

RADIO

5¢

DIAL

WEEKLY
REGISTERED

Vol. 5 WEEK ENDING MARCH 19, 1936 No. 44

MET OFFERS "LA BOHEME" OVER NBC

West Point Anniversary Aired

Grace Moore Sings Role of "Mimi"

Radio's opera audience will be whisked to the Latin Quarter of Paris to eavesdrop on a melodic romance of student life, on March 14, when NBC's combined WEA-F-WJZ networks broadcast the Metropolitan Opera's presentation of Giacomo Puccini's "La Boheme." This Saturday opera matinee broadcast will commence at 1:55 p. m. (E.S.T.), with the story of the opera related by Milton Cross, NBC announcer.

Those who knew Puccini point out that the musical vitality of this score can be explained by the biographical spontaneity with which he wrote "La Boheme." Puccini, himself, had lived the life portrayed in Murger's popular novel, "La Vie Boheme," upon which the libretto is based. He, too, had lived in an attic during his student days, had experienced the bitter-sweet

(Continued on page 11)

EDDIE DOWLING IS STAR OF NEW NBC ELGIN REVUE

Eddie Dowling and Ray Dooley, Benny Goodman's celebrated swing orchestra and Helen Ward, songstress, will be brought to the air each Tuesday, on Eddie Dowling's Elgin Revue, which will make its debut over WCKY and a nation-wide NBC-WEAF network, on March 17, at 10:00 p. m. (E.S.T.). The new series will be sponsored by the Elgin National Watch Company, sponsor of the successful Elgin Campus Revue, over NBC networks, last Autumn.

Making their debut appropriately on St. Patrick's Day, Dowling and Dooley, who are husband and wife, will supply the comedy high-jinks of the new series. Famed as stage headliners for years, Dowling and Dooley are credited with having originated the modern heckling type of humor.

Spring Fashion



Maxine Gray gives us a preview of Spring in this charming frock of canary yellow marquisette over a crepe slip patterned with gay flowers. Her warm voice is one of the highlights of "The Great American Tourist" series starring Phil Baker, Beetle, Bottle, "Cunnel" Kemp's Band and the Seven G's over the WABC-Columbia network every Sunday at 7:30 p. m. (E.S.T.). Maxine's voice and good looks have won her contracts for a number of movie "shorts".

MIRIAM HOPKINS TO STAR IN LUX RADIO THEATRE

Glamorous Miriam Hopkins, one of the screen's most vivid personalities, will be starred in the Lux Radio Theater production of "The Last of Mrs. Cheyney," over the nationwide WABC-Columbia network, Monday, March 16, at 9:00 p. m. (E.S.T.). This is her second performance in the popular drama series. With John Boles as her co-star, Miss Hopkins inaugurated the Radio Theater series last season when she did a radio adaptation of "Seventh Heaven."

Written by Frederick Lonsdale, one of England's premier playwrights, "The Last of Mrs. Cheyney" was first produced on Broadway with Ina Claire as the star and was one of Norma Shearer's most successful picture vehicles.

The play tells the story of Mrs. Cheyney, a former shopgirl, who yearned for luxury and accepted the offer of one Charles to take up robbery of fashionables as a profession. With Charles as her butler, she poses as a wealthy widow and entertains the nobility. The women adore her and two lords are in love with her. The truth finally outs but members of the house-party turn out to be a disreputable set in comparison to Mrs. Cheyney and the "butler."

Miss Hopkins will be supported by a distinguished cast of Broadway players.

DE VALERA AND ALFRED E. SMITH ON IRISH PROGRAM

Speeches by Irishmen in Ireland and America, and Irish music from the old sod and New York—harp music, jigs, reels and old songs sung by the St. Patrick's College chorus in Maynooth—will be broadcast by NBC as features of its St. Patrick's Day programs on Tuesday, March 17.

President Eamon DeValera, the New York-born head of the Irish Free State, will take part, speaking

(Continued on page 11)

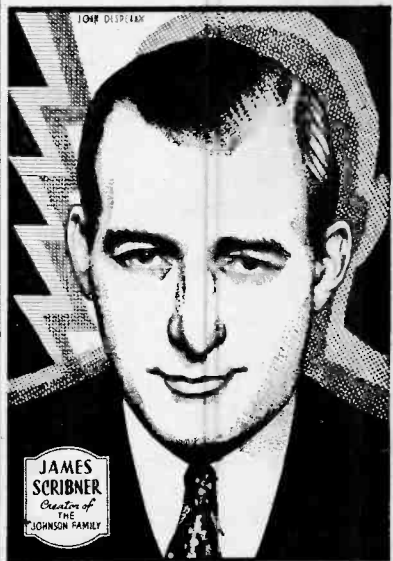
Round the World Celebration by Radio

West Point men around the globe, from the Academy to Russia, China, Alaska, Panama and the Philippines, will take part in a world-wide celebration of the 134th anniversary of their alma mater over an NBC-WJZ network on Saturday, March 14, from 8:00 to 9:00 p. m. (E.S.T.).

Their words of greeting will be carried to West Point banquets in major cities throughout the United States and many other parts of the world. The glory of the Academy will be recalled in a dramatization of its history by Frank Wilson, of the NBC continuity staff, and songs of their school days will be sung and played by the Cadet choir and the West Point band.

The broadcast will open in West (Continued on page 11)

Has 22 Personalities!



Last week we printed a picture of James Scribner in make-up as he appears before the microphone as one of twenty-two characters in the "Johnson Family" heard over WLW, Mondays through Fridays at 6 p. m. (E.S.T.). This week we show you Scribner as he appears in everyday life.

Weekly RADIO DIAL

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

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

Six Months for \$1. Single Copies 5 cents

RADIO DIAL brings you 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 MARGARET MALONEY—Editor

Vol. V WEEK ENDING MARCH 19, 1936 No. 44

THE OLD HUMAN EQUATION

Probably because the idea has had so much publicity in the utility field, there has been considerable interest recently in a "yardstick" for broadcasting: setting up definite program-service standards which all stations must meet.

It is not merely an intriguing speculation. Something of the sort is necessary. When the number of available channels is limited, everybody who wants to cannot go into the business of broadcasting. There must be some way of separating the sheep from the goats. But putting principle into practice is quite a different matter. We saw that demonstrated not long ago.

After much lively talk about the subject, a group of radio people had a fling at devising a "yardstick" for broadcasting. All contributed their ideas of what the perfect station should do, and these were pooled in a neat table allowing so many per cent for the air time given each main type of program: symphonic, popular, news, educational, religious, etc. On paper, the result was admirable. But as soon as the "yardstick" was used, it was found that stations generally agreed to be poor, made a higher score than those generally agreed to be best.

This illustrates the baffling difficulties radio "yardsticks" always encounter. Precise mathematical standards cannot be established for broadcasting service because the difference between good and bad programs cannot be reduced to figures.

That should be obvious. What is not so clear is that most of the differences between stations and programs are largely personal.

We like or dislike given features, not only because of their craftsmanship and technique, but still more because of the individuals concerned. We say a certain radio preacher "speaks our language" and a certain singer "puts his heart into his songs," or a certain master of ceremonies "gets in our hair" and a certain announcer "rubs us the wrong way." What we mean is that we are reacting to them, normally and inevitably, as people, not merely speakers or musicians or entertainers.

In other words, the people who face its microphones have a great deal to do with making or breaking a station's standing with listeners. The thing we gropingly call personality or background is just as decisive in broadcasting as in our other human relations. And, unfortunately, it cannot be measured, weighed, graphed.

This is not to say that broad fundamentals for broadcasting service cannot be laid down. They can and must be. But a hard-and-fast "yardstick" that will measure a station's worth with decimal precision seems out of the question.

As long as people make programs and listen to them, the human equation will have to be reckoned with in radio. It is just as well that it must.

NBC Announcer Wins BBDO Award



Named winner of the "Award for Good Announcing", made annually by the advertising firm of Batten, Barton, Durstine and Osborne, Howard Petrie (right) of the National Broadcasting Company, receives an engraved stop-watch and check from Roy S. Durstine, president of the firm. The prize is offered to encourage good announcing, free from artificial mannerisms or inflections peculiar to any particular section of the country. Its recipients are chosen from the large ranks of regular station announcers. Announcers whose specialties are sports announcing, acting as foils for comedians, etc., are excluded from the competition.



Station WKRC — March 11th. — The moguls directing the destinies of the British Broadcasting Corporation are faced with quite a problem, according to the London Post. There is a great dearth of capable comedians in England. As a result plans for forthcoming variety shows are being held up and things are at quite a standstill until some A-1 mirth-provokers are found. Occasionally a likely suspect is found, but then it is discovered "that this material is quite unsuitable for microphone purposes and that he declines to use material written for him by one of the hired hack writers . . . (the) stock radio comedians are admirable and versatile, but obviously must be used sparingly in order not to exhaust their appeal."

The time is thought not to be far distant when commercial broadcasting will be an actuality in the British Isles. As a whole, the listening public is thoroughly fed up with the highly educational ether fare served them by B. B. C. The present commission's tenure expires the end of this year, and it is anticipated that a more liberal-minded board will be substituted.

As it is now, English "wireless" addicts may tune to a powerful station in Luxembourg that is heavily weighted down with British sponsors who offer entertainment similar to that heard in this country. Advertisers have been quick to ascertain that radio will sell the goods for them, and are anxious to be in a position to advertise in their own backyard. With the merchants howling at them, the radio directors are having difficulties aplenty trying to refute the argument that British industry is being held back due to a lack of advertising.

Might just as well spend a bit more time in merrie ole England. The U. S. Dept. of Commerce is advised that television tests from Alexandra Palace, London, will probably begin this month with expectations that a regular service will be inaugurated around the first of June. Three hours a day will be allotted, one in the afternoon, one around supper time, and one late at night. Each period will be broken up into not fewer than four programs so that the listener will not tire of this new discovery. All types of events from cabaret shows to fashion talks are to be broadcast, with sponsors paying the costs but getting no more than a mention at the beginning and end of broadcast.

Maestro Richard Humber has turned producer with a play called "Slightly Terrific." It is the work of Elliott Grennard and has radio as a background.

TIDS AND BITS: Eddie Schoelwer is now being heard daily on WKRC at 4:30 p. m. . . . CBS Announcer Andre Baruch is turning actor, having taken two parts in last week's "Gang-Busters" program . . . CBS will broadcast the Grand National Sweepstakes on March 27th. . . . Sports Commentator Dick Bray officiated at last week's sectional basketball tryouts for the Olympic games.

. . . President Roosevelt was the most "time-worthy" person in the headlines during the five years the "March of Time" has been on the air; the 5th birthday was observed last Friday . . . George Burns and Gracie Allen will be heard from San Francisco next week. CHUCK WISE.

Miss Ponselle Performs



Running what is popularly known as the "gamut of emotions" is Rosa Ponselle in this still movie caught by the candid camera during one of her recent broadcasts. Miss Ponselle, now appearing at the Metropolitan Opera, is singing on the Chesterfield series in place of Lily Pons who is filling concert engagements in Europe. With Andre Kostelanetz' orchestra and chorus, Miss Ponselle is heard over CBS each Wednesday at 9 p. m. (E.S.T.).

NBC Commentator and Bride



Jimmy Fidler, whose Hollywood Gossip is heard over an NBC-WEAF network including WCKY, on Tuesdays at 10:30 p. m. (E.S.T.), made some Hollywood news himself the other day. He married Roberta Law, screen actress. Fidler, 35, has been a Hollywood newspaper and publicity man for the past sixteen years, and three years ago joined the ranks of radio commentators. His bride, 23, was an artist's model in New York before coming to Hollywood, where she joined the Warner Brothers studio.

ONCE OVER, LIGHTLY



BOB HOPE

New York, March 5. — Before 1940, don't be surprised if Bob Hope turns out to be the ace comic of radio. That may sound like a long shot and a long time prediction, but if it does happen, then Bob will have realized his ambition.

Hope, a young native of Cleveland, battled his way up to stardom in the Follies, "Roberta" and other Broadway shows, and was the last of a the funny men to reach the microphone. But every step he has taken has been a forward one, and he has pegged his ambition himself, so there is a fair chance that he will realize it. He's in a pretty fortunate spot because there are only eight or nine people in radio who are regarded at all as being funny. And aside from Stoopnagle and Budd, the only comic ever developed solely by radio—Raymond Knight—has just been dropped by NBC after all these years.

With all this talk about "swing" music, it would seem logical to quiz one of the first and foremost dispensers of it, Loring "Red" Nichols. Here's what that young man has to say about it:

"Because of the great freedom given to musicians in a swing band, an orchestra of this sort must necessarily be limited in size. All of the top-notch swing bands of the past had, at the most, five or six members. Among these were 'The Memphis Five,' 'The Dixieland Jazz Band,' and my own 'Famous Five Pennies!' Musical styles travel in cycles, and swing music was at its popularity height right after the World War. It was superseded by the 'sweet' music of Duchin, Lombardo, etc. 'Swing' music began to come back into its own during the past two years, and the recent popularity of 'The Music Goes Round and Around,' which was essentially a 'swing' song, again swept it into its current wave of popularity."

An idea of the demand in which great performers are these days can be shown by Herman Schaad, manager of John Chan-

idea, thought he'd like to present Berlin in just such a show and offered him five thousand dollars to do the show. Berlin looked at him blankly and shook his head. "But I promised Frank Black I'd do the program!" he said—and he did it.

Incidentally, don't let anybody tell you Irving Berlin picks out tunes with one finger. I heard him playing Frank Black's harpsichord, and he does it a lot better than a lot of so-called concert stars.

With all this fuss and bother about "finds," "discoveries," and amateurs hoping to land real jobs, the best story of the year comes from the manner in which Howard Price, sensational young tenor, landed on the networks.

Harry Horlick, famous maestro of the program, tuned in WINS, a local station in New York. He heard Price, called Louis Katzman, who was conducting the program and told him to send the boy to him. Horlick handed him a piece of music, said "sing that" and Price did. The next week he had a contract to sing on Horlick's program.

And so far, who has handed any contracts to any of the hopefuls on any of the amateur hours? Oh, so you won't talk!

—DICK TEMPLETON.

SINGING NEIGHBOR TO PRESENT IRISH DAY SONGS

St. Patrick's day program will be presented March 17, at 11:30 a. m., over WLW by Chauncey Parsons, the "Singing Neighbor." A feature will be a violin solo, "Londonderry Air," by Uberto Neely, accompanied by the organ.

The Singing Neighbor's program includes "Has Sorrow Thy Young Days Shaded," "Little Bit of Heaven," "The Dear Little Shamrock" and "That Old Irish Mother of Mine."

Wynn's "Johnny"



MRS. HOOVER TO SPEAK OVER NBC, MARCH 16

Mrs. Herbert Hoover, wife of the former President, heads a distinguished list of women speakers on NBC's Let's Talk It Over series for March. In her role as national president of the Girl Scouts, Inc., Mrs. Hoover will discuss "What Does the Future Hold for Our Girls?" on Monday, March 16, at 4:30 p. m. (E.S.T.), over an NBC-WJZ network, which includes WSM, WLS and KDKA.

Emily Post, etiquette authority and author; Anne Hard, news commentator, and Alma Kitchell, singer and mistress of ceremonies, continue to be heard regularly on this feminine program which weekly stars at least one distinguished guest speaker.

Taking the same subject on which Mrs. Franklin D. Roosevelt will speak over an NBC network on March 18, Mrs. Florence P. Kahn, Republican Congresswoman from California, will speak on Let's Talk It Over, Monday, March 30. The question is, "Woman's Responsibility for Making Democracy Effective."

The Four Toppers



With Johnny Maitland and his orchestra, who operate a month's engagement Saturday (March 14) at the Hotel Gibson, are featured the Four Toppers, lads who make their story while broadcasting as the Crusaders over NBC from Chicago. Top to bottom, in the photograph above, are Jimmy Burdett, Hugh Doyle, Dick Rock and Cedric Spring. Nightly broadcasts will be heard over WLW.

"DADDY" STRATFORD RETURNS TO MARY SUTHERN ON

Charles Seel, who portrayed "Daddy" Stratford in "The Life of Mary Sothorn," (4:15 p. m., EST., over WLW and the Mutual Broadcasting System, daily except Saturday and Sunday) was heard for the first time

Friday 13 Can't Scare the Gooks



Friday 13 this month holds no terrors for Art Van Harvey, Bernadine Flynn and Billy Idelson, the Vic, Sade and Rush of NBC's popular serial. Here you see the three of them defying superstition.

HIT TUNE REVIEW

The Hit Tune Review, featuring currently popular musical numbers, selected from the most-requested tunes listed during the week by prominent orchestra leaders, will be heard over WCKY each Sunday at 1:30 p. m. (E.S.T.), beginning March 15. The Spritz Clothing Co., Cincinnati, is the sponsor.

The most popular tunes of former years will also be introduced during these programs, which will present the music of Tom Blackstone and his dance orchestra.

Otto Gray Back at WLW

Otto Gray and his Oklahoma Cowboys, former members of the WLW staff, have returned to the Nation's Station after a tour which included stage appearances and broadcasts over NBC. They are heard at 8:15 a. m. (E.S.T.), Mondays through Fridays.

The same sponsor will also bring the latest movie news to WCKY listeners each morning.

HANDITONGS

AN ARTICLE OF A HUNDRED USES



Friday, at 10:45 a. m. (E.S.T.), during the Hollywood News Reel program.

ONCE OVER, LIGHTLY



BOB HOPE

New York, March 5. — Before 1940, don't be surprised if Bob Hope turns out to be the ace comic of radio. That may sound like a long shot and a long time prediction, but if it does happen, then Bob will have realized his ambition.

Hope, a young native of Cleveland, battled his way up to stardom in the Follies, "Roberta" and other Broadway shows, and was the last of a the funny men to reach the microphone. But every step he has taken has been a forward one, and he has pegged his ambition himself, so there is a fair chance that he will realize it. He's in a pretty fortunate spot because there are only eight or nine people in radio who are regarded at all as being funny. And aside from Stoopnagle and Budd, the only comic ever developed solely by radio—Raymond Knight—has just been dropped by NBC after all these years.

With all this talk about "swing" music, it would seem logical to quiz one of the first and foremost dispensers of it, Loring "Red" Nichols. Here's what that young man has to say about it: "Because of the great freedom given to musicians in a swing band, an orchestra of this sort must necessarily be limited in size. All of the top-notch swing bands of the past had, at the most, five or six members. Among these were 'The Memphis Five,' 'The Dixieland Jazz Band,' and my own 'Famous Five Pennies!' Musical styles went through cycles, and swing music was at its popularity height right after the World War. It was superseded by the 'sweet' music of Duchin, Lombardo, etc. 'Swing' music began to come back into its own during the past two years, and the recent popularity of 'The Music Goes 'Round and Around,' which was essentially a 'swing' song, again swept it into its current wave of popularity."

An idea of the demand in which great performers are these days can be shown by Herman Schaad, manager of John Charles Thomas. The word had barely come out that Thomas would depart from the airwaves April 15 for a vacation in Europe when Schaad's phone got busy. Three sponsors wanted to talk to him about Thomas for a program to start—the day Thomas would agree to return to the airwaves!

Touching incident, that about Irving Berlin. Frank Black wanted to honor the King of Tin Pan Alley. Six months ago he suggested an all-Berlin program with the composer featured in it. Berlin said as soon as his health got better he'd do the show. Meanwhile, a wise sponsor heard of the

idea, thought he'd like to present Berlin in just such a show and offered him five thousand dollars to do the show. Berlin looked at him blankly and shook his head. "But I promised Frank Black I'd do the program!" he said—and he did it.

Incidentally, don't let anybody tell you Irving Berlin picks out tunes with one finger. I heard him playing Frank Black's harpsichord, and he does it a lot better than a lot of so-called concert stars.

With all this fuss and bother about "finds," "discoveries," and amateurs hoping to land real jobs, the best story of the year comes from the manner in which Howard Price, sensational young tenor, landed on the networks.

Harry Horlick, famous maestro of the program, tuned in WINS, a local station in New York. He heard Price, called Louis Katzman, who was conducting the program and told him to send the boy to him. Horlick handed him a piece of music, said "sing that" and Price did. The next week he had a contract to sing on Horlick's program.

And so far, who has handed any contracts to any of the hopefuls on any of the amateur hours? Oh, so you won't talk!

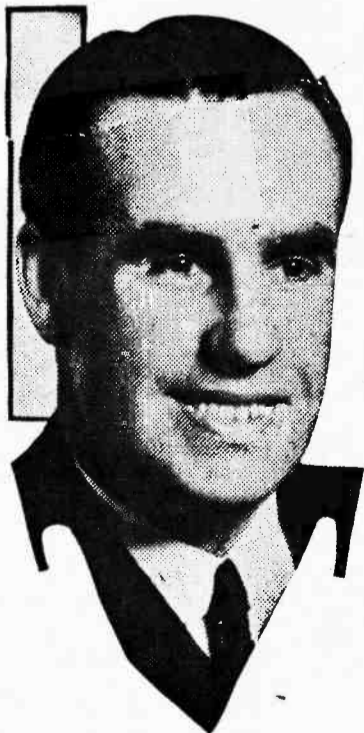
—DICK TEMPLETON.

SINGING NEIGHBOR TO PRESENT IRISH DAY SONGS

St. Patrick's day program will be presented March 17, at 11:30 a. m., over WLW by Chauncey Parsons, the "Singing Neighbor." A feature will be a violin solo, "Londonderry Air," by Uberto Neely, accompanied by the organ.

The Singing Neighbor's program includes "Has Sorrow Thy Young Days Shaded," "Little Bit of Heaven," "The Dear Little Shamrock" and "That Old Irish Mother of Mine."

Wynn's "Johnny"



John S. Young is dubbed "Johnny" by Ed Wynn for whom he serves as comedy-foil and announcer during that comedian's broadcasts over Columbia every Thursday from 9:30 to 10 p. m. (E.S.T.). "Johnny" is celebrated as a scholar, bon vivant and prince of good fellows and finds himself thoroughly at home before a CBS microphone after years of major network service.

MRS. HOOVER TO SPEAK OVER NBC, MARCH 16

Mrs. Herbert Hoover, wife of the former President, heads a distinguished list of women speakers on NBC's Let's Talk It Over series for March. In her role as national president of the Girl Scouts, Inc., Mrs. Hoover will discuss "What Does the Future Hold for Our Girls?" on Monday, March 16, at 4:30 p. m. (E.S.T.), over an NBC-WJZ network, which includes WSM, WLS and KDKA.

Emily Post, etiquette authority and author; Anne Hard, news commentator, and Alma Kitchell, singer and mistress of ceremonies, continue to be heard regularly on this feminine program which weekly stars at least one distinguished guest speaker.

Taking the same subject on which Mrs. Franklin D. Roosevelt will speak over an NBC network on March 18, Mrs. Florence P. Kahn, Republican Congresswoman from California, will speak on Let's Talk It Over, Monday, March 30. The question is, "Woman's Responsibility for Making Democracy Effective."

The Four Toppers



With Johnny Maitland and his orchestra, who open a month's engagement Saturday (March 14) at the Hotel Gibson, are featured the Four Toppers, lads who made radio history while broadcasting as the Crusaders over NBC from Chicago. Top to bottom, in the photograph above, are Jimmy Burdett, Hugh Doyle, Dick Rock and Cedric Spring. Nightly broadcasts will be heard over WLW.

"DADDY" STRATFORD RETURNS TO MARY SOTHERN CAST

Charles Seel, who portrays "Daddy Stratford" in "The Life of Mary Sothern," (4:15 p. m., EST, over WLW and the Mutual Broadcasting System, daily except Saturday and Sunday) was heard for the first time in several weeks, on March 5.

Seel, recently dismissed from Bethesda hospital in Cincinnati, after being critically ill with pneumonia, is still under a physician's care, but he is improving and hopes to be at the WLW studios full time within a few weeks.

When Mary Sothern recently announced over the air that "Daddy Stratford" was ill, hundreds of telegrams and letters, together with flowers came pouring in to the beloved philosopher of the mythical town of Sanders.

Seel hopes to return shortly to the "Ken-rad Unsolved Mysteries" program, in which he plays the role of "Skeets," the reporter. The Unsolved Mysteries are heard 10:30 to 11:00 p. m. (E.S.T.), Tuesdays.

Friday 13 Can't Scare the Gooks



Friday 13 this month holds no terrors for Art Van Harvey, Bernadine Flynn and Billy Idelson, the Vic, Sade and Rush of NBC's popular serial. Here you see the three of them defying superstition.

HIT TUNE REVIEW

The Hit Tune Review, featuring currently popular musical numbers, selected from the most-requested tunes listed during the week by prominent orchestra leaders, will be heard over WCKY each Sunday at 1:30 p. m. (E.S.T.), beginning March 15. The Spritz Clothing Co., Cincinnati, is the sponsor.

The most popular tunes of former years will also be introduced during these programs, which will present the music of Tom Blackstone and his dance orchestra.

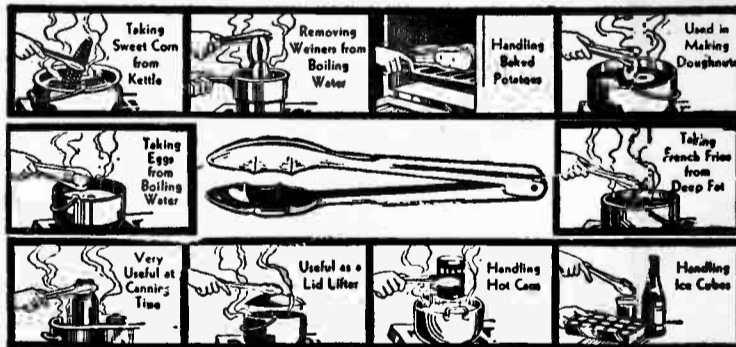
Otto Gray Back at WLW

Otto Gray and his Oklahoma Cowboys, former members of the WLW staff, have returned to the Nation's Station after a tour which included stage appearances and broadcasts over NBC. They are heard at 8:15 a. m. (E.S.T.), Mondays through Fridays.

The same sponsor will also bring the latest movie news to WCKY listeners each morning, Monday through Friday, at 10:05 a. m. (E.S.T.), during the Hollywood News Reel program.

HANDITONGS

AN ARTICLE OF A HUNDRED USES



Practical — Handy Will Last a Lifetime
Actual Size 9 1/4" Long

Get Yours-FREE

With Your Subscription or Renewal to

RADIO DIAL

FOR SIX MONTHS AT \$1.00

USE THIS COUPON

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. Send me absolutely free and postpaid one of the HANDITONGS as per your offer above.

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

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

PROGRAMS FOR FRIDAY, MARCH 13

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

6:00—Esso News Reporter. WJZ only
6:30—Press-Radio News. WEA/WJZ
7:00—Morning Round Up...
7:30—Musical Clock...
8:00—Spararibs N...
8:15—Morning Melodies N...
8:30—Cheerio N...
9:00—Organ Rhapsody N...
9:15—Streamliners N...
9:30— " " " "
9:45— " " " "
10:00—News: Happy Jack N...
10:15—Edward McHugh N...
10:30—Today's Children N...
10:45—David Harum N...
11:00—Musical Appreciation...
11:15—Hour—Walter Damrosch, conductor N...
11:30— " " " "
11:45— " " " "
12:00—WCKY News...
12:15—Honeyboy-Sassafras N...
12:30—Marry Madcaps N...
12:45—Jules Lande Ensem. N...
1:00—Joe White N...
1:15—Concert Miniatures N...
1:30—Sammy Kaye's Orch. N...
1:45— " " " "
2:00—Magic of Speech N...
2:15— " " " "
2:30—Matthay Gypsy Orchestra N...
2:45— " " " "
3:00—U. S. Marine Band N...
3:15— " " " "
3:30— " " " "
3:45—King's Jesters N...
4:00—Women's Radio...
4:15—Review N...
4:30—Alice Joy N...
4:45—To be announced...
5:00—Congress Speaks N...
5:15— " " " "
5:30—Buddy and Ginger N...
5:45—Dorothy Dreslin N...
6:00—Flying Time N...
6:15—Lee Gordon's Orch. N...
6:30—Geo. W. Hill prog...
6:45—WCKY News...
7:00—Strange As It Seems...
7:15—Capt. Tim's Adven. N...
7:30—Edwin C. Hill N...
7:45—Norsemans N...
8:00—Irene Rich N...
8:15—Wendell Hall N...
8:30—Memory Lane...
8:45—Chevrolet Musical...
9:00—Al Pearce and his Gang N...
9:15—Waring's Pennsylvanians N...
9:30— " " " "
9:45— " " " "
10:00—Cleveland Symphony Orchestra N...
10:15— " " " "
10:30— " " " "
10:45— " " " "
11:00—George Holmes N...
11:15—Henry Busse's Orch. N...
11:30—Benny Goodman's O N...
11:45—Jesse Crawford N...
12:00—Fletcher Henderson's Orchestra N...
12:15— " " " "
12:30—Ruby Newman's Orchestra N...
12:45— " " " "
6:30—Press-Radio News. WEA/WJZ
7:00—Morning Round Up...
7:30—Musical Clock...
8:00—Spararibs N...
8:15—Morning Melodies N...
8:30—Cheerio N...
9:00—Organ Rhapsody N...
9:15—Streamliners N...
9:30— " " " "
9:45— " " " "
10:00—News: Happy Jack N...
10:15—Edward McHugh N...
10:30—Today's Children N...
10:45—David Harum N...
11:00—Musical Appreciation...
11:15—Hour—Walter Damrosch, conductor N...
11:30— " " " "
11:45— " " " "
12:00—WCKY News...
12:15—Honeyboy-Sassafras N...
12:30—Marry Madcaps N...
12:45—Jules Lande Ensem. N...
1:00—Joe White N...
1:15—Concert Miniatures N...
1:30—Sammy Kaye's Orch. N...
1:45— " " " "
2:00—Magic of Speech N...
2:15— " " " "
2:30—Matthay Gypsy Orchestra N...
2:45— " " " "
3:00—U. S. Marine Band N...
3:15— " " " "
3:30— " " " "
3:45—King's Jesters N...
4:00—Women's Radio...
4:15—Review N...
4:30—Alice Joy N...
4:45—To be announced...
5:00—Congress Speaks N...
5:15— " " " "
5:30—Buddy and Ginger N...
5:45—Dorothy Dreslin N...
6:00—Flying Time N...
6:15—Lee Gordon's Orch. N...
6:30—Geo. W. Hill prog...
6:45—WCKY News...
7:00—Strange As It Seems...
7:15—Capt. Tim's Adven. N...
7:30—Edwin C. Hill N...
7:45—Norsemans N...
8:00—Irene Rich N...
8:15—Wendell Hall N...
8:30—Memory Lane...
8:45—Chevrolet Musical...
9:00—Al Pearce and his Gang N...
9:15—Waring's Pennsylvanians N...
9:30— " " " "
9:45— " " " "
10:00—Cleveland Symphony Orchestra N...
10:15— " " " "
10:30— " " " "
10:45— " " " "
11:00—George Holmes N...
11:15—Henry Busse's Orch. N...
11:30—Benny Goodman's O N...
11:45—Jesse Crawford N...
12:00—Fletcher Henderson's Orchestra N...
12:15— " " " "
12:30—Ruby Newman's Orchestra N...
12:45— " " " "
6:30—Press-Radio News. WEA/WJZ
7:00—Morning Round Up...
7:30—Musical Clock...
8:00—Spararibs N...
8:15—Morning Melodies N...
8:30—Cheerio N...
9:00—Organ Rhapsody N...
9:15—Streamliners N...
9:30— " " " "
9:45— " " " "
10:00—News: Happy Jack N...
10:15—Edward McHugh N...
10:30—Today's Children N...
10:45—David Harum N...
11:00—Musical Appreciation...
11:15—Hour—Walter Damrosch, conductor N...
11:30— " " " "
11:45— " " " "
12:00—WCKY News...
12:15—Honeyboy-Sassafras N...
12:30—Marry Madcaps N...
12:45—Jules Lande Ensem. N...
1:00—Joe White N...
1:15—Concert Miniatures N...
1:30—Sammy Kaye's Orch. N...
1:45— " " " "
2:00—Magic of Speech N...
2:15— " " " "
2:30—Matthay Gypsy Orchestra N...
2:45— " " " "
3:00—U. S. Marine Band N...
3:15— " " " "
3:30— " " " "
3:45—King's Jesters N...
4:00—Women's Radio...
4:15—Review N...
4:30—Alice Joy N...
4:45—To be announced...
5:00—Congress Speaks N...
5:15— " " " "
5:30—Buddy and Ginger N...
5:45—Dorothy Dreslin N...
6:00—Flying Time N...
6:15—Lee Gordon's Orch. N...
6:30—Geo. W. Hill prog...
6:45—WCKY News...
7:00—Strange As It Seems...
7:15—Capt. Tim's Adven. N...
7:30—Edwin C. Hill N...
7:45—Norsemans N...
8:00—Irene Rich N...
8:15—Wendell Hall N...
8:30—Memory Lane...
8:45—Chevrolet Musical...
9:00—Al Pearce and his Gang N...
9:15—Waring's Pennsylvanians N...
9:30— " " " "
9:45— " " " "
10:00—Cleveland Symphony Orchestra N...
10:15— " " " "
10:30— " " " "
10:45— " " " "
11:00—George Holmes N...
11:15—Henry Busse's Orch. N...
11:30—Benny Goodman's O N...
11:45—Jesse Crawford N...
12:00—Fletcher Henderson's Orchestra N...
12:15— " " " "
12:30—Ruby Newman's Orchestra N...
12:45— " " " "

11:15—Henry Busse and his Chez Paree Orchestra. WEA/WCKY/WLS/WSM wgy wtm wmaq wjz
12:08—Ranny Weeks' Coconut Grove Orchestra. WJZ wgar wave wire
12:30—Guy Lombardo's Orchestra. WABC WKRC whk kmox
—Ruby Newman and his Rainbow Grill Orchestra. WEA/WCKY/WSM wgy wtm
—Harry Sosnik's Orchestra. (CBS) wbbm
—Phil Ohman and his Trocadero Orchestra. WJZ KDKA wgar wave wire
11:00—George R. Holmes, Chief of the Washington Bureau of the International News System. WEA/WCKY wgy wtm wmaq
11:00—George R. Holmes, Chief of the Washington Bureau of the International News System. WEA/WCKY wgy wtm wmaq
11:00—George R. Holmes, Chief of the Washington Bureau of the International News System. WEA/WCKY wgy wtm wmaq
11:00—George R. Holmes, Chief of the Washington Bureau of the International News System. WEA/WCKY wgy wtm wmaq
11:00—George R. Holmes, Chief of the Washington Bureau of the International News System. WEA/WCKY wgy wtm wmaq
11:00—George R. Holmes, Chief of the Washington Bureau of the International News System. WEA/WCKY wgy wtm wmaq
11:00—George R. Holmes, Chief of the Washington Bureau of the International News System. WEA/WCKY wgy wtm wmaq
11:00—George R. Holmes, Chief of the Washington Bureau of the International News System. WEA/WCKY wgy wtm wmaq
11:00—George R. Holmes, Chief of the Washington Bureau of the International News System. WEA/WCKY wgy wtm wmaq
11:00—George R. Holmes, Chief of the Washington Bureau of the International News System. WEA/WCKY wgy wtm wmaq

TODAY'S HIGHLIGHTS
3:00—U. S. Marine Band N—WCKY WSM
8:00 p. m.—Irene Rich N—WCKY KDKA WSM WLS
—Cities Service Concert, Lucille Manners N—WSAI
8:30 p. m.—James Melton with Red Nichols' Orchestra N—WLW KDKA WLS
9:00 p. m.—Waltz Time, with Frank Munn, tenor; Abe Lyman's Orchestra N—WLW
—Hollywood Hotel C—WKRC WHAS
9:30 p. m.—True Story Court of Human Relations N—WGY WTAM WMAQ WJZ WHIO
—Fred Waring's Pennsylvanians N—WCKY KDKA WSM WLS
10:00 p. m.—First Nighter N—WLW WSM
—Sunbrite Junior Nurse Corps: Children's dramatic program. (CBS) wbbm kmox
6:20—Lee Gordon's Hotel Stetler Orchestra. WEA/WCKY wgy wtm wjz

CHEVROLET DEALERS
of GREATER CINCINNATI
invite you to listen to "Musical Moments"
WCKY (1490 Kc.) Monday through Thursday 7:45 p. m., Friday, 8:45 p. m.
WKRC (550 Kc.) Tuesday through Saturday 6:30 p. m.
WSAI (1330 Kc.) Monday through Friday 9 p. m. and Rubinfoff and His Violin with Virginia Rea and Jan Peerce, Vocalists
WLW (700 Kc.) and the NBC Red Network Saturdays 9 p. m. (EST)
Arlene Francis, drama star of radio and stage, returns as mistress of ceremonies on the new "Hour of Charm" series directed by Phil Spitalny and heard each Sunday over the WABC - Columbia network from 6 to 6:30 p. m. (E.S.T.). Arlene will introduce such feminine favorites as Maxine, with the baritone voice; the Three Little Words, vocal trio; violin solos by Evelyn Kay, and instrumental interludes by Gypsie Cooper and Pat Harrington.

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

PROGRAMS FOR SATURDAY, MARCH 14

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Saturday, March 14, 1936, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, KDKA, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS)

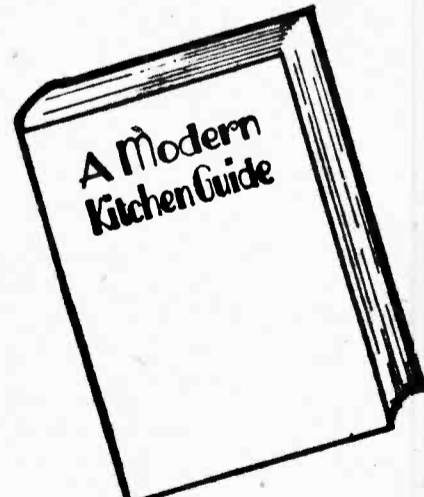
EASTERN STANDARD TIME

6:00—Summary of NBC Programs. WEAF only
6:00—Esso News Reporter. WJZ only
6:00—Frederic William Wile, "The Political Situation in Washington Tonight." WABC WKRC wbbm whk wfbm wjr
6:02—Otto Thurn's Alpine Village Bavarian Orchestra. WEAF WCKY wgy wtm wmaq wwj
6:05—Temple of Song: Chicago a Cappella Choir, direction Noble Cain; Charles Sears, tenor. WJZ WSAI wbr wgr wgw
8:15—"News of Youth": Junior Dramatization. WABC wbbm whk wfbm wjr kmox wsmk
—Esso News Reporter. WEAF only
6:20—Otto Thurn's Alpine Village Bavarian Orchestra. WEAF wgy wtm wmaq wwj
6:30—Press-Radio News. WEAF WJZ
—Press-Radio News. WABC whk wsmk
6:35—Alma Kitchell, contralto. WEAF wgy wtm wmaq wwj
—Al Roth's Orchestra. WABC WHAS whk wbbm wfbm wsmk kmox
—Jamboree: Variety program with Orchestra and vocalists. WJZ KDKA WLS wgr wire wave
6:45—Religion in the News: Dr. Walter Van Kirk, Secretary Department of Internal Justice and Good Will of the Federal Council of Churches, speaker. WEAF WCKY wgy wtm wmaq wwj
—"Renfrew of the Mounted": Dramatic sketch. WABC WHAS wbbm whk wfbm kmox
7:00—Muriel Sport Page of the Air; Thornton Fisher. WEAF only
—"The Atlantic Family on Tour," with Frank Parker, tenor; Bob Hepo, and guests; musical and dramatic. WABC whk
—Jack Hylton in "You Shall Have Music." (CBS) wbbm wjr wfbm
—The King's Jesters: Male quartet, with Marjorie Whitney, contralto. WJZ WSAI wgr wire wave
7:15—"Popeye, the Sailor": Vic Irwin's Orchestra. WEAF WCKY wtm wmaq wgy wwj
—Home Town: Dramatic sketch, auspices of Federal Housing Administration. WJZ WSAI KDKA wgr wave wire
7:30—Bruna Castagna's Orchestra. WABC WHAS kmox wfbm wvwa whk wsmk wovo wbbm wjr
—Message of Israel: Rabbi Louis Mann, guest speaker; Rabbi Jonah B. Wise, officiating; choir and music. WJZ WSAI
—The Hampton Institute Singers: Negro

11:05—Russ Morgan and his Hotel Biltmore Orchestra. WJZ wgr wave wire
11:30—Harry Sosnik's Orchestra. (CBS) wbbm
—Glen Gray's Casa Loma Orchestra from Rockefeller Center Rainbow Room. WJZ KDKA wgr wave wire
—Ozzie Nelson and his Orchestra. WABC WKRC wbbm wfbm whk wfbm kmox
—Esso News Reporter. WEAF only
11:35—Charles Dornberger's Paradise Restaurant Orchestra. WEAF WCKY wgy wtm wwj wave
MIDNIGHT—Bob Crosby's New Yorker Hotel Orchestra. WABC WKRC wjr wfbm kmox wsmk
—Carefree Carnival: Tommy Harris, tenor; Charles Marshall and his boys; Ransom Sherman, comedian; Nola Day, contralto; Cliff Nazarro, comedian; Meredith Willson's Orchestra, and Ned Tollinger, Master of Ceremonies. WJZ wgr wave wire
—Eddy Duchin's Arcadia Restaurant Orchestra. WEAF WCKY wgy wtm wwj wmaq wave wire
—Harry Sosnik's Orchestra. (CBS) wbbm
—The Ziegfeld Follies of the Air: Fannie Brice, James Melton, Patti Chapin and Al Goodman's Orchestra. (CBS) To West Coast
12:30—Bernie Cummins and his Orchestra. WABC WKRC WHAS whk wfbm kmox wsmk
—To be announced. WEAF WCKY wgy wtm wwj wmaq wave wire
—Griff Williams and his Mark Hopkins Hotel Orchestra. WJZ KDKA wgr wave wire

SUBSCRIBE TO RADIO DIAL 6 MONTHS, \$1.00

A VERY UNUSUAL OFFER



DON'T DELAY!

SEND TODAY!

This valuable and up-to-date Cooking Recipe Book of 250 pages, containing more than 1000 practical, tested recipes, the kind both beginners and experts will appreciate, will be sent to you absolutely

FREE

with your subscription to RADIO DIAL for one year at \$1.75.

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

Enclosed find \$1.75 (Check, Money Order or Currency), for which enter my subscription to RADIO DIAL for one year. Send me absolutely free and postpaid "A MODERN KITCHEN GUIDE" as per your offer above.

Name

Address

City

Clip This Coupon Valuable Coupon Dr. Hart's Felt Pads and Medicated Tabs for Corns. Tabs Remove the Corns. 6 Tabs and Pads stop the pain. A full-size package for this coupon and..... 5c DR. HART'S PRODUCTS 1121 Vine St., Cincinnati, Ohio

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

PROGRAMS FOR SUNDAY, MARCH 15

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Sunday, March 15, 1936, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, KDKA, WLS-WENR, WSM, WHAS) and their respective programs and times.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

NOON—American Pageant of Youth: Johnny Johnson and his Orchestra; guest artists. WJZ WSAI KDKA
3:00—The Philharmonic Symphony Society of New York, direction Arturo Toscanini. WABC WKRC WHAS ctkw wfmb whk kmox wsmk wbbm wvva
7:00 p. m.—Radio City Music Hall of Air N—WLW
2:00 p. m.—RCA Magic Key N WCKY KDKA WLS WSM
3:00 p. m.—New York Philharmonic Orchestra C—WKRC WHAS
5:00 p. m.—Roses and Drums N—WLW KDKA WENR
6:30 p. m.—True Story Court of Human Relations—WLW
7:00 p. m.—Jello Program—Jack Benny N—WCKY WLW WLS WSM KDKA—Eddie Cantor C—WKRC WHAS
8:00 p. m.—Major Bowes Amateur Hour N—WLW WSM
9:00 p. m.—Ford Sunday Evening Hour C—WKRC WHAS
9:45 p. m.—Paul Whiteman's Musical Varieties N—WSAI KDKA WLS
10:00 p. m.—General Motors Concert N—WCKY WSM—Trials by Jury M—WLW
10:30 p. m.—Understanding Opera C—WKRC
11:00 p. m.—WLW News Room—WLW

TODAY'S HIGHLIGHTS

Your English: Dramatization illustrating use of good English; string ensemble. WJZ WLW KDKA WSM WENR wgr wave
6:30—Echoes of New York Town: Variety program, with Rose Marie Brancato, soprano; the Melodiers Quartet; Helen Claire in sketches; Orchestra, direction Josef Bonime. WEAF only
7:00—Eddie Cantor, comedian, with Parkyakarkus, Jimmy Wallington and Orchestra, direction Louis Grass. WABC WKRC WHAS whk ctkw wfmb wbbm kmox wjr
7:30—The Bakers Broadcast: Robert L. "Believe It Or Not" Ripley; Ozzie Nelson and his Orchestra; Harriet Hilliard, vocalist. WJZ WCKY KDKA WSM WLS wgr
7:45—Sunset Dreams—Ranch Boys and the Morin Sisters, trios. WEAF WLW wgy wmaq wv wj who
8:00—Major Bowes' Original Amateur Hour. WEAF WLW WSM wgy wtm wmaq wave wj
8:15—The World Dances: Lud Gluskin and his Orchestra. WABC WKRC WHAS whk ctkw wfmb wbbm kmox wjr
8:30—The Melody Lingers On: Leo Spitalny and his Orchestra; Robert Weede, baritone; Fred Hufsmith, tenor; The Norsemen Quartet; Girls' Vocal Trio. WJZ WCKY KDKA WLS wgr wave
9:00—Manhattan Merry-Go-Round, featuring famous acts of the American Theatre; Rodney McLennan, tenor; Raquel Carlay, blues singer; orchestra, direction Andy Sannella; Men About Town Trio. WEAF WCKY WSM wtm wmaq wgy wj who
9:15—Real Silk Program: "Life is a Song;" Countess Olga Albani, soprano; Charles Previn's Orchestra, the Singing Knights, male octet. WJZ WLW KDKA WLS wave wgr
9:30—American Album of Familiar Music, with Frank Munn, tenor; Lucy Monroe, soprano; The Haechen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEAF WCKY WSM wgy wtm wmaq wv wj who wave
9:45—Woodbury's Present Paul Whiteman's Musical Varieties: Ramona, Roy Bary, Dorelle Alexander; Bob Lawrence, baritone; The King's Men and Johnny Hauser, vocalist; the Tall Sisters, singing trio; Phil Regan, tenor, guests. WJZ WSAI KDKA WENR wjr wgr
10:00—General Motors Concert: Symphony Orchestra, direction Erno Rapee; Josef Hofmann, pianist, guest. WEAF WCKY WSM wgy wtm wmaq wv wj who wmaq wave
10:30—Sunday Evening at Seth Parker's: Phillips Lord and his troupe; dramatization, hymn singing and philosophy. WJZ WSAI wgr wave wave
10:45—Understanding Opera: Direction Howard Barlow. WABC WKRC ctkw wfmb whk wsmk
11:00—Dandies of Yesterday: Male Quartet. WJZ WSM wgr wave wave
11:05—WBBM Contest Winners. WABC WKRC whk wjr wovo
11:15—Shandor, violinist. WJZ WSAI wgr wave wave
11:30—El Chico: Spanish Revue. WJZ WSAI wgr wave wave
11:35—Art Jarrett's Morrison Hotel Orchestra. WEAF WCKY wgy wtm wmaq wv wj who
MIDNIGHT—Ray Pearl's Trianon Ballroom Orchestra. WEAF WCKY wgy wtm wmaq wv wj who
12:30—Sammy Kaye and his Cabin Club Orchestra. WEAF WCKY wgy wtm wmaq wv wj who
12:45—Tom Coakley's St. Francis Hotel Orchestra. WJZ KDKA WSM wgr wave
1:15—Harry Sosnik and his Orchestra. WABC WKRC WHAS wbbm wfmb wjr wsmk

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

PROGRAMS FOR TUESDAY, MARCH 17

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Tuesday, March 17, 1936, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, KDKA, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 12:45 AM.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

6:00—Flying Time—Adventures in Aviation. WFAF WCKY WLS wgy wtm wmaq wjw
6:05—The Southernaires: Negro male quartet. WJZ wgy wire wave
6:10—Esso News Reporter. WFAF only
6:15—Mid-Week Hymn Sing: Kathryn Palmer, soprano; Joyce Allmand, contralto; John

7:45—You and Your Government: The Constitution in the 20th Century: "Administrative Lawmaking." O. R. McGuire, Counsel to U. S. Comptroller General, Chairman, American Bar Association's Committee on Administrative Law; Dr. Thomas H. Reed, Chairman of the Committee on Civic Education by Radio, presiding. WFAF wgy wtm wmaq wave wire wjw
8:00—Eno Crime Clues: An original Spencer Dean mystery drama, by Stewart Sterling. WJZ WLW KDKA WLS wgy

12:30—Jesse Hawkins' Merry Gardens Orchestra. WFAF WCKY wgy wtm wmaq
—Harry Sosnik's Orchestra. (CBS) wbbm
—Shep Field's Orchestra. WJZ KDKA WSM WLS wgy wave wire
—Jim Fettes and his Orchestra. WABC WKRC whk cklw wfbm kmox wjr

TODAY'S HIGHLIGHTS

3:00 p. m.—Nellie Revelle N—WCKY WSM
6:00 p. m.—The Johnson Family—WLW
8:00 p. m.—Lavender and Old Lace C—WKRC WHAS
8:30 p. m.—Lawrence Tibbett C—WKRC WHAS
—Wayne King's Orchestra N—WCKY WSM
9:00 p. m.—"Vox Pop" Voice of the People N—WCKY
9:30 p. m.—Fred Waring's Pennsylvanians C—WKRC WHAS
—Helen Hayes N—WCKY KDKA WLS
—Texaco Firechief Program N—WLW WSM
10:00 p. m.—Friendly Sons of St. Patrick Dinner N—WSAI WLS
—Eddie Dowling's Elgin Revue N—WCKY WSM
11:30 p. m.—American Legion Birthday Party N—KDKA WLS WSM
12:30 a. m.—Moon River—WLW

BUKA'S KOLLOID DUSTLESS COAL advertisement featuring an image of a truck and the slogan 'ONE TON... order no more! that's how we've proved to hundreds and hundreds that BUKA'S KOL-OLD TREATMENT absolutely eliminates dirt and dust—keeps your cellar and house CLEAN! No extra charge — it's BUKA'S patented process! Phone Avon 0800 Prompt Service'

Kate Smith To Head Mammoth Sunday Night Hour Over Columbia For Present Sponsor

One of the most spectacular radio shows will be heard over the WABC-Columbia network on Sunday, March 15, from 8:00 to 9:00 p. m. (E.S.T.), when Kate Smith, famous songstress, will act as mistress of ceremonies to introduce one of the most notable arrays of starring talent ever presented on a sponsored program.

This broadcast, which will be presented by the A. & P. Coffee Service, will include celebrated artists from radio, stage and screen. In comedy there will be "Doc" Rockwell, Bob Burns and Block and Sully. Dick Powell and James Melton will be featured vocalists. The theater will be represented by Eva LeGallienne, distinguished American actress. Gertrude Berg and the balance of the cast of "The Goldbergs" will present the radio drama. Jack Miller's band, the Clicquot Club Eskimos, Raymond Paige's Orchestra, the A. & P. Gypsies and

musical selections. Ted Collins will assist Miss Smith in announcing. Other artists to appear will be announced.

The program will be heard over CBS outlets in Albany, Hartford, Boston, Providence, Bangor, Springfield, Worcester, New York, Baltimore, Philadelphia, Washington, Atlanta, Birmingham, Charlotte, Dallas, Houston, Jacksonville, Richmond, New Orleans, Tampa, Greensboro, N. C., Akron, Buffalo, Cleveland, Columbus, Pittsburgh, Syracuse, Youngstown, Wheeling, Cincinnati, Detroit, Indianapolis, Louisville, Chicago, Des Moines, Omaha-Lincoln, St. Louis and Minneapolis.

stage of the Metropolitan. It was first heard in the Americas at Buenos Aires, before it was produced in Paris or London. The first performance in the United States took place in San Francisco, in March, 1898. In November of that year, New York heard "La Boheme" in English at the American Theater. It was not produced at the Metropolitan (in Italian) until 1907, with Caruso, Sembrich and Scotti.

Grace Moore will be the Mimi in the performance to be broadcast on March 14. Her poet lover will be sung by Charles Kullmann. The secondary romance of Musetta and Marcello will be sung by Helen Gleason and Carlo Morelli. Louis d'Angelo will double as Benoit and Alcindoro. Ezio Pinza will be the Colline, with other roles taken by George Cehanovsky, Max Altglass and Carlo Coscia. Gennaro Papi will conduct.

"La Boheme" is written in four short acts. The first and last take place in Rudolph's attic studio, the second shows a Paris street cafe frequented by students of the Latin quarter, and the third depicts a city gate in Paris outside of the house in which Musetta and Colline are living.

WEST POINT ANNIVERSARY (Continued from page 1)

Point, with the familiar bugle call, "Assembly," following which the band will play "On, Brave Old Army Team."

An announcer at the Academy will then tell the purpose of the celebration.

"LA BOHEME"

(Continued from page 1)

of youthful romance, had lived like a king when he had money in his pocket, and had known what it was to be cold and hungry. Those incidents in the opera which wander from the plot of Murger's novel are said to be episodes from his own Bohemian student existence.

The melodies of "La Boheme" are well known to radio listeners for they frequently are heard on broadcast programs. They are melodies that soar gracefully but to a climax that always fits into dramatic action instead of halting it.

Puccini wrote in an up-to-date style without resorting to harsh discords. Though written thirty years ago, the music is of our own day, dynamic and colorful, but essentially melodic. Critics have observed that the great popularity of "La Boheme" is due as much to the libretto as to Puccini's appealing music setting.

The story is a page from life and it moves steadily forward to its finale, with plenty of stage action.

Arturo Toscanini launched this opera on its course of round-the-world success. After that launching at the Teatro Regio in Turin, Italy, February 1, 1896, "La Boheme" travelled a zig-zag route before reaching the the Romany Singers will be heard in

BALLAD TIME

A group of ballads will be offered during Waltz Time on Friday, March 13, from 9:00 to 9:30 p. m. (E.S.T.), over WLW and an NBC-WEAF network, by Frank Munn, tenor; Bernice Claire, soprano; the Manhattan Chorus and Abe Lyman's popular orchestra. Munn and the chorus will offer "May the Sun Shine Brighter" and "Sunset in Bermuda." Miss Claire and Munn will sing a duet, "Maybe We'd Still be Sweethearts." Miss Claire will be heard in "A Melody in the Sky" and the Manhattan Chorus will join in "I Can't Tell You Why I Love You But I Do." Lyman and the orchestra will offer "Are You Lonesome Tonight?" "Beautiful Lady in Blue," "Day Dreams," "See Saw" and "Since You Call Me Sweetheart."

Cleveland Symphony Concert

The first of a new series of four full-hour concerts by the famed Cleveland Symphony Orchestra, under the direction of Artur Rodzinski, noted conductor, will be inaugurated over WCKY, KDKA, WENR and the NBC-WJZ network, on Friday, March 13, from 10:00 to 11:00 p. m. (E.S.T.). A highlight of the initial program will be the performance of Schumann's First Symphony in B Flat Major. Other celebrated works to be heard are Piston's "Prelude and Fugue;" Paganini's "Moto Perpetuo," and Ravel's "Alborado Del Gracioso." The concerts will be broadcast direct from Severance Hall, Cleveland, through the facilities of WTAM, NBC affiliate.

(Continued from page 1)

from Dublin on a broadcast over combined NBC-WEAF-WJZ networks in the East at 6:00 a. m. (E.S.T.).

Former Governor Alfred E. Smith, Senator Joseph C. O'Mahoney of Wyoming, and other distinguished speakers will be heard telling of the glory of the Irish and their doings in America at the Friendly Sons of St. Patrick 152nd annual dinner at the Hotel Astor in New York over an NBC-WJZ network that night from 10:00 to 11:00 p. m. (E.S.T.).

Fay and Vallee Talk It Over



For a funny man, Frank Fay can look very, very serious. You see him here (left) discussing program plans with Rudy Vallee. Fay came from Hollywood recently to make just a few guest appearances with Vallee, but clicked so nobly with his smooth, slightly acid routine that contracts flew to right and left of him—also right at him. Fay writes all his own material, suited to his peculiar style of comic understatement and diminishing inflections.

Toscanini To Feature Brahms Fourth Symphony In Concert Over Columbia

Arturo Toscanini will direct the New York Philharmonic-Symphony Orchestra in the works of six composers in the broadcast over the nationwide WABC-Columbia and Canadian networks on Sunday, March 15, from 3:00 to 5:00 p. m. (E.S.T.). Toscanini will conduct four more Philharmonic-Symphony broadcasts over the Columbia chain. His remaining Sunday programs, before his announced retirement, will be heard on March 29, April 5, 19 and 26.

His March 15 program will open with Rossini's spirited Overture to "L'Italiana in Algeri," to be followed

by the Brahms Fourth Symphony. Later in the program Toscanini will direct Handel's Overture to the Oratorio, "Susanna," from the edition of Alfred Pochon, and the Allegro and Andante from the Second Quartet of Leopold Kozeluch, also from the Pochon edition.

The remainder of the concert will be devoted to Cesar Franck's symphonic poem, "Les Eolides," and Tchaikowsky's Overture Fantasy, "Romeo and Juliet," after Shakespeare's play.

During the broadcast intermission Lawrence Gilman will discuss the music informally.



Ralph Tenhundfield

Boys, Meet

Ralph is catcher for the "Little Giants" baseball team, winners of the Knot Hole League championship for Kentucky last year. He is a real salesman and a dandy good fellow.



Baseball season is here. Win one of these Reg'lar Fellers balls. All you have to do is step out and get new customers or start selling RADIO DIAL. If you do not know how to sell them—ask your distributor to tell you how; or write RADIO DIAL, 22 East 12th Street, Cincinnati, Ohio, giving us your name and address.

Just say, I want some of those RADIO DIAL prizes; please tell me how to get them.

WATCH REPAIRING

JACOBS

WILL REPLACE JEWELS, STEM, MAINSPRING OR CLEAN YOUR WATCH AS LOW AS . . .

WATCH CRYSTALS 15¢ ANY SHAPE

60

44 E. 5th at WALNUT

RISE AND SHINE!

With the

Breakfast Express

Daily (Except Sunday) 7:30 — 8:30 A.M.

TIME—WEATHER—TEMPERATURE

AND THE POPULAR MUSICAL FAVORITES OF ALL

WKRC

(550 KILOCYCLES)

"First On Your Dial"

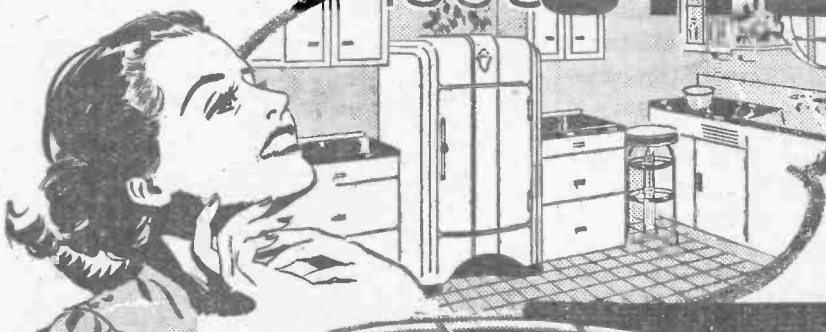
Only Outlet Of

The Columbia Broadcasting System

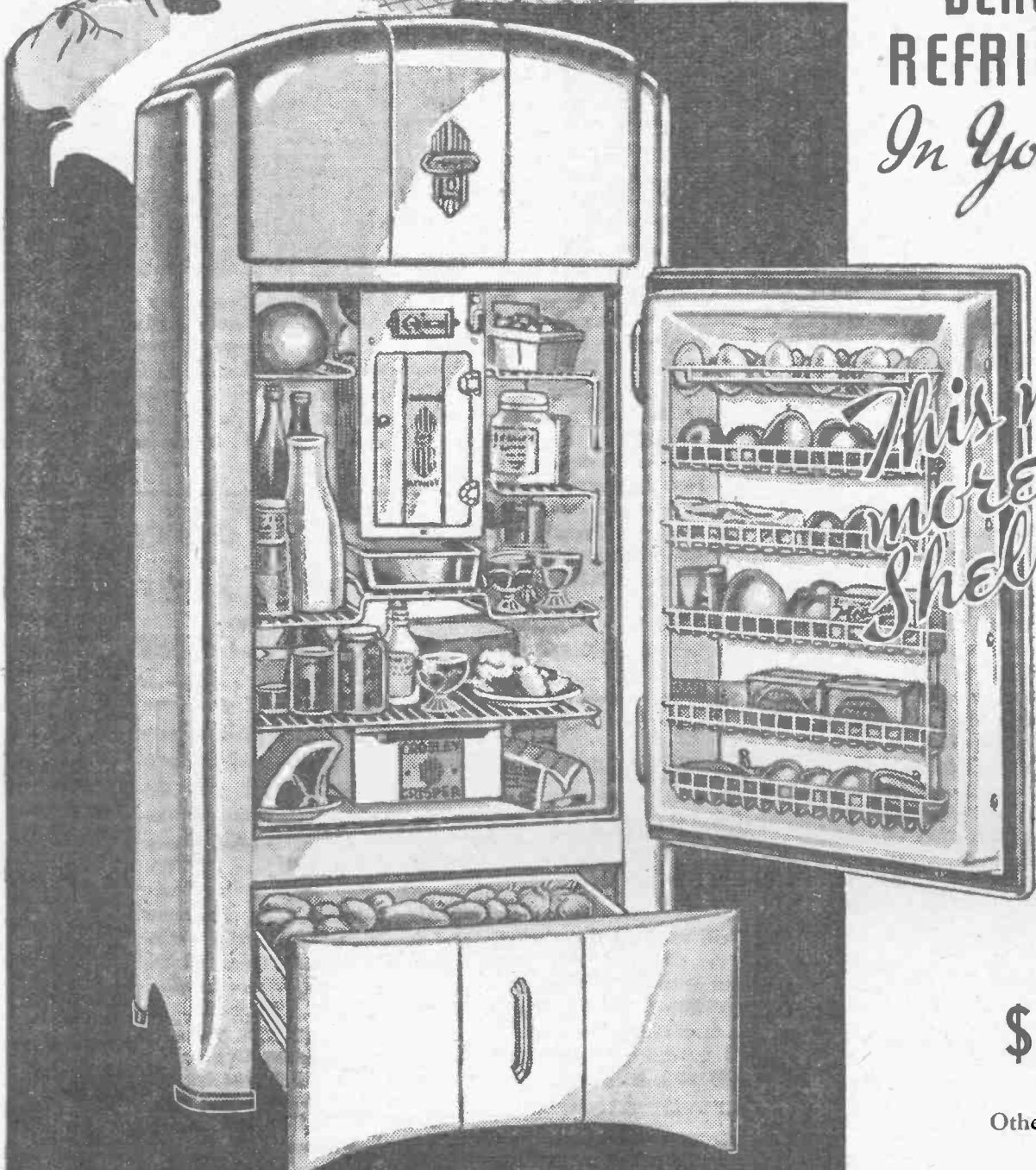
(World's Largest Network)

In Southeastern Ohio

The New **SHELVADOR**



Picture THE
WORLD'S MOST
BEAUTIFUL
REFRIGERATOR
In Your Kitchen



*This much
more in a
Shelvador*

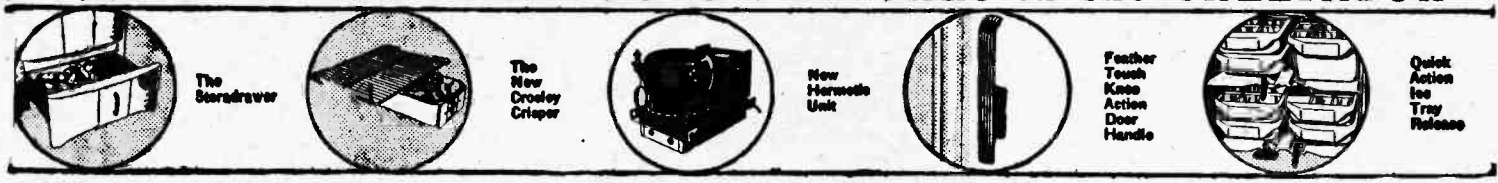
\$159.95

Other Shelvadors from \$99.50 up.

Prices on all models include 5 year protection plan.

Beauty that is smart and different . . . greatly increased usable space . . . conveniences that are obtainable nowhere else . . . service that is dependable and economical . . . value that is world-leading — that's the new Shelvador!

SOME OF THE MARVELOUS FEATURES in the SHELVADOR



**See the New Crosley Shelvador
At Your Crosley Dealer**

THE CROSLEY DISTRIBUTING CORPORATION
3401 Colerain Avenue, Cincinnati, Ohio

Opera « Music » Drama

Victor Bay and His Orchestra To Start New Concert Series On Columbia Network

Victor Bay and his Symphony Orchestra will present a new series of "Afternoon Concert" programs over the WABC-Columbia network each Friday, from 3:00 to 3:30 p. m. (E.S.T.), beginning March 13. The first broadcast will consist of Philip Emanuel Bach's *Sinfonia* No. 3; three numbers by Albeniz entitled "Prelude-Espana," "Midsummer Night's Serenade" and "Malaguena," and the "Toy Box" (*La Boite a Joux*) by Debussy.

Bay is a violinist of note as well as a conductor. He has played in the Columbia Symphony Orchestra, the Philadelphia Orchestra and noted ensembles abroad including that in Helsinki under the direction of Jean Sibelius. He is the brother of Emanuel Bay, noted pianist and accompanist for Jascha Heifetz.

Bay was for three years assistant director for Andre Kostelanetz and Howard Barlow at Columbia. Last fall he was made a regular conductor with the system. For a time he conducted the Sunday symphony hour for which he received the highest award made by *Radio Stars Magazine*

Adjudged Singer With Best Diction



JAN PEERCE

Tenor of the Chevrolet program starring Rubinoff and his violin, and one of the singers heard each Sunday in the Radio City Music Hall, Jan Peerce is going to get a gold medal in token of his having been adjudged by the New York Schools of Music the male singer with the best diction in radio. Peerce can sing in five different languages and has made a careful study of them in order that his diction in each tongue will make him easy to understand.

to directors of serious music. He also has directed orchestras for "The March of Time" and "America's Hour" and has accompanied such artists as Bruna Castagna and Clyde Barrie.

During the time he has been with Columbia Bay has shown unusual ingenuity in unearthing worthwhile compositions seldom heard on the air. He will mix these with his listeners' favorite classical compositions during the new "Afternoon Concert" programs.

EFREM ZIMBALIST ON FORD SUNDAY HOUR AS SOLOIST

Efrem Zimbalist, world-famous violinist, will be the guest artist with the Ford Symphony Orchestra and Chorus directed by Victor Kolar and broadcast over the WABC-Columbia network, on Sunday, March 15, from 9:00 to 10:00 p. m. (E.S.T.).

Zimbalist will play three difficult compositions, two of them brilliant fiery selections by the great Spanish violinist-composer, Pabl Sarasate. The first offering by Zimbalist will be Saralowed later by Lenski's aria from Bizet's opera, "Carmen," to be followed later by Lenski's aria from Tchaikovsky's opera, "Eugene Onegin," and another Sarasate work, a vivid "Tarantelle."

The program will open with the orchestra and chorus presenting Lwoff's "Hymn of Old Russia" and Grieg's "The Last Spring," and the orchestra will also play two Hungarian dances, Nos. 20 and 21, by Brahms. The second half of the Ford Sunday Evening Hour will open with the orchestra playing the "March of the Little Lead Soldiers," by Pieme, followed by Smetana's colorful tone poem in praise of one of Bohemia's most beautiful rivers, "The Moldau," and a closing hymn with the chorus and organ. During the intermission W. J. Cameron of the Ford Motor Company will speak briefly on a subject of current interest.

Efrem Zimbalist was born in Russia in 1889. He made his Berlin debut at the age of 18 and his American debut in 1911 with the Boston Symphony Orchestra. He has been acclaimed on every continent, is an American citizen, and spends his winters in New York and his summers in Connecticut.

**RADIO DIAL'S
CONTEST CLUB
On Page 14**

Cities Service Soloist



LUCILLE MANNERS

Lucille Manners, young mezzo-soprano star of many NBC programs, will be heard as Cities Service soloist while Jessica Dragonette is vacationing on the Pacific Coast this month. Last year, also in March, Miss Manners sang with Rosario Bourdon and his orchestra on the popular Friday night series. She was chosen by a member of the Cities Service "planning board" who had heard her singing on one of her first network recitals. Miss Dragonette will resume broadcasting on April 10.

SPRING IN THE OLD FASHION ON MUSIC BOX HOUR

An "Old Fashioned Spring" is the title the Music Box Master has given his Music Box Hour program, 9:30 to 10:00 p. m. (E.S.T.), over WLW and the Mutual Broadcasting System, Friday, March 20.

Harold Carr, the Music Box Master, has chosen a program of spring music, which includes "Chimes of Spring," by the choir and orchestra; "At Dawning," a duet by Helen Nugent and Ellis Frakes; a medley of bird songs, "Listen to the Mocking Bird," "I Heard a Brown Bird Singing" and "The Swallow," and "Spring Song," to be a viola solo with a choir background.

For romance that buds with the trees, Music Box Master Carr will present Mr. Frakes in the song, "In the Spring a Young Man's Fancy" while Miss Nugent will sing "Love's Old Sweet Song." As a duet the soloists will offer "Romance."

"The Chase" and "Country Gardens" will round out the program.

JOSEF HOFMANN IS GUEST ARTIST, GENERAL MOTORS

Josef Hofmann, renowned pianist, will be guest artist during the General Motors Concert, on Sunday, March 15, from 10 to 11 p. m., over an NBC-WEAF network, with WCKY as the Cincinnati station.

Hofmann, who is one of the most influential figures in contemporary American music, was born in Cracow, in 1876. He was the son of a university professor and a famous singer. He became one of the outstanding prodigies in the history of music, playing in public at the age of six and at nine making a grand tour of Europe.

Hofmann's health broke down during a tour of America at the age of eleven, and he retired to study. Six years later, he emerged from retirement, a mature artist and since then he has been given the highest honors the world over. His recent activities have been confined to America.

Gilbert and Sullivan's "Mikado"

Gilbert and Sullivan's comic opera, "The Mikado," will be revived by the NBC Light Opera Company on Monday, March 16, from 11:00 a. m. to 12:00 noon (E.S.T.), over a nationwide NBC-WEAF network in response to numerous requests. The plot is laid in Japan in the "eighties," and concerns the romance of Nanki Poo, son of the Mikado, and Yum Yum, lovely ward of Ko Ko, the Lord High Executioner. Nanki Poo had fled from the court disguised as a minstrel to avoid marriage with Katisha.

Star of "Airshow"



Alexander Gray, romantic baritone, returned to the CBS airlines to star in the Chrysler "Airshow" which made its debut over the WABC-Columbia network Thursday (March 12) from 8 to 8:30 p. m. (E.S.T.). Featured with this well-known star of stage, screen and radio are Charles Hanson Towne, distinguished writer and raconteur, under the direction of Mark Warnow.

**LATEST SHORT-
WAVE NEWS
On Page 15**

**SPECIAL OFFER
JUST OFF
THE PRESS**

**THE NEW
1936
RADIO LOG BOOK**



Your key map to all the Radio Stations of the world. The new 1936 Radio Log Book lists all North American, Police, Short Wave and Foreign Short Wave Stations. An invaluable reference book that you will want to have handy at all times. Get yours now.

FREE WITH YOUR SUBSCRIPTION OR RENEWAL TO **FREE**
RADIO DIAL
for six Months at \$1.00

Use This Coupon

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. Send me absolutely free and postpaid the new 1936 Radio Log Book as per your offer above.

Name
Address
City State

Parts For Any Sweepers

regardless of age. Don't trade in your cleaner, letting someone else profit by rebuilding and selling it. We can make any sweeper look and work like new. Calls, deliveries, estimates free. Let us prove it to you.
25 ft. rubber cord—installed.....\$1.00
Replace motor—any make..... 2.80
New bearings, clean, pack motor... 1.00
Sweeper bags—all types..... .75

Community Sweeper Shop
438 Madison Ave., Covington, Ky.
HEmlock 1624
1315 Vine St. Cincinnati, O.
CHerry 7913
918 Monmouth St. Newport, Ky.

**MUSIC HALL, FRIDAY, MARCH 20
CINCINNATI SATURDAY, MARCH 21**

Cincinnati Symphony Orchestra presents Richard Wagner's Immortal Comic Opera

MEISTERSINGER

(The Mastersingers)—in English
EUGENE LOEWENTHAL—Splendid Supporting Cast
Chorus of 100—SYMPHONY ORCHESTRA of 100
EUGENE GOOSENS, Conducting

TICKETS AVAILABLE AT \$1.50, \$2, \$2.50, \$3 (tax free)—Send mail orders with self-addressed, stamped envelope to James J. Faran, Ticket Manager, 121 E. Fourth Street, Cincinnati, Ohio.

Listeners' Exchange

This department is a place where readers may voice their opinions on radio. You are privileged to write your reaction to radio programs—perhaps you like or dislike some programs more than others—and perhaps you have some ideas or suggestions to contribute—if you have, send them to the LISTENERS' EXCHANGE of Radio Dial. Be sure to sign your letters.

Dear Editor:

Have been reading your fine little paper for a long time and this is my first letter to you. I like the paper very much and the first thing I read is the Listeners' Exchange.

I don't think people should say some of the harsh things they do about certain programs but I'll admit that I can't help but agree with some of their views. You know it is so much better for all of us if we would stop looking for failures in order to criticize, and begin looking for the best in others so that we might praise them, and thus help others as well as ourselves.

I don't know how others feel about radio personalities, but to me they are just the same as the very people I associate with, and I'll admit there are many characters on the air with whom I refuse to associate. Now by this I do not mean the real character of the men and women taking part, but the part that they are portraying in the role they fill while guests in my home.

I do not associate with crooks, gangsters, thieves or criminals in real life, so why do so on the air?

You might think this queer or even silly, but to me, it is gospel truth that we become like that with which we associate, whether it be people or just ideas presented to us. You know there are only three things to talk about, believe it or not, and they are people, ideas and things. A program is supposed to do one of three things for us, namely, entertain, amuse or educate. But do they?

Many of them offend and antagonize the sensitive, beautiful, fine and noble characters who love and appreciate beauty, harmony and fairplay and who are endeavoring to live in their daily lives. But how can they, if they constantly associate with the programs or ideas that lack these finer, higher qualities? I love the radio and think it one of my greatest possessions, but if something isn't done to improve the kind of programs our youngsters are listening to, we will have the same problem that we had with the pictures they were seeing. All children love daring adventuresome people, so why not appeal to the finer side of their nature, and give them only the characters that instill in them the desire for love of home, honor and justice. Give them real heroes to inspire them instead of gangsters and their kind. Worth thinking about, isn't it, and worth striving for?

I like to judge a product by the merits of its program. A sponsor with a fine product will choose a program that gives the same reaction to the public.

I'd like to mention some of my

favorites. I believe that when we love anything at all, we should have the courage to admit or defend it, however the case may be. I'll begin with Grace Moore, Nelson Eddy, Richard Crooks, John Charles Thomas, James Melton, Nino Martini and many more of the beautiful singers one can choose from. For lovable home plays of family life, I like One Man's Family, Today's Children, Forever Young, The O'Neill's and the Goldbergs. Among fine orchestras, I choose A. and P. Gypsies, General Motors, Ford Symphony, Emery Deutsch, Walter Damsorch, and Wayne King. For real fun and entertainment, Gracie Allen, Fred Allen, Pick and Pat, Show Boat, Myrt and Marge, Old Fashioned Girl, Helen Hayes, Palmolive Beauty Box, Crosley Music Box, American Album of Familiar Songs, Lavender and Old Lace, Saturday evening Barn Dance, and Cities Service. Then there is Edward MacHugh, The Wise Man and devotional services, besides School of the Air and real educational programs.

I hope you'll pardon this long letter and if you like, I'll come again for there is much more I'd like to say.

Good luck to you and RADIO DIAL.
MRS. ELINOR BOPP.

Dear Editor:

Enclosed please find my subscription renewal. I have grown to enjoy RADIO DIAL very much. I enjoy reading the Short-Wave News, and think you are doing a great job with this page. Keep it up.

I just want to say a few words about the Bakers' Broadcast over WCKY which features Bob Ripley, the Believe-It-Or-Not man. I think it's one of the most entertaining programs on the air with Ozzie Nelson's orchestra and Harriet Hilliard, and I'm sure many agree with me. Some of my other favorite programs, to mention a few, are Strange As It Seems, Buck Rogers, Eddie Cantor, Ed Wynn, Fibber McGee and Molly, Crime Clues, Death Valley Days, Grand Hotel, First Nighter, Jimmy Ward and his Rascals, Vox Pop and the Man on the Street broadcasts.

Wishing the DIAL much success, I am,
RAYMOND BAUR.

Dear Editor:

We, the undersigned, are all faithful Mailbaggers and live within a half block of one another. We want to add our bit in trying to get more time for our Mailbag program.

We are thinking of the countless number of shut-ins, members and non-members who look forward to this program. It brings them cheer and hope and makes their lives brighter regardless of the suffering they endure.

Our postmistress, Miss Golden, is a grand person and has helped so much to make this program a success. Thanks, Miss WLW, for starting the ball rolling. Come on, you faithful Mailbaggers, let's hear from you. I don't think Listeners' Exchange will

Airs Weekly Talks



Captain Alfred Gus Karger, whose talks on current problems over WLW at 6:45 p. m. (E.S.T.), each Saturday, have created nationwide comment, will present, on March 14, what he calls "a safe and sane plan" to eliminate unemployment. Karger, captain in the Chemical Warfare Reserve, U. S. Army, has made a close study of governmental problems and each Saturday over the Nation's Station he presents his findings of various departments of government's function.

Fibber Checks Hats: Molly Checks Fibber

More trouble looms for Fibber during the Fibber McGee and Molly program starring Marian and Jim Jordan over WCKY and an NBC-WJZ network on Monday, March 16, from 8:00 to 8:30 p. m. (E.S.T.), with Ulderico Marcelli's orchestra. Fibber's woes come in the form of a new job as check-room attendant. He gives the wrong hats to the right people, leaving himself open for many derisive comments from his helpmate, Molly. A special feature of the musical entertainment will be the playing of an original composition, "Dawn From a Car Window," by Audrey Call, Marcelli's violin virtuoso. Miss Call wrote the music on the back of a breakfast menu while returning to Chicago from New York on the Twentieth Century Limited.

Pat Barnes left by plane for New York Friday, to have more screen tests made at Metro-Goldwyn-Mayer. He was back Monday for his radio program over NBC at 12:00 noon

mind the amount of letters.

WLW, come on and be a good sport and give us at least twenty minutes more a week. That is one more fifteen minute period. And for the sake of good fellowship, cut the seed advertisement off.

Thanks, Listeners' Exchange, for publishing Mailbaggers letters.

The Four Mailbag Neighbors, Just Sally, Big-E-Nuff, Aunt Kit and Tiny Mite.

Dear Editor:

Some time ago a reader of your column expressed great disappointment in the "Old-Fashioned Girl," having discovered that she used cosmetics like every other modern girl. I do hope that this reader will take heart again on reading this.

At a lecture sponsored by a child study group, the "Old-Fashioned Girl" was asked to sing without pay. She very graciously consented, revealing a spirit of old-fashioned generosity, which I consider unusual in this day of commercialism. I feel sure that Miss Helen Nugent richly deserves all the success that comes to her.

MARY ELIZABETH JONES.

Radio Dial Contest Club

By Clarence B. Farrar

THOSE interested in the subject of safety (and who isn't?) will do well to jot down from time to time, such thoughts as they might have which serve to promote safety and thus to conserve human life.

This is said simply because it appears that automobile manufacturers will soon spend a part of their advertising appropriations in an effort to educate people on safety. A part of this will be in the form of prizes in essay contests and according to advance information, will ostensibly emanate from the American Automobile Association, The Highway Education Board, National Safety Council, The American Legion and The General Federation of Woman's Clubs.

A special effort will be made to gain the situation of the school and college groups in order that the proper impression may be made in these formative years. Truly, this is a very vital thing nowadays and should rank very closely to other important studies in the school room.

The perfection of automobiles has moved along faster than those who operate them have been able to comprehend. Something must be done and any time lost just means that many more lives sacrificed to speed and carelessness. If it takes money to make people think, and if making them think will bring a new conception of one's right behind the steering wheel, then let's spend some money that way. Full support is extended to the Safety Traffic Committee of Automobile Manufacturers Association.

Up to the present time all replies to my question as to whether this column should list the so-called "lottery contest" have been unanimously NO, and wishing to be guided by the readers desires in the matter I shall therefore, decline to list them.

In addition to these decisive viewpoints, I have a letter from one who seeks to express an opinion on a question raised previously. Same concerning whether sponsors should make winners public and who should judge the contests. In fact, I believe the suggestion was made to have the Post Office Department require this: Quote—"Contests are not perfect, but when we cry "We'll law ye," we destroy all the good along with the few bad points. Force sponsors to print winning entries and watch the chances of winning disappear. Even if a threat of law (or postal authority, if you prefer) made winning entries available, we cannot force sponsors to compare their picked winners with all other winning entries in other contests and throw out all duplicates and all paraphrases; so—a few excellent entries, with a word or two changed, will go 'round and 'round and everyone will come out right where he was before.

"Let's suggest, courteously, that sponsors let mature minds read all qualified entries. Do away with immature clerks. Let's suggest, truthfully, that dealers do not deserve prizes; for in every contest I have entered, the dealers have been the last ones to know there was a contest. Let's find some way, other than threats, to get our suggestions to sponsors who plan to run a contest.

"Sponsors are willing to pay well to promote sales. We are their hope of success. I believe they will read, mark, learn and appreciate suggestions from sincere contesters. Threats, letters from poor losers, etc., hurt every person who competes, and do not hurt the sponsor.

"Let's keep sane and adopt the motto of a farm boy's club "To win without bragging and lose without squealing." And remember, if we

really have anything worth saying and say it right, we have as fair a chance as anyone." (Name requested off).

Certainly, this letter hits the bullseye of sincerity and somehow has a ring of practicability to it. I like it very much and wish it were possible to conduct all business along the lines suggested. Who's next?

We do not feel it out of place to suggest that readers, before submitting a contest to the Club, check back over their Radio Dials and ascertain if it has not already been printed. This department receives quite a number of contests which have been carried in the Dial a month previous. Also, please do not ask for the dollar—all entries are given the same consideration, provided they are accurate. All entries found inaccurate are promptly eliminated.

The \$1 this week will be mailed to Louis Sneider of Clinton, Missouri, who sent details of the J&P Coats Thread Contest first. Suppose I print it just as written by him: "CONTEST: J&P Coats Thread. Begins Feb. 24, 1936; closes March 31st, 1936. Answer question "What thread do you use, Esther?" Finish—"I always use J&P Coats 6-cord because . . ." 200 words, or less. One side of paper. Neatness and simplicity. Print name and address at top of each page submitted, also name and address of dealer from whom you customarily buy thread. Attack two black and gold labels from new 200 yard spools of Coats thread. Mail to J&P Coats, Box 515-B, Grand Central P. O., New York City. Submit as many as desired. \$10,000 in cash. Dealers share equally. \$1,000 first; \$500 second; \$250 third; 5 of \$50; 50 of \$10 and 500 of \$5. Ads in 5 fashion sheets. Watch for them. No radio hook-up indicated."

As indicated previously, the Gruen Watch Co., on Time Hill in Cincinnati, have added the Adult angle to their contest on "The Importance of Time." The contest closes on March 15th. 250 word essays, using the same rules as will be found on entry blanks covering the student contest, however, the entry blank is not to be used in the Adult contest. First prize will be \$500 diamond studded watch and 25 others will receive fine Gruen watches. Mail entries to Contest Department—Gruen Watch Co., Cincinnati, Ohio. Radio program under the listing of "Washington Merry-Go-Round," 7:45 to 8 p. m., (E. S. T.), over WLW, WOR, WGN and CKLW.

One of radio's most unique and unusual contests was conducted by the RB Clothes stores in Cincinnati. The thousands of people who entered this contest did so not in the hope of winning any prize . . . for none was offered, but they entered in order to help some deserving young amateur ball player win the opportunity of a lifetime. Cincinnatians were asked to cast their vote for their favorite amateur ball player . . . the player receiving the most votes by midnight of February 29th to be sent south to train with the Reds in Tampa . . . thirty sunny days in the south, a guaranteed big league tryout, and RB Clothes paying all the expenses and a salary to the lucky winner besides.

After weeks of heavy voting, a close and exciting race was won by Jimmy Abbatello . . . who was voted by Cincinnatians, Cincinnati's MOST POPULAR AMATEUR BALL PLAYER.

Abbatello left Saturday morning, by train, to join the Cincinnati Reds in Tampa, Florida. If he makes good with the team, he will be sent to one of their farms for further seasoning before entering the big leagues.

Bring your RADIO UP TO DATE WITH ADD-A-TUBE

Do your strong local stations come in all over the dial? Do they keep you from listening to out-of-town stations you have always wanted to hear? We guarantee ADD-A-TUBE to bring your radio up to date and to correct these conditions, or your money back. Operates Both on Long and Short Waves and on Inside or Outside Aerials. Improves reception on every type of set, battery or electric. Easily installed in a few minutes.

USES NO EXTRA CURRENT Actually saves money by preventing overloading of tubes. With increased power of many stations, the average radio cannot handle volume or distance without distortion and overloading. ADD-A-TUBE gives your radio automatic volume control, and prevents overloading, exactly the same as newest, latest-improved sets.

MONEY-BACK GUARANTEE Try ADD-A-TUBE at our risk. We guarantee you'll be delighted with new thrill of clear local and long distance reception.

SEND NO MONEY Simply send name and address and ADD-A-TUBE will be mailed to you at once. Pay postman only \$1.00 plus few cents postage on delivery. Complete with instructions. Nothing else to buy. Or send \$1.00 now and we'll ship postpaid. 15 days if not delighted, return ADD-A-TUBE and your money will be refunded instantly. **MAIL ORDER** 3317 Madison Rd., Dept. A-478, Cincinnati, Ohio.

5-inch PANSY

The GIANT "Maple Leaf" PANSY Seed has blooms many of which are FIVE INCHES ACROSS and practically all measure 4 in. or better. A strong healthy plant with a great variety of colors. Florists get from 10 to 25¢ for the cut flower. Largest Pansy known. Measure 5 in. on your Rule to visualize the size. Seeds scarce. ORDER NOW and plant in Pots inside. Transplant when ground is warm. Packet of 25 Seeds for 15¢. Two for 25¢. 5 for 50¢.

GREEN FARMS SEED CO.
220 State St. Westport, Conn.



Short Wave Stuff

By GEORGE B. HART



JVM, at Tokyo, is being heard in the late afternoons by H. H. Seckler, radio editor of the *Leavenworth Times*, Leavenworth, Kansas.

Mr. Seckler writes:

"I bring in JVM on 10.74 mc. about 3:40 (E.S.T.), Tuesday, Thursday and Saturday afternoons and it goes off the air about 5:10 p. m. JVM gives Japanese music and what I judge to be setting up exercises. What a bass voice that Jap has who is in charge. Possibly the station is on the air other days of the week."

FLEA POWER ON TEN

Traveling has always been a torment to the amateur-minded chap whose work takes him away from the shack for long periods yet whose heart beats for the ether-waves. Confronted with a job that requires travel and a twelve year old amateur bug, we solved it by the simple little job shown in the schematic. Although not the last word in Amateur Radio, it does give complete satisfaction over a limited area and permits portable-mobile operation from our Chevrolet sedan.

So small it mounts under the dash board, yet perfectly effective over a few miles with an input of less than three watts on ten meters, we still have hopes of someday working some freak dx.

Using a modified form of a circuit originally suggested by W9LKV and a plate supply originated by W4CPX, we have enjoyed several fine QSO's on the 28,000 kc. band. Fundamentally the circuit is a crystal oscillator doubling into its own plate circuit. Modulation is applied to the inner grid of the 6A7 and excellent results have been obtained using an old Western Electric single-button microphone. Good speech is obtained with practically no ripple from the buzzer actuated plate supply.

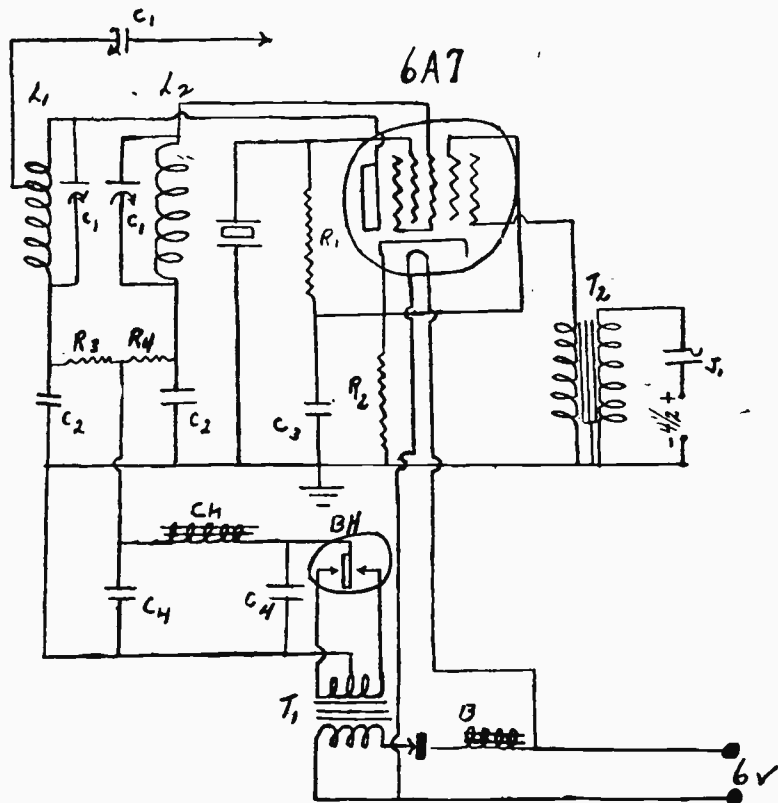
The power supply consists of a power transformer of the midget variety, furnishing a few hundred volts each side of the centertap on the high voltage winding, working into one of the old BH rectifiers put out by Raytheon. Direct current from the car battery is fed into the five winding on the transformer through a low resistance buzzer. All other windings on the transformer are unused. The transformer we used had a rated voltage of 350 volts each side of center tap. We obtained 255 volts d. c. under transmitter load with only a 3.5 ampere drain from the battery.

All constants are standard and need no explanation here, except that we used one of the new 20 meter crystals with excellent results and doubled with ease the 10 meters. We tried to go on down to 5 meters but failed badly.

An especially pleasant signal is obtained and no frequency modulation is detectable so long as the plate current of the oscillator does not change with modulation. If it does, a little retuning will correct the difficulty.

For an antenna we used a nine foot telescoping one made by the American Radio Hardware Co. L1 is tapped approximately 1/4 way down from the plate end of the coil. Keep L1 and L2 as far apart as possible.

"Seeing Ourselves as Others See Us" is the title of a series of little sketches being broadcast every Sunday at 6:15 p. m. (E.S.T.), over W1XAL, Boston. They are arranged by Prof. T. R. Adam, a British subject spending a few months at W1XAL as program consultant under the auspices of the Rockefeller Foundation.



- (All coils wound to cover 1/4")
- L1—5 turns No. 22 bare wire on tube base.
 - L2—8 turns No. 22 bare wire on tube base.
 - C1—35 mufd midget variable.
 - C2—.01 mfd.
 - C3—1 mfd.
 - C4—8 mfd.
 - T1—midget power transformer.
 - T2—single button mike to grid.
 - J1—single circuit jack.
 - B—Low resistance buzzer.
 - R1—5 megohm carbon resistor.
 - R2—1000 ohms carbon resistor.
 - R3—40,000 ohms wirewound resistor.
 - R4—1000 ohms wirewound resistor.

WE RECOMMEND

- THURSDAY, MARCH 12.**
- Eindhoven, Holland—9:15 a. m.—Well known Dutchmen before the microphone. Prof. Dr. W. Mengelberg. PHI, 25.5 m.
 - Washington—11 a. m.—U. S. Navy Band. W8XK, Pittsburgh, 19.7 m. and W3XAL, New York, 16.8 m.
 - Tokyo—4 p. m.—Japan's first emperor—Biographical sketch. Native orchestra. JVM, Nazaki, 27.9 m.
 - Berlin—8:30 p. m.—What everyone likes to hear. DJC, 49.8 m.
 - Paris—9 p. m.—Feminine life in Paris, by Mme. de Grammont. FYA, 25.6 m.
 - Pittsburgh—10:30 p. m.—Dance Hour. W8XK, 48.8 m.
- FRIDAY, MARCH 13.**
- Eindhoven, Holland—9:10 a. m.—Jan Hartman gives an anthology from "Kristal." PHI, 25.5 m.
 - Madrid—6 p. m.—Selection of Andalusian songs. EAQ, 30.5 m.
 - Rome—6:15 p. m.—Opera "Sansone & Delila," from Milan. "Rome's Midnight Voice," by Miss Amy Bernardy. 2RO, 31.1 m.
 - London—7 p. m.—Excerpts from opera. The BBC Empire Orchestra. GSD, 25.5 m., GSC, 31.3 m., GSB, 31.5 m., or GSA, 49.5 m.
 - Berlin—8:45 p. m.—"My darling is Singing in the Moonlight." DJC, 49.8 m.
 - Caracas, Venezuela—9:30 p. m.—Grand opera selections. YV2RC, 49.8 m.
- SATURDAY, MARCH 14.**
- New York City—1:45 p. m.—Metropolitan opera. Milton J. Cross, narrator. W2XAF, Schenectady, 31.4 m., and W3XAL, 19.5 m.
 - Moscow—4 p. m.—Russian winter sports. RV-59 (6,000 or 12,000 kc.).
 - Geneva—5:30 p. m.—A description of the new \$10,000,000 League of Nations' edifice. HBL, 31.2 m.
 - London—6:55 p. m.—Wales v. Ireland. Interval summary and a running commentary on the second half of the International Rugby Union Football match. GSD, 25.5 m., GSC, 31.3 m., GSB, 31.5 m., or GSA, 49.5 m.
 - Berlin—7:30 p. m.—Dance music. DJC, 49.8 m.
 - London—10 p. m.—"Songs Out of the West." Robert Herrick and his "Hesperides." GSD, 25.5 m., GSC, 31.3 m., or GSL, 49.1 m.

Time signals from the United States Naval Observatory in Washington are broadcast daily by short-wave through the Naval radio station at Arlington, Va. The broadcasts occur at 11:58 a. m. and are on the following frequencies: 8,150 and 12,225 and 16,300 kilocycles.

The broadcasts start with a series of one-second signals preliminary to sending the noon signal, which lasts ex-

actly three tenths of a second and starts at noon sharp after a period of ten seconds of silence.

The time signals are sent out by automatic transmitters controlled from the Naval Observatory and are based upon intricate astronomical calculations. They give the exact Eastern Standard Time accurately to within one-thousandth of a second.

ALTHOUGH some short-wave stations are finding the answering of letters from listeners too great a task and are stopping the practice, the General Electric station W2XAF, Schenectady, will continue to reply to all communications received.

Boyd W. Bullock, assistant manager of broadcasting, while being interviewed recently over the air by E. S. Darlington, in charge of short-wave broadcasting, said:

"Listeners are our best tubes. We couldn't get along without their active participation in our experiments. We couldn't make much progress without their regular reports as to reception. It's only through them that we can learn if our attempts at betterments are successful or not. Of course, they'll have to bear with us in some of our failures because we will not always be right and it's just as important that we know we're on the wrong track as when we're on the right one."

Following up complaints that South American stations, operating off their assigned frequencies, are causing interference with reception of DJC, Berlin, the German Station makes this comment:

"From many of our listeners we have heard, with much regret that our broadcasts on 6.02 mc. (DJC) have not been as audible recently as they were last winter. According to the reports from listeners, the trouble seems to be interference from certain wave-lengths used by South and Central American stations which vary in their frequency. Unfortunately, we are not able to avail ourselves of the suggestions made by our hearers to correct this situation by changing the length of our own waves, as the wave-length used by DJC is regulated by an international agreement whose stipulations we cannot alter.

"An improvement of this regrettable condition can only be accomplished if the interfering stations stick to the

wavelengths which have been allotted to them. We would, therefore, recommend our hearers to get into direct communication with these interfering stations, informing them of their experience, and at the same time pointing out to them that they often spoil their own broadcasts by deviating from their frequency. DJC, at all events, is the most effective and satisfactory wavelength for our broadcasting during the cold winter season in North America. Last year it produced excellent results and will no doubt continue to do so in the future, as soon as the interference can be got rid of."

American songs will be sung by Franca Daidone during the American Hour, over 2RO, Rome, at 6 p. m. (E.S.T.), Friday, March 13.

While the weather prevailing over most of the United States is not appropriate for football, short-wave listeners may tune in London, Saturday, March 14, at 6:55 p. m. (E.S.T.), for the International Rugby Union football match between Wales and Ireland. Of the 45 matches played, Wales has won 26 and Ireland 17. It may be heard over GSD, 25.5 meters; GSC, 31.3 meters; GSB, 31.5 meters; or GSA, 49.5 meters.

Have you heard W8XWJ of the *Detroit News* on 31 megacycles? The station is interested in reports on reception of signals.

"Around the Radio World News," broadcast on Station KFI, Los Angeles, 640 kc., is heard here every Saturday night with ease—and with interest. 9 p. m. (E. S. T.), brings us some really good dope from a well-known listener, Frank D. Andrews. Try for it some time soon.

FYA, Paris, France, is being heard here with good volume on 11.71 megacycles. Excellent loudspeaker reception can be had after 10:30 p. m. (E.S.T.).

Six megacycles is the spot on the dial to hear COCO, that really good Cuban heard here so regularly.

A note to Charlie Miller: Thanks for the letter, but sorry we won't be able to make those arrangements.

HJU, at Buenaventura, Colombia, is being heard on 9.03 mc. Hours of operation are from 8 to 11 p. m. (E. S. T.), on Tuesdays, Thursdays, and Saturdays.

Another good South American is HC2JSB of Guayaquil, Ecuador, on 7.86 mc. HC2JSB may be heard daily from 8 until 11 p. m. (E.S.T.).

QUEEN MARY'S MAIDEN VOYAGE TO BE BROADCAST BY BRITISH

Broadcasts each evening from the decks of the "Queen Mary" during her maiden voyage from Southampton to New York are being arranged by the British Broadcasting Company in cooperation with the Cunard White Star, Ltd.

Many parts of the ship will be wired for microphones. There will be twenty-eight points available, including main ballroom, first-class dining-room, first-class lounge (for light music, etc.), veranda grill, covering

main dance band on sun deck, swimming pool, embarkation deck at Southampton and covering the deck for disembarkation in New York, and crew's nest.

According to present arrangements, the departure from Southampton will be described in commentaries both from ship and shore. On the second night out from Southampton it is proposed to broadcast a feature program, in which listeners will be conducted on a tour of the ship. The program will last forty-five minutes. On each night of this maiden voyage a short "flash" will be included in the news bulletin. It is planned also to include a broadcast of the arrival in New York.

MINNEAPOLIS SYMPHONY GOES OUT TO WORLD

Concerts of the Minneapolis Symphony Orchestra are being relayed to the outside world by short-waves, in addition to the extended coverage of the WEA network in the United States. These programs are conducted by Eugene Ormandy.

The concerts are sent from the Cyrus Northrop Memorial Auditorium, at the University of Minnesota, in Minneapolis, through Station KSTP in St. Paul, to WEA in New York and the Red Network and then to short-wave Station W2XAF, at Schenectady, 31.4 m. (9,530 kc.).

It is appropriate that these concerts should be heard by other nations as Mr. Ormandy gives the work of one American composer on each program. "This will surely do a great deal for American composers," Mr. Ormandy, who is better known in the East as the guest conductor of the Philadelphia Symphony Orchestra, said. "Also it should do a great deal for American music."

POLISH STATION BEING BUILT TO REACH THIS COUNTRY

SPW, the 20-kilowatt, short-wave station at Babice, two miles from Warszawa (Warsaw), Poland, is now constructing a new antenna directed to North America, the present one being directed to South America and Japan, according to the Chicago Short-Wave Club.

So successful were the few test transmissions that about two thousand letters from all over the world have been received by Polskie Radio, according to Dr. Juljusz Szygowski, Polish Consul at Chicago, and this enthusiastic response accounts for the erection of the new antenna. The programs are intended especially for Polish nationals abroad, and particularly for those in the United States of America.

EXPERT

RADIO

SERVICE

On All Make Sets
CALL MAIn 0770

KRAUSS

RADIO STORES, Inc.

Around the Dial

By THE DIAL TWISTER

Hereabouts the best news of this and many weeks is the inauguration of regular service by WSAI's new transmitter. At last it makes the Queen City Station a real local; not a DX catch fogged with crosstalk and QRN. Which means a handsome gain in grade A reception for Cincinnati dialers. Both the quality and field strength of the new outfit are excellent. Of course, the formal dedication didn't come off on schedule. It seems they never do. Of all the new transmitters I've heard launched the past dozen years, I can't recall one that took the air without a hitch. There must be something inherently perverse about a new transmitter.

After several years of field tests in Cleveland, Wired Radio is beginning operation in New York. At the start, service will be limited to hotels and clubs, it's said.

That new program of the Pittsburgh Symphony (NBC over WCKY, Thursday, 8 p. m. (E.S.T.) ought to be billed as guest soloist with symphony accompaniment. At least that's how the premiere worked out. I had no fault to find with Jeritza's work. She just used most of the half hour. The point is plenty of eminent soloists can be heard, but few top-flight symphonies, particularly the middle of the week. It seems reasonable to give the orchestra the breaks.

Have you noticed that a string trio is once more providing Amos and Andy's theme music?

Not a few of these weather forecasts buried in commercial announcements are incomplete, and hence often misleading. Particularly when they're ballyhooed as a "service to the public," the few more words necessary for accuracy ought to be included.

With those fight episodes, Lum and Abner are taking the dubious course of retracing familiar ground. They did much the same thing a couple of years ago, as you probably remember. History may repeat, but radio serials aren't supposed to. The last time L. and A. solved their problem with an unoriginal denouement. They'll have to devise something better this time.

Flash! Paul Whitman has set out on a "talent hunt." Proving, of course, that the life blood of radio is bold innovation, daring departure.

If you have any lingering doubts that the big radio shows are planned to "wow" studio audiences, just consider this. Recently when Phil Baker did "Rosemarie" they even dressed it up with a stage snowstorm; that for a show ostensibly intended to please radio listeners.

Though I'm not supposed to listen to it, NBC's Children's Hour (over WLW, Sunday, 9 a. m. (E.S.T.) continues to amaze me no little. The ability and zest displayed by these youngsters are downright remarkable. If adult performers did as well in proportion to their years, things would be quite a bit different on the air.

I wonder why they take the trouble to broadcast Mary Pickford's parties from Pickfair. In radio the setting is unimportant. Movie addicts would swallow these "informal little affairs" just as readily if they were staged in a studio.

Proving again that things aren't what they seem, NBC's station-break chimes aren't chimes at all. The

three familiar notes are produced by an electrical gadget that plucks vibrating tines, much like an old-fashioned musicbox.

It's certainly good to have "Paul" back in One Man's Family. He's the balance-wheel of the "Barbours," in fact, one of my favorite characters in this fine series.

They say Nelson Eddy is the radio heart-throb of the gals just now. Things have reached the point where he has to have guards to protect him from his feminine admirers. It must be tough to exert such a fatal charm.

It's just as well that there won't be another Leap Year until 1940. The "special" broadcasts signaling Feb. 29 supplied plenty of ammunition for the cynics.

Most incongruous note in WSAI's dedicatory program: following Eugene Goosen's talk with a "swing" tune. There are such things as musical shock-absorbers.

"Aunt Mary"



MRS. SIDNEY RAUH

A life-long ambition to tell stories to children and to counsel mothers on child psychology has been realized by Mrs. Selma R. Rauh, wife of the late Dr. Sidney Rauh, of Cincinnati. She is now heard as "Aunt Mary" over WLW at 9:15 a. m. (E.S.T.), Thursdays and Saturdays. For twenty years, Mrs. Rauh has told stories to children, lectured before mothers' clubs and other women's organizations on problems confronting mothers.

MUSIC APPRECIATION

The eleventh concert in the A and B series of the NBC music Appreciation Hour will be conducted over combined NBC-WJZ-WEAF networks for music students from coast-to-coast, on Friday, March 13, from 11:00 a. m. to 12:00 Noon (E.S.T.). For the second time in the 1935-36 series NBC singers will be used to illustrate the various selections played by the NBC Symphony Orchestra under the direction of Dr. Walter Damrosch. Series A deals with The Human Voice. Illustrations of the various voices are "Shepherd, Thy Demeanor Vary," by Brown, soprano solo; Brahms' Cradle Song, alto solo; Quilter's "O Mistress Mine," tenor solo; Flegier's "The Horn," bass solo, and Macfarren's "Robin Goodfellow," a part-song using several voices. Series B will be a lesson based on The Song. An NBC Chorus will assist in the illustrations of the various types including Folk-songs, Art-songs and Part-songs.

Present Phillips 66 Program On WCKY



Here are some of the entertainers on the Phillips 66 Program, snapped in the WCKY studios just before a rehearsal for the show which is on the air every Thursday at 8:30 p. m. (E.S.T.). Standing are members of the Volatility Band, with Arthur Ainsworth, master of ceremonies. Left to right, Bernie Fink, Winnie Waters, Bill Waters, Ainsworth, Harpo Kidwell, and Buddy Spellen. Center, at the piano, Mabel Fields, accompanist, and the Sunshine Sisters—Peggy, Patsy and Polly.

NBC TO DRAMATIZE AMERICAN LEGION HISTORY

The colorful story of the American Legion and its early struggles to establish itself in the public mind as a patriotic rather than radical organization will be dramatized on the 17th anniversary of the Legion, Tuesday, March 17, over an NBC-WJZ network at 11:30 p. m. (E.S.T.). Ray Murphy, National Commander of the Legion, will speak.

After the Armistice, when the commanders of the American forces were wondering how to keep their soldiers occupied until they could be sent home, a group of officers met in Paris and proposed that a legion of veterans be organized.

The suggestion was received enthusiastically, but definite steps were delayed a few months until May, 1919, when a conference was held in St. Louis and plans drawn up.

In the meantime, the I. W. W. and other radical movements were hoping to divert the organization to their own purposes. A large section of the American public feared they would be successful. But they weren't, and as a result the veterans and radicals frequently came into bloody conflict.

The story of those times, as well as the Legion's part in obtaining the establishment of the Veterans' Bureau by the Government, its work in aiding widows and children, and its fight for the bonus, will be included on the program.

"OUR LISTENER"

The inside story of what makes the wheels go 'round in radio is told on a new WCKY program, heard every Monday and Thursday at 6:15.

The broadcast, known as "Our Listener," is conducted by Douglas Browning, WCKY staff announcer. Browning, in a series of chats, is explaining how programs are broadcast, how networks are hooked up, how control room and transmitter engineers do their stuff and many other interesting facts about the business of broadcasting.

Interviews with WCKY executives, announcers and engineers are featured from time to time.

Tom Slater and Floyd Mack, WLW announcers, have a bachelor apartment in downtown Cincinnati. They cook most of their own meals, although Mack gets credit from Slater for being tops when it comes to broiling steak.

Pfaff Smith, former Cincinnati Post

reporter, and Richard Kerley, veteran reporter on the Cincinnati Times-Star and Enquirer, are recent additions to the WLW news room. The personnel now includes H. Lee MacEwen, editor; Herman Wolff, Fred Thomas, Robert Heidler and the two new men, all of whom are former newspaper men.

RUBINOFF

SUPER - CRITIC OF TONE SELECTS MIDWEST RADIO

Rubinoff needed a \$100,000 Stradivarius violin to satisfy his critical tonal requirements! When he determined to secure a radio, recently . . . one that would meet his standards of tone, he tried many sets, testing them in side-by-side performances, to determine which would come nearest his specifications. Here's what he says about his new Midwest: "Congratulations on having created one of the finest radios I have ever seen."—Rubinoff.



SEE THE NEW "14!" AT A NEW LOW PRICE



The new, sensational, all-wave, five-band, 14-metal tube Midwest radio is winning instant acceptance among those who KNOW radio values. It is a master achievement, one of today's most highly perfected, precisely built sets. Five tuning ranges make it easy to parade the nations of the world before you.

SAVE UP TO 50%

By buying DIRECT from the Midwest factory showroom at 909 Broadway, you not only get one of the world's finest radios, but you obtain it at a definite, certified saving of as much as 50%! In addition, you get 3 Months' FREE Factory service and free installation.

OPEN TUES., THURS., and SAT. UNTIL 9:00 P. M.

Midwest Radio Corp.
909 BROADWAY