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Radio Dial

Week Ending December 24, 1937

President Roosevelt to Light First Xmas Tree
Pictures of Your Favorite Orchestra Leaders

SEE PAGE 4



12/15, 1937

CBS to Dramatize Summary of 1937 News

In Hollywood . . .



In Hollywood, Lanny Ross comes to the microphone in a sleeveless shirt open at the collar. Florence George doesn't seem to mind.

Lily Pons To Be Guest Soloist On Kostelanetz Show

Lily Pons, coloratura soprano of the Metropolitan Opera, will be the guest soloist with Andre Kostelanetz and his orchestra and chorus over CBS, including WKRC, WHAS and WHIO, Wednesday, December 22, from 9:00 to 9:30 p. m. (E.S.T.). The occasion is to be a gala one, featuring many of Miss Pons' favorite compositions.

Miss Pons will offer two operatic arias and two French Christmas carols of the 18th century. Her first selection is to be Ambroise Thomas' "Je Suis Titania" from "Mignon." The carols will include "Dureau la Duree" and "Tous les Bourgeois de Chartres." In conclusion Miss Pons is to sing the Bell Song from "Lakme."

Kostelanetz will direct the orchestra in the Farandole from Bizet's "L'Arlesienne Suite" and Maurice Ravel's "Daphnis and Chloe." There also is to be a special arrangement of the old Christmas song "It Came Upon a Midnight Clear." Deems Taylor, as usual, will give the commentaries on the program.

Young People's Concerts To Begin 8th Season On CBS

The Young People's Concerts of the Philharmonic-Symphony Society of New York, will enter their eighth season of broadcasting when John Barbirolli directs the opening Saturday program from Carnegie Hall, over CBS, including WKRC, WHAS and WHIO, December 18, from 11:00 a. m. to 12:15 p. m. (E.S.T.). The soloists are to be Mishel Piastro and Joseph Schuster, first violinist and first cellist of the orchestra, and Anselme Fortier, leader of the double bass section.

The program consists of the "Jubilee" Overture of Chadwick; the Air from Bach's Suite in D; a Minuet by Boccherini; the Handel-Halvorsen Passacaglia for Violin and Cello, featuring Piastro and Schuster; "Deep Forest," by Daniels; the first movement from Koussevitsky's Concerto for Double Bass, with Fortier as soloist; "Molly on the Shore," by Grainger; the Praetorius "Lo, How a Rose E'er Blooming," which the audience will be asked to sing, and the Fantasia on Old Scottish Melodies transcribed by Alfonso Gibilario.

"Twelve Crowded Months" Offered On Christmas Eve

The twelve stories that rode highest and longest on the nation's headlines during 1937, as selected by a poll of the country's city rooms, will be dramatized when the Columbia Broadcasting System, including WKRC, WHAS and WHIO presents its third annual "Twelve Crowded Months," Friday, December 24, from 9:00 to 10:00 p. m. (E.S.T.).

Every day a stream of nominations for the twelve biggest stories of the year is received in the CBS Department of Public Affairs, which is polling the editors and arranging the broadcast. Even now it is obvious that certain news events will be selected, of course, but the rather amazing total of sixty different stories have gained votes from newsmen all over the United States.

William Robson, director of the program, is now whipping into shape such items as the Chinese-Japanese War, the Texas school explosion, the Coronation, the Spanish War, and the Hindenburg disaster. The script will not be completed however until the day of the broadcast, allowing time for a complete vote and insertion of any important last minute events.

The previous "Twelve Crowded Months" broadcasts called for the services of some of the biggest casts in the history of radio and Robson expects that this year's program will continue the tradition. Thirty actors will be used in addition to a squad of five research men who are assisting Robson on the script.

Barrymore and Wife To Make Appearance On "Hollywood Hotel"

John Barrymore and his wife, Elaine Barrie, will make their "Hollywood Hotel" debut when they present several scenes from Barrymore's latest screen vehicle, "Bulldog Drummond's Revenge," during the Friday, December 17, program over CBS, including WKRC, WHAS and WHIO, from 9:00 to 10:00 p. m. (E.S.T.).

The story from which the preview scenes have been selected concerns Capt. Hugh ("Bulldog") Drummond's experiences with Scotland Yard detectives in the particular case of a missing suitcase filled with a newly discovered explosive.

"Earaches of 1938"



Harry Conn is writer, gag man and star of "Earaches of 1938," a new musical comedy series, broadcast over the CBS network, including WKRC, WHAS and WHIO, each Sunday at 8:30 p. m. (E.S.T.)

Rodzinski To Make Final Appearance With NBC Symphony

Artur Rodzinski will conclude his present series of three concerts as guest conductor of the NBC Symphony Orchestra during the program on Saturday, December 18, from 10:00 to 11:30 p. m. (E.S.T.), over NBC, including WCKY.

Rodzinski has programmed three masterworks by Haydn, Brahms and Richard Strauss for the sixth regularly scheduled concert by the newest of major symphony orchestras.

The hour and one-half concert from Studio 8H in NBC's Radio City headquarters will open with Josef Haydn's "Military" Symphony in G Major, the last symphony written by Haydn for his London patron, Salomon.

Following the Haydn work, which is written in four movements, Rodzinski will conduct Johannes Brahms' Fourth Symphony in E Minor. The third and concluding number will be "Salome's Dance," from Richard Strauss' biblical opera, "Salome."

. . . But In New York



In New York, Lanny is quite the fashion plate. You see him here in his formal finest with Helen Jepson, famous radio and opera star.

PRESIDENT TO OFFER XMAS GREETINGS

MacDonald Returns To "Open House"

Jeannette MacDonald's golden voice will return to Vick's "Open House" when she returns to that program, Sunday, December 19, at 7:00 p. m. (E.S.T.), over CBS, including WKRC, WHAS and WHIO.

Miss MacDonald has been on location for her new movie picture, "The Girl of the Golden West." A group of selections especially appropriate for the holiday season has been chosen by Miss MacDonald. She will open with the novelty of several years ago, "Parade of the Wooden Soldiers" from "La Chauve Souris," and follow with Victor Herbert's "Toyland" from "Babes in Toyland." The chorus then is to sing "Throw Another Log on the Fire," during which number Miss MacDonald will interpolate "Love's Old Sweet Song."

Other musical highlights include the orchestra's special arrangement of "March of the Toys;" Miss MacDonald offering "Waltz Song" from Gounod's opera, "Romeo and Juliet;" Wilbur Evans singing "I Told Every Little Star;" Miss MacDonald and the St. Luke's Choristers in a medley of Christmas carols; and in conclusion the star and entire ensemble joining in a medley of other holiday tunes including "The Sleigh" and "Jingle Bells."

In "Editor's Chair"



Channing Pollock, author of "The Fool," "The Enemy" and other famous plays, is shown here in his editor's chair of the "Magazine of the Air," broadcast over CBS, including WKRC, WHAS and WHIO, Thursday, at 3:30 p. m. (E. S. T.).

Mark Warnow's Orchestra also is heard on the program.

Broadcast To Be Aired Over CBS, NBC Nets Christmas Eve

President and Mrs. Franklin D. Roosevelt will send their Christmas greetings to the nation, Friday, December 24, at 5:00 p. m. (E.S.T.), over the combined CBS and NBC networks, including WKRC, WLW, WHAS, WHIO and WLS.

The broadcast is part of the program connected with the fifteenth annual lighting of the National Community Christmas Tree in Lafayette Park, Washington, D. C. The President will press a button during the broadcast to light the tree, and many communities throughout the country will begin their observance of the holiday season at the same moment.

President Roosevelt will make his speech after he throws the switch. Music by the Marine Band, greetings by Boy and Girl Scouts, carols by the Schola Cantorum and a solo by Henry Nestor also will be heard during the broadcast.

Joins McGee's Company



Fibber McGee, prevaricating comedian, did a pretty bit of casting when he added Betty Winkler as a permanent member of the show's cast. Fibber McGee and Molly with Betty Winkler are heard over the NBC network, including WLW and WSM, Mondays at 9:00 p. m. (E.S.T.).

First Lady Gets Her Seals



A willing purchaser of Christmas Seals is Mrs. Franklin D. Roosevelt, shown buying a batch from Lucille Manners, chairman of the radio division for the distribution of New York Tuberculosis and Health Association Christmas Seals. Miss Manners is soprano star of the Cities Service Concert, broadcast over the NBC network, including WSAI, Fridays at 8:00 p. m. (E.S.T.).

Free Booklet For Radio Dial Readers

Radio Dial is giving away a FREE booklet on how to get the most out of your radio.

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Cincinnati, Ohio.

Do NOT enclose money or stamps because this booklet is FREE.

"Messiah" To Be Presented For CBS Listeners Dec. 19th

Handel's immortal "The Messiah" which has been performed for CBS listeners the last three Yuletide seasons by the Stone Church Choir of the Reorganized Church of Jesus Christ of Latter Day Saints of Independence, Mo., will be heard again Sunday, December 19, from 11:30 p. m. to 12:30 a. m. (E.S.T.), over CBS, including WKRC, WHAS and WHIO.

The program is to originate in the studios of Station KMBC, Kansas City, where a chorus of 75 voices, accompanied by a group of first chair musicians from the Kansas City Philharmonic, will sing the best known choruses of the oratorio.

Soloists include Pauline James Arson, soprano; Mrs. Raymond M. Havens, contralto; Garland Tickmeyer, tenor; and Arthur Oakman, basso. All have been heard on the network before.

Flagstad, Melchior To Star In Met Matinee of Wagner's "Die Walkure"

Wagner's "Die Walkure," with Kirsten Flagstad and Lauritz Melchior in the leading roles, will be broadcast from the stage of the Metropolitan Opera House, on Saturday, December 18, beginning at 2:00 p. m. (E.S.T.), over NBC, including WCKY and WLW.

Miss Flagstad will sing the role of Sieglinde, and Melchior will have the part of Siegmund, in the third broadcast presentation direct from the Metropolitan stage. Artur Bodanzky will conduct.

Supporting the two world-famous Wagnerian stars will be Marjorie Lawrence as Bruennhilde; Friedrich Schorr, Wotan; Ludwig Hofmann, Hunding; Kerstin Thorborg, Fricka; Dorothee Manski, Helmwiga; Thelma Votipka, Gerhilde; Irene Jessner, Ortlinde; Lucielle Browning, Ross-

wisse, and Irra Petina, Grimgerde. "Die Walkure," the second of Wagner's famous Ring Cycle, concerns the tragedies that follow upon the theft of the Rhine gold and the forging of a ring which confers complete power over men and gods.

Christmas Broadcast From Nurenberg, Germany

A broadcast from a factory in the world toy center at Nurenberg, Germany, will be heard over CBS, including WKRC, WHAS and WHIO, Sunday, December 19, from 1:30 to 1:45 p. m. (E.S.T.), when a commentator will take American listeners on a tour among the intricate and unusual toys being readied for the holidays.

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.

Telephone—CHerry 0710-0711

J. A. ROSENTHAL, Editor

Vol. VII. WEEK ENDING DECEMBER 24, 1937 No. 32

THERE AIN'T NO SUCH ANIMAL

The Second National Conference on Educational Broadcasting was held at Chicago, November 29 to December 1. Somehow, the event received scant notice—if any—in news broadcasts. Most people probably never knew it occurred. Yet it is newsworthy because it included an address by a man representing "the typical listener."

To those who know what is going on behind the scenes, there is rich irony in the educators doing anything of the sort. They have been flailing the broadcasters for classifying listeners in neat pigeonholes. There is further irony in the fact that the man chosen by the schoolmasters to represent "the typical listener" was Merrill Denison, a radio script writer. This is on a par with a reporter addressing a gathering of newspaper publishers as "the typical reader."

But overshadowing these inconsistencies is the very phrase, "the typical listener."

It is sure to turn up whenever programs are discussed; not only in the studios and sponsors suites, but wherever dialers compare notes on their favorites and pet hates. Sooner or later, someone will declare that "the typical listener" likes this or dislikes that.

Just who is this "typical listener," and how much is known about him?

The question can be answered easily enough. Ninety-nine times out of a hundred, the "typical listener" is the person who talks about him with such assurance.

There are also answers to the second question. Through endless polls and surveys, the broadcasters have marshalled a wealth of information about "the typical listener," from what tunes he prefers, to what he likes for breakfast.

But whether all these answers mean anything is something else again.

According to the broadcasters there are between 85,000,000 and 100,000,000 listeners in the United States. To assume that any one person can represent such a heterogeneous multitude is manifestly absurd. There are too many differences in background, occupation, racial stock, viewpoint, and emotional attitude, not to mention culture. Even in such a well-defined group as lovers of fine music it is impossible to single out a "typical listener."

The same is true of statistics gleaned from polls and surveys. There is a cynical saying that figures can be used to prove anything. Radio is an outstanding illustration of that. Far from shedding any clear light on what "the typical listener" likes or dislikes, the endless polls and surveys merely confuse matters.

The fact is that "the typical listener" simply doesn't exist, any more than "the typical movie-goer" or "the typical motorist." And even if he did exist, tailoring all programs to please him would be as silly as making all clothes to fit a "perfect 36." For the only thing known definitely about the radio audience is that any program will please some people and that no program will please everybody.

It's rather strange that all this didn't occur to the educators. Or is it?

Your Favorite Orchestra Leaders

At last we have been able to answer the request of so many readers—pictures of their favorite orchestra leaders.

Here we see Benny Goodman and his famous clarinet (upper left), Vincent Lopez, all prettied up (upper center) and swanky Eddy Duchin, giving us a half-hearted smirk (upper right). In the lower left-hand corner we find Al Goodman, (no relative to Benny's) Jan Garber with a

tooth paste ad smile (lower left center), Johnny Green in what seems to be a trance (lower center), Emery Deutsch (lower right center) and chubby B. A. Rolfe (lower right-hand corner).

These are only eight of the many orchestra leaders that play for your enjoyment over the airwaves.

(Let us know whether you like this cover better than the ones we have had in the past—Ed.)

COLUMBI-A-MUSINGS

From WKRC

By
MARGARET MALONEY

Phillips H. Lord, who is responsible for the "Gangbusters" programs over CBS, won't be heard on those shows about January 1. Lord is said to have two or three other colossal radio program ideas up his sleeve and will spend his time attracting a sponsor.

Boake Carter will be sponsored by General Foods beginning February 28. What product he will plug is as yet undecided.

Look Alikes: WKRC's Joe Binder and cinema actor Spencer Tracy.

Frankie Masters' orchestra, which is heard regularly from Chicago over WKRC and Columbia, will no longer feature the singing of lovely Donna Dae. Donna left the Windy City for New York last week to join Fred Waring and his crew of entertainers.

Singer Buddy Clark's real name is Samuel Goldberg and he is married to a daughter of Ralph Hitz, hotel czar.

Dick Bray, WKRC sportscaster, has been doing a bit of traveling the past few weeks. He refereed a basketball game at Purdue last Saturday, December 11, when the Indiana school dedicated its new gymnasium said to be one of the country's finest.

"Enter Madame" will be Grace Moore's starring vehicle on the Lux Radio Theatre, January 10. It's the story of an opera singer and will give la Moore a chance for several songs and arias during the hour broadcast.

On Christmas Day, an all-star cast of juvenile and veteran movie people will present a preview of the film "Tom Sawyer" on the Hollywood Hotel program from 4:00 to 5:00 o'clock. Tommy Kelly and Jackie Moran will play Tom Sawyer and Huckleberry Finn; May Robson, Aunt Polly; Ann Gillis, Becky Thatcher; Victor Jory, Injun Joe; Marcia Mae Jones, Mary Sawyer; Donald Meek, the Sunday School superintendent; Olin Howland, the schoolmaster, and little David Holt, Tom's half-brother, Sid Sawyer. Immediately after this program the annual presentation of Lionel Barrymore as "Scrooge" in the dramatization of Dickens' "Christmas Carol."

Alfred Gus Karger, commentator of WCPO, will interview Bleeker Marquette, secretary of the Public Health Federation and Better Housing League, on "Slums and Health" on his regular program Saturday evening, December 18, at 6:45 (E.S.T.).



TEN EYCK SCRIBBLES

From the radio news service issued each week from the Nation's Station comes a glowing account of that illustrious old trapper known and argued about from coast to coast as Bob Newhall. Through his amazing accuracy in forecasting results of football games during the past season the old boy has jumped to the lead as the nation's outstanding gridiron prophet. This column has always had a warm spot in its leaking heart for little Robert because of the exclusive manner in which he continually sticks his neck out for the "downtown" radio coaches to swing the verbal axe upon. In fact, sticking his neck out night after night on his broadcasts has apparently been his greatest aim in life come this whitsuntide. Nothing seems to delight the old war horse more than bouncing his chin against a badly battered microphone and waving the sword of righteous battle on any matters pertaining to sports from old-fashioned fence-vaulting to a game of hockey played in the bathtub.

And right well does the foundation of Newhall knowledge originate. His great-grandfather, Nubhead Newhall, laid the cornerstone while chumming around with my famous antecedent Great-Grandfather Tarbaby Ten Eyck. The way they could charge a swinging door would cause the four horsemen of Notre Dame to blush with embarrassment, and they could toss a jug of cider around with infinitely more precision than Carl Hubbel with a baseball. All in all, E. Flidderington Robert Newhall has learned his trade well and this column knows of no better qualified individual to yelp into a microphone six nights each week than the old Trapper himself. And that's what we started to say until we drifted off on our ancestry.

Because Newhall's program is better, more interesting and more diversified than any other sports program we know of he gets himself in hot water with the fans from time to time. In order to be different and (Continued to page 13)

HITS of the WEEK

(All Eastern Standard Time)
SATURDAY, DECEMBER 18.

Fats Waller and Lionel Hampton, guests, on Saturday Night Swing Club—7:00 p. m., WKRC, WHAS, WHIO.
Colby Chester, guest speaker, on Carborundum Band program—7:30 p. m., WKRC, WHAS.
Lauritz Melchior, tenor, guest, on "Your Hit Parade"—10:00 p. m., WKRC, WHAS, WHIO.

SUNDAY, DECEMBER 19.

Edwina Eustis, contralto, guest on Radio City Music Hall—12:00 p. m., WCKY, WLW, WLS.
Christmas Broadcast from Nuremberg, Germany—1:30 p. m., WKRC, WHAS, WHIO.
Moriz Rosenthal, pianist, on Magic Key of RCA—2:00 p. m., WLW, WLS, WSM.
Madeleine Carroll and Ray Milland, actors, guests on "Silver Theatre"—5:00 p. m., WKRC, WHAS, WHIO.
Jeanette MacDonald, singer, returns to "Vick's Open House"—7:00 p. m., WKRC, WHAS, WHIO.
Helen Jepson, Joseph Schuster, Jussi Bjoerling, guests on General Motors Concert—8:00 p. m., WCKY, WLS.
Hephzibath and Yehudi Menuhin,

guests on Ford Concert—9:00 p. m., WKRC, WHAS, WHIO.

MONDAY, DECEMBER 20.

Dr. A. Lambert Cane, violinist, on "Music Is My Hobby"—7:00 p. m., WCKY, WLS.
Mendelssohn Club, on Banks program—9:00 p. m., WCKY, WLS.

TUESDAY, DECEMBER 21.

Leo Carrillo, actor, guest with Al Jolson—8:30 p. m., WKRC, WHAS, WHIO.

WEDNESDAY, DECEMBER 22.

Lily Pons, soprano, guest with Andre Kostelanetz Concert—9:00 p. m., WKRC, WHAS, WHIO.
Jack Benny, comedian, guest with "Town Hall Tonight"—9:00 p. m., WLW, WSM.

THURSDAY, DECEMBER 23.

Cleveland Community Christmas Carol Festival—7:30 p. m., WLS.

FRIDAY, DECEMBER 24.

Twelve Crowded Months—9:00 p. m., WKRC, WHAS, WHIO.
Expedition Christmas Greetings between MacGregor Expedition and Holden Expedition—10:00 p. m., WCKY, WLS.

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and you will receive your book postpaid.

If you wish you may buy six (6) books for the price of five. Check the six books you want and mail ONLY \$5.00 to RADIO DIAL.

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|--|---|
| Robin Hood, by Henry Gilbert | Tales of Poe, by Edgar Allen Poe |
| Heidi, by Johanna Spyri | Tales of Kipling, by Rudyard Kipling |
| Helen's Babies, by John Habberton | A Child's Garden of Verses, by Robert Louis Stevenson |
| Gulliver's Travels, by Jonathan Swift | Eight Cousins, by Louisa M. Alcott |
| Aesop's Fables, by Aesop | Grimm's Fairy Tales, by Grimm |
| Treasure Island, by Robert Louis Stevenson | Hiawatha, by Henry Wadsworth Longfellow |
| Dicken's Christmas Stories, by Charles Dickens | Anderson's Fairy Tales, by Hans Andersen |
| Swiss Family Robinson, by Johann Rudolf Wyss | Tanglewood Tales, by Nathaniel Hawthorne |
| Hans Brinker, by Mary Mapes Dodge | Tales from Shakespeare, by Charles and Mary Lamb |
| Tom Brown's School Days, by Thomas Hughes | A Tale of Two Cities, by Charles Dickens |
| Alice in Wonderland, by Lewis Carroll | Silas Marner, by George Eliot |
| Robinson Crusoe, by Daniel Defoe | Kidnapped, by Robert Louis Stevenson |
| The Little Minister by James M. Barrie | The Oregon Trail, by Francis Parkman, Jr. |
| The Gold Bug, by Edgar Allen Poe | The Vicar of Wakefield, by Oliver Goldsmith |
| Little Women, by Louisa M. Alcott | The House of Seven Gables, by Nathaniel Hawthorne |
| Little Men, by Louisa M. Alcott | Water Babies, by Charles Kingsley |
| Pinocchio, by C. Collodi | Black Beauty, by Anna Sewell |
| The Adventures of Tom Sawyer, by Samuel L. Clemens | King Arthur and His Noble Knights, by Mary MacLeod |

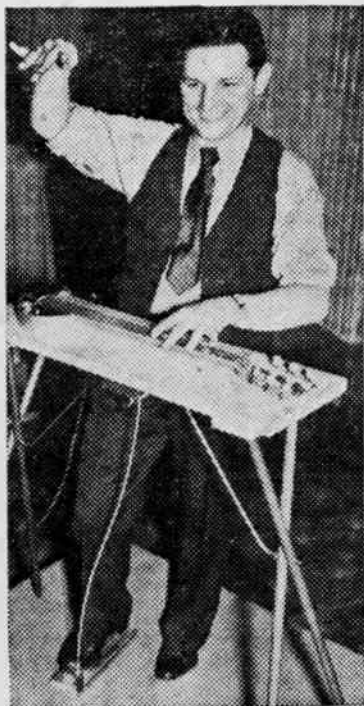
Night Club to CBS



Joyce Howard, former night club star, now brings her charming contralto to "Metropolitan Parade," broadcast over CBS, including WKRC and WHIO, Mondays, at 9:00 a. m. (E.S.T.) and to "Ray Block's Varieties," broadcast over the same network, including WHIO, on Wednesdays at 3:00 p. m. (E. S. T.).

Miss Howard was preparing to enter normal school with a teaching career in mind when a singing engagement filled "on a dare" won her a handsome contract and brought about a quick change in plans.

Paul Martin's Music



Paul Martin, NBC guitarist and director of Paul Martin and His Music, heard several times a week over NBC networks, says he is the only steel harp-guitar player who conducts an orchestra standing up.



Those Saturday matinee broadcasts of the Metropolitan Opera raise some interesting, if incidental, questions. NBC estimates the radio audience for opera well up in the millions, while the boys who "know all the answers" retort that it's only a handful. Exactly what difference does it make how many listen? Radio should serve everybody. Certainly the people who dot on swing have the breaks, every day of the year. It's only fair and reasonable that those who prefer opera should have a break once a week for a couple of months. Another question is the time of the broadcast. Saturday afternoon is the most convenient from a schedule viewpoint. But it simply adds another log to the week-end jam of fine music. Will the day ever come when a full-length opera can be aired in the evening?

The Dial-Twister can remember when the first radio Santa Clauses began to work on the "dear kiddies" back in the carbon-mike days. And since then nothing seems to have changed. The formula for a radio

St. Nick is still five parts of smirking bachelor uncle, three parts of top-sergeant, and two parts of second mate, mixed well and allowed to dry in a warm studio. How the youngsters endure it, I wouldn't know.

Heard on WLW's Before Breakfast: "So turn up your radio as loud as you can. The neighbors won't mind." Of course not; that is, if they happen to live a half-mile away or in sound-proof houses.

Caught between the devil and the deep blue sea by Chase and Sanborn and General Motors, CBS has devised a brace of new programs to plug the 8 to 9 p. m. Sunday gap. The funniest thing about the first of these is its title: The People's Choice. With sure-enough listener letters is scarce as hen teeth, it must take a divining rod to find out what dialers like. And waiving that point, the premiere was a cutting-room hodge-podge, demonstrating chiefly why most radio programs don't play encore dates.

(Continued to page 16)



Have you heard . . . sports spieler Bob Newhall leads the parade of football prophets this year. A season total of more than 80 per cent correct . . . sounds like something more than luck. On Thanksgiving he had a perfect score . . . and that's something for the "old trapper" to brag about. Bob's spirit dampened though in spite of all the luck . . . looking forward to being speaker at an important baseball banquet . . . he had to turn thumbs down on account of his 6:30 WLW show.

haired interviewer has won over the femmes completely . . . the show's quit a hit . . . even though Maynard has a hard time finding lovely ladies in red hats. The station . . . WKRC.

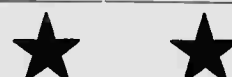
PERSONALITY OF THE WEEK: WLW's newly appointed continuity editor . . . Lee House. Lee . . . hailing from the Hoosier State . . . is one of the Crosley family that has come and gone several times. About seven years ago, Lee was working in the continuity department . . . he left . . . returned after about two years to work in the music library . . . left again . . . returned to run the transcription end of radio . . . transferred to production and several weeks ago got his promotion to continuity editor, succeeding Jimmy Krautters who was upped to Assistant Sales Manager. If the old adage . . . the third time is a charm, works in this case, we can expect to see Lee editing it for years to come. This side of

(Continued to page 15)

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



PROGRAMS FOR SATURDAY, DECEMBER 18



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Saturday, December 18, 1937, listing 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—Message of Israel: Barnett R. Brickner, Cleveland Rabbi, guest speaker. Organ Music. WJZ WLS WCKY kdka whk wave wire wham wowo
—William Scott's Orchestra. WFAF wgy wtm wmaq who wdf kyw
—Saturday Night Swing Club: Fats Waller and Lionel Hampton, guests. WABC WKRC WHAS WHIO wbbm wgar wfbm kmcb wadc wvva wvfa wwl wcco
7:30—Ricardo and His Caballeros. (NBC) WCKY kdka wtm wowo
—To be announced. WFAF wgy wtm wmaq
—Uncle Jim's Question Bee—Jim McWilliams, conductor. WJZ wgy wmaq kdka wtm
—The Carborundum Band: Colby Chester, Chairman of General Foods, Inc., guest speaker. WABC WKRC WHAS wcco wau wgar wbt wadc wbbm wjr
7:45—Jean Sablon, songs. WFAF wgy wtm wmaq who wdf kyw
8:00—Robert L. (Believe-It-Or-Not) Ripley. B. A. Rolfe's Orchestra and guest star. WFAF WLW wgy wtm wmaq wvj wave kyw kstp wbp
—Dance Orchestra. WJZ only
—'Your Unseen Friend' with Harry Salter's

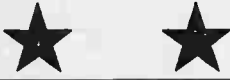
—Al Roth and His Orchestra. WFAF wgy wtm wmaq who wdf kyw
9:30—Saturday Serenade with Mary Eastman, soprano; Bill Perry, tenor; Gus Haenschen's Orchestra and Mixed Chorus. (CBS) WHAS wcau wgst wjr wbbm wgar wfbm kmcb kmox wvva wbt wvfa wwl
—Among Our Souvenirs. WABC
—'Special Delivery,' dramatic sketch. WFAF wgy wtm wmaq who wdf wvj
10:00—'Your Hit Parade': Lauritz Melchior, tenor, guests; Harry Salter's Orchestra; Songsmiths, male quartet; Freda Gibson and Buddy Clark, vocalists. WABC WKRC WHAS WHIO wbbm wfbm wgar kmcb wcau kmox wadc wvbt wvva wjr wgst wwl wcco
—NBC Symphony Orchestra, Artur Rodzinski, guest conductor. WJZ WCKY whk wave wire wham
—NBC Symphony Orchestra, Artur Rodzinski, guest conductor. WFAF wgy wtm wmaq who
10:45—Patti Chapin, songs. WABC wbbm wgar wfbm kmcb kmox wadc wvbt wvva wbt wvfa wwl wcco
11:00—Frankie Masters' Orchestra. WABC (WKRC on 11:15) WHIO wjr wbbm wgar kmcb wcau kmox wadc wvfa wcco wvva
11:30—Al Donahue's Rainbow Room Orchestra. WFAF WSAI wgy wtm wmaq who wdf kyw

—Freddie Martin's Orchestra. WJZ WCKY WLW wire wave wham whk
—Benny Goodman's Orchestra. WABC WKRC WHIO wjr wbbm wgar wfbm wcau kmox
MIDNIGHT—Eddy Rogers' Rainbow Grill Orchestra. WJZ WCKY WLW whk wave wire wham
—Don Bestor's Netherland Plaza Hotel Orchestra. WFAF wgy wtm wmaq who wdf kyw
—Sammy Kaye's Orchestra. WABC WHAS WKRC WHIO wjr whk wfbm kmcb wcau kmox wadc wvfa wbbm
12:30—Blue Baron's Southern Tavern Orchestra. WFAF WLW wgy who wdf wtm wmaq kyw
—Joe Reichman's Coconut Grove Orchestra. WJZ WCKY kdka wave wire wham
—Orin Tucker's Orchestra. WABC WKRC WHIO WHAS wjr wgar wfbm kmcb wbbm
Margerette Shanna will be heard in two more script shows during January.
Don Voorhees is the latest radio maestro to receive a movie offer.

Mendelssohn Club, Fritz Reiner To Be Heard In Bank Program

The Mendelssohn Club, choral society, will be heard with Fritz Reiner and the Philadelphia Orchestra during the Banks program over NBC, including WCKY and WLS, Monday, December 20, from 9:00 to 10:00 p. m. (E.S.T.).
They will sing a capella, the first movement from McDonald's "Songs of Conquest," an 18th Century Ukrainian Christmas carol, and Arkhangelsky's "Dusk of Night." Reiner will conduct the Prelude to Humperdinck's "Koenigskinder," three German dances by Mozart, Weber-Weingartner's "Invitation to the Dance," and "Kamarinskaia," by Glinka.

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



PROGRAMS FOR SUNDAY, DECEMBER 19



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slots (7:30-11:45 AM and 12:00-11:45 PM).

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

4:45—Dog Heroes. WJZ
—Ranch Boys. (NBC) WLS whk wave wire wham
5:00—Metropolitan Opera Auditions of the Air: Wilfred Pelleret conducting the Metropolitan Opera Orchestra and guests. WJZ WCKY WLS WSM wham kdka whk wovo wfla wave kvoo wbp wgy
—Ry-Krisp Presents Marion Talley; Orchestra direction Josef Koestner. WEAf WSAI wmaq kyw wire wjz wgy wtm wjz who wdf
—Silver Theatre: Madeleine Carroll and Roy Milland, guests; Conrad Nagel, director and narrator; dramatic sketch. WABC WKRC WHAS WHIO wcau wcco wgr wfbm kmox wadc wbbm wjr kmcb wgst
5:30—Guy Lombardo and his Orchestra. WABC WHAS wjr wgar wfbm kmcb wcau kmox wva wwl
—The Time of Your Life—Sheila Barrett, Joe Rines, comedian and orchestra leader; Graham McNamee, m. c.; WEAf WLW WSM kyw wgy wire wmaq who wdf wjz kstp
—Smilin' Ed McConnell. WJZ WCKY WLS kdka wham wspd
5:45—George Hessberger's Orchestra. WJZ WCKY WLS whk wham wave
6:00—Joe Penner with Jimmie Grier's Orchestra: Gene Austin, tenor; Julie Gibson, vocalist, and Coco and Malt, comedians. WABC WKRC WHAS wjr wfbm wgar wcau

tra conducted by H. Leopold Spitalny. WJZ WCKY WLS kdka whk wave wire wham
7:30—Phil Baker, comedian and Oscar Bradley's orchestra and guests. WABC WKRC WHAS WHIO wfbm wjr wgar wcau wadc wsb wva wbt wgst
—Fireside Recitals, featuring Helen Marshall, soprano; Sigurd Nilssen, basso; Frank St. Leger, pianist-composer. WEAf WSAI wmaq wgy wdf wtm wjz who wire kyw
—The Baker's Broadcast with Ozzie Nelson's Orchestra. Harriet Hilliard and Peg Murray. Edward Everett Horton, guest. WJZ WCKY WLS WSM wham wave kvoo wfla kstp kdka whk
7:45—Interesting Neighbors—Jerry Belcher. WEAf WLW kyw wgy wtm wjz wmaq who wdf wire
8:00—The Chase and Sanborn Program: Starring Nelson Eddy; Don Ameche, m. c.; guest star; Edgar Bergen and Charlie McCarthy; Dorothy Lamour; The Stroud Twins; Robert Armstrong's Orchestra; Guest. WEAf WLW WSM wtm wire wjz wdf kstp kvoo wfla wgy kyw wave wmaq wfla who
—General Motors Concerts—Symphony orchestra. John B. Kennedy, commentator, Erno Rapee, conductor; Helen Jepson, Joseph Schuster and Jussi Bjoerling, Guests. "Parade of Scientific Progress." WJZ WCKY WLS kdka wham whk
—"People's Choice." WABC WHAS WKRC WHIO wbbm wfbm wgar wva wsb wbt wcco
8:30—"Earaches of 1938," with Harry Conn. WABC WKRC WHIO WHAS wjr wwl wadc

9:00—Manhattan Merry-Go-Round: Pierre Le Kreeun, tenor; Rachel Carlay, blues singer; wbbm
Don Donnie's Orchestra; Men About Town Trio. WEAf WSAI WSM wgy wtm wjz wmaq who wdf kstp wave wfla wire wfla wbbm wjr
—Ford Sunday Evening Hour: Hephzibath and Yahudi Menuhin, guests; Symphony Orchestra and Chorus, direction Eugene Ormandy. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmcb wcau kmox wadc wsb wva wbt wfla wjz wcco wire wham wmaq wfla wovo
—Hollywood Playhouse presents Tyrone Power. Dramatic Sketch with guest artist. Orchestra direction, Harry Sosnick. WJZ WLW WENR kdka whk wham
9:30—The Jergens Program with Walter Winchell. WJZ WLW WENR kdka wham
—American Album of Familiar Music, with Frank Munn, tenor; Jean Dickenson, soprano; The Haenchen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEAf WSAI WSM kyw wgy wtm wjz who wfla wdf wmaq wfla wire wave kstp kvoo
9:45—Irene Rich for Welch. WJZ WCKY WENR kdka whk wham
10:00—Rising Musical Star Program: Alexander Smallens and Symphony Orchestra; mixed chorus of seventy voices, direction Eugene Fuerst; Richard Gordon, commentator; guest artists. WEAf WSAI WSM kstp wire who wdf wfla wave kyw
—"Zenith Foundation." Orchestra and dramatic cast. WABC WKRC WHAS wjr kmcb wcau wfbm whk wadc wbt wbbm kmox wgst wfla wfla wcco

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

PROGRAMS FOR MONDAY, DECEMBER 20

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

7:00-The Pepsodent Program: Amos 'n' Andy WEAF WLW who wgy kyw
-Music Is My Hobby: Dr. A. Lambert Cane, violinist. WJZ WCKY WENR kdka wave wfla wham wgar
-Hal Totten, sports. (NBC) wtm wmaq
-Poetic Melodies: Jack Fulton, tenor, and Franklyn MacCormack, poetic reader, with Orchestra. WABC WKRC wadc wvva wbt wcau wgar wgst wjr
-To be announced. (CBS) wbbm kmcb wcco kmox
7:15-'Uncle Ezra's Radio Station E-Z-R-A' with Pat Barrett, Carlton Guy, Nora Cunnison and others. WEAF WSAI kya wtm wmaq who wdfw kstp wire wgy wbp
-Lewis Browne, commentator. WABC WHAS WHIO kmcb wadc wbt wfbm wgar wgst
-Three Cheers, direction Jack Meakin. WJZ WCKY WLS WSM whk wave wham
8:30-Carol Weymann, mezzo-soprano. (NBC) wgy wtm wmaq who wdfw kyw
-Horlick's Lum and Abner, comedy sketch WJZ WLW WENR
-New York on Parade: Mark Warnow's Or-

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

PROGRAMS FOR TUESDAY, DECEMBER 21

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

8:00—Poetic Melodies: Jack Fulton, tenor, and Francis McCormack, poetic reader, and orchestra. WABC WKRC wgar wcau wadc wwa wbt wgst wjr
8:15—Vocal Varieties: Choral Group of 14 Voices. WLW to WEAF wgy wtam wire wmaq who kstp wdf

who kstp wmaq wire wave kyw wgy wtam wfaa
8:00—Edward G. Robinson, with Claire Trevor in "Big Town", newspaper drama. WABC WHIO WKRC WHAS wjr wbbm wfbm wgar kmbc wcau kmox wbt wcco wadc
8:30—Al Jolson Show with Martha Raye, Parkyakarkus and Victor Young's Orchestra. Leo Carrillo, guest. WABC WKRC WHIO WHAS wjr wbbm wfbm wgar wcau kmox wbt wadc wwl wcco
8:45—Lady Esther Serenade: Wayne King and his Orchestra. WEAF WSAI WSM kvoo wvj

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

PROGRAMS FOR WEDNESDAY, DECEMBER 22

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

7:00-Poetic Melodies: Jack Fulton, tenor; Franklyn MacCormack, poetic reader, and orchestra. WABC WKRC wadc wvva wbt wgar wcau
7:15-Uncle Ezra's Radio Station E-Z-R-A... with Pat Barrett, Nora Cunneen and others. WEA F WSAI wgy wmaq wtam wire wdfaf kyy who wbp kstp kvoo
7:30-Horlick's Lum and Abner, comedy sketch. WJZ WLW WLS whk
7:45-Boake Carter. WABC WKRC WHIO

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

PROGRAMS FOR THURSDAY, DECEMBER 23

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Thursday, December 23, 1937, listing 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—Poetic Melodies: Jack Fulton, tenor, and Franklyn MacCormack, poetic reader. orchestra. WABC WKRC wadc wvva wbt wgar wcau
7:15—Vocal Varieties—Choral group of 14 voices. WLW to WEAF wgy wtam wire wmaq who kstp kyw
7:30—Schaefer Revue: Leo Reisman's Orchestra; Bud Collyer, m. c. WEAF only

WKRC WHIO WHAS wjr wbbm wgar wcau kmox wadc wcco wbt wgst wfbm kmcb
9:30—America's Town Meeting of the Air—Round table discussion featuring prominent speakers. George Y. Denny, Jr., moderator. WJZ WCKY WLS kdka wham whk
10:00—Kraft Music Hall, starring Bing Crosby and Bob Burns, comedian; Johnny Trotter's Orchestra; guest artists. WEAF WLW WSM whk wgy wtam wvj wmaq wire wave kyw who wbp kstp wdf kvoo

Male Quartet. WJZ WCKY whk wave wire wham
11:15—Elza Schallert Reviews. Previews of the week's outstanding pictures; guest. WJZ WCKY kdka whk wave wire wham
11:30—Leighton Noble's Orchestra. WABC WHIO WKRC WHAS wgar kmox wadc wsbw wbt wbbm kmcb wcco

H. G. Wells To Speak On "As I See It"

H. G. Wells, widely-read English novelist and sociologist, will speak on a subject of his own choosing during the As I See It broadcast from London, on Tuesday, December 21, at 4:20 p. m. (E.S.T.), over NBC network, including WCKY. The 71-year-old author will be the seventh speaker in the current series arranged by the BBC, and shortwaved to this country via RCA facilities. Since his first book, published in 1895, Wells has written scores of works covering a vast range.
In recent years he has concentrated on educational and international problems and has produced such books as "The Outline of History," and "The Open Conspiracy."

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

PROGRAMS FOR FRIDAY, DECEMBER 24

(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).

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCormack, reader, and orchestra. WABC WKRC wgr wadc wcau wvva
7:15—Four Stars. (CBS) WKRC WHAS WHIO wadc kmox
7:30—Louis Florea. WEAF only
8:00—Grand Central Station, dramatic sketch. WJZ WCKY WLS kdka wvha whk wvha whm
8:30—Death Valley Days, dramatic program, with John MacBryde, Jean King, Harry Humphrey and Jeff Bryant; Orchestra direction Josef Bonime. WJZ WLW WLS kdka whm whk
8:45—Boake Carter, news commentator. WABC WKRC WHIO WHAS wjr wgr wbbm kmox wcau wcco kmcb wbt

WHIO wjr wgr kmox wbbm wcau wadc wbt kmcb wgst wvl wcco wfbm
9:00—Waltz Time, with Frank Munn, tenor; Manhattan Chorus; Abe Lyman's Orchestra. WEAF WSAI wgy wtam wmaq wvj wdf wkw whk wvha
9:30—True Story Court of Human Relations, dramatization. WEAF wgy wtam wvj wkw whk wvha
10:00—Expedition Christmas Greetings between MacGregor Expedition and Holden Expedition. WJZ WLS WCKY kdka whk whm wfla
10:00—Hammerstein's Music Hall: Ted Hammerstein, m. c.; Jerry Mann, comedian, guest star, and Music Hall Orchestra. WABC WKRC WHIO WHAS wjr wgr kmox wbbm wfbm kmcb wcau wcco wadc wbt wvj

Orchestra, direction Eric Sagerquist. WEAF WLW WSM wvj wvha wmaq wtam wdf who kstp wfla wvha wvha wvha
10:30—Jimmy Fidler and his Hollywood Gossip. WEAF WLW wgy wtam wmaq wvj wdf wkw whk wvha
11:00—George R. Holmes, Chief of the Washington Bureau of International News Service. (NBC) wgy wtam wdf wkw whk wvha
11:15—King's Jester's Orchestra. WEAF WSAI wgy wtam wdf wkw whk wvha
11:30—Bert Block's Orchestra. WABC WHIO

WKRC wjr wfbm wcau wadc kmox wbbm kmcb wsb wbt wgr
—Maurie Stein's Orchestra. WJZ WCKY WLS whk wvha whm
—Freddie Martin's Ritz-Carlton Orchestra. WEAF WSM wvj wvha wmaq wtam wdf kstp wgy
12:30—San Francisco Christmas Eve Community Sing. WJZ whk wvha
—Ted Fio Rito's Orchestra. WABC WKRC WHAS wbbm wfbm kmox wadc
—Happy Felton's Orchestra. WEAF WLW wgy wtam wmaq who wdf kdka
The NBC networks will continue to release Joe Reichman's music when the bandster plays at San Francisco's Mark Hopkins Hotel.
As soon as her concert schedule will permit, Anne Jamison will make an album of recordings.

Jepson, Schuster, Bjoerling, To Be Heard On GM Concert

Helen Jepson, soprano, will join Jussi Bjoerling, tenor, the General Motors Orchestra, Erno Rapee conducting, and the Chorus, when she makes her appearance on the regular Sunday evening broadcast over NBC, including WCKY and WLS, December 19, at 8:00 p. m. (E.S.T.).

Joseph Schuster, noted cellist, who was heard in one of the concerts last year, also will be presented. The General Motors Glee Club of New York, an organization formed among the company's employees, will make its first radio appearance.

The Program:

1. "Finale" to Symphony No. 4. F. Minor, Opus 36.....Tchaikovsky
General Motors Symphony Orchestra
2. (a) "Ah, fors e lui" from "La Traviata"..... Verdi
Helen Jepson
(b) "Regina coeli: Innegiamo, il Signor" from "Cavalleria Rusticana".....Mascagni
Helen Jepson and Chorus
3. (a) "Après un reve".....Faure
(b) "Flight of the Bumble Bee".....Rimsky-Korsakov
Joseph Schuster
4. (a) "Cielo e mar" from "La Gioconda".....Ponchielli
(b) Traditional Swedish Christmas Carol.....
Jussi Bjoerling
5. The Parade of Scientific Progress.....John B. Kennedy
6. (a) "Lo, how a Rose".....Praetorius
(b) "We Three Kings of Orient Are".....Hopkins
General Motors Glee Club of New York
7. "España".....Chabrier
General Motors Symphony Orchestra
8. "The Story of the Nativity".....Helen Jepson, Jussi Bjoerling, General Motors Symphony Orchestra and Chorus.

Benny, Allen Meet on "Town Hall" Show

If you hear unusual loud-speaker sputters at 9:00 p. m. (E.S.T.), Wednesday, December 22, over NBC, including WLW and WSM, it will be Jack Benny's gas buggy, bearing its boss to the "Town Hall Tonight" program for a meeting with Fred Allen.

These two comedians, considered by many to be radio's best, will come to blows on Fred Allen's regular program. Jack Benny has accepted his contemporaries' invitation to visit him, thus causing all the commotions in NBC's Hollywood studios.

TEN EYCK SCRIBBLES

(Continued from page 4)

have a luscious flavor of entertainment wrapped in his work he often sticks out his neck, as we mentioned earlier in our weekly brainstorm. Issues are brought forth that are of a highly debatable value and one man cannot always be right. My shell pink ears are tuned to this program as often as my schedule permits and I'd like to dunk this in the mail-box by patting the old trapper on the back for good work well done. He's right so much of the time that not to be wrong occasionally would keep the program from being human.

Dear Sir:

As Andy would say, "I's regusted." Disgusted about some of these so-called "Radio Programs".

In the first place, I like to listen to the radio in the morning while I am dressing; also afterwards if I have any time. What do I get? Nothing but Hillbilly stuff. At 7:00 a. m. every station in Greater Cincinnati has a Hillbilly program blasting the air. Now that kind of stuff may be music to some people, but to a person who has a musical ear like I have, it doesn't sound like much. Don't misunderstand me; I like a little Hillbilly music if it is good, but I don't seem to find much of it that is good.

And that person who drools all over the place. I believe he is on the Peruna program from WLW, supposed to be our best station. He is terrible. If I ever hear a worse voice on the radio I hope I fall out of the window first.

At 7:30 a. m. WKRC comes on the air with a news program and puts on a long spiel about it being the first news program of the day. As you can see by the Dial, WCPO gives a news broadcast at 7:00 a. m. I have gotten so that I do not believe anything any of the stations say. That statement is a direct falsehood.

This reminds me of the statements some of the stations have used: "The Lookout House is 5 minutes from Cincinnati." Do you believe that? I used to live in Covington and Ft. Mitchell and I know that unless a person is in Buck Rogers' SPACE SHIP it cannot be made in less than 15 minutes.

It may sound like shades of Russia for the Radio Commission to say that they are going to try to get better programs on the air, but I believe something should be done.

Again at 5:00 p. m. all I can get is Santa Claus, Jack Armstrong and such dribble. I's regusted.

Sincerely,
JOHN GIBSON.

P. S.: A great many of the night programs are excellent!

The reader submitting the best title for this column will be rewarded with three dollars (\$3.00) in cash by RADIO DIAL. The contest is open until December 20, 1937; the winner to be announced in the issue week ending December 31, 1937.

Dynamic Conductor At 75



Despite his 75 years, Dr. Walter Damrosch, music counsel of NBC, is an energetic figure on the podium. These sketches were drawn from life by Bettina Steinke as the veteran composer and conductor led the NBC Music Appreciation Hour during a recent Friday broadcast over the NBC network.

Radio owners
ATTENTION
WE CAN INSTALL THIS BIG...
ALL WAVE, WORLD-WIDE
RADIO
IN YOUR
PRESENT
CABINET

EASY TERMS **24** **50** **SAVE THE DIFFERENCE**

MIDWEST RADIOS
FACTORY:- 905-911 BROADWAY

Midwest Factory Gears Production To Peak Volume

Advance orders and inquiries from thousands of Midwest owners who have bought Midwest sets over the past 18 years indicate the biggest year in the company's history. Through its policy of year-round operation, work has been in progress on the 1938 sets for several months, and a large stock has been accumulated, but orders are fast depleting this reserve and the production line was recently thrown into top speed.

With its rapidly growing chain of factory showrooms, in New York, Newark, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, Los Angeles, and additional stores being opened up almost weekly, Midwest will soon have one of the finest distribution systems in the radio field.

E. F. Hoffman, director of sales of the Midwest Radio Corporation, is the executive in charge of the establishment and operation of the nationwide chain of factory show-rooms. During the past few months, new showrooms have been opened at the rate of one a week, and Mr. Hoffman expects, by the end of the year, to have one or more showrooms in every important city in the United States.

Champion Picker



Bob Newhall, veteran WLW sports commentator, wound up this year's football season by forging ahead to lead the nation in predicting football scores. By forecasting the games Thanksgiving Day and November 27 correctly, Newhall bolstered his season's average to 80 percent. His perfect score for the two days was 29 winners and two ties. His season's total was 165 winners against 41 losses. He is heard daily except Sunday over the Nation's Station at 6:30 p. m. (E.S.T.)

RADIO DIAL CONTEST CLUB

by The Contest Reporter

"As a contestant of several years experience, I have a few ideas on contests that may be of some interest and value, at least to beginners in this fascinating hobby."

The foregoing quotation couldn't possibly stir up any great amount of curiosity if we chose to leave it as is, or failed to further identify the author. Thousands, perhaps, could qualify to say exactly the same words. But it so happens that one of the most famous of contest winners made that statement in opening an article on "What It Takes" for Contest Magazine this month.

George A. Elwell, winner of \$20,000 for naming "Liberty, A Weekly for Everybody."

Being impracticable to reproduce the entire article for DIAL readers, we feel that they would most like to know Mr. Elwell's procedure in winning this very handsome prize.

Winner Elwell does say, "there is no set rule for winning contests, but there is always a logical way of going about it" to wit:

"Due to world-wide publicity and the intense interest shown back in 1924, almost everyone remembers the Liberty contest. It was purely a name and slogan contest. To me it represented a golden opportunity, a contest right up my alley.

"At that time postage and other expense was a problem to be considered. So first I had to make sure as far as possible, in my own mind at least, that it was on the level. It was.

"From the moment I saw that announcement I began jotting down names and slogans, analyzing each name as it occurred to me. It must

be based on common-sense, be logical, practical, appropriate, of wide appeal, concise and easily remembered. If it passed that test it went in.

"On the first day I sent in twelve suggestions (separately) with slogans and reasons why. "Liberty," strange enough, was one of those first twelve. The reason that I gave was that Liberty is the spirit upon which our country was founded, the spirit of the American family, one to the other—live and let live.

"From the start, I kept at it everlastingly, ate, slept, and worked with my brain children. I do not recommend this intense brand of enthusiasm to others who value their health; but you see, I just had to win. The postage alone cost me a hundred dollars. In all I submitted 5,101 names and slogans.

"Words are inadequate to describe my feelings when finally I was named winner. On receipt of the \$20,000 the first thing I did was pay every obligation I owed. Free—LIBERTY—at last!

"I received letters from all over the world, as far as British East Africa. Today, the winning of a \$100,000 prize causes hardly a ripple. How times change.

"My suggestion for the beginner is to keep your brain child with you constantly—keep trying. Make each entry pass a stringent test. Check and double check. Follow rules implicitly, by neat, exact, then fire your own."

To say that Mr. Elwell did the unusual is true, but look what happened.

We noticed recently one of the most strikingly clever slogans to date.

Paul Carlisle



The eighth and newest member of WKRC's announcing staff, Paul Carlisle, came to Cincinnati and the hill-top station from KWKH in Shreveport, La., less than two months ago. In that short time, his voice has become well-known to WKRC listeners from his work on various popular programs. Five feet, eleven and three-quarters inches tall, he has dark brown wavy hair and blue eyes. Carlisle is married and has a seventeen months old son.

The more you think of it the cleverer it becomes. Used by an installment furniture house in Sumter, S. C., it is, "Let us feather your nest with a little down." Get it?

The following won \$1,000 first prize in a recent mid-western gasoline and motor oil contest. Quoted from Townsend-Friend Service Bulletin as being won by one of their subscribers.

"Being a salesman, my car is indispensable, and its performance ultra-important. With fixed appointments made, there's certainly no time for sluggish, overheated motor or sticking valves; faultless performance is imperative. Freezing tem-

peratures or deep snow are no exceptions; my car must have pep to start—and power to go. Obviously, repair lay-ups must be minimized. And, driving 45,000 miles per year, increased mileage means something. I have found that—and—best equip my car to faithfully fulfil these requirements. These two dependable products offer greater thrills—with fewer fills."

In the Treasury Department's stamp designing contest, Elaine Rawlinson of New York won \$500; Chas. H. Bauer, East Orange, N. Y., \$300, and Erwin H. Austin, Delmar, N. Y., \$200. In Chicago Mail Order coat naming contest, first prize of \$1,000

Hollywood Star Featured on "Met Auditions of Air"

Jeanne Madden, Hollywood star; John Seagle, French-born American, and Flora Neilsen, Canadian-born mezzo-soprano, will be presented on the "Metropolitan Auditions of the Air" program, Sunday, December 19, at 5:00 p. m., over the NBC network, including WCKY, WLS and WSM.

Miss Madden has made several screen appearances even though she is only 19 years old. She is a soprano who started to sing when but six, and since then has reached the top of the ladder.

John Seagle was scheduled to appear on the program December 5, but due to illness his performance was delayed until now. Miss Neilsen lives in England, but has qualified for an audition in the single month she has been in this country. She has sung in concerts throughout Europe, playing such roles as Elsa in "Lohengrin," Brangane in "Tristan and Isolde" and many others.

to Margaret E. Snyder, Fork, Md.

We understand that Station WBNS of Columbus, Ohio, has begun a program they call "Win or Lose." It is about contests for contestants, said to explain rules and furnish other necessary information about radio contests.

There are two new contests for WKRC listeners. One, sponsored by the Cincinnati Oil Works Company, on their program "Personalities on Parade" (aired each Tuesday, Thursday and Saturday, at 6:15 p. m.) offers a grand prize of a Waltham mantle electric clock for the best letter of 25 words or less completing the sentence "It Makes Me Mad When." It's a contest for your pet peeves. Each entrant will receive ABSOLUTELY FREE, one quart of Anti-Carbo motor oil. Entries must be post-marked before midnight, Sunday. The contest closes, Sunday, December 26.

The second one requires just a little more writing. In fifty words or less, you must tell "Why I Would Like to have a Conservador for Xmas." This is being conducted on the program, "A Woman Views the News" which is sponsored by Appliances, Inc., (WKRC, Monday, Wednesday and Friday at 11 a. m.). Each entrant receives a Tea ball shaped like a miniature Teapot and the grand prize is also a Waltham mantle electric clock. Entries must be postmarked not later than midnight, Saturday, December 25.

Florence George will make radio guest appearances when she completes her first picture, "College Swing."

Al Jolson has lost nearly \$2,000,000 in the stock market since August. It's "on paper," of course.

Time Marches On



Here is the cast of "The March of Time" program broadcast over the NBC network, including WCKY and WLS, Thursday at 8:30 p. m. (E.S.T.)

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FIRST WITH THE LATEST NEWS

Musical Menuhins In Season's Debut On Ford Broadcast

Yehudi Menuhin, youthful wizard of the violin, and his pianist sister Hephzibah, will make one of their rare joint appearances on radio as guests on the Ford, Sunday Evening Hour, December 19, over CBS, including WKRC, WHAS and WHIO.

This joint concert in Detroit's Masonic Auditorium will be one of the six to be given by the talented brother and sister this season. Other joint recitals in the country will be limited to the Metropolitan Opera House in New York and an appearance in Boston. Radio audiences heard them together for the first time last season on the Ford hour.

Yehudi, now 21, returned to the concert platform last September, after a two-year period of retirement and research spent on the Menuhin ranch at Los Gatos, California, 55 miles south of San Francisco. He is now on an extensive concert tour which will cover the British Isles and the Continent as well as the United States.

Hephzibah, 17-year-old virtuoso, has made only infrequent concert appearances since she gave her first public recital in her native San Francisco at the age of eight. Her first appearance, incidentally, was made from the Shrine Auditorium platform that saw Yehudi make his debut four years previous.

Orchestral selections on the program will include Purcell's "Trumpet Prelude," "Slavonic Dance No. 1," by Anton Dvorak and Hector's Berlioz' "Rakoczy March."

The program:

Trumpet Prelude Purcell
Orchestra
Symphonic Variations Franck
Hephzibah Menuhin and Orchestra
Slavonic Dance No. 1 Dvorak
Orchestra
Andante and Allegro Molto Vivace
from Concerto in E Minor
..... Mendelssohn
Yehudi Menuhin and Orchestra
Talk By Mr. W. J. Cameron
Rondo from Sonata No. 32 for Piano
and Violin Mozart
Hephzibah and Yehudi Menuhin
Rakoczy March Berlioz
Orchestra
I Heard the Bells On Christmas
Day Hatton
Chorus, Audience and Orchestra

Rosenthal To Be Guest On Magic Key Program

Moriz Rosenthal, 73-year-old Polish concert pianist, will be soloist with the Magic Key Orchestra, conducted by Frank Black during the Magic Key of RCA program, on Sunday, December 19, at 2:00 p. m. (E.S.T.), over NBC, including WSM, WLW and WLS.

Rosenthal is at present celebrating his 64th consecutive year before the public. He has made many tours of the United States, vying in popularity with Paderewski, Josef Hofmann, and such pianists. During the Magic Key broadcast he will offer a program of piano classics.

John McCormick



John McCormick, general manager of WKRC, will be on hand Saturday night, December 18, when WKRC presents a three-hour "Charity Jamboree" for the benefit of the Cincinnati Enquirer's "50 Needy Families Fund." The program will begin at 12 o'clock midnight. Mr. McCormick will introduce some of the prominent guest speakers, among whom will be Mayor Russell Wilson, Dan M. Myers, mayor of Walnut Hills, and representatives of the Cincinnati Enquirer and various charitable organizations in the Queen City.

The entire staff and personnel of WKRC together with the orchestras of Ross Pierce and Cliff Burns will be heard. A special feature of the broadcast will be the appearance of "Smiles" Davis, former top-flight vaudeville entertainer, and wife of "Singin' Sam" (Harry Franckel).

Philharmonic To Feature Music Of Beethoven, Sibelius

A program of masterworks by Beethoven and Sibelius will be performed by the Philharmonic-Symphony Orchestra directed by John Barbirolli when the Sunday concert in Carnegie Hall, New York, is broadcast over CBS including WKRC, WHAS and WHIO, December 19, from 3:00 to 5:00 p. m. (E.S.T.).

Beethoven is to be represented in the first half of the program by his "Coriolanus" Overture and Sixth, or "Pastoral," Symphony, the composer's only symphony with a program, or scenario. The "Coriolanus" Overture was not written to the Shakespeare tragedy but to a drama by Heinrich Joseph von Collin in 1807. Beethoven himself conducted the first performance from manuscript in March of that year.

He wrote his "Pastoral" symphony in the summer of the next year in the wooded environs of Vienna. The program is indicated by the sub-titles of the five movements: "Cheerful impressions awakened by arrival in the country," "Scenes by the Brook," "Merry Gathering of Country Folk," "Thunderstorm, Tempest," and "Shepherds' Song."

The First Symphony of Sibelius, who observed his 72nd birthday anniversary December 8, was composed in 1899 and published three years later. The great Finn's biographer, Mrs. Rosa Newmarch, describes it as a "spacious" work in which "the composer has something to say and takes his time in saying it."

Reverse Formation



When Andre Kostelanetz (left) became his own piano soloist on a recent broadcast, Deems Taylor, CBS commentator, took Andre's place at the baton. Judging by his expression, Taylor took his conducting very seriously. The occasion was the playing of Kostelanetz's own orchestral poem, "Lake Louise," during one of series broadcast each Wednesday, at 9:00 p. m. (E.S.T.), over the CBS network, including WKRC, WHAS and WHIO.

SHOOTING STARS

(Continued from page 5)

thirty, about five feet six, blonde, bespectacled and very good natured . . . not married.

ALONG THE MILKY WAY: WKRC's speller Francis Pettay busy last week giving Bethesda hospital nurses a treat . . . he's back on the air now feeling uppish. Worst fears on the Santa Claus shows realized . . . they're just as bad as ever. Ruth Lyons is driving a gorgeous new cream-colored sedan. Rikel Kent shouldn't have to do much acting to portray the role of director on the Mad Hatterfield show . . . that's just what he is at the Nation's Station. Blessed event congrats to WLW production man Jack Edmunds and Mrs. . . . it's a boy. Understand

WCKY's Lillie Mae of Coon Creek Band fame, a real comedian in front of the mike . . . this a swell show. What news commentator at the Nation's Station admitted he has never read a newspaper in the six months or more that he's been in Cincy.

THUMBS UP: WLW's Angelo Rafaelli . . . a background including concert stage work, theatrical appearances, and a member of NBC's Four Horsemen Quartet, tells the reason why. Boasts a repertoire including Italian, French, Spanish and English songs. Incidentally, Angelo's a tenor.

More star shooting with the Astronomer next week, and, as usual, more peeps at people. **THEME UP AND OUT.**

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Singing Under Difficulties



A fractured arm doesn't bother Pinky Tomlin from doing his stuff on the Eddie Cantor show, when he has somebody like Deanna Durbin to help him out. Tomlin, song-writer and singer, acquired his injuries recently in an auto accident.

Expeditions Also To Celebrate Christmas

The arctic, the tropics and Radio City will be linked in a Christmas Eve reunion broadcast over NBC, including WCKY and WLS, Friday, December 24, from 10:00 to 10:30 p. m. (E.S.T.), when explorers near the North Pole and in the Amazonian jungles radio Christmas greetings to each other and to members of their families.

From northernmost Greenland, less than 600 miles from the Pole, Clifford J. MacGregor, commander of an arctic expedition, will send a "Merry Christmas" from the land of Santa Claus to Dr. William Hall Holden, who is exploring the wilds of British Guiana. Dr. Holden is directing the Holden British Guiana Expedition of

the American Museum of Natural History.

Relatives of members of both expeditions will gather in the NBC studios in Radio City to exchange holiday greetings.

A special program of Christmas music by an NBC orchestra and choral group will be dedicated to the expeditions.

AROUND THE DIAL

(Continued from page 5)

Earaches of 1938, the second of the Sunday twain, seems slightly in error as to date. Harry Conn's brute-force comedy is more of the 1928 vintage. The competition of Jack Benny's erstwhile gagman will not keep Erno Rapee and Charlie McCarthy awake nights.

Those male quartets NBC airs daily at 8 a. m. are a haven of refuge from the plethora of hill-billy on the matutinal air. I should have said hill-billy and personal appearance plugs.

* * *

Here's a note for program directors about Christmas features. These Christmas cantatas and orchestral classics are unquestionably fine. But along with them, Yuletide broadcasts need much more of the familiar hymns and carols everybody knows; yes, even "Silent Night." Last year there were far too few of these to meet the demand. If I were a program director (derisive chuckles from the studios), I'd round up a chorus of 40 good men, give them at least a half-hour in the middle of Christmas Eve, and turn them loose on nothing but songs listeners, too, can sing. Obvious? Well, so is Merry Christmas.

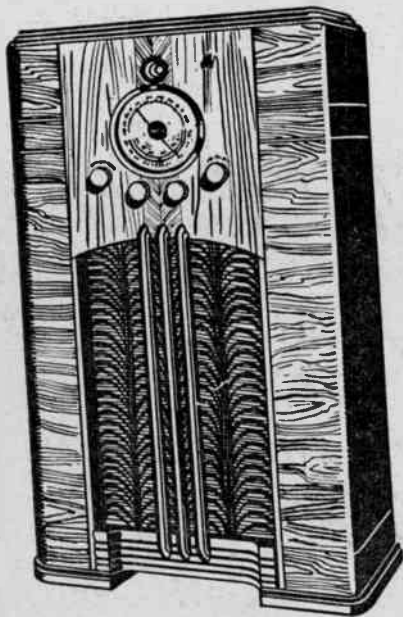


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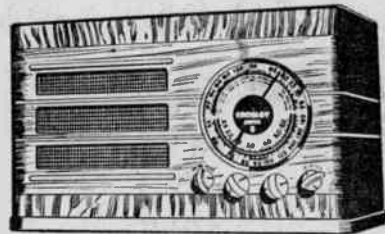


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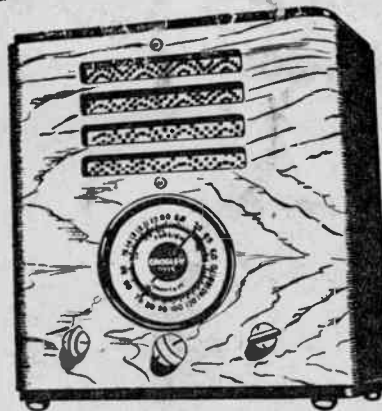
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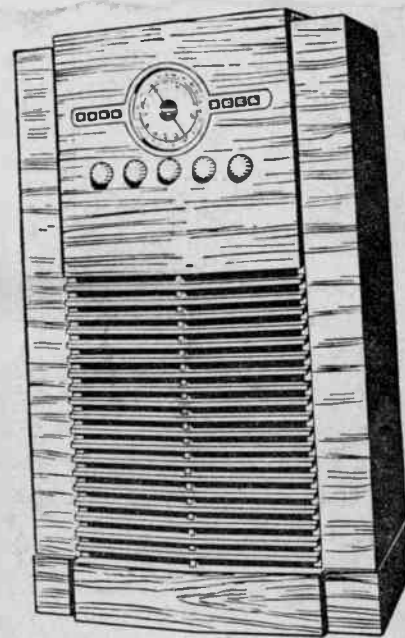


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