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Radio Dial

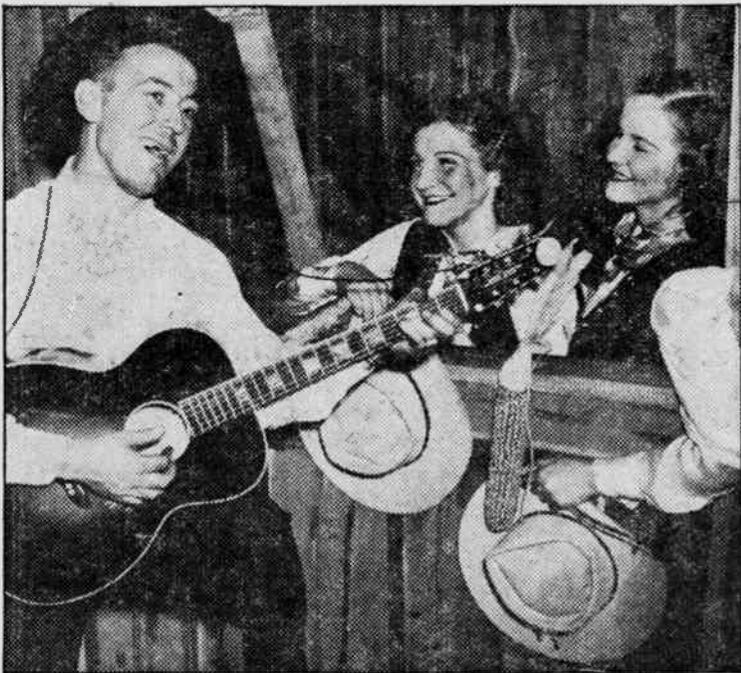
WEEK ENDING NOVEMBER 19, 1937



JANE GERRARD
"VOCALIST"
See Page 4

NBC SYMPHONY ORCHESTRA MAKES DEBUT

His Melody Pleases



Ramblin' Red Foley seems to be pleasing the Girls of the Golden West, Millie and Dolly Good, with his cowboy melody. They were snapped in the old hayloft in Cincinnati's Music Hall, where the "Renfro Valley Barn Dance" is broadcast over the Nation's Station and WLW Line from 7 to 8 p. m. (E.S.T.) Saturdays. Foley and the Girls of the Golden West also are heard Monday through Friday in the "Merrymakers," 7:45 to 8:00 a. m. (E.S.T.), over WLW and the WLW Line.

Opening of Congress Broadcast To Feature Traditional Ceremonies

In New Show



Irene Wicker, radio's "Singing Lady" is heard in a new Sunday afternoon program, "Musical Plays," over WLW through MBS, 5:00 to 5:30 p. m. (E.S.T.)

The opening ceremonies of the special session of Congress, to convene in Washington, Monday, November 15, at the summons of the President, will be broadcast over the NBC-Blue network, including WCKY, WLW and WSM at approximately 12:00 p. m. (E.S.T.).

An elaborate microphone set-up on the floor of the House of Representatives will enable listeners to hear the traditional proceedings of the first day.

Microphones will be installed at the Speaker of the House's desk, at the Clerk's desk, and on the desks of the Majority and Minority leaders.

The names of distinguished guests, among them all the prominent members of the foreign diplomatic corps at Washington, will be announced by the doorkeeper over another microphone.

It is probable that several of the more prominent Senators and Representatives will be heard discussing the prospects for the proposed legislation advanced by the President.

At intervals during the broadcast controls will be switched to a committee room near the Senate chamber for description of events transpiring on the floor of the Senate.

Pierre Monteux, First Conductor In New Series

The newly organized NBC Symphony Orchestra will make its debut over the NBC-Blue and Red networks, including WCKY and WSAI, Saturday, November 13, from 10:00 to 11:30 p. m. (E.S.T.), under the direction of Pierre Monteux.

Ninety-two distinguished artists, selected from more than 700 applicants in Europe and the Americas, form this new symphony orchestra, the first full-sized symphony orchestra to be established in the United States exclusively for radio.

Monteux, present conductor of the San Francisco Symphony Orchestra, will conduct for three weeks, at which time Dr. Artur Rodzinski, conductor of the Cleveland Symphony Orchestra, will take charge for a like number of broadcasts.

Arturo Toscanini, considered by many to be the world's finest conductor, will direct the orchestra for ten consecutive weeks, beginning Christmas night, December 25.

For the opening program, Monteux has chosen major symphonic works of Bach, Mozart, Franck, Debussy and Richard Strauss.

Town Hall Tonight



That funster, punster and comedian, Fred Allen, on the "Town Hall Tonight" program over the NBC-Red network, including WLW and WSM, will return to the air Wednesday, November 17, at 9:00 p. m. (E. S. T.).

Portland Hoffa, Fred Allen's wife, will also be on the show when the series begins the first of a two-year run.

Here's a Fancy New "Topper"



One of the newest fashions from Paris is the "NBC-Blue Network Hat," worn here by Margaret Brill, NBC harpist. It is designed to "express radio spirit of youth and gayety," according to the designer.

BOWMAN TO RELATE OJIBWA LEGENDS FOR CARBORUNDUM

Francis D. Bowman, expert on Indian lore, will tell of a visit with Chief Bigwin, 97, the oldest living member of the once great Ojibwa tribe, on the Carborundum program, Saturday, November 13, at 7:30 p. m. (E.S.T.) over the WABC-Columbia network, including WKRC, WHIO and WHAS.

He will tell of childhood games, tribal customs and heroic deeds of the Ojibwa, the great Indian nation of Canada prior to the white man's arrival on this continent.

Edward D'Anna's 55-piece band, one of the veteran musical organizations of radio, will play marches and popular selections, including Friedman's "Slavonic Rhapsody No. 1."

STOKOWSKI IS FIRST CONDUCTOR ON BANK PROGRAMS

Leopold Stokowski, whose name is synonymous with the Philadelphia Symphony Orchestra, will conduct that famed musical organization Monday, November 15, at 9:00 p. m. (E.S.T.) on a program sponsored by a group of American banks, and broadcast over the NBC-Blue network, including WCKY and WLS.

Stokowski, who has not directed the orchestra since last spring, also will conduct on November 29 and December 6.

Concerts, radio broadcasts and motion picture appearances have made Stokowski one of the best-known conductors of the day. In his numerous radio appearances, he has done much to humanize the traditional "high-hat" conductor, leaving his baton on the podium and trading banter with well-known comedians.

PRESIDENT TO DISCUSS "UNEMPLOYMENT CENSUS"

Bray's Sport Huddle



When Dick Bray began his new series of Sports Huddles, aired each Thursday night over WKRC at 10 o'clock, his guests for the program were, left to right, "Tippy" Dye, former Ohio State star; Bill Steinkemper, Notre Dame, and Don Geyer, Northwestern. Bray is shown between Steinkemper and Geyer. These huddles are broadcast each week in an effort to acquaint listeners with the rudiments of the pigskin game.

CBS-NBC To Air "Fireside Chat" From Capital

President Franklin D. Roosevelt will broadcast his second "Fireside Chat" of the year, a discussion on the "Unemployment Census," over the WABC-Columbia network, including WKRC, WHIO and WHAS, and the combined Blue and Red networks of NBC, including WCKY, WLW, WSAI, WLS and WSM, Sunday, November 14, at 10:30 p. m. (E.S.T.).

The broadcast will originate from the White House studio, once the diplomatic reception room, on the eve of the convening of Congress for the special session called by the President.

The President will explain the voluntary unemployment census the Government is undertaking, November 16-20. More than 32,000,000 cards will have been distributed throughout the nation before November 16, and the President will undoubtedly stress the importance of co-operating in returning them.

It is quite likely that the President will present his legislative program for solving the problem, in addition to stressing full co-operation by the unemployed during the census.

This will be the tenth in a series of broadcasts which the President has made since he took office in March, 1933.

"Personality Girl"



Lora Marlo, glamorous little red-haired "personality girl," is a recent NBC find. Her piquant face, turned-up nose and great big almond-shaped green eyes are a perfect setting for her "Ram's Horns" coiffures.

Unadorned Joe



Joe Penner, whose hilarious activities are broadcast over the WABC-Columbia network, including WKRC and WHAS, every Sunday night at 6:00 p. m. (E.S.T.), is caught by our staff photographer after he has doffed his comic paraphernalia, the most ridiculous hat.

Joe turns out to be, as you can see, a rather quiet, modest-appearing young man.

Actress Stricken

Florence Golden, heard as Phyllis in "The Life of Mary Sothern," 4:15 p. m. (E.S.T.), Monday through Friday, over WLW, is recovering in Good Samaritan hospital, Cincinnati, from a major operation.

Miss Golden, wife of Don Becker, author of "The Life of Mary Sothern," collapsed on the street in New York, November 5, was flown to Cincinnati, her home, the following day and underwent the operation November 7.

She is the second member of the cast to be stricken within a year. Minabelle Abbott, who has the title role, underwent an emergency operation a year ago.

Cincinnati Reporter's Case Dramatized by Charles Martin

Joseph Garretson, reporter for the Cincinnati Enquirer, will be the center of interest when Charles Martin presents his dramatization on the "Johnny Presents" program, Saturday, November 13, over the WABC-Columbia network, including WKRC, WHIO and WHAS.

The drama will show how Garretson, while carrying out his regular duties, aided the police in discovering a criminal. Garretson will travel to New York in order to make a short speech after the drama is presented to the radio audience.

Hepburn's Double



Miss Eve March, red haired, blue eyed Columbia actress who is heard frequently in leading roles on "Columbia's Workshop," Phillips Lord's "Gang Busters" and other leading network programs, served as Katherine Hepburn's double in Hollywood before finding success on the radio.

COOLIDGE QUARTET TO OFFER SERIES OF CHAMBER MUSIC

The Coolidge String Quartet, with noted concert artists as assisting soloists, will begin a weekly series of six Saturday programs of chamber music beginning November 13, at 5:45 p. m. (E.S.T.) over the WABC-Columbia network, including WKRC, WHIO and WHAS.

Quincy Porter, member of the Vassar College music department, who is one of the six American composers named to write music for radio by the Second Columbia Composers' Commission, will be the assisting artist on the opening program.

The series is to be given from New York under the auspices of the Coolidge Foundation in the Library of Congress. Mrs. Elizabeth Sprague Coolidge, founder, will make a brief address from Washington on the first program.

The series is entitled "Haydn to Debussy" and will sketch the development of music from the early eighteenth century to the beginning of the twentieth.

Busy Body



Allie Lowe Miles has been so busy since taking part in "Husbands and Wives" every Tuesday at 8:00 p. m. (E.S.T.) over the NBC-Blue network, including WCKY and WLS, that she has been unable to pursue her favorite hobby of writing books.

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.

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Six Months for \$1.00. 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

J. A. ROSENTHAL, Editor

Vol. VII WEEK ENDING NOVEMBER 19, 1937 No. 27

AN ANNOUNCER'S BIBLE?

Listeners who have resigned themselves to enduring English "as she is spoken" on the air, probably will cheer the news that NBC is going to bring out a manual for those who use the microphone.

Titled "Broadcast Speech—A Handbook for Announcers and Speakers," the volume is to be prepared under the direction of a committee of philologists headed by no less a bigwig than Dr. William Allan Neilson, editor-in-chief of Webster's New International Dictionary. In addition to words often mispronounced, it will contain lists of place names, foreign words and phrases, famous names from the past, and musical and technical terms.

Though such a book, designed expressly for radio, seems to be an innovation over here, the BBC brought out a similar manual several years ago, after much work and controversy.

There is little doubt that spoken English as heard on the air needs improvement. Too many announcers and speakers trip over common words, not to mention proper names. But whether NBC's handbook will solve the problem is something else again.

For announcers and speakers who want to do right by the mother tongue, there are already good dictionaries. Compared with them, about the only advantage the NBC handbook would have is compactness.

Still more troublesome is the question of which pronunciation is correct, anyway. Listeners who thought they caught announcers in an error have barked their shins on that difficulty many times.

The United States is so big and diversified that wide differences in speech are inevitable. The broad "A" and slurred "R" that distinguish certain sections are only the most obvious of these differences. One of our professors used to say he could tell which part of the country a student came from by the way he pronounced such a common word as "tincup."

These differences are so sharp that even the lexicographers sometimes cannot agree. In addition, usage works constant changes. The accepted form of one year may be outmoded the next.

So it is unlikely that the NBC handbook can establish a national standard of speech. Certainly it cannot freeze pronunciation in a straightjacket.

It is even doubtful that all announcers will conform to the standards NBC sets up. The control of American broadcasting is too divided to reduce its practice to a single pattern.

Yet with all these shortcomings, the NBC venture seems a step in the right direction. It not only recognizes that broadcast speech needs improvement, but offers practical help for those announcers and speakers who take the pride of good craftsmen in their work.

If radio is to have a beneficial effect on everyday speech, the number of these conscientious craftsmen must increase.

JANE GERRARD—Vocalist

A year ago pretty 18-year-old Jane Gerrard was a senior at Western Hills High School, with an ambition to become an actress or dancer. Today she is starred on the "Musical Speedway" program over Cincinnati's Own Station, 7:30 to 8 p. m., (E.S.T.), Tuesdays.

Jane's career began in 1935 when, as a Western Hills High School student, she auditioned one day for WLW and WSAI. Grace Clauve Raine, vocal director of the stations, heard her, saw in the girl's voice great possibilities and gave Jane her first job.

Throughout the summer Jane sang over WSAI under her own name, Jane Tresler. When school began

she gave up radio to complete high school.

A year ago her father, R. W. Tresler, head of the Tresler Oil Company, wanted a program over WSAI. Several acts and individuals were auditioned. A girl by the name of Jane Gerrard possessed a voice Mr. Tresler liked.

"I'd like to have her on my show," he told station program officials. It was six weeks later before Mr. Tresler knew that "Jane Gerrard" of the "Dude Ranch" program was none other than his own daughter. She asked that her name be changed for, she said, "If I can't stand on my own feet, I don't want to stand."

(Continued to page 13)

COLUMBI-A-MUSINGS

From WKRC

By
MARGARET MALONEY

Les Qualey, nationally known sports authority, came to Cincy from the Ohio State-Indiana game last Saturday as guest of Dick Bray, WKRC's sports announcer. Incidentally, Dick is "town talk" for the exceedingly fine way he broadcast aforementioned game.

Our old friends, Gene and Glenn, are now residing in the film capital and doing their daily broadcasts from there.

And Harry Von Zell will now be airing from the Coast . . . he went West to begin on Fred Allen's new show and will be heard on several other broadcasts . . . and on both networks.

Paul Carlisle from way down south in Louisiana, is WKRC's newest addition to its announcing staff. Paul formerly was heard from Columbia's outlet, KWKA, in Shreveport, La.

Tony Wons, the friendly philosopher, who is heard on WKRC and Columbia, each Monday, Wednesday and Friday, at 10:30 a. m., has the ninth edition of his "Scrapbook" on sale now.

A romance has sprung from a casual meeting in the CBS Hollywood studios. Before playing together in the "Silver Theatre," Rosalind Russell and Jimmy Stewart had never met, although both are popular movie players. Now they're being seen together constantly and film gossipers say it looks like love. Strangely enough, the title of their radio stint was "First Love."

'Tis said that Bess Johnson's "pittance" each week for her part in "Hilltop House" is \$1,600. Hard life!

The ten most popular songs played last week on the Columbia network are:

- Remember Me.
- You Can't Stop Me from Dreaming.
- Vieni Vieni.
- Blossoms on Broadway.
- Roses in December.
- So Many Memories.
- Goodbye, Jonah.
- That Old Feeling.
- You and I Know.
- Getting Some Fun Out of Life.

Shows what an on-her-toes publicity gal knows about pop tunes! . . . frankly, I haven't even heard the last two . . . but I have been caught humming several of the others.



TEN EYCK SCRIBBLES

Several times during the past couple of years there have been threats of Senatorial investigation concerning newspaper owned radio stations. Such things of course come up in dull times, but as soon as Japan and China settle their little mess and the stock market stops acting as though it had fleas we'll be hearing the beat of tom toms once again as some committee for the investigation of some thing or other takes a few whiffs of the pipe of peace and the rusting knives start itching for some one's precious scalp. The newspapers have had their day . . . are still having it for the sake of argument, but that day is fast coming to a setting sun as far as ultra ultra prominence is concerned. Ten years from the day this is written will see the teepee made of newsprint shunted onto a special reservation of its own.

If one but stops and thinks a moment or two in a sane and judicious

manner, one can understand the some times apparent lack of cordiality upon the part of a newspaper towards a radio station. That is, of course, unless the newspaper happens to own the said and afore mentioned wireless outlet. Why should a newspaper devote it's space and facilities to the cause of promoting a radio station when that station is a direct competitor of theirs for the advertising business of that town. A listener, no matter how good his ears may be will never catch a radio station making the error of telling its audience that its competitor, the newspaper, is a wonderful means of whiling away the evening hours. Not by the sacred beard of the prophet, never.

A couple of weeks ago I was seated in the press box of a football stadium in an Ohio town broadcasting the game. The press box was filled with
(Continued to page 13)

HITS of the WEEK

(All Eastern Standard Time)

SATURDAY, NOVEMBER 13.

Harry Salter's Orchestra on "Your Hit Parade"—10:00 p. m., WKRC, WHIO, WHAS.

NBC Symphony Orchestra, Pierre Monteux, conducting, makes debut—10:00 p. m., WCKY, WSAI.

SUNDAY, NOVEMBER 14.

Major John A. Warner, pianist, on Radio City Music Hall of the Air—12:30 p. m., WCKY, WLW, WLS.

Lucrecia Sarria, soprano, Conrad Thibault, baritone, and Alexander Woolcott, author and critic, on Magic Key of R. C. A.—2:00 p. m., WLW, WLS, WSM.

Walter Gieseck, pianist, on Philharmonic Symphony Society of New York—3:00 p. m., WKRC, WHIO, WHAS.

Constance Bennett and Cary Grant, actors, in "Medicine Girl," by P. G. Wodehouse on "Silver Theatre"—5:00 p. m., WKRC, WHIO, WHAS.

Erna Sack, soprano, Richard Tauber, tenor, celebrating "Hungarian-Italian Night" on General Motors Concert—8:00 p. m., WCKY, WLS.

Olga Samaroff Stokowski, pianist, on Ford Concert—9:00 p. m., WKRC, WHIO, WHAS.

Walter Winchell returns on Jergens

program—9:30 p. m., WLW, WENR.

President Roosevelt in "Fireside Chat"—10:30 p. m., WCKY, WLW, WKRC, WSAI, WHIO, WLS, WSM, WHAS.

MONDAY, NOVEMBER 15.

"Grand Hotel" replaces Vanity Fair, on Campana's program—8:30 p. m., WCKY, WLS.

Leopold Stokowski, conducting the Philadelphia Symphony Orchestra—9:00 p. m., WCKY, WLS.

TUESDAY, NOVEMBER 16.

"Hollywood Screenscoops," with George McCall, makes debut—7:15 p. m., WKRC, WHIO.

"What's Ahead of Congress in This Session?" address by Congressman Maury Maverick of Texas—WCKY, WLS, WSM.

Bing Crosby, on "Hollywood Mardi Gras"—9:30 p. m., WSAI, WSM.

WEDNESDAY, NOVEMBER 17.

Jascha Heifetz, violinist, with Andre Kostelanetz's program—9:00 p. m., WKRC, WHIO, WHAS.

Congressman Martin Dies—"The Wage and Hour Bill"—8:30 p. m., WLS, WCKY.

FRIDAY, NOVEMBER 18.

Undergraduate talent from Indiana University on Pontiac Variety Show—9:00 p. m., WLW, WLS, WSM.

AROUND the DIAL

by THE DIAL TWISTER

The futile custom of telling listeners how much they like programs still flourishes as the green bay tree. Every hour or so you're pretty certain to hear some such blurb as "You have been enjoying the music of..." No matter how you feel about the program, this is futile. If you really enjoyed the program, telling you so is superfluous. And if you didn't, telling you you did, just makes you snort. Even the set line about "the program you have been listening to" takes a lot for granted. Of course it's another instance of radio ballyhoo. But there are times when ballyhoo is merely absurd. And this is one. A program has to stand on its own feet. If it can't, frantic blurb-ing won't prop it up.

Erna Sack's debut on the General Motors program raises an interesting question aside from the merits of her voice. How many radios did justice to her high-high C? Properly adjusted, a good modern set can handle her extraordinary range with ease. But a lot of old jobs are still in use, that emphasize the low notes at the expense of the highs. Worse, many a good modern set is kept from doing its best by turning the tone control

too far to the bass side. So I wonder just what percentage of listeners really heard her lofty soaring. Reaching dizzy heights seems to be her chief vocal asset. In the lower registers many competent sopranos can duplicate her performance.

Though his efforts probably fall under the head of "wasted oil," it's gratifying to have Bob Newhall debunk the football "upsets" so beloved of adolescent sports commentators. Things have reached the point where a Saturday without an "upset" is a real upset.

One of radio's paradoxes is that the more prosperous the broadcasters are, the less service listeners receive, because commercials have the right of way over worth-while sustaining features. So it's heartening to note that, in spite of this year's booming business, NBC-WCKY still air National Vespers (Sunday, 4 p. m.). In the dial-twister's not always humble opinion, this is one of the finest religious broadcasts on the air. Not only is Dr. Harry Emerson Fosdick a preacher with something to say and the ability to say it well, but the nu-

(Continued to page 14)



More restrained in mood than you are accustomed to hearing (or seeing) here is Martha Raye in this new portrait study of the celebrated exponent of vocal hide-ho. As you probably know, Martha kicks the song around these days as a feature of Al Jolson's variety program each Tuesday at 8:30 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHAS and WHIO.

Love Eternal



Duane Snodgrass and Pauline Hopkins are head as Nicky and Meg in the "Mad Hatterfields," dramatic serial over WLW, at 4:45 p. m. (E.S.T.) Monday through Friday. Authored by Miss Hopkins, the "Mad Hatterfields" concerns a family of eccentric artists—Mama, Rolly, Rita and Meg. Miss Hopkins has based the story on her own family life.

One week he would watch the offense. The next week he would concentrate on the defense. All the while Joe Benda was looking for some movement the Minnesota players might make which would give the Irish a tip on what the following play might be.

The result of the Notre Dame-Minnesota game is history, the men of Lay scoring one of the season's major upsets by whacking the Bierman-coached team 7 to 6. The defeat ruined Bernie's record of scouting. The victory brought recognition to the silent hero of the South Benders, who brought back news which allowed his team to be a more intelligent eleven against Minnesota.

I do not mean to infer that Bierman's reductions did not help Minnesota. They certainly did. But Bernie Bierman, great foot ball teacher that he is, could not go out on the field and play the game for his men.

Foot ball scouting has played one of the greatest acts in the fall drama which attracts millions to the stadiums of our country. The fellows back of the scenes, "the foot ball spies," are the men who should be carried off the field after a winner by victory-starved alumni.

The foot ball scout is the first speaker at the opening of the week's practice for the game with the team he has been watching. On the blackboard the scout draws the formations

(Continued to page 13)

SPORT-LIGHT

by **DICK BRAY**

Saturday afternoon, October twenty-third. The scene is the Notre Dame stadium, where the Irish and the Navy are all set to play their annual game.

The most interested spectator at the game was Bernie Bierman, head coach of the Minnesota Gophers. The white haired mentor had never lost a foot ball game in his entire career to a team that he had personally scouted. This was but one of the reasons for the open date in Minnesota's schedule, the other was to give the Northerners an added week's rest before the Notre Dame game.

A Minnesota scout had been watching Elmer Layden's team in all of their previous games and filed away his reports. Bierman's analysis was to be marked "Master copy," with carbons to be made from his review of the Navy game.

On the other side of the fence, a member of the Notre Dame scouting corps, Joe Benda, had been following the Gophers Saturday after Saturday.

Shooting Stars

RADIO FAVORITES SHOOTING AND SHOT AT

BY THE ASTRONOMER

He wasn't a big network star... there are millions of radio listeners who never heard of him. And yet there are homes that are brighter because of him... there are hearts that are braver and lighter because they heard his voice, the haunting strains of a happy song. We who knew him like to think that he'll be remembered long after the more famous stars are forgotten. And now his piano stands silent in the corner and the dust has already begun to collect on the music he loved to play. Last Thursday morning WKRC's Eddie Schoelwer passed away.

Personality of the week: Crosley's new Vice-President in charge of broadcasting... James D. Shouse. Mr. Shouse, taking over this job after being General Manager of KMOX, Columbia's station in St. Louis. Previous efforts in advertising, radio and magazine work stand him in good stead... and his schooling should make him feel at home. U. C., Miami and Highlands High claim him as a scholar. Best of luck to you, Mr. Shouse.

ALONG THE MILKY WAY: Radio folk aplenty in view at the Sunday professional football games this season... most any Sunday will find Jimmy Krautters, Frank Smith, Ruth Lyons and many more viewing. Fifi D'Orsay a rabid football fan, too... while at Beverly Hills, she didn't miss a Sunday game. Trifles: Vicki Chase chasing around in a lovely skunk coat. The Smoothies going operatic in a very swiny manner... well! Weekly symphonites... Mrs. Bill Stoess, John McCormick, Helen Nugent, Krescup Erion. Newest Crosley additions... Jane Gillis, soprano, and Norman Perry, sports announcer. Crosley musicians taking to the air in another way these days... Phil Davis, Ish Drain, Jack Jellison and Jack Saatkamp... taking flying lessons. Understand Phil already has his license. 'SAI's Bob Jennings off to New York for a spell... Hello'd to Bill Stoess rushing to meet his wife... seems he'd attended a movie and became so engrossed in th picture that he forgot the time... he was more than half-hour late.

(Continued to page 13)

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Name.....
Address.....
City..... State.....

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

PROGRAMS FOR SATURDAY, NOVEMBER 13

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Message of Israel: Rabbi Louis Wolsey, guest speaker. Organ music. WJZ WLS WCKY kdkk whk wave wire wham wowo
7:30—Eddie Varzo's Orchestra. (NBC) WCKY WLS kdkk wtm wowo
8:00—Robert L. (Believe-It-Or-Not) Ripley. B. A. Rolfe's Orchestra and guest star. WEAF WLW wgy wtm wmaq wjw wave kyp kstp wbp

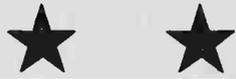
—Concert Orchestra—H. Leopold Spitalny. WEAF wgy wtm wmaq who wdf
9:30—Saturday Serenade with Mary Eastman, soprano; Bill Perry, tenor; Gus Haenschel's Orchestra and Mixed Chorus. (CBS) WHAS wcau wgst wjr wbbm wgar wfbm kmcb kmox wwa wbt wfa wwl
10:00—Your Hit Parade: Guests: Harry Salter's Orchestra; Songsmiths, male quartet; Freda Gibson and Buddy Clark, vocalists. WABC WKRC WHAS WHIO wbbm wfbm wgar kmcb wcau kmox wadc wsbw wvva wjr wgst wwl wcco

—Benny Goodman's Orchestra. WABC WKRC WHIO wjr wbbm wgar wfbm wcau kmox MIDNIGHT—Eddy Rogers' Rainbow Grill Orchestra. WJZ WCKY WLW whk wave wire wham
12:30—Blue Barron and his Southern Tavern Orchestra. WEAF WLW wgy who wdf wtm wmaq kyp
10:45—Patti Chapin, songs. WABC WKRC wbbm wgar wfbm kmcb kmox wadc wsbw wvva wbt wfa wwl wcco

Advertisement for 'Dr. Christian' featuring a portrait of Jean Hersholt and text: 'Bringing to the airwaves a role he made famous in the movies—that of a kindly, self-sacrificing country doctor—Jean Hersholt, veteran of the stage and screen, portrays "Dr. Christian of River's End" over the WABC-Columbia network, including WKRC, WHIO, and WHAS, each Sunday, from 2:30 to 3:00 p. m., (E.S.T.)' Includes 'Subscribe Now to Radio Dial'.

Salter On "Hit Parade" Harry Salter, popular dance band maestro, returns as the conductor of "Your Hit Parade" for the fourth time, when he conducts the broadcast of the program over the WABC-Columbia network, including WKRC, WHIO and WHAS, Saturday, November 13, at 10:00 p. m. (E.S.T.)

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



PROGRAMS FOR SUNDAY, NOVEMBER 14



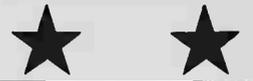
(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

WCKY (1480 kc.)			WLW (700 kc.)		WKRC (550 kc.)		WSAI (1230 kc.)		WCPO (1290 kc.)		WHIO (1260 kc.)		WLS-WENR (870 kc.)		WSM (850 kc.)		WHAS (830 kc.)	
7:30	7:45																	
8:00	Norsemen N	Norsemen Quartet N	Wayside Church—Sun- day School Lesson	8:00	William Meeder N	Gladys and Mary	Sunday Morning Concert	8:00	Sweet and Lovely	8:00	William Meeder N	Gladys and Mary	Sunday Morning Concert	8:00	WLS-WENR	WSM	WHAS	
8:15	Beno Rabinoff N	Beno Rabinoff N	Church Forum	8:15	Kidoodlers N	Enquirer's Uncle Bob	Christian Tabernacle	8:15	William Meeder N	8:15	William Meeder N	Enquirer's Uncle Bob	8:15	WLS-WENR	WSM	WHAS		
8:30	One Pictures N	Church Forum	Youth Education Program	8:30	Children's Concert N			8:30	Kidoodlers N	8:30	Kidoodlers N	Enquirer's Uncle Bob	8:30	WLS-WENR	WSM	WHAS		
8:45				8:45	Children's Concert N			8:45	Children's Concert N	8:45	Children's Concert N	Enquirer's Uncle Bob	8:45	WLS-WENR	WSM	WHAS		
9:00	Coast to Coast N	Children's Hour N	Sunday Morning at Aunt Susan's C	9:00	Melody Moments N	WCPO News	Sunday Morning at Aunt Susan's News	9:00	Melody Moments N	9:00	Melody Moments N	WCPO News	Sunday Morning at Aunt Susan's News	9:00	WLS-WENR	Melody Moments N	Sunday Morning at Aunt Susan's C	
9:15			Veterans' Civic Hour	9:15	Orchestra N	For Mother and Dad		9:15	Orchestra N	9:15	Orchestra N	For Mother and Dad	9:15	WLS-WENR	Melody Moments N	Letters From Abr'd N	Turn Back The Clock N	
9:30				9:30	Sermonette and Hymn Time			9:30	Sermonette and Hymn Time	9:30	Sermonette and Hymn Time		9:30	WLS-WENR	Melody Moments N	Letters From Abr'd N	Turn Back The Clock N	
9:45				9:45				9:45		9:45			9:45	WLS-WENR	Melody Moments N	Letters From Abr'd N	Turn Back The Clock N	
10:00	Russian Melodies N	Russian Melodies N	Church of the Air C	10:00	Hamilton County Jail Church Service	Hillbilly Hullahaloo	Church of the Air C	10:00	Hamilton County Jail Church Service	10:00	Hamilton County Jail Church Service	Hillbilly Hullahaloo	Church of the Air C	10:00	WLS-WENR	Little Brown Church, Dr. Holland	Radio Pulpit N	Church of the Air C
10:15	Dreams of Long Ago N	Ellis Frakes	W. Brown, from WGAR C	10:15	Music and American Youth N		W. Brown—String Ensemble C	10:15	Music and American Youth N	10:15	Music and American Youth N		10:15	WLS-WENR	Little Brown Church, Dr. Holland	Radio Pulpit N	Church of the Air C	
10:30		W. Review		10:30				10:30		10:30			10:30	WLS-WENR	Little Brown Church, Dr. Holland	Radio Pulpit N	Church of the Air C	
10:45		Modern Miracles		10:45				10:45		10:45			10:45	WLS-WENR	Little Brown Church, Dr. Holland	Radio Pulpit N	Church of the Air C	
11:00	Alice Remson N	Cadia Tabernacle Choir	The Texas Rangers C	11:00	News	Amateur Revue	The Texas Rangers C	11:00	News	11:00	News	Amateur Revue	The Texas Rangers C	11:00	WLS-WENR	Folks Worth Knowing	Baptist Church	Broadway Baptist Church
11:15	Neighbor Nell N	Rural Roundup	Glendale Presbyterian Church Service	11:15	Remember When		Major Bowes Capitol Theatre Family C	11:15	Remember When	11:15	Remember When		Major Bowes Capitol Theatre Family C	11:15	WLS-WENR	Folks Worth Knowing	Baptist Church	Broadway Baptist Church
11:30	Second Guessers N			11:30				11:30		11:30				11:30	WLS-WENR	Folks Worth Knowing	Baptist Church	Broadway Baptist Church
11:45	Larry Burke N			11:45				11:45		11:45				11:45	WLS-WENR	Folks Worth Knowing	Baptist Church	Broadway Baptist Church
12:00	Southernaires N		Major Bowes' Capitol Family C	12:00	Denver String Quartet N	WCPO News		12:00	Denver String Quartet N	12:00	Denver String Quartet N	WCPO News		12:00	WLS-WENR	The Southernaires N	West End Methodist Church	
12:15			Ship or Song	12:15	Foothealth Frolics	The Playboys		12:15	Foothealth Frolics	12:15	Foothealth Frolics	The Playboys		12:15	WLS-WENR	The Southernaires N	West End Methodist Church	
12:30	Music Hall Symphony N	Radio City Music Hall N		12:30		Wurlitzer Future Stars	Salt Lake City Choir C	12:30		12:30		Wurlitzer Future Stars	Salt Lake City Choir C	12:30	WLS-WENR	The Southernaires N	West End Methodist Church	Salt Lake City Choir C
12:45				12:45				12:45		12:45				12:45	WLS-WENR	The Southernaires N	West End Methodist Church	Salt Lake City Choir C
1:00			Church of the Air C	1:00	Canal Days	Apostolic Church	WHIO News	1:00	Canal Days	1:00	Canal Days	Apostolic Church	WHIO News	1:00	WLS-WENR	Radio City Music Hall N	Paul Martin and His Music N	Church of the Air C
1:15			Poet's Gold C	1:15	Paul Martin's Music N	"To be announced"	Poet's Gold C	1:15	Paul Martin's Music N	1:15	Paul Martin's Music N	"To be announced"	Poet's Gold C	1:15	WLS-WENR	Radio City Music Hall N	Paul Martin and His Music N	Church of the Air C
1:30	Spelling Bee N	Smoke Dreams	To be announced	1:30	Ted Weam's Orchestra M	Deutsche Lieder	Poet's Gold C	1:30	Ted Weam's Orchestra M	1:30	Ted Weam's Orchestra M	Deutsche Lieder	Poet's Gold C	1:30	WLS-WENR	Radio City Music Hall N	Paul Martin and His Music N	Church of the Air C
1:45				1:45		"To be announced"	Hawaiian Echoes	1:45		1:45		"To be announced"	Hawaiian Echoes	1:45	WLS-WENR	Radio City Music Hall N	Paul Martin and His Music N	Church of the Air C
2:00	Rosario Boardon Orch.	Magic Key of RCA N	Romany Trail C	2:00	Beauty Parade	"To be announced"	Sunday Players	2:00	Beauty Parade	2:00	Beauty Parade	"To be announced"	Sunday Players	2:00	WLS-WENR	Magic Key of R. C. A. N	Magic Key of RCA N	Salvation Army
2:15			L. White Entertains C	2:15	Way Down Home N	Dayton vs. Cincinnati Models	Dr. Christian C	2:15	Way Down Home N	2:15	Way Down Home N	Dayton vs. Cincinnati Models	Dr. Christian C	2:15	WLS-WENR	Magic Key of R. C. A. N	Magic Key of RCA N	Salvation Army
2:30	Waltz Favorites		Dr. Christian C	2:30				2:30		2:30				2:30	WLS-WENR	Magic Key of R. C. A. N	Magic Key of RCA N	Salvation Army
2:45	WCKY News			2:45				2:45		2:45				2:45	WLS-WENR	Magic Key of R. C. A. N	Magic Key of RCA N	Salvation Army
3:00	On Broadway N	Church by the Side the Road	Philharmonic Symphony Society of New York —John Barbirolli, conductor C	3:00	Radio News	"To be announced"	Phitharmonic Symphony Society of New York C	3:00	Radio News	3:00	Radio News	"To be announced"	Phitharmonic Symphony Society of New York C	3:00	WLS-WENR	To be announced	Lyric Moods	Philharmonic Symphony Society C
3:15	Senator Fishface N	Cycle Trader—Bicycle Party N		3:15	Reel N	"To be announced"		3:15	Reel N	3:15	Reel N	"To be announced"		3:15	WLS-WENR	To be announced	Lyric Moods	Philharmonic Symphony Society C
3:30	MovieLand News			3:30	Song Shop M	"To be announced"		3:30	Song Shop M	3:30	Song Shop M	"To be announced"		3:30	WLS-WENR	To be announced	Lyric Moods	Philharmonic Symphony Society C
3:45				3:45		"To be announced"		3:45		3:45		"To be announced"		3:45	WLS-WENR	To be announced	Lyric Moods	Philharmonic Symphony Society C
4:00	Sunday Vespers N	Romance Melodies N	"To be announced"	4:00	Review of the News	Models vs. Dayton	Barn Dance and Variety Revue	4:00	Review of the News	4:00	Review of the News	Models vs. Dayton	Barn Dance and Variety Revue	4:00	WLS-WENR	Sunday Vespers N	Sunday Vespers N	"To be announced"
4:15				4:15	Lutheran Layman's League M	Eddie Fitzpatrick		4:15	Lutheran Layman's League M	4:15	Lutheran Layman's League M	Eddie Fitzpatrick		4:15	WLS-WENR	Sunday Vespers N	Sunday Vespers N	"To be announced"
4:30	Beth Chandler N	News Review	"Silver Theatre" C	4:30	Ry Krisp Program N	Your Favorite Band	Silver Theatre C	4:30	Ry Krisp Program N	4:30	Ry Krisp Program N	Your Favorite Band	Silver Theatre C	4:30	WLS-WENR	Sunday Vespers N	Sunday Vespers N	"To be announced"
4:45	MovieLand News		Hits of the Week	4:45	Hits of the Week	Prof. Leo Stoffregen Reading G'pal Tabe's	On Wings of Song News; Clara Oglesby	4:45	Hits of the Week	4:45	Hits of the Week	Prof. Leo Stoffregen Reading G'pal Tabe's	On Wings of Song News; Clara Oglesby	4:45	WLS-WENR	Sunday Vespers N	Sunday Vespers N	"To be announced"
5:00	Metropolitan Opera Auditions N	Musical Plays M	Hits of the Week	5:00	Hits of the Week			5:00	Hits of the Week	5:00	Hits of the Week			5:00	WLS-WENR	Metropolitan Opera Auditions N	Metropolitan Auditions of the Air N	Silver Theatre C
5:15	Smilin' Ed McConnell N	The Time of Your Life N		5:15				5:15		5:15				5:15	WLS-WENR	Metropolitan Opera Auditions N	Metropolitan Auditions of the Air N	Silver Theatre C
5:30				5:30				5:30		5:30				5:30	WLS-WENR	Metropolitan Opera Auditions N	Metropolitan Auditions of the Air N	Silver Theatre C
5:45				5:45				5:45		5:45				5:45	WLS-WENR	Metropolitan Opera Auditions N	Metropolitan Auditions of the Air N	Silver Theatre C
6:00	Original Microphone Plays N	Around the World	Joe Penner C	6:00	The Antique Shop	WCPO News	Lyman, organ	6:00	The Antique Shop	6:00	The Antique Shop	WCPO News	Lyman, organ	6:00	WLS-WENR	Sach's Amateur Hour	Catholic Hour N	Joe Penner—Jimmie Grier's Orch. C
6:15	WCKY News	Court of Human Relations	"Romantic Rhythms" C	6:15	Paul Sullivan Ran Wilde's Orch	Emma Scully Church Federation	Seymour Simon's Romantic Rhythm C	6:15	Paul Sullivan Ran Wilde's Orch	6:15	Paul Sullivan Ran Wilde's Orch	Emma Scully Church Federation	Seymour Simon's Romantic Rhythm C	6:15	WLS-WENR	Sach's Amateur Hour	Catholic Hour N	Joe Penner—Jimmie Grier's Orch. C
6:30	MovieLand News			6:30	Irving Aaronsen's Orchestra	The Muses Popular Melodies	Open House with Jeannette MacDonald C	6:30	Irving Aaronsen's Orchestra	6:30	Irving Aaronsen's Orchestra	The Muses Popular Melodies	Open House with Jeannette MacDonald C	6:30	WLS-WENR	Sach's Amateur Hour	Catholic Hour N	Joe Penner—Jimmie Grier's Orch. C
6:45				6:45	Fireside Recitals N	Yours Truly Rainbow Trio	Phil Baker; Oscar Bradley's Orch. C	6:45	Fireside Recitals N	6:45	Fireside Recitals N	Yours Truly Rainbow Trio	Phil Baker; Oscar Bradley's Orch. C	6:45	WLS-WENR	Sach's Amateur Hour	Catholic Hour N	Joe Penner—Jimmie Grier's Orch. C
7:00	Popular Classics N	Jack Benny and Mary Livingstone N	Open House—Jeannette MacDonald C	7:00	Benny Davis' Stardust Revue M	WCPO News	Columbia Workshop C	7:00	Popular Classics N	7:00	Popular Classics N	Jack Benny and Mary Livingstone N	Open House with Jeannette MacDonald C	7:00	WLS-WENR	Merek Weber's Orchestra	Jack Benny and Mary Livingstone N	Jeannette MacDonald- Vick's Open House C
7:15		News	Gulf Oil—Phil Baker C	7:15	Wayne King's Orchestra M	Sunday Swing	Milestones with David Ross C	7:15	News	7:15	News	News	Gulf Oil—Phil Baker C	7:15	WLS-WENR	Merek Weber's Orchestra	Jack Benny and Mary Livingstone N	Jeannette MacDonald- Vick's Open House C
7:30	Baker's Broadcast N	Interesting Neighbors	Columbia Workshop C	7:30		Sunday Swing		7:30	Baker's Broadcast N	7:30	Baker's Broadcast N	Interesting Neighbors	Columbia Workshop C	7:30	WLS-WENR	Merek Weber's Orchestra	Jack Benny and Mary Livingstone N	Jeannette MacDonald- Vick's Open House C
7:45			Milestones C	7:45				7:45		7:45			Milestones C	7:45	WLS-WENR	Merek Weber's Orchestra	Jack Benny and Mary Livingstone N	Jeannette MacDonald- Vick's Open House C
8:00	General Motors Sym- phony Concert N	Don Ameche and Edgar Bergen N	Milestones C	8:00	Manhattan Merry-Go- Round N	News Review	Ford Sunday Evening Hour C	8:00	General Motors Sym- phony Concert N	8:00	General Motors Sym- phony Concert N	Don Ameche and Edgar Bergen N	Milestones C	8:00	WLS-WENR	General Motors Sym- phony Concert N	Edgar Bergen and Don Ameche N	Columbia Workshop C
8:15				8:15	Rising Stars N	Thompson's Ambassadors Tomorrow's Rhythms		8:15		8:15				8:15	WLS-WENR	General Motors Sym- phony Concert N	Edgar Bergen and Don Ameche N	Columbia Workshop C
8:30				8:30	President Roosevelt N M. Gould's Orch. M	WCPO News	Hollywood Showcase C	8:30		8:30				8:30	WLS-WENR	General Motors Sym- phony Concert N	Edgar Bergen and Don Ameche N	Columbia Workshop C
8:45				8:45	Harry Candullo's Orchestra	Sign off	Jay Freeman's Orch. C	8:45		8:45				8:45	WLS-WENR	General Motors Sym- phony Concert N	Edgar Bergen and Don Ameche N	Columbia Workshop C
9:00	Concert Hall of the Air	Woodbury Presents Tyron Power N	Ford Sunday Evening Hour C	9:00	Manhattan Merry-Go- Round N	News Review	Ford Sunday Evening Hour C	9:00	Concert Hall of the Air	9:00	Concert Hall of the Air	Woodbury Presents Tyron Power N	Ford Sunday Evening Hour C	9:00	WLS-WENR	Woodbury Presents Tyron Power N	Manhattan Merry Go Round N	Ford Sunday Evening Hour C
9:15	Xavier Cugat's Orch.	Jergens Program N		9:15	American Album of Familiar Music N	Thompson's Ambassadors Tomorrow's Rhythms		9:15	Xavier Cugat's Orch.	9:15	Xavier Cugat's Orch.	Jergens Program N		9:15	WLS-WENR	Woodbury Presents Tyron Power N	Manhattan Merry Go Round N	Ford Sunday Evening Hour C
9:30	Irene Rich N	Noble Sissile's Orch		9:30	Rising Stars N	WCPO News	Hollywood Showcase C	9:30	Irene Rich N	9:30	Irene Rich N	Noble Sissile's Orch		9:30	WLS-WENR	Woodbury Presents Tyron Power N	Manhattan Merry Go Round N	Ford Sunday Evening Hour C
9:45				9:45	President Roosevelt N M. Gould's Orch. M	Thompson's Ambassadors Tomorrow's Rhythms		9:45		9:45				9:45	WLS-WENR	Woodbury Presents Tyron Power N	Manhattan Merry Go Round N	Ford Sunday Evening Hour C
10:00	World Salon Orchestra: News	Foundation Program N	Hollywood Show Case C	10:00	President Roosevelt N M. Gould's Orch. M	Thompson's Ambassadors Tomorrow's Rhythms		10:00	World Salon Orchestra: News	10:00	World Salon Orchestra: News	Foundation Program N	Hollywood Show Case C	10:00	WLS-WENR	Woodbury Presents Tyron Power N	Manhattan Merry Go Round N	Ford Sunday Evening Hour C
10:15	President Roosevelt N Cheerio N	President Roosevelt N To be announced	President Roosevelt N Newscast—Lee Bland	10:15	Harry Candullo's Orchestra	Thompson's Ambassadors Tomorrow's Rhythms		10:15	President Roosevelt N Cheerio N	10:15	President Roosevelt N Cheerio N	President Roosevelt N To be announced	President Roosevelt N Newscast—Lee Bland	10:15	WLS-WENR	Woodbury Presents Tyron Power N	Manhattan Merry Go Round N	Ford Sunday Evening Hour C
10:30				10:30	Ross Pierce's Orchestra Jay Freeman's Orch C	Thompson's Ambassadors Tomorrow's Rhythms		10:30		10:30				10:30	WLS-WENR	Woodbury Presents Tyron Power N	Manhattan Merry Go Round N	Ford Sunday Evening Hour C
10:45				10:45	Cab Calloway's Orchestra C	Thompson's Ambassadors Tomorrow's Rhythms		10:45		10:45				10:45	WLS-WENR	Woodbury Presents Tyron Power N	Manhattan Merry Go Round N	Ford Sunday Evening Hour C
11:00	Press Radio News N	Paul Sullivan	Ross Pierce's Orchestra Jay Freeman's Orch C	11:00	Manhattan Merry-Go-													

PROGRAMS FOR MONDAY, NOVEMBER 15

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



(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 time slots and program titles.

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WJR

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-The Pepsodent Program: Amos 'n' Andy. WEAF WLW who wgy kyy
7:15-"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Carlton Guy, Nora Cunneen and others. WEAF WSAI kyy wtm wmaq who wdf wstp wgy wbp
7:30-Carol Weymann, mezzo-soprano. (NBC) wgy wtm wmaq who wdf kyy
8:00-Burns and Allen with Tony Martin and Ray Noble's Orchestra. WEAF WLW WSM kyy wgy wtm wj wgy wma who wdf wfa ksp wam kvoo wfaa
8:15-Jimmy Kemper's Song Stories with Roy Campbell's Royalists. WJZ WCKY WLS whk wam wra whm
8:30-The Voice of Firestone: Richard Crooks, tenor; Mixed Chorus; Symphonic Orchestra; Alfred Wolfenstein, conductor. WEAF WSAI WSM wgy kvoo wfa wmaq wdf wj who ksp wfaa wam wra whm

"Pick and Pat in Pipe Smoking Time," blackface comedy and music; Edward Roecker, baritone; Benny Krueger and his Orchestra. WABC WKRC WHAS wjr wbbm whk kmcb wcau wbt wad
Campana's "Grand Hotel" with Cal Tinney, m. c. and orchestra; Eileen Barton, comedienne-singer; Larry Duncan, impersonator; Douglas Wilson, tenor, and orchestra. WJZ WCKY WLS kdka whk wham
9:00-Fibber McGee and Molly, comedy sketch, with Marion and Jimmy Jordan; Ted Weems and his Orchestra. WEAF WLW WSM kyy wtm wj wgy wma who wdf wfa ksp wam kvoo wfaa
9:30-Hour of Charm. Phil Spitalny and his Girls. WEAF WSM WLW wfa ksp kyy wgy wj wtm wma who wdf wfaa wfaa kvoo
10:00-Wayne King's Orchestra. WABC WKRC WHAS WHIO wjr wbbm wfm wgr kmcb wcau kmox wad wbt wj wcco
Contented Program: The Lullaby Lady, Male Quartet; Choir, direction Noble Cain. Orchestra, direction Frank Black; Vincent Pelletier, announcer. WEAF WSAI WSM

kyw wgy wmaq wtm wj who wdf wfa wfa wkw kvoo wfaa wra wra ksp
"Behind Prison Bars." Warden Lewis E. Lawes of Sing Sing. Dramatic sketch. WJZ WCKY WLS whk wam wra whm kdka
10:30-Eleventh Annual Friendship Dinner of the American Woman's Association. WEAF wgy wtm wmaq who wdf kyy
"Brave New World," dramatization-U. S. Office of Education Program. WABC wad wbbm wcco
Public Hero No. 1-dramatic sketch. (NBC) wmaq who wfaa
National Radio Forum-guest speaker. WJZ WLS whk wam wra whm
11:00-Glen Gray and his Casa Loma Orchestra. WABC (WKRC, WHIO, WHAS on 11:15) wgst wbt wgr kmox
Poetic Melodies (CBS) WHAS wjr wbbm wfm kmcb kmox wvl wcco
The Pepsodent Program: Amos 'n' Andy. (NBC) WSM wdf wbp wmaq wra ksp wtm wj wj
Rudolph Friml, Jr.'s Ritz-Carlton Hotel Orchestra. WEAF wgy who
Eli Dantzig's St. George Hotel Orchestra. WJZ WCKY kdka whk wam wra
11:30-Sammy Kaye and his Orchestra. WABC WHIO (WHAS off 11:45) WKRC wjr wgr wfm wcau wspd wbst wad wgst wbt

Magnolia Blossoms-Fisk Jubilee Choir. WJZ WCKY WLS WSM wam wra whm wwo whk
Woody Herman's Normandie Orchestra. WEAF wgy wtm wmaq who
MIDNIGHT-Geo. Hamilton and his Orchestra. WABC WKRC WHIO
WHAS wgr wcau wad wbt wj wfa wj whk wwo
Don Bestor's New Penn Hotel Orchestra. WJZ WCKY WLS kdka whk wam wra whm wwo
To be announced. WEAF wgy wtm wmaq who
12:30-Earl Hines' Grand Terrace Cafe Orchestra. WEAF WLW WLS WSM wgy wtm wmaq who
Lang Thompson's Commodore Perry Hotel Orchestra. WJZ WCKY kdka whk wam wra
Orrin Tucker's Orchestra. WABC WKRC WHAS WHIO wbbm wfm wj
Alfred Gus Karger, commentator will discuss "Trustworthiness, Fidelity, and Loyalty," in his talk over WLW and the WLW Line, Saturday, November 13, at 6:45 p. m. (E.S.T.)

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

PROGRAMS FOR TUESDAY, NOVEMBER 16

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations 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. Includes detailed descriptions for various programs like 'Poetic Melodies', 'Easy Aces', 'Hollywood Screenscoops', and 'Hollywood Madri Gras'.

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



PROGRAMS FOR WEDNESDAY, NOVEMBER 17



(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

Detailed program descriptions and notes for various stations, including mentions of specific performers like Jack Fulton, Amos 'n' Andy, and various orchestras.

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

PROGRAMS FOR THURSDAY, NOVEMBER 18

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Thursday, Nov 18, 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

7:00—Poetic Melodies: Jack Fulton, tenor, and Franklin MacCormack, poetic reader. orchestra. WABC WKRC wadc wvva wbt wgr wcau
—Amos 'n' Andy: Pepsodent Program. WEAFLWLW wgy wtm kyw wjw who
—Malcolm Claire—stories. (NBC) wmaq
—Easy Aces comedy sketch featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk wire wham
7:15—Vocal Varieties—Choral group of 14 voices. WLW to WEAFLWLW wgy wtm wire wmaq who kstp kyt
—'Hollywood Screenscoops'. WABC WKRC WHIO WHAS wjr wgr wbbm wbt wgst
—Mr. Keen, Tracer of lost persons; dramatization. WJZ WCKY WLS whk kdka wham
7:30—Schaefer Revue: Leo Reisman's Orchestra; Bud Collyer, m. c. WEAFLWLW only
—'We, the People'—Gabriel Heatter, director; Mark Warnow's Orchestra—Dramatizations. WABC WKRC WHIO WHAS wjr wbbm wgr wbbm wcau wmc wcco
—Savitt Serenade. (NBC) wgy wtm who kyt
—Horlick's Program, with Lum and Abner: Comedy sketch. WJZ WLW WLS wsb

—To be announced. WJZ WLS WCKY kdka wham
—Major Bowes' Amateur Hour. WABC WKRC WHIO WHAS wjr wbbm wgr wcau kmox wadc wcco wbt wgst
9:30—America's Town Meeting of the Air—Round table discussion featuring prominent speakers, George V. Denny, Jr., moderator. WJZ WCKY WLS kdka wham whk
10:00—Kraft Music Hall, starring Bing Crosby and Bob Burns, comedian; Johnny Trotter's Orchestra; guest artists. WEAFLWLW WSM whk wgy wtm wjw wmaq wire wva kyt who wbp kstp wdf wqoo
—Buddy Clark Entertainers. WABC WHIO WKRC wjr wbbm wfbm wgr kmcb
10:30—Essays in Music: Victor Bay's Concert Orchestra. WABC (WKRC on 10:45) WHAS wjr wbbm wgr wcau kmox wmc wgst wwal wcco
—NBC Jamboree: Harry Kogen's Orchestra with guests artists. WJZ WLS kdka whk wire wham
11:00—NBC Concert Hour: H. Leopold Spitalny, conducting. WEAFLWLW (WSAI on 11:15) (WSM on 11:30) wgy wtm wmaq who wdf wjw
—Cab Calloway's Cotton Club Orchestra. WABC (WKRC WHIO on 11:15) wadc wbt wbt wcco kmox wgst
—'Poetic Melodies.' (CBS) WHAS wjr wbbm wjw wcco kmox
—Eddie LeBaron's Rockefeller Center Rain-

'Rhythm' Vocalist

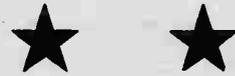


Barry McKinley

Here's Barry McKinley, 23-year-old baritone, whose voice contributes to the smooth flow of melody on the 'Romantic Rhythm' programs heard over the WABC-Columbia network, including WKRC, WHIO and WHAS, each Sunday, from 6:30 to 7:00 p. m. (E.S.T.). Starred with him on the series are Sally Nelson, balladist, Seymour Simons' orchestra and Basil Ruysdael, who acts as master of ceremonies.

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

PROGRAMS FOR FRIDAY, NOVEMBER 19



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slots (6:30-8:45, 9:00-11:45, 12:00-12:45, 1:00-2:45, 3:00-3:45, 4:00-4:45, 5:00-5:45, 6:00-6:45, 7:00-7:45, 8:00-8:45, 9:00-9:45, 10:00-10:45, 11:00-11:45).

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCormack, reader, and orchestra. WABC WKRC wgr wad wcau wvva ... 7:30—Louis Panico's Orchestra. (NBC) wgy wtm wmaq wjr wdf wbp kwy kstp ...

KaDell, announcer. WABC WKRC WHAS WHIO wjr wgr kmox wbbm wcau wad wbt kmbc wgst wwl wcco wfbm ... 9:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEA WSAI wgy wtm wmaq wjr wdf kwy who wire ...

—King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS whk wave wire ... 11:30—Happy Felton's Orchestra. WABC (WHIO on 11:45) WKRC wjr wfbm wcau wad kmox wbbm kmbc wst wbt wgr ...

Seymour Simons, "Romantic Rhythm" maestro, has taken over the job of arranging all the music for his vocalists, Sally Nelson and Barry McKinley. . . .

Party Line Offers Free Memory Book

There's big news on the Monticello Party Line these days. On this popular morning program, heard over WCKY, Cincinnati, at 10:30 a. m. (E.S.T.), a special gift offer is being made.

It's a Memory Book, compiled by Sara and Aggie, two of the Party Line characters, containing the story of the lives of all the prominent Party Line folks and their pictures, old love letters of Clem and Curley, poems by Sara, household hints, gardening information and recipes.

Dr. Dafoe Visits Cincinnati

Dr. Allen Roy Dafoe, doctor for the famous Dionne quintuplets, will be in Cincinnati for the Women's Exposition, to be held in Music Hall, November 10 to 17, inclusive. While in the Queen City, Dr. Dafoe will make his broadcasts from the WKRC studios.

Another interesting and well-known visitor here for the Exposition will be Kathryn Cravens, woman commentator. She, also is a Columbia network personality, and will appear before the WKRC microphone for her nationwide broadcasts.

Dr. Dafoe and Miss Cravens are both heard each Monday, Wednesday and Friday, over the Columbia network. Dr. Dafoe's broadcasts are aired at 4:45 and Miss Cravens', at 2 p. m.

SPORTLIGHT

(Continued from page 5)

he has seen the opponents show and tells the possibilities of other plays which might be worked from the various setups.

Systems have become so well known that scouts look for moves the players might make and, by so doing, give the play away. For example, the passer might wet the tips of his fingers before he is going to make a forward pass. The halfback might turn his body towards the side the play is called for. All these things, thanks to excellent binoculars, are the tell-tale signals which a good scout takes back home.

The names of the fellows who punt, the passers, good blockers are all catalogued. The way this or that man plays on defense, with the wrong foot forward, all these things are the commandments which must be obeyed by the scout's team.

The books, in which the opponents plays are charted by the players on Monday, are collected on Thursday, before the game. The coaches look over these maps and notes and make corrections on the same. In this manner there is no misunderstanding between coach and player and there can be none of the alibi, "I didn't understand that, coach."

TEN EYCK SCRIBBLES

(Continued from page 4)

reporters and their typewriters jotting the game down as play after play was reeled off. Key tappers on the morse wire sending it direct to their respective offices to be set in type and fed into the presses and later delivered to their readers. I was not welcome in that press box with my microphone and I was well aware of the fact. I had my job to do, they had theirs. And their job seemed so futile to me because long before they could even start to set the type the people knew what was happening. And a similar occurrence in different form just a few days ago when the elections were in full swing . . . Our station staff was at election headquarters with the reporters . . . phoning the latest count to the station where it was placed on the air for all interested to hear long before the newspaper could deliver the goods next morning. Newspaper headlines the following morning in big bold type merely told a story that every one interested enough to remain awake until ten thirty by their radios the previous evening had already heard . . . A great percentage of today's radio stations have their own news service. Frequent fifteen and five minute periods of news are spaced throughout the day . . . national news commentators speak each evening and a new device is soon to be placed upon the market that will print your newspaper right in your own front room through radio facilities. . . .

Aids Thousands X



The "Voice of Experience," through radio has aided thousands of men and women throughout the world. His program of sound advice for everyday problems is heard at 1:30 p. m. (E.S.T.), Monday through Friday over WLW and the WLW Line.

SHOOTING STARS

(Continued from page 5)

THUMBS UP: WSAI's new serial story... My Boy, Matt... a homey, human, small-town story that's sure-fire. Matt, a sort of Slat's Scapple character. One fault... Matt sounds much too old.

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

Editor Radio Dial:

As one of WCKY's loyal listeners, may I take exception to the item in the "Shooting Stars" column last week which criticized the Shillito opening broadcast. I thought it was great and the introduction of such newspaper personalities as Cincinnati and Paul Kennedy is just the sort of thing radio needs. The reference to "radio performers" not being on the program sounded like sour grapes to me. The history of Shillito's was written as only Cincinnati can write about things pertaining to Cincinnati and beautifully delivered on the air by its author. The Kennedy interviews were good and certainly Clyde Trask's music was beyond reproach. Count me as one dissenting from your column writer's view. I hope he or she doesn't represent the editorial opinion of Radio Dial.

CINCINNATI READER.

(Editor's note: Radio Dial will, at any time, be happy to print any letters such as this.)

JANE GERRARD

(Continued from page 4)

Miss Gerrard—for she has become Jane Gerrard professionally—is still started in her father's program. When the "Musical Speedway" replaced "Dude Ranch" Jane was one of the soloists chosen—not because it was her father's show, but because her voice was fit for the program.

In addition to the "Musical Speedway," Miss Gerrard is heard with Hal Dickinson in "Freshmen Follies," 4:30 to 4:45 p. m. (E.S.T.), Monday through Friday, over WSAI and stations of the WLW Line. She also is guest soloist on other programs over both WLW and WSAI.

Miss Gerrard is five feet, three and one-half inches tall, weighs 110 pounds, is a natural blonde, with blue eyes and enjoys outdoor sports. She studied dancing for eight years with a view of going on the stage, but now—after two years in radio—her ambition is to scale the ladder of fame of the air waves.

A year ago Jane Gerrard, as a student in high school, was planning to continue her dramatic education. She graduated last June and two weeks later was offered a full-time job at the Crosley stations.

GEORGE JESSEL

sensational comedian and master of ceremonies

with

WILL OSBORNE

and

his "Slide" Music

ARE HEARD EACH MONDAY

on

WKRC

550 on your dial

at

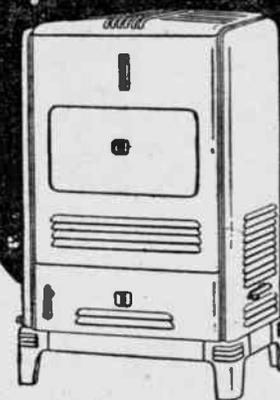
7:15 P. M.

Sponsored by De Soto

WKRC is a division of the Columbia Broadcasting System, Inc.

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ESTATE HEATROLA PUTS MONEY IN YOUR POCKET EVERY WINTER



Only the genuine Estate Heatrola has the Intense-Fire Air Duct which blocks the heat that escapes up the flue in ordinary "bargain" heaters. Come in—

You Can't Pay for a Heatrola . . . It Pays for Itself

Wide range of styles, sizes, prices; convenient terms.

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).

AROUND THE DIAL*(Continued from page 5)*

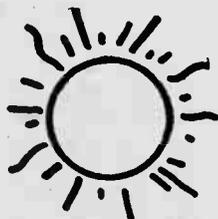
sical setting of his service is admirable. His half-hour is one of the things that make radio a boon.

* * *

That "Dere Teacher" series sounds like a juvenile version of Professor Quiz. At that it has its points. Compared with the blood and thunder of children's programs, there's much to be said for setting kids to jumping through mental hoops.

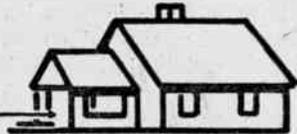
Listener satisfaction over the return of Richard Crooks to the Firestone Hour is marred by the changed makeup of the program. There was a time when this was one of the week's better features. But, what with a high percentage of hot tunes, it's rapidly degenerating into another "variety show." A voice as fine as Crook's is grotesquely out of place in that atmosphere. Still worse for the sponsor, revamping the program into a "variety show" robs it of its distinction.

CBS is doing a commendable job of reviving those Mary Roberts Rinehart "Tish" stories which NBC put on the air several years ago. Thanks to amusing characters and situations, they make excellent radio sketches. Though some of their background is "dated," they have perennial appeal, even for those who read them when they appeared in the magazines.



10,000 FOOT CANDLES IN THE SUN

500 ON THE PORCH



5 IN THE LIVING ROOM



LET THIS PICTURE OPEN YOUR EYES! 10,000 foot-candles of light on a bright summer's day. But in many homes, there are only 5 foot-candles to read by, on a long winter's night. The tragedy of it. Precious eyes that can never be replaced are being dulled, weakened, permanently injured. By the time they're fifty, three-fourths of the people have defective vision!

Buy an IES Better-Sight Lamp

SEE YOUR ELECTRICAL DEALER TODAY!

Listen to

THE RADIO PROGRAM PERFECT

WITH JANE GREY

**12:15 P. M. to 12:30 P. M., Wednesday
and Friday, WSAI, Cincinnati's
Own Station, The Crosley
Radio Corporation,
1330 on your dial.**

From Pinch-'em Tight Hollow

Here they are—the Coon Creek Girls, heard at 11:45 a. m. (E.S.T.) every week-day over WCKY. The girls are experts on old-time tunes from the mountains. They hail from Pinch-'em-Tight Hollow, Ky., which they swear is a real community down in Powell County, miles from any railroad. Left to right: Violet Koehler, Rosie Ledford, Aunt Idy Harper (Margaret Lillie), Lily Mae Ledford and Daisy Lange.

Winchell Returns

Walter Winchell, who dropped radio and newspaper work temporarily, on his doctor's orders, will return to the Jergens program, heard Sunday nights at 9:30 p. m. (E.S.T.) over the NBC-Blue network, including WLW and WLS.

Winchell has just completed a new movie picture with Ben Bernie, titled "Love and Hisses."

PROGRAM CHANGE

At the last minute, it was announced that Joan Crawford would replace Freddie Bartolomew on "Good News Of 1938," Thursday, November 11, over the NBC Red network, including WLW and WSM, at 9:00 p. m. (E.S.T.).

Joan Crawford and Spencer Tracy, who was originally cast on the program, will re-enact scenes from their latest movie, "Manniquin."

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WCPO

RADIO DIAL CONTEST CLUB

by The Contest Reporter

Harold Miller writes a very brief, but exceedingly interesting feature each month for *Contest Magazine*. He calls it *Contestips*.

For November he says: "For the price of a single stick of gum, postal correspondence offers greatest returns on your investment. The gist of the idea is to contact a local contestant who will share and compare notes. Pick a name and address from any winning list. This should be easy, as contestants are invariably enthusiastically friendly."

"A correspondent from across a neighboring state line is preferable, because a wider area of contests can be covered, and competition is not too close to hurt one another's chances."

"Successful postal correspondents work it like this: for ease and speed, government postals are used; type return address on upper-left corner; postmark suffices for date; privacy may be had by using code words; dropping all vowels and diligent use of line spacer conserves enough space for well over 200 words!"

"Aside from practice of coining new word combinations, postal correspondence takes the long-windedness out of writing style; local contest news is received hot, and the invaluable personal angle puts the needed encouragement and fun into the hobby."

The Townsend-Friend "star system" now used in rating contests listed for their clients are based on the following. (1) Type of contest. (2) Basis of selecting winners. (3) Amount of prize money offered. (4) Distribution of prize money. (5) The judging unit. Under this plan no contest can receive more than 5 stars, in fact, very few have yet received that many.

In addition to the listing of contests, this organization furnishes suggestions written by winners from all parts of the country, also reprints winning entries and letters from successful students.

Pictures, the snapshot magazine, has renewed their prize contest for snapshots. Any subject, indoors or out, is eligible for submission. \$100 monthly is awarded as follows, \$25; \$15; \$10 and ten of \$5 each. At the end of the contest a grand prize of \$100 will be given.

This little magazine is distributed free by picture finishers everywhere. The November contest will end November 30th. While the rules do not exclude anything, we'd like to add that entirely too many will submit turkey pictures. Be different, always.

It probably will take more than an editor's viewpoint to settle an argument, especially when it concerns the pro and con of sponsor in-

vestigations, nevertheless, A. D. Freese of Upland, Ind., has spoke his piece. He says:

"Investigators, like politicians, are not all bad. Sponsors have a perfect right to check up on contestants if they do so in order to insure fair awards, in harmony with the rules of the contest. For instance, if the rules state that only one prize shall go to any one entrant, the sponsor is right in trying to weed out the multiple-name contestants."

Editor Freese has allowed his columns to be used for some time to air the respective views of both sides.

Accent on youth is the theme of a contest now being conducted by the *American Magazine*. Not especially complicated, but being rather detailed in its requirements, would make it advisable for contestants to get a copy of the magazine for ready reference.

Suffice it to say that the prizes are very attractive; is open to school students and is designed to focus attention on the problems of youth and to arrive at suggested solutions. Runs into 1938.

The makers of Packard automobiles have announced a short statement contest in which the prizes will be Packard cars. Entrants will be expected to visit a showroom (dealer) and take a ride; then try to pack into 25 words what you think of the new models. Three cars will be given weekly for four weeks.

\$1500 in cash prizes is being offered to druggists by E. R. Squibb & Sons. This will concern Adex Tablets, supposed to contain a couple of vitamins. Druggists must furnish a "salesmaker" phrase, which must first be "tried" on customers for results, but \$500 is first prize and that will buy the material for a lot of sandwiches. Open only to druggists and related trades. Closes November 30th.

"Winning Ways" is the title of a book recently published for contest fans. The sub-title is also a very smooth slogan "A Winning Plan for the Contest Fan." It was written by David L. Wadley, Jr., of Muskogee, Okla. Mr. Wadley has been a member of the AA team for three years and was the winner of first prize in Dodge contest—\$5,000.

Seems about time for some anti-freeze contests.

James D. Shouse, former general manager of station KMOX, St. Louis, has been appointed vice-president of the Crosley Radio Corporation in charge of Broadcasting, a post William Hedges left vacant when he joined NBC in New York.

Deanna Durbin's life is insured by the studio for a half million dollars.

Music Director



Howard Barlow (pictured above), music director of the March of Time broadcasts, goes far afield for his music cues. Some of them come from such remote places as Siam, Ethiopia, Bali, Turkey, Arabia, Java, Persia and Tunis. The broadcast is now heard at 8:30 p. m. (E.S.T.) on Thursdays over WCKY, WLS and the NBC Network.

Congressman To Preview Special Session

Congressman Maury Maverick of Texas will speak on "What's Ahead of Congress in This Special Session" during a broadcast from Washington, D. C., on Tuesday, November 16, at 9:00 p. m. (E.S.T.) over the NBC Blue network, including WCKY, WLS and WSM.

His talk will follow by one day the convening of the special session of Congress called by President Roosevelt.

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Every weekday morning, 11:00 o'clock (E.S.T.)

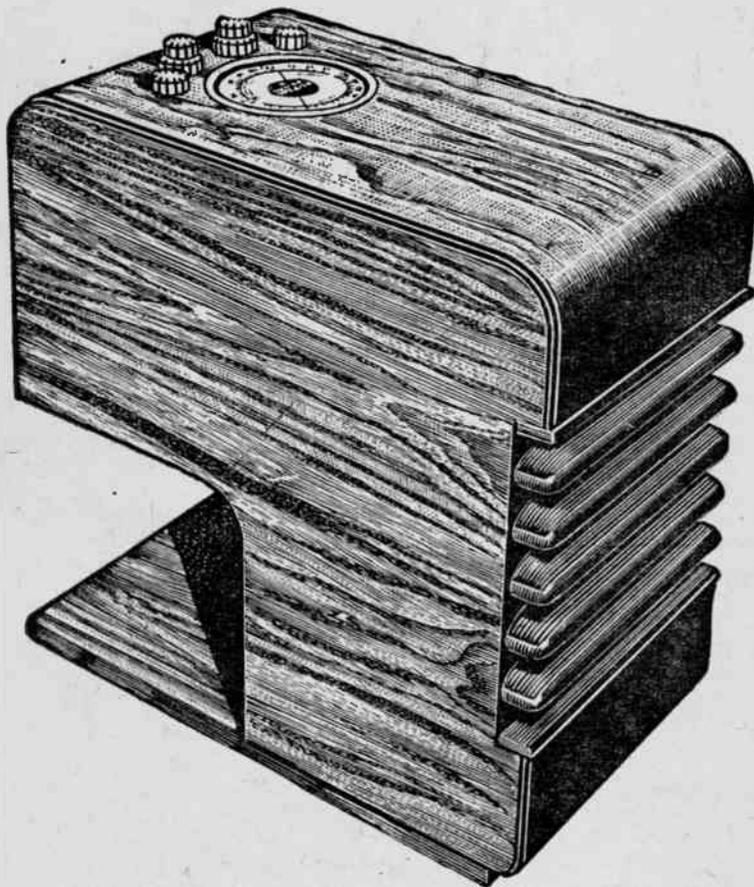
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 Modernly Styled...
 A Remarkable Value...
The Crosley Chairside Dynatrol 6



\$64.95

★Every home should have a chairside radio... a handy utility set that seems so much at home alongside your favorite armchair. The Crosley Dynatrol 6 makes an instant hit with all who see it, with all who examine the Dynatrol motor drive that turns the dial pointer electrically. Yes, it is an electrically tuned radio in a smartly styled cabinet, as attractive as you would ever want to see. The handsome piece of furniture houses an American and Foreign receiver as well as providing a space for smoking paraphernalia, etc. Indented shelf is underneath for books. A modern radio that's a great "space saver".

2 Bands, 540-1725 Kc., and 5800-18,300 Kc. Mirro-Dial is set in top and edge lighted to give a three-dimensional effect. Other features include: 8-inch electro-dynamic speaker, automatic volume control, intermediate frequency expansion or adjustable selectivity. Continuously variable tone control. Push-pull pentode output, 5 watts maximum. Power noise filter.

Cabinet dimensions: 19 $\frac{3}{4}$ " high, 11" wide, 19 $\frac{3}{4}$ " deep.

Visit your Crosley dealer and see this remarkable radio. Whatever happens... You're THERE with a Crosley. There's a model for every purse and purpose.

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