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5¢

Radio Dial

WEEK ENDING FEBRUARY 18, 1938



JANETTE
"SONG STYLIST"

See Page 4

R-3/16 1938 The. Modern

RADIO LIGHTS

GUESTARS OF THE WEEK: Carl Hoff, guest conductor of "Your Hit Parade" . . . Robert Taylor will visit Jack Benny on Sunday and on Thursday Jack Benny will return the compliment when he visits Bob's "Good News of 1938" show . . . R. V. Fleming, president of the Riggs National Bank of Washington, D. C., will represent the Business Advisory Council of the Department of Commerce on the regular "Story of Industry" broadcast . . . Monsignor Michael J. Ready will be guest speaker during the second program in the Spring series of "Call to Youth" programs . . .

Joseph Bejcek, young trombonist of Cicero, Ill., guest soloist with Frank Simon's Arnco Band. . . George Mitchell, one of those distinguished gentlemen who earn their livelihood by tasting tea, will be introduced as "The Person You Didn't Expect to Meet" on Fred Allen's "Town Hall" show . . . Arthur Donovan, famous boxing referee, will discuss prize fighting and the art of refereeing when he appears as guest star on NBC Sports Scraps program . . . Dr. Walter Damrosch will conduct his own composition, "An Abraham Lincoln Song" on Dr. Frank Black's "Magic Key" this Sunday . . . Patsy Kelly to visit Al Jolson, and Joe Cook to guest for Al Pearce . . . On Friday, February 11 Margaret Anglin, Lucielle Browning, Howard Price and Barry Wood will be guests with Hanmerstein's "Music Hall" . . . Burgess Meredith will be featured on the Paul Whiteman program . . . Anna May Wong, Gail Patrick, Akim Tamiroff and Lloyd Nolan will preview "Dangerous to Know" on "Hollywood Hotel" . . . James Melton and Nadine Conner as announced in the Dial last week will head "The Song Shop" . . . On Friday, February 18, Frank Parker will headline the same show.

FOR THE BENEFIT OF OUR READERS: The complete cast of "The O'Neills is:

Mrs. Bailey Jane West
Mrs. O'Neill Kate McComb
Peggy Kayden Violet Dunn
Monte Kayden Chester Stratton
Danny O'Neill Jimmy Tansey
Eileen Turner Arline Blackburn
Eddie Collins Jimmy Donnelly
Janice Collins Janice Gilbert
Mr. Collins Santos Ortega
Morris Levy Jack Rubin
Sir Donald Rogers John Moore
Tillie GeeGee James
Grandpa Hubbell Roy Fant

A picture of Peggy Kayden (Violet Dunn) appears in this issue of Radio Dial.

IT IS OUR BELIEF that "Headline and Bylines" is one of the outstanding shows on the air. If the radio listeners want unbiased news with a sarcastic twang be sure and listen to this show. It features the best commentators in the country direct from Washington and other points of interest. Related in an interesting style and not dragged out by one monotonous voice. There are three commentators each talking about his best subject for ten minutes. Broadcast each Sunday over CBS, including WKRC and WHIO in Dayton at 10:30 p. m. (EST).

Paul Kennedy deserves much praise for his enlightening articles about the inside dope on Hollywood.

NEWS AND NOTES: Victor Young, Eddie Cantor, Connie Boswell, Bing Crosby and Pianist Ignatz Hillsberg collaborated on a special record made for President's birthday celebrations . . . Lew Parker, comedian from musical comedy, has been signed by CBS and is due for a buildup as a radio jester . . . The sponsor of the football games heard in the East during the past season is reported shopping for a fifteen minute network serial. . . . The "Vox Pop" show has been renewed for a 52-week period. . . . Bing Crosby, Hollywood's most famous turfman, will turn announcer when he assists Joe Hernandez cover the \$100,000 Santa Anita handicap for CBS turf fans on March 5 . . . The Chicago Round Table discussion will commence its eighth year beginning Sunday, February 13 . . . This is a real educational program . . . Mme. Maria Kurenko, soprano soloist on the "Contented Hour," has the distinction of having more songs dedicated to her by famous composers than any other living singer . . . Dr. Roland Hall Sharp will broadcast his views and news of South America from Buenos Aires on Monday, February 14 . . . Six husbands will oppose six wives of the Fred Smith association in a spelling bee over NBC on February 12 . . . Effective February 25, the "Hammerstein Music Hall" will be sponsored by Anacin . . . The story of the Louisiana Purchase will be dramatized by the "Cavalcade of America" on Wednesday, February 16 . . . Eddie Cantor's show will be broadcast from Philadelphia on Sunday, February 16.

New Accordionist



John Fielden, accordionist, is one of the newer additions to WKRC's musical staff. Fielden has been featured over the Mutual network and has played in one of Cincinnati's downtown restaurants with his own swing group. He is heard on "Tour through Tuneland," each Tuesday and Thursday at 6 p. m., and Sunday at 5:30 p. m., and with the Rhythm Rockers each Monday at 10 a. m.

Toscanini, Metropolitan Aired To Latin America

Due to Latin America's growing interest in radio broadcasts from the United States, two outstanding features of the NBC program service—the Saturday night concerts of the NBC Symphony orchestra under the baton of Toscanini, and the full-length Metropolitan Opera broadcasts on Saturday afternoon—are now being short-waved to Central America.

The Symphony concerts are being handled by Carlos Bovet, Spanish music commentator of W3XAL from Bound Brook, N. J. Rafael Lasso, noted American music critic, is doing the Spanish announcing on the Metropolitan Opera program.

Tennessee Ramblers Are New Addition To 'CKY

The Tennessee Ramblers, novelty band, playing everything from hillbilly to classical music, is the newest early morning show on WCKY, appearing at 7:45 a. m. (E.S.T.) daily.

The Ramblers have played over 50 radio stations and made 100 recordings. They recently left Hollywood after being featured with Gene Autry, the singing cowboy, in two of his pictures for Republic studios.

"King of Jazz" To Present Creations Of Raymond Scott

Paul Whiteman, "King of Jazz," and Raymond Scott, the gifted young composer of such hits as "Powerhouse," "Dinner Music for a Pack of Hungry Cannibals," and "The Mad Waffle-Eater," have just completed a unique musical alliance.

The distinctive Whiteman arrangements of the new Scott melodies will be presented on his Friday night broadcasts over CBS, including WKRC, WHAS and WHIO at 8:30 p. m. (E.S.T.).

Joe Glover, Paul's arranger, has been busy orchestrating such tunes as "War Dance for Wooden Indians" from Sonja Henie's latest picture, "Happy Landing."

Coon Creek Girls Have New Schedule

The Coon Creek Girls started a sponsored show over WCKY, WHIO and WBNS, Monday, February 7, at 11:00 a. m. (E.S.T.). The program will be heard each Monday, Wednesday and Friday at the same time.

Appliances, Inc., a division of Fairbanks-Morse, is sponsoring the program in connection with Conservador, an electric refrigerator. A Conservador will be given away within 30 days to the person writing the best 25-word essay on why Conservador is the most economical refrigerator.

Ho-Hum, Another Boy Prodigy



Buddy Brooks, boy prodigy, has signed a long contract to sing on the "National Barn Dance" program, broadcast Saturdays over NBC, including WLW and WLS at 9:00 p. m. (E.S.T.).

Here he vocalizes with Henry Burr, who has been singing on the program more than two years.

LINCOLN BIRTHDAY TALKS ON BOTH NETS

"Top o' the Morning"



"Now looky here, young man, you'll wear these rubbers or you don't go out," commanded Ma McCormick to her husband during the recent cold snap. Pa and Ma head the "Top o' the Morning" gang over WLW, 6:15 to 7:15 a. m. (E.S.T.), daily except Saturday.

Married more than 46 years, the McCormicks are still sweethearts "because," explained Pa, "we do what Ma says."

Senator Vandenberg; Friend of Lincoln, To Participate

Radio listeners will hear this week a variety of programs in connection with the 129th anniversary of Abraham Lincoln's birth.

On Saturday, February 12, the great emancipator's birthday, Senator Arthur H. Vandenberg of Michigan, will be heard over NBC, including WSAI, at 9:00 p. m. (E. S. T.), when he delivers the principal address at a Lincoln Day dinner of the Middlesex Club in the Hotel Statler, Boston.

On the same day, Lindsey Zollers, an associate and friend of the assassinated president, will give listeners a glimpse of Lincoln's personality in a special broadcast at 3:30 p. m. (E. S. T.), over CBS, including WKRC, WHAS and WHIO.

Zollers, now 94, will highlight the memorial program, which will originate in Lincoln, Ill., where Lincoln once practiced law and surveying. Other speakers will be Gov. Henry Horner and Judge L. B. Stringer, Lincoln historian. The Lincoln College a capella choir will also participate.

The same stations will carry another program in celebration of Lincoln's birthday at 2:00 p. m. (E. S. T.), on February 12, when Republican Party leaders will speak from various sections of the country.

On Sunday, February 13, the "On Broadway" program, broadcast over NBC, including WCKY, at 3:00 p.m. (E. S. T.), will present a play built around the incidents that would occur should Lincoln return today. A highlight of the drama is Lincoln's showing a Broadway actor how to play Mr. Lincoln properly and how to read the Gettysburg address.

Mrs. Nelson Todd, 98, of Newark, N. J., one of the few living persons who saw Lincoln assassinated, will be interviewed by "Believe-It-Or-Not" Bob Ripley on the latter's program, broadcast over NBC, including WLW, Saturday, February 12, at 8:00 p. m. (E. S. T.).

Locally, Nicholas Klein, vice-mayor of Cincinnati, will give a 15-minute talk at 9:30 p. m. (E. S. T.), Saturday, February 12, over station WKRC concerning Lincoln.

Other programs throughout the week will pay tribute to the Liberator in various forms.

A stray pup, of uncertain parentage, which wandered into the WCKY studios last week, has been adopted by the studio staff at the L. B. Wilson station. Installed as the station mascot, he now answers to the name "Wicky."

Back Where He Started



Rush Hughes who came to New York in 1933 to learn all about radio, is back—this time a famous man. He begins his own show as commentator Monday, January 31, at 4:30 p. m. (E.S.T.) over NBC, including WSAI.

Two Ohioans To Make Appearance On "Met Auditions of Air"

Two Ohioans will be guest singers on the "Metropolitan Opera Auditions of the Air" program when that program is broadcast over NBC, including WCKY and WLS, Sunday at 5:00 p. m. (E.S.T.).

John Alda Lewis, tenor whose high-spot was singing at the Governor's Mansion in Columbus, is the son of a dental specialist in Dayton. John studied at Western Reserve University, the Conservatory and the University of Michigan.

Margaret Codd, a lyric coloratura soprano whose husband is conductor of the Cleveland Philharmonic Chorus, head of the opera department of the Cleveland Institute of Music and conductor of the Singer's Club there, will be the other Ohioan on the broadcast.

Marcella Uhl, native of Louisville, Ky., and former torch singer over WHAS in that city and WLW, will be the third singer of the program. Maxine Stelman, a discovery of this program, will describe her Metropolitan debut of this season.

Mary Margaret In Action



Mary Margaret McBride, radio columnist, is seen here in four stages of her quarter-hour program: ready to greet her listeners; a quick look at the production man to see how her voice is registering; a reflective moment; and a promise to be back tomorrow with many more fascinating facts.

The broadcasts are heard Mondays through Fridays, at 12:00 noon (E.S.T.), over CBS, including WKRC, WHAS, and WHIO.

Dartmouth Winter Carnival Ski-Jumps To Be Broadcast

With leading amateur ski champions of this country and from abroad competing, two broadcasts from the Dartmouth Winter Carnival at Hanover, N. H., will be presented over CBS, including WKRC, WHAS and WHIO Saturday, February 12, from 2:45 to 3:15 and from 4:15 to 4:30 p. m. (E. S. T.). WHAS will not carry the latter broadcast.

With Mel Allen, Columbia sports announcer, at the microphone near the judges' stand at the lip of the great jump, other pickup points will be located at the top of the trestle and at the foot of the landing.

Olympic champions will assist in describing the thrills and color of the spectacle, which is the oldest and most famous of its kind in the country.

Has New Show



Arthur Godfrey, Washington, D. C., personality, is being heard over CBS, including WKRC and WHAS, Mondays and Fridays at 7:15 p. m. (E.S.T.). He has held 38 jobs and started out by being called "The Warbling Banjoist" when he made his radio debut.

Weekly RADIO DIAL

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Telephone—CHerry 0710-0711

J. A. ROSENTHAL, Editor

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IT'S A JEALOUS MASTER

Not long ago General Hugh S. Johnson's broadcasts were cut from four to two a week. At first wary listeners were inclined to suspect the smothering hand of censorship. But the former cavalryman declared the change was made because he found it impossible to do justice to radio and at the same time prepare a daily syndicated column.

This is no isolated incident. The same thing happened last spring when Boake Carter's broadcasts were cut from five to three a week because of heavy newspaper and magazine commitments. On several occasions radio comedians and singers have also turned down movie contracts and personal appearance offers for similar reasons.

These varied incidents highlight a situation that is becoming more and more of a problem for broadcasting.

Because reputation plays such an important part in getting on the air, most radio headliners are already identified with some other work when they come to the microphone. Naturally, they try to continue the other work: acting, concerts, writing, lectures.

In broadcasting's early days this doubling was both possible and necessary. Radio offered little pay, and a broadcast required scant preparation. But, as everything else, conditions have changed.

Today a radio headliner receives an ample income from his microphone work alone. More important, his microphone work demands exacting preparation.

That is particularly true of performers who write their own scripts. Even musicians and comedians who use material supplied by others find preparing for a big-time broadcast far more difficult than it was a few years ago.

In brief, radio is no longer just a lucrative sideline. It has become a career in itself, demanding the best the performer can give it, if he is to stay in the running.

The proviso is, of course, the nubbin of the matter. The slipping of several one-time headliners can be traced pretty directly to their trying to make radio incidental "gravy" for other work. It just can't be done. The microphone reveals the fact all too plainly when a performer is weary from a stiff schedule of picture-making or personal appearances.

To be sure, a solution of this problem is not simple. Since it depends on the whim of a sponsor, radio work is precarious. Accordingly, performers must keep an anchor to windward in some other field. It is significant, however, that some of them seem to have confused the anchor and the ship.

Certain entertainers could be mentioned whose reputations were made by radio. Yet they now treat radio as a mere sideline. If nothing else, this killing-the-goose is ironic.

It looks as if a complete solution will have to await the day when radio becomes fully self-sufficient. But until then General Johnson's decision seems a precedent well worth following by other air personalities. It's a wise broadcaster who does only as much radio work as he can do well.

JANETTE—SONG STYLIST

When a girl has "rhythm" in her heart, practically anything can happen, according to Janette, that slip of an auburn-haired miss who recently brought her sensational style singing to Cincinnati's Own Station, WSAI.

Janette, now demurely 20, began to study for the operatic stage at an age when most girls forsake dolls for roller skates. But somehow "rhythm" crept into the arias, and mother, over in the rooting section, began to despair.

"Don't you want to be on opera star?" she asked of daughter. "Mama, I Wanna Make Rhythm," confessed Janette in song. And that's how a new star was born.

With no thought yet of radio, Jan-

ette left Memphis on her first professional venture, which ended in a triumphant tour of the fashionable night clubs of the south. After returning to some of the same spots two or three times, by popular demand, the winsome southern lass began to feel like a merry-go-round.

"I'm getting nowhere fast," she told herself. And so she came to Cincinnati.

Too timid to approach the management of either station for an audition, Janette went quietly to work in a swanky supper club. Here Chester Herman, program consultant of both stations, finally caught up with her and introduced her to radio, and vice versa.

THIS IS RADIO

By BILL BAILEY

There's a definite reason for putting vocalists in choral groups at the Nation's Station and Cincinnati's Own Station. Grace Clauve Raine, vocal director of the Crosley stations who has spent 12 years developing vocal talent, is authority for that assertion.

The average singer, if accepted after an audition, immediately builds hopes of being starred. Sometimes those hopes are shattered temporarily, only to be realized later.

Despite one's ability, when a soprano or baritone or tenor enters this business of radio, there's a course in instruction that must be given.

"By working with an orchestra and a group of other singers the vocalist helps to get that necessary thing called poise," said Mrs. Raine. "To be successful a vocalist must be able to sing with a group or an orchestra and to hear the other voices or instruments. The training of group singing is invaluable in radio."

William Stoess, musical director of WLW and WSAI, has given Mrs. Raine a free hand in coaching vocal-

ists. Her two latest proteges, for whom she predicts big things, are Janette, new WSAI song stylist, and Stephen Merrill, tenor.

Janette came to Cincinnati's Own Station a few weeks ago as a "swing" singer. Mrs. Raine has been working with the girl almost daily, to convert her into a "sweet" singer.

"Swing is on the way out," said Mrs. Raine who has watched various music cycles come and go. "Just like the jazz craze that struck a few years ago, swing came in—was popular for a while, and now its popularity is waning. The public—our one and only critic, demands songs of the sweeter type."

Not that Janette will discontinue singing popular songs. Quite the contrary, she will specialize in late hits, but will sing them in a different style.

Merrill left Horace Heidt's orchestra in Cincinnati more than a year ago to join the Crosley stations. For many months he was assigned to choral groups. He is heard regularly with

the eight men during "Vocal Varieties," 7:15 to 7:30 p. m. (E.S.T.), over WLW and the NBC-Red network. But in the past few months Mr. Merrill has been featured as tenor soloist on various programs.

Mrs. Raine predicted that he will be the next to ascend the radio ladder of fame.

This series plans to cover all phases of radio. Up to now we have discussed auditions—acceptances—and training for vocalists. This is just a small part in the huge organization that makes entertainment possible in the home. As an example, and since she is one of the latest additions to the WSAI staff, let us take the program of Janette and her music, heard at 7:30 p. m. (E.S.T.), Monday, Wednesday and Friday, over WSAI.

How did the program officials happen to put Janette with a small orchestra? Why was she given a straight assignment of singing and conversing with the announcer? To the average listener, Janette began as a singer with her own accompaniment. Then suddenly an orchestra was accompanying her.

Why Mrs. Raine and Mr. Stoess make changes of that type will be explained in the next installment of "This Is Radio."

* * *

The explanation will go beyond the one program, however. It will bring out the functions of various departments and tell why nearly ten persons are directly responsible for the success or failure of one 15-minute program. There are lines to read—songs to sing—music to play—microphones to set up and control—all these and many more angles involve the even the briefest of programs on the air.—Editor's Note.

SERENADE AND STATIC

THE MAIL BOX

Dear Editor:

The recent copies of Radio Dial containing the programs of symphony and chamber music, plus opera and programs by the great musical artists are certainly enlightening pieces of literature. I do not know of any other paper in Cincinnati that comes anywhere near covering these vital points of radio. It would seem to me that every music lover should have a copy of your paper in order to be fully acquainted with the better broadcast programs.

You are to be congratulated indeed for this move, and I hope that the concert-goers of our city will take advantage of your informative publication.

Sincerely yours,

THEO. GANNON, Manager,
The Cincinnati Symphony Orchestra.

* * *

Dear Editor:

Since I subscribed to Radio Dial last month I have noticed a marked improvement in intellectual material.

The column "Symphonic Strains" by Clinton Brooks is very enlightening and helps me to enjoy such intellectual concerts as the Ford Symphony Orchestra, the New York Philharmonic Orchestra, the Metropolitan Opera and, of course, Toscanini. I listen to all these programs religiously.

I don't agree with Mr. Brooks when he says a person must listen to a broadcast many times before that per-

son can enjoy it. I have often gone to concerts and have enjoyed the music whether I have heard any part of it before or not. I haven't even studied music but I really enjoy it.

I think Lawrence Tibbet is real good on his new show.

I remain sincerely a music lover.
MISS CHARLOTTE MAYER.

* * *

Dear Editor:

I don't know why certain programs are kept on the air? I'm referring to the Chase and Sanborn hour. Piece by piece I will attempt to tear them apart, hoping their sponsors will take notice.

Dorothy Lamour may be beautiful but the radio audience can't see her and her voice is awful.

The Stroud twins, according to a recent letter in your paper, are good. They are about the worst comedians I have ever heard.

Don Ameche is good but why in the devil do they give him lousy actresses such as Marlene Dietrich with whom to act.

Charlie McCarthy may be good to those who can see him, but how about the dial tuners. We deserve a break. His remarks are baby-like and don't make sense.

Otherwise the program is O. K. Of course, I haven't omitted anybody. I think the whole show is terrible.

Sincerely,

PAUL SHEETZ.

All-American Band

The first All-American Dance Band, composed of popular radio orchestra leaders who attended college and play instruments, was announced in a recent poll this week. This orchestra is calculated to please swingsters and waltzers alike.

The members and the school each attended follows:

Saxophones—Hal Kemp, North Carolina; Nye Mayhew, New York University; Ozzie Nelson, Rutgers; Rudy Vallee, Maine and Yale.

Violins—Jan Garber, North Carolina and Alabama Poly; Al Donahue, Boston University; Peter Van Steeden, New York University.

Pianos—Eddy Duchin, Massachusetts State; Johnny Green, Harvard; Lud Gluskin, Yale.

Trumpet—Bunny Berigan, Wisconsin.

Drums—George Olsen, Michigan.

AROUND the DIAL

by THE DIAL TWISTER

The sort of publicity the broadcasters covet most is personal recruiting by enthusiastic listeners. And to judge by what the Dial-twister can observe, America's Town Meeting is getting the lion's share of this publicity just now. Every week I hear of more people who've become regular Town Meeting listeners because other people urged them to listen. When you stop to think of it, the Town Meeting's growing audience is pretty significant. With things in the muddle they are, the natural tendency is to get away from it all by dialing mere entertainment. And certainly there's no lack of entertainment competition for the Town Meeting. Yet more and more people prefer to dial something that makes them use their brains, and not on "an easy fascinating contest" either. What all this means a mere dial-twister wouldn't know. Anyway, it must be quite embarrassing for the smug notion that 99.7 percent of listeners are morons.

The March Of Time, the other program that makes Thursday the most interesting night of the radio week, is now heard at 8 p. m. I mention it just to refresh your memory. If you're one of the faithful, you won't want to miss the shortest half-hour on the air.

If you like a commentator on things in general who's just British enough to be refreshing, dial Howard Marshall (NBC-WCKY, 9:15 p. m.). He's short-waved from Europe and turns out an interesting quarter-hour of pleasant chat.

Nelson Eddy's departure from what most people significantly call the Charlie McCarthy Hour, because of concert engagements, brings to mind something that doesn't seem to have been mentioned before. Though it may be rank treason to suggest anything of the sort, the Dial-twister has the feeling Eddy hasn't been at his best in the McCarthy setup. And the reason isn't hard to find: too much doubling as a stooge. An artist simply can't do his best when he has to jump from clowning to great music. The producers have put this needless handicap on a fine baritone. When he returns it's to be hoped that he'll be let free to do the thing in which he really excels. That's only sensible and just.

Lum and Abner part company with their present sponsor Feb. 25. This won't be surprising to those who read between the lines of almanac ballyhoo and repeated contests. The Pine Ridge

boys deserve a sponsor who doesn't expect miracles.

Since the Columbia Workshop asked for comments on its Jan. 29 presentation of "Madame Curie," the Dial-twister ventures to weigh in with his. The narrative method, developed by the British, was used. In this case it fell short of the British results, not because of the narrators. It takes more than an announcer to make this technique effective. The transitions between dramatic scenes must be part of a coherent story. Which means a nice choice of narrator the Workshop didn't quite achieve. I couldn't help comparing the experiment with the flawless British version of "Marie Antoinette" last summer. Naturally, that perfection can't be reached in the first try.

Undaunted by last summer's transcriptions, Alias Jimmie Valentine is back on the air (NBC-WCKY, Tuesday, 9:30 p. m.). Its incredible hocus raises embarrassing questions about the tieup between program and product. Most pipe smokers are grown men, not boys who aren't old enough to shave.

Among the winners there's much "pointing with pride" to the results of those popularity polls of the radio editors of two nation-wide newspaper chains. Far be it from me to raise any doubts about fellows who are friends of mine. But if you happen to know one well enough to be impertinent, just ask the radio editor of a newspaper how many programs he hears in the course of an average week.

Rush Hughes, who does that Hughes Reel (NBC-WSAI, Monday through Friday, 4:30 p. m.) seems to have cross-bred Floyd Gibbons' speed with the lung-power of Bob Brown. His commentating on this and that is also enlivened with plenty of planted plugs. Still, the time might have been devoted to another tear-jerking "drama" or something for the "dear kiddies." So there's reason to be grateful.

Apropos of commentators, Harriet Parsons is doing nicely, thank you, as the newest dispenser of Hollywood tidings (NBC-WCKY, Wednesday, 8:30 p. m.). Thereby she upsets the dictum, "like mother, like daughter." For she's the offspring of Luella Parsons who coos and flutters for Hollywood Hotel.

"On Ice"



Kate Smith, mistress-of-ceremonies of the "Kate Smith Hour" program and broadcast over CBS, including WKRC, WHAS and WHIO Thursdays at 8:00 p. m. (E.S.T.), is a frequent visitor to Lake Placid.

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Shooting Stars

RADIO FAVORITES SHOOTING AND SHOT AT

By MARGARET MALONEY

WCPO crashing through with a swell program these Tuesday and Thursday morns . . . christened "Book Shelf" . . . a show on the order of Ted Malone's "Between the Bookends." Organ . . . poetry . . . short stories . . . everyday talks delivered in a homey style. List'd for five minutes before convinced it wasn't Ted Malone . . . is that proof nuf that it's worth a dial? Speaking of new shows . . . WKRC's "Street Man" show headed by Eddie Humphrey sounds like a networker, too.

Understand the "Crossley Survey" ratings a mystery to most people not in the radio field . . . a simple explanation ensues. Crossley compares in the radio field with Dun and Bradstreet in the financial world . . . covers only network shows, tho . . . and grades each one by telephone surveys in each city to determine the listening audience . . . most accurate of all radio surveys.

Personality of the week: Mr. Crosley giving Bill Stoess a little musical help on his two local stations . . . Josef Cherniavsky joined staff as was predicted in this col-

umn. Names like Cherniavsky and the Smoothies . . . tend to give the Nation's Station the bigtime name it should have. Mr. Cherniavsky probably best known from his network "Musical Camera" show last year . . . but localities should remember his band . . . spend quite a spell in Cincy a few years back.

ALONG THE MILKY WAY:

If you're interested in getting a glance at some local radio people . . . drop in La Normandie restaurant any lunch time . . . a visit will assure you a glance at most of WCPO's staff . . . not to mention agency radioites . . . then if you're on the hilltop, a drop in at the Alms Village will give you glimpses of 'KRC's group. A stroll through the Wiggins Block almost any hour . . . and you might peek at WLW's Jack Saatkamp, Bill Malloy and the lovely blonde actress, Rita Hackett. A peek in the Continentale Room will find Lloyd George Venable and Elmer Dressman of 'CKY. Understand WLW's continuity writer of a few months back . . . Larry Menken . . . now writing the

(Continued to page 16)



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

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C Denotes (CBS)
M Denotes (MBS)



PROGRAMS FOR SATURDAY, FEBRUARY 12



(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.).

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Message of Israel: Rabbi Harry Levi of Boston, guest speaker; organ music. WJZ WLS WCKY kdka whk wave wire wham wowo
—Kaltenmeyer's Kindergarten: Variety program with Bruce Kamman, Johnny Wolf, Thor Ericson, Merrill Fugit, Marry Kogen's Orchestra. WEA F WSAI wgy wtm wmaq who wdf kyw
—Saturday Night Swing Club. WABC WKRC WHAS WHIO wbbm wgar wfbm kmcb wadc wvva wsfw wwl wcco
7:30—Alistair Cook: Dramatic critic. WEA F WGY wtm wmaq
—"Voice of Niagara." WABC WKRC WHAS wcco wcau wgar kmcb kmox wbbm wjr
—Uncle Jim's Question Bee. WJZ kdka wmaq wgy wtm
—Lang Thompson's Orchestra. (NBC) WCKY wowo
7:45—Jean Sablon, songs. WEA F WGY wtm wmaq who wdf kyw
8:00—Robert L. (Believe-It-Or-Not) Ripley; B. A. Rolfe's Orchestra and guest star. WEA F WLW wgy wtm wmaq wvj wire who wdf wspd kyw wbp kstp
—Dance Orchestra. WJZ only

—Senator Arthur H. Vandenberg of Michigan: Lincoln Day Address. WEA F WSAI wgy wtm wmaq who wdf
9:30—Saturday Serenade with Mary Eastman, Bill Perry; Gus Haechen's Orchestra (CBS) WHAS wcau wgst wjr wbbm wgar wfbm kmcb kmox wadc wsfw wwl
—American Portraits: Dramatization of the Lives of Great Americans. WEA F WGY wtm wmaq who wdf
—By Popular Demand: Dramatized Book Review. WABC only
9:45—Among Our Souvenirs. WABC
10:00—"Your Hit Parade": Carl Hoff's Orchestra; guest; Songsmiths, male quartet; Freda Gibson and Buddy Clark, vocalists. WABC WKRC WHAS WHIO wbbm wfbm wgar kmcb wcau kmox wadc wsbw wvva wjr wgst wwl wcco wbt
—NBC Symphony Orchestra: Arturo Toscanini, guest conductor. WJZ whk wave wire wham
—NBC Symphony Orchestra: Arturo Toscanini, guest conductor. WEA F WCKY wgy wtm wmaq who
10:45—Senator B. Schwellenbach: "Japanese Invasion of Our Fisheries." WABC WHAS wbbm wgar wfbm kmcb wadc wsbw wvva wjt wsfw wvj wcco kmox
11:00—Orrin Tucker's Orchestra. WABC WKRC WHIO wjr wbbm wgar kmcb wcau kmox wadc wsfw wcco wvva
11:30—Happy Felton's Orchestra. WEA F WSAI wgy wtm wmaq who wdf kyw

—Esso News Reporter. WJZ only
—To be announced. (NBC) WCKY wire wave wham whk
—Bob Crosby's Orchestra. WABC WKRC WHIO wjr wbbm wgar wfbm wcau kmox
11:35—To be announced. WJZ WCKY wire wave wham whk
MIDNIGHT—Bart Block's Orchestra. WJZ WCKY WLW whk wave wire wham
—Emery Deutsch's Orchestra. WEA F WGY wtm wmaq who wdf
—Sammy Kaye's Orchestra. WABC WHAS WKRC WHIO wjr whk wfbm kmcb wcau kmox wadc wsfw wbbm
12:30—Eddie Duchin's Orchestra. WEA F WLW wgy who wdf wtm wmaq kyw
—Don Ricardo's Orchestra. WJZ WCKY kdka wave wire wham
—Sterling Young's Orchestra. WABC WKRC WHIO WHAS wjr wgar wfbm kmcb

Replaces Eddy
John Carter is the new tenor who replaced Nelson Eddy on the Chase and Sanborn program broadcast over NBC, including WLW and WSM, Sundays at 8:00 p. m. (E.S.T.).
Peter Van Steeden, who has a statistical mind, reports that 80 per cent of the guests who have appeared on "For Men Only" can play a musical instrument.
Raymond Paige, "Hollywood Mardi Gras" maestro, has played his arrangement of "Dark Eyes" more than one hundred times on the air.

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

PROGRAMS FOR MONDAY, FEBRUARY 14

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Amos 'n' Andy. WEAF WLW who wgy kyt wam wj kstp
—Music Is My Hobby. WJZ WCKY WENR kdka wave wfa wam
—Hal Totten, sports. (NBC) wam wmaq
—Poetic Melodies: Jack Fulton, tenor, and Franklyn McCormack, poetic erader, with Orchestra. WABC WKRC wadc wvva wbt wcau wgar wgt wjr
—"Not So Long Ago." (CBS) wbbm kmcb wcco kmox
7:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Carlton Guy, Nora Cunneen and others. WEAF WSAI kyt wam wmaq who wdfc kstp wire wgy wbp wcol
—Arthur Godfrey, with John Salb, organist; songs and patter. WABC WKRC WHAS wbbm wjr wcau wfbm wgar kmox
—Three Cheers, direction Jack Meakin. WJZ WCKY WLS whk wave wham
7:30—Lum and Abner, comedy sketch. WJZ WLW WENR
—Hollace Shaw. WABC WKRC WHAS WHIO kmcb wadc wbt wgst
—New York on Parade: Mark Warnow's Or-

wmaq wdfc wvj who kstp wcol wave wire wam kyt
—"Pick and Pat in Pipe Smoking Time," blackface comedy and music; Edward Roecker, baritone; Benny Krueger and his Orchestra. WABC WKRC WHAS wjr wbbm wgar wfbm kmox wgst wcco kmcb wcau wbt wadc
—"Grand Hotel": Dramatic sketch. WJZ WCKY WLS kdka whk wham wspd
9:00—Fibber McGee and Molly, comedy sketch, with Marian and Jimmy Jordan; Billy Mills' Orchestra. WEAF WLW WSM kyt wam wvj kvoo wgy wfa wmaq who wdfc wire kstp wfaa wave
—Radio Theatre: Ginger Rogers and Douglas Fairbanks, Jr., in "Brief Moment." WABC WKRC WHAS WHIO wir wbbm wfbm wgar kmcb wcau kmox wadc wbt wgst wvl wcco
—Philadelphia Orchestra: Eugene Ormandy, conductor; Enid Svantho, contralto, guest. WJZ WCKY WLS kdka whk wspd wham
9:30—Hour of Charm. Phil Spitalny and his Girls. WEAF WSM WLW wfa kstp kyt wgy wvj wam wmaq who wdfc wire wfaa kvoo wave
10:00—Wayne King's Orchestra. WABC WKRC WHAS WHIO wir wbbm wfbm wgar kmcb wcau kmox wadc wbt wvl wcco
—Contented Program: The Lullaby Lady, Male Quartet; Orchestra, direction Marek Weber; Maria Kurenko, soprano; Vincent

Pelletier, announcer. WEAF WSAI WSM kyt wgy wmaq wam wvj who wdfc wfa wave wcol wfaa
—"Behind Prison Bars." Warden Lewis E. Lawes of Sing Sing. Dramatic sketch. WJZ WCKY WLS whk wspd wham kdka
10:30—For Men Only, Peg La Centra, vocalist; Peter Van Steeden's Orchestra. WEAF WLW WLS wam wvj
—"Breve New World," dramatization—U. S. Office of Education Program. WABC wadc wbbm wcco
—Public Hero No. 1—dramatic sketch. (NBC) wmaq who wfaa
—National Radio Forum—guest speaker. WJZ WCKY whk wave wire wham
11:00—Glen Gray's Casa Loma Orchestra. WABC (WKRC WHIO on 11:15) wgst wbt wgar kmox
—Poetic Melodies (CBS) WHAS wjr wbbm wfbm kmcb kmox wvl wcco
—Amos 'n' Andy. (NBC) WSM wdfc wmaq wire wfaa
—Jerry Blaine's Orchestra. WEAF WSAI wgy who wave wire wham
—Esso News Reporter. WJZ only
—Bert Block's Orchestra. (NBC) wire kdka wham whk wave
11:05—Bert Block's Orchestra. WJZ WCKY kdka wham whk wave wire
11:30—Sammy Kaye and his Orchestra. WABC WHIO WHAS WKRC wjr wgar wfbm wcau wspd wbst wadc wgst wbt
—Eddy Rogers' Orchestra. WEAF WLW wgy wam wmaq who
—Magnolia Blossoms. WJZ WSM WCKY kdka wam wowo whk wave
MIDNIGHT—Jack Crawford's Orchestra. WABC WKRC WHIO wgar wcau wadc wbt wir wfa wvl whk wowo
—Harold Nagel's Orchestra. WJZ WCKY WLS kdka whk wave wire wham wowo
—Lani McIntire's Orchestra. WEAF wgy wam wmaq who
12:30—Louis Armstrong's Orchestra. WEAF WLS WSM wgy wam wmaq who
—Chick Webb's Orchestra. WJZ WCKY kdka whk wave
—Orrin Tucker's Orchestra. WABC WKRC WHIO wbbm wfbm wjr
Andre Kostelanetz has been invited to make a series of lectures on modern music in eastern universities.
"Toscanini to Tracy" has become the slogan of Howard Clancy who announces both broadcasts for NBC listeners.
Madeline Gray, "Dear Teacher," plans to publish a juvenile magazine.

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

PROGRAMS FOR TUESDAY, FEBRUARY 15

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

Masters Voices. WJZ WLW WLS kdkh whk whm wspd
9:00—Vox Pop, conducted by Parks Johnson and Wallace Butterworth. WEAFL WCKY kyw wgy wiam wjz wmaq who wdf wire kstp
—Horace Heidt's Brigadiers. WJZ WLW WLS WSM kdkh whk whm wfa wspd wbp
—'Watch the Fun Go By,' presented by Al Pearce and His Gang. Guest, Arlene Harris, 'Human Chatterbox;' Carl Hoff's Orchestra. WABC WKRC WHIO WHAS wjr wbbm wfbm kmcb wcau kmox wadc wbst wbt wcco wgr wgst wwl
9:30—'Jack Oakie,' with Stuart Erwin; George Stoll's Orchestra and guest, with Raymond Hatton, and Patsy Flick, comedians; Helen Lynd, comedienne; Harry Barris and Jo Stafford, songs; Glee Club; Benny Goodman's Orchestra. WABC WKRC WHIO WHAS wjr wbbm wfbm wgr wcau kmox wadc wbst wbt wcco wgr wgst wwl
—Hollywood Mardi Gras: Lanny Ross; Charles Butterworth; Walter O'Keefe; Jane Rhodes; guests; Raymond Paige's Orchestra. WEAFL WSAI WSM who kyw wgy wwl wiam wdf wire kstp wfa wma wq
—Alias Jimmy Valentine starring Bert Lytell. WJZ WCKY WLS kdkh whm whk wspd wowo
10:00—General Hugh Johnson, commentator. WJZ WCKY WLS whk whm kdkh wspd
10:15—Kidoodlers. WJZ WCKY WLS whk whm wspd

10:30—Howard Phillips, songs. WABC kmox wbst kmcb
—Phillips Poly Follies. (CBS) wbbm wfbm kmox wbst wcco kmcb
—Jimmie Fidler's Hollywood Gossip. WEAFL WLW WSM wgy wiam wmaq who kyw wjz wire wfa wba wbp wdf kstp
—Elizabeth Lennox, mezzo-soprano; H. Leopold Spitalny's Orchestra; Four Showmen. WJZ WCKY WLS whk whm wfa wspd
10:45—Dale Carnegie—How To Win Friends and Influence People. WEAFL WLW wgy wiam kstp who wdf wire kyw wmaq wjz
—Four Clubmen, vocal quartet. WABC WKRC wgr wjr
11:00—Amos 'n' Andy. (NBC) WSM wfaa wdf wire wmaq
—Ink Spots. WEAFL wgy wiam who wmaq
—Red Norvo's Orchestra. WABC (WKRC WHIO on 11:15) wjr wadc
—'Poetic Melodies.' (CBS) WHAS wbbm wfbm kmcb wwl wcco kmox
—Lang Thompson's Orchestra. (NBC) whk whm wfa wspd
—Esso News Reporter. WJZ only
11:05—Lang Thompson's Orchestra. WJZ WCKY whk whm wfa wspd
11:15—Louis Panico's Orchestra. WEAFL WLS WSAI wgy wiam who wmaq
11:30—Leighton Noble's Orchestra. WABC WHIO WKRC wjr wbbm wcau wgr wfbm kmox wadc wbst wfa wcco wbt
—Ruby Newman's Orchestra. WEAFL WSM WLS wgy wiam wmaq who
—Henry Busse's Orchestra. WJZ WCKY

Table Discussions Is Feature of NBC's 'Paths To Prosperity'

Edward Tomlinson, authority on international affairs, will conduct a round-table discussion of the question, 'Is International Trade a Path for Our Prosperity?' on the 'Paths to Prosperity' program broadcast over NBC including WCKY, and WLS Sunday, February 13, from 7:00 to 7:30 p. m. (E.S.T.).

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

PROGRAMS FOR WEDNESDAY, FEBRUARY 16

(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 6:30 to 11:45.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor; Franklyn MacCormack, poetic reader, and orchestra. WABC WKRC wadc wvva wbt wgar wcau wgst wjr
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk whm wire
—Amos 'n' Andy. WEAF WLW wgy kyw who kstp wiam wvj
—Hal Totten, sports. (NBC) wmaq
7:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Nora Cunneen and others. WEAF WSAI wfaa wcol wmaq wiam wire wdaf kyw who wbp kstp
—Mr. Keen, Tracer of Lost Persons. WJZ WCKY WLS whk kdka whm wspd
—"Hobby Lobby," featuring Dave Elman and Harry Salter's Orchestra. WABC WKRC WHIO wcau wadc wgar wjr kmbc wvva wbt
7:30—Lum and Abner, comedy sketch. WJZ WLW WLS
—Mario Cozzi, baritone. (NBC) wave wire whm
—Hendrik Willem Van Loon: Talk. WEAF wgy wiam wmaq who wbf kyw
7:45—Boake Carter. WABC WKRC WHIO

ceremonies. WEAF WSM WLW wiam wfaa wgy wvj kyw kvoo wmaq wire wave kstp who wdaf
—Harriet Parsons. WJZ WCKY WLS kdka whk whm wspd
8:45—Jimmy Kemper and Company. WJZ WCKY kdka whk whm wspd
9:00—Andre Kostelanetz's Concert Orchestra; Lawrence Tibbett, baritone soloist; Deams Taylor, commentator; Paul Douglas, announcer. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar wmbc wcau kmox wadc wbt wfa wwl wcco wbst wgst
—Fred Smith's Second Annual Banquet, a get-together for their annual feast and business meeting of the various "Fred Smiths." WJZ WCKY kdka whk whm wspd
—Town Hall Tonight: Fred Allen and Portland Hoffa; Peter Van Steeden's Orchestra; WEAF WLW WSM kyw wiam wvj wmq who wdaf kstp wave wfa wfaa wgy wire
9:15—To be announced. WJZ WCKY kdka whk whm wspd
9:30—Ben Bernie and All the Lads, Law Lehr, Buddy Clark and Jane Pickens. WABC WHIO WKRC WHAS wjr wgar wbbm kmbc wcau kmox wfbm wgst wbst wfa wwl wcco —To be announced. WJZ WCKY WLS kdka whk whm wspd
10:00—"Gang Busters," true crime dramatizations. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar wcau kmox wmbc wbt wwl wgst wcco
—"Your Hollywood Parade"—Dick Powell, m. c.; Rosemary Lane, vocalist; orchestra, direction Al Goodman's, choral ensemble direction Dudley Chambers and guest stars. WEAF WLW WSM wgy wiam wmaq kyw wdaf who wfa kstp wave wvj wire wfaa
—General Hugh Johnson, commentator. WJZ WCKY WLS kdka whm whk wspd
10:15—Nola Day. WJZ WCKY WLS whk kdka whm
10:30—Del Casino, songs. WABC wbbm wfbm wgar kmbc wbt wfa wwl wcco
—NBC Minstrel Show. WJZ WCKY WLS whk kdka wave wire whm
—"Hobby Lobby". (CBS) WHAS wbbm kmox wcco wwl wbst wgst wfa wfbm
10:45—Special Talks Program, guest speaker. WABC wadc wbbm wcco wgar wbst wgst wdaf wire wbp
—"Poetic Melodies." (CBS) WHAS wjr wbbm wfbm kmbc wcco kmox wwl
—Dick Gasparre's Orchestra. WEAF wgy wiam who kyw
—Bob Crosby's Orchestra. WABC (WKRC WHIO on 11:15) wadc wbt wbst wgst
—Eso News Reporter. WJZ only
—Ink Spots. (NBC) WCKY whk wave wire whm
11:05—Ink Spots. WJZ WCKY whk wave wire whm
11:15—Louis Panico's Orchestra. WJZ WCKY WLS whk wave wire whm
11:30—Horace Heidt's Orchestra. WEAF WSM WLS wgy wiam wmaq who
—George Olsen's Orchestra. WABC WHIO

Fred Smiths Banquet
Proceedings at the second annual banquet of the Benevolent and Protective and Completely Universal Order of Fred Smiths of America and Elsewhere will be broadcast over NBC including WCKY, from the banquet hall of the Hotel New Yorker, in New York City, on Wednesday, February 16, from 9:00 to 9:15 p. m., (E.S.T.).

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



PROGRAMS FOR THURSDAY, FEBRUARY 17



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, and WHAS. Rows list programs and their broadcast times from 6:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn McCormack, poetic reader. orchestra. WABC WKRC wadc wvva wbt wgr wcau wgst wjr
—Amos 'n' Andy. WEAF WLW wgy wtam kyt wvj who kstp
—Hal Totten, sports. (NBC) wmaq
—Easy Aces comedy sketch featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk wire wham
7:15—Vocal Varieties—Choral group of 14 voices. WLW to WEAF wgy wtam wire wmaq who kstp kyt wdf
—"Hollywood Screenscoops". WABC WKRC WHIO WHAS wjr wgr wbbm wbt wgst wcau kmox wadc wwl wcco
—Mr. Keen, Tracer of lost persons; dramatization. WJZ WCKY WLS whk kdka wham wspd
7:30—Schaefer Revue: Leo Reisman's Orchestra; Bud Collyer, m. c. WEAF only
—"We, the People"—Gabriel Heatter, director; Mark Warnow's Orchestra—Dramatizations. WABC WKRC WHIO WHAS wbbm wgr kmcb wcau kmox wcco
—Through the Years. (NBC) wgy wtam who kyt
—Ruby Newman's Orchestra. WJZ WLS

10:00—Music Hall, starring Bing Crosby and Bob Burns, comedian; Johnny Trotter's Orchestra; guest artist. WEAF WLW WSM wgy wtam wvj wmaq wire wave kyt wbp kstp wdf wfla
—"Essays in Music": Victor Bay's Concert Orchestra. WABC WKRC WHIO wjr wbbm wfbm wgr kmcb
10:30—Hollywood Showcase. WABC WHAS WKRC wgr wjr wbbm wcau kmox wcco wgst wvl kmcb
—NBC Jamboree: Harry Kogen's Orchestra, with guest artists. WJZ WCKY WLS kdka whk wave wire wham
11:00—Cab Calloway's Cotton Club Orchestra. WABC (WKRC WHIO on 11:15) wadc wbt wbst wcco kmox wgst
—"Poetic Melodies." (CBS) WHAS wfbm kmcb wbbm wvl wcco kmox
—Don De Vodi's Orchestra. (NBC) WCKY whk wave wire wham
—Happy Felton's Orchestra. (NBC) wgy wtam who
—Esso News Reporter. WJZ only
—Amos 'n' Andy. (NBC) WSM wdf wfla wmaq wire
11:05—Don De Vodi's Orchestra. WJZ WCKY whk wave wire wham
11:15—Eliza Schallert Reviews. Previews of the week's outstanding pictures; guest. WJZ WCKY kdka whk wave wire wham
11:30—Leighton Noble's Orchestra. WABC



Peter Van Steeden, maestro of "For Men Only," walks five miles daily just for the exercise. Alice Frost has been cast in four different Broadway shows. Don Ross will make a series of musical shorts titled "The Rhyming Minstrel."

Tino Rossi is supposed to be the Bing Crosby of France. His tenor voice is heard over NBC, including WCKY and WLS Mondays and Fridays at 7:45 p. m. (E.S.T.). WLS does not carry the Friday broadcast.

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

PROGRAMS FOR FRIDAY, FEBRUARY 18

(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.).

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor; Franklyn MacCormack, reader; and Orchestra. WABC WKRC wgar wadcr wcau wvva wgst wbt wjr
7:45—Boake Carter, news commentator. WABC WKRC WHIO WHAS wjr wgar wbbm kmox wcau wcco kmcb wbt wadc wgt wwl

9:00—Waltz Time, with Frank Munn, tenor; Manhattan Chorus; Abe Lyman's Orchestra. WEA WCKY wgy wtam wmaq wjw wdfaf kyw who wire
9:15—International Broadcast from BBC, London, Howard Marshall, commentator. "They're Saying in England." WJZ WLS WSM kdka whk wam waf wfaa

10:00—Harry Thomas vs. Tony Galento; boxing match description by Sam Taub and Bill Stern. WJZ WLS WCKY kdka whk wam wspd
11:00—Ruby Newman's Orchestra. WEA WSAI wgy wtam wdfaf kyw

George Olsen's Orchestra. WABC WKRC WHIO wjr wfbc wcau wadc kmox wbbm kmcb wsb wbt wgar
MIDNIGHT—Dick Gasparre's Orchestra. WJZ WCKY whk waf wire wham

RADIO DIAL CONTEST CLUB

by The Contest Reporter

"There is a man living a few doors from us who will not change one thing in a contest entry after he has written it," related Sarah Maitland Schooley in a recent Contest News article.

"He has an idea that because he did it the entry is all right as it is. He has never won one prize. I tried to show him how he could change a phrase here and a thought there, but he was stubborn and replied, "Oh, I'll let it go as it is." So the judge did too!

Miss Schooley, who is well qualified to speak on contesting, feels that regardless of our education and background we can succeed at anything if we want to, but unlike the neighbor, we should be willing to learn.

Continuing, the author states: "Take for example, the son of an invalid smithy and a poor common drudge. What did he become? Nothing less than one of the greatest scientists the world has ever known. To bring this down to contesting in which we are mostly interested, I could tell you of one of the leading Contesters, who has won thousands and thousands of dollars and several automobiles, who was obliged to quit school when she was in the sixth grade.

She went no further, but she did apply herself and went on with her education. Today she has an educa-

tion envied by many who know and love her. What she has done and what others have done we can likewise do. That is if we apply ourselves and follow a few fundamental rules.

"The first rule of contesting is 'Keep At It'. Even though you do not win—keep at it. Every entry you write helps you even if you don't win a prize. If you have faith in it, re-write it in a slightly different way for another contest. I have done just this and won prizes.

"It's a hard thing to judge your own entries. But if you try to disengage yourself from it, I believe you can 'put it over.' After writing an entry lay it aside and read it over several days later. Try to read it from a judge's viewpoint. These tests are worthwhile and necessary if you expect to succeed.

"Here's a tip. If you can catch the attention of the first reader (preliminary judge) half the battle is won. Keep that in mind when preparing that next entry. These readers read until they are exceedingly weary. How they relish a snappy, startling change!!!!"

* * *

Evidence that contests appeals to all ages and stations in life becomes more and more prominent. Not so long ago the Governor of a Western state received first prize in a na-

Cincinnatian Makes Good



Clarence Melter, violinist and vocalist on WCKY's Household Hour, is a native Cincinnatian who has made good in radio. He has had a varied career as concert and radio soloist, orchestra leader and composer.

tional contest and now Contest World reports that a Social Registerite in New York City gets first prize in one of the New York Post's weekly contests (\$500).

The fellow is from a very wealthy family so we must conclude that contests attract those who do not need what they might win, as well as those who spend a prize before the announcement is made.

And speaking of Contest World, the February issue contains a form to be used in their annual National Contest Popularity Poll. The results of this Poll will be tremendously interesting both to contestants and to the sponsors themselves. It will be relayed to you here.

The results of another poll has been announced. The Eaton Paper Co. advises that the Letter of Gold was presented to Eddie Cantor, the star who received the greatest number of votes. The writer of the best letter was Esther Seering of Seattle, Wash., who nominated Grace Moore for America's radio favorite.

It is reported that Leonard Refrigerators will shortly announce the beginning of a \$9,500 "last line" limerick contest. First prize will be \$1,000. There will be a series of ten limericks on entry blanks.

IN CONCLUSION: It is not necessary to read all January issues of *American Weekly* to enter their annuity contest, two will suffice provided that one is Jan. 31st issue. Contest closes February 23rd. . . . The Richland Shoe Co., of Nashville, Tenn., makers of Fortune Shoes, give details of a contest on their MBS program, Tuesdays 7:45 p. m., E. S. T. . . . Plans are being completed for a comprehensive "review" of all contest magazines and publications to appear in this column. It will start soon.

Thomas-Galento Bout To Be Aired Blow-By-Blow From Garden

A blow-by-blow description of the non-title ten-round heavyweight boxing match between Harry Thomas and Tony Galento will be broadcast over NBC, including WCKY and WLS, Friday, February 18, at 10:00 p. m. (E. S. T.).

Sam Taub and Bill Stern, NBC sports announcers, will be at the mike throughout the entire fight.

In addition to this fight, NBC will broadcast a blow-by-blow description of the heavyweight championship fight between Joe Louis and Nathan Mann on Wednesday, February 23, beginning at 10:15 p. m. (E. S. T.). A list of stations carrying this fight will appear in RADIO DIAL next week.

Testimonial Banquet For Harry Hartman

Harry Hartman, Cincinnati's veteran sports announcer is to be honored with a testimonial banquet at the Netherland Plaza Hotel, Monday, February 14, tendered him by the Variety Club of Cincinnati, on his tenth Anniversary as sports announcer.

Among the prominent guests in sport circles who have accepted invitations to attend this anniversary banquet are Jack J. Dempsey and Clem McCarthy, ace veteran sports announcer. Governor Martin L. Davey of Ohio and Governor A. B. Chandler of Kentucky, have also accepted invitations to be present. Mayor Stewart will deliver a speech in behalf of the city.

A grand show is being arranged for this gala occasion and it is expected that stage, screen and radio celebrities will appear to pay homage to Harry Hartman on his completion of ten successful years in Radio.

Pinky Takes a Wife



Pinky Tomlin, cowboy singer on Eddie Cantor's show, has long been one of Hollywood's most eligible bachelors, but the other day he announced his engagement to Miss Joan Alcorn, of Ponca City, Okla., former "Miss Oklahoma" and school mate of Pinky's at Oklahoma University.

Pinky is heard Wednesday's at 8:30 p. m. (E.S.T.) over CBS, including WKRC, WHAS and WHIO.

Actors Not Lawyers



Charley Butterworth, Lanny Ross and Walter O'Keefe all started out to be lawyers but ended up on the "Hollywood Mardi Gras" program broadcast over NBC, including WSAI and WSM, Tuesday at 9:30 p. m. (E. S. T.).

Charley and Walter were classmates at Notre Dame and Lanny went to Yale.

CONTEST MONEY

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Round the Clock and Round the World

WCPO

First With The Latest News

Week's Serious Music In Review

Story of Verdi's "Othello"

FRIDAY, FEBRUARY 11
MUSIC APPRECIATION HOUR
 Seventh concerts in Series C and D, conducted by Walter Damrosch: 2:00 p. m. NBC, WCKY, WLW, WSM.

SERIES C
 First and Second Movements from Symphony No. 2 in D-Major... Beethoven

SERIES D
 Rosamunde Ballet Music... Schubert
 Moment Musical in F-Minor... Schubert
 First Movement from "Unfinished" Symphony in B-Minor No. 8... Schubert

SATURDAY, FEBRUARY 12.
YOUNG PEOPLE'S CONCERT
 New York Philharmonic Orchestra, conducted by Rudolph Ganz, with Saul Goodman, tympanist, and Emma Boynet, pianist, soloists: 11:00 a. m. WABC, WKRC, WHAS.

Overture from "Abu Hassan".... Weber
 Concerto Grosso for Percussion and Orchestra "The Worried Drummer".... Schreiner
 Saul Goodman
 Nutcracker Suite.... Tchaikovsky
 A Victory Ball.... Schelling

METROPOLITAN OPERA MATINEE
 Presentation of Verdi's "Othello:" 1:55 p. m. NBC, WCKY, WLW, WSM.

The cast:
 Othello.....Giovanni Martinelli, tenor
 Iago.....Lawrence Tibbett, baritone
 Cassio.....Nicholas Massue, tenor
 Roderigo.....Giordano Paltrinieri, tenor
 Lodovico.....Nicola Moscona, basso
 Montano.....George Cehanovsky, baritone
 A Herald.....Wilfred Engelman, baritone
 Desdemona.....Elisabeth Rethberg, soprano
 Emilia.....Thelma Votipka, soprano
 Conductor.....Ettore Panizza
 Chorus Master.....Fausto Cleva
 Stage Director.....Herbert Graf

CHASIN'S MUSIC SERIES
 Music by contemporaries of J. S. Bach, programmed by Albert Chasins, pianist: 12:00 noon. BC, WSAI.

Variations.....Jean Philippe Rameau
 Melody from "Orpheus".... C. W. Cluck

CINCINNATI CONSERVATORY CHORUS
 Sixth competing group in the Columbia Chorus Quest, conducted by Hubert Kockritz: 6:00 p. m. WABC, WKRC, WHIO.

Polovetzian Dances from "Prince Igor"..... Borodin
 Hospodni Poliliu..... Lvovsky
 Irish Tune from County Derry... Grainger
 The Blue Bird..... Stanford
 Hallowed Be Thy Name..... Andrews
 Choral from "Die Meistersinger" Wagner
 All Blessed, All Holy, Lord God... Kastalsky
 Were You There..... Burleigh

NBC SYMPHONY ORCHESTRA
 Arturo Toscanini conducting his eight consecutive broadcast: 10:00 to 11:30 p. m. NBC, WCKY.

Overture from "Euryanthe".... Weber
 Symphony No. 2 in D-Major,
 Opus 73..... Brahms
 A Siegfried Idyll..... Wagner
 The Sorcerer's Apprentice..... Dukas

SUNDAY, FEBRUARY 13.
NBC HOME SYMPHONY ORCHESTRA
 Ernest LaPrade conducting the orchestra's fifth concert of the season: 12:00 noon. NBC, WSAI.

Overture from "Russlan and Ludmilla"..... Glinka
 Berceuse..... Jaernfelt
 Moment Musical..... Schubert
 Andante from Symphony No. 1 in C-Major, Opus 21..... Beethoven
 Finale from "Military" Symphony in G-Major..... Haydn

RADIO CITY MUSIC HALL
 Jan Peerce, tenor, as soloist, with the Music Hall Symphony Orchestra, conducted by Erno Rapee: 12:30 p. m. NBC, WLW, WCKY, WLS.

Overture from "Russlan and Ludmilla"..... Glinka
 a) Lenski's Air from "Eugen Onegin"..... Tchaikovsky
 b) Carnaval..... Fourdrain
 Jan Peerce
 Symphony No. 3 in C-Minor, Opus 78..... Saint-Saens

NEW YORK PHILHARMONIC-SYMPHONY ORCHESTRA

John Barbirolli returns as conductor with Guila Bustabo as guest violin soloist: 3:00 p. m. WABC, WKRC, WHIO.

Overture from "Oberon"..... Weber
 Concerto for Violin and Orchestra in A-Minor, Opus 53..... Dvorak
 Guila Bustabo
 Symphony No. 4 in F-Minor, Opus 36..... Tchaikovsky

FORD SUNDAY EVENING HOUR
 Lauritz Melchoir, guest soloist in an all-Wagnerian broadcast, with the Ford Symphony Orchestra and Chorus, directed by Fritz Reiner: 9:00 p. m. WABC, WHAS, WHIO.

Overture from "Rienzi"..... Wagner
 Grail Narrative from "Lohengrin".... Wagner
 Lauritz Melchoir
 Entrance of the Guests from "Tannhauser"..... Wagner
 Chorus and Orchestra
 Prelude to Act III from "Lohengrin"..... Wagner
 a) Am Stillen Herd from "Die Meistersinger"..... Wagner
 b) Siegmund's Love Song from "Die Waukuere"..... Wagner
 Lauritz Melchoir
 Siegfried's Rhine Journey from "Goetterdaemmerung".... Wagner
 God of Our Fathers..... Warren
 Chorus and Orchestra

RISING MUSICAL STARS
 Symphony Orchestra conducted by Alexander Smallens, with Phyllis Kraeuter, cellist of the Kraeuter String Quartet, as soloist: 10:00 p. m. NBC, WSAI, WSM.

Overture from "Russlan and Ludmilla"..... Glinka
 Finale from Concerto for Violin-cello in A-Minor..... Saint-Saens
 Miss Kraeuter and Orchestra
 Swedish Folk Song and Dance
 Miss Kraeuter, cello, and Leonora Kraeuter, piano
 Andante from Symphony No. 5 in E-Minor, Opus 64..... Tchaikovsky

Probably the greatest of Verdi's many operas, "Othello" was received with frenzied enthusiasm by critics and audience alike in its first Metropolitan performance after a lapse of a quarter century. The cast for the NBC broadcast performance will be identical with that of the first performance. It will include Nicholas Massue as Cassio, Elizabeth Rethberg as Desdemona and Thelma Votipka as Emilia.

Nicola Moscona, a Greek basso new to the Metropolitan this year, will be heard, as Lodovico, for the first time by the radio opera audience, Ettore Panizza will conduct. Milton Cross, NBC's veteran announcer at the Metropolitan, will again describe the work for American and foreign listeners.

The opera, written when Giuseppe Verdi was 73 years old, has long been a favorite among critics and advanced students of music. But, despite its dramatic fire and melodic development, it failed to draw public interest before the World War. Opera tastes, however, have changed in the last twenty-five years and Martinelli and Tibbett were sensationally successful last Summer in presentations of the opera at Convent Garden, London, and the Paris Opera. The first Met-

ropolitan performance this season was to a packed and enthusiastic house.

Arrigo Boito's libretto, based on the Shakespearean tragedy of the same name, tells how Iago, the cynical villain of the piece, takes a terrible revenge upon Othello, his commander, for having promoted Cassio over him.

First, he involves Cassio in a duel and a riot and Othello deprives him of his command. Then he subtly advises Cassio to beg Desdemona, Othello's gentle wife, to intercede with Othello in his behalf. Iago warns Othello to watch his wife closely, and fans the flames of jealousy that result when Desdemona pleads Cassio's cause.

As Othello becomes frantic with rage Iago offers to help him to vengeance. Instead, Iago hatches a crafty plot that seems to prove beyond a doubt the faithfulness of Desdemona. Othello asks Iago to procure him poison to kill his wife, but Iago side-steps. He suggests that Othello strangle his wife.

In the last act, the outraged husband enters Desdemona's room, awakens, then strangles, his wife. Too late does he learn of Iago's duplicity. When he does he stabs himself and falls at the side of Desdemona.

MONDAY, FEBRUARY 14

ROCHESTER CIVIC ORCHESTRA
 John Crowder, pianist, as soloist with the orchestra, under the direction of Guy Fraser Harrison: 3:00 p. m. NBC, WCKY.

Overture, Roman Carnival..... Berlioz
 Suite on Children's Tunes..... Maesch
 Variations on a Theme, by Tchaikovsky..... Arensky
 Negro Rhapsody for Piano and

Orchestra..... Powell
 John Crowder
 Nocturne from "A Midsummer Night's Dream"..... Mendelssohn
 Overture from "Ruy Blas".... Mendelssohn

PIANO RECITAL
 Vera Brodsky, noted pianist: 3:45 p. m. WABC, WHIO.

Azure..... Ellington
 Four Folk Songs..... Liadov
 The Maja and the Nightingale... Granados
 Toccata from Suite "Pour le Piano"..... Debussy
 (Continued to next page)

ORCHESTRA'S VIEW OF TOSCANINI

Fortissimo



Arturo Toscanini whips his baton sharply. The NBC Symphony Orchestra is on the air!

Pianissimo



Now the Maestro looks to the brasses... He wants them to whisper!

Cantare



Over and over again Toscanini pleads "cantare"... it is Italian for "sing"...

Presto



The magician waves his wand and... presto!... "very fast" —that's what the word means.

Bravo



The maestro is pleased... and he joins the audience in applauding the Orchestra.

Barbirolli Returns to N. Y. Philharmonic

Monte Carlo Ballet Russe

The most glamorous spectacle on the stage, is the characterization that has been applied to the Monte Carlo Ballet Russe, which will give three performances in Music Hall in association with the Cincinnati Symphony Orchestra Friday and Saturday nights, February 18 and 19, and Sunday afternoon, February 20.

Featured among the new ballets to be presented this season is "Le Coq d'Or" (The Golden Cockerel), by Rimsky-Korsakov, declared to be the biggest ballet staged since the World War. The choreography is by the famous Michel Fokine. The program for the three performances will be as follows:

Friday night, February 18, at 8:30—"Les Sylphides," by Chopin; "Le Coq d'Or" Rimsky-Korsakov; Gypsy Dances, Dargomijsky.

Saturday night, February 19, at 8:30—"The Gods Go a-Begging," by Handel, arranged by Beecham; "Francesca da Rimini," Tchaikowsky; "Aurora's Wedding," Tchaikowsky.

Sunday afternoon, February 20, at 3:30—"Jeux d'Enfants," Bizet; "Symphonie Fantastique," Berlioz; and "Prince Igor," Borodin.

Mail orders are now being filled by Ralph H. Kunkle, ticket manager, 121 E. Fourth St., Cincinnati, if accompanied by remittance and self-addressed and stamped envelope. The prices are \$2.50, \$2 and \$1.50 in the auditorium; \$2 and \$1.50 in the balcony; and \$1 and 50 cents in the gallery.

(Continued from preceding page)

PHILADELPHIA ORCHESTRA

Enid Svantho, new contralto of the soloist, Eugene Ormandy conducting: 9:00 p. m. NBC, WCKY, WLS.

- Overture from "Oberon".....Weber
- a) Arioso.....Handel
- b) Connais tu le pays from "Mignon".....Thomas
- Miss Svantho
- Dance of the Nymphs and Satyrs.....Schumann
- a) Morgenstimmung.....Wolf
- b) Traune.....Wagner
- c) Zweignung.....Strauss
- Miss Svantho
- Capriccio Espagnole.....Rimsky-Korsakov

MARGARET SPEAKS, SOPRANO

Voice of Firestone program, Miss Speaks as soloist, with Alfred Wallenstein's Orchestra and mixed chorus: 8:30 p. m. NBC, WLW, WSM.

- March and Procession of Bacchus.....Delibes
- a) O Dry Those Tears.....Del Riego
- b) Ay, Ay, Ay.....Friere
- c) Poor Butterfly.....Hubbel
- d) Medley of Three Songs.....Friml
- Miss Speaks
- Southern Roses.....L. Strauss

MAREK WEBER'S ORCHESTRA

Mme. Maria Kurenko as soloist, with the continental orchestra: 10:00 p. m. NBC, WSAI, WSM.

- Gold and Silver Waltz.....Lehar
- Medley (Avalon, April Showers, Hallelujah).....Rosini
- a) Tarentella.....Rosini
- b) With a Smile and a Song from Snow White and the Seven Dwarfs.....Mme. Kurenko
- Wiegenlied.....Brahms
- Bei Mir Bist Du Schoen.....

Delayed One Week By Bad Weather In England

John Barbirolli will make his belated return as conductor of the New York Philharmonic-Symphony Orchestra when he directs the first broadcast in the second half of his season Sunday, February 13, from 3:00 to 5:00 p. m. (EST) over CBS including WKRC-WHAS and WHIO. His soloist is to be violinist Guila Bustabo, playing the relatively little-known A minor Concerto of Dvorak. Weber's "Oberon" Overture will open the concert and in the second portion Barbirolli gives his reading of the Tchaikowsky Fourth Symphony.

The young English conductor was scheduled to return in time for the preceding Sunday's broadcast after a month's vacation in England, but the liner Berengaria, in which he was traveling, was made late by weather conditions.

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

Linton Wells Travels For New Interviewees

Linton Wells, who probably is the widest-traveled radio reporter in the world, left on an air and rail journey which will take him to Guatemala City, Guatemala, where he will interview an eminent foreign news correspondent for the "Magic Key" program of Sunday, February 13, to be broadcast over NBC, including WLW, WLS and WSM at 2:00 p. m. Wells will conduct interviews in Mexico City and San Francisco on the following programs before returning to New York. It is interesting to note that Wells has traveled around the world twelve times and has traveled a distance of more than two million miles.

Finale of "Brahms Cycle"

The final program of the Brahms Cycle by the Cincinnati Symphony Orchestra will be presented at 8:30 o'clock Friday and Saturday nights, February 11 and 12, in Music Hall.

The famous May Festival Chorus will take part in the performances, rendering Johannes Brahms's masterpiece, the "German Requiem," with the Orchestra. Jeannette Vreeland, soprano, and Alexander Kisselburgh, barytone, will be the soloists.

Eugene Goossens, will conduct. The orchestra also will present Brahms' Second Symphony.

Symphonic Strains

By CLINTON BROOKS

Listening to symphonic programs on the air with any degree of perseverance and frequency, one cannot help formulating a number of thoughts with regard to the programs, the music, and various relative odds and ends. The conscientious radio fan, if he has the courage, occasionally the bravado, unburdens himself by way of letters. Being conscientious ourselves, but not particularly addicted to letter writing, we shall take some of the space allotted in this column to do a bit of unburdening.

First there is the business of program-arranging. It seems some conductors and recitalists excel others in having the happy faculty of pleasing everybody with their program arrangements. A few fail miserably. The question arises as to what are the necessary ingredients which will make a program appetizing, what spices are necessary to add piquancy, what are the basic fundamentals for a balanced diet.

We may leave out of this discussion programs which are devoted entirely to the works of one composer. The radio listener, for instance, may tune in on an all-Wagner, an all-Beethoven, an all-Chopin program. If he likes Wagner, abhors Brahms, he will continue to listen to the music. If, on the other hand he admires Brahms, detests Wagner, he can, with equal facility, tune out the program altogether and find something else more to his liking. The problem is one of easy solution. Such programs are an excellent thing, always of course keeping in mind they are not overdone. Were The New York Philharmonic Society to offer nothing but the works of, say, Tchaikowsky for five successive weeks, or were the Metropolitan Opera Company to broadcast nothing but operas by Rossini for several months, such programs would with reason stir up the indignation of radio audiences. Fortunately neither of the New York organizations is likely to follow such a procedure.

One then comes to an analysis of the average program on the air, the sort which represents the works of at least four composers. It would be well to explain here that music logically falls into two categories—programmatic music and sheer music. The former type, which was the favorite vehicle for composers of the last century, includes all sorts of music which in any way attempts to tell a story or assist in the telling of a story to an audience. It is always emotional and frequently highly-colored. Sheer music, the product of composers before the nineteenth century and of most of those writing today, is a kind of "music for music's sake." It is, perhaps more intellectual than emotional. Its principal beauty lies in its form, the skill with which the composer has juggled his notes into the warp and woof of a tone fabric.

Music by such composers as Tschaiskowsky, Rimsky-Korsakov, Saint-Saens, Liszt, and Wagner, is of the emotional sort. Invariably it is colorfully orchestrated. It is easy to hum after it has been heard but once. The melodies are clear, seldom complicated. Such music pleases the average listener more than it does the person who considers himself a "deep" student. To say, however, that such music is less excellent is a mistake. Pure music developed before the romantic period is best represented by such composers as Bela Bartok, Paul Hindemith, Arthur Hengger, and, to some extent, Jean Sibelius. It is useless to try to affix a program to their works or to find any emotional "pictures" in them.

A well-balanced radio broadcast, or any other radio program which attempts to make any popular appeal to a broad audience should logically contain music of both types. Any audience is made up of people who prefer "picture" music and others who have educated themselves (for it takes a certain amount of study) to enjoy sheer music. A good concert should contain some music of the Bach period, of the Tchaikowsky period, and of the Bartok period.

To illustrate our idea of excellent program arrangement we point to the broadcast scheduled for Saturday night by Arturo Toscanini, an artist universally recognized for his ability at concocting programs. "The Sorcerer's Apprentice" by Dukas represents program music of the modern school. The "Siegfried Idyll" finds Wagner on the very edge of writing "picture" music, doing it with a slight classical touch. The overture to Weber's "Euryanthe" exhibits classical composition verging on the romantic, the composer being the only near-Wagnerian musician among the contemporaries of Beethoven. Brahms' Symphony in D-Major is classic music written in the nineteenth century by a man who is generally considered the only direct successor to Beethoven. All of these compositions, more or less, belong to the past century, and yet they cover the entire range of musical possibilities.

For a program of one-composer variety, there is the all-Wagnerian program planned for Sunday night by Fritz Reiner for the Ford Sunday

To Collaborate With Stoess



Josef Cherniavsky, well known orchestra leader, has returned to Cincinnati after many years absence. He will work with William Stoess, music director of the nation's station.

Cherniavsky played in Cincinnati for some time and then moved on to Chicago where he performed over the Mutual Broadcasting System.

Evening Hour. Lauritz Melchior, heard two weeks ago in the Metropolitan Opera broadcast of "Tristan und Isolde" is the most accomplished Wagnerian tenor today. His selection of scenes from the composer's operas is particularly well-balanced: the Grail legend from Wagner's early work, "Lohengrin"; the solo from the composer's only comic opera "Die Meistersinger"; and Siegmund's romantic lovesong, taken from the Ring Trilogy. The orchestra likewise indulges in an early opera, playing the overture to "Rienzi"; a Ring opera, with the Rhine Journey from the "Gotterdammerung"; and popular numbers from the time-honored "Tannhauser" and "Lohengrin."

Unusual individual selections which deserve special mention because of the fact that they are rarely included on orchestral programs are the Third Symphony in C-Minor, to be played by the Radio City Music Hall Orchestra Sunday morning; the "Dance of the Nymphs and Satyrs" by Schuman, on the Philadelphia Orchestra program Monday night; the Overture to Glinka's Russian opera, "Russlan and Ludmilla" which will be heard three times Sunday—on the NBC Rising Musical Stars program (Alexander Smallens conducting); the Radio City Music Hall program (Rapee conducting); and the NBC Home Symphony hour (Ernest LaPrade conducting). For purposes of comparison, it will

(Continued to page 16)

Winner of Radio



Miss Margaret Kunzle of Kinsey Avenue, Mt. Auburn (left) is the winner of the new radio in the recent contest through Ruth Lyons' News Views program over the hilltop station. Miss Lyons is pictured on the right.

SHOOTING STARS

(Continued from page 5)

Columbia "Tish" shows. Funny how easy it is to get a hearing with the big-shots on a new radio idea . . . and still funnier the reaction. Radio execs realize that any idea presented might be next year's radio sensation . . . and you can be pretty sure your idea's no good when they say so . . . they feel just about the same on the question of talent . . . all remember the story of Jack Benny and how he walked the streets for years trying to get a break in radio before someone gave him a chance. Arthur String-

er, WLW and WSAI's sales promotion manager, no longer with those stations . . . resignation dated January 25. Is it Charlie and Little Ryan or Reinhart? Helen Nugent limping about with an injured foot.

Thumbs Up: WLW's True Detective Shows. With the aid of their dramatic talent . . . and it's a four star staff . . . production should be an easy matter . . . some scenes on this show masterpieces.

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

SYMPHONIC STRAINS

(Continued from page 15)

be interesting to hear all three versions of the Glinka number.

One of the most unusual programs for the week, however, will be the broadcast of Verdi's "Othello" from the stage of the Metropolitan Opera Saturday afternoon. It is said that there are only three tenors living who can sing the role of Othello—one of them being Giovanni Martinelli, the star of the performance this week. The opera itself is interesting from the

fact that it is considered by many people the finest ever written by Verdi. It is the only one in which the Italian composer has been directly influenced by the Wagnerian music drama. The performance this week marks the first since 1913 at the Metropolitan. Incidentally, it is the fifth important radio revival this season, the others being Strauss's "Rosenkavalier" Rossini's "Barber of Seville" Gounod's "Romeo and Juliet," and Mozart's "Don Giovanni."

Interesting personalities on the air this week are Enid Szantho, new con-

tralto recruit to the Metropolitan, to be heard with the Philadelphia Orchestra Monday night; Lawrence Tibbett, who has won considerable recognition for his singing of arias from "Othello", this week to be heard in the complete role of Iago; Madame Maria Kuřenko, internationally known as the "Russian Nightingale", to be featured with Marek Weber's Orchestra Monday night; and Guila Bustabo, violinist, who will become even better known to musical audiences after his broadcast Sunday with the New York Philharmonic Orchestra.

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