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# Radio

The Midwest's Largest Radio Newspaper

# Dial

WEEK ENDING  
NOVEMBER 11, 1938

### Hilltop Station's New Announcer



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### Movie's Loss— Radio's Gain



"Good News" M. C.



"Big Sister"



WILEY ELLIOTT  
P. O. BOX 55  
RICHMOND, OHIO



# The Washington Dial

WASHINGTON.—The broadcasters of America recognize the serious social problem involved in the advertising and distribution of distilled spirits, and have been and will continue to be in complete harmony with the objectives of state and federal alcohol beverage control authorities, Neville Miller, President of the National Association of Broadcasters told the National Conference on Liquor Advertising, meeting here on October 25th and 26th.

Mr. Miller pointed out that the vast majority of radio stations and the major networks, with the sympathetic understanding of the leading distillers, have, voluntarily, and at the loss of substantial advertising revenues, not permitted the broadcasting over their facilities of advertising of distilled spirits.

"Stations, as control authorities know, have accepted malt beverage advertising and wine advertising. We believe the authorities will grant that broadcasters have at all times extended the fullest measure of cooperation, with the cooperation of the brewers and wine producers, and have sought to have advertising copy submitted, to conform not only with existing regulations, but with good taste and the public interest as well," Mr. Miller told the conference.

## Broadcasters Opposed To Government Regulation

Stating that broadcasters are opposed to government regulation on liquor advertising, the NAB President pointed out that through self-regulation the radio industry has already demonstrated its concern for the public interest and its ability to meet a social problem in denying its facilities to the promotion of the consumption of intoxicating spirits, and in the careful supervision of advertising copy of brewers and wine producers.

"However, the broadcasters are opposed to any proposed legislative action or regulation which would prohibit the advertising of any alcoholic beverage through radio. We are opposed because such action would set up a dangerous and unnecessary precedent of advertising censorship; because it would be discriminatory against radio and in favor of other media of advertising; and because we believe, due to changing conditions, the desired result can be best achieved through self-regulation and cooperation, rather than through legislation and regulation," he declared.

Gene Tunney, former heavyweight champion and board chairman of the American Distillers Corporation, also addressed the meeting on liquor advertising.

## New Television Station

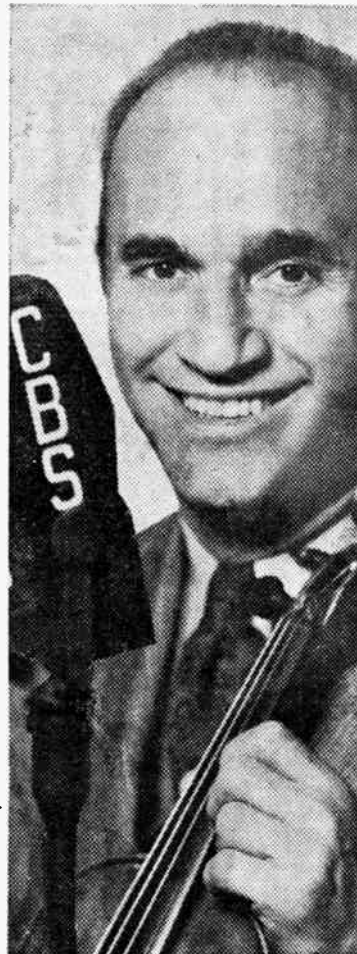
The FCC this week granted the application of Allen B. DuMont Laboratories, Inc., of Upper Montclair, N. J., for an experimental visual broadcast station to operate on 46,000—56,000 kc. with power of 50 watts, from 12:00 o'clock at night to 9:00 o'clock in the morning. Station is to be located at Upper Montclair.

The company will divide its program of research and operation into the following fields; investigation of the use of double beam cathode ray receiver for producing three-dimensional pictures; development of a double beam receiver with reciprocal scanning to reduce flicker; investigation toward expansion of the principles involved in multiple beam transmission to permit television in color; investigation of synchronizing methods with a view to discovering a simpler substitute for the interlaced system now in use; transmission of synchronized pulses on the audio carrier to eliminate necessity of amplitude separation in the visual receiver; transmission of automatic volume control signal and automatic background control on the audio carrier to eliminate necessity of amplitude separation in the visual receiver; transmission of automatic volume control signal and automatic background control on the audio carrier to prevent distortion on the visual channel; cooperation with other experimenters in investigation of television, etc.

In granting the application the Commission said, "The applicant has a program of research and experimentation indicating reasonable promise of substantial contribution to the development of the television broadcast art."

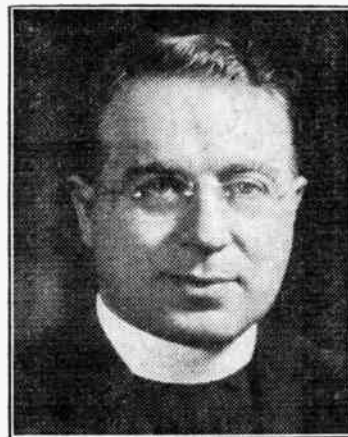
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## Returns to Air as Guest



Dave Rubinoff with his Stradivarius made his first radio appearance in several months when he visited Benny Goodman's "Swing School", broadcast over CBS, including WKRC, WHAS and WHIO, Tuesday, November 1, at 9:30 p. m. (EST).

## Father Coughlin



One of radio's best known voices returns to the air on Sunday, November 6, when the Rev. Charles E. Coughlin begins his fall and winter series of discourses over WCKY and a network of stations from coast to coast.

Father Coughlin will have a full hour each Sunday, at 4:00 to 5:00 p. m. (EST) and will continue his discussions of social and economic problems.



Probably because he's been twisting dials for 15 years this very week, the Dial-twister sometimes wonders whether radio is the tremendous boon to mankind it's cracked up to be. But he harbors no such heretical doubt when he dials the Philharmonic Orchestra. Here's one of the few (did you say "very few?") times when radio is an unqualified boon to anyone with ears and the wit to use them. It's not just because the Philharmonic is a program of the world's finest music, played by one of the world's great orchestras. That music is whole; not skimmed or pulverized after radio's usual manner. Moreover, there's Deems Taylor, who adds something better than mere program comment. And, to add the final touch of pleasure, there are no commercial plugs. Truly, you can be thankful for radio when you dial the Philharmonic.

According to his press agent, Jack Haley is working without a script to get ready for television. It's a pretty good guess that playing to the studio audience is the real explanation. And by the way, that audience is one of the worst, as regards "trained seal" laughter. Oct. 21, it bursts into guffaws for no reason at all that a mere radio listener could discern. That's ridiculous; not funny.

Fred Allen started his seventh year on the air last Wednesday. What a story is wrapped up in that! Many a comedian has come and gone since 1932. Yet Fred is not only still on the air but going stronger than ever. Also, he's not just one act of a variety show. He is the show, even to the script. And it's a full-hour show to boot. When you stop to consider all that, this fellow Allen really must have something.

Sometimes you wonder if sponsors recognize the fundamental of radio advertising. There's the case of One Man's Family. It has one of the largest and most faithful audiences in radio. If they were even reasonably short, the commercials would get a respectful hearing. But the network plugs have been far too long. And as if that weren't bad enough, WLW is piling on a local plug. The result? Well, football isn't the only place where there's a stiff penalty for piling on.

So Dr. Christian is back with much the same sort of sugar-coated pills as he prescribed last year. Impious dialers may be pardoned for wondering whether 10 P. M. is the appropriate time for this feature. It

has most of the earmarks of a daytime epic.

By the way, the capital Welles airing of "Around The World in 80 Days" raised a nice historical question for somebody to answer. The action was supposed to have taken place in 1872. Yet the sound effects had air brakes on the trains. Did trains have air brakes as early as 1872? Or did habit get the better of the sound-effects man?

At least until it can sell more time on the Blue Network, NBC seems to have set aside Thursday evening for good music. On the heels of the Toronto Promenade Concerts comes a program by the Rochester Civic Orchestra, alternating with the Rochester Philharmonic. Either is welcome, particularly because Thursday schedules are overloaded with so-called popular music. Dr. Howard Hanson's Symposium of American Music is especially interesting, thanks to the brevity and freshness of the material.

Cincinnati is still blushing over what happened at the Taft-Bulkley debate in the Queen City. The unpleasantness could have been avoided easily and surely by holding the debate in a studio, where it should anyway. Only a few thousand people got into Music Hall, while many times that number listened at home. That holds for all campaign broadcasting. Politicians spend plenty of money on radio, but get little for it because they think and speak in terms of a visible audience.

Back for another season of broadcasting, Warden Lewis E. Lawes is well on the way to becoming a radio perennial. It's not merely because he's waging an intelligent war against crime. Other script series have done that and folded long since. It's because of the man. Warden Lawes has become a striking radio personality, quite aside from what he is trying to do.

It seems that more and more fans who know the difference between a wingback and a shortstop are discovering Sam Balter. He rates a listen. Until Bob Newhall comes back to the air, he has no serious competition.

Bill Stewart, manager of the Chicago Blackhawk Hockey team, a recent guest star on "It Can Be Done," invited the entire cast to be his guests at the opening game of his team in the Windy City.



# AMERICA'S TOWN MEETING OF THE AIR RETURNS TO NBC

## "Hunger Fighters" Is Subject of "Men Against Death" Series, Nov. 5

John Mohler, whose fight against the mysterious hoof-and-mouth disease is a stirring chapter in Paul de Kruif's "Hunger Fighters," will be the subject of another dramatization in the "Men Against Death" series over CBS including WHIO Saturday, November 5, at 9:00 p. m. (E.S.T.)

"Man for Fundamentals" Mohler stuck to the one inescapable fact voiced by a farmer whose name is lost in the pages of history—"It is impossible to have foot-and-mouth disease unless there is foot-and-mouth disease!" With that as his creed, Mohler began his eradication of the evil which had eluded such a famous bacteriologist as Friedrich Loeffler, in far-off Germany.

## Fay Bainter Is Guest Of "Star Theater"

Fay Bainter, noted character actress of stage and screen, will be the guest in a Max Reinhardt-produced play when the variety hour known as "Star Theater" is heard over CBS, including WKRC, WHAS, and WHIO Wednesday, November 9, at 9:30 p. m. (E.S.T.).

Regular features of the show will include Adolphe Menjou as master of ceremonies; Charlie Ruggles, Una Merkel, and Ned Sparks, as comedians; Jane Froman and Kenny Baker as vocalists and Jimmy Wallington as announcer.

## "Musical Class" Co-ed



Virginia Sims, better known as "Ginny", is heard as vocalist on Kay Kyser's "Musical Class" program broadcast over NBC, including WLW and WSM, Thursdays at 10:00 p. m. (EST).

## Eddie Rickenbacker Broadcasts on WSAI

Captain Eddie Rickenbacker, president of the Indianapolis Speedway Corporation, World War ace and widely known flier and former race driver, will be heard over WSAI November 11 when he addresses more than 1,000 Cincinnati business men and merchants at the Hotel Netherland Plaza.

Captain Rickenbacker will speak before the city's combined luncheon clubs in a program sponsored by the Veterans' Armistice Day Committee of the Chamber of Commerce. Station WSAI will broadcast the meeting, including Captain Rickenbacker's talk, at 1:00 p. m., (E.S.T.).

## "Implication of the Munich Settlement" Is Subject Of First Broadcast

With the critical European situation as the background for its opening programs, "America's Town Meeting of the Air," NBC feature which six times this year received awards as the Nation's outstanding forum for the discussion of vital public affairs, will return to the air for its fourth season on Thursday, November 10, at 9:30 p.m. (E.S.T.), including WCKY and WLS.

Outstanding speakers each week will present to a nation-wide audience the most authoritative opinion and interpretation of the factors which should be weighed in reaching decisions on public questions. At the conclusion of their talks they will submit to questions from the audience. Gen. Hugh Johnson is scheduled for the first week.

George V. Denny, Jr., president of Town Hall, New York, is moderator of the program. This year he is being assisted in selecting questions of the greatest public interest by a Town Hall Radio Advisory Committee, composed of noted persons representing all sections of the United States and all shades of political and economic opinion.

"Implications of the Munich Settlement" will be the subject of the first program. On November 17, the discussion will concern "How American Nations Can Cooperate for Peace," a subject particularly timely because of the Inter-American Conference opening in Lima, Peru, on December 9 to discuss the same topic. On December 1, the Van Zeeland Peace Plan will be the subject, and former Premier Paul Van Zeeland of Belgium, who originated it, is expected to be one of the speakers.

## "Lord Henry" and "Sunday" Look Confidently Into the Future



Karl Swenson and Dorothy Lowell look confidently into the future, ready to meet and adventure in their roles of "Lord Henry Brinthrope" and "Sunday" in the "Our Gal Sunday" series, broadcast Mondays through Fridays at 12:45 p. m. (EST) over CBS, including WKRC and WHAS.

## Meet WHIO Staff



At the left is Glenn Jackson, pilot of WHIO's "Magic Carpet" program. He's a newcomer to radio but WHIO officials predict a bright future for him. Dick Reed is an old hand at announcing. His job is to cover special events.

## Inventor of Periscope On Edgar Guest's "It Can Be Done," Nov. 9

Simon Lake, 71-year-old inventor of the periscope for submarines, will be presented by Edgar Guest, poet-philosopher, on his "It Can Be Done" program broadcast over CBS, including WKRC, WHAS and WHIO Wednesday, November 9, at 10:30 p. m. (E.S.T.).

Mr. Lake perfected the periscope which enables a submarine crew to sight objects over a wide expanse of water while cruising beneath the surface after many years of experimentation.

After the dramatization of his life, he will be interviewed by Guest, who also will read from his own writings. Frankie Masters' orchestra and Marion Francis are to provide the musical background of the program.

## Teleglamour Girls Need Personality--Not Hair

Are "red-heads to be television's stars of tomorrow?" Do "television studios bar blonde beauties?" Is it true that "television prefers brunettes?"

The man in the street must be wondering, as he scans the headlines about television, just what kind of feminine loveliness television is going to put on the ether waves to grace his evening hours by the fireside.

Well, Thomas H. Hutchinson, National Broadcasting Company director of television programs, says he will welcome them all—blondes, red-heads and brunettes—provided. And they needn't be great beauties, either.

"As far as color is concerned we make no restrictions," said Hutchinson. Actually, blondes, red-heads and brunettes all television well. If a girl happens to be of a pronounced blonde type—with pale golden hair and a

light, delicate skin—a few touches of television make-up will do wonders for her. At the other extreme, very definite brunettes use the same technique, in reverse, to create the contrast that television demands. Our years of experiment at Radio City have led to such definite improvements in program technique and television apparatus that we can televise any type of beauty with almost equal success."

All of which should be very reassuring to worried and beautiful blondes who have their eyes on television. But, of course, television does have some very definite demands to make of its feminine talent. They must have that certain something called personality.

"Personality is one of the most important things in television," according to Hutchinson. (Continued to Page 14)

# 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.

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

Vol. VIII WEEK ENDING NOVEMBER 11, 1938 No. 26

## PROCEED WITH CAUTION

Football coaches are notorious for their pessimism. According to them, no team is a push-over. Regardless of form charts or the confidence of fans, they shake their heads gloomily over the prospect of winning any game.

Something of the same atmosphere is settling over television just now.

RCA has announced that it will begin regular television service in New York next spring. CBS is rushing work on a new picture transmitter in Manhattan. And Philco reports that its television research staff is making steady progress.

From all this it would seem that the prospect for television is rosy indeed. Therefore one might expect a campaign of ballyhoo after radio's usual manner. Instead, those nearest to television view the future with a caution that borders on pessimism.

They point out that, technically, television is just about ready for the public right now. But in every other way it stands pretty much where it did a dozen years ago.

Financing is the real dilemma. Before people can be persuaded to buy television receivers, there must be visual broadcasting service. Estimates of the cost of television stations capable of covering the whole country range from \$100,000,000 to \$1,000,000,000. And the only thing known about the cost of supplying programs is that it will be many times that of sound broadcasting. Indeed, it is not even certain that this much money can be wangled from advertisers.

The dilemma suggests the ancient question about which came first: the chicken or the egg. Until program service is assured receivers cannot be sold, and until many receivers are sold stations cannot hope to make a profit. In other words, somebody must risk plenty of blue chips.

The odds against such a gamble are lengthened by the very nature of television. To receive a television program one must sit and look. Because this means far closer attention than sound programs require, it is now pretty generally agreed that visual broadcasting will never be more than a supplement to audible broadcasting.

The whole situation is rather ironic.

When television first excited popular interest, ten or a dozen years ago, it was generally assumed that everything depended on the engineers. As soon as they had made television practical, the public would be able to see as well as hear by radio. Now the engineers have almost finished their job, only to drop still tougher problems into the lap of the business department.

This is not to say that television will never become an everyday reality. Eventually it will. But just now it is in the unenviable predicament of being "all dressed up and no place to go."

The promoters of television are to be commended for emulating the example of football coaches. The difficulties that beset television warrant an attitude of caution, to say the least.

## IN RADIO'S LIMELIGHT

### Hilltop Station's New Announcer

Charles Lutz, WKRC's newest announcer, left Ohio State University and a career in law to become a radio announcer, two years ago.

He has worked at WHKC in Columbus and at WHK in Cleveland, where he became well known to countless radio listeners for his splendid work on the air during the Ohio Valley flood.

Lutz has a definite fondness for sporty clothes . . . and his striped shirts, checks and plaids that "speak" for themselves form the major part of his extensive wardrobe. This liking for flashy clothes might point to a craving for visiting night spots, but paradoxically, Lutz usually retires immediately after his 11 o'clock news broadcast. He laughingly accounts for this trait with "early

(Continued on page 5)

## THIS IS RADIO

By BILL BAILEY

Peter Grant, WLW-WSAI chief announcer, last week set forth the qualifications a man must possess to be a radio announcer.

"Get the experience" was the outstanding admonition, yet how to obtain that knowledge was another question. Nearly two years ago WLW and WSAI attempted an experiment. Three student announcers were added to the staff.

By student announcers we mean just that. The three young men who took advantage of the Crosley offer were University students who wanted to become radio announcers. For several weeks they worked under staff announcers, learning this phase and that of broadcasting. Chief announcer

Grant conducted classes in which all members of the staff participated as well as the students.

A radio announcer must be able to exercise snap judgment, as it were. He must be equipped to decide momentarily what to do in event of emergencies. He must know what to do and when to do it. In other words a radio announcer must have experience before he is qualified to take over a regular job.

The WLW-WSAI student announcer idea was not entirely unsuccessful. In fact Mr. Grant always has contended the move was beneficial not only to the students but to regular staff members as well. Several elements entered into the plan, how-

## SERENADE AND STATIC

THE MAIL BOX

Dear Sir:

I read in a recent copy of RADIO DIAL that you will have the Christmas cards that were available last year. Please let me know if these are as good as the one's you offered last year.

Very truly yours,  
MRS. JENNIE SCHNEIDER.

\*—This year RADIO DIAL will offer better cards than last. A box of 25 colored personal Christmas cards will be offered free with every one year's subscription. If you plan to buy any of these cards you had better send in your order right away.—Ed.

Dear Sir:

Last Sunday night I listened to the Horace Heidt orchestra over WLW. The program was one of the best I have ever heard. He is very original in his ideas of presenting a different show. Other orchestra leaders should take a hint from him. Most leaders knock other orchestras, but Horace Heidt invited competitors to play on his program. Last Sunday night he had Tommy Dorsey with his trombone as guest.

Very truly yours,  
JOHNATHAN RYAN,  
Albright, Ky.

Dear Sir:

I just read the note Mrs. Jack Rondering, Little Rock, Ark., wrote to the "Serenade and Static" department in regards to W. C. Fields.

I realize naturally there must be difference of opinions. That is what makes the world go round, but we here hold a deep affection for this top notch of all entertainers.

My son 19, and daughter 17, and myself have spent many happy hours

bubbling and effervescing over the genuinely humorous and uproariously funny antics of this dean of all comedians.

I am sure many others like myself felt it a loss when he did not return to the Ameche-Bergen program.

Thank you,  
MRS. C. JAHNKE,  
220 Jackson Street,  
St. Bernard,  
Cincinnati, Ohio.

Dear Sir:

Although I like football as well as anyone, I believe that the football radio fans are sometimes inclined to be a bit selfish when it comes to their favorite sport. They seem to resent it if any music or dramatic programs are aired on Saturday afternoon.

I personally think that the balance at the present is more in favor of the gridiron enthusiasts, and that they have no kick coming.

MRS. MONROE RUTLEDGE,  
Columbus, Ohio.

Dear Sir:

I noticed in last week's Serenade and Static that Mr. Vincent Roeder of Cincinnati thinks that swing is definitely on the way out.

I am sure that if Mr. Roeder would take the time to look at the figures showing the number of phonograph records sold this year he would be amazed to find that swing records outsell all others by a wide margin. In addition, conservative estimates show that Benny Goodman probably has more listeners than the New York Philharmonic.

Very truly yours,  
J. S. B.,  
Middletown, Ohio.

ever, and eventually it was abandoned.

One of the chief drawbacks to conducting a school for student announcers is the lack of time. Mr. Grant learned that when regular announcers were devoting their time to helping the students, there was a scarcity of capable men. WLW and WSAI are peculiar in their own setup and differ from many other radio stations.

While the average radio station of 5,000 watts relies almost entirely upon network programs, thus eliminating the necessity for other than "stand-by" announcers, Cincinnati's Own Station as well as the Nation's Station originates many of its own programs. Indeed, some four hours of entertainment per week is originated by WSAI for both the National Broadcasting Company and Mutual Broadcasting System networks. Thus experienced announcers are necessary.

WLW is, of course, recognized as the country's pioneer broadcast station. The Nation's Station creates more than 12 hours of programs weekly for the net works, in addition to dozens of others for the WLW audience. So it is necessary that WLW announcers be not only experienced, but men outstanding in their chosen fields.

At one time WSAI was referred to as the "training ground for WLW." That was when the power was one-half of today's strength and before the present high-fidelity transmitter was built in Clifton Heights. Today Cincinnati's Own Station has taken its place among the regional leaders of the country. So it is that student announcers are unable, by reason of higher standards, and increased program production, to actually work while learning. That's why Mr. Grant recommends that student announcers get their experience at smaller stations, where announcers get a general knowledge of the radio industry.

Another reason why the Crosley stations abandoned the student announcer classes was because the leading universities inaugurated radio courses.

At the University of Cincinnati, for instance, classes in television and facsimile have been added just this year. Radio engineering long has been taught in colleges. Radio drama and announcing have been added to the curriculum, with the result that the radio station no longer needs to train men. Just as journalism schools have been developed, so have radio classes.

Perhaps the readers have noticed the recent change in announcing at WLW and WSAI. The announcers for sustaining programs have become more friendly. There is less shouting, except on certain commercial programs.

*Next week the author will explain why that change from shouting to talking has taken place at the Crosley stations and how the style of announcing is altered from time to time and why.—Editor's Note.*

# RADIO LIGHTS

LAST SATURDAY MORNING WE were flooded with telephone calls complaining that three local stations were broadcasting the Notre-Dame-Army football game, one carrying the Northwestern-Minnesota clash and the other playing musical recordings. Where was the Fordham-Pitt broadcast? This football game was undoubtedly the week's most important grid contest. It was to decide the national football supremacy.

The Notre Dame-Army game was the most important for the entire country, the Northwestern-Minnesota for the Midwest and the Pitt-Fordham for the East. Being one of the outstanding games of the day it should not have been neglected by both nets. Instead of splitting listeners between the three local stations officials are down-right inefficient for not piping in the Pitt game. Listeners are to be catered to and the sooner broadcasting officials realize that this applies to football games as well as any other form of entertainment the better. Enough cannot be said on this subject.

**GUESTARS OF THE WEEK:**—Kirsten Flagstad will be the soloist on "Sunday Evening Hour," November 6. . . . Franchot Tone and Rita Johnson to star in "Silver Theater" same day. . . . Raymond Clapper, widely syndicated political columnist, who, during the last 20 years, has covered every national convention and Presidential election, will interpret election returns for NBC listeners. . . . A butler of many prominent New York families will be "The Person You Didn't Expect" on Fred Allen's program, November 9. . . . Beatrice Lillie and Kate Smith will visit Al Jolson, November 8.

"THEODORIC THE GREAT—THE DEFEATED DREAM," will be the subject of a talk by Dr. Edward H. Griggs, lecturer, critic, and author, during the third broadcast in his educational series on "Lives of Great Men," to be heard November 5. . . . "Reveille," an original play for radio, by A. Murray Dyer, outlining the problems of war that have been solved and those that will remain with us, will be presented on the "American School of the Air," November 4. . . . "Doctor Faustus," by the brilliant 16th Century English playwright, Christopher Marlowe, will be presented over NBC, November 6, on "Great Plays" series. . . . Guy Lombardo returns to New York for CBS radio. . . . The Vass Family have been signed exclusively for the "National Barn Dance" program. . . . Benny Goodman has just been made president of the Princeton Swing Club.

**THE POWER OF THE RADIO:** Radio showed itself last Sunday night when Orson Welles' "Mercury Theater" re-enacted "The War of the Worlds" so vividly and so completely that a greater portion of the nation's population was convinced the country had really been attacked by people from Mars. Of course, those who tuned in at the beginning of the program knew what was to come, but those who turned their dials to the program in its middle were astounded and frightened at what was happening to our eastern border. Criticism of CBS was acclaimed by radio listeners. One person nominated the network for pulling the prize "No. 1 Boner" of the year.

The first thing that happened after the program was over was that the Federal Communications Commission wired for the complete script. The action they will take toward the entire affair is absolutely unknown, but we predict that nothing will happen. The entire incident will probably blow over within the next few days and peace and quiet will be restored. The worst action that the F. C. C. could take would be to take away the license of WABC. This, of course, they won't do.

CBS cannot be blamed because it took time out from the program to tell its listeners that the whole thing was absolutely fictitious. Nevertheless those people who were frightened by the broadcast have issued such strong protests that the F. C. C. will have to do something to make the public think they are punishing the network.

One thing is certain. It certainly was proven that radio has power—at least power to throw the entire country into hysteria.

Something new and smart in radio is being displayed at Steinberg's radio store on Walnut, across from the Walnut Garage. Small radios for college students are being turned out painted in the school's colors along with the school's insignia on the loudspeaker. Of course there is a limited stock of these radios on hand so students should buy quickly. University of Cincinnati and St. Xavier University models are on display.

## RADIO'S LIMELIGHT

(Continued from page 4)

to bed and early to rise makes jack!"

His principal interests are philosophical and historical literature, bowling and Myrna Loy! Lutz is 25, single and lives in

a bachelor apartment with one of WKRC's other announcers, Ross Mulholland.

His news broadcasts are heard on WKRC daily at 1, 6 and 11 o'clock.

**Vote YES—All Bond Issues. Safeguard Our Children.**

## Gets Vacation



Bob Burns, bazooka blower on Bing Crosby's "Music Hall" program broadcast over NBC, including WLW and WSM, Thursdays at 10:00 p. m. (EST), is taking a much-needed vacation to Bermuda. The comedian will return to his regular spot on the radio as soon as he gets back to Hollywood.

## Movie's Loss—Radio's Gain

The screen's loss was radio's gain when lovely Virginia Clark chose radio instead of the movies as a career after winning the runner-up laurels in the annual "Miss America" beauty contest at Atlantic City.

She made her debut on a Chicago station in 1931 as a singer, turned shortly afterward to dramatic roles, and for the past six years has been "Helen Trent" in the serial, "The Romance of Helen Trent" broadcast over CBS, including WKRC and WHAS, Mondays through Fridays at 12:30 p. m. (EST).

## "Good News" M. C.

Robert Young, who shares the master of ceremonies role of the "Good News of 1939" program with Robert Taylor, has become in radio what he is on the screen—a top notch, dependable performer.

The program is broadcast over NBC, including WLW and WSM, Thursdays at 9:00 p. m. (EST).

## "Big Sister"

This is the newest picture of Alice Frost, charming young minister's daughter who has been playing the part of "Big Sister" over CBS, including WKRC, WHAS and WHIO at 11:30 p. m. (EST) the past two years.

In the series Miss Frost plays the part of Ruth Evans, who is always trying to help people out of their difficulties.

Ben Bernie, who has one himself, always seems to get mixed up with people who have alliterative names. They include Walter Winchell, with whom he's "feuding," and Lew Lehr.

More power to

# "JUST PLAIN BILL"

now heard over

# WCKY

Monday through Friday at  
10:30 A. M. E.S.T.

"Just Plain Bill" is the favorite radio serial of millions—a story of deep human emotions set against a background of everyday life.

You'll enjoy this gripping drama, presented by a sterling cast of players, another great show from the NBC Red Network.

Tune in

# "Just Plain Bill"

Sponsored by the makers of Kolynos  
Toothpaste and Anacin Tablets  
at 149 on your dial

# WCKY

the L. B. Wilson station  
10,000 watts

"This Fall, it's WCKY for the Big Programs"



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

PROGRAMS FOR SATURDAY, NOVEMBER 5

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

10:00—Message of Israel: Guest speaker; organ music. WJZ WLS WCKY kdka whk wawe wire wham wowo
10:30—Avalon Time: Red Foley, tenor; Kitty O'Neill, Neighbor Boys, Rhythm Singers, Chorus, Orchestra; Del King, m. c. WEAF WLW WSM wtm wmaq wdfw kyw
11:00—Saturday Night Swing Club. WABC WHIO WHAS wbbm wgar wfbm kmcb wadc wvva wcco
11:30—Ricardo's Orchestra. (NBC) WCKY
11:45—Joe E. Brown, with Gill and Demling; Margaret McCrae, vocalist; Harry Sosnick's Orchestra. WABC WHAS WKRC WHIO wcau wbbm wjr wvva
12:00—Richard Himber's Orchestra. WEAF WSM wtm wmaq wdfw kyw
12:15—Uncle Jim's Spelling Bee. WJZ wgy kdka wtm wmaq
12:30—Lives of Great Men: Edward Howard Griggs. WEAF WSAI WSM kyw wtm wmaq wdfw
12:45—Al Donahue's Orchestra. (NBC) WCKY whk wawe wham
12:55—Football Scores. WJZ only.
1:00—Johnny Presents. WABC WKRC WHIO WHAS wcau wbbm wjr wvva

9:30—Among Our Souvenirs. WABC
—America Dances: Orchestra from coast to coast. WEAF WCKY wtm kyw wjz wire wdfw
9:45—Saturday Night Serenade. Mary Eastman, soprano; Bill Perry, tenor; Gus Haenschen's orchestra. (CBS) WHAS wbbm wgar wjr wfbm wcau wvva wbt
10:00—"Your Hit Parade": Al Goodman's Orchestra; Songsmiths, male quartet; Freda Gibson and Buddy Clark, vocalists; guest; W. C. Fields. WABC WKRC WHAS WHIO wbbm wfbm wgar kmcb wcau kmox wadc wsbw wvva wjr wgst wwl wcco wbt
10:15—NBC Symphony Orchestra; Arturo Toscanini, conductor. WJZ WCKY whk wawe wire wham
10:30—Fats Waller's Orchestra. WEAF wgy wtm wmaq wdfw kyw
10:45—Political Party Address. WABC WKRC wbbm wjr wfbm wadc wvva
11:00—John B. Kennedy. WABC only
11:15—Glenn Miller's Orchestra. (CBS) WHIO wvva wsa wwl wcco kmox wbbm wfbm wcau
11:30—Francis Craig's Orchestra. WEAF WLW wgy wawe wire wham
11:45—Evening News Report. WABC only
11:55—Glenn Miller's Orchestra. WABC

WHIO WKRC wbbm wjr wfbm kmcb wadc wsbw wvva wsa wwl wcco kmox
11:30—George Crook, organist. (NBC) wire wam wham kdka
—Esso News. WJZ only
—Charles Baum's Orchestra. WABC WKRC WHIO wjr wgar wfbm wcau
—Abe Lyman's Orchestra. WEAF WLW wgy wawe wire whk wham
11:35—Dance orchestra. WJZ wire wawe wham kdka

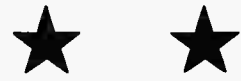
MIDNIGHT—Kay Kyser's Orchestra. WABC WKRC WHIO whk wfbm kmcb
—Orchestra to be announced. WEAF wgy wtm wmaq wdfw kyw
—Larry Clinton's Orchestra. WJZ wire
12:30—Dick Barrie's Orchestra. WABC WKRC WHIO wjr whk wfbm kmcb
—Wayne King's Orchestra. WJZ kdka wawe wire wham
—Les Brown's Orchestra. WEAF WLW WSAI wgy who wdfw kyw wtm wmaq

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

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



PROGRAMS FOR SUNDAY, NOVEMBER 6



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Sunday, Nov 6, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. Detailed list of network programs including Metropolitan Auditions of the Air, Sunday Evening Hour, and various musical performances.

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

PROGRAMS FOR MONDAY, NOVEMBER 7

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Monday, November 7, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

Summary row of station call letters: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS.

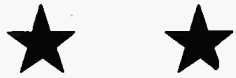
NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. 7:00-Amos 'n' Andy. WEAF WLW who wgy kyw wj kstp. 7:15-Edwin C. Hill, commentator. WEAF WSAI kyw wtm wmaq who wdf wst kstp wire wgy wbp wcol. 7:30-No Talent Wanted. Ernie Watson, M. C. WJZ kdka wave wire wham wowo. 7:45-Science on the March: Dr. Carroll S.

Grey. WJZ WCKY WLS kdka whk wnam wave wire. 9:00-Hour of Charm: Dorothy Thompson, commentator, and Phil Spitalny's All-Girl Orchestra. WEAF WSM WLW kyw wtm wj kvo wgy wfla wmaq who wdf wire ksp wfaa wave. 10:00-Guy Lombardo's Orchestra. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmcb wcau kmox wad wbt wgst wwl wcco. 10:30-Larry Clinton's Orchestra. WEAF wtm wj. 11:00-Tommy Dorsey's Orchestra. (CBS) WHIO WHAS wjt wcau. 11:15-Tommy Dorsey's Orchestra. WABC WHIO WKRC wbt wcau. 11:30-Cab Calloway's Orchestra. WABC WHIO WKRC WHAS wjr wgar wcau wspd wst wad wgst wbt.

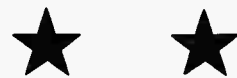
Johnny the Call Boy, who appears on three major shows, is getting competition from Genevieve Rowe, "Johnny Presents" soprano. She's heard on as many as five different programs weekly and is one of the most popular guest stars in the studios.



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



PROGRAMS FOR TUESDAY, NOVEMBER 8



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

7:00-To be announced. WABC wgar wcau wadc wvva wbt wire
7:15-Vocal Varieties: Choral Group of 14 Voices. WEAFLWLW wgy wtm wire wmaq who kstp kyw wdf

-Information Please. Clifton Fadiman, M. C. WJZ WCKY WENR wtm whk wspd
9:00-Battle of the Sexes: Frank Crummit and Julia Sanderson. WEAFLWLW wgy wtm wjw wmaq who wdf wire kstp

-Lois Elliman, songs, with Lew White at the organ. (CBS) wowo
10:30-Maxine Sullivan. WABC wjr wbbm

11:15-Charles Baum's Orchestra. WABC WHIO wjr wadc
11:25-United Press News Reports. WEAFL only

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

PROGRAMS FOR WEDNESDAY, NOVEMBER 9

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-To be announced. WABC WHAS wadc...
7:15-Edwin C. Hill, commentator. WEA...
7:30-Ralph Blane, tenor. WJZ...
8:00-One Man's Family, dramatic sketch...
8:30-Paul Whiteman's Orchestra and guest stars...

Hobby Lobby: Interviews. WJZ WLS...
9:00-Columbia Symphony, Howard Barlow...
10:00-Kay Kyser's Musical Klass and Dance...
10:30-"It Can Be Done." Edgar A. Guest...
11:00-Amos 'n' Andy. (NBC) WSM wmaq...
11:05-Frank Novak's Orchestra. WJZ WCKY...
11:10-Evening News Report. WABC only...
11:15-Count Basie's Orchestra. WABC WKRC...
11:25-News Reports. WEA only...
11:30-Dick Gasparre's Orchestra. WEA...
11:35-Ennio Bolognini's Orch. WJZ WCKY...
11:45-Russ Morgan's Or. N...

The cast of "Pepper Young's Family" is planning a gala "welcome home" party for Mrs. Elaine Sterne Carrington, writer of the series, now vacationing in California, but due back in New York soon.

Mort Lewis, writer of "If I Had the Chance," will adapt the French play, "The Man Without Dress Clothes," for a Shubert musical to be presented on Broadway this winter. Lewis was originally scheduled to do an original, but plans were recently changed.

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



PROGRAMS FOR THURSDAY, NOVEMBER 10



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

7:00-To be announced. WABC WHIO WHAS wadc wwa wbt wgr wcau wgst
-Amos 'n' Andy. WEAFLW WSM wgy wtm ktyw wjw who kstp
-Easy Aces comedy sketch featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk wire wham
7:15-Vocal Varieties. WEAFLW WSM wgy wtm wmau wwa wbt wgr wcau wgst
-"Hollywood Screenscoops," by George McCall. WABC WKRC WHAS WHIO wcau wmas wgr
-Mr. Keen, Tracer of lost persons; dramatization. WJZ WCKY WLS whk kdka whm wspd
7:30-Schaefer Summer Review. Felix Knight, Three Jesters, Joan Britton, Al and Lee Reiser. WEAFL only
-Mario Cozzi, baritone. (NBC) WSAI wgy wtm whk
-Joe Penner and Ben Pollack's Orchestra. WABC WKRC WHAS WHIO wbbm wgr

Improve Living Conditions. Vote YES-All Bond Issues.



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

PROGRAMS FOR FRIDAY, NOVEMBER 11

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

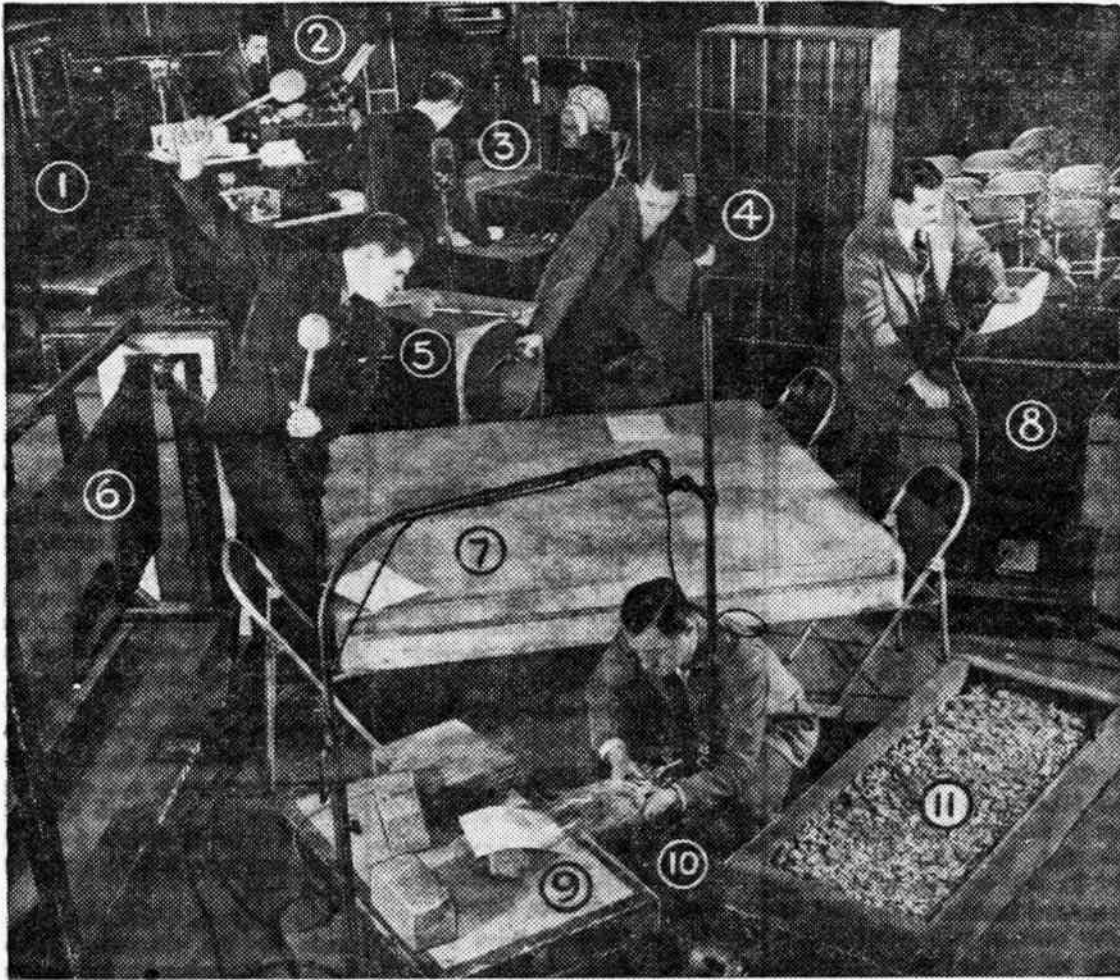
Table with columns for radio stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS. Rows list programs and times for each station.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

7:00-To be announced. WABC WHIO wgar wadc wcau wvva wgst wbt
7:15-Lum and Abner. WABC WKRC WHAS WHIO wbbm wjr wcau wbt wgst wgar wfbm kmox wcco
7:30-Xavier Cugat's Orchestra. (NBC) WSM wtam wgy wmaq wire wdf wbp kyt wcol

## Sound Marches On



Some of the sound effects used at NBC today are shown in the above scene at Radio City. (1) An automobile door, (2) turntable for playing recorded sound effects, (3) wireless code oscillator, (4) jail door, (5) echo chamber, (6) electric thunder sheet for high explosives and thunder, (7) thunder drum for small explosives, (8) splash box for water effects, (9) concrete walk for footsteps on pavement, (10) straw for sounds in underbrush, (11) gravel pit for walking in gravel.

### "Do We Need An American League of Nations?" Is "People's Platform" Talk

Samuel Guy Inman, prominent specialist in Latin-American affairs, and three other speakers will discuss the problem, "Do We Need an American League of Nations?" on Lyman Bryson's "People's Platform" over CBS, including WKRC, WHAS and WHIO Sunday, November 6, at 7:00 p. m. (E.S.T.).

Sitting around the dinner table in Columbia's private dining room, where their spontaneous remarks will be picked up by hidden microphones, the group will discuss matters whose importance increases as the time nears for the Pan-American conference in which all the South-American countries' representatives will meet with Secretary of State Cordell Hull of the United States.

The discussion is particularly timely in view of proposals now being made that an American League of Nations replace the Monroe Doctrine and the warnings being sounded that if Germany's request for colonies on the west coast of Africa be granted she will be only 1,800 miles by air from South America.

Maestro Raymond Paige has finally sold two cars he had in storage in Hollywood.

### Election Returns

All networks and local stations will report returns from the counting booths of next week's elections as soon as they are available.

The times of these broadcasts will not be definite until the day of voting. Some stations have scheduled exact times for such broadcasts. These are listed in Radio Dial.

### Classic, Modern Music Featured on "Everybody's Music," Barlow Conducting

Music by two eighteenth-century composers and a twentieth-century American writer will be played by the Columbia Broadcasting Symphony conducted by Howard Barlow during the "Everybody's Music" program over CBS, including WKRC, WHAS, and WHIO Wednesday, November 9, at 9:00 p. m. (E.S.T.).

Barlow will open the concert with the Overture to Gluck's opera "Alceste." This is to be followed by "Sipapu," which is the Indian Ritual dance from "The Legend of Hani" by the late Henry Hadley, and finally the Symphony No. 8 by William Boyce, famous English organist and church composer (1710-1779).

### Raymond Massey, English Actor, Helen Jepson To Be Heard on "Magic Key"

Raymond Massey, star of the new Broadway hit, "Abe Lincoln in Illinois," will be heard in a scene from this play during the Magic Key of RCA program on Sunday, November 6, at 2:00 p. m. (E.S.T.), over NBC, including WLW, WLS and WSM.

Helen Jepson, soprano of the Metropolitan Opera, singing with the Magic Key Orchestra, conducted by Frank Black, and Carlos Salzedo, harpist, playing his own variations on familiar tunes plus classical numbers, will be other highlights.

### Polish President Talks On Country's 20th Birthday

Ignatz Moscicki, President of Poland, will speak from Warsaw during the "Europe Calling" program over CBS, including WKRC, WHIO and WHAS Sunday, November 6 at 1:30 p. m. (E.S.T.).

The broadcast has been arranged in honor of the 20th anniversary of the founding of Poland, the actual date of which is November 9.

**Vote YES—All Bond Issues. Cost 1½c. per person per week.**

### "Interesting Neighbors" Series Starring Jerry Belcher Returns to Air

Jerry Belcher brings his "Interesting Neighbors" back to the air lanes this week, and instead of his former Sunday spot he has a location which ought to gain him many new listeners.

"Interesting Neighbors" will be heard over NBC, including WCKY, at 8:00 p. m., (E.S.T.) Thursdays. As in the past, Belcher, who was one of the originators of the "Vox Pop" program, will travel about the country, selecting a different individual or family each week for interviews.

Two of Belcher's "Neighbors" programs in the last 18 months have originated from Cincinnati, and it is probable the noted radio interviewer will return here during the winter for one of his broadcasts.

### "Good News of 1939" Celebrates Birthday On Nov. 3 Broadcast

The "Good News of 1939" program will celebrate its first year of being on the air Thursday, November 3, when it is heard over NBC, including WLW and WSM, at 9:00 p. m. (E.S.T.).

Joining the regular cast of Frank Morgan, Fanny Brice, Robert Taylor, Robert Young and Meredith Wilson in the celebration will be Frank Morgan's brother, Ralph, Betty Jaynes, and others yet to be announced.

As a guest of honor, Ralph Morgan will be heard in a banter session with foolhardy Frank, black sheep of the Morgan family. Betty Jaynes and Doug McPhail will sing in solo and duet to the accompaniment of Meredith Wilson's orchestra.

### THE WASHINGTON DIAL

(Continued from Page 2)

#### Senator White Still Wants Investigation

United States Senator Wallace H. White, Maine Republican and outstanding Congressional radio authority, on arriving in Washington this week said he would "be glad" to confer with Senator Sheppard, dean of Congress, on the proposal advanced that Sheppard join with White in introducing a non-partisan radio and FCC investigation resolution at the new Congress the first of the year. The matter was precipitated since Hampson Gary, ousted FCC general counsel is a Texan, as is Senator Sheppard.

"I expect to reintroduce my resolution and will be most happy to cooperate with Senator Sheppard," White said. Questioned on the recent subcommittee WLW decision at the FCC Senator White added that the "question of superpower and numerous other industry problems now confront us."

On the matter of Chairman McNinch's "purge" at FCC on certain positions White merely said, "I definitely believe in the civil service."

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## Week's Serious Music In Review

FRIDAY, NOVEMBER 4

### MUSIC APPRECIATION HOUR

Lecture-concert directed by Dr. Walter Damrosch, 2:00 p. m., NBC—WKY, WSM.

Series C—Art of the Fugue  
Two Fugues, from "The Well-Tempered Clavichord"..... Bach  
General March, from "Erica" Symphony No. 3 in E-flat Major..... Beethoven  
Op. 55..... Beethoven  
Scherzo, from Symphony No. 9 in D Minor, Op. 125..... Beethoven  
Male, from Concerto Grosso in B Minor..... Handel  
Series D—Works of Bach  
Suite No. 1 in C Major..... Bach  
Pastorale in F Major..... Bach  
Fugue a la Gigue..... Bach

SATURDAY, NOVEMBER 5

### CINCINNATI CONSERVATORY

Concert by the Cincinnati Conservatory Symphony Orchestra, directed by Alexander von Kreisler, 11:00 a. m., CBS—WKRC, WHAS, WHIO.  
Symphony No. 1 in G Minor..... Kalinnikov  
Suite, from "Tsar Saltan," Op. 57..... Rimsky-Korsakoff

### MILESTONES IN MUSIC

Early Christian music and music of the thirteenth and fourteenth century, featuring Eastman School of Music choral groups, 11:30 a. m., NBC.

Ave Maria..... Ambrosian Chant  
Laudamus Salvatorum..... Byzantine Chant  
Ahavoh-Rabboh Mode..... Hebraic Chant  
Veni Scanti Spiritus..... Gregorian Chant  
Viderunt (Organum Quadruplum)..... Magnus Perotinus  
Trotto and Stantipes..... Thirteenth Century Dances  
N..... Mich Strafein Vachter des Morgens Fruh..... Burk Mangold  
Sumer Is Icumen In..... John of Fornsete

### NBC SYMPHONY ORCHESTRA

Third concert of the NBC Symphony Orchestra, directed by Arturo Toscanini, 10:00 p. m., NBC—Blue.

Symphony No. 5 in E Minor  
"From the New World", Op. 95..... Dvorak  
Suite for Chamber Orchestra..... Graener  
Adagio for Strings..... Samuel Barber  
Essay for Orchestra..... Samuel Barber  
Iberia, from "Images pour Orchestre"..... Debussy

SUNDAY, NOVEMBER 6

### OPERAS IN MINIATURE

Tabloid version of Donizetti's opera, "Lucia di Lammermoor," with soloists and orchestra of Radio City Music Hall, directed by Erno Rapee, 12:00 noon, NBC.

Lucia..... Rosemarie Brancato, soprano  
Lord Henry Ashton  
..... Robert Weede, baritone  
Sir Edgar..... Mario Berini, tenor  
Raymond..... James Morrison, basso  
Lord Arthur and Norman  
..... Louis Purdey, baritone  
Alice..... Martha Lipton, mezzo-soprano

## Kate Smith Speaking



Anecdotes and reminiscences about the famous people she has known, as well as human interest stories about everyday people, are interspersed with news of the day on Kate Smith's thrice-weekly broadcasts called "Kate Smith Speaks".

The program is heard over CBS, Tuesdays, Thursdays and Saturdays at 12:00 noon (EST).

## President's Talks At Earlier Time

President Franklin D. Roosevelt, speaking from his Hyde Park home as a "voter of New York State," will be heard on November 4 at 7:30 p. m., (E.S.T.), over CBS, MBS, NBC, including all stations, instead of at 9:30 p. m., as previously announced.

Although the President's broadcast is announced as a discussion of the forthcoming state elections, it has been indicated that his talk will be of national significance.

## Chamberlain, English Prime Minister, To Be Heard on Nov. 9 Broadcast

Neville Chamberlain, England's Prime Minister, speaking at the Lord Mayor's banquet in London, on Wednesday, November 9, will be heard in this country in a special international broadcast over NBC, including WLS, at 4:20 p. m. (E.S.T.).

This will be the first radio address by the British Premier since the signing of the Munich Peace Pact. On September 27, two days before the pact was signed, Chamberlain, in an address from the Cabinet Council Chamber at 10 Downing Street, told of his efforts for peace during the preceding two weeks.

The subject of the Prime Minister's talk at the traditional Lord Mayor's banquet has not been announced.

### NEW YORK PHILHARMONIC

Robert Virovai, 18-year-old Hungarian violinist, soloist with New York Philharmonic-Symphony Orchestra, directed by Joseph Barbirolli, 3:00 p. m., CBS—WKRC, WHAS, WHIO.

Academic Festival Overture, Op. 80..... Brahms  
Concerto for Violin and Orchestra, in D Major, Op. 73..... Brahms  
Symphony No. 2 in D Major, Op. 53..... Sibelius

### SAN FRANCISCO FAIR CONCERT

Charles Kullman, Metropolitan Opera tenor, soloist, with 300-voice male choir, as preview concert for San Francisco's World's Fair, 5:00 p. m., CBS.

Worship of God in Nature..... Beethoven  
Hymn to Night..... Beethoven  
Glory..... Cadman  
Sylvia..... Speaks  
Omnipotence..... Schubert  
Chas. Kullman, soloist  
Prayer of Thanksgiving..... Kremser

### SUNDAY EVENING HOUR

Kirsten Flagstad, Metropolitan Opera soprano, soloist with Ford Symphony Orchestra, directed by Jose Iturbi, 9:00 p. m., CBS—WKRC, WHAS, WHIO.

Overture, from "Coriolanus," Op. 62..... Beethoven  
Dich, Teure Halle, from "Tannhauser"..... Wagner  
Kirsten Flagstad, soloist

## Will Rogers Special Memorial Broadcast To Be Heard On NBC

### He's Henry



Ezra Stone is "Henry" of the "Aldrich Family" on Kate Smith's "Variety Hour" broadcast over CBS, including WKRC WHAS and WHIO, Thursdays at 8:00 p. m. (E.S.T.).

He runs around Times Square in the same baggy pants and faded green sweater he wears in "What a Life," the Broadway hit of which he is the star.

### TELEGLAMOUR GIRLS

(Continued from Page 3)

ing to the NBC television program chief. "A dead-pan 'Miss America' won't have a ghost of a chance in competition with a lively and vivacious, but far less beautiful, girl. If a girl is beautiful and has personality, that's all to the good, but we can take a comparatively plain girl and make her look quite attractive in the home receiver."

"This matter of personality," Hutchinson continued, "is very difficult to explain. A beautiful girl, of course, arrests the attention, but it takes more than that to hold the attention in television. Television stars, be they blonde, brunette or red-headed, must have vitality. They must have animation. They must have talent; but they do not need to be beautiful. All we ask is that the facial structure be good."

Facial structure is important, added Hutchinson, because not only does the actor move about the set and thus expose every angle of the face to the scrutiny of the Iconoscope camera, but the cameras themselves move frequently in picking up shots from all angles. In every television broadcast from the experimental studios of the National Broadcasting Company at Radio City, at least two cameras are used. The actor simply finds it impossible to keep his best feature exposed all the time to the merciless cameras, and there is neither re-take nor editing in television.

There Is No Death..... O'Hara  
Scherzo, from "A Midsummer Night's Dream, Op. 61..... Mendelssohn  
a) From Mount Pincio..... Grieg  
b) Sylvelin..... Sinding  
c) Still wie die Nacht..... Bohn  
d) Morning..... Speaks

Kirsten Flagstad, soloist

Tone Poem, The Moldau..... Smetana  
Recessional..... De Koven

Ceremonies at the dedication of a \$200,000 memorial to the late Will Rogers at Claremore, Oklahoma, including addresses by intimate friends of the beloved cowboy philosopher, will be heard over NBC on Friday, November 4, at 5:00 p. m. (E.S.T.).

The dedication and broadcast occurs on the 59th anniversary of the birth of the man whose untimely death in an airplane crash in the summer of 1935 saddened the entire nation.

Addresses by General Roy Hoffman, chairman of the Will Rogers Memorial Committee; Governor Ernest W. Marland, of Oklahoma, and Jesse Jones, chairman of the Reconstruction Finance Corporation, at the actual dedicatory exercises in Claremore will open the broadcast. Then from Boston, New York, Pittsburgh and Hollywood will come the voices of the men, who, during Rogers' lifetime were intimately associated with him.

From Boston will be heard Fred Stone, veteran stage and screen star; Eddie Cantor will speak from New York, George M. Cohan from Pittsburgh, and Irvin S. Cobb from Hollywood, Calif.

The program, which also includes music by the Claremore Military Band, will be relayed to the net works by WKY, NBC affiliate in Oklahoma City.

## "Poor Little Me"



Charlie Wayne, whose expression "Poor Little Me" has swept the WLW radio audience like wildfire, is master of ceremonies of the Friday night "Boone County Jamboree", presented by the Nation's Station at Emery auditorium, Cincinnati.

He introduces the folk during the "Open House" program, 10 to 10:30 p. m., (EST), Fridays.

**Vote YES—All Bond Issues. Help Community Welfare.**



# 18-YEAR-OLD HUNGARIAN VIOLINIST WITH PHILHARMONIC

## Programs Of Remaining Concerts Announced By Jos. Cherniavsky

Programs for the remaining five concerts of the Cincinnati College of Music, over WSAI and the Mutual Broadcasting System, 8:00 to 8:30 p. m. (E.S.T.), Wednesdays, have been announced by Josef Cherniavsky, musical director of WLW and WSAI.

Miss Bernice Rabkin of Cincinnati, pupil of Leon Conus, will be piano soloist November 9. Miss Rabkin was heard during the summer as the "Chance of a Lifetime" guest on Cherniavsky's "Summertime Concert" over WLW and the NBC-Blue network.

The following week, November 16, Miss Eleanor Winkler, 'cellist and pupil of Walter Heermann, will be the soloist. Miss Charlotte Chafin, pupil of Robert Korst, will be the vocal soloist, November 23. On November 30, Miss Mary Elizabeth Wilson, violin pupil of Mr. Heermann, will be featured, while for the concluding program, December 7, Eugene Selhorst, the composer, will present his own composition, "Fantasy for Organ and Orchestra."

The complete programs follow:

### NOVEMBER 9

Lenora Overture No. 2.....Beethoven  
Concerto for Piano and Orchestra  
Lento and Finale.....Grieg  
(Bernice Rabkin, Soloist)  
Walter Heermann, Conductor

### NOVEMBER 16

Overture "Sakuntala".....Goldmark  
"Kol Nidrei" for 'cello and Or-  
chestra.....Max Bruch  
(Eleanor Winkler, soloist)  
Walter Heermann, Conductor

### NOVEMBER 23

Symphony No. 2 (First Movement)  
.....Brahms  
Aria from "Orpheus".....Gluck  
(Charlotte Chafin, Soloist)  
Walter Heermann, Conductor

## Crooks to Feature Victor Herbert Song On "Voice of Firestone"

Victor Herbert's "Neapolitan Love Song" will be sung by Richard Crooks, tenor, during the Voice of Firestone program, with Alfred Wallenstein and the symphony orchestra, on Monday, November 7, at 8:30 p. m. (E.S.T.), over NBC, including WLW and WSM.

Crooks' other solos will be Purcell's "Passing By," and an aria from Rimsky-Korsakoff's opera, "A Night in May." Wallenstein will conduct the Carillon from Bizet's "L'Arlesienne" suite, Bolzoni's "Minuet," and the Finale from Tchaikowsky's Fourth Symphony.

**W. P. A.-P. W. A. Federal Money. Vote YES—All Bond Issues.**

## Never Been Stumped



In finding "play-on" selections for the "We, the People" program guests, Mark Warnow, music conductor, has never been stumped. He often thinks up airs to introduce the program's more unusual guests, which frequently come from the popular music folio present and past.

The program is heard over CBS, including WKRC, WHAS and WHIO, Tuesdays at 9:00 p. m. (EST).

### NOVEMBER 30

March Slave.....Tschaikowski  
Serenade Melancholique for Violin  
and Orchestra.....Tschaikowski  
(Mary Elizabeth Wilson, Soloist)  
Walter Heermann, Conductor

### DECEMBER 7

Overture "In Bohemia".....Hadley  
Fantasy for Organ and Orchestra.....Selhorst  
(Eugene Selhorst, Soloist)  
Festival March.....Herbert  
Walter Heermann, Conductor

## Cincinnati Garden Clubs Have Program

The Federation of Garden Clubs of Cincinnati and vicinity has launched a new series of fall and winter programs on WCKY, to be heard weekly, at 2:45 p. m. on Sunday.

Prominent speakers will be heard, talking on the various phases of gardening. The series will follow the lines of a successful series presented over WCKY last year under the same auspices.

## Young Italian Lyric Soprano Guest Of Crosby's "Music Hall"

Mafalda Favero, young Italian lyric soprano, who will make her debut with the Metropolitan Opera Company during the coming season, will be guest of Bing Crosby during the "Music Hall" program on Thursday, November 10, at 10:00 p.m. (E.S.T.) over NBC, including WLW and WSM.

Miss Favero, whose discovery by

## Robert Virovai Plays On Broadcast of November 9th

Robert Virovai, 18-year-old Hungarian violinist, making his American radio debut, will be heard over CBS, including WKRC, WHAS and WHIO as soloist with the New York Philharmonic Symphony Orchestra directed by John Barbirolli in a Brahms-Sibelius program Sunday, November 6, at 3:00 p. m. (E.S.T.).

The young violinist is a product of the Conservatory of Music in Vienna from which he was graduated at the age of 13. He was a scholarship pupil of Jeno Hubay until the noted violinist-composer's death. Virovai has played all over Europe, enjoying a particular triumph in Brussels where he was praised by Queen Elizabeth as a talented violinist.

Frank Gallop serves as program annotator of these Sunday broadcasts which are produced under the direction of James Fasset.

## Cincinnati Symphony Young People's Concerts Start; Hans Lange Is Conductor

Hans Lange will direct the Cincinnati Symphony Orchestra in the first of five Tuesday Young People's Concerts over CBS, including WKRC, WHAS and WHIO November 8, at 3:30 p. m. (E.S.T.).

The program is to consist of Mendelssohn's "Fingal's Cave" Overture; the symphonic poem "Die Moldau" of Smetana; the Storm Scene from Rossini's opera "The Barber of Seville;" the Scherzo and Storm music from the Sixth Symphony of Beethoven; Saint-Saens' "Carnival of Animals," and the Magic Fire Scene from Wagner's music drama "Die Walkure."

After the Beethoven selection "America" will be sung by the audience. The remaining four concerts in the series will take place December 6, January 10, February 14, and March 7. All these are to be conducted by Eugene Goossens.

Arturo Toscanini in 1929 resulted in her immediate engagement by La Scala in Milan, will sing arias from her operatic repertoire. Her Metropolitan Opera debut is scheduled to be in the role of Mimi in "La Boheme."

John Scott Trotter's orchestra and the Paul Taylor Chorus will be heard as usual during the broadcast.

## Symphonic Strains

BY CLINTON BROOKS

Living up to his reputation must be as great a task for Arturo Toscanini as building up one has for, say, John Barbirolli. Critics and audiences lavish praises without stint on the Italian maestro's concerts, and yet they undoubtedly would be as ready to attack (and some of them insult) the man were undeniable flaws to creep into his work. Assuredly there must have been many a suspicious ear cocked last week when Toscanini performed Tchaikovsky's "Pathetique" for the first time in New York. Toscanini-admirers were not disappointed, however.

It is difficult to analyze the essential characteristics, the X-quantity, algebraically speaking, which cause his hearers to indulge in frenetic praise. It is easier to compare his conducting with that of another man. Several years ago I had the opportunity of hearing the great Philippe Gaubert conduct the "Pathetique" with the orchestra of the Paris Conservatoire. The French, for some unexplained reason, have never found any "delices" in the compositions of the great Russian, though in art and literature they have a particular affection for those things which put them in tears, which they term appropriately "larmoyantes."

Gaubert's performance was accurately timed; the instrumentalists under his baton played correctly, even precisely. It was perhaps because they were too precise, that the Sixth Symphony left the audience cold. The work seemed rigid, inflexible, anything but pathetic. Tonal shadings, differences of "timbre," which Toscanini knows so well how to produce, were lacking in the Gaubert performance. Those readers who do not understand these differences need only listen to a recording of the "Pathetique" made recently by the Paris ensemble. The defects are only too apparent.

Another thing which places Toscanini in a group by himself, is his ability to change his moods, and consequently those of his performers and his listeners. Some conductors, for instance, are skilled directors of Bach, Beethoven, and Mozart. Others are adept in putting together modern scores, those of Stravinsky, De Falla, Sibelius, and a dozen others. It has been suggested that each symphony orchestra should have two conductors, one to conduct the classic, another to rehearse contemporary scores. The NBC Symphony Orchestra needs only one conductor as long as it has the good fortune to retain Toscanini. For him, a Concerto Grosso of Handel goes as smoothly as "The Fire Bird" or the "Afternoon of a Faun." People who do not relish Haydn, like Toscanini's Haydn. Those who have difficulties with Schoenberg find new meaning in texts previously incomprehensible.

One never feels either that Toscanini is an experimentalist. Unfortunately some conductors have a disposition to select a new score never before performed in their bailiwicks, and present it with much gusto and considerable advertising. Audiences in America, who do not express themselves pro or con like European audiences, listen to the new compositions not knowing whether to applaud, feeling perhaps that certain works lack merit, though afraid to do anything else but pretend enthusiasm.

One may well feel that the works of Samuel Barber, young 28-year-old American composer, are of more than average merit, since Toscanini will give premieres of two of them Saturday, this week. The "Adagio for Strings" and "Essay for Orchestra" have never before been performed either on the concert stage or on the air. Three of his major works, however, his Overture to "The School for Scandal," "Symphony in One Movement," and "Music for a Scene from Shelley," have joined the repertoires of the best symphony orchestras in the country. The Symphony, written while Barber was a Prix de Rome student in Europe, in 1936, was first performed by Bernardino Molinari, in Rome, that same year. It was brought to the Cleveland Symphony Orchestra last year by Artur Rodzinski, and served to start the young artist on his musical career.

Credit for introducing Barber's music to an audience, however, is taken by NBC, who gave several compositions public hearings on NBC Music Guild broadcasts in 1935. Shortly after Barber was awarded the Pulitzer Prize, twice in succession, in 1935 and 1936. Little is known generally about the composer except that he was born at Westchester, Pa., in 1910; that his father was a physician, and his mother a sister of the greatest of all American contraltos, Louise Homer. He became interested in music as a child of seven, and was encouraged by his parents to study the piano. He was so successful that he was admitted, when 13, to the newly founded Curtis Institute of Music in Philadelphia. From 1923 until he graduated, in 1932, he studied piano, composition, and singing, having inherited a beautiful voice. These studies he continued in Vienna, and won a con-

(Continued on Page 16)

**"Vox Poppers"**



Radio's original sidewalk interviews program, "Vox Pop," is off to a new season at a new time and with a new sponsor. The show originated on a Texas station and came to the NBC network July 7, 1935.

The new series, heard over NBC, including WCKY, on Saturdays at 9:00 p. m. (E.S.T.), continues to feature interviews by Parks Johnson and Wally Butterworth.

**World Developments Discussed  
By Gen. Harbord, R.C.A. Head**

Important world developments through the years from the end of the war until the present will be discussed by General James G. Harbord, chairman of the Board of Directors of the Radio Corporation of America, in an address to be heard over NBC,

including WCKY and WLS, on Thursday, November 10, at 10:30 p. m. (E.S.T.).

General Harbord will speak at a dinner of the Union League Club in Chicago. Under the title, "The Years Between," he will analyze major events of international significance that have occurred between 1918 and 1938.

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**SYMPHONIC STRAINS**

(Continued from Page 15)

siderable reputation for "lieder" singing. Besides his orchestral works, he has composed "The Virgin Martyr" and several other choral works, many songs and piano pieces, and some chamber music.

Kirsten Flagstad will make her first radio appearance this season with the Ford Symphony Orchestra, on Sunday night. In addition to a Wagnerian selection, she will sing two novelties by composers of her own Norway, Grieg and Sinding. John Barbirolli has programmed a Brahms-Sibelius concert, featuring a newcomer to the musical stage, the eighteen-year-old Hungarian violinist, Robert Virovai. The latter has played all over Europe, including Brussels, where he won the praise of Queen Elizabeth, herself a talented violinist. He has been out of Budapest Conservatory of Music since 1933, having been graduated when he was only 13. He won first prize in an international contest for violinists and cellists at Vienna two summers ago, playing the same Brahms concerto in which he will be heard Sunday afternoon.

**Sophie Tucker Starts  
Radio Series**

Sophie Tucker, veteran of the entertainment field and internationally famous for her "coon shouting" style of song delivery, comes to the airways in her first radio series, "Sophie Tucker and Her Show," Monday, November 7.

She will be heard Mondays, Wednesdays and Fridays over CBS, including WKRC and WHAS, at 6:45 p. m. (E.S.T.).

Miss Tucker popularized such songs as "Some of These Days." She is the star of the new Broadway musical revue "Leave It to Me" which is scheduled to open November 9. A graduate of the historic Tony Pastor's, Miss Tucker has been a headliner on stage, screen and in night clubs for more than a quarter of a century.



Sophie Tucker

**Gets "Stage Fright"**



Martha Raye, featured on Al Jolson's program, broadcast over CBS, including WKRC, WHAS and WHIO, Tuesdays at 8:30 p. m. (EST), still experiences stage fright when singing in theaters. For years, Martha refused to sing in public because she was convinced that she would go to pieces from nervousness.

Maestro David Brockman's staff includes four arrangers and three copyists.

\* \* \*

Bill Goodwin is producing the Burns and Allen program for CBS.

\* \* \*

Rosemary De Camp plays Jean Hersholt's scriptural secretary in Columbia's "Dr. Christian" drama series.

\* \* \*

Six comedy writers made the trip to New York with the Al Jolson troupe.

\* \* \*

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**Ted Husing to Report  
Fordham-St. Mary's  
Grid Clash, November 5**

The annual Fordham-St. Mary's inter-sectional football meeting will be described by Ted Husing over CBS, including WHAS, Saturday, November 5, at 1:15 p. m. (E.S.T.).

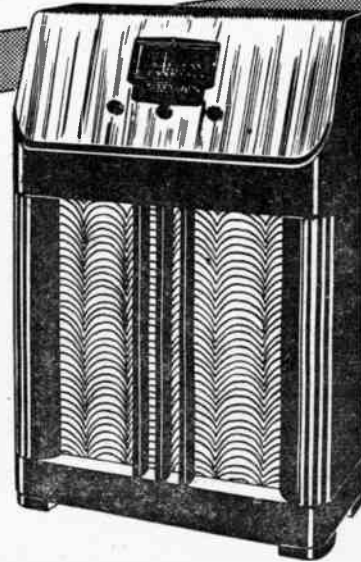
Every year the Rams and the Galloping Gaels fill New York City's huge Polo Grounds with fans from coast

to coast. So intense is the interest in this fray that special trains bring St. Mary's rooters all the way from San Francisco.

Husing and his assistant, Jimmy Dolan, will take the air fifteen minutes before the kickoff to describe the colorful setting below them and to outline the records of the teams and the individual players.

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