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Radio Dial

WEEK ENDING SEPTEMBER 24, 1937



MARY JANE
ON WCRY'S
"FOR WOMEN ONLY"
See Page 11

Weekly RADIO DIAL

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

Telephone—CHerry 0710 — 0711

GEORGE A. VOGEL—Editor

Vol. VII WEEK ENDING SEPTEMBER 24, 1937 No. 19

A DROP IN THE BUCKET

This is the time of year when radio begins to show fresh activity. After a comparatively quiet summer new programs are coming on the air, new sets are being bought, more people are listening. From factories and studios to dealers and homes there are signs that one of radio's biggest seasons is opening.

Millions of dollars are going to be spent for programs. Many more millions will be spent for receivers to hear those programs. All this makes radio seem quite important; that is, until one begins to ask just what radio means.

No doubt that seems a futile question. To most people who have anything to do with it radio means one thing and only one thing: program broadcasting.

It is altogether natural that it should. Whenever a word comes into general use it takes on the meaning with which the public is most familiar. And certainly program broadcasting is the angle of radio with which the public is most familiar. It is what has put receivers in more than 25,000,000 American homes. Yet the fact is that program broadcasting is just one small part of present-day radio.

Readers who have all-wave receivers already know that. In addition to broadcast-band and short-wave programs, these receivers show that radio is used for a wide variety of verbal communication: police, aircraft, amateur, ship-to-shore and trans-oceanic telephone. If the listener can read Continental Code he will find that radio is put to many other uses: marine, direction-finding, commercial, military.

Indeed, from a frequency standpoint the broadcast band is just a drop in the well-known bucket. It extends from 550 to 1600 kilocycles. The 10-meter amateur band alone (28,000 to 30,000 kilocycles) is far wider.

It will be noted, too, that most of these non-broadcasting services are vital. Only radio can provide the communication with airplanes, ships and police cars necessary for safety and the prompt dispatch of business.

Yet essential as this communication is, radio is put to still more uses which cannot even be heard on the air.

The talking movie is a stepchild of radio. So are the modern phonograph, the public-address system, the inter-communicating telephone, improved hearing aids for the deaf, and Talking Books for the blind. To medicine radio has given the short-wave fever machine and much useful apparatus for treatment and diagnosis. To industry it has given precision measuring instruments and the uncanny photo-cell. These are only a few of the off-the-air uses to which radio's fundamentals are being put. The list is growing month by month.

Truly, when Dr. Lee DeForest put a grid in the vacuum tube he did a good deal more than start something that would provide a fat living for comedians and torch singers. Indeed, program broadcasting occupies about the same place in radio as the Earth does in the solar system.

This is not to say broadcasting is unimportant. It is important. But it is not the whole of radio. Now and then it is worth while for us earthlings to remember that there is such a thing as the universe.

"PROFESSOR QUIZ"

Bob Trout will even up scores for those who are befuddled by Professor Quiz's questions when he quizzes "Prof. Quiz" himself during the program broadcast over the WABC-Columbia network, including WKRC, WHAS and WHIO, Saturday, September 18, from 8:00 to 8:30 p. m. (E.S.T.). Trout will also aid in picking the winner from among those who stand up and think fast enough to give the right answers at the microphone's brain-testing session.

NBC MUSIC GUILD

The Madison Piano Quartet will make its first appearance on the NBC Music Guild series during the program of Tuesday, September 21, at 1:30 p. m. (E.S.T.), over the NBC-Blue network. They will play Joseph Suk's Quartet in G Minor, Opus 8, for Piano and Strings. The Madison Quartet is composed of Jack Finestone, pianist; Paul Winter, violinist; Eli Lifschey, violist, and Maurice Bialkin, cellist.

COLUMBI-A-MUSINGS

From WKRC

By
MARGARET MALONEY

It looks as though Helen Hayes will not be heard on the air this fall . . . 'cause it's her old sponsor that will be paying the bill for Phillips Lord's "We, the People," which begins on Columbia, October 7. Lord, himself, will be unable to take part in the production, though. His work on "Gangbusters," another CBS production, will not permit his taking part in "We, the People." . . . Gabriel Heatter will substitute.

And now comes word that Henry Ford isn't interested in sponsoring the World Series this year. . . . The auto king has two programs now . . . Al Pearce's Gang in "Watch The Fun Go By" and the Ford Sunday Evening Hour. . . . Another of his shows, Universal Rhythm, was dropped last month. But rumor has it that he's considering Joe E. Brown for a fall variety show.

Here's news! Our old friend "Pop-eye" is scheduled to return . . . and shortly!

Lee Bland, WKRC news commentator, is an aviation enthusiast . . . he spends all his spare time and money at the airport.

Some of our Columbia artists on the West Coast did a bit of eloping and separating last week. . . . Alice Faye, singing star of the Friday night Chesterfield show, married Tony Martin . . . and "Moutha" Raye sued her husband of less than three months for divorce.

Things to write home about: A recording of "Carioca" with Ruth Lyons and Gladys Lee at two pianos.

The second Lux production, on September 20, should really be something! Frederic March and his wife, Florence Eldridge, in "The Outsider".

Maynard Craig continues to regale the ladies on the "Meet the Missus" programs, Tuesday through Fridays at 1:15 p. m. (E.S.T.). Mrs. Craig's boy has a way about him!

Jerry Cooper has pleased his sponsors so much with his work on "Hollywood Hotel" that they've renewed his contract for six months more.

Stan Conrad, WKRC announcer, has been on a diet for the past two months . . . he lost six pounds and his sense of humor . . . so now he's gone back to regular living.

You'll Be Hearing From Her



Newest dramatic discovery of the National Broadcasting Company is glamorous and talented Lora Marlo. Lora is destined for the microphone spotlight in the coming season of dramatic offerings over the NBC networks.

"The Feast of Ortolans" Drama by Maxwell Anderson To Be Presented Over NBC

Maxwell Anderson, distinguished American playwright, whose works won the Pulitzer Prize in 1933 and the Drama Critics' Circle Prize in 1936 and 1937, has written an original poetical drama for radio.

The drama, "The Feast of Ortolans," the first play from the pen of an author considered by many critics to be the greatest living dramatic poet writing in the English language, will be heard Monday, September 20, from 8:30 to 9:00 p. m. (E.S.T.) over WCKY and the NBC-Blue network.

The one-act play, set at the dinner table in the chateau of a great French noble on the eve of the outbreak of the French Revolution in 1789, brings together a group of famous writers, artists, intellectuals and nobles, including such personalities as Lafayette, Beaumarchais, Condorcet, LaHarpe, Philippe of Orleans, Chenier and the Duchess of Gramont.

The action, unfolding in the bril-

liant poetical style for which Anderson is famous, provides dramatically penetrating insight into the deep intellectual and emotional sources from which great social changes stem. As the minds of the great characters in the play move with dazzling speed and lucidity through and around the question of revolutionary possibility, tending to dismiss it, Anderson brings the brutal fact of revolution within their very midst.

"Your Neck o' the Woods"

Carl Carmer takes his listeners on an imaginary trip to Vermont when his program, "Your Neck o' the Woods," is heard over the WABC-Columbia network, including WKRC, WHAS and WHIO, Monday, September 20, from 9:30 to 10:00 p. m. (E.S.T.). Earl McGill, of the CBS staff, directs this series.

MAGIC KEY PLANS FAR-FLUNG PICKUPS

Bob Makes Music



Bob Byron, CBS whistler, whose programs of "Piano and Patter" are heard over the WABC-Columbia network, including WKRC and WHIO, Mondays, Tuesdays and Fridays from 3:00 to 3:15 p. m. (E.S.T.), gets a kick out of "left-handing" the celeste and "right-handing" the piano. Any tune with a swing is his meat, and his clowning results in delightful music. His fans tell him so!

Will Show World-Wide Use Of Radio

An elaborate demonstration of the continuous role radio plays in the preservation of life will be given on the Magic Key of RCA program over the NBC-Blue network, including WLW, WLS and WSM, Sunday, September 19, at 1:00 p. m. (E.S.T.), with pickups from airplanes over the Pacific Ocean; Spokane, Chicago, Cleveland, Washington, D. C., New York, London, Prague, Paris, Berlin and Rio de Janeiro.

Police and fire department use of radio will be demonstrated from Boston and Trenton, and amateur work in coping with catastrophies will be pictured from Chicago. In addition a short-wave pickup will be made from the bridge of the Queen Mary at sea.

Tex O'Rourke, as master of ceremonies; Dr. Frank Black and the Magic Key Orchestra; Jean Sablon, baritone, and the Fisk Jubilee Singers will be heard in the musical portion of the broadcast.

"Freshest Thing In Town" Returns Over WKRC



Of all the shows to be aired during the forthcoming fall and winter season, one of the consistently popular features, "The Freshest Thing in Town," which stars Johnny Lawrence, and makes its reappearance on WKRC, Monday, September 20, promises to be one of the best. Broadcast Mondays through Fridays at 5:15 p. m., "The Freshest Thing in Town" has already broadcast more than two hundred episodes. Leaving the air in July for a short vacation, Johnny spent the past two months at a boys' camp and is now back in the Queen City to resume the lead role in the script show. This year's cast will include the same lovable characters as before. In addition to Johnny, Sue, Mary Jane and Mr. and Mrs. Lawrence form the nucleus of talent, with new characters making their appearance from time to time. Johnny, like all men, is a creature of habit, at least when it concerns hats. Most men don't like new hats and Johnny is no exception. The picture shows him faithful to his old derby even on the golf course. When offered a new hat to commemorate the beginning of his new series over WKRC, he flatly refused, insisting his old derby had brought him luck and was good enough for him. Francis Pettay will again do the announcing on the program. "The Freshest Thing in Town" is sponsored by the Rubel Baking Company.

On Show Boat



At 20, Virginia Verrill, blues singer, is one of the featured soloists on the Maxwell House Show Boat program broadcast from Hollywood on Thursdays over the NBC-Red network, including WLW and WSM at 8:00 p. m. (E.S.T.).

"Personalities On Parade"

Marsha Wheeler, who conducts "Personalities on Parade" on WKRC each Monday, Wednesday and Friday at 10:00 p. m., has an interesting list of people which she will interview for the week beginning Friday, September 17.

On that program she will present Helen Gates Leonhardt, a nurse doing private duty; Henrietta Boyd, a nurse in the Children's Ward at General Hospital and Margaret Gast, who is instructor of Nursing Practice at the Jewish Hospital School of Nursing.

On Monday, September 20, Miss Wheeler will interview Paul Kennedy, radio editor of the Cincinnati Post, who has recently returned to the Queen City after substituting for Alton Cook, radio editor of the New York World-Telegram. Mr. Kennedy will tell the radio audience about the radio personalities he met and interviewed in the metropolis.

Mrs. Miles Benham, director of Women's Activities for the Women's Committee of the Symphony Orchestra; Mrs. Claude Lotspiech, Vice-president in charge of Young People's Concerts; and Mrs. Alexander Thompson, president of the Women's Symphony Society, will be Miss Wheeler's guests on her broadcast of Wednesday, September 22, at 10 o'clock.

Young Actress



Miss Betty Gustetter, graduate of the University of Cincinnati, is heard regularly in the "True Detective Mysteries" and "Court of Human Relations" over WLW. She is one of the many coming stars who won a place on the Nation's Station through the regular weekly auditions, conducted Friday nights at the downtown studios of WLW in the Union Central Annex, Cincinnati.

WCPO To Broadcast Football Games

WCPO will broadcast in Cincinnati all home and away games of the U. C. football schedule, including night games. The first broadcast will be heard September 18, when U. C. plays the Moorhead State Teachers' College team.

The colorful aspects of the gridiron contests will be furnished by Harry Hartman. The announcer to handle the play-by-play description has not been decided on as yet, although it most likely will be "Red" Thornburgh or Jim McCulla, of WCPO's staff.

WCKY PRESENTS NEW SERIES OF RADIO DRAMAS

A series of radio dramas is being presented over WCKY by the University of Cincinnati Evening Dramatic School.

During the next two weeks the plays will be heard at 7:45 p. m. (E.S.T.) on Tuesdays and at 7:30 p. m. (E.S.T.) on Thursdays. Louis Eaton of the U. C. faculty is directing the plays, with Elmer Baughman, WCKY assistant studio manager, in charge of radio production.

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



PROGRAMS FOR SATURDAY, SEPTEMBER 18



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME
6:00—Message of Israel: Rabbi Louis Bin-stock, guest speaker. Organ music. WJZ WCKY WLS kdka wgar wave wire wham wowo
—El Chico, Spanish revue. WFAF wgy wtam wmaq who wdf kyw
—Count Basie and his Orchestra. WABC WKRC WHIO wbbm whk wfbm kmcb wadc wsbw wvva wsfw wwl wcco
6:15—Song Time with Betty Grable and John Payne. WABC WHIO wcau wadc wmaq
6:30—Eddie Varzo's Orchestra. (NBC) WLS (WCKY on 6:45) kdka wtam wowo
—Jimmy Kemper, song stories. (NBC) WSM
—Uncle Jim's Question Bee—Jim McWilliams, conductor. WJZ wgy wmaq
—Columbia Concert Hall: Jacques Jolas, pianist. WABC WKRC WHIO (WHAS on 6:45) wcco wcau wgr
—Steinie Bottle Boys. WFAF only
6:45—M. Lubochutz and Nemenoff, piano duo. WFAF wgy wtam wmaq who wdf kyw
7:00—Meredith Willson's Orchestra. WFAF WLW WSM wgy wtam wmaq wwl wave kyw wdf wfla
—The Home Towners: Cliff Hall, comedian,

Shots; Novelodeons, male trio; Sally Foster; Lula Belle and Arkie, songs; Uncle Ezra. Roy Leathen, vocal soloist, guest. WJZ WLW WLS kdka wham wgar wave wfla wbp kvoo
8:30—Hollywood Showcase: Lud Gluskin's Orchestra and guests. WABC WHAS WHIO wjr wbbm whk wfbm kmcb kmox wvva wbt wsfw wwl
—Special Delivery—a dramatic sketch with Marion Randolph. WFAF kyw wgy wtam wmaq wdf wj kstp who
—To be announced. WJZ kdka wgar wave wire wham
9:00—"Your Hit Parade": Mark Warnow's Orchestra; Songsmiths, male quartet; Freddie Gibson and Stuart Allen, vocalists. WABC WKRC WHAS WHIO wire wbbm wfbm whk kmcb wcau kmox wadc wsbw wvva wbt wsfw wwl wcco
—NBC Jamboree: Harry Kogen and his Orchestra, with guest artists. WFAF WLW wgy wtam wmaq who
9:45—Patti Chapin, songs. WABC WKRC WHAS WHIO wbbm whk wfbm kmcb kmox wadc wsbw wvva wbt wsfw wwl wcco
10:00—Carlos Molina's Hotel Stevens Orchestra. WFAF WLW wgy wtam wmaq who wdf kyw
—Benny Meroff and his Orchestra. WABC WKRC WHAS (WHIO on 10:15) wjr on 10:15) wbbm whk kmcb wcau kmox wadc wsbw wsfw wcco wvva
—Codalban and his Rockefeller Center Rain-

Al Jolson's Variety Program
Ben Bernie will be the guest of Al Jolson's musical variety program over the WABC-Columbia network, including WKRC, WHAS and WHIO, on Tuesday, September 21, from 7:30 to 8:00 p.m. (E.S.T.). Bernie's appearance will be one of the high spots in Jolson's new policy of bringing prominent figures in the entertainment world to his program in addition to the capable cast of performers already members of the cast. The "regulars" include the young movie actress - singer - comedienne, Martha Raye, and the dialect comedian, Parkyakarkus. Music for the program is furnished by Victor Young and a large orchestra.

RADIO DIAL CONTEST CLUB

by The Contest Reporter

THOSE whose place it is to fill a column each day or each week have one thing in common. No matter what their general theme or subject is, they invariably come to the point where, after inserting paper in the typewriter they are unable to proceed.

Under such circumstances some are said to chew their pencil or nails to an unrecognizable state, others simply stare out into space as if they were trying to delve into the depths of the Einstein theory; and others—just sit.

There is a reason and it seems to be pretty much the same with all. They don't know what to say. They have a certain clientele and it is their sincere desire to write something that will hold their interest. So, as a kind of blanket defense for all columnists, it can be said there is always news. But how to say it.

Therefore, it is not due to the fact that a dearth of news is the underlying cause of the stalled typewriter, but rather there is some indecision on how to express it. In an ever-changing world a writer should never be confronted with a lack of material. If you have ever wondered how a newspaper editor gets enough news to fill his paper, don't do it any more. Their greatest job is to select that which they feel will be of the most interest to their readers. Their desks are literally heaped with stuff they can never use.

Writing a contest column, your reporter has found himself in much the same predicament. As limited as contests are in comparison with some other subjects, there has never been a time but that more than a column could be filled with the material on hand. But there have been many times when most of it was not of general interest.

Right at the moment a peculiar situation exists. There is a distinct lull on the contest front. It has happened many times before, in fact every year about this time.

Contests are advertising pure and simple, and somehow the fall of the year is the time when big radio programs come back, when advertising campaigns are launched and when business in general is expected to resume full speed ahead. Advertising periodicals get a lot of advance information on contests, but not all of it by any means. Complete secrecy is maintained in many agencies and the first that is known of what is to happen is when it happens.

Within a month we will all know about what to expect from the contest angle of advertising. Observers are not agreed on what is to take place. Some are confident that contests are on the way out, but they have been saying that for the last ten years. Others feel that Old Gold is

a forerunner of what might be expected. Certainly, the enormous proportions of Old Gold's prizes would make up for a good number of smaller sponsors who might decide to stay out.

If we may place any credence in rumor, we should be very much enthused over the report that another big cigarette company will offer one million in prizes. Your reporter knows nothing at all definite about it, but would not be at all surprised.

In putting a contest column together, many readers would like nothing but a simple listing of current contests. They feel they know enough about how to do it, so they want material to work on.

Another class of readers is the imaginative group. They like to read of what others have accomplished and then boast that they could have done equally as well "if they had tried." They would not care especially if the column never carried the details of a current contest. They are the non-participants, but valued readers none the less.

Then there are those who want all the "how to win" articles reprinted. There is inspiration in reading of the methods that pulled down \$5,000 in a slogan contest, or how some person went about solving a complicated puzzle picture. They'd like to try it out on their next effort. Of course, it doesn't always work—for them, but that's easily forgotten. One successful winner will not read any of others methods. says it confuses her.

It takes all kinds of people to make a world and it takes a world to satisfy. So, if you should notice a columnist with a vacant stare sitting at his desk, the chances are that he is not without something to say, but completely at a loss as to how to say it, or what to say first.

If it's a contest columnist the time is probably the first part of September and he's wondering whether to prepare you for a cycle of slogans and limericks, or something more difficult like Great Names or number paths.

If someone had said that enough had been written about Old Gold's first contest we would have immediately agreed, but begging your indulgence, we thought you would like to know that this contest actually ran the limit. In other words, they exhausted all three sets of the pictures and finally had to resort to the essay to break the ties.

Over two million entered the contest, 54,000 solved all the first set of pictures correctly, 9,000 worked the second set, and 8,160 the third and last set. The survivors were then required to write an essay on the subject, "The Increased Popularity of Old Golds in My Community as a

Win \$7,000



Winning \$7,000 brought the smiles of Mrs. Margaret D. West, 3435 Arnold street, Cincinnati, above, and Miss Maryan Flege, 813 Third street, Reading, O., Bob Newhall, WLW sports commentator, was given the pleasant task recently of informing the winners on his program. Mrs. West won \$5,000, the capital prize in a nationwide contest of the Kellogg Company, and Miss Flege won \$2,000, third prize. The Kellogg Company, sponsors Newhall's programs Mondays, Wednesdays and Fridays.

Result of the Old Gold Contest." *Life Magazine*, dated September 6, has two full pages of pictures about the contest.

There is an arresting attraction in a clever slogan. This one won \$200 in a contest about Pay Day baby chicks. "Pay Day Chicks are Up to Scratch." It was worth every cent of it, and more.

And speaking of cleverness, we think the preacher in Iowa who offered prizes for the best notes taken on his sermon should rate something. Truly he was taking advantage of the modern trend of things.

But for downright versatility, we'd nominate Leslie A. Miller, of Wyoming. He was recently awarded the first prize in E. T. Wright & Co.'s "Arch-Preserver" contest. The prize was a \$1,000 sport kit, and the winner is none other than the Governor of Wyoming.

The winners in Kellogg's latest contest have been decided and the first prize of \$5,000 was awarded to someone in Cincinnati.

GET FREE ENTRY BLANK
★ for the ★
\$50,000
PHILCO RADIO MYSTERY CONTEST



AT ANY
PHILCO RADIO DEALER

The "Phyl" Coe Radio Mysteries, with their \$50,000 in cash prizes, which started Monday, September 6, over station WKRC, at 10:45 p. m., will continue weekly on the same day and time over the same station for fifteen weeks.

A total of \$2,500 will be distributed in cash prizes to 126 winners of the first broadcast and each week thereafter for the sixteen weeks, a total of \$40,000 in weekly prizes. Top weekly prize is \$500. Then at the end of the series all prize winners will be eligible to compete for the additional 51 grand prizes totalling \$10,000, with the first grand prize \$5,000.

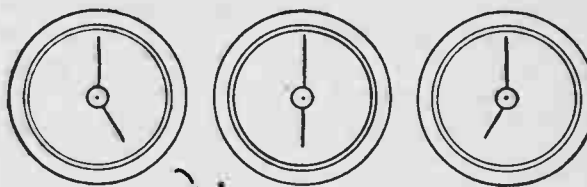
The first announcement here of the

contest created immediate attention among radio and mystery fans. Crime detection clubs are springing up all over the country, organized to follow the series. In some cases they pool their efforts in the club and in other cases work together on the problems but submit individual answers.

Unlike other contests, the Philco contest is not restricted and there is nothing to buy. The only requirement is that contestants must get their entry blanks and the mystery books from their local Philco Radio Tube dealers. The mystery books contain complete diagrams to aid listeners, and, best of all, a brief condensed version of each mystery problem.

TIME CHANGES

MONDAY, SEPTEMBER 27



BE PREPARED!

Practically all of your favorite programs will be aired at different times. But you needn't throw a fit and pull your hair. (The poor fellow in the picture is not a subscriber to RADIO DIAL). With RADIO DIAL you get complete time changes and every other detail. You have all this information at your fingers tips—information that is accurate and reliable — to make your radio enjoyment complete.

USE THIS COUPON

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

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

Name.....

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

Address.....

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

PROGRAMS FOR SUNDAY, SEPTEMBER 19

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Sunday, September 19, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

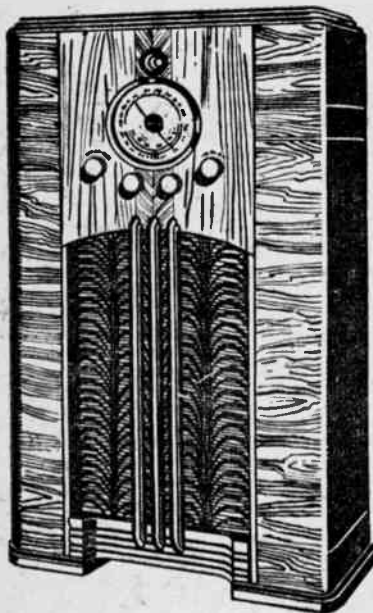
NOON—Church of the Air: Harry C. Browne, former First Reader of Second Church of Christ, Scientist, New York. "Working With God." WABC WKRC WHAS WHIO wjr wkb wad wsb wbt wcc wco
12:30—Poet's Gold. WABC WHAS WKRC (WHIO on 12:45) wad kmbc wvva
1:00—The Magic Key of R. C. A.: Symphony Orchestra direction Frank Black. Milton J. Cross and Tex O'Rourke; Jean Sablon, songs; guest artists. WJZ WLW WLS WSM kdka wgar wfla kvoo wfaa wham wave wowo
1:30—Thatcher Colt Mysteries. WEA WSAI kyw wgy wjz wtm wmaq who wdf wire

ist William L. Mackenzie of Canada, from Ottawa; Chancellor Kurt Schuschneegg of Austria, from Vienna; President Alfonso Alfaro Lopez of Colombia, from Bogota; Prime Minister Hodza of Czechoslovakia, from Prague. WABC WHAS WHIO wjr wkb wfm kmbc kmox wad wsb wbt wcc wco
3:30—The World Is Yours: Dramatization. Program under auspices of Smithsonian Institution. WEA WSM wgy wtm wmaq wdf wjz wj
5:00—Anson Weeks and his Orchestra. WABC WHIO WHAS wjr wfbm whk wcau wbt wcc wco
5:30—Our American Neighbors—Dominion of Canada. Orchestra, direction Vincent Sorey. Jerry Lawrence, narrator. WABC WKRC WHAS (WHIO off 5:45) wjr wbbm whk wfbm kmbc wcau kmox wbt wwl wcc wco
6:00—Columbia Workshop: Dramatization, direction Irving Reis. "Riders to the Sea" with the Abbey Players. WABC WHIO WKRC wbbm whk wfbm
6:30—Harry Von Zell, with Oscar Bradley's Orchestra. Ramon Navarro, Harry McNaughton, guests. WABC WKRC WHAS WHIO wjr whk wfbm wcau wad wsb wbt wvva wbf wfa

(Continued on page 9)

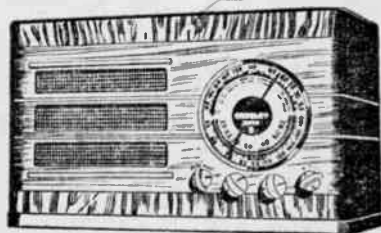
CROSLEY RADIOS

STAND OUT IN THE CROWD



**Crosley
SUPER 11**

ELEVEN TUBES . . . 10-inch electro-dynamic speaker with exceptional bass response . . . 3 Band tuning range . . . receives American, foreign, police, amateur, aviation and ships-at-sea broadcasts . . . 525 to 22,000 Kc. continuous . . . Additional intermediate frequency amplification, giving greater sensitivity . . . IRIS Tuning indicator . . . Broad automatic volume control . . . Mirro-Dial, edge lighted, gold reflector type, 3 dimensional dial. Handsome cabinet. Cabinet dimensions: 40" high, 24 1/4" wide, 13" deep.



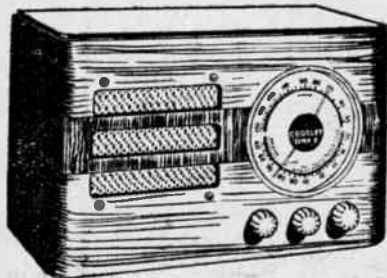
**Crosley
SUPER 8**

EIGHT TUBES . . . 8-inch electro-dynamic speaker with tone qualities equal to most console models . . . Three bands . . . Tuning range increased over former models . . . 525 to 22,000 Kc. continuous, receives American, foreign, police, amateur, aviation and ships-at-sea broadcasts. Mirro-Dial, edge-lighted, gold reflector type. Push-pull pentode output . . . Especially beautiful cabinet. Dimensions: 10 1/4" high, 16 3/4" wide, 7 1/8" deep.

• • • The new and distinctive All Star 1938 line of Crosley Radios surpasses all former triumphs in the presentation of truly sensational values. Not until you see them, examine, and hear them can you be fully aware of their overwhelming values. CROSLEY RADIOS stand out in the crowd. There's a model for every purse and purpose.

**Crosley
SUPER 6**

Six Tubes, 6" Speaker, 2 Bands, Receives American, foreign and some police and amateur calls, 535-1725 Kc. and 5800-18,300 Kc. Mirro-Dial. Beautiful cabinet. Dimensions 8 5/8" high, 14-3/16" wide, 6 7/8" deep.



Make This

5 Point Comparison Test

- Compare the Crosley Tone
- Compare the Crosley Cabinet
- Compare the Sensational New Crosley Mirro-Dial
- Compare the Crosley Price
- Turn the Cabinet Around
- Compare the Chassis and the Number of Tubes

Whatever Happens . . .

You're THERE with a Crosley



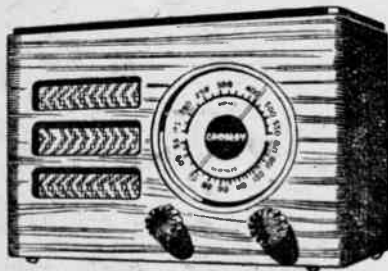
Crosley FIVER—5 Tubes

Tunes American stations, short wave foreign broadcasts, some police calls, 540 to 1720 Kc., and 5800-15,400 Kc., frequency. Five-inch electro-dynamic speaker; edge illuminated Mirro-Dial; Pentode output; Beautiful Cabinet. 12 1/2" high, 10 7/8" wide, 6 7/8" deep.

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5 Tubes . . . 5" Speaker . . . Receives American and some police calls, 535 to 1725 Kc. Built-in antenna. No ground required. Mirro-Dial . . . Pentode output. Pleasing Cabinet. Dimensions: 7 1/4" high, 11" wide, 5 5/8" deep.

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THE CROSLEY DISTRIBUTING CORPORATION
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RADIO FAVORITES SHOOTING AND SHOT AT BY THE ASTRONOMER

Understand WLW did some experimenting with their power last week . . . three times it was reduced for five minute periods . . . from 500,000 to 50,000 watts. The audience was told of this reduction in power and asked to write in, informing the station whether or not it could be heard and just how good the reception was. WLW recently was given an extension of its super power license and they are trying to prove it really does a service for listeners. Results of this test have not yet been tabulated.

Personality of the week: Elmer Baughman. Elmer, now one of 'CKY's head men . . . started in radio doing bit dramatic roles on the Nation's Station. From there he went to WCKY as announcer. Now he's one of their officials . . . having graduated to Assistant Program Director . . . still announces on the side and has been known to do a little transcription work. Single, tall and dark.

Red Barber, local sports announcer, and Jimmy Leonard, 'LW and 'SAI announcer, went to the same school in Florida when both were working at one of Florida's radio stations to pay their way through school. Now they're rehashing old times in the corridors of the Nation's Station.

The Six to Niners program on 'CPO in the early morning is well worth a listen. Lester and her up-to-the-minute songs, Harry Ogden at the organ, the Hawaiian Troubadours, the Kentucky Colonels and Uncle Ken's interpretations of popular songs make for good entertainment. Cousin Andre an-

nounces and injects bits of humor.

THUMBS UP: WKRC's Jean Abbey . . . Jean has been reporting the latest in fashions and giving shopping hints for quite a few years. She has been holding her audience, too, because her information is interestingly written and delivered. She's Natalie Giddings Haburton and her husband, Ralph, is responsible for those swell fashion pictures in the Post. A few years back she was WLW's Publicity Director . . . at the same time Ralph was Traffic Manager.

ALONG THE MILKY WAY: Rumor has it that we will no longer be able to tune in several Cincinnati acts . . . it seems the Virginians, Larry and Sue and Rex Griffith are leaving the Crosley stations. Wilda Hinkle back in town . . . in from Chicago where she indulged in dramatic work. Profile look-alikers: Fred Waring and Tom Richley. 'KRC's commercial manager, Bill Williamson, back at his desk after a vacation and business trip. Al Helfer, 'SAI sports announcer, is without a doubt the biggest man in local radio. John McCormick and Ruth Lyons, 'KRC heads, in constant huddles about their very full fall schedule. Ralph Simpson vacationing and Charles Dameron substituting. Al Bland, the southern gentleman at 'KRC, is one of the nicest people in local radio. Hal Davidson and Jane Gerrard teaming up very well . . . looks like they're a substitute for Larry and Sue.

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

Alfred Gus Karger, commentator, Station WLW and WLW Lines, will discuss "Civilization versus Culture," Saturday, September 18, at 5:45 p.m.

Edgar Guest has every script he ever used on the air, with notations in poetry about the respective performances of other members of the cast.

Don Voorhees boasts that each member of his "Cavalcade of Music" orchestra has written at least one song and had it published.

HE'S BACK ON THE AIR!

The freshest thing in town!

WKRC 5:15 P.M.

MONDAY • TUESDAY • WEDNESDAY • THURSDAY • FRIDAY

FOR KIDS FROM 6 TO 60.
FOLLOW THE ANTICS OF THE
FRESHEST THING IN TOWN.

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Bakers of Heidelberg Rye

Sunday Network Programs
(Continued)

- Chorus, direction Jose Iturbi. WABC WKRC WHAS WHIO wjr wbbm wfbm whk kmcb wcau kmox wadc wsbw wwt wwa wbt wsa wvj wcco wire wham wmaq wfla wowo
- Woodbury's Rippling Rhythm Revue, starring Shep Fields and his Orchestra; Bob Hope and Honeychille; Del Casino, tenor. WJZ WLW WENR kdka wgar wham
- 8:30—The Jergens Program, with Walter Winchell. WJZ WLW WLS kdka wgar wham
- American Album of Familiar Music, with Frank Munn, tenor; Jean Dickenson, soprano; The Heanhen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEA WSAI WSM kyw wgy wtam wvj who wfla wdaf wmaq wfaa wire wave
- 8:45—Irene Rich for Welch. WJZ WCKY WLS kdka wgar wave wire wham
- 9:00—Sealtest Sunday Night Party: James Melton, m. c. Robert Dolan's Orchestra; New Yorkers Chorus; Tom Howard and George Shelton, comedians; Elissa Landi, guest. WEA WSAI WSM gy wtam wvj wmaq who wdaf wfla wave
- The Zenith Foundation. WJZ WLW WENR wham kdka wowo

- Preview of American Legion Convention. WABC WKRC WHAS WHIO wjr kmcb wcau wfbm whk wadc wsbw wbt wvl wsa wcco
- 9:30—Ernest Gill and his California Concert. WJZ WCKY WLS
- 10:00—Judy and the Bunch, vocal quartet. WJZ WCKY wgar wave wire wham
- Irene Rich for Welch. (NBC) WSM wave
- Press-Radio News. WABC WHAS wadc wmaq wcco waco
- Russ Morgan and his French Casino Orchestra. WEA W
- 10:05—Benny Meroff and his Orchestra. WABC WHIO WHAS wbbm whk wjr wcau wadc wqam wcco wmas
- 10:15—Choir Symphonette. WJZ WCKY kdka wgar wave wire wham wmaq wfla wowo
- Walter Winchell. (NBC) WSM
- 10:30—Press-Radio News. WEA W and network
- Jay Freeman and his Orchestra. WABC WHAS WHIO (WKRC on 10:45 wbbm kmcb whk wfbm wcau kmox wadc wsbw wbt wsa wcco
- Woodbury's Rippling Rhythm Revue, starring Shep Field's Orchestra. (NBC) WSM wave wbp
- Eddie Varzo's Hotel Bismarck Orchestra. WJZ WCKY WLS kdka wgar wave wire wham wowo

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

PROGRAMS FOR TUESDAY, SEPTEMBER 21

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

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn McCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC wbt wcau wadw wvva wbt wccu waco
—Herbert Foote's Concert Ensemble. (CBS) wccu waco
—Easy Aces comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdkk wgar wiam wire
—Amos 'n' Andy: Peppercorn Program WEAF woy wwi wvw wwt wwm

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn McCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC wbt wcau wadw wvva wbt wccu waco
—Herbert Foote's Concert Ensemble. (CBS) wccu waco
—Easy Aces comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdkk wgar wiam wire
—Amos 'n' Andy: Peppercorn Program WEAF woy wwi wvw wwt wwm

—"It Can Be Done," dramatic sketch, with Edgar Guest. Frankie Masters' Orchestra. Masters Voices, singing ensemble. WJZ WLW WLS kdkk wgar wiam
8:00—Vox Pop, conducted by Parks Johnson and Wallace Butterworth. WEAF WSAI kyy wgy wiam wvy wmaq who wdf wif
—Ben Bernie and All the Lads: Eva Jessye Choir, Tod Duncan; Al Jolson, guest. WJZ WLW WLS WSM kdkk wgar wiam wire wave kstp whm wfa kvoo wowo
—"Watch the Fun Go By," presented by Al Pearce and His Gang. Nick Lucas, singing guitarist; Arlene Harris, "Human Chatter-box"; Carl Hoff's Orchestra, WABC WKRC WHIO WHAS wjr wbbm wfbm kmbc wcau wadw wsb wbt wccu wkh
8:30—Benny Goodman's Swing School: Effie Etherington, English comedienne, guest. WABC WKRC WHIO WHAS wjr wbbm wfbm kmbc wcau wadw wsb wbt wccu wkh
—Packard Hour: Lanny Ross, Charles Butterworth, Florence George, Don Wilson, Raymond Paige's Orchestra and guest stars. WEAF WCKY WSAI WSM who kyy wgy wvw wwt wwm wdf wif wia wave wdf wmaq kvoo
—To be announced. WJZ WLS kdkk wiam wgar
9:00—"The Other Americas," Edward Tomlinson. WJZ WLS kdkk wgar wiam wire whm wwo

—U. S. Navy Band. (CBS) WHAS WHIO WKRC wfbm kmbc kmox wsb wccu
—Your Unseen Friend, with Harry Salter's Orchestra. WABC wjr whk wbbm wcau wadw
—Russell Dorr, baritone, and organ. WABC wbbm wjr whk wfbm kmbc kmox wadw wsb wbt wwl
—Phillips Poly Follies. (CBS) wbbm wfbm kmox wsb wccu
—Jimmie Fidler's Hollywood Gossip. WEAF WLW WSM wgy wiam wmaq who kyy wvw wwt wwm wdf wif wia wave wdf wmaq kvoo
—Past Masters Program: Manual and Williamson—Harpisichord Ensemble—four harpsichords, organ, flute and strings. WJZ WCKY WLS (WSM on 9:45) kdkk wgar wiam wfa wire wbp
—Vic and Sade: Comedy sketch, with Art Van Harvey, Billy Iddison and Bernardine Flynn. WEAF WLW wgy wiam wave wire kyy wmaq wdf wvw
—Four Stars, Girl's Vocal Quartet. WABC whk wcau wadw wbt wwl
10:00—The Peppercorn Program: Amos 'n' Andy. WEAF WLW WSM wiam wvw
—Violin in the Night: Ben Silverberg, violinist; string ensemble, and Waldo Pooler, narrator. WEAF wgy wiam wmaq who
—"Poetic Melodies": Jack Fulton, tenor; Franklyn McCormack, reader, with Carlton Kelsey's Orchestra. (CBS) WHAS wjr wbbm wfbm kmbc wcau wadw wsb wbt wccu kmox
—The Vagabonds. (NBC) wgar wiam wire whm

—Tomorrow's News Tonight: Commentary by Andre Baruch. WABC only
—Jay Freeman's Orchestra. (CBS) wadw wbt
—Eso News Reporter. WJZ only
10:05—Jay Freeman and his Orchestra. WABC (WKRC on at 15:15) wcau wcau wqst wsb wbt wqam wcco waco
—The Vagabonds. WJZ wgar wiam wire whm
10:15—Lou Breese and his Orchestra. WEAF wgy wiam wmaq who
—King's Jesters Hotel LaSalle Orchestra. WJZ WCKY wgar wiam wire whm
10:30—George Olsen's Orchestra. WABC WHAS WHIO (WKRC on 10:45) wjr wbbm wcau whk wfbm kmox wadw wsb wbt wfa wcco
—Johnny Presents. (NBC) WSM wave
—To be announced. WEAF wgy wiam wmaq who
—Carlos Molina's Hotel Stevens Orchestra. WJZ wgar wiam wire whm
11:00—Hal Kemp's Orchestra. WJZ WCKY WLS kdkk wgar wiam wire whm
—Bert Block and his Orchestra. WABC WKRC WHAS WHIO (wjr on 11:15) whk wfbm wcau wadw wsb wbt wfa wvw wccu
—Jerry Blaine and his Orchestra. WEAF wgy wiam who
—Roger Pryor's Orchestra. (CBS) wbbm kmbc
11:30—Marvin Fredericks' Commodore Perry Hotel Orchestra. WJZ WCKY kdkk wave wire whm wgar

MARY JANE ON WCKY's "FOR WOMEN ONLY" PROGRAM

Mary Jane, whose picture adorns the cover of this issue of RADIO DIAL, is the young lady who conducts WCKY's "For Women Only" program, at 9:00 a. m. (E.S.T.) every morning except Saturday and Sunday. Mary Jane allows her listeners to chart the course of her presentations, so the program is really "tailored to order" for the radio audience.

The young commentator asks her listeners to write frequently and criticize freely, so that she may discuss subjects of the widest interest to her radio circle.

"My idea of a radio program for women," says Mary Jane, "is one that is instructive, but entertaining. I try to keep away from the time-worn formula of recipes, household hints and the like. To reel off a long recipe is pretty much wasted energy, because very few women are going to write it down. When I do talk about cookery, I offer to mail a typed copy of the recipe to anyone who is interested.

"The newest in fashions, the latest books, the gossip of Hollywood and Radio Lane, and the heart interest problems of other women are usually 'sure fire' subjects with my listeners.

My advice to would-be radio speakers is: Try not to be dull, whether you're discussing dinosaur eggs in Mongolia or the fall fashion accessories on Fifth avenue, New York. And don't talk too long about anything."

Mary Jane Dunphy is the full name of WCKY's young announcer and commentator. She is a graduate of Cincinnati's Schuster-Martin school of the drama and has had dramatic training since the age of 10 when she began studying under Madame Patia Power. A sidelight is that Mary Jane and Tyrone Power, Jr., were childhood playmates and still keep up correspondence.

During the recent WCKY broadcasts from the Pure Food Exposition at the Cincinnati Zoo, Mary Jane drew the assignment of doing daily interviews with women in attendance and did a grand job of it. She is scheduled to appear on several new WCKY shows programmed for fall.

Eddie Schoelwer

Whispering Eddie Schoelwer begins his fourth consecutive year of broadcasting under the sponsorship of the Solway Furniture Company, on Wednesday, September 22, over WKRC. His programs, aired Mondays through Saturdays at 4:30 p. m., are quarter-hour features made up of tunes old and new.

Schoelwer is an air veteran, having been broadcasting almost since the inception of radio. He plays his own accompaniment and occasionally introduces his dog, "Mike," to the radio audience.

"VANITY FAIR" NEW VARIETY SHOW ON NBC

A sparkling new weekly variety show, to be known as "Vanity Fair," will make its debut over WCKY and the NBC-Blue network from 7:30 to 8:00 p. m. (E.S.T.), Monday, September 20, with Cal Tinney, author-humorist, as master of ceremonies.

Tinney will be assisted by a cast of topnotch entertainers and an orchestra yet to be selected.

Sheilah Graham, London-born actress and newspaper columnist, will be on the program in the role of motion picture commentator. Her portion of the broadcast will originate in Hollywood.

Best known as the Hog Editor of the Oolagah Oozings, Tinney conducts a daily column of humorous, homespun philosophy much on the order of that purveyed by the Oklahoma idol, Will Rogers. This similarity to Rogers is not strange, however, since Tinney was born in Pontotoc County, Okla., shortly after the State ceased to be an Indian territory.



SAFETY FOR YOUR SAVINGS, PLUS INCOME

—non-speculative dividend producing and INSURED

Ask for free booklets and details of our savings plan

TUNE IN WSAI

Sunday, Tuesday and Friday 10:30 P. M. (E.S.T.)

Business Men's Federal Savings and Loan Association

608 Main Street, Cincinnati, Ohio

Welcome Back to the Air

Little Orphan Annie

You're one of radio's best loved characters and we'll

all be listening for you

MONDAY, SEPT. 27, at 6:00 p. m. (E.S.T.)

when your new series starts over

WCKY

the L. B. Wilson Station

(Little Orphan Annie will be a regular feature on WCKY Mondays through Fridays)

It's thrilling the Air with Romance and Music

The Song of the Islands

Listen to the throbbing music of the South Seas with the romantic tenor voice of the Wanderer in song and story. Let this new and different program make your day complete; Tuesday through Friday at 6:15 p. m. and Sunday at 6:00 p. m.

over

WSAI

Cincinnati's Own Station

The Crosley Radio Corporation

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Call us to help you solve any Pest Problems

We carry a complete stock of Disinfectants

ROSE EXTERMINATOR CO.

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

PROGRAMS FOR WEDNESDAY, SEPTEMBER 22

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Wednesday, September 22, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

Detailed text descriptions of network programs, including 'Poetic Melodies', 'Easy Aces', 'Town Hall Tonight', 'Gang Busters', and 'Your Hit Parade', with station call letters and broadcast times.

There was a man interviewed on the NBC Vox Pop program who told Parks Johnson and Wally Butterworth that hydraulics are writings of the ancient Egyptians.

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



PROGRAMS FOR THURSDAY, SEPTEMBER 23



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

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

—Morlick's Program, with Lum and Abner: Comedy sketch. WJZ WLW WLS wsb
—Al and Lee Reiser, piano duo. (NBC) wgar wave wire wham

—Major Bowes' Amateur Hour. WABC WKRC WHIO WHAS wjr wbbm wfbm whk wcau kmox wadc whio wbt wfa wwl wcco
—To be announced. WJZ WCKY WLS kdka wgar wave wire wham

—NBC Night Club—variety program. WJZ WCKY WLS kdka wgar wave wire wham
—The March of Time. News dramatization WABC WKRC WHAS wjr wbbm wfbm whk wcau kmox wbt wwl wcco

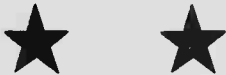
—Poetic Melodies: Jack Fulton, tenor; Franklin MacCormack, reader, and Carlton Kelsey's Orchestra. (CBS) WHAS wjr wbbm wwl wcco kmox
—The Vagabonds. (NBC) wgar wave wire wham
—Eso News Reporter. WJZ only
—Pepsodent Program: Amos 'n' Andy. (NBC)

MIDNIGHT—Nocturne, with Eddie House. (CBS) wbbm wfbm kmcb

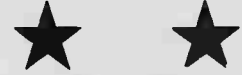
JOSE, AMPARO ITURBI GUESTS ON FORD HOUR

Amparo Iturbi, talented pianist, sister of the distinguished conductor, Jose Iturbi, will appear with her brother in joint recital at two pianos during the Ford Sunday Evening Hour, September 19. Assuming the dual role of conductor-pianist, Mr. Iturbi will direct the Ford Symphony Orchestra and Chorus. The broadcast will be from 8:00 to 9:00 p. m. (E.S.T.) over the WABC-Columbia network, including WKRC, WHAS and WHIO.

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



PROGRAMS FOR FRIDAY, SEPTEMBER 24



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor. Franklyn McCormack, reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wadc wcau wvva wbt
6:15—Song Time with Gogo de Lys and Jack Shannon. WABC wcau wadc wvva whk wbt
6:30—Savitt Serenade. (NBC) wgy wtm wma wq wdf wbp kyp kstp who
6:45—Boake Carter, news commentator. WABC WKRC WHAS WHIO wjr whk wbbm kmox wcau wadc wbt kmcb wwl
7:00—Roy Campbell's Royalists. WJZ WCKY WLS WSM kdka wgc wgr wje whm
7:15—Johnny O'Brien and his Harmonica Ensemble from San Francisco. WJZ WSM kdka wgr whm wowo
7:30—Death Valley Days, dramatic program, with John MacBryde, Jean King, Vernon Radcliffe and Jeff Bryant; Orchestra direction Josef Bonime. WJZ WLW WLS kdka wgr whm
7:45—Boake Carter, news commentator. WABC WKRC WHAS WHIO wjr whk wbbm kmox wcau wadc wbt kmcb wwl
8:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAFF WSAI wgy wtm wmaq wdf wje whk who wje wtm wmaq wdf wje whk who wje wtm wmaq wdf wje whk who wje wtm wmaq wdf wje whk who
8:15—Aloha Islanders M... Clyde Trask's Orchestra
8:30—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAFF WSAI wgy wtm wmaq wdf wje whk who wje wtm wmaq wdf wje whk who
8:45—Boake Carter, news commentator. WABC WKRC WHAS WHIO wjr whk wbbm kmox wcau wadc wbt kmcb wwl
9:00—Tommy Dorsey's Orchestra N... Jimmy Fidler N... Dorothy Thompson N...
9:15—Aloha Islanders M... Clyde Trask's Orchestra
9:30—Liedersingers N... Stringing Along N...
9:45—Boake Carter, news commentator. WABC WKRC WHAS WHIO wjr whk wbbm kmox wcau wadc wbt kmcb wwl
10:00—Vagabonds N... King's Jesters Orch. N... Five Star Final... Taxicab Night Club...
10:15—King's Jesters Orch. N... Five Star Final... Taxicab Night Club...
10:30—Count Basie's Orchestra M...
10:45—Frankie Masters' Orchestra C... Ted Fio Rito's Orchestra C...
11:00—Henry Busse's Orchestra N... Club Esquire N... Salute to Columbus, Georgia.
11:15—Frankie Masters' Orchestra C... Ted Fio Rito's Orchestra C...
11:30—Jesse Hawkins' Orchestra N...
11:45—Frankie Masters' Orchestra C... Ted Fio Rito's Orchestra C...

GUYS, GALS, GIGGLES AND GROANS



VIEWPOINT

THE prisoner sat in his cell, grumbling bitterly and cursing the world in general. He had just been sentenced by the judge to life imprisonment.

His cellmate, having nothing better to do at the moment, attempted to cheer him up.

"It's too bad," he sympathized. "But, after all, you gotta look on the bright side of things. Maybe you won't have to do life anyhow. Maybe the parole board will spring you some day."

The other man nodded.

"Yeah," he grunted, "maybe you're right. Maybe I'll get a break like dat. But I wanna tell you one ting—dat judge soitenly give me a terrible rotten deal."

The cellmate shook his head doubtfully.

"Well," he said, "I dunno about that. You shot four guys, didn't you?"

"Yeah," replied the other convict impatiently.

"Sure."

"And," his cellmate went on, "three of them died, didn't they?"

The lifer nodded.

"Dat's right," he said plaintively. "But is dat any reason why dat punk judge should try to make a mountain out of a molehill?" . . .

WARNING

TWO strangers stood side-by-side at a New York bar, downing their favorite drinks. Suddenly, the first one sneezed.

The other gentleman turned.

"God bless you," he said pleasantly.

The first one smiled.

"Thank you," he replied.

A moment later, he sneezed again. The second gentleman shook his head.

"I think, my friend," he warned, "that you are catching a cold." . . .

Twenty years later, by chance, the two men happened to be standing near each other at another bar. The first gentleman sneezed five times in rapid succession. Water ran from his eyes.

The other man wagged his finger.

"Didn't I tell you?" he chirped. "I knew you'd catch a cold if you didn't watch yourself!" . . .

POETIC LICENSE

THE starry-eyed poet, reports Dan Shapiro, but-tonholed the famous multi-millionaire.

"Mr. Doakes," he said, "I've come to ask you for your daughter's hand."

The old man almost hit the ceiling.

"What!" he howled. "Do you realize that my daughter just inherited one million dollars—while you haven't a cent to your name?"

The poet nodded.

"I understand all that, sir," he replied dreamily. "But I figured the million would tide us over until I sold one of my poems!" . . .

PRECAUTION

THE drunk staggered into the hotel lobby and reeled up to the desk clerk.

"I want what I want," he asserted. "An' no argumentsh!"

"Very good, sir," said the clerk. "What did you wish, sir?"

The stew waved a hand.

A Hellinger Short Story

Simple Tale

THIS is a very simple story. It deals with simple souls. I like it because of its simplicity.

Look:

Salvatore Martoni was born in Naples. He was the son of poor, honest, hard-working parents. When he was twelve, an uncle was going to America, the land of much sunshine and gold. He was willing to take little Salvatore along.

So Salvatore left the home in which he had been raised and came across the sea to the city of New York. He came with many others who expected to do great things in the new land.

Each man knew he could not possibly fail. . . .

SALVATORE Martoni became a cobbler. He lived on the lower East Side, and he learned English rapidly. People liked him. They liked his soft smile and his homely philosophies. Neighbors warmed to him immediately.

When he was twenty-two, he had saved enough to open his own little shop. If he had appealed to his uncle, he might have been able to do this even earlier. But that wouldn't do. So he had waited, and slaved the hours away. And now he was in business for himself.

Business? Well, it was just a little store in the Italian section; hardly more than a hole-in-the-wall. There was a cobbling outfit, a few signs on the walls, a large chair for anyone who might be reckless enough to want a shine—and that was all.

Not much to you, eh? Well, I can't blame you. But to Salvatore Martoni, it was just a short step from heaven. This was his business, his meeting place, his palace, his everything. Salvatore was a very happy man.

Then, in 1908, when the cobbler was thirty-five years of age, the supreme joy entered his life. Her name was Maria. And in the midst of terrific excitement and the finest spaghetti, Maria became Salvatore's wife.

These two achieved much more than a mating of millions. The woman lived only for the man; the man lived only for the woman. It was such a love as few mortals are privileged to enjoy.

And then, two years later, came the greatest of all news. Salvatore was notified by his devoted wife that he was about to become a father! Now there was no holding him at all.

A bambino was on the way! A little boy! There was never a thought of a girl. Not much. This bambino's name was to be Tony, after Salvatore's father.

It was a boy, all right—and Tony proved to be a healthy, wailing youngster. But tragedy moved in with the child. An hour after the boy was born, Maria died.

I'm not going to attempt to describe Salvatore's grief. He had the boy, of course, and that meant a great deal. But when that woman went to an-



"Pop, when do I come into this shop?"

other world, something went out of Salvatore's life that he could never hope to replace. . . .

The kid grew. Seems a silly sort of statement, because kids have a habit of doing that. Before the cobbler quite realized it, Tony was seven years of age and quite the brightest boy in his class.

Salvatore looked older than he really was. That death had done it. He still had many friends who stopped into his shop almost daily. But the sparkle in those soft eyes had died on that fatal morning. And the only time it returned now was when he spoke of his boy.

Eight years old. Nine. Ten. Twelve. The same companions and the same pals. Salvatore and his boy. Tony remained in school; Salvatore remained in his shop. Sitting through the day. Putting new soles on old. Pounding away. . . .

After school one afternoon, the boy stood at the creaking counter and spoke to his father. Neither of them ever forgot the conversation.

"Pop," said the boy, "when do I come into this shop? When do I learn this trade so that I can help you?"

Salvatore put down the shoe on which he was working. He shook his head.

"Never, my boy," he said quietly. "This is a poor man's trade. Your father, your grandfather, your great-grandfather spent their lives like this. You are going to be different."

"No, my son. You are never going to be a cobbler. Do you know what plans I have in mind for you? You don't eh? Well, you are going to be a doctor!"

"Yes, sir. A doctor. Dr. Tony Martoni! Sounds good, eh? You bet it does. And your poor mother would

have loved it, too. Dr. Martoni!" Then the kid said a strange thing. "But, pop," he cried, "that will cost a lot of money, won't it?" His father shrugged.

"What good is money, son—unless you spend it? Do not worry on that score. You will be a doctor—and the very best in the land!"

He, himself, had no idea where the money was coming from. But he had faith in his store and his hands. And that's more than a lot of people can say these days. . . .

I'M skipping now, I and carrying Tony into the middle of his medical course. It had been a tough struggle for Salvatore during the past few years. He still had the same shop—and that was the trouble.

Other shops had new-fangled gadgets now; big machines that worked as if by magic.

A new store, with modern equipment, opened around the corner from Salvatore. Some of his oldest customers left him.

So these were tough days for the old cobbler. He was still pounding away, still putting new soles on the old. But Tony's bills in medical school were far from small. They had to be met—and the boy must never know how terrible the struggle.

Salvatore carried on. He labored and labored until Tony was about to enter his final year. And just before he left for college, the old man gave him his tuition fees and unfolded some strange news. He had sold the shop!

"Yes, my boy," he said, "the Martoni store is now a thing of the past. Do not speak, sir, while your father is talking. I sold the place because I am tired of cobbling."

"I saved through the years. And now, considering the fact that I sold the store at a very good price, I will be able to live very comfortably."

"You know my greatest wish. You must become a doctor. In later years, if you wish to contribute toward my support, I will not argue with you. But right now, you must forget that. You must study and complete your education."

"Good luck to you, my son." . . .

WE come now to the end of our very simple story. It was about four months later that Tony received the saddest news of his life. In a short paragraph, the newspapers told the complete story.

Salvatore's body had been found, floating in the bay. In his furnished room, there was but one letter. The letter was from an Italian Loan Society, refusing the application of Salvatore Martoni for a loan.

Tony never became a doctor. He tells his customers today that he just couldn't go through with it.

He owns, instead, a little shoe-repairing shop on Long Island. And there he sits through the day. Putting new soles on old. And pounding away. . . .

"I want a room on the sixth floor," he demanded. "An' another room right acrossh the hall from the first room."

"That's odd," cried the amazed clerk. "Why do you want two rooms, one across the corridor from the

other?"

The drunk slapped the desk.

"Because," he hiccupped, "in case anything happens, I wanna be near myself!" . . .

AROUND the DIAL

by THE DIAL TWISTER

If you want to get the professional slant on this business of news broadcasting, talk to a newspaper man. I had that interesting experience the other day when I met an old friend who holds an important job in the press. Unlike some newspaper men, he didn't just gripe because radio airs the news. What drew his wrath was the way it's aired, and in particular the heavy editorializing of so-called "air reporters." He pointed out that a reporter who turns in some of the copy to put on the kilocycles would either mend his ways—or else. And anybody who knows his, where, when, what, why, will bear him out. Switching from print to microphone doesn't change the fact that the business of a reporter is to give the facts, not what he thinks about them. Listeners who know nothing about professional standards are getting fed up with these lugged-in editorials.

Of course, these football duplications are inevitable, though they don't usually come spang at the start of the season. CBS had scarcely announced that it was going to air the game between Ohio State and Texas Christian, September 25, when NBC divulged that it, too, was going to broadcast the game. Radio does offer such endless variety.

In spite of its gaudy title and "Starlit Roof" buildup, the Hollywood Mardi Gras (NBC over WSAI, Tuesday, 8:30 p. m. (E.S.T.)), is considerably better than last season's Packard Hour. Thanks to Raymond Paige, Lanny Ross and Florence George, the improvement is particularly noticeable in the musical department. In fact, the music is good enough to compensate for Charlie Butterworth. Reverting to that "Starlit Roof," radio enunciation being what it is with "Gone With the Wind" still in circulation, some listeners think it's the "Scarlet Roof." One of these red-tiled affairs?

It's good to have Jimmie Scribner back with his Johnson Family and on MBS (over WSAI, Monday through Friday, 6:30 p. m. (E.S.T.)). Probably because he's on the net, Jimmie seems to be starting all over again with his story. At that he still puts on a rattling good act of its kind.

If the reference to "hunch" and "intuition" in the premiere is any clue, that new Zenith Foundation program (NBC over WLW, Sunday, 9 p. m. (E.S.T.)) is going to explore an interesting field of psychology. Just why the subject has to be approached so gingerly isn't at all clear. It's

scarcely one of those things "nice people" won't talk about. Regardless of whether any scientific facts are unearthed, the series promises to be considerably above the moronic level.

Benny Goodman rehearses his band two whole days before each broadcast. And swing music, you know, is supposed to be impromptu, spontaneous. Ho. hum.

Al Jolson's fall premiere (CBS over WKRC, Tuesday, 7:30 p. m. (E.S.T.)) turned out to be another meeting of the Comedians' Mutual Admiration Society, George (correction, "Georgie, the little dear") Jessel also being present. Either for that reason or because George ("Georgie") failed to use the phone, the proceedings were conspicuous for being notably unfunny. Otherwise the show has the standard equipment of last year's model, from Victor Young's music down to Martha Raye.

Because most of it is so well-done, it's a pity that certain minor flaws aren't ironed out of the Chase and Sanborn Hour. One of them is the heavy play given W.C. Fields' "elbow-bending." That's just not funny, whatever you think about liquor. Another is Nelson Eddy's dramatic clowning, as in the September 5 show. An artist of his caliber can't afford to seem absurd.

That serial, Special Delivery (NBC over WLW, Saturday, 9:00 p. m. (E.S.T.)) might well be retitled "Insufficient Postage." The script seems amateurish, without any indication of just where it's heading. That's the more regrettable because a story about a college town without radio's usual "Rah, rah" atmosphere has real possibilities.

Has Own Revue



One of the most precocious performers in radio today is Mary Small, 16-year-old mistress-of-ceremonies of her own program—Mary Small's Junior Revue, heard over the NBC-Blue network, including WCKY and WLS, Wednesdays at 7:00 p. m. (E.S.T.). Miss Small, who sings contralto, has been a popular NBC star since her sensational rise to radio prominence at the age of 10.

At Lookout House

Over at the Lookout House there's a chap by the name of Clyde Trask, who, incidentally, does a swell job of orchestra piloting. Clyde was reminiscing the other eve between dances and recalled that through his long musical career he had at one time or another played in a military band, led a vaudeville pit-orchestra and featured vocalist for a symphony orchestra. Best of all he likes to play for dancers, out for the evening in search of entertainment.

"The youngsters of today, when out dancing, are no different than those of yesteryear," commented Clyde, "both demanded about the same tempos and rhythms. However, those of the post-war days did resort to a few hours of straight dancing." What Trask forgot to mention was the fact that post-war dancers were usually so full of the hic-hic-hooray prohibition juice they couldn't resort to rhumbas, truckin' and the Big Apple!

Deanna Durbin goes into production shortly on her new picture, "Mad About Music."

"Rainbow Ridge"

"Rainbow Ridge," a 15-minute story of the Slowfoot family, inhabitants of the Ozarks, is a new daily program over WSAI. Scheduled for 10:45 to 11:00 a. m. (E.S.T.), Monday through Friday, "Rainbow Ridge" made its debut September 14.

Jess Slowfoot, sister, mother and manager for her musically inclined family, looks after the household while the boys and "pappy" spend their time keeping out of work. They do play for hill country dances and in each program the Slowfoots will "practize" or play for the dances.

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