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Radio

The Midwest's Largest Radio Newspaper

Dial

WEEK ENDING
NOVEMBER 4, 1938

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New Maestro



Symphony
Commentator



NOV 7-38
MILLY EIGHTH
P. O. BOX 55
MICHIGAN, OHIO



The Washington Dial

WASHINGTON—Most important case before the Federal Communications Commission and of most interest to residents of Cincinnati and environs—WLW's application for extension of special temporary experimental authorization to operate on 500 KW—was brought into the limelight this week when a sub-committee of the FCC decided to curtail the 500 KW power and restrict WLW to 50 KW.

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

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

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

WLW's Contribution

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

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

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

Increased Revenue

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

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

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

The report was signed by all three members of the committee that heard

(Continued to page 5)

16-Year-Old Guest



Miss June Browne, 16-year-old Portland, Ind., vocalist, will be Josef Cherniavsky's "Chance of a Lifetime" guest during the WLW "Autumntime Concert," broadcast also by NBC at 4:00 p. m., (E. S. T.) Sunday, October 30.

Born in Lima, O., March 24, 1922, Miss Browne began singing at an early age. She is a pupil of Professor David Baxter, Ft. Wayne, Ind., and has been singing in a Portland church choir for four years. On the broadcast Miss Browne will sing "Pace, Pace, Meo Dio" from Verdi's "La Forza del Destino."

Nancy's Secretary



Nineteen-year-old Joan Banks is the gifted young lady who plays the part of secretary to "Her Honor, Nancy James" broadcast over CBS, including WKRC, WHAS and WHIO, Mondays through Fridays at 12:15 p. m. (E.S.T.).



The networks' familiar devil—tuning a broadcast for a nation-wide audience—besets those Toscanini concerts again this season. Last spring when the NBC Symphony was shifted to 9 P. M. it looked as if Radio City had seen the light and was going to retain the earlier hour this fall. But once more Toscanini is set back to 10 P. M. The probable explanation is that this is the most convenient hour in the Pacific and Mountain time zones. But the Dial-twister can't help thinking that an hour earlier out there wouldn't be as serious as an hour later is here in the Eastern time zone. Anyway, it's as obvious as a bull fiddle that Toscanini isn't getting the audience he deserves hereabouts, because his concerts fall at too late an hour, particularly with the other distractions of "bath night." When so much money and publicity are being lavished on the program, it would seem that NBC might do more about assuring it a hearing.

Fred Allen's capital takeoff of Hobby Lobby last week reminds me of something. Have you noticed the striking similarity in tone between Hobby Lobby and We The People? Both have the same atmosphere and pattern. Only the details are different. It's the familiar matter of formula.

A pioneer in so many commendable ways, the Ford Sunday Evening Hour has another innovation this season: an anonymous announcer. At first the lack of a signature seemed uncertainty about the return of Truman Bradley. But now it looks deliberate and, I hope, permanent. On a program such as the Ford Hour, the announcer isn't important enough to warrant a signature. As a matter of fact, announcers could go anonymous on 90% of programs without causing vengeful mobs to form in front of the studios.

If the "bull session" of Oct. 17 was a fair sample, those broadcasts by University of Cincinnati students over WCKY are decidedly worth a listen. A prepared "bull session" seems a contradiction of terms. But this one went off with an ease and enthusiasm that added freshness to the interest of the arguments themselves. Radio professionals don't always do the job that well.

No doubt it's inspired by the most sincere of motives. Nevertheless, the Dial-twister can't help feeling that the movement to erect a monument to John Philip Sousa is pretty ridic-

ulous. The "march king" built his own monument of music, far more enduring and significant than marble or bronze. Still, if the drive puts more of his music on the air, it will have accomplished something worth while. For no good or sufficient reason, Sousa has become radio's "forgotten man."

Sunday is the traditional day for fine music on the air. And it may yet become as notable for fine drama. In addition to Orson Welles' CBS productions, comes NBC with a series of Great Plays. The Sunday 1 P. M. spot (over WCKY) is far better than that the same series had last season. And if "The Trojan Woman," starring Blanche Yurka, is typical, the performances should be noteworthy indeed. If nothing else, these Great Plays should give listeners a well-earned rest from five-a-week daytime serials.

NBC is launching a promotional drive to sell more time on the Blue Network. It seems that surveys show the Blue has more listeners than sponsors thought. The reason ought to be obvious. The Blue carries a higher proportion of sustaining programs, therefore programs with higher listener value. If more of its time is sold, these will be replaced by mine-run commercials, with the usual mixed results. In radio, the more prosperous the stations are, the less service listeners get.

Now that Vox Pop is all dressed up in a new sponsor's silks, it's to be hoped that this best of the interview programs will forsake Broadway for Main Street at least part of the time. Shifting the broadcast to a typical market town in the middle West or South should be an agreeable change, particularly on Saturday night. After all, the United States doesn't consist exclusively of New York. Nor do all its citizens visit New York.

There's rejoicing at many a dial-side because Richard Crooks is back on the air regularly. He's one of the few distinguished artists who doesn't compromise with quality in his broadcasts. The same goes for Alfred Wallenstein's superb orchestra. Combined, they are the highest of Monday evening programs.

So Guy Lombardo moves into Wayne King's place for Lady Esther. Probably you miss King's satin waltzes. But take comfort from the fact that it's still a "sweet" band. It might have been swing.

"Silver Theater" Stars



Rosalind Russell and James Stewart, young film stars, play the leading roles in the two-episode play "Up From Darkness," by Grover Jones, on the "Silver Theater" program, broadcast over CBS, including WKRC, WHAS and WHIO, Sundays at 6:00 p. m. (E. S. T.)

The play ends Sunday, October 30.

Armstrong-Garcia Bout for World's Welterweight Crown To Be Broadcast Over NBC

President To Be Heard On National Hook-Up

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

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

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

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

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

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

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

"Big Town" Star



Claire Trevor is heard with Edward G. Robinson in the serial "Big Town", broadcast over CBS, including WKRC, WHAS and WHIO, Tuesdays at 8:00 p. m. (E.S.T.).

As a young girl she always wanted to be a journalist. Today she is woman news reporter in the radio serial.

Seabiscuit-War Admiral Race to Be Heard on NBC

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

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

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

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

Vallee made his first broadcast on the Fleischman Hour on October 24, 1929. Long a national figure himself, he has discovered other stars that make up an impressive list. The Vallee radio discoveries include Eddy Peabody, Frances Langford, Joe Cook, Burns and Allen, Olsen and Johnson, Milton Berle, Phil Baker, Gertrude Niesen, Ken Murray, Alice Faye, Victor Moore, Jimmy Durante, Frank Fay, Joe Penner and many others.

Barlow Presents Works of Haydn, Galuppi On Columbia Concert Series

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

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

Corn Husking Contest Aired During National Farm and Home Hour

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

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

Author of Workshop's "Air Raid"



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

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

Shhhhhh! Not So Loud



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

"Science Everywhere" Is New Educational Feature

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

Directed by Dr. Carroll Lane Fenton, noted author of children's science books, the programs are divided into two parts. The first quarter hour is for the elementary grades (1 to 3), the second for the intermediate grades (4 to 6). A small group of school children assists Dr. Fenton in dramatizing the lessons. The broadcasts originate in the NBC studios in Washington, D. C.

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 NOVEMBER 4, 1938 No. 25

THE FORGOTTEN PUBLIC

Ordinarily, the best way to clarify an issue is to cite a specific case. Often, however, a specific case merely obscures the issue. Superpower broadcasting is a typical instance.

In May 1934 WLW began experimenting with a 500 kw. transmitter. Presumably, this was to determine whether superpower broadcasting is practicable. Instead, the question has been twisted into whether WLW shall continue to use 500 kw.

That became clearer than ever last week when a three-man committee of the Federal Communications Commission turned in a report recommending that WLW's power be cut to 50 kw.

According to Washington news dispatches, this recommendation was prompted by complaints of small stations that they are losing business to WLW. Observers also suggest a second reason. Fifteen other cleared-channel stations have applied for 500 kw. So long as WLW uses that power, these applications cannot logically be denied. And granting them would mean a severe reallocation headache for the Commission.

In other words, the general issue of superpower has been obscured by narrowing it down to the specific case of WLW.

This is a familiar maneuver. It has extricated diplomats from many a ticklish situation. But this time it will not pull the chestnuts out of the fire for the Federal Communications Commission.

The Communications Act of 1934 created the Federal Communications Commission for one and only one purpose: to protect the interests of the public. The seven members of the Commission are the representatives of the public, legally responsible for seeing to it that listeners receive the utmost in broadcasting service. So, as far as the F. C. C. is concerned, the sole question raised by superpower should be whether it assures improved service for the public.

On that point there is no question. The F. C. C. itself agrees that superpower means better service for more listeners. But instead of following through to the inescapable conclusion, it turns aside and lets itself be stopped by difficulties that are irrelevant.

No doubt superpower stations do take business from smaller stations. No doubt granting superpower on most of the cleared channels would mean a drastic reallocation. But neither is any concern of the public. What listeners demand is better broadcasting service, and superpower assures that.

It is significant, too, that members of the F. C. C. have upbraided the broadcasters, bitterly and repeatedly, for putting profits ahead of public service in their programs. Yet on the issue of superpower the Commission is placing station profits and its own convenience before the listeners' interest.

Fortunately, the last word on the subject has not been said. The full Commission still must act on the report of its superpower committee. If it thinks straight and courageously the public may not be forgotten after all.

If not, the public will have to draw its own conclusions about its place in radio's scheme of things.

IN RADIO'S LIMELIGHT

"Four Daughters" Visit Cantor

Eddie Cantor, already the father of five daughters, will have as guests on his program Monday, October 31, broadcast over CBS, including WKRC, WKRC and WHIO, the cast of the recent motion picture "Four Daughters".

Pictured here they are: Top, Gale Page, formerly of radio, and Rosemary Lane. Below are Lola and Priscilla Lane.

Symphony Commentator

Samuel Chotzinoff is the commentator for the Toscanini Symphony Series, broadcast over NBC, including WCKY, Saturdays at 10:00 p. m. (E.S.T.).

New Maestro

Skinnay Ennis directs the orchestra on Bob Hope's "Variety Program", broadcast over NBC, including WLW and WSM,

THIS IS RADIO

By BILL BAILEY

Last week we touched briefly on announcers—how some men are favorites of listeners and disliked by others, and so on. It takes a lot of people to make up the radio world, which accounts for the various types of announcers on the air today. We asked Peter Grant, chief announcer of WLW and WSAI, to set forth the qualifications of a potential announcer. Here is Mr. Grant's own story:

—By Peter Grant—

Every articulate male has a deep desire to become a radio announcer, or so it would seem from my experi-

ence in listening to auditions for some four years. And the strange part about it all is that practically every articulate male *could* become a radio announcer—and a *good* announcer—if he had the proper background, experience and direction.

Here at the Nation's Station and Cincinnati's Own Station we require that an applicant for a position on the announcing staff have at least a year's experience even before he can be considered.

Frequently we hear young men who have good voices and show promise of becoming excellent announcers but

who lack experience. To their question, "Where may I get the year's experience?" we answer "at the smaller stations."

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

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

"No actor is worthy of being called by that name unless he can find his own opportunities to acquire experience."

And so we say to the great army of boys and young men who would like to emulate Milton Cross or David Ross that you never will be considered a good announcer unless you, yourselves, can in some way or other find your own opportunity for getting the necessary experience.

Experience is such a necessary prerequisite to consider by larger station because experience on smaller stations gives an announcer that undefinable something which perhaps might be best described as "mike presence"—the ability to handle any situation, no matter how embarrassing it may be, with the greatest of poise and the maximum of efficiency. The requisites a good announcer must possess are:

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

Nothing can substitute for experience. I have known announcers—in fact, we have several on our staff today—who, seeking jobs, were told to "get some experience." One man (you hear him on WLW and WSAI) was rejected three times by a small station before he was given a "break."

Within five minutes after his audition he was working. I brought this out to show that the man who really wants to become an announcer can and will find his own opportunity.

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

Why WLW and WSAI, as well as many other stations, found the "student announcers" or beginners' classes not practical will be explained in the next installment of "This is Radio," appearing in next week's RADIO DIAL.—Editor's Note.

SERENADE AND STATIC

THE MAIL BOX

Dear Sir:

I just read your mail box letters and noted Mr. R. R. S. from Wayland, Ky., kicking about Mrs. S. T. K. as being opposed to "swinging" the old-time tunes. I agree with Mrs. S. T. K. Old-time tunes should not be "swung." There are enough jazz numbers as it is.

Mr. R. R. S. said Mrs. S. T. K. was wrong but still he crabbed about religious programs on the air and the hymns that are sung. Mr. R. R. S.—How about the people who like to listen to religious programs? If you don't like them, remember, one turn of the dial and you have another station. And as for "swing" I think it is definitely on the way out.

Very truly yours,
MR. VINCENT ROEDER,
2108 Loth Street,
Cincinnati, Ohio.

Tuesdays at 10:00 p. m. (E.S.T.).

Skinnay was formerly with Hal Kemp's orchestra.

Practice Session

Pretty Rosemary De Camp, who stars with Jean Hershot in the "Dr. Christian" program, broadcast over CBS, including WKRC, WHIO and WHAS, Tuesdays at 10:00 p. m. (E.S.T.), is shown here rehearsing for the annual apple-bobbing sweepstakes that traditionally celebrates Hollowe'en.

Alice Frost, the dramatic star, is an expert mimic and often fools friends over the telephone by simulating the voice of a mutual acquaintance. She's particularly good at dialect and, as a matter of fact, used that talent on the air during her early radio career.

Dear Sir:

During the past week I listened to Eddie Cantor's Caravan program over WKRC.

The program was as bad a one that he has presented in his long radio career. I believe it was a good sign that the comedian is finished. After all he shouldn't have to give such a terrible program after having a week in which to have his script writers prepare the script. Other old-time radio stars seem to keep on getting better while Eddie Cantor gets worse. Jack Benny is better than ever as is Al Jolson and Joe Penner. I enjoy Joe E. Brown's new series along with Charlie McCarthy and Edgar Bergen.

Very truly yours,
MRS. CARL K. JORDAN,
Cincinnati, Ohio.

Dear Sir:

I don't know whether you've ever listened to a report of a county fair. Anyway, I heard one the other day. It was awfully funny to hear the announcer say that one hog had a tough time beating another and then easily being the class of the field in the individual group. It sounded exactly like Ted Husing's report of a tennis or golf match.

Very sincerely,
TONY PANITO,
Rochester, Ind.

Dear Sir:

Let's have one excuse for such a comedian as W. C. Fields. He's one of the stage's worst, one of the screen's worst and one of radio's worst characters. His being on the Hit Parade actually ruins the show. This was the best radio program until he came along.

Sincerely yours,
MRS. JACK RORDERING,
Little Rock, Ark.

RADIO LIGHTS

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

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

* * * * *

GUESTARS FOR THE WEEK INCLUDE: Glenda Farrell to visit Kate Smith, Oct. 27 . . . Ted Husing to cover Army-Notre Dame grid classic for CBS listeners . . . Aline McMahon will play the lead along with Orson Welles in "Columbia's Workshop's" Air Raid, on Oct. 27 . . . Ralph Bellamy and Andrea Leeds visit Bing's "Music Hall" program Oct. 27 . . . Hugh Herbert on "For Men Only" Nov. 1 . . . Ida Lupino and Melville Cooper register at the "Hollywood Hotel" Oct. 30 . . . "That Certain Woman" starring Carole Lombard, is scheduled on "Radio Theater" Oct. 31 . . . "Good News" offers Clark Gable, Lionel Barrymore, Meliza Korjus, Rita Johnson and regular staff Oct. 27 . . . Thursday, Nov. 3 Chester Morris will drop in on Bing Crosby.

* * * * *

NBC forgot to celebrate the opening of their Hollywood studios which they plan to name Hollywood Radio City. After radio people began to talk about the absence of much celebrating NBC did put on some promotion for the trade itself. They seemed to forget the public, for after all they're the people who indirectly built the new building. CBS's special broadcasts when they opened their KNX studios far surpassed anything the NBC men tried to do.

* * * * *

ON THE FIRE: A total eclipse of the moon over Manhattan will be described by CBS Nov. 7 . . . It is rumored that Alexander Woolcott may get a sponsor . . . Both NBC and CBS plan complete coverage for elections all over the country . . . George V. Denny's "American Town Hall Meeting of the Air" program is scheduled to return to the airways on Thursday, Nov. 10 . . . This is probably the best adult educational program on the air . . . Gabriel Heatter is slated to be commentator on the new CBS Philharmonic Series . . . Genevieve Rowe, soprano featured on "Johnny Presents" programs, will have an important role in the "Columbia Workshop" production of the radio opera "Beauty and the Beast" which will be heard Nov. 23 . . . The Monastery Scene from Act II of Verdi's "La Forza del Destino" will be broadcast from the stage of the War Memorial Opera House, San Francisco, Friday, Oct. 28 at 12:00 Midnight . . . "Milestones in the History of Music," a new series of weekly programs illustrating the development of musical compositions from the Middle Ages to the early Nineteenth Century, will make its debut over NBC Sat., Nov. 5 . . . Three generations of the Coolidge family, Elizabeth Sprague Coolidge, her son, Dr. Albert Sprague Coolidge, professor of chemistry at Harvard University, and her grandson, John Coolidge, a student at Yale, will be the non-professional guest artists on the "Music Is My Hobby" program, Wednesday, Nov. 2.

* * * * *

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

The Washington Dial (Continued from page 2)

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

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

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

Robert Cummings, Movie Star, Gets Part In NBC Serial

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

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

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

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

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

New Addition To Nation's Station



Don and Helen, new WLW-WSAI vocal team, are the "Lamplighters" over the Nation's Station at 7:30 a. m. (E. S. T.) Tuesday, Thursday and Saturday. They're heard also as Don and Helen over WSAI at 10:15 a. m. (E.S.T.) Monday, Wednesday and Friday. In radio ten years, Don and Helen (Mr. and Mrs. Lincoln Bush) came to Cincinnati from WLS, Chicago.

A rich, vibrant,
dramatic story,

torn from the pages of real life,
yet DIFFERENT

from the ordinary radio serial

"JOHN'S OTHER WIFE"

is now a regular feature of

the L. B. Wilson Station

WCKY

heard Monday through Friday

at 10:15 a. m. EST

from the NBC Red Network

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

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

WCKY..10,000 Watts Power..149 on your dial

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



PROGRAMS FOR SATURDAY, OCTOBER 29



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. Includes program details for various stations and a Frequency of Stations Listed in RADIO DIAL table.

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



PROGRAMS FOR SUNDAY, OCTOBER 30



(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 kyw wire wjz wgy wtm kstp who wdfw
—Buddy Clark Entertains. WABC WHAS wcau wcco wgar wfbm kmox wadc wbbm wjr wgst wwl
5:30—Ben Bernie and All the Lads. WABC WKRC WHAS WHIO wjr wfbm wgar wcau wbt wcco wbbm kmox wjz
—Paul Wing's Spelling Bee. WFAF WLW kyw wgy wire wmaq who wdfw wwi wtm kstp wfaa wave kvoo wbpw
—Vicente Gomez. WJZ WSM WLS wham kdka whk wowo
5:45—The Master Builder. WJZ WLS WSM WCKY whk wham wave
6:00—The Silver Theatre with guest star; Conrad Nagel, m. c. WABC WKRC WHIO WHAS wjr wgar wfbm kmox wcau kmox wvva wwl
—Catholic Hour: Rev. James J. McLarny, guest speaker. WFAF WSM WSAI wgy wtm wmaq wjz who wdfw kyw
6:30—The Laugh Liner: Billy House, comedian; Jack Fulton, tenor, and Carl Hohengarten's Orchestra. WABC WKRC WHIO WHAS wjr wbbm wgar wfbm kmox wcau kmox wbt wwl wvva wadc wgst
—New Friends of Music: Fritz Stiedry, conductor. WJZ WCKY wave wire wham wowo whk
—A Tale of Today, sketch. WFAF WLW wtm wmaq wgy kyw
6:45—Richard Schendrett. WJZ wham
7:00—Jack Benny with Mary Livingstone, Kenny Baker and Phil Harris' Orchestra. WFAF WLW WSM wmaq kyw wgy wtm who kstp kvoo wfaa wspw wcol
—Edward Tomlinson, on South America. WJZ WCKY WENR kdka whk wave wire wham
—The People's Platform, Lyman Bryson, presiding. WABC WKRC WHIO WHAS wjr wbbm wgar wfbm kmox wcau kmox wbt wcau wvva wadc wgst
7:30—The Passing Parade: John Nesbitt, with Al Garr, Oscar Bradley's Orchestra and John Conte. WABC WKRC WHAS WHIO

wfbm wjr wgar wcau wadc wsbw wvva wbt wgst wwl
—Sunday Night at Seth Parker's. WJZ WLS WSAI WSM kdka whk wham wave kvoo
—The Bandwagon: Guest Orchestra. WFAF WCKY kyw wgy wtm wjz wmaq who wdfw wire
—"Weekend Potpourri." (CBS) wbbm
8:00—Don Ameche, m. c.; Edgar Bergen and Charlie McCarthy; Nelson Eddy, baritone; Dorothy Lamour; Judy, Annie & Zeke; Robert Armbruster's Orchestra; guests. WFAF WLW WSM wtm wire wjz wdfw kstp kvoo wfaa wgy kyw wave wmaq wfaa who
—Orson Welles' Mercury Theater. WABC WKRC WHAS WHIO wbbm wfbm wbt wvva
—Out of the West: Ernest Gill's Orchestra; guest soloists. WJZ WCKY WLS kdka wham whk
8:30—Library of Congress Chamber Music Series. WJZ WCKY WLS kdka wham whk
9:00—Manhattan Merry-Go-Round: Pierre Le Kreeun, tenor; Rachel Carley, blues singer; Don Donnie's Orchestra; Men About Town Trio. WFAF WCKY wgy wtm wjz wmaq who wdfw kstp wave wfaa wire wfaa
—Hollywood Playhouse. WJZ WLW WENR WSM kdka whk wham
—Sunday Evening Hour: Guest star; Jose Iturbi, director, Symphony Orchestra. WABC WKRC WHIO WHAS wgar wcco wadc

9:30—Walter Winchell. WJZ WLW WENR kdka wham whk wspw
—American Album of Familiar Music, with The Maenchen Concert Orchestra; Frank Munn, tenor; Jean Dickenson, soprano; Elizabeth Lennox, contralto; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Buckingham Choir. WFAF WCKY WSM kyw wgy wtm wjz who wfaa wdfw wmaq wfaa wire wave kstp kvoo
9:45—Irene Rich. WJZ WLW WENR kdka whk wham wspw
10:00—Horace Heidt's Brigadiers. WFAF WLW kstp wire wtm wgy wjz wmaq kyw wdfw wfaa wave
—Accent on Music. WABC WKRC WHIO WHAS wbbm wfbm wgar wbt wvva wsbw wcco kmox wcau
—Russ Morgan's Orchestra. WJZ WCKY WSM wham kdka whk wbpw
10:30—Cheerio: Inspirational talk and music. WJZ WCKY WLS wham kdka whk wbpw
—"Headlines and Bylines," with Ralph Edwards, H. V. Kaltenborn and Gilbert Seldes. WABC WKRC WHIO wjr
—Peace: How Long and How, Colonel Frederick Palmer. WFAF wgy wtm wmaq who wdfw
—Hollywood Playhouse. (NBC) wave
—Larry Clinton's Orchestra. WFAF WSAI wgy wtm wmaq who wdfw
11:00—Press-Radio News. WJZ WFAF WCKY wire wham wfbm wgar wbt wvva wsbw wcco kmox wcau wfaa wgst wfbm
—Walter Winchell's Column Quiz. Conducted by Ben Grauer. (NBC) WSM wbpw wave
—Count Basie's Orchestra. WABC WKRC wbbm kmox wcco kmox wcau
11:05—Johnny Messner's Orchestra. WJZ WCKY WLS wire wham
—Don Bestor's Orchestra. WFAF WSAI wgy wtm wire wham wmaq wfaa wowo
11:15—Irene Rich. (NBC) WSM wave
11:30—Ray Kinney's Orchestra. WFAF WSM wgy wtm wmaq who wdfw
—Paul Pendarvis' Orchestra. WABC WKRC WHIO wgar wcco wadc kmox wjr wbt
—Abe Lyman's Orchestra. WJZ WCKY whk wave wire wham wowo
MIDNIGHT—Eddie Varzos' Orchestra. WFAF WSAI wgy wtm wmaq who wdfw
—Freddie Martin's Orchestra. WJZ WCKY wgar wave wire wham
—Henry King's Orchestra. WABC WKRC WHIO WHAS' wbbm wbt wgar wgst wfbm wdfw
12:30—Don Redman's Orchestra. WFAF WSAI WENR WSM wgy wtm wmaq who wdfw
—Earl Hines' Orchestra. WJZ WCKY wave wham wire
—Ted Weems' Orchestra. WABC WKRC WHIO wbbm wbt wgar wgst wfbm wadc

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

PROGRAMS FOR MONDAY, OCTOBER 31

(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 time slots and program titles.

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 kyw wj kstp
7:15-Edwin C. Hill, commentator. WEAF WSAI kyw wtm wmaq who wdf kstp wire wgy wbp wcol
7:30-No Talent Wanted. Ernie Watson, M. C. WJZ kdka wave wire wham wowo
Eddie Cantor's Caravan. WABC WKRC WHIO wadc wbt wgst wbbm wgar wjr wcau

Grey. WJZ WCKY WLS kdka whk wham wave wire
9:00-Hour of Charm: Dorothy Thompson, commentator, and Phil Spitalny's All-Girl Orchestra. WEAF WSM WLW kyw wtm wmaq wgy wfa wma wq who wdf wire kstp wfaa wave
Radio Theater, Cecil B. De Mille. Producer. WABC WHAS WKRC WHIO wjr wbbm wfbm wgar kmcb wcau kmox wadc wbt wgst wwl wcco
NBC String Symphony: Frank Black, conducting. WJZ WLS kdka
Eddie Duchin's Orchestra. WEAF WCKY kstp kyw wgy wj wmaq who wdf wire wfaa wtm kvoo ave
Guy Lombardo's Orchestra. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmcb wcau kmox wadc wbt wwl wcco
Contented Program: The Lullaby Lady, Continentals, Male Quartet; Orchestra, direction Marek Weber; Vincent Pelletier, announcer. WEAF WCKY WSM kyw wgy wmaq wtm wj who wdf wfa wave wcol wfea
True or False: Conducted by Dr. Harry Hagen. WJZ WLW WLS whk wspd wham wire
10:30-Larry Clinton's Orchestra. WEAF wtm wj

Don Wilson ducks Hollywood's bright lights in favor of alfalfa raising, horse breeding and fruit-growing and is never seen in town except on rehearsal and broadcast nights.

Raymond Paige's earliest ambition was to be a musician but his parents wanted him to study law. Both sides won, as he is now a radio conductor and his own business manager.

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

PROGRAMS FOR WEDNESDAY, NOVEMBER 2

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Wednesday, November 2, 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-To be announced. WABC WHAS wadc
7:15-Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdka
7:30-Ralph Blane, tenor. WJZ

9:00-Columbia Workshop. WABC WHAS wjr
10:00-Kay Kyser's Musical Klass and Dance. WEAF WLW WSM wgy wtm wmaq
11:00-Dance Orchestra N. Paul Sullivan, news

11:00-Your Health. WJZ WCKY WLS kdka
11:15-Edwin C. Hill, commentator. WEAF WSAI wfaa wco wmaq wtm wire wdfw
11:30-Russ Morgan's Orchestra N.

Opening theme music for the Wednesday night oil show was written by Conductor David Broekman especially for the program and now he's seeking a name for it.
Jane Froman estimates she can remember the words of a thousand popular songs and ballads sung over the air in recent years.

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



PROGRAMS FOR THURSDAY, NOVEMBER 3



(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).

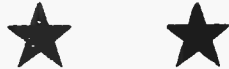
WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-To be announced. WABC WHAS wadc...
-Amos 'n' Andy. WEAFLW wgy wtm kyw wj who kstp...
-Easy Aces comedy sketch featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk wire wham...
7:15-Vocal Varieties. WEAFLW wgy wtm wire wmaq who kstp kyw wdf...
-Hollywood Screenscoops, by George McCall. WABC WKRC WHAS WHIO wcau wmas wgr...
-Mr. Keen, Tracer of lost persons; dramatization. WJZ WCKY WLS whk kdka whm wspd...
7:30-Schaefer Summer Review. Felix Knight, Three Jesters, Joan Briton, Al and Lee Reiser. WEAFL only...
-Mario Cozzi, baritone. (NBC) WSAI WSM wgy wtm whk...
-Joe Penner and Ben Pollack's Orchestra. WABC WKRC WHAS WHIO wbbm wgar

Al Jolson's rehearsal greeting to Martha Raye after her marriage to Dave Rose was a crash of Mendelssohn's wedding music from the orchestra just as she approached the mike for her first number—and was Martha startled!
"Big Town" sound-effects men spent several hours trying to imitate the sound of a spinning fishing reel and finally—you guessed it!—had to use the reel thing.

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



PROGRAMS FOR FRIDAY, NOVEMBER 4



(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

7:00-To be announced. WABC WHIO wgar wadc wcau wvva wgst wbt
7:15-Lum and Abner. WABC WKRC WHAS WHIO wbbm wjr wcau wbt wgst wgar wfbm kmox wcco
7:30-Xavier Cugat's Orchestra. (NBC) WSM wtam wgy wmaq who wdat
8:00-Criminal Case Histories, with Warden Lewis E. Lawes. WJZ WSM WSAI kdka wspd whk wham
8:30-Burns and Allen, with Ray Noble's Orchestra. Tony Martin, Paul Douglas. WABC

10:30-Story Behind the Headlines, Cesar Saerchinger. WEAF wgy wtm wmaq kyw wj wire kstp wdf
11:00-Evening News Report. WABC only
11:15-Tommy Dorsey's Orchestra. WABC WHIO WKRC wcau wbbm
11:25-United Press News Reports. WEAF only
11:30-Leighton Noble's Orchestra. WABC WKRC WHIO wbbm wfbm wvl wcco kmox kmcb wjr
11:45-Evening News Report. WABC only
12:30-Las Brown's Orchestra. WEAF WLW WSM wgy wtm wj wmaq kstp wdf
12:35-Frank Novak's Orchestra. WJZ WCKY WENR whk wave wire wham

Meet WHIO Staff



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

Curtis Institute of Music

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

Miss Thorne is to open the program by singing "Quando me'n vo," from Puccini's "La Boheme," and "Caro, caro el mio babinm," by

Guarnieri. Mayes will then be heard in Schubert's concerto in A minor, and the program will come to a close with Miss Thorne singing the following songs: Fourdrain's "L'oasis," "Depuis le Jour," from Charpentier's "Louise," Rachmaninoff's "In the Silent Night," "The Nightingale and the Rose," by Rimsky-Korsakov, and "I Am the Wind," by Galbreath.

James Shomate and Ralph Berkowitz are to accompany Miss Thorne.

"Isn't George Funny"



Dr. Joseph Jastrow Returns to Network For Series of Talks

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

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

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

French Authority of Swing Visits "Session"

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

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

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

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

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

Singtime Cast



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

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

General Hugh Johnson, former N.R.A. administrator; Henry Wallace, Secretary of Agriculture, and Lyman Bryson, chairman of the CBS Adult Education Board, who will represent the general public, are to discuss informally present Federal farm policies on Bryson's "People's

Platform" over CBS, including WKRC, WHAS and WHIO, Sunday, October 30, at 7:00 p.m., (E.S.T.).

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



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Week's Serious Music In Review

FRIDAY, OCTOBER 28th.

MUSIC APPRECIATION HOUR

Second concerts in Series A and B, with Walter Damrosch conducting, 2:00 p. m., WCKY, WSM.

Series A—Stringed Instruments
Finale, from Serenade, Op. 48...Tchaikovsky
Air for the G String, Arr. for
Orchestra.....Bach
Pantomime, from "Les Petits
Riens".....Mozart
Finale, from Concerto for Violin
and Viola.....Mozart
Molly On the Shore.....Grainger

Series B—Animals in Music
The Elephant, The Kangaroo, and
The Cuckoo in the Woods, from
"The Carnival of Animals"...Saint-Saens
Dance of the Mosquito.....Liadoff
Looking-Glass Insects, from
"Through the Looking-Glass"...Taylor
Overture, from "A Midsummer
Night's Dream".....Mendelssohn
Ride of the Valkyries, from "Die
Walkuere".....Wagner

SAN FRANCISCO OPERA

The Monastery Scene, from Act II of Verdi's opera, "Le Forza del Destino," broadcast from War Memorial Opera House, San Francisco, 12:00 p. m., NBC.

Donna Leonora.....Elizabeth Rethberg, soprano
Padre Guardiano.....Ezio Pinza, basso
Fra Melitone.....Salvatore Baccaloni, baritone
Conductor.....Gennaro Papi

SATURDAY, OCTOBER 29th.

CINCINNATI CONSERVATORY

Concert featuring Amy Lee, pianist, and Helen Thacker, violinist, soloists with string quartet, and Hubert Kockritz, baritone, 11:00 a. m., CBS—WKRC, WHAS, WHIO.

Concerto in D Major, for Piano,
Violin and String Quartet.....Chausson
Misses Lee and Thacker, soloists
a) Desir de l'Orient.....Saint-Saens
b) Les Cloches.....Debussy
c) L'Echelonement des haies.....Debussy
d) Poeme d'un jour.....Faure
e) Automne.....Faure
Hubert Kockritz; Miriam Otto at piano

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

SUNDAY, OCTOBER 30th.

RADIO CITY MUSIC HALL

Condensed version of Leoncavallo's two-act opera, "I Pagliacci," presented as third in tabloid opera series, 12:00 noon, NBC—WSKY, WLW.

Nedda.....Viola Philo, soprano
Canio.....Jan Peerce, tenor
Tonio and Silvio.....Robert Weede, baritone
Peppi.....Louis Purdey, tenor
Conductor.....Erno Rapee

MAGIC KEY OF RCA

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

NEW YORK PHILHARMONIC

Guiomar Novaes, Brazilian pianist, soloist with New York Philharmonic-Symphony Orchestra, directed by John Barbirolli, 3:00 p. m., CBS—WKRC, WHAS, WHIO.

Overture, from "Benvenuto Cellini".....Berlioz
The White Peacock.....Griffes
Concerto for Piano and Orchestra
No. 2 in F Minor, Op. 21.....Chopin
Guiomar Novaes, soloist
Symphony No. 2 in D Major,
Op. 73.....Brahms

METROPOLITAN AUDITIONS OF
THE AIR

Metropolitan Auditions of the Air, Wilfred Pelletier, conducting; Edward Johnson, master of ceremonies. NBC—WCKY, WLS, WSM. 5:00 p. m.

Fake Dance



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

Secret of Suzanne.....Wolf-Ferrari
Orchestra
Balletella from I Pagliacci
Midsummer.....Leoncavallo
Henry Worth
Anna Mary Dickey, soprano
Le Tambour Major from Le Cid.....Thomas
November.....Lilla Ormand
Edward Boucher, basso
A Mon Fils from Le Prophete
Meyerbeer
Floods of Spring.....Rachmaninoff
Beatrice Brody, contralto
Tales of Hoffman.....Offenbach
Ensemble
Pavane.....Ravel

AUTUMNTIME CONCERT

Josef Cherniavsky, Conductor.
NBC—WLW.

1. Il Guarany.....Gomez
2. Chorus of the Peasants (From "Prince Igor").....Borodin
3. Gossips.....Dubensky
4. Alley Tunes (Harmonica Novelty).....Guoin
5. Pace, Pace, Mio Dio (from "Le Forza del Destino").....Verdi
Miss June Browne, Portland, Ind.,
Soloist
6. Italian Capriccio.....Tschaikowsky

SUNDAY EVENING HOUR

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

Overture, from "Prince Igor".....Borodine
a) Chi vuol comprar la Bella
Clandrina.....Jomelli
b) Inflammatus, from "Stabat Mater" (with chorus).....Rossini
Mme. Otero, soloist
Ritual Fire Dance, from "El Amor Brujo".....De Falla
E. Anharlem.....Reddick
Mi nina.....Guetary
b) Chiquilla.....Obradors
c) Seguidilla.....Folk Song
Mme. Otero, with Frank Le Forge,
pianist
Les Hijos del Zebedeo.....Chapi
Mme. Otero, soloist
Cuban Overture.....Gershwin
When Wilt Thou Save the People..Booth

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

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

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

Promotions at WLW, WSAI

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

Wilfred Guenther, former promotion man of WSAI, was made promotion manager of WLW and WSAI. John Conrad of the special events department sales promotion manager of WLW, resigned.

Walter Callahan, WSAI salesman, became sales service manager of WLW and WSAI. John Conrad of the special events department moved into the WSAI promotion job. John Kuelling Koepf, former sales promotion manager of WLW, resigned.

Walter Callahan, WSAI salesman, became sales service manager of WLW, succeeding E. C. (Jimmy) Krautters, who moved into the WLW sales staff under Robert E. Dunville,

"Magic Hour" Miss



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

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

Added to the staff were Archie Grinalds, formerly of WAGA, Atlanta, Ga., who became a WSAI salesman, and Miss Beulah Strawway, formerly of the Kroger Grocery & Baking Co., who became trade relations director for the two stations.

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

At National Dairy Show



During the National Dairy Show in Columbus, Ohio, October 9 to 15, WLW broadcast a series of daily programs. Pictured above, Alfred S. Campbell of the Sale of Guernsey, presented L. K. Hill, Rosendale, Wis., left, president of the National Dairy Show, with the Guernsey milk receptacle, while John F. Merrifield, WLW agricultural editor, center, conducted the broadcast. In the background is Miss Marilyn Meseke of Marion, Ohio, queen of the dairy show and Miss America of 1938.

OHIO-BORN CUBAN TO MAKE DEBUT ON "EVENING HOUR"

New Dawn Patrol Sponsors



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

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

Changing Voice and Relatives' Chuckles Made Comic of Bob Hope

Bob Hope knew he wanted to be a comedian from the day his voice changed. It is probably the only case on record of a man being stirred to comical aspirations by the biological phenomenon of a voice changing. And therein lies a story.

Possessed of a fine soprano voice when a child, Bob, encouraged by his mother, who was Agnes Townes Hope, a star of the English operetta stage, flaunted the tony pipes for all Cleveland to hear at home-made musicales. And on the momentous day of which we speak, young Bob's relatives were all assembled in the house in Cleveland waiting for the youthful vocalist to sing "The End of a Perfect Day." And he did, but somewhere in the middle of the not too perfect "Perfect Day" his voice cracked.

Valiantly, he finished the number, partly in soprano, partly in tenor, entirely in laughter. It was young Hope's most successful rendition, judged from the standpoint of pure entertainment. And it did something to Bob he will never forget. The sight of all his relatives laughing at one and the same time made him realize how wonderful a thing laughter was. And he resolved to make mirth his life's work.

But you don't decide to be a comedian and then just step out and be one. Bob worked at everything he could find, hopeful that the break would come along. As the eldest of six fatherless sons, much of the burden of family support rested on his shoulders.

When the break was delayed in

arriving, he joined up with another stage-struck lad and they set themselves up in business as a vaudeville act. The act consisted of nothing but tap dancing, but meanwhile, he was gathering stage experience.

One night at a small theater the manager asked Bob to announce what the following show was to be. He

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Emma Otero, Youthful Coloratura Soprano To Be Heard October 30

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

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

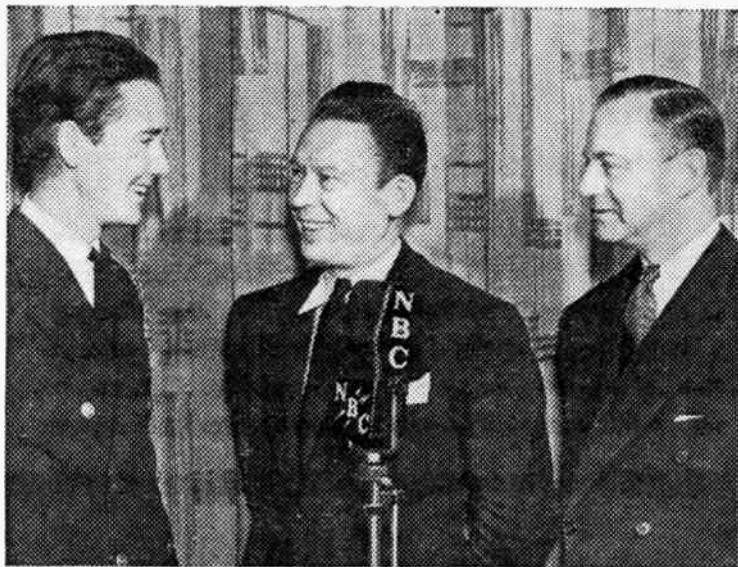
Miss Otero will present several Spanish selections, accompanied at the piano by her celebrated teacher, Frank La Farge. (See Week's Serious Music In Review).

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

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

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

Left to Right— Allen, Allen and Allen



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

Symphonic Strains

BY CLINTON BROOKS

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

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

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

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

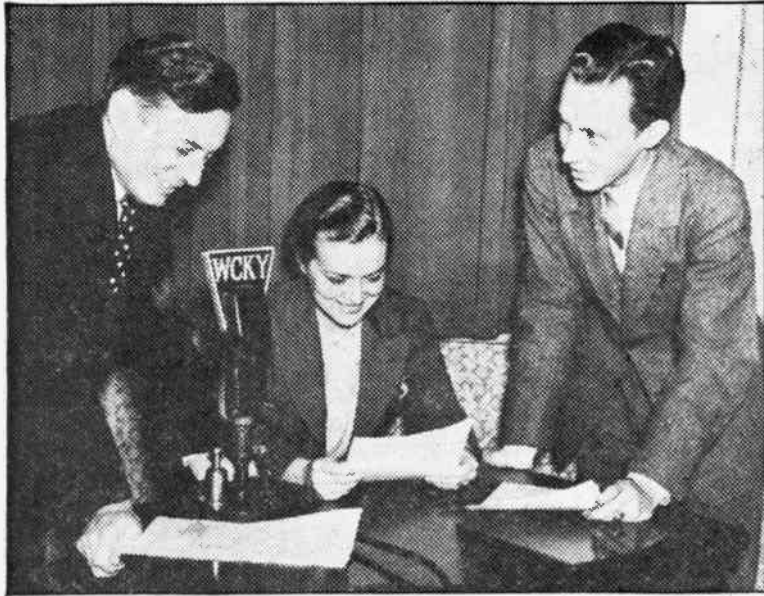
Subsequently the feuding brother and lover seek each other in various places in Italy and again in Spain with the persistence of Kentucky mountaineers, finally meeting on a field of combat in front of Leonora's cave. In the midst of a storm, a duel takes place, and Don Carlo is fatally wounded. Don Alvaro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

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

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

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Listener's Letter Causes Smile



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

Bob Hope

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

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

On Broadway, Bob was given a small part in "Sidewalks of New York." He rose above the play and was given a larger part in "Ballyhoo of 1932." And then along came "Roberta," bringing with it stardom.

He went into radio shortly after the close of "Roberta" and has been an active air comic ever since. He co-starred with Harry Richman in "Say When," played opposite Fanny Brice in the "Ziegfeld Follies of 1936," and starred with Ethel Merman and Jimmy Durante in "Red, Hot, and Blue."

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

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

introduced. It will be his first starring role.

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

Lazy Jim Day



Lazy Jim Day from Short Creek in Grayson County, Ky., is a new addition to the WLW staff. He came to Cincinnati as guest on the Friday night "Boone County Jamboree" and joined the staff. Besides the two "Boone County" broadcasts, 9:00 to 9:30 p. m. (E.S.T.) Fridays from Emery Auditorium in Cincinnati, Lazy Jim is heard on the WLW "Top o' the Morning" program.

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

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

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

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

"Public Hero No. 1" Producer



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

Symphonic Strains

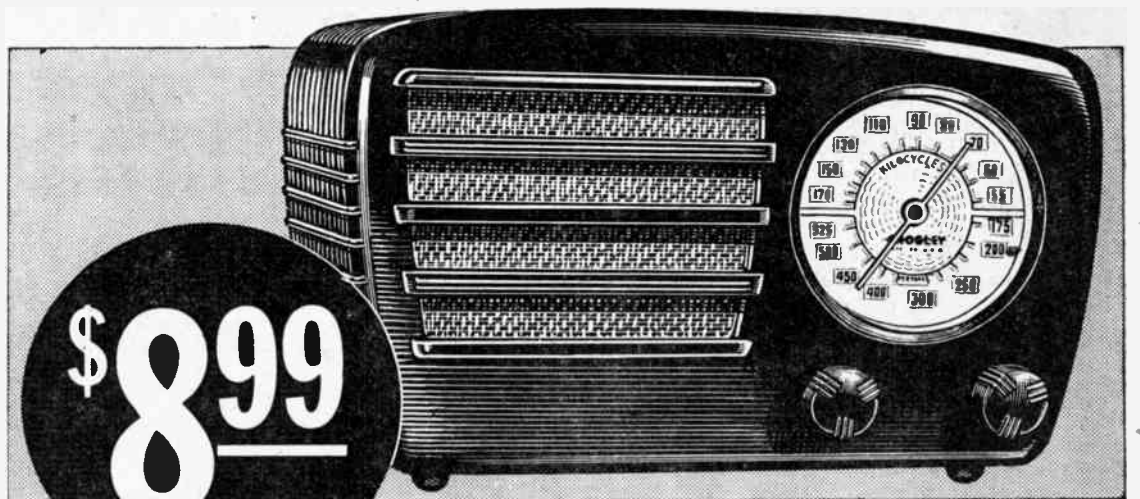
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broadcast. The two other works programmed for Saturday night are Haydn's D Major "Horn Call" Symphony and Tchaikovsky's Symphony "Pathétique" No. 6 in B Minor, Op. 74. Though the latter symphony is a favorite with most conductors, Toscanini never before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

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

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

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