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# Radio Dial

WEEK ENDING JUNE 17, 1937



AL BLAND  
PILOT OF THE  
"DAWN PATROL"

See Page 17

# "Swing Club" Marks First Anniversary on CBS

## IF THIS IS HER LUCKY YEAR, LOIS HAS MADE A GOOD START

If a line were drawn to represent her aspirations and another to stand for her background and experience, they would come to a point where Lois Bennett is singing with Frank Munn on the Sweetest Love Songs Ever Sung program every Tuesday night, from 8:30 to 9:00 p. m. (E.S.T.) over the NBC-Blue network, including WSAI, KDKA and WLS.

Two elements of her career have been dominant for several years—first, the fact that she enjoys singing love songs more than any other kind of music, and, second, a desire that she has long had to sing on the air with Frank Munn, whose brilliant and effortless tenor voice she has admired since first she heard it.

"Do you wonder, then," she says, "that I am happy to be a part of the Sweetest Love Songs Ever Sung program? The kind of songs I love—sung with Mr. Munn—on a program I've always enjoyed listening to. It's just what I've always wanted. You



LOIS BENNETT

know, I've been told that 1937 was to be my lucky year," she laughs. "Well, it's made a good start!"

## Orchestras From All Over Country To Be Heard

### Many Bands Gained Prom- inence With Swing Music

Columbia's "Saturday Night Swing Club," a bright idea which passing time has proved to have been an inspiration, is about to come of age.

It will be one year old on Saturday, June 12, and the party the Columbia network has planned for this lively offspring that day is anticipated as a significant event in the brief history of this new art form, swing music. From 11:00 p. m. to 12:00 midnight (E.S.T.), over the entire WABC-Columbia network, including WKRC, WHAS and WJR, "swing" will be glorified by its foremost exponents in a broadcast presenting a composite of swing music's greatest attainments.

Thus Columbia feels its youngster, and its youngster's wide following, are deserving of this one-hour broadcast session, instead of the customary 6:00 o'clock period, when a review of the year will be given. Switches are to be made all over the country to bring in swingdom's most famous interpreters and CBS hopes to visit France briefly by microphone so that Swing Club fans might hear Stephane Grappelly and his Hot Five play from Paris. Parisians hear the group as "Stephane Grappelly's Quintette du 'Hot Club de France.'"

### At Beverly Hills



Marge Hudson, featured vocalist with Carl "Deacon" Moore's famous radio orchestra now playing Beverly Hills Country Club near Newport, Ky., looks Spanish, but is American born and bred. Miss Hudson shares singing honors with Munson Compton, lyric tenor, and the "Deacon" himself.

## The Modernaires



The Four Modernaires they call themselves and these young men comprise the latest novelty male quartet at the Crosley stations, Cincinnati. Left to right, the Modernaires are Bill Conway, Harold Dickinson, Chuck Goldstein and Ralph Brewster. They are featured on Danny Dee's "WSAI Revue" at 2:00 p. m. (E.S.T.), Tuesdays. They are also heard with William Stoess and his Flying Dutchmen over WLW.

## WLW Stars To Appear In Person In 2-Week Booking

The WLW Radio Revels, which made such a hit with Cincinnati theater-goers recently will be booked on the stage of two theaters for two weeks, beginning June 11. The week of June 11 the Revels will be seen at the Colonial theater, Dayton, Ohio, and the week beginning June 18 at the Lyric theater, Indianapolis.

Directed by Fritz M. Witte of the WLW special events department, the WLW Revels will feature Phil Davis and his orchestra, long one of the favorites of WLW fans with a corps of stars whose names are familiar to millions of listeners.

On the stage will be the Frim sisters trio who recently joined the Crosley stations; Tommy Riggs, creator of Tommy and Betty; Helen Nugent, the old fashioned girl; the Virginians; Carl Freed and His Harmonica Lads, and the Brown County Revelers. Don Winget, Jr., chief sound technician of WLW, will present his sound effects demonstration, one of the hits on the Shubert theater stage in Cincinnati.

Red Barber, ace sports announcer of WLW and WSAI, who describes the Cincinnati Reds baseball games over WSAI and WHIO, Dayton, will appear at the Colonial theater in Dayton with the Revels.

When the unit moves into the Lyric theater in Indianapolis, Paul Sullivan, ace news commentator, will appear with them on Friday, Saturday and

Sunday, June 18, 19, and 20. Bob Newhall, sports commentator whose programs are heard at 6:45 p. m. (E.S.T.), daily except Sunday, will greet many of his Indianapolis fans from the stage of the Lyric.

Joseph Ries, educational director of WLW and WSAI, who will be in Indianapolis during the week of June 18 attending a Kiwanis convention, also plans to make appearances with the WLW Radio Revels. Ries is secretary of the Northside Kiwanis Club of Cincinnati.

Early indications are that the radio stars will draw capacity houses both in Dayton and Indianapolis. When they played the Shubert theater in Cincinnati thousands of radio fans from many surrounding cities as well as Cincinnatians crowded the theater to see their favorites.

## RADIO GUILD

"Apron Strings," by Dorrance Davis, will be the Radio Guild drama heard from 2:00 to 3:00 p. m. (E.S.T.) on Friday, June 11, over WCKY and an NBC network.

On June 18 the Radio Guild will present Rachel Butler's play, "Mamma's Affair," and on June 25 "The Marriage of Kitty," by Cosmo Gordon-Lennox will be the feature.

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D A N C I N G
- Menus conditioned for Summer Appetites
- Long, tall quenchers for long, tall thirsts
- Popular Prices

**GIBSON'S  
LOUNGE CAFE**  
F. W. PALLANT, General Manager

# CBS TO AIR RUNNING OF LATONIA DERBY

## YIPPEE! MULE JOCKEYS TO SHOW HOW TO RIDE 'EM

Cuvier Press Club mule jockeys of Cincinnati will show Rex Griffith, Jane Gerrard, and other members of the WSAI "Dude Ranch" cast how easy it is to ride bucking broncos on the program June 11, 8:30 to 9:00 p. m. (E.S.T.).

The various Press Club members who will ride mules June 17 in the annual Cuvier Press Club outing and mule derby at River Downs, will be guests of Durward Kirby, Bill Green, Ray Shannon, Mary Jane Croft, and the other members of the "Dude Ranch" cast.

WSAI will broadcast the mule derby the afternoon of June 17. The Tresler Oil Company, sponsors of "Dude Ranch," will sponsor the mule derby broadcast.

## SPIC AND SPAN IN NEW SPONSORED SERIES OVER WSAI

"Spic and Span," WSAI blackface team, move into an evening spot June 16 for a sponsor.

The Heidelberg Brewing Company, which sponsors the "Statesmen Limited" over WSAI Tuesday nights, will abandon the half-hour show when the contract expires June 15, and take on "Spic and Span."

Created by Ray Shannon and Charles Dameron, "Spic and Span" have been entertaining thousands of listeners over WSAI and the WLW Line at 10:45 a. m. (E.S.T.), Monday through Friday.

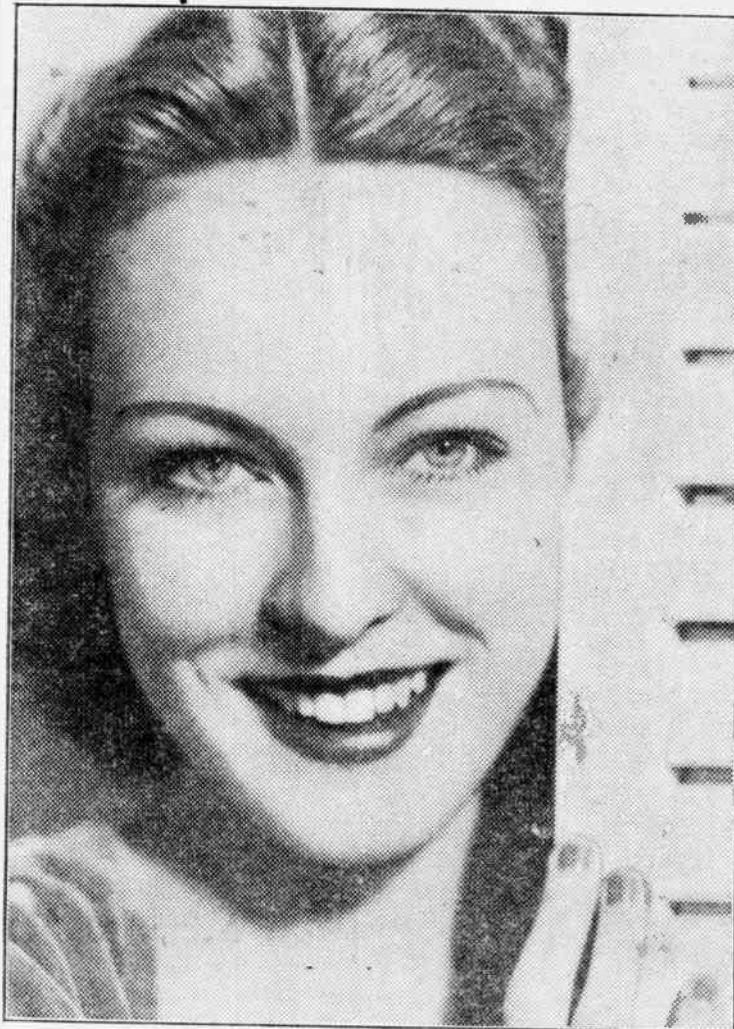
In their new show, which starts June 16, the burnt cork artists will be heard at 6:15 p. m. (E.S.T.) Tuesday through Saturday.

Shannon portrays the all-important, dignified and self-educated Mr. Spic while Dameron does the inferiority-struck, easy-going Mr. Span. Outstanding in the show have been Mr. Spic's "old 'Gyptian sayin's," while Mr. Span spends much time wondering where the next meal is coming from.

Although Shannon and Dameron began their show with just the two characters, they are now using several, including women, all of which the two do themselves. They have been featured as porters on the "Statesmen Limited."

Shannon and Dameron will continue writing their daily scripts when they go commercial.

## On Packard Summer Series



Trudy Wood, not yet 21, is a featured soloist on the Packard Hour summer series starring Johnny Green and his orchestra. The program is heard over an NBC-Red network, including WCKY and WSM, Tuesdays, from 8:30 to 9:30 p. m. (E.S.T.).

## Conducts Summer Series



Ferde Grofe conducts the orchestra in the new light symphonic summer series heard over the WABC-Columbia network, including WKRC, WHAS and WJR, Fridays, from 9:00 to 9:30 p. m. (E.S.T.). Each program will contain at least one composition of Grofe's whose "Grand Canyon Suite" has achieved international importance.

## "HITS OF THE WEEK" OFFERS NOVEL FEATURES

A dramatization from the motion picture, "The Elephant Boy," will feature the "Hits of the Week" broadcast over WSAI and WKRC, 9:30 to 10:00 p. m. (E.S.T.) Tuesday, June 15.

Red Barber, ace sports announcer, will be heard with the sports thriller of the week, done in narration and drama; a guest artist will appear and William Stoess and his Orchestra will provide the musical background.

With James Leonard as announcer-master of ceremonies and Ryth Lyons of WKRC as co-announcer, the program will originate in the future at the WSAI Arlington street studios and be broadcast also over WKRC.

"Hits of the Week" is sponsored by May-Stern and Company, Cincinnati furniture and department store.

## First Latonia Derby Run in 1883

### Cy Newman and Frank G. Menke to Describe Event

A dramatic track-side account of the running of the Latonia Derby, one of America's oldest stake races, will be broadcast over WKRC and the WABC-Columbia network exclusively. On Saturday, June 12, from 5:00 to 5:30 p. m. (E.S.T.), Cy Newman and Frank G. Menke will describe the event.

The Latonia, one of the major American derbys, is run annually at the Latonia track in Covington, Ky. It is a race for three-year-olds and attracts a list of the best horses in the country. The Latonia carries a purse of \$15,000, with \$5,000 added if the winner of the Kentucky Derby wins the Latonia also. Usually, the field is taken by a majority of horses who have run in that earlier event. The race is famous for the many upsets in form that have occurred there in past years, with several Kentucky Derby winners coming to grief at the hands of less highly regarded horses.

The Latonia is sponsored by the famous Col. Matt Winn, who also stages the Kentucky Derby at Churchill Downs, America's premier stake-race. The first Latonia was run in 1883.

## Gene Raymond on "Your Hit Parade"

Gene Raymond, prominent Hollywood actor, will be the guest on "Your Hit Parade" over the WABC-Columbia network, including WKRC, WHAS and WJR, Saturday, June 12, from 9:00 to 9:45 p. m. (E.S.T.). Featured in the program will be the ten most popular songs of the week played by the Al Goodman Orchestra.

## BEGINNING FRIDAY, JUNE 11

RUDYARD KIPLING POURED ENOUGH ADVENTURE FOR THE WHOLE WORLD INTO THIS EPIC OF THE JUNGLE!



## ELEPHANT BOY

Based on "Toomai of the Elephants" by RUDYARD KIPLING

Directed by ROBERT FLAHERTY and ZOLTAN KORDA  
A LONDON FILM - RELEASED THROUGH UNITED ARTISTS

R K O LYRIC CINCINNATI, O.

## ★ TUNE IN HITS of the WEEK WKRC & WSAI

Every Tuesday at 9:30 P. M.

All-Star Cast, With

- ★ Paul Sullivan
- ★ Red Barber
- ★ Stoess Orchestra
- ★ Ruth Lyons
- ★ Hit Movie
- ★ Guest Stars
- ★ Dramatic Stars

Originating in WSAI Studios  
A presentation by

MAY-STERN

# Weekly RADIO DIAL

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

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RADIO DIAL brings you the latest available programs and news of your favorite stations and artists. All programs listed are correct up to press-time, but are, of course, subject to later changes by networks and local stations.

Telephone—CHerry 0710—0711 GEORGE A. VOGELE—Editor

Vol. VII WEEK ENDING JUNE 17, 1937 No. 5

## OLD MOTHER NECESSITY

Radio is necessarily a fore-handed business. It must plan programs far in advance if broadcasting schedules are to run off smoothly. So, while summer is just beginning, next winter's shows are being readied in the big program shops.

Rumors filtering out of New York indicate that things are not going too well with these preparations. The trouble seems to be the lack of fresh talent, particularly comedians.

The program panjandrums find few newcomers ready for big time. They must therefore rely on already established funny men. And, not being silly in business matters, these are hiking their fees to new highs as their contracts expire.

Listeners will not lose sleep over this. They are not greatly concerned about how much a sponsor must pay his radio clowns. Yet the situation does affect the listener pretty directly.

The lack of new comedians means that a few radio funsters will go on doing business in the same old way. And if these few keep at it too long laugh lines will lose their kick. Indeed, there are already signs of that.

Of course there are several reasons for the uncomfortable situation in which sponsors find themselves. But one in particular seems noteworthy because it suggests a solution. That is the building of an entire program series around a single star.

This has become almost the invariable rule in radio. The headliner may be a comedian, a master of ceremonies or a singer, or all three in one. Around him is built a formula program. Even the guest acts follow a familiar pattern.

Programs were not always built that way. There was a time back in the battery set days when some of them followed an entirely different method. And being an old-timer as radio age is reckoned, the writer can remember the best of these: the Eveready Hour.

During its long, distinguished run the Eveready Hour had no regular headliner and no formula. Its only fixtures were Nat Shilkret's orchestra and George C. Furness. This genial gentleman was not even a master of ceremonies, simply a gracious host. And—incredible to present-day directors—each program was different. Sometimes it was all symphonic, sometimes all popular music. Sometimes it was a full-hour drama, and dramas that are still remembered. Now and then it featured a concert star, or a composer of note. When he dialed the program the listener could be sure of only one thing: capital entertainment.

"Horse and buggy" though this may be, it seems both a solution of the sponsors' present difficulty and just what many programs need.

The star system puts sponsors at the mercy of the favorites they create. And certainly too many programs are cut and dried. Even some of the so-called variety shows follow the same pattern week after week.

True, developing a new program every week requires an amount of work and ingenuity that may appall present day directors. Still, the rewards should be proportionately greater.

If financial necessity forces programs to rediscover variety, listeners will have genuine cause to rejoice.

## Crawfords and Their Orchestra New NBC Feature

Pianists, saxophonists, actors, and even Olympic champions have become orchestra leaders, but the latest recruits to the ranks of the maestros are a pair of nationally known organists—none other than Mr. and Mrs. Jesse Crawford. Starting Saturday, June 12, the Crawfords and their orchestra will be heard twice weekly over WCKY and the NBC network. On Saturdays they broadcast from 1:30 to 2:00 p. m. (E.S.T.)

and on Mondays from 11:00 p. m. to 11:30 p. m. (E.S.T.).

Mr. and Mrs. Crawford will play twin electric organs with their recently formed orchestra, which is unusual because of its instrumentation. It includes a euphonium, French horns, oboes, bassons, and a harmonica soloist, along with Ray Robinson's brass section. The broadcasts will originate at the Congress Hotel in Chicago.

## COLUMBI-A-MUSINGS

From WKRC

By  
MARGARET MALONEY

Art Jarrett, ork leader, will play at the Texas Exposition this summer, while wife Eleanor Holm appears with Johnny Weismuller at the Great Lakes Exposition in Cleveland.

Frederic Willis, CBS assistant to president Paley is vacationing in Oslo, Norway . . . Mr. Willis was in Cincinnati for WKRC's dedication ceremonies several months ago.

Tune in Dow's Dawn Patrol (WKRC daily except Sunday, at 7:30 a. m.) for details of the most sensational contests ever staged in these here parts.

Cy Newman and Frank Menke will air the Latonia Derby over 'KRC and the Columbia network, Saturday, June 12, at 5 p. m. (E.S.T.).

Nomination for one of radio's funniest people off the air: Dick Bray.

They say that Dick Powell still secretly yearns for his old spot on "Hollywood Hotel" and don't be surprised if you hear him soon in a guest role on that show . . .

'KRC's manager, John McCormick, has taken up golf with a vengeance . . . refusing to be a golf widow, Mrs. McCormick is also getting a bit of exercise on the green.

In answer to our query last week, "what's happened to Joan Blaine" . . . a note to tell us that she will have the lead in a revised version of "Arabesque" which will be aired from coast to coast . . . very shortly.

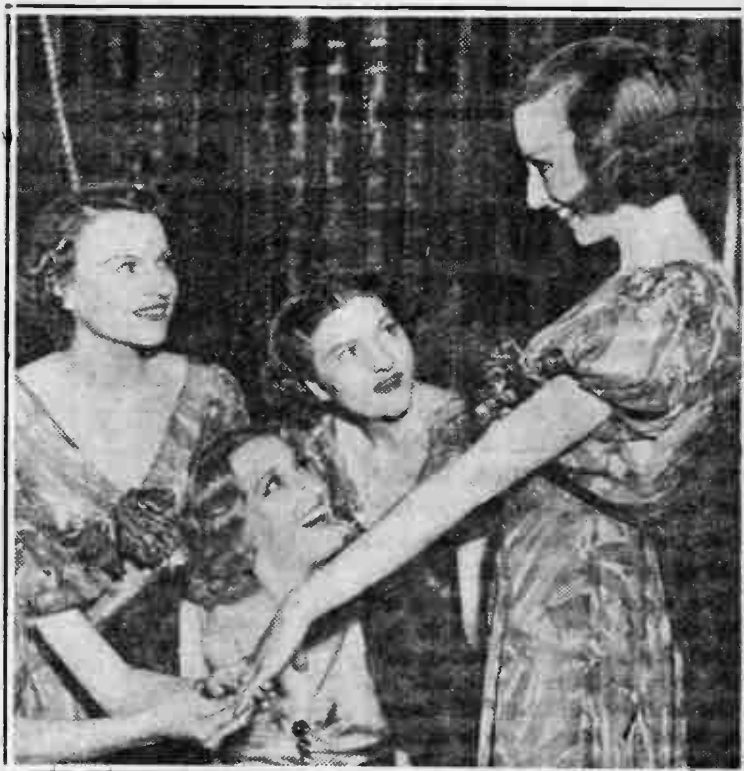
WKRC's Maynard Craig played host at a picnic given in his home town, Washington Court House, last Sat'day.

Palmer Greer is the newest addition to the engineers' staff at WKRC. Greer comes to 'KRC from WHIO in Dayton, Ohio.

Seems now that the Joe Penner Coconut show will fold for the summer . . . rumor had it that Gene Austin will hold forth during the warm months but now the sponsor has decided to give up their Sunday spot . . . returning in fall with Penner the star.

Claudette Colbert will grace a new series of programs beginning in the fall . . . starting date is October 3 and the dramatic airings will originate on the Coast.

## Comes June and Bridal Paths



Definite proof that June, the marriage month, is here, is given by this bevy of beauties, all members of Kay Thompson's Rhythm Singers heard each Friday night from 7:30 to 8:00 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHAS and WJR, with Hal Kemp and his orchestra. The girls are shown here congratulating Daisy Eaton on her new engagement ring, signaling her forthcoming marriage. In case you don't already know them, they are, from left to right: Virginia Vass; Kay, herself a recent bride; Sally Vass and, of course, Miss Eaton, the congratulatee.

Alfred Gus Karger, commentator, will discuss "Keep on Killing 'Em," over WLW and the WLW line, Saturday, June 12 at 5:45 p. m. (E.S.T.). Jimmy Blair was selected from 35 applicants to be featured with Trudy Wood on Johnny Green's Tuesday night NBC program.

## WLW Harmonizers



A recent addition to the staff of WLW is this trio of beauties—the Frim sisters. Their rhythmic harmony is heard over the Nation's Station and the WLW Line, including WHN, New York; WFIL, Philadelphia, and KQV, Pittsburgh, at 11:45 a. m. (E.S.T.), Mondays and Fridays. The girls, former network and stage stars, are, left to right, Bea, Clara and Eda. They also are featured on "Picture Time," 10:15 p. m. (E.S.T.), Thursdays, over WLW.

# ASSOCIATED GLEE CLUBS OF AMERICA ON NBC

## Mike Makeup



Arch Scott, producer of the NBC Jamboree, believes in making up his cast for the microphone. Here he's shown applying the grease-paint to Sylvia Clark, one of the stars in the cast. The Jamboree is heard over an NBC-Red network, including WLW and WSM, Saturdays, at 7:00 p. m. (E.S.T.).

## Charlie's Not Such a Dummy!



Dorothy Lamour is ready to plant a kiss on the ruddy cheek of Edgar Bergen's not-so-dumb dummy, Charlie McCarthy, for having invited her to a lemonade. Dorothy, Charlie and Mr. Bergen are heard on the Chase and Sanborn hour over an NBC-Red network, including WLW and WSM, Sundays, from 7:00 to 8:00 p. m. (E.S.T.).

## Huge Male Chorus Is Composed of 1000 Voices

### Carol Deis, Soprano, Feat- ured in Solo Numbers

The summer evening popular concert given by the Associated Glee Clubs of America in the great stadium on Randall Island, N. Y., will be broadcast Saturday, June 12, from 9:00 to 9:45 p. m. (E.S.T.), over an NBC network, including WCKY. In the event of bad weather, the concert will be heard at the same hour on the following Saturday, June 19.

One thousand Glee Club men, representing organizations in eastern cities from Philadelphia to Boston, will compose the huge male chorus performing in the spring sing, New York City's first "Pop" concert. Carol Deis, NBC soprano, will be heard in several solo numbers as the only feminine note in the otherwise all-male concert.

The chorus will be heard in "Invictus" by Bruno Huhn, with Andrew J. Baird, conducting; "Sylvia" by Speaks, with Roy W. Steele conducting; "The Lost Chord" by Sullivan-Brewer, with Clifford E. Dinsmore conducting; "Winter Song" by Bullard, with S. Thompson Rodman conducting, and "Prayer of Thanksgiving" by Kremser, with Ivan Servais conducting.

## Editor Has Own Program

Nixon Denton, sports editor of the Cincinnati Times-Star, who is co-starred with Red Barber on the WLW "Sports on Parade" program Monday nights, also has his own program on WSAI at 9:00 p. m. (E.S.T.), daily except Sunday and Monday.

## W. J. WILLIAMSON APPOINTED SALES MANAGER AT WKRC

William J. Williamson, for the past five years Chicago representative for Radio Sales, Inc., has taken over the duties of sales manager for Station WKRC, John McCormick, general manager of the hill-top station, has announced.

Mr. Williamson succeeds Stanley R. Bateman, who resigned to take another position. He will have complete charge of local and national sales and will supervise merchandising.

Lum and Abner are investing in a Nevada gold mine.

## Famed Commentators Meet



Paul Sullivan, left, and Lowell Thomas, widely known radio news commentators, were caught in a serious mood as they discussed the western states dust basin following Thomas's broadcast June 4. The NBC commentator, heard over WLW at 5:45 p. m. (E.S.T.), Monday through Friday, was greeted at the Hotel Netherland Plaza radio studio by his friend, Sullivan, ace commentator of WLW and WSAI. "Congratulations on your success," said Thomas, a veteran newspaper man and commentator. "You're coming right up to the top." Thomas stopped in Cincinnati on his way to New York after visiting the western dust storm country.

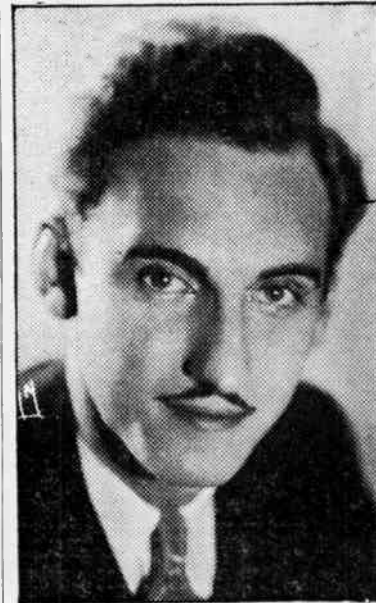
## Popular Announcer at WLW-WSAI

Here's Douglas Browning, the WLW-WSAI announcer heard on the "Top o' the Morning" program with the McCormick Fiddlers and Brown County Revelers. He is six feet, three inches tall, weighs 170, has light brown hair, blue eyes, and is 27 years old.

Browning found it difficult to break into radio but once on the air he has clicked. Born October 16, 1910, in Norwood, Ohio, Cincinnati suburb, Browning first auditioned in 1933, but was turned down. Going to New York Browning studied dramatics and was accepted for parts in the Chase and Sanborn Opera Guild. He returned to Cincinnati a year ago, auditioned for WLW and now he has some of the station's most important programs.

Besides the "Top o' the Morning" Browning announces "We Live Again," 10:30 a. m. (E.S.T.) Thursday over the Mutual networks and 7 p. m. (E.S.T.) Friday over WLW. Before he crashed radio Browning was employed as a telephone engineer, an ambulance driver, gas station attendant and hotel desk clerk. Most of those jobs he took to pay his way through school.

On WSAI Browning announces the



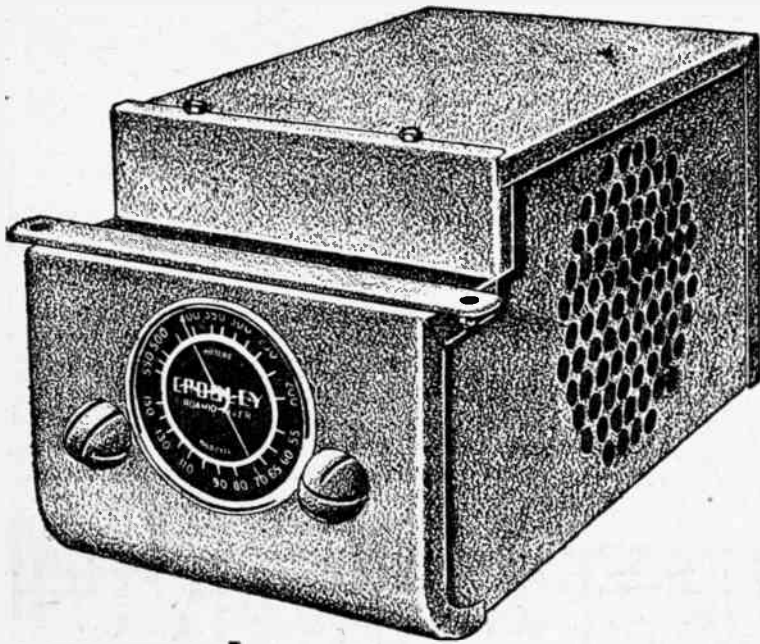
Brown County Revelers at 7:45 a. m. (E.S.T.), daily except Sunday and is master of ceremonies of the "Foundation Hour," 11 a. m., (E.S.T.) Saturdays. He also is heard with the Mobile Unit frequently.

Browning did a first-person broadcast over a telephone from the ninth floor tower of the WLW-WSAI Arlington street studios last January while flames licked about the building during the Mill Creek Valley disastrous fire.

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# RADIO DIAL CONTEST CLUB

by The Contest Reporter

**T**HE average contest fan is entering the picture-title contest, and a great majority of them have already learned that before the contest is over they have to come to bat more than once. Only a small percentage of them ever reach the tie-breaker stage, but nevertheless, they have learned that it does, usually, pass through that stage.

The first stage of the greatest picture title contest ever conducted has been completed. Contestants now are whetting their wits and sharpening their pencils for the tie-breaker which they know in reason, is coming.

The June Contest Magazine contains an article directed, to some extent, to this group. "How To Win In The Great Names Contest," by Elsie Stuart. Candidly, we do not think it contains any great secret but the author bases her story on five "clues." You might find them helpful.

1. Outstanding individual letters, that always have a meaning.
2. Hyphenated words, in which the shorter syllables invariably play a part in the solution.
3. Short and single syllable words that have a sound like a single letter when pronounced.
4. Objects of prominence and those drawn on a large scale usually help in the answer.
5. Objects that appear out of place often have a special meaning.

We quote the following paragraph found elsewhere in this issue. "Two sets of tie-breaker puzzles are reported to have already been concocted by the originators of the original 90 puzzles of the Old Gold contest; they are sure there will be many ties for first place when the two million entries are checked and rechecked. "If you think the current series is hard, wait for the tie-breakers," commented Gregory Hartswick, veteran puzzler, who is the only person who had seen all the official answers before the close of the contest. "The worst is yet to come," he said.

### SOMETHING NEW—AGAIN

When Kenneth R. Close, Coral Gables, Fla., issued his "Guide to Contest Literature" sometime back he did not anticipate the volume of response. It was something new and different. It was a systematic listing of everything worthwhile which had been published for contest fans. A brief and concise description of all books, booklets, magazines and courses made up this catalog. Prices and combinations were also listed, but the catalog was free.

The supply was soon exhausted and so many requests have been made that Mr. Close has re-issued under

the title "The Revised Guide to Contest Literature." 85 different helps are listed as well as other information and the same offer is in effect—it is free. However, we happen to know the supply is limited and would suggest that readers of this column avail themselves of Mr. Close's kind offer and ask for your copy at once. Address Radio Dial Contest Club, 22 East 12th Street, Cincinnati, O.

### THEY WON

Fifteen youthful girls accompanied by their mothers will get trips to Hollywood from Sunbrite "Junior Nurses" contest. They are Margaret Hill, Kentucky; Mary Anderson, Ohio; Shirley Weinstock, Pa.; Dorelda Nelson, Wash.; LaVerne Valkner, Mich.; Emma Stutz, Ohio; Geraldine Fisher, Ill.; Margery Eyinck, Minn.; Ruth Deckop, N. Y.; Alice King, Tex.; Betty Engen, Calif.; Jeanne Hinrichs, Mo.; Wila Berg, Ohio; Doris Jones, Mich.; Virginia Happoldt, Penna.

In the Crisco "Silver Anniversary" contest, Mrs. John E. McGivney, Howell, Mich., won \$5,000 plus the silver platter. Mrs. H. M. Sletton of Warwick, N. D., won \$1,000, Mrs. Misnie Jacobi, Jersey City, \$500 and Mrs. H. J. Macke, Newport, Ky., \$250.

In Hormel "Miriam Hopkins" Speed-Cooking, \$500 to Mrs. Lucile S. Benson, Omaha, Neb. Oddity: A May Holiday won \$150 in a contest in May, recently.

### DO YOU WRITE—STORIES?

Evidently thinking that another Margaret Mitchell may be in waiting, a number of publishers have very attractive offers for stories which may interest some of our readers.

Dodd, Mead & Co., 443 4th Ave., New York, offer \$10,000 in conjunction with Red Book for best first novel submitted by Dec. 1.

Doubleday, Doran & Co., c/o Theodore Roosevelt Memorial Award Comm., Garden City, L. I., N. Y. \$2,500 for best book on any political, economic or social phase of contemporary American life.

Houghton Mifflin Co., Boston. Two Literary Fellowships of \$1,000 each for 1937 to help writers of promise secure necessary development. Details on application.

Scribner's, 597 Fifth Ave., New York. From \$1,000 down to \$100 for manuscripts which have unusual merit. Contest closes August 1st. Variety of subjects listed in May, June, or July issue of Scribner's.

Loew's Theatres offer \$500 in cash for letters of 100 words or less to Robert Montgomery, telling him what you think of his performance in "Night Must Fall" and advising him whether to remain in dramatic parts or return to romantic comedy. Closes July 1, 1937.

## M. C. On "Stars of Tomorrow Program"



Arthur Ainsworth, above, is master of ceremonies for the "Stars of Tomorrow" series on WCKY. Heard every Tuesday and Thursday at 7:30 p. m. (E.S.T.), this series is a contest for the best amateur and professional radio acts. Prizes of \$350 will be awarded to the winners, first prize being \$200. Entertainers wishing to participate may write to WCKY.

## Macy and Her Men

Jeannine Macy and her eight men, whose songs have been heard by WLW listeners, again will be on the air regularly over WLW and the WLW Line beginning June 11. Macy and Her Men will be heard at 6:15 p. m. (E.S.T.) Fridays.

Service Survey Judges—Standard Oil stations—\$10,000 in 122 cash prizes. (1) State which service given by S.O. dealers you approve. (2) Suggest other services or conveniences (3) State in 50 words, or less, which of these services and conveniences you consider most valuable to the motoring public, and why. Closes June 15th.

Sweetheart Soap is reported to be offering \$1,000 first prize for best 50 word statement on "Why I Like Sweetheart Soap." Purchase requirement.

Willy's of Ohio, are awarding three auto radios each week in a statement contest. Program over WLW, Sunday, 8:45 (E.S.T.). Open only to Ohio and Indiana.

Fact Finder program—WCPO—5:30 p. m. (E.S.T.), except Sunday—5 cash prizes for facts about Cincinnati.

Court of Human Relations—WLW—Sunday, 5:30 p. m. (E.S.T.), have changed from one prize of \$100 weekly to five of \$100 each for the best verdicts to their weekly broadcasts.

WKRC—Tuesday, Thursday and Saturday—p. m.—\$25 for each experience used on their program. Sponsored by Wyandotte Cleaner.

## MAGIC KEY OF RCA

A number of guests will parade before the Magic Key of RCA microphones on Sunday, June 13, from 1:00 to 2:00 p. m. (E.S.T.) over the NBC-Blue network, including WLW, KDKA, WLS and WSM.

Already scheduled to appear are Helen Hayes, star of the Broadway success, "Queen Victoria;" Margaret Brill, harpist, and Bunny Berigan and his orchestra. Miss Hayes, who will

appear in a dramatic sketch, recently concluded a dramatic series over the NBC-Blue network, Frank Black will conduct the NBC Symphony Orchestra during the program.

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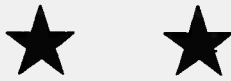
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Address .....

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

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



PROGRAMS FOR FRIDAY, JUNE 11



(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 (6:30-8:45, 9:00-11:45, 12:00-12:45, 1:00-1:45, 2:00-2:45, 3:00-3:45, 4:00-4:45, 5:00-5:45, 6:00-6:45, 7:00-7:45, 8:00-8:45, 9:00-9:45, 10:00-10:45, 11:00-11:45).

Summary row for stations: 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 wadc wcau wvva wbt
—Howard Neumiller, pianist. (CBS) kmcb
—Mary Small, songs. WJZ WCKY WLS wgar wave wire
—The Pepsodent Program: Amos 'n' Andy. WEAFF wgy wtm who kyw
6:15—"Ma and Pa," dramatic sketch, with Parker Fennelly and Margaret Dea. WABC wcau wadc wvva whk wbt
—Hollywood News: Del Casino, tenor, and Ray Block's Orchestra. WABC wcau
—Fray and Braggiotti, piano team. WJZ WLS wgar wave wham
—"Uncle Ezra's Radio Station E-Z-R-A. WEAFF WCKY wgy wtm wmaq wire wdf wbp kyw kstp who
6:30—Caballeros. (NBC) wgy wtm wmaq wire wdf wbp kyw kstp
—Day Line Movie Pilot. WEAFF only
—Horlick's Lum and Abner, comedy sketch. WJZ WLW WENR wgar

Arden's Orchestra and guest stars. WABC WKRC WHAS WJR whk kmox wbbm wcau kmcb wcau wcc wadc whio wbt wwl
7:15—Campbell's Royalists. WJZ WCKY 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
—Hal Kemp's Dance Band, with Kay Thompson, the Rhythm Singers; David Ross and Paul Douglas, announcers. WABC WKRC WHAS WJR whk wfbm kmox wbbm whio wcau wadc wbt kmcb wwl
8:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAFF WSAI wgy wtm wmaq wjz wdf kyw who wire
—Hollywood Hotel, Dramatic Musical Revue: Weber and Fields and The Marx Bros. in "A Day at the Races." Jerry Cooper, m. c. Frances Langford; Anne Jamison; Igor Gorin, baritone; Raymond Paige's Orchestra. WABC WKRC WHAS WJR wbbm whk wfbm kmox whio kmcb wcau wadc wbt wjz wcc
—Fleischmann Program: Louie Armstrong's

Orchestra and guest stars. WJZ WCKY KDKA WLS wham wgar
8:30—True Story Court of Human Relations, "My Sister's Husband." WEAFF wgy wtm wjz kyw who wmaq wdf 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
—Philadelphia Symphony Orchestra. Direction Ferde Grofe, and Vocal Ensemble, direction of Edwin Smalle. (From Philadelphia.) WABC WKRC WHAS wbbm whk wfbm kmox wmbc wcau whio wsb wjz wcc
—Campana's First Nighter; dramatization starring Les Tremayne and Barbara Luddy. WEAFF WLW WSM wjz wave wmaq wtm wdf who kstp wfla wfaa kvoo wgy
9:30—Sinclair Babe Ruth Program. WABC WHAS WKRC WJR wbbm whk wfbm kmox wcc wbt kmcb wcau whio wwl
—to be announced. WJZ WCKY wgar wham wave wire
—Jimmy Fidler and his Hollywood Gossip. WEAFF WLW wgy wtm wmaq kyw wjz wire kstp wdf



# Shooting Stars

RADIO FAVORITES SHOOTING AND SHOT AT

BY THE ASTRONOMER

Dropped out to Castle Farm for a listen to Jimmy Van Osdell's ork. Jimmy's doing a come-back after a recent illness. Lee Baldwin of Rhythm Jesters fame, handling the guitar. The three comely Martin Sisters sing with the band and are all right . . . they knock off some smooth choruses in the Boswell style.

Your astronomer mentioned two weeks ago that Jane Froman and hubby Don Ross would, in all probability, land the summer Jell-O show . . . they've done just that and will carry on while Jack Benny vacations in Europe.

**THUMBS UP:** For the new WLW serial show "We Live Again." . . . The show's written in Chicago and sounds like it. The cast swell, too. Thumbs up as well for the new WSAI show, Moonlight Enchantment. A peach of a musical and it's well worth a listen.

**THUMBS DOWN:** The Book of People . . . a new WLW effort aired on Saturdays. The first show missed plenty, although it was done well. It's just a rehash of an old idea and the rehash isn't any too good. The script's at fault.

**ALONG THE MILKY WAY:** WKRC crowd still talking about their skating party . . . and Francis Pettay all smiles since he won the prize for the most graceful skater . . . and are we wrong in suspecting that Pettay has fallen in love. . . . Don Becker and wife gave quite a party while in town last week. . . . Joe Lugar dogging it proudly these days with a new pup . . . the gift of one of the DeVore Sisters. . . . What a swell job Pete Grant's doing on that 8:00 a. m. News Bulletin . . . Pete can spiel the news with the best of them. . . . All WLW shows have moved from the stuffy downtown studios to the air-conditioned coolness of Arlington Street . . . and how the boys love it. . . . The new For Men Only show now being aired from New York on the WLW line is featuring Joey Nash with Ray Sinatra's ork and Paul Sullivan. . . . Off the air, funnyman Ray Shannon always looks serious. . . . 'KRC's newest announcer is Lynn Mason . . . swell voice, too. . . . When is Tom Slater going to make that announcement. . . . Dorothea Ponce, the center of attraction at the Maketawah Country Club Sat'day nite. . . . Betty Arnold's new apartment is on Victory Parkway.

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

## Jessica's Microphone Partner



Charles Kullmann is the Metropolitan Opera "find" whose tenor voice blends in harmony these Wednesday evenings with that of Jessica Dragonette during the broadcasts of the "Beauty Box Theater" program over the WABC-Columbia network, including WKRC, WHAS and WJR, from 8:30 to 9:00 p. m. (E.S.T.). Kullmann's musical activities started when he deserted the medical profession at Yale University for the concert stage.

## "BOOK OF PEOPLE"

How the lives of eight persons who met by chance were interwoven by the giants of circumstance into a thrilling dramatic pattern will be related in drama during the "Book of People" program over WLW and the WLW Line, 9:30 to 10:00 (E.S.T.), Saturday, June 12.

Titled "These Are Giants," the program is chapter III of the "Book of People," written by Lawrence Menkin of the WLW continuity staff.

A large staff of actors will be employed to project a new idea in radio—a "great chorus" technique, created by Menkin especially for "These Are Giants."

Menkin, who for years has been gathering material for his "Book of People," has written each chapter as a complete episode, based on the lives of people he has met and known.



## QUESTIONS AND ANSWERS

By RALPH SIMPSON  
RADIO DIAL'S "RADIO SLEUTH"

**H**ERE we are in the middle of another week, two weeks from when we last got together and a good many things have happened in the meantime so we'd better get right to work.

**Mary Thomas:** Helen Nugent's birthday is September 13th.

**Ruth Ann:** Sidney TenEyck is with Station WSMK in Dayton, O. Bob Burdette, as far as we know, is in official capacity at WRVA, Virginia. Murrel Tucker is connected with radio work for the State of Texas at Fort Worth.

**Carol Lee:** Here are the birthdays you requested. Durward Kirby, August 24th; Tom Slater, June 7th; James Leonard, March 27th; Bill Robbins, February 23rd; and they're all single.

**Mrs. Boggs:** I suggest you write to Bing Crosby for the information you wish about his May 13th program.

**Bob:** Joe Parson and Chauncey Parsons are brothers. Chauncey is on the air in California. Joe has not been on NBC since the Sinclair Minstrels left the air this spring.

**J. R. Witt:** The song "When my Baby Smiles At Me" is always associated with the name Ted Lewis. Now do you remember?

**Radio Fan:** When you visit Cincinnati you will find WKRC in the Hotel Alms on Victory Parkway at McMillan Street. WCPO is on the fourth floor of the Hotel Sinton, Fourth and Vine Streets, while the downtown studios of WLW and WSAI are at Third and Vine Streets, in the Union Central Annex. And that brings us up to the things which have taken place in the past two weeks. First the downtown studios have been moved back to Arlington and Colerain for the summer, where the cooling system keeps everybody in a better frame of mind. This change finds Announcer John Barry no longer at the Nation's Station. For the present John is with his folks at home in Bangor, Maine. Durward Kirby is to sever his connections by accepting a position at NBC, Chicago, starting June 15. New additions to the announcing staff are Glen Parker from WABC, New York City, and Charles Woods, WXYZ, Detroit.

Who said W. C. Fields was a *past* master? What's wrong with the way he masters the art of comedy now? Why, I remember when Joe (Duck) Penner used to win amateur night contests by impersonating Charlie Chaplin. *Cain* you beat that?

They say Ben Bernie worried a lot about his money while in Florida recently because everybody had their palms out. Oh, there I go again, and

I promised myself no more puns in this column, but you know how it is. January 1 will see Amos 'n' Andy looking for a new sponsor, for the nine-year Pepsodent contract expires then. I'll wager they won't need to look far, though, for they are still tops in the average American home. Wonder who will take over?

However, the plans to include Walter Houston's son, John, in the cast of "Back Stage Wife" were successful, as he is now taking the role of Pete Conroy. The program is heard over WSAI Monday through Friday, 10:15 a. m. (E.S.T.).

Lester Tremayne had a new leading lady for his debut on the First Nighter program. It's Barbara Luddy, and to accomplish this he forsook Grand Hotel.

Well, this about exhausts my present supply of authentic information, but with the sounding of my note may I add that a fellow is not a song thief just because he takes notes. "SS"

THE RADIO SLEUTH.

## HOOR OF MEMORIES

The U. S. Navy Band, one of the outstanding military organizations of its kind in the world, will present an "Hour of Memories" concert, under the direction of Lieut. Charles Benter, on Monday, June 14, from 1:30 to 2:30 p. m. (E.S.T.), over the NBC-Blue network, including WCKY. Benter organized the Navy Band in 1918 and has conducted it ever since. The concert, featuring compositions that have been favorites for years, will be broadcast from the Sail Loft of the Washington Navy Yard.

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## New Hit-Parader



Freddie Gibson is Al Goodman's new vocalist on "Your Hit Parade" heard Saturdays over the WABC-Columbia network, including WKRC, WHAS and WJR, from 9:00 to 9:45 p. m. (E.S.T.). Freddie, a newcomer to the networks, got her first radio job sight-unseen. A prominent conductor picked up her voice on a song pluggers' phonograph record, and signed her right up.

Parks Johnson, who conducts the NBC Vox Pop program with Wally Butterworth, says that the best way to make a long Winter a short one is to sign a note in the Fall that comes due in the Spring.

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C Denotes (CBS)
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PROGRAMS FOR SATURDAY, JUNE 12

(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 programs and times from 6:30 to 11:45.

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 wgr wave wire wham
6:15—Hampton Institute Singers. (NBC) wfar wgr wtm who wdf kyt

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

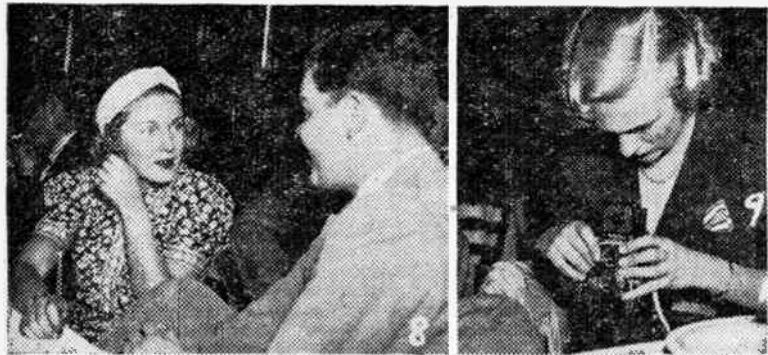
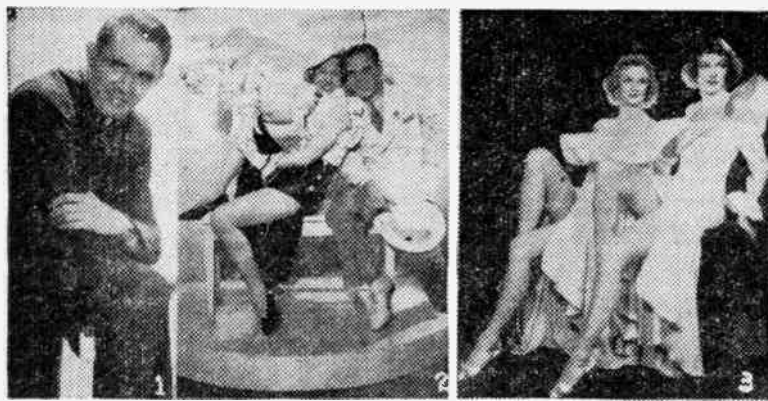
WJZ KDKA WLS wam wgr wave wfa wfbp kvoo
—Snow Village Sketches: Arthur Allen and Parker Fennelly. WEAF WLW kyt wgy wvj wmaq wdf kstp wtm who

WHAS wbbm whk wfbm kmcb kmox wadc who wst wva wbt wsta wwl wcco
10:00—Lou Bring's Hotel Stevens Orchestra. WEAF WCKY wgy wtm wmaq who wdf kyt

—Don Bestor's Orchestra. WEAF wave wire wtm wgr
11:15—Don Ferdi and his Orchestra. WJZ wgr wam wave wire
—To be announced. WEAF wgy who wdf wtm wmaq kyt

# BROADWAYS and BYWAYS

By  
THE RUNAROUNDER



THE RUNAROUNDER IN PICTURES

1. Lang Thompson, orchestra leader at Lookout House, meditates before taking to the air over WLW.
2. Virginia Barrett and Billy Smith seem pleased over their present engagement in Cincinnati.
3. The Sisters Bergere, who dance as well as they look. And from the looks of things they certainly must dance well.
4. The Brides of all Centuries. The one on the extreme right is of present day; on extreme left: What you can expect that 10-year-old son of yours will bring home some day.
5. "That last one was a dandy fellows."
6. "Watch the birdie, girls," says the photographers.
7. This is what Ruth Maillard, blonde Cinemadorable of Jimmy Brink's Lookout House, was looking at when number 6 was snapped.
8. Is the gentleman enjoying this interview? From where we're sitting it appears that there's no question to it.
9. "Wonder if I'm doing this right?"



"Mayn't I, just this once, Blodges? It's such a warm evening!"

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*Cincinnati's Own Station*

# WSAI

*The Crosley Radio Corporation*

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PROGRAMS FOR SUNDAY, JUNE 13



(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 their hosts.

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

NOON—Church of the Air: Rev. Warren W. Wiant, Methodist Episcopalian. WABC WKRC WHAS WJR wcau wadc whio wsbw wsfw wcco
—Dorothy Dreslin, soprano. WEA F WSAI kmox whk wbbm whio wfbm wtam wmaq who wdfw kyw
12:30—Poetic Strings. WABC WKRC WJR wadc kmcb wvva
—Our Neighbors—Jerry Belcher interviewing families in their own homes. WJZ WCKY WLS wgar wgr wira wham
—Dreams of Long Ago, Dramatization. WEA F WLW wgy kym wtam wmaq who wdfw
1:00—The Magic Key of R. C. A.: Bunny Berigan and his Orchestra; Ruth Bradley, songs. Milton J. Cross, m. c. WJZ WLW KDKA WLS wgy wtam wmaq wjw who wdfw wfla wvva
—To be announced. (WTAM) WEA F wgy kym wtam wmaq who wdfw
St. Louis Serenade. WABC WHAS WKRC wfbm kmcb kmox wadc wbt wsfw wcco whio
1:30—Thatcher Colt, Mysteries. WEA F WSAI

3:30—The World Is Yours. WEA F wgy wtam wmaq wdfw kym wjw
—Senator Fishface and Professor Figgibottle. Variety show featuring Jerry Sears and his Orchestra; Jean Ellington, blues singer, soprano; Showman Quartet. WJZ WLS WCKY wgar wira wham
4:00—Sunday Afternoon Party. WABC WHAS WKRC wbbm wcau kmox whio wvva wbt wsfw wadc wcco whio
—Roy Shield and his Encore Music. WJZ WLW WENR (KDKA at 4:30) wtam wfla wvva wbbp wgar
—Ry-Crisp Presents Marion Talley, soprano, with Josef Koestner's Orchestra. WEA F WCKY wgy wtam wmaq wdfw wira wham
4:30—Guy Lombardo and his Orchestra. WABC WHAS WJR whk wfbm kmcb wcau kmox wvva wwl
—Smiling Ed McConnell, the Singing Philosopher; Palmer Clark's Orchestra and Choral Group; Irma Glen, organist. WEA F WSAI kym wgy wjw wtam wmaq who wdfw kstp —Paul Martin and his Music. WJZ WCKY WLW WLS wham wfla wvva wbbp wgar
4:45—Eddie House, organist. (CBS) wcco
5:00—Joe Penner, comedian, with Jimmie Grier's Orchestra; Gene Austin, radio and screen artist, and Coco and Malt, harmony team. WABC WKRC WHAS WJR wbbm wfbm whk kmcb wcau kmox wbt wwl wcco
—Canadian Grenadier Guards Band. WJZ

(Continued on page 29)

## CINCINNATI SINGS WILL BE BROADCAST FROM BURNET WOODS

"Cincinnati Sings," the weekly community sing conducted by WSAI since last summer, moves into Burnet Woods, Cincinnati, June 14. Robert G. Jennings, assistant manager of WSAI in charge of sales and programs, announced.

Originating early last summer, the first few sings were conducted in Burnet Woods. Hundreds of men, women and children gathered to sing their favorite songs, while Tom Slater, Joseph Ries, Grace Clauve Raine and others from WSAI directed and assisted.

When cold weather set in last September, the sings were moved to the downtown studios of WSAI in the Union Central Annex, where they continued every week, except during the flood when many programs were cancelled that WSAI might broadcast emergency bulletins.

On June 7 the time of the sings was changed to 8 p. m. (E.S.T.). In Burnet Woods the weekly sings will begin at 7:30 p. m. (E.S.T.), Mondays and be broadcast from 9:00 to 8:30 p. m. (E.S.T.) over WSAI.

The "Cincinnati Sings" program is one of the many civic features of Cincinnati's Own Station.

## "Your Neck o' the Woods"

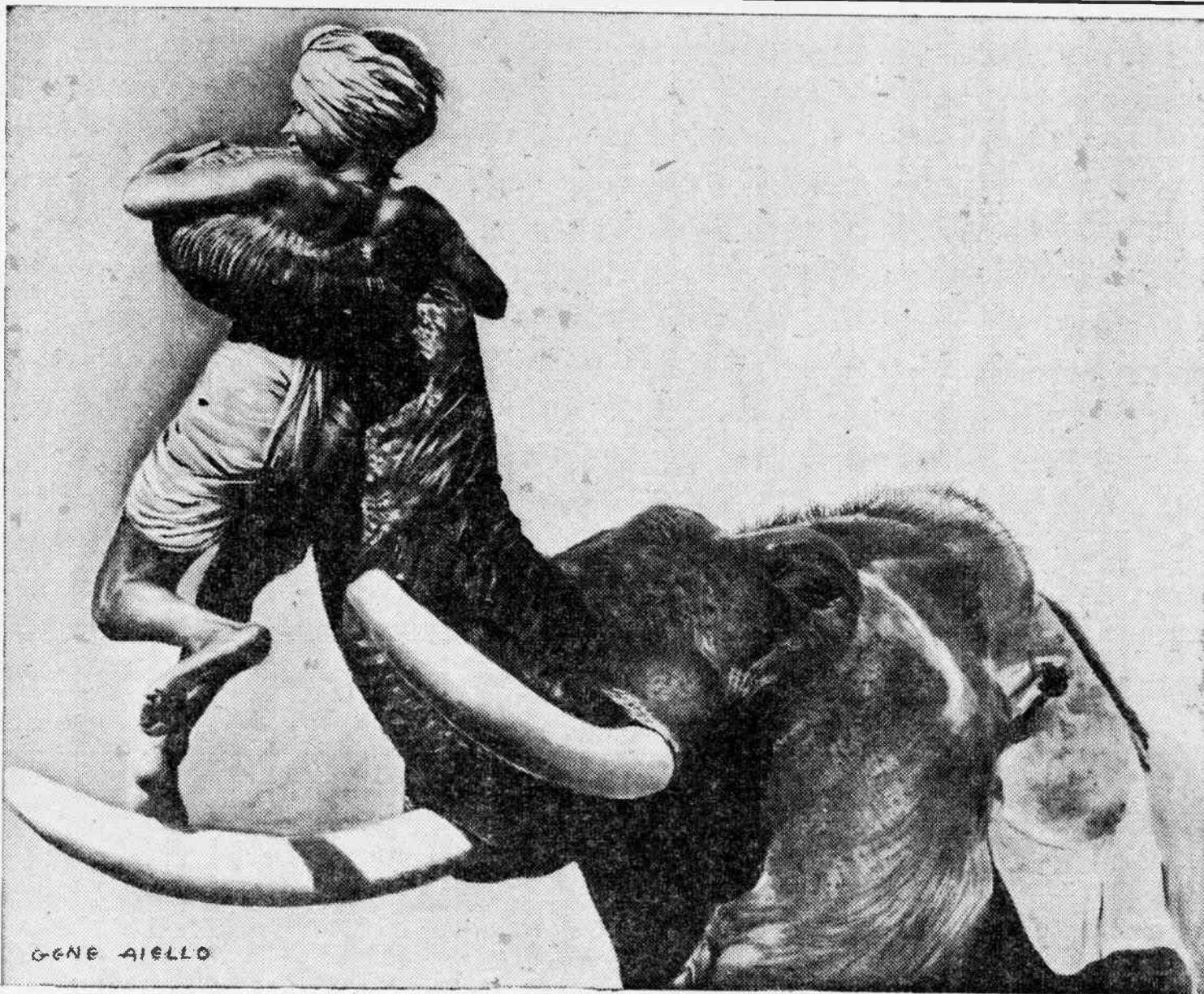
The fascinating folklore of the City of New York will be the background for Carl Carmer's "Your Neck o' the Woods" feature on the WABC-Columbia network, including WKRC, Monday, June 14, from 9:30 to 10:00 p. m. (E.S.T.).

Carmer, author of "Stars Fell on Alabama" and "Listen for a Lonesome Drum," each week discusses and dramatizes folklore of some section of the country. The thoughts of folklore in connection with the giant city of New York appear fantastic at first glance. But long before the Hatfields and McCoys declared "open season" on each other, there were old Dutch families in New York who deeply resented the influx of fur traders and Englishmen. The rise and fall and rise again of certain New York residential sections is in itself a story as interesting as any of the settlements along the Mississippi.

## Stoop and Budd Are Bernie's Guests

Stoopnagle and Budd, who recently concluded their own NBC series, will be guests of Ben Bernie during the Old Maestro's program on Tuesday, June 15, at 8:00 p. m. (E.S.T.), over the NBC-Blue network, including WLW, KDKA, WLS, and WSM.

# "ELEPHANT BOY"



Sabu and Iravatha, co-stars of "Elephant Boy", the Alexander Korda film based on Rudyard Kipling's "Toomai of the Elephants," as seen by Artist Gene Aiello. The picture, which took two years to make in the heart of the Indian jungles was directed by Robert Flaherty and Zoltan Korda and comes to the Lyric Theater on Friday, June 11. A dramatization from this picture will be featured on the "Hits of the Week" broadcast over WSAI and WKRC, Tuesday, June 15, from 9:00 to 10:00 p. m. (E.S.T.). "Hits of the Week" is sponsored by May Stern & Co.

## Josephine Antoine, Soprano, Soloist On Season's Concluding Ford Sunday Evening Hour, CBS

The young American coloratura soprano, Josephine Antoine, will be guest soloist on the season's concluding program of the Ford Sunday Evening Hour under the direction of Eugene Ormandy, broadcast Sunday, June 13, from 8:00 to 9:00 p. m. (E.S.T.), over the WARC-Columbia network, including WKRC, WHAS and WJR.

The program will present varied selections of popular musical classics by Miss Antoine and the 75-piece orchestra, and will be the 39th Ford Sunday Evening Hour of the season. The series will be suspended during the summer months and will return to CBS in the Fall.

Beginning June 20, at this same time, a new summer series of the

"Universal Rhythm" programs will be inaugurated. These broadcasts will present Richard Bonelli, Metropolitan Opera baritone; Alec Templeton, blind English piano virtuoso; Carolyn Urbanek, soprano, and Rex Chandler's Orchestra.

The complete program follows:  
Pomp and Circumstance—Elgar...Orchestra  
Lullaby from "Jocelyn"—Godard...  
.....Miss Antoine and Orchestra  
Hymn to the Sun, from "Le Coq D'Or"  
—Rimsky-Korsakow,  
.....Miss Antoine and Orchestra  
Dream Pantomime, from "Hansel and  
Gretel"—Humperdinck.....Orchestra  
Rakoczy March—Berlioz.....Orchestra  
Pierrot—Samuels,  
.....Miss Antoine and Orchestra  
Down Here—Brahms,  
.....Miss Antoine, Chorus and Orchestra  
The Russian Nightingale—Alabiéff,  
Liebling...Miss Antoine and Orchestra  
1812 Overture—Tchaikowsky,  
.....Chorus and Orchestra  
On Our Way Rejoicing—Havergal,  
.....Chorus, Audience and Orchestra

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

PROGRAMS FOR MONDAY, JUNE 14

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

6:00—The Pepsodent Program: Amos 'n' Andy. WEAF who wgy kyw
Allwite Melody Revue: Hugh Barrett's Orchestra. WJZ WSAI KDKA WLS WSM wham wgar wfla wae

Day Line Movie Pilot. WEAF only
Horlick's Lum and Abner, comedy sketch. WJZ WLW WENR
Jack Shannon, with Ann Leaf at the organ. (CBS) WKRC WHAS kmcb wad wfo wfa

7:30—The Voice of Firestone: Margaret Speaks, soprano; mixed chorus; symphonic orchestra; Alfred Wallenstein, conductor. WEAF WSAI WSM wgy wire wtm wmaq wdf wj who kstp wfaa kvoo wfla wae

8:30—Hour of Charm, Phil Spitalny and his Girls. WEAF WSM WLW kyw wgy wj wtm wmaq who wdf wire kstp wfaa wave kvoo
Melodic Strings. WJZ WCKY KDKA WLS wire wham

Jolly Coburn and his Orchestra. (NBC) WCKY wgar wave wire wham
Poetic Melodies—(CBS) WHAS WJR wbbm wfbm kmcb kmox wwl wcco
The Pepsodent Program: Amos 'n' Andy. (NBC) WLW WSM

# RADIO STARS READY TO GREET HUNDREDS AT MAIL BAG PICNIC

All the radio stars at the Nation's Station are preparing to meet and greet the hundreds of WLW Mail Baggers picnic June 12 in Sharon Woods, near Cincinnati.

When Betty Lee Arnold, postmistress of the air, announced to the scores of entertainers that she expected more than 300 men, women and children at the annual outing, every vocalist, actor, announcer and musician marked June 12 on the calendar as the one day in which they would go picnicking.

"Some of the artists won't be able to stay long, but most of them have

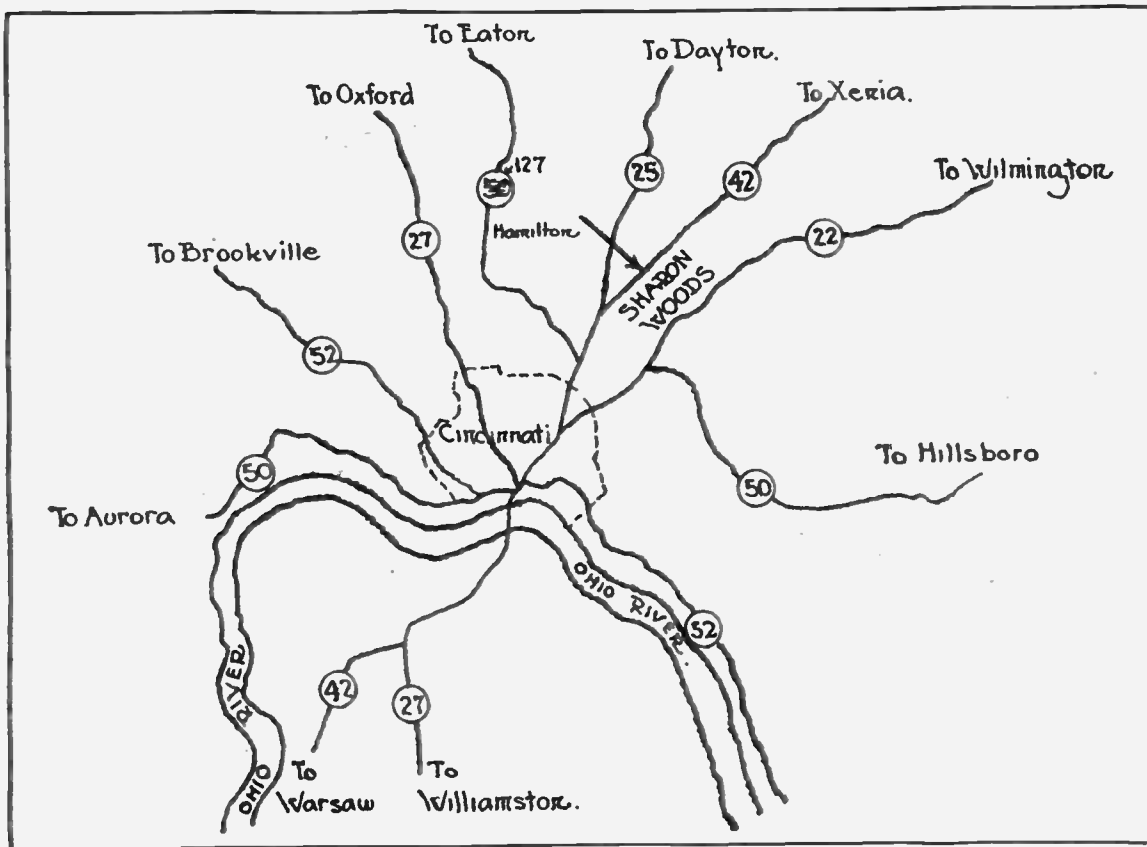
assured me they'll be at Sharon Woods," said Miss Arnold.

Tom Slater, the genial announcer who can eat more fried chicken than a Southern Methodist, will again be master of ceremonies. He'll introduce the various acts and individuals. Several new artists have joined the WLW staff since last year's outing and they'll be on hand to meet the Mail Baggers.

Highways leading to Sharon Woods will be marked with small signs, to be personally placed by Miss Arnold. Arrangements have been made for a trained nurse and first aid station,

should any Mail Bagger become ill.

Mail Baggers who for years have contributed to the popular WLW program are expected from many states. They will bring huge baskets of food and many will bring cameras. It will be "open season" for shooting WLW artists and fellow-Mail Baggers. In addition to the candid camera shots which will be made by the Mail Baggers themselves, WLW has arranged for a photographer to be on hand to make a large group picture of the picnickers. These pictures again will be available to Mail Baggers.



For the benefit of those who will drive to the annual WLW Mail Bag picnic in Sharon Woods June 12, Radio Dial offers this road map, with highways into Cincinnati and to Sharon Woods designated. Last year more than 100 families drove to the picnic while many others came by train and bus.

# ONCE OVER, Lightly

Out of the golden west has come a new Lochinvar of the airwaves to dispute the oft-repeated claim that the East is the only cradle of new talent.

John Nesbitt, brilliant commentator of the "Passing Parade" series, which is heard coast-to-coast over the NBC network, is San Francisco's contribution to the ranks of radio stars.

It would be difficult to find a more colorful personality in radio than this suave speaker, who dispenses intriguing facts about persons and events of the present and past.

He was born in British Columbia of a father who was a British intelligence agent, and a mother who was the daughter of Edwin Booth. When John was a child, his father changed his profession and became a Unitarian minister, travelling in the United States and abroad. Nesbitt says of himself that he was "raised in a house full of books, good music, good wine and cheerful conversation."

The future radio commentator attended St. Mary's College and the University of California. Afterward, following the call of the Booth blood, he worked in dramatic stock in Vancouver and Spokane, became a professional stage manager, and had a fling at newspaper work.

All of these various activities, fortunately, failed to satisfy him—and so he turned to radio. He started out at the bottom, working as junior announcer for a local station in Spokane, for \$105 a month. He studied every phase of the business as he went along, and in 1935, launched his own program over NBC. On March 1, 1937, the two "Passing Parade" broadcasts were given a coast-to-coast hookup.

Although he spends hours of preparation for his radio work, Nesbitt sincerely believes he's "downright lazy." He is unable to

write his scripts any other way than on his rickety typewriter. He tried dictating, but it didn't prove satisfactory.

One of his principal hobbies is cooking. He classified himself as "one of the five supreme dry-hash makers in America." He also collects books, particularly those on Elizabethan drama, and treasures a group of Edwin Booth's prompt-books.

DICK TEMPLETON.

# WCPO TO OFFER COMPLETE NEWS COVERAGE SOON

Beginning about June 15, WCPO will offer as complete a news broadcasting service as that provided by any other radio station in the world. No less than fourteen newscasts, tied together with dozens of short news flashes in between, will emanate daily from WCPO.

The new News Broadcasting Studios, which will be opened about the middle of June, will be located at 523 Walnut Street, where the United Press, one of the world's great news-gathering organizations will serve WCPO. The public will be invited at all hours to see and visit the actual broadcasts in the neon-lighted modernistic newsrooms.

Present program schedules necessarily will have to be revised to accommodate the news schedule, and news bulletins will take precedence over all other types of programs. Sponsors of WCPO non-news programs will postpone their presentations whenever news bulletins are available for broadcasting.

# MARX BROTHERS TO BE GUESTS ON "HOLLYWOOD HOTEL"

Those madcap Marx Brothers will be the guest stars of "Hollywood Hotel" during the broadcast over the WABC-Columbia network, including WKRC, WHAS and WJR on Friday, June 11, from 8:00 to 9:00 p. m. (E.S.T.). The brothers will present several highlights scenes from their latest film comedy, "A Day at the Races."

Another highlight of the program will be the celebration of the fiftieth anniversary of the debut of Joe Weber and Lew Fields. This famous comedy team will make their appearance during the hour, along with their old friends, Al Jolson and George Jessel, who will assist in the festivities.

# "Ave Maria Hour" Now Heard Sunday Morning

The "Ave Maria Hour," music and story from the lives of the Saints, has been moved from its Sunday afternoon spot over WLW to morning. Originating at Garymoor Castle, Garrison, N. Y., the "Ave Maria Hour" is now heard over WLW from 11:30 a. m., to noon (E.S.T.), Sundays.

Directed by Stanley Peyton, former WLW announcer and actor, the program presents some of the radio's best known dramatic talent in a half-hour dramatization from the lives of Saints. The radio adaptations are prepared by Franciscan Friars who maintain a home for homeless men at Graymoor.

# PAT O'MALLEY, POPULAR RADIO SINGER ON WCKY

Popular songs are the stock in trade of Pat O'Malley, newest addition to WCKY's roster of entertainers. Pat is heard Monday through Friday at 10:30 a. m. (E.S.T.) over the L. B. Wilson station, singing and playing his own piano accompaniment. He is assisted by Buddy Spellen with his guitar.

O'Malley is new to this radio area, but has been on the air for nine years, scoring great successes at WSB, Atlanta, and WBT, Charlotte.



"Are they fresh? Madame, this one is positively insulting!"

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

PROGRAMS FOR TUESDAY, JUNE 15

(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, 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, 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, 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, 12:00, 12:15, 12:30, 12:45).

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn McCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wcau wadc wwa wbt 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 wbfm whk kmcb wcau kmox wadc whio wbt wvj wcc

—Esso News Reporter. WEAf only.
—"Poetic Melodies": Jack Fulton, tenor; Franklyn McCormack, reader, with Billy Mills' Orchestra. (CBS) WHAS WJR wbbm wbfm kmcb wcau kmox wadc whio wbt wvf



## AL BLAND - PILOT OF THE DAWN PATROL

A TRUE son of the South, Al Bland, pilot of Dow's Dawn Patrol, heard daily, except Sunday, over WKRC at 7:30 a. m. (E.S.T.), was born in Crewe, Virginia, thirty-one years ago. At the age of sixteen he became the editor of the town's weekly newspaper and stayed on in that capacity until an opportunity to work on a daily in Staunton, Virginia, presented itself. In the time that Bland could arrange to be away from his newspaper job, he worked up amateur shows, and being a student of dialect, especially Southern, he wrote in a negro characterization in each of the productions. This character he, himself, always played.

In 1925, Al migrated to Ironton, Ohio, where he went to work as a linotype operator on the Ironton *Evening Tribune*, but even when punching keys, his yen for stage work continued. About that time radio was coming into its own, and Bland applied for and got spot work on the dramatic staff of the local radio sta-

tion. There he acted as m. c. on several variety shows.

Bland came to Cincinnati with the flood, so to speak. He arrived on the last train that got through before the peak was reached. This was in January, 1937, and he began work immediately at WKRC as pilot of the Dawn Patrol. He has built up such a tremendous following that he now receives more fan mail than any other performer at the hill-top station.

Right now, Dow's Dawn Patrol is sponsoring one of the biggest contests ever conducted locally. Mose, a colored character heard on the morning program, needs a middle and last name in order to get a marriage license. Two Willys cars, a sedan and a coupe, are being given as the first and second prizes. In addition, there are three Session Electric Mantel Clocks; four Benrus 17-Jewel Wrist Watches; eight Oneida Community Plate Silverware Sets and eleven Shaefer Pen and Pencil Sets. An entry blank is given with every purchase at any of Dow's stores.

## Uncle Ezra Loves the Good Earth



When Uncle Ezra finishes a broadcast, he gets down to earth—the good earth of his recently-acquired farm near Hebron, Ill. The Rosedale sage, who is Pat Barrett in real life, is wrapped up in an environment even more rural than his beloved Rosedale, “the freindly little city down in Cole County.” “If I had my way about it,” Uncle Ezra said, “I’d move station E-Z-R-A’s mikefoney right onto my farm and give news flashes about the two robins that are building their nest in the fork of my prize red maple tree, or the progress my vegetable gardens make from day to day. Uncle Ezra is heard over the NBC-Red network, including WCKY, Mondays, Wednesdays and Fridays at 6:15 p. m. (E.S.T.).

## WKRC TO BEGIN DAY AT 6:30 A. M.; MORE NEWS TIME

Beginning Monday, June 14, Station WKRC will begin daily operation at 6:30 a. m. The Tennessee Ramblers and the Smoky Mountain Ridge Runners will start the broadcast day with a half-hour hill-billy musical show titled “Sun-Up Jamboree.”

On Monday, Tuesday and Saturday, at 7:00 a. m. (E.S.T.), “Early Edition,” a transcribed program, follows; on Wednesday and Thursday, God's Bible School presents a quarter-hour program, and on Friday a Christian Science broadcast is heard.

At 7:15 a. m. (E.S.T.) the early-morning news broadcast, heretofore only a five-minute period, will be a fifteen-minute feature.

## HOW CHILDREN SPEND VACATION SERIES ON WSAI

A series of daily programs, “Young Cincinnatians” which began June 7 over WSAI, is designed to show Cincinnatians how its boys and girls are taken care of during school vacations.

With the WSAI Mobile Unit on the job, broadcasts are aimed at 11:00 a. m. (E.S.T.), daily except Saturday and Sunday from various points of interest to children and their parents.

On Mondays, Tuesdays, and Thursdays the Mobile Unit cruises about the Cincinnati Zoo, broadcasting from the various animal cages. Several new animals and birds have been added to the Zoo since last season and Bill Brown, WSAI announcer, will tell listeners about those newcomers.

Wednesday mornings the Mobile Unit will visit Public Recreation Commission playgrounds to broadcast organized play for boys and girls. The Recreation Commission maintains several such playgrounds where trained adult leaders direct the children at play.

On Friday mornings the Mobile Unit will visit Deer Creek baseball diamonds in Cincinnati to broadcast from the weekly baseball clinic to be conducted by the Catholic Youth Organization. At these clinics, which will be held every Friday morning, various professional baseball players, umpires and coaches will teach Knct Hole baseball players the correct way to play. These clinics, which begin June 11, will be open to all boys interested in baseball, according to the Rev. William Labodie, director of the C. Y. O.

## Swing Quartet on WKRC



The Rhythm Maniacs, well-known swing quartet, will be heard as guests on the “Sunday Serenade” broadcast over WKRC, Sunday, June 13, at 11:30 a. m. (E.S.T.). Shown in the picture, left to right, are Billy Davis, Frenchy McEavock, Smiling Bob Wilbons and Skeets McKlaine. “Sunday Serenade” is on the air each Sunday and features Lewis Lind, baritone, with piano and organ accompaniment.

Babs Perron of WLW Smoothies | Mary Alcott, WLW blues singer, is spending lots of time at swimming | challenging other artists to badminton, pools lately. She's an expert swimmer. | a game which she has mastered.

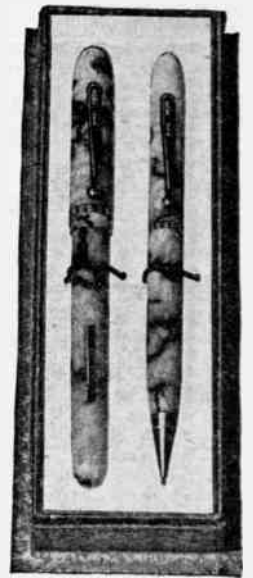
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N Denotes (NBC)
C Denotes (CBS)
M Denotes (MBS)

PROGRAMS FOR WEDNESDAY, JUNE 16

(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 (6:30-12:45, 1:00-5:45, 6:00-11:45).

Summary row for stations: WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

Detailed text descriptions of network programs, including 'Poetic Melodies', 'Easy Aces', 'Broadway Merry-Go-Round', and 'Gang Busters'.

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



PROGRAMS FOR THURSDAY, JUNE 17



(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 (6:30-12:45, 1:00-5:45, 6:00-11:45).

Summary row for stations: WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklin Mac Cormack, poetic reader. Carlton Kelsey's Orchestra. WABC WKRC wad wva wbt whk wcau wfm kmcb wcau kmox wad w hio wvva wbt wwl wcco
—Mary Dietrich, soprano. (NBC) wgy wtm kyt wvj
—Horlick's Program, with Lum and Abner: Comedy sketch. WJZ WLW WLS wsb
6:45—Boake Carter, news flashes. WABC WKRC WHAS WJR wbbm whk wfm kmcb wcau kmox wbt wcco
—Barry Wood, songs. WJZ only
—To be announced. WEAF wgy wtm wmaq who wdf kyt
7:00—A. & P. Band Wagon, starring Kate Smith; Jack Miller's Orchestra. WABC WKRC WJR WHAS wbbm wfm whk kmcb wcau kmox wad wvva wbt wwl
—The Royal Gelatin Program—Rudy Vallee and his Connecticut Yankees: International Broadcast from London; guest stars. WEAF WLW WSM wtm kyt wgy wbp kstp wfla

—Roy Shield's Encore Music, Robert Gately, baritone. WJZ WCKY KDKA WLS wgy wgm wgr w hio wvva wbt wwl wcco
7:30—Boston Pop Concerts, Arthur Fiedler, conducting. WJZ KDKA (WCKY at 8:00) wgy wgm wgr w hio wvva wbt wwl wcco
8:00—Lanny Ross Presents the Maxwell House Show Boat, with Molasse 'n' January; Al Goodman's Orchestra; Modern Choir. WEAF WSM WLW wdf wfa wmaq wgy w hio wvva wbt wwl wcco
—Major Bowes' Amateur Hour. WABC WKRC WHAS WJR wbbm wfm whk wcau kmox wad w hio wvva wbt wwl wcco
8:30—Midnight in Mayfair—Musical Program from Toronto. WJZ WCKY WLS KDKA wgy wgm wgr w hio wvva wbt wwl wcco
9:00—Kraft Music Hall, starring Bing Crosby; Jimmy Dorsey's Orchestra; Bob Burns, comedian, and guest artists. WEAF WLW WSM wgy wtm wmaq w hio wvva wbt wwl wcco
—"Your True Adventures," Floyd Gibbons. WABC WKRC WHAS WJR wbbm wfm whk kmcb wcau kmox wad wvva wbt wwl
—U. S. Army Band and guest speakers. WJZ WLS KDKA WCKY wgy wgm wgr w hio wvva wbt wwl wcco
9:30—The March of Time: News dramatization. WABC WKRC WHAS WJR wbbm wfm whk wcau kmox wbt wwl wcco w hio
10:00—John B. Kennedy, "Footnotes on Headlines." WEAF wgy wtm wmaq who wdf kyt
—"Poetic Melodies": Jack Fulton, tenor; Franklin Mac Cormack, reader, and Billy Mills' Orchestra. (CBS) WJR WHAS wbbm wwl wcco kmox
—Esso News Reporter. WEAF only
—Pepsodent Program: Amos 'n' Andy. (NBC) WSM WLW wdf wfa wmaq wgy w hio wvva wbt wwl wcco
—Jay Freeman and his Orchestra. WABC (WKRC WHAS on 10:15) wad w hio wvva wbt wwl wcco
—To be announced. WJZ WLS wgy wgm wgr w hio wvva wbt wwl wcco
10:15—Ink Spots—Negro Quartet. WEAF wgy wtm wmaq who wdf kyt
10:30—Jack Russell and his Orchestra. WJZ wgy wtm wmaq who wdf kyt
—Isham Jones and his Orchestra. WABC WKRC WHAS whk wfm wcau kmox wad w hio wvva wbt wwl wcco
—Northern Lights: Dramatization, with Lee Gordon's Orchestra. Earl Dohl's quartet. WEAF wgy wtm wmaq who wdf kyt
11:00—Dick Jurgins and his Orchestra. WABC WJR WKRC WHAS whk wfm kmcb wcau wad w hio wvva wbt wwl wcco
—Ted Lewis' Orchestra. WJZ WCKY wgy wgm wgr w hio wvva wbt wwl wcco

Carl Freed, whose Harmonica Lads are featured over WLW, has to carry the birth certificate of 19-year-old Don Masucci, base harmonica player. Masucci is less than five feet tall and looks no more than 14.
—I said I never heard of a left-handed violinist, completely forgetting that I did hear a friend play a violin left-handed many times. It was none other than Charles Chaplin.—Major Edward Bowes.

(1260 kc N Denotes NBC)

WHIO-DAYTON, OHIO

June 11 to June 17 Inclusive

Sunday Network Programs (Continued)

Table with columns for days of the week (Friday, Saturday, Sunday, Monday, Tuesday, Wednesday, Thursday) and time slots (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, 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, 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, 12:00, 12:15, 12:30, 12:45). Each cell contains program names and station call letters.

WABC WKRC WJR WHAS wbbm wfbm whk kmcb wcaw kmox wadc wsbt wvva wbt wsfa wvj wcco
-Woodbury's Rippling Rhythm Revue, starring Shep Fields and his Orchestra; Bob Hope and Honeychile; Frank Parker, tenor; Judy Canova, Annie and Zeke. WJZ WLW KDKA WENR gar wham
8:30-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 Haechen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEAF WSAI WSM kyw wgy wtm wvj who wfia wdf wmaq wfaa wire wave
8:45-Choir Symphonette, vocal ensemble. WJZ WCKY KDKA wgar wave wire wham
9:00-Seafest Sunday Night Party: James Melton, m. c. WEAF WSAI WSM wgy wtm wvj wmaq who wdf wfia wave
-Gillette Summer Hotel: Milton Berle, comedian; Jolly Gillette (the sponsor's daughter); Billy Jones and Ernie Hare, interviews and songs, and Wendell Hall, sing leader; Bert Gordon; Andy Sanella's Orchestra (from Hollywood). WABC WKRC WHAS WJR kmcb wcaw wfbm whk kmoc who wadc wsbt wbt wvl wsfa wcco
-California Concert, featuring Sara Kreindler, violinist; Russian soprano, Armand Girard. WJZ WCKY WLS gar wave wire wham wmaq wfia
9:30-H. V. Kaltenborn. WABC WHAS WKRC whk wfbm kmcb kmox wadc who wsbt wbt wsfa wvl wcco
9:45-Maureen O'Connor. WABC WKRC WHAS wbbm whk wfbm kmcb wcaw kmox wadc who wsbt wbt wsfa wvl wcco
10:00-Judy and the Bunch. Vocal Quartet. WJZ WCKY wgar wave wire wham
-Eddie Vanzo and his Orchestra. WEAF wgy wtm wmaq kyw
-Press-Radio News. WJZ WLS wfbm wbbm who wadc wspd wsbt whk
-Gus Arnheim and his Orchestra. WABC WKRC WJR WHAS wbbm kmcb wfbm whk wcaw who wadc wbt wsfa wcco kmox
10:15-King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS wgar wire wham
10:30-Lou Bring's Orchestra, 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 wcaw kmox wadc who wsbt wbt wsfa wcco
-Woodbury's Rippling Rhythm Revue, starring Shep Fields's Orchestra. (NBC) WSM wave wbp
10:35-Jimmy Lunceford and his Orchestra. WEAF wgy wtm wmaq who wdf kyw
11:00-Ted Lewis' Chez Paree Orchestra. WJZ WCKY wgar wham wave wire
-Red Nichols and his Orchestra. WABC WKRC WHAS wbbm whk wfbm kmcb wcaw wadc who wsfa wcco
-Deacon Moore's Beverly Hills Orchestra. WEAF WSAI WSM and network.
11:30-Dick Jurgin and his Orchestra. WABC WKRC WJR wbbm wfbm wcaw wbt whk kmcb wadc who wsfa wcco

Ralph Simpson, WLW announcer, conducting a "Radio Sleuth" program on WSAI, Cincinnati. It's a combination of song and chatter about the stars.

Large musical programs, broadcast from WLW downtown studios during the winter, have been moved to air-conditioned main studios at Crosley Radio Corporation plant.

In the East, Charlie McCarthy always wore a silk top hat over his wig. Now that he has gone to Hollywood, Charlie has taken unto himself a beret and a camel hair topcoat. He's gone Hollywood he says, so the movie gals will give him a tumble.

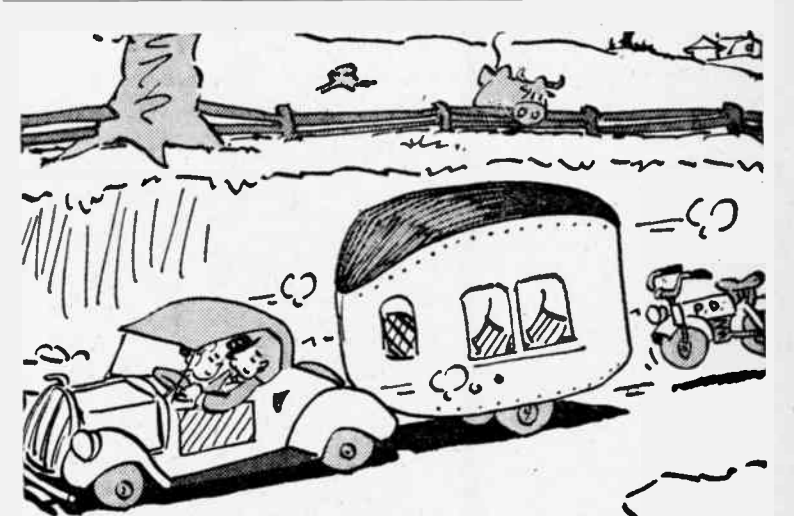
George Case, of WCPO has resigned his position as continuity writer for that station in order to be able to devote more time to his program.



"I'm taking movies. My next employers are going to ask me why I quit working for you!"

DEATH VALLEY DAYS

The story of a bootblack who was elected County Surveyor will be told by the Old Ranger during the Death Valley Days program on Friday, June 11, at 7:30 p. m. (E.S.T.), over the NBC-Blue network, including WLW, KDKA and WLS. After his election to office, the erstwhile bootblack demonstrated that he knew plenty about surveying, much to the chagrin of the politician-mine owners who engineered his elevation to the office.



"Emma must be entertaining that cop again!"

# Cross-Word Puzzle With Questions and Answers

- HORIZONTAL**
- Who wrote "Back to Methuselah"?
  - Brick dried in the sun.
  - Who was American ambassador to Great Britain, 1913-17?
  - The book palm.
  - Smooth.
  - Winged.
  - Level.
  - Branch.
  - Humorous persons.
  - Sea eagle.
  - Digit.
  - Doctrine.
  - Catchword.
  - Thong for a dog.
  - Personal pronoun.
  - Who is the foreign minister of Great Britain?
  - Enchant.

- In the story of Esther, who is the wife of Ahasuerus?
- What was the first state to ratify the federal Constitution?
- On the sheltered side.
- Symbol for sodium.
- Symbol for antimony.
- Shank.
- Love song.
- Small islands.
- The sinking of what ship caused the deaths of Elbert Hubbard and Charles Frohman?
- Who was the eldest son of Noah?
- Strike lightly.
- What was the pen-name of the

- author of "Life on the Mississippi"?
- What American secretary of state negotiated the "open door" agreements affecting trade with China?
- Derisive call.
- Definite article.
- Prefix: three.
- Fish sauce.
- Publish.
- Male of the red deer.
- Feminine name.
- Substance used as pigment.
- Bird of the hawk family.
- Persian poet.
- Chemical compound.
- Freezer.

- Worm.
- State of being fat.
- Insensible.
- Greek letter.
- Location.
- Adjust to the right pitch.
- In what city was the author of "The Scarlet Letter" born?
- Nocturnal mammal.
- Room just under the roof.
- Angry.
- What is third in size of African rivers?
- Circle of light.
- River in France.
- Listen.
- Vehicle.
- What god in Egyptian mythology personified the power of darkness?
- Indulge in a winter sport.



1	2	3	4	5	6	7	8	9	10	11	12	13	
14				15					16				
17				18					19				
20			21			22		23		24			
25		26			27	28			29	30			
		31		32				33					
34	35	36				37				38	39	40	
41				42	43		44			45			
46			47			48		49	50				
			51					52					
	53	54			55				56		57	58	59
60			61	62			63	64			65		
66		67		68		69				70			
71					72						73		
74					75							76	

- VERTICAL**
- Variety of iron.
  - What is the second most important seaport of France?
  - Sphere of action.
  - Pale.
  - In addition.
  - Hate.
  - Eggs.
  - Has faith in.
  - Large deer (plural).
  - Animal's foot.
  - Feminine name.
  - Town of the Canal Zone.
  - Gaelic.
  - Demonstrative pronoun.
  - Roman conical column.
  - What German chemist in Sweden discovered oxygen in 1777?
  - Concealed.
  - Rudimentary toe in dogs.
  - Pineapples.
  - Scotland or its highlands.
  - A duct.
  - Beverage.
  - Weight of India.
  - Metric measure of area.
  - Track worn by wheels.

THE solutions of the puzzle on this page will be given next week. Solutions of puzzles that require diagrams will be mailed upon receipt of request accompanied by a stamped, addressed envelope and a clipping of the puzzle.

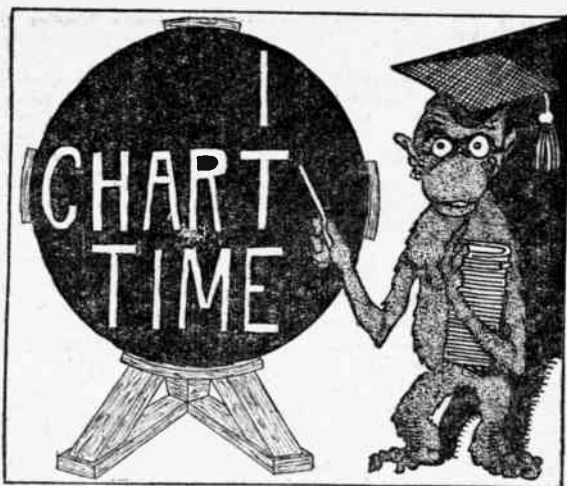
## A Magic Pencil

THE amateur conjurer shows his audience a pencil which he says possesses the magic power of penetrating a drinking glass and proceeds to prove it. He places four fingers around the bottom of the glass which he holds upside down. He holds his left hand so that the finger-nails face the audience. The thumb is slightly crooked to form a little space between it and the glass.

With his right hand the magician places the pencil in the glass which he shakes to make the pencil rattle. Then he quickly draws the pencil out of the glass and pushes it up through the space between his thumb and the glass. To his audience this appears as if he were driving the pencil through the glass.

## An Anagram in Addition

PROF. MONKO has a problem in letter addition containing an anagram. Rearrange the letters of the three words, "I chart time," to spell the word of 10 letters and use the numerical order of each letter to form the three numbers.



TO the person who has a good vocabulary, words are very elastic. It is no stunt for the master of words to perform all manner of acrobatic tricks with them, such as this one of turning a word completely about.

Can you in seven changes reverse the order of the letters that spell the top word in the drawing? If you find it easier, you can start with the bottom word and reverse the order of its letters to spell the top word.

This stunt can be performed by writing a word in each of the spaces, which differs from the preceding and following words by just one letter. Get your pencil and see how quickly you can do this, then try it on friends.

9. (2) the number is 12,345,679, which when multiplied by 9, gives the number 111,111,111.

VOID	CASE	ROAD
INTIMATED	EASES	
SEAMED	NIGER	NT
LET	FATAL	TIE
APIS	PATER	SIZE
SAC	HEROD	NOBEL
EN	LATER	SERENE
DATES	STEER	
PRAYER	LEEDS	FA
RAVED	MIDAS	DOG
EMIR	PETAL	TAPE
FED	BADEN	ION
IS	SOLAR	ANNUAL
XENON	LAMINABLE	
SOLE	SLIT	LEAR

Last Week's Cross-Word Puzzle

## Cross-Word Puzzle

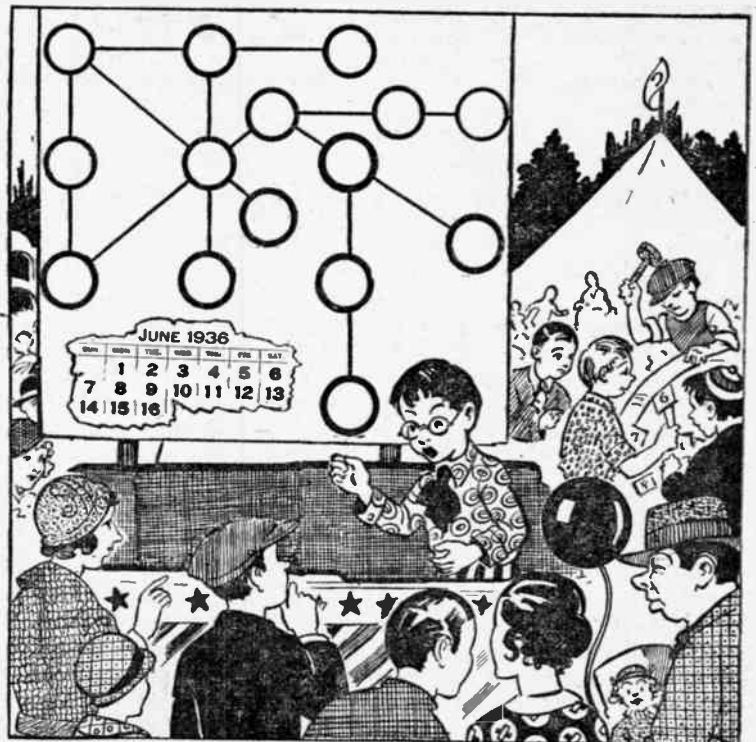
**Word Chain:** Cut three of the links forming one of the sections of the chain and use these three links to connect the remaining four sections. The words comprising the word-chain are: 1. Admit. 2. Mitten. 3. Tender. 4. Dermis. 5. Missal. 6. Salvo. 7. Vote. 8. Team. 9. Ample. 10. Plead.

**Word Diamond:** The words are: 1. T. 2. Gem. 3. Canoe. 4. Garnish. 5. Tennessee. 6. Moisture. 7. Esses. 8. Hen. 9. E.

**Men's Ages:** The two men are, respectively, 57 and 34 years old, the reverse of the older man's age being 18 more than his present age.

**Fun with Figures:** (1) To make the digits add up to 20, cancel the first 1, all the 7's and the first two 9's. To get the total of 100 strike out from the three original numbers the digits as follows: The first two 1's, all the 7's and the first

## The Numbered Circles



THE annual visit of the Colossal Carnival Company to Stringtown is always a gala event for the citizens of the town and the surrounding country. There are all kinds of amusements and attractions to draw the crowds. Each year new features are offered.

At the opening of the carnival yesterday a record-breaking crowd was present. One of the new attractions commanding great attention was a large billboard on which were painted a number of circles connected by straight lines. The purpose of the

design was explained by a youthful "barker," as he passed out printed copies of the attraction which explained its purpose.

Fifteen circles are connected with a total of eight straight lines, each line connecting three circles. The circles are to be filled with numbers from one to 16, both inclusive, with the exception of one number, in such a manner that the sum of the numbers in each trio of circles connected by a straight line is 20. Prizes were given for the first seven correct solutions recorded. Can you be a prize-winner?

# Air-Conditioned Homes of Low Cost

MARK TWAIN once complained that he had experienced thirty-six different brands of weather during a New England spring. Today the genial humorist could select as few of these brands—or perhaps as many, we dare say—as he desired. For complete, year-round air-conditioning for the home is now an accomplished fact—so vital a fact that if you are planning to build a home, you would be unwise not to give it careful consideration before completing plans.

First of all, it makes a house much more comfortable.

Second—and quite as important—houses which are not air-conditioned will in a few years be outmoded, and their market values will be lowered accordingly.

And remember, no thought of high cost need restrain you, for air-conditioning is now possible for the moderately-priced home.

Through air-conditioning you have simultaneous control of the temperature, relative humidity and circulation of the air, plus filtering. This hoped for ideal has been attained by the systems of several manufacturers now on the market.

**A** FIRST step in air-control, perhaps, was the use of room fans in winter as a means of securing more equable room temperatures. But without humidification the utmost in house-heating comfort could never be attained, and soon various devices were designed to add moisture to the air.

Later, with the development of oil burners, gas furnaces, automatic coal stokers and mechanical household refrigeration—all flexible, readily controlled devices—development of year-round air conditioning was just a matter of time. Before long there were developed units for cooling individual rooms, and, finally, came complete-house systems that were practical and efficient.

But until recently year-round air conditioning was too expensive a proposition for the home builder of moderate means. Today in suburban Detroit there is a little colony of thirteen families living in attractive exceptionally well-built six-room houses which cost between \$7,000 and \$7,500 to build and which are equipped for year-round air conditioning—heating and humidifying in winter, cooling and dehumidifying in summer, continuous air circulation and filtering at all times.

These are not experimental homes; they are representative of increasing thousands of practical air-conditioned homes today available at moderate first cost and economical operating costs.

Some five or six years ago one of the pioneer manufacturers in the field of mechanical refrigeration made attempts to produce equipment that could be adapted to existing houses, but results were unsatisfactory and

## Years of Experimentation Place Equipment for Equable Room Temperatures Within the Reach of the Average Family



A flick of the switch—and winter air-conditioning conditions are changed to suit summer requirements! The simple control panel here shown makes operation of the system easy and instantaneous.

costs prohibitive. After much experimenting this manufacturer finally decided to scrap all that had been done and make an entirely fresh start, literally from the ground up.

A well-known small-house architect was employed to work with the manufacturer's engineers, and after two winters and three summers of experimentation the architect and engineers achieved the first moderate-cost, completely air-conditioned house.

While the construction of these houses follows conventional methods, it must be emphasized that no air-conditioning system can operate efficiently and economically if there are leaks due to poor construction. A method of preventing leaks is to insulate the outside walls of the houses with rock wool laid between the studs to their full depth,  $3\frac{3}{8}$ ". In the second-floor ceiling, 4" of rock wool is used. All crevices around window and door frames were tightly caulked with a plastic caulking compound applied by a pressure gun. Awnings are used in summertime on the south and west elevations to shut out the worst heat of the sun and thus aid the operation of the air-cooling unit.

The air-conditioning plant itself is far less than one would imagine. In fact, it takes up no more floor space than an ordinary heating plant. The heating plant itself is an enclosed unit with a conventional gun-type oil burner. This burner also heats the domestic hot-water supply in summer as well as in winter. A gas burner or an automatic coal stoker could also be used.

Compactly combined with the heating plant are the air filter, humidifier, cooling and heating coils which temper the air, and the fan which circulates it through the house. The compressor for the cooling refrigerant is kept separately in a small closet. The ducts which carry the air to and from the rooms upstairs converge into main ducts directly at the unit.

The operation of the unit is entirely automatic. The flip of two switches on a conveniently located control panel changes the system from winter to summer operation. A thermostat controls the heating temperature of the air, and a humidistat controls its relative humidity.

The humidifying and dehumidifying of air is one of the most important features of air conditioning. With ordinary heating plants the air is dried out as it is heated. This lack of moisture is the cause of much of the discomfort and stuffiness experienced in wintertime. Dry air, too, must be heated to a higher temperature than moist air to give the same feeling of warmth and comfort, and of course that adds to heating costs.

In the summertime things are directly changed around. Then excessive humidity makes the air feel heavy and warmer than it actually is. If some of the excess moisture is removed, the air feels cooler and more lively.

When the knob of the rotary switch on the control panel is set for continuous winter operation, the burner operates whenever the thermostat in

the rooms above calls for heat. A fan moves the air over a steam-heated coil in the heating plant and then forces it through the ducts to small, unobtrusive grilles located near the ceilings, filtered and practically free of dust, pollen particles, and the like. As the air cools, it is drawn toward the floor and passes out of the rooms through other grilles located just above the baseboards. It then returns to the air-conditioner, where it is filtered, humidified and heated before beginning again its journey to the rooms above. Thus the air is kept in constant, although imperceptible, motion—filtered, humidified and warmed air always entering the rooms while used air is leaving them. The kitchens and bathrooms, however, do not have the return ducts, so that odors are not carried by the system throughout the house.

**A**LTHOUGH the system operates as a "closed" one, about 10 per cent of the air is constantly being replaced by new air from outside the house, because of leakage, which even in the soundest of houses can not be entirely eliminated. The opening of

entrance doors when people come and go also admits outside air. This replacement is enough to prevent the air from becoming vitiated.

With the control knob set for cycle operation, the circulating fan runs only when the burner operates. In this phase the system is converted into what is practically the same thing as a conventional warm-air system, but with positive circulation of the air.

In summer, the air is cooled instead of heated. Moisture is taken out instead of added. The warm, moist air is drawn from the rooms through the return ducts to the air-conditioner. The air is first filtered; then it passes over the cooling coil by means of "dew point" so that condensation takes place. In this way excess moisture is removed. At the same time the temperature of the air is reduced, and the cooled, dehumidified air is then circulated through the house.

**O**NLY a reasonable degree of air cooling is affected by this system. It can not be expected, when the outside temperature is  $100^{\circ}$ , for instance, to reduce the house temperature to  $70^{\circ}$ . To do so would require a plant of much greater capacity and would involve much greater operating expense. However, too great a difference between outside and inside temperatures is not usually desirable. In its own experience the Institute has found that as little as  $5^{\circ}$  or  $7^{\circ}$  difference is enough to give a distinct feeling of comfort if some of the excess moisture has been removed from the air.

There is a third position of the control knob, marked comfort. In this position an electrically operated damper opens and permits outside air to circulate freely through the house and out again. This provision was made to permit the house to be rapidly ventilated. It is chiefly used on cool summer nights to prepare the house for the heat of the next day.

**R**ECORDS kept for the Detroit houses indicate that fuel and power costs will run from \$180 to \$200 over a period of 12 months. This cost includes the operation not only of the airconditioning plant, but of the electric kitchen range and refrigerator and the house lighting as well.

Living in an air-conditioned house is comfortable at all times. In wintertime there are no drafts, there is no stuffiness. Temperatures seldom vary more than a degree or so in any room. Ankles do not begin to feel chilly, because the air is in constant motion and does not stratify in layers that grow colder as they approach the floor. In summertime the constantly circulating air is kept cool and free of excess moisture. Instead of being hot and sullent, it is softly fresh and lively. To call it May-day air is perhaps the best way to describe it. Windows, of course, need never be opened. Dust and dirt are kept almost at the vanishing point. House cleaning is kept to a minimum.

# A Hellinger Short Story

At the moment, life was very lovely indeed for Mickey Blair and George Shor. They occupied the finest suite in town, the evening was undeniably beautiful, the cards were in readiness—and the sucker would arrive in a short time. Surely, this was the card sharps' heaven!

Both smiled dreamily as they thought of the sucker they were about to greet. His name was Withersby; Mr. George Withersby. He was a tractor salesman on vacation, and he just loved a sensible game of cards. Not too steep, of course. Just sensible.

Mr. Blair hummed softly as he stood beside the window.

"It's a beautiful evening, Gradwell," he sighed. "Truly beautiful." He pinched his thumb and forefinger together. "There is a hint of perfume in the air. A subtle hint."

Mr. Shor sniffed gently.

"Yes, my dear Mickey," he agreed. "You are quite correct. It is good to be alive on such an evening as this!"

There was a knock at the door. It was a jolly knock, such as a tractor salesman might be expected to deliver. Mr. Blair nodded to Mr. Shor. Mr. Shor nodded to Mr. Blair. Both gentlemen adjusted their ties, vests, and smiles.

"Come in!"

The door opened. The lamb walked in.

\* \* \*

VERY soon, the game was in progress. It was an extremely sociable game. Between hands, Mr. Shor and Mr. Blair related the latest quips of the day. And when George Withersby, the gentle sucker, told a long-winded story of how he had sold a tractor to a deaf farmer, both Mr. Blair and Mr. Shor fairly shook with laughter.

Naturally, Mr. Blair and Mr. Shor lost ten of the first twelve hands. You know, of course, that the sucker

is always permitted to win extensively at the beginning. This builds his confidence and renders him ripe for the plucking that is soon to follow.

Thus when he begins to lose, he is certain that his luck will soon change. He finds himself with a good hand, and he bets far more than he should. Whereupon the game ends with the

Withersby, you play an exceptionally fine game."

Mr. Withersby beamed in a manner that seemed to illuminate even his

## THE LAMB



"This is a crime, boys. I'm almost two hundred to the good already!"

sucker owning nothing more than an empty pocketbook and a pair of trousers, if he is lucky.

As Mr. Blair and Mr. Shor continued to lose, Mr. Withersby became increasingly sympathetic.

"This is a crime, boys," he cried. He pointed to the stack of bills in front of him. "Look here I'm almost two hundred to the good already!"

Mr. Blair accepted a new hand and opened the cards slowly.

"That's the way it goes, Mr. Withersby," he observed, "in both poker and life. The winning hands are dealt to but one man at a time. And tonight you seem to have been chosen by the fates."

Mr. Shor nodded his complete agreement.

"Quite right, Mr. Withersby," he said. "Mr. Blair speaks the unadulterated truth. Verily tonight is your night. And you merit your winnings, too. Because if I may say so, Mr.

collar button. He slapped the table jovially.

"Thanks, Mr. Shor. This is no mutual admiration society, ha-ha, but I must say that you fellows play a mighty smart game yourselves. Yes, indeed, ha-ha."

So the game continued. Feeling quite certain of themselves, the boys allowed the lamb to prosper. The bills piled up in front of the salesman. Soon—very soon now—the game would switch with dramatic suddenness.

And it was at that precise moment that Mr. Withersby did the completely unexpected. He quit!

Yes, my friends, that's exactly what he did. He pushed the cards away and stood up.

"I'm going to leave you boys for awhile," he announced. "I'll be back in about half an hour."

Mr. Blair almost burst a gasket. Mr. Shor coughed violently into a handkerchief.

"Why—er—why certainly, Mr. Withersby," said Mr. Blair. "You are at liberty to leave whenever you wish, of course. But since you intend to return, might I ask your reason for leaving?"

The salesman spoke very soberly. "It's because of my dear, departed mother," he responded reverently. "I

bills. Then he picked up his hat and walked to the door.

Mr. Blair held the door open for him. The two men shook hands warmly. And the "sucker" apologized again.

"I'll be back in a few minutes boys," he smiled. "I'm sure you'll both have better luck then."

"Oh, yes," chorused Mr. Blair and Mr. Shor. "Positively!"

THE door closed and the lamb was gone. Mr. Blair walked to a closet and drew out his valise.

"Mickey," said Mr. Shor from the depths of his chair, "I deeply fear that we have been taken. Mr. Withersby is not coming back, and I certainly do not believe that story about his mother."

"Quite right, Gradwell," said Mr. Blair. "As a matter of fact, I am by no means certain that Mr. Withersby ever had a mother. But it is not for us to complain.

"We are in a business of a highly speculative nature. It is only natural, therefore, that we should be called up to accept an occasional loss."

He looked up from his valise.

"I would suggest, my dear Gradwell," he continued, "that you, too, start packing. Obviously, there is nothing to be gained by lingering in this town any longer. Thus, we might as well depart."

Mr. Shor arose from his chair and closed the window somewhat harshly. The beauties of the evening had obviously vanished some time before.

"All right," he grumbled. "I will accept your suggestion and start packing. I seldom question your decisions, my dear Mickey. Although I must say that, in this case, I do not quite comprehend.

"Mr. Withersby has four hundred dollars of our money. That as the boys say, is not tin. Suppose, by some chance or other, his story is true. Suppose he does return. Why not wait and see?"

Mr. Blair snapped the lock on his valise. He stood up.

"Because, my dear Gradwell," he replied softly, "I have already insured our four hundred dollars. Just before Mr. Withersby left I lifted his wallet!"

## BEST BETS OF THE WEEK



Doris Nolan

... Random notes about pictures you are seeing, or will soon see: ... Cappy Ricks is back again in "THE GO-GETTER," a film that features Charles Winninger, George Brent, and Anita Louise. Winninger, who seems to be in almost every film released these days, does a swell job as Cappy—and the entire film is decidedly pleasant entertainment. ... Uni-

versal is turning out some very enjoyable little films these days, two of the most recent being "LET THEM LIVE!" and "AS GOOD AS MARRIED." Doris Nolan and John Boles turn in crisp performances in the latter picture, while "LET THEM LIVE!" is a punchy political yarn with a sock twist. Too bad Universal hasn't some bigger box office

names. Their pictures rate the extra push. ... "MOUNTAIN JUSTICE" presents Josephine Hutchinson as Vera Maxwell, storm-center of the famous hill-billy patricide case. It is a strong, uncompromising picture that has been expertly directed by Michael Curtiz. Some people will like this film a great deal. Unfortunately, I am not one of them.

\* \* \*

... Louis Golding, that deft, fictioneer who wrote "MAGNOLIA STREET," makes another strong bid for best-seller rewards with his new novel, "THE DANCE GOES ON." Spun through turbulent years of war and revolution, it is the dramatic love story of the ballerina who was swept to dangerous political heights by her skill and beauty. It's a sure bet the ladies will take "THE DANCE GOES ON" to their hearts. ... One part dry irony, one part each of successful and unsuccessful romance, a dash of insanity, shaken well in a Mediterranean resort and served with merriment—that's the recipe of the cocktail story that Pamela Frakau has concocted in "LAUGHTER IN THE SUN." Morrow issues this novel at \$2, and it's guaranteed to leave you with a giggle hangover.



Louis Golding

... Odds And Ends In The Entertainment World: Hope Hampton is to be starred in a new picture—and I think her work will startle you. La Hampton is an extremely attractive woman with a beautiful voice, but the public never took her too seriously because of her marriage to the genial and immensely wealthy Jules Brulatour. ... Record I liked best this week was "Carelessly" and "It Looks Like Rain In Cherry Blossom Lane," as played by "Fats" Lennie Hayton and his orchestra. ... Enthusiastic reports from the Coast have it that, in the "Broadway Melody of 1937," Robert Taylor will croon like Bing Crosby and dance like Fred Astaire. Better news would be if he could act like Spencer Tracy!

MARK H.



Hope Hampton

## PROPER SPIRIT

From Phil Baker comes the sad story of the girl who married the college quarterback. Ever since the wedding, the chap hasn't spoken a word to her.

Seems that everything he knows is a secret between him and the coach!



On several occasions this column has remarked that few of the people who make and broadcast programs seem to know how most Americans live. At last something is being done about it in *Your Neck Of The Woods* (CBS over WKRC, Monday, 9:30 p. m., E.S.T.). True, that isn't the announced intention. The series is billed as dealing with American folk lore. But Carl Carner, the distinguished author who's in-charge, supplies the rare ingredient. Mr. Carner doesn't labor under the stock radio delusion that all Americans are concerned exclusively with concrete highways, neon signs, floor shows, hot Hollywood gossip, cocktails, stream-lining, and candid cameras. Believe it or not, he doesn't even regard the soil as just a disagreeable necessity for producing food. All that and much more were shown by his opening broadcast about Ohio, which had the genuine feel of things as true Buckeyes knew them. If other radio people really get what Mr. Carner is doing, programs may yet reflect life as most Americans live it.

The sudden upping of temperatures to summer levels has brought a heavy bombardment of static during the past week, even on some of the short-wave bands. That's to be expected of course. The interesting angle is the speed at which static has been developing. Several times it built up from none at all to a crashing barrage in the space of only a couple of hours. Which just goes to show you can't take anything for granted in this radio business.

Columbia is doing a lot of pardonable "pointing with pride" to that series of eight Shakespearian plays it's to air in July and August. Of course this won't be the first time the Bard's works have found their way on to the kilocycles. NBC's Radio Guild has done a number of them in excellent fashion. Nevertheless the Columbia move looks important. The plays are to have full-hour production in an evening spot with "name" stars as leads. No doubt the decision

to air these classics in such pretentious style was prompted in part by the spectacular Shakespearian revival in New York theaters last season. Anyway, it seems further evidence that radio drama is at last coming into its own. The only detail that makes me cross my fingers is the use of stage and screen stars. They haven't been 100% successful at the microphone.

The other extreme of radio drama was the Lux Theater's airing of "The Plainsman," May 31. Neither good biography nor good drama, it sounded like a radio version of a De Mille "horse opera." Wild Bill Hickock deserves better than that.

Jack Oakie is to take a vacation starting June 22. Though he may not know it, many listeners are already giving him a vacation, with a simple twist of the wrist. Which reminds me that, what with Oakie, Jolson, et al., Tuesday has become one of the least diverting evenings of the week. That is, as far as the broadcast band is concerned. Whenever reception is good the short waves offer far more interesting fare.

Alternating between two sponsors might be a pretty ticklish business if Red Barber weren't such a careful workman. I wouldn't be surprised any day to hear him urge the faithful to "stop at the sign of the Flying Red Horse and fill up your tank with crisp crunchy Wheaties," or "start the day off right with a heaping bowl full of Mobil Grease, with lots of sugar and sliced Uppelube."

Speaking of sports, airing the Davis Cup matches seems to call for a dinner-jacket technique. Convulsing evidence of this was Ted Husing punctiliously speaking of "Mr. Grant" and "Mr. Crawford" the other afternoon. The same reverent formalities have to be observed in airing polo. Imagine Red Barber discoursing ceremonially about the performances of "Mr. Dean," "Mr. Hollingsworth," "Mr. Riggs," or "Mr. Lombardy."

## "Peggy Wood Calling"

An unique series of diversified broadcasts, entitled "Peggy Wood Calling," is a new afternoon show on WCKY. The programs are heard Wednesdays and Fridays, at 1:45 p. m. (E.S.T.) from the New York NBC studios.

Peggy Wood, outstanding American actress, singer and writer, is commentator on the series. At times she dramatizes episodes from her own life and life in general. In some broadcasts she will do excerpts from plays and now and then will bring in one of her friends, of national and international fame, for an interview.

Who said we haven't any caste system in these United States?

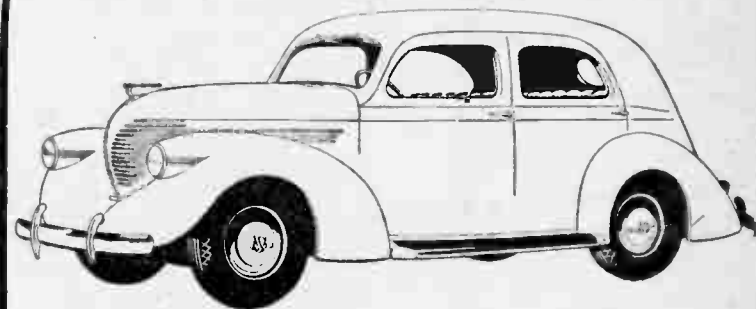
With the General Motors orchestra already off the air and the Ford orchestra winding up its season next Sunday, it looks as if Sunday evening will lose most of its symphonic high spots for the summer. Heretofore the networks have moved in sustaining programs of much the same caliber. But advance notices of such programs haven't come through as yet.

Listener comments confirm my own feeling that Edgar Bergen and "Charlie McCarthy" are the sparkplug of that Chase and Sanborn Hour. Whether you call him a ventriloquist or just a two-voiced comic, Bergen is doing mighty well. Whoever writes his material can take much of the credit.

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