

# Special WSAI Dedication Issue

# RADIO DIAL

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Vol. 5

WEEK ENDING MARCH 12, 1936

No. 43

## WSAI DEDICATES NEW TRANSMITTER

## Beethoven's "Fidelio" On NBC

### Only Opera of Prussian Composer Aired

Beethoven's only opera, "Fidelio," a work never before heard via radio in this country, will be broadcast over NBC's combined WEA-F-WJZ networks direct from the stage of the Metropolitan Opera when this famous masterwork is given its revival after a lapse of six seasons, at the Saturday matinee, on March 7. The broadcast will commence at 1:55 p. m. (E.S.T.), with the usual five minute story of the opera, related by Milton J. Cross, NBC announcer.

The libretto for this work, prepared for Beethoven, by Sonnleithner, is based upon Bouilly's "Leonore, or Conjugal Love." It is the story of Leonore's heroic efforts to save her husband, Florestan, a Spanish nobleman doomed to die in a dungeon because he had incurred the displeasure of Don Pizarro, Governor of the State Prison.

Beethoven labored over this work with painstaking care. His scrapbooks reveal many revisions, after which he made two condensations of the completed score. He was not satisfied with the first overture he wrote, nor the second, nor third. He wrote no less than four. The fourth overture, "Fidelio," will be played as prelude to the Metropolitan revival, and the famous "Leonore Overture, No. 3," familiar to concert-goers, will be played between the first and second scenes of Oct II—the opera is in two acts of two scenes each. In the original score Beethoven left certain lines to be spoken. These Artur Bodanzky, who will conduct the revival, has given a recitative setting in keeping with the composer's style.

Kirsten Flagstad will sing Leonore, her first non-Wagnerian role at the Metropolitan. Rene Maison will be the Florestan; Ludwig Hoffmann, the Don Pizarro; Julius Haehn, Don Fernando, Emanuel List, the jailer, Rocco; Editha Fleischer, his daughter, Marzelline; with Hans Clemens, Max Altglass and Arnold Gabor also in the cast.

"Fidelio" was given its world premiere in Vienna, November 10, 1805. It was first heard in this country in New York, September 9, 1935.

## Pebeco Buys "The Johnson Family"



JAMES SCRIBNER

### Popular Series Is Heard Five Nights Weekly

Sponsorship of "The Johnson Family," WLW script show with Jimmy Scribner portraying twenty-two parts, by Pebeco (Lehn and Fink), has moved this feature from its previous morning spot to the choice time of 6:00 to 6:15 p. m. (E. S. T.) Monday through Friday.

Characters such as Pappy and Mammy and Lucy Johnson, Sister Wabash, Stumpy and the Deacon grew into the consciousness of radio audiences around Baltimore where Scribner was heard on WBAL. Now countless radio listeners can hear this unusual offering through the facilities of the Nation's Station.

Scribner says it takes him from four to six hours to prepare a 15-minute broadcast. And then, when he is on the air it is up to him alone to infuse ten, fifteen characters with life and spirit. At all times must he remember all those characteristics and peculiarities which have become identified with these people, who have sprung out of one man's imagination and depend on one man's acting ability to remain alive.

### Three Hour Schedule To Mark WSAI's Dedication

A dramatic thirty second's silence, a switching of the current from Mason, Ohio and the New WSAI will be on the air. Playing of the "Star Spangled Banner," invocation and the introduction of Powell Crosley, Jr., and the three hour dedication program will be under way.

WSAI's production and program staff, under direction of Don Becker, has been feverishly at work and everything is set for the formal dedication program, Wednesday, March 4, at 8 p. m.

During this first broadcast all of the station's new features will be formally introduced, with several highlights spotted at vantage points on the elaborate schedule. Only surviving members of the original, pre-Crosley staff, Grace Raine and Don Becker, will be given recognition. At 8:30 p. m., Eugene Goossens, conductor of the Cincinnati Symphony orchestra, will be interviewed at his home, where Dr. James G. Heller will play one of Goossens' piano compositions.

Lowell Thomas and Lum and Abner will actively participate in the dedication program from New York and Chicago, respectively.

A distinctly novel radio feature, to be introduced on this occasion will be the "Roving Reporter." After an initial appearance at the Union Central Studio, the Roving Reporter will broadcast by short-wave transmitter from the Mt. Adams incline.

A special dedicatory program by Phil Harris and his orchestra, featuring Leah Ray and the presentation of the Crosley Follies from WLW under the title: "Little Sister, take a bow," make up the rest of the program.

### BOONE COUNTY KIDS RETURN TO ROUNDUP

WCKY's Morning Round-Up, heard from 7 to 7:30 a. m. each week-day except Saturday, is once more graced with the presence of the Boone County Kids, one of the most popular fiddling aggregations to hit the Cincinnati air lanes in several years.

The boys are "born fiddlers" from the rolling hills of Boone County, Ky. The personnel of the band includes Buddy Spenlin, Harpo Kidwell, Bernie Fink and Winnie Waters.

### Alexander Gray Is Star Of New Chrysler Program To Be Broadcast Over Columbia

Alexander Gray, romantic baritone, returns to radio to take a leading role with Charles Hanson Towne, noted editor and columnist, and Mark Warnow's Concert Orchestra in the new Chrysler "Airshow" to be broadcast over WKRC, WHAS and the WABC-Columbia nationwide network each Thursday, from 8:00 to 8:30 p. m., (E. S. T.), beginning March 12.

Working with the Warnow orchestra will be a chorus of fourteen mixed voices under the direction of Lyn Murray. It will work collectively as a choir and in its component parts as the "Chrysler Eight," male voices, and the "Chrysler Six," female voices, to add variety to melodic interpretations of popular and semi-classical selections.



# Weekly RADIO DIAL

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RADIO DIAL brings you 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

MARGARET MALONEY—Editor

Vol. V. WEEK ENDING MARCH 12, 1936 No. 43

## THEY COST YOU NOTHING

When so many special problems are involved, requiring expert knowledge, it is not strange that the general public does a good deal of loose thinking about radio. But it is strange that the most persistent and widespread loose thinking concerns a comparatively simple matter: who pays for programs.

Nine out of ten people will tell you programs cost listeners nothing; that sponsors pay the bills. Moreover, the comfortable notion that somebody else digs up the price serves a variety of convenient purposes. If you don't happen to like a program you are pretty certain to be told you have no reason to complain, since you're not paying for it anyway. And press-agents dilate eloquently on the vast sums expended by their clients, with the plain implication that the public should be properly grateful for such beneficence.

All this might be dismissed as not too consequential. However, it is something else again when responsible leaders of the radio industry also expound the proposition that programs cost the listener nothing.

True, under our American system listeners are not required to pay a receiver tax or license fee as are listeners in most other countries. Instead, broadcasting is supported by revenue from commercial sponsors. There is much to be said for the convenience and elasticity of this arrangement. But exactly where do sponsors get the money they spend for programs? Clearly, the answer is from the public.

6 The millions of Americans who buy radio-advertised merchandise—from cars to cosmetics, from cereals to cigarettes—ultimately pay the cost of programs. They must for the inescapable reason that sponsors have no income other than sales.

This is not to say broadcasting increases the price of merchandise. Most business concerns appropriate a certain percentage of their gross income for advertising, and this amount would be spent anyway, regardless of radio. However, it is worth while to make the point that programs are not free, even though the payment is indirect and painless.

The implications of the fact that the public does pay are too broad and varied to be elaborated here. But it might be remarked that a wider recognition of this fundamental truth would go far toward changing the complexion of radio.

Economists and politicians have been making much of the interest the general public has in every large-scale business enterprise. Radio exemplifies the same principle in another form.

Fortunately, the more enlightened sponsors already recognize the public responsibility imposed on them. Perhaps the next step is for listeners also to think of programs as something they pay for, rather than gifts showered on them by some benign hocus-pocus.

## Class Comes to Order . . . SMACK!



Professor Kaltenmeyer (Bruce Kamman), won't stand for any monkeyshines in Kaltenmeyer's Kindergarten, which began its nonsensical classes over an NBC-WEAF network including WLW on January 4. Looking on while Mickey Donovan (Jim Jordan) gets a tanning are: Johnny Johnson (Thor Ericson), Gertie Glump (Marian Jordan) and Percy Van Schuyler (Merrill Fugit). The program is heard each Saturday at 5:30 p. m. (E.S.T.) under the sponsorship of the Quaker Oats Company.



Station WKRC—March 4th—Politicians were among the first to realize the benefits to be derived from the use of radio and have availed themselves of every possible chance to get in front of a microphone. But President Roosevelt has taught them all a lesson in the last few years; there is no doubt that he ranks tops in ether personality.

As a result, senators and representatives up for re-election and those considering a try at the Presidential nomination, are making an earnest effort to learn all the ins and outs of the radio racket. Network engineers are being queried as to the proper technique for the best results. The peoples' choices are testing their voices and taking lessons in order to improve their microphone delivery. Radio will get a big share of the political festivities this year, and the participants are out to get the most for their money.

Several days ago the Buffalo and Niagara Universities were scheduled to deliver a debate over a Buffalo station on "Resolved: That A Two-Thirds Vote of Congress May Override a Supreme Court Decision." Both teams showed up well in advance, got set in the studio making voice tests. Two minutes before air time some benevolent soul discovered that both colleges had taken the negative side, so proceedings were postponed for the time being.

These radio artists will do anything for publicity, although you mustn't ask them to admit it. Eddie Cantor's Greek dialect stooge, "Parkyakarkus," has just been denied an application to adopt the pseudonym as his legal name in an opinion handed down in a New York City Court; the judge claimed that the name, "Parkyakarkus," lacks the dignity or the basis justifying its use as a legal name. The comic's real name is Harry Einstein and he was formerly a Boston advertising man.

Incidentally, the winner of Eddie's essay contest on "How Can America Stay Out of War" will be announced on April 5th. Over 212,000 entries were received.

The recent cold spell proved a decided headache for the directors of the Carborundum Band program. The traditional opening "theme" on these Saturday broadcasts has been restricted by Jack Frost. For years, CBS engineers have been journeying to Niagara Falls to pick-up the roar of the falling water, but since King Winter began his reign, frozen silence has been their only reward.

TIDS AND BITS: The new "Airshow" starts a week from tomorrow night (Thursday) at 8, featuring an orchestra and chorus, directed by Mark Warnow, with Charles Hanson Towne, noted editor and columnist as narrator . . . Phil Baker and Abe Lyman are the possessors of contract renewals for their CBS programs . . . Bruna Castagna, noted young concert and opera contralto heard over CBS, made her Metropolitan Opera debut on Monday in "Aida" . . . Boake Carter missed his first broadcast in five years, 2172 times on the air, last week when la grippe caught up with him . . . Freddie Rich has signed a new three-year contract with CBS as music director . . . "Hymn Time" is Station WKRC's newest feature, every Tuesday at 11 a. m.

CHUCK WISE.

## Winter Sports at Columbia



Jack "Snowball" Smart, rugged old CBS guide and "March of Time" character actor, plows a way down Columbia's perilous Hoevenburg Runout of Studio One—smoothing the way for that sophisticated night clubber, Westbrook Van Voorhis, ace announcer and a highlight of various network features. A two-ton truck hauls Smart to the top of the slide on the completion of each run. Smart plays roles ranging from kings to comedians while Van Voorhis possesses that voice of authority you hear weekly on the "March of Time."

When Kenny Baker's hometown friends in Monrovia, Cal., learned that he was coming to New York with the Jack Benny show, they got together and bought him a fancy cold-weather outfit, mufflers, thick gloves and several sets of fur-lined earmuffs. NBC's timid tenor had never seen snow nor felt an icy wintry blast until he ventured East with Benny.

For the first nine broadcasts of the Metropolitan Opera Auditions heard over NBC Sundays, more than 600 operatic aspirants have been heard in preliminary tryouts. Only thirty-six have passed the test and been heard on the program. They have come from every state in the union, plus England, Bermuda, Canada, Italy and Australia.

## Hospital Cheer



Even announcer Bob Trout was put into a sterilized white jacket when CBS broadcast interviews with crippled children from the Lenox Hill Hospital in New York. At the suggestion of John O'Brien (the boy with the bandaged head) the children sang "My Country 'Tis of Thee" just to prove they weren't down-hearted. The broadcast was arranged as part of a campaign to raise two million dollars for free medical service in the United Hospitals.



# At WSAI Since Its Inception

**T**HE youngest industry, radio, is fast building up its own tradition and its own aristocracy. There is quite a sentimental story connected with the appearance on the WSAI Dedicatory program of several participants.

The Rev. Dr. Carl Stridsberg, pastor of the Presbyterian Church of the Ascension will give the invocation, a few minutes after 8 p. m., when



GRACE RAINE



DON BECKER

Chief technical supervisor, Joe Chambers, who also built the 500,000-watt transmitter of the Nation's Station, will have put the new WSAI transmitter at Warner and Chickasaw Streets into operation. Dr. Stridsberg, more than five years ago, was the first preacher to speak on the "Church Forum" over WSAI, a feature that has been on the daily schedule ever since.

Another dedication feature, emphasizing "tradition in radio," will be the guest appearance of Grace Raine, vocal director of the Crosley Radio Corporation, as director of a choir and of Don Becker, program director, in his old capacity of ukelele player.

These two, and Helen Nugent, WLW's "Old Fashioned Girl," are the only members of the Crosley art-

ists' staff, whose affiliation with WSAI dates back to the days B. C. (before Crosley). Oldest member in point of radio service of this trio is Grace C. Raine, who had been four years musical director of the Playing Card Co.'s station—and incidentally the second woman-announcer in the United States—when Mr. Powel Crosley, Jr., bought the Queen's City Station. One of Mrs. Raine's duties, in those days, was the coaching of the Bicycle Sextet, a member of which was contralto Helen Nugent.

Third in the group of WSAI veterans is Don Becker, radio's Horatio

Alger. Tradition is not quite clear as to whether Don started as an office boy, who could play ukelele or whether his job as ukelele player entailed the duty to mind the office. Suffice it to state that today, at the age of 29, Don Becker is the author of radio's ace script show "Mary Sothern," assistant general manager of WLW, and the Queen City station and one of the most dynamic figures in the field of radio production. On the occasion of the dedicatory program Becker will dust off the old ukelele, and entertain again as in the old days.

## THE ROVING REPORTER, NEW FEATURE THROUGH WSAI

The history of electricity and its application is the history of mankind's attempts to conquer time and space. Radio, latest development in this war for emancipation, has almost completely overcome the handicap of time, while the handicap of space has been mastered to the extent, where messages may be relayed without difficulty around the world. There still exist, however, the limitations regarding the message's point of origin, that is to say, commercial radio messages can only be broadcast, if spoken into a microphone, connected directly with a high-powered transmitter, or if relayed to such a transmitter by phone wires.

The "Roving Reporter," novel feature to make its initial bow on the WSAI dedicatory program and thereafter to be heard regularly on the WSAI schedule, marks a further step forward in short wave transmission. For weeks Crosley engineers have been experimenting with a short wave transmitter, installed on an automobile, which, it is contemplated, will move to different points of interest, there to pick-up programs arranged by the "Roving Reporter." Thus broadcasting is making another attempt to shed the shackles of space limitations.

It is hoped that within a few weeks it will be possible to present to radio audiences programs, built along the lines set forth in the following communication from Mr. John H. Ames, executives assistant to City Manager Dykstra, to Col. Eugene T. Weatherly, Chief of Police. From this letter we quote:

"The city manager has approved the request of the Crosley Radio Corporation for the detailing of one radio-equipped motorcycle (for one test program). It is planned that a message will be picked up on the police radio and the station officials will proceed with our motorcycle officer to the point of the broadcast, that is to a fire, perhaps, or to the scene of a burglary or other offense. When the motorcycle officer and the radio personnel arrive at the scene, the

## Program Director



JOHN PROSSER

In charge of all programs aired from the Queen City station, John Prosser has lined up many fine things for broadcasts over WSAI.

radio station intends to have their "roving reporter" describe to his radio audience the things which he sees at the scene.

By using one of our radio-equipped motorcycles and our man in this manner, the new station is able to use this kind of broadcasting without making use of an illegal short wave receiver in their own automobile."

This type of broadcasting is the ultimate goal of Crosley engineers and program executives. In the meantime, listen to the Roving Reporter on the Dedicatory WSAI program Wednesday, when he, and his mobile short-wave transmitter, take you on a ride up the Mt. Adams Incline and backstage to the Cox Theatre. Nothing like it has ever before been presented to Cincinnati audiences.

# SPORTS GET BIG PLAY AT WSAI



Left—Red Barber even trains his thumb.  
Center—Off for the Redlegs' training camp at Tampa, Fla. Left to right: L. B. Roberts, Division Manager Socony Vacuum Oil Co.; "Red" Barber, Al Helfer.  
Right—The "baby" on Red Barber's right is Al Helfer, WSAI sports announcer.

It is a safe prediction that with the moving of WSAI's transmitter to Cincinnati proper and the attendant increase of the station's listening audience, Red Barber will come into his

own. Such a statement calls for an explanation, for is it not correct that Red Barber is the only Cincinnati sports announcer to be given national recognition?

"Red," as everyone calls him fondly, was quite a fellow down in Florida. He was a sports announcer of sorts and "doubling in brass," that is he was the all around general handy

man for a small broadcasting station. But he took his sports announcing seriously, learning not only the names of the players, but the fine points of the different sports he announced. So

when the Cincinnati Reds went to Orlando for training, his sportscasts so impressed Powel Crosley, Jr., owner of the "REDS" that he offered Red a berth with his radio stations.



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

PROGRAMS FOR FRIDAY, MARCH 6

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main grid of radio programs for Friday, March 6, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, KDKA, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

4:00—Esso News Reporter. WJZ only
4:30—Press-Radio News. WEAF WJZ
4:30—Press-Radio News. WABC
4:30—Jack Armstrong, All-American Boy. (CBS) wbbm kmox

8:30—Kelllogg Prom: Red Nichols and his Orchestra; James Melton, tenor; Kelllogg Choir of mixed voices. WJZ WLW KDKA WLS wgar
8:30—Broadway Varieties: Oscar Shaw, guest baritone and master of ceremonies; Carmela Ponselle, mezzo-soprano; Elizabeth Lennox, contralto; Victor Arden's Orchestra and guest stars. WABC WKRC WHAS wbbm ctkw kmox wfbm wowo

11:00—George R. Holmes, Chief of the Washington Bureau of the International News System. WEAF WCKY wgy wtm wmaq
11:00—Don Redman and his Connie's Inn Orchestra. WABC wbbm wjz wsm kmox
11:00—Esso News Reporter. WJZ only
11:00—"Myrt and Marge;" Dramatic Series. (CBS) WHAS wbbm wfbm kmox

12:08—Ranny Weeks' Coconut Grove Orchestra. WJZ wgar wave wire
12:30—Guy Lombardo's Orchestra. WABC WKRC whk kmox
—Ruby Newman and his Rainbow Grill Orchestra. WEAF WCKY WSM wgy wtm wmaq
—Harry Sosnik's Orchestra. (CBS) wbbm
—Phil Ohman and his Trocadero Orchestra. WJZ KDKA wgar wave wire

TODAY'S HIGHLIGHTS

3:00—U. S. Marine Band N—WCKY WSAI WSM
8:00 p. m.—Irene Rich N—WCKY KDKA WSM WLS
—Cities Service Concert, Jessica Dragonette N—WSAI
9:00 p. m.—Waltz Time, with Frank Munn, tenor; Abe Lyman's Orchestra N—WLW
—Hollywood Hotel C—WKRC WHAS
9:30 p. m.—True Story Court of Human Relations N—WGY WTAM WMAQ WJZ WHIO
Fred Waring's Pennsylvanians N—WCKY KDKA WSM WLS
10:00 p. m.—First Nighter N—WLW WSM

CHEVROLET DEALERS of GREATER CINCINNATI. "Musical Moments" on WCKY (1490 Kc.) Monday through Thursday 7:45 p. m., Friday, 8:45 p. m. WKRC (550 Kc.) Tuesday through Saturday 6:30 p. m. WSAI (1390 Kc.) Monday through Friday 9 p. m. and Rubinoff and His Violin with Virginia Rea and Jan Pearce, Vocalists on WLW (700 Kc.) and the NBC Red Network Saturdays 9 p. m. (EST) CHEVROLET

SCHEDULE CHANGES IN OFFING

Coming events cast their shadows before, and here are a couple of schedule changes to be looked for on WCKY. On March 31, Edwin C. Hill, in "The Human Side of the News" will change to a new spot, Tuesdays, Thursdays and Saturdays, at 7:15 p. m. On March 17, a new program starring Eddie Dowling and featuring Benny Goodman's orchestra, will take the Tuesday night half-hour between 10 and 10:30, sponsored by the Elgin Watch Co.

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

PROGRAMS FOR SATURDAY, MARCH 7

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Saturday, March 7, 1936, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, KDKA, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 12:45 AM.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

Summary of NBC and CBS network programs for Saturday, March 7, 1936, including 'Your Hit Parade', 'The Ziegfeld Follies of the Air', and 'The King's Jesters'.

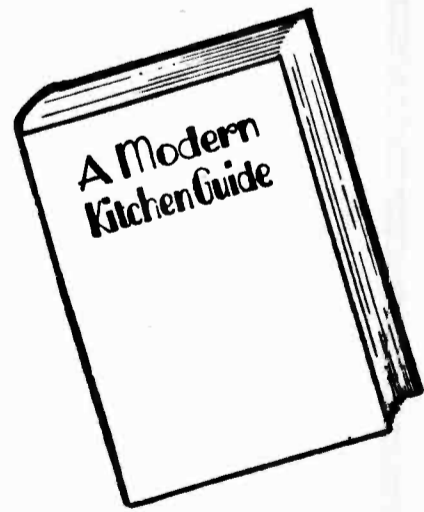
George Olsen's Orchestra. (CBS) wbbm
Rockefeller Center Rainbow Room Orchestra. WJZ KDKA wgar wave wire
Ozzie Nelson and his Orchestra. WABC WKRC WHAS wbbm wfbm whk cklw kmox

JOHN CHARLES THOMAS

Back again in New York after a five week vacation spent in cruising off the coast of Florida, John Charles Thomas, celebrated Metropolitan Opera baritone, will present his Vince program from the NBC studios in Radio City, on Wednesday, March 11, from 10:00 to 10:30 p. m. (E.S.T.)

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Name Address City State



PROGRAMS FOR SUNDAY, MARCH 8

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

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Sunday, March 8, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, KDKA, WLS-WENR, WSM, WHAS) and their respective programs and times.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

NOON—American Pageant of Youth, Johnson and his Orchestra; guest artists. WJZ WSAI KDKA
3:00—The Philharmonic Symphony Society of New York, direction Arturo Toscanini. WABC WKRC WHAS cklw wfbm whk kmox wsmk wbbm wvva
5:00—Roses and Drums. WABC WKRC WHAS cklw wfbm whk kmox wsmk wbbm wvva
7:00—Jello Program—Jack Benny N—WCKY WLW WLS WSM KDKA—Eddie Cantor C—WKRC WHAS
9:00—Ford Sunday Evening Hour C—WKRC WHAS
9:45—Paul Whiteman's Musical Varieties N—WSAI KDKA WLS
10:00—General Motors Concert N—WCKY WSM WLW News Room—WLW

TODAY'S HIGHLIGHTS

3:00 p. m.—New York Philharmonic Orchestra C—WKRC WHAS
5:00 p. m.—Roses and Drums N—WLW KDKA WENR
6:30 p. m.—True Story Court of Human Relations—WLW
7:00 p. m.—Jello Program—Jack Benny N—WCKY WLW WLS WSM KDKA—Eddie Cantor C—WKRC WHAS
9:00 p. m.—Major Bowes Amateur Hour N—WLW WSM
9:00 p. m.—Ford Sunday Evening Hour C—WKRC WHAS
9:45 p. m.—Paul Whiteman's Musical Varieties N—WSAI KDKA WLS
10:00 p. m.—General Motors Concert N—WCKY WSM
11:00 p. m.—WLW News Room—WLW

3:45—Kornienko and his Oriental Orchestra. WJZ WSAI KDKA WLS wgr wave
4:00—The Widow's Sons: Dramatic sketch with Lucille La Verne. WFAE WCKY wgy wtm wmaq wvva
7:00—Eddie Cantor, comedian, with Parkyarkus, Jimmy Wallington and Orchestra, direction Louis Gross. WABC WKRC WHAS whk cklw wfbm wbbm kmox wjr
7:30—The Bakers Broadcast: Robert L. "Believe It Or Not" Ripley; Ozzie Nelson and his Orchestra; Harriet Hilliard, vocalist. WJZ WCKY KDKA WSM WLS wgr
7:45—Sunset Dreams—Ranch Boys and the Morin Sisters, trios. WFAE WLW wgy wtm wmaq wvva wfm wjw
8:00—Major Bowes' Original Amateur Hour. WFAE WLW WSM wgy wtm wmaq wvva wfm wjw
9:00—Manhattan Merry-Go-Round, featuring famous acts of the American Theatre; Rodney McLennan, tenor; Raquel Carley, blues singer; orchestra, direction Andy Sennella; Men About Town Trio. WFAE WCKY WSM wtm wmaq wgy wvva wfm wjw
9:00—The Melody Lingers On: Leo Spitalny and his Orchestra; Robert Weeds, baritone; Fred Hufsmith, tenor; The Norsemen Quartet; Girls' Vocal Trio. WJZ WCKY KDKA WLS wgr wave
9:00—The World Dances: Lud Gluskin's Orchestra. WABC WKRC WHAS whk cklw wfbm wbbm kmox wjr
9:00—Manhattan Merry-Go-Round, featuring famous acts of the American Theatre; Rodney McLennan, tenor; Raquel Carley, blues singer; orchestra, direction Andy Sennella; Men About Town Trio. WFAE WCKY WSM wtm wmaq wgy wvva wfm wjw
9:00—Countess Olga Albani, soprano; Charles Previn's Orchestra, the Singing Knights, male octet. WJZ WLW KDKA WLS wgr wave
9:00—The Ford Sunday Evening Hour, with Richard Bonelli, baritone, guest star; Victor Kolar, conductor. WABC WKRC WHAS wbbm whk cklw kmox wovo wfbm wsmk wjr
9:30—American Album of Familiar Music, with Frank Munn, tenor; Lucy Monroe, soprano; The Haechen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WFAE WCKY WSM wgy wtm wvva wfm wjw
9:45—Woodbury's Present Paul Whiteman's Musical Varieties: Ramona, Roy Bary, Du-

Richard Bonelli, noted concert and opera baritone, will be the guest soloist with the Ford Symphony Orchestra and Chorus directed by Victor Kolar, over the complete nationwide WABC-Columbia network, on Sunday, March 8, from 9:00 to 10:00 p. m. (E.S.T.).

PROGRAMS FOR MONDAY, MARCH 9

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, KDKA, WLS-WENR, WSM, WHAS) and time slots (6:30-11:45 AM and 12:00-11:45 PM).

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

6:00—Flying Time: Adventures in Aviation. WEAF WCKY WLS wgy wtm wmaq wvj. 6:30—Esso News Reporter. WJZ only. 6:35—U. S. Army Band, Captain Thomas F. Darcy, conductor. WJZ wgar wire wave. 6:45—Esso News Reporter. WEAF only. 6:50—Sunbrite Junior Nurse Corps. (CBS) wbbm kmox whk wjr

TODAY'S HIGHLIGHTS

8:00 p. m.—Hammerstein's Music Hall N—WSAI. Fibber McGee and Molly N—WCKY KDKA WSM WLS. 8:30 p. m.—Voice of Firestone N—WLW WSM. 9:00 p. m.—Lux Radio Theatre C—WKRC WHAS. 9:30 p. m.—Grace Moore N—WLW WSM. A Tale of Today N—WCKY KDKA WLS. 10:00 p. m.—Trials by Jury M—WLW. 11:00 p. m.—W L W News Room—WLW.

8:15—Eleana Moneak and her Ensemble. (CBS) WKRC kmox wfbm wsmk. 8:30—The Voice of Firestone: Richard Crooks, tenor; Margaret Speaks, soprano, with Mixed Chorus; William Daly's Symphonic String Orchestra. WEAF WLW WSM wgy wtm wmaq wave wire wvj wlio. 9:00—A. & P. Gypsies: Harry Horlick, director; The Romany Singers; Howard Price, tenor. WEAF WCKY wmaq wgy wtm wvj wlio wire. 9:30—Vick's Open House with Grace Moore; Josef Pasternack and his Orchestra. WEAF WLW WSM wgy wtm wmaq wave wire wvj wlio. 10:00—Lady Esther Serenade with Wayne King's Orchestra. WABC WKRC WHAS wbbm whk cklw wfm kmox wfbm wjr. 10:30—March of Time: Dramatizations. WABC WKRC WHAS wfbm whk wbbm wsmk cklw .mox wjr. 10:45—Public Opinion. WABC wfbm wsmk. 11:00—Esso News Reporter. WJZ only. 11:30—The Top Hatters: Dance Orchestra. WEAF wgy wtm wmaq wvj. 11:45—Vanished Voices: Musical and dramatic. WABC.

11:05—Henry Lishon's Orchestra. WJZ wgar wave wire. 11:15—Ink Spots: Novelty Negro Quartet. WJZ WSAI WSM. 11:30—Vincent Lopez and his Orchestra. WABC WKRC WHAS whk wfbm wsmk wjr. 11:35—N. Y. C. Golden Gloves Finals. WEAF WCKY WSM wgy wtm wmaq wvj. MIDNIGHT—Harry Sosnik's Orchestra. WABC WKRC whk cklw wfbm kmox wjr wsmk. 12:08—Hotel St. Regis Maison Russe Program: Orchestra direction Cornelius Gordolban; Russian singers, Nadia Cortes, mezzo-soprano; Georges Doubroosky-Orda, bass-baritone; Boris Belostozky, tenor; Jacques Nazarenko, baritone. WJZ KDKA WSM wgar wave wire. 12:30—Don Bestor's Mt. Royal Hotel Orchestra. WEAF WCKY wgy wtm wmaq wvj. 12:45—Phil Ohman's Orchestra. WJZ KDKA WSM wgar wave wire. 1:00—Hawaii Calls (from Honolulu). WABC WKRC wbbm wfbm wjr wsmk.

Roy Campbell, director of NBC's vocal chorus, the Royalists, has far less trouble getting the members to sing together than getting them together to sing. Tough he maintains his own studio in which to coach and rehearse them, several of the seven members of the group have solo spots on the air, and as a result, Roy is constantly scribbling appointment changes on his calendar pad.

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PHI Schedule PROGRAM

MONDAY, MARCH 9, 1936. Wavelength 25.57 m. 1. 13.30—Dutch National Anthem and opening announcement. 2. 13.40—Music. 3. 13.45—"LATEST NEWS FROM HOLLAND." 4. 14.00—Music. 5. 14.15—Talk on sports by Mr. H. Hollander. 6. 14.30—Music. 7. 14.35—MEETING OF THE PHOHI CLUB. 8. 15.00—The Royal Opera orchestra Covent Garden—London. 9. 15.20—Dance music. 10. 15.30—Closing down—Dutch National Anthem.



PROGRAMS FOR TUESDAY, MARCH 10

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

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Tuesday, March 10, 1936, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, KDKA, WLS-WENR, WHAS, WSM) and their respective schedules from 6:30 AM to 12:45 AM.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Flying Time—Adventures in Aviation. WEAF WCKY WLS wgy wtm wmaq wjw
8:00 p. m.—Lavender and Old Lace C—WKRC WHAS
8:30 p. m.—Lawrence Tibbett C—WKRC WHAS
9:00 p. m.—"Vox Pop" Voice of the People N—WCKY
9:30 p. m.—Fred Waring's Pennsylvanians C—WKRC WHAS
12:30 a. m.—Moon River—WLW

tenor; Fritz Scheff and Lucy Monroe, soprano, and Gustav Haenschen's Orchestra. WABC WKRC WHAS cklw wfbm wbbm whk kmox wjr
8:30—Packard Presents: Lawrence Tibbett, baritone, with Don Voorhees and his Orchestra. WABC WKRC WHAS cklw kmox wfbm wbbm wovo whk wsmk wjr
9:00—"Vox Pop—The Voice of the People:" Sidewalk interviews conducted by Jerry Belcher and Parks Johnson, newspapermen. WEAF WCKY wgy wtm wjw wire wmaq wave wvo

12:30—Jesse Hawkins' Merry Gardens Orchestra. WEAF WCKY wgy wtm wmaq
—Harry Sosnik's Orchestra. (CBS) wbbm
—Shep Fields' Orchestra. WJZ KDKA WSM WLS wgar wave wire
—Jim Fattis and his Orchestra. WABC WKRC whk cklw wfbm kmox wjr

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PROGRAMS FOR WEDNESDAY, MARCH 11

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

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for stations WCKY, WLW, WKRC, WSAI, WCPO, KDKA, WLS-WENR, WSM, and WHAS. Columns include station name, call letters, frequency, and program details with time slots.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Buck Rogers in the 25th Century. WABC WKRC WHAS wbbm kmox whk wjr
6:15—Esso News Reporter. WJZ only
6:30—Flying Time: Adventures in Aviation. WEF WCKY WLS wgy wtm wmaq wwj
6:45—Animal News Club: Children's program, featuring Lou Rogers, cartoonist, and entertainers. WJZ wgar wave wire

TODAY'S HIGHLIGHTS

12:30 p. m.—National Farm and Home Hour N—WLW KDKA WSM
7:30 p. m.—Kate Smith C—WKRC WHAS
8:00 p. m.—One Man's Family N—WLW WSM
—Cavalcade of America C WKRC WHAS
8:30 p. m.—Burns and Allen C—WKRC WHAS
—Armco Iron Master—WLW to WJZ KDKA WLS
9:00 p. m.—Corn Cob Pipe Club of Virginia N—WCKY KDKA WLS
—Chesterfield Program with Rosa Ponselle and Andre Kostelanetz's Orchestra C—WKRC WHAS
—Town Hall Tonight: Fred Allen N—WLW WSM
9:30 p. m.—20,000 Years in Sing Sing N—WCKY KDKA WLS
10:00 p. m.—John Charles Thomas, baritone N—WCKY WLS

WABC WKRC WHAS cklw wbbm whk wjr kmox
—One Man's Family, dramatic sketch, featuring Anthony Smythe, with Minetta Ellen, Michael Raffeto, Bernice Berwin, Kathleen Wilson, Barton Yarborough, Page Gilman and Winifred Wolfe. WEF WLW WSM wgy wtm wmaq wave wwl wire whk
—Rendezvous: Musical program with Clyde Lucas and his Orchestra; Phil Dusey, Irene Beasley, blues singer; Charlie Leland, comedian; the Synphonettes, vocal trio; Men About Town; Ward Wilson, m. c. WJZ WCKY KDKA WLS wgar
8:30—Burns and Allen, Jacques Renard's Orchestra; Milton Watson, tenor. WABC WKRC WHAS wowo wfbm cklw wbbm kmox whk wjr
—Lady Esther Serenade: Wayne King and his Orchestra. WEF WCKY WSM wtm wmaq wgy wwl wire
—Armco Iron Master Program: Concert Band, direction Frank Simon; Bennett Chapple, narrator. WLW to WJZ WLS KDKA wgar
9:00—Chesterfield Presents Rosa Ponselle; Andre Kostelanetz's Orchestra and chorus, David Ross, announcer. WABC WKRC WHAS wfbm kmox wbbm whk cklw wowo wsmk wjr
—Town Hall Tonight: Fred Allen, Portland Hoffa, Mighty Allan Art Players, Amateurs and Peter Van Steeden's Orchestra. WEF WLW WSM wgy wtm wmaq wwl wire
—Corn Cob Pipe Club of Virginia, with Pat Binkoff, master of ceremonies. WJZ WCKY KDKA WLS wgar wave wire
9:30—"Refreshment Time": Ray Noble and his Orchestra; Connie Boswell, vocal soloist. WABC WKRC WHAS wbbm whk cklw wjr kmox
—Warden Lawes in 20,000 Years in Sing Sing: Dramatic sketch; Thomas Belviso's Orchestra. WJZ WCKY KDKA WLS wgar wave wire
10:00—"Gang Busters": True crime dramatizations by Phillips Lord. WABC WKRC WHAS wowo cklw wfbm wbbm whk kmox wjr wsmk
—Premiere: You Hit Parade, Orchestra and soloists. WEF WLW WSM wgy wtm wmaq wwl wire wma
—John Charles Thomas with Frank Tours and his Orchestra. WJZ WCKY KDKA WLS wgar wave wire
10:30—March of Time: Dramatizations. WABC WKRC WHAS whk cklw wfbm wjr kmox
—Gems of Color: All Negro show, with Chick Webb and his Orchestra; Ella Fitzgerald; Charles Linton, The Ink Spots, male quartet; Cecil Mack and Choir. WJZ WCKY wgar wave wire
10:45—To be announced. WABC WKRC

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C Denotes (CBS)
M Denotes (MBS)

PROGRAMS FOR THURSDAY, MARCH 12

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Thursday, March 12, 1936, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, KDKA, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

6:00—Flying Time: Adventures in Aviation. WEAF WCKY WLS wgy wtm wmaq wvj
6:05—James Wilkinson, baritone. WJZ wgar wve wva
6:15—Animal Close-Ups: Stories by Don Lang. WJZ WSAI wgar wve wva
6:20—Connie Gates, contralto. WEAF WSM wgy wtm wmaq wvj
6:30—Press Radio News. WEAF WJZ
6:35—Jack Armstrong, All-American Boy. (CBS) wbbm kmox

TODAY'S HIGHLIGHTS

7:30 p. m.—Lum and Abner N —WLW WLS
7:45 p. m.—Crown Frolics M —WLW
8:00 p. m.—Fleischmann Hour —Rudy Vallee N—WLW
—Pittsburgh Symphony Orchestra N—WCKY KDKA WSM WLS
9:00 p. m.—Maxwell House Show Boat N — WCKY WSM
9:30 p. m.—America's Town Meeting N — WSAI WLS KDKA
10:00 p. m.—Bing Crosby with Jimmy Dorsey's Orchestra N—WLW WSM

Ross, tenor; Frank McIntyre, Winifred Cecil, soprano; Walter Tetley, Louise Massey and the Westerners; Conrad Thibault, Molasses 'n' January; Gus Haenschen's Show Boat Band. WEAF WCKY WSM wgy wtm wmaq wvj wve wva
7:00—Myrt and Marge, dramatic series. WABC WKRC wtk wva wjr
7:15—Popeye, the Sailor, with Vic Irwin's Orchestra. WEAF WCKY wgy wtm wvj wmaq wve wva
7:30—Martha Mears, songs. WEAF wgy wtm wmaq wvj
7:45—Boak Carter—News Flashes. WABC WKRC WHAS wtk wfbm wsmk wbbm kmox wjr
8:00—NBC Cinema Theatre: Routine of a large movie theatre; overture, stage show, feature picture, newsreel and a comedy; Ruth Lyon, soprano; Charles Sears, tenor; Edward Davies, baritone; pit orchestra, direction Roy Shield. WJZ KDKA WLS wgar wve wva
8:05—To be announced. WABC WKRC WHAS wtk wfbm kmox wbbm kmox wjr
8:45—To be announced. WJZ wgar wve wva
9:00—Maxwell House Show Boat: Lanny

11:35—Minneapolis Symphony Orchestra, direction Eugene Ormandy. WEAF WCKY WSM wgy wtm wmaq wvj
MIDNIGHT—George Olsen's Orchestra. WABC WKRC wbbm wvj wtk wva wsmk
—Shandor, violinist. WJZ KDKA
12:08—Ruby Neuman and his Rockefeller

RADIO NEWS BROADCASTS table listing stations (WLW, WSAI, WKRC, WCKY, WCPO) and their broadcast times from 7:45 a.m. to 11:55 p.m.



# The Cincinnati Symphony On the Air

Broadcast by WSAI and Carried by Mutual, Canadian and Yankee Networks



BY EUGENE GOOSSENS

British Composer, Conductor of the Cincinnati Symphony Orchestra

"YOU ask for some words from me about broadcasting.

"My prime reason for being highly in favor of it is because of its tremendously far-reaching power as an instrument for musical propaganda. When first I broadcast symphony concerts from London via BEC in the early 1920's, 'receiving sets' were in their infancy and sheer distortion was more the rule than the exception; but today with the reproduction of true orchestral color—with a minimum of interference—it is possible to hear a concert at a distance of some thousands of miles under almost the same receptive conditions as those the actual audience enjoys at the source of origin of the concert.

"The names and works of the great masters of music are now almost as familiar to the dwellers in the most isolated communities as they are and long have been to those who live in the most crowded stronghold of culture. Imagination refuses at first to grasp the significance of this fact. . . .

"So it is that, though to this writer symphonic broadcasting is no new experience, it seems inevitable that one more of the world's great orchestras (the Cincinnati Symphony Orchestra) should fall into line with other symphonic organizations and succumb to the popular demand for broadcast music. This will, however, occasion no change in policy in the planning of my programs. With the exception of very isolated programs, devoted to the music of one composer only, (all-Brahms, all-Tchaikowsky) I shall continue as before to feature not only standard classics and romantics, but the works of contemporary composers as well. A conductor owes it to his community to include at the very least one and if possible more than one example of the works of important living writers in each program, for which he is responsible. How otherwise can he hope to keep his audience in touch with current developments? Who is there among the great radio audience in this country, for instance, who does not eagerly welcome the op-



Left—Dr. James G. Heller, composer, pianist and musical writer, comments regularly during intermission on the program.

Center—Peter Grant, who handles the announcing.

Bottom—After the Concert: Soloist, Conductor Eugene Goossens; Orchestra Manager Stuart Thompson, and WSAI Chief Pick-up Engineer Louis Barnett.

portunity of listening to the finest examples of the music of today? We read the latest books—see the latest pictures—and generally strive to keep abreast of current developments. Why not music?

"The radio is doing for modern musical art more than all the lecturing, preaching, and other similar 'educational' devices of the past hundred years ever achieved. I refer, of course, strictly to symphonic broadcast—antidotes to the glut of tasteless, vapid banalities so often perpetrated under the guise of 'popular' music; but that's another story."

BY DR. JAMES G. HELLER

Cincinnati Composer and Author of the Symphony Program Notes.

"It is a genuine pleasure to co-operate in the broadcasts of the Cincinnati Symphony Orchestra. Here in Cincinnati we have a long tradition of the love of music, of which we are proud. And we prize our orchestra as one of our great communal possessions. From it many thousands of men, women and children, for two generations, have learned of the supreme music of the world, and have quaffed at the clear spring of beauty. I hope that those who will listen 'over the air' will remember that these concerts are dedicated to a very high purpose, to give to all who will the message of the luminous spirits who have used music as their vehicle of expression."



The broadcasts are aired each Saturday night over WSAI, the Mutual, Canadian and Yankee networks.

Following the initial airing, Conductor Goossens was the recipient of many messages of congratulation from all parts of the country.

Long a well-known music center, Cincinnati and the Crosley officials have made another enterprising move in bringing to lovers of fine music, the only full-length symphonic broadcast aired at night over any station.

**"It's All Over Town"—  
WSAI (1330 kc.)**



## Congratulations!

The new WSAI marks another milestone in the brilliant broadcast history of Cincinnati, the World's Radio Capitol.

L. B. Wilson  
WCKY

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"THE VOICE OF THE CINCINNATI POST"

The staff and management of WCPO extends heartiest congratulations, and welcome you to the air lines on Wednesday, March 4, your first day of broadcasting from your new transmitting studios.

W.M. CLARK  
Manager

### Congratulations

WSAI

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### Congratulations

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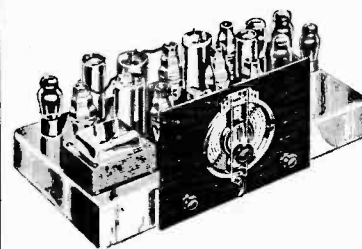
Into your home your telephone brings convenience, protection and comfort; it is the direct path to and from all services that make for better living.

Get a telephone now — your name will then be listed in the Summer issue of the Telephone Directory.

The Cincinnati and Suburban  
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## NEW 14-METAL TUBE MIDWEST At Tremendous Savings From $\frac{1}{3}$ to $\frac{1}{2}$ !



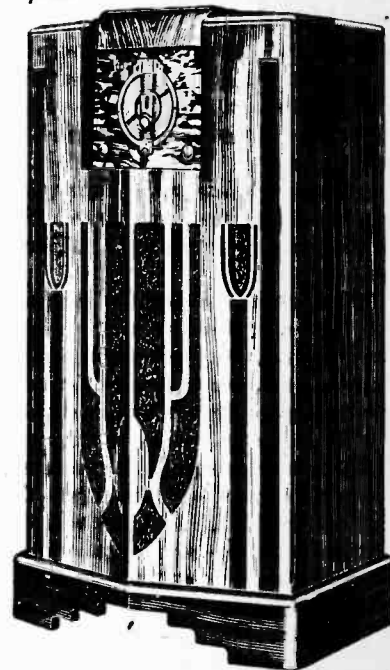
At the left, is the new 1936 all-wave 14-METAL tube chassis. Its tuning range of 9 to 2400 meters makes it easy to parade the nations of the world before you.

When you buy direct from the Midwest Factory Showrooms, you not only obtain one of the world's greatest radio values, but you make a certified saving of as much as 50%! This saving in merchandising is passed on to you in superior radio construction and low factory-to-you prices.

*Liberal Trade-In  
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Trade in your old set on one of these new, advanced 14-tube radios. We will give you a liberal allowance, and, if you desire, you may purchase it on the famous Midwest Easy Payment plan, which enables you to pay as little as \$10.00 down.



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TUNE IN Midwest Mountaineers  
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## MIDWEST FACTORY SHOWROOM

905-911 Broadway



# WSAI Inaugurates New Schedule



Top—The Roundhouse Boys; center, The Virginians; bottom, The "STUMP-US" Band.

IN building civic programs for local radio stations, the problem, in a nutshell, confronting the Program Department is to preserve the entertainment value of a fundamentally educational feature. The policy established for WSAI realizes definitely the inherent dangers to strictly educational features. Don Becker's staff of writers, production and contact men—in short, every branch of the Program Department—has been forewarned; and while naturally broadcasts of civic events, programs of distinctly local interests cannot all be novel in their nature, WSAI's local features will be novel in that they will provide entertainment first and civic instruction secondary.

As an outcome of these considerations a majority of WSAI's new local programs will be startling as to their technical operation. There will be found on the WSAI schedule features that only the unlimited technical resources of the Crosley Radio Corporation can make possible. This phase of WSAI operation will be emphasized from the very outset. On the dedication program will be introduced such new features as, for instance, the "Roving Reporter". Seated at a short-wave transmitter installed in a fast-moving automobile, the Roving Reporter will broadcast from such widely separate places as Mt. Adams Incline, General Hospital, and Station X in City Hall. He will demonstrate the manner in which Police Station WKDU operates from the moment Station X receives word of an accident to the time the victim is delivered at General Hospital and the careless driver locked up in jail. Nothing like this broadcast has ever been attempted locally, nothing like it could have ever been attempted since the combined talents of a vast scientific and practical engineering staff and tens of thousands of dollars worth of equipment are required for a broadcast of this nature.

## MORE EDUCATION

As a matter of fact, the new WSAI is about the answer to a Program Director's

some outstanding features from the Nation's Station's schedule have been transferred to the new station. Thus we find "Dark Town Meeting Time" with the Virginians given a prominent place five times weekly on WSAI. News, prepared and edited by the Crosley News Staff, are prominently spotted. A new serial conceived by Don Becker, author of the "Mary Sothern" show, has been spotted daily from 7:45 to 8:00 p. m. on WSAI. It is called "The Affairs of Arnold Douglas," and its originality consists of the fact that unlike any serial at present on the air, it does not center around a feminine, but a male character. A new slant has been given to Opportunity contests. Under the title "Cracking Crosley's" the regular weekly talent auditions held by the Crosley Radio Corporation's Audition Board will be put on the air. This is distinctly not an amateur show. Yet to the inexperienced professional, employment on the regular artists staff will loom as an ever inspiring inducement.



dream and, therefore, a radio fan's prayer. Unhampered by commercial requirements, unlimited in technical possibilities, unrestricted, carefree and foot-loose, the schedule of a big local station is a playground, bounded only by the Program Director's bounds of imagination.

The weekly feature called "WSAI Work Shop" may serve as an example. Here is a program that no strictly commercial station could ever dare present, yet only a big station would be in a position to attempt handling it. The cry for new ideas and the need for a sounding board of untried experiments is as great in radio, if not greater, than in any other form of creative endeavor. The WSAI Work Shop will provide just such a sounding board. Here the audience will be asked to sit in on the experiments of radio experts, and may witness, for all one knows, the birth of another sensational radio idea such as in "The Life of Mary Sothern" or Major Bowes' Amateur Hour!

As if to emphasize the importance that Crosley officials attach to the new WSAI,

Believing that styles in radio, much like the movies, function in cycles, the WSAI Program Board is reintroducing one of radio's oldest features, "Setting-up exercises." Birthday greetings, programs of interest to women and diversified musical entertainment.

## AN OLD-FASHIONED PROGRAM IN A NEW FASHION

Remember the days when a horn was attached to your battery-charged radio? When you would thrill at the sound of hum and static, sure you had Europe on your set? Why, you may even go back further to the days when you used earphones to pick up out of the ether waves the faint music of a scratchy gramophone record. Those were the days of radio in its infancy, a far cry from the sophisticated music and the colossal choral arrangements of the radio of today. One feature of those early days of radio that no station could do without were the setting-up exercises, those delightful fifteen minutes at the break of dawn when father and mother and sister and brother would bend and bow to the "one and two and three and four" of a radio announcer.

Believing the time to be ripe for revival of this particular type of program, WSAI will present Al Helfer, new staff addition from Pittsburgh, with Herschel Lucke at the piano as a daily feature at 7:00 a. m.

Informality will be the keynote of this program which should make it an ideal spot for Helfer who is well nigh a press agent's idea of perfect copy. Six feet tall in his stocking feet, with a chest expansion of a Primo Carnero, and the shiftness of a Joe Louis, Helfer represents to the minutest detail the popular conception of an athlete.



"It's All Over Town" -- The New WSAI (1330 kc.)



# THE BEST OF LUCK

to

## WSAI

The "Queen City Station's" New Transmitter  
Means Another Step

### IN RADIO PROGRESS

# WKRC

(550 Kc)

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Only Outlet of

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Have the Lamps  
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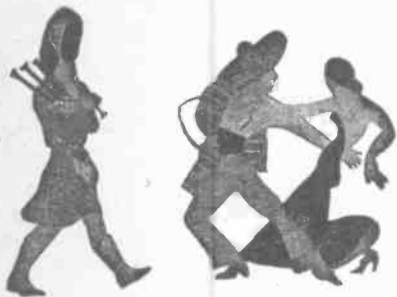
# LITTLE SISTER, TAKE YOUR BOW

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## STATION WLW

THE NATION'S STATION





# Short Wave Stuff

By GEORGE B. HART.



SOME changes have been made in the construction plans of the new French short-wave station, Radio-Coloniale, according to information received in Washington at the French embassy.

"The location of the station, which has not yet been definitely determined, will be in the central part of France," Ambassador de Laboulaye has been advised, "and the installations will comprise two interchangeable emission transmitters of 100 kilowatts on following wavelengths: 19.6 will work on the strength of 50 kilowatts on following wavelengths: 19.6 meters, 25.1 meters and 25.6 meters. The other transmitter will work on 31 meters with a full power output of 100 kilowatts.

"The antennas, which can be coupled with either one or the other of these transmitters, will number six."

Although he has crossed the Atlantic Ocean, Prof. Lloyd Janes, of the University of London, still keeps in touch with his followers in Great Britain. Every Sunday afternoon at 3:30 p. m., (E. S. T.) he speaks over W1XAL, Boston.

"The Pyramids," a radio play by Norman Edwards, which will be broadcast March 7, concerns a party of tourists walled up inside one of the smaller pyramids by a fall of masonry. It may be heard at 10 p. m., (E. S. T.), over GSD, 25.5 meters, GSC, 31.3 meters, or GSL, 49.1 meters.

There is no set time for the experimental contacts between Station W2XAF, at Schenectady, and LSX, at Buenos Aires. This is explained by E. S. Darlington in charge of Short-Wave Broadcasting at Schenectady, who says:

"If we do not arrange for a schedule during a contact, the next schedule is made by radiogram usually a day before the actual contact.

"Our experiments with LSX have been very successful, and changes made at W2XAF's transmitters show up exceedingly well in our reports received from listeners. However, we

are still trying to get the last watt of power into the antenna!"

Station W2XAF broadcasts on a wave-length of 31.4 meters or on a frequency of 9.53 mc., while LSX broadcasts on 28.9 meters or 10.35 mc.

The above information also applies to HJ1ABB, Barranquilla, Colombia and VK2ME, Sydney, Australia, as to method of contact with W2XAF and results of experiments.

The German short-wave station, DJC, Berlin, has enlarged its daily news service to include economic statistical information and market reports from Germany. The market reports include quotations on the most important goods imported to Germany from overseas.

"The German short-wave station hopes," a statement says, "that this new arrangement will contribute towards supplying the German merchants overseas with regular, prompt, and reliable information of interesting economic data of their own country."

We have found that HAS-3, in Budapest, is an easy station to tune in on Sunday mornings. It is readily recognized because of the fact that the music heard is invariably of a gypsy nature. It is this type music, of course, that has made the Hungarian melodies so famous. On one Sunday recently we heard one of these lilting selections played for an entire hour without an interruption. It was unnecessary to tell anyone in the room that we were listening to real Hungarian music.

The time of the Sunday morning offering from Budapest is 9 to 10 a. m., (E. S. T.), the wave-length is 19.5 meters, and the frequency is 15.73 megacycles. Announcements are made in both Hungarian and English and are easily understood.

In a move to improve not only home radio reception but short-wave reception in general, the directory of radio in Cuba has issued new regulations restricting to three frequencies assignments in each of the short-wave bands of 49, 31, 25 and 19 meters, according to advice reaching us from the U. S. Bureau of Foreign and Domestic Commerce.

The maximum number of permits to operate short-wave stations that shall be issued on the island is limited to 12, and within this number no more than four short-wave permits will be allowed to Havana, three to Santa Clara and Oriente, two to Camaguey, and one to each of Pinar del Rio and Matanza. No stations may employ more than 1000 watts of r. f. power to the antenna.

At this time there are in Havana two short-wave stations (COCO, 6.01 mc., and COCB, 6.13 mc.) broadcasting with 200 watts, and one (COGH, 9.428 mc.), broadcasting with 400 watts.

Station LR1, Radio El Mundo, Buenos Aires, Argentina is on the

air with a power of 50 kw. and a frequency of 1.07 mc. LRX, its short-wave sister is on 9.58 mc. and provisionally on 15.29 mc. under the call LRU.

While the current tendency among short-wave stations is to discourage letters from listeners because of the work entailed in answering them, the BBC asks for more. They believe that the success of their service depends upon the reports of listeners, so give them plenty.

### WE RECOMMEND

#### WEDNESDAY, MARCH 4.

Washington—11:30 a. m.—U. S. Army Band. W8XK, Pittsburgh, 19.7 m., and W3XAL, New York, 16.8 m.  
Moscow—4 p. m.—Composers of old Russia. RW-59 (6,000 or 12,000 kc.).

Berlin—6 p. m.—Symphony Concert. DJC, 49.8 m.

London—6:30 p. m.—Fred Hartley and his Novelty Quintet with Brian Lawrence (Australian Vocalist). GSD, 25.5 m., GSC, 31.3 m., GSB, 31.5 m. or GSA, 49.5 m.

Riobamba, Ecuador—9 p. m.—"Songs of South America." PRADO, 45.3 m.

#### THURSDAY, MARCH 5.

Washington—11 a. m.—U. S. Navy Band. W8XK, Pittsburgh, 19.7 m., and W3XAL, New York, 16.8 m.  
Tokyo—4 p. m.—Yoshie Fujiwara, famous Japanese tenor. JVM, Mezaki, 27.9 m.  
London—6:25 p. m.—"The Miller and His Men." A melodrama of old Freiburg, in two acts. GSD, 25.5 m., GSC, 31.3 m., GSB, 31.5 m., or GSA, 49.5 m.  
Paris—7:15 p. m.—Yesterday's and Today's Songs—Mlle. Vinker. FFA, 25.6 m.  
Berlin—9:15 p. m.—Orchestral Concert. DJC, 49.8 m.

#### FRIDAY, MARCH 6.

Eindhoven, Holland—9:10 a. m.—Talk on books by J. Konig. PH, 25.5 m.  
Madrid—6:10 p. m.—Literary Conference. EAQ, 30.5 m.

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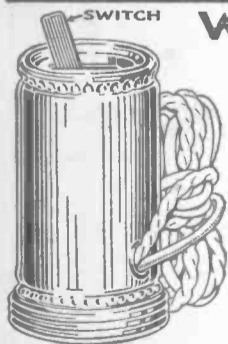
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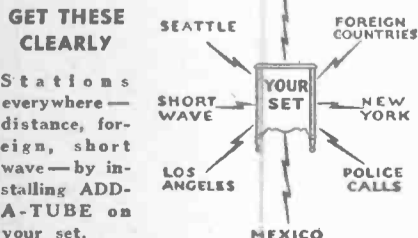
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R-E ENGINEERS, Dept. ZZ-478, 3317 Madison Road Cincinnati, Ohio

# Around the Dial

By THE DIAL TWISTER

It looks as if they'll have to invoke some more potent magic than the Ziegfeld trademark to put across the Ziegfeld Follies of the Air (CBS over WKRC, Saturday, 8 p. m., E. S. T.). Like other broadcast spectacles, the show is built primarily to tickle the studio audience. Most, however, it needs an outstanding personality to string the confused acts together. Much of the premiere's alleged humor tried to make up in warmth what it lacked in merit. Why the Beauty Box Theater should have been closed to make way for this sort of thing isn't at all clear.

NBC's Howard Petrie copped the 1936 BBDO announcer's medal. He stands six feet four.

Though a bit Dickensian in tone, that new serial, Peter Absolute (NBC over WSAI, Sunday, 2:30 p. m. E. S. T.), has the advantage of being set in the Erie Canal epoch, a period of American history not so familiar to most dialers. For that reason alone it's earworthy. Radio's interpreters of history haven't done much with the canal era thus far.

Chicago's adoption of Eastern Standard Time is already causing headaches among the studio panjandrums. Their troubles have scarcely begun. When the networks go daylight-saving, the fun will really start.

Grand Hotel closes March 15. Grapevine says Ann Seymour will go either to Hollywood or New York and legit.

The standard practice of having

celeb testimonials read by "ghost" voices is becoming more and more dubious from a credibility standpoint. Somebody is pretty sure to spot celebs somewhere else at the moment they're supposed to be confiding their enthusiastic plugs into a microphone. That scarcely makes the whole setup easier to swallow.

The return of the "Hour of Charm" (CBS over WKRC, Sunday, 6 p. m., E. S. T.) is providing some pleasant twilight music. You don't have to be an ardent feminist to approve Phil Spitalny's all-girl orchestra and chorus. Though, of course, the studio audience gets the fullest enjoyment of the program. The vocal headlines seem below the standard of the rest.

Countess Olga Albani forsakes Life is a Song March 22. She'll be replaced by a succession of "name" guest stars.

That new series of chillers, The Ghosts Walk (CBS over WKRC, Sunday, 10 p. m., E. S. T.) may not be as goose-pimply as it seems. Evidently the classics among tales of the supernatural are being dramatized. They're well-done, with just enough creeps to be arresting.

George Olsen and Ethel Shutta save Celebrity Night (NBC over WCKY, Saturday, 10:30 p. m., E. S. T.) from the oblivion of the usual. The show is built to standard pattern: band, vocals, guest star. But Olsen and Shutta keep it alive and pleasing.

## ROCHESTER CIVIC CONCERT

Another concert by the Rochester Civic Orchestra will be conducted over a nationwide NBC-WJZ network by Guy Fraser Harrison, on Wednesday, March 11, from 3:00 to 4:00 p. m. (E.S.T.). The most popular works of the old masters will be featured during the full-hour matinee with Harrison introducing and describing each work. The concert will originate in Rochester, N. Y., and will be broadcast through facilities of WHAM, NBC affiliate.

The postponed appearance of Jack Benny and Mary Livingstone on Fred Allen's show (Feb. 26) turned out to be one of those "when comedian meets comedian" high spots. Indeed, there were moments when ad lib free-swinging nearly stopped the show. Among other things, some interesting contrasts in style were emphasized.

Captain Tim Healy's "teaser" windup is becoming too pat to make 'em wriggle with suspense.

During their appearance at Music Hall last week Horace Heidt's Brigadiers did some first-rate sustainings over WLW, besides wafting their CBS commercial over WKRC. This outfit is now one of the largest and most versatile in radio. Probably that's why they're so consistently pleasing.

The copyright mess isn't the only reason for the current bull market in old tunes. For instance, 60 per cent of the requests received by Lavendar and Old Lace are for favorites of former years.

It's strange that Flying Time stays sponsorless. Aviation has wide appeal these days. And this NBC serial makes the most of it with a far better than average story.

## Making Her Radio Role Real



Helen Hayes, who is make-believe guardian for foundlings in her role of Penelope Edwards in the NBC serial, "The New Penny," heard over an NBC-WJZ network including WCKY, KDKA and WLS, at 9:30 p. m. (E.S.T.) each Tuesday, has brought realism to her studio role. She's now a member of a Child Placing and Adoption Committee in New York, and is shown above with three orphans—Mary, Louise and Johnnie.

## "20,000 YEARS IN SING SING"

Another actual experience in the career of Lewis E. Lawes as Warden of Sing Sing State Prison will be enacted during the 20,000 Years in Sing Sing program on Wednesday, March 11, from 9:30 to 10:00 p. m. (E.S.T.). The title of the drama is "Defeat of Death." The story of Bill Radow who was convicted of two

murders on circumstantial evidence. Eventually it was discovered that the murders were committed by a peddler and his accomplice.



Here's Papa!

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