

\$\$\$\$\$ ARE BEING GIVEN AWAY. SEE PAGE 13 \$\$\$\$\$

5¢

Radio Dial

WEEK ENDING FEBRUARY 25, 1938



MARY MARGARET McBRIDE
RADIO COLUMNIST

See Page 4

R-3/16 1938 wed - 11:10 a.m

RADIO LIGHTS

FOR THE BENEFIT OF OUR READERS: The complete cast of "The Guiding Light" program is:

Mary	Mercedes McCambridge
Gordon Ellis	Raymond Johnson
Ned Holden	Ed Prentiss
Mrs. Judith Gordon	Ethel Swift
Jane Gordon Ellis	Ethel Owen
Ellen	Henrietta Tedro
Mr. Kransky	Murray Forbes
Alderman Ross	Al Lawrence
Grandpa Ellis	Phil Lord
Fred Gordon	Don Koehler
Phillip Gordon	Sidney Ellstrom
Phyllis Gordon	Sara Jane Wells
Peter Manno	Michael Romane
Jack Landis	Fred Von Ammen
Attorney	Robert Griffin
Author	Irna Phillips

* * *

GUESTARS OF THE WEEK: Radio's famous "Sisters of the Skillet" will make their second guest appearance on the National Barn Dance Saturday . . . Walter Connolly will visit Al Jolson's gang . . . Edward Robinson's cast will pay special tribute to Washington on the first president's birthday anniversary . . . Al Pearce and his gang will be heard from Cleveland where they are playing at the Palace Theater . . . Luise Rainer will guest for Robert Taylor on the "Good News of 1938" show . . . she will act in a short drama, "Over the Wire" . . . Lotte Lehman will visit Bing Crosby's "Mad Music Hall" . . . Roy Post, whose invisible "black light" has placed him at the top of America's amateur criminologists, will be "The Person You Didn't Expect to Meet" on Fred Allen's "Town Hall" show . . . Sir Willmott Lewis, Washington representative of the London Times, will be speaker during the monthly Science vs. Crime program . . . Current developments in the field of religion will be commented on by Dr. Walter W. Van Kirk during the Religion in the News program, Saturday . . . James G. Reardon, Massachusetts' Commissioner of Education, will do guest speaking during the Music and American Youth program . . . Anna Kimpel will discuss "Keeping Your Balance" during the Call to Youth program on Saturday . . . "Is Agricultural Prosperity Dependent on Foreign Trade?" will be the subject of a discussion during the Paths to Prosperity program on Sunday . . . Dr. Harry Emerson Fosdick will talk on the "Rededication to Democracy" during the National Vespers program on Sunday . . . Kenneth Greenberger, 17-year-old oboist, and student at the Cleveland Heights (Ohio) High School, will be guest soloist with Frank Simon's Band on Sunday . . . Gladys Swarthout to make two guest appearances this week . . . first with Don Ameche . . . second with Hollywood Hotel . . . Mrs. Luther H. Tate, wife of the associate principal of Fieldston School, will be the non-professional artist to be featured on the Music Is My Hobby program . . . Robert Benchley, master of wit and nonsense, will visit Kate Smith's show . . . **ON FRIDAY, FEBRUARY 18:** Humphrey Bogart, Louise Fazenda and Frank McHugh will visit Hollywood Hotel . . . Colonel Lemuel Q. Stoopnagle (without Budd) will visit Paul Whiteman's concert . . . Reinald Warrenrath, baritone; Joy Hodges, star of Broadway's "I'd Rather Be Right;" Vergil Bingham and Al Poris, famous team of blind pianist; and Alice Marion, contralto, will be guests of Hammerstein's Music Hall . . . Nadine Connor, California soprano, will again be guest of the Songshop . . . Phil Cook will be guest of Bob Byron.

* * *

NEWS AND NOTES: Gertrude Berg, author-actress of "The Goldbergs," has been voted "Dean of Radio Script Writers" by the students of Columbia University's class in radio script writing . . . The unusually large number of teen-age boys watching the "Mardi Gras" broadcasts is explained when one considers that Jane Rhodes, 16-year-old rhythm singer on the program, is one of Hollywood's youngest beauties . . . Marion Talley has turned thumbs down on the feminine lead in "Knight of Song," based on the life of Gilbert and Sullivan. Says she's too busy with radio . . . Pinky Tomlin, bespeckled comedian, has revealed two recent radio offers. One is with Eddie Cantor and the other is a show for himself . . . Guy Lombardo and his orchestra have been renewed over CBS, effective Sunday February 20. Fred Allen writes his scripts short so that he allows himself several spare minutes for ad libbing . . . Kate Smith's memory songs are determined by listener request only . . . Jack Benny chews on an average of four cigars to a rehearsal . . . Not one guest on "We, the People" this season has suffered acute mike fright. . . Frank Black does many of his arrangements on the quiet farm he owns near Doylestown, Pa. . . . Rush Hughes does newsreel narration work in addition to radio.

Swingsters, Please Note



All you amateur Cincinnati swingsters who are trying out on Tommy Dorsey's swing contest, broadcast over NBC, including WLW and WSM, Wednesday, February 23, at 8:30 p. m. (E.S.T.), when that program is directed toward Cincinnati, will be interested to know that Edythe Wright, regular vocalist on the broadcast, will also be there.

Juvenile Guest Stars To Be Added Feature On 'SAI "Little Show"'

Chester Martin, program consultant of WLW and WSAI, and well known authority on talent, plans to present once a week a new, outstanding juvenile artist as guest on the "Little Show" program, heard daily over WSAI, at 3:00 p. m. (E.S.T.).

"I intend to keep in touch with each young potential star," says Herman. "He or she will be a special protegee of our department, and we will try to help him all we can to grow into a mature artist, fulfilling to the highest degree his early promise of talent."

Herman's first discovery, Robert Huber, Cincinnati boy soprano, is now soloist at St. Cecilia Church.

Meet "Romantic Bachelor"

The latest contribution of WSAI, Cincinnati's Own Station, to the heart-throbs of America is that tall, blonde, blue-eyed master of thrilling appeal, the "Romantic Bachelor."

Heard in his own program every day, from Monday through Friday, at 11:45 a. m., this latest baritone sensation has already captured the feminine hearts for miles around, is 28 years old, unmarried, interested primarily in singing, swimming, and fishing, and spends his winters collecting old songs of romance, and his summers on the water.

"Songs Built Around Romance"



Jean Dickenson, heard on the "American Album of Familiar Music" program broadcast over NBC, including WSAI and WSM, Sundays at 9:30 p. m. (E.S.T.), believes that "fully half the available songs are built around romance."

A Listener Did Not Forget Her



Betty Winkler, star of "Girly Alone," broadcast over NBC, including WLW, Mondays through Fridays, at 12 noon (E.S.T.), was given this cameo by one of her admirers who willed it to her upon her death.

"Smoke Dreamer" Club Formed In Washington

When Paul Hughes, the dreamer, settles back in his easy chair, Sunday afternoons, to relive by-gone days during his "Smoke Dreams" program, nine old friends light up their cigars, settle back in their easy chairs in Washington, D. C., and join the dreamer in reminiscing.

"We haven't missed a Sunday since October," wrote A. E. Skurow of Washington. "We're all past 60 and when you reach that age there's nothing like a good cigar and some fine old memories to warm your heart."

Each week when "Smoke Dreams" is broadcast over the Nation's Station and the NBC-Red network, 1:30 to 2 p. m. (E.S.T.), the nine men in Washington live the days gone by as the dreamer recalls them to his dog Sport. "Smoke Dreams" features Virginio Marucci's orchestra and choir with guest soloists.

Important Talks

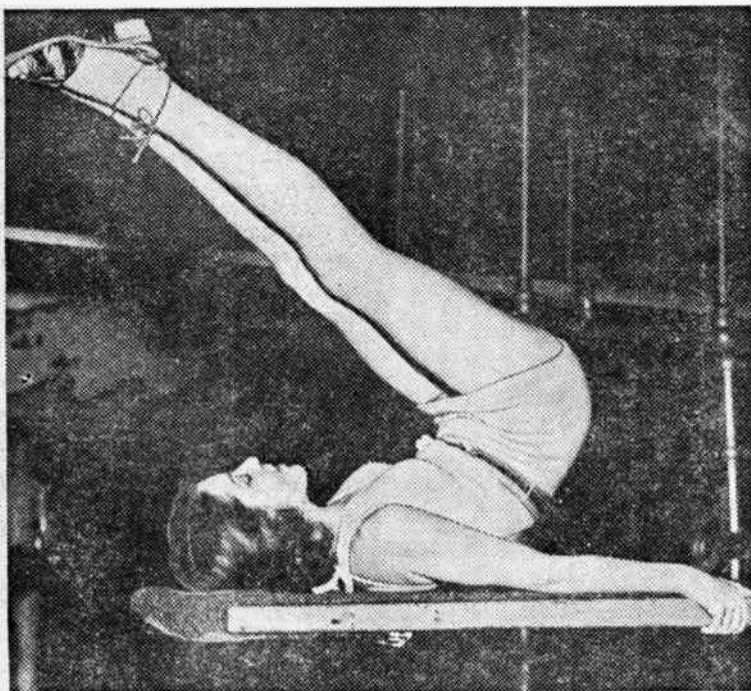
On Tuesday, February 22, at 6:15 p. m. (E.S.T.), Mrs. Russell Wilson and Mr. George Coursey will be heard in a broadcast on art experiences at the Cincinnati Art Museum over WKRC.

On Friday, February 25, at 2:30 p. m. (E.S.T.), Mr. Walter H. Siple and Miss Lydia R. Symons will be heard in a discussion of "Educational Opportunities of the Art Museum" over WSAI.

Miss Ruth Harrison is chairman of the Museum membership drive.

Nets Celebrate Washington's Birthday

Swims For Health



Nan Wynn, diminutive "mistress of song," keeps fit for those blue notes by a regular routine of exercise. Weighing less than a hundred pounds, the brown-eyed, brown-haired singer is a swimmer of note, an expert tap dancer, and is to be found horse-back riding or playing tennis whenever the weather and singing engagements permit.

Bob Ripley Also To Present Interesting Facts On Program

Both the National Broadcasting Company and the Columbia Broadcasting System will present programs during the week in celebration of George Washington's 206th birthday anniversary.

On Tuesday, February 22, excerpts from speeches and statements by America's first president, particularly on armament and foreign affairs, will be read and discussed in their relationship to current problems, in a Washington Birthday broadcast over CBS, including WKRC and WHIO, at 2:30 p. m. (E.S.T.)

From 10:00 to 10:30 p. m. (E. S. T.) the same day, "On the Way to Yorktown," a radio dramatization based on the bitter struggles of the American Army, under General Washington, during the American Revolution, will be presented over NBC, including WCKY and WLS.

On Saturday, February 19, Robert Ripley will present a Mr. and Mrs. George Washington who live in Caldwell, N. J. On the same program, which will be broadcast over NBC, including WLW, at 8:00 p. m. (E. S. T.), Ripley will present a dramatization based on unusual incidents in the life of Washington.

Contest Winner



Auditions for the Tony Wons violin contest were held in the WKRC studios, Saturday, February 5. The picture shows Miss Etelka Evans, chairman of the Tony Wons contest in Cincinnati and the National Junior Counsellor of the National Federation of Music Clubs, congratulating William Heideman of Dayton, O., the winner in the Cincinnati division.

Louis-Mann Championship Fight Aired From Garden

The world's heavyweight championship fight between Joe Louis, title-holder, and Nathan Mann, challenger, will be described exclusively over NBC, including WCKY and WLS, from the ringside at Madison Square Garden on Wednesday, February 23, beginning at 10:00 p. m. (E.S.T.).

Sam Taub, boxing commentator, and Bill Stern, NBC sports announcer, will handle the blow-by-blow account for listeners.

Mrs. Roosevelt, Lady Astor To Be Heard In Five Nation Broadcast

Mrs. Franklin D. Roosevelt and four other well known women will be heard in a broadcast on Friday, February 25, at 3:00 p. m. (E.S.T.), over NBC, including WCKY, when they will discuss "The Role of Women in the Modern State." The broadcast is sponsored by the International Federation of Business and Professional Women.

Other prominent personalities to participate in the celebration of International Day, which is being observed simultaneously in the 25 countries of the world in which there are branches of the Federation, are Lady Astor, first woman to be elected to the British Parliament, speaking from Plymouth, England; Mrs. Halvadan Koht, wife of the Minister of Foreign Affairs of Norway, to be heard from Oslo.

Mme. Olivia Rossetti Agresti, niece of Dante Gabriel and Christine Rossetti, will speak from Rome on the role of women under a fascist government, and Dr. Renee Girod will speak from Geneva, Switzerland, on the part of women in international affairs.

Mrs. Roosevelt's talk, delivered in Washington, D. C., will conclude the broadcast which will be opened by Miss Lena Madesin Phillips, president and founder of the International Federation.

Kate's Guest



Robert C. Benchley, humorist, dramatic critics and sometime movie impresario, will have a good deal to say on many subjects as the guest star of Kate Smith during her variety hour, broadcast over CBS, including WKRC, WHAS, and WHIO, Thursday, February 24, at 8:00 p. m. (E.S.T.).

Speaks, Cozzi, Black To Participate In Dedication Of New Studios In Cleveland

Margaret Speaks, soprano, Mario Cozzi, baritone, Dr. Frank Black and a portion of the Cleveland Symphony

orchestra will take part in the dedication of the new \$300,000 studios of NBC's Cleveland station, WTAM, when a special program is broadcast over NBC, including WSAI, Saturday, February 19, at 9:00 p. m. (EST).

New Man For 'CKY

Mendel Jones, newly appointed production and promotion manager of WCKY, the L. B. Wilson station, has been in radio ten years. Starting with WERE, Erie, Pa., he went to WJAY, Cleveland, five years ago. There he became sports announcer and later chief announcer.

When WJAY merged with WHK in 1936, WJAY's call letters were changed to WCLE. Jones was made program director for WHK-WCLE, and in this capacity produced programs for NBC, CBS and Mutual networks. He resigned from the Cleveland position two weeks ago to accept the new post created at WCKY.

Approximately 650 guests of NBC and WTAM will make a tour of inspection through the new studios just prior to the dedicatory broadcast, which they will witness. Immediately following the program, the guests will dance to the music of Stubby Gordon's orchestra and a late supper will be served.

The broadcast and supper-dance will conclude a full day of special celebrations in connection with the dedication which will consist of a salute of bombs and the driving of a golden spike into the cornerstone plaque of the building by the city's mayor.

Senator, Author On Town Meeting Program

"Should Interstate Corporations Receive Their Power From Congress?" will be the topic discussed on America's Town Meeting of the Air, at 9:30 p. m. (E.S.T.), Thursday, February 24, over NBC, including WCKY and WLS.

Senator Joseph C. O'Mahoney of Wyoming and James H. R. Cromwell, author and economist, will be the speakers. O'Mahoney is the sponsor of a bill proposing that interstate corporations should be given their powers by Congress. He will take the affirmative side of the discussion and Cromwell will speak on the negative side.

Weekly RADIO DIAL

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Telephone—CHerry 0710-0711

J. A. ROSENTHAL, Editor

Vol. VII. WEEK ENDING FEBRUARY 25, 1938. No. 41

JUST A RED HERRING

As the phrase is used in connection with debate, a "red herring" is something lugged in to confuse the issue. It looks very much as if the name of Senator Clyde L. Herring may have that additional meaning.

Two weeks ago RADIO DIAL commented editorially on the Iowan's proposal to establish a Federal censorship over broadcasting. Now further details give the Herring scheme double significance.

According to a Washington News story, the Senator would create a Federal Board of Review, to which the broadcasters would "submit their programs voluntarily" before putting them on the air. The Board would in turn report its conclusions to the Federal Communications Commission as a guide to granting station licenses.

Any broadcaster can point out a serious practical defect in this scheme. Radio programs are creatures of the clock. If they had to be passed on by a Board of Review, and that Board made up its mind with the customary speed of most government bureaus, broadcasting schedules would consist chiefly of "dead air."

But other and far more important angles of the Iowan's scheme make it a "red herring."

One in the disarming word, "voluntarily." It suggests that the broadcasters would be free to submit their programs to the Board of Review or not, as they chose. In either words, Federal censorship would be applied without compulsion.

Actually, there would be nothing voluntary about the plan. The very fact that the Board would report to the F. C. C. establishes a practically compulsory censorship. For no broadcaster would dare to ignore the Board of Review when that might mean the revocation of his license. In short, "voluntarily" is just a pretty word to conceal an ugly fact.

The other angle of the Iowan's proposal that makes it a "red herring" is the implication that censorship—"voluntary" or otherwise—is necessary to clean up the air. For instance, he suggests prohibiting the broadcasting of "material contrary to the public interest, convenience and necessity."

This is grimly amusing to anyone familiar with the Communications Act and the record of the F. C. C. That act specifically charges the Commission to grant stations licenses only "in the public interest, convenience and necessity," and confers other powers amply to deal with the situations of which Senator Herring complains. The fact that these powers have been used rarely and timidly is no reason for going off the deep end into a system of censorship. That is as silly as demanding drastic legislation because reasonable laws are not enforced.

Like so many reform efforts, the Herring proposal threatens to be a cure worse than the disease because it is unrealistic. Before any such legislation is adopted the present Communication Act should be given a thorough trial. And before any straightjacket of government censorship is put on broadcasting it should be labelled openly for what it is.

The public, even more than the broadcasters, has reason to hope that no "red herring" will obscure these fundamentals.

Mary M. McBride—Radio Columnist

Life for Mary Margaret McBride, Columbia radio columnist, began on a small prairie farm in Missouri. Her recountings of the day's experiences and behind-the-scenes stories of various industries, amusements and places of interest are told in an intimate, friendly, simple style that has won so many enthusiastic listeners for her Monday, Wednesday and Friday broadcasts over the WABC-Columbia network, from 12:00 Noon to 12:15 p. m. (E.S.T.).

From the time she was five years

old, Mary Margaret wanted to be a writer. When her family moved to the little village of Paris, Mo., she entered grade school and began scribbling effusions about her teacher, but was soon taken in hand by an Aunt Bina who wanted to educate her niece to teach so that she might eventually become "lady principal" of a school the family had endowed.

When Mary Margaret grew old enough to decide that the career planned for her didn't coincide with

(Continued to page 16)

THIS IS RADIO

By BILL BAILEY

"Janette—and her piano," said the announcer a short time ago. Now it's "Janette—and her music."

In last week's installment, "This is Radio" mentioned that the new WSAI song stylist rather abruptly was relieved of her own piano accompaniment and given a small orchestra. The reason, as set forth by William Stoess, musical director, and Grace Claude Raine, vocal director of WLW and WSAI, is this:

Janette's voice has much volume, as well as appeal. Although she learned to play her own accompaniment—first out of necessity and later because she had a better chance of getting a job. We can't forget, however, that she majored in voice and piano in college, but Janette didn't follow the career for which she studied, as you learned in RADIO DIAL last week in connection with the cover portrait. She studied for the concert.

Mrs. Raine, like Chester Herman, program consultant and chief talent scout who discovered the 20-year-old songstress, believes that Janette possesses an unusually warm voice full of personality. In order to bring out the best in the singer, it was necessary to give her more instrumentation than simply a piano. Another angle entered into the orchestral accompaniment. If you've noticed Janette seems to sing out more than she did when she was playing her own accompaniment.

During her first few programs, it was necessary to place a gooseneck

microphone close to her. This resulted in the singer "holding" her volume back, so that her tones would not be too loud. Also, she had to think of two things while broadcasting—playing the piano evenly—not too soft and not too loud—and singing softly. Many radio artists do play their own accompaniment and sing, but they develop that technique after years of practice. Janette, we must remember, is only 20 and out of school just a short time.

With the orchestra, the song stylist can work away from the microphone and sing more naturally than she could by sitting at a piano and singing softly. Her's is a style possessed by few radio vocalists and the Crosley stations are doing everything possible to develop that style.

When the listener tunes in a 15-minute program such as Janette's, it represents a quarter hour of entertainment. Then another program, and so on. But behind that quarter hour are several hours of preparation. We selected this new WSAI program because it represents the work involved in a vocal program of that type.

After Jeanette had signed on the dotted line and was ready for work, the program traffic manager of WSAI was consulted. Finding a spot open on the schedule was the first job. In this case the WSAI traffic man is Clarence West. After checking his schedules he found that 7:45 p. m., (E. S. T.) Mondays, Wed-

nesdays and Fridays was open for sustaining shows. (This was changed a short time ago to 7:30 p. m. (E. S. T.) due to other commitments at 7:45.)

The program was booked, or officially scheduled. Interoffice note went to the musical director; vocal director, personnel director, technical supervisor, chief announcer, continuity editor, program director, sales right department, chief arranger and publicity departments. Immediately the machine was set into motion and no less than a dozen department went to work to help build Janette's programs.

Mrs. Raine assisted her in choosing her songs. The technical supervisor in charge of studio control and traffic department scheduled a studio for rehearsal and broadcast; the copyright department checked each song for clearance. (This most important department of radio will be discussed in detail in a future installment) the continuity chief assigned a writer; Chief Announcer Peter Grant scheduled an announcer to handle the show; an engineer had to be assigned; the chief arranger detailed one or more composers to help make special arrangements of songs; salesmen made notes in their daily assignment books to listen; the publicity department interviewed Janette—arranged to have photographs made.

All these details and many others were necessary before that first 15-minute program went on the air. Each department and individual had a definite job. The continuity writer prepared the introductions to Janette's numbers. The program director assigned a production man whose job was to direct the rehearsal and broadcast and see that everything went right. When the continuity was finished, the head of that department read it for approval or changes. It then went to the production man in charge of the program who carefully scanned it and laid out his program. When rehearsal began only those in the studio—the production man, Janette, the announcer and engineer, were concerned, from all appearances, but virtually every executive of WSAI and every individual who had anything to do with the program anxiously awaited that first broadcast, wondering how it would go.

It clicked from the start, but notes were made here and there and the next day these notes were compared.

Ordinarily it isn't journalism to jump from one subject to another, but the next installment of "This is Radio" will deal with dramatic productions—those five-a-week serials such as "The Mad Hatterfields," "My Boy Matt," and others that have an intense hold on the listening audience. How shows are written, cast, rehearsed and produced will be told next week. You'll want to follow this series. If you are not a subscriber to Radio Dial, subscribe now and get the full benefit of "behind the scenes" revelations in "This is Radio."—Editor's Note.

SERENADE AND STATIC

THE MAIL BOX

Dear Sir:

I sincerely hope that Jimmy Scribner's "Jackson Family" has not been discontinued for good. I cannot find it in my RADIO DIAL. If it is on the air kindly tell me how to find it.

Sincerely,

AGNES BITMAN,
3315 Burnet Ave., Cin'ti, O.

*According to our information this show is off the air indefinitely.—Ed.

Dear Sir:

Just a complaint. I can't see why, if you are conducting a radio newspaper, you can't list the programs at the correct time they are on the air. I have missed many of my favorite programs because of your unreliable listings.

Sincerely,
MRS. W. T. MARTIN,
20 East Singer Street,
Springfield, Ohio.

*It is impossible to list all the pro-

grams correctly because there are always last minute changes in schedules. RADIO DIAL is accurate when it goes to press. We cannot be held responsible for later changes by the individual radio stations.—Ed.

Dear Sir:

I hope it will be possible for you to list the entire casts of all the radio shows as you seem to be doing in the "Radio Lights" column. Keep it up.

I believe there are many other readers like myself who would like to see a questions and answers box in each issue of RADIO DIAL. Why don't you start such a feature?

Sincerely,

KARL FRAZIER,
Madisonville, Ohio.

*RADIO DIAL will be happy to add such a feature if its readers will write me to that effect.—Ed.

AROUND the DIAL

by THE DIAL TWISTER

Senator Clyde L. Herring, the broadcasters' current headache, raises a question as old as radio when he demands the script of Boris Karloff's recent Chase and Sanborn sketch as an example of the "horror and blood-and-thunder plays going out to our children." Should programs be made safe for kiddies, or should parents oversee their offspring's listening? These days, children dial a lot of programs not aimed at them. Because they do, Senator Herring evidently believes all programs ought to be scaled down to their level. That strikes the Dial-Twister as about on a par with trying to make over Esquire into Boys' Life because Junior can read his old nan's copy. Naturally programs intended for children should be fit for children. But programs intended for adults should be fit for adults. The responsibility for drawing the line between the two and seeing that youngsters dial only their own kind rests primarily on parents, not the broadcasters. If parents can't or won't do that, reducing all programs to a nursery level won't help much anyway. Too many of them are childish already.

Since he moved into the 6:30 P. M. spot on WSAI Paul Sullivan has strengthened his position as the best of the local newscasters. He doesn't shout. Neither does he color acts by his manner of reading. These acts alone put him above the nine-run of news spielers. And he has others.

It looks as if the supremacy of swing on Saturday night is being challenged by hill-billy music. More and more fiddle and yodel programs seem to be edging into "bath night" schedules. That would be O. K. except for a couple of things. It's not clear why any one type of music should predominate on one particular night of the week. And it's not clear why all stations should carry the same sort of music at the same time. Saturday isn't the only night when program planning is vulnerable on both points.

Yes. Time did err when it credited NBC with grossing \$125,000,000 in 1937. The trade journal, Radio Today, reports \$125,000,000 was the gross of the whole broadcasting industry. The same paper estimates the outlay for talent in 1937 as \$40,000,000. That seems a generous figure, considering what most sustaining artists receive.

On this dial-twister's chart, the Lux Theater has upped its score recently, thanks to "Green Light" and "Anna Christie." Even though they were heavily Hollywoodized, these pieces demonstrated that "the play's the thing," in radio perhaps more than elsewhere. As a matter of fact, it was the excellent material that carried certain of the top-billed stars through weak spots.

Boake Carter's shift to a new sponsor and a five-week 6:30 P. M. spot, February 28, may complicate matters for news broadcasting hereabouts. That'll put him in competition with Paul Sullivan, and ahead of Lowell Thomas. Probably the latter was intentional. And if Bob Newhall comes back to his old stand there'll be a jam sure enough, for mere two-eared listeners.

Why those Stroud Twins are kept in the Chase and Sanborn line-up is another thing that has to be filed under the head of no explanation. Even if they were funny, they'd just be lily-gilding on a show offering Charlie McCarthy.

Those transcribed talks by George E. Sokolsky (WCKY, Saturday, 9:30 P. M.) are an interesting sidelight on the freedom of the air. They're sponsored by the National Association of Manufacturers, evidently as a reply to certain talks from Washington. No matter how you may feel about the issues involved, this is fair play. Certainly, both sides have to be heard if radio is to be a useful forum of discussion.

DXing on the broadcast band is supposed to be a nocturnal pastime. But you can fatten your log in daylight if you take the trouble. Then the 100 and 250-watters, generally smeared by heterodynes after dark, come through surprisingly well. The actual DX isn't impressive. Still, a station is a station if you're addicted to keeping a log.

Sometimes comments on radio come from unexpected quarters. The other evening while I was listening to the Ford Hour the doorbell rang. It was a passing motorist, asking, as usual, for directions. "I'm sorry to interrupt your listening," he said. Before I could recover from the shock of anybody thinking to apologize for breaking in on a mere radio program, he went on. "There's too little such music on the air to miss any of it." Verily: out of the mouths of babes and lost motorists.

On "Radio Theatre"



Lovely Madeleine Carroll will be the feminine star of Edward Sheldon's play, "Romance," when it is presented by the "Radio Theatre" program under the direction of Cecil B. De Mille, over CBS, including WKRC, WHAS and WHIO, on Monday, February 21, at 9:00 p. m. (E.S.T.). Herbert Marshall will play opposite Miss Carroll.

LEARN TAP DANCING AT HOME

For FUN, PROFIT, and HEALTH

Be Popular

Enjoy the popularity you've been missing. Be the center of attraction. Now you can learn to tap dance in the privacy of your own home, the new, easy way—without the expense of a teacher. Every step quickly taught from the simplest to the most intricate. Thousands have learned to tap dance this easy way. First you are told how to do a step and then a picture shows you how, and almost before you know it, you are tap dancing. No private teacher could make it clearer. FOR ONLY \$1 YOU CAN RECEIVE THIS AMAZING TAP DANCING COURSE. Approved by George White, producer of George White's Scandals.

FREE: RUSH YOUR ORDER NOW AND GET FREE INSTRUCTIONS ON THE "BIG APPLE" AND THE "SHAG"—the nation wide popular dances. This extra free offer is given away for a limited time only. Don't delay.

Paste Coupon on 1c Postcard or Write Today

TAP MASTERS,
1204 Jackson Street,
Cincinnati, Ohio.

Gentlemen:—Send me the TAP DANCING COURSE together with Free offers C. O. D., all for \$1, plus a few cents postage.

Name

Address

City State

Shooting Stars

RADIO FAVORITES SHOOTING AND SHOT AT

By MARGARET MALONEY

Glimpsed an old, old radio paper t'other eve . . . to recall the days when a name ork and a name vocalist combined, made a big radio show. The days before movieland was convinced radio wouldn't hurt their stars . . . when Jane Froman, Mary Steele and the Chatter were news locally . . . and during the debut days of Kate Smith, Bing Crosby and the late Russ Columbo . . . big shows were only 15 minutes long then. Bet Fred Waring had no idea what he was starting when he first introduced his choral arrangements . . . now the fundamentals of a big show consist of a choral group, big orchestra that can play symphonic arrangements as well as swing tunes, a name vocalist, comedian if possible, and guest stars that pull down at least one thousand dollars at a crack. Take a first rate show like the Chase and Sanborn hour with Charlie McCarthy, Don Ameche, Dorothy Lamour, the Stroud Twins, and guest stars . . . the payroll would floor you . . . but it's just another case of outdoing the Jones . . . and who can tell what the next

step will be.

Speaking of radio many years ago . . . reminded that people mentioned above still headlining it . . . a network listen today revealed Jeannine, the Southernaire, the Norsemen and Wally Maher nationally . . . Barry McKinley's recordings and Tom Slater mutualing it. WLW for many years has been the golden gate to radio fame . . . WLW experience and you're made welcome nationally . . . most of the time.

Personality of the week: Gladys Lee or Mrs. Don Neil. Radio plays a very big part in Gladys' family life . . . she's staff pianist and organist at the hilltop station and her husband is master control engineer at the Nation's Station. Gladys has a WLW background, too . . . that's how Don happened in . . . she used to accompany Smilin's Ed McConnell when his shows originated here.

As a change from listening to (Continued to page 16)



SPECIAL OFFER

EBERHARD FABER COMBINATION

PEN AND PENCIL

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PROGRAMS FOR SATURDAY, FEBRUARY 19



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Saturday, February 19, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

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

Kelly, m. c. WJZ WLW WLS kdka whm whk wave wfa wbp wspd wire
—Dedication of Station WTAM. WEA F WSAI wgy wtm wmaq who wdf
9:30—Saturday Serenade with Mary Eastman, Bill Perry; Gus Haenchen's Orchestra (CBS) WHAS wcau wgst wjr wbbm wgar wfbm kmcb kmox wad wbt wsf wwl
—American Portraits: Dramatization of the Lives of Great Americans. WEA F wgy wtm wmaq who wdf
—By Popular Demand: Dramatized Book Review. WABC only
9:45—Among Our Souvenirs. WABC
10:00—"Your Hit Parade." Richard Himber's Orchestra; Jean Sablon, French singing star, guest; Songsmiths, male quartet; Freda Gibson and Buddy Clark, vocalists. WABC WKRC WHAS WHIO wbbm wfbm wgar kmcb wcau kmox wadc wsb wsv wjr wgst wwl wcco wbt
—NBC Symphony Orchestra: Arturo Toscanini, guest conductor. WJZ whk wave wire wham
—NBC Symphony Orchestra: Arturo Toscanini, guest conductor. WEA F WCKY wgy wtm wmaq who
10:45—Sen. J. C. O'Mahoney. WABC WHAS wbbm wgar wfbm kmcb wadc wsb wwa wbt wsf wj wj wcco kmox
11:00—Orrin Tucker's Orchestra. WABC WKRC WHIO wjr wbbm wgar kmcb wcau kmox wadc wsf wcco wwa
11:30—Happy Felton's Orchestra. WEA F wgy wtm wmaq who wdf kyw

—Esso News Reporter. WJZ only
—Horace Heidi's Orchestra. (NBC) WCKY wire wave wham whk
—Bob Crosby's Orchestra. WABC WKRC WHIO wjr wbbm wgar wfbm wcau kmox 11:35—Horace Heidi's Orchestra. WJZ WCKY wire wave wham whk
11:45—Horace Heidi's Orchestra. WJZ WCKY wire wave wham whk
MIDNIGHT—Sammy Kaye's Orchestra. WABC WHAS WKRC WHIO wjr whk wfbm kmcb wcau kmox wadc wsf wbbm
12:30—Blue Barron's Orchestra. WEA F WLW wgy who wdf wtm wmaq kyw
—Eddy Duchin's Orchestra. WJZ WCKY kdka wave wire wham
—Henry King's Orchestra. WABC WKRC WHIO WHAS wjr wgar wfbm kmcb



Pictured here are Senator Fishface (Elmore Vincent) and Prof. Figsbottle (Don Johnson), the daffy comics heard over NBC, including WCKY, Sundays, at 6:00 p. m. (E.S.T.).

While in New York, Edward G. Robinson, "Big Town" star, drew an invitation from Columbia University to talk on crime and rackets.
Wilbur Hatch, CBS maestro, arranged, rehearsed and broadcast the music for four major drama shows in three days recently.

PROGRAMS FOR SUNDAY, FEBRUARY 20

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main grid of radio programs for Sunday, February 20, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

NETWORK PROGRAMS (NBC-CBS) section listing Eastern Standard Time programs and their broadcast details across various stations.

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

PROGRAMS FOR MONDAY, FEBRUARY 21

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

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

ductor. WEAF WLW WSM wgy kvoo wfla wmaq wdfw wjw who kstp wcol wave wire wtm kym
—"Pick and Pat in Pipe Smoking Time," blackface comedy and music; Edward Roecker, baritone; Benny Krueger and his Orchestra. WABC WKRC WHAS wjr wbbm wgar wfbm kmox wgst wcco kmcb wcau wbt wadc
—"Grand Hotel": Dramatic sketch. WJZ WCKY WLS kdka whk wham wspd
9:00—Fibber McGee and Molly, comedy sketch, with Marian and Jimmy Jordan; Billy Mills' Orchestra. WEAF WLW WSM kym wtm wjw kvoo wgy wfla wmaq who wdfw wire kstp wfla wfaa
—Radio Theatre: Madeleine Carroll and Herbert Marshall in "Romance." WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmcb wcau kmox wadc wbt wgst wwl wcco
—Philadelphia Orchestra: Eugene Ormandy, conductor; John Brownlee, baritone, guest. WJZ WCKY WLS kdka whk wspd wham
9:30—Hour of Charm. Phil Spitalny and his Girls. WEAF WSM WLW wfla kstp kym wgy wjw wtm wmaq who wdfw wire wfla kvoo wave
10:00—Wayne King's Orchestra. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmcb wcau kmox wadc wbt wwl wcco
—Contented Program: The Lullaby Lady, Male Quartet; Orchestra, direction Marek Weber; Maria Kurenko, soprano; Vincent Pelletier, announcer. WEAF WSAI WSM kym wgy wmaq wtm wjw who wdfw wfla wave wcol wfaa
—"Behind Prison Bars." Warden Lewis E. Lawes of Sing Sing. Dramatic sketch. WJZ WCKY WLS whk wspd wham kdka
10:30—For Men Only, Peg La Centra, vocalist; Peter Van Steeden's Orchestra. WEAF WLW WLS wtm wjw
—"Brave New World," dramatization—U. S. Office of Education Program: Caribbean Countries. WABC wadc wbbm wcco
—Public Hero No. 1—dramatic sketch. (NBC) wmaq who wfla
—National Radio Forum—guest speaker. WJZ WCKY whk wave wire wham
11:00—Glen Gray's Casa Loma Orchestra. WABC (WKRC WHIO on 11:15) wgst wbt wgar kmox
—Poetic Melodies (CBS) WHAS wjr wbbm wfbm kmcb kmox wwl wcco
—Amos 'n' Andy. (NBC) WSM wdfw wmaq wire wfla
—Jerry Blaine's Orchestra. WEAF WSAI wgy who wave wire wham
—Esso News Reporter. WJZ only
—Bert Block's Orchestra. (NBC) WCKY wire kdka wham whk wave
11:05—Bert Block's Orchestra. WJZ WCKY kdka wham whk wave wire
11:15—Yale Alumni University Day Program: President Charles Seymour of Yale; University Glee Club. WEAF WLW WLS wgy wtm wmaq who
11:30—Abe Lyman and his Orchestra. WABC WHIO WHAS WKRC wjr wgar wfbm wcau wspd wbst wadc wgst wbt
—Magnolia Blossoms. WJZ WSM WCKY kdka wham wowo whk wave
11:45—Eddy Rogers' Orchestra. WEAF WLW wgy wtm wmaq who
MIDNIGHT—Jack Crawford's Orchestra. WABC WKRC WHIO wgar wcau wadc wbt wjr wfaa wwl whk wowo
—Chick Webb's Orchestra. WJZ WCKY WLS kdka whk wave wire wham wowo
—Lani McIntire's Orchestra. WEAF wgy wtm wmaq who
12:30—Louis Armstrong's Orchestra. WEAF WLS WSM wgy wtm wmaq who
—To be announced. WJZ WCKY kdka whk wave
—Orrin Tucker's Orchestra. WABC WKRC WHIO wbbm wfbm wjr
Announcer John Conte made an anonymous appearance on Phil Baker's program recently, doing a pair of comedy parts.

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



PROGRAMS FOR TUESDAY, FEBRUARY 22



(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 their respective programs and times.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Francis MacCormack, poetic reader, and orchestra. WABC WKRC wgar wcau wadc wwa wbt wgst wjr
7:15—Vocal Varieties: Choral Group of 14 Voices. WLW to WEAF wgy wtm wma wq who kstp kyw wdf

7:00—Vox Pop, conducted by Parks Johnson and Wallace Butterworth, WEAF WCKY kyw wgy wtm wvj wma wq who wdf wire kstp
7:45—Vivian Della Chiesa, soprano. WJZ WLS whk wave wire wham wowo
8:00—Edward G. Robinson, with Claire Trevor, in "Big Town," newspaper drama. WABC WHIO WKRC WHAS wjr wbbm wfbm wgar wcau wbt wdc wdl wcc wkb wgst wwl

10:30—Howard Phillips, songs. WABC kmox wsb whk wma wspd
10:30—Phillips Poly Follies. (CBS) wbbm wfbm kmox wsb wcco kmcb
10:45—Dale Carnegie—How to Win Friends and Influence People. WEAF WLW wgy wtm wma wq who wdf wire kyw wma wq wvj wma wq who wdf wire wba wbp wbc wcau wkb wcc wcd wce wcf wch wci wcl wcm wcn wco wcp wcr wcs wct wcu wcv wcw wcx wcy wcz wcu wcv wcw wcx wcy wcz

Members of the cast of "Pepper Young's Family" have learned to avoid wearing any clothes with the color green in them when they broadcast. And it is all because of Marion Barney who plays the role of "Mother Young" in the series. Marion, like all old stage troupers, is superstitious. She thinks that green is unlucky for her. Whenever anyone working with her wears the color she gets nervous and upset. So in consideration of her superstition fellow players have unanimously agreed to outlaw that color in the studio.

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

PROGRAMS FOR WEDNESDAY, FEBRUARY 23

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Wednesday, February 23, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

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

ceremonies. WEAF WSM WLW wfm wfaa wgy wvj kyw kvoo wmaq wire wave kstp who wdaf
—Harriet Parsons. WJZ WCKY WLS kdka whk wam wspd
8:45—Jimmy Kemper and Company. WJZ WCKY WLS kdka whk wam wspd
9:00—Andre Kostelanetz's Concert Orchestra; Lawrence Tibbett, baritone soloist; Deems Taylor, commentator; Paul Douglas, announcer. WABC WKRC WHAS WHIO wjr wbbm wfm wgar kmcb wcau kmox wadc wbt wfaa wvl wcco wbst wgst
—Cleveland Orchestra: Artur Rodzinski, conductor. WJZ (WLS on 9:30) WCKY kdka whk wam wspd
—Town Hall Tonight: Fred Allen and Portland Hoffa; Peter Van Steeden's Orchestra; WEAF WLW WSM kyw wam wvj wmaq who wdaf kstp wave wfaa wfaa wgy wma 9:30—Ben Bernie and All the Lads, Law Lehr, Buddy Clark and Jane Pickens. WABC WHIO WKRC WHAS wjr wgar wbbm kmcb wcau kmox wfm wgst wbst wfaa wvl wcco 10:00—"Gang Busters," true crime dramatizations. WABC WKRC WHAS WHIO wjr wbbm wfm wgar wcau kmox wmbc wbt wvl wgst wcco
—"Your Hollywood Parade"—Dick Powell, m. c.; Rosemary Lane, vocalist; orchestra, direction Al Goodman; choral ensemble direction Dudley Chambers and guest stars. WEAF WLW WSM wgy wam wmaq kyw wdaf who wfla kstp wave wvj wire wfaa
—Joe Louis vs. Nathan Mann for Heavy-weight Boxing Championship. Bill Stern and Sam Taub at the mike. WJZ WCKY WLS kdka whk wam wkd wspd
10:30—Nan Wynn, songs. WABC wbbm wfm wgar kmcb wbt wfaa wvl wcco
—"Hobby Lobby". (CBS) WHAS wbbm kmox wcco wvl wbst wgst wfaa wfm
10:45—Special Talks Program, guest speaker. WABC wadc wbbm wcco wgar wbst wgst
11:00—Amos 'n' Andy. (NBC) WSM wmaq wdaf wire wbp
—"Poetic Melodies." (CBS) WHAS wjr wbbm wfm kmcb wcco kmox wvl
—Science vs. Crime: "The Press," Sir Willmott Lewis, Washington Correspondent, London Times. WEAF wgy wam who kyw
—Bob Crosby's Orchestra. WABC (WKRC WHIO on 11:15) wadc wbt wbst wgst
—Esso News Reporter. WJZ only
—Ink Spots. (NBC) WCKY whk wave wire 11:05—Ink Spots. WJZ WCKY whk wave wire wam
11:15—Louis Panico's Orchestra. WJZ WCKY WLS whk wave wire wam
—Dick Gasparre's Orchestra. WEAF wgy wam who kyw
11:30—Horace Heidt's Orchestra. WEAF WSM WLS wgy wam wmaq who
—George Olsen's Orchestra. WABC WHIO WKRC WHAS wjr wcau kmcb wadc wbt wfaa
—Eddy Duchin's Orchestra. WJZ WCKY whk wave wire wam

Yale President To Greet Alumni
Dr. Charles Seymour, noted historian and president of Yale University, will extend greetings to Yale alumni during a broadcast on Monday, February 21, at 11:15 p. m. (E.S.T.), over NBC, including WLW and WLS.
President Seymour's talk will be heard on the eve of Yale University's Alumni Day.

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

PROGRAMS FOR THURSDAY, FEBRUARY 24

(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 times from 6:30 to 11:45.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

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

Round table discussion featuring prominent Should Interstate Corporations Receive Their Power from Congress? Senator J. C. O'Mahoney of Wyoming and James H. R. Cromwell. WJZ WCKY WLS kdka whk whk
10:00—Music Hall, starring Bing Crosby and Bob Burns, comedian; Johnny Trotter's Orchestra; Lotte Lehman, guest artist. WEF WLW WSM wgy wtm wvj wmaq wire wcau kmox wcc wgt wwl kmox
—"Essays in Music": Victor Bay's Concert Orchestra. WABC WKRC WHIO wjr wbbm wfbm wgr kmox
10:30—Robert H. Jackson Dinner. WABC WHAS (WKRC on 10:45) wgr wjr wbbm wcau kmox wcco wgt wwl kmox
—NBC Night Club featuring Ransom Sherman, m. c., with Roy Shield's Orchestra and guests. WJZ WCKY WLS kdka whk whk wire wham
11:00—Cab Calloway's Cotton Club Orchestra. WABC (WKRC WHIO on 11:15) wadc wbt wbst wcco kmox wgt
—"Poetic Melodies." (CBS) WHAS wfbm kmox wbbm wwl wcco kmox
—Don De Vodi's Orchestra. (NBC) WCKY whk wire wham
—Dick Gasparre's Orchestra. WEF wgy wtm who
—Eso News Reporter. WJZ only
—Amos 'n' Andy. (NBC) WSM wdf wfaa wmaq wire
11:05—Don De Vodi's Orchestra. WJZ WCKY whk wire wham

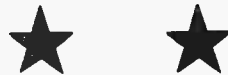


Mark Warnow, musical director of the "We, The People," broadcast over CBS, including WKRC, WHAS and WHIO, Thursday, at 7:30 p. m. (E.S.T.), makes a hobby of finding musical cues appropriate to the adventures and professions of persons appearing on the program.

Don Prindle, scripser for Joe Penner, believes part of the new snap to the show is due to the fact that the cast now has a day of rest between rehearsal and broadcast.

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

PROGRAMS FOR FRIDAY, FEBRUARY 25



(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 broadcast times.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor; Franklyn MacCormack, reader; and Orchestra. WABC WKRC wgr wadcr wcau wvva wgst wbt wjr
—Mary Small, songs. WJZ WCKY WLS WSM whk wave wire wham
—Amos 'n' Andy. WEAF WLW wgy wtm who kyw kstp wvj
—Hal Totten, sports. (NBC) wmaq
7:15—Arthur Godfrey with organ. WABC WKRC WHAS wbbm wjr wfbm wgar wcau kmox
—Uncle Ezra's Radio Station E-Z-R-A. WEAF WSAI wgy wtm wmaq wire wdf wbp kyw kstp who wcol
—Four of Us, instrumental group. WJZ WCKY WSM WLS wham kdka whk wave wspd
(8:30)—Hendrik Willem Van Loon, commentator. WEAF WSM wtm wgy wmaq who wdf
—Dinner Concert. (NBC) wave wire wham
—Lum and Abner, comedy sketch. WJZ WLW WENR
—Margaret Daum, soprano, with concert orchestra. WABC WKRC WHAS WHIO wadc kmox

9:00—Waltz Time, with Frank Munn, tenor; Manhattan Chorus; Abe Lyman's Orchestra. WEAF WCKY wgy wtm wmaq wvj wdf kyw who wire
—Hollywood Hotel: Dramatic Musical Revue; Guests: Frances Langford; Jerry Cooper; Anne Jamison; Ken Niles; Raymond Paige's Orchestra; Gladys Swarthout and John Boles, guests. WABC WKRC WHAS WHIO wjr wbbm wgar wfbm kmox kmcb wcau wadc wbt wcco wgst wvl
—Nola Day. WJZ WSM wham kdka whk wfla wave wfaa
9:15—International Broadcast from BBC, London. Howard Marshall, commentator, "They're Saying in England." WJZ WLS WSM kdka whk wham wave wfla wfaa
9:30—A. L. Alexander's True Stories dramatization. WEAF wgy wtm wvj kyw who wmaq wdf wire kstp
—University of Iowa Anniversary. WJZ WCKY WLS WSM kdka whk wave wham wcol wfla wspd wfaa
10:00—Paul Martin's Music. WJZ WLS WCKY kdka whk wham wspd
—The Songshop: Frank Crumit, m. c.; Reed Kennedy; Alice Cornett; Songshop Quartet, the 22-Voice Glee Club, direction Ken Christie; 47-piece Orchestra, direction Gustav Haenschel, guest artist. WABC WKRC WHAS WHIO wjr wgar wfbm wbbm wfbm kmox wbt wcau wcol wvl wcco
10:00—Waltz Time, with Frank Munn, tenor; Tremayne and Barbara Luddy; Orchestra, direction Eric Sagerquist. WEAF WLW WSM wvj wave wmaq wtm wdf who kstp wfla wfaa wire kvoo wgy
10:30—Jimmy Fidler and his Hollywood Gospel. WEAF WLW wgy wtm wmaq kyw wvj wire kstp wdf
—To be announced. WJZ WLS WCKY kdka whk wham wspd
10:45—"People in the News." Dorothy Thompson, news commentator. WEAF WLW kyw wgy wtm wvj wire wmaq kstp wdf
—Special Talks Program. WABC wbbm wjr wfbm wcau wcco kmox wadc wgst
11:00—Ruby Newman's Orchestra. WEAF WSAI wgy wtm wdf kyw
—Esso News Reporter. WJZ only
—Glen Gray's Casa Loma Orchestra. WABC (WKRC on 11:15)
—Jerry Blaine's Orchestra. (NBC) whk wave wire whamcm
—Poetic Melodies. (CBS) WHAS wbbm wfbm wvl wcco kmox kmcb
—Amos 'n' Andy. (NBC) WSM wmaq wdf wire wbp
11:05—Jerry Blaine's Orchestra. WJZ WCKY whk wave wire wham
11:30—Horace Heidt's Orchestra. WJZ WCKY whk wave wire wham
—Henry Busse's Orchestra. WEAF wvj wave wmaq wtm wdf kstp wgy
—George Olsen's Orchestra. WABC WKRC WHIO wjr wfbm wcau wadc kmox wbbm MIDNIGHT—To be announced. WJZ WCKY whk wave wire wham
—Bert Black's Orchestra. WEAF WLS wgy wtm wmaq who wdf kdka
—Sammy Kaye's Orchestra. WABC WKRC WHIO wjr wgar wfbm wadc wbbm
12:30—Ran Wilde's Orchestra. WJZ whk wave
—Happy Felton's Orchestra. WEAF WLW wgy wtm wmaq who wdf kdka
—Ted Florita's Orchestra. WABC WKRC wfbm kmox wadc

Heller To Wed

Little Jackie Heller, popular tenor heard on the Club Matinee and Breakfast Club broadcasts over NBC, including WCKY, will be married some time in March to Miss Ruth Greeley, widely known magazine cover girl and Earl Carroll stage beauty.

RADIO DIAL CONTEST CLUB



Broad expansion of its activities in the fields of hobbies and leisure time pursuits was announced recently by The Hobby Guild of America, 11 West 42nd Street, New York City, with the appointment of Leonard F. Winston as promotion manager. The Hobby Guild is an organization of individuals devoted to the promotion and keener enjoyment of hobbies as a means of greater expression of one's own personality.

unusual advantages offered and to make the public as a whole more hobby conscious. Special stress is being placed on hobbies as a means of offering mental and emotional satisfaction to the individual, who, as a result of increased leisure, finds himself confused by the number and variety of modern forms of recreation and relaxation.

Public attention is already being focused on the World's Fair Hobby Olympics, a nationwide series of contests sponsored by the Guild and designed to develop and bring forth creative talent in the arts and crafts. The contests will culminate at the World's Fair in New York in 1939, where prize winners will receive special awards and trophies in addition to free trips to the Fair.

In an effort to determine "How Racial Minorities in the United States Can Be Harmonized," the New York Historical Society of 132 East 65th Street, is offering prizes of \$3,00, \$200 and \$100. Contestants should submit papers of not more than 2,000 words on the above subject. It is stated that there is no obligation and no registration fee. Rules on request plus a 3c stamp.

Mrs. J. D. Hanifan of Hemlock, W. Va., was the winner of a trip to California given by Sears Roebuck & Co., for naming a rose picture in a recent catalog . . . Miss Ruth Grigg of 2208 Sherwood St., Greensboro, N. C., was the winner of \$100 in the Priscilla Greeting card contest of Lexington, Ky. Mrs. Mabel R. Starks of Lakewood, Ohio, received second prize of \$50.

For real hard down thinking there is nothing quite comparable to word-building and number paths, yet both have a tremendous following. Right at the moment either can have something to whet their contest teeth on. Liberty Magazine is beginning a distinctly new type of contest, being a kind of combination of word building and figures. Or, if you still long for a number path something like Hollywood Marvel of several years back, we understand it can be had from Sanigenic Laboratories, P. O. Box 4112, Atlanta, Ga. First prize is \$500, if purchase is made; less if none. Liberty's first prize likewise is \$500.

Romantic Musicians



When Celia Gamba, violinist, broke her own instrument before a broadcast and was forced to borrow Ruby Newman's violin, neither were aware that a love affair would commence. But it did and today the NBC violinist and orchestra leader are happily married.

They will continue their broadcasts until Summer when they will honeymoon abroad.

To say the newstands are cluttered up with picture magazines is apparent to anyone who will take a look, but still they increase. One of the latest is Click, P. O. Box 8245, Philadelphia, Pa., and who announce a total of \$50,000 in cash prizes for the next ten months. These prizes will go to 215 winners each month—\$5,000 monthly, not for pictures but for suggestions. They say "Tell us what YOU think would make a good picture and we will TAKE the picture."

First contest closes on March 1 and on the first of each month thereafter. Prizes range from \$1,000 to \$5, monthly.

Makers of Cryst-O-Mint Life Savers, Port Chester, N. Y., offer \$500 and 100 prizes of \$5 each for your true opinion of this candy mint. In not more than 10 words say whether it appeals to you as "an aid to digestion, as a breath sweetener, as a mouth freshener after smoking or just because it is a grand tasting candy." Closes April 30th. Entry blank furnished with each 5c purchase.

Washburn-Crosby, makers of Gold Medal Flour are offering \$5,000; fifty of \$50 and five hundred of \$1 for naming a cake. Closes March 31st. Complete details in sack of flour.

Makers of Ken-Rad radio tubes have resumed their offer of ten sets weekly for solving a mystery. WLW, Sunday 10 p. m. (CST).

Beginning next week Radio Dial will review the various contest publications. Our first will be Contest Guide of St. Paul, Minn., one of the oldest, if not the very oldest, contest magazine.—Editor's Note.

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Much In Demand



Gladys Swarouth, operatic contralto, will make two guest appearances during the forthcoming week. On Sunday, February 20, Miss Swarouth will visit Charlie McCarthy on the coffee-sponsored show, broadcast at 8:00 p. m. (E.S.T.), over NBC, including WLW and WSM. On Friday, February 25, she will be heard with John Boles on the "Hollywood Hotel" program, broadcast over CBS, including WKRC, WHAS, and WHIO, at 9:00 p. m. (E.S.T.).

Comedian Roy Atwell To Join Penner Show

Comedian Roy Atwell, whose latest triumph is his portrayal of the voice of the dwarf, "Doc," in "Snow White and the Seven Dwarfs," has joined the cast of Joe Penner's program and will be a highlight feature of the new show over CBS, including WKRC and WHAS, Sunday, February 20, at 6:00 p. m. (E.S.T.).

Atwell is famed for his spoon-crisms, transpositions of sounds and letters in phrases to give sentences unique and startling meanings. In addition to Atwell, the cast will include Bill Bletcher, who played the part of the Wolf in "The Big Bad Wolf"; Phil Kramer, Margaret Brayton and Lou Merrill.

Music is to be provided by vocalists Gene Austin and Julie Gibson and Jimmy Grier's Orchestra.

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Week's Serious Music In Review

(All Times Are Eastern Standard)

FRIDAY, FEBRUARY 18.

MUSIC APPRECIATION HOUR

Eighth concert in Series A and B, conducted by Walter Damrosch; 2:00 p. m. NBC—WCKY, WLW, WSM.

SERIES A

Magic Fire Music from "Die Walkure"..... Wagner
Two Chorals for Three Trombones and Tuba:
a) He Who Will Suffer God to Guide Him..... Neumark
b) Now Thank We All Our God..... Cruger
España Rhapsody..... Charbrier
Introduction to Largo from "New World Symphony"..... Dvorak
Scene "Siegfried and the Dragon" from "Siegfried"..... Wagner

SERIES B

March Militaire in D-Major..... Schubert
Funeral March from "Eroica Symphony"..... Beethoven
March from "Lenore Symphony"..... Raff
Wedding March from "Le Coq d'Or"..... Rimsky-Korsakov
Turkish March..... Mozart

SATURDAY, FEBRUARY 19.

METROPOLITAN OPERA MATINEE

Presentation of Richard Wagner's "Lohengrin," 1:55 p. m. NBC—WCKY, WLW, WSM.

The complete cast:
King Henry.....Ludwig Hofmann, basso
Lohengrin.....Lauritz Melchior, tenor
Elsa of Brabant.....Kirsten Flagstad, soprano
Telramund.....Julius Huehn, baritone
Ortrud.....Karin Branzell, contralto
The King's Herald.....George Cehanovsky, baritone
Conductor.....Maurice de Abravanel
Stage Director.....Leopold Sachse
Chorus Master.....Konrad Neuger

A CAPELLA CHOIR

Choir of the University of Pennsylvania, seventh group competing in the Columbia Chorus Quest; 6:00 p. m. CBS—WKRC, WHIO.

Hail Alma Mater.....Pennsylvania Hymn
Quaerite Primum.....Casciolini
Lament from "Dido and Aeneas".....Purcell
Adoramus Te, Christe.....Palestrina
Two Negro Spirituals:—
"One o' These Days" and
"The Buryin' Ground."

Two Sea Chanteys:—
"Hanging Johnny" and "Away to Rio."
Ave Materna.....Pennsylvania Hymn
Graduale and Sanctus
.....Anonymous-17th Century
Liberia Me and Kyrie from "Ave Verum".....Mozart

TOSCANINI CONCERT

NBC Symphony Orchestra under the direction of Arturo Toscanini; 10:00 p. m. NBC—WCKY.

Concerto Grosso in B Minor.....Handel
Symphony in G Major Number 88.....Haydn
a) Adagio-Allegro
b) Largo
c) Menuetto
d) Finale-Allegro con spirito
Le Festin de l'Araignee.....Roussel
Invitation to the Dance.....Weber
Tarantella.....Martucci

SUNDAY, FEBRUARY 20.

AUBADE FOR STRINGS

Maurice Brown, cellist, as soloist with ensemble conducted by Leon Goldan; 9:30 a. m. CBS—WHIO, WHAS.

Open Thy Blue Eyes.....Massenet
Mhuet in G, Arr. by Coburn.....Beethoven
Spanish Dance.....Granados
.....Maurice Brown..

Two Grenadiers.....Schumann
Tartar Song and Dance.....Dubensky
Suite "Merchant of Venice".....Rosse
Tango des Amours.....Milton

RADIO CITY MUSIC HALL

Viola Philo, soprano, and Jan Peerce, tenor, soloists with symphony orchestra conducted by Erno Rapee in all-Hungarian program; 12:30 p. m. NBC—WCKY, WLW, WSM.

Hungarian Capriccio.....Zador
Summer Evening.....Kodaly
Aria from "The Legend of St. Elizabeth".....Liszt
.....Miss Philo..

Scherzo.....Esterhazy
a) Little Bride.....D'Antalfy
b) Fly Low, Raven, Fly Low.....D'Antalfy
.....Jan Peerce..

Suite. Hary Janos.....Kodaly

NEW YORK PHILHARMONIC

Joseph Schuster, first cellist, as soloist with the New York Philharmonic - Symphony Orchestra, John Barbirolli, conducting; 3:00 p. m. CBS—WKRC, WHAS.

Overture from "The Bartered Bride".....Smetana
Symphony No. 2 "Antar," Op. 9.....Rimsky-Korsakov
Concerto in D-Major for Cello and Orchestra, Op. 101.....Haydn
.....Joseph Schuster..

Scherzo from Octet for Strings in G-Minor.....Mendelssohn
Overture from "Tannhauser".....Wagner

FORD SUNDAY EVENING HOUR

Ford Symphony Orchestra, Rose Pauly, soprano, guest, Fritz Reiner, conducting; 9:00 p. m. CBS—WKRC, WHAS, WHIO.

Overture to "The Merry Wives of Windsor".....Nicolai
Rusalka's Song from "Rusalka".....Dvorak
.....Miss Pauly..

Czardas from "Die Fledermaus".....Strauss
.....Miss Pauly..

Overture to "Die Fledermaus".....Strauss
Talk.....By Mr. W. J. Cameron
Dance of the Tumbler from "Snow-maiden".....Rimsky-Korsakov
Allerseelen.....Strauss
.....Miss Pauly..

Der Lenz.....Hildach
.....Miss Pauly..

Er Ist's.....Wolf
.....Miss Pauly..

Hungarian Dance in D Major.....Brahms
I Sing The Mighty Power of God.....Ellacombe
Chorus, Audience and Orchestra

RISEING MUSICAL STAR

Erno Valasek, 17-year old violinist, with orchestra, conducted by Alexander Smellens; 10:00 p. m., Sunday. NBC—WSAI, WSM.

Overture from "A May Night".....Rimsky-Korsakov
Finale from Violin Concerto in G-Minor.....Bruch
.....Erno Valasek..

Prayer and Ratanal from "La Forza del Destino".....Verdi
Pauline Pierce, mezzo-soprano and chorus

MONDAY, FEBRUARY 21.

ANNIVERSARY CONCERT

On the eve of the 206th anniversary of George Washington's birthday, concert by the Rochester Civic Orchestra, directed by Guy Fraser Harrison; 3:00 p. m. NBC—WCKY.

American Symphony.....Deane Shure
The Withering Wind.....Potter
The Bowery.....Spier

CONTEMPORARY MUSIC

Concert by members of the League of Composers, featuring the music of living Americans; 3:00 p. m. CBS—WKRC.

Scherzo for Wind Quintet.....Jacobi
The Strange Funeral at Braddock.....Seigmeister
.....Mordecai Bauman, barytone
Quintet for Wind Instruments.....James
The Lion Is a Kingly Beast.....Gruenberg
The Two Crows.....Gruenberg
Bells.....McBride

The Story of "Lohengrin"

HENRY I., King of Germany, surnamed the "Fowler," has arrived at Antwerp, with the intention of levying a force to assist in repelling the Hungarians, who have threatened his dominions with invasion. He finds Brabant in a state of anarchy. Godfrey, the young son of the late duke, has disappeared, and his sister Elsa is accused of murdering him by her guardian, Frederick, Count of Telramund, who has married Ortrud, daughter of Radbod, Prince of Friesland, and in right of his wife claims to be the ruler of the Duchy. Elsa, appearing before the King, asserts her innocence, and it is agreed that the cause should be decided by a judicial combat between Frederick and any champion who may appear on behalf of the accused. When her condition seems most hopeless, a knight appears ascending the river Scheldt, in a boat drawn by a single swan, which on landing he dismisses, and undertakes her defense, Elsa promising that if he is victorious she will bestow upon him her hand, and never questions him as to his name or origin. In the combat that ensues Frederick is stricken to the ground by his unknown antagonist, and deprived of his title and estate.

Preparations are made for the immediate marriage of the stranger with Elsa; but while all are reveling in the Pallas, or abode of the knights, Frederick and Ortrud are without, plotting how they may be avenged and recover their lost honors. Presenting herself at the Kementate or abode of the ladies, Ortrud moves the compassion of Elsa, who not only gains her admission, but promises to obtain the pardon of Frederick, and listens to the suggestion that she ought to

inquire into the name and origin of her future husband, who, without the ducal title, has been appointed by the King, Protector of Brabant and leader of the Brabant contingent of the German army. As the nuptial procession approaches the cathedral, the conspirators reveal themselves in their true character, Ortrud opposing Elsa at the door, and Frederick declaring that the unknown knight, Lohengrin, is a sorcerer, who has gained his victory by unfair and unholy means.

The intruders are expelled by the King and people, and the marriage takes place; but, when the bride and bridegroom are left in the nuptial chamber, Elsa, roused by the evil suggestions of Ortrud, begins, in spite of her promise, to question the knight, who in vain endeavors to allay her suspicions. Frederick, who enters the room with the intention of assailing his former antagonist, is slain by him at once, and, on the following morning, the explanation unwisely solicited by Elsa, is given by the stranger in the presence of the King. He is the son of King Percival, keeper of the mysterious cup known as the "Holy Grail," to whose service he is attached, and whose name is Lohengrin. It is to the Grail that he is indebted for his invisible power, but now his name is revealed he must no longer remain in Brabant. The swan returns with the boat to bear him away, but he removes a gold chain from its neck, and in its stead appears the youth Godfrey, who has been changed to a swan by the sorceress Ortrud, and who is now declared rightful Duke of Brabant, while Lohengrin departs, to the intense grief of his bride and the King and people, who have lost so valuable an ally.

Rochester Orchestra To Give Anniversary Concert For George Washington

On the eve of the 206th anniversary of the birth of George Washington, a program commemorating his birth will be given by the Rochester Civic Orchestra, under the direction of Guy Fraser Harrison, over NBC, including WCKY, at 3:00 p. m. (E.S.T.), on Monday, February 21.

The broadcast, presented in conjunction with the District of Columbia Federation of Music Clubs, will feature compositions of native Washington (D. C.) musicians. Harrison will conduct Deane Shure's "American Symphony" and two symphonic poems, "The Withering Wind" by Potter and "The Bowery" by Spier.

Shure is organist and musical director of the Mt. Vernon Methodist Episcopal Church and Potter and Spier are well-known Washington musicians.

Lum 'n' Abner rarely go out without each other, socially.

PHILADELPHIA ORCHESTRA

John Brownlee, Metropolitan Opera barytone, soloist, with Eugene Ormandy, conducting; 9:00 p. m. NBC—WCKY, WLS.

Overture from "The Bartered Bride".....Smetana
a) Non Piu Andra, aria from "Nozze de Figaro".....Mozart
b) Serenade and Champagne Aria from "Don Giovanni".....Mozart
.....Mr. Brownlee..

Air.....Bach-Cailliet
Italian Serenade.....Wolf
a) Route Marching.....Stock
b) If I Were King.....Campbell-Tipton
c) Danny Deever.....Damrosch
.....Mr. Brownlee..

Second Hungarian Rhapsody.....Liszt

"The Sunday Matinee" Returns To WSAI

"The Sunday Matinee," a period of popular music aired over MBS, including WSAI last year, returns to the air Sunday, February 20, at 1:30 p. m. (E.S.T.), again through WSAI.

Bernie Cummins and his orchestra will provide the music for the first broadcast. Thereafter, the versatile crew of Ted Weems will be heard each week.



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TOSCANINI TO CONDUCT EXTRA CONCERT

Symphonic Strains

By CLINTON BROOKS

One of the most substantial criticisms ever launched against grand opera and its effectiveness on the stage lies in the much debated subject of librettos. Opera in America, nearly always sung in the language in which it is written, has had to make its way on the strength of its music, rather than its text. And yet the "stories" upon which many operas have been based are quite familiar to the average opera listener. Often when the librettos themselves make very poor reading, the many novels, legends, poems, and plays from which they have been taken are vastly entertaining. Occasionally, when time permits, a thorough reading of source material lends added charm to enjoyment of an opera.

The conscientious opera fan, for instance, more often than not will get out his complete works of Shakespeare and brush up on the details of "Hamlet," "Romeo and Juliet," "Macbeth," "Othello," and "The Merry Wives of Windsor" before a performance of operas based on those plays by Thomas, Gounod, Verdi, and Nicolai. Sometimes it is the exactness with which the librettos follow the original play, sometimes the departures from the texts which make the operas more interesting. Last week, a re-reading of "Othello" added materially to the pleasure of hearing the Verdi opera broadcast from the stage of the Metropolitan. Arrigo Boito, the librettist, was exceedingly faithful to the Shakespearian lines, making a few changes here and there only for the sake of operatic traditions. It also was a matter of some interest to notice the musical judgment employed by Verdi by adapting the score to the dramatic requirements of the play.

It requires very little initiative to follow this same procedure with regard to other operas. One may, for example, study Goethe's drama "Faust," his "Sorrows of the Werther," and his novel, "Wilhelm Meister," before listening to the operas written on those subjects by Gounod, Massenet, and Thomas ("Mignon"). One can go to the French dramatist, Caron de Beaumarchais, to find the original plays used by Mozart and Rossini for "The Marriage of Figaro" and "The Barber of Seville." The works of the Russian poet, Alexander Pushkin, supplied librettists with most of the stories on which Russian operas have been based.

Plays by Victor Hugo were used by the authors who compiled librettos for Verdi's "Hernani;" Ponchielli's "La Gioconda;" Verdi's "Rigoletto;" and Donizetti's "Lucrezia Borgia." Maurice Maeterlinck wrote the original story for Debussy's "Pelleas et Melisande;" Henri Murger for Puccini's "La Boheme;" and Abbe Prevost for Massenet's "Manon" and Puccini's "Manon Lescaut;" Prosper Merimee for Bizet's "Carmen;" Anatole France for Massenet's "Thais" and "Jongleur de Notre Dame;" Sir Walter Scott for Donizetti's "Lucia di Lammermoor;" Victorien Sardou for Puccini's "Tosca;" Alexander Dumas the younger for Verdi's "Traviata;" Friedrich Schiller for Rossini's "William Tell." No less a book than the Bible helped to texts for Saint-Saens's "Samson and Delilah;" Massenet's "Herodiade" and Strauss's "Salome."

The great musician who stands apart in this field was Richard Wagner. Not only a talented composer, Wagner was an equally talented poet. He preferred to write his own librettos, and though occasionally they follow the stories of numerous Norse and Germanic legends, they make characteristic departures from the original tales. So, in "Tristan and Isolde," Wagner's story agrees neither with those used by Matthew Arnold, Alfred Tennyson, nor Arthur Schopenhauer. Nibelungen sagas were treated with utter freedom in the "Rheingold," "Walkure," "Siegfried," and "Gotterdammerung." So also the story of "Lohengrin," which will be sung from the Metropolitan Saturday afternoon.

Wagner went on a vacation in the summer of 1845 to Bohemia, taking along as light reading matter, the old anonymous German epic of Lohengrin. Having originally planned to indulge in daily noon-time baths at Marienbad, he soon forgot his routine and set himself down to write the poem for a new opera on the subject of the legend. By 1847 he had completed the text and sketched out the music. Next year he finished the orchestration. It was produced by his friend, Franz Liszt, at Weimar in 1850. Wagner himself did not have a single opportunity to hear his own work until it was performed in Vienna in 1861, though it had been frequently produced in both Germany and Austria. For its intrinsic value alone, one can get a great deal of pleasure from reading Wagner's poem—an exercise which I recommend with regard to all of the composer's music dramas, especially if one has a knowledge of German.

Kirsten Flagstad and Lauritz Melchior, the greatest living Wagnerian

(Continued to page 16)

Famed Conductor Is Engaged For One More Broadcast

The National Broadcasting Company has announced that Arturo Toscanini, the eminent Italian maestro whose ten appearances at the head of the NBC Symphony Orchestra were to conclude with the broadcast of February 26, has been engaged to conduct one more symphonic program, to be heard over NBC's combined nationwide networks, Saturday, March 5.

In explaining the extension of Toscanini's engagement, John F. Royal, NBC vice-president in charge of programs, said that the conductor had originally intended to sail for Europe a few days after his tenth broadcast with the NBC Symphony Orchestra. It was found, however, that Toscanini's second benefit appearance with the NBC Symphony Orchestra at Carnegie Hall, on March 4, would necessitate his remaining a few days longer. Aware of the great popularity of the eminent conductor's broadcasts, NBC officials prevailed upon him to lead the orchestra in an eleventh radio program. The final program will consist entirely of the works of Richard Wagner. The maestro will sail for Europe on March 9.

Toscanini's second Carnegie Hall concert with the NBC Symphony Orchestra will be for the benefit of the Salzburg Festspielhaus. For the last three seasons Toscanini has been the leading spirit of the great Austrian music festival, attended by students and amateurs from all over the world. At the maestro's request, therefore, the proceeds of the Carnegie Hall concert will go toward rebuilding the present Festspielhaus into a theater adequate to the performances Toscanini is to conduct there next summer.

Solos On CBS

Vera Brodsky, noted young American pianist, has made a return to the solo "platform" on a Monday series broadcast over CBS, including WHIO, at 3:45 p. m. (E. S.T.).



Vera Brodsky

Concert and radio audiences have long been familiar with Miss Brodsky in the duo-piano team she formed with Harold Triggs. She and Triggs head the two-piano department of the Curtis Institute of Music in Philadelphia and of the Juilliard summer school in New York.

94 Men and a Girl



Playing under the baton of Arturo Toscanini is the greatest experience any harpist anywhere could want, in the opinion of comely Laura Newell, harpist and the only woman member of the NBC Symphony Orchestra, which broadcasts Saturdays at 10 p. m. (E.S.T.) over NBC, including WCKY.

Jepson, Kullmann to Sing Roles from "Goldwynn Follies" On "Magic Key" Broadcast

Helen Jepson and Charles Kullmann, Metropolitan Opera stars, will sing songs from "The Goldwynn Follies," motion picture, when they appear on the "Magic Key" program, Sunday, February 20, at 2:00 p. m. (E.S.T.), broadcast over NBC, including WLW, WLS and WSM.

Turning to other fields of the entertainment world, the program also will offer Margalo Gilmore, brilliant Broadway stage actress, in an original skit by Patricia Collinge; Linton Wells, speaking from Mexico City; Felix Knight, radio, stage and screen tenor; the Tune Twisters, popular trio, singing numbers from "The Follies," and Frank Black conducting the Magic Key Orchestra.

Miss Jepson and Kullmann, both of whom make their screen debut in the musical comedy in technicolor, will offer the roles that they sing in the picture, abbreviated versions of "Sempre Libera" and the "Drinking Song" from Verdi's opera, "La Traviata." Miss Jepson will be heard in Toselli's "Serenade," and Kullmann will sing "Love Walked In." Both artists also will offer "Spring Again" in a duet.

Cincinnati Conservatory of Music Broadcast

A group of eight madrigals will be sung by the Conservatory Madrigal Singers as the feature of the Cincinnati Conservatory of Music program over CBS, including WKRC and WHAS, Saturday, February 19, at 11:00 a. m. (E.S.T.).

Under the direction of Dr. John A. Hoffmann, the group will offer selections dating from the 12th, 16th and 17th centuries. These include Spervogel's "Maiden Beauty"; "Hasten Hither Nymph and Swain" by Albert; the "In Thy Sweet Name" by Albert; John Ward's "Hope of My Heart"; Marenzio's "How May I Fly"; the "Echo Song" and "Farmer, What's In Your Bag" by Di Lasso.

"Caravan" Singer

Jo Stafford, Jack Oakie's popular new vocalist on the "Caravan" program, broadcast over CBS, including WKRC, WHAS and WHIO, Tuesday at 9:30 p. m. (E.S.T.), is featured with Georgie Stoll's Orchestra during the broadcast.

Yale vs Princeton On "True or False" Program

Students from Yale University will oppose a team of Princeton University undergraduates during Dr. Harry Hagen's I. Q. broadcast, "True or False," over MBS, including WLW, Monday, February 21, at 10:00 p. m., EST.

Each week on these audience participation programs, two teams face each other in the hope of winning the \$50 cash prize.

SYMPHONIC STRAINS

(Continued from page 15) soprano and tenor, will sing the leading roles of Elsa and Lohengrin at the Saturday matinee. The two singers will be remembered from their performance of "Tristan and Isolde" two weeks ago. They will be assisted by Karin Branzell, Swedish contralto, as Ortrud; Julius Huehn, baritone, as Telramund; and Ludwig Hoffmann, basso, as King Henry. Mme. Flagstad is considered to have the greatest B. O. (box-office) appeal of any of the Metropolitan stars. The production this week consequently will rank among the foremost and deserves special attention since "Lohengrin" has been the victim of so many deadening performances, even at the Met.

Other operatic bits worthy of notice this week are arias from Mozart's "Marriage of Figaro" and "Don Giovanni" sung by John Brownlee, Met tenor, Monday night with the Philadelphia Symphony Orchestra; a scene, "Prayer and Rataplan" from Verdi's "La Forza del Destino" to be sung by Pauline Pierce, mezzo-soprano, with chorus, on the Rising Musical Star program Sunday night; Rose Pauly, noted Straussian soprano, singing the unfamiliar air of "Rusalka" from Dvorak's "Rusalka" and a Czardas from Johann Strauss's "Die Fledermaus" on the Ford Sunday Evening Hour. The New York Philharmonic has programmed the overtures to Smetana's "Bartered Bride" and Wagner's "Tannhauser"; the Ford Hour, the "Dance of the Tumblers" from Rimsky-Korsakov's

Celebration of Estonia's Independence On Air

A salute to Estonia on the 20th anniversary of that Northern European republic's declaration of independence will be broadcast over NBC, including WSAI, at 2:30 p. m. (E.S.T.), Thursday, February 24.

Charles Kausik, Consul General of Estonia, will deliver a brief talk. Vladimir Padwa, concert pianist, and Ludwing Juht, contrabass soloist, accompanied by Miriam LeMon, pianist, will present the musical portion of the program.

"Snow Maiden;" Alexander Smallens's orchestra, the overture to the Russian opera "A May Night."

Symphonic highlights for the week are the Philadelphia Orchestra playing Wolf's "Italian Serenade;" the Rochester Civic Orchestra performing Deane Shure's "American Symphony" under the baton of Guy Fraser Harrison; Viola Philo singing an aria from Liszt's "Legend of St. Elizabeth" with the Radio City Symphony Orchestra; Arturo Toscanini conducting the NBC Symphony Orchestra in Roussel's "Feast of the

Spider" and Haydn's Paris Symphony in G-Major; and the New York Philharmonic offering Rimsky-Korsakov's colorful "Antar" Symphony and Haydn's Concerto for Cello and Orchestra in D-Major.

SHOOTING STARS

(Continued from page 5)

script stories during the day . . . a dial to WSAI's kilocycles will find an assortment a bit unusual. New shows include the Romantic Bachelor . . . piano playing and songs of the straight-to-the-heart type with dialog to match . . . the Hot Stove Musicals with stuttering emcee, ventriloquist, et al. If the listen lasted this long . . . please don't forget the Little Show . . . or has nuf been said about it already.

ALONG THE MILKY WAY:

A look 'round the Netherland Men's Fashion Show and spotted quite a few radioites . . . Albee'd it and was disappointed in Jane Froman's screen spot . . . the gal's much more beautiful. WCKY's Bill Dye on Fourth Street and SO interested in his feminine companion. 'KRC's Ruth Lyons tak-

ing advantage of the advance spring weather to wear some stunning new clothes.

THUMBS UP: WCPO's Man Behind the Headlines . . . Lawrence Trexler. An intelligent reader with a big-time voice . . . a necessary addition to the staff . . . and a swell one. Understand Mr. T. has done the world several times.

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

MARY McBRIDE

(Continued from page 4)

her own ideas about a future, there were long drawn-out arguments about it. The upshot of them was her matriculation in the State University School of Journalism, and the problem of supporting herself.

A struggling morning daily in the university town needed a person-of-all-work who wouldn't expect much in the way a wages and this solved the problem for her. It was her experience with this journal—as office boy, reporter, editor, make-up man, et al—that equipped her so well for

Young Announcer for WLW

Stuart Finley, 19-year-old New York boy, joins the staff of WLW-WSAI to become the youngest announcer at those stations.

Although young Finley is short on years, he is long on experience, having started his radio career at a Reading, Pa. studio, WEEU, four years ago at the age of fifteen.

After following radio exclusively since then, as announcer at such stations as WWSU, Pittsburgh, WIBX, Utica, WALR, Zanesville, and WCPO, Cincinnati, the young announcer auditioned for WLW and WSAI, where he has now assumed his duties.

what was to follow.

Next she was asked to audition for a local New York station which was looking for a woman commentator. Along with fifty or more applicants, Mary Margaret stood before the formidable little black monster and read a script about recipes and time-saving devices. Her honey, informal sort of style won for her not only the audition but in the past three years built up for her a large group of faithful followers.

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