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Radio Dial

WEEK ENDING JULY 16, 1937

RAYMOND PAIGE
A DRESS SUIT ALMOST
CHANGED HIS CAREER

See Page 13



Anglo-American Track Meet At Harvard On NBC

Winner in "Foundation Hour"



Betty Trolan, Woodward high school student, will have an opportunity to sing over WSAI, result of winning the "High School Students' Foundation Hour" finals June 26. Pictured here is Rembert Wurlitzer, vice-president of the Rudolph Wurlitzer Company, presenting Miss Trolan and Benny Wullkotte with awards. Benny, a student at St. Margaret high school, won second. Miss Trolan received, in addition to the radio contract, \$75, and Benny was presented with \$25. More than 100 Greater Cincinnati high school students participated in the "Foundation Hour" broadcasts over a period of 13 weeks.

Miss Trolan will be heard on the "WSAI Revue" for two weeks, beginning Wednesday, June 30, at 2:00 p. m. (E.S.T.). She will be on the program Monday, Wednesday, and Friday until July 14.

"March of Time's" Microphone Faces



The intense feeling of each for his lines is reflected in the faces of these "March of Time" actors whose program is heard Thursdays, from 9:30 to 10:00 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHAS and WJR. In the top row are Nancy Kelly, young character actress, and Ted Di Corsia and William Johnstone, best known for their simulations of the voices of Mussolini and the Duke of Windsor. In the bottom row are William Adams, who plays Chief Justice Hughes; Westbrook Van Voorhis, the narrator, and Dwight Weist, whose outstanding role is Hitler.

Famous College Songs Will Highlight Program

Events Will Be Described By Bill Stern

Track and field events of the Anglo-American track meet at the Harvard Stadium in Cambridge, Mass., will be described in a broadcast from 2:00 to 3:45 p. m. (E.S.T.), on Saturday, July 10, over the NBC-Blue network, including WCKY. Famous undergraduate songs of four of the world's oldest universities, Harvard, Yale, Oxford and Cambridge, will highlight the program.

The best athletes of the two American schools will pit themselves against the English visitors in a series of events to be described by Bill Stern and a group of NBC announcers from vantage points in the stadium and by means of a pack set on the field.

The winner of each event will be saluted by several bars of an undergraduate song of the university he represents.

"JERRY MCGINTY" FAMED DUMMY AT LOOKOUT HOUSE

Yes siree, folks, we want you to meet Jerry McGinty, who is a cousin of the famous radio star, Charlie McCarthy.

Jerry is the number one comedian with Herbert Dexter and Company, now appearing for a limited engagement at the Lookout House.

Cut from a strip of Grade A lumber, Master McGinty has the distinction of being the only ventriloquist dummy in the world who can walk as well as talk. He also has outgrown his famous American cousin, Charley McCarthy, as he stands 5 feet 2 inches tall in his stocking feet.

The clever comedy and extemporaneous dialogue featured by Dexter through the mouth of Jerry McGinty has entertained thousands of Europeans, but is being heard for the first time in America.

The other part of the company is the beautiful Irene St. Claire, whose comeliness has Jerry running a temperature most of the time.

Master McGinty's first words upon arrival in this country were recorded for posterity when he murmured: "What an Utopia! The only place in the world where radio fans make a ventriloquist dummy their favorite star!"

From Paris—Jean Sablon



There are signs that Jean Sablon, French troubadour of the airwaves, is falling into the customs of the Americans; (1) He's crooning a la Bing Crosby; (2) He buys phonograph records by the armful; (3) He's taken a screen test. The affable, smiling vocalist will be heard on the Magic Key program, over the NBC-Blue network, including WLW, KDKA, WLS, and WSM, Sunday, July 11, from 1:00 to 2:00 p. m. (E.S.T.). He is currently heard over the NBC-Red network on Mondays and Fridays at 10:15 p. m. (E.S.T.).

On New Series



Werner Janssen, noted American conductor, is now starred in his own program, heard at 6:30 p. m. (E.S.T.) every Sunday over the NBC-Blue network, including WCKY. He offers music of the popular type, with his own highly individual arrangements.

"Freshman Follies", New WSAI Feature

The "Freshman Follies," a boy and girl act, is one of the newest morning features over WSAI.

Presenting 19-year-old Jane Gerard and Harold Dickinson, youthful member of the Four Modernaires, the Freshman Follies" offers 15 minutes of songs and patter at 11:45 a. m. (E.S.T.), Mondays, Wednesdays and Fridays.

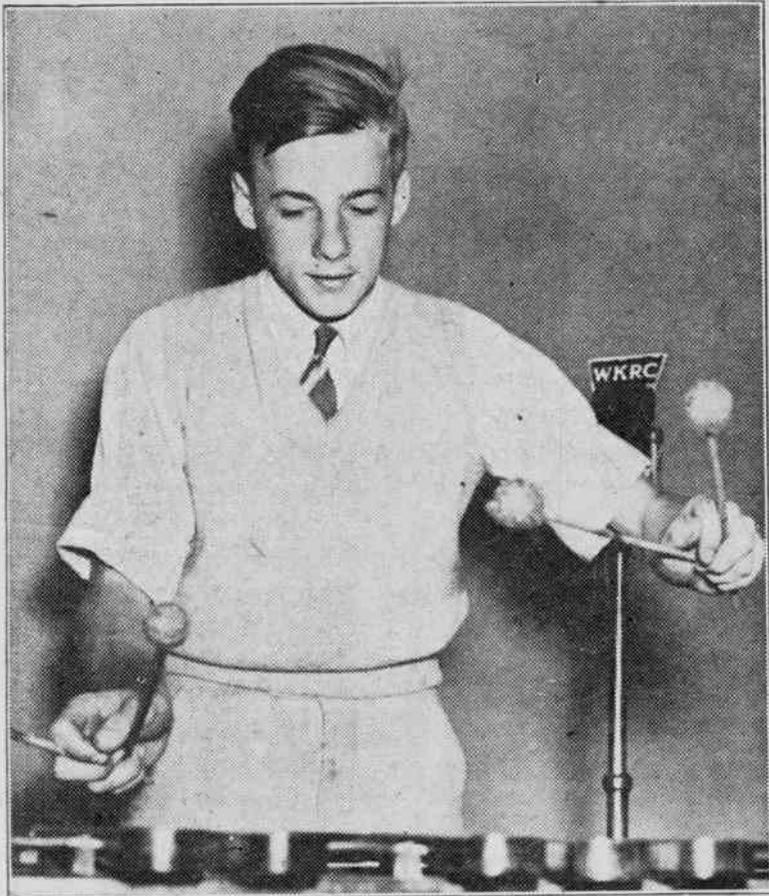
Dickinson, a college freshman only a few years ago, goes back to his university days for material, while Miss GerraPd, who graduated last spring from Western Hills high school in Cincinnati, is eagerly looking forward to her real freshman days.

Miss Gerrard, who is starred on the "Dude Ranch," 8:30 to 9:00 p. m. (E.S.T.), Friday over WSAI, recently became a member of the WSAI vocal staff after appearing on several programs as guest soloist. Her radio career began three years ago when she was heard in an amateur contest on WSAI.

Dickinson, a native of Buffalo, N. Y., came to the Crosley stations with the Four Modernaires a few weeks ago. The quartet was organized two years ago.

BURGESS MEREDITH PRESENTS "HAMLET" ON CBS

Guest on "Ship of Song"



Arthur Garrison, sixteen-year-old xylophone sensation, has been appearing as guest soloist on the "Ship of Song" broadcast each Sunday at 11:30 a. m. (E.S.T.) over WKRC. Sponsored by the Schiff Shoe Company, the half-hour program is broadcast before a studio audience. Tickets can be obtained at any of the Schiff Outlet stores.

First In Series Of Shakespearean Plays

Famous Stars Signed For Future Broadcasts

Most of the great "Hamlets" of the past have been mature and sometimes middle-aged actors, despite the fact that Shakespeare's hero was just out of college at the time his tragedy took place. But when the play is presented over the WABC-Columbia network, including WKRC, WHAS, and WJR, Monday, July 12, from 8:00 to 9:00 p. m. (E.S.T.) as the first production in Columbia's Shakespeare Cycle, the title role will be in the hands of Burgess Meredith, who is little if any older than the Prince of Denmark himself.

The tragedy of "Hamlet" is in its essence a tragedy of youth, according to Brewster Morgan, director of the cycle and one of the foremost American authorities on Shakespeare. Therefore he feels that to present the play as the author originally intended, Meredith, who is only 28 years old despite his many theatrical and motion picture successes, should be the ideal person to interpret the part.

Glamorous!



Gladys George, the glamorous actress who stood Broadway on its ears two seasons ago with her imitation of a glamorous actress in "Personal Appearance" makes a personal appearance on the Chase and Sanborn Hour on Sunday, July 11. Miss George plays opposite Don Ameche in a dramatic sketch as the highlight of the broadcast over the NBC-Red network, including WLW and WSM, at 7:00 p. m. (E.S.T.).

Bert Lytell Stars In New Dramatic Serial On WLW

Bert Lytell, noted American stage and screen actor, will be starred in the title role of a radio presentation of one of the country's most popular plays, "Alias Jimmy Valentine." This famous story, which in its stage version enjoyed one of the longest Broadway runs of all time, will be brought to the air in transcribed dramatic serial form through WLW, from 6:00 to 6:15 p. m. (E.S.T.), every Tuesday, Wednesday and Thursday, beginning July 6.

Today one of the foremost of American actors, Bert Lytell is a native New Yorker. On the stage since early childhood, he made his first appearance in the Columbia Stock Company in Newark, N. J., and when he was only 22 years old he was taking his own stock company on tour.

Since then he has played such stellar roles on Broadway as Doctor Hampton in "Mary's Ankle," Robert Haughton and Eddie Connelly in "Brothers," Kenneth Bixby in "Good-bye Again," and his most successful Reverend Mark Ahern in "The First Legion." On the screen he has been



BERT LYTELL

featured in "Alias Jimmy Valentine," "The Light That Failed," "Lone Wolf Returns," and many others pictures.



CHALMERS HADLEY

Those who have definitely been assigned to leading parts to date for the presentation of "Hamlet" include Walter Abel as "Horatio"; Montague Love as the King; Grace George as the Queen, and William A. Brady as the Ghost of "Hamlet's" Father.

Lionel Barrymore, Helen Menken and Frank Morgan have been added to the imposing list of stars who will appear in Columbia's Shakespeare Cycle.

Prior to the first broadcast, Ruth Lyons, program director of WKRC, will interview Mr. Chalmers Hadley, librarian of the Cincinnati Public Library. Mr. Hadley has a wealth of valuable knowledge regarding

Rippling Rhythm Revue

Del Casino, tenor, will sing "Whispers in the Dark" as a highlight of the Woodbury's Rippling Rhythm Revue on Sunday, July 11, at 8:00 p. m. (E.S.T.), over the NBC-Blue network, including WLW, KDKA and WLS. Shep Fields and his orchestra will play "Tomorrow Is Another Day," "Where Or When" and "Darktown Strutters Ball". As usual, Bob Hope and Honeychile will be heard in another of their hilarious comedy skits.

Shakespearean works and in his quarter-hour discussion with Mrs. Lyons will have much of great interest for 'KRC listeners.

Following the broadcast of "Hamlet," which is aired from 8:00 to 9:00 p. m., Marsha Wheeler, who conducts the "Personalities on Parade" program, will interview William Stiegler, dramatic critic of the Cincinnati Times-Star; Herman Bernfeld, dramatic critic of the Cincinnati Enquirer, and Edward Carberry, dramatic editor of the Cincinnati Post. This broadcast will be aired at 10 o'clock and will give listeners the opportunity to hear first-hand the views of dramatic experts on this new field of radio work.

Ripley Returns



B. A. Rolfe's orchestra and the Man-About-Town vocal trio will hold a reunion with Robert L. Ripley when he inaugurates his new broadcast series over the NBC-Blue network, including WLW, Friday, July 16, from 8:00 to 8:30 p. m. (E.S.T.).

Weekly RADIO DIAL

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Telephone—CHerry 0710—0711

GEORGE A. VOGELE—Editor

Vol. VII.

WEEK ENDING JULY 16, 1937

No. 9

FROM BOGIE TO BLESSING

Radiowise, this is turning out to be a summer of startling developments. NBC and CBS caused the first gasp by staging a merry competitive war over the plays of a fellow named Shakespeare. Then, just as listeners recovered their breath, NBC touched off the news that it had appointed Dr. James Rowland Angell as educational counsel.

Of the two, this last is by far the more amazing. Shakespeare is no stranger to the air. But when a former president of Yale becomes a radio executive, that is the first-page "must." Moreover, to add further punch to the story, he will receive the tidy stipend of \$25,000 a year for his labors.

Bewildered listeners may well ask "How come?" and "What does it all mean?"

The first question is easier to answer than the second. For a number of years now the organized schoolmasters have been making things uncomfortably warm for the broadcasters. They are not only critical of much that gets on the air, but they want radio used for educational purposes. Because they are organized and influential, it is no secret that they have become one of the broadcasters' ranking bogies. This probably explains the strategy of NBC's move. One way to eliminate an enemy is to make him an ally.

But what will follow Dr. Angell's appointment is a horse of quite a different color.

About the best that can be said by way of prophecy is that Red and Blue network schedules will not forthwith become a succession of informative lectures, supplemented with required reading and experiments in cellar laboratories. For the statement of Lenox R. Lohr, NBC president, announcing the appointment of Dr. Angell, significantly stresses culture and public service rather than academic instruction. "He (Dr. Angell) will have a free hand to devise and suggest methods by which we may more effectively serve radio's listening millions." If this is too cautious to please the zealous schoolmasters, it is also progressive enough to win the approval of intelligent listeners.

Educational broadcasting is probably the most debatable and nebulous department of radio. It is by no means certain that broadcasting should be used as a means of deliberate instruction. And there is, confusingly, no general agreement on what is and is not educational. Yet a medium which reaches so many people might well be employed to disseminate material of widespread public value. And surely good taste and intelligence are a much-needed antidote for many things that now afflict the kilocycles.

Perhaps this middle-ground role is the part education can best play in radio. If Dr. Angell's appointment does no more than put life into broadcasting's legal obligation to "operate in the public interest," NBC will have converted a bogie into a blessing.

We shall see what we shall see.

"Our American Neighbors"

Graciola, girl guitarist and singer widely popular in Cuba, will be the guest of "Our American Neighbors", the weekly series in which 22 countries of Latin and South America are being saluted. The program will pay tribute to Cuba in the broadcast of Sunday, July 11, from 4:00 to 4:30 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC and WHAS, and by short wave over W2XE, new CBS unit. Graciola will sing and play selections from the current musical literature of her land. Others are to be performed by Cuban and United States listeners by Vincent Sorey's orchestra.

Facts About Crosley In Fact Digest Story

Powel Crosley, Jr., president of the Crosley Radio Corporation, and president of the Cincinnati Baseball Club, owner of the Cincinnati Reds, is the subject of a biological sketch in the August issue of *Fact Digest*, which will be released about July 20.

This well-known publication, specializing in popularizing facts, reveals many interesting facts about Mr. Crosley personally and about his business. The story is an intimate, personal glimpse of the manufacturer-sportsmen that will interest baseball and radio fans, as well as business men in the electrical appliance business.

COLUMBI-A-MUSINGS

From WKRC

By
MARGARET MALONEY

Late in July, Kay Thompson and her rhythm singers, Lanny Ross and Leith Stevens' swing band, will begin a new series over Columbia and WKRC. . . Venida hair nets will foot the bill.

Carl Hoff, who conducts the ork on Al Pearce show on CBS, is on the west coast with the Gang and is said to be on the verge of singing for a new hour show.

Ben Alley, old WLW and Columbia favorite, is now doing a nightly program from Columbia outlet, WCAU, in Philadelphia. Household Finance Corporation sponsor the show.

Barry McKinley took over Stuart Allen's spot on the Lucky Strike Hit Parade over WKRC and CBS last Saturday. . . Allen has a throat ailment. . . Our vote goes to McKinley for a permanent berth on the hour. . . His voice is hard to beat.

An odd accident befell Virginia Verrill, Columbia songstress. She was attending a wrestling match in Hollywood (other nite when one of the wrestlers was knocked through the ropes and landed in her lap. . . She was bruised severely.

Ed Hamel, WKRC engineer, is back at the hill-top station after attending a convention of the Association of Columbia technicians.

And now it's Maynard Craig who has set out on a two week's vacation. . . Maynard headed east and will spend some time in New York and Boston. . . "Meet the Missus" will not be on the air during Craig's absence.

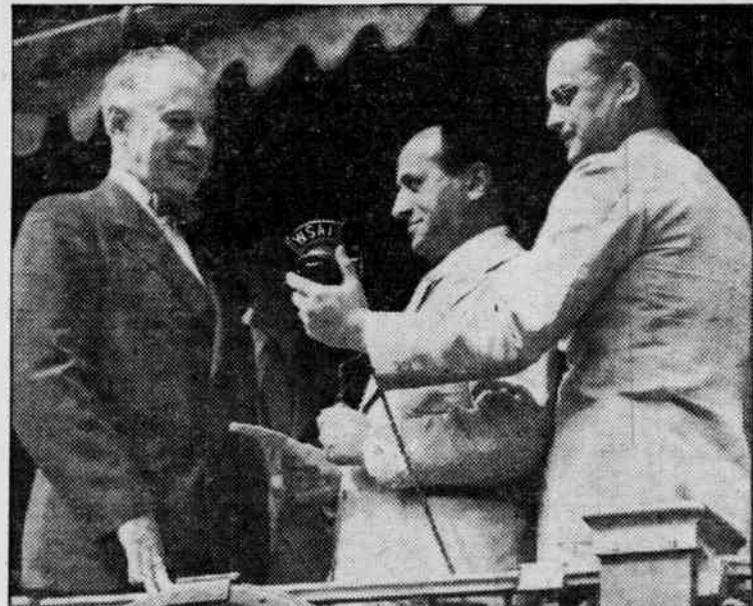
"Future Favorites" are presented daily at 12:05 p. m., over WKRC. Instrumentalists and vocalists who have been okayed by WKRC audition board are heard in a ten-minute program with Gladys Lee at the piano.

A word to Dick Bray for the swell way he handled the golf match broadcasts from Western Hills Country Club last week.

And to Lee Bland for his presentation of "News of the Minute" . . . nightly at 10:30 o'clock.

Arthur Godfrey, announcer and commentator, made his initial public appearance as a piano soloist at the age of 7, playing—as he modestly says, "right before everybody"—Chaminade's "Scarf Dance".

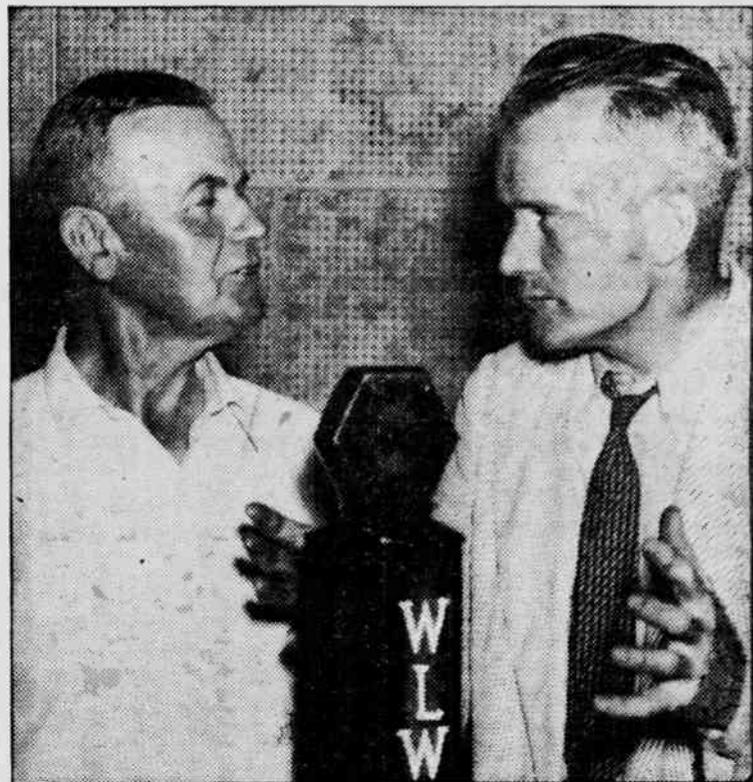
Greet Cincinnati's Manager



When Col. C. O. Sherrill, Cincinnati's new city manager, arrived June 23 from Washington, Baltimore & Ohio railroad officials held the Diplomat Limited at Winton Place, Cincinnati suburb, while the colonel greeted his many friends over WSAI. Pictured here is Al Segal, center, Cincinnati *Post* columnist,

interviewing Colonel Sherrill from the platform of the train while Announcer Bill Brown of WSAI holds the microphone. Through the courtesy of T. B. Powers, trainmaster, the Diplomat not only was held at Winton Place for the broadcast but was "spotted" for the convenience of the WSAI Mobile Unit.

Two Old Pals Get Together



Two old friends got together June 26 on the WLW "R.F.D. Hour" program at 6:00 p. m. (E.S.T.) when Major Al Williams, right, noted flier, appeared as Boss Johnston's guest. Pictured here Williams is explaining how he comes out of a 10,000-foot power dive while Johnston remarks, "I'll stick to cows and chickens." Johnston and Major Williams are friends of long standing.

BEETHOVEN PASTORAL SYMPHONY ON CBS

To Be Interviewed on WKRC



Mrs. Minna Feibelman Bardon who recently sold her first novel "The Case of the Dead Grandmother" will be interviewed on the "Personalities on Parade" program over WKRC, on Friday, July 9, at 10:00 p. m. (E.S.T.). The picture above which was taken in the Bardon home on East Rochelle Street, Cincinnati, shows Mrs. Bardon, her twin daughters, Lillian (left) and Janice (right), her husband, Emanuel Bardon, and her son, Harry.

Francis Lederer, Madeleine Carroll In "It's All Yours" On Hollywood Hotel Over CBS

Francis Lederer and Madeleine Carroll, outstanding film stars, will present a preview of scenes from Columbia's picture, "It's All Yours," when they appear as the guest artists of "Hollywood Hotel" over the WABC-Columbia network, including WKRC, WHAS and WJR, Friday, July 9, from 8:00 to 9:00 p. m. (E.S.T.). Lederer will play the role of Jimmy Barnes, a young madcap, disinherited at his Uncle's death in favor of his uncle's secretary, played by Madeleine Carroll.

The humorous episodes will reveal that Linda, the secretary, is really in love with Jimmy, and accepts the

money as part of a plot to reform him. She hires Jimmy as her secretary and keeps him so busy he doesn't have an opportunity to see Connie, a vivid actress with whom he is infatuated. Linda, on the other hand, encourages Baron Rene de Montigny, played by Mischa Auer, who hopes to marry her for her money. Complications and adventures galore arise, but the story ends happily.

Lucille Manners encourages salesgirls to discuss their favorite forms of radio entertainment.

Beethoven At His DESCRIPTIVE BEST

Orchestra Under Direction of Howard Barlow

Beethoven's Sixth, or Pastoral Symphony and the same composer's "Egmont" Overture will be performed by the Columbia Symphony Orchestra under the direction of Howard Barlow on the "Everybody's Music" program, Sunday, July 11, from 2:00 to 3:00 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHAS and WJR.

The Pastoral Symphony, composed in the summer of 1808 in what were then the wooded environs of Vienna, is Beethoven at his descriptive best. The five movements of this work begin with an allegro which the composer entitled "Cheerful Impressions Awakened by Arrival in the Country." This is followed by an andante notated as "Scene by the Brook." An animated, rhythmic picture of dancing peasants is given in the third movement, described as a "Merry Gathering of Country-Folk." These latter two movements will be played without pause. Beethoven's next movement finds him drawing a tempestuous and exciting picture of a thunderstorm which is resolved into the final movement into a mood of gentle repose after the tempest, a cheerful allegretto forming a "Shepherd's Song; Glad and Grateful Feelings after the Storm."

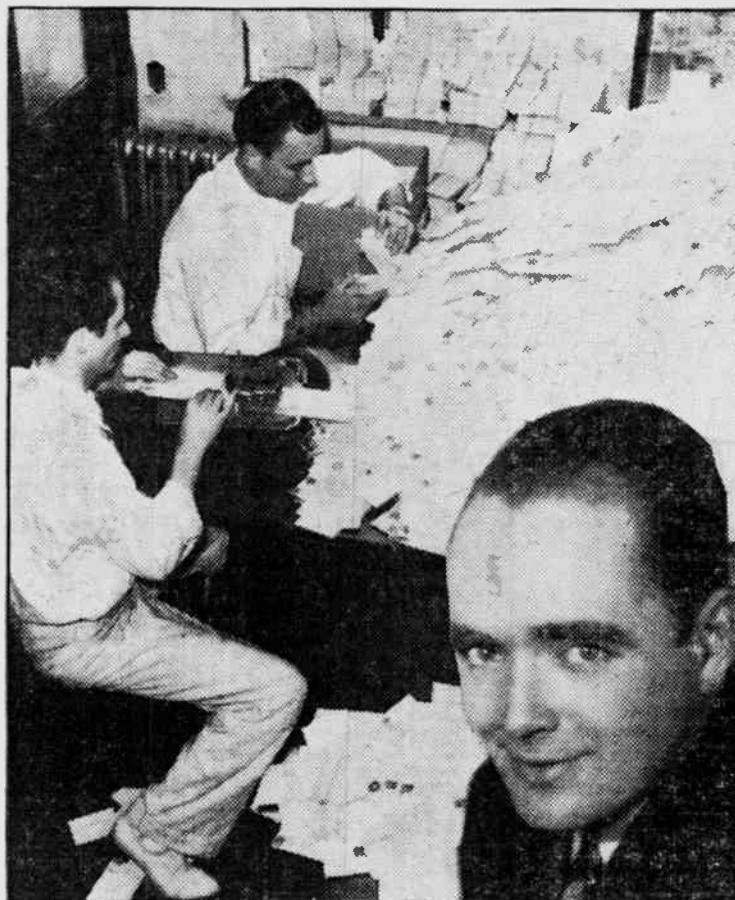
Henry M. Neely, radio's "Old Stager," will be the commentator.

"TRUE TO LIFE" DRAMATIZATION SERIES ON WSAI

"True to Life," a dramatized version of unusual news stories, made its initial broadcast over WSAI Tuesday, July 6. The program will be heard from 6:05 to 6:15 p. m. (E. S. T.), Tuesday, Thursday and Friday each week.

From the WSAI news room, of which H. Lee MacEwen is editor, will come the dramatizations, based on actual happenings. The news dramatizations will cover a wide scope, including local, state and national affairs. Human interest stories will provide the nucleus for the "True to Life" broadcasts, which will be presented by the WSAI dramatic staff.

He Had to Call in the Reserves



Opening and reading mail is a daily task of every radio artist but it remained for Tommy Riggs to use an electric automatic letter opener and the entire research staff at WLW to open and read the mail he received from thousands of listeners. Riggs offered a picture of himself and his little friend, Betty, to those who wrote him. More than 25,000 letters arrived within a few days. In the picture are Clarence West, left, shoving envelopes through the letter opener while Meredith Runck checks the mail. Inset is Riggs, whose popular program is heard over WLW and the WLW Line at 5:15 p. m. (E.S.T.) daily except Saturday and Sunday.

Chase-Spieckerman Duet on Stoess Program

Vicki Chase, soprano; Herbert Spieckerman, youthful baritone, and the Four Modernaires will share vocal honors with the William Stoess Flying Dutchman, over WLW and the WLW Line, 7:30 to 8:00 p. m. (E.S.T.), Wednesday, July 14.

For years one of radio's outstanding dance bands, the Flying Dutchmen were off the air the past year until the present Wednesday night program was created. Each week the conductor-executive presents some star of WLW as guest soloist.

On the program July 14, Spieckerman will sing "The Way You Look Tonight."

From "High, Wide and Handsome" the Stoess orchestra will offer "Can I Forget You," "The Folks Who Live on the Hill," and "Allegheny Al." In "Can I Forget You" Miss Chase and Spieckerman will sing the lyrics in duet.

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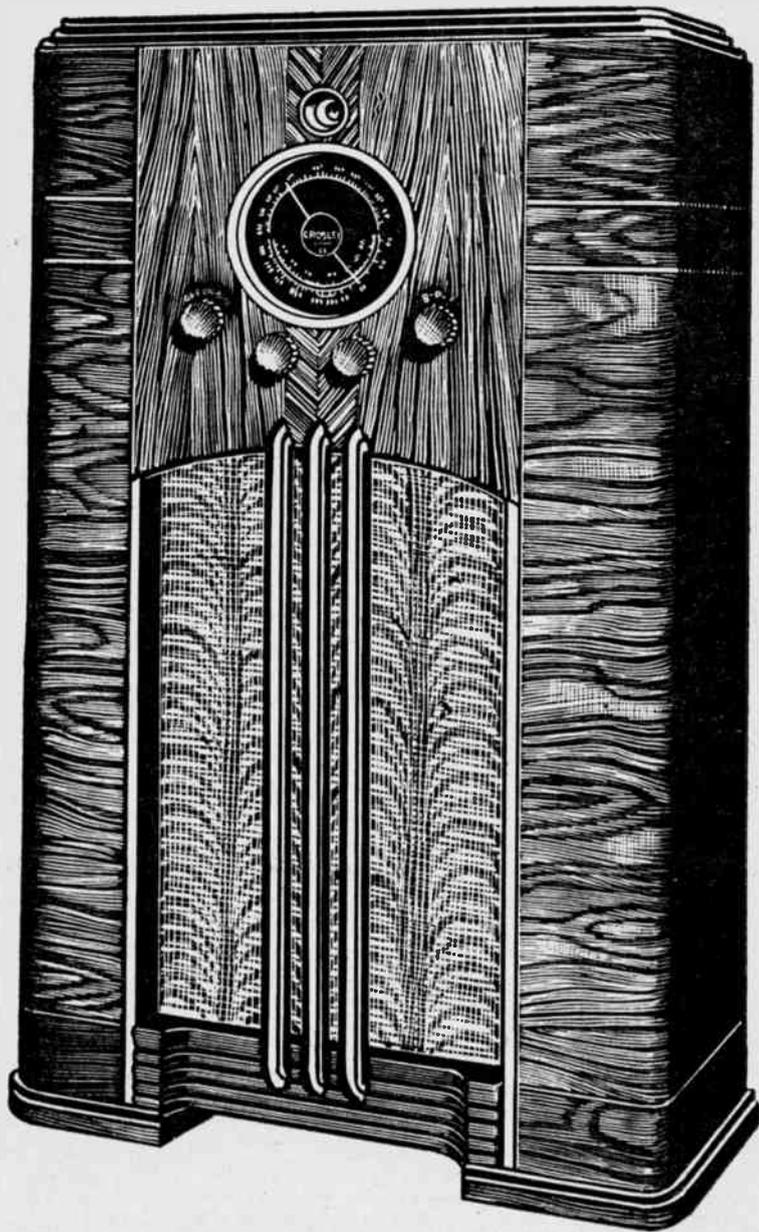
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1. Compare the Crosley Tone. You will marvel at the brilliant performance.
2. Compare the Crosley cabinet. The highly figured, beautifully grained walnut delights everyone.
3. Compare the sensational New Crosley Mirro-Dial. Strikingly beautiful gold-mirro-like reflector dial makes accurate tuning easy.

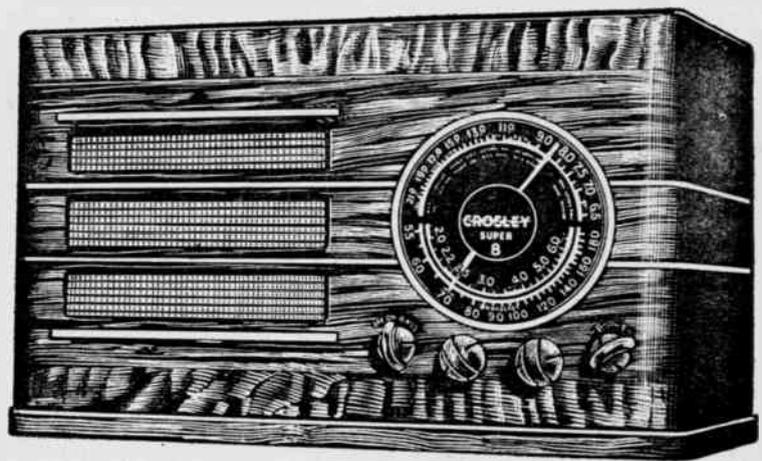
TURN THE CABINET AROUND

4. Compare the chassis and number of tubes. Notice the extra large sized chassis—how completely it fills the cabinet.
5. Compare the Crosley price. The highest possible quality at the lowest possible price.

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11 octal base tubes . . . 10-inch electro-dynamic speaker with exceptional bass response . . . Mirro-Dial, edge lighted, gold reflector type with graduations fused on the convex glass . . . 3 Band tuning range . . . Receives American, foreign, police, amateur, aviation and ships-at-sea broadcasts . . . 525 to 22,000 Kc. continuous . . . Additional intermediate frequency, giving greater sensitivity . . . IRIS Tuning Indicator . . . The beautifully styled walnut console cabinet with prima vera inlays is hand-rubbed to a brilliant finish . . . Dimensions: 40" high, 24 $\frac{1}{4}$ " wide, 13" deep

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CINCINNATI, OHIO

RADIO DIAL CONTEST CLUB

by The Contest Reporter

THE wars were over—the Indians were licked—the frontiers had been pushed back into the Pacific Ocean. Everywhere, peace and quiet reigned supreme. Rugged he-men began to crochet chair-tidies and eat spinach to keep their girlish figures. Courage and initiative had vanished from the hearts of a declining and perishing America.

And you, like ourselves, wondered what the fellow was driving at. So here's some more of it, which is an article on the "Art of Contesting" by Charles Welsh, appearing in current Contest News.

"Then came contesting! Strong men mumble into their beards, striving to concoct a slogan for 'Ittsy Bittsy Cream Puffs' while delicate ladies become hysterical as they vie with each other in describing 'Whose Goose Shaving Cream.'

"Seriously, contesting has become the national pastime. And it is developing courage and stamina in its followers. It requires determination and patience, as well as concentration and clear thinking. Skeptics scoff and mockers laugh, yet the ranks increase daily. And even though they may never win a prize they are richer for having begun contesting.

"Adults have a tendency to slow up, to avoid serious thought, creative reasoning, as they grow older. And yet when we stop growing decay begins. It isn't possible for us all to study extension courses or attend night classes. Still, in contesting we can get the mental stimulation necessary to keep going.

"There is a class of contests to suit every individual. Limericks, slogans, letters of various kinds—the field is limitless. And after the children are in bed, the clock wound and the milk bottle on the step, the average contestar can begin his work, secure in the privacy of his own home.

"He studies the merits of different products so he can describe them more accurately, and thus is being born a class of buyers in discernment.

"Patience is also a product of contesting. It requires patience to see one's 'brain child' die in the hands of a contest judge, to read winning entries that seem far inferior to one's own efforts, and keep on smiling!

"And it requires constant study. A vocabulary suitable for ordinary use is sadly lacking in variety for a contestar. We must seek newer words, more subtle shades of meaning to clothe our thoughts. And thus, our reward comes in the consciousness that, though our monetary reward be small, our mind is keeping pace with a fast moving world.

"And what an infinite supply of endurance a contestar must have. Fond friends decide they'll enter a contest ('since you're so lucky, dear'). They

fail to win a prize, and henceforth they question your honesty and character. 'You're no smarter than I, it's bound to be something else why you win so many prizes' has been heard by all winners.

"Yet, in spite of all hinderances, drawbacks, skeptics and scoffers, we go merrily onward regardless. Our slogan 'Onward to bigger and better contests' and more contestants."

We felt that Mr. Welsh included some very sound reasoning in his remarks and consequently we wanted to pass it on to you.

In July 3rd issue of *Saturday Evening Post* appears a complete list of the winners in Oxydol's "Ma Perkins" baby-naming contest. The first prize of \$5,000 in cash was awarded Miss Pauline Chapman, Cedartown, Ga., second of \$750 to Mrs. Edwin F. Hunt, Exeter, N. H., and third of \$250 to Mrs. Elizabeth M. Wikoff, Portsmouth, Ohio. Several hundred others received from \$100 down. The winning name was not given.

An interesting angle in this list is that Ohio produced more winners than any other State, and another is that no one in New York City won a prize of any kind.

And Aimee Lawrence writing in *Contest World* informs us that since George Elwell won \$20,000 to name *Liberty Weekly*, one town in Ohio has turned out several other big winners. Youngstown, the home of Elwell, is also the home of Mrs. Mabel Smith who won the \$5,000 for naming Amos & Andy's contest "baby."

Here's something more about "facsimiles" which we have occasion to mention now and then. Helen King, famous contest judge and consultant, told *Advertising Age* "as a judge I have awarded prizes to persons sending in facsimiles. Therefore, I must take exceptions to Mr. _____ statement that there is no case on record where the contest using a facsimile was successful. To me a facsimile is honored—for it shows proof of purchase of the article at some time in the past."

The Cussins & Fearn Co. with stores in Ohio announce that 12 Ford V-8's will be given for your slogan. Each week they will feature some article of merchandise, on which the slogan must be written. Purchase necessary to qualify. Contest will last eleven weeks.

To compete in the Willys contest for grand prize, contestants must drive a Willys until they have used as much as 1-10 of a gallon of gas, then write a 50-word statement on why the new Willys meets all your motoring requirements.

They'll Say "I Do"



Miss Helen Knight, above, music supervisor in the Fostoria, Ohio, public schools, will become the bride of Tom Slater, WLW announcer and WSAI flash reporter, in a ceremony July 17 at the home of Miss Knight in Niles, Ohio. The marriage will be the culmination of a romance that began four years ago when Miss Knight was a student at Miami University, Oxford, O., and Slater was on the publicity staff of the college.

Since Harry von Zell took over the reins of the new "Summer Stars" series which is broadcast over CBS, he has met more celebrities than in all his career before the microphone. Part of Harry's work is to select guest stars for his half-hour variety programs and he has had to devote three hours of each day to interviewing artists. He doesn't even have time to collect autographs.

The Baker Extract Co., Springfield, Mass., offer ten bicycles to boys and girls for letters of 25 to 50 words telling why they like Baker's Root Beer extract, or giving a new use for it. Purchase requirements. Contest closes July 15th.

Sears-Roebuck & Co., current catalog contains contest for naming a rose. Round trip for two to California plus \$250 cash if purchase is made. Closes October 1st.

Radios, electric shavers, and other merchandise prizes are being offered by the makers of Adam Hats. Details at stores. In Cincinnati, 106 West Fifth Street.

Knox Gelatin offers 73 cash prizes totaling \$500 weekly for best letters telling why you like and use it. Tuesday and Thursday over Columbia network—10:15 to 10:30 a. m. (E.S.T.)—Eddie & Ralph. Purchase requirement for eligibility.

FOUR ENGINEERS KEEP POWERFUL STATION ON AIR

How four engineers placed themselves under voluntary quarantine and kept WLW on the air full time for more than a week came to light with the recent recovery of Joseph Whitehouse, chief transmitter engineer, from scarlet fever.

Several weeks ago Dick Duncan, personal supervisor of the powerful transmitter plant located near Mason, O., was stricken with scarlet fever. A mild epidemic was reported at Mason. Duncan recovered and Burt Gregg, transmitter engineer, contracted the disease. Then Whitehouse. The entire staff of 15 men was given tests. Only four showed immunity.

Those four—Duncan, Floyd Lantzer, assistant chief; Karl Snyder, transmitter maintenance engineer, and P. B. Petery, transmitter engineer—moved into the transmitter plant, bag and baggage. Other members were sent home as a protective measure for themselves and families.

For more than a week the four engineers kept the 500,000-watt trans-

mitter on the air. Supplies were brought in to the gate and left. The engineers did their own cooking and washing. With the epidemic whipped, other engineers returned to the job a short time ago. Although several cases were reported in and near Mason, none was severe, health authorities said.

A few days before Gregg became ill, however, a seven-pound son, James Ralph, was born. Both Mrs. Gregg and the baby escaped the fever.

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

PROGRAMS FOR SATURDAY, JULY 10

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

WCKY (1490 kc.) Cincinnati			WLW (700 kc.) Cincinnati			WKRC (550 kc.) Cincinnati			WSAI (1330 kc.) Cincinnati			WJR (750 kc.) Detroit, Mich.			KDKA (980 kc.) Pittsburgh, Pa.			WLS-WENR (870 kc.) Chicago, Ill.			WSM (650 kc.) Nashville, Tenn.			WHAS (830 kc.) Louisville, Ky.		
6:30			6:30	Top o' the Morning—Old Time Fiddlers.	6:30	Jerry Foy Sun-Up Jamboree	6:30	Chrch Forum	6:30	Pat and Guest	6:30	Musical Clock	6:30	Farm Bulletin	5:30		5:30		5:30		5:30		5:30			
6:45			6:45		6:45		6:45		6:45		6:45		6:45	Smile A While (cont.)	5:45		5:45		5:45		5:45		5:45			
7:00	Words Men Live By N Morning Roundup	7:00	Family Prayer Period M	7:00	Sing Before Breakfast	7:00	Chrch Forum	7:00	Chrch Forum	7:00	Sing, Neighbor, Sing	7:00	News Report	6:00		6:00		6:00		6:00		6:00	Asbury College			
7:15		7:15	Concert In Brass	7:15	Early Edition—News	7:15	Sun Dial	7:15	Sun Dial	7:15	News	7:15	The Hilltoppers	6:15		6:15		6:15		6:15		6:15	Asbury College			
7:30		7:30	Moments Musicale N.	7:30	Dow's Dawn Patrol with Al Bland—Time	7:30	Brown County Revelers	7:30	Brown County Revelers	7:30	Wesley Meth. Church	7:30	Uncle Buster's Boyd	6:30		6:30		6:30		6:30		6:30	Breakfast Business			
7:45	Morning Glee Club N.	7:45		7:45		7:45		7:45		7:45	Crowley Milner Revue	7:45	Morning Devotions	6:45		6:45		6:45		6:45		6:45	Salt and Peanuts			
8:00	Breakfast Club—Bob	8:00	News	8:00	Temperature, Music	8:00	Streamliners N	8:00	Streamliners N	8:00	Stevenson News	8:00	Breakfast Club N.	7:00		7:00		7:00		7:00		7:00	Breakfast Club N.			
8:15	Brown m. c. N.	8:15	Morning Devotions	8:15	Woman's Hour	8:15		8:15		8:15	Big Yank Roundup	8:15		7:15		7:15		7:15		7:15		7:15	Jamboree			
8:30		8:30	Larry and Sue	8:30	Fidler's Fancy C.	8:30		8:30		8:30	Fiddlers Fancy C.	8:30		7:30		7:30		7:30		7:30		7:30				
8:45		8:45	John Quincy Bass	8:45		8:45		8:45		8:45		8:45		7:45		7:45		7:45		7:45		7:45				
9:00	Sweethearts N	9:00	Sweethearts N	9:00	Ruth Cross C	9:00	Charloteers N	9:00	Your Garden & Mine C	9:00	Sweethearts of Air N	9:00	Junior Stars	8:00		8:00		8:00		8:00		8:00	Sweethearts of Air N			
9:15	Raising Your Parents N	9:15	Raising Your Parents N	9:15	Richard Maxwell C	9:15	Yass Family N	9:15	Richard Maxwell C	9:15	Training Your	9:15	Friendly Philosopher	8:15		8:15		8:15		8:15		8:15	Raising Your Parents N			
9:30		9:30		9:30	Let's Pretend C	9:30	Ed Fitzgerald M	9:30	Ed Fitzgerald M	9:30	Parents N	9:30	The Hilltoppers	8:30		8:30		8:30		8:30		8:30	Let's Pretend C			
9:45	Bill Krenz's Orch. N.	9:45	Bill Krenz's Orch. N.	9:45		9:45		9:45		9:45	Bill Krantz's Orch. N.	9:45		8:45		8:45		8:45		8:45		8:45	Bill Krantz's Orch. N.			
10:00	Patricia Ryan N	10:00	Patricia Ryan N	10:00	Fred Feibel, organ C	10:00		10:00	Fred Feibel at the Console C	10:00	Sammy Fuller's Starlets	10:00	Downtown Shop'g News	9:00		9:00		9:00		9:00		9:00	Banner Newshawk			
10:15	Minute Men N	10:15	Minute Men N	10:15		10:15		10:15		10:15		10:15	WLS on Parade	9:15		9:15		9:15		9:15		9:15	Home Maker's Chat.			
10:30	Antobal's Cubans N.	10:30	Fed. of Music Clubs	10:30	Columbia Concert Hall C	10:30	U. S. Army Band M.	10:30	Columbia Concert Hall C	10:30		10:30	To be announced	9:30		9:30		9:30		9:30		9:30	Magic of Speech N.			
10:45		10:45	Dixie Debs N.	10:45		10:45		10:45		10:45		10:45		9:45		9:45		9:45		9:45		9:45	Columbia Concert Hall C			
11:00	Continental N	11:00	Call to Youth N	11:00	Captivators C	11:00	Continental N	11:00	Captivators C	11:00	News	11:00	Program Announcem't	10:00		10:00		10:00		10:00		10:00	Call to Youth N			
11:15		11:15	Academy of Medicine Live Stocks	11:15	Orientele C	11:15		11:15	Orientele C	11:15	Sunshine Special	11:15	Variety Show	10:15		10:15		10:15		10:15		10:15	Los Rancheros N			
11:30	Hessberger's Orch. N	11:30	G. Hessberger's Or. N	11:30	Geo. Hall and Orchestra C	11:30	Rex Battle's Ensemble N	11:30	Geo. Hall's Orchestra C	11:30	Hessberger Bav. Orchestra N	11:30	Ralph Emerson, organ	10:30		10:30		10:30		10:30		10:30	George Hessberger's Orchestra N			
11:45		11:45		11:45		11:45		11:45		11:45		11:45	Fanfare Interview	10:45		10:45		10:45		10:45		10:45	Stephen Collins Foster Music Camp			
12:00	WCKY News	12:00	Aloha Baker Writes	12:00	Jack Shannon, songs C	12:00	From Headquarters	12:00	Jack Shannon, songs C	12:00	Slim, Jack and Gang	12:00	Don and Helen	11:00		11:00		11:00		11:00		11:00	Musical Program			
12:15	Our Barn N	12:15	Gus Haensch's Orch.	12:15	Musical Calendar	12:15	Day Dreams	12:15	Jimmy Shields C	12:15	To be announced	12:15	Garden Club	11:15		11:15		11:15		11:15		11:15	WSM News			
12:30	National Farm and Home Hour N	12:30	National Farm and Home Hour N	12:30	Buffalo Presents C	12:30	Happy Felton's Orchestra M	12:30	Buffalo Presents C	12:30	National Farm and Home Hour N	12:30	Markets; Weather	11:30		11:30		11:30		11:30		11:30	National Farm and Home Hour N			
12:45		12:45		12:45		12:45		12:45		12:45		12:45	Grain Market Summ'y	11:45		11:45		11:45		11:45		11:45	Home Hour, N.			
1:00		1:00		1:00	Madison Ensemble C	1:00	Sylvia Clyde M	1:00	Madison Ensemble C	1:00		1:00	Poultry Service Time	12:00		12:00		12:00		12:00		12:00	Sunshine Sue			
1:15		1:15		1:15	Ann Leaf, organ C	1:15		1:15	Ann Leaf at the Organ C	1:15		1:15	Home Talent Program	12:15		12:15		12:15		12:15		12:15	Ann Leaf, organ C			
1:30	Don Fernando's Or. N	1:30	Golden Melodies N	1:30	Luncheon Lyrics	1:30	Palmer House M	1:30	Palmer House M	1:30	Walter Blaufuss and Orchestra N	1:30	Livestock Markets	12:30		12:30		12:30		12:30		12:30	Banner Newshawk			
1:45	Vagabonds N	1:45		1:45	Tours in Tone C	1:45	Bide Dudley N	1:45	Tours in Tone C	1:45		1:45	Home Talent	12:45		12:45		12:45		12:45		12:45	Congress Hotel Or. N			
2:00	Yale-Harvard-Oxford-Cambridge Track Meet N	2:00	Concert Miniature N	2:00	Down by Herman's C	2:00	Barber's Interviews	2:00	Down by Herman's C	2:00	West View Park Orchestra	2:00	News: Julian Bentley	1:00		1:00		1:00		1:00		1:00	Yale, Harvard, Oxford			
2:15		2:15	Week-end Revue N.	2:15	Dept. of Com. Ser. C	2:15	Sports Oddities	2:15	Dept. of Commerce C	2:15	Harry Kogen's Orchestra N	2:15	WLS Merry Go Round	1:15		1:15		1:15		1:15		1:15	Cambridge Track and Field Meet N.			
2:30		2:30		2:30	Clyde Barrie C	2:30	Cincinnati vs. St. Louis Baseball Game	2:30	Cincinnati vs. St. Louis Baseball Game	2:30		2:30		1:30		1:30		1:30		1:30		1:30	Dept. of Commerce C			
2:45		2:45		2:45		2:45		2:45		2:45		2:45		1:45		1:45		1:45		1:45		1:45	Clyde Barrie C			
3:00		3:00		3:00	Dictators C	3:00	at St. Louis	3:00	The Dictators C	3:00	Club Matinee	3:00	Club Matinee N.	2:00		2:00		2:00		2:00		2:00	Louisville vs. Columbus Baseball Game.			
3:15		3:15		3:15		3:15		3:15		3:15		3:15		2:15		2:15		2:15		2:15		2:15				
3:30		3:30	Spelling Bee N	3:30	The Dancepaters C	3:30		3:30	The Dancepaters C	3:30		3:30		2:30		2:30		2:30		2:30		2:30				
3:45		3:45		3:45		3:45		3:45		3:45		3:45		2:45		2:45		2:45		2:45		2:45	To be announced N			
4:00	All Sports Review	4:00		4:00	Notes and News	4:00		4:00	Frank Dailey's Orchestra C	4:00	Week End Revue N	4:00	King's Jesters N	3:00		3:00		3:00		3:00		3:00	La Salle Hotel Orch. N			
4:15	Race at Latonia	4:15		4:15		4:15		4:15	Eton Boys Quartet C	4:15	Bill and Alex	4:15	Music Circle	3:15		3:15		3:15		3:15		3:15	Animal News Club N			
4:30	All-Sports Review	4:30	Kaltenmeyer's Kindergarten N	4:30	Eton Boys C	4:30	Radioland Orch. M	4:30	Eton Boys Quartet C	4:30	To be announced N	4:30	To be announced N	3:30		3:30		3:30		3:30		3:30	Kaltenmeyer's Kindergarten N			
4:45		4:45		4:45	Children's Corner C	4:45		4:45	Musical	4:45	Ad Club Talk	4:45		3:45		3:45		3:45		3:45		3:45				
5:00	Nickelodeon N	5:00	Top Hatters' Orchestra N	5:00	Act 3—La Farza Del Destino C	5:00	Concert Orchestra M	5:00	Ben Feld's Orch. C	5:00	News	5:00	Race Results—Arlington Park	4:00		4:00		4:00		4:00		4:00	Top Hatters' N			
5:15		5:15		5:15	News; Sports C	5:15	Harold Turner M	5:15	Uncle Neal's Birthday	5:15	To be announced	5:15	News: To be announced	4:15		4:15		4:15		4:15		4:15	Ben Feld's Orchestra C			
5:30	Press-Radio News N	5:30	News	5:30	Dick Bray, Sports	5:30	Chas. Messner M	5:30	News: Scores C	5:30	Sports	5:30	Dinner Dance	4:30		4:30		4:30		4:30		4:30	Alma Kitchell, cont. N			
5:45	Whither Music N	5:45	Alfred Gus Karger	5:45		5:45	Red Barber's Resume	5:45	Maureen O'Connor C	5:45	Dinner Dance	5:45		4:45		4:45		4:45		4:45		4:45	To be announced			
6:00	Message of Israel N	6:00	R. F. D. Hour	6:00	Smilin' Dan	6:00	Palmer House Ensem M	6:00	Stevenson Sports	6:00	Message of Israel N	6:00	Message of Israel N	5:00		5:00		5:00		5:00		5:00	Musical Program			
6:15		6:15		6:15	Harmony Highways	6:15	Spic and Span	6:15	Frank Morgan	6:15		6:15		5:15		5:15		5:15		5:15		5:15	Sunday School Lesson			
6:30	Eddie Varzo's Orchestra N	6:30	Jack Sprigg's Orch.	6:30	Columbia Concert Hall C	6:30	Smittie & His Gang	6:30	Melody and Rhythm	6:30	Eddie Varzo's Orchestra N	6:30	Eddie Varzo's Orchestra N	5:30		5:30		5:30		5:30		5:30	Jimmy Kemper N			
6:45		6:45	Bob Newhall	6:45		6:45	Tom Slater	6:45		6:45		6:45		5:45		5:45		5:45		5:45		5:45	News; Sports			
7:00	To be announced N.	7:00	NBC Jamboree N.	7:00	Saturday Swing	7:00	Horace Heidt's Orchestra M	7:00	Saturday Night Swing Club C	7:00	To be announced N.	7:00	Otto's Novelodeons	6:00		6:00		6:00		6:00		6:00	NBC Jamboree N.			
7:15		7:15		7:15	Session C	7:15		7:15	Johnnie Presents C	7:15		7:15	Don and Helen	6:15		6:15		6:15		6:15		6:15	Club C			
7:30	Mededith Willson's Orchestra N	7:30	Robin Hood Dell Concert—Jose Iturbi, conductor N	7:30	Johnny Presents C	7:30		7:30	Johnnie Presents C	7:30	Meredith Willson's Orchestra N	7:30	Keystone Barn Dance Party	6:30		6:30		6:30		6:30		6:30	Johnnie Presents C			
7:45		7:45		7:45		7:45		7:45		7:45		7:45	Dance Party	6:45		6:45		6:45		6:45		6:45				
8:00	Ralph Small's Orch.	8:00	conductor N	8:00	Professor Quiz C	8:00	Louisiana Hayride M.	8:00	"Professor Quiz" C	8:00	National Barn Dance N	8:00	National Barn Dance N	7:00		7:00		7:00		7:00		7:00	Francis Craig's Orch.			
8:15	Westminster Choir	8:15		8:15		8:15		8:15		8:15		8:15		7:15		7:15		7:15		7:15		7:15	Hilltop Harmonizers			
8:30	Front Page Drama	8:30	Emery Deutsch's Orchestra N	8:30	Headliners Club C	8:30	"Ecstasy," Frederick Stark's Orchestra M	8:30	Headliners Club Program C	8:30		8:30		7:30		7:30		7:30		7:30		7:30	Delmore Brothers			
8:45		8:45		8:45	Musical Moments	8:45		8:45		8:45		8:45		7:45		7:45		7:45		7:45		7:45	Jack's Mountaineers			
9:00	Concert Party N.	9:00	To be announced	9:00	Your Hit Parade—Van Steeden's Orch. C	9:00	Russ Lyon's Orchestra	9:00	Your Hit Parade—Van Steeden's Orch. C	9:00	Concert Party N.	9:00	Barnyard Jamboree	8:00		8:00		8:00		8:00		8:00	Your Hit Parade—Van Steeden's Orch. C			
9:15		9:15		9:15		9:15		9:15		9:15		9:15		8:15		8:15		8:15		8:15		8:15				
9:30		9:30	Book of People	9:30	Patti Chapin, songs C	9:30	Jack Denny's Orchestra M	9:30	Patti Chapin, songs C	9:30	H. Middlemen's Orch. West View Orchestra	9:30	Barnyard Frolic	8:30</												

Shooting Stars

RADIO FAVORITES SHOOTING AND SHOT AT
BY THE ASTRONOMER

Proof that the lenses on the telescope are still as good as ever! Last fall spotted winsome Jane Gerrard (it was Tressler then) as a starlet and predicted big things. Well... the big things are coming. Jane is moving into some of the niches vacated by Mary Alcott when she signed with Benny Goodman. And she's out of the starlet class, she's a full fledged star. Seems the listeners go for that youthful voice of hers. Don't need a telescope, though, to see that she's easy on the eyes. Yes sir... a cutie. Dial her on the Spring Parade... WLW's Sunday show.

WLW moguls off to the Chicago wilds on a talent hunt. About three times a year the Crosley station sends an expedition to New York or Chi for fresh material. Don't know just what they'll bring back this time... but chances are they'll return with plenty of new vocalists. There'll probably be lots of new faces around the Crosley studios.

WKRC on the lookout for talent, too. Ruth Lyons conducting auditions every Wednesday afternoon. Gave a listen last week and some of the hopefuls were plenty good. Ruth has the knack of taking new, untrained material and polishing off the rough edges.

Sauntered into the WCPO newsroom t'other day and found the place jammed to the doors. Looks like the Sinton station has decided to do more than just news flashes from the new spot. Some of their regular shows originating there, too. And from a passerby who stopped to look in, heard this remark—"Say, I thought it was a new place to eat." Not a bad idea.

THUMBS UP: WKRC's new Personalities on Parade. A nice idea and will be an excellent show when the kinks are ironed out. Informality, of course, will have to be the keynote... it's still a little too formal.

ALONG THE MILKY WAY. If you want to see radio stars... the ball park is as good a place as any. They all like baseball. Charlie Dameron and Harold Carr sat through a doubles header the other day. Jack Saatkamp limping around with a sprained back. Bill Seymour of WKRC writes radio scripts on the side. A brief task to the local radio editor who

didn't know that John King was really Miller Everson... old WKRC standby. Word from Larry Lee, another Cincinnati on the way up... he's moving into a soft spot at the Texas Centennial. Sharing honors with Paul White-man down there. Larry's been a hit on the coast. He got his start when he won an RKO audition here. WLW's Frim Sisters can keep you interested for hours with stories of their climb to success... incidentally, they're okay on the vocals, too. Spotted Jack Edmunds wandering thru the Busy Bee in Clifton and later having a word with Mary Paxton. It's a real treat to watch the Modernaires work. Frank Rand, Columbia's Chi publicity head, entertaining members of the Cincinnati press at dinner... Frank's rated just about the best in the business and is a swell guy.

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

"Your Hit Parade"

Charles Hackett, Metropolitan Opera tenor will be the guest star on "Your Hit Parade" broadcast over the WABC-Columbia network, including WKRC, WHAS and WJR, Saturday, July 10, from 9:00 to 9:45 p. m. (E.S.T.). Peter Van Steeden will direct the orchestra in the ten most popular songs of the week, and the vocal choruses will be sung by Freddie Gibson and Stuart Allen..



QUESTIONS AND ANSWERS

By RALPH SIMPSON
RADIO DIAL'S "RADIO SLEUTH"

THE EDITOR SPEAKS:

The Radio Sleuth is away on a vacation, as you know from reading last week's column, so in answer to requests from you readers, I shall try to build a word caricature of Ralph Simpson, whose middle name begins with a "C" and ends some where in the New England States. That much, to you and I, must remain unsolved until the Radio Sleuth decides to break down and tell us.

I foresaw this splendid opportunity a week or so ago, but was unable to secure the desired information. You see his ability to find out things is only surpassed by that of keeping his thoughts to himself. He is implicitly trusted by his friends for never does he knowingly betray another's confidence. It surely does work a hardship on me, however. Ralph is most considerate of others, even to the extent of helping to share a burden or taking undue blame to save someone else from embarrassment. When asked why, his usual remark is "My shoulders are broad." This can also be taken literally... for he stands six feet, one fourth inch tall, weighs 180 pounds, and is not considered fat. In fact sports occupy the major portion of his exercise routine, particularly since his devoted and capable young wife came forth this year with a birthday gift of a tennis racket. Just what he wanted, and how did she know? He talked in his sleep... but that doesn't help me to find out what we want to know. I almost had to send out a questionnaire on him.

Ralph C. Simpson was born on April 20, 1907, in Rome, New York.

His parents moved to Ohio when he was but five months old. He was raised in a Christian home where vile language had no place, and the custom of morning and evening worship was a part of the daily schedule. These standards he incorporated in his own home life.

His musical ability comes from his mother. The foundation was a fairly extensive vocal training which began with the study of the violin at a tender age, but was soon supplanted by singing for intense interest was awakened when his voice changed from the usual boy soprano, to a well rounded natural high baritone. This was in direct harmony with the parental desires that he become a minister. So much so that in due time, after a church-school education, he was trundled off to Washington, D. C. to become a singing evangelist. The death of his father in 1925 was the sole reason for not completing his credits and from that time on life has been nip and tuck up hill and down.

He came to the Nation's Station seven years ago as a staff singer, was featured on many of the greater programs with orchestras of the late Henry Theiss, as well as Murray Horton, Bill Stoess and others. The work proved too intensive and after a year and a half he took a leave of absence and spent a few months in Montana with his wife on a ranch.

He is now on the announcing staff and has been for the past four years, during which time he has been called upon to take character and dialect parts in dramatic shows, sing impromptu programs, supply piano or organ fills on short notice and do public speaking, which all comes under the heading of experience. He has led choirs, trouped with orchestras, played in stock companies and done

BROADWAY VARIETIES

Carmela Ponselle, favorite operatic diva, has chosen the old American favorite, "In the Gloaming", to sing as her solo offering during the "Broadway Varieties" program over the WABC-Columbia network, including WKRC, WHAS and WJR, Friday, July 9, from 7:00 to 7:30 p. m. (E.S.T.). Oscar Shaw will m.c. the program and will be heard with Elizabeth Lennox, contralto, singing the duets, "Where or When", "Never in a Million Years" and "I Hum a Waltz". Other dance melodies will be played by Victor Arden's Orchestra and harmonized by the mixed chorus.

specialty selling, the hardest kind of salesmanship, yet he is never satisfied with any task when it is finished. He feels somehow it could have been done just a little better. To add to his own capabilities, he is studying languages. With the completion of German he plans to take up Latin and French.

Ralph has a sweet tooth somewhere for he invariably calls for pie-ala-mode at lunch time, although candy is not a delicacy where he is concerned. He doesn't like spinach, pickles, or the like, and in spite of the many programs he takes part in every day, you will generally find the radio on when he is at home or while driving.

I have just talked with the program director at the studio and find they are planning a new series of programs of interest to the youngsters in which Ralph will sing as well as be M. C. for the show. The time will be 5:00 p. m. (E.S.T.), the Station WSAI, and it's likely to start this week, so tune in and perhaps we'll hear again the appealing voice of "Friend Ralph," of Kellogg Toy-band fame. In the meantime, as you read this column from week to week, don't forget the fellow who gave you the low down on the Radio Sleuth, and chalk one up for... *The Editor.*

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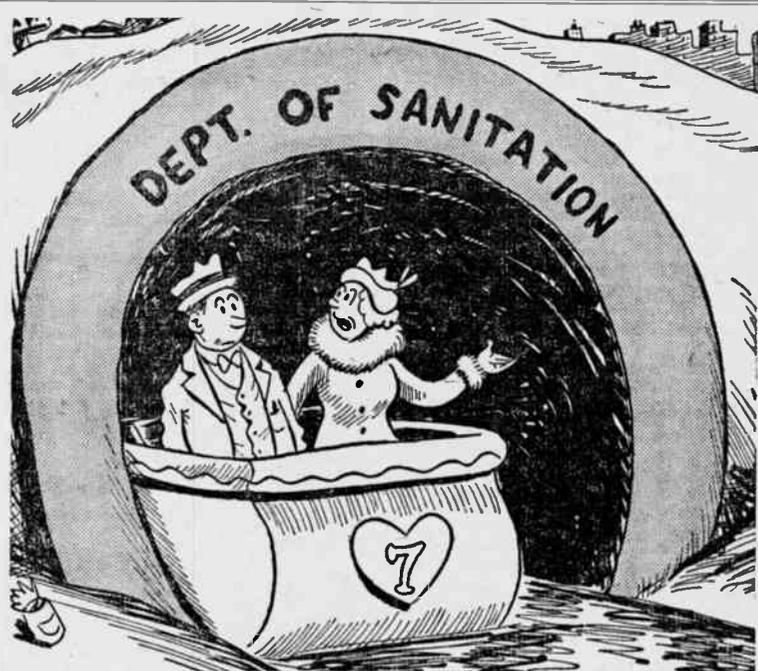
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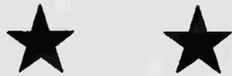
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PROGRAMS FOR SUNDAY, JULY 11



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and time slots (7:30-11:45 AM and 12:00-11:45 PM).

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

NOON—Church of the Air: George Channing, Christian Science Committee on Publication, for Northern California, San Francisco, Calif. WKRC WHAS WJR wcau wadc whio wsbw wsfw wcco
—Dorothy Dreslin, soprano, and Fred Hufsmith, tenor. WEA WSAI kmox whk wbbm whio wfbm wtm wmaq whd wdf wkw

WKRC WHAS WJR whk wfbm kmbc kmox wadc wsbw wbt wcco
3:30—The World Is Yours: Dramatization. Program under auspices of Smithsonian Institute. WEA WSAI WSM wgy wtm wmaq wvj who wdf wkw
5:30—A Tale of Today, sketch. WEA WSAI WSM wgy wtm wmaq wvj who wdf wkw

wmaq wgy kyw wdf wtm wvj who wire
6:45—The Fitch Jingle Program: The Morin Sisters and Ranch Boys, trio. WEA WSAI WSM wgy wtm wmaq wvj who wdf wkw
7:00—The Chase and Sanborn Program: Starring W. C. Fields, with Don Ameche, m. c.; Edgar Bergen and Charlie McCarthy, Dorothy Lamour, and Robert Armstrong's Orchestra. WEA WSAI WSM wgy wtm wmaq wvj who wdf wkw

BROADWAYS and BYWAYS



- 1—Phil Pavey and Jimmy Schu, Lookout House entertainers, spend an afternoon in making the crippled children happy.
- 2—Have a drink? How about that holding hands business, too?
- 3—This one's a bit different, it's the girls now holding hands.
- 4—Elmer Dressman okays the bill of fare. (Elmer in background).
- 5—Cheating the hairdresser between shows at the Lookout House.
- 6—A couple of Indians on the War Path. See their painted faces?
- 7—Reflections by a thinker.
- 8—Could the little lady be saying, "Come and get I?"
- 9—Even chorines must eat. Two pretty Bachelorettes prepare a meal.
- 10—But it's a different duo consuming the meal. Just no justice when it comes to publicity.

On "Magic Melodies"



"Magic Melodies," a quarter-hour program of organ melodies and the tenor voice of Joe Binder, is again being heard over WKRC each Friday at 5:15 p. m. (E.S.T.). The program which was one of the favorites of listeners to the hill-top station, was discontinued when time changed and the schedule could no longer include it. Now a period has been arranged and the popular feature will be broadcast weekly. Joe Binder is well-known in radio and has sung with some of the outstanding orchestras in and around Cincinnati. Ruth Lyons presides at the console of the organ.

JIMMY BRINK

T Declares A Holiday on Gloom!
E See and Hear
R **HELEN HONAN**
 (Singing, Dancing Mistress of Ceremonies)
R **JERRY MCGINTY**
 (English Cousin of Our American Charlie McCarthy)
A AND
 Herbert Dexter, Continental Ventriloquist making
 American Debut, with Beautiful Irene St. Claire, also
C Rickard "The Shadowgraph Man" The D'Espeys
 Something New in Adagio
E **8---Bachelorettes---8**
R **RUSS LYON ORCHESTRA--Dancing 7-2**
Never a Cover Charge

G
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S

LOOKOUT HOUSE

Jim Jordan (Fibber McGee) is through buying ringside seats for Hollywood wrestling matches. A 200-pound behemoth sailed over the ropes during a beefing exhibition at the American Legion stadium the other night and landed smack in "Fibber's" lap. It took a masseur a couple of hours to get the creases out of the victim.

So popular is Edward MacHugh, the NBC Gospel Singer, among children that some schools have set aside devotional periods for his broadcast. Children's letters indicate that "The Church in the Wild Wood" and "Jesus Loves Me, This I Know," are their favorite hymns.

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PROGRAMS FOR MONDAY, JULY 12



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—The Pepsodent Program: Amos 'n' Andy. WEAF who wgy kyw
6:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barret, Carlton Guy, Nora Cuneen and others. WEAF WCKY kyw wtm wmaq who wdf wbp wfaa wfy wgy kvoo
6:30—Hollywood Observer with Del Casino, Milton Hirth, guest, and Ray Block's Orchestra. WABC only
6:45—"Boake Carter. WABC WKRC WHAS WJR wbbm whk kmcb wcau kmox wbt wcco
7:00—Burns and Allen, with Tony Martin and Ray Noble's Orchestra. WEAF WLW kyw wgy wtm wvj wfla wfw wmaq who
7:30—The Voice of Firestone: Margaret Speaks, soprano; mixed chorus; symphonic orchestra; Alfred Wallenstein, conductor. WEAF

WSAI WSM wgy wire wtm wmaq wdf wvj who kstp wfaa kvoo wfla wave
8:00—Fibber McGee and Molly, comedy sketch, with Marion and Jimmy Jordan; Tommy Harris, tenor; Jimmy Grier's Orchestra. WEAF WLW WSM kyw wtm wvj wire wmaq who wdf kstp wfaa wave wky
8:30—Hour of Charm, Phil Spitalny and his Girls. WEAF WSM kyw wgy wvj wtm wmaq who wdf wire kstp wfaa wave kvoo
9:00—Wayne King's Orchestra. WABC WKRC WHAS WJR wbbm wfbm whk kmcb wcau kmox wadc who wbt wvl wcco
9:15—Paul Martin and his Music. WJZ WCKY
9:30—Music for Moderns. WEAF wgy wtm wmaq who wdf kyw
9:45—"Pick and Pat in Pipe Smoking Time." (CBS) WHAS kmox wfbm wcco
10:00—Eddie Varzos and the Hotel Bismarck Orchestra. WJZ WLS (WCKY on 10:45) wave wire wham wgar wovo
10:30—Charles Barnet's Hickory Lodge Orchestra. WEAF WSM wgy wtm wmaq who
11:00—Bob Crosby and his Orchestra. WABC WKRC (WJR on 11:15) whk wcau wadc who wbt wfaa wvj
11:30—Jesse Crawford and Orchestra from Congress Hotel. WJZ WCKY WLS wgar wave wire wham wovo
11:45—Al Trace and his Orchestra. (CBS) WKRC wbbm
12:00—Emery Deutch's Rainbow Grill Orchestra. WEAF wgy wtm wmaq who
11:30—Magnolia Blossoms: Fisk Jubilee Choir. WEAF WLW WSM wgy wtm wmaq who
12:00—Marvin Frederick's Commodore Perry Hotel Orchestra. WJZ WCKY KDKA WLS wgar wave wire wham wovo
12:30—Glen Gray and his Casa Loma Orchestra. WABC WKRC WJR whk wfbm kmcb wsbw wbt

10:15—Jean Sablon, French singer. WEAF WSM wgy wtm wmaq who
10:30—Bernie Cummins and his Orchestra. WABC (WKRC on 10:45) whk wfbm wcau wspd wsbw wbt wadc
10:45—"Pick and Pat in Pipe Smoking Time." (CBS) WHAS kmox wfbm wcco
11:00—Eddie Varzos and the Hotel Bismarck Orchestra. WJZ WLS (WCKY on 10:45) wave wire wham wgar wovo
11:30—Charles Barnet's Hickory Lodge Orchestra. WEAF WSM wgy wtm wmaq who
12:00—Bob Crosby and his Orchestra. WABC WKRC (WJR on 11:15) whk wcau wadc who wbt wfaa wvj
12:30—Jesse Crawford and Orchestra from Congress Hotel. WJZ WCKY WLS wgar wave wire wham wovo
12:45—Al Trace and his Orchestra. (CBS) WKRC wbbm
12:55—Emery Deutch's Rainbow Grill Orchestra. WEAF wgy wtm wmaq who
1:00—Magnolia Blossoms: Fisk Jubilee Choir. WEAF WLW WSM wgy wtm wmaq who
1:15—Marvin Frederick's Commodore Perry Hotel Orchestra. WJZ WCKY KDKA WLS wgar wave wire wham wovo
1:30—Glen Gray and his Casa Loma Orchestra. WABC WKRC WJR whk wfbm kmcb wsbw wbt

RAYMOND PAIGE --- A DRESS SUIT ALMOST CHANGED HIS CAREER

THE fear of a dress suit almost caused Raymond Paige, popular musical director of "Hollywood Hotel," to abandon music as a career and embrace the profession of law and business administration.

Paige was born in the quaint little hamlet of Wausau, Wisconsin, May 18, 1900. Soon after his birth, the family moved to Chicago, then a small town in Montana, and finally settled in Los Angeles, California.

From the time he was a mere youngster, Ray manifested an unusual musical talent. His parents encouraged him in his study of the violin—till they discovered during his college years that he was nursing the ambition to become a professional musician. They had visualized him in the role of an aggressive young lawyer and ultimately winning fame as a champion of justice. They had long talks with him; stressed his qualifications and prospects as a member of the legal profession, and dwelt at great lengths on the handicaps confronting one who aspired to top honors in the musical field.

Raymond listened with respectful silence to all these discussions, but he went on fiddling with the determination to one day win the plaudits of music lovers. He started making public appearances and felt most encouraged over the manner in which his efforts were received.

Then entered the boogie-man "the dress suit." It was a great social affair and Ray spent a complete evening of agony in the stiff shirt and collar. The fact that he would be called upon to wear them frequently, should he make music his career, terrified him for days. So much so, that the thoughts of a dress suit were more effective in causing him to consider abandoning music than all the logic which his parents had employed.

But the love for the violin won out, and every day for several weeks thereafter, the youthful Paige would slip out into the garage, don an old dress suit and very stiff collar, and practice in them for hours.

Soon thereafter, Paige organized a school orchestra and toured Southern California as its conductor. While engaged in this pursuit he found that his study of business administration was not a total loss. Acting as manager of the orchestra, as well as conductor, he was called upon to rent halls for the lowest possible figures, barter choice seats for the printing of tickets and handle all the business routine.

After leaving college—where he had won top honors in tennis, football, and as a member of the track team—Raymond succeeded in obtaining a job in the orchestra of the Million Dollar Theatre, then Los Angeles' leading movie theatre. Although he had heard many stories about the principal being taken ill, and the under-study being elevated to stardom,

he never felt that such a break could happen to him. But it did. The conductor of the orchestra was unable to come to the theatre one night, and Paige was assigned as pinch hitter. He did an excellent job and from that night on has continued to add to his laurels as a musical director.

Paige first started to attract the attention of radio listeners about seven years ago when he made his air debut on KHJ in Los Angeles. Since that time he has rated, and merited, the title of "Ace Radio Musical Director of the West Coast."

One of his first coast-to-coast programs was "California Melodies," which brought many nationally famous screen stars to the microphone for their first appearances. Among these were Dick Powell, who credits Paige with launching his radio career. In fact, on "California Melodies," and his current program, "Hollywood Hotel," (WABC-Columbia network, including WKRC, WHAS and WJR, Fridays at 8:00 p. m. (E.S.T.)) he has provided the musical settings for more screen stars than any other orchestra leader on the air.

Practically every musical director has experienced one broadcast as the most difficult or dramatic of their career. But few, if any, can match Paige's hazardous broadcast. It occurred on "California Melodies" during the earthquake in Los Angeles in 1933. Chunks of ceiling fell among the staff, the walls cracked, lights overhead swung dangerously, but the orchestra went through the ordeal without missing a note.

While Paige prefers radio to any other branch of the entertainment field, he by no means confines himself to air performances. He enjoys the distinction of being the youngest conductor to ever give a concert in the famous Hollywood Bowl, and often serves in the capacity of supervisor of musical scores for motion pictures.

On the theory that the good musical director must be a healthy individual, Paige takes his exercises and sports almost as seriously as he does his music. For many years his sail boats have been in the prize winning class of several important regattas on the Pacific. This winter he indulged in what he terms the "pet extravagance of his hectic career." It was the purchase of an 8-meter boat constructed by Olin Stevens, the master builder.

Paige, because of his patience and understanding of the feelings of people making their first microphone appearances, has a host of friends ranging from young vocalists, to whom he gave radio debuts, to upper bracket movie stars. Lionel Barrymore, who has made several guest star appearances with him, openly declares that Raymond Paige is a musical genius. Ray smiles, declines the honor and claims that he would rather be known as a good conductor and a regular fellow.

MADAME BUTTERFLY IL TROVATORE TO BE PLAYED AT ZOO

For the week of July 11-17 two operas have been scheduled to date, with a third as yet undetermined. Puccini's popular romance of Japan, "Madame Butterfly," will be given Sunday and Thursday, July 11 and 15, with Rosa Tentoni in the title role in which Cincinnati audiences recognize her so well. Rolf Gerard, that prodigious tenor who thinks nothing of singing three roles during one week, a feat he performed several times last summer, will return to Cincinnati to take the part of Pinkerton. Joseph Royer will be in his accustomed place as Sharpless; Charlotte Bruno will sing Suzuki.



JOSEPH ROYER

July 13 and 16 Verdi's "Il Trovatore" will be performed, the third this season by that composer. Fidelity Campagna, the celebrated soprano from La Scala, will sing the role of Leonora, with Maru Castagna as the gypsy, Azucena. Angelo Pilotto has the part of Count Di Luna, and Norman Cordon that of Ferrando.

Fausto Cleva will again conduct these productions, and Virginia Weder and the corps de ballet will perform the incidental dances.

Johnny Green's files show that stenographers, barbers and cab drivers are the most ambitious scribblers of songs among non-professional tunesmiths.

A brief pen point picture of the youthful director of "Hollywood Hotel" would describe him as a "good-natured, rosy-cheeked, blonde chap five feet ten inches tall, who never wears a hat; likes to broil steaks on the beach; works only eight hours on his day off; plays an excellent game of tennis and sails a boat like one born to the sea; conducts from memory in public; has been married for about three years and regards his mother-in-law as his favorite fan,

WLW Singer To Wed Dayton Girl

Larry Lynn, of the WLW singing duo, Larry and Sue, will return to his home town of Dayton, Ohio, July 10, to take Miss Audrey Anspen, a secretary, as his bride.

In private life, Larry Ebker and Barbara Quartell organized a singing team in Dayton a year ago. They made their radio debut over WSMK, where Miss Quartell was staff pianist, and several months ago they joined WLW.

The wedding will take place in the Epworth Methodist Episcopal church, followed by a reception at the home of the bride.

The team of Larry and Sue is heard over WLW, and at 10:45 a.m. (E.S.T.), Monday through Friday, over WSAI and the WLW Line in "The Newlyweds."

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PROGRAMS FOR TUESDAY, JULY 13

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklin MacCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wcau wadc wvva wbt
—Herbert Foote's Concert Ensemble. (CBS) wcco
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY KDKA WLS wgar whm wire

who kstp wmaq wdat wire wave kyw wgy wtm wfaa
—"It Can Be Done," dramatic sketch, with Edgar Guest. Frankie Masters' Orchestra. Masters Voices, singing ensemble, and guest speakers. WJZ WLW KDKA WLS wgar whm
8:00—Vox Pop, conducted by Paris Johnson and Wallace Betterworth. WEAJ WSAI kyw wgy wtm wvj wmaq who wdat wire
—Ben Bernie and All the Lads: guest artist. WJZ WLW KDKA WLS WSM wgar wire wave kstp whm wfaa kvoo

whm wovo
—U. S. Army Band. WABC WKRC WHAS WJR wbbm whk wfbm kmcb kmox wadc wsb wcco
9:30—Blue Velvet Music, with Mark Warnow; HOLLACE SHAW and guest, WABC WJR wbbm whk wfbm kmcb kmox wadc who wsb wbt wwt wll
—Phillips Poly Follies. (CBS) wbbm wfbm kmox wsb wcco
—Jimmie Fidler's Hollywood Gospel. WEAJ WLW WSM wgy wtm wmaq who kyw wvj wire wfaa wave wbp kvoo

m. c.; orchestra and soloists. WJZ WCKY WLS wgar wave wire whm
—Tomorrow's News Today: Commentary by Andre Baruch. WABC only
—Benny Berrigan's Orchestra. WABC WKRC whk kmcb wcau kmox wadc who wsb wbt wwt
10:15—"Minute Mysteries." (CBS) wbbm
10:30—Xavier Cugat and his Orchestra. WABC WKRC wbbm wcau whk wfbm kmox wadc who wsb wbt wwt wfaa wcco
—Al Donahue's Rainbow Room Orchestra. WEAJ WSM wgy wtm wmaq who
—Jack Russell's Golf Moore Hotel Orchestra. WJZ (WLS on 10:45) wgar wave wire whm
11:00—George Olsen and the Ambassador Hotel Coconut Grove Orchestra. WJZ WCKY WLS wgar wave whm wire
—Bert Block and his Orchestra. WABC WKRC WHAS whk wfbm wcau wadc who wsb wbt wfaa wvt wcco
—To be announced. WEAJ wvj wgy wtm whm who
—Bernie Cummin's Orchestra. (CBS) wbbm kmcb
11:30—Marvin Fredericks' Commodore Perry Hotel Orchestra. WJZ WCKY WLS KDKA wave wire whm wgar
—Russ Lyons and his Lookout House Orchestra. WLW to WEAJ wgy wtm wmaq who
—Tommy Dorsey and his Orchestra. WABC WKRC WHAS WJR whk wsb wbt

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

PROGRAMS FOR WEDNESDAY, JULY 14

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor; Franklyn Mac Cormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC wadc wwa wbt wk wcau
—'Obligato.' (CBS) kmcb
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY KDKA WLS wgr whm wire
—Pepsodent Program: Amos 'n' Andy. WEF wgy wjw kyw who
6:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Nora Cunneen and others. WEF WCKY wgy wmaq wtm wire wdf kyw who wbp kstp
—Mrs. Franklin D. Roosevelt. WJZ WLW KDKA WLS wgr whm wire whm wpsd wowo
—Song Time: Patti Chapin and Howard Phillips. WABC whk wcau wadc wwa wbt
6:30—George Hall and his Orchestra. WABC WHAS WKRC whk whio wfbm kmcb wadc wfe
—Horlick's Lum and Abner, comedy sketch. WJZ WLW WLS wgr
—Day Line Movie Pilot. WEF only
—Charloters. (NBC) wgy wtm wmaq who

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

PROGRAMS FOR THURSDAY, JULY 15

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Thursday, July 15, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn Mac Cormack, poetic reader. Carlton Kelsey's Orchestra. WABC WKRC wadc wvva wbt whk wcau
—Amos 'n' Andy: Popsodent Program. WEAF wgy wtm kym wpy
—Easy Aces: comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY KDKA WLS wgar wire wham
6:15—Vocal Varieties—Choral group of 14 voices. WLW to WEAF wgy wtm wire wmaq who kstp kwy
—Song Time: Doris Kerr and Del Casino. WABC whk wcau wadc wvva wbt
—To be announced. WJZ WCKY KDKA WLS wgar wire wham wspd wowo
6:30—Steinle Bottle Boys. WEAF only
—Clyde Barrie, with Concert Orchestra, WABC WKRC WJR WHAS wbbm whk wfbm kmcb wcau kmox wadc whio wvva wbt wwl wcco
—Helen Traubel, soprano. (NBC) wgy wtm kym wpy
—Horlick's Program, with Lum and Abner: Comedy sketch. WJZ WLW WLS wsb
6:45—To be announced. WABC WKRC WHAS WJR wbbm whk kmcb wcau kmox wbt wcco

WKRC WHAS WJR wbbm wfbm whk wcau kmox wadc whio wbt wsa wwl wcco
8:30—Midnight in Mayfair—English dance music. WJZ WCKY WLS KDKA wgar wave wire wham wowo
9:00—Kraft Music Hall: Bob Burns, comedian; Johnny Trotter's Orchestra; guests artists. WEAF WLW WSM wgar wgy wtm wjz wmaq wire wave kym who wbp kstp wdf kvoo
—'Your True Adventures,' Floyd Gibbons. WABC WKRC WHAS WJR wbbm wfbm
—America's Town Meeting of the Air. WJZ WLS KDKA WCKY WLS wgar wave wire wham
9:30—The March of Time: News dramatization. WABC WKRC WHAS WJR wbbm wfbm whk wcau kmox wbt wwl wcco whio
10:00—John B. Kennedy. "Footnotes on Headlines." WEAF wgy wtm wmaq who wdf kym
—'Poetic Melodies': Jack Fulton, tenor; Franklyn Mac Cormack, reader, and Billy Mills' Orchestra. (CBS) WJR WHAS wbbm wwl wcco kmox
—Carlos Molina's Orchestra from Hotel Stevens. WJZ wgar wave wire wham
—Esso News Reporter. WEAF only
—Popsodent Program: Amos 'n' Andy. (NBC) WSM WLW wdf wfaa wmaq wire wky
—Frank Dailey and his Orchestra. WABC (WKRC on 10:15) wadc kmox whk whio wbt wbt

10:15—Ink Spots: Negro male Quartet. WEAF WSM wgy wtm wmaq who
10:30—Jack Russell and his Golf-Moore Hotel Orchestra. WJZ (WCKY on 10:45) wgar wave wire wham
—Xavier Cugat's Orchestra. WABC WKRC whk wfbm wcau kmox wadc whio wbt wbt wbbm kmcb wcco
—Northern Lights: Dramatization, with Waldo Pooler. Lee Gordon's Orchestra. WEAF wgy wtm wmaq who wdf kym
11:00—Bart Block and his Orchestra. WABC WJR WKRC WHAS whk wfbm kmcb wcau wadc whio wbt wjz
—Bernie Cummins' Orchestra. (CBS) wbbm
—Larry Burke, tenor. WEAF wgy wtm wmaq who
—Henry Busse's Chez Paree Orchestra. WJZ WCKY WLS wgar wave wire wham
11:00—Jerry Blaine's Park Central Hotel Orchestra. WEAF WSM wgy wtm wmaq who
11:30—Dick Gasparre's Trocadero Orchestra. WJZ WCKY WLS wgar wave wire wham
—Al Trace and his Orchestra. WABC WJR WKRC WJR wbbm whk wfbm kmcb wcau wadc whio wbt wwl wcco wvva
—Fletcher Henderson's Grand Terrace Cafe Orchestra. (NBC) wgy wtm wmaq who
—William Farmer's Promenade Cafe Orchestra. (CBS) wbbm wfbm kmcb
—From Radio City. WEAF only
MIDNIGHT—Nocturne, with Eddie House.

"Cincinnati Dance Club"

The "Cincinnati Dance Club," a series of remote broadcasts from various night spots, is proving a successful venture, according to WSAI program officials.
Originated as a Saturday night feature, the "Cincinnati Dance Club" is now heard every night, 10:30 to 11:30 p.m. (E.S.T.), including Sunday. Announcers from Cincinnati's Own Station visit the night clubs, interview dancers and present the music of the widely-known maestros.
The broadcasts are heard from Beverly Hills, Lookout House, Castle Farm, the Hotel Gibson, the Hotel Netherland Plaza, and other prominent spots in Greater Cincinnati's night life.

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



PROGRAMS FOR FRIDAY, JULY 16



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCormack, reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wadc wcau wvva wbt
6:15—Song Time: Gogo De Lys and Jack Shannon. WABC wcau wadc wvva whk wbt
7:00—Hollywood News: Del Casino, tenor, and Ray Block's Orchestra. WABC wcau
7:15—Uncle Ezra's Radio Station E-Z-R-A. WEAF WCKY wgtm wmaq wire wdfaf wbpap klyw kstp who
7:30—Caballeros. (NBC) wgy wtm wmaq wire wdfaf wbpap klyw kstp
7:45—Hollywood News: Del Casino, tenor, and Ray Block's Orchestra. WABC wcau
8:00—Promenade Concert N
8:15—Fray and Braggiotti, piano team. WJZ WLS wgtm wmaq wire wdfaf wbpap klyw kstp who
8:30—Caballeros. (NBC) wgy wtm wmaq wire wdfaf wbpap klyw kstp
8:45—Hollywood News: Del Casino, tenor, and Ray Block's Orchestra. WABC wcau
9:00—Tommy Dorsey's Orchestra N
9:15—Liedersingers N
9:30—Elza Schallert N
9:45—Promenade Concert N
10:00—Five Star Final
10:15—Taxicab Night Club
11:00—Trump Davidson's Orchestra N
11:15—Harry Reser's Orchestra N
11:30—WABC WKRC whk wadc wcau wvva wbt
11:45—Northwestern University Bookshelf. (CBS) lbmc
11:55—Mary Small, songs. WJZ WCKY WLS wgtm wmaq wire wdfaf wbpap klyw kstp who
12:00—The Popsodent Program: Amos 'n' Andy. WEAF wgy wtm who klyw
6:15—Song Time: Gogo De Lys and Jack Shannon. WABC wcau wadc wvva whk wbt
7:00—Fray and Braggiotti, piano team. WJZ WLS wgtm wmaq wire wdfaf wbpap klyw kstp who
7:30—Uncle Ezra's Radio Station E-Z-R-A. WEAF WCKY wgtm wmaq wire wdfaf wbpap klyw kstp who
7:45—Caballeros. (NBC) wgy wtm wmaq wire wdfaf wbpap klyw kstp
7:55—Hollywood News: Del Casino, tenor, and Ray Block's Orchestra. WABC wcau
8:00—Promenade Concert N
8:15—Fray and Braggiotti, piano team. WJZ WLS wgtm wmaq wire wdfaf wbpap klyw kstp who
8:30—Caballeros. (NBC) wgy wtm wmaq wire wdfaf wbpap klyw kstp
8:45—Hollywood News: Del Casino, tenor, and Ray Block's Orchestra. WABC wcau
9:00—Tommy Dorsey's Orchestra N
9:15—Liedersingers N
9:30—Elza Schallert N
9:45—Promenade Concert N
10:00—Five Star Final
10:15—Taxicab Night Club
11:00—Trump Davidson's Orchestra N
11:15—Harry Reser's Orchestra N
11:30—WABC WKRC whk wadc wcau wvva wbt
11:45—Northwestern University Bookshelf. (CBS) lbmc
11:55—Mary Small, songs. WJZ WCKY WLS wgtm wmaq wire wdfaf wbpap klyw kstp who

with John MacBryde, Jean King, Vernon Radcliffe and Jeff Bryant; Orchestra direction Joseph Bonime. WJZ WLW KDKA WLS wgtm wmaq
Hal Kemp's Dance Band, with Alice Faye; David Ross and Paul Douglas, announcers. WABC WKRC WHAS WJR whk wadm kmox wbbm who wcau wadc wbt kmbc wvl
8:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAF WSAI wgy wtm wmaq wjz wdfaf klyw who wire
Hollywood Hotel: Dramatic Musical Revue. Preview of "Broadway Melody of 1938," with Robert Taylor, Eleanor Powell, Sophie Tucker and Buddy Ebsen; Jerry Cooper, m. c.; Francis Langford; Annee Jamison; Igor Gorin, baritone; Raymond Paige's Orchestra. WABC WKRC WHAS WJR wbbm whk wadm kmox who kmbc wcau wadc wbt wjz wcco
Robert L. (Believe It or Not) Ripley; B. A. Rolfe's Orchestra. WJZ WLW WLS WSM KDKA wtm wgtm wmaq
8:30—True Story Court of Human Relations, dramatization. WEAF wgy wtm wjz klyw who wmaq wdfaf wire
To be announced. WJZ WCKY KDKA WLS wgtm wmaq wire wdfaf wbpap klyw kstp who
9:00—Raleigh and Kool Show: Tommy Dorsey's Orchestra. WJZ WCKY KDKA WLS wgtm wmaq wire wdfaf wbpap klyw kstp who
Ferde Grofe and Orchestra; Vocal Ensemble direction Edwin Smalle. (From Philadel-

phia.) WABC WKRC WHAS WJR wbbm whk wadm kmox wbbm wcau who wadm wbbm wjz wcco
Campana's First Nighter; dramatization starring Les Tremayne and Barbara Luddy. Orchestra, direction Eric Sagerquist. WEAF WLW WSM wjz wvae wmaq wtm wdfaf who kstp wla wfae kvoov wgy
9:30—Hollace Shaw: Songs. WABC WHAS WKRC WJR wbbm whk wadm kmox wcco wbt kmbc wcau who wvl
The Liedersingers: Carol Deis, soprano; Georg Rasely, tenor; Calia Brans, contralto; Alden Edkins, baritone. WJZ WCKY WLS WSM wgtm wmaq wire wdfaf wbpap klyw who
Jimmy Fidler and his Hollywood Gossip. WEAF WLW wgy wtm wmaq klyw wjz wire kstp wdfaf
9:45—To be announced. WABC WKRC WJR whk wadm kmox wbbm whk wadm kmox wcco wbt kmbc wcau who wvl
Elza Schallert, reviews: Preview of the week's outstanding picture. WJZ WCKY KDKA WLS WSM wgtm wmaq wire wdfaf wbpap klyw who
To be announced. WEAF klyw wgy wtm wjz wire wmaq kstp wdfaf
10:00—George R. Holmes, Chief of the Washington Bureau of the International News System. (NBC) wgy wtm wdfaf klyw
Esso News Reporter. WEAF only
Jay Freeman's Orchestra. WABC (WKRC on 10:15) wadc kmox whk wadm wbt who wcau kmbc
Promenade Concert: Roy Shield and his Orchestra; Noble Cain a Capella Choir; Vivian Della Chiesa, soprano; Edward Davies, baritone and commentator. WJZ WCKY WLS wgtm wmaq wire wdfaf wbpap klyw who
"Tomorrow's News Tonight," Commentary by Andre Baruch. WABC only
Poetic Melodies. (CBS) WHAS, WJR wbbm wfm wvl wjz wcco kmbc
Amos 'n' Andy. (NBC) WSM WLW wmaq wfae wire wbpap kstp wjz wtm
10:15—Jean Sablon, songs. WEAF WSM wjz wvae wtm klyw who wgy
10:30—Bob Crosby and his Orchestra. WABC (WKRC: WJR on 10:45) WHAS wfm wcau who wadc whk kmox wbbm kmbc wadm wbt wdfaf who kstp wla kvoov wgy
11:00—Shep Fields and his Orchestra. WABC WKRC WHAS whk wadm wadc who wbbm
Larry Burke, tenor. WEAF wgy wtm wmaq who
Trump Davidson and the Club Esquire Orchestra. WJZ WCKY WLS wgtm wmaq wire wdfaf wbpap klyw who
11:00—To be announced. WEAF wgy wtm wmaq who
11:30—Fletcher Henderson's Grand Terrace Cafe Orchestra. WEAF WLS wgy wtm wmaq who
Harry Reser's New Penn Hotel Orchestra. WJZ WCKY wgtm wmaq wire wdfaf wbpap klyw who
George Hamilton's Orchestra. WABC WKRC wfm kmbc wadc wadm wbt

(1260 kc N Denotes NBC)

WHIO-DAYTON, OHIO

July 10 to July 16, Inclusive

Sunday Network Programs (Continued)

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

wire wham wmaq wfia wowo
-Woodbury's Rippling Rhythm Revue, starring Shep Fields and his Orchestra; Bob Hope and Honeychile; Dal Casino, tenor. WJZ WLW KDKA WENR wgar wham
8:30-The Jurgens Program, with Walter Winchell. WJZ WLW KDKA WLS wgar wham
-American Album of Familiar Music, with Frank Munn, tenor; Jean Dickenson, soprano; The Haenchen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEA F WSAI WSM kyw wgy wtam wvj who wfia wdf wmaq wfia wgy wta wwa
8:45-Choir Symphonette, vocal ensemble with instrumental accompanist. WJZ WCKY KDKA WLS wgar wva wire wham
9:00-Sealtest Sunday Night Party: James Melton, m. c. Jane Pickens, soprano; Robert Dolan's Orchestra; Donald Dickson, baritone; New Yorkers Chorus; Tom Howard and George Shelton, comedians, guest artists. WEA F WSAI WSM wgy wtam wvj wmaq who wdf wfia wwa
-Lewisohn Stadium Concerts: Philharmonic Symphony Orchestra. WABC WKRC WHAS WJR kmcb wcau wfbm whk kmcb who wad wsb wbt wvl wvsa wcco
-National Music Camp at Interlochen, Mich.: National High School Orchestra and National High School Band, direction Dr. Joseph Maddy. WJZ WCKY KDKA WLS wgar wva wire wham wmaq wfia wowo
10:00-Judy and the Bunch. Vocal Quartet. WJZ WCKY wgar wva wire wham
-Jerry Blaine and His Park Central Hotel Orchestra. WEA F WSAI WSM wgy wtam wvj who wad wvsp wsb wwt
-Gus Arnheim and his Orchestra. WABC WKRC WJR WHAS wbbm kmcb wfbm whk wcau who wad wbt wvl wvsa wcco kmox
10:15-King's Jesters Hotel LaSalle Orchestra. WJZ WCKY KDKA WLS wgar wva wire wham
10:30-Eddie Varzo's Hotel Bismarck Orchestra. WJZ WCKY wgar wva wire wham
-Pres-Radio News. WEA F and network.
-Charles Gaylord and his Orchestra. WABC WHAS WKRC wbbm kmcb whk wfbm wcau wad wcb who wsb wbt wvl wvsa wcco
-Woodbury's Rippling Rhythm Revue, starring Shep Fields' Orchestra. (NBC) WSM wave wba
10:35-Carlos Molina's Hotel Stevens Orchestra. WEA F wgy wtam wmaq who wdf kyw
11:00-Henry Busse's Chez Paree Orchestra. WJZ WCKY KDKA wgar wva wire wham
-Al Trace and his Orchestra. WABC WKRC WHAS WJR wbbm whk wfbm kmcb wcau wad who wvsa wcco
-Barney Rapp's Beverly Hills Country Club Orchestra. WEA F WSM and network
11:30-Jan Garber and his Orchestra (from Catalina Island). WABC WKRC WJR wbbm wfbm wcau wbt whk kmcb wad who wvsa wcco
-Fletcher Henderson's Grand Terrace Cafe Orchestra. WEA F WSAI WLS wgy wtam wmaq who
-Harry Reser and his New Penn Hotel Orchestra. WJZ WCKY KDKA WSM wgar wva wire

WCKY JOTTINGS



"I just dropped in with the rest of my act, to talk about that raise."

Message of Israel
Rabbi Samuel Levisin, of Temple Beth Emeth, Brooklyn, New York, will be guest speaker during the Message of Israel program on Saturday, July 10, at 6:00 p. m. (E.S.T.) over the NBC-Blue network, including WCKY, KDKA and WLS. Rabbi Levisin will speak on "Ecclesiastes".

Don Wilson has been signed to act as narrator for a series of 13 outdoor sports short subjects which RKO will release during the coming year. Before he became a mikeman for Jack Benny, Wilson was known as one of NBC's best sports announcers. He has done other picture work, also, notably in "Missus America" with Victor Moore and Helen Broderick.

Advertisement for Van Ettan Lake Lodge. Text: "Spend Your Vacation at Van Ettan Lake Lodge On Beautiful Lake Van Ettan, Oscoda, Mich. 53-room modern hotel, 13 modern cottages. Riding, tennis, golf, bathing, fishing. EUROPEAN AND AMERICAN PLANS Special rates for tourists and convention parties"

Conductors for the Robin Hood Dell concerts, heard every Thursday from 8:00 to 8:30 p. m. (E. S. T.), over WCKY-NBC, will be as follows this month: July 15, Alfred Wallenstein; July 22, Vladimir Golschmann; July 29, Jose Iturbi. The concerts originate in Philadelphia and feature a 90-piece orchestra.
Nellie Revell, the radio reporter, has begun a new "Neighbor Nell" series over WCKY-NBC. Her program is heard at 10:15 a. m. (E. S. T.) every Sunday.
A new addition to WCKY's Saturday night dance parade is the Paul Whiteman orchestra, picked up at 10:35 p. m. (E.S.T.) from the Fort Worth Frontier Fiesta.
Lee Goldsmith, WCKY studio director, is vacationing in the sylvan glades of Indiana. Elmer Baughman holds the reins during Lee's absence.

GUYS, GALS, GIGGLES AND GROANS



MARK HELLINGER

REASON DE LUXE

TODAY, for no good reason, we have the story of the dance hall hostess who had drifted into a series of tough days. Meals were scarce, her landlady was squawking about the rent, and—toughest blow of all—her wardrobe was beginning to loom very shabby, indeed.

Just when things looked blackest, Hector came upon the scene. Hector was a hick that you see only in the comic sections. He had never been in the big city before, and the hay was still upon his clothes. But what a bankroll! It was absolutely beautiful to gaze upon.

Our heroine went to work on Hector immediately. She acted just too coyly as she told the big mans of the wonderful impression he had made on little her. Then she steered him in front of a ladies' hat shop, figuring upon that as a starter.

She giggled and gurgled with delight as she pointed to the hats. How happy they would make the lucky person who received them!

Hector agreed.

"Yep," he nodded. "They sure are purty. All them nice cherries, an' fancy coverin's."

The little lady clutched Hector's arm tightly.

"And would big mans like to buy one?" she asked softly.

Hector shook his head.

"Course not," he replied.

"Oh, what's the matter?" said the lady, still trying to be sweet. "Haven't you enough money left?"

Hector blushed. He shifted uneasily.

"Sure I got money," he replied. "But, shucks, I'd look awful silly in hats like them!" ...

* * *

FAIR ENOUGH

THE boys, reports Lyn Murray, were discussing the reasons that forced them into matrimony.

"I got married," said one, "because she forced me into matrimony."

"Who?" asked another. "Your wife?"

"No," was the reply. "My mother-in-law!" ...

* * *

PROOF

THE big league baseball manager walked menacingly toward "Beans" Powell, the star of the team.

"I've had enough, Beans," said the manager flatly. "No one on this team is big enough to break training rules and get away with it. You're suspended for a week and fined \$500!"

The star scowled heavily.

"You can't slap a fine on me," he growled. "You got no proof that I broke training rules."

"Oh, no?" yelled the manager. "Well, lemme tell you something. On the last six baseballs you autographed for kids, you signed 'Mr. and Mrs. Smith!' ...

TERRIBLE END

Have you heard Arthur Murray's sad story about the midget whose luck ran out on him? He wound up behind the ping pong ball! ...

A Hellinger Short Story

The Rat

A SUMMER breeze made the curtains dance. Cool and sweet, it wafted through the room and out into the corridor. There it fled in two directions, rumpling the nurses' starched skirts and sweeping the ether odor before it.

Back in the room, two women stared at the ceiling. It was a semi-private room, and the walls were done in soft cream. A painting of an ancient barque with reefed sails, faced the beds.

The thin woman near the door no longer looked at the picture. She had seen it too often. She kept the tip of her right foot out from under the sheets. The breeze was cooling.

On the other side of the room, the heavy woman with the shaggy brows studied the painting of the barque, and the sea that boiled its bows. For her, the colors relieved the tedium.

"When is your husband coming?" asked the heavy woman. ...

THE thin woman smiled faintly. Ever so faintly. Four years in a hospital are hardly conducive to humor. "He'll come soon," she said. "Maybe."

The heavy woman propped herself on one elbow.

"It's none of my business, Mrs. Lenny, and I don't want you to think I'm butting in. But if I had a man like yours, I'd get rid of him."

"What good is he? I've been here seven months, and he hasn't come to see you in that time. I've heard from others that he's never set foot in this room since you came here. And that's four years now, isn't it?"

"Yes," Mrs. Lenny spoke softly. "It's four years. A long time."

The heavy woman snorted. "A long time!" she repeated.

"That's a hot one. It's soft-hearted women like you who get stuck with the rotten kind of men. You're too easy with him."

"How do you know what he's doing on the outside? Suppose he's with some woman?" The breeze died suddenly and the curtains hung still. "All he does is write pretty letters. Excuse the expression, Mrs. Lenny—but you're a fool."

The thin woman said nothing. She stared at the ceiling and pulled at the sheet, as a tear dropped silently from her cheek and spread gray on the pillow.

Dr. Kendrick came in. He was always cheerful. He studied the chart at the foot of the bed. He said he'd rather be out golfing than checking pulses. He laughed heartily at his little joke. Nobody else did.

Then he walked over to the heavy woman. He examined her. A nurse wheeled in a white screen. Behind the screen, Dr. Kendrick talked to the heavy woman about Mrs. Lenny.

"It's a shame," he said. "A down-



"I'm no fighter, but it certainly would be a pleasure to take a punch at him."

right shame. Even the porters and the cooks talk about it. They've made a sort of hospital scandal out of a sad story. I don't usually voice opinions about patients—but this one is under my skin."

He removed the dressing from the heavy woman's leg and squeezed the sides of the raw incision.

"A man like that," he went on, "doesn't deserve a sweet soul like Mrs. Lenny. I was interning here when she came here. And from that day to this, he's never been here to see her." He shook his head. "I'm no fighter, but it certainly would be a pleasure to take a punch at him."

The heavy woman sighed. "You can't do anything with a woman like her," she said softly. "She's the kind that loves her man, and that's all there is to it. He could do anything—probably does, too—and she'd forgive him."

"Now, with my man, it's different." She couldn't resist the boast. "He comes here every visiting night. He's never missed once. And he always brings me something. Magazines, candy, flowers—always something."

"Of course, I always give most of the stuff to Mrs. Lenny. I feel so sorry for her."

And that's the way it went. Everyone talked about poor Mrs. Lenny and her no-good husband. Everybody knew the story—and everybody felt sorry for the woman. ...

Three months later, when the letter arrived, the heavy woman was still in the same room. Mrs. Lenny was very sick then. The doctors said nothing about her condition, but a blind man could see that it was only a matter of weeks.

The all-important letter came from Mr. Lenny. It said he would arrive the following Wednesday. And—get this now—he was coming with his lawyer!

Mrs. Lenny whispered the news to the heavy woman, and it wasn't long before the information buzzed up and down each and every corridor.

"Heard she was going to die. ... Finally decided to see her. ... Bringing his lawyer, no less. ... Wants to get her signature on a will. ... Sure, what else? ... Almost five years she's been here—and now, when she's about to pass out, he condescends to see her."

"He's a rat. ... That's what he is. ... A rat!" ...

On Wednesday, they all tried to busy themselves near the semi-private room. They all wanted to see what Mr. Lenny

looked like. They were anxious to see this much-discussed man who must have been made of ice.

The heavy woman rested on her side and faced the window. Her thoughts were different from the others. She was so angry that she didn't even want to look at the man.

He arrived at eleven o'clock. A tall, grey-haired man was with him. The grey-haired man walked over to the window and looked out.

Mrs. Lenny was crying softly. So was Mr. Lenny. Biting his lips, he wrapped his arms around the frail back and lifted her to a sitting position. Her eyes were locked with his. Dr. Kendrick stood in the doorway. His fists were clenched and you could see his jaw muscles working.

Mr. Lenny sat beside his wife and talked in a whisper. He took his handkerchief and wiped the tears from her eyes. On his face was an expression of acute agony.

At the window, the grey-haired man yawned slightly. The breeze was blowing again. He turned around and smiled at the heavy woman in the nearby bed.

She glared at him.

"You'd better get busy with that will, Mr. Lawyer," she said sarcastically. "She may die and fool both of you."

The grey-haired man walked over to her.

"What's eating you?" he asked. "What's this will business?"

"Humph!" sniffed the heavy woman. "As if you didn't know? Isn't that what husbands bring lawyers to hospitals for?"

The grey-haired man shook his head slowly.

"Lady," he said quietly, "I'm no more a lawyer than you are. I'm just a prison keeper. I brought this guy down to see his wife for the last time."

"He's doing five years for stealing the money to keep her in this room." ...

RECKLESS

Two of the Bowery boys were lolling in the hot noonday sun.

"Such weather!" remarked one. "Makes you water!" ...

thirsty, doesn't it?"

"You betcha," replied the other. "Why, I'm so thirsty right now that I could drink a glass of

AROUND the DIAL

by THE DIAL TWISTER

Boake Carter's change to a three-a-week schedule over an expanded CBS net raises as well as answers some questions pretty important to radio. Listeners who know their way about have been wondering whether John L. Lewis and the New Deal would muzzle their most outspoken critic among air commentators. The expanded net is the answer. It proves that we still have free speech and courageous sponsors. The questions not answered are raised by cutting the schedule from five to three periods a week. Adding West Coast stations involves a second broadcast each night because of the old "debil" time difference. With customary candor Carter explains that he wouldn't be able to prepare two broadcasts five nights a week because of newspaper, magazine and book commitments. Query: how much outside work should a broadcaster take on? Carter isn't the only case. Most of the big names do other work besides radio. When radio makes them, mightn't it well have first call? The point seems relevant.

The drama war between the networks is becoming more bitter. NBC announces four O'Neill plays to follow the half-dozen of Shakespeare. Which will smear the rest of CBS Shakespeare? Somebody remarked that, no matter which side wins, the Spaniards are sure to lose the war over there. It looks as if listeners are going to be in the same fix in this drama war.

Among the "names" leaving the air for the summer is Deems Taylor. In his NBC Coronet series, the CBS musical consultant (laugh that off) has done exceptionally notable work. Heretofore he's appeared either as Philharmonic commentator or musical stage. But his single-handed job for Coronet proved him an excellent program-builder and engaging personality. Smart sponsors who really want "something different" shouldn't overlook that, come fall.

Lum and Abner don't supply all the humor for their show. Listeners also get a chuckle out of Carlton Brickert's exaggerated "toda-a-a-a-y" mannerism in his opening ritual.

For those addicted to "this thing called swing" Benny Goodman's occupation of the vacant Jack Oakie spot (CBS over WKRC, Tuesday, 8:30 p. m. E.S.T.) is probably big news. But if you want the low-down on swing, talk to a veteran musician. I mentioned it the other day to a chap who's served plenty of time in dance bands. "What do you mean

swing?" he grunted. "It used to be jazz, and before that it was ragtime. If there's any difference, I'll eat my instrument."

If the June 26 premiere over NBC-WCKY is any criterion, those Robin Hood Dell concerts are going to add plenty of delightful music to summer schedules. Wide variety and fine musicianship made the program extraordinarily pleasing. For those who must stay at home or have no high-grade park concerts within easy reach, this series is the next best thing to hearing good music out-of-doors in person.

Hendrik Willem Van Loon has also left the air for the summer. He'll be missed. His was a sane clear voice crying in a wilderness of controversy.

The annual airing of the Goldman Band concerts turns up another of "those things." Goldman has what is pretty generally agreed to be the best concert band in the country. His programs have been a perennial summer feature for years. Yet, except by recordings, he hasn't been on the winter air since the battery-set days. Here's something that will require heavy explaining.

This Shakespeare war has reached the brother-against-brother stage. CBS has signed Lionel Barrymore to play Lear July 26, in head-on competition with John on NBC's slice of the air. All that remains is to enlist Ethel under one of the rival banners.

By the way, Prince John of the theater's royal family used less explanatory intrusions in Richard III last week. That helped. Though the play was not the happiest choice that might have been made. "Stream-lining" merely emphasized the fact that it's an ugly mess of murderous intrigue.

Alexander Woollcott joins the warm-weather parade from the microphone. His 1936-7 series has proved that, for his sort of broadcast, two 15-minute periods a week are far better than a single 30-minute period. A word should be said, too, for the commercials in his recent series. In refreshing contrast with current practice, they were brief and restrained. If other sponsors were as considerate.

Long Island friends of Jane Crusberry, author of the Mary Marlin show, have christened their 40-foot cruiser the "Mary Marlin"—and the life boats are named "Joe and Davey" after Mary's husband and son.

A Chip Off the Old Block



John Huston, son of Walter Huston, famous actor of stage and screen, is playing his first radio role as Pete Conroy in the popular serial, "Backstage Wife," heard over the NBC-Red network, including WSAI, Mondays through Fridays, at 10:15 a. m. (E.S.T.). Though he appeared with his father on Broadway in "Easy Mark," and in the Lincoln play "The Lonely Man," in Chicago, young Huston's career thus far has been more closely associated with writing than acting.

"Houseboat Hannah"

All the thrills, joys and heartaches of San Francisco's famed waterfront are incorporated in the new WLW dramatic serial, "Houseboat Hannah," heard daily except Saturday and Sunday from 4:00 to 4:15 p. m. (E.S.T.)

The story, which began June 28 over WLW has a setting in San Francisco Bay, where Houseboat Hannah and her family live on a houseboat in Shantytown Row. It is a fast-moving action serial with plenty of heart.

Hannah is a lovable individual who battles for the rights of her little family. In her own heart is a yearning for better things as she wistfully looks to the homes on the hills, where the bluebloods look down on the bay.

"Houseboat Hannah" vividly tells a story of troubles with gangs and smugglers. Of victories and defeats. Of play and work. Of real life, real living and real folk.

The program, which is electrically transcribed especially for the WLW audience, stars several prominent radio actors and actresses.

"BEAUTY BOX" RENEWED FOR SUMMER MONTHS

The "Beauty Box Theater" program, which features musical love stories taken from the scores of famous composers, and starring Jessica Dragonette, radio's famed lyric soprano, has been renewed by its sponsor.

The series will continue to be heard as a feature of the WABC-Columbia network, including WKRC, WHAS and WJR, on Wednesdays, from 8:30 to 9:00 p. m. (E.S.T.), for the summer season. The inaugural broadcast of the renewed series will be heard on Wednesday, July 14.

Would you smoke, eat or wear a lagoon? Parks Johnson and Wally Butterworth asked that question on their Vox Pop program, and one man they interviewed said he would have to see one before he could tell them.

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