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Radio Dial

WEEK ENDING SEPTEMBER 10, 1937



LANNY ROSS
IN NEW SERIES OVER
NBC-RED NETWORK

(See page 11)

Weekly RADIO DIAL

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

Telephone—CHerry 0710—0711 GEORGE A. VOGELE—Editor

Vol. VII WEEK ENDING SEPTEMBER 10, 1937 No. 17

LISTEN OR ELSE

In most respects radio is synonymous with progress. Technically, financially, and to a less extent artistically, it has made prodigious advances during the 17 years of its existence. But there is one department in which, far from going forward, it has lost ground. And that is the acceptability of commercial announcements.

Readers who began their dialing back in the days of the trickle-charger and neutrodyne will bear witness to that. From something which listeners tolerated and even respected, the commercial announcement has become a general source of irritation.

Usually this irritation is chronic. But now and then, some practice makes it acute. And at the moment one of those practices is the "planting" of commercials in the text of programs.

Several news broadcasts use this device. Instead of the commercial being read by the announcer, it is part of the commentator's script. Certain musical and comedy programs also employ it, working sponsor blurbs into performer's lines.

The purpose of the strategy is obvious. Sponsors believe—and rightly—that listeners are forearmed against commercials when read by an announcer. So they put their sales talk in the mouths of performers, assuming that listeners will be caught off guard and that interest in the program will be carried over to the blurb.

If all listeners were naive or all commercials were interesting, the results would be perfect. But, unfortunately for the sponsors, neither premise is true.

The chief result is to make the listener feel that his confidence has been abused, that he has been tricked into listening to something he does not want to hear. He feels just as he would if a story in a popular magazine carried a resounding plug for some advertiser's product. And such a feeling is scarcely conducive to the good-will, attention and respect necessary if a sponsor is to have a hearing.

That too is obvious, at least on the receiving end. But, inexplicably, it has not filtered through to the sponsors. Far from diminishing, "planted" commercials seem to be increasing.

This bewildering indifference to what happens at the loudspeaker is not limited to putting blurbs in the mouths of performers. It extends to commercial announcements in general. Most sponsors seem to assume that they can do as they please with sales talk because they pay for programs. The only thing wrong with that comfortable assumption is that listeners have the final word about the whole matter.

A reader states the case succinctly: "Sure, the sponsors pay the piper. But do we have to dance?"

That declaration of independence might well be pondered by many a sponsor. When listeners can take the "or else" alternative, the "listen or else" philosophy of broadcast advertising is doomed.

John Barrymore and Elaine Barrie in Philip Barry's "The Animal Kingdom" over NBC Net

John Barrymore and Elaine Barrie, who scored a great success in their recent "Streamlined Shakespeare" series, return to the air Monday, September 6, in the first of two modern comedies. Philip Barry's "The Animal Kingdom" will be broadcast from Hollywood on that date, from 8:30 to 9:30 p. m. (E.S.T.), over WCKY and the NBC network.

In "The Animal Kingdom," Barrymore will play the role of a scion of wealth, whose hobby is publishing the books of struggling and truth-

seeking authors. Marriage outside this circle, however, removes him from the unconventional atmosphere of the literary world. He comes to regard business success and respectability, characteristics of "the animal kingdom," as more desirable than his ties with the exciting life of the intellectual world. The play revolves around the conflict thus generated.

The second play of the series, "Accent on Youth," by Samuel Raphaelson will be broadcast September 13, over the same stations.

COLUMBI-A-MUSINGS

From WKRC

By
MARGARET MALONEY

When Eddie Cantor returns to the air in September, his weekly shows will be aired on Wednesdays. It's the first time in his six years of broadcasting that he'll be heard any night but Sundays. He gets the time that Ken Murray has had and Murray and Oswald will be heard on Hollywood Hotel in future.

* * *

Harry Langdon, comic of silent picture days, will write the scripts for Al Jolson's fall series . . . Al will be back over CBS and 'KRC, Tuesday, September 6.

* * *

Maynard Craig enjoys doing his "Notes and News" program more than anything else he does. Aired daily except Sunday over 'KRC at 4 o'clock, the show is quite popular because of Craig's naturalness and lackadaisical style.

* * *

It'll be the Voice of Bob Trout that you'll be hearing now on the Professor Quiz program. He is taking the spot as announcer left when Arthur Godfrey resigned.

* * *

Beginning September 7, George Olsen's ork will have a CBS wire.

* * *

Charlie Koch, 'KRC announcer, is responsible for the latest situation gag. It seems that a salesgirl in a downtown store quit her job about a year ago and got married. Last week the stork paid her a visit. Her girl friends went out to the hospital in a body one night to take a peep at the baby. They arrived after visiting hours. The next day one of the girls, determined to reach the hospital in time to see the baby, ran from the store, hailed a taxicab and said to the driver: "Maternity Hospital, quick." The driver stepped on it—he slithered through traffic like a fire chief. A speed cop stopped him and the driver explained that he had to get to the maternity hospital in a hurry. "Okay, buddy, follow me" and away they go with the cop clearing the path. The girl got very nervous and rapped on the window. The driver shouted: "We'll be there in just a minute, lady." When they got to the hospital, the girl had fainted so the cop and the taxi man carry her in. She awakened in the maternity ward, wondering why she was there. So did the hospital attendants!

* * *

John Charles Thomas will be the first guest soloist on the fall series of Ford Sunday Evening Hours. They resume on September 12 over CBS and WKRC.

New Show, by George



Only 21, pretty Florence George, a native of Dayton, Ohio, has been selected as the feminine soloist for the new Packard series, beginning September 7 over WCKY, WSAI, WSM and the NBC-Red network. Miss George will star with Lanny Ross, Charles Butterworth and Raymond Paige's orchestra. The program originates in Hollywood, where Florence is soon to appear in her first talkie role.

At a farewell party given by NBC's Barbara Luddy for Johnny Gibson, West Coast actor, Bill Thompson was the real guest of honor in that Johnny insisted on showing several reels of motion pictures he had made of Bill doing some of his most popular comic pantomime routines.

Dramatic Critic



Herman J. Bernfeld, dramatic critic of the Cincinnati Enquirer, was guest of Ruth Lyons, 'KRC program director, recently on her Monday night Shakespearean interview. Mr. Bernfeld gave the listening audience some interesting facts about Shakespearean works.

NOTED ARTISTS IN GERSHWIN MEMORIAL

Cooking School Interviews



A "salt-shaker" type microphone is very appropriate at a cooking school, and it is one of these new style mikes that Rex Davis and Mary Jane, WCKY announcers, are using during the broadcast pictured above. Each day of the *Time-Star* Cooking School at the Pure Food Show at the Cincinnati Zoo, WCKY broadcast interviews with women in the cooking school audience.

One of Dow's Contest Winners



Al Bland, pilot of Dow's Dawn Patrol, broadcast daily except Sunday over WKRC at 7:30 a. m., got a big kick out of presenting H. G. Folzenlogen with a bicycle as his prize in the recent Dawn Patrol contest. Mr. Folzenlogen is the father of six children, the oldest of whom is nine years and the youngest, seventeen months. The picture shows Bland with Mr. and Mrs. Folzenlogen.

Pons, Swarthout, Astaire, Crosby Will Sing

Program of Two-and-a-Half Hours Duration

Distinguished artists of the stage, screen, radio and concert hall will be heard in a two-and-a-half hour broadcast when the entire memorial concert of George Gershwin's works is carried over the WABC-Columbia network, including WKRC, WHAS and WHIO, from the Hollywood Bowl, Wednesday, September 8,

from 11:30 to 2:00 a. m. (E.S.T.). Columbia is extending its network closing time two hours to present this significant event.

Some 30,000 who are expected to fill the famous natural amphitheater in the film capital and countless others listening on CBS will hear selected Gershwin songs presented by Lily Pons, Gladys Swarthout, Fred Astaire, Bing Crosby and Al Jolson, accompanied by the famous Los Angeles Philharmonic Symphony Orchestra, conducted by Victor Young. George Jessel will act as master-of-ceremonies.

Other noteworthy items will be Jose Iturbi's combined performance of the piano solo part and direction of the orchestra in the "Rhapsody in Blue" and Oscar Levant as piano soloist in the Concerto in F, with

Otto Klemperer conducting.

The principals from the original New York cast of the folk opera, "Porgy and Bess," Todd Duncan, Anne Brown and Ruby Elzy, will be joined by the famous Hall Johnson Choir of 40 voices in highlights from the production, which Alexander Steinert is to direct. The concert is to open with the "Of Thee I Sing" Overture conducted by Charles Previn. Another famous Gershwin orchestral work will be "An American in Paris," which Nathaniel Shilkret will direct. The services of all participants are to be contributed and the proceeds directed to the non-profit music work of the Bowl. Columbia will short-wave the program to foreign receivers through its new transmitter, W2XE.



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Excitingly written — superbly illustrated by the best photographers in America — this new magazine offers ideas, answers questions, improves YOUR camera technique. Step-by-step instructive information for the beginner in photography. Technical articles for the professional. Get your copy today. 25c at all news-stands. See the work of America's crack photographers.



ALSO IN FOUR COLORS:
SUGAR GRANULES UNDER A
MICROSCOPE . . . GARDEN SHOTS
GIRL WITH BALL

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

PROGRAMS FOR SATURDAY, SEPTEMBER 4

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Saturday, September 4, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

6:00—Message of Israel: "Psalms," Rabbi Louis Bainbeck of Chicago. WJZ WCKY WLS kdka wgar wave wire wham wowo

6:00—Saturday Night Swing Club: Walter Gross, CBS Pianist, guest artist. WABC WHAS WKRC wcau wbbm wjr wwa wmas

Lula Belle and Arkie, songs; Uncle Ezra, Maple City Four and Joe Kelly, m. c. WJZ WLW WLS kdka wham wgar wave wla wbp kvoo

Bunny Berigan and his Orchestra WABC WKRC WHAS WHIO (wjr on 10:15) wbbm whk kmcb wcau kmox wadc wsb wsf wcco wvva

MIDNIGHT—Horace Henderson's Orchestra. (CBS) wbbm wcco 12:30—Don Chiesta's Orchestra. (CBS) wbbm wfbm kmcb

"CAPITOL FAMILY"

With Robert Reed presiding in place of Major Edward Bowes, the musical members of the "Capitol Family" will present another hour of familiar popular and classical selections over a WABC-Columbia network, including WKRC, Sunday, September 5, from 10:30 a. m. to 11:30 a. m. (E.S.T.).

RADIO DIAL CONTEST CLUB



by The Contest Reporter

WILLIAM Randolph Hearst's New York American has a hobby editor. Its personable conductor, Miss Marion Cole, not only does her job through the columns of the newspaper but over the radio as well. The broadcast of July 6th (WMCA and others) is the one we have mostly in mind since it was on that occasion that contests were discussed.

It is quite reasonable to think that Miss Cole brings some very interesting people before the microphone, but rather unlikely that she could have found a person more capable of talking on contests than Miss Helen King, the one interviewed on the above mentioned date.

Helen King had no intention of getting in contests, either as a participant or as a judge but Fate is a strange factor in our life. It unceremoniously, you might say, made a contest judge of her when what she really started out to be was a graphologist.

Some of the contest publications have reprinted in full the interview between Miss King and Miss Cole, but our space here does not permit this, however, there are certain high points in the broadcast that we do want to take the space to quote, or summarize.

For one thing, the question came up concerning the magnitude of contests and Miss King told her audience that eight million people enter contests each year and that most of them are "regulars." She also added that \$27,000,000 is spent every year on these contests.

Miss King made another statement that could be construed as revolutionary had she not gone a bit farther to explain. She was asked if the best entry always won and replied that in every case it did not. An example was those cases in which too many duplicates were submitted. She said that 3700 entries in the Log Cabin Syrup contest said "it's the tops". Not a bad slogan, but would have been rather hard for the sponsor to select it and award 3700 cars.

Having stated that originality was the keyword, she was asked if that included decoration. Her answer: "The answer to that is—it all depends on the contest. People who are contest wise seldom decorate their entries in a national contest, but often do in a local contest. The reason for that is, that most national contests are judged by professional judges. Professional judges usually consider decorated entries as bribery—and an attempt to get attention on decoration rather than merit. In local contests local judges, not knowing all the ins and outs, think that people who put so much thought on a decorated entry should win."

Decorated entries have no effect on September 5th. These broadcasts will

center around a mystery story in which Phyl Coe will be the important character. Solutions will be eligible to share in prizes totaling \$50,000.

The Eaton Paper Co. of Pittsfield, Mass., will soon announce a contest offering \$1,000 for selecting the most popular movie stars and why, provided the entry is on Eaton stationery. Otherwise the prize will be less. Will likely be found in movie magazines.

Facts—No Fooling, a feature in Pure Oil's filling station periodical, offers cash for strange and unusual facts accepted for publication. Address Room 1734, Pure Oil Building, Chicago, Ill.

In Cincinnati: Strietman's Toasts, 30 minutes before baseball broadcasts on WSAI. \$5 and 20 merchandise prizes weekly for last lines. Also WSAI 6:15 p. m. Tuesday to Saturday, cash and tickets for last lines

Two items noticed in current publications would seem to bear mentioning here. One is that Procter & Gamble is not only radio's biggest client, but that they are the largest users of contests.

On the National Broadcasting Company network alone they have around 70 broadcasts a week, which for the first six months of this year cost over two and a half million dollars.

Also, so far this year P&G have put more than \$100,000 in cash prize money, besides merchandise awards of automobiles, trailers, radios, and others of lesser value.

The other item is to the effect that a well known contest authority (name not stated) is shortly to be heard on a national hook-up telling the story of prize contests.

We also note that the New York Post is America's greatest contest newspaper. It seems that during the past three years, the Post has paid \$159,900 to more than 2,200 prize winners. At the moment this paper is offering \$15,000 in a cash prize contest, but as might be imagined it is confined to the Post circulation area.

It is reported that Prof. Quiz will change sponsors with September 4th and automobiles will be prizes instead of refrigerators. In the Kelvinator "Missing Word" contest sometime ago, the first prize of a completely equipped Kelvin Home was won by Richard F. Armknecht, a lieutenant in the U. S. Navy. It is to be built in Cambridge, Mass. Nearly 150,000 entries were received in this contest.

The following is quoted from Gilson Willets National Contest News: "Soviet Russia Today, 824 Broadway, New York City, offers \$1,000 is 33 cash prizes ranging from \$5 to \$500 each for essays of 500 words or less, on "What the Soviet Union means to Humanity." Any phase of the subject may be discussed. Originality will count. Closes September 15."

Asked what contests were the most popular she thought the 25-word "Why I Like The Product" held the women better, but that the men liked slogans and puzzles better.

The preference for Miss King at the judges' table is not confined to the sponsors alone. She rates high in the esteem of contestants throughout the country as a person thoroughly fair in making final decisions. This conclusion is based on letters from all parts of contesting America as well as magazine editorials.

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According to advance information, the makers of Philco Radios will launch a radio broadcast program

AL JOLSON'S SHOW RESUMES OVER COLUMBIA

The musical variety show of the famed entertainer, Al Jolson, will return to the WABC-Columbia network, including WKRC, WHAS and WHIO Tuesday, September 7, from 7:30 to 8:00 p. m. (E.S.T.), with George Jessel, the noted comedian, as its first guest star. Other stellar guests from the entertainment world will follow Jessel on alternate weeks throughout the season. The regular cast of the show will be the same as before it went on its ten-week vacation. It includes Martha Raye, sensationally rising young film songstress; Parkyakarkus, radio dialect comedian known to millions and Victor Young and his orchestra.

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

Business Men's Federal Savings and Loan Association
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The fountain pen is practical, well designed and made to give long wear. All trimmings are plated with 14k gold. . . . The pencil works smoothly, propelling and repelling.

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The most useful utensil hanger which saves every housewife thousands of steps. Strongly constructed and attractively trimmed with a windmill design. The hanger will hold 16 or more utensils and can easily be attached to any door or wall. Given Free with one year's subscription at \$2.00.

1937 LOG BOOK

RADIO LOG BOOK

ALL NORTH AMERICAN SHORT WAVE AND FOREIGN SHORT WAVE STATIONS

The new 1937 Log Book lists all North American, Short Wave and Foreign Short Wave Stations. An invaluable reference book that you will want to have handy at all times. Free with your subscription for 6 months at \$1.00.

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Practical — Handy — Will Last a Lifetime
Actual Size 9 1/4 inches Long

Here is an item of a hundred uses in the home. You will wonder how you ever got along without one. Free with your subscription for 6 months at \$1.00.

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22 East 12th Street,
Cincinnati, Ohio.

Enter my six months subscription to Radio Dial—26 big issues—for which I enclose \$1.00.

Enter my one year subscription—52 big issues—for which I enclose \$2.00.

My subscription is new. My subscription is a renewal.

Send me free and postpaid the premium I have checked.

ATLAS OF UNITED STATES HANDITONGS
 WALL THERMOMETER PEN AND PENCIL SET
 MODERN KITCHEN GUIDE KITCHEN CADDY
 RADIO LOG BOOK

Name

Address

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

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

PROGRAMS FOR SUNDAY, SEPTEMBER 5

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS. Rows list programs and times from 7:30 to 11:45.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

NOON—Church of the Air: Rabbi Jonah B. Wise, Central Synagogue, New York City.
WABC WKRC WHAS WHIO wjr wcau wadc wsbw wsfw wcco
—Dorothy Dreslin, soprano, and Fred Hufsmith, tenor. WEA WSAI kmox whk wbbm whio wfbm wtam wmaq who wdfw kyt

stitute. WEA WSM wgy wtam wmaq wdfw kyt wjw
—Senator Fishface and Professor Figgibottle. Variety show featuring Norman Cloutier and his Orchestra; Jean Ellington, blues singer; Showman Quartet; Paul Stewart, m. c. WJZ WLS WCKY wgar wave wire whm
4:00—Our American Neighbors: Uruguay and Paraguay; Orchestra, direction Vincent Sorey; Jerry Larence, narrator. WABC WHIO wbbm wcau kmox wvva wbt wsfw wadc wcco
—Noble Cain and A Capella Choir. WJZ WCKY WENR kdka wham wfla wave kvoo wbp wgar wowo
—Paul Martin and his Orchestra. WEA WLW WSM wgy wtam wmaq wdfw wire whm wjw
4:30—Guy Lombardo and his Orchestra. WABC WHAS wjr whk wfbm kmbc wcau kmox wvva wwl
—Roy Shield's Encore Music. WEA WLW WSAI kyt wgy wjw wtam wmaq who wdfw kstp
—Sunday Afternoon with Smiling Ed McConnell: Palmer Clark's Orchestra; Larry Larsen, organist, and choral group. WJZ WCKY WLS WSM kdka wham wfla wave kvoo wbp wgar wowo
—Howard Neumiller, pianist. (CBS) wcco 4:45—Eddie House, organist. (CBS) wcco 5:00—Phil Harris and his Orchestra. WABC WHIO wjr wbbm wfbm whk kmbc wcau kmo wbt wwl wcco
—Canadian Grenadier Guards Band, Capt. J. J. Gagnier, conductor. WJZ WCKY WLW kdka wgar wave wire whm wowo
—Catholic Hour: Rev Dr. Maurice S. Sheehy

of the Catholic University of America, guest speaker; Paulist Choir, direction Father Finn. WEA WSM wgy wtam wmaq wjw who wdfw kyt
5:30—The Chicagoans. WABC WKRC wjr wbbm whk wfbm kmbc wcau kmox wbt wwl wcco
—Helen Traubel, soprano and orchestra. WJZ WCKY kdka wgar wave wire
6:00—Columbia Workshop. William N. Robson, guest director. WABC WHIO wbbm whk wfbm
—Jell-O Summer Program, starring Jane Froman and Don Ross, with D'Artega's Orchestra. WEA WLS WLW wave wire whm wmaq
—Codolban. WJZ WCKY kdka wgar wave wire whm
6:30—Good Gulf Summer Stars, with Col. Jay C. Flippen, m. c. Oscar Bradley's Orchestra; Kay Thompson; Donald Dickson, baritone; Molasses 'n' January, Lee Sims and Ilo May Bailey, and Adele Gerard, singing harpist, guests. WABC WKRC WHAS WHIO wjr whk wfbm wcau wadc wsbw wvva wbt wsfw wwl wcco
—Fleischmann's Yeast Program: Werner Janssen's Orchestra; Loretta Lee, blues singer; Allan Jones, tenor. WJZ WLS WSM WCKY kdka wham wgar wave kvoo wbp wfla
—"Twilight Musicals" from Chicago. (CBS) wbbm wcco
—Fireside Recitals, featuring Helen Marshall, soprano; Sigurd Nilssen, basso; Frank St. Leger, pianist-composer. WEA WSAI wmaq wgy kyt wdfw wtam wjw who wire
6:45—Sunset Dreams. WEA WLW kyt wgy

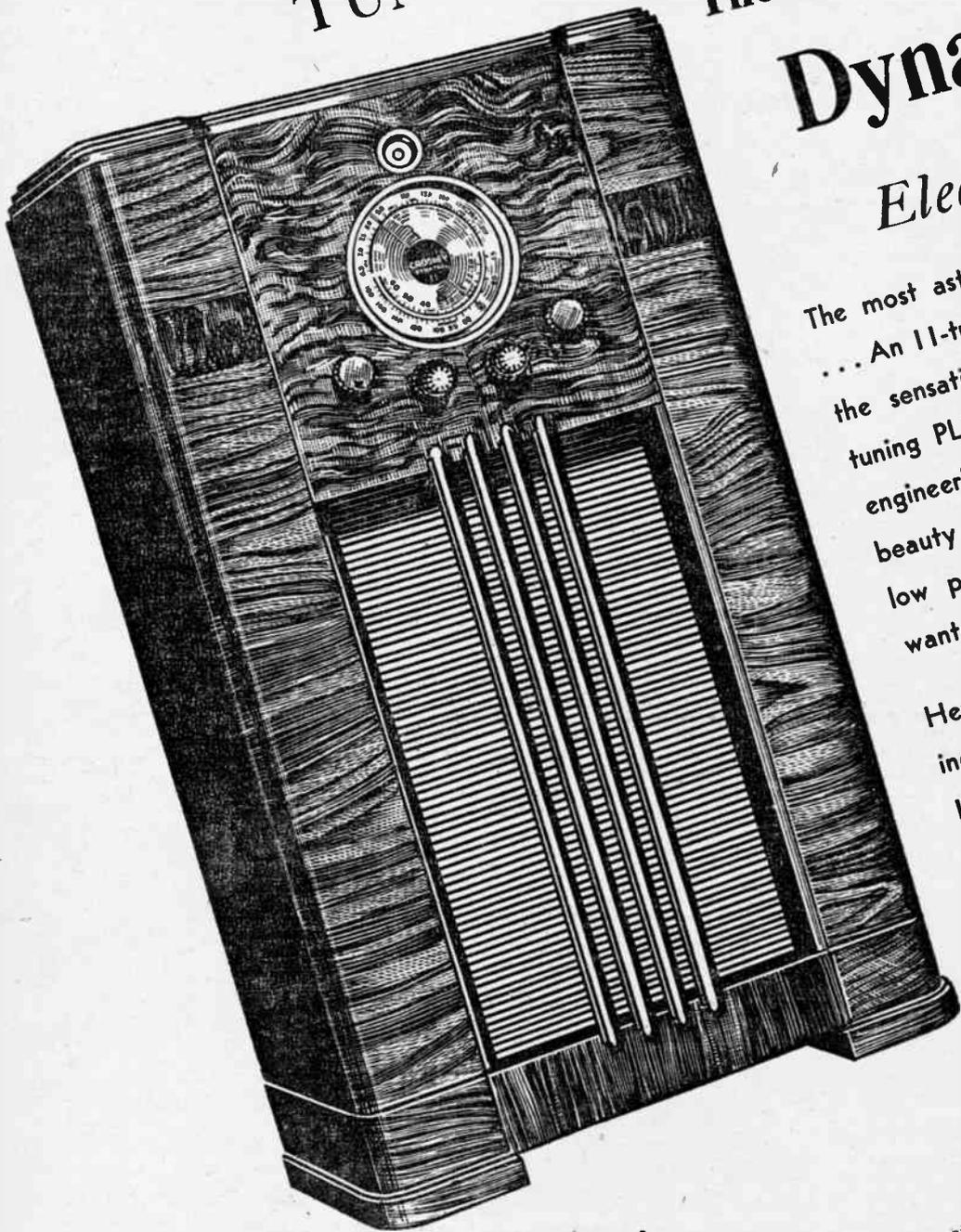
wtam wjw wmaq who wdfw
7:00—The Chase and Sanborn Program: Starring W. C. Fields, with Don Ameche, m. c.; Edger Bergen and Charlie McCarthy, Dorothy Lamour, and Robert Armstrong's Orchestra. WEA WLW WSM wtam wire wjw wdfw wstp kvoo wfaa wgy kyt wave wmaq wfla who
—To be announced. WJZ WCKY WLS kdka wham wgar wowo
—Workmen's German Singing Alliance Saengerfest. WABC WKRC WHAS WHIO wjr wbbm wfbm whk wcau kmbc kmox wadc wsbw wvva wbt wsfw wwl wcco
7:30—"Texaco Town," with "Saymore Saymore", Pinky Tomlin, Eddie Stanley, Igor Gorin, Jimmy Wallington and Jacques Renard's Orchestra. WABC WKRC WHIO WHAS wgy wjw wmaq who wdfw wfla wjr wave
8:00—Manhattan Merry-Go-Round: Pierre Le Kreun, tenor; Rachel Carlay, blues singer; Don Donnie's Orchestra; Men About Town Trio. WEA WSAI WSM wgy wtam wjw wmaq who wdfw wfla :ave
—"Universal Rhythm," starring Richard Bonelli, with Alec Templeton, Carolyn Urbanek and Rex Chandler's Orchestra and Chorus; Frank Crumit, m. c.; Jeanne Macy, balladist. WABC WKRC WHAS WHIO wjr wbbm wfbm whk kmbc wcau kmox wadc wsbw wvva wbt wsfw wjw wcco wire wham wmaq wfla wowo
—Woodbury's Rippling Rhythm Revue, starring Rippling Rhythm and his Orchestra; Bob Hope and Honeychile; Del Casino, tenor. WJZ WLW WENR kdka wgar wham

TUNE Electrically

The Newest Crosley Sensation

Dynatrol 11

Electric Tuning



The most astounding radio value ever offered! . . . An 11-tube Console model that incorporates the sensational new Crosley Dynatrol Electric tuning PLUS all the latest and most advanced engineering features . . . PLUS unsurpassed beauty of cabinet design — at an unbelievably low price. Here is the radio you've always wanted . . . Now priced easily within your means.

Here you have a most desirable radio combining unusual tone quality, outstanding selectivity, 10 watts output, greatly improved chassis in an expensive hand rubbed handsome cabinet of most pleasing proportions. Dimensions: 40" high, 24 1/4" wide, 12 5/8" deep

\$89⁹⁵

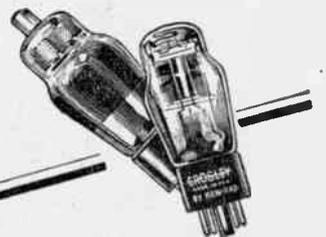
The Crosley Distributing Corporation
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Featuring

- Exclusive Dynatrol Motor Tuning.
- All Wave with frequency indicator, and large gold-reflector type Mirro-Dial.
- Selectivity markedly improved by local distance switch on I-F system.
- 10-inch electro-dynamic speaker.
- Tone compensation on volume control for additional bass response.
- Continuously variable tone control.
- Handsome 40" hand rubbed cabinet.

Clearer, Finer Reception
with

CROSLEY TUBES



On Songshop



Kitty Carlisle, glamorous singing star of stage and screen, heads the musical cast of the elaborate variety show, "The Songshop," to be broadcast over the WABC-Columbia network, including WKRC, WHAS and WHIO, Fridays, from 9:00 to 9:45 p. m. (E.S.T.), starting September 10. The program boasts the services of Frank Crumit, m. c., Reed Kennedy, baritone; Alice Cornett, rhythm singer; the "Songshop" Quartet; a 22-voice male chorus, and a 47-piece orchestra, all under the musical direction of Gustav Haenschen.

2-in-1 Star



Tommy Riggs, the latest comedy discovery of Rudy Vallee's Royal Variety Hour has added another real character to the radio gallery. She is Betty Lou, a little girl who exists only in one of the voices of Tommy Riggs, for the past several weeks a feature of the Vallee broadcasts over the NBC-Red network, including WLW and WSM, Thursdays at 7:00 p. m. (E.S.T.).

FRESH AIR FUND FOOTBALL GAME OVER NBC

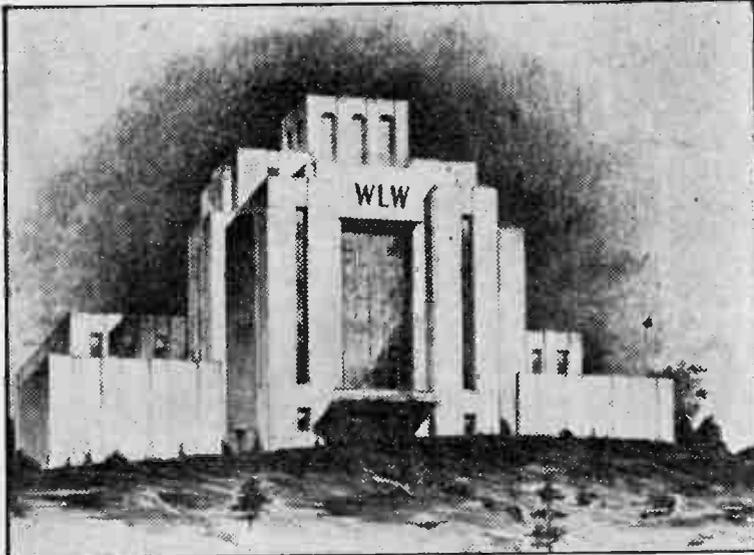
A play by play description of the annual Fresh Air Fund football game between the Eastern College All-Stars and the New York Giants professional team will be broadcast over WCKY and the NBC-Blue network from 7:30 to 10:30 p. m. (E.S.T.), on Wednesday, September 8.

The floodlight game will be described by Bill Stern, NBC sports announcer. The All-Stars will have in their line-up Monk Meyer, Army's halfback; Jim Hauze, center of Pennsylvania; Mickey Kobrosky of Trinity; Johnny Handrahan of Dartmouth and Nat Pierce of Fordham.

Hungarian Band Concert

Antal Kocze, Viennese conductor, will direct his Hungarian Band in concert during an international broadcast from Vienna, Austria, on Sunday, September 5, to be heard in this country from 2:00 to 2:30 p. m. (E.S.T.), over the NBC-Blue network, including WCKY and WLS. The concert, arranged by Max Jordan, NBC's European representative, will be short-waved to America via RCA facilities.

WLW TO BUILD \$1,000,000 BROADCASTING CENTER



Culminating a plan which has been in the process of execution for two years, when the first portion of a huge hilltop site was purchased, Powel Crosley, Jr., president of The Crosley Radio Corporation, today, (August 26), announced that work will start in two weeks upon the construction of a striking million dollar broadcasting center for Cincinnati.

The new structure will be devoted exclusively to the activities of WLW, and WSAI.

The building, of modern architecture, will be one of the most beautiful in Cincinnati, and one of the finest broadcasting plants in the United States.

The gleaming, pure white structure is to be erected on Clifton Heights overlooking the city, at the intersection of Warner and Chicaw streets.

Because of the strategic location and an ingenious system of flood lighting, the studio building will be

visible day and night for miles throughout the Cincinnati and northern Kentucky areas.

The main part of the building will be three stories in height, with a five story tower in front. The building will be entirely air conditioned.

Walter O'Keefe is going to be a little more careful about remarks he makes in jest on his Town Hall Tonight broadcasts on NBC. The other Wednesday evening, the humorist, justly proud of his new-born son, signed off by saying "Good night, everyone, if you have nothing else to do, come up to the house to see the baby." Sure enough, a number of people dropped around to his Greenwich, Conn., house next day.

Do You Make these Mistakes in ENGLISH?

MANY persons say, "Did you hear from him today?" They should say, "Have you heard from him today? Some spell calendar "calender" or "calander." Still others say "between you and I" instead of "between you and me." It is astonishing how often "who" is used for "whom," and how frequently the simplest words are mispronounced. Few know whether to spell certain words with one or two "c's" or "M's" or "r's" or with "ie" or "ei." Most persons use only common words, colorless, flat, ordinary. Their speech and their letters are lifeless, monotonous, humdrum.



SHERWIN CODY

Wonderful New Invention

For many years Mr. Cody studied the problem of creating instinctive habits of using good English. After countless experiments he finally invented a simple method by which you can acquire a better command of the English language in only 15 minutes a day.

Under old methods rules are memorized, but correct habits are not formed. Finally the rules themselves are forgotten. The new Sherwin Cody method provides for the formation of correct habits by calling to your attention constantly only the mistakes you make—and then showing you the right way without asking you to memorize rules.

One of the wonderful things about Mr. Cody's course is the speed with which these habit-forming practice drills can be carried out. You can write the answers to fifty questions in 15 minutes and correct your work in 5 minutes more. The drudgery and work of copying have been ended by Mr. Cody. You concentrate always on your own mistakes until it becomes "second nature" to speak and write correctly.

FREE — Book on English

A new book explaining Mr. Cody's remarkable method is ready. If you are ever embarrassed by mistakes in grammar, spelling, punctuation, pronunciation, or if you can not instantly command the exact words with which to express your ideas, this new free book, "How You Can Master Good English in 15 Minutes a Day," will prove a revelation to you. Send the coupon or a letter or postal card for it now. SHERWIN CODY SCHOOL OF ENGLISH, 1039 Searle Building, Rochester, N. Y.

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Coming soon on WCKY

General Hugh S. Johnson

In his new role as news commentator

You'll enjoy his crisp, uncensored

interpretation of the news

of the day

STARTING SEPTEMBER 27

Four Nights Weekly

WCKY—149 on your dial

—Clear reception

—10,000 watts



RADIO FAVORITES SHOOTING AND SHOT AT

BY THE ASTRONOMER

And the home town girl made good! That's what they're saying out in Aurora, Indiana, these days. Minabelle Abbott known in radio-land as Mary Sothern now receiving a weekly check in the neighborhood of \$150 with promise of an increase each year for the next five. The Life of Mary Sothern is soon to be aired over Columbia. Miss Abbott began her radio career as a secretary in the WLW offices and graduated gradually to dramatic roles...she also sings. Tall, blonde, twenty-eight and dignified in appearance... she is married to Ralph Hutchins. Now in New York where the show originates, sharing an apartment with Flo Golden (Mrs. Don Becker) who also has a part in the cast.

After talking about it for a couple of years... WLW is to build new studios in Clifton Heights. And will they be swanky! Twelve of them... acoustically perfect. Twenty-eight offices, an auditorium to hold 600, a lunch room, lounges, research department, music library... all air-conditioned. A lot can be done with a million dollars and it's time they did it. Surely the present studios are not what you'd expect to see at the "nation's station". The white stone building will be floodlighted at night and visible from all parts of Cincinnati.

Pinex bringing a lot of hill-billy talent to Cincinnati shortly for a barn dance. Music Hall will house the show... which includes many acts from the WLS Barn Dance program... also local talent. Show will be broadcast on WLW and WSAI.

Comes soon the time when radio traffic managers go quietly mad... to say nothing of the audience. Time change... when New York goes back to Standard Time and the whole country has to readjust its radio schedule. Satisfying sponsors on a new time for their

shows and getting the audience used to the change is no joke.

THUMBS UP: WCPO's young and pretty trio, Jane Schraeder, Betty O'Regan and Rita Hackett. They keep Greater Cincinnati ladies posted on social activities and liven up a program that could be rather dull. All three are college girls... Jane from U. C. and Betty and Rita from Mt. St. Joseph.

ALONG THE MILKY WAY: Word that Harry Holcombe, old WLW man, is working on the new Camel show originating in New York. Harry in charge of the last half hour of this program which features Benny Goodman and his ork... the balance being aired from Hollywood with Jack Oakie. A listen to Jeff Sparks announcing on Mutual 't'other day... Jeff used to be an 'LW announcer, remember? Congrats to Jimmy Scribner and his new wife... heard his Mutual show from New York and it was okeh. Word that Gladys McKee of WCPO radio (until a few months ago) is about to take the marital step. Good luck, Gladys! Another old timer popped up last week... Segar Ellis now conducting a band and making recordings. Stan Waxman in town for a few days visiting the family and to see his father who is recovering from an auto crack-up. 'KRC and Dow Drug officials, together with Cincy's radio editors, had a real time on a boat trip one day last week. Ruth Lyons setting the vogue by appearing at the studio in a slack suit which she had tailored in Hollywood... Ted Travers on Fourth Street, without his band, looking very dapper...

Tom Slater, popular 'LW announcer, leaves the Nation's Station this week and begins speling for Mutual in New York.

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

Lanny Ross in New Series Over NBC-Red Network

LANNY ROSS, radio's favorite tenor, who inaugurates a new Tuesday night series over the NBC-Red network, including WCKY, WSAI and WSM, with Charles Butterworth, on September 7, at 8:30 p. m. (E.S.T.), is a young man with many unrevealed ambitions. He aspires to compose music, write and produce an operetta, become a successful farmer, create fiction and make good as a concert singer. These ambitions come on top of his success on the air and on the screen, and have long been nursed along by the Yale graduate.

Lanny is well on the way to realizing most of his extra-curricular aspirations. He has written several songs of merit and some have been published. His 500-acre farm in upstate New York has been worked into shape and is now producing. Lanny's one regret in having to go to Hollywood for his new series is that he will be absent from the farm.

The network star made good in two concerts in New York last season and won acclaim of hardboiled metropolitan critics for his performance in Town Hall and Carnegie Hall. He has scheduled a concert tour of the Pacific Coast for the forthcoming season and one in the East the following year.

As to fiction, Ross admits that there it is all talk and hope with no work under way. As to the operetta, there is found a real deepseated ideal. The tenor-lawyer-actor actually has begun labor on a musical drama with a locale in the coal mine regions of Pennsylvania. Lanny, who has seen a bit of the miners, wants to paint a more pleasant picture of their lives than that so often revealed in sordid social dramas and novels. These people, he will tell you, have contributed substantially to the better side of American life and progress and he would like to show their bright side.

Aside from these multiple ambitions, Lanny is content to broadcast once a week, plan a new motion picture, continue his musical studies and attend to his personal business matters.

Don McNeill, NBC Breakfast Club and Jamboree master of ceremonies, is thanking his stars for fire insurance after a blaze broke out in his Chicago apartment last week.

Alfred Gus Karger, Commentator, Station WLW and WLW LINE, will discuss "The School of Government," Saturday, September 4, 1937 at 5:45 p. m. (E.S.T.).

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.

Drop in at your neighborhood Hy-Pure Drug Store and get a bottle of HEYPHRINE OIL today. Regardless of what other hay fever remedy you have used in the past, you'll never again be without HEYPHRINE, once you've experienced the quick, complete comforting relief it affords.

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Every Sunday the Old Rhinelander brings you exciting and amusing tales of "Canal Days".

The Mohawk Radio & Electric Shop is proud to sponsor this program. Proud, too, that it has pleased you. Now your support has won the Mohawk Radio & Electric Shop the Norge dealer's cup for the **outstanding sales job in Cincinnati.**

"Canal Days" has been the powerful force in this amazing sales job. This program and the job it is doing is typical of the selling force Cincinnati's Own Station exerts for outstanding local and national business.

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C Denotes (CBS)
M Denotes (MBS)

PROGRAMS FOR WEDNESDAY, SEPTEMBER 8

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS. Rows list times and program titles.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

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

6:00—Selinsky String Quartet. (NBC) wgy wtm wmaq who wdf kyw 6:45—Boake Carter. WABC WKRC WHIO WHAS wjr wbbm whk kmcb wcau kmox wcco wbt

—Lady Esther Serenade: Wayne King and his Orchestra. WFAF WSAI WSM wtm wmaq wgy wjw wire kyw kvoo wbp kstp who wdf

wgar kdka wovo 9:15—Joan Edwards, songs. WJZ WCKY WLS wgar kdka wovo wave wire wham 9:30—U. S. Cabinet Series. WABC WKRC WHIO wbbm wfbm whk kmcb wbt wsf wwl wcco

wadc wbt wsf 9:15—Waltz Interlude featuring Ernest Gill and his Orchestra. WJZ 11:00—Ted Fiorito and his Orchestra. WABC WKRC WHAS wfbm whk kmcb wcau kmox

PROGRAMS FOR THURSDAY, SEPTEMBER 9

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

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

4:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn Mac Cormack, poetic reader. Carleton Kelsey's Orchestra WABC WKRC wadc wvva wbt whk wcau

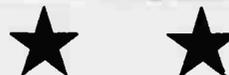
wfad kstp wbp wfla
—Major Bowes Amateur Hour. WABC WKRC WHIO WHAS wjr wbbm wfbm whk wcau kmox wadc whio wbt wfla wwl wcco

(WKRC on 10:15) wadc kmox whk wsbw wbt 10:15—Lou Breeze and the French Casino Orchestra. WFAE WSM wgy wlam wmaq who

"Molasses 'n' January"
"Molasses 'n' January," well-known burnt-cork comedy team, and Lee Sims and Ilo May Bailey, song and patter duo, will be the guests of Colonel Jay C. Flippen on the "Summer Stars" broadcast, on Sunday, September 5, from 6:30 to 7:00 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHIO and WHAS.

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

PROGRAMS FOR FRIDAY, SEPTEMBER 10



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, and WHAS. Each column lists time slots and program titles.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCormack, reader, and Cariton Kelsey's Orchestra. WABC WKRC whk wadc wcau wvva wbt
6:15—Song Time with Godo de Lys and Jack Shannon. WABC wcau wadc wvva whk wbt
7:00—Roy Campbell's Royalists. WJZ WCKY WLS WSM kdka wave wgar wire wham
7:15—Hammerstein Music Hall: Ted Hammerstein, m. c.; Jerry Mann, comedian, guest star, and Music Hall Orchestra. WABC WKRC WHAS wjr whk kmox wbbm wfbm kmcb wcau wcco wadc wbt wwl
7:30—El Caballero: Jerge Negrette, baritone. (NBC) wgy wtam wmaq wire wdfaf wbp kyp kstp
7:45—Boake Carter, news commentator. WABC WKRC WHAS WHIO wjr whk wbbm kmox wcau wcco kmcb wbt
8:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAJ WSAI wgy wtam wmaq wjw wdfaf kyp who wira
8:30—True Story Court of Human Relations, dramatization. WEAJ wgy wtam wjw kyp who wmaq wdfaf wire
9:00—Tommy Dorsey's Orchestra. WABC WKRC WHAS WHIO wjr whk kmox wbbm wfbm kmcb wcau wcco wadc wbt wwl
9:15—Liedersingers N. WJZ WCKY WLS WSM kdka wave wgar wire wham
9:30—Stringing Along N. WJZ WCKY WLS WSM kdka wave wgar wire wham
10:00—Promenade Concert N. WJZ WCKY WLS WSM kdka wave wgar wire wham
10:15—Johnston and Tucker. Poetic Melodies C. Louisville vs. Toledo. Baseball Game. WJZ WCKY WLS WSM kdka wave wgar wire wham
10:30—Count Basie and his Orchestra. WABC WKRC WHAS WHIO wjr whk kmox wbbm wfbm kmcb wcau wcco wadc wbt wwl
10:45—Taxicab Night Club. WJZ WCKY WLS WSM kdka wave wgar wire wham
11:00—Henry Busse's Orchestra N. WJZ WCKY WLS WSM kdka wave wgar wire wham
11:15—Jesse Hawkins' Orchestra N. WJZ WCKY WLS WSM kdka wave wgar wire wham
11:30—Am. Inst. of Banking Commencement N. WJZ WCKY WLS WSM kdka wave wgar wire wham
11:45—Dinner Concert. (NBC) wava wire wham

WJZ WCKY WLS WSM kdka wave wgar wire wham
8:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAJ WSAI wgy wtam wmaq wjw wdfaf kyp who wira
8:30—True Story Court of Human Relations, dramatization. WEAJ wgy wtam wjw kyp who wmaq wdfaf wire
9:00—Tommy Dorsey's Orchestra. WABC WKRC WHAS WHIO wjr whk kmox wbbm wfbm kmcb wcau wcco wadc wbt wwl
9:15—Liedersingers N. WJZ WCKY WLS WSM kdka wave wgar wire wham
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10:00—Promenade Concert N. WJZ WCKY WLS WSM kdka wave wgar wire wham
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10:30—Count Basie and his Orchestra. WABC WKRC WHAS WHIO wjr whk kmox wbbm wfbm kmcb wcau wcco wadc wbt wwl
10:45—Taxicab Night Club. WJZ WCKY WLS WSM kdka wave wgar wire wham
11:00—Henry Busse's Orchestra N. WJZ WCKY WLS WSM kdka wave wgar wire wham
11:15—Jesse Hawkins' Orchestra N. WJZ WCKY WLS WSM kdka wave wgar wire wham
11:30—Am. Inst. of Banking Commencement N. WJZ WCKY WLS WSM kdka wave wgar wire wham
11:45—Dinner Concert. (NBC) wava wire wham

GUYS, GALS, GIGGLES AND GROANS



MARK HELLINGER

MUSICAL NOTE

LUCK was very much against him, so the concert violinist, who was once rated very highly, was compelled to accept a job with a hammy six-piece combination that played in a cheap night club. The reason most songs last only a few weeks is because this band murders them.

At any rate, the violinist wasn't on the job more than five minutes when he found himself in a bad spot with the orchestra leader.

"What's the matter with you?" growled the leader, as the other musicians put down their instruments. "Why didn't you play that song with the rest of the band, instead of just sitting there?"

The violinist's eyes widened.

"Were they playing a song?" he cried. "I thought they were just tuning up!" . . .

DRUNK TALE

THE stew walked into a grocery store and parked himself in the one chair in the place.

"Haircut an' shave," he ordered.

"Just a minute," cried the astounded proprietor. "This is a grocery store—not a barber shop."

The drunk stood up without a word and walked unsteadily from the store. But, thirty minutes later, he was back again. And once again he parked himself in the chair.

"Haircut an' shave," he ordered.

"Look here," said the patient storekeeper. "I told you once before that this is a grocery store. We sell fruits, potatoes, canned goods, flour—"

The stew staggered toward the door again.

"Okay," he hiccupped. "But if you should change your mind, jus' let me know!" . . .

AILMENT

ONE of the more popular stories at the moment is the tale of Lapidus, who walked into the doctor's office and complained of a strange ailment.

"It's a werry peculiar tink, doctor," he said. "I'm always tukkink to myself. Wherever I am, I find dot 'm tukkink to myself."

The medico wrinkled his brow.

"Did I hear you correctly?" he asked. "Did I hear you say that you can't stop talking to yourself?"

"Exactly," nodded the patient. "No matter vot I'm doink—stendink up or sittink donn—I'm tukkink 'o myself. Ain't dot tarrible?"

"Well," returned the doctor kindly, "it's probably the result of a nervous condition. Just what do you say when you talk to yourself?"

Lapidus threw up his hands.

"Dot's just it, doctor," he cried. "Dot's why I'm sick. I say tings to myself dot aggravate me!" . . .

SWANK

A NIGHT club comic was walking down Broadway the other afternoon when he met a friend. The friend asked if he was still working for coffee and cake.

"Oh, no!" was the horrified reply. "I'm at a very swank restaurant now. I don't work at this place for coffee and cake."

"What do you get at this place?" queried the friend.

The comic drew himself up.

"Demi-tasse and cake," he replied. . . .

FORM OF CRITICISM

THE bored gentleman hurried into the rundown railroad depot of the one horse town.

A Hellinger Short Story

The Disgrace

POP DONWIDDIE was mad clear through. He sat in the poor kitchen of his flat, pumping his arms up and down on his knees.

His shirt was off and his suspenders flapped from his trousers. His face resembled a ripe tomato—and the veins stood out on his neck like highways on a road map.

"I'll kill him," he said angrily, nodding to himself. "Yes, that's what I'll do. I'll kill him with me own two hands."

Mom Donwiddie, short and stout and asthmatic, pretended to wipe the dishes at the sink. She kept glancing fearfully at pop. Years of experience had taught her to say nothing at precarious times like these.

Aloysius Donwiddie, 23 and very tough, leaned against the door and picked at his nails. His trousers came up to his chest, and he had the quick eyes of a kid who had been born in a rowdy New York neighborhood.

Mary Donwiddie, just 19, was fat and placid and dumb. She sat with her arms folded and stared at her father.

With all the restraint of a maniac on good behavior, Pop Donwiddie arose and walked to the closet. He reached in and yanked out a bottle of alleged whiskey. He kept compressing his lips and then opening them to take deep breaths.

He pulled the cork from the bottle and placed half the neck between his lips. You could see the bubbles race right down to the broad bottom. He put the bottle back and wiped his mouth with his bare wrist.

"Yes," he said, sitting down again, "I'll positively kill him. Son or no son, I've got to do it." . . .

ALOYSIUS folded up his pocket knife and slipped it into his trousers' pocket.

"He's no brother of mine," he said scornfully. "If anybody asks if we're related, from now on I'm gonna say no."

Pop glanced approvingly at his second son.

"And I don't blame you," he stated solemnly. "Indeed I don't, my boy. Your brother has brought disgrace to us all. To each and every one of us in turn."

He glared at mom, who stepped back nervously.

"Look at this boy!" he roared. "He's a fine built lad with not half the education of Johnny. But has he brought disgrace on the Donwiddies? No!"

"It's true, of course, that he was arrested once. Just once, mind you. And it's true, too, that he was sent



"I'll positively kill him. Son or no son, I've got to do it."

to reform school. But—by glory!—he didn't disgrace us.

"And look at Rita, here." He nodded at his daughter. "Lord knows, she's as thick as an axe handle. I never met anyone dumber in all me born days. But she's never brought no disgrace upon us. Never."

He wagged a warning finger in mom's direction. She watched him, wide-eyed, as he shouted.

"I always knew Johnny was peculiar," he cried. "When he was just a toddlin' punk, I knew in me bones that he was different from the rest of the brood. He was too quiet, and still water runs deep."

He shook his head and clasped his knees.

"Fifty years now I've been in Hell's Kitchen, and never a man lived that could point a finger at me!" His voice softened with self-pity. "I'll have to keep out of Monohan's saloon now. I could never stand to hear them talk about a son of mine. Never."

He verged on tears and his eyes were red. "A man's gotta have a little pride, doesn't he?"

He answered his own question by standing up and going to the closet once again. The bottles raced crazily as he flung open the door.

"When," he howled, "does that rat get out of the police station?"

For a moment, there was silence. Pop thrust out his chin.

"I was just askin' somebody," he

repeated, "what time he gets out?"

"I think," mom murmured, "it's three o'clock. Yes, three o'clock."

"Well," growled pop, "why ain't he here? What's keepin' him now, I'd like to know? More trouble, most likely!"

He reached into the closet and tore a bottle from the shelf.

He went back to his chair and settled down with a grunt.

There was a knock on the door.

"Ahhh," said the old man. "It's me own flesh and blood, himself. Come in—and leave the devil outside!"

A tall young man came in noiselessly. He had eyes like a choir boy, and he was very slender. He stared from one to the other—and ran to his mother's arms. He patted her back and she wept.

"Oh, my boy," she sobbed. "My boy!"

The old man stood, his suspenders flapping ludicrously.

"Oh, me boy," he mocked.

"Me, dear, dear, dear, boy. Maybe you'll be good enough to come inside and have a talk with me." His tone bristled with sarcasm. "That is, if it ain't too much trouble for you."

The young man looked at his father. He said nothing. He made a swallowing motion with his throat and walked inside.

Aloysius kept blowing on his nails and wiping them on his shirtsleeves. Mom wiped her hands nervously on her apron. Mary giggled.

Pop Donwiddie followed his son into the bedroom. He slammed the door behind him. . . .

IN the kitchen, they could hear pop's voice. It sounded like the roar of a wounded lion. He shouted and swore. And now and then, they could hear the soft voice of Johnny.

Near the window, mom mumbled prayers. Aloysius examined his many ties, which hung on the back of the kitchen door, each one neatly knotted. Mary snapped her gum in bubbles.

After awhile, the old man came out. He emerged, fairly prancing with indignation. He pointed to the door.

"Get out, ya bum! Get out, I say, before I lose me temper. And don't ever come back here again."

"You've brought your last disgrace on the Donwiddie's. We never want to see you again. Hell's Kitchen is too good for the likes of you!"

The boy was calm now. He walked over and kissed his mother. Then he glanced at his father, squared his shoulders and walked out.

Pop Donwiddie ran to the door.

"Remember what I said about not comin' back!" he roared down the stairs. "While I got me pride and strength, no son of mine is comin' into this house when he's a policeman!" . . .

ROMANCE

THE traveling salesman came home after a long absence. He took his wife in his arms and planted a long kiss on her lips.

"Miss me much, honey," he whispered into her ear.

The wife nodded emphatically.

"You bet," she sighed. "I haven't heard a good story in months!" . . .

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He had spent a miserable three days in the burg and he was only too glad to get away. He galloped over to the ticket window.

"When does the next train leave for Chicago?" he asked.

The clerk looked up.

"There's one leaving in a few minutes," he replied.

The bored gent cast his eyes about the dingy depot.

"Hmmm," he snorted. "I don't blame it!" . . .

AROUND the DIAL

by THE DIAL TWISTER

After several months of obscurity television has popped into the news again with the announcement of new plans from CBS. Not only is the junior net going to build sight studios (of course, the "world's largest") in New York's Grand Central Terminal, but it's engaged no less a bigwig than Gilbert Seldes to direct its experimental video programs. This last seems the really important news. If television is ever going to come any nearer to reality than the "more abundant life," something worth a squint will have to be provided for peepers-in. And that won't be any simple chore, to judge by the troubles sound broadcasting still has after 17 years of trying. Evidently CBS is serious about this television business. It's budgeted \$2,000,000 for development work; real money even in radioland. And not the least interesting angle of its new plans is the rumor that the chain may go into the making of sight receivers. Before senility robs them of the thrill the gals may yet have a ravishing glimpse of their favorite 289-pound singers and 312-pound orchestra leaders. Stranger things have happened.

Charles J. Correll—otherwise Andy—will take a new bride, Sept 11. This time it'll be Alyce McLaughlin, a professional dancer. The wedding will take place at Los Angeles, followed by a honeymoon near San Francisco.

In spite of repeated efforts, original operettas written expressly for radio have caused no great stir. A gratifying exception to this rule was "Ichabod Crane," aired by NBC and WCKY, Aug. 22. Stephen Benet made the Washington Irving classic into a merry book, and Douglas Moore's score fitted it admirably. In fact, some of his rollicking melodious tunes were almost up to the Sullivan standard. Altogether, "Ichabod Crane" made the mine-run operetta borrowed from the movies seem tinny and synthetic. Much of its music should be heard again.

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Television Head



Gilbert Seldes, noted American author and critic, has been appointed by the Columbia Broadcasting System to head a program department which will experiment in program technique for television.

The chap who writes one of the morning news broadcasts keeps alluding to John Bunyan as a legendary giant. In his line he was a giant, right enough. But that line happened to be scribbling; a volume entitled "Pilgrim's Progress" among other things. The legendary member of the clan is Paul, whose feats are part of the Northwest's folk lore. Quite a diversified family these Bunyans.

It looks as if the chief purpose of NBC'S much publicized O'Neill cycle was to provide competition for CBS Shakespeare. That unflattering suspicion is prompted by the indifferent staging of the four plays. Though most of the leads were capable enough, the supporting roles became mere types as they were cast. That was particularly true of "The Straw," closing the cycle. Only O'Neill's strong drama saved them from mediocrity. Material of such calibre deserved far more careful treatment than casual use as a competitive weapon.

New Shows Scheduled Over WCKY

An outstanding array of sparkling new shows and talent will make their bow over WCKY during the late summer and early fall. Program schedules are now being arranged at the L. B. Wilson station to make room for the new NBC shows that have been booked by leading sponsors.

One of the most eagerly awaited series is that of General Hugh Johnson, who begins his new job of commentator on politics and general news September 27. The fiery general will be heard at 8:00 p. m. (E.S.T.), Mondays and Thursdays, and 10:00 p. m., Tuesdays and Wednesdays.

The Tom Mix Straight Shooters, sponsored by Ralston Purina, will be a WCKY feature at 5:45 p. m. (E.S.T.), Monday through Friday, starting September 27.

"Grand Central Station" is the title of a new weekly dramatic show, featuring Ned Wever and Rosaline Greene, sponsored by the Lambert Co., every Tuesday at 9:30 p. m. (E.S.T.), beginning September 28.

Griffin's Melody Revue starts on WCKY, September 27 and will be heard every Monday, at 7:30 p. m., sponsored by the Griffin Mfg. Co.

The Diamond Crystal Salt program will be on WCKY weekly on Sunday, at 3:00 p. m. (E.S.T.), starting October 3.

A new Italian Balm program will be a Monday night feature, beginning September 20, at 9:30 p. m., with details of the show still to be announced.

Dr. Karl Reiland, author and lecturer, will begin a series of talks on Friday, November 5, at 7:15 p. m. (E.S.T.).

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THIRD PRIZE

Mary Anthony, 241 East Auburn Ave., Cin., O.

ADDITIONAL PRIZES

- J. R. O'Neill, 530 East Cassily St., Springfield, Ohio.
- R. G. Folszenlogen, Hammel Ave., 61 Manor Box 204, Route 6, Lockland, Ohio.
- Dorothy L. Eary, 3960 Regent Ave., Norwood, Ohio.
- Clyde Collis, 18 Cowie Ave., Erlanger, Ky.
- A. M. Hart, 954 Morris St., Cincinnati, Ohio.
- Doris E. Herzog, c/o Dr. H. W. Steen, 510 Gwynne Bldg., City.
- Mrs. Elizabeth Hefele, 3439 Duncan Ave., Cincinnati, Ohio.
- Christine Marting, 611 Ludlow Ave., Cin., O.
- Elsie Osborne, 1547 Jonathan Ave., Cin., O.
- Gertrude H. Terrell, c/o Dr. W. Morse Hicks, Cinti., Ohio.
- Mrs. Alice C. Gale, 3517 Hudson Ave., Cin., O.
- Herbert Walke, 2377 Victor St., Cinti., O.
- Mrs. Helen Darby Berning, 3465 Wabash Ave., Evanston, Ill.
- Mrs. James L. Walker, 2878 Zelglo Ave., Cinti., Ohio.
- Ada R. Brouse (Mrs. L. P.), 1550 St. Leger Pl., Cinti., Ohio.
- Carter K. Hamilton, 650 Third St., Silver Grove, Ky.
- Mrs. Paul Ware Francis, 1675 Kellywood Ave., Cinti., Ohio.
- Miss Helen L. Smith, Coroner's Office, Hamilton County Court House.
- Walter H. Kuhl, Room 1101, S. W. Cor. 4th & Main, City.
- A. J. Dunes, 454 Hillside Ave., Lockland, O.
- Raymond Cushman, 1521 Hanklick St., Cov., Ky.
- Walter L. Raldeen, 29 Crowell Ave., Ft. Thomas, Ky.
- William H. Gilbert, 4824 Wesley Ave., Norwood, Ohio.
- Mrs. Ray Archibald, 3030 Lavenia A., Cin., O.
- Thomas Milton Hall, 4081 Hamilton Ave., Cinti., Ohio.
- Mrs. Clyde Wharton, 4931 Ralph Ave., Cin., O.
- Mrs. S. E. Kalper, 3313 Stanhope, Westwood, Ohio.
- Myrtle Miller, 810 Kirbert Ave., Cinti., O.
- Mrs. Janet P. Vogel, Race & Bonier Eds., R. Bldg., S. Cheviot, Ohio.
- Elizabeth Bernanger, 1522 Republic St., Cinti., Ohio.
- Rev. Herbert Hextep, 3637 Zumstein Ave., Cinti., Ohio.
- Mrs. I. G. Phillips, 119 Rose St., Sp'ng'd. O.
- Robert Wikel, 3 East Orchard Rd., Ft. Mitchell, Ky.
- Helen Furnish, Nurse in the Home of Walter Outek, Locust Dr., Lakeside Pk., Ft. Mitchell, Ky.
- Charles Wolfson, 28 Landon Court, Cinti., O.
- William J. Mansfield, 2353 St. James St., Apt. 209-City.
- George Watson, 3321 Clifton Ave., c/o Toddle House-City.
- Mrs. R. V. Chase, 622 Oak St., Cinti., O.
- Mrs. William E. Quinn, 229 Highland Ave., Ft. Mitchell, Ky.
- Laurence E. Camp, 4675 N. Edgewood Ave., Winton Place, Ohio.
- H. Ernst, 5856 Yononta Ave., Cinti., Ohio.
- Mrs. E. C. Lovett, 3063 Great Ave., Cinti., O.
- Graver Davis, 101 N. Kensington, Springfield, Ohio.
- S. J. Dowel, 227 Lyon St., Cinti., Ohio.
- Mazie K. Brady, 3437 Shaw Ave., Cinti., O.
- Mrs. Howard L. Garrison, 4316 Hamilton Ave., Cinti., Ohio.
- Howard Phillips, 1041 Fairfax Ave., Cinti., O.
- Ben V. Braker, 429 Resor Ave., Cinti., Ohio.
- Clare Eissaman, 1010 Locust St., Cinti., Ohio.
- Stan Sandel, 873 Beech Ave., Cinti., Ohio.
- Ralph H. Grievea, 1617 Rutland Ave., Springfield, Ohio.
- Mrs. Frank Rick, 2352 Ohio Ave., Cinti., Ohio.
- Mrs. Evelyn Centner, 603 Beasie Ave., Hamilton, Ohio.
- David Lee Snyder, 3606 Michigan Ave., Cinti., Ohio.
- Henry E. Harned, Mr., 2712 Erie Ave., Cinti., Ohio.
- John W. Larson, 2256 Spring Grove Ave., Cinti., Ohio.
- William Lloyd Moffat, 1101 Central Plwy., Cinti., Ohio.
- Mrs. Paul Ramstettes, 2211 Wheeler St., Cinti., Ohio.
- Mrs. Dorothy Kesterson, 870 Ludlow Ave., Cinti., Ohio.
- E. Dresher, 2836 Highland Ave., Cinti., Ohio.
- Jean Kuehse, 3742 Brotherton Rd., Cinti., O.
- C. H. Sumpmann, 6631 Elm St., Mariemol, O.
- Mr. Ray G. Schulte, 2027 Highland Ave., Cinti., Ohio.
- Phoebe Lloyd, Terrace Park, Ohio.
- C. M. Price, 514 Main St., Cinti., Ohio.
- Mrs. S. A. Switzer, 211 N. University Ave., Oxford, Ohio.
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- Irwin D. Heather, Room 346, City Hall, Cinti., Ohio.
- Ruth Moore, 4332 West Eighth St., City.
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- Franklin Alter, Jr., 3006 Fairfield Ave., Cinti., Ohio.
- Tom Bell, Treas. Office, Court House, Hamilton, Ohio.
- Mrs. Amy Michaels, 4820 Marion Ave., Norwood, Ohio.
- Beatrice Marx, 1880 Huron Ave., Cinti., Ohio.
- Mrs. Clover Roy Skaggs, 1628 Clarewood Ave., Cinti., Ohio.
- Mrs. F. W. Browning, 313 Madison Ave., Covington, Ky.
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- Miss Evelyn Berling, 4110 Hamilton Ave., Cinti., Ohio.
- Arthur Hunsbert, 3620 Marburg Ave., Cin., O.
- Helen Smith, 3402 Walworth St., Cinti., Ohio.
- Mrs. Frank Luken, 5020 Veazey Ave., W. Price Hill, Cinti., Ohio.
- Pearl Ruth Sturgeon, 1413 Regent Ave., Bond Hill, Cinti., Ohio.
- Mrs. Al Losekamp, Park Ave., Harrison, Ohio.

