

5¢

Radio

The Midwest's Largest Radio Newspaper

Dial

WEEK ENDING
OCTOBER 21, 1938

Newcomer to "March of Time"



(See Page 4)

IN THIS ISSUE

TOSCANINI RETURNS TO
CONDUCT NBC SYMPHONY
ORCHESTRA

(See Page 15)

ROOSEVELT TO BE HEARD
IN SPECIAL PROGRAM

(See Page 3)

PICTURES OF
"STAR THEATER" CAST

(See Page 3)

FIRST TELEVISION "MAN-
ON-THE-STREET" BROAD-
CAST SUCCESSFUL

(See Page 13)

In "Dr. Christian"



Humorist



RADIO LIGHTS

Practically all the largest and most important radio programs have started. With their return we find many old favorites and many new faces. Among the new radio entertainers who have yet to prove that they are a paying investment are Joe E. Brown, Adolphe Menjou and his entire cast which includes Charlie Ruggles, Una Merkel and Jane Froman, Bob Hope, who now has his own program, and several others.

In bringing new faces to radio this year sponsors have chosen those that have proven a success either on the stage or on the screen. This proves that radio more than ever before is a hard field for a beginner to crash unless that beginner has a name or is backed by a well known radio performer. Whether or not radio is losing in this deal is impossible to say. We believe radio is narrowing itself by this move and that good radio entertainers are being passed up. As proof we point out how some present stars are stars, only because they were discovered by someone else who has a foothold.

Morton Downey, Bing Crosby, Henry Busse, Ramona, Jack Teagarden, Mildred Bailey, Red Norvo, Joan Edwards, and Mark Warnow are now radio stars only because well known figures were kind enough to give them a push. We wonder how many small-town radio performers are undiscovered and will be undiscovered because the networks aren't willing to gamble. Tommy Riggs is a perfect example. How far would he have gone, had it not been for Rudy Vallee?

Guests of the week:—Heather Angel and Charles Butterworth as "Hollywood Hotel" guests October 14 . . . Claude A. Barnett visits "Wings of Jordan" October 16 . . . Cary Grant plays "Wings in the Dark" on "Silver Theater" the same day . . . Walter Hampden, distinguished Shakespearean actor, on Magic Key October 16 . . . Betty Jaynes, Eddie Cantor's newest protege, will be introduced on Eddie's program October 17 . . . Alison Skipworth guests for Tommy Riggs October 15 . . . This Thursday Kate Smith will entertain Chester Morris . . . "Star Theater" this week offers John Barrymore and Noah Berry . . . And the same day finds Lionel Barrymore, Eleanor Powell, Allan Jones, Lew Ayres, and the rest of the gang on "Good News of 1939" . . . On October 18 Charles Butterworth and Marie Wilson will be with Al Jolson . . . Margaret Sullivan on October 19 will visit "Star Theater."

Orson Welles, who is doing right by radio with his "Mercury Theater of the Air" program, plays "Lorna Doone" October 16 . . . On the same day "Dog Heroes" begins its third consecutive year . . . W. C. Fields makes his debut with "Your Hit Parade" Saturday, October 15 . . . Burns and Allen leave New York for Hollywood where their broadcasts will originate for the rest of the radio season . . . Rudyard Kipling's "Brushwood Boy" will be presented on the "Columbia Workshop" October 13 . . . NBC has scheduled 90 broadcasts from Rochester during the course of the year . . . Their Music Hall series changes to 1:00 p. m. instead of 12:00 Noon beginning October 16.

Most of the instrumentalists in Frank Black's String Symphony will double with Toscanini this winter. Black's group, numbering forty men, was mainly selected from Toscanini's orchestra of last season . . . Elizabeth Lennox used to make records for twelve different companies before going on the air and yet the public couldn't get enough of her singing. Her discs, one week, were completely sold out two days after appearing on the counters . . . Doris Rhodes has written a new tune and is trying to get her husband, Jonie Taps, music publishing executive to buy it from her. The title of it is "Sahara Sarah," a comedy novelty, as the name implies. Fred Allen has still to enter a New York night club, having declined even when Harry von . . . m to join a party celebrating the "Tonight" . . . Mark Warnow, music . . . g those who lost their boats during . . . antic Coast . . . Beatrice Pons, who . . . NBC, got her first radio job playing . . . g city newspaper. It was excellent . . . g from little boys to old women . . . ns, "Your Family and Mine" actress, . . . It was at a Mount Vernon, N. Y. . . words in Italian.

Edward G. Robinson and Claire Trevor, stars of "Big Town," were guests of Hollywood's "Twenty-Third" Club following last week's program.

Martha Raye confided to friends at last week's Al Jolson show rehearsal that she will marry David Rose in Phoenix, Arizona.

A Busy Songbird



Twenty-four hours a day aren't enough as far as Mary Eastman is concerned. She is kept busy on the "Saturday Night Serenade, over CBS, including WHAS, at 9:30 p. m. (EST). Whenever she can find any spare time between rehearsals and broadcasts she practices voice for her goal is the Metropolitan Opera Company.

Child Prodigy Grows Up



Green-eyed, but far from being a monster, is Virginia Ver-rill, who sings on Jack Haley's "Variety Show" over CBS, including WKRC, WHAS and WHIO, Fridays at 7:30 p. m. (EST).



Since the clock is the Hitler of radio, programs have to be tailored to a hard-and-fast time pattern. Ordinarily, listeners are so accustomed to this Procrustian technique that they don't notice it. But every now and then it stands out like the proverbial sore thumb. Most recent of these occasions was the Ford Sunday Evening Hour of Oct. 2. Beniamino Gigli was the soloist. And what a soloist! By the time he had finished his first number listeners wanted more, much more of his golden voice. They got just what the program plan called for, because straight-jacket timing left no room for encores. The same thing happened last year when Gelliano Massini "stopped the show" on the Ford Hour. To anybody except a radio production man, this seems absurd. When a soloist scores a sensational triumph, it seems only right to let the audience have what it wants. But radio programs aren't built that way. The time schedule must be followed regardless.

Now that the fall programs are back on the air, it's to be hoped that the epidemic of advance blurbs is over. You know those broadcast announcements bringing the glad tidings that the Suchandsuch Hour will return to its breathlessly expectant public. There have been more of them this year than I can remember. Even if you want to hear the programs, they're tiresome. And, as usual, the worst shows get the biggest blurbs.

Admirers of Tommy Riggs had their fingers crossed when he started a program of his own. They remembered only too well what happened to Frank Fay, another Vallee "discovery," when he went on his own. But it looks as if their fears were groundless. Instead of trying Fay's impossible feat of doing a half-hour single-handed, Tommy and "Betty Lou" are just the feature act of a variety show. As long as the script holds up, they should repeat the success they had with Rudy.

The Silver Theater opened its season with an opus titled "Stronger Than Steel." By the time the emoting was over and the sound-effects man stopped for breath, it appeared that its tensile strength wasn't equal to the strain. The "boy meets girl" formula may be surefire on the screen. But on the air it has to have convincing motivation, among other things, if it's going to hold together.

With "new" programs getting so

much ballyhoo just now, it's worth noting that Waltz Time has started its sixth year on the air without any material change in its setup. It's still a half hour of velvet-smooth waltzes by Abe Lyman's orchestra, with vocals by Frank Munn and the Amsterdam Chorus. The wise boys can't understand why it goes on and on in spite of "modern" improvements in program styling. But the explanation is quite simple. Waltzes relieve the "acid indigestion" caused by swing.

Bill Stern's football announcing would be the better for less of the "itsie-bitsie." There's something pretty ludicrous about calling a 220-pound tackle, with size 12 feet and shoulders as wide as a barn door, "Jackie," or "Georgie," or "Joeie." Or maybe I have the old-fashioned notion that football is a man's game.

The Texaco Star Theater seems to be built on the familiar Hollywood theory that if you jam enough "names" into a radio hour it's simply got to be good. Even so, the premiere had its bright moments. One of them was Charlie Ruggles' mad comedy. Another was Kenny Baker's better and better singing. Strangely enough, the most debatable item was the Max Reinhardt play, featuring Bette Davis. Though well done, it raises the question whether dual personality can be anything more than fantastic as drama material. By the time the hour was over this dial-twister wondered if it was worth the price of missing half of Fred Allen.

Speaking of stars, Red Foley is billed as the star of Avalon Time. But you may not know it from hearing the program. What with two announcers, Kitty O'Neal (she must be funny, she laughs so much) et al, Red is just "among those present." He deserves better than that, now that he's finally on the network. And—not incidentally—the commercials are of the daytime ilk.

With radio and public opinion as its subject, the Oct. 2 People's Platform seemed a golden opportunity for listeners to get things off their chests. But only one listener had a chance. The other three, who did most of the discussing, were the editor of a radio publication, Bob Trout, and Neville Miller, president of the National Association of Broadcasters. Naturally, they spoke for the stations. Deliberate or not, things of that sort don't enhance radio's reputation for candor.

Headliners of the New "Star Theater"



Here are seven reasons for putting the new "Star Theater" on your radio "Must" list. The program is broadcast over CBS, including WKRC, WHAS and WHIO, Wednesdays at 9:30 p. m. (EST)

The cast, pictured here from left to right, top, is Kenny Baker and Jane Froman, singers; Adolphe Menjou, master of ceremonies; below, Max Reinhardt, producer of weekly dramas; Charlie Ruggles and Una Merkel, comedy team; and David Broekman, musical director. Jimmy Wallington is the announcer for the program.

CBS Begins Installing Television Transmitter In Chrysler Tower

A television transmitter which will broadcast a high-definition picture signal as powerful as that of any transmitter now in operation is being installed on the 72nd and 73rd floors

of the Chrysler Tower in New York for the Columbia Broadcasting System.

After a year's exhaustive tests, both of the transmitters are of a new type of television antenna for distributing the signal evenly over the entire city and its suburbs, engineers this week began the arduous process of installing the 100,000-lb. equipment in the site high over Manhattan. Final arrangements also have been made for construction of a coaxial cable connecting the transmitter with the CBS television studios in the Grand Central Terminal Building nearby.

Columbia's schedule calls for completion of the installation early in 1939, but since additional time will be required for final tests, no date has been set for the broadcasting of visual programs. When the new station goes on the air next year, it will climax almost a decade of television experimentation by Columbia which, in 1931, broadcast the first regular schedule of television programs undertaken in this country.

In contrast with the early, 60-line transmission, the new station will send out images of 441-line definition. This seven-fold increase in the number of lines has required more than a

(Continued to page 14)

Pope Broadcasts Blessing To Eucharistic Congress

Pope Pius XI, bestowing his Apostolic benediction on the Eucharistic Congress in Session at New Orleans, will be heard throughout the United States, on Tuesday, October 18, at 1:30 p. m. (E.S.T.), over the NBC-Red network.

The blessing by His Holiness will be picked up from the NBC broadcast and put on the public address system where the Eucharistic Congress is meeting. It is expected that the Pope will speak from Castel Gandolfo.

Catholic Hour Topic Is "Rights of Men"

Against a background of prayer recited by the famous Speech Choir of Rosary College, three addresses on the Rosary will be delivered by the Very Rev. J. J. McLarney, O. P., president of Aquinas College, Columbus, Ohio, during the Catholic Hour, at 6:00 p. m., over the NBC-Red network, starting with the broadcast of Sunday, October 16.

The series will be generally titled "The Rosary and the Rights of Man," while the first will be on "Life," the second on "Liberty," and the third "Pursuit of Happiness." The Catholic Hour is presented by the National Council of Catholic Men.

Roosevelt To Inaugurate Human Needs Mobilization In Special Broadcast

President Franklin D. Roosevelt, inaugurating the 1938 Community Mobilization for Human Needs, will urge the hearty cooperation of the American public in supporting the country's health and welfare organizations when he speaks over the Blue network of the National Broadcasting Company on Friday, October 14, at 10:00 p. m., (E.S.T.). The Columbia Broadcasting System and the Mutual Broadcasting System also will carry the President's appeal, which will be broadcast from the White House.

The program, which celebrates the 25th anniversary of the Community Chest movement in the United States, also will present a talk by Charles P. Taft, chairman of the 1938 Mobilization, and music by the Cincinnati Symphony Orchestra, conducted by Jose Iturbi.

The orchestra will open the program with "Les Fetes," by Debussy, and the Prelude to the third act of "Lohengrin." Taft, who will present President Roosevelt to the radio audience, will address his remarks particularly to a meeting of Community Chest representatives gathered in Providence, R. I., for the express purpose of raising emergency funds to combat the damages wrought by flood and hurricane. Iturbi will conduct the orchestra in Sibelius' "Finlandia" to conclude the program.

"Cavalleria Rusticana" To Be Aired By NBC From San Francisco

A performance of Mascagni's one-act opera, "Cavalleria Rusticana" by the San Francisco Opera Company on Monday, October 17, will be broadcast from the stage of the War Memorial Opera House in San Francisco over the NBC-Blue Network at 11:05 p. m., (E.S.T.).

Ebe Stignani, soprano, and Alessandro Ziliani, tenor, will sing the roles of Santuzza and Turiddu, respectively. In the supporting cast will be three Metropolitan Opera singers, Doris Doe, mezzo-soprano, as Lola; Carlo Tagliabue, baritone, as Alfio, and Thelma Votipka, contralto, as Lucia. Gaetano Merola, founder and general manager of the San Francisco Opera Company, will conduct.

WHIO Mobile Transmitter Corrects Dayton Drivers

Continuing its safety drive, WHIO, Dayton, Ohio, has inaugurated a series of broadcasts using its short-wave mobile transmitter, with Paul Price of the Accident Prevention Bureau of the City of Dayton, at the "Mike."

The mobile transmitter cruises the Dayton streets while Mr. Price describes driver's mistakes as they occur, at the same time correcting the error. The city has charted accidents by streets and the broadcasts are scheduled where the most accidents occur

Each to His Own Taste



Skinny Ennis and John Scott Trotter, who room together in Hollywood, don't always agree on what constitutes a zestful, tasteful dish, as you can gather from this scene in their kitchen.

Ennis is the musical director on Bob Hope's Variety Hour, broadcast over NBC, including WLW and WSM, Tuesdays at 10:00 p. m. (E.S.T.). John Scott Trotter directs the music on the "Music Hall" program which features Bing Crosby and Bob Burns.

The two were fraternity brothers and room mates at the University of North Carolina.

"Passing Parade"



After searching for months for a home obscure enough and not surrounded by movie celebs, John Nesbitt, the "Passing Parade" star, finally found his dream house. After the sale was transacted, he discovered that his next-door neighbor was the alluring and popular Kay Francis.

Weekly RADIO DIAL

Entered as second-class matter July 29, 1931, at the post-office at Cincinnati, Ohio, under the Act of March 3, 1879.

Published every Friday by the Radio Dial Publishing Co.
22 East 12th St., Cincinnati, Ohio

Six Months for \$1.00.

Single Copies 5 cents

RADIO DIAL brings you the latest available programs and news of your favorite stations and artists. All programs listed are correct up to press-time, but are, of course, subject to later changes by networks and local stations.

J. A. ROSENTHAL, Editor
Telephone—CHerry 0710-0711

Vol. VIII WEEK ENDING OCTOBER 21, 1938 No. 23

PROGRESS TOWARD WHAT?

This is the time of year when radio press agents are busy ballyhooing the return of programs that have been off the air during the summer and refurbishing year-round attractions for fall and winter runs. Much good ink and paper are being lavished on the stars, material and production methods that are supposed to make programs bigger and better. But on one point the press agents maintain a significant silence: commercial plugs.

Listeners who know their way about the dial can guess the reason easily enough. No claim of improvement in commercial plugs is being made because there has been no improvement. Indeed, far from becoming better, conditions are growing worse.

The practices which have made commercials notorious in the past continue to flourish more lustily than ever: shouting announcers, high-pressure claims, station-break "chiseling," plugs "planted" in performers lines. The list is too long to set down in detail.

The low estate to which commercials have fallen can be confirmed by their impossible quantity. Instead of growing shorter, sponsor blurbs are growing longer, even on evening programs of the networks, where the highest standards are presumably maintained.

There is one heartening exception to all this promotional din: the Ford Sunday Evening Hour. As it has since its inception, the Ford Hour carries no commercials in the ordinary sense; merely brief, dignified statements of sponsorship.

According to the apostles of progress, this is "horse and buggy" stuff. A dozen years ago all the best sponsored programs carried commercials of the same sort; "institutional copy" as it is called in the trade. Today it is considered hopelessly out of date.

But is it really "horse and buggy"? Are the strong-arm methods of most radio advertisers really progressive?

Certain fundamentals point the answer to both questions. If it is to sell the sponsor's wares a commercial announcement must, first, be heard, and second, create a feeling of friendliness on the part of the listener.

It is obvious to anyone who knows what goes on at the loudspeaker that "modern" commercial announcements fall short on both counts. Most of them are not heard because there is too much of them. And most of them create a feeling of indifference, if not resentment, because of their presuming tone.

On the other hand, institutional copy is short enough to be heard, and, being courteous, gets a cordial response.

So if present-day commercials are progressive, toward what are they progressing?

The experts say toward bigger and better sales. But listeners say toward stouter and more active sales resistance. And it happens that they have the decisive word in this argument.

We seem to remember an old fable about a goose that laid golden eggs.

IN RADIO'S LIMELIGHT

Newcomer to "March of Time"

Helen Lewis, 21-year-old newcomer to the "March of Time" program, believes that relaxation is of paramount importance in mastering a script. She often studies her script as pictured above. The "March of Time" is broadcast Fridays over NBC, including WCKY, WLS and WSM, at 8:30 p. m. (E.S.T.).

In "Dr. Christian"

Rosemary De Camp, lovely young screen star, will again play the role of "Judy Price", secretary to a kindly country doctor, when the dramatic serial, "Dr. Christian," starring Jean Hersholt, starts its second year, Tuesday, October 18, at 10:00 p. m. (E.S.T.) over CBS, including WKRC, WHAS and WHIO. (Continued on page 5)

THIS IS RADIO

By BILL BAILEY

What does the farmer expect of radio?

That's a question that program directors and station managers, sitting in offices, have been attempting to solve the past decade.

Broadway breaks out with a new so-called "hillbilly" show.

"It'll wow the farmers!" exclaims one producer whose knowledge of agriculture has been gleaned from reading books.

"Why not?" agrees another, who thinks that the so-called "hillbilly" entertainment is "right up the farmers' alley."

This is not intended to criticize radio production men and program directors. Neither is it a reflection on the farmer as an individual or industry. We are stating facts as

they have taken place in the past.

But no more. Radio has played an important part in the education of the American public. Virtually every farm, as well as every urban home, has at least one radio. Many farmers have radios on their tractors and they listen to programs as they work, just as the city dweller, with a radio in his office, listens to the World Series or some other event of interest.

It has been an established fact in radio that there is but one judge. Sponsors have their own ideas about shows. So do advertising agencies and program directors, but out of it all, whether a show "clicks" or fails depends upon that one judge—Mr. John Q. Public.

The fact that audience participation shows have been most success-

ful would indicate that the listener enjoys "free-and-easy" programs with less "on the nose" production.

To ascertain what the farmers the midwest want in the way of entertainment, George C. Biggar, regional program supervisor of WLW at WSAI, and John F. Merrifield, former editor of the stations, plan to spend much of their time visiting farm meetings, chatting with the farmers and otherwise getting the farmer's personal viewpoint on radio.

Not only that, but farmers themselves will be invited to participate in the WLW agricultural broadcast to present their own views on current problems and agricultural affairs.

The WLW road units from the Friday night "Boone County Jan borer" will make personal appearances in many small communities this season. Both Mr. Biggar and Mr. Merrifield will accompany the radio troupers to obtain the reaction of the farm community folk to their various acts and artists. But here a direct quotation from Mr. Biggar whose 14 years in the radio game have put him in close contact with the farmer:

"Too many radio people have the idea that the average farmer's sole idea of entertainment is hillbilly music. This is not true. Farm people love any kind of music and singing that is melodious and familiar to them. They love the old classic when they are not put on with too many frills and furbelows. Clean, wholesome, unsophisticated comedy has a great rural appeal."

"They are loyal to the entertainers who are sincere and genuine—who are friendly. They dislike people who put on airs. They like to think of their radio friends as 'next door neighbors' whom they'd like to invite in for fried chicken dinner. With farmers—as well as city people—experience has borne out the fact that it isn't the music or the singing or the comedy that counts. It is the personality or personalities at the microphone."

Another phase of broadcasting will be discussed in the next installment of "This is Radio."
—Editor's Note.

SERENADE AND STATIC

THE MAIL BOX

Dear Sir:

I have listened to the Metropolitan operas for several years, and I have always enjoyed them. I have both seen and heard operas, and it is hard for me to say which is better.

I admit that some aren't nearly as fine as others, but I don't see how people could want such beautiful operas as "La Boheme," "Faust," "La Traviata" and many others shortened or translated into English. It would be like seeing a flower, once whole and complete, now sighing because someone had plucked part of its velvety petals.

The opera would lose its appeal if Grace Moore's "They Call Me Mimi" were followed by Benny Goodman's arrangement of "A-Tisket, A-Tasket."

An opera loses its charm and spell when it is translated into English. For one reason it is made to rhyme. Also, when in English, the audience tries too hard to hear what is being sung, and that distracts the attention from the inspiring music. When hearing opera in a foreign language that the listener doesn't understand, he surrenders himself to enjoy the music without trying to understand what is said.

But whether heard in English or the original language, the opera will be forever loved, and the music always remembered.

Sincerely,

ALICE BOPP, Cincinnati, Ohio.

Dear Sir:

Each year RADIO DIAL has offered Christmas cards free to subscribers.

I was going to order some special cards this year but first wanted to find out whether or not you were going to make the same offer this year.

Sincerely,

L.A.H., Middletown, O.

* RADIO DIAL will give away Christmas cards to subscribers again this year. Within the next few weeks we will have a coupon in the DIAL for renewal subscriptions. We urge readers to take advantage of this offer. Last year many late readers were unable to get this special bargain.—Ed.

Dear Sirs:

Can't someone impress upon the writers of commercials that:

1—Adult women who make up a great part of the day time audience resent being coerced or shamed into buying any particular item? Some of these intimate, conversational four minute ads only tend to make one determine never to buy that article again even though they like it and have used it for years.

2—And the sponsors of serial stories—won't they ever realize that the same folks listen, day after day, and become bored to tears at the monotony of the repeated commercials?

3—These same serials are really too melodramatic!

I really am a radio fan and listen in practically all day, and am quite enthusiastic about good programs.

Sincerely,

G.B.W., Cincinnati, O.

Work of Blind Composer On "Everybody's Music"

The first complete radio performance of a work by Carl Mathes, blind composer-pianist of South Bend, Ind., will be presented by Howard Barlow directing the Columbia Broadcasting Symphony in an "Everybody's Music" program featuring American writers over the Columbia network including WKRC in Cincinnati, Sunday, October 16, 3:00 p. m. (EST).

The composition by Mathes, who is organist and choir director at Holy Trinity Church in South Bend, is "Five Tone Pictures," which "make up," he explains, "what I call 'Portrait of a Woman.'" The sub-titles he has given the five parts are "Meeting," "Tears," "Whims," "Smiles," and "Sleep."



The Washington Dial

Washington—Those progressive educators who for years have been crying that radio today presents greater and more far reaching means of education than any other medium have found a champion in Washington whose influence may help to bring radio into its proper influence in educational circles.

Dr. John W. Studebaker, United States Commissioner of Education and a member of President Roosevelt's Board of Vocational Guidance, states that he favors more radio programs in class rooms and less learning of verbs, algebra and such subjects.

Dr. Studebaker said students who were unable to hear important pronouncements made by history-making leaders "missed the significant experience as a close observer of the performance, which future historians may never quite be able to tell accurately."

He also pointed out that organized education should be able to adapt traditional schedules to the most vital influences available for educational uses if radio profit-making schedules can be interrupted to substitute non-commercial news broadcasts of current changes in world history.

Broadcasts Surpass Textbooks

"There is nothing in the textbooks to compare with it" he declared. "The broadcasts and the newspaper accounts ought to be home-work for students these days, and much class time should be devoted to a careful discussion of the meaning of it all. Our democracy depends not so much on the number of facts our high school or college graduates remember about Queen Victoria or Napoleon, but upon how competent these young people become in thinking through the real issues they themselves are going to confront as adult citizens."

In direct contradiction to this progressive educational policy was an action of the FCC this week that has aroused the ire of educators and editorial writers throughout the country. Hitting what is perhaps a new low in stupidity the FCC announced that the licenses of Station WTCN in Minneapolis and 30 other basic stations in the NBC Blue network are in jeopardy as a result of broadcasting the Eugene O'Neil Pulitzer Prize play, "Beyond The Horizon."

As a result of the squawk of one Minneapolis listener the Commission announced that because the play had such words as "damn", "hell", and "For God's Sake" in it all stations that had broadcast the play face the loss of their licenses. As a result of the language the FCC, after a stormy session, decided the broadcast was "profane and indecent." Only member of the Commission to publicly declare himself against any such short-sighted action was Commander T. A. M. Craven, who denounced fellow commissioners for attempting to "censor the air."

NBC Will Protest

NBC will not take the decision lying down, it was announced here by Frank M. Russell, NBC Vice President. "It was in accordance with the Commission's wishes that we decided to broadcast the best of American drama," Mr. Russell said.

Explaining his stand against the commission action Commander Craven later declared that the "play was not in violation of the law" and that "the commission is not permitted by law to censor broadcast programs."

Craven also said the play as a whole has educational as well as cultural value otherwise it would not have received the Pulitzer Prize. He also pointed out that the play has gone through the mails and therefore is not in violation of Postal regulations, which are very strict on obscene material. It was not in his opinion, Craven said, to place a station's license in jeopardy for a matter of this nature. By doing so the Commission is denying the right of American youth to listen to the best in American classics.

Radio has come in for much criticism for catering to the mentality of "9-year-olds," but in this case such critics might well go to the FCC and ask how American radio can ever lift itself above that stage if it is struck down every time it attempts to put on worthwhile programs.

The staid Supreme Court opened its 1938-39 session this week with several radio cases before it involving station licenses. In one case Harold

(Continued to page 14)

"Gang Buster" Schwartzkopf Tests New CBS Safety Gun



Col. H. Norman Schwartzkopf (right), former head of the New Jersey State Police and now commentator on Phillips H. Lord's "Gang Busters" program, checks over the new CBS safety gun with Max Uhlig, CBS technician and ballistic expert. The .32 caliber weapon, the first fool-proof prop-gun ever devised, is absolutely safe.

Radio City Music Hall Moves Up Half Hour

The Radio City Music Hall of the Air Sunday concerts, the oldest and longest sustained series of its kind in radio, will be heard a half hour earlier over the NBC-Blue network, including WLW in Cincinnati, beginning Sunday, October 16. The new schedule will bring the program to NBC listeners each week at 12:00 noon (E.S.T.).

For more than five years these broadcasts have presented the world's greatest music to radio listeners in North and South America through the NBC coast-to-coast network, the Canadian Broadcasting Corporation's system, and NBC short wave facilities.

IN RADIO'S LIMELIGHT

(Continued from page 4)

Humorist

Bob Hope, after guest appearances on many radio programs last year, now has his own variety hour, broadcast over NBC, including WLW and WSM, Tuesdays at 10:00 p. m. (EST).

"Great Plays" Series Begins 2nd Year With 28 Shows Scheduled

The series of Great Plays inaugurated last year by NBC which was so widely acclaimed by educators and the general public will begin its second season starting Sunday, October 16, over the NBC-Blue network at 1:00 p. m., (E.S.T.).

Thirty weeks of plays will be presented in this series, ranging from the old greek tragedies to modern Broadway productions.

There will be twenty-eight plays in all, starting with Euripides' "The Trojan Women" which was produced in Athens in 415 B.C., and ending with Maxwell Anderson's "Elizabeth the Queen," a Broadway success of 1930.

Following "The Trojan Women," "Everyman," the morality play, will be enacted October 23, "The Great Magician" on October 30, and "Dr. Faustus," by Christopher Marlowe, on November 6.

WHO KILLED STEVE TREADWAY?

Solve this murder mystery and win a big cash prize. Nothing to buy. \$7,950.00 in prizes. First prize, \$500.00 weekly.

For details, listen to

"Your Family and Mine"

WCKY—5:15 P. M.
Every Monday Through Friday.
Presented by SEALTEST.

A Gift for Every Man



Don't muss and rumple your neckties by hanging them on hooks or twining them around hangers.

Put them on this new MARVEL tie rack which holds 48 ties conveniently, is easily attached to the wall, and takes up very little space.

Two Scotties on the back panel make this a very attractive accessory for any man's room.

It is Given Free With Your Subscription to
RADIO DIAL
6 Months For \$1

(USE THIS COUPON)

RADIO DIAL
22 East 12th Street
Cincinnati, Ohio

New Subscriber Renewal

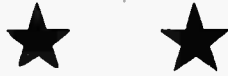
Enclosed find \$1.00. Enter my subscription for 6 months and send me absolutely free and postpaid the Marvel Tie Rack as per your offer.

Name

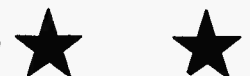
Address

City..... State.....

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



PROGRAMS FOR SATURDAY, OCTOBER 15



(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. Includes program titles like 'Rise and Shine', 'Sun Up Jamboree', 'Morning Devotions', etc.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Message of Israel: Guest speaker; organ music. WJZ WLS WCKY kdkk whk wave wire wham wowo
7:30—Buddy Maleville's Orchestra. (NBC) WCKY
8:00—Al Donahue's Orchestra. WJZ WCKY whk wave wham

—Saturday Night Serenade. Mary Eastman, soprano; Bill Perry, tenor; Gus Haenschen's orchestra. (CBS) WHAS wbbm wgar wjr wfbm wcau wvva wbt
10:00—"Your Hit Parade": Al Goodman's Orchestra; Songsmiths, male quartet; Freddie Gibson and Buddy Clark, vocalists; Lauritz Melchior, tenor, guest; W. C. Fields. WABC WKRC WHAS WHIO wbbm wfbm wgar wkbw wcau kmox wadc wsbw wvva wjr wgst wul wcco wbt

—Cab Calloway's Orchestra. WABC WKRC WHIO WHAS wjr wgar wfbm wcau
—Lou Breeze's Orchestra. WEFW WLW wgy wave wire whk wham
11:35—Dance orchestra. WJZ wire wave wham kdkk
MIDNIGHT—Kay Kyser's Orchestra. WABC WKRC WHIO whk wfbm kmcb

—Wayne King's Orchestra. WJZ kdkk wave wire wham
—Blue Barron's Orchestra. WEFW WLW wgy wave wire whk wham

Maestro Raymond Paige's wife may make a quick trip from New York to Hollywood and return to attend to some details regarding their Hollywood home.

Frequency of Stations Listed in RADIO DIAL table with columns for station call letters and frequencies (e.g., WADC 1320, WCKY 1490, WGST 8890, etc.)

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

PROGRAMS FOR SUNDAY, OCTOBER 16

(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 Auditions of the Air. Willfred Pelletier and his orchestra with Edward Johnson, M. C. WJZ WCKY WLS WSM wfbm wgar wbt wvva wcco
—Tune Types—Frank Hodak's orchestra. WFAE WSAI wmaq kyw wire wvj wgy wtm kstp who wdf
—Accent on Music. WABC WHAS wcau wcco wgar wfbm kmox wad wbbm wjr wgst wwl
5:30—Ben Bernie and All the Lads. WABC WKRC WHAS WHIO wjr wfbm wgar wcau wbt wcco wbbm kmox wgst
—Paul Wing's Spelling Bee. WFAE WLW kyw wgy wire wmaq who wdf wvi wtm kstp wfaa wave kvoo wbp
—Vicente Gomez. WJZ WSM WLS wham kdka whk wow
5:45—The Master Builder. WJZ WLS WSM WCKY whk wham wave
6:00—The Silver Theatre with William Powell guest star; Conrad Nagel, m. c. WABC WKRC WHIO WHAS wjr wgar wfbm kmox wcau kmox wvva wwl
—Catholic Hour: Rev. James J. McLarny, guest speaker. WFAE WSM WSAI wgy wtm wmaq wvj who wdf kyw

wfbm wjr wgar wcau wadc wsb wvva wbt wgst wwl
—Sunday Night at Seth Parker's. WJZ WLS WSAI WSM kdka whk wham wave kvoo
—The Bandwagon: Guest Orchestra. WFAE WCKY kyw wgy wtm wvj wmaq who wdf wire
—"Weekend Potpourri." (CBS) wbbm
8:00—Don Ameche, m. c.; Edgar Bergen and Charlie McCarthy; Nelson Eddy, baritone; Dorothy Lamour; Judy, Annie & Zeke; Robert Armbruster's Orchestra; guests. WFAE WLW WSM wtm wire wvj wdf kstp kvoo wfaa wgy kyw wave wmaq wfa who
—Orson Welles' Mercury Theater. WABC WKRC WHAS WHIO wbbm wfbm .wbt wvva
—To be announced. WJZ WCKY kdka wham whk
8:30—Songs We Remember: Ernest Gill's Orchestra. WJZ WCKY WLS kdka whk wham
9:00—Manhattan Merry-Go-Round: Pierre Le Kreeun, tenor; Rachel Carlay, blues singer; Don Donnie's Orchestra; Men About Town Trio. WFAE WCKY wgy wtm wvj wmaq who wdf kstp wave wfaa wire wfa
—Hollywood Playhouse. WJZ WLW WENR WSM kdka whk wham
—Sunday Evening Hour: Richard Crooks, tenor, guest star; Jose Iturbi, director, Symphony Orchestra. WABC WKRC WHIO WHAS wgar wcco wadc
9:30—Walter Winchell. WJZ WLW WENR kdka wham whk wspd
—American Album of Familiar Music, with The Heanchen Concert Orchestra; Frank Munn, tenor; Jean Dickenson, soprano; Elizabeth Lennox, contralto; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Buckingham Choir. WFAE WCKY WSM kyw wgy wtm wvj who wfa wdf wmaq wfaa wire wave wgst kvoo
9:45—Irene Rich. WJZ WLW WENR kdka whk wham wspd
10:00—Horace Heidt's Brigadiers. WFAE WLW kstp wire wtm wgy wvj wmaq kyw wdf wfa wave
—Hollywood Showcase. WABC WKRC WHIO wbbm wfbm wgar wbt wvva wsb wcco kmox wcau
—Russ Morgan's Orchestra. WJZ WCKY WENR WSM wham kdka whk wbp
10:30—Cherio: Inspirational talk and music. WJZ WCKY WLS wham kdka whk wbp
—"Headlines and Bylines," with Ralph Edwards, H. V. Kaltenborn and Gilbert Seldes. WABC WKRC WHIO wjr
—Larry Clinton's Orchestra. WFAE WSAI wgy wtm wmaq who wdf
—Hollywood Playhouse. (NBC) wave
11:00—Press-Radio News. WJZ WFAE WCKY wire wham wfbm wgar wbt wvva wsb wcco kmox wcau wfa wgst wfbm
—Walter Winchell's Column Quiz. Conducted by Ben Grauer. (NBC) WSM wbp wave
—Count Basie's Orchestra. WABC WKRC wbbm kmox wcco kmox wcau
11:05—Johnny Messner's Orchestra. WJZ WCKY WLS wire wham
—Don Bestor's Orchestra. WFAE WSAI wgy wtm wire wham wmaq wfaa wow
11:15—Irene Rich. (NBC) WSM wave
11:30—Ray Kinney's Orchestra. WFAE WLS WSM wgy wtm wmaq who wdf
—Paul Pendarvis' Orchestra. WABC WKRC WHIO wgar wcco wadc kmox wjr wbt
—Abe Lyman's Orchestra. WJZ WCKY whk wave wire wham wow
MIDNIGHT—Eddie Varzos' Orchestra. WFAE WSAI wgy wtm wmaq who wdf
—Freddie Martin's Orchestra. WJZ WCKY wgar wave wire wham
—Henry King's Orchestra. WABC WKRC WHIO WHAS wbbm wbt wgar wgst wfbm wdf
12:30—Erskine Hawkins' Orchestra. WFAE WSAI WENR WSM wgy wtm wmaq who wdf
—Earl Hines' Orchestra. WJZ WCKY wave wham wire
—Frank Dailey's Orchestra. WABC WKRC WHIO wbbm wbt wgar wgst wfbm wadc

PROGRAMS FOR MONDAY, OCTOBER 17

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

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

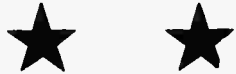
Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

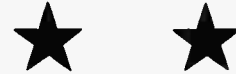
Network programs section listing specific program details, including titles like 'The Story of the Song', 'NBC National Forum', and 'Public Hero No. 1', along with station call letters and broadcast times.

David Brockman, 'Star Theatre' music director, has written a musical opening which will be added to the 'siren and bell' identification with which the show goes on the air.
Latest pupil to enroll in the Max Reinhardt Workshop radio school is Visum Pos, whose fatehr cabled he was en route from Holland.

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



PROGRAMS FOR TUESDAY, OCTOBER 18



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

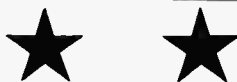
Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slots (6:30, 7:00, 7:15, etc.).

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-Ray Heatherton, Songs. WABC WHAS
7:15-Vocal Varieties: Choral Group of 14 Voices. WEAF WLW wgy wtm wire wmaq who kstp kyw wdf
7:30-Quite By Accident. WEAF wmaq
7:45-Vivian Della Chiesa (NBC)
8:00-Edward G. Robinson, Claire Trevor, in "Big Town." WABC WHIO WKRC WHAS wjr wbbm wfbm wgar kmcb wcau kmo wbt wcco wadc wgst wwl
8:30-Al Jolson Show with Martha Raye, Parkyarkus and Lud Gluskin's Orchestra; WABC WKRC WHIO WHAS wjr wbbm wfbm wgar wcau kmox wbt wadc wwl wcco kmcb wgst
9:00-Mary and Bob's True Stories N. WJZ WCKY WLS whk kdka wham wspd
9:15-Peter Grant, news. WJZ WCKY WLS whk kdka wham wspd
9:30-Serenade. WJZ WCKY WLS whk kdka wham wspd
9:45-Mel Snyder's Orch. WJZ WCKY WLS whk kdka wham wspd
10:00-Forward America. WJZ WCKY WLS whk kdka wham wspd
10:15-Forward America. WJZ WCKY WLS whk kdka wham wspd
10:30-Quite By Accident. WEAF wmaq
10:45-Quite By Accident. WEAF wmaq
11:00-Taxicab Night Club. WJZ WCKY WLS whk kdka wham wspd
11:15-WCKY News. WJZ WCKY WLS whk kdka wham wspd
11:30-Frank Novak's. WJZ WCKY WLS whk kdka wham wspd
11:45-Around the World in New York. WJZ kdka whk wham

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



PROGRAMS FOR WEDNESDAY, OCTOBER 19



(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 AM to 11:45 PM.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-Ray Heatherton, songs. WABC WHIO
7:15-Edwin C. Hill, commentator. WEA
7:30-Ralph Blane, tenor. WJZ WSM
8:00-One Man's Family, dramatic sketch. WEA
8:30-Paul Whiteman's Orchestra and guest stars. WABC WKRC WHIO WHAS

9:00-Columbia Workshop. WABC WHAS
9:30-'Star Theater.' Adolphe Menjou, m. c.; Una Merkel, Charlie Ruggles, Jane Froman, Kenny Baker, Max Reinhardt and David Brokman's Orchestra. WABC WHAS
10:00-Kay Kyser's Musical Klass and Dance. WEA
10:30-'It Can Be Done.' Edgar A. Guest; Frankie Master's Orchestra. WABC WKRC

Ted Weems' Orchestra. WABC WHIO
Erskine Hawkins' Orchestra. WJZ WCKY
WLS whk wave wire wham

Jack Haley Has Variety Hour



Jack Haley, jovial comedian, will mcee his own variety program over CBS, including WKRC and WHIO, Fridays, at 7:30 p. m. (E.S.T.), starting October 14. He will be supported by Lucille Ball, young screen comedienne; Virginia Verrill, blues singer; and Ted Fiorita's orchestra.

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

PROGRAMS FOR THURSDAY, OCTOBER 20

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-Ray Heatherton, Songs. WABC WHAS
7:15-Vocal Varieties, WEAF WLW wgy wtm
7:30-Schaefer Summer Review, Felix Knight, Three Jesters, Audrey Marsh, Al and Lee Reiser. WEAF only

the Max Lerr Chorus, WEAF WLW WSM
9:15-Dr. Harlan Barrows, Chairman, National Resources Committee, WJZ WCKY WLS
10:00-Music Hall, Bob Burns, comedian and Bing Crosby, M. C.; The Foursome; John Scott Trotter's Orchestra; guest artist, WEAF WLW WSM wgy wtm wjz wmaq wire

12:15-Voice of Hawaii, WJZ WCKY WLS
12:30-Freddie Martin's Orchestra, WJZ WCKY WLS kdka hk wire wham
11:05-Ink Spots, WJZ WCKY whk wave wire wham
11:10-Evening News Report, WABC only
11:15-Don Bestor's Orchestra, WEAF wgy wtm who

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

PROGRAMS FOR FRIDAY, OCTOBER 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) and their respective programs and times.

Summary row for station abbreviations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-Ray Heatherton, Songs. WABC .WHIO
7:15-Lum and Abner. WABC WKRC WHAS
7:30-Death Valley Days N
7:45-Jesse Crawford, organist. WEAF kyy

chestr. Tony Martin, Paul Douglas. WABC
WKRC WHAS WHIO wjr wgar wbbm
wcau wadc wbt wcoo wgst wwl wfm

First Man-In-the-Street Interview By Television Proves Successful

The man in the street had his say about television recently when NBC conducted its first television sidewalk interview with random passersby in Rockefeller Plaza with the use of the company's new mobile television station. The interviews were broadcast to the Metropolitan Area over Station W2XBS, as part of the current series of RCA-NBC television experiments.

Under the questioning of Warren Wade, NBC television program director, a dozen New Yorkers and out of town visitors made their first appearance before the Iconoscope camera. Opinion as to the future use of the medium appeared to be divided. Men were inclined to favor programs centered about actual news happenings and sports events. The women expressed preference for musical and dramatic offerings.

The first American man in the street to make a television appearance was William O'Donnell, a bank supply salesman who lives at 2265 Sedgwick Avenue, Manhattan. He faced camera and microphone and stated that he expected television to give coverage of news events "as they are happening." He had, he said, never seen a television image although he

had heard and read much about the new radio art. The experience, he added later, was not at all terrifying. "It was like talking into a microphone," he said. He said he was not conscious of the nearby camera.

Patricia Berkson, a seventeen-year-old business school student who lives at 1635 Montgomery Avenue, the Bronx, followed O'Donnell before camera and microphone and thereby earned the distinction of being the first American girl to appear in a television sidewalk interview.

In answer to Wade's questions she said that she would like television to broadcast many educational programs together with music, opera and drama. The experience of a television appearance, according to Miss Berkson, was "not particularly" nerve-racking. She added that she had had a little experience with the microphone in public speaking courses.

About ten other persons, chosen at random from the crowd which quickly gathered about the unusual motor vans containing the NBC mobile television station, followed O'Donnell and Miss Berkson before the Iconoscope camera. Images and sound were picked up by a conven-

Album's Seventh Anniversary



On Sunday, Oct. 9, the "American Album of Familiar Music" program began its eighth consecutive year on the air. The show is broadcast over NBC, including WCKY and WSM, at 9:30 p. m. (EST).

Pictured here are the stars of the present series. Frank Munn, tenor, and Jean Dickerson, coloratura soprano. Arranger and musical director Gustave Haenschen is shown working on a tune.

"Habanera" Will Be Musical Feature Of Cities Service Hour

Lucille Manners will sing the Habanera from Bizet's "Carmen" during the Cities Service program, with Robert Simmons, the chorus, and the orchestra under the direction of Dr. Frank Black, on Friday, October 14, at 8:00 p. m. (E. S. T.), over the NBC-Red network, including WCKY in Cincinnati.

Miss Manners also will be heard in Gershwin's "The Man I Love," "Kentucky Babe," and with Simmons, in "The Language of Love" from Von Suppe's "Boccaccio."

Grantland Rice, noted sports writer, will discuss outstanding intercollegiate football games to be played the following day.

Organist, Soprano are Curtis Soloists

Florence Kirk, soprano, and Richard Purvis, organist, will be featured soloists on the Curtis Institute of Music broadcast over the Columbia network and WKRC in Cincinnati on Monday, October 17 at 3:00 p. m. (EST).

Miss Kirk is to open the program with Brahms' "Vergebliches Standchen" and "Auf dem Kirchhofe," Grieg's "Ein Schwan" and "Voi lo sapete," from Mascagni's "Cavalleria Rusticana." Purvis will then be heard in the Prelude and Fugue in G major, by Bach, Karg-Elert's choral prelude, "Thy Will Be Done," and Vierne's Sortie from "Messe basse."

tional microphone and a single camera mounted on a tripod.

Monitoring and the addition of necessary synchronizing signals were done in the nearby pick-up van, before sound and sight were passed through a newly installed coaxial cable to the main equipment room inside Radio City. From that point they were transmitted by cable to the NBC transmitter in the Empire State tower for broadcasting.

The experiment, according to NBC television officials, was entirely successful from both technical and programming points of view. Engineers expressed themselves as satisfied with the quality of picture picked up without the aid of artificial lighting.

Another sidewalk interview is scheduled for the experimental transmission over the NBC station, operating on 46.5 megacycles for picture and 49.75 megacycles for associated sound, next Friday night. This will mark the first attempt to televise an outdoor program at night, according to the NBC officials.

The pictures transmitted from Radio City were in 441 lines at the rate of 30 complete pictures a second. The standards used in outdoor television transmission are the same as those employed in studio broadcasting. The mobile unit, comprising both pick-up apparatus and a radio relay transmitter has been

"Spirit of 1939"



The spirit of good fun on the "Good News of 1939" program is carried out to the Nth degree by Judy Garland, Meredith Willson, musical director of the show, Frank Morgan and Robert Young. Here they are pictured in the midst of a high one.

undergoing tests for several months.

Pictures have been transmitted successfully from points on Long Island and Westchester County, by radio relay, operating in a channel of 177 megacycles, during recent tests. The mobile television station, manufactured by the Radio Corporation of America, is the only one of its kind in the United States. Since its delivery, early this Spring, it has undergone extensive tests in preparation for contemplated outdoor program experiments in the future.

WHO KILLED STEVE TREADWAY?

Solve this murder mystery and win a big cash prize. Nothing to buy. \$7,950.00 in prizes. First prize, \$500.00 weekly.

For details, listen to
"Your Family and Mine"
WCKY—5:15 P. M.
Every Monday Through Friday.
Presented by SEALTEST.

SPECIAL OFFER

EBERHARD FABER
COMBINATION

PEN AND PENCIL

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

FREE

WITH YOUR SUBSCRIPTION TO
RADIO DIAL

6 Months for \$1.00

(USE THIS COUPON)



Signs Five Year Contract



Tommye Birch, who was a singing star 6 years ago when she was only 14, is now featured on NBC's "Breakfast Club" and "Jamboree" programs.

She started singing with a five-piece band in St. Louis and finally has graduated to her goal.

CBS TELEVISION TRANSMITTER

(Continued from page 3)

fifty-fold increase in width of the transmitted frequency band.

The new CBS television transmitter, built at a cost of approximately \$500,000 will cost another \$150,000 to install. From its vantage point in the Chrysler Tower, which was picked as the ideal location after careful study of the whole New York skyline, the station will provide primary coverage within a radius of about 40 miles over a total area of about 4,800 square miles.

From the tip of the Chrysler Tower, the sound-picture signals will be flashed out over a new type of antenna system, designed under the direction of Dr. Peter C. Goldmark, Columbia's chief television engineer, to distribute the power evenly over the area served. The newly perfected device consists of 16 independent dipole antennas—8 for sound radiation, 8 for visual images.

To assure maximum efficiency dur-

ing the winter, all antennas will be heated from the inside and thermostatically controlled so that ice cannot form on them. The antennas will be so delicately designed as to be practically invisible from the street.

Auxiliary to the new transmitter are electrical transformers and feeders now being installed, which will supply 1,500,000 watts of power. Of this amount, the transmitter will use about 300,000 watts for sending out the powerful, high-definition picture signal. The additional available power supply guarantees against the interruption of broadcasts in the event of failures in the circuits.

Because of the tremendous voltage generated in the transmitter, operators will be protected by an elaborate system of safety devices. All doors to the transmitter room proper, as well as all panels over high-voltage equipment, will carry interlocking switches to cut off power automatically when the doors or panels are opened.

A further precaution is the "shorting plug" arrangement, placed near the door leading behind the transmitter panel. When a man goes to work behind the panel, he takes one

Damrosch Returns To Appreciation Series

The NBC Music Appreciation Hour, conducted by Dr. Walter Damrosch, will return to the air for the eleventh consecutive year on Friday, October 14, at 2:00 p. m. (E.S.T.), over the NBC-Blue network, including WCKY in Cincinnati and WSM, Nashville.

The forthcoming series of concerts, as in preceding years, will again be available to students in classrooms throughout the country through the medium of broadcasting. The programs are designed to supplement local instruction in the appreciation of music by presenting a type of program not otherwise available in the average school.

Rochester Symphony To Broadcast 15 Concerts

The first in a series of fifteen Tuesday afternoon music education concerts by the Rochester Civic Orchestra, under the direction of Guy Fraser Harrison and Paul White, will be broadcast from Rochester, N. Y., on Tuesday, October 18, at 1:30 p. m. (E.S.T.) over the NBC-Blue network.

The program will open with the Peasant's Dance from Beethoven's "Pastoral" Symphony, followed by Strauss' "Pizzicato Polka" and Cadman's "From the Land of the Sky Blue Water." An excerpt from Verdi's "La Traviata" and MacDowell's "To a Wild Rose" will be heard next, and the program will close with Strauss' "Tales from the Vienna Woods."

of these plugs along, thereby disconnecting the circuit. Only when each man has returned and all plugs are in place will the circuit be completed. On the master control desk, a panel of 20 control lamps flashes the exact location of any operator working near high-voltage equipment. Forty additional control lamps indicate the operating condition of the various power units.

The new transmitter will operate under the call letters, W2XAX, supplanting the low-power equipment which has been used for experimental purposes at Columbia's television laboratories in the CBS Building at 485 Madison Avenue.

Bill Goodwin's fine performance as actor-announcer on the initial show in the new Tuesday night comedy series has caused his part in comedy sketches to be built up even more for succeeding shows.

THE WASHINGTON DIAL

(Continued from page 5)

and C. Shields have petitioned the court to hold that the Broadcasting Company cannot appeal a ruling of the FCC denying a license, while granting a license to the petitioners because a hearing was not made within 20 days of the decision, as required by the Communications ACT.

The Broadcasting Company is asking the court to rule that the FCC should not issue a license for a radio station at Superior, Wis., without notifying the Red River firm, which operates a station at Superior and serves the Superior area.

Tons Of Copper Wire Used In Making Network Start

If you plan to launch a radio network you'll probably be doing a lot of talking about "the air," but if you are wise you'll give a thought to more material things—copper wire, for instance.

Let's say that you figure on something like the NBC studios at Radio City as the key point of your network. You first get some 10,000,000 assorted lengths of wire. Then, with your soldering iron, you'll go round making 20,000,000 connections, each one with the chance of a "bug" included, free of charge. ("Bug" equals an error not readily apparent to the eye. Terrible things, these radio "bugs").

About 250 microphone outlets in 27 studios would require some 1250 miles of wire. The total mileage of cable, some with 40 strands, some with 20, and others with 10, would be about 89 miles. All in all, you'll need about 110 tons of copper cable and wire.

The Old Maestro Lights Up



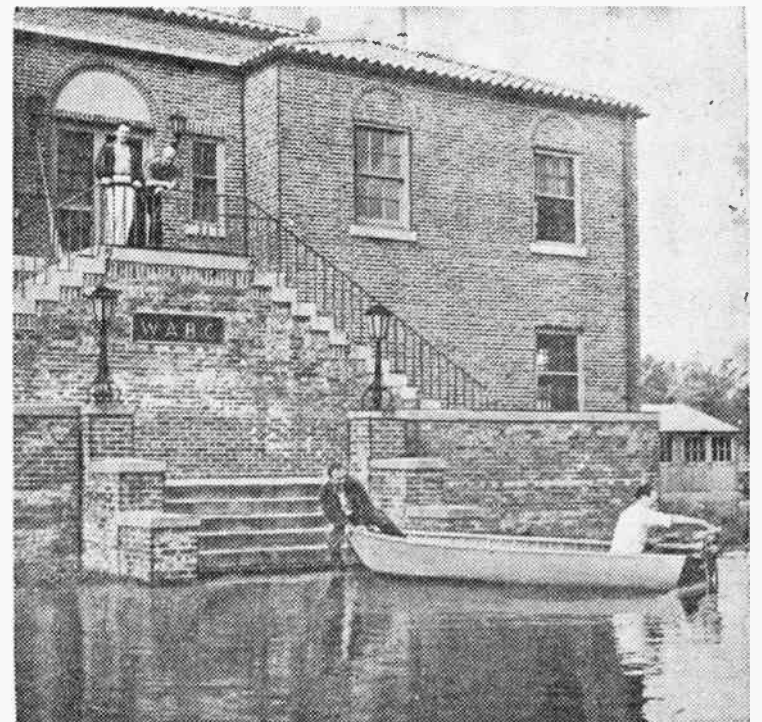
The "old maestro" Ben Bernie, just back from a personal appearance tour throughout the country and now heard over CBS, including WKRC, WHAS and WHIO, Sundays at 5:30 p. m. (EST) often pauses during rehearsals to light up his pipe.

Then, when you have all this installed, you think of something else. Your master control desk, if you decide on one like that devised by O. B. Hanson, NBC vice-president and chief engineer, will mount to about 3,700 lamps and keys.

Finally, you'll need a few more tons of copper for transmitter equipment, and will have to top it off with 145 miles of copper ribbon in the ground system of your antenna—that is, if you want one like WJZ, the key station of the NBC-Blue network. Add 153 stations all over the country, connect them up with 23,750 miles of special radio conductors and you have the equivalent of the present NBC networks. Of course, you'll have to have special lines, but they seldom run over 75,000 miles a year.

The secret of Don Wilson's frequent trips to the phone during Jack Benny rehearsals, last week, is out. He was inquiring after the health of his saddle horse, seriously ill with colic.

Boating to Work at Wayne, N. J.



Robert Mayberry, CBS broadcast technician (the man in the boat with the white shirt) put his outboard motorboat to good use when the recent storm flood made the roads to the transmitting plant at Wayne, N. J., impassable. Such inconveniences as this were common during the recent flood and hurricane in New England.

WHO KILLED STEVE TREADWAY?

Solve this murder mystery and win a

TOSCANINI BEGINS NEW SEASON WITH NBC SYMPHONY

Week's Serious Music In Review

FRIDAY, OCTOBER 14

MUSIC APPRECIATION HOUR

First broadcast of eleventh consecutive season of musical series, with comments by Walter Damrosch, 12:00 noon, NBC-Blue.

Series A—Instruments

- Spinning Song Mendelssohn
- Chinese Dance, from "Nutcracker Suite" Tchaikovsky
- Londonderry Air Traditional

Series B—Program Music

- "Thunderstorm," from Symphony No. 6 in F Major, Op. 68.....Beethoven
- The Snow Is Dancing, from Children's Corner Suite.....Debussy
- Magic Fire Music, from "Die Walkuere" Wagner

SATURDAY, OCTOBER 15

NBC SYMPHONY ORCHESTRA

First program of second series of concerts, directed by Arturo Toscanini, 10:00 p. m., NBC—Blue.

- Fantasia on a Theme, by Thomas Tallis Vaughn-Williams
- Symphony No. 3 in F Major, Op. 90 Brahms
- Notturmo and Vovelletta, Op. 70 and 82 Martucci
- Overture Fantasia, "Romeo and Juliet" Tchaikovsky

CINCINNATI CONSERVATORY OF MUSIC

- Trio, B major, Op. 8, for piano, violin and violoncello.....Brahms
- Allegro con brio
- Scherzo—Allegro molto
- Adagio
- Allegro
- Piano: Karol Liszniewski
- Violin: Howard Colf
- Violoncello: Arthur Bowen

Group of Solos—

- a) Suicidio, from La Gioconda Ponchielli
- b) Partami su Tirindelli
- c) Hat dich die Liebe beruehrt
- d) When the Stars Arise.....Lucas
- Soprano: Leone Kruse
- Accompanist: Amy Lee

Group of Piano Solos—

- a) Three Preludes Chopin
- b) Prelude E flat major.....Rachmaninoff
- c) Fairy Tale B flat minor.....Medtner
- d) Gardens in the Rain.....Debussy
- e) The Girl with the Flaxen Hair
- Pianist: Karol Liszniewski

SUNDAY, OCTOBER 16

RADIO CITY MUSIC HALL

The Mob Talks



Those mob scenes one hears during thrilling dramatic programs on the air are created by members of the cast. Here are members of the "True Detective Mysteries" cast in an exciting moment. The program is heard over WLW at 9:00 p. m. (E.S.T.), Tuesdays.

Saturday Night Concerts To Start October 15 Over WSAI, WCKY

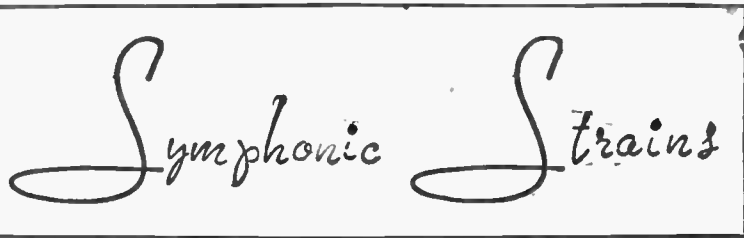
The NBC Symphony Orchestra, under the direction of Arturo Toscanini, will resume its Saturday night symphony concerts over the coast-to-coast NBC-Blue Network including WCKY and WSAI in Cincinnati at 10:00 p. m., (EST) beginning Saturday, October 15.

John F. Royal, NBC Vice President in charge of programs, announced that the Maestro has chosen the following program to inaugurate the second season of this series: Vaughn Williams' "Fantasia on a Theme by Thomas Tallis" for Double String Orchestra; Brahms' Third Symphony; Martucci's "Notturmo" and "Novelletta"; and Tschaiakowsky's Overture Fantasy "Romeo and Juliet."

The Vaughn Williams work for double string orchestra, written for the Gloucester Festival in 1910, is a free fantasy and three variations on a fanfare by Thomas Tallis, which that Sixteenth Century English composer used in his setting of the Second Psalm, in which David asked the aged but still timely question, "Why Do the Nations so Furiously Rage Together?" This score, as Olin Downes, reviewer of the New York Times, has remarked, is "a real renaissance of old English music created when England was one of the foremost nations of the world in this art." The same writer believes that "if the contemporaneous school of English composition had produced nothing but Vaughn Williams' 'Fantasia on a Theme by Thomas Tallis,' this school would have explained itself and justified its purposes."

It was Clara Schumann who first called Brahms' Third Symphony, his Opus 90 in F Major, a "Forest Idyll." Through radio, this, together with Brahms' other three symphonies, has become known and beloved throughout the land. The "singing" Andante of the Third is a particular favorite with listeners. The work is written in the customary four movements: Allegro con brio, Andante, Poco allegretto, and Allegro. It tells no story, but leaves the listener free to create his own mood picture.

The two Martucci works which will follow the intermission are separate compositions. The "Notturmo," or "Nocturne," Opus 70, No. 1, is the last number of a four movement orchestral suite, first heard in Turin, Italy, 37 years ago. The "Novelletta," Opus 82, is the composer's own piano transcription for orchestra of one of his piano pieces. It is a sprightly musical "novelty" precluded by a sedate introduction.



BY CLINTON BROOKS

Had not his father been a man of financial independence, Ralph Vaughn-Williams today might not be ranked as one of England's foremost composers. As it is, the 66-year old musician has given to the world a "London" and a "Pastoral" Symphony, two operas, several chamber music works, and compositions for solo violin, viola, and piano with orchestral background. His "Fantasia on a Theme by Thomas Tallis" is best known in the United States, and is played frequently by symphony orchestras throughout the country. It will be played Saturday night by the NBC Symphony Orchestra, when Arturo Toscanini returns to the podium of the radio organizations despite threats he might be held in Italy, minus a passport, because of his anti-Nazi propensities.

Vaughn-Williams celebrated his sixty-sixth birthday Wednesday. He was born October 12, 1872, at Down Ampney in Gloucester County, England, where his father, Rev. Arthur Vaughn-Williams was a clergyman. An ecclesiastical career held forth no inducements to the son. His father's profession influenced him only in so far as he learned to play the organ at an early age, and later wrote a number of compositions for church choirs, among them a G Minor Mass. He also helped edit the English Hymnal during mid-career.

Not being obliged by necessity to choose a vocation, he studied what and where he chose. He escaped the penury which usually accompanies the boyhood of most back-country minister's sons. He went to school at Charterhouse and at Trinity College, Cambridge, emerged with a bachelor's degree. He followed musical courses at the Royal College of Music, learning the intricacies of the organ and the piano. Strangely enough, he took no particular interest in the latter instrument, and unlike most composers, his works are not built on a keyboard foundation.

His father's income permitted Vaughn-Williams to travel about the English countryside at his leisure, visiting rural fairs, watching boxing matches, listening to hurdy-gurdies and itinerant musicians. Consequently, he became deeply interested in English folk music and began to follow the activities of the Folk Song Society. He did not become a charter member of the latter organization when it was founded in 1899, however, but joined it in 1904. He has edited, re-harmonized, and added instrumental accompaniments to many folk songs. A number of them have been heard in the United States.

Thomas Tallis and Henry Purcell were among the early national composers who influenced Vaughn-Williams's compositions. The musician has always admired Wagner, having been immeasurably impressed with a festival of the German's music dramas which he heard on a visit to Bayreuth when he was 24 years old. The Englishman was also a pupil of Maurice Ravel, when he felt he needed advice on orchestration from the composer of the "Bolero." Vaughn-Williams, however, is himself in all his compositions, even though he has at times questioned the interest of Englishmen in native composers. At one time he wrote an article for the Royal College of Music magazine entitled "Who Wants a British Composer?"

His own works have answered Vaughn-Williams's question. He is perhaps the best known of British musicians outside of Purcell and Frederick Delius. He has received a doctorate from Cambridge and has taught classes there in composition and the theoretical assets of music. Frequently played on American symphonic programs, in addition to the Thomas Tallis fantasia and the two symphonies, are his three Norfolk Rhapsodies. Music lovers who affect an interest in the a cappella work of the English Singers, are familiar with many of his folk settings.

The "theme" of the Thomas Tallis fantasia to be heard Friday, is the controversial question, "Why Do the Nations So Furiously Rage Together?," taken from the Second Psalm of King David. Tallis, a sixteenth century Englishman, used it as a fanfare. Vaughn-Williams has built up around it a free fantasia with three variations for "double" string orchestra. The "double" string choirs permits a much more liberal and modern treatment of Tallis's idea than would one group playing "tutti." Olin Downes of the New York Times has referred to the fantasia as "a real renaissance of old English music created when England was one of the foremost nations of the world in this art." Also that "if the contemporaneous school of English composition had produced nothing but this work, this school would have

(Continued on page 16)

Hill-Billy Canovas



Pictured are Judy, Annie and Zeke Canova, hill-billy singers who have replaced the Stroud twins on Charlie McCarthy's program, broadcast over NBC, including WLW and WSM, Sundays at 8:00 p. m. (E.S.T.).

Here Is Answer To Listeners Who Ask 'How Does Kaltenborn Do It?'

How does he do it?

That is the query which has been coming in to the Columbia Broadcasting System these last few days from thousands of listeners to the analyses made by H. V. Kaltenborn of the current European crisis. Universal astonishment is expressed that the commentator is able to quote at

length and verbatim from speeches in German and other languages which have just been heard on the air and to express well-balanced and concise opinions upon them extemporaneously.

One of the answers is that Kaltenborn is an expert at shorthand as well as European affairs. Another is that, since he began talking over the radio in 1921, he has trained himself to avoid a prepared script as he would the plague. A few scribbled notes on the back of an envelope suggest to him enough material for many a half-hour broadcast.

Another of the answers is a background in the study of world affairs that goes back to his first cattle-boat trip to Europe, shortly after he had run away from his Milwaukee home as a boy to help fight in the Spanish-American war.

When the youthful Kaltenborn re-

turned to New York, he decided to be a journalist. So he quickly learned stenography, wrote a poem about the Brooklyn Bridge, and got a job on the Brooklyn Eagle.

A college education next seemed to him desirable. He enrolled at Harvard as a special student. Before he had finished, he had won the Boylston Prize for public speaking, the Coolidge Prize for debating, and was elected to Phi Beta Kappa.

After his graduation, H. V. Kaltenborn was engaged by the late John Jacob Astor to prepare his son, Vincent, for Harvard—a job that was performed mostly on board the famous Astor yacht, Nourmahal.

But Mr. Kaltenborn preferred the active to the academic life. He returned once more to work for the Brooklyn Eagle where he was military reporter, City Hall reporter, political reporter, Washington correspondent, dramatic critic, and, eventually, associate editor.

Besides his writing, editing, and reporting, he did much public speaking, organizing what he called "Current Events Bees," under the auspices of his paper. Many of these were broadcast.

In 1928, Mr. Kaltenborn joined station WABC—which became, in 1929, the key station of the Columbia Broadcasting System. He had, however, been on the air since 1923 and it is his long record of consistently outstanding radio news broadcasts that has won for him the title of "dean of radio commentators."

Kaltenborn makes it a practice to devote three months of every year to world travel. In this way he observes world happenings on the spot and maintains his acquaintanceships with important international leaders. He has had many adventures in the course of his travels. Once he was kidnapped by bandits in China. In Spain, in August, 1936, he broadcast an eye-witness account of an actual battle—and is credited with being the first person ever to do so.

In covering the present European crisis for CBS, Mr. Kaltenborn is greatly aided by his fluent knowledge of German, French and Spanish. In many cases, he makes instantaneous translations as foreign language broadcasts are being received, and is prepared to broadcast them in Eng-

SYMPHONIC STRAINS

(Continued from page 15)

explained and justified its purposes."

This week also marks the return to his radio audience of Walter Damosch, dean of American conductors, shepherding the eleventh consecutive season of "music appreciation hours." As usual this year, there will be four distinct divisions, Series A being devoted to the study of orchestral instruments, Series B to music "of an expressive medium," Series C to musical forms, and Series D to the lives and works of sixteenth to twentieth century composers. Radio City brings Erno Rapee back, directing a series of "tabloid" operas. The Metropolitan has announced its first Saturday matinee broadcast for November 26, two days following Thanksgiving Day.

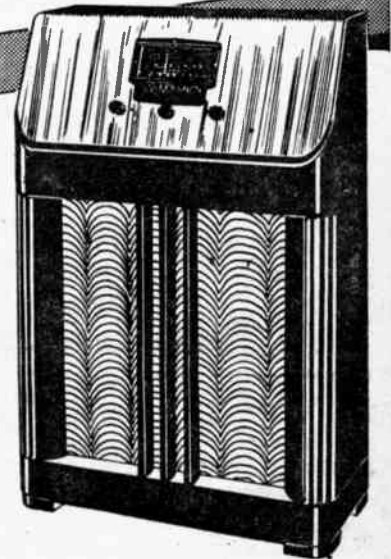
lish immediately afterwards or even between pauses made by the speakers. His experience in interviewing stands him in good stead in bringing out the highlights of the current situation in the two-way trans-Atlantic broadcast conversations which Columbia has been featuring and in which Kaltenborn has questioned such men as Sir Frederick Whyte and Edward R. Murrow and Maurice Hindus, from London and Prague, respectively.

Mr. Kaltenborn is almost six feet tall, rosy-cheeked and silver-haired. He speaks with crisp, decisive gestures of his hands . . . Is perfectly at home at the microphone and treats it as he would an intimate, living room audience . . . is an indefatigable tennis player, often playing in tournaments with his son, daughter and wife . . . Is married to the Baroness Olga von Nordenflycht, daughter of a former German Minister to Uruguay.

HITTING THE TOP
IN RADIO VALUE
THIS BEAUTIFUL, NEW
CROSLEY
CONSOLE WITH

7 Tubes
Radio-Log Dial
Push-Button Tuning
Foreign Reception

\$49⁹⁵



If you could take this Crosley set apart and see what it is made of, and how beautifully it has been engineered, you'd be amazed that we are able to sell it at such a low price. In size, looks, and performance it measures up to other radios costing many dollars more. The big console cabinet with inclined tuning panel is a beautiful piece of furniture distinguished by richly grained rare woods, polished to a satin sheen. This set will give you all that you've ever wanted in a radio!

**A CONSOLE AT THE PRICE
OF A TABLE MODEL**

Before you buy any radio, come and let us give you a demonstration of the Crosley Model 718M, pictured here. When you hear its amazing ability to bring in American and even foreign broadcasts with undistorted fidelity, you will know why Crosley is the year's most popular radio in every price class. We recommend it without reservation. Come in—hear it.



AT YOUR CROSLEY DEALER
THE CROSLEY DISTRIBUTING CORPORATION
3401 COLERAIN AVENUE, CINCINNATI, OHIO

**HEATED with GAS
for ONLY \$87.29**



It cost Edward J. Inderhees only \$87.29 to heat this home of his at 2898 Kling Avenue with gas for an entire winter. Enjoy GAS HEAT next winter. Get an estimate NOW on what it will COST YOU!

**TAKE IT EASY
HEAT WITH GAS**

**THE CINCINNATI GAS
AND ELECTRIC COMPANY**

NO COVER CHARGE EVER

JIMMY BRINK'S
LOOKOUT HOUSE ★
★ Cincinnati's Smartest Dinner-Supper Club presents
That World Famous Comedian
LOU HOLTZ
of
Radio, Stage and Screen
Make Reservations Early for This Big Hit of the Year
★ **SPECIALTY NIGHT**
Each Tuesday, Friday and Sunday
DIXIE HOY, COVINGTON, KY.
RES. PHONE HE 1118 ★