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# Radio Dial

WEEK ENDING JUNE 3, 1937

JUN 24-37  
NILEY EDITH  
P. O. BOX 55  
RICHLAND, OHIO



**FRANCIA WHITE**

"SHE'S NEVER HEARD  
OF MIKE FRIGHT"

See Page 17

# Quintuplets' Birthday Party on NBC

## They Bring G(Lamour) and Laughter



The last radio "holdout" among the famous stage comedians of this generation was signed for a series of radio programs over NBC when W. C. Fields wrote his name on the bottom of a contract which brings him to the Chase and Sanborn Hour for 16 weeks.

Another addition to the cast who will be heard every week is Dorothy Lamour, radio's "Glamour Girl," now starring on the Hollywood film lots.

For years the radio producers have been trying to entice W. C. Fields to a microphone. Only once before had he gone on the air and then it was a testimonial broadcast to a movie magnate. Never had he appeared on a commercial program.

To W. C. Fields, his first appearance on the Chase and Sanborn Hour in its premiere performance was more than just a radio program. For the better part of a year he had been ill in a hospital most of that time.

The significance of that first radio performance to the former star of a long line of "Ziegfeld Follies" was freedom. It meant that he was back on the active list again.

A rehearsal or two of the script and the ambling Mr. Fields was ready to take on a longtime feud with Charlie McCarthy, Mr. Bergen's "dummy."

Fields will be heard every week in the Sunday broadcast over the NBC-Red Network including WLW



and WSM at 7:00 p. m. (E.S.T.). The regular lineup of the Chase and Sanborn Hour now includes Don Ameche as master-of-ceremonies and dramatic star; W. C. Fields, Edgar Bergen and Charlie McCarthy in the comedy bracket; Dorothy Lamour, as a singer; and Werner Janssen as musical director. Ray Middleton, the young baritone who sang "All Points West" on the premiere program, will be heard frequently too.

## Rippling Rhythm M.C.



Bob Hope, bringing along with him his heckler-in-chief, Honeychile, took over the Rippling Rhythm Revue on May 9. The weekly broadcasts, heard each Sunday over the NBC-Blue network, including WLW, KDKA, and WLS, at 8:00 p. m. (E.S.T.), feature Hope as master-of-ceremonies and in comedy sketches with Honeychile.

## Celebrate Third Birthday Anniversary

### Receive Presents From All Over the World

Listeners will be taken to Callander, Ontario, for a visit to the Dionne Quintuplets' third birthday anniversary party on Friday, May 28, from 5:30 to 6:00 p. m. (E.S.T.), over the NBC-Red network, including WCKY.

It is expected the voices of the quins will be heard as they gather about their birthday cakes and play with the toys that have been sent them as presents from all parts of the world.

## Faculty and Students In Conservatory Concert

Instrumental works and a song group performed by faculty members, and the Mozart E Flat Major Quintet played by advanced students, are to feature the concert of the Cincinnati Conservatory of Music over the WABC-Columbia network, including WKRC, WHAS and WJR, Saturday, May 29, from 10:00 a. m. to 11:00 a. m. (E.S.T.).

The first movement, marked Adagio Sostenuto; Presto, of the Beethoven Kreutzer Sonata No. 1 is to open the program. Howard Colf will play the violin and Karol Lisziewski the piano in this composition. Then the first movement of Tschaiakowsky's Trio for Piano, Violin and Cello is to be given by Messrs. Lisziewski, Colf and Karl Kirksmith, 'cellist. The song group to be presented by Laura Mae Wright accompanied by Grace Woodruff consists of "In a Myrtle Shade" by Griffes; Olmstead's "Tears;" "Far Away" by LaForge, and Ward Stephens' "Summertime." Student performers in the Mozart Quintet will be Helen Thacker and Jean Grubbs, violins; Fred Hendrickson and Betty Carr, violas, and Marian Beers, cello. They are members of the ensemble class of Alexander von Kreisler, conductor of the Conservatory orchestra.

## "Woman's Hour"

When Ruth Lyons, WKRC's popular woman commentator, airs her "Woman's Hour" Monday, May 29, at 8:30 a. m. (E.S.T.), she will have as her guest for an interview Miss Vera Delahunt, a representative of Lever Brothers, makers of Lux Soap. Miss Delahunt will give her listening audience some valuable tips on the care and preservation of clothing.

## Featured Concert Hour Soloist



Photo by Newman.

Vicki Chase, protegee of the late Roxy and formerly of the concert stage, will be one of the featured soloists on the new "Concert Hour" program over WLW and the WLW Line, including Stations WHN, New York; WFIL, Philadelphia, and KQV, Pittsburgh. The "Concert Hour" is heard at 10:30 p. m. (E.S.T.), Sundays. Miss Chase also is heard in the "Strands of Beauty" program over WLW at 6:30 p. m. (E.S.T.) Sundays. She frequently is guest soloist on "Music For the Family" and other WLW programs.

## Bidu Sayao, the Brazilian Soprano, Is Guest On Ford Sunday Evening Hour On CBS

Bidu Sayao, Brazilian soprano, whose metropolitan debut was one of the highlights of the 1937 operatic season, will be guest artist on the Ford Sunday Evening Hour, May 30, from 8:00 to 9:00 p. m. (E.S.T.), over the nation-wide Columbia network, including WKRC, WHAS and WJR.

The complete program follows:  
Roman Carnival—Berlioz.....Orchestra  
Ninnarella—Mozart.....Orchestra  
Ah, Firs'e Lui, from "La Traviata".....Miss Sayao and Orchestra  
—Verdi.....Miss Sayao and Orchestra  
Waltz of the Flowers, from the "Nutcracker Suite"—Tschaiakowsky.....Orchestra  
Aimant La Rose Le Rossignol—Rimsky-Korsakov.....Miss Sayao and Orchestra  
Cantiga—Barroso Netto.....Miss Sayao and Orchestra  
The Cuckoo—Liza Lehmann.....Miss Sayao and Orchestra  
Pizzicato Polka—Stix.....Orchestra  
A Hundred Pipers—Scotch Air.....Orchestra  
Ride of the Valkyries, from "Die Walkure"—Wagner.....Orchestra  
March On, O Soul—Darwell.....Chorus and Orchestra

Miss Sayao will sing two groups of songs, including "Ninnarella" by Mozart, "Aimant La Rose Le Rossignol" by Rimsky-Korsakov and the aria "Ah, Firs'e Lui" from Verdi's "La Traviata."  
The Ford Symphony Orchestra under the baton of Eugene Ormandy will open the program with the "Roman Carnival" overture by Hector Berlioz. Other orchestral selections



# INDIANAPOLIS SPEEDWAY CLASSIC AIRED

## They Direct New Show



William Stoess, music director at WLW and WSAI, conducts the "Hits of the Week" orchestra in the new Tuesday night program over WSAI and WKRC. He is pictured above as he raised his baton

on the opening number of the first broadcast May 25. Inset is James Leonard, master of ceremonies.

The new program, scheduled for 9:30 p. m. (E.S.T.) Tuesdays, originates in the downtown studios of WSAI and is broadcast also by WKRC.

In the cast will be Paul Sullivan, news commentator, with the hit news story of the week; Red Barber, WSAI sports announcer, giving the hit thrill in the sports world; dramatizations of the hit movie of the week and guest artists. The Smoothies—Babs, Charlie and Little, were guests on the opener.

Ruth Lyons, program director of WKRC, will share the announcing honors. Invitations were issued to prominent Cincinnatians to attend the first broadcast.

"Hits of the Week" is sponsored by May-Stern & Co.



"I want one like this—with nothing on top!"

## "Meet the Missus"



MAYNARD CRAIG

In its four months as a daily feature of WKRC, "Meet the Missus" conducted by genial Maynard Craig, continues to be one of the most popular programs on the hill-top station. Heard each day except Sunday, at 1:15 p. m. (E.S.T.) this quarter-hour of interviews aired from one of the Cincinnati's downtown tea rooms is sponsored by Fitzpatrick Brothers, makers of Kitchen Klenzer.

## NBC, Columbia and WLW To Broadcast Event

### Ace Announcers Will Give Vivid Descriptions

Charles Lyon and Graham McNamee, veteran NBC announcers, will describe the preliminaries and actual running of the 25th annual Speedway Motor classic at Indianapolis, May 30 and 31, over the NBC network, to be heard through WCKY in the Cincinnati area. Using NBC's latest field equipment, they will tell the story of the big race in a series of five broadcasts, as follows: Sunday, May 30, 2:45 p. m. and 9:45 p. m., Monday, May 31, 11:00 a. m., 1:30 p. m. and 3:15 p. m. (E.S.T.).

Elaborate preparations to broadcast the start and the finish of the race have been made by WLW. A description of the start will be on the air from 10:45 to 11:15 a. m. and the finish will be aired from 3:30 to approximately 4:00 p. m. (E.S.T.). Joseph Ries and Douglas Browning will

describe the event for WLW. Bob Maley of the WLW continuity staff will be statistician and Dave Conlon, remote engineer, will head the corps of Crosley technicians, including Bob Booth, Mobile Unit engineer, and R. L. Telford.

Ken Ellington, assisted by a group of Chicago announcers will be at the microphone for Columbia on May 31, from 10:45 to 11:15 a. m. and from 3:00 to 4:00 p. m. (E.S.T.). WKRC will carry both broadcasts.

**ENTIRE WEEK STARTING FRIDAY MAY 28th**

**BRING 'EM BACK ALIVE!**



*Samuel Goldwyn*  
PRESENTS

**WOMAN CHASES MAN**

MIRIAM HOPKINS  
and JOEL McCREA  
CHARLES WINNINGER  
ERIK RHODES  
ELLA LOGAN  
LEONA MARICLE  
BRODERICK CRAWFORD  
RELEASED THRU UNITED ARTISTS

**HITS of the WEEK**  
A THRILLING NEW RADIO PROGRAM ON BOTH  
**WKRC and WSAI**

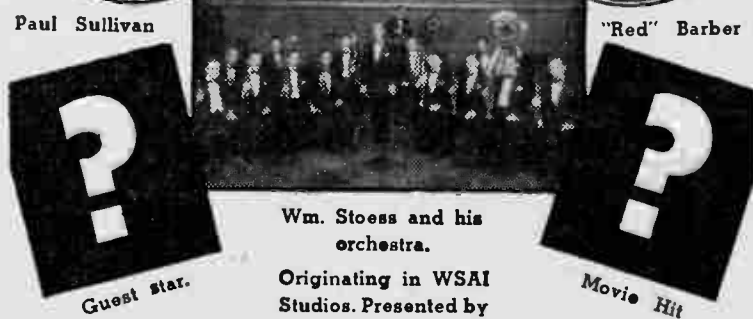


Paul Sullivan

**9:30 P. M.  
Every Tuesday**



"Red" Barber



Guest star.

Wm. Stoess and his orchestra.

Originating in WSAI Studios. Presented by

Movie Hit

**MAY-STERN**

**R K O PALACE  
CINCINNATI, O.**

# 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.

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

Telephone—CHerry 0710—0711

GEORGE A. VOGEL—Editor

Vol. VII

WEEK ENDING JUNE 3, 1937

No. 3

## WHY ALL THE SHOUTING?

For better or worse American broadcasting is supported by revenue derived from advertising. The chief "for better" feature of this arrangement is that it frees listeners from paying the license fees collected in other countries where broadcasting is government-owned. But few will deny that the arrangement also has its "for worse" features. And one of the most annoying of these at the moment is the shouting announcer.

By that we mean the mike man who peddles his boxtops in a window-rattling bellow.

If anyone at the receiving end likes this style of announcing, the fact has escaped notice. Listeners have repeatedly expressed their disgust and irritation, not only verbally, but in letters to stations and radio publications. Yet the practice continues.

Like most things in radio, shouting announcers are not new. They have been assaulting ear drums for the past several years. But, significantly, their numbers seem to be increasing just now by the well-known leaps and bounds.

In all fairness it must be said that most announcers do not bellow by choice. Instead, sponsors have decreed the window-rattling technique. They recognize that most listeners pay scant attention to broadcast advertising. So they naively assume that this difficulty can be overcome by pounding blurbs into dialers' ears.

Of course nothing of the sort takes place. The only result of shouting is to change inattention to active hostility. That should be obvious to anyone who is familiar with the situation.

The shouting announcer seals his own doom by violating the fundamentals of ordinary courtesy. His manners are as bad as those of the house-to-house canvasser who puts his foot in the door. Such a canvasser may force one sale by such tactics. But the next time the door will not be opened.

That illustration is more than figurative. Radio is a peculiarly intimate medium of communication. Broadcasters are guests in the listener's home, who enter and remain only at the listener's sufferance. If they disregard the precepts of common courtesy a twist of the dial can exclude them. And this is just what happens to the shouting announcer.

However, giving him the door does not close the incident. His brief stay is remembered, unfavorably, by those whose hospitality he has abused. And this is the angle that might well be pondered by sponsors. Inattention to radio advertising is one thing. But active hostility to it is something else again. Getting attention only to incur resentment seems about as sensible as forsaking the frying pan for the fire.

Someone has remarked that radio sponsors can't see the woods of listener acceptance for the competitive trees. The shouting announcer would seem to confirm that. Because one sponsor's spokesmen began to shout, the rest shout louder.

Have they overlooked the fact that radios are still made with dials?

## The Man on Page 13

Charles Egelston, featured on the "Uncle Ezra" program over WCKY and the NBC Red Network every Monday, Wednesday, and Friday at 6:15 p. m. (E.S.T.), is known to Cincinnati listeners as the "local boy who made good."

Egelston started his radio career on WCKY about the time that station first went on the air, in 1929. He did German dialect with the German band that was one of WCKY's opening features. As time went on Egelston found radio character acting right down his alley. He became increasingly in demand for dramatic roles and went to Chicago to become a member of the National Broadcasting Company's dramatic staff. In addition to his role of Hi Skinner in the "Uncle Ezra" series, Egelston plays the part of Shuffle Shober in the "Ma Perkins" serial and is in constant demand for work in radio plays that are transcribed in Chicago for use on stations everywhere.

## COLUMBI-A-MUSINGS

From WKRC

By  
MARGARET MALONEY

George Olsen's vocalist, Edith Caldwell, wed organist Charles Floyd, last week and Olsen, himself, was best man . . .

In case you've wondered what's happened to Gertrude Berg, author of "House of Glass" and "The Goldberg's" . . . she's in Hollywood co-directing the new Bobby Breen picture . . .

The new son of Marge (Myrt and Marge) Damerel has been nicknamed "Rikky" . . . Born Friday, May 14, "Rikky" is Marge's second child . . . Father is Jean Kretzinger of the team of "Jean and Charlie" . . .

Is it or is it not a romance between Bob Burns and his secretary, Harriet Foster . . . Some would have you believe that the Ozark native is still too broken up over the loss of his wife some months ago . . . and others insist that wedding bells will ring very soon . . .

Nomination for one of the funniest people of the air . . . W. C. Fields.

Did Francis Pettay, 'KRC' speller, mean it when he announced from the Alms Village 'other night that there was plenty of "sparking" space available for those visiting the night club.

When Joe Penner vacations, his Sunday CBS spot will be filled by Gene Austin and Jimmy Grier's ork . . . More Austin and less Penner might do something for the program, at that! . . .

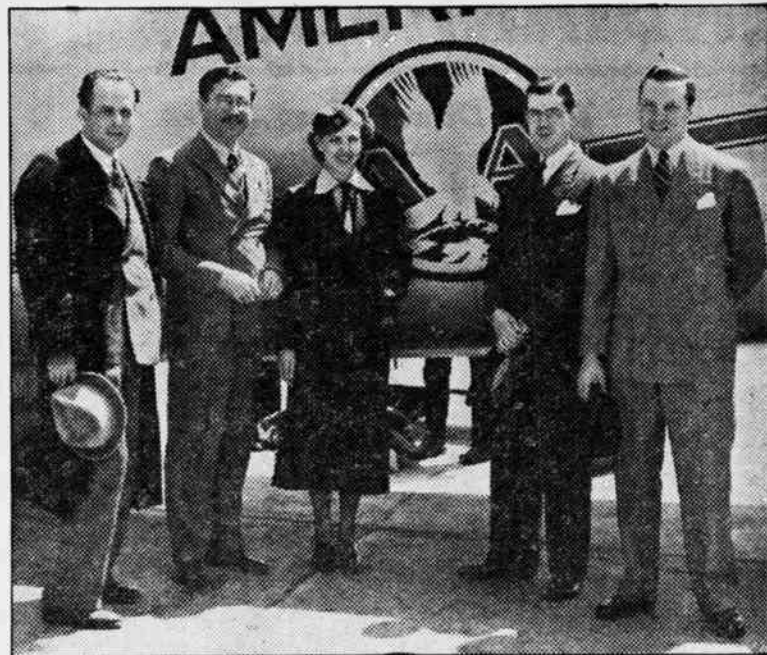
And Stu Erwin, movie comic, is being talked of as the summer sub for Jack Oakie . . . Incidentally, I wonder if Oakie has ever given anyone a laugh on the air . . . he's a riot in the movies . . . but n. g. on radio . . .

Ruth Lyons, 'KRC's program director, is torn between her loyalty to her work and her loyalty to the Reds' baseball team . . . Her only out is to have it arranged that all Cincy's home games be played at night . . .

And Gladys Lee, pianist and organist at the hill-top station wonders how she can keep her mind on her music when Latonia opens . . . Seems she likes the sound of flying hoofs better than the sound of her own flying fingers . . .

'Tis said the Mrs. Vallec-to-be is a former Miami, Florida, restaurant cashier . . . deah, deah, Rudy! . . .

## Flies Here for Broadcast



The role of air hostess in an aviation drama to be produced over WCKY Friday night, May 28, will be played by a real air hostess, Miss Mary Weizenegger of the American Air Lines. She will fly from Chicago to Cincinnati for the program, one of the "We Present Another—" series of the Federal Radio Workshop. The picture shows Miss Weizenegger arriving at Lunken Airport, for a rehearsal at the WCKY studios. Left to write, Al Stopper, author of the radio play; Jan Pfandt, director of the series; Miss Weizenegger, Fred Elsner and Hal Pennington of American Air Lines. The program will be heard from 7:15 to 7:45 p. m. (E.S.T.), May 28.

## "Hope Alden's Romance" Cast



Here is the first picture of the cast heard in "Hope Alden's Romance," over WLW at 9:15 a. m. (E.S.T.), Monday through Friday. Lower row are the principals, Verne Smith, who plays the part of Dr. Stanley Drew, and Luise Barklie, who is cast in the title role. In the middle row, left to right, are Phil Lord (Strong Arm Smith), Edith Davis (Mrs. Smith), Elizabeth Reller (Gloria Smith). Top row, Olan Soule (Reggie Smith), left, and Bob Bailey who portrays Perry Sturgis. The story of a woman, written for women by one of America's foremost women novelists, "Hope Alden's Romance" has become one of America's favorite programs of feminine listeners.



# ENGLISH DERBY AT EPSOM DOWNS ON NBC

## Jim Lightfield To Celebrate Twelfth Anniversary On Air In Special Program

On Sunday, May 30, Jim Lightfield will celebrate his twelfth anniversary on the air when he directs a special two-hour program to be broadcast over WKRC, from 8 to 10 a. m. (E.S.T.).

The first half-hour of the program will be dedicated to shut-ins, sick and disabled who are unable to attend church services. Under the leadership of Ard Hoven, who has been with Lightfield since he began on the air, a sketch illustrating the trials and tribulations of the Noble family while getting ready to attend church, will be presented.

At 8:30, the Youth Education program will be aired. In its fifth year over WKRC, this broadcast is designed specially for children under sixteen who have musical inclinations. At 9 o'clock, the Veteran Civic Hour, on which Judge Wm. E. Handley will act as master of ceremonies, will celebrate its twelfth year as a civic enterprise. The two hour broadcast will be concluded with a thirty-minute broadcast by the Salvation Army, under the direction of Brigadier Fred Mapass.

Jim Lightfield holds a distinction as yet unclaimed by any other radio performer, that of great-grandfather in active work on the air.



JIM LIGHTFIELD

The way the new Ameche-Fields-McCarthy show is skyrocketing, there is wondering whether one middle western sponsor is biting his nails—the one who turned down the opportunity not so many months ago to put on much the same type of broadcast with Don Ameche as MC.

## Historic Event Dates Back To 1780

More Than 350,000 Expected To Attend

The running of the world's most celebrated horse race, the English Derby at Epsom Downs, will be brought with all its breathless excitement to American listeners, Wednesday, June 2, from 8:45 to 9:15 a. m. (E.S.T.), over the NBC-Blue network, including WCKY.

The description of the classic, short-waved by the British Broadcasting Corporation to NBC, will be made by commentators from several vantage points along the mile and a half horseshoe course. From the cry of "They're off" until the finish line is crossed, not a thrill of the historic race will be missed.

The Derby this year is expected to be the most colorful in its long history, which began in 1780. More than 350,000 persons are expected to attend.

## The Grace of Song



Lovely Grace Moore, star of radio, screen and opera, lifts her voice in song as she presents one of her programs heard over the WABC-Columbia network, including WKRC, WHAS, and WJR, Saturdays from 8:00 to 8:30 p. m. (E.S.T.). Miss Moore is accompanied by Vincent Lopez' orchestra which offers popular melodies with the deft-fingered maestro playing piano specialties in his famous style.

## The "Three Spades"



Being arrested and given a ride in a patrol wagon started Jerry Daniels, the "ace of spades" of WSAI's "Three Spades" on his radio career, Jerry revealed, when this picture was made of the new Harlemaesque trio.

In Indianapolis Jerry and several other Negro boys organized a street band. He was shining shoes at the time. They were playing one night on a street corner and had a large audience. Police arrested them for blocking traffic. On the way to the station in a patrol wagon the boys continued to play.

At a local theater the picture, "The Big House," was showing. Spectators thought the boys were advertising the picture and enjoyed it. The cops thought different and scowled.

In police court all the boys pleaded "not guilty" but Jerry, and he entered a plea of "guilty." The newspaper played it up and the following day Jerry Daniels and his boys were offered a job on an Indianapolis station.

Out of the arrest grew the "King, Jack and Jesters," who were featured on WLW and WSAI three years ago. Then came the NBC networks and a trip to England. Returning to the United States the group disbanded but Jerry returned to Indianapolis, talked to Albert and William Jennings, organized the Three Spades and a short time ago the trio came

to WSAI. They are heard at 5:00 p. m. (E.S.T.), daily except Saturday and Sunday over Cincinnati's Own Station.

## To Play at Ault Park



Buster Locke and his orchestra who recently completed a seven weeks' engagement in the Gibson Rathskeller will furnish the music for dancers at the Dance Pavilion in Ault Park beginning June 5.

Terri La Franconi has a new spot over WCKY-NBC, from 11:00 to 11:15 a. m. (E.S.T.), each Wednesday.

## Veteran Drivers On Air



When WLW and the Mutual Broadcasting system broadcast the elimination trials at the Indianapolis Speedway May 16, Joseph Ries, educational director of the Nation's Station, and Announcer Douglas Browning rounded up a few notables in the auto racing game and interviewed them for listeners. In the picture, snapped during the interview, are, left to right, Ries, Gar Wood, famed speedboat driver and former auto race driver; Ray Harroun, who won the first 500-mile classic at Indianapolis in 1911; Browning; "Wild Bill" Cummings, who shattered two track records to win this year's pole position; Col. G. W. Herrington, assistant starter, and Seth Klein, starter.

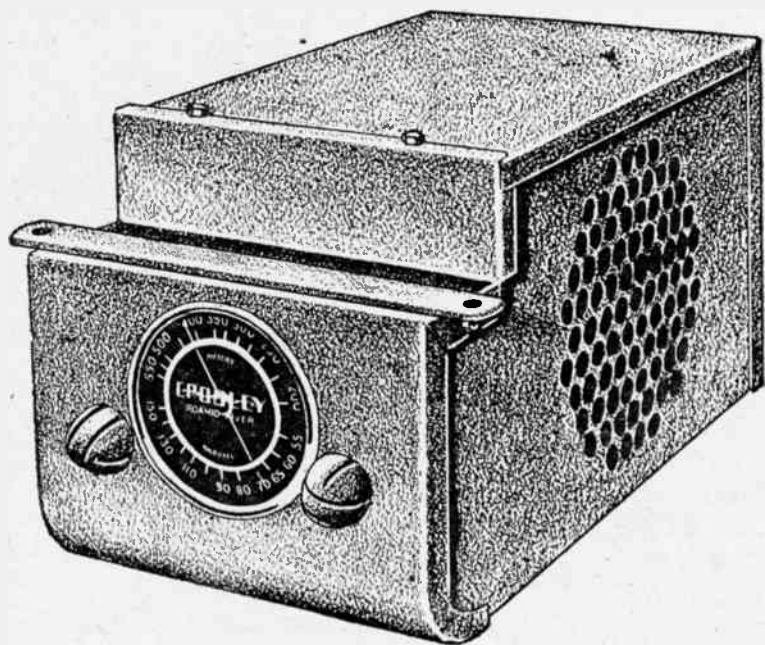
At 5:00 p. m. (E.S.T.), Saturday, May 29, Ries and Browning will interview Dick Merrill, who made aviation history during Coronation week when he made a round-trip flight to London from the United States, and Capt. Eddie Rickenbacker, president of the Indianapolis Motor Speedway Corporation, sponsors of the annual Memorial Day classic.

**YOU'LL GET "MORE FOR YOUR MONEY"**

**More Car Owners CAN AFFORD**

# The CROSLEY ROAMIO FIVER

**Only \$19.99**



▲▲▲ Your motoring can be fully complete from now on . . . Listen to any program while you're on the road . . . You can with this "Real Value" Crosley Roamio Fiver Auto Radio. For everyone who drives, for everyone who rides, Crosley offers YOU a complete "one piece" installation auto radio with features that will give you added performance at a price the "every-day-man" can afford. Take advantage of this value. The good old outdoor season is here. Whatever happens . . . Wherever you go . . . You're THERE with a CROSLEY ROAMIO FIVER. The only nationally known auto radio sold under \$20.00.

## HEADLINE FEATURES YOU WILL WANT

- ONE PIECE INSTALLATION
- Octal Base Tubes on a Standard SUPERHETERODYNE circuit
- Full automatic volume control
- Sufficient output—hear at any speed
- Large, high visibility, illuminated dial
- Easy to tune—day or night
- Dust proof speaker
- Low battery drain

**VISIT YOUR CROSLEY DEALER**

**THE CROSLEY DISTRIBUTING CORPORATION**

3401 COLERAIN AVENUE

CINCINNATI, OHIO

# RADIO DIAL CONTEST CLUB

by The Contest Reporter

**WILMER S. SHEPHERD, JR.**, of Philadelphia, shows there are almost as many angles of approaching a contest as a diamond has facets and each one as important within itself.

One is Individuality of Thought. He says: "Do not skip over a phrase like *individuality of thought*. It may be tucked away in the rules, printed in small type and announced without fanfare or fireworks. But, in this brief fragment of a sentence, the sponsor divulges a powerful secret of winning.

"I regard Individuality as one of the most valuable aids to winning at your command. It is the one quality that will set your entries apart from and above the run-of-the-mill kind. The richer your entries are in Individuality, the greater your chances of winning.

"The secret is" continues Mr. Shepherd "to be yourself, to write naturally—informally, intimately, as you would to a friend.

"Let us suppose that you are about to write an entry about soap, sausage or soup. Or anything, from automobiles to tacks. Here are some questions to start the ball rolling.

### The Product:

1. Does it fulfill the claims made for it?
2. How does it differ from similar products?
3. Why is it superior to rival products?
4. Does it have virtues that rival products do not have? What are they?
5. Does it have new virtues? More virtues? Exclusive ones?
6. Does it retain its virtues longer?
7. Does it have special virtues that enable it to make good under adverse conditions?

### The Contestant:

1. Are you young or old. Married or single. Rich or poor?
2. What is your occupation?
3. Does the product lighten your work. Brighten your leisure. Add to your comfort or pleasure? How?
4. Does every member of your family like the product?
5. Does the product contribute to your health, appearance, efficiency, success or happiness. How?
6. Does the product meet your special needs, handicaps or problems more efficiently than rival products.
7. Does the product help you attain conditions or things that you desire?

"Your answers to these questions combine to form *your picture* of the product and your testimonial regarding its excellence. When you weave into your entry some personalized touches. It is really *Your Entry*, and not an imitation of the sponsors advertising or of other entries.

"The special virtue of the prod-

uct that *best* meets your special needs, is the best upon which to dwell. Tell the sponsor how his product has contributed to your happiness in some definite way and you will pay him a powerful compliment—without having to resort to shopworn superlatives."

On any contest subject, Mr. Shepherd's viewpoint is worthwhile, but somehow we feel you'll want to hang this one in full view before you when you undertake the next contest. It is quoted from June NUGGETS Monthly.

### FROM MISSOURI

Recently, it was noted here that the Old Gold contest was not open to residents of Missouri. At the time we were not able to ascertain the reason, but it's all clear now.

Sometime ago a large newspaper ran a contest of the same type and got tripped up in lottery charges by the Attorney General. Since the matter had not been disposed of by the Court, Old Gold stayed out.

Now, according to TIDE, the matter has been settled and Missouri will be included with her sister states in future contests. A special commissioner appointed by the Supreme Court stated: "The most important or dominating element in the contest was that of skill."

### CASH IN GLASS

Cash prizes of \$3,200 are being offered by the Pittsburgh Glass Institute for photographs of completed examples of glass used in architecture and decoration. \$1,000 is the first prize with the balance in smaller awards. Open principally to architects and decorators. Contest closes May 31st. Only photographs desired.

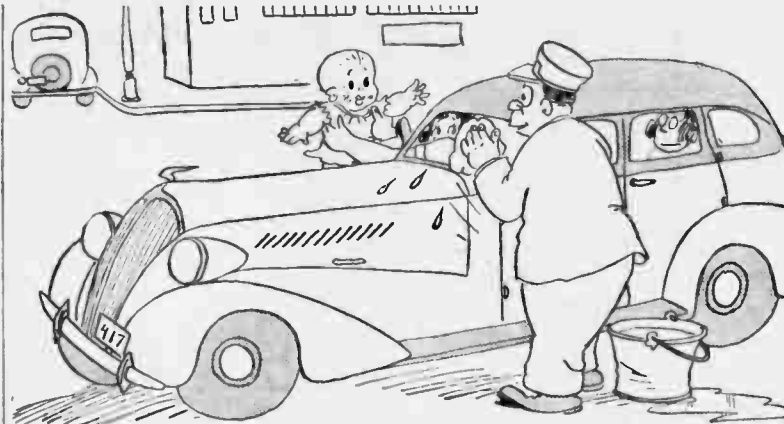
More pictures: Hunting & Fishing will pay \$10, \$5 and \$3 each month for the three best sporting pictures. Details in magazine which is on new-stand sale. Complete description must accompany.

"He who runs may read" is often quoted, but they who ride may win, provided its on the Baltimore and Ohio. According to informant, The B. & O. is the first railroad to run a contest.

For best letters and snapshots, \$1,000 in 61 prizes will be awarded. The subject: "My 1937 Vacation Out West." Entrants need not ride the B. & O., but must get official entry blank from them. We predict that some smart fellow is going to have the time of his life—and get paid for it. Closes Sept. 30th.

Products valued at \$3,500 are being offered by the H. J. Heinz Co., of Pittsburgh, Pa., for recipes, each to contain one or more Heinz products.

Entrants must give name of grocer and address where she trades and may submit as many recipes as desired



"Would you mind washing the baby's face, too?"

without making or showing evidence of purchase, however, only one prize to a person. Suggestions over Heinz Magazine of the Air, Monday, Wednesday and Friday, at 10:00 a. m. (E.S.T.), on Columbia network.

Ask the Butterick Co., of 161 Sixth Ave., New York for an entry blank in their new contest. 125 prizes. Or, you may get the blank from stores which sell Butterick patterns. Contest closes June 25th.

First three prizes are all-expense trips to Europe and others are valuable merchandise, such as electric sewing machines, radios, ironers, washers, typewriters, cameras, hosiery, etc. It is a letter-writing contest with purchase requirement.

The latest dance craze, "Peekin'", is being popularized by contests in various cities by Cab Calloway, who also introduces and demonstrates the number in his stage show. Cab will spend Fourth of July in Indianapolis.

Veteran contest enterers usually turn a fishy eye on the standard phrases found in all contests. For instance, there's the one that goes, "In case of ties, duplicate prizes will be awarded." Who ever heard of a set of judges not agreeing on the winners, and being forced to hand out extra prizes? The answer is: everyone who was listening to Linda's First Love last Friday.

Sponsor of the program, The Kroger Grocery & Baking Company, conducts a weekly contest with five Gruen watches as awards. Last week the judges were deadlocked over the first and second prizes. Instead of throwing away the letter at the bottom of their list of five, they added another watch to the week's prizes. Not very often does this happen, because usually the top few letters stand out so far above the others there isn't much argument. But when it does happen the sponsor grins and bears the expense of some extra prizes.

Judges of this contest scoff at the idea of favoritism, geographical or otherwise, in awarding prizes. Each judge's decision is made "blind"—without knowing the names of the contestants, or the opinions of the other judges. Almost always, their decisions will give a clear-cut lead to the first five. When they don't—"duplicate prizes will be awarded!"

Phil Lord has been offered a fabulous sum for the use of the name "Gang Busters" as a title for a new parlor game.



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## CATHOLIC HOUR

Archbishop Amleto Giovanni Cicognani, Apostolic Delegate to the United States, will speak during the Catholic Hour Sunday, May 30, from 5:00 to 5:30 p. m. (E.S.T.), over the NBC-Red network, including WSAI and WSM. His subject will be "The Eightieth Birthday of The Holy Father." The Paulist Choristers under the direction of Father William J. Finn, also will be heard.

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PRESENTS



## TOM SLATER

Flash Reporter

STATION WSAI

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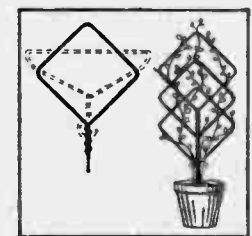
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A paragraph from the "Garden Lover's Handbook"

### Clever Trellis for Potted Vine Easily Made

A clever trellis for a potted vine or for use in the garden outdoors is easily fashioned out of several coat hangers. Pull each hanger into the shape shown, straighten the hook end, then lay one on top of the other, as shown; wire the straight hook ends together to form a stout main trunk, tie the sides together where they touch—and there you are!



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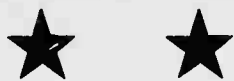
Address.....

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



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

PROGRAMS FOR FRIDAY, MAY 28



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and time slots (5:30-11:45). Includes program titles and station call letters.

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor. WABC WKRC whk wadc wcau wvva wbt
—Howard Neumiller, pianist. (CBS) kmcb
—Mary Small, songs. WJZ WCKY WLS wgar wave wire

Hollywood News: Del Casino, tenor, and Ray Block's Orchestra. WABC WKRC whk wfbm wadc wwl whio wcco
6:45—Boake Carter, news commentator. WABC WKRC WHAS WJR whk wbbm kmox wcau wcco kmcb wbt

soprano; Elizabeth Lennex, contralto; Victor Arden's Orchestra and guest stars. WABC WKRC WHAS WJR whk kmox wbbm wfbm kmcb wcau wcco wadc whio wbt wwl
7:15—Singin' Sam, the Barbasol Man. WLW to WJZ KDKA WLS wgar wham

Orchestra and guest stars. WJZ WCKY KDKA WLS wham wgar
8:30—True Story Court of Human Relations. WEAFF wlv wtm wuj kyw who wmaq wdat wire

9:45—To be announced. WABC WKRC whk wcau kmox wadc whio wsbw wwl wcco
—Elza Schallert, reviews. WJZ WCKY wgar wham wire wave.





Biggest radio story of the week . . . the joining of WKRC and WSAI for the new commercial show "Hits of the Week" . . . First time that local NBC and CBS outlets have joined hands commercially. Somebody tried it last year for a laundry sponsor . . . wanted to join 'CPO, 'CKY, 'KRC' and 'SAI but it was no go. The deal just couldn't be swung. But it's swung now. Of course, your astronomer attended the premier of the show Tuesday night at the WSAI downtown studios. It's a peach of a show, too . . . Most of the radio lads turned out to listen and approve. All shows will be produced at 'SAI with a studio audience . . . and piped by line to WKRC.

A few letters from the east that Don Becker is back in New York after a few months on the west coast. Don has been building transcribed shows and will now take a hand in selling them. Incidentally, Don's firm (Transamerican) controls the "For Men Only" show which used to be on WLW. The show was jerked from the Crosley station and moved to New York where talent and personalities are easier to find. The show will be aired out of WHN on the WLW line and Paul Sullivan, rumor has it, will probably go to New York to handle it.

Summer used to be a bad time for the radio lads and lassies. As commercials folded . . . jobs did, too. But it's a different story this year. Commercials aren't folding and two Cincy stations are looking for talent. WKRC is hot after a brace of announcers . . . program director Ruth Lyons is listening to dozens of 'em. And WCPO is on the lookout, so they say, for writers, announcers, and what have you. Yes, sir . . . it looks as though radio is here to stay!

THUMBS UP: It's two thumbs up really for the "Modernaires" . . . WLW's new quartet. Like the Smoothies, they used to be with Fred Waring and the Pennsylvanians . . . and like the Smoothies they're just about tops. Dial them soon . . . they're well worth a listen.

ALONG THE MILKY WAY: Spotted WLW's dapper continuity chief Jim Krautters limping along Vine Street with a dislocated hip and a cane . . . and on that same thoroughfare, Helen Nugent, driving a shiny new coupe . . . Word that Bob Trender is featured on a new Mutual show. Charlie Damer-

on and Ray Shannon write their own gags for their Spic and Span act . . . proving what . . . Dick Theis, following in his father's footsteps at WLW. Jeff Dickerson suddenly quits his post as continuity head at WCPO. John McCormick, WKRC's new general manager, has the kind of office you see in the movies. Smilin' Dan runs Bill Stoess a close second as radio's biggest cigar smoker. Floyd Mack old 'SAI announcer, now with NBC at Radio City. Wormed an introduction out of Bill Seymour, WKRC's newsman, to his bride of a week. She's a beauty and charming.

More star shooting with the astronomer . . . next week. And as usual, more peeps at people. **THEME UP AND OUT.**

### CONEY ISLAND SCHEDULES MANY FAMED ORCHESTRAS

Following Bert Block and his orchestra, Dick Stabile and his orchestra are scheduled for a two weeks' engagement at Coney Island, beginning Friday night, May 28. Stabile, before organizing his own orchestra a year or so ago, was featured with Ben Bernie.

Noble Sissle and his orchestra, an established favorite with Cincinnati audiences, will follow Stabile. Sissle has several new soloists in his famous floor show, as well as a number of old favorites, foremost among them Billy Banks.

Benny Goodman and his orchestra, probably the most famous exponents of "swing" music in the world, will be an attraction early in the season. Other orchestras of equal caliber also have been booked for early appearances, Edward L. Schott, president and general manager stated.

Moonlite Gardens has been completely rebuilt and redecorated.

### DEATH VALLEY DAYS

Skidoo is generally referred to as "the camp that had the hanging." It had other things, too, far more novel than a lynching, but for some reason they seem to have been overlooked.

Skidoo's newspaper, for instance! There's a story! And the Old Ranger is going to tell it over an NBC network and WLW on his "Death Valley Days" program at 7:30 p. m. (E.S.T.), May 28. Boys will be especially interested, he said.



## QUESTIONS AND ANSWERS

By RALPH SIMPSON  
RADIO DIAL'S "RADIO SLEUTH"

WELL, they put one over on the Radio Sleuth last week. Jane Froman was in town, even sang at the Miners Conference at the Netherland Plaza, and although I knew about it in time, when I tried to locate Jane for an interview on the Sleuth program, it just didn't work. It seems that when these celebs want to remain incognito one might as well try to find Santa Claus in July. Its snow use.

In one letter received this week, the subject of Television was the main topic. Not being an authority on this subject, I shall tread softly. However, it is generally understood that this modern method of combining radio and the movies and putting television in the American home, is held back chiefly because there are a good many millions of dollars tied up in radio manufacture that would be almost a total loss if any radical change took place suddenly. Perhaps some of the experimenting now conducted by large radio interests, is to fit this new form of mechanical magic into the category of the modern receiver, thereby welding the hands of radio and television together for a life long friendship. For the present it must remain (as did the 1933 recovery) just around the corner.

A short time ago Jimmie Scribner brought into the story of the Johnson Family, a singing chicken. It was a huge success. Now appears a singing dog on the Lum & Abner show. Perhaps when Amos and Andy take their spring visit to the Zoo, they'll *sneak* a monkey into the picture for a tap dance.

The part of Henry Matthews on "Today's Children" is played by Raymond Johnson. The story is written by Irna Phillips and Gale Page takes the part of Gloria Marsh. The show has just been signed for another fifty-two weeks. I am reminded that Eddie Cantor just signed for another six years—that's a lot of weeks.


Publicity released on the Indianapolis race says that Paul Sullivan is to be at the track along with Joseph

Ries. This should be corrected as Douglas Browning WLW's top of the morning announcer, has been chosen to take turns at the mike with the Educational Director of the Crosley Stations, Joe Ries.

The Mad-Hatterfields is the name

of the most recent, as well as popular WLW program. With this in mind and in compliance with my readers wishes, here are the names of the characters: Bess McCammon, who says she has ceased having birthdays, plays the part of "Mamma." Bill Green, having had plenty of experience does all the arguing under the name of "Rollie." Pauline Hopkins, the peace-maker of the family, known as "Meg" is also the writer of this script, using the name of Carolyn Clarke. "Rita" who is used to having her own way, even with men, is taken by Betty Arnold. The love interest of the story centers around the character of "John Edwards" which is portrayed by Lon Clark, and "Caleb" who is Meg's right-hand helper, has been assigned to Harry (Continued on page 20)

## KAMPF'S HEADQUARTERS FOR GRADUATION GIFTS



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Leading Cincinnati Jewelers  
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**JANE GREY**  
WSAI — Wed. and Fri., 12:15 Noon

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- 25 ft. rubber cord—installed.....\$1.00
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**Community Sweeper Shop**  
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PROGRAMS FOR SATURDAY, MAY 29



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations: WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS. Rows list times and program titles.

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Message of Israel: Guest speaker; organ music. WJZ WCKY KDKA WLS wgar wave wire wham
6:15—Hampton Institute Singers. (NBC) (WSM at 5:30) wfar wgy wtm who wdf wkw

WJZ KDKA WLS wham wgar wave wfla wbp kvoo
8:30—Keyboard Serenade, with Ruth Carhart. WABC only
9:00—Concert Party—English Music Hall Program. Orchestra and artists from Toronto, Canada. WJZ WCKY wgar wave wire wham

—Jerry Blaine's Orchestra. WEAF wave wire wtm wgar
11:30—George Hamilton and his Orchestra. WABC WKRC WJR wbbm whk wfbm kmcb wcau wadc whio wsbt wsva wcco
MIDNIGHT—Roy Eldridge's Orchestra. (CBS) wbbm wcco



# BROADWAYS and BYWAYS

By  
THE RUNAROUNDER.

## LILLIAN ROTH TOPS REVUE AT BEVERLY HILLS

Lillian Roth, beautiful screen, stage and radio singing personality, is now topping Sammy Rose's Revue at Beverly Hills Country Club, south of Newport, Ky., while rhythm for the dancer is provided by Carl "Deacon" Moore, noted song writer, and his entertaining orchestra. Following her success in motion pictures, Miss Roth has starred recently in Earl Carroll's "Vanities" and "Ziegfeld's Follies" and featured on the Paul Whiteman, Rudy Vallee, Shell Chateau, Mulsified and Nestle radio programs. Lillian, brimful of pep, with captivating personality and charm, introduced the popular hit, "Goody Goody," and is singing it at Beverly Hills in a repertoire including "I've Got My Love To Keep Me Warm," "Too Marvelous For Words," "Boo Hoo," a strut version of "Let's Go Slumming," and other favorite numbers.

● SHERMAN & ARNOLD  
Present  
"MATING TIME"  
a Musicomedy with  
ANN SEYMOUR PALL MALL  
A Host  
Of Broadway Entertainers  
and  
GIRLS  
● LOOKOUT HOUSE



(This corner takes pleasure in offering its space to Sargent Marsh, Photographer, who replaces the printed word with actual scenes from the Lookout House's initial Candid Camera Night, held May 25.)

1. Pilot at switch: "Lights, cameras, action!"
2. Carl Freed, WLW'er, proves it's just as easy to play a chicken leg as the harmonica.
3. Swing time for a part of the "Mating Time" revue.
4. "This one's on me, boys."
5. Miners demonstrate that they come "wild and woolly" from the hills of West Virginia.
6. Measures ten gallons from tip to tip.
7. Candiders telling the equivalent of "fish" stories.
8. Play time between shows.
9. What? No women in this one?
10. (Harry Hartman tells one of his extra funny yarns.) LtoR: Harry Hartman, Paul Kennedy and Mary Coiner.

## BEVERLY HILLS ROUTE 27, 2 MILES SOUTH NEWPORT, KY.

World's Newest, Finest Supper Club — Glenn Schmidt, Mgr.

## LILLIAN ROTH, RADIO, SCREEN, STAGE STAR

Carl "Deacon" Moore's Noted Radio Orchestra

Harry Rose, Great M. C.; Roseleane Seville and others.

No cover. Minimum, \$2 a person, \$3 Saturday. Famous "Maurice" Food and Service: Revue, 8:30, 11:30 nitely. Dinner. Dancing.

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- "Be Penny Wise." ●
- ONE CENT ●
- Cocktail Sale Between ●
- 12 and 1 — 3 and 5 p. m. ●
- 1st at Regular Price, 2nd for 1c ●
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## More Big Shows

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### SEALTEST SUNDAY NIGHT PARTY

FEATURING

James Melton as Master of Ceremonies, Jane Pickens, George Shelton, Tom Howard, and Robert Dolan's Orchestra.

### ARMIN VARADY

FEATURING

Ted Weems and His Orchestra

## WSAI

The Crosley Radio Corporation.

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



PROGRAMS FOR SUNDAY, MAY 30



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and their respective programs and times.

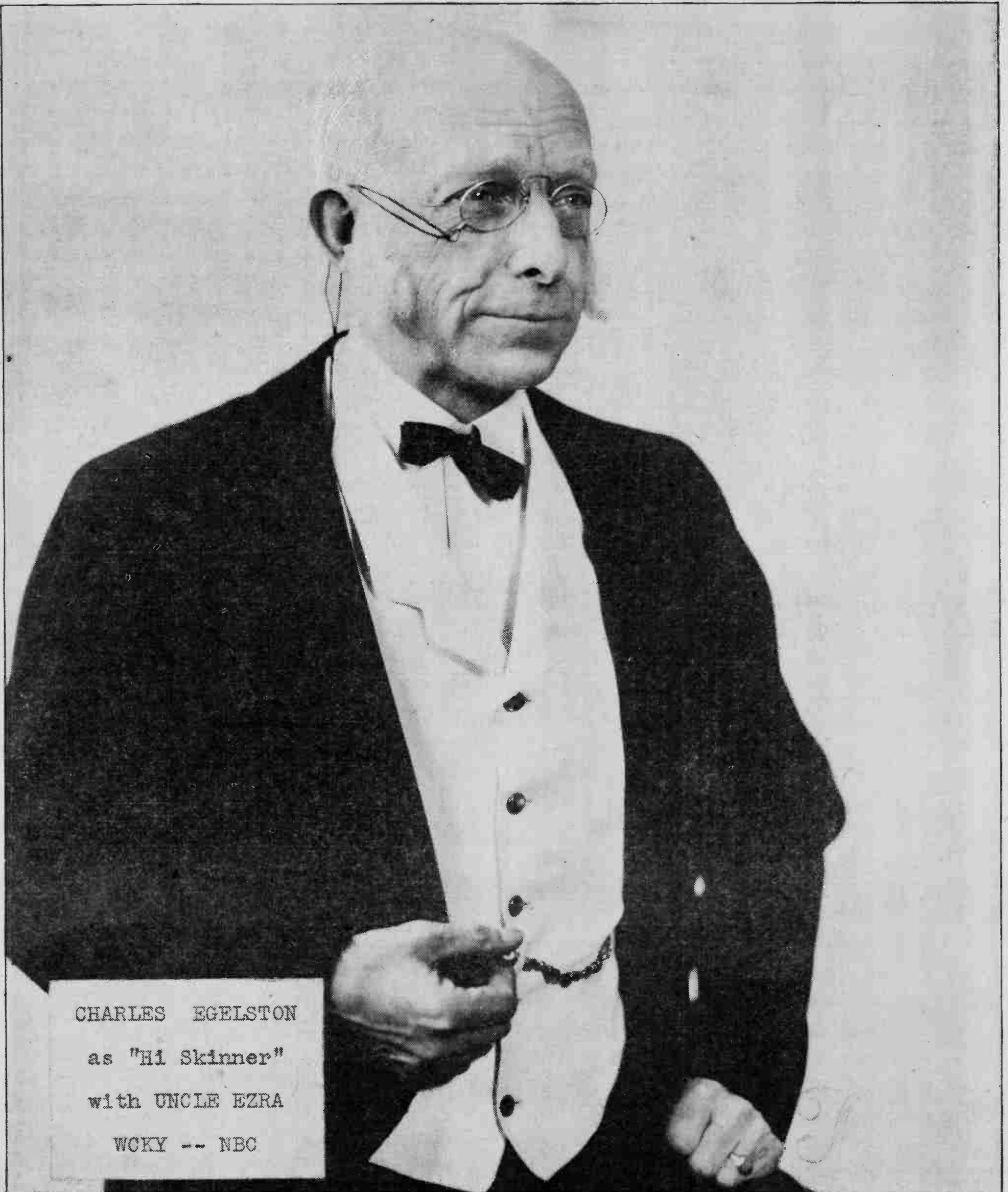
WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

NOON—Memorial Day Program: Salt Lake City Tabernacle Choir. WABC WKRC WHAS WJR wcau wadc who wsbt wsfa wcco
Dorothy Dreslin, soprano. WEA F WSAI kmox whk wbbm whio wfbm wtam wmaq who wdf kyw
12:30—The Voices of the World: Rabbi of Temple of Israel. WABC WKRC wadc kmcb wvva
Our Neighbors—Jerry Belcher interviewing families in their own homes. WJZ WCKY WLS wgr wave wire wham
G. A. R. Memorial Day Service. WEA F wgy kyw wtam wmaq who wdf
12:45—Poetic Strings. WABC WKRC WHAS whk kmcb wadc wvva
1:00—The Magic Key of R. C. A.; Philadelphia Orchestra, direction Frank Black; Milton J. Cross, m. c. WJZ WLW KDKA WLS WSM wgar wfia kvoo wfaa wham wave
To be announced. (WTAM) WEA F wgy kyw wtam wmaq who wdf
St. Louis Serenade. WABC WHAS WKRC wfbm kmcb kmox wadc wbt wsfa wcco

Romance Melodies. WEA F WLW wgy wtam wmaq wdf kyw wvj
Spelling Bee. WABC WKRC whk wfbm kmcb kmox wadc wsbt wbt wcco
3:30—The World Is Yours. WEA F WSM wgy wtam wmaq wdf kyw wvj
Senator Fishface and Professor Figgstottle. Variety show featuring Jerry Sears and his Orchestra; Jean Ellington, blues singer, soprano; Showman Quartet. WJZ WLS WCKY wgar wave wire wham
4:00—Sunday Afternoon Party. WABC WHAS WKRC wbbm wcau kmox whio wvva wbt wsfa wadc wcco whio
To be announced. WJZ WLW KDKA WSM WENR whm wfia wave kvoo wbp wgar
Ry-Crisp Presents Marion Talley, soprano, with Josef Koestner's Orchestra. WEA F WCKY wgy wtam wmaq wdf wire who wvj
4:30—Guy Lombardo and his Orchestra. WABC WHAS WJR whk wfbm kmcb wcau kmox wvva wwl
Roy Shield's Encore Music, featuring Gale Page. WJZ WCKY WENR KDKA wave wgar wham wire
Smiling Ed McConnell, the Singing Philosopher; Palmer Clark's Orchestra and Choral Group; Irma Glen, organist. WEA F WSAI kyw wgy wvj wtam wmaq who wdf kstp
4:45—Eddie House, organist. (CBS) wcco
5:00—Joe Penner, comedian, with Jimmie Grier's Orchestra; Gene Austin, radio and screen artist, and Coco and Malt, harmony team. WABC WKRC WHAS WJR wbbm wcau wadc wsbw wwt wwl wcco
Echoes of New York Town: Dramatization of New York City's history; Rosemarie Brancato, soprano; Joseph Bonime's Concert Orchestra; Melodeers Quartet; Helen Claire, dramatic actress; Henry Hudson, Jr., m. c. WJZ only
Nano Rodrigo and his Orchestra. (NBC) WCKY wgar wave wire wham
Catholic Hour: Rev. R. A. McGowan, Dominican House. WEA F WSAI WSM wgy wtam wmaq wvj who wdf kyw
5:30—A Tale of Today, sketch, with Joan Blaine. WEA F wgy wtam wmaq kyw
Rubinoff, Jan Pearce and Virginia Rae and Orchestra. WABC WKRC WHAS WJR wbbm whk wfbm kmcb wcau kmox wadc whio wsbt wvva wbt wsfa wwl wcco
Golden Gate Park Band Concert. (NBC) WCKY wgar wave wire wham
6:00—Columbia Workshop, dramatization. WABC wfbm wsbt wadc whio wbt
Helen Traubel, soprano. WJZ WCKY KDKA WLS wgar wave wire wham
"Courteous Colonels." Ralph Rose, Jr. and his Orchestra. (CBS) wcco kmox wbbm
Jello Program: Jack Benny and Mary Livingston, Kenny Baker, Phil Harris' Orchestra; Andy Devine, comedian. WEA F WSM WLW kyw wgy wtam wmaq wvj who wdf wfia kstp wave kvoo wfaa
6:30—Phil Baker: Oscar Bradley's Orchestra. WABC WKRC WHAS WJR whk wfbm wcau wadc whio wsbt wvva wbt wsfa wwl wcco
"Believe It or Not!" Robert L. Ripley, Ozzie Nelson and his Orchestra. WJZ KDKA WLS WSM WCKY wham wgar wave kvoo wbp wfia
"Twilight Musicale" from Chicago. (CBS) wbbm wcco
Fireside Recitals, featuring Helen Marshall, soprano; Siquard Nilssen, basso; Frank St. Legar, pianist-composer. WEA F WSAI wmaq wgy kyw wdf wtam wvj who wire
6:45—The Fitch Jingle Program. WEA F kyw wgy wtam wvj wmaq who wdf
7:00—Dorothy Lamour, Werner Janssen, Don Ameche and Edgar Bergen. W. C. Fields, WEA F WLW WSM wtam wire wvj wdf kstp kvoo wfaa wgy kyw wave wmaq wfia who
General Motors "Prom" Concerts: Maria Jeritza and Lanny Ross. WJZ WCKY KDKA WLS wham wgar
"1937 Edition of Twin Stars," featuring Victor Moore and Helen Broderick, music and comedy. WABC WKRC WHAS WJR wbbm wfbm whk wcau kmcb kmox wadc whio wsbt wvva wbt wsfa wwl wcco
7:30—Eddie Cantor, with Bobby Breen, Deanna Durbin, Jimmy Wallington and Jacques Renard's Orchestra. WABC WKRC WJR WHAS wgy wvj wmaq who wdf wtam kstp wave wfia wire wfia
(Continued on page 20)





CHARLES EGELSTON  
as "Hi Skinner"  
with UNCLE EZRA  
WCKY -- NBC

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

PROGRAMS FOR MONDAY, MAY 31

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

6:00-The Pepsodent Program: Amos 'n' Andy. WEAF who wgy kyw
7:30-The Voice of Firestone: Margaret Speaks, soprano; mixed chorus; symphonic orchestra; Alfred Wallenstein, conductor. WEAF WLW WSM wgy wire wtm wmaq wdf wj who kstp wfaa kvoo wfa wva



# MIRIAM HOPKINS "Citizen of the World"

## JOEL McCREA "Just a Normal Young Man"

**M**IRIAM HOPKINS can truly boast that she is a citizen of the world, for she owns houses in three great metropolitan cities, New York, London and Los Angeles. Wherever she is working, she is equally at home in her own comfortable, well-run abode.

Miriam is a native daughter of Savannah, Georgia, and was educated in that city and at Goddard Seminary in Barre, Vermont. It was her early ambition to become a writer and a painter, but through chance she turned her feet to dancing. In New York she appeared in a number of musical shows, then, on the eve of her greatest triumph, a tour of South America, she fell and broke her ankle.

Vaudeville filled the gap. And it was while she was appearing in the five-a-day that drama scouts caught up with her. Frightened somewhat, she accepted her first dramatic venture, "Little Jesse James," and it ran for a year! She was firmly established on the legitimate stage. Her name was soon in electric lights and talent scouts discovered her all over again, this time for the movies. At first hesitant, Miriam finally agreed to sign on the dotted line for Paramount, because she felt her destiny lay in Hollywood. She had guessed right, for she soon relinquished the stage entirely for a permanent career on the screen.

Miriam is brilliantly blonde, even to her eyebrows. She has a head of unruly thistledown hair, her eyes are intensely blue, flashing black when she is angry. She is five feet three inches tall and weighs 103.

The stars of "Woman Chases Man" will surprise audiences with their easy adaptability to the comedy medium. Particularly Miriam. She is well known now, of course, as a dramatic actress, but that is one of the qualities which also makes her a superb comedienne. For a long time she has been praised for her acute sensitivity to timing. She has often been more painstaking in this respect than some of her able directors. And that acuteness is the basis of her success as one of the screen's most effective comediennes. Her fans will receive a great surprise. In the role of a lady architect, Miriam adds another profession—and an unusual one—to the long list of occupations she has engaged in before the watchful eye of the camera.

She is now taking it easy after completing this latest picture. She is enjoying the California sunshine and playing in her garden with five-year-old Michael, her adopted son. One food, incidentally, has been banished from her diet. The resolution resulted after she had spent a whole morning eating noodles for a scene in "Woman Chases Man." When the call for lunch came it met with a complete lack of response from Miriam. The scene had called for Miriam to eat a thermos



bottle full of noodle soup which she was supposed to have discovered after being without food for 48 hours. She was supposed to eat ravenously—and she did.

The first few "takes" weren't so bad. Miriam managed to eat as the script required. But from then on it was a different matter. So noodle soup has been banished from her menu for some time to come.

Joel McCrea has sympathized with her. This young man, who made Hollywood history when he stepped out of the cast of "Hurricane" announcing that he didn't believe he could portray a native brownskin, will be seen in this latest picture as a youthful skinflint.

Call Joel McCrea in real life an average young man, if you like—you won't hurt his feelings. Or perhaps normal is a better word. For Joel is intensely proud of being just that—normal, wholesome, sane. Hollywood and the "big money" have spoiled him not one whit. He still helps his wife into her coat, plays with his two children, enjoys home cooking, and insists upon wearing a

necktie and a hat. And the hat still fits!

Family and home are the big things in life, he declares. Home is a 1,000-acre cattle ranch far out in the San Fernando Valley, where he dons overalls and sombrero and rides the range with his cowboys. Family is Frances Dee, Joel's lovely wife, and their two happy, healthy little boys.

Born in South Pasadena, the clean-cut young star was early fired with the ambition to become a second William S. Hart. He attended Hollywood High School, then went to Pomona College, where he studied public speaking, elocution and the drama. Sam Wood, the noted screen director, discovered him in a college dramatic show, and started him on the road to stardom.

At first it was all work and no play. Two years of intensive training, tiny "bit" and stock parts, and then he was ready for a featured role. The picture was "The Jazz Age." More pictures followed. With experience he gained ease in front of the camera. In "The Richest Girl in the World," opposite Miriam Hopkins, he really

clicked for the first time. His next picture, "Private Worlds," with Claudette Colbert, catapulted him to stardom—although Joel himself objects to the term.

He is six feet three inches tall and weighs 190 pounds. Captain of the Santa Monica Beach Club volley ball team, he is interested in all phases of sport. Swimming, tennis, and especially riding fill every moment of his spare time.

"I never want to be a star," says the Normal Young Man, "because stars rise and they also fall. I'd much rather keep my feet firmly on the ground."

With the idea of keeping his feet on the ground, Joel signed a long-term contract with Samuel Goldwyn. He wasn't to be starred, he stipulated. "Barbary Coast" was the first of four pictures in which he was teamed with Miriam Hopkins. Together they appeared under Goldwyn's aegis in "Splendor," "These Three," and now in "Woman Chases Man." All are United Artist releases. The last, which comes to the RKO Palace Theater, Friday, May 28, is a happy departure

from the earlier three. A riotous, rollicking comedy, Joel says he has never had so much fun making a picture before.

## CONTROVERSY REGARDING "SUGAR BLUES" CONTINUES

When Al Bland, pilot of Dow's Dawn Patrol, broadcast each morning over WKRC at 7:30 a. m. (E.S.T.), jokingly mentioned that he thought he would break the record of "Sugar Blues," he didn't know how loyal to that particular number his listeners were.

Countless letters have been received asking that the record be kept in the musical files for future use. The following letter is typical of those received by the well-liked pilot of the morning program: "So there are forty people in Cincinnati against 'Sugar Blues' . . . well, here's a list of eighty some odd that vote vehemently for it . . . but as school (Cincinnati College of Embalming) starts at eight, it must be played between 7:30 and 7:45. We believe it gives us pep enough to sit through four hours of lecture and four hours of laboratory. All hail 'Sugar Blues' and thanks to you for a refreshing program." Signed, The Fourth Class of Cincinnati College of Embalming.

## "LOS AMIGOS" PROGRAM MOVES TO THURSDAYS

"Los Amigos," the WLW program dedicated to the Latin American countries, will be aired over the Nation's Station and the WLW Line from 10:30 to 11:00 p. m. (E.S.T.), Thursdays, beginning May 27. The program formerly was heard at 11:30 p. m., Wednesdays.

With the new time Virginio Marucci, whose South Americans Orchestra provides the music, announced that Carl Freed and his Harmonica Lads will be featured on the programs of June 3 and 10. Freed and his unique band were heard as guests on the "Los Amigos" program, May 19. The response from listeners was so great that Marucci invited the harmonica maestro to appear in June.

On the program of June 3, the Harmonica Lads will play their own special arrangements of "Adios Muchache" and "Mama Inez," rhumbas.

Phil Baker has been renewed by his current sponsor for two years to become effective when the comic returns to the air in October.

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

PROGRAMS FOR TUESDAY, JUNE 1

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn MacCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wcau wadc wvva wbt

—Husbands and Wives: Sedley Brown and Allie Lowe Miles. WJZ WCKY KDKA WLS wham wgar kvoo
7:30—Al Jolson Show, with Martha Raye, Parkyakarkus and Victor Young's Orchestra. WABC WKRC WJR wbbm wfbm whk kmcb wcau kmox wadc whio wbt wvl wcco



## Francia White—She's Never Heard of Mike Fright

By DICK TEMPLETON

FRANCIA WHITE, whose lyric soprano voice is a welcome feature of the Fred Astaire NBC programs, has brought to radio a wealth of operatic, concert and vaudeville experience.

Despite her youthfulness, the pretty, dark-haired singer has a background which many a seasoned entertainer might well envy.

She has been singing on the stage since the age of sixteen, has starred in such outstanding productions as Max Reinhardt's musical spectacle, "Midsummer Night's Dream," and has served as guest artist with the Los Angeles and San Francisco Civic Opera companies.

As a short-skirted, pig-tailed girl of 13, she faced the microphone for the first time—broadcasting over station KHJ in Los Angeles. She progressed from local stations to networks—with intermissions for operatic and theatrical work—and was featured on several coast-to-coast programs, including the Open House series with Nelson Eddy, before joining the Astaire show.

Miss White, who is tall, slender, and reserved of manner, occupies a prominent position in West Coast musical circles. Considered one of the finest artists in her field, she possesses a thorough knowledge and understanding of operatic and classical music.

As a child, she began her music studies under the direction of her mother, Phoebe Ara White, a noted vocal teacher, who recognized the potentialities of her voice when Francia was just starting to hum nursery tunes.

She was born in Greenville, Texas, the birthplace of John Boles, who was her childhood playmate and today remains one of her best friends. The family moved to Covina, California, about the time Francia was ready to enter school. She considers the latter her home town.

At Covina High School and later at Occidental College, the girl distinguished herself by her acting ability and her unusual voice. She played the leading role in all the school plays. She also made her radio debut on KHJ, singing small parts, and while still a student was heard on KNX as a staff artist.

Francia interrupted her college education to take a whirl at vaudeville for two seasons. Returning to California, she starred in a stage presentation at Grauman's Chinese Theatre in Hollywood. Then followed her grand opera appearance at the Hollywood Bowl and stardom in the celebrated Max Reinhardt production.

About this time, there occurred one of those freak circumstances which are not at all uncommon in the radio and movie businesses.

In her own way, she'd done well. She had an enviable record. But she wasn't yet the nationally known star which she is today. It was only when she "dubbed in" as an anonymous

screen voice that her big radio opportunity came!

Francia sang the role of Jenny Lind, which Virginia Bruce played in the picture, "The Mighty Barnum." The advertising manager of Colgate chanced to see the picture. Impressed by the voice, he hastened to find out the identity of the singer.

The result was that she was signed for a coast-to-coast show, sponsored by that company, and then for 30 weeks with Palmolive. In these broadcasts, she blossomed out as one of the outstanding sopranos in radio.

Her return to Hollywood was marked by several guest appearances with the Los Angeles and San Francisco opera companies. The series with Eddy followed, and then she signed her present contract with the Packard show which is heard over an NBC-Red network, including WCKY and WSM, Tuesdays, at 8:30 p. m. (E.S.T.). She is featured along with Conrad Thibault, Charles Butterworth and Johnny Green's orchestra, assisting the famous Fred Astaire.

Miss White's idol in the music world is the late Madame Schumann-Heink. A meeting with the grand old singer, arranged by Francia's er, still lingers in her memory as the most thrilling experience of her career. Madame Schumann-Heink told her that the secret of success was "work, work, work." And Francia swears she was right.

She's invariably cool and collected at the microphone. The term "mike-fright" is beyond the range of her own experience. Gifted with a remarkable memory, Francia has an extensive repertoire of songs and memorizes all the numbers she sings. In fact, she dislikes having music placed before her at a broadcast.

Because she is very appreciative and conscientious, she answers all her fan mail personally. Her correspondents range from erudite music critics to school-girls who want to know how to get into radio. Gifts from fans are varied, but the one she cherishes most of all is a Mickey Mouse doll!

As with most radio stars, the soprano finds that her vocal lessons, rehearsals and broadcasts take up most of her time to the exclusion of social interests. However, she does find time to enjoy her favorite sports—swimming, baseball and riding. She's the proud possessor of several medals won by swimming in open competition.

Probably her most admirable trait, in addition to diligence, is Miss White's courage. She subscribes to the old theatrical motto, "The show must go on." Recently, she was threatened with lockjaw because of an infected tooth. But she insisted upon singing anyway.

While other members of the cast watched admiringly, Miss White went through her number. She could

scarcely open her mouth, she had a doctor in attendance—and she sang so well that radio listeners never knew the pain it cost her.

When the broadcast was over, the plucky prima donna collapsed.

## GOLDEN GLOVES TOURNAMENT TO BE AIRED ON NBC

A treat for fight fans will be offered on WCKY Friday night, May 28, when the International Golden Gloves tournament will be aired from Chicago.

The broadcast, from 10:05 to 11:30 p. m. (E.S.T.), will present Charles Lyon and Lynn Brandt, NBC announcers, in a description of bouts between some of Europe's greatest amateur boxers and Chicago's best battlers.

The foreign team, including three Germans, three Italians, two Poles and one Swede, was selected as the best of the boys of 16 countries who fought in the European tournament.

## Farley To Speak

James A. Farley, postmaster general of the United States, will be the speaker over WCKY and NBC from 3:15 to 4:00 p. m. (E.S.T.), Saturday, May 29. The occasion will be the dedication of the Carry Tingley Hospital in Hot Springs, New Mexico.

Mr. Farley will be introduced by Governor Clyde Tingley of New Mexico.

## "THERE WAS A WOMAN" IS NEW FEATURE ON NBC

A new half hour weekly dramatic program entitled "There Was a Woman," will be a Saturday night feature on WCKY through the summer months. The broadcast, from the NBC Chicago studios, is heard at 7:00 p. m. (E.S.T.), effective this week.

The programs are based on the lives of wives, mothers and sweethearts of famous men, telling how the careers of these notables were influenced by women. The scripts are authored by John M. Young, in collaboration with Bessie Boynton who directs the research work necessary to make the dramas authentic.

TUNE IN EVERY

**TUESDAY WSAI**

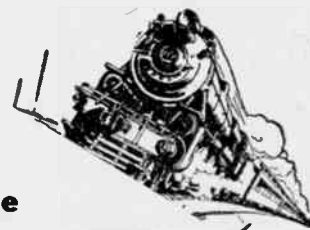
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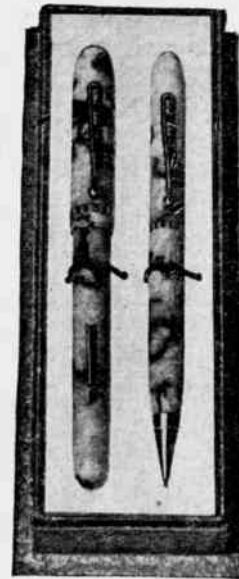
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Name .....

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

PROGRAMS FOR WEDNESDAY, JUNE 2

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and time slots (6:30, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45, 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45).

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor; Franklin Mac Cormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC wadc wvva wbt whk wcau
—'Cameos.' (CBS) kmcb
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY KDKA WLS wgar wham wire
—Pepsodent Program: Amos 'n' Andy. WEAFF wgy wjw kyy who
6:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Nora Cunneen and others. WEAFF WCKY wgy wmaq wtm wire wdfw kyy who wbp kstp
—The Pond's Program: Mrs. Franklin D. Roosevelt. WJZ WLW KDKA WLS wgar wave wire wham wspd
—"Ma and Pa," dramatic sketch, with Parker Fannelly and Margaret Dee. WABC whk wcau wadc wvva wbt
—Edna Sellers, organist. (CBS) wcco
6:30—Time for Buddy Clark. WABC WKRC whk whio wfbm kmcb wadc wafa
—Horlick's Lum and Abner, comedy sketch. WJZ WLW WLS wgar
—Day Line Movie Pilot. WEAFF only
—Meet the Orchestra. (NBC) wgy wtm wmaq who wdfw kyy
6:45—Boake Carter. WABC WKRC WHAS WJR wbbm whk kmcb wcau kmox wcco wbt
—Mario Cozzi, baritone; Christine Johnson, soprano, and orchestra. WJZ wgar wave wire wham
—Sisters of the Skillet. WJZ only
—Vic and Sade. WEAFF wmaq only
7:00—One Man's Family, dramatic sketch. WEAFF WLW WSM wdfw wgy wjw wtm who wmaq wfla wave kvoo wbpw
—The Cavalcade of America: Drama with Don Vorhees and his Concert Orchestra. WABC WKRC WHAS WJR wbbm wfbm whk kmcb wcau kmox wbt wwl wcco
7:30—Laugh with Ken Murray, comedian; "Oswald," Shirley Ross, vocalist; Marilyn Stuart; Lud Gluskin's Orchestra. WABC WKRC WHAS WJR wbbm wfbm whk kmcb wcau kmox wadc whio wbt wwl wcco
—Lady Esther Serenade: Wayne King and his Orchestra. WEAFF WSAI WSM wtm wmaq wgy wjw wire kyy kvoo wbpw kstp who wdfw
—Helen Menken in "Her Second Husband," dramatic revivals of former stage successes. WJZ WCKY KDKA WLS wgar wham
8:00—Chesterfield Presents Lily Pons with Andre Kostelanetz's Orchestra and Chorus; David Ross, announcer. WABC WKRC WHAS WJR wbbm wfbm whk kmcb wcau kmox who wadc wbt wafa wwl wcco wsbw
—Town Hall Tonight: Fred Allen, comedian; Portland Hoffa; Peter Van Steeden's Orchestra and guests. WEAFF WLW WSM kyy wgy wtm wjw wmaq who wdfw wfaa kstp wave wfla kvoo
—NBC String Symphony, Frank Black conducting. WJZ WCKY KDKA wgar
8:30—Palmolive Beauty Theatre, starring Jes-



PROGRAMS FOR THURSDAY, JUNE 3

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

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn Mac Cormack, poetic reader. Carlton Kelsey's Orchestra. WABC WKRC wadc wwa wbt whk wcau

baritone. WJZ WCKY WLS wgar wave wire wham
7:30—Boston Pop Concerts, Arthur Fiedler, conducting. WJZ KDKA WCKY wgar wave wire wham

—Ted Lewis' Orchestra. WJZ WCKY wgar wave wire wham
11:30—Phil Ohman's Orchestra. WJZ WCKY wgar wave wham

The ranks of WCKY bachelors continue to thin. The latest defection from their line is Harvey Glatstein, WCKY plant engineer, who became a benedict on May 21. Glatstein's bride was Miss Lillian Gutman of Erlanger, Ky. They received a silver service from members of the WCKY staff as a wedding gift.

(1260 kc N Denotes NBC)

WHIO-DAYTON, OHIO

May 28 to June 3 Inclusive

Sunday Network Programs (Continued)

Table with columns for days of the week (Friday, Saturday, Sunday, Monday, Tuesday, Wednesday, Thursday) and time slots (7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45, 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45). Each cell contains program titles and station call letters.

8:00-Manhattan Merry-Go-Round, Bert Lehr, comedian; Pierre Le Kreun, tenor; Rachel Carlay, blues singer; Abe Lyman's Orchestra; Men About Town Trio. WEA... WSAI WSM wgy wtm wj wmaq who wdf wfa wwa -Ford Sunday Evening Hour: Direction Eugene Ormandy. Bidu Sayao, soprano, guest. WABC WKRC WJR WHAS wbbm wfbm whk kmcb wcau kmox wadc wsbt wwva wbt wsa wwl wcco -Woodbury's Rippling Rhythm Revue, starring Shep Fields and his Orchestra; Frank Parker, tenor; Judy Canova, Annie and Zeke. WJZ WLW KDKA WENR wgar wham 8:30-The Jurgens Program, with Walter Winchell. WJZ WLW KDKA WLS wgar wham -American Album of Familiar Music, with Frank Munn, tenor; Jean Dickenson, soprano; The Haechen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEA... WSAI WSM kyw wgy wtm wj who wfa wdf wmaq wfaa wira wwa 8:45-Choir Symphonette, vocal ensemble. WJZ WCKY KDKA WLS wgar wwa wira wham 9:00-Sealtest Sunday Night Party: James Melton, m. c. WEA... WSAI WSM wgy wtm wj wmaq who wdf wfa wwa -Original Gillett Community Sing: Milton Berle, comedian; Jolly Gillette (the sponsor's daughter); Billy Jones and Ernie Hare, interviews and songs, and Wendell Hall, ing leader; Bert Gordon; Andy Sanello's Orchestra (from Hollywood). WABC WKRC WHAS WJR, kmcb wcau wfbm whk kmox whio wadc wsbt wbt wwl wsa wcco -Eclipse of Sun Program. WJZ WCKY WLS wham wgar wwa wbaq kyoo 9:15-California Concert, featuring Sara Kreindler, violinist; Russian soprano, Armand Girard. WJZ WCKY WLS wgar wwa wira wham wmaq wfa 9:30-H. V. Kaltenborn, WABC WHAS WKRC whk wfbm kmcb kmox wadc whio wsbt wbt wsa wbbm 9:45-Maureen O'Connor. WABC WKRC WHAS wbbm whk wfbm kmcb wcau kmox wadc whio wsbt wbt wsa wwl wcco 10:00-Judy and the Bunch. Vocal Quartet. WJZ WCKY wgar wwa wira wham -Harvey Hays: Poetry Reading. WEA... wgy wfm wmaq kyw -Press-Radio News. WJZ WLS wfbm wbbm whio wadc wspd wsbt whk 10:15-King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS wgar wira wham -The Jurgens Program, with Walter Winchell. (NBC) WSM wwa wba 10:30-Jimmy Joy, from Hotel Stevens. WJZ wgar wwa wira wham -Press-Radio News. WEA... wgy wfm wmaq kyw -Gus Arnheim and his Orchestra. WABC WHAS WJR WKRC wbbm kmcb whk wfbm wcau kmox wadc whio wsbt wbt wsa wcco -Woodbury's Rippling Rhythm Revue, starring Shep Fields' Orchestra. (NBC) WSM wwa wba 10:35-El Chico, Spanish revue. WEA... wgy wtm wmaq who wdf kyw 11:00-Ted Lewis' Chez Paree Orchestra. WJZ WCKY KDKA WSM wgar wham wwa wira whk 11:15-Red Nichols and his Orchestra. WABC WKRC WHAS wbbm whk wfbm kmcb wcau wadc whio wsa wcco -Henry Busse's Chez Paree Orchestra. WJZ WLS KDKA wwa wira wham wgar 11:30-Joe Reichman and his Orchestra WABC WKRC WJR wbbm wfbm wcau wbt whk kmcb wadc whio wsa wcco

Questions and Answers

(Continued from page 9) Cansdale. You can hear this program at 10:15 (E.S.T.), right after Amos & Andy, but only Tuesday, Wednesday and Thursday evenings of each week, over WLW.

In answering a question on the air last week, I failed to state when the program could be heard. I said that the Morin Sisters were featured on The Fitch program. To this may I add, the program is on the air Sunday evenings, 6:45 to 7:00 (E.S.T.). This bit of neglect on my part caused me to be railed no end, and not the kind where they ride you out of town either, though I might deserve it some day. In the meantime, with spring here and everything, if you decide it is to much trouble to shoo the flies why not let them run around in their bare feet? This is the Radio Sleuth signing off with "SS."

Gladys Swarthout, Armand Tokatyan To Be Soloists On General Motors Concert, NBC

Gladys Swarthout, mezzo-soprano, and Armand Tokatyan, tenor, both of the Metropolitan Opera will be the soloists of the General Motors Promenade Concerts program on Sunday, May 30, over the NBC-Blue network, including WCKY, KDKA and WLS, between 7:00 and 8:00 p.m. (E.S.T.).

- The complete program follows: 1. "Rakoczy March" Berlioz General Motors Symphony Orchestra 2. (a) "Connais-tu le pays," from "Mignon" Thomas Gladys Swarthout (b) "Morning Hymn" Haenschel Gladys Swarthout and Male Chorus 3. "Prelude in G minor" Rachmaninoff General Motors Symphony Orchestra 4. "Hymn to the Sun" Rimsky-Korsakoff Violin Obligato and General Motors Symphony Orchestra Joseph Corigliano, Violinist

- 5. Concert Presentation of Jerome Kern "The Song is You," from "Music in the Air" Gladys Swarthout "I've Told Every Little Star," from "Music in the Air" Armand Tokatyan "Smoke Gets in Your Eyes," from "Roberta" Gladys Swarthout, Armand Tokatyan, General Motors Symphony Orchestra and Male Chorus 6. "La plus que lente" Debussy General Motors Symphony Orchestra 7. (a) "Rachel! quand du Seigneur," from "La Juive" Halevy Armand Tokatyan (b) "Ai nostri monti," from Il Trovatore Verdi Gladys Swarthout, Armand Tokatyan, and General Motors Symphony Orchestra 8. "Roumanian Rhapsody" Enesco General Motors Symphony Orchestra

Pauline Hopkins, recent addition to the WLW dramatic staff, entertains other actors by reading their palms.



"All right, Ma. Where do you want this kindling?"



# A GAME OF MARBLES



fix. Then, along came Ruth, who remembered Tom had lost her tennis ball, and she demanded two-thirds of the marbles as payment for the ball. In vain, Tom protested that the marbles did not belong to him, but the resolute young lady took them anyhow.

When Tom explained the situation to Mable, she counted out two-thirds of the number of marbles originally in the bag and gave the remainder to Tom. How many marbles did Tom receive?

**MABLE MARKER** inherited a bag of marbles from her older brother, who had put such childish things aside. Not being much of a marble-shooter, herself, Mable entrusted her legacy to Tom Fulerie, a crack-shot marble-player. The agreement was that they should share equally in the number of marbles Tom won. As for losing, well, that possibility never entered neither Mable's nor Tom's head. In the first game Tom did handsomely, doubling the number of marbles in the bag. Then he picked up a dozen more agates in a marble duel with Jim Nas-

## Fun With Figures

**TWO** numbers which are composed of the same five digits whose total is 25, afford the puzzlist some fascinating fun with figures.

The sum of these two numbers is 111,110 and their difference is 82,952. In the smaller number each succeeding digit is one greater than its predecessor, but in the larger number the digits are in the reverse order.

With the aid of these clues see how quickly you can find the two numbers.

# Word Change

**ROSA REED** is such an omnivorous reader that her mother says it is a wonder her daughter has not turned into a book. Mrs. Reed's remark suggests a "word-change" puzzle.

The puzzle is solved by changing the word **READ** into the word **BOOK**, in four changes. Substitute a new letter each time and rearrange the letters to spell a word at each step.



## An Age Problem

**TOM** wrote down his age, doubled it and then subtracted six, multiplied the last result by one and one-half and from the result subtracted a number that was four years greater than his age. The final result was a number representing Tom's age. How old is he?

## Solutions of Last Week's Puzzles

**Word Stairstep:** The words in the vertical rows are: Top—1. I. 2. Lo. 3. Ale. 4. Seta. Bottom—1. Strap. 2. Here. 3. Sot. 4. Me. 5. R. The words in the horizontal rows of the large square are: 1. Silas. 2. Thole. 3. Reset. 4. Aroma. 5. Peter.

**Riddles:** He musters (mustard) his army; peppers the enemy with bullets, and captures by assault (salt). 2. Do dough). 3. Paper. 4. Both are mines. 5. Baldwins. 6. Receding gums. 7. Chili. 8. So that they will be sure to sleep tight.

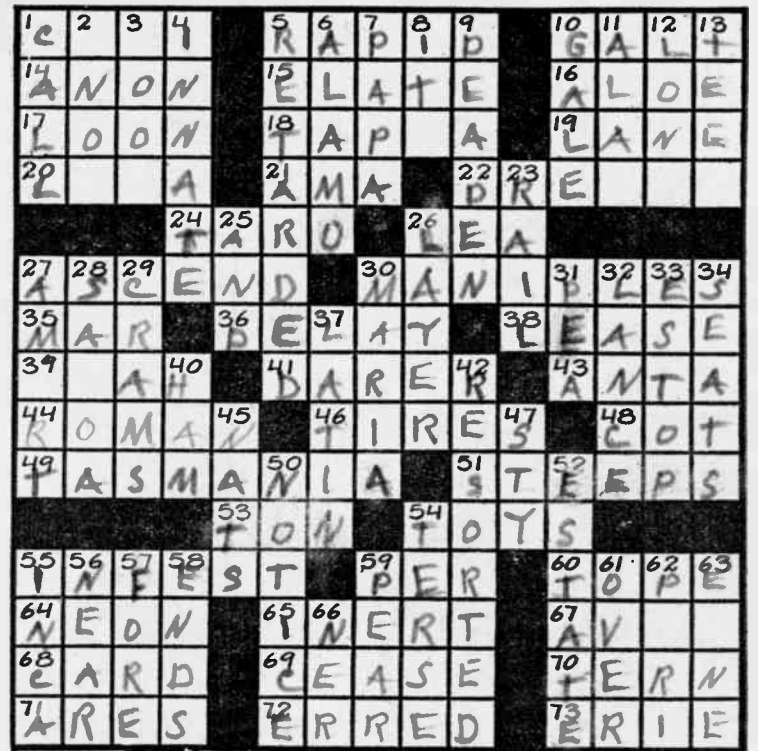
**Mysterious Mathematics:** Get ten tooth-picks, remove seven of them and arrange the remaining three to form the Arabic figure 4, and then the Roman numeral 4.

**Light Bulbs:** Reading from left to right the 16 numbers are arranged as follows: First row—4, 8, 16. Second row—10, 3, 5 and 12 under the 16. Third row—15 under the 5, 6, 7 and 1 between the 6 and 7. Fourth row—3, 14, 11, 9. Fifth row—2 under 11.



Last Week's Cross-Word Puzzle

# Cross-Word Puzzle



- 60—Species of small shark.
- 64—Gaseous element.
- 65—Inolent.
- 67—Class of vertebrates.
- 68—Implement for combing cotton.
- 69—Desist.
- 70—Bird.
- 71—What Greek god was identified by the Romans with Mars?
- 72—Made a mistake.
- 73—What is the fourth in size of the Great Lakes?

### VERTICAL

- 1—A summons.
- 2—Ox of Celebes.
- 3—Judicial sentence.
- 4—Inborn.
- 5—Hindered.
- 6—What Franciscan mission in Texas was the scene of a massacre in 1836?
- 7—Father.
- 8—What Japanese statesman negotiated the Anglo-Japanese Alliance in 1905?
- 9—Blunt.
- 10—A wind-storm less violent than a hurricane.
- 11—Dry.
- 12—Who became Archbishop of Canterbury in 1928: Cosmo —?
- 13—To get complete advantage of.
- 23—Use insolent language.
- 25—Conjunction.
- 26—Stratum.
- 27—Lifeless.
- 28—What is another name for Navigator's Islands?
- 29—Stuffs.
- 30—During the rule of what empress was the Seven Years' War fought — Theresa?
- 31—Seed of a well-known vine.
- 32—Weapon.
- 33—Bar.
- 34—Ughers to one's place.
- 37—From what language is Roumanian derived?
- 40—Butt.
- 42—Had recourse.
- 45—Anglo-Saxon native-bred ponies.
- 47—Swelling of the eyelid.
- 50—Cognizance.
- 52—Person's property.
- 54—Elegantly concise.
- 55—What South American Indian tribe was supreme at the advent of the Spaniards?
- 56—Close by.
- 57—Golfer's cry of warning.
- 58—Terminals.
- 59—Fruit.
- 61—Above.
- 62—Persian fairy.
- 63—Hireling.
- 66—Who was the father of Kish and grandfather of Saul (I Chronicles VIII:33)?

### HORIZONTAL

- 1—Turkish magistrate.
- 5—Having great speed.
- 10—Town in the Province of Ontario Canada.
- 14—Presently.
- 15—Exalt the spirit of.
- 16—The sandarac-tree.
- 17—To what bird is a demented person likened?
- 18—Phalanger of Tasmania.
- 19—Course in which anything proceeds.
- 20—Monk of Tibet.
- 21—Wine vessel.
- 22—Oats and barley sown together.
- 24—Tropical plant.
- 26—Grassland.
- 27—Mount.
- 30—Ecclesiastical scarves.
- 35—Blemish.
- 36—Postpone.
- 38—Let.
- 39—The Mohammedan system of reckoning dates from 622 is due to what caliph?
- 41—Venturer.
- 43—Pilaster.
- 44—What was the fourth and last great empire of antiquity?
- 46—Fatigues.
- 48—Folding bed.
- 49—What island of Australia was a British penal colony until 1825?
- 51—Soaks.
- 53—Weight.
- 54—Playthings.
- 55—Visit persistently.
- 59—Through.

## A PRIZE PUZZLE

**TWO** mothers and two daughters all made a tie score in a prize contest which amounted to thirty-nine dollars. This money was equally divided among the winning contestants, each one receiving a total of thirteen dollars as her share of the award. How was it possible for each to receive one-third?

# The Charade of the Candy

**PAMELA** was very busy all yesterday afternoon making candy which she planned to serve the guests at her dinner party last evening. Her candy proved to be perfect, a fact which was the cause of quite a predicament for her.

Since nothing is more complimentary to a cook than to have a person relish her culinary creations, Pamela should have felt highly flattered when her little brother, Donald, ate up all her candy. However, she was not and expressed her very great displeasure in this poetic charade: "When I with utmost skill and care,

A \*\*\* of chocolate fudge prepare,  
That we at dinner-time may eat.  
It is for all to be a treat.  
I did not all that candy make,  
For selfish boys like you to take.  
Don't \*\*\* to claim that you don't know  
What made that candy dwindle so.

The chocolate on your face betrays  
Your \*\*\*\*\* plundering forays."  
The asterisks stand for the letters of missing words. The first two of the missing words unite to form the last missing word.



# 'When Do We Eat' Is Rallying Cry At School Parties

**Committees to Cook, Cater and Clean Up Are Essential in Staging Student Shindigs—and Here Are the Menus and Recipes Best Suited for These Events**

By DOROTHY B. MARSH  
and KATHERINE NORRIS

## HOW TO FIX "EATS" FOR STUDENT REVEL

### Brown Chicken Fricasee with Rice

4 4½-lb. chickens (1 lb.)  
2 c. flour 2 8-oz. cans mush-rooms (3 c. drained)  
4 tsp. salt  
½ tsp. pepper  
1 c. fat or oil 3 qt. chicken broth  
1 qt. minced onion

Cut each chicken breast into 4 pieces and each leg into 2 pieces, making 12 pieces from each chicken. Chop and reserve livers. Cook gizzards, necks and wing tips in cold water to cover to make 3 qt. broth. Meanwhile mix flour, salt and pepper, and roll chicken in it. Brown chicken a few pieces at a time in the fat in a skillet and place in a deep covered kettle. When all the chicken has been browned, make a smooth sauce by browning the remaining flour mixture in fat left in the skillet and adding about half of the chicken broth; pour over chicken with remaining broth, chopped livers, minced onion and mushrooms. Cover and cook until tender, about 1½ hrs., stirring occasionally. For each serving place 2 pieces of chicken on ¾ c. cooked white rice prepared as below, top with some of the gravy. Serves 24.

### Cooked Rice

2 lbs. 4 c.) un-cooked white rice 4 qts. boiling water  
2 tbsp. salt

Wash the rice thoroughly to give a fluffy cooked grain, then place in boiling salted water. Boil rapidly, stirring occasionally, until kernels are tender—about 20 min. Drain. A little hot water may be run through the rice to wash off extra starch. Turn into shallow pan and place in a warm oven to keep hot. Serves 24.

### Pineapple Refrigerator Dessert

3 tbsp. granulated gelatin 3 tbsp. lemon juice  
4 8"-layers packaged sponge cake  
¾ c. cold water 2½ c. whipping cream  
3 c. canned crushed pineapple, undrained 1 pt. strawberries, sliced and sweetened  
¼ c. granulated sugar

Sprinkle the gelatin on the cold water. Heat pineapple to boiling; then add gelatin and stir until dissolved. Add the sugar and lemon juice and chill until beginning to thicken. Meanwhile split the cake layers. With some of it completely line the bottom of a pan about 8"x12"x2", or larger, cutting the cake pieces to fit. Whip 1½ c. of the cream and fold into the pineapple mixture; place half of this on the cake, lining the pan. Top with a similar layer of cake, then with the remainder of pineapple mixture. Cover top with remaining cake placed cut side down. Chill 4



Gay, glamorous days, to be seen in perspective in more mature years through the golden haze of cherished memory—These are the days of May and June for students in our schools and colleges. They are the party months, when banquets, proms and teas are in full swing—with food, of course, a feature, as always with the younger generation.

hrs. or longer. To serve, spread top with the remaining 1 c. cream, whipped until stiff and flavored with 1 tsp. sugar and ½ tsp. vanilla extract. Cut in squares and garnish each serving with a spoonful of strawberries. Serves 15 to 18.

### Golden Punch

2 No. 2½ cans apricot halves (8 lemons)  
4 c. orange juice 4 qt. carbonated lime beverage

Press the apricots with juice through a strainer, then combine with the orange and lemon juice. Just before serving pour over ice cubes or ice and add the lime beverage. Makes 50 ½c. servings.

### Chicken and Fruit Salad

3 4½-lb. chickens 3 c. salad dressing (9 c. diced)  
¾ c. juice from fruits for salad  
3 No. 2½ cans fruits for salad 1 head lettuce  
Cook chickens until tender, cool in their broth, then place in refrigerator

to chill. Dice coarse. Drain fruit, reserving juice. Cut fruit coarse and combine with chicken. Add salad dressing combined with fruit juice. Serve from bowl lined with lettuce. Makes about 30 ⅔-c. servings.

### Angostura, Cream Cheese and Nut Sandwiches

2 tbsp. butter or margarine 1 tsp. Angostura  
2 3-oz. pkg. cream ½ tsp. salt  
cheese Few grains pepper  
¼ c. chopped nut- Few grains paprika  
meats Bread

Cream the butter and mix with all the remaining ingredients but bread. Spread between bread slices. Makes 1 c. filling and fills 24 small sandwiches.

### Tongue Spread Sandwiches

½ c. butter or margarine 4 tbsp. finely minced  
4 3-oz. cans deviled 2 1-lb. loaves  
tongue bread

Cream butter, then add remaining ingredients except bread and mix well. Spread between slices of bread. Makes about 1⅓ c. filling and spreads 30 small sandwiches. 2 c. ground cooked tongue and 6 tbsp. mayonnaise may be substituted for the deviled tongue.

### Ham and Veal Loaf

1 lb. smoked ham, ¼ tsp. pepper  
ground ¼ c. minced onion  
1 lb. shoulder veal, 2 tsp. Worcestershire-  
ground type sauce  
¼ c. quick-cooking 2 c. bottled milk or  
tapioca 1 c. evaporated milk  
1 tsp. salt and 1 c. water

Combine all ingredients and blend well with a potato masher. Turn into a greased bread pan about 9"x5"x3" or smaller, and bake in a moderately hot oven of 400° F. for 75 min. Serve hot or cold. Serves 10.

### Date Spice Drops

¾ c. shortening ½ tsp. cloves  
1 c. brown sugar ¼ tsp. baking soda  
2 egg yolks, beaten 1½ tsp. baking powder  
2 c. sifted all- 1 c. chopped pitted  
purpose flour dates  
½ tsp. cinnamon ½ c. chopped walnut  
½ tsp. nutmeg meats

Cream the shortening; add the sugar and cream well. Add the egg yolks and beat well. Add the sifted dry ingredients with the dates and nuts, and mix well. Drop by teaspoonfuls onto a greased cookie sheet and bake in a hot oven of 400° F. for 12 to 15 min. Makes about 40 cookies. In using an electric beater, allow the shortening to soften at room temperature. Cream the shortening for 1 min. at high speed. After all is added, scrape the bowl and beat 1 min. longer. Add the egg yolks, unbeaten, one at a time, beating about 30 sec. after each addition at high speed. Turn the beater to medium speed and add the sifted dry ingredients with the dates and nutmeats.

### Minced Ham and Current Jelly Sandwiches

½ c. butter or ½ tsp. paprika  
margarine 1 1-lb. loaf white  
1 c. chopped cooked bread  
ham 1 1-lb. loaf whole-  
wheat bread  
½ c. currant jelly

Cream butter and blend with ham, jelly and paprika. Spread between slices of white and whole-wheat bread. Makes 2 c. filling and spreads 40 small sandwiches. Serves 20, allowing 2 sandwiches to each.

### Shrewsbury Drops

½ c. shortening ¼ tsp. salt  
½ c. granulated White 1 egg  
sugar 1 tbsp. granulated  
1 egg, well beaten sugar  
1¼ c. sifted cake ¼ tsp. cinnamon  
flour 15 blanched almonds  
2 tsp. baking powder

Cream the shortening, add the ½ c. sugar and blend well. Add the well-beaten egg and mix. Mix and sift the flour, baking powder and salt; add the shortening mixture and blend well. Chill ½ hr. Drop on greased baking sheet, allowing 2 tsp. to each cookie. Press each cookie slightly with bottom of glass covered with a piece of damp cloth. Brush with unbeaten egg white. Sprinkle each lightly with the 1 tbsp. granulated sugar mixed with the cinnamon. Split almonds and place one-half on each cookie. Bake 15 min. in a moderate oven of 375° F. Makes about 30 cookies. To make these cookies with an electric beater, cream the shortening at high speed for 1 min.; add the sugar gradually, still using high speed; then scrape the bowl and beat 1 min.; add the egg, unbeaten, and beat for 1 min. Turn to low speed and add the flour, baking powder and salt, sifted together.

### Pine-Grape Punch

1½ c. lemon juice 1 qt. grape juice  
(about 6 lemons) No. 2 can pineapple  
¾ c. orange juice juice  
(about 2 oranges) 3 qts. water and ice  
1½ c. granulated 1 pt. ginger ale  
sugar

Mix lemon and orange juice with sugar. Add grape and pineapple juices. Chill until serving time, then add water, ice and ginger ale. Makes 1½ gal., or 50 ½-c. servings.

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# BEST BETS OF THE WEEK



Miriam Hopkins

... Always a sucker for a good sob story, I must recommend Paramount's "MAKE WAY FOR TOMORROW" to you without hesitation. Here is a swell writing job by Vina Delmar, a fine piece of direction by Leo McCarey, and two really grand performances by Victor Moore and Beulah Bondi. The eternal tragedy of Youth versus Old Age has been deftly handled

here, and "MAKE WAY FOR TOMORROW" emerges as a rare and very touching film. . . . "WOMAN CHASES MAN," with Miriam Hopkins and Joel McCrea, was a little too spotty for me. Watching it, I had the strangest notion that everybody was miscast, including the director. . . . "SHALL WE DANCE?" is the new Fred Astaire-Ginger Rogers picture, and that always spells box office with a capital \$. I didn't think it had the zing of some of their other films, but it's all very nice just the same.

\* \* \*

... Erich Maria Remarque, author of "ALL QUIET ON THE WESTERN FRONT," has turned out a new novel called "THREE COMRADES" — and, for my money, it ranks with the finest of our times. It is a story of the War Generation, marching again, not over shell-torn earth but on city pavements; not to take a trench and kill, but to find a meaning and a place in life. It is a story of laughter and tears and love in the lives of three men, and it's a story you'll believe. Published by Little, Brown, for \$2.75. . . . Julia Truitt Yenni examines a Southern family through the eyes of a child. She picks the high spots in the Dillon history to make her first novel, "NEVER SAY GOODBYE," a charming story you must enjoy. Issued by Reynal & Hitchcock, for \$2. . . . Also recommended this week is "CASE FOR THREE DETECTIVES," by Leo Bruce, a mad mystery with plenty of humor.



Erich Remarque

... Odds And Ends In The Entertainment World: After a thousand such reports, it looks as though Bert Wheeler and Bobby Woolsey are finally splitting. I wish Darryl Zanuck would take Wheeler under his wing. In the proper role, Bert would be just as big a re-discovery as Jack Haley was in "WAKE UP AND LIVE" . . . Dance record I liked best this week was "The Lady Who Couldn't Be Kissed" and "I



Gloria Swanson

Know Now," as played by Guy Lombardo and his orchestra. . . . There is talk of a lawsuit over the basic idea of "A STAR IS BORN." He'll never speak of it, but expert scenarist Bill Consulman had what I think was the first idea along these lines. Years ago, when talkies first became successful, he wanted to do just such a Hollywood story—with Gloria Swanson playing her own self in the film. Miss Swanson turned it down.

## ROMANCE

THE boy and girl sat at a corner table in the night club. The girl, a trifle under the weather, amused herself by alternately kissing her boy friend—and then following with a right sock to the boys' jaw.

Eventually, the young man grew a bit tired of the whole procedure. Besides, his chin was beginning to

## Mark Hellinger's

# Short Story Contest!

IF they gave you this space to fill and told you to bang out a short story, do you think you'd be able to do it? Of course you could! I didn't doubt it for a moment.

I've been getting away with it for years. Why not you?

Accordingly, what do you say to a short story contest? I haven't run one in years, and it has always been a lot of fun. So I think I'll liven up the page this week by attempting another little contest.

Here's how we'll do it:

I'm going to write two paragraphs for you; any two paragraphs that come to mind. If you feel like entering the contest, it's up to you to complete the story. In other words, with the exception of the first two paragraphs — which must be used to start all stories—you are going to write a yarn to fill this space.

Are you ready? Good. Here are the two paragraphs with which you will lead off:

"It was 8 P. M. Jane Black put down the newspaper she had been reading and walked to the window. She glanced up and down the street, and then looked at her watch. She shook her head impatiently.

"She returned to the chair in which she had been sitting, and smoothed out a cushion. She sat down with a sigh. And it was then that the doorbell rang three times."

There you have your two paragraphs. Nothing very brilliant about them, but who am I to grow brilliant at this stage of the game? Besides, that's all the work I intend to do on this particular story. The rest is up to you.

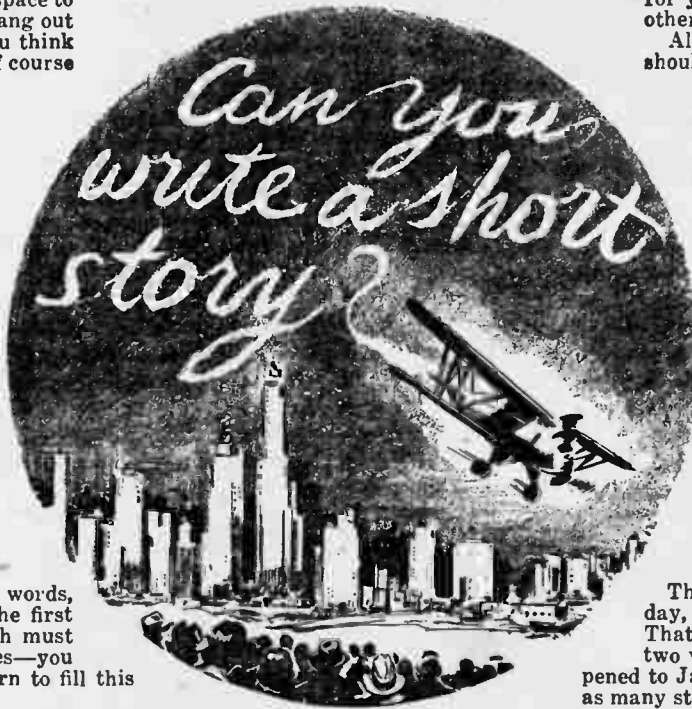
What happened to Jane Black after the doorbell rang? For that matter, who is she?

It's entirely up to you. Turn it into a sob story, if you wish, or make it the gag type of yarn. The choice belongs to you.

You can make Jane Black a married woman, or you can keep her single. You can make her a co-ed; you can make her a grandmother. You can plunge her into poverty, or you can make her the wealthiest girl in the world. You can carry her through a lifetime in your story, or you can shoot her in the third paragraph, which is a bad place to be shot.

In other words, both the character and the story are completely in your hands. Do as you will with them—but try, if you will, to end your yarn with a wallop. I'm one of those very old-fashioned guys who thinks a short story should have an ending.

As to the number of words you



should write, I think about 1100 would fill the bill. That amount, plus the two paragraphs you must use, will just about fill this space. Don't worry about the length, however. A hundred words more or less will not count against you.

Typewritten manuscripts are, of course, preferred. If you wish to use pen or pencil, though, go right ahead. Every story that is submitted will be read, regardless of the manner in which it is presented.

Now, as to the awards:

There will be eight prizes in this contest. The author of the winning story will receive \$100 in cash. Story chosen second best carries a prize of \$50—and award for the third best will be \$25. There will also be five consolation prizes of \$10 each, for the five stories that are selected as the next best.

Naturally, I reserve the right to print the prize-winning stories on this page. I'm entitled to that much, at least, for my 225 bucks! So, as soon as the contest is over, the three best stories will be published in this space, one a week for three consecutive weeks. Each will carry the name of the author, of course, and will be illustrated.

The last time I held one of these contests, I judged the winners all by my lonesome. This time, I benefit by my experience—and we will have four judges. They will be Faith Baldwin, the brilliant novelist; John Farrar, vice-president of the publishing house of Farrar & Rinehart; H. P. Burton, editor of Cosmopolitan Magazine, and, last and decidedly least, myself.

Thus, if your script fails to win by any chance, you'll know that I voted

for your story—but one of the other judges turned you down!

All stories in this contest should be addressed to Mark Hellinger, 235 East 45th Street, New York City. Or, if you forget the address, just send them to me in care of this newspaper and they will be forwarded promptly.

You can help me a great deal by placing "Jane Black Contest" on your envelope, so that my mail doesn't become too involved. And please, if you wish your story returned after our little contest is over, send a self-addressed envelope with your entry. Otherwise I cannot guarantee that you'll ever see your baby again.

The contest will close on Monday, June 7th, at midnight. That gives you a bit more than two weeks to tell me what happened to Jane Black. You can submit as many stories as you wish. But they must be in the mail before midnight of June 7th, or they will not be judged. The winners will be announced as soon as possible after the close of the contest.

Have I covered everything? I think so. Let's see now. You have the first two paragraphs that must be used, the number of words, the amount of the prizes, the address to which the stories should be sent, and the closing date. Yes, I think that just about covers everything.

Remember, the object of this contest is to have a little fun. There's nothing vastly serious about it. If you turn out a winning story, more power to you. If you don't, you've had a little practice in short story writing. And that never hurts anyone but magazine editors.

Besides, it's been my experience that most people feel they can turn out a better yarn than the next guy. If you don't believe it, you should take a look at my mail after I've printed a story that was not so hot. And since you're obviously a reader of my junk, you can imagine how often that happens!

Don't be bashful about this thing. Tell your story of Jane Black in your own way. Tell it simply. I'm not looking for a literary excellence that will startle the world. All I want is your short story, related as you think best.

Everybody's welcome. Aside from the simple rules already stated, there are no strings attached. Baker, farmer, housewife, convict, lawyer, seamstress, sausage manufacturer; all are invited to see what they can do with Jane Black.

Good luck to you all. And in closing, I might tell you that—in the last contest I held along these lines—the winner of the third prize quit his job and turned seriously to newspaper work. Today, he is one of New York's outstanding columnists and is himself syndicated from coast to coast.

So who knows? After this new contest, you might also turn out to be a columnist—God forbid! . . .

feel raw.

"See here, darling," he complained, grabbing her arm. "I don't mind you kissing me, but why the sock after each kiss?"

A quizzical, half-smile fitted across the lady's face. "I love you, dearest," she sighed.

"I know," cried the boy. "I love you, too—but I don't go around punching you in the face!"

The girl reached out and took the boy's hand in hers.

"I know, Jimmy," she whispered tenderly. "You always were such a shy, backward kid!" . . .

# AROUND the DIAL

by THE DIAL TWISTER

Everyone who has anything to do with planning programs ought to read and ponder the article, "Page Doctor Music," by Doron K. Antrim, and reprinted in the May issue of the Readers' Digest. While the article deals primarily with the therapeutic value of music in mental cases, its implications for radio are too obvious to be ignored. As the dial-twister read it he couldn't help wondering if our jumpy American nerves aren't due in considerable measure to the kind of music usually broadcast. Of course it's impracticable to plan programs to suit the needs of individual listeners. But much could be done to improve things in general. For instance, the article casts still more serious doubts on the psychology of "swing" programs in the early morning and late evening, and knocks the props from under the typical "drive your blues away" affair. Broadcasting might at least avoid these conspicuous blunders.

The week's prize for optimism goes to the signing of Eddie Cantor to a six-year contract under his present sponsor. Plenty can happen between now and 1943.

Last week this column mentioned CBS claiming 90,000,000 listeners. There seems to be a slight difference of opinion about that. NBC weighs in with the calm assertion that "Bertha Brainard supervises radio programs for 24,000,000 homes." That would leave a paltry 500,000 homes for CBS not to mention MBS. Could somebody be wrong?

That new German station, DJO (11.8 mc.) is giving an excellent account of itself. Now that Daventry has hiked its power to 50 kw., the short-wave competition between the British and German stations is becoming a nip and tuck affair.

The networks go on "pointing with pride" to the addition of more stations. But it's significant that many of the outlets being added are hundred-watters. It hasn't been so long ago that the networks wouldn't think

of bothering with these little fellows. Taking them on wasn't supposed to be justified from an economic standpoint. Evidently things have changed. Anyway, adding hundred-watters makes the network picture more confused than ever. And that's saying considerable.

These broadcasters certainly are fore-handed. With the baseball season just well started, NBC has already booked Notre Dame's four home games for the forthcoming gridiron season. They will not be sponsored, as was the case last season.

That CBS series dealing with the problems of labor and industry (over WKRC, Friday, 9:45 p. m. (E.S.T.)) is of timely interest. Though it probably will not present much that's quite new. John L. Lewis started things off with a typical fire-breathing speech.

Among radio talks those by Hendrik Willem Van Loon (NBC over WLW, Sunday, 10:15 a. m. (E.S.T.)) still hold a place all their own. He has the gift of being engaging yet making you think. You can judge just how rare that is by dialing the garden variety radio talk.

The mannerisms of the amateur operators frequently amuse and mystify SWLs who make a practice of dialing the phone bands. One of the more amusing of these mannerisms is the elaborate use of the editorial "we." To hear some of the amateurs "we" this and "we" that, one might assume the rig was owned by at least a radio club with a numerous membership. Then an unguarded "I" will betray the fact that the speaker is just a lone "ham." Well, the broadcast band turns up things that are just as absurd.

Speaking of standardized trimmings, there's the case of jungle drums in radio melodrama. Several times in the past few weeks I've heard microphone plays that bore down heavily on the throb of tom-toms. Things

## Al Pearce and His Gang

Al Pearce and his Gang, including Arlene Harris, "the human chatter-box," Tizzie Lish, cooking expert extraordinary, and Larry Marsh's orchestra, will participate in another dizzy "Watch the Fun Go By" session on Tuesday, June 1, over the WABC-Columbia network, including WKRC, WHAS and WJR, from 8:00 to 8:30 p. m. (E.S.T.). Tizzie Lish will formally announce the recipe for a new concoction she girlishly refers to as "Spaghetti Mulligatawny," which involves the baking of yards of string and several old, mellow boots.

are fast getting to the point where a melodrama without sinister drum beats is a violation of the Wagner act, or something. Aren't there other sound-effect equivalents of the old-time villain's forbidding moustache?

The Hour of Charm has moved to an evening spot (NBC over WLW, Monday, 8:30 p. m. (E.S.T.)). Musically, this is all to the good. Even without television, Phil Spitalny's all-girl ensemble is easy on the ears. But here's another women's program moving to an evening spot. If this continues, mere males can't be blamed for switching to the short waves, where programs aren't built solely for the "buying sex."

NBC is distributing new remote control amplifiers with higher fidelity characteristics. They'll be quite welcome.



Get up Every Morning (except Sunday) with Dow's Dawn Patrol. Time and Temperature every 5 minutes. Bargains! Al Bland and his friendly humor and philosophy.

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**MAURY'S** WATCH CRYSTALS 15¢ ANY SHAPE  
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# WKRC

and the Columbia network

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### Saturday, June 12

at 5 p. m.



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