

# MANY STARS TO APPEAR IN SPECIAL DEDICATION BROADCAST

IN RADIO'S LIMELIGHT  
(See page 4)

(See page 3)

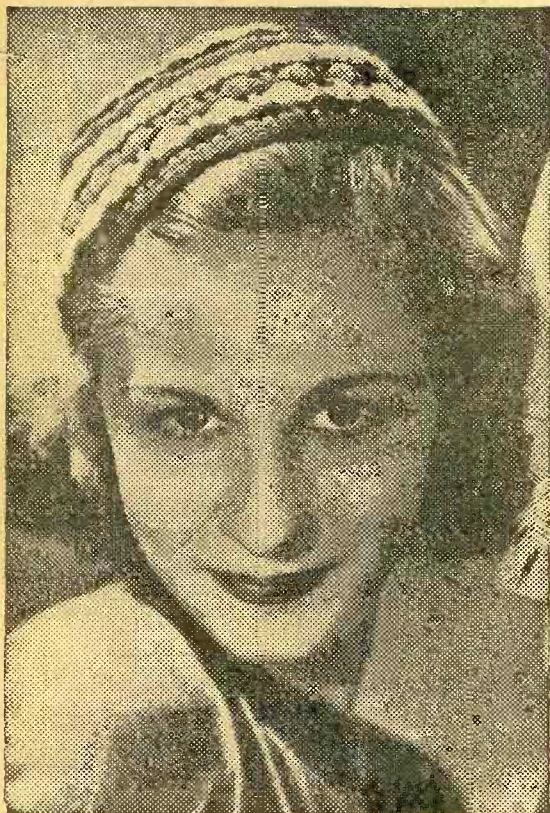
5¢

# Radio Dial

The Midwest's Largest Radio Newspaper

Week Ending May 6, 1938

*Acts Her Age*



**Joan Tompkins**  
(See page 4)

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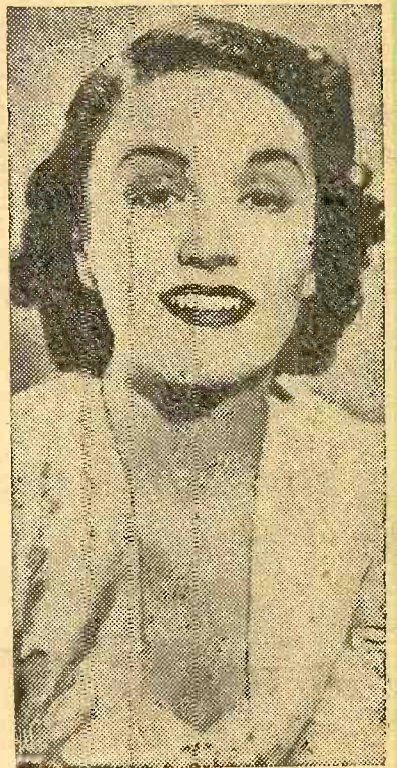
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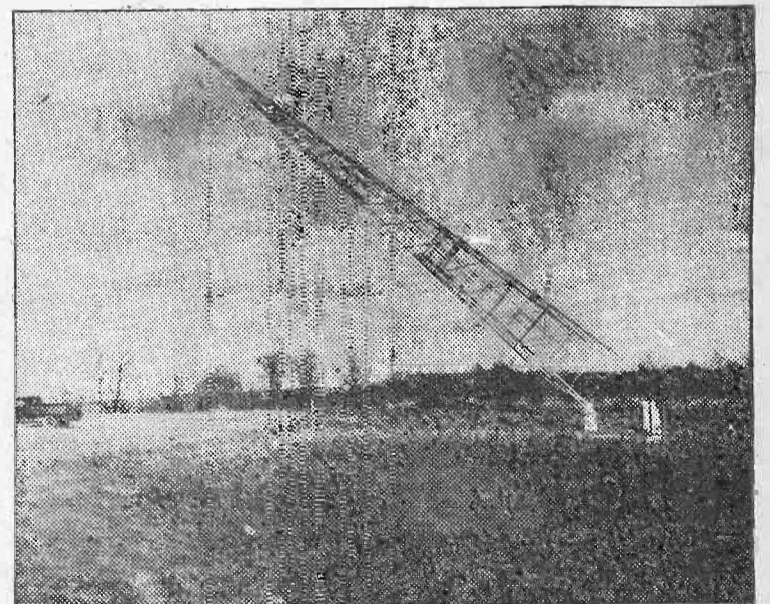
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Fibber McGee, in private life, is Jim Jordan, and Nick DePopulous, likewise is Bill Thompson. But millions of radio listeners have come to know them by their "air names," and so they are sticking pretty closely to them.

Jim Jordan was born in Peoria, Ill.; began his career as a singer in a church choir; teamed up with Molly, whom he married; went to France during the World War with the A. E. F.; organized a concert company on his return, playing churches, opera houses, high school auditoriums and women's clubs; then went into vaudeville; got into radio in 1924—and has been in radio ever since, with an occasional venture into the movies.

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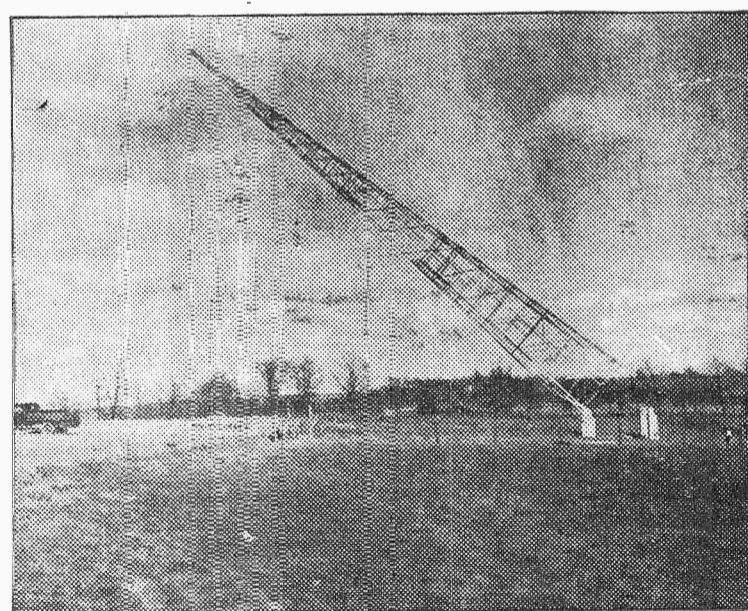
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Published every Friday by the Radio Dial Publishing Co.  
22 East 12th St., Cincinnati, Ohio

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.

Telephone—CHerry 0710-0711

J. A. ROSENTHAL, Editor

Vol. VII

WEEK ENDING MAY 6, 1938

No. 51

## WITHOUT BENEFIT OF BALLYHOO

As usual, the opening of the circus season has produced another crop of quips about ballyhoo. But with all due respect for the memory of Dexter Fellows it must be said that the "big top" has no monopoly of the art of getting public attention.

Spring and summer, fall and winter, radio too makes diligent use of the varied devices popularly lumped under the head of ballyhoo.

Listeners may think they are quite aware of that. Readers of fan material may even pride themselves on being able to detect the "fine Italian hand" of the press agent. But they don't know the half of it. Only radio editors are in a position to appreciate what unceasing efforts are made to get favorable attention for networks, stations, programs and artists.

These efforts are to be expected. Radio is a branch of the show business. And ballyhoo, press agency, public relations or whatever you choose to call it is a traditional and often useful part of the show business.

It is significant, however, that many of the programs which consistently please large numbers of listeners get the least publicity.

Typical instances are One Man's Family and America's Town Meeting. Neither has been given a high power build-up by press agents. Indeed, the publicity has been either factual or restrained. Yet both these features have become outstanding popular successes.

On the other hand, a considerable number of programs which could be mentioned have gained only a meager listener following in spite of persistent and often hectic ballyhoo.

This situation raises disturbing questions about the value of radio ballyhoo in general.

To be sure, a certain amount of publicity is justified, and even required, by the fact of competition. When two equally good programs are scheduled at the same hour, the one with the better press agent is likely to get the lion's share of the audience. Yet this scarcely warrants the use of ballyhoo on the grand scale to which radio has become accustomed.

The fact that superior programs win large audiences with little press agency, while inferior programs gain few listeners in spite of diligent publicity, seems far more pertinent.

For one thing, it suggests that listeners make up their own minds about what they like and dislike, without much regard for blurbs. In other words, merit may have more to do with the success of a program than the skill of its press agent. That of itself is heartening or disturbing, according to one's viewpoint.

It also suggests that the sheer volume and persistence of ballyhoo may cause listeners to suspect programs that get too much plugging.

At any rate, there seems little doubt that radio ballyhoo has definite limitations, beyond which the hand that turns the dial, rather than the press agent, decides the fate of a program. And that is as it should be.

## IN RADIO'S LIMELIGHT

### Acts Her Age

Act her age, that's all that pretty JOAN TOMPKINS had to do to win the role of Judy Wilbur in the new NBC serial, "Your Family and Mine," broadcast over NBC, including WCKY and WSM, Mondays through Fridays, at 4:30 p. m. (E.S.T.).

Most of Miss Tompkins' dramatic experience was obtained on the stage. Born in New York City and brought up in suburban Mount Vernon, Joan took her first histrionic step as a schoolgirl by joining the Westchester Playhouse at Mount Kisco, N. Y., famed in the Summer theater circuit as the training camp for many noted stage and screen stars.

Here Joan played with June Walker in "The Late Christopher Bean," Henry Fonda in "Up Pops the Devil," and was featured with Norma Terris in "Cradle Song." Later she played with Tom Powers in "Death Takes a Holiday" and Margaret Anglin in "Fresh Fields."

She tried for a year to get a part on the Broadway stage and landed in "Fly Away Home," which ran for almost seven months, and then played one of the three daughters in "Pride and Prejudice."

Miss Tompkins comes from a professional family. Her mother was  
(Continued to page 13)

## THIS IS RADIO

By BILL BAILEY

Miss Edna Silvertown is again guest-writing for Bill Bailey.

The production department of a radio station is directly responsible for the production of programs originating in the local studios. This department as it exists at WLW-WSAI consists of a production manager in the person of Eldon A. Park, acting program director of the stations, a dramatic director, Owen Vinson, and a casting director, Rikel Kent. The various production men in charge of individual shows form the body of the department.

To each separate producer falls the duty of completely supervising the programs to which he is assigned. As the program director coordinates the many departments identified with the construction of programs in general, so does each production man coordinate all the units of these various departments utilized in the individual program with which he is concerned. These include announcers, control men, actors, singer and musicians. The latter are represented by the musical director on the program.

The producer's responsibility for a

program begins with his assignment to that program and ends only after the program has been correctly and completely presented on the air. Assignment to a program can be made only by the program director. Producers are given assignments on the basis of their specialization. Some specialize in musical programs—others in dramatic programs. Occasionally a producer is found who is equally adapted to both types of productions.

The WLW-WSAI production staff is classified as follows: Rikel Kent, well known actor, is both casting director and dramatic producer; Owen Vinson, dramatic director for all programs and dramatic producer; Sammy Fuller, former WLW announcer and entertainer, musical producer; Gordon Waltz and Felix Adams, musical producers, the latter specializing in hill-billy productions; Wilda Hinkle, and Charles Lammers, dramatic producers and Harold Carr, combination production man.

The first step in the production of a program is the preparation of a script or continuity of the program. For the most part the producer receives this script sufficiently in advance to thoroughly familiarize himself with its content. He must sense the interpretation intended for the script and advise the musical director and other units under his supervision what effects are desired.

Next he must notify all units of the production of the program rehearsal, its time, place, etc. At the beginning of the rehearsal he goes through the script briefly, after distributing copies to all concerned, and explains to each participant just what is expected of him during that program.

After this preliminary, the producer rehearses his show, perfecting the tempo, timing and coordination of all units to the point where the whole is knitted together into a program of quality and smoothness. The production man is the "boss" of the production. Therefore the credit and the blame are also his.

During both rehearsal and actual airing of a program, the producer usually stands in the control room, where he is able to issue verbal instructions to the engineer and cue his other participants, announcers, actors, musicians, etc., by slight signs through the glass window connecting the control room with the studio. By certain standardized signs he can speed up or slow down the program, bring one or another human being or instrument into prominence, and otherwise bring out distinction in the entertainment.

Production men are at liberty to make minor changes in the non-commercial portion of a continuity, specifically "cutting out" portions of the script which do not interfere with fundamental ideas and which may cause a show to run too long—the unpardonable sin in production. They must, however, use discretion at all times and commercial copy cannot be changed without the approval of the program director or the general manager of the station.

(Continued to page 16)

## SERENADE AND STATIC

### THE MAIL BOX

Dear Sirs:

I have often wondered why the announcer who has charge of the Dreft program mispronounces the name Dreft every time he speaks it. He calls it DRUFT which gets me down. Some time ago the man who had charge of a program that sold perfume mispronounced the Lilac perfume as if spelled Li-lock. I wrote to him about it, but after listening to him time and again, I noticed that he still kept mispronouncing the word as always. I have wondered whether someone else has corrected him—or perhaps he believes in the old saying about teaching an old dog new tricks. But I guess I can stand it if everybody else can.

I think Bachelor's Children is one of the nicest programs on the radio. The networks again show the lack of proper scheduling by airing Lum and Abner, and Lowell Thomas the same time. I will listen to Lowell Thomas and give up Lum and Abner because there isn't a commentator on the air nearly as good as Thomas.

Sincerely,

M. L. C., Anderson, Ind.

Dear Sirs:

I was very much disappointed when I received my last copy yesterday and hesitated about renewing my subscription. However, I am renewing for six months, but if so much space is taken up for the movies I think I will have to look for another radio magazine.

It is true that a good many movie stars are on the air, but there are so many radio stars we know nothing about; and I would much prefer their pictures and news about them. Why not confine it steadily to radio stars? I would also like to see more space for questions and answers.

Very truly,

CARRIE M. HARRISON,  
Springfield, Ohio.

\*If we receive many letters like this one we will discontinue "Hollywood in Pictures."—Ed.

\* \* \*

Dear Sirs:

May I add my comment on the "Serious Music?" I feel many of us who prefer symphonies, operas, etc., fail to let broadcasting stations know our likes. I am always sorry when summer time comes because I have more time to listen but fewer good programs to listen to. Why couldn't there be some symphonies and operas aired during the summer? Give me "highbrow music."

Sincerely yours,

ELLA D. CHEESEMAN,  
7 Haddon Hall,  
3418 Reading Road,  
Cincinnati, Ohio.

\*It is true that broadcasting stations don't know what to give their listeners—sometimes. So if you like a program tell the station and your chances of keeping that program on the air will be greatly increased. The Cincinnati Summer Operas and the Pop Concerts from Boston, Mass., are scheduled for broadcasts during the hot months. The Pop Concerts start soon (see page 15).—Ed.

\* \* \*

Dear Sirs:

Is it true that Jack Fulton, heard on the "Just Entertainment" program will leave that show to appear in pictures?

Sincerely,

PAUL MASTERS,  
Wyoming, Ind.

\*It has been rumored that Jack Fulton will leave the show but he has denied this rumor. He has been satisfied with the show and will remain on it until his contract runs out at least.—Ed.

# AROUND the DIAL

by THE DIAL TWISTER

It's scarcely news that Red Barber is well-started on another successful season of baseball broadcasting. Cincinnatians expect first-rate work of a man who's good enough to handle the World Series for NBC. What some of them overlook is one of the many things that make "the old red-head" outstanding in his trade. That's his impartiality. Mill-run sports announcers always favor the home team. But Red treats the "hated enemy" just the same as the Reds, whether he's handing out blame or praise. This isn't merely good sportsmanship. It's the mark of an able craftsman. A reporter who's worth his cakes and coffee tries to tell an impartial story. Red evidently figures that a sports announcer is first of all a reporter. For grown-up listeners, that's as much of an asset as his accuracy, his restraint and his wide vocabulary.

With the opening of the baseball season Paul Douglas has once more started his Chesterfield Sports Time (NBC-WSAI, Monday through Saturday, 5:30 P. M.). Paul's summary of the day's doings on the diamonds is easy to take. The only trouble is that being scheduled at such an early hour makes its scores incomplete. The early bird doesn't always get the worm.

But the baseball season hasn't brought back Bob Newhall as his many friends hoped. That's too bad, both for Bob and listeners. Loud talking and much "sticking out his neck" don't make Allen Franklin "something just as good."

In its brief run on the air, Stepmother, that CBS serial, has made plenty of technical and artistic blunders. But the worst came last week in those episodes about the mad woman. Radio has an unwritten rule against using the insane as dramatic characters, among other things because that tends to create the wrong attitude toward these unfortunates. The "Ruth Martin" episodes prove how right this rule is. The best that can be said for them is that they were in wretched taste. Certainly they can't be defended as realism. For Stepmother has never been bothered by realism in its sanest moments.

Notwithstanding all the dither about swing, Waltz Time goes serenely on its melodious way (NBC-WCKY, Friday, 8 P. M.). And well it might, for waltzes have survived a dozen fads that were going to revolutionize popular music. As a matter of fact,

swing merely enhances the charm of  $\frac{3}{4}$  time, especially with the satin smoothness Abe Lyman gives it. Probably Waltz Time will still be going strong when swing is just a nightmare memory.

By one of those ironic quirks with which radio abounds, no local station carried the program with peculiar interest to the Ohio Valley. That was the NBC dramatization of "Beyond Dark Hills," the autobiography of Jesse Hilton Stuart, the young but already distinguished Kentucky poet, April 19. Although NBC saw fit to set aside pre-arranged schedules to make room for the dramatization, local outlets didn't carry it. Fortunately, however, the dramatization was available on NBC short-wave outlets in the East. But few listeners probably thought of turning to that band.

"What's my name?" might well be asked by that program on CBS-WKRC, Monday, 7 P. M. WKRC calls it The Monday Night Show. While CBS listings specify You Said It. But does it really matter?

Another of those programs hopefully aimed at school children in the classroom is Adventure In Reading (NBC-WCKY, Monday, 1 p. m. The purpose is to introduce them to books by dramatizing their contents. But the premiere was devoted to Mark Twain. As if any live kid had to be persuaded to read "Huckleberry Finn" and "Tom Sawyer." Indeed the dramatization might have discouraged rather than encouraged reading. For much of the dialogue was quite artificial.

That Columbia Chorus Quest may turn out to be rather embarrassing. Most of the choruses regularly heard on the air go in for "novelty" effects of the style popularized by Waring. But these student groups have been singing real choral music in styles as varied as they were delightful. That's not altogether flattering to the hackneyed studio product.

Daylight-saving is proving the old saw about "an ill wind." Advancing network programs an hour has the effect of putting certain features with adult interest into the spots previously occupied by juvenile shows. Some of the features aimed at women have also been taken out of the pre-dinner hour and shifted to daytime spots. All of which helps to make the early evening air safer for grown males. Provided they remember the time change. There's the rub.

## Returned to Air



Gale Page, former radio star who forsook the airwaves for Hollywood, returned to radio a few weeks back on the "Warner Academy Theatre," broadcast over WLW, Sundays, at 9 p. m. (E.S.T.).

She was featured in such radio serials as "Today's Children" and "Fibber McGee and Molly," before she took her talent to the film city.

## Cantor's King



Walter King, well known to movie-goers, is now heard on the air each Monday announcing Eddie Cantor's "Caravan" program over CBS, including WKRC, WHAS and WHIO, at 6:30 p. m. (E.S.T.).

## Don Winslow Heard On Special Network

Don Winslow of the Navy, daytime dramatic serial heard for the last two years over NBC, will be heard beginning Monday, May 2, at 6:00 p. m. (E.S.T.), over a special network including WLW.

# RADIO DIAL CONTEST CLUB

by The Contest Reporter

Ralph J. Satterlee who conducts a department for Contest Magazine has worked up a very unique idea for his readers. He tells his readers how to prepare a contest entry. Others have done the same thing but not in the same way that Mr. Satterlee does—he starts his entry out on Monday and winds it up on Sunday. He says:

"The following is a full week of contesting, the way it should be done:

**MONDAY.** Read announcement of contest. (1) Study Rules. (2) Get entry blank or box top. (3) Note closing date. (4) Collect all the literature that can be found on the subject—circulars, labels, box-tops, magazines and newspaper advertisements. (5) Read literature, taking notes of the most important pointers to include in your entry.

**TUESDAY.** Write down every thought you have concerning your entry. Do not spare words—you are just jotting down ideas and thoughts at random now—cut to limit later when you have plenty of material to work with.

**WEDNESDAY.** Study notes written on Tuesday and ADD any new ones you come across. Draft the FIRST writing of your entry, including ALL the important facts or NEW ideas you have gathered from your notes.

**THURSDAY.** Rewrite Wednesday's PRELIMINARY outline and cut out unimportant word fillers—leaving ONLY the meaty ideas and colorful words.

**FRIDAY.** Forget entry.

**SATURDAY.** Forget entry.

**SUNDAY.** Read entry over again and insert NEW words, ideas or phrases. PREPARE THE FINAL WRITING. (1) Read rules again and check word limit. (2) Sign or PRINT (whichever the rules state to do) name and address on EACH SHEET of the entry. (3) Mail—with correct postage. (4) Forget it. Postman will whistle for you when and if check arrives. If check does not arrive—YOU WHISTLE—and start over again. WHAT A WEEK."

Truly, everything is being made-to-order nowadays.

Allan Glasser who writes "Prize Parade" relates the story of a young man "who was hired to advertise the products of a soap and perfume factory. As his first effort, he turned out the following piece of copy: "USE SMITH SOAP. If you don't use Smith's Soap—for Heaven's sake—USE SMITH PERFUME."

"The author cites this as effective, if somewhat overenthusiastic, advertising." (Continued to page 13)




## SPECIAL OFFER

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Practical, well designed and made to give long wear. The pencil works smoothly, propelling and repelling.

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



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

PROGRAMS FOR SATURDAY, APRIL 30

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main radio program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slots (6:30-8:45, 9:00-11:45, 12:00-12:45, 1:00-1:45, 2:00-2:45, 3:00-3:45, 4:00-4:45, 5:00-5:45, 6:00-6:45, 7:00-7:45, 8:00-8:45).

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

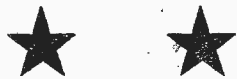
6:00—Message of Israel: Rabbi Samuel Goldenson, guest speaker; organ music. WJZ WLS WCKY kdka whk wave wire wham wowo
—Kaltenmeyer's Kindergarten: Variety program with Harry Kogen's Orchestra. WSAI WSAI wgy wtam wmaq who wdf kyw
—Artie Shaw's Orchestra. WABC WKRC WHIO wbbm wgar wfbm kmcb wadc wvva wsf wwl wcco
6:15—Drake Relays. WABC WKRC wbbm wgar wfbm kmcb wadc wvva wsf wwl wcco
6:30—Alistair Cooke, Dramatic critic. WSAI wgy wtam wmaq
—Uncle Jim's Question Bee. WJZ kdka wmaq wgy wtam
—Joe Sudy's Orchestra. (NBC) WCKY WLS WLW wowo
—Columbia Workshop. WABC WHAS WKRC WHIO cau wbbm wjr wvva
6:45—Barry McKinley, songs. WSAI WSM wgy wtam wmaq who wdf kyw
7:00—To be announced. WSAI wgy wtam wmaq wj wire who wdf wspd kyw wbap kstp
—Clem McCarthy—Sports Reel. WJZ only

—Al Roth's Orchestra. WSAI WSAI wgy wtam wmaq who wdf
8:30—Saturday Serenade with Mary Eastman, Bill Perry; Gus Haenchen's Orchestra (CBS) WHAS wcau wgst wjr wbbm wgar wfbm kmcb kmox wave wbt wsf wwl
—American Portraits: Dramatization of the Lives of Great Americans. WSAI wgy wtam wmaq who wdf
—Rhythm Rendezvous, Orchestra. WABC only
9:00—"Your Hit Parade:" Mark Warnow's Orchestra, guest; Songsmiths, male quartet; Freda Gibson and Buddy Clark, vocalists. WABC WKRC WHAS WHIO wbbm wfbm wgar kmcb wcau kmox wadc wsb wvva wjr wgst wwl wcco wbt
—Design for Music, direction Walter Kelsey, Betty Kelley, soprano; male quartet. WJZ WCKY whk wave wire wham
—NBC Symphony Orchestra: Pierre Monteux, guest conductor. WSAI WSAI wgy wtam wmaq who
9:30—Dick Gasparre's Orchestra. WJZ WCKY whk wave wire wham
—The Family Party—music, quartet and philosophy. (NBC) WLS wbap
9:45—Capital Opinions. WABC WKRC WHIO wbbm wgar wfbm kmcb wadc wsb wvva wsf wwl wcco kmox

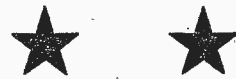
Joe Penner Chooses Ruby Newman's Orchestra For New York Broadcasts

Joe Penner, black-sheep scion of the Park Avenue Penners, has ordered a temporary halt in his search for fortune along Hollywood Boulevard, so that he might visit New York and try his luck along Broadway.
In company with his butler, Dick "Godfrey" Ryan, and vocalist, Gene Austin, Joe left the film capital after his April 24th show and will broadcast from New York City on Sundays, May 1 and 8, at 5:00 p. m. (E.S.T.), over CBS, including WKRC and WHAS.

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



PROGRAMS FOR SUNDAY, MAY 1



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

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

4:00—There Was a Woman, WJZ WCKY WLS wham kdka whk wovo wspd wfaa
—Marion Talley; Orchestra direction Josef Koestner. WEA WSAI wmaq kyw wdf wj wgy wtm kstp who wdf
—The Texas Rangers. WABC WKRC WHIO wcau wcco wgar wfbm kmox wadc wbbm wjr wgst wwl wbt
4:30—Guy Lombardo and his Orchestra. WABC WHAS jr wgar wfbm kmcb wcau kmox wwa wwl
—Mickey Mouse Theatre of the Air. WEA W W WSM kyw wgy wtm wmaq who wdf wj wtm kstp wfaa wave kvoo wbp
—Serb Choral Group. WJZ WLS kdka wham wspd whk
—Oliver Drake (CBS) wbbm
4:45—The Master Builder. WJZ whk wham wave
—Dave Bacal (CBS) wbbm
5:00—Joe Penner with Ruby Newman's Orchestra; Gene Austin, tenor; Paula "Pee Gee" Gayle, vocalist, and Coco and Mali, comedians. Roy Atwell. WABC WKRC WHAS wjr wfbm wgar wcau wbt wcco wbbm kmox wgst kmcb wwl
—Catholic Hour: Rev. Felix Kirsch, O. M. Cap, guest speaker; Paulist Choir, direction

Father Finn. WEA WSM WSAI wgy wtm wmaq wj who wdf wj kyw
—Musical Camera: Orchestra, direction Josef Cherniavsky; Modernaires Male Quartet; Kressup Erion, soprano, and Steven Merrell, tenor. WJZ WLW wave wire wham wovo whk
5:30—Phil Cook's Almanac. WABC WHIO wjr wbbm wgar wfbm kmcb wcau kmox wbt wwl wwa wadc wgst
—A Tale of Today, sketch. WEA wtm wmaq wgy kyw
—Haven MacQuarrie Program. WJZ WCKY kdka whk wave wire
6:00—Joan and Kermit. WABC WHIO WKRC wgar wjr kmox wadc wcco wbbm wcau wgst wwl wfbm kmcb
—Jack Benny, comedian. WEA WLW wave wire wmaq kyw wgy wtm wj who wdf kstp kvoo wfla wspd wcol
—Lepanto. WJZ WCKY WLS kdka whk wave wire wham
6:30—Phil Baker, comedian, and Oscar Bradley's Orchestra and guests. WABC WKRC WHAS WHIO wfbm wjr wgar wcau wadc wbst wwa wbt wgst wwl
—Ozzie Nelson's Orchestra; Harriet Hilliard and Feg Murray; guest. WJZ WCKY WLS

WSM wham wave kvoo wfla wspd wcol kdka whk
—Interesting Neighbors—Jerry Belcher. WEA WSAI kyw wgy wtm wj wmaq who wdf wj wire
—"Weekend Potpourri." (CBS) wbbm
7:00—Don Ameche, m. c.; Edgar Bergen and Charlie McCarthy; Dorothy Lamour; the Stroud Twins; Robert Armbruster's Orchestra; John Carter, tenor; guests. WEA WLW WSM wtm wire wj wdf kstp kvoo wfaa wgy kyw wave wmaq wfla who
—May Day Music Festival from World's Fair. WABC WKRC WHAS WHIO wbbm wfbm wgar wbt wwa wbst wcco
—World's Fair—Music Festival Program. WJZ WCKY WLS kdka wham whk
8:00—Manhattan Merry-Go-Round: Pierre Le Kreeun, tenor; Rachel Carlay, blues singer; Don Donnie's Orchestra; Men About Town Trio. WEA WSAI WSM wgy wtm wj wmaq who wdf kstp wave wfaa wire wfla
—Sunday Evening Hour: Efram Zimbalist, violinist, guest; Symphony Orchestra and Chorus, direction Fritz Reiner. WABC WKRC WHAS WHIO wjr wbbm wgar kmcb wcau wadc wwa wbt wbst wfa wgst wwl wcco wfbm
—Hollywood Playhouse presents Tyrone Power. Dramatic sketch with guest artist; Orchestra, direction Harry Sosnick. WJZ WLW WENR kdka whk wham
8:30—Walter Winchell. WJZ WLW WENR kdka wham whk wspd

—The Reader's Guide. (NBC)
—American Album of Familiar Music, with piano; The Haenchen Concert Orchestra; Frank Munn, tenor; Jean Dickenson, soprano; Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEA WSAI WSM kyw wgy wtm wj who wfla wdf wmaq wfaa wire wave kstp kvoo
8:45—Irene Rich. WJZ WCKY WENR kdka whk wham wspd
9:00—"Grand Central Station," dramatic sketch. WABC WKRC WHAS wjr kmcb wcau wfbm wbbm kmox wgst wwl wcco
—Hour of Charm: Phil Spitalny and his Girls. WEA WSM kstp wire wtm wgy wj wmaq kyw wdf wfaa wave
—Norman Cloutier's Orchestra with soloists. WJZ WCKY wham kdka whk wbp
9:30—Cheerio: Inspirational talk and music. WJZ WCKY WLS wham kdka whk wbp
—"Headlines and Bylines," with Bob Trout, H. V. Kaltenborn and Canham. WABC WKRC WHIO WHAS wjr
—Symphonic Variations: Concert Orchestra direction Walter Logan. WEA wgy wtm wmaq who wdf
—"Skelly Court of Missing Heirs." (CBS) wbbm kmox wcco kmcb
—Tyrone Power: Dramatic sketch with guest artist. (NBC) WSM wave
10:00—Press-Radio News. WJZ WCKY wire wham
—Walter Winchell. (NBC) WSM wbp wave

—Marlowe and Lyon, piano duo. WEA WGY wtm wire wham wmaq wfaa wovo
—Abe Lyman's Orchestra. WABC WHIO WHAS wjr
10:05—Charlie Agnew's Orchestra. WJZ WCKY wire wham
10:15—Charlie Agnew's Orchestra. WEA WENR wgy wtm wire wham wmaq wfla wovo
—Irene Rich. (NBC) WSM wave
10:30—Press-Radio News. WEA and others
—Duke Ellington's Orchestra. WABC WKRC WHAS WHIO wgar wcco wadc kmcb wjr wbt wwl wbst
—Lou Breese's Orchestra. WJZ WCKY whk wave wire wham wovo
—Jack Benny. (NBC) WSM
10:35—Val Olman's Orchestra. WEA WSAI wgy wtm wmaq
11:00—Henry Busse's Orchestra. WEA WSAI wgy wtm wmaq who wdf
—Harry Owens' Orchestra. WJZ WCKY wgar wave wire wham
—Harry Owens' Orchestra. WABC WKRC WHIO WHAS wbbm wbt wgar wgst wfbm wadc
11:30—Andy Kirk's Orchestra. WEA wgy wtm wmaq who wdf
—Barney Rapp's Orchestra. WJZ WCKY WLS WSM wave wham wire
—Nat Brandwynne's Orchestra. WABC WKRC WHIO WHAS wbbm wbt wgar wgst wfbm wadc

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

PROGRAMS FOR MONDAY, MAY 2

(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, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45, 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45).

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. Includes program details for Amos 'n' Andy, Jack Baker, Music Is My Hobby, Just Entertainment, Cantor's Caravan, and various orchestras.

PROGRAMS FOR TUESDAY, MAY 3

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

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 for each station.

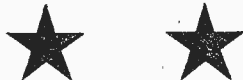
WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

Detailed list of network programs including titles like 'Easy Aces', 'The Old Timey', 'The Big Town', and 'The County Fair' with station call letters and broadcast times.

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

PROGRAMS FOR WEDNESDAY, MAY 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.

Summary row for the program schedule, listing station call letters and program names.

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

6:00—Just Entertainment: Jack Fulton, tenor; Andrews Sisters; Carl Hohengarten's Orchestra. WABC WKRC wadc wvva wbt wgar wcau wgst
6:15—"Uncle Ezra's Radio Station E-Z-R-A; with Pat Barrett, Nora Cunneen and others. WEAFF WSAI wfaa wcol wmaq wtam wire wdaf wky who wbp kstp
6:30—Rose Marie, songs. WJZ wave wire wham
Edwin C. Hill. WEAFF wgy wtam wmaq who wbp kyp
Barry Wood's Music. WABC WKRC WHIO wcau wadc wgar wjr kmbc wvva wbt

7:45—Barry McKinley, baritone. WJZ WCKY WLS kdka wham wspd
8:00—Andre Kostelanetz's Concert Orchestra; Grace Moore, soloist; Deems Taylor, commentator; Paul Douglas; announcer. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmbc wcau kmox wadc wbt wfaa wvl wcco wsb3 wgst
8:30—The Word Game. WABC WKRC WHAS WHIO wjr wgar wbbm kmbc wcau kmox wfbm wgst wsb3 wfaa wvl wcco
9:00—"Gang Busters," true crime dramatizations. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar wcau kmox wmbc wbt wvl wgst wcco
9:30—"It Can Be Done." Edgar A. Guest; Frankie Master's Orchestra. WABC WKRC

—Harriet Parsons. WJZ WCKY WLS kdka whk wham wspd
—Jack Shannon and Ruth Carhart, songs, with Lew White at the organ. (CBS) wcco wvl wsb3 wgst
—NBC Minstrel Show: Gene Aronld, interlocutor; Vance McCune, Ken Christie, Bill Thompson and Jimmie Dean, end men; Chorus; Jack Baker, Edward Davies and Harry Kogen's Orchestra. WJZ WCKY WLS kdka wham whk wspd
10:00—Amos 'n' Andy. (NBC) WLW WSM wmaq wdaf wire wbp
—Just Entertainment. (CBS) WHAS wjr wbbm wfbm kmbc wcco kmox wvl
—Dick Gasparre's Orchestra. WEAFF wgy wtam who kyp
—Frank Dailey's Orchestra. WABC WHIO wadc wbt wsb3 wgst (wbbm wvl on 11:15)
—Esso News Reporter. WJZ only
—Ben Cutler's Orchestra. (NBC) WCKY whk wave wire
10:05—Ben Cutler's Orchestra. WJZ WCKY WLS whk wave wire wham
10:15—Lum and Abner. (CBS) WHAS wjr wcco wgar kmox kmbc wfbm
10:25—United Press News Reports. WEAFF only
—Dick Gasparre's Orchestra. (NBC) wgy wtam who kyp
10:30—Horace Heidt's Orchestra. WEAFF

—To be announced. WABC WHIO WKRC WHAS wjr wcau kmbc wadc wbt wfaa wvl wcco wsb3 wgst
—Herbie Kay's Orchestra. WJZ WCKY whk wave wire wham
11:00—Red Norvo's Orchestra. WABC WKRC WHAS WHIO wfbm wgar kmbc wcau kmox wfbm wgst wsb3 wfaa wvl wcco
—Henry Busse's Orchestra. WJZ WCKY whk wave wire wham kdka
11:30—Lights Out: Mystery Drama. WEAFF WSAI WLS WSM wgy wtam wmaq who wvl wcco wsb3 wgst
—Ozzie Nelson's Orchestra. WABC WHIO WKRC WHAS wfbm wadc
—Teddy Hill's Orchestra. WJZ WCKY whk wave wire wham
Nadine Conner, "Song Shop" soprano, had just time enough to have lunch with some Hollywood friends after her screen test before hurrying back to New York for her program recently.
Johnny the Call Boy had an entire box at the opening game between the New York Giants and Brooklyn Dodgers and hosted a number of his neighborhood friends.

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



PROGRAMS FOR THURSDAY, MAY 5



(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 times from 6:30 to 11:45.

Summary row for station call letters: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS.

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

Network programs section listing specific programs like 'Just Entertainment', 'Good News of 1938', 'The March of Time', etc., with station call letters and times.

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

PROGRAMS FOR FRIDAY, MAY 6

(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).

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

6:00—Just Entertainment; Jack Fulton, tenor; Andrews Sisters; Carl Hohengarten's Orchestra WABC WKRC wgar wadc wcau wvva wgst wbt
—Clem McCarthy: Sports Reel. WJZ only.
—Jack Baker. (NBC) WLS whk wave wire wham
—Amos 'n' Andy. WEAf wgy wtam who kyy kstp wj
—Don Winslow. (NBC) WLW wtam wmaq wdf
—Four of Us—instrumental group. (NBC) WCKY
—Northwestern Bookshelf. (CBS) wbbm
8:15—Arthur Godfrey with organ. WABC wbbm wj wfbm wgar wcau kmox
—Uncle Ezra's Radio Station E-Z-R-A. WEAf WSAI wgy wtam wmaq wire wdf wbp kyy kstp who wcol
—The Story Behind the Headlines: Caesar Searchinger. WJZ WCKY WLS wham kdka whk wave wspd
8:30—Edwin C. Hill. (NBC) wtam wgy wmaq who wdf
—New York on Parade: Mark Wanow's Or-

chestra; John B. Kennedy, m. c. WEAf only
—Nola Day, songs. WJZ wave wire wham
—Hollace Shaw, soprano, with concert orchestra. WABC WKRC WHIO wadc kmox
6:45—Three Romeos. (NBC) WSM wgy wtam wmaq wire wdf kyy
—Science and Society. (CBS) WKRC
—Craig Mathues, tenor. WJZ WCKY wave whk wire wham
7:00—Maurice Spitalny's Orchestra. WJZ WCKY WLS kdka wspd whk wham
—Cities Service Concert: Lucille Manners, soprano; Frank Black's Orchestra. WEAf WSAI wgy wtam wmaq wj who wdf wire kstp wfaa wfla kyy
—"The Ghost of Benjamin Sweet." Dramatic Sketch. WABC WKRC WHAS wj kmox wbbm kmcb wcau wcco wadc wbt wgst wj wgar wfbm
7:30—Death Valley Days: Dramatic program, with John MacBryde, Jean King, Vernon Radcliffe and Jeff Bryant; Orchestra direction Josef Bonime. WJZ WLW WLS kdka wham whk wspd
—Paul Whiteman's Orchestra; guest. WABC

WKRC WHAS WHIO wj wgar kmox wbbm wcau wadc wbt kmcb wgst wwl wcco wfbm wfa
8:00—Waltz Time, with Frank Munn, tenor; Manhattan Chorus; Abe Lyman's Orchestra. WEAf WCKY wgy wtam wmaq wj wdf kyy who wire
—Hollywood Hotel: Dramatic Musical Revue, Guests: Frances Langford, Frank Parker, m. c.; Anne Jamison; Ken Niles; Raymond Paige's Orchestra, with Ken Murgay and Oswald. WABC WKRC WHAS WHIO wj wbbm wgar wfbm kmox kmcb wcau wadc wbt wcco wgst wwl
—Royal Crown Revue—George Olsen's Orchestra, Tim and Irene, Graham McNamee and the Golden Gate Jubilee Quartet; Freddie Gibson, songs; Teddy Bergman. WJZ WLW WSM WLS wham kdka whk wfla wave wfaa wspd wxyz
8:30—A. L. Alexander's True Stories dramatization. WEAf wgy wtam wj kyy who wmaq wdf wire kstp
—NBC Spelling Bee: Paul Wing, Spelling Master. WJZ WCKY WLS WSM kdka whk wave wham wcol wfla wspd wfaa
9:00—Paul Martin's Music. WJZ WLS WCKY kdka whk wham wspd
—Song Shop. WABC WKRC WHIO wj wgar

wadc wbbm wfbm kmox wbt wcau wsbf wwl wcco
—First Nighter: Dramatization, starring Les Treymanne and Barbara Luddy; Orchestra, direction Eric Sagerquist. WEAf WLW WSM wj wave wmaq wtam wdf who kstp wfla wfaa wire kvoo wgy
9:30—Jimmy Fidler and his Hollywood Gossip. WEAf WLW wgy wtam wmaq kyy wj wire kstp wdf
—To be announced. WJZ WCKY WLS kdka whk wham wspd
9:45—"People in the News." Dorothy Thompson, news commentator. WEAf WLW kyy wgy wtam wj wire wmaq kstp wdf
—American Viewpoints. WABC WKRC WHIO wbbm wj wfbm wcau wcco kmox wadc wgst
10:00—To be announced. WEAf wgy wtam wdf kyy
—Esso News Reporter. WJZ only
—Jimmy Dorsey's Orchestra. WABC WHIO (wbbm wwl on 11:15)
—Eric Madriguera's Orchestra. (NBC) WCKY whk wave wire wham
—Just Entertainment. (CBS) WHAS wbbm wfbm wwl wcco kmox kmcb wj

—Amos 'n' Andy. (NBC) WLW WSM wmaq wdf wire wbp
10:05—Eric Madriguera's Orchestra. WJZ WCKY whk wave wire wham
10:15—Lum and Abner. (CBS) WHAS wj wfbm wcco wgar kmox kmcb
10:25—United Press News Reports. WEAf only
—To be announced. (NBC) WSM kyy wgy wtam wdf
10:30—Will Osborne's Orchestra. WABC WKRC wj wfbm wcau kmox wbbm kmcb wsbf wbt wgar wadc
—Dance Music. WJZ WCKY whk wave wire wham
—Ruby Newman's Orchestra. WEAf wj wave wmaq wtam wdf kstp wgy
11:00—Frank Trumbauer's Orchestra. WJZ WCKY whk wave wire wham
—Ben Cutler's Orchestra. WEAf WSAI wgy wtam wmaq who wdf kdka
—Art Kassel's Orchestra. WABC WKRC WHIO WHAS wj wgar wfbm wadc wbbm
11:30—To be announced. WJZ WCKY WSM whk wave
—To be announced. WEAf WLW wgy wtam wmaq who wdf kdka
—Ozzie Nelson's Orchestra. WABC WKRC WHAS WHIO wfbm kmox wadc

### "One Man's Family" to Celebrate Sixth Anniversary On Air



Members of the cast of One Man's Family, popular serial broadcast over NBC, including WLW and WSM, Wednesdays, at 7:00 p. m. (E.S.T.), will celebrate the program's 1,600 broadcast on April 27. The family is huddled over the sixth addition to the household, Penelope.

Left to right: Walter Paterson (Nicky), Kathleen Wilson (Claudia), Bernice Berwin (Hazel), J. Anthony Smythe (Father Barbour), Winifred Wolfe (Teddy), Michael Raffetto (Paul) and Minetta Ellen (Mother Barbour).

### Penn Relays Reported By Both Networks

Highlights of the annual Penn Relays, considered to be Springtime's outstanding track and field carnival, will be reported by both NBC, including WCKY, WLW and WSM, and CBS, including WKRC and WHAS, Saturday, April 30, beginning at 2:00 p. m. (E.S.T.) over NBC and 2:30 p. m. (E.S.T.) over CBS.

Bill Stern and George Hicks will broadcast for NBC sports listeners and Ted Husing, CBS's crack sports announcer, will be at the mike for the other network. A summary of the meet will follow both broadcasts.

Ted Husing, master of ceremonies on the Humber-Husing Monday night CBS show, is one of the most traveled radio stars in the business. He is kept journeying from one end of the country to the other in covering sports events for the network.

### IN RADIO'S LIMELIGHT

(Continued from page 4)

well known as an actress. Her father, Merritt E. Tompkins, was noted as a baritone before he became president of the Associated Music Publishers.

### Stars in New Serial

FRANCES CARLON is now heard over CBS, including WKRC, WHAS

and WHIO, Sundays, at 6:00 p. m. (E.S.T.), as Joan Martel in the experimental drama, "Joan and Kermit."

### Horror Writer

To ARCH OBOLER goes the prize of radio's best horror writer, a title he well deserves for his "Lights Out" series, broadcast over NEC, including WSAI, WLS and WSM, Wednesdays, at 11:30 p. m. (E.S.T.). If you doubt his ability just listen to one of his sketches.

### "Musical Steeplechase" Starts On MBS Hook-Up

The "Musical Steeplechase," WLW's contribution to radio's musical guessing games, will be broadcast over MBS, including WLW, beginning Friday, April 29, at 8:30 p. m. Launched a few weeks ago, the program was formerly heard over WLW, Tuesdays, at 8 p. m.

Four wooden horses, now under construction, will mark the progress of the four competitors to be chosen at random from the audience before each broadcast. The first person whose horse crosses the finish line will win the award.

Competitors advance one step from the starting line for every question answered correctly. The questions are presented in music by Josef Cherniavsky and his orchestra.

Sammy Fuller and Peter Grant will direct the informal audience participation. Admission to the broadcast may be secured through phoning or writing to WLW.

"Musical Steeplechase" is the first of the "quiz" programs to originate in Cincinnati.

### Guests with Roosevelt

GERTRUDE LAWRENCE, English and American actress, appeared with Franklin D. Roosevelt, Jr., on the "For Men Only" program, broadcast over NBC, including WLW and WLS, Monday, April 25, at 9:30 p. m. (E.S.T.).

### CONTEST CLUB

(Continued from page 5)

its purpose—to sell Smith's products. The point, we think, will not be lost to our readers."

Mr. Glasser's illustration, though humorous as it may be, helps to (or should at least) focus our attention on one of our shortcomings in contest entries. We write all around a point but somehow never hit it squarely enough to impress the judges.

For the most part, it is essential to have "something" in our entry or

else it becomes just another of those received.

That "something," of course, is not plucked from thin air—it comes more likely from a thorough study of the contest and the product involved. How often have you received a letter, even a long one, which didn't say anything?

Largely because they have been instrumental in pointing out that tangible "something" to their students, the contest coaching schools have been increasingly successful. Some half dozen exist, but two have gained national prominence. One issues a bulletin along with their lessons which not only keeps the students informed of new contests but tells of the winnings and experiences of their other enrollees.

These coaching schools do not supplant the contest magazines by any means, but they do augment their usefulness.

The foregoing remarks should not be construed as a camouflaged recommendation for any magazine or service, but merely as an effort to keep RADIO DIAL readers informed. The Club is in no way connected with any of them, except as friendly contemporaries.

An Ohio woman, Mrs. M. A. Carnevale, 551 Gilbert St., Columbus, was named as winner of fifth prize in the American Weekly's Reader Test competition. The grand award of \$100 per month for life was won by Mrs. J. H. Edgerton, 3802 South View Road, San Gabriel, Calif. All of the major prizes went to women. 850,000 entries were received.

The following is being enclosed with statements from utility firms. "Get a copy of instructive folder 'New American Home Building Contest' Open to owners, builders, contractors, realtors, architects. Costs nothing to enter. Offers substantial cash awards."

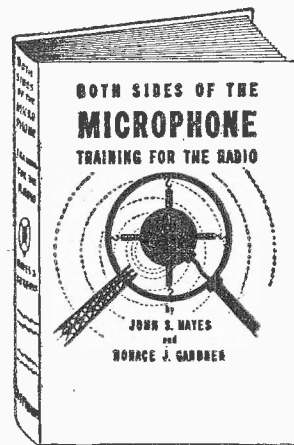
Nash dealers have a new kind of contest. Register your present car.

### 250 CONTESTS

listed each month in CONTEST BULLETIN—"Cream of the Contests." Also feature articles and winning entries to help YOU win. SPECIAL—Now only \$1.00 per year—just half the regular rate. Sample, 20 cents. Thousands of cash prizes awarded each month, so why not get YOUR SHARE? Rush \$1.00 TODAY!

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Written by JOHN S. HAYES (associated with WOR), and HORACE J. GARDNER (radio commentator).

- Contributing Radio Notables include:
- JULIUS F. SEEBACH, JR., Director of program operations WOR
  - GUY LOMBARDO, Popular orchestra leader
  - GABRIEL HEATTER, News commentator
  - HELEN JOHNSON, Director "American School of the Air"
  - BEN GRAUER, Special events announcer
  - ORSON WELLES, New York theatrical producer

- ALFRED WALLENSTEIN, Conductor CBS symphony orchestra
- FRANK KNIGHT, WOR announcer
- KATE SMITH, Popular radio entertainer
- BILL SLATER, Sports commentator
- DR. SEYMOUR N. SIEGEL, Director of broadcasting, City of New York
- REV. STANLEY MARPLE, D.D., Pastor second oldest church in America

and others

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# Week's Serious Music In Review

(All Times Are Eastern Standard)

THURSDAY, APRIL 28

ROCHESTER PHILHARMONIC

Dr. Howard Hanson, conducting the Rochester Philharmonic Orchestra in concert for eighth annual American Music Festival of the Eastman School of Music, 9:30 p. m., NBC—WCKY, WLS.

First Symphony.....Charles Vardell

ESSAYS IN MUSIC

Victor Bay discussing the manner in which composers have translated bird songs into themes for instruments and the human voice, 9:00 p. m., CBS—WKRC, WHIO, WHAS.

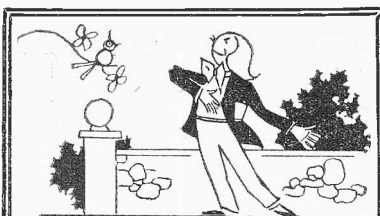
On Hearing the First Cuckoo in Spring.....Delius  
The Swallow.....Dell Acqua  
Three Beautiful Birds of Paradise...Ravel  
Ballet of the Unhatched Chickens, from "Pictures at an Exhibition".....Moussorgsky  
The Nightingale (Song Without Words).....Saint-Saens  
Three Excerpts, from "The Birds".....Respighi  
a) Prelude; b) The Dove; c) Finale.

SATURDAY, APRIL 30

CINCINNATI CONSERVATORY

Conservatory String Orchestra, conducted by Alexander von Kreisler, soloists, and Sinfonia Cantorum, 10:00 a. m., CBS—WKRC, WHAS, WHIO.

Sonata in G Major, Arr. Molnar.....Marcella  
Concerto No. 2 in E Major.....Bach  
String Orchestra  
a) Chorale, from "Die Meistersinger".....Wagner



In the Spring a Young Man's Fancy Turns To—

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## CBS To Broadcast World's Fair Motorcade

Columbia announcers Bert Parks and Charles Stark will be on hand to give colorful word-pictures to listeners of CBS, including WKRC and WHAS, Saturday, April 30, at 11:00 a. m. (E.S.T.), of the progress through Manhattan's streets of the World's Fair Motorcade, a part of the gala preview being staged for that event exactly one year before its scheduled opening.

The Motorcade, containing about 300 floats and 300 other vehicles, will originate at the Battery and proceed, taking two hours to pass a given point, to the World's Fair site in Queens where appropriate ceremonies will be conducted.

CBS microphones will be placed at Times Square for a broadcast about the procession as it passes that point. After that there will be a description of the event from Columbia's short wave car which is to be a part of the Motorcade.

b) All Blessed, All Holy Lord.....Kastalsky  
God.....Lgovsky  
c) Hosposdi Pomilui.....Lgovsky  
d) Hallowed Be Thy Name—Halleluiah.....Andrews  
e) The Blue Bird.....Stanford  
f) The Spanish Gypsy Girl.....Lassen  
g) The Turtle Dove.....Williams  
h) The County Dairy.....Arr. Grainger  
i) Crucifix.....Lott

### CHASINS MUSIC SERIES

Abram Chasins, young American pianist-composer, soloist, 11:00 a. m., NBC—WSAI.

Gavotte, Transcribed by Brahms....Gluck  
Rhapsody in E-flat Major.....Brahms

### NBC SYMPHONY ORCHESTRA

Pierre Monteux, noted French conductor, returns for first of two concerts with the NBC Symphony Orchestra, 9:00 p. m., NBC—WSAI.

Symphony No. 1 in C Major...Beethoven  
Overture, from "Manfred," Op. 115.....Schumann  
Dance Poem for Orchestra, "La Peri".....Dukas  
Valse Triste.....Sibelius  
Tone Poem, "Don Juan".....Strauss

SUNDAY, MAY 1

### NBC HOME SYMPHONY

Ernest LaPrade conducting the NBC Home Symphony Orchestra, 11:00 a. m., NBC—WEAF.

Concertino in C Major for Piano Orchestra.....Mozart  
Air de Ballet, from "Alceste".....Gluck  
Valse, "Le Beau Danube".....Strauss

### MUSIC HALL ON THE AIR

Erno Rapee conducting the Radio City Music Hall Symphony Orchestra, 11:30 a. m., NBC—WLW, WLS, WCKY.

Dances from Galanta.....Kodaly  
Two Movements, from "The Fire Bird".....Stravinsky  
Two Songs.....Sibelius  
Viola Philo, soprano  
Pohjola's Daughter.....Sibelius  
Music from the Ballet, "The Bolt".....Shostakovich

### MAGIC KEY OF RCA

John Charles Thomas, Metropol-

## Eastman, Author, To Be M. C. of "The Word Game" Broadcast On CBS

Max Eastman, author and lecturer, will serve as master of ceremonies in the new program, "The Word Game," to be heard over CBS, including WKRC, WHAS and WHIO for the second time Wednesday, May 4, at 8:30 p. m. (E.S.T.).

Five persons chosen at random will be contestants in this modern variation of the old-fashioned spelling bee. They will be tested on their knowledge of the meanings of words, their facility with synonyms and antonyms, and their general understanding of word usage.

The winner of the contest gets a large unabridged Webster's Dictionary as a prize and the rest of the contestants get smaller dictionaries. John Allen Wolf is the announcer.

itan Opera baritone, soloist, with the RCA Victor Glee Club, directed by Henry Hotz, and the Magic Key Orchestra, directed by Dr. Frank Black, 1:00 p. m., NBC—WLW, WLS, WSM.

### ASHLAND SYMPHONY ORCHESTRA

Louis Pete directing the Ashland Symphony Orchestra, Ashland, Ohio, assisted by three soloists and a chorus of 175 voices, in a May Day concert, 2:00 p. m., NBC—WCKY, WLS.

### NEW YORK PHILHARMONIC

Marjorie Lawrence, soprano, and Charles Kullman, tenor, soloists, with the New York Philharmonic-Symphony Orchestra, directed by John Barbirolli, in an all-Wagnerian concert, 2:00 p. m., CBS—WKRC, WHIO, WHAS.

Scene 3, Act I, Siegmund and Sieglinde, duet from "Die Walkure".....Wagner  
Overture, from "The Flying Dutchman".....Wagner  
Siegfried's Rhine Journey, Funeral March, and Bruehilde's Immolation Scene, from Goetterdaemmerung.....Wagner

### NEW YORK PHILHARMONIC

Special concert from the New York World's Fair, with John Barbirolli directing the New York Philharmonic-Symphony Orchestra, assisted by choruses of the Schola Cantorum and the Oratorio Society, 7:00 p. m., CBS—WKRC, WHAS, WHIO.

Voluntary for Trumpet, Organ, and Percussion.....Wood-Purcell  
Three Chorales.....Bach  
Final Chorus, from "Hora Novissima".....Horatio Parker  
Two Movements, from Symphony No. 9.....Beethoven

Walter Damrosch, conductor  
FORD SUNDAY EVENING HOUR  
Efrem Zimbalist, soloist with the Ford Symphony Orchestra, directed by Fritz Reiner, 8:00 p. m., CBS—WKRC, WHAS, WHIO.

Overture, from "Donna Diana".....Reznicek  
Fantasy on "Le Coq d'Or".....Rimsky-Korsakov

## N. Y. Philharmonic Orchestra Featured On Special World's Fair Music Festival Preview

Two broadcasts in connection with the music festival preview to be held on the grounds of the New York World's Fair of 1939, will be broadcast over NBC, including WCKY and WLS, at 3:30 p. m. and 7:00 p. m. (E.S.T.), Sunday, May 1. CBS, including WKRC, WHAS and WHIO

will carry the evening broadcast. The evening concert will be a concert by the New York Philharmonic Society, assisted by the Schola Cantorum and the Oratorio Society, both of New York. Walter Damrosch, Albert Stoessel and Hugh Ross will conduct the broadcast.

Efrem Zimbalist, soloist  
Russian Sailors' Dance, from "The Red Poppy".....Gliere  
Pavane pour une Infante Defunte...Ravel  
Pavane, from Swing Symphonette No. 2.....Gould  
a) Orientale.....Cui  
b) Moto Perpetuo.....Novacek  
Efrem Zimbalist, soloist  
Overture "Jubilee".....von Weber  
Praise to the Living God.....Lyon  
Chorus and orchestra

MONDAY, MAY 2

### COLUMBIA CHAMBER ORCHESTRA

Bernard Herrman, directing the Columbia Chamber Orchestra in the eighth concert of the Handel Series, 4:00 p. m., CBS—WHIO, WHAS.

Concerto Grosso No. 8.....Handel  
"Tempest" Suite.....Locke

TUESDAY, MAY 3

### NEW ENGLAND CONSERVATORY

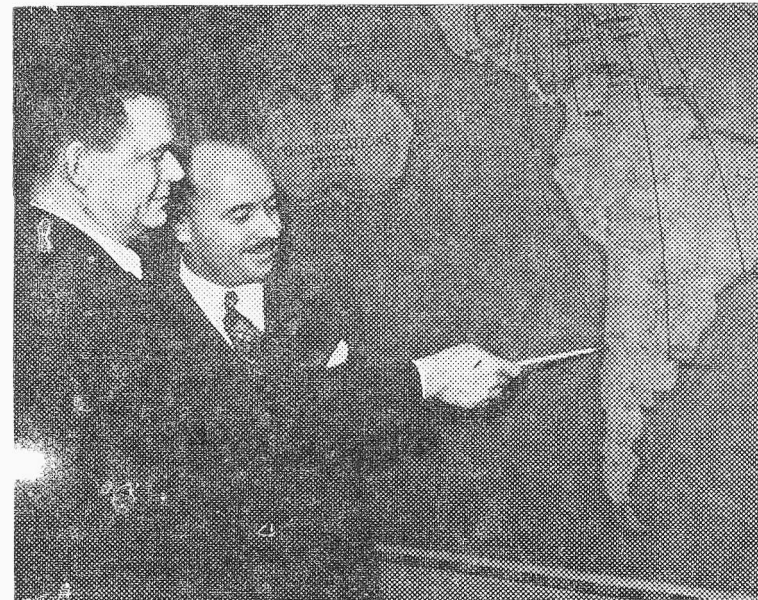
Dr. Wallace Goodrich, directing a special concert by the New England Conservatory of Music Symphony Orchestra, from Jordan Hall, Boston, Mass., 2:00 p. m., NBC—WCKY.

### NBC MUSIC GUILD

Boris Koutzen and Josef Gingold, violinists, William Primrose, violist, and Ernest Silberman, cellist, in chamber music program, 1:30 p. m., NBC—WCKY.

Quartet No. 2 in B Major.....Koutzen  
Second and Third Movements, from Trio.....Koutzen

## Roving Reporter On Four Month Trip



Before leaving New York on his four month tour of Latin America, Linton Wells (left), roving reporter of the "Magic Key of RCA" program, broadcast over NBC, including WLW, WLS and WSM, Sundays, at 1:00 p. m. (E.S.T.), points out his route to Frank Mason, NBC vice president who directs NBC's International Division.

Wells will bring North American listeners an eye-witness survey of life and current events in Central and South American countries. He will be heard for 13 weeks, beginning May 8 on the Magic Key show.

# BOSTON POP CONCERTS TO BEGIN SUMMER SEASON

## Music Lovers To Hear Special Broadcasts Beginning May 4

The Boston Pop Concerts, long a feature of musical life in the Bay State capital during spring and summer, return to the air over NBC, including WCKY and WLS, Wednesday, May 4, at 8:30 p. m. (E.S.T.).

The broadcasts, to be heard each Wednesday for nine weeks, will be directed by Arthur Fiedler, the first native Bostonian ever to conduct the Pop concerts.

This year will be the 53rd that musicians of the Boston Symphony Orchestra have given a spring season of light and semi-classical works and the more popular classics, at popular prices. It will be the eighth year that NBC has broadcast these concerts.

The orchestra strives to reach the widest possible audience among music lovers, and the atmosphere of the concerts is one of easy informality.

Fiedler has programmed the "Marché Joyeuse," by Crabrier, to open the concert, followed by Kodaly's "Dances of Galanta." The "Delirien" Waltzes by Joseph Strauss and Tchaikowsky's "1812 Overture" will complete the broadcast.

## University of Rochester Celebration of National Music Week Aired on NBC

Celebration of National Music Week at the University of Rochester, will include a broadcast featuring addresses by three professors at the University, and a gala program of musical entertainment, to be heard on Thursday, May 5, at 8:30 p. m. (E.S.T.), over NBC, including WCKY and WLS.

Professor Dexter Perkins, chairman of the department of history, will discuss the question, "Are We Facing Another World War?" and Dr. Donald Gilbert, professor of economics, will speak on the subject, "How Long Will the Present Depression Last?"

A description of his experiments with a stratosphere balloon will be given by Dr. Brian O'Brien, professor of optics.

The musical portions of the broadcast will feature the Eastman School Symphony Band conducted by Frederick Fennell, Freddie Woolston's Swing Symphony Orchestra, two 40-voice glee clubs from the Men's and Women's Colleges, Arthur Whittemore and Richard Lowe, duo-pianists, and Kenneth Spencer, bass soloist. The program will originate in Rochester, N. Y.

## Entertained Cincinnati Audience



Marjorie Lawrence, Metropolitan Opera soprano, appeared with the Cincinnati Symphony Orchestra under the direction of Eugene Goossens in a special broadcast on the "Magic Key of RCA" program, Sunday, April 24, at 1:00 p. m. (E.S.T.), over NBC, including WLW, WLS and WSM.

## Husing To Give Series Of Broadcasts Previewing Running of Kentucky Derby

Ted Husing, CBS sportcaster, will be heard in a series of programs beginning Tuesday, May 3, in connection with the Kentucky Derby. He will be heard Tuesday through Friday over CBS, including WHAS and WHIO, at 5:15 p. m. (E.S.T.), describing the horses and their workouts.

On Wednesday his broadcast will originate direct from the track while the horses are having their morning workouts. Husing will broadcast the actual running of the race on Saturday, May 7. Radio Dial will publish all the details in next week's issue.

## Nothing Shocking About Their Music

There's nothing shocking about the music of the new WCKY Instrumental Trio, heard on "Melodic Whispers," Monday through Thursday, at 6:30 p. m. (E.S.T.), on the L. B. Wilson station. In fact, theirs is some of the most restful, soothing music on the air.

But the fact remains that electricity plays a great part in the production of their dinner music program. Gene Hoctor plays the electric organ, Chris Christensen the electric vibras and Eli Chalfie the electric steel guitar. All three are seasoned musicians, with several years of radio and concert experience.

## Symphonic Strains

It is always difficult to voice an opinion, particularly a determined one, without creating a controversy. One should therefore, whenever possible, avoid offering a critical statement without bolstering it with at least a substantial fact or two to make it appear at least halfway authoritative. Recently it was the pleasure of this writer to comment on the fact that programs of classical music are sometimes spoiled by the inclusion and repetition of too many mediocre—even sometimes very worthwhile—selections. One burst of sentiment, much to our gratification, called forth some rather hearty controversial comments. We were gratified because we have an opportunity to answer them.

Primarily, music is a jealous God. It demands one's undivided attention if one is to enjoy it at all. A comparison might be worthwhile in this connection. How many of my readers, I wonder, have ever sat down to a bridge table or a poker table with a novice who merely smiled lightly when inadvertently overtrumping a partner's ace or persistently forgot which was of higher value, a straight or a flush? How many of my readers may have gone enthusiastically onto a tennis court to play several sets with a sweet young thing whose main specialty was "batting" lobs willy-nilly all over the court? How many readers may have served his or her guests some particularly rare wine or perhaps a carefully prepared salad or entree, merely to have the guests gulp down the delicacy with the merest quiver of an eyelid?

If radio music is to serve for something better than a background for noisy, sometimes inebriated drawing room conversation, if it is to be used for something besides a toe-tickling accompaniment for modern body-posture dancing, if it is meant to appeal to the listener's artistic sense or provide food for contemplation, it must be carefully chosen for that express purpose.

We are not in the advertising business, and we do not expect any cut in on what we may say, but we would like to suggest that the program of the Magic Key hour and its accompanying comments broadcast from Cincinnati last Sunday offered at least one solution of our problem. The Magic Key, representing "the great family of RCA," suggested the use of phonograph records for the better appreciation of classical music. In our own experience and that of others we know, recorded music has been one of the essential methods of becoming acquainted with worth-while music. One need not have a two-in-one radio-phonograph combination to enjoy records; a simple electric turn-table attached to a radio does the work.

If one has an undying passion, let us say, for the "Evening Star" from Wagner's "Tannhauser" or Handel's "Largo" or Schumann's "Traumerei," the catalogue of the world's recorded music offers at least three dozen well-performed versions of either, most of them inexpensive. It is easy to go into one's record library and choose one's favorite selections and play them just as often as the mood for doing so becomes an obsession, even if the selection is only "On the Sentimental Side." To those who have learned to do this, constant repetition of works of a certain character eventually has become monotonous.

On the other hand, when an orchestra conductor—Eugene Goossens, who directed the Cincinnati Symphony Orchestra on the Magic Key hour—programs a work of individual character, one which is not recorded, one which could only be heard by a special visit to Cincinnati's Music Hall plus the little matter of the purchase price of an admission ticket, then the event assumes stellar proportions. It was an opportunity of inestimable value offered the radio audience which heard Mr. Goossens' "Bacchanale" last week. It was no less an advantage to be able to hear lovely Marjorie Lawrence sing two selections which cannot be heard every day—the "Divines du Styx" from Gluck's "Alceste" and "Dido's Lament" from Purcell's "Dido and Aeneas." Such intellectually stimulating occasions have paid for many a great symphony orchestra or operatic house, have indirectly provided "bread and butter" for such geniuses as Debussy, Beethoven, Tchaikovsky, and Brahms. If no one took the trouble to educate himself musically, then today we should not have such institutions as the Metropolitan Opera or the Philadelphia Symphony Orchestra, no such important music as "Salome," the Ninth Symphony, or the Gurre-Lieder.

Rare opportunities for hearing great music on the air are becoming rarer as the winter season of symphonic and operatic music nears its end. No one should miss the occasion provided by the New York Philharmonic-Symphony Orchestras to hear the all-Wagner program Sunday afternoon. It isn't often one may hear the "Immolation Scene" from the "Goetterdaemmerung," especially when sung by Marjorie Lawrence. Similarly one should not miss the performance by Pierre Montoux and the NBC Symphony Orchestra

## Pierre Montoux Returns As Guest Conductor of NBC Symphony Orchestra

Pierre Montoux, who conducted the debut of the NBC Symphony Orchestra last November 13, returns to conduct the broadcasts on April 30 and May 7, at 9:00 p. m. (E.S.T.), over NBC, including WSAI.

Montoux has programmed Beethoven's First Symphony—the overture to "Manfred," by Robert Schumann—the "La Peri" dance poem by Paul Dukas—"Valse Triste," by Sibelius—and the "Don Juan" tone poem by Richard Strauss.

When Beethoven's First Symphony, his Opus 21, was given its premiere hearing, April 2, 1800, in Vienna, at a concert given for the composers benefit, critical opinion was not very enthusiastic, but it gradually became a favorite of concert audiences. Schumann's "Manfred" Overture, Opus 115, which will follow the Beethoven symphony, was written as a prelude to Byron's dramatic poem of that name.

## Directs "Radio Theater"



Cecil B. DeMille, producer and director of the Radio Theater broadcasts over CBS, including WKRC, WHAS and WHIO, Mondays, at 8:00 p. m. (E.S.T.), says juvenile leads are the most difficult to cast in radio dramas.

He was scheduled to return to the program Monday, April 25, after three weeks absence due to a minor operation.

Saturday of Paul Duka's dance poem for orchestra, "La Peri," or the Radio City Music Hall Symphony Orchestra's playing Kodaly's "Dances of Galanta" Sunday. The arrangement of music from Rimsky-Korsakov's "Le Coq d'Or" should be a novelty on violinist Efrem Zimbalist's concert with the Ford Symphony Orchestra, Sunday night.

## To and From Sherman



Because he considers himself the best master of ceremonies on the air, Ransom Sherman, emcee of NBC's Club Matinee, received his own reward on the first anniversary of the program, April 12, when he presented Ransom Sherman with a medal of merit.

## Paul Whiteman To Feature First Commercial Broadcast From World's Fair Grounds

The Paul Whiteman program over CBS, including WKRC, WHAS and WHIO, Friday, April 29 at 7:30 p. m. (E.S.T.), will be broadcast from the main ball-room in the Business Administration Building of the 1939 World's Fair, giving it the distinction of being the first commercial broadcast to come from the exposition site.

Whiteman's orchestra is playing that night at the "Ball of Tomorrow" which the New York Junior League is running in the World's Fair ball-room for the benefit of the Junior League Welfare Fund. The broadcast will go on the air before the ball, which starts at 10 o'clock, gets under way.

Joan Edwards, rhythm vocalist and pianist; the "Four Modernaires," tuneful quartet, and the "Jazz Master's" famous orchestra will all contribute to the broadcasts.

Miss Edwards, now a permanent feature of the Whiteman programs, will sing Kahn-Chapin's "Please Be Kind" and Porter's "I've Got You Under My Skin," accompanying herself on the piano.

## WKRC Starts Midnight Merry-Go-Round

Effective immediately, WKRC will inaugurate a new program titled "Midnight Merry-Go-Round," to be broadcast every night from 12 o'clock midnight until 2:00 a. m.

All music will be transcribed and a special telephone will be installed in the studio to answer all request numbers. Maynard Craig probably will be in charge.

## THIS IS RADIO

(Continued from page 4)

The production department is the melting pot for program ideas, the life blood of every radio station. Here they are often born, and if that is not actually the case, then it is here that they are hashed, re-hashed and mulled around until a program emerges.

The production department assists the program director in working with the sales department to create new ideas for programs and in producing auditions for prospective clients.

The aim of the department is to all times maintain a high standard of program quality in behalf of the station it represents.

Of outstanding importance in the production of a program is the music department. Music enters into nearly every program on the air, in some form or another, and is consequently vital to programming. More than that, music itself was responsible for much of the growth of present day radio programming and production.

*Editor's Note:—Next week "This Is Radio" will relate the importance of music in modern radio production.*

## Welsh School Children To Be Heard From Wales On "School of Air" Show

A group of school children at Cardiff, Wales, will be heard in the United States over CBS, including WKRC and WHIO, during the regular "American School of the Air" session, Thursday, April 28, at 1:30 p. m. (E.S.T.).

The Welsh youngsters are to sing native songs and send greetings to American school boys and girls. The trans-Atlantic broadcast is expected to run approximately fifteen minutes.

The final quarter-hour will be turned over to a dramatization of the Costa Rican folk story, "The Rabbit in Business," prepared for the School by Irma La Bastille.

## Gershwin's World's Fair Music To Have Premiere On "Song Shop" Program

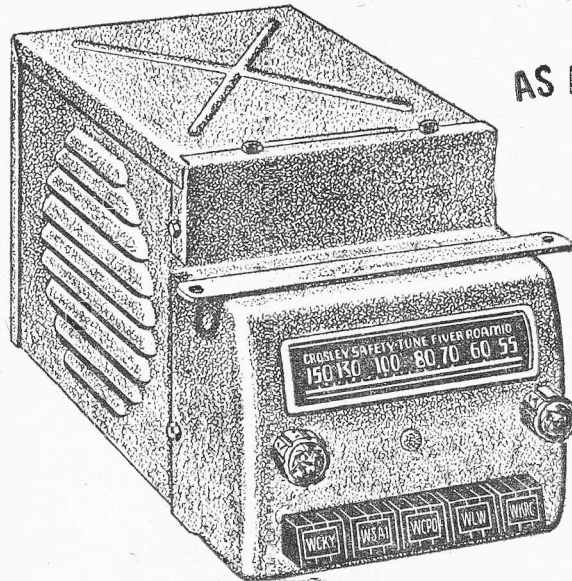
The world premiere of World's Fair theme music written by the late George Gershwin will be given on the "Song Shop" program over CBS, including WKRC, WHAS and WHIO, Friday, April 29, at 9:00 p. m. (E.S.T.).

"The Dawn of a Day" is the title of the number to be played by Gus Haenschen's orchestra. The manuscript was found in Gershwin's library after his death. Lyrics are by the composer's brother, Ira.

"Song Shoppers" who will vocalize on the program are Nadine Connor, titian-haired soprano; Reed Kennedy, concert baritone; pert little Alice Cornett, rhythm singer, and Ken Christie's mixed choir. Announcer Del Sharbutt will act as master of ceremonies.

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