"Swing Club" Marks First Anniversary on CBS

IF THIS IS HER LUCKY YEAR, LOIS HAS MADE A GOOD START

If a line were drawn to represent her aspirations and another to stand for her background and experience, they would come to a point where Lois Bennett is singing with Frank Munn on the Sweetest Love Songs Ever Sung program every Tuesday night, from 8:30 to 9:00 p.m. (E.S.T.) over the NBC-Blue network, including WSAI, KDKA and WLS.

Two elements of her career have been dominant for several years—first, the fact that she enjoys singing love songs more than any other kind of music, and, second, a desire that she has long had to sing on the air with Frank Munn, whose brilliant and effortless tenor voice she has admired since first she heard it.

"Do you wonder, then," she says, "that I am happy to be part of the Sweetest Love Songs Ever Sung program? The kind of songs I love—songs with Mr. Munn—on a program I've always enjoyed listening to. It's just what I've always wanted. You know, I've been told that 1937 was to be my lucky year," she laughs. "Well, it's made a good start!"

Orchestras From All Over Country To Be Heard

Many Bands Gained Prominence With Swing Music

Columbia's "Saturday Night Swing Club," a bright idea which pining time has proved to have been an inspiration, is about to come of age.

It will be one year old on Saturday, June 12, and the part the Columbia network has planned for its lively offering that day is anticipated as a significant event in the brief history of this new art form, swing music. From 11:00 p.m. to 12:00 midnight (E.S.T.), over the entire WABC-Columbia networks, including WKRC, WHAS and WJR, "swing" will be glorified by its foremost exponents in a broadcast presenting a composite of swing music's greatest attainments.

Thus Columbia feels its youngest, and its youngest's wide following, are deserving of this hour-long broadcast, instead of the customary 6:00 o'clock period, when a review of the year will be given. Switches are to be made all over the country to bring in swingdom's most famous interpreters and CBS hopes to visit France briefly by microphone so that Swing Club fans might hear Stephane Grappelli and his Hot Five play from Paris. Parisians hear the group as "Stephane Grappelli et ses Sanssoucis du Hot Club de France."

The Modernaires

The Four Modernaires they call themselves and these young men comprise the latest and the most likely male quartet at the Crooners, WZAN, Cincinnati. Left to right, the Modernaires are Bill Conway, Harold Dickenson, Chuck Goldstein and Ralph Bristow. They are featured on Danly Dee's "WSAI Review" at 9:00 p.m. (E.S.T.) Tuesdays. They are also heard with William Stoess and his Flying Dutchmen over WLW.

WLW Stars To Appear In Person In 2-Week Booking

The WLW Radio Revels, which made such a hit with Cincinnati theater-goers recently will be booked on the stage of two theaters for two weeks, beginning June 11. The week of June 11 the Revels will be seen at the Colonial theater, Dayton, Ohio, and the week beginning June 18 at the Lyric theater, Indianapolis.

Directed by Fred M. Witte of the WLW special events department, the WLW Revels will feature Phil Davis and his orchestra, long one of the favorites of WLW fans with a corps of stars whose names are familiar to millions of listeners.

On the stage will be the Frim sisters trio who recently joined the Crooners stations: Tommy Rigs, creator of Tommy and Betty; Helen Nugent, the old fashioned girl; the Virginians; Carl Fried and His Harmonica Lady, and the Brown County Revelers. Don Wingo, Jr., chief sound technician of WLW, will present his sound effects demonstration, one of the big on the Shubert theater stage in Cincinnati.

Red Barber, sports commentator of WLW and WSAI, who describes the Cincinnati Reds' baseball games, will appear at the Colonial theater in Dayton with the Revels.

When the unit moves into the Lyric theater in Indianapolis, Paul Sullivan, ace new commentator, will appear with them on Friday, Saturday and Sunday, June 18, 19, and 20. Bob Newhall, sports commentator whose programs are heard at 6:45 p.m. (E.S.T.), daily except Sunday, will greet many of his Indianapolis fans from the stage of the Lyric.

Joseph Ries, educational director of WLW and WSAI, who will be in Indianapolis during the week of June 18 attending a Kiwanis conference, also plans to make appearances with the WLW Radio Revels. Ries is secretary of the Northside Kiwanis Club of Cincinnati.

Early indications are that the radio stars will draw capacity houses both in Dayton and Indianapolis. When they played the Shubert theater in Cincinnati thousands of radio fans from many surrounding cities as well as Cincinnatians crowded the theater to see their favorites.

At Beverly Hills

Marge Hudson, featured vocalist with Carl "Descon" Moore's famous radio orchestra now playing Beverly Hills Country Club near Newport, Ky., looks Spanish, but is American born and bred. Miss Hudson shares singing honors with Munson Compton, lyric tenor, and the "Descon" himself.

Gibson's Lounge Cafe

F. W. Pallant, General Manager

RADIO GUILD

"Aphro Strings," by Danvance Davis, will be the Radio Guild drama heard from 2:00 to 3:00 p.m. (E.S.T.) on Sunday, June 18, over WCKY and an NBC network.

On June 18 the Radio Guild will present Rachel Butler's play, "Mammy's Affair," and on June 25 "The Marriage of Kitty," by Cosmo Gordon-Lennox will be the feature.
YIPPEE! MULE JOCKEYS TO SHOW HOW TO RIDE 'EM

Cuvier Press Club mule jockeys of Cincinnati will show Rex Cuvier, Jane Gerrard, and other members of the WSAI "Dude Ranch" how easy it is to ride bucking broncos on the program June 11, 8:30 to 9:00 p. m. (E.S.T.).

The various Press Club members who will ride mules June 17 in the annual Cuvier Press Club outing and mule derby at River Downs, will be guests of Dorward Kirby, Bill Green, Ray Shannon, Mary Jane Croft, and the other members of the "Dude Ranch" cast.

WSAI will broadcast the mule derby the afternoon of June 17. The Tredel Oil Company, sponsors of "Dude Ranch," will sponsor the mule derby broadcast.

SPIC AND SPAN IN NEW SPONSORED SERIES OVER WSAI

"Spic and Span," WSAI blackface team, move into an evening spot June 16 for a sponsor.

The Heidelberg Brewing Company, which sponsors the "Statesmen Limited" over WSAI Tuesday nights, will abandon the half-hour show when the contract expires June 15, and take on "Spic and Span."

Created by Ray Shannon and Charles Dameron, "Spic and Span" have been entertaining thousands of listeners over WSAI and the WLW Line at 10:15 a. m. (E.S.T.), Monday through Friday.

In their new show, which starts June 16, the burnt cork artists will be heard at 6:15 p. m. (E.S.T.) Tuesday through Saturday.

Shannon portrays the all-important, dignified and self-educated Mr. Spic while Dameron does the inferiority-struck, easy-going Mr. Span. Outstanding in the show have been Mr. Spic's "old Egyptian sayings," while Mr. Span spends much time wondering where the next meal is coming from.

Although Shannon and Dameron began their show with just the two characters, they are now using several, including women, all of which the two do themselves. They have been featured as porters on the "Statesmen Limited."

Shannon and Dameron will continue writing their daily scripts when they go commercial.

CBS TO AIR RUNNING OF LATONIA DERBY

First Latonia Derby Run in 1883

Cy Newman and Frank G. Menke to Describe Event

A dramatic track-side account of the running of the Latonia Derby, one of America's oldest stake races, will be broadcast over WKRC and the WABC-Columbia network exclusively. On Saturday, June 12, from 9:00 to 9:45 p. m. (E.S.T.), Cy Newman and Frank G. Menke will describe the event.

The Latonia, one of the major American derbies, is run annually at the Latonia track in Covington, Ky. It is a race for three-year-olds and attracts a list of the best horses in the country. The Latonia carries a purse of $15,000, with $5,000 added if the winner of the Kentucky Derby wins the Latonia also. Usually, the field is taken by a majority of horses who have run in that earlier event. The race is famous for the many upsets in form that have occurred there in past years, with several Kentucky Derby winners coming to grief at the hands of less highly regarded horses.

The Latonia is sponsored by the famous Col. Matt Winn, who also stages the Kentucky Derby at Churchill Downs, America's premier stake race. The first Latonia was run in 1883.

On Packard Summer Series

Trudy Wood, not yet 21, is a featured soloist on the Packard Hour summer series starring Johnny Green and his orchestra. The program is heard over WBC-Red network, including WKY and WSM, Tuesdays, from 8:30 to 9:30 p. m. (E.S.T.).

Conducts Summer Series

Ferde Grofe conducts the orchestra in the new light symphonic summer series heard over the WABC-Columbia network, including WKRC, WHAS and WJR. Fridays, from 9:00 to 9:30 p. m. (E.S.T.). Each program will contain at least one composition of Grofe's "Grand Canyon Suite," which has achieved international importance.

"HITS OF THE WEEK" OFFERS NOVEL FEATURES

A dramatization from the motion picture, "The Elephant Boy," will feature the "Hits of the Week" broadcast over WKRC, WHAS and WJR, every Tuesday at 9:30 p. m. (E.S.T.).

Red Barber, ace sports announcer, will be heard with the sports thriller of the week, done in narration and drama; a guest artist will appear and William Stoess and his Orchestra will provide the musical background.

With James Leonard as announcer-master of ceremonies and Ruth Lyons of WKRC as co-announcer, the program will originate in the future at the WSAI Arlington street studios and be broadcast also over WKRC.

"Hits of the Week" is sponsored by May-Stern and Company, Cincinnati furniture and department store.

Gene Raymond on "Your Hit Parade"

Gene Raymond, prominent Hollywood actor, will be the guest on "Your Hit Parade" over the WABC-Columbia network, including WKRC, WHAS and WJR, Saturday, June 12, from 9:00 to 9:45 p. m. (E.S.T.). Featured in the program will be the ten most popular songs of the week played by the Al Goodman Orchestra.

BEGINNING FRIDAY, JUNE 11

RUDYARD KIPLING POURRED ENOUGH ADVENTURE FOR THE WHOLE WORLD INTO THIS EPIC OF THE JUNGLE!

ALEXANDER KNOX

Based on "Toomai of the Elephants" by RUDYARD KIPLING

RKO CINCINNATI, O.
OLD MOTHER NECESSITY

Radio is necessarily a fore-handed business. It must plan programs far in advance if broadcasting schedules are to run off smoothly. So, while summer is just beginning, next winter's shows are being readied in the big program shops.

Romertours out of New York indicate that things are not going too well with these preparations. The trouble seems to be the lack of fresh talent, particularly comedians.

The program panjandrums find few newcomers ready for big time. They must therefore rely on already established funny men. And, not being silly in business matters, these are hiking their fees to new highs as their contracts expire.

Listeners will not lose sleep over this. They are not greatly concerned about how much a sponsor must pay his radio clowns. Yet the situation does affect the listener pretty directly.

The lack of new comedians means that a few radio funsters will go on doing business in the same old way. And if these few keep at it too long laugh lines will lose their kick. Indeed, there are already signs of that.

Of course there are several reasons for the uncomfortable situation in which sponsors find themselves. But one in particular seems noteworthy because it suggests a solution. That is the building of an entire program series around a single star.

This has become almost the invariable role in radio. The headline

may be a comedian, a master of ceremonies or a singer, or all three in one.

Around him is built a formula program. Even the guest acts follow a familiar pattern.

Programs were not always built that way. There was a time back in the battery set days when some of them followed an entirely different method. And being an old-timer as radio age is reckoned, the writer can remember the best of these: the Everedy Hour.

During its long, distinguished run the Everedy Hour had no regular headline or no formula. Its only fixtures were Nat Shilkret's orchestra and George C. Furness. This genial gentleman was not even a master of ceremonies, simply a gracious host. And—incidental to present-day directors—such a program was different. Sometimes it was all symphonic, sometimes all popular music. Sometimes it was a full-hour drama, and dramas that are still remembered. Now and then it featured a concert star, or a composer of note. When he chided the program the listener could be sure of one thing: capital entertainment.

"Horse and buggy" though this may be, it seems both a solution of the sponsors' present difficulty and just what many programs need.

The star system puts sponsors at the mercy of the favorites they create. And certainly too many programs are cut and dried. Even some of the so-called variety shows follow the same pattern week after week.

True, developing a new program every week requires an amount of work and ingenuity that may appall present day directors. Still, the rewards should be proportionately greater.

If financial necessity forces programs to rediscover variety, listeners will have genuine cause to rejoice.

Crawfords and Their Orchestra New NBC Feature

Pianists, saxophonists, actors, and even Olympic champions have become orchestra leaders, but the latest recruits to the ranks of the maestros are a pair of nationally known organists—none other than Mr. and Mrs. Jesse Crawford. Starting Saturday, June 12, the Crawfords and their orchestra will be heard twice weekly over WCKY and the NBC network. On Saturdays they broadcast from 1:30 to 2:00 p.m. (E.S.T.) and on Mondays from 11:00 p.m. to 11:30 p.m. (E.S.T.)

Mr. and Mrs. Crawford will play twin electric organs with their recently formed orchestra, which is unusual because of its instrumentation. It includes a euphonium, French horns, oboes, bassoon, and a harmonica soloist, along with Ray Robin's tenor saxophone section. The broadcasts will originate at the Congress Hotel in Chicago.

COLUMBIA-MUSINGS
From WKRC
By MARGARET MALONEY

Art Jarrett, orch. leader, will play at the Texas Exposition this summer, while wife, Joyce, has been asked to join in at the Miami Exposition under the direction of Mr. Hollis.

Fredric Willis, CBS assistant to President Pailey is vacationing in Oda, Norway . . . Mr. Willis was in Cincinnati for WKRC's dedication ceremonies several months ago.

Tune in Dow's Dawn Patrol (WKRC daily except Sunday, at 7:30 a.m.): for details of the most sensational contests ever staged in these here parts.

Cy Newman and Frank Menke will air the Atlantic Derby over 'KRC and the Columbia network, Saturday, June 12, at 5 p.m. (E.S.T.).

Nomination for one of radio's funniest people off the air: Dick Brady.

They say that Dick Powell still recently yearned for his old spot on "Holly-od Hotel" and don't be surprised if you hear him soon in a guest role on that show . . .

"KRC's" manager, John McCormick, has taken up golf with a vengeance, but refusing to be a golf widow, Mrs. McCormick is also getting a bit of exercise on the green.

In answer to our query last week: "What's happened to Joan Blaine?" a note to tell us that she will have the lead in a revised version of "Arabesque" which will be aired from coast to coast . . . very shortly.

WKRC's Maynard Craig played host at a picnic given in his hometown, Washington Court House, last Saturday.

Palmer Greer is the newest addition to the engineers' staff at WKRC. Greer comes to 'KRC from WHO in Dayton, Ohio.

Seems now that the Joe Penner Coconault show will fold for the summer . . . rumor had it that Gene Austin will hold forth during the warm months but now the sponsor has decided to give up their Sunday daytime slot in favor of Penner the star.

Claudette Colbert will grace a new series of programs beginning in the fall . . . starting date is October 3 and the dramatic airings will originate on the Coast.

Definite proof that June, the marriage month, is here by this bevy of beauties, all members of Kay Thompson's Rhythm Singers heard each Friday night from 7:30 to 8:00 p.m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHAS and WJR, with Hal Kemp and his orchestra. The girls are shown here congratulating Daisy Eaton on her new engagement ring, signaling her forthcoming marriage. In case you don't already know them, they are, from left to right: Virginia Vass, Kay, herself a recent bride; Sally Vass, and of course, Miss Eaton, the congratulante.

Alfred Gus Karger, commentator, will discuss "Keep on Killin' Em", over WLW and the WLW line, Saturday, June 12 at 5:45 p.m. (E.S.T.).

Jimmy Blair was selected from 35 applicants to be featured with Trudy Wood on Johnny Greene's Tuesday night NBC program.

WLW Harmonizers

A recent addition to the staff of WLW is this trio of beauties—the Frim sisters. Their rhythmic harmony is heard over the Nation's Station and the WLW Line, including WHN, New York, WSECTION, Philadelphia, and KQV, Pittsburgh, at 11:45 a.m. (E.S.T.), Mondays and Fridays. The girls, former network and stage stars, are, left to right, Bea, Clara and Eda. They also are featured on "Picture Time," 10:15 p.m. (E.S.T.), Thursdays, over WLW.
ASSOCIATED GLEE CLUBS OF AMERICA ON NBC

Mike Makeup

Huge Male Chorus Is Composed of 1000 Voices

Carol Deis, Soprano, Featured in Solo Numbers

The summer evening popular concert given by the Associated Glee Clubs of America in the great stadium on Randall Island, N. Y., will be broadcast Saturday, June 12, from 9:00 to 9:45 p.m. (E.S.T.), over an NBC network, including WCKY. In the event of bad weather, the concert will be heard at the same hour on the following Saturday, June 19.

One thousand Glee Club men, representing organizations in eastern cities from Philadelphia to Boston, will compose the huge male chorus performing in the spring sing, New York City's first "Pop" concert. Carol Deis, NBC soprano, will be heard in several solo numbers as the only feminine note in the otherwise all-male concert.

The chorus will be heard in "In

victor" by Bruno Huhn, with Andrew J. Baird, conducting; "Sylvia" by Speaks, with Roy W. Steele conducting; "The Lost Chord" by Sullivan-Bremer, with Clifford E. Dinmore conducting; "Winter Song" by Bullard, with S. Thompson Rodman conducting, and "Prayer of Thanksgiving" by Kremer, with Ivan Servais conducting.

Dorothy Lamour is ready to plant a kiss on the ruddy cheek of Edgar Bergen's not-so-dumb dummy, Charlie McCarthy, for having invited her to a lemonade. Dorothy, Charlie and Mr. Bergen are heard on the Chase and Sanborn hour over an NBC-Red network, including WLW and WSM, Saturdays, at 8:00 p.m. (E.S.T.).

Famed Commentators Meet

Paul Sullivan, left, and Lowell Thomas, widely known radio newscasters, were caught in a serious mood as they discussed the western states dust basin following Thomas's broadcast June 4. The NBC commentator, heard over WLW at 5:45 p.m. (E.S.T.), Monday through Friday, was greeted at the Hotel "Sherry" Plaza radio studio by his friend, Sullivan, ace commentator of WLW and WSAI. "Congratulations on your success," said Thomas, a veteran newspaper man and commentator. "You're coming right up to the top." Thomas stopped in Cincinnati on his way to New York after visiting the western dust storm area.

Popular Announcer at WLW-WSAI

Editor Has Own Program

Here's Douglas Browning, the WLW-WSAI announcer heard on the "Top o' the Morning" program with the McCormick Fiddlers and Brown County Revelers. He is six feet, three inches tall, weighs 170, has light brown hair, blue eyes, and is 27 years old.

Browning found it difficult to break into radio but once on the air he has clicked. Born October 16, 1910, in Norwood, Ohio, Cincinnati suburb, Browning first auditioned in 1933, but was turned down. Going to New York Browning studied dramatics and was accepted for parts in the Chase and Sanborn Opera Guild. He returned to Cincinnati a year ago, auditioned for WLW and now has some of the station's most important programs. Besides the "Top o' the Morning" Browning announces "We Live Again," 10:30 a.m. (E.S.T.) Thursday over the Mutual networks and 7 p.m. (E.S.T.) Friday over WLW. Before he crashed radio Browning was employed as a telephone engineer, an ambulance driver, gas station attendant and hotel desk clerk. Most of these jobs he took to pay his way through school. On WSAI Browning announces the Brown County Revelers at 7:45 a.m. (E.S.T.), daily except Sunday and is master of ceremonies of the "Foundation Hour," 11 a.m. (E.S.T.) Saturdays. He is also head of the Mobile Unit frequently.

Browning did a first-person broadcast over a telephone from the ninth floor tower of the WLW-WSAI Arlington street studios late January while flames licked about the building during the Mill Creek Valley disastrous fire.

Charlie's Not Such a Dummy!

W. J. WILLIAMSON APPOINTED SALES MANAGER AT WKRC

William J. Williamson, for the past five years Chicago representative for Radio Sales, Inc., has taken over the duties of sales manager for Station WKRC, John McCormick, general manager of the hill-top station, has announced.

Mr. Williamson succeeds Stanley R. Bateman, who resigned to take another position. He will have complete charge of local and national sales and will supervise merchandising.

Lum and Abner are investing in a Nevada gold mine.

Arch Scott, producer of the NBC Jamboree, believes in making up his cast for the microphone. Here he's shown applying the greasepaint to Sylvia Clark, one of the stars in the cast. The Jamboree is heard over an NBC-Red network, including WLW and WSM, Saturdays, at 7:00 p.m. (E.S.T.).
YOU’LL GET “MORE FOR YOUR MONEY”

More Car Owners CAN AFFORD

The CROSLEY ROAMIO FIVER

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

HEADLINE FEATURES YOU WILL WANT

- ONE PIECE INSTALLATION
- Octal Base Tubes on a Standard SUPERHETERODYNE circuit
- Full automatic volume control
- Sufficient output—hear at any speed

- Large, high visibility, illuminated dial
- Easy to tune—day or night
- Dust proof speaker
- Low battery drain

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THE CROSLEY DISTRIBUTING CORPORATION

3401 COLERAINE AVENUE

CINCINNATI, OHIO
M. C. On "Stars of Tomorrow Program"

A number of guests will parade before the Magic Key of RCA microphones on Sunday, June 13, from 1:00 to 2:00 p.m. (E.S.T.) over the NBC-Blue network, including WLW, KDKA, WLS and WSM.

Already scheduled to appear are Helen Hayes, star of the Broadway success, "Queen Victoria;" Margaret Brill, harpist, and Bunny Berigan and his orchestra. Miss Hayes, who will appear in a dramatic sketch, recently concluded a dramatic series over the NBC-Blue network, Frank Black will conduct the NBC Symphony Orchestra during the program.
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More star shooting with the astronaut next week, and, as usual, more peeps of people. THEME UP AND OUT.

Jessica's Microphone Partner

Charles Kullmann is the Metropolitan Opera "find" whose tenor voice blends in harmony these Wednesday evenings with that of Jessica Dragone of the broadcasts of the "Beauty Box Theater" program over the WABC-Columbia network, including WKRC, WHAS and WJR, from 8:30 to 9:00 p.m. (EST.). Kullmann's musical activities started when he deserted the medical profession at Yale University for the concert stage.

"BOOK OF PEOPLE"

How the lives of eight persons who met by chance were interwoven by the giants of circumstance into a thrilling dramatic pattern will be related in drama during the "Book of People" program over WLW and the WLW Line, 9:30 to 10:00 (E.S.T.), Saturday, June 12.

Titled "These Are Giants," the program is chapter III of the "Book of People," written by Lawrence Menkin of the WLW continuity staff.

A large staff of actors will be employed to project a new idea in radio—a "great chorus" technique, created by Menkin especially for "These Are Giants." Menkin, who for years has been gathering material for his "Book of People," has written each chapter as a complete episode, based on the lives of people he has met and known.

Here we are in the middle of another week, two weeks from when we last got together and a good many things have happened in the meantime so we'd better get right to work.

Mary Thomas: Helen Nugent's birthday is September 13th.

Ruth Ann: Sidney Ten Eyck is with Station WSMK in Dayton, O. Bob Burdette, as far as we know, is in official capacity at WRAV, Virginia. Murrel Tucker is connected with radio work for the State of Texas at Fort Worth.

Carl Lee: Here are the birthdays you requested. Durward Kirby, August 26th; Tom Slater, June 7th; James Leonard, March 27th; Bill Robbins, February 23rd; and they're all single.

Mrs. Reggs: I suggest you write to Frank Coburn for the information you wish about his May 13th program.

Bob: Joe Parson and Chauncey Parsons are both in the Air Force on the air in California. Joe has not been on NBC since the Sinclair Minutes left the air this spring.

J. W. Ritz: The song; "When My Baby Smiles At Me" is always associated with the name Ted Lewis. Now do you remember?

Radio Fax: When you visit Cincinnati you will find WKRC in the Hotel Alms on Victory Parkway at McMillan Street. WCPQ is on the fourth floor of the Hotel Sinton, Fourth and Vine Streets, while the downtown studios of WLW and WDAY are at Third and Vine Street in the Union Central Annex. That brings us up to the things which have taken place in the past two weeks. First the downtown studios have been moved back to Arlington and Colerain for the summer, where the cooling system keeps everybody in a better frame of mind. This change finds Announcer John Barry no longer at the Nation's Station. For the present John is with his folks at home in Bangor, Maine. Durward Kirby is to sever his connections by accepting a position at NBC, Chicago, starting June 15. New additions to the announcing staff are Glen Parker from WABC, New York City, and Charles Woods, WXYT, Detroit.

Who said W. C. Fields was a past master? What's wrong with the way he masters the art of comedy now? Why, I remember when Joe (Duck) Parkinson used to win amateur night contests by impersonating Charlie Chaplin. Can you beat that?

They say Ben Bernie worried a lot about his voice when he was in Florida recently because everybody had their palms out. Oh, there I go again, and I promised myself no more puns in this column, but you know how it is.

January 1 will see Amos 'n Andy looking for a new sponsor, for the nine-year Pepysodont contract expires then. I'll wager they won't need to look far, though, for they are still tops in the average American home. Wonder who will take over?

However, the plans to include Walter Houston's son, John, in the cast of "Back Stage Wife" were successful, as he is now taking the role of Pete Cormac. The program is heard over WSAI Monday through Friday, 10:15 a.m. (E.S.T.).

Lester Tremayne had a new leading lady for his debut on the First Neighbor program. It's Barbara Luddy, and to accomplish this he forsook Grand Hotel.

Well, this about exhausts my present supply of authentic information, but with the sounding of my note, may I add that a fellow is not a song thief just because he takes notes. "SS".

THE RADIO SLEUTH.

HOUR OF MEMORIES

The U. S. Navy Band, one of the outstanding military organizations of its kind in the world, will present an Hour of Memories" concert, under the direction of Lieut. Charles Benter, on Monday, June 14, from 1:30 to 2:30 p.m. (E.S.T.), over the NBC Blue network, including WKY. Benter organized the Navy Band in 1918 and has conducted it ever since. The concert, featuring compositions that have been favorites for years, will be broadcast from the Sail Loft of the Washington Navy Yard.

Freddie Gibson is Al Goodman's new vocalist on "Your Hit Parade" heard Saturdays over the WABC-Columbia network, including WKRC, WHAS and WJR, from 9:00 to 9:45 p.m. (E.S.T.). Freddie, a newcomer to the networks, got her first radio job sight-unseen. A prominent conductor picked up her voice on a song pluggers' phonograph record, and signed her right up.

Parks Johnson, who conducts the NBC Vox Pop program with Wally Butterworth, says that the best way to make a long Winter a short one is to sign a note in the Fall that comes due in the Spring.

Parts For Any Sweeper

Ingredients of any Sweeper may be obtained at the following prices: $1.00 per box, no shipping charges allowed; $1.50 per box, shipping charges added. Add $0.05 for each Sweeper bag not shipped.

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Color Enlargements

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PHOTO-CRAFT STUDIO

409 Main St. Cincinnati, Ohio

Page 9 of 10

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Cincinnati, Ohio

TODAY'S WEATHER: Sunny,June 17, 1937
### Program Schedule for Saturday, June 12

#### Eastern Standard Time

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IDEA

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MOON ENCHANTMENT
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A program for music loving Cincinnatians heard by the nation.

Cincinnati’s Own Station

WSAI

The Crosley Radio Corporation
CINCINNATI SINGS WILL BE BROADCAST FROM BURNET WOODS

"Cincinnati Sings," the weekly community sing conducted by WSAI since last summer, moves into Burnet Woods, Cincinnati, June 14. Robert G. Jennings, assistant manager of WSAI in charge of sales and programs, announced.

Originating early last summer, the first few sings were conducted in Burnet Woods. Hundreds of men, women and children gathered to sing their favorite songs, while Tom Slater, Joseph Rice, Grace Chlauer Raine and others from WSAI directed and assisted.

When cold weather set in last September, the sings were moved to the downtown studios of WSAI in the Union Central Annex, where they continued every week, except during the flood when many programs were cancelled that WSAI might broadcast emergency bulletins.

On June 7 the time of the sings was changed to 8 p.m. (E.S.T.). In Burnet Woods the weekly sings will begin at 7:30 p.m. (E.S.T.), Mondays, and be broadcast from 8:00 to 9:30 p.m. (E.S.T.) over WSAI.

The "Cincinnati Sings" program is one of the many civic features of Cincinnati's Own Station.

"Your Neck o' the Woods"

The fascinating folklore of the City of New York will be the background for Carl Carmer's "Your Neck o' the Woods" feature on the WARC-Columbia network, including WKRC, Monday, June 14, from 9:30 to 10:00 p.m. (E.S.T.).

Carmer, author of "Stars Fell on Alabama" and "Listen for a Lonesome Drum," each week discuses and dramatizes folklore of some section of the country. The thoughts of folklore in connection with the giant city of New York appear fantastic at first glance. But long before the Hatfields and McCoys declared "open season" on each other, there were old Dutch families in New York who deeply resented the influx of fur traders and Englishmen. The rise and fall and rise again of certain New York residential sections is in itself a story as interesting as any of the settlements along the Mississippi.

Stoop and Budd Are Bernie's Guests

Stoopnagle and Budd, who recently concluded their own NBC series, will be guests of Ben Bernie during the Old Maestro's program on Tuesday, June 15, at 8:00 p.m. (E.S.T.), over the NBC-Blue network, including WLW, KDKA, WLS, and WSM.

Josephine Antoine, Soprano, Soloist On Season's Concluding Ford Sunday Evening Hour, CBS

"Universal Rhythm" programs will be inaugurated. These broadcasts will present Richard Bonelli, Metropolitan Opera baritone; Alec Templeton, blind English piano virtuoso; Carolyn Urbaneck, soprano, and Rex Chandler's Orchestra.

The complete program follows:

Pomp and Circumstance—Elgar...Orchestra Lullaby from "Josephine"—Elgar...Miss Antoine and Orchestra Hungarian Rhapsody No. 2 from "La Cigale D'Or"—Miss Antoine and Orchestra Dream Pictures from "Hamlet and Gretel"—Humperdinck...Orchestra Rubey's March—Verdi...Orchestra Pierrot—Samuelis...Miss Antoine and Orchestra Down Here—Brahms...Miss Antoine, Chorus and Orchestra The Russian Nightingale—Alechina...Lehning...Miss Antoine and Orchestra 1812 Overture—Tchaikovsky...On Our Way to New Orleans...Chorus, Audience and Orchestra

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### PROGRAMES FOR MONDAY, JUNE 14

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RADIO STARS READY TO GREET HUNDREDS AT MAIL BAG PICNIC

All the radio stars at the Nation's Station are preparing to meet and greet the hundreds of WLW Mail Baggers picnic June 12 in Sharon Woods, near Cincinnati.

When Betty Lee Arnold, postmistress of the air, announced to the scores of entertainers that she expected more than 300 men, women and children at the annual outing, every vocalist, actor, announcer and musician marked June 12 on the calendar as the one day in which they would go picnicking.

"Some of the artists won't be able to stay long, but most of them have assured me they'll be at Sharon Woods," said Miss Arnold.

Tom Slater, the genial announcer who can eat more fried chicken than a Southern Methodist, will again be master of ceremonies. He'll introduce the various acts and individuals. Several new artists have joined the WLW staff since last year's outing and they'll be on hand to meet the Mail Baggers.

Highways leading to Sharon Woods will be marked with small signs, to be personally placed by Miss Arnold. Arrangements have been made with local authorities for the benefit of those who will drive to the annual WLW Mail Bag picnic in Sharon Woods June 12.

For the benefit of those who will drive to the annual WLW Mail Bag picnic in Sharon Woods June 12, Radio Dial offers this road map, with highways into Cincinnati and to Sharon Woods designated. Last year more than 100 families drove to the picnic while many others came by train and bus.

"Ave Maria Hour" Now Heard Sunday Morning

The "Ave Maria Hour," music and story from the lives of the Saints, has been moved from its Sunday afternoon spot over WLW to morning. Originating at Garymoor Castle, Garrison, N. Y., the "Ave Maria Hour" is now heard over WLW from 11:30 a.m. to noon (E.S.T.), Sundays.

Directed by Stanley Peyton, former WLW announcer and actor, the program presents some of the radio's best known dramatic talent in a half-hour dramatization from the lives of Saints. The radio adaptations are prepared by Francisca Friar's who maintain a home for homeless men at Graymoor.

PAT O'MALLEY, POPULAR RADIO SINGER ON WCKY

Popular songs are the stock in trade of Pat O'Malley, newest addition to WCKY's roster of entertainers. Pat is heard Monday through Friday at 10:30 a.m. (E.S.T.) over the L. B. Wilson station, singing and playing his own piano accompaniment. He is assisted by Buddy Sprenkel with his guitar.

O'Malley is new to this radio area, but has been on the air for nine years, scoring great successes at WSB, Atlanta, and WBT, Charlotte.

ONCE OVER, Lightly

Out of the golden west has come a new Locharner of the airwaves to dispute the off-repeated claim that the East is the only cradle of new talent.

John Nesbitt, brilliant commentator of the "Passing Parade," which is heard coast-to-coast over the NBC network, is San Francisco's contribution to the ranks of radio stars.

It would be difficult to find a more colorful personality in radio than this suave speaker, who dispenses intriguing facts about persons and events of the present and past.

He was born in British Columbia of a father who was a British intelligence agent, and a mother who was the daughter of Edwin Booth. When John was a child, his father changed his profession and became a Unitarian minister, travelling in the United States and abroad. Nesbitt says of himself that he was "raised in a house full of books, good music, good wine and cheerful conversation."

The future radio commentator attended St. Mary's College and the University of California. Afterward, following the call of the Booth blood, he worked in dramatic stock in Vancouver and Spokane, became a professional stage manager, and had a fling at newspaper work.

All of these various activities, fortunately, failed to satisfy him—and so he turned to radio. He started out at the bottom, working as junior announcer for a local station in Spokane, for $105 a month. He studied every phase of the business as he went along and in 1935, launched his own program over NBC. On March 1, 1937, the two "Passing Parade" broadcasts were given a coast-to-coast hookup.

Although he spends hours of preparation for his radio work, Nesbitt sincerely believes he's "downright lazy." He is unable to write his scripts any other way than on his rickety typewriter. He tried dictating, but it didn't prove satisfactory.

One of his principal hobbies is cooking. He classified himself as 'one of the five supreme dry-hash makers in America.' He also collects books, particularly those on Elizabethan drama, and treasures a group of Edwin Booth's promptbooks.

DICK TEMPLETON.

WCPQ TO OFFER COMPLETE NEWS COVERAGE SOON

Beginning about June 15 WCPQ will offer as complete a news broadcasting service as that provided by any other radio station in the world.

No less than fourteen newscasts, tied together with dozens of short newscasts in between will emanate daily from WCPQ.

The new News Broadcasting Studio, which will be opened about the middle of June, will be located at 523 Walnut Street, where the United Press, one of the world's great news gathering organizations will serve WCPQ. The public will be invited at all hours to see and visit the actual broadcasts in the neon-lighted modernistic newswrap.

Present program schedules necessarily will have to be revised to accommodate the news schedule, and news bulletins will take precedence over all other types of programs.

Sponsors of WCPQ non-news programs will postpone their presentations whenever news bulletins are available for broadcasting.

MARX BROTHERS TO BE GUESTS ON "HOLLYWOOD HOTEL"

Those madcap Marx Brothers will be the guest stars of "Hollywood Hotel" during the broadcast over the WABC-Columbia network, including WKRC, WHAS and WJR on Friday, June 11, from 8:00 to 9:00 p. m. (E.S.T.). The brothers will present several highlight scenes from their latest film comedy, "A Day at the Races."

Another highlight of the program will be the celebration of the fiftieth anniversary of the debut of Joe Weber and Lew Fields. This famous comedy team will make their appearance during the hour, along with their old friends, Al Jolson and George Jessel, who will assist in the festivities.
PROGRAMS FOR TUESDAY, JUNE 15

(EASTERN STANDARD TIME)

<table>
<thead>
<tr>
<th>WCKY</th>
<th>WLW</th>
<th>WKRC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>Interlude &amp; Rules</td>
<td>Valparaiso Orchestra, reviewed by the Day's News</td>
</tr>
<tr>
<td>6:15</td>
<td>Start of the Morning</td>
<td>Tennessee Ramblers, directed by Edith R. Morgan</td>
</tr>
<tr>
<td>6:45</td>
<td>Saturday Night Special</td>
<td>Tennessee Ramblers, directed by Edith R. Morgan</td>
</tr>
<tr>
<td>7:30</td>
<td>Revue &amp; Water</td>
<td>Not specified</td>
</tr>
<tr>
<td>7:45</td>
<td>Continue the Morning</td>
<td>Tennessee Ramblers, directed by Edith R. Morgan</td>
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<tr>
<th>WSAI</th>
<th>WJR</th>
<th>WSGK</th>
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<tbody>
<tr>
<td>6:00</td>
<td>Happy Hour</td>
<td>Not specified</td>
</tr>
<tr>
<td>6:30</td>
<td>Afternoon News</td>
<td>Not specified</td>
</tr>
<tr>
<td>7:00</td>
<td>Back to the Night</td>
<td>Not specified</td>
</tr>
<tr>
<td>7:30</td>
<td>Revue &amp; Water</td>
<td>Not specified</td>
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<thead>
<tr>
<th>KDKA</th>
<th>WKLS</th>
<th>WSEN</th>
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<tbody>
<tr>
<td>6:00</td>
<td>Morning News</td>
<td>Not specified</td>
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<tr>
<td>6:30</td>
<td>Back to the Night</td>
<td>Not specified</td>
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<tr>
<td>7:00</td>
<td>Morning News</td>
<td>Not specified</td>
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(CENTRAL STANDARD TIME)

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<tr>
<th>WHAS</th>
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<tbody>
<tr>
<td>5:00</td>
<td>Morning News</td>
</tr>
<tr>
<td>5:30</td>
<td>Back to the Night</td>
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<tr>
<td>6:00</td>
<td>Morning News</td>
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NETWORK PROGRAMS (NBC-CBS)

(EASTERN STANDARD TIME)

<table>
<thead>
<tr>
<th>WCKY</th>
<th>WLW</th>
<th>WKRC</th>
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</thead>
<tbody>
<tr>
<td>6:00</td>
<td>Polka Melodies</td>
<td>Jack Fulton, tenor, and Frank MacConner, polka reader, and Bert Krueger, orch.</td>
</tr>
<tr>
<td>6:15</td>
<td>Revue</td>
<td>Not specified</td>
</tr>
<tr>
<td>6:45</td>
<td>Back to the Night</td>
<td>Not specified</td>
</tr>
<tr>
<td>7:15</td>
<td>Revue</td>
<td>Not specified</td>
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<tr>
<td>7:45</td>
<td>Back to the Night</td>
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<th>WSGK</th>
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<tbody>
<tr>
<td>6:00</td>
<td>Breakfast News</td>
<td>Not specified</td>
</tr>
<tr>
<td>6:15</td>
<td>Revue</td>
<td>Not specified</td>
</tr>
<tr>
<td>6:30</td>
<td>Back to the Night</td>
<td>Not specified</td>
</tr>
<tr>
<td>7:00</td>
<td>Revue</td>
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<td>5:15</td>
<td>Revue</td>
</tr>
<tr>
<td>5:30</td>
<td>Back to the Night</td>
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* Denotes (NBC) | C Denotes (CBS) | M Denotes (Mutual)
AL BLAND - PILOT OF THE DAWN PATROL

A TRUE son of the South, Al Bland, pilot of Dow's Dawn Patrol, heard daily, except Sunday, over WKRC at 7:30 A. M. (E.S.T.), was born in Crewe, Virginia, thirty-one years ago. At the age of sixteen he became the editor of the town's weekly newspaper and stayed on in that capacity until an opportunity to work on a daily in Staunton, Virginia, presented itself. In the time that Bland could arrange to be away from his newspaper job, he worked up amateur shows, and being a student of dialect, especially Southern, he wrote in a negro characterization in each of the productions. This character he, himself, always played.

In 1925, Al migrated to Ironton, Ohio, where he went to work as a linotype operator on the Ironton Evening Tribune, but even when punching keys, his yen for stage work continued. About that time radio was coming into its own, and Bland applied for and got spot work on the dramatic staff of the local radio station. There he acted as m. c. on several variety shows.

Bland came to Cincinnati with the flood, so to speak. He arrived on the last train that got through before the peak was reached. This was in January, 1937, and he began work immediately at WKRC as pilot of the Dawn Patrol. He has built up such a tremendous following that he now receives more fan mail than any other performer at the hill-top station.

Right now, Dow's Dawn Patrol is sponsoring one of the biggest contests ever conducted locally. Mose, a colored character heard on the morning program, needs a middle and last name in order to get a marriage license. Two Willys cars, a sedan and a coupe, are being given as the first and second prizes. In addition, there are three Seation Electric Mantel Clocks; four Benrus 17-Jewel Wrist Watches; eight Oneida Community Plate Silverware Sets and eleven Shaefer Pen and Pencil Sets. An entry blank is given with every purchase at any of Dow's stores.

Uncle Ezra Loves the Good Earth

When Uncle Ezra finishes a broadcast, he gets down to earth—the good earth of his recently-acquired farm near Hebron, Ill. The Rosedale sage, who is Pat Barrett in real life, is wrapped up in an environment even more rural than his beloved Rosedale: "the friendly little city down in Cole County." "If I had my way about it," Uncle Ezra said, "I'd move station E-Z-R-A's mikefoney right onto my farm and give news flashes about the two robins that are building their nest in the fork of my prized red maple tree, or the progress my vegetable gardens make from day to day. Uncle Ezra is heard over the NBC-Red network, including WCKY, Mondays, Wednesdays and Fridays at 6:15 p. m. (E.S.T.).

WKRC TO BEGIN DAY AT 6:30 A. M.; MORE NEWS TIME

Beginning Monday, June 14, Station WKRC will begin daily operation at 6:30 a. m. The Tennessee Ramblers and the Smoky Mountain Ridge Runners will start the broadcast day with a half-hour hill-billy musical show titled "Sun-Up Jamboree."

On Monday, Tuesday and Saturday, at 7:00 a. m. (E.S.T.), "Early Edition," a transcribed program, follows; on Wednesday and Thursday, God's Bible School presents a quarter-hour program, and on Friday a Christian Science broadcast is heard.

At 7:15 a. m. (E.S.T.) the early morning news broadcast, heretofore only a five-minute period, will be a fifteen-minute feature.

HOW CHILDREN SPEND VACATION SERIES ON WSAI

A series of daily programs, "Young Cincinnatians" which began June 7 over WSAI, is designed to show Cincinnatians how its boys and girls are taken care of during school vacations.

With the WSAI Mobile Unit on the job, broadcasts are aimed at 11:00 a. m. (E.S.T.), daily except Saturday and Sunday from various points of interest to children and their parents.

On Mondays, Tuesdays, and Thursdays Mobile Unit cruises about the Cincinnati Zoo, broadcasting from the various animal cages. Several new animals and birds have been added to the Zoo since last season and Bill Brown, WSAI announcer, will tell listeners about those newcomers.

Wednesday mornings the Mobile Unit will visit Public Recreation Commission playgrounds to broadcast organized play for boys and girls. The Recreation Commission maintains several such playgrounds where trained adult leaders direct the children at play.

On Friday mornings the Mobile Unit will visit Deer Creek baseball diamonds in Cincinnati to broadcast from the weekly baseball clinic to be conducted by the Catholic Youth Organization. At these clinics, which will be held every Friday morning, various professional baseball players, umpires and coaches will teach Knct Hole baseball players the correct way to play. These clinics, which begin June 11, will be open to all boys interested in baseball, according to the Rev. William Labodin, director of the C. Y. O.

Swing Quartet on WKRC

The Rhythm Maniacs, well-known swing quartet, will be heard as guests on the "Sunday Serenade" broadcast over WKRC Sunday, June 13, at 11:30 a. m. (E.S.T.). Shown in the picture, left to right, are Billy Davis, Frenchy McEavock, Smiling Bob Wilbuns and Skeets McKlaire. "Sunday Serenade" is on the air each Sunday and features Lewis Lind, baritone, with piano and organ accompaniment.

At 6:30 p. m. (E.S.T.) a Swing Quartet will be heard on WKRC. The Rhythm Maniacs, a well-known swing quartet, will be heard as guests on the "Sunday Serenade" broadcast over WKRC. The quartet is composed of four members: Smiling Bob Wilbuns, Frenchy McEavock, Billy Davis and Skeets McKlaire. The program begins at 6:30 p. m. (E.S.T.) and is repeated at 7:00 a. m. (E.S.T.).

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The fountain pen is practical, well designed and made to give long wear. All trimmings are plated with 14k gold. The pencil works smoothly, propelling and repelling.

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Address

City

State

Current issue of RADIO DIAL

Please send me a free sample copy including the magazine and a description of the attractive Pen and Pencil Set as offered.

NAME

ADDRESS

CITY

STATE

Current issue of RADIO DIAL

Please send me a free sample copy including the magazine and a description of the attractive Pen and Pencil Set as offered.

NAME

ADDRESS

CITY

STATE
**PROGRAMS FOR WEDNESDAY, JUNE 16**

### (EASTERN STANDARD TIME)

#### WCKY
- Cincinnati (1230 kHz)
  - 6:30-7:00: Morning打了
  - 7:00-7:05: Today's News
  - 7:05-7:30: Bob Clark's Baseball Game of the Week
  - 7:30-8:00: Jack Spring's Basketball Game of the Week
  - 8:00-8:30: Bob Lowe's Football Game of the Week

#### WLW
- Cincinnati (1450 kHz)
  - 6:00-6:30: Tom, Dick, and Harry Show
  - 6:30-7:00: The Bob and Buz Show
  - 7:00-7:30: The Great Broadcasting Show
  - 7:30-8:00: The Great Broadcasting Show

#### WSAI
- Indianapolis (1300 kHz)
  - 6:30-7:00: The Great Broadcasting Show
  - 7:00-7:30: The Great Broadcasting Show
  - 7:30-8:00: The Great Broadcasting Show

#### WJR
- Detroit, Mich. (720 kHz)
  - 5:30-6:00: The Great Broadcasting Show
  - 6:00-6:30: The Great Broadcasting Show
  - 6:30-7:00: The Great Broadcasting Show

#### KDKA
- Pittsburgh, Pa. (950 kHz)
  - 7:00-7:30: The Great Broadcasting Show
  - 7:30-8:00: The Great Broadcasting Show

#### WLS-WENR
- Chicago, Ill. (720 kHz)
  - 7:00-7:30: The Great Broadcasting Show
  - 7:30-8:00: The Great Broadcasting Show

### (CENTRAL STANDARD TIME)

#### WSM
- Nashville, Tenn. (650 kHz)
  - 6:00-6:30: The Great Broadcasting Show
  - 6:30-7:00: The Great Broadcasting Show
  - 7:00-7:30: The Great Broadcasting Show
  - 7:30-8:00: The Great Broadcasting Show

#### WHAS
- Louisville, Ky. (1310 kHz)
  - 6:00-6:30: The Great Broadcasting Show
  - 6:30-7:00: The Great Broadcasting Show
  - 7:00-7:30: The Great Broadcasting Show
  - 7:30-8:00: The Great Broadcasting Show

### NETWORK PROGRAMS (NBC-CBS)

#### WCKY
- Cincinnati (1230 kHz)
  - 6:00-6:30: The Great Broadcasting Show
  - 6:30-7:00: The Great Broadcasting Show
  - 7:00-7:30: The Great Broadcasting Show
  - 7:30-8:00: The Great Broadcasting Show

#### WLW
- Cincinnati (1450 kHz)
  - 6:00-6:30: The Great Broadcasting Show
  - 6:30-7:00: The Great Broadcasting Show
  - 7:00-7:30: The Great Broadcasting Show
  - 7:30-8:00: The Great Broadcasting Show

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- Indianapolis (1300 kHz)
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  - 6:30-7:00: The Great Broadcasting Show
  - 7:00-7:30: The Great Broadcasting Show
  - 7:30-8:00: The Great Broadcasting Show

#### WJR
- Detroit, Mich. (720 kHz)
  - 5:30-6:00: The Great Broadcasting Show
  - 6:00-6:30: The Great Broadcasting Show
  - 6:30-7:00: The Great Broadcasting Show
  - 7:00-7:30: The Great Broadcasting Show

#### KDKA
- Pittsburgh, Pa. (950 kHz)
  - 7:00-7:30: The Great Broadcasting Show
  - 7:30-8:00: The Great Broadcasting Show

#### WLS-WENR
- Chicago, Ill. (720 kHz)
  - 7:00-7:30: The Great Broadcasting Show
  - 7:30-8:00: The Great Broadcasting Show

#### WSM
- Nashville, Tenn. (650 kHz)
  - 6:00-6:30: The Great Broadcasting Show
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  - 6:00-6:30: The Great Broadcasting Show
  - 6:30-7:00: The Great Broadcasting Show
  - 7:00-7:30: The Great Broadcasting Show
  - 7:30-8:00: The Great Broadcasting Show
In the East, Charlie McCarthy always wore a silk top hat over his wig. Now that he has gone to Hollywood, Charlie has taken upon himself a beret and a camel hair tophat. He's gone Hollywood he says, so the movie gals will give him a tumble.

George Case, of WPCO has resigned his position as continuity writer and in the East, has been moved to air-conditioned main studios at Crosley Radio Corporation plant.

When Henry Buse's orchestra moved into Castle Farm, Cincinnati, recently, featuring Buse and his pianist with Jimmy: James' WLW orchestra, and Busie did some pleasant reminiscing. Busie gave the tenor his start at Chez Paree, Chicago, a few years ago.
Cross-Word Puzzle With Questions and Answers


Men's Ages: The two men are respectively 57 and 34 years old, the reverse of the older man's age being 18 more than his present age.

Pencil Winkle: (1) To make the digits add up to 20, cancel the first 1, all the 7’s and the first 9. (2) The number is 12,345,679, which when multiplied by 9, gives the number 111,111,111.

To the person who has a good vocabulary, words are very elastic. It is no stunt for the master of words to perform all manner of acrobatic tricks with them, such as this one of turning a word completely about.

Can you in seven changes reverse the order of the letters that spell the top word in the drawing? If you find it easier, you can start with the bottom word and reverse the order of its letters to spell the top word.

This stunt can be performed by writing a word in each of the spaces, which differs from the preceding and following words by being just one letter. Get your pencil and see how quickly you can do this, then try it on friends.

The annual visit of the Colossus Carnival Company to Stringtown is always a gala event for the citizens of the town and the surrounding country. There are all kinds of amusements and attractions to draw the crowds. Each year new features are offered.

At the opening of the carnival yesterday a record-breaking crowd was present. One of the new attractions commanding great attention was a large billboard on which were painted a number of circles connected by straight lines. The purpose of the design was explained by a youthful artist as he passed out printed copies of the attraction which explained its purpose.

Fifteen of these were connected with a total of eight straight lines, each line connecting three circles. The circles are to be filled with numbers from one to 10, inclusive, with the exception of one number. In such a manner that the sum of the numbers in each trio of circles connected by a straight line is 20. Answers were given for the five seven correct solutions recorded. Can you be a prize-winner?

Copyright 1937, King Features Syndicate, Inc.
Air-Conditioned Homes of Low Cost

years of Experimentation

place equipment for equable room temperatures within the reach of the average family

Mark Twain once complained that he had experienced thirty-six different brands of weather during a New England spring. Today the genial humorist could select as few of these brands—or perhaps as many, we dare say—as he desired. For complete, year-round air-conditioning for the home is now an accomplished fact—so vital a fact that if you are planning to build a home, you would be wise not to give it careful consideration before completing plans.

First of all, it makes a house much more comfortable.

Second—and quite as important—houses which are not air-conditioned will in a few years be outmoded, and their market values will be lowered accordingly.

And remember, no thought of high cost need restrain you, for air-conditioning is now possible for the modestly-priced home.

Through air-conditioning you have simultaneous control of the temperature, relative humidity and circulation of the air, plus filtering. This is the ideal for ideal has been attained by the systems of several manufacturers now on the market.

A first step in air-control, perhaps, was the use of roof fans in winter as a means of securing more equable room temperatures. But without humidification the utmost in house-heating comfort could never be attained, and so various devices were designed to add moisture to the air.

Later, with the development of oil burners, gas furnaces, automatic coal stokers and mechanical household refrigeration—all flexible, ready-con-rolled devices—development of year-round air conditioning was just a matter of time. Before long there were complete units for cooling individual rooms, and, finally, complete-house systems that were practically efficient.

But until recently year-round air conditioning was too expensive a proposition for the home builder of moderate means. Today in suburban Detroit there is a little colony of thirteen families living in exceptionally well-built six-room houses which cost between $7,000 and $7,500 to build and which are equipped for year-round air conditioning—heating and humidifying in winter, cooling and dehumidifying in summer, continuous air circulation and filtering at all times.

These are not experimental homes; they are representative of increasing thousands of practical air-conditioned homes today available at moderate first cost and economical operating costs.

Some five or six years ago one of the pioneer manufacturers in the field of mechanical refrigeration made attempts to produce equipment that could be attached to existing homes; but results were unsatisfactory and costs prohibitive. After much experimenting, this manufacturer finally decided to scrap all that had been done and make an entirely fresh start, literally from the ground up.

A well-known small-house architect was employed to work with the manufacturer's engineers, and after two winters and three summers of experimenting the architect and engineers achieved the first moderate-cost, completely air-conditioned house.

While the construction of these houses follows conventional methods, it must be emphasized that no air-conditioning system can operate efficiently and economically if there are leaks due to poor construction. A method of preventing leaks is to insulate the outside walls of the houses with rock wool laid between the studs to their full depth, 1 1/2". The second is the ceiling, 4" of rock wool is used. All crevices around window and door frames are tightly caulked with a plastic caulking compound applied by a pressure gun. Awnings are used in summertime on the south and west elevations to shut out the worst heat of the sun and thus aid the operation of the air-cooling unit.

The air-conditioning plant itself is far less than one would imagine. In fact, it takes up no more floor space than an ordinary heating plant. Heating is accomplished by means of a conventional gun-type oil burner. This burner also heats the domestic hot-water supply in summer as well as in winter. A gas burner or an automatic coal stoker could also be used.

Connector combined with the heating plant are the air filter, humidifier, cooling and heating coils which circulate the air, and the fan which circulates it through the house. The compressor for the cooling refrigerator is kept separately in a small closet. The ducts which carry the air to and from the rooms upstairs converge into main ducts directly at the unit.

The operation of the unit is entirely automatic. The flip of two switches on a conveniently located control panel changes the system from winter to summer operation. A thermostat controls the heating temperature of the air, and a humidistat controls its relative humidity.

The humidifying and dehumidifying of air is one of the most important features of air conditioning. With ordinary heating plants the air is dried out as it is heated. This lack of moisture is the cause of much of the discomfort and stuffiness experienced in wintertime. Dry air, too, must be heated to a higher temperature than moist air to give the same feeling of warmth and comfort, and of course that adds to heating costs.

In the summertime things are directly changed around. Then excessive humidity makes the air feel heavy and warmer than it actually is. If some of the excess moisture is removed, the air feels cooler and more lively.

When the knob of the rotary switch on the control panel is set for continuous winter operation, the burner operates whenever the thermostat in the rooms above calls for heat. A fan moves the air over a steam-heating coil in the heating plant and then forces it through the ducts to small, unobtrusive grilles located near the ceilings, filtered and practically free of dust, pollen particles, and the like. As the air cools, it is drawn toward the floor and paves out of the rooms through other grilles located just above the baseboards. It then returns to the air-conditioner, where it is filtered, humidified and heated before beginning again its journey to the rooms above. Thus the air is kept in constant, although imperceptible, motion—filtered, humidified and warmed air always entering the rooms while used is leaving them. The kitchens and bathrooms, however, do not have the return ducts, so that odors are not carried by the system throughout the house.

Although the system operates as a "closed," one, about 10 per cent of the air is constantly being replaced by new air from outside the house, because of leakage, which even in the soundest of houses can not be entirely eliminated. The opening of entrance doors when people come and go also admits outside air. This replacement is enough to prevent the air from becoming vitiated.

With the control knob set for cycle operation, the circulating fan runs only when the burner operates. In this phase the system is converted into what is practically the same thing as a conventional warm-air system, but with positive circulation of the air.

In summer, the air is cooled instead of heated. Moisture is taken out instead of added. The warm, moist air is drawn from the rooms through the return ducts to the air-conditioner. The air is first filtered; then it passes over the cooling coil by means of which the air is cooled below the "dew point" so that condensation takes place. In this way excess moisture is removed. At the same time the temperature of the air is reduced, and the cooled, dehumidified air is then circulated through the house.

Only a reasonable degree of air cooling is affected by this system. It can not be expected, when the outside temperature is 100°, for instance, to reduce the house temperature to 70°. To do so would require a plant of much greater capacity and would involve much greater operating expense. However, too great a difference between outside and inside temperatures is not usually desirable. In its own experience the Institute has found that as little as 5° or 7° difference is enough to give a distinct feeling of comfort if some of the excess moisture has been removed from the air.

There is a third position of the control knob, marked comfort. In this position an electrically operated damper opens and permits outside air to circulate freely through the house and in and out. This provision was made to permit the house to be rapidly ventilated. It is chiefly used on cool summer nights to prepare the house for the heat of the next day.

Records kept for the Detroit houses indicate that fuel and power costs will run from $180 to $200 per year. This cost includes the operation not only of the air-conditioning plant, but of the electric kitchen range and refrigerator and the house lighting as well.

Living in an air-conditioned house is comfortable at all times. In winter, there are no drafts; there is no stuffiness. Temperatures seldom vary more than a degree or so in any room. And as soon as the first green shoots and flowers come, it is possible to feel chilly because the air is in constant motion and does not stratify in layers that grow colder as they approach the floor. In summertime the constant circulation of air keeps cool and free of excess moisture. Instead of being hot and sultry, it is softly fresh and lively.

The Michigan Institute of Technology may be the best way to describe it. Windows, of course, need never be opened. Dust and dirt are kept almost at the vanishing point. House cleaning is kept to a minimum.
A Hellinger Short Story

At the moment, life was very lovely indeed for Mickey Blair and Gert "Sho" Sho. They occupied the finest suite in town, the evening was resplendently beautiful, the cards were in readiness—and the sucker would arrive in a short time. Suddenly this was the card sharply heaven!

Both smiled dreamily as they thought of the sucker they were about to greet. His name was Withersby; Mr. George Withersby. He was a tractor salesman on vacation, and he just loved a sensible game of cards. Not too steep, of course. Just sensible.

Mr. Blair hummed softly as he stood beside the window.

"It's a beautiful evening, Gradwell," he sighed. "Truly beautiful." He pinched his thumb and forefinger together. "There is a hint of perfume in the air. A subtle hint." Mr. Sho sniffed gently.

"Yes, my dear Mickey," he agreed.

"You are quite correct. It is good to be alive on such an evening as this!"

There was a knock at the door. It was a jolly knock, such as a tractor salesman might expect to deliver. Mr. Blair nodded to Mr. Sho. Mr. Sho nodded to Mr. Blair. Both gentlemen adjusted their ties, vests, and smiles.

"Come in!"

The door opened. The lamb walked in.

VERY soon, the game was in progress. It was an extremely sociable game. Between hands, Mr. Sho and Mr. Blair related the latest quips of the day. And when Gr. George Withersby, the gentle sucker, told a long-winded story of how he had sold a tractor to a deaf farmer, both Mr. Blair and Mr. Sho fairly shook with laughter.

Naturally, Mr. Blair and Mr. Sho lost ten of the first twelve hands. You know, of course, that the sucker was always permitted to win extensively at the beginning. This builds his confidence and renders him ripe for the plucking that is soon to follow. Thus when he begins to lose, he is certain that his luck will soon change. He finds himself with a good hand, and he bets far more than he should. Whereupon the game ends with the collar button. He slapped the table jovially.

"Thanks, Mr. Sho. This is no mutual admiration society, ha-ha, but I must say that you fellows play a mighty smart game yourselves. Yes, indeedy, ha-ha!"

So the game continued. Feeling quite certain of themselves, the boys allowed the lamb to prosper. The cards piled up in front of the salesman. Soon—very soon now—the game would switch with dramatic suddenness.

And it was at that precise moment that Mr. Withersby did the completely unexpected. He quit!

"Yes, my friends, that's exactly what he did. He pushed the cards away and stood up. "I'm going to leave you boys for awhile," he announced. "I'll be back in about half an hour."

Mr. Blair almost burst a gasket. Mr. Sho coughed violently into a handkerchief.

"Why—er—why certainly, Mr. Withersby," said Mr. Blair. "You are at liberty to leave whenever you wish, of course. But since you intend to return, what's that I might ask your reason for leaving?"

The salesman spoke very soberly.

"It's because of my dear, departed mother," he responded reverently. "I once promised her I'd never win more than four hundred dollars from my friends in one sitting at cards.

"That's for certain," asserted. "You were under no obligations to explain to either Mr. Sho or myself. This has been strictly a gentleman's game. You do exactly as you deem best.

"But I might add, sir, that your explanation was very touching, indeed. Such reverence for the departed is a thing of great rarity."

Mr. Withersby was paying very little attention. He was too busy placing the extra four hundred dollars in a wallet that was already fat with bills. Then he picked up his hat and walked to the door.

Mr. Blair held the door open for him. The two men shook hands warmly. And the "sucker" apologized again.

"I'll be back in a few minutes boys," he smiled. "I'm sure you'll both have better luck then."

"Oh, yes," chorused Mr. Blair and Mr. Sho.

"Positively! ..."

THE door closed and the lamb was gone. Mr. Blair walked to a closet and drew out his value.

"Mickey," said Mr. Sho from the depths of his chair, "I deeply fear that we have been taken. Mr. Withersby is not coming back, and I certainly do not believe that story about his mother."

"Quite right, Gradwell," said Mr. Blair. "As a matter of fact, I am by no means certain that Mr. Withersby ever had a mother. But it is not for us to complain.

"We are in a business of a highly speculative nature. It is only natural, therefore, that we should be called upon to accept an occasional loss."

He looked up from his value.

"I would suggest, my dear Gradwell," he continued, "that you, too, start packing. Obviously, there is nothing to be gained by lingering in this town any longer. Thus, we might as well depart."

Mr. Sho arose from his chair and looked at the window somewhat harassed. The beauty of the evening had obviously vanished some time before.

"All right," he grumbled. "I will accept your suggestion and start packing. I seldom question your decisions, my dear Mickey. After all I must say that, in this case, I do not quite understand them."

"Mr. Withersby has four hundred dollars of our money. That as the boys say, is not tins suppose, by some chance or other, his story is true. Suppose he does return. Why not wait and see?"

Mr. Blair snapped the lock on his wallet. He stood up.

"Because, my dear Gradwell," he replied softly, "I have already insured our four hundred dollars. Just before Mr. Withersby left I lifted his wallet!"

Odds And Ends In The Entertainment World: Hope Hampton is to be starred in a new picture—and I think her work will startle you. La Hampton is an extremely attractive woman with a beautiful voice, but the public never took her too seriously because of her marriage to the genial and immensely wealthy Jules Brulatour. . . . Record I liked best this week was "Carelessly" and "It Looks Like Rain on Cherry Blossom Lane," as played by "Fats" Lennie Hayton and his orchestra. Enthusiastic reports from the Coast have it that in the "Broadway Melody of 1937," Robert Taylor will croon like Bing Crosby and dance like Fred Astaire. Better news would he if he could act like Spencer Tracy!

MARK H.

Proper Spirit

From Phil Baker comes the sad story of the girl who married the college quarterback. Ever since the wedding, the chap hasn't spoken a word to her.

Seems the only thing he knows is a secret between him and the coach!
On several occasions this column has remarked that few of the people who make and broadcast programs seem to know how much Americans really like them. At last something is being done about it in Your Neck Of The Woods (CBS over WKRC, Monday, 9:30 p.m., E.S.T.). True, that isn't the announced intention. The series is billed as dealing with American folklore, but Carl Carmer, the distinguished author who's in charge, supplies the rare ingredient. Mr. Carmer doesn't labor under the stock radio delusion that all Americans are concerned exclusively with concrete highways, neon signs, floor shows, hot Hollywood gossip, cocktails, stream-lining, and candid cameras. Believe it or not, he doesn't even regard the soil as just a disagreeable necessity for producing food. All that and much more were shown by his opening broadcast about Ohio, which had the genuine feel of things as true Buckeyes knew them. If other radio people really get what Mr. Carmer is doing, programs may yet reflect life as most Americans live it.

The sudden upping of temperatures to summer levels has brought a heavy demand for air conditioning in the past week, even on some of the short-wave bands. That's to be expected of course. The interesting angle is the speed at which static is developing. Several times it built up from none at all to a crashing barrage in the space of only a couple of hours. Which just goes to show you can't take anything for granted in this radio business.

Columbia is doing a lot of par- donable "pointing with pride" to that series of eight Shakespearean plays it's to air in July and August. Of course this won't be the first time the Bard's works have found their way on to the kilocycles. NBC's Radio Guild has done a number of them in excellent fashion. Nevertheless the Columbia move looks important. The plays are to have full-hour production in an evening spot with name stars as leads. No doubt the decision to air these classics in such pretentious style was prompted in part by the spectacular Shakespearean revival in New York theatres last season. Anyway, it seems further evidence that radio drama is at last coming into its own. The only detail that makes me cross my fingers is the use of stage and screen stars. They haven't been 100% successful at the microphone.

The other extreme of radio drama was the Lux Theater's airing of "The Plainman," May 31. Neither good biography nor good drama, it sounded like a radio version of a De Mille "horse opera." Wild Bill Hickock deserves better than that.

Jack Oakie is to take a vacation starting June 22. Though he may not know it, many listeners are already making plans for a vacation, with a simple twist of the wrist. Which reminds me that, what with Oakie, Jolson, et al., Tuesday has become one of the least interesting evenings of the week. That is, as far as the broadcast band is concerned. Whenever reception is good the short waves offer far more interesting fare.

Alternating between two sponsors might be a pretty ticklish business if Red Barber wasn't such a careful stickler. I wouldn't be surprised any day to hear him urge the faithful to "stop at the sign of the Flying Red Horse and fill up your tank with crisp crunchy Wheaties," or "Start the day off right with a heaping bowl full of Molot Grease, with lots of sugar and sliced Uppertube."

Speaking of sports, airing the Davis Cup matches seems to call for a dinner-jacket technique. Convulsing evidence of this was Ted Husing punctiliously speaking of "Mr. Grant" and "Mr. Crawford" the other afternoon. The same reverent formalities have to be observed in airing polo. Imagine Red Barber discussing ceremoniously about the performances of "Mr. Dean," "Mr. Hollingsworth," "Mr. Riggs," or "Mr. Lombardi."

"Peggy Wood Calling"

An unusual series of diversified broadcasts, entitled "Peggy Wood Calling," is a new afternoon show on WCKY. The programs are heard Wednesdays and Fridays, at 1:45 p.m. (E.S.T.) from the New York NBC studios.

Peggy Wood, outstanding American actress, singer and writer, is commentator on the series. At times she dramatizes episodes from her own life and life in general. In some broadcasts she will do excerpts from plays and new and then will bring in one of her friends, national and international fame, for an interview.

Who said we haven't any taste system in these United States?

With the General Motors orchestra already off the air and the Fox orchestra winding up its season next Sunday, it looks as if Sunday evening will lose most of its symphonic high spots for the summer. Herefore the networks have moved in sustaining programs of much the same caliber. But advance notices of such programs haven't come through as tacit.

Listener comments confirm my own feeling that Edgar Bergen and "Charlie McCarthy" are the sparkplug of that Chase and Sanborn Hour. Whether you call him a ventriloquist or just a two-voiced comic, Bergen is doing mighty well. Whoever writes his material can take much of the credit.

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