

5¢

Radio

The Midwest's Largest Radio Newspaper

Dial

WEEK ENDING
DECEMBER 23, 1938

Under Their Breath



(See page 4)

IN THIS ISSUE

GUEST STARS OF THE WEEK
(See Radio Lights, page 2)

WEEK'S SERIOUS MUSIC IN
REVIEW
(See page 14)

HITCH HIKER COMES 3,000
MILES FOR SULLIVAN'S
AUTOGRAPH
(See page 16)

BACKSTAGE WITH
"THE WOMEN"
(See page 14)

*Plays Role of
"Scrooge"*



Star at 15



*"Sun-up Jamboree"
M. C.*



RADIO LIGHTS

CONGRATULATIONS TO BILL BAILEY for being promoted to the editorship of the WLW-WSAI news rooms. James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting, made the announcement last week. Bill took over his new duties Monday, December 12.

Prior to his appointment as WLW-WSAI press relations director in 1936,



Bill Bailey

Bill served as a member of the continuity department for two years. He joined the station in 1934. Many programs for which he wrote copy were the Knothole Club, Cousin Bob and his Kinfolk, Miners' Children, and Prairie Symphony.

Bill entered broadcasting with a background of 14 years in the newspaper business. (His secret ambition is to be a city editor on a large metropolitan paper.) During these 12 years he was connected with the Denver Post; Wichita, Kansas, Eagle; Oklahoma News in Oklahoma City; Oklahoma City Times; and was editor of the Valley Morning Star, Harlington, Texas.

He is widely known to RADIO DIAL readers for his column, "This Is Radio," which appears in the DIAL weekly. Whether or not he will continue to write the column is undecided.

Here's wishing Bill lots of luck at his new post.

GUESTSTARS OF THE WEEK INCLUDE: Basil Rathbone, on Bing Crosby's "Music Hall," December 22. . . . Frances Dee and Adolphe Menjou cast in "Star Theater," December 21. . . . "Battling" Nelson, lightweight boxing champion of the world from 1910 to 1912, is Gabriel Heatter's, "We, the People" guest December 20. . . . Al Jolson entertains Freddy Bartholomew the same day. . . . John Boles and Jack Jenny, trombonist, visit Kate Smith December 15. . . . Myra Hess, world famous pianist, who appeared with the Cincinnati Symphony Orchestra in a recent concert, will be guest soloist on the "Sunday Evening Hour" concert December 18. . . . Sam "Schlepperman" Hearn will play a return engagement as guest of Fibber McGee December 20.

HERE'S SOME OLD INFORMATION that may interest radio listeners of serious music. Toscanini received \$40,000 for his ten concerts with the NBC Symphony Orchestra last January. NBC pays the Metropolitan Opera Company \$100,000 a year for the rights to broadcast the Saturday matinee performances. CBS pays the New York Philharmonic-Symphony Orchestra \$40,000 for permission to broadcast John Barbirolli's concerts on Sunday afternoons. In a questionnaire sent out by FORTUNE magazine, 39.9% of the people have heard of Toscanini. Of these, only 71% identified him correctly as a conductor of symphonic music.

The survey shows that modern music is more popular than classical music, but that many of the people like both. Therefore, it is safe to say that over half the United States enjoys symphonic music.

MANY NEW PROGRAMS AND SPECIAL BROADCASTS ARE UNDERWAY. Some are: Opening of the Santa Anita Race Track in California on December 31. . . . Fourth annual presentation of "Twelve Crowded Months," prepared by CBS. . . . Humperdinck's "Haensel and Gretel," to be broadcast on Monday, December 26. . . . President to light the first Christmas tree December 24. . . . On January 7, President Roosevelt again is the center of attraction with Jim Farley at the Jackson dinner. . . . 17 countries will salute the New York World's Fair in turn on a Sunday program, beginning January and continuing until April 23. . . . Phil Baker found a sponsor in Hawaii and will return to the ether waves January 14. . . . On December 20, not too far ahead, "Iolanthe" will be presented in a special radio version in the Gilbert and Sullivan series.

FATHER GILLIS completes his present series of addresses on the "Catholic Hour" December 25. . . . This will end the eighth year NBC has carried his talks. . . . The "Americans All—Immigrants All" program on December 18 will tell how the Scandinavians helped to build up the United States. . . . Seth Parker series has been renewed until next March. . . . Frances Langford is scheduled to join the "Star Theater" program in the very near future.

Saw Ahead



Who said the upswept coiffure was a new style? Jean Dickenson, star of the "American Album of Familiar Music", broadcast over NBC, including WCKY and WSM, Sundays at 9:30 p. m. (E.S.T.), wore her hair that way in the winter of 1937, when this picture was taken.

Has New Program



When Paul Allison, recent addition to the WLW announcers' staff, came to the Nation's Station a few weeks ago, close on his heels came requests by mail and phone that he continue "Long Remember", a program of poetry and philosophy, which he conducted at WNOX, Knoxville, 15 months prior to his coming to Cincinnati.

In response to popular demand Allison is now being heard Mondays through Fridays at 9:00 a. m. (E.S.T.), over WLW, in a quarterhour of quiet reading. A contest is being conducted among radio listeners to secure a title for the program.



Some interesting implications can be read into the shift of the "Star Theater" from 9:30 to 9:00 p. m. Wednesdays. It's pretty generally known that, in its old spot, this latest parade of Hollywood stars was making scant headway against Fred Allen. Evidently the sponsor figures it's easier to catch customers at 9 o'clock than to pry 'em loose from "sour puss" at the half. Maybe, and maybe not. Of course, no program has a monopoly of listeners' ears at any hour. The Orson Welles "radio panic" proved that. Also, the Texaco show is about the best to come out of Flicker Land in many a moon. But whether it's good enough to take the play away from Allen is something else again. To get a neutral view of the war, The Dial-twister tried dividing the 9 to 10 hour last week between the two sides. Somehow, the dial kept gravitating back to Allen.

In case you haven't noticed, that "Pocket Full of Dreams" is just about empty.

Among the "information" supplied by press agents are biographical sketches of radio people. Sometimes these are most enlightening. For instance, there's the CBS biographical sketch of Don Becker, stating that the ukulele wizard is now only 20 years old. As if that weren't startling enough to Cincinnatians who knew him in his "Lavendar Network" days, the release goes on to say that he was assistant-general manager of "a Cincinnati station" at the tender age of 14. Probably that's what started the agitation for the child labor amend amendment.

When it was started last summer, "If I Had the Chance" was built around the unrealized ambitions of celebrities. As such, it was an amusing and sometimes revealing sidelight on human nature. But these days the ambitious angle is pretty much overlooked. The half-hour has become just another celebrity-interview show. Which means it hasn't much to distinguish it from the mine-run of similar shows with which radio abounds.

Edwin C. Hill might be interested to know that his transcribed commercial plugs are hurting his "live" broadcasts. After hearing enough of the transcribed "messages," you get into the habit of ducking when the name of Hill is mentioned.

Like so many programs, the resumption of the "Cavalcade of America" is a "yes, but." Evidently the new

series is to be built around people, rather than events. That's a wise choice. The same goes for Knute Rockne as the central figure of the premiere. But the career of the famed coach might have been dramatized in far more interesting fashion. And, still more bewildering, the impersonation of his unforgettable voice bore no resemblance to "Rock." Another thing that puzzled this dialer was why, with a wealth of appropriate football songs, the orchestral prelude had to consist of "Tinpan Alley" tunes.

So John Nesbitt's "Passing Parade" halts January 8, to be replaced by a Hollywood show for the benefit of the Motion Picture Relief Fund. No doubt it's a worthy cause. But another would be a Hollywood League For the Relief of Radio Listeners; from "trained seal" applause, picture plugs, non-dramatic dramas, "guest interviews," etc., etc.

Of course, nobody has any copper-lined and double-riveted information on the subject. But it would be interesting to know just how many listeners of the decorative sex actually copy the recipes for this and that which dot the daytime air. To an impious male, the odds against getting the cupfuls and spoonfuls straight would seem to be long indeed, what with stenographic speed, the high risk of error, and no print for reference. Still, that's only a man's opinion, and therefore of no consequence in such crudite matters.

Irene Wicker's new series of Sunday morning programs is one more ironic commentary on the children's program situation. As "The Singing Lady," Miss Wicker did what was generally hailed as the finest program for children. Yet here she is on sustaining, while her former sponsor puts his money on Don Winslow. It makes you wonder about many things in this dizzy business of radio.

The Carborundum Band is being missed, along with several other veterans which haven't turned up this season.

Good taste has been so synonymous with the Firestone Hour that the overdone tenth anniversary ceremonies came as something of a shock. True, ten years of good music deserve recognition. But what with speeches, telegrams and greetings by former artists, you began to wonder if you hadn't stumbled into something out of Hollywood. The anniversary might have been celebrated much more fittingly with a musical program of exceptional caliber.

Guest Starlet



Lovely Lynne Carver will lend her promising talents to the "Good News of 1938" program, broadcast over NBC, including WLW and WSM, Thursdays at 9:00 p. m. (E.S.T.), on December 15.

She will take part in the program's presentation of Charles Dickens "The Christmas Carol". Many other stars are scheduled to participate in the sketch.

Senator Nye Heard on "Town Meeting of Air"

Senator Gerald P. Nye heads a list of three distinguished speakers who will discuss the question, "Should Our Neutrality Act Be Repealed or Revised?" during the broadcast of "America's Town Meeting of the Air" on Thursday, December 22, at 9:30 p. m. (E.S.T.), over NBC, including WCKY and WLS.

Raymond Leslie Buell, president of the Foreign Policy Association, and author of "Democratic Governments in Europe," and Josephine Schain, chairman of both the Peace Committee and of the National Committee on the Cause and Cure of War, also will take part in the three-cornered discussion.

George V. Denny, Jr., will act as moderator.

Dick Bray Reports "Sports of All Sorts"

"Sports of All Sorts," featuring Dick Bray, WSAI sportscaster, with a potpourri of information in every sport, is now being heard over WSAI, Mondays through Fridays, at 6:45 p. m. (E.S.T.).

Bray, who for the past several years has been referee for Big Ten basketball games, is again refereeing in the Western Conference, and reveals "inside dope" concerning basketball. Also a feature of "Sports of All Sorts" is a frequent interview with a sports celebrity. In addition, Bray reports on the activities of big league ball players.

"Music for Moderns" Offers Both Popular, Classical Selections

Lyn Murray plans to present varied selections by such composers as Hoagy Carmichael and Moussorgsky, besides folk music and spirituals as features of "Music for Moderns," over CBS, including WKRC, Saturday, December 17, at 1:30 p. m. (E.S.T.).

Murray has made a new arrangement of the Hoagy Carmichael popular classic, "Stardust," and scored the melody for his 27-piece orchestra and mixed chorus. Earl Rogers, new CBS tenor, will offer "Love Went A' Ridin'" as his solo, while Genevieve Rowe sings "Egern on the Tegern Sea."

Buddy Shepperd, young violinist-conductor, was so favorably received on the initial broadcast, that he will again be heard as guest artist of the afternoon. Sheppard intends playing "One Alone" as his solo. The chorus sings "Swing Low Sweet Chariot" and "The Old Ark's A'Moverin'" to round out the vocal portions of the program, while Murray's orchestral selections include "I'll See You Again."

For the chamber music spot, Moussorgsky's "Pictures In An Exhibition" will be played. The movements are titled "Promenade," "An Old Castle" and "Gossiping and Quarreling."

John Charles Thomas Guest of "Magic Key"

John Charles Thomas, American baritone of the Metropolitan Opera Company, will be the featured soloist on the "Magic Key of RCA" program Sunday, December 18, at 2:00 p. m. (E.S.T.), over NBC, including WLW, WLS and WSM.

He will sing with the Magic Key Orchestra, conducted by Dr. Frank Black.

Born in Pennsylvania, the son of a Methodist minister, Thomas began his operatic career in Brussels, where he sang at the Royal Opera House. In this country he has sung with the Philadelphia, Chicago, San Francisco and Metropolitan Opera Companies and has made extensive concert tours and has appeared in motion pictures.

Ickes, Ogburn Heard On Special Broadcast

Harold L. Ickes, Secretary of the Interior, and Professor William F. Ogburn, of the Public Affairs Committee, will be heard over CBS, including WKRC, WHAS and WHIO Monday, December 19, at 2:30 p. m. (E.S.T.), in an interview on the Report of the Subcommittee on Technology of the National Resources Committee.

This report was published last year and Professor Ogburn has just completed a pamphlet summarizing the report entitled "Machines and Tomorrow's World." Ickes is chairman of the National Resources Committee.

Ruth Brine, Columbia commentator, will conduct this interview.

Blow, Fiddle, Blow



Jack Benny, star of his own program, broadcast over NBC, including WLW and WSM, Sundays at 7:00 p. m. (E.S.T.), has devised this new violin. Instead of the strings furnishing the music, Jack blows through a tube and gives the listeners what they don't want.

Unusual Xmas Carols Broadcast from London

The third annual program of unusual English carols will be given from London through the BBC over CBS, including WKRC, WHAS and WHIO as an early Christmas season feature Sunday, December 18 at 9:00 a. m. (E.S.T.).

Leslie Woodgate is to direct the BBC Singers in this program which replaces the usual "From the Organ Loft" period for the occasion.

Noted Poet Is Guest Of "School of Air"

Archibald MacLeish, one of our most significant and influential poets, will be heard on the American School of the Air's "Lives Between the Lines" program over CBS, including WKRC, WHAS and WHIO Friday, December 16 at 2:30 p. m. (E.S.T.).

After a brief sketch of the poet's career, MacLeish will read from some of his better known works.

H. V. Kaltenborn Talks With U. S. Delegate to Lima, Peru Conference

An international interview between Lima and New York City will be broadcast over CBS at 1:30 p. m. (E.S.T.) Sunday, December 18, when H. V. Kaltenborn, CBS's news analyst, discusses the eighth International Conference of American States with a United States delegate to the meeting in Peru.

The Conference will be half concluded at the time of the broadcast so Kaltenborn and the delegate will explore the work accomplished and that which still remains to be done by delegates from the twenty-one republics.

"King of Jazz" Speaks On "People's Platform"

Paul Whiteman, dean of modern music who is heard over CBS Wednesday nights, heads a group of speakers who will discuss the question, "What should we give the public in music?" on Lyman Bryson's "People's Platform" over CBS, including WKRC, WHAS and WHIO December 18 at 7:00 p. m. (E.S.T.).

Other speakers who will discuss the question over the dinner table in Columbia's private dining room, with hidden microphones picking up their remarks, are Irving Kolodin, music critic of the *New York Sun*; John Hammond, Jr., swing expert and president of the "Hot Club," and a well-known symphony conductor. Bryson will preside as informal chairman.

Snow White and Seven Dwarfs Visit "Radio Theater"



Snow White and the Seven Dwarfs are to make a guest appearance on the "Radio Theater" program December 26, broadcast over CBS, including WKRC, WHAS and WHIO, at 9:00 p. m. (E.S.T.).

In these two pictures we find Sneezy doing his stuff before the mike, along with Snow White herself and Dopey.



Weekly RADIO DIAL

Entered as second-class matter July 29, 1931, at the post-office at Cincinnati, Ohio under the Act of March 3, 1879.

Published every Friday by the Radio Dial Publishing Co.
22 East 12th St., Cincinnati, Ohio

Six Months for \$1.00.

Single Copies 5 cents

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

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

Vol. VIII. WEEK ENDING DECEMBER 23, 1938. No. 32

THE LARGER QUESTION

News dispatches from Washington make it increasingly clear that the Federal Communications Commission investigation of network broadcasting is preoccupied with the question of monopoly.

This is to be expected. Ferreting out monopoly was the announced purpose of the inquiry. Moreover, this is desirable. So long as American broadcasting is based on the theory of competition, no one part should be allowed to dominate the whole.

At the same time, it is more unfortunate that the Commission's preoccupation with this "shalt not" obscures an essential "shall." For the chief question about network broadcasting, which has not been answered or even raised officially, is what place the chains ought to occupy in radio's scheme of things.

That was brought to mind again last week by the address of NBC's president, Lenox R. Lohr, before the Federal Council of Churches.

Mr. Lohr emphasized the public service NBC performs by broadcasting the sermons of outstanding clergymen, representing all faiths. From the networks' standpoint, this is a justified claim. But whether listeners receive the broadcasts is something else again. Here in Cincinnati, for instance, there are three NBC outlets. Yet few of the Federal Council's programs are heard locally.

The same curious situation holds for all sustaining features. The networks originate a large number of them, whose value is unquestioned. But whether they reach listeners in any particular area depends on the managers of network outlets.

As regards commercial programs, the situation is still more confused. Sometimes an entire network is sold as a unit. Sometimes the sponsor may choose which stations shall carry his show. Again, the outlets themselves may accept or reject the network commercial.

In other words, the mere fact that a station is affiliated with a network is no assurance that its listeners can hear a given network program, sustaining or commercial.

This is not to say that network programs are invariably superior to locals, and therefore should take precedence. The point is that a nation-wide network does not assure nation-wide service, because there is no clear-cut plan that takes the interests of the listeners into account.

This seems a far larger and more fundamental question than the monopoly-hunt with which the F. C. C. is preoccupied.

The only "public interest, convenience and necessity" justification of a nation-wide network is supplying nation-wide reception of programs having national interest. The ideal arrangement would be one assuring every listener a choice of national or local programs at any hour. Obviously, the present setup falls far short of this, even though more than half the country's stations are affiliated with one network or another.

Perhaps the ideal cannot be achieved. But certainly it is high time that the F. C. C. decided on the specific part the networks shall play in serving the public. Otherwise, the present investigation may prove to be the labors of the mountain that brought forth only a mouse.

IN RADIO'S LIMELIGHT

Under Their Breath

You can't see the cake for the candles because there are so many of them, 122. John Barbirolli, 39, conductor of the New York Philharmonic-Symphony Orchestra whose Sunday concerts are broadcast over CBS, including WKRC, WHAS and WHIO, at 3:00 p. m. (E.S.T.), and Gus Wade, 83, doorman for nearly 46 years at Carnegie Hall, where the concerts are given, combined their ages in this joint celebration of their common birthday recently.

Both are Englishmen, Wade having been a flautist in the Grenadier Guards and, during the Egyptian War, regimental bugler.

(Continued to page 16)

THIS IS RADIO

By BILL BAILEY

This is the second article on "Radio as Seen through the Eyes of a Newcomer." In the absence of Bill Bailey, author of this series who is vacationing. Ralph Rosenberg, who left the University of Michigan this year to learn the radio business, has written this week's "This is Radio." He is a member of the WLW-W'SAI press department.—Editor's Note

This is radio, indeed,—the milling about in the studio, a harpist lost in a glizandos, a clarinetist, nearby, scaling out of the world, a violist communing with his strings, announcers making faces at engineers snug behind the thick control-room window, a bit of after-the-show conversation, an occasional spasm of nonsensical footwork here and there—the sudden sign—a door closed, a deep silence settled slowly, the orchestra conductor's hand tensely raised, his head turned, his eyes guled to the control-room, the large red second-hand jerking toward the top of the clock—tick, tick,—the light on, the conductor's hand dropping commandingly down, and in an instant, out of head-filling chaos, heart-filling perfection!

And over the hills and far away, perhaps in a cousin-and-aunt-filled farm-house living room, perhaps in an auto poking over the highway with its Sunday afternoon cargo, perhaps in the painful air of some hospital sick-room, perhaps in a cloud-piercing airship zooming into the next horizon, the same plaintive melody is heard, the same melodious harmonization with strings and winds, and finally the same quiet voice: "Crosley, WLW, Cincinnati." This is radio.

And this, too, is radio,—director and banjo-player chatting together at the "pop-machine," an announcer racing down the hall to make a station-break, another loafing down studying his next commercial, an engineer poised with his hand on the mike-control, waiting for a fade-out cue, another scanning a schedule, a singer conversing in the lounge, suddenly looking up at the clock and shrieking: "Goodness, I'm on the air!"

And this, too, is radio. A fellow is sitting in the artists' lounge with his feet on the table, his hat on the back of his head, amusing himself with a little one-finger stuff on the mandolin. A studio door opens down the hall as a rehearsal breaks up. One by one

people file into the lounge for a smoke or a look at the day's fan mail. A girl begins to sing, a banjo-player, just dropped in, nonchalantly accompanies her with a few chords. A violin picks up the melody, another embellishes it, a tall fellow picks up a bass-fiddle, starts booming out big deep notes. A boy and a girl take hands, start dancing. The rest stand around, clap their hands, stamp their feet. The rhythm set, the song begins to swing, faster and faster, chorus after chorus, voice after voice joining in the harmony, instrument added to instrument in the ever-filling background.

Even as it is filled with music, however, one by one singers and players leave the lounge. The fiddler goes home to rest. A trio harmonizes down the hall to a studio and a network show, the bass-slapper lays down his instrument and goes out to eat. One at a time, or in groups, they leave the lounge for shows, rehearsals or home, until only the fellow with the mandolin is left, still with his feet on the table, still plunking away on one string, with the hat still on the back of his head. And all the time perhaps orchestra music, great and ponderous, filled the air, perhaps only a meditative organ-melody, perhaps only a single voice. This is radio.

What a potpourri of moods and sounds, what a stew of enlightenment bombards the senses as one walks down the halls past the office and studio doors. The PBX Board sparkles like a double-feature theatre marquee, up and down the corridor of offices, phone after phone rings. An office-speaker is screaming a snappy hoedown, a studio door opens and the molasses music of an organ pours out. The teletypes at the news-room window are wordy with world-wide happenings. Behind this door a voice is speaking into the night to a land where the sun is shining; behind that door are violins being heard on the slopes of the Andes. This is radio, and this is the pulse of a continent and the continent of a pulse, which can beat across mountains and plains and oceans and reach quietly into a little room, can open an ear, lift an eye, can touch a soul!

To a newcomer in radio this is the fairy-land of broadcasting, the strange new world of persons, moods, sounds and voices in the air, which were, before, only the magic, but yet remote contents of a square little box, a multi-numbered dial and a single blunt knob.

And yet even when one is allowed behind the scenes and gradually comes to know radio from the inside, the mystery of it is still as strong, the desire to absorb more still as enticing, as driving.

To know all in radio would be to know all in the world. Therein lies radio's enfolding arm, which draws into it all who come within its reach. For all men are curious, all men are searching truth with the purpose of imparting truth. And radio is the mechanical mill of worldly truth, where men may mould comfort, peace and happiness, and, in the form of sounds, impart them to the world.

SERENADE AND STATIC

THE MAIL BOX

* Below is a poem submitted to us by a 77-year-old woman.—Ed.

THOUGHTS FOR TODAY

If times are hard and you feel blue,
Think of others worrying too;
Just because trials are many,
Don't think the rest of us haven't any.

Life is made of smiles and tears,
And to us it seems one-sided,
Trouble is pretty well divided,
Mixed with joy and fears.

If we could look in every heart
We'd find each one has his part,
And those that travel fortune's road,
Sometimes carry the biggest load.

Mrs. A. L. SCHULTZ,
607 Patterson St., Marion, O.

Dear Sir:

As long as I can remember, I have had a profound respect for the opinions held by the editors of *Sporting News*. However, this confidence has been shaken by the publication of the news of the awarding of *Sporting News'* trophy for the best baseball announcer to Tom Manning. How they could do such a thing is beyond me.

Anyone who has heard "Red" Bar-

ber and Tom Manning on the same broadcast, cannot help but give the award to "Red." In my opinion, Manning's style is too perky and stereotyped. But, alas, the *Sporting News* awards have assumed the character of the All-American football teams—they are "all wet."

Just in passing, what has happened to Frank Fay? Remember how those Vallee audiences used to go into convulsions over Fay's stuff? Would you please print some information about "The Hall of Fun" with Cliff Hall. I tuned in this program the other evening by chance, and enjoyed it very much—reason: no sponsor.

Sincerely yours,
BILL ROSS,
Norwood, Ohio.

* This week's RADIO DIAL contains information about "The Hall of Fun" program. Frank Fay, according to the last reports we heard, is in New York City working as a night club performer. It has been hinted that he will return to radio. He probably will either this year or next fall.—Ed.

* Whether or not the "Contest Club" column is left out of the DIAL depends on the readers of the DIAL. If readers want the column back in the paper, write immediately.—Ed.



The Washington Dial

WASHINGTON.—Add to the many rumors afloat in Washington today the latest and most far-reaching—abolishment of the Federal Communications Commission. It is only a rumor and not to be taken too seriously, but radio observers say it is not at all impossible.

According to current reports, Thomas G. Corcoran, otherwise known as "Tommy The Cork" and favorite White House "white-haired boy," is drafting legislation to effect such a move and substitute in place of the present set-up a three-man commission, with a larger board above it in a quasi-judicial capacity.

Chairman McNinch has denied all knowledge of such a move with the remark, "I know absolutely nothing about the matter." That statement should be taken with a grain of salt, for insiders say that McNinch would like to see such a change following his constant difficulties with the present seven-man commission.

Behind all these reports and rumors lies the story of the FCC in recent months. Appointed by President Roosevelt to "clean up" the Commission, Chairman Frank McNinch has accomplished little save "purge" a number of employes, anger their Congressional friends, institute a change in the examining procedure, institute a chain broadcast investigation, which so far has been a "flop," and most important of all, insure a sweeping Congressional investigation of the FCC at the next Congress.

Senator White Urges Probe

Foremost among those who will insist on the Congressional investigation at the coming session of Congress, which convenes on January 3rd, will be Senator Wallace White (R.) of Maine, the Senate's outstanding radio expert. Senator White was one of the founders of the old Radio Commission. Returning from Maine recently, Senator White declared that an investigation was necessary in view of recent developments, but indicated he would have it directed at the radio industry as a whole, rather than at the FCC alone. There is no doubt, however, that the Commission "is in for it" when the investigation gets under way.

"I am not interested in exposing any dirty linen, if there is any dirty linen," Senator White said. "What I have in mind is an objective study of radio problems with the idea of enacting a general policy to be followed by the Commission."

The Maine Senator declared that some of the phases of radio which should be investigated include: Chain ownership and control of broadcasting stations, especially those affiliated with, although not owned by networks.

Newspaper control or interests in radio stations.

Super-power stations, which occasioned a resolution last term from the Senate expressing disapproval of any station over 50 kw.

International broadcasting problems, including the question of whether such stations should be owned privately or by the Government.

Effect of patents on the radio industry.

The touchy question of libel responsibility for radio stations in connection with political speeches and censorship problems.

The questions outlined by Senator White cover pretty much the same ground the FCC is now studying in its chain broadcasting investigation. However, it is no secret that so far the hearings have developed nothing of any value, except giving the industry a chance to relate how good it is. In fact, the hearings have become so dull that they have been moved from the elegant Labor Department auditorium to an FCC hearing room when the expected interested spectators failed to show up.

New Assistant General Counsel

In keeping with his reorganization policy, McNinch yesterday announced the appointment of William C. Koplovitz, of St. Louis, as assistant general counsel under William J. Dempsey. The announcement said that his appointment "represents a step in the plans for reorganization of the legal staff." Koplovitz was on the legal staff of the PWA from 1933 to 1937 and then on the legal staff of the Federal Power Commission, of which McNinch was former Chairman.

(Continued on page 13)

In "Big Town"



Claire Trevor is one lady who concedes the last word to her husband. Claire, who is Edward G. Robinson's leading lady in the drama "Big Town", broadcast over CBS, including WKRC, WHAS and WHIO, Tuesdays at 8:00 p. m. (E.S.T.), is married to Clark Andrews, producer of the program.

"Hilltop Station" Plans New Programs

WKRC is scheduling time for two shows which are new to radio. The first, "Your Game of Forfeits" will be comprised of two teams of six each, an emcee and a judge. Each contestant will be called upon to perform a given task and the opinion of the judge rules the scoring of points or the forfeits. Cash prizes will be awarded to the three persons scoring the most points and to the team running highest.

The second, "The Puzzle Party" will incorporate guessing games and charades and will require each contestant to give the correct answer to some question which has been either visibly or audibly demonstrated in the studio before the audience.

For example, a lamp and a clock are placed on a table, the lamp is lighted and the participant in the "party" is asked to name the tune which the lighted lamp and clock suggest. The answer is "Lamplightin' Time." As on "Your Game of Forfeits," cash prizes will be awarded to winners at "The Puzzle Party."

Merwyn Love, new member of WKRC's production staff, will produce the shows.

Eire's President On NBC

Ireland's contribution to world culture will be discussed by Dr. Douglas Hyde, president of Eire—the former Irish Free State—over NBC at 6:45 p. m. (E.S.T.) Thursday, December 22, during an international broadcast from Dublin, Ireland.

He has taken as his subject, "Irish Culture." Considered the greatest Gaelic scholar of his day, Dr. Hyde was elected President of the new state of Eire last April.

L. B. Wilson presents

Parks Johnson and Wally Butterworth

in the original sidewalk interviews
program

"VOX POP"

heard over

WCKY

149 ON YOUR DIAL

every Saturday.

9:00 to 9:30 P. M. (EST)

An NBC Red Network Show

You'll enjoy this always-different program and you'll want to help out Parks and Wally on the problems they submit to their listeners for solution.

So tune in VOX POP on WCKY
every Saturday night!

(Vox Pop is sponsored by the manufacturers
of Kentucky Club Tobacco)

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

PROGRAMS FOR SATURDAY, DECEMBER 17

(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 (6:30-11:45 AM, 12:00-1:45 PM, 2:00-4:45 PM, 5:00-5:45 PM, 6:00-7:45 PM, 8:00-11:45 PM).

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Message of Israel. WJZ WCKY kdka whk wave whm wvwo
7:30—Ricardo's Orchestra. (NBC) WCKY
8:00—Al Donahue's Orchestra. WJZ WCKY whk wave whm
8:30—Johnny Presents. WABC WKRC WHIO WHAS wcau wbbm wjr wvva

Hodek. WFAF WCKY wtm kyw wvj wire wvaf
9:45—Deep River Boys. WABC
10:00—"Your Hit Parade". (CBS) WHIO wvva wsfa wvl wcco kmox wbbm wfbm wcau
11:10—Evening News Report. WABC only

11:30—George Crook. (NBC) WCKY wire wave wham kdka
11:45—Int Spots. WJZ WCKY wire wave wham kdka

MIDNIGHT—Kay Kyser's Orchestra. WABC WKRC WHIO whk wfbm kmcb
12:30—Paul Pendarvis' Orchestra. WABC WKRC WHIO wjr whk wfbm kmcb

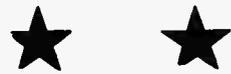
Frequency of Stations Listed in RADIO DIAL

Table listing frequency of stations: WADC .1320, WAVE .940, WBAP .800, WBBM .770, KDKA .980, KYW .1020, WABC .860, WACO .1420, WBT .1080, WCAU .1170, WCCO .810, WCKY .1490, WCOL .1210, WCPO .1200, WDAF .610, WFAF .660, WENR- .870, WFAA .800, WFBM .1230, WFLA .620, WGAR .1450, WGST .890, WGY .790, WHAM .1150, WHAS .820, WHIO .1260, WHK .1390, WHO .1000, WIRE .1400, WJR .750, WJZ .760, WKRC .770, WLW .700, WMAQ .670, WOR .710, WSAI .1330, WSBT .1360, WSFA .1410, WSM .650, WSPD .1340, WTAM .1070, WWJ .920, WWL .850, WWVA .1160

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



PROGRAMS FOR SUNDAY, DECEMBER 18



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS. Rows list programs and times from 7:30 to 11:45.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

5:00—Metropolitan Auditions of the Air. Wilfred Pelletier and his orchestra with Edward Johnson, M. C. WJZ WCKY WLS WSM wfbm wgar wbt wvva wcco
—Uncle Ezra. WFAF WSAI wmaq kyt wgy wgt wfm wma wjz who wdf wif

John Conte. WABC WKRC WHAS WHIO wfbm wjz wgar wcau wadc wsb wvva wbt wgt wwl
—Sunday Night at Seth Parker's. WJZ WLS WSAI WSM kdka whk wfm wvva wcco
—The Bandwagon. WFAF WCKY kyt wgy wgt wfm wma wjz who wdf wif

The Haenchen Concert Orchestra; Frank Munn, tenor; Jean Dickenson, soprano; Elizabeth Lennox, contralto; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Buckingham Choir. WFAF WCKY WSM kyt wgy wgt wfm wma wjz who wdf wif wma wq wvva wwt wvva wsb wcco kmbc wcau
—Walter Winchell's Column Quiz. Conducted by Ben Grauer. (NBC) WSM wbp wvva

wire wfm wgar wgt wvva wsb wcco kmbc wcau wfa wgt wfbm
—Walter Winchell's Column Quiz. Conducted by Ben Grauer. (NBC) WSM wbp wvva
—Red Norvo's Orchestra. WABC wbbm kmox wcco kmbc wcau
11:05—Johnny Messner's Orchestra. WJZ WCKY WLS wire wfm wma wjz who wdf wif wma wq wvva wwt wvva wsb wcco kmbc wcau

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

PROGRAMS FOR MONDAY, DECEMBER 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 (6:30-11:45).

Station headers: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. Includes program details for 7:00-11:45 and a large advertisement for Salvation Army on the right.

Salvation Army on Air; Discusses Work Done By Organization. A special program designed to point out the important place the Salvation Army plays in the celebration of Christmas throughout the United States...

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

PROGRAMS FOR TUESDAY, DECEMBER 20

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

Network program details including station call letters, program names, and broadcast times for NBC and CBS.

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

PROGRAMS FOR WEDNESDAY, DECEMBER 21

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Wednesday, December 21, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—County Seat. WABC WHIO wadc wvva wbt wgar wcau wgst
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk wham wire
—Amos 'n' Andy. WEAFLW wgy kyw who kstp wmag
—To be announced. (NBC) wtm wdf

—Champions of the Keyboard. (NBC) kdka wtm
7:45—Jack Marshand's Orchestra. WEAFLW
8:00—One Man's Family, dramatic sketch. WEAFLW WSM wgar wgy wj wtm who wmaq wfla wve kvoo wcol wfaa kyw wbp
—Gang Busters. Dramatizations, Phillips H. Lord, Producer. Colonel H. Norman Schwartzkopf, Commentator. WABC WHIO WHAS WKRC wjr wbbm wgar kmcb wcau wcco
—Roy Shield's Orchestra. WJZ WCKY 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 kmcb wcco wht
—Tommy Dorsey, his trombone, and his orchestra, with Edythe Wright, Jack Leonard and the Three Esquires; Paul Stewart, master of ceremonies. WEAFLW WSM WLW wgy wtm wmaq kyw wdf who wfla kstp wave wj wire wfaa

—Hobby Lobby: Interviews. WJZ WLS WSAI kdka whk wham wspd
9:00—Town Hall Tonight: Fred Allen, Portland Hoffa and Peter Van Steedoff's Orchestra. WEAFLW WSM kyw wtm wj wmaq who wdf kstp wave wfla wfaa wgy
—Now and Then—Frank Hodak's Orchestra. WJZ WCKY wave wire
—"Star Theater." John Barrymore, m. c.; Una Merkel, Charlie Ruggles, Jane Froman, Kenny Baker, Max Reinhardt and David Broekman's Orchestra. WABC WHAS WKRC WHIO wjr wgar wbbm kmcb wcau kmox wfbm
9:30—Wings for the Martins. WJZ WCKY WLS wave wire wham
10:00—Kay Kyser's College of Musical Knowledge. WEAFLW WSM wgy wtm wmaq kyw wdf who wfla kstp wave wj wire wfaa kmox
—Magnolia Blossoms. WJZ WCKY WLS wave wire wham
—"It Can Be Done." Edgar A. Guest; Frankie Master's Orchestra. WABC WKRC WHAS WHIO wjr wcau kmox wbbm wfbm
10:30—Buddy Clark Entertains. WABC WHIO WHAS wjr wgar wbbm kmcb wcau kmox wfbm

—The Public Interest in Democracy. WJZ WCKY WLS wave wire wham
11:00—Amos 'n' Andy. (NBC) WSM wmaq wdf wire
—John B. Kennedy. WABC only
—Johnny Messner's Orchestra. WEAFLW wtm who kyw
—Red Norvo's Orchestra. (CBS) WHIO wadc wbt wbsf wgst
—Esso News Reporter. WJZ only
—Eddy Brandt's Orchestra. (NBC) WCKY whk wave wire wham
11:05—Eddy Brandt's Orchestra. WJZ WCKY whk wave wire wham
11:10—Evening News Report. WABC only
11:15—Red Norvo's Orchestra. WABC WKRC WHIO wadc wbt wgst wbbm
—Edwin C. Hill. (NBC) wmaq wdf
11:25—News Reports. WEAFLW only
—Johnny Messner's Orchestra. (NBC) WCKY wtm who kyw
11:30—Dick Gasparre's Orchestra. WEAFLW WSAI wgy wtm wmaq who
—Vincent Lopez's Orchestra. WABC WKRC WHIO wjr wcau kmcb wbt wfaa
—Horace Heidt's Orchestra. WJZ WCKY WLS WSM wave wire wham
MIDNIGHT—Benny Goodman's Orchestra. WABC WKRC WHIO wfbm wgar kmcb wcau kmox wbbm wgst

—Archie Shaw's Orchestra. WEAFLW wgy wtm wmaq who wdf
—Orchestra to be announced. WJZ WCKY wham kdka
12:30—Lights Out: Mystery Drama. WEAFLW WSAI WSM wgy wtm wmaq who kyw wdf wave wfla
—Henry King's Orchestra. WABC WHIO WKRC wfbm wadc
—Don Redman's Orchestra. WJZ WCKY WLS whk wave wire wham

Refugee Program from Ellis Island

"The Refugee Looks to a New World," a timely program arranged by the Columbia network's Department of Special Events, will be broadcast on Sunday, December 18 at 1:45 p. m. (E.S.T.)
the jumps on her skis at Lake Placid. Kate Smith has established a goal for herself this winter to learn to take

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

PROGRAMS FOR THURSDAY, DECEMBER 22

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Thursday, December 22, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—County Seat. WABC WHIO wadc wvva wbt wgar wcau wgst
7:15—Vocal Varieties. WEAFLW wgy wtm wire wmaq who kstp kyw wdf
8:00—Major Bowes' Amateur Hour. WABC WKRC WHIO WHAS wjr wbbm wgar wcau kmox kmbu wgst

9:30—America's Town Meeting of the Air; Guest speakers: George V. Denny, Jr., moderator. WJZ WCKY WLS kdka whk
10:00—Music Hall: Bing Crosby, M. C.; Bob Burns, comedian; John Scott Trotter's Orchestra; guest artist. WEAFLW WSM wgy wtm wj wmaq wire

11:10—Evening News Report. WABC only
11:15—Del Courtney's Orchestra. WEAFLW wgy wtm who
11:25—United Press News Reports. WEAFLW only
11:30—Cab Calloway's Orchestra. WABC WKRC WHIO wgar kmox wadc wsb wbt wbbm wmbc wcco

Batons by the Dozen



Roy Shield, music director for NBC's central division, buys his batons by the dozen.

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

PROGRAMS FOR FRIDAY, DECEMBER 23

(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 (6:30-8:45, 9:00-11:45, 12:00-12:45, 1:00-1:45, 2:00-2:45, 3:00-3:45, 4:00-4:45, 5:00-5:45, 6:00-6:45, 7:00-7:45, 8:00-8:45, 9:00-9:45, 10:00-10:45, 11:00-11:45).

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

Table of network programs for NBC and CBS, listing program titles and the stations that carry them (e.g., WJZ, WCKY, WSM, WABC, WKRC, WFLA, WTVT, WFTS, WFTL, WFTD, WFTS).

'Scattergood Baines,' CBS script show, will celebrate its first air anniversary in February of next year. The series originally started in Hollywood but is now heard from Chicago, the home of the sponsor.

Lange Leads "Rise and Shine" Cast



Henry Lange, versatile director and piano player of WHIO's staff orchestra, is regarded as one of the greatest interpreters of popular music in this country.

Back in 1920 Henry was pianist for Paul Whiteman and appeared with Whiteman in the Ziegfeld Follies and Brighter London in London, England; also in the Palais Royale in New York.

Henry is the composer of many popular songs, the best known of these perhaps is "HOT LIPS" which he wrote on sudden inspiration in 1932.

He is with members of the WHIO staff orchestra, on the "Rise and Shine" program broadcast every week-day morning at 8:30 a. m. (E.S.T.).

St. James Choir Boys To Be Heard with Curtis Institute of Music, Dec. 19

An ensemble of mixed chorus and the St. James Choir Boys, accompanied by a string orchestra and organ, will be heard in a program of Christmas carols during the Curtis Institute of Music broadcast over CBS, including WKRC and WHIO on Monday, December 19, at 3:00 p.m. (E.S.T.).

The program is to open with the hallowed "Silent Night," followed by Bishop's "While All Things Were In Quiet Silence"; "A Babe Lies In A Manger," as arranged by Davies; Karg's "Glory Be To God On High," Gaul's arrangement of "The Little Jesu of Braga"; Dallier's "Electa ut Sol"; Olmstead's "See Amid the Winter's Snow," and "Fantasy On Old Christmas Carols," by Holst.

Also to be heard are Rubbra's "Dormi Jesu"; Bach's "Christians Rejoice"; Maryyott's "While Good St. Joseph Slept"; "An Old Carol" by Quilter; Sharpe's "Many Years Ago," and "Sleep Holy Babe," by McCollin. The concluding numbers will be Bach's "In Dulci Jubilo"; Boughton's "The Holly and the Ivy," and Candlyn's arrangement of "Masters In the Hall."

Westminster College Choir Offers Christmas Carols on NBC Program

Christmas carols of several nations will be sung by the Westminster College Choir, under the direction of Dr. John Finley Williamson, during a broadcast from the chapel of Westminster Choir College, Princeton, N. J., on Monday, December 19, at 9:30 p. m., (E.S.T.), over NBC, including WLS and WSM.

The program will open with "O Magnum Mysterium" by Da Dittoria, followed by "O Thou in Whose Presence" by Lewis and "Carol of the Bells" by Leontovich. The Choir also will offer "Hark Now O Shepherds," Lockwood's "Lullaby for Christmas," Osgood's "Christmas Bells," Kastalsky's "God Is With Us," York's "Sing We All Noel" and Dickinson's "Shepherd's Story."

THE WASHINGTON DIAL

(Continued from page 5)

S. King Funkhouser, of Roanoke, Virginia, was appointed temporary special counsel to assist Dempsey in the chain broadcasting investigation at the same time. Funkhouser has had Government experience on the old NRA.

FCC Sets Hearing on WLW License

December 15th has been set by the

Preferred Acting to School-Books

Pretty Gretchen Davidson is an Evanston, Ill., girl who couldn't wait until she got out of college to embark on her life's career. So she quit Northwestern University after the first year and got a job with a touring company of "Showboat." Stock experience with the Providence Players followed, and then she turned to radio in 1934. She has been on the air even since, having been heard over CBS in "Trouble House" and "Carol Kennedy's Romance."

Gretchen Davidson

At present she is heard in "Aunt Jenny" and "Big Sister" serials.

FCC for oral arguments on the application of Cincinnati's WLW for extension of its 500 kw. station. Commissioners T. A. M. Craven, George Henry Payne, and Norman S. Case recommended to the full Commission some time ago that the license be denied after taking testimony during lengthy hearings.

The Crosley station is requesting the full Commission to reverse that report and grant it a renewal. The Commissioners' report stated that there was no further need for the super-power station, as it had been proved that such a station was technically feasible and such power was not needed for further research. Economic effects and interference with other stations were also cited as reasons for disallowing the renewal plea.

History Of Associated Press X Reviewed On Xmas Program

The outstanding news stories of the last century will be dramatized in a special broadcast over NBC Sunday, Christmas Day, December 25; at 1:00 p. m. (E.S.T.) when the National Broadcasting Company and its associated stations salute the dedication of the new Associated Press Building in Radio City.

Annually on Christmas Day, NBC dramatizes the ten best news stories of the year as selected by editors of the Associated Press. As a special feature this Christmas, coincident with the moving of the AP to its new Rockefeller Center home, NBC will

dramatize the leading national and international events of the last century. The broadcast this year also marks the 90th anniversary of the founding of the Associated Press. Byron Price, executive news editor of the AP, will speak.

Stories to be dramatized include the founding of the Associated Press; the assassination of President Abraham Lincoln; General Custer's last stand; the sinking of the Maine; the San Francisco earthquake; the Samoan disaster and tidal wave in the 1880's; and the World War.

The ten biggest stories of 1938 as selected by AP executives will be listed during the program and the best of these will be presented in dramatic form. Those to be dramatized include the pact of Munich and the general tension in Europe; the New England hurricane, and the Corrigan flight.

The NBC program will be divided into two parts, one dealing with the AP history and the big news events covered during the association's 90 year's existence; the other portraying the big news stories of the last year.

The outstanding stories of the last century were selected after months of research by a group composed of O. S. Grambling, executive assistant to Kent Cooper, president of the Associated Press; A. A. Schechter, NBC's Director of News and Special Events; and Welbourn Kelley and James Hill, NBC script-writers.

President Heard from Jefferson Memorial

President Roosevelt will be heard over CBS Thursday December 15, from the ground-breaking exercises for the Thomas Jefferson Memorial in West Potomac Park, Washington, at 2:30 p. m. (E.S.T.).

The Chief Executive will turn the first spadefull of dirt and make a brief address to highlight the impressive ceremonies. He is to be presented by Stuart G. Gibbony, assistant chairman of the Thomas Jefferson Memorial Commission.

Bob Trout, CBS commentator, will be on hand to describe the scene and to introduce Gibbony.

Radio Dial's Special Xmas Offer!



Here's What You Get In This Special Offer:

1—A Box of 25 Assorted, Beautiful XMAS CARDS

2—26 Big, Interesting Issues of RADIO DIAL

FOR ONLY \$1.00

The publishers of RADIO DIAL are making this special Xmas offer of 6 months for \$1.00. And, ABSOLUTELY FREE, with this subscription, a box of 25 distinctive, attractive XMAS CARDS. The cards alone are worth the price of the subscription, and you get them, together with 6 months of RADIO DIAL—all for \$1.00.



AN UNUSUAL OFFER FOR ONLY \$1.00

— OR —
8 WEEKS' TRIAL OFFER FOR 25c

ACT NOW!

RADIO DIAL New Subscriber Renewal
22 East 12th Street Cincinnati, Ohio

Enclosed is \$1.00. Enter my subscription for 6 months and send me absolutely free and postpaid a box of 25 assorted Christmas cards as per your offer.

Name

Address

City State

Week's Serious Music In Review

(All Times Are Eastern Standard)
THURSDAY, DECEMBER 15

BARLOW MUSIC HOUR

Classical program by Columbia Concert Orchestra, directed by Howard Barlow, 3:30 p. m., CBS.

- Southern Roses Waltz.....Strauss
- Humoresque.....Dvorak
- Russian Sailors' Dance.....Gliere
- Madrigal.....Simonetti
- Village Dance.....Burleigh
- Overture, from "Joan of Arc".....Soderman

FRIDAY, DECEMBER 16

MUSIC APPRECIATION HOUR

Discussion of the theme and variations in Series C, and the life and works of Mozart in Series D, with musical examples, Dr. Walter Damsrosch conducting, 2:00 p. m., NBC-WCKY.

Series C

- Excerpts, from Symphony No. 5 in C Minor, Op. 67.....Beethoven
- Rustic Wedding Symphony.....Goldmark

Series D

- "Prague" Symphony, No. 38 in D Major (K. 504).....Mozart

SATURDAY, DECEMBER 17

YOUNG PEOPLE'S CONCERT

Special Christmas program for young people, by New York Philharmonic Orchestra, with Ernst Schelling conducting, assisted by Choir of Pope Pius X School of Liturgical Music, 11:00 a. m., CBS.

- Polonaise from Suite, "Night Before Christmas" (Russia).....Rimsky-Korsakoff
- Pastorale from "Christmas" Concerto (Italy).....Corelli
- Pax in terris nuntiatur and Salve, Virgo singularis from "Officium

- Pastorum" (13th century Nativity play) (France).....Gregorian
- Chanson Joyeuse de Noel (France).....Gevaert
- I Saw Three Ships (England).....Traditional
- Allegro ma non troppo from "Pastoral" Symphony No. 6 in F major, Opus 68 (Germany).....Beethoven
- Simfonia, Recitative, "And These My Shepherds," and Chorale, "Break Forth O Beauteous Heavenly Light," from "Christmas" Oratorio (Germany).....Bach
- Everybody Sing: "The First Nowell".....Traditional

METROPOLITAN OPERA

Production of Thomas' "Mignon" from stage of Metropolitan Opera House of New York, with the following cast, 1:55 p. m., NBC-WLW, WSM.

- Mignon.....Rise Stevens, contralto
- Philine.....Josephine Antoine, soprano
- Wilhelm Meister.....Richard Crooks, tenor
- Lothario.....Ezio Pinza, bass
- Laertes.....Alessio De Paolis, tenor
- Jarno.....John Gurney, bass
- Antonio.....Helen Olheim, mezzo-soprano
- Frederic.....Ruth Chanora and Corps de Ballet
- Incidental Dance.....Wilfred Pelletier
- Chorus Master.....Fausto Cleva

NBC SYMPHONY ORCHESTRA

Artur Rodzinski, guest conductor for second time, with NBC Symphony Orchestra, 10:00 p. m., NBC-WCKY.

- Overture, from "Euryanthe".....Weber
- Symphony No. 4 in G Major, Op. 88.....Dvorak
- Symphony "Mathis der Mahler".....Hindemith
- Tone Poem, "Till Eulenspiegel".....Strauss

SUNDAY, DECEMBER 18

RADIO CITY MUSIC HALL

Robert Weede, barytone, soloist

with Music Hall Symphony Orchestra, directed by Erno Rapee, 12:00 noon, NBC-WCKY, WLS.

- Overture, from "The Bartered Bride".....Smetana
- a) Aria "Il balen del suo sorriso, from "Il Trovatore".....Verdi
- b) The Two Grenadiers.....Schumann
- Robert Weede, barytone
- Air on the G String.....Bach
- Perpetuum Mobile, Arr. Schonherr.....Kreutzer
- Symphony No. 5 in E-flat Major.....Sibelius

CHAMBER MUSIC CONCERT

Walden String Quartet during Cleveland College Chamber Music concert, 10:30 a. m., NBC-Blue.

- Quartet No. 3, Op. 59.....Beethoven

SUNDAY EVENING HOUR

Myra Hess, English woman pianist, soloist with Ford Symphony Orchestra, directed by Fritz Reiner, 9:00 p. m., CBS-WKRC, WHAS, WHIO.

- Overture, from "The Beautiful Galatea".....Von Suppe
- Allegro, from Concerto in A Major.....Mozart
- Myra Hess, soloist
- Gold and Silver Waltz.....Lehar
- Ballet No. 2, from "Rosamunde".....Schubert
- Waltzes for Piano.....Brahms
- Myra Hess, soloist
- Vienna Life Waltzes.....Strauss
- O Beautiful My Country.....Hassler

MONDAY, DECEMBER 19

ROCHESTER CIVIC ORCHESTRA

Alexander Leventon, violinist, and Allison MacKown, cellist, soloist with Rochester Civic Orchestra, directed by Guy Fraser Harrison, 3:00 p. m., NBC.

- "Academic Festival" Overture, Op. 80.....Brahms
- Concerto for Violin and Cello in A Minor, Op. 102.....Brahms
- Third Movement, from Symphony No. 2 in D Major, Op. 73.....Brahms
- Hungarian Dances.....Brahms

VOICE OF FIRESTONE

Richard Crooks, soloist with symphony orchestra, directed by Alfred Wallenstein, 8:30 p. m., NBC-WLW, WSM.

- March of the Toys.....Herbert
- a) Le reve, from "Manon".....Masenet
- b) Legend of the Christ Child.....Tchaikovsky
- c) Star of Bethlehem.....Adam
- Richard Crooks, tenor
- Two Dances, from "Nutsacker Suite".....Tchaikovsky
- Slavonic Dance No. 10.....Dvorak

TUESDAY, DECEMBER 20

YULE CONCERT

Program by Columbia Concert Orchestra, "Christmas, Holy Day and Holiday," with Bernard Herrman conducting, 2:30 p. m., CBS-WKRC, WHAS, WHIO.

- "Christmas" Symphony.....Haydn
- Excerpts, from Christmas Tree Suite.....Rebikov
- Overture of Christmas Carols.....Coleridge-Taylor

GERMAN ORATORIO

The "Te Deum" Oratorio of Otto Nicolai, composer of "The Merry Wives of Windsor," broadcast from Berlin, with Berlin Radio Orchestra; choir of the Berlin State Academy of Music, conducted by Karl List; Maria Toll, soprano; Emmi Heisner, contralto; Heinz Marten, tenor; and Wilhelm Strienz, basso, as soloists; 3:00 p. m., NBC.

They Conduct Synagogue of Air



These people provide the "Synagogue of the Air" broadcast over WLW Saturdays at 9:45 a. m. (E.S.T.). Pictured above is the chorus, under the direction of Miss Leah Fred, shown at the extreme left. Inset, left, is Clarence Rosenberg, cantor soloist, and, right, Rabbi F. William Frank.

"America Sends Greetings" Program For Americans Abroad

"America Sends Greetings," a special feature patterned to carry greetings to men and women of America who, by the nature of their work, are compelled to spend Christmas and New Year's holidays outside the confines of the United States, will be heard over MBS, including WSAI, Sunday, December 18, at 8:00 p. m. (E.S.T.).

The first lady of the land, Mrs. Franklin D. Roosevelt, will conclude the one-hour broadcast with a message of cheer to all Americans. In response, the mayor of little Santa Claus, Indiana, will reply from this famous village which, each year, has its name stamped on thousands of Christmas cards mailed from there.

Among those of the official Washington family who will be heard are Secretary of War Harry H. Woodring; Acting Secretary of State Sumner Welles; Emory Land, chairman of the U. S. Maritime Commission; Rear Admiral Russell R. Woesche, commandant of the Coast Guard, and Acting Secretary of the Navy Charles Edison. Each will address a three-minute greeting to the men of his service. In return, representatives of the Army, Navy, Coast Guard, State Department and Merchant Marine will send greetings back to the nation.

Rear Admiral George Myers, commandant of the Manila Navy Base; Major General Charles D. Herron, Army commander of the District of Hawaii; Ambassador Joseph Grew at Tokio and Captain Giles Stedman, master of the S. S. Washington, four days out of New York, as well as Captain Earl Rose of the Coast Guard cutter "Ponchatrain" at sea, are among those who have been selected to send greetings back to the mainland by means of short wave.

In addition, industry and transportation also will be represented. John

Merrill, vice president of the International Telephone and Telegraph Company, will send an ethereal "Merry Christmas and Happy New Year" to all industrial employees outside the borders of the United States. A typical I. T. & T. worker will reply from Lima, Peru.

Dick Merrill, transport flier of Eastern Airlines who has hopped across the Atlantic four times, will send a radio Christmas card to American pilots the world over. A member of the China Clipper's crew will reply from San Francisco before his plane departs for the Orient.

Finds Interesting Hobbies



After one guest brought examples of his hobby of painting portraits on hard-boiled eggs to Dave Elman's "Hobby Lobby" program, the latter decided to look into the matter of eggs as hobbies. Investigation revealed a man who made landscapes of crushed and colored egg shells, and one who made egg bouquets by attaching gaily colored eggs to green stems and selling them as corsages.

Hitch Hiker



When David Gray made a bet with a number of fellow-students at the University of California at Los Angeles that he would get the autographs of five well-known people, whose names were selected from a hat, they didn't take him seriously.

But Gray meant business and one night last week he came to the WLW studios, asking to see Paul Sullivan, the last of the people whose signatures he had sought in the course of a 3000-mile hitch-hike jaunt. The WLW newscaster obliged with his autograph, and then was shown how a veteran hitch-hiker adjusts his thumb for best results.

Peter Grant, WLW chief announcer (left) stood in on the lesson given by Gray (center) to Sullivan (right).

X

INITIAL PERFORMANCE OF SYMPHONY OFFERED

Broadcast in Eleventh Year



Dr. Walter Damrosch's "Music Appreciation Hour" program is broadcast over NBC, including WCKY and WSM, Fridays at 2:00 p. m. (E.S.T.).

The maestro has been conducting the program for the past eleven years.

Rise Stevens, American Contralto, Makes Debut On Met Matinee; Crooks Heard

Richard Crooks, famous tenor, and Rise Stevens, contralto, both native-born Americans, will sing the leads in the Metropolitan Opera Company's presentation of Ambroise Thomas' "Mignon," over NBC, including WLW and WSM, Saturday, December 17, at 1:55 p. m. (E.S.T.).

Crooks, a former New York choir-boy and airmail pilot, has long been a star of opera, but Miss Stevens, young native New Yorker, made her debut only recently in the Metropolitan's production of "Rosenkavalier" in Philadelphia.

"Mignon," is the first opera to be sung in French in the current NBC series.

Richard Crooks will sing the role of Wilhelm Moister, and Miss Stevens will portray Mignon. Ezio Pinza, popular Italian bass, will be heard as Lotherio, the father of the kidnapped Mignon, whose rival in love, Philine, will be interpreted by Josephine Antoine, American soprano of Denver, Colo.

The new Metropolitan Italian lyric tenor, Alessio De Paolis, will be heard in the role of Laertes. John Gurney, bass of Jamestown, N. Y., will sing both Jarno and Antonio, and Helen Olheim, mezzo-soprano, is

cast as the youth Frederic. Milton Cross, veteran NBC announcer, will be the commentator between acts.

"Mignon," one of the most popular of French operas and noted for its fluent and brilliant musical style, was first produced in 1866. It was revived by the Metropolitan in 1927.

"Cavalcade of America" Pays Tribute to Rogers

The late Will Rogers, who epitomized American humor, will be the subject of the dramatization to be presented on the "Cavalcade of America" program over CBS, including WKRC and WHAS Monday, December 19 at 8:00 p. m. (E.S.T.).

Thomas Chalmers, opera singer and actor seen on Broadway in plays by Eugene O'Neill, will act as narrator between episodes. A group of noted radio actors is to portray incidents in the life of the beloved Rogers, who was a study in contradictions: He never posed as an actor yet he became a headliner in Ziegfeld's Follies. No one would classify him as an author—but his humorous writings were widely syndicated.

Philharmonic Plays Passacaglia on December 18

The first performance of Charles Haubiel's Passacaglia in A minor, one of two works that won the prize for shorter compositions in the American Composers Contest of the New York Philharmonic-Symphony Society last season, will be given in the regular weekly broadcast of the orchestra over CBS, including WKRC, WHAS and WHIO Sunday, December 18, at 3:00 p. m. (E.S.T.).

Hortense Monath, American pianist, will be the soloist of the afternoon playing the Beethoven Concerto No. 1 in C major, Opus 15. Deems Taylor will be the intermission commentator and Barbirolli is to conclude the concert with the Franck Symphony.

Haubiel, born in Delta, O., in 1894, studied piano with Rudolph Ganz and with the Lhevinnes. For eight years he was a member of the piano faculty of the New York Institute of Musical Art and during the last 15 years has been assistant professor of composition and theory at New York University.

James Fassett produces the Philharmonic broadcasts which are heard also throughout Canada over the CBS network and in other lands through CBS international short-wave stations W2XE and W3XAU.

Mark Sullivan, Jay Franklin Speakers on New Discussion Series

Mark Sullivan and Jay Franklin, two nationally known Washington correspondents, will present the opposing viewpoints on this country's problems in a new series, titled "The Public Interest in Democracy," which will be broadcast over NBC, including WCKY, at 10:30 p. m. (E.S.T.) Wednesdays, starting December 21.

The "conservative" viewpoint will be given by Sullivan, a foe of the Roosevelt administration and a veteran political writer, who formerly was editor of *Collier's Weekly*. The "liberal" slant will be presented by Franklin, who has favored New Deal policies in general, although he is critical of the present foreign policy.

The opening program will consist of a general analysis of what are America's major problems today. Later broadcasts will deal with these problems individually and what each feels to be the best solution.

The Voice of Experience was at one time an expert amateur boxer. He still takes daily exercises to keep in top physical condition.

Symphonic Strains

By CLINTON BROOKS

Frequent rehearing of the broadcast Saturday afternoon matinees of the Metropolitan Opera have led me to the belief that opera sometimes gains from not being seen. Difficulties which Lauritz Melchior underwent at a performance of Wagner's "Siegfried" several days ago must have been agonizing to the spectators as well as to Mr. Melchior. If anything went wrong with the splitting of the anvil during the forging of the sword Nothing last Saturday, it was not apparent to radio listeners. Nothing interfered with the spectacular vocal climax which tenor Carl Hartmann reached at the end of the forging song.

The hearing of fresh voices over the air waves also assists in a fairer judgment of the singer's talents. One's opinion is not overshadowed by too much or too little acting ability. In the case of Mr. Hartmann, it seemed the tenor has more dramatic talent in his vocal equipment than actual timbre. The quality of his voice, measured in terms of modulation, breath-intake, and a few other things, measures up to something less than Mr. Melchior's or that of other tenors whom we have heard retailing the role of Siegfried.

Little needs to be said about Kirsten Flagstad's Brunnhilde, for little can be said that is not complimentary. Whether in solo work or in duos, Mme. Flagstad's vocal vitality is incomparable, whether one considers it from the viewpoint of flexibility, volume, or color. She is never pyrotechnical, but, true to her Nordic nature, attacks every operatic problem with intelligent determination and vigor. Such qualities are the requisites of any Wagnerian singer, if only more like her would recognize it.

The piano concerto of Anis Fuleihan presented Sunday afternoon by Eugene List with the New York Philharmonic could be described as a novelty, with little more depth and meaning than most novelties. The rhythms and harmonies which the Cyprus-born composer combined in his work were, on occasion, ingenious, though not always calculated to display the beauty of the piano. Whenever there was an opportunity to highlight orchestral color, it seemed, Fuleihan had done so at the piano's expense. Needless to say, young List got through the intricacies of the score with commendable skill, especially considering the fact that he had not had the opportunity to study and perhaps improve on the mistakes of any predecessor.

An unusually satisfactory program came from the concert hall of the Cincinnati Conservatory of Music Saturday morning. Each time one hears Karin Dayas, one wonders why she has not assaulted an international public with her pianistic talents. Her work with the Tchaikovsky concerto was on a par with the best we have ever heard. Congratulatory remarks also are in order for the Conservatory Orchestra and the able direction of Alexander Von Kreisler, who not only is well versed in the art of conducting but also has considerable taste in the arrangement of programs. His recent accent of Russian music is worth the attention of radio listeners. He has consistently programmed selections which are heard all too infrequently.

Two unusual items are listed among this week's offerings—the "Mathis der Mahler" Symphony of the contemporary Paul Hindemith and the "Te Deum" oratorio of Nicolai, better known for his "Merry Wives of Windsor." The first will be performed Saturday night by the NBC Symphony Orchestra, with Artur Rodzinski on the podium; the latter comes as a relayed short wave broadcast from Berlin next Wednesday afternoon. The oratorio, lost for many years, though written in the early part of the nineteenth century, has been found again and should delight many of its hearers.

The Hindemith symphony is only a symphony in that that is the name given it by its composer. Actually, it embodies three excerpts from an opera, "Mathis der Mahler," written around the life of a sixteenth century painter, Mathias Gruenewald. It is psychological in character, mirroring the emotional responses of the composer to three famous pictures which the artist painted.

Myra Hess, heard with the Cincinnati Symphony Orchestra in concert last week, playing Beethoven's Fourth Piano Concerto, will be guest artist this week with the Ford Symphony Orchestra, Fritz Reiner directing instead of Jose Iturbi. If Miss Hess has another "forte" beside Beethoven, it is Mozart. She has chosen the Austrian's A Major Concerto for performance Sunday night. It will be her first radio performance this season. Having had the pleasure of meeting and talking with her while she was in Cincinnati last week, we are convinced that hers is not merely an artist's approach to the keyboard. Besides having exceptional technical ability, she also has a sympathetic and human appreciation for what she is playing. If she feels she

(Continued on page 16)

Backstage with "The Women"



When Jerry Burns, WSAI special events man, showed up at the Cox Theater, Cincinnati, for his "Let's Go Backstage" broadcast featuring highlights of "The Women," he was surrounded by most of the show's lovely cast of 40 — all women.

Two of the most comely representatives, neither of whom were, as they explained, "cats" in the play, are shown here with Burns. They are Arline Marshal, left, and Augusta French.

IN RADIO'S LIMELIGHT

(Continued from page 4)

Plays Role of "Scrooge"

Lionel Barrymore's annual portrayal of "Scrooge" in Charles Dickens' immortal tale, "A Christmas Carol" will be heard during the "Playhouse" program, broadcast over CBS, including WKRC, WHAS and WHIO, December 23 at 9:00 p. m. (E.S.T.).



Someone
you know
needs something
ELECTRICAL

This is the fourth year that Lionel Barrymore has enacted the role of "Scrooge".

Star at 15

Jane Warren has something to be smiling about. Although she is only 15 she is the feature soloist on Rudy Vallee's "Variety Hour", broadcast Thursdays at 8:00 p. m. (E.S.T.) over NBC, including WLW and WSM.

"Sun-up Jamboree" M. C.

Merwyn Love, newest member of WKRC's staff, is the emcee of the "Sun-Up Jamboree" aired each morning on WKRC at 6:30 a. m. (E.S.T.). The full-hour show includes popular tunes of the day with time and temperature given at five-minute intervals and weather forecasts given three times during the program.

John Reynolds gives two five-minute newscasts during the hour broadcast, the first at 6:45 and the second at 7:15.

Love came to WKRC from Station KWTO in Springfield, Mo., and in addition to his work on "Sun-Up Jamboree" is scripting two shows, soon to be scheduled on the Cincinnati Columbia station.

Ed Wolfe, producer of "Pepper Young's Family," won so much approval with his recent air presentation of "Julius Caesar" that Hollywood is becoming to him a fat directorial contract.

Kate Smith has established a goal for herself this winter to learn to take the jumps on her skis at Lake Placid.

Ida Lupino in "Silver Theater"

Ida Lupino, daughter of the famed British comedian, Stanley Lupino, but a popular movie star in her own right, will play opposite Conrad Nagel in the "Silver Theater" productions to be heard over CBS, including WKRC, WHAS and WHIO, Christmas and New Year's Day, at 6:00 p. m. (E. S. T.).



Ida Lupino

In order to get away from the possible surfeit of Christmas plays to be heard during the holidays, these two episodes of "Silver Theater" will be devoted to a presentation of David Garth's "Challenge for Three," the story of a smuggling ring.

Band Leader, Commentator, Changed on 'Swing Session'

Walter Gross takes over Leith Stevens' baton and Dan Seymour succeeds Mel Allen as commentator during the 126th session of the "Saturday Night Swing Club" which will feature Teddy Wilson, Lionel Hampton and Paul Whiteman's "Swinging Strings" in a salute to the new club members over CBS, including WKRC, WHAS and WHIO Saturday, December 17, 7:00 p. m. (E.S.T.).

This is Gross' first major baton assignment and the first change made in "Swing Club" conductors for almost two years. Stevens will in the future devote most of his time to the new program "This Is New York," on which he will be featured with a 45-piece orchestra. Consequently, he was forced to relinquish the "Swing Club" assignment.

Seymour is no stranger to swing fans who hear him every Tuesday night on the Benny Goodman program. His appearance on the "Swing Club" will be in the nature of a reunion with Gross with whom he has worked on many CBS shows. Gross has gained considerable fame in the past year for his numerous solo performances on "Swing Club," Paul Whiteman guest appearances, Andre Kostelanetz broadcasts and his own "Accent on Music" programs. Besides that, he has made many records and appeared in several short subjects.

Wilson and Hampton are two of the three members of Benny Goodman's trio. Wilson is generally regarded as one of the ace ivory-pounders of the country and, together with Art Tatum, as one of the great all-time Negro pianists. Hampton plays vibraphones on Goodman's air shows but will prove his versatility by swinging out on piano and drums as well. Paul Whiteman's "Swinging Strings" are another evidence of the amazing proficiency of the musicians in Whiteman's orchestra.

SYMPHONIC STRAINS

(Continued from page 15)

cannot appreciate the intentions of a composer in his music, she makes no effort to perform it. She is in no sense an experimentalist. Her playing is consequently an understanding and as genial as her own disposition.

Bess Johnson, star of "Hilltop House," once worked for an adver-

tising agency and part of her job was to write commercial copy for radio programs. She graduated from that into the production end of the business.

Swinging the classics is nothing new to Tin Pan Alley, Andre Kostelanetz points out. An early success of the pre-jazz era was "If You See That Girl of Mine, Send Her Home," which was right out of Beethoven's Minuet in G.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

CROSLEY

RADIOS spread

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

CHRISTMAS
CHEER

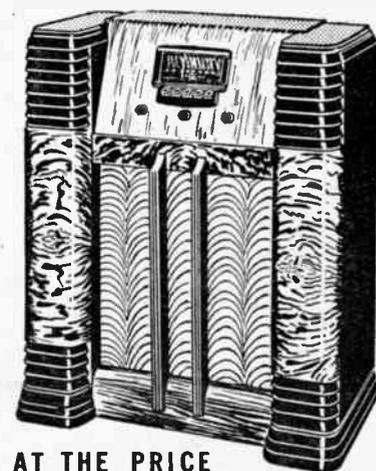
A Gift the Whole
Family Will Enjoy

throughout
the Year

Sensational Crosley Super Sextette

Here is an ideal way to express your Christmas Greetings. A brilliant, new, ultra-modern style that fits in harmoniously with any surrounding. Walnut finish molded plastic cabinet with four large push buttons for favorite stations, AC-DC superheterodyne with 6 tubes (including ballast) with beam power output. Illuminated, gold-etched vertical dial.

FOR ONLY
\$14.99



AT THE PRICE
OF A TABLE MODEL

Crosley Model 718P Console

Every member of your household will enjoy this practical gift throughout the year. A modern radio of distinguished appearance and performance. Positive action push button tuning as well as knob tuning. 7 tube superheterodyne, American and Foreign reception, Radio-Log dial and newest smartly styled, walnut veneer cabinet with inclined front. A sensational value at a remarkable price—

\$49.95

VISIT YOUR
CROSLEY
DEALER

THE CROSLEY DISTRIBUTING CORPORATION
3401 COLERAIN AVE. CINCINNATI, OHIO