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Radio

The Midwest's Largest Radio Newspaper

Dial

**WEEK ENDING
DECEMBER 16, 1938**

Meets 'Another Betty



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*From Indiana to
"Grand Central
Station"*



**Philharmonic
Conductor**



Perfectly Cast



RADIO LIGHTS

LAST WEEK WE LISTENED TO "THE HERMIT'S CAVE" PROGRAM for the first time. It's aired over a special chain in the Midwest, including WKRC. The program originates from WJR in Detroit and has been a feature of that station for several years. Only recently has the program been able to secure a sponsor that would broadcast the series to a chain of stations.

THE PROGRAM is excellently acted and produced, but the script is a little below par, at least the one about the "Phantom Under Traffic Bridge." The two types of horror stories that are considered the best are those that are terrifying but true and those that are terrifying but obviously untrue. The "Lights Out" program broadcast over NBC on Wednesday nights is a good example of each type. This program alternated between these two guideposts.

THE "PHANTOM UNDER TRAFFIC BRIDGE" is partly true and therefore leaves the listener in midair with no explanation as to how the happenings are possible. It's a sort of a half-and-half affair. The climax of the program was not definite enough to cause any chills to run up and down our spines.

THE QUESTION "WHAT WILL THE GUEST STARS DO AFTER THEY ALL HAVE VISITED EACH OTHER?" is too hard to answer. When a program begins to lose its listeners' interest the producer gives the program a few shots of "guest tonic," the same as you would take an aspirin when confronted with a cold.

GUESTSTARS OF THE WEEK INCLUDE: Irene Wicker, the "Singing Lady," beloved of millions of America's juvenile radio listeners, will prove her versatility when she makes her debut as the star in a dramatic sketch for adults on Kate Smith's "Variety Hour" December 8. . . . On December 13, Fay Bainter visits Al Jolson. . . . Paul Whiteman lectures on "American School of the Air." . . . Rosalind Russell in radio version of "Within the Law" December 8 on "Good News." . . . And by the way, Joe E. Brown's guest appearance was cancelled at the last minute on December 1. . . . Producer of the program was tearing his hair trying to get new script to replace the comedian. . . . Bing Crosby entertains Charles Farrell, Priscilla Lane and Florence George this week and Leslie Howard on December 15. . . . On the latter date Cornelia Otis Skinner pays another visit to Rudy Vallee.

TOSCANINI HAS CONCLUDED his second series of broadcasts with the NBC Symphony Orchestra and radio listeners throughout the country have lauded the National Broadcasting Company for giving them one-and-a-half hours of musical enjoyment every Saturday night. Artur Rodzinski, conductor of the Cleveland Symphony Orchestra, takes Toscanini's place on the podium for a limited series of broadcasts. Meanwhile radio listeners may have the good fortune to hear and see Toscanini in person when he begins a tour of the country with the famed orchestra. The maestro's first stop is Newark, N. J.

DONALD MEEK, Scottish-born character actor of the movies, is scheduled for Rudy Vallee's December 8 program. . . . Marian Anderson, brilliant Negro contralto, will make her fifth guest appearance on "The Magic Key of R. C. A." program December 11. . . . Viola Philo, soprano, will be soloist with the Music Hall Symphony Orchestra December 11. . . . "Life Is a Dream," by Calderon, 17th Century Spanish author and playwright, will be on "Great Plays" series same day. . . . Henry Busse, orchestra leader, who got his start in Cincinnati, is returning home to play at the Netherland Plaza Hotel's Pavillon Caprice December 15. . . . W. R. Wills, CBS Far Eastern Representative, will report his observations December 8.

TED HUSING, RADIO'S TOP SPORTSCASTER, has selected his All-Radio All-American football team. For those listeners who are interested in the gridiron, here it is:

Ends—Earle Brown, Notre Dame, and George Nash, Minnesota.
Tackles—"Whitey" Beiner, Notre Dame, and Harry Stella, Army.
Guards—Mike Kochel, Fordham, and Ralph Jack, St. Mary's.
Center—John Hayman, Northwestern.
Backs—Lou Zontini, Notre Dame; George Faust, Minnesota;
Ben Smith, Harvard, and Bob Saggau, Notre Dame.

Husing selected this team from the teams he saw play this year. Up to the Notre Dame-Southern California football game he had seen 17 teams play 10 games. He picked this team before the Irish played the Trojans.

Jane Froman will leave the "Star Theater" program after the program's 13th broadcast. . . . "Mrs. Wiggs of the Cabbage Patch" fades December 23. . . . It may switch to CBS.

Teacher Turned Actress



Until her sophomore year at New York University, Mitzi Gould wanted to be a French teacher. Then she was given a part in the annual varsity show. Immediately, Mitzi's desire to be a pedagogue disappeared to be supplanted by an even greater urge to be an actress.

Today she is heard on the "Americans at Work", "Pretty Kitty Keene" and "Columbia Workshop" programs, broadcast over CBS.

Ray Collins, Star of "County Seat"



Ray Collins, considered by Orson Welles to be the finest actor in radio, is starred in the new dramatic serial, "County Seat", which is being broadcast Mondays through Fridays at 7:00 p. m. (E.S.T.) over CBS, including WHIO.

Collins plays the role of Will Hackett, Ph. G., better known as "Doc", who has a genius for getting tangled up in the lives of people who cross his path.



Now that Hollywood's slipping as the center of radio enlightenment, some choice stories are coming out of Glamour City to explain it all. Best of the lot so far is the plaint that Hollywood studio audiences are too hard-boiled for the sensitive souls of comedians. One show's even threatened to leave the town flat unless it gets more co-operation from non-paying customers. Most distressing, isn't it? Things have reached the point where a typical Hollywood studio audience only rolls in the aisle for no reason at all that a mere dialer can find out. If that's hard-boiled and unco-operative, it's lucky that sensitive comedians don't know what goes on at the loudspeaker.

Lowell Thomas, says Aeronca planes are made in Italy. Really? But, of course, radio news is "most accurate."

Not the least gratifying result of Orson Welles' meteoric radio career is the starring of Ray Collins in that new CBS serial, County Seat (Monday through Friday, 7 p. m.). A versatile and gifted radio actor, Ray's deserved stardom these many years. He shouldn't have had to wait for Welles to "discover" him. To judge by the first few episodes, Milton Geiger's script is well above average. WKRC is busy with swing at 7 p. m. But WHIO carries County Seat. It's well worth a listen.

No doubt it's a flagrant violation of the Wagner Act or something equally felonius. Anyway, this column is not going to pick an All-America football team.

Which brings to mind what happened the afternoon of November 26. Three nation-wide networks—NBC, CBS, and MBS—piped football broadcasts over local outlets. Which three games? Only one, my children: the Army-Navy, described by three different announcers. Determined dialing failed to turn up a word about the Duke-Pitt game, which many fans wanted to hear. This sort of thing has been happening every Saturday all season. Of course, there's no justifiable reason for it, if the "public interest, convenience and necessity" means what it says. It's timely right now because the Federal Communications Commission is investigating network broadcasting. The F. C. C. might very well inquire why only one blade of football grass is allowed to grow where there ought to be two or three.

What with clowning and movie tunes, much of Nelson Eddy's singing is tantalizingly "almost." But now and then he does something really superb. One of those high moments

was his "La Provenza" November 27. I can't recall a finer performance of this glorious aria.

Back in radio's "stone age" regular program schedules were cancelled on a holiday, and special features substituted. Now the slogan is "business as usual." For instance, on Thanksgiving, mere males, waiting impatiently for the turkey to roast, were regaled with the daily grist of "real-life" serials. But maybe this wasn't so inappropriate after all. Many a man was thankful that he doesn't have to stay home every day and listen.

Speaking of holidays, Christmas programs are already in preparation. And as usual, the past couple of years, it looks as if the familiar carols are going to be soft-pedaled in favor of special music. This seems a mistake. Not that fine music appropriate to the season shouldn't be aired. It simply shouldn't crowd out the familiar chords. What most people want to hear at Christmas time is the traditional music they know and love. So The Dial-Twister suggests that some station give a chorus of forty good men a full half-hour to do right by these old beloved carols.

Or will 1938 stream-lining demand swing versions of Christmas carols? Consider the sublime fitness of "Silent Night" or "Adeste Fidelis" "modernized" after the Goodman or Armstrong manner. They've swung just about everything else.

The press agents would have you believe that replacing Hollywood Hotel with Orson Welles was all "planned that way." They insist that the lad who made several million "listeners" look foolish was auditioned as early as last June for this commercial. But the fact remains that nothing came of that audition until after October 30. Would anything have come of it if "The War Of the Worlds" had been just another broadcast? What do you think?

Listeners had good reason to congratulate the Firestone Hour on its tenth radio anniversary this week. Save for an unfortunate interlude a couple of years ago, when it tried for "popular appeal," it's been consistently fine from the first. Radio being what it is, such excellence shouldn't be taken for granted. With Richard Crooks as soloist and Alfred Wallenstein's exceptionally fine orchestra, the Firestone Hour is at its peak right now. Here's wishing it many more years of outstanding service to the many listeners who prefer good music.

KOSTELANETZ, O'KEEFE, THOMPSON ON NEW SERIES

Margaret Sullivan Is Welles' First Guest On New Drama Series

Margaret Sullivan, star of stage and screen, will make a special trip to New York to appear with Orson Welles, director and star of the new "Campbell Playhouse" series, during the inaugural show from New York over CBS, including WKRC, WHAS and WHIO Friday, December 9, at 9:00 p. m. (E.S.T.).

The dramatization will be based on Daphne Du Maurier's current best-seller, "Rebecca," and during the program Welles will talk to the author, who is in London, by means of special trans-Atlantic shortwave facilities. The Mercury Theater players will be heard in supporting roles.

The story of "Rebecca" is one of a young, lonely, poor girl who falls in love with the wealthy, fascinating Maximilian de Winter. All she knows of him is that he is the owner of Manderley, one of the show places in England and that his first wife was drowned. Becoming the second wife of this powerful figure, she finds that there is a dark, sinister atmosphere surrounding them. The discovery of the first wife's body on the reef nearby brings to light hitherto hidden facts, and an understanding between the couple.

"Woman's Hour" Begins New Series at WKRC

WKRC launched its new "Woman's Hour," Monday, November 28, with an official proclamation by Cincinnati's Mayor James Garfield Stewart and a capacity audience of spectators sitting in on the broadcast.

The day was proclaimed "Housewife Day" in Cincinnati in recognition of the outstanding service rendered to housewives by WKRC's program director Ruth Lyons, who has conducted the "Woman's Hour" for the past six years.

The new full-hour show presents in addition to Mrs. Lyons' fashion hints and news, drama, music, book reviews and advice by Mrs. West, well-known newspaper columnist. Guest star for the initial broadcast was Mrs. Laura Pierpont, a former Cincinnati, who appeared at the Cox Theater in the cast of "The Women."

The "Woman's Hour" was moved from a morning half-hour spot to the afternoon period at 4:00 in response to widespread demand from listeners. It will be heard Mondays through Fridays presenting women's news and fashions, recipes and kitchen chats, a daily quarter-hour scrip show, music by the Savoy Sisters and Irene Righter, accompanied by the

New Note in Studio Attire



Bing Crosby, heard on his "Music Hall" program with Bob Burns, Thursdays over NBC, including WLW and WSM at 10 p. m. (E.S.T.), strikes a new note in studio attire. The loose-fitting garment is an "outboard" shirt from Hawaii.

Accent on Auerbach

Artie Auerbach is the dialect comedian whose pixieish mien and raised eyebrows are engraved for prosperity in the above photograph.

This thick Jewish accent is heard during the "Wonder Show," starring Jack Haley, Virginia Verrill, and Lucille Ball and broadcast over CBS, including WKRC and also WHIO, Fridays at 7:30 p. m. (E.S.T.).



ARTIE AUERBACH

Before entering radio and exploiting his gifts for all sorts of dialects, Artie was an amateur cameraman for a New York daily newspaper and covered, among other things, the Hall-Mills murder and the Lindbergh kidnaping. Artie used to entertain his friends by his pert mimicry and dialect. He is master of some thirty of the latter.

"Tune-Up Time" to Make Debut on January 12

A new series entitled "Tune-Up Time," and highlighting Walter O'Keefe, noted wit and raconteur as master-of-ceremonies, and Andre Kostelanetz, famed Columbia conductor and his orchestra, supported by Kay Thompson and her "Rhythm Singers," will make its debut over CBS Thursday, January 12th, at 10:00 p. m. (E.S.T.).

O'Keefe again will bring to the microphone his sly, dry type of wit, while Kostelanetz, supported by a 45-piece orchestra and the "Rhythm Singers" consisting of 12 voices, once more will contribute his musical genius to the airwaves. A guest of outstanding prominence is to be featured each week as an added attraction to the 45-minute program.

The master of ceremonies of "Tune-Up Time" has been noted for his humor ever since his undergraduate days at Notre Dame, when he was the campus leader in student theatricals and glee club work. After graduation, O'Keefe worked for a while as a reporter and advertising man, but when an attack of infantile paralysis put him on his back for several months and gave him the time in which to write a play which was praised by John Golden, Broadway beckoned the erstwhile campus comic.

The "Great White Way" was kind to O'Keefe. After a whirl with Texas Guinan's floor show he went to Barney Gallant's famous night club in Greenwich Village. Then came a period spent in Hollywood writing songs for the movies, and in 1930 he made his first appearance on the air with Paul Whiteman's Rhythm Boys. He has been a top-notch in radio ever since.

Kostelanetz is returning to the air after a six-months absence during which he honeymooned in South America with his bride, Lily Pons. While there the CBS maestro conducted the Radio el Mundo orchestra in a concert which was short-waved to the United States and thence broadcast over the nationwide Columbia network. In addition, he conducted the orchestra several times at the Colon Opera in Buenos Aires, where Miss Pons was the soloist.

WSAI Program Changes

With the inauguration of a new early morning program, entitled "The Cover Pullers," station WSAI this week began weekday broadcasting operations at 6:30 a. m. (E.S.T.), a half-hour earlier than formerly. Coincidentally, three changes in the time of regular programs were announced.

New Face, Old Story



Ann Rutherford, who stars in the current film, "Out West with the Hardys" now playing at the Palace Theater in Cincinnati, is one of the juveniles to be starred in a dramatization of Charles Dickens' immortal "The Christmas Carol," to be presented on the "Good News of '1939" program Thursday, December 15 at 9:00 p. m. (E.S.T.) broadcast over NBC, including WLW and WSM.

"First Nighter"



Barbara Luddy continues to star in the romantic sketches presented on the "First Nighter" program, broadcast over CBS, including WKRC, WHAS and WHIO, Fridays at 8:00 p. m. (E.S.T.).

She is heard in the feminine lead roles opposite Les Tremayne in the original plays presented in the mythical "Little Theater Off Times Square."

International Conference Aired from Lima, Peru

The international conferences in Lima, Peru, which are of great interest to American listeners because of the happenings in Central Europe, will be broadcast to U. S. listeners at various times through the week.

Because these conferences are not scheduled very far in advance it is impossible to list them in RADIO DIAL. There are several meetings that already have been scheduled. These are listed on the program pages (6-12).

Salute Santa Claus

A special tribute to Toytown and its mayor, Santa Claus, will be broadcast on the "Salute to the Cities" program, originating through WLW for the Mutual network, Tuesday, December 20, at 11:30 p. m. (E.S.T.).

Other cities to be honored on the "Salute" broadcasts this month are Zanesville, Ohio, December 13, and Paducah, Ky., home of novelist Irvin S. Cobb, December 27.

The program will feature dramatizations of the history of the city saluted, together with an account of the industrial, artistic and scientific importance of each.

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 DECEMBER 16, 1938. No. 31

COME EAST, YOUNG MAN

When the change was first announced, the signing of Orson Welles and his Mercury Theater On the Air to replace Hollywood Hotel, beginning this week, it was interpreted merely as a happy aftermath of his "War Of The Worlds" broadcast. There is no doubt that it was due in large measure to the unprecedented publicity attending the "radio panic." But closer scrutiny indicates that its chief importance may be as the latest blow at made-in-Hollywood programs.

For the past two or three years the number of programs originating in "Celluloid Land" has been increasing at a tremendous rate. Hollywood seemed well on the way to becoming the radio, as well as the movie capital of the nation. This year, however, the trend has been reversed. Fewer big-time shows have been coming East over the networks. Now Orson Welles replaces one of the oldest and most lavish of the survivors.

The implications seem rather obvious. If Hollywood programs were as successful as claimed, sponsors would not be dropping them for New York features.

Neither is there much point to the contention that the change is due to the "motion pictures are your best entertainment" campaign. That is a private war between the picture producers and the broadcasters.

Listeners themselves are familiar with the reasons for Hollywood's decline as the nation's radio capital.

Too many made-in-Hollywood programs are built from "names" instead of ideas. They reek of strong-arm plugs for current pictures. "Teaser" previews strengthen listeners' suspicion that radio is merely being used to lure them into theaters. And if nothing else, Hollywood programs are notorious for playing to the studio audience at the expense of radio dialers who "pay the freight."

In other words, Hollywood has made the mistake of regarding radio as just a "gravy" sideline, yielding about \$5,000,000 a year in "pin money," and valuable publicity.

This is a serious mistake. Radio is more than a useful adjunct to the motion picture industry. It is a business—or, if you prefer, an art—in its own right, making severe and peculiar demands on those who would serve it.

True, in Hollywood's much-ballyhooed wealth of talent, there is some suitable for radio. But at least until the far-off day when television turns that "corner," Hollywood can be no more than a secondary source of programs. And a wise tail does not try to wag the dog.

It is to be hoped that Hollywood may profit from the signing of Orson Welles, at least to the extent of taking radio seriously. If it does, there may yet be a use for the huge new studios NBC and CBS have built on the West Coast. If not, Horace Greely's famed advice may have to be reversed.

IN RADIO'S LIMELIGHT

Philharmonic Conductor

This is the latest portrait of John Barbirolli, distinguished young conductor of the New York Philharmonic - Symphony Orchestra, America's oldest symphony organization, whose Sunday concerts are in their ninth radio season as an exclusive CBS feature.

The broadcasts are heard over CBS, including WKRC, WHAS

and WHIO, Sundays at 3:00 p. m. (E.S.T.).

Betty Meets Another Betty

Betty Winkler, one of NBC's best known actresses, will meet another Betty when she appears as guest artist on the "Tommy Riggs and Betty Lou" program December 10, broadcast over NBC, including WLW and WSM, at 8:00 p. m. (E.S.T.).

(Continued to page 16)

THIS IS RADIO

By BILL BAILEY

Bill Bailey, press relations director of WLW and WSAI and author of this series of "behind the scenes" in radio, is on vacation. During his absence he has asked James Cassidy and Ralph Rosenberg, recent additions to the press department, to write their impressions of radio. To both men radio is a new venture. We give you James Cassidy's version of "Radio as seen through the eyes of a newcomer" . . . Editor's note.

BY JAMES CASSIDY

Radio is show business in a new dimension. Like the stage and motion picture, it serves a two-fold purpose of entertainment and human enlightenment, projecting its audience into other lives, times and places. It is surpassed by neither in the variety of what it offers, and caters to an amazing catholicity of tastes. It is available to everyone, at no admission price. And while now an accepted part of American life, it remains charged with the mystery that one

finds in a huge transmitter antenna against the sky, as one finds mystery behind footlights or in the images moving across a screen.

The newcomer is intrigued by it. Instantly he is caught up by its complexities, accomplishments and possibilities as an agency affecting the public, and by the people who make up its unique world—people who, next to a receiving set, are voices, or who create music and sounds; and other people who, though as inconspicuous as directors and stage hands, are integral to this world, and make it "go."

For a while it is confusing. True, for the visitor who goes through the doorway marked "Private" at the entrance to the WLW-WSAI studios, there is no scene of wild activity as he ambles down the corridors opening to one side on the broadcasting and control rooms, and, to the other, on office doorways. But when in a position to examine the highly detailed operations that keep the Nation's Station and Cincinnati's Own Station on the air from dawn until

SERENADE AND STATIC

THE MAIL BOX

Dear Sir:

I have been a subscriber of RADIO DIAL ever since my cousin gave me a six month's subscription when I graduated from high school.

I find your paper very interesting, and especially am interested in reading the comments in the "Radio Lights" column. Other magazines that I read are Time, The New Yorker, and Woman's Home Companion. But RADIO DIAL is my favorite.

There are many programs on the air, but my favorite is the National Barn Dance every Saturday night. Every Saturday night a group of my friends and myself get together and listen to the program.

There isn't much more to say, except that I enjoy your paper very much and that I want to wish you a very Merry Christmas.

Very truly yours,

JAMES N. HEALY,
Cincinnati, Ohio.

Dear Sir:

This letter I hope is the letter that will end all letters.

I don't believe there is any need for the department "Serenade and Static." After all, what right has a listener to say whether a program is good or bad? The listener is an

amateur. The producers of the program, who are professionals in their field, have the right to say whether a program is good or bad. They are familiar with the qualities that make up a good or bad program. I suggest that listeners be less critical.

Very sincerely,

MR. SCHNEIDER LEWIS,
Bowling Green, Ky.

* If other readers feel the same as does Mr. Lewis, please write to this department. If readers object to this letter, write in and let us know about it. Otherwise the column of readers' letters will be discontinued.—Ed.

Dear Sir:

At last radio has turned to a good comedian to interest listeners. Robert Benchley is by far the most original comedian on the air. His remarks are clever and have a certain something that makes them different from anything I have ever heard.

His mythical trips to various countries are very entertaining because they are somewhat educational along with being nonsensical.

Artie Shaw's orchestra and songs by Dick Todd round out the program nicely.

Very truly yours,
MRS. JOHN P. DAVIS,
R. F. D., Lima, Ohio.

past midnight, he is in for reasonable bewilderment.

Very early, the newcomer confirms a fact he knew, but didn't bother about, as a layman—that an actual broadcast is only one step, and frequently the least difficult, of a long series. As a member of the press department of the stations, probing for information, he soon discovers the relationship between his job and all the others—traffic, continuity, production, musical, casting, programming, sales, technical, promotion, news, education, special events, agricultural, sound effects and many more.

He understands, presently, that these departments are not separate entities from broadcasting, but that their joint function is one thing—to give the listener the program he hears. Together, they form a machine as intricate as the movement of a fine watch, in which no part can be out of adjustment.

The personalities of announcers and members of the artists' staff are naturally the object of curiosity on the newcomer's part. Before entering radio he, like all radio listeners, had visualized them as being so tall, with this facial characteristic and that mannerism.

Usually, they are not as he imagined them. His favorite newscaster is not an austere and unapproachable person, but amiable, witty and warm-hearted. The musical director of whom he had heard so much, far from being a severe man, with a mythical temperament, proves to be enthusiastic and voluble, with something of the dynamo about him. In nearly everybody connected with the microphone he finds intelligence and a modesty that has not been corroded. Such people are pleasant to work with.

For one who makes his living from radio, not the least of its attractions is that there is little routine about it. In fact, were radio to succumb to routine, its audience would rapidly diminish. Those whose careers are given to keeping it vital and interesting must themselves be vital and interesting, and in sequence they pass on at least some of their vitality to the newcomer associating with them.

For a behind-the-scenes worker in broadcasting nothing is so refreshing as to drop in the studios for an occasional rehearsal or broadcast. To note, in rehearsals, the painstaking attention given to their music by artists who take nothing for granted, or the inflections practiced again and again by actors who must get the phrase exactly right, affirms the confidence of listeners who later will tune in WLW and WSAI for that program.

The newcomer who adapts himself readily to radio is prepared to work hard at his part in supplying the countless listeners with what they want. In a business where time plays so important a role, his greatest wonder is how the hours go by so quickly, and with such continuing fascination.

Next week, Ralph Rosenberg, member of the WLW-WSAI press relations department, will give his views as a newcomer in radio.—Editor's note.



The Washington Dial

WASHINGTON.—The Washington ether is filled with rumors and counter-rumors over the reported forthcoming resignation of Chairman Frank R. McNinch of the FCC. Well known by all radio observers is the fact that McNinch is anxious to get back to his old job as Chairman of the Federal Power Commission—a position he knows a lot more about and with less headaches. It may not be too long before McNinch relinquishes the troublesome FCC spot now that he feels he has almost completed the "clean-up" job that President Roosevelt had in mind when he appointed him.

Radio circles, however, are pointing out that McNinch has failed in the most important phase of the President's house cleaning job. Intending to clean up the FCC mess so as to avoid a Congressional investigation, McNinch through his "purge" has now brought things to a point where a Congressional investigation is almost a certainty.

Idle speculation as to the successor to the FCC Chairmanship runs abound, as is usual in Washington. As in previous cases, everyone from Harpo Marx to Shirley Temple is being mentioned. One fact is certain, however. Whoever takes the job is also taking on a man's-sized headache and had best be prepared to undergo much embarrassing questioning when the Capitol Hill solons get back to THE HILL.

WLW Prepares to Fight Back

Duke M. Patrick, attorney for WLW, has filed a brief with the FCC requesting argument on the unfavorable report of Commissioners Case, Craven and Payne, recommending discontinuance of the Cincinnati station's 500 kw. The WLW brief contains no less than 125 alleged errors and exceptions to the report of the sub-committee. Patrick said that the committee failed to consider important technical evidence, admitted improper evidence and failed to consider WLW contentions that their super-power did not interfere with other stations.

The brief also attacked the committee's contention that WLW power had an adverse economic control of that area in radio advertising. Patrick pointed out that local stations in the Cincinnati area have raised their rates steadily, while WLW rates have remained almost stationary.

The FCC is expected to decide soon whether or not they will grant the oral argument.

Stop Prepared Statements

Chairman McNinch announced this week that hereafter the committee investigating chain broadcasting and monopoly in the radio industry would not permit witnesses to read from prepared statements as has been done heretofore. Chairman McNinch stated in revising the original position that "experience this far in the hearing has indicated that the method of presenting testimony through prepared statements does not conserve time to an appreciable extent, and has not proved an effective method of obtaining a complete and detailed factual showing.

"The Committee, therefore, has ruled that witnesses will not be permitted to testify by reading prepared statements. Hereafter, the testimony of all witnesses must be presented by means of questions by counsel and answers by the witness responsive thereto."

The story behind the Committee order is that the radio industry has taken the opportunity afforded by the hearings to sound off on the achievements of their individual companies and relate the good work they have done. So far the prepared statements as read by company witnesses have failed to produce any evidence of monopoly in chain broadcasting which the Committee hoped to uncover. The Commissioners feel that if all testimony is by question and answer they may get further along the road of their investigation.

Canadian Radio Sales Decrease

Sales of radio sets in Canada during the first nine months of 1938 totaled 128,322, valued at \$10,233,857, as compared with 148,026 sets with a value of \$12,552,861 in September, 1937, according to a report to the Department of Commerce from the office of the American Commercial Attache at Ottawa, it was reported here.

(Continued on page 16)

Chairman Again



Lucille Manners, soprano of the "Cities Service Concert", broadcast Fridays at 8:00 p. m. (E.S.T.) over NBC, including WCKY, has again been selected Chairman of the Radio Committee of the New York Tuberculosis and Health Association.

Lucille numbers among her customers for Christmas seals Franklin D. Roosevelt and many other notables.

Bette Davis on "Silver Theater"

Bette Davis, one of screendom's stellar emotional actresses, will be heard in a two-episode play especially written for her, in the "Silver Theater" presentations on Sundays, December 11 and 18, over CBS, including WKRC, WHAS, and WHIO, at 6:00 p. m. (E.S.T.).



Bette Davis

The play, as yet untitled, has been written by Grover Jones, the prominent Hollywood scenarist, in collaboration with True Boardman.

Miss Davis will be supported by a cast of well-known Hollywood performers.

Christmas Mass Aired

The first Christmas Midnight Mass from the new St. Monica's Cathedral, Cincinnati, will be broadcast over WLW and the Mutual network, beginning at 12 midnight (E.S.T.), December 24, and continuing until approximately 1:20 a. m. December 25.

The Most Rev. Archbishop John T. McNicholas, O.P., will be the celebrant of the Pontifical High Mass, and will preach the Christmas sermon.

Preceding the Mass, a quarter-hour of Christmas Carols, by the St. Monica Choir, directed by Franklin Bens, will be broadcast from the cathedral.

A Daily Glimpse Behind the Scenes
in the Glamorous World of
"SHOW BUSINESS"

Follow the adventures of

"BACKSTAGE WIFE"

on

WCKY

the L. B. Wilson Station

4 to 4:15 p. m. (E.S.T.)
Monday through Friday

An NBC Red Network Presentation
featuring

Vivian Fridel

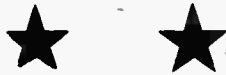
and

Ken Griffen

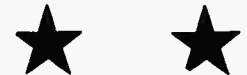
(Sponsored by the makers of Dr. Lyons Toothpowder)

WCKY
Ohio Valley's Friendly Station
149 on your dial

N Denotes (NBC)
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PROGRAMS FOR SATURDAY, DECEMBER 10



(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.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Message of Israel. WJZ WCKY kdka
7:30—Ricardo's Orchestra. (NBC) WCKY
8:00—Al Donahue's Orchestra. WJZ WCKY
9:00—Christy Walsh's All-American Football Team. WABC WHAS WHIO

9:00—Hawaii Calls M. WCPO News
9:30—Hollywood Whispers M
10:00—To be announced N. WCPO News
10:30—Skating Time. Phil Spitalny N.

11:30—George Crook. (NBC) WCKY wire wave wham kdka
11:35—George Crook, organist. WJZ WCKY wire wave wham kdka
11:45—Inkspots. WJZ WCKY wire wave wham kdka

MIDNIGHT—Kay Kyser's Orchestra. WABC WKRC WHIO whk wfbm kmcb
12:30—Dick Stabile's Orchestra. WABC WKRC WHIO wjr whk wfbm kmcb

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

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



PROGRAMS FOR SUNDAY, DECEMBER 11



(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. Wilfred Pelletier and his orchestra with Edward Johnson, M. C. WJZ WCKY WLS WSM wfbm wgar wbt wvva wcco
—Uncle Ezra. WFAE WSAI wmaq kyy wire wjy wgy wtm kstp who wdf
—Words Without Music. WABC wcau wcco wgar wfbm kmox wadc 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 kyy wgy wire wmaq who wdf wtl wtm kstp wfaa wave kvoo wbpap
—Three Cheers. WJZ WSM WLS wham kdka whk wowo
5:45—Eighth International Conference of American States: Edward G. Tomlinson, from Lima, Peru. WJZ WLS WSM WCKY whk wham wave
6:00—The Silver Theatre with guest star; Conrad Nagel, m. c. WABC WKRC WHIO WHAS wjr wgar wfbm kmbc wcau kmox wvva wwl
—New Friends of Music: Fritz Stiedry, conductor. WJZ WCKY wave wire wham wowo whk
—Sunday Night at Seth Parker's. WJZ WLS WSM kdka whk wham wave kvoo
—The Bandwagon: Jan Garber's Orchestra. WFAE WCKY kyy wgy wtm wjy wmaq who wdf wire
—International Conference. WJZ WCKY kdka wham whk
—Weekend Potpourri. (CBS) wbbm
8:00—Don Ameche, m. c.; Edgar Bergen and Charlie McCarthy; Nelson Eddy, baritone; Dorothy Lamour; Judy, Annie & Zeke; Robert Armstrong's Orchestra; guests. WFAE WLW WSM wtm wire wjy wdf kstp kvoo wfaa wgy kyy wave wmaq wfla who
—International Conference. WJZ WCKY kdka wham whk
—To be announced. WABC WKRC WHAS WHIO wbbm wfbm wbt wvva
8:15—Out of the West: Ernest Gill's Orchestra; guest soloists. WJZ WCKY kdka wham whk
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 wjy wmaq who wdf kstp wave wfaa wire wfla
—Hollywood Playhouse. WJZ WLW WENR WSM kdka whk wham
—Sunday Evening Hour: Guest star; Jose Iturbi, director, Symphony Orchestra. WABC WKRC WHIO WHAS wgar wcco wadc
9:30—Walter Winchell. WJZ WLW WENR kdka wham whk wpsd
—American Album of Familiar Music, with The Haechen Concert Orchestra; Frank Munn, tenor; Jean Dickenson, soprano; Elizabeth Lennox, contralto; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Buckingham Choir. WFAE WCKY WSM kyy wgy wtm wjy who wfla wdf wmaq wfaa wire wave kstp kvoo
9:45—Irene Rich. WJZ WLW WENR kdka whk wham wpsd
10:00—Horace Heidt's Brigadiers. WFAE WLW kstp wire wtm wgy wjy wmaq kyy wdf wfla wave
—Robert Benchley. WABC WKRC WHIO WHAS wbbm wfbm wgar wbt wvva wsbw wcco kmbc wcau
—Russ Morgan's Orchestra. WJZ WCKY WSM WLS wham kdka whk wbpap
10:30—Cheerio: Inspirational talk and music. WJZ WCKY WLS wham kdka whk wbpap
—"Headlines and Bylines," with Ralph Edwards, H. V. Kaltenborn and Gilbert Seldes. WABC WHIO wjr
—Peace: How Long and How, Colonel Frederick Palmer. WFAE wgy wtm wmaq who wdf
—Hollywood Playhouse. (NBC) wave
10:45—Dick Todd. WFAE wgy wtm wmaq who wdf
11:00—Press-Radio News. WJZ WFAE WCKY wire wham wfbm wgar wbt wvva wsbw wcco kmbc wcau wfaa wgst wfbm wadc
—Walter Winchell's Column Quiz. Conducted by Ben Grauer. (NBC) WSM wbpap wave
—Red Norvo's Orchestra. WABC wbbm kmox wcco kmbc wcau
11:05—Johnny Messner's Orchestra. WJZ WCKY WLS wire wham
—Del Courtney's Orchestra. WFAE WSAI wgy wtm wire wham wmaq wfla wowo
11:15—Irene Rich. (NBC) WSM wave
11:30—Ray Kinney's Orchestra. WFAE WSM WSAI WLW wgy wtm wmaq who wdf
—Paul Pendarvis' Orchestra. WABC WKRC WHIO WHAS wgar wcco wadc kmbc wjr wbt
—Lou Breese's Orchestra. WJZ WCKY whk wave wire wham wowo
MIDNIGHT—Bud Fisher's Orchestra. WFAE WSAI wgy wtm wmaq who wdf
—Ted Weems' Orchestra. WJZ WCKY wgar wave wire wham
—Henry King's Orchestra. WABC WKRC WHIO WHAS wbbm wbt wgar wgst wfbm wdf
12:30—Don Redman's Orchestra. WFAE WSAI WENR WSM wgy wtm wmaq who wdf
—Earl Hines' Orchestra. WJZ WCKY wave wham wire
—Gene Krupa's Orchestra. WABC WKRC WHIO wbbm wbt wgar wgst wfbm wadc

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

PROGRAMS FOR MONDAY, DECEMBER 12

(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, etc.).

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-Amos 'n' Andy. WEAF WLW who wgy kyw wj kstp
7:15-Edwin C. Hill, commentator. WEAF WSAI kyw wtm wmaq who wdf kstp
7:30-No Talent Wanted. Ernie Watson, m. c. WJZ WSM kdka wave wire wham wowo

Orchestra. WEAF WSM WLW kyw wtm wj wj kvoo wgy wfa wmaq who wdf wire kstp wfaa wave
Radio Theater, Cecil B. De Mille. Producer. WABC WHAS WKRC WHIO wjr wbbm wfbm wgar kmcb wcau kmox wadcb wbt wgst wwl wcco

-Eddie Cantor's Caravan. (CBS) WHAS wbbm wfbm wcco
-Famous Musical Evenings. WABC wvva wcau
11:00-Tommy Dorsey's Orchestra. (CBS) WHIO WHAS wbt wcau

-Tommy Dorsey's Orchestra. WJZ WLW wspd whk wave
MIDNIGHT - Bernia Cummins' Orchestra. WABC WKRC WHIO wjr wcco wgar wfbm kmox wbt wcau
-Tom Hatters. WEAF WLW wgy wmaq

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

PROGRAMS FOR TUESDAY, DECEMBER 13

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. Includes program descriptions and station call letters for various times, such as 7:00-County Seat, 7:15-Vocal Varieties, 8:00-Edward G. Robinson, etc.

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

PROGRAMS FOR WEDNESDAY, DECEMBER 14

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

Network programs section with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slots (7:00-7:45 AM, 7:45-8:00 AM, 8:00-8:30 AM, 8:30-9:00 AM, 9:00-9:45 AM, 10:00-10:30 AM, 10:30-11:00 AM, 11:00-11:30 AM, 11:30-12:00 AM, 12:00-12:30 AM, 12:30-1:00 AM).

Michael Audley, Edward G. Robinson scholarship pupil at the Max Reinhardt Workshop, is to produce a picture at Warner Brothers Studios, featuring ten students in the school. Brewster Morgan, "Hollywood Hotel" producer, may be assigned to an hour-long CBS sustaining program when "Hotel" mutes, December 2. Maestro David Broekman is preparing a modified Christmas cantata for the Wednesday oil program's holiday broadcast.

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C Denotes (CBS)
M Denotes (MBS)

PROGRAMS FOR THURSDAY, DECEMBER 15

(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 their broadcast times from 6:30 to 11:45.

7:00—County Seat. WABC WHIO WHAS—Dick Gasparre's Orchestra. WJZ WCKY wadc wwa wbt wgar wcau wgst
7:15—Vocal Varieties. WEAFLWLW wgy wtm wire wmaq who kstp kyw wdf
8:00—Kate Smith Hour, with Abbott and Costello, comedians, Jack Miller's Orchestra. WABC WKRC WHIO WHAS wjr wbbm wfm wgar wcau kmox wadc wwa wbt kmbc wgst wwl wcco
8:30—William F. Green and George H. Davis. WJZ WCKY kdka
9:00—Major Bowes' Amateur Hour. WABC WKRC WHIO WHAS wjr wbbm wgar wcau kmox kmbu wgst
9:15—Whispering Voice Choir. WJZ kdka
9:30—America's Town Meeting of the Air; Guest speakers; George V. Denny, Jr., moderator. WJZ WCKY WLS kdka whk
10:00—Music Hall: Bing Crosby, M. C.; Bob Burns, comedian; John Scott Trotter's Orchestra; guest artist. WEAFLWLW WSM wgy wtm wjw wmaq wire
10:30—Americans at Work: Interview. WABC WKRC WHAS wgar wjr wbbm wcau kmox wcco wgst wwl kmbc
11:00—Vincent Lopez's Orchestra. (CBS) WHAS wave wire wham wjr wbbm wfm wgar wcau wcco wbt wwa
11:05—Artie Shaw's Orchestra. WJZ WCKY whk wave wire wham
11:10—Evening News Report. WABC only
11:15—Del Courtney's Orchestra. WEAFLWLW wjam who
11:25—United Press News Reports. WEAFLWLW only
11:30—Cab Calloway's Orchestra. WABC WKRC WHIO WHAS wgar kmox wadc wsb wbt wbbm kmbc wcco
12:30—Ted Weems' Orchestra. WJZ WCKY WLS kdka whk wire wham
12:30—Emery Deutsch's Orchestra. WEAFLWLW wgy wmaq who
12:30—Harry Owens' Orchestra. WABC WKRC WHIO wjr wgar wfm kmbc wcau wadc wbt wwl

Donna Cavendish
Mary Parker, the glamorous Donna Cavendish of the "Howie Wing" aviation serial, broadcast over CBS, including WKRC, WHAS and WHIO, Mondays through Fridays at 6:15 p. m. (E.S.T.), was the 23rd girl to audition for the part.

Harriet Hilliard, Ozzie Nelson Guests on "Avalon Time" Show December 10

Ozzie Nelson and Harriet Hilliard, singing husband and wife of radio, will be guests, Saturday, December 10, when the weekly "Avalon Time" program is broadcast from WLW to NBC, including WSM, at 7:00 p. m. (E.S.T.).

Ozzie, a four-letter athlete at Rutgers, first saw Harriet when she was singing with Nills T. Granlund in New York. Harriet joined Ozzie's orchestra as a singer and shortly after that the two were married.

The couple will be in Cincinnati for an engagement at the Beverly Hills Country Club, just outside Newport Kentucky.

A. F. of L. President to Speak on NBC

William F. Green, president of the American Federation of Labor, and George H. Davis, president of the United States Chamber of Commerce, addressing a meeting of the Economics Club, in Chicago, will be heard over the NBC on Thursday, December 15, at 8:30 p. m. (E.S.T.).

Both speakers will discuss issues to be brought up when Congress convenes on January 3, 1939. Green will have as his subject, "What Labor Expects of Congress," and Davis will speak on "Congress and Business." The broadcast will originate in the grand ballroom of the Palmer House in Chicago, where the meeting will be held.

Maestro of "Melody and Madness"

Artie Shaw, personable young orchestra leader, is heard with Robert Benchley each Sunday on the "Melody and Madness" program, broadcast over CBS, including WKRC, WHAS and WHIO, Sundays at 10:00 p. m. (E.S.T.).



Artie Shaw

Born in New York, he began his musical career as a saxophonist at the age of fourteen. Artie played one-night stands throughout the length and breadth of the land before winning a contest and a trip to Los Angeles. After returning to New York he joined the CBS house band, and his clarinet playing during the "swing" concert drew such an enthusiastic round of applause that Shaw was urged to form his own orchestra. He has gained a large following in a short time, and is now considered one of the ablest band leaders in the country.

Here's Your Chance to Get In the Movies---"Gateway to Hollywood" Features New Talent

"Gateway to Hollywood," a new CBS series having as its springboard a motion picture talent quest which will bring two unknown youngsters to eventual stardom in films, will make its debut over the CBS Sunday January 8, at 6:30 p. m. (E.S.T.).

Winners of the talent search will be awarded contracts leading to eventual RKO stardom with starting salaries of \$125 a week and guarantees

of at least six months' work in RKO studios in Hollywood.

The boy and girl selected at the conclusion of a 13-week elimination contest are to be presented to film fans of America under the pseudonyms of "Alice Eden" and "Jack Archer." They will begin work immediately thereafter as featured players on the RKO lot in roles that make certain not-too-distant stardom.

Jesse L. Lasky, producer of such noted film successes as "Wings," "The Covered Wagon," "Peter Pan," "Beau Geste" and "Berkeley Square," and developer of such star material as Maurice Chevalier, Carole Lombard, Fredric March, Claudette Colbert and Marlene Dietrich will personally groom and prepare the youngsters for their film careers.

Applications for admission to the contest will be released soon through thousands of RKO theaters throughout the country. Upon their submission by applicants the forms will be rushed to Hollywood for inspection by Lasky and his casting director, Phil Friedman, discoverer of Deanna Durbin and other noted cinema personalities.

Through a series of regional interviews for which RKO talent scouts will fly to various cities, 18 boys and girls will then be selected and brought to Hollywood with all expenses paid. The aspirants are to be carefully trained for their CBS debuts, in which they will appear in lead roles on programs supported by famous motion picture personalities. These stars will portray incidental or supporting parts to the youngsters, who will be vying with each other for the final selection as America's newest starring team.

Charles Vanda, Columbia's west coast program director, is to have charge of this nationwide talent quest.

On Lutheran Hour



Dr. Walter A. Maier conducts the "Lutheran Hour" program, heard each Sunday over the Mutual network, including WSAI, at 1:00 p. m. (E.S.T.). A noted theologian, author and lecturer, he has attracted wide attention through his "Lutheran Hour" broadcasts, which began in 1930.

Heard with him on the program is the Lutheran Chorus.

Anthony Eden Speaks From New York on NBC

Anthony Eden, former foreign secretary of Great Britain, will discuss "Democracy and the Modern World" over NBC, including WCKY, when he addresses the convention of the National Association of Manufacturers at the Waldorf-Astoria Hotel, New York City, on Friday, December 9.

Eden's address will be included in a one-hour broadcast, beginning at 10 p. m. (E.S.T.) during the final dinner of the association's Congress of American Industry. He will be preceded by H. W. Prentis, Jr., president of the Armstrong Cork Co., who will speak on "Industry's Program for the Future."

The speech by the British statesman, who opposes Prime Minister Chamberlain's policy of conciliating Hitler and Mussolini, is expected to be the highlight of his visit to the United States.

Lanny Ross on "Hit Parade"

Following six months on concentrating on Hollywood and the concert stage, Lanny Ross, whose tenor voice was most recently heard in the film, "The Lady Objects," is back in radio.



LANNY ROSS

Also appearing on the program are Fredda Gibson, blues singer; Buddy Clark, romantic baritone; the Songsmiths, male quartet, and Al Goodman's orchestra.

"Lum and Abner" Organist



When you hear the organ playing the strains of "Eleanor" over CBS, including WKRC, WHAS and WHIO, Mondays, Wednesdays and Fridays at 7:15 p. m. (E.S.T.), you know it's the introduction to another of the popular "Lum and Abner" dramatic series which have been broadcast for eight years. What you may not know is that it is being played by this attractive young lady, whose name is Sybil Chism.

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Week's Serious Music In Review

(All Times Are Eastern Standard)

FRIDAY, DECEMBER 9

MUSIC APPRECIATION HOUR

Lectures, with musical examples, directed by Dr. Walter Damrosch, in Series A—"The Harp and Piano," Series B—"Myths and Legends in Music," 2:00 p. m., NBC.

SERIES A

Waltz of the Flowers, from "Nutcracker Suite".....Tchaikovsky
Dance of the Sylphs, from "Damnation of Faust".....Berlioz
Introduction and Allegro for Harp and Orchestra.....Ravel
Royal March of the Lion, from "Carnival of Animals".....Saint-Saens
First Movement, from Piano Concerto in B-flat Minor.....Tchaikovsky

SERIES B

Entrance of the Little Fauns, from "Cydalise".....Pierne
Two Dances, from "Orpheus and Eurydice".....Gluck
Procession of the Knights of the Grail, from "Parsifal".....Wagner
Entrance of the Gods into Valhalla, from "Das Rheingold".....Wagner

CONTEMPORARY MUSIC

Program of music by contemporary composers, with Columbia Chamber Orchestra, directed by Leith Stevens, 3:30 p. m., CBS—WABC.

Rakastava, the Lover.....Sibelius
Three Songs: In the Silence of night, Hills of Grussia, Vocalise, Arr. Stevens.....Rachmaninoff
Charterhouse Suite.....Vaughan-Williams

CITIES SERVICE PROGRAM

Lucille Manners, soprano soloist, with orchestra, directed by Dr. Frank Black, 8:00 p. m., NBC—WCKY.

Intermezzo, from "Cavalleria Rusticana".....Mascagni
Clavelitos.....Valverde
The Drum Major.....Ellis
Sweet and Low.....Barnby

SATURDAY, DECEMBER 10

CINCINNATI CONSERVATORY

Karin Dayas, pianist, soloist with Conservatory Symphony Orchestra, directed by Alexander von Kreisler, 11:00 a. m., CBS—WKRC, WHAS, WHIO.

Concerto in B-flat Major for Piano and Orchestra.....Tchaikovsky
A Night on the Bald Mountain.....Moussorgsky
Polovtsien Dances, from "Prince Igor".....Borodine

METROPOLITAN OPERA

Wagner's music drama, "Siegfried," "third day" in the "Nibelungen Cycle," broadcast from the stage of the Metropolitan Opera House, New York, 1:40 p. m., NBC—WLW, WSM.

Siegfried.....Carl Hartmann, tenor
Brunnhilde.....Kirsten Flagstad, soprano
Wotan.....Friedrich Schorr, baritone
Mime.....Erich Witte, tenor
Director.....Artur Bodansky

NBC SYMPHONY ORCHESTRA

Artur Rodzinski, director of the Cleveland Symphony Orchestra, guest conductor for NBC Symphony Orchestra broadcast, 10:00 p. m., NBC—WCKY.

Overture, from "Russlan and Ludmilla".....Glinka
Symphony No. 5 in E Minor, Op. 64.....Tchaikovsky
Concerto for Orchestra, Op. 14.....Starokadomsky
Suite from Ballet, "The Fire Bird".....Stravinsky

NEW YORK PHILHARMONIC

Eugene List, piano soloist with the New York Philharmonic-Symphony Orchestra, directed by John Barbirolli, 3:00 p. m., CBS—WKRC, WHAS, WHIO.

Suite in D Major, No. 3.....Bach
Piano Concerto No. 2 (Radio Premier).....Fuleihan
Eugene List, Soloist
Symphony in B Minor "Unfinished".....Schubert
Symphonic Variations for Piano and Orchestra.....Franck
Eugene List, Soloist
Prelude, from "Die Meistersinger".....Wagner

SUNDAY EVENING HOUR

Maria Reining, European soprano, in radio debut with Ford Symphony Orchestra, directed by Jose Iturbi, 9:00 p. m., CBS—WKRC, WHAS, WHIO.

Overture, from "William Tell".....Rossini
Aria "Vissi d'arte," from "La Tosca".....Puccini
Maria Reining, Soprano
By the Lake, Waltz for Teenie's Doll, Mosquito Dance, from "Five Miniatures for Orchestra".....White
Danse Macabre.....Saint-Saens
a) Dorfschwalben-Walzer.....Strauss
b) Hab' Ich nur deine Liebe, from "Boccaccio".....Von Suppe
c) Czardas, from "Die Fledermaus".....Strauss
Maria Reining, Soprano
Bolero.....Ravel
We Are of Thee, The Children of Thy Love.....Sibelius

MONDAY, DECEMBER 12

CURTIS SYMPHONY ORCHESTRA

Fritz Reiner, director of Pittsburgh Symphony, directing the Curtis Symphony Orchestra, 3:00 p. m., CBS.

Three Choral Preludes, Arr. Vitorrio Gui.....Bach
Symphony No. 5 in E Minor, "From the New World".....Dvorak

VOICE OF FIRESTONE

Margaret Speaks, soprano, soloist with symphony orchestra, directed by Alfred Wallenstein, 8:30 p. m., NBC—WLW, WSM.

Overture, from "Italian in Algiers".....Rossini
a) Night and the Curtain Drawn.....Ferrata
b) You Are Free, from "Apple Blossoms".....Kreisler
c) Aria "Adieu forest," from "Jeanne d'Arc".....Tchaikovsky
Margaret Speaks, Soprano
In the Village, from "Caucasian Sketches".....Ivanoff-Ippolitoff
Dance of the Hours, from "La Gioconda".....Ponchielli

The Story of "Siegfried"

ACT I

Mimi, the Nibelung, and brother of Alberic, has found Sieglinda in the forest and has brought up the child which she dies in giving birth to, knowing that he is destined to slay Fafnir, the giant, and gain the famous Nibelungen Ring. The young Siegfried, dissatisfied with all the swords made for him melts up the fragments of his father's blade "Not-hung," "Needful," and forges it afresh, to Mimi's awe.

ACT II

Mimi induces Siegfried—under pretext of teaching him how to fear, an art which the youth is curious to learn—to accompany him to a distant part of the forest where Fafnir, in the shape of a huge dragon, guards the Nibelung treasures, including the Ring. Siegfried kills the dragon, but accidentally tasting its blood, is enabled to understand the speech of birds. They tell him how Mimi means to poison him to obtain the treasure; accordingly he kills the traitor. The bird further tells him of a fair sleeping bride, Brunhilde, surrounded by fire, and flies before him to show the way to her resting place.

ACT III

Wotan, uneasily wandering over the world, conscious of impending doom, vainly seeks counsel of Erda, the Earth goddess. Meeting Siegfried, he opposes his path, but the sword "Needful" hews his spear asunder, and, his power destroyed, he retreats to Valhalla to await the Dusk of the gods.

Siegfried, meanwhile, plunges through the fire, finds the Valkyrie, Brunhilde, wakes her, makes love to her, and wins her.

"Plantation Party" Makes Debut

"Plantation Party," a half-hour musical show set against the background of a Southern plantation and featuring Whitey Ford and the Girls of the Golden West, will be inaugurated over NBC, including WLW and WLS Friday, December 9, at 9:00 p. m. (E.S.T.). The program also will feature the Range Riders, a 30-voice choir and the Planters' orchestra.

The Girls of the Golden West—Dolly and Milly Good—are two yodeling sisters who have appeared on programs with Rudy Vallee and other headliners.

Whitey Ford, who will m. c. the program, is noted for his homespun characterization of the Duke of Paducah. The Range Riders, a male quartet, feature songs of the South and West.

Peggy Tudor's Guest



Margaretta Byers, dress designer and beautician will be the guest of Peggy Tudor on her "Silver Serenade" program over WLW Thursday, December 8, at 1:30 p. m. (E.S.T.).

She will discuss "How to keep your looks after 30." Mrs. Byers is the author of "Designing Women," with Consuelo Kamholtz, published late in August, with a sale of more than 20,000 copies. She has also been a frequent contributor to women's magazines and to newspapers.

TUESDAY, DECEMBER 13

LIGHT OPERA

Condensed version of Gilbert and Sullivan's light opera, "Iolanthe," 8:00 p. m., NBC—Bluc.

Iolanthe.....Ivy Scott, mezzo-soprano
Strophon.....Fred Huffsmith, tenor
Phyllis.....Muriel Wilson, soprano
Queen of the Fairies.....Alma Kitchell, contralto
Lord Chancellor.....Walter Preston, baritone

Lew (Rose Bowl) Lehr



Lew Lehr, the All-American comedian of the airwaves, has recently shot meteor-like across the football heavens as a star of inconsequential magnitude.

He is heard with Ben Bernie and the maestro's orchestra Sundays at 5:30 p. m. (E.S.T.), broadcast over CBS, including WKRC, WHAS and WHIO.

KIRSTEN FLAGSTAD SINGS IN MET MATINEE

Sports Quiz Contest Finalists



Finalists in A. E. "Doc" Martz's Sports Quiz Contest are shown here as they gathered in the WCKY studios after a dinner tendered them by the L. B. Wilson station.

Left to right, seated: E. G. Hack, Cincinnati; H. E. Hoffman, Dillsboro, Ind., and Dr. Ralph H. Gillham, Newport, Ky. who was the final winner. Standing: Ed. Devanney, Cincinnati; Dallas Marshall, Xenia, Ohio; Al Wald, Newport, Ky.; A. J. Holden, Fayetteville, Ohio, and "Doc" Martz.

"Dogs and Game," Martz's weekly program, continues to be heard at 8:15 p. m. (E.S.T.) every Wednesday over WCKY.

Dr. Artur Rodzinski Replaces Toscanini With NBC Symphony

Dr. Artur Rodzinski, leader of the Cleveland Orchestra, will be guest conductor of the NBC Symphony Orchestra for four consecutive weekly broadcasts over NBC, including WCKY, beginning Saturday, December 10, at 10:00 p. m. (E.S.T.).

For his initial appearance of the season with the NBC Symphony Orchestra, Dr. Rodzinski will conduct an All-Russian program, featuring the first American radio performance of Starokadovsky's Concerto for Orchestra, Opus 14.

The program will open with the Overture to Glinka's "Russlan and Ludmilla," followed by Tchaikowsky's Fifth Symphony. Following the performance of the Starokadovsky work, the concert will conclude with Stravinsky's "Fire Bird" suite.

Meredith Willson Submits Resignation

Meredith Willson, for six years Western Division Musical Director for the National Broadcasting Company, has submitted his resignation.

Press of commercial program commitments, Willson said, forces his resignation from the post he has occupied since July 3, 1932. He will concentrate on his duties as musical director of "Good News of 1939" and the "Signal Carnival," NBC programs

in which he has been featured.

The youthful maestro, considered one of the greatest orchestra conductors in the West, has made a nationwide reputation since he joined the National Broadcasting Company. He developed many transcontinental programs, including "The Big Ten," which saluted nationally favored songs, "America Sings," "Waltz Time" and others. Willson has made notable musical programs for the "Signal Carnival" and for "Good News of 1939."

A composer as well as a noted conductor and arranger, Willson is known for his "Paradise Fantastique" which was played by the New York Philharmonic Orchestra; "Queen of the Flying Rings," dedicated to the late Lily Leitzel; Symphony No. 1, in F Minor, presented by the San Francisco Symphony with the young composer on the podium; "Song of Steel," "Three Orchestral Impressions," "O. O. McIntyre Suite," and his new song dedicated to America's air forces, "Wings on High."

Doctor of Education on "Quiz" Program

Gladys C. Lawrence, who received her degree of Doctor of Education from New York University, is among those who hope to give the right answers on the "Professor Quiz" program over CBS, including WKRC, WHAS and WHIO Saturday, December 10, at 8:30 p. m. (E.S.T.)

Wagner's "Siegfried" Offers Outstanding Supporting Cast

Kirsten Flagstad, one of the greatest singing actresses in operatic history, will be heard as Brunnhilde in NBC's third complete Metropolitan opera broadcast of the season, Richard Wagner's "Siegfried," Saturday, December 10, at 1:40 p. m. (E.S.T.), on NBC, including WLW and WSM.

The cast for this great Wagnerian music-drama is an outstanding one. Carl Hartmann, tenor, will co-star with Miss Flagstad, by singing the role of Siegfried. As a German soldier in the World War Hartmann was severely wounded between the shoulders, which is Siegfried's vulnerable spot in the opera. As Siegfried, too Hartmann relives his boyhood occupation as sword smith in a Rhineland village when, in the first act, he forges the magic sword, Nothing.

Friedrich Schorr, who will be heard in the role of Wotan, the Wanderer is famous for his baritone interpretation of Wagnerian parts. Eric Witte lyric comic tenor, who is cast as Mimi, made his debut in "Tannhauser" during the second week of the current Metropolitan season. Norman Cordon, bass, of Washington, D. C., a giant 6 feet 5 inches tall playing the part of the Giant, Fafner, is well-known to the NBC audience, for he entered opera after many years on popular radio programs."

Viennese Soprano to Make Radio Debut on "Evening Hour" Program

Maria Reining, young Viennese soprano, will make her radio debut in the United States as soloist on the "Sunday Evening Hour" over CBS, including WKRC, WHAS and WHIO Sunday, December 11, at 9:30 p. m. (E.S.T.). The symphony orchestra and 26-voice chorus which supports her will be under the direction of Jose Iturbi.

Miss Reining is in the United States for only a few weeks. She has appeared as soloist with the St. Louis Symphony Orchestra and sung the title role in the Chicago Opera Company production of Puccini's "Madame Butterfly." She has sung this year in Wagnerian roles at the Salzburg Festival and with the Covent Garden Opera Company in London.

Anna Kaskas, Hartford, Conn., contralto, singing the part of Erda, also came to opera through radio. In 1936 she was one of the first two singers selected by the Metropolitan through radio auditions over NBC.

Symphonic Strains

BY CLINTON BROOKS

Radio listeners are confronted with at least four comparatively unfamiliar names this week—those of a soprano, a pianist, and two composers. The best known of the four in America is Eugene List, young keyboard genius who will play two selections with the New York Philharmonic-Symphony Sunday afternoon. Only 20 years old and a native of California, young List made his debut at the age of 12 with the Los Angeles Symphony Orchestra and has been heard already several times with the New York Orchestra.

List studied at the Sutro-Seyley Studio in Los Angeles, the Philadelphia Conservatory of Music, the famous Juilliard Graduate School in New York, and privately with Madame Olga Samaroff (former wife of Leopold Stokowski), before he made his eastern debut with the Philadelphia Symphony Orchestra three years ago. On the latter occasion he played the intricate, modernistic, rarely heard concerto for piano and orchestra by Dmitri Shostakovich. This week, attempting the work of another contemporary composer, he will be heard in the Second Piano Concerto of Fuleihan. His other number will be the familiar Symphonic Variations for Piano and Orchestra by Cesar Franck. Both selections are comparatively short, neither lasting more than 20 minutes.

Anis Fuleihan, himself a pianist of note, is better known for his orchestral compositions—principally the Mediterranean Suite performed recently by several major orchestras in this country. He was born on the island of Cyprus, off the coast of Greece, in April, 1901, but has lived in New York for a number of years. A pupil of Alberto Jonas, he has been heard in numerous recitals both here and abroad.

The third stranger is Dmitri Leonidovitch Starokadovsky, a Russian composer, whose Concerto for Orchestra, Opus 14, will be heard Saturday night performed by the NBC Symphony Orchestra—Artur Rodzinski of the Cleveland Symphony Orchestra acting as conductor in the absence of Arturo Toscanini. Starokadovsky was also born in 1901, in Brest-Litovsk. He studied at the Moscow Conservatory under numerous teachers, the one with the greatest international reputation being Miaskovsky. He entered the school in 1921 and graduated in 1928, though he began composing music when he was only 10 years old.

On reaching his thirty-fifth birthday several years ago, he gave the public a resume of his theories on modern music. "The aim of artistic endeavors of our epoch," he said, "it seems to me, should be the creation of objective music, embodying the entire gamut of human emotions, subordinating them however to some sort of general philosophy." His Concerto for orchestra will play on the emotional gamut of his listeners Saturday night with an elaborate combination of two flutes, a piccolo, two oboes, English horn, three clarinets, two bassoons, contra-bassoon, four French horns, three trumpets, three trombones, tuba, kettledrums, tambourine, cymbals, bass drum, and the usual strings. This complicated group of instruments performs the concerto, written in three movements—Sinfonia; Passacaglia (with 14 variations); and Toccata (with finale marziale).

"Invitation to Listen" Guest Overcame Dreaded Sickness

Twenty-year-old Teddy Gross, of Van Wert, Ohio, who overcame the handicap of infantile paralysis to develop into a talented soprano singer, will appear as guest star on the "Invitation to Listen" program over WLW Tuesday, December 13, at 1:30 p. m. (E.S.T.).

Teddy, who will go to Hollywood under a film contract early in January, reached the peak of his career recently when he was chosen to sing before President Roosevelt and his family at the Warm Springs Foundation in Georgia. He received a special

greeting from Mrs. Roosevelt on his birthday, last Thanksgiving.

Making his public debut by way of an amateur contest in April of this year, Teddy won first prize, and has since captured top place in eight more contests. In August he sang with Rudy Vallee and his orchestra at Russell's Point on Indian Lake, Ohio, and a month later was featured with Glen Gray and the Casa Loma orchestra at the Paramount Theater, Fort Wayne, Ind. He has been a guest artist over WOWO, Fort Wayne, on various programs.

(Continued to page 16)

Veteran WLW Entertainers Honored



When Pa and Ma McCormick, veteran WLW entertainers, celebrated their forty-seventh wedding anniversary, recently, they were given a surprise party during the "Boone County Jamboree" on the stage of Emery auditorium, Cincinnati. Three large cakes were presented the couple by the cast.

Pictured left, Helen Diller, the Canadian cowgirl, is presenting Pa McCormick with a cake from part of the cast while Miss Ida Hirsch, right, representing the Boone County Choir, presents another to Ma McCormick. In the picture are members of the choir. Pa and Ma McCormick were married 47 years November 12.

Important Speakers on "Town Meeting of Air" Broadcast, December 8

Major George Fielding Eliot, Quincy Howe and Linda Littlejohn will participate in the discussion of the subject, "How Should the Democracies Deal with the Dictatorships?" during "America's Town Meeting of the Air," Thursday, December 8, at 9:30 p. m. (E.S.T.) over NBC, including WCKY and WLS.

Major Eliot is author of the recently published book, "The Ramparts We Watch," and co-author of "If War Comes." Howe, author of the much-discussed "England Expects Every American to Do His Duty," has served on the staff of the "Atlantic Monthly," edited "Living Age" and now is editor of Simon and Schuster, Inc., publishers. Miss Littlejohn is international president of the Equal Rights International, which is affiliated with the National Women's Party of Washington.

Cincinnati Rabbi on "Message of Israel"

Dr. Victor E. Reichert, Rabbi of the Rockdale Avenue Temple, is to be the guest speaker on four consecutive broadcasts of the "Message of Israel" program beginning January 7. The program is heard over NBC, including WCKY and WLS, Saturdays at 7:00 p. m. (E.S.T.).

The broadcasts will originate from WCKY's Netherland Plaza Hotel studios. Mr. L. B. Wilson, president and general manager of WCKY, completed arrangements for the broadcasts last week.

THE WASHINGTON DIAL

(Continued from page 15)

Inventories of companies reporting to the Radio Manufacturers' Association of Canada, as of September 30, 1938, totaled 70,446 units, as compared to 76,360 units on hand at the end of August, 1938, and 66,817 units at the end of September, 1937. Projected production, October 1 to December 31, 1938, is scheduled at 59,717 units, including 48,492 alternating current chassis, 10,923 battery sets, and 302 automobile sets, according to the report.

IN RADIO'S LIMELIGHT

(Continued from page 4)

From Indiana to "Grand Central Station"

Elizabeth Reller made her way from Richmond, Ind. to CBS's "Grand Central Station" program after first stopping off in London and Chicago.

The program is broadcast over CBS, including WKRC, WHAS and WHIO, Fridays at 10:00 p. m. (E.S.T.).

Perfectly Cast

Arline Blackburn, whose voice listeners identify with Kitty Kelly in the series "Pretty Kitty Kelly" looks more like Kitty Kelly than that Lady herself.

The program is broadcast over CBS, including WHIO, Mondays through Fridays at 10:00 a. m. (E.S.T.).

"Workshop" Conducts Unique Experiment in Drama, Music Dec. 8

The "Columbia Workshop" will conduct two experiments, one in drama and the other in music, in its production over CBS, including WKRC, WHAS and WHIO on Thursday, December 8, at 10:00 p. m. (E.S.T.).

The broadcast will come from Hollywood, and the first half will feature a drama, "Man with a Gun," in which a series of unusual sound effects forms the background for the one voice heard. These sound effects will come from the sound stage of the Paramount Studios.

The second half of the "Workshop" will find Harry Simeone, youthful composer-arranger, interpreting the "Fall of Jericho" with a combination of human voices and unique orchestration.

Reisman's Orchestra Returns to "Hit Parade"

Leo Reisman, bushy-haired, dynamic dance band maestro, returns for a series of appearances as conductor of "Your Hit Parade" program beginning Saturday, December 10, broadcast at 10:00 p. m. (E.S.T.) over CBS, including WKRC, WHAS, and WHIO.

Reisman, long society's favorite orchestra leader, has received wide acclaim in previous appearances as director of the "Hit Parade" orchestra. A veteran band master, he has starred in smart support clubs, the films and in personal appearance tours. Last year he was invited by the French Government to play at the Paris Exposition and concluded a successful tour on the Continent after his Parisian engagement.

Comes Into His Own



Larry Clinton has been known to song writers as one of the country's top song arrangers for some time. During the past year he has organized his own orchestra and is now being heard on the same program as Tommy Riggs and Betty Lou, broadcast over NBC, including WLW and WSM, Saturdays at 8:00 p. m. (E.S.T.).

"INVITATION TO LISTEN"

(Continued from page 15)

Teddy attends the seventh grade at Lincoln School, Van Wert, and is president of his class, a boy scout, and a member of the Sons of Veterans of the American Legion. During spare time he draws cartoons.

His most treasured possession is the letter from Mrs. Roosevelt, which reads:

"My Dear Teddy: The President joins me in sending you greetings and congratulations on your birthday. We wish you all happiness and great success. I am sure it is a satisfaction to you to know that you give so much pleasure to others because of your talent and your willingness to serve.

"Very sincerely yours, Eleanor Roosevelt."

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