

RADIO DIAL

Registered

Volume 2, No. 55

WEEK ENDING JUNE 9, 1932

Price 5c

Lahr and Winchell Head New Act

Glorified on Air



HELEN NUGENT

Helen Nugent is one of radio's most consistently popular contraltos. She is heard in the Ziegfeld Radio Show over WKRC (CBS) Sundays, 9:30 p. m. Helen also is on several sustaining programs of classical and semi-classical music, including one featuring Sam Prager, pianist. Helen is a Cincinnati.

Erno Rapee Leads Musical Tour of World On Friday

A musical tour of the world will be conducted by Erno Rapee, NBC musical director, each Friday at 9 p. m. over WSAI (NBC-WEAF). Rapee has a considerable European musical background. He composed the music for "Charmaine" and directed the 100-piece orchestra at the Roxy before coming to NBC. Spain will open the series Friday (June 3). The new series will include everything from folk songs to grand opera, from simple melodies to symphonies.

Conservatory To Present Ericou t Over WLW Sunday

Daniel Ericourt, considered by critics to be one of the most brilliant of contemporary pianists both in America and abroad, is to be guest-artist during a concert recital over WLW Sunday (June 5) at 2 p. m.

This gifted composer came to America from France in 1926 and has scored numerous concert recital successes in New York, Boston and the central west. He has appeared as soloist with the Cincinnati Symphony orchestra. For the past five years he has been associated with the Cincinnati Conservatory of Music.

Ericourt was graduated with high honors from the Paris Conservatory in 1919 and was awarded the Deimer Prize in 1924. He has studied with such famous masters as Roger-Duasse, Santiago Riera and Nadia Boulanger.

In This Issue—

NETWORK PROGRAM DIRECTORY

Arranged alphabetically exactly as listed in Network Programs and enabling you to find your favorite program with ease.

Out-of-Town Stations Studio Programs.

Exclusive studio programs of major out-of-town stations appear in each issue of

RADIO DIAL

Humor of "Tish" Stories Comes To WCKY On Monday

Mary Roberts Rinehart's popular "Tish" Stories of *The Saturday Evening Post* will be heard over WCKY (NBC-WJZ) each Monday, Tuesday and Wednesday at 9:45 p. m., beginning Monday (June 6), with "The Cave on Thunder Cloud."

Marion Barney will be Tish. May Buckley will play Aggie, and Jessie Busley will be Lizzie. Katherine Seymour is writing the script.

Solons of Swat Frolic

Congress' Republicans and Democrats will take their differences to Griffith Stadium in Washington, D. C., Saturday (June 4) for their annual ball-game. Frederic William Wile, Columbia political analyst, and Henry McLemore, United Press sports columnist, will broadcast from 3:30 until 5 p. m. over WKRC (CBS). President Hoover is expected to attend and Nick Altrock, Washington Senators' comedian, will jest a bit.

GOES TO ITALY

WLW (NBC-WJZ) will broadcast to Italy the dedication at Cleveland of the "Monte Grappa Rock," presented by Italian veterans to the 332nd U. S. Regiment, Sunday (June 5) at 9 a. m. Speakers will include Newton D. Baker, Presidential prospect; Mayor Ray T. Miller of Cleveland; Bishop Schrenbs, and Colonel Penmaroh, aide-de-camp to the King of Italy.

TO HEAR CHOIR

The choir of the Trenton State Teachers' College, consisting of sixty mixed voices, will sing church music, folk songs and spirituals Monday (June 6) at 9:30 p. m., under direction of Mabel E. Bray, musical director of the institution, over WSAI (NBC-WEAF).

"BLOSSOM TIME"

Thoroughbreds will broadcast Rudolf Friml's "Blossom Time" Friday (June 3) at 9 p. m. over WLW.

Powel Crosley Jr., Radio Pioneer



It is particularly easy for Powel Crosley, Jr., to remember George Washington's birthday anniversary.

On that day in 1921, Mr. Crosley and his young son undertook to buy a radio receiving set. The cheapest one available was held at \$130. Thereupon the father and son decided to build a home-made set. The latter cost \$35.

But the price is unimportant in comparison with the fact that that one "no sale" led Mr. Crosley into the field of manufacturing moderate-priced radio receiving sets for the masses. The rest is radio history.

Outstanding achievements in two major phases of radio—manufacture and broadcasting—have brought to Mr. Crosley an international reputation in the field. Along with the development of the receiving sets on a tremendous scale, he has improved the quality of the programs for those sets by his direction of WLW, WSAI and W8XAL.

In the spring of 1921 he engaged in experimental research in broadcasting. In July, 1921, he received an experimental broadcasting license with call letters CR for the transmitter he had constructed at his home—transferred a few months after to the Crosley Manufacturing Company plant. In March, 1922, the first license under "WLW" was issued.

Step by step Mr. Crosley continued to show the way . . . with acquisition of control of the Precision Equipment Company in early 1923 and discontinuance of its WMH—one of America's first two broadcasting stations on regular schedule . . . moving of WLW to Brighton in the fall of 1922 and increase to 500 watts . . . erection of large, new studios at the Crosley plant in the fall of 1924 . . . increase of WLW to 5,000 watts in early 1925 . . . opening of the new Crosley 5,000-watt transmitter plant at Harrison (Ohio) soon after—radio's first remote can-

(Continued on page 2)

Fun, Songs and Gossip Feature WSAI Program

One of the greatest combinations of comedy, music, drama, and gossip ever brought to the air-ways will open in mid-June under Lucky Strike Dance Hour auspices over WSAI (NBC-WEAF) each Tuesday, Thursday, and Saturday at 9 p. m. The array includes:

Bert Lahr, considered by many to be America's greatest comedian of all time and heretofore deaf to radio offers.

Walter Winchell, columnist.

Walter O'Keefe, celebrated night club and musical comedy master of ceremonies.

World's leading dance orchestras.

Dramatizations of actual criminal cases from the files of the New York City Police Department.

Louis Sobol will take the role of Winchell until the latter returns from the Pacific Coast where he is recuperating.

The program will last one hour.

Our Recent Allie



ALLIE LOWE MILES

When Allie Lowe Miles came to Columbia's "mike" to stay, she brought a wealth of literary, stage and radio experience to cheer her on her way. She's the interviewer of "The Bath Club," heard at 7 nightly except Saturday and Sunday over WKRC (CBS).

Carry Reds vs. Giants

WFBE will broadcast Reds-Giants games at 2:30 p. m., Tuesday through Friday (June 7-10).

Weekly RADIO DIAL

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

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Single Copies 5 cents

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

Vol. II

WEEK ENDING JUNE 9, 1932

No. 55

A GAP TO BE FILLED

After a month of the 1932 blight, it is becoming clear that confusion and inconvenience are by no means the only results of daylight-saving time as inflicted on chain programs. Chief among the ill effects more and more observable hereabouts is the dislocation of what might be called program emphasis.

During the months when standard time prevails on the networks, the peak of program interest usually falls between 6:30 and 10:30 p.m. That is, in these hours the most pretentious programs are pretty certain to be scheduled. Now, however, with daylight-saving in the saddle, the peak falls between 5:30 and 9:30. This might still be an advantage as well as a disadvantage were it not for one disturbing fact: the general sag in the quality curve after 9:30.

We are not suggesting that half past nine is the deadline for worthwhile programs. On the contrary, several excellent features can be heard after that hour. But it must be said that they are exceptions rather than the rule.

Why should there be a general falling off in program quality after about 9:30?

In the case of the networks the answer is plainly the fact-proof delusion that daylight-saving is universal. However, as regards individual stations in standard time communities, the explanation is shrouded in deep mystery.

Given something to hold their attention, most people will listen just as late in summer as winter. In fact, many would prefer to do the bulk of their warm-weather listening during the latter part of the evening. The out-of-doors has so many allurements to occupy the earlier hours.

That can be learned merely from observation. Yet, from 9:30 or 10 o'clock till sign-off, the schedules of most stations are made up rather frankly of filler.

To be just as candid, that sort of programming is not "good business" for the stations.

Come fall and standard time again, a goodly late evening audience will be wanted, and the surest way of having one then is to keep it straight through the summer. Judicious calking of late-evening leaks looks like good insurance.

This Business of Broadcasting

By John L. Clark
General Manager
Stations WLW,
WSXAL, WSAI



Radio, running the gamut of human emotions, reaches into the heart of every listener . . . at some time or other. It carries into your home a radio revue that combines every form of entertainment.

After the old theater brought musical comedy to its highest form the revue came into popularity, as something new. Really an old idea in a new dress, it was vaudeville and other allied arts condensed.

There is hardly any part of the ordinary stage revue that cannot now be put on the air, even the tap dance. The pronounced exceptions are the so-called blockouts and comedy contributions that cause censorship.

All this being true, radio is in itself a revue . . . and a lively revue. It is clean, family entertainment. From early morning to late night, the radio revue is on the air. It may bring into your home the monologue of the old masters of another day. It gives melodies from the musical comedies of old, and the latest presentations on the boards.

There is, in this varied entertainment, the radio revue, everything to interest the human mind . . . parts of great drama, comedy dialogue, even sacred music. What the radio revue offers is the mass production of all ages. The newest and latest form of entertainment, the radio revue brings to the home almost every accomplishment of the old stage . . . a theatre that goes back to the very beginning of Greek civilization, and one that is in intimate touch with modern life. Naturally, the radio revue . . . looked upon as a days' contribution . . . has not reached the peak of perfection. It has done well to attain even its present plane in such a short term . . . 12 years since the first American broadcast. The radio revue in its present form is not the radio revue the broadcasters are striving to attain. Perfection takes time. Vaudeville, before it departed from the scene, had come through half a century of progress.

Yet, the Radio revue, as Americans now know it, is infinitely a better revue than that evolved under the most astute showmanship in the old theater. This, because it is Simon Pure family entertainment.

The theatre of the air, as nearly as it can be pictured, is a little family theatre . . . with father, mother, and the children occupying orchestra seats right in their own home. It is to them that the radio revue appeals.

Since radio goes direct to the home, it is a home-body, and must act accordingly. In recent years, American broadcasters have learned much about the reception accorded their messenger. In the early days of broadcasting, in the days of experimentation, programs were not fitted into the mold of human life as they are today.

As nearly as the human equation permits itself to be reduced to mathematical terms, the broadcasters of America, by study and survey, come very near knowing what the general public likes and dislikes . . . and they have discovered that their job is to satisfy a multitude of tastes. Therefore, they call upon all the arts that make up the radio revue.

The music masters, who provide the bulk of entertainment for radio

PROGRAM JOTTINGS

Choice of the Week's Programs on Local and Out-of-Town Stations

Friday, June 3

An elaborate half-hour revue, entitled "Broadway", reflecting the high spots of the center of the amusement world in America, will be heard over CBS to Europe during the international exchange broadcast Friday (June 3) at 5 p. m., and will be heard locally through WKRC.

The familiar drawl and chuckle of Ben Bernie will be adopted by Ward Wilson when he announces the singing duo and Billy Artz' orchestra on the Royal Vagabonds program over WCKY (NBC-WJZ) at 5:30 p. m. The musical selections include "The Toyland Band," "I'm Keeping My Love for You," "Three Guesses," and "Rhapsody in Love."

Varsity Four, male quartet, will interpret "Stout-hearted Men" from the Broadway hit, "New Moon," over WLW at 7 p. m. in the San Felice Dance Band broadcast.

Scenes typical of the "Gay Nineties" in New York City will be re-enacted during the dramatic portion of the "Today and Yesterday" program to be broadcast over WKRC (CBS) at 7:30 p. m. Among the characters who will be brought to life again in the scene at Rector's will be Victor Herbert; "Diamond Jim" Brady, greatest gambler of his day; Barry Wall, Beau Brummel of the Nineties; Lillian Russell, the toast of the stage; and O. Henry.

An original rhythmic arrangement of "Hot Lips" for the solo harp and featuring Caspar Reardon will be a feature of the Kruschev Serenaders over WLW Friday (June 3) at 8:30 p. m. The Morin Sisters will sing "Can't We Talk It Over," "Lost" and "After You're Gone."

Saturday, June 4

Marion Avery Roberts, soprano, will be the guest artist on Sigmund Spaeth's Keys to Happiness program over WSAI (NBC-WEAF) at 10:45 a. m. in "There's Musix in the Air," "Who'll Buy My Lavender?" and "Down in the Forest."

Sunday, June 5

Glenn Anders, now masculine lead in the New York stage success, "Another Language," and Suzanne Caubaye will take microphone roles over WKRC (CBS) in this week's episode of "Roses and Drums" at 5:30 p. m.

audiences, have run the scale of melody. All sorts of music, from folk songs to selections from grand opera find place, and a rightful place, on the air. Light opera, comic opera, musical comedy, and popular airs from Tin Pan Alley, all have their turn at the mike. They find warm welcome in the average home.

It is radio, again, running the gamut of human emotions, finding an outlet in the radio revue.

Paul Robeson, famous Negro baritone, whose performance in the recently revived "Show Boat" has received great praise from every New York critic, will give his first full radio program of the year on Sunday (June 5) at 6 p. m. when he sings as guest artist on the Sunday Circle Program over WSAI (NBC-WEAF).

Monday, June 6

Just preceding the famous Rose Festival Week in Portland, the Parade of the States will pay tribute to Oregon over WSAI (NBC-WEAF) at 8:30 p. m. "Phantasy of Roses" will be played by Erno Rapee and his orchestra with vocal interludes by Phil Dewey, the soloist, and a chorus of voices.

An original concert arrangement of "Just Friends," "A Shanty in Old Shanty Town," "Ida," "Somebody Loves You" and "China Boy" will be presented by Bill Stoess and his Flying Dutchmen during the Crosley Zero Hour over WLW at 9 p. m.

Tuesday, June 7

The Four Mills Brothers, synchronizing their songs with Vic Young's Orchestra in New York, invade their home state to sing from Toledo, Ohio, at 6:15 p. m. over WKRC (CBS). They will report on "Keepin' Out of Michief," "There's a Million Ways to Say I Love You" and "How Am I Doin'."

Wednesday, June 8

Hits from two famous light operas, "The Merry Widow" and "The Student Prince," will be featured by Grace Moore, Metropolitan opera favorite, in the Goodyear program to be heard over WSAI (NBC-WEAF) at 8 p. m.

Thursday, June 9

Nat Shilkret's arrangement of "Blue Hours" by Ann Leaf, diminutive Columbia organist, and the Boswell Sisters' version of "Hand Me Down My Walkin' Cane" will feature "Music That Satisfies" at 9 p. m. over WKRC (CBS).

TO HEAR 1,000

A massed chorus of more than 1,000 male voices will sing Friday (June 3) at 1 p. m. over WLW (NBC-WJZ) from the University of Wisconsin Field House to Germany, Norway and Sweden. Governor Philip LaFollette will talk. The occasion will be the 20th biennial Sangerfest of the Norwegian Singers' Association of America.

Powel Crosley, Jr.

(Continued from page 1)

control transmitter . . . granting of cleared channel on 700 kilocycles for WLW in 1927 . . . authorization by Federal Radio Commission for WLW to construct 50,000-watt transmitter May 25, 1928 . . . opening of that transmitter at Mason (Ohio) October 4, 1928 . . . operation and control of WSAI in the spring of 1924 . . . opening of the beautiful new WLW studios at Colerain Avenue and Arlington Street in Cincinnati about two years ago.

In short-wave broadcasting, Mr. Crosley launched experimental work seven years ago with W8XAL—then 100 watts. It has been on 10,000 watts since 1931, and is now operating on a daily 14-hour schedule to the far-flung sections of the earth.

In the beginning, Mr. Crosley was his own announcer. Now he has 12 announcers. He was his own technical engineer, a post now filled by Joseph A. Chambers and a staff of 32. John L. Clark is now general manager of the Crosley studios, with a staff of 16. And so it goes throughout the organization—a tremendous but sound growth from the industry of 11 years ago.



TAKE YOUR RADIO PROGRAMS WITH YOU

WHEREVER YOU GO

Double the pleasure of motoring. Enjoy your radio programs as you drive. Speed along the open road, listening to the soft musical strains of your favorite radio orchestra. Dance to its delightful tunes at picnics and at the beach. Relieve the monotony of long, tiresome drives. Think of the many occasions on which you use your car and the relaxation and pleasure a Crosley ROAMIO will bring you at so little cost.

At This **\$37.50** Low Price
With Tubes and Speaker
ACCESSORIES AND INSTALLATION EXTRA

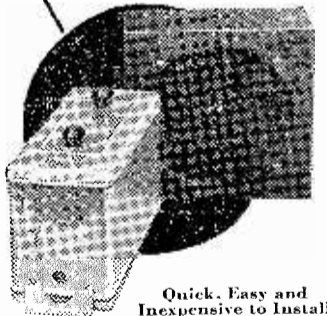
FEATURES

6-Tube Superheterodyne, Automatic Volume Control—New Type 6-Volt Heater Tubes Full Floating Moving Coil Dynamic Speaker

This new, sensational, low priced Crosley ROAMIO is one of the greatest radio achievements of the year. It is unusually selective and sensitive, and tunes in distant stations with amazing ease, and clear, powerful undistorted volume.

Accessories For Installation

Batteries, battery box, suppressors and eliminators necessary for complete installation may be obtained for \$12.45, making a total of \$49.95 for the Crosley ROAMIO complete with accessories. Crosley Tennaflex Under-car antenna for cars not antenna equipped, obtainable for only \$1.50.



Quick, Easy and Inexpensive to Install

An outstanding feature of the Crosley ROAMIO is the quickness and small expense with which it may be installed. No longer is it necessary to remove carburetor controls, wiring or other fittings to find a place for the receiver. Merely bolt it to the floor, hang it under the dash or fasten it in the back compartment of the car.

MAIL COUPON FOR FURTHER DETAILS

THE CROSLLEY DISTRIBUTING CORPORATION R.D. 6-8
3401 Colerain Avenue
Cincinnati, Ohio

Please send me further particulars on the new sensational Crosley Roamio.

Name _____

Street Address _____

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FOR YOUR AUTO

Both running board and roof types give Superior Performance.

FISHWICK RADIO
226 E 8th St Parkway 0681

Phil, Ann and Sue of WKRC



The man who brought Phil, Ann and Sue together to form the Philansue Trio really achieved harmony. The three are on WKRC early afternoon programs and appear here as follows, left to right: Sue (pianist), Ann and Phil. They will be glad to play your request numbers.

Crosley Cadets To Open On Thursday Over Station WLW

Rousing college songs, stirring marches and melody of light opera and favorite ballads will feature "Crosley's Cadets," a new feature to be launched Thursday (June 9) at 10 p. m., and to be heard each Thursday at that time.

Louis John Johnen, baritone, Franklin Bens, tenor, and Dean Yocum, basso, will be featured soloists the first Thursday. The program follows:

- Theme: The Marching Song (Chocolate Soldier)
Cadets
Candy Parade
Cadets
Serenade (Student Prince)
Cadets
Lover Come Back to Me (New Moon)
Dean Yocum, basso
Beautiful Ship Prom Toyland Firefly)
Louis John Johnen and Cadets
Fall In (Prince of Pilsen)
Cadets
Down Where the Cotton Blossoms Grow
Cadets
Hiking Down the Highway
Cadets
Message of the Violet (Prince of Pilsen)
Franklin Bens, tenor
Passing By
Cadets
While We Danced at the Mardi Gras
Cadets
Women (Merry Widow)
Cadets

Theodore Hahn and His NBC Feature Given Warm Praise

Tribute was recently paid Theodore Hahn, Jr., and his WCKY Orchestra in a letter to John Royal, Program Director of the NBC networks, which Mr. Royal forwarded to L. B. Wilson, President of WCKY, from which station Hahn's program of Southern Symphonies is broadcast over the NCB network every Friday from 11:15 till midnight.

The letter is from John M. Sneckenberger, for many years Al Jolson's manager. Mr. Sneckenberger wrote: "I've just heard the second of Teddy Hahn's programs from WCKY. They're delightful! Those radio editors who are continually clamoring for something different should stay up and listen to these entertainers."

"I presume this is the same Teddy Hahn who used to be house leader in Cincinnati when he played there with Al Jolson and other Winter Garden attractions. How conductors loved to play Cincinnati, because they knew Teddy always had one of the finest orchestras in the country! It has always puzzled me why radio stations devote the late hours almost exclusively to dance music—the vogue east, west, and far west—and that's why Hahn's programs stand out."

Letter Box

Editor The Dial: In the press and in Radio Journals, including yours, I have read a good many criticisms of the business of broadcasting. Some say "Crooners" should be tarred and feathered, some denounce all jazz. Some take the opposite view, desiring jazz to occupy all of the air, to the exclusion of all classic or serious music. Some bewail advertising.

My radio interest dates back to the days when we paid \$7.50 for our head-phones, and made the rest out of scraps, at a cost under \$1.00. WLW was then in her first year, and my enthusiasm has not abated, although I couldn't spend the time to keep "studied up" on construction with the advent of time.

It seems not to have occurred to the critics that there is a method, by which all of our desires might be met. I believe this is true, however. It may be that broadcasters have considered this plan and found it impractical, but I doubt it.

This is the plan: Here in northwestern Ohio we get good reception from Chicago, Detroit, Cleveland, Ft. Wayne, Columbus, and Cincinnati, besides very good service from others. I suppose that most localities can boast of fair reception from six stations. The thing that strikes me is that some arrangement could be made among these stations, whereby one might be producing classic or sacred music, another "Old Time Fiddlers," or Hawaiian music, another jazz and crooners, blues singers, etc. Still another could have speeches, lectures, etc., another drama, another variety, etc. As it is now, all of the stations have all of these each day, but they do not dove-tail very well.

I believe such a move well worth considering and adopting, even though I realize it would take considerable manipulation and trouble on the part of the broadcasters. I feel it would be very popular with the listeners.

I study quite a little, and find that I can concentrate even better when the radio is delivering soft sacred or classic music. I do not object to short advertising talks every 15 minutes. But dialing for another station when I don't know where to look is really distracting. In fact, one could equip a radio so that pressing a button would bring the desired station, or better still, a clock could do it.

I know several school administrators who say that their pupils seem to be calmer and more industrious when serious music is played, but jazz and comedy are fatal to good work, and since the proper program must be searched for, the radio is more distracting than helpful.

If I wanted to dance (which I don't) it would be much more satisfactory to know just where to look for dance music. If I wanted to spend my time hearing educational, inspirational addresses, I could spend a whole day at it, and thus be greatly benefited.

Since this is not by any means beneficial to one at the expense of another listener, but alike beneficial to all, I feel it ought to be considered by broadcasters, for their aim is, I believe, to furnish the most benefit to the most listeners.—(R.v.) C. W., Pandora, Ohio.

On Six A Week



PAT GILLICK
Pat Gillick, widely known organist, is now heard on the Wurlitzer Organ Recital over WFBE from 11:45 to 12 noon daily except Sunday.

WALTER WINCHELL— On BROADWAY

(During illness of Mr. Winchell this column is being conducted by Paul Yawitz)

THINGS YOU NEVER ASKED ME TO TELL YOU!

(But you're getting them just the same.)
That Mount Santa Ana has moved seven feet southwest in the last 25 years. (Being six feet to the good over my office boy.)

That there are large ranches in the west devoted entirely to training wild horses to be wilder. The more ferocious and uncontrollable a horse is, the more valuable it is in a rodeo. (And I guess it was one of those ranches that the dame I was with last night came from!) Don't let it happen again. Never end a sentence with a preposition!—Ed.

That 50,000,000 Frenchmen can't be wrong, because the most recent census statistics show there are only 41,000,000 people in France. (Well, then, I don't believe that 41,000,000 Frenchmen can be wrong.)

That no one has ever been known to have a stomach ache.
That the Cephemyia, a South American fly, holds the world record for speed, traveling at an average rate of 800 miles per hour.

That the Egyptians expressed their repugnance to red hair in the time of Ptolemies by burning a red-headed maiden every year.

That in the Arctic regions people a mile apart often converse in average tones. When the air is cold and dense it becomes a better conductor of sound and the smooth surfaces of the ice carry the sound waves greater distances.

That, according to Leo Carrillo, the screemie star, it was his buddy, O. Henry, who first said: "Pull up the shades, I'm afraid to go home in the dark," and that the utterance was made by the famous short story writer on his death bed.

That 15 Presidents have had their pictures on postage stamps. (Miss Ettinger, please get that photo of mine out of the files!)

That the Japanese were the first to use vaccine, and, of all places, they injected it on the forehead of the nose.

That in aviation there is no such thing as an air-pocket. The sudden ascending and descending of a plane is caused by air currents. (The same action on the ground is usually caused by bad liquor.)

That the invention of modern gunpowder is claimed for a 14th Century German monk. He is also credited with the invention of the first successful firearms. (Just a nice, peaceful fellow.)

That the first man to broadcast the human voice by radio was Nathan B. Stubblefield. He made his first demonstration in 1902. (It would have been more in keeping with things had it been a woman.)

That an automobile traveling 60 miles per hour has the same capacity for inflicting damage that it would have were it driven off a ten-story building, 120 feet high.

That there are more wild snakes in the metropolitan section of New York than in any other area of its size in the world. (You're telling me, a Broadway columnist?)

That the sun wears itself down 125,000 tons every 24 hours. (And Kate Smith is trying to get the diet.)

That in 1924, the roulette casino at Monte Carlo registered six consecutive wins for the Number 34. The odds against such a possibility are over 9,000,000,000 to 1. (This bet is known as the "Odds of Yawitz" and gets its name from the fact that he will lay it any old time at all.)

That there are 80 firms in the U. S. which are over 100 years old and have remained in the male line of the families of the founders.

That doctors have repeatedly warned the American public that it is safer to kiss your dog than it is to kiss a woman, because there are approximately 100,000 germs exchanged in the human kiss. (Here, boy, post this paragraph in the kitchen where the ice-man can see it, the dog.)

That a baby cannot shed tears until it is at least three months old. (So if your kid is under 90 days of age and is wetting his eyes with tears, take him aside and explain the mistake he's making.)

That women spend 85 cents of every retail dollar in this country, and that even the purchase of 61 per cent of men's haberdashry is influenced by women. (Don't I know?)

That the longest night in history was when the calendar was changed in England. People went to bed on the 2nd of September, 1752, and awoke on the 14th. (One night's sleep like that would make a new man of me.)

That Peter Arno, the gagiturst, says that when a man bites a dog, it's whiskey. (Copyright 1932, The Daily Mirror)

Here is the Key to the Out-of-Town Network Radio Stations

To simplify the tuning of chain stations, the following log of network stations is given with each chain headed by the New York station which broadcasts its programs. Stations are listed in same order as found in Network Programs:

Table with columns for station call letters, frequency, and city. Includes COLUMBIA BROADCASTING COMPANY and NATIONAL BROADCASTING COMPANY.

Table with columns for station call letters, frequency, and city. Includes WEAF, WSAI, WCKY, WGY, WTAM, WJZ, WLW, KDKA, and WGAR.

Know ALL the Stations with RADIO DIAL LOG BOOK FREE!



Dial and identify radio stations all over the world with this new LOG BOOK. For a limited time, you can have a copy free with a 6-months' subscription to RADIO DIAL. Here's an idea of what it contains:

- 1. U. S. and Canadian radio stations listed alphabetically. With space for filling in dial setting on your set.
2. U. S. and Canadian stations listed by frequencies.
3. All stations in U. S., listed by States.
4. Network stations associated with N. B. C. and C. B. S., listed three ways.
5. FOREIGN long-wave stations.
6. Short-wave stations all over the world.
7. Television stations all over the world.
8. Police broadcasting stations.

Convenient—Accurate—Complete—Official

Form for requesting the Radio Dial Log Book, including fields for Name, Address, City, State, and subscription type (New Subscriber or Renewal).

COMPLETE PROGRAMS FOR FRIDAY, JUNE 3, ON THIS PAGE

WSAI (1330 kc.—225.4m.)
8:00 A. M.—Gene and Glenn (NBC)
8:15—Popular Musicals
8:30—Flying Fingers (NBC)

WCKY (1490 kc.—201.2m.)
7:00 A. M.—Leo Boswell
7:15—Morning Devotions (NBC)
7:30—Cheerio (NBC)

WLW (700 kc.—428.3m.)
6:30 A. M.—Top o' the Morning
7:00—Morning Exercises, with Bob Burdette and Ruth Armstrong

WKRC (550 kc.—545.1m.)
6:45 A. M.—God's Bible School—Sunrise Worship
7:45—Churrgold—The Breakfast Club

WFBE (1200 kc.—249.9m.)
7:00 A. M.—Break of Day
7:15—Musical Clock
8:30—Birthday Greetings

Network Programs

6:00 P. M.—Morton Downey; Freddie Rich's Orchestra. WABC WKRC wwww wadc wk wkah wspd wowo

6:00—Amos 'n' Andy. WJZ WLW WCKY kdka
6:15—Maxwell House Tune Blenders: Lanny Ross, baritone. WABC

6:30 A. M.—Top o' the Morning
7:00—Morning Exercises, with Bob Burdette and Ruth Armstrong

6:45 A. M.—God's Bible School—Sunrise Worship
7:45—Churrgold—The Breakfast Club

7:00 A. M.—Break of Day
7:15—Musical Clock
8:30—Birthday Greetings

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COMPLETE PROGRAMS FOR THURSDAY, JUNE 9, ON THIS PAGE

WSAI (1330 kc.—225.4m.) 8:00 A. M.—Gene and Glenn (NBC) 8:15—Popular Musicale 8:30—Tom Brennie in the Laugh Club (NBC)

WCKY (1490 kc.—201.2m.) 7:00 A. M.—Leo Boswell 7:15—Morning Devotions (NBC) 7:30—Cheerio (NBC)

WLW (700 kc.—428.3m.) 6:30 A. M.—Top o' the Morning 7:00—Morning Exercises, with Bob Burdette and Ruth Armstrong

WKRC (550 kc.—545.1m.) 6:45 A. M.—God's Bible School—Sunrise Worship 7:45—Churngold—The Breakfast Club

WFBF (1200 kc.—249.9m.) 7:00 A. M.—Break of Day 7:15—Musical Clock 8:30—Birthday Greetings

Network Programs

6:00 P. M.—Tito Guizar, tenor. WABC WKRC whas wvva wad wach wspd wowo kmoX

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Out-of-Town Stations

6:00 P. M.—Uncle Billy: children's feature. KMOX

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