

5¢

# Radio Dial

WEEK ENDING AUGUST 20, 1937

## CHARLES WOODS

Women's Newsreel  
Commentator

Cincinnati's Own Station

See Page 11



# Novel Broadcast From Pan-American Train

## Heidt Presents New Rhythm



Horace Heidt, with the four King Sisters, manipulates shakers containing BB shot, to produce the unusual rhythm effect which the conductor originated and introduced on one of his recent broadcasts, heard Monday nights over the WABC-Columbia network, including WKRC, WHAS and WJR, from 7:00 to 7:30 p. m. (E.S.T.).

## Grandpa Hans In Person



Photo by Newman

"Grandpa Hans," whose program of philosophy is heard each week-day afternoon, except Saturday, over WSAI, was caught in a jovial mood as he related one of the humorous incidents about which he talks. "Grandpa Hans" is heard over Cincinnati's Own Station immediately following the baseball game broadcasts by Red Barber. On days when the games are not broadcast, the jovial elder is heard at 4:45 p. m. (E.S.T.).

## WCKY Entertainers To Present Program

### Other Stations To Provide Entertainment En Route

A novel broadcast will be sent out by WCKY, Cincinnati, Saturday, August 14, from 10:00 to 10:15 a. m. (E.S.T.), when WCKY entertainers will perform on board the Pan-American, crack train of the Louisville & Nashville R. R., operating between Cincinnati and New Orleans.

The broadcast marks the fourth anniversary of the Pan-American program, sponsored by the railroad, and will begin when the train leaves Cincinnati. The WCKY talent, including Pat O'Malley, Jayne Rohan, Ralph and Edith Hodges and Edith and Sherman Collins, will sing and play in a studio that has been fitted up in one of the coaches. A brief interview with an L. & N. official also will be part of the program.

A shortwave transmitter on the train will carry the program to WCKY's transmitter, whence it will go out on the air waves on the L. B. Wilson station's new 10,000 watt power.

When the train nears Louisville, artists from WHAS will present a similar program, and during the trip Stations WSM, Nashville; WSGN, Birmingham; WSFA, Montgomery, and WWL, New Orleans, also will participate in broadcasts from the flier.

## Modern Symphonics



Leading figures in the CBS program, "Modern Symphonics," heard over the WABC-Columbia network, including WKRC, WHAS, WJR, every Friday from 9:00 to 9:30 p. m. (E.S.T.), are the noted composer and arranger, Ferde Grofe, who directs the program; Mary Kendel, leading soprano of the Smalle Voices; and Edwin Smalle, the leader and director of the Smalle Voices.

## Voices With a Smile



This merry quartet blend lilting voices over the NBC-Blue network, including WCKY, WLS and WSM, every Friday from 9:30 to 9:45 p. m. (E.S.T.), in difficult and beautiful "lieder" from Europe's tuneful past. From left to right are Fred Hufsmith, tenor; Carol Deis, soprano; Celia Branz, contralto, and J. Alden Edkins, bass. Miss Deis and Edkins are both Atwater Kent Audition winners—she in 1930, he in 1931. As this picture was snapped, they are laughing at Edkins' unorthodox treatment of Brahms' "Vier Zigeunerlieder"—"Four Gypsy Songs," to you.

# ALL-AMERICAN SOAP BOX DERBY ON NBC-CBS

## "HOW DARK A HARVEST MOON" PRESENTED ON NBC

"How Dark a Harvest Moon," an original full-hour radio play which takes for its theme the struggles and courage of the American farmer, will be presented over the NBC network, including WCKY, KDKA and WLS, on Sunday, August 15. The drama, written by Raymond Scudder, member of the NBC script division, will be heard from 7:00 to 8:00 p. m. (E.S.T.), from Radio City.

The story of "How Dark a Harvest Moon" strikes deep into the emotions of all who know the quality of American people of the soil—the indomitable spirit that continues against such disasters as drought, grasshoppers, and illness. In his play, Scudder combines realism and fantasy to carry his listeners from the present day back into Colonial times and to show the hardships of the soil that also existed then.

"How Dark a Harvest Moon" is one of several radio plays written by Scudder for NBC. Among his other broadcast dramatizations are "They Came Like Swallows," an adaptation of a prize-winning novel; "The Isle of the Dead," "The Danger of Barcelona" and "The Death Orchid."

### New Star



Francina White, young California soprano of stage and opera, will be heard Wednesday, August 18, from 8:00 to 8:30 p. m. (E.S.T.) over the WABC-Columbia network, including WKRC, WHAS and WJR, in the third of a series of four broadcasts with the Don Voorhees Orchestra in the "Cavalcade of Music" program.

### Returns to Air



On Sunday, August 8, Nelson Eddy joined Don Ameche, W. C. Fields, Edgar Bergen and Charlie (Dummy) McCarthy, Dorothy Lamour, and Robert Armstrong's Orchestra on the Chase and Sanborn Hour broadcast over the NBC-Red network, including WLW and WSM, at 7:30 p. m. (E.S.T.). The program remains unchanged, except for the addition of Eddy, for an indefinite number of weeks.

## LARGE RESPONSE X TO "WHAT'S BIG IDEA" PROGRAM

"What's the big idea?"

That's what program officials of WLW wanted to know, so they scheduled a show called "What's the Big Idea?" several weeks ago. Now listeners to WLW and member stations of the WLW Line to New York are learning about new ideas.

Broadcast from 9:15 p. m. (E.S.T.), Tuesdays, "What's the Big Idea?" has brought mail from scores of inventors in all parts of the country. Primarily inaugurated to interest the public in unheard-of inventions, the program has become one of the most entertaining for all members of the family, fan mail indicates.

"There's nothing new under the sun," it has been said, but Bob Kennett, WLW program manager, only smiled and said, "Listen in," when he heard the time-worn phrase.

"From the response we've had, I'd say there's something new every day," commented Kennett.

## McNamee, Manning and Husing at Mike

### Many Prizes Will Be Awarded Winners

Speed demons in their lesser 'teens and in their less than 'teens will steer their home-made racing chariots to fame and prizes in the 1937 All-American Soap Box Derby, the annual coasting race for boys sponsored by the Chevrolet Motor Division of General Motors Sales Corporation, which will be heard in two broadcasts from Akron, Ohio, Sunday, August 15, over the NBC-Blue network, including WCKY, WLW and WLS of the National Broadcasting Company.

The preliminaries and the start of the finals will be heard from 12:30 to 1:00 p. m. (E.S.T.), and the national and international finals will be broadcast from 5:00 to 6:00 p. m. (E.S.T.), over the NBC-Blue network.

The Derby will be covered for the WABC-Columbia network, including WKRC, by Ted Husing from 1:00 to 1:30 p. m. and from 5:30 to 6:00 p. m. (E.S.T.).

Graham McNamee and Tom Manning, veteran NBC sports announcers, will describe the start, progress and finish of the Derby, in which more than 120 boys from 9 to 15 years old, from all over the United States and from foreign countries as distant as South Africa, will take part.

The boys won the right to compete by triumphing in local elimination contests sponsored by more than 100 newspapers in cooperation with Chevrolet.

In each of the local elimination contests, there were identical rules of competition. Each coaster racing car was built by the driver and cost no more than \$10 to make.

The winners of these races, in addition to getting immediate awards, earned the right to go to Akron, with all expenses paid.

Prizes for the winners of the finals include a four-year university scholarship, two new Chevrolet cars, wrist watches and silver trophies offered by Chevrolet.

### Blue Velvet Music

Del Casino, lyric tenor, will be guest star of Mark Warnow's Blue Velvet Music program to be broadcast on the WABC-Columbia network including WKRC, WHAS and WJR, Tuesday, August 17, from 7:00 to 7:30 p. m. (E.S.T.). Holace Shaw, singing star of the production, will be heard in two popular numbers at this time and the orchestra will feature a "Swing Fugue" and a medley of "Tune Teasers."

### Sea-Going Picnic



Janet Logan (left) and Patricia Dunlap take their lunches when motor-boating on Lake Michigan. Janet is heard in "The Romance of Helen Trent" (WABC-Columbia network, including WKRC, WHAS and WJR, Monday through Friday, 11:30 a. m., E.S.T.). Patricia is an actress in "Bachelor's Children" (WABC-Columbia network, including WKRC and WJR, Monday through Friday, at 8:45 a. m., E.S.T.).

### Movie Star Interviewed On WKRC



Lee Bowman (right), young Cincinnati who has climbed the ladder to success in Hollywood and is under a seven-year contract to Paramount Studios, is shown in the above photograph as he appeared before the WKRC microphone in an interview with Lee Bland, WKRC's news commentator. Bowman has appeared in such recent movie successes as "I Met Him in Paris" and "Internes Can't Take Money." Before leaving Hollywood for the Queen City and a short visit with his mother, Mrs. William M. Clyde, 2425 Ingleside Place, he finished work in the leading male role of "Sophie Lang Goes West" opposite Gertrude Michael. Bowman is a graduate of the University of Cincinnati and the American Academy of Dramatic Arts in New York, and has been in the movie capital about one year.

# Weekly RADIO DIAL

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Telephone—CHerry 0710 — 0711

GEORGE A. VOGELE—Editor

Vol. VII WEEK ENDING AUGUST 20, 1937 No. 14

## THE SUMMER DILEMMA

One of radio's proudest claims is that nothing "stays put." Its swift and often dizzy changes are pointed to, with considerable reason, as evidence of its vitality. Yet some things never seem to change. Witness the current complaint that "Programs aren't very interesting this summer."

We have been in close touch with radio since the days of the crystal set. We have heard the same complaint every summer since then. And when anything is repeated that often it is time to examine it critically.

This summer the complaint is that many big programs have either left the air altogether or been replaced by inferior substitutes. Both columnists and listeners are saying so. Offhand, their contention seems plausible. A number of programs have either quit the kilocycles or given way to what is erroneously known as "pinch-hitters." But exactly how many programs, how big, and replaced by how inferior substitutes?

Granted, no precise answer to these questions is possible. Even the number of programs concerned is uncertain. At the same time, these entirely pertinent queries throw quite a different light on radio's perennial "summer complaint."

We should say the situation is substantially this. Comparatively few programs have left the air. For the most part they are "name" shows, featuring comedians. A lesser number are programs of good music. Otherwise broadcasting goes on pretty much as usual.

Doubtless some will not agree with this. In the main, however, it seems a fair statement of the matter. Then why the grouching about programs?

Apparently it is because sweeping conclusions are drawn from a few isolated cases. Certain "name" favorites leave the air; for instance, Fred Allen and Jack Benny. Therefore it is assumed that programs are "all washed up."

Now it is true that Messrs. Allen and Benny are quite amusing. But it is also true that they are not all that radio offers, summer or winter. Anyone who takes the trouble to turn a dial can find much that is earworthy. Indeed, the complaints would seem to show that the complainers listen to relatively few programs of limited range even in the winter.

It is significant, too, that the much-mentioned absence of "name" shows has caused perhaps the really important angle of summer broadcasting to be overlooked. That is the sustaining program situation.

With a number of nine-run commercials gone, stations have unsold time on their hands. In too many cases this has been occupied by rank fillers.

Someone has described this as a vicious circle. The broadcasters seem to assume that people won't listen in summer anyway, and therefore people don't listen. Whether or not that is the case, it seems pretty clear that indifferent sustaining features rather than the absence of "name" stars is the major weakness of summer programs. But that, too, is no new situation.

## President Roosevelt on NBC

President Franklin D. Roosevelt will deliver the principal address at the 350th anniversary celebration of the birth of Virginia Dare, first child of English parentage born in the United States. The broadcast will be from Roanoke Island, N. C., on Wednesday, August 18, from 11:00 to 11:45 a. m. (E.S.T.), over the NBC-Blue network, including WCKY. Governor Clyde R. Hoey and Representative Lindsay C. Warren, both of North Carolina, will be the other speakers.

Virginia Dare was born on Roanoke Island on August 18, 1587 and three years later when Governor White returned from a visit to England, no trace of the colony could be found.

## JOHNNY PRESENTS

The weird story of an Indian curse, sworn on a British clergyman by a Hindu fakir, will be told as Charles Martin's "Thrill of the Week" feature of the Johnny Presents program, on Tuesday, August 17, at 7:00 p. m. (E.S.T.), over the NBC-Red network, including WLW. The Indian fakir angered by an order for his deportation, put a curse on the clergyman, swearing destruction to all his lineage. The curse remained for more than 30 years, during which time the minister died at the age of 33, and his wife, children, aunts and grandchildren suffered, nine dying under peculiar circumstances.

## COLUMBI-A-MUSINGS

From WKRC

By  
MARGARET MALONEY

Ozzie Nelson's ork, which is aired over CBS through 'KRC, will continue at the Astor Roof in New York until September when Ozzie takes his boys and Shirley Lloyd to the West Coast. Nelson is expected to take a try at pictures and his Bakers' broadcast will originate in Hollywood. He and wife Harriet Hilliard with young David Ozzie will reside in the movie capital indefinitely.

\* \* \*

Lee Bland, 'KRC's news commentator, celebrates his twenty-third birthday August 16. Congratulations!

\* \* \*

Gus Haenschen is going to have a busy fall handling just his Columbia broadcasts. He's been signed for the musical duties on the new Coca Cola show to be aired weekly beginning September 10. Then, his CBS Pet Milk Show returns October 2. In addition to Haenschen's music, the new Coca Cola broadcast will star Kitty Carlisle and Reed Kennedy with Frank Crummit as m. c.

\* \* \*

Frances Langford's new picture will be titled "Hollywood Bandwagon" . . . and Lilly Pons and Andrew Kostelanetz are on the coast making recordings for Miss Pons's new flicker, "Born to Sing."

\* \* \*

An Englishman, Mr. Fred Cowperthwaite, buyer of housewares and toys for the H. and S. Pogue Company, who is also an ex-actor and confrere of stage celebrities of the turn of the century, and a 68-year old photographer, Mr. O. C. McLan, who has photographed stage folks of the 80's and 90's, will be interviewed by Marsha Wheeler on "Personalities on Parade" over 'KRC, Monday, August 16, at 10:00 p. m.

\* \* \*

Now that Alice Faye's romance with Tony Martin has crashed, wonder how long it will be before her preference for Bob Allen, Cincinnati boy and Hal Kemp's vocalist, will be publicized? They say she really thinks Bob is alright.

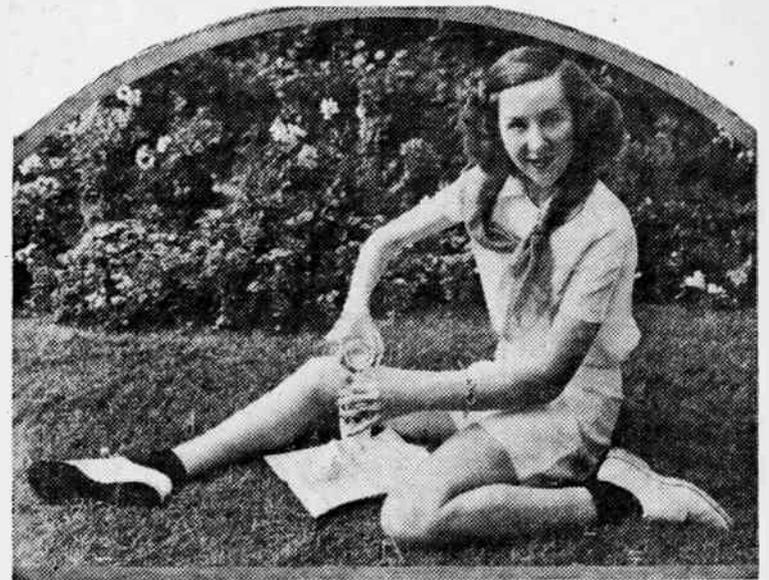
\* \* \*

Those airings of the Class A Amateur baseball games from Deer Creek Sundays over 'KRC, get more interesting each week. Dick Bray at the microphone gives listeners a colorful play-by-play description. On the air at 3:00 p. m., the games usually run about two hours.

\* \* \*

A fishing fan of Virginia Verrill's set some sort of record last week. He caught a mess of small-mouthed black bass in Lake Ontario, packed them in dry ice and air-mailed them to the pretty Miss Verrill in Hollywood.

## Guest On "Summer Stars"



Fresh milk for a fresh voice has always been a rule with Lee Wiley, and so, in preparation for a guest appearance with Harry Von Zell on his "Summer Stars" program, she pours herself a nip. Miss Wiley will be heard on the broadcast over a WABC-Columbia network, including WKRC WHAS and WJR, Sunday, August 15, from 6:30 to 7:00 p. m. (E.S.T.).

## Constitutional Handicap

Running of the Constitutional Handicap at Suffolk Downs, Boston, will be described by Clem McCarthy, veteran NBC turf commentator, on Saturday, August 14, from 3:30 to 4:00 p. m. (E.S.T.), over the NBC-Red network, including WLW.

Duane Snodgrass, WLW actor-organist, has an original signature of John Quincy Adams on a family land grant among his hobby collections.

\* \* \*

Harold Carr, 285-pound production man at WLW, is an expert at cooking.

## Season's First "Finds"



Lucille and Lanny, first "finds" in the search for new talent being conducted by Ernest Cutting, new talent scout for NBC Artists Service, are cutting up in a program of their own over the NBC-Blue network, including WCKY and KDKA, on Mondays and Thursdays at 4:00 p. m. (E.S.T.). Lanny plays the piano, holds up his end of the singing in the duets and has to think up quick retorts to Lucille's ironic ribbings. In real life the are Lanny Grey, a native of Elkins, W. Va., and Lucille Linwood, an Ohioan, who won the beauty title of "Miss Columbia" in 1935.

# HENRY HULL IN O'NEILL PLAY ON NBC

## PARTIAL LIST OF SHOWS SCHEDULED BY CBS FOR FALL

One of the most imposing schedules of shows ever to be broadcast by the Columbia network has been announced for next fall. A partial list of outstanding shows to be carried by WKRC follows:

Kitty Carlisle; Reed Kennedy, baritone; Frank Crumit, m. c.; Gus Haenschen's orchestra and the Songsmith's quartet, sponsored by Coca Cola begins September 10. 45 minutes each Friday, 9:00 to 9:45 p. m.

The Texaco show, starring Eddie Cantor, with Deanna Durbin, Bobby Breen and Jacques Renard's orchestra returns on September 12. Sundays, 7:30 to 8 p. m.

The Lux Radio Theatre, under the direction of Cecil B. DeMille, resumes September 13. Each Monday, 8:00 to 9:00 p. m.

Kate Smith, September 30.

The popular "Follow the Moon" serial, with Elsie Hitz and Nick Dawson, heretofore heard on NBC, begins on Columbia, October 3. Monday through Friday, 5:00 to 5:15 p. m.

Al Jolson begins his new fall series, September 7. Each Tuesday at 7:30 p. m.

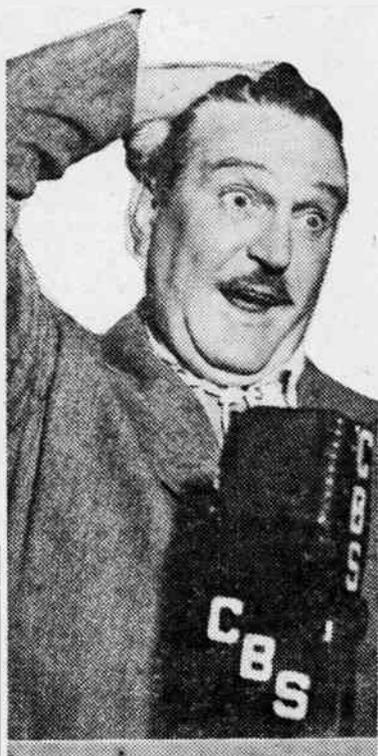
Joe Penner and Gene Austin return on October 3. Sundays, 7:30 p. m.

Dr. Daboe resumes for Lysol on October 4.

"The Silver Theatre," sponsored by Rogers Bros., is a new dramatic program scheduled to begin October 3.

Phil Baker, October 3, 7:30 p. m.

### All the World's a Stage



When Frank Morgan (shown above rehearsing the famous "Seven Ages of Man" soliloquy) plays the part of Jacques in "As You Like It" over the WABC-Columbia network, including WKRC, WHAS and WJR, Monday, August 16, from 8:00 to 9:00 p. m. (E.S.T.), his words not only will be broadcast to every corner of the United States and Canada, but will be transmitted by short wave to the farthest corners of the earth.

### Known For Role In "Tobacco Road"

#### "Where Cross Is Made" Is Third in Cycle

Henry Hull, distinguished stage actor, will have the lead in the third of NBC's Eugene O'Neill cycle, "Where the Cross is Made," to be heard over WCKY and the NBC Blue Network from 8:30 to 9:00 p. m. (E. S. T.) on Monday, August 16.

Like the other plays in this cycle, "Where the Cross is Made" has never before been heard on the air.

Hull, whose father was dramatic critic of the Louisville Courier-Journal, made his stage debut in New York in 1911. Between that time and his creation of the role of Jeeter Lester in "Tobacco Road," he appeared in more than two dozen plays.

Three crack production directors have been assigned to the O'Neill series by NBC. Charles Warburton will direct, "Where the Cross is Made." Warburton, a graduate of Wesley College and Sheffield University in England, was for eleven years a member of the famous acting company of Sir Frank Benton. During this period he studied dramatic art from every angle. After service with the British army in the World War, he became leading actor and eventually director of the "Old Vic" in London, one of the most famous theaters in the world.

For more than a decade a prominent player and director on Broadway, Warburton turned to radio and has achieved notable success.

### Soap Box Derby Winner



When Dick Bray, WKRC's sports commentator, interviewed Walter Aylstock, winner of the 1937 Soap Box Derby at Ault Park on Saturday, August 7, the photographer was on hand to get the above picture. Walter is fourteen years old and a pupil at Norwood High School. He leaves for Akron, Ohio, Friday, where he will be entered in the finals to be held there Sunday, August 15. Ted Husing will broadcast the event for Columbia through WKRC.

### Kate Bids Farewell to Land of Indian



Clad in full tribal regalia, Kate Smith bids Chief Two Young Men good-bye as she rounds out her vacation at Banff, Canada, prior to her return to New York to star in her new fall variety hours. These will be heard over the WABC-Columbia network, including WKRC, WHAS and WJR, Thursdays, from 8:00 to 9:00 p. m. (E.S.T.), beginning September 30.

### LOPEZ, CUGAT, McCARTHY, ON BERNIE SHOW

Clem McCarthy, NBC turf authority, Xavier Cugat and his orchestra and Vincent Lopez will be guests of Ben Bernie during the program on Tuesday, August 17, at 8:00 p. m. (E.S.T.), over the NBC-Blue network, including WLW, KDKA, WLS and WSM. The broadcast will originate from the Arrowhead Inn, Saratoga Springs, New York.

McCarthy, one of the foremost racing experts in the country, will interview many of the well-known turf figures who have gathered from all sections of the United States for the historic meet at Saratoga.

Xavier Cugat will bring his entire orchestra to the broadcast. Lopez, however, will appear as a piano soloist.

### RALPH SIMPSON HEADS THE "TOY BAND" OVER WLW

Ralph Simpson, veteran singing announcer and one of the oldest artists in point of service at WLW, is now featured as master of ceremonies and soloist on the "Toy Band" program, 5:00 p. m. (E.S.T.), Mondays, Wednesdays and Fridays, over the Nation's Station and the WLW Line to New York.

In his own style Simpson tells stories and sings for his young audience.

He succeeds Ray Shannon, who has a new afternoon program on WSAI, Crosley regional station in Cincinnati.

Simpson's debut in radio was in 1926 over WADC, Akron, O. A short time later he joined WLW as a vocalist, turned announcer and now he does double duty, announcing and singing. Two years ago Simpson headed his "Toy Band" program over WLW while the Singing Lady was vacationing.

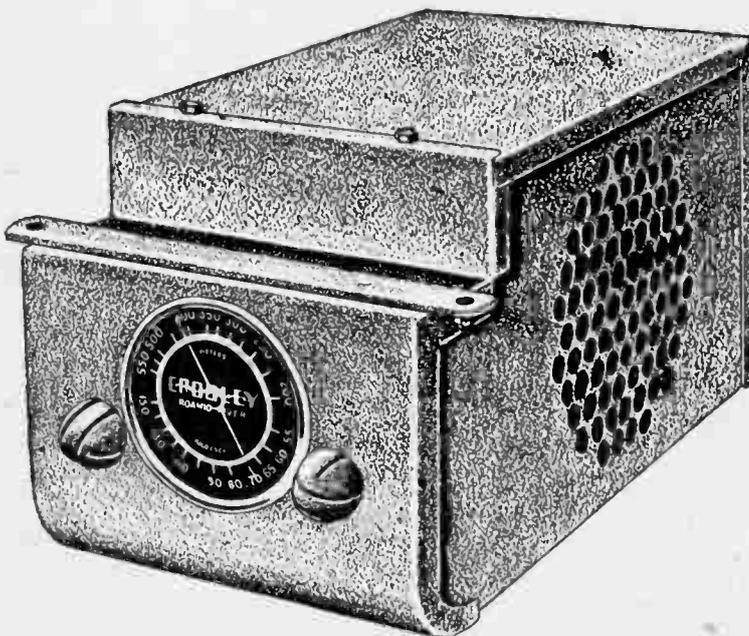
Alfred Gus Karger, commentator, will discuss "The Miner Lives—But How?" over WLW and the WLW Line, Saturday, August 14, at 5:45 p. m. (E.S.T.).

### Troubadour



When Angelo Rafaelli, Italian troubadour, joined WLW a few weeks ago, he was among friends. Angelo is a candid camera addict. So are many other members of the WLW staff. Pictured here is the troubadour, snapped as he was about to snap a picture in the studio. Angelo is heard with Virginio Marucci's string orchestra at 9:45 p. m. (E.S.T.), Mondays, and 10:30 p. m. (E.S.T.), Fridays.

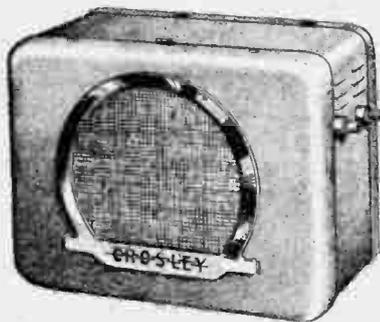
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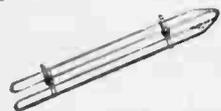
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# RADIO DIAL CONTEST CLUB



by The Contest Reporter

"What must I do in order to win large and many contest prizes?"

This interrogated quotation could easily be the words of every reader of this weekly column. But it isn't. It is the beginning of an article by Mrs. E. E. Hanna appearing in Contest Magazine for August. Mrs. Hanna says "Be Vivid" and continues:

"Have you ever listened to a lecturer, who, although he may have talked incessantly for an hour or more, used frequent 'meaty' words, keeping his audience all attention and holding them spellbound the whole time? And then have you, soon afterwards listened to one who had no vital message?"

"Just what is it that makes the difference." The author implies in the balance of the paragraph that it is the one who put himself into the lecture. "His positive manner and carefully chosen words (picture words) have left a certain definite picture."

"And yet, how often do we start preparing a contest entry in the half-hearted, weak-kneed attitude of the second speaker?" Perhaps we are only writing it in order to keep ahead of the closing date. We send it in and then wonder why we didn't win anything.

"Then, along will come another contest that especially appeals to us. We are all attention. We can hardly wait to get started. Our mind simply over-flows with vivid picture-words. The message comes direct from the heart. See the difference?"

"We are going to have to make our ideas clear enough, and give the judges colorful word-pictures a-plenty. If we would have him 'sit up and take notice'—and what other purpose is there to any contest?"

"How to be vivid? Well, here are some things that help. To work out a winning contest entry we must have our minds clear, free, and unburdened—with oodles of other contests that need to be done. We must be able to concentrate on that one entry for the time being.

"And when it comes to being VIVID there is no other one thing that counts like experience." Mrs. Hanna related how her mother, after years of experience, could dexterously weave in just the exact amount of color for her rag rugs. It had become second nature to her because she had had experience.

"So," Mrs. Hanna continues, "why worry if you get no financial returns from the first few contests you enter. Or even the first few months. You are getting experience. You are learning to be colorful. Once you learn to build colorful, vivid entries, you—there's no doubt about it—will be able to land your share of the 'Pot of Gold' at the end of our ever shin-

ing Contest Rainbow."

As a brief comment, we would say that the high point in Mrs. Hanna's article was her reference to color. Color is the factor that transform commonplace things into the plane of life. Without it they pass without notice. With it, everybody looks.

A thread of humor woven into a contest entry sometimes turns the trick. Sometimes it's sincerity. Sometimes its other things. At all times color is the life, and everything must have life to be noticed. Thanks, Mrs. Hanna.

The following is reprinted from *Drug Trade News* and indicates that the Post Office Department has definitely taken a step to make contests safe for the public. They say: "The statement 'a contestant is permitted to submit only one set of solutions, and no person will be permitted to win more than one prize included in the rules of the New York Post's most recent contest, reveals the fact that the United States Post Office Department has ruled that a contest becomes one of 'chance and not skill' when contestants are allowed to submit as many answers as they wish.

"For that reason the Post Office Department is forbidding this practice of permitting multiple entries in future contests that are held."

This is the first we have heard of such measures to keep contests within the bounds of skill. It is not likely to be received very enthusiastically by sponsors and will cause a lot of contestants to do some plain and fancy scheming.

According to "Personalities" in *Contest Magazine*, "Mrs. John Rice, Birmingham, Ala., who was a guest on Phillips Lord's 'We the People' radio program sometime ago in recognition of the fact that she gets a big thrill out of imagining she wins trips abroad, houses, cars, cash, etc., in the scores of contests which she enters, has actually won a real prize at last. She won \$1,000 in the recent Ivory Soap Flakes contest."

At the time we wondered if that wouldn't eventually happen. We felt that it should.

Listeners of Station WCPO in Cincinnati are being offered a trip to Paris in a contest to be offered jointly by the Post. The contest will be built around "Stars of the Air." A series of pictures of radio stars began on August 2, in the *Post* and will run for 56 consecutive days. Details over the air and in the paper.

Druggists and their sales people are offered a contest by the makers of Red Cross Corn Plasters for 50 word sales talks. Prizes range from \$300 down to \$2.50.

The makers of Pharis "Life-Belt" automobile tires are offering \$1,000 in cash as first prize, and 100 auto

tires as second prizes for slogans. There is nothing to buy and no entry blank required. Contest ends September 4th. Full details in *Saturday Evening Post* of August 7th.

The Pillsbury Flour Mills of Minneapolis, offer \$2,000 in cash prizes for best names for a cake. The details are in each bag of Pillsbury's Best Flour. Purchase requirement. Closes August 15th.

And it appears that Proctor & Gamble will shortly offer a Studebaker automobile with 1,000 gallons of gasoline weekly to users of American Family Soap and Flakes. Must send box top of each. Details at dealers selling these products.

Also, Eddie and Ralph, radio comic team for Kellogg's Corn Flakes offer 50 trips weekly to New York with all expenses paid. Open only to residents of N. Y., N. J., Conn. and Pa. Contest is a limerick.

Makers of Bobby Breen polo shirts

## Helen Menken In "Second Husband"

Helen Menken, dramatic actress, will bring the third episode of the intriguing, heartwarming drama, "Second Husband," to the air-waves over the WABC-Columbia network including WKRC, WHAS, WJR, Tuesday, August 17, from 6:30 to 7:00 p. m. (E.S.T.). The story of Brenda Cummings, mother of two children who marries for a second time, will reach new dramatic heights during this edition of the serial drama. Appearing with Miss Menken in the dramatization will be Joseph Curtin, Franc Hale, Jay Jostyn, Janice Gilbert, Jimmy Donnelly, Jean Colbert and William Podmore.

offer 1,000 mdse. prizes to boys from 4 to 12 years. Jingle. Closes September 30. Purchase requirement.

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

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

PROGRAMS FOR SATURDAY, AUGUST 14

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Saturday, August 14, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Message of Israel: "Psalms." Rabbi Marius Ransom, Temple Sharay Tefilo, East Orange, N. J.; with organ and music. WJZ WCKY KDKA WLS wgar wave wire wham wowo
—El Chico, Spanish revue. WFAF wgy wtam wmao who wdfw kyw
—Count Basil and his Orchestra. WABC WKRC wbbm whk wfbm kmcb wadc whio wsbw wvva wfsa wwl wcco
6:15—Song Time with Betty Grable and John Payne. WABC wbbm whk wfbm kmcb wadc wwl kmox
6:30—Eddie Varzo's Orchestra. (NBC) KDKA WCKY WLS wtam wwo
—Jimmy Kemper, song stories. WFAF WSM
—Columbia Concert Hall: Jacques Jolas, pianist. WABC WKRC WJR WHAS whk wbbm wfbm wadc kmox
—Uncle Jim's Question Bee—Jim McWilliams, conductor. WJZ wgy wmaq
6:45—M. Luboschutz and Nemenoff, piano duo. WFAF wgy wtam wmao who wdfw kyw
7:00—Meredith Willson's Orchestra. WFAF WLW WSM wgy wtam wmaq wwl wave kyw wdfw wfla

WABC WHAS WKRC WJR wbbm whk wfbm kmcb wcau kmox wadc wbt wwl wcco whio
—Alka-Seltzer National Barn Dance: Henry Burr; Verne Lee and Mary; Hooster Hot Shots; Novelodeons, male trio; Sally Foster; Lula Belle and Arkie, songs; Uncle Ezra, Maple City Four, and Joe Kelly, m. c. WJZ KDKA WLS wham wgar wave wfla wbp kvoo
8:30—Hollywood Show Case: Lud Gluskin's Orchestra and guests. WABC WHAS WJR wbbm whk wfbm kmcb kmox wvva wbt wfsa wwl
—Emery Deutsch's Rainbow Room Orchestra. WFAF WLW kyw wgy wtam wmaq wdfw wwl kstp who
9:00—Grant Park Concert: Chicago Symphony Orchestra; guest conductor. WJZ WCKY KDKA WLW wgar wave wire wham
—"Your Hit Parade": Lannie Ross, tenor, guest; Mark Warnow's Orchestra; Freddie Gibson and Stewart Allen, vocalists; Leaders Male Trio. WABC WKRC WHAS WJR wbbm wfbm whk kmcb wcau kmox whio wadc wsbw wvva wbt wfsa wwl wcco
—NBC Jamboree: Harry Kogen and his Orchestra, with guest artists. WFAF WCKY wgy wtam wmaq who
9:45—Howard Phillips, songs. WABC WKRC WHAS wbbm whk wfbm kmcb kmox wadc whio wsbw wvva wbt wfsa wwl wcco
10:00—Carlos Molina's Hotel Steven's Orches-

MIDNIGHT—Horace Henderson's Orchestra. (CBS) wbbm wcco
12:30—Don Chiesta's Orchestra. (CBS) wbbm wfbm kmcb

Van Hoogstraten to Direct Stadium Broadcast

The last of eight Sunday night broadcasts from the Philharmonic-Symphony Orchestra's Stadium Concerts will be given on the WABC-Columbia network including WKRC and WHAS August 15, from 9:00 to 10:00 p. m. (E.S.T.). Willem Van Hoogstraten, permanent conductor at the Stadium since 1923, will be on the podium. He will conduct on the air the Overture to Mozart's opera, "The Marriage of Figaro" and the Symphony in C major, No. 7, of Schubert.

# Shooting Stars

RADIO FAVORITES SHOOTING AND SHOT AT  
BY THE ASTRONOMER

Stopped t'other eve for a word with WLW's xylophonist, Tom Richley . . . Tom's getting ready to settle down in the big city with ex-WLW wife Jeannine Macy in their new Long-Island apartment. This ends ten years of WLW and WSAI . . . Tom got in at the beginning when he conducted his own band on 'SAI. Also composed several songs, including "Mumsie O' Mine" and "Dancing to the Music in Our Hearts." Jeannine's pleasing Mr. Ford's audience on Sunday nights over CBS-WKRC, besides being spotted on three sustaining shows during the weeks. Hopes to be still busier in the fall. Incidentally, John Prosser, one-time WSAI manager, is production man on this same show. Does the announcing, too.

Quite a few Cincinnatians are glad L. B. Wilson has a sweet tooth. When WCKY received its recent power boost, his staff presented Mr. Wilson with a bon-bon for each watt . . . that's 10,000. These were later sent out to WCKY's friends. Each bon-bon bore the lettering "WCKY-XM." Did you know that this station receives credit for the shortest dedication program of all times . . . a one-minute address by Mr. Wilson?

Vacations really giving local shows a different flavor . . . by way of proof, heard Hits of the Week t'other night . . . Pete Grant spotting for Paul Sullivan, Marsha Wheeler for Ruth Lyons and Joe Lugar for Bill Stoess . . . hardly recognized it. Incidentally, Grant's no slouch at this news business . . . he did a corking job.

**THUMBS UP:** WLW's Caroline Clark . . . devotes her time to writing the Mad Hatterfields, acting in it and other shows. Lots of talent, she takes advantage of every spare moment. Spied her the other nite dictating her script show in the WLW lounge between programs.

**ALONG THE MILKY WAY:** Word from George Case, who is now speling at WIS, Columbia, S. C. . . . George and Marilu (his former radio partner) are considering taking the final step soon . . . speaking of brides, Tom Slater's new Mrs. is a pretty eye-ful. Mary Jane Croft seems to be almost as busy on WLW and WSAI as Flo Golden once was. Marsha Wheeler, subbing

for Ruth Lyons, looking very chic and doing a swell job. Ralph Simpson doing the best work of his radio career as Cousin Ralph on the Toy Band show. Tommy and Betty, who left 'LW only about a week ago, getting a tremendous hand on Rudy Vallee's program last Thursday. A brief hello to WLW's Gene Perazzo, pianist par excellence, on Fourth St. Ruth Lyons back from Hollywood looking like a million and relating all sorts of interesting tales . . . Good fortune and good pay the reward for two WLW continuity writers . . . they've been hired by Joe Penner as gag men. Word from Jimmy Scribner to tune in on his new WOR show . . . Jimmy has taken the Johnson Family to New York and hopes to wow his audience in the East with personal appearances . . . understand he broke records in this section of the country when on tour. Freshest Thing in Town script story to be resumed September 1, is the good word from WKRC. A corking good show last year.

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

## Alice Brady Guest on Chase and Sanborn Program

Alice Brady, star of stage and screen, will be guest during the Chase and Sanborn program, with Nelson Eddy, baritone, W. C. Fields, Edgar Bergen and his dummy Charlie McCarthy, Dorothy Lamour, and master of ceremonies Don Ameche, on Sunday, August 15, at 7:00 p. m. (EST), over the NBC-Red network, including WLW and WSM. Miss Brady will be heard in a scene from Eugene O'Neill's "Mourning Becomes Electra," the play which marked the high point in her stage career.

## NOT FOR LADIES

Interesting facts about some of Hollywood's leading men stars will be divulged by Ben Alexander during his "Not for Ladies" program on Wednesday, August 18, at 4:00 p. m. (E.S.T.), over the NBC-Red network, including WSAI. Alexander, who has appeared in motion pictures ever since he was a child, has a wide acquaintance among filmdom's leading actors, and is well equipped to present interesting and authentic facts about his movie star friends.



## QUESTIONS AND ANSWERS

By RALPH SIMPSON  
RADIO DIAL'S "RADIO SLEUTH"

**W**ELL, with the flock of Fall Commercials not too far from migrating back into the airlines, there comes a flock of rumors, and I don't mean the kind that skip from one town to the other and leave the landlady holding the bag. Some of them, it would be unwise to mention, and some of them it would be unwise to mention. However, here are a few that might help you in dialing your favorite local radio star.

I have endeavored to keep you in the know about the return of Jimmy Scribner and his Johnson Family, but it seems the only thing right so far is the date of August 23rd. Now, it develops, that his program will be heard locally over WSAI and not WLW, although the program goes coast to coast from here via the Mutual network.

My greatest disappointment came just a short time after this publication went to press for last week, at receiving verification of the news that Tommy Riggs, creator of Tommy and Betty, was moving on to New York to work the new Musical Moments program which now features Gustave Haenschen and his orchestra. It may still be of interest to a good many of you readers, so to help matters along, I might add that after Betty's appearance on the Rudy Vallee hour this week, there is talk among the sponsors of creating a romantic love interest between little Betty and the famed Charlie McCarthy. That would be something, so let's all keep listening, for even though the night before July first was the last of June, Cupid may still be in pretty good practice.

I see that Ellis Frakes has returned to active singing at the Nation's Station, after spending his two months' summer vacation in the Rockies.

Carol Keesling asks how she may obtain pictures of the stars at WLW. It is not the custom of the station to mail out pictures to the fans except when they are conducting a contest. Many of the artists have found the practice a trifle too expensive, since requests for pictures are quite likely to run into the thousands. My suggestion then, Carol, is for you to write direct to the artist and trust to luck.

Mr. Fox: The title of the catchy little theme before and after the Grandpa Hans program each weekday afternoon, is "Wine, Women and Song." This program features Ray Shannon in the title role, and has moved from the morning spot to the afternoon and now follows the baseball games.

So many readers have requested that I explain Paul Sullivan's pet expression which closes his nightly 11

o'clock news casts. It all came about during that recent birthday of mine which I dreaded to see come and then hated to see go. The one where you jump from one half to the other of your first sixty years. I had ventured into the privacy of the copy room, and as is my want the list of puns was ever mounting like the temperature on a hot summer day. Ere long I was forcibly ejected from their sanctum just as Paul Sullivan strolled by. My exit was followed by a dead silence broken shortly by Paul's dry humored remark, "There goes 30 from the newsroom." So farce I know he is still using the same to close his program, while I say, until next week, "SS."

P. S.—Paul no doubt has a different story.

Eldon Baker, head of the Brown County Revelers, WLW hill-billy unit, spends his odd moments repairing musical instruments.

Cyrus Carey, bass player of the WLW musicians' staff, raises purebred Chow dogs for show.

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## Berle Speaking!



The CBS candid-camera catches Milton Berle in an expressive pose during a broadcast of his "Summer Hotel" heard over the WARC-Columbia network, including WKRC, WHAS and WJR, Sundays from 7:00 to 7:30 p. m. (E.S.T.).

## Don't Wait!

Now is the time to treat Hay-Fever

Air-condition your nose early this year. If you are one of the unfortunate sufferers of the hay fever season, you'll be smart if you begin treatment before the nasal passages are swollen and closed.

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PROGRAMS FOR SUNDAY, AUGUST 15

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Sunday, August 15, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and their respective schedules from 7:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

NOON—Church of the Air: 'The Plight and Prospects of Religion...'
1:30—Thatcher Colt Mysteries. WEAF kyy wgy wj wtm wmaq who wdf w

Fifteen Boys Versus Fifteen Girls. WABC WHAS WJR whk wfbm kmcb kmox wadc wsb wbt wcco
3:30—The World Is Yours. Dramatization. Program under auspices of Smithsonian Institute. WEAF wgy wtm wmaq wdf wgy wj w

Tom Manning. WJZ WCKY WLW wgar wave wire wham wowo
—Catholic Hour: Rev. Thomas A. Carney of Dickinson, Texas, 'The Lost Radiance of the Religion of Jesus'—'Christian Principle.' Paulist Choir, direction Father Finn. WEAF WSM wgy wtm wmaq wdf wgy wj w

wmaq wgy kyy wdf wtm wj wgy wire 6:45—The Fitch Jingle Program: The Morin Sisters and Ranch Boys, trio. WEAF kyy wgy wtm wj wmaq who wdf w
7:00—The Chase and Sanborn Program: Starring W. C. Fields, with Don Ameche, m. c.; Edgar Bergen and Charlie McCarthy, Dorothy Lamour, and Robert Armstrong's Orchestra. WEAF WLW WSM wtm wire wj wdf wstp kvoo wfaa wgy kyy wave wmaq wfa who

(Continued on page 18)

## CHARLES WOODS BEGAN CAREER AS PUBLIC SPEAKER IN SCHOOL

A NATURAL born public speaker, Charles Woods set out in life to go on the stage. In fact his early life was spent behind the footlights, but his ability to talk, coupled with his knowledge of current affairs won for him the job as commentator on the new WSAI "Women's Newsreel," heard at 8:45 a. m., (E.S.T.), daily except Saturday and Sunday.

Born in Pittsburgh, Pa., November 27, 1911, Woods was the son of a stock broker. His mother was a painter. He made his first speech before a Parent-Teachers group at the age of 15. During his school days Woods was official spokesman for his classes.

In 1930 he became a dramatic reader with a Boys' Glee club. His work attracted the attention of producers and the next few years he spent on the stage. In 1932 he sang baritone in a quartet over the radio. Meantime he was getting all the education he could.

After graduating from the Mount Herman, Mass., Prep School he entered Muskingum College, New Concord, Ohio, for extensive dramatic training under Charles R. Layton, prominent Ohio speech educator. Woods also studied voice under William Saal, nationally recognized diction and voice production authority.

In 1934 Woods auditioned as an actor for WTAM, Cleveland. He was given a guest spot on the air on the recommendation of Saal. Later he went to WJAS, Pittsburgh, and then to WXYZ, Detroit, in 1936. In Detroit Woods was heard as a news commentator.

He joined the Crosley stations in Cincinnati a few weeks ago and his first big break came with the "Woman's Newsreel," which is sponsored by McCormick and Company, tea merchants.

Woods, though still a young man, has had a varied career. His chief relaxation is in reading. He enjoys swimming and collects romantic poetry. He likes to rehearse scenes from modern plays and spends much of his spare time reading aloud.

Woods made his debut as a singer in the spring of 1929 when he sang the role of Chief Executioner in the Gilbert & Sullivan operetta, "Yeoman of the Guard," with his high school class in Wilkinsburg, Pa. He still likes to sing under the shower in the morning and while riding in automobiles, particularly on moonlight nights.

Chiefly of romantic temperament, Woods is a dreamer. He enjoys quiet evenings by himself, reading poetry or classics. In his "Woman's Newsreel" program he discusses women whose names have made the news and comments on the events with which his subjects have been connected. He also sandwiches in a few late flashes of general interest.

Woods dislikes the "shouting" type of announcer or commentator.

"I am trying to create a sincere conversational style to arouse more public faith in announcers," he said. That he is succeeding is evidenced in his fan mail, commending him for his splendid delivery. "I believe fine, beautiful speech will create more harmony and understanding among mankind than any other single factor," he continued.

Woods is five feet 10 inches tall, weighs 160 pounds, has dark brown hair and is of medium complexion. He speaks French, is a student of psychology and has a yearning to lie on the beach at Waikiki, Hawaii.

### Remember Him?



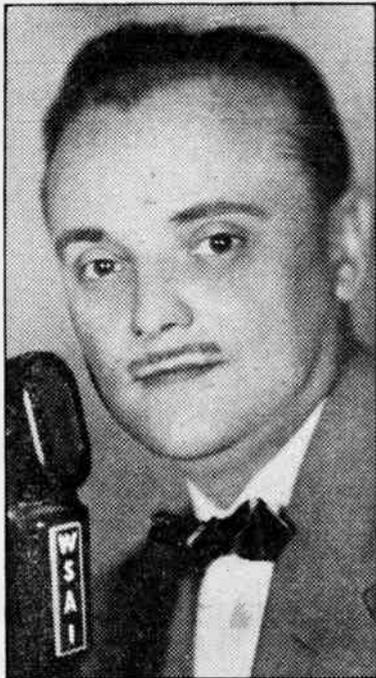
When Gus Van returned to Cincinnati to appear at Beverly Hills and broadcast over WLW, he looked out of the corner of his eye at the modern ribbon-type microphone.

"It's a lot different and much smaller than the one I first talked in," said the Melody Man. He recalled that back in 1920 he and his partner, the late Joe Schenck, appearing in vaudeville at Keith's, broadcast over 8XD, then a 20-watt station and the forerunner of WLW, world's most powerful station.

Van was in Cincinnati in the spring of 1935, before the 500,000-watt transmitter of WLW was dedicated. Joe Chambers, then technical supervisor, invited Van to Mason to look over the equipment. While there Van sang several songs and talked during experiments. He was deluged with fan mail from all parts of the country.

Gus, who was interlocutor on the NBC Greater Sinclair Minstrels, is heard with Barney Rapp's orchestra over WLW and the WLW line to New York at 10:30 p. m. (E.S.T.), Mondays and Wednesdays, 11:15 p. m. (E.S.T.), Tuesdays and Thursdays, 11:30 p. m. (E.S.T.).

### Civic Announcer



Bill Brown, chief civic announcer of Cincinnati's Own Station, is heard twice daily and sometimes more. At 11:00 a. m. (E.S.T.), he conducts the "Young Cincinnatians" program, Monday through Friday over WSAI, and at 12:00 noon (E.S.T.), Brown handles the "From Headquarters" broadcast daily except Sunday from the office of Detective Chief Emmet D. Kirgan of the Cincinnati Police Department. Brown also is at the microphone for other civic broadcasts.

### NBC STRING SYMPHONY

The radio premiere of "Riceazoni," a suite by Renzo Bossi based on early Italian airs, will mark the resumption of the NBC String Symphony programs, conducted by Frank Black, on Wednesday, August 18, from 8:00 to 9:00 p. m. (E.S.T.), over the NBC-Blue network, including WCKY, KDKA and WLS. Purcell's "King Arthur" Suite, and Schoenberg's special arrangement of his "Verklaerte Nacht," will complete the full hour broadcast.

Bill Conway, arranger-guitarist and one of the WLW Four Modernaires, has a collection of rare phonograph records.

### Deon Craddock Heard In Own Program

Deon Craddock, blues singer, who joined the WLW staff a short time ago, will be heard in her own program at 5:00 p. m. (E.S.T.), Thursdays, over WLW and the WLW Line to New York, beginning August 12. She is currently starred as guest soloist on "Vocal Varieties," 6:15 p. m. (E.S.T.), Tuesdays and Thursdays, and with Jimmy James and his "Rhythm Against the Strings" orchestra, 8:45 p. m. (E.S.T.), Sundays, and 6:15 p. m. (E.S.T.), Mondays, over WLW and the WLW Line.

Al Freeland, WLW character actor, raises canaries and studies palmistry as hobbies.

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~~~~~  
**W S A I**

CINCINNATI'S OWN STATION

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PROGRAMS FOR MONDAY, AUGUST 16

(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 from 6:30 to 11:45.

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00-The Pepsodent Program: Amos 'n' Andy. WEAF who wgy kyw
6:15-'Uncle Ezra's Radio Station E-Z-R-A,' with Pat Barret, Carlton Guy, Nora Cunneen and others. WEAF WCKY kyy wtm wmaq who wdf wbp wfaa wire wgy kvoo
6:30-To be announced. WABC only.
-Midge Williams, songs. (NBC) wgy wtm wmaq who wdf kyw
-Day Line Movie Pilot. WEAF only
-Horlick's Lum and Abner, comedy sketch. WJZ WLW WENR
-Jack Shannon, with organ. (CBS) WHAS kmcb wadc whio wbt wwl wcco
6:45-Boake Carter. WABC WKRC WHAS

7:00-Burns and Allen, with Tony Martin and Ray Noble's Orchestra. WEAF WLW kyy wgy wtm wmaq wjl wire wmaq who
-Eddie Varzos and his Hotel Bismarck Orchestra. (NBC) wgy wtm wmaq who wdf wbp wfaa wire wgy kvoo
-Juan Hernandez and the Good Time Society All-Negro Revue; orchestra and guest artists. WJZ WCKY KDKA WLS WSM wave wham wgar wowo
-Alamite Half Hour, with Horace Heidt's Brigadiers. WABC WKRC WHAS WJR wbbm wfbm kmcb wadc wbt wcco wwl whk
7:30-The Voice of Firestone: Guest artist; Mixed Chorus; Symphonic Orchestra; Alfred Wallenstein, conductor. WEAF WSAI WSM wgy wire wtm wmaq wdf wjl whokstp wfaa kvoo wfla wave

8:00-Fibber McGee and Molly, comedy sketch, with Marion and Jimmy Jordan; Ted Weems and his Orchestra. WEAF WLW WSM kyy wtm wjw wire wmaq who wdf kstp wfaa wave
-Columbia's Shakespeare Circle: 'As You Like It,' with Frank Morgan as Jaques; Conway Tearle, narrator; Victor Bay's Symphony Orchestra; Brewster Morgan, director. WABC WKRC WJR WHAS wbbm wfbm whk kmcb wcau kmox wadc whio wbt wjl wcco
8:30-Hour of Charm, Phil Spitalny and his Girls. WEAF WLW WSM kyy wgy wjl wtm wmaq who wdf wire kstp wfaa wave kvoo
-Eugene O'Neill Cycle: 'Where the Cross Is Made,' starring Henry Hull. Ian Keith, guest star. WJZ WCKY KDKA WLS wire wham wowo
9:00-Wayne King's Orchestra. WABC WKRC WHAS WJR wbbm wfbm whk kmcb wcau kmox wadc whio wbt wwl wcco

10:30-Roger Pryor and his Orchestra. (CBS) (WKRC on 10:45) WJR whk wfbm wcau wpcd wsbw wbt wadc
-'Pick and Pat in Pipe Smoking Time.' (CBS) WHAS kmox wfbm wcco
-Eddie Varzos and the Hotel Bismarck Orchestra. WJZ WLS (WCKY on 10:45) wave wire wham wgar wowo
-Emerly Deutsch and his Orchestra. WEAF WSM wgy wtm wmaq who
11:00-Count Basil and his Orchestra. WABC WKRC (WJR on 11:15) whk wcau wadc whio wbt wfaa wjl
-Don Bestor's New Penn Hotel Orchestra. WJZ WCKY WLS wgar wave wire wham wowo
-Al Trace and his Orchestra. (CBS) wbbm
-Larry Burke, tenor. WEAF wgy wtm wmaq who
11:08-To be announced. WEAF wgy wtm wmaq who
11:30-'Deacon' Moore's Orchestra. WEAF WLW WSM wgy wtm wmaq who
-Marvin Frederick's Commodore Perry Hotel Orchestra. WJZ WCKY KDKA wgar wave wire wham wowo
-Russ Lyon's Orchestra. WABC WKRC WJR whk wfbm kmcb wsbw wbt

# RADIO BREVITIES

Gracie Allen does little during rehearsals but sit and watch everyone else work. That's because she gets those screwy lines right the very first reading and, as a reward, is excused from subsequent rehearsals.

Rabbi Abraham Feinberg, of the Mt. Neboh congregation in New York, and formerly known as Anthony Frome, the "Poet Prince," is musical director of the Message of Israel broadcasts.

Walter O'Keefe, even on the hottest days during the summer, refuses to wear a straw hat, but there is a reason for this. Ten minutes after he purchased his first and only straw hat it was found under the wheels of his car.

Little Jeanne Ellis, ten-year-old Whiteman prodigy, has become a "regular" on the bandman's broadcasting program following her guest star appearance last week on Rudy Vallee's hour.

**CANDID SHOTS:** Edgar Guest, famed poet, celebrates his 56th birthday on August 20. . . . B. A. Rolfe's vocalist, Reed Kennedy, has been signed for the "Pause That Refreshes" program starting September 10. . . . Ferde Grofe, who left the air August 6, is slated to return for a new series next fall. . . . Raymond Paige's Orchestra, which is heard in Warner Bros. "Hollywood Hotel," is organizing a new type of choral group which he will feature on his new Tuesday night auto show starting September 7. . . . Johnny Green has signed for three concert dates following the termination of his current series. . . . Frank Black is back on the "Contented Hour" August 16. . . . Fibber McGee and Molly's personal appearance tour may result in two broadcasts from eastern key cities. . . . Francia White will return to Hollywood when she leaves Don Voorhees' "Cavalcade of Music" August 25.

**STARS IN SPORTS:** Benny Goodman's tennis is as swifty as his music. . . . Guy and Carmen Lombardo are ardent enthusiasts of the Long Island Sound boating colony. . . . Gertrude Niesen prefers deep-sea fishing but tennis will do in a pinch. . . . Kate Smith plays golf and tennis in the summertime and goes tobogganing and skiing in the winter. . . . Edward Vito, Frankie Papile, Roy Shield, Shorty Carson and Johnnie Johnston, NBC entertainers, are all in the 70's in golf.

**YOU DON'T SAY:** Harry Von Zell, head man of the "Summer Stars" show, fought five professional bouts as a lightweight, long before radio beckoned. . . . Lucille Manners crochets filet gloves for her sorority sisters during spare time at rehearsals. . . . To celebrate his first trip to New York, Raymond Paige succumbed to his wife's pleas and bought the first hat he has owned in eight years. . . .

Frances Adair (Johnny Presents), first sang in concert at the age of seven and was hailed as a child prodigy. . . . For every fifty fan notes seeking his advice, M. H. H. Joachim, producer of "Your Unseen Friend," gets one letter offering to help him solve his own personal problems. . . . Morton Bowe, after his Friday night broadcast, commutes to Vermont to spend the week-end with his wife and two lovely baby daughters. . . . Don Voorhees' fans follow him from the CBS studios to the Center Theatre in New York where he's rehearsing for the musicomedy, "Virginia," which opens late this month.

Dave Rose, who arranges the music for many NBC shows originating in Chicago, couldn't read notes five years ago. . . . the Vagabonds, Negro swing quartet at NBC, are all first cousins.

## HERALD TO FEATURE OLD-TIME BALLADS

A "Turn Back the Clock" idea in music will be one of the highlights of the "Heatrolatown Herald," the Family Magazine of the Air, over WLW, 9:00 to 9:30 p. m. (E.S.T.), Monday, August 16. Several old-time ballads will be offered, according to Wells Ginn, editor.

In the "Turn Back the Clock" section will be the orchestral selection, "Turn Back the Clock." The Singing Housewarmers will do their own arrangements of "Sweet Adeline," "Daisy Dell" and "Come, Josephine, In My Flying Machine."

Vicki Chase, star soprano, will sing "Only a Bird In a Gilded Cage" and Herbert Spieckerman, youthful baritone, will be heard in "Down Where the Wurzburger Flows."

Opening the Herald will be a medley of songs by the Singing Marine, including "Night Over Shanghai," "The Lady Who Couldn't Be Kissed," "I Know Now," and "Cause My Baby Says It's So."

In the "Tunes They're Humming" chapter will be a series of tunes considered most popular by radio fans.

The Singing Housewarmers will be featured in another of their unique arrangements of the song, "Jamboree Jones." Concluding the August 16 edition of the "Heatrolatown Herald" will be "Fashions in Music," in which William Stoess will conduct his orchestra in various styles of interpreting "Where Are You." This chapter will be opened with Stoess's own version of the number, followed by the styles of Guy Lombardo, Cab Calloway, Wayne King, the Metropolitan Opera, in which Miss Chase will sing; Shep Fields and Andre Kostelanetz.

The "Heatrolatown Herald" is sponsored by the Estate Stove Company of Hamilton, O.

## H. V. KALTENBORN TO AIR VIEWS ON REBEL SPAIN

H. V. Kaltenborn, ace news commentator, will give his impressions of a tour through Rebel Spain, on Sunday, August 15, from 1:30 to 1:45 p. m. (E.D.S.T.), in a broadcast from Paris over the WABC-Columbia network. In London at present, he will leave that city for Spain, on August 10. After his inspection of the rebel territory and his broadcast, Kaltenborn will return to Spain to gather material for a second trans-Atlantic address entitled, "What I Saw in Loyalist Spain."

Because he made the first actual broadcast of the conflict last year when he took his microphone across the French border into Spain bringing America an eye-witness account of the fighting, it will not be the veteran commentator's first journey through the war torn country. The detonations of exploding shells added a vivid touch of authenticity to the broadcast and the Headliners' Club recently awarded Mr. Kaltenborn its prize for "Outstanding Foreign News Reporting by Radio" on the strength of this feat.

## Brings Luck



Being a leading man for Anne Seymour, NBC dramatic star and leading lady of The Story of Mary Marlin (NBC-Red network, including WLW, at 11:15 a. m. (E.S.T.)), seems to be a certain formula for landing in the movies. Seven Hollywood greats, including Don Ameche, Tyrone Power, Warren William, C. P. Huntley, Jr., John Eldridge, Walter Abel and Arthur Jacobson, once played opposite Miss Seymour in either radio or stage productions.

Arthur Chandler, Jr., WLW organist, and Russell S. Hoff, master control engineer, are ardent stamp collectors.

**VICKI CHASE**  
**THE HOUSEWARMERS**  
**TUNES THEY'RE HUMMING**  
**WHO SAID THAT?**  
**FASHIONS IN MUSIC**

**BEST MONDAY LISTENING**  
**HEATROLATOWN**  
**HERALD**  
**MAGAZINE OF THE AIR**  
**WLW 9 P. M. E.S.T.**

# TURN BACK THE CLOCK with THE OLD TIMER

HEADLINES OF 1912—Tuesday, 10 P. M.

HEADLINES OF 1927—Thursday, 10 P. M.

featuring—

ELMER BAUGHMAN and REX DAVIS

Tune to 149 on Your Dial for the Quality Signal

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

PROGRAMS FOR TUESDAY, AUGUST 17

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Tuesday, August 17, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

6:30—Poetic Melodies: Jack Fulton, tenor, and Franklyn McCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wcau wadc wwa wbt
6:45—Three Cheers, vocal trio. WEAf wgy wtm wma q who
7:00—Blue Velvet Music with Mark Warnow, Hollace Shaw and guest. WABC WKRC WHAS WJR wbbm wfbm whk kmcb wcau kmo x who wbt wj w wco wadc
7:30—Pete Cavallo and His Band, Grant Park. WABC WKRC WJR WHAS wbbm wfbm whk wcau kmo x wadc who wbt wj w wco wadc
8:00—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY KDKA WLS wgar whm wire
8:15—Vocal Varieties—Choral Group of 14 Voices. WLW to WEAf wgy wtm wire wmao who kstp
8:30—Horlick's Lam and Abner, comedy sketch. WJZ WLW WLS wgar
8:45—Herbert Foote's Concert Ensemble. (CBS) wcco
9:00—Manuel and Williamson N
9:15—Headlines of 1927
9:30—NBC Night Club N
9:45—Amos 'n' Andy N
10:00—Mad Hatterfields
10:15—Los Amigos
10:30—Taxicab Nite Club
10:45—Hal Kemp's Orchestra N
11:00—Marvin Fredericks' Orchestra N
11:15—Wfbr kmcb wcau kmo x wadc who wwa wbt wj w wco
11:30—WJZ WLW KDKA WLS WSM wgar wire wave kstp wham wfla kvoo wowo
11:45—"Watch the Fun Go By," presented by Al Pearce and His Gang. Shaw and Lee, comedy team, guests. Nick Lucas, singing guitarist; Arlene Harris, "Human Chatter-box"; Carl Hoff's Orchestra. WABC WKRC WHAS WJR wbbm wfbm kmcb wcau kmo x wadc who wsb t wbt wco whk
11:55—Packard Hour: Johnny Green's Orchestra, with Jimmy Blair; Trudy Woods, and Jane Rhodes, vocalists. WEAf WCKY WSM who kty wgy wj wtm wdf w w w kstp wfla wave wdf wma q kvoo
12:00—To be announced. WJZ WLS WSAI KDKA whm wgar
12:30—The Other Americas—Edward Tomlinson, authority on South American affairs, commentator. WJZ KDKA WLS wgar wave wire whm wwo
12:45—U. S. Navy Band. (CBS) WHAS WKRC wfbm kmcb kmov wsb t wcco

Masters Voices, singing ensemble; guest speakers. WJZ WLW KDKA WLS wgar whm
9:30—Russell Dorr, baritone, and organ. WABC WJR wbbm whk wfbm kmcb kmo x wadc who wsb t wbt wwl
9:45—Phillips Poly Follies. (CBS) wbbm wfbm kmox wsb t wcco
10:00—Jimmie Fidler's Hollywood Gossip. WEAf WLW WSM wgy wtm wma q who kty wj w w wfla wave wtm kvoo
10:15—Past Masters Program: Manuel and Williamson—Herpsichord Ensemble—four harpsichords, organ, flute and strings. WJZ WCKY KDKA WLS wgar wave wham wfla wire wba p
10:30—Vic and Sade: Comedy sketch, with Art Van Harvey, Billy Idelson and Bernardine Flynn. WEAf WLW wgy wtm wave wire kty wma q wdf wj
10:45—Four Stars, Girl's Vocal Quartet. WABC WJR whk wcau wadc wbt wj w
11:00—The Popsodent Program: Amos 'n' Andy. WEAf WLW WSM wtm wj
11:15—Violin in the Night: Ben Silverberg, violinist; string ensemble, and Waldo Pooler, narrator. WEAf wgy wtm wma q who
11:30—"Poetic Melodies": Jack Fulton, tenor; Franklyn McCormack, reader, with Carlton Kelsey's Orchestra. (CBS) WHAS WJR wbbm wfbm kmcb wwl wcco kmo x
11:45—NBC Night Club, with Morey Amsterdam, m. c.; orchestra and soloists. WJZ (WCKY on 10:15) WLS wgar wave wire whm
11:55—Tomorrow's News Today: Commentary by Andre Baruch. WABC only
12:00—Bunny Berrigan's Orchestra. WABC (WKRC on 10:15) whk kmcb wcau kmo x wadc who wsb t wbt wsa
12:15—"Minute Mysteries." (CBS) wbbm
12:30—Ink Spots. WEAf wgy wtm wma q who
12:45—Shep Field's Rippling Rhythm Orchestra. WABC WKRC wbbm wcau whk wfbm kmox wadc who wsb t wbt wsa wcco
1:00—Hudson De Lang's Orchestra from Playland Casino. WEAf wgy wtm wma q who
1:15—Jack Russell's Golf-More Hotel Orchestra. WJZ wgar wave wire whm
1:30—Hal Kemp's Orchestra. WJZ WCKY WLS KDKA wgar wave wire whm
1:45—Bert Block and his Orchestra. WABC WKRC WHAS (WJR on 11:15) whk wbbm wcau wadc who wsb t wbt wsa wj w wco
1:55—Henry Busse's Chez Paree Orchestra. WEAf wj wgy wtm who
2:00—Roger Pryor's Orchestra. (CBS) wbbm kmcb
2:15—Marvin Fredericks' Commodore Perry Hotel Orchestra. WJZ WCKY KDKA wave wire whm wgar
2:30—To be announced. WEAf wgy wtm wma q
2:45—Tommy Dorsey and his Orchestra. WABC WKRC WHAS WJR -hk wsb t wbt
2:55—Frankie Masters' Orchestra. (CBS) wbbm kmcb

PROGRAMS FOR WEDNESDAY, AUGUST 18

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

Table with columns for radio stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and their respective programs and times. Includes sub-headers for Eastern and Central Standard Time.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. Includes program descriptions for various stations and times, such as 'Poetic Melodies', 'Town Hall Tonight', and 'Your Hit Parade'.

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

PROGRAMS FOR THURSDAY, AUGUST 19

(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 programs and times from 6:30 to 11:45.

Station headers: 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

wdaf kstp wbp wfla
Major Bowes' Amateur Hour. WABC WKRC WHAS WJR wbbm wfbm whk wcau kmox wad wbt wwa wwl wcco

(WKRC on 10:15) wadc kmox whk whio wst wbt
10:15—Ink Spots: Negro male Quartet. WEA F WSM wgy wtm wmaq who

WLW Moves Auditions to Friday Nights

Auditions for prospective talent for the Crosley stations, WLW and WSAI, will be conducted Friday nights instead of Thursdays, beginning August 13, Arthur Chandler, Jr., director of the audition board, announced.



( 1260 kc  
N Denotes NBC )

# WHIO—DAYTON, OHIO

August 14 to August 20, Inclusive

## Sunday Network Programs (Continued)

| SATURDAY |                         | SUNDAY                 |                        | MONDAY                 |                        | TUESDAY                |       | WEDNESDAY               |                         | THURSDAY                 |       | FRIDAY                  |       |                         |
|----------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------|-------------------------|-------------------------|--------------------------|-------|-------------------------|-------|-------------------------|
| 7:00     | Breakfast Express       |                        |                        | Breakfast Express      |                        |                        | 7:00  | Breakfast Express       | Breakfast Express       | Breakfast Express        | 7:00  | Breakfast Express       | 7:00  | Breakfast Express       |
| 7:15     | " "                     |                        |                        | " "                    |                        |                        | 7:15  | " "                     | " "                     | " "                      | 7:15  | " "                     | 7:15  | " "                     |
| 7:30     | WHIO Almanac            |                        |                        | WHIO Almanac           |                        |                        | 7:30  | WHIO Almanac            | WHIO Almanac            | WHIO Almanac             | 7:30  | WHIO Almanac            | 7:30  | WHIO Almanac            |
| 7:45     | Little Tom              |                        |                        | Little Tom             |                        |                        | 7:45  | Little Tom              | Little Tom              | Little Tom               | 7:45  | Little Tom              | 7:45  | Little Tom              |
| 8:00     | Ray Block at Piano C    | Sunday Morning at      | Metropolitan Parade C  | Richard Maxwell C      | Richard Maxwell C      | Richard Maxwell C      | 8:00  | Dear Columbia C         | As You Like It C        | Music in the Air C       | 8:00  | Metropolitan Parade C   | 8:00  | Metropolitan Parade C   |
| 8:15     | Dalton Brothers C       | Aunt Susan's C         | Richard Maxwell C      | Richard Maxwell C      | Richard Maxwell C      | Richard Maxwell C      | 8:15  | Jeanne, songstress      | Richard Maxwell C       | " "                      | 8:15  | Richard Maxwell C       | 8:15  | Richard Maxwell C       |
| 8:30     | Fiddlers Fancy C        | Christian Tabernacle   | Yesterday's Favorites  | Richard Maxwell C      | Richard Maxwell C      | Richard Maxwell C      | 8:30  | Richard Maxwell C       | Yesterday's Favorites   | Richard Maxwell C        | 8:30  | Yesterday's Favorites   | 8:30  | Yesterday's Favorites   |
| 8:45     | News (8:55)             | " "                    | Voice of the Organ     | Richard Maxwell C      | Richard Maxwell C      | Richard Maxwell C      | 8:45  | Voice of the Organ      | Voice of the Organ      | Voice of the Organ       | 8:45  | Voice of the Organ      | 8:45  | Voice of the Organ      |
| 9:00     | Your Garden & Mine C    | Church of the Air—Dr.  | Pretty Kitty Kelly C   | 9:00  | Pretty Kitty Kelly C    | Pretty Kitty Kelly C    | Pretty Kitty Kelly C     | 9:00  | Pretty Kitty Kelly C    | 9:00  | Pretty Kitty Kelly C    |
| 9:15     | Richard Maxwell C       | Marvin Sansbury C      | Myrt and Marge C       | Myrt and Marge C       | Myrt and Marge C       | Myrt and Marge C       | 9:15  | Myrt and Marge C        | Myrt and Marge C        | Myrt and Marge C         | 9:15  | Myrt and Marge C        | 9:15  | Myrt and Marge C        |
| 9:30     | Let's Pretend C         | Romany Trail C         | Municipal Court        | Municipal Court        | Municipal Court        | Municipal Court        | 9:30  | Municipal Court         | Municipal Court         | Municipal Court          | 9:30  | Municipal Court         | 9:30  | Municipal Court         |
| 9:45     | "Hop O' My Thumb"       | " "                    | Your Band of the Day   | 9:45  | Your Band of the Day    | Your Band of the Day    | Your Band of the Day     | 9:45  | Your Band of the Day    | 9:45  | Your Band of the Day    |
| 10:00    | Fred Feibel at the      | Organ Moods C          | Magazine of the        | Magazine of the        | Magazine of the        | Magazine of the        | 10:00 | Waltz Time              | Magazine of the Air C   | Waltz Time               | 10:00 | Magazine of the Air C   | 10:00 | Magazine of the Air C   |
| 10:15    | Console C               | " "                    | Air C                  | Air C                  | Air C                  | Air C                  | 10:15 | Fay Le Meadows          | " "                     | Fay Le Meadows           | 10:15 | Fay Le Meadows          | 10:15 | Fay Le Meadows          |
| 10:30    | Compinsky Trio C        | Major Bowe's Capitol   | Big Sister C           | Big Sister C           | Big Sister C           | Big Sister C           | 10:30 | Big Sisters C           | Big Sister C            | Big Sister C             | 10:30 | Big Sister C            | 10:30 | Big Sister C            |
| 10:45    | " "                     | Theatre Family C       | Aunt Jenny's Stories C | Aunt Jenny's Stories C | Aunt Jenny's Stories C | Aunt Jenny's Stories C | 10:45 | Aunt Jenny's Stories C  | Aunt Jenny's Stories C  | Aunt Jenny's Stories C   | 10:45 | Aunt Jenny's Stories C  | 10:45 | Aunt Jenny's Stories C  |
| 11:00    | Recreation Bureau       | " "                    | Cornelia on the Air    | 11:00 | Cornelia on the Air     | Cornelia on the Air     | Cornelia on the Air      | 11:00 | Cornelia on the Air     | 11:00 | Cornelia on the Air     |
| 11:15    | Orientele C             | " "                    | Edwin C. Hill C        | 11:15 | Edwin C. Hill C         | Edwin C. Hill C         | Edwin C. Hill C          | 11:15 | Edwin C. Hill C         | 11:15 | Edwin C. Hill C         |
| 11:30    | George Hall's Orch. C   | Salf Lake Tabernacle   | Concert Miniatures     | Concert Miniatures     | Concert Miniatures     | Concert Miniatures     | 11:30 | Concert Miniatures      | Concert Miniatures      | Concert Miniatures       | 11:30 | Concert Miniatures      | 11:30 | Concert Miniatures      |
| 11:45    | Weeks's Farm Review     | Choir C                | The Arcadians          | The Arcadians          | The Arcadians          | The Arcadians          | 11:45 | The Arcadians           | The Arcadians           | The Arcadians            | 11:45 | The Arcadians           | 11:45 | The Arcadians           |
| 12:00    | News; Markets           | Church of the Air—Rev. | News; Markets          | News; Markets          | News; Markets          | News; Markets          | 12:00 | News; Markets           | News; Markets           | News; Markets            | 12:00 | News; Markets           | 12:00 | News; Markets           |
| 12:15    | Jimmy Shields C         | R. J. Wedderspoon C    | You Shall Have Rhythm  | 12:15 | You Shall Have Rhythm   | You Shall Have Rhythm   | You Shall Have Rhythm    | 12:15 | You Shall Have Rhythm   | 12:15 | You Shall Have Rhythm   |
| 12:30    | Eddie and Ron           | Week's News Review     | Eddie and Ron          | Eddie and Ron          | Eddie and Ron          | Eddie and Ron          | 12:30 | Eddie and Ron           | Eddie and Ron           | Eddie and Ron            | 12:30 | Eddie and Ron           | 12:30 | Eddie and Ron           |
| 12:45    | Buffalo Presents C      | Poet's Gold            | Ann Kirk Trio          | Ann Kirk Trio          | Ann Kirk Trio          | Ann Kirk Trio          | 12:45 | Ann Kirk Trio           | Ann Kirk Trio           | Ann Kirk Trio            | 12:45 | Ann Kirk Trio           | 12:45 | Ann Kirk Trio           |
| 1:00     | Madison Ensemble C      | Editor Speaks          | Woman's News C         | Woman's News C         | Woman's News C         | Woman's News C         | 1:00  | Romany Trail C          | Woman's News C          | Rambles in Rhythm        | 1:00  | Woman's News C          | 1:00  | Woman's News C          |
| 1:15     | Ann Leaf at the         | Soap Box Derby C       | Milton Charles, org. C | Milton Charles, org. C | Milton Charles, org. C | Milton Charles, org. C | 1:15  | Betty Fairfax           | Better Business         | Herbert Foote, org. C    | 1:15  | Milton Charles, organ   | 1:15  | Milton Charles, organ   |
| 1:30     | Organ C                 | Sunday Players         | Montana Slim C         | Montana Slim C         | Montana Slim C         | Montana Slim C         | 1:30  | Dalton Brothers C       | Ted Malone C            | Dalton Brothers C        | 1:30  | Montana Slim C          | 1:30  | Montana Slim C          |
| 1:45     | Tours in Tone C         | " "                    | Ted Malone C           | Ted Malone C           | Ted Malone C           | Ted Malone C           | 1:45  | Ted Malone C            | " "                     | Ted Malone C             | 1:45  | Ted Malone C            | 1:45  | Ted Malone C            |
| 2:00     | Cincinnati at Chicago   | Everybody's Music—     | Col. Jack Major C      | 2:00  | Theater Matinee C       | Manhattan Matinee C     | Theater Matinee C        | 2:00  | Columbia Concert        | 2:00  | Columbia Concert        |
| 2:15     | Baseball Game           | Howard Barlow and      | " "                    | " "                    | " "                    | " "                    | 2:15  | " "                     | " "                     | " "                      | 2:15  | " "                     | 2:15  | " "                     |
| 2:30     | " "                     | Columbia Sym'y C       | Pop Concert—Howard     | Pop Concert—Howard     | Pop Concert—Howard     | Pop Concert—Howard     | 2:30  | Columbia Concert        | Questions in Congress C | Do You Remember C        | 2:30  | " "                     | 2:30  | " "                     |
| 2:45     | " "                     | " "                    | Barlow C               | Barlow C               | Barlow C               | Barlow C               | 2:45  | Hall C                  | Columbia Concert        | " "                      | 2:45  | " "                     | 2:45  | " "                     |
| 3:00     | " "                     | Cincinnati at Chicago  | Bob Byron, songs       | Bob Byron, songs       | Bob Byron, songs       | Bob Byron, songs       | 3:00  | Bob Byron, songs C      | Hall C                  | St. Louis at Cincinnati  | 3:00  | Bob Byron, songs C      | 3:00  | Bob Byron, songs C      |
| 3:15     | " "                     | Baseball Game          | The Dictators C        | The Dictators C        | The Dictators C        | The Dictators C        | 3:15  | Novelties C             | Proposed Legislation C  | Baseball Game            | 3:15  | Novelties C             | 3:15  | Novelties C             |
| 3:30     | " "                     | " "                    | Play Days C            | Play Days C            | Play Days C            | Play Days C            | 3:30  | "Sing and Swing"—C      | Russell Dorr C          | " "                      | 3:30  | "Sing and Swing"—C      | 3:30  | "Sing and Swing"—C      |
| 3:45     | " "                     | " "                    | " "                    | " "                    | " "                    | " "                    | 3:45  | Kelsey's Orchestra C    | Acad. of Medicine C     | " "                      | 3:45  | Kelsey's Orchestra C    | 3:45  | Kelsey's Orchestra C    |
| 4:00     | Baseball Scores         | " "                    | Clyde Barrie, songs C  | 4:00  | Ray Heatherton C        | Elsie Thompson C        | " "                      | 4:00  | Ray Heatherton C        | 4:00  | Ray Heatherton C        |
| 4:15     | Frank Dailey's Orch. C  | " "                    | Eton Boys C            | Eton Boys C            | Eton Boys C            | Eton Boys C            | 4:15  | Science Series C        | Four Stars C            | " "                      | 4:15  | Science Series C        | 4:15  | Science Series C        |
| 4:30     | Great Lakes Revue C     | " "                    | Del Casino, songs C    | 4:30  | St. Louis Sycophants C  | Doris Kerr, songs C     | " "                      | 4:30  | St. Louis Sycophants C  | 4:30  | St. Louis Sycophants C  |
| 4:45     | " "                     | " "                    | Funny Things C         | Funny Things C         | Funny Things C         | Funny Things C         | 4:45  | Adv'rs in Exploratn C   | Funny Things C          | " "                      | 4:45  | Adv'rs in Exploratn C   | 4:45  | Adv'rs in Exploratn C   |
| 5:00     | Ben Feld's              | Phil Harris'           | Howard Phillips C      | Howard Phillips C      | Howard Phillips C      | Howard Phillips C      | 5:00  | " "                     | Jack Shannon, songs C   | Scores; Marg't Daum,     | 5:00  | " "                     | 5:00  | " "                     |
| 5:15     | Orchestra C             | Orchestra C            | Four Stars Quartet C   | Four Stars Quartet C   | Four Stars Quartet C   | Four Stars Quartet C   | 5:15  | " "                     | Eton Boys C             | with Conc't Orch. C      | 5:15  | " "                     | 5:15  | " "                     |
| 5:30     | News Sports             | Clara Oglesby Lyman,   | News: Sports           | News: Sports           | News: Sports           | News: Sports           | 5:30  | " "                     | News; Sports Resume C   | News; Sports Resume      | 5:30  | News Sports             | 5:30  | News Sports             |
| 5:45     | Chino-Jap Conflict C    | organ                  | Geo. Hall's Orch. C    | 5:45  | " "                     | Singing Waiters C       | George Hall's Orch. C    | 5:45  | Chino-Jap Conflict C    | 5:45  | Chino-Jap Conflict C    |
| 6:00     | Count Basil's Orch. N   | Columbia Workshop C    | News: Dinner Music     | News: Dinner Music     | News: Dinner Music     | News: Dinner Music     | 6:00  | All Hands on            | News: Dinner Music      | News: Dinner Music       | 6:00  | Count Basil's Orch. N   | 6:00  | Count Basil's Orch. N   |
| 6:15     | Song Time C             | " "                    | Si Burick              | Si Burick              | Si Burick              | Si Burick              | 6:15  | Deck C                  | Si Burick               | Si Burick                | 6:15  | Song Time C             | 6:15  | Song Time C             |
| 6:30     | Columbia Concert        | Harry Von Zell's       | Jack Shannon, tenor    | Jack Shannon, tenor    | Jack Shannon, tenor    | Jack Shannon, tenor    | 6:30  | News; Sports Resume C   | Jay Freeman's Orch. C   | Elmer Davis—News C       | 6:30  | Columbia Concert        | 6:30  | Columbia Concert        |
| 6:45     | Hall C                  | Review C               | Boake Carter C         | Boake Carter C         | Boake Carter C         | Boake Carter C         | 6:45  | George Hall's Orch. C   | Boake Carter C          | Patti Chapin C           | 6:45  | Hall C                  | 6:45  | Hall C                  |
| 7:00     | Thank You Stusia        | Milton Berle and       | Plantation Boys        | Plantation Boys        | Plantation Boys        | Plantation Boys        | 7:00  | Thank You Stusia        | Serenade in the         | Thank You Stusia         | 7:00  | Thank You Stusia        | 7:00  | Thank You Stusia        |
| 7:15     | Swing Club C            | Company C              | Clint Noble's Orch.    | Clint Noble's Orch.    | Clint Noble's Orch.    | Clint Noble's Orch.    | 7:15  | M. Warnow's Orch. C     | Night                   | Columbia Concert Or-     | 7:15  | Swing Club C            | 7:15  | Swing Club C            |
| 7:30     | Johnny Presents Russ    | "Texaco Town" C        | Curtain Calls          | Curtain Calls          | Curtain Calls          | Curtain Calls          | 7:30  | Pete Cavallo and        | Laugh With Ken          | chestra, Philip James,   | 7:30  | Johnny Presents Russ    | 7:30  | Johnny Presents Russ    |
| 7:45     | Morgan's Orches. C      | " "                    | " "                    | " "                    | " "                    | " "                    | 7:45  | His Band C              | Murray C                | conductor C              | 7:45  | Morgan's Orches. C      | 7:45  | Morgan's Orches. C      |
| 8:00     | "Professor Quiz" C      | "Universal Rhythm"—    | Shakespeare Cycle—     | Shakespeare Cycle—     | Shakespeare Cycle—     | Shakespeare Cycle—     | 8:00  | Watch the Fun           | Andre Kostalantz's      | Major Bowe's Amateur     | 8:00  | "Professor Quiz" C      | 8:00  | "Professor Quiz" C      |
| 8:15     | " "                     | Starring Richard Bo-   | "As You Like It"—      | 8:15  | Go By C                 | Orchestra C             | Hour C                   | 8:15  | " "                     | 8:15  | " "                     |
| 8:30     | Lud Gluskin's           | nell C                 | Frank Morgan as        | Frank Morgan as        | Frank Morgan as        | Frank Morgan as        | 8:30  | Benny Goodman's         | Beauty Box Theatre—     | " "                      | 8:30  | Lud Gluskin's           | 8:30  | Lud Gluskin's           |
| 8:45     | Orchestra C             | " "                    | Jaques C               | Jaques C               | Jaques C               | Jaques C               | 8:45  | Swing School C          | J'sica Dragonette C     | " "                      | 8:45  | Orchestra C             | 8:45  | Orchestra C             |
| 9:00     | Your Hit Parade         | Lewisohn Stadium       | Wayne King's           | Wayne King's           | Wayne King's           | Wayne King's           | 9:00  | St. Louis at Cincinnati | Gang Busters—Phillips   | Your Adventure With      | 9:00  | Your Hit Parade         | 9:00  | Your Hit Parade         |
| 9:15     | Lany Ross, tenor,       | Concert C              | Orchestra C            | Orchestra C            | Orchestra C            | Orchestra C            | 9:15  | —Baseball Game          | Lord C                  | Floyd Gibbons C          | 9:15  | Lany Ross, tenor,       | 9:15  | Lany Ross, tenor,       |
| 9:30     | quest C                 | " "                    | Your Neck o' the       | 9:30  | " "                     | Ray Block's Orch. C     | Rendezvous for Two       | 9:30  | quest C                 | 9:30  | quest C                 |
| 9:45     | Howard Phillips C       | " "                    | Woods C                | Woods C                | Woods C                | Woods C                | 9:45  | " "                     | To be announced C       | Moon Magic               | 9:45  | Howard Phillips C       | 9:45  | Howard Phillips C       |
| 10:00    | Bunny Berigan's Orches- | Phil Napoleon's        | Musical Moments        | Musical Moments        | Musical Moments        | Musical Moments        | 10:00 | " "                     | Musical Moments         | Clint Noble's Orch...    | 10:00 | Bunny Berigan's Orches- | 10:00 | Bunny Berigan's Orches- |
| 10:15    | tra C                   | Orchestra C            | Ozzie Nelson's Orch. C | Ozzie Nelson's Orch. C | Ozzie Nelson's Orch. C | Ozzie Nelson's Orch. C | 10:15 | " "                     | T. Dorsey's Orch. C     | Frank Dailey's Orch. C   | 10:15 | tra C                   | 10:15 | tra C                   |
| 10:30    | Ozzie Nelson's          | Scores; Jay Freeman's  | Roger Pryor's          | Roger Pryor's          | Roger Pryor's          | Roger Pryor's          | 10:30 | News; Scores            | Roger Pryor's           | Shep Fields' Orchestra C | 10:30 | Ozzie Nelson's          | 10:30 | Ozzie Nelson's          |
| 10:45    | Orchestra C             | Orchestra C            | Orchestra C            | Orchestra C            | Orchestra C            | Orchestra C            | 10:45 | Shep Fields' Orch. C    | Orchestra C             | " "                      | 10:45 | Orchestra C             | 10:45 | Orchestra C             |
| 11:00    | Roger Pryor's           | Frankie Masters'       | Count Basil's          | Count Basil's          | Count Basil's          | Count Basil's          | 11:00 | Bert Block's            | George Hamilton's       | Bert Block's             | 11:00 | Roger Pryor's           | 11:00 | Roger Pryor's           |
| 11:15    | Orchestra C             | Orchestra C            | Orchestra C            | Orchestra C            | Orchestra C            | Orchestra C            | 11:15 | Orchestra C             | Orchestra C             | Orchestra C              | 11:15 | Orchestra C             | 11:15 | Orchestra C             |
| 11:30    | Benny Goodman's         | Jan Garber's           | Russ Lyon's            | Russ Lyon's            | Russ Lyon's            | Russ Lyon's            | 11:30 | Tommy Dorsey's          | Bert Yardley's          | Benny Goodman's          | 11:30 | Benny Goodman's         | 11:30 | Benny Goodman's         |
| 11:45    | Orchestra C             | Orchestra C            | Orchestra C            | Orchestra C            | Orchestra C            | Orchestra C            | 11:45 | Orchestra C             | Orchestra C             | Orchestra C              | 11:45 | Orchestra C             | 11:45 | Orchestra C             |
| 12:00    | Clint Noble's Orch      | Sign off               | Clint Noble's Orch     | Clint Noble's Orch     | Clint Noble's Orch     | Clint Noble's Orch     | 12:00 | Russ Lyon's Orchestra   | Clint Noble's Orch.     | Clint Noble's Orch.      | 12:00 | Clint Noble's Orch      | 12:00 | Clint Noble's Orch      |
| 12:15    | Marion McKay's Orch.    | " "                    | Russ Lyon's Orchestra  | Russ Lyon's Orchestra  | Russ Lyon's Orchestra  | Russ Lyon's Orchestra  | 12:15 | Sid Ten Evck Orchestra  | Michael Hauer's Orch.   | Russ Lyon's Orchestra    | 12:15 | Marion McKay's Orch.    | 12:15 | Marion McKay's Orch.    |
| 12:30    | Sid Ten Eyck's Orch.    | " "                    | Sid Ten Eyck's Orch    | 12:30 | Clint Noble's Orch.     | Russ Lyon's Orchestra   | Michael Hauer's Orch.    | 12:30 | Sid Ten Eyck's Orch.    | 12:30 | Sid Ten Eyck's Orch.    |
| 12:45    | Marion McKay's Orch.    | " "                    | Russ Lyon's Orchestra  | Russ Lyon's Orchestra  | Russ Lyon's Orchestra  | Russ Lyon's Orchestra  | 12:45 | Sid Ten Eyck's Orch.    | Michael Hauer's Orch.   | Russ Lyon's Orchestra    | 12:45 | Marion McKay's Orch.    | 12:45 | Marion McKay's Orch.    |

wmaq wfla wowo  
 —Woodbury's Rippling Rhythm Revue, starring Shep Fields and his Orchestra; Bob Hope and Honeychile. WJZ WLW KDKA WENR wgar wham  
 8:30—The Jergens Program, with Walter Winchell. WJZ WLW KDKA WLS wgar wham  
 —American Album of Familiar Music, with Frank Munn, tenor; Jean Dickenson, soprano; The Haenchen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEA WSAI WSM kyw wgtam wwj who wfla wdf wmaq wfla wire wave  
 8:45—Irene Rich for Welch. WJZ WCKY KDKA WLS wgar wave wire wham  
 9:00—Seafest Sunday Night Party: James Melton, m. c. Robert Dolan's Orchestra; New Yorkers Chorus; Tom Howard and George Shelton, comedians, guest artists. WEA WSAI WSAI wgy wgtam wwj wmaq who wdf wfla wave  
 —National Music Camp Program, at Interlochen, Mich.; National High School Band and Orchestra; Dr. Joseph E. Maddy, president, National Music Camp, and Percy Grainger, head of band division, National Music Camp, conductors. WJZ WCKY KDKA WLS wgar wave wire wham  
 —Lewisohn Stadium Concerts: Philharmonic Symphony Orchestra, direction Willem van Hoogstraten; Davidson Taylor, commentator. WABC WKRC WHAS (WJR on 9:15) kmcb wcau wfbm whk whio wadc wsb t wbt wvl wsa wco  
 10:00—Judy and the Bunch, vocal quartet. WJZ WCKY wgar wave wire wham  
 —Jerry Blaine and His Park Central Hotel Orchestra. WEA WSAI WSM kyw wgtam wwj who wdf wfla wire wave  
 —Press-Radio News. WJZ WLS wfbm wbbm whio wadc wpsd wsb t whk  
 —Phil Napoleon and his Orchestra. WABC WJR WHAS wbbm kmcb wfbm whk wcau whio wadc wbt wsa wco kmox  
 10:15—Paul Sabin's Hotel La Salle Orchestra. WJZ WCKY KDKA WLS wgar wave wire wham wmaq wfla wowo  
 10:30—Press-Radio News. WEA WSAI WSM kyw wgtam wwj who wdf wfla wire wave  
 —Jay Freeman and his Orchestra. WABC WHAS WKRC wbbm kmcb whk wfbm wcau kmox wadc whio wbt wsa wco  
 —Woodbury's Rippling Rhythm Revue, starring Shep Fields' Orchestra. (NBC) WSM wave wbp  
 —Eddie Varzo's Hotel Bismarck Orchestra. WJZ WCKY KDKA WLS wgar wave wire wham wowo  
 10:35—Carlos Molina's Hotel Stevens Orchestra. WEA WSAI WSM kyw wgtam wwj who wdf wfla wire wave  
 11:00—Henry Busse's Chez Paree Orchestra. WJZ WCKY KDKA wgar wham wave wire  
 —Frankie Masters and his Orchestra. WABC WKRC WHAS WJR wbbm whk wfbm kmcb wcau wadc whio wsa wco  
 —Barney Rapp's Beverly Hills Country Club Orchestra. WEA WSAI WSM kyw wgtam wwj who wdf wfla wire wave  
 —Jan Garber's Orchestra. WABC WKRC WJR whk  
 —Mike Riley's New Penn Orchestra. WJZ WCKY KDKA  
 Jack Zoller (Dr. Allen Hopson in "We Live Again" on WLW) likes to make parachute jumps.

## ONCE OVER, Lightly

Even as you and I, your favorites have an idiosyncrasy or two, difficult to explain but hard to overcome.

Ferde Grofe has made it a rule not to talk shop at the family dinner table, where the subject of music is tabu. Yet every morning the composer-conductor stops in for breakfast at a lunchwagon to discuss classical music with the counterman, one Frank Malone.

Jane Froman insists she isn't superstitious, yet always makes it a point to approach the microphone from the left—even if she has to step over the bass drum to do it.

Frank Black, noted for his NBC Symphony programs and for his renditions of classical and semi-classical music, amuses himself by

First Prize Award in the

## Short Story Contest

## CONSPIRACY

(The following story by Margaret Dahl, 2531 Community Street, Montrose, Cal., was awarded first prize of \$100 by the judges in Mark Hellinger's recent Jane Black Contest, which drew 68,314 manuscripts. In every case, the first two paragraphs were the same. The story that won second prize—"Weather Sequence," by Thomas Rooney, of Bethesda, Md., will be published here next week.)

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.

Jane stiffened. She felt her hands grow clammy on the arms of the chair. It was all so near now. So very, very near.

She stood up suddenly and, walking very softly, she went to the front door and pecked through the small opening in the iron grillwork. She breathed easier. There was no sign of anyone.

She turned now and slipped to the side door. She unlocked it in the semi-darkness. In a moment, a heavily-burdened man was standing beside her.

"Oh, Al, darling," she whispered. "I'm so happy that you're here in time. I was so worried."

She put her arms around him and held him close. The man stepped away.

"Time enough for that later," he said somewhat brusquely. "We've

gotta work fast now. Here, take some of these bundles."

Jane extended her arms and accepted several parcels.

"Sorry if I seem a little shaky,

telligible. As they started up the stairs, he tapped one of the parcels he was carrying.

"I couldn't get the tommy-gun," he said, "but I did pick up a rifle that will do just as well." He laughed, and the sound wasn't exactly pleasant. "We'll put it away with the rest of the stuff—until we need it."

They reached the second floor, and Jane led the way to the large, seldom-used storage closet. She accepted the parcels with shaking hands and deposited them gingerly in the recesses of the closet.

"It's Shorty!" she cried. She clasped the man to her in a fervent embrace. "Oh, Al, we must not fail this time! We can't. For three years we have been trying, and always he is too shrewd for us. If we fail again—"

The bell rang. The man pushed

he drew back. "Why are you so out of breath?" he asked suspiciously.

"Because I ran down the stairs to let you in," she replied, her heart beating furiously. "Maybe I'm getting old."

"I wouldn't say that," said Shorty. He nodded toward the kitchen. "How about a bite to eat before I turn in? The card game wasn't so hot and, what's more, Mrs. Anderson never even put a sandwich on the table."

"Think you could make me something now?" ...

Fifteen minutes later, as Shorty wolfed his food at the small table in the kitchen, Jane studied him intently. Did he know? Did he suspect? Had any of his gang learned something and tipped him off, or had past attempts made him wary?

These questions were racing

Jane heard Shorty moving around upstairs. She paced the kitchen nervously, watching the clock as she did so. Thus far, the plan had worked well. Success was now within her grasp. Perhaps morning would bring her the happiness of which she had dreamed so very long.

She waited ten minutes. Fifteen. Twenty. No sound now from above. She tiptoed up the stairs and opened the door of Shorty's room. His steady, rhythmic breathing told her that he was fast asleep. She closed the door again, hardly daring to breathe.

Now she worked more swiftly. She went to the closet and took down the rifle. Then she gathered up the other parcels and descended to the living room to wait for Al.

As she waited, she went over the entire conspiracy in her mind. Yes, she had lied to Shorty and deceived him. But not very often. In all their ten years together, she had seldom done anything to make him unhappy.

And now—well, it meant just as much to Al as it did to her. Dear old Al! After all, she told herself, she had loved Al long before Shorty had ever appeared on the scene.

She was still thinking of these things when Al tapped on the door. She opened it and, between them, they carried a long, boxlike affair into the living room. He placed a warning finger on his lips and she nodded in perfect understanding.

For several hours, they worked feverishly and with a minimum of sound. A whispered word here and there, and that was all. And then, when everything was in readiness, they stepped back to gaze at their handiwork.

They had accomplished what they had been trying to do for three years! Suddenly, Jane was in Al's arms and he was kissing her tenderly.

"We've done it, dearest," was all she could say. "We've done it!"

Yes, they had done it. In spite of Shorty's bragging, they had put it over. In spite of the keen wisdom of Shorty's ten years, they had bought him the air rifle and bicycle he thought they couldn't afford.

Now, everything was in readiness beneath the newly-trimmed tree. For the first time in three years, Shorty hadn't discovered beforehand what he was to get for Christmas! ...



Suddenly, a car was heard in the driveway. Jane's eyes grew wide.

dear," she said. "But my nerves—"

"Please, Jane!" His voice was hard. "This is no hour to speak of nerves." He regarded her sharply. "He isn't back yet, is he? Is everything okay on the entire set-up?"

"Yes," Jane nodded. "Shorty and some of his gang are playing cards over at the Andersons. Everything's okay so far, but he'll be coming home almost any time now. We'll—we'll have to hurry."

The man grunted something unin-

her from him.

"But we won't fail," he muttered grimly. "Not if you come through for us. Go ahead now. Let him in!"

Al stepped into the closet, closing the door behind him. The bell rang again—impatiently. Jane raced down to the front door and opened it. Shorty stepped in.

"Thought maybe you'd gone out," he said. He favored her with a perfunctory peck at her cheek, and then

through Jane's mind when she detected a small noise on the stairs. She began to chatter wildly—but Shorty evidently had heard nothing. And soon, to Jane's almost hysterical relief, he was yawning his way up to bed.

As Jane put the dishes away, her mind was on that rifle on the closet shelf and those bundles on the floor. By now, Al would be in the garage. Very soon, he would coast his car down the driveway to bring back the one thing that would add the finishing touch.

## GUYS, GALS, GIGGLES AND GROANS

### EXPLANATION

THE autoist stopped at the general store, situated on the left hand side of Main Street.

"Hey, mister," he cried, "can you tell me where I can find a family by the name of Blair? They live in a white, Colonial style house."

The proprietor, an elderly and somewhat eccentric gentleman, rubbed his chin reflectively.

"White, Colonial style house," he repeated vaguely. "Name of Blair. Let me see, now. Oh, yes." He pointed down the road. "Foller this hyar road till yer hit a red light.

"Yer'll find a fork in the road. Take the tar road till yer see a roadhouse called the Cat's Meow. Turn

left there till yer come ter the cannary. From thet, yer swing onto a concrete highway. Ride down fer 'bout eight mile and yer'll find the house, on the right side of the road."

The driver waved a hand.

"Thanks, pop."

"Not at all," squeaked the old man. . .

An hour later, the same car—now covered with dust—pulled up on the right side of the street. It stood before a white, Colonial style house, just across the street from the general store.

The proprietor was still standing outside his store.

The driver leaned out and motioned to the house.

"Say," he shouted across the road, "is this the house?"

"Yep," nodded the proprietor. "That's it."

The autoist went into hysterics.

"Why, you infernal dope!" he raved. "What was the idea of making me drive in a circle for more than forty miles? Couldn't I just as well have walked across the street?"

The proprietor shrugged.

"Guess yer could have," he admitted. "But I didn't see any sense in makin' yer walk when yer had a car handy!" ...

### LIMIT

AL Donahue says he knows the meanest columnist of them all. This guy would cut his notes to spite his space! ...

### UNFORTUNATE

AN extremely snooty family decided to tour the country by trailer. They bought a vehicle that would give the average home an inferiority complex. Showers, two bathrooms, maid's quarters; everything was there.

One night, as they were bouncing along a country road in leisurely fashion, they suddenly found themselves without electric current. They tried to remedy the situation, but their efforts were futile.

Finally, the head of the family decided that nothing could be done.

"It's terrible," he sighed. "But I'm afraid we'll all have to leave the trailer—and rough it in a hotel!" ...

### VIEWPOINT

THE playboy and the chorine were seated in the former's roadster, parked under a star-studded sky. The playboy's arms encircled the girl's waist in a tight embrace.

A stick-up man, spotting the classy roadster, saw an opportunity to snatch a few bucks. Pulling his gun, he stealthily approached the amorous pair. He suddenly pushed the gun through the open window and pointed it straight at the playboy.

"Hey, you," commanded the burglar. "Hands up!"

The playboy ignored the request.

"Don't be silly," he countered. "She likes it!" ...



Baseball is our "national pastime." Every adult male is supposed to be familiar with the argot of the diamond. Far from being out of place in a radio column, that reference to sport is very much to the point just now. For, with the vacation season here, scarcely a day goes by without somebody coming to the microphone as a "pinch-hitter" for somebody else. In baseball "pinch-hitter" means one, and only one thing. It describes a substitute sent to bat in a crisis because he's thought to be a better clouter than the man he replaces. If it means that on the air, one of two things must be true. Either the continuity writers don't know their baseball, or the fellow being replaced isn't so hot. Neither is very flattering.

Speaking of sports, that opening announcement of Bob Newhall on his sustaining nights is becoming drearily monotonous. The faithful can repeat the ritual by heart. And when they can do that it's time to put in at least a fresh needle.

To most people Shakespeare means the highest of the highbrow. It must have been a distinct, albeit delightful, shock for them to find that the Bard can be funnier than modern comedy, as CBS proved last week with its performance of the "shrew." Both Edward G. Robinson in the lead and his supporting cast romped through it with rare gusto. It was with real regret that the dial-twister had to turn to NBC and O'Neill at the half-way mark for reviewing purposes.

If NBC's airing of O'Neill's "Beyond the Horizon" is a fair sample, the 1937 drama war between the networks is just getting well started. True, the casting left much to be desired. Both Helen Hayes and James Meighan seemed unfortunate choices for their roles. Also, most of Howard Clancy's intrusions as what Fred Smith used to call a "descriptionist" were needless. But even with these handicaps the hour was memorable. More than anything else it proved again that "the play's the thing." The realism, fiery conflict and all-around "intestinal fortitude" of O'Neill's scenes emphasized how wishy-washy the ordinary radio drama is. That's going to be hard to ignore. For some time it's been obvious that what radio drama needs is not so much technique as drama.

O'Neill isn't the only playwright who can supply that missing ingredient.

In case you've wondered, those dots and dashes that introduce Lowell Thomas spell Sunoco.

Yes, the networks are already making plans for football broadcasting. CBS announces that it will air the game between Ohio State and Texas Christian, September 25. Wherefore Ohio Staters have their fingers crossed. Whenever Ted Husing broadcasts a Buckeye game, the Scarlet and Gray are the losers.

One of the many doubtful practices that beset commercial announcements is that of having the announcer say "we" as if he were a spokesman for the sponsor. If the announcer worked only one commercial the "we" might be credible. But when the same voice turns up on several different programs, the "we" becomes plain ridiculous. It's unnecessary anyway, as are so many things about commercial announcements.

CBS weighs in with the information that 7,525,000 people heard its "Hamlet." This figure is based on a survey. Which kind is not stated, but probably one of these telephone affairs. Consider the perfect consistency of calling people away from "Hamlet" to tell somebody they were trying to listen to the radio.

Lisa Sergio, the 2RO announcer who's taking a bus-man's holiday on NBC, is more than showing American women announcers how the job should be done. Most men could also learn from her. Excellent voice quality, flawless enunciation, and perfect command of pronunciation make her a treat for ears wearied with the mechanical chatter of most announcers.

So they've added a session of "Ask Yourself Another" to Tommy Dorsey's swing program. Well, the questions and their answers mean about as much as swing.

With the exception of Freddie Lightner, that Froman-Ross half-hour is a pleasant replacement of Jack Benny's show. As always, Jane Froman violates the popular songbird rule by really being able to sing.

## McGEES TELL OF EXPERIENCES IN MAKING A MOVIE

Fibber McGee and Molly, who have just returned to Chicago after nearly ten weeks in Hollywood, claim they didn't learn very much about movies even after they appeared in the Paramount production "This Way Please." They were particularly surprised by the fact that a motion picture is made in pieces and then fitted together in a dark room.

"Why we didn't even see some of the actors who play in the picture with us," they said. "That seemed kinda funny to us, especially since in radio every member of the cast is present both during the rehearsal and the actual show. Still we did get to see Buddy Rogers singing, and we met some nice people like Gail Patrick, Pat O'Brien and Bing Crosby. Guess the reason we got to see them was that they weren't working in a picture with us."

Don Ross is doing well in his new role of m. c. In contrast with them, the Lightner antics seem a needless intrusion.

John Barrymore evidently believes in hearing yourself as others hear you. He's had phonograph recordings made of his NBC "streamlined" Shakespeare.

Molly's biggest thrill while in Hollywood was when she posed with Marlene Dietrich, star of "Garden of Allah" and "Knight Without Armor." They asserted that they were so far removed from the rest of the picture that it would seem "brand new" to them except for the parts in which they appeared.

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