

Go Behind the Scenes of Radio With Bill Bailey

See
Page 4

5¢

Radio Dial

WEEK ENDING MARCH 11, 1938

KATE SMITH
MISTRESS-OF-CEREMONIES
See Page 4



R 5/3: 1938

RADIO LIGHTS

GUESTSTARS OF THE WEEK: ON THURSDAY, MARCH 3—Constance Bennett, Billie Burke, Brian Aherne and Connie Boswell on "Good News of 1938" . . . Connie Boswell will be back on the same show next week too . . . "The March of Time" commences its eighth year on the air . . . Let's hope they celebrate their eightieth year . . . Mickey Rooney, Earl Sande, famous race horse trainer, and Clem McCarthy are late additions to the "Good News" show . . . **ON FRIDAY, MARCH 4**—

Errol Flynn and Walter Connolly will race the world's biggest model railroad when they appear on a special show entitled "Let's Play Trains" to be broadcast over CBS at 3:45 p.m. . . . As announced in Radio Dial last week "Sally, Irene and Mary," a picturization of the musical comedy stage success, will be previewed on "Hollywood Hotel" with Fred Allen from New York and Alice Faye, Joan Davis, Marjorie Weaver, Gregory Ratoff and Tony Martin from Hollywood. . . . Arthur Carron, popular young tenor of the Met, George Rector, famous restaurateur, Frances Gayer, and Hal Gordon, rhythm vocalist, will be guests on Hammerstein's Music Hall . . . Nadine Connor still on "Songshop" . . . The Rev. Elden H. Mills will discuss "The Highest Loyalties" during the Fortifications for Life's Demands program . . . Francis Lederer, his wife, Margo, will make a duo appearance with Paul Whiteman's band . . . **ON SATURDAY, MARCH 5**—Tullio Carminati on "Your Hit Parade" . . . Friar's Choir of St. Anthony-on-Hudson take their turn on the Columbia Chorus Questers . . . Maxine Sullivan, Onyx Club Jam Band perform on the Saturday Night Swing Club for CBS . . . The program is moved up to 6:30 to allow for the broadcasting of the Santa Anita Handicap at Santa Anita, Cal. . . . Bing Crosby will be at the mike for the description of the crowd . . . Adolphe Menjou and Veree Teasdale will visit Charlie McCarthy and the others on the same program on Sunday . . . **OTHER GUESTS ON SUNDAY, MARCH 6**—Reed Kennedy, concert baritone, will be the guest singer on "The Magazine of the Air" program . . . Most of the other guests on this day are mentioned in Clinton Brooks' column (see page 15) or the network program listings . . . Other guests for the week are—W. C. Fields in "Poppy" for Radio Theater . . . Andy Devine to Al Jolson's show . . . Constance Bennett will be back for another guest appearance with Dick Powell's "Your Hollywood Parade" this week . . .

Tom Slater is with the Mutual Broadcasting System. He may be heard announcing "The Johnson Family" program on week-day afternoons over WOR, Newark, N. J., the key outlet for MBS.

THE COMPLETE CAST OF BETTY AND BOB IS:

Betty Drake	Alice Hill
Bob Drake	Spencer Bentley
George Hartford	Frank Dane
Jane Hartford	Dorothy Shideler
Charlotta Van Every	Ethel Waite Owen
Gardenia	Edith Davis
Mrs. Drake	Edith Drake
Paucela Talmage	Ethel Kuhn
Jim Howard	Forrest Lewis
Blue Howard	Nancy Hurdle
William, the butler	Henry Saxe
Harvey Drew	Bill Bouchy
Tatler	Charles Calvert
Mrs. Hendrix	Grace Lockwood
Mrs. Carey	Grace Lockwood
Sam Wilson	John Walsh
Harper	Donald Gallagher
Sidney Eldridge	Henry Saxe
Mr. Crawford	Burton Wright
Billy	Cornelius Peoples

It is interesting to note that Mrs. Hendrix and Mrs. Carey are played by one person, Miss Grace Lockwood, and that Sidney Eldridge and William, the butler, also are played by the same person, Henry Saxe.

NEWS AND NOTES: The Mardi Gras show is scheduled to leave the air on Tuesday, March 8 . . . Nothing has been set for that date . . . Jack Oakie's show, on at the same time, is to be bolstered by Eddie Cantor . . . This should prove to advertising agencies that it doesn't pay to have two big-time shows fighting each other, or is Tuesday a poor radio night . . . I think the former explanation is the more logical . . . Alexander Woolcott will serve in the capacity of master-of-ceremonies when the Hamilton College Glee Club of sixty voices broadcasts over CBS, including WKRC, WHAS and WHIO, Sunday, March 6, at 2:00 p. m. (E.S.T.) . . . Grace Moore is scheduled to take Lawrence Tibbett's place with Andre Kostelanetz's orchestra about March 30 . . . Tibbett will go on an extensive concert tour that will take him to Australia . . . Jane Pickens' sister, Helen, is her manager . . . She used to sing with sister Jane.

For Hair-Raising Drama



Alice Reinheart, NBC actress, thinks this is a good way to keep her curls calm during an exciting dramatic broadcast.

Simon's Band to Pay Tribute to Sousa

Dr. Frank Simon will pay a musical tribute to his friend, the late John Philip Sousa, during his program, broadcast over NBC, including WLW and WSM, Sunday, March 6, from 3:30 to 4:00 p. m. (E.S.T.).

The late bandmaster, with whom Dr. Simon served as assistant conductor several years ago, died March 5, 1932, and the radio tribute will come the day following the sixth anniversary of Sousa's death.

On the broadcast, plans are being made to have Mrs. Sousa participate from New York. Dr. Simon will pay tribute to his former band leader, then the broadcast will shift to New York for Mrs. Sousa's part. Some of Sousa's best known compositions will be played by Simon's band.

As guest instrumentalist, Robert Nagel, thirteen-year-old cornetist of Pittsburgh, Pa., will play a composition by Frank Simon. The number will be "Willow Echoes," written by Dr. Simon in 1920 while he was soloist with Sousa's band. Robert Nagel is a Pennsylvania State champion and is eligible for National honors as a cornetist.

Change in Time

Effective March 11, the regular NBC Spelling Bee, formerly heard on Saturdays at 8:30 p. m. (E.S.T.), will be broadcast at 9:30 p. m. (E.S.T.) every Friday.

New Show Headed by Lou Holtz, Thompson, Hember Begins on CBS

A new program of music and comedy, headlining laugh-maker Lou Holtz, will be broadcast over CBS, including WKRC, WHAS and WHIO, at 8:00 p. m. Mondays, beginning March 7.

The new show will be a highlight of Monday evening entertainment, one of the most sparkling aggregations of entertainers on the air having been assembled to assist Holtz in his return to the microphone. Ted Husing will share the verbal assignment, presenting a brief resume of the week's sport news. Rhythm and harmony will be in charge of Richard Hember and his orchestra and Kay Thompson's singing trio, respectively.

Holtz, in this series, will come to the air with a distinctive brand of comedy in each broadcast. His scripts, the work of Billy K. Wells, will be built on situations rather than on patter.

Hember and his orchestra join the new show after their long service with the "Hit Parade" broadcasts, while Kay Thompson and her trio come back to the air after triumphs in the movies.

Baer-Farr Fight on NBC

When Max Baer attempts his ring comeback at the expense of Tommy Farr, British heavyweight, Sam Taub and Bill Stern will be on hand to give listeners a blow-by-blow description of the fight over NBC, including WCKY and WLS, Friday, March 11, at 10:00 p. m. (E.S.T.).

A description of the fight will be short-waved to the British Broadcasting Corporation for English listeners.

Next Station—Pitcairn Island



Erecting a new radio broadcasting station for the descendants of the mutineers of the H.M.S. Bounty on Pitcairn Island in the South Seas is a job entrusted to Granville P. Lindley (left) and L. S. Bellem, Jr. Broadcasts from the island are expected to be heard over NBC some time in March.

Olsen's Band Featured On New Show

Hersholt to Celebrate 25 Years in Hollywood With Special Broadcast

Jean Hersholt, stage and screen veteran, currently starring in the dramatic series "Dr. Christian," will mark the twenty-fifth anniversary of his arrival in Hollywood with a gala program broadcast over CBS, including WKRC, WHAS and WHIO, Thursday, March 10, from 10:30 to 11:00 p. m. (E.S.T.).

Mary Pickford, Edward G. Robinson, Edward Arnold, Henry King, Robert Montgomery, Tyrone Power, and the Danish consul of Los Angeles will join the beloved actor in the celebration, which will originate in the "Danish Tavern" room of Hersholt's Beverly Hills home.

It was with Miss Pickford that Hersholt made his first bid for film stardom by appearing with her in the supporting cast of "Tess of the Storm Country."

Outstanding among the hundreds of roles he has portrayed since then is his characterization of "The Country Doctor," in which he appeared with the Dionne quintuplets. As "Dr. Christian" in the radio program of the same title, he again plays the lovable country doctor. Hersholt is heard in his radio role over CBS, including WKRC, WHAS and WHIO, each Sunday at 2:30 p. m. (E.S.T.).

Fourth World Concert Broadcast from Australia

The Fourth International Concert, a salute from Australia, will be broadcast over CBS, including WKRC and WHIO, and NBC, including WCKY, Sunday, March 6, at 11:00 a. m., (E.S.T.). The concert, presented by the Australian Broadcasting Commission, under the auspices of the International Broadcasting Union, is one of the series given at intervals of six months.

After various native songs are sung and wild bird cries are presented, compositions of William James, Australian composer, will be played.

Roy Agnew, Australian pianist and modernist composer, will play one of his most popular works, "Rabbit Hill," and another called "Drifting Mists." Before the national anthem closes the fourth International Concert, a symphony orchestra will play Percy Grainger's "Gum Suckers' March."

Grainger, a native of Australia, has been a resident of the United States almost continuously since 1915.

Graham McNamee, Tim and Irene, Also in Royal Crown Revue



GEORGE OLSEN

Royal Crown Revue, a sparkling new variety show, featuring George Olsen's "Music of Tomorrow," with the gay comedy of Tim and Irene, vaudeville and radio favorites, will make its debut in a series of weekly programs Friday, March 11, over NBC, including WLW and WSM, at 9:00 p. m. (E.S.T.).

Graham McNamee, radio's most famous announcer; The Golden Gate Quartet, group of "spiritual swingers," and Uncle Happy, drbl character with a doleful voice, will also be members of the cast.

George Olsen's name has long been a symbol of the best in modern music. Ever since he played the music for the Broadway production of "Kid Boots," Olsen has ranked among the top-flight in popular orchestra conductors. Other Broadway shows in which he was featured included "Whoopie," "Happy Days," "Good News," "Sunny" and "Ziegfeld Follies." Recently his "Music of Tomorrow" opened Broadway's famous new night club, International Casino.

Tim and Irene have a mad and antic humor completely their own. From long successes on network programs during the last three years they have become headlined radio comedians. Before entering broadcasting in 1931 they starred in vaudeville and took leading roles in musical comedy road shows.

The Golden Gate Quartet, which will sing new swing tunes and old familiar ballads in a modern manner, were recently discovered in Charlotte, North Carolina, where they appeared in a local radio program.

Uncle Happy will be created for this program by Teddy Bergman, prominent comedian, who has been heard in many radio shows, toured in vaudeville and acted in motion picture shorts.

"Susabella"



The baby-talking "Susabella" knows a thing or two about fashions—as demonstrated by her choice of bathing suits. "Susabella", who is Gay Seabrooke, is heard with Joe Penner over CBS, including WKRC and WHAS, Sundays at 6:00 p. m. (E.S.T.).

Santa Anita Handicap and Widener Cup Races To Be Aired By Both CBS and NBC

The Santa Anita Handicap and the Widener Cup, highlights of the winter horse racing campaign will be broadcast over CBS, including WKRC, WHAS and WHIO, Saturday, March 5, at 7:00 and 4:15 p. m. (E.S.T.), respectively. The former race also will be heard over NBC, including WSAI. It is not definite as to whether WKRC will carry the Widener Cup Race.

Bing Crosby and Joe Hernandez

for CBS, and Buddy Twiss and Clem McCarthy for NBC, will describe the Santa Anita Handicap, America's largest purse race—\$100,000 to the winner. Bryan Field will describe the Widener Race, a race worth \$50,000 to the winner.

Bing Crosby, crack turfman in his own right, will assist Hernandez on the color descriptions before and after the race.

Catholic Hour Marks 8th Year on Air

The Catholic Hour program will observe its eighth birthday on the air with a special anniversary broadcast over NBC, including WSAI and WSM, on Sunday, March 6, from 6:00 to 6:30 p. m. (E.S.T.), with John McCormack, noted tenor, as guest soloist.

Hollywood and New York will be linked in the anniversary program, with Mr. McCormack, who is a Papal Count, singing from the West Coast. An augmented NBC orchestra will join with Father Finn and the Paulist Choristers in the musical portion of the broadcast from New York. Mr. McCormack will sing Franck's famous aria "Panis Angelicus," and Blanche Seaber's "Just For Today."

Right Reverend Monsignor Fulton J. Sheen, noted philosopher and lecturer, who, too, is observing his eighth year as a speaker on the Catholic Hour, will open his series on "The Seven Last Words." The title of his anniversary program address will be "Unjust Suffering."

Next Broadcast in the Making



After blowing in the bazooka, Bob Burns takes naturally to the mouthpiece of a dictaphone. You see him here, pipe in hand, leisurely recording a story for his next broadcast on the "Music Hall" program, broadcast over NBC, including WLW and WSM, Thursdays at 10:00 p. m. (E.S.T.).

One Long Pan



To prove that comedians often get ideas from acquaintances and the like, Fred Allen dons his disguise of One Long Pan which is a take off of his Chinese laundryman. Fred "One Long Pan" Allen may be heard over NBC, including WLW and WSM, Wednesdays at 9:00 p. m. (E.S.T.).

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 MARCH 11, 1938 No. 43

IT WORKS BOTH WAYS

The other day we asked a friend how he liked a certain new program. "It may be a pretty good show," he answered. "But the down-payment is too high."

"Down-payment?" we repeated uncertainly.

"Yes. The show just ahead of it on the same station," he explained. "It's so bad I can't wait through it for what's coming up. So I generally dial some other station and haven't heard much of the new show."

Here is a different angle on a problem as old as radio.

Ever since broadcasting began to finance itself by selling time sponsors have been picking their program spots with an eye to the preceding feature. The period immediately following a program with strong appeal has been favored on the theory that listener interest carries over from one show to the next.

There was much to justify this theory. Inertia being what it is, many listeners preferred to let their sets stay tuned to a station and take what it offered, rather than make the effort of turning dials.

But, like so many propositions, the theory works two ways. If a good program is preceded by a poor one, carry-over interest is pretty certain to be small.

For in spite of the ease with which modern radios can be tuned many listeners still stay on the same station for considerable periods. If a particularly bad program rouses them to dial elsewhere they are likely to become interested in what it has to offer and neglect to dial back to the first station for subsequent programs that are better.

To be sure, this is not an intelligent way to get the most out of radio. Listening ought to be planned hour by hour to take advantage of the best that the dial offers, regardless of which station carries it. But the responsibility for planning does not rest on the listener alone.

Much time and effort are lavished on planning individual programs, but very little on planning schedules as a whole. A program of hymns may be followed by one of swing tunes, or a symphony orchestra by slapstick comedy. Variety is scarcely the word for these sudden changes. Often they are as jarring to listener interest as shifting from high gear to reverse without taking the trouble to stop a car. Audience turnover simply cannot keep pace with changing types of programs.

In short, schedules need to have smoother transitions from program type to program type if they are to avoid what our friend aptly calls "too high down-payments." Or, to put it another way, listener dislike can be carried over from one program to another just as much as listener interest.

Both sponsors and broadcasters might do well to recognize that programs, like people, suffer from being found in poor company.

KATE SMITH—Singer

Kate Smith, one of radio's few singing mistresses-of-ceremonies, was born in Greenville, Va., and has been singing since childhood. Work in the church choir led her to neighborhood theaters and then to encamped soldiers in 1917.

After appearing in such musicals as "Flying High" and "Hit the Deck" she was recruited for radio by Ted Collins, her discoverer. They formed a partnership that has been active ever since under the name of Kated, Inc. Together they own a profes-

sional basketball team, the Original Celtics.

She has become a proficient bobsledder at Lake Placid as well as in other sports. Her hobbies include collecting first editions and odd perfume bottles. Travel is her greatest pleasure because she likes to keep moving. Whether singing for radio or symphony she loves her professional work, but no better than baking cakes.

Her theme song, "When the Moon Comes Over the Mountain," has made her one of the most beloved radio stars of the day.

THIS IS RADIO

By BILL BAILEY

"Give me a poor script and the finest actors in the world couldn't do a good show, but give me a good script and a cast of mediocre actors and I can produce a good program."

Rikel Kent, casting director of WLW and WSAI, whose duties were outlined in last week's "This Is Radio" installment, has made that assertion not only once but many times. Mr. Kent is in a position to know, because he has directed hundreds of dramatic presentations on the stage and on the air.

In the old days of radio, little thought was given to scripts. Entertainment usually consisted of a pianist or vocalist. There was no time limit. The announcer said, between numbers: "Just call up and give us your request." That went on for hours at a time.

Today, however, radio has become a well-organized, methodical theater in which every person has a definite job. It is not the intention of this series to shatter any illusions the lis-

tening public might have. Neither is it the purpose to cast aspersions on the ether stars. Rather, we hope to acquaint fans with the "inside" of radio, that they may enjoy more fully their favorite programs.

Revive Old Plays

The National Broadcasting Company is reviving great plays of days gone by in a new weekly series heard over WSAI and WLS (Saturday, 5:00 p. m. E.S.T.). If you'll look back on your schedules several months, you'll find that the Nation's Station revived many of the old plays and books in the "Theater Digest" program.

Adapting those plays for radio was a big job in itself, but the continuity writers came through in great style. Presenting a two-hour play in 30 minutes on the air requires both skill and experience. Radio drama differs from the theater in that the script writer must be able to identify his characters in the lines and create situations. On

SERENADE AND STATIC

THE MAIL BOX

Dear Editor:

I am beginning to believe that just as a prophet is not without honor save in his own country, so is a radio commentator not without listeners save in his own city. Despite the fact that I broadcast during my last week on WLW the reasons for my leaving it and my plans, several friends of mine in Cincinnati have sent me a clipping from RADIO DIAL that is printed ostensibly for the purpose of giving readers accurate information. The clipping stated very simply and very erroneously that "Bob Newhall was spending the winter in Florida selling Chevrolet automobiles."

Now, selling automobiles is an honorable occupation and, since I am owner and president of this particular company, I hope my salesmen achieve success. However, as I have not been to the place but twice since my arrival in Florida, it seems to me that the statement that I am spending the winter selling Chevies is, to say the least, not only false but rather demeaning. Instead of pursuing the vocation of auto salesman, I have just returned from a cruise on the yacht "Argo," formerly the possession of Powel Crosley and now owned by a friend of mine down here. The balance of my time has been spent on our own cabin-cruiser, the "Southern Cross," in many extended fishing exhibitions. The enclosed snaps are of the yachting trip and a fishing expedition to Lake

Okeechobee, where I caught the bass shown (nine and a half pounds).

I left the air because my oculist advised me that my eyes positively needed several months' rest, as they were badly strained and serious injury might result if I kept at it. My plans include visiting all the baseball training camps in Florida next month to secure new personal contacts and copy. Then, if all goes well, I hope to return to the air early in April when the ball season is about to start.

So there you are. I hope you will set me right in your great little magazine for, as I said, such a statement as was made is not calculated to place me in the best light with "my dear public."

Thanks ahead of time for printing a new and truer tale concerning the Old Trapper's vacation.

As Ever,

BOB NEWHALL,
Sarasota, Fla.

P. S.—I feel sure you understand my feelings and position, for the letters sending the clippings were kidding ones; along the lines—"How the mighty has fallen—now an auto salesman!"

Dear Editor:

In listing the cast of "The Guiding Light" in RADIO DIAL issue of February 25, you have omitted three of the most important characters in the sketch, to wit:—"Dr. Rutledge,"

the stage the characters are seen and sets are used to create atmosphere.

At the Nation's Station and Cincinnati's Own Station one of the largest, if not the largest, staff of writers of any individual station in the country is maintained. Under the direction of Lee House, continuity editor, the staff writers turn out thousands of words per week.

News Costs Forge Ahead

Virtually every spoken word heard on the air today is read. That holds true for drama, comedy, introductions to numbers on musical shows, and so on.

News casts have forged to the front in listener interest the past two years. At the Crosley stations all news copy is handled by a staff of former newspaper men under H. Lee MacEwen, editor. But that's another phase of radio program production which will be explained in a future issue.

Back to the "forgotten men"—the continuity or script writers. Few writers are given any credit on the air. When you attend a movie, you get the complete lineup, from the author on down to the technicians, but in radio the credit usually goes to the performers.

That statement is not intended to cast reflections in any direction. Jack Benny occasionally mentions his script writer. Most of the network comedians work with their script writers on gags and comedy situations. At the Nation's Station, Hink and Dink, starred on the "Minstrel Man" series, write their own script, just as they did in the old "Cotton Queen" days.

Ray Shannon, who has starred in a host of comedy and dramatic shows over both WLW and WSAI, usually works with a script writer. Ray spent 20-some years as a comedian on the stage and he has developed a keen sense when it comes to spotting good comedy material.

Comedy Is Difficult

Writing good comedy day in and day out is one of the most difficult jobs in the show business. On the stage the comedian had a routine that wowed 'em. He played week in and week out without changing a line. That was because he played to different audiences every week.

In radio, however, the comedian reaches more people in one 15-minute broadcast than he did in 52 weeks on

(Continued to page 13)

"Rose Kransky" and "Mrs. Frederica Lang." Also the boy, "Jacob" and "Mrs. Kransky."

When you are listing a "complete cast" why don't you make it really complete? After all, DIAL readers and daily listeners to the sketches do like to know all the characters! The "Dr. Rutledge" in the program is THE leading character and why you left him out of the cast, I don't understand!

Yours truly,
MRS. CARL J. DILLON,
Warren, Ohio.

*RADIO DIAL apologizes for such an error. When RADIO DIAL lists the cast of any program that cast is received from either NBC or CBS in New York and verified by them.—Ed.

AROUND the DIAL

by THE DIAL TWISTER

There used to be an old saw to the effect that "the hand that rocks the cradle rules the world." Sometimes it looks as if that could be brought up to date by changing it to read, "the hand just out of the cradle rules the radio." For instance, the other evening we were visiting some friends. Came the program of a certain well-known comedian. The four adults present showed no interest in him whatever. But the small child of our host and hostess did. And how! For a half-hour we grown-ups carried on a so-called conversation by shouting at one another in a tight huddle. Here's the kicker of the story. In a recent poll that comedian was voted one of the ten most popular acts on the air. Disturbing question: popular among whom?

If you must keep your radio personalities straight, the "first-nighter" is now MacDonald Carey. It used to be Charles Hughes, you remember.

It'll be interesting to see how heavy a blurb load Boake Carter has to carry for his new sponsor. When he worked under the Philco banner his commercials weren't too long, though often intrusive. But most of these cereal manufacturers seem to think sales can be boosted by piling on words. Maybe Boake's plugs will follow that formula. And maybe—hopeful thought—the commercials will be held to somewhere within reason.

WLW's "Buy Now" campaign would be more effective if it bore down more heavily on buyer self-interest. Say what you will, most people aren't likely to break loose from their dollars just to provide work for somebody else.

Cincinnati police in particular must have listened with keen interest to last week's True Detective Story dramatization (WLW) of the Robbins case, under the title of "The Crime in Eden Park." As far as the dial-twister can recall, this was the first time the Queen City has figured in this series, and probably for the reason that it has such a good crime record. In turn, that record may be explained by the expert handling of the Robbins case.

A press release from NBC divulges that Marion Talley lost 20 pounds by walking on Fifth Avenue. Really? Then what about those wonder-working wafers?

Horace Heidt's Brigadiers em-

barked on their fourth year for the same sponsor last week. As radio goes, that's a long stretch for a popular show under one sponsor. To make the stretch still longer, the dial-twister suggests more music and less rhymes. With a troop as capable as Heidt's, it scarcely seems necessary to load the show with doggerel, and especially when they carry "planted" plugs. "Sweet swing" and other Heidt novelties are much more entertaining.

Besides being a top-flight announcer, Truman Bradley is president of a Chicago cosmetic concern. Fortunately, he hasn't one of those cream and powder voices so carefully cultivated by some of his microphone brethren.

In "Serenade and Static" a listener recently suggested that the locals carry Hendrik Willem Van Loon's talks. It seems more pertinent to ask what's become of him anyway. For a time WSM was gracious enough to air him. But of late diligent dialing has failed to unearth him at all on his scheduled time. Probably it's the old story of "popular appeal" crowding out something worth while.

If you're keen about the vital statistics of the stars, Edgar Bergen recently celebrated his 35th birthday. N. B.: the party was for Bergen, not Charlie McCarthy. Incredible!

No doubt it's because he has a perverted sense of humor. At any rate, the dial-twister can't help speculating on the riotous possibility of Bill Hay solemnly informing listeners some evening that that certain soup will "take off that disfiguring film." Habit has played stronger pranks than that on the most careful of announcers.

Since the locals are too busy with commercials to carry his fine service, you may like to know that Dr. Harry Emerson Fosdick's National Vespers can be heard on W1XX, the Westinghouse short-wave station on the 31-meter band.

As might have been expected, being aired at twilight hasn't kept "Stepmother" from following the "best" traditions of daytime serials. Preposterous situations and emotion spread on thick seem to be the rule. Just why, I wouldn't have the faintest idea. An absorbing story could have been made from the basic idea, given sane treatment and plausible characters.

Benny's Band Leader



Phil Harris is the batoneer who shapes the melodies and directs their playing in the Jack Benny show, broadcast over NBC, including WLW and WSM, Sundays at 7:00 p. m. (E.S.T.).

"Peggy"



Betty Wragge, who plays Peggy in "Pepper Young's Family," broadcast over NBC, including WLW and WSM, Mondays through Fridays at 3:00 p. m. (E.S.T.), lives up to expectation of all listeners who see her. She looks exactly like the young girl she plays on the air.

Two Achievements



Andre Baruch, announcer on the Kate Smith program, broadcast over CBS, including WKRC, WHAS and WHIO, Thursdays at 8:00 p. m. (E.S.T.), has two notable conquests to his credit. He beat Del Sharbutt, another ace CBS announcer, for the championship in the radio ping-pong league. Then he won the hand of Beatrice Wain, attractive chorus singer on the Kate Smith show.

RADIO DIAL CONTEST CLUB

by The Contest Reporter

Drug Topics, a weekly tabloid which reaches all druggists in the entire country, conducts a feature which invites its readers to submit money making ideas they have employed in a competition for generous cash prizes. Feeling that literally thousands of "tricks of the trade" are in use daily, their desire is to make them available for use by other druggists.

That within itself would have little significance to readers of this column if it were not for the fact that a recent issue fit so completely into our scheme of things. In this particular issue the first prize was awarded to Lawrence Bloom, employed by Whalen's Pharmacy, 2831 Grove Ave., Lorain, Ohio.

Here is what Mr. Bloom wrote: "Manufacturers spend thousands of dollars annually to sponsor contests. Aware of this public appeal, we increased our volume on contest promoted products by placing them next to the cash register, on a small display rack stocked exclusively with these items.

"A sign at the top read: WIN SOME EASY MONEY—GET IN THESE CONTESTS."

"As new contests are announced in magazines, we write the spon-

sors for entry blanks and place them on the rack. This has not only brought a triple increase in the sales of these products, but has helped sales in general."

What a joy this kind of a drug store would be in all cities. What a delightful shock it would be to thousands of contest followers who really want an entry blank and who would make a purchase, if it were not for the apparent disdain that so many store employees show when some prospective customer only wants an entry blank. Of course there are exceptions, such as the store mentioned, but they are all too few.

All this has a counterpart in the experience of a Cincinnati writer, Harold Zeigler, who offered a constructive article on prize contesting to a national grocery publication. From the editor it brought the following reply:

"It just so happens this whole contest thing has become a terrible nuisance in the grocery trade, and thousands of dealers are more than fed up. Under the circumstances I do not believe we care to run an article on the subject."

One thing which we have never been able to understand is why these

(Continued to page 15)



SPECIAL OFFER

EBERHARD FABER COMBINATION

PEN AND PENCIL

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

FREE

WITH YOUR SUBSCRIPTION TO

RADIO DIAL

6 Months for \$1.00

(USE THIS COUPON)

RADIO DIAL
22 East 12th Street
Cincinnati, Ohio

New Subscriber Renewal

Enclosed find \$1.00. Enter my subscription for 6 months and send me absolutely free and postpaid the combination pen and pencil as per your offer.

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

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

PROGRAMS FOR SATURDAY, MARCH 5

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

WCKY (Cincinnati (1490 kc.))			WLW (Cincinnati (700 kc.))			WKRC (Cincinnati (550 kc.))			WSAI (Cincinnati (1330 kc.))			WCPO (Cincinnati (1200 kc.))			WHIO (Dayton (1280 kc.))			WLS-WENR (Chicago, Ill. (870 kc.))			WSM (Nashville, Tenn. (650 kc.))			WHAS (Louisville, Ky. (820 kc.))								
6:30	Morning Round Up	Drifting Pioneers	6:30	Morning Round Up	Drifting Pioneers	6:30	Morning Round Up	Drifting Pioneers	6:30	Morning Round Up	Drifting Pioneers	6:30	Morning Round Up	Drifting Pioneers	6:30	Morning Round Up	Drifting Pioneers	6:30	Morning Round Up	Drifting Pioneers	6:30	Morning Round Up	Drifting Pioneers	6:30	Morning Round Up	Drifting Pioneers	6:30	Morning Round Up	Drifting Pioneers	6:30	Morning Round Up	Drifting Pioneers

NETWORK PROGRAMS (NBC-CBS)

7:00—Message of Israel: Rabbi Louis Mann of Chicago, guest speaker; organ music. WJZ WLS WCKY kdka whk wave wire wham wowo

—Santa Anita Handicap—Description by Clem McCarthy; Buddy Twiss, announcer. WEA F WSAI wgy wtm wmaq who wdf kwy

—Santa Anita Handicap. WABC WKRC WHIO WHAS wbbm wgar wfbm kmcb wadc wvva wvsa wwl wcco

7:30—Alistair Cook: Dramatic critic. WEA F wgy wtm wmaq

—Uncle Jim's Question Bee. WJZ kdka wmaq wgy wtm

—Joe Sudy's Orchestra. (NBC) WCKY wowo

7:45—Jean Sablon, songs. WEA F wgy wtm wmaq who wdf kwy

—Syncopation Piece. WABC WKRC WHAS wcco wcau wgar kmcb kmox wbbm wjr

8:00—Robert L. (Believe-It-Or-Not) Ripley; B. A. Rolfe's Orchestra and guest star, Linda Lee, vocalist. WEA F WLW wgy wtm wmaq wj wire who wdf wspd kwy wbp kstp

—Dance Orchestra. WJZ only

—Columbia Workshop. WABC WHAS WKRC WHIO wcau wbbm wjr wvva wadc

8:30—To be announced. (NBC) WCKY whk wave wham

8:30—To be announced. WJZ WCKY kdka whk wave wham wowo

—Jack Haley's Variety Show, with Virginia Yerrill, blues singer; Warren Hull, master of ceremonies; Wendy Barrie, comedienne; Td Fio Rito's Orchestra. WEA F WLW wgy wtm wmaq kwy wj kstp wave wbp wdf wdf wdf

—Johnny Presents: Russ Morgan's Orchestra; dramatization: Frances Adair and Glenn Cross, vocalists; Mixed Ensemble. WABC WKRC WHAS WHIO wjr wbbm wgar wfbm kmox wgst wcco wcau wadc wvva wbt kmcb

9:00—"Professor Quiz" with Bob Trout. WABC WHAS WKRC WHIO wjr wbbm wgar wfbm kmcb wcau wadc wbt wwl wcco wgst

—National Barn Dance: Henry Burr; Verna, Lee and Mary; Hoosier Hot Shots; Novelodeons, vocal trio; Lula Belle and Arkie, songs; Uncle Ezra; Maple City Four; Joe Kelly, m. c.; WJZ WLW WLS kdka wham whk wave wfla wbp wspd wire

—Al Roth's Orchestra. 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 wave wbt wsa wwl

—American Portraits: Eli Whitney—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; Tullio Carminati, guest; Songsmiths, male quartet; Freda Gibson and Buddy Clark, vocalists. WABC WKRC WHAS WHIO wbbm wfbm wgar kmcb wcau kmox wadc wsb wvva wjr wgst wwl wcco wbt

—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—Special Talks Program: WABC wbbm wgar wfbm kmcb wadc wsb wvva wsa wj wcco kmox

11:00—Orrin Tucker's Orchestra. WABC WKRC WHIO wjr wbbm wgar kmcb wcau kmox wadc wsa wcco wvva

11:30—To be announced. WEA F wgy wtm wmaq who wdf kwy

—Esso News Reporter. WJZ only

—George Crook, organist. (NBC) WCKY wire wave wham whk

—Benny Goodman's Orchestra. WABC WKRC WHIO wjr wbbm wgar wfbm wcau kmox

11:35—Horace Heidt's Orchestra. WJZ WCKY wire wave whk wham

11:45—Resume of I. C. 4-A Indoor Track and Field Meet by Bill Stern. WEA F wgy wtm wmaq who wdf kwy

MIDNIGHT—Sammy Kaye's Orchestra. WABC WHAS WKRC WHIO wjr whk wfbm kmcb wcau kmox wadc wsa wbbm

—Johnny Hamp's Orchestra. WEA F WLW wgy wtm wmaq wdf kwy

12:30—Blue Barron's Orchestra. WEA F WLW wgy who wdf wtm wmaq kwy

—Eddy Duchin's Orchestra. WJZ WCKY kdka wave wire wham

—Henry King's Orchestra. WABC WKRC WHIO WHAS wjr wgar wfbm kmcb

Andy Devine is providing the uniforms for a kids' baseball team in his neighborhood.

Don Wilson writes Jack Benny "anonymous" fan letters.

John Conte, announcer of the Burns and Allen show, headed his high school class in oratory.

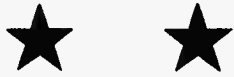
Paula Winslowe rates as one of Hollywood's best dressed gals.

Romantic Tenor

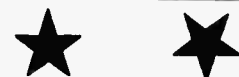


Jack Fulton, one of radio's star romantic tenors, is heard in the "Poetic Melodies" program, broadcast over CBS, including WKRC, Mondays through Fridays at 7:00 p. m. (E.S.T.), and through WHAS at 11:00 p. m. (E.S.T.).

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



PROGRAMS FOR SUNDAY, MARCH 6



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

Detailed text descriptions of network programs, including 'Metropolitan Opera Auditions of the Air', 'Catholic Hour', 'The Seven Last Words', and 'Hollywood Playhouse'.

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

PROGRAMS FOR MONDAY, MARCH 7

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Monday, March 7, 1938, organized by station (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slot. Includes program titles and broadcast times.

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

7:00—Amos 'n' Andy. WEAF WLW who wgy
7:15—Uncle Ezra's Radio Station E-Z-R-A...

John Herrick. (NBC) wgy wtm wmaq who
7:45—Melody and Rhythm. (NBC) wgy wtm

wbt wadc
"Grand Hotel"; Dramatic sketch. WJZ
WCKY WLS kdka whk whm wspd

WLW WLS wtm wvj
"Brave New World," dramatization—U. S.

MIDNIGHT—Jack Crawford's Orchestra.
WABC WKRC WHIO wgar wcau wadc wbt

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



PROGRAMS FOR TUESDAY, MARCH 8



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective program schedules for Tuesday, March 8, 1938.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Francis MacCormack, poetic reader, and orchestra. WABC WKRC wgar wcau wadc wvva wbt wgst wjr
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk whm wire
—Amos 'n' Andy. WEAF WLW wgy kyw who wj kstp wtam
—Hal Totten, sports. (NBC) wmaq
7:15—Vocal Varieties: Choral Group of 14 Voices. WLW to WEAF wgy wtam wire wmaq who kstp kyw wdf
—"Hollywood Screenscoops" with George McCall. WABC WKRC WHIO WHAS wjr wgar wadc wvva wbt wbbm kmox wgst wwl wcco wcau
—Mr. Keen, Tracer of Lost Persons. WJZ WCKY WLS whk kdka whm wspd
7:30—People in the News: Dorothy Thompson. WJZ WLS whm
—Famous Actors Guild Presents Helen Menken in "Second Husband." WABC WKRC WHIO WHAS wcau wgar wbbm wjr kmcb kmox
—Dick Gasparre's Orchestra. WEAF WSAI wgy wtam wdf wmaq
—Happy Jack, songs. (NBC) wmaq
7:45—Vivian Della Chiesa, soprano. WJZ WLS whk wga wire whm wwo
8:00—Edward G. Robinson, with Claire Trevor, in "Big Town," newspaper drama. WABC WHIO WKRC WHAS wjr wbbm wfbm wgar kmcb wcau kmox wbt wcco wadc wgst wwl
—Johnny Presents Russ Morgan's Orchestra; Charles Martin's Thrill; Floyd Sherman, tenor, and the Three Harmonicas. WEAF WLW WSM kyw wgy wj wtam wmaq who kstp wdf wfla wire kvoo wbp wcau
—Those We Love: Dramatic Serial with Nan Grey and Richard Cromwell. WJZ WCKY WLS whm whk wspd
8:30—Al Jolson Show with Martha Raye, Parkyakarkus and Victor Young's Orchestra. Andy Devine, guest. WABC WKRC WHIO WHAS wjr wbbm wfbm wgar wcau kmox wbt wadc wwl wcco kmcb wgst
—Lady Esther Serenade: Wayne King and his Orchestra. WEAF WSAI WSM kvoo wj who kstp wmaq wire wave kyw wgy wtam wdf wbp
—"It Can Be Done," dramatic sketch, with Edgar Guest. Frankie Master's Orchestra. Masters Voices. WJZ WLW WLS kdka whk whm wspd
9:00—Vox Pop, conducted by Parks Johnson

and Wallace Butterworth. WEAF WCKY kyw wgy wtam wj wmaq who wdf wire kstp
—Horace Heidt's Brigadiers. WJZ WLW WLS WSM kdka whk wave whm wfla wspd wbp
—"Watch the Fun Go By," presented by Al Pearce and His Gang. Guest, Arlene Harris, "Human Chatterbox;" Carl Hoff's Orchestra. WABC WKRC WHIO WHAS wjr wbbm wfbm kmcb wcau kmox wadc wsb wbt wcco wgar wgst wwl
9:30—Jack Oake, with Stuart Erwin; George Stoll's Orchestra and guest, with Helen Lynd, comedienne; Harry Barris and Jo Stafford, songs; Glee Club; Benny Goodman's Orchestra. WABC WKRC WHIO WHAS wjr wbbm wfbm wgar wcau kmox wadc wsb wbt wsf wgst wcco wwl
—To be announced. WEAF WSAI WSM who kyw wgy wwl wtam wdf wire kstp wfla wave wmaq
—Alias Jimmy Valentine starring Bert Lytell. WJZ WCKY WLS kdka whm whk wspd wwo
10:00—NBC Jamboree: Harry Kogen's Orchestra; Don McNeill, m. c., and guest artists. WJZ WCKY WLS whk whm kdka wspd
10:30—Howard Phillips, songs. WABC kmox wsb kmcb
—Phillips Poly Follies. (CBS) wbbm wfbm kmox wsb wcco kmcb

—Jimmy Fidler's Hollywood Gossip. WEAF WLW WSM wgy wtam wmaq who kyw wj wire wfla wave wbp wdf kstp
10:45—Dale Carnegie—How to Win Friends and Influence People. WEAF WLW wgy wtam kstp who wdf wire kyw wmaq wj wdf wire wmaq
—Four Clubmen. WABC WKRC wgar wj 11:00—Amos 'n' Andy. (NBC) WSM wfaa wdf wire wmaq
—Ink Spots—Negro Mele Quartet. WEAF wgy wtam who wmaq
—Abe Lyman's Orchestra. WABC (WKRC WHIO on 11:15) wjr wadc
—"Poetic Melodies." (CBS) WHAS wbbm wfbm kmcb wwl wcco kmox
—To be announced. (NBC) whk wave wire whm
—Esso News Reporter. WJZ only
11:05—To be announced. WJZ WCKY whk wave wire whm
11:15—To be announced. WEAF WSAI wgy wtam who wmaq
11:30—Bunny Berigan's Orchestra. WABC WHIO WKRC wjr wbbm wcau wgar wfbm kmox wadc wsb wsf wcco wbt
—Al Donahue's Orchestra. WEAF WSM wgy wtam wmaq who
—Henry Busse's Orchestra. WJZ WCKY kdka whk wave wha wfla wire
MIDNIGHT—Chick Webb's Orchestra. WJZ WCKY WLS kdka whk wave wire whm
—Red Norvo's Orchestra. WABC WKRC wfbm wjr wbbm wcau wgar kmox wadc wsb wsf

Rainger and Robin had a unique sensation recently—hearing a half-hour coast-to-coast program devoted exclusively to their tunes.

Members of the cast of "Big Sister," are promoting a social club among radio artists.

With the racing season on, Al Jolson spends most of his time commuting between Wife Ruby in Palm Springs and the Korses at Santa Anita.

Clarence Muse was guest of honor at a Muse fan club in Chicago recently, at which 4,000 admirers of the radio baritone were present.

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

PROGRAMS FOR WEDNESDAY, MARCH 9

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slots (6:30-11:45).

Summary row for stations: 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 wdc wvva wbt wgar wcau wgst wjr
8:00—One Man's Family, dramatic sketch. WEAFLWLWWSM wdf wgy wvj wtm who wmaq wfla wve kvoo wcol wfaa kyw kstp
8:30—Eddie Cantor, comedian; Vyola Von; Pinky Tomlin; Jimmy Wallington; Jacques Renard and his Orchestra. WABC WKRC WHAS WHIO wjr wbbm wgar wbt wgst wvl kmox wadc wcco

who wdf
—Harriet Parsons. WJZ WCKY WLS kdka whk wham wspd
8:45—Jimmy Kemper, Roy Campbell's Royalists; Jean Yewell, vocalist. WJZ WCKY kdka wham wspd
9:00—Andre Kostelanetz's Concert Orchestra; Lawrence Tibbett, baritone soloist; Deems Taylor, commentator; Paul Douglas, announcer. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmox wcau wadc wbt wsf wvl wcco wbst wgst
—Cleveland Orchestra: Artur Rodzinski, conductor. WJZ (WLS on 9:30) WCKY kdka whk wham wspd
—Town Hall Tonight: Fred Allen and Portland Hoffa; Peter Van Steeden's Orchestra; WEAFLWLWWSM kyw wtm wvj wmaq who wdf kstp wve wfla wfaa wgy wve wdbm wfbm wgar kmox wcau wadc wbt wsf wvl wcco
9:30—Ben Bernie and All the Lads, Lew Lehr, Buddy Clark and Jane Pickens. WABC WHIO WKRC WHAS wjr wgar wbbm kmox wcau kmox wfbm wgst wbt wsf wvl wcco
10:00—"Gang Busters," true crime dramatizations. WABC WKRC WHAS WHIO wjr wbbm wfbm 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 star. WEAFLWLWWSM wgy wtm wmaq kyw wdf who wfla kstp wve wvj wve wfaa

Jack Fulton can sing any number after hearing it just once. Betty Winkler has just completed making her own Easter outfit. The cast of "Pepper Young's Family" all tuned in on the Don Ameche program last week-end to hear the guest work of Helen Brown, a former member of the drama serial company.

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

PROGRAMS FOR FRIDAY, MARCH 11

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Friday, March 11, 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.

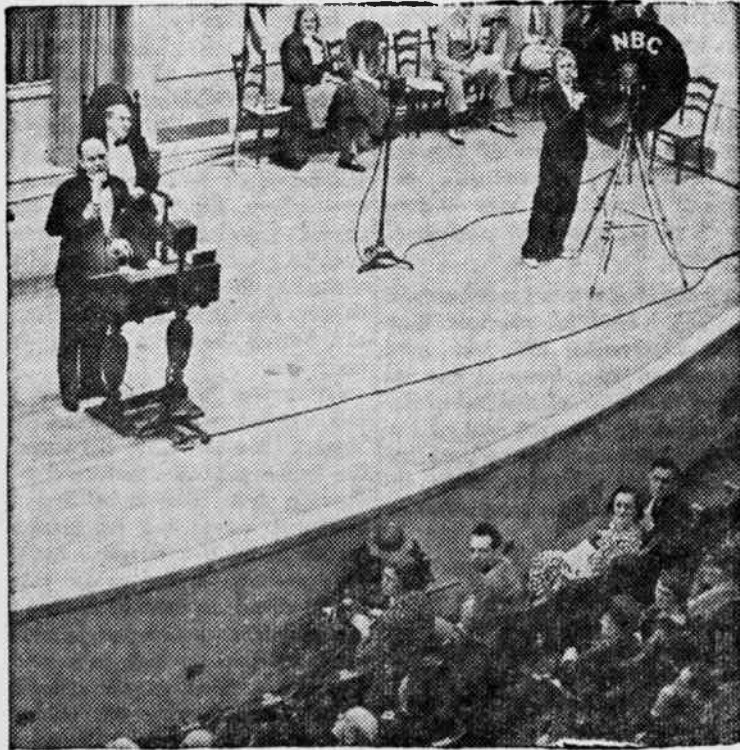
NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor; Franklyn MacCormack, reader; and Orchestra. WABC WKRC wgar wadcr wcau wvva wgst wbt wjr
—Nola Day, songs. WJZ WCKY WLS WSM whk wave wire wham
—Amos 'n' Andy. WFAE WLW wgy wtm whk wst wjz
—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. WFAE WSAI wgy wtm wmaq wjr wdf wbp kyt wst wjz
—Four of Us. WJZ WCKY WSM WLS wham kdka whk wave wspd
7:30—Hendrik Willem Van Loon, commentator. WFAE WSM wtm wgy wmaq whk wdf
—To be announced. WJZ WLW WENR wave wire wham
—Hollace Show, soprano, with concert orchestra. WABC WKRC WHAS WHIO wadcr kmox
7:45—Bughouse Rhythm. WFAE wgy wtm

WEAF WCKY wgy wtm wmaq wjr wdf kyt whk wst wjz
—Hollywood Hotel: Dramatic Musical Revue. Guests: Frances Langford; Jerry Cooper; Anne Jamison; Ken Niles; Raymond Paige's Orchestra, with Ken Murray and Oswald. WABC WKRC WHAS WHIO wjr wbbm wgar wfbm kmox kmcb wcau wadcr wbt wcco wgst wwl
—Royal Crown Revue—George Olsen's Orchestra, Tim and Irene, Graham McNamee and the Golden Gate Jubilee Quartet. WJZ WLW WSM wham kdka whk wfla wave wfaa wspd wxyz
9:30—A. L. Alexander's True Stories dramatization. WFAE wgy wtm wjz kyt whk wmaq wdf wire kstp
—NBC Spelling Bee—Paul Wing, Spelling Master. WJZ WCKY WLS WSM kdka whk wave wham wcol wfla wspd wfaa
10:00—Max Baer vs. Tommy Farr in boxing bout—Sam Taub and Bill Stern at the mike. WJZ WLS WCKY kdka-whk wham wspd
—The Songshop: Reed Kennedy; Alice Corneff; Songshop Quartet, the 22-Voice Glee Club, direction Ken Christie; 47-piece Orchestra, direction Gustav Haenschen; guest artist. WABC WKRC WHAS WHIO wjr wgar wadcr wbbm wfbm kmox wbt wcau wst wwt wcco
—First Nighter: Dramatization starring Les Tremayne and Barbara Luddy; Orchestra, direction Eric Sagerquist, "Gentlemen Never Say Ain't." WFAE WLW WSM wjz wgy wtm wdf whk wst wjz wfaa wira wvoo wgy
10:30—Jimmy Fidler and his Hollywood Gossip. WFAE WLW wgy wtm wmaq kyt wjz wire kstp wdf
10:45—"People in the News." Dorothy Thompson, news commentator. WFAE WLW kyt wgy wtm wjz wire wmaq kstp wdf
—Special Talks Program. WABC wbbm wjr wfbm wcau wcco kmox wadcr wgst
11:00—Ruby Newman's Orchestra. WFAE WSAI wgy wtm wdf kyt
—Eso News Reporter. WJZ only
—Jimmy Dorsey's Orchestra. WABC (WKRC WHIO on 11:15)
—Jerry Blaine's Orchestra. (NBC) whk wave wire wham
—Poetic Melodies. (CBS) WHAS wbbm wfbm wwl 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. WFAE wjz wave wmaq wtm wdf kstp wgy
—George Olsen's Orchestra. WABC WKRC WHIO wjr wfbm wcau wadcr kmox wbbm kmcb wst wbt wgar
MIDNIGHT—Carl Ravazza's Orchestra. WJZ WCKY whk wave wire wham
—Bert Black's Orchestra. WFAE WLS wgy wtm wmaq whk wdf kdka
—Sammy Kaye's Orchestra. WABC WKRC WHIO wjr wgar wfbm wadcr wbbm
12:30—Lou Breese's Orchestra. WJZ whk wave
—Happy Felton's Orchestra. WFAE WLW wgy wtm wmaq whk wdf kdka
—Ted Fiorita's Orchestra. WABC WKRC wfbm kmox wadcr
Dick Lane, straight man on the Penner show, draws cartoons of the cast all over the furniture during rehearsals—and good ones, too!
Two of the West Coast's newest and most original radio programs, "Auditions" and "Your Secret Ambition," are under the music direction of Wilbur Hatch.
"Aunt Jenny" has one radio fan who addresses her as "Rear Oracle."
Writer Don Prindle is using recollections of his own "legit" days to give the Joe Penner playhouse routines the ring of reality.

AMERICA'S TOWN HALL MEETING OF THE AIR

Picking Up . . .



"All right, that man in the aisle has a question." George V. Denny, Jr., moderator of Town Meetings, gives the floor to a member of the audience while the NBC parabola mike is maneuvered to pick up the voice.

His Question



After the principal speakers have had their say on the subject under discussion, the audience has an opportunity to voice their own reactions. This man rises to question a remark of one of the speakers.

. . . While They Listen



And here's how the Town Meeting audience hangs onto every word. Their reactions are shared by listeners from coast to coast each Thursday at 9:30 p. m. (E.S.T.), when the program is broadcast over NBC, including WCKY and WLS.

"Everyman" Is Second Of Great Play Series

A radio version of "Everyman" will be presented as the second work in the Great Plays series, on Saturday, March 5, from 5:00 to 6:00 p. m. (E.S.T.), over NBC, including WSAI and WLS.

Adapted from the interpretation made famous by Edith Wynn Matthison and Charles Rann Kennedy, "Everyman" will be broadcast from the Nave of the Cathedral of Saint John the Divine, in New York. The Boys Choir and the Cathedral organ will provide traditional music to background the play.

The Rt. Rev. William T. Manning, Bishop of New York, will speak on the relationship of modern drama and the church before the presentation.

WSAI Wonder Kitchen To Have Premiere

The "WSAI Wonder Kitchen," a new program in scientific home-making, to be heard at noon each day except Sunday, over WSAI, will have its premiere, Monday, March 7.

Directed by Edna Hutton, who for the past three years has supervised kitchen demonstrations for a nationally known firm manufacturing domestic appliances, the "WSAI Wonder Kitchen" will be conducted before an audience in the auditorium of the H. & S. Pogue Department Store, where a complete model kitchen will be installed. Admission to the broadcast will be free.

This is Radio

(Continued from page 4)

the road. So he must have fresh material for every show. Time was when a continuity writer did a little of everything—heavy drama, light comedy, musical variety shows and spot announcements.

Today the setup is changed. At the Crosley stations, Mr. House directs a highly specialized staff of nine writers. One man does nothing but heavy drama. Another looks after musical variety shows. Still another takes over programs for children. Comedy shows usually are written by two or more men who collaborate.

Comedy—the all-important cog in the big wheel of radio entertainment—has been worn for some time. What is radio doing to repair that cog? How are comedy scripts written?

Next week "This Is Radio" will go behind the scenes to present a word picture of a comedy writing team in action. Why writing comedy isn't nearly so funny as it would seem to be will be explained.—Editor's Note.

Contest Club

(Continued from page 5)

who depend on volume of sales for business success, would not join in heartily with contests which require a purchase to qualify.

Everett Lane of Mine Run, Va., and recently elected President of the newly formed National Contest Association has been engaged to write a page for Contest World on radio announced contests. It is entitled

"Dialing Dollars" and classifies the listings under NBC, Columbia, Mutual and local stations. The feature is without any kind of editorial comment but gives all necessary information for those who might be interested in competing. Mr. Lane is assisted by Alice Dunham.

It is very likely that opinions would vary widely on what constitutes a Perfect Husband. Fact is, we doubt if such a momentous question could ever be settled, but just the same a network contest sponsor offered attractive cash prizes for individual opinions. The first prize went to Mary K. Jones of Tucson, Arizona for this one:

"The 'Perfect Husband' possesses a 'balanced' character. He maintains a proper mean between: work, play; saving, spending; giving, receiving; 'no's' whims, fads, extremes."

We do not for a moment think that income tax problems cause the average contest fan much concern, but in case it does here is a ruling from the office of Commissioner of Internal Revenue which was reprinted by Contest World.

"All amounts won as prizes in contests, whether paid in cash or merchandise, are required to be

CONTEST MONEY

Thousands of dollars are being given away, are you getting your share? To win you must understand the technique. CONTEST MAGAZINE and NUGGETS MONTHLY, America's leading Contest publications will help you.

SPECIAL INTRODUCTORY OFFER

We will send you both magazines, three months, (value \$1.50 by single copy) and give you a copy of our new book, "Winning Secrets" all for ONE DOLLAR if you act NOW.

FREESE PUBLICATIONS

P. O. Drawer D-259, UPLAND, IND.

reported in the gross income of the recipient for Federal income tax purposes for the year in which received. Where the prize is paid in merchandise there should be reported as income the fair market value of the merchandise at the time when received."

* * *

The Arcadia House Publications of New York offer an 18 day cruise in the Caribbean plus 50 dollars in cash for best 250 word letter on "Why I Want To Go Places and See Things." Closes March 31st, 1938. Complete details on application.

Prizes of \$50, \$25 and five of \$5 are being offered by Contest Editor, Lock Drawer D, Gassaway, West Va., for name for a new magazine. The

magazine will be on spare-time work. Name should be short and accompanied by 25 word explanation. Closes March 31st. Very likely a subscription requirement. Company: Thayer Publishing Co.

If you bought your used car from a Nash Dealer you are eligible for prizes in a contest. Get entry blank for 25 word statement. Prizes range from Nash Ambassador sedan down to \$5 in cash. 253 prizes. Closes March 31st.

ConteSTAR OF HOPE!

N. C. B. Entry Service scores consistently! And contestants who fall short of major awards may profit tremendously by taking advantage of this confidential service. Accounts are limited, so hurry! Write for free bulletin of prize market reports and service quotations.

NATIONAL CONTEST BULLETIN

Box 130, Grand Central Station, New York City

WE SELL CROSLY "SHELVADORS"

Phone
Woodburn
4710

FREE INSPECTION OF YOUR RADIO!

Tubes delivered free of charge and complete analysis of your radio trouble without cost or obligation. All work guaranteed by technical experts in your home.

A & N MUSIC CO.
921 E. McMillan St.
WOODBURN 4710

OPEN EVENINGS UNTIL 9:30

Phone
Woodburn
4710

WE SELL CROSLY RADIOS

Week's Serious Music In Review

(All times are Eastern Standard)

FRIDAY, MARCH 4.

MUSIC APPRECIATION HOUR

Ninth concert of Series A and B, featuring vocal music, conducted by Dr. Walter Damrosch; 2:00 p. m., NBC—WCKY, WLW, WSM.

Series A—The Human Voice
Hark, Hark, the Lark.....Schubert
Dedication.....Schumann
Sound an Alarm, from "Judas Maccabeus".....Handel
Within This Hallowed Dwelling, from "The Magic Flute".....Mozart
How Strange a Mood Is Mine, from "Fidelio".....Beethoven
Series B—The Song
Song of the Volga Boatman.....Russian
Must I Go
The Keys to Heaven
My Peace Thou Art.....Schubert
Death and General Putnam.....Dr. Damrosch
Sing We and Chant It.....Morley
Tickling Trio.....Martini

CITIES SERVICE CONCERT

Lucille Manners, soprano, and Robert Simmons, tenor, with orchestra, conducted by Dr. Frank Black; 8:00 p. m., NBC—WSAI.

March, from "Tannhauser".....Wagner
Spanish Serenade.....Herbert
a) Gavotte, from "Mignon".....Thomas
b) Love Here Is My Heart.....Sileau
c) Tonight We Love.....Rainger
Miss Manners
Para Vigo Me Voy.....Lecuona
Tea For Two.....Youmans
Miss Manners and Mr. Simmons
Waltz-Finale, from "Faust".....Gounod
Sweet Someone.....Revel
When Day Is Done.....Katscher

SATURDAY, MARCH 5.

CINCINNATI CONSERVATORY

Severin Eisenberger, pianist; John A. Hoffman, choral director; and Alexander von Kreisler, orchestra conductor, in a joint program, 11:00 a. m., WABC.

Piano Concerto in A-Minor, Op. 16.....Grieg
Magnificat in D.....J. S. Bach

METROPOLITAN OPERA

Verdi's opera "Rigoletto," from Victor Hugo's drama, "Le Roi s'Amuse," with Jan Kiepura, Polish tenor, making his radio debut in the role of the Duke of Mantua, 1:55 p. m., NBC—WCKY, WLW, WSM.

The complete cast is:—
The Duke.....Jan Kiepura, tenor
Rigoletto.....Carlo Tagliabue, baritone
Gilda.....Bidu Sayao, soprano
Sparafucile.....Ezio Pinza, basso
Maddalena.....Irra Petina, mezzo-soprano
Giovanna.....Thelma Votipka, soprano
Monerone.....Norman Cordon, basso
Marullo.....George Cehanovsky, baritone
Borsa.....Angelo Bada, tenor
Ceprano.....Wilfred Engelman, baritone
The Countess.....Charlotte Symons, soprano
A Page.....Lucielle Browning, mezzo-soprano
Conductor.....Ettore Panizza
Chorus Master.....Fausto Cleva
Stage Director.....Desire Defrere

NBC SYMPHONY ORCHESTRA

Eleventh and final broadcast, with Arturo Toscanini as guest conductor, in all-Wagnerian program; 10:00 p. m., NBC—WCKY.

Faust Overture.....Wagner
Preludes to Acts I and III, from "Lohengrin".....Wagner

Prelude and Liebestod, from "Tristan und Isolde".....Wagner
Prelude, from "Parsifal".....Wagner
Siegfried's Rhine Journey, from "Goetterdaemmerung".....Wagner
Ride of the Valkyries, from "Die Walkuere".....Wagner

SUNDAY, MARCH 6.

NBC HOME SYMPHONY ORCHESTRA
Seventh concert conducted by Ernest LePrade; 12:00 noon, NBC—WSAI.

Overture "Les Petits Riens".....Mozart
Third Movement from "Military" Symphony in G-Major.....Haydn
Irish Washerwoman.....Sowerby
Blue Danube Waltz.....Strauss

RADIO CITY MUSIC HALL

Viola Philo, soprano, and Jan Peerce, tenor, soloists with the orchestra, conducted by Erno Rapee, in an all-Wagnerian program; 12:45 p. m., NBC—WCKY, WLW, WLS, WSM.

Overture and Bacchanale, from "Tannhauser".....Wagner
Duet of Siegmund and Sieglinde, from Act I of "Die Walkuere".....Wagner
Miss Philo and Mr. Peerce
Fest March, from "Tannhauser".....Wagner

NEW YORK PHILHARMONIC

Efrem Zimbalist, Russian violinist, as soloist with orchestra, conducted by John Barbirolli; 3:00 p. m., CBS—WKRC, WHAS.

Overture, from Haensel und Gretel.....Humperdinck
Violin Concerto in D-Major, Op. 47.....Sibelius
Symphony No. 2, in E-flat Major, Op. 63.....Elgar

Josef Hofmann, Pianist, Symphony Guest Soloist

Josef Hofmann, one of the world's greatest pianists, will be the soloist when the Cincinnati Symphony Orchestra resumes its regular season of symphony concerts in Music Hall, Friday afternoon and Saturday evening, March 4 and 5.

Josef Hofmann is, this year, making his golden anniversary tour. It was fifty years ago that, as a mere child, he made his first professional appearance in the Metropolitan Opera House in New York.

At the concert with the Cincinnati Orchestra he will be heard in Chopin's Concerto No. 1 in E minor for Piano and Orchestra, and Rubenstein's Concerto No. 3 in G major. Other works on the program will be Chadwick's Jubilee Overture and Prokofieff's Sinfonietta.

Tickets, at prices ranging from 50 cents to \$2.50, may be reserved by communicating with Ralph H. Kunkle, ticket manager, Symphony ticket office, 121 E. Fourth St., Cincinnati.

ARMCO BAND CONCERT

Robert Nagel, 13-year-old cornetist, guest soloist with band conducted by Dr. Frank Simon; 3:30 p. m., NBC—WLW, WSM.

Willow Echoes.....Simon
Master Nagel
Six Compositions: "King Cotton March;" "By the Light of the Polar Star;" "The Bride Elect;" "The Gliding Girl;" "Easter Monday on the White House Lawn;" "The Stars and Stripes Forever".....John Philip Sousa

FORD EVENING HOUR

Giovanni Martinelli, leading tenor of the Metropolitan, with orchestra, conducted by Sir Ernest MacMillan; 9:00 p. m., CBS—WKRC, WHAS, WHIO.

Overture to "Coriolanus".....Beethoven
a) La Fleur Que Tu m'Avais Jete, from "Carmen".....Bizet
b) Tu? Indietro Fuggi, from "Othello".....Verdi
Giovanni Martinelli
Two Sketches on French Canadian Airs:
(1) Our Lord as a Beggar
(2) In St. Malo.....MacMillan
a) Ah Love, But a Day.....Beach
b) Aprile.....Tosti
c) Agnus Dei (with Chorus).....Bizet
Giovanni Martinelli
Polka and Fugue, from "Schwanda, the Bagpipe Player".....Weinberger
Let Us With a Gladsome Mind.....German Chorale
Chorus and Orchestra

RISING MUSICAL STAR

Arnold Belnick, 13-year-old boy violinist, with orchestra, conducted by Alexander Smallens; 10:00 p. m., NBC—WHAI, WSM.

Three Preludes, from "Carmen".....Bizet
First Movement from Violin Concerto in B-Minor, Op. 61.....Saint-Saens
Master Belnick
Prelude to Act III and Bridal Chorus, from "Lohengrin".....Wagner

MONDAY, MARCH 7.

ROCHESTER CIVIC ORCHESTRA

Matinee concert directed by Guy Fraser Harrison, with John A. Warner, pianist; 3:00 p. m., NBC—WCKY.

Three Short Organ Pieces, Arr. by Busser.....Franck
Symphonic Variations for Piano and Orchestra.....Franck
John A. Warner
Symphony in D-Minor.....Franck

CONTINENTAL ORCHESTRA

Marek Weber, conducting, with Mme. Maria Kurenko, soloist; 10:00 p. m., Monday, NBC—WSAI, WSM.

Radetski March.....Strauss
Standchen.....Heyken
Voices of Spring, Op. 410.....Strauss
Mme. Kurenko
Waltz, "Midnight Bells".....Heuberger
Caprice Viennois.....Kreisler
Tales from Vienna Woods, Op. 325.....Strauss

Chasins to Review Works of Ravel

The life and works of the late French musical genius, Maurice Ravel, will be reviewed briefly by Abram Chasins, American composer-pianist, during his Chasins Music Series broadcast on Saturday, March 5, at 12:00 Noon, (E.S.T.), over NBC, including WSAI.

Chasins will play Ravel's "Pavane" and "Sonatine," a small sonata in three movements. He also will pay tribute to Ravel's remarkable musical abilities which made him one of the foremost composers of the present day.

The Story of "Rigoletto"

Rigoletto, a hunchback jester to the libertine Duke of Mantua, has by his ribald and unfeeling jests, together with his villainous connivance at the Duke's open disdain for all considerations of honor, rendered himself highly objectionable to the courtiers, particularly the Counts of Ceprano and Monterone, whose wife and daughter respectively have become victims to the unbridled passions of the Duke.

Rigoletto has a young and beautiful daughter, whom he conceals from public observation with the most jealous care. She, however, has not escaped the notice of the Duke, who has repeatedly observed her at her devotions, and contrived to track her to her humble habitation, where, by bribing her servant, he gains access to her.

The fact of the existence of a young and lovely woman in the dwelling becoming known to the courtiers, they form a plot to abduct her therefrom by force and deliver her to the Duke. At a late hour in the evening they assemble (masked) in the neighborhood of Rigoletto's dwelling, and, under the pretense that they are going to carry off the wife of Ceprano, whose house adjoins Rigoletto's, they induce him to assist. He is accordingly masked and bandaged, and is made to hold the ladder by which some of the party ascend to the window of his house, which they enter, and tear away the bewildered Gilda, whose mouth they cover, to prevent her giving any alarm, and carry her off triumphantly to the Ducal Palace.

The courtiers relate to the Duke as a good joke how they have carried off the jester's mistress, but he knows full well from their description that it is Gilda they have abducted, and the unfortunate girl soon becomes a prey to his insatiate passions.

Rigoletto hastens to the palace, and demands his daughter from the courtiers, who treat him with contempt

and derision, baffling all his endeavors to obtain access to the Duke. He is presently joined by his daughter, who has at length freed herself from the vicious attentions of the Duke, and after mutual condolence they quit the place, cursing the scene of their disgrace. Resolving to be revenged on the author of his daughter's and his own misery, Rigoletto hires a bravo named Sparafucile, for a stipulated sum, to assassinate the Duke, who is enticed by the blandishments of Madelene, the sister of Sparafucile, to the bravo's house, a ruinous and lonely inn.

Gilda has been desired by her father to put on male attire and fly to Verona. She overhears the sister of the bravo earnestly endeavoring to dissuade him from murdering the handsome guest; but he resolutely persists in his determination to fulfil his contract, unless some person should chance to come to the inn before midnight whom he might kill instead, and pass the body in a sack to Rigoletto as that of the murdered Duke. Upon hearing this Gilda at once desires to save the life of the undeserving object of her affections by sacrificing her own. She knocks at the door of the inn, is admitted, and instantly stabbed by the cold-blooded assassin. Shortly after, Rigoletto appears, pays the bravo, and receives from him the sack containing (as he supposes) the body of the Duke; he proceeds to throw it into the river which runs at the back of the inn, but before he has time to accomplish it, he is astounded by the voice of the living Duke, which he hears at a short distance; he instantly suspects foul play, tears open the sack, and is horrified to find, instead of the dead body of the hated Duke, the dying form of his beloved daughter, who almost immediately expires. Overwhelmed with terror and anguish at the fulfilment of the dreaded malediction, he falls senseless on the body of his unfortunate daughter.

Jan Kiepura Makes First American Broadcast With Met Matinee In "Rigoletto"

Jan Kiepura, the young Polish tenor who has won fame in opera and on the screen, will make his first appearance in American opera during a performance of Verdi's "Rigoletto," to be heard over NBC, including WCKY, WLW and WSM, Saturday, March 5, at 1:55 p. m., (E.S.T.).

Born the son of a prosperous Polish merchant, Kiepura was sent to Warsaw to study law. His persistence in singing led to an abrupt break in parental support. Thereafter young Jan made his living travelling with a theatrical troupe.

An operatic scout heard him and took him to Warsaw to sing a Puccini role. His success was immediate and has steadily increased since that time.

Besides Kiepura, the broadcast of "Rigoletto" will present two other

Japanese Ambassador Interviewed by Cravens

An exclusive interview with Hirohito Saito, Japanese Ambassador, will be reported by Kathryn Cravens on her "News Through A Woman's Eyes" program over CBS, including WKRC, WHAS and WHIO, Monday, March 7, at 2:00 p. m. (E.S.T.).

The "Flying Commentator" discussed world affairs with the Ambassador at great length during her recent visit to Washington.

JOSEPH HOFMANN SOLOIST
Golden Jubilee Concert

SYMPHONY CONCERTS
EUGENE GOOSENS, Conducting

FRIDAY AT 2:45	MUSIC HALL	SATURDAY AT 8:30
TICKETS AVAILABLE at \$1.50 to \$2.50 at TICKET OFFICE 121 E. Fourth St. (Phone CHERRY 2538), Beginning Tuesday		

TOSCANINI TO CONCLUDE NBC SERIES

Master Conductor To Present All-Wagner Program In Finale

To climax as well as to conclude his current series as conductor of the NBC Symphony orchestra, Arturo Toscanini has chosen an all-Wagner program for his 11th and final broadcast, Saturday, March 5, over NBC, including WCKY, at 10:00 p. m. (E.S.T.).

Long before 1930, when Cosima Wagner broke an established tradition of Bayreuth by inviting Toscanini, the first non-German conductor, to conduct at the Wagner Festival, the maestro had been acclaimed internationally as the greatest of all living interpreters of the Wagner music dramas. His conducting of these works at La Scala, the Metropolitan and other leading opera houses had created furors. Ever since it was announced that Toscanini would return to the United States to conduct the NBC Symphony Orchestra, NBC began receiving requests for an all-Wagner program, from abroad as well as throughout North America.

All save the opening number, the infrequently played "Faust" Overture, are familiar to concert and radio audiences. This work was written after Wagner had completed "Rienzi" and before he began work on those operas which were to immortalize his name.

Lawrence, O'Connor on Magic Key Program

Marjorie Lawrence, Australian soprano of the Metropolitan Opera Company, and George O'Connor, veteran vaudeville entertainer, who has made official Washington rock with laughter, will be guest artists during the Magic Key of RCA program, broadcast over NBC, including WSM WLW and WLS, Sunday, March 6, at 2:00 p. m. (E.S.T.).

Miss Lawrence made her debut at the Metropolitan Opera, on December 18, 1935, in Wagner's "Die Walkure," and is today one of the leading sopranos on its roster. Presidents and other high-ranking government officials have been entertained by O'Connor over a long period of years. He is a familiar figure at Gridiron Club entertainments, White House Correspondents and Press Club Dinners.

Dr. Frank Black, conducting the Magic Key Orchestra, and Linton Wells in a two-way international interview with a foreign news correspondent will round out the full hour broadcast.

Symphonic Strains

By CLINTON BROOKS

Igor Stravinsky, the famous contemporary Russian composer, in an autobiographical work published two years ago, called attention to the fact that the music dramas of Richard Wagner have gained greater popularity on the concert platform than on the operatic stage. He summed up in a few words a fact which is so often forgotten that many "Wagnerian fragments which have been specially adapted for the concert platform and are forever being repeated are taken from so-called vocal works, and are devoid of symphonic form in the proper sense of the term."

Two concerts scheduled for radio broadcasts this week illustrate, at least in part, the truth of Stravinsky's contention. On Saturday night, Arturo Toscanini will be heard in his final concert with the NBC Symphony Orchestra in an all-Wagnerian program; the Radio City Symphony Orchestra will give another all-Wagnerian concert Sunday afternoon. Both performances, arranged without any logical continuity, will attract a larger and perhaps even more enthusiastic audience than recent broadcasts of complete performances of "Tristan und Isolde" and "Lohengrin" from the Metropolitan in New York. Obviously this is because many people who have never had an opportunity to hear and see Wagner's music dramas in toto, are none the less content to listen to more or less familiar parts of them.

Virtually all of the excerpts which Toscanini has programmed are overtures to various acts of Wagner's operas. The one exception is the Faust Overture which originally was planned as the first movement of a "Faust" symphony based on the drama of that name by Goethe. One of Wagner's earlier works, it shows the influence of Franz Liszt who offered many suggestions regarding its composition. Though it is rarely considered as such, the famous "Ride of the Valkyries" actually is the prelude to the third act of "Die Walkure." The equally dramatic episode of "Siegfried's Rhine Journey" is introduced into the "Goetterdaemmerung" as a prelude to the first act of the opera immediately following a prologue which occasionally is sacrificed when the five-hour opera is cut down to stage requirements.

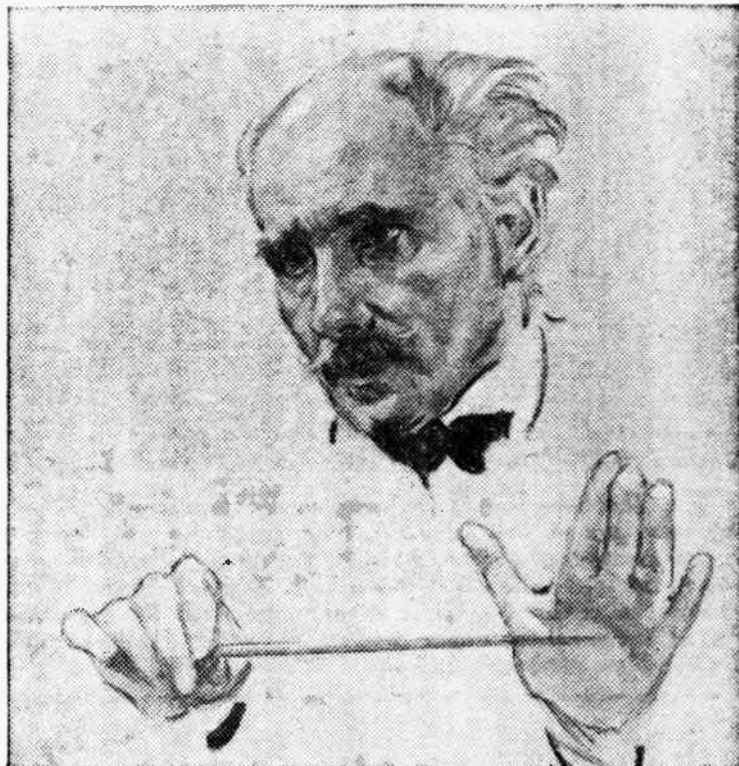
Wagnerian overtures, as a whole, are unlike most operatic compositions in that form. Many operas, such as Saint-Saens's "Samson and Delilah," Strauss's "Salome," Verdi's "Othello," and Puccini's "La Boheme," have no overtures. Other operas, particularly those of the early nineteenth century, have orchestral introductions which are not integral parts of the dramas themselves. In this group are overtures to such operas as Mozart's "Don Giovanni," Beethoven's "Fidelio," Rossini's "William Tell," and later, Verdi's "Aida." In such cases, the music contains relatively none of the themes brought out later in the operas; the overtures are merely "curtain-raisers" in semi-symphonic form. Carl Maria von Weber (1786-1826) was the first composer to suggest the music of his operas in their overtures—miniature "foretastes" as it were of what is to follow.

Wagner followed Weber's example in composing his operatic overtures, and (in the words of Ernest Newman) "raised them to a height of which Weber probably never dreamed." The overture to "Tristan und Isolde," for instance, foreshadows the opera with music suggesting the hero, the love potion which Isolde gives him unwittingly, Tristan's sorrow, and the unrequited longing of the two lovers. The prelude to "Parsifal" embodies the music of the Holy Grail, the magic spear which Parsifal takes from the magician Klingsor to heal the dying Amfortas, and the motive of religious faith which actuates the drama. The "Rhine Journey" is permeated with Siegfried's horn call, the flowing waters of the Rhine river, the song of the Rhinemaidens, and the Rheingold theme. The "Tannhauser" overture (programmed for the Radio City Orchestra) portrays Tannhauser's repentance, his salvation through the saintly Elizabeth, and the voluptuousness of the court of Venus where the hero is tempted to forget this life and the life hereafter. Any book containing short synopses of Wagner's operas makes clear in a moment the appropriateness of these overtures.

The familiar "Bridal Chorus" from "Lohengrin" and a prelude to the third act of the opera will be heard, not only during the Toscanini hour, but on the Sunday evening Rising Musical Star program (with chorus). The equally popular festival march in the third act of "Tannhauser" is scheduled for both the Radio City concert and the Cities Service program Friday night.

Though the music of Wagner demands considerable attention on various programs this week, there are other highlights which must not be forgotten. An unusual program will be broadcast over the Columbia network Saturday by the Cincinnati Conservatory of Music, featuring the poetic A-Minor piano concerto by Grieg and the dynamic Magnificat in D of Johann Sebastian

Famous Conductor



This striking study of Arturo Toscanini, conductor of the NBC Symphony Orchestra, which broadcasts Saturdays at 10:00 p. m. (E.S.T.), over NBC, including WCKY, was made by Bettina Steinke, who has prepared other charcoal drawings of the orchestra.

Well Known Conductors Will Follow Toscanini

Carlos Chavez, noted composer and conductor of the Symphony Orchestra of Mexico City, Artur Rodzinski, Pierre Monteux, Sir Adrian Boult and Bernardino Molinari have been scheduled to direct the NBC Symphony Orchestra following Arturo Toscanini's last broadcast on Saturday, March 5, it was announced recently by the National Broadcasting Company.

This announcement signifies the continuance well into June of the hour-and-a-half Saturday night broad-

casts by the NBC Symphony Orchestra under world-famous conductors.

Chavez, distinguished Mexican conductor already known to American concert and radio audiences through his former guest appearances in the United States, will follow Arturo Toscanini, directing the broadcasts on March 12 and 19.

Artur Rodzinski, brilliant conductor of the Cleveland Orchestra, the original drill-master of the NBC Symphony Orchestra and conductor of three of its broadcasts, will return for the programs of April 2, 9, and 16.

According to present plans, Pierre Monteux, France's foremost conductor and regular leader of the San Francisco Orchestra, who conducted the first three programs of the NBC Symphony Orchestra, will be on the podium for the broadcasts of April 23 and 30.

Sir Adrian Boult, distinguished conductor of the BBC Symphony Orchestra in London, is scheduled to conduct on May 14 and 21.

Bernardino Molinari, famous as the maestro of the Augusteo Concerts in Rome, and widely known in this country as guest conductor, is expected to follow Sir Adrian.

Conductors for the dates not mentioned above will be announced as determined.

Bach. Efreim Zimbalist, talented Russian violinist, will be heard in a concerto by Jan Sibelius with the New York Philharmonic on Sunday. A seldom performed symphony by the Englishman, Sir Edward Elgar, is coupled in the same program. Giovanni Martinelli, recovered from his unfortunate experience last week at the Metropolitan, will sing two selections by Bizet on the Ford hour, the flower song from "Carmen" and the magnificent "Agnus Dei." The Rochester Civic Orchestra will give an entire hour Monday to the works of Cesar Franck, featuring the "Symphonic Variations," with Major John A. Warner, Superintendent of the New York State Police, deserting vocation for avocation at the piano.

Tennessee Ramblers



The Tennessee Ramblers, heard on WCKY, Cincinnati, week-day mornings at 7:45 (E.S.T.), have just returned from a trip to the great open spaces, which included a Hollywood sojourn. Left to right, Smilin' Curly Campbell, Kenneth "Pappy" Wolfe, Montana Jack Gillette, Millie Baynam, and Fred "Happy" Morris. Seated is Announcer Elmer Baughman, reading fan letters which the Ramblers get by the bushel.

U. S. vs. England In NBC Spelling Bee

The United States and England will be linked for the second time in an international spelling bee when two teams of contestants drawn from various walks of life battle for orthographic supremacy on Sunday, March 6, from 12:00 Noon to 12:45 p. m. (E.S.T.), over NBC, including WCKY and WLS.

Each team will consist of a well-known business man, an actress, a writer, a well-known broadcaster, an international tennis player, an army colonel, a schoolboy and a secretary.

Paul Wing, NBC's Spelling Master, will line up the American spellers in the NBC Radio City studios, and announce the words to be spelled. The British team will broadcast from a BBC studio, with Tom Woodrooffe, BBC commentator, officiating.

An intricate two-way hook-up will enable contestants on both teams to hear their opponents.

C. I. O. vs. A. F. of L. on Town Meeting Program

A heated discussion of labor problems between officials of two warring labor factions will be broadcast from New York's Town Hall when Homer Martin, president of the United Automobile Workers of America, a C. I. O. affiliate, and John P. Frey, vice-president of the A. F. of L., present their arguments during the America's Town Meeting of the Air broadcast, on Thursday, March 10, at 9:30 p. m. (E.S.T.), over NBC, including WCKY, and WLS.

The two labor union executives will

Parky Gets Gag



The gag seems to be on the noted comedian, Parkyakarkus, this time. He is heard on the Al Jolson show, Tuesdays at 8:30 p. m. (E.S.T.), over CBS, including WKRC, WHIO and WHAS.

offer their contrasting views on the subject, "How Can Labor Settle Its Differences?" Following the formal presentation of speeches, George V. Denny, Jr., president of Town Hall, Inc., will lead the studio audience in a question and answer period, directed at the speakers.

Don Voorhees has bought new fishing equipment for trout casting soon.

Amanda Snow bakes lemon meringue pies for people she likes.

Herrmann to Direct Handel Series with Columbia Orchestra

A new series of Monday programs in which all of the twelve famous Concerti Grossi, or Grand Concertos, for strings of the early eighteenth-century composer George Friedrich Handel are to be played by the Columbia Cham-

ber Orchestra, under Bernard Herrmann's direction, beginning March 7, from 4:00 to 4:30 p. m. (E.S.T.), over CBS, including WKRC, WHAS and WHIO.

The eighteenth-century concerto grosso was characterized chiefly by the use of a small group of solo instruments, the "concertino," set off contrastingly against the background of the full orchestra usually made up of strings and harpsichord.

Handel's twelve works employed a

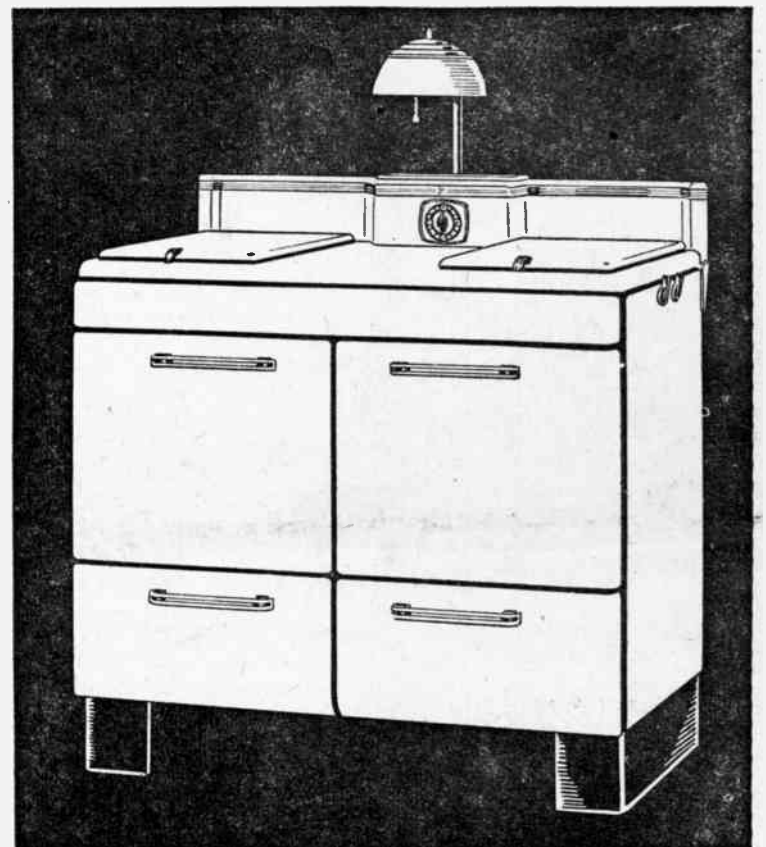
concertino of two solo violins and cello, supported by the full string band and the customary "continuo," or figured bass, for harpsichord. The great Saxon contemporary of Bach (both were born in 1685) composed the "Twelve Grand Concerto," as he named them, within the period of a month and a day, between September 29 and October 30, 1739.

Herrmann will also direct on each program a contrasting work by a modern composer.

SEE... THE NEW CROSLEY Mystic Oven GAS RANGE



The newest Crosley household appliance, the next step in kitchen modernization, particularly designed to make cooking easier, simpler, less tiring. Sparkling new beauty at low cost.



DUAL OVEN

DeLuxe model gas range combines all the modern features found in the better gas ranges. Six standard model ranges also available.

Model K821
Illustrated

AT YOUR CROSLEY DEALER!

The CROSLEY DISTRIBUTING CORPORATION
3401 Colerain Ave.

Cincinnati, Ohio