Stadia Jiak Ending September 10, 1937

LANNY ROSS

IN NEW SERIES OVER NBC-RED NETWORK

(See page 11)

Weekly RADIO DIAL

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WEEK ENDING SEPTEMBER 10, 1937

LISTEN OR ELSE

In most respects radio is synonymous with progress. Technically, financially, and to a less extent artistically, it has made prodigious advances during the 17 years of its existence. But there is one department in which, far from going forward, it has lost ground. And that is the acceptability of commercial announcements.

Readers who began their dialing back in the days of the trickle-charger and neutrodyne will bear witness to that. From something which listeners tolerated and even respected, the commercial announcement has become a general source of irritation.

Usually this irritation is chronic. But now and then, some practice makes it acute. And at the moment one of those practices is the "planting" of commercials in the text of programs.

Several news broadcasts use this device. Instead of the commercial being read by the announcer, it is part of the commentator's script. Certain musical and comedy programs also employ it, working sponsor blurbs into performer's lines.

The purpose of the strategy is obvious. Sponsors believe—and rightlythat listeners are forearmed against commercials when read by an announcer. So they put their sales talk in the mouths of performers, assuming that listeners will be caught off guard and that interest in the program will be carried over to the blurb.

If all listeners were naive or all commercials were interesting, the results would be perfect. But, unfortunately for the sponsors, neither premise is true.

The chief result is to make the listener feel that his confidence has been abused, that he has been tricked into listening to something he does not want to hear. He feels just as he would if a story in a popular magazine carried a resounding plug for some advertiser's product. And such a feeling is scarcely conducive to the good-will, attention and respect necessary if a sponsor is to have a hearing.

That too is obvious, at least on the receiving end. But, inexplicably, it has not filtered through to the sponsors. Far from diminishing, "planted" commercials seem to be increasing.

This bewildering indifference to what happens at the loudspeaker is not limited to putting blurbs in the mouths of performers. It extends to commercial announcements in general. Most sponsors seem to assume that they can do as they please with sales talk because they pay for programs. The only thing wrong with that comfortable assumption is that listeners have the final word about the whole matter.

A reader states the case suscinctly: "Sure, the sponsors pay the piper. But do we have to dance?"

That declaration of independence might well be pondered by many a sponsor. When listeners can take the "or else" alternative, the "listen or else" philosophy of broadcast advertising is doomed.

John Barrymore and Elaine Barrie in Philip Barry's "The Animal Kingdom" over NBC Net

John Barrymore and Elaine Bar- | seeking authors. Marriage outside this rie, who scored a great success in their recent "Streamlined Shakespeare" series, return to the air Monday, September 6, in the first of two modern comedies. Philip Barry's "The Animal Kingdom" will be broadcast from Hollywood on that date, from 8:30 to 9:30 p. m. (E.S.T.), over WCKY and the NBC network.

In "The Animal Kingdom," Barrymore will play the role of a scion of cent on Youth," by Samuel Raphaelwealth, whose hobby is publishing son will be broadcast September 13, the books of struggling and truth- over the same stations.

circle, however, removes him from the unconventional atmosphere of the literary world. He comes to regard business success and respectability, characteristics of "the animal kingdom," as more desirable than his ties with the exciting life of the intellectual world. The play revolves around the conflict thus generated.

The second play of the series, "Ac-

COLUMBI-A-MUSINGS

From WKRC

By MARGARET MALONEY

When Eddie Cantor returns to the air in September, his weekly shows will be aired on Wednesdays. It's the first time in his six years of broadcasting that he'll be heard any night but Sundays. He gets the time that Ken Murray has had and Murray and Oswald will be heard on Hollywood Hotel in future.

Harry Langdon, comic of silent picture days, will write the scripts for Al Jolson's fall series . . . Al will be back over CBS and 'KRC, Tuesday, September 6.

Maynard Craig enjoys doing his "Notes and News" program more than anything else he does. Aired daily except Sunday over 'KRC at 4 o'clock, the show is quite popular because of Craig's naturalness and lackadaisical style.

It'll be the Voice of Bob Trout that you'll be hearing now on the Professor Quiz program. He is taking the spot as announcer left when Arthur Godfrey resigned.

Beginning September 7, George Olsen's ork will have a CBS wire.

Charlie Koch, 'KRC announcer, is responsible for the latest situation gag. It seems that a salesgirl in a downtown store quit her job about a year ago and got married. Last week the stork paid her a visit. Her girl friends went out to the hospital in a body one night to take a peep at the baby. They arrived after visiting hours. The next day one of the girls, determined to reach the hospital in time to see the baby, ran from the store, hailed a taxicab and said to the driver: "Maternity Hospital, quick." The driver stepped on it-he slithered through traffic like a fire chief. A speed cop stopped him and the driver explained that he had to get to the maternity hospital in a hurry. "Okay, buddy, follow me" and away they go with the cop clearing the path. The girl got very nervous and rapped on the window. The driver shouted: "We'll be there in just a minute, lady." When they got to the hospital, the girl had fainted so the cop and the taxi man carry her in. She awakened in the maternity ward, wondering why she was there. So did the hospital attendants!

John Charles Thomas will be the first guest soloist on the fall series of Ford Sunday Evening Hours. They resume on September 12 over CBS and WKRC.

New Show, by George



Only 21, pretty Florence George, a native of Dayton, Ohio, has been selected as the feminine soloist for the new F series, beginning September 7 over WCKY, WSAI, WSM and the NBC-Red network. Miss George will star with Lanny Ross, Charles Butterworth and Raymond Paige's orchestra. The program originates in Hollywood, where Florence is soon to appear in her first talkie role.

At a farewell party given by NBC's insisted on showing several reels of Barbara Luddy for Johnny Gibson, motion pictures he had made of Bill West Coast actor, Bill Thompson was doing some of his most popular comic the real guest of honor in that Johnny pantomime routines.

Dramatic Critic



Herman J. Bernfeld, dramatic critic of the Cincinnati Enquirer, was guest of Ruth Lyons, 'KRC program director, recently on her Monday night Shakesperean interview. Mr. Bernfeld gave the listening audience some interesting facts about Shakesperean works.

NOTED ARTISTS IN GERSHWIN MEMORIAL

Cooking School Interviews



A "salt-shaker' type microphone is very appropriate at a cooking school, and it is one of these new style mikes that Rex Davis and Mary Jane, WCKY announcers, are using during the broadcast pictured above. Each day of the Time-Star Cooking School at the Pure Food Show at the Cincinnati Zoo, WCKY broadcast interviews with women in the cooking school audience.

One of Dow's Contest Winners



Al Bland, pilot of Dow's Dawn Patrol, broadcast daily except Sunday over WKRC at 7:30 a. m., got a big kick out of presenting H. G. Folzenlogen with a bicycle as his prize in the recent Dawn Patrol contest. Mr. Folzenlogen is the father of six children, the oldest of whom is nine years and the youngest, seventeen months. The picture shows Bland with Mr. and Mrs. Folzenlogen.

Astaire, Crosby Will Sing

Program of Two-and-a-Half Hours Duration

Distinguished artists of the stage, creen, radio and concert hall will be heard in a two-and-a-half hour broadcast when the entire memorial concert of George Gershwin's works is carried over the WABC-Columbia Bowl, Wednesday, September 8, soloist in the Concerto in F, with transmitter, W2XE.

Pons, Swarthout, from 11:30 to 2:00 a. m. (E.S.T.). Otto Klemperer conducting.

Columbia is extending its network The principals from the

Some 30,000 who are expected to fill the famous natural amphitheater in the film capital and countless others listening on CBS will hear selected Gershwin songs presented by Lily Pons, Gladys Swarthout, Fred Astaire, Bing Crosby and Al Jolson, accompanied by the famous Los Angeles Philharmonic Symphony Orchestra, conducted by Victor Young. George Jessel will act as master-ofceremonies.

Other noteworthy items will be Jose Iturbi's combined performance of the piano solo part and direction network, including WKRC, WHAS of the orchestra in the "Rhapsody in and WHIO, from the Hollywood Blue" and Oscar Levant as piano

The principals from the original closing time two hours to present this significant event.

New York cast of the folk opera, "Porgy and Bess," Todd Duncan, Anne Brown and Ruby Elzy, will be joined by the famous Hall Johnson Choir of 40 voices in highlights from the production, which Alexander Steinert is to direct. The concert is to open with the "Of Thee I Sing" Overture conducted by Charles Previn. Another famous Gershwin orchestral work will be "An American in Paris," which Nathaniel Shilkret will direct. The services of all participants are to be contributed and the proceeds directed to the nonprofit music work of the Bowl. Columbia will short-wave the program to foreign receivers through its new







PROGRAMS FOR SATURDAY, SEPTEMBER 4





			(EAS	EASTERN STANDARD TIME)					(CENTRAL STANDARD TIME)			
	Ctorsonati (1490 tec)	WLW Cincinnati (700 kc.)	WKRC Cincinnati (850 kc.)		WSAI Cincinnati (1880 kc.)	WCPO Cincinnati (1200 kc.)	WHIO Dayton (1280 kc.)	WLS-WENR Chicago, III. (870 kc.)		WSM Nashville, Tenn. (650 kc.)	WHAS Louisville, Ky, (820 kc.)	
6:30 6:45		Top o' the Morning-		6:30 6:45		WCPO News		Farm Bulletin	5:30 5:45			
7:00	Island Serenaders N	Old Time Fiddlers Cadle Choir	Sun-Up Jamboree Sing Before Breakfast		Church Forum		Breakfast Express	News Report	6:00		Asbury College	
7:15 7:30	Morning Roundup .	Concert in Brass	Early Edition—News	7:15	Sun Dial	Rise and Shine WCPO News	WHIO Almanac	Evelyn & Hilltoppers	6:15	Golden West Cowhous	Breakfast Business	
	Glee Club N	Moments Musicale N	Dow's Dawn Patrol, with Al Bland—Time,	7:45	Drifting Pioneers	Waking Time		Variety Program Morning Devotions	6:45	" "	Salt and Peanuts	
8:00	Breakfast Club-Bob	News	Temperature, Music	8:00 8:15	Streamliners N	Move Along			7:00 7:15			
8:15 8:30		Morning Devotions Larry and Sue	Woman's Hour	8:30	•• ••	Builder Upper Bright Outlook	Palton Brothers C Fiddlers Fancy C	News Report Jolly Joe's Pet Pals	7:30	10 00	Jamboree	
8:45	Breakfast Club N	Lee Erwin	Fidler's Fancy; News	8:45	News	Working Time	News (8:55)	Novelodeons	7:46	• • • • • • • • • • • • • • • • • • • •	1 "	
9:00		Sweethearts N			Singing Strings M Vass family N	WCPO News	The Stringers C	Junior Stars Program		Sweethearts of Air N. Raising Your Parents N		
9:30 9:45	e0 gs	" "	Let's Pretend C	9:30	Variety Program M	11 11	Lat's Protocol C		8:30	" "	Let's Pretend C	
10:00	Bill Krenz's Orch. N Patricia Ryan N	Synagogue of the Air Patricia Ryan N	Fred Feibel at the	9:45	14	WCPO News		Don & Helen Downtown Shop'g News	9:00		The second secon	
80:15 80:30	Minute Men N	Minute Men N	Organ C	10:15		Gene Austin	Fred Feibel, organ C	WLS on Parade	9:15	Home Maker's Chat	Organ C	
10:45	Nagel's Rhumba News and Views	Rhumba Orchestra N .	Compinsky Trio—Old vs. New C	10:30	U. S. Army P -4 M	Kiddies Karnival	Compinsky Trio C	11 41	9:30 9:45		Compinsky Trio C	
11:00	Continentals N	Call to Youth N	Jack Shannon, songs C		Continentals N	WCPO News	Recreation Bureau	News: Announcements	10:00	Call to Youth N	Jack Shannon, songs C	
11:15	G. Hessberger N	Academy of Medicine Live Stocks		11:15	Rex Battle's	Merry Go Round	Orientale C	Novelodeons	10:15	Three Marshalls N George Hessberger's	Orientale C	
F1:45	** *********	G. Hessberger's Or, N		11:45	Ensemble N		Weeks's Farm Review,	Fanfare Interview	10:45	Orchestra N	Orchestra C	
\$2:00 \$2:15	Our Barn N	Fed. Women's Clubs Gus Haenschen's C. n.			From Headquarters Day Dreams	WCPO News	News; Markets	Don and Helen	11:00 11:15	Concert Sketches WSM News	The Captivators C Jimmy Shields C	
12:30	National Farm and	National Farm and	Buffalo Presents C	12:30	Happy Felton's	Man on the Street	Eddie and Ron	Markets; Weather	11:30	National Farm and	Buffalo Presents C	
1:00	Home Hour N	Home Hour N	Madison Ensemble C	12:45	Orchestra M Sylvia Cyde M	WCPO News	Buffalo Presents C Madison Ensemble C	Grain Market Summ'y Poultry Service Time	11:45		Sunshine Sue	
6:15		* *	Ann Leaf, organ C	1:15	Barber's Interviews	Rhythm Ramblers	Ann Leaf, organ C	Home Talent Program	12:15	18 01 00 00	11 11	
8:30 8:45	Don Fernando N	Golden Melodies N	Melody Express C Tours in Tone C		Palmer H'se Ensem, M Bill Dudley M	Hollywood Brevities	Tours in Tones C	Livestock Markets Home Talent	12:30 12:45	Banner Newshawk Cadets Quartet N	Produce: River Stages Tours in Tone	
2:00	Whitney Ensemble N .	Concert Miniature N	Down by Herman's C	2:00	Al Jahn's	WCPO News	Down by Herman's C	News: Julian Bentley	1:00	West View Park	Down by Herman's C.	
2:15 2:30	Cabelleros N	Week-end Revue N	Dept. of Commerce C		Sports Oddities Cincinnati vs. St. Louis	Siesta	St. Louis at CincinnatiBaseball game	Farm Sports Festival— Broadcast Direct	1:15	Orchestra	Dept. of Commerce C	
2:45	44 44		Clyde Barrie C	2:45		Vocalizations	" "	From Springt'ld, III.	1:45	Orchestra N	Clyde Barrie C	
3:00	Club Matinee N	Anniversary Death of Edward Grieg N.	The Dictators C	3:00 3:15	Cincinnati	Warm Ups	" "	Salzburg Music Festi-	2:00		Dictators C	
3:30		Billy Bryant N	The Dancepators C	3:30	11 11	Reds vs. St. Louis,	H H	val Program N	2:30	11 11	Dancepators C	
3:45 4:00		Vagabond Adventures	Notes and News	3:45 4:00	***************************************	at St. Louis	11 11		2:45 3:00	*******	Columbus	
4:15	All-Sports Review	with Tom Terris N	** **	4:15		44 11	Baseball scores	11 11	3:15 3:30	Show N	Baseball Game	
4:30 4:45	Nickelodeon N	Kaltenmeyer's Kindergarten N	Great Lakes Revue, from Cleveland C	4:30 4:45	Radioland Orch, M	81 81	Great Lakes Revue C.,	H. Middleman's Or. N	3:45	Kaltenmeyer's Kinder- garten N	40 11	
6:00 6:15		Top Hatters'	Musical Calendar	5:00	Lynn Cole		Ben Feld's Orch. C	Nickelodeon N	4:00 4:15	Top Hatters N	13 14 DP 61	
·	To be announced N., Press-Radio News N	Orchestra N	Ben Feld's Orch. C Newscast		Sally Jo Nelson M Johnny Messner M	Post Mortems	News: Sports C	Doubles Summary N., News; Whither	4:30	Dance Miniatures	Sports Resume C	
		Alfred Gus Karger	Dick Bray—Sports		Red Barber's Resume	Jam for Supper		Music N	4:45			
6:15	** 44	R. F. D. Hour	Count Basie's Orch. C Everybody Sing		Palmer House Ensem M. To be announced	WCPO News		Message of Israel N	5:15	Rhythm Time	Melody Cruise WHAS News Room	
	News and Views Eddie Varzo's Orch, N	Jack Sprigg's Orch	Columbia Concert	6:30	Smittie & His Gang	Dinner Club	Columbia Concert	Eddie Varzo's	5:30	Jimmy Kemper N	Religious Talk	
	Home Towners N		Hall C	7-00	Isham Jones M	Cleo Brown	Half C	Orchestra N Behind Scenes at WLS	6:00	News; Sports Meredith Willson's	Saturday Swing	
7:15	Nola Day N	Orchestra N	Session C	7:15		The Giaties	Saturday Swing Session	Barn Dance - Direct	6:15	Orchestra N	Session C	
7:45	Concert Orenestra N	Concert Orchestra N	Johnny Presents C	7:30 7:45	David Brockman's Orchestra M	Sports Revue	Johnny Presents Russ Morgan's Orches. C.	From Indiana State Fair at Indianapolis	6:45		Johnnie Presents C	
8:00 8:15	Echoes of Stage	National Barn Dance— Alka Seltzer N	Professor Quiz C	8:00	Louisiana Haveida M	WCPO News	"Professor Quis: C	National Barn Dance N	7:00 7:15	Dinner Music	"Professor Quiz" C	
8:30	Front Page Urama .	** ************************************	Rhythminiatures	8:15 8:30	Ecstasy M	In Swing Time	Lud Gluskin's		7:30	Delmore Brothers	Longacre Horse Race C	
	Bordertown Barbecue .	*********	Musical Moments	8:45		Musically Speaking	Orchestra C		7:45	Jack's Mountaineers	Lud Gluskin's Orch. C	
9:00 9:15	To be announced N	To be announced N	Your Hit Parade-	9:00 9:15	Clyde Trask's	WCPO News	Your Hit Parade C	Barnyard Jamboree	1 8:15	Possum Hunters Gully Jumpers	Your Hit Parade C	
9:30		88 88	Mark Warnow's Orchestra C	9:30	Orchestra	Clock on the Mantel	11 11	Hometown Memories	[8:30	Dixie Liners	** **	
9:45	Codolban's	Carlos Molina's	Patti Chapin C Bunny Berigan's	9:45	Concert M		Patti Chapin, songs C	Tall Story Club	9:00	Curt Poulton	Bunny Berigan's	
10:15	Orchestra N	Orchestra N	Orchestra C	10:00	Nye Mayhew's Orchestra M	For the Piano	Bunny Berigan's Orches- tra C		9:15	Possum Hunters	Orchestra C	
	Five Star Final. Jolly Coburn Orch, N	Emery Deutsch's Orchestra N	Ozzie Nelson's Orchestra C	10:30	Barney Rapp's Orchestra	11 11	Ozzie Nelson's Orchestra C	"Down at Grandpa's" WLS National Barn	7:45	Gold'n West Cowboys Deford Bailey	" "	
11:00	Paul Whiteman's	Paul Sullivan	Phil Napoleon's	11:00	Clint Noble's Orch. N	WCPO News	Phil Napoleon's	Dance	10:00	Fruit Jar Drinkers Crook Brothers	Phil Napoleon's	
F1:30	Hal Kemp's	Castle Farm Orch Dick Stabile's		11:15	X. Cugat's Orch. M., Eddy Duchin's	Announces	Orchestra C Benny Goodman's	10 00	10:30	Curly Fox and Hunters	B. Goodman's Orch. C.	
£1;45	Orchestia N	Orchestra	Orchestra C	11:45	Orchastra M	0 0	Orchestra C	19 11	110:45	Poplin Band	WHAS News Room	
	WCKY	WLW	WKRC		WSAI	WCPO	WHIO	WLS-WENR		WSM	WHAS	

NETWORK PROGRAMS (NBC-CBS)

6:00—Message of Israel: "Psalms," Rabbi Louis Bainbeck of Chicago, WJZ WCKY WLS kdka wgar wave wire wham wowo —El Chico, Spanish revue. WEAF wgy wtam wmaa who wdaf kyw —Count Basie and his Orchestra. WABC WKRC WHIO wbbm whk wfbm kmbc wadc wsbt wwva wsfa wwl wcco 6:15—Song Time with Betty Grable and John

wsbt wwva wsta wwl wcco
6:15—Song Time with Betty Grable and John
Payne. WABC WHIO wcau wadc wmaq
6:30—Eddie Varzo's Orchestra. (NBC) WLS
(WCKY on 6:45) kdka wtam wowo
—Jimmy Kemper, song stories. WEAF WSM
—Uncle Jim's Question Bee—Jim McWilliams.
conductor. WJZ wgy wmaq
Columbia. Consent Mall. WABC. WKBC

-Columbia Concert Hall. WABC WKRC WHIO waco wcau wgr

\$:45-M. Luboschutz and Nemenoff, piano duo. WEAF wgy wtam wmaq who wdaf

7:00—Meredith Willson's Orchestra, WEAF WLW WSM wgy wtam wmag wwi wave kyw wdaf wfla

--The Home Towners. WJZ WCKY kdka wgar wave wire wham wmaq wwj kyw wdaf wfla wowo

—Saturday Night Swing Club: Walter Gross, CBS Pianist, guest artist. WABC WHAS CBS Pianist, guest artist. WABC WKRC wcau wbbm wir wwva wmas

7:15—Nola Day, songs. Norman Cloutier's Orchestra. WJZ WCKY kdka wgar wave wire wham

7:30—Concert Orchestra. WJZ WCKY WLW WSM kdka wgar wave wire wham wowo —Linton Wells, American newspaper correspondent. WEAF wgy wtam wmaq who

Johnny Presents: Russ Morgan's Orchestra,
Charles Martin's "Circumstantial Evidence
Thrills"; Frances Adair and Glenn Cross,
vocalists: mixed ensemble. WABC WKRC
WHAS WHIO wir wbbm whk kmbc wcau wadc wsbt wwva wbt

-Weekend Potpourri. (CBS)

7:45—To be announced. WEAF wgy wtam wmaq who wdaf

wmaq who wdaf

8:00—"Professor wuiz," with Bob Trout, WABC
WHAS WKRC WHIO wir wbbm whk wfbm
kmbc wcau kmox wadc wbt wwi wcco
—Alka-Seitzer Nationes Barn Dance: Henry
Berr: Yerne, Lee and Mary: Hoosier Hot
Shots; Novelodeons, male trio; Sally Foster;

Lula Belle and Arkie, songs; Uncle Ezra, Maple City Cour and Joe Kelly, m. c. WJZ WLW WLS kdka wham wgar wave wfla wbap kyoo

8:30—Longacre Handicap — From Longacre Race Track, Seattle. WABC WHAS wir wbbm whk wfbm kmbc kmox wwva wbt wsfa wwl

To be announced. WEAF kyw wgy wtam wmaq wdaf wwi kstp who

8:45—Lud Gluskin's Orchestra. WABC WHAS wir wbbm whk wfbm kmbc kmox wwva wbt wsfa wire

9:00---To be announced. WJZ WCKY WLW kdka wgar wave wire wham

""Your Hit Parade": Mark Warnow's Orchestra; Songsmiths, male quartet; Paul
Althouse, Metropolitan tenor, guest artist.
WABC WKRC WHAS WHIO wire wbbm
wfbm whk kmbc wcau kmox wadc wsbt
wwva wbt wsfa wwi wcco

-NBC Jamboree: Harry Kogen and his Or-chestra, with guest artists. WEAF wgy wtam wmaq who

1:45—Patti Chapin, songs. WABC WKRC WHAS WHIO wbbm whk wfbm kmbc kmox wadc wsbt wwva wbt wsfa wwl wcco

10:00—Carlos Molina's Hotel Stevens Orches tra. WEAF WLW wgy wtam wmag who

-Bunny Berigan and his Orchestra WABC WKRC WHAS WHIO (wir on 10:15) wbbm wcco (CBS) wbbm wcco

wcco wwya —Codolban and his Rockefeller Center Rain bow Grill Orchestra. WJZ WCKY wga wave wham

10:30—Emery Deutsch's Rainbow Room Orches-tra. WEAF WLW wgy wtam wmag who tra. WEA

-Ozzie Nelson and his Orchestra. WABC WKRC WHIO wir wbbm whk wfbm wcau kmox

Jolly Coburn and his Claremont Inn Orchestra. WJZ (WCKY on 10:45) wire wave tra. Wow wham wgar Pres

-Johnny Presents. (CBS) wcco kmox

11:00-Paul Whiteman and his Orchestra, from Fort Worth, Texas. WJZ WCKY wgar wave wire wham

-Phil Napoleon's Orchestra. WABC WHAS WKRC WHIO (wir on 11:15) whk wfbm kmbc wcau kmox wadc wsfa wbbm

-Castle Farm Orchestra, WEAF kdka wave

1:30—William Farmer and his Orchestra. WEAF wgy who wdaf wtam wmag kyw

"CAPITOL FAMILY"

With Robert Reed presiding in place of Major Edward Bowes, the musical members of the "Capitol Family" will present another hour of familiar popular and classical selections over a WABC-Columbia network, including WKRC, Sunday, September 5, from 10:30 a. m. to 11:30 a. m. (E.S.T.). Artists who will contribute to the latest edition of one of radio's oldest programs include the Dalton Brothers, close harmony singers; Helen Alexander, soprano; Nicholas Cosentino, tenor; Edward Mat--Hal Kemp's Cocoanut Grove Orchestra.
WJZ WCKY kdka wave wire wham Benny Goodman's Orchestra. WABC WKRC will wish with white wbbm accordionist; Sam Herman xylophonist, and Waldo Mayo's orchestra.



WILLIAM Randolph Hearst's | Miss King when she sits at the judges New York American has a hobby editor. Its personable conductor, Miss Marion Cole, not only does her job through the columns of the newspaper but over the radio as well. The broadcast of July 6th (WMCA and others) is the one we have mostly in mind since it was on that occasion that contests were discussed.

It is quite reasonable to think that Miss Cole brings some very interesting people before the microphone, but rather unlikely that she could have found a person more capable of talking on contests than Miss Helen King, the one interviewed on the above mentioned date.

Helen King had no intention of getting in contests, either as a participant or as a judge but Fate is a strange factor in our life. It unceremonlously, you might say, made a contest judge of her when what she really started out to be was a graphologist.

Some of the contest publications have reprinted in full the interview between Miss King and Miss Cole, but our space here does not permit this, however, there are certain high points in the broadcast that we do want to take the space to quote, or summarize.

For one thing, the question came up concerning the magnitude of contests and Miss King told her audience that eight million people enter contests each year and that most of them are "regulars.". She also added that \$27,000,000 is spent every year on these contests.

Miss King made another statement that could be construed as revolutionary had she not gone a bit farther to explain. She was asked if the best entry always won and replied that in confined to the Post circulation in every case it did not. An example was those cases in which too many duplicates were submitted. She said that 3700 entries in the Log Cabin Syrup contest said "it's the tops". Not a bad slogan, but would have been rather hard for the sponsor to select it and award 3700 cars.

Having stated that originality was the keyword, she was asked if that included decoration. Her answer: "The answer to that is-it all depends on the contest. People who are contest wise seldom decorate their entries in a national contest, but often do in a local contest. The reason for that is, that most national contests are judged by professional judges. Professional judges usually consider decorated entries as bribery-and an attempt to get attention on decoration Humanity." Any phase of the subrather than merit. In local contests ject may be discussed. Originality local judges, not knowing all the ins and outs, think that people who put should win.'

table. She thinks it a mild form of bribery.

Asked what contests were the most popular she thought the 25-word "Why I Like The Product" held the women better, but that the men liked slogans and puzzles better.

The preference for Miss King at the judges' table is not confined to the sponsors alone. She rates high in the esteem of contestants throughout the country as a person thoroughly fair in making final decisions. This conclusion is based on letters from all parts of contesting America as well as magazine editorials.

Two items noticed in current publications would seem to bear mentioning here. One is that Procter & Gamble is not only radio's biggest client, but that they are the largest users of contests.

On the National Broadcasting Company network alone they have around 70 broadcasts a week, which for the first six months of this year cost over two and a half million dollars.

Also, so far this year P&G have put more than \$100,000 in cash prize money, besides merchandise awards of automobiles, trailers, radios, and others of lesser value.

The other item is to the effect that a well known contest authority (name not stated) is shortly to be heard on a national hook-up telling the story of prize contests.

We also note that the New York Post is America's greatest contest newspaper. Is seems that during the past three years, the Post has paid \$159,900 to more than 2,200 prize winners. At the moment this paper is offering \$15,000 in a cash prize contest, but as might be imagined it area

It is reported that Prof. Ouiz will change sponsors with September 4th and automobiles will be prizes instead of refrigerators. In the Kelvinator "Missing Word" contest sometime ago, the first prize of a completely equipped Kelvin Home was won by Richard F. Armknecht, a lieutenant in the U. S. Navy. It is to be built in Cambridge, Mass. Nearly 150,000 entries were received in this contest.

The following is quoted from Gilson Willets National Contest News: "Soviet Russia Today, 824 Broadway, New York City, offers \$1,000 is 33 cash prizes ranging from \$5 to \$500 each for essays of 500 words or less, on "What the Soviet Union maans to will count. Closes September 15."

According to advance information, so much thought on a decorated entry the makers of Philco Radios will launch a radio broadcast program Decorated entries have no effect on September 5th. These broadcasts will

center around a mystery story in which Phyl Coe will be the important character. Solutions will be eligible to share in prizes totaling \$50,000.

The Eaton Paper Co. of Pittsfield, Mass, will soon announce a contest offering \$1,000 for selecting the most popular movie stars and why, provided the entry is on Eaton stationery. Otherwise the prize will be less. Will likely be found in movie magazines.

Facts-No Fooling, a feature in Pure Oil's filling station periodical, offers cash for strange and unusual facts accepted for publication. Address Room 1734, Pure Oil Building, Chicago, Ill.

In Cincinnati: Strietman's Toasts, 30 minutes before baseball broadcasts on WSAI. \$5 and 20 merchandise prizes weekly for last lines. Also WSAI 6:15 p.m. Tuesday to Saturday, cash and tickets for last lines

AL JOLSON'S **SHOW RESUMES** OVER COLUMBIA

The musical variety show of the famed entertainer, Al Jolson, will return to the WABC-Columbia network, including WKRC, WHAS and WHIO Tuesday, September 7, from 7:30 to 8:00 p. m. (E.S.T.), with George Jessel, the noted comedian, as its first guest star. Other stellar guests from the entertainment world will follow lessel on alternate weeks throughout the season. The regular cast of the show will be the same as before it went on its ten-week vacation. It includes Martha Raye, sensationally rising young film songstress; Parkyakarkus, radio dialect comedian known to millions and Victor Young and his orchestra.



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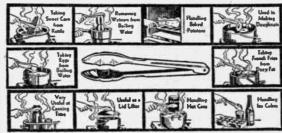
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PROGRAMS FOR SUNDAY, SEPTEMBER 5





			(EA	STERI	N STANDARD TIME)				(CENTRAL STAN	DARD TIME)
	WCKY Circinnati (1490 kc.)	Cincinnati (700 kc.)	WKRC Cincinnati (550 kc.)		WSAI Cincinnati (1330 kc.)		WHIO Dayton (1260 kc.)	WLS-WENR Chicago, Ill. (870 kc.)		WSM Nashville, Tenn. (650 kc.)	WHAS Louisville, Ky. (820 kc.)
7:30 7:45				7:30 7:45		Sweet and Lovely		Everybody's Hour: Variety Features	6:30 6:45		
8:00 8:15 8:30 8:45	Coast to Coast N	Coast-to-Coast on a		8:00 8:15 8:30 8:45	Nagel's Rhumba Orchestra Sermonette and Hymn Time	Gladys and Mary Enquirer's Uncle Bob	Sunday Morning at	Organ Concert	7:00 7:15 7:30 7:45		
9:00 9:15 9:30 9:45	Russian Melodies N Walberg Brown Ensemble N	Church Forum	Veterans' Civic	9:00 9:15 9:30 9:45	Cloister Bells N Municipal Interviews.	Feminine Words	Church of Air — Rev. H. W. Hobson C Romany Trail C	WLS Little Brown Church	8:00 8:15 8:30 8:45	To be announced N	Church of Air — Rev. H. W. Hobson C Romany Trail C
10:00 10:15 10:30 10:45	Press-Radio News N Neighbor Nell N Green Brothers Orchestra N	News Neighbor Neil N Green Brothers Novelty Orchestra N	Rangers C Major Bowes Capitol Theatre Family C	10:30	Service	Hillbilly Hullabaloo	The Texas Rangers C Major Bowe's Capitol Theatre Family C.	Aunt Em Lanning WLS Concert Orchestra	9:30	Neighbor Neil N	The Texas Rangers C Sunday Jail Service
11:00 11:15 11:30 11:45	Southernaires N News and Views Music Hali Symphony N	Cadle Tabernacle Choir Radio City Music Hall N	Ship of Song	11:45	The Hour Glass N University Chicago Round Table N	Amateur Revue (Sinton Mezz.)	Salt Lake Tabernacie Choir C	Chief Taptuka, tenor	10:00 10:15 10:30 10:45	Radio City Music Hall N	Fourth Avenue Presby- terian Church Salt Lake City Choir C
12:00 12:15 12:30 12:45	Our Neighbors N	Ago N	Church of Air—Rabbi Jonah B. Wise C Poet's Gold — David Ross and Orch. C	12:30	Dorothy Drestin and Fred Hufsmith N Alice Blue M Edna Sellers M	WCPO News Playboys Quartet Wurlitzer Future Stars (Sinton Mezz.)	W. F. Sheedy C Week's News Review Poet's Gold C	Radio City Music Hall N Our Neighbors N	11-30	First Presbyterian Church	Church of Air — Rev. W. F. Sheedy C Poet's Gold C
1:00 1:15 1:30 1:45	Roserio Bourdon Orchestre Waltz Favorites	Magic Key of RCA N	St. Louis Serenade C Living Dramas of the Bible C	1:00 1:15 1:30 1:45	Canal Days Sunday Drivers N Thatcher Colt Mysteries N	Apostolic Church Deutsche Lieber	Sunday Players	Magic Key of R. C. A. N	12:00 12:15 12:30 12:45	of RCA N	St. Louis Serenade C. It II Living Dramas of the Bible C
2:00 2:15 2:30 2:45	Broadcast from Austria N Popular Metodies N	Widow's Sons N	Howard Barlow and		Soliloquy ,, Will McCune's Orchestra M	Spanish Strings	Everybody's Music— Howard Barlow and Columbia Sym'y C	Broadcast from Austria N Popular Melodies N	1:00 1:15 1:30 1:45	Popular Melodies N	Everybody's Music— Howard Barlow and Symphony Orch. C
3:00 3:15 3:30 3:45	Sunday Vespers N Senator Fishface N	Romance Melodies N Chorel Echoes	Baseball Game— Dick Bray at Micro- phone	3:00 3:15 3:30 3:45	Radioland Orchestra M	Symphonic Hour	Spelling Bee, with Dr. Hagen C	Sen. Fishface and Prof. Figgsbottle N.	2:00 2:15 2:30 2:45	Sunday Vespers N The World Is Yours N	Baseball Game
4:00 4:15 4:30 4:45	Noble Cain's Choir N News and Views Sunday Afternoon with Ed McConnell N	Roy Shield's Orchestra N		4:00 4:15 4:30 4:45	Roy Shield's Music N.	Your Favorite Band	Our American Neighbors C Clara Oglesby Lyman, Organist	Saratoga Music Festival String Orch. N Smiling Ed. Mc- Connell N	3:00 3:15 3:30 3:45	Paul Martin's Orchestra N Ed McConnell N	Guy Lombardo's Orchestra C
5:00 5:15 5:30 6:45	Ganadian Grenadiers N WCKY News Helen Traubel N	Canadian Grenadier Band N Court of Human Relations	The Chicagoans C	5:00 5:15 5:30 5:45	Catholic Hour N	Prof. Leo Stoffregen Warm Ups	Phil Harris' Orchestra C The Chicagoans C	Sach's Amateur Hour	4:00 4:15 4:30 4:45	Catholic Hour N Pepper Uppers	Louisy'le - Indianapolis Baseball Game
6:00 6:15 6:30 6:45	News and Views Werner Janssen's Orchestra N	Fitch Jingle N	To be announced Guif Program — Col. Jay C. Flippen C	6:00 6:15 6:30 6:45	Red Barber's Resume Concert Miniatures Fireside Recital N Tom Slater	Post Mortems	Col. Jay C. Flippen's Review C	Don Ross N	5:00 5:15 5:30 5:45	Jane Froman and Don Ross N Werner Janssen's Orchestra N	Herbert Koch, organ WHAS News Room Gulf Summer Stars C
7:00 7:15 7:30 7:45	To be announced N	Ameche and Edgar Bergen N	Singerr Alliance C. "Texaco Town" Variety Show C	7:30 7:45	Jack Sprigg's Orchestra Billy Snider's Orchestra	The Muses Pacific Paradise Yours Truly Emma Scully	Workmen's German Singing Alliance "Texaco Iown C	" "	6:00 6:15 6:30 6:45	Bergen, W. C. Fields	Singing Festival C
8:00 8:15 8:30 8:45	the Air	Shep Fields' Rippling Rhythm Revue N Walter Winchell N Jimmy James' Orch	"Universal Rhythm"— Richard Bonelli, Alec Templeton; Rex Chandler's Orch. C	8:30		Sunday Swing	"Universal Rhythm"— Starring Richard Bo- nelli C	Shep Fields'	7:00 7:15 7:30 7:45	Manhattan Merry- Go-Round N American Album of Familiar Music N	Universal Rhythm, starring Richard Bonelli C
9:00 9:15 9:30 9:45	World Salon Orch California Concert N	Unsolved Mysteries	Pete Cavallo's Band, fro,m Grant Park, Chicago C	9:00 9:15 9:30 9:45	Sunday Night Party (Sealtest) N	Week's News Review Clock on the Mantel	Chicago Symphony C.	Foundation N To be announced N	8:30 8:45	Sealtest Sunday Night Party N	Chicago Symphony C.
10:00 10:15 10:30 10:45	Judy and the Bunch N Choir Symphonette N Eddie Varzo's Orchestra N	Jack Randolph, songs: Castle Farm Orch Concert Hour	Science' News—Lee Bland Jay Freeman's Orch. C	10:00 10:15 10:30 10:45	Castle Farm Orch Paul Sullivan Serenade in the Night J. Messner's Orch, M	11 41	News: Phil Napoleon's Orchestra C Scores: Jay Freeman's Orchestra C	Globe Trotter LaSalle Hotel Orch	9:00	Irene Rich N To be announced Rippling Rhythm Review N	Phil Napoleon's Orchestra C Jay Freeman's Orchestra C
\$1:00 \$1:15 \$1:30 \$1:45	Henry Busse's Orch —Chez Paree N. Jesse Hawkins' Orchestra N	Paul Sullivan Clyde Trask's Orch Dick Stabile's Orchestra	Herbie Kay's	11:00 11:15 11:30 11:45	Barney Rapp's Orchestra Andy Kirk's Orchestra	WCPO News	Frankie Masters* Orchestra C Herbie Kay's Orchestra C	Beverly Hills Orchestra N Andy Kirk's	10:00 10:15 10:30 10:45	Beverly Hills Orchestra N New Penn Hotel Orchestra N	F. Masters' Orch. C., Harry Currie's Orchestra WHAS News Room
	WCKY	WLW	WKRC		WSAI	WCPO	WHIO	WLS-WENR		WSM	WHAS

NETWORK PROGRAMS (NBC-CBS)

NOON-Church of the Air: Rabbi Jonah B. Wise, Central Synagogue, New York City. WABC WKRC WHAS WHIO wir wcau wadc wsbt wsfa wcco

-Dorothy Dreslin, soprano, and Fred Huf-smith, tenor. WEAF WSAI kmox whk wbbm whio wfbm wtam wmaq who wdaf kyw

12:30—Poet's Gold: David Ross and Orchestra. WABC WHAS WKRC (WHIO on

tra. WABC WHAS WKRC (WHIO on 12:45) wadc kmbc wwva —Our Neighbors: Jerry Belcher interviewing families in their own homes. WJZ WCKY WLS wave wgar wire wham —Dreems of Long Ago: Dramatization of eld-time songs by Ethel Parks Richardson. WEAF WLW wgy kyw wfam wmaq who wdaf

wdaf:
:00—The Magic Key of R. C. A.: Symphony
Orchestra. direction Frank Black. Milton J.
Cross and Tex O'Rourke; Richard Crooks,
tenor; Jean Sablon, songs; guest artists.
WJZ WLW WLS WSM kdka wgar wfla

-Living Dramas of the Bible. WABC WKRC WHAS wir whk wfbm kmbc kmox wadc wsbt wbt wcco
2:00-Everybody's Music: Columbia Symphony Orchestra and Howard Barlow. WABC WKRC WHAS WHIO wir whk wfbm kmbc kmox wadc wsbt wbt wcco
-Tapestry of Melody. WEAF (WLW on 2:15) WSM wgar wave wire wham International Broadcast from Vienna, Austria: Hungarian Band Concert with Antal Xocze, conducting. WJZ WCKY WLS kdka wgar wave wire wham wfla kvoo wfaa 2:30-Popular Melodies, with vocalists. WJZ WCKY WSM WS kdka wave wire wham wgar

wgar -M. Widow's Sons, WEAF WLW wgar wave

--M. Widow's Sons. WEAF WLW wgar wave WLS WSM wgar wave wire wham 3:00-Sunday Vespers: "When God Stands By," Dr. Paul Sherer. Mixed Quartet, direction Charles A. Baker. WJZ WCKY WLS WSM wgar wav wire wham --Romance Melodies: Orchestra, direction Roy Shield, with Ruth Lyon, soprano; Edward Davies, baritone. WEAF WLW wgy wtam wmaq wdaf kyw wire wwl --Spelling Bee with Dr. Harry Hagen: Bronx and East Side School teams. WABC WHIO wjr whk wfbm kmbc kmox wadc wsbt wbt wcco 3:30-The World Is Yours: Dramatization.

stitute. WEAF WSM wgy wtam wmag wdaf |

Sym wwj Senator Fishface and Professor Figgsbottle -Senator Fishface and Professor Figgsbottle. Variety show featuring Norman Cloutier and his Orchestra; Jean Ellington, blues singer; Showman Quartet; Paul Stewart, m. c. WJZ WLS WCKY wgar wave wire whm: 00—Our American Neighbors: Uruguay and Paraguay; Orchestra, direction Vincent Sorey; Jerry Larence, narrator. WABC WHIO wbbm wcau kmox wwva wbt wsfa wadc wcco

WHIO wbbm weau kniox wave wow.
wadc wcco
-Noble Cain and A Capella Choir. WJZ
WCKY WENR kdka wham wfla wave kvoo
wbap wgar wowo
-Paul Martin and his Orchestra. WEAF
WLW WSM wgy wtam wmaq wdaf wire
who wwi

who wwi :30—Guy Lombardo and his Orchestra. WABC WHAS wir whk wfbm kmbc wcau -Roy Shield's Encore Music. WEAF WLW WSAI kyw wgy wwi wtam wmaq who wdaf

kstp
-Sunday Afternoon with Smiling Ed McConnell: Palmer Clark's Orchestra; Larry Larsen, organist, and choral group. WJZ
WCKY WLS WSM kdka wham wfla wave

of the Catholic University of America, guest speaker; Paulist Choir, direction Father Finn. WEAF WSM wgy wtam wmaq wwj who wdaf kyw :30—The Chicagoans. WABC WKRC wir wbbm whk wfbm kmbc wcau kmox wbt wwl wcco

wbbm whk wfbm kmbc wcau kmoz wbr www.wcco
—Helen Traubef, soprano and orchestra. WJZ
WCKY kdka wgar wave wire
5:00—Columbia .Workshop: .William .N.
Robson, guest director. WABC WHIO
wbbm whk wfbm
—Jell-O Summer Program, starring Jane
Froman and Don Ross, with D'Artega's
Orchestra. WEAF WLS WLW wave wire
wham wmag

Orchestra. WEAF WLS WLW wave wire wham wmaq

Codolban. WJZ WCKY kdka wgar wave wire wham
6:30—Good Gulf Summer Stars, with Col.
Jay C. Flippen, m. c. Oscar Bradley's Orchestra; Kay Thompson; Donald Dickson, baritone; Molasses 'n' January, Lee Sims and Ilo May Bailey, and Adele Gerard, singing harpist, guests. WABC WKRC WHAS WHO wir whk wfbm wcau wadc wsbt www wbt wsfa—Fleischmann's Yeast Program: Werner Janssen's Orchestra; Loretta Lee, blues singer; Allan Jones, tenor. WJZ WLS WSM WCKY kdka wham wgar wave kvoo wbpw wfla

wita
-"Twilight Musicale" from Chicago. (CBS)
wbbm wcco

wbbm wcco
—Fireside Recitals, featuring Helen Marshall, soprano; Sigurd Nilssen, basso; Frank St. Leger, pianist-composer. WEAF WSAI wmaq wgy kyw wdaf wtam wwl who wire 6:45—Sunset Dreams, WEAF WLW kyw wgy

wtam wwi wmaq who wdaf

wham wwi wmaq who wdaf
7:00—The Chase and Sanborn Program:
Starring W. C. Fields, with Don Ameche,
m. c.; Edgar Bergen and Charlie McCarthy,
Dorothy Lamour, and Robert Armbruster's
Orchestra. WEAF 'VLW WSM wham wire
wwi wdaf wstp kvoo wfaa wgy kyw wave
wmaq wfla who
—To be announced. WJZ WCKY WLS kdka
wham wagar wowo

—10 be announced. WJZ WCKY WLS kdka wham wgar wowo —Workmen's German Singing Alliance Saengerfest. WABC WKRC WHAS WHIO wir wbbm wfbm whk wcau kmbc kmox wadc wsbt wwva wbt wsfa wwl wcco

7:30—"Texaco Town," with "Saymore Saymoore", Pinky Tomlin, Eddle Stanley, Igor Gorin, Jimmy Wallington and Jacques Renard's Orchestra. WABC WKRC WHIO WHAS wgy wwj wmaq who wdaf wfla wjr

wave

8:00—Manhattan Merry-Go-Round: Pierre Le
Kreun, tenor; Rachel Carlay, blues singer;
Don Donnie's Orchestra; Men About Town
Irio. WEAF WSAI WSM wgy wtam wwi
wmaq who wdaf wfla "ave
—"Universal Rhythm," starring Richard Bonelli, with Alec Templeton, Carolyn Urbanek and Rex Chandler's Orchestra and
Chorus; Frank Crumit, m. c.; Jeanne Macy,
balladist. WABC WKRC WHAS WHIO wir
wbbm wfbm whk kmbc wcau kmox wadc wbbm wfbm whk kmbc wcau kmox wade wsbt wwva wbt wsfa wwj wcco wire wham

-Woodbury's Rippling Rhythm Revue, star-ring Shep Hields and his Orchestra; Bob Hope and Honeychile; Del Casino, tenor. WJZ WLW WENR kdka wgar wham







PROGRAMS FOR MONDAY, SEPTEMBER 6





_	(EASTERN STANDARD TIME)										DARD TIME)
v	Cincinnati (1480 kc.)	WLW Cincinnati (700 kc.)	WKRC Cincinnati (\$50 kc.)		WSAI Cincinnati (1330 kc.)	WCPO Cincinnati (1200 kc.)	W H I O Dayton (1260 kc.)	WLS-WENR Chicago, Ill. (870 kc.)		WSM Nashville, Tenn. (650 kc.)	WHAS Louisville, Ky. (820 kg.)
6:30 6:45		Top 'o the Morning	Jerry Foy Sun-Up Jamboree	6:30	•	WCPO News		Farm Bulletin	5:30 5:45		
7:15 7:30 7:45	Morning Devotions N Morning Roundup	Cadle Choir Island Serenaders N Sing, Neighbor, Sing, Home Songs N		7:00 7:15 7:30 7:45	Church Forum Sun Dial Brown Co. Revelers	Over the Coffee Cups Rise and Shine WCPO News Warning Bell	Ridge Runners Breakfast Express WHIO Almenac Liftle Tom	News Report Don and Helen "Sing Neighbor Sing" Morning Devotions	6:00 6:15 6:30 6:45	Curly and Fox Hunters	Asbury College " Breakfast Business Salt and Peanuts
8:00 8:15 8:30 8:45	Breakfast Club N News for Executives	News Jewish New Year Program Chandler Chats	Time—Temperature— Music Woman's Hour Bachetor's Children	8:00 8:15 8:30 8:45	Streamliners, with Field & Hall & Orch. N	Move Along	Richard Maxwell C	Arkie and Pokey Martin News Report	7:00 7:15 7:30 7:45	Breakfast Club — Or- chestra; Bob Brown, m. c. N	Early Morning
9:00 9:15 9:30 9-41	For Women Only vaughn de Leath N Dear. Bros I. (381) Children N	Hymns of all Churches Hope Alden's Romance Virginians	To be announced Myrt and Marge C Louise and Lads C I. M. Ornburn C	9:00 9:15 9:30 9:45	Mrs. Wiggs N John's Other Wife N Just Plain Bill N Ahead of Husband	WCPO News		Mary Marlin N Ma Perkins N Pepper Young's Fam. N. Don & Helen	8:00 8:15 8:30 8:45	Sweethearts of Air N Vaughn De Leath N News Viennese Ensemble N	WHAS News Room Myrt and Marge C Louise and the Lads C
10:0: 10:1: 10:4:	High Hatters N News and Views Hits and Encores	Linda's First Love	Ruth and Bill C Magazine of the Air C Big Sister C Aunt Jenny's Stories C	10:80 10:15 10:30 10:45	David Harum N Backstage Wife N How to be Charming N Newlyweds	WCPO News Federal Theatre Clarence Berger Oklahoma Outlaws	Big Sister C	The O'Neills N Personal Column N Vic and Sade N Edward McHugh N	9:00 9:15 9:30 9:45	Banner Newshawk Lyric Serenade How to be Cnarming N	Ruth and Bill C
11 00 14:45 14:36 14:41	Joe Dumond N Frank Allison N	Girl Alone N Story of Mary Marlin N News; Live Stock Rosa Lee N	Swinging the Blues C. Edwin C. Hill C Romance Helen Trent C Our Gal, Sunday C.	11:00 11:15 11:30 11:45	Young Cincinnations Melodic Rhythm Cotton Pickin' Time Freshmen Follies	WCPO News Merry Go Round		Markets; News	10:00 10:15 10:30 10:45	Terri Franconi N Melody Caravan	Linda's First Love Edwin C. Hill C Romance Helen Trent C
12.00 12:15 12:30 12:41	WCKY News Neighbor Nell N Farm and Home Hour N	Frim Sisters Tom, Dick & Harry M. National Farm and Home Hour N	Betty and Bob C Hymns All Churches C A. Grimm's Daugh'r C Hollywood in Person.	12:00 12:15 12:30 12:45	From Headquarters Day Dreams Words and Music N.	WCPO News Happiness Ahead Man on the Street Melody Parade	You Shall Have Rhythm Eddie and Ron			Love and Learn N Console Melodies National Farm and Home Hour N	Dot and Bill
1,15 1,15 1:30 1,45	Gold Cup Race N John L. Lewis N	Variety Time Betty and Bob	Thru Woman's Eye Milton Charles C Melody Express Between Bookends C	1:00 1:15 1:30 1:45	Barber's Interviews Sports Oddities Cincinnati vs. Chicago Baseball Game at	WCPO News	Woman's News C Milton Character oro . Cincinnati at Chicago —Double-header	From Ind. State Fair Grounds, Ind'apolis. John Brown Markets and News		Banner Newshawk Dept. of Agriculture	Woman's News C College of Agriculture Markets: Weather Ted Malone C
2:00 2:15 2:31 2:45	News and Views Labor Day Speech N	Pepper Young's Fam. N Ma Perkins N . Vic and Sade N The O'Neills N	News: Fire Prevention. Future Favorites Poetic Strings C	2:00 2:15 2:30 2:45	Chicago	10 10 10 10 10 10 10 10 10 10 10 10 10 1	11 11 11 11 11 11 11 11 11 11 11 11 11	News: Julian Bentley Albert Homemakers' Matinee —Orchestra Mary Wright	1:15 1:30	Pepper Young's Fam. N Ma Perkins	Hope Alden's Romance University of Kentucky
3:00 3:15 3:30 3:45	Wm. Green Address N	Old Fashioned Girl Kitty Keene, Inc Sum'time Syncopa'rs N The Guiding Light N	Bob Byron songs C Dictators C Play Days, from Chicago C	3:00 3:15 3:30 3:45	On the Mall	Betw'n Game Int'lude Reds vs. Chicago, at	11 11 11 11 11 11 11 11	Gold Cup Race N Wm. Green, President A. F. of L. N To be announced	2:00		Betty and Bob Hymns All Churches.
4:00 4:15 4:30 4:45	Lucille and Lanny N 1. And Bett N Afternoon Concert Cabin in Cotton N	Houseboat Hannah Couple Next Door Marlowe and Lyon Cabin in the Cotton N	Notes and News Doris Kerr, songs C "Funny Things" C.	4:00 4:15 4:30 4:45	—(second game), at Chicago	Chicago	10 10 10 10 10 10 10 10 10 10 10 10 10 1	To be announced Escorts and Betty N Marlowe and Lyon N.	3:00 3:15 3:30 3:45	Gold Cup Race N	Salt and Peanuts Weekday Devotions Doris Kerr C
5:00 5:15 5:30 5:45	All Sports Review Gold Cup Show N Press Reduc News N Civic Club	for Band Gold Cup Race N the In-Laws Lowell Thomas N	Musical Calendar Air Races C Hollywood News Bick Bray—Sports	5:00 5:15 5:30 5:45	Grandpa Hans	Post Mortems	Scores News; Sports C "To Dignify Labor" C	Gold Cup Race and Variety Show N News N Ranch Boys Trio N	4:00	Gold Cup Race N	Labor Day Speech C
6:00 6:15 6:30 6:46	News and Views Uncle Ezra N Musical Moments John Herrick N	Jimmy James' Orch Lum and Abner N	Poetic Melodies C Musicat Visions JayFreeman's Orch. C Boake Carter C	6:00 6:15 6:30 6:45	Allwite Melody Revue N Johnson Family Tom Stater	Home Beautiful Dinner Club		Allwite Melody Revue Barrett's Orch. N Lum and Abner N John Herrick, songs N	5:15 5:30		WHAS News Room J. Freeman's Or. C., Boake Carter C
7:00 7:15 7:30 7:45	Good Times Society N Paul Martin's Music N	Burns and Allen N. For Men Only (from WHN)	Alemite, with Horace Heidt's Orch. C Pick and Pat—"Pipe Smoking Time" C	7:00 7:15 7:30 7:45	Orchestra The Voice of Firestone N	Race Results	Harry Kalb's Orch	The Good Times Society N Paul Martin's Music N	6:00 6:15	Good Times Society N	Alemite, with Horace Heidt's Orchestra C
8:00 8:15 8:30 8:45	To be announced N	Fibber McGee end Molly N Hour of Charm N	Columbia Concert Hall C	8:00 8:15 8:30 8:45	Symphonic Strings M.	WCPO News In Swing Time This Rhythmic Age Musically Speaking	Columbia Concert	Grant Park Band Concert "Animal Kingdom," With J. Barrymore N	7:00 7:15 7:30 7:45	Fibber McGee and Molly N Hour of Charm N	Columbia Concert Hall C
9:00 9:15 9:30 9:45	National Radio	Heatrolatown Heraid Clyde Trask's Orch Angelo, Italian tenor	Wayne King's Orchestra C Frances Perkins, Sec'y of Labor C	9:00 9:15 9:30 9:45	Gus Haenschen's Orch. Pageant of Melody M	WCPO News Clock on the Mantel	rayne King's Prohestre C Frances Perkins, Sec'y of Labor C	Radio Forum N	8:00 8:15 8:30 8:45	Carnation Contented Hour N Burns and Allen N	Wayne King's Orchestra C Frances Perkins, Sec'y of Labor C
10:00 10:15 10:30 10:45	Jolly Coburn's Orchestra N Five Star Finar Eddie Verzo's Orch, N	Amos 'n' Andy N Jolly Coburn's Orch, N barney Kapp's Orchestra	Personanties on Parade Ozzie Nelson's Orch. C Newscast—Lee Bland Tri-State Program	10:00 10:15 10:30 10:45	Paul Sullivan	Gypsy Fortunes Starlight and Dreams.	1 4usical Moments News; Music Roger Pryor's Orchestra C	Globe Trotter LaSalle Hotel Orch Eddie Varzo's Orchestra N	9:00 9:15 9:30 9:45	Amos 'n' Andy N. Rainbow Rm. Orch. N Rainbow Grill Orchestra N	Poetic Melodies C Ozzie Nelson's Orch. C Pick and Pat in "Pipe Smoking Time" C
11:00 11:15 11:30 11:45	Jesse Hawkins' Orchestra N Marvin Frederick's Orchestra N	Paul Sullivan Billy Snider's Orchestra "Deacon" Moore's Orchestra N	Count Basie's Orchestra C Russ Lyon's Orchestra C	11:00 11:15 11:30 11:45	Billy Snider's Orch T. Dorsey's Orch. M Eddy Duchin's Orchestra M	WCPO News The Public . Announces	Count Basie's Orchestra C Russ Lyon's Orchestra C	Andy Kirk's	10:00 10:15 10:30 10:45	WSM News	Louisv'lle vs. Ind'polis Count Basie's Orch. C Russ Lyon's WHAS News Room
	WCKY	WLW	WKRC		WSAI	WCPO	WHIO	WLS-WENR		WSM	WHAS

(NBC-CBS) NETWORK PROGRAMS EASTERN STANDARD TIME

6:00—The Pepsodent Program: Amos 's' Andy.
WEAF who wgy kyw
—Hughie Barrett's Orchestra, with Jean,
O'Neill; Tune Twisters. John B. Gambling,
m. c. WJZ WSAI WLS WSM kdka wowo

O'Neill; Tune Twisters. Jonn B. Garman, m. c. WJZ WSAI WLS WSM kdka wowo—Don Fernando's Oriental Gardens Orchestra. (NBC) wtam wmaq
—Poetic Melodies. Jacs Fulton, tenor, and Frankinn MacCormack, poetic reader, with Ceriton Kelsey's Orchestra. WABC WKRC wadc wwwa wbt wcau whk
—"Not So Long Ago." (CBS) kmbc wcco 6:15—"Uncle Erra's Radio Station E-Z-R-A, with Pat Barret, Carlton Guy, Nora Cunneen and others. WEAF WCKY kyw wtam wmaq who wdat wbap wfaa wire wgy kvoo—Song Time: Hollace Shaw and Ray Heatherton. WABC whk wcau wadc wwwa wbt

ton. WABC wink weau wade www wbf
6:30—Jay Freeman and his Orchestra. WABC
c WHAS WKRC WHIO kmbc wade wbf
Carol Weymann, mezzo-soprano. (NBC)
wgy wta mwmaq who wdaf kyw
—Horlick's Lum and Abner, comedy sketch.
WJZ WLW WENR

-John Herrick, baritone, and Christine John-

son. (NBC) (WLS and WCKY on 6:45) kdka wave wire wham wowo --''Neal O'Hara's Radio Gazette.'' (CBS) 6:45—Boake Carter. WABC WKRC WHIO WHAS wir wbbm whk kmbc wcau kmox

wbt wcco -Roy Campbell's Royalists. WEAF wgy wtam who wdaf

who wdaf

Sisters ot the Skillet. WJZ only
7:00—Burns and Allen, with Tony Martin and
Ray Noble's Orchestra. WEAF WLW kyw
wgy wtam wwi wfla wire wmaq who

Eddie Varzos and his Hotel Bismarch Orchestra. (NBC) wave wgar wham

Juan Hernandez and the Good Time Society
All-Negro Revue: orchestra and guest arfists. WJZ WCKY WLS WSM kdka wave
wham wgar wowo. wham wgar wowo

Alemite Half Houwith Horaca Heidt's Brigadiers. WABC WKRC WHAS wir wbbm wfbm kmox wcau wbt wcco wwl whk

7:30—The Voice of Firestone: Margaret Speaks, soprano, guest artist. Mixed Chorus: Symphonic Orchestra; Affred Wal-lenstein, conductor. WEAF WSAI WSM

wgy wire wtam wmaq wdaf wwi who kstp wfaa kvoo wfla wave
—"Pick and Pat in Pipe Smoking Time," blackface comedy, and music; Edward Roecker, baritone; Benny Kreuger and his Diil's Best Yellow Jackets. WABC WKRC wir wbbm whk kmbc wcau wbt wadc
—Paul Martin and his Music. WJZ WCKY WLS kdka wave wgar wire wham s:00—Fibber McGee and Molly, comedy sketch, with Marion and Jimmy Jordan; Ted Weems and his Orchestra. WEAF WLW WSM kyw wtam wwj wire wmaq who wdaf kstp wfaa wave
—Columbia Concert Hall: Murlet Kerr, Marcel Hubert, Georges Barrere, Symphony Orchestra and others. WABC WKRC WHAS WHIO wir wbbm wfbm whk kmbc wcau kmox wadc wbt wwj wcco
—To be announced. WJZ WCKY kdka wgar wave wire wham
8:30—Hour ot Charm, Phil Spitalny and his Girls, WEAF WLW WSM kyw wgy wwi wtam wmaq who wdaf wire kstp wfaa wave kvoo
—John Barrymore presents "Animal King-

kvoo

John Barrymore presents "Animal Kingdom," Phillip Barry's comedy, assisted by
Mrs. Barrymore. WJZ WCKY WLS kdka
wire wham wowo

100-Wayne King's Orchestra WABC WKRC

WHAS WHIO wir wbbm wfbm whk kmbc
wcau kmox wadc wbt ww! wcco

Contented Program; The Lullaby Lady, Male Quartet; Vivian Della Chiesa, lyric soprano: orchestra, direction Roy Shield; Vincent Pelletier, announcer. WEAF WSAI WSM kyw wgy wmaq wtam wwj who wdaf wfla wave kvoo wfaa wire

—"Pick and Pat in Pipe Smoking Time."

(C8S) WHAS kmox wfbm wcco
—Eddie Varzos and the Hotel Bismarck Orchestra. WJZ WLS (WCKY on 10:45) wave wire wham wgar wowo
—Codolban Orchestra from the Rainbow

wave kvoo wtaa wtre
9:30—Music for Moderns. WEAF wgy wtam
wmaq who wdaf kyw
—Frances Perkins, Secretary of Labor: "What
Labor Day Means Today. WABC WKRC
WHAS WHIO whk kmbc wcau kmox wadc
wbt wsta wcco wwl
—National Radio Forum. WJZ WCKY WLS

10:00—Ozzie Nelson and his Orchestra. (CBS) (WKRC WHAS at 10:15) wbbm wadc wspd wsbt

"Tomorrow's News Tonight—Andre Baruch.
WABC only
"Jolly Coburn's Orchestra. WJZ WCKY
(WLW on 10:15) kdka wgar wave wire
"Poetic Melodies (CBS) WHAS wir wbbm
wfbm kmbc kmox wwl wcco

-The Pepsodent Program: Amos 's' Andy.
(NBC) WLW WSM

-Emery Deutsch's Rockefeller Center Rain-bow Room Orchestra. WEAF (WSM on 10:15) wgy wtam wmaq who

10:30—Roger Pryor and his Orchestra. (CBS)
WHIO wir whk wfbm wcau wspd wsbt wbt

—Codolban Orchestra from the Rainbow Grill. WEAF WSM wgy wtam wmag who

11:90—Count Basie and his Orchestra. WABC WKRC WHIO (WHAS on 11:15) whk wcau wadc wbf wjr wsfa wwl

-Jesse Hawkins' New Penn Hotel Orchestra. WJZ WCKY WLS kdka wgar wave wird

-Larry Burke, tenor. WEAF wgy wtam wmaq

11:08—Henry Busse's Orchestra. WEAF wgy wtam wmaq who

—King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS kdka wgar wave wire

11:30—"Deacon" Moore's Orchestra. WEAF WLW WSM wgy wtam wmag who —Marvin Frederick's Commodore Perry Hotel Orchestra. WJZ WCKY kdka wgar wave wire wham wowo

-Russ Lyon's Orchestra, from Dayton, WABC WKRC WHAS wir whk wfbm kmbc wsbt

On Songshop



Kitty Carlisle, glamorous singing star of stage and screen, heads the musical cast of the elaborate variety show, "The Songshop," to be broadcast over the WABC-Columbia network, including WKRC, WHAS and WHIO, Fridays, from 9:00 to 9:45 p. m. (E.S.T.), starting September 10. The program boasts the services of Frank Crumit, m. c., Reed Knnedy, baritone; Alice Cornett, rhythm singer; the "Songshop" Quartet; a 22-voice male chorus, and a 47-piece orchestra, all under the musical direction of Gustav Haenschen.

2-in-1 Star



Tommy Riggs, the latest comedy discovery of Rudy Vallee's Royal Variety Hour has added another real character to the radio gallery. She is Betty Lou, a little girl who exists only in one of the voices of Tommy Riggs, for the past several weeks a feature of the Vallee broadcasts over the NBC-Red network, including WLW and WSM, Thursdays at 7:00 p. m. (E.S.T.).

FRESH AIR **FUND FOOTBALL** GAME OVER NBC

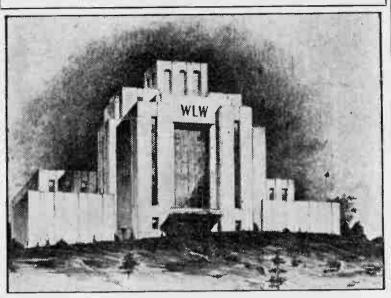
A play by play description of the annual Fresh Air Fund football game between the Eastern College All-Stars and the New York Giants professional team will be broadcast over WCKY and the NBC-Blue network from 7:30 to 10:30 p. m. (E.S.T.), on Wednesday, September 8.

The floodlight game will be described by Bill Stern, NBC sports announcer. The All-Stars will have in their line-up Monk Meyer, Army's halfback; Jim Hauze, center of Pennsylvania; Mickey Kobrosky of Trinity; Johnny Handrahan of Dartmouth and Nat Pierce of Fordham.

Hungarian Band Concert

Antal Kocze, Viennese conductor, will direct his Hungarian Band in two years, when the first portion of ful in Cincinnati, and one of the concert during an international broadcast from Vienna, Austria, on Sun- Powel Crosley, Jr., president of The day, September 5, to be heard in this Crosley Radio Corporation, today, country from 2:00 to 2:30 p. m. including WCKY and WLS. The concert, arranged by Max Jordan, broadcasting center for Cincinnati. NBC's European representative, will facilities.

WLW TO BUILD \$1,000,000 BROADCASTING CENTER



Culminating a plan which has been in the process of execution for a huge hilltop site was purchased, (August 26), announced that work (E.S.T.), over the NBC-Blue network, will start in two weeks upon the construction of a striking million dollar

The new structure will be devoted be short-waved to America via RCA exclusively to the activities of WLW, and WSAI.

Coming soon on WCKY

General Hugh S. Johnson

In his new role as news commentator

You'll enjoy his crisp, uncensored

interpretation of the news

of the day

STARTING SEPTEMBER 27

Four Nights Weekly

WCKY-149 on your dial

-Clear reception

-10,000 watts

The building, of modern architecture, will be one of the most beautifinest broadcasting plants in the United States.

The gleaming, pure white structure is to be erected on Clifton Heights overlooking the city, at the intersection of Warner and Chicasaw streets.

Because of the strategic location and an ingenious system of flood lighting, the studio building will be

visible day and night for miles throughout the Cincinnati and northern Kentucky areas.

The main part of the building will be three stories in height, with a five story tower in front. The building will be entirely air condi-

Walter O'Keefe is going to be a little more careful about remarks he makes in jest on his Town Hall Tonight broadcasts on NBC. The other Wednesday evening, the humorist, justly proud of his new-born son, signed off by saying "Good night, everyone, if you have nothing else to do, come up to the house to see the baby." Sure enough, a number of people dropped around to his Greenwich, Conn., house next day.

Do You Make these Mistakes **ENGLISH?**

MANY persons say, "Did you hear from him to-day?" They should say, "Have you heard from him today? Some spell calendar"calender" or "calander." Still



or "calander." Still others say "between you and I" instead of "between you sHERWIN CODY and me." It is astonishing how often "who" is used for "whom," and how frequently the simplest words are mispronounced. Few know whether to spell certain words with one or two "c's" or "M's" or "r's" or with "ie" or "ei." Most persons use only common "c's" or "M's" or "r's" or with "ie" or "ei." Most persons use only common words, colorless, flat, ordinary. Their speech and their letters are lifeless, monotonous, humdrum.

Wonderful New Invention

For many years Mr. Cody atudied the problem of creating instinctive habits of using good English. After countless experiments he finally invented a simple method by which you can acquire a better command of the English language in only 15 minutes a day.

FREE - Book on English

A new book explaining Mr. Cody's remarkable method is ready. If you are ever embarrassed by mistakes in grammar, spelling, punctuation, pronunciation, or if you can not instantly command the exact words with which to express your ideas, this new free book, "How You Can Master Good Engfish in 15 Minutes a Day," will prove a revelation to you. Send the common or a letter or postal card for it now. SHERWIN CODY SCHOOL OF ENGLISH, 1039 Searle Building, Rochester, N. Y.

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_	Ple	ase	send	free	book,	"How	You	Can	Master

Name Address □ If 18 years or under check here for Booklet A

Good English in 15 Minutes a Day,'



PROGRAMS FOR TUESDAY, SEPTEMBER 7





			(EAS	TERN	STANDARD TIME)					(CENTRAL STAN	DARD TIME)
	WCKY Cincinnati (1490 kc.)	WLW Cincinnati (700 kc.)	WKRC Cincinnati (850 kc.)		WSAI Cincinnati (1330 kc.)	WCPO Cincinnati (1200 kc.)	WHIO Dayton (1260 kc.)	WLS-WENR Chicago, IIL (870 kc.)		WSM Nashville, Tenn. (650 kc.)	WHAS Louisville, Ky. (830 lec
30 45		Top o' the Morning	Jerry Foy	6:30 6:45		WCPO News Cereal Time		Farm Builetin	5:30 5:45	•••••••••••••••••	
00 15 30 45	Morning Devotions N Morning Roundup Morning Glee Club N	Cadle Choir Concert in Brass Moments Musicale N	Early Edition—News	7:00 7:15 7:30 7:45	Church Forum	Over the Coffee Cups Rise and Shine WCPO News	Ridge Runners Breakfast Express WHIO Almanac Little Fom	News Report Don and Helen The Smile Market Morning Devotions	6:00 6:15 6:30 6:46	Golden West Cowboys Morning Headlines	Devotions
00 15 30 45	Breakfest Club N News for Executives Aunt Jemima N	News Morning Devotions Aunt Mary Chandler Chats	Woman's Hour	8:00 8:15 8:30 8:45	The second secon	Waking Time Move Along Builder Upper Working Time	Dear Columbia: News C	Pokey and Arkie News Report Jolly Joe's Pals	7:00 7:15 7:30 7:45	Breakfast Club N	Early Morning Jamboree
00 15 30 45	For Women Only Vaughn de Leath N Dean 3ros, N Todey's Children N	Hymns of ell Churches Hope Alden's Romance Hello Peggy	Newscast	9:00 9:15 9:30	Mrs. Wiggs N	WCPO News Musical Menu	Pretty Kitty Kelly C Myrt and Marge C	Mary Marlin N Ma Perkins N Pepper Young's Fam. N	8:00 8:15 8:30 8:45	Sheffter & Brenner N Vaughn De Leath N News	Twin Pianos
00 15 30 45	High Hatters N News and Views Rhythmakers	Linda's First Love Personal Col. of Air N We Live Again	Jean Abbey Magazine of the Air C	10:00 10:15 10:30	David Harum N Backstage Wife N Women of Today	WCPO News	To be announced	The O'Neilis N Personal Column N Vic and Sade N	9:00 9:15 9:30 9:45	Banner Newshawk Lyric Serenade George Hartrick N The Gospel Singer N	Magazine of Air C Big Sister C
06 15 30 45	Terri La Franconi N Grace and Scotty N Strotter's Matinee N	Girl Alone N Mary Marlin N	The Rhythmaires C Edwin C. Hill C Romance Helen Trent C	11:00 11:15	Young Cincinnatians .	WCPO News	Cornelia on the Air Edwin C. Hill C Concert Miniatures The Arcadians	Markets; News Novelodeons G. Wilson—J. Brown How I Met My Husb'd	10:00 10:15 10:30 10:45	Adrienne	Edwin C. Hili C
00 15 30 45	WCKY News		Betty and Bob C		From Headquarters Day Dreams	WCPO News	News: Markets You Shall Have Rhythm Eddie and Ron Console Capers		11:00 11:15 11:30 11:45	Love and Learn N Farm Scrap Book National Farm and Home Hour N	Monticello Party L Sunshine Sue
	Music Guild N Beatrice Fairfax	Neth'iand Plaza Ensem.	Romany Iralis C Meet the Missus Melody Express Between Bookends C	1:00 1:15 1:30 1:45	Strange Mich'l Cennon Mollie Halstead It's Woman's World N		Romany Trail C Betty Fairfax Dalton Brothers C Ted Malone C	Direct from Indiana State Fair John Brown Jim Poole	12:00 12:15 12:30 12:45	Banner Newshawk Dept. of Agriculture	LIVESTOCK: Markets
15 30	Airbreaks N	Pep'r Young's Fam. N Ma Perkins N Vic and Sade N The O'Neills N	News: Fire Prevention Future Favorites Columbia Concert Hall C	2:00 2:15 2:30 2:45	WSAI Revue Barber's Interviews	WCPO News	Theatre Matines C Columbia Concert Hall C	News: Julian Bentley. Homemakers' Matinee —Orchestra Mary Wright	1:00 1:15 1:30 1:45	Pepper Young N Ma Perkins N Vic and Sade N West View Orch, N	Hope Alden's Roma University of Kente Concert Hall C
15	All Sports Review Club Matines N	Interlude Kitty Keene, Inc. Waltz Favorites N The Guiding Light N	Bob Byron, songs C Novelteers C "Sing and Swing" C	3:00 3:15 3:30 3:45	Matinee	Sports Chatter Post Mortems Tea Time Tunes	Novelteers C	Club Matines—Variety Program N	2:00 2:15 2:30 2:45	Personal Column N Club Matinee N	Hymns of All Churc
	Gentleman from So. N Musical Adventures N Ranch Boys	Houseboat Hannah Couple Next Door	Notes and News St. Louis Syncopators C	4:00 4:15 4:30 4:45	Top Hatters N	WCPO News Jimmy Grier Revue	Auction	Music Circle	3:00 3:15 3:30 3:45	Manhattan Melodies Nixon Rest. Orch. N	Weekday Devotion St. L. Syncopators Drama of the Skie
	The state of the s	Larry and Sue Three X Sisters N The In-Laws	Musical Calendar All Hands on Deck C Hollywood Highlights Dick Bray—Sports	5:00 5:15 5:30 5:45	Sandy Williams M Friend Ralph	Harmony Hall From Hawaii Jam for Supper	All Hands on Deck C.	Stringtime—Jack Meekin N What's the News7 Escorts and Betty N	4:00 4:15 4:30 4:45	Financial News	Sports Review C.
00 :15 :30 :45	Benno Rabinoff N., News and Views	Alias Jimmy Valentine. Vocal Varteties N Lum and Abner N Sob Newhall	Poetic Melodies C "Everybody Sing" Fam. Actor Guild pr. Helen Menken C	6:00 6:15 6:30 6:45	Kentucky News Songs of the Islands Johnson Family Tom Slater				5:00 5:15 5:30 5:45	Afternoon News Sum'ry Carroll & Fairchild N	
00 15 30 45	Husbands and Wives N World Varieties	Russ Morgan's Orch. N	Al Joison, Martha	7:00 7:15 7:30 7:45	Music By M	Dick Porter	Thank You Stusia M. Warnow's Orch. C Al Joison C	Husbands and Wives N It Can Be Done N	6:00 6:15 6:30 6:45	Swingtime on Parade	Orchestra C
00 15 30 45	Music in 3/4 Time Gaslight Harmonies Packard Hour — Lanny Ross, Charles Butter-	True Detective		8:00 8:15 8:30 8:45	Vox Pop N	WCPO News In Swing Time Vagabond Melodist Community Sing	Watch the Fun Go By C Benny Goodman's	Ben Bernie and All the Lads N. To be announced N	7:00 7:15 7:30 7:45	Ben Bernie and his Lads N Packard Hour — Lanny Ross N	Benny Goodman's
:00 :15 :30 :45	Paige's Orch. N Manuel and Williamson N	Tonic Time	U. S. Navy Band C Hits of the Week.	9:00 9:15 9:30 9:45	mond Paige's Orch	WCPO News Community Sing	U. S. Navy Band C Rendezvous for Two Moon Magic	Americas N	8:00 8:15 8:30 8:45	Jimmy Fiddler N Manuel's Harp'sch'rd N	
:00 :15 :30 :45	Headlines of 1927 King's Jesters Orch. N Five Star Final Taxicab Nite Club	Los Amigos	Musical Moments B. Berrigan's Orch. C	10:30	Dick Gasparre Orch. M	WCPO News	Russ Lyon's Orch News: Berigan's Or. C	Globe Trotter Andy Kirk's Orch Eddie Varzo's	9:00 9:15 9:30 9:45	Amos 'n' Andy N French Casino Orch. N Johnny Presents Rus Morgan's Orch. N	Louisville vs. Colur Baseball Game
:00 :15 :30 :45	Hal Kemp's Orchestra N Marvin Fredericks' Orchestra N	Pauf Sullivan	Bert Block's Orchestra C Tommy Dorsey's	11:00 11:15 11:30 11:45	Barney Rapp's Orch.	WCPO News Dance Awhile	Bert Block's	Hal Kemp's Orch. N. LaSaile Hotel Orch Fletcher Henderson's	10:00 10:15 10:30 10:45	WSM News	Bert Block's Orchestra C T. Dorsey's Orch. WHAS News Room
	WCKY	WLW	WKRC		WSAI	WCPO	WHIO	WLS-WENR	1	WSM	WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

#300—Poetic Melodies: Jeck Fulton, tener, and Franklyn MacCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC whit weau wade www wbt —Herbert Foote's Concert Ensemble. (CBS)

wcco waco

East Ausz comedy sketch, teaturing Jane
and Goodman Ace, WJZ WCKY WLS
kdka wgar wham wire

Amos n Andy: Pepsodent Program. WEAF
wgs with kyw who wtem

Don Fernando's Oriental Gardens Orches-

tra. (NBC) wham wmaq fiction voca. varieties—Chorel Group of 14 Voices. WLW to WEAF wgy wham wire wmao who kstp.

—Song Time with Ruth Cahart and Bill Perry.

WABC wir whk wadc wwva wbt

Benno Rabinoff, violinist. WJZ WCKY WLS

wowo wave wire wham

6:30—Horlick's Lam and Abner, comedy shetch WJZ WLW WLS wgar —George Griffin, tenor. (NBC) wave wire

wham —Carroll and Fairchild, plano duo. (NBC) Carroll and Pairchid, pland due. (NBC)
WSM wgy wtam wmaq who wdaf kyw
Steinie Bottle Boys. WEAF only
Famous Actors Guild Presents Helen Men-

ken. "Second Husband," Serial Drama. WABC WKRC WHIO WHAS wir wbbm whk wfbm kmbc wau kmox wadc wwva wbt wwl wcco 6:45—Governor Myers of the Farm Credit Administration: The National Farm Credit

Administration: Situation, WEA

6:45—Governor Myers of the Farm Credit Administration: The National Farm Credit Situation. WEAF wgy wham wmaq who —Vivian Della Chiesa, soprano. WJZ WCKY WLS wgar wave wire wham wowo 7:00—Blue Velvet Music with Mark Warnow, Holiace Shaw and Del Casino. WABC WKRC (WHIO on 7:15) WHAS wir wbbm wfbm whk kmbc wcau kmox wbt wwi wcco wadc —Johnny Presents Russ Morgan's Orchestra: Charles Martin's Thrill; Swing Fourteen; Frances Adair; Rhythm Rogues, and Glenn Cross. WEAF WLW kyw wgy wwi wtam wmaq who kstp wdaf wfla wave wire —Husbands and Wives: Conducted by Sedley Brown and Allie Lowc Miles. WJZ WCKY WLS kdka wham wgar kvoo 7:30—Al Jolson Show with Martha Raye, Parkyakarkus and Victor Young's Orchestra. WABC WKRC WHIO WHAS wir wbbm wfbm whk wcau kmox wadc wbt wwi wcco—Lady Esther Serenade: Wayee King and his Orchestre. WEAF WSAI WSM kvoo wwi -Lady Esther Serenade: Wayne King and his Orchestre, WEAF WSAI WSM kvoo wwj

who kstp wmaq wdaf wire wave kyw wgy wtem wtaa

"'If Can Be Doné," dramatic sketch, with Edgar Guest Frankie Masters' Orchestra Masters Voices, singing ensemble; Mary Brackenridge, founder of the Frontier Nursing Service of Kentucky, guest speaker. WJZ WLW WLS kdka wgar wham 8:00—Vox Pop, conducted oy Parks Johnson and Wallace Butterworth. WEAF WSAI kyw wgy wtam wwi wmaq who wdaf wire—Ben Bernie and All the Lads: Eva Jessye Choir, Tod Duncan, Gregory Ratoff and Connie Boswell, guests. WJZ WLW WLS WSM kdka wgar wire wave kstp wham wfla kvoo wowo

was kake was wire wave keep whem with kvoo wowo "Watch the Fun Go By," oresented by Al Pearce and His Gang, Nick Lucas, singing guitarist; Arlene Harris, "Human Chatter-box"; Carl Hoff's Orchestra, WABC WKRC

guitarist; Arlene Harris, "Human Chatter-box"; Carl Hoff's Orchestra. WABC WKRC WHIO WHAS wir wbbm wfbm kmbc wcau kmox wadc wsbt wbt wcco whk
8:30—Benny Goodman's Swing School: Effie Etherington, English comedienne, guest. WABC WKRC WHIO WHAS wir wbbm wfbm whk wcau kmbc kmox wadc wsbt wbt wsfa wwl wcco
—Packard Hour: Lanny Ross, Charles Butterworth, Florence George, Don Wilson, Raymond Paige's Orchestra and guest stars. WEAF WCKY WSAI WSM who kyw wgy wwj wtam wdaf wire kstp wfla wave wdaf wmaq kvoo
—To be announced. WJZ WLS kdka wham

wgar 9:00—The Other Americas. WJZ WLS kdka

wgar wave wire wham wowo
-U. S. Navy Band. (CBS) WHAS WHIO
WKRC wfbm kmbc kmox wsbt wcco

wgar wave wire wham wowo

—U. S. Navy Band. (CBS) WHAS WHIO

WKRC wfbm kmbc kmox wsbt wcco

—Your Unseen Friend. WABC wir whk wbbm
wcau wadc

9:30—Russell Dorr, baritone, and organ.

WABC wbbm wir whk wfbm kmbc kmox
wadc wsbt wbt wwl

—Phillips Poly Folties. (CBS) wbbm wfbm
kmox wsbt wcco

—Jimmle Fidler's Hollywood Gossip. WEAF

WLW WSM wgy wtam wmaq who kyw wwj
wire wfla wave wbap kvoo

—Past Masters Program: Manual and Williamson—Harpsichord Ensemble — four harpsichords, organ, flute and strings. WJZ

WCKY WLS (WSM on 9:45) kd%a wgar
wave wham wfla wire wbap

9:45—Vic and Sade: Comedy sketch, with Art
Van Harvey, Billy Idelson and Bernardine
Flynn. WEAF WLW wgy wtam wave wire
kyw wmaq wdaf wwj

—Four Stars, Girl's Vocal Quartet. WABC

Flynn. WEAF WLW wgy wtam wave wire kyw wmaq wdaf wwi
—Four Stars, Girl's Vocal Quartet. WABC whk wcau wadc wbt wwl
10:00—The Pepsodent Program: Amos 'n'
Andy. WEAF WLW WSM wtam wwi
—Violin in the Night: Ben Silverberg, violinist; string ensemble, and Waldo Pooler, narrator. WEAF wgy wtam wmaq who
—"Poetic Melodies:" Jack Fulton, tenor; Franklyn McCormack, reader, with Carlton Kelsey's Orchestra. (CBS) WHAS wir wbbm

The Vagabonds. WJZ wgar wave wire

wham wham Tonight: Commentary by Andre Baruch. WABC only
Bunny Barrigan's Orchestra. WABC (WKRC and WHIO on 10:15) whk kmbc wcau kmox wadc wsbt wbt wsfa

10:15-Lou Breeze and his Orchestra. WEAF wgy wtam wmaq who

—King's Jesters Hotel LaSalle Orchestra.

WJZ wgar wave wire wham

WJZ wgar wave wire wnam

10:30—George Oisen's Orchestra. WABC

WHIO (WKRC on 10:45) wir wbbm wcau
whk wfbm kmox wadc wsbt wbt wsfa wcco

Les Brown's Orchestra from Playland
Casino. WEAF wgy wtam wmaq who

Carlos Molina's Hotel Stevens Orchestra.

WJZ wgar wave wire wham

WJZ wgar wave wire wham

11:00—Hal Kemp's Orchestra. WJZ WCKY
WLS kdka wgar wave wire wham

Bert Block and his Orchestra. WABC WKRC
WHAS WHIO (wir on 11:15) whk wfbm
wcau wadc wsbt wbt wsfa wwi wcco

Jerry Blaine and his Orchestra. WEAF
wwi wgy wtam who

Roger Pryor's Orchestra. (CBS) wbbm
kmbc

H:30—Marvin Fredericks' Commodore Perry Hotel Orchestra, WJZ WCKY kdka wave wire wham wgar —William Farmer's Promenade Cafe Orches-tra. WEAF wgy wtam wmeq



And the home town girl made used to the change is no joke. good! That's what they're saying out in Aurora, Indiana, these days. Minabelle Abbott known in radioland as Mary Sothern now receiving a weekly check in the neighborhood of \$150 with promise of an increase each year for the next five. The Life of Mary Sothern is soon to be aired over Columbia. Miss Abbott began her radio career as a secretary in the WLW offices and graduated gradually to dramatic roles ... she also sings. Tall, blonde, twenty-eight and dignified in appearance ... she is married to Ralph Hutchins. Now in New York where the show originates, sharing an apartment with Flo Golden (Mrs. Don Becker) who also has a part in the cast.

After talking about it for a couple of years...WLW is to studios in Clifton build new Heights. And will they be swanky! Twelve of them ... acoustically perfect. Twenty-eight offices, an auditorium to hold 600, a lunch room, lounges, research department, music library ... all airconditioned. A lot can be done with a million dollars and it's time they did it. Surely the present studios are not what you'd expect to see at the "nation's station". The white stone building will be floodlighted at night and visible from all parts of Cincinnati.

Piner bringing a lot of hill-billy talent to Cincinnati shortly for a barn dance. Music Hall will house the show ... which includes many acts from the WLS Barn Dance program . . . also local talent. Show will be broadcast on WLW and WSAI.

Comes soon the time when radio traffic managers go quietly mad .. to say nothing of the audience. Time change ... when New York goes back to Standard Time and the whole country has to readjust its radio schedule. Satisfying sponsors on a new time for their THEME UP AND OUT.

shows and getting the audience

THUMBS UP: WCPO's young and pretty trio, Jane Schräeder, Betty O'Regan and Rita Hackett They keep Greater Cincinnati ladies posted on social activities and liven up a program that could be rather dull. All three are college girls...Jane from U. C. and Betty and Rita from Mt. St. Joseph.

ALONG THE MILKY WAY: Word that Harry Holcombe, old WLW man, is working on the new Camel show originating in New York. Harry in charge of the last half hour of this program which features Benny Goodman and his ork...the balance being aired from Hollywood with Jack Oakie. A listen to Jeff Sparks announcing on Mutual t'other day....Jeff used to be an 'LW announcer, remember? Congrats to Jimmy Scribner and his new wife... heard his Mutual show from New York and it was okeh. Word that Gladys McKee of WCPO radio (until a few months ago) is about to take the marital step. Good luck, Gladys! Another old timer popped up last week ... Segar Ellis now conducting a band and making recordings. Stan Waxman in town for a few days visiting the family and to see his father who is recovering from an auto crackup. 'KRC and Dow Drug officials, together with Cincy's radio editors, had a real time on a boat trip one day last week. Ruth Lyons setting the vogue by appearing at the studio in a slack suit which she had tailored in Hollywood.... Ted Travers on Fourth Street, without his band, looking very dapper....

Tom Slater, popular 'LW announcer, leaves the Nation's Station this week and begins spieling for Mutual in Nam V

More star shooting with the Astronomer next week, and, as usual, more peeps at people.

Lanny Ross in New Series Over **NBC-Red Network**

ANNY ROSS, radio's favorite tenor, who inaugurates a new Tuesday night series over the NBC-Red network, including WCKY, is found a real deepseated ideal. The WSAI and WSM, with Charles Butterworth, on September 7, at 8:30 p. m. (E.S.T.), is a young man with many unrevealed ambitions. He aspires to compose music, write and produce an operetta, become a successful farmer, create fiction and make good as a concert singer. These ambitions come on top of his success on the air and on the screen, and have long been nursed along by the Yale graduate.

Lanny is well on the way to realizing most of his extra-curricular aspirations. He has written several songs of merit and some have been published. His 500-acre farm in upstate New York has been worked into shape and is now producing. Lanny's one regret in having to go to Hollywood for his new series is that he will be absent from the farm.

The network star made good in two concerts in New York last season and won acclaim of hardboiled metropolitan critics for his performance in Town Hall and Carnegie Hall. He has scheduled a concert tour of the Pacific Coast for the forthcoming season and one in the East the following year.

As to fiction, Ross admits that there it is all talk and hope with no work under way. As to the operetta, there tenor-lawyer-actor actually has begun labor on a musical drama with a locale in the coal mine regions of Pennsylvania. Lanny, who has seen a bit of the miners, wants to paint a more pleasant picture of their lives than that so often revealed in sordid social dramas and novels. These people, he will tell you, have contributed substantially to the better side of American life and progress and he would like to show their bright side.

Aside from these multiple ambitions, Lanny is content to broadcast once a week, plan a new motion picture, continue his musical studies and attend to his personal business mat-

Don McNeill, NBC Breakfast Club and Jamboree master of ceremonies, is thanking his stars for fire insurance after a blaze broke out in his Chicago apartment last week.

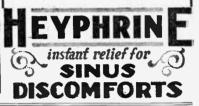
Alfred Gus Karger, Commentator, Station WLW and WLW LINE, will discuss "The School of Government," Saturday, September 4, 1937 at 5:45 p. m. (E.S.T.).

Don't Wait!

Now is the time to treat Hay-Fever

Air-condition your nose early this year. If you are one of the unfor-tunate sufferers of the hay fever season, you'll be smart if you begin treatment before the nasal passages are swollen and closed.

Drop in at your neighborhood Hy-Pure Drug Store and get a bot-tle of HEYPHRINE OIL today. Regardless of what other hay fever remedy you have used in the past, remedy you have used in the past, you'll never again be without HEY-PHRINE, once you've experienced the quick, complete comforting relief it affords.



TERMITES

carry a complete stock of Disinfectants

ROSE EXTERMINATOR CO.

W.S.A.I. Does An Amazing Job

Every Sunday the Old Rhinelander brings you exciting and amusing tales of "Canal Days".

The Mohawk Radio & Electric Shop is proud to sponsor this program. Proud, too, that it has pleased you. Now your support has won the Mohawk Radio & Electric Shop the Norge dealer's cup for the outstanding sales job in Cincinnati.

"Canal Days" has been the powerful force in this amazing sales job. This program and the job it is doing is typical of the selling force Cincinnati's Own Station exerts for outstanding local and national business.

CINCINNATI'S OWN STATION

THE CROSLEY RADIO CORPORATION

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& CO., Inc.



PROGRAMS FOR WEDNESDAY, SEPTEMBER 8





-		<u> </u>									
(E					STANDARD TIME	_		(CENTRAL STANDARD TIME)			
	WCKY Cincinnati (1490 kc.)	W L W Cincinnati (700 kc.)	WKRC Cincinnati (850 kc.	,	WSAI Cincinnati (1830 kc.)	WCPO Cincinnati (1200 kc.)	WHIO Dayton (1260 kc.	WLS-WENR Chicago, III. (876 lcc.)		WSM Nashville, Tenn. (650 kc.)	WHAS Louisville, Ky. (820 kc.)
6:30 6:45	••••••	Top o' the Morning	Jerry Foy	6:30 6:45		WCPO News Cereal Time		Farm Bulletin Smile A While	5:30 5:46	***************************************	
7:00 7:15 7:30	Morning Devotion N Morning Roundup	Cadle Choir	Early Edition-News .	7:00 7:15	Heartstring Tugs	Over the Coffee Cups Rise and Shine		News Reports	6:00 6:15	***************************************	Asbury College Devotions
7:45 3:00	Four Showmen N Breakfast Club N	Sing, Neighbor, Sing Home Songs N	Dow's Dawn Patrol- Time; Temperature		Brown Co. Revelers.		WHIO Almanac		6:30 6:45	Hunters	Breakfast Business Salt and Peanuts
8:15 8:30 8:45	News for Executives Breakfast Club N	Morning Devotions Aunt Mary	Woman's Hour	8:15	Streamliners N	Move Along Builder Upper Bright Outlook Working Time	As You Like It C Richard Maxwell C. T Yesterday's Favorites Volce of the Organ	Jolly Joe's Pals	7:00 7:15 7:30 7:45	Breakfast Club N	Jamboree
9:00 9:15 9:30	For Women Only Vaughn de Leath N Dean Bros. N	Hymns of All Churches Hooe Alden's Rom'nce Virginians		9:00 9:15 9:30	Mrs. Wiggs N John's Other Wife N Just Plain Bill N	WCPO News Musical Revue	Pretty Kitty Kelly C Myrt and Marge C Municipal Court	Mary Marlin N Ma Perkins N	8:00 8:15	Sweethearts of Air N Vaughn De Leath N	WHAS News Room Myrt and Marge C
9:45 0:00	Vegabonds N	Viennese Ensemble N. Linda's First Love	Magazine of the		Keep'g Ahead of Hus David Harum N.	WCPO News		Don & Helen	8:45 9:00	Viennese Ensemble N. Banner Newshawk	Ruth and Bill C
0:15 0:30 0:45	Hits and Encores Woman's Exposition N	Personal Col. of Air N We Live Again	Big Sister C Aunt Jenny's Stories C	10:15 10:30 10:45	Backstage Wife N How to be Charming N Newlyweds	Federal Theatre	10 11	Personal Column N Vic and Sade N	9:15 9:30 9:45	Lyric Serenade How to be Charming N	Air C Big Sister C Aunt Jenny's Stories C
1:00 1:15 1:30 1:45	Trail Finder N Grace and Scotty N Joe Dumont N Come Over to Our	Mary Mariin N News; Live Stock Joe White N	Romance Helen Trent C	11:00 11:15 11:30 11:45	Young Cincinnations Melodic Rhythm Cotton Pickin' Time Freshmen Follies	MCPO News Merry Go Round	Cornelia on the Air Edwin C. Hill C Concert Miniatures The Arcadians	Markets Otto's Novelodeons Ralph Emerson, organ	10:00 10:15 10:30 10:45	Dumond's Cadets N .	Linda's First Love Edwin C. Hill C Helen Trent C
2:15 2: 3 0	WCKY News	Allen Werner, tenor fom, Dick and Harry M National Farm and	Betty and Bob C Betty Crocker C A. Grimm's Daugh'r C	12:00 12:15 12:30	From Headquarters Jane Grey Werds and Music N	Man on the Street	News: Markets You Shall Have Rhythm Eddie and Ron	Virginia Lee	11:00 11:15 11:30	Love and Learn N Concert Sketches National Farm and	Our Gal Sunday C Dot and Bilt Monticello Party Line Paul Sutton, songs
1:00 1:15 1:30	Home Hour N	Home Hour N	Hollywood in Person C Woman's News C Meet the Missus Melody Express	1:00	Strange Mich'l Cannon Mollie Halstead	at Pittsburgh	Console Capers Woman's News C Better Business	Dinnerbell Time—From Indiana State Fair.	11:45 12:00 12:15	Home Hour N	Woman's News C College of Agriculture
1:45	Beatrice Fairfax Southernaires N Continent'l Varieties N	Betty and Bob Pepper Young N	Between Bookends C News: Fire Prevention	1:30 1:45 2:00	Fed. Women's Clubs N Barber's Interviews Sports Oddities	16 18	Montana Slim C Ted Malone C Manhattan Matinee C		1:00	Pepper Young's Fam. N	
2:30 2:45	Continental Varieties N News and Views	Vic and Sade N The O'Neills N	Current Questions C Columbia Concert	2:15 2:30 2:45	Cincin'ti vs. Pittsburgh —Baseball Game at Pittsburgh	Betw'n Game Int'rlude	Cincinnati at Pittsb'gh —Baseball Game	Homemakers' Matinee —Orchestra Mary Wright	1:30	Ma Perkins N Vic and Sade N Seffter and Brennat N	University of Kentucky Concert_Hall C
1:15	Lorenzo Jones N All Sports Revue Club Matinee	Kitty Keene, Inc		3:00 3:15 3:30 3:45	11	at Pittsburgh	00 00 10 10 10 11	Club Matines N	2:15 2:30	Leon Cole Personal Column N Carol Weymann N	Hymns of All Churches Russell Dorr C
1:00	Animal News Club N Dot and Pat N		According to the second	4:00 4:15 4:30	Grandpa Hans	11 10	Doris Kerr, songs C.	Music Circle	3:00 3:15	The Guiding Light N Woman Looks at News Dot and Pat N Manhattan Melodies	Acad. of Medicine C. Salt and Peanuts Weekday Devotions Doris Kerr C
:45	Three Cheers N		Internal Revenue Musical Calendar Vianna Tanner C	4:45 5:00 5:15	P's and Q's N Friend Ralph	Post Mortems	Funny Things C Del Casino, Songs C Broadcast from Paris C	Meet the Orchestre N Harry Kogen's Orchestre N	3:45 4:00	Three Cheers N Del Casino C	Funny Things C. Jack Shannon, songs C To be announced
	WCKY News Evening Concert	The in-Laws	Hollywood Highlights Dick Bray—Sports	5:30 5:45	Knot Hole Club Red Barber's Resume	Jam for Supper	News; Sports Rasuma C Singing Waiters C		4:30	Financial News Vaughn Quartet	Sports Review C
:15	Easy Aces N	Noia Day, songs N Lum and Abner N	Poetic Metodies C Musical Visions Jay Freeman's Orch. C Roake Carter C	6:00 6:15 6:30 6:45		WCPO News Home Beautiful Dinner Club	Si Burick	Easy Aces, sketch N Nola Day, songs N Lum and Abner N Charlotte Lansing N	5:15 5:30	Rhythm Time	Jay Freeman's Orch. C
:15	Roy Shields N Wary Small Junior Revue N	· · · · · · · · · · · · · · · · · · ·		7:00 7:15 7:30 7:45	Gypsy Trails M Wayne King's Orchestra N	Dick Porter	Serenade in the	Roy Shields Revue N " Mary Small Junior Revue N	6:00 6:15 6:30 6:45	One Man's Family N Wayne King and his Orchastra N	Cavalcade of Music C Laugh with Ken Murray C
:00 :15 :30 :45	NBC String Symphony N	Walter O'Keefe— Town Hall Tonight N	Frank Parker with	8:00 8:15 8:30 8:45	Jack Sprigg's Orchestra Ed Fitzgerald M	WCPO News Dimwit College	Andre Kostalentz's Orchestra C Beauty Box Theatre— J'sica Dragonette C	NBC String Symphony N	7:00 7:15 7:30 7:45	Town Hall Tonight: Walter O'Keefe N	Andre Kostelanetz and Frank Parker C Beauty Box Theatre— Jessica Dragonette C
:00 :15 :30	Elza Schallert N John Edwards N Minstral Show N	Your Hit Parade N	Gang Busters C U. S. Cabinet Series C	9:00 9:15 9:30	Frim Sisters	WCPO News Dancing Melodies	Gang Busters—Phillips Lord C U. S. Cabinet	Eiza Schallert N Joan Edwards N NBC Minstrels N	8:00 8:15 8:30	Your Hit Parada N	The "Gang Busters" C
:15	Vagabonds N King's Jesters Orch. N	Lynn Cole's Orchestra. Amos 'n' Andy N The Madhatterfields Barney Rapp's	Personalities on Parade Tommy Dorsey's Orc. C Newscast—Lee 8land	9:45 10:00 10:15 10:30	Orchestra	Boxing Matches	Musical Moments News; Music Roger Pryor's	11 11	9:00 9:15	Alistair Cooke N Amos 'n' Andy N New Voices Russ Morgan'	Musical Momants Poetic Melodies C Louisville vs. Columbus Baseball Game
45	Waltz Interlude		Roger Pryor's Orch. C	10:45	Billy Snider's	in Swing Time	Orchestra C		9:45	Orchestra N	Ted Fiorito's Orch. C
:15		Paul Whiteman Orch. N Jack Sprigg's Orchestra	Orchestra C	:15 :15 :30 :45	Orchestra Andy Kirk's Orchestra N	The Public	Ted Fiorito's Orch. C Gershwin Memorial, from Hollywood C.	Andy Kirk's	10:15	B. C. Sports Adrian McDowell's Orchestra	Louisville Dance Time Gershwin Memorial, from Hollywood C
- 	WCKY	WLW	WKRC		WSAI	WCPO	WHIO	WLS-WENR		WSM	WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, 'tenor;
Franklyn Mac Cormack, poetic reader, and
Carlton Kelsey's Orchestre. WABC WKRC
wedc wwva wbt whk wcau
—"Obligato." (CBS) kmbc
—Easy Aces, comedy sketch, teaturing Jane
and Goodman Ace. WJZ WCKY WLS
kdka wgar wham wire
—Pepsodent Program: Amos n' Andy. WEAF
wgy wwi kyw who

wgy wwi kyw who

-Don Fernando's Oriental Gardens Orchestra.

(NBC) wtam wmaq 6:15—"Uncle Exra's Radio Station E-Z-R-A," **I5—"Uncle Etra's Radio Station Eta-Ron, with Pat Barrett, Nora Cunneen and others. WEAF WCKY wgy wmaq wtam wire wdaf kyw who wbap kstp.

Nola Day, songs; Norman Cloutier's Orchestra, WJZ WLW WLS wgar wave wire

-Nola Day, songs; Norman Cloutier's Orchestra. WJZ WLW WLS wgar wave wire wham wspd wowo
-Song Time with Patti Chapin and Howard Phillips. WABC whk wcau wadc wwva wbt 6:30—Jay Freeman and his Orchestra. WABC WHAS WKRC WHIO whk wfbm kmbc wadc

Horlick's Lum and Abner, comedy sketch.
 WJZ WLW WLS wgar

-Mario Cozzi, baritone. (NBC) wave wire

—Selinsky String Quartet. (NBC) wgy wtam wmag who wdaf kyw 6:45—Boake Carter. WABC WKRC WHIO WHAS wir wbbm whk kmbc wcau kmox wcco wbt —Charlotte Lansings, songs. (NBC) WLS kdka wgar wave wire wham wowo —Sisters of the Skillet—Ed East and Ralph Dumke. WJZ only —Jean Sablon, songs. WEAF wgy wtam wmag who wdaf 7:00—One Man's Family, dramatic sketch.

-Jean Sablon, songs. WEAF wgy włam wmaq who wdaf
7:00—One Man's Family, dramatic sketch. WEAF WLW WSM wdaf wgy wwi włam who wmaq wfla wave kvoo wbap

-The Cavalcade of Music, with guest artist. Don Voorhees and his Concert Orchestra. Victor Herbert program. WABC WKRC WHAS wir wbbm wfbm whk kmbc wcau kmox wbt wwl wcco

-Roy Shield's Revue: Concert Orchestra, with Vivian Della Chiesa, soprano, and Charles Sears, tenor. WJZ WCKY WLS kdka wgar wire wham
7:30—Laugh with Ken Murray, comedian, "Oswald"; Connie Boswell, guest; Marlyn Stuart; Lud Gluskin's Orchestra. WABC WKRC WHAS WHIO wir wbbm wfbm whk kmbc wcau kmox wadc wht wwl wcco

wowo

8:30—Palmolive Beauty Box Theatre, starring
Jessica Dragonette, soprano, and Charles
Kulimann, tenor; Al Goodman's Orchestra.
WABC WKRC WHIO WHAS wir whk wbbm
kmbc wcau kmox wadc wbt wwl wcco

kmbc wcau kmox wadc wbt ww! wcco

9:00—"Gang Busters," true crime dramatizations. Conducted by Phillips H. Lord
WABC WKRC WHAS WHIO wir wbbm
wfbm whk kmbc wcau kmox ww! wcco

-Your Hit Parade: Richard Himber's Orchestra; Stuart Allen, baritone; Freddie Gibson,
Songstress; Songsmith Quartet; guest artist.
WEAF WLW WSM wgy wtam wmaq kyw
wdaf wfaa who wfla kstp wave

-Elza Schallert Reviews. WJZ WCKY WLS

Roy Shield's Orchestra. WJZ WCKY WLS wgar kdka wowo wave wire wham 9:45—Alistair Cooke, British commentator. WEAF WSM wgy wtam wmaq who 10:00—Tommy Dorsey and his Orchestra. (CBS) (WKRC on 10:15) whk kmbc wcau kmox wadc wsbt wbt wsfa —Amos 'n' Andy. (NBC) WSM WLW wire wmaq wdaf —"Poetic Melodies": Jack Fulton, tenor; Franklyn Mac Cormack, reader, and Carlton Kelsey's Orchestra. (CBS) WHAS wir wbbm wfbm kmbc wcco kmox ww! —Eddie Le Baron's Rainbow Room Orchestra. WEAF wmaq wgy wtam who wdaf kyw —Tomorrow's News Tonight: Commentary by Andre Baruch. WABC only —The Vagabonds. WJZ WCKY 10:15—King's Jesters Hotel LaSaile Orchestra. WJZ WSAI 10:30—Russ Morgan and his French Casino

10:30—Russ Morgan and his French Casino Orchestra. WEAF WSM wgy wtam wmaq

who

Roger Pryor and His Orchestra. WABC

WHIO (WKRC on 10:45) wir wcau kmbc

(WKRC on 10:45) wir wcau kmbc wadc





PROGRAMS FOR THURSDAY, SEPTEMBER 9





	(EASTERN STANDARD TIME)									(CENTRAL STANDARD TIME)			
	WCKY Cincinnati (1490 kc.)	WLW Cincinnati (700 kc.)	WKRC Cincinnati (850 kc.)		WSAI Cincinnati (1330 kc.)	WCPO Cincinnati (1200 kc.)	WHIO Dayton (1260 kc.)	WLS-WENR Chicago, Ill. (870 kc.)		WSM Nashville, Tenn. (650 kc.)	WHAS Louisville, Ky. (830 kg.)		
6:30 6:45	Cincinnati (1490 RC.)	Top o' the Morning	Jerry Foy	6:30 6:45		WCPO News		Farm Bulletin	5:30 5:45	•••••			
7:00 7:15 7:30 7:45	Morning Devotions N Morning Roundup Morning Glee Club N		Sing Before Breakfast. Early Edition—News	7:00 7:15 7:30 7:45	Church Forum	Rise and Shine WCPO News	Ridge Runners Breakfast Express WHIO Almanac Little Tom	Don and Helen The Smile Market	6:00 6:15 6:30 6:45	Vaughn Quartet	Dayotions		
8:00 8:15 8:30 8:45	Breakfast Club N News for Executives Breakfast Club N	News	Woman's Hour	8:00 8:15 8:30 8:45	Streamliners, with Field & Hall & Orch. N	Builder Upper	Richard Maxwell C.	News Report	7:00 7:15 7:30 7:45	Breakfast Club N	Early Morning Jamboree		
9:00 9:15 9:30 9:45	For Women Only Vaughn de Leath N. Dean P Today's Children N.	Hymns of All Churches Hope Alden's Romance Hello Peggy Viennese Ensemble N	Newsacast Myrt and Marge C The instrumentalists C	9:15 9:30	Mrs. Wiggs N	Musical Revue		Ma Perkins N	8:00 8:15 8:30 8:45	Cowboys Vaughn De Leath N News Viennese Ensemble N	WHAS News Room Myrt and Marge C Instrumentalists		
10:00 10:15 10:30 10:45	High Hatters N News and Views Rhythmakers	Linda's First Love Personal Col. of Air N We Live Again	Jean Abbey	10:15 10:30	David Harum N Backstage Wife N Women of Today Newlyweds	WCPO News	To be announced Magazine of the Air C Big Sister C	The O'Neills N Personal Column N Vic and Sade N	9:00 9:15 9:30 9:45	8anner Newshawk Lyric Serenade Semi-Classic Music N The Gospel Singer N	Mary Lee Taylor C Magazine of the Air C Big Sister C Aunt Jenny's Stories C		
11:00 11:15 11:30 11:45	Terri La Franconi N Grace and Scotty N Stroilers Matinee N Come to Our House	Girl Alone N Mary Marlin N	Romance Helen Trent C	11:15 11:30	Young Cincinnations Mary Paxton Cotton Pickin' Time. Freshman Follies	Merry Go Round,	Cornella on the Air Edwin C. Hill C Concert Miniatures The Arcadians	Markets Otto & Novelodeons . Ralph Emerson, organ Melody Parade	10:00 10:15 10:30 10:45	Lady of Charm Jack's Mountaineers Stroller's Matinee N	Linda's First Love Edwin C. Hill C Romance Helen Trent C Our Gal, Sunday C		
12:00 12:15 12:30 12:46	WCKY News Hal Gordon N Farm and Home Hour N	The Three Spades. Gus Haenschen's Orch. National Farm and Home Hour N	Hymns All Churches C	12:15 12:30	From Headquarters Day Dreams	WCPO News The Playboys Man on the Street Melody Parade	News: Markets You Shall Have Rhythm Eddie and Ron Ann Kirk Trio			To be announced N Farm Credit Interview National Farm and Home Hour N	Dot and Bill Monticello Party Line. Sunshine Sue The Jackson Family		
1:00 1:15 1:30 1:45	Piano Recital N:	Neth'land Plaza Ensem.	Rambles in Rhythm C Meet the Missus Metody Express Between Bookends C	1:15	Michael Cannon Mollie Halstead It's Woman's World N Barber's Interviews	WCPO News	Rambles in Rhythm Herbert Foote, org. C Dalton Brothers C Ted Malone C	From Ind. State Fair Grounds, Ind'apolis. John Brown	12:15 12:30 12:45	Banner Newshawk Dept. of Agriculture	Shelton Brothers College of Agriculture Livestock: Markets Ted Malone C		
2:00 2:15 2:30 2:45	Light Opera N El Caballero N Swing Serenade N	Pepper Young's Fam. N Ma Perkins N Vic and Sade N The O'Neills N	Future Favorites		Sports Oddities Cincin'ti vs. Pittsburgh —Baseball Game at Pittsburgh	Warm Ups Reds vs. Pittsburgh, at Pittsburgh		Homemakers' Matinee —Orchestra Mary Wright	1:15 1:30 1:45	Rhythm & Romance N	Do You Remember? C		
3:00 3:15 3:30 3:45	Lorenzo Jones N Sports Review Club Matinee N	Arthur Chandler, Jr Kitty Keene, Inc. Waltz Favorites N The Guiding Light N	Novelteers C U. S. Army Band C	3:00 3:15 3:30 3:45	10 11 11 11 11 11 11 11 11 11 11 11 11 1	" "	16 66	Aguath Suom M	2:00 2:15 2:30 2:45	Club Matinee N Personal Column N Club Matinee N The Guiding Light N	U. S. Army Band C		
4:00 4:15 4:30 4:45	Lucille & Lanny N News and Views On the Mall Kings Men N	Houseboat Hannah Couple Next Door Singing Lady N King's Men Quartet N	Notes and News Elsie Thompson C Women's Exposition	4:00 4:15 4:30 4:45	Grandpa Hans It is Strange	Post Mortems	Clyde Barrie ,songs C Elsie Thompson at the Organ C	Music Circle	3:00 3:15 3:30 3:45	Woman Looks at News Archer Gibson N Manhattan Melodies King's Men N	Weekday Devotions Elsie Thompson at the Organ C		
5:00 5:15 5:30 5:45	All Sports Review WCKY News Evening Concert	Modernaires	To be announced Hollywood Highlights	5:15 5:30	Sandy Williams M Friend Ralph Knot Hole Club Red Barber's Resume.	From Hawaii Jam for Supper	Margaret Daum, soprano C	Escorts and Betty N	4:00 4:15 4:30 4:45	Harry Kogen's Orchestra N Financial News Freddie Rose			
6:00 6:15 6:30 6:45		Alias Jimmy Valentine. Vocal Varieties N Lum and Abner N Bob Newhall	"Everybody Sing" Elmer Davis C	6:00 6:15 6:30 6:45	Kentucky News Songs of the Islands. Johnson Family Tom Stater	Dinner Club	News; Dinner Music Si Burick Elmer Davis—News IC Patti Chapin C	Healani of So. Seas N Lum and Abner N Kidoodlers N	5:00 5:15 5:30 5:45	String Quartet Two Planos	WHAS News Room Elmer Davis—News C. Pattl Chapin, songs C		
7:00 7:15 7:30 7:45	Gun Smoke Law N Helen Traubel N	Variety Hour N	Nicolai Berezowsky Takes the Baton—Co- lumbia Concert Or- chestra C	7:15 7:30 7:45	***************************************	The Gaities Yours Truly Race Results	conductor C	Helen Traubel N	6:00 6:15 6:30 6:45	Show N	Columbia Concert HallFritz Mahler, conductor C		
8:00 8:15 8:30 8:45	To be announced N	Charles Winninger	Major Bowes Amateur Hour C	8:00 8:15 8:30 8:45	Pat Barnes' Opera House M	WCPO News In Swing Time Vagabond Melodist Musically Speaking	Major Bowes' Amateur Hour C	10 00	7:00 7:15 7:30 7:45	Show Boat N	00 11		
9:00 9:15 9:30 9:45	Piccadilly Music Hall N	Bob Burns; Johnny Trotter's Orch. N	Your True Adventures	9:00 9:15 9:30 9:45	Musical Revue M	. " "	Floyd Gibbons C.	Hall N	8:00 8:15 8:30 8:45	Trotter's Orch. N	"Your Adventures with Floyd Gibbons" C., March of Time C		
10:00 10:15 10:30 10:45	Headlines of 1912. King's Jesters tive Star Final Eddie Varzos' Orch, N	Amos 'n Andy N Phil Davis' Orch To be announced	Musical Moments Frank Dailey's Orch, C Newscast—Lee Bland	10:30	Paul Sullivan Dance Orchestra M.	WCPO News	Russ Lyon's Orch News; Music George Olsen's Orchestra C	Globe Trotter LaSalle Hotel Orch	9:00 9:15 9:30 9:45	Lou Breeze's Orch. N. To be announced Summer Melodies			
11:00 11:15 11:30 11:45	Henry Busse's Orch. —Chez Paree (N) Garwood Van	Paul Sultivan Clyde Trask's Orch arney Rapp s Orchestra	Bert Block's	11:00 11:15 11:30 11:45		Dance Awhile	Bert Block's	Larry Burke, tenor N. Jerry Blaine's Orch. N	10:30	B. C. Sports Review Adrian McDowell's	Bert Block's Orch. C Harry Currie's Orchestra WHAS News Room		
	WCKY	WLW	WKRC		WSAI	WCPO	WHIO	WLS-WENR	-1	WSM	WHAS		

NETWORK PROGRAMS (NBC-CBS) EASTERN-STANDARD TIME

4:00—Poetic Meiodies: Jack Fulton, tenor, and Franklyn Mac Cormack, poetic reader. Carlton Kelsey's Orchestra WABC WKRC wadc wwva wbt whk wcau

—Herbert Foote's Concert Ensemble
—Amo: Andy, reprocent ruguem. WEAF wgy wtam kyw wwi

—Don Fernando's Oriental Gardens Orchestra. (NBC) wmaq
Easy Aces comedy sketch reaturing Jane and Goodman Ace. WJZ WCKY WLS kdka wgar wire wham

1.15—Voca. varieties—Choral group of 14 voices. WLW to WEAF wgy wtam wire wmaq who kstp kyw

—Song Time: Doris Kerr and Russell Dorr.

-Song Time: Doris Kerr and Russell Dorr.
WABC wir whk weau wadc wwva wbt
-Healani of the South Seas. WJZ WCKY
WLS wgar wave wire wham wspd wowo

6:30—To be announced. WEAF only Elmer Da is comments on the news. WABC WKRC WHIO WHAS wir wbbm whk wfbm

kmbc wcau kmox wadc wwya wbt wwl wcco -Terri Franconi, tenor. (NSC) wgy wtam

kyw wwi —Horlick's Program, with Lum and Abner: Comedy sketch. WJZ WLW WLS wsb

-Al and Lee Reiser, plano duo. (NBC) wgar

6:45—Patti Chapin, songs. WABC WKRC WHAS
wir wbbm whk kmbc wcau kmox wbt wcco
—Arty Hall's Radio Rubes. (NBC)
—Kidoodlers, vocal and instrumental quartet.
WJZ WCKY WLS wgar wave wire wham

wowo
7:00—Nicolai Berezowski Takes the Baton—
Columbia Concert Orchestra. WABC WKRC
WHAS wir wbbm wfbm whk kmbc wcau
kmox wadc wwa wbt wwl
The Royal Gelatin Program—Rudy Vallee and
his Connecticut Yankees: Guest artists.
WEAF WLW WSM wtam kyw wgy wbap
kth wfla

WEAF WLW WSM wham kyw wgy wbepkstp wfla

—Gun Smoke Law—dramatization of the old
West by Wilbur Hall. WJZ WCKY WLS
kdka wgar wave wire wham
7:30—Helen Traubel, soprano. WJZ WCKY
WLS kdka wham wowo

waat kspf wbap wfla

-Maio: 8owes Amateur Hour. WABC
WKRC WHIO WHAS wir wbbm wfbm whk
wcau kmox wadc whio wbt wsfa wwl wcco

-To be announced. WJZ WCKY WLS kdka
wgar wave wire wham
9:00—Kraft Music Hall, starring 8ob Burns,
comedian; Johnny Trotter's Orchestra; guest
artists. WEAF WLW WSM wgar wgy wtam
wwi wmaq wire wave kyw who wbap kstp
wdaf kvoo

-"Your True Adventures"

waar kyoo "Your True Adventures," Floyd Gibbons. WABC WKRC WHIO WHAS wir wbbm

Piccadilly Music Hall: Variety program with John Galsworthy, m. c., orchestra, and guest artists. WJZ WCKY WLS kdka wgar wave wire wham.

30—The March of Time: News dramatization. WABC WKRC WHAS wir wbbm wfbm whk

wcau kmox wbt wwl wcco 10:00—John B. Kennedy, "Footnotes on Head-lines." WEAF wgy wtam wmaq who wdaf

kyw
"Poetic Melodies": Jack Fulton, tenor:
Franklyn Mac Cormack, reader, and Carlton
Kelsey's Orchestra. (CBS) WHAS wir wbbm wwl wcco kmox The Vagabonds, WJZ wgar wave wire

(WKRC on 10:15) wade kmox whk wsbt wbt 10:15-Lou Breeze and the French Casino Or-chestra. WEAF WSM wgy wtam wmag who

10:15—Lou Breeze and the French Casino Orchestra. WEAF WSM wgy wtam wmaq who
—King's Jesters Hotel LaSalle Orchestra. WJZ
WCKY WLS kdka wgar wave wire wham
—Frank Dailey's Orchestra. WABC wcco
10:30—Eddie Varzos' Hotel Bismarck Orchestra.
WJZ (WCKY on 10:45) whk wfbm wcau
—George Oison's Orchestra. WABC WHIO
(WKRC on 10:45) whk kmox wadc wsbt wbb
wbbm kmbc wcco
—Northern Lights: Drametization, with Waldo
Pooler. Lee Gordon's Orchestra. WEAF
wgy wtam wmaq who wdaf kyw
11:00—Bert Block and his Orchestra. WABC
WKRC WHAS WHIO (wir on 11:15) whk
wfbm kmbc wcau wadc wbt wwi
—Larry Burke, tenor, WEAF WLS kdka wgy
wtam wmaq who
—Henry Busse's Chez Paree Orchestra. WJZ
WCKY wgar wave wire wham
11:08—Jerry Blaine's Park Central Hotel Orchestra. WJZ kdka wgar wire wham wmaq
who
11:30—Garwood Van and the Trocadero Orchestra.

who

11:30—Garwood Van and the Trocadero Orchestra. WJZ WCKY kdka wgar wire wham

Benny Goodman and his Orchestra. WABC

WKRC WHIO wir wbbm whk wfbm kmbc
wcau wadc wsbt wbt wcco wwva

Andy York's Grand Terrace Cafe Orchestra. WEAF wgy wtam wmaq who

MIDNIGHT—Nocturne, with Eddie House.

(CBS) wbbm wfbm kmbc

"Molasses 'n' January"

"Molasses 'n' January," well-known burnt-cork comedy team, and Lee Sims and Ilo May Bailey, song and patter duo, will be the guests of Colonel Jay C. Flippen on the "Summer Stars" broadcast, on Sunday, September 5, from 6:30 to 7:00 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHIO and WHAS. This will mark Flippens' third and final appearance as master-of-ceremonies during the absence of vacationing Harry von Zell. The popular mikeman is scheduled to conclude his three week period of hibernation and return to the airwaves Sunday, September 12. Oscar Bradley and his orchestra will contribute novel arrangements of popular ballads of the day.



PROGRAMS FOR FRIDAY, SEPTEMBER 10





			(EAS	STERN	STANDARD TIME			(CENTRAL STANDARD TIME)			
	WCKY Cincinnati (1490 kc.)	WLW Cincinnati (700 kc.)	WKRC Cincinnati (550 kc.)		WSAI Cincinnati (1330 kc.	WCPO Cincinnati (1200 kc.	WHIO Dayton (1260 kc.	WLS-WENR Chicago, III. (870 kc.)		WSM Nashville, Tenn. (650 kc.)	WHAS Louisville, Ky. (820 kc.
6:30		Top o' the Morning-	Jerry Foy	6:30 6:45		WCPO News			5:30 5:45		
7:00		Old Time Fiddlers.	Sun-Up Jamborea	7:00	Church Forum		s Ridge Runners		6:00	-	Asbury College
7:15	Morning Roundup	Island Serenaders N	Early Edition-News	7:15		Rise and Shine	. Breakfast Express	Don and Helen	6:15	Custo Eau & Eau Honel	Devotions
7:30 7:45		Sing, Neighbor, Sing Home Songs N	Dow's Dawn Patrol	7:30 7:45	Brown Co. Revelers.	WCPO News	. WHIO Almanac Little Tom		6:45	Curly Fox & Fox Hunt' Morning Headlines	Salt and Peanuts
8:00	Breakfast Club-Variety	News	(0 11	B:00	Streaminers N	Move Along		Arkie and Pokey Martin	7:00	Breakfast Club, N	
8:15 8:30	Show-Bob Brown,	Sunday School Lesson	Woman's Hour	B:15 B:30	" "	Builder Upper	. Richard Maxwell C.	News Report—Bentley	7:15		
8:45		Mail Bag	Bachelor's Children	B:45	Women's News Reel.	Bright Outlook Working Time	. Yesterday's Favorites Voice of the Organ		7:45	" "	
	For Women Only	Betty Crocker		9:00	Mrs. Wiggs N		Pretty Kitty Kelly C	Mary Marlin N		Sweethearts of Air N	
7:15 7:30	Vaughn de Leath N Dean Bro. N	Hope Alden's Rom'nce Virginians		9:15 9:30	John's Other Wife N Just Plain Bill N		Myrt and Marge C Municipal Court			Vaughn De Leath N News	Myrt and Marge C Twin Pianos C
7:45	Today's Children N	Viennese Ensemble N		9:45	Keep'g Ahead of Hus		Your Band of the Day.	Don & Helen	8:45	Viennese Ensemble N	Ruth and Bill C
10:00	Vagabonds N	Linda's First Love Personal Column N	Magazine of the Air C	10:00	David Harum N	WCPO News	Magazine of the Air C	The O'Neils N		Banner Newshawk Lyric Serenade	Magazine of the Air (
10:30	Hits and Encores	We Live Again	Big Sister C	10:30	Backstage Wife N How to be Charming N	Federal Theatre Clarence Berger	Big Sister C		9:30	How to be Charming N	Big Sister C
10:45		The Gospel Singer N		10:45	Newlyweds	Oklahoma Outlaws	Aunt Jenny's Stories C	Gospel Singer N	9:45		Aunt Jenny's Stories C
11:00		Girl Alona N		11:00	Young Cincinnations Ralph Simpson	WCPO News			10:15		Edwin C. Hill C
11:30 11:45	" "	News: Live Stock	Romance Helen Trent C		Cotton Pickin' Time		Concert Miniatures	Raiph Emerson, organ	10:30 10:45		Romance Helen Trent C Our Gal, Sunday C
		Joe White N		12:00	Freshmen Follies	111000 11		How I met my husband	_	Love and Learn N	Dot and Bill
12:15	Question Box; News Neighbor Nell	Tom, Dick & Harry M		12:15	From Headquarters Jane Grey	WCPO News	News: Markets You Shall Have Rhythm	"Big City Parade" Virginia Lee, Sunbeam	11:15	Concert Sketches	Monticello Party Line
12:30 12:45	Farm and Home Hour N	National Farm and Home Hour N	A. Grimm's Daugh'r C Hollywood in Person C		Words and Music N	Man on the Street	Eddie and Ron	M'kets; Weath.; News	11:30 11:45	National Farm and Home Hour N	Paul Sutton, songs The Jackson Family
1:00	11 11	" "	Woman's News C	1:00	The Strange Cannon	Melody Parade WCPO News	To be announced Woman's News C		12:00	11 11	Woman's News C
1:15			Milton Charles C	1:15	Mollie Halstead	Rhythm Rambiers	Milton Charles, organ	Grounds, Ind'apolis.	12:15	Banner Newshawk	College of Agriculture
1:30 1:45	Beatrice Fairfax	Variety Time	Melody Express Between Bookends C	1:30	W. Logan's Musical N Barber's Interviews	Dot Club News Hollywood Brevities	Montana Slim C Ted Malone C	Livestock Market Market Summary		Dept. of Agriculture	Ted Malone C
2:00	Radio Gulld N	Pepper Young's Fam. N	News: Fire Prevention.	2:00	Sports Oddities	Warm Ups	Columbia Concert C				Hope Aiden's Romance
2:15	" "	Ma Perkins N		2:15 2:30	Cincin'ti vs. Pittsburgh —Baseball Game at		Cincinnati at Pittsb'gh Baseball Game			Ma Perkins N Vic and Sade N	University of Kentucky.
2:45	49	The O'Neills N	4 4	2:45	Pittsburgh	at Pittsburgh		-Orchestra	1:45	Leon Cole, organ	Three Consoles C
	Lorenzo Jones N		Bob Byron, songs C.	3:00		11 11		Club Matines N		Club Matinee N Personal Column N.	Betty and Bob Betty Crocker
3:15 3:30	News and Views	Joan Edwards, songs N	Among Our S'venirs C	3:15 3:30	" "	43 13	" "	Steeplechase N	2:30	To be announced N	Bon Vovage C
3:45		The Guiding Light N.	и й п	3:45		71 11	** **	** **		The Guiding Light N Woman's News	6-11 4 0 1-
	Hilltop Serenaders Escorts and Betty N	Houseboat Hannah Couple Next Door	Notes and News	4:00 4:15	Grandpa Hans	Post Mortems		Music Circle Escorts and Betty N		Escorts and Betty N	Salt and Peanuts Weekday Devotions
4:30	Xavier Cugat's Orch	Choir Symphonette	Doris Kerr C	4:30	It Is Strange		Doris Kerr, songs C.			Manhattan Melodies Nixon Rest, Orch. N	Doris Kerr, songs C Funny Things C
5:00	H. Middleman Orch. N All Sports Review		Musical Calendar	4:45	Dedicted October 14		Funny Things C			Education in News N .	Margaret Daum,
5:15		Barry McKinley N	Joe Binder, songs	5:00 5:15	Friend Ralph		R. Heather'n, songs C Hobart Bosworth C.	Orchestra N	4:15	Barry McKinley, N	soprano C
	Press Radio News N . Civic Club		Hollywood Highlights. Dick Bray—Sports	5:30 5:45	Sports Review Red Barber's Resume	Jam for Supper	News: Sports	What's the News?		Financial News Top Hatters N	Sports Review Melody Cruise
_	News and Views		Poetic Melodies C	6:00	Kentucky News		Frank Dailey's Orch. C		5:00 [Rhythm Time	
6:15	Uncle Ezra N	Rhythm in Song	Musical Visions	6:15	Songs of the Islands.		News: Dinner Music Si Burick, sports	Fray & Braggiotti N.	5:15	Afternoon News	WHAS News Room.
	Musical Moments		Jay Freeman's Orch. C. Boake Carter C.	6:30 6:45	Johnson Family		Jay Freeman's Orch. C Boake Carter C	Lum and Abner N Louise Florea N		Concert Miniature Shelton Bros	Jay Freeman's Orch. C Boake Carter C
7:00	R. Campbell's Roy's N	Pleasant Valley M	Hammerstein's Music	7:00		Dick Porter		Campbell's Royalists N	Annual Services	Cambpell's Royalists N	Hammerstein Music
	Harmonica Ensemble N We Present Another		Hall C	7:15	-Lucille Manners N	Congressman Bigelow.	11	WLS Pleas. Val. Frolics		Johnny O'Brien N	Hall C
7:45	we rresent Another	death valley Days IV.	Kemp's Orchestra C.	7:30 7:45		Yours Truly	Hal Kemp's Orchestra C	Death Valley Days N		Moody and Smith Dinner Music	Dance Band C
	Arkansas Travelers	"Believe It Or Not"-	Hollywood Hotel-	B:00	Waltz Time with	WCPO News	Hollywood Hotel-	"Believe-It-Or-Not"		"Believe-It-Or-Not"	Hollywood Hotel-
B:15 B:30	Am. Inst. of Banking	Robt. L. Ripley N Am. Inst. of Banking	Jerry Cooper, Raymond Paige's	8:15 8:30	Frank Munn N Dude Ranch	In Swing Time This Rhythmic Age	Jerry Cooper; Ray- mond Paige's Or-	Am. Institute of		Ripley N	Jerry Cooper; Ray- mond Paige's Or-
B:45	Commencement N	Commencement N	Orchestra C	B:45		Musically Speaking	chestra C	Banking N	7:45	of Banking N	chestra C
		First Nighter N	Kitty Carlisle, Reed	9:00	Andy Iona's Orch. M.,	WCPO News	Songshop, with Kitty	Tommy Dorsey's		First Nighter N	Songshop, with Kitty
9:15 9:30	Orchestra N	Jimmy Fidler N	Kennedy, Gus Haen- schen's Orch. C	9:15 9:30	Gus Haenschen's Orch. Clyde Trask's	Dancing Melodies	Carlisle C	Orchestra N The Story of Business.	8:15 8:30	Liedersingers N	Carlisle C
9:45	Stringing Along N	CONTRACTOR OF THE PARTY OF THE	To be announced C	9:45	Orchestra	Wrestling Matches	To be announced C	Stringing Along N	8:45	Stringing Along N	Musical Moments
10:00			Personalities on Parade P. Napoleon's Orch. C	10:00	Organ Moods Paul Sullivan	11 11	Musical Moments News: Music	Chicago Promenade Concert N		Amos 'n' Andy N Johnson and Tucker	Poetic Melodies C Louisville vs. Toledo
10:30	Five Star Final	Angelo	Newscast-Lee Bland.	10:30	Serenade in the Night	" "	Count Basie's		9:30	Playground Casino	Baseball Game
			Count Basie's Orch. C Herble Kay's	10:45	To be announced	WCPO News	Orchestra C Herbie Kay's	Trump Davidson's	9:45	Orchestra N WSM News .	Herbie Kay's Orch. C
11:15	Orchestra N	To be announced	Orchestra C	11:15	Billy Snider's Orch	Dance Awhile	Orchestra C	Orchestra N	10:15	8. C. Sports Review	Louisville Dance Time
11:30	Jesse Hawkins' Orchestra N	Salute to Cedar Rapids, Iowa	Ted Fio Rito's Orchestra C	11:30	Dance Orchestra from Castle Farm	() () () ()	Ted Fiorito's Orchestra C		10:30	Adrian McDowell's Orchestra	WHAS News Room

NETWORK PROGRAMS (NBC-CBS)

8:00-Poetic Meiodies: Jack Fulton, tenor. Franklyn MacCormack, reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wadc wcau wwya wbł

-Northwestern University Bookshelf. (CBS) -Mary Small, songs. WJZ WLS kdka wgar

Pepsodent Program: Amos 'n' Andy.

The Pepsodent Program: Amos 'n' Andy. WEAF wgy wtam who kyw

Don Fernando's Oriental Gardens Orchestra. (NBC) wmaq
6:15—Song Time with Godo de Lys and Jack Shannon. WABC weau wadc wwva whk wbt—Fray and Braggiotti, piano team. WJZ WLS wgar wave wham wowo

"Uncle Ezra's Radio Station E-Z-R-A. WEAF WCKY wgy wtam wmaq wire wdaf wbap kyw kstp who
6:30—El Caballero: Jerge Negrette, baritone. (NBC) wgy wtam wmaq wire wdaf wbap

6:30—El Caballero: Jerge Negretre, Darstone.
(NBC) wgy wham wmaq wire wdaf wbap
kyw kstp
—Jay Freeman's Orchestra. WABC WKRC
WHAS WHIO wcau
—Horlick's Lum and Abner, comedy sketch
WJZ WLW WENR wgar
—Dinner Concert. (NBC) wava wire wham

-Neal O'Hara's Radio Gazette. (CBS) while

wfbm wadc wwi wcco 6:45—Boake Carter, news commentator. WABC WKRC WHAS WHIO wir whk wbbm kmox

wrau wcco kmbc wbt

Sisters of the Skillet: Ed East and Ralph
Dumke. WJZ only

Bughouse Rhythm. WEAF wgy wtam wire
wdaf wbap kyw who

Louise Florea, soprano. (NBC) WCKY
WLS wave wgar wire wham

7:00-Roy Campbell's Royalists. WJZ WCKY WLS WSM kdka wave wgar wire wham -Cities Service Concert: Lucille Manners, soprano, and the Cities Service Quartet; Rosario Bourdon's Orchestra. WEAF WSAI wgy wtam wmaq wwi who daf kstp wbap wtaa wfla

wtaa wtta
—"Hammerstein Music Hall": Ted Hammerstein, m. c.; Jerry Mann, comedian, guest
star, and Music Hall Orchestra. WABC
WKRC WHAS wir whk kmox wbbm wfbm
kmbc wcau wcco wadc wbt wwl

-Ann Leaf at the organ with Hubert Hendrie, baritone. (CBS) waco wcoc wst
7:15—Johnny O'Brien and his Harmonica Ensemble from San Francisco. WJZ WCKY

WSM kdka wgar wham wowo

:30—Death Valley Days, dramatic program, with John MacBryde, Jean King, Vernon Radcliffe and Jeff Bryant; Orchestra direc-tion Josef Bonime. WJZ WLW WLS kdka

mon Josef Bonime. WJZ WLW WLS Kaka wgar wham —Hal Kemp's Cance Band, with Alice Faye; Don Forbes, announcer. WABC WKRC WHAS WHIO wir whk wfbm kmox wbbm ..wcau wadc wbt kmbc wwl

..wcau wadc wbt kmbc wwl

8:00—Waltz Time, with Frank Munn, tenor;
Lois Bennett, soprano; Manhattan Chorus;
Abe Lyman's Orchestra. WEAF WSAI wgy
wtam wmag wwi wdaf kyw who wire

Hollywood Hotel: "Thin Ice," with 5onla
Henie and Tyrone Power; Jerry Cooper,
m. c.; Frances Langford; Anne Jamison;
Igor Gorin, baritone; Raymond Paige's Orchestra. WABC WKRC WHAS WHIO wir
wbbm whk wfbm kmox kmbc wcau wadc
wbt wwi wcco

Robert L. (Believe It or Not) Ripley; B.
A. Rolfe's Orchestra. WJZ WLW WLS WSM
kdka wham wgar wowo

8:30—True Story Court of Human Relations

8:30—True Story Court of Human Relations, dramatization. WEAF wgy wtam wwij kyw who wmaq wdaf wire—Commencement Exercises of the American Institute of Parkers Parkers Parkers (1974)

Institute of Banking—Branch Rickey, WJZ WCKY WLW WLS WSM kdka wgar wave wire wham 9:00—Tommy Dorsey and his Swing Orchestra. Morton Bowe, tenor; Edythe Wright, vocal-

Ist. Paul Stewart, announcer. WJZ WCKY WLS kdka wgar wham wfla

The Songshop, starring Kitty Carlisle, Frank Crum, Reed Kennedy, Alice Cornett, Songshop Quartet, the 22-Voice Glee Club, 47-Piece Orchestra direction Gustav Haenschaen. WABC WKRC WHAS WHIO wir whk wadc wbbm wfbm kmox kmbc wcau wsbt wwi wcco

Campana's First Nighter: "Puppy Love," dramatization starring Les Tremayne and Barbara Luddy. Orchestra, direction Eric Sagerquist. WEAF WLW WSM wwi wave wmaq wtam wdaf who kstp wfla wfaa kvoo wgy

Sagerquist. WEAF WLW WSM wwij wave wmaq wtam wdaf who kstp wfla wfaa kvoo wgy

9:30—The Leidersingers: Carol Deis, soprano;
Fred Hufsmith, tenor; Celia Branz, contralfo;
Alden Edkins, baritone. WJZ WCKY WSM wgar wham wave wire

—Jimmy Fidler and his Hollywood Gossip.
WEAF WLW wgy wtam wmaq kyw wwij wire kstp wdaf

9:45—Stringing Along, novelty program featuring Walter Keisey, fiddler, and Paul Martin and Clarence Hays, guitarists. WJZ WCKY WLS WSM wgar wham wire wave

—"People in the News," Dorothy Thompson, news commentator. WEAF WLW kyw wgy wtam wwij wire wmaq kstp wdaf

—To be announced. WABC WKRC WHIO wbbm whk wfbm kmox wcco wbt

10:00—George R, Holmes, Chief of the Washington Bureau of the International News.

Service. (NBC) wgy wtam wdaf kyw

-Esso News Reporter. WJZ only

-Phil Napoleon's Orchestra. WABC (WKRC and wir on 10:15) wadc kmox whk wsbt wcau kmbc

—Promenade Concert: Roy Shield and his Orchestra; Noble Cain's A Capella Choir; Vivian Della Chiesa, soprano; Edward Davies, baritone and commentator. WJZ WCKY WLS wgar wave wire wham

"Tomorrow's News Tonight," Commentary by Andre Baruch. WABC only

-Poetic Melodies. (CBS WHAS wir wbbm wfbm wwl wcco kmox kmbc

-Amos 'n' Andy. (NBC) WSM WLW wmaq wfaa wire wbap kstp wwj wtam

10:15—Paul Sabin and his Orchestra from Ho-tel LaSalle. WEAF wwi wave wtam kyw who wgy

10:30—Count Basie and his Orchestra. WABC WHIO (WKRC on 10:45) wir wfbm wcau wadc whk kmox wbbm kmbc wsbt wbt

-Hudson de Lang ?layland Casino Orches-tra. WEAF WSM wwi wave wmaq wtam wdaf whio kstp wfla kvoo wgy 11:00—Herbie Kay and his Orchestra, WABC WKRC WHAS WHIO (wir on 11:15) whik

—Henry Busse's Chez Paree Orchestra. WJZ WCKY wgar wave wire wham —Trump Davidson and hi: Orchestra. WEAF WLS kdka wgy wtam wmaq who

GUYS, GALS, GIGGLES AND

GROANS



T UCK was very much against La him, so the concert violinist, who was once rated very highly, was compelled to accept a job with a hammy sixpiece combination that played in a cheap night club. The reason most songs last only a few weeks is because this band murders them.

MARK HELLINGER At any rate, the violinist wasn't on the job more than five minutes when he found himself in a bad spot with the orchestra leader.

"What's the matter with you?" growled the leader, as the other musicians put down their instruments. "Why didn't you play that song with the rest of the band, instead of just sitting there?"

The violinist's eyes widened.

"Were they playing a song?" he cried. "I thought they were just tuning up!" . . .

* * * *

DRUNK TALE

THE stew walked into a grocery store and parked himself in the one chair in the place.

"Haircut an' shave," he ordered.

"Just a minute," cried the astounded proprietor.

"This is a grocery store-not a barber shop.

The drunk stood up without a word and walked unsteadily from the store. But, thirty minutes later, he was back again. And once again he parked him-

self in the chair.

"Haircut an' shave," he ordered.

"Look here," said the patient storekeeper. "I told vou once before that this is a grocery store. We sell fruits, notatoes, canned goods flour—" fruits, potatoes, canned goods, flour-

The stew staggered toward the door again.
"Okay," he hiccoughed. "But if you should change vour mind, jus' let me know!"...

AILMENT

NE of the more popular stories at the moment is the tale of Lapidus, who walked into the doctor's office and complained of a strange ailment. "It's a werry peculiar tink, doctor," he said. "I'm always tukkink to myself. Wherever I am, I find dot I'm tukkink to myself."

The medico wrinkled his brow.
"Did I hear you correctly?" he asked. "Did I hear

"ou say that you can't stop talking to yourself?"
"Exactly," nodded the patient. "No matter vot I'm doink—stendink up or sittink donn—I'm tukkink 'o myself. Ain't dot tarrible?"
"Well," returned the doctor kindly, "it's probably

the result of a nervous condition. Just what do you say when you talk to yourself?"

Lapidus threw up his hands.
"Dot's just it, doctor," he cried. "Dot's why I'm sick. I say tings to myself dot aggravate me!"...

SWANK

A NIGHT club comic was walking down Broadway the other afternoon when he met a friend.

The friend asked if he was still working for coffee

and cake.
"Oh, no!" was the horrified reply. "I'm at a very swank restaurant now. I don't work at this place

for coffee and cake."

"What do you get at this place?" queried the friend.

The comic drew himself up.
"Demi-tasse and cake," he replied....

FORM OF CRITICISM

THE bored gentleman hurried into the rundown railroad depot of the one horse town.

A Hellinger Short Story

POP DONWIDDIE was mad clear through. He sat in the poor kitchen of his flat, pumping his arms up and down on his

His shirt was off and his sus-penders flapped from his trou-sers. His face resembled a ripe tomato — and the veins stood out on his neck like highways on a road

map.
"I'll kill him," he

"I'll kill him," he said angrily, nodding to himself. "Yes, that's what I'll do. I'll kill him with me own two hands."

Mom Donwiddie, short and stout and asthmatic, pretended to wipe the dishes at the sink. She kept glancing fearfully at pop. Years of experience had taught her to say nothing at preto say nothing at pre-carious times like

these.
Aloysius Donwiddie, 23 and very tough, leaned against the door and picked at his nails. His trousers came up to his chest, and he had the quick eyes of a kid who had heep here in a roundy New York been born in a rowdy New York neighborhood.

Mary Donwiddie, just 19, was fat and placid and dumb. She sat with her arms folded and stared at her

With all the restraint of a maniac on good behavior, Pop Donwiddie arose and walked to the closet. He reached in and yanked out a bottle of alleged whiskey. He kept compressing his lips and then opening them to take deep breaths.

He pulled the cork from the bottle and placed half the neck between his lips. You could see the bubbles race right down to the broad bottom. He put the bottle back and wiped his mouth with his bare wrist.

"Yes," he said, sitting down again, "I'll positively kill him. Son or no son, I've got to do it."...

ALOYSIUS folded up his pocket knife and slipped it into his trousers' pocket.

"He's no brother of mine," he said scornfully. "If anybody asks if we're related, from now on I'm gonna say

Pop glanced approvingly at his second son.

"And I don't blame you," he stated solemnly. "Indeed I don't, my boy. Your brother has brought disgrace to us all. To each and every one of us in turn."

He glared at mom, who stepped back nervously.

"Look at this boy!" he roared.

"He's a fine built lad with not half the education of Johnny. But has he brought disgrace on the Donwiddies?

"It's true, of course, that he was arrested once. Just once, mind you. And it's true, too, that he was sent





"I'll positively kill him. Son or no son, I've got to do it."

to reform school. But—by glory!—he didn't disgrace us.

"And look at Rita, here." He nodded at his daughter. "Lord knows, she's as thick as an axe handle. I never met anyone dumber in all me born days. But she's never brought no disgrace upon us. Never."

He wagged a warning finger in mom's direction. She watched him, wide-eyed, as he shouted.

"I always knew Johnny was peculiar," he cried. "When he was just a toddlin' punk, I knew in me bones that he was different from the rest of the brood. He was too quiet, and still water runs deep."

He shook his head and clasped his

"Fifty years now I've been in Hell's Kitchen, and never a man lived that could point a finger at me!" His voice softened with self-pity. "I'll have to keep out of Monohan's saloon now. I could never stand to hear them talk about a son of mine.

He verged on tears and his eyes were red. "A man's gotta have a little pride, doesn't he?"

He answered his own question by standing up and going to the closet once again. The bottles raced crazily as he flung open the door.

"When," he howled, "does that rat get out of the police station?"

For a moment, there was silence. Pop thrust out his chin.
"I was just askin' somebody," he

A tall young man
came in noiselessly.
He had eyes like a
choir boy, and he was
very slender. He
stared from one to the
other—and ran to his
mother's arms. He
patted her back and
she wept.
"Oh, my boy," she
sobbed, "My boy!"
The old man stood,
his suspenders flapping ludierously.

erously.
"Oh, me boy," he mocked.

"Me, dear, dear, dear, boy. Maybe you'll be good enough to come inside and have a talk with me." His tone bristled with sarcasm. "That is, if it ain't too much trouble for you."

you."

The young man looked at his father. He said nothing. He made a swallowing motion with his throat and walked inside.

Aloysius kept blowing on his nails and wiping them on his shirtsleeves. Mom wiped her hands nervously on her apron. Mary giggled.

Pop Donwiddie followed his son into the bedroom. He slammed the door behind him. . . .

In the kitchen, they could hear pop's voice. It sounded like the roar of a wounded lion. He shouted and swore. And now and then, they could

a wounded lion. He shouted and swore. And now and then, they could hear the soft voice of Johnny.

Near the window, mom mumbled prayers. Aloysius examined his many ties, which hung on the back of the kitchen door, each one neatly knotted. Mary snapped her gum in bubbles.

After awhile, the old man came out. He emerged, fairly prancing with indignation. He pointed to the door.

"Get out, ya bum! Get out, I say. before I lose me temper. And don't ever come back here again.

"You've brought your last disgrace on the Donwiddie's. We never want to see you again. Hell's Kitchen is too good for the likes of you!"

The boy was calm now. He walked over and kissed his mother. Then he glanced at his father, squared his shoulders and walked out.

Pop Donwiddie ran to the door.

shoulders and walked out.

Pop Donwiddie ran to the door.

"Remember what I said about not comin' back!" he roared down the stairs. "While I got me pride and strength, no son of mine is comin' into this house when he's a police-

He had spent a miserable three days in the burg and he was only too glad to get away. He galloped over to the ticket window.

"When does the next rtain leave for Chicago?"

The clerk looked up.

"There's one leaving in a few minutes," he replied. The bored gent cast his eyes about the dingy

depot.
"Hmmm," he snorted. "I don't blame it!" . . .

ROMANCE

THE traveling salesman came home after a long I absence. He took his wife in his arms and planted a long kiss on her lips.

"Miss me much, honey," he whispered into her

The wife nodded emphatically.

"You bet," she sighed. "I haven't heard a good story in months!" . . .

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After several months of obscurity television has popped into the news again with the announcement of new plans from CBS. Not only is the junior net going to build sight studios (of course, the "world's largest") in New York's Grand Central Terminal, but it's engaged no less a bigwig than Gilbert Seldes to direct clan is Paul, whose feats are part of its experimental video programs. This the Northwest's folk lore. Quite a last seems the really important news. diversified family these Bunyans. If television is ever going to come any nearer to reality than the "more squint will have to be provided for simple chore, to judge by the troubles ment work; real money even in radioland. And not the least interesting angle of its new plans is the rumor robs them of the thrill the gals may yet have a ravishing glimpse of their favorite 289-pound singers and 312pound orchestra leaders. Stranger things have happened.

Charles J. Correll-otherwise Andy-will take a new bride, Sept 11. This time it'll be Alyce McLaughlin, a professional dancer. The wedding will take place at Los Angeles, followed by a honeymoon near San Francisco.

In spite of repeated efforts, original operettas written expressly for radio have caused no great stir. A gratifying exception to this rule was "Ichabod Crane," aired by NBC and WCKY, Aug. 22. Stephen Benet made the Washington Irving classic into a merry book, and Douglas Moore's score fitted it admiralby. In fact, some of his rollicking melodious tunes were almost up to the Sullivan standard. Altogether, "Ichabod Crane" made the mine-run operetta borrowed from the movies seem tinny and synthetic. Much of its music should be heard again.

Parts For Any Sweepers

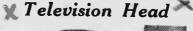
Community Sweeper Shop 438 Madison Ave., Covington, Ky. HEmlock 1624

1315 Vine St. Cinc CHerry 7913 Cincinnati, O.

918 Monmouth St., Newport, Ky. SOuth 1234

The chap who writes one of the morning news broadcasts keeps alluding to John Bunyan as a legendary giant. In his line he was a giant, right enough. But that line happened to be scribbling; a volume entitled "Pilgrim's Progress" among other things. The legendary member of the

It looks as if the chief purpose of abundant life," something worth a NBC'S much publicized O'Neill eycle peepers-in. And that won't be any Shakespeare. That unflattering suspiwas to provide competition for CBS sound broadcasting still has after 17 cion is prompted by the indifferent years of trying. Evidently CBS is staging of the four plays. Though serious about this television business. most of the leads were capable It's budgeted \$2,000,000 for developenough, the supporting roles became program department which will mere types as they were cast. That was particularly true of "The Straw," that the chain may go into the mak- closing the cycle. Only O'Neill's ing of sight receivers. Before senility strong drama saved them from mediocrity. Material of such calibre deserved far more careful treatment than casual use as a competitive weapon.





Gilbert Seldes, noted American author and critic, has been appointed by the Columbia Broadcasting System to head a experiment in program tech-

New Shows Scheduled Over WCKY

An outstanding array of sparkling new shows and talent will make their bow over WCKY during the late summer and early fall. Program schedules are now being arranged at the L. B. Wilson station to make room for the new NBC shows that have been booked by leading sponsors.

One of the most eagerly awaited series that of General Hugh Johnson, who beis that of General Hugh Johnson, who begins his new job of commentator on politics and general news September 27. The fiery general will be heard at 8:00 p. m. (E.S.T.), Mondays and Thursdays, and 10:00 p. m., Tuesdays and Wednesdays.

The Tom Mix Straight Shooters, sponsored by Ralston Purina, will be a WCKY feature at 5:45 p. m. (E.S.T.), Monday through Friday, starting September 27.

"Grand Central Station" is the title of a new weekly dramatic show, featuring Ned Wever and Rosaline Greene, sponsored by the Lambert Co., every Tuesday at 9:30 p. m. (E.S.T.), beginning September 28.

Griffin's Melody Revue starts on WCKY

Griffin's Melody Revue starts on WCKY, September 27 and will be heard every Monday, at 7:30 p. m., sponsored by the Griffin Mfg. Co.

Griffin Mfg. Co.

The Diamond Crystal Salt program will be on WCKY weekly on Sunday, at 3:00 p. m. (E.S.T.), starting October 3.

A new Italian Balm program will be a Monday night feature, beginning September 20, at 9:30 p. m., with details of the show still to be announced.

Dr. Karl Reiland, author and lecturer, will begin a series of talks on Friday, November 5, at 7:15 p. m. (E.S.T.).



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