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# Radio Dial

WEEK ENDING JULY 30, 1937



**L. B. WILSON**  
Presents 10,000 Watts  
See Page 18

# Shawneetown's Migration Described on NBC

Oh—What Fun!



Janet Logan, petite and talented CBS actress, gives proof here that she who slides is not necessarily on the skids. Janet is heard daily, Monday through Friday, on "The Romance of Helen Trent" in its broadcasts from 11:30 to 11:45 a. m. (E.S.T.) over the WABC-Columbia network, including WKRC, WHAS and WJR.

## Stars of Summer Sunday Nights



Helping to make summer Sunday nights more enjoyable are Frank Crumit and Richard Bonelli, shown here at the microphone during a broadcast of the Ford Motor Company's "Universal Rhythm" program heard at 8:00 p. m. (E.S.T.) on Sunday nights over the WABC-Columbia network, including WKRC, WHAS and WJR. Frank Crumit, who acts as master of ceremonies, was photographed as he addressed the microphone, while the famous operatic star, Richard Bonelli, stands ready to sing one of his stirring baritone solos.

## Oldest City In Illinois To Be Moved

Present Site Will Become State Park

Echoes of the Great Ohio River Flood of 1937 will once more be heard over NBC networks, including WSAI, when officials of Shawneetown, oldest city in Illinois, go on the air from 4:30 to 5:00 p. m. (E.S.T.) Sunday, July 25, to tell the world how they plan to move the Gallatin County seat to higher ground. They plan to move the county seat about three miles west of the present site, in order to forestall damage from another major flood such as ravaged the city twice in the last quarter of a century.

The broadcast will open in front of the First National Bank, which was erected in 1838, and then switch to the NBC Mobile Unit for a tour of the town. Durward Kirby, former WLW-WSAI announcer, who is now with NBC, will describe the site as it is today, with houses overturned, streets torn up, and people living in tents while they wait for the new town to be built—a town free of all flood menace and laid out as a model city.

In a concluding pickup from the bank, Mayor H. F. Howell, W. H. Brinkley, former mayor; Max H. Galt, cashier of the bank; E. L. Rich; R. N. Harmon and other leading citizens as well as representatives of the Federal Housing Authority; the Disaster Loan Corporation; the Home Owners Loan Corporation, the Reconstruction Finance Corp., and the WPA, will discuss the problem involved in moving a city three miles, and tell how its 1,400 inhabitants feel about being transplanted and how the present site of the historic river town will become a state park.

NBC will bring millions of listeners the story of a town which was old when America was discovered, a town near which the mound builders, half-mythical residents of the Ohio River Valley, established some of their finest mounds, a town which was known as "Shawnee Village" in 1765, but which did not see its first white settler until Michael Sprinkle moved there in 1797.

## Catholic Hour

The Rev. John Delauney will speak on "Joy of the Sad," during the Catholic Hour on Sunday, July 25, from 5:00 to 5:30 p. m. (E.S.T.) over the NBC-Red network, including WSAI and WSM. Father Finn and the Paulist Choiristers will be heard in the musical portion of the broadcast.

Newscaster



—(Photo by Newman)

Chief announcer Peter Grant of WLW and WSAI is rapidly climbing the ladder of success as a newscaster. Grant's daily newscasts are heard over WLW at 8:00 a. m. (E.S.T.), except Sunday. When he returned from his vacation July 19, Grant found a sponsor waiting for him.

## GEORGE GERSHWIN TRIBUTE IN SONG BY VOCAL GROUP

A tribute to the late George Gershwin, well-known composer of American music, will be sung by the vocal orchestra and the Smoothies during the "Vocal Varieties" program over WLW and the NBC-Red network, 6:15 to 6:30 p. m. (E.S.T.), Tuesday, July 27.

William Stoess, music director of WLW and WSAI who conducts the "Vocal Varieties" program, and Grace Clauve Raine, vocal director who coaches the vocal orchestra, were both close friends of the composer.

For their tribute to Gershwin, members of the vocal orchestra and string ensemble, comprising "Vocal Varieties," will offer an all-Gershwin program, July 27.

The Smoothies—Babs, Charlie and Little, will sing "They All Laughed," from "Shall We Dance." Vocal orchestra selections will include "I Got Rhythm" from "Girl Crazy," "The Man I Love," from "Strike Up the Band," and a medley from "Of Thee I Sing," including "Wintergreen For President" and the title number.

## LOCAL BOYS TO WRITE FOR PENNER SHOW

Latham Ovens and Sydney Cornell, authors of the WSAI "Dude Ranch," have been signed by Joe Penner to do his new winter program over CBS next season. They will leave Cincinnati about August 15 and report in Hollywood September 5. The first Penner show goes on the air October 3.

Cornell joined the WLW-WSAI continuity staff a year ago after doing publicity for Columbia in New York. He also had written radio scripts. A month later Ovens, who was doing the "Shadow" program in New York, joined the Crosley continuity staff.

Shortly after Cornell and Ovens came to Cincinnati they teamed together as comedy writers. Their first show was the "Dude Ranch," sponsored by the Tresler Oil Co., and heard from 8:30 to 9:00 p. m. (E.S.T.), Fridays. Later they did the "Statesman Limited" for the Heidelberg Brewing Company.

They had a fling at the "Crosley Follies" and several other major productions on WLW. Their current schedule includes, besides the "Dude Ranch," the "Freshman Follies" on WSAI, featuring Jane Gerrard and Hal Dickinson, and "Variety Time" and "What's the Big Idea?" on WLW.

Previous to their work at the Crosley stations Cornell and Ovens had written few comedy scripts. Penner was seeking a script writer for his new series this fall. His attention was directed to the Cornell and Ovens program on WLW and WSAI and negotiations were opened. Many well-known writers have been developed by the Crosley stations.

## "Radio Program Perfect"

Jane Grey, the lovable personality, featured on the "Radio Program Perfect" has a keen interest in flying. A beautiful tribute was paid to Amelia Earhardt on last Wednesday's program.

"Flying," says Miss Gray, "makes one realize man's greatness and the power of which we are a part. One is as safe in a plane as anywhere. Safety and security, like everything else must be created within one's soul."

Jane Grey is interested in everyone she contacts. This interest is felt by those who listen to her program which is becoming one of the most popular on the air. The "Radio Program Perfect" is heard over WSAI, Wednesdays and Fridays at 12:15 p. m. (E.S.T.)

# WCKY DEDICATES NEW TRANSMITTER

## Business Women Broadcast Over WCKY



Four prominent Cincinnati and Covington business women are shown here with Announcer Elmer Baughman in WCKY's Netherland Plaza studio, as they are about to go on the air with a broadcast under auspices of the Business Women's Clubs of Greater Cincinnati. Left to right: Miss Alma L'Hommedieu, president of the Kentucky State Federation of Business and Professional Women's Clubs; Dr. Maurine Rudolph, president of the Covington Business and Professional Women's Club; Baughman; Miss Gladys Roberts, president of the Cincinnati Junior Business Women's Club, and Miss Mary Cochran, president of the Cincinnati Business Women's Club.

Angelo Rafaelli, new Italian troubadour of WLW, is a candid camera addict, who carries his camera at all times.

Mary Paxton, WLW blues singer, plays piano and ukulele, although not professionally.

## In Last Shakespeare Presentation



For the last play in his streamlined Shakespeare series, John Barrymore will present "The Taming of the Shrew," over the NBC-Blue network, including WCKY, KDKA and WLS, Monday, July 26, at 8:30 p. m. (E.S.T.). Barrymore is shown here in rehearsal with his wife, Elaine Barrie, who will co-star with him in the production.

## Station Doubles Its Present Power

### Brief Ceremony Will Mark Dedication

WCKY, the L. B. Wilson station, will officially dedicate its new 10,000-watt transmitter on Tuesdays night, July 27.

The ceremony will be without frills, consisting of a short talk by L. B. Wilson, president and general manager of WCKY, after which the switch will be thrown and the station's power will be stepped up 100 per cent.

The brief ceremony will take place in WCKY's Netherland Plaza studios at 8:27 p. m. (E.S.T.), just before the Packard Hour, with Johnny Green's orchestra, comes on the air from Hollywood.

Radio editors of Cincinnati will be invited guests, but the usual speech-making and ballyhoo of a transmitter dedication will be dispensed with. It is the belief of President Wilson that the station's increased power and improved programs must speak for themselves and that radio listeners do not care to be bored with a long drawn out ceremony.

WCKY, an associate station of the National Broadcasting Company, first went on the air in September, 1929, and from the start has been owned and operated by L. B. Wilson, Inc. It has operated all that time on 5,000 watts power, but last March was granted an increase to 10,000 watts by the Federal Communications Commission. Mr. Wilson immediately ordered the construction of a 1938-model high fidelity transmitter by the Radio Corporation of America. This transmitter embraces features never before built into a broadcast station, and it is expected to give improved tone quality to the listener because of the new high fidelity engineering design. Both voices and music will be reproduced more realistically than ever before. The transmitter will also provide more reliable reception, with a louder signal in the area previously covered and an increase in the radius of satisfactory reception.

Engineering estimates which can be relied upon are that WCKY will now have a one-millivolt signal north of Dayton, O., and Richmond, Ind.; east of Hillsboro, O., and Flemingsburg, Ky.; west of Rushville, Greensburg and Vernon, Ind., and south of Frankfort, Lexington, and Winchester, Ky. One-half millivolt is the engineering standard for good reception day and night, so the one-millivolt signal should provide excellent results for receivers.

WCKY will, of course, be heard at

## Three "Future Favorites"



Among the newer additions to WKRC's musical staff are the Savoy Sisters, Esther, Norma and Ellen. This harmony trio, new to radio audiences, is heard on the program, "Future Favorites," broadcast daily except Saturday and Sunday at 2:15 p. m. (E.S.T.), and also as guests on "The Ship of Song," aired each Sunday at 11:30 a. m. (E.S.T.). Esther, shown in the photo, at the right, does the arranging and plays accompaniment. Ellen is seated on her left and Norma is standing.

far greater distances, as it already is heard, but the large area mentioned above is certain to have good reception from the station at all times.

An interesting sidelight on WCKY's strength with the old 5,000 watt signal is that the station has been heard regularly in such far distant parts as New Zealand and Australia. Last winter, disinterested engineers, making tests at a radio conference in Havana, Cuba, found that WCKY had the clearest signal there of an American station, according to reports received by Mr. Wilson.

With its power doubled, the station, no doubt, will give even better reception in these far-away places.

One of the great benefits to listeners provided by the new transmitter will be its ability to cut through static and electrical interference better than the older type and lower-powered broadcast apparatus.

With the inauguration of higher power, WCKY will also begin an improved news service. In addition to the leased wires of International News Service and Universal Service, the 24-hour service of Transradio Press has just been installed.

## At Coney Island



Jimmy Dorsey and His Orchestra which is well and favorably known to millions of radio listeners from coast to coast, for their appearances with Bing Crosby and Bob Burns on the Kraft Music Hall program, will be a special one-night attraction in Moonlite Gardens, Coney Island, on Thursday, July 29.

# Weekly RADIO DIAL

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22 East 12th St., Cincinnati, Ohio

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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 JULY 30, 1937 No. 11

## STILL IN THE MAJORS

In baseball the conventional figure of tragedy is the great player who, with his best years behind him, ignominiously ends his career in the minors. To be sure, the tragedy is sometimes more sentimental than real. Yet it is real enough to cause some of the great—Babe Ruth and Walter Johnson, for instance—to retire from the game rather than go back to the "bushes."

Radio presents a somewhat different situation. More often than not a big-time performer who has passed his peak is finished, though necessity or hope causes some to end their careers in broadcasting's minor leagues.

That is why there is something heartening about the news that Amos 'n' Andy have signed a three-year contract with Campbell, beginning next January.

In spite of the press agent claim that they still have an audience of 3,200,000, it is pretty generally known that the black-face partners are not what they once were. That is only natural. It is humanly impossible for any act to maintain the terrific pace they set several years ago. Yet everyone who has the interests of radio at heart and with a streak of healthy sentiment in his makeup will rejoice that Amos 'n' Andy are to have three more years in broadcasting's big leagues.

Radio owes a heavy debt to Amos 'n' Andy

Theirs was the first program to achieve real big-time popularity. Back in 1929, '30 and '31 people not only talked about Amos and Andy as they have seldom talked about any program since then, but many of them bought radios expressly to hear the hilarious doings of the Fresh Air Taxi boys. And that is the acid test of interest.

Amos 'n' Andy shattered the tradition that black-face comedy must follow the set minstrel tradition of a gin-drinking and crap-shooting "San-bag" and "Mr. Bones." When it is remembered that Moran and Mack were still household words in 1929 this of itself is no small accomplishment.

Amos 'n' Andy proved the practicability of the daily radio serial. Considering some of the things that have been done to the idea, that may not be rated as an important contribution to broadcasting. But these perversions cannot be charged to Gosden and Correll.

Amos 'n' Andy pioneered the comedy of character and situation rather than mere gags. Perhaps it is more accurate to say they are still pioneering it. For many alleged comedians seem unaware that the gag has long since served its turn.

These are not the only things Amos 'n' Andy have done for radio. But they are enough to show how heavy broadcasting's debt to them is.

In many ways radio is more ruthless than most big business. It puts results above sentiment. For that reason Amos 'n' Andy's new contract can be taken as pretty good evidence that they are far from finished. At any rate it is to be hoped that this is the case.

The spectacle of Freeman H. Gosden and Charles J. Correll ending their career in radio's minor leagues would somehow not seem fair or becoming.

## WCKY'S NEW POWER

Since the pioneer days of broadcasting, Cincinnati has been foremost in the American radio parade. Its early stations were among the leading ones of the country and through the years the Queen City's broadcasters have stayed in the van of radio progress.

So it is that RADIO DIAL is glad to salute WCKY on the dedication of its new 10,000 watt transmitter. Under the able direction of L. B. Wilson, WCKY has made steady progress and today is recognized in the radio industry as topnotch in programs and showmanship—in the very first rank of the nation's 600 and more stations.

Through the boost in power, WCKY gets more listeners and the radio audience gets better reception. It's one of those happy occurrences where everybody is benefited.

## COLUMBI-A-MUSINGS

From WKRC

By  
MARGARET MALONEY

Is whistling profitable? It seems it is!—Mary Bawn 22-year-old miss gets \$250 weekly for making the weird whistle like sound at the conclusion of each musical number on the Phil Spitalny program. That would tend to upset that old adage about a whistling girl and a crowing hen never coming to a good end!—

\* \* \*

Marsha Wheeler has lined up an interesting group of personalities for her "Personalities on Parade" broadcast, Friday, July 23. She will interview Miss Fay Marian Whitney, whose hobby is collecting dolls from all over the world; a youngster who spends the greater part of her time playing with dolls; and Miss Esther Diss, vice-president and buyer for Arnold's Fairyland in Cincinnati.

\* \* \*

Benny Goodman and his crew which should include Mary Alcott, well-known in these parts, is set for Dick Powell's next starring picture. Its title is to be "Hollywood Hotel" and the story will be woven around the CBS broadcast.

\* \* \*

Our tipster No. 1 reports this . . . The announcer on Jan Garber's program 'other nite told the radio audience they'd been listening to a program of dance music played by genial Jan Garber, the idol of the air-LOONS. And the announcer was Gary Breckner. Tsk, tsk, Gary!—

\* \* \*

To Dick Bray goes a pat on the back for the perfectly swell job he did substituting for Maynard Craig on "Meet the Missus" . . . Dick's a natural when it comes to ad-libbing . . . and both he and Craig have the right sense of humour for a program of this kind.

\* \* \*

When you read this, Ruth Lyons, WKRC's production manager, will be sunning herself in California . . . and she's promised to send us interesting items about your favorites on the West Coast . . . which we'll pass along to you here.

\* \* \*

A Hollywood columnist broadcast that when Clark Gable goes on a six-weeks hunting trip, Carole Lombard, his current heart, will converse with him daily by means of an amateur short-wave set. Which means your correspondent will be doing some searching around on the 100-meter phone band. . .

\* \* \*

'Tis said that at least six sponsors are dickering for the services of Frances Langford when her contract with Campbell Soup terminates in six months. And just a tonsil operation put her in the four figure weekly salary class!—'Tain't fair!—

## Tuneful Trio



Here are Skinny Ennis, Alice Faye and Bob Allen putting something over on the CBS mike in a broadcast with Hal Kemp over the WABC-Columbia network, including WKRC, WHAS and WJR, in one of his programs heard every Friday night from 7:30 to 8:00 p. m. (E.S.T.). Skinny and Bob are old-time members of the Kemp outfit. Miss Faye, who has risen to eminence in the films within the past two years, became the starring guest vocalist of the Kemp program only a few weeks ago.

## Hartman Interviews Brown Bomber



Joe Louis, World Champion Heavyweight, was interviewed by Harry Hartman on his visit to Cincinnati on July 11, at the Northside Ball Park. Pictured above are, left to right: Al Bechtold, of the Cincinnati Boxing Commission; Harry Hartman, and Joe Louis.

# INA CLAIRE IN DRAMATIC SERIES ON NBC

## Headed Coastward



Newest member of Al Pearce's gang is pretty Madge Marley, who sings with the Pearce entourage on the Ford Dealers' "Watch the Fun Go By" program, heard on Tuesday nights over the WABC-Columbia network, including WKRC, WHAS and WJR, from 8:00 to 8:30 p. m. (E.S.T.). Miss Marley joined the Pearce gang in New York just before they started their trip to the west coast. She will return with the gang in the fall—provided the movie magnates don't see her.

## Former NBC Singer Joins WLW Staff

Don Bova, former singing guitarist of the National Broadcasting Company, has joined the staff of WLW.

Bova, who was known over NBC as Don Jose, is a native of Salem, Ohio. He entered radio five years ago over WTAM, Cleveland, and later went to KDKA, Pittsburgh. After several months on the NBC networks from New York, the singing guitarist was auditioned by WLW talent scouts and given a job. He is heard currently on the early morning program, 6:00 to 7:00 a. m. (E.S.T.), while the "Top o' the Morning" cast is playing theater dates. Bova, who is 27, sings old and new popular songs.

### JIMMY BRINK—

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Prices are reasonable... Food is delicious... Entertainment delightful. Chicken and Steak Dinners a Specialty Dance to Radio's Name Bands No Cover Charge

### JIMMY BRINK'S

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## FRED MacMURRAY, FRANCES FARMER ON "HOTEL" SHOW

Two screen favorites, Fred Mac Murray and Frances Farmer, will come to "Hollywood Hotel" to preview scenes from their latest picture, "Exclusive," during the Friday, July 23, broadcast over the WABC-Columbia network, including WKRC, WHAS and WJR from 8:00 to 9:00 p. m. (E.S.T.).

"Exclusive" is a fast-paced newspaper story about a battle between clean journalism and racketeering politicians. Miss Farmer will be heard in the role of a reporter on a "dirt" sheet who becomes an innocent "stooge" for the politicians, and MacMurray will essay the role of the investigator into the so-called "accidents" around town who manages to clean up the town. Charlie Ruggles, another screen personality, will play the role of Frances Farmer's father.

## Commentator



—(Photo by Newman)

Lee Bland is the news commentator heard nightly except Saturday over WKRC at 10:30 p. m. (E.S.T.). Sponsored by the Dodge car and truck dealers of Greater Cincinnati, Bland's up-to-minute news of the world is a quarter-hour feature. A graduate of Ohio State University, Bland has been a member of WKRC's staff for more than a year. In addition to airing his nightly newscasts, Lee also writes continuity, and during the winter months announced the concerts of the Cincinnati Symphony and Cincinnati Conservatory of Music which were broadcast over the Columbia network.

## "Madame Sans Gene" To Be First Offering

### Will Be Assisted By Osgood Perkins

Ina Claire, America's most brilliant comedienne, has been engaged by the National Broadcasting Company to present a series of three dramatic broadcasts, which will be heard over the NBC-Blue network, including WCKY, from 7:00 to 8:00 p. m. (E.S.T.) on Sundays, beginning July 25. The new series in which Miss Claire will be assisted by Osgood Perkins, one of the most talented and versatile actors on the American stage, continues the NBC presentation to its coast-to-coast audience of the best in classic and modern drama.

Miss Claire will open her series on July 25 in the title role of "Madame Sans Gene," Victorian Sardou's delightful comedy of the Napoleonic epoch. The remaining two plays in the series which will be announced at a later date, will be heard at the same time and over the same network on Sundays, August 1 and 8.

Since her New York debut in 1911 in "Jumping Jupiter," Miss Claire has been starred in "The Gold Diggers," "The Last of the Mohicans," "Blue Beard's Eighth Wife," "Mrs. Cheney," "The Greeks Had a Word for It," and other hit plays.

One of the Cincinnati radio stations is seeking the services of a woman announcer. She must have a good voice and the ability to "m. c." a musical program, interspersed with items of interest to women. Applicants are asked to write to

Box 5, care of RADIO DIAL  
22 East 12th Street,  
Cincinnati, Ohio

## AMATEUR GAMES TO BE BROADCAST BY BRAY ON WKRC

Dick Bray, WKRC sports announcer, will broadcast the Class A Amateur Baseball Team games, from Deer Creek No. 6, every Sunday at 3:00 p. m. (E.S.T.).

The decision to broadcast the Sunday games over the hilltop station was brought about by the apparent widespread interest in the league.

## Dry-Land Mermaid



Of definitely nautical inclination is this silk fish-net bathing suit chosen by winsome Virginia Verrill, CBS personality songstress, for lazy sunning and swimming days. Now in Hollywood, beginning a career which is expected to promise movie stardom, the raven haired singer is heard on the WABC-Columbia network, including WKRC, WHAS and WJR, as guest star on programs originating on the Pacific Coast and in her own stylized program, "Vocals by Verrill."

## Ted Husing Looks 'Em Over

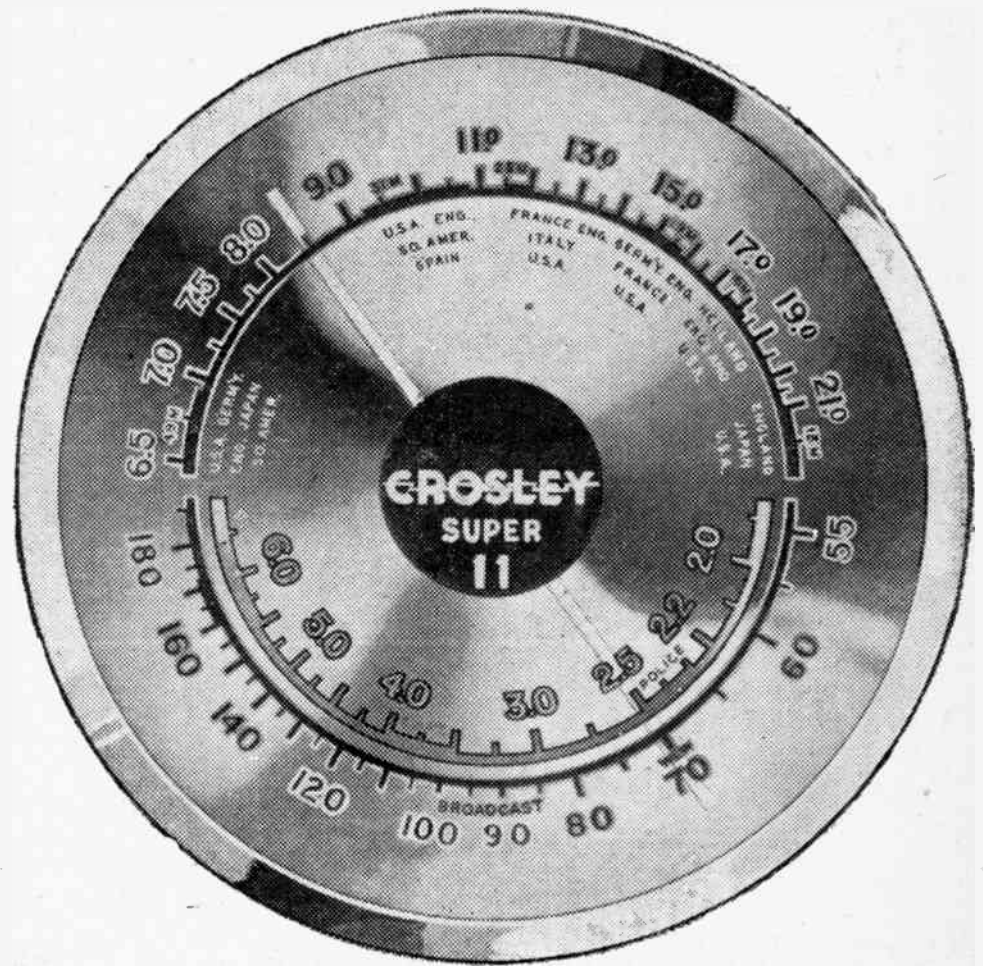


Ted Husing, Columbia Broadcasting System sports announcer, provided this interesting group of candid camera shots while watching the country's crack golfers battling for the National Open championship recently. Right now Ted is in the middle of his most arduous season, shuttling back and forth across the continent to bring CBS listeners vivid on-the-spot reports of golf championships, tennis tournaments, track meets, etc. He will cover the America's Cup races for CBS starting July 31.

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● The marvelous new touch of distinctive beauty makes dial reading easy . . . tuning more accurate. Indirect, edge-lighting of the gold-mirror-like reflector produces three dimensional effect that is strikingly beautiful. Another triumph for Crosley Engineering.



## 2 SUPER CROSLEY RADIOS with the MIRRO DIAL



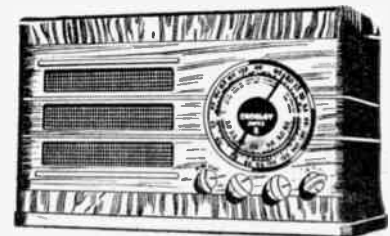
### Crosley SUPER 11

Eleven tubes . . . Octal base . . . 10-inch electro-dynamic speaker with exceptional bass response . . . 3 Band tuning range . . . receives American, foreign, police, amateur, aviation and ships-at-sea broadcasts . . . 535 to 22,000 Kc. continuous . . . Additional intermediate frequency amplification, giving greater sensitivity . . . IRIS tuning indicator . . . Broad automatic volume control . . . Power supply noise filter . . . Mirro-Dial, edge lighted, gold reflector type, 3 dimensional dial with graduations fused on the convex glass . . . Handsome cabinet. Entire cabinet is hand-rubbed to a brilliant finish. Cabinet dimensions: 40" high, 24 1/4" wide, 13" deep.

\$69.95

### Crosley SUPER 8

Eight tubes . . . Octal base . . . 8-inch electro-dynamic speaker with tone qualities equal to most console models . . . Three bands . . . Tuning range increased over former models . . . 535 to 22,000 Kc. continuous; receives American, foreign, police, amateur, aviation and ships-at-sea, broadcasts. Mirro-Dial, edge-lighted, gold reflector type, with graduations fused on the convex glass. Push-pull pentode output . . . Power supply noise filter . . . Especially beautiful cabinet. Two solid bronze, highly polished, gold-finish bars transverse the grille . . . The entire cabinet is hand-rubbed to a deep lustre. Dimensions: 10 1/4" high, 16 3/4" wide, 7 3/4" deep.



\$39.95

See the **MIRRO-DIAL** at Your **CROSLEY Dealers!**

THE CROSLEY DISTRIBUTING CORPORATION

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Cincinnati, Ohio

# RADIO DIAL CONTEST CLUB

by The Contest Reporter

THIS department feels that it has many staunch friends. At least they have told us as much and we are very appreciative. One is William M. Dorsey of Atlanta, Ga. But it goes even further than that—Mr. Dorsey has shown himself a friend to all contest fans.

First, we'll pass on to you some excerpts which he found and sent the editor. These remarks are by the well known newspaper contributor, John Carlyle and are headed "Originality."

Mr. Carlyle says: "I have a friend who is a contest editor. His concern is forever holding contests. It is his job to see that all the letters are read, and that the most original one gets the prize.

"I asked him what he looked for in a contest letter—what qualities determined a winner.

"Originality is the rare thing," he told me. "Whenever we run a contest we get a large percentage of letters exactly alike; so many are on one theme and so many on another.

"But what makes for originality," I asked, "Why are a few letters unique and so many trite?"

"For obvious reasons" he replied. "Very few people seem to realize that two things are necessary for originality: Sincerity and simplicity."

"If you want to be original, be yourself . . . Discard all the ideas you got from somebody else. Tell me what remains, and I'll think you original. That calls for sincerity."

"I add simplicity because our contests are limited. Sometimes we run a 100 word essay—sometimes 35 words. To be original in that many words you have to be simple."

"So many people have the idea that to be original is to be like someone else. When you ask a man for an original idea, nine times out of ten he'll give you something he has read somewhere or heard from someone he admires.

"And since that is true, the original man is the one who gets his ideas from himself.

"Experience never affects two persons in the same way. Your reactions have a twist that distinguishes them from your friend's. If you can grasp what is yours, and yours alone, you'll be original. But . . .

"Originality takes courage.

"It takes courage to stand up for your own ideas. Human beings are often like sheep. They follow a leader blindly. They form a mass movement.

"It takes courage to stand up against that. Originality makes enemies at first, but being original means being a fighter."

And the only thing we shall add is that a fighter wins.

Now here's how Mr. Dorsey has helped all contest fans, provided, they can be advised.

In the *Contest Magazine* for July, he illustrates one of the most logical and sensible ways of coining original names we have ever seen. But the best of all it is simple.

In an interview, he told your reporter that "trying to think up an original name for a baby, a dog or a product was something that was wrecking his life." He was at the point of desperation when his original idea struck!

This is the way it works.

Type off a list of names (well known products for instance, such as Camay, Windex, Sunmaid, Talon) and cut the list in half, leaving the first syllable of each word on one piece and the last on another.

Next, just match the first syllable of one word with the last of another and with as many as 20 words divided you may get 380 combinations; with 40 you may have 1560.

*Contest Magazine* thought well enough of the idea to give two full pages to lists of combinations made. The same plan will work when seeking a name for a person or a dog, but of course it will be necessary to have different key words.

Mr. Dorsey is anxious for contest fans to try it out and let him know if it works for them. That's all he asks. His address is 413 Lomis Ave., S. E., Atlanta, Ga.

In Liberty's Man Hunt Contest, Mrs. Jean Hetblack of Fresno, Cal., won the first prize of \$500. Mrs. J. P. Beisel of Hot Springs, S. D., \$200 and Madeline N. Ward, Detroit, Mich., \$100. In Rath's limerick contest, Mrs. Arthur G. Bates of Birmingham, Ala., \$200; Mrs. Lillian Hull, Cedar Grove, W. Va., \$100 and Mrs. C. W. Burdick, Rocky River, O., \$50.

An announcement from Reed & Barton states their \$1,100 table Trousseau was won by Mrs. H. D. McNamara of Indianapolis, Ind. This was a national contest seeking choice of silverware patterns. Mrs. McNamara selected Colonial Classic. Twenty others won silverware.

Beginning July 17th, Lum & Abner will sponsor another contest awarding Silver King bicycles. Fifty will be given for limericks. Purchase requirement.

The Perkins Products Co., makers of "Kool-Aid," a soft drink preparation, offer \$5,000 in cash to retailers.

The makers of Permite auto repair parts (Cincinnati) offer autos and other merchandise prizes for essays. Open to auto repairmen.

Station WLS in Chicago have a program by ABC Washers and Ironers. Weekly contests offer choice of either for contest winners.

(Continued on page 18)

# THE NATION'S STATION

joins  
the

nation

in

saluting

**WCKY**

on

its

increased

power

**WLW**

is

proud

of

this

latest

progressive

step

by

its

good

neighbor,

**WCKY**

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

PROGRAMS FOR SATURDAY, JULY 24

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Message of Israel: Rabbi Alexander A. Steinbach, Temple Ahavath Shelom, Brooklyn, guest speaker, with organ and music. WJZ WCKY KDKA WLS wgar wave wire wham wowo
6:15—Song Time: Betty Grable and John Payne, singers. WABC wbbm whk wfbm kmcb wadc wwl
6:30—Eddie Varzo's Orchestra. (NBC) KDKA WCKY WLS wtm wwo
6:45—M. Luboschutz and Nemenoff, piano duo. WEAf wgy wtm wmaq who wdf wkw

Lula Belle and Arkie, songs; Uncle Ezra, Maple City Four, and Joe Kelly, m. c. WJZ KDKA WLS wgar wave wfla wbp kvoo
8:30—Hollywood Show Case: Lud Gluskin's Orchestra and guests. WABC WKRC WHAS WJR wbbm whk wfbm kmcb kmox wwa wbt wfa wwl
9:00—Cincinnati Summer Opera Association Program, from Zoological Gardens, Cincinnati. WLW to WJZ, KDKA wgar wave wire wham
9:45—Patti Chapin, songs. WABC WKRC WHAS wbbm whk wfbm kmcb kmox wadc who wbt wwa wbt wfa wwl wco

Archeologists on NBC

WCKY will present a broadcast from a "buried city" in Kentucky on Monday, July 26, from 4:00 to 4:15 p. m. (E.S.T.), when NBC engineers place microphones at the new archeological excavations at King Mounds, Wickliffe, Ky.
Dr. Fain W. King, noted archeologist, and other scientists will comment on the skeletal remains, bone implements, and other material recently uncovered in a lookout mound.
Durward Kirby of the NBC Chicago staff will announce the broadcast. The "buried city" is located at the junction of the Ohio and Mississippi Rivers, not far from Cairo, Ill.
B. A. Rolfe was one of filmland's most prominent producers in the early days of motion pictures.





RADIO FAVORITES SHOOTING AND SHOT AT BY THE ASTRONOMER

Nomination for radio's most vicious cycle: Working on the theory that listeners just don't listen in summer . . . radio moguls and sponsors refuse to put on big name stars during the summer. Result . . . poor programs. Result . . . listeners who really want to listen, don't . . . because there's nothing to listen to. Result . . . radio moguls and sponsors go on believing that people don't listen during the warm months.

This summer, though . . . lots of the sponsors were afraid to go off the air, since they might not find time available in the fall. Most of them took the big names off their shows . . . kept just a skeleton program at a minimum cost . . . and footed the reduced bill to reserve their time. It's a safe bet, though, that things will be different next summer . . . and there'll be something worth listening to during July and August.

Most of the lads and lassies at the radio stations this week are talking vacation instead of radio. Some of the WLW boys still recuperating from their baseball game with the Enquirer staff. Did WLW win because Bill Bailey, publicity dean, kept score??? Biggest news of the week at WKRC was the new "Everybody Sing" program now going into its third week. Joe Dunlevy, or Smilin' Dan, if you prefer, handles the feature and does a bang up job. That sort of thing is duck soup for the old vaudevillian . . . The hill top station's new air-conditioned studios make the show a pleasure for the singing audience.

And now . . . plagiarism rears its ugly head. Rumor has it that the Edgar Guest "It Can Be Done" show is being sued for \$50,000 by a chap who claims he submitted the idea to NBC in 1935. Don't know the particulars of this case . . . but there's plenty of piracy going on in radio these days. In many cases it's a question of "Who Steals My Idea Steals Someone Else's Trash" . . . Just the same the radio writers deserve a break. There's many a case on record of a chap writing an air show for a small stipend . . . and when the show clicks, he's fired if he wants more money . . . and some other writer carries on his original idea.

The results of the recent talent hunt conducted by WLW in Chicago: Deon Craddock, blues singer, who has done some warbling on KMOX, St. Louis; Lynn Cole, who, when he sang with George Olsen, sounded more like Bing Crosby than Crosby himself; and Angelo Rafealli, Italian light opera tenor. They hired a new writer and production man, too. Bob Kennett, WLW program chief, listened to hundreds before he selected the chosen few.

**ALONG THE MILKY WAY:** Ruth Lyons in a dither about her vacation on the West Coast . . . Tom Slater, the latest benedict. The knot was tied last Saturday . . . and WSAI didn't broadcast the event. Jeannine Macy, WLW's former pet and pride, doing alright on the CBS-WKRC Ford Show on Sunday nights . . . Spotted Bob Bentley dashing into the Wheel for lunch after his "man on the street" airing. Hello'd to Babs of the Smoothies as she made her way through traffic on Victory Boulevard. Laughed to see Joe Ries . . . white suit, cigar and all, climbing the ladder to the left of the Zoo pavilion . . . to announce the opera. Bailey Axton, tenor, ex-WLWite and embalmer, signed for the spot Lanny Ross has held so long on Show Boat . . . Tough luck for Bob Brown, announcer on Mary Marlin show whose cabin cruiser was stolen last week. When found, the boat was completely demolished . . . worst of all Bob carried no insurance.

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

**LET . . .**  
**Jane Grey's**  
**PHILOSOPHY**  
 BRING SUNSHINE INTO YOUR LIFE  
 Listen in — every  
**Wednesday & Friday, 12:15 (Noon)**  
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 presented by  
**KAMPF'S**  
 Leading Cincinnati Jewelers  
 18 West Sixth Street

**QUESTIONS AND ANSWERS**  
 By RALPH SIMPSON  
**RADIO DIAL'S "RADIO SLEUTH"**

**T**HUS far we have never had occasion to include a note of sadness in our questions and answers column, but the inevitable has come and so I wish to express my deepest sympathies to Mr. and Mrs. Keith Wildeson, whose six-year-old daughter, Bonnie, died early Monday morning, after only a day or two of illness. Keith, as you know, is famous as a leader of his band known as "Wildeson's Wildcats". He came to the Nation's Station in 1929 as an ace trumpet player with Henry Thies' orchestra. On behalf of his many friends at WLW I again extend most sincere sympathy.

I hardly know how to get into the business section of this week's column. The truth of the matter is, the source of the supply to satisfy the demand has been crippled temporarily; that is, until the vacations in the publicity department are over. You know, I never could see going all the way to the sea to see what the sea looks like to sea-going people who see the sea every day—see? In other words, you can stand on any one of our busy city street-corners and watch some poor sucker being taken in by the sharks. But people make funny uses of vacations. Take for instance Ben Bernie, Bing Crosby, Lee Tracy and others of like profession. They are all interested in the development of new waterways. They go to the track to watch the horses run. Just because Ben's nag ran backwards doesn't give him a right to crab. I hope you read this, Ben, for here's a red-hot tip. Next time you go to the races, pick your horse, place a good-sized \$2.00 bet on his nose, then change clothes with the caretaker and you'll clean up. Then there's the fellow who liked to walk back and forth in front of the Western Union office just to pass the time.

Birthdays are few and far between during this portion of the summer but the Radio Sleuth remains prepared with an ace up the proverbial sleeve. Those vocal hot licks of the Virginians heard on the Nation's Station as well as WSAI, are not representative (five-syllable word) of the fact that the boys were born in the cold months of the year, that is, all but one. Walter Roper, who sings bass, was born January 8; William Waters, baritone for the group, January 15; Fred Lane, lead singer, November 9; Robert Price, pianist, arranger and tenor, June 11. Watch your Radio Dial for programs of the Virginians.

Mrs. S.—The newest addition to the WLW-WSAI vocal staff, is the "Italian Street Singer". Not, however, Arthur Tracy, formerly of NBC, but one Angelo Raffelli, recruited from Chi-

cago. There are others who have as yet not arrived, but when they do, rest assured the Radio Sleuth will try to answer all questions.

Don—Roy Bary is now doing the piano interpolations (another five—er—er) for Paul Whiteman's Orchestra. Ramona is now in Hollywood making (not wearing) shorts for one of the movie companies.

I have received numerous inquiries as to the names of the characters on many of the popular dramatic programs. Perhaps the greatest demand is for those of "One Man's Family." I hereby comply. The part of Mr. Barber is portrayed by Arthur Morse; Mrs. Barber, Mrs. Morse; Joan, Ann Shelley; Pinkie, Richard Svihus; Bill Herbert, Bert Horton; Prof. Waite, Everett Glass; Anne Waite, Helen Musselman; Capt. Nicky, Walter Paterson; Beth Holly, Barbara Jo Allen; Claudia, Kathleen Wilson; Hazel, Bernice Berwin; Paul, Michael Raffetto; Teddy, Winifred Wolfe. Those assisting from time to time are Minnetta Ellen, Page Gilman, Barton Yarrow and Anthony Smythe. The organist is Paul Carson. The announcer, Wm. J. Andrews.

It looks as though the adage about the bad penny always returning might come true again. Mary Alcott is no longer singing with Benny Goodman's orchestra. The reason has not been given—to which you may shrug one shoulder and say "Oh, well."

Peter Grant has returned from a week's vacation in New York, healthy, not so wealthy, but plenty wise. He says it's tough to keep your eye on the scenery as the train trundles along for it makes one sleepy. He solved the problem by putting his arm out of the window, shutting his eyes and letting

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**BARNEY RAPP**  
 ORCHESTRA  
 with RUBY WRIGHT  
 No COVER CHARGE  
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his wrist watch. I wonder if he was kidding.

Floyd Mack, former WLW announcer for Bob Newhall, then the Johnson Family, is now selling things to radio fans in Hollywood, as announcer for a local station there.

Oh, yes, don't forget to tell your youngsters about the regular evening program of Friend Ralph over WLW Line from WSAI, 5:15-5:30 (E.S.T.), daily except Saturday and Sunday.

And with that the Radio Sleuth signs off, but don't be discouraged if this week's column doesn't make cents. It will just prove to me that the old Radio Sleuth can't coin a phrase.  
 S.S.

Alfred Gus Karger, commentator, will discuss "Congressional Investigations," Saturday, July 24, at 5:45 p. m. (E.S.T.), over WLW and the WLW Line.

**Parts For Any Sweepers**  
 regardless of age. Don't trade in your cleaner, letting someone else profit by rebuilding and selling it. We can make any sweeper look and work like new. Calls, deliveries, estimates free. Let us prove it to you.  
 25 ft. rubber cord—installed . . . \$1.00  
 Replace motor—any make . . . \$3.80  
 New Bearings, clean, pack motor. 1.00  
 Sweeper bags—all types . . . . . .75

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 South 1234

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

PROGRAMS FOR SUNDAY, JULY 25

(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 (7:30, 8:00, 9:00, etc.).

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

NOON—Church of the Air: Rev. Jordan Loiseille, C. P. Passionist Monastery, Jamaica, L. I., N. Y. WABC WKRC WHAS WJR wcau wadw whic wsf wsa wcc...

Program under auspices of Smithsonian Institute. WFAF wgy wtm wmaq wdf wkw wj...

WLW wgar wave wire wham wowo Catholic Hour: "Joy of the Sad." Rev. John B. Delaney, C.S.C. of Portland University, speaker; Paulist Choir, direction Father Finn. WFAF WSAI WSM wgy wtm wmaq wj who wdf wkw...

wmaq wgy kyw wdf wtm wj who wire 6:45—The Fitch Jingle Program: The Morin Sisters and Ranch Boys, trio. WFAF kyw wgy wtm wj wmaq who wdf...

(Continued on page 18)

# BROADWAYS and BYWAYS



1. Over at Jimmy Brink's Lookout House this week you can catch a glimpse of old China in the personage of Tung Pin Soo, the "Oriental Mystifier." Just after this was shot the comely maidens disappeared—some one rang the dinner bell!

2. It's a legacy—(Leg I see, youse muggs)—left by the Carroll Sisters.

3. Tung Pin Soo took two girls and made them into one. Nice work, if you can get it.

4-5. Something tells us that there's a fight brewing.

6-7. More Bachelorettes at play.

8. From the smiles the lassies are displaying it appears they are perfectly satisfied.

9. Careful there!—Looks like you picked the wrong man for protection.

10. Give me one more chance.

# WSAI

Cincinnati's Own Station

extends greetings and best wishes to

# WCKY

on this latest step in WCKY's contribution to broadcasting progress in the Greater Cincinnati area.

## MORE POWER TO

### L. B. Wilson

and

## WCKY

On the dedication of their New Transmitter

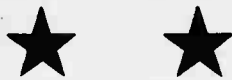
July 27.

Congratulations and the best of luck

# WKRC

Owned and operated by the Columbia Broadcasting System

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



PROGRAMS FOR MONDAY, JULY 26



(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 rows for 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).

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

WSAI WSM wgy wire wtm wmaq wdf wj who ksp wfaa kvoo wfla wae -"Pick and Pat in Pipe Smoking Time," blackface comedy, and music; Edward Roeker, baritone; Benny Krueger and his Dill's Best Yellow Jackets. WABC WKRC WJR wbbm whk kmbc wcau wbt wadc -Goldman Band Concert, Edwin Franko Goldman, conducting. WJZ WCKY KDKA WLS wgar wire wham 8:00-Fibber McGee and Molly, comedy sketch, with Marion and Jimmy Jordan; Ted Weems and his Orchestra. WEAF WLW WSM kyt wtm wvj wire wmaq who wdf ksp wfaa wave -Columbia's Shakespeare Circle: Edward G. Robinson in "Julius Caesar"; Claude Rains as "Cassius." Raymond Massey, Walter Abel, Reginald Denny; Conway Tearle, narrator. WABC WKRC WJR WHAS wbbm wfbm whk kmbc wcau kmox wadc whio wbt wjz wco 8:30-Hour of Charm, Phil Spitalny and his Girls. WEAF WLW WSM kyt wgy wvj wtm wmaq who wdf wire ksp wfaa wave kvoo -John Barrymore's Shakespeare: "Taming of the Shrew." Incidental music, direction Will Prior. WJZ WCKY KDKA WLS wire wham wwo 9:00-Wayne King's Orchestra. WABC WKRC WHAS WJR wbbm wfbm whk kmbc wcau kmox wadc whio wbt wvl wcco -Contented Program; The Lullaby Lady, Male Quartet; Vivian Della Chiesa, lyric soprano; orchestra direction Frank Black; Vincent Pelletier, announcer. WEAF WSAI WSM kyt wgy wmaq wtm wvj who wdf wfla wave kvoo wfaa wire 9:15-Paul Martin and his Music. WJZ WCKY KDKA WLS whm wgar wwo 9:30-Al Donahue and his Rainbow Room Orchestra. WEAF wgy wtm wmaq who wdf kyt -National Radio Forum, guest speaker. WJZ WCKY KDKA WLS wgar wave wire wham -Your Neck o' the Woods: "Texas, the Lone Star State," Carl Carmer. WABC WKRC WJR whk kmbc wcau kmox wadc whio wbt wfaa wcco wvl 10:00-Ted Lewis and his Orchestra. (CBS) (WKRC WHAS at 10:15) wbbm wadc wspd who wsb 10:00-Tomorrow's News Today. WABC only -Jolly Coburn and his Claremont Inn Orchestra. (NBC) WCKY (KDKA on 10:15) wgar wave wire wham -Poetic Melodies-(CBS) WHAS WJR wbbm wfbm kmbc kmox wvl wcco -The Pepsodent Program: Amos 'n' Andy. (NBC) WLW WSM -Esso News Reporter. WJZ only 10:15-Jerry Blaine's Orchestra. WEAF WLW WSM wgy wtm wmaq who 10:30-Bernie Cummins and his Orchestra. WABC (WKRC on 10:45) WJR whk wfbm wcau wspd wsb wbt wadc -"Pick and Pat in Pipe Smoking Time." (CBS) WHAS kmox wfbm wcco -Eddie Varzo and the Hotel Bismarck Orchestra. WJZ WLS (WCKY on 10:45) wave wire wham wgar wwo -Emery Deutsch and his Orchestra. WEAF WSM wgy wtm wmaq who 11:00-Bob Crosby and his Orchestra. WABC WKRC (WJR on 11:15) whk wcau wadc whio wbt wfaa wvj -Jesse Crawford and Orchestra from Congress Hotel. WJZ WCKY WLS wgar wave wire wham wwo -Al Trace and his Orchestra. (CBS) wbbm -Larry Burke, tenor. WEAF wgy wtm wmaq who 11:08-To be announced. WEAF wgy wtm wmaq who 11:30-Trump Davidson's Club Esquire Orchestra. WEAF WLW WSM wgy wtm wmaq who -Marvin Frederick's Commodore Parry Hotel Orchestra. WJZ WCKY KDKA WLS wgar wave wire wham wwo -Charles Gaylord and his Orchestra. WABC WKRC WJR whk wfbm kmbc wsb wbt

# WCKY

is now booming a new and more powerful broadcasting signal into Ohio, Indiana and Kentucky and hundreds of cities including

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Williamstown  
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Paris

### INDIANA

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Connersville

—and further points north, east, south and west in the rich Ohio Valley!

Tune to 149 on your dial and you'll invite and receive a steady and clear reception plus the best NBC programs and WCKY's own productions.

Official dedication of the new and more powerful 10,000 watt RCA transmitter from the WCKY Cincinnati studios, Netherland Plaza Hotel at 8:27 P. M. (E.S.T.) Tuesday, July 27th.

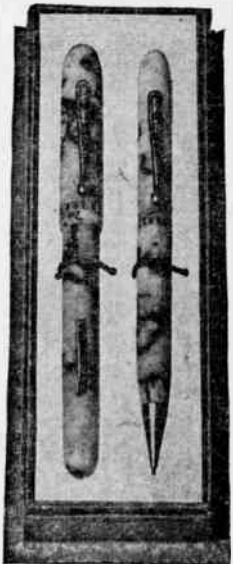
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## HERE'S THE NEWS WOMEN HAVE BEEN WAITING FOR

Mark it on your calendar—July 26. That's the day WSAI brings you a new idea in news . . . WOMAN'S NEWSREEL, fifteen exciting minutes every morning, Monday through Friday. Listen to the thrilling voice of Charles Woods bringing you news of women and the world for McCormick and Company.

# WSAI

"Cincinnati's Own Station"

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

PROGRAMS FOR TUESDAY, JULY 27

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR) and time slots (6:30, 7:00, 7:15, etc.).

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 wvva wbt wwl wcco
6:15—Vocal Varieties—Choral Group of 14 Voices. WLW to WEAf wgy wtm wire wmaq who kstp
6:30—Horlick's Lum and Abner, comedy sketch. WJZ WLW WLS wger
6:45—To be announced. WABC WKRC WHAS WJR wbbm whk kmbc wcau wbt wcco
7:00—Hammerstein's Music Hall: Ted Hammerstein, m. c.; Jerry Mann, comedian; guest stars; Music Hall Orchestra. WABC WKRC WHAS WJR wbbm whk kmbc wcau wbt wwl wcco wadc
7:30—Grant Park Concert Chicago Philharmonic Orchestra. WABC WKRC WJR WHAS wbbm wfbm whk wcau wbt wcco wadc
8:00—Vox Pop, conducted by Parks Johnson and Wallace Butterworth. WEAf WSAI kyw wgy wtm wwl wmaq who wdf wira
8:15—Johnny Green's Orchestra. WABC WKRC WHAS WJR wbbm whk kmbc wcau wbt wcco wadc
8:30—Benny Goodman's Swing School: Guest artists. WABC WKRC WHAS WJR wbbm whk wcau kmbc wmx wadc whk wsb wbt wsf wwl wcco
8:45—"It Can Be Done," dramatic sketch, with Edgar Guest. Frankie Masters' Orchestra. Masters Voices, singing ensemble; guest speakers. WJZ WLW KDKA WLS wgar wham
8:50—"Watch the Fun Go By," presented by Al Pearce and his Gang. Nick Lucas, singing guitarist; Arlene Harris, "Human Chatter-box"; Larry Marsh's Orchestra. WABC WKRC WHAS WJR wbbm wfbm whk kmbc wcau wbt wwl wcco wadc
9:00—Sinfonietta M
9:15—Hits of the Week
9:30—Hits of the Week
9:45—Billy Snider's Orch.
9:50—Your Unseen Friend C
10:00—Poetic Melodies C
10:05—News Comes to Life
10:10—Serenade in the Night
10:30—Ross Pierce's Orchestra
10:45—Barney Rapp's Orch.
11:00—Headline News
11:05—Bud Ebel's Orchestra.
11:15—Phil Levant's Orchestra
11:30—Tommy Dorsey's Orchestra
11:45—Orchestra. WEAf WSAI WSM kvoo wvj who kstp wmaq wdf wira wve wvy wwm wfea

9:00—The Other Americas—Edward Tomlinson, authority on South American affairs, commentator. WJZ KDKA WLS wgar wave wire wham
9:15—U. S. Navy Band. (CBS) WKRC WHAS wfbm kmbc kmox wsb wcco
9:30—Blue Velvet Music, with Mark Warnow; Hollace Shaw and guest, WABC WJR wbbm whk wfbm kmbc kmox wadc who wsb wbt wwl
9:45—Phillips Poly Follies. (CBS) wbbm wfbm kmox wsb wcco
9:50—Jimmie Fidler's Hollywood Gossip. WEAf WLW WSM wgy wtm wmaq who kyw wwl wira wfa wave wbp kvoo
10:00—Past Masters Program: Manual and Williamson—Harpichord Ensemble—four harpichords, organ, flute and strings. WJZ WCKY KDKA WLS wgar wave wham wfa wire wbp
10:15—Vic and Sade: Comedy sketch, with Art Van Harvey, Billy Idelson and Bernadine Flynn. WEAf WLW wgy wtm wave wire kyw wmaq wdf wwl
10:30—The Popsident Program: Amas 'a' Andy. WEAf WLW WSM wtm wwl
10:45—Hudson De Lange's Playland Casino Orchestra. WEAf wgy wtm wmaq who
11:00—"Poetic Melodies" Jack Fulton, tenor; Franklyn McCormack, reader, with Billy Mills' Orchestra. (CBS) WHAS WJR wbbm wfbm kmbc wwl wcco kmox
11:15—"Minute Mysteries." (CBS) wbbm
11:30—Dick Stabile and his Orchestra. WABC WKRC WHAS wbbm wcau whk wfbm kmox wadc who wsb wbt wsf wwl wcco
11:45—Al Donahue's Rainbow Room Orchestra. WEAf wgy wtm wmaq who
12:00—Jack Russell's Golf-More Hotel Orchestra. WJZ (WLS on 10:45) wgar wave wire wham
12:15—George Olsen and the Ambassador Hotel Coconut Grove Orchestra. WJZ WCKY WLS wgar wave wire wham
12:30—Bert Block and his Orchestra. WABC WKRC WHAS (WJR on 11:15) whk wfbm wcau wadc who wsb wbt wsf wwl wcco
12:45—Henry Busch's Chez Paree Orchestra. WEAf wjl wgy wtm who
1:00—Bernie Cummin's Orchestra. (CBS) wbbm kmbc
1:15—Marvin Fredericks' Commodore Perry Hotel Orchestra. WJZ WCKY WLS KDKA wave wire wham wgar
1:30—To be announced. WEAf wgy wtm wmaq
1:45—Tommy Dorsey and his Orchestra. WABC WKRC WHAS WJR whk wsb wbt wwl wcco
1:55—Al Trace's Orchestra. (CBS) wbbm kmbc

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

PROGRAMS FOR WEDNESDAY, JULY 28

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for radio stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and their respective programs and times.

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

Detailed program descriptions and notes for various stations, including program titles, performers, and broadcast details.

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

PROGRAMS FOR THURSDAY, JULY 29

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations: WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS. Rows list programs and times 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—Poetic Melodies: Jack Fulton, tenor, and Franklin Mac Cormack, piano reader. Carlton Kelsey's Orchestra. WABC WKRC wadc wwa wbt whk wca

Willson's Orchestra. WEF WSM WLW wgy wtm wmaq wave wvj wire kyw who wdf kstp wbp wfa
Major Bowes' Amateur Hour. WABC WKRC WHAS WJR wbbm wfbm whk wcau kmox wadc whio wbt wfsa wvl wcco

WJR WKRC wbbm whk wfbm kmcb wcau wadc whio wbt wcc wwa
Fletcher Henderson's Grand Terrace Cafe Orchestra. (NBC) wgy wtm wmaq who

Goldman Band Concert

Dr. Edwin Franko Goldman will conduct his famous band during the concert from Prospect Park, Brooklyn, N. Y., on Saturday, July 24, from 7:30 to 8:00 p. m. (E.S.T.), over the NBC-Blue network, including WCKY, KDKA and WSM.



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

PROGRAMS FOR FRIDAY, JULY 30

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCormack, reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wadc wcau wvva wbt
6:15—Song Time: Gogo Da Lys and Jack Shannon. WABC wcau wadc wvva whk wbt
6:30—Caballeros: Jorge Negrette, baritone; Ramon Armengo, tenor, and Paul Baron. (NBC) wgy wtm wmaq wire wdf wbp kyt ksp

7:15—Johnny O'Brien and his Harmonica Ensemble from San Francisco. WJZ WCKY KDKA WSM wgar whm wwo
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 whm
8:00—Waltz Time, with Frank Mann, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEA WSAI wgy wtm wmaq wjz wdf wky who wire
8:30—True Story Court of Human Relations, dramatization. WEA wgy wtm wjz kyt who wmaq wdf wire
9:00—Raleigh and Kool Show: Tommy Dorsey's Orchestra. WJZ WCKY KDKA WLS wgar whm wwo

(1240 kc Denotes NBC)

WHIO-DAYTON, OHIO

July 23 to July 30, Inclusive

Sunday Network Programs (Continued)

Table with columns for days of the week (Saturday, Sunday, Monday, Tuesday, Wednesday, Thursday, Friday) 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 titles and performing artists.

wire whom wmaq wfla wowo
-Woodbury's Rippling Rhythm Revue, starring Shep Fields and his Orchestra; Bob Hope and Honeychile. WJZ WLW KDKA WENR wgar 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 Haenchen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEA WSAI WSM kyw wgy wtm wvj who wila wdf wmaq wfla wire wwa
8:45-Choir Symphonette, vocal ensemble with instrumental accompanist. WJZ WCKY KDKA WLS wgar wwa wire wham
9:00-Seafest Sunday Night Party: James Melton, m. c. Robert Dolan's Orchestra; New Yorkers Chorus; Tom Howard and George Shelton, comedians, guest artists. WEA WSAI WSM wgy wtm wvj wnaq who wdf wfla wire
-Lewisohn Stadium Concerts: Philharmonic Symphony Orchestra, direction Paul Kolby. Davidson Taylor, commentator. WABC WKRC WHAS WJR kmcb wcau wfbm whk who wadc wsbw wbt wvl wvfa wcco
-National Music Camp at Interlochen, Mich.: National High School Orchestra and National High School Band, direction Dr. Joseph Maddy, president, National Music Camp, and Percy Grainger, head of Band Division. WJZ WCKY KDKA WLS wgar wwa wire wham wmaq wfla wowo
10:00-Judy and the Bunch. Vocal Quartet. WJZ WCKY wgar wwa wire wham
-Jerry Blaine and His Park Central Hotel Orchestra. WEA Wgy wtm wmaq kyw
-Press-Radio News. WJZ WLS wfbm wbbm who wadc wspd wsbw whk
-Frank Dailey and his Orchestra. WABC WKRC WJR WHAS wbbm kmcb wfbm whk wcau who wadc wbt wvfa wcco kmox
10:15-Paul Sabins' Hotel LaSalle Orchestra. WJZ WCKY KDKA WLS wgar wwa wire wham
10:30-Eddie Varzo's Hotel Bismarck Orchestra. WJZ WCKY KDKA wgar wwa wire wham
-Press-Radio News. WEA W and network.
-Gus Arnheim and his Orchestra. WABC WHAS WKRC wbbm kmcb whk wfbm wcau kmox wadc who wsbw wbt wvfa wcco
-Woodbury's Rippling Rhythm Revue, starring Shep Fields' Orchestra. (NBC) WSM wva wire wham
10:35-Carlos Molina's Hotel Stevens Orchestra. WEA Wgy wtm wmaq who wdf kyw
11:00-Henry Busse's Chez Paree Orchestra. WJZ WCKY KDKA wgar wham wwa wire
-Al Trace and his Orchestra. WABC WKRC WHAS WJR wbbm whk wfbm kmcb wcau wadc who wvfa wcco
-Barney Rapp's Beverly Hills Country Club Orchestra. WEA WSM and network

CONTEST CLUB

(Continued from page 7)
Coast to Coast Tourist Service-Frederick, Md., offer 14 cash prizes, \$100 to \$5 for best articles of 150 words or less "embodying original, specific, clever ideas of how we can improve our service." Must buy Tourist Guide. Closes September 15.
The Dow Dawn Patrol contest which was conducted in conjunction with the radio program broadcast over WKRC daily, except Sunday, at 7:30 a. m., closed on Saturday, July 3, at midnight and the names of the winners have been announced.
Mrs. Marie Sleight of 3442 Edwards Rd., Cincinnati, Ohio, was the first prize winner and was presented with a new 1937 Willys Sedan. Second prize of a Willys coupe was awarded to Mr. J. Allan Perry of 19 East Robbins St., Covington, Kentucky.
The Dow Drug Company have announced a new contest which will start on Thursday, July 22. A Nash Lafayette sedan will be first prize and more than one hundred other awards will be given. Details of the contest will be given in this column next week or you can tune in the Dawn Patrol any morning from 7:30 to 8:30 a. m., over WKRC and get details first-hand.

L. B. WILSON PRESENTS 10,000 WATTS

SEVERAL decades ago a youngster in Covington, Ky., received a magic lantern for a Christmas present. A magic lantern, you know, was the precursor of the motion picture and, indeed, of television, and it may seem a far cry from that little picture-projecting device to WCKY's new 10,000-watt radio transmitter, but there's a connection just the same.
The lad was L. B. Wilson, now the guiding spirit of Cincinnati's second most powerful station and a leader in the American broadcasting industry. At that time, neither L. B. nor anybody else visioned the modern division of "show business" that is called radio, but the little magic lantern stirred the "show business" urge in the youngster.
The opportunity came when L. B. was still in his teens. The movies had emerged from the storeroom theater

period and a Covington capitalist built the Colonial, a house with real cushioned seats, a stage and a fire-proof projection booth. The owner found, however, that ideas are needed to bring money into a box office. He knew young Wilson and was impressed by the latter's evident ingenuity as a showman. So L. B. got the job of managing the theater, which offered pictures and vaudeville.
One day L. B. bet the boss he could get 7,000 paid admissions into the Colonial in a single week. It seemed like a good bet. That many people had never attended one show in seven days in Covington before. L. B. immediately set to work to stage a revue of his own. He employed local talent and even wrote two songs himself for the production. Liberal advertising attracted throngs at ten and twenty cents a head, and by Friday

night 7,000 persons had already stepped up to the ticket window and laid down cold cash.
The owner wanted to raise the managers' pay to \$20 a week. But the manager decided to quit and apply his showmanship talents in another field. Before leaving, he predicted to the owner that some day he would build his own theater in Covington.
In 1923, he fulfilled his prediction that he would one day build a theater of his own. The Liberty Theater rose to dazzle the citizenry and the youthful showman later acquired other picture houses. Meantime, he had entered the banking business and effected a merger of two leading Covington banks, of which he became executive head.
Other business ventures—including manufacturing and retail merchandising—also claimed part of his time, so that in 1929 when radio attracted his attention he founded a broadcasting station without any idea of mak-

ing it his principal business interest.
WCKY went on the air in September, 1929, owned and operated by L. B. Wilson, Inc. With 5,000 watts and as an associate station of the National Broadcasting Co., it soon became recognized as a major factor in the Cincinnati radio picture. A keen student of "show business," it did not take Wilson long to realize that broadcasting was a field which was bound to claim the lion's share of that business.
In 1931, Wilson decided to make radio his principal business field. He cast loose from some of his other interests and took over active management of WCKY. As president and general manager he has brought the station to the front rank of American broadcast outlets. As a member of the National Association of Broadcasters he has been active in the industry's efforts to increase radio's service to the public. Last year he was
(Continued on page 20)

# GUYS, GALS, GIGGLES AND GROANS



MARK HELLINGER

## VIEWPOINT

**T**HE judge seemed bored. He kept tapping his fingers on the desk and staring at the ceiling.

The prosecuting attorney called a beautiful blonde to the witness stand. The blonde took the oath, seated herself in the chair and crossed her legs. The judge came to life.

The prosecutor studied the witness with a speculative air.

Finally, he decided to get down to business. He pointed a finger at the witness.

"Where were you," he thundered, "on the night of March 21st?"

"Just a minute," said the blonde. She reached into her handbag and brought out her diary. She turned to the page marked March 21st, in order to refresh her memory.

Suddenly she began to giggle. The prosecutor leaned forward.

"Come, come," he demanded impatiently. "Answer my question. Where were you on the night of March 21st?"

But the blonde wouldn't answer. She kept looking at her diary, and giggling. The people in the courtroom craned their necks, wondering what the witness had done on that particular night.

Even the judge's curiosity was aroused. He addressed the witness.

"Kindly answer the question," he ordered. "Where were you on the night of March 21st?"

The blonde began to laugh loudly. Then she sobered.

"On the night of March 21st," she informed the court "my husband and I started on our honeymoon."

The courtroom relaxed. The prosecuting attorney frowned in disappointment.

"You started on your honeymoon!" he echoed. "Well, what's so funny about that?"

The blonde raised her right eyebrow and shrugged. "I don't care what you think," she giggled. "I thought it was fun!" . . .

## RETORT

**T**HE young author sent a story to a magazine editor. With the story went a note.

"Dear Sir:" it read. "This is my first literary effort. Tell me what you think of it."

The editor answered with a brief note.

"Go ahead," he challenged spiritedly. "Just double-dare me!" . . .

## CONTENTMENT

**T**HE mountaineer was dozing on the porch. A fading afternoon sun cast a gentle blanket of subdued light over the quiet countryside. (Pretty, ain't it?)

Suddenly, a woman's voice was heard from the interior of the mountaineer's shack.

"Jabez!" she cried shrilly.

The hill-billy's eyes remained shut.

"Huh?" he grunted.

"Better shet the door, Jabez," requested his wife, from inside. "The flies is pourin' inter the house thicker'n all git."

The hill-billy yawned mightily.

"'Tain't no sense in me closin' the door now," he drawled lazily. "Ah'll be goin' inside in an hour or two!" . . .

# A Hellinger Short Story

## Harried Lady

**M**ARGIE sat with one leg over the arm of a chair. A cigarette drooped from her lips. She studied her sister who, at the moment, was unpacking valises like a Chinese bandit.

"All right, kid," said Margie quietly. "You've moved in, and now you're unpacking. So suppose you tell me what it's all about."

Gert looked up from her grips with surprise in her eyes. She seemed astounded that her sister didn't know the cause of the trouble.

"Why, didn't you know?" she said. "I thought you'd guess it right away. Bill and I are quits. Really quits, this time."

"You don't say," murmured Margie. She stretched slowly. "Don't tell me how it happened, sis. Let me make an expert guess. He came home suddenly and found that you had another man around as company."

Gert seemed a trifle angry. "Not on your life!" she replied virtuously. "What do you think I am, Margie? You know I'm too careful for that!" . . .

**W**HEN the unpacking was completed, Gert sat down and lit a cigarette. Then, as sister to sister, they began to get down to cases.

"In the first place," said Margie sweetly, "you're a fool. Before we even begin to discuss whys and wherefores, you must admit that one fact."

"You married a nice little guy. He made you a decent home and he always handed in his pay. He doesn't play around. What more could you ask for in this day and age?"

Gert sniffed. It was a sniffy sort of sniff.

"Plenty," she returned. "But you wouldn't understand."

"Maybe so," Margie shrugged. "But if my memory isn't taking a walk right now, I recall vaguely that he found you running around with a guy named Mitchell. About five years ago, wasn't it?"

Gert nodded guiltily.

"That's right," she admitted. "But, good grief, Margie, what did you expect me to do? I have a husband who goes on the road to sell alarm clocks; alarm clocks that will do anything except get you up in the morning."

"Am I supposed to sit home while he's away, and twiddle my thumbs? Be sensible, Margie. It ain't practical!"

"I see," said Margie. "And this split is final, is it?"

"Absolutely!" Gert was very positive. "We're through now. All washed up completely. That's why I came here. I just want to stick around a couple of weeks until I connect with a job. You don't mind, do you?"

Margie smiled. "Don't be silly, sis," was her reply.



"In the first place," said Margie sweetly, "you're a fool."

"You know the joint is yours whenever you want it. But tell me something: I was very right about that Mitchell guy, wasn't I?"

"I told you that you were," Gert looked thoughtful. "It happened about a month after Bill and I got married. Bill was on the road with a flock of alarm clocks, and I met this Mitchell fellow by accident. What a spender he was! And what a man! He never saw one of Bill's alarm clocks, but he certainly knew what time it was!"

"I'll bet he did," Margie wrinkled her brow. "And, as I remember it, one of your girl friends told Bill the whole story when he got back. Say, it's a wonder he didn't kill you."

"He almost did. I tell you, Margie, I never knew the little guy could get so mad. I didn't know whether to scream for the cops or pull a faint. He hit me once, and I almost went through the ceiling." She shrugged. "But the next day he cried. And I cried. And I promised never to go out with another man again."

"But you did, didn't you?" asked Margie.

"Only with Harry," returned Gert promptly. "That's all, sis. Honestly. And you know I couldn't help that. That was love, Margie."

"It was the real thing. The kind of love that tears a woman's soul and leaves her defenseless. I was putty in Harry's hands. I swear it."

Margie coughed. "You've been seeing too many movies, Gert," she observed. "But tell me, wasn't Harry just putty in Bill's hands later? I mean, when Bill walked in and caught you both?"

"Wow!" Gert blinked. "Will I ever forget that night! I got down on my knees and begged Bill not to kill us. That's the only thing that saved our lives, I guess."

"Bill was a maniac. He punched Harry silly. He kicked me—could you believe such a thing, Margie?—he actually kicked me! And I thought it was curtains for little Gert."

"Well, for almost a week after that, Bill hardly spoke to me. But then he said he'd forget it, and that we'd start all over. And that's just what happened. I made up my mind that I wasn't going to be putty in any man's hands from that day on."

"I see," Margie regarded her sister curiously. "But you changed your mind again, didn't you? Didn't Frank and Jerry and Nick do a fairly good putty job on you after that?"

Gert hesitated. "We'll, yes and no," she returned. "Bill never actually got the goods on those boys. They were just—well, just flirtations, if you know what I mean."

"I'm afraid I do, Gert," said Margie, wagging her head. "I'm afraid I do." . . .

**N**EITHER woman said anything more for a moment. Then Margie spoke again.

"You didn't tell me, Gert," she said. "What happened this time?"

"Well," related her sister, "Bill hit the road last Tuesday, and I didn't feel like playing around. So I went out to Aunt Minnie's house and she put me up for a few days."

"On Friday, I decided to go back to the apartment. When I get there, Bill is sitting in the living room with a face as long as a camel's. I say to him, very sweet like: 'Hello, Bill. What brings you back to town so quick?'"

"Well, did I get a surprise! He leaps up and shakes a fist in my face. He wants to know who I been out with. And what language he gets off! Margie, I couldn't even repeat it to you, my own sister!"

"So I tell him the truth. I tell him I've been up to Aunt Minnie's for a couple of days. And do you know what he does? He busts out laughing like Charles Laughton just before the murder. He accuses me of everything under the sun and calls me every name you ever heard of."

"Then I got mad. I sailed into him plenty. After an hour, we split up for good. And here I am."

Margie marveled. "Strange game, isn't it, Gert?" she mused. "The one time in your life that you told him the truth, he left you."

"Left me!" Gert drew herself up and spoke indignantly. "Don't be ridiculous, Margie. I'll have you know that I left him."

"Yes, indeed. I have too much self-respect. How could I go on living with a man who didn't trust me?" . . .

## SOB STORY

**T**HEY'RE telling a sad tale about a midget who went broke.

Seems he had to go over the mole-hill to the poor-house! . . .

\* \* \*

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## HOLLYWOOD

**A** COUPLE of movie writers were sitting in the Trocadero, in Hollywood, when an assistant director walked in.

"Is he as intelligent as they say he is?" asked one. "Absolutely," was the reply. "He can say 'yes' in seven languages!" . . .



For reasons never quite clear, comparisons are supposed to be invidious. Be that as it may, a comparison of the Hamlet which opened the CBS counterattack July 12, with the NBC Hamlet which started the Shakespearean war several weeks ago is inevitable. So here goes, invidious or not. In the not always humble opinion of this dial-twister, Brewster Morgan's CBS adaptation of the Bard's best-known tragedy was considerably superior to the "stream-lined" version John Barrymore devised for NBC. It told a more complete and coherent story, that retained the element of feminine interest. But on the score of acting the tables were reversed. At its best, Burgess Meredith's Hamlet was not alive or assured, and at its worst it was—dramatic crime of crimes—"elocution," in striking contrast with Barrymore's fine portrayal of the part. Oddly enough, the standout acting was by William A. Brady, as the ghost. If these mixed comparisons are going to be the rule it looks as if the listener will have to dial both versions to get a well-rounded radio Shakespeare. And that isn't likely with the competing performances on the air at the same time.

It's good news that Fred Allen has signed a two-year contract with his present sponsor. Town Hall Tonight will continue a full-hour show, notwithstanding rumors that had it being cut to 30 minutes. This summer Fred will make a movie.

The radio engineers say a good aerial is essential for an all-wave receiver. They're right. But the rule is subject to bewildering exceptions. The other day a squall blew down my aerial. Yet with only six feet of lead-in the British and German stations have been locals, and sixth district amateurs on the twenty-meter band have been piling up plenty of Rs. A providential break or just one of those things?

Press release headline: "Shakespeare would be master gag-writer today, assert CBS comedians." They ought to know. They've been working over plenty of his stuff.

Comes word that Lanny Ross is to head a full NBC hour of musical comedy for Packard, beginning Sep-

tember 7. Though further details are lacking, it looks as if this spells exit for Astaire and Butterworth. It's too hot to put on mourning.

As if the Shakespeare war weren't bad enough, the two big networks are in head-on competition with programs of fine music at 9 p. m. (E.S.T.), Sunday: from Interlochen, over NBC-WCKY, and the Lewisohn Stadium over CBS-WKRC. This makes one blade of grass grow where two should flourish. When, oh when, will radio master the art of coordination?

Every Sunday makes it clearer that Bergen and McCarthy are the comedy standouts of that Chase and Sanborn show. Some say it's the convulsing McCarthy manner. But I'm inclined to think it's both effective manner and good material. Anyway, Edgar and Charlie have been making Fields look pretty clumsy.

Those CBS Bible dramas (1:30 p. m. E.S.T.), Sunday, are cultivating a field NBC has neglected since the pioneer days ten years ago. An able cast and skillful adaptations give these familiar stories the interest of contemporary fiction. In many ways they're as effective as a set service.

Evidently the networks have just begun to fight for drama honors. After the series of four O'Neill plays, which are to follow "stream-lined" Shakespeare, NBC will air a 75-minute version of a Shaw play, adapted by G. B. S. himself. Considering the Shavian price scale, this will cost Radio City more than a couple of carton tops. And by way of a flank attack National will launch a series of three full-hour plays featuring Ina Claire, next Sunday, at 7 p. m. (E.S.T.). At last here's a break for the harassed listener, since it won't be in direct competition with CBS Shakespeare.

If any further proof were needed, this summer of the great static is demonstrating the worth of WLW's 500 kw. Even when other locals are riddled with the storm barrage, the big fellow pounds through as clearly as if the air were millpond quiet. That often makes the difference between radio and no radio.

## WANT TO PLAY BALL? HERE'S CHANCE

Proving that radio announcers, singers, and script writers are as adept at playing baseball as they are at entertaining, the WLW-WSAI Mike Men, composed of radio stars and engineers, won their second consecutive game from the Cincinnati Enquirer Pencil Pushers July 18. The score was 4 to 3.

Bob Maley, continuity writer, allowed five hits and walked none, while he struck out eight batters. The starting line-up included, besides Maley, Glenn Parker, announcer, catcher; Al Helfer, announcer, first base; Charles Goldstein of the Four Modernaires, second base; Homer Camery, messenger, third base; Franken of the program coordinator's office, shortstop; Naiph Abodahe, continuity writer, left field; Oscar Pressnell, engineer, center field, and Walter Brester, engineer, right field.

Other players include Larry Menkin, script writer; Rex Griffith, tenor; Gene Trace, announcer; Ralph Simpson, announcer; E. C. (Jimmy) Krautners, continuity editor; Hal Dickinson of the Modernaires; Bob Booth. Mobile Unit engineer; Eldon A. Park, program coordinator; Bob Heidler of the WLW-WSAI news room; Bob Kennett, program manager of WLW; and Harry Schuler, program director of WSAI. Bill Bailey, publicity director of the stations, is manager.

The WLW-WSAI Mike Men are open for Saturday or Sunday games, Bailey said.

## At Lookout House

Playing his second Cincinnati engagement in less than two months, Lang Thompson returns to the Lookout House to be heard each evening over WLW and the WLW Line.

Thompson, a southerner by birth, leans toward what is termed as string music and the waltzes. Incidentally, he is one of the youngest maestros heard on the network today.

Edgar Guest, the noted American poet, was born in Northampton, England, and came to this country at the age of nine.

## L. B. WILSON PRESENTS 10,000 WATTS

(Continued from page 18)

ected by the N. A. B. membership, which includes most of the country's 600 stations, to a three-year term on the association's board of directors.

In the broadcasting industry, Wilson is known to everyone as "L. B." And those initials are really his first name, standing for no other names.

In 1929, Wilson married Jean Oliver, leading lady in Broadway and road plays. They reside at a country home south of Covington.

## SUNDAY VESPERS

Dr. Paul Scherer will speak on "What Use Do You Make of Religion?" during the Sunday Vespers program July 25, at 3:00 p. m. (E.S.T.) over the NBC-Blue network, including WCKY, WLS, and WSM.

## "Story of Industry"

The background and development of the naval stores industry will be the topic of the weekly "Story of Industry" series on Saturday, July 24, from 2:30 to 2:45 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHAS and WJR.

# \$1400.00

IN PRIZES GIVEN AWAY FOR  
"REASONS WHY" YOU

## Like DOW'S New "Supreme" ICE CREAM

Wouldn't you like to be driving a New 1937 Nash LaFayette 5-Passenger Sedan? You can if you enter Dow's Supreme Ice Cream Contest and win the first prize, or you may win any one of the 100 other valuable prizes. The contest is simple and easy. Everybody, young and old, has an opportunity.

Just go to your nearest Dow's Soda Fountain. You will receive an entry blank with your purchase. On this entry blank you'll find the phrase, "I Like Dow's New Supreme Ice Cream because....." All you have to do is complete this phrase, giving your reasons for liking Dow's New Supreme Ice Cream. Sign your name and address. Deposit in the official entry box in any Dow's Drug Store. That's all there is to it. Get your official entry blank now.

## Here's a Complete List of Prizes

**FIRST PRIZE** \$834.00 De Luxe 2-Door 5-passenger Nash LaFayette Sedan. It's on Display at the Nash Cincinnati Motor Company, 1847 Reading Road and authorized Nash dealers.

**2nd to 3rd PRIZES:**  
\$64.94 Philco Console Radios.

**4th to 5th PRIZES:**  
\$36.95 Silver King Bicycles.

**6th to 10th PRIZES:**  
\$17.95 Sunbeam Buffet Electric Toaster Sets.

**11th to 20th PRIZES:**  
\$8.75 Silent Nite Electric Fans.

**21st to 30th PRIZES:**  
\$5.00 Boys' and Girls' Coaster Wagons.

**31st to 40th PRIZES:**  
\$5.00 Thirty-Two-Piece Dinner Sets.

**41st to 45th PRIZES:**  
\$5.00 Dow Drug Co. Merchandise Orders.

**46th to 50th PRIZES:**  
\$2.50 Dow Drug Co. Merchandise Orders.

**51st to 101st PRIZES:**  
\$1.00 Dow Drug Co. Merchandise Orders.

**Dow's Dawn Patrol, Station WKRC, 7:30 to 8:30 A. M.  
Every Day.  
(Except Sunday)**