

# **Grace Moore Sings** Role of **"Mimi"**

Radio's opera audience will, be whisked to the Latin Quarter of Faris to eavesdrop on a melodic romance of student life, on March 14, when NBC's combined WEAF-WJZ networks broadcast the Metropolitan Opera's presentation of Giacomo Puccini's "La Boheme." This Saturday opera matinee broadcast will commence at 1:55 p. m. (E.S.T.)., with the story of the opera related by Milton Cross, NBC announcer.

Those who knew Puccini point out that the musical vitality of this score can be explained by the biographical spontaneity with which he wrote. "La Boheme." Puccini, himself, had lived the life portrayed in Murger's popular novel, "La Vie Boheme," upon which the libretto is based. He, too, had lived in an attic during his student days, had experienced the bitter-sweet

(Continued on page 11)

**EDDIE DOWLING** 

Spring Fashion

# MIRIAM HOPKINS To star in lux **RADIO THEATRE**

Glamorous Miriam Hopkins, one of the screen's most vivid personalities, will be starred in the Lux Radio Alaska, Panama and the Philippines, Theater production of "The Last of Mrs. Cheyney," over the nationwide WABC-Columbia network, Monday, March 16, at 9:00 p. m. (E.S.T.). This is her second performance in the popular drama series. With John Boles as her co-star, Miss Hopkins inaugurated the Radio Theater series last season when she did a radio adaptation of "Seventh Heaven."

Written by Frederick Lonsdale, one of England's premier playwrights, "The Last of Mrs. Cheyney" was first produced on Broadway with Ina Claire as the star and was one of Norma Shearer's most successful picture vehicles.

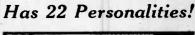
The play tells the story of Mrs. Cheyney, a former shopgirl, who yearned for luxury and accepted the offer of one Charles to take up robbery of fashionables as a profession. With Charles as her butler, she poses as a wealthy widow and entertains the nobility. The women adore her and two lords are in love with her. The truth finally outs but members of the

Round the World **Celebration by** Radio

West Point men around the globe, from the Academy to Russia, China, will take part in a world-wide celebration of the 134th anniversary of their alma mater over an NBC-WJZ network on Saturday, March 14, from 8:00 to 9:00 p. m. (E.S.T.).

Their words of greeting will be carried to West Pcint banquets in major cities throughout the United States and many cther parts of the world. The glory of the Academy will be recalled in a dramatization of its history by Frant Wilson, of the NBC continuity staff, and songs of their school days will be sung and played by the Cadet choir and the West Point band.

The broadcast will open in West (Continued on page 11)

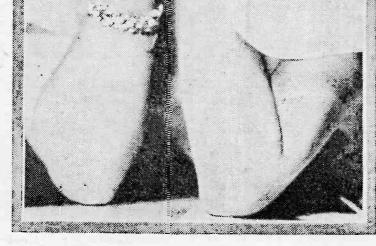




# IS STAR OF NEW **NBC ELGIN REVUE**

Eddie Dowling and Ray Dooley, Benny Goodman's celebrated swing orchestra and Helen Ward, songstress, will be brought to the air each Tuesday, on Eddie Dowling's Elgin Revue, which will make its debut over WCKY and a nation-wide NBC-- WEAF network, on March 17, at 10:00 p. m. (E.S.T.). The new series will be sponsored by the Elgin National Watch Company, sponsor of the successful Elgin Campus Revue, over NBC networks, last Autumn.

Making their debut oppropriately on St. Patrick's Day, Dowling and Dooley, who are husband and wife, will supply the comedy high-jinks of the new series. Famed as stage headliners for years, Dowling and Dooley are credited with having originated the modern heckling type of humor.



Maxine Gray gives us a preview of Spring in this charming frock of canary yellow marquisette over a crepe slip patterned with gay flowers. Her warm voice is one of the highlights of "The Great American Tourist" series starring Phil Baker, Beetle, Bottle, "Cunnel" Kemp's Band and the Seven G's over the WABC-Columbia network every Sunday at 7:30 p. m. (E.S.T.). Maxine's voice and good locks have won her contracts for a number of movie "shorts".

house-party turn out to be a disreputable set in comparison to Mrs. Cheynev and the "butler."

Miss Hopkins will be supported by a distinguished cast of Broadway players.

# **DE VALERA AND ALFRED E. SMITH ON IRISH PROGRAM**

Speeches by Irishmen in Ireland and America, and Irish music from the ould sod and New York-harp music, jigs, reels and old songs sung by the St. Patrick's College chorus in Mavnooth-will be broadcast by NBC as features of its St. Patrick's Day programs on Tuesday, March 17. President Eamon DeValera, the New York-born head of the Irish Free State, will take part, speaking (Continued on page 11)

Last week we printed a picture of James Scribner in makeup as he appears before the microphone as one of twenty-two characters in the 'Johnson Family" heard over WLW, Mondays through Fridays at 6 p. m. (E.S.T.). This week we show you Scribner as he appears in everyday life.

# Weekly RADIO DIAL

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

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

Six Months for \$1.

Single Copies 5 cents

RADIO DIAL brings you 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

No. 44

Vol. V WEEK ENDING MARCH 19, 1936

## THE OLD HUMAN EQUATION

Probably because the idea has had so much publicity in the utility field, there has been considerable interest recently in a "yardstick" for broadcasting: setting up definite program-service standards which all stations must meet.

It is not merely an intriguing speculation. Something of the sort is necssary. When the number of available channels is limited, everybody who wants to cannot go into the business of broadcasting. There must be some way of separating the sheep from the goats. But putting principle into practice is quite a different matter. We saw that demonstrated not long ago.

After much lively talk about the subject, a group of radio people had a fling at devising a "yardstick" for broadcasting. All contributed their ideas of what the perfect station should do, and these were pooled in a neat table allowing so many per cent for the air time given each main type of program : symphonic, popular, news, educational, religious, etc. On paper, the result was admirable. But as soon as the "yardstick" was used, it was found that stations generally agreed to be poor, made a higher score than those generally agreed to be best.

This illustrates the baffling difficulties radio "yardsticks" always encounter. Precise mathematical standards cannot be established for broadcasting service because the difference between good and bad programs cannot be reduced to figures.

That should be obvious. What is not so clear is that most of the differences between stations and programs are largely personal.

We like or dislike given features, not only because of their craftsmanship and technique, but still more because of the individuals concerned. We say a certain radio preacher "speaks our language" and a certain singer "puts his heart into his songs," or a certain master of ceremonics "gets in our hair" and a certain announcer "rubs us the wrong way." What we mean is that we are reacting to them, normally and inevitably, as people, not merely speakers or musicians or entertainers.

In other words, the people who face its microphones have a great deal to do with making or breaking a station's standing with listeners. The thing we gropingly call personality or background is just as decisive in broadcasting as in our other human relations. And, unfortunately, it cannot be measured, weighed, graphed.

This is not to say that broad fundamentals for broadcasting service cannot be laid down. They can and must be. But a hard-and-fast "yardstick" that will measure a station's worth with decimal precision seems out of the question.

As long as people make programs and listen to them, the human equation will have to be reckoned with in radio. It is just as well that it must.





Station WKRC --- March 11th. -The moguls directing the destinies of the British Broadcasting Corporation are faced with quite a problem, according to the London Post. There is a great dearth of capable comedians in England. As a result plans for forthcoming variety shows are being held up and things are at quite a standstill until some A-1 mirth-provokers are found. Occasionally a likely suspect is found, but then it is discovered "that this material is quite unsuitable for microphone purposes and that he declines to use material written for him by one of the hired hack writers . . . . (the) stock radio comedians are admirable and versatile, but obviously must be used sparingly in order not to chaaust their appeal." \*

The time is thought not to be far distant when commercial broadcasting will be an actuality in the British Isles. As a whole, the listening public is thoroughly fed up with the highly educational ether fare served them by B. B. C. The present commission's tenure expires the end of this year, and it is anticipated that a more liberal-minded board will be substituted.

As it is now, English "wireless" addicts may tune to a powerful station in Luxemborg that is heavily weighted down with British sponsors who offer entertainment similar to that heard in this country. Advertisers have been quick to ascertain that radio will sell the goods for them, and are anixous to be in a position to advertise in their own backyard. With the merchants howling at them, the radio directors are having difficulties aplenty trying to refute the argument that British industry is being held back due to a lack of advertising.

Might just as well spend a bit more time in merrie ole England. The U. S. Dept. of Commerce is advised that television tests from Aleaxndra Palace, London, will probably begin this month with expectations that a regular service will be inaugurated around the first of June. Three hours a day will be allotted, one in the afternoon, one around supper time, and one late at night. Each period will be broken up into not fewer than four programs so that the listener will not tire of this new discovery. All types of events from cabaret shows to fashions talks are to be broadcast, with sponsors paying the costs but getting no more than a mention at the beginning



Running what is popularly known as the "gamut of emotions" is Rosa Ponselle in this still movie caught by the candid camera during one of her recent broadcasts. Miss Ponselle, now appearing at the Metropolitan Opera, is singing on the Chesterfield series in place of Lily Pons who is filling concert engagements in Europe. With Andre Kostelanetz' orchestra and chorus, Miss Ponselle is heard over CBS each Wednesday at 9 p. m. (E.S.T.).

## NBC Commentator and Bride



Miss Ponselle Performs

Named winner of the "Award for Good Announcing", made annually by the advertising firm of Batten, Barton, Durstine and Osborne, Howard Petrie (right) of the National Broadcasting Company, receives an engraved stop-watch and check from Roy S. Durstine, president of the firm. The prize is offered to encourage good announcing, free from artificial mannerisms or inflections peculiar to any particular section of the country. Its recipients are chosen from the large ranks of regular station announcers. Announcers whose specialties are sports announcing, acting as foils for comedians, etc., are excluded from the competition.

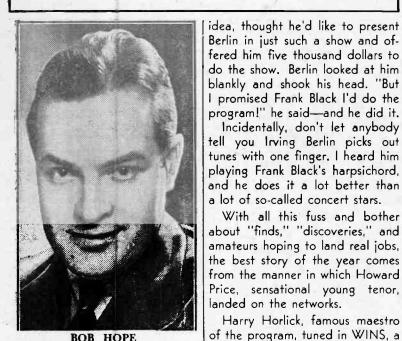
and end of broadcast.

Maestro Richard Humber has turned producer with a play called "Slightly Terrific." It is the work of Elliott Grennard and has radio as a background.

TIDS AND BITS : Eddie Schoelwer is now being heard daily on 'KRC at 4:30 p. m. . . . CBS Announcer Andre Baruch is turning actor, having taken two parts in last week's "Gang-Busters" program . . CBS will broadcast the Grand National Swcepstakes on March 27th. . . Sports Commentator Dick Bray officiated at last week's sectional basketball tryouts for the Olympic

games. ... President Roosevelt was the most "time-worthy" person in the headlines during the five years the "March of Time" has been on the air; the 5th birthday was observed last Friday . . . George Burns and Gracie Allen will be heard from San Francisco next week. CHUCK WISE.

Jimmy Fidler, whose Hollywood Gossip is heard over an NBC-WEAF network including WCKY, on Tuesdays at 10:30 p. m. (E.S.T.), made some Hollywood news himself the other day. He married Roberta Law, screen actress. Fidler, 35, has been a Hollywood newspaper and publicity man for the past sixteen years, and three years ago joined the ranks of radio commentators. His bride, 23, was an artist's model in New York before coming to Hollywood, where she joined the Warner Brothers studio.



**ONCE OVER**, LIGHTLY

With all this fuss and bother

Harry Horlick, famous maestro

local station in New York. He heard

Price, called Louis Katzman, who

was conducting the program and

told him to send the boy to him.

Horlick handed him a piece of

music, said "sing that" and Price

did. The next week he had a con-

tract to sing on Horlick's program.

contracts to any of the hopefuls

on any of the amateur hours? Oh,

**BOR TO PRESENT** 

**IRISH DAY SONGS** 

St. Patrick's day program will be

presented March 17, at 11:30 a. m., over WLW by Chauncey Parsons, the

"Singing Neighbor." A feature will be a violin solo, "Londonderry Air,"

by Uberto Neely, accompanied by the

The Singing Neighbor's program in-

cludes "Has Sorrow Thy Young Days Shaded." "Little Bit of Heaven," "The

Wynn's "Johnny"

Shaded," "Little Bit of Heaven," Dear Little Shamrock" and "That Old

Irish Mother of Mine."

-DICK TEMPLETON.

so you won't talk!

organ.

SINGING NEIGH-

And so far, who has handed any

BOB HOPE

New York, March 5. - Before 1940, don't be surprised if Bob Hope turns out to be the ace comic of radio. That may sound like a long shot and a long time prediction, but if it does happen, then Bob will have realized his ambition.

Hope, a young native of Cleveland, battled his way up to star-dom in the Follies, "Roberta" and other Broadway shows, and was the last of a the funny men to reach the microphone. But every step he has taken has been a forward one, and he has pegged his ambition himsef, so there is a fair chance that he will realize it. He's in a pretty fortunate spot because there are only eight or nine people in radio who are regarded at all as being funny. And aside from Stoopnagle and Budd, the only comic ever developed solely by radio—Raymond Knight—has just been dropped by NBC after all

these years. With all this talk about "swing" music, it would seem logical to quiz one of the first and foremost dispensers of it, Loring "Red" Nichols. Here's what that young man has to say about it:

'Because of the great freedom given to musicians in a swing band, an orchestra of this sort must necessarily be limited in size. All of the top-notch swing bands of the past had, at the most, five or six members. Among these were 'The Memphis Five,' 'The Dixieland Jazz Band,' and my own 'Famous Five Pennies!' Musical styles travel in cycles, and swing music was at its popularity height right after the World War. It was superseded by the 'sweet' music of Duchin, Lombardo, etc. 'Swing' music began to come back into its own during the past two years and the recent popularity of 'The Music Goes 'Round and Around,' which was essentially a 'swing' song, again swept it into its current wave of popularity."

An idea of the demand in which great performers are these days can be shown by Herman Schood Manager of Jan

# MRS. HOOVER **TO SPEAK OVER** NBC, MARCH 16

Mrs. Herbert Hoover, wife of the blankly and shook his head. "But former President, heads a distinguished I promised Frank Black I'd do the list of women speakers on NBC's program!" he said—and he did it. Let's Talk It Over series for March. Incidentally, don't let anybody In her role as national president of tell you Irving Berlin picks out the Girl Scouts, Inc., Mrs. Hoover will tunes with one finger. I heard him discuss "What Does the Future Hold playing Frank Black's harpsichord, for Our Girls?" on Monday, March and he does it a lot better than 16, at 4:30 p.m. (E.S.T.), over an NBC-WJZ network, which includes WSM, WLS and KDKA.

Emily Post, etiquette authority and author; Anne Hard, news commentator, and Alma Kitchell, singer and mistress of ceremonies, continue to be heard regularly on this feminine program which weekly stars at least one distinguished guest speaker.

Taking the same subject on which Mrs. Franklin D. Roosevelt will speak over an NBC network on March 18, Mrs. Florence P. Kahn, Republican Congresswoman from California, will speak on Let's Talk It Over, Monday, March 30. The question is, "Woman's Responsibility for Making Democracy Effective."

The Four Toppers



## HIT TUNE REVIEW

The Hit Tune Review, featuring currently popular musical numbers, selected from the most-requested tunes listed during the week by prominent orchestra leaders, will be heard over WCKY each Sunday at 1:30 p. m. (E.S.T.), beginning March 15. The Spritz Clothing Co., Cincinnati, is the

The rears will also these programs, which will presume music of a Tom Blackstone and his ing the Rolling News Reel pro-

Otto Gray Back at WLW

Otto Gray and his Oklahoma Cowboys, former members of the WLW staff, have returned to the Nation's Station after a tour which included stage appearances and broadcasts over NBC. They are heard at 8:15 a. m. (E.S.T.), Mondays through Fridays.

HANDITONGS

AN ARTICLE OF A HUNDRED



With Johnny Maitland and his orchestra, who oper month's engagement Sat (March 14) at the Hc urday son, are featured the stel Gibpers, lads who m .e Four Top tory while bro Crusaders ade radio hisvadcasting as the cago. over NBC from Chiphe

Burdett, Hugh Doyle, Dick Rock i op to bottom, in the and Cedric Spring. Nightly and Cedric Spring. broadcasts will be heard over "DADDY" STRAT.

FOR PETURNS

Charles Seel, who portra Stratford" in "The Life of

Sothern," (4:15 p. m., EST., ov WLW and the Mutual Broadcasting

System, daily except Saturday and

System, was heard for the first line

12

RADIO DIAL, WEEK ENDING MARCH 19, 1936

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

## **PROGRAMS FOR FRIDAY, MARCH 13**

		(EAS	TERN	STANDARD TIME)				-	(CENTRAL STAN	DARD TIME!
WCKY Incinnati (1490 kc.)	WLW Cincinnati (700 kc.)	WKRC Cincinnati (550 kc.)	- 1	WSAI Cincinnati (1330 Inc.)	WCPO Cincinnati (1200 kc.)	KDKA Pittsburgh, Pa. (980 kc.)	WLS-WENR Chicago, Ill. (870 kc.)		WSM Nashville, Tenn. (650kc.)	WHAS Louisville, Ky. (836
	Top o' the Morning- McCormick Fiddlers		6:30 6:45				Farm Bulletin Board Smile a While	5:30 5:45		
orning Round Up	Prayer Period	Jerry Foy	7:00	Good Morning		Musical Clock	WLS News Report	6:00		
	Sunday School Lesson. Rise and Shine	News Breakfast Express-	7:15	Setting Up Exercises	Sunrise Worship- God's Bible School.	u u	The Oshkosh Bays Otto's Tunetwisters	6:15	King Cole and Mr.	Asbury College
16 18	News Flashes	Furity Bakeries	7:45	Birthday Greetings	Breakfast Timetable	Concerns of the second se	Indian Legends	6:45	Hodge Podge	Devotions
pareribs N Iorning Melodies N.	Chandler Chats Gray's Cowboys	** **	8:00 8:15	Morning Devotions N. Round House Boys	Today's Headlines	Morning Devotions N News: Musical Clock	Jolly Joe's Pals. Lulu Belle and Scotty	7:15	Morning Melodies N.	Slim and Jack Log Cabin Boys
heerio N	Cheerio-Inspira- tional Talk N	Salvation Army Devo. The Upstarts	8:30 8:45	Church Forum- Say It With Music	Lather and Lyrics Tweed's Orchestra	· · · · · · · · · · · · · · · · · · ·	WLS News Report Morning Devotions	7:30	Cheerio N	The Jackson Fam Breakfast Business
	Joe Emerson, Hymns.	Dear Columbia C	9:00	Breakfast Club-Vocal	In a Mexican Patio	Breakfast Club N	Prairie Rambers	1	Breakfast Club N	Dear Columbia
	The Master Singers Way Down East	Woman's Place C	9:15 9:30	Trio; Don McNeili, m. c., N	God's Bible School Morning Serenade	u u u u	and Patsy Pa and Ma Smithers	8:15 8:30	4 - 4 1 - 4	Woman's Place C
44 M	Back Stage Wife M	Belle & Martha; News.	9:45			Sfyle and Shopping	Morning Minstrels	8:45	Breakfast Club N	Montana Slim C
	How to be Charming. Home Sweet Home N	Josephinea Gibson C Woman's Hour	10:00	News Flashes Gospel Singer N	Mary Jean Miller Dot Club News	News: Music N Edward McHugh N	Martha Crane-Helen Joyce	9:00 9:15	News: Y. de Leath N. Edward McHugh N	Josephine Gibsor The Captivators
day's Children N		Captivators C Ozark Mountaineers C	10:30 10:45	Household Hints	Romantic Cycles Deep South	Today's Children's N. David Harum N	Today's Children N David Harum N	9:30 9:45	Console Capers N Jack's Mountaineers .	Monticello Party
lusical Appreciation	Music Appreciation	Rae Eleanor Ball C.	11:00	Music Appreciation	Today's Headlines	the second	The Hilltoppers	10:00	Music Appreciation	James Sheehy, te
Hour-Walter Dam- rosch, conductor N.	Hour N	Helen Trent C Just Plain Bill C	11:15	Hour, direction Wal- ter Damrosch N	Bob Osborne Homespun Philosopher		Roundup—Orchestra . WLS News Report	10:15	Hour, Conducted by Walter Damrosch N	Strange As It Se Dolly Dean Chats
" "	Broadway Cinderella M	Rich Man's Darling C	11:45		Moods	0 0	Cornhuskers & Boy	10:45		How to be Char
	Barnes and Larson N. Tom, Dick & Harry M		12:00	Concert Hall of Air Tea Dance	Press Radio Bible Stepping Along	News	Old Kitchen Kettle. Virg. Lee & Sunbeam		Mary L. Wilson's Radio Kitchen	Voice of Experier Musical Reveries
lerry Madcaps N ules Lande Ensem N	National Farm and	Mary Marlin C	12:30	Day Dreams	Man in the Street	Farm and Home	Weather Report, News Dinnerbell Program		National Farm and Home Hour N	Mary Marlin C. Five Star Jones
ce White N	- 6 8	Five Star Jones C Sue and Jack	12:45	Please Sing Rudy Bundy's Orch	Luncheon Music	<u>п</u> п		12:00		College of Agric
oncert Miniatures N	The Warry Clinic M	News: Melod. Meas. Savitt Serenade C	1:15	Kay Kyser's Orch. M Treadwells on Tour		League Women Voters		12:15	Banner Newshawk	Log Cabin Boys Weather-Markets
60 60	Singing Spirituals	Mount and Best C	1:45		Lorenzo's Orchestra	Dot and Will N	Homemakers' Program		Dept. of Agriculture	Shopping Guide
	Story Drama	Between Bookends C Happy Hollow C	2:00 2:15	Words and Music N.	Orpheus Male Chorus Flip Wallace	Words and Music N	· · · · · · · · · · · · · · · · · · ·	1:00	Magic of Speech N	University of Ken tucky
lathay Gypsy	Vocational Agriculture Current Events	American School of	2:30	Baseball Game-Reds	Little Theatre of Music	KDKA Home Forum	News: Grain Market	1:30	Robison's Buckaroos	American School the Air C
	Molly of the Movies M		2:45	vs. Dodgers at	Fashion Flashes		Pratt and McNeill	2:00	III S Marine Band N	
	Ma Perkins N		3:15		10 06		Ma Perkins N.	2:15		Warnow's Blue
Ing's Jesters N	Vic and Sade N	Orchestra C	3:30 3:45		•• ••	Back Stage Wife Charm	U. S. Marine Band King's Jesters	2:45	The O'Neills N	Orchestra C
oman's Radio	Betty and Bob N Life of Mary Sothern M	Billy Mills' Orch, C.	4:00	41 11	11 17	Betty and Bob N Karen Fladoes	Betty and Bob N Madame de Sylvara.	3:00	Woman's Radio Review N	Weekday Devotio U. S. Army Band
lice Joy N	Forever Young N		4:15 4:30	-11 H	Girls' Week Program.	Concert Recollecti's N	Alice Joy N	3:30 3:45	Alice Joy N Strolling Songsters N.	Sea Stories C
Condress Speaks M	News: Financial Notes Wonder in Orient	Treasure Trove	4;45		Final Headlines	Strolling Songsters N KDKA Kiddies Klub	Strolling Songsters N Nicholas Mathay's	4:00	Congress Speaks N	Buddy Clark C
	Jack Armstrong Singing Lady N	News: Rhythm Revue	5:15	Tom Mix Advent, N	Cocktail Hour	Plough Boys	Gypsy Orchestra N. Musical Grab Bag	4:15	Financial News	Wilderness Road Herb Koch, organ
	Little Orphan Annie N	The Goldbergs C	5:30 5:45	Louise Raymond	Smilin' Dan	Little Orphan Annie N			Postal Oddities	The Goldbergs
	The Johnsons	Buck Rogers C Dick Bray; News	6:00	Omar the Mystic M	Dinner Music	News	Flying Time N	5:00 5:15	Leon Cole, organ Dept. of Education	Buck Rogers C.
eo. W. Hill prog	Old Fashioned Girl	Musical Moments	6:15 6:30	News Flashes	Merchants' Bulletins	Fish Tales Dinner Music	Spareribs What's the News?	5:30	News: Leon Cole	J. D. (Casey) St
	Lowell Thomas N	Stardust Myrt and Marge C	6:45	Knot Hole Club Phil Harris' Orch	Post Home Finders Fether Chin's Chat	Lowell Thomas N Trojan Quartet	F. Henderson's Orch.	5:45	Little Orphan Annie N Lois Ravel N	
	"Lilac Time" M	Lazy Dan, the Minstrel	7:15	Uncle Ezra N	G-Men Series, drama	Capt. Tim's Adven. N	Capt. Tim's Adven. N	6:15	Jimmy Mattern's Diary Teachers College of	
	Hot Dates in History	Man C Boeke Carter C	7:30 7:45	Pittsburgh Auditions .	Gypsy Rhapsody	Singing Seven Dan and Sylvia	Lum and Abner N F. Henderson's Orch.	6:30 6:45	the Air	Boake Carter C
ene Rich N	Jack Randolph's Orch. Singing Sam	Flying Red Horse Tavern C	8:00 8:15	Cities Service Concert	Adele Slade Dance Revue	Irene Rich N Wendell Hall N	Irene Rich N Wendell Hall N	7:00	Irene Rich N To be announced	Flying Red Hors Tavern C
	College Prom-Red Nichols Orch, N	Broadway Variaties-	8:30	Jessica Dragonette, soprano N	Jimmy Ward and Orc.	Kellogg College	Kellogg College	7:30		Broadway Varietic
I Pearce and his		Oscar Shaw, bari. C		····	Forrest Bradford's Or.		Prom N	7:45	······	Oscar Shaw C
Gang N	Waltz Time-Frank Munn, tenor N	Hollywood Hotel, with Dick Powell and	9:00 9:15	News Flashes	Vresting Matches	Al Pearce and His Gang N	Al Pearce and his Gang N	9:00 8:15	Souvenirs Musical Moments	Hollywood Hotel, Dick Powell an
	Music Box Hour M	Raymond Paige's	9:30 9:45	Fimberg Presents M	60 65 ·····	Fred Waring's Penn- sylvanians N	Fred Waring's Pennsylvanians N	8:30 8:45	Fred Waring's Penn- sylvanians N	Raymond Paige Orchestra C
		1	10:00	String Sinfonia M	11 01 1	Cleveland Symphony	Cleveland Symphony	9:00	First Nighter-Original	<b>Richard Himber's</b>
			10:15	Rovers End N	10 01	Orchestra N	Orchestra N	9:15	drama N America's Flag	Orchestra C March of Time
				11 13	Bowling Tournament .	10 11	King's Jesters	9:45	Abroad	Musical Moments Myrt and Marge
				Tompkins' Orch.	Sign Off	News: By Fireside Music: Driving Serv	Henry Busse's Orchestra	10:00	Henry Busse's Orc. N.	Louisville Dance
				o <b>tel</b>		Will Roland's Orchestra	Benny Goodman's Orchestra	H0:30	Benny Goodman's Orchestra N	Dance Orchestra
						DX Club	Phil Levant's	11:00	Fletcher Henderson's	To be announced
					]	Phil Ohman's Or-	Orchestra Carl Schreiber's	11:15	Orchestra N Ruby Newnian's	Dream Serenade
		Carl 1				chestra N	Orchestra	11:45		84 88

12:30-Guy Lombardo's Orchestra. WABC WKRC white kmox

-Ruby Newman and his Rainbow Grill Or-chestra. WEAF-WCKY WSM wgy wtam -Harry Sosnik's Orchestra. (CBS) wbbm -Phil Ohman and his Trocadero Orchestra. WJZ KDKA wgar wave with

THE

WEAF only Hotel Or-

wtam wmaq wwj —Ink Spots, novelty negro guartet. WJZ WSAI wjr wgar wave wire

11:30—Bob Crosby's Orchestra, WABC WKRC 'w whk kmox wowo wfbm wsmk wbbm Disen and his Orchestra. (CBS)

Elizabeth

white





SF

St.

11:15

11:30

11:45

12:00 15

12:30 12

112:45

( hestra

Orchestra N Regis Ink

# ONCE OVER, LIGHTLY



#### BOB HOPE

New York, March 5. Before 1940, don't be surprised if Bob Hope turns out to be the ace comic of radio. That may sound like a long shot and a long time prediction, but if it does happen, then Bob will have realized his ambition.

Hope, a young native of Cleveland, battled his way up to stardom in the Follies, "Roberta" and other Broadway shows, and was the last of a the funny men to reach the microphone. But every step he has taken has been a forward one, and he has pegged his ambition himsef, so there is a fair chance that he will realize it. He's in a pretty fortunate spot because there are only eight or nine peo-ple in radio who are regarded at all as being funny. And aside from Stoopnagle and Budd, the only comic ever developed solely by radio—Raymond Knight has just been dropped by NBC after all

these years. With all this talk about "swing" music, it would seem logical to quiz one of the first and foremost dispensers of it, Loring "Red" Nichols. Here's what that young

man has to say about it: "Because of the great freedom given to musicians in a swing band, an orchestra of this sort must necessarily be limited in size. All of the top-notch swing bands of the past had, at the most, five or six members. Among these were 'The Memphis Five,' 'The Dixieland Jazz Barid' and my own 'Famous Five Pennies!' Musical styles cycles, and swing music was at its popularity height right after the World War. It was superseded by the 'sweet' music of Ducnin, Lombardo, etc. 'Swing' music began to come back into its own during the past two years, and the recent "popularity of 'The Music Goes 'Round and Around,' which was essentially a 'swing' song, again swept it into its current wave of popularity." An idea of the demand in which great performers are these days can be shown by Herman Schaad, manager of John Charles Thomas. The word had barely come out that Thomas would depart from the airwaves April 15 for a vacation in Europe when Schaad's phone got busy. Three sponsors wanted to talk to him about Thomas for a program to start—the day Thomas would agree to return to the airwaves Touching incident, that about Irving Berlin. Frank Black wanted to honor the King of Tin Par. Alley. Six months ago he suggested an all-Berlin program with the composer featured in it. Berlin said as soon as his health got ly at home before a CBS microwhile, a wise sponsor heard of the work service.

idea, thought he'd like to present Berlin in just such a show and offered him five thousand dollars to do the show. Berlin looked at him blankly and shook his head. "But promised Frank Black I'd do the program!" he said—and he did it.

Incidentally, don't let anybody tunes with one finger. I heard him playing Frank Black's harpsichord, and he does it a lot better than a lot of so-called concert stars.

With all this fuss and bother about "finds," "discoveries," and amateurs hoping to land real jobs, the best story of the year comes from the manner in which Howard Price, sensational young tenor, landed on the networks.

Harry Horlick, famous maestro of the program, tuned in WINS, a local station in New York.He heard Price, called Louis Katzman, who was conducting the program and told him to send the boy to him. Horlick handed him a piece of music, said "sing that" and Price did. The next week he had a contract to sing on Horlick's program.

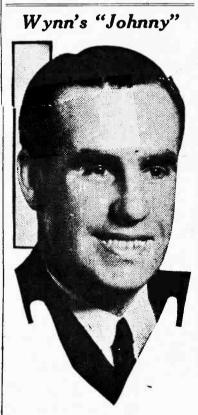
And so far, who has handed any contracts to any of the hopefuls on any of the amateur hours? Oh, so you won't talk!

-DICK TEMPLETON.

# SINGING NEIGH-**BOR TO PRESENT IRISH DAY SONGS**

St. Patrick's day program will be presented March 17, at 11:30 a. m., over WLW by Chauncey Parsons, the "Singing Neighbor." A feature will be a violin solo, "Londonderry Air," by Uberto Neely, accompanied by the organ.

The Singing Neighbor's program includes "Has Sorrow Thy Young Days Shaded," "Little Bit of Heaven," "The Dear Little Shamrock" and "That Old Irish Mother of Mine.'



# MRS. HOOVER **TO SPEAK OVER** NBC, MARCH 16

Mrs. Herbert Hoover, wife of the former President, heads a distinguished list of women speakers on NBC's Let's Talk It Over series for March. In her role as national president of tell you Irving Berlin picks out the Girl Scouts, Inc., Mrs. Hoover will discuss "What Does the Future Hold for Our Girls?" on Monday, March 16, at 4:30 p.m. (E.S.T.), over an NBC-WJZ network, which includes WSM, WLS and KDKA.

Emily Post, etiquette authority and author; Anne Hard, news commentator, and Alma Kitchell, singer and mistress of ceremonies, continue to be heard regularly on this feminine program which weekly stars at least one distinguished guest speaker.

Taking the same subject on which Mrs. Franklin D. Roosevelt will speak over an NBC network on March 18, Mrs. Florence P. Kahn, Republican Congresswoman from California, will speak on Let's Talk It Over, Monday, March 30, The question is, "Woman's Responsibility for Making Democracy Effective."

#### The Four Toppers



With Johnny Maitland and his orchestra, who open month's engagement Saturday (March 14) at the Hertel Gibson, are featured the Four Toppers, lads who made radio hispers, lads who made lads the tory while bradcasting as the Crusaders over NBC from Chi-cago. Top to bottom, in the phatograph above, are Jimmy Burdett, Hugh Doyle, Dick Rock and Cedric Spring. Nightly broadcasts will be heard over WLW.



## Friday 13 Can't Scare the Gooks



## HIT TUNE REVIEW

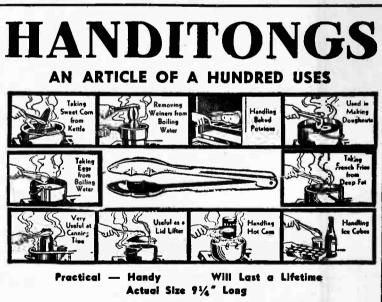
The Hit Tune Review, featuring currently popular musical numbers, selected from the most-requested tunes listed during the week by prominent orchestra leaders, will be heard over WCKY each Sunday at 1:30 p. m. (E.S.T.), beginning March 15. The Spritz Clothing Co., Cincinnati, is the sponsor.

years will also be introduced during teners each morning, Manday through these programs , which will present the Friday, at 10:05 a. m. (E.S.T.), durmusic of Tom Blackstone and his ing the Hollywood News Reel prodanc e orchestra.

## Otto Gray Back at WLW

Otto Gray and his Oklahoma Cowboys, former members of the WLW staff, have returned to the Nation's Station after a tour which included stage appearances and broadcasts over NBC. They are heard at 8:15 a. m. (E.S.T.), Mondays through Fridays.

The same sponsor will also bring The most popular tunes of former the latest movie news to WCKY lisgram.



John S. Young is dubbed Johnny" by Ed Wynn for whom he serves as comedy-foil and announcer during that come grams and letters, together with flowdian's broadcasts over Columbia ers came pouring in to the beloved every Thursday from 9:30 to 10 philosopher of the mythical town of p. m. (E.S.T.). "Johnny" is celebrated as a scholar, bon 18 vivant and prince of good fellows and finds himself thoroughbetter he'd do the show. Mean- phone after years of major net- solved Mysteries are heard 10:30 to

When Mary Sothern recently announced over the air that "Daddy Stratford" was ill, hundreds of tele-Sanders.

Charles Seel, who portrays "Daddy Stratford" in "The Life of Mary Sothern," (4:15 p. m., EST., over	<b>Get Yours-FREE</b>
WLW and the Mutual Broadcasting System, daily except Saturday and	With Your Subscription or
Sunday) was heard for the first time	Renewal to
n several weeks, on March 5.	DADIA DIAI
Seel, recently dismissed from Be-	
hesda hospital in Cincinnati, after be-	<b>RADIO DIAL</b>
ng critically ill with pneumonia, is till under a physician's care, but he is	
mproving and hopes to be at the	
WLW studios full time within 1-few	FOR SIX MONTHS AT \$1.00
weeks.	USE THIS COUPON
When Mary Sothern recently an-	/10/11/10/10/10/10/10/10/10/10/10/10/10/
nounced over the air that "Daddy	
Stratford" was ill, hundreds of tele-	RADIO DIAL 🛛 Renewal 💭 New Subscriber
rams and letters, together with flow-	22 East 12th St., Cincinnati, Ohio
rs came pouring in to the beloved hilosopher of the mythical town of anders.	Enclosed find \$1.00 (check, Money Order or Currency), for which mater my subscription to RADIO DIAL for six months. Send me absolutely free and postpaid one of the HANDITONGS as per your offer above.
Seel hopes to return shortly to the	Name
Ken-rad Unsolved Mysteries" pro-	
ram, in which he plays the role of	Address
Skeets," the reporter. The Un- olved Mysteries are heard 10:30 to	
1:00 p. m. (E.S.T.), Tuesdays.	City State

-2

RADIO DIAL, WEEK ENDING MARCH 19, 1936

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

## **PROGRAMS FOR FRIDAY, MARCH 13**

		(EAS	TERN	STANDARD TIME)			- P	2	(CENTRAL STAN	DARD TIME)
WCKY Cincinnati (1490 kc.)	WLW Cincinnati (700 kc.)	WKRC Cincinnati (550 kc.)		WSAI Cincinnati (1330 kc.)	WCPO Cincinnati (1200 kc.)	KDKA Pittsburgh, Pa. (980 kc.)	WLS-WENR Chicago, Ill, (870 kc.)		WSM Nashville, Tenn. (650kc.)	WHAS Louisville, Ky. (830 los.)
	Top o' the Morning- McCormick Fiddlers		6:30 6:45				Farm Bulletin Board. Smile a While	5:30 5:45		
	Sunday School Lesson.	Jerry Foy News Breakfast Express Furity Bakeries	7:00 7:15 7:30 7:45	Good Morning Setting Up Exercises Birthday Greetings	Arkansas Fiddlers Sunrise Worship- God's Bible School. Breakfast Timetable	Musical Clock	WLS News Report The Oshkosh Bays Otto's Tunetwisters Indian Legends	6:00 6:15 6:30 6:45	King Cole and Mr. Hodge Podge	Asbury College Devotions
	Cheerio-Inspira-	Salvation Army Devo.	8:00 8:15 8:30 8:45	Morning Devotions N. Round House Boys Church Forum— Say It With Music	Today's Headlines Lather and Lyrics Tweed's Orchestra	Morning Devotions N News: Musical Clock	Jolly Joe's Pals. Lulu Belle and Scotty WLS News Report. Morning Devotions	7:15	Morning Devotions Morning Melodies N. Cheerio N	Slim and Jack Log Cabin Boys The Jackson Family Breakfast Business
Organ Rhapsody N Streamliners N	Joe Emerson, Hymns.	Dear Columbia C Woman's Place C Belle & Martha; News	9:00 7:15 9:30 9:45	Breakfast Club—Vocal Trio; Don McNeill, m. c., N	In a Mexican Patio. God's Bible School Morning Serenade		Prairie Rambers and Patsy Pa and Ma Smithers Morning Minstrels	8:00 8:15 8:30 8:45	Breakfast Club N	Dear Columbia C Woman's Place C Montana Slim C
News: Happy Jack N Edward McHugh N	How to be Charming Home Sweet Home N Divano Trio M	Josephinea Gibson C. Woman's Hour Captivators C. Ozark Mountaineers C	10:00 10:15 10:30	News Flashes Gospel Singer N. Household Hints	Mary Jean Miller Dot Club News Romantic Cycles Deep South	News: Music N. Edward McHugh N.	Martha Crane-Helen Joyce Today's Children N David Harum N	9:00 9:15 9:30 9:45	News: Y. de Leath N. Edward McHugh N Console Capers N Jack's Mountaineers.	Josephine Gibson C. The Captivators C Monticello Party Line
Musical Appreciation Hour—Walter Dam-	Music Appreciation Hour N Singing Neighbor	Rae Eleanor Ball C Helen Trent C Just Plain Bill C Rich Man's Darling C	11:00 11:15 11:30 11:45	Music Appreciation Hour, direction Wal- ter Damrosch N	Today's Headlines Bob Osborne Homespun Philosopher Moods	Music Appreciation Hour: Walter Dam-	The Hilltoppers Roundup—Orchestra WLS News Report Cornhuskers & Boy	10:00 10:15 10:30 10:45	Music Appreciation Hour, Conducted by	James Sheehy, tenor. Strange As It Seems. Dolly Dean Chats How to be Charming
WCKY News Honeyboy-Sassafras N Merry Madcaps N Jules Lande Ensem, N	Tom, Dick & Harry M National Farm and	Voice of Experience C Musical Reveries C Mary Marlin C Five Star Jones C	12:00 12:15 12:30 12:45	Concert Hall of Air Tea Dance Day Dreams Please Sing	Press Radio Bible Stepping Along Man in the Street Luncheon Music	Young Artists Farm and Home	Old Kitchen Kettle Virg: Lee & Sunbeam Weather Report, News Dinnerbell Program	11:00 11:15	Radio Kitchen National Farm and Home Hour N	Voice of Experience C Musical Reveries C Mary Marlin C Five Star Jones C
Joe White N Concert Miniatures N Sammy Kaye's Orch. N		Sue and Jack News: Melod. Meas Savitt Serenade C. Mount and Best C.	1:00 1:15 1:30 1:45	Rudy Bundy's Orch Kay Kyser's Orch. M. Treadweils on Tour	Dorothy Day Lorenzo's Orchestra	League Women Voters		12:00 12:15 12:30	Banner Newshawk	College of Agriculture Log Cabin Boys Weather—Markets Shopping Guide
Magic of Speech N Mathay Gypsy Orchestra N	Story Drama Nature Vocational Agriculture Current Events	Between Bookends C Happy Hollow C American School of	2:00 2:15 2:30 2:45	Words and Music N. Baseball Game-Reds vs. Dodgers at	Orpheus Male Chorus Flip Wallace	Words and Music N .		1:00 1:15 1:30 1:45	Magic of Speech N Robison's Buckaroos	University of Ken- tucky American School of the Air C
U. S. Marine Band N.	Molly of the Movies M Ma Perkins N	Afterncon Concert C	3:00 3:15		Today's Winners	Stroller's Matinee	Pratt and McNeill Ma Perkins N		U. S. Marine Band N	Afternoon Concert
King's Jesters N	The O'NellI's N	Mark Warnow's Orchestra C	3:30 3:45		11 10 10 10	Back Stage Wife	U. S. Marine Band King's Jesters	2:30 2:45	The O'Neills N	Warnow's Blue Velve Orchestra C
Woman's Radio Review N Alice Joy N To be announced	Betty and Bob N Life of Mary Sothern M Forever Young N News: Financial Notes		4:00 4:15 4:30 4:45		Girls' Week Program. Final Headlines	Betty and Bob N Karen Fladoes Concert Recollecti's N Strolling Songsters N	Betty and Bob N Madame de Sylvara Alice Joy N Strolling Songsters N	3:00 3:15 3:30 3:45	Woman's Radio Review N Alice Joy N Strolling Songsters N.	Weekday Devotions . U. S. Army Band C. Sea Stories C
Congress Speaks N Buddy and Ginger N Dorothy Dreslin N	Wonder in Orient Jack Armstrong Singing Lady N Little Orphan Annie N		5:00 5:15 5:30 5:45	Tom Mix Advent. N Louise Raymond	Pop Concert	Plough Boys Singing Lady N	Gypsy Orchestra N. Musical Grab Bag	4:00 4:15 4:30 4:45	Congress Speaks N Financial News Postal Oddities	Buddy Clark C Wilderness Road G Herb Koch, organ The Goldbergs C
Flying Time N. Lee Gordon's Orch. N Geo. W. Hill prog. WCKY News	A.v. of J. Mattern Old Fashioned Girl	Buck Rogers C DIck Bray; News Musical Moments Stardust	6:00 6:15 6:30 6:45	Omar the Mystic M. Melodeers News Flashes Knot Hole Club		News Fish Tales Dinner Music Lowell Thomas N			Leon Cole, organ Dept, of Education News: Leon Cole Little Orphan Annie N	Out o' the Dusk J. D. (Casey) Stenge
Strange As It Seems .	Amos 'n' Andy N "Lilac Time" M Lum 'n' Abner N	Myrt and Marge C	7:00	the second	Father Chin's Chat G-Men Series, drama	Trojan Quartet Capt. Tim's Adven. N Singing Seven	Lois Ravel N.	6:00	Lois Ravel N Jimmy Mattern's Diary Teachers College of the Air	Hot Dates in History.
Vendell Hall N Memory Lane Chevrolet Musical	Jack Randolph's Orch. Singing Sam College Prom-Red	Flying Red Horse Tavern C Broadway Varieties Oscar Shaw, bari. C	8:00 8:15 8:30	Cities Service Concert Jessica Dragonette, soprano N	Adele Slade Dance Revue Jimmy Ward and Orc. Forrest Bradford's Or.	Irene Rich N Wendell Hall N Kellogg College	Irene Rich N Wendell Hall N Kellogg College Prom N	7:00 7:15 7:30 7:45	Irene Rich N To be announced	Flying Red Horse Tavern C Broadway Varieties— Oscar Shaw C
Al Pearce and his Gang N	Waltz Time-Frank Munn, tenor N Music Box Hour M	Hollywood Hotel, with Dick Powell and <u>Raymond Paige's</u> Orchestra C	9:00 9:15 9:30 9:45	Musical Moments News Flashes Fimberg Presents M	To be announced Wrestling Matches	Al Pearce and His Gang N Fred Waring's Penn- sylvanians N	Al Pearce and his Gang N Fred Waring's Pennsylvanians N	3:00 8:15 8:30 8:45	Souvenirs Musical Moments Fred Waring's Pens- sylvanians N	Hollywood Hotel, with Dick Powell and Raymond Paige's Orchestra C
Cieveland Symphony Orchestra N	First Nighter— Original Drama N Phil Harris' Orchestra	Richard Himber anc) Orchestra C March of Time C Amer. Air Mail C	10:00 10:15 10:300 10:45	String Sinfonia M Rovers End N	14 10 14 10	Cleveland Symphony Orchestra N	Cleveland Symphony Orchestra N Globe Trotter	9:00 9:15 9:30 9:45	First Nighter—Original drama N America's Flag Abroad	Richard Himber's Orchestra C March of Time C Musical Moments
George Holmes N Henry Busse's Orch. N Benny Goodman's O N Jesse Crawford N		News: Don Redman's Orchestra C Bob Crosby's Orchestra C	11:00 11:15 11:30 11:45	Tonia Tompkins' Orch. Ink Spants N St. Regis Totel Orchestra Ny	Dream Weaver Sign Off	News: By Fireside Music: Driving Serv Will Roland's	Hanry Busse's Orchestra Benny Goodman's	10:00 10:15 10:30 10:45	Amos 'n <sup>s</sup> Andy N Henry Busse's Orc. N. Benny Goodman's Orchestra N	Myrt and Marge C Louisville Dance Time Dance Orchestra
Fletcher Henderson's Orchestra N	Dick Messner's Orchestra M	Bernie Cummins' Orchestra C Guy Lombardo's	12:00 12:15 12:30	Sign Off		Orchestra DX Club Phil Ohman's Or-	Orchestra Phil Levant's Orchestra Carl Schreiber's	11:00	Fletcher Henderson's Orchestra N Ruby Newnian's	To be announced

# NETWORK PROGRAMS (NBC-CBS)

6:00-Esso News Reporter. WJZ only -Buck Rogers In the 25th Century. WABC WKRC WHAS wbbm whk wfbm kmox wir -Flying Time: Adventures in Avlation, WEAF WCKY WLS wgy wtam 6:30-Press-Radio News. WEAF WJZ -Press-Radio News. WEAF WJZ -Press-Radio News. WEAF WJZ -Press-Radio News. WEAF WJZ -Jack Armstrong, All-American Boy. wbbm kmox 6:35-Blue Flames: Mixed Quartet. -Jackie Heller, tenor. WEAF wgy

Some Animal New Club: Children's program, featuring Lou Rogers, cartoonist and enter- fainer. WJZ wgar wire wave 6:15-Esso News Reporter WEAF only --Mary Small, songs. WJZ wgar wire wave --Bobby Benson and Sunny Jim. WABC wgr

TODAY'S HIGHLIGHTS

3:00-U. S. Marine Band N

-Press-Radio News, WABC -Jack Armstrong, All-American Boy. (CBS)

wbbm kmox 6:35—Blue Flames: Mixed Quartet. WABC —Jackie Heller, tenor. WEAF wgy wtam —The King's Guard, male quartet. WJZ only 6:45—Billy and Betty: Dramatic sketch. WEAF only

only -Little Orphan Annie: Childhood playlet. (NBC) WSM wave -Lowell Thomas. WJZ WLW KDKA wgar -"Renfrew of the Mounted:" Dramatic sketch. WABC wfbm vsmk kmox 7:00-Twilight Musicale. (CBS) wbbm -"Myrt and Marge." dramatic series. WABC WKRC whk wir wwa -The Pepsodent Program: Anos 'n' Andy. WEAF WLW wgy wtam wwi -Lois Ravel, songs. WJZ WiM WLS wir

Abe Lyman's Orchestra. WEAF WLW wgy wtam wmaq wwj --Hollywood Hotel, dramatic Musical Revue, starring Dick Powell, Frances Langford, An-ne Jamison, Igor Gorin, baritone; Raymond Paige's Orchestra; Joan Bennett, Zasu Pitts and Fred MacMurray in scenes from "Thir-teen Hours by Air." WABC WKRC WHAS kmox wsmk cklw wowo wfbm wjr --The Pepsodent Program: Al Pearce and his Gang; Harry Sosnik and his Orchestra. WJZ WCKY KDKA WLS wgar wave 9:30--True Story Court of Human Relations: "The Woman Who Made Me Forget," dra-matization. WEAF whio wgy wtam wmag wwj

Esto News Reports. WEAF only Envil Coleman and his St. A. . . Hotel Or-chestra. WJZ WSAI wave wire

11:35—Benny Goodman's Congress Hotel Or-chestra. WEAF WCKY WSM tam 11:45-Jesse Crawford, organist. WEAF WCKY WSAI wgy wtam wwj wmaq

MIDNIGHT-Shandor, violinist. WJZ wgar wave wire

wave wire —Bernie Cummins' Orchestra. WABC WKRC whk cklw wsmk wowo kmox wfbm —Fletcher Henderson's Grand Terrace Or-chestra. WEAF WCKY WSM wgy wfam

wmag

-Phil Ohman and his Trocadaro Orner d. WJZ KDKA wgar were mit

----



	Lois Ravel, songs. WJZ WiM WLS wir wgar wave wire	-Fred Waring and his Pennsylvanians: Tom	-Bernie Cummins' Orchestra. (CBS) wbbm	"MUSICAL MOMENTS
8:00 p. m.—Irene Kich N— WCKY KDKA WSM WLS —Cities Service Concert, Lucille Manners N—	IS—"Lazy Dan, the Minstrel Mar," WABC WKRC WHAS whk cklw wbbm wbm wowo Captain Tim's Adventure Storbs. WJZ WCKY KDKA WENR wgar Uncle Ezra—Station E-Z-R-A, with Paf Bar-	Waring, baritone; Rosemary and Priscilla Lane, singing sisters. WJZ WCKY KDKA WSM WLS wgar wave wire 10:00—The Cleveland Symphony Orchestra, direction Artur Rodzinski; WJZ WCKY KDKA WENR wjr wgar	"Hour of Charm" M-C	<b>WCKY</b> (1490 Kc.)
8:30 p.m James Melton	rett, Cliff Soubier, Carleton G.y. Nora Cunneen, the Hot Shots and othes. WEAF WSAI wgy wtam wmaq whio wire 30-Edwin C. Hill in ''The Human Side of	-Richard Himber and Studebaker Cham- pions; Stuart Allen, vocalist; Frank Parker, guest artist, WA8C WKRC WHAS wbbm whk cklw wfbm kmox	Arlene Francis, drama star of radio and stage, returns as mistress of cere-	Monday through Thursday 7:45 p. m., Friday, 8:45 p. m.
chestra N—WLW KDKA WLS	the News." WEAF WCKY whio wire Horlick's Program with Lum and Abne. comedy sketch. WJZ WLW WENR wgar	-Campana's First Nighter: "He Wouldn't Marry the Girl," original drama with Betty Lou Gerson, Don Ameche and Cliff Sou-	monies on the new "Hour of Charm" avias di	(350 Kc.) Tuesday through Saturday
Frank Munn, tenor; Abe _	#5—Boeke Center, WABC WKRC WHAS whit chiw wbbm kmox wir The Young New Yorkers: J. Russell Robin- son's Orchestra and juvgnile griests. WJZ	bier; Eric Sagerquist's Orchestra (from Follywood). WEAF WLW WSM wtam whaq wgy wwi	Charm" series di- rected by Phil Spitalny thd	6:30 p. m. WSAI
WLW —Hollywood Hotel C— -	only The Norsemen: Quartet, (NBC) WCKY The Fox Fur Trappers and Quartette, under direction of Bertrand Hirsch, WEAF only	10:30- March of Time: Dramatizations. WABC WKRC WHAS cklw wsmk wfbm wowo kmox whk wbbm wfr —Rovers End: Dramatic sketch. (NBC) WSAI	heard each Sun- day over the	(1330 Kc.) Monday through Friday 9 p.m. and
9:30 p.m.—True Story Court of Human Relations N— WGY WTAM WMAQ	00—Irene Rich: Dramatic Sketch, WJZ WCKY WLS KDKA < SM wave wgar wire -Cities Service Concert: Lucille Manners, soprano, and the Cities Service Quartet Frank Banta and Milton Rettenberg, piano	NBC Music Guild' Lesser known composi- tions of great composers; guest artists. WEAF wwi whic wave wmaq wgy 10:45Harlee Branch: "Progress-of American Air Mail and Its Effect on World Aviation." WABC WKRC cklw wsmk wfbm wowo kmox	bia network from 6 to 6:30 p. m. (EST). Arlene	Rubinoff and His Violin with Virginia Rea and Jan Peerce, Vocalists on
-Fred Waring's Pennsyl- vanians NWCKY KDKA	duo; Rosario Bourdon's Orchestra. WEAF WSAI wgy wham wmaq wwj whio -"Flying Red Horse Tavern:" Walter Woolf King; m. c.; Tavern Singers, Beatrice Lillie, and the Four Red Horsemen. WABC	white wbbm wir 11:00—George R. Holmes, Chief of the Wash- ington Bureau of the International News System. WEAF WCKY wgy wtam wmaq —Don Redman and hir Connie's thn Orches-	will introduce such feminine fa- vorites as Max-	and the NBC Red Network
10:00 p. m.—First Nighter N— WLW WSM	WKRC WHAS whk kmox wbbm wfbm wjr :15-Wendell Hall, the red-headed music maker. WJZ WCKY KDKA WLS wave wgar wire	tra. WABC WKRC whk wir wbbm wsmk —Esso News Reporter, WJZ only —''Myrt and Marge:'' Dramatic Series. (CBS) WHAS wbbm wfbm kmos	Arlene Francis ine, with the baritone voice; the Three Little Words, vocal trio; violin solos by Evelvn Kay, and instrumental inter-	
dramatic program. (CBS) wbbm kmox 6:20—Lee Gordon's Hotel Statler Orchestra.	:30—Kellogg Prom: Red Nichols and his Or- chestra; James Melton, tenor; Kellogg Choir of mixed voices. WJZ WLW KDKA WLS wgar	-The Pepsodent Program: Amos 'n' Andy. (NBC) WSM wham wwj wmaq 11:05-Henri Lishon's Royale Frolics Orches- tra. WJZ wjr wgar wave wire	ludes by Gypsie Cooper and Pat Har-	

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

## **PROGRAMS FOR SATURDAY, MARCH 14**

			(EAS	TERN	STANDARD TIME)					(CENTRAL STAN	DARD TIME)
<del></del>	WCKY Cincinnati (1490 kc.)	WLW Cincinnati (700 kc.)	WKRC Cincinnati (550 kc.)		WSAI Cincinnati (1330 kc.)	WCPO Cincinnati (1200 kc.)	KDKA Pittsburgh, Pa. (960 kc.)	WLS-WENR Chicago, Ill. (870 kc.)		WSM Nashville, Tenn. (650kc.)	WHAS Louisville, Ky. (820 kc.)
the second secon	Marian Band Illa	Top o' the Morning— McCormick Fiddlers.	Jerry Foy	6:30 6:45 7:00	Good Morning	Arkansas Fiddlers	·····	Farm Bulletin Board Smile a While News—J. Bentley	5:30 5:45 6:00	· · · · · · · · · · · · · · · · · · ·	
7:15	Morning Round Up Musical Clock	Prayer Period Morning Devotions Rise and Shine News Flashes	News Breakfast Express Purity Rateries	7:15	Setting Up Exercises. Dance Rhythm	Sunrise Worship- God's Bible School . Breakfast Timetable		The Oshkosh Boys Jr. Broadcasters Club Tony Wons, R. Emerson	6:15	King Cole and Mr.	Asbury College Devotions
8:15	Spareribs N Martha and Hal N Cheerio N	Academy of Medicine Cheerio N			Morning Devotions N Martha and Hal N Church Forum Say It With Music	Today's Headlines Deep South Gladstone's Orch.		Joliy Joe's Pals Lulu Belle and Scotty Morning Devotions News Report	7:15	Morning Devotions Martha and Hal N Cheerio N	Slim and Jack
	Organ Rhapsody H	Amer. Family Robinson Aunt Mary Rhythm Jesters Prayers of Israel		9:00 9:15 9:30 9:45	Breakfast Club; Vocal Trio; Don McNeill, m. c., N	God's Bible School Morning Serenade		Prairie Ramblers and Patsy Montana Winnie, Lou & Sally Morning Minstrels	8:00 8:15 8:30 8:45	Breakfast Club-Don	As You Like It C
10:15	Bradley Kincaid N Voss Family N Nicholas Mathay's Orchestra N	Virginians Ohio Fed Music Cbs. Marie De Ville N Live Stock: News	Bill and Ginger C Woman's Hour Let's Pretend C	10:00 10:15 10:30 10:45	News Flashes Gospel Singer N Household Hint:	Dot Club News	News: V. de Leath N Edward MacHugh N Marie De Ville N Originalities N	Martha Crane and Helen Joyce Jolly Joe's Stars	9:00 9:15 9:30 9:45	News: V. De Leath N. Edward Mac Hugh N.	Bill and Ginger C Clyde Barrie C Public School Program
11:00 14:15 11:30 11:45	Our Amer. Schools N. Norsemen Quartet N. Mexican Marimba Orchestra N	Painted Dreams M Wendell Hall N Whitney Ensemble N.	Cincinnati Conserva- tory of Music C	11:00 11:15 11:30 11:45	Honeymooners N Divano Trio Mexican Marimba Orchestra N	High School Students' Foundation	KDKA Kiddies Klub	WLS Garden Club "The Old Story Teller" WLS News Report Otto's Tunetwisters	10: 5	Our Amer. Schools N Norsemen Quartet N Mexican Marimba Orchestra N	Cincinnati Conserva- tory of Music Program C
12:00 12:15 12:30 12:45		Showman Quartet N News: Financial Notes National Farm and Home Hour N	Williams' Glee Cb. C Musical Reveries C George Hall's Orchestra C	12:15	Genia Tonariova N Day Dreams	College of Music	News Grab Bag Farm and Home Hour N	Old Kitchen Kettle Rocky and Ted Markets—Weather Poultry Service Time	11:00 11:15 11:30 11:45	National Farm and Home Howr N	Williams Glee Club C Musical Reveries C George Hall's Orchestra C
1:15 1:30 1:45	Maury Cross's Orchestra N Metropolitan Opera-	Phil Harris' Orchestra Metropolitan Opera-	Sue and Jack Jack and Gil C Buffalo Presents C	1:00 1:15 1:30 1:45	Dance Moments		To be anounced Metropolitan Opera-	The 4-H Club prog. Home Talent Show Weekly Market Rev. Homemakers'	12:00 12:15 12:30 12:45	Banner Newshawk Lotus Gard. Orch. N.	Income Tax Prob. C Foetic Strings C Weather-Markets Shopping Guide
2:00 2:15 2:30 2:45	"La Boheme:" Grace Moore, Charles Kullmann, Helen Gleason,	"La Boheme:" Grace Moore, Charles Kullmann, Helen Gleason,	Al Roth's Orch. C Three Stars C Concert Miniatures C	2:00 2:15 2:30 2:45	Baseball Game—Reds vs. Philadelphia at	Ginger and Spice Variety Time The Daytonaires Little Theatre Music	"La Boheme:" Grace Moore, Charles Kulimann, Helen Gleason,	Program WLS Merry Go Round	1:00 1:15 1:30 1:45	Metropolitan Opera- "La Boheme:" Grace Moore, Charles Kullmann,	A Roth and his Syncopators C The Three Stars C Concert Miniature C.
3:00 3:15 3:30 3:45	Carlo Morelli, Louis d'Angelo, Ezio Pinza, George Cehanovsky, Max Altglass and	Carlo Morelli, Louis d'Angelo, Ezio Pinza, George Cehanovsky, Max Altglass and	Herman's C Isle of Dreams Motor City Melodies C	3:00 3:15 3:30 3:45	Miami, Fla	10 00 ······	d'Angelo, Ezio Pinza,	To be announced To be announced Lawson YMCA Octet	2:00 2:15 2:30 2:45	Helen Gleason, Carlo Morelli, Louis d'Angelo, Ezio Pinza, George Cehanovsky,	Down by Herman's C
4:00 4:15 4:30 4:45	Carlo Coscia N	Royal York Hotel	Eddie Schoelwer	4:00 4:15 4:30 4:45		Gypsy Rhapsody	Carlo Coscia N	Musical Adventures N Jackie Heller N To be announced	3:00 3:15 3:30 3:45	Max Altglass and Carlo Coscia N Royal York Hotel Orchestra N	Motor City Melodies C Tours in Tone C
5:15 5:30 5:45	Blue Room Echoes N. Treasure Trails M Albert P. Terhune N.	Jackie Heller N Kaltenmeyer's Kinder-	Orchestra C News: F. Dailey's O. C Harmony Highways Vincent Lopez's Or. C	5:00 5:15 5:30 5:45	Blue Room Echoes N Will You Waltz?	Cocktail Hour Roy Wilson Hunter James' Choir, Soft Light and	Bill and Alex. Albert P. Terhune N.	Musical Adventures N Treasure Trails N Albert Pay. Terhune N	4:00 4:15 4:30 4:45		
6:00 6:15 6:30 6:45		Uni. of Cinti. Talks Old Fashioned Girl	Fred Wm. Wile C Dick Bray; News Musical Moments U. C. Alumni Prog		Temple of Song N News Flashes Knot Hole Club	Nosco's Orchestra	Plough Boys Dinner Music Jamboree N	Musical Grab Bag What's the News To be announced Jamboree N	5:15 5:30	Pan American Broad Sunday School Lesson. Story of the Shleid Robison's Buckaroos	
7:00		R. F. D. Hour Phil Harris' Orchestra Washington M-G-R M			King's Jesters N Home Town N. Message of Israel N.	Galvano and Cortez One Night Bandstand, Harry Hartman, Sports Pop Concert	Home Town N	Barn Dance Variety	6:00 6:15 6:30	Sacred Quartet Harmony Weavers Those O'Malleys Sarle and Sallie	Asher and Little Jimmy To be announced Bruna Castagna's
8:00 8:15 8:30 8:45	West Point Anniver- sary Program M	Lucky Strike Hit Parade—B. A. Rolfe's Orchestra N.	Pelmolive Zlegfeld Follies of the Air: Fennie Brice, James Melton C	8:00 B:15 B:30 8:45	Clyde Trask's Orch. Today's News Cincinnati Symphony	Saturday Night at Eight Jimmy Ward and Orc. Cafe Continentale	West Point Anni- versary Program N.	Prairie Ramblers Hilltop'rs, Geo. Goebel Keystone Barn Dance Party	7:00 7:15 7:30	Hilltop Harmonizers . Studio Program Missouri Mountaineers. Delmore Brothers	Falmolive-Ziegfeld Follies of the Air- Fannie Brice, James
9:30	Armchair Quartet N. Front Page Drama On the Mall	Rubinoff's Orchestra with Virginia Rea N Shell Chateau—Al Jol- son, Master of	Andre Kostelanetz and Nino Martini C Col. Stoopnagle and Budd C	9:00 9:15 9:30 9:45		To be announced Modern Rhythms Trianon Ball Room Or.	Armchair Quartet N National Bare Dence N	Barn Dance Jamborse WLS National Barn Dance	8:15 8:30	Possum Hunters Uncle Dave Macon Dixle Liners Curt Poulton	Greater Louisville
10:00 10:15 10:30 10:45	WCKY News Radio Parade Dr. West's Celebrity Night N	Ceremonies N Sherlock Holmes M.	California Melodies C K. of C. Track M. C To be announced C	10:15	This World of Science N	Forrest Bradford's Or. Jimmy Ward and Orc. Trianon Ball Room Or.	To be announced Behind the Law	(Alke Seltzer) Barn Dance Frollc Ramblers	9:00 9:15 9:30	Lasses and Honey Fruit Jar Drinkers	Here's To You
14:00 14:15 14:30 14:30 14:45	Dick Gasparre's Orchestra N Charles Dornberger's Orchestra N	National Barn Dance from Chicago N	News: Abe Lyman's Orchestra C Ozzie Nelson's Orchestra C	11:00 11:15 11:30 11:45	Tom. Tompkins' Orch. Anson Weeks' Orch. M Will Osborne's Orchestra M	Bowling Tournament .	News: Sports Music: Driving Service Rainbow Room Orchestra N	WLS National Barn	10:00 10:15 10:30	Dixie Liners Uncle Dave Macon Robert Lunn Sid Harkreader	10 10 10 10 10 10 10 10 10 10 10 10 10 1
12:00 12:15 12:30 12:45	Eddy Duchin's Orchestra N To be announced N	Moon River	Bob Crosby's Orchestra C Bernie Cummins'	12:00 12:15 12:30	Sign Off		Messages to Far North Griff Williams' Orchestra N	Phil Levant's Orchestra Carl Schreiber's	11:00 11:15 11:30	Gully Jumpers Crook Bros. Band Delmore Bros. Fruit Jar Drinkers	Bob Crosby's Orchestra C Bernie Cummins'

# NETWORK PROGRAMS (NBC-CBS)

6:00-Summery of NBC Programs. WEAF

-Erso News Reporter. WJZ only -Frederic William Wile, "The Political Situ-ation in Washington Tonight." WABC WKRC wbbm whk wfbm w[r

6:02—Otto Thurn's Alpine Village Bavarian Orchestra. WEAF WCKY wgy wtam wmag wwi

6:05-Temple of Song: Chicago a Cappella Choir, direction Noble Cain; Charles Sears, tenor. WJZ WSAI wire wgar wave

6:15—"News of Youth:" Junior Dramatization. WABC wbbm whk wfilm wir kmox wsmk —Esso News Reporter. WEAF only

6:20—Otto Thurn's Alpine Village Bavarian Orchestra. WEAF wgw wtam wwj

6:30-Press-Radio News. WEAF WJZ --Press-Radio News. WABC whit womk

6:35-Alma Kitchell, contralto. WEAF wgy

male chorus, direction Gerald B. Wilson. WEAF WCKY WSAI wgy wtam wwj 8:00-Your Hit Parade: Carl Hoff and his Orchestra. WEAF WLW wgy wtam wmag wwi wave

-West Point Anniversary Program, WJZ WCKY KDKA wgar wire wave

The Ziegfeld Follies of the Air: Fannie Srice, James Melton, Patti Chapin and Al Goodman's Orchestra; Jack Arthur, Gal-lagher and Shean. WABC WKRC WHAS whk cklw wbbm wfbm wjr

whk ckiw wbbm wfbm wjr 9:00—Chevrolet Presents Rubinoff and his Violin; Virginia Rea, soprano; Jan Peerce, tenor; Graham McNamee, WEAF WLW wgy wfam wwi wmaq wave wire -Chesterfield Presents Nino Martini, Andre Kostelanetz's Orchestra and Chorus; David Ross, announcer. WABC WKRC WHAS wbbm whk ckiw wowo wfbm kmox wsmk wir wir

11:05-Russ Morgan and his Hotel Biltmore Orchestra. WJZ wgar wave wire 11:30-Harry Sosnik's Orchestra. (CBS) wbbm —Glen Gray's Casa Loma Orchestra from Rockefeller Center Rainbow Room, WJZ KDKA wgar wave wire

-Ozzñe Nelson and his Orchestra. WABC WKRC wbbm wfbm whk cklw kmox -Esso News Reporter. WEAF only

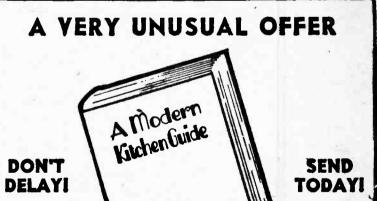
able la

11:35-Charles Dornberger's Paradise Restau-rant Orchestra. WEAF WCKY wgy wtam wwi wave

MIDNIGHT-Bob Crosby's New Yorker Hotel Orchestra, WABC WKRC wjr wfbm kmox wsmik

-Carefree Carnival: Tommy Harris, tenor; Charles Marshall and his boys; Ransom Sherman, comedian; Nola Day, controlto; Cliff Nazarro, comedian; Meredith Will-son': Orchestra, and Ned Tollinger, Mas-ter of Ceremonies. WJZ wgar wave wire

## SUBSCRIBE TO RADIO DIAL 6 MONTHS, \$1.00



5

wtam wmaq wwj Al Roth's Orchestra. WABC WHAS whk wbbm wtbm wsmk kmex Jamboree: Variety program with Orchestra and vocalists. WJZ KDKA WLS wgar wire wave 6:45—Religion in the Naws: Dr. Walter Van	9:30—Colonel Stoopnagle and Budd. WABC WKRC wbbm whk wir wfbm —The Shell Chateau: Al Jolson, master of ceremonies; Victor Young and his Orches- tra; Lionel Barrymore, Jimmy Dykes, VI	-The Ziegfeld Follies of the Air: Fannie Brica, James Melton, Patti Chapin and Ai Goodman's Orchestra. (C8S) To West	
Kirk, Secretary Department of Internal Jus- tice and Good Will of the Federal Council of Churches, speaker. WEAF WCKY wgy wtam wmag wwj 		WABC WKRC WHAS wir wfbm kmox wsmk	
sketch. WABC WHAS wbbm whk wfbm kmox 7:00—Muriel Sport Page of the Air; Thorton Fisher. WEAF only	Shots, Tune Twisters, male trio; Uncle Ezra, Maple City Four, Sally Foster, songs, and Joe Kelly, master of ceremonies. WJZ KDKA WLS wire wgar wave	Orchestra. WJZ KDKA wgar wave wire	This valuable and up-to-date Cooking Recipe Book of 250 pages, containing more than 1000 practical, tested recipes, the kind both beginners and experts will appreciate, will be sent to you absolutely
''The Atlantic Family on Tour,'' with Frank Parker, tenor; Bob Hopa, and guests; mu- sical and dramatic. WABC whk Jack Hylton In ''You Shall Have Music.'' (CBS) wbbm wir wfbm	wbbm whk wjr wfbm kmox wsm k 10:30—Dr. West's Celebrity Night with George Olsen and his Orchestra and Ethel Shutta; Tom Howard and George Shelton.	Clip This Coupon	FREE with your subscription to RADIO DIAL for one your at \$1.75.
The King's Jesters: Male quartet, with Marjorie Whitney, contralto. WJZ WSAI wgar wire wave 7:15''Popeye, the Sailpr:" Vic Irwin's Or- chestra. WEAF WCMY wfam wmag wgy wwi	wmaq —This World of Science. WJZ WSAI wgar wire wave	Dr. Hart's Felt Pads and	RADIO DIAL. Cincinnati, Ohio.
—Home Town: Dramatic sketch, auspices of Federal Housing Administration. WJZ WSAI KDKA wgar wave wire	10:45-To be announced. WABC WKRC	Pads stop the pain. 6 Pade	Enclosed find \$1.75 (Check, Money Order or Currency), for which enter my sub- scription to RADIO DIAL for one year. Send me absolutely free and postpaid "A MODERN EITCREN GUIDE," as per your offer above.
9:30—Bruna Castagna's Orchestra. WABC WHAS kmox wfbm wwva whk wsmk wowo wbbm wjr	WKRC wbbm whk wir kmox wsmk Alka-Seltzer National Bara Dance. (NBC) WLW wire wave	A full-size pack- age for this coupon and	Name
-Message of Israel: Rai bi Louis Mann, guest speaker; Rabbi Jonah B. Wise, officiating; choir and music. WJZ WSA1 -The Hampton Institute Singers: Negr	-Dick Gasparre's Savoy Plaza Hotel Or- chestra. WEAF WCKY wgy wtam wwj	DR. HART'S PRODUCTS	City State

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

## **PROGRAMS FOR SUNDAY, MARCH 15**

		1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 -	(EAS	TERN	STANDARD TIME			· /		(CENTRAL STAN	DARD TIME)
	WCKY Cincinnati (1490 kc.)	WLW Cincinnati (700 kc.)	WKRC Cincinnati (550 kc.)		WSAI Cincinnati (1330 kc.)	WCPO Cincinnati (1200 kc.)	KDKA Pittsburgh, Pa. (980 kc.)	WLS-WENR Chicago, Ill. (870 kc.)		WSM Nashville, Tenn. (650kc.)	WHAS Louisville, Ky. (820 kc.)
7:30 7:45 8:00 8:15 8:30 8:45	Melody Hour—Guest soloists; Inter- national Trio N	Wm. Meedor- Organist N Church Forum- Rev. Ross Wilhide	Young People's Hour Wayside Church	7:30 7:45 8:00 8:15 8:30 8:45	Good Morning Xavier Cugat's Orchestra	Pages from a Hymnal Enquirer's 'Uncle Bob'		Ralph Emerson, Organist Everybody's Hour- Variety eFatures	6:30 6:45 7:00 7:15 7:30 7:45		
9:15 9:30	Mexican Marimba Orchestra N Concert Ensemble N.	Coast to Coast on a Bus—Children's Pro- gram; Milton J. Cross, Conductor N.	Sunday Morning at Aunt Susans—William Hargraves, bari- tone C		Dick Leibert, organ Church Forum— Rev. W. P. Clausen. Nathaniel Shilkret	Sunrise Worship- God's Bible School Jewish Com. Prog	Coast to Coast on a Bus—Children's Prog; Milton J. Cross,	Little Brown Church.	8:15 8:30	Mexican Marimba Orchestra N Concert Ensemble N.	Sunday Morning at Aunt Susans C
9:45 10:00 10:15 10:30 16:45	Radio Pulpit—Dr. S. Parkes Cadman N Music and American Youth N	Southernaires N Walberg Brown String Ensemble N	Church of Air C	10:00 10:15 10:30 10:45	News Rio Burke Music and American Youth N	Galvano & Cortez Stepping Along Jimmy Lee Dalton's Orchestra Goldman's Band	Conductor N Southernaires N Samovar Serenade N	Burr, Vickland, Emer'n Otto Marek, baritone and Orchestra	8:45 9:00 9:15 9:30 9:45	Radio Pulpit—Dr. S. Parkes Cadman N Fidelis Class—First Baptist Church	Church of the Air C News: Sunday Jail Service
11:00 11:15 11:30 11:45	Ward and Muzzy N Rudd and Rogers N Major Bowes' Capitol Family N	Radio News Neighbors Now N Samovar Serenade N.	Salt Lake City Taber-	11:00 11:15 11:30 11:45	Alice Remsen N String Quartet N	Amateur Revue	Joint Christian	Indian Poet Roy Anderson, bari'e. Keep Chicago Safe	10:00 10:15 10:30 10:45	Major Bowes' Capitol Family N	To be announced Salt Lake City Taber- nacle & Choir C
12:00 12:15 12:30 12:45	Marmer Program	of Air-Soloists and	Romany Trail C BBC News Exchange C		Pageant of Youth N University of Chicago Round Table N	Salvation Army Prog. Noonday Varieties Wurlitzer's "Future Stars"	Tastyeast Pageant of Youth N Music Hall on the Air N	Youth N Radio City Music Hall N	11:00 11:15 11:30 11:45	First Presbyterian Church Service	Romany Trail C Transatlantic News C.
1:00 1:15 1:30 1:45	Road to Romany N. While City Sleeps N. Ewald's Canaries	chorus N The Lutheran Hour M	Church of the Air C Musical Footnotes C Stardust	1:00 1:15 1:30 1:45	Sermonette and Hymn Time National Youth Conference N	In a Mexican Patio German Hour-	Listening Post: Music Westminster Choir	National Youth Conference N	12:00 12:15 12:30 12:45	Radio City Music Hall N National Youth Conference N	Church of the Air C Musical Footnotes C Kaltenborn-News C
2:00 2:15 2:30 2:45	R. C. A. Magic Key Symphony Orchestra, Gladys Swarthout, guest N	Mt. St. Joe Glee Club Onli Serenade The Lamplighter M	Leslie Howard and Cast C Jose Manzanares' South Americans C	2:00 2:15 2:30 2:45	Melody Matinee N "Peter Absolute"— Sketch N	Eleanor Mae Skiff Golden Opportunities. Virginia Moller Cincinnati Chamber	Magic Key of R. C. A.—Gladys Swarthout, guest N.	Magic Key of R. C. A.—Gladys Swarthout, guest N		Magic Key of R. C. A.—Gladys Swarthout, guest N	Leslie Howard and Cast C Jose Manzanares' Orchestra C
3:00 3:15 3:30 3:45 4:00 4:15	Harry Reser's Orchestra N Metropolitan Auditions of the Air N Widow's Sons N	Smoke Dreams M Father Coughlin	New York Philhar- monic Orchestra direction Arturo Toscanini C	3:00 3:15 3:30 3:45 4:00 4:15	Buccaneers Masters M Henri Deering N National Vespers N	Wilson Auditorium University Cincinnati	Henri Deering N	Your English N Harold Nagel's Orchestra N Henri Deering N National Vespers—Dr. Harry E. Fosdick N	. 2:15	Your English N Rabbi Julius Mark Metropolitan Opera Auditions N National Vespers—Dr. Harry Em. Fosdick N	New York Philhar- monic Symphony Orchestra, direction Arturo Toscanini C.
4:30 4:45 5:00 5:15 5:30 5:45	Temple of Song N Pop Concert N Words and Music N	Sunday at Home. "Roses and Drums" N To be announced	Melodiana—Abe Ly- man's Orchestra C After Sundown	4:30 4:45 5:00 5:15 5:30 5:45	Design for Listening N Tune Detective Rosario Bourdon Words and Music N		Dramatic sketch N Man from Cooks N	A. Buisseret's Orch. Roses and Drums, dramatic sketch N Man from Cooks N Weekend Roview N	4:15 4:30	Listening N Pop Concert N	Melodiana—Abe Ly- man's Orchestra C. Crumit & Sanderson— J, Shilkret's Orch. C
	Musical Moods C&O Musica: Cocktail To be announced N	Ray Perkins' Amateur Hour M True Story Court of Human Relations	"Hour of Charm"— Spitalny's Orch. C. Smil' Ed McConnell C Voice of Experience C	6:00 6:15 6:30	Catholic Hour—Rev. James M. Gillis N Lou Breese and Orchestra N	Leo Stoffregen Basin St. Ramblers Church Federation	Chris. Endeavor Quart. Those O'Malleys		5:00 5:15 5:30 5:45	Catholic Hour—Rev. James M. Gillis N Methodist Chapel Choir	Zoto's Hour of Charm C Smil' Ed McConnell C Voice of Experience C
7:00 7:15 7:30 7:45	"K-7"—Secret Service Spy Stories N. Baker's Broadcast—Oz- zie Nelson's Orch. N	Jell-O Program —Jack Benny N Dodge Showdown Rev. Sunset Dreams N	Eddie Cantor C Gulf Headliners- Phil Baker C	7:00 7:15 7:30 7:45	Clyde Trask's Orchestra Fireside Recitals N News Flashes	Emma Scully, violinist Sunday Night Dance. Harry Hartman, Sports Fraternity House Party	Jack Benny-Mary Livingstone N Bakers Broadcast- Robt. L. Ripley N	Jello Program: Jack Benny H Bakers' Broadcast— Robt. L. Ripley N	6:15 6:30 6:45	Bakers Broadcast- Robt. L. Ripley N	Eddie Cantor— Pebeco Program C. Phil Baker—Hal Kemp's Orchestra C
8:00 8:15 8:30 8:45	Melody Lingers On- Leo Spitalny and his Orchestra N	Major Bowes' Original Amateur Hour— Chase and Sanborn Program N	All Star Show—Head- ed by Kate Smith C	8:00 8:15 8:30 9:45	Master Musicians M. Will Osborne's Orchestra M		The Melody Lingers On—Phil Spitalny's Orchestra N	"The Melody Lingers On" N Edison Symphony Orchestra	7:00 7:15 7:30 7:45	Sanborn Program N	All Star Show— Headed by Kate Smith C
9:00 9:15 9:30 9:45	Manhattan Merry- Go-Round N American Album of Familiar Music N	Life is a Song-Chas. Previn's Orch. N Walter Winchell N Unbroken Melodies	Hour-Symphony Or- chestra C	9:00 9:15 9:30 9:45	Slumber Hour News Amer, Fam. Robinson Paul Whiteman's	Lookout House Orch. Dance Revue Trianon Ball Room Orchestra	Life is a Song—Chas, Previn's Orch. N Waiter Winchell N Paul Whiteman's	Life is a Song-Chas. Previn's Orch, N. Walter Winchell N. Paul Whiteman's	8:00 8:15 8:30 8:45	Go-Round N American Album of Familiar Music N	Ford Sunday Hour- Symphony Orchestra, Efrem Zimbalist, violinist C
10:00 10:15 10:30 10:45	General Motors Symphony Concert Josef Hofmann, planist N	Triais by Jury M Phil Harris' Or- chestra M	Freddie Rich's Penthouse Party C. Understanding Opera C	10:00 10:15 10:30 10:45	Musical Variaties N Sunday Evening at Seth Parker's N	To be announced Forrest Bradford Orch. Jimmy Ward Orch. Trianon Ball Room Or	Y. M. C. A. Program.		9:00 9:15 9:30 9:45	General Motors Concert—Symphony Orchestra; Erno Rapee, conductor N	Freddie Rich's Penthouse Party C Sweet Music Weather Reports
11:00 11:15 11:30 11:45	Phil Levant's Orchestra N Morris : Hotel Orchestra N	WLW News Room Clyde Trask's Orch Tom. Tompkins' Orch. Ted Weer.s' Orch. M	chestra C	11:00 11:15 11:30 11:45	Tommy Tompkins' Orc Shandor N El Chico Spanish Revue N	Bowling Tournement Moods Sign Off		Phil Levent's Orchestra N F. Henderson's Orch. Jess Hawkins' Orch.	10:00 10:15 10:30 10:45	Walter Winchell N Paul Whiteman's Musical Varieties N.	Dream Serenade Jimmie Lunceford's Orchestra
12:00 12:15 12:30 12:45	Ray Pearl's Trianon Orchestra N Sammy Kaye's Orchestra N	Russian Art En- semble M Will Osborne's Orchestra M	Frank Dailey's Orchestra C Harry Sosnick's Orchestra C	12:30 12:15 12:30 12:45	Sign Off			Henry Busse's Orchestra Art Jarrett's Orchestra	14:00 11:15 11:30 11:4 <sup>e</sup>	St. Francis Hotel	Buddy Fisher's Orchestra Harry Sosnik's Orchestra C

# NETWORK PROGRAMS (NBC-CBS)

NOON-American Pageant of Youth: John-

NOON-American Pageant of Youth: John-ny Johnson and his Orchestra; guest artists. WJZ WSAI KDKA --Sait Lake City Tabernacte Choir and Or-gan, from Utah (on 11:30 a. m.). WABC WKRC WHAS wfbm wsmk 12:30-University of Chicago Round Table Dis-cussion: Current topics, guest speakers. WEAF WSAI wgy wtam wmag wwi --Radio City Music Hall Symphony Orches-tra with Viola Philo, soprano. WJZ WLW WLS (WSM on 1:00) KDKA wave wgar wire

wire —Romany Trail. WABC WKRC WHAS whk cklw kmox wfbm wsmk 12:45-CBS Transatlantic

2:45-CBS Transatlantic News Exchange Broadcast: Vernon Bartlett, Diplomatic Cor-respondent of the London News Chronicle (from London). WABC WKRC WHAS wfbm whk

1:00-Church of the Air: Rabbi Leo M. Franklin, Temple Beth El, Detroit, Mich. WABC WHAS WKRC whk cklw wbbm wfbm

3:00—The Philharmonic Symphony Society of New York, direction Arturo Toscanini. WABC WKRC WHAS cklw wfbm whk kmox WABC WKKC WHAS CRIW WIDM WAR RMOX wsmk wbbm wwva Harry Reser and his Clicquot Club Orches-tra; Lynne Gordon, vocalist. WEAF WCKY wgy wtam wmaq wave wwj

**TODAY'S HIGHLIGHTS** 

12:30 p.m.—Radio City Mu-sic Hall of Air N—WLW 2:00 p.m.—RCA Magic Key N WCKY KDKA WLS WSM 3:00 p. m.-New York Philharmonic Orchestra C— WKRC WHAS

-Your English: Dramatization illustrating use of good English; string ensemble. WJZ WLW KDKA WSM WENR wgar wave 3:15—harold Nagel's Orchestra. WJZ WLW KDKA WLS wgar 3:30—Metropolitan Opera Auditions of the Air: Edward Johnson, General Manager, Metropolitan Opera Company; Orchestra direction Wilfred Palletier; guest artists. WEAF WCKY WSM wgy wtam wmas wave 3:45—Hanri Daering njanist WJZ WSA :45—Henri Deering, pianist. WJZ WSAI KDKA WLS wgar wave

4:00—The Widow's Sons: Dramatic sketch with Lucille La Verne. WEAF WCKY wgy wtam

-National Vespers: "On Not Being Able to Escape God," Dr. Harry Emerson Fosdick; male quartet, direction Charles A. Baker. WJZ WSAI WSM WLS wgar wire wave

4:30—Design for Listening: Variety show fea-turing Ray Sinatra and his Orchestra; Sen-ator Fishface and Prof. Figgsbottle, come-dian; Olga Vernon, contraito; Cavaliers Quartet. WJZ WSAI WSM wgar wire wave -Temple of Song: Chicago A Capella Choir, direction Noble Cain; Edward Davies, bar-itone. WE/.F WCKY wgy wtam wwj

wgar -'Smilln' Ed McConnell.'' WABC WKRC WHAS wbbm cklw kmox wir WABC WKRC

6:45—Voice of Experience. WABC WKRC WHAS wbbm cklw wcco wfbm whk wjr wwva

WWA 7:00-Eddie Cantor, comedian, with Parkya-karkus, Jimmy Wallington and Orchestra, direction Louis Gress. WABC WKRC WHAS whk cklw wfbm wbbm kmox wir -Jack Benny, Mary Livingstone, Johnny Green's Orchestra; Kenny Baker, tenor. WJZ WLW WLS WSM KDKA wave wire K/21 Securit Security Security (NSCY -K-7: Secret Service Spy Story. (N8C) WCKY wgy wtam wmaq wwj

(30—The Bakers Broadcast: Robert L. "Be-lieve it Or Not" Ripley; Ozzie Nelson and his Orchestra; Harriet Hilliard, vocalist. WJZ WCKY KDKA WSM WLS wgar -Fireside Recitals, featuring Willie Morris, soprano; Siguard Nilssen, basso; Frank St.

9:30—American: Album of Familiar Music, with Frank Munn, tenor; Lucy Monroe, se-prano; The Haenchen Concert Orchestra; Berfrand Hirsch, ziolinist; Arden and Arprano; the maenchen Concert Orchestre; Bertrand Hirsch, violinist; Arden and Ar-den, pleno duo; Amsterdem Chorus. WEAF WCKY WSM wgy wham wwi whio wave —The Jergens Program, with Walter Win-chell. WJZ WLW KDKA WENR wgar

chell, WJZ WLW KDKA WENK wgar 9:45-Woodbury's Present Paul Whiteman's Musical Varieties: Ramona, Roy Bargy, Du-relle Alexander; Bob Lawrence, baritone; The King's Men and Johnny Hauser, voca-list; the Tell Sisters, singing trio; Phil Regan, tenor, guests, WJZ WSAI, KDKA WENR wjr wgar

WENR wir wgar 10:00-General Motors Concert: Symphony direction Erno Rapee; Josef Orchestra, direction Erno Rapee; Josef Hofmann, pianist, guest. WEAF WCKY WSM wgy wtam wwi wire whio wmaq wave -Freddie Rich's Penthouse Party. WABC WKRC WHAS wbbm whk ckiw wowo wfbm kmox wjr

kmox wir 10:30—Sunday Evening at Seth Parker's: Phillips Lord and his troupe; dramatization, hymn singing and philosophy. WJZ WSAI wgar wave wire —Understanding Opera: Direction Howard Barlow, WABC WKRC cklw kmox whk wsmk

-National Youth Conference: "Youth and Machine Gun," Harry N. Holmes; Youth Glee Club, direction Charles A. Baker. WJZ WSAI WLS WSM wave wgar wire -"While the City Sleeps." WEAF WCKY wwi whio wire wmaq 1:45-Kaltenborn Edits the News. WABC WHAS whk cklw wfbm wbbm kmox wir -Cornelius Vanderbilt, Jr.: Personalities in the News. WEAF only 2:00-The Magic Key of R. C. A.: Symphony Orchestra, direction Frank Black; John B. Kennedy, commentator, and Milton J. Cross, m. c.; Gladys Swarthout, soprano, guest artist. WJZ WCKY KDKA WSM WLS wgar wire whio wave -"The Melody Matinee:" Victor Arden and his Orchestra; Muriel Dickson, soprano; Cavellers Quertet. WEAF WSAI wmaq wgy wtam wave wwi -Leslie Howard's Matinee: "Captain Apple- jack," with Leslie Howard and dramatic cast; Graham Harris' Orchestra. WABC WKRC WHAS kmox wsmk whk wir 2:30-Jose Manzanares and his South Ameri- cans. WABC WKRC WHAS chiw kmox wbbm whk wowo wfbm wsmk wjr	WHAS 2:00 p.m.—Major Bowes Am- ateur Hour N — WLW WSM	<ul> <li>WJZ WLW RDRA WENK wave wgar wire</li> <li>—Pop Concert, Waiter Logan, conductor, WEAF WCKY WSM wgy wtam wmaq wave wwi whio</li> <li>5:30—Frank Crumit and Julia Sanderson, with Jack Shilkrei's Orchestra and the Three Jesters. WABC WHAS cklw wfbm whk kmox wwve</li> <li>—The Man from Sok's: Travel talk by Malcolm La Prade. WJZ KDKA WENR wave wgar</li> <li>—Words and Music: Ruth Lyon, soprano; Charles Sears, tenor; Harvy Hays, narrator; Larry Larsen, organist, WEAF WCKY WSAI WSM WSM wway wtam wmaq wwij</li> <li>5:45—Week-end News Review: Gabriel Heatter, editor, author and commentator. WJZ KDKA WLS wgar wave</li> <li>6:00—Henry King's Hotel Plaza Orchestra, WJZ WLS wgar wave</li> <li>—Catholic Hour: Yery Rev. Msgr. Fulton J, Sheen, Professor at Catholic University of America, speaker; Medievalists Choir, direction of Father Finn. WEAF WSAI WSM wyg wtam wmaq wave wwij</li> <li>—''Zetos Hour of Charm:'' Phil Spitalny's All-Girl Orchestra. WABC WKRC WHAS wbbm cklw kmox whk wfbm wsmk wowo wir</li> </ul>	<ul> <li>WABC WKRC WHAS whk cklw wfbm wbbm kmox wowo wsmk wjr</li> <li>7.45-Sunset Dreams - Ranch Boys and the Morin Sisters, trios. WEAF WLW wgy wmaq wwj wtam wire whio</li> <li>\$:00-Major Bowet' Original Amateur Howr. WEAF WLW W5M wgy wtam wmaq wave wwj</li> <li>The World Dances: Lud Gluskin and his Orchestra. WABC WKRC WHAS whk cklw wfbm wbbm kmox wir</li> <li>The Melody Lingers On: Leo Spitalny and his Orchestra; Robert Weede, baritone; Fred Hufsmith, tenor; The Norsemen Quartet; Girls' Vocal Trio. WJZ WCKY KDKA WLS wgar wire</li> <li>All Star Show: Headed by aKte Smith. WABC WKRC WHAS whk cklw wfbm kmox wjr</li> <li>9:00-Manhattan Merry-Go-Reund, featuring famous acts of the American Theatre; Blues singer; orchestra, direction Andy Sannella; Men About Town Trio. WEAF WÇKY WSM wtam wmaq wgy wwj whio</li> <li>Real Silk Program: "Life is a Song;" Countess Olga Albani, soprano; Charles Previn's Orchestra, the Singing Knights, male octet. WJZ WLW KDKA WLS were wgar</li> <li>The Ford Sunday Evening Hour, with Efrem Zimbalist, violinist, guest star; Victor Kolar, conductor, WABC WKRC WHAS</li> </ul>	WJZ WSM wgar wave wire —Phil Levant's Orchestra. WEAF WCKY WLS wg wtam wwi wmaq —Press Radio News. WABC II:10—Press Radio News. WJZ II:05—WBBM Contest Winners: WABC WKRC whk wir wowo II:15—Shandor, violinist. WJZ WSAI wgar wave wire —The Jergens Program, with Walter Winchell. (NBC) WSM wave II:30—EI Chico: Spanish Revue. WJZ WSAI wgar wave wire —Woodbury's Presents Paul Whiteman's Ma- sical Varieties. (NBC) WSM wave —Press-Radio News. WEAF —Isham Jones and his Orchestra. WABC WKRC whk wbbm wsmk II:35—Art Jarrett's Morrison Hotel Orches- tra. WEAF WCKY wgy wtam wmaq wwi MIDNIGHT—Ray Pearl's Trianon Ballroom Or- chestra. WEAF WCKY wgy wtam wmaq wi —Fietcher Henderson's Orchestra. WJZ KDKA (WSM on 12:15) wgar wire —Frenk Dailey and his Orchestra. WABC WKRC wfbm wsmk —George Olsen's Orchestra. (CBS) wbbm 12:30—Sammy Kaye and his Gabin Club Or- chestra. WEAF WCKY wgy wtam wave wire —Tom Coakley's St. Francis Hotel Orchestra. WJZ KDKA WSM wgar wire MJZ KDKA WSM wgar wire MJZ KDKA WSM wgar wire MIDNIGHT-Ray Pearl's Trianon Ballroom Or- chestra. WEAF WCKY wgy wtam wave wire —Frenk Dailey and his Orchestra. WABC WKRC wfbm wsmk —George Olsen's Orchestra. (CBS) wbbm 12:30—Sammy Kaye and his Gabin Club Or- chestra. WEAF WCKY wgy wtam wave wire —Tom Coakley's St. Francis Hotel Orchestra. WJZ KDKA WSM wgar wire
the shit was added used and			tor Kolar, conductor. WABC WKRC WHAS	

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

## **PROGRAMS FOR MONDAY, MARCH 16**

#### (EASTERN STANDARD TIME)

	1		(EAS	TERN	STANDARD TIME)					(CENTRAL STAN	UAKU 11ME7
	WCKY Cincinnati (1490 lac.)	WLW Cincinnati (700 kc.)	WKRC Cincinnati (550 kc.)		WSAI Cincinnati (1330 kc.)	WCPO Cincinnati (1200 kc.)	KDKA Pittsburgh, Pa. (960 kc.)	WLS-WENR Chicago, Iil. (870 kc.)		WSM Nashville, Tenn. (650/cc.)	WHAS Louisville, Ky. (620 kc.)
6:30 6:45 7:00 7:15 7:30 7:45	Morning Round Up Musical Clock	Top of the Morning- McCormick Fiddlers Prayer Period Morning Devotions Rise and Shine News Flashes	Jerry Foy's Orchestre News: This and That Breakfast Express— Purity Bakeries	6:30 6:45 7:00 7:15 7:30 7:45	Good Morning "" Setting Up Exercises. Birthday Greetings	Arkansas Fiddlers Sunrise Worship- God's Bible School Breakfast Time Table.	Musical Clock	Farm Bulletin Board. Smile a While WLS News Report The Oshkosh Boys Otto's Tunetwisters Indian Legends	5:30 5:45 6:00 6:15 6:30 6:45	King Cole and Mr. Hodge Podge	Asbury College Devotions
8:00 8:15 8:30 8:45	Spareribs N Morning Melodies N Cheerio N	Chandler Chats Gray's Cowboys Cheerio N	Federation of Churches The Upstarts	8:00 8:15 8:30 8:45	Morning Devotions N Round House Boys Church Forum Say It With Music	Today's Headlines Deep South Heinz's Orchestra	Morning Devotions N., News: Musical Clock	Jolly Joe's Pals Lulu Belle and Scotty WLS News Report Morning Devotions	7:00 7:15 7:30 7:45 8:00	Morning Devotions Morning Melodies N. Cheerio N	Slim and Jack Log Cabin Days Jackson Family Breakfast Business
9:00 9:15 9:30 9.45	Wifesaver N Streamliners N	Mail Bag Way Down East Back Stage Wife M	Metropolitan Parade C Woman's Place C Belle and Martha	9:00 9:15 9:30 9:45	Breakfast Club N	Gypsy Rhapsody God's Bible School Glimpses of Grand Opera	Breakfast Club N	Prairie Ramblers and Patsy Pa and Ma Smithers Morning Minstrels	8:15 8:30 8:45 9:00	ðreakfast Club N ** ** ** ** News: V. DeLeath N	Bob and Rennie C Metropolitan Parade C "" Montana Slim C csephine Gibson C
10:00 10:15 10:30 10:45	Happy Jack N Edward McHugh N Today's Children N ''David Harum'' N NBC Light Opera N.	How to be Charming N Home Sweet Home N Divano Trio M LivestockNews Louise Raymond			News Flashes Gospel Singer N Household Hints " Hour of Memories—	Dct Club News Coleman's Orchestra . Clarence Berger Today's Headlines .	News: Music N Edward MacHugh N Today's Children N David Harum N U. S. Navy Band Hour	Martha Crane and Helen Joyce Today's Children N David Harum, skit N. The Hilltoppers	9:15 9:30 9:45 10:00	Edward McHugh N Sweethearts of Air N Cooking School N	Bill and Ginger C Poetic Strings C Monticello Party Line. Harmonies Contrast C
11:15 11:30 11:45	••••	Lamplighter M Singing Neighbor Broadway Cindereila M	Helen Trent C Just Plain Bill C Rich Man's Darling C	11:35 11:30 11:45	U. S. Navy Band N	Little Theatre of Music Homespun Philosopher Garfield's Orchestra	of Memories N	Roundup-Orchestra WLS News Report Cornhuskers, Ch're Boy Old Kitchen eKttle	10:15 10:30 10:45 11:00	S. Navy Band N	Sisters Three Dolly Dean How to be Charming. Voice of Experience C
12:00 12:15 12:30 12:45	WCKY News Honeyboy-Sassafras N. Merry Madcaps—Dir. Norman Cloutier N. Banjoleers N.	Barnes and Larson N Tom, Dick & Harry M National Farm and Home Hour N	Voice of Experience C Musical Reveries C Mary Marlin C Five Star Jones C Sue and Jack	12:00 12:15 12:30 12:45	Wendall Half N Day Dreams Please Sing Phil Harris' Orch	Press Radio Bible 20th Century Serenade Man in the Street Luncheon Music Luncheon Music	News Mid Day Medley Farm and Home Hour N	Vir. Lee and Sunbeam Weathers and News. Dinnerbeil Program	11:15 11:30 11:45 12:00	Radio Kitchen National Farm and Home Hour N	Musical Reviews Mary Mariin C Five Star Jones C College of Agriculture
1:15 1:30 1:45	Schneider's Cowb's N Dress Parade N	The Warry Clinic M Singing Spirituals	News: Melod. Meas. Matinee Memories C. Fred Skinner, songs C Between Bookends C.	1:15 1:30 1:45 2:00	Kay Kayser's Orch. M Treadwells on Tour G. Hessberger's Or. N	Conservatory of Music	Grab Bag Dot and Will N Bayarian Orchestra N	Livestock Market Homemakers' Program	1:00	Banner Newshawk Dept. of Agriculture American Education	Livestock-Weather Shopping Guide University of Kentucky
2:15 2:30 2:45	Forum N Melodies N	Civil Government Contemporary Writers	Happy Hollow C American School of the Air C	2:15 2:30 2:45 3:00	Music Guild N	Jones' Orchestra Mrs. West Stepping Along Today's Winners		News: Grain Market	1:15 1:30 1:45 2:00	Forum N Robison's Buckaroos Ma Perkins N Campbell Royalists N.	American School of the Air C
3:15 3:30 3:45 4:00	Wise Man N Beatrice Mack N King's Jesters N Woman's Redio	Ma Perkins N Vic and Sade N The O'Neill's N Betty and Bob	Matinee C Songs of Russia C Bus. Women's Wk. C	3:15 3:30 3:45 4:00	Women in the News. Darktown Meetin' Divano Trio Women's Radio		Back Stage Wife Charm	Ma Perkins N Bike Races King's Jesters N Betty and Bob N	2:15 2:30 2:45 1:00	The Wise Man N Beatrice Mack N The O'Neills N Woman's Radio	Hoosler Hop C Business Women C
4:15 4:30 4:45 5:00	Review N Afternoon Concert Dick Tracy Al Pearce and his	Life Mary Sothers M. Forever Young N News: Financial Notes Toy Band M	Mellow Moments C Eddie Schoelwer Contract Bridge Jack Shannon C	4.15 4:30 4:45 5:00	Review N Ed. Fitzgerald M Ross Graham N	Cocktail Hour	Gene Arnold N Let's Talk It Over Mrs. H. Hoover N KDKA Kiddies Klub	Madame de Sylvare Let's Talk it Over Mrs. H. Hoover N. Ross Graham N	3:15 3:30 3:45 4:00	Review N Let's Talk it Over- Mrs. H. Hoover N Ross Grahem, bari. N	Mellow Moments C Weekday Devotions Variety Hour C University of Louisville
5:15 5:30 5:45 6:00	Gang N Buddy and Ginger James Wilkinson N	Jack Armstrong N. Singing Lady N Orphan Annie N.	News: Rhythm Revue. Annie Wallingford The Goldbergs C Buck Rogers C	5:15 5:30 5:45 6:00	Jr. Radio Journal N. Ralston Program Louise Raymond	Forum Speaker Smilin' Dan	Plough Boys Singing Lady N Little Orphan Annie N	Flying Time N			
4:15 6:30 6:45 7:00	Our Listener C. & O. Cocktail WCKY News Strange As It Seems.	Jimmy Mattern Old Fashioned Girl Lowell Thomas N	Dick Bray—Sports Chat Safety Dept. Program Eddie House C Myrt and Marge C	6:15 6:30 6:45 7:00	Col. J. Carroll Cone. News Knot Hole Club Phil Harris' Orch	Golden Opportunities. Merchants' Bulletins Miami Aces One-Night Bandstand.	Flowers and Gardens Dinner Music Lowell Thomas N Pittsburgh Forum	Irma Glen, organ What's the News? F. Henderson's Orch. Lois Ravel N	5:15 5:30 5:45 6:00 6:15	Robison's Buckeroos . Little Orphan Annie N Lois Ravel N	Dick Tracy Out o' the Dusk Asher and Little Jimmy Harry Currie's Orchestra
	Capt. Tim's Adven. N Edwin C. Hill N Chevrolet Musical Fibber McGee and	"Lilac Time" M. Lum and Abner N House of a Thousand Eyes	Husing & Charloteers C Singin' Sam C Boake Carter C Stardust	7:15 7:30 7:45 8:00	Uncle Ezra N. "European Chessb'rd". Aff. Arnold Douglas. Hammerstein's Music Hall N	Remsen's Orchestra Unusual Lawsuits	Capt, Tim's Adv. N Ambassador Quartet Dan and Sylvia Fibber McGee and Molly N	Capt. Tim's Advan. N Lum and Abner N. Springtime Jubilee Fibber McGee and Molly N.		Musical Moments Diary of J. Mattern	
8:15 8:30 8:45 9:00	Molly N Evening in Parts, with Morton Downey N. A. & P. Gypsies N	Crusaders M Voice of Firestone- Nelson Eddy N	We Are Seven C Pick and Pat-Pipe Smoking Time C Lux Radio Theatre:	8:15 8:30 8:45 9:00	Jazz Nocturne M	Wallenstein's Orch. Jimmy Ward & Orch. Margaret Rasbach	Evening in Paris- Morton Downey N. Sinclair Minstreis N	Evening in Paris with Morton Downey N. Sinclair Minstrels-	7:30 7:45 8:00	Voice of Firestone- Nelson Eddy N Sincleir Minstrels N.	Pick and Pat—Pipe Smoking Time C Lux Radio Theatre— Miriam Hopkins in
9:15 9:30 9:45 10:00	A Tale of Today N.	Minstreis N Swift's Studio Party N Trials by Jury M	Miriam Hopkins in "The Last of Mrs, Cheyney" C Wayne King's	9:15 9:30 9:45 10:00	News Flashes	Dance Favue Forrest Bradford's Or. Cafe Continentale To be announced	A Tale of Today N Harry Nagel's	Harry Kogen's Or. N A Tale of Today N Harry Nagle's	8:15 8:30 8:45 9:00	Swift's Studio Party N Carnation Program N.	"The Last of Mrs. Cheney" C Wayne King's Orch- Lady Esther C
10:15 10:30 10:45 11:00	Hour N National Radio Forum N Enoch Light's	Grand Opera	Orchestra C March of Time C Public Opinion C News: Jack Denny's	10:15 10:30 10:45 11:00	Orchestra N Cesare Soders M Tom. Tompkins' Orch.	Glenn Rendevous- Orchestra Moods Sign Off	Orchestra N Behind the Law Russ Morgan's Orc. N News: National Youth	Orchestra N Globe Trotter Bike Races Henry Busse's	9:15 9:30 9:45 10:00	Francis Craig's Orchestra Amos 'n' Andy N	March of Time C Musical Moments Myrt and Marge C Louisville Dance Time.
11:15 11:30 11:45 12:00	Orchestra N Magnolia Blossoms N Phil Levant's	Jack Hylton's Orc. M Hal Kemp's	Orchestra C Vincent Loper Orch. C Harry Sosnick's	11:15 11:30 11:45 12:00	Ink Spots N Rainbow Room Orchestra N Sign Off		Music: Road Informa. Radio Night Club Fight Review	Orchestra Senny Goodman's Orchestra Phil Levant's	10:15 10:30 10:45	Magnolia Blossoms N Shandor N	Vincent Lopez's Orchestra C Buddy Fisher's
12:15 12:30 12.45	Orchestra N Don Bestor's Mt. Royal Orchestra N.	Orchestra M Moon River	Orchestra C Hawaii Calls C	12:15 12:30 12:45			Hotel St. Regis Or. N Phil Ohman's Orchestra N	Carl Schreiber's	11:15 11:30 11:45	Trocadero Orchestra N	Dream Serenade

# NETWORK PROGRAMS (NBC-CBS)

-The King's Guard, male quartet. WJZ only

6:00—Flying Time: Adventures in Aviation. 6:20—Connie Gates, contraito. WEAF WSM WEAF WCKY WLS wgg wtam wmaq wwj wgy wtam wmaq wwj

-Esso News Reporter. WUZ only -''Buck Rogers in the 25th Century.'' WABC WKRC WHAS wbbm whk wir kmox

6:05—U. S. Army Band, Captain Thomas F. Darcy, conductor, WJZ wgar wire wave

6:15—Esso Naws Reporter, WEAF only —Bobby Benson and Sunny Jim. WABC -''Sunbrite Junior Nusse Corps.'' (CBS) wbbm kmox whk wir

TODAY'S HIGHLIGHTS

6:45—Little Orphan Annie: Childhood playlet. (NBC) WSM wave N NRC Linht 11..... 0-----

monies; Lucy Laughlin, soprano; Lezy Dan, comedian. WEAF WSAI wgy wtam wmaq wwj whio

Fibber McGee and Molly: Comedy sketch, with Marion and Jim Jordan; Ulderico Mar-celli's Orchestra. WJZ WCKY KDKA WSM WENR wgar wave

6:25—Stage Relief Program, WJZ only 6:28—Summary of NBC programs, WEAF -Esso Marketers Present-Lombardo Road. WABC wwwa -Eleana Moneak and her Ensemble. (CBS) kmox wfbm wsmk

---''Hormel Chili Beaners:'' Juan Haidrigo and his Amricanos Marimba Band. (CBS) wbbm

6:29—Summary of NBC program only 6:30—Press Radio News. WEAF WJZ --Press Radio News. WABC --Jack Armstrong, All-American Boy. (C85) wbbm kmox 6:35—Judge Gustave Hartman, President of Israel Orphan Asylum, address. WEAF wgy wtam wmaq wwj --''Vanished Voices:'' Musical and dramatic WABC 8:15-We Are Seven. (CBS) WKRC WHAS kmox wfbm

8:30-The Voice of Firestone: Nelson Eddy, baritone; Margaret Speaks, soprano, with Mixed Chorus; William Daly's Symphonic String Orchestra. WEAF WLW WSM wgy vtam wmaq wave wire wwj whio

-Pick and Pat, in Pipe Smoking Time, Dra-

-Harry Nagle's Orchestra. WJZ WSAI KDKA

WLS wgar wire 10:30—March of Time: Dramatizations. WABC WKRC WHAS wfbm whk wbbm wsmk cklw imox wir --Russ Morgan and his Hotel Biltmore Or-chestra, WJZ (KDKA on 10:45) wgar bladical Badia Enrum: Guest snaker. -National Radio Forum: Guest speaker. WEAF WCKY wgy wtam wmaq wwj

10:45-Public Opinion: Congressman August H. Andresen, Republican, of Red Wing, Minn. WABC WKRC wfbm wsmk

11:00—Esso News Reporter. WJZ only --Pepsodent Program: Amos 'a' Andy. (NBC)

WSM wmaq —Jack Denny and his Orchestra from the French Casino. WABC WKRC wsmk wowo cklw wfbm

-Enoch Light's Hotel McAlpin Orchestra. WEAF WCKY wgy wtam wmaq wwi

---Myrt and Marge. (CBS) WHAS wbbm wfbm kmox

WLW Announcer

10

2

1

Å,

1

ż



(CENTRAL STANDARD TIME)

11a.m.—NBC Light Opera N —WCKY	-Lowell Thomas. WJZ WLW KDKA wgar -Eddie House. (CBS) WKRC wfbm wsmk wwva wfbm	Dill's Best Yellow Jackets, WABC WKRC	wfbm kmox 11:05- Henry Lishon's Royale Frolics Orches- tra. WJZ wgar wave wire	
-Hour of Memories-U. S.		WHAS while cklw wbbm wowo wfbm kmox	11:15—Ink Spots: Novelty Negro Quartet.	
Navy Band N — WSAI KDKA WSM	only —Twilight Musicale. (CBS) wfbm 7:00—The Pepsodent Program: Amos n° Andy.	WIT —Evening in Paris: Morton Downey, tenor; Pickens Sisters, vocal trio; and Mark War- now's Orchestra. WJZ WCKY WLS KDKA	WJZ WSAI WSM —Jack Denny and his Orchestra (from French Casino, N. Y.). WABC WKRC whk wfbm	
8:00 p.m. — Hammerstein's Music Hall N—WSAI	WEAF WLW wgy wwj wtam wmaq —Lois Ravel, songs; Crchestra, direction Jerry Sears, WJZ WSM WENR wgar wave	wgar wire 9:00—A. & P. Gyosias: Harry Horlick direc-	wir wsmk —George Olsen and his Orchestra. (CBS) wbbm 11:30—Vincent Lopes and his Orchestra.	TOM SLATER
Fibber McGee and Molly N—WCKY KDKA WSM WLS	''Myrt and Marge:' Dramatic Series. WABC WKRC whk cklw wbbm wir wwva 7:15—Ted Husing and the Charioteers. WABC WKRC whk cklw wbbm wfbm wowo wir	tenor. WEAF WCKY wmaq wgy wtam wwi whio wire —Sinclair Greater Minstrels: Minstrel Show, with Gus Yan, interlocutor; Joe Parsons,	WABC WKRC WHAS whk wfbm wsmk wir Bernie Cummins and his Orchestra. (CBS) wbbm Esso News Reporter. WEAF only.	The candid cameraman re- cently caught Tom Slater as he
8:30 p.m.—Voice of Firestone N—WLW WSM —Morton Downey in Eve- ning in Paris N—WCKY KDKA WENR	Nora Cunneen and others. WEAF WSAF wgy wtam wmag while wire Captain Tim's Adventure Stories. WJZ	bass: Billy White, tenor; male quartet; Bill Childs, Fritz Clark and Clifford Sou- bier, end men; Malcolm Claire, comedian; band direction Harry Kogen. WJZ WLW WENR WSM KDKA wgar —Lux Radio Theatre: Mirlam Hopkins in "The Last of Mrs. Cheyney." WABC WKRC WHAS cklw whk wfbm kmox wowo wfbm	-Glen Gray's Casa Loma Orchestra from Rockefeller Center Rainbow Room, WJZ WSAI wgar wave wire 11:35-Magnolia Blossoms: Fisk Jubilee Choir, WEAF WCKY WSM wgy wtam wmaq wwj MIDNIGHT-Harry Sosnik's Orchestra, WABC	was announcing Uncle Dan Car- son's "Pleasant Valley" program over WLW and the Mutual Broadcasting System (7:45 p. m., Thursdays). A brother of Bill Slater, NBC sportscaster, Tom
9:00 p. m.—Lux Radio Theatre C—WKRC WHAS	WCKY KDKA WENR wger 7:30—Edwin C. Hill, in the "Heman Side of the News." WEAF WCKY wgy wtam wmaq whio wire	9:30—The Swift Program: Sigmund Romberg, Deems Taylor, commentator; Helen Marsh-	WKRC whk cklw wfbm kmox wjr wsmk Shandor, Violinst. WJZ WSM Phil Levant's Hotel Bismarck Orchestra.	also announces "The Life of Mary Sothern", "Smoke
9:30 p.m.—Swift's Studio Party N.—WLW WSM —A Tale of Today N —WCKY KDKA WLS	''Singin' Sam," Songa. WABC WKRC WHAS wfbm chlw whk wbbm kmox wjr -Horlick's Program with Lum and Abner- comedy sketch. WJZ WLW WENR wgar 7:45-Boake Carter. WABC WKRC WHAS	all, soprano; Morton Bowe, tenor; George Britton, baritone; chorus and Concert Or- chestra. WEAF WLW WSM wgy wtam wmaq wave wire wwj whio —''A Tale of Today:'' Dramatic serial with	WEAF WCKY wgy wtam wwj 12:08—Hotel St. Regis Maison Russe Program: Orchestra direction Cornelius Gordolban; Russian singers, Nadia Cortes, mezzo-so- prano; Georges Doubroosky-Orda, bass- baritone; Boris Belostozky, tenor; Jacques	Dreams" and "The Crosley Fol- lies", all WLW programs which go to the Mutual network, in addition to the "True Story
10:00 p. m.—Trials by Jury M—WLW * 10:30 p m.—Grand Opera —	well, editor-in-chief of United States Office	King's Örchestra. WABC WKRC WHAS	Nazarenko, beritone. WJZ KDKA WSM wgar wave wire 12:30—Don Bestor's Mt. Royal Hotel Orches- tra. WEAF WCKY wgy wtam wmag wwj	Court of Human Relations", "Los Amigos" and "Salute to the Cities".
WLW 11:00 p. m.—W L W News Room—WLW	-The Dream Singer, with Al and Lee Reiser.	wbbm whk ckiw wowo kmox wfbm wjr Contented ProgramThe Lullaby Lady, Male Quartet, Orchestra, direction Morgan L. Eastman; Vincent Pelletier, announcer. WEAF WCKY WSM wmaq wgy wtam wwj	-Phil Ohman's Trocadero Orchestra, WJZ KDKA WSM wgar wave wire	Subscribe to Radio Dial, 6 Months, \$1.00

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

## **PROGRAMS FOR TUESDAY, MARCH 17**

			(EAS	TERN	STANDARD TIME)					(CENTRAL STAN	DARD TIME)
	WCKY Cincinnati (1490 isc.)	WLW Cincinnati (700 kc.)	WKRC Cincinnati (550 kc.)		WSAI Cincinnati (1330 kc.)	WCPO Cincinnati (1200 kc.)	KDKA Pittsburgh, Pa. (980 kc.)	WLS-WENR Chicago, Ill. (870 kc.)		WSM Nashville, Tenn. (650 kc.)	WHAS Louisville, Ky. (820 kc.)
6:30 6:45		Top o' the Morning		6:30 6:45				Farm Bulletin Board Smile a While	5:30 5:45		
7:00	Morning Round Up	Prayer Period	Jerry Foy's Orchestra	7:00	Good Morning	Arkansas Fiddlers	Musical Clock	News-J. Bentley	6:00		
7:15	Musical Clock	Morning Devotions Rise and Shine	News Breakfast Express-	7:15	Setting Up Exercises	Sunrise Worship- God's Bible School	· · · · · · · · · · · · · · · · · · ·	The Oshkosh Boys Jr. Broadcasters' Club			Asbury College
7:45	Spareribs N	News Flashes Chandler Chats	Purity Bakerles	7:45	Birthday Greetings Morning Devotions	Breakfast Timetable	Morning Devotions N.	Tony Wons-Emerson. Jolly Joe's Pals	6:45	Hodge Podge Morning Devotion	Slim and Jack
8:15 8:30	Morning Melodies N.	Gray's Cowboys Cheerio N	Federation of Churches	8:15 8:30	Round House Boys Church Forum	Today's Headlines Yorke's Orchestra	News: Musical Clock	Lulu Belle and Scotty News Report	7:15	Morning Melodies N. Cheerio N	Log Cabin Boys
8:45		H H	The Upstarts	8:45	Say It With Music	Gilda Nielson		Morning Devotions	7:45		Breakfast Business
9:00 9:15	Newlyweds"	Hymns of All Churches Souvenirs of Songs	Variety Program C.	9:00 9:15	Breakfast Club; Vocal Trio; Don McNeill,	God's Bible School	Breakfast Club N	Prairie Ramblers- Patsy Montana	8:00 8:15	Breakfast Club N	Bugle Call Revue- Variety Program C
9:30 9:45	0 0	Way Down East Back Stage Wife M	Woman's Place C Belle and Martha	9:30 9:45	m. c., N	Morning Serenade Public Library Prog	Household Hints Style and Shopping	Pa and Ma Smithers. Morning Minstrels	8:30 8:45		Rambles in Rhythm C
10:00	News: Happy Jack	Betty Crocker Home Sweet Home N	The Oleanders C Woman's Hour	10:00	News Flashes	Mary Jean Miller Dot Club News	News: V. de Leath N. Edward MacHugh N.	Martha Crane and Helen Joyce	9:00		The Oleanders C The Romany Trail C
10:15	Today's Children	The Virginians M	Romany Trail C	10:30	Household Hints	Modern Ensemble St. Bartholomew Choir	Today's Children N	Today's Children N David Harum, skit N	9:30 9:45	Sweethearts of Air N.	Aunt Betsy Monticello Party Line
10:45	"David Harum" N Jerry Brannon N	Painted Dreams M	Hymn Time	11:00	Shut-In Hour-U. S.	Today's Headilnes	Shut-in Hour-U. S.	Burr, Vickland, Emer'n		Shut-In-Hour, U. S.	Mary Lee Taylor C
11:15	Your Child N	Lamp Lighter M Singing Neighbor	Helen Trent C Just Plain Bili C	11:15	Marine Band N	Bob Osborne Homespun Philosopher		Otto's Tunetwisters WLS News Report	10:15	Marine Band N	Strange As It Seems Bob Brooks
11:45	Piano Recital N	Broadway Cinderella M			44 84	Norman Cordon		H. Griffth-R. Emerson		48 48	University of Louisv'e Voice of Experience C
12:00	WCKY News Honeyboy-Sassafras N	True to Life.	Voice of Experience C Jane Grey	12:00	Tea Dance	Little Theatre of Music College of Music	Mid-Day Medley		11:15	Honey Boy-Sassafras N	Rhythm Business
12:30		National Farm and Home Hour N	Mary Marlín C Five Star Jones C	12:30	Day Dreams Please Sing	Man in the Street		Markets and Weather. Dinnerbell Program	11:30	National Farm and Home Hour N	Mary Marlin C Five Sfar Jones C
1:00	Sammy Kaye's		Sue and Jack News: Pop. Varieties	1:00 1:15	Phil Harris' Orchestra	Press Radio Bible Harp Strings of Ireland		<u>и и</u> и и	12:00		College of Agriculture Log Cabin Boys
1:30	Larry Cotton N	Mary Alcott, singr Carson Robeson	Kentucky D. A. R. Concert Miniatures C	i:30 1:45	Castles of Romance N Grab Bag-Musical	Federal Housing Prog.	Grab Bag Rochester Civic	Livestock Markets Homemakers' Hour	12:30		LivestockWeather Shopping Guide
1:45	14 11	Learn To Sing	Between Bookends C	2:00	Words and Music N.	Helen Haynes	Orchestra N	н н	1:00	Farm Scrap Book	University of
2:15 2:30		Men Who Made History	Happy Hollow C	2:15 2:30	Baseball Game-Reds	Fashion Flashes	League Women Voters KDKA Home Forum	ь <b>н</b> установ	1:15	Rhythm Octette	Kentucky American School of
2:45	Variety Program N	Health	of Air C	2:45	vs. Braves at	Dr A. R. Program	· · · ·	News: Grain Market	1:45		Margaret McCrae C.
3:00	Nellie Revelle N Continental	Molly of the Movies M Ma Perkins N	News: Mar. McCrae C Science Serv. Series C		Miami, Fla.	Today's Winners	Congress of Clubs	Pratt and McNeill Ma Perkins N	2:00 2:15		Science Service C
3:30		Vic and Sade N The O'Neills N	Library of Congress Musicale C	3:30 3:45		40 - 40	Back Stage Wife A Happy Home	Bike Races	2:30 2:45	ties N The O'Neills N	Eliz. Sprague Cool- idge Foundation C
4:00		Betty and Bob Life Mary Sothern M.	······································	4:00 4:15	· · · ·	11 10 10 11	Betty and Bob N Gene Arnold N	Betty and Bob N Gene Arnold N	3:00 3:15	Woman's Radio Review N	Weekday Devotions Brooks and Pierson
4:30	Ivy Scott N	Forever Young N	Eddie Schoelwer C Vivian della Chiesa C	4:30	11 · · · · · · · · · · · · · · · · · ·	Moods Final Headlines	Dynamos of Rhythm . To be announced	Continental Variet's N The New Yorkers N	3:30 3:45	Ivy Scott N	Vivian Della Chiesa and Orchestra C.
4:45	Meeting House N	News: Financial Nofes. Toy Ba.d. M	Treasure Trove C	5.00		Range Ramblers	KDKA Kiddies Klub	Meetin' House N	4:00	American Medical	Kentucky State
5:15		Jack Armstrong N Singing Lady N	News: Tune Time Harmony Highways	5:15 5:30	Angelus		Singing Gentleman N			Association N Financial News	Teachers College Herbert Koch, organ
5:45		Little Orphan Annie N		5:45	Irish Black Birds N	,	Little Orphan Annie N		4:45	The Dansante N	The Goldbergs C
6:00		Jimmy Mattern	Treasure Chest Dick Bray; News	6:00 6:15	Animal Close-Ups N	Dinner Music	Those O'Mafleys	Flying Time N Spareribs—stories	5:15	Midweek Hymn Sing N	Dick Tracy
6:30		Harry Richman's Orc. Lowell Thomas N	Musical Moments Stardust	6:30 6:45	News Knot Hole Club	Merchants' Bulletins . Pop Concert	Dinner Music	What's the News? To be announced		Little Orphan Annie N	Out o' the Dusk Asher and Little Jimm
7:00	Easy Aces N	Amos 'n' Andy N We Bring Loveliness	Myrt and Marge C. Honor the Law	7:00		Cham. Com. Prog	Easy Aces N	Easy Aces N		The Two Girls Musical Moments	Harry Currie's Orch E. Monak Ensemble C
7:15	Yeast Program	Lum and Abner N	Kate Smith C	7:30	Billy Shaw's Orch Aif, of Arnold Douglas	Harry Hartmann	Pittsburgh Varieties	Lum and Abner N Soloist	5:30 6:45	Those O'Malleys	Kate Smith C
7:45		Eno Crime Clues-	Lavender and Old	8:00	Cincinnati Forum	Party	Eno Crime Clues N	Eno Crime Clues N	7:00	Leo Reisman and Phil	Lavender and Old
8:1			Lace C Lawrence Tibbett with	8:15	Committee	Cassanova & his Violin Jimmy Ward & Orch	Edgar Guest in Wel-	Edgar Guest In	7:15	Wayne King's Orch	Packard Presents Law
8:4		Welcome Valley N	Don Voorhees' Or. C	B:45	н н	Cincinnati Forum at	come Valley N	Welcome Valley N	7:45		rence Tibbett C
9:00			Loma Orchestra C	9:00 9:15		Woodward High School	Ben Bernle's Orchestra N	Ben Bernie's Orch. N	3:00	the Lads N	Camel Caravan—Casa Loma Orchestra C.
9.3	Helen Hayes in "The	The Texaco Fire Chie Program N	f Fred Waring's Pennsylvanians C	9:30 9:45		Bradford's Orch To be announced	Helen Hayes In "The New Penny" N	Helen Hayes in "The New Penny" N	8:30 8:45	The Texaco Fire Chief Program N	Fennsylvanians C
10:0	0 Eddie Dowling's Elgi	n The Crosley Follies h		10:00	Friendly Sons of	0 0	Tune Detective Pittsburgh Town	Friendly Sons of St. Patrick Dinner N	9:00		"Mary Pickford Visits New York" C
10:1	Jimmy Fidler N	Kenrad Unsolved	March of Time C	10:30		· · · · · · · · · · · · · · · · · · ·	Meeting		9:30 9:45	Jimmy Fidler N	March of Time C Musical Moments
10:4		Tex O'Reilly M	News: Ozzie Nelson's	10:45		The Dream Weaver Sign Off	News: Sports	The Globe Trotter	10:00	Amos 'n' Andy N	Myrt and Marge C
11:19	Ruby Newman's Or. N		Don Redman's	11:15	Eiza Shallert N Art Jarrett's Orch. N		Music: Road Info American Legion	Phil Levant's Orch American Legion	10:15	American Legion	Louisville Dance Time. Buddy Fisher's
11:4	5 Jesse Crawford N	Will Osborne's Orc. N	A Orchestra C	11:45			Birthday Party N	Birthday Party N	10:45	· · · · · · · · · · · · · · · · · · ·	Orchestra Harry Diekman's
12:0	5 Orchestra N	Kay Kyser's Orchestra M		12:00		••••••••••		0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	11:15		Orchestra
12:3		Moon River	Jim Fettis' Or- chestra C	12:30			Shep Field's Orchestra N	Shep Field's Orchestra N		Orchestra N	

# NETWORK PROGRAMS (NBC-CBS)

6:00—Flying. Time—Adventures in Aviation. WEAF-WCKY WLS wgy wtam wmaq wwi —Esso News Reporter. WJZ only -Benny Venuta, songs. WABC whit wir wsmit

-

.

「明知のの

6:05-The Southernaires: Negro male quartet. WJZ wgar wire wave

6:10—Esso News Reporter. WEAF only 6:15—Mid-Week Hymn Sing: Kathryn Palmer, soprano; Joyce Allmand, contralto; John

TODAY'S HIGHLIGHTS

3:00 p. m.—Nellie Revelle N-WCKY WSM

Jamison, tenor; Arthur Billings Hunt, baritone and director; Lowell Patton, organist. WEAF WCKY WSM wgy wtam wmaq wwj 

n. WABC whk wbbm kmox wir wwva 6:30-Press Radio News, WJZ WEAF

-Press Radio News. WABC -Jack Armstrong, All-American Boy. (CBS) wi m kmox

6:35—Lee Gordon's Hotel Statler Orchestra. WEAF wgy wtam wmaq wave wire wwj -Alexander Cores, Violinist. WABC wfbm wsmk wjr whk

-Walter Cassel, baritone. WJZ wgar wave wire

7:45-You and Your Government: The Constitution in the 20th Century: "Administrative Lawmaking," O. R. McGuire, Counsel to U. S. Comptroller General, Chairman, American Bar Association's Committee on Administrative Law; Dr. Thomas H. Reed, Chairman of the Committee on Civic Education by Radio, presiding. WEAF wgy wtam wmaq wave wire wwj

-Boake Carter: News Flashes. WABC WKRC WHAS cklw wbbm kmox whk wjr

-Mario Cozzi, baritone. WJZ wgar wire

which kmox wir

wave 8:00—Eno Crime Clues: An original Spencer Dean mystery drama, by Stewart Sterling. WJZ WLW KDKA WLS wgar

-Leo Reisman's Orchestra, with Phil Duey,

-Lavender and Old Lace, with Frank Munn, tenor; Fritzi Scheff and Lucy Monroe, so-pranos, and Gustav Haenschen's Orchestra. WABC WKRC WHAS cklw wfbn) wbbm

Jimmy Fidler and his Hollywood Gossip. WEAF WCKY WSM wgy wtam wmaq wwi

wwj wmag whio

-Morton Downey, tenor. WABC WKRC wfbm

12:30—Jesse Hawkins' Merry Gardens Orches-tra. WEAF WCKY wgy wtam wmaq

-Harry Sosnik's Orchestra. (CBS) wbbm --Shep Fields' Orchestra. WJZ KDKA WSM WLS wgar wave wire

-Jim Fettis and his Orchestra. WABC WKRC whk cklw wfbm kmox wjr

wey wmag who -Friendly Sons of St. Patrick Dinner: Alfred E. Smith, Sen. Joseph C. O'Mahoney of Wyoming, Cornelius Francis Kelley, Pres. Anaconda Copper Co. WJZ WSAI WLS wgar wire --''Mary Pickford Visits New York.'' WABC WKRC WHAS cklw whk

--Helen Hayes in "The New Penny," with an all-star cast and Mark Warnow's Orchestra. WJZ WCKY KDKA WLS wgar wave wire

10:00-Elgin Swing Time Revue: Eddie Dow-ling and Ray Dooley; Helen Ward, song-stress; Benny Goodman and his Orchestra. WEAF WCKY WSM wgy wtam wave

10:30—March of Time: Dramatizations. WABC WKRC WHAS wfbm whk wbbm wsmk cklw

kmox wjr

10:45—Address by Representative Lloyd Thurs-ton of Iowa. WEAF wgy wtam wave wwi



WCN7 WJM	wire	Sally Singer, Eton Boys: The Three Sweet-	-Morion Downey, rendi. WADO mikito within	
6:00 p.m.—The Johnson Fam- ily—WLW	6:45—Billy and Betty—dramatic sketch. WEAF only	hearts, girls' trio and Johnny. Phillips Lord, introducing guest speaker. WEAF WCKY WSM way wham wmag wave wire wwi	whk wbbm wsmk cklw kmox wir 11:00—Esso News Reporter. WJZ only —Pepsodent Program: Amos 'n' Andy. (NBC)	<b>TON</b>
8:00 p. m.—Lavender and Old Lace C—WKRC WHAS	''Renfrew of the Mounted.'' WABC wbbm wfbm kmox wsmk wwva Little Orphan Anniechildhood piaylet	8:30-Packard Presents: Lawrence Tibbett, baritone, with Don Voorhees and his Or-	WSM wtam wwi wmaq —Ozzie Nelson's Orchestra. WABC WKRC cklw whk wfbm kmox wir	-order no more! -that's how we've
8:30 p. m.—Lawrence Tibbett C.—WKRC WHAS	(NBC) WSM wave Lowell Thomas. WJZ WLW KDKA wgar 7:00—''Myrt and Marge,'' dramatic series.	chestra. WABC WKRC WHAS cklw kmox wfbm wbbm wowo whk wsmk wlr —Lady Esther Serenade: Wayne King and his	—"Myrt and Marge," dramatic series. {CBS} WHAS wbbm wfbm kmox —Ruby Newman's Rockefeller Center Rain-	bundreds that buKA's KOL-OID TREAT-
N-WCKY WSM	WABC WKRC wbbm wjr whk wwva	Orchestra. WEAF WCKY WSM wgy wtam wmaq wwj wave wire whio	bow Grill Orchestra. WEAF WCKY wgy wtam wmag	MENT absolutely elimi- nates dirt and dust- keeps your cellar and
9:00 p. m.—"Vox Pop" Voice of the People N—WCKY	Easy Aces: Comedy sketch featuring Jane and Goodman Ace. WJZ WCKY WLS KDKA wgar wave wire	<ul> <li>Edgar A. Guest in Welcome Valley; dra- matic sketch with Edgar A. Guest, Joseph Richardson Jones, Cliff Arquette, Bernar- dichardson, Jones, Cliff Arquette, Bernar-</li> </ul>	11:05—Henry Busse's Orchestra. WJZ wgar wave 11:15—Ruby Newman's Orchestra. WEAF	house CLEAN! No extra charge - it's
9:30 p.m.—Fred Waring's Pennsylvanians C—WKRC WHAS	-Amos 'n' Andy-Pepsodent Program. WEAF WLW wgy wwj wtam wmaq 7:15Krueger Musical Toast: Jerry Cooper,	dine Flynn, Betty Winkler and Sldney Ell- strom; Joseph Gellicchio's Orchestra. WJZ WLW KDKA WLS wgar 9:00—''Yox Pop—The Yoice of the People:''	WCKY WSM wgy wtam wmaq —George Olsen and his Orchestra. (CB5) wbbm	BUKA'S patented pro- ess!
-Heien Hayes N-WCKY KDKA WLS	Sally Singer and Ray Block's Orchestra. WABC "Popeye, the Sallor," Vic Irwin's Orchestra.	Sidewalk interviews conducted by Jerry Belcher and Parks Johnson, newspapermen. WEAF WCKY wgy wtam wwi wire wmaq		0800
—Texaco Firechief Program N—WLW WSM	WEAF WCKY wtam wmaq wgy wwj wire whio	wave whic —Camel Caravan, with Walter O'Keefe, Deane Janis and Glen Gray and the Casa	matization, Ray Murphy, Commander-in- Chief of the American Legion. WJZ KDKA WLS WSM wgar wave	ANON Prompt
10:00 p.m.—Friendly Sons of St. Patrick Dinner N—	—Dinner Concert: Richard Leibert, organist, with Dorothy Dreslin, soloist. WJZ wgar wire	Loma Orchestra; Ted Husing, sports an nouncer. WABC WKRC WHAS wbbm whk cklw wfbm kmox wowo wjr	-Esso News Reporter. WEAF only -Don Redman's Orchestra. WABC WKRC whk Glw wfbm kmox wir	Prompt Service
WSAI WLS Eddie Dowling's Elgin Re- vue NWCKY WSM	-Elena Moneak Ensemble. (CBS) WHAS kmox wfbm wsmk wwva 7:30-Horlick's Program with Lum and Abner,	-Ben Bernie and all the Lads: Pat Rooney and Sally Singer, guest artists. WJZ WLW KDKA WSM WLS wgar wire	chestra. WEAF WCKY \YSAI wgy wtam wmaq	BUKA'S
11:30 p.m.—American Legion Birthday Party N—KDKA		chestra. WEAF WLW WSM wgy wtam wwi	WCKY wgy wtam wmaq MIDNIGHT—Phil Levant's Hotel Bismarck	ROLOID
WLS WSM	-Kate Smith's Coffee Time, with Jack Mil-	wire wmag wave	Orchestra. WEAF WCKY WLS wgy wtam	DUSTLESS
12:30 a.m.— Moon River— WLW	ler's Orchestra and Ted Collins, announcer. WABC WKRC WHAS whit wbbm wfbm kmox wwya wir	-Fred Waring's Pennsylvanians. WABC WKRC WHAS cklw whk wbbm wfbm kmox wowo wjr		COAL

	Denotes	INDU
С	Denotes	(CBS
м	Denoter	

## **PROGRAMS FOR WEDNESDAY, MARCH 18**

#### (EASTERN STANDARD TIME)

(EASTERN STANDARD TIME)							(CENTRAL STANDARD TIME)				
_	<b>WCKY</b> Cincinnati (1490 kc.	Cincinnati (700 kc.)	WKRC Cincinnati (550 kc.)		WSAI Cincinnati (1330 kc.)	WCPO Cincinnati (1200 kc.)	KDKA Pittsburgh, Pa. (980 kc.)	WLS-WENR Chicago, Ill. (870 kc.)		<b>WSM</b> Nashville, Tenn. (650kc.)	WHAS Losisville, Ky. (820 kc.)
6:30 6:45		Top o' the Morning— McCormick Fiddlers		6:30 6:45				Farm Bulletin Board. Smile A While Time	5:30 5:45		
7:00 7:15 7:30 7:45	Morning Round Up Musical Clock	Prayer Period Morning Devotions Rise and Shine News Flashes	Jerry Foy	7:00 7:15 7:30 7:45	Good Morning """" Setting Up Exercises. Birthday Greetings	Arkansas Fiddlers Sunrise Worship- God's Bible School Breakfast Time Table	Musical Clock	WLS News Report The Oshkosh Boys Otto's Tunetwisters Indian Legends	6:00 6:15 6:30 6:45	King Cole and Mr. Hodge Podge	Asbury College Devotions
8:00 8:15 8:30 8:45	Spareribs N Morning Melodies N Cheerio N	Gray's Cowboys	Federation of Churches The Upstarts		Morning Devotions N. Round House Boys Church Forum Say It With Musi:	Today's Headlines Venuti's Orchestra Pan-American Band	Morning Devotions N. News: Musical Clock	Jolly Joe's Pals Lulu Belle and Scotty WLS News Report Morning Devotions	7:15	Morning Devotions Morning Melodies N. Cheerio N	Slim and Jack Log Cabin Boys Jackson Family Breakfast Business
9:00 9:15 9:30 9:45	Streamliners N	Way Down East	Columbia C Woman's Place C Belle and Martha	9:00 9:15 9:30 9:45	Breakfast Club; Vocal Trio; Don McNeill, m. c., N.	God's Bible School Morning Serenade		Prairie Ramblers and Patsy Pa and Ma Smithers. Morning Minstrels	8:00 8:15 8:30 8:45	Breakfast Club N	Bob and Rennie C Dear Columbia—Fan Mail C Mertana Slim C
10:00 10:15 10:30 10:45		How to be Charming Home Sweet Home N Divano Trio M News—Live Stock	Josephine Gibson C Woman's Hour Along the Volga C Ozark Mountaineers C	10:00 10:15 10:30 10:45	News Flashes Gospel Singer N Household Hints	Deep South Dot Club News	News: Music N Edward MacHugh N Today's Children N David Harum N	Martha Crane and Helen Joyce Today's Children N David Harum, skit N		News: V. de Leath N Edward McHugh N Console Capers N Missouri Mountaineers	Josephine Gibson C Bill and Ginger C Along the Volga C Merticello Party Line
11:00 11:15 11:30 11:45	On the Mall	The Lamp Lighter M	Maurice Brown C Helen Trent C Just Plain Bill C Rich Man's Darling C	11:00 11:15 11:30 11:45	Honeymooners N Women's City Club. U. S. Army Band N	Today's Headlines Clarence Berger Homespun Hhilosopher Lanin's Orchestra	Honeymooners N Homespun N U. S. Army Band N	The Hilltoppers Roundup—Orchestra WLS News Report Cornhuskers, Ch'e Boy	10:15	Honeymooners N Homespun N U. S. Army Band N.	The Sisters Three Bab Brooks Dolly Dean Chats How to be Charming.
12:00 12:15 12:30 12:45	WCKY News Honeyboy-Sassafras Merry Madcaps N. Jules Lande Ensem. N	Tom, Dick & Harry M National Farm and Home Hour N	Mary Marlin C Five Star Jones C	12:00 12:15 12:30 12:45	Gould and Shefter N. Women's City Clubs Day Dreams Please Sing	Joe Ulrich Lather and Lyrics Man in the Street Luncheon Music	Hour N	Old Kitchen Kettle. Vir. Lee and Sunbeam Weather and News. Dinnerbell Program	11:15 11:30 11:45		Voice of Experience C Musical Reveries Mary Marlin C Five Star Jones C
l :00 l :15 l :30 l :45	Rhythm Parade N Gene Beecher's Orchestra N	The Warry Clinic M	Pete Woolery's Or. C Dorsey and Dailey C	1:00 1:15 1:30 1:45	Phil Harris' Orchestra	Gladys Catron Lorenzo's Orchestra	Grab Bag Dot and Will N	Livestock Market Homemakers' Hour	12:00 12:15 12:30 12:45	Banner Newshawk Dept. of Agriculture	College of Agriculture Lcg Cabin Boys Markets-Weather Shooping Guide
	Rosa Lee N Dandies of Yesterday N	Nature Stories Shakespearian Drama. """ Art Appreciation	American School of	2:00 2:15 2:30 2:45	Words and Music N. Baseball Game—Reds vs. Red Sox at	Studio Selections Popular Concert Quadres U. C. Society Modern Rhythms	KDKA Home Forum	News: Grain Market		Words and Music— Charles Sears, N Robison's Buckaroos Ma Perkins	University of Ken- tucky American School of the Air C
3:00 3:15 3:30 3:45	Rochester Civic Orchestra N	Molly of the Movies M Ma Perkins N Vic and Sade N The O'Neills N	News: Afternoon Recess C Natl. Student Fed. C. Gogo De Lys C	3:00 3:15 3:30 3:45	Miami, Fla	Today's Winners	Back Stage Wife	Pratt and McNeill Ma Perkins N Bike Races Rochester Orch, N	2:00 2:15 2:30 2:45	Harrison, Cond. N	Atternoon Recess— Comedy Revue C National Student F, C Gogo De Lys C
4:00 4:15 4:30 4:45	U.S. Navy Band M.	Betty and Bob Life Mary Sothern M Forever Young N News: Financial Notes	Concert Miniatures C Brodsky & Triggs C. Eddie Schoelwer Contract Bridge	4:00 4:15 4:30 4:45	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Little Theatre of Music Final Headlines	Betty and Bob N Karen Fladoes U. S. Navy Band N	Betty and Bob N Madame de Sylvara U. S. Navy Band N	3:00 3:15 3:30 3:45	Woman's Radio Review N U. S. Navy Band N	Weekday Devotions Pieno Duo C To be announced C . Cilyde Barrie, songs C
	Concert Hour N	Toy Band M Jack Armstrong Singing Lady N Little Orphan Annle N	Benay Venuta C News: Tune Time Annie Wallingford	5:00 5:15 5:30 5:45	Raiston Program N. Louise Raymond	Shut In Visit Galvano and Cortez Song Contest Program Smilin' Dan		Harold Nagel's Orchestra N Musical Grab Bag Singing Strings N	4:00 4:15 4:30 4:45	Harold Nagel's Orchestra N Financial News The Top Hatters N	Eastern Kentucky Tsachers College Herbert Koch, organ . The Goldbergs C
6:15 6:30	Lee Gordon's Orc. N	Old Fashioned Girl	Buck Rogers C Dick Bray-News Musical Moments Milton Charles C	6:00 6:15 6:30 6:45	Cmar the Mystic M Dreamers News Flashes Knot Hole Club	Golden Opportunities. Merchants' Bulletins Dude Ranch Nights	Dinner Music Lowell Thomas N	Flying Time N Spararibs—stories What's the News7 Star Dust	5:15 5:30	Pan-American Prog. Sarie and Sallie Robison's Buckaroos Little Orphan Annie N	Back Rogers C Dick Tracy Out o' the Dusk Asher and Little Jimmy
7:15	Easy Aces N Capt. Tim's Adven. N. Edwin C. Hill N Chevrolet Musical	Lillac Time" M	Myrt and Marge C Paris Night Life C Kate Smith C Boake Carter C		Phil Harris' Orchestra Uncle Ezra N Amer. Legion Auxiliary Arnold Douglas	Hornberger Trio Harry Hartman, Sports Fraternity House Party	Easy Aces N Capt. Tim's Adven, N Miller & Rowswell Dan and Sylvia	Lum and Abner N Springtime Jubilee			Paris Night Life C Kale Smith C Boake Carter C
8:00 8:15 8;30 8:45	To be announced N Wayne King's Orch- Lady Esther N	Dramatic Sketch N.	Cavalcade of Amer- ica C Burns and Allen—J. Renard's Orchestra C	8:00 8:15 8:30 8:45	Stumpus	Dance Hits	To be announced N. Armco Iron Master N		7:00 7:15 7:30 7:45	One Man's Family- Dramatic Sketch N Wayne King's Orchestra N	Cavalcade of Amer- ica C
9:00 9:15 9:30 9:45	Corn Cob Pipe Clab of Virginia N Twenty Thousand Years in Sing Sing N	Fred Allen and	Chesterfield Presents Rosa Ponselle C Rey Noble's Orchestre C	9:15 9:30 9:45	Musical Moments News Flashes Sinfonetta M	To be announced Boxing Matches (Music Hall)	Club N Twenty Thousand Years in Sing Sing N	in Sing Sing N.	8:00 8:15 8:30 3:45	Town Hall Tonight, with Fred Allen and Portland Hoffa N	Ray Noble's Orchestra C
10:00 10:15 10:30 10:45	John Charles Thomas baritone N	Lucky Strike-Your Hit Parade N	"Gang Busters" with Phillips Lord C March of Time C Drama of the Skies C	10:00 10:15 10:30 /0:4E	Husbands & Wives M Ted Fiorita's Orchestra M	Moods	John Charles Thomas, baritone N Air Wave Theatre	John Charles Thomas N B. Goodman's Orch Bike Races	9:00 9:15 9:30 9:45	Hit Parade N	The "Gang Busters" C March of Time C Musical Moments
11:00 11:15 11:30 11:45	Eddy Duchin's Orchestra N Rhythmaniacs Plantationaires	WLW News Room Russian Art Ens. M Tom. Tompkins' Orch. Anson Weeks' Orc. M	News: Abe Lyman's Orchestra C Bob Crosby's Orchestra C	11:00 11:15 11:30 11:45	Tommy Tompkins' Orchestra Hotel McAlpin Orchestra N	Sign Off	News: Sports Music: Road Info Radio Night Club	The Globe Tratter Phil Levant's Orch. Fletcher Henderson's Orchestra	10:30 10:45	Arcadia Rest. Orc. N Hotel McAlpin Orchestra N	Myrt and Marge C Losisville Dance Time. Buddy Fisher's Orchestra
12:00 12:15 12:30 12:45	Fletcher Henderson's Orchestra N Lights Out—Mystery Drama N	Hal Kemp's Orchestra M Moon River	George Olsen's Orchestra C Sterling Young's Orchestra C	12:00 12:15 12:30 12:45	Sign Off		Shandor, violin N Mayfair Orchestra N Ruby Newman's Orchestra N	Henry Busse's Orchestra Carl Schreiber's Orchestra	11:15 11:30	Shandor N Mayfair Orchestra N Lights Out—Mystery Drama N	Harry Diekman's Orchestra Dream Serenade

# NETWORK PROGRAMS (NBC-CBS)

only

only

wbbm kmox

6:28-Summary of NBC programs. WEAF

-Jack Armstrong, All American Boy (CBS)

6:35-Mrs. Franklin D. Roosevelt: "Woman's

:35—Mrs. Franklin D. Koosevelt: "Woman's Responsibility for Making Democracy Ef-fective," introduced by Charl. Williams, president, National Federation of Business and Professional Women's Clubs; program

in observance of Business Women's Week

6:30—Press Radio News. WEAF WJZ —Press Radio News. WABC

6:00-Buck Rogers in the 25th Century, WABC WKRC WHAS wbbm krrox whk wir —Esso News Reporter, WJZ only

-Esso News Reporter, Wid Unity -Flying Time: Adventures In Aviation. WEAF WCKY WLS way wham wmaq wwi 6:05-Animal News Club: Children's program,

featuring Lou Rogers, cartoonist, and en-tertainers. WJZ wgar wave wire

TODAY'S HIGHLIGHTS

12:30 p.m.— National Farm and Home Hour WLW KDKA WSM Ν.

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 7:00-WLW to WJZ KDKA WLS 9:00 p.m.—Corn Cob Pipe Club of Virginia N— WCKY KDKA WLS WLW wgy wtam wwi -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 whio wire whic wire -Horlick's Program, with Lum and Abner, comedy sketch. WJZ WLW WENR wgar 7:45—Boake Carter. WABC WKRC WHAS whk cklw wbbm kmox wjr -Our American Schools: Dramatization in cooperation with the N. E. A. WEAF wtam wman wwi 6:15—Esso News Reported, WEAF only —Bobby Benson and Sunny Jim, WABC —Mary Small, songs. WJZ wgar wave wire —"Sunbrite Junior Nurse Corps," Children's dramatic program. (CBS) wbbm kmox wmaq wwj

WJZ only 8:00 — Cavalcade of America: Historical drama, Harold Levey and his Orchestra. WABC WKRC WHAS cklw wbbm whk 6:20—Lee Gordon's Hotel Statler Orchestra WEAF WCKY wgy wtam wmag wwi

wtcm kmox -One Man's Family, dramatic sketch, featuring Anthony Smythe, with Minetta Ellen, Michael Raffeto, Bernice Berwin, Kathluen Wilson, Barton Yarborough, Page Gilman and Winifred Wolfe. WEAF WLW WSM wgy wtam wmag wave wwi wire whio --To be announced. WJZ WCKY KDKA WLS

-The Dream Singer, with Al and Lee Reiser.

wgar William and Allen, Jacques Renard's Or-chestre; Milton Watson, tenor. WABC WKRC WHAS wowo wfbm cklw wbbm kmox whk wir

-Lady Esther Serenade: Wayne King and his Orchestra. WEAF WCKY WSM wtam wmaq way wwi wire

WEAF wgy wtam wwj wmaq -The King's Guard: Male Quartet. WJZ Armce Iron Master Program: Concert Band, direction Frank Simon; Bennett Chapple, narrator. WLW to WJZ WLS KDKA wgar -"Vanished Voices:" Musical and dramatic. 10:30—March of Time: Dramatizations. WABC WKRC WHAS whk cklw wfbm wjr kmox Genes of Color: All Negro show, with Chick Webb and his Orchestra; Ella Fitz-gerald; Charles Linton, The Ink Spots, male wsmk wir Town Hall Tonight: Fred Allen, Portland Hoffa, Mighty Allen Art Players, Amateurs WABC —Stories of the Sporting World. (CBS) wsmk 9:00-Chesteraeld Presents Rosa Ponselle; Anwwva 6:45—Billy and Betty: Dramatic sketch. WEAF only —Little Orphan Annie: Childhood playlet. WE SELL CROSLEY "SHELVADORS" 10110 A110 --Easy Aces: Comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY KDKA FREE INSPECTION WLS wgar wave -Pepsodent Program: Amos 'n' Andy. WEAF OF YOUR RADIO! WLW Wgy Waam Ww( 7:15—''Uncle Ezra's Radio Station E-Z-R-A,'' with Pat Barrett, Cliff Soubier, Carleton Guy, Nora Cuneen and others. WEAF WSAI wgy wmaq wtam whio —Paris Night Life: Armida, songstress; Pierre Le Kreune, tenor; Orchestra. WABC WKRC WHAS whk ckiw wbbm kmox wsmk wie Tubes delivered free of charge and complete experts in your home. -Captain Tim's Adventure Stories. WJZ WCKY KDKA WENR wgar 7:30—Kate Smith's Coffee Time, with Jack Miller's Orchestra and Ted Collins, an-nouncer. WABC WKRC WHAS wbbm whk wfbm kmox wwva wjr -Edwin C. Hill, in the ''Human Side of the News.'' WEAF WCKY wgy wtam wmaq wwj

and Peter Van Steeden's Orchestra, WEAF WLW WSM wgy wtam wmag wwj -Corn Cob Pipe Club of Virginia, with Pat Binford, 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 Orches-tra. WJZ WCKY KDKA WLS wgar wave wire

10:00—"Gang Busters:" True crime dramatiza-tions by Phillips Lord, WABC WKRC WHAS wowo cklw wfbm wbbm whk kmox wir wemk

-Lucky Strike Hit Parade. WEAF WLW WSM gy wtam wwj whio wmaq

-John Charles Thomas with Frank Tours and his Orchestra. WJZ WCKY KDKA WLS wgar wire whio 10:30-March of Time: Dramatizations. WABC

whk ckiw wfbm wjr kmex

11:00—Eddy Duchin and his Arcadia Restau-rant Orchestra. WEAF WCKY (WSM on

10:15) wgy wtam wmaq wwi -Abe Lyman and his Orchestra. WABC whk cklw wfbm -Pepsodent Program: Amos 'n' Andy. (NBC)

-Fepsodent Program: Amos 'n' Andy. (NBC) WSM wham wwi wmaq -'Myrt and Marge,'' dramatic series. (CBS) WHAS wbbm wfbm kmox -Esso News Reporter. WJZ only

11:05-Henry Busse's Orchestra. WJZ wgar

wave wire H1:15—EI Chico: Spanish Revue, Orchestra and soloists. WJZ wgar wave wire -Abe Lyman and his Orchestra. WABC

whk wbbm wfbm kmox

11:30—Enoch Light's McAlpin Hotel Orches-tra. WJZ WSAI WSM wgar wave wire —Bernie Cummins' Orchestra. (CBS) wbbm



9



AS MUCH AS 100% with the new ANTENHATRO WAVE 'RAP ONLY .... Money Back Guarantee Are you bothered with interference from powerful or near-by stations? Do you have trouble getting weak or foreign shortwave stations? Do you tune in noise on the short waves? Does your set sound lifeless? MAIL ORDERS \$1.10 633 WALNUT

#### 10

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

## RADIO DIAL, WEEK ENDING MARCH 19, 1936

## **PROGRAMS FOR THURSDAY, MARCH 19**

(EASTERN STANDARD TIME)						(CENTRAL STANDARD TIME)					
	WCKY Cincinnati (1499 kc.)	WLW Cincinnati (700 kc.)	WKRC. Cincinnati (550 kc.)		WSAI Cincinnati (1330 kc.)	WCPO Cincinnati (1200 kc.)	KDKA Pittsburgh, Pa. (960 kc.)	WLS-WENR Chicago, Ill. (870 tc.)		WSM Nashville, Tona. (656 kc.)	WHAS Louisville, Ky. (820 kc.)
6:30 6:45 7:00 7:15 7:30 7:45 8:00 8:15 8:30	Morning Round Up Musical Clock Spareribs N Morning Melodies N	Top o' the Morning- McCormick Fiddlers Prayer Period Morning Devotions Rise and Shine News Flashes Chandler Chats Gray's Cowboys	Jerry Foy This and That Breakfast Express- Purity Bakeries	6:30 6:45 7:00 7:15 7:30 7:45 8:00 8:15	Good Morning Setting Up Exercises. Birthday Greetings Morning Devotions Round House Boys	Arkansas Fiddlers Sunrise Worship— (God's Bible School) Breakfast Timetable Today's Headlines	Musical Clock	Farm Bulletin Board Smile a While News-J. Bentley The Oshkosh Boys Jr. Broadcasters' Club Tony Wons-Emerson Jolly Joe's Pals Lulu Belle and Scotty	5:30 5:45 6:00 6:15 6:30 6:45 7:00 7:15	0 U	Asbury College Devotions Slim and Jack Log Cabin Boys
8:45 9:00 9:15 9:30 9:45	Cheerio N Organ Rhapsody N Streamliners N	Cheerio N Joe Emerson, Hymns Aunt Mary Way Down East Back Stage Wife M	Christian Science Serv. The Upstarts Greenfield Village C. Carlotta Dale C Woman's Place C Belle and Martha	8:30 8:45 7:00 9:15 9:30 9:45	Church Forum Say It With Music Breakfast Club; Vocal Trio; Don McNeill, m. c., N	Sisson Wirges Orch Moonbeam Ensemble. Goldman Band God's Bible School Birmingham's Buckar's		News Report Morning Devotions Prairie Ramblers and Patsy Montana Pa and Ma Smithers	8:15 8:30	Breakfast Club—Don McNeil, m. c., Ranch Boys, vocal trio N	Variety Program C.,
10:00 10:15 10:30 10:45	Happy Jack N. E. McHugh N. Today's Children N. "David Harum" N. Souvenirs of Song	Betty Crocker Home Sweet Home N The Virginians M Livestock-Naws Painted Dreams M	Fred Skinner C Woman's Hour Music In the Air C	10:00 10:15 10:30 10:45	News Flashes Gospel Singer N Household Hints	Lew White Dot Club News Dorsey Bros. Orch Gypsy Rhapsody	Style and Shopping News: V. de Leath N. Edward MacHugh N. Today's Children N David Harum N.	Morning Minstrels Martha Crane Helen Joyce Today's Children N David Harum, skit N		Edward MacHugh N Sweethearts of Air N. Master Builder N	News C Fred Skinner, songs C Music in the Air C Monticello Party Line
11:15 11:45 12:00	Stories In Song Organ Revery	Lamp Lighter M Singing Neighbor Broadway Cinderella M True To Life M	Voice of Experience C	11:15 11:30 11:45 12:00	Honeymooners N Wendall Hall N U. S. Navy Band N Concert Hall of Air	Homespun Philosopher Alys Michot School	Jack Berch N Wendell Hall N U. S. Navy Bend N	Burr, Vickland, Emer'n Otto's Tunetwisters WLS News Report H. Griffith-R. Emerson Old Kitchen Kettle	10:30 10:45	Wendell Hall N U. S. Navy Band-	Mary Lee Taylor C Sisters Three Bob Brooks University of Louisv'e Voice of Experience C
12:15 12:30 12:45 1:00 1:15	Honeyboy-Sassafras N. Merry Madcaps—Dir. Norman Cloutier N Rhythm Parade N	Irene Taylor M National Farm and Home Hour N	Jane Grey Mary Marlin C Five Star Jones C Sue and Jack News: Pop. Varieties.	12:15 12:30 12:45 1:00 1:15	Tea Dance Day Dreams Please Sing Guarnieri, Riccardi M Kay Kyser's Orch, M	Gray Bros. Orch Man in the Street Luncheon Music	Mid-Day Medley Farm and Home Hour N	Old Music Chest Markets-Weather	11:15 11:30 11:45 12:00 12:15	Farm Credit Interview National Farm and	
1:30 1:45 2:00 2:15 2:30 2:45	Larry Cotton N. Schneider's Cowbo's N Matinee Musical N. Music Guild N.	Rio Burke, singer Carson Robison Story Lady High School Students. Music of the Masters.	Federal Housing Academy Medicine C Between Bookends C	1:30 1:45 2:00 2:15 2:30 2:45	Julia Glass N Musical Grab Bag Words and Music N Baseball Game-Reds	Conservatory of Music	Grab Bag Dot and Will N Concert Echoes Fed. Penna, Women KDKA Home Forum	Livestock Markets Homemakers' Hour	12:30 12:45 1:00 1:15 1:30	Dept. of Agriculture Words and Music N.	Markeria-Weather Shopping Gulda University of Kentucky American School of the Air C
3:00 3:15 3:30 3:45 4:00	Eastman School of Music N Women's Radio	Molly of the Movies M Ma Perkins N Vic and Sade N The O'Neills N	Jimmy Farreli C. Do You Remember C	3:00 3:15 3:30 3:45 4:00		··· ···	Amer. Pen Women Back Stage Wife	Pratt and McNeill Ma Perkins N Bike Races Homemakers' Program	2:00 2:15 2:30 2:45	Music Guild N Eastman School of Music N The O'Neills N	The Oleanders C Jimmy Farrell, songs C Do You Remember C
4:15 4:30 4:45 5:00 5:15	Revue N Daytime Revue Dict Tracy 'While City Sleeps' N H. Nagel's Orch, N	Betty and Bob. Life of Mary Sothern M Forever Young N News: Financial Notes. Toy Band M Jack Armstrong	Eddie Schoelwer	4:15 4:30		Girls' Week Program Final Headlines Mr. John Rhodes	P. T. A. Program	Betty and Bob N Pratt & McNeill Radio Gulid Presents The Diamond Studs N	3.00 3:15 3:30 3:45 4:00 4:15	Women's Radio Review N Radio Guild N	Weekday Devotions Brooks and Pierson Greetings from Old Kentucky C Baptist Theological Seminary
5:30 5:45 6:00 6:15 6:30	The Top Haffers N	Liftle Orphan Annie N	Harmony Highways C The Goldbergs C Treasure Chest Dick Bray: News	5:30 5:45 6:00 6:15	Angelus Omar the Mystic M Animal Close Ups N.	Tweed's Orchestra Dinner Music Dinner Music Golden Opportunities	Modern Melodies Little Orphen Annie N News Those O'Maileys	Flying Time N Spareribs—Stories	4:30 4:45 5:00 5:15	Financial News The Top Hatters N Pan-American Bdc'st. Connie Gates N	Herbert Koch, organ The Goldbergs C Mildred Lee Dick Tracy
6:45 7:00 7:15 7:39 7:45 8:00 8:15 8:30 8:45	Basy Aces N. Easy Aces N. Popeye the Sallor N. Yeast Program Chevrolet Music. Mom. Pittsburgh Sym- phony Orchestre N. Phillip's 66 Revue.	Lowell Thomas N Amos 'n' Aady N We Bring Loveliness. Lum and Abnar N	Musical Moments Imperiar Hawailans C Myrt and Marge C Escapes from Death Kate Smith C Boake Carter C Airshow C To be announced C.	6:30 6:45 7:00 7:15 7:30 7:45 8:00 3:15 8:30 8:45	News Flashes Knot Hole Club Phil Harris' Orchestra To be announced N Billy Shaw's Orchestra Aff. Arnold Douglas Talent Auditions U. C. Day	Health Spot Shoemaker Rev. H. S. Bigelow	Lowell Thomas N Easy Aces N To be announced N	Easy Aces N	5:45 6:00 6:15 6:30 6:45 7:00 7:15	Little Orphau Annie N Sports Peview Musical Moments Those O'Malleys Diary of J. Mattern Pittsburgh Symphony Orchestra N Pure Oli Salutes Mc-	Out o' the Dusk Asher and Liftle Jimmy Harry Currie's Orch E. Moneak Ensemble C Kate Smith C Boake Carter C Chrysler Air Show C Keyboard Fantasy All Star Review
9:00 9:15 9:30 9:45	Show Boat N	Death Valley Days— Dramatic program N Listen to This M Dodge Showdown Rev.	Camel Caravan-Casa Loma Orchestra C Ed Wynn and Lennia Hayton's Orch. C	9:00 9:15	Musical Moments News Flashes America's Town Meeting N	To be announced The Art Corner Forrest Bradford's Or. Cafe Continentale	Death Valley Days N	Death Valley Days— Tim Frawley N. America's Town Meeting of the Air;	8:00 8:15 8:30 8:45	Lanny Ross Presents Maxwell House Show Boat N	Camel Caravan-Case Loma Orchestra C. Ed Wynn and Lannie Hayton's Orch. C
10:00 10:15 10:30 10:45 11:00	Slumber Music Russ Morgan's Orchestra N Nano Rodriga's Or. N	Bing Crosby with Jimmy Dorsey's Orchestra N	Horace Heidt's Brigadlers C March of Time C To be announced C	10:00 10:15 10:30 10:45	Jack Hylton's Orchestra M	To be announced, Forrest Bradford's Orc. Jimmy Ward The Dream Weaver	Russ Morgan's Orchestra N News: Sports	guest speakers N The Globe Trotter Bike Races Menry Busse's	9:00 9:15 9:30 9:45	Bing Crosby with Jimmy Dorsey's * Orchestra N Amos 'n' Andy N	Horace Heldt's Brigadiers C March of Time C Musical Moments Myrt and Marge C
11:15 11:30 11:45 12:09	Meredith Willson's Orchestra N To be announced	Salute to Wichita, Kansas Jack Denny's Orc. M. Ruby Newman's	News: Guy Lom- bardo's Orchestra C Isham Jones' Orchestra C George Olsen's	11:00 11:15 11:30 11:45 12:00	Tom. Tompkins' Orch. Rudy Bundy's Orch. Paradise Restaurant Orchestra N Sign Off	Sign Off	Music: Road Info Radio Night Club Shandor, violin N	Orchestra Benny Goodman's Orchestra	10:15 10:30 10:45	Henry Busse's Orch. N Meredith Willson's Orchestre N Dance Orchestra N	Louisville Dance Time. Buddy Fisher's Orchestra Harry Dieckman's
12:15 12:30 12:45	Sammy Kaye's	Orchestra N	Frank Dailey's Orchestra C	12:00 12:15 12:30 12:45	Sign Off		Ruby Neuman's Or. N Club Deauville Orchestra N	Orchestra Carl Schreiber's	11:15	Cabin Cub	Orchestra Dream Serenade

# 

taurant Orchestra. WJZ WSAI wgar awve taurant Orchestra. WJZ WJA'i wgar awaw wire 11:35-Meredith Willson's Orchestra. WEAF WCKY WSM wgy wtam wmaq wwj MIDNIGHT - George Olsen's Orchestra. WABC WKRC wbbm wir wfbm kmox wsmk -Paul Pendarvis' Palace Hotal Orchestra. WEAF wgy wtam wwj -Shandor, violinist. WJZ KDKA 12:08-Ruby Neuman and his Rockefeller

Center Reinbow Grill Orchestra. WJZ WLW KDKA wgar wave wire

- 12:30—Sammy Kaye and his Cabin Club Or-chestra. WEAF WCKY WSM wgy wtam wmaq wwj —Frank Dailey and his Orchestra. WABC WKRC kmox wfbm wowo whk wjr wsmk
- --Ed Fitzpatrick's Club Deauville Orchestra. WJZ KDKA wgar wave wire

6:15-Animal Close-Ups: Stories by Don Lang.	WLW wgy wwj wtam	ckiw wfbm kmox wowo wamt wir				
WJZ WSAI wgar wave wire —"News of Youth:" Junior News Drametiza- tion. WABC whk wwva —Esso News Reporter. WEAF only 6:20—Connie Gates, contraito. WEAF WSM	-Easy Aces: Comedy sketch featuring Jane and Goodman Ace. WJZ WCKY KDKA WLS wgar wave wire whio 7:15-"Popeye, the Sailor," with Vic Irwin's Orchestra. WEAF WCKY wgy wtam wwj	-Death Velley Days: Dramatic program with Tim Frawley, John Mac Bryde, Edwin W. Whitney, John White, the Lonesome Cow- boy; Orchestra, direction Joseph Bonime. WJZ WLW WLS KDKA wgar		BROADCASTS		
wgy wiam wwj wmag	wmaq wire whio	9:30-America's Town Meetings: Sen. David	(Da	ilv)		
6:30-Press Radio News, WEAF W.17	-Elena Moneak Ensemble. (CBS) WHAS	I. Walsh of Mass.; Prof. Howard Lee Mc-	7:45 a.m.			
-Fress Radio News, WARC	mox wfbm wsmk wwva -To be announced. WJZ WSAI KDKA WLS	Gain, Columbia, "The Supreme Court and	10:55 a.m.	4:45 p.m.		
-Jack Armstrong, All-American Boy. (CBS) wbbm kmox	wgar	the Constitution," guest speakers; George V. Denny, Associate Director of the League	10.55 a.m.	· · · · · · · · · · · · · · · · · · ·		
	-Krueger Musical Toast: Jerry Cooper and	for Political Education, Chairman. Open	Ť 1 11 80	11:00 p.m.		
	Ray Block's Orchestra. WABC 7:30-Pastorale. WEAF wgy wtam wmag wwj	Forum between the audience and speakers.	Tuesday, 11:30 p.m.	Saturday, 10:45 p.m.		
TODAY'S HIGHLIGHTS	-Kate Smith's Coffee Time, with Jack Mil-	WJZ WSAI KDKA WLS wgar wave wire Ed Wynn, "Gulliver, the Traveler," with	Sunday, 11 a.m and 11 p.m.			
TODAT 5 INGILIANTS	ler's Orchestra and Ted Collins, announcer,	Lennie Havton's Orchestra. WABC WKRC	WSAI			
7.70	WABC WKRC WHAS whit wbbm kmox	WHAS wbbm kmox wowo wjr	10:00 a.m.	2:30 p.m.		
7:30 p. m.—Lum and Abner N	wwva wir —Horlick's Program with Lum and Abner:	10:00-Kraft Music Hall, starring Bing Crosby,		6:30 p.m.		
-WLW WLS	Comedy sketch. WJZ WLW WENR wgar	with Jimmy Dorsey's Orchestra, and Kay Weber, vocallst; Bob Burns, comedian;		9:15 p.m.		
7:45 p. mCrown Frolics M	7:45-Boake Carter: News Flashes, WABC	guest artists. WEAF WLW WSM wgy wtam	6 1			
WLW	WKRC WHAS whk wfbm wsmk wbbm kmox	wwj wmag wave	Sunday, S	• • • • • • • • • • • • • • • • • • •		
8:00 p.m.—Fleischmann Hour	-Life Studies: Tem Powers, monologist.	-Alemite Half Hour with Heidt's Brigadiers. WABC WKRC WHAS wbbm whk ckiw wfbm	Sunday, 7:45 a	and 11:30 p.m.		
-Rudy Vallee N-WLW	WEAF ONLY	kmox wiz	WK	RC		
Pitteburgh Sumplier O	-Music Is My Hobby: Mrs. Roberta Camp-	10:30-March of Time: Dramatizations. WABC	(Daily exce			
-Pittsburgh Symphony Or-	bell Lawson of Tulsa, Okla., president, General Federation of Women's Clubs,	WKRC WHAS whk cklw wbbm wfbm kmox	7:25 a.m.	1:15 p.m.		
chestra N-WCKY KDKA	singing songs of the American Indian.	wir -Russ Morgan and his Hotel Biltmore Or-	9:55 a.m.	3:00 p.m.		
WSM WLS	quest. WJZ WLS woar wave wire	chestra. WJZ WCKY KOKA wgar wave	3:33 a.m.	-		
9:00 p.m. — Maxwell House	8:00-Chrysler Air Show, with Alexander Gray,	wire		5:15 p.m.		
Show Boat N — WCKY	Charles Hanson Towne, Mark Warnow's Concert Orchestra and vocal chorus. WABC	10:45-To be announced. WABC WKRC whit		6:25 р.т.		
WSM	WKRC WHAS whk wfbm wsmk	cklw wbbm wfbm kmox wir 11:00—Nano Rodrigo and his Rainbow Room	· · · · · · · · · · · · · · · · · · ·	11:00 p.m.		
30 p.m.— America's Town	-Fleischmann Variety Hour: Rudy Vallee and	Orchestra. WEAF WCKY wgy wtam wmag	Sunday, 11:	00 p.m. only		
Meeting N - WSAI WLS	turne turne turne turne tur, come	wwj	WC	KY		
KDKA	dian; guest stars. WEAF WLW wgy wtam wmag wwj	-Esso News Reporter. WJZ only -Pepsodent Program: Amos 's' Andy. (NBC)	10:00 a.m.	1:57 p.m.		
	-Pittsburgh Symphony Orchestra, direction	WSM wtam wwj wmag	12 noon	-		
10:00 p. mBing Crosby with	Antonio Modarelli; Joseph Bentonelli, Met-	-"Myrt and Marge," dramatic series. (CBS)	14 2001	<b>3</b> :57 p.m.		
Jimmy Dorsey's Orches-	ropolitan Opera tenor, guest artist. KDKA	WHAS whom whom kmeet		6:30 p m.		
tra N-WLW WSM	to WJZ WCKY KDKA WSM WLS wgar wave wire	-Guy Lombardo and his Royal Canadians. WABC WKRC whith cklw wsmk wowo		11:55 p.m.		
	R-30_NRC Cinema Theatres Reutine of a	11:05-Emil Coleman and his Hotel St. Regis	Thursday, 7 :5	5 and 10 p.m.		
5:35-John B. Kennedy. WEAF wgy wfam		Orchestra. WJZ wgar wave wire	Friday, 7:45 a	ad 11:55 p.m.		
Frank and Flo: Songs and patter. WJZ only	feature picture, newsreat and a comedy; Ruth Lyon, soprano; Charles Sears, tenor;	11:15—Henry Busse's Chez Paree Orchestra. WEAF WCKY WSM WLS wgy wtam wmag	Saturday, 10 a	nd 11:55 p.m.		
-George Halt's Hotel Taft Orchestra. (CBS)	Edward Davies, baritone; pit orchestra, di-	wwi	Sunday, 11:00 a.m. and			
wsmk wwva	rection Roy Shield, WJZ WLS waar wave	-Guy Lomberdo and bis Royal Canadians.				
676—Billy and Batty: Dramatic skotch. WEAF only				WCPO (Daily except Sunday)		
-George Hall's Orchestra. (CBS) wsmk	-To be announced. WABC WKRC WHAS whk wfbm kmox wbbm ckiw	11:30-Isham Jones and his Orchestra. WABC WKRC cklw wfbm wwva wir wsmk whk		pt Sunday)		
W.WA	8:45-To be announced. WJZ woar wave		8:15 a.m.	4:45 p.m.		
-Imperial Hawailan Band. WARC WKRC	wire	wbbm	11:15 a.m.			
whit wfbm kmox	9:00—Maxwell House Show Boat: Lanny	-Charles Dornberger and his Paradise Res-		the second s		

# Kate Smith To Head Mammoth Sunday Night Hour Over **Columbia For Present Sponsor**

One of the most spectacular radio musical selections. Ted Collins will shows will be heard over the WABC-Columbia network on Sunday, March Other artists to appear will be an-15, from 8:00 to 9:00 p. m. (E.S.T.), when Kate Smith, famous songstress, will act as mistress of ceremonies to introduce one of the most notable arrays of starring talent ever presented on a sponsored program.

This broadcast, which will be presented by the A. & P. Coffee Service, will include celebrated artists from radio, stage and screen. In comedy there will be "Doc" Rockwell, Bob Burns and Block and Sully. Dick Powell and James Melton will be featured vocalists. The theater will be represented by Eva LeGallienne, distinguished American actress. Gertrude Berg and the balance of the cast of "The Goldbergs" will present the radio drama. Jack Miller's band, the Clicquot Club Eskimos, Raymond Paige's Orchestra, the A. & P. Gypsies and

#### "LA BOHEME" (Continued from page 1)

of youthful romance, had lived like a king when he had money in his pocket, and had known what it was to be cold and hungry. Those incidents in the opera which wander from the plot of Murger's novel are said to be episodes from his own Bohemian student existence.

The melodies of "La Boheme" are well known to radio listeners for they frequently are heard on broadcast programs. They are melodies that soar gracefully but to a climax that always fits into dramatic action instead of halting it.

Puccini wrote in an up-to-date style without resorting to harsh discords. Though written thirty years ago, the music is of our own day, dynamic and colorful, but essentially melodic. Critics have observed that the great popularity of "La Boheme" 'is due as much to the libretto as to Puccini's appealing music setting.

The story is a page from life and it moves steadily forward to its finale, with plenty of stage action.

Arturo Toscanini launched this opera on its course of round-the-world success. After that launching at the Teatro Reggio in Turin, Italy, February 1, 1896, "La Boheme" travelled a zig-zag route before reaching the the Romany Singers will be heard in tion.

assist Miss Smith in announcing. nounced.

The program will be heard over CBS outlets in Albany, Hartford, Boston, Providence, Bangor, Springfield, Worcester, New York, Baltimore, Philadelphia, Washington, Atlanta, Birmingham, Charlotte, Dallas, Houston, Jacksonville, Richmond, New Orleans, Tampa, Greensboro, N. C., Akron, Buffalo, Cleveland, Columbus, Pittsburgh, Syracuse, Youngstown, Wheeling, Cincinnati, Detroit, Indianapolis, Louisville, Chicago, Des Moines, Omaha-Lincoln, St. Louis and Minneapolis.

stage of the Metropolitan. It was first heard in the Americas at Buenos Aires, before it was produced in Paris or London. The first performance in the United States took place in San Francisco, in March, 1898. In November of that year, New York heard "La Boheme" in English at the American Theater. It was not produced at the Metropolitan (in Italian) until 13, from 10:00 to 11:00 p. m. (E.-1907, with Caruso, Sembrich and Scotti.

Grace Moore will be the Mimi in the performance to be broadcast on March 14. Her poet lover will be sung by Charles Kullmann. The secondary romance of Musetta and Marcello will be sung by Helen Gleason and Carlo Morelli. Louis d'Angelo will double as Benoit and Alcindoro. Ezio Pinza will be the Colline, with other roles taken by George Cehanovsky, Max Altglass and Carlo Coscia. Gennaro Papi will conduct.

"La Boheme" is written in four short acts. The first and last take place in Rudolpho's attic studio, the second shows a Paris street cafe frequented by students of the Latin quarter, and the third depicts a city gate in Paris outside of the housse in which Musetta and Colline are living.

#### WEST POINT ANNIVERSARY (Continued from page 1)

Point, with the familiar bugle call, "Assembly," following which the band will play "On, Brave Old Army Team."

An announcer at the Academy will then tell the purpose of the celebra-

## **BALLAD TIME**

A group of ballads will be offered during Waltz Time on Friday, March 13, from 9:00 to 9:30 p. m. (E.S.T.), over WLW and an NBC-WEAF network, by Frank Munn, tenor; Bernice Claire, soprano; the Manhattan Chorus and Abe Lyman's popular orchestra. Munn and the chorus will offer "May the Sun Shine Brighter' and "Sunset in Bermuda." Miss Claire and Munn will sing a duet, "Maybe We'd Still be Sweethearts." Miss Claire will be heard in "A Melody in the Sky" and the Manhattan Chorus will join in "I Can't Tell You Why I Love You But I Do." Lyman and the orchestra will offer "Are You Lonesome Tonight?" "Beautiful Lady in Blue," "Day Dreams," "See Saw" and "Since You Call Me Sweetheart."

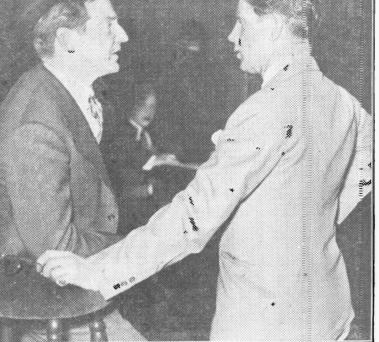
## **Cleveland Symphony Concert**

The first of a new series of four full-hour concerts by the famed Cleveland Symphony Orchestra, under the direction of Artur Rodzinski, noted conductor, will be inaugurated over WCKY, KDKA, WENR and the NBC-WJZ network, on Friday, March S.T.). A highlight of the initial program will be the performance of Schumann's First Symphony in B Flat Major. Other celebrated works to be heard are Piston's "Prelude and Fugue;" Paganini's "Moto Perpetuo." and Ravel's "Alborado Del Gracioso." The concerts will be broadcast direct from Severance Hall, Cleveland, through the facilities of WTAM, NBC affiliate.

#### (Continued from page 1)

from Dublin on a broadcast over combined NBC-WEAF-WJZ networks in the East at 6:00 a.m. (E.S.T.). Former Governor Alfred E. Smith, Senator Joseph C. O'Mahoney of Wyoming, and other distinguished speakers will be heard telling of the glory of the Irish and their doings in America at the Friendly Sons of St. Patrick 152nd annual dinner at the Hotel Astor in New York over an NBC-WJZ network that night from 10:00 to 11:00 p.m. (E.S.T.).

Fay and Vallee Talk It Over



For a funny man, Frank Fay can look very, very serious. see him here (left) discussing program plans with Rudy Vallee. Fay came from Hollywood recently to make just a few guest appearances with Vallee, but clicked so nobly with his smooth, slightly acid routine that contracts flew to right and left of him -also right at him. Fay writes all his own material, suited to his peculiar style of comic understatement and diminishing inflections.

# Toscanini To Feature **Brahms Fourth Symphony** In Concert Over Columbia

New York Philharmonic-Symphony Orchestra in the works of six composers in the broadcast over the nationwide WABC-Columbia and Canadian networks on Sunday, March 15. from 3:00 to 5:00 p.m. (E.S.T.). Toscanini will conduct four more Philharmonic - Symphony broadcasts over the Columbia chain. His remaining Sunday programs, before his announced retirement, will be heard on March 29, April 5, 19 and 26.

His March 15 program will open "L'Italiana in Algeri," to be followed music informally,

Arturo Toscanini will direct the by the Brahms Fourth Symphony. Later in the program Toscanini will direct Handel's Overture to the Oratorio, "Susanna," from the edition of Alfred Pochon, and the Allegro and Andante from the Second Quartet of Leopold Kozeluch, also from the Pochon edition.

> The remainder of the concert will be devoted to Cesar Franck's symphonic poem, "Les Eolides," and Tschaikowsky's Overture Fancasy, "Romeo and Juliet," after Shakespeare's play.

During the broadcast intermission with Rossini's spirited Overture to Lawrence Gilman will discuss the





winners of the Knot Hole League championship for Kentucky last year. He is a real salesman and a dandy

Ralph is catcher for the "Little Giants" baseball team,

Boys, Meet

good fellow.

**Ralph Tenhundfield** 



Baseball season is here. Win one of these Reg'lar Fellers balls. All you have to do is step out and get new customers or start selling RADIO DIAL. If you do not know how to sell them-ask your distributor to tell you how; or write RADIO DIAL, 22 East 12th Street, Cincinnati, Ohio, giving us your name and address.

Just say, I want some of those RADIO DIAL prizes; please tell me how to get them.



## TIME—WEATHER—TEMPERATURE

AND THE POPULAR MUSICAL FAVORITES OF ALL

"First On Your Dial"

**Only Outlet Of** 

The Columbia Broadcasting System (Worid's Largest Network)

In Southeastern Ohio





# See the New Crosley Shelvador At Your Crosley Dealer

# THE CROSLEY DISTRIBUTING CORPORATION 3401 Colerain Avenue, Cincinnati, Ohio

# « Music » Drama Opera

# Victor Bay and His Orchestra To Start New Concert Series On Columbia Network

chestra will present a new series of has directed orchestras for "The "Afternoon Concert" programs over the WABC-Columbia network each Friday, from 3:00 to 3:30 p. m. (E.S.T.), beginning Maich 13. The Barrie. first broadcast will consist of Philip Emanuel Bach's Sinformie No. 3; three numbers by Albeniz entitled "Prelude-Espana," "Midsummer Night's Serenade" and "Malaguena," and the "Toy Box" (La Boite a Joujoux) by Debussy.

Bay is a violinist of note as well as a conductor. He has played in the Columbia Symphony Orchestra, the Philadelphia Orchestra and noted ensembles abroad including that in Helsingfors under the direction of Jean Sibelius. He is the brother of Emanuel Bay, noted pianist and accompa nist for Jascha Heifetz.

Bay was for three years assistant director for Andre Kostelanetz and Howard Barlow at Columbia. Last fall he was made a regular conductor with the system. For a time he conducted the Sunday symphony hour for which he received the highest

## Adjudged Singer With Best Diction



#### JAN PEERCE

Tenor of the Chevrolet program starring Rubinoff and his violin, and one of the singers heard each Sunday in the Radio but at the age of 18 and his American City Music Hall, Jan Peerce is debut in 1911 with the Boston Sym-

Victor Bay and his Symphony Or- | to directors of serious music. He also March of Time" and "America's Hour" and has accompanied such artists as Bruna Castagna and Clyde

> During the time he has been with Columbia Bay has shown unusual ingenuity in unearthing worthwhile compositions seldom heard on the air. He will mix these with his listeners' favorite classical compositions during the new "Afternoon Concert" programs.

# EFREM ZIMBALIST **ON FORD SUNDAY** HOUR AS SOLOIST

Efrem Zimbalist, world-famous violinist, will be the guest artist with the Ford Symphony Orchestra and Chorus directed by Victor Kolar and broadcast over the WABC-Columbia network, on Sunday, March 15, from award made by Radio Stam Magazine 9:00 to 10:00 p. m. (E.S.T.).

Zimbalist will play three difficult compositions, two of them brilliant fiery selections by the great Spanish violinist-composer, Pablt Sarasate. The first offering by Zimbalist will be Saralowed later by Lenski's aria from Bizet's opera, "Carmen," to be fololwed later by Lenski's aria from Tschaikovsky's opera, "Eugene Onegin," and another Sarasate work, a vivid "Tarantelle."

The program will open with the orchestra and chorus presenting Lwoff's "Hymn of Old Russia" and Grieg's "The Last Spring," and the orchestra will also play two Hungarian dances, Nos. 20 and 21, by Brahms. The second half of the Ford Sunday Evening Hour will open with the orchestra playing the "March of the Little Lead Soldiers," by Pierne, followed by Smetana's colorful tone poem in praise of one of Bohemia's most beautiful rivers, "The Moldau," and a closing hymn with the chorus and organ. During the intermission W. J. Cameron of the Ford Motor

Company will speak briefly on a subject of current interest. Efrem Zimbalist was born in Rus-

sia in 1889. He made his Berlin degoing to get a gold medal in phony Orchestra. He has been ac-



#### LUCILLE MANNERS

Lucille Manners, young mezzosoprano star of many NBC programs, will be heard as Cities Service soloist while Jessica Dragonette is vacationing on the Pacific Coast this month. Last year, also in March, Miss Manners sang with Rosario Bourdon and his orchestra on the popular Friday night series. She was chosen by a member of the Cities Service "planning board" who had heard her singing on one of her first network recitals. Miss Dragonette will resume broadcasting on April 10.



title the Music Box Master has given Katisha. his Music Box Hour program, 9:30 to 10:00 p. m. (E.S.T.), over WLW and the Mutual Broadcasting System, Friday, March 20.

Harold Carr, the Music Box Master, has chosen a program of spring music, which includes "Chimes of Spring," by the choir and orchestra; "At Dawning," a duet by Helen Nugent and Ellis Frakes; a medley of bird songs, "Listen to the Mocking Bird," "I Heard a Brown Bird Singing" and "The Swallow," and "Spring Song," to be a viola solo with a choir background.

# Cities Service Soloist JOSEF HOFMANN IS GUEST ARTIST, **GENERAL MOTORS**

Josef Hofmann, renowned pianist, will be guest artist during the General Motors Concert, on Sunday, March 15, from 10 to 11 p.m., over an NBC-WEAF network, with WCKY as the Cincinnati station. ---

Hofmann, who is one of the most influential figures in contemporary American music, was born in Cracow, in 1876. He was the son of a university professor and a famous singer. He became one of the outstanding prodigies in the history of music, playing in public at the age of six and at nine making a grand tour of Europe.

Hofmann's health broke down during a tour of America at the age of eleven, and he retired to study. Six years later, he emerged from retirement, a mature artist and since then he has been given the highest honors the world over. His recent activities have been confined to America.



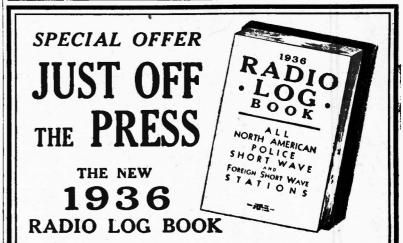
Gilbert and Sullivan's comic operetta, "The Mikado," will be revived by the NBC Light Opera Company on Monday, March 16, from 11:00 a. m. to 12:00 noon (E.S.T.), over a nationwide NBC-WEAF network in response to numerous requests. The plot is laid in Japan in the "eighties," and concerns the romance of Nanki Poo, son of the Mikado, and Yum Yum, lovely ward of Ko Ko, the Lord High Executioner. Nanki Poo had fled from the court disguised as An "Old Fashioned Spring" is the a minstrel to avoid marriage with

## Star of "Airshow"



Alexander Gray, romantic baritone, returned to the CBS airlanes to star in the Chrysler "Airshow" which made its debut over the WABC-Columbia network Thursday (March 12) from 8 to 8:30 p. m. (E.S.T.). Featured with this well-known star of stage, screen and radio are Charles Hanson Towne, distinguished writer and raconteur, under the direction of Mark Warnow.

LATEST SHORT-WAVE NEWS On Page 15



judged by the New York Schools	claimed on every continent, is an American citizen, and spends his win- ters in New York and his summers in Connecticut.	tions of the world. The new 1936 Radio Log Book lists all North American, Police, Short Wave and Foreign Short Wave Stations. An invaluale reference book that you will want to have handy at all times. Get yours now. FREE WITH YOUR SUBSCRIPTION FREE OR RENEWAL TO
Parts For Any Sweepers regardless of age. Don't trade in your cleaner, letting someone clese profit by rebuilding and selling it. We man make any sweeper look and work like new. Calls, deliverice, estimates free. Let us prove it to you. 25 ft. rubber cord-installed\$1.00 Replace motor-any make\$1.00 Replace motor-any make\$1.00 New bearings, clean, pack moter 1.00 Sweeper bags-all types	RIDAY, MARCH 20 CINCINNATI Gincinnati Symphony Orchastra presents Richard Wagner's Immortal Comic Opera <b>MERISTRANSCONSTANTIONS OF CONTROLS OF CONT</b>	Radio Dial         for six Months at \$1.00         Use This Coupen         Manual Contraction         RADIO DIAL       Renewal         New Subscriber         22 East 12th St., Cincinnati, Ohio         Enclosed find \$1.00 (check, Mensey Order or Currency), for which enter my subscription to RADIO DIAL for six months. Send ma absorbing for above.         Name         Vame         City.

Airs Weekly Talks



#### Dear Editor:

14

Have been reading your fine little paper for a long time and this is my first letter to you. I like the paper very much and the first thing I read is the Listeners' Exchange.

I don't think people should say some of the harsh things they do about certain programs but I'll admit that I can't help but agree with some of their views. You know it is so much better for all of us if we would stop looking for failures in order to criticize, and begin looking for the best in others so that we might praise them, and thus help others as well as ourselves.

I don't know how others feel about radio personalities, but to me they are just the same as the very people I associate with, and I'll admit there are many characters on the air with whom I refuse to associate. Now by this I do not mean the real character of the men and women taking part, but the part that they are portraying in the role they fill while guests in my home.

I do not associate with crooks, gangsters, thieves or criminals in real life, so why do so on the air?

You might think this queer or even silly, but to me, it is gospel truth that we become like that with which we associate, whether it be people or just ideas presented to us. You know there are only three things to talk about, believe it or not, and they are people, ideas and things. A program is supposed to do one of three things for us, namely, entertain, amuse or educate. But do they?

Many of them offend and antagonize the sensitive, beautiful, fine and noble characters who love and appreciate beauty, harmony and fairplay and who are endeavoring to live it in their daily lives. But how can they, if they constantly associate with the programs or ideas that lack these finer, higher qualities? I love the radio and think it one of my greatest possessions, but if something isn't done to improve the kind of programs our youngsters are listening to, we will have the same problem that we had with the pictures they were seeing. All children love daring adventuresome people, so why not appeal to the finer side of their nature, and give them only the characters that instill in them the desire for love of home, honor and justice. Give them real heroes to inspire them instead of gangsters and their kind. Worth thinking about, isn't it, and worth striving for?

I like to judge a product by the merits of its program. A sponsor with a fine product will choose a program

favorites. I believe that when we love anything at all, we should have the courage to admit or defend it, however the case may be. I'll begin with Grace Moore, Nelson Eddy, Richard Crooks, John Charles Thomas, James Melton, Nino Martini and many more of the beautiful singers one can choose from. For lovable home plays of family life, I like One Man's Family, Today's Children, Forever Young, The O'Neill's and the Goldbergs. Among fine orchestras, I choose A. and P. Gypsies, General Motors, Ford Symphony, Emery Deutsch, Walter Damsorch, and Wayne King. For real fun and entertainment, Gracie Allen, Fred Allen, Pick and Pat, Show Boat, Myrt and Marge, Old Fashioned Girl, Helen Hayes, Palmolive Beauty Box, Crosley Music Box, American Album of Familiar Songs, Lavender and Old Lace, Saturday evening Barn Dance, and Cities Service. Then there is Edward MacHugh, The Wise Man and devotional services, besides School of the Air and real educational pro-

grams. I hope you'll pardon this long letter and if you like, I'll come again for there is much more I'd like to say

Good luck to you and RADIO DIAL. MRS. ELINOR BOPP.

\*

#### Dear Editor:

Enclosed please find my subscription renewal. I have grown to enjoy RADIO DIAL very much. I enjoy reading the Short-Wave News, and think you are doing a great job with this page. Keep it up.

I just want to say a few words about the Bakers' Broadcast over WCKY which features Bob Ripley, the Believe-It-Or-Not man. I think it's one of the most entertaining programs on the air with Ozzie Nelson's orchestra and Harriet Hilliard, and I'm sure many agree with me. Some of my other favorite programs, to mention a few, are Strange As It Seems, Buck Rogers, Eddie Cantor, Ed Wynn, Fibber McGee and Molly, Crime Clues, Death Valley Days, Grand Hotel, First Nighter, Jimmy Ward and his Rascals, Vox Pop and the Man on the Street broadcasts.

Wishing the DIAL much success, I am,

RAYMOND BAUR. \*

Dear Editor:

We, the undersigned, are all faithful Mailbaggers and live within a half block of one another. We want to add our bit in trying to get more time for our Mailbag program.



Captain Alfred Gus Karger, whose talks on current problems over WLW at 6:45 p.m. (E.S.T ), each Saturday, have created nationwide comment, will present, on March 14, what he calls "a safe and sane plan" to eliminate unemployment. Karger, captain in the Chemical Warfare Reserve, U. S. Army, has made a close study of governmental problems and each Saturday over the Nation's Station he presents his findings of various departments of government's function.

## Fibber Checks Hats: Molly Checks Fibber

More trouble looms for Fibber during the Fibber McGee and Molly program starring Marian and Jim Jordan over WCKY and an NBC-WJZ network on Monday, March 16, from 8:00 to 8:30 p. m. (E.S.T), with Ulderico Marcelli's orchestra. Fibber's woes come in the form of a new job as check-room attendant. He gives the wrong hats to the right people, leaving himself open for many derisive comments from his helpmate, Molly. A special feature of the musical entertainment will be the playing of an original composition, "Dawn From a Car Window," by Audrey Call, Marcelli's violin virtuoso. Miss Call wrote the music on the back of a breakfast menu while returning to Chicago from New York on the Twentieth Century Limited.

Pat Barnes left by plane for New York Friday, to have more screen tests made at Metro-Goldwyn-Mayer. He was back Monday for his radio program over NBC at 12:00 noon

mind the amount of letters. WLW, come on and be a good sport and give us at least twenty suter more a week That is one more fifteen minute period. And for the sake of good fellowship, cut the seed advertisement off.

## **Radio Dial** Contest Club By Charence B. Farrar

HOSE interested in the subject of safety (and who isn't?) will do well to jot down from time to time, such thoughts as they might have which serve to promote safety and thus to conserve human life.

This is said simply because it appears that automobile manufacturers will soon spend a part of their advertising appropriations in an effort to educate people on safety. A part of this will be in the form of prizes in essay contests and according to advance information, will ostensibly emanate from the American Automobile Association, The Highway Education Board, National Safety Council, The American Legion and The General Federation of Woman's Clubs

A special effort will be made to gain the situation of the school and college groups in order that the proper impression may be made in these formative years. Truly, this is a very vital thing nowadays and should rank very closely to other important studies in the school room.

The perfection of automobiles has moved along faster than those who operate them have been able to comprehend. Something must be done and any time lost just means that many more lives sacrificed to speed and carelessness. If it takes money to make people think, and if making them think will bring a new conception of one's right behind the steering wheel, then let's spend some money that way. Full support is extended to the Safety Traffic Committee of Automobile Manufacturers As-

sociation.

Up to the present time all replies to my question as to whether this column should list the so-called "lottery contest" have been unanimously NO, and wishing to be guided by the readers desires in the matter I shall therefore, decline to list them.

In addition to these decisive viewpoints, I have a letter from one who seeks to express an opinion on a question raised previously. Same concerning whether sponsors should make winners public and who should judge the contests. In fact, I believe the suggestion was made to have the Post Office Department require this: Quote-"Contests are not perfect, but when we cry "We'll law ye," we destroy all the good along with the few bad points. Force sponsors to print winning entries and watch the chances of winning disappear. Even if a threat of law (or postal authority, if you prefer) made winning entries available, we cannot force sponsors to compare their picked winners with all other winning entries in other contests and throw out all duplicates and all paraphrases; so-a few excellent entries, with a word or two changed, will go 'round and 'round and everyone will come out right where he was before.

really have anything worth saying and say it right, we have as fair a chance as onyone." (Name requested off).

Certainly, this letter hits the bullseye of sincerity and somehow has a ring of practicability to it. I like it very much and wish it were possible to conduct all business along the lines suggested. Who's next?

We do not feel it out of place to suggest that readers, before submitting a contest to the Club, check back over their Radio Dials and ascertain if it has not already been printed. This department receives quite a number of contests which have been carried in the Dial a month previous. Also, please do not ask for the dollar-all entries are given the same consideration, provided they are accurate. All entries found inaccurate are promptly eliminated.

The \$1 this week will be mailed to Louis Sneider of Clinton, Missouri, who sent details of the J&P Coats Thread Contest first. Suppose I print it just as written by him: "CON-TEST: J&P Coats Thread. Begins Feb. 24, 1936; closes March 31st, 1936. Answer question "What thread do you use, Esther?" Finish-"I always use J&P Coats 6-cord because ." 200 words, or less. One side of paper. Neatness and simplicity. Print name and address at top of each page submitted, also name and address of dealer from whom you customarily buy thread. Attack two black and gold labels from new 200 yard spools of Coats thread. Mail to J&P Coats, Box 515-B, Grand Central P. O., New York City. Submit as many as desired. \$10,000 in cash. Dealers share equally. \$1,000 first; \$500 second ; \$250 third ; 5 of \$50.; 50 of \$10 and 500 of \$5. Ads in 5 fashion sheets. Watch for them. No radio hook-up indicated."

As indicated previously, the Gruen Watch Co., on Time Hill in Cincinnati, have added the Adult angle to their contest on "The Importance of Time." The contest closes on March 15th. 250 word essays, using the same rules as will be found on entry blanks covering the student contest, however, the entry blank is not to be used in the Adult contest. First prize will be \$500 diamond studded watch and 25 others will receive fine Gruen watches. Mail entries to Contest Department-Gruen Watch Co., Cincinnati, Ohio. Radio program under the listing of "Washington Merry-Go-Round," 7:45 to 8 p. m., (E. S. T.), over WLW, WOR, WGN and CKLW.

One of radio's most unique and unusual contests was conducted by the **RB** Clothes stores in Cincinnati. The thousands of people who entered this contest did so not in the hope of winning any prize . . . for none was offered, but they entered in order to help some deserving young amateur ball player win the opportunity of a lifetime. Cincinnatians were asked to cast their vote for their favorite amateur ball player . . . the player receiving the most votes by midnight of February 29th to be sent south to train with the Reds in Tampa . . . thirty sunny days in the south, a guaranteed big league tryout, and RB Clothes paying all the expenses and a salary to the lucky winner besides.

that gives the same reaction to the public.

"I'd like to mention some of my



ONEY-BACK GUARANTEE TTY ADD-A-TUBE be delighted

TUBE will be mailed to A TUBE



ball rolling. Come on, you faithful Mailbaggers, let's hear from you. , I



of this NOW

GREEN FARMS SEED CO. 220 State St. Westport, Conn

Thanks, Listeners' Exchange, for publishing Mailbaggers letters.

The Four Mailbag Neighbors, Just Sally, Big-E-Nuff, Aunt Kit and Tiny Mite.

Dear Editor:

Some time ago a reader of your column expressed great disappointment in the "Old-Fashioned Girl," having discovered that she used cosmetics like every other modern girl. I do hope that this reader will take heart again on reading this.

At a lecture sponsored by a child study group, the "Old-Fashioned Girl" was asked to sing without pay. She very graciously consented, revealing a spirit of old-fashioned generosity, which I consider unusual in this day of commercialism. I feel sure that Miss Helen Nugent richly deserves all

the success that comes to her. MARY ELIZABETH JONES.

"Let's suggest, courteously, that sponsors let mature minds read all qualified entries. Do away with immature clerks. Let's suggest, truthfully, that dealers do not deserve prizes; for in every contest I have entered, the dealers have been the last ones to know there was a contest. Let's find some way, other than threats, to get our suggestions to sponsors who plan to run a contest.

"Sponsors are willing to pay well to promote sales. We are their hope of success. I believe they will read, mark, learn and appreciate suggestions from sincere contesters. Threats, letters from poor losers, etc., hurt every person who competes, and do not hurt the sponsor.

motto of a farm boy's club "To win with the team, he will be sent to one without bragging and lose without of their farms for further seasoning squealing." And remember, if we before entering the big leagues.

After weeks of heavy voting, a close and exciting race was won by Jimmy Abbatello . . . who was voted by Cincinnatians, Cincinnati's MOST POP-ULAR AMATEUR BALL PLAYER. Abbattelo left Saturday morning, by train, to join the Cincinnati Reds in "Let's keep sane and adopt the Tampa, Florida. If he makes good short Mare

By GEORGE B. HART



JVM, at Tokyo, is being heard in the late afternoons by H. H. Seckler, radio editor of the Leavenworth Times, Leavenworth, Karsas. Mr. Seckler writes:

"I bring in JVM on 10.74 mc. about 3:40 (E.S.T.), Tuesday, Thursday and Saturday afternoons and it goes off the air about 5:10 p. m. JVM gives Japanese music and what I judge to be setting up exercises. What a bass voice that Jap has who is in charge. Possibly the station is on the air other days of the week."

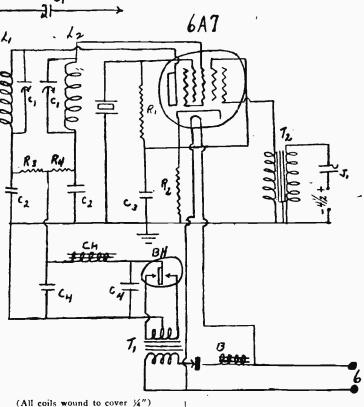
#### FLEA POWER ON TEN

Traveling has always been a torment to the amateur-mended chap whose work takes him away from the shack for long periods yet whose heart beats for the ether-waves. Confronted with a job that requires travel and a twelve year old amateur bug, we solved it by the simple little job shown in the schematic. Although not the last word in Amateur Radio, it does give complete satisfaction over a limited area and permits portable-mobile operation from our Chevrelet sedan.

So small it mounts under the dash board, yet perfectly effective over a few miles with an input of less than three watts on ten meters, we still have hopes of someday working some freak dx.

Using a modified form of a circuit originally suggested by W9LKV and a plate supply originated by W4CPX. we have enjoyed several fine QSO's on the 28,000 kc. band. Fundamentally the circuit is a crystal oscillator doubling into its own palte circuit. Modulation is applied to the inner grid of the 6A7 and excellent results have been obtained using an old Western Electric single-button microphone. Good speech is obtained with practically no ripple from the buzzer actuated plate supply.

The power supply consists of a power transformer of the midget variety, furnishing a few hundred volts each side of the centertap on the high voltage winding, working into one of the old BH rectifiers put out by Raytheon. Direct current from the car battery is fed into the five winding on the transformer through a low resistance buzzer. All other windings on the transformer are unused. The transformer we used had a rated voltage of 350 volts each side of center tap. We obtained 255 volts d. c. under transmitter load with only a 3.5 ampere drain from the battery.



- (All coifs wound to cover '4")
  5 turns No, 22 bare wire on tube base.
  -8 turns No, 22 bare wire on tube base.
  -35 minfd midget variable.
  -01 mfd.
  -8 mfd,
  -8 mfd,
  -8 mfd,
  -9 mfd.
  -1 mide.
  -1 mide.
  -5 mgclo button mike to grid.
  -5 mgclom carbon resistor.

- -.5 megohm carbon resistor. -1000 ohms carbon resistor.
- $R_3$  40,000 ohms wirewound resistor.  $R_4$  1000 ohms wirewound resistor.

#### WE RECOMMEND

THURSDAY, MARCH 12, Eindhoven, Holland - 9:15 a. m. - Well known Dutchnien before the microphone. Prof. Dr. W. Mengelberg. PHI 25.5 m.

Washington-11 a. m.-U. S. Navy Band. W8XK, Pittshurgh ,19.7 m. and W3XAL, New York, 16.8 m.

Tokyo-4 p. m.-Japan's first emperor-Biographical sketch. Native orchestra. JVM, Nazaki, 27.9 m.

Berlin-8:30 p. m.-What everyone likes to hear. DJC, 49.8 m. Paris—9 p. m.—Feminine life in Paris, by Mme. de Grammont. FYA ,25.6 m. Pittsburgh — 10:30 p. m. — Dance Hour. W8XK, 48.8 m.

#### FRIDAY, MARCH 13.

Eindhoven, Holland—9:10 a. m.—Jan Hart-man gives an anthology from "Kristal." PHI, 25.5 m.

Madrid-6 p. m.-Selection of Andalusian songs. EAQ, 30.5 m. Rome-6:15 p. n. —Opera "Sansone & De-lila," from Milan. "Rome's Midnight Voice," by Miss Amy Bernardy. 2RO, 31.1 m.

ondon-7 p. m.—Excerpts from opera. The BBC Empire Orchestra. GSD, 25.5 m. GSC, 31.3 m., GSB, 31.5 m., or GSA, 49.5 m.

Berlin-8:45 p. m.—"My darling is Singing in the Moonlight." DJC, 49.8 m. Caracas, Venezuela — 9:30 p. m. — Grand opera selections. YV2RC, 49.8 m.

actly three tenths of a second and starts at noon sharp after a period of ten seconds of silence.

The tim signals are sent out by automatic transmitters controlled from the Naval Observatory and are based upon intricate astronomical calculations. They give the exact Eastern Standard Time accurately to within station is interested in reports on reone-thousandth of a second.

A LTHOUGH some short-wave sta-tions are finding the answering of letters from listeners too great a task and are stopping the practice, the Schenectady, will continue to reply to all communications received.

Boyd W. Bullock, assistant manager of broadcasting, while being interviewed recently over the air by E. S. Darlington, in charge of short-wave broadcasting, said:

"Listeners are our best tubes. We couldn't get along without their active participation in our experiments. We couldn't make much progress without their regular reports as to reception. It's only through them that we can learn if our attempts at betterments are successful or not. Of course, they'll have to bear with us in some of our failures because we will not always be right and it's just as important that able to make those arrangements. we know we're on the wrong track as

wavelengths which have been allotted | main dance band on sun deck, swimto them. We would, therefore, recommend our hearers to get into direct Southampton and covering the deck communication with these interfering stations, informing them of their experience, and at the same time pointing out to them that they often spoil their own broadcasts by deviating from their frequency. DJC, at all events, is the most effective and satisfactory wavelength for our broadcasting during the cold winter season in North America. Last year it produced excellent results and will no doubt continue to do so in the future, as soon as the interference can be got rid of."

American songs will be sung by Franca Daidone during the American Hour, over 2RO, Rome, at 6 p. m. (E.S.T.), Friday, March 13.

.

While the weather prevailing over most of the United States is not appropriate for football, short-wave listeners may tune in London, Saturday, March 14, at 6:55 p.m. (E.S.T.), for the International Rugby Union football match between Wales and Ireland. Of the 45 matches played, Wales has won 26 and Ireland 17. It may be heard over GSD, 25.5 meters; GSC, 31.3 meters; GSB, 31.5 meters; or GSA, 49.5 meters.

. \* Have you heard W8XWJ of the Detroit News on 31 megacycles? The ception of signals.

.

"Around the Radio World News," broadcast on Station KFI, Los Angeles, 640 kc., is heard here every Saturday night with ease-and with General Electric station W2XAF, interest. 9 p. m (E. S. T.), brings us some really good dope from a wellknown listener, Frank D. Andrews Try for it some time soon.

> \* FYA, Paris, France, is being heard here with good volume on 11.71 megacycles. Excellent loudspeaker reception can be had after 10:30 p.m. (E.S.T.).

.

Six megacycles is the spot on the dial to hear COCO, that really good Cuban heard here so regularly. . .

A note to Charlie Miller: Thanks for the letter, but sorry we won't be

ming pool, embarkation deck at for disembarkation in New York, and crow's nest.

According to present arrangements, the departure from Southampton will be described in commentaries both from ship and shore. On the second night out from Southampton it is proposed to broadcast a feature program, in which listeners will be conducted on a tour of the ship. The program will last forty-five minutes. On each night of this maiden voyage a' short "flash" will be included in the news bulletin. It is planned also to include a broadcast of the arrival in New York.

#### MINNEAPOLIS SYMPHONY GOES OUT TO WORLD

Concerts of the Minneapolis Symphony Orchestra are being relayed to the outside world by short-waves, in addition to the extended coverage of the WEAF network in the United States. These programs are conducted by Eugene Ormandy.

The concerts are sent from the Cyrus Northrop Memorial Auditorium, at the University of Minnesota, in Minneapolis, through Station KSTP in St. Paul, to WEAF in New York and the Red Network and then to short-wave Station W2XAF, at Schenectady, 31.4 m. (9,530 kc.).

It is appropriate that these concerts shoud be heard by other nations as Mr. Ormandy gives the work of one American composer on each program. "This will surely do a great deal for American composers," Mr. Ormandy, who is better known in the East as the guest conductor of the Philadelphia Symphony Orchestra, said. "Also it should do a great deal for American music."

#### POLISH STATION BEING **BUILT TO REACH THIS** COUNTRY

SPW, the 20-kilowatt, short-wave station at Babice, two miles from Warszawa (Warsaw), Poland, is now constructing a new antenna directed to North America, the present one being directed to South America and Japan, according to the Chicago Short-Wave Club.

So successful were the few test ransmissions that about two

All constants are standard and need		when we're on the right one."	HJU, at Buenaventure, Colombia, is	letters from all over the world have
no explanation here, except that we	SATURDAY, MARCH 14.	* * *	being heard on 9.03 mc. Hours of	been received by Polskie Radio, ac-
used one of the new 20 meter cry-	New York City-1:45 p. mMetropolitan opera, Milton J. Cross, narrator, W2XAF	Following up complaints that South	operation are from 8 to 11 p. m.	cording to Dr. Juljusz Szygowski, Pol-
stals with excellent result; and dou-	Schenectady, 31.4 m., and W2XAD,	American stations, operating off their	(E. S. T.), on Tuesdays, Thursdays,	ish Consul at Chicago, and this en-
bled with ease the 10 meters. We	19.5 m. Moscow—4 p. m.—Russian winter sports.	assigned frequencies, are causing in-	and Saturdays.	thusiastic response accounts for the
tried to go on down to 5 meters but	RW-59 (6,000 or 12,000 kc.).	terference with reception of DJC, Ber-	* * *	erection of the new artenna. The
failed badly.	Geneva-5:30 p. mA description of the new \$10,000,000 League of Nations' edi-	lin, the German Station makes this	Another good South American is	programs are intended aspecially for
An especially pleasant signal is ob-		comment:	HC2JSB of Guavaguil, Ecuador, on	Polish nationals abroad, and particu-
tained and no frequency modulation	London-6:55 p. mWales v. Ireland. In- terval summary and a running commen-	"From many of our listeners we	7.86 mc. HC2JSB may be heard daily	larly for those in the United States of
is detectable so long as the plate cur-	tary on the second half of the Interna-	have heard, with much regret that our		America.
rent of the oscillator does not change	tional Rugby Union Football match. GSD, 25.5 m., GSC, 31.3 m. GSB, 31.5	broadcasts on 6.02 mc. (DJC) have		
with modulation. If it dees, a little	M. or GSA, 49.5 m.	not been as audible recently as they		
retuning will correct the difficulty.	Berlin—7:30 p. m.—Dance music. DJC, 49.8 m.	were last winter. According to the	QUEEN MARY'S MAIDEN	EXPERT
For an antenna we used a nine	London-10 p. m"Songs Out of the	reports from listeners, the trouble	VOYAGE TO BE	<b>LVLTUT</b>
foot telescoping one made by the		seems to be interference from certain	BROADCAST BY BRITISH	·····································
American Radio Hardware Co. L1 is	or GSL, 49.1 m.	wave-lengths used by South and Cen-	Broadcasts each evening from the	
tapped approximately 1/4 way down		tral American stations which vary in	decks of the "Queen Mary" during	RADIO
from the plate end of the coil. Keep	Time signals from the United States	their frequency. Unfortunately, we	her maiden voyage from Southampton	
L1 and L2 as far apart as possible.	Naval Observatory in Washington are	are not able to avail ourselves of the	to New York are being arranged by	OTTOTTOT!
"Seeing Ourselves as Others See Us"	broadcast daily by short-wave through	suggestions made by our hearers to	the British Broadcasting Company in	SERVICE
is the title of a series of little sketches	the Naval radio station at Arlington,	correct this situation by changing the	cooperation with the Cunard White	
being broadcast every Sunday at 6:15	Va. The broadcasts occur at 11:58	length of our own waves, as the wave-	Star, Ltd.	On All Make Sets
p. m. (E.S.T.), over W1XAL, Bos-	a. m. and are on the following fre-	length used by DJC is regulated by an	Many parts of the ship will be	CALL MAin 0770
ton. They are arranged by Prof. T. R.	quencies: 8,150 and 12,225 and 16,-	international agreement whose stipula-	wired for microphones. There will	TT TO A TTOOL
Adam, a British subject spending a	300 kilocycles.	tions we cannot alter.	be twenty-eight points available, in-	KRAUSS
few months at W1XAL as program		"An improvement of this regrettable		
consultant under the auspices of the	one-second signals preliminary to send-	condition can only be accomplished if	ing-room, first-class lounge (for light	RADIO STORES, Inc.
Rockefeller Foundation.	ing the noon signal, which lasts ex-	the interfering stations stick to the	music, etc.), veranda grill, covering	
		-		
				•



and many weeks is the inauguration of regular service by WSAI's new transmitter. At last it makes the Queen City Station a real local; not a DX catch fogged with crosstalk and QRN. Which means a handsome gain in grade A reception for Cincinnati dialers. Both the quality and field strength of the new outfit are excellent. Of course, the formal dedication didn't come off on schedule. It seems they never do. Of all the new transmitters I've heard launched the past dozen years, I can't recall one that took the air without a hitch. There must be something inherently perverse about a new transmitter.

16

After several years of field tests in Cleveland, Wired Radio is beginning operation in New York. At the start, service will be limited to hotels and clubs, it's said.

\*

.

That new program of the Pittsburgh Symphony (NBC over WC-KY, Thursday, 8 p. m. (E.S.T.) ought to be billed as guest soloist with symphony accompaniment. At least that's how the premiere worked out. I had no fault to find with Jeritza's work. She-just used most of the half hour. The point is plenty of eminent soloists can be heard, but few top-flight symphonies, particularly the middle of the week. It seems reasonable to give the orchestra the breaks.

Have you noticed that a string trio is once more providing Amos and Andy's theme music?

Not a few of these weather forecasts buried in commercial announcements are incomplete, and hence often misleading. Particularly when they're ballyhooed as a "service to the public," the few more words necessary for accuracy ought to be included.

With those fight episodes, Lum and Abner are taking the dubious course of retracing familiar ground. They did much the same thing a couple of years ago, as you probably remember. History may repeat, but radio serials aren't supposed to. The last time L. and A. solved their problem with an unoriginal denoument. They'll have to devise something better this time.

Flash! Paul Whitman has set out on a "talent hunt." Proving, of course, that the life blood of radio is bold innovation, daring departure.

If you have any lingering doubts that the big radio shows are planned to "wow" studio audiences, just con-

Hereabouts the best news of this three familiar notes are produced by an electrical gadget that plucks vibrating tines, much like an old-fashioned musicbox.

> It's certainly good to have "Paul" back in One Man's Family. He's the balance-wheel of the "Barbours," in fact, one of my favorite characters in this fine series.

> They say Nelson Eddy is the radio heart-throb of the gals just now. Things have reached the point where he has to have guards to protect him from his feminine admirers. It must be tough to exert such a fatal charm.

It's just as well that there won't be another Leap Year until 1940. The "special" broadcasts signalizing Feb. 29 supplied plenty of ammunition for the cynics.

Most incongruous note in WSAI's dedicatory program : following Eugene Goosen's talk with a "swing" tune. There are such things as musical shock-absorbers.

.





MRS. SIDNEY RAUH

A life-long ambition to tell stories to children and to counsel mothers on child psychology has been realized by Mrs. Selma R. Rauh, wife of the late Dr. Sidney Rauh, of Cincinnati. She is now heard as "Aunt Mary" over WLW at 9:15 a.m. (E.S.T.), Thursdays and Saturdays. For twenty years, Mrs. Rauh has told stories to children, lectured before mothers' clubs and other women's organizations on problems confronting mothers.



Here are some of the entertainers on the Phillips 66 Program, snapped in the WCKY studios just before a rehearsal for the show which is on the air every Thursday at 8:30 p. m. (E.S.T.). Standing are members of the Volatility Band, with Arthur Ainsworth, master of ceremonies. Left to right, Bernie Fink, Winnie Waters, Bill Waters, Ainsworth, Harpo Kidwell, and Buddy Spenlen. Center, at the piano, Mabel Fields, accompanist, and the Sunshine Sisters-Peggy, Patsy and Polly.

# NBC TO DRAMA-**TIZE AMERICAN LEGION HISTORY**

The colorful story of the American Legion and its early struggles to establish itself in the public mind as a patriotic rather than radical organzation will be dramatized on the 17th anniversary of the Legion, Tuesday, March 17, over an NBC-WJZ network at 11:30 p.m. (E.S.T.). Ray Murphy, National Commander of the Legion, will speak.

After the Armistice, when the commanders of the American forces were wondering how to keep their soldiers occupied until they could be sent home, a group of officers met in Paris and proposed that a legion of veterans be organized.

The suggestion was received enthusiastically, but definite steps were delayed a few months until May, 1919, when a conference was held in St. Louis and plans drawn up.

In the meantime, the I. W. W. and other radical movements were hoping to divert the organization to their own purposes. A large section of the American public feared they would be successful. But they weren't,

icals frequently came into bloody con-

announcers, have a bachelor apartment in downtown Cincinnati. They cook most of their own meals, although Mack gets credit from Slater for being tops when it comes to broiling steak.

Tom Slater and Floyd Mack, WLW | reporter, and Richard Kerley, veteran reporter on the Cincinnati Times-Star and Enquirer, are recent additions to the WLW news room. The personnel now includes H. Lee Mac-Ewen, editor; Herman Wolff, Fred Thomas, Robert Heidler and the two new men, all of whom are former

Pfaff Smith, former Cincinnati Post | newspaper men.



## **SUPER - CRITIC OF TONE SELECTS** MIDWEST RADIO

Rubinoff needed a \$100,000 Stradivarius violin to satisfy his critical tonal requirements! When he determined to secure a radio, recently . . . one that would meet his standards of tone, he tried many sets, testing them in side-by-side performances, to determine which would come nearest his specifications. Here's what he says about his new Midwest: "Congratulations on having created one of radios I have ever seen."-Rubinoff.



would be successful. But they weren't, and as a result the veterans and rad-

sider this. Recently when Phil Baker did "Rosemarie" they even dressed it up with a stage snowstorm; that for a show ostensibly intended to please radio listeners.

Though I'm not supposed to listen to it, NBC's Children's Hour (over continues to amaze me no little. The ability and zest displayed by these voungsters are downright remarkable. If adult performers did as well in proportion to their years, things would be quite a bit different on the air.

I wonder why they take the trouble to broadcast Mary Pickford's parties from Pickfair. In radio the setting is unimportant. Movie addicts would swallow these "informal little affairs" just as readily if they were staged in a studio.

Proving again that things aren't what they seem, NBC's station-break



The eleventh concert in the A and B series of the NBC music Appreciation Hour will be conducted over combined NBC-WJZ-WEAF networks for music students from coast-to-coast, on WLW, Sunday, 9 a. m. (E.S.T.) Friday, March 13, from 11:00 a. m. to 12:00 Noon (E.S.T.).. For the second time in the 1935-36 series NBC singers will be used to illustrate the various selections played by the NBC Symphony Orchestra under the direction of Dr. Walter Damrosch. Series A deals with The Human Voice.

Illustrations of the various voices are "Shepherd, Thy Demeanor Vary," by Brown, soprano solo; Brahms' Cradle Song, alto solo; Quilter's "O Mistress Mine," tenor solo; Flegier's "The Horn," bass solo, and Macfarren's "Robin Goodfellow," a part-song using several voices. Series B will be a lesson based on The Song. An NBC

Chorus will assist in the illustrations of the various types including Folkchimes aren't chimes at all. The songs, Art-songs and Part-songs.

flict.

gram.

The story of those times, as well as the Legion's part in obtaining the establishment of the Veterans' Bureau by the Government, its work in aiding widows and children, and its fight for the bonus, will be included on the pro-



The inside story of what makes the wheels go 'round in radio is told on a new WCKY program, heard every Monday and Thursday at 6:15.

The broadcast, known as "Our Listener," is conducted by Douglas Browning, WCKY staff announcer. Browning, in a series of chats, is explaining how programs are broadcast, how networks are hooked up, how control room and transmitter engineers do their stuff and many other interesting facts about the business of broadcasting.

Interviews with WCKY executives, announcers and engineers are featured from time to time.



The new, sensational, all-wave, 14-metal tube Midwest radio is winning instant acceptance among those who KNOW radio values. It is a master achievement, one of today's most highly perfected, precisely built sets. Five tuning ranges make it easy to parade the nations of the world before you.

#### SAVE UP TO 50%

By buying DIRECT from the Midwest factory showroom at 909 Broadway, you not only get one of the world's finest radios, but you obtain it at a definite, certified saving of as much as 50%! In addition, you get 3 Months' FREE Factory service and free installation.

OPEN TUES., THURS., and SAT. UNTIL 9:00 P. M.

Midwest Radio Corp. 909 BROADWAY