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5¢

# Radio

The Midwest's Largest Radio Newspaper

# Dial

WEEK ENDING APRIL 29,  
1938

*Celebrates First Year As Pilot*



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# RADIO DIAL CONTEST CLUB



Fighting to gain a foothold in a legal status, The National Conference on Legalizing Lotteries recently brought an injunction suit against Postmaster General James A. Farley in the Court of Appeals at Washington. A decision rendered on March 28th sustains the Post Office Department in barring from the mails any kind of contest involving chance.

The "contest" bringing about the injunction was one in which participants were invited to list, in the order to be chosen by the judges, the charities and public uses to which proceeds of a national lottery might be applied. To officially qualify is necessary to remit \$1.

Justice Groner of the Court of Appeals said: "The conclusion is irresistible that the prize will go to him who is the most fortunate in guessing how the judges will finally compose their differences. And guessing contests have invariably been held to be within the ban of the statute. They have been said again and again to be

unlike a contest of essays decided upon recognized standards of literary merit and reasonably well-settled ideas of sound argument."

Editor & Publisher in commenting says: "The instant suit did not concern a newspaper-sponsored contest, but the judicial expressions go far to set up the limits within which competition for prizes may be conducted under any kind of sponsorship."

Oddly co-incidental is a current release from National Contest Headquarters in San Francisco, in which Gilcon V. Willets, its founder and director, sharply criticizes the views of Eric Bender as expressed in his recent book "TICKETS TO FORTUNE," subtitled "The Story of Sweepstakes, Lotteries and Contests."

Over one-third of Mr. Bender's book is devoted to facts and fancies of prize contesting, while the remainder discusses sweepstakes and lotteries. Mr. Willets says:

"The book is beautifully written by  
(Continued to Page 16)

## Noted Crooner



Bing Crosby needs little introduction to radio listeners. He's famous for his singing and informal line of chatter on the "Music Hall" program with that famous Arkansas hillbilly, Bob Burns.

## Versatile Actress



Agnes Moorehead is a comedienne, mimic and drama actress on many radio programs, but at present her outstanding show is "You Said It," which features Ted Husing, Lou Holtz, Kay Thompson, and Richard Himber's orchestra.

## Woman Commentator



Dorothy Thompson, who made a name for herself in the newspaper world as one of the nation's outstanding columnist on national affairs, took little time to become one of radio's leading commentators.

# AROUND the DIAL

by THE DIAL TWISTER

Be on your guard next Sunday. That's when the networks put the curse of daylight-saving time on program schedules. You may think this warning is needless. But if past experience is any guide, you can't be warned too often. Unless you put a memo on your dial you're pretty certain to find your favorite chain programs ending just as you dial them. And to make matters worse, many local programs will be shuffled around because of the network shifts. It's a dizzy business. Nobody knows that better than those of us who live out here in the scorned "hinterland." One of these centuries something may be done about it. Meantime, however, all we can do is be on guard next Sunday.

NBC has finally settled on a series of original dramas for that Saturday 8:30 p. m. spot (WCKY). First it tried dramatizing current novels, then repeating a trilogy of tenement sketches. If the premiere, "Heads I Win," is a fair sample, the new series should be quite acceptable. NBC probably feels that it ought to offer some competition for the Columbia Workshop. With last summer's airing of Shakespeare as a precedent, it's strange that the two aren't broadcast at the same hour. Or has the absurdity of such things at last dawned on the networks?

A couple of weeks ago the dial-twister noted the absence of Alois Havrilla from NBC microphones. A list of its New York announcers just received from NBC doesn't include his name. So the diction medalist evidently has left Radio City. Listeners are the losers.

If you're addicted to radio guessing games, dial the Musical Steeplechase (WLW, Tuesday, 8:30 p. m.) In this event Josef Cherniavsky puts contestants over a set of hurdles consisting of a few bars from two well-known tunes. It makes an interesting puzzler. An amusing angle of the premiere was that studio contestants made the worst showing on old familiar tunes. Youth will be served.

Just after they'd celebrated their first year on NBC for Grapenuts, came word that Burns and Allen will shift to CBS and Chesterfield in October. These two stand the wear and tear of the microphone surprisingly well. But I can't help wondering if Gracie doesn't have misgivings when she listens to the horde of "dumb Doras" she's loosed on an unsuspecting air. Starting something like that is a grave responsibility.

Though it's one more addition to him off the air.

the plethora of programs with feminine interest, There Was A Woman (NBC-WCKY, Sunday, 4 p. m.) is interesting from the standpoint of history. It shows the part played by women in shaping the characters of well-known personages. However, the sketch about Deborah Franklin didn't do that too well. It was at variance with the account given in Ben's famed Autobiography. There, you remember, "Poor Richard" took most of the credit for his success.

One of radio's miracles is the perpetual amazement commercials are supposed to generate. Witness the longwinded blurb put into the mouth of Peter Grant on his Wednesday morning WLW newscast. Though it's been repeated for months, listeners are still expected to be thrilled by the marvel of it all. Ho, hum.

The goods displayed in Hollywood Showcase (CBS-WKRC, Sunday, 9 p. m.) turn out to be pretty much the usual radio wares offered by film-land: screen stars, celluloid tunes, and ballyhoo of forthcoming pictures that passes for news. Or did you expect anything else?

Like most listeners, the dial-twister isn't exactly wild about "electrical transcriptions." Still, they have possibilities. That's being shown by The Hour of Comfort (WSAI, Sunday, 5:30 p. m.) Though the music is a bit mixed and some of the continuity could be cut, this program is an agreeable interlude, in spite of the fact that it's needed.

For a long while this column has been curious to know how much of the Lux Radio Theater's time was devoted to drama. So when "Mary Burns, Fugitive" ran its hectic course, the watch was pressed into service. The final score showed 39 minutes of play out of the total 60. That left 21 minutes for commercials, star plugs, picture blurbs, and incidental music. You can draw your own conclusions about how important the play is.

## Col. Knox is Speaker

"Suggestions for a Republican Program" will be the topic of the speech Col. Frank Knox, publisher of the Chicago Daily News, will give Friday, April 22, at 10:30 p. m. (E.S.T.), over NBC.

Speaking from the Arcadia Theater of the Forum Building in Wichita, Kans., Col. Knox will set forth the campaign ideas he planned to broadcast on April 8, when line difficulties resulting from an April blizzard kept

# TIME CHANGES

SUNDAY, APRIL 24



## BE PREPARED!

Important to all radio listeners is the fact that time changes on Sunday, April 24. Some programs will be aired an hour earlier than usual, others an hour later, others will change days and still others will switch networks.

The best way to be sure what changes will take place is to read RADIO DIAL. (The fellow above thought he could figure out the time changes by himself. But he admitted he was wrong when he tuned in the New York Philharmonic-Symphony when he expected to get the Reds baseball game).

Be Wise — DIAL-ize

RADIO DIAL  Renewal  New Subscriber  
22 East 12th St., Cincinnati, Ohio

Enclosed find \$1.00 (check, Money Order or Currency), for which enter my subscription to RADIO DIAL for six months.

Name.....

Address.....

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

# Sir Cedric Hardwicke, Lady Hardwicke, Other British Actors To Be Featured In "Never Come Monday," "Workshop" Drama

Introducing the Kid Sister



Les Tremayne, leading man of the "First Nighter" program, with his 16-year-old sister, Stella Tremayne, who will appear with Les during the broadcast of "Split Second," on Friday, April 22. Miss Tremayne has been heard in several local broadcasts, but will be making her network debut in "Split Second."

Sir Cedric Hardwicke, star of the current Broadway success, "Shadow and Substance," and his wife, Lady Hardwicke, known on the stage as Helena Pickard, head an all-British cast which will be heard in "Never Come Monday," the "Columbia-Workshop" production over CBS, including WKRC, WHAS and WHIO, Saturday, April 23, at 7:30 p. m. (E.S.T.).

Other prominent Britishers in the cast are to be Whitford Kane, the shoemaker in the current Mercury Theatre "Shoemakers' Holiday," Victor Morley, Oswald York, Harold de Becker, Ralph Cullinan and Stephen Fox. Fox is also doing the adaptation of the play, which was written by Eric Knight, an Englishman.

"Never Come Monday" has enjoyed considerable success in England where it has been produced a number of times. It tells the story of a little Yorkshire village, whose workers start their workweek every Monday morning by having one "Cappy" Twambley tap on their windows. One Monday "Cappy," who will be played by Sir Cedric, decides not to wake the villagers—he's going to let every day be Sunday, a day of rest. "Never Come Monday" traces results of his startling decision.

For Sir Cedric, playing a Yorkshireman is an old role—he has done so on the English stage several times. But his wife, oddly enough, although she was born in Yorkshire, has never played the part of a Yorkshire woman before. In the "Workshop" show, however, she will not only be an up-countrywoman, but will also handle the role of a young Cockney girl.

## Kennedy's Speech to British Business Men To Be Broadcast by NBC

Ambassador Joseph P. Kennedy, American envoy to the Court of St. James's, will be heard exclusively over NBC at 4:00 p. m. (E. S. T.), April 28, when he responds to the toast, "Anglo-American Trade," at the seventy-eighth annual dinner of the Association of British Chambers of Commerce in London.

## James A. Farley On Air Again

James A. Farley, Postmaster-General, will be heard over NBC, including WCKY, on Tuesday, April 26, at 10:05 p. m. (E.S.T.), when he addresses the Women's Democratic Conference at Columbia, S. C.

The conference includes Democrats from Maryland, Virginia, North and South Carolina, Georgia and Florida.

## They Don't Mind If You Call Them "Hams"



Pictured above are "The Mighty Allen Art Players," the famous repertory company of Fred Allen's "Town Hall Tonight" program. From left to right they are John Brown, Minerva Pious, Charlie Cantor and Eileen Douglas.

## Woman in White in Black



Watching operations and visiting morgues is all in a day's work for Luise Barclay. It's her way of getting authentic background for her role as nurse in the serial, "The Women in White."

## Anthony Eden to Be Heard from Banquet At Grosvenor House

An address by former British Foreign Secretary Anthony Eden, at a banquet of the Society of St. George at Grosvenor House, London, will be broadcast throughout the United States on Tuesday, April 26, at 2:35 p. m. (E.S.T.) over NBC including WCKY.

It will be Mr. Eden's first important radio appearance since his resignation from the Chamberlain cabinet some time ago.

## Chest Luncheons Aired For First Time

For the first time in the history of the Cincinnati Community Chest, all of the report luncheons in a chest drive will be broadcast this year. Station WCKY will pick up the proceedings direct from the Hotel Gibson ballroom.

Meetings to be broadcast during the coming week will be heard at 1:00 p. m. (E.S.T.) on Wednesday, April 27; Thursday, April 28, and Friday, April 29.

## Changes Time



## Alfred P. Sloan Gives Talk On NBC

Alfred P. Sloan, Jr., chairman of the board of General Motors, will discuss the relationship between various phases of the automotive industry when he speaks over NBC, including WCKY, at 9:00 p. m. (E. S. T.), Wednesday, April 27.

Sloan's talk, which is titled "The Dealers, the Manufacturers, and the Consumer," will be delivered before a banquet of automobile dealers representing every company, at the annual meeting of the National Automobile Dealers' Association at the Hotel Statler in Detroit.

Beginning Tuesday, April 26, at 9:00 p. m. (E.S.T.), Bob "Believe-It-or-Not" Ripley's program will be heard at this new time. The broadcast will continue over NBC, including WSAI and WSM.

# Weekly RADIO DIAL

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

Telephone—CHerry 0710-0711

J. A. ROSENTHAL, Editor

Vol. VII WEEK ENDING APRIL 29, 1938 No. 50

## IT LOOKS SIGNIFICANT

Several months ago RADIO DIAL began devoting greatly increased space to programs of serious music. Readers are already familiar with that change. What most of them are not familiar with is the "inside story" of the innovation.

Well-meaning friends of the DIAL, in both radio and the publishing business, shook their heads dubiously over the policy of giving so much prominence to symphony and opera. They pointed out that popular, not classical, music held a dominant place in listener interest. To prove it, they cited the apparent vogue swing was then enjoying. They admitted that a few listeners preferred the three Bs. But they felt that for a fan magazine to go in for "highbrow stuff" was pretty much a "noble experiment."

Readers, however, had a different opinion. At once letters began to pour in, praising the increased space given to serious music. Typical specimens have appeared in *Serenade and Static*. Most of the writers declared that the detailed programs of fine music, with explanatory comments, have helped them to hear and enjoy more such music. Indeed, the volume and enthusiasm of reader commendations have grown to such a point that the pages devoted to serious music seem the most popular department of the DIAL.

This response is, of course, gratifying, not to say flattering, to RADIO DIAL. But its chief significance lies in the searching questions it raises regarding broadcasting's program policies.

So-called popular tunes have the lion's share of air time, with symphony and opera relegated to an "also ran" position. If the response of DIAL is at all typical of the radio audience in general, it looks very much as if the broadcasters have badly over-rated the appeal of popular music and under-rated the appeal of serious music.

That ought to be obvious without resorting to a poll. The American radio audience numbers some 80,000,000 to 100,000,000 people. It is inconceivable that the tastes of so many individuals should run so heavily to music of one particular type. But if figures are needed to clinch the point, the Ford Hour can supply them. Devoted solely to "highbrow" music, this program receives an average of 20,000 letters a week, without benefit of contests or other mail bait. Compared with the response to "popular" programs, this alone suggests ironic quotes.

Indeed, the really baffling question is why so little attention is paid to fine music on the air. Preoccupation with "mass appeal" and the isolation of broadcasters from listeners seem plausible explanations. But regardless of the reason, the policy seems overdue for drastic revision.

When the readers of a radio fan magazine show a keen and continued interest in serious music, it looks very much as if the broadcasters' contention that nine out of ten listeners want only popular tunes rests on a precarious assumption.

## IN RADIO'S LIMELIGHT

### Celebrates First Year as Pilot

On Saturday, April 23, Al Bland, pilot of Dow's Dawn Patrol, will celebrate his first year on the air as pilot of the "Dawn Patrol" program which is aired each morning except Sunday at 7:30 a. m.

Bland, in addition to his duties as head-man of the show, writes all his own continuity.

He was born in Crewe, Virginia, and before entering radio, edited several weekly newspapers in the South. Before coming to WKRC during the 1937 flood, he worked at WSAZ in Huntington, W. Va.;

WCMI in Ashland, Ky., and WPAV in Portsmouth, Ohio.

Al is married and the father of two children, a girl and a boy.

### New Film Star

Sigrid Gurie, although reared in Norway, was born in Brooklyn. Her first role in pictures was that of Kuchin, daughter of the Emperor of China, Kublai Khan, in "The Adventures of Marco Polo," starring Gary Cooper. On Friday, April 15, both Miss Gurie and Cooper re-enacted scenes from the picture on the "Hollywood Hotel" program, broadcast over

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# THIS IS RADIO

By BILL BAILEY

(Miss Edna Silverton, during Bill Bailey's illness, will write this column.—Ed.)

The program director of a radio station is somewhat like a physician, according to Eldon A. Park, assistant program director of WLW-WSAI. "He must keep his finger on the public pulse at all times to determine what people want in the way of radio entertainment. Then he must see that they get it."

To accomplish this, Park keeps in constant touch with the Research department which surveys public demand through many channels, particularly by means of fan mail which flows into the studio in a steady stream.

"We're grateful for that fan mail," Park declared. "It settles our first problem 'What does the public want?' Then we can concentrate on the second problem, 'How to give it to them.'"

As an example, Park submitted the "Musical Steeplechase," a novel musical guessing game program recently inaugurated over WLW, presenting the distinguished music of Josef Cherniavsky and his orchestra.

"There is a decided vogue for programs incorporating audience competition," said Park. "With music added, such a program presents an even more universal appeal."

But that's not the end of a program director's responsibilities. His job entails a great deal more than sitting back and accepting program ideas.

The idea is just the starting point. From that time on, the work begins. First, the program director must consult with the originator of the idea to work out the best possible presentation of that idea from the standpoint of showmanship and entertainment value. After this has been determined, he calls into conference the heads of all departments connected with the presentation of a program—announcers, music, continuity, talent, etc. The crystallization of their ideas is presented to the continuity department, which in turn submits a script to the program director following the outlined program.

Here again, Park goes into action. He must determine that the script will be the basis for the program par excellence that is the standard of the station. Once he is satisfied with it, he selects the talent best suited to the program, sees that the program goes into rehearsal, and after rehearsal has perfected it—the program finally goes on the air.

Although the last few paragraphs have traced the origin of a program, from the time of its conception until it is offered over the ether for public approval, they by no means complete the description of a program director's duties.

"Among other things, a radio program department is something like the editorial department of a newspaper," said Park. We must determine that programs follow the editorial and entertainment policy of the station, that the make-up is bal-

anced, i. e. that the station maintains a balance in its programs among the various elements of radio entertainment—drama, music, news, sports, comedy, and variety shows."

This entails a number of routine duties which seem simple taken individually, but which, collectively, form the network of the program director's tremendous responsibility. To list them briefly, he must take the following duties in his stride.

1. Choose the best possible programs offered by the networks with which the station is affiliated.
2. Supervise auditions.
3. Attend rehearsals.
4. Plan programs that have general appeal.
5. Inject showmanship into the programs. This element or the lack of it can make or break a station.
6. Hire artists, announcers, producers, and others identified with the production of a program.
7. Consider carefully all ideas submitted, regardless of their number or their source.
8. Supervise the technical department in the selection of proper sound effects and set-ups for individual programs.

In addition to these more or less routine duties, the program director must also act as consultant to the sales department. It is he who helps them select entertainment suitable for specific sponsors and the product they wish to sell. He must also be constantly developing ideas that are commercial, or saleable by virtue of their audience appeal.

Park explained that the actual preparation of program schedules is in itself a job of gigantic proportions. "We try to plan at least a skeleton schedule three weeks in advance for each station. Then little by little, we add the meat to the skeleton, as interesting programs are offered by the networks or developed in our own studios. The complete daily schedule for a station is rarely set definitely more than 24 hours in advance. Last minute events of greater interest than the program we have scheduled will cause us to cancel it at the last minute. This is true whether the show originates locally or on a major network. No amount of trouble is too great if that trouble will better our all around program schedule."

It is the program director's individual responsibility to coordinate the announcers, continuity, music, sound, research, news, transcription, and production departments and the artists' bureau.

His right arm in this great task is the production department, according to Park. "The individual producers are responsible for the entire shows under their direction. If they are capable—and we see to it that they are—they can make the program director's job merely an advisory one where coordination is concerned."

(EDITOR'S NOTE:—Next week THIS IS RADIO will discuss the function of the production department of a radio station.)

## SERENADE AND STATIC

THE MAIL BOX

Dear Sirs:—

After reading RADIO DIAL last week I couldn't resist writing you about summer broadcasting. A few years back I was an engineer in a small station in New Mexico and I had many interesting experiences I am sure would cast light on the subject.

The radio station for which I worked used to use summer months as experimental time. Here's what I mean. They carried a regular complete schedule during the winter months when networks were crowded with good programs. During the hotter months when fewer programs were aired they had many amateur programs, not the same as Major Bowes' where amateurs are called upon for a number in a single broadcast. They used to audition for programs and then be signed at a small salary to a four-week contract. The amateurs produced each of the programs themselves.

The advantages of such a setup are: 1. The station is entertaining its listeners with FRESH talent. 2. The station may uncover a real radio star among the performers. 3. The lapse in good network program would be replaced by these novel programs.

It's almost impossible to replace network commercials with a program that would compare to them. Of course the idea can be overworked by producing too many such programs.

Very truly yours,

DICK WRIGHT,  
Maysville, Ky.

\*Mr. Wright has a real idea for all local radio stations. Why don't they try something like this, now that summer is here. WLW has made some strides in this direction as did WKRC last Saturday night when they produced Al Bland's play, "The Complete Romance." The latter play was produced by studio talent instead of by new faces.—Ed.

# RADIO LIGHTS



CONNIE BOSWELL

**FIRST CHORUS:** Breaking into radio as a soloist is as difficult as pulling a hen's tooth, but one short cut that has proved successful is to get a job singing in a trio, quartet or chorus. To realize this, all you have to do is look at the record. Jane Pickens graduated from a trio. So did Connie Boswell. Bing Crosby used to sing with the Rhythm Boys. Frank Parker and James Melton were members of the Revelers. Robert Simmons, who is making rapid strides as a soloist on the Frank Black-Lucille Manners program, is still a member of the Revelers. Genevieve Rowe graduated from Lyn Murray's chorus. Beatrice Wain, vocalist with Larry Clinton, used to sing with Kay Thompson's chorus. The choruses you hear on the air contain some exceptionally fine voices, and it is very likely that the stars of the future will be recruited from their ranks.

**EVENTS OF THE WEEK:** Franklin D. Roosevelt, Jr., will help Ted Husing broadcast the Columbia-Navy Crew race Saturday, April 23 . . . CBS will commemorate Shakespeare's birthday with special broadcast at 6:45 same day . . . Preakness race at Pimlico will be broadcast in May for third straight year . . . Clem McCarthy at mike . . . Racecasters also to include Derby, as usual . . . Portion of Variety Club convention at Hotel Plaza broadcast over WSAI, Sunday, April 24, at 9:15 . . . New dramatic serial for daytime, some novelty, "Your Family and Mine."

*Much credit should be given WKRC for "The Complete Romance," their first attempt at an original production . . . It wasn't a bad start, but there's plenty of room for improvement . . . Maynard Craig, a Harvard graduate, had a difficult time portraying the nation's worst criminal.*

Maryland Hunt Club annual race on NBC April 30 . . . Boston Pop Concerts will return May 4 . . . "Gang Busters," still the best crime program, to broadcast to West Coast beginning April 27 . . . Betty Winkler, now on Fibber McGee's show, to join "Dan Harding's Wife" . . . so will Pat Murphy . . . Swor and Lubin to join NBC Minstrels of 1938 . . . Duke Ellington to celebrate 39th birthday with special broadcast to fans in Great Britain through BBC April 29.

*Two canaries that seemed to have lost their ability to sing, began singing when they heard the lovely voice of Jeanette MacDonald . . . Fred Allen and Portland Hoffa, his wife, plan first European vacation this summer . . . Cecil B. DeMille set to return to Radio Theater not later than April 25 . . . Walter Huston doing swell job on show . . . Ginger Jones (Backstage Wife) is reported interested in Dick Post, "Just Entertainment" announcer . . . Skinnay Ennis, former vocalist with Hal Kemp, made his debut as band leader April 14 at Victor Hugo's in Beverly Hills, Calif. . . . Big program cooking by CBS officials when they dedicate new KNX studios in Hollywood.*

Burns and Allen will shift to new sponsor comes next fall . . . Also to return to CBS, where they got their start . . . Have just completed one year on NBC . . . George McCall's "Hollywood Screenscoops" seems to be doing O. K. . . . Sponsor has renewed contract . . . Werner Janssen, who did radio work last year, is writing music score for Walter Wanger's new production, "The Adventuress," co-starring Madeleine Carroll and Henry Fonda . . . is husband of Ann Harding . . . Ted Husing, Bob Trout set to air Kentucky Derby for CBS . . . 30,000 people requested seats for Nelson Eddy's recent appearance on Sunday Evening Hour.

"Dr. Christian" leaves nets April 24 to return October 1 . . . NBC to give first broadcast from Sofia, Bulgaria, Saturday, April 23, at 4:55 . . . Ralph Bellamy and Sally Eilers, who had their guest appearance with Bing Crosby postponed because of President Roosevelt's special talk, will be heard this Thursday with the crooner . . . All seven dwarfs of "Snow White etc." will be guests of Al Jolson . . . Carole Lombard and Ferdinand Gravel to preview "Fools for Scandal" on "Hollywood Hotel" April 22 . . . Same day finds Charlie Butterworth, just returned from Europe, and Joan Edwards, up-and-coming songstress, visiting Paul Whiteman.

Billie Burke and Harry Reser visit Kate Smith April 21 . . . Lotte Lehman to guest on "Your Hit Parade" Saturday, April 23 . . . Benay Venuta's matinee hour shifts to Sundays, beginning April 24 . . . Jane Pickens off Ben Bernie show for vaudeville appearances . . . Fred Waring's gang comes to Cincy next week . . . Frank Morgan looking at yacht for summer vacationing . . . Edgar Bergen plenty busy on Sunday night shows, motion picture, and two appearances each week at Cocoanut Grove with Herbie Kay's orchestra.

## Teaches Her to Swing . . . Wright



Edythe Wright, vocalist with Tommy Dorsey's orchestra, gets a lesson from the master himself on swinging a trombone.

### Drama Critics Award Circle Prize to Author Of Season's Best Play

The New York Drama Critics' Circle Award for the season's best play by an American author will be presented during a special nation-wide broadcast over NBC, Sunday April 24, at 10:30 p. m. (E.S.T.).

George Jean Nathan, critic for three national magazines and president of the Drama Circle, will preside and will award the honorary plaque. The author of the chosen play will be heard in his speech of acceptance, and scenes from the winning play will be enacted by the original cast.

### Program Changes at Hilltop Station

Program changes for WKRC are: The Sunday Players formerly heard each Sunday at 1:30 will now be heard at 4:30 each week.

Musical Visions formerly aired each Tuesday, Thursday and Saturday at 5:45 will now be heard at 6:15 each Monday, Wednesday, and Friday.

Ruth Lyons' Woman's Hour broadcast formerly Mondays through Saturdays at 8:30 will be on the air the same days each week but at 9:15 a. m.

"Secret Diary" will be broadcast

each Tuesday, Wednesday, Thursday and Friday, at 9 a. m.

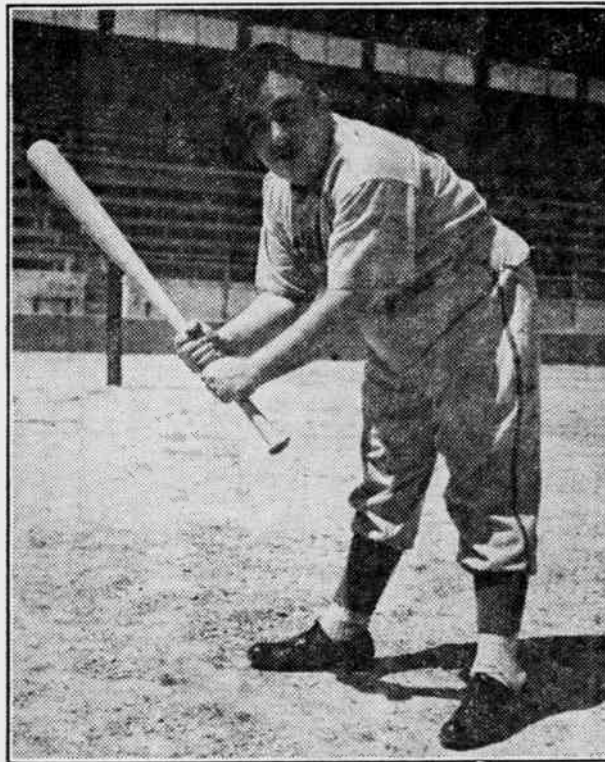
"Jus' Tho'ts," the quarter-hour program of poetic readings with organ background will be heard Mondays through Saturdays at 1:15. This has been aired at 2 o'clock.

Musical Moments will be broadcast each Tuesday at 9:30 p. m.

"The Freshest Thing in Town" which has been on the air for more than a year each Monday, Tuesday, Wednesday, Thursday, and Friday at 5:15 will be aired these same days at 5 p. m.

Lee Bland's nightly newscast (except Sunday) will be heard at 10 p. m. rather than at its former time of 11 p. m.

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1200 kc.

We're off again on another Reds baseball season with Harry Hartman at the "mike," presented by General Mills and Socony Vacuum

# HOLLYWOOD

i n

## Play Ball!



It's Joe Penner, no less, caught by the camera during enthusiastic action in a back lot baseball game. The screen and radio comedian is an ardent devotee of the great American sport. He is currently starred in an adventure comedy, "Go Chase Yourself", in which he does just that via a crazy automobile trailer.

## She Woos the Pool and Sun



Whenever time will allow, Diana Gibson, winsome actress, is sure to be found basking in the warm California sun at some popular resort. In this case her leisure is being spent at the pool of the Beverly Hills Hotel.

## At Albee



For spectator sports, love, Irene Dunne wears this collarless jacket of pale yellow sued with matching pouch bag and gauntlets. Miss Dunne's latest picture is a comedy feature titled "Joy of Living."

## At the Mercy of the Make-up Man



The three portraits are of that gifted actress, Lee Patrick, who during a short year in Hollywood has had many varied featured roles. At left she is the female desperado of "Condemned Women", prison melodrama. At center she is herself. At right, in her role in "Law of the Underworld", as the make-up man's conception of a crookdom siren.

## Dresses in Style



Ida Vollmar's seasonal outfit of white silk twill was designed by Edward Stevenson, stylist at RKO Radio studios. The suit is strictly tailored with a two-button jacket featuring wide, peaked lapels. The only contrast for the ensemble is a navy grosgrain ribbon on the perky Breton sailor of white felt. Note how jauntily Miss Vollmar carries her "knapsack" bag over the shoulder. The blonde player supports Ginger Rogers and James Stewart in "Vivacious Lady".

## Learning to Be Bridge Wizard



If you want to be a wizard at bridge, just follow the timely advice that Lucille Ball seems to be passing along to "Toy", her pet terrier. This starlet, who scores again with her featured role in support of Irene Dunne and Douglas Fairbanks, Jr., in "Joy of Living", plays bridge the newest way by using an "autobridge", the latest in solitaire games, with which, by proxy, you're playing with the world's foremost experts in the game.

# PICTURES

## The CANDID CAMERA in Celluloidville



**BECOMES SONGSMITH**—Possibly stimulated by his lyricist role in "Radio City Revels", Milton Berle, radio and screen comedian, has written three songs in collaboration with Irving Mills and Irving Gordon, all of which have been published. They are "For the First Time in My Life", "I Hate to Say Good Night" and "Violins and Violets".



**HORSE STEALS CLOSE-UP**—Somewhere along the spine of this, her favorite mount, is Rita Oehmen. The horse is a Palomino that she has named "Don". Barely reaching five feet, three inches high, the blue-eyed actress lists horseback riding as her favorite sport—and she's good at it too. She has just been assigned to be George O'Brien's leading lady in "Gun Law".



**THEY LOOK ALIKE**—With features as similar as those of sisters, are Vicki Lester (left) and Charlotte Hoag. Miss Lester is an up-and-coming actress and Miss Hoag is her friend and stand-in.

### Suede Jacket



Right up on the latest modes, Anne Shirley selects a plaid sports jacket of midnight blue with cross bars of beige and a faint line of rust which matches her boat-necked cashmere sweater and wool skirt. Her crushable felt is of beige, banded with gros-grain of that shade, with a perky feather of rust. Accessories carry out the midnight blue in suede. In her latest picture, "Law of the Underworld", she is teamed with Chester Morris.

Radio Dial will continue "Hollywood in Pictures" if readers want it. Just drop a note to the editor saying whether or not you like this section.

We feel radio and the movies are so closely associated that you will enjoy this new section.—Ed.

### Now Teamed With Richard Dix



Richard Dix, recently returned to RKO Radio where he last starred in 1936, will have Whitney Bourne as his leading lady in "Blind Alibi", first feature film under his new contract. Miss Bourne, former New York stage actress, last appeared on the screen as the leading lady of "Double Danger". "Blind Alibi" recites how the mutual affection of a dog and his master leads to romance for the latter in his dangerous mission of defeating an actionful blackmail plot.

### Steps in Creating a "Snow White" Coiffure

Blonde Vicki Lester is having her hair arranged by Jean Barton in the new "Snow White" coiffure created by James Barker of the RKO Radio studio, and inspired by Walt Disney's "Snow White and the Seven Dwarfs". It is a modification of the popular page boy bob.



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

PROGRAMS FOR SATURDAY, APRIL 23

(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.).

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. Includes program listings for WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS.

Lee and Mary; Hoosier Hot Shots; Novel-odeons, vocal trio; Lula Belle and Arkie, songs; Uncle Ezra; Maple City Four; Joe Kelly, m. c.; WJZ WLW WLS kdka wham whk wave wfa wbp wpsd wire

New Singer. Jeanne D'Arcy is the vocalist for Johnny Messner's orchestra, an organization that is headed for the top as far as music is concerned.





PROGRAMS FOR SUNDAY, APRIL 24

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slots from 7:30 to 11:45.

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

4:00—There Was a Woman. WJZ WCKY WLS
4:30—Guy Lombardo and his Orchestra.
5:00—Joe Penner with Ben Pollack's Orchestra...

WSAI kyt wgy wtm wvj wmaq who wdf w
7:00—Don Ameche, m. c.; Edgar Bergen and
7:30—Lyn Murray's Musical Gazette.
8:00—Manhattan Merry-Go-Round: Pierre Le
8:30—Walter Winchell. WJZ WLW WENR

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

PROGRAMS FOR MONDAY, APRIL 25

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

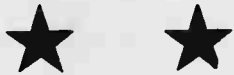
WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00-Amos 'n' Andy. WFAE who wgy kyw wtm wj kstp
6:15-'Uncle Ezra's Radio Station E-Z-R-A,' with Pat Barrett, Nora Cunneen and others. WFAE WSAI kyw wtm wmaq who wdf kstp wire wgy wbp wcol
6:30-Rose Marie, songs. WJZ kdka wave wire wham wowo

6:00-'Pick and Pat in Pipe Smoking Time,' blackface comedy and music; Edward Roecker, baritone; Benny Krueger and his Orchestra. WABC WKRC wjr wbbm wgar wgst kmcb wcau wbt wadc
8:00-'To be announced. WFAE WSM kyw wtm wj kvoo wgy wfa wmaq who wdf wire kstp wfaa wave
9:00-Wayne King's Orchestra. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmcb wcau kmox wmbc wcol wcco

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



PROGRAMS FOR TUESDAY, APRIL 26



(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 time slots and program titles for each station.

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 shows like 'Just Entertainment', 'Easy Aces', 'Vocal Varieties', etc.

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

PROGRAMS FOR WEDNESDAY, APRIL 27

(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 time slots and program titles.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

Detailed network program descriptions for NBC and CBS, including program titles, station call letters, and broadcast times.

Cecil Carmichael, who comes to WKRC from WBT in Charlotte, N. C., will be in charge of the special events department...

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



PROGRAMS FOR THURSDAY, APRIL 28



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

6:00—Just Entertainment: Jack Fulton, tenor, Andrew Sisters; Carl Hohengarten's Orchestra. WABC WKRC wadc wvva wbt wgar wcau wgst wjr
6:15—Vocal Varieties—Choral group of 14 voices. WLW to WEAF wgy wtam wire wmaq who kstp kyw wdfw
6:30—Schaefer Revue: Leo Reisman's Orchestra; Bud Collyer, m. c. WEAF only
6:45—Stelne Bottle Boys. WJZ WLS kdka
7:00—Kate Smith Hour, Jack Miller's Orchestra; drama; guest. WABC WKRC WHIO WHAS wjr wbbm wfbm wgar wcau kmox wadc wvva wbt kmcb wgst wwl wcco
7:30—Jimmy Kemper's Company. WJZ WLS kdka whk wham wspd

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

PROGRAMS FOR FRIDAY, APRIL 29

(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). Includes program titles like 'Tennessee Ramblers', 'Brown County Revelers', 'Jerry Foy', etc.

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 (6:00-11:45). Includes program titles like 'Just Entertainment', 'First Nighter', 'Waltz Time', etc.

# Magic Key Program To Originate In Cincinnati

## Week's Serious Music in Review

(All Times are Eastern Standard)  
**THURSDAY, APRIL 21**  
 ESSAYS IN MUSIC

Victor Bay illustrating an essay on "The Shepherd" with symphonic and operatic selections, 10:00 p. m., CBS—WKRC, WHIO.

Shepherd's Piping, Prelude to Act III, from "Tristan und Isolde".....Wagner  
 The Little Shepherd.....Debussy  
 The Little Shepherd's Dance.....Watts  
 Shepherd's Dance, from "Henry VIII".....German  
 Song of the Shepherd Lehl, from "The Snow Maiden".....Rimsky-Korsakov  
 Fifth Movement, "Shepherd's Song," from "Pastoral" Symphony.....Beethoven

**FRIDAY, APRIL 22**

INTERNATIONAL BROADCASTING UNION

Compositions by native Norwegian composers played by the Oslo Philharmonic Orchestra, Norway, directed by Hugo Kramm, 2:30 p. m., NBC—WSM.

Canto Ostinato, Op. 9.....Saeverud  
 Concerto in A Major for Violin and Orchestra.....Sinding  
 Ernst Glaser, Soloist

**SATURDAY, APRIL 23**

CINCINNATI CONSERVATORY

Severin Eisenberger, pianist, as soloist, with the Conservatory Symphony Orchestra, directed by Alexander von Kreisler, and the Madrigal Singers, directed by Dr. John A. Hoffman, 11:00 a. m., CBS—WKRC, WHAS.

Concerto in G Major for Piano and Orchestra, No. 17.....Mozart  
 a) Prelude, Op. 32, No. 5.....Rachmaninoff  
 b) Prelude in B-flat Minor.....Chopin  
 c) Prelude, Op. 34, No. 10.....Shostakovich  
 d) Prelude.....Bach  
 Severin Eisenberger, Soloist

a) Phyllis Farewell.....Bateson  
 b) How May I Fly.....Marenzio  
 c) All Creatures Now are Merry-Minded.....Benet  
 d) Fa, la, la, I Cannot Conceal It.....Certon  
 e) When Flow'ry Meadows.....Palestrina  
 f) In the Merry Spring.....Ravencroft  
 g) Calm Be Thy Sleep.....Nobel Cain  
 The Madrigal Singer

NBC SYMPHONY ORCHESTRA

NBC Symphony Orchestra and the Schola Cantorum of New York, directed by Hugh Ross, guest conductor, 10:00 p. m., NBC—WSAI.

A Mass of Life.....Delius  
 Julia Peters, soprano; Lillian Knowles, contralto; Fred Hufsmith, tenor; Robert Micholson, barytone—Soloists  
 Suite for Orchestra, "Tsar Saltan".....Rimsky-Korsakov

**SUNDAY, APRIL 24**

NBC HOME SYMPHONY

Ernest LaPrade, directing the NBC Home Symphony Orchestra, 12:00 noon, NBC—WSAI.

March Militaire in D Major.....Schubert  
 Sarabande.....Handel  
 Minuet, from Divertimento No. 17.....Mozart  
 Overture, from "Stradella".....Plotow

MUSIC HALL ON THE AIR

Erno Rapee, conducting the Radio City Music Hall Symphony Orchestra, 11:30 a. m., NBC—WLW, WLS, WSM, WCKY.

Symphony No. 1 in C Major, Op. 21, Beethoven  
 a) Aria, "Abscheulicher," from "Fidelio," Beethoven  
 b) Two Songs.....Marx  
 Viola Philo, Soprano, Soloist

Nocturne and Scherzo, from "A Midsummer Night's Dream".....Mendelssohn  
 Invitation to the Dance.....Weber

MAGIC KEY OF RCA

Marjorie Lawrence, soprano, soloist, with the Cincinnati Symphony Orchestra, directed by Eugene Goossens, from Music Hall, in Cincinnati, 11:00 p. m., NBC—WLW, WLS, WSM.

Academic Festival Overture.....Brahms  
 a) Aria, "Divinites du Styx," from "Alceste".....Gluck  
 b) Dido's Lament, from "Dido and Aeneas".....Purcell  
 Marjorie Lawrence, Soloist  
 Allegro Molto, from "Euroica" Symphony No. 3 in E-flat Major.....Beethoven  
 "Fetes," from Three Nocturnes for Orchestra.....Debussy  
 Three Lieder.....Hugo Wolf  
 a) Gebet; b) Der Rattenfaenger; c) Gesang Weislas  
 Marjorie Lawrence, Soloist  
 Bacchanale, from Three Nature Poems,.....Goossens

NEW YORK PHILHARMONIC

Eugene List, pianist, and Harry Glantz, trumpeter, soloists, with the New York Philharmonic Symphony Orchestra, directed by John Barbirolli, 2:00 p. m., CBS—WKRC, WHIO, WHAS.

Overture, from "Der Freischutz".....Weber  
 "Tuolomme," Indian Piece for Trumpet and Orchestra.....Maganini  
 Harry Glantz, Soloist  
 Suite for Orchestra, from "The Fire Bird".....Stravinsky  
 Concerto in G Major for Piano and Orchestra.....Ravel  
 Eugene List, Soloist  
 Suite, from "Facade" (based on poems by Edith Sitwell).....Walton

FORD SUNDAY EVENING HOUR

John Charles Thomas, barytone, soloist for his second guest appearance this season, with the Ford Symphony Orchestra, directed by Fritz Reiner, 8:00 p. m., CBS—WKRC, WHAS, WHIO.

Overture, from "Ruy Blas".....Mendelssohn  
 Monologue, from "Andrea Chenier," Act III.....Giordano  
 John Charles Thomas, Soloist  
 Triana, from the Suite "Iberia".....Albeniz  
 Kamarinskaja.....Glinka  
 a) May Day Carol.....Taylor  
 b) I Heard a Forest Praying.....De Rose  
 c) When I Think Upon the Maidens.....Head  
 John Charles Thomas, soloist  
 Scherzo, from Symphony No. 4 in F Major, Op. 36.....Tchaikovsky  
 a) The Ninety and Nine.....Campion  
 b) My God, I Thank Thee.....Maker  
 Mr. Thomas and Chorus

MONDAY, APRIL 25

COLUMBIA CHAMBER ORCHESTRA

Bernard Herrmann, directing the seventh of the Handel Concert Series, 5:00 p. m., CBS.

Concerto Grosso No. 7.....Handel  
 Air and Dance.....Delius  
 Two Aquarelles, "A Summer Night on the Water," Arr. by Fenby.....Delius  
 Serenade for String Orchestra.....Warlock

EASTMAN SCHOOL FESTIVAL

Frederick Fennell, directing the Eastman School Symphony Band, featuring performances from manuscript of works by three Eastman School students, Bernet Tuthill, Ernest Lyon, and Gardner Read, 9:00 p.m., NBC—WCKY, WLS.

The Skyliner.....Alford  
 "On the Trail," from Grand Canyon Suite.....Grove  
 Cowboy Lament.....Kline  
 Overture for Symphonic Band.....Tuthill  
 Chorale for Two Brass Choirs.....Lyon  
 Prayers of Steel.....Read

## Symphonic Strains

Almost four years after his death, Frederick Delius is generally considered by critics one of the world's outstanding musicians. His name is bracketed along with those of Henry Purcell and Sir Edward Elgar, as the foremost on England's roster of composers. His works often are listed on symphony orchestra programs, and with growing frequency they are being broadcast on the major radio programs. Last week the New York Philharmonic and Schola Cantorum gave a splendid rendition of his variations on an old slave song "Appalachia." This week the Schola and the NBC Symphony Orchestra, under the direction of the former's able conductor, Hugh Ross, will perform "A Mass of Life." The Columbia Chamber Orchestra will air an "Air and Dance" and "Two Aquarelles."

Until his sister Clare published a comprehensive biography of Delius several years ago, scarcely another composer was the center of more conflicting misconceptions. Reading her books, music lovers learned that Delius was descended from an old German family which had migrated to England, and not from a non-Aryan Dutch ancestry. They learned that, far from being a fanciful and aesthetic sky-traveler bound up in an atmosphere of ethereal clouds and moonbeams, he was an adventurous pleasure-loving human being who happened to have a greater affection for music than he did for his father's wool market business. Another volume of reminiscences by Eric Fenby, who acted as Delius' amanuensis after the composer became blind in his later years, went even further in dispelling fallacious theories. Both biographies are entertaining and well worth reading.

The Delius family went to England from Bielefeld, Germany, in the early part of the last century. They prospered in the mercantile business in Yorkshire, and being in the upper strata of society, the Delius children lived a rather restricted existence. Frederick, called Fritz by an adoring assortment of eight sisters and four brothers, was born in January, 1862. The children spoke of their father sub rosa as a marinet, and it was probably the negative attitude of Julius Delius which turned young Fritz toward the field of music. The boy showed his rebellious attitude at an early age by insisting upon reading "penny dreadfuls"—detective and mystery books—literature frowned upon by the elder Delius.

Frederick showed his stubborn nature later when he tried learning the rudiments of his father's trade, then later informed him he hated the whole idea of being a merchant. His father allowed him to depart for Florida in his early twenties with the intention of growing oranges up the St. John's river from Jacksonville. It was there he got his first real taste of nature and his first instruction in composing music from an organist by the name of Thomas A. Ward. The orange trade was no better than the wool market, the young man found, and he tried successively teaching piano and violin lessons at a private girls' school in Danville, Va., and playing a church organ in New York City. It was the Norwegian composer, Edward Grieg, who finally convinced the father that Delius should go to Leipzig to study music formally.

Meanwhile the composer had had sufficient time to formulate his musical theories. By the time he was 30, he had written several operas which were never produced and a series of orchestra tone poems which were performed eventually. His works were for a long time received indifferently in England, and it was only with the help of such intelligent sponsors as Sir Thomas Beecham and Eugene Goossens that they won their way to deserved popularity. Among his compositions which merit attention are his orchestral pieces, "In a Summer Garden," "A Dance Rhapsody," "On Hearing the First Cuckoo in Spring," "A Summer Night On the River," "Brigg Fair,"—choral numbers, "Sea-Drift," "Songs Of the Sunset," "A Song of the High Hills," "Cynara,"—operas, "Koanga," "Village Romeo and Juliet," "Margot la Rouge,"—and a number of songs, and chamber music pieces. The very titles suggest Delius' interest in nature and the life of country people.

The music of Delius is most like that of Debussy in its texture, though the composer denied any relationship with the French composer. His favorite musicians were Chopin, Brahms, Wagner, Grieg, and Tchaikovsky. His style of composition has been described as "conservative, seductive, and emotional—resplendently iridescent with chromatic rays and aureoles." "A Mass of Life," to be performed by the NBC Symphony Orchestra and Schola Cantorum, Saturday night, was inspired by the pagan philosophy of Friederich Nietzsche's "Book for All and None," which read during his youth, left a lasting impression. "Because enough masses had been written

## Symphony Orchestra, Lawrence Featured From Music Hall



EUGENE GOOSSENS

Music lovers in Cincinnati will be offered a full-course dinner in music, as Deems Taylor would say, when the "Magic Key of R. C. A." program originates from Cincinnati's Music Hall, Sunday, April 24, at 1:00 p. m. (E.S.T.) to be broadcast through WLW over NBC, including WLS and WSM.

Marjorie Lawrence, well known Metropolitan soprano, who appeared in an all-Wagner program with the Symphony Orchestra a few weeks ago, will be the guest soloist on the special broadcast.

This special broadcast will recall to many Cincinnatians how Rosa Ponselle and Frank Forrest visited the Queen City last spring on the good will Ford Symphony Concerts, and received a magnificent welcome. Perhaps the networks will continue to favor our music-loving city with such programs.

for the dead," Delius decided to write a mass for the living, setting portions of Nietzsche's work to music. He was assisted in the work by a friend, Fritz Cassirer. Written in 1905, the "requiem" was not heard until the Schola presented it at a New York concert in January, this year.

The Columbia Chamber Orchestra, Monday afternoon, will devote time left over from performance of Handel's Seventh Concerto Grosso to playing Delius' "Air and Dance" and "Two Aquarelles." The latter music was arranged for string orchestra by Eric Fenby, the Englishman's amanuensis. Originally the music formed the basis of two unaccompanied part songs intended by the composer "to be sung of a summer's night on the water."

## NBC Salutes Notre Dame University in Special Broadcast

Notre Dame University graduates throughout the United States will join in a radio reunion on Monday, April 25, when NBC salutes Universal Notre Dame Night with a special broadcast at 10:15 p. m. (E.S.T.).

The entire student body, the University Band, the Glee Club, songs by John McCormack, famous Irish tenor, and brief addresses by the Rev. John F. O'Hara, Notre Dame president, and Elmer Layden, football coach, will be heard.

The program will open in the Notre Dame Gymnasium. After a musical program the broadcast will switch to Washington, where William Cotter, National President of the Notre Dame Alumni Association, will introduce Father O'Hara. John McCormack will sing from the NBC Hollywood studios, and the program will close in Notre Dame, with a talk by Coach Layden and selections by the Band and Glee Club.

### IN RADIO'S LIMELIGHT

(Continued from Page 4)

CBS, including WKRC, WHAS, and WHIO, at 9:00 p. m. (E.S.T.).

### British Director

On April 27, NBC will present one of the greatest English successes, "Le-panto," directed by Val Gielgud who heads the dramatic production staff of the British Broadcasting Corporation. The NBC Symphony Orchestra also will be heard on the broadcast.

### Snow White

Adriana Casslotti, 21-year-old coloratura soprano who sang the title role in "Snow White and the Seven Dwarfs," was featured as Snow White in "Snow White and the Seven Twerps," a satirical parody on the Walt Disney movie production, on the "Kaltenmeyer's Kindergarten" program, broadcast Saturday, April 16, over NBC, including WSAI, at 7:00 p. m. (E.S.T.).

### CONTEST CLUB

(Continued from Page 2)

a man whose greatest previous distinction was earned through two years in the editorial chair of St. Nicholas Magazine. The part which deals with prize contests reveals the author's intolerance and convictions regarding both prize seekers and those who sponsor contests.

"Mr. Bender's observations are that 'the average contestar is hardly of

the intellectual class. He is, however, extremely shrewd, entirely unselfconscious, and has a childlike willingness to talk about the devices he uses, many of which society in general would call unsportsmanlike at least. He is aggrievedly impatient with the stupidities of contest sponsors, and flies into vituperative rages when the finger of criticism is pointed at the professional.

"In another chapter the author declares, 'By this time it must be clear, quite so, that the entire contest idea is built upon insincerity and hypocrisy.' Further on he writes the key-sentence to his whole discussion of the contestrade when he asks: 'Have contests become too big to be honest?'"

Mr. Willets concludes: "It is apparent that Mr. Bender based his entire analysis of contests upon the unethical practices of a few ruthless prize seekers and a half dozen equally unethical sponsors, overlooking the millions who consider contests a pleasant pastime and the thousands of sponsors whose prize offers have never been touched by the breath of scandal.

"Although a reading of Mr. Bender's scathing denunciation of prize contesting leaves a bitter taste in the mouth, it is reasonable to assume that

contestants with the right sort of mental metal will ignore its discouraging implications."

Another life annuity contest has been announced. The manufacturers of Libby's Food Products offer \$1,000 every year for life as first prize in a short statement contest. If winner chooses a lump sum instead, it will be \$12,000. 3,261 other prizes range from \$2,000 cash down to \$2 worth of groceries. Details at dealers. Closes July 9.

The Postmaster General has announced that Elaine Rawlinson of New York City won the stamp designing prize offered by the procurement division of the treasury. The stamp is 1c and will be on sale beginning April 25.

Life Savers of Port Chester, N. Y., offer \$1,000 in 101 cash prizes in a new contest. Ten words on "Why do you like Assort-O-Mint Life Savers?" Entry card with 5c purchase. Closes July 30th.

In a DRIVE SAFELY crusade, the Wofford Oil Company will offer \$1,000 in cash prizes each month for eight months. Subjects will change monthly—for April it is slogans. First prize \$250.

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## WE SELL CROSLEY RADIOS

## Symphony Concerts

Last of the Season

EUGENE GOOSSENS, Conducting

FRIDAY  
AT 2:45

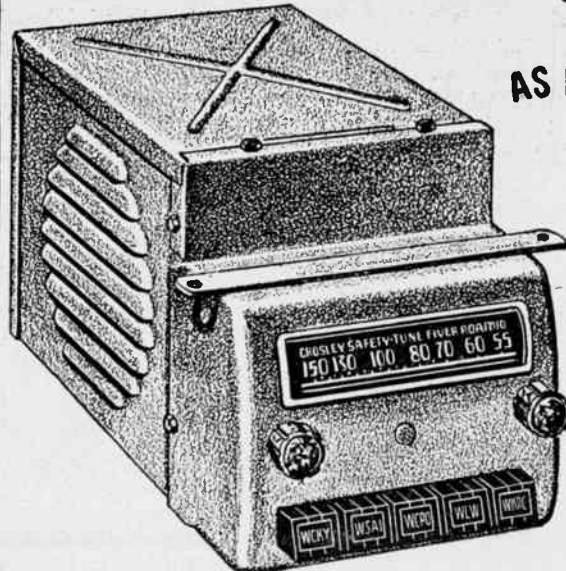
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AT 8:30

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