



general use it takes on the meaning with which the public is most familiar. And certainly program broadcasting is the angle of radio with which the public is most familiar. It is what has put receivers in more than 25,-000,000 American homes. Yet the fact is that program broadcasting is just one small part of present-day radio.

Readers who have all-wave receivers already know that. In addition to broadcast-band and short-wave programs, these receivers show that radio is used for a wide variety of verbal communication : police, aircraft, amateur, ship-to-shore and trans-oceanic telephone. If the listener can read Continental Code he will find that radio is put to many other uses: marine, direction-finding, commercial, military.

Indeed, from a frequency standpoint the broadcast band is just a drop in the well-known bucket. It extends from 550 to 1600 kilocycles. The 10-meter amateur band alone (28,000 to 30,000 kilocycles) is far wider.

It will be noted, too, that most of these non-broadcasting services are vital. Only radio can provide the communication with airplanes, ships and police cars necessary for safety and the prompt dispatch of business.

Yet essential as this communication is, radio is put to still more uses which cannot even be heard on the air.

The talking movie is a stepchild of radio. So are the modern phonograph, the public-address system, the inter-communicating telephone, improved hearing aids for the deaf, and Talking Books for the blind. To medicine radio has given the short-wave fever machine and much useful apparatus for treatment and diagnosis. To industry it has given precision measuring instruments and the uncanny photo-cell. These are only a few of the off-the-air uses to which radio's fundamentals are being put. The ist is growing month by month.

Truly, when Dr. Lee DeForest put a grid in the vacuum tube he did a good deal more than start something that would provide a fat living, for comedians and torch singers. Indeed, program broadcasting occupies about the same place in radio as the Earth does in the solar system.

This is not to say broadcasting is unimportant. It is important. But it is not the whole of radio. Now and then it is worth while for us earthlings to remember that there is such a thing as the universe.

#### "PROFESSOR QUIZ"

Bob Trout will even up scores for those who are befuddled by Professor Quiz's questions when he quizzes "Prof. Quiz" himself during the program broadcast over the WABC-Columbia network, including WKRC, WHAS and WHIO, Saturday, September 18, from 8:00 to 8:30 p.m. (E.S.T.). Trout will also aid in picking the winner from among those who stand up and think fast enough to give the right answers at the microphone's brain-testing session.

## NBC MUSIC GUILD

The Madison Piano Quartet will make its first appearance on the NBC Music Guild series during the program of Tuesday, September 21, at 1:30 p.m. (E.S.T.), over the NBC-Blue network. They will play Joseph Suk's Quartet in G Minor, Opus 8, for Piano and Strings. The Madison Quartet is composed of Jack Finestone, pianist; Paul Winter, violinist; Eli Lifschey, violist, and Maurice Bialkin, cellist.

month. But rumor has it that he's considering Joe E. Brown for a fall variety show.

Here's news! Our old friend "Popeve" is scheduled to return . . . and shortly 1

Lee Bland, 'KRC news commentator, is an aviation enthusiast . . . he spends all his spare time and money at the airport.

Some of our Columbia artists on the West Coast did a bit of eloping and separating last week. . . . Alice Faye, singing star of the Friday night Chesterfield show, married Tony Martin . . . and "Moutha" Raye sued her husband of less than three months for divorce.

Things to write home about: A recording of "Carioca" with Ruth Lyons and Gladys Lee at two pianos. . . .

The second Lux production, on September 20, should really be somethin'! Frederic March and his wife, Florence Eldridge, in "The Outsider".

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Maynard Craig continues to regale the ladies on the "Meet the Missus" programs, Tuesday through Fridays at 1:15 p.m. (E.S.T.). Mrs. Craig's boy has a way about him!

Jerry Cooper has pleased his sponsors so much with his work on "Hollywood Hotel" that they've renewed his contract for six months more.

Stan Conrad, 'KRC announcer, has been on a diet for the past two months . . . he lost six pounds and his sense of humor . . . so now he's gone back to regular living.

## "The Feast of Ortolans" Drama by Maxwell Anderson To Be Presented Over NBC

Maxwell Anderson, distinguished liant poetical style for which Anderwon the Pulitzer Prize in 1933 and the Drama Critics' Circle Prize in 1936 and 1937, has written an original poetical drama for radio.

The drama, "The Feast of Ortolans," the first play from the pen of an author considered by many critics to be the greatest living dramatic poet writing in the English language, will be heard Monday, September 20, from 8:30 to 9:00 p.m. (E.S.T.) over

WCKY and the NBC-Blue network. The one-act play, set at the dinner table in the chateau of a great French noble on the eve of the outbreak of the French Revolution in 1789, brings together a group of famous writers, artists, intellectuals and nobles, including such personalities as Lafayette, Beaumarchais, Condorcet, LaHarpe, Philippe of Orleans, The action, unfolding in the bril- staff, directs this series.

American playwright, whose works son is famous, provides dramatically penetrating insight into the deep intellectual and emotional sources from which great social changes stem. As the minds of the great characters in the play move with dazzling speed and lucidity through and around the question of revolutionary possibility, tending to dismiss it, Anderson brings the brutal fact of revolution within their very midst.

### "Your Neck o' the Woods"

Carl Carmer takes his listeners on an imaginary trip to Vermont when his program, "Your Neck o' the Woods," is heard over the WABC-Columbia network, including WKRC, WHAS and WHIO, Monday, September 20, from 9:30 to 10:00 p.m. Chenier and the Duchess of Gramont. (E.S.T.). Earl McGill, of the CBS

**MAGIC KEY PLANS FAR-FLUNG PICKUPS** 

**Bob Makes Music** 



Bob Byron, CBS whistler, whose programs of "Piano and Patter" are heard over the WABC-Columbia network, including WKRC and WHIO, Mondays, Tuesdays and Fridays from 3:00 to 3:15 p. m. (E.S.T.), gets a kick out of "left-handing" the celeste and "right-handing" the piano. Any tune with a swing is his meat, and his clowning results in delightful music. His fans tell him so!

Will Show World-Wide Use Of Radio

An elaborate demonstration of the continuous role radio plays in the preservation of life will be given on the Magic Key of RCA program over the NBC-Blue network, including WLW, WLS and WSM, Sunday, September 19, at 1:00 p.m. (E.S.T.), with pickups from airplanes over the Pacific Ocean; Spokane, Chicago, Cleveland, Washington, D. C., New York, London, Prague, Paris, Berlin and Rio de Janerio.

Police and fire department use of radio will be demonstrated from Boston and Trenton, and amateur work in coping with catastrophies will be pictured from Chicago. In addition a short-wave pickup will be made from the bridge of the Queen Mary at sea.

Tex O'Rourke, as master of ceremonies; Dr. Frank Black and the Magic Key Orchestra; Jean Sablon, baritone, and the Fisk Jubilee Singers will be heard in the musical portion of the broadcast.

#### "Freshest Thing In Town" Returns Over WKRC



Of all the shows to be aired during the forthcoming fall and winter season, one of the consistently popular features, "The Freshest Thing in Town," which stars Johnny Lawrence, and makes its reappearance on WKRC, Monday, September 20, promises to be one of the best. Broadcast Mondays through Fridays at 5:15 p. m., "The Freshest Thing in Town" has already broadcast more than two hundred episodes. Leaving the air in July for a short vacation, Johnny spent the past two months at a boys' camp and is now back in the Queen City to resume the lead role in the script show. This year's cast will include the same lovable characters as before. In addition to Johnny, Sue, Mary Jane and Mr. and Mrs. Lawrence form the nucleus of talent, with new characters making their appearance from time to time. Johnny, like all men, is a creature of habit, at least when it con-cerns hats. Most men don't like new hats and Johnny is no exception. The picture shows him faithful to his old derby even on the golf course. When offered a new hat to commemorate the beginning of his new series over WKRC, he flatly refused, insist-ing his old derby had brought him luck and was good enough for him. Francis Pettay will again do the announcing on the pro-gram. "The Freshest Thing in Town" is sponsored by the Rubel Baking Company.

### WCPO To Broadcast **Football Games**

WCPO will broadcast in Cincinnati all home and away games of the U. C. football schedule, including night games. The first broadcast will be heard September 18, when U. C. plays the Moorhead State Teachers' College team.

The colorful aspects of the gridiron Hartman. The announcer to handle or Jim McCulla, of WCPO's staff. | charge of radio production.

## WCKY PRESENTS NEW SERIES OF **RADIO DRAMAS**

A series of radio dramas is being presented over WCKY by the University of Cincinnati Evening Dramatic School.

During the next two weeks the plays will be heard at 7:45 p.m. contests will be furnished by Harry (E.S.T.) on Tuesdays and at 7:30 p. m. (E.S.T.) on Thursdays. Louis the play-by-play description has not Eaton of the U. C. faculty is directbeen decided on as yet, although it ing the plays, with Elmer Baughman, most likely will be "Red" Thornburgh WCKY assistant studio manager, in



**On Show Boat** 

At 20, Virginia Verrill, blues singer, is one of the featured tra; Mrs. Claude Lotspiech, Vicesoloists on the Maxwell House Show Boat program broadcast from Hollywood on Thursdays over the NBC-Red network, including WLW and WSM at Wednesday, September 22, at 10 8:00 p. m. (E.S.T.).

#### "Personalities On Parade"

Marsha Wheeler, who conducts "Personalities on Parade" on WKRC each Monday, Wednesday and Friday at 10:00 p. m., has an interesting list of people which she will interview for the week beginning Friday, September 17.

On that program she will present Helen Gates Leonhardt, a nurse doing private duty; Henrietta Boyd, a nurse in the Children's Ward at General Hospital and Margaret Gast, who is instructor of Nursing Practice at the Jewish Hospital School of Nursing.

On Monday, September 20, Miss Wheeler will interview Paul Kennedy, radio editor of the Cincinnati Post, who has recently returned to the Queen City after substituting for Alton Cook, radio editor of the New York World-Telegram. Mr. Kennedy will tell the radio audience about the radio personalities he met and interviewed in the metropolis.

Mrs. Miles Benham, director of Women's Activities for the Women's Committee of the Symphony Orchespresident in charge of Young People's Concerts; and Mrs. Alexander Thompson, president of the Women's Symphony Society, will be Miss Wheeler's guests on her broadcast of o'clock.

Young Actress



Miss Betty Gustetter, graduate of the University of Cincinnati, is heard regularly in the "True Detective Mysteries" and "Court of Human Relations" over WLW. She is one of the many coming stars who won a place on the Nation's Station through the regular weekly auditions, couducted Friday nights at the downtown studios of WLW in the Union Central Annex, Cincinnati.

6:30										(CENTRAL STAN	
6:30	WCKY	WLW	WKRC		WSAI	WCPO	WHIO	WLS-WENR		WSM	WHAS
	Cincinnati (1490 inc.)		Cincinaati (550 kc.)		Cincinnati (1330 kc.)	Cincinnati (1200 kc.)		Chicago, Ill. (870 ht.)		Nashville, Tenn, (659 hc.)	Louisville, Ky. (820
	• . • • • • • • • • • • • • • • • • •	Top o' the Morning- Old Time Fiddlers	Jerry Foy Sun-Up Jamboree	6:30 6:45	• • • • • • • • • • • • • • • • • • • •	Six-to-Niners	Breakfast Express	Farm Bulletin Smile A While (cont.)	5:30 5:45		
	Island Serenaders N	Cadle Choir	Sing Before Breakfast.	7:00	Church Forum	WCPO News	F8 18	News Report	6:00		Asbury College
	Morning Roundup	Concert in Brass Moments Musicale N	Early Edition-News Dow's Dawn Patrol	7:15	Sun Dial	Six-to-Niners	WHIO Almanec	Evelyn & Hilltoppers Smile Market	6:15 6:30	Golden West Cowboys	Breakfast Business
	Norsemen N		with Al Bland-Time;	7:45	Brown Co. Revelers.		Little Tom	Morning Devotions	6:45		Salt and Peanuts.
:00	Breakfast Club-Bob Brows m. c. N	News	Temperature, Music	8:00	Streamliners N	WCPO News Musical Menu		Pokey & Arkie News Report	7:00	Breakfast Club N	Early Morning Jamboree
:30	News for Executives	Larry and Sue	Woman's Hour	8:30	** **		Fiddlers Fancy C	Jolly Joe's Pet Pals	7:30		66 68 68 68
-		Lee Erwin						Morning Minstrels		Sweethearts of Air N	
:15   1		Sweethearts N Raising Your Parents N	The Stringers C Richard Maxwell C		Singing Strings M G'd Morn, Melod's N	WCPO News Musical Menu		Junior Stars Program	8:15	Raising Your Parents N	Richard Maxweil C
:30 :45	Bill Krenz's Orch. N.	Synagogue of the Air.	Let's Pretend C	9:30 9:45	Variety Program M	** 19 ** **	Let's Pretend C	Don & Helen	8:30		Let's Pretend C
		Patricia Ryan N	Fred Feibel at the	10:00	** **	WCPO News	Newhio Flying Club	Downtown Shop'g News	9:00	Banner Newshawk	Fred Feibel at the
	Minute Men N Nagel's Rhumba	Minute Men N Rhumba Orchestra N .	Organ C Compinsky Trio-Old	10:15 10:30	U. S. Army Paard M	Gene Austin Kiddies Karnival	Fred Feibel, organ C Compinsky Trio C	WLS on Parade	9:15		Organ C Compinsky Trio C
	News and Views		vs. New C	10:45	и и и	11 11		40 40	9:45		
00 15	Continentels N	Call to Youth N	Jack Shannon, songs C Orientale C	11:00	Continentals N	WCPO News Merry-Go-Round	4-H Clubs Program Orientale C	News: Announcements Novelodeons	10:00	Call to Youth N	Jack Shannon, sen Orientale C
30	G. Plessberger N	Live Stocks	Geo. Hall and Or-	11:30	Rex Battle's	11 11	Georg Hall - Orch. C	Ralph Emerson, organ	10:30	George Hessberger's	George Hall's
45		G. Hessberger's Or. N		11:45	Ensemble N	и и	Weeks's Farm Review,	Fanfare Interview	10:45	Orchestra N	Orchestra C The Captivators (
	WCKY News	Fed. Women's Clube Vic Arden's Orchestra	The Captivators C Jimmy Shields C	12:00 <sup>-</sup> 12:15	From Headquarters Day Dreams	WCPO News The Playboys	News: Markets		11:15	Concert Sketches WSM News	Jimmy Shields C.
	National Ferm and Home Hour N	National Ferm and Home Hour N		12:30	Happy Felton's Orchestre M	Man on the Street Melody Parade		Markets; Weather Grain Market Summ'y		National Farm end Home Hour, N	Buffalo Presents
10			Madison Ensemble C.	1:00	Sulvia Cyde M	WCPO News	Madison Ensemble C.,	Poultry Service Time	12:00	10 10 ·····	Sunshine Sue
5	Louis-Panico Orch. N	Golden Melodies N	Ann Leaf, organ C Melody Express C	1:15	Palmer H'se Ensem, M	Rhythm Ramblers	Ann Leaf, organ C	Home Talent Program	12:15	Banner Newshawk	Produce; River S
	Cadets Quartet N		Tours in Tone C	1:45	Bide Dudley M	Hollywood Brevities	Tours in Tones C		12:45	Cadets Quartet N	Tours in Tone
		Concert Miniature N	Down by Herman's C	2:00 2:15	Barber's Interviews Sports Oddities	WCPO News Warm Ups	Down by Herman's C	News: Julian Bentley	1:00	Whitney Ensemble N	Down by Herman'
:15 30 (	Caballeros N	Week-end Revue N	Waltzes of World C	2:30	Cincinnati vs. New	Cincin'ti-vs. New York	New York at	WLS Merry-Go-Round	1:30	Harry Kogen's	Waltzes of World
45	60 60 ·····		The Dictators C	2:45	York-Baseball game	at New York	Cincinnati	19 11	1:45	Orchestra N	Dictators C
00 ( 15 (	Club Matines N	10 10	The Dancepators C	3:00 3:15	at Cincinnati	11 11		Club Matinee	2:00	Club Matinee N	Dancepators C
30	** ** ******	Studebaker Program	Geo. Olsen's Orch, C	3:30- 3:45	11 11	00 00	H H	- 00 M	2:30 2:45	86 88 19 28	George Olsen's Orchestra C
		W. Bryant's Orch. N Vagabond Adventures	Notes and News	4:00				The Little Variety	3:00	The Little Variety	
15	All-Sports Review	with+Tom Terris N	U H	4:16 4:30	Dick Stabile's	Post Mortems	Baseball Resume Frank Dailey's Orch. C	Show N	3:15 3:30	Show N Kaltenmeyer's Kinder-	Frank Dailey's Orchestra C
30 45	88 49 88 89	Kaltenmeyer's Kindergarten N	Frank Dailey's Orch. C Children's Corner C	4:45		Cleo Brown	Children's Corner C	Les Brown and the Playland Orch. N	3:46	garten N	Children's Corner
	Nickelodeon N		Musical Calendar	5:00 5:15		Harmony Hall	Ben Feld's Orchestra;	Nickelodeon N	4:00	Top Hatters N	Ben Feld's Orchestra C
15 30	Press Radic News N	Revue N	Ben Feid's Orch. C Newscast	5:30	Sally Jo Nelson M Johnny Messner M	Jam for Supper	News C To be announced	News; Whither	4:30	Dance Miniatures	Sports Resume C.
15	Whither Music N		Dick Bray-Sports	5:45			Fighting Crime C	- Music N	4:45	·	
00    15	Message of Israel N	R. F. D. Hour	Count Basie's Orch. C Everybody Sing	6:00		WCPO News	Count Basie's Orch. C Song Time C	Message of Israel N	5:00	Rhythm Time Sunday School Lesson,	Melody Cruise WHAS News Roo
30		Jeck Sprigg's Orch.	Columbia Concert	6:30	Red Barber's Resume. James Leonard	Dinner Club	Columbia Concert	Eddie Varzo's		limmy Kemper N News: Sports	
	Eddie Varzo's Orch. N Home Towners N	Bob Newhall	Hall C		Isham Jones M	Vagabond Melodist	Hall C Saturday Swing	Orchestra N Behind Scenes at WLS	and the second s	Meredith Willson's	Saturday Swing
15	10 40	Orchestra N	Session C	7:15	David Brockman's	The Gaifies	Session C	Barn Danca — Barn	6:15	Orchestra N Talk by Linton Wells N	Session C
30 46	Nola Day, songs N	Nola Day N	Johnny Presents C	7:45	Orchestra M	Sports Revue Race Results	Johnny Presents Russ Morgan's Orches, C.	Dance Party	6:30 6:45		Johnnie Presents (
00	Echoes of Stage	National Barn Dance-	Professor Quiz C	8:00 8:15	Louisiana Hayride M	WCPO News	"Professor Quiz' C	National Barn Dance N			"Professor Quiz"
15 30	Front Page Drame	Alka Seitzer N	Magic Melodies	8:30	Ecstasy M	Better Sportsmanship. Roller Derby	Lud Gluskin's	N 80		Delmore Brothers	Hollywood Showca
	Bordertown Barbecue.,	88 88	Musical Moments	8:45	·········	Musically Speaking	Orchestra C	66 00 ······	7:45	Jack's Mountaineers	11 11 1 1 11
	To be announced	NBC Jamboree N	Your Hit Parade Mark Warnow's	9:00 9:15	Clyde Trask's Orchestra	WCPO News Clock on the Mantel	Your Hit Parade C	Barnyard Jamboree		Possum Hunters Guily Jumpers	Your Hit Parade
15 30	Gems of Light	98 98	Orchestra C	9:30	To be announced	Glocip on the Midnitel.		Hometown Memories.		Dixie Liners	89 88
45	Opera N	Castas Malian's	Patti Chapin C	9:45	Nye Mayhew's	WCRO News	Parn Chapin, songs C	bon and Helen	8:45		Petti Chapin, son Benny Meroff's
15	Codolban's Orchestra N	Carlos Molina's Orchestra N	Benny Meroff's Orchestra C	10:15	Orchestra M	For the Piano	Russ Lyon's Orchestra B. Meroff's Orch. C.,	11 10	9:15	Possum Hunters	Orchestra C
30	Five Star Finel	Emery Deutsch's Orchestra C	Ozzie Nelson's Orchestra C	10:30	Barney Rapp's Orchestra	Cotton Club Orch	Ozzie Nelson's Orchestra C	Fireside Party WLS National Barn	9:30		Louisville Dance
	Jerry Blaine's Orch. N Paul Whiteman's	Paul Sullivan	Roger Pryor's	11:00	Dance Orchestra	WCPO News		Dance	10:00	Jack's Mountaineers	Roger Pryor's
				BAR IN.					10		
	Orchestra N	Castle Farm Orch Wm, Farmer's	Orchestra C Red Norvo's	11:15	X. Cugat's Orch. M Eddy Duchin's	Dance Awhile	Red Norvo's	15 M	10:15		Orchestra C

WCKY

#### (NBC-CBS) NETWORK PROGRAMS EASTERN STANDARD TIME

WLW

6:00—Message of Israel: Rabbi Louis Bin-stock, guest speaker. Organ music, WJZ WCKY WLS kdka wgar wave wire wham

-El Chico, Spanish revue. WEAF wgy wtam

-El Chico, Spanish revue. WEAF wgy wtam wmaq who wdaf kyw -Count Basie and his Orchestra. WABC WKRC WHIO wbbm whk wfbm kmbc wadc wsbt wwva wsfa wwl wcco

wsbt wwva wsfa wwi 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. (NBC) WSM -Uncle Jim's Question Bee-Jim McWilliams, conductor. WJZ wgy wmaq -Columbia Concert Hall: Jacques Jolas, pianist. WABC WKRC WHIO (WHAS on 6:45) wcco wcau wgr -Steinie Bottle Boys. WEAF only 6:45-M. Luboschutz and Nemenoff. piano

6:45-M. Luboschutz and Nemenoff, plan-duo. WEAF wgy wtam wmaq who wda wdaf kyw

7:00-Meredith Willson's Orchestra. WEAF WLW WSM wgy wtam wmeg wwj wave kyw wdaf wfla

-The Home Towners: Cliff Hall, comedian,

WKRC

and the Ink Spots. WJZ WCKY kdka wfla wowo -Saturday Night Swing Club: Walter Gross, CBS Pianist, guest artist. WABC WHAS WKRC WHIO wcau wbbm wir wwwa wmas '30-Nola Day, songs. Norman Cloutier's 7:30

WKRC WHIO wcau wbbm wir wwwa wmas 7:30-Nola Day, songs. Norman Cloutier's Orchestra. WJZ WCKY WLW kdka wgar wave wirs wham wowo -Linton Wells: "That's Life," descriptive comments and reminiscences of a news-paperman. WEAF WSM wgy wtam wmaq who wdaf Lohans Beneastr. Burs Mornan's Orchestra'

who wdaf -Johnny Presents: Russ Morgan's Orchestra; Charles Martin's Circumstantial Evidence Thrills-''It Might Have Happened to You.'' Frances Adair and Glenn Cross, vocalists; mixed ensemble. WABC WKRC WHAS WHIO wir wbbm whk kmbc wcau wadc wsbt wwva wbt -Norsemen Quartet. WJZ WSM 7:45-Concert Hour: WEAF wgy wtam wmaq who wdaf 8:00-''Professor Quiz,'' with Bob Trout. WABC WHAS WKRC WHIO wir wbbm whk wfbm kmbc wcau kmox wadc wbt wwl wcco

wcco

-Alka-Seltzer National Barn Dance: Henry Burr; Verne, Lee and Mary; Hoosier Hot

Shots; Novelodeons, male trio; Sally Foster; Luia Belle and Arkie, songs; Uncle Ezra, Roy Leathen, vocal soloist, guest. WJZ WLW WLS kdka wham wgar wave wfla WLW WLS kdka wham wgar wave wfla wbap kvoo 8:30—Hollywood Showcase: Lud Gluskin's Orchestra and guests. WABC WHAS WHIO wir wbbm whk wfbm kmbc kmox wwva wbt wsfa wwl

WCPO

WSAL

-Special Delivery—a dramatic sketch with Marion Randolph. WEAF kyw wgy wtam wmaq wdaf wwj kstp who -To be announced. WJZ\_kdka wgar wave

wire wham 00—"Your Hit Parade": Mark Warnow's Or-9:00-

100—"Your Hit Parade": Mark Warnow's Or-chestra; Songsmiths, male quartet; Freddie Gibson and Stuart Allen, vocalists. 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 WLW way whan wman wbb

chestra, with guest artists. WEAF WLW wgy wham wmaq who 9:45—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-tre. WEAF WLW wgy wtam wmaq who wdaf kmw

tra. WEAF WLW wgy wtam wmaq who wdaf kyw -Benny Meroff and his Orchestra. WABC WKRC WHAS (WHIO on 10:15) (wir on 10:15) wbbm whk kmbc wcau kmox wadc wsbt wsfa wcco wwa -Codolban and his Rockefeller Center Rain-

wave wham -Esso News Reporter, WJZ only 11:05—Codoban and his Rainbow Grill Or-chestra. WJZ WCKY wgar wave wham 10:30—Emery Deutsch's Rainbow Room Orches-tra. WEAF WLW wgy wtam wmag who wdat two

WHIO

tra. WEAF WLW wgy wtam wmaq who wdaf kyw -Ozzie Nelson and his Orchestra. WABC WKRC WHIO wjr wbbm whk wfbm wcau kmox

WLS-WENR

bow Grill Orchestra. (NBC) WCKY wgar

kmox -Jerry Blaine and the Park Central Hotel Orchestra. WJZ (WCKY on 10:45) wire wave wham wgar -Johnny presents. (CBS) wcco kmox wfbm 11:00-Paul Whiteman and his Orchestra, from Fort Worth, Texas. WJZ WCKY wgar wave wire wham -Roger Pryor and his Orchestra. WABC WHAS WKRC WHIO (wir on 11:15) whk wfbm kmbc wcau kmox wadc wsfa wbbm -Castle Farm Orchestra. WEAF kdka wave wire wham wgar

Castle Farm Cronstand wire wham wgar 11:30—William Farmer and his Orchestra. WEAF WLW wgy who wdaf wtam wmaq

Hal Kemp's Cocoanut Grova Orchestra. WJZ WCKY kdka wave wire wham —Red Norvo's Orchestra. WABC WKRC WHIO WHAS wir whik wfbm kmbc wbbm MIDNIGHT—Horaca Henderson's Orchestra. (CBS) wbbm wcco

12:30-Don Chiesta's Orchestra. (CBS) wbbm

Al Jolson's Variety Program Ben Bernie will be the guest of Al Jolson's musical variety program over the WABC-Columbia network, includ-

WHAS

WSM

ing WKRC, WHAS and WHIO, on Tuesday, September 21, from 7:30 to 8:00 p.m. (E.S.T.). Bernie's appearance will be one of the high spots in Jolson's new policy of bringing prominent figures in the entertainment world to his program in addition to the capable cast of performers already members of the cast. The "regulars" include the young movie actress - singer - comedienne, Martha Raye, and the dialect comedian, Parkyakarkus. Music for the program is furnished by Victor Young and a large orchestra.

Win \$7.000



column each day or each week have one thing in common. No matter what their general theme or subfect is, they invariably come to the point where, after inserting paper in the typewriter they are unable to proceed.

Under such circumstances some are said to chew their pencil or nails to an unrecognizable state, others simply stare out into space as if they were trying to delve into the depths of the Einstein theory; and others-just sit.

There is a reason and it seems to be pretty much the same with all. They don't know what to say. They have a certain clientele and it is their sincere desire to write something that will hold their interest. So, as a kind of blanket defense for all columnists, it can be said there is always news. But how to say it.

Therefore, it is not due to the fact that a dearth of news is the underlying cause of the stalled typewriter, but rather there is some indecision on how to express it. In an ever-changing world a writer should never be confronted with a lack of material. If you have ever wondered how a newspaper editor gets enough news to fill There is inspiration in reading of the his paper, don't do it any more. Their greatest job is to select that which they feel will be of the most interest to their readers. Their desks are literally heaped with stuff they can never use.

Writing a contest column, your reporter has found himself in much the same predicament. As limited as contests are in comparison with some other subjects, there has never been a time but that more than a column could be filled with the material on hand. But there have been many times when most of it was not of general interest.

Right at the moment a peculiar situation exists. There is a distinct lull on the contest front. It has happened many times before, in fact every year about this time.

Contests are advertising pure and simple, and somehow the fall of the like Great Names or number paths. year is the time when big radio programs come back, when advertising campaigns are launched and when business in general is expected to resume full speed ahead. Advertising periodicals get a lot of advance information on contests, but not all of it by any means. Complete secrecy is maintained in many agencies and the first that is known of what is to happen is when it happens.

Within a month we will all know about what to expect from the contest angle of advertising. Observers pictures correctly, 9,000 worked the are not agreed on what is to take place. Some are confident that contests are on the way out, but they have been saying that for the last ten ject, "The Increased Popularity of first prize of \$5,000 was awarded to years. Others feel that Old Gold is Old Golds in My Community as a someone in Cincinnati.

pected. Certainly, the enormous proportions of Old Gold's prizes would make up for a good number of smaller sponsors who might decide to stav out.

If we may place any credence in rumor, we should be very much enthused over the report that another big cigarette company will offer one million in prizes. Your reporter knows nothing at all definite about it, but would not be at all surprised.

In putting a contest column together, many readers would like nothing but a simple listing of current contests. They feel they know enough about how to do it, so they want material to work on.

Another class of readers is the imaginative group. They like to read of what others have accomplished and then boast that they could have done equally as well "if they had tried." They would not care especially if the column never carried the details of a current contest. They are the non-participants, but valued readers none the less.

Then there are those who want all the "how to win" articles reprinted. methods that pulled down \$5,000 in a slogan contest, or how some person went about solving a complicated puzzle picture. They'd like to try it out on their next effort. Of course, it doesn't always work-for them, but that's easily forgotten. One successful winner will not read any of others methods. says it confuses her.

It takes all kinds of people to make a world and it takes a world to satisfy. So, if you should notice a columnfiller with a vacant stare sitting at his desk, the chances are that he is not without something to say, but completely at a loss as to how to say it, or what to say first.

If it's a contest columnist the time is probably the first part of September and he's wondering whether to prepare you for a cycle of slogans and limericks, or something more difficult

If someone had said that enough had been written about Old Gold's first contest we would have immediately agreed, but begging your indulgence, we thought you would like to know that this contest actually ran the limit. In other words, they exhausted all three sets of the pictures and finally had to resort to the essay to break the ties.

Over two million entered the contest, 54,000 solved all the first set of second set, and 8,160 the third and of Wyoming. last set. The survivors were then required to write an essay on the sub-

Winning \$7,000 brought the

smiles of Mrs. Margaret D. West, 3435 Arnold street, Cincinnati, above, and Miss Maryan Flege, 813 Third street, Reading, O., Bob Newhall, WLW sports commentator, was given the pleasant task recently of informing the winners on his program. Mrs. West won \$5,000, the capital prize in a nationwide contest of the Kellogg Company, and Miss Flege won \$2,000, third prize. The Kellogg Company, sponsors Newhall's pro-grams Mondays, Wednesdays and Fridays.

Result of the Old Gold Contest." Life Magazine, dated September 6. has two full pages of pictures about the contest.

There is an arresting attraction in a clever slogan. This one won \$200 in a contest about Pay Day baby chicks. "Pay Day Chicks are Up to Scratch." It was worth every cent of it, and more.

And speaking of cleverness, we think the preacher in Iowa who offered prizes for the best notes taken on his sermon should rate something. Truly he was taking advantage of the modern trend of things.

But for downright versatility, we'd nominate Leslie A. Miller, of Wyoming. He was recently awarded the first prize in E. T. Wright & Co.'s "Arch-Preserver" contest. The prize was a \$1,000 sport kit, and the winner is none other than the Governor

The winners in Kellogg's latest contest have been decided and the



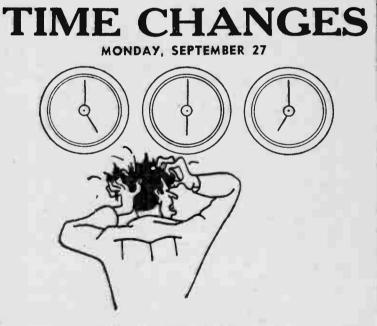
with their \$50,000 in cash prizes, which started Monday, September 6, over station WKRC, at 10:45 p. m., will continue weekly on the same day and time over the same station for fifteen weeks.

A total of \$2,500 will be distributed in cash prizes to 126 winners of the first broadcast and each week thereafter for the sixteen weeks, a total of \$40,000 in weekly prizes. Top weekly prize is \$500. Then at will be eligible to compete for the additional 51 grand prizes totalling \$10,000, with the first grand prize \$5,000.

The "Phyl" Coe Radio Mysteries, contest created immediate attention among radio and mystery fans. Crime detection clubs are springing up all over the country, organized to follow the series. In some cases they pool their efforts in the club and in other cases work together on the problems but submit individual answers.

Unlike other contests, the Philco contest is not restricted and there is nothing to buy. The only requirement is that contestants must get their entry blanks and the mystery the end of the series all prize winners books from their local Philco Radio Tube dealers. The mystery books contain complete diagrams to aid listeners, and, best of all, a brief condensed version of each mystery prob-

The first announcement here of the lem.



## **BE PREPARED!**

Practically all of your favorite programs will be aired at different times. But you needn't throw a fit and pull your hair. (The poor fellow in the picture is not a subscriber to RADIO DIAL). With RADIO DIAL you get complete time changes and every other detail. You have all this information at your fingers tips-information that is accurate and reliable - to make your radio enjoyment complete.

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RADIO DIAL	🗌 Renewal	🗌 New Subscriber
22 East 12th St., C	incinnati. Ohio	

Enclosed find \$1.00 (check, Money Order or Currency), for which enter subscription to RADIO DIAL for six months.

Name...... 

	notes (MBS)										
			(EAS	TERN	STANDARD TIME					(CENTRAL STAN	DARD TIME)
	WCKY Cincinnati (1490 kc.)	WLW Cincinnati (700 kc.)	WKRC Cincinnati (550 kc.)		WSAI Cincinnati (1330 kc.)	WCPO Cincinnati (1200 kc.)	WHIO Dayton (1260 kc.)	WLS-WENR Chicago, Ill. (870 kc.)		WSM Nashville, Tenn. (650 kc.)	WHAS Louisville, Ky. (820 kc
7:30				7:30 7:45		Sweet and Lovely		Everybody's Hour: Variety Features	6:30 6:45		
7:45 8:00	Coast to Coast N	Children's Hour-	Sunday Morning at	8:00	Nagel's Rhumba	Gladys and Mary	Sunday Morning at	Organ Concert	7:00	•••••	
8:15 8:30	13 50	Coast-to-Coast on a Bus N	Aunt Susan's C	8:15 8:30 8:45	Orchestra Sermonette and Hymn Time	Enquirer's Uncle Bob.	Aunt Susan's C Christian Tabernacle	Everybody's Hour	7:30		
8:45 9:00	Russian Melodies N	Church Forum	Church of Air - Rev.	9:00	News	WCPO News		11 11 11 11 11 11 11 11 11 11 11 11 11	8:00	Highlights of Bible N	Church of Air - Re
9:15		Cloister Bells N	S. Willis McKelvey C Veterans' Civic	9:15 9:30	Amer. Soc. of Ancient	Feminine Words	H. W. Hobson C Romany Trail C	WLS Little Brown	8:15	Society of Ancient	H. W. Hobson C. Romany Trail C
:3C :45	Cloister Bells N Madrigal Singers N	Madrigal Singers N.		9:45	Instruments N	** **	10 - 11	Church	8:45	Instruments N	•• ••
:00	Press-Radio News N Neighbor Nell N	News Neighbor Nell N	The Texas Rangers C	10:00	Hamilton County Jail Service	Hillbilly Hullabaloo	The Texas Rangers C	Aunt Em Lanning	9:00 9:15	Press Radio News: Ward and Muzzy N.	The Texas Rangers C
):30	Green Brothers	Green Brothers Novelty Orchestra N		10:30	Remember When	•• ••	Major Bowe's Capitol Theatre Family C	WLS Concert Orchestra	9:30 9:45	Sunday Morning News Fidelis Class, First	Sunday Jail Service.
1:00	Orchestra N	Cadle Tabernacle		11:00	The Hour Class N	Amateur Revue	<b>H H ·····</b>	The Southernaires N	10:00	Baptist Church	Broadway Christian
1:15 1:30	News and Views	Choir Radio City		11:15 11:30	University Chicago	11 II	Salt Lake City	Chief Taptuka, tenor	10:15	Radio City Music	Church Salt Lake City Choir
1:45	Symphony N	Music Hall N		11:45	Round Table N	•• ••	Tabernacle Choir C.	Elsie Mae Emerson	10:45	Hall N	
2:00 2:15	333	43 34 *** 88	Church of the Air- Harry C. Browne C	12:00	Dorothy Dreslin N	WCPO News The Playboys	John F. O'Hara	Music Halt N		West End Methodist Church	Church of Air - Re John F. O'Hara
2:30	Our Neighbors N	Dreams of Long	Poet's Gold - David	12:30 12:45	Alice Blue M Edna Sellers M	Wurlitzer Future Stars	Week's News Review Poet's Gold C	Our Neighbors N		11 11	Poet's Gold C
2:45	Rosario Bourdon	Ago N Magic Key of	St. Louis Serenade C.	1:00	Canal Days	Apostolic Church	St, Louis Serenade C	Magic Key	12:00	The Magic Key	St. Louis Serenade C
1:15 1:30	Orchestra Waltz Favorites	RČA N	Living Dramas of the	1:15	Sunday Drivers N Thatcher Colt	Deutsche Lieder	Sunday Players	∖of R. C. A. N		of RCA_N	Living Dramas of th
1:45	•• ••	-	Bible C	1:45	Mysteries N		Everybody's Music-	There Was a Woman N	12:45	Tapestry of Melody N	Bible C
2:00	There Was a Woman N	Tapestry Melodies N.	Everybody's Music- Howard Barlow and	2:15	Soliloquy		Howard Barlow and		1:15		Howard Barlow and
2:30 2:45	Popular Melodies N.	Widow's Sons N	the Columbia Sym- phony Orchestra C	2:30 2:45	Will McCune's Orchestra M	Spanish Strings	Columbia Sym'y C.	Popular Melodies N.	1:30 1:45	Popular Melodies N.	Symphony Orch. C
3:00	Sunday Vespers N	National Amateur	Amateur Class A	3:00 3:15	Radioland Orchestra M	Symphonic Hour	World Economic Co- operation Conf. C	Sunday Vespers N	2:00 2:15	Sunday Vespers N	World Economic Co-operation C
3:15 3:30	Senator Fishface N	Baseball Finals N Chore: Echoes	Baseball Game- Dick Bray at Micro-	3:30	38 88			Sen. Fishface and	2:30	The World Is Yours N	11 11 11 11
3:45 4:00	Noble Cain's Choir N	Paul Martin N	phone	3:45	Mal Hallet's	Your Favorite Band	<u> </u>	Prof. Figgsbottle N. Noble Cain's Choir	2:45	Paul Martin's	
4:15	News and Views		11 11	4:15 4:30	Orchestra To be announced	0 01	C. Kelsey's Orch. C. Clara Oglesby Lyman,	Smiling Ed. Mc-	3:15	Orchestra N Acme Sunshine	C. Kelsey's Orch. C Guy Lombardo's
4:30 4:45	Sunday Afternoon with Ed McConnell N	Revue N		4:45	44	Cleo Brown	organist	Connell N	3:45	Melodies N	Orchestra C
5:00 5:15	Canadian Grenadiers N	Canadian Grenadier Band N	11 11 	5:00 5:15	Catholic Hour N	Musical Newsy	Anson Weeks' Orchestra C	Sach's Amateur Hour	4:00	Catholic Hour N	Anson Weeks' Orchestra C
5:30	WCKY News Helen Traubel N	Court of Human Relations	Our American Neighbors C	5:30 5:45	Tim and Irene M	Prof. Leo Steffregen	Canada C Comedy Stars	06 80 06 87	4:30		Our American Neighbors C
5:45			Columbia Workshop C		Songs of the Islands		Columbia Workshop C		5:00	Jane Froman and	Herbert Koch, organ
6:00 6:15	News and Views	Ross N	** ** *****	6:15 6:30	Red Barber's Resume Fireside Recital N			Singing Band N Werner Janssen's	5:15 5:30	Don Ross N Werner Janssen's	WHAS News Room. Gulf Summer Stars C
6:30 6:45	Werner Janssen's Orchestra N	Crosley String Ens Sunset Dreams N	Gulf Program— Phil Baker C	6:45	James Leonard	Warm Ups	Review C	Orchestra N	5:45	Orchestra N	FF 11
7:00	"Skyscraper"-	W. C. Fields, Don Ameche and Edgar	To be announced C	7:00 7:15	Jack Sprigg's Orchestra	The Muses Dancing Melodies	To be announced C	Skyscraper — dramatic sketch N	6:00	Don Ameche, Edgar Bergen, W. C. Fields	To be announced C.
7:30	Dramatic sketch N Codolban and his	Bergen N	To be announced C	7:30 7:45		Yours Truly	To be announced C	Codolban and his Violin N	6:30		To be announced C.
7:45	Violin N Concert Hall of	Shep Fields' Rippling	Sunday Even'g Hour-		Manhattan Merry-Go-	Emma Scully	Ford Symphony C	Shep Fields'	7:00	Manhattan Merry-	Ford Symphony
8:15	the Air	Rhythm Revue N. Walter Winchell N	Amparo Iturbi, pia- nist C	8:15 8:30	Round N	Sunday Swing Roller Derby		Rippling Rhythm N Watter Winchell N	7:15	Go-Round N	Hour C
8:30 8:45	Irene Rich N	Jimmy James' Orch	·····	8:45	Familiar Music N	Sunday Swing		irene Rich N	7:45	Familiar Music N	
9:00	World Salon Orch	Foundation Program N	Preview of American Legion Conven-		Sunday Night Party (Sealtest) N	Clock on the Mantel	Preview of American Legion Convention C	Foundation Program N	8:00	Party N	Convention C
9:15	California Concert N	Unsolved Mysteries	tions C	9:30 9:45				California Concert N	8:30 B:45		11 11
9:45 0:00	Judy and the Bunch N	Jack Randolph, songs	"Pioneers in	10:00	Castle Farm Orch		News; Benny Meroff's	Globe Trotter	9:00	Irene Rich N	8enny Meroff's
10:15	Choir Symphonette N Eddie Varzo's		Science"	10:15	Johnny Messner's Orchestra M	The Tango and the Rhumba	Orchestra C Scores: Jay Freeman's		9:15		Orchestra C Jay Freeman's
0:45	Orchestra N		Jay Freeman's Orch. C	10:45	J. Messner's Orch, M	Cotton Club Orchestra	Orchestra C	Orchestra N	9:45		Orchestra C
11:00	Henry Busse's Orch -Chez Pares N	Paul Sullivan Clyde Trask's Orch	Frankie Masters Orchestra C	11:00	Barney Rapp's Orchestra	Roller Derby		Beverly Hills Orchestra N	10:00	Orchestra N	F. Masters' Orch. ( Harry Currie's
11:3C	Jesse Hawkins' Orchestra N	Jack Sprigg's Orchestra	Bob Crosby's Urchestra L	11:30	Andy Kirk's Orchestra N	Sign off	Bob Crosby's Orchestra C	Andy Kirk's Orchestra N	10:30		Orchestra WHAS News Room
	Grenerica re					WCPO		WLS-WENR			WHAS

#### NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

NOON-Church of the Air: Harry C. Browne, former First Reader of Second Church of Christ, Scientist, New York. "Working With God." WABC WKRC WHAS WHIO wir wcau wadc wsbt wsfa wcco -Dorothy Drestin, soprano, and Fred Huff-man, tenor. WEAF WSAI wtam wmag who wdaf kww

wdaf kyw 12:30-Poet's Gold. 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 -Dreams of Long Ago: Drematization of old-time songs by Ethel Parks Richardson. WEAF WLW wgy kyw wtam wmag who wdai wdaf

Wall 1:00—The Magic Key of R. C. A.: Symphony Orchestra direction Frank Black. Milton J. Cross and Tex O'Rourke; Jean Sablon, songs; guest artists. WJZ WLW WLS WSM kdka wgar wfla kvoo wfaa wham wave wood

koka wgai with the solution of the solution of

1:30—Thatcher Colt Mysteries. WEAF WSA1 kyw wgy wwj wtam wmaq who wdaf wire

Living Dramas of the Sible: "King Solomon, the Wise." Adapted for radio by Albert Tracy Huntington. WABC WKRC WHAS wir whk wtbm kmbc kmox wadc wsbt wbt wcco
 2:00-Everybody's Music: Columbla Symohonv Orchestra and Howard Barlow. WABC WKRC WHAS WHIO wir whk wtbm kmbc kmox wadc wsbt wbt wcco
 Tapestry of Melody. WEAF WLW WSM wgar wave wire wham
 There Was a Woman-dramatic presentation of the women in the lives of famous men. WJZ WCKY WLS kdka wgar wave wire wham wfla kvoo wfaa
 2:30-Popular Melodies, with vocalists. WJZ WCKY WSM WLS kdka wave wire wham wgar

wgar —M. Widow's Sons. WEAF WLW wgar wave

-M. Widow's Sons. WEAF WLW wgar wave 3:00-Sunday Vespers: "The World Christ Left Behind," Dr. Paul Scherer. Mixed Quartet, direction Charles A. 8aker. WJZ WCKY WLS WSM wgar wave wire wham -Romance Melodies: Orchestra, direction Roy Shield, with Ruth Lyon, soprano; Ed-ward Davies, baritone. WEAF WLW wgy wtam wmaq wdaf kyw wire wwl -Conference on World Economic Co-opera-tion: Cordeli Hull, Scretary of State; Prime Minister Camille Chautemps of France, from Paris; Premier Paul VanZee-land of Belgium, from Brussels; Prime Min-

ister William L. Mackenzie of Canada. from Ottawa; Chancellor Kurt Schuschnegg of Austria, from Vienna; President Alfonso Alfaro Lopez of Colombia, from Bogota; from Prague. WA8C WHAS WHIO wir whk wbm kmbc kmox wadc wsbt wbt wcco WLW kdka wgar wave wire wham wowo WLW kdka wgar wave wire wham wowo

wcco 3:30—The World Is Yours: Dramatization. Program under auspices of Smithsonian In-stitute. WEAF WSM wgy wtam wmag wdaf kyw wwj —Senator Fishface and Professor Figgsbottle.

kyw wwj -Senator Fishface and Professor Figgsbottle. Variety show featuring Normań Cloutier and his Orchestra; Jean Ellington, blues singer; Showman Quartet; Paul Stewart, m. c. WJZ WLS WCKY wgar wave wire whm 1:00-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 wwj

1:00

WLW WSM wgy wtam wmaq wdaf wire who wwi 4:15—Cariton Kelsey and his Orchestra. WABC WHAS WHIO whk wcao wbbm waco wwva 4:30—Guy Lombardo and his Orchestra. WABC WHAS wjr whk wfbm kmbc wcau kmox wwva wwi --Roy Shield's Encore Music. WEAF WLW kyw wgy wwj wtam wmaq who wgar kmox kstp kstp

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

kvoo wbap wgar wowo --Howard Neumiller, pianist. (CBS) wcco

WHIO WHAS wir wfbm whk wcau whto wcco
 Canadian Grenadier Guards Band, Capt.
 J. J. Gagnier, conductor. WJZ WCKY
 WLW kdka wgar wave wire wham wowo
 Catholic Hour: "Selecting a Life Work,"
 Rev. Dr. Maurice S. Sheehy, of the Catholic University of America, guest speaker.
 Paulist Choir, direction Father Finn. WEAF
 WSM wgy wtam wmaq wwij who wdaf kyw
 Si30-Our American Neighbors-Dominion of Canada. Orchestra, direction Vincent Sorey.
 Jarry Lawrence, narrator. WABC WKRC
 WHAS (WHIO off 5:45) wir wbbm whk wfbm kmbc wcau kmox wbt wwl wcco
 Helen Traubel, soprano and orchestra. WJZ
 WCKY kda wgar wave wire
 A Tale of Today, sketch. WEAF wtam wmaq wgy wowo
 More Calmbia. Workehon: Dramatization

—A Tale of Today, sketch. WEAF wtam wmaq wgy wowo 6:00—Columbia Workshop: Dramatization, direction Irving Reis. "Riders to the Sea" with the Abbey Players. WABC WHIO WKRC wbbm whk wfbm —Jell-O Summer Program, starring Jane Froman and Don Ross, with D'Artega's Orchestra. WEAF WLW WSM wave wire wham wmaq —Ted Wallace and his Singing 8and. WJZ (WCKY off 6:15) WLS kdka wgar wave wire wham

What of the second secon

Janssen's Orchestra; Loretta Lee, blues singer; Allan Jones, tenor. WJZ WLS WSM WCKY kdka wham wgar wave kvoo wbap

singer; Allan Jones, tenor. WJZ WLS WSM WCKY kdka wham wgar wave kvoo wbap wfla --''twilight Musicale'' from Chicago. (CBS) wbbm wcco --Fireside Recitals, featuring Helen Marshall, soprano; Sigurd Nilssen, basso; Frank St. Leger, pianist-composer. WEAF WSAI wmaq wgy kyw wdaf wtam wwj who wire 6:45-Sunset Dreams: The Morin Sisters and Ranch 8oys, trio. WEAF WLW kyw wgy wtam wwj 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 'YLW WSM wtam wire wwj wdaf wstp kvoo wfaa wgy kyw wave wmaq wfla who --''Skyscraper,'' dramatic sketch. WJZ WCKY WLS kdka wham wgar wowo --To be announced. WA8C WKRC WHAS WHIO wjr wbbm wfbm whk wcau kmbc kmox wadc wsbt wwva wbt wsfa wwl wcco 7:30-To be announced. WA8C WKRC WHAS WHAS wgy wwj wmaq who wdaf wfla wjr wave

WHAS wgy wwj winay will wave Codolban and his Violin. WJZ WCKY WLS 8:00-Manhattan Merry-Go-Round: Pierre Le Kreeun, tenor; Rachel Carlay, blues singer; Don Donnie's Orchestra; Men About Town Trio. WEAF WSAI WSM wgy wtam wwl wmaq who wdaf wfla ave -Ford Sunday Evening Hour: Amparo Iturbi, pianist, guest. Symphony Orchestra and

(Continued on page 9)

INTERNINGAN PERSONALIYA AN

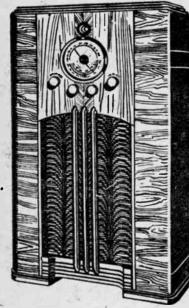
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SUPER 8

Crosley

73/2" deep.

# **CROSLEY RADIOS**



Crosley

SUPER 6

Six Tubes, 6" Speaker, 2 Bands, Receives American, foreign and some

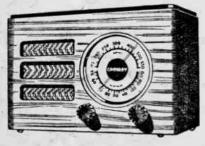
police and amateur calls, 535-1725 Kc. and 5800-18,300 Kc. Mirro-Dial.

Beautiful cabinet. Dimensions 85/8" high, 14-3/16" wide, 61/8" deep.

#### Croslev SUPER 11

ELEVEN TUBES . . . 10-inch electro-dynamic speaker with exceptional bass response . . . 3 Band tuning range . . . receives American, foreign, police, amateur, aviation and ships-at-sea broadcasts ... 525 to 22.000 Kc. continuous . . . Additional intermediate frequency amplification, giving greater sensitivity . . . IRIS Tuning indicator. . . . Broad automatic volume control . . . Mirro-Dial, edge lighted, gold reflector type, 3 dimensional dial. Handsome cabinet. Cabinet dimensions: 40" high, 241/4" wide, 13" deep.

### Take a CROSLEY Portable Radio



#### Hundreds of students toke radios away to school. This Crosley Portable model will be a cheerful roommate in any dormitory.

Away to School!

#### Crosley FIVER AC-DC

5 Tubes . . . 5" Speaker . . . Receives American and some police calls, 535 to 1725 Kc. Built-in antenna. No ground required. Mirro-Dial . . . Pentode output. Pleasing Cabinet. Dimensions: 71/4" high, 11" wide, 5%" deep.



EIGHT TUBES ... 8-inch electro-dy-namic speaker with tone qualities equal to most console models ... Three bands ... Tuning range increased over former models ... 525 to 22,000 Kc. continuous, receives American, foreign, police, ama-teur, aviation and ships-at-sea broad-casts. 'Mirro-Dial, edge-lighted, gold re-flector type. Push-pull pentode output ... Especially beautiful cabinet. Di-mensions: 101/4" high, 163/4" wide, 7%" deep.

#### **Crosley FIVER-5 Tubes**

Tunes American stations, short wave forlunes American stations, short wave for-eign broadcasts, some police calls, 540 to 1720 Kc., and 5800-15,400 Kc., fre-quency. Five-inch electro-dynamic speak-er; edge illuminated Mirro-Dial; Pentode output; Beautiful Cabinet. 121/2" high, 10%" wide, 6%" deep.

# STAND OUT IN THE CROWD

 The new and distinctive All Star 1938 line of Crosley Radios surpasses all former triumphs in the presentation of truly sensational values. Not until you see them, examine, and hear them can you be fully aware of their overwhelming values. CROSLEY RADIOS stand out in the crowd. There's a model for every purse and purpose.

## Make This **5 Point Comparison Test**

#### • Compare the Crosley Tone

- Compare the Crosley Cabinet
- Compare the Sensational New Crosley Mirro-Dial
- Compare the Crosley Price
- Turn the Cabinet Around • Compare the Chassis and the Number of Tubes

Whatever Happens . . .

You're THERE with a Crosley

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CROSLEY DISTRIBUTING н 3401 Colerain Avenue

0 RP ORATION Cincinnati, Ohio

## **PROGRAMS FOR MONDAY, SEPTEMBER 20**

			(EA	STERN	STANDARD TIME)			1	(CENTRAL STANDARD TIME)		
	WCKY Cincinnati (1490 kc.)	Cincinnati (700 irc.)	WKRC Cincinnati (\$50 kc.)		WSAI Cincinnati (1830 kc.)	WCPO Cincinnati (1200 kc.)	WHIO Daytom (1260 kc.)	WLS-WENR Chicago, III. (870 lsc.)		WSM Nashville, Tenn. (650 kr.)	WHAS Louisville, Ky. (620 he.)
6:30 6:45	Manlan David and	Top 'o the Morning	Jerry Foy Sun-Up Jamboree	6:30 6:45 7:00	Church France	Six-to-Niners	Breakfast Express		5:30 5:45		
7:15 7:30 7:45 8:00	Morning Devotions N. Morning Roundup	Cadle Choir Island Serenaders N Sing, Neighbor, Sing, Home Songs N	Sing Before Breakfast. Early Edition—News Dow's Dawn Patrot with Al Bland	7:15 7:30 7:45	Church Forum Sun Dial Brown Co. Revelers	WCPO News Six-to-Niners	WHIO Almoste	News Report. Evelyn & Hill Toppers "Sing Neighbor Sing" Morning Devotions	6:00 6:15 6:30 6:45	Curly and Fox Hunters	
8:15 8:30 8:45		Chandler Chats	Time—Temperature— Music	8:00 8:15 8:30 8:45	Streamliners, with Field & Hall & Orch. N	WCPO News Six-to-Niners	Votes of the Orace	Arkie and Pokey Martin News Report Jolly Joe's Pals The Hill Toppers	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 9:45	For Women Only Vaughn de Leath N e Dean Bros, N Today's Children N.	Hymns of all Churches Hope Alden's Romance Morn. In the Mount's Viennese Ensemble N.	Myrt and Marge C Louise and Lads 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 Musical Menu	Pretty Kitty Kelly C Myrt and Marge C	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	Myrt and Marge C
10:00 10:15 10:30 10:45	High Hatters N Household Hour Renfro Rambler	Linda's First Love Grace and Scotty N We Live Again	Poetic Strings C Magazine of the Air C Big Sister C Aunt Jenny's Stories C	10:00 10:15 10:30 10:45	David Harum N. Backstage Wife N. How to be Charming N Rainbow Ridge	WCPO News Federal Theatre Clarence Berger	Poetic Strings C Carol's Romance .C.	The O'Neills N. The Road of Life N Vic and Sade N	9:00 9:15 9:30 9:45	Banner Newshawk Lyric Serenade How to be Charming N	Ruth and Bill C Poetic Strings C Magazine of the Air C Big Sister C
11:00 11:15 11:30 11:45	Terri Franconi N Grace and Scott P Joe Dumond N	Girl Atone N To be announced News; Live Stock Rosa Lee N	Swinging the Blues C. Edwin C. Hill C Romance Heles Treat C	11:00 11:15 11:30 11:45	Court House Int'views Melodic Rhythm Ribber Shannon Freshmen Follies	WCPO News Merry-Go-Round	Cornelia on the Air	Markets; News Otto & Novelodeons	10:00 10:15 10:30 10:45	Terri Franconi N Melody Caravan Dumond's Cadets N	Aunt Jenny's Stories C Linda's First Love Edwin C. Hill C Romance Helen Trent C Our Gal, Sunday C
12:00 12:15 12:30 12:45	Neignbor Nell N	Frim Sisters Tom, Dick & Harry M. National Farm and Home Hour N	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	News: Markets You Shall Have Rhythm Eddie and Ron Ann Kirk Trio	Markets and News Dinnerbell Program	11:15 11:30 11:45	Love and Learn N Console Melodies National Farm and Home Hour N	Dot and Bill. Monticello Party Line Paul Sutton, songs The Jackson Family
1:00 1:15 1:30 1:45 2:00	Codolban Orchestra N Army Band N	Betty and Bob	Thru Woman's Eye C Milton Charles C Melody Express Between Bookends C	i:00 I:15 I:30 I:45 2:00	Netherland Ensemble.	Dot Club News Hollywood Brevities	Milton Charles, or. C Montana Slim C Ted Malone C	John Brown Markets and News	12:00 12:15 12:30	13 69	Woman's News C College of Agriculture Markets: Weather
2:15 2:30 2:45	Let's Talk It Over N.	Vic and Sade N The O'Neills N	News: Fire Prevention. Future Favorites Pop Concert—Howard Barlow C	2:15 2:30 2:45	WSAI Revue Barber's Interviews Radioland Orch. M	WCPO News Siesta Op. House for Ladies Warm Ups	News	News: Julian Bentley. Homemakers' Matinee —Orchestra Mary Wright	1:00 1:15 1:30	Pepper Young's Fam. N Ma Perkins Vic and Sade N Francis Craig's Orch.	Hope Alden's Romance University of Kentucky
3:30 3:45	Sports Review Club Matinee N	Mary Marlin N de Vore Sisters	bob Byron songs C Dictators C Music From the Gold Coast C	3:00 3:15 3:30 3:45	Varieties M Julian Woodsworth's Orchestra M	Sports Chatter Post Mortems Tea Time Tunes	Boston at Cincinnati		2:00 2:15	Club Matinee N The Guiding Light N Syncopators N Personal Column N	Betty and Bob Hymns All Churches. Music From the
4:00 4:15 4:30 4:45	Afternoon Concert Cabin in Cotton N	To be announced Singing Lady N Kitty Keene, Inc	Notes and News Doris Kerr, songs C "Funny Things" C.	4:00 4:15 4:30 4:45	Bonnie Steward N Musical Mardi Gras It Is Strange Grandpa Hans	WCPO News	•• ••	Music Circle Escorts and Betty N Marlowe and Lyon N. Cabin In Cotton N.	3:15	Woman's News Escorts and Betty N	Salt and Peanuts Weekday Devotions Doris Kerr C
5:00 5:15 5:30 5:45	All-Sports Review Press Radio News N Civic Club	Army Band N	Musical Calendar Freshest Thing in Town Hollywood News Dick Bray—Sports	5:00 5:15 5:30 5:45	Knot Hole Club	Harmony Hall Jam for Supper Jam for Supper Brief Interludes	Four Stars C News; Sports C	U. S. Army Band News N Ranch Boys Trio N	4:00 4:15 4:30	To be announced N	Howard Phillips C Four Stars C Sports Review C
6:30 6:45	Vic Arden's Orchestra John Herrick N	Jimmy James' Orch	Poetic Melodies C Musical Visions Jay Freeman's®Orch. C Boake Carter C	6:00 6:15 6:30 6:45		WCPO News Home Beautiful Dinner Club	Si Burick	Time to Shine N Lum and Abner N John Herrick, songs N	5:00 5:15 5:30 5:45	Time to Shine N	WHAS News Room
7:00 7:15 7:30 7:45	Good Times Society N	Contraction of the second s	Alemite, with Horace Heidt's Orch, C Pick and Pat—"Pipe Smoking Time" C	7:00 7:15 7:30 7:45	Dick Ballou's Orchestra The Voice of Firestone N	Dick Porter Jimmy Sullivan	Drama	The Good Times		Voice of Pirestone N	Alemite, with Horace Heidt's Orchestra C The Grab Bag
8:00 8:15 8:30 8:45	Melodic Contrast N Feast of Ortolans N	Molly N	Lux Radio Theatre- Frederic March, Flor- ence Eldridge, in "The Outsider" C.	8:00 8:15 8:30 8:45	Cincinnati Sings Symphonic Strings M	WCPO News In Swing Time Roller Derby Con. of Phys. Therapy	Lux Radio Theatre- Frederic March, Flor- ence Eldridge, in "The Outsider" C.	Melodic Contrast N The Feast of Ortolans, drama N	7:00 7:15	Fibber McGee and Molly N Hour of Charm N	Lux Radio Theatre- Frederic March, Flor- ence Eldridge, In
9:00 9:15 9:30 9:45	To be announced N National Radio Forum N	Herald Clyde Trask's Orch	Wayne King's Orchestra C Your Neck of the Woods C	9:00 9:15 9:30 9:45	Contented Program N Weber's Pageant N Pageant of Melody M		Wayne King's Orchestra C Your Neck of the Woods C	To be announced N Radio Forum N	8:00 8:15 8:30 8:45	Carnation Contented Program N George Burns and Gracie Allen N	Wayne King's Orchestra C Moment Musicale
10:00 10:15 10:30 10:45	Vagabonds N King's Jesters Orch. N Five Star Fina- Eddie Varzos' Orch. N	Barney Rapp's Orchestra	Personalities on Parade Ozzie Nelson's Orch, C Newscast—Lee Bland Phyl-Coe Mystery	10:15 10:30 10:45	Paul Sullivan James Sullivan Jack Denny M	WCPO News Gypsy Fortunes Starlight and Dreams. Cotton Club Orchestra	Vic Arden's Orch News; Music Roger Pryor's Orchestra C	Globe Trotter LaSalle Hotel Orch. N Eddie Varzos' Bismarck Hotel Orchestra	9:00 9:15	Amos 'n' Andy N Stars of Broadway 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 Dance Orchestra Andy Kirk's Orchestra N	Count Basie's Orchestra C Frankie Masters' 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 Roller Derby The Public Announces	Count Basie's Orchestra C Frankie Masters' Orchestra C		10:00 10:15 10:30 10:45	WSM News B C Sports Review Andy Kirk's	Count Basie's Orchestra C F. Masters' Orch. C WHAS News Room
	WCKY	WLW	WKRC		WSAI	WCPO	WHIO	WLS-WENR		WSM	WHAS

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

6:80-The Pepsodent Program: Amos 'a' Andy. WEAF who way kyw -Time to Shine: Lloyd Shaffer's Orchestra; John B. Gambling, m. c.; Barry McKinley and the Griffin Chorus. WJZ WSAI WLS WSM kdka wowo -Don Fernando's Oriental Gardens Orches-tra. (NBC) wam wmaq -Poetic Meiodies. Jaca Fulton, tenor, and Franktivn MacCormack, poetic reader, with Cariton Kelsey's Orchestra. WABC WKRC wadc wwa wbt wcau whk -"Not So Long Ago." (CBS) kmbc wcco 6:15-"Uncle Ezra's Radio Station E-Z-R-A"

Nor so Long Ago. (Cs) kmbc wcco
 6:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barret, Carlton Guy, Nora Cunneen end others. WEAF WCKY kyw włam wmeq who wdat wbap wfaa wire wgy kvoo
 Song Time: Hollace Shaw and Ray Heather-ton. WABC whk wcau wadc wwva wbt

30-Jay Freeman and his Orchestra. WABC WHAS WKRC WHIO kmbc wadc wbt 6:30-

-Carol Weymann, mezzo-soprano. (NBC) wgy wtam wmag who wdaf kyw -Horlick's Lum and Abner, comedy sketch. WJZ WLW WENR

Chorus; Symphonic Orchestra; Alfred Wal-lenstein, conductor. WEAF WSAI WSM wgy wire wtam wmaq wdaf wwj who.kstp wfaa kvoo wfla wave --"Pick and Pat in Pipe Smoking Time," blackface comedy, and music; Edward Roecker, baritone. WABC WKRC wir wbbm whk kmbc wcau wbf wadc --Campana's Vanity Fair, with Cal Tinney, m. c., guest artists, and orchestra. WJZ WCKY WLS kdka wave wgar wire wham 8:00--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 kstp wfaa wave -Lux Radio Theaffe: Frederic March and his

wife, Florence Eldridge, in "The Outsider." WABC WKRC WHAS WHIO wir wbbm wfbm whk kmbc wcau kmox wadc wbt wwj wcco -Melodic Contrast. WJZ WCKY kdka wgar

WHAS wir wbbm whk kmbc wcau kmox wbt wcco —Top Hatters Dance Orchestra. (NBC) wgy wtam 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 Bismarck Or-chestra. (NBC) wave wgar wham —Juan Hernandez and the Good Time Society All-Negro Revue; orchestra and guest art-ists. WJZ WCKY WLS WSM kdka wave wham wgar wowo —Melodic Contrast. WJZ WCKY kdka wgar wave wire wham 8:30—Hour ot Charm, Phil Spitalny and his Girls. WEAF WLW WSM kyw wgy wwj wtam wmaq who wdaf wire kstp wfaa wave kvoo —"The Feast of Ortolaus," drama by Max-well Anderson. WJZ WCKY WLS kdka wirg wham wowo

Ists, WJZ WCKT WLS WSM KOKA wave wham wgar wowo --Alemite Halt Hou- with Horace 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

9:00-Wayne King's Orchestra WABC WKRC WHAS WHIO wjr wbbm wfbm whk kmbc

wcau kmox wadc wbł wwi wcco -Contented Program; The Lullaby Lady, Male Quartet; Vivian Della Chiesa, lyric soprano; orchestra, direction Frank Black; Vincent Pelletier, announcer. WEAF WSAI WSM kyw wgy wmaq włam wwj who wdaf wfla wave kvoo wfaa wire -To be announced. WJZ WCKY WLS 9:30-Music for Moderns. WEAF wgy wtam wmaq who wdaf kyw -'Your Neck of the Woods,'' Carl Carmer. WABC WKRC WHIO whk kmbc wcau kmox wadc wbt wsfa wccq wwl

WABC WKRC WHIO white kmbc weau kmox wadc wbi wsta weeg wwi -National Radio Forum: Guest speaker. WJZ WCKY WLS -Burns and Allen. (NBC) WSM wave 10:00-Ozzie Nelson and his Orchestra. (CBS)

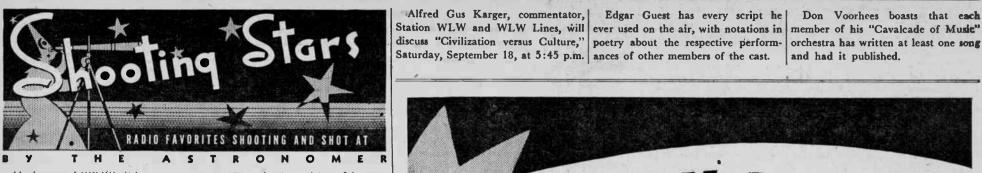
10:00-Ozzie Nelson and his Orchestra. (CBS) wadc wcao whk
-Tomorrow's News Tonight-Andre Baruch. WABC only
-The Vagabonds, negro male quartet. (NBC) WCKY kdka wgar wave wire
Esso News Reporter. WJZ only
-Poetic Melodies (CBS) WHAS wir wbbm wfbm kmbc kmox wwl wcco
-The Pepsodent Program: Amos 'n' Andy. (NBC) WLW WSM
-Emery Deutsch's Rockefaller Center Rainbow Room Orchestra. WEAF wgy wtam wmdq who
10:05-Vagabonds, negro male quartet. WJZ WCKY wgar kdka wave wire

-Ozzie Nelson and his Orchestra. WABC wcau 10:15—King's Jesters and the Hotel LaSalle Orchestra. WJZ WCKY WLS kdka wgar Orchestra. WJZ WCKY WLS KdKa wgar wowo wave wire wham -Ozzie Nelson and his Orchestra. WABC WKRC WHAS wcau waco wbf 10:30-Roger Pryor and his Orchestra. WABC WHIO wir whk wtbm wcau wspd wsbt wbt

WHIO wir whk wrom weas were wadc "Pick and Pat in Pipe Smoking Time." (CBS) WHAS kmox wfbm wcco -Eddie Varzos and the Hotel Bismarck Op-chestra. WJZ WLS (WCKY on 10:45) wave wire wham wgar wowo --Codolban Orchestra from the Rainbow Grill. WEAF WSM wgy wfam wmaq who Grill. WEAF WSM wgy wfam wmaq who Grill. WEAF WSM wgy wfam wmaq who WKRC WHIO WHAS whk wcau wadc wbb wir wsfa wwl

wir wsfa wwł Jesse Hawkins' New Penn Hotel Orchestra. WJZ WCKY WLS kdka wgar wave wise wham wowo —Larry Burke, tenor. WEAF wgy wtam wmag

who 11:08—Henry Busse's Orchestra. WEAF wgg wiam wmaq who 11:30—Andy Kirk's Grand Terrače Cafe Or-chestra. WEAF WLW WLS WSM wgg wtam wmaq who --Marvin Frederick's Commodore Perry Hotel Orchestra. WJZ WCKY kdka wgar wave



Understand WLW did some ex- nounces and injects bits of humor.

perimenting with their power last week . . . three times it was reduced for five minute periods ... from 500,000 to 50,000 watts. The ing the latest in fashions and givaudience was told of this reduc- ing shopping hints for quite a few tion in power and asked to write years. She has been holding her in, informing the station whether audience, too, because her inforor not it could be heard and just how good the reception was. delivered. She's Natalie Giddings WLW recently was given as an on the bar of the state of the recently was given an extension of its super power license is responsible for those swell fashand they are trying to prove it ion pictures in the Post. A few really does a service for listeners. years back she was WLW's Pub-Results of this test have not yet licity Director . . . at the same time Ralph was Traffic Manager.

CKY's head men . . . started in be able to tune in several Cincinradio doing bit dramatic roles on nati acts . . . it seems the Virthe Nation's Station. From there he went to WCKY as announcer. Griffith are leaving the Crosley Now he's one of their officials ... having graduated to Assistant town ... in from Chicago where having graduated to Assistant from ... In Hom Character work. Program Director . . . still an- she indulged in dramatic work. nounces on the side and has been Profile look-alikers: Fred Waring known to do a little transcription and Tom Richley. 'KRC's comwork. Single, tall and dark.

Red Barber, local sports an-nouncer, and Jimmy Leonard, 'LW and 'SAI announcer, went to the doubt the biggest man in local same school in Florida when both were working at one of Florida's radio stations to pay their way stant huddles about their very full through school. Now they're re- fall schedule. Ralph Simpson vahashing old times in the corridors cationing and Charles Dameron of the Nation's Station.

The Six to Niners program on 'CPO in the early morning is well Hal Davidson and Jane Gerrard worth a listen. Lester and her upto-the-minute songs. Harry Ogden like they're a substitute for Larry at the organ, the Hawaiian Trou- and Sue. badours, the Kentucky Colonels More star shooting with the and Uncle Ken's interpretations of Astronomer next week, and, as popular songs make for good en. usual, more peeps at people. tertainment. Cousin Andre an-

THUMBS UP: WKRC's Jean Abbey . . . Jean has been reportmation is interestingly written and Haburton and her husband, Ralph,

Personality of the week: Elmer ALONG THE MILKY WAY: Baughman. Elmer, now one of Rumor has it that we will no longer and Tom Richley. 'KRC's com-mercial manager, Bill Williamson, back at his desk after a vacation and business trip. Al Helfer, 'SAI sports announcer, is without a radio. John McCormick and Ruth Lyons, 'KRC heads, in con-McCormick and substituting. Al Bland, the southern gentleman at 'KRC, is one of the nicest people in local radio. teaming up very well . . . looks

THEME UP AND OUT.

#### Sunday Network Programs (Continued)

Chorus, direction Jose Iturbi, WABC WKRC WHAS WHIO wjr wbbm wfbm whk kmbc wcau kmox wadc wsbt wwwa wbt wsfa wwj wcco wire wham wmaq wfla wowo -Woodbury's Rippling Rhythm Revue, star-ring Shep Helds and his Orchestra; Bob Hope and Honeychile; Del Casino, tenor. WJZ WLW WENR kdka wgar wham h:30-The Jergens Program, with Walter Win-chell. WJZ WLW WLS kdka wgar wham -American Album of Familiar Music. with

8:30

-American Album of Familiar Music, with Frank Munn, tenor; Jean Dickenson, so-prano; The Haenchen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Ar-den, piano duo; Amsterdam Chorus. WEAF WSAI WSM kyw wgy wtam wwi who wfle wdaf wmaq wfaa wire wave

8:45—Irene Rich for Welch. WJZ WCKY WLS kdka wgar wave wire wham

9:00-Sealtest Sunday Night Party: James Melton, m. c. Robert Dolan's Orchestra; New Yorkers Chorus; Tom Howard and George Shelton, comedians; Elissa Landi, guest. WEAF WSAI WSM gy wiam wwi wmaq who wdaf wfla wave --The Zenith Foundation. WJZ WLW WENR wham kdka wowo

wcco 9:30—Ernest Gill and his California Concert. 9:30—Ernest Gill and his California Concert. WJZ WCKY WLS 10:00—Judy and the Bunch, vocal quartet. WJZ WCKY wgar wave wire wham —irene Rich for Welch. (NBC) WSM wave —Press-Radio News. WABC WHAS wadc wmaq wcco waco

-Preview of American Legion Convention. WABC WKRC WHAS WHIO wir kmbc wcau wfbm whk wadc wsbt wbt wwl wsfa

What were water -Russ Morgan and his French Casino Orches-tra. WEAF 10:05—Benny Meroff and his Orchestra. WABC WHIO WHAS wbbm whk wir weaw

wadc wram wcco wnas 10:15-Choir Symphonette, WJZ WCKY kdka wgar wave wire wham wmaq wfla WOWO

-Waiter Winchell. (NBC) WSM 10:30-Press-Radio News. WEAF and network

-Jay Freeman and his Orchestra. WABC WHAS WHIO (WKRC on 10:45 wbbm kmbc whk wfbm wcau kmox wadc wsbt wbt wsfa wcco

Woodbury's Rippling Rhythm Revue, star-ring Sirep Field's Orchestra. (NBC) WSM wave wbap

-Eddie Varzo's Hotel Bismarck Orchestra. WJZ WCKY WLS kdke wgar wave wire

S BACK ON A

Edgar Guest has every script he | Don Voorhees boasts that each

and had it published.

MONDAY · TUESDAY · WEDNESDAY · THURSDAY · FRIDAY FOLLOW THE ANTICS OF THE FRESHEST THING IN TOWN.

KRC 5:15

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C Den	otes (NBC) otes (CBS) otes (MBS)	r ★	PROG	RA	MS FOR	TUESDA	r, septer	ABER 21	7	* *	
			(EAS	TERN	STANDARD TIME)					(CENTRAL STAN	DARD TIME)
	WCKY Cinemati (1400 Hc.)	Cincinnati (700 kc.)	WKRC Cincinneti (560 kc.)		WSAI Cincinneti (1330 kc.)	WCPO Cinchunati (1209 kc.)	WHIO Dayton (1309 hc.)	WLS-WENR Chicago, IIL (870 luc.)	-	WSM Nashville, Tenn. (600 luc.)	WHAS Louteville, Ky. (830 lec.)
6:30 6:45		Top of the Morning	Jerry Foy Sun-Up Jamboree	6:30 6:46		Six-to-Niners	Breekfast Express	Farm Bulletin Smile A While?		•••••••••••••••••••••••	
7:00 7:15 7:30 7:45	Morning Devotions N Morning Roundup Morning Glee Club N	Cadle Choir Concert in Brass Moments Musicale N	Early Edition—News Dow's Dawn Patrol	7:00 7:15 7:30 7:45	Church Forum Sen Diel Brown Co. Revelers.	Six-to-Niners	WHIO Almenes Little Tom	News Report Evelyn & Hill Toppers The Smile Market Morning Devotions	6:00 6:15 6:30 6:45	Gölden West Cowboys Morning Headlines	Devotions Breakfast Business Salt and Peanuts
8:00 8:15, 8:30 8:45	Breakfast Club N News for Executives Breakfast Club	News Morning Devotions Aunt Mary Chandler Chats	Woman's How Bachelor's Children C	8:00 8:15 8:30 8:45		WCPO News	Dear Columbia:	Pokey and Arkia News Report Jolly Joe's Pals Morning Minstrels	7:00 7:15 7:30 7:45	Breakfast Club N	Jamboree
9:00 9e15 9:30 9:45	For Womes Only Vaughn de Leath N Dean Sros, N. Today's Children N	Hymns of all Churches Hope Alden's Romance Hello Pegav Viennese Ensemble N.	Myrt and Marge C Twin Pianos C	9:00 9:15 9:30 9:48			Myrt and Marge C	Ma Perkins N Pepper Young's Fam. N	8:00 8:15 8:30 8:45	Yaughn De Leath N News Viennese Ensemble N	WHAS News Room, Myrt and Marge C Twin Pianos Madison Ensemble
10:00 10:15 10:30 10:45	High Hatters N Household Hour Renfro Rambler	Linda's First Love Personal Col. of Air N We Live Again	Jean Abbey Magazine of the Air C	10:30	David Harum N Backstage Wite N Dance Rhythm	WCPO News Ch'ber of Commerce. From Hawaii Jimmy Lee	Waltz Time Carol's Romance C Big Sister C	The O'Neills N Road of Life N Vic and Sade N	9:00 9:15 9:30 9:45	Lyric Serenade George Hartrick N The Gospel Singer N.	Mary Lee Taylor C Magazine of Air C Big Sister C Aunt Jenny's Stories C
14:00 18:45 11:30 18:45	Terri La Franconi N Grace and Scotty N Stroller's Matinee N	Girt Alone N Grace and Scotty N News; Live Stock	The Rhythmaires C Edwin C. Hill C Romance Helen Trent C	11:00 11:15	Court House Int'views	WCPO News Merry-Go-Round	Cornelia on the Air	Markets: News Novelodeons G. Wilson J. Brown	10:00 10:15 10:30 10:45	Melody Caravan Strollers Matinee N	Linda's First Love Edwin C. Hili C Romance Helen Trant C Our Gal, Sunday C
12:00 12:15 12:30 12:45	WCKY News Hal Gordon, tenor N Farm and Home How N	True to Life Vic Arden's Orchestra National Farm and Home Hour N	Betty and Bob C Hymns All Churches A. Grimm's Daugh'r C Hollywood in Person C	12:30		WCPO News The Playboys Man on the Street	News: Markets You Shall Have Rhythm Eddie and Ron	Don and Helen R. Emerson, organist. Markets and News. Dinnerbell Program—	11:00 11:15 11:30 11:45	Farm Scrap Book National Farm and Home Hour N	Sunshine Sue
1:00 1:15 1:30 1:45	Music Gulid N Beatrice Fairfax	Voice of Experience Betty and Bob	To be announced Meet the Missus Melody Express Between Bookends C	1:15 1:15 1:30 1:45	Sports Oddities		Datton Brothers C Ted Malone C	Direct from Indiana State Fair John Brown Jim Poole	12:00 12:15 12:30 12:45	—State Fair Banner Newsnawk Dept. of Agriculture.	Livestock: Markets Ted Malone C
2:00 2:15 2:30 2:45	Airbreaks N News and Views Have You Heard? N	Pep'r Young's Fam. N Ma Perkins N Vic and Sade N The O'Nellis N.	News: Fire Prevention Future Favorites Columbia Concert Halt C	2:00 2:15 2:30 2:45	Game at Cincinnafi		Coiumbia Concert	News: Julian Bentley. Homemakers' Matinee —Orchestra Mary Wright	1:00 1:15 1:30 1:45	Ma Perkins N Vic and Sade N West View Orch, N	Concert Halt C
3:00 3:15 3:30 3:45	Lorenzo Jones N. All Sports Review Club Matines N	Studebaker Program. Guiding Light N Mary Marlin N To be announced	Bob Byron, songs C Novelteers C "Sing and Swing"-C. Keisey's Orch. C	3:15 3:30	On the Mall	College Songs		** **	2:00 2:15 2:30 2:45	The Guiding Light N Club Matinee N Personal Column N	Betty and Sob Hymns of All Churches. Sing and Swing C
4:00 4:15 4:30 4:45	Gentleman from So, N Musical Adventures N Ranch Boys King's Men N	Houseboat Hannah . To be announced Singing Lady N Kitty Keene, Inc	Notes and News St. Louis Syncopators C Children's Corner C	4:00 4:15 4:30 4:45	delphia (2ad game)	00 00 00 00	11 11 11 10	Music Circle Musical Advent'r's N Cleo Brown N King's Men Quartet N	3:00 3:15 3:30 3:46	Revell Interviews N Manhattan Melodies Nixon Rest. Orch. N	St. L. Syncopators C Children's Corner C
6:00 6:15 5:30 6:45	All Sports Review WCKY News Evening Concert	Sunbrite Melodies Three 8 Sisters N The In-Laws Lowell Thomas N	Musical Calendar Freshest Ting in Town Hossywood Highlights Dick Bray—Sports		Grendpa Hens	Post Mortems	All Hands on Deck C.		4:00 4:15 4:30 4:45	Three X Sisters N Financial News	
6:00 6:15 6:30 6:45	Senno Rabinoff N News and Views	Allas Jimmy Valentine. Vocal Varieties N Lum and Abner N Sob Newhall	Poetic Melodies C "Everybody Sing" "Second Husband"	6:00 6:15 6:30 6:46	Kentucky News Songs of the Islands Red Barber's Resume James Leonard	Dinner Club	Si Burick Helen Menken in "Sec-	Benno Rabinoff N	5:00 5:15 5:30 5:45	Command Performance N	WHAS News Room Helen Menken in "Second Husb'd"
7:00 7:15 7:30 7:45	Hesbands and Wives N Jack Smith Univ. of Cin'ti P'gram	Russ Morgan's Orch. N It Can Be Done. Edgar A. Guest N	Blue Velvet Music C Ai Joison, Martha Raye C	7:00 7:15 7:30 7:46	Music By M Success Doctor Wayne King's Orchestra N	Cin'ti Fed. of Music Yours Truly	M. Warnow's Orch. C		6:00 6:15 6:30 6:45	Cole and Sharpe Swingtime on Parade. Wayne King and his Orchestra N	Al Joison C
8:00 8:15 8:30 8:45	Music in 3/4 Time Gaslight Harmonies Hollywood Mardi Gras N	Ben Bernie and Ali the Lads N True Detective Mysteries M	Watch the Fun Go By with Al Pearce C Benny Goodman's Orchestra C	8:00 8:15 8:30 8:45	Vox Pop N Hollywood Mardi Gras		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 — Lanm Ross N	Benny Goodman's
9:00 9:15 9:30 9:46	Manuel and Williamson N	Tonic Time What's the Big Idea? Jimmy Fidler N Vic and Sade N	U. S. Navy Band C Hifs of the Week.	9:00 9:15 9:30 9:46	Raymond Paige's Or- chestra & guests N. Hits of the Week	WCPO News		The Other Aremicas N	8:00 8:15 8:30 8:45	Jimmy Fiddler N. Manuel's Herp'sch'rd N	Here's lo Tou
10:00 10:15 10:30 10:45	Headlines of 1927 King's Jesters Orch. N Five Ster Final. Texicab Nite Club	Amos 's' Andy N Mad Hatterfields Los Amigos	Musical Moments Jay Freeman's Orch. ( Newscast-Lee Bland. Geo. Olsen's Orch. (	10:00 10:15 10:30	Dick Gasparre Orch. M Dance Orchestra	WCPO News	Russ Lyon's Orch News; Music George Olsen's	Globe Trotter	9:00		
11:00 61:15 11:30 11:45	Hal Kemp's Orchestra N Marvin Fredericks' Orchestra N	Paul Sullivan Barney Rapp's Orch. Ciyde Trask's Orchestra	Bert Block's Orchestra C Tommy Dorsey's Orchestra C	:00      :15      :30      :45	Barney Rapp's Orch. Golde's Orchestra Jack Sprigg's Orchestra	WCPO News Roller Derby Dance Awhile	Bert Block's Orchestra C Tommy Dorsey's	Hal Kemp's Orcestra N Fletcher Henderson's	10:00 10:15 10:30 10:45	WSM News Sports Review Adrian McDowell's Orchestra	
	WCKY	WLW	WKRC	1	WSAI	WCPO	WHIO	WLS-WENK	11	WSM	WHAS

#### NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn MacCormack, poetic reader, and Cariton Kelsey's Orchestra. WABC WKRC with wcau wadc www. wbt

10

-Herbert Foote's Concert Ensemble. (CBS)

-Herbert Foote's Concert Ensemble. (CBS) wcco waco essis Acces comedy sketch, featuring Jane and Goodman Ace, WJZ WCKY WLS kdka wgar whem wire -Amos 4. Andy: Pepsodent Program WEAF wo, wi kyw who wtam -Don Fernando's Oriental Gardens Orchee-tra. (NBC) wtam wmaq Alte Mount Water Chant Graup of M -tas.

ria, (resc.) wram wmaq tts- Vocas Varieties-Choral Group of 14 Volces. WLW to WEAF wgy wram wire wmao who tamp -Song Time with Ruth Carhart and Bill Perry. WABC wir whk wadc wwva wbt -Banno Rabisoff, violinist. WJ2 WCKY WLS wgar wowo ware wire wham \_

6:30-Horlick's Lam and Abner, comedy 7:30-shetch WJZ WLW WLS wgar yal George Griffin, tenor. (NBC) wave wire W. 6:30

wham -Invitation to Romance. (NBC) wgy wtam wmaq who wdaf kyw -Command Performance. WEAF WSM only -Famous Actors Guild Presents Helen Men-

ken. "Second Husband," Serial Drama. WABC WKRC WHIO WHAS wir wbbm whk wfbm kmbc wcau kmox wadc wwa wbt wwi wcco 6:45-Command Performance. WEAF WSM wgy wtam wmaq who -Vivian Della Chiesa, soprano. (NBC) WCKY WLS wgar wave wire wham wowo -John B. Kennedy, commentator. WJZ only 7:00-Blue Velvet Music with Mark Warnow. Hollace Shaw and guest. 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 Glean Cross. WEAF WLW kyw wgy wwi wtam wmaq who kstp wdaf wfla wave wire -Husbands and Wive: Conducted by Sedley Brown and Allie Lows Miles, WJZ WCKY WLS kdka wham wgar kvoo 7:30-Al Joison Show with Martha Raye, Park-yakarkus and Victor Young's Orchestra.

:30—AI Joison Show with Martha Raye, Park-yakarkus and Victor Young's Orchestra, WABC WKRC WHIO WHAS wir wibm withm whk wcau kmox wadc wbt wwi wcco -Lady Esther Serenade: Wayne King and his Orchestra. WEAF WSAI WSM kroo wwi who kstp wmaq wdaf wire wave kyw wgy wtam wfee

-"It Can Be Done," dramatic sketch, with Edgar Guest. Frankie Masters' Orchestra. Masters Voices, singing eisemble. WJZ WLW WLS kdka wgar wham 8:00-Yov Pop, conducted by Parks Johnson and Wallace Butterworth. WEAF WSAI kyw wgy wfam wwi wmaq who wdaf wire Ban Bernie and All the Lads: Eva Jessye Choir, Tod Duncan; Al Jolson, guest. WJZ WLW WLS WSM kdka wgar wire wave kstp wham wfla kvoo wowo -"Watch the Fim Go By." oresented by Al Peerce and His Gang. Nick Lucas, singing guitarist; Arlane Harris, "Human Chatter-bot": Carl Hoff's Orchestra. WABC WKRC WHIO WHAS wir wbbm wfbm kmbc wcau kmox wadc wsbt wbt wcco wkk

"Watch the Fun Go By." oresented by Al Pearce and His Gang. Nick Lucas, singing guitarist; Arlane Harris, "Human Chatter-box"; Carl Hoff's Orchestra. WABC WKRC WHIO WHAS wir wbbm wrbm kmbc wcau kmox wadc wsbt wbt wcce whk

RMOR wade webr wer were win 8:30-Benny Goodman's Swing School: Effic Etherington, English comedienne, guest. WABC WKRC WHIO WHAS wir webm wfbm whk weau kmbc kmox wadc webt wbt wsfa wwl weco

-Packard How: Lanny Ross, Charles Butter-worth, Florence George, Don Wilson, Ray-mond Paige's Orchestra and guest stars. WEAF WCKY WSAI WSM who know wgy wwi wtam wdaf wire kstp wfla wave wdaf wmag kvoo

To be announced. WJZ WLS kdke wham wger

9:00—"The Other Americas," Edward Tomlin-son. WJZ-WLS kdka wgar wave wire wham son. wowo

Orchestra. 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 Follies. (CBS) wbbm wfbm kmox wsbt wcco -Jimmie Fidler's Hollywood Gossip. WEAF WLW WSM wgy wtam wmaq who kyw wwj wire wfla wave wbap kvoo -Past Masters Program: Manual and William-son-Harpsichord Ensemble - four harpsi-chords, organ, flute and strings. WJZ WCKY WLS (WSM on 9:45) kdRa wgar wave wham wtla wire wbap 9:45-Vic and Sade: Comedy sketch, with Art Van: Harvey, Billy Idelson and Bernerdine Flynn. WEAF WLW wgy wtam wave wire kyw wmaq wdaf wwj Eswe Stare Cit's Vocal Oundeb WABC

Flynn. WEAF WLW wgy wtam wave wire kyw wmaq wdaf wwij --Four Stars, Girl's Yocal Quartet. WABC whk wcau wadc wbt wwi 10:00-The Pepsodent Program: Amos 'n' Andy. WEAF WLW WSM wtam wwij --Violin in the Night: Ben Silverberg, violin-ist; string ensemble, and Waldo Pooler, narrator. WEAF wgy wtam wmaq who --"Poetic Melodies:" Jack Futton, tenor; Franklyn McCormack, reader, with Carlton Kalsey's Orchestra. (CBS) WHAS wjr wbbm wfbm kmbc wwl wcco kmox --The Yagabonds. (NBC) wgar wave wire whem

-Johnny Presents. (NBC) WSM wave -To be ennounced. WEAF wgy wtam wmaq

-Carlos Molina's Hotel Stevens Orchestra. WJZ wgar wave wire wham

HI:00-Hal Kemp's Orchestra. WJZ WCKY WLS kdka wgar wave wire wham -Bert Block and his Orchestra. WABC WKRC WHAS WHIO (wir on II:15) whk wfbm wcau wadc wsbt wbt wsfa wwj wcco -Jerry Blaine and his Orchestra, WEAF www.waw.wtaw.wto

-Jerry Blaine and his Orchestra. WEAF wei wey wara who -Roger Pryor's Orchestra. (CB5) wbbm kmbc II:30-Marvin Fredericks' Commodore Perry Hotel Orchestra. WJZ WCKY kdka wave wire wham wgar

## MARY JANE ON WCKY's "FOR WOMEN ONLY" PROGRAM

Mary Jane, whose picture adorns | My advice to would-be radio speakers the cover of this issue of RADIO DIAL, is: Try not to be dull, whether you're is the young lady who conducts discussing dinosaur eggs in Mongolia WCKY's "For Women Only" program, at 9:00 a.m. (E.S.T.) every avenue, New York. And don't talk morning except Saturday and Sun- too long about anything." day. Mary Jane allows her listeners to chart the course of her presentations, so the program is really "tail- and commentator. She is a graduate ored to order" for the radio audience. of Cincinnati's Schuster-Martin school

listeners to write frequently and cri- training since the age of 10 when ticize freely, so that she may discuss she began studying under Madame subjects of the widest interest to her Patia Power. A sidelight is that radio circle.

"My idea of a radio program for women," says Mary Jane, "is one that is instructive, but entertaining. I try to keep away from the time-worn formula of recipes, household hints at the Cincinnati Zoo, Mary Jane and the like. To reel off a long recipe is pretty much wasted energy, interviews with women in attendance because very few women are going to write it down. When I do talk about cookery, I offer to mail a typed copy of the recipe to anyone who is interested.

"The newest in fashions, the latest books, the gossip of Hollywood and Radio Lane, and the heart interest problems of other women are usually 'sure fire' subjects with my listeners.

## **"VANITY FAIR" NEW VARIETY**

A sparkling new weekly variety show, to be known as "Vanity Fair," will make its debut over WCKY and the NBC-Blue network from 7:30 to 8:00 p.m. (E.S.T.), Monday, September 20, with Cal Tinney, authorhumorist, as master of ceremonies.

Tinney will be assisted by a cast of topnotch entertainers and an orchestra yet to be selected.

Sheilah Graham, London-born actress and newspaper columnist, will be on the program in the role of motion picture commentator. Her portion of the broadcast will originate in Hollywood.

Best known as the Hog Editor of the Oolagah Oozings, Tinney conducts a daily column of humorous, homespun philosophy much on the order of that purveyed by the Oklahoma idol, Will Rogers. This similarity to Rogers is not strange, however, since Tinney was born in Pontotoc County, Okla., shortly after the State ceased to be an Indian territory.

i. E. Cor. Court and Walnut

VERMIN

or the fall fashion accessories on Fifth

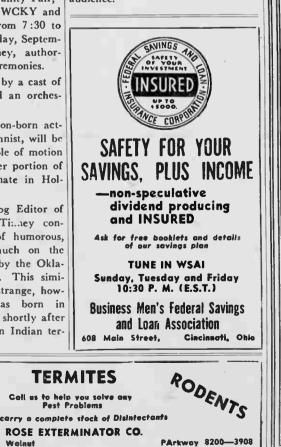
Mary Jane Dunphy is the full name of WCKY's young announcer The young commentator asks her of the drama and has had dramatic Mary Jane and Tyrone Power, Jr., were childhood playmates and still keep up correspondence.

During the recent WCKY broadcasts from the Pure Food Exposition drew the assignment of doing daily and did a grand job of it. She is scheduled to appear on several new WCKY shows programmed for fall.

#### Eddie Schoelwer

Whispering Eddie Schoelwer begins his fourth consecutive year of broadcasting under the sponsorship of the Solway Furniture Company, on Wednesday, September 22, over WKRC. His programs, aired Mondays through Saturdays at 4:30 p.m., are quarterhour features made up of tunes old and new.

Schoelwer is an air veteran, having SHOW ON NBC Schoelwer is an air veteran, having been broadcasting almost since the inception of radio. He plays his own accompaniment and occasionally introduces his dog, "Mike," to the radio audience.



Welcome Back to the Air

# Little Orphan Annie

You're one of radio's best loved characters and we'll all be listening for you

MONDAY, SEPT. 27, at 6:00 p. m. (E.S.T.)

when your new series starts over

WCKY

the L. B. Wilson Station

(Little Orphan Annie will be a regular feature on WCKY Mondays through Fridays)

## It's thrilling the Air with Romance and Music

## The Song of the Islands

Listen to the throbbing music of the South Seas with the romantic tenor voice of the Wanderer in song and story. Let this new and different program make your day complete; Tuesday through Friday at 6:15 p. m. and Sunday at 6:00 p. m.

over

WSAI Cincinnati's Own Station

The Crosley Radio Corporation

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

## PROGRAMS FOR WEDNESDAY, SEPTEMBER 22

			(EAS	TERN	STANDARD TIME)	_ @_	>		(CENTRAL STANDARD TIME)			
	WCKY Cincinnati, (1490 kc.)	Cincinnati (700 kc.)	Cfucinanti (550 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. (820 kc.)	
6:30 6:45 7:00		Top o' the Morning	Jerry Foy Sun-Up Jamboree	6:30 6:45			Breakfast Express	Farm Bulletin Smile A While	5:30 5:45			
7:15 7:30	Morning Devotion N Morning Roundup	Island Serenaders N. Sing, Neighbor, Sing.	Sing Before Breakfast Early Edition—News Dow's Dawn Patrol—	7:15 7:30	Heartstring Tugs	WCPO News Six-to-Niners		News Reports Evelyn & Hill Toppers "Sing Neighbor Sing"	6:00 6:15 6:30		Asbury College Devotions Breakfast Business	
7:45 8:00 8:15	Four Showmen N Breakfast Club N	Home Songs N News Morning Devotions	Time; Temperature;	8:00	Brown Co. Revelers Streamliners N	WCPO News	Little Tom As You Like It C	Morning Devotions Pokey Martin & Arkie	6:45 7:00	Hunters Breakfast Club N	Salt and Peanuts Early Morning	
8:30 8:45	News for Exegutives Breakfast Club N	Aunt Mary Chandler Chats	Woman's Hour Bachelor's Children C	8:45	Women's News Reel.		Richard Maxwell C Voice of the Organ Yesterday's Favorites	News Report Jolly Joe's Pals The Hill Toppers	7:15 7:30 7:45	64 66	44 15 · · · · · · · · · · · · · · · · · ·	
9:00 9:15 9:30 9:45	For Women Only Vaughn de Leath N Dean Bros. N Today's Children N	Hope Alden's Rom'nce Morn. in the Mount'ns	Newscast Myrt and Marge C Louise and Lads C Ruth and Bill C	9:15 9:30	Mrs. Wiggs N John's Other Wife N Just Plain Bill N Keep'g Ahead of Hus.	Musical Menu	Pretty Kitty Kelly C Myrt and Marge C Municipal Court Your Band of the Day	Ma Parkins N	8:00 8:15 8:30 8:45	Sweethearts of Air N Vaughn De Leath N News Viennese Ensemble N.	Myrt and Marge C Louise and the Lads C	
10:00 10:15 10:30	Vagabonds N Household Hour	Personal Col. of Air N We Live Again	Big Sister C	10:00 10:15 10:30	How to be Charming N	WCPO News Federal Theatre Roaming the World	Magazine of the Air C	The O'Neills N	9:00 9:15 9:30	Banner Newshawk Lyric Serenade How to be Charming N	Magazine of the Air C	
10:45 11:00 11:15 11:30 11:45	Renfro Rambler Grace and Scotty N Joe Dumont N Come Over to Our		The Three Notes C . Edwin C. Hill C. Romance Helen Trent C	10:45 11:00 11:15 11:30 11:45	Rainbow Ridge	From Hawaii WCPO News Merry-Go-Round	Aunt Jenny's Stories C	Markets Otto's Novelodeons Ralph Emerson, organ	9:45 10:00 10:15 10:30	The Gospel Singer N The Trail Finder Melody Caravan Dumond's Cadets N .	Aunt Jenny's Stories C Linda's First Love Edwin C. Hill C Helen Trent C	
12:00 12:15 12:30 12:45	WCKY News	Allen Werner, tenor Tom, Dick and Harry M National: Farm and Home Hour N	Betty and Bob C Betty Crocker C A. Grimm's Daugh'r C Hollywood in Person C	12:00 12:15 12:30	From Headquarters Jane Grey Words and Music N	WCPO News Happiness Ahead Man on the Street	News: Markets You Shall Have Rhythm Eddie and Ron Console Capers	Markets and News	10:45 11:00 11:15 11:30 11:45	Fran Allison N Love and Learn N Concert Sketches National Farm and	Dot and Bill. Monticello Party Line. Paul Sutton, songs	
1:00 1:15 1:30 1:45	Beatrice Fairfax	Voice of Experience Betty and Bob	Militon Charles C Melody Express Between Bookends C	1:00 1:15 1:30 1:45	Michael Cannon Mollie Halstead Fed. Women's Clubs N Netherland Ensemble.	WCPO News Rhythm Rambles Dot Club News	Woman's News C Better Business Montana Slim C		12:00 12:15 12:30	Home Hour N	Woman's News C College of Agricultur Livestock—Weather	
2:00 2:15 2:30 2:45	Continent'l Varieties N Continental Varieties N	Pepper Young N Ma Perkins N Vic and Sade N The O'Neills N	Future Favorites Columbia Concert	2:00 2:15 2:30 2:45	WSAI Revue	WCPO News	Manhattan Matinee C Columbia Concert	News; Julian Bentley Homemakers' Matinee —Orchestra Mary Wright	1:00 1:15 1:30	Pepper Young's Fam. N Ma Perkins N	Hope Alden's Romanc University of Kentucky	
3:00 8:15 8:30 3:45	All Sports Revue Club Matinee		Russell Dorr C Academy of Medicine.	3:15 3:30	Cincinnati vs. Phila- delphia — Baseball Game at Cincinnati				2:00 2:15 2:30 2:45	Carol Weymann N	Betty and Bob Hymns of All Churche Russell Dorr C Acad. of Medicine C	
4:00 4:15 4:30 4:45	Dot and Pat N Unbroken Melodies Three Cheers N	Kitty Keene, Inc	Doris Kerr, songs C "Funny Things" C	4:00 4:15 4:30 4:45	11 14	47 48		Music Circle Dot and Pat, songs N Marlowe and Lyon N Three Cheers N	3:00 3:15 3:30 3:45	Woman Looks at News Dot and Pat N Manhattan Melodies. Three Cheers N	Salt and Peanuts Weekday Devotions Doris Kerr C Funny Things C	
5:00 5:15 5:30 5:45	91 10	Sunbrite Melodies Carol Deis N The In-Laws Lowell Thomas N	Musical Calendar Freshest Ting in Town Hollywood Highlights Dick BraySports		Grandpa Hans Friend Ralph Knot Hole Club Johnson Family M		Del Casino, \$ongs C Four Stars C News; Sports Resume C Singing Waiters C	Harry Kogen's Orchestra N What's the News? Escorts and Betty N	4:00 4:15 4:30 4:45	Harry Kogen's Orchestra N Financial News Vaughn Quartet	Del Casino C Four Stars C Sports Review C Melod/ Cruise	
6:00 6:15 6:30 6:45	Uncle Erre N Vic Arden and Guests	Alias Jimmy Valentine Nola Day, songs N Lum and Abner N Bob Newhall	Musical Visions Jay Freeman's Orch. C	6:00 6:15 6:30 6:45	Kentucky News Songs of the Islands Red Barber's Resume James Leonard	Home Beautiful Dinner Club	News: Dinner Music Si Burick Jay Freeman's Orch. C Boake Carter C	Nola Day, songs N Lum and Abner N	5:15 5:30	Rhythm Time Afternoon News Sum'ry Vagabonds Shelton Brothers	Jay Freeman's Orch. C	
7:00 7:15 7:30 7:45	it ti	One Man's Family N Smoke Dreams	Music C	7:00 7:15 7:30 7:45			Down the Avenue	Mary Small's Revue N	6:00 6:15	One Man's Family N.	Cavalcade of	
8:00 8:15 8:30 8:45	NBC String Symphony N	Walter O'Keefe- Town Hall Tonight N	Frank Parker with Kostelanetz Orch, C Beauty Box—Jessica Dragonette C	8:00 8:15 8:30 8:45	Jack Sprigg's Orchestra Ed Fitzgerald M	WCPO News Nicholas Klein Roller Derby	Andre Kostalentz's Orchestra 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 ( Beauty Box Theatre- Jessica Dragonette (	
9:00 9:15 9:30 9:45	Elza Schallert N Joan Edwards N Minstrel Show N			9:00 9:15 9:30 9:45	Frim Sisters To be announced Clyde Trask's Orchestra	WCPO News Dancing Melodies Boxing Matches	Gang Busters—Phillips Lord C U. S. Cabinet Series C	Elza Schallert N Joan Edwards N NBC Minstrels N	8:00 8:15 8:30 8:45	Your Hit Parade N Histair Cooke N	The "Gang Busters" ( To be announced Musical Moments	
0:00 0:15 0:30 0:45	Vagabonds N King's Jesters Orch. N Five Star Final. Waltz Interlude	Barney Rapp's Orchestra	Roger Pryor's Orch. C	10:15 10:30 10:45		Cotton Club Orchestra	Vic Arden's Orchestra News; Music Roger Pryor's Orchestra C	Globe Trotter King's Jesters Orch Eddie Varzos' Orchestra	9:00 9:15 9:30 9:45	Amos 'n' Andy N New Voices Sam Morris - Prohibi- tion Talk	Poetic Melodies C T. Dorsey's Orch, C.	
1:00 1:15 1:30 1:45	Mart Kenny's Orchestra N Herman Middleman's Orchestra N	Paul Sullivan Paul Whiteman Orch. N Jack Sprigg's Orchestra	Orchestra C	11:00 11:15 11:30 11:45		WCPO News Roller Derby Public Announces	Mystery Drama Bert Block's Orch. C Red Norvo's Orchestra C	Orchestra, N Andy Kirk's	10:00 10:15 10:30 10:45	To be announced B. C. Sports Adrian McDowell's Orchestra	Bert Block's Orch. C. Louisville Dance Time WHAS News Room	
	WCKY	WLW	WKRC		WSAI	WCPO	WHIO	WLS-WENR		WSM	WHAS	

#### NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

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Astrenn Keisey's Orchestra. WASC WKRC
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Castin Keisey's Orchestra. WJZ WCKY WLS
Mark war wham wire
Pepsocent Program: Amos 'n' Andy. WEAF
Mark war wham wire
Pon Fernando's Oriental Gardens Orchestra.
(NBC) wtam wmaq
Staff-''Uncle Ezra's Kadio Station E-Z-R-A; with Pat Barrett, Nora Cunneen and others weAF WCKY wgy wmaq wtam wire wdat fww who wbap kstp
Nola Day, songs: Norman Cloutier's Orchestra. WJZ WLW WLS wgar wave wire wham wsod wtaw wade wtaw with wather wcau wadc wwwa wtawa with wather wcau kmox wbt wwl wcco
The Cavalcade of Music, with guest artist. On Noorhees and his Orchestra. WJZ WLW WLS wgar wave wire wham
Sido-Jay Freeman and his Orchestra. WABG wkRC WHIO whk wfbm kmbc wcau kmox wbt wwl wcco
Mario Cozi, baritone. (NBC) wave wire wham
Mario Cozi, baritone. (NBC) wave wire wire wham
Mario Cozi, baritone. (NBC) wave wire wire wham
Mario Cozi, baritone. (NBC) wave wire wire wham</li

-Lady Esther Serenade: Wayne King and his Orchestra. WEAF WSAI WSM wham wmaq way wwi wire kyw kvoo wbab ksto who wdaf --Wilkins Folly, sketch. WJZ WCKY WLS kdka wgar wave wire wham 8:00-Chesterfield Presents Frank Parker with Andre Kostelanet's Orchestra and Chorus; Paul Douglas, announcer, WABC WKRC WHAS WHIO wir wbbm wfbm whk kmbc wcau kmox wadc wbt wsfa wwl wcco wsbt -Town Hall Tonight: Walter O'Keefe, come-dian, with the Town Hall Quartet, Peter Van Steeden and orchestra, and guest artists. WEAF WLW WSM kyw wgy wtam wwi wmaq who wdaf wfaa kstp wave wfla kvoo -Frank Black and the NBC String Symphony Orchestra. WJZ WCKY WLS kdka wgar wowo

wowo 8:30-Palmolive Beauty Box Theatre, starring and quest.

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week's outstanding pictures, and guest speakers. WJZ WCKY WLS wgar kdka wowo 9:15-Joan Edwards, songs. WJZ WCKY WLS

wowo 9:15-Joan Edwards, songs. WJZ WCKY WLS wgar kdka wowo wave wire wham 9:30-U. S. Cabinet Series: Secretary of Agriculture Henry A. Wallace. WABC WKRC WHIO wbbm wfbm whk kmbc wbt wsfa wwi wcco -NBC Minstrel Show: Gene Arnold, inter-locutor; Vance McCune, and others with 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 nis Orchestra. (CBS) (WKRC WHAS 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 wjr wbbm wfbm kmbc wcco kmox wwi -Eddie LeBaron's Rainbow Room Orchestra. WEAF wmaq wgy wtam who wdaf kyw -Tomorrow's News Tonight: Commentary by Andre Baruch. WABC only -The Vagabonds. (NBC) WCKY -Esso News Reporter, WJZ only 10:15--King's Jesters Hotel LaSalle Orchestra. WZ WCKY -Ink Spots-Negro Quartet. WEAF wmaq

wgy wtam who wdaf kyw 10:30-Russ Morgan and his French Casino Orchestra. WEAF wgy wtam wmaq who -Roger Pryor and His Orchestra. WABC WHIO WHAS (WKRC on 10:45) wjr wcau kmbc wadc wbt wsfa -Waltz Interlude featuring Ernest Gill and his Orchestra. WJZ

H:00-Bert Block and his Orchestra. WABC WKRC WHAS wfbm whk kmbc wcau kmox --Frankie Masters' Orchestra. (CBS) wbbm --Paul Whiteman and his Orchestra. WEAF (WLW on 11:15) WLS wgy wtam wmaq wbo

wno -Mart Kenny's Royal York Hotel Orchestra. WJZ WCKY wgar wave wire

11:30—Andy Kirk's Orchestra. WEAF WSAI WLS wgy wtam wmaq who

-Herman Middleman's Orchestra. WJZ WCKY kdka wgar wave wire wham wowo --Red Norvo's Örchestra, with Mildred Bailey. WHłO WKRC wir whk kmbc kmox wadc wsbt wbt

There was a man interviewed on the NBC Vox Pop program who told Parks Johnson and Wally Butterworth that hydraulics are writings of the ancient Egyptians.

### **PROGRAMS FOR THURSDAY, SEPTEMBER 23**

FACTERN STANDARD TIME

(CENTRAL STANDARD TIME)

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	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, Ill. (879 kc.)		WSM Nashville. Tenn. (650 kc.)	WHAS Louisville, Ky. (820 kc.)
6:30 6:45		Top o' the Morning	Jerry Foy Sun-Up Jamboree	6:30 6:45		Six-to-Niners	Breakfast Express	Farm Bullefin Smile A While	5:30 5:45	• • • • • • • • • • • • • • • • • • • •	
7:00 7:15 7:30 7:45	Morning Devotions N Morning Roundup Morning Glee Club N	Cadle Choir Concert in Brass. Moments Musicale N.	Sing Before Breakfast. Early Edition—News Dow's Dawn Patroi	7:00 7:15 7:30 7:45	Church Forum Sun Diat	WCPO News Six-to-Niners	WHIO Almagac	News Report Evelyn & Hill Toppers The Smile Market Morning Devotions	6:00 6:15 6:30 6:45	Vaughn Quartet	Asbury College Devotions Breakfast Business Salt and Peanuts
8:00 8:15 8:30 8:45	Breakfast Club N News for Executives	News	Woman's Hour Bachelor's Children C	8:00 8:15 8:30 8:45	Streamliners, with Field & Hall & Orch. N "" Women's News Reel	WCPO News Six-to-Niners	Music in the Air C Press-Radio News C Greenfield Village C Voice of the Organ	Pokey and Arkie News Report Jolly Joe's Pals Morning Minstrels	7:00 7:15 7:30 7:45	Golden West	Early Morning Jamboree
9:00 9:15 9:30 9:45	Dean 8 N	Hymns of All Churches Hope Alden's Romance Hello Peggy Viennese Ensemble N	Newsacast Myrt and Marge C The instrumentalists C	9:00 9:15 9:30 9:45	Mrs. Wiggs N John's Other Wife N Just Plain Bill N Ahead of Husband	Musical Menu	Pretty Kitty Kelly C Myrt and Marge C Municipal Court Your Band of the Day	Mary Marlin N Ma Perkins N Pepper Young's Fam. N Don & Helen	8:00 8:15 8:30 8:45	Cowboys Yaughn De Leath N News Viennese Ensemble N	WHAS News Room Myrt and Marge C The Industrialists
10:00 10:15 10:30 10:45	Household Hour	Linda's First Love . Personal Col. of Air N We Live Again The Gospel Singer N	Big Sister C	10:00 10:15 10:30 10:45	David Harum N Backstage Wife N Dance Rhythms Rainbow Ridge	WCPO News Chamber of Comm'ce Roaming the World	Waltz Time Carol's Romance C	The O'Neills N Road of Life N Vic and Sade N Edward McHugh N.	9:00 9:15 9:30 9:45	The Gospel Singer N	Mary Lee Taylor C Magazine of the Air C Big Sister C Aunt Jenny's Stories C
	Terri La Franconi N. Grace and Scotty N Strollers Matinee N	Girl Alone N	Edwin C. Hill C Romance Helen Trent C	11:00 11:15 11:30 11:45	Court House Int'views Mary Parton Ribber Shannon Freshman Follies	WCPO News Merry Go Round,	Edwin C. Hill C	Markets Otto & Novelodeons Raiph 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 Halen Trent C Our Gal, Sunday C
42:15	Hal Gordon N	True to Life Vic Arden's Orchestra National Farm and Home Hour N	Hymns All Churches C	12:00 12:15 12:30 12:45	From Headquarters Day Dreams Words and Music N	WCPO News The Playboys Man on the Street Melody Parade		Don and Helen Memories & Melodies Mark's, Weath., News Dinnerbell	11:00 11:15 11:30 11:45	Love and Learn N Farm Credit Interview National Farm and Home Hour N	Sunshine Sue The Jackson Family
	Piano Recital N	Voice of Experience Betty and Bob	Fun To Keep House Meet the Missus Melody Express Between Bookends C	1:00 1:15 1:30 1:45	Michael Cannon Mollie Halstead It's Woman's World N Netherland Ensemble.	WGPO News Rhythm Rambiers Dot Club News Hollywood Brevities	Dalton Brothers C	John Brown	12:00 12:15 12:30 12:45	-State Fair Banner Newshawk Dept, of Agriculture	Shelton Brothers, College of Agriculture Livestock: Markets Ted Malone C
2:15 2:30	н н	Pepper Young's Fam. N Ma Perkins N Vic and Sade N The O'Neills N	News: Fire Prevention Future Favorites Do You Remember? C	2:00 2:15 2:30 2:45	WSA1 Revue Barber's Interviews Sports Oddities	WCPO News Siesta	Theatre Matinee C Do You Remember? C News	News: Julian Bentley Homemakers' Matinee —Orchestra Mary Wright	1:00 1:15 1:30 1:45		University of Kentucky
	Sports Review Club Matinee N	Arthur Chandler, Jr. Guiding Light N Mary Marlin N To be announced	Twin Pianos C Novelteers C U S. Army Band C	3:00 3:15 3:30 3:45	Cincinnati vs. Phila- delphia — Baseball Game at Cincinnati	Reds vs. Brooklyn, at Crostey Field	Philadelphia at Cincin- nati-Basebali Game	Variety Show N	2:00 2:15 2:30 2:45	Club Matinee N The Guiding Light N Club Matinee N Personal Column N	Beity and Bob Hymns of Ail Churcher U. S. Army Band C
4:00 4:15 4:30 4:45	Lucille & Lanny N News and Views	Houseboat Hannah To be announced Singing Lady N Kitty Keene, Inc	Notes and News Drama of the Skies C Women's Exposition	4:00 4:15 4:30 4:45	01         01           03         03           04         04           04         04           04         04	· · · · · · · · · · · · · · · · · · ·	11 10 11 11 11 11	Music Circle	3:00 3:15 3:30 3:45	Woman Looks at News Archer Gibson N Manhattan Melodies King's Men N	Salt and Peanuts Weekday Devotions Drama of the Skies C Children's Corner C
5:00 5:15 5:30 5:45	51 00	The In-Laws	Musical Calendar Freshest Ting In Town Hollywood Highlights Dick Bray—Sports	5:00 5:15 5:30 5:45	Grandpa Hans Friend Ralph Knot Hole Club Johnson Family M	Post Mortems Jam for Supper Brief Interludes	Del Casino C Hobart Bosworth C To be announced	Harry Kogen's Orchestra N What's the News7 Escorts and Betty N.	4:00 4:15 4:30 4:45		Del Casino C Hobart Bosworth C Sports Resume Melody Cruise
6:00 6:15 6:30 6:45	Easy Aces N Healani of So. Seas N News and Views Kidoodlers N	Vocal Varieties N Lum and Abner N	Poetic Melodies C. "Everybody Sing" Lewis Browne C Patti Chapin C	6:00 6:15 6:30 6:45	Kentucky News Songs of the Islands. Red Barber's Resume James Leonard	Dinner Club	News; Dinner Music Si Burick Lewis Browne-News C Patti Chapin C	Healani of So. Seas N	5:00 5:15 5:30 5:45	Rhythm Time News Summary String Quartet Two Pianos	Patti Chapin, songs
7:00 7:15 7:30 7:45	To be announced N Univ. of Cin'ti P'gram Helen Traubel N	Variety Hour N		7:15	Jack Sprigg's Success Doctor Guy Lombardo M	The Gaities Yours Truly	Stars of Broadway Columbia Concert Or- chestra, Vittorio Gi- annini conductor C		6:00 6:15 6:30 6:45	Show N	ductor C
8:00 8:15 8:30 8:45	To be announced N To be announced	Charles Winninger Presents Maxwell House Show Boat M	A A	8:00 8:15 8:30 8:45	Golde's Orchestra Pat Barnes' Opera House M	WCPO News In Swing Time Roller Derby Dimivit College	Hour C	11 15	7:00 7:15 7:30 7:45	sents Maxwell House Show Boat N	Major Bowes' Amateu Hour C
9:00 9:15 9:30 9:45	Night Club N	Bob Burns; Johnny Trotter's Orch. N	Your True Adventures with Floyd Gibbons C March of Time C	9:00 9:15 9:30 9:45	Witche's Tales M Musical Revue M	.E. ". "	Floyd Gibbons C., Rendezvous for Two.,		8:15 8:30	Trotter's Orch. N	March of Time C
10:00 10:15 10:30 10:45	Headling of 1912 King's Jesters N Five Star Finat Eddie Varzos' Orch, N	Amos 'n Andy N Phil Davis' Orch Lee Gordon's Orchestra N	Musical Moments Frank Dailey's Orch. C Newscast—Lee Bland	10:00 10:15 10:30	Paul Sullivan Dance Orchestra M.	. WCPO News	Russ Lyon's Orch News; Music George Olsen's		9:00	Lou Breese's Orch. Musical Moments	Orchestre C
11:00 11:15 11:30 11:45	Henry Busse's Orch. —Chez Paree N Garwood Van Orchestra N	Paul Sullivan Ciyde Trask's Orch Janey Rapps Orchestra	Ted Fiorito's Orchestra C Red Norvo's Orchestre C	11:00 11:15 11:30 11:45	Clyde Trask's Orch Golde's Orchestra Eddy Duchin's	. WCPO News Roller Derby Dance Awhile	Ted Fiorito's Orchestra C Red Norvo's	Larry Burke, tenor N. Jerry Blaine's Orch. M Andy Kirk's Orchestra	10:30	B. C. Sports Review. Adrian McDowell's	Ted Fiorito's Orch. ( Marry Currie's Orchestra WHAS News Room
	WCKY	WLW	WKRC		WSAI	WČPO	WHIO	WLS-WENR	-	WSM	WHAS

 Ston-Poetic Meiodies. Jack Fulton tenor, and Franklyn MacCormack, poetic reader. Cariton Keiseys Orchestra. WABC WKRC wadc www wbi wht wcau
 Amos 'n' Andy: Pepsodent Program. WEAF wgy wtam kyw wwi
 Don Fernando's Oriental Gardens Orches-tra. (NBC) wmaq
 Easy Aces comedy sketch teaturing Jane and Goodman Ace. WJZ WCKY WLS kdka wgar wire wham
 Store Verseties-Choral group or 14 voices. WLW to WEAF wgy wtam wire wmaq who kstp kyw
 Song Time: Doris Kerr and Russell Dorr. WABC wir whk wcau wadc wwya wbt
 Healani of the South Seas. WJZ WCKY WLS wgar wave wire wham wspd wowo
 6:30-Leo Reisman's Orchestra; Ray Heather. -Posty Majodies Jack Fulton (enor.)

6:30—Leo Reisman's Orchestra; Ray Heather-ton, baritone; Musical Mystics, mixed

ton, baritone; Musicel Mystics, mixed chorus. WEAF only -Lewis Browne comments on the news. WABC WKRC WHIO WHAS wir wbbm whk wfbm

whk wtom kmbc wcau kmox wadc wwva wbt wwl wcco -Command Performance. (NBC) wgy wtam Wyw wwi

--Horlick's Program, with Lum and Abner: Comedy sketch. WJZ WLW WLS wsb --Al and Lee Reiser, piano duo; (NBC) wgar wave wire wham

6:45-Patti Chapin, songs. WABC WKRC WHIO WHAS wir wbbm whk kmbc wcau kmox wbt wcco

wgy wtam wmaq wave wwj wire kyw who wdaf kspt wbap wfla Maior Bowes: 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 Bob Burns,

Frank Dailey and his Orchestra. WABC (WKRC on 10:15) wadc kmox whk wsbt wbt 10:05—Vagabonds. WJZ wgar wave wire wham
 10:15—Lou Breese and his French Casino Or-chestra. WEAF WSM wgy wtam wmaq who

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

Amparo Iturbi, talented pianist, sister of the distinguished conductor, Jose Iturbi, will appear with her brother in joint recital at two pianos during the Ford Sunday Evening Hour, September 19. Assuming the dual rose of conductor-pianist, Mr. Iturbi will direct the Ford Symphony Orchestra and Chorus. The broadcast

**ITURBI GUESTS** 

**ON FORD HOUR** 

JOSE, AMPARO

will be from 8:00 to 9:00 p.m. (E.S.T.) over the WABC-Columbia network, including WKRC, WHAS and WHIO.

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

### **PROGRAMS FOR FRIDAY. SEPTEMBER 24**

			(CENTRAL STANDARD TIME)								
	WCKY Cincinnati (1490 kc.)	Cincinnati (700 kc.)	WKRC Cincinnati (550 kc.)		WSAI Cincinnati (1830 kc.)	WCPO Cincinnati (1200 kc.)	WHIO Dayton (1260 kc.)	WLS-WENR Chicago, Ill. (870 kc.)		WSM Nashville. Tenn. (650 kc.)	WHAS Louisville, Ky, (820 k
		Top o' the Morning- Old Time Fiddlers	Jerry Foy Sun-Up Jamboree	6:30 6:45		Six-to-Niners	Breakfast Express	Farm Bulletin Board Smile a While (cont'd)	5:30 5:45		
1	Morning Devotions N. Morning Roundup		Christian Science Early Edition—News Dow's Dawn Patrol	7:00 7:15 7:30 7:45	Church Forum Sun Dial Brown Co, Revelers.	WCPO News Six-to-Niners	WHIO Almanac	News Report—Bentley Evelyn & Hill Toppers "Sing Neighbor Sing" Morning Devotions		Stamps Baxter Music. Curly Fox and Hunters	Salt and Peanuts
	Breakfast Club—Variety Show—Bob Brown, News for Executives. Breakfast Club N	Manual and an and a second sec	••• ••• ••• ••• •••	8:00 8:15 8:30 8:45	Streaminers N	WCPO News Six-to-Niners	Metropolitan Parade C Richard Maxwell C Voice of the Organ . Yesterday's Favorites	Arkie and Pokey Martin News Report—Bentley	7:00 7:15 7:30 7:45	• •	Early Morning Jamboree
	For Women Only	Betty Crocker Hope Alden's Rom'nce	Newscast Myrt and Marge C Twin Pianos C	9:00 9:15 9:30 9:45	Mrs. Wiggs N John's Other Wife N Just Plain Bill N Keep'g Ahead of Hus.	WCPO News Musical Menu	Pretty Kitty Kelly C Myrt and Marge C Municipal Court Your Band of the Day.	Mary Marlin N. Ma Perkins N. Pepper Young's Fam. N	8:15 8:30	Sweethearts of Air N Vaughn De Leath N News Viennese Ensemble N	WHAS News Roo Myrt and Marge Twin Pianos C Ruth and Bill C.
	Vagabonds N Household Hour	Linda's First Love Personal Column N We Live Again	Magazine of the Air C	10:00 10:15 10:30	David Harum N Backstage Wife N How to be Charming N Rainbow Ridge	WCPO News Federal Theatre Clarence Berger	Magazine of the Air C	The O'Neils N Road of Life Vic and Sade N.	9:15 9:30 9:45	Banner Newshawk Lyric Serenade How to be Charming N The Gospel Singers N	Aunt Jenny's Stori
	Renfro Rambler Grace and Scotty N Strollers Matinee N	Girl Alone N Grace and Scotty N	The Rhythmaires C Edwin C. Hill C Romance Helen Trent C	11:00 11:15		WCPO News Merry-Go-Round	Cornelia On The Air Edwin C. Hill C Concert Miniatures	Livertock Market Novelodeons Organ Concert How I met my husband	10:00 10:15 10:30 10:45	Dr. Leslie B. Moss N U. S. Marine Band N	Linda's First Love Edwin C. Hill C. Romance Helen Tre Our Gal, Sunday C
	Question Box; News Neighbor Nell Farm and Home	Lynn Cole, tenor Tom, Dick & Harry M National Farm and Home Hour N	Betty and Bob C		From Headquarters Jane Grey Words and Music N	WCPO News Happiness Ahead Man on the Street	News; Markets You Shall Have Rhythm Eddie and Ron Warren's Variety Revue	Virginia Lee, Sunbeam M'kets; Weath.; News Dinnerbell Program	11:15 11:30 11:45	many water and the second seco	Dot and Bill Monticello Party Paul Sutton, song The Jackson Fami
	Beatrice Fairfax	•• ••	Woman's News C Milton Charles C Melody Express Between Bookends C	1:15 1:30 1:45	Barber's Interviews Sports Oddities	WCPO News Warm Ups Reds vs. Pittsburgh, at	Woman's News C Milton Charles, organ Pittsburgh at Cincin-	ti tr ti at Livestock Market	12:15 12:30 12:45	-State Fair Banner Newshawk Dept. of Agriculture	Woman's News C College of Agricu Markets, Weather Ted Maione C
	0 11	Ma Perkins N	News: Fire Prevention, Future Favorites The Three Consoles C	2:00 2:15 2:30 2:45	Cincinnati	1 11		News: Julian Bentley Homemakers' Matinee —Orchestra Home Service Club	1:15 1:30 1:45	Ma Perkins N Vic and Sade N Leon Cole, organ	Hope Alden's Ron University of Kent Three Consoles C
	Lorenzo Jones N News and Views Club Matinee N	Helen Nugent	Bob Byron, songs C Among Our S'venirs C Bon Voyage C	3:00 3:15 3:30 3:45	On the Mall Cincin'ti vs. Pittsburgh	Band Music		Club Matinee N	2:15 2:30 2:45	Club Matinee N The Guiding Light N To be announced N Personal Column N	Betty and Bob . Betty Crocker Bon Voyage C
	Hilltop Serenaders Escorts and Betty N Xavier Cugat's Orch	Houseboat Hannah		4:00 4:15 4:30 4:45	(2nd game)	18 18	· · · · · · · · · · · · · · · · · · ·	Music Circle Escorts and Betty N Choir Symphonette N H. Middleman's Or. N	3:15 3:30 3:45	Woman's News Escorts and Betty N Manhattan Melodies. Nixon Rest. Orch. N	Salt and Peanuts. Weekday Devotio Ray Heatherton ( Funny Things C
	All Sports Review	Barry McKinley N The In-Laws	Musical Calendar Freshest Thing in Town Hollywood Highlights Dick Bray—Sports	5:00 5:15 5:30 5:45	Grandpa Hans	Post Mortems	News: Sports Frank Dailey's Orch. C	Orchestra N	4:15 4:30	Education in News N . Barry McKinley, N Financial News Top Hatters N	Margaret Daum, soprano C Sports Review Melody Cruise
1	News and Views Uncle Ezra N Vic Arden's Orchestra Louise Florea N	Rhythm in Song	Poetic Melodies Musical Visions Jay Freeman's Orch. C Boake Carter C	6:00 6:15 6:30 6:45	Kentucky News Songs of the Islands	WCPO News Home Beautiful Dinner Club	News: Dinner Music Si Burick, sports Jay Freeman's Orch. C	Mary Small, songs N Fray & Braggiotti N	5:15 5:30 5:45	Rhythm Time Afternoon News . Concert Miniatures Shelton Bros.	WHAS News Ro Jay Freeman's Oro Boake Carter C
	Campbell's Royalists N Jack Smith We Present Another	Paul Pierson's Orch Death Valley Days N	Hammerstein's Music Hall C Alice Faye and Hal Kemp's Orchestra C.	7:00 7:15 7:30 7:45	Cities Service Concert -Lucille Manners N	Dick Porter Congressman Bigelow. Yours Truly Race Results	Jack Hope's Orch Rendezvous for Two Hal Kemp's Orchestra C	Campbell's Royalists N WLS Pleas, Val. Frolics Death Valley Days N	6:15 6:30 6:45	Francis Craig's Orch	Hall C Hal Kemp's Dance Band C
	Arkansas Travelers To be announced N	"Believe It Or Not"- Robt. L. Ripley N To be announced N	Hollywood Hotel- Jerry Cooper, Raymond Paige's Orchestra C	8:00 8:15 8:30 8:45	Waltz Time with Frank Munn N Dude Ranch	WCPO News In Swing Time Roller Derby Con. of Phys. Therapy		"Believe-It-Or-Not" Ripley N To be announced N	7:00 7:15 7:30 7:45	"Believe-It-Or-Not" Riptey N To be announced N	Hollywood Ho Jerry Cooper; mond Paige's chestra C
1	Fommy Dorsey's Orchestra N Liedersingers N Stringing Along N	First Nighter N Jimmy Fidier N Dorothy Thompson N	Coca Cola Song Shop C To be announced C	9:00 9:15 9:30 9:45	Andy Iona's Orch. M Aloha Islanders M Ciyde Trask's Orchestra	WCPO News Dancing Melodies Wrestling Matches	Songshop, with Kitty Carlisle C  To be announced C	Tommy Dorsey's Orchestra N The Story of Business	8:00 8:15 8:30 8:45	The Leidersingers N	Songshop, with K Carlisle C To be announced
	Vagabonds N King's Jesters Orch. N Hive Star Hinal Taxicab Night Club	Amos 'n' Andy N Mad Hatterfields Angelo Barney Rapp's Orch	Personalities on Parade B. Meroff's Orch. C Newscast—Lee Bland Count Basie's Orch. C	10:00 10:15 10:30 10:45	Organ Moods Paul Sullivan Dance Orchestra M	Cotton Club Orchestra		Globe Trotter King's Jesters Eddie Varzos' Orchestra	9:00 9:15 9:30 9:45	Orchestra N	Poetic Melodies ( Benny Meroff's Or Count Basie's Orchestra C .
	Henry Busse's Orchest a N Jesse Hawkins' Orchestra N	Paul Sullivan Club Esquire N Salute to Columbus, Georgia.	Frankie Masters' Orchestra C Ted Fio Rito's Orchestra C	11:00 11:15 11:30 11:45	Golde's Orchestra Dance Orchestra from Castle Farm	WCPO News Roller Derby The Public Announces	Orchestra C	Trump Davidson's Orchestra N Andy Kirk's Orchestra N	10:00 10:15 10:30 10:45	B. C. Sports Review Adrian McDowell's Orchestra	F. Masters' Orch Louisville Dance
j	WCKY	WLW	WKRC		WSAI	WCPO	WHIO	WLS-WENR		WSM	WHAS

kdka wgar wham wowo :30—Death Valley Days, dramatic program, with John MacBryde, Jean King, Vernon Radcliffe and Jeff Brynt; Orchestra direc-tion Josef Bonime, WJZ WLW WLS kdka wgar wham —Hal Kemp's Dance Band, with Alice Faye; Don Forbes, announcer. WABC WKRC WHAS WHIO wjr whk wfbm kmox wbbm ...wcau wadc wbt kmbc wwl

B:00—Waltz Time, with Frank Monn, tenor: Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAF WSAI way wtam wmaq wwi wdaf kyw who wire —Hollywood Hotel: Musical Revue. Jerry Cooper, m. c. Frances Langford; Anne Jamison; Igor Gorin, baritone; Raymond Paige's Orchestra. WABC WKRC WHAS WHIO wir wbbm whk wtbm kmox kmbc wcau wadc wbt wwi wcco —Robert L. (Believe it or Not) Ripley; 8. A. Rolfe's Orchestra. WJZ WLW WLS WSM kdka wham wgar wowo 8:30—True Story Court of Human Relations,

3:00—Waltz Time, with Frank Munn,

#### NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

5:00—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCormack, reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wadc

wwva wbł -Northwestern University Bookshelf. (CBS)

kmbc wcco waco --Mary Small, songs. WJZ WLS kdka wgar

Whiteman, author and journalist. WEAF Whiteman, author and journalist. WEAF only. —Dinner Concert. (NBC) wave wire wham —Neal O'Hara's Radio Gazette. (CBS) whk wfbm wadc wwj wcco 6:45—Boake Carter, news commentator. WABC WKRC WHAS WHIO wjr whk wbbm kmox wcau wcco kmbc wbt —Sisters of the Skillet: Ed East and Ralph Dunke. WJZ only —Bughouse Rhythm. WEAF wgy wtam wire wdaf wbap kyw who —Louise Floree, soprano. (NBC) WCKY WLS wave wgar wire wham 7:00—Roy Campbell's Royalists. WJZ WCKY

Mary Small, songs. WJZ WLS kdka wgar
Mary Small, songs. WJZ WLS kdka wgar
MrRC WHAS WHIO wir whk wbbm kmox wcau wcco kmbc wbt
The Pepsodent Program: Amos 's' Andy. WRC WHAS WHIO wir whk wbbm kmox wcau wcco kmbc wbt
Stansard and the stress of the Skillet: Ed East and Raiph Dumke. WJZ only
Bughouse Rhythm. WEAF wgy wtam wire
Shannon. WABC wcau wade wwa whk wbb
Fray and Braggiotti, piano team. WJZ
WLS wgar wave wham wowo
"Uncle Erra's Radio Station E-Z-R-A. WEAF
WCKY wgy wtam wmaq wire wdaf wbap kyw wstp
Jay Freeman's Orchestra. WABC WKRC
WHO Wcau
Moritick's Lum and Abner, comedy sketch. WJZ WLW WENR wgar
Eddie Duchin's Orchestra: Stanley Worth and Patricia Norman, vocalists; Roger B.

The Songshop, starring Kitty Carlisle, Frank -Ine Songshop, starring Kitty Carlisle, Frank Crumit, m.c.; Read Kennedy; Alice Cornett; Songshop Quartet, the 22-Voice Glee Club, direction Ken Christie; 47-Place Orchestra, direction Gustav Haenschaen. WABC WKRC WHAS WHIO wir whk wadc wbbm wfbm kmox kmbc wcau wsbt wwj wcco

-Campana's First Nighter: "Midnight To -Campana's First Nighter: "Midnight To Morning," dramatization starring Les Tre-mayne and Barbara Luddy. Orchestra, di-rection Eric Sagerquist, WEAF WLW WSM wwj wave wmaq wtam wdaf who kstp wfla wfaa kvoo wgy

9:30—The Liedersingers: Carol Deis, soprano; Celia Branz, contraito; Fred Hufsmith, tenor; Elden Elkins, baritone. WJZ WCKY WSM wgar wham wave wire

Jimmy Fidler and his Hollywood Gossip WEAF WLW wgy wtam wmaq kyw wwj wire kstp wdaf

9:45—"People in the News." Dorothy Thomp-son, news commentator. WEAF WLW kyw wgy wtam wwi wire wmaq kstp wdaf kdka wham wgar wowo 8:30—True Story Court of Human Relations, dramatization. WEAF wgy wtam wwi kyw who wmaq wdaf wire —To be announced. WJZ WCKY WLW WLS WSM kdka wgar wave wire wham 9:00—Tommy Dorsey and his Swing Orchestra. Morton Bowe, tenor; Edythe Wright, vocai-

-To be announced. WABC WKRC WHAS WHIO wbbm wir wfbm wcau wcco

10:00—George R. Holmes, Chief of the Wash-ington Bureau of the International News Service. (NBC) way wham wdaf kyw —Esso News Reporter. WJZ only

-"Tomorrow's News Tonight," Commentary by Andre Baruch. WABC only -Poetic Melodies. (CBS) WHAS wir wbbm

wfbm wwi wcco kmox kmbo -Amos 'n' Andy. (NBC) WSM WLW wmaq wfaa wire wbap kstp wwj wtam

10:05—The Vagabonds, WJZ WCKY wgar wave wire wham

10:15—Louis Panico's Oriental Gardens Or-chestra. WEAF wwj wave wtam kyw who

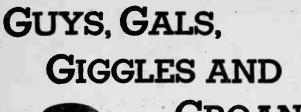
wgy —King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS wgar wave wire

10:30—Count Basie and his Orchestra. WABC WHIO (WKRC on 10:45) WHAS wir wfbm wcau wadc whk kmox wbbm kmbc wsbt wbt -Russ Morgan's French Casino Orchestra. WEAF WSM wwj wave wmaq wtam wdaf

kstp wgy 11:00—Frankie Masters and his Orchestra. WABC WKRC WHAS WHIO (wir on 11:15) whk wfbm wadc wbbm

-Henry Busse's Chez Paree Orchestra. WJZ WCKY wgar wave wire wham

-Trump Davidson and his Orchestra. WEAF WLS Edka wgy wtam wmaq who



## GROANS

VIEWPOINT HE prisoner sat in his cell, The prisoner saturation and grumbling bitterly and in general. cursing the world in general. He had just been sentenced by the judge to life imprisonment. His cellmate, having nothing better to do at the moment, attempted to cheer him up. "It's too bad," he sympa-thized. "But, after all, you

MARK HELLINGER gotta look on the bright side of

things. Maybe you won't have to do life anyhow. Maybe the parole board will spring you some day."

The other man nodded. "Yeah," he grunted, "maybe you're right. Maybe I'll get a break like dat. But I wanna tell you one ting-dat judge soitenly give me a terrible rotten deal."

The cellmate shook his head doubtfully. "Well," he said, "I dunno about that. You shot four guys, didn't you?" "Yeah," replied the other convict impatiently. "Sure."

"And," his cellmate went on, "three of them died, didn't they?"

The lifer nodded. "Dat's right," he said plaintively. "But is dat any reason why dat punk judge should try to make a mountain out of a molehill?" . . .

#### 18 WARNING

TWO strangers stood side-by-side at a New York bar, downing their favorite drinks. Suddenly, the first one sneezed.

The other gentleman turned.

"God bless you," he said pleasantly.

The first one smiled.

"Thank you," he replied.

A moment later, he sneezed again. The second gentleman shook his head.

"I think, my friend," he warned, "that you are catching a cold." . . .

Twenty years later, by chance, the two men happened to be standing near each other at another bar. The first gentleman sneezed five times in rapid succession. Water ran from his eyes.

The other man wagged his finger. "Didn't I tell you?" he chirped. "I knew you'd catch a cold if you didn't watch yourself!"...

#### POETIC LICENSE

THE starry-eyed poet, reports Dan Shapiro, buttonholed the famous multi-millionaire.

"Mr. Doakes," he said, "I've come to ask you for your daughter's hand."

The old man almost hit the ceiling. "What!" he howled. "Do you realize that my daughter just inherited one million dollars-while you haven't a cent to your name?"

The poet nodded.

"I understand all that, sir," he replied dreamily. "But I figured the million would tide us over until I sold one of my poems!" . . .

#### PRECAUTION

THE drunk staggered into the hotel lobby and reeled up to the desk clerk. "I want what I want," he asserted. "An' no argu-

mentsh!"

"Very good, sir," said the clerk. "What did you wish, sir?"

The stew waved a hand.

# A Hellinger Short Story

HIS is a very simple story. It deals with simple souls. I like it because of its simplicity. Look:

could not possibly fail. . . .

SALVATORE Mar-toni became a cob-bler. He lived on the lower East Side, and he learned English rapidly. People liked him. They liked his soft smile and his homely phi-losophies. Neighbors warmed to him immediately. When he was twenty-two.

to him immediately. When he was twenty-two, he had saved enough to open his own little shop. If he had appealed to his uncle, he might have been able to do this even earlier. But that wouldn't do. So he had waited, and slaved the hours away. And now he was in busi-ness for himself.

ness for himself. Business? Well, it was just a little store in the Italfan section; hardly more than a hole-in-the-wall. There was a cobbling outfit, a few signs on the walls, a large chair for anyone who might be reckless enough to want a shine—and that was all. Not much to you, eh? Well, I can't blame you. But to Salvatore Mar-toni, it was just a short step from heaven. This was his business, his meeting place, his palace, his every-thing. Salvatore was a very happy man. man

Then, in 1908, when the cohller Inen, in 1908, when the cobler was thirty-five years of age, the su-preme joy entered his life. Her name was Maria. And in the midst of ter-rific excitement and the finest spa-ghetti, Maria became Salvatore's wife.

wife. These two achieved much more than a mating of millions. The woman lived only for the man; the man lived only for the woman. It was such a love as few mortals are privileged to enjoy.

And then, two years later, came the greatest of all news. Salvatore was notified by his devoted wife that he was about to become a father! Now there was no holding him at all. A bambino was on the way! A little boy! There was never a thought of a girl. Not much. This bambino's name

to be Tony, after Salvatore's father

It was a boy, all right—and Tony proved to be a healthy, wailing youngster. But tragedy moved in with the child. An hour after the boy was born, Maria died.

I'm not going to attempt to describe Salvatore's grief. He had the boy, of course, and that meant a great deal. But when that woman went to an-

Simple Tale

11

a lot of people can say these days....

15

oldest customers left him. So these were tough days for the old cobbler. He was still pounding away, still putting new soles on the old. But Tony's bills in medical school were far from small. They had to be met—and the boy must never know how terrible the struggle. Salvatore carried on. He labored and labored until Tony was about to enter his final year. And just before he left for college, the old man gave him his tuition fees and unfolded some strange news. He had sold the shop!

some strange news. He had sold the shop! "Yes, my boy," he said, "the Mar-toni store is now a thing of the past. Do not speak, sir, while your father is talking. I sold the place because I am tired of cobbling. "I saved through the years. And now, considering the fact that I sold the store at a yeary good price I will

now, considering the fact that I sold the store at a very good price, I will be able to live very comfortably. "You know my greatest wish. You must become a doctor. In later years, if you wish to contribute toward my support, I will not argue with you. But right now, you must forget that. You must study and complete your You must study and complete your education. "Good luck to you, my son." . . .

#### . . .

We come now to the end of our four months later that Tony received the saddest news of his life. In a short paragraph, the newspapers told the complete story. Salvatore's body had been found, foating in the bay. In his furnished room, there was but one letter. The letter was from an Italian Loan Society, refusing the application of Salvatore Martoni for a loan. Tony never became a doctor. He tells his customers today that he just couldn't go through with it. He owns, instead, a little shoe-re-pairing shop on Long Island. And

pairing shop on Long Island. And there he sits through the day. Putting new soles on old. And pounding away. . .

"An' another room right acrossh the hall from the first room." "That's odd," cried the amazed clerk. "Why do you

want two rooms, one across the corridor from the

The drunk slapped the desk.

"Because," he hiccoughed, "in case anything hafpensh, I wanna be near myself!" ....

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"Pop, when do I come into this shop ?"

"Pop, when do I come into this shop?" other world, something went out of Salvatore's life that he could never hope to replace... The kid grew. Seems a silly sort of statement, because kids have a habit of doing that. Before the cob-bler quite realized it, Tony was seven years of age and quite the brightest boy in his class. Salvatore looked older than he really was. That death had done it. He still had many friends who stopped into his shop almost daily. But the sparkle in those soft eyes had died on that fatal morning. And the only time it returned now was when he spoke of his boy. Eight years old. Nine. Ten. Twelve. The same companions and the same pals. Salvatore and his boy. Tony remained in school; Salvatore remained in his shop. Sitting through the day. Putting new soles on old. Pounding away... After school one afternoon, the boy stood at the creaking counter and spoke to his father. Neither of them ever forgot the conversation. "Pop," said the boy, "when do I come into this shop? When do I learn this trade so that I can help you?"

learn this trade so that I can help you'

Salvatore put down the shoe on which he was working. He shook his

head. "Never, my boy," he said quietly. "This is a poor man's trade. Your father, your grandfather, your great-grandfather spent their lives like this. You are going to be differ-

ent. "No, my son. You are never going to be a cobbler. Do you know what plans I have in mind for you? You don't eh? Well, you are going to be a doctor! "Yes, sir. A doctor. Dr. Tony Martoni! Sounds good, eh? You bet it doas And your poor mother would

it does. And your poor mother would

other?"

"I want a room on the sixth floor," he demanded.

Look: Salvatore Martoni was born in Naples. He was the son of poor, honest, hard-working parents. When he was twelve, an uncle was going to Amer-ica, the land of much sunshine and gold. He was willing to take little Salvatore left the home in which he had been raised and came across the sea to the city of New York. He came with many others who expected to do great things in the new land. Each man knew he could not possibly

3 (G. MAC)

have loved it, too. Dr. Martoni!" Then the kid said a strange thing. "But, pop," he cried, "that will cost a lot of money, won't it?" His father shrugged. "What good is money, son-unless you spend it? Do not worry on that score. You will be a doctor-and the very best in the land!" He, himself, had no

in the land!" He, himself, had no idea where the money was coming from. But he had faith in his store and his hands. And that's more than

T'M skipping now, and carrying Tony into the middle of his medical course. It had been a tough struggle for Salvatore during the past few years. He still had the same shop—and that was the trouble. Other shops had

the trouble. Other shops had new-fangled gadgets now; big machines that worked as if by magic. A new store, with modern equip-ment, opened around the corner from Salvatore. Some of his oldest customers left him.



casting, talk to a newspaper man. I had that interesting experience the other day when I met an old friend siderably above the moronic level. who holds an important job in the press. Unlike some newspaper men, he didn't just gripe because radio airs the news. What drew his wrath was the way it's aired, and in particular the heavy editorializing of socalled "air reporters." He pointed out that a reporter who turns in some of the copy to put on the kilocycles would either mend his ways-or else. And anybody who knows his, where, when, what, why, will bear him out. Switching from print to microphone doesn't change the fact that the business of a reporter is to give the facts, not what he thinks about them. Listeners who know nothing about professional standards are getting fed up with these lugged-in editorials.

Of course, these football duplications are inevitable, though they don't usually come spang at the start of the season. CBS had scarcely announced that it was going to air the game between Ohio State and Texas Christian, September 25, when NBC divulged that it, too, was going to broadcast the game. Radio does offer such endless variety.

In spite of its gaudy title and other is Nelson Eddy's dramatic "Starlit Roof" buildup, the Hollywood Mardi Gras (NBC over WSAI, Tuesday, 8:30 p.m. (E.S.T.), is considerably better than last season's Packard Hour. Thanks to Raymond Paige, Lanny Ross and Florence George, the improvement is particularly noticeable in the musical department. In fact, the music is good enough to compensate for Charlie Butterworth. Reverting to that "Starlit Roof," radio enunciation being what it is with "Gone With the Wind" still in circulation, some listeners think it's the "Scarlet Roof." One of these redtiled affairs?

It's good to have Jimmie Scribner back with his Johnson Family and on MBS (over WSAI, Monday through Friday, 6:30 p.m. (E.S.T.). Probably because he's on the net, Jimmie seems to be starting all over again with his story. At that he still puts on a rattling good act of its kind.

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If the reference to "hunch" and "intuition" in the premiere is any clue, that new Zenith Foundation program (NBC over WLW, Sunday, 9 p.m. (E.S.T.) is going to explore an interesting field of psychology. Just why the subject has to be approached so gingerly isn't at all clear. It's

If you want to get the professional scarcely one of those things "nice slant on this business of news broad- people" won't talk about. Regardless of whether any scientific facts are uncarthed, the series promises to be con--\*

> Benny Goodman rehearses his band two whole days before each broadcast. And swing music, you know, is supposed to be impromptu, spontaneous. Ho, hum.

Al Jolson's fall premiere (CBS over over WKRC, Tuesday, 7:30 p. m. (E.S.T.) turned out to be another meeting of the Comedians' Mutual Admiration Society, George (correction, "Georgie, the little dear) Jessel also being present. Either for that reason or because George ("Georgie") failed to use the phone, the proceedings were conspicuous for being notably unfunny. Otherwise the show has the standard equipment of last year's model, from Victor Young's music down to Martha Raye.

Because most of it is so well-done, it's a pity that certain minor flaws aren't ironed out of the Chase and Sanborn Hour. One of them is the heavy play given W.C. Fields' "elbowbending." That's just not funny, whatever you think about liquor. Anclowning, as in the September 5 show. An artist of his caliber can't afford to seem absurd.

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That serial, Special Delivery (NBC over WLW, Saturday, 9:00 p. m. E.S.T.) might well be retitled "Insufficient Postage." The script seems amateurish, without any indication of just where it's heading. That's the more regrettable because a story about a college town without radio's usual "Rah, rah" atmosphere has real possibilities.

## Parts For Any Sweepers **Community Sweeper Shop**

438 Madison Ave., Covington, Ky. HEmlock 1624

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One of the most precocious performers in radio today is Mary Small, 16-year-old mistress-of-ceremonies of her own program-Mary Small's Junior Revue, heard over the NBC-Blue network, including WCKY and WLS, Wednesdays at 7:00 p. m. (E.S.T.). Miss Small, who sings contralto, has been a popular NBC star since her sensational rise to radio prominence at the age of 10.

#### At Lookout House

a chap by the name of Clyde Trask, who, incidentally, does a swell job of orchestra piloting. Clyde was reminiscing the other eve between dances and recalled that through his long musical career he had at one time or another played in a military band, led a vaudeville pit-orchestra and featured vocalist for a symphony orchestra. Best of all he likes to play for dancers, out for the evening in search of entertainment.

"The youngsters of today, when out dancing, are no different than those of yesteryear," commented Clyde, "both demanded about the same tempos and rhythms. However, those of the post-war days did resort to a few hours of straight dancing." What Trask forgot to mention was the fact that post-war dancers were usually so full of the hic-hic-hooray prohibition juice they couldn't resort to rhumbas, truckin' and the Big Apple !

Deanna Durbin goes into production shortly on her new picture, "Mad About Music."

"Rainbow Ridge," a 15-minute Over at the Lookout House there's story of the Slowfoot family, inhabitants of the Ozarks, is a new daily program over WSAI. Scheduled for 10:45 to 11:00 a.m. (E.S.T.), Monday through Friday, "Rainbow Ridge" made its debut September 14.

Tess Slowfoot, sister, mother and manager for her musically inclined family, looks after the household while the boys and "pappy" spend their time keeping out of work. They do play for hill country dances and in each program the Slowfoots will "practize" or play for the dances.





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"The Freshest Thing in Town" starring Johnny Lawrence. Beginning Monday, September 20. Each Monday thru Fri., 5:15 p.m.

Many, many others will follow in the Fall and Winter Parade



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### "Rainbow Ridge"