievements in realms other than music will be presented by Arturo Toscanini and the NBC Symphony Orchestra during the broadcast, Saturday, November 19, at 10:00 p. m. (E.S.T.) over NBC, including WCKY.

The program lists the Overture from music which Robert Schumann wrote for Lord Byron's dramatic poem, "Manfred"; Mendelssohn's Reformation Symphony," written to celebrate the ecclesiastical reforms instituted by Martin Luther; the Love Scene from Hector Berlioz's symphony inspired by Shakespeare's "Romeo and Juliet," and two dances from Rossini's opera "William Tell," based upon Joseph Schiller's poem.

Metropolitan Soprano, Austrian Cellist Are "Magic Key" Soloists

Emanuel Feuerman, distinguished Austrian cellist, and Vina Bovy, Metropolitan Opera soprano, will headline the guest talent on "The Magic Key" program broadcast over NBC, including WLW, WSM, and WLS, at 2:00 p. m. (E.S.T.), November 20.

Others to be heard are the Songsmiths, popular vocal quartet, Clifton Fadiman, literary critic, as master of ceremonies, and the Magic Key orchestra, conducted by Dr. Frank Black.

Feuerman, who recently appeared as soloist with the NBC Symphony Orchestra, conducted by Arturo Toscanini, will use his \$30,000 Stravivarius cello during the program.

"Rigoletto" Presented "Music Hall of the Air"; Weede in Lead Role

Robert Weede, Metropolitan Opera baritone, will sing the title role in the abbreviated version of Verdi's "Rigoletto," which will be presented during the "Music Hall on the Air" broadcast Sunday, November 20, at 12:00 noon (E.S.T.), over NBC, including WCKY.

Rosemarie Brancato, soprano, and Jan Peerce, tenor, will be heard as Gilda and the Duke of Mantua, respectively. Lorentzo Alvari, basso, will sing the role of Sparafucile, and Erno Rapee will conduct as usual.



By Clinton Brooks

The Columbia Broadcasting Symphony, Howard Barlow conducting, will play Schubert's Symphony No. 5 in B-flat Major Wednesday night. The symphony orchestra of the German Rundfunk will perform his "Unfinished" Symphony No. 8 in B Minor Saturday noon, the program reaching the United States through short wave facilities. Arturo Toscanini has programmed the composer's "Manfred" Overture to open the NBC Symphony Orchestra broadcast Saturday night. The Curtis Institute of Music of Philadelphia will give the "Trout" Quintet, Op. 114 Monday afternoon.

The occasion for all this commotion is the 110th anniversary of the death of the Viennese composer. "A very little man, but a giant," was the tribute paid by Anton Holzapfel to the son of a parish schoolmaster, who was born at the Austrian capital in January, 1797, and died there in November, 1828. The modest composition which Schubert first submitted to the great Italian operatic composer, Salieri, was an opera. Had he lived to a riper age than 29, he might have flooded the music world with more operas, greater symphonies, and even a larger catalogue of songs (he wrote hundreds).

Young Franz Schubert had a musical heritage to begin with. His father played the violoncello, and his older brothers, Ignaz and Ferdinand, were both violinists. At 11, the boy passed entrance examinations to the famous "Convict" School which trained choristers for the Imperial Court Chapel. He nearly starved, with only an occasional "groschen" in his pocket to buy necessities. It was fortunate, perhaps, for he was forced to devote himself to his chosen profession in order to live. He had neither time nor money for the ordinary diversions which other boys his own age enjoyed.

Bad luck followed him. Franz lost his voice, but by eking out an existence, he was able to pass a teacher-training course to prepare for work in his father's school. He proved to be a miserable teacher. The young 18 year old instructor paid little attention to his pupils' class attendance or their recitations. What they learned mattered little to him.

Then came the famous "Erlkoenig," with music set to a poem by Goethe. The "Convict" School, lacking Schubert's enthusiasm, told him it was no good. Goethe, who was still living, refused to hear it (though he changed his mind later, and two years before his death weepingly declared it a masterpiece). Then things seemed to change. Schubert was invited to produce two operas at the Viennese "Kaerthnerthor" Theater. The first work ran for only six nights after bitter reviews from the critics. The second ran little longer, being described as "harsh, overladen, vapid, and weak."

Publishing houses refused to print his works, excusing themselves on the grounds that the accompaniments for the songs were too difficult or the composer himself was too obscure. When one concern finally did go to press with a collection of songs, Schubert was rewarded with only a few cents royalties. He continued to starve. He once wrote to a friend: "Each night when I go to sleep, I hope never again to waken, and every morning reopens the wounds of yesterday."

Finally Schubert composed an opera which his friends all assured him would be successful, "Alfonso and Estrella." The composer finally got Carl Maria von Weber, the greatest operatic writer of the period, to look at the score. Unfortunately Schubert had seen a performance of Weber's "Eury-anthe" a short time before and had written: "new operas and new puppies always should be drowned." Weber couldn't be expected to approve the young man's opera. It went its way with other manuscripts, into an old trunk.

At least Franz had a number of devoted musical friends who sang his songs and performed his chamber music on semi-public occasions. For them, Schubert wrote profusely. At last word of his ability got to the little town of Graz. A musical association there, the "Musikverein," decided to make him an honorary member, with, of course, no remuneration. The honor really wasn't much, but the composer was overjoyed. He sat down and turned out the "Unfinished" Symphony, but ended it, however, after the second movement when he decided his inspiration was exhausted.

Schubert went to the death-bed of a man whom he worshipped all his life, Ludwig von Beethoven, who was so ill that he could not speak. Schubert merely stood several hours in silent admiration at the bedside. A few days later he attended his funeral. On this occasion, when Franz was one of the pallbearers, he remarked, perhaps jokingly, perhaps prophetically, that his friends should be prepared to attend another funeral soon—his, Schubert's.

(Continued to Page 16)

News vendor Interviewed



Chester Fey, right, blind news vendor who sells *Radio Dial* near the Gibson Hotel, Cincinnati, provided one of WLW's outstanding November 8 (election night) broadcasts.

Long familiar to downtown shoppers, Mr. Fey was brought to the microphone by Announcer Jimmy Leonard to describe his memories of past elections. The sparseness of downtown celebrators, compared with other years, he attributed to radio, which he termed "a real blessing for everybody, and in a special way for people like myself."

Mr. Fey has been blind since 1914.

Armstrong-Garcia Bout, Others Broadcast on NBC Fight Series

Unless fire, famine, flood or injury prevents, the 15-round fight between Henry Armstrong and Cerefino Garcia for the welterweight championship of the world will be held Friday, November 25, and be broadcast over NBC, including WCKY and WLS, at 10:00 p. m., (E.S.T.).

The fight was to have been held and broadcast November 2, but an

injury to Armstrong resulted in a postponement. Sam Taub, veteran boxing commentator, will bring the listeners a blow by blow account, assisted by Bill Stern.

Meantime, the NBC series covering all championship battles and the matches leading up to them, booked by Madison Square Garden, will be inaugurated over WCKY and WLS at 10:00 p. m., (E.S.T.), Friday, November 18, when Fred Apostoli and Young Corbett III engage in a middleweight match at Madison Square Garden.

SAVE YOURSELF



A simple way to avoid that Christmas shopping fatigue is to set down opposite every name on your list something electrical. A lamp for sister, a radio for son, a clock for dad, a heating pad for gram.

Someone You Know Needs Something Electrical

THE CINCINNATI GAS AND ELECTRIC COMPANY

Hollywood Gossiper

Jimmy Fidler, the air reporter with the famous catch-phrase, "And I DO mean YOU," began a series of "Hollywood Gossip" programs over CBS, including WKRC and WHIO, Tuesday, November 15 at 7:15 p. m., (E.S.T.).

Fidler has been a part of the movie capital in various capacities since he left his Memphis, Tenn. home at the age of nineteen. He will report behind-the-scenes activities at the film studios, reporting human interest analytical criticisms of motion pictures items about the stars at home and in he has previewed.



JIMMY FIDLER

Question of Unemployment In Professions Is Topic For "School of Air" Talk

"Frontiers of Democracy," the "American School of the Air's" regular program devoted to pressing national problems, takes up the question of unemployment in the professions in its broadcast over CBS, including WKRC, WHAS and WHIO Monday, November 21, at 2:30 p. m., (E.S.T.).

This is the second broadcast in a three-program consideration of the national unemployment problem. The farming phase of the question has already been discussed and industrial unemployment will be probed on Monday, November 28.

IN RADIO'S LIMELIGHT

(Continued from page 4)

Diller, who is featured on the Friday night "Boone County Jamboree" and "Open House" over WLW, will be heard at 10:00 a. m. (E.S.T.) Thanksgiving Day in "Boone County Thanksgiving," at which Pa and Ma McCormick will be hosts to members of the Friday night cast.

That Raye Girl Is Back Again

Martha Raye, famous movie and radio comedienne, will warble a joyous greeting to Al Jolson, Parkyakarkus, Lud Gluskin and Announcer Tiny Ruffner when they return to Hollywood for their regular broadcast over CBS, including WKRC, WHAS and WHIO, Tuesday, November 22, at 8:30 p. m. (E.S.T.).

Martha stayed home while the others went to New York to conduct four programs.

"Sweetheart of Swing"

Martha Tilton, Benny Goodman's "sweetheart of swing," is a native of Corpus Christi, Tex. It was while she was singing with the chorus featured on Jack Oakie's program last fall, that Goodman heard her and offered her a job.

She has been singing with Benny Goodman's orchestra one year. The program is broadcast over CBS, including WKRC, WHAS and WHIO, Tuesdays at 9:30 p. m. (E.S.T.).

Hates Hollywood

Fred Allen hates Hollywood because no one there believes that he isn't interested in anything but his work.

His work is that of master of ceremonies and comedian on the "Town Hall Tonight" program, broadcast over NBC, WLW and WSM, Wednesdays at 9:00 p. m. (E.S.T.).

SYMPHONIC STRAINS

(Continued from page 15)

During those latter years, however (for he did die the following year), Schubert wrote some of his best works the Symphony No. 7 in C Major, the Mass in C-flat Major, and the famous collection of songs, "Winterreise." Then, six months before he died, the Viennese Musikverein gave a complete concert of his works—the only taste of fortune that Schubert ever had. The concert was completely successful.

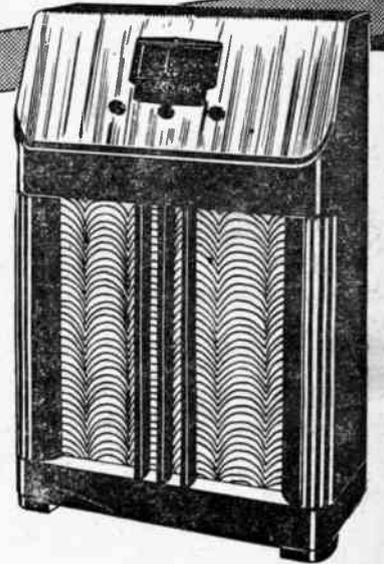
THE WASHINGTON DIAL

(Continued from page 5)

Supreme Court To Hear ASCAP Case

Last legal barrier in the way of the Supreme Court hearing the appeal of American Society of Composers, Authors and Publishers against the State of Washington was removed here when the high court denied a motion to dismiss the appeal of ASCAP, filed by Washington officials.

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