

P- Wed. July 14, 1937.

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# Radio Dial

WEEK ENDING JULY 23, 1937



JANE RHODES

# CBS "WORKSHOP" TO MARK FIRST ANNIVERSARY

*His Plays Will Be Aired*



Four plays by Eugene O'Neill never before heard on the air, will be presented by the National Broadcasting Company during the month of August in the first radio cycle of O'Neill dramas ever broadcast. Prominent actors of the stage will be heard in the leading roles.

## Fred Allen Signs Two-Year Contract To Star On Town Hall Show Over NBC

Fred Allen has been signed to a two-year contract for the starring role as host of Town Hall Tonight, starting in the Fall. The show will continue as full hour features on Wednesday evenings over the NBC-Red network, including WLW and WSM, under the same sponsorship.

After a headline career in vaudeville, starring roles on Broadway and a brief turn at the microphone, Fred Allen began broadcasting for his present sponsor in January, 1934. He started with a half-hour network spot but clicked so decisively within a few weeks that he was assigned a full-hour bill over the coast-to-coast NBC-Red network.

Allen, whose real name is John F. Sullivan, launched his professional career as a juggler, performing tricks

as he learned from a book found in the Boston Public Library. He made juggling funny, billed himself as "The World's Worst Juggler," and won fame as a monologist and comedian.

### Interviews on WCKY

Heads of women's organizations participating in the Third Biennial Women's Exposition of Greater Cincinnati will be heard in a series of weekly interviews, starting this week over WCKY.

Ninety-one organizations are cooperating to stage the exhibition, to be held in Music Hall, November 10 to 17. The interviews will be conducted every Wednesday at 10:45 a. m. (E. S. T.) by Mrs. Eugenia M. Thorpe, executive secretary of the exposition.

## Series Pioneered In New Radio Forms

**Ernest Hemingway Play To Be Presented**

The first anniversary of the Columbia "Workshop," the experimental drama series directed by Irving Reis, will be marked with the presentation over the WABC-Columbia network, including WKRC, WHAS and WJR, of an early play by Ernest Hemingway which the famous author has given Columbia his personal permission to dramatize. It is "Fifty Grand" and it will be given on Sunday, July 18, in a one-hour broadcast beginning at 5:30 p. m. (E.S.T.). Reis will write the radio version.

"Fifty Grand" is the story of a heavyweight prizefighter who tried in vain to "throw" a fight. When it was first published about 12 years ago in a national magazine, Hemingway's style was considered so radical that many readers moved to cancel their subscriptions, according to Reis. Copies of that issue today, he pointed out, are worth \$50.00 each. "Fifty Grand" is from a collection of Hemingway's short stories entitled "Men Without Women."

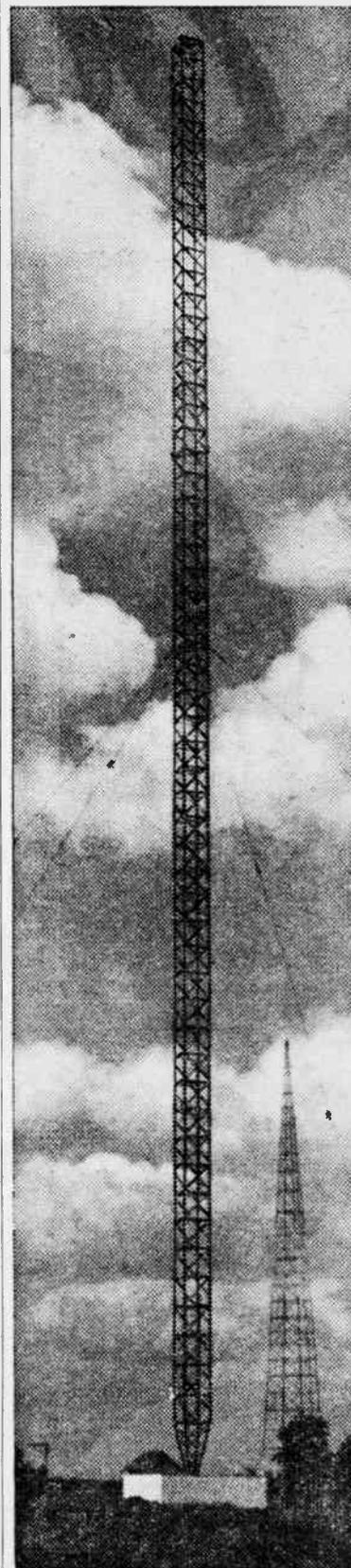
Reis, in reviewing the first year of the "Workshop," said he feels it has accomplished in many ways what it set out to do. This involved a minute examination of every possibility the microphone holds for new forms and methods of dramatization. Reis is at work on a book about the "workshops" which Farrar and Rinehart have announced for publication and the director is also planning a trip to England and Holland August 29 to study foreign radio drama methods.

## DEDICATION POSTPONED

Dedication of WCKY's new 10,000-watt transmitter probably will take place the last week in July, with the tentative date set as July 27. Postponement of the ceremony and the station's step-up to a 100 per cent increase in power was made necessary by delays in shipments of equipment from the RCA factory in Camden, N. J., which built the high fidelity transmitter especially for the L. B. Wilson station.

It originally had been planned to change to the new power about July 15.

*One Minute From Cincinnati*



From this 350-foot vertical radiator WCKY's new and improved signal, will be broadcast by the L. B. Wilson station's 10,000-watt RCA transmitter. Situated on a bluff above the Ohio River and opposite Cincinnati, the new high-fidelity transmitter is expected to make reception clearer and louder in every part of the city and suburbs. In addition it will greatly increase WCKY's coverage in Ohio, Kentucky and Indiana.

## CINCINNATI OPERAS ARE RECORDED FOR TECHNICAL ERRORS

When the Cincinnati Zoo Summer Operas go on the air over WLW and the NBC-Blue network, each broadcast represents several hours of intensive study that the radio programs may be the very best.

Before the operas are broadcast Louis Barnett, chief pickup engineer of the Nation's Station, arranges his microphones, looks after every little detail, then "feeds" the opera to the WLW recording laboratory, where records are made.

Using a setup similar to that employed by NBC engineers in the Metropolitan broadcasts, Barnett sets up three microphones. One is suspended over the orchestra and two are placed in the footlights, one on either side of the prompter's booth.

A fourth microphone, installed in the control booth which is suspended over the stage, is used by Joseph Ries, narrator.

Barnett, himself an accomplished musician, attends each first performance of the operas to be broadcast. He handles the first hour as though the program were on the air. The opera is "piped" to the WLW recording laboratory in the main Crosley building.

After the finale Barnett, accompanied by Conductor Fausto Cleva, goes to the WLW studios to hear the recording. Each record is played several times while the engineering chief and maestro listen attentively. If everything doesn't sound just right, changes are made. A technical discussion of balance and levels is engaged in and by the time corrections, if any, have been made, the broadcasts sound over the air just as they do to the visible audience attending the operas.

Future operas scheduled for broadcast include "Mignon," July 17; "Tosca," July 24; "Cavaleria Rusticana" and "Secret of Suzanne," July 31, and "Il Trovatore," August 7. The operas are heard from 9 to 10 p. m. (E.S.T.).

## Sweetest Love Songs

Frank Munn, tenor, and Lois Bennett, soprano, will sing "This Year's Kisses," and "Where Are You," during the Sweetest Love Songs Ever Sung program on Tuesday, July 20, at 8:30 p. m. (E.S.T.), over the NBC-Blue network, including WSAI, KDKA and WLS. Munn also will be heard in "Too Marvelous for Words," "September in the Rain," and "Sailboat in the Moonlight." Miss Bennett's solo will be "Moonlight and Shadows." Victor Arden will conduct the orchestra.

# Shakespearean Plays of the Week

## Wizard



R. J. Rockwell, technical supervisor of WLW, WSAI, and W8XAL, has been selected as a candidate for the annual Eta Kappa Nu award for outstanding electrical engineering graduates. Rockwell was chosen as the outstanding graduate of Iowa State College. He will compete with graduates of other universities in America and abroad. A graduate of the class of 1927, Rockwell was promoted to technical chief of the Crosley stations a year ago when Joseph Chambers resigned. Previously he had been a development engineer for the Crosley Radio Corporation.

## New Goodnight Program Stars WLW Singers

With "Moon River," popular "goodnight" program of WLW moved to 1:00 a. m. (E.S.T.) Mondays through Fridays, a new program of love songs is heard from 1:45 to 2:00 a. m. (E. S. T.), over the Nation's Station.

Titled "Goodnight Sweetheart," the new program which began July 5, presents some of the outstanding vocal stars of WLW with organ accompaniment.

On Mondays and Wednesdays Allen Werner, tenor, is heard while Rex Griffith, tenor, sings Friday nights.

Vicki Chase, concert soprano who is starred on the Sunday night "Strands of Beauty" program, sings love songs, old and new, on Tuesday and Thursday nights.

"Moon River," featuring the deVore sisters, vocalists; Sydney Mason, narrator, and Lee Erwin, organist, is now heard from midnight to 12:30 a. m., (E.S.T.), Saturdays and Sundays, and from 1:00 to 1:30 a. m., (E.S.T.) Mondays through Fridays.

## "FRIEND RALPH" IS NEW PROGRAM SERIES ON WSAI

A new program for youngsters, conducted by Ralph Simpson, Radio Dial's "Radio Sleuth," made its bow over WSAI July 12. Titled "Friend Ralph," the program will be heard at 5:15 p. m. (E.S.T.), daily except Saturday and Sunday.

For many years affiliated with the Crosley stations, Simpson brings to the air in his new series of programs, a background of experience in boys' work. For several years he has been identified with boys' clubs and activities in Greater Cincinnati.

Two years ago Simpson replaced the Kellogg Singing Lady over WLW while Irene Wicker was vacationing. He was heard with his toy band.

Simpson also conducted the Knot Hole Club programs over WSAI for several months. His new series includes stories for youngsters and songs.

## CBS Shakespeare Music Director



This is Victor Bay, young staff conductor of the Columbia Broadcasting System, who directs the symphony which provides music for the cycle of Shakespeare dramas over the WABC-Columbia network, including WKRC, WHAS, and WJR, Mondays from 8:00 to 9 p. m. (E.S.T.).

## Barrymore Presents "Twelfth Night" On NBC

### Leslie Howard in "Much Ado About Nothing" On CBS

William Shakespeare in the lighter mood of the great comedies, "Twelfth Night" and "The Taming of the Shrew," will be presented by John Barrymore and his talented wife, Elaine Barrymore, in the remaining portion of the streamlined Shakespeare series to be broadcast over the NBC-Blue network, including WCKY, KDKA, and WLS, Mondays, July 19 and 26, from 8:30 to 9:15 p. m. (E.S.T.).

Barrymore had originally intended to present "Richard the Second" and "Winter's Tale" or "Cymbeline" as the concluding broadcasts. His decision to replace them with Shakespearean masterpieces in the field of comedy was prompted by the belief that the radio audience would appreciate a departure from the mood of somber tragedy of the first streamlined Shakespeare programs which included "Hamlet," "Richard III," and "Macbeth."

A large and brilliant cast headed by Leslie Howard, one of the most popular actors of the American and English stage, and Rosalind Russell, vivid newcomer to Hollywood who has taken the screen by storm in such productions as "Craig's Wife," "Trouble for Two," and "Night Must Fall," will present "Much Ado About Nothing," Shakespeare's gayest and most modern comedy, over the WABC-Columbia network, including WKRC, WHAS, and WJR, Monday, July 19, from 8:00 to 9:00 p. m. (E.S.T.). The play is the second all-star production in Columbia's Shakespeare Cycle.

## VAN LOON TO BE GUEST ON "HIT PARADE"

Hendrik Willem Van Loon, popular writer, will appear as a guest of "Your Hit Parade" during the broadcast over the WABC-Columbia network, including WKRC, WHAS, and WJR, Saturday, July 17, from 9:00 to 9:45 p. m. (E.S.T.).

Highlights of the program will include the playing of the ten most popular songs of the week by Peter Van Steepen's Orchestra, with vocal choruses by Stuart Allen and Freddie Gibson.

## The Good Old Summer Time 1907—1937



It's a long reach from the bathing costume for milady in 1907 to the 1937 models, but Helen Nugent, WLW's Old Fashioned Girl, left, and Deon Craddock, new blues singer, get together on the white sand beach at Coney Island near Cincinnati to discuss the change in bathing suits. Miss Nugent is wearing a beach costume of the early part of the century while Deon sports the latest in modern wear. Note that each costume has a skirt, although the Old Fashioned Girl admitted the skirts worn by her grandmother at the beach were fuller and much longer than those of the 1937 models.

## But—He Got Away!



Fibber McGee regales Molly and some skeptical chorines with tales of deep sea fishing done on the West Coast where he and Molly have been making "This Way Please" with Buddy Rogers, Betty Grable, and Mary Livingstone. Fibber McGee and Molly are heard over the NBC-Red network, including WLW and WSM, Mondays from 8:00 to 8:30 p. m. (E.S.T.).

# Weekly RADIO DIAL

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

Telephone—CHerry 0710—0711

GEORGE A. VOGELE—Editor

Vol. VII

WEEK ENDING JULY 23, 1937

No. 10

## STRENGTHENING THE DEFENSE

This is the time of year when the radio manufacturers bring out their new models. Some have already reached dealers' showrooms. The rest will do so within the next few weeks.

While complete information on what the well-dressed radio will wear in 1938 is not yet available, one thing seems clear. The new models are going to make tuning easier than ever.

Some designers have arranged the tuning controls so the listener can operate them as easily while standing as sitting. Others have brought out improved remote-control units. Still others have developed efficient arm-chair or end-table models that put dials at the listener's elbow. And the now familiar tele-dial tuning has been refined further. Regardless of how it is done, the result is to make the well-known twist of the wrist simpler than ever before.

At first glance this may seem another step toward tailoring radio to fit the lazy listener. That may be true. But it is only part of the story. A good deal more important is that easier tuning gives the listener closer control over what he hears.

Consider, for instance, the listener who has an armchair receiver or a remote-control unit at his elbow. When he can eliminate a displeasing program or an offensive commercial merely by putting out his hand, his listening habits are pretty likely to undergo a considerable change. Indeed, the writers of sales blurbs may be the first to feel the effects of this closer control.

Receiver design has influenced listening habits to a much greater extent than those at the loudspeaker recognize. The three-dial sets common back in the battery days encouraged listeners to stay tuned to the same station. When the a. c. tube came along it made it convenient for listeners to let their receivers play hour after hour.

The broadcasters have taken full advantage of these things. Some have even capitalized the fact that most receivers are placed across the room from where listeners sit. For instance, the typical commercial "chiseled" between chain programs is just short enough to make it futile for the listener to get out of his chair, walk over to the radio and silence the pestiferous interruption.

During the past few years the advantage has been swinging slowly toward the listener's side. Simplified dialing has made it easier for him to choose what he will and will not hear. The still closer control provided by the 1938 models carries this a long step further.

How much use will be made of this new defense against boredom and intrusion is, of course, another matter. But it seems safe to assume that its possibilities will not be neglected.

The days when people really listen to the same station hour after hour are gone. Dialer irritation with offensive commercials is increasing.

Broadcasters who want their programs heard will do well to recognize that the new models now make tuning out easier than ever.

### The Girl On the Front Cover

Jane Rhodes, rhythm singer, who is featured on the NBC Packard series is a radio veteran at sixteen. Although she had been singing on local stations on the Pacific Coast since she was seven years old, Jane did not make her network debut until Johnny Green signed her for his new series of Summer dance broadcasts, heard Tuesdays at 8:30 p. m. (E.S.T.), over the NBC-Red network, including WCKY and WSM. Blonde and pretty, Jane has been engaged by RKO pictures for a singing role in "Stage Door."

## COLUMBI-A-MUSINGS

From WKRC

By  
MARGARET MALONEY

Kenneth Roberts, CBS spieler, will wed again . . . this time to Norma Fain of the Fleischer "Betty Boop" studios.

And 'tis said to be definite that Dick Powell will replace Fred Astaire on the hour Packard show come fall.

If Milton Berle's "Gillette Summer Hotel" doesn't do the job it should opposite W. C. Fields on Sunday nites . . . It will be aired on Wednesdays.

Al Bland, pilot of Dow's Dawn Patrol aired Monday through Saturday, has the uncanny faculty of remembering funny stories, situations, etc. This is responsible in no small way for the wealth of unusual material heard on his program.

'KRC's production manager, Ruth Lyons, leaves for Hollywood the end of the week . . . she'll visit with the parents of Miller Everson, now known as John King on the screen . . . Miller is a protege of Ruth's and it was she who was responsible for getting him a place with Ben Bernie's ork with which he went on to Hollywood and pictures . . . Another of Ruth's discoveries, Bob Allen, singer with Hal Kemp's band is also in the cinema capital . . . so it's gonna be somewhat of "ole home week" out there.

When Frank Parker's thirteen weeks for Chesterfield are concluded, Lawrence Tibbett gets the spot.

George Olsen and his music return to the air in a new Columbia production, "Hollywood Parade" . . . A vocalist named Mary Treen will do the singing . . . where are Ethel Shutta and Edith Caldwell?

The more we hear Patti Chapin, CBS songstress, the more we wonder WHY she isn't signed for some commercial . . . she's swell . . . has a voice very much like Jane Froman's.

"Personalities on Parade" is one of 'KRC's most popular programs. Marsha Wheeler keeps just the right note of informality evident and the thrice-weekly interviews are building up a tremendous listening audience.

Jeannine Macy, former WLWite, has been signed for the summer on Ford's "Universal Rhythm" program . . . she's also doing several sustainings on Columbia . . . you can hear her each Sunday on 'KRC from 8 to 9 p. m.

Add sound alike: Harry Von Zell and Charles Arlington . . . Von Zell formerly spieled exclusively for CBS but works now with an agency and does special shows . . . Arlington is a regular Columbia announcer.

## Give Me a Name



An Irish terrier is being given away each week in WCKY's dog-naming contest. Above is Virginia Praete, 1609 Grand Avenue, Middletown, Ohio, and the dog she won.

Jane Gerrard, Cincinnati high school girl heard over WSAI, sang on the air for six weeks before her parents knew it. She wanted to make good before telling them.

Ben Bernie has a butler who, he says, has better recommendations than his own. So NBC's Ole Maestro calls him "Mr. Connally" and Nicholas Connally calls his master "Ben."

## "Everybody Sing" on WKRC



The cameraman caught the above group just prior to going on the air with a broadcast of "Everybody Sing" aired each Tuesday, Thursday and Saturday from WKRC at 6:15 p. m. Standing to the right of the microphone is Joe Dunlevy, well-known singer and vaudevillian, who leads the sings, and left, Stan Conrad, announcer, Gladys Lee is shown at the piano. "Everybody Sing" is sponsored by the White Rose gas and oil dealers.

# MOUNTAIN CHOIR FESTIVAL OVER NBC

## THREE VOCALISTS SIGNED BY WLW TALENT SCOUTS

Three new vocalists, all widely known as network stars, have been signed by WLW, Cincinnati, Bob Kennett, program director, announced.

They are Deon Craddock, blues singer; Lynn Cole, tenor, and Angelo Rafaelli, Italian street singer. All three were scheduled to report to the Nation's Station July 12.

Miss Craddock, a native of New Orleans, entered radio at station KVOO, Tulsa, six years ago following her graduation from the Tulsa high school. She later joined KWK, St. Louis, and after a short stay there went to KMOX. From St. Louis she went to Chicago to sing over WBBM, Columbia station, and WGN of the Mutual network.

Talent scouts from the Nation's Station, in Chicago two weeks ago, heard her sing and offered her a contract.

Although in her early twenties, Miss Craddock has scaled radio's ladder of fame to stardom. She will be featured over WLW. During her school days the blues singer won records in track and swimming. She holds the Southwest district girls' championship in the 50-yard dash; 60-yard low hurdles; 75-yard dash and baseball throw.

Both Cole and Rafaelli have been heard over the major networks. Angelo will be featured at WLW in a new program of light classical songs at 9:45 p. m. (E.S.T.), Mondays and Fridays, beginning July 16.

## Magic Key of RCA

Jean Sablon, romantic French singer, will make the second appearance of his series on the Magic Key of RCA program during the broadcast Sunday, July 18, at 1:00 p. m. (E.S.T.) over the NBC-Blue network, including WLW, KDKA, WLS and WSM. The second in a series of Old Song Dramatizations, offering in music and dialogue the story of tunes dear to all Americans, also will be heard during the broadcast. Dr. Frank Black will conduct the Magic Key orchestra in works by the great masters.

## Catholic Hour

Rev. John Delauney will speak on "Joy of Main Street," during the Catholic Hour broadcast over the NBC-Red network, including WSAI and WSM, at 5:00 p. m. (E.S.T.), on Sunday, July 18. Father Quinn will direct the Paulist Choir in selected hymns during the musical portion of the program.

## Reaching for a High One



Glamorous Ella Logan, known to radio and the screen as the Scotch "blues" singer, reaches for a high note during one of her current appearances on the Cantor summer show heard over the WABC-Columbia network, including WKRC, WHAS, and WJR, Sundays from 7:30 to 8:00 p. m. (E.S.T.).

## FIFTY BICYCLES TO BE GIVEN BY LUM AND ABNER

Fifty bicycles, valued at \$40 each, will be awarded listeners of Lum and Abner in the four weeks beginning July 19.

Long one of radio's most popular daily features, Lum and Abner, chief citizens of Pine Ridge, are heard over WLW and NBC at 6:30 p. m. (E.S.T.), daily except Saturday and Sunday.

The Arkansas hill billies, in private life Chester Lauck and Norris Goff, are rated in radio as among the best with reference to listener interest. When they make an offer thousands of listeners write in and their next award offers are expected to bring in many more thousands.

Two bicycles to be awarded by the Pine Ridge philosophers will be complete with all accessories and one-year fire and theft insurance policies.

Contestants will be asked to supply second lines to a two-line jingle. Full details of the contest will be announced on the air during the Lum and Abner program beginning July 19. The contest will close August 14.

## Group of 1,000 Voices Will Be Heard

### Representing Choirs From Three Different States

A program of choral works, sung by a choir of 1000 voices, will be heard in the Mountain Choir Festival from Mountain Lake Park, Maryland, over the NBC-Blue network, including WCKY, WLW, KDKA, WLS and WSM, Sunday, July 18, from 4:30 to 5:00 p. m. (E.S.T.).

The choir will be under the direction of Dr. John Finley Williamson, president of the Westminster Choir School at Princeton. The festival is under general direction of Rev. Felix G. Robinson, professor of Christian Liturgies, Westminster Choir School. This is the fourth season of the festival.

The program will include "God Is a Spirit," by Jones; Lovosky's "Lord, Our God, Have Mercy;" Brahms' "How Lovely Is Thy Dwelling Place;" "Cherubim Song," by Bortniansky; "The Souls of the Righteous," by Noble; J. S. Bach's "Come and Thank Him," and "Winged Messengers of Peace," by Huss.

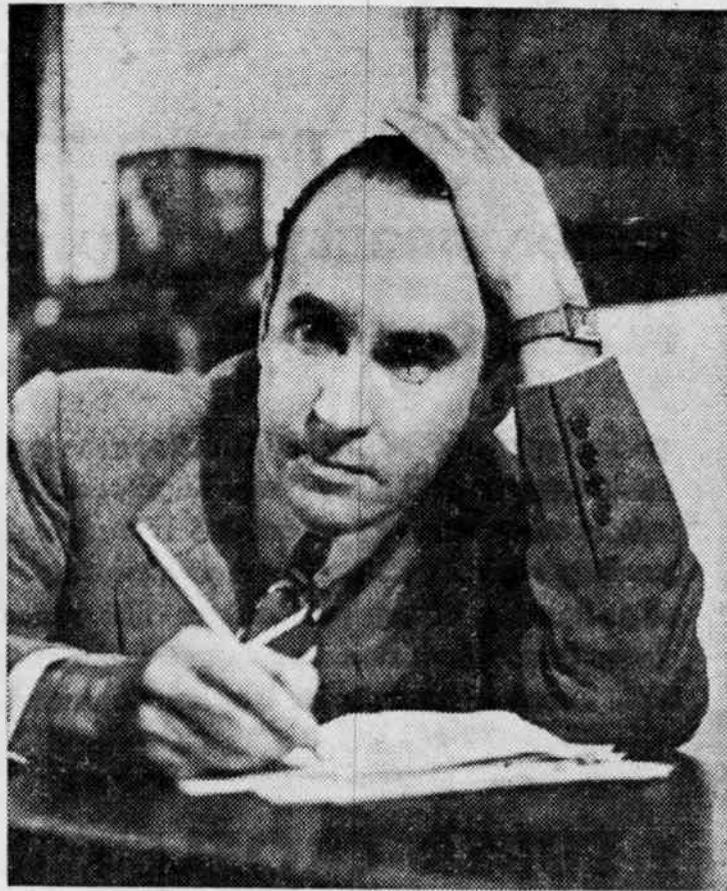
## LEE BLAND TO SUB FOR RUTH LYONS

During Ruth Lyons two weeks' absence from the WKRC microphone, Lee Bland will conduct the Shakespearean interviews aired each Monday at 6:30 o'clock. On Monday night, July 19, Bland will bring to the microphone, Mr. John Redhead Froome, director of the Odeon dramatic club and director of the dramatic department of the College of Music. Mr. Froome and Lee Bland will discuss the production "Much Ado About Nothing," which will star Leslie Howard and Rosalind Russell and will be broadcast over WKRC and the Columbia network that same evening at 8 p. m.

## SUSSEX HANDICAP

Running of the Sussex Handicap at the new Delaware Steeplechase Race Track at Stanton, Del., will be described exclusively over the NBC-Blue network, including WCKY, by NBC turf experts, Clem McCarthy and Chris Wood, Jr., on Saturday, July 17, from 4:15 to 5:00 p. m. (E.S.T.).

## The Thinker



Walter O'Keefe is burning midnight oil these days preparing his Town Hall Tonight programs (NBC-Red network, including WLW and WSM, Wednesdays at 8:00 p. m. (E.S.T.)). The candid cameraman caught the master-of-ceremonies in the throes of composition.

Raymond Paige has selected twenty numbers which he has featured on "Hollywood Hotel," and will start recording them on July 15.

Edgar Guest will present George Washington Carver, noted 75-year-old Negro scientist, on the "It Can Be Done" program on Tuesday, July 20.

## Dick Bray Interviews Golf Professional



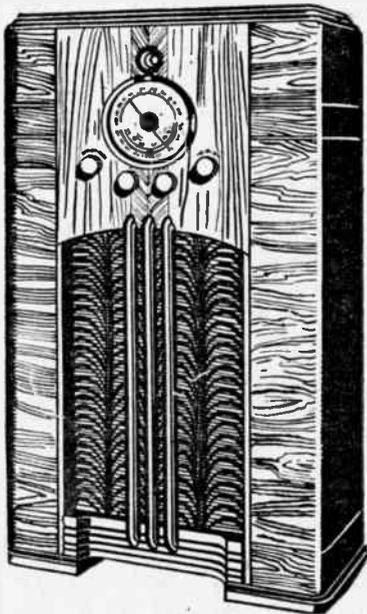
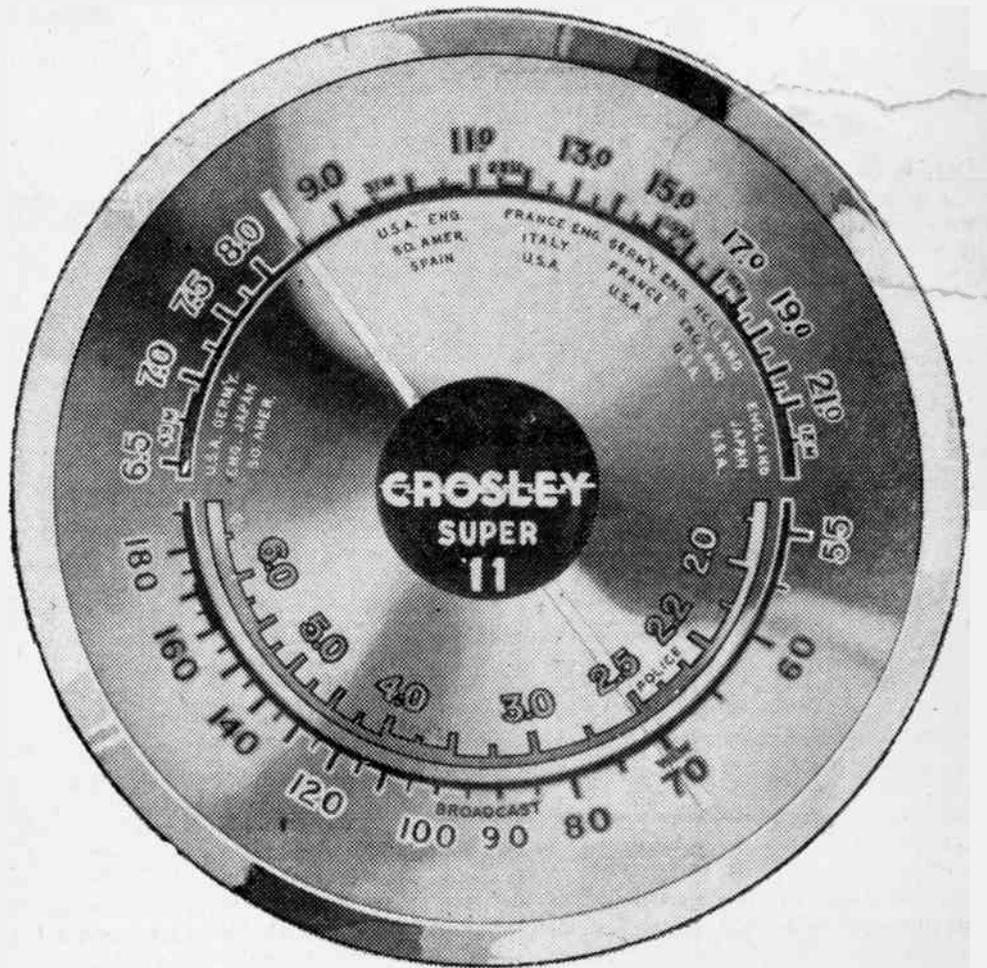
The above photo shows Dick Bray, WKRC's sports commentator, interviewing Ed Brophy, golf pro. at the Western Hills Country Club, during one of the broadcasts of the Men's City Amateur Championship matches. During the matches, Bray did three broadcasts daily over WKRC.

# Crosley's NEW MIRRO-DIAL

reflects the noteworthy achievements of Crosley Radio engineering

● Crosley's NEW MIRRO-DIAL reflects the noteworthy achievements of Crosley Radio Engineering. The marvelous new touch of distinctive beauty makes dial reading easy . . . tuning more accurate. Indirect, edge-lighting of the gold-mirror-like reflector produces three dimensional effect that is strikingly beautiful. Another triumph for Crosley Engineering.

## 2 SUPER CROSLEY RADIOS with the MIRRO DIAL



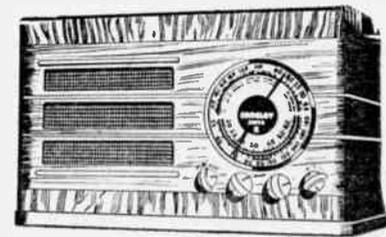
### Crosley SUPER 11

Eleven tubes . . . Octal base . . . 10-inch electro-dynamic speaker with exceptional bass response . . . 3 Band tuning range . . . receives American, foreign, police, amateur, aviation and ships-at-sea broadcasts . . . 535 to 22,000 Kc. continuous . . . Additional intermediate frequency amplification, giving greater sensitivity . . . IRIS tuning indicator . . . Broad automatic volume control . . . Power supply noise filter . . . Mirro-Dial, edge lighted, gold reflector type, 3 dimensional dial with graduations fused on the convex glass . . . Handsome cabinet. Entire cabinet is hand-rubbed to a brilliant finish. Cabinet dimensions: 40" high, 24 1/4" wide, 13" deep.

\$ 69.95

### Crosley SUPER 8

Eight tubes . . . Octal base . . . 8-inch electro-dynamic speaker with tone qualities equal to most console models . . . Three bands . . . Tuning range increased over former models . . . 535 to 22,000 Kc. continuous; receives American, foreign, police, amateur, aviation and ships-at-sea, broadcasts. Mirro-Dial, edge-lighted, gold reflector type, with graduations fused on the convex glass. Push-pull pentode output . . . Power supply noise filter . . . Especially beautiful cabinet. Two solid bronze, highly polished, gold-finish bars transverse the grille . . . The entire cabinet is hand-rubbed to a deep lustre. Dimensions: 10 1/4" high, 16 3/4" wide, 7 3/8" deep.



\$ 39.95

See the **MIRRO-DIAL** at Your **CROSLEY Dealers!**

THE CROSLEY DISTRIBUTING CORPORATION

3401 Colerain Ave.

Cincinnati, Ohio

# RADIO DIAL CONTEST CLUB

by The Contest Reporter

Mr. Ed Williams,  
Louisville, Ky.

DEAR ED:

I have your letter of June 30 and want you to know that I have read it over very carefully several times. The reason I have done this was because it was such a representative letter. The questions you ask in it are very likely identical with questions that thousands of people are asking themselves. You probably did the same thing and got nowhere and decided you would go a little further. I hope you have better luck this time.

I say *hope*, because we at RADIO DIAL have never promised to *satisfy* anyone. We always do our best, though, and that's all we promise this time.

If you don't mind, I think I will take your letter to pieces and just handle each portion separately. You start off by saying, "Why don't you give your readers the low-down on these contests which we all bite on?"

Now, Ed, the choicest piece of news a reporter can happen up on is the "low-down" on something, meaning the very inside stuff. I imagine that is what you mean. You'd like to know what goes on behind the scenes after a contest is over. Well, who wouldn't? We'd risk one of two fairly good eyes to get a peep through the keyhole as the judges do their stuff and don't you believe we wouldn't tell our readers what we saw.

The "Club" has correspondents from coast to coast, and besides that your reporter reads every magazine or paper that he can get his hands on that might show up something interesting in the contest line. Whenever something does show up that sounds authentic you'll find it right here. A lot of stuff has been thrown in the wastebasket because it didn't check up right. We try not to print anything that might mislead the readers or jeopardize ourselves.

You ask, "Are these contests conducted fairly? Are slogans or material read, or are they all dumped into a barrel and somebody dives in and picks out one?"

That's a hard question to answer simply because it is so all-inclusive. Your reporter has been following contests closely for fifteen years and knows for a fact that some contests have turned out pretty unfairly. The evidence indicates that a number of them never intended to be fair. Their whole idea was to make some money and the legitimacy of the plan didn't matter—to them.

But, Ed, some of them are in Atlanta now and others are at Fort Leavenworth, if you know what I mean. Because, you see it is a violation of the law to defraud through

the mails and while Uncle Sam may work slowly, he'll get there sooner or later.

You can take this for what it is worth to you. Contests by reputable firms are as fair and important as they know how to make them. It may be that no two are judged exactly alike, because no two people see alike. Another thing you might bear in mind is that the sponsor is conducting the contest for the benefit of his business and not for the contestant.

For the most part he doesn't care who gets the prizes just so it is in accordance with the rules and not in conflict with his business plans. There is nothing ambiguous in that statement. Many times a sponsor is playing only to a certain section and does not intend to encourage entries from any other, but he cannot keep someone from sending an entry blank a thousand miles away to a friend, and that friend submitting an entry.

You say you have been biting for the past few years and have never won anything. You haven't a thing on me, your reporter, who "bit" for over ten years without anything more than an occasional Honorable Mention. The last five, however, have made the entire fifteen worthwhile. I don't think I would quit now, because when something does happen you'll feel a lot better. It's pretty disheartening to see the winner list minus our own name, time after time. You've just got to learn to "take it" and try to do better next time.

One of the objects of this column is to keep the spirits up of those who keep on trying. Oftentimes we print something that does not particularly bear on contests, but nevertheless contains something of encouragement—we hope. Another thing which will bear repeating is that the monetary prize is not all the good that contests afford.

"Why do they not publish the winning slogan, the winning letter or whatever it was we submitted? That is a much debated question. Personally, we think it should be done but on the other hand the public has not become educated to accepting the judges decision. A contestant legally agrees to do so when he or she enters the contest. That is automatic, if it is stated in the rules.

Although in spite of this, quite often when the winning name, slogans, limericks, etc., are announced someone will decide to protest through the courts. The sponsors invariably win out but its a lot of trouble and expense—and needlessly so. The judges are equivalent to an umpire or referee and you know how far it gets when you disagree with one of them.

You wonder "How it is possible for them to read the million answers they

## CBS Soprano In Summer Opera



Margaret Daum, CBS soprano who has sung in the spring season with the Metropolitan Opera Association, is alternating her microphone performance this summer with outdoor opera stardom as a member of the St. Louis Municipal Opera Company which is giving a series of summer concerts. Miss Daum is also heard in an early evening (5:00 to 5:30 p. m. (E.S.T.)) series of broadcasts over the WABC-Columbia network while she is in St. Louis.

B. A. Rolfe plans to have his latest musical innovation, "Floating Melodies," ready for radio presentation this month.

receive?" Well, Ed, not so many contests run that high. Old Gold ran two million and it's said that Plymouth ran a little over a million. But anyway, we'll admit that a hundred thousand is a lot and it would take a lot of people to do the work. So there's the answer, they have a lot of people to help them. The first will check for failure to enclose carton and out that entry goes. Another will check for some other failure to comply with the rules, and you'd be surprised how few comparatively are left after these eliminations are made.

The final judges get the cream of the crop after the staff has done most of the work, and from then on it's not so hard, except for those who got left out.

Thanks for your letter, Ed, I hope to hear from you again. And by the way, you ask what publication would give you information on these, and we presume, other contest questions. You have it (pardon our blushes) in your hands right now.

Cordially,

YOUR CONTEST REPORTER.  
P. S.:—Watch this column next week.

## ANN SOTHERN TO BE GUEST OF DON AMECHE

Ann Sothorn, motion picture star, will be guest artist during the Chase and Sanborn program on Sunday, July 18, at 7:00 p. m. (E.S.T.), over the NBC-Red network, including WLW and WSM. She will be heard with Don Ameche in a scene from "Fifty Roads to Town."

Dummy Charlie McCarthy will array himself in his Sunday best, in hopes of escorting the lovely screen actress home after the broadcast. Edgar Bergen and W. C. Fields have other plans, however. Dorothy Lamour will sing several popular melodies to the accompaniment of Robert Armstrong's orchestra during the broadcast from the NBC Hollywood studios.

Joseph Ries, educational director of WLW and WSAI, has returned to the air for two weeks, during the vacation of Peter Grant, chief announcer. Ries is heard over WLW from 8:00 to 8:15 a. m. (E.S.T.) daily except Sunday, in the morning newscast ordinarily handled by Grant.

## Gardner R. Withrow

Representative Gardner R. Withrow of Wisconsin will speak on "Licensing of Automobile Dealers," during a broadcast over the NBC-Blue network, including WCKY, at 9:45 p. m. (E.S.T.), Tuesday, July 20, from the NBC studios in Washington, D. C.



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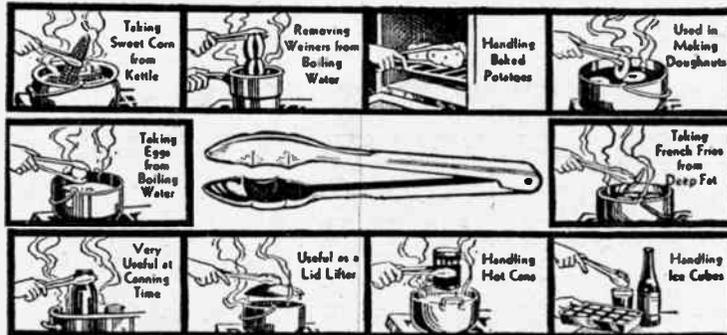
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M Denotes (MBS)

PROGRAMS FOR SATURDAY, JULY 17

(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.

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Message of Israel: "Lamentations," Rabbi Morton M. Berman, Free Synagogue, New York City, guest speaker, with organ and music. WJZ WCKY KDKA WLS wgar wave wire wham wowo
—El Chico, Spanish revue. WEAf wgy wtm wma q who wdf wkw
—Ted Lewis and his Orchestra. WABC wbbm whk wfbm kmcb wadc whio wsb t wva wsa wwl wcco
6:30—Eddie Varzo's Orchestra. (NBC) WCKY WLS wtm wowo
—Jimmy Kemper song stories WEAf WSM
—NBC Jamboree—Variety Program. WEAf
—Columbia Concert Hall: "Bases of Piono Literature." Jacques Jolas, Pianist. WABC WKRC WHAS whk wbbm wfbm wadc
—Uncle Jim's Question Bee—Jim McWilliams, conductor. WJZ wgy wma q
6:45—To be announced. WEAf wgy wtm wma q who wdf wkw
7:00—Meredith Willson's Orchestra. WEAf WLW KDKA WSM gy wtm wma q wj wave ky wdat wfla
—To be announced. WJZ WCKY wgar wave wire wham wma q wj wave ky wdat wfla wowo

Maple City Four, and Joe Kelly, m. c. WJZ KDKA WLS wham wgar wave wfla wbp lvoo
8:30—Hollywood Show Case: Lud Gluskin's Orchestra and guests. WABC WKRC WHAS WJR wbbm whk wfbm kmcb kmox wva wbt wsa wwl
—Emery Deutch's Orchestra. WEAf WLW ky wgy wtm wma q wdf wj kstp who
9:00—Cincinnati Summer Opera Association Program, from Zoological Gardens, Cincinnati. WLW to WJZ, KDKA wgar wave wire wham
—"Your Hit Parade": Peter Van Steeden's Orchestra; Freddie Gibson and Stuart Allen, vocalists; Hendrik Van Loon, author, guest; Leaders Male Trio. WABC WKRC WHAS WJR wbbm whk wfbm kmcb kmox wva wbt wsa wwl wcco
—NBC Jamboree—Variety Program. WEAf WCKY wgy wtm wma q who
9:45—Patti Chapin, songs. WABC WKRC WJR WHAS wbbm whk wfbm kmcb kmox wadc whio wsb t wva wfla wwl wcco
10:00—Carlos Molina's Hotel Steven's Orchestra. WEAf WCKY wgy, wtm wma q who wdf wkw
—Alka-Seltzer National Barn Dance. (NBC) WLW (kstp on 11:30) wire
—William Farmer's Rockefeller Center Promenade Cafe Orchestra. WEAf only
—Bunny Berigan and his Orchestra, WABC WKRC WHAS WJR wbbm whk kmcb wcau kmox wadc whio wsb t wva wfla wwl wcco

"Strange Michael Cannon" True to life are the experiences of the "Strange Michael Cannon," WSAI dramatic serial which is broadcast also by WHN and KQV of the WLW Line. Woven around the life of an eccentric playwright, the "Strange Michael Cannon" is written by Norwood Chamberlain, Cincinnati author, who has based the script on actual experiences in Hollywood. In the cast are Gertrude Onnen, who portrays Marcia Day; Betty Lee Arnold, who is heard as Yvonne Winters; Mary Louise Lantz, as Almeda; Joseph Harding, cast as Ken; Charles Doherty, billed as J. R. Day, and Elizabeth Gustedter, The "Strange Michael Cannon" is heard at 1:00 p. m. (E.S.T.), daily except Saturday and Sunday.



BY THE ASTRONOMER

With Radio interest focussed on the opera broadcasts . . . the astronomer turned the old telescope on the zoo this week. Maybe you'll be surprised too, to learn that many of the opera lads and lassies are old hands at this radio game. At any rate, asked Dick Leighton . . . who writes for the Enquirer and does publicity work for the opera . . . to do a bit of interviewing and see what he could find. Here's the result. Come in, Dick.

Rolf Gerard, one of the tenors over with the Summer Opera Company, fairly spouts good copy. He's tried his hand at practically everything, including swabbing decks in the navy, working a farm in California, fighting in the prize ring, and doing a vaudeville circuit.

What interested us most, though, was that he had one of the first amateur radio operator's licenses in the country. He is still a licensed operator, by the way . . . number 6AFU. He says he frequently gets invitations, whenever he hits a new town, to take over some of the amateur sets there, and his QIU signal always brings a rush of replies from old air-wave acquaintances. This is just a hint, of course . . .

He also believes he was the first singer to sing over a radio telephone in this country. It was in the St. Francis Hotel in San Francisco, run by one "Bugs" McCarthy, who was rather notorious among amateur radio operators at one time. In the days of unrestricted wave lengths, "Bugs" managed to horn in on every amateur station within speaking distance.

He holds the rank of electrician's mate, first class, in the navy, where he served four years, and his father was a wireless telegraph operator before him. Taught him the code when he was a kid.

As a matter of fact, there are very few of the singers doing opera here this summer who haven't been connected with radio in one way or another. And a lot of them have been, or are, on commercial programs.

Everyone remembers Norman Cordon, of course . . . the lanky North Carolinian who used to sing with the Merrimen on WLW. A more recent memory is his and Mario Chamlee's hill-billy version of "Forza del Destino" on the Shell Chateau hour. Norman is singing his customary assortment of king and high priest roles at the Zoo this summer. But he gets his big break as Lothario next week

in "Mignon," which, by the way, is due to be broadcast next Saturday night.

Then there is Fidelia Campagna, who came over from La Scala, Milan, only a couple of months ago. She has a lot of interesting things to say about the way they broadcast over there. The best thing about it seems to be that when they broadcast an opera, the singers get paid both ways, by the opera company management and by the radio station, which, of course, is under government subsidy.

Rosemarie Brancato, a diminutive and pretty red-head who sings coloratura, has been for two years now on the "Consolidated Gas Hour, Echoes of New York Town." She has also made guest appearances with the Firestone, National Biscuit, and Death Valley broadcasts.

DICK LEIGHTON.

Thanks Dick. And by the way, those Crosley Engineers are doing an ace high job of picking up those opera broadcasts. They sound plenty good on the air.

And in passing . . . wonder if broadcasting the operas cuts down or stimulates attendance? See if you can't get us figures on this Dick . . . but a good guess would be that airing the shows brings forth a lot of new opera fans.

More star shooting with the astronomer next week . . . and as usual, more peeps at people. Theme up and out.

### Columbia's Concert Hall

Julio Martinez Oyanguren, the noted concert guitarist, will be presented by Columbia's Concert Hall in an unusual and varied broadcast of classic and Spanish music over the WABC-Columbia network, including WKRC, Wednesday, July 21, from 2:45 to 3:15 p. m. (E.S.T.). Oyanguren was born in Durazno, Uruguay, and has earned the high praise of critics and others throughout the world since he gave his first important recital in Montevideo at the age of 11. His program consists of a Pavana by G. Sanz; "Petite Fuga" by Campion; a Sonata of Scarlatti; the Allegra from the Sonata, Opus 22, by Sors; Handel's Lento, Preludio by Bach; the "Tema-Variaciones" of Mozart-Sors; Turina's "Rafaga;" Preludio No. 6 y Tremolo by Tarrega, and a composition of the guitarist himself, "Andalucia."



## QUESTIONS AND ANSWERS

By RALPH SIMPSON

### RADIO DIAL'S "RADIO SLEUTH"

Dear Readers:

There are five Commercial radio stations in the city of Cincinnati, each carrying a weekly schedule of some 275 programs. A large number are transcribed by artists in Chicago, New York or San Francisco, others from NBC of the same cities. The rest are local with studio staff talent. They represent more than one thousand programs weekly. Please consider these things when sending in your questions and mention the station, the name of the program and, if possible, the time of the broadcast. Thank you.

Well, here we are back from another vacation, or didn't you get yours yet? You might call mine an educational trip for I learned many things while in Canada, not the least of which was disclosed along the highway just after leaving Windsor. We came to a group of people gathered along the side of the road. I stopped and asked what they were doing and someone replied "Looking for money". I asked why and the same voice said "Some workmen just dug up a bank."

In one of the towns where we stayed, an American got in a scrap with a little fellow in short plaid skirts and almost got kilt . . .

At the beach where we stopped, I tried to tell about Jonah and the whale, but they wouldn't believe me—said it sounded fishy to them.

They don't need to have a wedding up there to throw shoes either. Regular clay courts, lights and everything. We were somewhat surprised after registering at the Hotel, to hear the clink of horse shoes. So my partner and I, going by sound only, for it was dark, finally located them and sure enough there were four elderly men throwing horse shoes. Forgetting my previous experience, I said "I don't like to bother you, but tell me how you can see where to toss them?" "No trouble at all", said one of the older men, "If you get the right weight shoe when you buy them, they're light enough to pitch at night."

All these things served to irk me no end so to get even I waited until we were ready to leave, then said "There's one more question—when the sexton rings out the church bell on Sunday morning what becomes of all the water?"

On the way home I tried to get even with some of the Sunday drivers. I stopped in a one lane traffic at a toll gate and challenged the keeper to a game of checkers.

Now for our Q's and A's. C. A. Senseman of Dayton, Ohio. Your

letter was most welcome. I am always glad to come in contact with ambitious young folks. In your case, I would suggest you first prove your script on one of your local stations and then call it to the attention of prominent radio officials.

Here is a listener who wants to know if I would call this the Alpha and Omega in radio announcers—one Glenn Parker from W-ABC and one Charles Woods from W-XYZ. Tsk. Tsk.

It is rumored someone left a basket of kittens at Peter Grant's door step the other night. His immediate reaction was to call Molly Halstead who now has a Home Forum on WSAI. Peter Grant, as you know, is vacationing in New York this week, during which time the announcers program schedule has turned BROWN . . . Pete hasn't been informed but all the announcers are having a vacation while he's in New York.

Gilbert Martyn (Also on vacation) believes in the old adage "Variety is the Spice of Life". He began a household announcement last week in the following manner—"Now here's a busy-announcement for important housewives."

One of the birthdays which should have been called to your attention two weeks ago, was that of Don Foster, eminent public address system authority and member of the sound effects department at the Nation's Station. His was July 6th, Sorry, Don!

Red Barber is married, happily, too. He will begin the second half of his first sixty years on February 17, 1938.

In answer to many requests, the real personalities behind the Tom,

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Dick and Harry trio, are in order, Bud Vandover, Marlin Hurt and Gordon Vandover. Carl Hoeft is pianist-arranger for the team, business manager and when the occasion demands, a singer in a deep bass voice. They have been on the air for ten years.

Visitors at Crosley Field will hear a new voice giving the line-ups over the P. A. System. Al Helfer has been assigned to this duty with Gene Trace going to the mike with Red Barber.

I notice that Mutual, National and Columbia have all gone Shakespearean for the summer and, not being an authority on the writings of Shakespeare, this sounds rather deep to me; but one thing we can rest assured of: whoever wins will "Mac(a)-beth" of it.

I listened to the Flying Dutchman the other night under the leadership of the Master Dutchman—William Stoess. Those boys are really going places. I cornered Bill the other night—thought perhaps a question would disclose whether or not Bill suffers from this weekly outburst of rhythmic heat; but Bill says when the music gets too hot for him he swings the boys into a breezy tune—and, boy, how they blow. Nice Flying Dutchmen and if the interest isn't kept up on the notes of the Hit Parade, the musical mortgage may be taken up in Cincinnati to put back in circulation the song "Old Folks at Home. These opinions are given without calling Peter Steed (in) or finding out how Shep Fields about it.

As a last bit of gossip, the old Sleuth had roasting ears while in Canada. The reason? Because the Editor talked about me while I was gone. And as a parting shot, if you think you're living in a civilized world, remember most all the food you eat is canable. This is the Radio Sleuth, signing off with "SS."

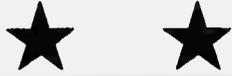
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regardless of age. Don't trade in your cleaner, letting someone else profit by rebuilding and selling it. We can make any sweeper look and work like new. Calls, deliveries, estimates free. Let us prove it to you.  
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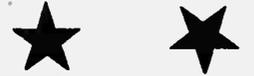
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SOuth 1234

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



PROGRAMS FOR SUNDAY, JULY 18



(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 time slots and program titles.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

NOON—Church of the Air: Rabbi Max Drob, Concourse Center of Israel, New York. WKRC WHAS WJR wcau wadc whio wsbt wfa wcco

N. Robson. WABC WKRC WJR WHAS wcau wbt wvl wadc wfbm wbbm wcco 2:00—Everybody's Music: Columbia Symphony Orchestra and Howard Barlow. WABC WKRC WJR WHAS whk wfbm kmcb kmox wadc wsbt wbf wcco

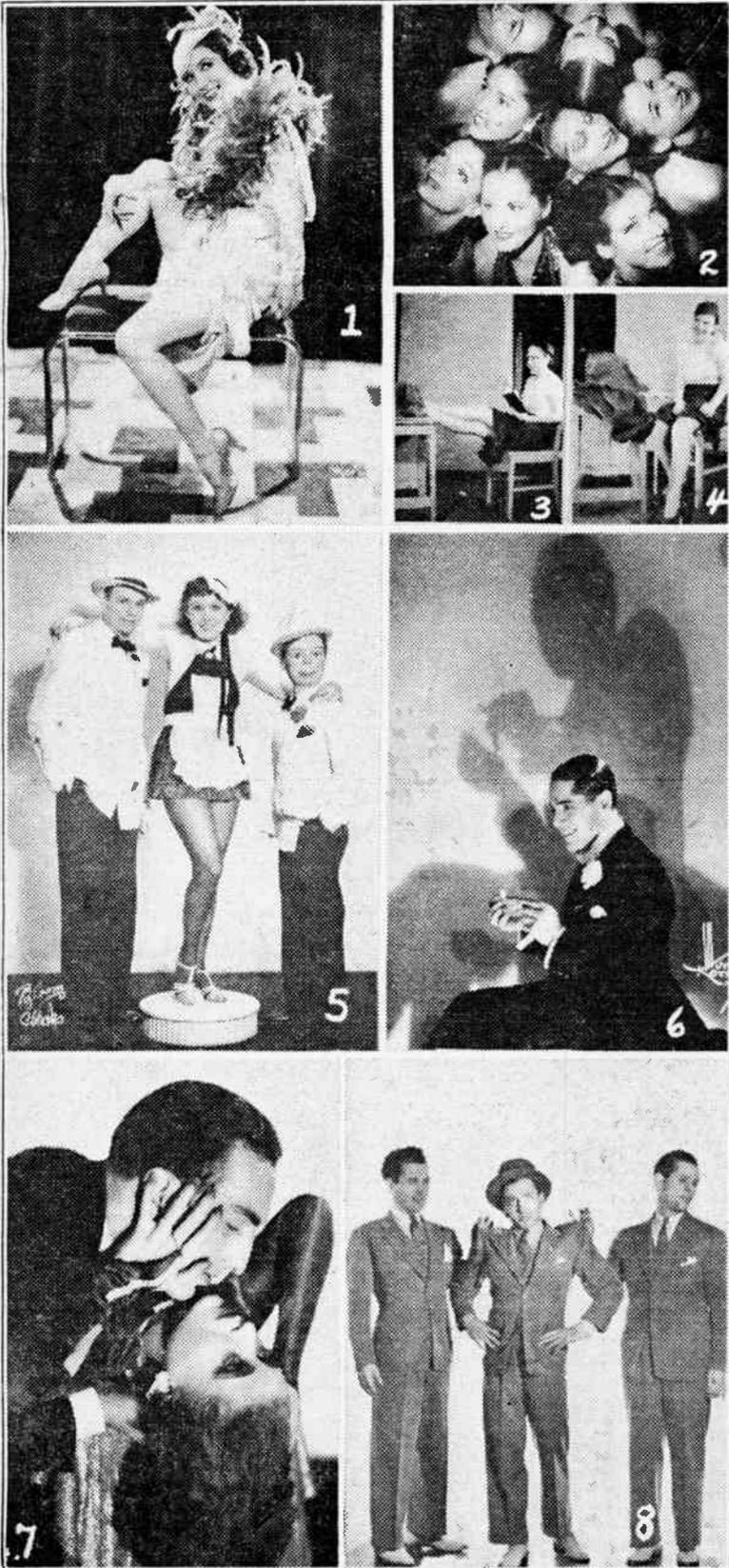
3:30—The World Is Yours: Dramatization. Program under auspices of Smithsonian Institute. WFAF wgy wtam wmaq wdfw wjw wjz

Catholic Hour: "Joy of Main Street," Rev. John B. Delaney, C.S.C. of Portland University, speaker; Paulist Choir, direction Father Finn. WFAF WSAI WSM wgy wtam wmaq wjw who wdfw wfa kstp wava wbt wfa wvl wcco

wmaq wgy kyw wdfw wtam wjw who wire 6:45—The Fitch Jingle Program: The Morin Sisters and Ranch Boys, trio. WFAF kyw wgy wtam wjw wmaq who wdfw

(Continued on page 18)

**BROADWAYS and BYWAYS**



1. Helen Honan, Lookout House star, shows us how to keep cool with the aid of feathers. By the way, when you get time, look up where the feathers are located.  
 2. The Bachelorettes having a bit of trouble getting together. Crazy way to earn a living, eh, what?  
 3-4. Your photographer's secretary shows what happens right in his own office when he's out looking for pictures with a kick in them.  
 5. Seems that Irene St. Claire can't make up her mind which one to choose. It's Herbert Dexter on her right and Jerry McGinty on her left. Jerry let us in on a little secret—Irene is his big moment at present.  
 6. Shadows by Edward Rickard—new star of movies. Appeared with Bing Crosby in "Double Or Nothing."  
 7. Two minds with but a single thought—Garcia and Perrot.  
 8. We're sure Mr. Baxter is only acting. We hope! Revel, Baxter, and Dean give comedy until it hurts.

**ROBERT TAYLOR, ELEANOR POWELL ON "HOTEL" SHOW**

Robert Taylor, handsome young leading man, and Eleanor Powell, nimble heel-and-toe artist, will appear on the "Hollywood Hotel" program over the WABC-Columbia network, including WKRC, WHAS, and WJR, Friday, July 16, from 8:00 to 9:00 p. m. (E.S.T.). They will preview scenes from the musical screen production, "Broadway Melody of 1938," and be supported by Sophie Tucker and Buddy Ebsen. This marks a reunion for Taylor and Miss Powell, who both made a bid for cinema fame in an earlier Broadway Melody production.

The musical portion of the program will feature Jerry Cooper, singing star; Frances Langford, Anne Jamison, Igor Gorin, and Raymond Paige's Orchestra.

**Nellie Revell Interviews**

Terri Franconi, NBC tenor, will be interviewed by Nellie Revell during her program on Tuesday, July 20, at 4:00 p. m. (E.S.T.), over the NBC-Red network, including WSAI. Many interesting facts about his career, and unusual experiences he has had will be revealed by Franconi during the broadcast.

**Basso To Be Soloist in "Concert Hour"**

Harry Mumma, basso, will be guest soloist during the "Concert Hour" over WLW and the WLW Line, 10:30 to 11:00 p. m. (E.S.T.) Sunday, July 18.

A member of the WLW vocal staff for two years, Mumma has been heard as soloist on many programs as well as bass in the WLW quartet.

On the "Concert Hour" he will sing "Il Laceratis Spirits," by Verdi, and "Myself When Young," from Lehmann's "In a Persian Garden."

Numbers to be interpreted by the William Stoess symphonic orchestra will include "Overture Rosamund," by Schubert; "Eu Bateau" from Debussy's "Petit Suite," and the Waltz Suite from "Die Fledermous," by Strauss.

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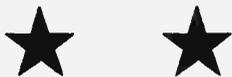
Yes, indeed! Cincinnati Children now have their very own program on WSAI—every day, Monday through Friday, from 5:15 to 5:30. Called "Friend Ralph." This joyous program is crammed with fun and music, with birthday celebrations and songs and stories. Even grown-ups will enjoy the daily visit of "Friend Ralph" over . . . . .



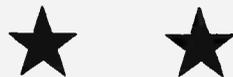
**WSAI**

CINCINNATI'S OWN STATION

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



PROGRAMS FOR MONDAY, JULY 19



(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 (6:30, 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).

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 wire 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 wire wmaq who
7:15-"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 wire wgy kvoo
7:30-The Voice of Firestone: Margaret Speaks, soprano; mixed chorus; symphonic orchestra; Alfred Wallenstein, conductor. WEAF

## TWINS NAMED FOR TOMMY AND BETTY OF WLW

Tommy and Betty, WLW entertainers, are walking on air around the studios these days. They have twin namesakes.

Among the thousands of letters received by the popular pair was one from Chillicothe, Ohio, informing the radio stars that twins born June 25 had been named Tommy and Betty. Here is the letter:

"I listen to your program every day and like it fine. A boy and a girl were born to me Friday, June 25. We call them Tommy and Betty. We named them for you two because we think you are both swell. Good luck to you both. (Signed), Mrs. Dorothy Phillips. A postscript asked for a picture.

"Our namesake will be the first to receive our pictures," said Tommy.

"And I'm going to multigraph it, too," chimed in Betty.

"You mean autograph, Betty," said Tommy with a chuckle.

Tommy and Betty are heard over WLW and the WLW Line at 5:15 p. m. (E.S.T.), daily except Saturday and Sunday.

Alfred Gus Karger will discuss "The State of the Union" at 5:45 p. m. (E. S. T.), Saturday, July 17th, over WLW and the WLW line. This broadcast will mark the 100th weekly presentation on Mr. Karger's program.

## At Lookout House



RUSS LYON

Possessed with the needed versatility to play for dancers, radio and floor shows the Russ Lyon orchestra continues to hold down the band stand at the Lookout House. Jerry McGinty, English cousin of Charlie McCarthy, and his ventriloquist boss, Herbert Dexter, co-star with Helen Honan in current floor show. Also on the bill are the Rhumba team, Stan and La Rue, Edward Rickard, the Shadowgraphman, and the dancing ensemble, The Bachelorettes. Dancing and dining continues in the Terrace Gardens. Lyon will audition for Coco-Malt in August.

## SUMMER OPERA BROADCASTS

This week's broadcast from the Zoo Garden will take place Saturday night instead of Friday, and will be from 9:00 to 10:00 p. m. (E.S.T.) instead of 8:00 to 9:00. The broadcast Saturday, July 17, will be of "Mignon," one of the most popular of last summer's offerings, and a sure-fire attraction on every operatic repertory. Coe Glade, magnetic American contralto, will sing the role of Mignon, probably her most famous personation. Opposite her will play Armand Tokatyan in another of his romantic roles, that of the young student Wilhelm Meister. And Rosemarie Brancato sings the brilliant part of Philina, the dazzling actress who provides the third angle of the romantic triangle. Norman Cordon also has an important part, that of Lothario, an aged minstrel who turns out in the end to be Mignon's father. Lodovico Oliviero occupies the role of Laertes, the suave companion of Philina, and Charlotte Bruno is the foppish young Frederick, one of Philina's suitors. Daniel Harris plays Giarno, Mignon's gypsy master.

On Thursday (July 15) the night's attraction at the Zoo is the first performance of "Mignon," which will also be broadcast Saturday night (July 17). Friday night (July 16) the last performance of Verdi's "Il Trovatore" will be given, with Fidelia Campigna, Maru Castagna, Harold Lindi, Angelo Pilotto in leading roles.

Sunday night (July 18) will open the fourth week of the present opera season, with "Carmen," which will be repeated the following Thursday. In the cast will be Maru Castagna in the role which made her famous all over Europe and particularly in Barcelona, Spain, the part of that passionate personification of Spain, Carmen. Don Jose, her lover, will be sung by Harold Lindi, while Joseph Royer will sing the role of Escamillo, the toreador, a characterization for which he is celebrated at the Metropolitan. Virginia Johnson, Daniel Harris, Lodovico Oliviero, Charlotte Bruno and Norman Cordon are also in the cast.

Tuesday (July 20) will bring "Lucia Di Lammermoor," the tragic tale of the Scottish maiden which Sir Walter Scott made famous in literature. Rosemarie Brancato will have the leading role, supported by Dmitri Onofrei, a brilliant new tenor from

Rumania heard here for the first time last summer. Daniel Harris, Norman Cordon, Charlotte Bruno, and Lodovico Oliviero are also in the cast.

## "Five Hours Back"

A variety of musical entertainment is offered on the "Five Hours Back" program, heard from 1:30 to 2:00 p. m. (E.S.T.), over WCKY and the NBC network every Friday, during July and August.

The series is scheduled especially for relay to the British Broadcasting Corporation, and features Frank Black and his symphonic dance orchestra, with vocal soloists and guest artists. The program originates in Radio City, New York.

## Don't Wait!

Now is the time to treat Hay-Fever

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

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## Carnation Program Takes 41½ Hours of Frank Black's Time Each Week

Waving the baton as musical director of a show such as the "Contented" program doesn't mean that the man who does the waving works only once a week during the 30 minutes that the program is on the air. Decidedly not in the case of Dr. Frank Black, famous NBC maestro, who must commute from his home in New York to the studios in Chicago for the broadcast.

The 26 half-hour programs presented under his direction during the first six months of this year have required an expenditure of 1,079 hours on his part, or an average of 41 hours and 30 minutes per program.

He spent the 1,079 hours as follows: 13 hours actually on the air; 156 hours in rehearsal; 312 hours in making orchestral and choral arrangements; 130 hours in airliners, and 468 hours in trains between the two cities.

Black works out his programs and arrangements during time he can spare from his duties as general musical director of NBC in New York.

Sunday afternoon he boards the train for Chicago and arrives at the Merchandise Mart studios to begin rehearsals early Monday morning.

After a day of rehearsing, the Carnation program is broadcast over the NBC-Red network including WSAI at 9:00 p. m. (E.S.T.). Black also takes time during his day in Chicago for a preliminary rehearsal of the program for the week following. Then he hops a plane back to New York, where he has two other broadcasts on NBC each week.

One of the Cincinnati radio stations is seeking the services of a woman announcer. She must have a good voice and the ability to "m. c." a musical program, interspersed with items of interest to women. Applicants are asked to write to

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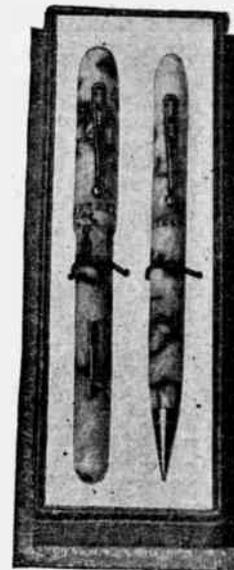
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N Denotes (NBC)
C Denotes (CBS)
M Denotes (MBS)

PROGRAMS FOR WEDNESDAY, JULY 21

(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.

Station headers: WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

Detailed program descriptions and notes for various time slots, including 'Poetic Melodies', 'Easy Aces', 'Broadway Merry-Go-Round', etc.

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

PROGRAMS FOR THURSDAY, JULY 22

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklin Mac Cormack, poetic reader. Carlton Kelsey's Orchestra. WABC WKRC wadc wwa wbt whk wcau
—Amos 'n' Andy: Pepsodent Program. WEA F wgy wtm wma wq wv wwp wwt wwx wyy wzz waa wab wac wad wae waf wag wwh wwi wwj wwk wwl wwm wwn wwo wwp wwt wwx wyy wzz waa wab wac wad wae waf wag wwh wwi wwj wwk wwl wwm wwn wwo

WKRC WHAS WJR wbbm wfbm whk wcau kmox wadc whio wbt wsa wwl wcco
8:30—Chautauque Town Meeting of the Air—George Denny, Jr., moderator. From Chautauque, N. Y. James G. McDonald, Editorial Staff, New York Times "Will Collective Security Give us the Road to Peace?" WJZ WCKY WLS KDKA wgar wawe wira whm wowo
9:00—Kraft Music Hall: Bob Burns, comedian; Johnny Trotter's Orchestra; guests artists. WEA F WLS WSM wgar wgy wtm wwi wwm wwn wwo wwp wwt wwx wyy wzz waa wab wac wad wae waf wag wwh wwi wwj wwk wwl wwm wwn wwo

W5M WLW wdat wfaa wmaq wire wky —Frank Dailey and his Orchestra. WABC (WKRC on 10:15) wadc kmox whk who wbt wbt
—Paul Sabin's Hotel LaSalle Orchestra. WJZ wgar wawe wira whm wowo
10:15—Ink Spots: Negro male Quartet. WEA F WSM wgy wtm wmaq who
10:30—Eddie Varzo's Hotel Bismarck Orchestra. WJZ (WCKY on 10:45) wgar wawe wira whm wowo
—Will Osborne's Orchestra. WABC WKRC whk wfbm wcau kmox wadc whio wsb wbt wbt wbbm kmcb wcco
—Northern Lights: Dramatization, with Waldo Pooler. Lee Gordon's Orchestra. WEA F wgy wtm wmaq who wdat wfy
11:00—George Hamilton and his Orchestra. WABC WJR WKRC WHAS whk wfbm kmcb wcau wadc whio wbt wwi
—Bernie Cummins' Orchestra. (CBS) wbbm —Larry Burke, tenor. WEA F wgy wtm wmaq who
—Henry Busse's Chez Paree Orchestra. WJZ WCKY wgar wawe wira whm
11:08—Jerry Blaine's Park Central Hotel Orchestra. WEA F WSM wgy wtm wmaq who
11:30—Dick Gasparre's Trocadero Orchestra. WJZ WCKY wgar wawe wira whm
—Al Trace and his Orchestra. WABC WJR WKRC wbbm whk wfbm kmcb wcau wadc whio wsb wbt wcc wvwa
—Fletcher Henderson's Grand Terrace Cafe

Orchestra. (NBC) wgy wtm wmaq who —William Farmer's Promenade Cafe Orchestra from Radio City. WEA F only MIDNIGHT—Nocturne, with Eddie House. (CBS) wbbm wfbm kmcb

"Ship of Song"
When the "Ship of Song" is broadcast over WKRC at 11:30 a. m., (E.S.T.), Sunday, July 18, it will present a new harmony trio to WKRC listeners. Discovered by Ruth Lyons during a recent audition, the Savoy Sisters are destined to become one of radio's outstanding trios. Esther, the oldest of the group, who is twenty, makes all their arrangements and plays piano. Norma and Ellen are eighteen and seventeen, respectively.
In addition to the Savoy Sisters, Admiral Lewis Lind, baritone, and the piano and organ melodies of Gladys Lee and Ruth Lyons will be featured.

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



PROGRAMS FOR FRIDAY, JULY 23



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main grid of radio programs for Friday, July 23, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and their respective programs and times.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

Network programs for NBC and CBS, including descriptions of shows like 'Poetic Melodies', 'The Pepsodent Program', and 'United States Cabinet Series'.

(1260 kc  
N Denotes NBC)

**WHIO—DAYTON, OHIO**

July 17 to July 23, Inclusive

**Sunday Network Programs**  
(Continued)

	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
7:00	Breakfast Express		Breakfast Express	7:00 Breakfast Express	7:00 Breakfast Express	7:00 Breakfast Express	7:00 Breakfast Express
7:15	"		"	7:15 " " " " " "	7:15 " " " " " "	7:15 " " " " " "	7:15 " " " " " "
7:30	WHIO Almanac		WHIO Almanac	7:30 WHIO Almanac	7:30 WHIO Almanac	7:30 WHIO Almanac	7:30 WHIO Almanac
7:45	Little Tom		Little Tom	7:45 Little Tom	7:45 Little Tom	7:45 Little Tom	7:45 Little Tom
8:00	Yesterday's Favorites	Sunday Morning at	Metropolitan Parade C	8:00 Dear Columbia C	8:00 Music in the	8:00 As You Like It C	8:00 Metropolitan Parade C
8:15	Dalton Brothers C	Aunt Susan's C	" " " "	8:15 Richard Maxwell C	8:15 Richard Maxwell C	8:15 Richard Maxwell C	8:15 News
8:30	Fiddlers Fancy C	Christian Tabernacle	Richard Maxwell C	8:30 Richard Maxwell C	8:30 Richard Maxwell C	8:30 Richard Maxwell C	8:30 Richard Maxwell C
8:45	"	"	Voice of the Organ	8:45 Voice of the Organ	8:45 Voice of the Organ	8:45 Voice of the Organ	8:45 Voice of the Organ
9:00	Your Garden & Mine C	Church of the Air—	Pretty Kitty Kelly C	9:00 Pretty Kitty Kelly C	9:00 Pretty Kitty Kelly C	9:00 Pretty Kitty Kelly C	9:00 Pretty Kitty Kelly C
9:15	Richard Maxwell C	Rev. G. W. Hobbs C	Song Stylists	9:15 Dalton Brothers C	9:15 Dalton Brothers C	9:15 Dalton Brothers C	9:15 Dalton Brothers C
9:30	Let's Pretend C	Romany Trail C	Municipal Court	9:30 Municipal Court	9:30 Municipal Court	9:30 Municipal Court	9:30 Municipal Court
9:45	"	"	Your Band of the Day	9:45 Your Band of the Day	9:45 Your Band of the Day	9:45 Your Band of the Day	9:45 Your Band of the Day
10:00	Law White at the	Organ Moods C	Magazine of the	10:00 Waltz Time	10:00 Magazine of the Air C	10:00 Waltz Time	10:00 Magazine of the Air C
10:15	Organ C	"	Air C	10:15 Fay Le Meadows	10:15 Fay Le Meadows	10:15 Fay Le Meadows	10:15 Fay Le Meadows
10:30	Columbia Concert	Major Bowe's Capitol	Big Sister C	10:30 Big Sisters C	10:30 Big Sister C	10:30 Big Sister C	10:30 Big Sister C
10:45	"	Theatre Family C	Aunt Jenny's Stories C	10:45 Aunt Jenny's Stories C	10:45 Aunt Jenny's Stories C	10:45 Aunt Jenny's Stories C	10:45 Aunt Jenny's Stories C
11:00	4-H Clubs	"	Cornelia on the Air	11:00 Cornelia on the Air	11:00 Cornelia on the Air	11:00 Cornelia on the Air	11:00 Cornelia on the Air
11:15	Oriental C	"	Edwin C. Hill C	11:15 Edwin C. Hill C	11:15 Edwin C. Hill C	11:15 Edwin C. Hill C	11:15 Edwin C. Hill C
11:30	George Hall's Orch. C	Salt Lake Tabernacle	Around the Band Stand	11:30 Concert Miniatures	11:30 Around Band Stand	11:30 Concert Miniatures	11:30 Around Band Stand
11:45	Farm Review	Choir C	The Arcadians	11:45 The Arcadians	11:45 The Arcadians	11:45 The Arcadians	11:45 The Arcadians
12:00	News; Markets	Church of the Air—	News; Markets	12:00 News; Markets	12:00 News; Markets	12:00 News; Markets	12:00 News; Markets
12:15	Jimmy Shields C	Rabbi Max Drob C	Ann Kirk Trio	12:15 Ann Kirk Trio	12:15 Ann Kirk Trio	12:15 Ann Kirk Trio	12:15 Ann Kirk Trio
12:30	Your Opinion	Week's News Review	Eddie and Ron	12:30 Eddie and Ron	12:30 Eddie and Ron	12:30 Eddie and Ron	12:30 Eddie and Ron
12:45	Buffalo Presents C	Poetic Strings C	To be announced C	12:45 To be announced C	12:45 To be announced C	12:45 To be announced C	12:45 To be announced C
1:00	Madison Ensemble C	Editor Speaks	Woman's News C	1:00 Romany Trail C	1:00 Woman's News C	1:00 Ramblers in Rhythm C	1:00 Woman's News C
1:15	Ann Leaf, organ C	St. Louis Serenade C	Milton Charles, org. C	1:15 Betty Fairfax	1:15 Better Business	1:15 Herbert Foote, org. C	1:15 Milton Charles, organ
1:30	"	Sunday Players	Montana Slim C	1:30 Dalton Brothers C	1:30 Montana Slim C	1:30 Dalton Brothers C	1:30 Montana Slim C
1:45	Tours in Tone C	"	Myrt and Marge C	1:45 Myrt and Marge C	1:45 Myrt and Marge C	1:45 Myrt and Marge C	1:45 Myrt and Marge C
2:00	Cincinnati at Boston	Band Music	Cincinnati at Boston	2:00 Theater Matinee C	2:00 Manhattan Matinee C	2:00 Theater Matinee C	2:00 Cincinnati at Boston
2:15	Baseball Game	Cincinnati at Boston	Baseball Game	2:15 " " " "	2:15 " " " "	2:15 " " " "	2:15 Cincinnati at Boston
2:30	"	Baseball Game	"	2:30 Columbia Concert	2:30 Questions in Congress C	2:30 Do You Remember C	2:30 Cincinnati at Boston
2:45	"	"	"	2:45 Hall C	2:45 Concert Hall C	2:45 " " " "	2:45 Game
3:00	"	"	"	3:00 News: 8. Byron songs C	3:00 News: Concert Hall C	3:00 News: Howells-Wright C	3:00 " " " "
3:15	"	"	"	3:15 Novelists C	3:15 Dance Time C	3:15 C. O. Williams C	3:15 " " " "
3:30	"	"	"	3:30 Federation of Business	3:30 Russell Dorr C	3:30 U. S. Army Band C	3:30 " " " "
3:45	"	"	"	3:45 Women C	3:45 Academy Medicine C	3:45 " " " "	3:45 " " " "
4:00	Dictators C	"	Clyde Barrie, songs C	4:00 Auction	4:00 Auction	4:00 Auction	4:00 Eton Boys, quartet C
4:15	"	Our Amer. Neighb's C	Eton Boys C	4:15 Science Series C	4:15 Four Stars Quartet C	4:15 Elsie Thompson, organ	4:15 Doris Kerr, songs C
4:30	Great Lakes Revue C	Clara Oglesby Lyman	Doris Kerr, songs C	4:30 St. Louis Syncopators C	4:30 Doris Kerr, songs C	4:30 All Hands on Deck C	4:30 Doris Kerr, songs C
4:45	"	"	Funny Things C	4:45 Explorat. Adventures C	4:45 Funny Things C	4:45 " " " "	4:45 Funny Things C
5:00	Ben Feld's Orchestra C	The Chicagoans C	Howard Phillips C	5:00 Margaret Daum, so-	5:00 Del Casino, songs C	5:00 Clyde Barrie, baritone C	5:00 H. Phillips, songs C
5:15	"	Columbia Workshop—	Four Stars Quartet C	5:15 prano & Orchestra C	5:15 Eton Boys Quartet C	5:15 Hobart Bosworth C	5:15 Hobart Bosworth C
5:30	News; Sports	First Anniversary C	News; Sports	5:30 News; Scores	5:30 News; Sports	5:30 News; Scores	5:30 News; Sports
5:45	Frank Dailey's	Geo. Hall's Orch. C	Geo. Hall's Orch. C	5:45 Geo. Hall's Orch. C	5:45 Singing Waiters C	5:45 George Hall's Orch. C	5:45 Frank Dailey's Orch. C
6:00	Orchestra C	"	News: Dinner Music	6:00 News: Dinner Music	6:00 News: Dinner Music	6:00 News: Dinner Music	6:00 News: Dinner Music
6:15	"	"	Si Burick	6:15 Si Burick	6:15 Si Burick	6:15 Si Burick	6:15 Si Burick, sports
6:30	Columbia Concert	Harry Von Zell's	Jack Shannon, tenor	6:30 Jay Freeman's Orch. C	6:30 Geo. Hall's Orch. C	6:30 Elmer Davis: News	6:30 Herb't Foote's En'ble C
6:45	Hall C	Review C	Boake Carter C	6:45 Lives of the Great	6:45 Boake Carter C	6:45 Patti Chapin C	6:45 Boake Carter C
7:00	Saturday Night Swing	Milton Berle and	Community Program	7:00 Thank You Stusia	7:00 Sid Ten Eyck Orchestra	7:00 Thank You Stusia	7:00 Clint Noble's Orch
7:15	Club C	Company C	Clint Noble's Orch	7:15 Clint Noble's Orch	7:15 Clint Noble's Orch	7:15 To be announced	7:15 Sid Ten Eyck's Orch
7:30	Johnny Presents Russ	"Texaco Town" C	Plantation Boys	7:30 Grant Park Concert C	7:30 Laugh With Ken	7:30 " " " "	7:30 Mai Kamp Orchestra C
7:45	Morgan's Orches. C	"	"Extra Safety Margins"	7:45 " " " "	7:45 Murray C	7:45 " " " "	7:45 " " " "
8:00	"Professor Quiz" C	"Universal Rhythm"	Shakespeare "Much	8:00 Watch the Fun	8:00 Andre Kostalantz's	8:00 Major Bowe's Amateur	8:00 Hollywood Hotel
8:15	"	Starring Richard Bo-	Ado About Noth-	8:15 Go By C	8:15 Orchestra C	8:15 Hour C	8:15 Jerry Cooper; Ray-
8:30	Lud Gluskin's	nelli C	ing" C	8:30 Benny Goodman's	8:30 Beauty Box Theatre—	8:30 " " " "	8:30 mond Paige's Or-
8:45	Orchestra C	"	"	8:45 Swing School C	8:45 J'sica Dragonette C	8:45 " " " "	8:45 chestra C
9:00	Your Hit Parade C	Lewisohn Stadium	Wayne King's	9:00 United States Navy	9:00 Gang Busters—Phillips	9:00 Your Adventure With	9:00 Ferde Grofe's
9:15	"	Concert C	Orchestra C	9:15 Band C	9:15 Lord C	9:15 Floyd Gibbons C	9:15 Orchestra C
9:30	"	"	Your Neck o' the	9:30 Sid Ten Eyck Orchestra	9:30 Time for Gogo DeLys C	9:30 March of Time C	9:30 U. S. Cabinet
9:45	Patti Chapin, songs C	"	Woods C	9:45 Lakeside Orchestra	9:45 To be announced C	9:45 Clint Noble's Orch	9:45 Series C
10:00	Bunny Berigan's Orches-	Frank Dailey's	Musical Moments	10:00 Marion McKay Orch.	10:00 Musical Moments	10:00 C. Gaylord's Orch	10:00 Musical Moments
10:15	tra C	Orchestra C	Ted Lewis' Orch. C	10:15 B. Berrigan's Orch. C	10:15 Tom. Dorsey's Orch. C	10:15 Frank Dailey's Orch. C	10:15 Jay Freeman's Or. C
10:30	Scores: Gus Arnheim's	Scores; Jay Freeman's	Scores: Bernie Cum-	10:30 Scores: Will Osborne's	10:30 Scores: Bert Block's	10:30 Scores: Will Osborne's	10:30 Scores: Bob Crosby's
10:45	Orchestra C	Orchestra C	mins' Orchestra C	10:45 Orchestra C	10:45 Orchestra C	10:45 Orchestra C	10:45 Orchestra C
11:00	Bernie Cummins'	Al Trace's	Bob Crosby's	11:00 Bert Block's	11:00 Jan Garber's	11:00 George Hamilton's	11:00 To be announced C
11:15	Orchestra C	Orchestra C	Orchestra C	11:15 Orchestra C	11:15 Shep Fields' C	11:15 Orchestra C	11:15 " " " "
11:30	Glen Gray's	Jan Garber's	Glen Gray's	11:30 Tommy Dorsey's	11:30 George Hamilton's	11:30 Al Trace's	11:30 Shep Fields'
11:45	Orchestra C	Orchestra C	Orchestra C	11:45 Orchestra C	11:45 Orchestra C	11:45 Orchestra C	11:45 Orchestra C
12:00	C. Gaylord's Orch.	Sign off	Clint Noble's Orch	12:00 Clinton Noble's Orch.	12:00 Clint Noble's Orch	12:00 Marion McKay's Orch.	12:00 Clint Noble's Orch
12:15	Clinton Noble's	"	Sid Ten Eyck's	12:15 Sid Ten Eyck Orchestra	12:15 Marion McKay's	12:15 Sid Ten Eyck's	12:15 Marion McKay's
12:30	Orchestra	"	Orchestra	12:30 Marion McKay's	12:30 Orchestra	12:30 Orchestra	12:30 Orchestra
12:45	Marion McKay's Orch.	"	Marion McKay	12:45 Orchestra	12:45 Sid Ten Eyck's Orch	12:45 Clint Noble's Orch	12:45 Sid Ten Eyck's Orch

wire wham wmaq wfla wowo  
 —Woodbury's Rippling Rhythm Revue, starring Shep Fields and his Orchestra; Bob Hope and Honeychile; Del 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. WEAF WSAI WSM kyw wgy wtm wvj who wfla wdf wmaq wfae wire wham  
 8:45—Choir Symphonette, vocal ensemble with instrumental accompanist. WJZ WCKY KDKA WLS wgar wfae wire wham  
 9:00—Seafest Sunday Night Party: James Melton, m. c. Robert Dolan's Orchestra; New Yorkers Chorus; Tom Howard and George Shelton, comedians, guest artists. WEAF WSAI WSM wgy wtm wvj wmaq who wdf wfla wfae  
 —Lewisohn Stadium Concerts: Philharmonia Symphony Orchestra, direction Fritz Reiner. Davidson Taylor, commentator. WABC WKRC WHAS WJR kmcb wcau wfbm whk who wadc wbsb wbt wvl wfsa 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 wfae wire wham wmaq wfla wowo  
 10:00—Judy and the Bunch. Vocal Quartet. WJZ WCKY wgar wfae wire wham  
 —Jerry Blaine and His Park Central Hotel Orchestra. WEAF wgy wtm wmaq kyw  
 —Press-Radio News. WJZ WLS wfbm wbbm who wadc wspd wbsb whk  
 —Frank Dailey and his Orchestra. WABC WKRC WJR WHAS wbbm kmcb wfbm whk wcau who wadc wbt wfsa wcco kmox  
 10:15—Paul Sabins' Hotel LaSalle Orchestra. WJZ WCKY KDKA WLS wgar wfae wire wham  
 10:30—Eddie Varzo's Hotel Bismarck Orchestra. WJZ WCKY wgar wfae wire wham  
 —Press-Radio News. WEAF and network.  
 —Jay Freeman and his Orchestra. WABC WHAS WKRC wbbm kmcb whk wfbm wcau kmox wadc who wbsb wbt wfsa wcco  
 —Woodbury's Rippling Rhythm Revue, starring Shep Fields' Orchestra. (NBC) WSM wfae wbae  
 10:35—Carlos Molina's Hotel Stevens Orchestra. WEAF wgy wtm wmaq who wdf kyw  
 11:00—Henry Busse's Chez Paree Orchestra. WJZ WCKY KDKA wgar wfae wire wham  
 —Al Trace and his Orchestra. WABC WKRC WHAS WJR wbbm whk wfbm kmcb wcau wadc who wfsa wcco  
 —Barney Rapp's Beverly Hills Country Club Orchestra. WEAF WSM and network  
 11:30—Jan Garber and his Orchestra (from Catalina Island). WABC WKRC WJR wbbm wfbm wcau wbt whk kmcb wadc who wfsa wcco  
 —Fletcher Henderson's Grand Terrace Cafe Orchestra. WEAF WSAI WLS wgy wtm wmaq who  
 —Harry Reser and his New Penn Hotel Orchestra. WJZ WCKY KDKA WSM wgar wfae wire wham

**Fritz Reiner To Introduce  
Composition By Weiner At  
Lewisohn Stadium Concert**

Fritz Reiner, in the second of three Sunday broadcast concerts he is directing from the Lewisohn Stadium in New York, will conduct for the first time at the Stadium the Divertimento for Strings by Weiner. This portion of the concert is to be carried over the WABC-Columbia network, including WKRC, WHAS and WJR, July 18, from 9:00 to 10:00 p. m. (E.S.T.), the third in Columbia's series of seven Sunday night broadcasts of the famous al fresco music events.  
 Reiner will first give two Sibelius selections, the "Swan of Tuonela" and the March from the Suite "Karelia." Three Slavonic Dances of

Dvorak: Opus 46, No. 6; Opus 72, No. 2, and Opus 46, No. 8, are next to be given. The "Rakoczy March" from Berlioz' "Damnation of Faust" is to follow the Weiner composition as the concluding scheduled work. Davidson Tyler is the program commentator for Columbia in this series.  
 "Another vivid page of statistics shows that whereas the United States had 50,000 soldiers killed on the battlefields of France, 70,000 die each year in America of tuberculosis; 140,000 of cancer, and that there are 130,000 infant deaths."—Dr. Allan Roy Defoe in CBS talk.

Charlie McCarthy, the saucy dummy who makes life a wooden nightmare for one W. C. Fields, will soon step from radio to motion pictures with his Samuel Goldwyn's "Follies" with the dummy, and production will start in August. It is reported that Charlie may also appear later this year in a motion picture with his mortal foe Fields.

Peggy Wood, famous NBC actress, is another one of those superstitious women. She always wears the same dress when she broadcasts. It's black linen. Peggy bought it because she lives in Stamford, Conn., and she thought it would be practical for commuting this summer. Now she thinks her broadcast won't be a success unless she wears it.

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**MILTON BERLE  
TO BE GUEST ON  
BERNIE PROGRAM**

Milton Berle, famous comedian of radio and screen, has been invited to appear with the Old Maestro on his program of Tuesday, July 20, at 8:00 p. m. E.S.T.), over the NBC-Blue network, including WLW, KDKA, WLS, and WSM.  
 Famous for impromptu repartee, known among show folks as ad-libbing, both Ben Bernie and Milton Berle should provide many a laugh. Milton Berle's recent screen success "New Faces of 1937" and Ben Bernie's "Wake Up and Live" are both playing theaters throughout the country.  
 Joan Blaine, star of Tale of Today, Sunday script show angled by a cosmetic maker, has resigned from the program and after Sunday's (July 11) broadcast, took off for New York City, her permanent headquarters in the future.

# A Hellinger Short Story

IT was a hot and stuffy night. The boardwalk was jammed. Off to the right, you could see the big hotel and the huge gas tank. Just ahead were the dazzling lights of Luna Park.

There was Steeplechase. And the revolving Ferris wheels. You could hear the spasmodic roar of the surf, and the nasal cries of the barkers. Everywhere were the mingled odors of hot hamburgers, hot dogs, and hot people.

Nearby, a tinnv piano tinkled for a nickel. Chess players in damp alleys played by the hour at a quarter a game. Kids in shirt sleeves heaved baseballs at stuffed cats. A roller coaster roared down a steep incline, and you could hear the women scream as the car curved and shot upward again.

It was that strange place they called Coney Island. On a Saturday night.

IN the vast crowd was George Larrabee. George and his dear wife Penelope. George wore an ice cream suit, and pincez glasses. Penelope was one of those lovely ladies who never seem satisfied with anything, including themselves.

At the moment, she was beefing generously.

"This," she said loudly, "is disgusting."

Her husband nodded.

"Yes," he agreed. "Let's get off this boardwalk. Would you like to try a roller coaster ride?"

Penelope lifted her chin four degrees.

"Are you utterly mad?" she demanded. "I wouldn't go on one of those crazy rides for anything in the world. They should be abolished, because they're a menace to life and limb." She snorted. "I can just see

myself crushing my expensive crepe dress in one of those things!"

George sighed. "Have a hot dog, Penny?" he whined.

Her lip curled. "Food for morons!" She shook her head. "Not for me, thank you. Lord

knows what they put in those things. I'd prefer to go on living, if you don't mind."

George Larrabee shrugged. No sense arguing with her.

"I have an idea," he said cautiously. "Would you like to try a ride in the Tunnel of Love?"

His wife stopped in her tracks and roared with laughter. She laughed so loudly and so long that George grew nervous.

"What's so funny about that?" he asked sheepishly.

"The Tunnel of Love!" she repeated hysterically. "You're not going insane on me, are you, George?"

"How can love be associated with those foul-smelling tunnels, and muddy water, and filthy scows? Why,

"All right, Penny. Don't rub it in. I'm only trying to make you happy. What would you like to do?"

"I would like to go home," snapped the woman. "I don't like the people, and I don't like the odors, and I can't get away from this cheap tinsel quickly enough."

"And for goodness sake, George, let's keep away from the subway. We'll take one of those Times Square buses back to New York."

"Okay, Penny," said the man tiredly. "Let's go."

WALLY SMITH'S blond hair was disheveled. His collar was open, and his tie hung loose. His young face was exuberant. His left

## Viewpoint

arm was around his bride as the roller coaster cars came to a stop.

"Again, Nellie?" he asked. "Swell!" the girl enthused. "Let's take one more ride on this, and then we'll go through the Tunnel of Love."

"You betcha," he cried. "But I'm warning you, my fair young bride,

questioned. "Don't you get a real kick out of it?"

"I'll say I do," replied the girl. "I love every bit of it. The lights, and the crowds, and the laughs. I wish we could come down here more often, Wally."

"Don't worry, darling," said Wally. "We will."

When they reached the rubberneck bus that was to take them home, they were a very tired couple. All the way in, Nellie dozed on Wally's shoulder.

MRS. LARRABEE stifled a yawn with a manicured hand.

"An evening wasted," she murmured to poor George. "Purely wasted. No more Coney Island for me. It's cheap. It's tawdry. And it's filled with morons who don't know how to enjoy themselves."

In front of the Larrabee's, on the same bus, sat the Smiths.

"Tired?" asked Wally fondly. His bride nodded on his shoulder. "But it was fun, wasn't it?" he went on.

"It was grand, Wally. Honestly, I haven't had so much fun in years. I just love Coney Island."

When the bus reached Times Square, Wally and Nellie scrambled out. Behind them, George Larrabee stared intently. He nudged his wife.

"Know who that was?" The woman shook her head. "That was young Smith and his bride."

Penelope's eyes widened. "Wally Smith!" she cried excitedly. "Young Wally Smith! Well, why didn't you introduce me, you dodo? Go after him. Call him back!"

But George didn't move.

"Nothing doing," he said. "You just don't run after society millionaires. And after all, I'm only a clerk in his factory."



His left arm was around his bride as the roller coaster cars came to a stop.

## GUYS, GALS, GIGGLES AND GROANS



MARK HELLINGER

### BIG BUSINESS

IT happened at one of those gay parties that sound so swell in fiction and are so terribly dull in real life. Among the guests was a very wealthy and somewhat absent-minded business executive.

After the seventh drink, the executive dropped into an easy chair. His head was reeling as he closed his tired eyes. He

didn't know where he was, and it didn't really make much difference.

A pert little blonde chose that particular moment to float over to the executive. With a whoop of joy, she parked herself on his lap.

"Hello, big boy," she cried happily. "How's my little daddykins?"

The executive opened a bleary eye. "What's that?" he drooled. He opened both eyes and discovered the blonde on his lap.

"Oh yesh," he hiccupped, trying to clear his voice. "Take a letter!"

### HOLLYWOOD

FROM the movie center comes the story of the picture producer who was looking at a house for possible purchase.

The real estate agent rubbed his hands.

"Well," he smiled, "what do you say?"

The producer shook his head.

"I don't think I'll buy it," he replied. "It's beautiful and adorable—but that's all!"

### MODERN YOUTH

FROM Ted Eddy comes the story of the mother who returned home at two in the morning. She was startled to find little Georgie, just eight, not yet in bed.

"What is this?" cried mamma. "You didn't have to wait up for me."

Little Georgie said nothing. He merely seemed a trifle bored.

"I said," repeated his mother angrily, "that you didn't have to wait up for me!"

The boy shrugged. "I know it," he retorted finally. "But someone's got to let grandma in!"

### FAIR ENOUGH

THE two unemployed hams were discussing a third.

"What do you mean by saying that he has a larger wardrobe than I have," complained the first ham. . .

I grant you he has a new suit—but so have I."

"Sure," pointed out the second ham. "But with his, he has two pair of pants!"

### PERSISTENCY

HERMAN BACHRACH tells about the most persistent lawyer in the world.

Seems he stayed up all night recently, trying to break a girl's will! . . .

### UNFORTUNATE

"HAVE you heard," wires Carl Hoff, "about the high jumper who became a radio singer?"

"He used to clear six feet—but he lost his commercial because he couldn't clear his throat!"

### EXPLANATION

THE cop, walking his beat at 2 A. M., spotted a crook in the act of trying to burgle a store. The officer made a dash for the thief. The crook heard the cop coming and took to his heels.

They both raced down the street at top speed, the cop firing his gun into the air on occasion. As they rounded a corner, both on the verge of collapsing, a limousine drew alongside the crook.

The chauffeur paid no attention—but an elderly lady leaned from the car. Her eyes were bright with interest.

"My, oh, my," she called to the burglar. "Whatever are you two boys doing?"

The crook put on a fresh burst of speed. "Don't mind us, lady," he panted. "We're just playing cops and robbers!"



# AROUND the DIAL

by THE DIAL TWISTER

NBC devoted some of its supposedly valuable time July 3 to airing what was billed as the opening of the Delmar Track, near San Diego. Actually, it was just another meeting of the "Hollywood Mutual Admiration Society." By now listeners are much too familiar with this well-known organization. A typical meeting consists of screen stars swarming around a coast-to-coast microphone and telling each other how grand, swell, amusing and lovely they are. This time everything went off according to formula except that Clem McCarthy—the old meanie—insisted on luging in the description of a mere horse race. He mustn't let that happen again. Uneasy afterthought: buried somewhere in the radio law is an inconspicuous phrase about the "public interest, convenience and necessity."

The faithful are all in a dither about "David," the newest teaser in One Man's Family. The dial-twister has no inside information. But the likeliest guess is that the infant has just been adopted by "Beth."

When a comedian takes over another's show for the summer the sacred rule is that his premiere must be devoted to horseplay and an all-around hazing. Walter O'Keefe's debut in the Fred Allen spot was no departure from hallowed precedent. There's little doubt that the O'Keefe has just about the toughest assignment of the summer subs. At that, he may turn out to be an acceptable replacement provided he keeps his humor from being too waspish.

Oddly enough, the best program of Fourth of July music came across the border from Canada, played by the Grenadier Guards Band. If you know your history, that was more than a gracious gesture.

The Eichstadt String Ensemble has been shouldered aside by a transcribed edition of "Alias Jimmy Valentine." Even Bert Lytell in the lead role doesn't keep it from being a perverted version of the O. Henry classic. And by one of radio's miracles this highly romanticized opus is supposed to intrigue pipe-smokers. Have the gals gone in for the "hod" too? I wonder how "a lover of good music" at Urbana feels about the change.

This Shakespeare war gets merrier and merrier. Comes WKRC with a Shakespearean Interlude (Monday, 6:30 p. m.), evidently intended to prepare listeners for the CBS side of the conflict an hour and a half later. "Consistency, thou are a jewel."

Cincinnati gets one more much needed break with those Zoo Opera broadcasts. Radiowise, the Queen City has been hiding its musical distinction under the well-known bushel too long. Considering the serious difficulties they have to master, the WLW engineers are doing an excellent job of picking up the performances direct from the Zoo stage. Joe Reis is also doing his usual high-grade work as commentator.

The Amelia Earhart incident has brought out the inevitable crop of stories about her radio calls being heard here. If you want to run head-on into a stone wall of skepticism, tell a DX story to static-scarred short-wave fans. Their motto is "hearing is believing."

The summer version of that Gulf show might be subtitled "The blooming of Harry von Zell." He's developed tremendously since he joined CBS several years ago. If his premiere is a fair sample he's going to show Phil Baker how the job should be done in his present series. Of course he had yeoman assistance from Stoop and Bud, who were at their best. Nevertheless the fact remains that he's one of the rarest things in radio: a master of ceremonies who really puts life into the show.

Hendrik Willem Van Loon has been made an officer in the Order of Orange Nassau by the Queen of the Netherlands. Well, he rates the honor, on the basis of his radio work alone.

Replying to a listener, Walter Winchell said, July 4, "Radio rules prevent me from taking sides on the labor issue." If he meant his sponsor frowns on controversial matter, well and good. But if he meant—as some listeners inferred—that the Federal Communication Commission has issued any such regulations he's all wrong. You can confirm that for yourself by dialing an earful of Boake Carter or other commentators who have the urge to speak their minds.

The National Headliners Club has given its award for the best news broadcasting of the year to Joseph Eaton and W. L. Coulson of WHAS for their work during the January flood. They deserve it. Query: which award did Floyd Gibbons receive?

Lon Clark, WLW actor, made his first stage appearance at the age of 4. He was the groom in "Tom Thumb's Wedding."

## AMOS 'N' ANDY SIGN NEW THREE YEAR CONTRACT

Amos 'n' Andy, continuous favorites of radio listeners, have signed a three-year contract with the Campbell Soup Company, it was announced recently, that will continue their daily broadcast over the same NBC station now used, and, in addition, will extend the network to include Canada.

The new contract becomes effective January 3, 1938, immediately following the expiration of their present contract.

The celebrated black face team made their NBC network debut on August 19, 1929. During the past eight years Freeman Gosden, playing Amos, and Charles Correll, playing Andy, have acted over 190 different characters in their famous radio series.

## Robin Hood Dell Concert

Jose Iturbi, world-famous pianist-conductor, will direct the Robin Hood Dell Symphony orchestra on Saturday, July 17, which is broadcast from 7:30 to 8:30 p. m. (E.S.T.), over the NBC-Red network, including WLW, from Fairmount Park, Philadelphia. Iturbi will also conduct the orchestra on August 7.

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