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Radio Dial

WEEK ENDING OCTOBER 22, 1937



PHIL BAKER

*"The Great American
Trouper"*

See Page 11

Weekly RADIO DIAL

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

Published every Friday by the Radio Dial Publishing Co.
22 East 12th St., Cincinnati, Ohio

Six Months for \$1. Single Copies 5 cents

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 OCTOBER 22, 1937 No. 23

SATURATION POINT?

From a commercial standpoint this promises to be the best season broadcasting has ever enjoyed. Virtually all the better hours are already sold. So are some that are not so good. And there is a waiting list of sponsors who can't get the time they want.

Naturally, the broadcasters are happy about this. The prospect of reaching a new high in revenue is pleasant to any business.

At first glance listeners should share the broadcasters' satisfaction. Booming time sales not only indicate a favorable condition of business in general. They also show that broadcasting in particular is financially healthy.

On the other hand, the situation discloses something that might well concern both broadcasting and listeners. That is the possibility that time sales may have reached the point of saturation.

This is not to imply that all available time is being sold. There are still many sustaining hours, and probably always will be. Rather, what is meant is that time sales may have reached the point the audience will tolerate.

That can be made clearer by taking any typical evening as an example. With time sales booming, one commercial program follows another in steady succession. There are few sustaining features to break the pattern. This solid phalanx of commercials has two unfortunate effects, for both listeners and sponsors.

Each commercial program, of course, carries its share of sponsor "plugs." It is pretty well known—at least outside the studios—that listeners are less than enthusiastic about these "brief messages." They regard them as a necessary evil at best. Dressing them up in dramas and planting them in performers' lines does not make them any more welcome.

More than that, how the listener feels about sales talk depends, to a considerable extent on how often he has to hear it. He is likely to be tolerant of the first few blasts from a shouting announcer. But if they keep on coming and coming, he simply turns a deaf ear to all "plugs" or spins the dial.

In other words, the closer commercial programs follow one another, the less the listener's tolerance of sales talk is likely to be.

The second result of selling time so solidly is that it tends to crowd out worth while sustaining programs.

These things would seem to indicate that there are limits to time sales other than the number of hours available. After all, listeners have the last word on whether a program shall have an audience. Commercial saturation begins where their tolerance ends.

One of radio's many ironies is that sponsors can or will not buy some of the best programs. These must be aired, if at all, as sustaining features. Naturally, when so much time is sold, worth while sustaining programs are shifted to undesirable hours or dropped altogether. And that scarcely pleases listeners who like them.

"Rising Musical Star" Premiere on NBC Will Feature Pauline Pierce

The first of the new "Rising Musical Star" programs, designed to bring to stardom outstanding instrumental and vocal talent, will have its premiere on Sunday, October 17, at 10:00 p. m. (E.S.T.), over the NBC-Red network, including WSAI and WSM, with Pauline Pierce, young mezzo-soprano as the first guest artist.

Selected by the jury of Auditions, comprising Alexander Smallens, Alma Gluck and Ernest Schelling, Miss Pierce is a graduate of the New York

Juilliard School of Music. She has sung for three seasons at Chautauqua and has appeared in opera, oratorio and recitals throughout the East.

In addition to the first of the new "rising musical stars" the premiere will feature Alexander Smallens and his orchestra composed of members of the New York Philharmonic, Eugene Fuerst, conducting a mixed chorus of 70 voices, and Richard Gordon, commentator.

COLUMBI-A-MUSINGS

From WKRC

By
MARGARET MALONEY

Congratulations to Alice Remsen, one of radio's performers, who will celebrate her tenth anniversary on the air, October 18.

It'll be Edward G. Robinson and Claire Trevor that you'll hear on that new Lifebuoy show . . . several cinema stars were considered, with Bill Powell and Myrna Loy being the strong favorites . . . seems, however, that their contracts preventing them from accepting regular radio work. When the sponsor learned that it would be impossible to get their signatures on the dotted line, they mulled over the idea of Robinson and two or three of Hollywood's big name feminine stars and gave consideration, too, to Robert Taylor and Barbara Stanwyck . . . but on October 19, it will be Robinson and Claire Trevor who step up before the microphone.

Frances Langford has been signed for two more years as singer on "Hollywood Hotel" and it's reported that she's getting \$2,000 weekly for her warbling.

Bob Allen, former WKRC singer, and protege of Ruth Lyons, WKRC's head lady, who vocalizes now with Hal Kemp's orchestra, is being screened.

Al Goodman, current maestro on the "Hit Parade" over CBS and WKRC, will be replaced by Harry Salter, on November 13 . . . Salter will hold forth until December 25, when Richard Humber takes over.

WKRC's newest announcer is Ed. Humphries, who comes to the hilltop station from WHIO, in Dayton, Ohio.

Following is a list of the ten most popular tunes played during the week ending October 2, over the Columbia network:

- That Old Feeling.
- Remember Me.
- Moon Got in My Eyes.
- Roses in December.
- First Time I Saw You.
- Have You Got Any Castles, Baby.
- Whispers in the Dark.
- So Rare.
- Harbor Lights.
- Can I Forget You.

Speaking of tunes, Ruth Lyons' newest effort in the composing field is a swell composition. Titled "Fooled," both the lyrics and music are appealing. Incidentally, the first song which Ruth ever composed was the first blues song ever to be sung publicly by Libby Holman, famous torch singer. At the time, both Miss Holman and Mrs. Lyons were students at the University of Cincinnati.

On WCKY's Morning Roundup



Two of WCKY's youngest but most popular entertainers are Edith and Sherman Collins, pictured above. They do hillbilly ballads in a style that's all their own on the WCKY Morning Roundup. They are brother and sister, natives of Hazard, Ky., but now living in Cincinnati. Both hurry from the studio to school each morning.

Phil Baker and Jack Benny have one thing in common. Baker popularized "Artists and Models" on the stage and Benny did likewise on the screen.

M. H. H. Joachim, "Your Unseen Friend" producer, will make movie shorts revolving around several of his most interesting radio dramatizations.

Knot Hole Club



Greater Cincinnati's Knot Hole Club members demonstrate each Saturday morning that they can sing as well as play baseball. Above are some pictures snapped during a recent "Knot Hole" program over WSAI, 10:00 to 11:00 a. m. (E.S.T.) Saturdays. Upper left, Fred McMaster, vice-president of the Greater Cincinnati Knot Hole Association, is seen interviewing Mrs. Arthur Wilson, member of the Madisonville Knot Hole Mothers' Club; Upper right, Sergeant Guy York of the Cincinnati Police Safety Squad tells Knot Holvers how to avoid accidents on the streets, while Bill Robbins, announcer, listens. Below, members of the Madisonville Class A champions were caught as they sang "Take Me Out to the Ball Game." Left to right they are Jimmy Wilson, son of Mrs. Arthur Wilson; Glenn Malady, team captain; Paul Herking, Bob Merland and Bill Brookbank.

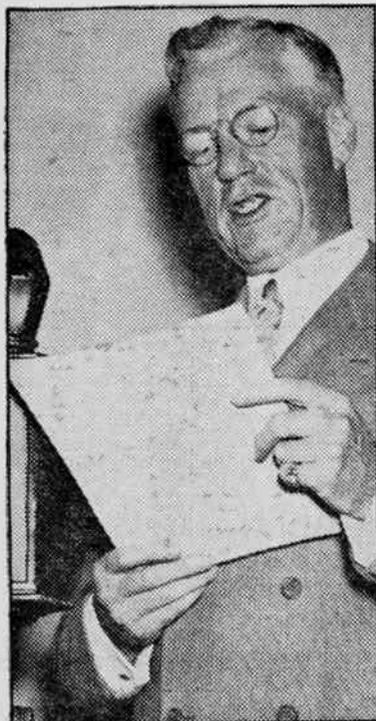
Edward G. Robinson, Claire Trevor In New Series

AROUND THE WORLD, NEW WLW FEATURE

"Around the World With the Nation's Station," a new Sunday night program, presents Joseph Reis, educational director of WLW, with Virginio Marucci's orchestra in a half-hour salute to various foreign nations. The program, broadcast from 6:00 to 6:30 p. m. (E.S.T.), also is aired by the Crosley International Short Wave station, W8XAL.

"Around the World" offers a variety of music from the nation's saluted. For instance, if the salute is to be to Spanish-speaking countries, the music will be the type written and played by those peoples. Mr. Reis will announce the programs in both Spanish and English.

Addresses 11 Meetings At Same Time



When the Cincinnati and Hamilton County annual Y. M. C. A. membership campaign was begun October 8, Cecil H. Gamble, president, wanted to address the several hundred workers but they were meeting in 11 different centers, so Station WSAI took care of that little detail. Mr. Gamble's only visible audience, when this picture was snapped, was the announcer in the WSAI studio, but every one of the membership campaigners heard the president speak, for at each room radios were tuned to WSAI from 7:45 to 8:00 p. m. (E.S.T.) and the workers heard Mr. Gamble's message.

"Personalities On Parade"



Marsha Wheeler will have as her guests on her "Personalities on Parade" program over WKRC, Saturday, October 16, Mrs. William Morgan Knox (above), who is the assistant buyer in the Gift Department at Pogue's; Mrs. Mae Clark, saleswoman and sponsor of the Houseware Department at Shillito's, and Mary Ellen Bart, Personal Shopper at Shillito's. They will give their listeners the low-down on department store technique. "Personalities on Parade" is sponsored by RADIO DIAL.

MILLIONS WRITE TO "VOICE" WITH THEIR PROBLEMS

More than 5,500,000 letters, written in 30 languages!

That's the record of "The Voice of Experience," heard over WLW and the WLW Line, at 1:30 p.m. (E.S.T.), daily except Saturday and Sunday.

In his scrapbook of unusual letters one finds such contrast as a manuscript of 18,000 words, followed by a postcard with only a phrase scribbled on it. Signatures of men and women in every walk of life, ranging from the criminal to the professional—each seeking advice about some personal problems.

"Musical Speedway"

Replacing the "Dude Ranch," formerly heard Friday nights, is the new "Musical Speedway" program, 7:30 to 8:00 p. m. (E.S.T.), Tuesdays, over WSAI.

Phil Davis and his orchestra, with Jane Gerrard and Ellis Frakes as soloists, present a half-hour show of hit tunes, with each musical selection numbered as an entry in a mythical automobile race.

Newspaper Life To Be Basis of Stories

Edward G. Robinson, famous for his vivid characterizations and hard-boiled roles on stage and screen, will star in a new dramatic series based on newspaper life, to be heard over the WABC-Columbia network, including WKRC, WHAS and WHIO, every Tuesday, from 8:00 to 8:30 p.m. (E.S.T.), starting October 19.

Robinson will play the role of a crusading managing editor of a tabloid newspaper in a large American city. Each program will be a timely adaptation from the American news front, written by a battery of ace playwrights, which include Arthur Caesar, Courtney Riley Cooper, Arch Obeler and Edward Holden. Clark Andrews will direct.

The large supporting cast will be headed by Claire Trevor, prominent on stage and screen. Miss Trevor will play the part of a society editor of the paper, whose influence it was that led Managing Editor Robinson to veer from the paths of sensationalism into more constructive lanes of journalism. Each episode will be complete in itself, although there will be a connecting thread running through the entire series.

Interviews Civic Leaders



Several mornings each week, Ruth Lyons, WKRC's program director, who conducts the "Woman's Hour" from 8:30 to 9:00 a. m., Mondays, through Saturdays, is presenting to the radio audience heads of various organizations which are cared for by the Community Chest. Mrs. Lyons has just concluded a series of interviews with members of the Women's Symphony Society.

Radio Gets All His Attention



Ozzie Nelson's giving up dance and theater engagements to concentrate on his Baker's Broadcast, heard over the NBC-Blue network, including WCKY, WLS and WSM, Sundays at 7:30 p. m. (E.S.T.). Harriet Hilliard, his wife and soloist (left), will continue to be featured.

CARBORUNDUM BAND BEGINS 12TH SEASON

Opening with the mighty roar of Niagara Falls, one of radio's pioneer commercial programs returns to the air as "The Voice of Niagara," featuring the Carborundum Band and age-old Indian legends related by Francis D. Bowman. The series begins its twelfth season on the air and its seventh on Columbia with the broadcast over the WABC-Columbia network, including WKRC, WHAS and WHIO, on Saturday, October 16, from 7:30 to 8:00 p. m. (E.S.T.). Under the sponsorship of the Carborundum Company, the programs will be heard each week at the same time.

The veteran series holds the distinction of being the oldest program of band music on the air and of having maintained its form and personnel intact since the first broadcast. The idea for the programs was originally conceived by Francis D. Bowman, advertising manager for the sponsor, and since that time, he has continued as narrator, continuity writer, program director and announcer. Edward D'Anna and his band, still on the series, together with Bowman contributed to the first broadcast over a local station of Buffalo, N. Y.

In New Series



Mary Margaret McBride, popular woman radio columnist, just recently started her thrice-weekly columns of news items of interest to women in general, broadcast over the WABC-Columbia network, including WKRC, WHAS and WHIO, each Monday, Wednesday and Friday from 12:00 noon to 12:15 p. m. (E.S.T.).

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



PROGRAMS FOR SATURDAY, OCTOBER 16



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for radio stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

Summary row of station call letters: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS.

7:00—Message of Israel: Rabbi Israel Goldstein, guest speaker. Organ music. WJZ WLS WCKY kdkk wht wave wire wham wowo
—Top Hatters Dance Band. WEAFF wgy wtm wmaq who wdfw kyw
—Saturday Night Swing Club. WABC WKRC WHIO wbbm wgar wfbm wcau wadc wvva wvwa wbt wvfa wwl wcco

Shots; Novelodeons, male trio; Sally Foster; Lula Belle and Arkie, songs; Uncle Ezra. WJZ WLW WLS kdkk wham whk wave wfla wbp wire
9:30—Saturday Serenade. (CBS) WHAS wcau wgst wjr wbbm wgar wfbm kmcb kmox wvva wbt wvfa wwl
—"It's All in Fun"—Dramatizations. WABC only
—Special Delivery, a dramatic sketch with Marion Randolph. WEAFF kyw wgy wtm wmaq wdfw wvj kstp who

—Benny Goodman's Orchestra. WABC (WKRC on 11:15) (WHAS off 11:15) WHIO wjr wbbm wgar kmcb wcau kmox wadc wvbt wvfa wcco wvva
—Esso News Reporter. WJZ only
11:05—Eddie Rogers' Orchestra. WJZ WCKY whk wave wham
11:30—Emery Deutsch's Rainbow Room Orchestra. WEAFF wgy wtm wmaq who wdfw kyw
—Frankie Masters' Orchestra. WABC WKRC WHIO wjr wbbm wgar wfbm wcau kmox
—Jerry Blaine and the Park Central Hotel Orchestra. WJZ WCKY wire wave wham whk

"The Silk Topper"
James Leonard, WSAI master of ceremonies and announcer, is heard thrice weekly in a new program, "The Silk Topper," in which the announcer, roaming about the downtown streets of Cincinnati, interviews various persons.
Wearing a silk top hat, Leonard conducts his interviews from 8:15 to 8:30 p. m. (E.S.T.), Tuesday, Thursday and Saturday. He asks a variety of questions and gets a wider variety of answers, but behind it all is the general theme—"Why do Cincinnatians go downtown in the evenings?"
Kate Smith, who owns the Celtics, professional basketball team, is a crack foul shot and often works out on the court with her boys.

RADIO DIAL CONTEST CLUB

by The Contest Reporter

CERTAIN sections of the country have come to be known as being more contest-conscious than others. (This can also be applied to certain cities. This reputation is not gained through any desire on the sponsor's part to limit his awards to such places, but rather because there is a higher percentage of contest participation.

For the same reason certain individuals stand out more prominently than others in these particular cities and sections. Atlanta, Ga., is one of those places and Mrs. E. W. Landers is one of those persons.

Mrs. Landers thinks that *Contact* is one of the most essential factors and says so in an article for October Contest Magazine. It is reprinted herewith, in part:

"Happiness, success and even life itself, depends on contacts. In any field of work it is necessary, and in contesting, contact with other contestants is all-important for many reasons.

"One hears of a contest, another doesn't. They swap information. One may have a winning list or winning entry. Someone else another. These are exchanged. One takes one magazine, buys one book and shares with another who has something different.

"In some instances, of course, contestants are close-mouthed and close-fisted with what they know and have. But there are only a few like this. Where you find one of this kind you find scores who are eager to co-operate, ready to talk contesting on any provocation, which is really the finest feature of contesting contact. Talking contests keeps up the spirit and interest and spurs you on to try again.

"I am fortunate to have a husband jointly interested with me. We are constantly surprising each other with the different angles we propose in writing an entry. Sometimes they are ludicrous and fade out. But almost always we are able to develop a stray idea and send it in. We probably couldn't do this alone, but we not only have ourselves we have the acquaintance and friendship of other contestants who help keep our enthusiasm boosted.

"The contestant who is not acquainted with others of the same hobby is at a distinct disadvantage, and should make every effort to keep in close touch with those who speak his language. Contesters have a language all their own, no question about that. The average person doesn't know what a limerick is, and if you win very often he looks on you with envy and suspicion. Those who know the depths of losing or the heights of winning, know better how to 'rejoice with those who do rejoice and weep with those who weep.'

"Just as we need meat, vegetables and sweets to make a rounded meal, we need all kinds of friends to make

a rounded life. The gay, merry kind and the serious, sober-minded. They both help—tremendously. We should always court the friendship of the contest-minded. Don't be afraid to give out to them. Give and you receive—in a jubilant, spontaneous way that puts freshness in your entries, a smile on your face, and joy in your heart.

"If I were writing a contest entry, I would end this subject by saying: *It's a known fact, Contest Success depends on Contact.*"

And speaking of Georgia and Atlanta, a new item aptly bears out something we said in the beginning. It follows:

"What the Secretary of State's office took to be a boom-time interest in South Georgia real estate, disappointingly turned out to be a wholesale search for an answer to a picture puzzle contest. For several days the office had been flooded with letters inquiring about the size of South Georgia counties, most of them asking for a county having 686 square miles."

More disappointingly must have been the Secretary's reply in advising that no county in the State was that large.

The new A. & P. magazine, for which \$1,000 was offered for a name, was given the name of *Woman's Day*, but it cost A. & P. \$2,000 instead. Miss Mae Newburn, of Chicago, and Mrs. B. Jarvis, of Detroit, tied and will receive \$1,000 each. "In case of ties, —," you know.

The desire on the part of Lennen & Mitchell, advertising agents for the Old Gold contest, to beat off the "solution hounds" was only partially successful. In the last contest "answers" were openly sold for prices ranging from 10c to \$2.00. Now it has taken a different form. The contest magazines are liberally sprinkled with ads offering "original sets of replies." Most are \$1 and \$2. While this is not in accord with contest ethics, the fact still remains that one of the bought sets of replies is just as likely to be the winner as not. It is just a bit doubtful, however, if a concern or individual gets several hundred orders, whether they will be

He Likes Hollywood



Sid Skolsky recently amazed his New York editor when he refused to return from Hollywood, declaring that "Broadway is passe." He declined to abandon his cinema column and resume his Broadway gossip writings. Now he has signed with NBC for a weekly Hollywood series, heard at 8:30 p. m. (E.S.T.) every Wednesday over the NBC-Blue network, including WCKY and WLS, at 8:30 p. m. (E.S.T.).

as original as the buyer would want, or expect to get. To make our own position perfectly clear—write your own and save \$2.

For a long, long time your reporter has been saving Gillette blade cartons, feeling perfectly confident that there would be use for them. That time has come. The makers of Gillette razors and blades have announced a contest to run six weeks—the football season. \$1,000 in cash each week for selection of winners and short letter, plus a carton. All drug stores can furnish forms. Begins October 15.

November *Screen Guide* is offering \$1,000 for best selection of a lover for "The Angel." Of all things!

Blondex, 27 West 20th St., N. Y., offers \$50 monthly for letter of suggestions, results and facts for Blondex Shampoo and Rinse. Purchase requirement.

The J. R. Watkins Co., Winona, Minn., offer \$15,000 in cash and merchandise for best 25-word statements. Purchase requirement. Entry blank with product sold principally through local agents and canvassers. Subject: Watkins Liniment. Closes November 30th.

Starting October 18th and running until November 27th, Hinds Honey and Almond Cream will give away

Chevrolet automobiles for 25-word statements on product. Purchase requirement. Details over "Life of Mary Sothorn." Columbia network, Monday through Friday.

Canfield Oil Co., in Cleveland, O., offers three years' supply of gasoline and other merchandise prizes for best statement of 50 words telling what mileage you obtained on 5 gallons of "4900." Blanks and rules from Canfield stations. Closes November 30th.

In the New England States, Borden's is awarding 5 Benrus watches weekly in a short statement contest on Borden's Chateau Cheese. Entry blanks from dealers.

Football by Dick Bray

Dick Bray, WKRC's sports announcer, and one of the outstanding sports authorities in the Middle-West, will give a play-by-play description of the football game between the Cincinnati Bengals and the New York Yankees, Sunday, October 17. The broadcast will be aired over WKRC, from Crosley Field, beginning at 2:15 p. m.

The professional Bengals, under the guidance of head coach Hal Pennington, will be playing their third game of the season.

FOOTBALL ROUNDUP

Ninety minutes of "Top" football dope and refreshing college music with

HARRY HARTMAN

Win cash prizes

EVERY FRIDAY AND SATURDAY, 8:15 P. M.

SPONSORED BY

PETER IBOLD CIGARS

STEINBERG RADIO

L. L. CORYELL & SON

WCPO

SPECIAL OFFER

EBERHARD FABER COMBINATION

PEN AND PENCIL

Practical, well designed and made to give long wear. The pencil works smoothly, propelling and repelling.

FREE

WITH YOUR SUBSCRIPTION TO RADIO DIAL

6 Months for \$1.00

(USE THIS COUPON)

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22 East 12th Street
Cincinnati, Ohio

New Subscriber Renewal

Enclosed find \$1.00. Enter my subscription for 6 months and send me absolutely free and postpaid the combination pen and pencil as per your offer.

Name.....

Address.....

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

GET FREE ENTRY BLANK

★ for the ★

\$50,000

PHILCO RADIO MYSTERY CONTEST

AT ANY

PHILCO RADIO DEALER

WKRC

10:45 P. M.

EVERY MONDAY

PROGRAMS FOR SUNDAY, OCTOBER 17

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



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Sunday, October 17, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

NOON—Dorothy Dreslin, soprano; Fred Hufsmith, tenor. WFAF WSAI wgy wtam wmaq who wdf
1:00—Church of the Air: Rabbi Samuel M. Gup, Temple Israel, Columbus, Ohio. WABC WKRC WHAS wjr wcau wadc wbsb wfsa wcco

3:30—Popular Melodies: Orchestra with vocalists. WJZ (WCKY off 3:45) WLS kdka wave wire whm whk
4:00—Sunday Vesper: "The Essence of Personal Christianity," Dr. Harry Emerson Fosdick; male quartet, direction Charles A. Baker. WJZ WCKY WLS WSM whk wave wire whm

5:30—Guy Lombardo and his Orchestra. WABC WHAS wjr wgar wfbm kmcb wcau kmox wvva wwl
6:00—Joe Penner with Jimmie Grier's Orchestra: Gene Austin, tenor; Julie Gibson, vocalist, and Coco and Malt, comedians. WABC WKRC WHAS wjr wfbm wgar wcau wbt wcco wbbm

7:45—Let's Go Visiting with Jerry Belcher. WFAF WLW kyy wgy wtam wjz wmaq who wdf wire
(Continued on page 9)

Surprises Friends



Joe Binder, WKRC tenor, surprised his friends last week when he announced that he and Miss Marjorie Cook had been married on September 4. Binder is heard on WKRC each Tuesday at 10:45 p. m. (E.S.T.) in a quarter-hour program titled "Ballads by Binder." Mr. and Mrs. Binder will reside at 1832 Westwood Avenue in Cincinnati.

Wayside Church

As a special feature on the Wayside Church, broadcast over WKRC each Sunday at 8 a. m., under the direction of Jim Lightfield, the choir of the Whiteoak Christian Church will be heard on Sunday, October 17. Each week, a group of singers from various churches in and near Cincinnati will be presented.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.,

Required by the Act of Congress of August 24, 1912, of the RADIO DIAL, published weekly at Cincinnati, Ohio, for October 1, 1937.

State of Ohio, County of Hamilton, ss
Before me, a Notary Public in and for the State and County aforesaid, personally appeared George A. Vogeles, who, having been duly sworn according to law, deposes and says that he is the editor of the RADIO DIAL and that the following is, to the best of his knowledge and belief a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Radio Dial Publishing Co., 22 East Twelfth Street; Editor, George A. Vogeles, 22 East Twelfth Street; Business Manager, Aron M. Mathieu, 22 East Twelfth Street.
2. That the owner is: The Radio Dial Publishing Company, 22 East Twelfth Street.—Wilbert. James and Nathaniel Rosenthal.
3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are—None.
4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.
5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to prepaid subscribers during the six months preceding the date shown above is (this information is required from daily publications only).

GEORGE A. VOGEL, Editor.

Sworn to and subscribed before me this 30th day of September, 1937.

A. M. SCHONEBERGER,
(My commission expires Dec. 30, 1939.)

CHOPIN'S ANNIVERSARY ON NBC-WCKY

Marking the 88th anniversary of Frederick Chopin's death, a program of his works will be played on Chopin's own piano by Henry Sztompka, Paderewski's favorite pupil, in a broadcast from Poland, to be heard Sunday, October 17, from 11:30 a.m. to 12 noon (E.S.T.) over WCKY and the NBC-Blue network. The program will originate in the house near Warsaw where Chopin was born.

The broadcast will begin with Chopin's Polonaise in B Minor, followed by the Nocturne in D Flat Major, Opus 27, No. 2. The last two Chopin works to be performed by Sztompka will be the Waltz in E Major, Opus 18, and the Mazurka in C Sharp Minor, which reveals Chopin's careful study of, and predilection for, Bach.

At Topper Ballroom



Ben Young and his orchestra will furnish the music for dancers at the Topper Ballroom on Saturday and Sunday, October 16 and 17.

George Fischer, currently substituting for Walter Winchell on the air, can imitate the latter's voice, but prefers to maintain his own individuality.

WCPO Plays Cupid

WCPO played Cupid when Stewardess Virginia Paul of United Airlines and American Airlines Pilot Don Phillips were interviewed on air just a few minutes before their marriage, October 7, at Cincinnati's Seventh Presbyterian Church. The couple met when both were flying out of Cheyenne, Wyoming. The wedding had been planned for Monday, October 4, but inclement weather grounded Phillips in Washington until Wednesday. Believing herself without friends in Cincinnati, Miss Paul spent three lonesome days here only to receive a telephone call a minute before her WCPO broadcast from Chief Engineer Glen A. Davis who recognized her name as that of an old school friend. Mr. and Mrs. Phillips are traveling on their honeymoon . . . but not by plane.

CUVIER CLUB SPONSORS TWO-DAY FESTIVAL

The Cuvier Press Club, Cincinnati's newspaper and professional men's organization, will be sponsor of two great days, in connection with the Indian Summer Festival to be held in Cincinnati, Sunday and Monday, October 17 and 18.

Sunday, October 17, will be National Hill-Billy Day at Crosley Field, Cincinnati, when \$1,000 in cash prizes will be distributed to Hill-Billy Band contestants. Monday, October 18, the U. S. Marine Band and a High School Band Festival, in which more than 3,000 High School band students will participate, will be the attraction at Crosley Field.

PHOTOGRAPH the INVISIBLE!



By using rays unseen by the human eye, any camera owner can photograph the invisible. You can take pictures of unseen objects fully 20 miles away! Read how anyone can do this simply, and cheaply in the October issue of MINICAM — The Miniature Camera Monthly. The picture opposite was taken in a totally dark room, lighted only by the unseen infra red rays of an electric iron.

Trap MINIATURE MONSTERS!

You can bag monsters formidable enough to make any saber tooth tiger flee for his life. These monsters are full of vicious lust for food and battle. They inspire terror in everything their own size. Only your own camera can catch them, because they are so tiny! Read Now to catch monsters in their natural colors in October MINICAM.



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- The Candid Camera Man Rooms at Night.
- Secrets of Photographic Make Up.
- Football Pictures from the stands.
- The Camera Detective.
- How To Make Photo Murals, Lamp Shades, etc.
- Making and Developing Color Photos.
- Over a Dozen more Fascinating, entertaining, instructive articles. Read and enjoy them in the October MINICAM.



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AT YOUR NEWSSTAND

Howdy Folks—Here I am—Willie McGregor—MORE FUN THAN A BARREL OF MONKEYS!

Yes, that's right! A lovable, laughable, life-like, wisecracking Willie McGregor ventriloquist "dummy" only \$1.00, complete with humorous dialogues and easy instructions on "How to Throw Your Voice." Willie is a riot! At home—at parties, picnics, etc., he makes you a big hit. Fun starts moment you introduce him! Just set Willie on your knee, start him talking, and you'll have crowd splitting his sides with laughter. Measures 30 inches tall. Lifelike, colorful head made of durable cast material. Mouth and head move, giving realism to his antics and conversation. Anyone who can talk with a cigarette in his mouth can operate Willie with 5 minutes practice. Willie is a pal with a thousand personalities—at once a wit, philosopher, great lover, woman-hater—in fact, anything you want him to be. You'll be "crazy" about Willie—order him today. SEND NO MONEY—rush name and address at once, and I'll mail Willie to you, complete with book and dialogues. Pay postman only \$1.00 plus postage. Be popular. Have fun! Make money as an entertainer! Mail order NOW!

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This automatic list finder is handsomely finished in silver, red and black, with rubber feet to protect the desk or table. You move the little red knob to the letter wanted, press the spring and there you are. Room for 1,380 separate listings. Useful in office and home for phone numbers, addresses, recipes, formulas, price lists—a thousand and one uses.

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PROGRAMS FOR MONDAY, OCTOBER 18

(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.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

7:00-The Pepsodent Program: Amos 'n' Andy. WEAF WLW who wgy kyw
7:15-"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Carlton Guy, Nora Cunneen and others. WEAF WSAI kyt wtm wmaq who wdf wstp wire wgy wbp
7:30-Eton Boys, male quartet. WABC WHAS WHIO kmbc wadc wbt wfbm
-Carol Weymann, mezzo-soprano. (NBC) wgy wtm wmaq who wdf kyw



With the air lanes filled with World Series baseball . . . Red Barber again proves to be head and shoulders above other sports spielers. The redhead came to WLW and WSAI about four years ago . . . without having ever witnessed a major league baseball game. Quite a jump in a short space of time, eh what? When it comes to announcing football, Red manages to turn in only a fairly competent job. All honors on that score go to 'KRC's Dick Bray . . . he's a whizz at it . . . knows football back and forth.

Understand it all started on the University Campus . . . and it's spread the city over. Yes . . . Lynn Cole has the femme hearts going pitter-patter . . . and all because of that certain something in his voice. The U. C. girls have started a Lynn Cole Fan Club . . . they've gone so far as to issue membership cards, and they've already branched out into several groups. Have heard of this happening in other cities . . . but believe it something new in Cincy. No membership dues required, just a general quickening of the heart beats at 6:15 Monday, Wednesday and Friday evenings.

Personality of the week: Believe the honor belongs to Bob Jennings this week. Bob, with WLW and WSAI for about four years, started in as a mere WSAI salesman. After about two years he captured the title of WSAI Sales Manager and then, the heart and hand of Page Crosley. When Bob Kennett resigned his post as WLW Program Director recently, Mr. Jennings took it over and now he's busy with both stations. A hard worker, tall, slim, dark, good-looking and on this side of thirty.

ALONG THE MILKY WAY: Jimmy Dorsey's opening at the Pavillon Caprice was quite the thing . . . radio people a'plenty there . . . Dorsey's is easily one of the most entertaining bands ever to play Cincy . . . he's a swell showman and a nice G. William Hedges, WLW Vice President in charge of radio since January, resigned last week. . . . Smilin' Dan quite a swell tall story teller . . . he's on WKRC. Fred Edwards, late 'KRC news spieler, rumored about to wed a Texas girl. . . . and Joe Binder, the hill-top station tenor, announced his marriage last week. . . . Mary Sothern again having trouble with Dr. Benson and Max Tilley. WLW starting a serial of the Count of Monte

Cristo . . . and judging from the first episode it's well worth a listen. Wonder why radio execs bother to worry about new titles for recording and news programs . . . they sound the same, even with a fancy moniker. Charlie Dameron and Mary Paxton dueting these afternoons. Spied Ish Drain, WLW drummer, on busy Vine Street and a hello to Marge DeVore who was celebrating two years at the Crosley stations. Spotted Paul Thiel and Mary Louise Lantz of WLW at Old Vienna t' other night dining and dancing. . . . Word from one time WLW and WCPO's Jack Peyser, now announcing from WJJD, Chicago. Spied Bert Farber ('LW pianist) and wife, shopping in the Arcade.

THUMBS UP: WCPO's Elaine and her Story Hour. . . . Elaine recently inaugurated this show for shut-in children . . . but don't let that keep you from listening. On the order of the Singing Lady, she tells fanciful yarns, taking several parts in her dramatizations. A very nice personality . . . you'll find yourself listening to the whole show . . . even though you wanted only a sample.

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

New Member



Lovely-looking Marlyn Stuart, who stooges for comedian Ken Murray, is one of the newest members of the famous "Hollywood Hotel" cast, heard each Friday over the WABC-Columbia network, including WKRC, WHAS and WHIO, from 9:00 to 10:00 p. m. (E.S.T.).

HIGHLIGHTS OF THE WEEK

(All Eastern Standard Time)

SATURDAY, OCTOBER 16

Captain Eyston's attempt at Sir Malcolm Campbell's record. 10:00 a. m. WABC—WKRC, WHAS, WHIO.
Rabbi Israel Goldstein. Message of Israel. 7:00 p. m. NBC—WCKY, WLS.
Voice of Niagara. Edward D'Anna's Carborundum Band. 7:30 p. m. WABC—WKRC, WHAS, WHIO.
Cincinnati Conservatory of Music. 11:00 a. m. WABC—WKRC, WHIO.

SUNDAY, OCTOBER 17

National Negro Congress. 2:00 p. m. WABC—WKRC, WHAS, WHIO.
Pauline Pearce. "Rising Musical Stars." 10:00 p. m. NBC—WSAI, WSM.
Lauritz Melchior, tenor. Ford Sunday Evening Hour. 9:00 p. m. WABC—WKRC, WHAS, WHIO.
Helen Jepson, soprano; Donald Dickson, baritone. General Motors Concert. 8:00 p. m. NBC—WCKY, WLS.
All-Wagner Concert. Radio City Music Hall. 12:30 p. m. NBC—WCKY, WLS.
Rene Maison, tenor. Magic Key of RCA. NBC—WLW, WLS, WSM.
First Opera Written Exclusively for Radio. "Everybody's Music." 3:00 p. m. WABC—WKRC, WHAS, WHIO.

MONDAY, OCTOBER 18

Warden Lewis E. Lawes. "20,000 Years in Sing-Sing." 10:00 p. m. NBC—WCKY, WLS.
Phil Baker. On Burns and Allen Program. 8:00 p. m. NBC—WLW, WSM.
Fred Mac Murray, Madge Evans, in "Up Popped the Devil," on Radio Theater. WABC—WKRC, WHAS, WHIO.
"Jenny Peabody" Dramatic Series. 3:30 p. m. (Mon., Wed., Fri.). WABC—WKRC, WHAS.
School of the Air. (Monday through Friday) 2:30 p. m. WABC—WKRC, WHIO.

TUESDAY, OCTOBER 19

Blaisdell Woodwind Ensemble. NBC Music Guild. 2:30 p. m. NBC—WCKY.
Gladys Swarthout. Hollywood Mardi Gras. 9:30 p. m. NBC—WSAI, WSM.
Sedley Brown and Allie Lowe Miles, interviewed by Nellie Revell. 5:15 p. m. NBC—WSAI, WSM.
Edward G. Robinson and Claire Trevor. Dramatic Series. 8:00 p. m. WABC—WKRC, WHAS, WHIO.
Gertrude Neisen. With Ben Bernie. 9:00 p. m. NBC—WLW, WLS, WSM.

WEDNESDAY, OCTOBER 20

Elisabeth Rethberg. With Andre Kostelanetz Orchestra. 9:00 p. m. WABC—WKRC, WHAS, WHIO.
Eddie Cantor. 8:30 p. m. WABC—WKRC, WHAS, WHIO.
Heatrolatown Herald, 8:30 p. m. WLW.

20,000 Years In Sing Sing

Warden Lewis E. Lawes' 20,000 Years in Sing Sing programs will resume over the NBC-Blue network, including WCKY and WLS, on Monday, October 18, at 10:00 p. m. (E.S.T.), after having been off the air for the Summer. The program will continue to present dramatizations in the lives of Sing Sing's inhabitants.

Sunday Network Programs (Continued)

8:00—The Chase and Sanborn Program: Starring Nelson Eddy, W. C. Fields, with Don Ameche, m. c.; Edgar Bergen and Charlie McCarthy, Dorothy Lamour, and Robert Armstrong's Orchestra. WEA F WLW WSM wtm wire wwf wdf kstp kvoo wfaa wgy kyw wave wmaq wfla who
—General Motors Concerts—Symphony orchestra, John B. Kennedy, commentator, and Erno Rapee, conducting. WJZ WCKY WLS kdka whm whk wsmk
—Columbia Workshop: "The Killers," dramatization, direction Irving Reis. WABC WKRC WHAS WHIO wbbm wfbm wgar wvva wsbt wbt wcco
8:30—"Your Birthday Party," with David Ross. WABC WKRC WHIO WHAS wgy wwl wave wmaq who wfla wjr wave
9:00—Manhattan Merry-Go-Round: Pierre Le Kraeun, tenor; Rachel Carlay, blues singer; Don Donnie's Orchestra; Men About Town Trio. WEA F WSAI WSM wgy wtm wwf wmaq who wdf kstp wave wfaa wire wfla
—Ford Sunday Evening Hour: Lauritz Melchior, tenor, guest. Symphony Orchestra and Chorus, direction Jose Iturbi. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmcb wcau kmox wadc wsbt wvva wbt wsa wj wcco wire wham wmaq wfla wowo
—Hollywood Playhouse presents Tyrone Power. WJZ WLW WENR kdka whk wham
9:30—The Jergens Program, with George Fischer, Hollywood columnist, guest speaker. WJZ WLW WENR kdka wham
—American Album of Familiar Music, with Frank Munn, tenor; Jean Dickenson, soprano; The Haechen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEA F WSAI WSM kyw wgy wtm wwf who wfla wdf wmaq wfaa wire wave kstp kvoo
9:45—Irene Rich for Welch. WJZ WCKY WENR kdka whk wham
10:00—Rising Musical Star Program: Alex Smallens and Symphony Orchestra; mixed chorus of seventy voices, direction Eugene Fuerst; Richard Gordon, commentator; guest artists. WEA F WSAI WSM kstp wire who wdf wfla wave kyw
—Hollywood Showcase—Lud Gluskin's Orchestra and guest. WABC WKRC WHIO wjr kmcb wcau wfbm whk wadc wbt wj wsa wcco
—The Zenith Foundation. WJZ WLW WENR wham kdka whk wbp
10:30—Cheerio. Inspirational Talk and Music. WJZ WCKY whk wave wire wham
—"Headlines and Bylines": H. V. Kaltenborn, Bob Trout and Lewis Browne. WABC (WKRC on 10:45) WHIO wfbm wgar kmox
—To be announced. WEA F WSAI WSM
11:00—Judy and the Bunch, vocal quartet. WJZ WCKY wire wham
—Russ Morgan and his French Casino Orchestra. WEA F wgy wtm wmaq
—Glen Gray's Casa Loma Orchestra. WABC WHIO (WKRC and WHAS on 11:15) wjr
11:15—Choir Symphonette. WJZ WCKY kdka wgar wave wire wham wmaq wfla wowo
—George Fischer. (NBC) WSM wbp wave
11:30—Press Radio News. WEA F and network
—Woodbury Presents Tyrone Power, dramatic sketch with guest artist. (NBC) WSM wave
—Eddie Varzo's Hotel Bismarck Orchestra. WJZ WCKY WLS whk wave wire wham wowo
—Cab Calloway's Cotton Club Orchestra. WABC WKRC WHAS WHIO wgar wcco wjr wbt wwl wsbt wbbm kmcb wadc
11:35—Sandy Williams' Hotel Stevens Orchestra. WEA F wgy wtm wmaq who wdf
MIDNIGHT—Barney Rapp's Beverly Hills Country Club. WEA F wgy wtm wmaq who wdf
—Henry Busse's Chez Paree Orchestra. WJZ wgar wave wire wham
—Henry King and his Orchestra. WABC WKRC WHIO wbbm wfbm wadc wgar wbt wgst
12:30—Earl Hines' Grand Terrace Cafe Orchestra. WEA F wgy wtm wmaq who wdf
—Jesse Hawkins and the New Penn. Hotel Orchestra. WJZ whk wave wire wham
—Red Norvo's Orchestra. WABC WKRC WHIO wbbm wfbm wadc

Carlton KaDell receives fan mail regularly from a seventy-year-old woman in Baltimore, who criticizes his work and offers suggestions on how he can improve his voice.

Bill Brown, WLW announcer, was treasurer of an office furniture company before entering radio.

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For list of authorized Estate Heatrola dealers in Cincinnati and Northern Kentucky, see Page 224 in the Classified Section of the telephone directory (Summer, 1937, issue).

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PROGRAMS FOR TUESDAY, OCTOBER 19



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for radio stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Francis MacCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC wgar wcau wadc wvva wbt
7:15—Vocal Varieties: Choral Group of 14 Voices. WLW to WEAf wgy wtam wire wmaq who kstp kyw wdf
7:30—Horlick's Lum and Abner, comedy sketch. WJZ WLW WLS whk
7:45—Vivian Della Chiesa, soprano. (NBC) WCKY WLS whk wave wire wham wowo
8:00—Edward G. Robinson, with Claire Trevor and Supporting cast—dramatic sketch. WABC WHIO WKRC WHAS wjr wbbm wfbm wgar kmcb wcau kmox wbt wcco wad
8:30—Al Jolson Show with Martha Raye, Parkyakarkus and Victor Young's Orchestra. WABC WKRC WHIO WHAS wjr wbbm wfbm wgar wcau kmox wbt wadc wvj wcco
8:45—John B. Kennedy, commentator. WJZ only
8:55—Johnny Presents Russ Morgan's Orchestra: Charles Martin's Thrill; Swing Fourteen; Frances Adair; Rhythm Rogues, and Glenn Cross. WEAf WLW WSM kyw wgy wvj wtam wmaq who kstp wdf wfla wire kvoo
9:00—Vox Pop, conducted by Parks Johnson and Wallace Butterworth. WEAf WSAI kyw wgy wtam wvj wmaq who wdf wire
9:05—Hollywood Mardi Gras N
9:15—Hollywood Mardi Gras N
9:30—Hollywood Mardi Gras N
9:45—Hollywood Mardi Gras N
10:00—Gen. Hugh Johnson, commentator. WJZ WLW WLS whk wave wire wham wowo
10:05—Joan Edwards, contralto. WJZ WCKY WLS whk wave wire wham
10:15—Joan Edwards, contralto. WJZ WCKY WLS whk wave wire wham
10:30—Marek Weber, Symphonic Serenade. WJZ WLS kdka whk wave wham wfla wire wbp
10:45—Miss Fisher Directs—instrumental group. WEAf wgy wtam wave wire kyw wmaq wvj
11:00—The Pepsodent Program: Amos 'n' Andy. (NBC) WSM wvj wdf wire wbp kstp
11:05—Lou Breese and the French Casino Orchestra. WEAf wgy wtam wmaq who
11:15—Lou Breese and the French Casino Orchestra. WEAf wgy wtam wmaq who
11:30—George Olsen's Orchestra. WABC WHIO WKRC wjr wbbm wcau wgar wfbm kmox wadc wsbw wbt wvfa wcco
11:45—Tommy Dorsey and his Orchestra. WABC WKRC WHIO WLS whk wave wire wham wowo
11:55—Tommy Dorsey and his Orchestra. WABC WKRC WHIO WLS whk wave wire wham wowo
12:00—General Hugh Johnson, commentator. WJZ WCKY WLS whk wave wire wham
12:05—Joan Edwards, contralto. WJZ WCKY WLS whk wave wire wham
12:15—Joan Edwards, contralto. WJZ WCKY WLS whk wave wire wham
12:30—Lang Thompson's Commodore Perry Hotel Orchestra. WJZ WCKY kdka wave wire wham whk
12:45—Harold Stern's Kenmore Hotel Orchestra. WEAf wgy wtam wmaq who wdf
1:00—Tommy Dorsey and his Orchestra. WABC WKRC WHAS wfbm wjr

10:00—General Hugh Johnson, commentator. WJZ WCKY WLS whk wave wire wham
10:15—Joan Edwards, contralto. WJZ WCKY WLS whk wave wire wham
10:30—Dal Casino, songs. WABC kmox wsbw kmcb
10:45—Miss Fisher Directs—instrumental group. WEAf wgy wtam wave wire kyw wmaq wvj
11:00—The Pepsodent Program: Amos 'n' Andy. (NBC) WSM wvj wdf wire wbp kstp
11:05—Lou Breese and the French Casino Orchestra. WEAf wgy wtam wmaq who
11:15—Lou Breese and the French Casino Orchestra. WEAf wgy wtam wmaq who
11:30—George Olsen's Orchestra. WABC WHIO WKRC wjr wbbm wcau wgar wfbm kmox wadc wsbw wbt wvfa wcco
11:45—Tommy Dorsey and his Orchestra. WABC WKRC WHIO WLS whk wave wire wham wowo
11:55—Tommy Dorsey and his Orchestra. WABC WKRC WHIO WLS whk wave wire wham wowo
12:00—General Hugh Johnson, commentator. WJZ WCKY WLS whk wave wire wham
12:05—Joan Edwards, contralto. WJZ WCKY WLS whk wave wire wham
12:15—Joan Edwards, contralto. WJZ WCKY WLS whk wave wire wham
12:30—Lang Thompson's Commodore Perry Hotel Orchestra. WJZ WCKY kdka wave wire wham whk
12:45—Harold Stern's Kenmore Hotel Orchestra. WEAf wgy wtam wmaq who wdf
1:00—Tommy Dorsey and his Orchestra. WABC WKRC WHAS wfbm wjr
1:05—The Vagabonds. WJZ whk wave wire wham
1:10—The Vagabonds. WJZ whk wave wire wham
1:15—The Vagabonds. WJZ whk wave wire wham
1:20—The Vagabonds. WJZ whk wave wire wham
1:25—The Vagabonds. WJZ whk wave wire wham
1:30—The Vagabonds. WJZ whk wave wire wham
1:35—The Vagabonds. WJZ whk wave wire wham
1:40—The Vagabonds. WJZ whk wave wire wham
1:45—The Vagabonds. WJZ whk wave wire wham
1:50—The Vagabonds. WJZ whk wave wire wham
1:55—The Vagabonds. WJZ whk wave wire wham
2:00—The Vagabonds. WJZ whk wave wire wham

PHIL BAKER--"The Great American Trouper"

PHIL BAKER, whose picture greets you on this week's front cover of RADIO DIAL, now faces the CBS microphone every Sunday night at 7:30 p. m., (E.S.T.), as "The Great American Trouper."

Phil's change from the impersonation of a newspaper editor, his last year's comedy characterization, to that of a trouper—an actor who's taken the bumps and liked it, is sound transition. For Phil has more than earned "The Great American Trouper."

He ran away from home as a boy to go on the stage. With only an accordion, an engaging personality and a big sense of humor, he climbed to the highest rungs in vaudeville, then six years ago he entered radio, in

which he has likewise achieved top-notch position.

In vaudeville, where he worked all of the various big circuits, Phil is remembered for his introduction of the heckling stooge—a man in the theatre gallery who reviled Phil and created first amazement, then pandemonium on the part of the audience.

In his radio routine, the familiar Beetle is, in a sense, this same gallery heckler transferred into the realm of radio with auspicious success.

Baker has augmented his use of the stooge to include as hecklers not only Beetle, the Great Un-named and Harry (Bottle) McNaughton, but his orchestra leader, Oscar Bradley. The feminine stooge has not yet been selected.

"Famous Jury Trials" Off the Air For President

"Famous Jury Trials," WLW dramatic program, will not be broadcast October 18. The program has been cancelled that WLW listeners may hear the address of President Roosevelt, scheduled for 10:30 to 11:00 p. m. (E.S.T.).

On October 20, the program will be broadcast over WFIL and KWK of the WLW Line, with the Nation's Station and WOR and WGN of the Mutual network taking the program October 25, 10:00 to 10:45 p. m. (E.S.T.).

They're saying that Ben Bernie will (1) retire permanently very shortly, or (2) take a long vacation away from radio.

Advance Dope on Cars

Advance information on the 1938 motor models is being disclosed in a series of WCKY programs heard at 6:45 p. m. (E.S.T.), Monday through Friday and which continues until October 29.

WCKY is co-operating with the Cincinnati Automobile Dealers Association in paving the way for the Auto Show, October 31, through November 6. Each evening Virginia Golden interviews Cincinnati leaders in the auto industry. There is a musical background supplied by live talent. The programs originate in the WCKY Netherland Plaza Studio.

Alfred Gus Karger, commentator, WLW and WLW Line, will discuss "Tomorrow's Crop—Cultivated Today," Saturday, October 16, at 6:45 p. m.

First past the post!

Advance information on the new

1938 MODELS

and opinions of authorities on the trend in motor car styles

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MONDAY THROUGH FRIDAY, 6:45 p. m. (E.S.T.)

for interviews with leading Cincinnati automobile dealers by Lee Wood, songs by Monte Gold and piano novelties by Mabel Fields

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PROGRAMS FOR WEDNESDAY, OCTOBER 20

(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

7:00—Poetic Melodies: Jack Fulton, tenor; Franklyn MacCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC wadc wvva wbt wgar wcau

WHAS wjr wbbm wgar kmcb wcau kmox wcco wbt
—Charlotte Lansing, soprano and orchestra. (NBC) WCKY kdka whk wave wire wham wowo

Orchestra. WFAE WSAI WSM wtm wfaa wgy wjw kyo wbaq wstp who wdfw
—Sid Skolsky, Hollywood News. WJZ WCKY WLS kdka whk wham

wgy wtm wmaq kyw wdfw wfaa who wfla kstp wave wjw wire
—General Hugh Johnson, commentator. WJZ WCKY WLS kdka wham whk

11:05—The Vagabonds. WJZ WCKY whk wave wire wham
11:15—King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS whk wave wire wham

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

PROGRAMS FOR THURSDAY, OCTOBER 21

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Thursday, October 21, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn MacCormack, poetic reader.
7:15—Vocal Varieties—Choral group of 14 voices.
7:30—Schaefer Revue: Leo Reisman's Orchestra.

dine Conner, soprano; Thomas L. Thomas, baritone; Virginia Verrill, songs; Meredith Willson's Orchestra; Warren Furl, announcer; Hattie McDaniel, Alma Kruger.
7:00—The Vagabonds. (NBC) WCKY whk wave wire wham

—The Vagabonds. (NBC) WCKY whk wave wire wham
—Eso News Reporter. WJZ only
—Pepsodent Program: Amos 'n' Andy. (NBC) WSM wdfc wfaa wmaq wire wky

chestra. WJZ WCKY kdka whk wire wham
—Red Norvo and his Orchestra. WABC WKRC WHIO wjr wbbm wgar wfm kmbc wcau wadc wbst wbt wcco wwa kmox

Monticello Party Line

The mystery of what Aggie Tuttle is doing, collecting old newspaper clippings photographs and general information about the early youth of all her party line friends is expected to be solved during the coming week on the "Monticello Party Line" series, heard over WCKY, at 10:30 a. m. (E.S.T.), Monday through Friday.

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

PROGRAMS FOR FRIDAY, OCTOBER 22



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY

WLW

WKRC

WSAI

WCPO

WHIO

WLS-WENR

WSM

WHAS

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor. Franklin MacCormack, reader, and Carlton Kelsey's Orchestra. WABC WKRC wgar wadc wcau wvva wbt
7:30—El Caballero. (NBC) wgy wtm wmaq wtr wdf wbp kyt ksp
7:30—Dinner Concert. WABC wgst wadc wbt
7:30—Horlick's Lum and Abner, comedy sketch. WJZ WLW WENR whk
Eddie Duchin's Orchestra: Stanley Worth and Patricia Norman, vocalists; Roger B.

Whiteman, author and journalist. WFAF only
7:45—Dinner Concert. (NBC) wave wire wham
7:45—Boake Carter, news commentator. WABC WKRC WHIO WHAS wjr wgar wbbm kmox wcau wcco kmcb wbt
8:00—Grand Central Station, dramatic sketch. WJZ WCKY WLS kdka wave whk wire wham
8:00—Cities Service Concert: Lucille Manners, soprano, and the Cities Service Quartet; Rosario Bourdon's Orchestra. WFAF WSAI wgy wtm wmaq wjz wdf kstp wbp wfaa wfla
8:00—"Hammerstein's Music Hall": Ted Hammerstein, m. c.; Jerry Mann, comedian, guest star, and Music Hall Orchestra. WABC WKRC WHIO WHAS wjr wgar kmox wbbm wfbm kmcb wcau wcco wadc wbt wjz
8:30—Death Valley Days, dramatic program, with John MacBryde, Jean King, Harry Humphrey and Jeff Bryant; Orchestra direction Josef Bonime. WJZ WLW WLS

kdka wham whk
—Hal Kemp's Dance Band, with Alice Faye; Don Forbes, announcer. WABC WKRC WHAS WHIO wjr wgar kmox wbbm wcau wadc wbt kmcb wgst wwl wcco wfbm
9:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WFAF WSAI wgy wtm wmaq wjz wdf kyt who wire
—Hollywood Hotel: Musical Revue. Ken Murray and "Oswald"; Jerry Cooper, m. c.; Frances Langford; Anne Jamison; Ken Niles; Raymond Paige's Orchestra. WABC WKRC WHAS WHIO wjr wbbm wgar kmox kmcb wcau wadc wbt wcco wgst wwl
—Pontiac Varsity Show, featuring under-graduate talent from the University of Virginia; Paul Dumont, m. c. WJZ WLS WLW WSM wham kdka whk wfla wave wfaa
9:30—True Story Court of Human Relations, dramatization. WFAF wgy wtm wjz kyt who wmaq wdf wire
—Russian Rhapsody: Zarova, vocalist; Sarah Kreindler, violinist; Arthur Schwarzman, pianist; orchestra. WJZ WCKY WSM kdka whk wave wham wovo
10:00—Tommy Dorsey and his Swing Orchestra: Edythe Wright, vocalist; Paul Stewart, announcer. WJZ WCKY WLS kdka whk wham wfla
—The Songshop, starring Kitty Carlisle, Frank Crumit, m. c.; Reed Kennedy; Alice Cor-

nett; Songshop Quartet, the 22-Voice Glee Club, direction Ken Christie; 47-piece Orchestra, direction Gustav Haenschen. WABC WKRC WHAS WHIO wjr wgar wadc wbbm wfbm kmox kmcb wcau wsb wjz wcco
—Campana's First Nighter: Dramatization starring Les Tremayne and Barbara Luddy. Orchestra, direction Eric Sagerquist. WFAF WLW WSM wjz wave wmaq wtm wdf wdf who kstp wfla wfaa kvoo wgy
10:30—Mr. Fortune Detective Stories. WJZ whk wham wave wire
—Jimmy Fidler and his Hollywood Gossip WFAF WLW wgy wtm wmaq kyt wjz wire kstp wdf
10:45—"People in the News." Dorothy Thompson, news commentator. WFAF WLW kyt wgy wtm wjz wire wmaq kstp wdf
—"The Voice of Tolerance": Rabbi William F. Rosenblum. WABC wbbm wjr wfbm wcau wcco kmox wadc wgst
11:00—George R. Holmes, Chief of the Washington Bureau of International News Service. (NBC) wgy wtm wdf kyt
—Esso News Reporter. WJZ only
—The Vagabonds. (NBC) whk wave wire wham
—"Tomorrow's News Tonight." Commentary by Andre Baruch. WABC only
—Poetic Melodies. (CBS) WHAS wjr wbbm wfbm wjz wcco kmox kmcb

—Amos 'n' Andy. (NBC) WSM wmaq wfaa wave wbp kstp wjz wtm
11:15—Louis Panico's Oriental Gardens Orchestra. WFAF wjz wave wtm kyt who wgy
—King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS whk wave wire
—Glen Gray's Casa Loma orchestra. WABC WKRC WHIO wadc wbt kmox
11:30—Happy Felton's Orchestra. WABC WHIO WKRC wjr wfbm wcau wadc kmox wbbm kmcb wsb wbt wjz wcco
—Joseph Escarpenter and his Rhumba Orchestra from La Conga. WJZ WCKY WLS whk wave wire wham
—Russ Morgan's French Casino Orchestra. WFAF wjz wave wmaq wtm wdf kstp wgy
MIDNIGHT—Guy Lombardo and his Royal Canadians. WABC WKRC WHAS WHIO wjr wgar wfbm wadc wbbm
—Henry Busse's Chez Paree Orchestra. WJZ WCKY whk wave wire wham
—Trump Davidson and the Club Esquire Orchestra. WFAF WLS wgy wtm wmaq who wdf kdka
12:30—Blue Barron and the Southern Tavern Orchestra. WFAF wgy wtm wmaq who wof
—Jesse Hawkins and the New Penn Hotel Orchestra. WJZ whk wave wire wham
—Ted Florito's Orchestra. WABC WKRC WHAS wbbm wfbm kmox wadc

AROUND the DIAL

by THE DIAL TWISTER



It looks as if last summer's furore over radio drama wasn't entirely lost to the sponsors. Some who would normally have put on musical shows is fall have turned to drama instead. Though it also seems that they missed much of what last summer proved. The Silver Theater is a typical case. The handsome plating of Rosalind Russell and James Stewart is tarnished by a play chiefly demonstrating Hollywood's well-known preoccupation with Hollywood. Able acting and slick direction don't cover that fault. The chap who wrote most of the pieces featured last summer once remarked that "the play's the thing." Radio drama says "the player's the thing." One or the other must be wrong. And it's not the immortal Vill.

Just why Ed Thorgerson should waste part of Lowell Thomas' time with sports dope is something else hard to explain. There are plenty of sports commentators on the air, and some of them more capable than the "Thunderer"; Bob Newhall, for instance.

Those of us who can "remember when" are interested to find Paul Dumont handling this season's Varsity Show (NBC over WCKY, Friday, 9 p. m. (E.S.T.)). His was a familiar voice back in the good old days. As last season, the Varsity Show is fresh and lively. Strangely enough, too, it would seem to indicate that college life doesn't consist entirely of swing and football. That's rather embarrassing for radio's pet notions.

In a pleasant note commenting on this column's reference to the mahem being committed on "we" and "us" by continuity writers, Louise Shaw, 181 Blair Ave., Cincinnati, also calls attention to the R being tacked on certain words by some of radio's well-known spokesmen; for instance, "idear," "Chiner," "Russier." She writes: "Heaven help those of us who like to get our pointers from the air! Are we going to become a nation of syllable-adders?" Sometimes the Dial-Twister also wonders. Maybe it's just the eternal law of compensation. The same people who add Rs where they don't belong drop them where they do belong, probably figuring that this makes everything even-Stephen. It's a bewildering business.

On Broadway (NBC over WCKY, Sunday, 3 p. m. (E.S.T.)), is another demonstration that you can't always judge merchandise by the label. The drama it offered October 3rd was laid on Broadway right enough. But the tale woven about this "sophisticated

street" was a gem of naive too obvious for "Main Street." If this keeps up it's going to be hard for us hinterlanders to keep our awed illusions.

There have been bigger moments than The Time of Your Life (NBC over WLW, Sunday, 5:30 p. m. (E.S.T.)). Indeed, the one bright spot of this standard show is Sheila Barrett. Her sketches—not just impersonations—are exceptionally well-done.

If he holds his starting pace, Eddie Cantor may give Fred Allen some competition this season, now that he's shifted to a Wednesday spot. So far he's been really funny, in marked contrast with his work last season. His departure from Sunday also relieves the congestion of comedians that was so pronounced there last year.

Sponsors are always looking for a tieup between the program and the product. They have a natural in portly Kate Smith plugging cake materials. Her 1938 model show can be classified as type B2 variety: dance band, vocals, drama, celebs.

The long-awaited airing of "Back to Methuselah," September 30, measured up to the Shavian standard. Considering everything, that was remarkable. Not only did the play have a strange theme. It was conspicuous for the lack of action and burdened by interminable speeches. Yet it was singularly arresting and provocative. It raises interesting speculations about what G. B. S. might do if he set his hand to turning out an original drama expressly for drama.



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On "Romantic Rhythm"



Sally Nelson, ballad-singing radio star from the Middle West, with Seymour Simon's orchestra, is now heard each week on the new "Romantic Rhythm" series broadcast over a WABC-Columbia network, including WKRC, WHAS and WHIO, Sundays from 6:30 to 7:00 p. m. (E.S.T.).

Felix Mills, musical conductor of the new "Sunday Afternoon Silver Theatre," which stars Rosalind Russell and James Stewart, ranks as one of Hollywood's foremost arrangers.

"The Whistling Kid"

All the glamour of the old west, when men were men and cattle thieves were hanged, is incorporated in the new WLW dramatic serial "The Whistling Kid," 5:45 to 6:00 p. m. (E.S.T.), daily except Saturday and Sunday.

Naiph J. Abodaher of the WLW continuity staff has just returned from Oklahoma, where he spent the summer gathering material and interviewing some of the old west's colorful characters for his serial. A native of Illinois, Abodaher spent considerable time in his youth as a cow puncher on the western plains. His knowledge of the west with all its color has been gleaned, in a large measure, through personal experience. He has been writing western stories for various magazines the past ten years, and is working on a complete western novel.

Edward G. Robinson will feel right at home in his radio characterization on the new CBS program, "Today." Robinson will play a hard-boiled newspaperman, a role familiar to him in pictures.

Mayor Cantor



Eddie Cantor woos the mike with his customary verve and expression in this new picture just arrived from Hollywood, whence the banjo-eyed comedian is heard each Wednesday at 8:30 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHAS and WHIO.

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