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Radio Dial

WEEK ENDING JUNE 19, 1937



LES TREMAYNE

NEW STAR ON
"FIRST NIGHTER"
PROGRAM

See Page 17

JUN 24-37
NILEY EDITOR
P. O. BOX 55
MICHIGAN, OHIO



Broadcast of Sun's Total Eclipse

Featured on "Fun in Springtime"



Tim and Irene, featured with Bunny Berrigan's orchestra on the "Fun In Swingtime" program over the Mutual Broadcasting System and WSAI, 5:30 p. m., (E.S.T.) Sundays, are acquiring heavy coats of tan. With warm weather here, Tim, Irene, Berrigan and the cast take to the studio roof for rehearsals. Tim and Irene have deserted their 48th street penthouse in New York for a rose-covered Summer home in Rowayton, Conn.

NBC and Columbia To Describe Occurrence

Eclipse Will Be Longest In
1200 Years

From Canton Island, 1,800 miles Southeast of Hawaii, will come the broadcast over the networks of the National Broadcasting Company recording the longest total eclipse of the sun in 1,200 years. The broadcast is scheduled for June 8, at 2:00 p. m. (E.S.T.) George Hicks, NBC special events announcer, and Walter R. Brown and Marvin S. Adams, NBC field engineers have with them some four tons of equipment, a large part of which was especially constructed for this broadcast. The broadcast from the scene of the eclipse will be shortwaved to the RCA receiving station at Point Reyes, California, and relayed to the NBC networks, of which WCKY will be the local outlet.

The Columbia Broadcasting System announced plans to cover all aspects of the spectacular total eclipse of the sun, as observed at the base camp of a scientific expedition high in the mountains of Peru, South America. The Columbia broadcast is scheduled for 5:20 p. m. (E.S.T.), Tuesday, June 8, and will be heard over a coast-to-coast network, including WKRC.

Flowers for Jessica



The famed lyric soprano, Jessica Dragonette, gathers a few of the flowers which abound in profusion on the terrace of her New York penthouse apartment. It is here she practices daily for the "Beauty Box Theater" program heard over the WABC-Columbia network, including WKRC, WHAS, and WJR, Wednesday, from 8:30 to 9:00 p. m. (E.S.T.).

Cincinnati Conservatory of
Music

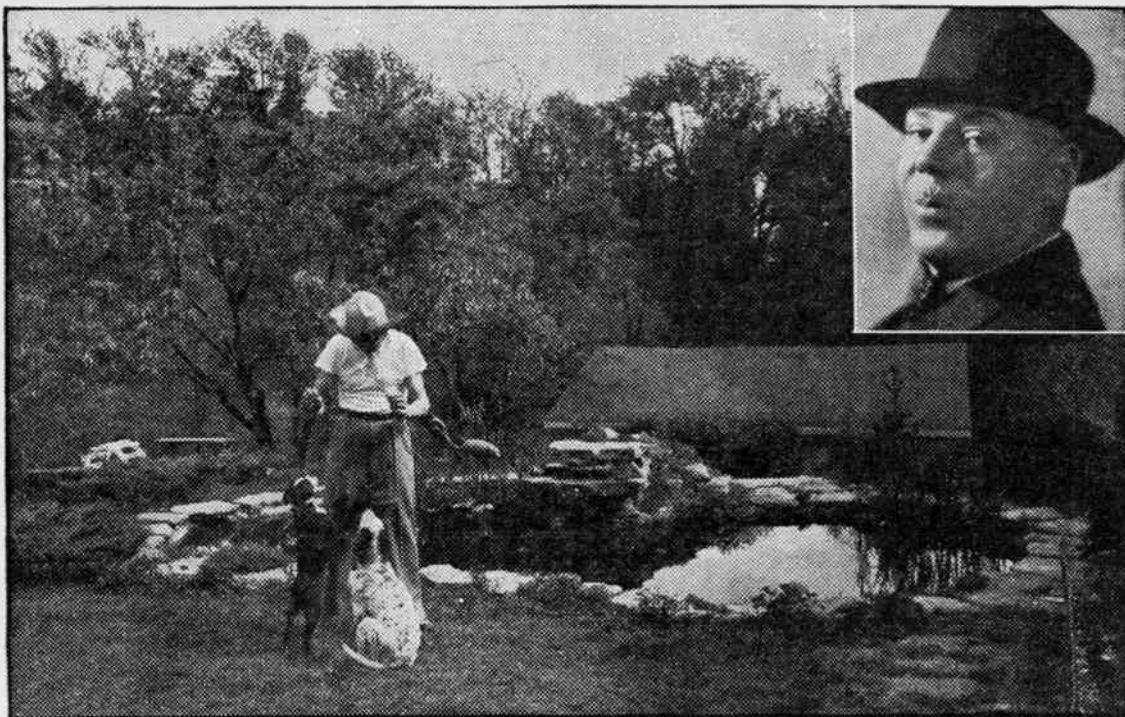
A full hour's program of symphonic masterpieces and choral selections will be presented by artists of the Cincinnati Conservatory of Music over the WABC-Columbia network including WKRC, WHAS and WJR on Saturday, June 5, from 10:00 to 11:00 a. m. (E.S.T.) from Cincinnati. The program presents the Symphony Orchestra under the direction of Alexander von Kreisler, with Severin Eisenberger as piano soloist, and the Conservatory Madrigal Singers under the direction of Dr. John A. Hoffmann.

The orchestral selection will be Beethoven's Concerto No. 5 in E flat major, opus 73. The vocal program by the Madrigal Singers will include Rachmaninoff's "Ave Maria," "For He Shall Give His Angels Charge," from Mendelssohn's "Elijah;" an old French song, "Chanson de Mai," arranged by Gevert; Brahms' "O Lovely May;" the old English hunting song, "D'ye Ken John Peel," as arranged by Ryder; Rimsky-Korsakoff's arrangement of an old Russian folk dance, "The Spinning Top," and Deems Taylor's arrangement of a Norfolk County air, "Twenty, Eighteen."

Von Kreisler, Eisenberger, and Dr. Hoffmann are all artist faculty members of the Cincinnati Conservatory of Music.

Wells Ginn, heard as the Old Timer on the WLW "Happy Times" program, 9:45 p. m. (E.S.T.), Mondays and Fridays, operates a recording laboratory.

Newhall at Home



Bob Newhall, WLW sports commentator, was snapped in his beautiful garden at his palatial home in College Hill, Cincinnati. Newhall was feeding his dogs, Perk, a Boston terrier, and Pepper, a coach, when the picture was made. Inset is a closeup of Newhall who is heard over WLW at 6:45 p. m. (E.S.T.) daily except Sunday.

"Hits of the Week" Offers Variety of Highlights

Off to a flying start, "Hits of the Week," 9:30 to 10:00 p. m. (E.S.T.), Tuesday over WSAI and WKRC promises to become one of Cincinnati's most popular radio programs.

On the initial broadcast May 25 the Smoothies—Babs, Charlie and Little, were the featured guest stars. On the second program, June 1, Earle Larrimore, playing the lead in Lulu Vollmer's new stage sensation, "The Hill Between," was scheduled for a guest appearance.

A fast-moving variety program, "Hits of the Week" offers the tuner-inner a bit of everything, with William Stoess wielding the baton. Paul Sullivan, news commentator who is heard over WSAI at 10:15 p. m. (E.S.T.), daily except Saturday, is on with the hit news story of the week, while Red Barber, WSAI sports announcer, provides the hit sports thrill

of the week, staged in dramatic flashback form.

There's a minimum of commercial, with Ruth Lyons of WKRC sharing honors with James Leonard, WSAI announcer.

One of the highlights of "Hits of the Week" is a dramatization adapted from a current movie. In the first program Lawrence Menkin, Sydney Mason and Helen Needles did a neat sequence from "A Star is Born."

All in all "Hits of the Week" is a smooth-running half hour of variety, with a dash of entertainment to please the taste of virtually every listener.

May-Stern & Co., Cincinnati furniture and department store, is sponsoring the series.

The programs originate in the downtown studios of WSAI and are piped to WKRC.—BB.

JOHNNY GREEN HEADS PACKARD SUMMER SHOW

"RHYTHM IN SONG" PROMISES TO BE HIT RADIO SHOW

Station WLW has come through with another new idea that promises to make a hit with listeners, according to early criticism.

"Rhythm in Song" is the new program and it features not one but four of the top musical acts on the Nation's Station in addition to a new combination. The program is heard at 6:15 p. m. (E.S.T.) Fridays.

On the air in the new quarter hour are the Four Modernaires, novelty male quartet; the Three Spades, Harlem Trio; a girls' sextet, a new addition to the WLW staff; Jeannine Macy, popular blues singer, and a boys' octet.

Combining the voices William Stoess, music director of the Crosley stations, and Grace Claude Raine, vocal director, have discovered something new in vocal combinations.

Although "Rhythm in Song" has been on the air but a short time, hundreds of fan letters already are pouring in and radio critics are commenting on the new show.

The program is heard also over the new WLW Line, which includes WHN, New York; WFIL, Philadelphia, and KQV, Pittsburgh.

Will Be Guest on "Sunday Serenade"



Roger Weigand, accordionist, will be guest soloist on the "Sunday Serenade" broadcast over WKRC, Sunday, June 6, at 11:30 a. m. (E.S.T.). Weigand is a member of Ross Pierce's orchestra and formerly was heard with the popular act, "Skip, Step and Lena." Sponsored by the Schiff Shoe Company, "Sunday Serenade" is heard each Sunday at the same time from the hill-top station and features the baritone voice of Lewis Lind with piano and organ accompaniment.

Trudy Wood, Jimmy Blair To Be Featured

16-Voice Rhythm Choir on Program

Johnny Green, dashing young maestro whose music has set the feet of Fred Astaire twinkling on NBC for the past 39 weeks, will have a new streamlined Packard Hour during a 13-week summer session over WCKY and the NBC-Red network, Tuesdays, at 8:30 p. m. (E.S.T.), beginning June 8.

The new program, featuring pretty Trudy Wood and Jimmy Blair, a newcomer, will also present the swing songs of a 16-voice choir which Green has been coaching for the last two months.

Green, composer of such hit tunes as "Body and Soul," "I Cover the Water Front" and "Easy Come, Easy Go," is one of the outstanding leaders of the nation in the field of dance music.

Entering radio 14 years ago while still a Harvard student, he staged a spectacular climb to nation-wide fame which in 1935 brought him the coveted spot of conductor for Jack Benny. When Astaire was induced to display his versatile talents on the air, Green was his choice for musical director.

Trudy Wood is a youthful California personality songstress who was lifted by Astaire from the chorus to a featured spot in romantic doubles which she will continue with Blair.

Fred Allen's talent parade on the "Town Hall Tonight" program was responsible for the discovery of Blair. As an obscure singer, Jimmy caught the fancy of radio executives while performing for Allen, and stardom on the new Packard Hour is his big moment.

Bob Allen Is Victim of Unusual Accident

Bob Allen, vocalist with Hal Kemp's orchestra, was the victim of an unusual accident in New York City on Friday, May 22.

Bob and some of the boys of the band were standing in front of a hotel next door to the Columbia Playhouse, from where they had been broadcasting, when a young girl jumped from the eleventh floor of the hotel and fell on Bob. The terrific impact tore all of the ligaments in his neck and knocked two of his front teeth out. He is still confined to his bed. The girl, of course, died instantly.

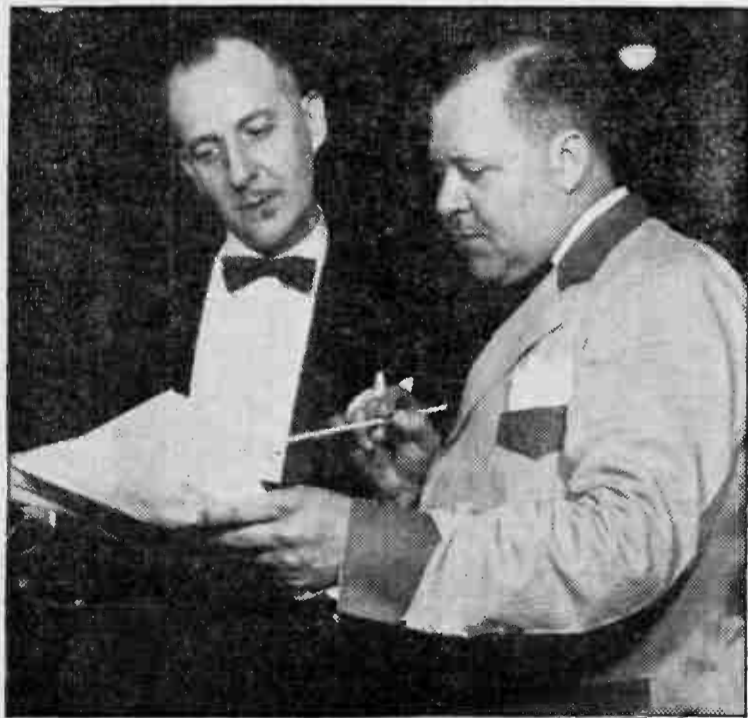
Bob, a Cincinnati boy, formerly broadcast over WKRC and WCPO. His mother, Mrs. Anna Rebhun, resides in Madisonville.

Moore vs. Broderick



Presenting those hilarious "Twin Stars" Victor Moore and Helen Broderick in another of those tangled domestic situations which they translate pretty freely, and ludicrously, from the lives of famous married couples of fiction. Fresh from starring roles in musical comedy and in the movies, the "Twin Stars" have been eminently successful in bringing their vast capacities for fun-making to the air. They are heard each Sunday night from 7:00 to 7:30 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHAS and WJR, with Buddy Roger's Orchestra and Singer Mary Martin.

Getting Ready for "A Salute to Cities"



William E. Green, left, and August Schaefer look over a "Salute to Cities" script at the WLW studios. "Salute to Cities," a good-will program, is heard over WLW and the WLW Line, 11:30 p. m., (E.S.T.) Fridays. Green is the parade marshal and Schaefer conducts the Crosley Military Band. Virtually every city in the United States, as well as several in Canada, have been saluted in the two years the program has been on the air.

At Coney Island



Dick Stabile and his orchestra, now playing in Moonlite Gardens at Coney Island are proving very popular with patrons of that famous resort. Stabile and his orchestra have been featured in leading eastern hotels and night clubs, and on the air, and have "clicked", as the saying goes, in a way that few orchestras have. Stabile was formerly a saxophone soloist with Ben Bernie's Orchestra.

Radio To Dramatize Murders In Colorado

The story of a murderer who killed four persons in a small Colorado town, but disposed of the bodies so skillfully that no criminal action could be brought against him, will be dramatized over WLW and the Mutual Broadcasting System during the "True Detective Mysteries" program, 8:30 to 9:00 p. m. (E.S.T.), Tuesday, June 8.

Dramatization, adapted for radio by Felix Jager, is based on the story told by Sam Fabrizio, veteran Colorado peace officer, who succeeded in wringing a full confession from the slayer. Members of the WLW dramatic cast will be heard in the mystery drama.

An Appeal for Radios

Do you wish to make the patients at Longview Hospital happy?

There is a need for old and discarded radios so that the patients may hear the ball games and other types of entertainment.

Call Mrs. Ravine, Avon 3300, and they will be called for.

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Telephone—CHerry 0710 — 0711

GEORGE A. VOGELE—Editor

Vol. VII

WEEK ENDING JUNE 10, 1937

No. 4

DRAMA DRIVES AHEAD

To judge by the warmth of some recent days, summer is not far away. But, radiowise, one sure sign of summer is still lacking. No network has announced plans for pretentious experiments in radio drama.

For the past few years such an announcement has come as regularly as straw-hat day and reminders to change the grade of oil in your crankcase. However, its absence this year does not mean the forsaking of an established precedent by the networks. Rather, it is because radio drama is already in the midst of perhaps its most hopeful revitalization for many years.

The best known and in many ways most interesting evidence of this is the Columbia Workshop. Under the able direction of that "reformed" engineer, Irving Reis, the Workshop has been doing notable work, particularly in developing new techniques and uncovering fresh material.

Though not concentrating its efforts in a single feature, NBC has also been devoting much more attention to drama than heretofore. During recent weeks its dramatizations of novels have been highly gratifying, not only for smooth production, but as well for the fact that they ran a full hour.

From these and other lesser signs it would appear that radio drama is at last getting serious attention from the broadcasters. To which many listeners will, no doubt, retort that "It's about time."

Certainly the development of radio drama has been slow and halting compared with that of other program departments. This is the more puzzling considering its rich possibilities. The probable explanation is that first-rate radio drama demands skill and artistry of an order not found in every studio. Whatever the deficiency, it seems at last well on the way to being corrected.

Several things could be said regarding the improved outlook for radio drama. But two seem especially significant. One is the new audience being cultivated by the Columbia Workshop.

Irving Reis has evidently noted that monotonous daytime serials and hackneyed evening plays cater to the typical movie audience. At any rate he has tried, almost defiantly, to please listeners who demand something more mature. This policy is eminently sound. Radio should present adult drama just as clearly as adult music.

The other trend that seems significant is NBC's emphasis on full-hour productions. This is not new. But it is important because many production men still believe listener interest cannot be held for 60 minutes. Of course, that is absurd. The writer can remember nights back in 1923 and 1924 when he endured headphones for not one, but three hours to enjoy WGY's pioneering with full-length plays. A half-hour has become the usual limit for radio drama chiefly for commercial reasons, not lack of listener interest.

To be sure, adult appeal and greater freedom as to length are not the only problems radio drama has to solve. But the fact that they are being mastered is decidedly hopeful. Radio drama may yet become an art, not just a trade.

WCKY To Conduct Radio Talent Search — Cash Prizes Will Be Awarded Winning Acts

Station WCKY will conduct a radio talent search over a period of ten weeks, starting June 8, by means of a "Stars of Tomorrow" contest, in which \$350.00 will be awarded as prizes for the best acts.

The contest is open to amateurs as well as professional entertainers and "auditions of the air" will be held at 7:30 p. m. (E.S.T.) every Tuesday and Thursday. Those wishing to enter the competition are invited to communicate with WCKY.

"Stars of Tomorrow" will be presented in cooperation with the Liberty Theater, in Covington, which will give a prize of \$200.00 for the best act selected at the end of the contest, \$100.00 for the second prize winner and \$50.00 for the third. Entertainers may compete as individuals or as teams.

Included in the prize awards is a three-day engagement at the Liberty Theater, where listeners may see and hear the winners in person.

COLUMBI-A-MUSINGS

From WKRC

By
MARGARET MALONEY

Pinky Tomlin, the lad who wrote "The Object of My Affections" a few years ago and who has a winner in "The Love Bug Will Bite You," will handle Eddie Cantor's Texaco show while the banjo-eyed comedian vacations this summer. Ella Logan, Scotch songstress, Eddie Stanley, comedian, and Jimmy Wallington and Jacques Renard's ork will constitute the remainder of talent on the half-hour.

And there's talk that Lou Holtz will take over Al Jolson's spot for the summer months.

Francis Pettay, 'KRC announcer, goes in for the wildest checked coats and trousers imaginable . . .

The candid camera craze is affecting the 'KRC staff . . . it's almost impossible to walk in or out without having someone snap your picture.

Harry Salter and his new "sweep music" will be featured on the Lucky Strike program beginning in June . . .

What happened to Joan Blaine?

WKRC and the Columbia network will air the Latonia Derby on June 12 . . .

Exhibitions of grace were many at 'KRC's skating party at Sefferino's Roller Drome last Thursday . . . Maynard Craig, popular interviewer on the "Meet the Missus" program sat the evening out because skates aren't made large enough to fit his shoes . . .

Personal nomination for Cincy's best blues singer: Mary Alcott.

'KRC's new musical show, sponsored by the Schiff Shoe Company, titled "Sunday Serenade" is worth a listen. Lewis Lind, baritone, is the featured vocalist . . . and there's organ and piano accompaniment with a guest star thrown in each week. . . .

Freddie Gibson, known as the "Gibson Girl" when she broadcast with Richard Himber, is the new vocalist on the Lucky Strike Hit Parade. She replaced Patricia Norman.

Al Bland, pilot of the Dawn Patrol, heard daily except Sunday at 7:30 a. m. over WKRC, is the father of a son and daughter. Lee is five years old and named for his uncle, Lee Bland, WKRC announcer and continuity writer, and Anne is three.

Ruth Lyons, program director at WKRC, and Francis Pettay, 'KRC announcer, were the winners in the skating contest at the hill-top station's skating party at Sefferino's Roller Drome last Thursday night.

Entertain Latin-Americans



Dialers to WLW and the Crosley International Short Wave station W8XAL find a half-hour of Latin-American music from 10:30 to 11:00 p. m. (E.S.T.), Tuesdays under the program title, "Los Amigos" in a salute to the Latin countries. Pictured above left, is Virginio Marucci, whose South Americans orchestra provides the music. Right, Flora Blackshaw, soloist, and Octavio Bermudez, master of ceremonies, snapped during a broadcast. Below, Carl Freed and his Harmonica Lads featured guest artists on the "Los Amigos" program, June 1 and 8. The Harmonica Lads, left to right, are Don Masucci, Michael Cugley, Will Diederich and Mickey Rizzo, above, and below, Saul Weber, Freed and Byron Bouchard. The Freed group was heard on "Los Amigos" May 19 and at the invitation of Marucci they returned.

Has Cool Ideas for Hot Days



Adele Ronson, star of John's Other Wife, dramatic serial heard daily except Saturday and Sunday at 9:15 a. m. (E.S.T.) over the NBC-Red network, including WSAI, carries out some of her rules for keeping cool in hot weather. Her coffee is hot, her hat is wide-brimmed, and she's wearing navy blue lace; not forgetting that bowl of flowers.

Grofe Heads Summer Symphonic Series

Hatterfields Go Mad



Carolyn Clarke told WLW program officials that she came from a family of eccentric artists and to prove it she submitted her serial story, "The Mad Hatterfields," based on her own relatives.

The program is now heard over the Nation's Station and the WLW Line (WHN, WFIL and KQV) at 10:15 p. m., (E.S.T.), Tuesdays, Wednesdays and Thursdays. Pictured above are the "Mad Hatterfields" during one of their arguments. Seated is William E. Green as Rolly, target for criticism from Mama Hatterfield (Bess McCammon) extreme right. The others are, left to right, Harry Cansdale as Caleb, the family butler; Betty Arnold as Rita and the author herself as Meg.



"My wife couldn't come, so she insisted that I wear this costume."

Programs Replace Philadelphia Orchestra

Edwin Smalle, Vocalist, To Be Featured

A distinctive new series of programs presenting light symphonic masterpieces and vocal music under the respective direction of the American composer and arranger, Ferde Grofe, and radio's outstanding vocal stylist, Edwin Smalle, will be presented over the WABC-Columbia network, including WKRC, WHAS and WJR, starting June 4, from 9:00 to 9:30 p. m. (E.S.T.). The series will be heard each week at the same time.

These programs will replace the Friday night series offered by the world-famous Philadelphia Orchestra throughout the winter and spring months. The new programs were planned because of the varied vacation scheduled of members of the Philadelphia organization, many of whom have planned to make concert tours in far removed parts of the United States and Europe during the summer.

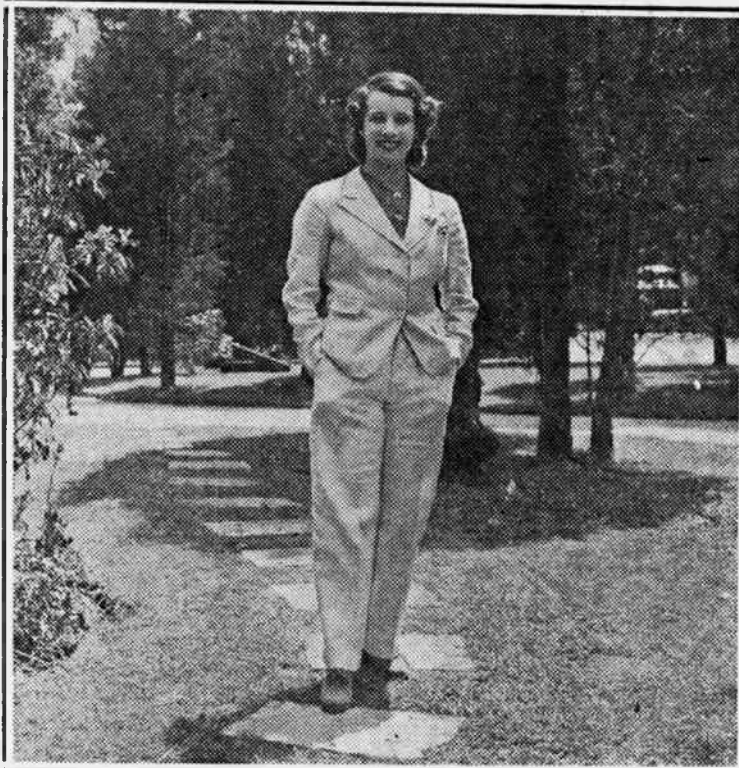
In the words of Grofe, who has composed many symphonic works devoted exclusively to the American scene: "The program will be patterned on the modern American school of music. Each week we will present a varied selection of concert and light opera music in a manner we're sure will appeal to all types of music lovers."

In New WKRC Feature



"Music of the Masters" makes its debut over WKRC on Sunday, June 6, at 4:45 p. m. (E.S.T.), when Margaret Cones, well-known pianist and graduate of the Cincinnati College of Music begins a new series of weekly programs. Miss Cones has previously been in radio when she broadcast on the Ohio School of the Air.

Lily Pons—Country Gentlewoman



Lily Pons's preference for sports wear is given full sway at her new country estate in Connecticut, where the glamorous radio star now commutes from her Wednesday broadcasts in which she is starred with Andre Kostelanetz over the WABC-Columbia network, including WKRC, WHAS, and WJR, from 8:00 to 8:30 p. m. (E.S.T.). Recently selected as one of America's best dressed women, Miss Pons prefers to wear casual clothes in the country, and is seen here in well tailored white linen slacks, a jacket, and a comfortable pair of suede brogues.

"Moon Enchantment" New WSAI Program Brings Relief to "Jazz-Ridden" Air

Disregarding all conventions of radio, station WSAI, came through Thursday, May 27, with a late night program at 8:00 p. m. (E.S.T.)

Titled "Moon Enchantment" the program offers thirty minutes of soothing, appealing love melodies. Such programs in the past have been scheduled for late night but Robert C. Jennings, assistant manager of WSAI in charge of sales and programs, believes there are hundreds of listeners who would enjoy that type program earlier in the evening.

Another precedent was broken when the narrator, in closing the program, said: "You've listened to a dream, my friends." Identities of the various performers will not be revealed, lending an air of mystery to the enchanting program.

One thing was noticeable. The predominance of Hawaiian guitars, strings and woodwinds in the orchestra. A special arrangement of "Serenade in the Night," by Milton Rosen, was one of the outstanding musical hits of the show.

As the program goes on the air only

the soft lapping of water is heard. Gradually the music fades in and the listener feels relaxation. On the opening stanza were baritone and soprano solos, backed up by the distant hum of both male and female voices.

A boy and a girl, gliding along the peaceful waters, spoke briefly of love. This scene faded for a neat arrangement of "Moonlight and Roses" and "Aloha."

"Moon Enchantment," which will be broadcast each Thursday at 8:00 p. m. (E.S.T.) over WSAI, WHN, WFIL, and KQV of the WLW Line, gives early evening listeners a type of entertainment that one ordinarily would remain awake until midnight or later to hear.

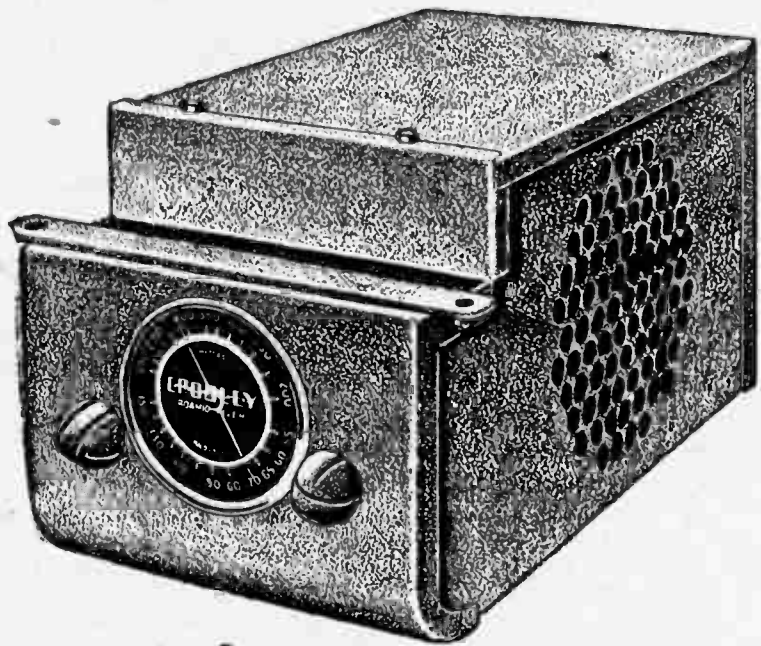
This reviewer is inclined to agree with Mr. Jennings. There must be others who will dwell in pleasant memories during a half-hour's relaxation from 8:00 to 8:30 p. m. (E.S.T.) Thursdays, while listening to "Moon Enchantment."

And just to keep the spirit of the program as it was intended—"only a dream," this critic will remain—?

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RADIO DIAL CONTEST CLUB



by The Contest Reporter

ACCORDING to current Contest World, contests and premium offers over the radio and through the newspapers are giving quite a bit of worry material to Postal Officials. They say:

"Many notices have been sent out to postmasters that a flock of wrappers or labels are only receivable and mailable at third or fourth class rate, if there is no written material enclosed, in the light of the postal regulations.

"Admittedly, a majority of the public is not what might be called familiar with the postal laws and regulations. Individuals are told to mail so-and-so wrapper, or wrappers, or what have you and you will get a cuckoo clock or something.

"The Post Office Department wants you to know that you are liable to fine and imprisonment or a dire fate, if you write anything on a slip and say send seeds, or piano, or cuckoo. That is a written message, and, therefore, the first-class postage rate applies.

"The service does not want to be hard upon the public but postmasters have been instructed to use proper discretion and see that these things do not go through at an underpaid rate. It is up to them (the postmasters) to warn the customer that their mailing may find its way into the dead letter office because of the underpayment and that they will never get the piano, the seeds or the cuckoo unless they pay first-class postage. The rate is quite different.

"When the announcer says 'Just mail so many wrappers' don't believe that you can send them parcel post, or anything less than first-class, if you enclose a note of directions, selections, or a slogan. When you do that you must pay the first class rate. (3c per oz. or fraction thereof—2c within city).

"The postal service lets its field men—postmasters and assistants—down a little with the naive observation that it is known they cannot open and inspect all packages or parcels, and cannot take the addresses for granted, but they are admonished that they should be careful to see that full postage is paid and that Uncle Sam is not cheated."

It will be noted that the writer of the foregoing quotation injected just a bit of humor, but this does not detract from the means of acquainting the public with something that not all of them know. Really, something important.

Even if those who handle your mail do not have time to examine everything, there is always that possibility of yours being the one discovered, resulting in delay and possible embarrassment.

Play fair with the Post Office. If you write something, seal it up and pay the first-class rate of postage.

Contest entries, no matter how bulky or heavy will need first-class postage in nine cases out of ten, for the reason that there is usually some directions, letter, note or instructions enclosed.

If they are of unusual size or weight, many contestants submit by other means of transportation, but for the most part this is the kind that sponsors do not want.

Two women who have become nationally famous in judging contest entries are making news at the moment. Miss Helen King, who with Jack Todd, organized Certified Contest Service and has handled some of the better known competitions has resigned from the organization. She intends to continue along the same line, but in a different capacity. She is also said to be preparing a book based on prize contests.

Elsie M. Rushmore, whose name as a judge now appears more frequently than the well-known Prof. Herrold, has written an article for Printers Ink (May 13, 1937). Miss Rushmore calls it "Contest Common Sense" and tells why the number of returns are not always an accurate indication of the success of the contest. Her comments are for edification of advertising men chiefly, but it will be interesting reading for these on the outside.

She states for a contest to be successful, the following points should be considered. 1. Complete distribution of product. 2. Purchase requirement not to exceed 25c and no complicating procedure. 3. Rules simple and fair. 4. Prizes should be money. 5. All mail acknowledged, winners announced promptly and made public. 6. Contest should be based on human interest.

The Hobby Guild of America have awarded prizes on their contest entitled "The Enjoyment of My Hobby" as follows: First, to Lawrence Miller of 305 Broadway, New York. Second, Irving Smith, 85 Vernon Ave., New York, and third to Arthur Stettel, P. O. Box 1126, Jerusalem, Palestine.

Another, in which 15 trips to the World's Fair in 1939 will be given, is now in progress. It will last over a year. If interested in further details write The Hobby Guild of America, 11 West 42nd Street, New York City, New York.

The makers of Black Flag insecticides are offering twenty \$5 cash prizes per week for some time to come, in a contest outlined on an entry blank obtainable from your dealer.

A group of daily newspapers throughout the country are sponsoring what is referred to as the third annual Newspaper National Snapshot awards. 125 cash prizes will be given totaling \$10,000. Particulars are rather voluminous for reprint this week, so suffice it to say there are four classifications with equal prizes and a grand prize of \$1,000.

Sh! Dolly's Going to Sing



Dainty Dolly Dawn is so used to the sensitive ways of the mike, after having sung over one for five years, that she just can't help shushing the photographer taking her picture. She always just knows that some one will cough or sneeze while she's singing with George Hall's Hotel Taft Orchestra over the WABC-Columbia network.

SPELLING BEE

Two picked teams of boys and girls who will vie for supremacy in spelling as a final climax of the school year will be heard during the Dr. Harry Hagen Spelling Bee broadcast over the WABC-Columbia network, including WKRC, Sunday, June 6, from 3:00 to 4:00 p. m. (E.S.T.). The children chosen from public schools in the sixth, seventh, and eighth grades, comprise teams of fifteen members each, with two alternates. The words chosen by Dr. Hagen are found in eighth grade spelling books.

Eliminations will be made by the local paper which is participating, and only four submitted in the finals. Closes August 1.

We understand that Standard Oil of Indiana are planning a contest in which \$10,000 in cash will be given. Same concerns a kind of survey of the service rendered at filling stations. Open to Middle West.

National Bellas-Hess Co. of New York (or Kansas City) offer automobiles, vacation trips and merchandise prizes in a shoe naming contest. Closes June 30 and must make purchase. Ask for catalog.

For girls and boys on the farm: Successful Farming of Des Moines offer 16 prizes totaling \$400—top \$100—for day-by-day record from May 15 to November 15, then write a summary from same.

Rules available on request. Closes December 1. Open to ages below 19.

NBC Home Symphony

Ernest LaPrade will conduct the NBC Home Symphony in Moussorsky's "Cossack Dance," to open the concert on Saturday, June 5, from 5:35 to 6:00 p. m. (E.S.T.), over the NBC-Blue network, including WCKY and WLS: The second movement from Schubert's "Unfinished" Symphony, and the fourth movement from Bizet's "L'Arlesienne" Suite No. 1, will complete the program.

Paul Sullivan, WLW news commentator, is airing his 11:00 p. m. (E.S.T.), newscasts over the WLW Line from New York while in Gotham on a business junket.

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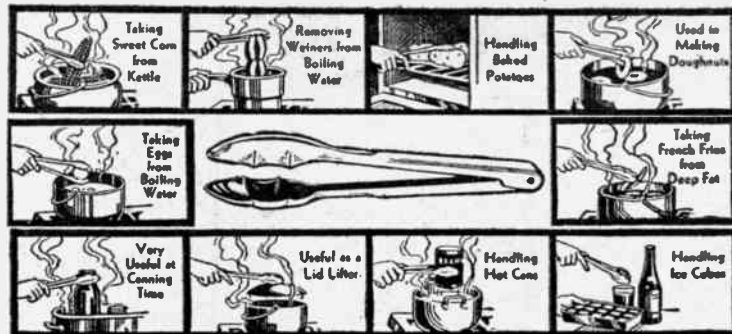
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PROGRAMS FOR FRIDAY, JUNE 4



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and time slots (6:30-11:45). Includes program titles like 'Morning Devotions', 'The Guiding Light', and 'Musical Moments'.

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor. WABC WKRC whk wad wcau wvva wbt
6:15—"Ma and Pa," dramatic sketch, with Parker Fennelly and Margaret Dee. WABC wcau wad wvva wbt
6:30—Caballeros. (NBC) wgy wtm wmaq wire wdat wbp kyp kstp

Arden's Orchestra and guest stars. WABC WKRC WHAS WJR whk kmox wbbm wfbm kmbc wcau wcco wad wch wio wbt wvl
7:15—To be announced. WJZ WLW KDKA WLS wgar wham
7:30—Death Valley Days, dramatic program, with John MacBryde, Jean King, Vernon Radcliffe and Jeff Bryant; Orchestra direction Joseph Bonime. WJZ WLW KDKA WLS wgar wham

8:30—True Story Court of Human Relations, WEAF wgy wtm wvj kyw who wmaq wdafe wire
—Coronet on the Air: Deems Taylor, and Robert Armbruster's Orchestra. WJZ WLW KDKA WLS wgar wham
9:00—Raleigh and Kool Show: Jack Pearl as Baron Munchausen; Tommy Dorsey and his Orchestra. WJZ WCKY KDKA WLS wgar wham wfla

WKRC whk wcau kmox wad wch wio wsb w wj wcco
—Elsa Schallert, reviews. WJZ WCKY wgar wham wire wave.
—Vic and Sade. WEAF kyw wgy wtm wvj wire wmaq kstp wdafe



RADIO FAVORITES SHOOTING AND SHOT AT BY THE ASTRONOMER

Want to take this way of telling Bill Stoess how good his Flying Dutchmen sound on their new Wednesday night spot. Bill made quite a name for himself a few years ago when his Flying Dutchmen were piped to the NBC Blue every Saturday nite. It's good to have them back on the air again, but don't like the organ modulations they are using between numbers... you ought to see the black and white checked coat Bill's sporting. It's so loud that you'll probably be able to hear it during one of his broadcasts.

Speaking of music... Virginio Marucci is rehearsing a new show... first in the series is called "Mr. Ghost Goes to Town"... sort of a musical fantasy with Charlie Dameron as the ghost and other characters filling out the story. It's the old "Lamp Post Lyrics" idea brought up to date.

It's not done by mirrors... they use transcriptions. Which answers all those queries about the Tommy and Betty duets. Everyone knows Tommy Riggs plays both parts... so when the two characters began singing duets a few programs back, listeners wanted to know how come. Well... here's the answer... Tommy records Betty's voice... dubs them together. So whenever you hear one of those duets, it's really a recording. It's a neat little trick, but what the act really needs is a good script.

Part of the WLW show which played at Shubert's a few weeks ago now barnstorming it through Indiana and Ohio with Carl Freed and the harmonica lads and the Brown County Revellers among those on the bill. WLW could take a lesson from WLS, Chicago, in sending out artists for personal appearances. The WLS Barn Dance units, which tour the Middle West, always play to packed houses. Their acts are staged well which means a lot.

THUMBS UP: Helen Nugent's solo work on the Crosley Concert Hour. Her rich contralto voice is by far the finest to be heard thus far on this series. Her rendition of Saint Saens' "Amour viens aider" was almost perfect.

ALONG THE MILKY WAY: Don Becker and wife Flo Golden in town for the week... both plenty brown from California sunshine... Flo is slated to have a screen test... and is airing a new show on Mutual. Old WLW'er

Jane Froman in town to sing at the Mining Convention... she didn't look up any of her old friends nor did she greet the press with open arms. A glimpse of Herschel Luecke... on down the street one of Mary Alcott. WKRC's John McCormick is back in town after several days in New York. 'KRC's staff celebrated last week with a roller skating party... should have broadcast a fall by fall description. WCPO staff proud of their new morning show "Six to Niners". It's another one of those musical clock affairs but it's got a fresh slant and should be popular. Spotted WLW's Bob Kennett lunching it with a svelte brunette. Add things you don't hear but would like to... Red Barber broadcasting a boxing match.

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

Peter Grant, WLW chief announcer, recently took up roller skating.

Word to the Wives



Allie Lowe Miles (shown above) is confronted with many a domestic problems on "Husbands and Wives" program, broadcast over the NBC-Blue network, including WCKY, Tuesdays at 7:00 p. m. (E.S.T.). Sedley Brown is co-conductor with Mrs. Miles of the weekly program which is amusing as it is instructive.

ONCE OVER, Lightly

A radio dramatic serial without a single woman character? "Impossible," the wisecracker would say.

But Lum and Abner have been broadcasting for more than six years without a feminine voice, and they're one of the most consistently popular teams on the air.

Chester Lauck and Norris Goff, who are "Lum and Abner" respectively, aren't misogynists. They merely omitted women characters because, despite their efforts, they couldn't find any actresses who sounded like the gals back home in Pine Ridge, Arkansas.

"None of them could get precisely the accent and the intonation we wanted," confides Lauck. "A few years ago, we auditioned more than 100 excellent actresses, but couldn't find one who was satisfactory. We located plenty of men who could impersonate the folks in Arkansas—but no women."

And so the two genial old gentlemen—who are really up-and-coming young ex-business men in real life—continue to spin their tales of Squire Skimp, Dick Huddleston, Grandpappy Spears and the others, undeterred by any romantic interludes.

An interesting angle of their programs is the fact that all sixteen of the characters are portrayed by the two actors. On the rare occasions when a feminine voice temporarily intervenes, they call on their secretary, Miss McCall.

Recently, they added a new character—Charlie, the singing dog, who at once became a hit. Charlie is a mongrel pup whom they found in the mountains, brought home and trained to act. Although he has been on the program only a few months, he has attracted so much attention that some fans suggest they change the name of the program to "Lum, Abner and Charlie!"

They have achieved some notable results in the course of their broadcasting career—among them the placing of Pine Ridge, Arkansas, literally on the map! Originally, the setting for the action was a mythical town. But Pine Ridge became so well known to thousands of listeners that through the U. S. Post Office, the real town of Waters, the county seat, was

rechristened Pine Ridge. And the 200 inhabitants now bask in the reflected light of the fame of the little village.

Radio Sleuth

Due to the holiday the press date for this issue of RADIO DIAL was moved forward and the Radio Sleuth was not apprised of this fact in time to get his column in this issue. Watch for your answers in the Radio Sleuth's QUESTIONS AND ANSWERS next week.

Charles Koch, 'KRC morning announcer, is a graduate of Xavier University... as is Dick Bray, sports commentator.

LATONIA RACE WILL BE DAILY FEATURE ON 'CKY

A new addition to the afternoon All-Sports Review of WCKY is the daily broadcast of the feature race at Latonia, direct from the press-box atop the grandstand at the famous old racing course.

The broadcast of the race is heard at approximately 5:00 p. m. (E.S.T.), and the All-Sports Review runs from 3:15 until 5:30, bringing baseball, racing, and other sports' results.

Another popular sports' feature of last year which has returned to WCKY with the reopening of Latonia is the "Racing Who's Who." Each Monday, Wednesday, and Friday evening, at 8:45 p. m. (E.S.T.), track officials, owners, trainers, and jockeys are interviewed by Lee Goldsmith. This broadcast originates in WCKY's Netherland Plaza studios.

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PROGRAMS FOR SATURDAY, JUNE 5

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR) and time slots (6:30-7:45, 7:00-7:45, etc.).

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Message of Israel: Guest speaker; organ music. WJZ WCKY KDKA WLS wgar wave wire wham
—Martinez Brothers, Vocal Quartet. WEAFF wgy wtm wmaq who wdf kyt

WJZ WCKY KDKA wgar wave wire wham
—Professor Quiz, with Arthur Godfrey. WABC WKRC WHAS WJR wbbm whk wfbm kmcb wcau kmox wvva wbt wsf wwl wcco

Willie Morris, radio's charming soprano, debuted in Paris without batting an eyelash. But when she came back to her home-town, Mexico, Missouri, for a concert, she became so excited she forgot the lyrics of her opening number.

BROADWAYS and BYWAYS

By
THE RUNAROUNDER



The Runarounder with camera in hand continues to search out news and the wherefors of Why is a Candid Cameraman? One night behind the scenes of Jimmy Brink's Lookout House's "Mating Time" and the answer is yours.

1. Pall Mall all set to ring the dinner bell for the Ten Cinemadorables at the Town Club.
2. Ruth Maillard and girls leave for Lookout House. The happy gentleman at the extreme right is *Frank Bernard* and why shouldn't he be happy—it's his job seeing to it that the girls get a bit of fresh air before working. Nice work, if you can get enough of it.
3. The Seminole Indian number in action. The highlight of "Mating Time."
4. "Will somebody please hook me up?" Coming right over, miss!
5. The girl on the right is whistling "Is It True What They Say About Dixie?" You can form your own opinion as to what the others are thinking.
6. The Misses Marsh and Rich are enjoying one of Ann Seymour's (center) famous yarns about radio.
7. Good or Bad News?
8. The girls . . . Pardon us . . . It's Frank Bernard and Lew Nelson preparing for a performance.
9. The little lady is thinking: "Gee, will these candid cameramen ever get enough?"
10. Would you look at the er—er, eyes on that one chorine.

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"MATING TIME" REVUE
with

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Pall Mall

Ten Cinemadorables

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Still More Big Shows

We are again proud to announce that another of radio's finest programs is moving over to Cincinnati's Own Station.

THE VOICE OF FIRESTONE

Featuring

Richard Crooks, tenor, mixed chorus, and Alfred Wallenstein and his symphonic orchestra.

WSAI

The Crosley Radio Corporation

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PROGRAMS FOR SUNDAY, JUNE 6

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and rows for time slots (7:30, 8:00, 9:00, etc.) listing various programs and performers.

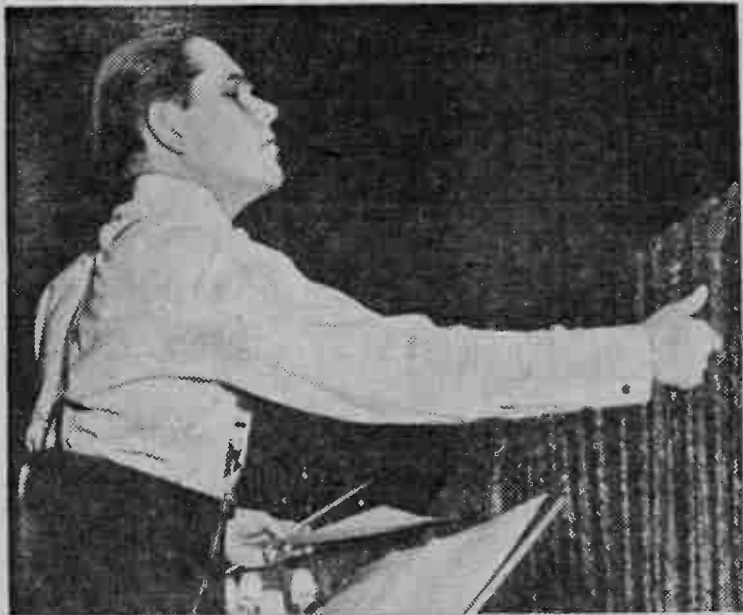
NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

NOON—Church of the Air: Rabbi William B. Schwartz, Temple Israel. WABC WKRC WHAS WJR wcau wadc whio wsbt wsfw wcco
—Dorothy Dreslin, soprano. WEAFF WSAI kmox whk wbbm whio wfbm wtam wmaq who wdfw kyy

3:30—The World Is Yours. WEAFF wgy wtam wmaq wdfw kyy wwj
—Senator Fishface and Professor Figgstottle. Variety show featuring Jerry Sears and his Orchestra; Jean Ellington, blues singer, soprano; Showman Quartet. WJZ WLS WCKY wgar wafw wham
4:00—Northwest Territory Sesqui-Centennial Celebration. WABC WHAS WKRC wbbm wcau kmox whio wvva wbt wsfw wadc wcco whio
—Roy Shield and his Encore Music. WJZ WLW WSM WENR (KDKA WCKY at 4:30) wtam wfa wve kvoo wbp wgar

(Continued on page 20)

WORKING TO BEAT THE BAND



Frankie Masters (at top) reaches a long way for his music on the It Can Be Done Program heard on the NBC-Blue network including WLW, KDKA and WLS each Tuesday night at 7:30 p. m. (E.S.T.) with Edgar A Guest as master of ceremonies.

Al Goodman, the intense gentleman below, whips the Maxwell House Show Boat Orchestra in shape for a Thursday night broadcast over the NBC-Red network, including WLW and WSM at 8:00 p. m. (E.S.T.). The program is presented by Lanny Ross.

WARM WEATHER NO OBSTACLE TO NBC MAESTROS



Stripped for action, Erno Rapee puts his shoulders to work in rehearsing his celebrated General Motors Orchestra for another Promenade Concert from Carnegie Hall in New York. The program, featuring distinguished soloists each Sunday, is heard over the NBC-Blue network including WCKY, KDKA and WLS, from 7:00 to 8:00 p. m. (EST).



Victor Arden (top) sometimes uses a pencil instead of a baton to lead his orchestra on the Sweetest Love Songs Ever Sung program. The program is heard over an NBC-Blue network, including WSAI, KDKA and WLS, Tuesdays at 8:30 p. m. (E.S.T.).

Roy Shield (below), NBC's Central Division Music Director, dresses comfortably to rehearse his Promenade Concerts broadcast over the NBC-Blue network including WCKY and WLS, on Friday nights at 10:05 p. m. (E.S.T.).

HERE'S HOW A TAP DANCER STEPS TO MUSIC OF A SYMPHONY ORCHESTRA



Paul Draper applies to the ballet much of the technique he has learned from the dance halls of Harlem

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

PROGRAMS FOR MONDAY, JUNE 7

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

6:00-The Pepsodent Program: Amos 'n' Andy.
6:15-'Uncle Ezra's Radio Station E-Z-R-A.'
7:00-Burns and Allen, with Dick Foran and Ray Noble's Orchestra.
7:30-Hollywood News (WABC only)
7:45-Midge Williams, songs.
8:00-Howard Neumiller.
8:15-'Ma and Pa,' dramatic sketch.
8:30-Hollywood News (WABC only)
8:45-Midge Williams, songs.
9:00-Howard Neumiller.
9:15-'Ma and Pa,' dramatic sketch.
9:30-Hollywood News (WABC only)
9:45-Midge Williams, songs.
10:00-Howard Neumiller.
10:15-'Ma and Pa,' dramatic sketch.
10:30-Hollywood News (WABC only)
10:45-Midge Williams, songs.
11:00-Howard Neumiller.
11:15-'Ma and Pa,' dramatic sketch.
11:30-Hollywood News (WABC only)
11:45-Midge Williams, songs.

HEADLINES OF PAST IS NEW WCKY FEATURE

"Headlines of 1912" and "Headlines of 1927" are two new programs which will be heard weekly over WCKY, beginning next week.

Elmer Baughman is to be narrator on the broadcasts, which will bring back memories of 25 and 10 years ago respectively. What occurred a quarter century ago in world, domestic and local affairs, what styles men and women were wearing, what was the current fad or phobia and other interesting data, unearthed from newspaper files, will be portrayed in "Headlines of 1912." The program "Headlines of 1927" will do the same for events of a decade past—a period not so far back, but since which time a new world has been born.

Appropriate musical selections will be woven into the programs, which are to be heard at 10:00 p. m. (E.S.T.) on Tuesday and Thursdays.

EDWARD ROBINSON, BETTE DAVIS ON HOLLYWOOD HOTEL

Bette Davis and Edward G. Robinson, outstanding screen stars, will be heard in a radio version of their latest film play, "Kid Galahad," during the "Hollywood Hotel" broadcast on Friday, June 4, over the WABC-Columbia network, including WKRC, WHAS and WJR, from 8:00 to 9:00 p. m. (E.S.T.).

In this prizefight melodrama Robinson plays the role of a fight manager who dreams of discovering a fighter whom he can develop into a champion, and Miss Davis is cast in the role of his sweetheart. "Kid Galahad" will mark Robinson's third appearance on the program and the second appearance for Miss Davis.

Radio Find in New Revue



Only a year out of high school, 18-year-old Jean O'Neill is the featured feminine vocalist on the Tic Toc Revue program, heard over the NBC-Blue network, including WSAI, KDKA, WLS and WSM, Mondays at 6:00 p. m. (E.S.T.).

Lum and Abner have every script they've ever done in carefully bound files, including even a copy of the only script of theirs ever to be lost, which they re-wrote from memory in order to have their files complete.

Gertrude Niesen has a collection of fans from every part of the world, some of them centuries old. She, herself, is proudest of the Oriental variety.



"On the left, gentlemen, we have the beautiful Mona Lisa."

"Dude Ranch" Cast Have Varied Ideas About Ranches

"Yippee, ki yi!" Listeners to the WSAI "Dude Ranch" program, 8:30 to 9:00 p. m. (E.S.T.), Fridays, are quite certain they're tuned in to some rip-snorting western rendezvous, but a visit to the broadcast will prove that the "cowboys" and "cowgirls" look more like fashion plates than western buckaroos.

True, most of the cast hails from the big cities and never saw a ranch (except in motion pictures) but Rex Griffith, the crooning cowboy merely scoffs when he's called a "drug-store" cowboy.

"My mother was born at St. John, Kans., and I've spent quite a bit of time on western Kansas ranches," said the crooner. Durward Kirby, who announces the program and does his "rube" dialect in the melodrama, came in with a "tish, tish, me lad, why I spent a whole summer one week on an Arizona ranch."

And Ray Shannon, comedian, admitted he'd traveled far and wide in the show game and actually talked to a real western cowboy once. Bill Green, who is starred with Shannon and Mary Jane Croft, claims to have spent several vacations on a dude ranch in the Rockies while Miss Croft, a Muncie, Ind., girl, shyly added that her ranch days are yet to come.

Pretty Jane Gerrard, the singing cowgirl, has visited several ranches while Keith Wildeson, whose Wildcats orchestra provide the dancing tempo on the program swears up and down that several of his musicians are "natural born" cowboys.

At any rate the "Dude Ranch" program is much like one might find a real "dude" ranch in the west, according to Latham Ovens and Sid Cornell who writes the show.

"'Dude Ranch' is not supposed to be an authentic western ranch," said Ovens.

"Have you ever been on a real dude ranch?" chimed in Cornell. "The eastern folk go to the west expecting glamour and color and the

western 'dude' ranch owners provide it for them. Human beings are peculiar. They go to Denver, for instance, expecting to see cowboys and Indians riding the streets. Do they?"

"They shore do," put in Kirby who has visited Denver. "That place really puts on conventions. They send a delegation of cowboys and Indians to the trains to meet convention visitors."

"But it's just what the eastern people want and they get it," added Ovens. "Those cowboys after the convention, return to their desks in Denver and the Indians take off their war paint to become civilized human beings after the convention is over."

The "Dude Ranch" is sponsored by the Tresler Oil Company.

SUNDAY VESPERS IS NEW SUMMER SERIES ON NBC

Dr. Paul E. Scherer, pastor of the Lutheran Church, Central Park West, New York City, will begin a summer series of devotional programs under the title of Sunday Vespers, beginning June 6, from 3:00 to 3:30 p. m. (E.S.T.), over WCKY-NBC.

Sunday Vespers, in its fifth successive series on NBC networks, will replace the National Vespers, which were conducted during the past winter and spring seasons by Dr. Harry Emerson Fosdick.

The program will consist of talks by Dr. Scherer and vesper services with the male quartet directed by Charles Baker. The series will be presented during June, July, and August in cooperation with the City, County and State Federation of Churches and the Federal Council of Churches of Christ in America.

Comedian

Bert Lahr, hilarious Broadway comedian who stars on the Manhattan Merry-Go-Round program every Sunday over the NBC-Red network, including WSAI and WSM, at 8:00 p.m. (EST), has developed a special technique for radio comedy to keep the Merry-Go-Round spinning. Seeing a vast difference between what clicks on the stage and what makes a hit on the air, Lahr has adopted a technique for translating one medium to the other. "A monologist" he points out, "can turn from the theater to the microphone with little difficulty, because the basis of his act is fundamentally in his voice. But when you draw comedy from a situation and visual acting as well as from your material, as I do on the stage, you must learn to draw pictures with your voice for radio."



BERT LAHR

"No, I don't have any scales, you'll have to take my word for it!"



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

PROGRAMS FOR TUESDAY, JUNE 8

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Tuesday, June 8, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

6:30—Poetic Melodies: Jack Fulton, tenor, and Franklyn MacCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wcau wadc wwa wbt wwl wcc

—Husbands and Wives: Sedley Brown and Allie Lowe Miles. WJZ WCKY KDKA WLS wham wgar kvoo
7:30—Al Jolson Show, with Martha Raye, Parkyakarkus and Victor Young's Orchestra. WABC WKRC WJR WHAS wbbm wfbm whk kmbc wcau kmox wadc whio wwa wbt wwl wcc

wbbm wfbm whk wcau kmbc kmox wadc whio wsb wbt wfa wwl wcc
—Packard Hour: Johnny Green's Orchestra, with Jimmy Blair; Trudy Woods, vocalist; Conrad Thibault, baritone, Francis White, soprano. WEAFF WCKY WSM who kyy wgy wjz wam wdf waf wst wfla wwa wdf wma q kvoo

—Esso News Reporter. WEAFF only.
—"Poetic Melodies:" Jack Fulton, tenor; Franklyn MacCormack, reader, with Billy Mills' Orchestra. (CBS) WHAS WJR wbbm wfbm kmbc wwl wcc kmox
—Les Brown and the Playland Casino Orchestra. (NBC) wam who wma q wdf wjz wwa

Les Tremayne — New Star On "First Nighter" Program

Setting a precedent in radio dramatic circles, the Campana Sales Company, sponsors of the First Nighter program, have signed Les Tremayne and Barbara Luddy to long term contracts covering a period of years. The contracts, which guarantee 52 weeks work a year to both of these stars, call for their exclusive services as co-stars in the "Little Theater Off Times Square," beginning June 4. The program is aired over an NBC-Red network, including WLW and WSM, Fridays at 9:00 p. m. (E.S.T.)

Under this new arrangement the producers of First Nighter will continue to present original radio dramas with the same formula that has enabled the seven-year-old show to build up a regular Friday night audience of many million listeners.

Tremayne, who first attained stardom on Campana's Grand Hotel, was born in London, England, April 27, 1913. He comes from a long line of theatrical celebrities and is the son of Dolly Tremayne, well-known British movie star. His father and his grandmother were famous concert singers. One of his uncles is a motion picture producer-director in England.

Les, an athlete from childhood, also began the study of dancing, music, art and dramatics early in life. He went through the entire backstage school, occupying every position known to the theater.

His family deciding to come to America, Les accompanied them and made his radio debut on his birthday in 1932. He soon became a radio personality and took his first major starring role in Campana's Grand

Hotel on October 4, 1936. So popular was he with Grand Hotel listeners, that the sponsors were soon convinced that in Tremayne they had a star.

Barbara Luddy, whose theatrical experiences have taken her to the stages of two hemispheres, was first approached by the Campana Company for their show while she was leading lady on the air for many well known actors including Leslie Howard, Paul Muni and William Powell.

She started her public career when she was but eight years old and played in stock, vaudeville and event shows before being featured in motion picture comedies with Georgie Harris. She returned to the stage in 1927 and toured Australia with Leo Carrillo in "Lombardy Ltd." and with the Duffy players in 1929.

In the Fall of 1936, she signed a short term contract with Campana. During the first six months of her appearance as leading lady on the First Nighter, Miss Luddy was mentioned as one of the six leading actresses in America in a nationwide popularity poll. Her engagement with First Nighter was so mutually satisfactory that she has been signed to the new long term contract.

The First Nighter has produced many stars since its debut on the air Thanksgiving Day in 1930, under the present sponsorship. For the movies have been built such names as Don Ameche, Tyrone Power, Cliff Souther, Don Briggs, Judith Blake, Henry Hunter, Bob Fiske and Vin Haworth. The late Mme Schumann-Heink made her debut as a radio actress on the program.

Busy Body



Minus his bazooka and coat, Bob Burns takes his pen in hand to autograph a few pictures of himself. Lots of fan mail gives the NBC comedian plenty of work to do in addition to his Kraft Music Hall program. (NBC-Red network, including WLW and WSM, Thursdays at 9:00 p. m. (E.S.T.))

Bathing Beauty Contests at Town Club

Bathing suit time always brings about the annual controversy among the Ten Cinemadorables as to which possesses the most perfect form. This year it's no different so the girls of many a Warner short have decided to stage their own Bathing Beauty Contest at Jimmy Brink's Town Club, 522 Vine St., each night after the regular "7:30" dinner show. The audience will act as judges. The Town Toppers play for the dancers.

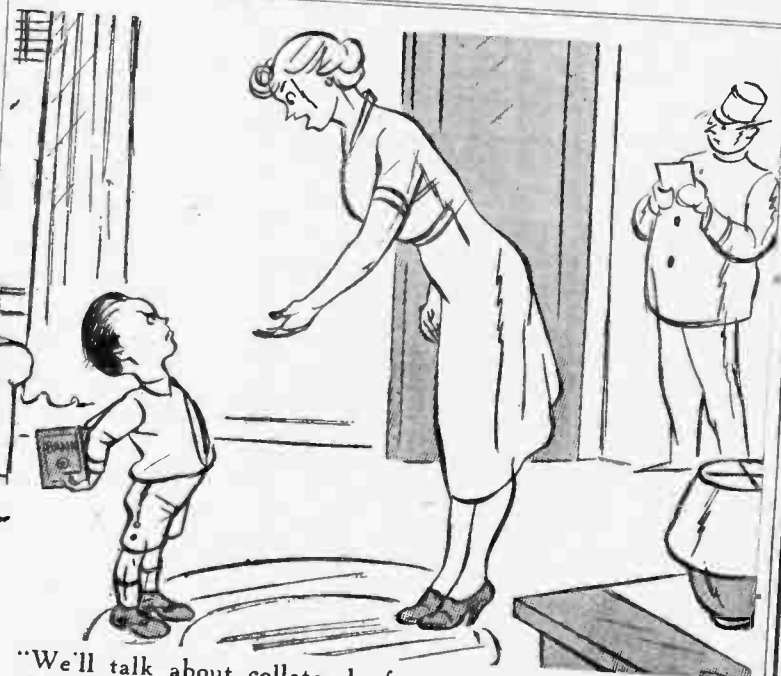
Jimmy James and his symphony of swing band, featuring Rex Griffith, tenor, now heard at 6:15 p. m. (E.S.T., Mondays over WLW and the WLW Line.

STARS OF "THE HILL BETWEEN" IN INTERVIEW ON WSAI

Radio fans will have a chance to hear several theater stars and the drama critics of three metropolitan dailies when WSAI broadcasts special programs from the stage play, "The Hill Between," which will have its world premiere at the Cox theater, Cincinnati, June 4.

On Wednesday, June 2, William C. Stiegler of the Times-Star; Herman Bernfeld of the Enquirer, and Edward Carberry of the Post will interview Earle Larrimore, who is cast in the lead; Lulu Vollmer, author; Owen Phillips, director, and Ralph Zimmerman, impresario who made the show possible for Cincinnati theater-goers. That program will be conducted from backstage at the Cox.

At 10:15 p. m. (E.S.T.) opening night, June 4, interviews with celebrities will be aired from the foyer of the theater, during intermission between the second and third acts.



"We'll talk about collateral afterwards. Mother needs some change for the milkman."

TUNE IN EVERY

TUESDAY WSAI

"ALL-STAR CAST"

7:00 to 7:30 P. M.

"SWAY AND SING"

TO THE

"SYMPHONY of SWING"



The

"STATESMEN LIMITED"

WITH

★ JIMMY JAMES' ORCHESTRA ★

★ MARY ALCOTT ★ CHARLIE DAMERON, M.C.

★ "SPIC AND SPAN" ★

Radio's Newest Comedy Team

COURTESY OF

THE HEIDELBERG BREWING CO.

Makers of "Student Prince Beer"

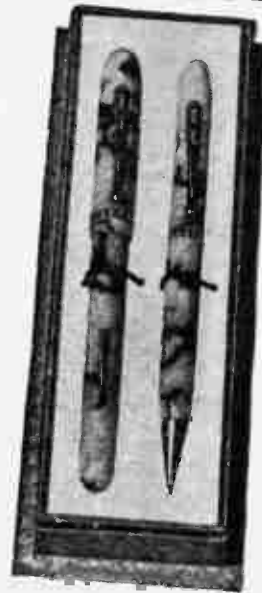
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Name

Address

City

State.....

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

PROGRAMS FOR WEDNESDAY, JUNE 9

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

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

6:30—Time for Buddy Clark. WABC WKRC whk who wfbm kmcb wadc wsfw

7:30—Laugh with Ken Murray, comedian; "Oswald," Shirley Ross, vocalist; Marilyn Stuart; Lud Gluskin's Orchestra. WABC WKRC WHAS WJR wbbm wfbm whk kmcb wcau kmox wadc whio wbt wwl wcco

8:30—Palmolive Beauty Theatre, starring Jessica Dragonette, soprano, with Al Goodman's Orchestra. WABC WKRC WJR WHAS whk wbbm kmcb wcau kmox whio wadc wbt wwl wcco

10:00—Bunny Berrigan and his Orchestra. (CBS) (WKRC on 10:15) whk kmcb wcau kmox wadc wsb t wbt wsfw

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

RADIO DIAL, WEEK ENDING JUNE 10, 1937

PROGRAMS FOR THURSDAY, JUNE 10



WCKY (EASTERN STANDARD TIME)				WLS-WENR (CENTRAL STANDARD TIME)				
WCKY	WLW	WKRC	WSAI	WJR	KDKA	WLS-WENR	WSM	WHAS
Cincinnati (1490 kc.)	Cincinnati (700 kc.)	Cincinnati (550 kc.)	Cincinnati (1330 kc.)	Detroit, Mich. (750 kc.)	Pittsburgh, Pa. (980 kc.)	Chicago, Ill. (870 kc.)	Nashville, Tenn. (650 kc.)	Louisville, Ky. (620 kc.)
6:30 6:45 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45	Top o' the Morning Family Prayer Period Concert in Brass Cheerio N. News Morning Devotions Aunt Mary Chandler Chats	Tennessee Ramblers God's Bible School Jerry Foy-News Dow's Dawn Patrol Woman's Hour Bachelor's Children	6:30 6:45 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45	Patt and Guest Morning Hymnal Sun Dial Brown County Revelers Streamliners, with Field & Hall & Orch. N WSAI Openers	6:30 6:45 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45	Musical Clock Kadians News: Musical Clock Dick Leibert, organ N Shopping Circle Silver Serenade Band Parade Linda's First Love Hello, Peggy	5:30 5:45 6:00 6:15 6:30 6:45 7:00 7:15 7:30 7:45	5:30 5:45 6:00 6:15 6:30 6:45 7:00 7:15 7:30 7:45
9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45	Hollywood Hatters N Vaughn de Leath N Dean Bros. N Today's Children N Peggy Tudor Three Merry Men Joe Green's Orchestra Franconi N Armchair Quartet N Joe Dumond N Come to Our House	Hymns of All Churches Hope Alden's Romance Hello Peggy Couple Next Door M. Linda's First Love Personal Col. of the Air We Live Again The Gospel Singer N. Girl Alone N Live Stocks Bailey Axton N Wife Saver	9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45	Mrs. Wiggs N. John's Other Wife N. Just Plain Bill N. Way Down East David Harum N. Backstage Wife N. Mary Alcott Spic and Span Courtroom Interviews Mary Paxton Cotton Pickin' Time Armchair Quartet N	9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45	Betty and Bob C. Hymns—Crocker C. Modern Cinderella C. Who's Who in News C To be announced Quality Twins C. Big Sister C. The Merry-makers C. The Gumps C. Edwin C. Hill C. Romance Helen Trent C. Our Gal, Sunday C.	8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45	8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45
12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45	WCKY News Hal Gordon N Farm and Home Hour N General Federation of Piano Recital N Light Opera N Caballeros N	The Three Spades To be announced National Farm and Home Hour N Chandler Chats Betty and Bob Pepper Young's Fam. N Ma Perkins N Vic and Sade N The O'Neills N	12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45	From Headquarters Day Dreams Words and Music N. Strange Mich'l Cannon Molly Halstead Barber's Interviews Sports Oddities Reds vs. Boston Baseball Game at Boston Monticello Party Line Three Aces Do You Remember C News	12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45	Jack Berch's Orch. C Pretty Kitty Kelly C. George Rector C. Aunt Jenny's Stories C Rambles in Rhythm C Meet the Missus Hope Alden Myrt and Marge C. Monticello Party Line Three Aces Do You Remember C News	12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45	12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45
3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45	Lorenzo Jones N. Sports Review Club Matinee N Carlisle Sisters Young Hickory N Xavier Cugat Orch. King's Men N All Sports Review WCKY News Evening Concert	Modernaires Kitty Keene, Inc. Follow the Moon N. The Guiding Light N. Story of Mary Marlin N Life of Mary Sothern M Singing Lady N Little Orphan Annie N Mary Alcott Tom and Betty The In-Laws Lowell Thomas N.	3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45	Am. Med. Assn. C. Bob Byron C. Linda's First Love Way Down East Painted Dreams Envoys of Melody All Hands on Deck C Melody and Rhythm Uncle Neal and Prudy Libebuoy Musical Masters	3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45	Club Matinee N Fed. Penna. Women Robert Cartier Mary Marlin N KDKA Kiddies Klub Singing Lady N Tales Nature Tells News Harry Kogen's Orch. N Sports: Weather Lowell Thomas N	3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45	3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45
6:00 6:15 6:30 6:45 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45	Easy Aces N Ridin' High N Echoes of the Stage Lum and Abner N. Bob Newhall Roy Shield's Orchestra N Future Stars Boston Symphony Orch. "Pop" Concerts N Midnight in Mayfair N	Johnson Family Vocal Varieties N. Lum and Abner N. Bob Newhall Rudy Vallee Variety Hour N Maxwell House Showboat N	6:00 6:15 6:30 6:45 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45	Kentucky News Day Is Done Billy Snider's Orch. Tom Slater Jack Sprigg's Orchestra Eddie Duchin's Orchestra M Enchanting Moonlight Music for Today M	6:00 6:15 6:30 6:45 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45	Stevenson—Sports Frank Morgan Alexander Woolcott C Boake Carter C Kate Smith's Band Wagon C Major Bowe's Amateur Hour C	6:00 6:15 6:30 6:45 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45	6:00 6:15 6:30 6:45 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45
9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45	NBC Spelling Bee N. Bing Crosby and Bob Burns N Amos 'n' Andy N. Picture Time Dick Stabile's Orchestra Paul Sullivan Lang Thompson's Orch Deacon Moore's Orchestra Moon River Jimmy Grier's Orchestra N	Your True Adventures with Floyd Gibbons C March of Time C Musical Moments Jay Freeman's Orch. C Isham Jones' Orch. C Dick Jurgens' Orchestra C Anson Weeks' Orchestra C	9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45	To be announced "Your Adventure with Floyd Gibbons" C March of Time C Jack Sprigg's Orch. Paul Sullivan Ted Weems' Orchestra M Bunny Berrigan's Orchestra M Henry King's Orchestra M Charles Gaylord's Billy Snider's Orch. Orchestra M Review of the Day	9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45	"Your Adventure with Floyd Gibbons" C March of Time C Poetic Melodies C Wisner Sports The Mummies Headline News Joe Reichman's Or. C Anson Week's Orchestra C Del Courtney's Orchestra Musical Nightcap	9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45	9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn Mac Cormack, poetic reader. Carlton Kelsey's Orchestra. WABC WKRC wad wvva wbt whk wcau wgy wtm wkw wwy

6:15—Vocal Varieties—Choral group of 14 voices. WLW to WEAF wgy wtm wire wmaq who kstp kyw

6:30—Steinie Bottle Boys. WEAF only

6:45—Boake Carter, news flashes. WABC WKRC WHAS WJR wbbm whk kmcb wcau kmox wbt wcco

7:00—A. & P. Band Wagon, starring Kate Smith; Jack Miller's Orchestra. WABC WKRC WJR WHAS wbbm wfbm whk kmcb wcau kmox wad wvva wbt wwl

7:15—Easy Aces: comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY KDKA WLS wgar wire wham

7:30—Herbert Foote's Ensemble. (CBS) kmcb

7:45—Ridin' High: Jane Froman, contralto, with Ray Sinatra and his Orchestra. WJZ WCKY KDKA WLS wgar wave wire wham wspd

8:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn Mac Cormack, poetic reader. Carlton Kelsey's Orchestra. WABC WKRC wad wvva wbt whk wcau wgy wtm wkw wwy

8:15—Amos 'n' Andy: Pepsodent Program. WEAF wgy wtm wkw wwy

8:30—Easy Aces: comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY KDKA WLS wgar wire wham

8:45—Herbert Foote's Ensemble. (CBS) kmcb

9:00—Vocal Varieties—Choral group of 14 voices. WLW to WEAF wgy wtm wire wmaq who kstp kyw

9:15—"Ma and Pa," dramatic sketch, with Parker Fennelly and Margaret Dee. WABC whk wcau wad wvva wbt

9:30—Ridin' High: Jane Froman, contralto, with Ray Sinatra and his Orchestra. WJZ WCKY KDKA WLS wgar wave wire wham wspd

9:45—Alexander Woolcott, "The Town Crier." WABC WKRC WJR WHAS wbbm whk

NETWORK PROGRAMS (NBC-CBS) CENTRAL STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn Mac Cormack, poetic reader. Carlton Kelsey's Orchestra. WABC WKRC wad wvva wbt whk wcau wgy wtm wkw wwy

6:15—Amos 'n' Andy: Pepsodent Program. WEAF wgy wtm wkw wwy

6:30—Easy Aces: comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY KDKA WLS wgar wire wham

6:45—Herbert Foote's Ensemble. (CBS) kmcb

7:00—Vocal Varieties—Choral group of 14 voices. WLW to WEAF wgy wtm wire wmaq who kstp kyw

7:15—"Ma and Pa," dramatic sketch, with Parker Fennelly and Margaret Dee. WABC whk wcau wad wvva wbt

7:30—Ridin' High: Jane Froman, contralto, with Ray Sinatra and his Orchestra. WJZ WCKY KDKA WLS wgar wave wire wham wspd

7:45—Alexander Woolcott, "The Town Crier." WABC WKRC WJR WHAS wbbm whk

8:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn Mac Cormack, poetic reader. Carlton Kelsey's Orchestra. WABC WKRC wad wvva wbt whk wcau wgy wtm wkw wwy

8:15—Amos 'n' Andy: Pepsodent Program. WEAF wgy wtm wkw wwy

8:30—Easy Aces: comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY KDKA WLS wgar wire wham

8:45—Herbert Foote's Ensemble. (CBS) kmcb

9:00—Vocal Varieties—Choral group of 14 voices. WLW to WEAF wgy wtm wire wmaq who kstp kyw

9:15—"Ma and Pa," dramatic sketch, with Parker Fennelly and Margaret Dee. WABC whk wcau wad wvva wbt

9:30—Ridin' High: Jane Froman, contralto, with Ray Sinatra and his Orchestra. WJZ WCKY KDKA WLS wgar wave wire wham wspd

9:45—Alexander Woolcott, "The Town Crier." WABC WKRC WJR WHAS wbbm whk

Maynard Craig, interviewer on the popular "Meet the Missus" program, aired daily except Sunday at 1:15 p. m. over WKRC, writes poetry in his spare time. He is having a book of his writings compiled.

Rubinoff has kept his Stradivarius violin handcuffed to him between scenes of "You Can't Have Everything" at the same studio.

(1260 kc N Denotes NBC)

WHIO-DAYTON, OHIO

June 4 to June 10 Inclusive

Sunday Network Programs (Continued)

Table with columns for FRIDAY, SATURDAY, and SUNDAY. It lists various radio programs and their times, such as 'Breakfast Express', 'WHIO Almanac', 'Metropolitan Parade', etc.

Table with columns for MONDAY, TUESDAY, WEDNESDAY, and THURSDAY. It lists various radio programs and their times, such as 'Breakfast Express', 'WHIO Almanac', 'Dear Columbia', etc.

Table with columns for THURSDAY. It lists various radio programs and their times, such as 'Breakfast Express', 'WHIO Almanac', 'As You Like It', etc.

WSAI WSM wgy wfam wwj wmaq who wda... Ford Sunday Evening Hour: Direction Eugene Ormandy; Mischa Levitzki, pianist, guest. WABC WKRC WJR WHAS wbbm wfbm whk kmcb wcau kmox wadc wbsb wvva wbt wsfa wwj wco... Woodbury's Rippling Rhythm Revue, starring Shep Fields and his Orchestra; Frank Parker, tenor; Judy Canova, Annie and Zeke. WJZ WLW KDKA WENR wgar wham... The Jurgens Program, with Walter Winchell. WJZ WLW KDKA WLS wgar wham... American Album of Familiar Music, with Frank Munn, tenor; Jean Dickenson, soprano; The Haenchen Concerti Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEAF WSAI WSM kyw wgy wfam wwj who wfla wda wma wqaa wry wave... Choir Symphonette, vocal ensemble. WJZ WCKY KDKA wgar wave wire wham... Sealtest Sunday Night Party: James Melton, m. c. WEAF WSAI WSM wgy wfam wwj wmaq who wda wfla wave... Original Gillett Community Sing: Milton Berle, comedian; Jolly Gillette (the sponsor's daughter); Billy Jones and Ernie Hare, interviews and songs, and Wendell Hall, ing leader; Bert Gordon; Andy Sanello's Orchestra (from Hollywood). WABC WKRC WHAS WJR kmcb wcau wfbm whk kmox who wadc wbsb wbt wvl wsfa wco... California Concert, featuring Sara Kreindler, violinist; Russian soprano, Armand Girard. WJZ WCKY WLS gar wave wire wham wmaq wfla... H. V. Kaltenborn. WABC WHAS WKRC whk wfbm kmcb kmox wadc who wbsb wbt wsfa wbbm... Maureen O'Connor. WABC WKRC WHAS wbbm whk wfbm kmcb wcau kmox wadc who wbsb wbt wsfa wvl wco... Judy and the Bunch. Vocal Quartet. WJZ WCKY wgar wave wire wham... To be announced. WEAF wgy wfam wmaq kyw... Press-Radio News. WJZ WLS wfbm wbbm who wadc wpsd wsb wtk... Gus Arnheim and his Orchestra. WABC WKRC WJR WHAS wbbm kmcb wfbm whk wcau who wadc wbt wsfa wcco wco... King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS wgar wire wham... The Jurgens Program, with Walter Winchell. (NBC) WSM wave wba... Eddie Vargas' Orchestra. WEAF wgy wfam wmaq kyw... Jimmy Joy, from Hotel Stevens. WJZ wgar wave wire wham... Press-Radio News. WEAF and network. Jay Freeman and his Orchestra. WABC WHAS WKRC wbbm kmcb whk wfbm wcau kmox wadc who wbsb wbt wsfa wcco... Woodbury's Rippling Rhythm Revue, starring Shep Fields' Orchestra. (NBC) WSM wave wba... To be announced. WEAF wgy wfam wmaq who wda wfla kyw... Ted Lewis' Chez Paree Orchestra. WJZ WCKY KDKA WSM wgar wham wave wire... Red Nichols and his Orchestra. WABC WKRC WHAS wbbm whk wfbm kmcb wcau wadc who wsfa wcco... Deacon Moore's Beverly Hills Orchestra. WEAF WSAI WSM and network. Dick Jurgens and his Orchestra. WABC WKRC WJR wbbm wfbm wcau wbt whk kmcb wadc who wsfa wcco

A program of especially arranged English dance music is offered over WCKY every Thursday from 8:30 to 9:00 p. m. (E.S.T.), titled "Midnight in Mayfair."

The latest stunt of Parks Johnson and Wally Butterworth on their NBC Vox Pop program is to bring newlyweds to the microphone and have them tell how they signed the hotel register.

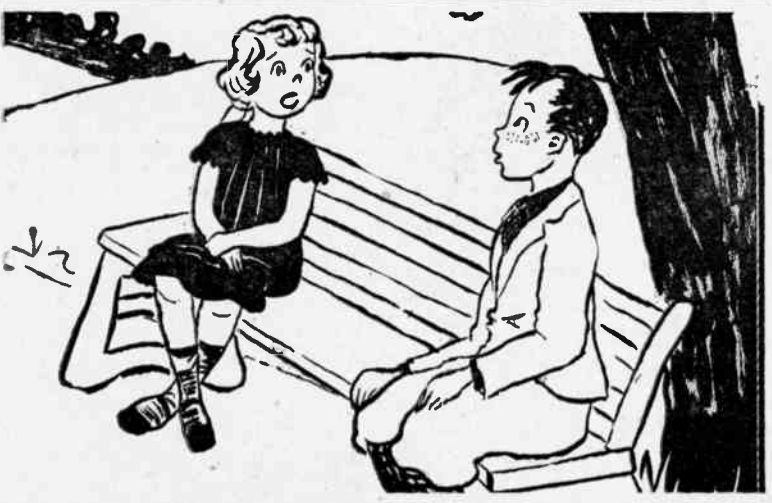
King of Hoboes

Jeff Davis, King of Hoboes, is spending several weeks in Cincinnati, before leaving for New York to take up radio work there.

King "Jeff" is well known to radio fans of Cincinnati and was among the first to broadcast over WLW. His program "Trips Around the World with Jeff Davis, King of Hoboes" was a popular feature on WLW in 1930. Many fans will also recall his "Whistler's Club of Advice" which he broadcast over WFBE (now WCPO) and WCKY in 1932 and 1933. Jeff has broadcast from most of the prominent stations in America.

The recent convention of the "Hoboes of the World" of which organization Jeff is "King," was held in St. Louis, Mo., and was broadcast over a nation-wide hook up of the Columbia Broadcasting System.

Charlie Ryan of the WLW Smoothies refuses to wear a coat during broadcasts, despite the fact that other performers appear in dress.



"If only you looked like Robert Taylor."



"Would you mind taking this soup back and dipping the ox-tail in it once more?"

A WORD DIAMOND

WHEN a perfect day of sunshine is suddenly washed away by a cloudburst, it is time to substitute indoor sports for outdoor sports. Although the players have to leave the ball-field, they need not abandon the diamond, for there is one awaiting them in the recreation-room. A word diamond can afford as much amusement as a baseball diamond.

Fill in the horizontal rows of squares of the diamond with letters that spell the words defined below. If you guess the correct words, the vertical rows will contain the same words as the horizontal ones. The definitions are as follows:



1. A form of mechanics square.
2. A precious stone.
3. A light boat propelled by a paddle.
4. To embellish.
5. One of the United States.
6. To wet slightly or moderately.
7. Letter (plural) of the alphabet.
8. Female of the domestic fowl.
9. A letter.
10. To implore.

Easy Magic with a Coin

TWO small coins, an ordinary drinking-glass and a book are all the materials the amateur magician needs to perform a very clever trick.

One of the coins is placed on the rim of the glass, with more than half of it over the inside edge. The coin is held in position by the book placed across the top of the glass. These preparations are secretly made before the trick is performed.

In performing the trick the conjurer puts the second coin on top of the book, and explains that he will drive the coin through the book and into the glass. He cups the fingers of his right hand and brings his hand down on the book. This dislodges the coin held on the rim of the glass and it falls with a tinkle into the tumbler. The conjurer then brings up his hand and without the spectators noticing it, picks up the second coin on the book.

Fun with Figures

NUMBERS are not always the dull things that at times they seem to be, for their magic affords the puzzlist many hours of entertainment, as the following simple example shows:

1. What number composed of eight of the nine digits from one to nine, when multiplied by the digit of highest value results in a number that is composed of nine digits of the lowest value?

Solutions of Last Week's Puzzles

Prize Puzzle: The two mothers and the two daughters consisted of the grandmother, her daughter and her granddaughter, three persons in all, with each one receiving thirteen dollars.

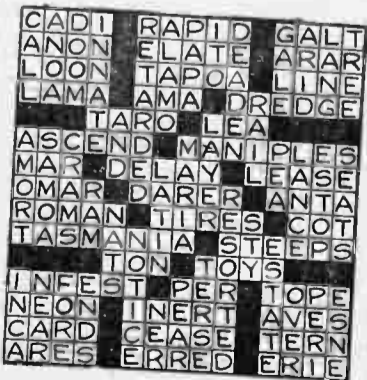
Age Problem: Tom was thirteen years old.

Marble Puzzle: Tom received four marbles.

Fun with Figures: The two numbers that meet the conditions of the puzzle are 13,579 and 97,531.

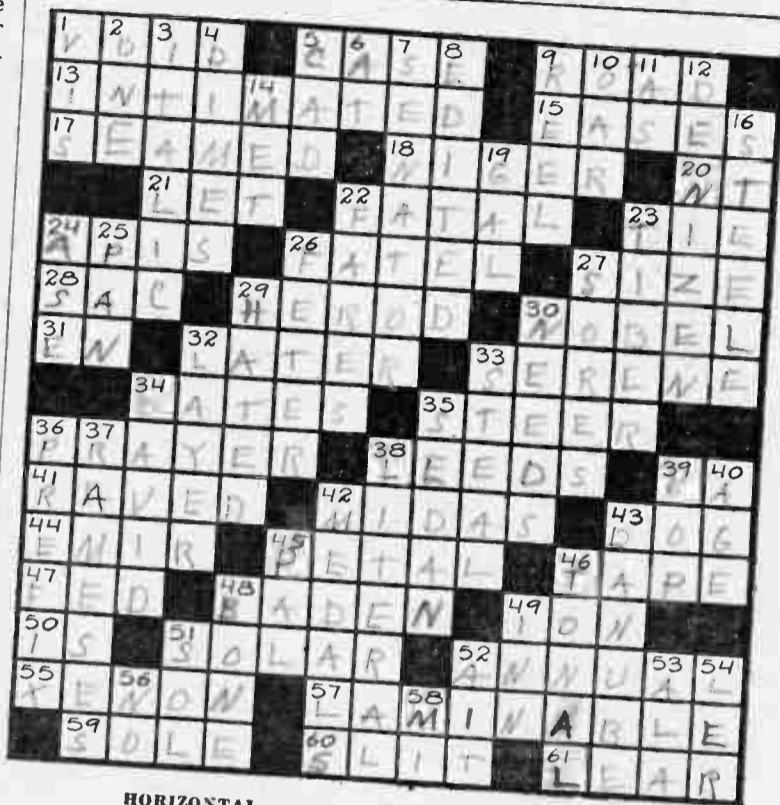
Word Change: The four word changes are: 1. BOOK. 2. Rook. 3. Rood. 4. Road. 5. READ.

Charade: The three missing words in their order of use are: 1. Pan. 2. Try. 3. Pantry.



Last Week's Cross-Word Puzzle

Cross-Word Puzzle



HORIZONTAL

- 1—Empty.
- 5—State of things in a given instance.
- 9—Highway.
- 13—Hinted.
- 15—Makes comfortable.
- 17—Sewed together.
- 18—What is the third in size of African rivers?
- 20—New Testament (abbr.)
- 21—Permit.
- 22—Mortal.
- 23—Bind.
- 24—What sacred bull was worshiped at Memphis?
- 26—Who wrote "Marius, the Epicurean"?
- 27—Magnitude.
- 28—Member of an Algonquian tribe.
- 29—John the Baptist was killed for criticizing the marriage of what king?
- 30—Who was the inventor of dynamite?
- 31—Half an em.
- 32—More recent.
- 33—Tranquil.
- 34—Fruits of the palm.
- 35—Guide.
- 36—Supplication.
- 38—City in England.
- 39—Note of the musical scale.
- 41—Talked insanely.
- 42—What legendary king had the golden touch?

- 43—Pursue persistently.
- 44—Arabian chieftain.
- 45—Leaf of a corolla.
- 46—Narrow woven band.
- 47—Nourished.
- 48—In what German state is the Black Forest?
- 49—Electrified particle.
- 50—Exists.
- 51—Pertaining to the sun.
- 52—Occurring every year.
- 55—Gaseous element.
- 57—Capable of being formed into layers.
- 59—A variety of flatfish.
- 60—Cut lengthwise.
- 61—What Shakespearean king was the victim of filial ingratitude?

VERTICAL

- 1—Force.
- 2—Unit.
- 3—Kind of type.
- 4—American coins.
- 5—Vulgar, ill-bred fellow.
- 6—In time (abbr.)
- 7—Lawmaker.
- 8—Prepared for publication.
- 9—Lively dance.
- 10—Rowing implement.
- 11—Like.
- 12—Inhabitant.
- 14—Encountered.
- 16—Who was the famous collaborator of Addison?
- 19—Fish with a pikelike body.
- 22—Transportation costs.
- 23—What large river which rises in Tuscany flows through Ostia and Rome?
- 24—Peer Gynt's mother.
- 25—What Greek god was supposed to have invented the flute?
- 26—What emperor of Russia was succeeded by his widow, Catherine?
- 27—Spots in the skin that are tender to the touch.
- 29—Detested.
- 30—Requires.
- 32—Stratum.
- 33—Take illegally.
- 34—What shepherd boy was anointed by Samuel in place of Saul, whom God had rejected?
- 35—What battle resulted in the surrender of Napoleon III in Sept., 1870?
- 36—Put before.
- 37—What was the name of eleven Egyptian kings in the 19th and 20th dynasties?
- 38—Not exaggerated.
- 39—Dandy.
- 40—Grow old.
- 42—Disks given as awards.
- 43—What important river rises in the Black Forest and flows into the Black Sea?
- 45—Close friend.
- 46—Pertaining to sound quality.
- 48—What town is a fort and seaport in the Constantine Department of Algeria?
- 49—Tavern.
- 51—The sun.
- 52—River islet.
- 53—Of what state (abbr.) is Montgomery the capital?
- 54—Gaelic god of the sea.
- 56—Negative.
- 58—Note of the musical scale.

The Men's Ages

THE total of the ages of two men is 68 more than the difference between their ages. When their ages are multiplied together the result is a number that is one greater than the number that indicates the present year.

When the number that indicates the older man's age is reversed the result is a number that is 16 more than his present age. When the number that indicates the younger man's age is reversed the result is a number that is nine greater than his present age.

How old is each man?

The solutions of the puzzles on this page will be given next week.

Making a Chain of Words

BILL BRAUN, the blacksmith, gets many odd jobs, one of which is shown in the accompanying drawing. There are 15 links attached to each other in groups of threes. Bill's problem is to make a single chain of these 15 links. He formed the chain with but three cuts and three welds.

If you fail to do this, try your skill at making an endless word-chain. Write a word in each of the numbered panels. The first part of each word must be the same as the last part of the word preceding it. Five-letter words are to be divided into two and three-letter parts.

1. To allow to enter.
2. Covering for the hand.
3. Soften.
4. Sensitive layer of skin beneath the epidermis.
5. A book of devotion.



MEN LIKE THEIR STEAKS BROILED

By HELEN E. RIDLEY
and ADELINE H. MANSFIELD

One of the Quickest and Easiest Ways of Cooking,
It Has an Appetite Appeal Which Is Hard To Rival

THE way to a man's heart being what it is, we at the Institute think we have found the easiest short-cut. Men keep telling us, "We go to restaurants to get broiled steak or fish; the Institute should do something about that." Well, we have rolled up our sleeves on less provocation than that. So, housekeepers, stand by while we discourse on broiled steaks.

The special savor of broiled foods intrigues men. Nothing else quite equals the subtle flavor of crispy brownness and juicy rareness that is found in foods quickly cooked and then served with the flavor of the very fire itself.

You, too, will wax enthusiastic when you realize that one of the quickest and easiest ways of cooking has much appetite appeal. What a perfect answer when spring's balmy days lure us away from long hours in the kitchen, or lagging appetites need a bit of perking up, is broiling in the open. It's fun to pack a picnic in our modern streamlined kitchen, to sit back a few hours later and watch Tom, or Dick, or Harry, outlined against nature's backdrop, do his stuff over glowing embers as his ancestors did in primeval days.

We know there are good reasons why you don't use your broiler more. Many of you have told us so. But it is time for these to vanish with every broiling question tested, checked and settled in the Institute's thorough way. We have tried various kinds and cuts of meat suitable for broiling, we have experimented with all feasible methods and time periods, we have used many gas and electric ranges. And thus the Broiling Guide on this page has been evolved. Surely with it and the sound practical suggestions that follow you can broil now to perfection and see satisfied menfolks become proud and boastful.

SOME people have the idea that only expensive cuts of meat can be broiled. The truth is that many inexpensive foods acquire sudden distinction and sophistication from the broiling pan. For example, the round, rump and chuck of well-aged quality grade beef, cuts well known for their full-flavored succulence, are surprisingly good when broiled.

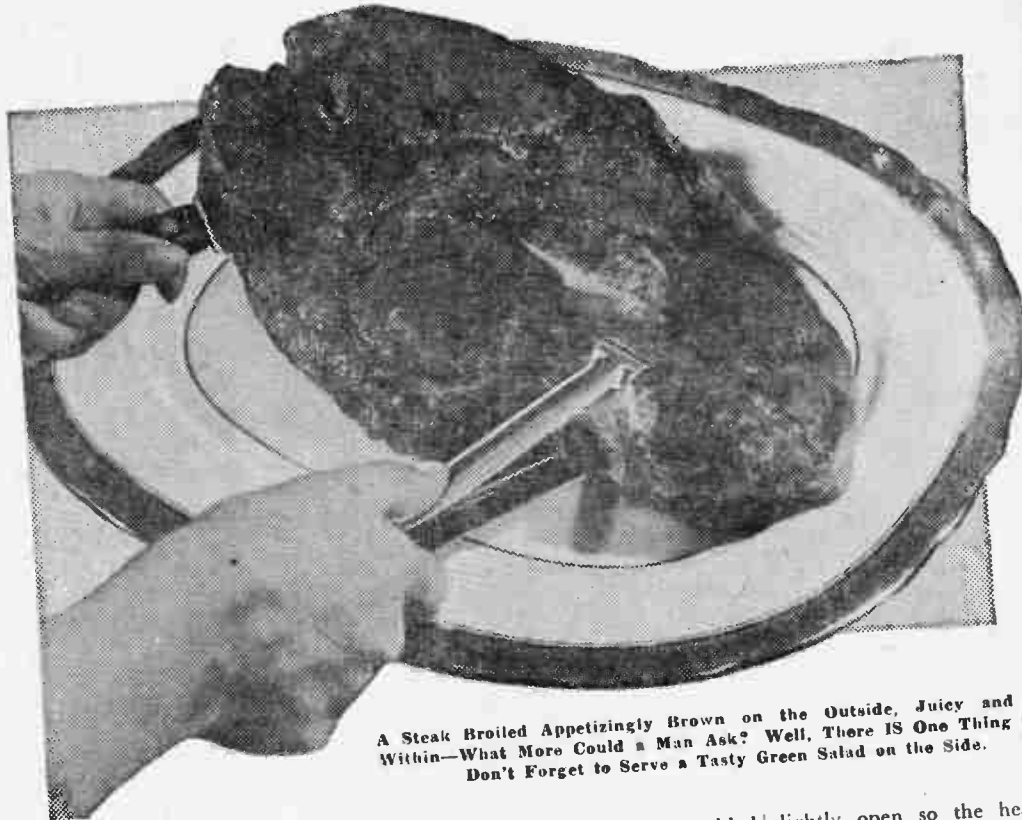
Do I hear you ask how you can identify this quality beef at the butcher's? Well, nationally known meat packers are now stamping their names on their sides of beef in such a way that practically all the meat cuts carry

a part of the stamp. Ask your butcher about this label of quality.

Fish, too, steps up in the world when the quick heat of broiling gives it a lovely golden brown without drying it out. And you have to broil liver, brushed with melted butter or margarine, to know how good it is—or sausages, bacon or hamburgers.

Remember, too, that when there is room, broiled accompaniments can always be slipped on the rack with meat or fish. For example, raw mushrooms or cooked slices of sweet of white potatoes well brushed with butter, margarine or salad oil, or tomato halves sprinkled with buttered crumbs. And the Institute tasters insist that broiled-fruit garnishes like canned pineapple slices, or halves of bananas, canned peaches, or pears brushed with butter and a dash of lemon juice, just round out the flavor of ham or fish. Broil 12 to 15 min. without turning them.

We should like you to become as enthusiastic about broiling as we are, and so we have worked and worked to find the best way. For example, the simple little matter of preheating the broiling oven, on which so many disagree. Stop watch in hand, we have patiently broiled with and without preheating the oven, and we have tried different times for preheating. We have broiled on a pan that was heated up with the oven, and we have broiled on a pan that was cold when it went into a preheated oven. We have checked our results with many foods and many ranges. The minutes



A Steak Broiled Appetizingly Brown on the Outside, Juicy and Rare Within—What More Could a Man Ask? Well, There IS One Thing More; Don't Forget to Serve a Tasty Green Salad on the Side.

clicked off by our stop watch added up to hours and days and weeks, but we were not satisfied until we were sure.

ACTUALLY, you will find broiling very simple. Before heating your oven, place the pan in the best location. Try sliding it in the different places available until you find the one that brings the top of the food about 1½" from the burner or element. Fish or chicken, however, is better if placed 2" away. Then, with the pan in place, close the door and set your regulator at "Broil" or the highest temperature indicated. Preheat ten minutes. At the end of this time place the food on the broiler rack and follow the time indicated in our Broiling Guide for the particular food you are cooking. If your broiler burner or element serves to heat the baking oven also, and you have an oven regulator, the door of the baking oven must be

slightly open so the heat won't cut down before the broiling is done. Leave the door of the broiling oven closed.

WATCH the clock carefully and at the end of half the broiling time turn the food, except chicken and split whole fish, and finish cooking on the other side. One little warning: in turning the meat, be sure to put the fork in the fat; never pierce the meat itself; or, better still, use approved tongs like those shown in the picture on this page. Finish cooking and slip serve as quickly as you can.

We found that broiled whole fish which have been split, such as bluefish, shad or mackerel or trout when we were lucky enough to get one, were always difficult to remove from the rack without breaking. If you have had that trouble, too, try the way that we finally settled on. Cut a piece of

parchment paper just the shape of the fish, grease it, then lay the fish on it, flesh side up. Broil the flesh side only; turning is not necessary. Then, for serving, you can slip it as neatly as you please onto the platter without a sign of breaking. Kinds of fish that tend to be dry will be better, of course, if brushed with melted fat or oil before broiling.

Our broiled chickens tasted best when we turned them twice. Brushed with melted fat, broiled 5 min. on the skin side, then 10 min. on the inside, then finished the last 5 min. on the skin side, they were just right, crispy and succulent. We used this time for chickens up to 1½ lbs. in weight.

If you question the leeway we have allowed in our broiling-time periods, let us explain that there are slight variations in ranges and many variations in taste. The heat of some burners or elements is more intense than others, and while one person may want his steak quite rare, another will insist that it should be only slightly pink. After finding out what your family prefers—rare, medium, or well done—you can establish the broiling time for your particular range and follow it forever after.

ALTHOUGH most of us use the broiler that comes with our range, you may prefer to purchase a new one. In choosing a broiler, look at those with a grid made of wide bands of metal with narrow openings; or a metal grid with small openings; or, if the grid is wire, a sheet of metal between the grid and the bottom of the pan through which the fat will drain. We find that this takes care of the dripping fat with less smoking and spattering and danger of fat fires. However, fat fires on any well-designed broiler are few and far between. If you hesitate to use your broiling pan and grid for one or two chops or a few slices of bacon for a child's lunch, place a wire rack or trivet in a small, shallow pan and broil, preheating the oven as usual, but not the pan.

The broiler pan should be cleaned after each using, just like any other utensil in which you cook. Try this easy method: drain off the fat, wipe up the broiler pan and grid with a paper towel, and then scour with an approved friction cleanser. Wash in hot soapy water and rinse in hot water.

BROILING GUIDE—APPROXIMATE TIME

(Preheat broiling oven and pan 10 min.; turn food once at end of half the broiling period)

Kind of Food	Thickness	Approximate Time		Kind of Food	Thickness	Medium
		Rare	Medium			
Beef: sirloin and club steaks	1"	10-12 min.	14-16 min.	Lamb: loin and rib chops	1"	15-18 min.
	1½"	15-16 min.	18-20 min.		1½"	18-20 min.
	2"	22-25 min.	26-30 min.		2"	25-28 min.
porterhouse, top-round and chuck steaks	1"	12-15 min.	16-18 min.	shoulder chops	1"	15-18 min.
	1½"	18-20 min.	22-25 min.		1½"	25-28 min.
	2"	25-28 min.	28-30 min.	Liver: calf, lamb	½"-¾"	4-6 min.
tenderloin	1"	6 min.	8 min.		Chicken	½ lb.
	1½"	8 min.	10 min.	Fish: fillets		¾"-1"
	2"	10 min.	12 min.		steaks or slices	¾"-1"
hamburger cakes	¾"	4-5 min.	6-8 min.		whole, small	not split
	¾"		12 min.	whole, medium	split	†15-20 min.
Ham: slice			4 min.			
Bacon						

*Broil 5 min. skin side up; turn, broil 10 min.; turn, broil 5 min. †Do not turn during broiling.

BEST BETS OF THE WEEK

... The lads over at Warners' have turned out a sock motion picture in "KID GALAHAD," which stars Edward G. Robinson and Bette Davis. It's a hard-hitting, swiftly-paced story of the prize fight racket—and they've juggled the love angles so beautifully that the women will go for the film just as solidly as the men. "KID GALAHAD" does wonders for both Robinson and La Davis—and, furthermore, they've dug up a new leading man named Wayne Morris who is going to be tomorrow's Robert Taylor, if he isn't very careful. This Morris guy spells he-man with a capital wow!—and he's a convincing actor in the bargain, which is very rare indeed. . . . Speedy, timely, deftly written and directed, "KID GALAHAD" is my idea of swell motion picture entertainment. I think you will agree.



Bette Davis



Lion Feuchtwanger

... Outstanding among recent books is Lion Feuchtwanger's new novel, "THE PRETENDER," an imaginative and majestic tale of a plot that shook ancient Rome. In an audacious bid for power, an ex-Senator of the Empire persuades a slave to impersonate an Emperor and stakes his life on the outcome of the false Nero's claim to the throne. There is a dramatic tension in "THE PRETENDER" that will

keep you breathless to its brutal climax. . . . Patience is rewarded! Here, at last, is the second in that fine series of combination game-and-detective story, "THE CRIMEFILE ON RUFUS RAY," written by Helen Reilly. It's an absorbing dossier on the murder of a divorce lawyer, and you'll have real clues to help you solve the case. . . .

... Odds And Ends In The Entertainment World: The movie columns report that Sophie Tucker will be built up in pictures as "the new Marie Dressler." Sophie, a grand person, should be very, very careful of any such billing. Because people instinctively resent anyone who steps into the shoes of a dead person who was greatly loved. Don't let them do it to you, Soph. . . . Record I enjoyed most this week was "A Love Song of Long Ago" and "Blue Venetian Waters," as played by Jan Garber and his orchestra. . . . Musical revues by the big picture companies will be quite the thing next Fall. Universal has the "Merry-Go-Round of 1937"; RKO contemplates the "Radio City Revels of 1937"; Metro has the "Broadway Melody of 1937"; Warners have the "Gold Diggers of 1937"; and Paramount has "The Big Broadcast of 1937." Personally, however, I will not be able to sleep until Columbia announces "The Lost Horizons of 1938"!



Sophie Tucker

PARTICULAR

The bum strolled into the auto salesroom in which all makes of cars were on display. He examined each and every one very carefully, and had the salesman describe the best features of each in detail.

For almost two hours, he tested every car in the salesroom, examining each automobile for its riding comfort and dependability. He was at it so long, in fact, that the salesman finally grew impatient.

"Listen, you," he asked suspiciously. "Are you

really in the market for an automobile?"

The bum smiled.

"Not exactly," he explained. "But I'm about to hitch-hike my way to California—and I want to be sure of what I thumb!" . . .

DAFFY TALE

It was seven o'clock in the morning when the phone rang in the screwball's hotel room. The desk clerk was on the wire.

A Hellinger Short Story

Time and Tide

SHE was about eight years of age, I should say, although she looked even younger. She was a very thin youngster. Small, white face. Big eyes that always appeared somewhat frightened.

As she walked into the saloon, those eyes seemed more worried than usual. No particular reason for it, because she knew the place well. One visit was the same as the rest.

There were the same swinging doors, the same sawdust on the floor, the same glasses piled in pyramids behind the bar. The same noises, the same shabby men, the same empty laughter.

The bartender smiled at the child. He always smiled, and he always said the same thing.

"Well, Mary," he asked, "what can we do for you tonight?"

Mary always said the same thing, too.

"Is my pa here? I've come for him."

"Okay, Mary. I'll have a look." He stepped from behind the bar and walked toward the back room. He wasn't a bad scout; always felt sorry for kids like this. Solemn little children on their solemn little duties. Tough on them, all right.

He looked into the back room. Then he turned and nodded to Mary.

"Yep," he said, "your pa's here. I'll get him for you."

He went into the room. He walked over to Pete Martin and touched him on the shoulder. Pete hiccupped, and gazed up at him with bleary eyes.

"Your kid's here," said the bartender, shaking him. "She's come to take you home."

MARY was twelve. She was still very thin, and her eyes still seemed much too large for her face. But she was no longer frightened. Because, by now, the story was very old indeed.

Yes, the story was old—although the locale was slightly different. Prohibition had arrived, and the saloons were gone.

Now there were blind pigs, and speakeasies, and hush joints. Back rooms of cigar stores. Mysterious doors that were hidden away in the strangest places. Dark cellars, and bleak warehouses, and private apartments.

It was a little more difficult now for Mary to get into these places. Sometimes Mary would have to argue with a shopkeeper who didn't want to let her through, or a doorman who didn't know her, or a policeman who was relieving the doorman for a few moments.

Eventually, though, she always found Pete. That was still her job, and she never failed. Sometimes he was right there at the bar, and then the job was easy. But sometimes he was in a room upstairs—and then



"Well, Mary," he asked, "what can we do for you tonight?"

the bartender would have to help her to get Pete outside.

These bartenders were different from the old ones. They had hard faces and harder fists, as though mixing drinks were only the smallest portion of their jobs. But they always helped her, because nobody was courting trouble indiscreetly in those days.

"Is my father here?" she would ask. "Please, I want him. I want to take him home."

If he was at the bar, she wouldn't need any assistance. But if he was in another room, they'd go looking for him silently.

"Hey, you!" Pete would regard them with the same bleary look. Saloon or speakeasy, that glazed expression never varied.

"Come on, Martin. You gotta scam outa here."

Whereupon Pete would shake his head and blink.

"Mary?" he'd drool.

"Yeah. Your kid's here. Get goin', feller. She's come to take you home."

THE scene changed again. Prohibition was gone. The saloon on the corner was open again. Only they were much more polite about it now. Now it was a tavern.

But a saloon by any other name smells just as sour. The chairs were new. The tables were new. Even the beer was new. But aside from that, the scene was very much the same.

The glasses formed the same pyramids. One heard the same noises; one saw the same shabby men; one lis-

tened to the same empty laughter. It was as though the years between had never existed at all.

Mary was in her early twenties now and, as she walked into the place, she wasn't the slightest bit embarrassed. She was a pretty girl, and she wore her clothes extremely well.

When she entered, several men at the bar turned around in admiration. But she paid no attention to them. She merely looked around, a patient smile on her face.

"Please!" She nodded to the bartender. "I've come for my father. Would you be good enough to tell him for me?"

Pete was sitting at a table in the far corner of the room. The bartender went into action immediately.

"I sure will," he said to Mary. "I'll have him over here directly."

The bartender walked rapidly to the table. He touched Pete on the shoulder. Pete blinked. He looked up with the inevitable bleary gaze.

"Mary?" he asked. "Yeah." The bartender motioned with his head. "She's over there at the door. She's come to take you home."

ONCE again, the scene changed. Repeal was now something in the nature of ancient history.

There were cocktail bars, and cocktail lounges, and cocktail rooms in half the city's buildings. These were slightly different from the saloons, the speakeasies, or the taverns of early repeal.

Slightly different, I mean, in the respect that they had a certain amount of class, a certain atmosphere of respectability. If you wished to get drunk here, you harbored the notion that they would throw you out quite politely. At any rate—

Mary looked around. She motioned to the bartender.

"I think my father is here," she smiled. "Would you take a look, please?"

The bartender put down his towel. "Surest thing you know, Mary," he said. "It's always a pleasure to do anything for a girl like you."

Mary beamed her appreciation. The bartender walked out from behind the bar and strolled to his left. Over near the door, there was a small man.

He was thin and stooped. And when the bartender spoke to him, he looked up with eyes that were faintly apologetic.

"Mary?" he inquired. The bartender nodded. He walked back through the crowded room and touched the girl's arm.

"You were right, Mary," he said. "The old man is here, all right. He's come to take you home."

"Good morning, sir," was his cheery greeting. "It's exactly seven o'clock—and time to get up."

"Yeah?" grunted the sleepy screwball. "What for?"

The clerk was astounded.

"Don't ask me," he replied. "You're the one who left word to be awakened at this hour."

The nut was furious.

"What kind of a reason is that, you dope?" he shouted. "After all, who am I?" . . .



It won't be radio's fault if America doesn't become a nation of crack spellers. With NBC's Spelling Bee shifted to an evening spot where it reaches a goodly audience, CBS has met the challenge with an orthographical bout of its own, also scheduled at an ear-catching hour (WKRC, Sunday, 3 p. m., E.S.T.). It's presided over by Dr. Harry Hagen, who's billed as radio's "original" spelling master. If he is, it must be said that NBC's Paul Wing has improved on the early model. For Dr. Hagen seems to consider himself a master of ceremonies, whereas Paul Wing devotes himself to the business of words. But whether radio can do much toward upping the nation's spelling grade remains to be seen. In spite of these two weekly workouts, the dial-twister still barks his shins on "able" and "ible" suffixes. What's your pet weakness?

A French version of The March Of Time is being recorded for airing in Europe. It'll probably be broadcast on Radio Luxembourg, the big commercial station in a little country that's causing many headaches for neighbor nations that don't allow radio advertising.

Another sign of summer is the return of the Grenadier Guards Band (NBC over WCKY, Sunday 5 p. m., E.S.T.). This crack Canadian outfit, further blessed with a fine pickup, plays just the sort of music we Americans can dial all too seldom. Its inclusion of a regimental march-past in every program is a particularly interesting feature.

Radio always seems to be tripping over its "firsts." It happened again on the Vallee show for May 20, when Rudy announced that a scene from "Abie's Irish Rose" was being presented "for the first time on the air." Unfortunately, a short scene had been aired just the week before on the March Of Time. Further, if my memory isn't playing me tricks, an entire act was broadcast from the stage of one of the Cincinnati theaters back in 1924 or '25, by the old WSAI.

Probably that can be confirmed by the station's yellowed log.

Speaking of Rudy, his two shows from London are worth a coronation postscript. Besides being capital entertainment, they were short-waved over the trans-Atlantic telephone circuits, not the regular BBC Empire Service. Knowing the British aversion to radio advertising, Americans may wisecrack that this kept the Empire air uncontaminated with Yankee ballyhoo. On the other hand it must be admitted that this is consistent hewing to the policy line.

Walter Stiles, Jr., of Coudersport, Pa., was awarded Columbia's first Amateur Medal for his service during the flood of 1936. When so many amateur operators did such heroic service in that emergency, it must have been hard to single out one for special honors.

If the kilocycles weren't already cluttered with similar stuff the NBC Nightclub (over WCKY, Thursday, 10 p. m., E.S.T.) might be unusual. As it stands, about the only innovation of the show is free dancing for studio guests. Knowing the reaction of theater men to non-paying studio audiences for ordinary broadcasts, I can't help wondering how the proprietors of Chicago hot-spots feel about this departure.

NBC did a neat piece of work with its The World in a City broadcast, May 24, when it aired ear glimpses of the various nationalities in Gotham. Radio does this ingenious and sketchy sort of thing very well. Yet, ironically, it finds the depicting of ordinary Americans "as is" tremendously difficult. About the nearest approach to it is Jerry Belcher's "Our Neighbors." Sometimes there are even grounds for suspecting that most broadcasters don't know how average people live. Certainly they seldom get on the air faithfully enough to be recognized.

Lowell Thomas has his work cut

Mischa Levitzki, Concert Pianist, To Be Guest On Ford Sunday Evening Hour

Mischa Levitzki, concert pianist and composer will be the guest soloist with the Ford Symphony Orchestra and chorus, directed by Eugene Ormandy, over the WABC-Columbia network, including WKRC, WHAS, and WJR, on Sunday, June 6, from 8:00 to 9:00 p. m. (E.S.T.).

Levitzki has just returned from a world tour, which extended as far as Sydney, Australia. His program for the Ford Sunday Hour, will include a varied selection of classical and po-

out for him, now that he's replacing his various substitutes. George E. Sokolsky in particular left a mark worth shooting at. He followed the principle that a news broadcast should consist of news, not pleasant entertainment.

That Wednesday Chesterfield show (CBS over WKRC, 8 p. m., E.S.T.), emphasizes the contrast between the sublime and gilded mediocrity. The one is supplied by Lily Pons and the other in Andre Kostelanetz's arrangements of popular tunes. The latter wouldn't be so conspicuous without the former. But that's the way radio does things.

pular works. The orchestra and chorus as usual will present a generous variety of familiar and classical music which will include a well known American hymn.

Claudette Colbert on "Hit Parade"

Claudette Colbert, motion picture star, will be the guest of Al Goodman and "Your Hit Parade," during the broadcast over the WABC-Columbia network, including WKRC, WHAS, and WJR, Saturday, June 5, from 9:00 to 9:45 p. m. (E.S.T.). The Goodman orchestra will play the ten most popular songs of the week.

Roles Come Natural

Arthur Peterson is the young man with the old man's voice who fits so neatly into the part of Dr. John Rutledge, title role in The Guiding Light, heard over the NBC - Red network, including WLW and WSM, at 3:45 p. m. (EST), Mondays through Fridays.



"To sound like Dr. Rutledge," says the 24 year old actor, "I don't have to work at all. It is the most natural role, probably, that I ever played. I just use my natural voice, but change the pace of the words to fit the character and situation."

Alfred Gus Karger, WLW and WLW Line Commentator, will discuss "Civilian Military Training Camps," Saturday, June 5, at 5:45 p. m. (E.S.T.)

The "Meet the Missus" Interviews

broadcast daily (except Sunday)

on

WKRC

"First on your dial"

continue as one of the hill-top station's most popular programs.