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Radio Dial

WEEK ENDING DECEMBER 31, 1937



LEE WOOD
WOMEN LISTEN
TO HIM
See Page 4

TOSCANINI IN ROLE OF GUEST CONDUCTOR
TIBBETT TO APPEAR ON PERMANENT SHOW

TIBBET, KOSTELANETZ IN NEW SERIES

"Double Talk" Hecklers



Originators of their own brand of heckling and "double talk," Shaw (left) and Lee, veteran vaudeville, musical comedy and radio comedians, will be featured on CBS' program, "Double or Nothing" which makes its debut over CBS, December 26 at 6:30 p. m. (E.S.T.)

Heidt Brigadiers Begin New Series Over NBC Network

Horace Heidt and his Alemite Brigadiers will begin a weekly series of broadcasts over NBC, including WLW, WLS and WSM on Tuesday, December 28, from 9:00 to 9:30 p. m. (E.S.T.)

Heidt will be assisted in the weekly programs by such well known specialty performers and singers as Lysbeth Hughes, singing harpist; Alvino Rey and his singing guitar; Larry Cotton, tenor; Charlie Goodman, baritone; Bob McCoy, basso; the Glee Club; Yvonne King, of the Four Kings, and the Three Trumpeters.

A six-footer, weighing 190 pounds, Heidt was a star athlete at Culver Military Academy and the University of California until a broken vertebra ended his athletic career. He organized his Brigadiers on the campus of the University of California. After graduation, the group met with wide success, first in California, and later throughout the United States and abroad.

Sunday Players Present "A Child Is Born"

With the broadcast of their story of the first Christmas, which has become a Christmas classic on two hemispheres, the world's most famous Sunday radio feature comes to station WKRC, at 2:00 Saturday afternoon, December 25, for a year's engagement.

The Sunday Players of Hollywood had their origin in Colorado Springs six years ago as a "Little Theatre" group under the patronage of Boardman Robinson, the well known painter and illustrator, and other intelligentsia.

Although sponsored by a group with more or less liberal ideas, the Little Theatre Players selected as their most ambitious radio offering over Station KVOR, a story of the first Christmas, written by Chase Varney, an art pupil of Boardman Robinson, and called, "A Child Is Born."

This was on Christmas Eve, 1931. The following morning the Little Theatre Players awoke to find themselves famous. A long engagement over KLZ, in Denver, followed, then six months on KFI, Los Angeles, and after that, permanently incorporated as The Sunday Players.

World-Famous Singer To Appear Weekly As Soloist

Lawrence Tibbett, distinguished American baritone of the Metropolitan Opera Company, will appear as soloist with Andre Kostelanetz and his orchestra in a new series of programs over CBS, including WKRC, WHAS and WHIO, Wednesday, December 29, from 9:00 to 9:30 p. m. (E.S.T.).

Tibbett will offer no less than five songs on each broadcast and, while not adhering exclusively to American music, plans to include in each week's concert what he considers the best songs by native composers. His first program includes numbers by George Gershwin and Cole Porter.

Kostelanetz has planned many striking features for the series and intends to present many of his brilliant arrangements of America's finest popular music.

Tibbett was one of the first operatic artists to be featured in radio. He was the first singing star of talking pictures as well. And he was the first great modern concert baritone to become a major box-office attraction, a feat previously accomplished almost exclusively by tenors.

Tibbett's return to the Columbia network marks his first regular radio series in two years. His December 29th program with Kostelanetz will occur just a week after his first appearance of the season at the Metropolitan Opera House.

A Busy Girl



Lucy Gillman, red headed and blue-eyed, is one of the country's leading juvenile radio stars and the busiest 12-year-old girl in Chicago. Lucy puts in a full day in school, then takes the part part of Dorothy Hart, national president of the "Junior Nurse Corps," broadcast over the NBC-Blue network and WLW at 5 p. m., (E.S.T.) daily except Saturday and Sunday.

Women in White



Luise Barclay, NBC actress, will play the lead role in "Women in White," a new serial which replaces "Today's Children" on NBC.

Solemn Pontifical Mass To Be Celebrated By Chicago Archbishop

Solemn Pontifical Mass, to be celebrated by His Eminence George Cardinal Mundelein, Archbishop of Chicago, will be broadcast over CBS, including WKRC and WHIO, on Christmas Day, Saturday, December 25, from 1:00 to 2:00 p. m. (E.S.T.). The mass, which will be celebrated at Holy Name Cathedral in Chicago, is one of the three annual pontifical masses at which the Cardinal officiates.

Dignitaries of the Catholic Church who will assist the Cardinal are Msgr. Joseph P. Morrison, rector of the Cathedral, and Msgr. James J. Horschburgh, Director of the Society for the Propagation of the Faith, who will act as Assistant Priests; Rev. Daniel C. Fullmer as Deacon; Rev. Joseph A. Wagner and Rev. Edward Smaza as Subdeacons; Rev. Patrick J. Hayes as Master of Ceremonies; Rev. Harold H. Sieger as Assistant Master of Ceremonies; and Rev. John D. Fitzgerald as Notarius.

Liturgical music will be supplied by the Cardinal's Cathedral Choristers of 90 male voices under the direction of Rev. Edwin V. Hoover, Mus. D.; the Cathedral Symphony Orchestra of 28 pieces, and the Quigley Gregorian Plain Chant Choir, directed by Rev. Peter J. Cameron.

Jepson, Dickson To Help Celebrate GM "Request Night"

Helen Jepson, noted American soprano, and Donald Dickson, young American baritone, will be heard as soloists with the General Motors concert Orchestra, Sunday evening, December 26, when that program is broadcast over NBC, including WCKY and WLS, from 8:00 to 9:00 p. m. (E.S.T.).

Mishel Piastro, concert violinist, and Armando Palacios, a young concert pianist from South America, also will appear on the program as guest artists. It will be the latter's American debut.

The program will be in the nature of a "second Request Night." A few weeks ago a regularly scheduled "Request Night" was included among the programs of the season, which have this year borne titles indicating the composers, type or nationality of music displayed.

The program:

- "Tales from the Vienna Woods" Strauss
General Motors Symphony Orchestra
- "Valentine's Air" from "Faust" Gounod
Donald Dickson
- "Ave Maria" from Cavalleria Rusticana" Mascagni
Helen Jepson
- "Malaguena" Lecuona
Armando Palacios
- "Humoresque" Tchaikovsky
General Motors Chorus
- The Parade of Scientific Progress John B. Kennedy
- "Andante Cantabile" Tchaikovsky
General Motors Symphony Orchestra
- "Prize Song" from "Die Meistersinger" Wagner
Mishel Piastro
- (a) "Air du miroir" from "Thais" Massenet
Helen Jepson
(b) Duet from "Thais" Massenet
Helen Jepson and Donald Dickson
- "Ride of the Valkyries" from "Die Walkure" Wagner

English Choristers Are Heard In Special Broadcast From N. Y.

The touring English Boy Choristers, ten youngsters from eleven to thirteen years of age, who have been chosen from churches in every part of their homeland, will be heard in a special program of Christmas music, Saturday, December 25, from 3:45 to 4:00 p. m., (EST), over CBS including WHAS and WHIO. They will sing from a New York hotel.

Some of the Choristers were heard in America during the ceremonies connected with the Coronation. They are selected from small choirs and brought to the London Choir School where they are trained under the direction of Carlton Barrow, who is now with them in the capacity of director.

Their program includes "A Babe Lies in A Cradle," "Sleep Holy Babe," "Bethlehem Land," and "O Holy Night."

XMAS SPIRIT MONOPOLIZES NETWORKS

"Romeo et Juliette" To Feature Sayao, Crooks In Met Matinee

"Romeo et Juliette," Gounod's operatic version of Shakespeare's immortal love drama against the background of fued between the Montagues and the Capulets, will be broadcast in full direct from the stage of the Metropolitan Opera Christmas Day, December 25, beginning at 1:55 p. m. (E.S.T.) over NBC, including WCKY, WLW and WSM.

Bidu Sayao, Brazilian soprano, will be Juliette, and Richard Crooks, American tenor, will sing Romeo.

This opera, the second most popular by Charles Gounod, is being performed for the first time in two years at the Metropolitan. It came into the Opera's repertory in 1891 and with it came three of the great stars of early Metropolitan history—Emma Eames, and Jean and Edouard de Reszke.

In Saturday's broadcast performance, Frere Laurent, the introduced by Edouard de Reszke, will be sung by Ezio Pinza, great Italian basso. The conductor will be Maurice de Abravanel.

The libretto of "Romeo and Juliette" more or less follows the text of Shakespeare's play. Capulet, a Veronese noble, is marking his daughter's debut into society with a masked ball. Romeo, a member of the enemy family, the Montagues, accosts Juliette and immediately falls in love with her.

Frere Laurent later secretly unites the pair in marriage, hoping that the union will reconcile the families; but Romeo's imprudent page, Stephano, arouses the anger of a Capulet and a fight ensues in which Romeo, fighting to avenge the death of a friend, kills Tybalt.

For this, Romeo is banished by the Duke of Verona, but first meets Juliette in the Capulet house. Frere Laurent, in order to help Juliette avoid marriage with Paris, gives her a potion that will throw her into a trance for forty-eight hours.

She apparently dies and is placed in the burial vault of the Capulets. Romeo, forces the door to gain one last glimpse of his bride, then drinks a deadly poison. The reviving Juliet has only time to bid her husband farewell before his death. In despair, she stabs herself.

The complete cast:

Juliette.....Bidu Sayao, soprano
Stephano...Lucielle Browning, mezzo-soprano
Gertrude.....Doris Doe, contralto
Romeo.....Richard Crooks, tenor
Tybalt.....Angelo Bada, tenor
Benvolio.....Max Altglass, tenor
Mercutio.....John Brownlee, baritone
Paris.....Nicholas Massue, tenor
Gregorio.....Wilfred Engelman, baritone
Capulet.....Norman Cordon, basso
Frere Laurent.....Ezio Pinza, basso
The Duke of Verona.....Louis D'Angelo, baritone
Conductor.....Maurice de Abravanel
Chorus Master.....Fausto Cleva
Stage Director.....Desire Defrere

Hollywood Cinderella



Lois Collier, movie extra of yesterday, today is the leading lady of "Hollywood in Person," broadcast over CBS including WKRC, Mondays through Fridays, at 1:45 p. m. (E.S.T.).

King of Jazz



Paul Whiteman, better known as "The King of Jazz," replaces "Music from Hollywood" starring Alice Faye's songs and Hal Kemp's music commencing Friday, December 31, broadcast over CBS, including WKRC, WHAS, and WHIO.

Barrymore In Dickens' "Christmas Carol"

Broadcast To Follow "Hollywood Hotel" Christmas Day

Lionel Barrymore as Scrooge, in Charles Dickens' immortal "A Christmas Carol," a portrayal which has become an annual event in radio, will join forces with "Hollywood Hotel's" guest stars and cast in a gala hour and three-quarter Christmas Day broadcast over CBS, including WKRC, WHAS and WHIO, Saturday, December 25, from 4:00 to 5:45 p. m. (E.S.T.).

Tommy Kelly, Jackie Moran, Ann Gillis, May Robson, Victor Jory, Marcia Mae Jones, Donald Meek, Olin Howland and David Holt will present scenes from their latest picture, "Tom Sawyer," during "Hollywood Hotel."

Barrymore was first heard as Scrooge several years ago during a half-hour dramatization. So great was the response to this program that the sponsor signed him to a five-year contract—one of the most unusual in the history of the entertainment world—to appear each Christmas as the hard-bitten, miserly man who closed his eyes and heart to the spirit of Christmas and the joy of living.

The eminent actor says he has become increasingly intrigued with the role. New facets in the characterization of Scrooge are added with each annual portrayal, so that the part shines as brightly as any that Barrymore has created in his many years before the footlights and cameras.

There will appear in support of Lionel Barrymore a cast of competent performers in the familiar roles of Tiny Timm, Bob and Mrs. Cratchit and the Ghost of Christmas.

Shapely Hands Win Honors



This year it is pretty Lucille Manners, star of the "Cities Service Concerts" program, who wins the coveted "Jerome Radio Award For Beautiful Hands." Lucille is the winsome miss who has achieved outstanding network honors in less than a year. Jerome is the noted New York beauty authority whose New York Penthouse Salon is internationally famous.

The program is broadcast over the NBC-Red network, including WSAI, each Friday, at 8:00 p. m. (E.S.T.)

Christmas Night To Mark Toscanini's Debut With NBC Symphony Orchestra

Arturo Toscanini will inaugurate his series of broadcasts as guest conductor of the NBC Symphony Orchestra Christmas night, December 25, at 10:00 p. m. (E.S.T.) over NBC, including WCKY, in a program consisting of the Vivaldi D Minor Concerto Grosso, Mozart's G Minor Symphony and Brahms' First Symphony.

Toscanini will conduct the orchestra, which has met with enthusiastic acclaim, in Vivaldi's Concerto Grosso in D Minor, Opus 3, No. 11; Mozart's Symphony in G Minor, and Brahms' Symphony in C Minor, No. 1. In returning to America to conduct the NBC Symphony, Toscanini comes back to the land where he has scored personal triumphs as great as any in the annals of his art.

It was during his seven years of association with the orchestra of the Metropolitan Opera House that he rose from the rank of fine conductors to the pinnacle of individual

supremacy. When he left the United States it was thought that his incomparable genius was to be lost to American music lovers. Then, on February 5 of this year, David Sarnoff, President of the Radio Corporation of America, announced the receipt of a radiogram from the maestro. radiogram from the maestro accepting an invitation to play in America.

CONTEST RESULTS

Owing to the large number of entries in RADIO DIAL's contest to select a new name for the Listener's Exchange column, the results will be postponed until the next issue of the DIAL. The publisher of RADIO DIAL wishes to thank the readers for such a large response.

EDITOR.

RADIO DIAL

wishes its readers

A Very

Merry Christmas

Weekly RADIO DIAL

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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

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THE GOOD NEIGHBORS

During the next few days the short waves will carry special Christmas programs from just about every country with a station capable of world-wide coverage. The more pretentious of these will be relayed by our networks. And owners of all-wave sets will be able to dial others for themselves.

In the course of these Yuletide programs somebody is sure to declare that broadcasting has brought the world closer together. With appropriate allusions to "good will among men," it will be pointed out that radio makes for greater international understanding by wiping out distance and providing direct contact between the peoples of the earth.

Particularly at the Christmas season, it would be pleasant to accept these familiar claims at face value. But, unfortunately, the facts point in an opposite direction.

Not that world-wide reception is a myth. Under average conditions it is a simple matter to dial Europe and South America. And under good conditions every continent can be heard on a high-grade modern receiver.

It is the use being made of this world-wide communication that raises ironic doubts about radio bringing the nations of the earth closer together.

Reception itself is an instance. On the short-wave program bands there are not only too many stations for comfort. Many of them show such calloused disregard for the rights of others that interference cuts programs to ribbons.

And the contents of these programs are still more revealing.

Those from the dictatorship countries are notorious for propaganda. They not only preach their particular isms, but bitterly attack counterisms. To them, radio is primarily just a weapon of verbal warfare.

South and Central American broadcasting is ironic on another score. Though most of these stations cover the English-speaking United States consistently, most of their programs are aimed at the Spanish-speaking home audience, where few listeners have all-wave sets.

Our own short-wave stations are not guiltless on the same count. Until recently the bulk of programs carried by our "international broadcasting stations" lacked even national interest. In fact, commercial programs peddling wares that can be bought only in a single city shop are still being wanted to the far corners of the world.

All these things are not being set down merely with a perverse desire to "throw cold water." Christmas should be a joyous season. But neither is anything to be gained by blinking the facts.

In short-wave broadcasting the engineers have given the world an unprecedented means of intimate contact. But whether that contact produces a better understanding or just the "familiarity that breeds contempt" is still debatable.

The situation seems to demonstrate on an international scale that being good neighbors is one of the more difficult arts.

Lee Goldsmith—Glib Ad-Libber

Yes, thousands of women listen to him daily on the Household Hour over WCKY. With Mary Jane he presents this offering under the nom-de-kilocycle of Lee Wood.

As Lee Goldsmith he is studio director of the L. B. Wilson station.

Lee claims the distinction of being the dean of Cincinnati air-men. He

has been in radio locally since WCKY opened in 1929.

Informality is the keynote of his radio technique and among the profession Lee has the reputation of being one of the most glib ad-libbers in the business. Among his more intimate associates he has the name of being one of the most prolific punsters.

CHAMPIONS OF 1937

Motion Picture Daily through a nationwide poll has declared the following as the leaders in their respective fields. RADIO DIAL lists the top five in each group.

OPEN CHAMPIONS

Charlie McCarthy,
Jack Benny,
Bing Crosby,
Fred Allen,
Rudy Vallee.

MOST EFFECTIVE FILM PLAYERS

Bing Crosby,
Don Ameche,
Edward G. Robinson,
Jeanette MacDonald,
Bob Burns.

VOCALISTS: MALE (POPULAR)

Bing Crosby,
Kenny Baker,
Lanny Ross,
Frank Parker,
Nelson Eddy.

VOCALISTS: MALE (CLASSICAL)

Nelson Eddy,
John Charles Thomas,
Richard Crooks,
Lauritz Melchior,
Lawrence Tibbett.

VOCALISTS: FEMININE (POPULAR)

Frances Langford,
Kate Smith,
Jeanette MacDonald,
Alice Faye,
Virginia Verrill.

VOCALISTS: FEMININE (CLASSICAL)

Lily Pons,
Jeanette MacDonald,
Jessica Dragonette,
Grace Moore,
Gladys Swarthout.

COMEDIANS

Jack Benny,
Charley McCarthy,
Fred Allen,
Bob Burns,
Eddie Cantor.

COMEDIENNES

Gracie Allen,
Beatrice Lillie,
Sheila Barrett,
Mary Livingston,
Jane Ace.

COMEDY TEAMS

Burns and Allen,
Fibber McGee and Molly,
McCarthy-Bergen,
Benny-Livingston,
Amos 'n' Andy.

DRAMATIC SERIES

Lux Radio Theatre,
"One Man's Family,"
"First Nighter,"
Columbia Workshop,
March of Time.

COMEDY SERIES

Jack Benny,
Amos 'n' Andy,
Fibber McGee and Molly,
Town Hall Tonight,
Lum 'n' Abner.

(Continued on page 13)



TEN EYCK SCRIBBLES

IN WHICH WE DASH OFF A FEW SHORT NOTES TO RADIO PERFORMERS . . . To Paul Sullivan:—Paul, you do a grand program and you have an excellent sponsor. The pronunciation of foreign words and prolix, verbose phraseology rolls off your polished tongue like buttered asparagus from a whirling phonograph disc. But the guy that writes the commercial plug before you start orating should have his brains plowed under. For sustained uninterest is has no equal . . .

To Boss Johnston:—How's everything down on the farm tonight. Radio needs more guys like you Boss and some of yor anemic announcers could stand a few copious feedings from your bounteous table like you used to hand out to me. Merry Xmas, Boss, and don't dip your chin into the cider bucket too often over the holidays. Remember what happened when Grandpa Tarbaby and your pappy Jughead Johnson used to get together. . . .

To Lee Goldsmith:—You gave me the grandest present of all when you

started me in this business so many years ago. I've often thought how I'd like to enbalm you personally or send telegram of condolence if you should happen to break a leg. But the old Xmas spirit has me like old rocking chair has L. B. Wilson so I'll drink an extra kerosene highball for both of you this year . . .

To Boake Carter and Lowell Thomas:—Gentlemen, you are so consistently good I'm going to send each of you a Xmas card that was printed in Japan. Also I'm sending a picture of our woodpile at home in which a chinaman is hiding. You've both been looking for him so long I had to try to assist some way . . .

To Chuck Gay:—I am sending you Xmas greetings engraved on the head of a pin. This will represent the sum total of good publicity you gave me last year . . . (and now for the tenderest greetings of all) . . .

To my announcing staff at WSMK.
(Continued on page 13)

HITS of the WEEK

(All Times Are Eastern Standard)

SATURDAY, DECEMBER 25.

Tito Schipa, Metropolitan Opera tenor, guest on "Your Hit Parade"—10:00 p. m., WKRC, WHAS, WHIO.

Arturo Toscanini, guest conductor of NBC Symphony Orchestra—10:00 p. m., WCKY.

"Tom Sawyer" presented on "Hollywood Hotel"—4 p. m., WKRC, WHIO, WHAS.

Lionel Barrymore in Dickens' "A Christmas Carol"—5:00 p. m., WKRC, WHIO, WHAS.

SUNDAY, DECEMBER 26.

Foreign News Broadcast—1:30, WHAS, WHIO.

Magic Key of RCA—2:00, WLW, WLS, WSM.

Guionar Novacs, pianist, guest, Philharmonic-Symphony—3:00 p. m., WKRC, WHAS.

"Double or Nothing" with Shaw and Lee, makes its debut—6:30 p. m., WKRC, WHAS, WHIO.

John Charles Thomas, baritone, on "Vick's Open House"—7:30 p. m., WKRC, WHAS, WHIO.

Helen Jepson, Donald Dickson, on General Motors Concert—8:00 p. m., WCKY, WLS.

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

MONDAY, DECEMBER 27.

Lauritz Melchior, tenor, guest with Philadelphia Orchestra—9:00 p. m., WCKY, WLS.

TUESDAY, DECEMBER 28.

Ruby Keeler, guest on Al Jolson's Show—8:30 p. m., WKRC, WHAS, WHIO.

"Kidoodlers" on "Watch The Fun Go By"—9:30 p. m., WKRC, WHAS, WHIO.

WEDNESDAY, DECEMBER 29.

Alice Faye and Tony Martin, guests with Eddie Cantor—8:30 p. m., WKRC, WHAS, WHIO.

Lawrence Tibbett, soloist, with Andre Kostelanetz Show—9:00 p. m., WKRC, WHAS, WHIO.

THURSDAY, DECEMBER 30.

"Hollywood Showcase" returns—10:00 p. m., WKRC, WHIO.

FRIDAY, DECEMBER 31.

Paul Whiteman replaces Hal Kemp's orchestra—8:30 p. m., WKRC, WHAS, WHIO.

SPECIAL BARGAIN OFFERS ON BOOKS

RADIO DIAL has been able to secure the following books at amazingly low prices and therefore offers them to its readers at an almost unbelievable price.

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by Rudyard Kipling
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by Henry Wadsworth Longfellow
A Tale of Two Cities,
by Charles Dickens
Silas Marner,
by George Eliot
Tales from Shakespeare,
by Charles and Mary Lamb



Gulliver's Travels,
by Jonathan Swift
Aesop's Fables,
by Aesop
Dicken's Christmas Stories,
by Charles Dickens
Robinson Crusoe,
by Daniel Defoe
The Gold Bug,
by Edgar Allen Poe
Little Women,
by Louisa M. Alcott
Little Men,
by Louisa M. Alcott
Pinocchio,
by C. Collodi
Tom Brown's School Days,
by Thomas Hughes

The House of Seven Gables,
by Nathaniel Hawthorne
King Arthur and His Noble Knights,
by Mary MacLeod

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"Mary Jane"



Pictured here is Albirda Haines who plays the part of Mary Jane in "The Freshest Thing in Town" broadcast over WKRC Mondays through Fridays at 5:15 p. m. (E.S.T.). She is a graduate of the Schuster-Martin School of Dramatics.

Play "Tom Sawyer"



Tommy Kelly (top) and Jackie Moran (below) will play the roles of Tom Sawyer and Huckleberry Finn, respectively, when they appear on the "Hollywood Hotel" broadcast, Saturday, December 25, at 4 p. m. (E.S.T.), broadcast over CBS, including WKRC, WHAS, and WHIO.



If his show-stopping appearance on the December 12 Ford Hour is any guide, Galliano Masini should be able to name his own price for a 1938 radio contract. The dial-twister wouldn't go so far as to say the newcomer to the American air is a second Caruso. But certainly he's one of the finest operatic tenors to grace a microphone in many a moon. Next to his superb voice, his appearance on the Ford Hour emphasized the absurd straight-jacket radio programs put on themselves. After his first number, the audience—both visible and invisible—wanted more and yet more of Masini. Had it been a non-radio concert, he would have been called back for many encores, and the orchestral numbers ditched. But being a radio program, it had to follow its appointed course, no matter how much listeners missed. This tyranny of the stop-watch can be plain silly.

So Bill Hay stays on as Amos and Andy's announcer when they change sponsors next month. It's to be hoped that he'll have better commercials to read. Those Pepsodent blurbs have been going from bad to worse.

That scene from "Of Mice and Men" on the December 9 Valle

Hour was a tantalizing morsel of red meat. Even though it was painstakingly expurgated, the fragment created the mood of the Steinbeck gem. Given a full hour or more, the play could make radio drama history. Lux Theater directors please note.

Making Jack Smart available is the chief advantage of having Fred Allen's show produced in Hollywood. Jack is one of the funniest character actors radio has turned up.

Electrical engineers probably don't listen to Your Unseen Friend. And it's fortunate that they didn't hear the December 11 edition. This "true life" drama had a lone man in charge of a noiseless powerhouse. But amazing as that was, it was only the beginning. The climax hinged on service to a whole community having to be "killed" because of a short-circuit in an industrial plant. The only reasonable explanation of this was cock-eyed design or a faulty circuit-breaker, neither mentioned. Just in case engineers might listen, it would be well to have future scripts checked for technical credibility.

The hardships early-morning an- (Continued on page 13)

SPECIAL OFFER

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Name.....

Address.....

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

PROGRAMS FOR SATURDAY, DECEMBER 25

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Message of Israel: Barnett R. Brickner, Cleveland Rabbi, guest speaker. Organ Music. WJZ WLS WCKY kdka whk wave wire wham wowo
—Al Roth's Orchestra. WEAf wgy wtam wmaq who wdf kw

Shots; Novelodeons, male trio; Lulu Belle and Arkie, songs; Uncle Ezra, Maple City Four, and Joe Kelly, m. c. WJZ WLW WLS kdka wham whk wave wfa wbp
—Headlines of 1937: Dramatization of the 10 biggest stories of 1937; Associated Press Editors. WEAf wgy wtam wmaq who wdf

Haile Selassie To Offer Xmas Greetings From London, England

Haile Selassie, deposed emperor of Abyssinia, will send Christmas greetings to America in a trans-Atlantic broadcast through the facilities of the BBC and CBS, including WKRC and WHAS Saturday, December 25 from 12:30 to 12:45 p. m., (EST) from London, England.
The exiled king will speak six minutes in his native Amharic language, and E. R. Murrow, Columbia's foreign representative, will follow with a translation of the greeting.
Lucille Manners has mailed more than 5,000 copies of her favorite photo this year.

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



PROGRAMS FOR SUNDAY, DECEMBER 26



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Sunday, December 26, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME
5:00—Metropolitan Opera Auditions of the Air: Wilfred Pelletier conducting the Metropolitan Opera Orchestra and guests. WJZ WCKY WLS WSM wham kdka whk wowo wfla wave kvoo wbp wgy
—Ry-Krisp Presents Marion Talley; Orchestra direction Josef Koestner. WEA F WSAI wmaq kyw wire wjz wgy wtm wma wjz who wdf
—Silver Theatre: Guests: Conrad Nagel, director and narrator; dramatic sketch. WABC WKRC WHAS WHIO wcau wcco wgar wfbm kmox wadc wbbm wjr kmcb wgst
5:30—Guy Lombardo and his Orchestra WABC WHAS wjr wgar wfbm kmcb wcau kmox wvva wwl
—The Time of Your Life—Shella Barrett, Joe Rines, comedian and orchestra leader; Graham McNamee, m. c.; WEA F WLW WSM kyw wgy wire wmaq who wdf wjz kstp
—Smilin' Ed McConnell. WJZ WCKY WLS kdka wham wspd
5:45—George Hessberger's Orchestra. WJZ WCKY WLS whk wham wave
6:00—Joe Penner with Jimmie Grier's Orchestra: Gene Austin, tenor; Julie Gibson, vocalist, and Coco and Malt, comedians. WABC WKRC WHAS wjr wfbm wgar wcau wbt wcco wbbm
—Original Microphone Play. WJZ WCKY wave wire wham wowo whk

ley's orchestra and guests. WABC WKRC WHAS WHIO wfbm wjr wgar wcau wadc wsb wvva wbt wgst
—Fireside Recitals, featuring Helen Marshall, soprano; Sigurd Nilssen, basso; Frank St. Leger, pianist-composer. WEA F WSAI wmaq wgy wdf wtm wjz who wire kyw
—The Baker's Broadcast with Ozzie Nelson's Orchestra. Harriet Hilliard and Peg Murray. WJZ WCKY WLS WSM wham wave kvoo wfla kstp kdka whk
7:45—Interesting Neighbors—Jerry Belcher. WEA F WLW kyw wgy wtm wjz wmaq who wdf wire
8:00—The Chase and Sanborn Program: Starring Nelson Eddy; Don Ameche, m. c.; guest star; Edgar Bergen and Charlie McCarthy; Dorothy Lamour; The Stroud Twins; Robert Armstrong's Orchestra; Guest. WEA F WLW WSM wtm wire wjz wdf kstp kvoo wfla wgy kyw wave wmaq wfla who
—General Motors Concerts—Symphony orchestra. John B. Kennedy, commentator, Erno Rapee, conductor; Guests. "Parade of Scientific Progress"; Helen Japson, Donald Dickson, guests. WJZ WCKY WLS kdka wham whk
—"People's Choice." WABC WHAS WKRC WHIO wbbm wfbm wgar wvva wsb wbt wcco
8:30—"Earaches of 1938," with Harry Conn. WABC WKRC WHIO WHAS wjr wwl wadc
9:00—Manhattan Merry-Go-Round: Pierre Le Kreeun, tenor; Rachel Carlay, blues singer; Don Donnie's Orchestra; Men About Town Trio. WEA F WSAI WSM wgy wtm wjz wmaq who wdf kstp wave wfla wire wfla
—Ford Sunday Evening Hour: Richard Bonelli, guest; Symphony Orchestra and Chorus, direction Eugene Ormandy. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmcb wcau kmox wadc wsb wvva wbt wsa wjz wcco wire wham wmaq wfla wowo
—Hollywood Playhouse presents Tyrone Power. Dramatic Sketch with guest artist. Orchestra direction, Harry Sosnick. WJZ WLW WENR kdka whk wham
9:30—The Jergens Program with Walter Winchell. WJZ WLW WENR kdka wham
—American Album of Familiar Music, with Frank Munn, tenor; Jean Dickenson, soprano; The Haenchen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEA F WSAI WSM kyw wgy wtm wjz who wfla wdf wmaq wfla wire wave kstp kvoo
9:45—Irene Rich for Welch.. WJZ WCKY WENR kdka whk wham
10:00—Rising Musical Star Program: Alexander Smallens and Symphony Orchestra; mixed chorus of seventy voices, direction Eugene Fuerst; Richard Gordon, commentator; guest artists. WEA F WSAI WSM kstp wire who wdf wfla wave kyw
—"Zenith Foundation." Orchestra and dramatic cast. WABC WKRC WHAS wjr kmcb wcau wfbm whk wadc wbt wbbm kmox wgst wwl wsa wcco
—Marek Weber's Hotel Stevens Orchestra. WJZ WCKY wham kdka whk wbp
10:30—Cheerio—Inspirational talk and music. WJZ WCKY WLS wham kdka whk wbp
—"Headlines and Bylines," with Trout, Kal-

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

PROGRAMS FOR MONDAY, DECEMBER 27

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS. Rows list programs and times from 6:30 to 11:45.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-The Pepsodent Program: Amos 'n' Andy WEAF WLW who wgy kwy
7:15-Music Is My Hobby: Dr. A. Lambert Cane, violinist. WJZ WCKY WENR kdka wave wfla wham wgar
7:30-Three Cheers N. WJZ WCKY WENR kdka wave wfla wham wgar

8:30-The Voice of Firestone: Richard Crooks, Metropolitan Opera tenor; Mixed Chorus; Symphonic Orchestra, Alfred Wallenstein, conductor. WEAF WLW WSM wgy kvoo wfla wmaq wdf wjz who kstp wfaa wave wire wtm kwy
9:00-Fibber McGee and Molly, comedy sketch, with Marion and Jimmy Jordan; Ted Weems and his Orchestra. WEAF WLW WSM kwy wtm wjz kvoo wgy wfla wmaq who wdf wfaa wave

Peter Van Steeden, in Hollywood with Fred Allen, will be separated from his family on Christmas for the first time since he has been married. Jean Hersholt, "Dr. Christian," will be heard in two broadcasts from New York.

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

PROGRAMS FOR TUESDAY, DECEMBER 28

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Tuesday, December 28, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. Includes detailed program descriptions for stations like WJZ, WABC, WCKY, WKRC, WSAI, WSM, and WHAS, such as 'Poetic Melodies', 'NBC Night Club', and 'Camel Caravan'.

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

PROGRAMS FOR WEDNESDAY, DECEMBER 29

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor; Franklin MacCormack, poetic reader, and orchestra. WABC WKRC wadc wvva wbt wgar wcau
8:00—One Man's Family, dramatic sketch. WEAFLWLWWSM wdf wfw wjw wtm who wmaq wfa wave wkw wlp wst wtp

Court of Human Relations moves from CBS to Mutual, January 9, under new sponsorship. Present sponsor will retain its time on CBS for a new show expected to feature A. L. Alexander.

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

PROGRAMS FOR THURSDAY, DECEMBER 30

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn MacCormack, poetic reader. orchestra. WABC WKRC wadc wvva wbt wgar wcau
—Amos 'n' Andy: Pepsodent Program. WEAF WLW wgy wtam kyy wwi who
—Hal Totten, sports. (NBC) wmaq
—Easy Aces comedy sketch featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk wire wham

WKRC WHIO WHAS wjr wbbm wgar wcau kmox wadc wcco wbt wgst wfbm kmcb
9:30—America's Town Meeting of the Air—Round table discussion featuring prominent speakers. George V. Denny, Jr., moderator. WJZ WCKY WLS kdka wham whk
10:00—Kraft Music Hall, starring Bing Crosby and Bob Burns, comedian; Johnny Trotter's Orchestra; guest artists. WEAF WLW WSM whk wgy wtam wjz wmaq wire wvva wwt wwf wwbm wfbm wgar wcau kmox wadc wcco wbt wgst wfbm kmcb
10:30—Columbia Workshop, dramatization. WABC WHAS wjr wbbm wgar wcau kmox wgst wwl wcco kmcb
—NBC Jamboree: Harry Kogen's Orchestra with guest artists. WJZ WCKY WLS kdka whk wire wham
11:00—Cab Calloway's Cotton Club Orchestra. WABC (WKRC WHIO on 11:15) wadc wbt wbt wcco kmox wgst
—"Poetic Melodies." (CBS) WHAS wjr wbbm wwl wcco kmox
—Eddie LeBaron's Rockefeller Center Rainbow Roon Orchestra. (NBC) WCKY whk wire wham
—Blue Baron's Orchestra. (NBC) wgy wtam wmaq who
—Eso News Reporter. WJZ only
—Pepsodent Program: Amos 'n' Andy. (NBC) WSM wdfw wfaa wmaq wire

Guest On "Open House"



John Charles Thomas poses here for an informal portrait at home. The operatic and concert baritone will make his second guest appearance on "Vick's Open House" program broadcast over CBS, including WKRC, WHAS, and WHIO, Sundays, at 7:00 p. m. (E.S.T.)
Jeanette MacDonald, regular star of the program, will not appear on the program as she is again on "location" for her latest movie picture.

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

PROGRAMS FOR FRIDAY, DECEMBER 31

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Friday, December 31, 1937, 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 McCormack, reader, and orchestra. WABC WKRC wgr wadc wcau wvva
7:15—Margaret Daum. (CBS) WKRC WHAS WHIO (WABC on 7:30) wadc kmox
7:30—Hendrik Willem Van Loom, commentator. WEAF only
7:45—Boake Carter, news commentator. WABC WKRC WHIO WHAS wjr wgr wbbm kmox wcau wcco kmcb wbt

Bess Johnson gets mail addressed: 'Mistress of Hilltop House.'
Johnny the Call Boy has a pass for all Madison Square Garden bouts.
Edgar Guest has been supported by more than 150 different dramatic actresses and actors since he started broadcasting.

"Your Hit Parade" Presents Reisman As Guest Conductor

Leo Reisman, dynamic band leader, will conduct "Your Hit Parade" over CBS including WKRC-WHAS and WHIO Saturday from 10:00 to 10:45 p. m., (EST), for three broadcasts beginning December 25. He will lead his musicians through individual arrangements of the ten hit tunes selected by the nation on that date and on January 1, and January 8.

Reisman, who was a song plugger at a dollar an afternoon when but ten years old, was offered a scholarship at the New England Conservatory of Music after an official had heard him demonstrating a song with both violin and piano. At the end of his musical education in that institution he became a concert violinist and at eighteen was first violinist with the Boston Symphony Orchestra.

After three years of indecision Reisman resolved his place in the musical world was wielding a baton and became the idol of the collegiate crowd in Boston shortly thereafter when his band was "discovered" playing at the now defunct Brunswick Hotel.

Through his society and collegiate engagements he came to the attention of New York talent scouts and in 1929 began playing at the Central Park Casino, then the mecca of the city's night life. He made his radio debut soon after and has been heard consistently on various programs since that date.

TEN EYCK SCRIBBLES

(Continued from page 4)

Gentlemen:—You are the biggest bunch of bums with real ability that could be assembled under one roof at one time. From our front door to the joint across the street you have worn a five-foot furrow in solid cement. You have caused me more headache than my sinus trouble and you are about as useful to my peace of mind as my total accumulation of Xmas bills. As a present to me this year could you please pay back the dough you have borrowed during the past twelve months. In any other station in the country you would be fired twice each week and still I worry along with you. However, I love all of you like a father, so merry Xmas just the same. (Don't forget to pay your debts.)

CHAMPIONS OF 1937

(Continued from page 4)

ORCHESTRA (POPULAR)

Andre Kostelanetz,
Guy Lombardo,
Benny Goodman,
Wayne King,
Horace Heidt,

ORCHESTRAS (CLASSICAL)

New York Philharmonic,
Philadelphia Orchestra,

They Sing Coast-to-Coast



The Smoothies—Babs, Charlie and Little, and the DeVore Sisters are heard at 7:15 p. m., (E.S.T.), Tuesdays and Thursdays in the popular "Vocal Varieties" program, originating at the Nation's Station and broadcast over the NBC-Red network.

Above, left, Babs adjusts her makeup just before program time. Right, the DeVore sisters, Billie, Ruth and Marjorie, and inset, left, Little Ryan, and right, Charlie Ryan. These six and eight men comprise the unique vocal orchestra heard on "Vocal Varieties."

Ford Symphony,
Frank Black's NBC Symphony
General Motors Concerts.

MUSICAL PROGRAM (POPULAR)

Lucky Strike Hit Parade,
Chesterfield-Kostelanetz Series,
Rudy Vallee's Variety Program,
Kraft Music Hall,
Horace Heidt's Brigadier's.

MUSICAL PROGRAMS (CLASSICAL)

Ford Sunday Evening Hour,
General Motors Concerts,
New York Philharmonic,
Cities Service Concerts,
Banks Concerts, Philadelphia Orch.

ANNOUNCERS

Don Wilson,
Milton Cross,
Harry Von Zell,
Ted Husing,
Ken Carpenter.

COMMENTATORS

Boake Carter,
Lowell Thomas,
Edwin C. Hill,
H. V. Kaltenborn,
Paul Sullivan.

FILM PROGRAMS

Lux Radio Theatre,
Hollywood Hotel,
M-G-M "Good News of 1938,"
Jimmy Fidler,
Chase and Sanborn Hour.

COMMERCIALS

Jell-O,
Ford Sunday Evening Hour,
Kraft Music Hall,
Metropolitan Auditions of the Air,
Town Hall Tonight.

Ken-Rad Songstress



Ballad balloting is the game in which Eleanor Moore, soprano, sings popular songs during the "Dr. Ken-Rad Unsolved Mysteries" over WLW, 10 to 10:30 p. m., (E.S.T.) Sundays. Each week Miss Moore sings the songs requested by the most listeners. It may be an old favorite or one of the more modern ballads.

Mary Margaret McBride will make four of her CBS broadcasts from Orlando, Florida, while spending the holidays with her mother.

AROUND THE DIAL

(Continued from page 5)

nouncers undergo in winter must be terrible. Witness the heart-rending plight of the program-spieler who actually had to shave in cold water. The C. I. O. ought to do something about it; for instance, require bedside mikes. Of course listeners who must labor for an hour before breakfast shoveling snow and coal have no reason to complain. Being listeners, they're made of coarser stuff.

This Column's satisfaction over the dropping of speeches from the Carborundum program turns out to have been premature. After one week's relief, the December 11 program again included an industrialist monologue, with the result that listeners were deprived of most of a Sousa march. That represents a net loss.

The dial-twister isn't Santa Claus. But if he were, he'd pull these gifts out of his capacious pack. For radio comedians, one real laugh a week. For all shows produced in Hollywood, train fare back to New York. For "Colonel" Andre Carlin, a friend who'll take him aside and tell him

about his singing. For the writers of commercials, writer's cramp after the first 100 words. For swing-band directors, a hand-embroidered motto, "Silence is golden." For most "personality" singers, a chronic case of laryngitis. (Or have they already got it?) For studio audiences, thickly padded mittens. For all announcers, a six-foot neon sign reading, "Don't shout." For Boake Carter, 12 gross of "perhaps." For men who try to listen in the daytime, eternal patience. For all variety shows, variety.

The new male lead in Grand Hotel is James Ameche, Don's kid brother. Unless these old ears have gone haywire, he's the same lad who's been doing Jack Armstrong.

Yes; they do things differently over there. The other evening while listening to the BBC stations, there was 22 minutes of silence between transmissions four and five. Imagine the utter consternation that would reign on this side over 22 minutes of "dead air." But of course the British are right. One trouble with American broadcasting is that it goes on and on and on.

WKRC

wishes to extend

Season's Greetings

to RADIO DIAL readers

"FIRST ON YOUR DIAL"

On Saturday, December 25, Over WKRC, 2:00 to 2:30 P. M.

THE FIRST CHRISTMAS

a dramatic portrayal of the events surrounding the birth of our Savior. Another program of this series, entitled "The Child in the House," will be broadcast Sunday, December 26, 1:30 P. M.

WKRC — Sat., Dec. 25, 2:00—2:30 P. M. —
Sun., Dec. 26—1:30—2:00 P. M. —
Every Sunday thereafter—same time—same station!

KIRBY 4907
QUALITY BAKED GOODS **FISCHER'S**

RADIO DIAL CONTEST CLUB



Much has been said recently about "investigating" winners. Maybe too much; maybe not enough. We don't know. But we do know of one sponsor who didn't do the slightest thing to ascertain the circumstances of their first prize winner and everything worked out all right.

By "working out all right" we simply mean that it appeared the sponsors were hopeful it would reach a deserving person—and it did. The sponsors said "we had no idea whether she needed the money or not. All we knew was that she had won it. She might have had seven cars and ten maids, for all we know. She might have had, but she hadn't."

Then her letter of acknowledgment came and here is some of the things she wrote: "I just cannot tell you what this prize means to me. I drew my last pay check in March, 1932 and have been laid up with a heart condition. Though I am much better I probably will never be able to work again. I have a mother of 88 years entirely dependant on me and no one can possibly know how this outlook worried me and no relief in sight . . ."

"The first thing I did this morning was to give one-tenth to the church I attend as a thanks offering to the Good Lord for sending me help beyond anything I had expected."

These quotations appeared in the *A & P Magazine*, organ of the A & P Tea Co., who had offered \$1,000 for a name for their new magazine.

Radio Dial readers probably know by now how susceptible this department is to cleverness. Whether it be in verse or prose, we fall for it. With this introduction we proceed to quote "Lines Etched on a Cake of Soap," by Edward Longhouse, from *Contest Mag.*

"Maybe I'll clean you and maybe I'll not,
Whatever I do, what kick have you got?
You didn't buy me to lather your skin—
You paid your dough for the wrapper I'm in.

You don't give a whoop for my delicate scent;
You haven't, in fact, even smelled it
All that concerns you (on contesting bent)
Is the nod from the judge—and the velvet.

Forty-nine words on the wrapper I'm in,
Forty-nine words and a prayer that they'll win.
Forty-nine words for a trip to Paree . . .
Wish you could go a lot farther-on me."

How they get them we don't know, but the Townsend-Friend Contest Bulletin has been giving its readers a good number of winning entries recently. There's something fascinating in reading the exact words that won a prize, especially so when the prize is as important as a Packard automobile. The three following 25 word statements won a Packard each:

- (1) "I just couldn't believe it possible for any car to be as comfortable or as easy to handle as the new Packards are." (2) "Sideways is a thing of the past. You round curves so fixedly you'd think the new Packard was grooved to the road." (3) "I like the new Packard ride best. Its' incredibly gentler than any I've ever had before." There

you are—\$5 per word. Believe it or

When newspapers start something you can count on the Hearst group to be well represented. In contests Mr. Hearst has long shown an interest. He has used them repeatedly with very attractive prizes. Now that snapping pictures is being indulged in by all ages, the Hearst papers are offering cash prizes for best "kodak type" pictures submitted weekly. They are locally handled and the amount of prizes vary according to the circulation of each particular paper, but all are exceedingly worthwhile. Any subject acceptable.

The Ice Dealers of America offer two large ice refrigerators each week for best short letter on "Why I would like to own a new modern Ice Refrigerator." Details from local dealers or on "Eleanor Howe and the Homemakers Exchange." NBC red network two mornings per week. Runs 25 weeks.

The makers of SOS, a kind of cleaning and scouring pad, will shortly offer \$500 as first prize for slogans using the letters "SOS." Must have entry blank, which will give full information. Probably will include a purchase requirement.

Radio Mirror is conducting a Cinderella Contest through their own Lucille Manners. For the best 50 words on "If Lucille Manners' fairy godmother were to grant me one request, this is what I would ask for," one will receive a round trip to New York, three will receive RCA Victor radios, three will get Gruen wrist watches and ten a manicure set each. See January issue. Closes January 19th.

RADIO CONTESTS a little off the beaten path. WTMJ in Milwaukee conduct a 15 minute "barber shop quartette elimination" contest each Sunday morning. Cash prizes. . . . WREC in Memphis through local sponsor offered merchandise for naming local women deserving recognition. . . . During Apple week, WISN, Milwaukee, gave boxes of apples for apple recipes. The recipes were tested at Downer College. . . . WINS in New York had a scavenger hunt. One hour and a half was allowed and the first person bringing to the studio the articles named received a cash prize.

"Double or Nothing" New Comedy Show To Feature Shaw & Lee

"Double or Nothing," a novel weekly program featuring the celebrated "double talk" comedians, Al Shaw and Stan Lee, will make its debut over CBS, including WKRC, WHAS and WHIO Sunday, December 25, from 6:30 to 7:00 p. m. (E.S.T.)

The series, written and conceived by Robert Hafter, chief of the production staff for Columbia in Chicago, will present in addition to Shaw and Lee, the Grenadier Double Quartet; Jack Brooks and Paul Small, singing duo; Betty and Jean, feminine harmonizers, and Sutton and Bliss, piano team.

Bonelli Guest Soloist On Ford Sunday Symphony

With Richard Bonelli, distinguished operatic baritone, as guest soloist, music appropriate to the Christmas season will be presented by the Ford Symphony Orchestra and Chorus under the direction of Eugene Ormandy, on the Ford Sunday Evening Hour, December 26, at 9 p. m. (E.S.T.) broadcast over CBS, including WKRC, WHAS and WHIO.

Mr. Bonelli's first group of songs will include "Dank sei Dir, Herr" from Handel's "Israel in Egypt" and del Riego's "A Star Was His Candle." His second group will include "O Beauty, Passing Beauty," by Golde, "Old Mother Hubbard," by Hutchinson and Malotte's "Song of the Open Road." Accompanied by the Chorus he will also sing Ralph Vaughan-Williams "Fantasia on Christmas Carols."

The program:

Carnival Overture	Dvorak
Dank Sei Dir, Herr from "Israel in Egypt"	Orchestra Handel
A Star Was His Candle	Mr. Bonelli and Orchestra Del Riego
Christmas Eve	Mr. Bonelli and Orchestra Rimsky-Korsakov
Talk	Orchestra by Mr. W. J. Cameron
Interlude and Danza from "La Vida Breve"	Orchestra De Falla
O Beauty, Passing Beauty	Golde Mr. Bonelli and Orchestra
Old Mother Hubbard	Hutchinson Mr. Bonelli and Orchestra
Song of the Open Road	Malotte Mr. Bonelli and Orchestra
Fantasia on Christmas Carols	Vaughan-Williams Mr. Bonelli, Chorus and Orchestra
Finlandia	Sibelius Orchestra
Hark the Herald Angels Sing	Mendelssohn Mr. Bonelli, Chorus, Audience and Orchestra

Speaks for Siam



Didi Rajamaitri, daughter of the Minister of Siam, was the youngest at the International Children's Christmas Party, broadcast over NBC, including WCKY, Wednesday, December 22.

WCPO

CINCINNATI'S NEWS STATION

wishes to extend

Season's Greetings

to its

» » RADIO DIAL « «

Listeners

10,000 FOOT CANDLES IN THE SUN

500 ON THE PORCH

5 IN THE LIVING ROOM

LET THIS PICTURE OPEN YOUR EYES! 10,000 foot-candles of light on a bright summer's day. But in many homes, there are only 5 foot-candles to read by, on a long winter's night. The tragedy of it. Precious eyes that can never be replaced are being dulled, weakened, permanently injured. By the time they're fifty, three-fourths of the people have defective vision!

Buy an IES Better-Sight Lamp

SEE YOUR ELECTRICAL DEALER TODAY!

Melchior Guest With Philadelphia Orchestra, Fritz Reiner, Conducting

Lauritz Melchior, one of the greatest Wagnerian tenors in the world, will be soloist with the Philadelphia Orchestra, Fritz Reiner conducting, during the bank-sponsored program Monday, December 27, from 9:00 to 10:00 p. m., (EST), over NBC including WCKY and WLS.

The program, composed entirely of Wagnerian music, will open with the Roman Narration from the same opera, and the orchestra will play "Ride of the Valkyries," from "Die Walkuere."

Melchior will return to sing two arias from "Siegfried," Forging Song and Hammer Song, and the orchestra will conclude the concert with Rhine Journey from "Die Goetterdaemmerung." The broadcast will originate in the Philadelphia Academy of Music.

Harrison To Conduct Rochester Orchestra In Matinee Concert

The Rochester Civic Orchestra, under the direction of Guy Fraser Harrison, will be heard in a matinee concert Monday, December 27, from 3:00 to 4:00 p. m., (EST), over NBC including WCKY.

Harrison has programmed prelude and Tocatta for Small Orchestra, by Read, to open the broadcast. This will be followed by the Lento from Dvorak's "American" String Quartet, and the Overture to Thomas' "Mignon."

Two Pieces in Canon Form, by Schumann, and Sibelius' "Karelia" Suite will be heard next, followed by Bolzoni's "Minute." The Overture to Schubert's "Rosamunde" will be the concluding selection.

Christmas Broadcast Direct From Bethlehem To Be Featured By CBS

The United States will hear short services from the Church of the Nativity in Bethlehem through the facilities of CBS including WKRC-WHAS and WHIO Sunday, December 26, during a trans-Atlantic broadcast from 12:00 Noon to 12:30 p. m., (EST).

In addition to the trip to the world famous shrine the microphone will pick up the notes of Bethlehem's bells and the singing of the great Church of the Nativity Choir.

Other holy spots to be visited during the broadcast include the Tomb of St. Jerome, the Emperor Constantine's Basilica and the convents of the Greek, Latin and Armenian churches.

Takes Shoes Off



Jean Ellington, NBC contralto, takes her shoes off when she comes to the mike, for good luck.

King George VI To Extend Xmas Greetings To U. S. and Possessions

King George VI's Christmas message to the Empire will be broadcast over NBC, including WCKY, WLW, WSAI, and WLS on Christmas Day. King George will begin speaking at approximately 10:00 a. m. (E.S.T.), from his castle at Sandringham, just outside of London.

The broadcast will be King George VI's first radio Christmas message to the people of his far-flung empire and will mark a resumption of a practice inaugurated by his father, King George V, who, in 1933 employed world-wide radio facilities for the first time to deliver a Christmas message to the Empire.

George V continued this practice up to and including Christmas Day, 1935, when he made a plea for peace throughout the world.

King George VI has made only one previous radio address that was heard in the United States. On Coronation Day, May 12, of this year, he delivered a coronation address to his people.

Margaret Shanna has an offer from a music publisher for the rights to her comedy tune, "I Always Have My Way."

Don Voorhees could assume the role of an expert sound man if he ever decides to give up music.

Apologies for West-McCarthy Interview

The National Broadcasting Company has received the following letter from the J. Walter Thompson Company regarding the broadcast over NBC at 8:00 p. m., on December 12:

Mr. Lenox R. Lohr, President National Broadcasting Company.

On behalf of our client, Chase and Sanborn, we wish to express our deepest regret that the program broadcast Sunday night, December twelfth, gave offense to anyone. Obviously, the whole purpose of these broadcasts is to afford wholesome entertainment. These programs, over a period of eight years, are evidence of this. The script of this feature of the broadcast was our responsibility. It was a mistake, and we can assure the public at large that the same mistake will not be made again.

Sincerely yours, J. Walter Thompson Company Stanley Resor, President.

Mr. Lohr replied: Mr. Stanley Resor, President

J. Walter Thompson Company.

We appreciate your expression of concern about the broadcast of December twelfth, against which criticism has been directed. We share with you the regret you express as we share also the responsibility in this incident.

Our interests are entirely mutual in striving to give to the American public the type of wholesome entertainment which it wants, and which it has every right to expect. The National Broadcasting Company can be counted upon to intensify its efforts to this end.

Sincerely yours, Lenox R. Lohr, President, National Broadcasting Company.

Brazilian Pianist Guest Of Philharmonic-Symphony

Guiomar Novaes, Brazilian pianist, will be the soloist with the Philharmonic-Symphony Orchestra in its regular Sunday concert directed by John Barbirolli from Carnegie Hall in New York over CBS including WKRC and WHAS December 26 from 3:00 to 5:00 p. m., (EST).

She will play the Beethoven G-major Piano Concerto, No. 4. The concert is to be opened with Corelli's Concerto Grosso No. 3 in G minor, subtitled "Fatto per la Notte di Natale," which was written for the Christmas season and last performed by the society in 1931 with Bernardino Molinari directing.

After the intermission, in which Deems Taylor, composer-critic and author, gives his customary commentary, Barbirolli will conduct Tschai-kowsky's Fifth Symphony.

Novelty Aces



Joining the Crosley stations, Cincinnati, a few weeks ago as a hill billy unit, the Novelty Aces have developed into one of radio's outstanding vocal groups, according to Grace Clauve Raine, vocal director of WLW and WSAI. The Aces, pictured above, are, left to right, Harold Maus, Clarence Dolley and John Rinehart. The girls are Hazel Turner, left, and Lenore Burch.

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BY THE ASTRONOMER

Hear ye...hear ye! If anyone among you doesn't want to feel the Christmas spirit...let him turn off his radio. Practically every program this week being remodeled to include the season cheer...to say nothing of special shows. WKRC and the Enquirer got the spirit together and the entire staff co-oped in a charity program last Saturday eve... understand the money came rolling in, too. Of course, you've list' to the Mile O' Dime shows on almost every local station. The Nation's Station begins their special airings with the Netherland Plaza tree lighting ceremony on Christmas eve...the Salute to the Cities show becomes the "Salute to Toyland" program and, naturally, carols and high mass celebration from St. Peter's Cathedral are on the schedule. The best treat of all, tho...the "Legend of King Nut Cracker" suite...awaited by many each year.

Since the "For Men Only" show left the air lanes, Paul Sullivan can spend his week-ends by the living room fire, instead of making the airplane jump to New York... and I'll bet he's happy about it. What with wintry snow and dangerous mountain tops, it must be swell to get program renewals to keep him in Cincy...and this is just what happened on the 6:30 p. m. WSAI news period...and extension of 100 more shows.

Personality of the week: Betty Burns furnishes real material for a shooting star this week...only 18, Betty has an assured future...she's a Cincy gal, too. Studied dancing locally and when only 16 joined the Don Arden Girls at a night club in town. Just for a lark, Betty sang the lyrics of sev-

eral musical numbers...she was heard officially and liked. A listen to her last Monday on WLW's "Midwestern Stars" show...proved her voice airs well, too. Good luck, Betty.

ALONG THE MILKY WAY: Farewell to lovely lady Paxton... WLW's charming Miss departing for parts unknown...a gal with Mary's looks and ability doesn't need good wishes...but here's to her. This departure gives lady Gerrard the extra little push up the ladder which she well deserves. Post's chief operator, Beth Powell, gave a perfectly swell interview on 'CPO last week. Possessor of a very good voice, Beth is a likely prospect for radio. Wonder why WLW spotted so many Mary Sothern contest announcements on the schedules last week...a listen to the show proved there was no contest being conducted...is this a joke? Don't envy Red Barber his job these rainy, snowy, December days...his "Your Neighbor" show has him tramping around the streets with the Mobile Unit...doesn't sound like much fun. Spied Babs of the Smoothies working her way thru an Albee crowd. A tune in on Mutual to hear Tom Slater and Columbia to hear Al Helfer.

THUMBS UP: The full transcription theme on the "It Is Strange" WSAI show...unusual as all get out...don't fail to hear it. This week a special salute to all stars...and a MERRY CHRISTMAS to each and every one of you.

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

Life Dramatization of Madame Schumann-Heink

The life of the internationally beloved singer, Madame Ernestine Schumann-Heink, will be dramatized in "Cavalcade of America" over CBS including WKRC and WHAS Wednesday, December 29, from 8:00 to 8:30 p. m., (EST).

Although it is most unusual for "Cavalcade" to present a repeat performance, this dramatization, done at the same time last year, drew so many commendations that the sponsors decided upon another performance.

The part of Madame Schumann-Heink will be taken by Helen Ohlheim who had the same role last year. Among selections to be sung will be "Silent Night" and Brahms' "Lullaby."

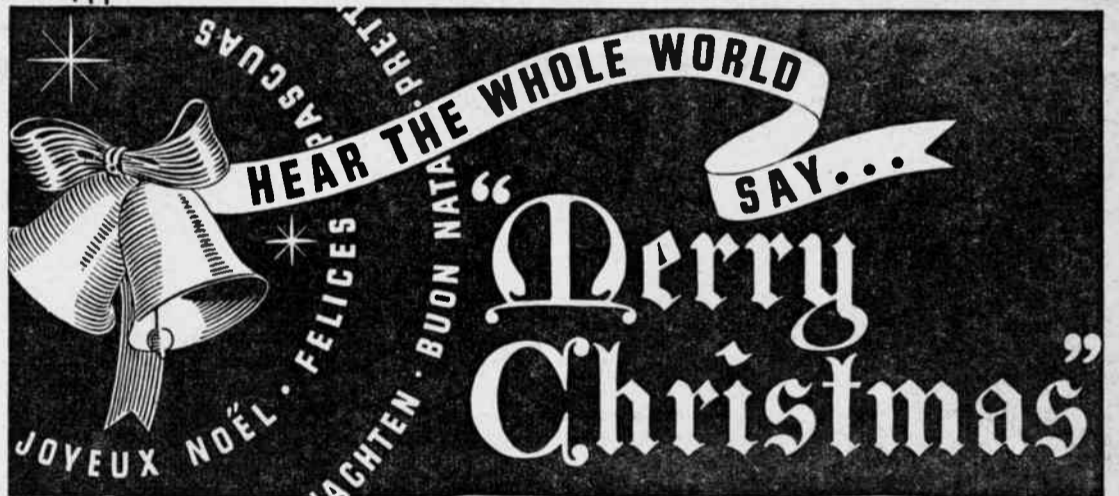
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