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# Radio Dial

WEEK ENDING MARCH 25, 1938

*Celebrate 10th Year on Air*



Amos 'n' Andy will celebrate their 10th year on the air when they broadcast their regular program, Friday, March 18th. (See page 3)

*Icelander*



Nola Day, although born in Iceland, sings in a warm contralto over NBC, including WCKY and WLS, Fridays, at 7:00 p. m. (E.S.T.).

*"Songshop"  
Songstress*



Alice Cornett is the featured rhythm singer on "The Songshop" program, broadcast over CBS, including WKRC, WHAS and WHIO, Fridays, at 10:00 p. m. (E.S.T.).

**READ WHAT RADIO DIAL READERS HAVE TO SAY ABOUT RADIO SEE PAGE 4**

# RADIO LIGHTS

**GUESTSTARS OF THE WEEK.**  
Postmaster Jim Farley to make St. Patrick's Day address March 17 over NBC at 10:30 p. m. . . . John McCormack to help Rudy Vallee celebrate Irish holiday . . . Robert Benchley will be a busy man next week . . . He visits Kate Smith on Thursday, March 17, and Paul Whiteman the next night . . . "Hollywood Hotel" presents Alice Brady and Charles Winniger in "Goodbye Broadway" plus the regular cast . . . Singing Sam will be guest of "The Songshop" . . . Lux shows George Arliss in "The Man Who Played God" . . .

Fred Allen will interview a man who in the last fifty years has covered more than 30,000 bald heads with hair when he interviews Albert Simonson, toupee maker, as the "Person You Didn't Expect to Meet" on March 16.

Miriam Hopkins will be the guest of Elza Shallert on Thursday, March 17 . . . Phil Ducey, baritone, plus John Carter, tenor, and Margaret Codd, will sing on the concluding broadcast of the "Metropolitan Auditions of the Air" program . . . Amherst College Glee Club will be the "Chorus Questers" on CBS, Saturday . . . Magic Key to present Zinka Millanov, Met soprano . . . John Carter will leave the Charlie McCarthy program this week in order to sing on the "Met Auditions of the Air" program . . . Elsie MacFarlane, contralto, and Phyllis Moss, pianist, will offer a varied program of classical compositions in the Curtis Institute of Music program on Wednesday over CBS . . .

Radio editors will match wits with a sextette of women railroad executives of the Baltimore and Ohio Railroad on "True or False," Monday, March 21, over WLW at 10:00 p. m. (E.S.T.). The editors will be J. E. "Dinty" Doyle of the New York Journal-American, who will be captain, Aaron Stein of the New York Post, Jo. Ranson of the Brooklyn Daily Eagle, George Opp of the Philadelphia Ledger, Ken Ourdy of a national fan magazine, and Jack Sher, New York correspondent of the Detroit Free Press; Screen and Radio Weekly Syndicate.

Mischa Levitzka, pianist, to visit Bing Crosby's Music Hall, Thursday, March 24 . . . Idor Gorington, a lady iceman, will be Fred Allen's "Person You Didn't Expect to Meet" on his broadcast of Wednesday, March 23 . . . Boris Karloff begins his "Lights Out" series on the same day . . . Sylvia Sidney will be present on the "For Men Only" program, March 21 . . . Arthur Schwartz, composer, to be on the "Songshop" broadcast of Friday, March 25 . . . Osy Renardy, 16-year-old Viennese violin-

ist, on "Magazine of the Air."  
\* \* \*  
Mark Warnow did right well for himself on his Mozart arrangement of "London Bridges Falling Down" during the "Magazine of the Air" show.  
\* \* \*

Here's the information for the fellow who called the other day. Dr. Harry Hagen conducts the "True or False" program over MBS, including WLW, Mondays at 10:00 p. m. (E.S.T.)  
\* \* \*

"Americans at Work," will replace "Hollywood Showcase" over CBS this week . . . "Souvenir," another new show, will replace Hammerstein's Music Hall . . . For those who haven't heard, Toscanini will be back for the next three years to conduct the NBC Symphony Orchestra . . . He is scheduled to take the Orchestra on a tour which may include Cincinnati . . . Jack Benny has invited Fred Allen to guest on his (Jack's) single New York broadcast on March 27 . . . "Lights Out" will be repeated for the West Coast when Boris Karloff starts on the show . . . "Pretty Kitty Kelly," after celebrating its first birthday, is now celebrating the renewal of its contract . . .

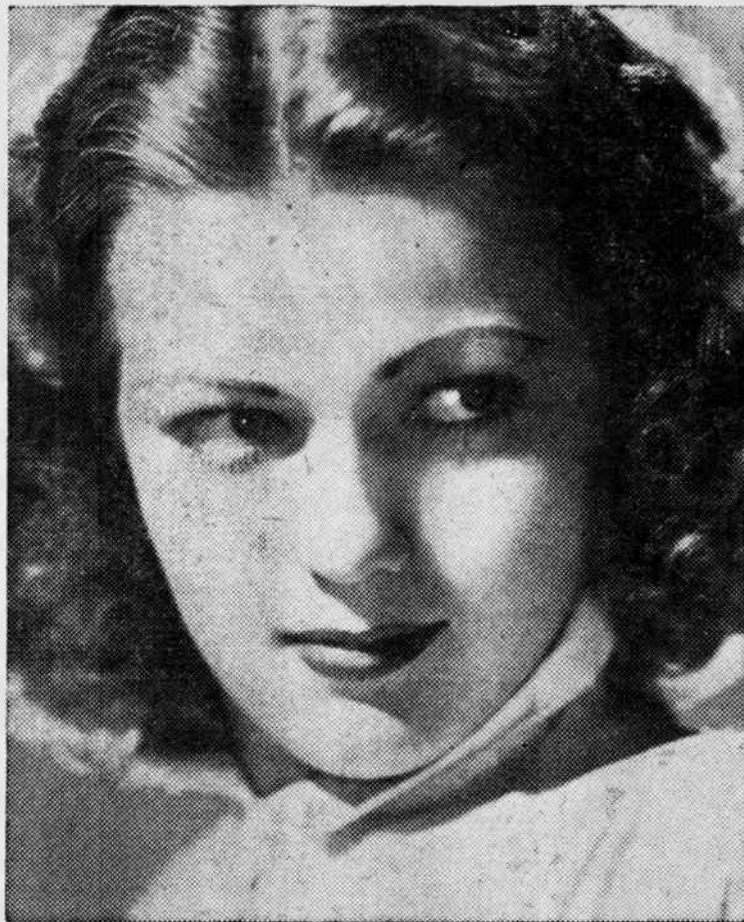
Edgar A. Guest's "It Can Be Done" will shift from NBC on Tuesdays to CBS on Wednesdays at 10:30 p. m. (E.S.T.), starting April 6. "Phil Cook's Almanac" takes over the time now allotted to "Double Everything" on Sunday, March 27 . . . Walter Woolf King, musical comedy star, joins Eddie Cantor's gang on March 28.

**NEWS AND NOTES:** Marek Weber has been renewed on the "Contented Hour" for additional nine months effective April 4 . . . Kaltenborn is scheduled to return to "Headlines and Bylines" over CBS, Sundays . . . Don McNeill, m. c. of the NBC Breakfast Club and who has been at the studios early in the morning for the past five years, will live the life of Riley" on Saturday, March 19, when he will be allowed to broadcast from bed . . . Al Jolson's show has been extended, effective March 22 . . . It was reported that Lyda Roberti was to take Martha Raye's place, but nobody has been mentioned since Miss Roberti died last week.

"The Johnson Family" may be heard over WSAI through Mutual, Tuesdays, Wednesdays, and Thursdays at 9:15 p. m. (E.S.T.).  
\* \* \*

Eamon De Valera, President of Ireland, will be on a CBS hook-up on Thursday, March 17, at 4:15 p. m. (E.S.T.), to celebrate St. Patrick's Day . . . Eddie Cantor and Ben Bernie will present their final programs on their current series over CBS on March 23 . . .

## Screen Actress Moves to Radio



Jean Rogers is the newest recruit from the films to join the cast of the serial, "Those We Love," broadcast over NBC, including WCKY and WLS, Tuesdays at 8:00 p. m. (E.S.T.).

## Story of Paderewski to Be Dramatized on "Death Valley Days" Program

The story of how Ignace Paderewski, famous Polish pianist and statesman, became stranded in the little settlement of Hesperie, Calif., and the consequences of his impromptu visit on the villagers will be told by the Old Ranger during the Death Valley Days program on Friday, March 18, at 8:30 p. m. (EST) over NBC including WLW and WLS.

Entitled "Genius Comes to Call," the story will relate how the renowned pianist gave one of the most unusual recitals of his career, and how it changed the lives of three in the village.

## Unique Program

Engineers, actors, hill-billies, continuity writers, "set-up" men, and telephone operators are some of the people interviewed during the "Man in the Hall" program, over WSAI, at 2:45 p. m. (E.S.T.), each Friday.

Gordon Shaw, the interviewer on the program, places his microphone in the hall back of the studios at the Arlington avenue station and catches busy employes as they pass by.

A cross section of a radio's activities is presented to listeners through these informal interviews, for each

## Howard Marshall, British Commentator, to Continue News Series from London

Howard Marshall, noted British commentator, will resume his broadcasts from London, England, when he is heard over NBC, including WCKY and WLS, Sunday, March 20 at 5:45 p. m. (EST) This broadcast will continue until April 24.

Marshall, whose series will be entitled "They're Saying in England," will comment on the English scene and try to present word pictures of the state of the British mind.

## "Baby" Rose Marie Returns to Airwaves As Grown Up Singer

"Baby" Rose Marie, juvenile singing star for 12 years who has skipped one complete year from professional appearances, returned to the airwaves when she began a new series over NBC, including WCKY, WLW and WENR. Mondays and Wednesdays at 7:30 p. m. (E.S.T.), March 14.

During the past year, Rose Marie has attended the Professional Children's School in New York City and has studied with a private tutor at her home in Grantwood, L. I., where she lives with her parents.

She no longer wants to be known as "Baby" Rose Marie, but as Rose Marie, Song Stylist.

## You've Seen Their Brothers, Too



Charlie Arnold and Jim Ameche so closely resemble their movie-starring brothers, Edward Arnold and Don Ameche, you can't blame Lucy Gilman for being just a little flabbergasted in facing them during the broadcast of "Attorney-at-Law," over NBC, including WCKY and WLS, Mondays through Fridays, at 10:30 a. m.

# Amos 'n' Andy Celebrate 10th Year on Air

## Dr. Jastrow, Noted Psychologist, To Begin Series of Social Talks

Dr. Joseph Jastrow, noted psychologist, will present a series of talks dealing with the problems of social adjustment to be heard weekly over NBC, including WCKY, WLW and WLS, at 7:15 p. m. (E.S.T.) starting Monday, March 21.

The series, entitled "The Devil Takes the Hindmost," will include discussions of the following subjects: March 21, "Sanity and Society"; March 28, "The Proficient and the Deficient"; April 4, "Let Us Stop Putting Something Over"; April 11, "Men and Motives," and April 18, "Changing Human Nature Is Everybody's Business."

Dr. Jastrow, who has been heard several times in the past on NBC networks, was for many years a professor at the University of Wisconsin. He is the author of a number of books on psychology.

Of Polish birth, Dr. Jastrow came to America when he was quite young. He took his Ph. D. at Johns Hopkins University, after having completed his undergraduate work at the University of Pennsylvania.

## Accompanist for "Lum and Abner"



Pretty Sybil Chism is the organist who supplies the accompaniment for "Lum and Abner" when they broadcast over CBS, including WKRC, WHAS and WHIO, Mondays, Wednesdays and Fridays, at 6:45 p. m. (E.S.T.)

## Blackface Pair to Shift Broadcast To Hollywood

Amos 'n' Andy will celebrate their tenth birthday, March 19.

On the eve of their tenth anniversary on the air, the veteran blackface comics will do a special broadcast during their program, at 7:00 p. m. (E.S.T.), Friday, March 18, over NBC, including WLW. (Rebroadcast at 11:00 p. m. (E.S.T.) over WSM).

For ten years the business affairs of the Fresh Air Taxi Company and of such enterprises as the gullible Andy has become involved in, have been amusing American radio listeners. During that decade Amos 'n' Andy have become such favorites that statisticians estimate more than 40,000,000 listeners follow the fortunes of the blackface comedians each week.

Freeman F. Gosden and Charles J. Correll, originators of Amos Jones and Andrew H. Brown, who have been broadcasting from their special winter studio in Palm Springs, will return to the Hollywood studios for their anniversary broadcast, and friends of the radio pioneers will join them in celebrating.

Gosden and Correll first spoke into a microphone in 1920 over an experimental station in New Orleans. Six years later, after varied experiences, including a season as singers on a Chicago station, they evolved the forerunners of Amos 'n' Andy. They became Sam 'n' Henry.

In 1928 the phenomenal run of the team of Amos 'n' Andy started. The characters were born in the minds of Correll and Gosden, named on the spur of the moment and introduced over WMAQ, Chicago, March 19, 1928.

Every script is prepared just before the broadcast, and presented without the usual long rehearsals. Gosden and Correll write all their own material.

Should this location, too, prove outside the given radius, special lines to the studio must be installed at the scene of the program.

Some of the future local events which will be handled by the Special Events department of WSAI include the Electrical Progress Exposition at the Union Central Annex, March 21 to March 26, the National Speed Roller Races at the Sefferino rink, April 3, the Army Day sham battle scheduled for April 6 at Ft. Thomas, Ky., and the Cincinnati Horse Show, opening April 21.

## Burning Autos



When the Cincinnati Automobile Dealers' Association burned some 40 old automobiles at Cincinnati's river front March 9, the WSAI special events department was on hand to broadcast a description of the ceremonies and interviews from prominent persons. Pictured here against the flaming background, left to right, are H. T. Gardner, president of the C. A. D. A.; Herbert Flaig, WLW-WSAI special events director; Judge Otis R. Hess of Cincinnati traffic court; Dick Bray, who recently joined WSAI as special events and sports announcer, and Frank S. Sprengard, manager of the automobile department, Standard Oil Company of Ohio. Eight hundred gallons of fuel oil were sprayed on the piled autos and touched off at 7:30 p. m., with electric flares.

## Special Events Department Added to 'LW; Mobile Unit To Have 50-Watt Transmitter

A unique department operated by WSAI, Cincinnati's Own Station,

### Editor's Daughter



Joan Banks is heard as Mary Foster, "The Editor's Daughter," new dramatic serial over WLW and broadcast Mondays through Fridays at 6:00 p. m. (E. S. T.).

makes possible the broadcasting of important and interesting local events, whether they are scheduled for club rooms, auditoriums, open parks, or on the street. This is known as the Special Events department.

Directed by Herbert Flaig, who keeps in constant touch with city news to find material for these special broadcasts, and Robert Booth, the engineer, this department depends to a great extent on its mobile unit, the only one of its kind in Cincinnati and vicinity.

The mobile unit consists of a 50-watt portable transmitter, carried to the scene of the special broadcast by the announcer. The program is transmitted to a short wave receiving unit in the Carew Tower, and from here is relayed over telephone lines to the studio, where it is broadcast to the radio audience.

Although the process sounds involved and lengthy, actually not a split second of time elapses between the moment a word is spoken into the microphone and the time it reaches the listener's ear.

Programs must originate within a radius of four miles from the tower before they can be picked up by the receiving unit. If they originate outside this radius, the event is transmitted instead to the short wave unit at the Arlington avenue studios.

## Housing Administration Takes to Air

In order to inform the public of the benefits it may derive from the program of the Federal Housing Administration that agency is presenting a series of programs, entitled "The Master Builder," heard at 6:15 p.m. (EST) every Saturday continuing until June 4, over NBC, including WCKY.

In the course of his talks, the Master Builder will discuss the property improvement credit plan and the new provisions of Title 2 of the National Housing Act, dealing with insurance of mortgages for home construction purposes.

## Fibber McGee and Molly Schedule Is Set

The "Fibber McGee and Molly" program has finally been scheduled at its new time. The program can be heard over NBC, including WSAI and WSM, Tuesdays at 9:30 p.m. (E.S.T.).

It should be noted by Cincinnati listeners that WSAI will now carry the program instead of WLW for this section.

Those to be heard during the broadcast include Fibber McGee, Hugh Studebaker, Bill Thompson, Clark Dennis, Harlow Wilcox, Harold Peary and Billy Mills' orchestra. Molly is still recuperating from a nervous breakdown.

# 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

Vol. VII. WEEK ENDING MARCH 25, 1938 No. 45

## BETTER STAFF WORK

Up to a few months ago, radio listeners considered electrical interference pretty much as death and taxes. But since then the notion that man-made static is inevitable has gone by the board. Considerable progress has been made in the war against electrical noise. And now comes another step which seems to promise what military men would call better staff work.

That is the formation of the National Association for the Prevention of Radio Interference, with headquarters at East Rockaway, L. I., and Frank L. Carter as president.

Those who have seen other radio organizations come and go may question the value of this move. Granted, an organization, of itself, can work no miracles. On the other hand, the formation of the N. A. P. R. I. seems a definitely hopeful step at the least.

So far the war against electrical interference has lacked a clearing house, a spear head, a high command. The fight has been waged not only locally, but for the most part by individuals. If the N. A. P. R. I. can coordinate these efforts with intelligent staff work, progress should be far more rapid. And there is much in the N. A. P. R. I.'s progress to warrant this hope.

For one thing, it stresses prevention. Any radio service man can confirm that electrical interference is a classic example of the old saw that "an ounce of prevention is worth a pound of cure."

Further, the N. A. P. R. I. intends to gain its ends by cooperation as well as legislation. That is eminently sound strategy. Most cases of electrical interference can be cleared up by enlightened diplomacy, using the law as a last resort. Whole-hearted cooperation could even end the blight of diathermy machines and the spark-plug din of publicly-licensed trucks and busses.

Like charity, this cooperation might well begin at home. Those who knowingly buy household appliances which cause radio interference should be made to understand that they are ruining reception for their neighbors.

Not that electrical interference affects only the home listener. Modern radio includes far more than entertainment. Such vital services as police, aircraft and marine communication are seriously handicapped by man-made static. Which is a still more compelling reason for a general and well-directed attack on the problem.

Whether the N. A. P. R. I. can supply this needed direction is, of course, not yet sure. And even though it can, electrical interference will not be banished overnight. But, given adequate support by the radio and electrical industries, it seems the most hopeful move that has been made for a long time.

If nothing else, it can wield the weapon of publicity. For, like most undesirable things, electrical interference thrives on public ignorance.

## First Opera Written for Radio in Making

Hard at work on his first opera for radio, Gian-Carlo Menotti said that the work, commissioned last spring by the National Broadcasting Company and now bearing the title, "The Old Maid and the Thief," will probably be ready for its premiere next fall.

Menotti, whose first major work, "Amelia Goes to the Ball," had its Metropolitan Opera premiere on March 3, is putting the finishing touches on the arias of "The Old Maid," as he calls it, and is plunging into the arduous work of orchestration.

"This is to be simply a story adaptation with music," the composer said. "I composed the music and wrote the story, in English, side by side. I believe that opera should be a marriage of words and music."

Menotti has adopted a special technique for his radio opera. Action in any one place is never longer than

five minutes. To indicate these rapid changes he will use a narrator, whose sole function will be to announce the shift. He will say, "Now we are at the market," or "here we are in the street"—only that, no more.

"My idea has been to give the opera more movement," the composer said. "One of the chief defects of modern opera is its failure to be good theater, or in the case of a radio opera, good radio. In the theater you have only a few sets. Many would necessitate constant scene shifting and intolerable breaks in the continuity, but radio is free from those limitations. 'The Old Maid and the Thief' also will be more intimate and subtle than a piece written for the opera stage.

"The music will be in much the same manner as 'Amelia Goes to the Ball' with, however, a lighter orchestration. The plot again will satirize women.

# THIS IS RADIO

By BILL BAILEY

Upon the shoulders of eight men rests the responsibility of writing virtually all of the WLW and WSAI programs. Occasionally scripts are purchased from free lance writers, but in the main the eight men create the bulk of programs with exception, of course, of the newscasts.

Under the supervision of Lee House, continuity director, the WLW-WSAI continuity staff writes hundreds of words each day. Some of the writers specialize in certain types of shows. All of them are assigned in turn to adapt old stories for radio dramatizations for the "Theater Digest." At one time a few years ago each writer had to turn in one script every other week for the "Dr. Ken-Rad Unsolved Mysteries."

Last week this column discussed comedy writing as done by Norman Sullivan and Dick MacKnight. Glancing over the weekly schedules of the pair, however, one learns that Sullittle serious writing.

Sullivan leans to the comedy angle. His shows include "Ribber Shannon's Music Shop," "Rural Roundup,"

"WSAI Little Show," "The Minstrel Man," and "Lady Be Good." Sullivan, a serious-minded chap who seldom smiles, prefers writing comedy. He has been with the Crosley stations for eight months. Previously, he spent five months writing for NBC and before that he wrote for magazines and newspapers.

MacKnight writes "Hoosier Home-warming," a semi-comedy variety show; the "WSAI Open House," van and MacKnight sandwich in a "WSAI Wonder Kitchen," "Rainbow Ridge," and takes his turn at the "WSAI Little Show." His preference is comedy. MacKnight has been in radio two years and came to WLW from CBS.

Derick Wulff draws such assignments as "Theater Digest," "Smoke Dreams," "The Antique Shop," and "Canal Days." As an historian he ranks as one of the best in the business. He prefers writing heavy dramatic shows and musical dramas that require going into the past.

Before joining the WLW-WSAI staff two years ago Wulff was on the

stage. He also translated many novels and plays. He has written several stage productions. Wulff wrote the "Cafes of Yesteryear" on WLW.

Bob Maley, a quiet fellow whose voice is soft and whose manner is serious, would rather write a screwy program than adapt Shakespeare for radio, yet his schedule covers a wide range of programs.

Author of the spoken words in "Vocal Varieties," "The Park-Upper," "Carefree Carnival," "Country Sunday," and others, Maley prefers writing light comedy, nonsensical copy and sports shows. He started in radio in 1932 as a free lancer after a brief career as a sports writer.

Maley has been handling the "Knot Hole Club," since February, 1936. He started life as a surveyor for the Lehigh Valley and D. L. & W. railroads, but gave up that job for writing.

Edward Carder likes to write dramatic shows. His favorite script is the "Ken-Rad Unsolved Mysteries." Many of his shows have been given foreign locales and plots based on his own adventures. Carder toured England on a bicycle, wound up broke, and shipped home aboard a freighter.

Son of a minister, Carder has lived in eleven states and fifteen cities. His traveling experiences have been most valuable in writing such programs as "Salute to Cities," "Strange Occupations," and others of that category.

Jack Wilson is another chap who enjoys writing dramatic shows. He took a whirl at the newspaper game, has worked for advertising agencies, written commercial motion pictures, done a bit of publicity, and considerable ghost writing.

Wilson turns out the "Headline Heroes," "The Kentucky Colonel," "Remember When," and other programs. He collaborated with Wulff on "Cafes of Yesteryear."

Naiph Abodaheer and Douglas Musson complete the WLW-WSAI staff. Abodaheer's weakness is western dramas, while Musson claims fame to writing "a little of everything."

Time was when everything in radio was ad libbed. That is, the announcers, singers and actors had no written words. Then came the era when everything was written. For instance, if the announcer said: "We present Miss Glutz singing her own version of 'Honeysuckle Rose,'" he was reading from script. There's a tendency back to the informal again, with several shows ad libbed, except for opening and closing announcements. Those shows include "Hot Stove Musicale," "Truly American," and others of the informal, or neighborly type.

Still and all, as long as we have radio, we'll have writers. Radio continuity is different from stage plays, just as newscasts are written in a style different from stories in newspapers.

Next week "This Is Radio" will discuss newscasting . . . how, almost overnight, commentators, reporters, and just plain news readers sprung up. How a news room at a large radio station functions will be explained.—  
Editor's Note.

## SERENADE AND STATIC

### THE MAIL BOX

Dear Editor:

About the complaint of A. M. Mitchell's in March 4th's Radio Dial. "One Man's Family" is loved by young people and I think it is a very good idea to relieve the tension of any dramatic serial by a bit of light amusement when that amusement is sensible, clean and refreshing.

Most people have too much emotional strain nowadays without any additional strain caused by radio programs.

CAROL LANDON,  
Cincinnati, Ohio.

Dear Editor:

I feel rather impatient when readers criticize as consistently as some do. On the whole, there are so few errors of importance in the Dial, that the editors should be commended.

The new departments add a very distinct improvement, namely, Radio Lights and the two pages on classical music. I do not miss "Shooting Stars" because it was so local in interest.

MRS. E. H.,  
Shadowhurst, Allegan, Mich.

Dear Editor:

In reply to Paul Sheetz's letter in a recent issue of Radio Dial. I think the Stroud Twins are good. They are typical radio comedians. Their material and delivery is unique. Although Dorothy Lamour may not possess the sweetness that some singers have, she does very well. Charlie McCarthy is the last word in radio entertainment

and Don Ameche is an excellent master of ceremonies.

MRS. MAGGIE ALLEN  
(Graduate Floyd Gibbons  
School of Broadcasting),  
Springfield, Ohio.

Dear Editor:

Your magazine seems to be getting better and better. I particularly like the columns featuring the programs of "The Week's Serious Music" and "Symphonic Strains"—the music I really enjoy. I also like the song services, especially the Salt Lake City choir and the Church by the Side of the Road.

Lowell Thomas, Peter Grant and Boake Carter are always worth dialing. Lum and Abner and Charlie McCarthy are always good entertainment when one wants relaxation. But why the trials and tribulations on some of the afternoon serials when one would want to relax.

ADELAIDE F. STACY,  
508 Sixth Street, Marietta, Ohio.

Editor's Note: SERENADE AND STATIC is the column for the readers of RADIO DIAL. Through it you may express your opinion of any program, of RADIO DIAL itself or of radio in general. We want to hear from you. Just send your letter to the Editor, RADIO DIAL, 22 East 12th Street, Cincinnati, Ohio. Your name and address must accompany each letter in order for the letter to be published.

# AROUND *the* DIAL

by THE DIAL TWISTER

Several years ago one of the radio press agents' pet phrases was "augmented orchestra." If so much as another sax or fiddle was added to the orchestra it was proudly ballyhooed as "augmented." Of course the phrase soon perished from overwork. But not long ago it was revived in connection with the Firestone orchestra. And, still more remarkable, it really means something this time. From a satisfying concert ensemble, the orchestra directed by Alfred Wallenstein has been expanded to true symphonic proportions. The result is something good enough to match the vocal soloists on this outstanding program. It's small wonder that the enthusiastic listener response has prompted the sponsor to continue the orchestra until June. Instrumental music as fine as that can't be dialed every night in the week.

Stanley Payton has joined the CBS announcers staff. No doubt you remember him when he was at WLW. In the dial-twister's opinion he's one of the best in the trade: a voice that's not only pleasant, but civilized, if you get what I mean.

Come the end of May, that certain soap concern that buys so much of the daytime air is going to put a quintet of its "dramas" in one continuous hour on CBS. This making five heart-throbs grow where only four do now may require considerable re-vamping. For instance, what will be done about the commercials? With five shows playing under one tent, it'll hardly be possible for one brand of chips or granules to claim it's better than another made by the same manufacturer, as is the present custom.

has a genius for ignoring things), WCKY's application for 50 kw. may throw the question of station power wide open. If it's to use 50 kw. full time it will either have to have a cleared channel or double on a channel now used by a high-power station on the West Coast. And, as usual, the Commission hasn't made up its mind about such things. It's simply "studying" the problem.

In the coming weeks you'll hear a lot more about Jack Benny's violin solo, "Thanks for the Memory." But what you probably won't find out is who did the actual playing. The chances are that Jack didn't, though he could. So many things in this radio business aren't what they seem.

NBC makes much of the fact that it has signed Toscanini to a three-year contract calling for 12 or more radio concerts each season. That's well worth publicizing. But it isn't very much to be hoped that a better hour will be found for the maestro's broadcasts in the succeeding seasons. This winter's experience has proved that 10 o'clock Saturday night is far from the best for Toscanini concerts, week-end schedules being what they are, and human nature being what it is. If NBC wants to get full value out of Toscanini it will have to find a reasonable hour on some night other than Saturday or Sunday.

Those phonograph discs that carry Red Barber's training camp stuff aren't called "instantaneous recordings" because they're whisked up from Florida. An instantaneous recording is one that can be played back without further processing.

The Federal Communications Commission has set aside 25 of the ultra-high frequency channels for the use of the schools. This is what the organized educators have been demanding for some time.

## "The American School of the Air" to Dramatize Story of Italian Opera

The story of the beginning of the Italian opera will be the background of the "American School of the Air's" regular music period over CBS, including WKRC and WHIO Tuesday, March 22, at 2:30 p. m. (E.S.T.)

Bernard Herrmann, Columbia's brilliant young conductor, will lead the orchestra in selections from Peri's "Euridice" and excerpts from "Orfeo," by Monteverde; "La Serva Padrona," by Pergolesi; Mozart's "Don Giovanni," and Bellini's "Norma."

## Jinxed



Margarette Shanna, love star of "Arnold Grimm's Daughter," broadcast over CBS, including WKRC, Monday through Fridays, at 1:30 p. m. (E.S.T.), believes she is jinxed.

A few weeks ago she slipped on an icy pavement and had to work on crutches for three days. She slipped again shortly after and found herself on crutches once more. She thought her woes had ended, but an acute attack of appendicitis necessitated an operation.

## Romantic Bachelor



Harold Betts, the WSAI "Romantic Bachelor" (11:45 a. m., E.S.T., Monday through Friday) is one of the busiest vocalists on the Crosley lot.

## She Never Lost a Contest Yet



Genevieve Rowe scored another contest victory by capturing the \$500 prize on the "Rising Musical Star" program, broadcast over NBC, including WSAI and WSM, Sundays at 10:00 p. m. (E.S.T.).

# RADIO DIAL CONTEST CLUB

by The Contest Reporter

Those who have rung the bell (received the top prize) in a contest are the ones commanding the closest attention when it comes to passing out advice. That being the case, it would seem that our guest speaker this week is due your very closest attention.

He is Robert T. Gidley, of Dodge "fame." Although a consistent winner in national contests for some time, his crowning achievement was the \$5,000 top in Dodge Used-Car contest. He calls his remarks "The Memory Test," first appearing in March Contest Magazine.

"The next time you have a short statement or slogan ready to slip hopefully in the mail—Stop! First GIVE IT THE MEMORY TEST. If it passes send it on. If it fails, it probably needs further study.

"The MEMORY TEST is as simple

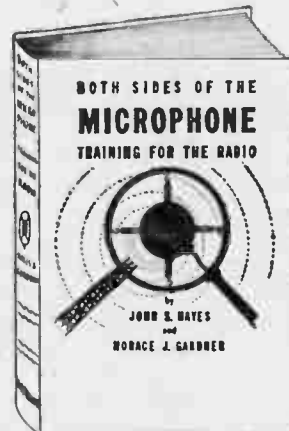
as it sounds. Here is all you have to do. Commit your statement (short) or slogan to memory. If you find it easy to do this, the chances are that you have a clear, concise, smooth-flowing entry—the kind that judges will lay aside with a mental: 'I believe that's got something!' If, on the other hand, memorizing your entry is difficult, you probably need to simplify it. There is a logical reason for the Memory Test. Sponsors want statements and slogans that will be easily understood and remembered. If the writer cannot remember it easily and quickly, it stands to reason that a disinterested person may not understand and will soon forget what he has read.

"Such well-known slogans as 'Ask The Man Who Owns One,' 'Say It With Flowers,' 'The Pause That Re-

(Continued to page 13)

## Your Opportunity To

## KNOW BOTH SIDES OF RADIO



PART ONE details all the information about radio from a mechanical and technical standpoint: Production, Continuity Writing, Advertising, Announcing, Special Programs, Selling Time, Engineering, Network Operations, Office and Auditions.

PART TWO presents the viewpoint of celebrities as to what YOU THE LISTENER, should expect from radio: Education, Religion, Symphony Music, Entertainment, Announcing, Special Events, News, Popular Music, Drama and Non-Commercial broadcasting.

The fastest growing and the most exciting industry in the United States is now revealed for your enjoyment, enlightenment and benefit in BOTH SIDES OF THE MICROPHONE.

\$1.25 Postpaid

PHONE.

This is your first real chance to get behind the microphone and take a look at the inside workings of the radio industry and actual broadcasting. Everything is explained in clear, simple style so that you can't fail to enjoy the book and learn all about radio at the same time.

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

- |   |   |
|---|---|
| Contributing Radio Notables include:                          | ALFRED WALLENSTEIN<br>Conductor CBS symphony orchestra              |
| JULIUS F. SEEBACH, JR.,<br>Director of program operations WOR | FRANK KNIGHT<br>WOR announcer                                       |
| GUY LOMBARDO<br>Popular orchestra leader                      | KATE SMITH<br>Popular radio entertainer                             |
| GABRIEL HEATTER<br>News commentator                           | BILL SLATER<br>Sports commentator                                   |
| HELEN JOHNSON<br>Director "American School of the Air"        | DR. SEYMOUR N. SIEGEL<br>Director of broadcasting, City of New York |
| BEN GRAUER<br>Special events announcer                        | REV. STANLEY MARPLE, D.D.<br>Pastor second oldest church in America |
| ORSON WELLES<br>New York theatrical producer                  |   |
- and others

RADIO DIAL  
22 East 12th Street  
Cincinnati, Ohio

Dear Sirs:

Enclosed is \$1.25 for which please send me postpaid BOTH SIDES OF THE MICROPHONE.

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

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

PROGRAMS FOR SATURDAY, MARCH 19

(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.

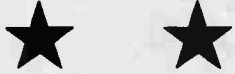
NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

7:00—Message of Israel: Rabbi Harry Levi of Boston, guest speaker; organ music. WJZ WLS WCKY kdka whk wave wire wham wowo
7:30—Alistair Cook: Dramatic critic. WEAFF wgy wtm wmaq
7:45—Jean Sablon, songs. WEAFF wgy wtm wmaq who wdfaf kyw
8:00—Robert L. (Believe-It-Or-Not) Ripley; B. A. Rolfe's Orchestra and guest star, Linda Lee, vocalist. WEAFF WLW wgy wtm wmaq wvj wire who wdfaf wspd kyw wbp kstp
—Dance Orchestra. WJZ only

—To be announced. WJZ whk wave wire wham
11:30—Happy Felton's Orchestra. WEAFF wgy wtm wmaq who wdfaf kyw
—Eso 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
MIDNIGHT—Sammy Kaye's Orchestra. WABC WHAS WKRC WHIO wjr whk wfbm kmcb
—Ernie Holtz's Orchestra. WEAFF WLW wgy wtm wmaq wdfaf kyw
12:30—Blue Barron's Orchestra. WEAFF WLW wgy who wdfaf wtm wmaq kyw
—Eddy Duchin's Orchestra. WJZ WCKY kdka wave wire wham
—Henry King's Orchestra. WABC WKRC WHIO WHAS wjr wgar wfbm kmcb
Carlton KaDell, announcer, and Paula Winslowe read their "Big Town" scripts to each other to perfect timing and inflections.
Clarence Muse is dickering with sponsors on three radio serials he has ready for airing, even to incidental music.

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



PROGRAMS FOR SUNDAY, MARCH 20



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slots (7:30, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45, 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45).

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

5:00—Metropolitan Opera Auditions of the Air: Wilfred Pelletier, conducting the Metropolitan Opera Orchestra; guests. WJZ WCKY WLS wham kdka whk wowo wspd wfaa
5:30—Guy Lombardo and his Orchestra. WABC WHAS jr wgar wfbm kmcb wcau kmox wuva wwl
5:45—Howard Marshall, commentator, from London. WJZ WCKY WLS whk wham wave Dave Sacal (CBS) wbbm
6:00—Joe Penner with Jimmie Grier's Orchestra; Gene Austin, tenor; Julie Gibson, soprano; and Malt, comedians. WJZ WCKY WLS whk wham wave wfaa wfbm kmcb wcau kmox wuva wwl
6:15—Catholic Hour: The Individual Problem and the Cross—"The Third and Fourth Words," Rt. Rev. Msgr. Fulton J. Sheen, guest speaker; Paulist Choir, direction Father Finn. WEAF WSM WSAI wgy wtm wmaq wwj who wdf kyy
6:30—"Double Everything;" Al Shaw and Sam Lee; Carl Hohengarten's Orchestra. WABC WKRC WHAS WHIO wjr wbbm wgar wfbm kmcb wcau kmox wbt wwl wvva wadc wgst
6:45—A Tale of Today, sketch. WEAF wham wmaq wgy kyy
7:00—New Friends of Music—Budapest String Quartet. WJZ kdka whk wave wire
7:00—Open House with Jeanette MacDonald, Wilbur Evans; Josef Pasternack's Orchestra. WABC WHIO WKRC WHAS wgar wjr kmox wadc wcco wbbm wcau wgst wwl wfbm kmcb
7:15—Jack Benny, comedian, with Mary Livingstone; Kenny Baker, tenor; Sam 'Schlepperman' Hearn; Phil Harris' Orchestra; Andy Devine and Don Wilson. WEAF WLW WSM wave wire wmaq kyy wgy wtm wwj who wdf kstp kvoo wfla wspd wcol
7:30—Popular Classics. WJZ WCKY WLS kdka whk wave wire wham
7:45—Phil Baker, comedian, and Oscar Brad-





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



PROGRAMS FOR SUNDAY, MARCH 20



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Sunday, March 20, 1938, 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

Detailed text descriptions of network programs, including 'Metropolitan Opera Auditions of the Air', 'Hollywood Playhouse', 'Manhattan Merry-Go-Round', and 'Sunday Evening Hour'.

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

PROGRAMS FOR MONDAY, MARCH 21

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Amos 'n' Andy. WEAF WLW who wgy kwy wtm wwl kstp
7:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Carifon Guy, Nora Cunnane and others. WEAF WSAI kwy wtm wmaq who wdf kstp wire wgy wbp wcol
7:30—Rose Marie, songs. WJZ WLW WENR WCKY kdka wave wire wham wowo

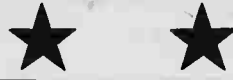
Orchestra. WABC WKRC WHAS wjr wbbm wgar wfbm kmox wgst wcco kmcb wcau wbt wadc
—"Grand Hotel"; Dramatic sketch. WJZ WCKY WLS kdka whk wham wspd
9:00—Hour of Charm. WEAF WLW WSM kwy wtm wvj kvoo wgy wfla wmaq who wdf wire kstp wfaa ave

—Chick Webb's Orchestra, WJZ WSM WLW WCKY kdka wham wowo whk wave
12:30—Andy Kirk's Orchestra. WEAF WLS WSM wgy wtm wmaq who
—Joe Haymes Orchestra. WJZ WCKY kdka whk wave

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



PROGRAMS FOR TUESDAY, MARCH 22



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Sing and Swing: Jack Fulton, tenor; Andrews Sisters; Carl Hohengarten's Orchestra. WABC WKRC wgar wcau wadc wvva wbt wgt wjr
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk whm wire
—Amos 'n' Andy. WEF WLW wgy kyw who wj kstp wtam
—Hal Totten, sports. (NBC) wmaq
7:15—Vocal Varieties: Choral Group of 14 Voices. WLW to WEF 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 wcc 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
—You, the Unseen Jury: Mystery drama. WEF only
—Famous Actors Guild Presents Helen Menken in "Second Husband." WABC WKRC WHIO WHAS wcau wgar wbbm wjr kmoc kmox
—Singtime and Dancetime. (NBC) (WEAF on 7:45) WSAI wgy wtam wdf wmaq
—Happy Jack, songs. (NBC) wmaq
7:45—Vivian Della Chiesa, soprano. (NBC) WLS whk wave wire whm wowo
—George Griffen, tenor. WJZ only
8:00—Edward G. Robinson, with Claire Trevor, in "Big Town," newspaper drama. WABC WHIO WKRC WHAS wjr wbbm wfbm wgar kmoc wcau kmox wbt wcco wadc wgst wwl
—Johnny Presents Russ Morgan's Orchestra; Charles Martin's Thrill; Floyd Sherman, tenor, and the Three Harmonicas. WEF WLW WSM kyw wgy wj wtam wmaq who kstp wdf wfla wire kvoo wbp wve
—Those We Love: Dramatic Serial with Nan Gray and Richard Cromwell. WJZ WCKY WLS whm whk wspd
8:30—Al Jolson Show with Martha Raye, Parkyakarkus and Victor Young's Orchestra. C. Aubrey Smith, guest. WABC WKRC WHIO WHAS wjr wbbm wfbm wgar wcau kmox wbt wadc wwl wcco kmoc wgst
—Lady Esther Serenade: Wayne King and his Orchestra. WEF 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.
Master's Voices. WJZ WLW WLS kdka whk whm wspd
9:00—Vox Pop, conducted by Parks Johnson and Wallace Butterworth. WEF 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 kmoc wcau kmox wadc wsb wbt wcco wgar wgst wwl
9:30—Jack Oakie, with Stuart Erwin; George Stoll's Orchestra and Alice Brady, 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 wvfa wgst wcco wwl
—Fibber McGee and Molly. WEF WSAI WSM who kyw wgy wwl wtam wdf wire kstp wfla wave wmaq
—Alias Jimmy Valentine, starring Bert Lytell. WJZ WCKY WLS kdka ham whk wspd wowo
10:00—NBC Jamboree: Harry Kogen's Orchestra; Don McNeill, m. c., and guest artists. WJZ WCKY WLS whk whm kdka wspd
—to be announced. WEF WSAI WSM who kyw wgy wwl wtam wdf wire kstp wfla wave wmaq
10:30—Howard Phillips, songs. WABC WHIO WHAS kmox wsb kmoc
—Phillips Poly Pollies. (CBS) wbbm wfbm kmox wsb wcco kmoc
—Jimmie Fidler's Hollywood Gossip. WEF WLW WSM wgy wtam wmaq who wj wj wire wfla wave wbp wdf kstp
10:45—Dale Carnegie—How to Win Friends and Influence People. WEF WLW wgy wtam kstp wdf wire kyw wmaq wj
—Four Clubmen. WABC WKRC wgar wj
11:00—Amos 'n' Andy. (NBC) WSM wfaa wdf wire wmaq
—Ink Spots. WEF wgy wtam who wmaq
—Abe Lyman's Orchestra. WABC WHIO (WKRC on 11:15) wjr wadc (wbbm wfbm kmoc wwl wcco kmox on 11:15)
—Poetic Melodies. (CBS) WHAS wbbm wfbm kmoc wj wcco kmox
—Don De Vodi's Orchestra. (NBC) whk wave wire whm
—Esso News Reporter. WJZ only
11:05—Don De Vodi's Orchestra. WJZ WCKY whk wave wire whm
11:15—Gray Gordon's Orchestra. WEF WSAI WLS wgy wtam who wmaq
—Science vs. Crime—"The Prosecutor." Judge Ferdinand Pecora, speaker. WJZ WCKY whk wave wire whm
11:30—Buddy Rogers' Orchestra. WABC WHIO WKRC wjr wbbm wcau wgar wfbm kmox wadc wsb wvfa wcco wbt
—Ruby Newman's Orchestra. WEF 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 wvfa
—to be announced. WEF wj wgy wtam who
12:30—to be announced. WEF wgy wtam wmaq who wdf
—Paul Pendarvis' Orchestra. WABC WKRC wfbm wjr
—Carvel Craig's Orchestra. WJZ WCKY WLS kdka whk wave wire whm
Ralph Rainger, of the Rainger and Robin songwriting team, keeps in trim for music duties by working several times weekly with professional boxers.
Aunt Jenny, whose "Real Life Stories" enthral CBS audiences, was commended for her gracious ways by etiquette expert Emily Post, a studio visitor.





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

PROGRAMS FOR FRIDAY, MARCH 25

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Friday, March 25, 1938, organized by station (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slot. Includes program titles and station call letters.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Sing and Swing: Jack Fulton, tenor; Andrews Sisters; Carl Hohengatren's Orchestra. WABC WKRC wgar wadc wcau wvva wgst wbt wjr
7:15—Arthur Godfrey with organ. WABC WKRC WHAS wbbm wjr wfbm wgar wcau kmox
7:30—Handrik Willem Van Loon, commentator. WEAFL WSM wtam wgy wmaq who wdaf
7:45—Bughouse Rhythm. WEAFL wgy wtam wmaq wire wdf klyw
8:00—Grand Central Station, dramatic sketch. WJZ WCKY WLS kdka wspd whk whm
8:30—Death Valley Days: Dramatic program, with John MacBryde, Jean King, Vernon Radcliffe and Jeff Bryant; Orchestra direction Josef Bonime. WJZ WLW WLS kdka whm whk wspd
9:00—Waltz Time, with Frank Munn, tenor; Manhattan Chorus; Abe Lyman's Orchestra. WEAFL WCKY wgtam wmaq wwj wdf klyw who wire
9:00—Hollywood Hotel: Dramatic Musical Revue, Guests: Frances Langford; Jerry Cooper;

9:00—Lawrence Welk's Orchestra M
9:15—Orchestra M
9:30—Bamberger Symphony Orchestra M
9:45—Twenty Years Ago Today M
10:00—Charles Woods, News Billy Snider's Orchestra
10:15—To be announced. Ace Brigode's Orchestra
10:30—Jimmy Fidler and his Hollywood Gossip. WEAFL WLW wgy wtam wmaq klyw wj wire kstp wdf
10:45—"People in the News." Dorothy Thompson, news commentator. WEAFL WLW klyw wgy wtam wj wire wmaq kstp wdf wfbm wcau wcco kmox wgst wxyz
11:00—To be announced. WEAFL WSAI wgy wtam wdf klyw
11:15—Eso News Reporter. WJZ only
11:30—Sammy Kaye's Orchestra. WABC WKRC WHIO on 11:15
11:45—Jerry Blaine's Orchestra. (NBC) whk wave wire whm (wbbm wfbm wvl wcco kmox kmcb on 11:15)
11:55—Poetic Melodies. (CBS) WHAS wbbm wfbm wvl wcco kmox kmcb
12:00—Amos 'n' Andy. (NBC) WSM wmaq wdf wire wbp
12:30—The Globe Trotter. WJZ WCKY WLS whk wave wire whm
12:45—Henry Busse's Orchestra. WJZ WCKY whk wave wire whm
1:00—Ruby Newman's Orchestra. WEAFL wj wire wmaq wtam wdf kstp wgy
1:15—George Olsen's Orchestra. WABC WKRC WHIO wjr wfbm wcau wadc kmox wbbm kmcb wbst wbt wgar
MIDNIGHT—Carl Ravazza's Orchestra. WJZ WCKY whk wave wire whm

10:30—Jimmy Fidler and his Hollywood Gossip. WEAFL WLW wgy wtam wmaq klyw wj wire kstp wdf
10:45—"People in the News." Dorothy Thompson, news commentator. WEAFL WLW klyw wgy wtam wj wire wmaq kstp wdf wfbm wcau wcco kmox wgst wxyz
11:00—To be announced. WEAFL WSAI wgy wtam wdf klyw
11:15—Eso News Reporter. WJZ only
11:30—Sammy Kaye's Orchestra. WABC WKRC WHIO on 11:15
11:45—Jerry Blaine's Orchestra. (NBC) whk wave wire whm (wbbm wfbm wvl wcco kmox kmcb on 11:15)
11:55—Poetic Melodies. (CBS) WHAS wbbm wfbm wvl wcco kmox kmcb
12:00—Amos 'n' Andy. (NBC) WSM wmaq wdf wire wbp
12:30—The Globe Trotter. WJZ WCKY WLS whk wave wire whm
12:45—Henry Busse's Orchestra. WJZ WCKY whk wave wire whm
1:00—Ruby Newman's Orchestra. WEAFL wj wire wmaq wtam wdf kstp wgy
1:15—George Olsen's Orchestra. WABC WKRC WHIO wjr wfbm wcau wadc kmox wbbm kmcb wbst wbt wgar
MIDNIGHT—Carl Ravazza's Orchestra. WJZ WCKY whk wave wire whm

—Bert Black's Orchestra. WEAFL WLS wgy wtam wmaq who wdf kdka
—Sammy Kaye's Orchestra. WABC WKRC WHIO wjr wgar wfbm wadc wbbm
12:30—Lou Brees's Orchestra. WJZ whk wave
—Dick Stabile's Orchestra. WEAFL WLW wgy wtam wj wire wmaq who wdf kdka
—Ted Florita's Orchestra. WABC WKRC wfbm kmox wadc
Don Prindle once wrote and acted in a serial, "Pat and Hank," which drew more listeners in his native Peoria than the famed "Amos 'n' Andy."
Dorothy McGuire, actress who plays the vivacious "Sue" in "Big Sister" over CBS, was a star tennis and basketball player on her high school teams in Cleveland.
Haven MacQuarrie has never been bested in casual repartee with acting candidates, though professionals have often wangled themselves into the pick-up cast for the purpose of out-ribbing him.

**Notes and News Announcer**



"Hello, this is Maynard Craig speaking to you," is a familiar greeting to countless radio listeners at 3:45 p. m., daily except Sunday from WKRC. It ushers in the half-hour notes and news period on which news of importance and humor is interspersed with Craig's unflinching good frame of mind.

**CONTEST CLUB**

(Continued from page 5)

freshes' and 'Good To The Last Drop' stick in the mind because they are short and easily remembered.

"Often the statement is made—and it is sometimes found in the contest rules—that it is what you say that counts—not how you say it. Wise contestants will accept this as true only to a limited extent. What you say—the basic idea back of your entry—is of vital importance, but two different contestants can take the same idea and get entirely different results. One will win, the other will lose, according to how clearly, concisely and convincingly that basic idea is expressed in words. So, if you would be among the happy winners keep this fact constantly in mind: If it is hard to read aloud and memorize, it is handicapped by lack of simplicity and perhaps also by clearness.

"The thoughts expressed in Lincoln's Gettysburg address, may have been in many men's hearts, but it took a Lincoln to immortalize them.

"Clear, concise entries built with short, simple words, win. The beginner would do well to actually commit his entries to memory before rehearsing them. The more experienced will soon find that by reading the entry aloud three or four times he will be able to judge as to the ease with which it can be memorized."

They really know their cigarettes around Boston. That's where the first prize in Camels' big contest landed, and the same thing happened recently with old Gold. S. M. VanSant, Jr., of 231 Park Drive, won the much-sought for \$100,000. The con-

**Resume of Some of the Results of the Recent Flood**

Many stars suffered heavy property losses during the recent Hollywood flood. The new home of Bob Burns, deep in Stone Canyon, was ravaged by the water. The grounds were swept clean of recent landscaping which cost the comedian \$7,000.

Andy Devine, still marooned in his mountain home four days after the storm reached its climax Wednesday, lost heavily when water raged through Griffith Park and carried away his expensive riding stables. Others who live in San Fernando Valley were unable to reach their homes for several days to gauge extent of their losses. Among them were Robert Taylor, Paul Taylor, Don Wilson and Don Ameche.

Amos 'n' Andy found themselves marooned in Palm Springs and threatened with a shortage of food and water. They managed to go on the air despite line breakage between Los Angeles and Palm Springs. Engineers routed them to El Centro, near the Mexican border, and then brought the program in by way of San Diego.

(Continued to page 16)

test is finally over and since all who entered received a list of winners and others are not particularly interested, we'll let the whole thing drop. According to advertising circles, Old Gold wishes they had let it drop—in the beginning.

First prize winner in J. R. Watkins national contest was A. J. Brown, of San Augustine, Texas. He received a Lincoln-Zephyr. Fords went to Mrs. Dora W. Lacy, Badger, Calif.; Geo. W. Cole, Watauga Valley, Tenn.; Mrs. Elmer P. Holden, Ney, Ohio; D. Edwin Moyer, Spring City, Pa., and Frank Ehlinger, Oconto Falls, Wis.

A short notice on the real estate page of an Atlanta, Ga., newspaper states Mrs. C. W. Smith, of Clayton, Ga., has approved plans for a new \$12,000 home. She was the winner of top prize in General Electric's recently closed contest. The item states the

**WSAI Wonder Kitchen**



Sammy Fuller, WSAI announcer and special events conductor, presented Edna Hutton, widely known home economics authority, to the women of Cincinnati over WSAI March 7, in the beginning of a daily series of cooking school programs.

Titled the "WSAI Wonder Kitchen," the program is aired at 12 noon (E.S.T.), daily except Sunday from the H. & S. Pogue Co. auditorium. Miss Hutton features "budget short cuts" in home-making.

new home "will contain nine rooms and three baths, and have all the latest electrical home equipment." When completed it will be offered for sale.

An automobile every day during the month of March is the latest Oldsmobile announcement. Contestants must visit an authorized dealer and qualify by taking a ride. They will then receive an official entry blank upon which to write their reaction. A dandy contest.

For designers: A \$1,000 contest for a design to be used on the new Jefferson nickles is about to be announced by the U. S. Mint. . . . The Devoe & Reynolds Company is offering a first prize of \$1,000 and 14 other cash awards in a "Drive-Safely" poster contest. Open to both amateurs and professionals. Details and entry blanks at Devoe & Reynolds' dealers. No purchase requirement.

Garagemen, auto repairmen and allied trades will share in prizes ranging from \$1,000 down to \$100 in a contest announced by the makers of Grey-Rock Brake Lining. Fifty-word statement on official entry blank required. May be obtained from dealer, or direct from Grey-Rock at Manheim, Pa. Closes June 15.

**'LW Buy Now Contest**

WLW and WSAI are offering \$345 in cash for the best 55 letters on purchases made since February 14, date of the "Buy Now" campaign beginning.

Inaugurated Valentine's Day to stimulate new business and stem the business recession, the "Buy Now" campaign has been on the air over both stations daily. In connection with the drive to urge those with money to make purchases now and help stimulate employment, the stations will give \$200 in cash for the best 50-word letter on why purchases made since February 14 were made.

The contest closes at midnight, March 26, and is open to all. Each letter must contain sales slips or written proof of purchase, certified by a dealer. The purchase may cover any product.

Prizes will be as follows: first, \$200; second, \$50; third, \$25; fourth and fifth, \$10 each; the next 50, one dollar each.

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# Week's Serious Music In Review

(All Times Are Eastern Standard)  
**FRIDAY, MARCH 18.**  
 MUSIC APPRECIATION HOUR

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

- Series A—PERSUASSION**  
 Excerpts from Symphony No. 9—  
 Scherzo ..... Beethoven  
 March Slav ..... Tchaikovsky  
 "The Storm" from Overture to "William Tell" ..... Rossini  
 American Fantasy ..... Herbert  
 Turkish March from "Ruins of Athens" ..... Beethoven
- Series B—THE DANCE**  
 Gavotte in D, from Sonata for Violoncello No. 6 ..... J. S. Bach  
 Minuette, from "Don Giovanni" ..... Mozart  
 Polka, from "The Bartered Bride" ..... Smetana  
 "Emperor" Waltz ..... Strauss

**SATURDAY, MARCH 19.**  
 CINCINNATI CONSERVATORY

Chamber music groups and Margaret Lilly, soprano, in morning concert, 11:00 a. m., CBS—WKRC, WHAS.

- Duo for Two Violins No. 1, Op. 99 ..... Haydn  
 a) Aria, "Charmant Oiseau," from "La Perle du Bresil" ..... David  
 b) Ballata ..... Sibella  
 c) Under the Greenwood Tree ..... Buzzi-Peccia
- Margaret Lilly  
 Quintet for Clarinet and Strings in B-Minor, Op. 115 ..... Brahms

METROPOLITAN OPERA

Final matinee of the season, starting

## Conducts NBC Symphony



Carlos Chavez, conductor of the Mexico City Symphony Orchestra, has followed Toscanini as guest conductor of the NBC Symphony Orchestra, on Saturdays at 10:00 p. m. (E.S.T.).

A change has been made as to which station in the Cincinnati area will carry this broadcast. It can be heard over WSAI.

ring Bruna Castagna, contralto, and Rene Maison, tenor, in Bizet's "Carmen," 1:55 p. m., NBC—WCKY, WLW, WSM. The cast follows:

- Carmen ..... Bruna Castagna, contralto  
 Micaela ..... Susanne Fisher, soprano  
 Frasquita ..... Thelma Votipka, soprano  
 Mercedes ..... Helen Olheim, mezzo-soprano  
 Don Jose ..... Rene Maison, tenor  
 Escamillo ..... John Brownlee, baritone  
 Dancairo ..... George Cehanovsky, baritone  
 Remendado ..... Giordano Paltrinieri, tenor  
 Zuniga ..... Norman Cordon, basso  
 Morales ..... Wilfred Engelman, baritone  
 Conductor ..... Gennaro Papi

### NBC SYMPHONY ORCHESTRA

Second concert conducted by Carlos Chavez, Mexican composer-conductor, 10:00 p. m., NBC—WSAI.

- Overture, from "William Tell" ..... Rossini  
 Symphony No. 4, in A-Minor, Op. 63 ..... Sibelius  
 Ciaccona, Arr. by Chavez ..... Buxtehude  
 Danse de la Bergere, from ballet "Sonatina" ..... Halffter  
 Three Dances, from ballet "The Three-Cornered Hat" ..... de Falla

**SUNDAY, MARCH 20.**

### NBC HOME SYMPHONY

Final concert, conducted by Ernest LaPrade, in first series, 12:00 noon, NBC—WSAI.

- Peer Gynt Suite No. 1 ..... Grieg  
 Tone Poem, "Finlandia" ..... Sibelius

### MUSIC HALL OF THE AIR

Jan Pearce, tenor, soloist with orchestra, conducted by Erno Rapee, 12:30 p. m., NBC—WCKY, WLW, WLS.

- First Movement, from "Unfinished" Symphony in B-Minor ..... Schubert  
 Ballet Music, from "Rosamund" ..... Schubert  
 Aria, "Le Reve," from "Manon" ..... Massenet  
 Jan Pearce  
 Pictures at an Exhibition ..... Ravel-Moussorgsky

### ARMCO BAND CONCERT

Robert Northenscald, 16-year-old clarinetist, soloist with band, conducted by Dr. Frank Simon, 3:30 p. m., NBC—WLW, WSM.

- Choral March ..... Chambers  
 "On the Trail," from "Grand Canyon Suite" ..... Grofe  
 Prelude and Rigaudon ..... Evon  
 Robert Northenscald  
 Danse Persanne ..... Guilaud  
 Mickey Goes A-Whistling ..... Mansfield  
 Interlochen Spirit March ..... Mear

### NEW YORK PHILHARMONIC

Robert Casadesu, pianist, soloist with the orchestra, conducted by John Barbirolli, 3:00 p. m., CBS—WKRC, WHAS.

- "Idomeneo" Suite, Arr. by Busoni ..... Mozart  
 Piano Concerto in A-Major, K-488 ..... Mozart  
 Robert Casadesu  
 Suite, "Ma Mere l'Oye" ..... Ravel  
 Piano Concerto for the Left Hand ..... Ravel  
 Robert Casadesu  
 Rakoczy March, from "The Damnation of Faust" ..... Berlioz

### FORD SUNDAY EVENING HOUR

Lily Pons, coloratura soprano, soloist with the Ford Symphony Orchestra, conducted by Sir Ernest MacMillan, 9:00 p. m., CBS—WKRC, WHAS, WHIO.

- Overture "Land of the Mountain and the Lord" ..... McCunn  
 Aria, "Je Suis Titania," from "Mignon" ..... Thomas  
 Mme. Pons  
 Allegro Moderato, from "Unfinished" Symphony in B-Minor ..... Schubert  
 a) Home, Sweet Home ..... Payne  
 b) Pastorella delle Alpi ..... Rossini  
 c) Pretty Mocking Bird ..... Bishop  
 Mme. Pons  
 Allegro Molto Vivace, from "Pathetique" Symphony in B-Minor ..... Tchaikovsky  
 Vesper Hymn ..... Anonymous

### RIISING MUSICAL STAR

Webster Aitken, pinaist, and Arnold Eidus, violirist, soloists with orchestra, conducted by Alexander Smallens, 10:00 p. m., NBC—WSAI, WSM.

- Overture, from "Rosamunde" ..... Schubert  
 Concertatueck for Piano and Orchestra ..... Weber  
 Webster Aitken  
 Hora Staccato ..... Heifetz  
 Arnold Eidus  
 Bell Chorus, from "Piaçliacci" ..... Leoncavallo

**MONDAY, MARCH 21.**

### VOICE OF FIRESTONE

Richard Crooks, operatic tenor, soloist with orchestra, conducted by

## New "Smoothie"

A new "Smoothie" has been added to the Smoothies trio, featured vocal combination heard with "Vocal Varieties" and other programs from WLW, the Nation's Station. She is Arlene Johnson, who has come to Cincinnati to replace Lillian Perron, the former "Babs" of the Smoothies. Charlie and Little Ryan are the masculine members of the trio.

When Miss Perron resigned to go with the Morin sisters, the Ryan brothers called a friend in New York, who recommended Miss Johnson, known for two years on the National Broadcasting Company networks as Judy with the "Judy and the Bunch" program.

## The Story of "Carmen"

This opera is laid in Spain. The whole music has a southern character, it is passionate and original to a high degree.

Carmen, the heroine, is a Spanish gypsy, fickle and wayward, but endowed with all the wild graces of her nation. She is adored by her people, and so it is not to be wondered, that many of the stronger sex lie at her feet. She is betrothed to Don Jose, a brigadier of the Spanish army; of course, he is one out of many; she soon grows tired of him, and awakes his jealousy by a thousand caprices and cruelties.

Don Jose has another bride, sweet and lovely, Micaela, waiting for him at home, but she is forgotten, as soon as he sees the proud gypsy.

Micaela seeks him out, bringing him the image and the benediction of his mother, aye, even her kiss, which she gives him with blushes. His tenderness passes as soon as he casts one look into the lustrous eyes of Carmen. This passionate creature has involved herself in a quarrel and wounded one of her companions, a laborer in a fabric of cigarettes. She is to be brought to prison, but Don Jose lets her off, promising to meet her in the evening at an inn of one Lillas Pastia, where they are to dance the seguidilla.

In the second act we find them there together with the whole band of gypsies. Don Jose, more and more infatuated by Carmen's charms, is willing to join the vagabonds, who are at the same time smugglers. He accompanies them in a dangerous enterprise of this kind, but no sooner has he submitted to sacrifice love and honor for the gypsy, she begins to tire of his attentions. Jose has pangs of conscience, he belongs to another sphere of society and his feelings are of a softer kind than those of nature's unruly child. She transfers her affections to a toreador named Escam-

illo, another of her suitors, who returns her love more passionately. A quarrel ensues between the two rivals, Escamillo's knife breaks and he is about to be killed by Don Jose, when Carmen intervenes, holding back his arm. Don Jose, seeing that she duped him, now becomes her deadly foe, whose hatred will never die until it has its revenge.

Micaela, the tender-hearted maiden, who follows him everywhere like a guardian-angel, reminds him of his lonely mother, everybody advises him to let the fickle Carmen alone, Carmen who never loved the same man for more than six weeks. It is all in vain. Micaela depicts him his dying mother, asking incessantly for her son; at last he consents to go with her, but not without wild imprecations on his faithless love and his rival.

The fourth act finds us in Madrid. There is to be a bull-fight; Escamillo, its hero, has invited the whole company to be present in the circus.

Don Jose appears there, too, trying for the last time to regain his bride. Carmen, though warned by a fellow gypsy, Frasquita, knows no fear. She meets her old lover outside the arena, where he tries hard to touch her heart. He kneels at her feet, vowing never to forsake her and to be one of her own people, but Carmen, though wayward, is neither a coward nor a liar, and boldly declares that her affections belong to the toreador, whose triumphs are heard outside. Almost beside himself with love and rage Jose drags her by the hand, she escapes him, throwing the ring, Jose's gift, at his feet, and rushing to the door of the arena.

—Jose overtakes her, and just when the trumpets sound Escamillo's avictory, Jose in the pitch of fury and despair stabs her through the heart, and the victorious toreador finds his beautiful bride a corpse.

Alfred Wallenstein, 8:30 p. m., NBC—WLW, WSM.

- Overture, from "Orpheus in Hades" ..... Offenbach  
 a) Aria, "Le Reve," from "Manon" ..... Massenet  
 b) In a Monastery Garden ..... Deppen  
 c) Vienna, City of Dreams ..... Siczynski  
 Richard Crooks  
 Slavonic Dance No. 8 ..... Dvorak  
 March Slav ..... Tchaikovsky

### ROCHESTER CIVIC ORCHESTRA

Mordecai Lurie, violinist, soloist with orchestra, conducted by Guy Fraser Harrison, 3:00 p. m., NBC—WCKY.

- Overture, from "Di Ballo" ..... Sullivan  
 Ballet, "Les Jeux d'Enfants" ..... Bizet  
 Waltz, Wiener Blut ..... Strauss  
 Petite Suite ..... Debussy  
 Reverie ..... Scriabine  
 Overture, from "Carnival of Venice" ..... Thomas

### COLUMBIA CHAMBER ORCHESTRA

Third in Handel concert series directed by Bernard Herrmann, 4:00 p. m., CBS—WHIO, WHAS, WKRC.

- Concerto Grosso No. 3 ..... Handel  
 Symphony in E-Flat Major ..... Goscel  
 Fantasia No. 5 for Orchestra ..... Purcell

### PHILADELPHIA ORCHESTRA

Three soloists, Georges Barrere, flautist; Carlos Salzedo, harpist; and Horace Britt, cellist, with orchestra, conducted by Eugene Ormandy, 9:00 p. m., NBC—WCKY, WLS.

- Overture, from "Merry Wives of Windsor" ..... Nicolai  
 Andantino, from Concerto for Flute and Harp ..... Mozart  
 Barrere and Salzedo  
 Rhumba, from Rhumba Symphony ..... McDonald  
 Slavonic Dance No. 1, in C-Major ..... Dvorak  
 Piece en Forme de Habanera ..... Ravel  
 Britt and Salzedo  
 Menuet and Finale, from Trio-Sonatina ..... Ravel  
 Britt, Salzedo, and Barrere  
 March Slav ..... Tchaikovsky

**TUESDAY, MARCH 22.**

### CINCINNATI SYMPHONY ORCHESTRA

Young People's Concert, conducted by Eugene Goossens, 3:30 p. m., CBS—WKRC, WHAS, WHIO.

- Egmont Overture ..... Beethoven  
 Third Movement, from Symphony No. 4 ..... Brahms  
 After Christmas Suite ..... Hausermann  
 (World Premiere)  
 Swan of Tuonela ..... Sibelius  
 Spanish Dance No. 2 ..... Granados  
 Roumanian Rhapsody No. 1 ..... Enesco



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# OPERA BROADCASTS TO CLOSE WITH "CARMEN"

## Maison, Brownlee to Star In Leading Roles In Matinee

Ring down the curtain on its seventh annual series of complete opera broadcasts from the Metropolitan Opera's regular season, the National Broadcasting Company will present Bizet's "Carmen," with Bruna Castagna in the title role, on Saturday, March 19, beginning at 1:55 p. m. (E.S.T.), over NBC, including WCKY, WLW and WSM.

The NBC commentator will be Milton Cross, veteran opera announcer.

The Don Jose of the performance will be Rene Maison, Belgian tenor, and John Brownlee, Australian baritone, will have the role of the swaggering toreador, Escamilla. Susanne Fisher will sing Micaela, and the conductor will be Gennaro Papi.

The final broadcast from the regular New York season rounds out a series of seventeen complete operas, including five of the eight novelties and revivals of the 1937-38 season, heard direct from the great stage of the Metropolitan Opera House.

Susanne Fisher is the only new voice in the "Carmen" cast; it will be her first attempt of the season in the role of Micaela. Miss Fisher, an American, joined the Metropolitan Opera several seasons ago after having sung with great success at the Paris Opera and the Opera Comique.

Bruna Castagna joined the Metropolitan in 1936 after having sung at Milan and Buenos Aires. She also sang two seasons with the New York Hippodrome Opera Company. Miss Castagna is now one of the leading Metropolitan contraltos.

## "Sing and Swing," New Variety Show, to Replace "Poetic Melodies" Mar. 21

A sparkling new program, titled "Sing and Swing" will replace the present "Poetic Melodies," broadcast over CBS, including WKRC, each Monday through Friday at 7:00 p. m. (E.S.T.), beginning March 21. (Rebroadcast to the West at 11:00 p. m., E. S. T., including WHAS.)

Jack Fulton, romantic tenor star of "Poetic Melodies," will continue his singing of semi-classical and popular ballads. Newcomers to these broadcasts are to be the Andrews sisters, specialists in close harmony swing, heard recently on the "Double Everything" programs. Carl Hohengarten's orchestra will contribute specialties and provide musical background.

The three Andrews sisters are veterans of vaudeville and night club circuits,

## Symphonic Strains

By CLINTON BROOKS

Various types of radio programs and what to do about them occupied almost sixty minutes of a discussion sponsored by the Cincinnati division, Federation of Music Clubs, last week at one of the sessions of the Ohio Music Teachers' Association meeting in Cincinnati. The speaker, Dr. Frederic B. Stiven, University of Illinois, Urbana, Ill., reviewed what the radio had done to develop an interest in classical music for the general public, elaborated on what may yet be done. Dr. Stiven did not criticize prominent broadcasting dance bands, dance music, or singers, but vented his displeasure on programs that pretended to educate public taste for classical music in only half-hearted fashion.

One program announced for the coming week illustrates Dr. Stiven's point. Lily Pons, noted coloratura soprano, is slated on the Ford hour for the Polonaise from Thomas's "Mignon," a Rossini item, and "Home, Sweet Home." Enough that Miss Pons, whose voice was displayed to such good advantage in "Lucia di Lammermoor" last week at the Metropolitan matinee, should have to sing the hackneyed "Mignon" aria this week. Worse that a Rossini trifle should be given such prominence. Deplorable that the great singer should waste her golden-throated notes on such inconsequential trivials as "Home, Sweet Home." One would as soon see Greta Garbo cast with Buck Jones in a Western movie thriller, or hear Rachmaninoff try his unparalleled talent on "Chopsticks."

It is an insult to Miss Pons's ability that she should be put into such a position. Miss Pons's talent is for the most elaborate "bel canto" singing, not for archaic folk ballads. If the sponsors want to exploit classic music, as it seems they do—if they want to attract listeners by exploiting Miss Pons—if they want to pay the price which such a singer commands, they should be consistent. Why cannot the French prima donna entertain her audience with excerpts from operas which are none too familiar to Americans, "Coq d'Or," "Semiramide," "Linda di Camounix," "L'Etoile du Nord," or "Ariadne auf Naxos." That would be "educational" for the public.

Another thing which we shall never understand, and that is the reason why symphony orchestras—broadcasting to an audience which they hope to "educate"—should devote a considerable portion of their programs to playing chamber music. The average radio listener turns his dial to a symphonic program with the intention of hearing symphonic music. With what right? Fifty chairs of the NCB Symphony Orchestra are vacated while a small group of players in the string section perform a Bach or Handel concerto. Other orchestras perform arrangements of Ravel trios, Tchaikovsky sextets, Brahms quartets. In England the problem has been solved to some extent. Chamber orchestras play chamber music. Symphonic orchestras play symphonic music. Everybody is satisfied. Besides, something still needs to be done with acoustics in chamber music broadcasts to bring out their full beauty. Last week two disappointing efforts heard on the air were the NBC Symphony Orchestra playing a Handel Concerto Grosso and Jose Iturbi playing a Mozart Harpichord Concerto. Reception was fair on delicate, expensive radio sets, but not on the ordinary equipment—that is found in the homes of average would-be music lovers.

Several programs this week stand out from the others for a variety of reasons. Robert Casadesus, famed French pianist, will commemorate the death of his compatriot, Maurice Ravel, by playing that composer's Concerto for the Left Hand—a work which has been much exploited by Wittgenstein, the one-armed pianist. John Barbirolli will conduct the orchestra, adding to the number a warmth and color for which he is noted in directing the works of contemporary composers.

The final matinee broadcast of the season will be given by the Metropolitan Opera, presenting Georges Bizet's "Carmen." Bruna Castagna, who gained considerable recognition for her singing during summer opera seasons at the Cincinnati Zoo, will appear in the title role. The port of Don Jose goes to Rene Maison, who is well versed in the traditions of French opera. The rest of the cast seems to be adequate.

The Cincinnati Symphony Orchestra will broadcast its Young People's Concert Tuesday afternoon, with a highly diversified group of selections. Two works which have focused attention on Conductor Eugene Goossens in England are Granados' Second Spanish Dance and Sibelius' Swan of Tuone—both of which have been recorded on phonograph discs.

Also for young people are the Damrosch music appreciation hours, in which works for ballet and composition featuring kettledrums and other instruments of the orchestral "battery" are to be featured.

## Black and White



Because Dr. Frank Black, NBC's music director, spends more than 12 hours a day rehearsing for two full hour programs, attending to arrangements, new compositions, copyrights and the business end of radio, there are few wasted motions on the podium. An idea of the conductor's efficient gesturings is conveyed in these remarkable sketches.

## Goossens is Conductor of Cincinnati Orchestra for Young People's Concert

The fifth Young People's Concert of the Cincinnati Symphony Orchestra will be conducted by Eugene Goossens in a broadcast over CBS, including WKRC, WHAS and WHIO from Music Hall in Cincinnati Tuesday, March 22, at 3:30 p. m. (E.S.T.).

The program includes Beethoven's "Egmont" Overture; the third movement from the Fourth Symphony of Brahms; "After Christmas Suite," by Haussermann; "Drink to Me Only with Thine Eyes;" "The Swan of Tuonela," by Sibelius; Granados' Spanish Dance, and the Rumanian Rhapsody No. 1 of Georges Enesco.

## Changes on 'SAI

A number of program changes and additions have recently been inaugurated at WSAI, Cincinnati's Own Station.

Dick Bray, well known Cincinnati sports announcer, who recently joined the WSAI staff, has launched a new program of special interest to sport fans. The program is entitled "The Sports Quiz."

Introducing two opposing sides, each having three members, Bray conducts his "Quiz" nightly, Monday through Friday, at 7:30 p. m. (E.S.T.).

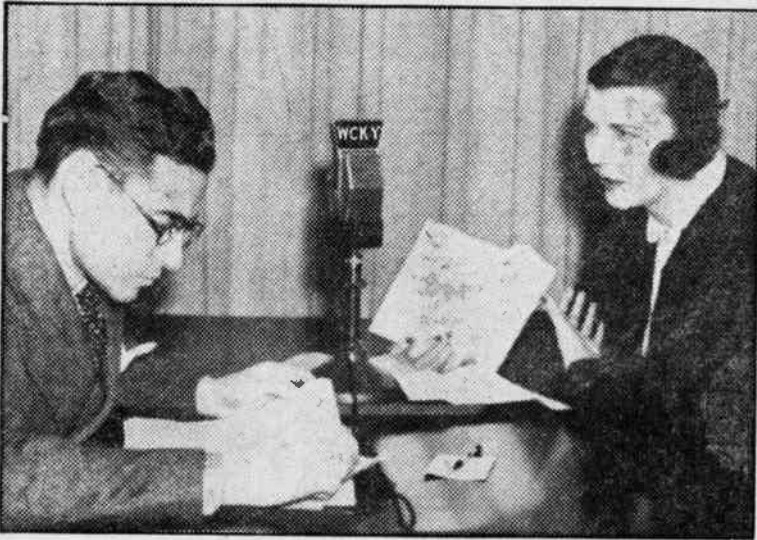
Listeners are invited to send in any question on the subject of "sports" that they may want answered. If the contestants can't answer them, Bray will supply the correct information during the broadcast.

The "Knot Hole Club," previously heard Saturday mornings, has been revised and moved to the six o'clock spot Monday and Wednesday nights.

The three times weekly broadcast featuring Janette, WSAI song stylist, has moved from 7:30 p. m. (E.S.T.), Monday, Wednesday, and Friday nights, to 7:45 p. m.

Freddy Heikel and his ensemble will move to 6 p. m. (E.S.T.), Tuesday, Thursday, Friday, and Saturday nights, broadcasting from the Hotel Netherland Plaza.

## Interviewer



Paul Kennedy, radio editor and commentator, interviews celebrities visiting Cincinnati, on his Tuesday and Thursday programs, at 6:15 p. m. (E.S.T.), from WCKY's Netherland Plaza studios. Here you see him chatting with Sheila Barrett, famous mimic, in a recent broadcast.

### Broadcasts From New York



Phil Baker, comedian, who is heard over CBS, including WKRC, WHAS and WHIO, Sundays, at 7:30 p. m. (E.S.T.), has moved to New York where his broadcasts will originate. He is due to be back in Hollywood for his next year's series.

### New 'LW Show

"Tunes for Two" is a new musical program heard over WLW, at 6:15 p. m. (E.S.T.), every Tuesday and Thursday. Presenting Stephen Merrill, lyric tenor, and Kresup Erion, soprano, the program will feature a series of duets in sentimental and romantic songs.

Virginio Marucci and his orchestra will provide the musical accompaniment for the vocalists.

### RECENT FLOODS

(Continued from page 13)

Ted Fio Rito, orchestra leader on the Log Cabin Jamboree, offered \$100 to any pilot who would fly him to Hollywood from Palm Springs but found no takers.

Among visitors at NBC's Hollywood studios marooned by the flood was Lieut. Governor James E. Berry of Oklahoma, who brought Bob Burns

a colonel's commission and was unable to get back home.

Comedy walked side by side with tragedy during the disaster.

Charlie McCarthy and Edgar Bergen were scheduled to appear at a banquet in honor of Admiral Claude E. Bloch, new commander in chief of the U. S. Fleet. Charlie was all set to float to the function when word came of its postponement. The reason given was that the water between San Pedro and Los Angeles was too high for the Admiral.

While the storm raged in the valley Robert Taylor, who runs a horse farm there, ordered a horse saddled and made his way on horseback to a highway, where a waiting automobile picked him up and brought him to the El Capitan theater for a Good News of 1938 rehearsal.

Bing Crosby dusted off a big old-fashioned roadster and plowed his way through the water with great aplomb. Not only did he reach the NBC studios, but on the way he managed to lend a push to drivers of many

sleek, expensive limousines.

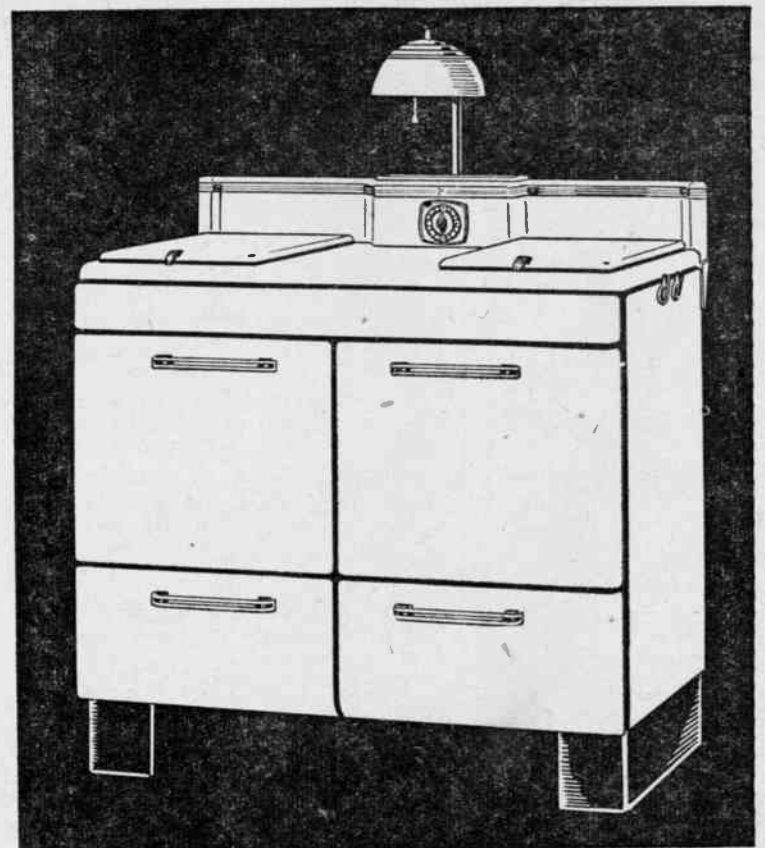
Fanny Brice missed the Good News rehearsal Wednesday night, but she refused to let flood waters stop her Thursday. Frank Morgan rehearsed in a muddy woodsman's outfit which he donned to help a friend try to rescue his wife, marooned in a beach home.

Dick Powell played Sir Walter Raleigh to a couple of young women on Sunset Boulevard and carried them across the street through three feet of water.

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