

# 22 MOVIE STARS IN MAXWELL PREMIEF

# MacDonald, Jones To Re-enact "Firefly"

Twenty-two motion picture stars including Jeanette MacDonald and Allan Jones, who will re-enact scenes from their recent picture, "Firefly," and Robert Z. Leonard, ace director, who will act as master of ceremonies, will inaugurate the new Maxwell House program on November 4, from 9:00 to 10:00 p. m. (E.S.T.) over the NBC-Red network, including stations WLW and WSM.

Meredith Willson, maestro of the Show Boat program since it moved to Hollywood a few weeks ago, will continue as conductor of the orchestra on the new show. Additional music on the program will be supplied by a twenty-voice chorus. Ted Pearson will be the regular an-

Among the nineteen movie stars who will take part in the initial the most interesting interviews broadcast are Eleanor Powell, Sophie on her series of "Personalities Tucker, Una Merkel, Pete Smith,
Ted Healy, Judy Garland, Buddy
Ebsen, and Igor Gorin. Ilona Massey
talented Hungarian actress, now appearing in "Rosalie" opposite Nelson
Eddy, will be the first personality of a regular weekly feature presenting

To her series of "Personalities on Parade" broadcasts will be heard when Marsha Wheeler presents Mr. Charles P. Taftover WKRC, Saturday, October 30, at 9:30 p.m. "Personalities on Parade" is sponsored by RADIO DIAL and is broadcast each Saturday at the same time.

### "Personalities On Parade"



What promises to be one of each Saturday at the same time.

# SERIES FEATURES X **BESS JOHNSON IN** X "HILLTOP HOUSE"

"Hilltop House," a new dramatic serial starring Bess Johnson, widely known dramatic and radio actress, will make its debut over the nationwide WABC-Columbia network, including WKRC, WHAS and WHIO Monday, November 1, from 5:45 to 6:00 P.M., (E.S.T.). Thereafter the series will be heard Mondays through Fridays inclusive at the above mentioned time.

Miss Johnson, who is known to dialers as the "Lady Esther" of the Wayne King presentations, is one of the highest priced dramatic stars on the air-waves. Young, blonde and chic, she obtained her first theatrical experience on the stages of Broadway and Chicago, before transferring her talent to radio seven years ago. Since then she has been heard in over 400 air-shows and is one of the few women producers in radio.

The writer of the new series is known as "Adelaide Marstone," but in reality this is the pen name of Addy Richton and Lynn Stone, two talented young girls in their twenties, who, in their own words, "think and write alike." Their collabora-tion resulted from a meeting in Detroit six years ago, when they were drawn together by their common

interest in writing.
"Hilltop House," which is their first important collaboration, was inspired by an actual person who runs an orphanage near Detroit.

# Radio's "Oldest Young Man"



Here are two of radio's "oldest young men," Pat Barrett (left), who is Uncle Ezra, and Bruce Kamman, who plays Professor Kaltenmeyer on Kaltenmeyer's Kindergarten, NBC's crazy classroom. The picture was taken when Kamman appeared as a guest on Uncle Ezra's National Barn Dance. The pretty girl is Sally Foster.

# MARY LEE TAYLOR, COOKING EXPERT, **BEGINS 5TH YEAR**

Mary Lee Taylor, cooking expert will become a full-fledged veteran of the airwaves when she begins her fifth year over the Columbia network including WHAS on Tuesday, November 2, from 11:00 to 11:15 a. m. (E.S.T.). Her programs will continue to be heard each Tuesday and Thursday thereafter at the same time.

Miss Taylor has had great success in showing women throughout the country how to plan well-balanced meals, short cuts in preparing dinners, and how to embellish everyday menus with unusual dishes that cost no more than the ordinary fare. Her popularity has increased throughout the last four years to such an extent that the network over which Mary Lee Taylor first broadcast is

### As "Quiz" Quizzes



Genial "Professor Quiz" in a series of candid studies as he registers anticipation, doubt and smiling satisfaction as one of his brain jogging questions is answered correctly. "Professor Quiz" brain jogging questions is answered correctly. "Professor Quiz" conducts the nation's battle of wits over the WABC-Columbia network, including WKRC, WHAS and WHIO, each Saturday from 9:00 to 9:30 p. m. (E. S. T.).

### Smilin' Dan Commences His New Show



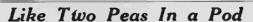
When Smilin' Dan (Joe Dunlevy) began his new series of programs last week for the Pontiac Dealers of Greater Cincinnati, his old friend and ex-vaudeville partner, Singin' Sam (Harry Frankel) came to the WKRC studios from his home in Richmond, Indiana, to wish Dan well. Smilin' Dan is heard on 'KRC Monday through Friday at 6:00 p. m.







# AMERICA'S TOWN MEETING BEGINS 3RD SEASON





The Stroud Twins, Clarence and Claude, discoveries of Rudy Vallee, are now starred on the Chase and Sanborn Hour over the NBC-Red network, including WLW and WSM, Sundays at 8:00 p. m. (E. S. T.).

### Singing Cornett



The "still movie" shows you what you'd see were you to attend broadcast by Alice Cornett, another Southern girl who is fast rising to the top in the ranks of the modern vocal stylists. She is now heard every Friday night in "The Songshop" which is presented from 10:00 to 10:45 p. m. (E.S.T.), over the WABC<sub>5</sub>Columbia network, including WKRC, WHAS and WHIO.

# George V. Denny, Jr., **Again Conducts Discussions**

America's Town Meeting of the Air forum where Democrat and Republican, Communist and Fascist meet to discuss social, economic, and political problems, will begin its third season over the NBC-Blue network, including stations WCKY and WLS, from 9:30 to 10:30 p. m. (E.S.T.) Thursday, November 4.

As in its two previous seasons, America's Town Meeting of the Air Air will be under the direction of George V. Denny, Jr., and will be given under the auspices of the League for Political Education in cooperation with the National Broadcasting Company. Although subjects for the weekly discussions have not yet been announced, they will include some of the livest issues of the year presented by renowned exponents of different points of view.

Denny, who joined the idea of the early town meeting of New England with that of reaching millions of persons by radio, conceived the idea for such a program after listening to one of President Roosevelt's fireside chats.

Denny's concern is with the awakening of the responsibility of that minority of American citizens who hold the balance of political power. In the United States, he said, there were two dominant political parties, neither of which is able to maintain a predominant majority. For the success at election time of either, it must enlist not only its die-hard adherents but also the support of several millions of Americans who vote their convictions, regardless of party label.

The Town Meeting idea involves the presentation of two or more conflicting views of controversial public problems, followed by questions and answers between the audience and the

### Vicki Chase Is Guest On **Vocal Varieties**

Vicki Chase, lyric soprano who studied voice despite parental objections, will be guest soloist during the 'Vocal Varieties" program over the NBC-Red network, including WLW, Tuesday, November 2, 7:15 p. m. (E.S.T.). Miss Chase will sing "Love Me Forever."

On the "Vocal Varieties" program November 2, will be the novelty number, "Old King Cole," by the Smoothies-Babs, Charlie and Little, and "I'm Bringing a Red Rose," "Jeannie With the Light Brown Hair," and "It's the Natural Thing To Do," by the vocal orchestra, composed of eight male voices and the deVore Sisters trio.



Here's a new view of Alice Faye at work in Hollywood on the CBS program, "Music in Hollywood." The beauteous Alice with Hal Kemp and his orchestra, is heard each Friday at 8:30 p. m. (E. S. T.), over the WABC-Columbia network, including WKRC.

# Iturbi, Harrison, Hanson, To Conduct Rochester Orchestra In 72 Concerts

orchestras, the proudest cultural network, including WCKY, Thursachievements of this typically Amer- day, November 4, at 3:30 (E.S.T.) ican city, will present seventy-two This group of 100 student musicians, radio concerts in four series during under the direction of Dr. Howard the Winter and Spring seasons over Hanson, will present formal concerts the networks of the National Broad- each Tuesday. casting Company. Jose Iturbi, Guy Fraser Harrison, and Dr. Howard Hanson will be the conductors.

One hundred excellently drilled musicians under the batons of Jose Iturbi and Guy Fraser Harrison will man, takes his traveling microphone begin evening broadcasts over the NBC-Blue network including stations interview stars between "takes," dur-WCKY and WLS on Thursday, November 4, at 8:30 p. m. (E.S.T.). Four matinee concerts, to be given at intervals of the month, will commence Thursday, November 18, over the same network.

The Rochester Civic Orchestra, a smaller symphonic group, is heard on Tuesday at 1:45 p. m. (E.S.T.) over the NBC-Blue network, including station WCKY, under the direction of Guy Harrison. Mr. Harrison also conducts a notable series of twentyseven matinee concerts over the NBC-Blue network, including WCKY, which began Monday, October 25.

begin its 1937-38 season of eighteen yacht.

Rochester's three great symphonic weekly concerts over the NBC-Blue

### Interviewer

Captain Bob Baker, genial mike into the various Hollywood studios to ing the "Holly-



wood in Person" program broadcast over the WABC-Columbia network including WKRC Monday through Friday from 1:45 to 2:00 p. m. (E. S. T.). Captain Bob's direct pick-up from the various lots are made possible through an espe-

The third Rochester orchestra, of cially built broadcasting trailer, simithe Eastman School of Music, will lar in design to a luxurious land-

#### Weekly RADIO DIAL

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GEORGE A. VOGELE-Editor

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WEEK ENDING NOVEMBER 5, 1937

No. 25

### RADIO IS DIFFERENT

In most lines summer is what the British call the "silly season." Apparently because of the heat, it is then that otherwise responsible people go slightly ga-ga. But in radio the "silly season" never closes. Regardless of the weather, somebody is likely to make an absurd statement. And strangely enough, good music is pretty sure to bring out the most absurd of them all.

An exception to this is a CBS press release publicizing the Philharmonic broadcasts which began last Sunday.

"John Barbirolli doesn't need to consider the tastes of the radio audience when he directs the Philharmonic concerts on CBS. 'Symphony listeners,' he said, 'are people with really serious tastes in music. I have no concession to make to them because they ask for none. They show an enthusiasm and interest and a devotion equal to that of the audience which comes regularly to Carnegie Hall."

This is exceptional because it departs radically from radio's customary position on the subject.

Most publicity about the broadcasting of good music implies, more or less frankly, that the tastes of the radio audience are inherently different from those of concert-goers, so different that it is news when people who listen at home show any enthusiasm for good music Mr. Barbirolli evidently recognizes the absurdity of this.

The mere fact that people listen to radio has nothing whatever to do with the sort of music they like, or their devotion to the classics. To assume that it does is as silly as to assume that listening to a phonograph has any bearing on what people like. Yet, absurd as it is, this notion is significant because it is typical of radio's attitude toward, not only good music, but programs in general.

In the studios there is a deep-seated idea that broadcasting can't do things as they are done elsewhere. Music, gags, drama, speeches, even the news, must be handled differently because the radio audience is different; so different that it is not the same as the rest of the public.

Of course, this is sheer nonsense. The radio audience is not merely the same as the public. It is the public. Among those who turn dials are just as many morons, just as many average minds, just as many people of superior intelligence and taste as among those who read newspapers, buy books, or attend theaters and concerts. What pleases them in print, on the screen or on the platform should also please them on the air, because they are the same people.

Unfortunately they seldom find the same things on the air. Too many programs are built to fit just one audience, an audience limited by the absurd notion that radio listeners are different creatures.

It is about time that notion gave place to reality. Perhaps Mr. Barbirolli's views may be the opening wedge. If radio is going to serve all the public it will have to recognize the disturbing fact that the concessions listeners demand are not the same as those broadcasting has in mind.

### TEN EYCK RETURNS



In the next issue of RADIO DIAL. the editor is happy to announce that Sidney Ten Eyck, former columnist S. Cobb, Louis B. Mayer of Metroof "Doodle Socker Dribbles," will return to the DIAL with a new column entitled "Ten Eyck Scribbles." Ten Evck is vice-president of station WSMK in Dayton, Ohio, where he has nested the past two and a half years.

Readers will remember Sidney when he was with WLW a few years back when the Mills Brothers, Little Jack Little, Fats Waller, and other notables were members of the nation's station. Welcome back to our pages Sid. Our readers will be waiting to hear from you.

## **COLUMBI-A-MUSINGS**

From WKRC

By MARGARET MALONEY

Stuart Allen has been replaced on "Your Hit Parade" by Buddy Clark, who was on the show before leaving for Hollywood and pictures. Seems he didn't do so well in the Cinema City so now he's back in New York ... and singing for Lucky Strikes. Allen is being set for a new show and will continue with Eddy Duchin on the Elizabeth Arden program.

Mr. and Mrs. Harry Frankel (Singin' Sam) were 'KRC visitors last week . . . Sam came up from his home in Richmond, Indiana, to give his old friend and vaudeville partner, Smilin' Dan, a send-off on his first program for Pontiac.

Alice Faye leaves the Chesterfield show in December and Frank Parker will take over the spot . . . then after Lawrence Tibbett concludes for that same sponsor in March, Parker will be heard on the Wednesday night shows.

Sylvia Sidney's stint on Kate Smith's Variety Hour last Thursday turned out to be excellent even though "the darling of the silver screen", Kate Smith's name for her, seemed extremely nervous at first.

In answer to the requests for the names, etc., of the characters heard in the script show, "Arnold Grimm's daughter," we list the following:

Margarette Shanna who is heard as Constance Grimm.

Ed Prentiss who takes the part of Dallas Tremaine.

James Andelin, the Tom Grimm of the script.

Guila Adams heard as Grimm. Verne Smith (brother of Mar-

garette Shanna) as Bill Hartley.

There'll be an array of celebrities at the 25th anniversary dinner tendered Eddie Cantor and aired over Columbia . . . Jack Benny, Irvin Goldwyn-Mayer pictures, Governor Frank F. Merriam of California are a few who'll take part in the festivities and the broadcast.

We want to take this opportunity of wishing George Vogele success in his new work and of welcoming the new editor, Jimmy Rosenthal.

Mrs. G. M. Francis, Urbana, Ohio . Stan Conrad is now announcing at WCPO and Charles Koch is no longer doing radio work.

## GABRIEL HEATTER-HOST OF "WE, THE PEOPLE"

GABRIEL HEATTER, whose picture is carried on the front cover which later proved to be of inestimof this issue of RADIO DIAL, is winning new microphone honors this year as host of "We, the People," the program belonging to Mr. and Mrs. Average Citizen and broadcast Thursdays at 7:30 p.m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHAS, and WHIO.

Heatter is an opportunist. If he finds the slightest chance of turning a situation to his advantage his overwhelming ambition will embrace it. Consider the fact that he started his carrer at the age of 13 as a combination reporter and office boy at the munificent sum of five dollars weekly, paid by a Brooklyn paper. He decided to further himself in the journalistic field and when a banker absconded with his institution's funds Heatter saw a chance to scoop the town by locating the embezzler. By dint of some expert sleuthing he accomplished his objective and was rewarded with a job on a New York

He was a roving interviewer and his mont newsreels, and is also writing various assignments brought him into books.

which later proved to be of inestimable value when he assumed the guiding role on "We, The People."

He was sent to Albany to cover the capitol for his paper. Here he met with politicians and learned what made them tick. This was followed by a trip to Paris, where he acted as a correspondent for the Foreign Language Publishers' Association.

Among those, interested in his lucid comment was a radio official and he arranged for Heatter to return to the United States for broadcasts. Transposing his thoughts from paper to the air was second nature for the enterprising writer. He orated at length on diversified subjects, won the respect and admiration of listeners and went over the top when he ad-libbed for 90 minutes on the eve of the Hauptmann execution in New Jersey.

Today, Heatter, the office boy of yesterday, slightly gray but still bubbling over with enthusiasm, not only heads, "We, The People," over CBS but has several other commentating Heatter's energy knew no bounds. jobs, including the narration for Para-

# HITS of the WEEK

(All Rastern Standard Time)

SATURDAY, OCTOBER 30

Cincinnati Conservatory of Musica 11:30 a. m. WKRC to WABC-WHAS, WHIO.

San Francisco Opera. "La Traviata." Midnight to 1:00 a.m. NBC-WCKY

Marion Claire, soprano. Your Hit Parade. 10:00 p. m. WABC-WKRC, WHAS, WHIO.

SUNDAY, OCTOBER 31

Erna Sack, European Coloratura, makes debut on General Motors Concert. 8:00 p. m. NBC-WCKY, WIS.

John Gurney, bass-baritone. Rising Musical Stars. 10:00 p. m. NBC \_wsai, wsm.

Miriam Hopkins, movie star, on 'Silver Theater.' 5:00 p. m. WABC WKRC. WHAS, WHIO.

Bidu Sayao, Brazilian soprano. Ford Sunday Evening Hour. Eugene Ormandy, conducting. 9:00 p. m. WABC-WKRC, WHAS, WHIO. Theodor Mazaroff, tenor. Magic Key of RCA. 2:00 p. m. NBC-WLW,

WLS, WSM. Jan Peerce, tenor, and Sydney Foster, pianist. Radio City Music Hall. 12:30 p. m. NBC-WCKY, WLW,

MONDAY, NOVEMBER 1

Hilltop House. Starring Bees Johnson. Beginning Monday, November 1 (Monday through Fridays) 5:45 p.m. WABC - WKRC, WHAS, WHIO

Al Jolson, Ruhy Keeler. Burns and Allen Program. 8:00 p. m. NBC-WLW, WSM.

Richard Crooks, tenor. Voice of Firestone. 8:30 p. m. NBC-WSAI, WSM.

Albert Spalding, violinist. Philadelphia Orchestra. 9:00 p. m. NBC-WCKY, WLS.

#### TUESDAY, NOVEMBER 2

Gladys Swarthout, mezzo-soprano. Hollywood Mardi Gras. 9:30 p. m. NBC-WSAI, WSM.

Adolphe Menjou, Verree Teasdale, guests on Al Jolson's Show. 8:30 p. m. WABC-WKRC, WHAS,

George Bernard Shaw. "As I See It." 4:20 to 4:35 p. m. NBC-WCKY.

WEDNESDAY, NOVEMBER 3

BBC Symphony Orchestra. Arturo Toscanini conducting. 3:15 to 4:30 p. m. NBC-WCKY.

star. With Andre Kostelanetz's Orchestra. 9:00 p. m. WABC-WKRC, WHAS, WHIO.

#### THURSDAY, NOVEMBER 4

Jeanette MacDonald, Allan Jones and 20 other MGM picture stars. 9:00 to 10:00 p.m. NBC - WLW,

Rochester Philharmonic Orchestra. Jose Iturbi, conductor. 9:00 p. m. NBC-WCKY.

'American's Town Meeting of the Air." 9:30 p. m. NBC-WCKY.





remarkable feat performed weeks ago. Lee Goldsmith, program director, was en route to Columbus to see a football game one Saturemployee, was listening only to WCKY on the way. When, seemingly in a joking way, he heard Elmer Baughman and Mary Jane Dunphy mention that if he was listening he'd certainly call the sta-tion . . . he rushed to a phone booth. Sure enough the station had to talk to him. It seems stations to send personal messages Paul Kennedy doing a bang-up over the air-waves . . . but there job on WCKY. are ways and means of beating

If you're on the sidewalks of Cincy around 7 o'clock these nouncer . . . combined to make a mornings and see a pretty young thing . . . you can be sure it's one of the early femme entertainers

Thumbs up, too, for WSAI's announcer, Sammy Fuller... Sammy to WCPO's Six to Niners. Ruth does a nice job on the What's Lyons getting set for the Woman's Next show. Hour, or the diminutive Betty Arnold who acts as mistress of the WLW Mail Bag . . . this one of the oldest, if not the oldest WLW program. Many listeners have been corresponding with each other through this program for years and clubs have formed in many cities . . . in Cincinnati the Mail Bag Club gets together yearly for a round-up and get-acquainted meet. Ladies in charge change about once a year, and have included Sally Fisher, Mary Kessler, Flo Golden, etc.

ALONG THE MILKY WAY: George Sutherland's one-time WLW announcer, now spieling from WISN, Milwaukee. It didn't take Al Helfer long to find another audience. WCPO claiming the title of "world's largest newspaper of the air"... with their 15 newscasts a day. Did you know the

'CKY staff still talking about the | Six to Niners 'CPO show boasts twenty-six entertainers? Al Bland made his first airplane trip to Chi last week-end. Novelty Aces this week's new addition to WSAI's day morn, and being the faithful staff. At last the Mad Hatterfields crash through with a sponsor . . . the show's moving to an afternoon spot. Speaking of serial shows... We Live Again was temporarily discontinued last week . . . too bad. WKRC's staff getting out last year's false faces and costumes ... reason? Station's giving a Hallowe'en party at the Alms and every there's a radio ruling forbidding person is required to come masked.

> THUMBS UP: WSAI's Music For Madame. Organ . . . Ralph Nyland . . . short readings by anperfect after lunch fifteen minutes. Herschel Luecke at the organ.

More star shooting with the Astronomer next week, and, assusual, more peeps at people. THEME

At Topper Ballroom



Little lack Little, Cincinnati's gift to the musical world, will be heard with his orchestra at the Topper Ballroom, Music Hall, on Friday, Saturday, and Sunday nights, October 29, 30 and 31.

# EUGENE ORMANDY TO CONDUCT TEN FORD CONCERTS

Eugene Ormandy, who will direct ten consecutive Ford Sunday Evening Hour broadcasts starting October 31 over the Columbia network, including WKRC, WHAS and WHIO, at 9:00 p. m. (EST), is becoming America's most traveled conductor.

Since he will serve as conductor of the Philadelphia orchestra coincidental with his direction as conductor of the Ford Sunday Evening Hour this

season, necessitating flying trips to Detroit every week to keep his appointment, he will undoubtedly have clinched the title by the end of the concert season.

Refreshed after a summer's holiday in the Austrian Tyrol, Ormandy, just before he returned to these shores, directed concerts in Copenhagen and Stockholm, in addition to conducting the Bruckner Festival at Linz in Upper Austria. His appearance at Linz marked the second time he had conducted the Danube Festival.

Phil Baker is looking for another stooge to complement his present large staff of foils.

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# Miriam Hopkins To Star In Faith Baldwin's Story On "Silver Theater" Series

Faith Baldwin's amusing and dramatic, "P. S. She Got the Job," will fessional debut as a dancer, playing provide the vehicle for Miriam Hopkins in her appearance on the 'Silver Theater" program Sunday, October 31, over the WABC-Columbia network, including WKRC, WHAS, and WHIO from 5:00 to 5:30, p. m. (E.S.T.).

Glamorous Miss Hopkins, star of stage and screen, will step into the spotlight following the final appearance of Rosalind Russell and Jimmy Stewart in the four-episode comedy dramas, rather than depend on condrama, "First Love," which inaugu- densed versions of plays or moving rated the new dramatic radio series. pictures.

Miss Hopkins made her first proin vaudeville before making her Broadway appearance in the "Music Box Revue." Her first stage success, "Little Jesse James," brought her to the attention of film scouts, and she has devoted her talents to picture activities ever since.

Adhering to its announced policy "Silver Theater" will continue to tap the rich store of material that is contained in short stories and original

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WJR

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



### PROGRAMS FOR SATURDAY, OCTOBER 30





		22 72	(EASTERN STA	ANDA	RD TIME)				(CENT)	AL STANDARD TIM	AE)
	WCKY	WLW	W K R C		WSAI Cincinnati (1330 kc.)	WCPO Cincinnati (1200 kc.)	WHIO Dayton (1260 kc.)		WLS-WENR	WSM Nashville, Tenn. (650 kc.)	WHAS Louisville, Ky. (820 kc.)
6:30 6:45	(1490 w.)	Top o' the Morning.	Jerry Foy Sun Up Jamboree	6:30 6:45		Six-to-Niners	Breakfast Express	5:30 5:45	Smile A While		
	Tick Tock—Seven	Morning in Mountains Family Prayer Period.	Sing Before Breakfast	7:00	Morning Prayer	WCPO News		6:00			Asbury College
7:30 7:45	Morning Round Up	WLW Mail Bag Doc Schneider's Texans	Dow's Dawn Patrol	7:30 7:45	0	10 10	Musical Review		Sing, Neighbor, Sing	Curly Fox	Kentucky Mountainers Salt and Peanuts
8:15	Norsemen N Liebert Ensemble N		11 11	8:15	Good Morning Melodies N	Six to Niners	WHIO Almanac Voice of the Organ	7:15	News Report Evelyn & Hilltoppers	Golden West Cowboys WSM News	Early Morning Jamboree
8:30 8:45	News for Executives Lucifle and Lanny N	Cornbread and Caviar	Woman's Hour		To be announced				Morning Devotions Jolly Joe's Pals	Familiar Melodies N	
9:00 9:15 9:30		41 11	Ray Block, piano C Eton Boys C Musical Calendar	9:15	The Wise Man N Streamliners N	Musical Menu		8:15	Lulu Belle & Scotty News Report	49 11	Sam, Gil and Louie Eton Boys C Richard Maxwell C
9:45	Sweethearts of Air N	Synagogue of the Air	Fiddler's Fancy C	9:45	What Next	" "	Richard Maxwell C	8:45	Morning Roundup	11 14	Meador Lowry—News.
10:15		Bill Krenz's	the Console C Let's Pretend C	10:15	Nancy Swanson N Charioteers N Knot Hole Club	Gene Austin Kiddies Karnival	Newhio Flying Club Fred Fiebel, organ C. Let's Pretend C	9:15	Junior Stars Program Big Gumbo Program	Homemaker's Chat Bill Kranz's	
10:45	Bill Krenz's Orch, N Household Hour and	Orchestra N News; Live Stock	All-Maryland High /	10:45	Ed. Fitzgerald M	WCPO News	Maryland High School	9:45	News and Markets High School Parare	Orchestra N	Maryland High School
11:15 11:30			Cincin'ti Conservatory	11:15 11:30	Half Past Eleven N	Merry-Go-Round	Bureau of Recreation . Cin'ti Cons. of Music C	10:15 10:30	Priscilla Pride	Minute Men N Our Barn N	
-	Coon Creek Band	Academy of Medicine	of Music Program .	12:00	Kentucky Clocker	WCPO News	Farm Review		Fanfar Interview	Call to Youth N	Luoisville School
12:30	Brick Holton, tenor N National Farm and	Farm and Home	George Hall's		Rex Battle M	Man on the Street	News Listener Speaks	11:30	Chuck, Ray, Christine For People Only	WSM News National Farm and	of Music
1:00	Home Hour N	Hour N	Orchestra C The Captivators C Jimmy Shields C	1:00	Happy Jack M Escorts and Betty N		News, Weath'r, Mark's Captivators C Don Jennings	12:00	Poultry Service Time Curly & the Ramblers.	Home Hour N	Captivators C  Jimmy Shields C
1:30 1:45	Our Barn N	Campus Capers N	Buffalo Presents C	1:30	Dick Stabile's Orchestra M	From Hawaii	Buffalo Presents C	12:30	Grain Market Livestock Market Rev'w	Banner Newshawk	Livestock; Weather
2:15	Movieland News Club Matinee N	Your Host Is Buffalo N	Madison Ensemble C Ann Leaf at the	2:15	Palmer House Ens. M Three Graces M	Siesta	Madison Ensemble C Ann Leat at the	1:15	Home Talent Acts The Old Timers	Club Matinee N	Madison Ensemble C. Ann Leaf, organ C
2:30 2:45	Louis Panico Orch. N	Notre Dame vs. Min-	Organ C	2:30 2:45	To be announced	University of Cin- cinnati vs Indiana	Organ C		Home Talent Program Kentucky Girls	To be announced N .	Tours in Tone C
3:00 3:15	Football Game	nesota Football	Down by Hermans C	3:00 3:15	0 0	Football Game	Down by Herman's C	2:00 2:15		0 0	Down By Herman's C
3:30 3:45	H H	11 11	Walfzes 'f the World C Notes and News	3:45		11 11	Waltzes of the World C Dictators C	2:45	" "	" "	Waltzes of World C Dictators C
4:00 4:15	0 0	11 11	Dictators C	4:00 4:15 4:30	" "	11 41	Dancepators C	3:00 3:15 3:30	11 11	11 11	" "
4:30 4:45 <b>5</b> :00	44		The Dancepators C  Count Basie's	4:45 5:00		Jam for Supper	Count Basie's	3:45 4:00	0 0	Vagabond	The Dancepators C
5:15 5:30	10 14	Kaltemeyer's	Orchestra C	5:15 5:30		Jam for Supper	Orchestra C . Geo. Olsen's Orch. C	4:15 4:30	10 10	Adventures N Kaltenmeyers Kinder-	
_	H. Middleman's Or. N	140	Orchestra C				Pigskin Parade	4:45		garten N	11 11
6:15	Rakov's Orchestra N Press Radio News N	n u	Colum. Concert Hall C Dick Bray—Sports Sports Resume C	6:15	El Chico Revue N	Art Tatum	Hall; News C	5:15	Rakov's Orchestra N	Rhythm Time Sunday School Lesson News Summary	Meador Lowry-News.
6:45	Johnny O'Brien N Message of Israel N.	Alfred Gus Karger Renfro Valley	Fighting Crime C Saturday Swing	7:00	Orchestra	Musically Speaking	Fighting Crime C Saturday Swing	5:45 6:00	Football Scores Message of Israel N.	Asher and Little Jim'y	Fighting Crime C
	Eddie Varzo's		Session C	7:30		Rosens' Rangers	Session C	6:15 6:30	Community Fund	Piano Duo N	Dr. Charles Welch The Carborundum
8:00 8:15	Orchestra N	Believe-It-Or-Not Ripley N	"Your Unseen Friend" C	8:00 8:15	Hi There Audience M	WCPO News  Better Sportsmanship.	Your Unseen Friend C		Eddie Varzo's Orch. N	Francis Craig's Orch.	
8:30	Paul B. Sullivan Nola Day N	Jack Haley's Variety	Johnny Presents C		Lairs Barn Dance	Fourth Downs	Johnny Presents Russ Morgan's Orch. C		Barn Dance Party	Jack's Mountaineers Vagabonds	Friend C
9:00 9:15	WCKY News	National Barn Dance N	Professor Quiz C	9:00 9:15	Louisiana Hayride M .	WCPO News	Professor Quiz C	8:00	National Barn Dance N	Possum Hunters	Professor Quiz C
9:30	Front Page Dramas Bordertown Barbecue	11 11 40 16	Personalities on Par Ye Musical Moments		Arlie Simmond's Orchestra	11 11	Curtain Calls	B:30 8:45	" "		Saturday Serenade C
10:15	" "	Jamboree N	Your Hit Parade C	10:00		WCPO News	Your Hit Parade C	9:15		Sarie and Sallie Delmore Brothers	Your Hit Parade C
10:45	Sfreamline Kevue		Parade of Motordom C	10:45	Frenchy Graffolier	Cotton Club Orch	Newspaper of the Air		Hometown Memories.	A STATE OF THE PARTY OF THE PAR	Joseph D. Scholtz
11:15	Jerry Blaine's Orch.—	Roger Pryor's Orch	Ross Pierce's Orch Benny Goodman's Orchestra C	11:00 11:15 11:30		Dance Awhile	Benny Goodman's Orchestra C	10:00		The Mountaineau	Mr. All
	Park Central N		F. Master's Orch. C		Orchestra	WCRO	F. Master's Orch. C	10:4		14	

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

WLW

7:00—Message of Israel: Rabbi Israel Gold-stein, guest speaker. Organ music. WJZ WLS WCKY kdka whk wave wire wham

WCKY

-Top Hatters Dance Band. WEAF wgy wtam

wmaq who wdaf kyw
—Saturday Night Swing Club. (From Hollywood). WABC WKRC WHIO wbbm wgar wfbm kmbc wadc wwva wsfa wwl wcco

wfbm kmbc wadc www a wsfa wwl wcco
7:20—Football Scores, WEAF only
7:30—Eddie Varzo's Orchestra. (NBC) WCKY
WLS kdka wtam wowo
—Luboschutz and Nemenoff, piano duo.
(NBC) WSM wgy wtam wmaq
-Uncle Jim's Question Bee—Jim McWilliams,
conductor, WJZ wgy wmaq kdka wtam
—The Carborundum Band, WABC WKRC
WHAS wcco wcau wgar wbt wadc wbbm
wir

wire—Steinie Bottle Boys. WEAF only
7:45—Jean Sablon, songs. WEAF wgy włam
wmaq who wdaf kyw
B. A. Rolfe's Orchestra and guest stars.
kyw wire kstp wbap wdaf
8:00—Robert L. (Believe-It-Or-Not) Ripley.
8. A. Rolfes' Orchestra and guest star.
WEAF WLW wgy włam wmaq wwi wave kyw kstp wbap

WKRC

-"Your Unseen Friend" with Harry Salter's Orchestra. WABC WHAS WKRC WHIO wcau wbbm wir wwa wadc

Al Roth and his Orchestra and soloists. WJZ WCKY whk wave wire wham 8:30—Linton Wells—descriptive comments and reminiscences of a newspaper man. WJZ kdka whk wave wham wowo

Ack Haley's Variety Show, with Virginia Verrill, blues singer; Warren Hull, master of ceremonies of ceremonies; Wendy Barrie, comedienne; Td Fio Rito's Orchstra. WEAF WLW wgy wtam wmaq kyw wijkstp wave wbap wdaf wire

—Johhny Presents: Russ Morgan's Orchestra;

-Johhny Presents: Russ Morgan's Orchestra;
"City Desk," dramatization; Frances Adair
and Glenn Cross, vocalists; Mixed Ensemble.
WABC WKRC WHAS WHIO wir wbbm

wgar wfbm kmox wgst wcco wcau wadc wwa wbt 8:45—Nola Day, songs. Norman Cloutier's Or-chestra. WJZ WCKY kdka whk wire wham

wowo
:00—"Professor Quiz," with Bob Trout.
WABC WHAS WKRC WHIO wir wbbm
wgar wfbm kmbc wcau kmox wadc wbt
wwl wcco wgst
-Alka-Seltzer National Barn Dance: Henry

Burr; Verne Lee and Mary; Hoosier Hot Shots; Novelodeons, male trio; Sally Fos-ter; Lula Belle and Arkie, songs; Uncle Ezra, WJZ WLW WLS kdka wham whk wave wfla wbap

WCPO

WSAI

-Concert Orchestra—H. Leopold Spitalny, conductor. WEAF wgy wtam wmaq who wdaf

wdaf

1:30—Saturday Serenade. (CBS) WHAS wcau
wgst wir wbbm wgar wfbm kmbc kmox
wwa wbt wsfa wwl

—Among Our Souvenirs. WABC only

—Special Delivery, a dramatic sketch with
Marion Randolph. WEAF kyw wgy wfam
wmag wdaf wwi ksth who

Marion Randolph, WEAF kyw wgy wtam wmaq wdaf wwj kstp who 10:00—"Your Hit Parade"; Marion Claire, soprano, guest. Al Goodman's Orchestra; Songsmiths, male quartet; Freddie Gibson and Stuart Allen, vocalists. WABC WKRC WHAS WHIO wbbm wfbm wgar kmbc wcau kmox wadc wsbt wwva wjr wgst wwl wcco

-Gun Smoke Law: Dramatization by Wilbur Hall. WJZ WCKY whk wave wire wham —NBC Jamboree: Harry Kogen and his Or-chestra, with guest artists. WEAF WLW wgy wtam wmaq who 10:30—To be announced. WJZ whk wave wire

wham 10:45—Parade of Motordom. WABC WKRC wbbm wgar wfbm kmbc kmox wadc wsbt wwva wbt wsfa wwl wcco 11:00—Carlos Molina's Hotel Stevens Orches-

tra. WEAF wgy wtam wmag who wdaf kyw -Esso Néws Reporter. WJZ only -Rita Rio's Hollywood Restaurant Orchestra.

WLS-WENR

WHIO

-Rita Rio's Hollywood Restaurant Orchestra. (NBC) whk wave wham 11:05-Rita Rio's Hollywood Restaurant Orchestra. WJZ WCKY whk wave wham 11:15-Benny Goodman's Orchestra. WABC WKRC WHIO wir wbbm wgar kmbc wcau kmox wadc wsfa wcco wwva 11:30-Al Donahue's Rainbow Room Orchestra. WEAF wgy wtam wmaq who wdaf kyw —Jerry Blaine and the Park Central Hotel Orchestra. WJZ WCKY wire wave wham whk

whk 1:45—Frankie Master's Orhestra. WA8C WKRC WHIO wjr wbbm wgar wfbm wcau

MIDNIGHT—Eddy Rogers' Rainbow Grill Or-chestra. WJZ WCKY WLW whk wave wire wham

-Ran Wilde's Netherland Plaza Hotel Or-Ran Wilde's Netherland Plaza Hotel Orchestra. WEAF wgy wtam wmaq who wdaf
Richard Himber's Esser House Orchestra.
WABC WHAS WKRC WHIO wir whk wtbm
kmbc wcau kmox wadc wsfa wbbm
12:30—Blue Barron and his Southern Tavern
Orchestra. WEAF WLW wgy who wdaf
wtam wmag kww

wtam wmaq kyw -Joe Reichman's Cocoanut Grove Orchestra.

will be presented under the general title, "As I See It." The widest scope has been allowed the speakers to assure the greatest variety of viewpoints. Later speakers in the series will be Grace Fields, Lady Nancy WJZ WCKY kdka wave wire wham

-8ob Crosby's Orchestra. WABC WKRC
WHIO WHAS wir wgar wfbm kmbc wbbm

Wells, Ian Hay and others. Astor, Margaret Bondfield, H. G.



appropriate subtitle for that soap drama featuring Edward G. Robinson and Claire Trevor. Titled "Big Town," the opus is just a small-time melodrama. This business of casting high-priced stars in a bargain-basement play has turned up so often in radio drama "created" by Hollywood that it's becoming monotonous. About the only thing that distinguishes the Robinson-Trevor epic is its newspaper setting. The purpose seems to be to show up the seamy side of the press. That's quite understandable, relations between broadcasting and the newspapers being what they are. There's also much about the press that needs debunking. But for radio to throw stones is something else again. I seem to remember an old proverb about glass houses.

Wilbur Evans is just what Jeanette MacDonald's program needed. He really can sing, without the prop of a movie reputation. He ought to be used more often.

The March Of Time's shift to an earlier hour (NBC-WCKY, Thursday, 8:30 p. m. (E.S.T.) has bettered the position of that crack feature very much. It can now be heard by many more listeners. The remarkable thing about the March is its consistent excellence. Week after week and year after year, it does a superb job. When you stop to think how few programs do that, the March is just about in a class by itself.

When so many pioneer sports broadcasters have faded from the air, it's gratifying to note that Quinn Ryan is still among those present. Quinn made radio history at WGN back in the early days. And his gridiron work for MBS this season is as good as any. He's not only vivid, but accurate. Unlike some of the thrillat-any-price. sophomores who might be mentioned, he doesn't hesitate to say honesty is as refreshing as it is rare.

Speaking of sports, radio's football nemesis is still here: meaning the confusion between a touchback and a stress of a game. But it's a horse of a what listeners think of it all.

"What's in a name?" would be an | different color when a post-mortem, presumably compiled by experts, glibly gives a team credit for scoring two points on a touchback. Maybe the "experts" ought to read the book on football given away by the sponsor of the post-mortem.

> When you've got something good, why change?" seems to be the sensible policy of the Carborundum Band. Here it is starting another season, just as it has done these many years. Sponsors who run around in circles looking for novelty, please note. The only discernible difference this season is that the program is still better. The band has more finesse, and the quality of the pickup is further improved over last year. The very fact that it's a band gives it distinction.

> Ed Thorgerson might get hy with his sport intrusions on Lowell Thomas if he didn't have to follow Bob Newhall. More than once re cently the "old trapper" has paid his respects to the grandstand experts, only to have the "thundered" come along with a perfect example.

> Maybe there's some sense to this mad broadcasting business after all. That cautious remark is prompted by Rising Stars (NBC-WSAI, Sunday, 10 p. m. E.S.T.). After desperate experimenting with variety, the sponsor has settled on a program of real music played by Alexander Smallen's excellent orchestra, and featuring unballyhooed soloists. The fact that these soloists are above the crooner grade adds the last touch of pleasure. Considering the dreary sameness of most programs, this sort of thing is real variety.

Paul B. Sullivan's News and Views of Religion (WCKY, Saturday, 8:30 p. m. E.S.T.), is a worth while addition to local schedules. Religion a game is dull when it is dull. Such has had few breaks on the air recently. And a reportorial treatment of the subject is always welcome.

Phil Baker's return to the air prompts the suspicion that "Beetle" safety. That can be excused, in the may come pretty close to expressing

# RACHMAN

SATURDAY AT 8:30-CINCINNATI SYMPHONY ORCHESTRA

EUGENE GOOSSENS, Conducting

MUSIC HALL TICKETS AVAILABLE AT \$1.50 TO \$2.25 Starting Tuesday at WURLITZER'S, 121 E. 4th St. CHerry 2538

# One of the Old Trapper's Souvenirs X RACHMANINOFF,



Col. Bob Newhall, master of ceremonies of the "Saturday Afternoon Football Jamboree" over WLW and the WLW Line, takes time out to show his Philippine straw hat to members of the cast. The hat, worn by General Aguinaldo when that Filipino surrendered to American troops under General-Fred Funston, has been in Newhall's possession since the surrender.

In the picture, seated are Jimmy Leonard, announcer; Newhall; Peter Grant, Announcer, and Jack Leland, the "man from Hollywood." Surrounding are Miss Mary Paxton, the singing coed, and members of the Collegians, also heard on the program.

# **GUEST SOLOIST** WITH SYMPHONY

many as the greatest contemporary Russian pianist and composer, will be the first soloist of the new season of the Cincinnati Symphony Orchestra, in Music Hall. He will be heard with the orchestra on Friday afternoon at 2:30, and Saturday night at 8:30, October 29 and 30.

Rachmaninoff's selections with the Cincinnati Orchestra will include Beethoven's Concerto No. 1 in C major, and a composition of his own, Rhapsodie for piano and orchestra. Other selections on the program will include Handel's Overture to the 'Occasional Oratorio"; Prokofieff's "Classical Symphony"; and Richard Strauss' Tone Poem "Don Juan."

Reservations for the concerts may be made by communicating with Ralph Kunkle, ticket manager, Symphony ticket office, 121 E. Fourth street, Cincinnati.

Gabriel Heatter is lining up the most unusual of his unusual, the People" guests for a series of motion picture short subjects.

In her eight years on the air Kate Smith has signed more than 25,000 autographs after broadcasts and inscribed even more photographs.

# "RED" BARBER

# is coming to your house

Now The Strietmann Baking Company brings you "Red" Barber "The Man In Your Neighborhood"—in person. Yes, "Red" will be dropping in to talk with you right in your own home over the air. Watch for him! And in the meantime, listen to your neighbors talk of cabbages and kings in this new series, Monday through Friday, 1:00 to 1:15 P. M., over

# NSAI

CINCINNATI'S OWN STATION

THE CROSLEY RADIO CORPORATION

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





### PROGRAMS FOR SUNDAY, OCTOBER 31





			(EASTERN STA	NDA	RD TIME)				(CENTR	AL STANDARD TIM	E)
_	WCKY	WLW Cincinnati (700 kc,1	WKRC		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 kc.)
7:30 7:45				7:30 7:45		Sweet and Lovely		6:30 6:45	11 11 11 11 11 11 11 11 11 11 11 11 11	***************************************	
8:00 8:15 8:30 8:45	lone Pictures N .	Norsemen Quartet N Benno Rubinoff N Church Forum	day School Lesson	8:00 8:15 8:30 8:45	William Meeder N  Kidoodlers N  Animal News Club C.	Gladys and Mary Enquirer's Uncle Bob .	Sunday Morning Concert Christian Tabernacie	7:00 7:15 7:30 7:45	11 11		
	Coast to Coast N	Children's Hour N.	God's Bible School	9:00 9:15 9:30	Nagel's Rhumba Orchestra N Sermonette and Hymn	WCPO News For Mother and Dad	Sunday Morning at Aunt Susan's; News C	8:00 8:15 8:30	Everybody's Hour, conducted by John Baker	Harold Nagel's Orchestra N Melody Hour N	Sunday Morning at Aunt Susans C
9:45 10:00	Russian Melodies N	Russian Melodies N	Church of the Air C.	9:45	Time	Hillbilly Hullabaloo.	Church of the Air C.	8:45 9:00	Little Brown Church,	Radio Pulpit N	Meador Lowery-News. Church of the Air-
10:15 10:30 10:45	Dreams of Long Ago N	Novelty Aces	W. Brown, from WGAR C	10:15 10:30 10:45	Church Service  Music and American  Youth N	4 11	W. Brown—String Ensemble C	9:15 9:30 9:45	Dr. Holland WLS News Report	News Summary Fidelis Class—First	Sunday Jail Service
11:00 11:15 11:30	Alice Remsen N Neighbor Nell N Second Guesses N	Cadle Tabernacle Choir Rural Roundup		11:00 11:15 11:30	Remember When	Amateur Revue	The Texas Rangers C Major Bowes Capitol		"Folks Worth Knowing" WLS Concert	Baptist Church Green Bros. Novelty Orcestra N	Temple Adath Israel  Major Bowes' Capitol Family C
	Southernaires N	10 10	Major Bowes' Capitol Family C	11:45	11 11	WCPO News	Theatre Family C	11:15		West End Methodist	Salt Lake City Choir C
12:30 12:45	Music Hall	Radio City Music	Ship of Song	12:30 12:45 1:00	Canal Days	Stars	Salt Lake City Tabernacle Choir C. WHIO News	11:45	Helen Jensen, organist Radio City	Paul Martin •and	Church of the Air C
1:15 1:30 1:45	10 10	Smoke Dreams	Poet's Gold C Pantage's Hollywood C	1:15 1:30 1:45	Music for Madame Ted Weem's Orchestra M	Deutsche Lieder	Concert Miniatures Poet's Gold C Pantage's Hollywood C		NBC Spelling Bee N	Smoke Dreams, N	Poet's Gold C Trend of the Times
2:00 2:15 2:30	41 11	Magic Key of RCA N	Romany Trail C L. White Entertains C St. Louis Serenade C	2:00 2:15 2:30 2:45	Back Home N	Cin Model (Prof.	Sunday Players  Hymns and their History	1:00 1:15 1:30 1:45	of R. C. A. N	Magic Key of RCA N	The Rangers
3:00 3:15		Polly Pretends	Philharmonic Symphony Society of New York —John Barbirolli,	3:00 3:15 3:30		News Between Halves.	Philhermonic Symphony Society of New York C	2:15 2:30	Sen. Fishface—Prof.	Reel N	Philharmonic Symphony Society C
	Movieland News Sunday Vespers N	Romance Melodies N.	conductor C	3:45 4:00 4:15	Review of the News.	11 11 11 11 11 11 11 11 11 11 11 11 11	Barn Dance and Variety Revue	3:15		16 11	11 11
4:30	Beth Chandler N Movieland News	Church by the Side of the Road	"Silver Theatre"—	4:30 4:45 5:00	League M	Your Favorite Band	Silver Theater—	3:30 3:45 4:00	Rhythm in the Air Ranch Boys, trio N Metropolitan Opera	Lutheran Hour M  Metropolitan Auditions	11 11
5:15	Auditions N	The Time of Your	Miriam Hopkins C. Hits of the Week	5:15 5:30 5:45	Hits of the Week	Prof. Leo Stoffregen Reading G'pel Tabe'e	Miriam Hopkins C On Wings of Song News; Clara Oglesby	4:15 4:30 4:45	Auditions N Smiling Ed.	of the Air N	Miriam Hopkins C Guy Lombardo's Orchestra C
6:15 6:30		Around the World Court of Human	Joe Penner C	6:00 6:15 6:30 6:45		WCPO News Emma Scuily Church Federation	Lyman, organ Stars of Broadway Seymour Simon's Romantic Rhythm C	5:00 5:15 5:30 5:45	Sach's Amateur Hour		Joe Penner — Jimmie Grier's Orche C Romantic Rhythm C
7:00 7:15 7:30	Popular Classics N  Baker's Broadcast N	Relations  Jack Benny and Mary Livingstone N Songs You All Sing	Open House — Jean- nette MacDonald C Gulf Oil—Phil Baker C	7:00 7:15 7:30	Roger Pryor's Orchestra Fireside Recitals N	The Muses	Open House with Jean- nette McDonald C Phil Baker; Oscar	6:00 6:15 6:30	Popular Classics N Ozzie Nelson's	Jack Benny and Mary Livingstone N Baker's Broadcast with	Jeanette MacDonald- Vick's Open House C Phil Baker; Oscar
7:45 8:00 8:15 8:30 8:45	phony Concert N	Don Ameche and Edgar Bergen N	City Charter Committee Birthday Party C		Ran Wilde's Orch  Benny Davis' Stardust Revue M  Wayne King's Orchestra M	Rainbow Trio Hahn Reporter Jack Abrams Sunday Swing	Bradley's Orch. C Columbia Workshop C Birthday Party with David Ross C	7:00 7:15 7:30 7:45	General Motors Symphony Concert N	Edgar Bergen and Don Ameche H	Bradley's Orch. C Columbia Workshop C  Birthday Party with David Ross C
9:00 9:15 9:30	Concert Hall of	Woodbury Presents Tyrone Power N Jergens Program N Jack Randolph	Ford Sunday Evening Hour: 8idu Sayao soprano, tenor C.	9:00 9:15 9:30 9:45	Manhattan Merry-Go- Round N American Album of Familiar Music N	News Review Republican Committee Tomorrow's Rhythms	Ford Sunday Evening Hour: Bidu Sayao, soprano, tenor C	8:30	Woodbury Presents Tyrone Power N Jergens Program N Irene Rich N		Ford Sunday Evening Hour: Bidu Sayao, soprano, tenor C
10:00 10:15 10:30	World Salon Orches- tra; News Cheerio N		Republican Committee Hollywood Showcase C Newscast—Lee Bland Ross Pierce's Orch	10:00 10:15 10:30 10:45	Rising Stars N  Morton Gould's Orchestra M	WCPO News Claude, Thompson's Ambassadors Cotton Club Orchestra	Hollywood Showcase C "Headlines and Bylines" C	9:00 9:15 9:30	Foundation Program N  Vocal Varieties  Vierra's Hawaiians	Rising Stars N	Vocal Varieties  Harry Currie's  Orchestra  Broadway Stars
11:15 11:30	Press Radio News N. S. Williams' Orch. N. Eddie Varzos' Orchestra N	Paul Sullivan Harry Candullo's Or. Little Jack Little's Orchestra	Jay Freeman's Orch	11:00 11:15 11:30 11:45	Harry Candullo's Orchestra Arlie Simmond's Orchestra	WCPO News	Jay Freeman's Orch. C Cab Calloway's Orchestra C	10:00 10:15	News: Globe Trotter Earl Hines' Orch Eddie Varzo's	Irene Rich N	Meador Lowery-News. Cab Calloway's Orchestra C
	WCKY	WLW	WKRC		WSAL	WCPO	WHIO	1	WLS-WENE		WHAS

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

NOON-Dorothy Dreslin, soprano; Fred Huf-smith, tenor. WEAF WSAI wgy wtam smith, tenor.

wmaq who wdaf

Southernaires: Negro Male Quartet. WJZ

WCKY WLS wgar wave wire wham

12:30—University of Chicago Round Table
Discussion: Current topics; guest speakers.

WEAF wgy wtam wmaq who wdaf

Radio City Music Hall of the Air: Symphony Orchestra and soloists. WJZ WCKY

WLW (WLS on 1:00) wgar wave wire wham

Salt Lake City Tabernacle Choir and Organ. WABC WHAS WHIO wfbm kmox

wcco

gan. WABC WHAS WHIO wfbm kmox wcco
1:00—Church of the Air: Rev. Martin Hegland, Ph. D. (Lutheran). WABC WKRC WHAS wir wcau wadc wsbt wsfa wcco—Paul Martin and his Music. WEAF WSM wmaq wtam who wdaf kyw
1:30—Poet's Gold—David Ross and Orchestra. WABC WHAS WHIO WKRC wadc kmbc wwva wgar wfbm kmox
—Tuskegee Institute Choir Concert by 100-voice choir, director William L. Dawson, composer, conductor. WIII was wire wham whk
—Smoke Dreams: Orchestra and guest artists. (NBC) WLW WSM wmaq kstp kvoo who wdaf wtam

wito wdaf wtam 45—"Lloyd Pantages Covers Hollywood." WABC WKRC WHIO wir wbbm wfbm kmbc

2:00—The Magic Key of R. C. A.: Symphony Orchestra, direction Frank Black; Milton J. Cross, m. c.; Linton Wells, journalist, speaking from New York, interviewing a celebrated journalist in a pickup from abroad; guest artists. WJZ WLW WLS WSM kdka whk wfla kvoo wfaa wham wave

wowo
—Sunday Drivers: Variety program, with
Fields and Hall, m. c.; novelty orchestra,
and Frances Adair, soprano. WEAF wgy
kyw wtam wmaq who wdaf
—Romany Trail. WABC WKRC wir wfbm
kmox wadc wbt
—"The Fun Bug." (CBS) wbbm kmbc wcco

2:15-Lew White Entertainers. WABC WKRC 2:30—Back Home, dramatic sketch. WEAF WSAI kyw wgy wwi wtam wmag who wdaf wire —5t. Louis Serenade. WABC WKRC (WHAS on 2:45) wir wfbm kmbc kmox wadc wsbt wbt wcco wgar

wht wcco wgar

3:00—Philharmonic Symphony Society of New
York: John Barbirolli, conducting; Deems
Taylor, commentator. WABC WKRC WHIO
WHAS wir wgar wfbm kmbc kmox wadc
wsbt wbt wcco
—The Redio Newsreel, with Parks Johnson
and Wallace Butterworth interviewing persons in the week's headlines. WEAF WSAI
WSM wgar wtam kyw wgy wwi wmaq kstp
wdaf

wdaf

On Broadway: Dramatic sketch of every-

day folk on the famous street. WJZ WCKY kdka whk wham

There Was a Woman—Dramatic presentation of the women in the lives of famous men. (NBC) WLS wave wire

:30—Senator Fishface and Prof. Figgsbottle. WJZ (WCKY off 3:45) WLS kdka wave wire

Bicycle Party; Swor and Lubin, blackface comedy team; Sill Slater, sport commentator and m. c., interviewing sport celebrities; Bert Whaley, baritone; Hugo Mariani and his Orchestra, WEAF WSM WLW wave wgy wtam wire wmaq kstp kvoo kyw wwi who wdaf wfla wfaa

1:00—Sunday Vespers. "Man's Critical Need of Interior Stability". Dr. Harry Emerson Fosdick. Male quartet, direction Charles A. Baker. WJZ WCKY WLS WSM whk wave wire wham

Romance Melodies: Orchestra, dierction Roy Shields, with Ruth Lyon, soprano; Charles Sears, tenor. WEAF WLW wgy wdaf kyw wwj wtam wmaq wire

4:30—The World Is Yours: Dramatization. Program under auspices of Smithsonian In-stitute. WEAF wgy wtam wmaq wdaf kyw wwj

-Beth Chandler, songs. WJZ WCKY whk

4:45—Dog Heroes, dramatic sketch. Harry Swan and Effie Palmer. WJZ —Ranch Boys. (N8C) WLS whk wave wire

6:00—Joe Penner with Jimmie Grier's Orchestra: Gene Austin, tenor; Julie Gibson, vocalist, and Coco and Malt, comedians. WABC WKRC WHAS wir wfbm wgar wcau wbt wcco wbbm

Original Microphone Plays. WJZ WCKY wave wire wham wowo whk

Catholic Hour: "The Lord of the World," Rev. Wilfred J. Parsons, S. J., Georgetown University, Washington, D. C. Paulist Choir, direction Father Finn. WEAF WSM wgy wtam wmaq wwi who wdaf kyw
6:30—"Romantic Rhythms": Seymour Simon's Orchestra; Selly Nelson, balladist; Barry

Air: Wilfred Pelletier conducting the Metropolitan Opera Orchestra and guests. WJZ WCKY WLS WSM wham kdka whk

WJZ WCKY WLS WSM wham kdka whk wowo wfla wave kvoo wbap wgy -Ry-Krisp Presents Marion Talley; Orchestra direction Josef Koestner. WEAF WSAI wmaq kyw wire wwj wgy wtam kstp who wdaf

-Silver Theater: Miriam Hopkins in "P. S. She Got the Job." Conrad Nagel, director and narrator, dramatic sketch, WABC WKRC WHAS WHIO wcau wcco wgar wfbm kmox wadc wbbm wir kmbc wgst wwl

30—Guy Lombardo and his Orchestra. WABC WHAS wir wgar wfbm kmbc wcau

WABC WHAS wir wgar wfbm kmbc wcau kmox wwva wwl

-The Time of Your Life—Sheila Barrett, Joe Rines, comedian and orchestra leader; Graham McNamee, m. c.; WEAF WLW kyw wgy wire wmaq who wdaf wwi kstp

-Sunday Afternoon with Smiling Ed. McConnell; Robert Trendler's Orchestra and choral group. WJZ WCKY WLS WSM whk wham wave

5:00-Metropolitan Opera Auditions of the

McKinley, baritone; Basil Ruysdale, m. c. WABC WKRC WHAS WHIO wir wbbm wgar wfbm kmbc wcau kmox wbt wwi wwva wadc wgst wcco

-Thomas E. Dewey Citizen's Committee; WJZ only

-A Tale of Today, sketch. WEAF wtam wmaq wgy kyw -Green Brothers Novelty Orchestra. (NBC) kdka whk wave wire

6:45—Green Brothers Novelty Orchestra, WJZ kdka whk wave wire

7:00—Vicks Open House with Jeannette Mac-Donald and Wilbur Evans. WABC WHIO WKRC WHAS wgar wir kmox wadc wbt

wcco

Jell-O Summer Program, starring Jack
Benny, comedian, with Mary Livingstone;
Kenny Baker, tenor; Sam "Schlepperman"
Hearn; Phil Harris' Orchestra, Andy Devine
and Don Wilson. WEAF WLW WSM wave
wire wmaq kyw wgy wtam wwi who wdaf
kstp kvoo

Popular Classics. Laura Castellano, soprano; Margaret Brill, harpist, and orchestra. WJZ WCKY WLS kdka whk wave wire
wham

wham 7:30—Phil Baker, comedian and Oscar Brad-ley's orchestra and guests. WABC WKRC WHAS WHIO wfbm wir wgar wcau wadc wsbt wwva wbt wsfa

-Fireside Recitals, featuring Helen Marshall, soprano; Sigurd Nilssen, basso; Frank St. Leger, planist-composer. WEAF WSA & wmaq wgy wdaf wtam ww] who wire

(Continued on page II)





### PROGRAMS FOR MONDAY NOVEMBER 1





Concession   Tisse star   Character   Tisse star		,		(EASTERN STA		(CENTRAL STANDARD TIME)						
Samp											WSM Nashville, Tenn. (650 kc.)	WHAS Louisville, Ky. (820 kc.)
							Six-to-Niners	Breakfast Express		Smile A While		
2-25   Section   1-25	7:00 7:15 7:30	O'Clock	Morn'g in the Mount's Prayer Period Sing, Neighbor, Sing.	Sing Before Breakfast. Early Edition News Dow's Dawn Patrol	7:15 7:30 7:45	Early Express	WCPO News	Little Tom	6:15 6:30 6:45	Ky. Girls & Ramblers Sing, Neignbor, Sing Pat and Henry	Stamps Baxter Quartet Delmore Brothers	Salt and Peanuts
19.55   19.56   19.5	8:15 8:30	Wm. Meeder N News for Executives	Peter Grant-News Before Breakfast	Woman's Hour	8:15 8:30 8:45	Melodies N	Six-to-Niners	Dunker's Club	7:15 7:30 7:45	Pokey and Arkie Morning Devotions. X Jolly Joe's Pals	Do You Remember? N	Jamboree
	9:15 9:30	London Stock Market	Hope Alden's Rom'ce Lady Be Good	Newscast  Musical Calendar  Bachelor Children C	9:15 9:30 9:45	Streamliners N What Next	Musical Menu	Metropolitan Parade C Municipal Court Rhythm, Sweet & Hot	8:15 8:30 8:45	Lulu Belle and Scotty News Report	04 (e 04 De	Meador Lowery-News.  Jackson Family  Bachelor's Children C.
11:39   Murdeck Williams   Carols Romance C   16:30   The Road of Life N.	10:15 10:30 10:45	Vaughn de Leath N Monticello Party Line. Viennese Sextet N	All the Answers Betty and Bob Houseboat Hannah	Myrt and Marge C Tony Wons C	10:15 10:30 10:45	John's Other Wife N. Just Plain Bill N Today's Children N	Variety Show Clarence Berger Elaine's Stories	Myrt and Marge C Monticello Party Line. Ruth Carhart, songs C	9:15 9:30 9:45	Mary Marlin N Ma Perkins N Pepper Young's Fam. N News Report The O'Neills N	Vaughn DeLeath N Bennett & Wolverton N Viennese Ensemble N.	Monticello Party Line.  Myrt and Marge C  Tony Wons' Book C  Ruth Carhart, songs C  Louise and Lads C
12.33   12.	11:15	Movieland News Murdock Williams	The Road of Life N	Magazine of the Air C Big Sister C	11:15 11:30 11:45	Backstage Wife N How to be Charming N Kentucky Clocker	Merry-Go-Round	Carol's Romance C Big Sister C	10:15 10:30 10:45	The Road of Life N Vic and Sade N Edward McHugh N	Rhythm Serenade How to be Charm'g N Manhatters N	Carol's Romance C Big Sister C Aunt Jenny's Stories
Hymns All Churches C   130   CKCKY's Neighbors   Voice of Experience   Hymns All Churches C   130   CKCKY's Neighbors   Voice of Experience   Hollywood in Person C   130   College   Voice of Experience   Hollywood in Person C   130   College   Voice of Experience   Hollywood in Person C   130   College   Voice of Experience   Hollywood in Person C   130   College   Voice of Experience   Hollywood in Person C   130   College   Voice of Experience   Voice of Safe   Voice	12:15 12:30	Baily Axton N Farm and Home Hour N	To be announced National Farm and Home Hour N	Edwin C. Hill C Rom'nce Helen Trent C Our Gal Sunday C	12:15 12:30 12:45	Noonday Reverie Three Marshalls N Cincinnati—Your City.	Happiness Ahead Man on the Street Melody Parade	Edwin C. Hill C The Listener Speaks News, Weath'r, Mark's	11:15 11:30 11:45	Virginia Lee, Sunbeam Chuck, Ray & Christine Shopping News Markets; News	Console Melodies National Farm and Home Hour N	Edwin C. Hill C Romance Helen TrentC Our Gal Sunday C
Sing to Me.   American School   2:15   Crivil Government   2:15   Crivil	1:15	WCKY's Neighbors Grace and Scotty N	Voice of Experience Kitty Keene, Inc	Hymns All Churches C Grimm's Daughter C. Hollywood in Person C	1:15 1:30 1:45	Words and Music N. Netherland Orch	Rhythm Rambles Dot Club News From Hawaii	Bob Richardson, songs Symphonetta You Shall Have Rhythm	12:15 12:30 12:45	Dinnerbell Time	Banner Newshawk	Linda's First Love College of Agriculture Livestock—Markets Sunshine Sue
3:15 All Sports Raview Ma Perkins N Mainee Musicale 3:15 Janny Pabody C 3:15 Homes And Sade N Janny Pabody C 3:15 Homes An	2:15 2:30	Let's Talk It	Sing to MeA Civil Government	Fun to Keep House American School	2:15 2:30 2:45	Orchestra N Bennett & Wolvert'n N Three Cheers N	Op. House for Ladies Flood Control Program	Dalton Bros. C American School of the Air C	1:15 1:30 1:45	The Old Timers Closing Grain Market Melody Parade	N. Cloutier's Orch, N Grand Terrace Cafe Orchestra N	Dalton Bros. C University of Kentucky
All Sports Review   Mary Sothern	3:15 3:30 3:45	All Sports Review Rochester Civic Orchestra N	Ma Perkins N Vic and Sade N The O'Neills N	Matinee Musicale Jenny Peabody C Notes and News	3:15 3:30 3:45	Ribber Shannon Bob Howard	Today's Winners	organ C CBS-BBC Dance Exchange	2:15 2:30 2:45	Mary Wright	Ma Perkins N Vic and Sade N	Hymns of All Churches "Jenny Peabody" C. Yellow Blank Salute Hope Aiden's Rom'ce
Signar   S	4:15 4:30 4:45	All Sports Review National Youth Club Matinee N	Mary Sothern Mary Marlin N The Mad Hatterfields	Eddie Schoelwer Dr. Dafoe C	4:15 4:30 4:45	Ladies Step Out It is Strange Mary Paxton	Today's Winners* Concert Master	Chicagoans C	3:15 3:30 3:45	10 11	The Guiding Light N. Club Matines N Road of Life N	Weekday Devotions Auto Show Speaker C. Dr. Allan Dafoe C Out o' the Dusk
6:15 Army Band N Supper Serenade Musical Visions 6:15 George Hall's Orch Christine Johnson N Cortestra C Tribe Cornestra C Tribe Christine Johnson N Cortestra C Tribe Campbell's Orch Noble's Orch Nobl	5:15 5:30 5:45	Sports Final	Jack Armstrong Singing Lady N Singing School W	Freshest Thing in Town Hollywood Highlights. "Hilltop House" CX	5:15 5:30 5:45	Johnson Family M Nixson Denton	Your Suburb'n Theatre	Console Capers The Arcadians "Hillitop House" C	4:1! 4:30 4:45	Music Circle Originalities N	Four of Us N News: Dance Music Claude Sharpe, tenor.	Meador Lowery; News "Hilltop House" C
7:15 7:30 7:30 7:30 7:30 7:30 7:30 7:30 7:30	6:15 6:30 6:45	Army Band N WCKY News Automobile Dealers	Supper Serenade Bob Newhall Lowell Thomas N	Musical Visions George Hall's Orch C Republican Committee	6:15 6:30 6:45	Music for Madame Paul Sullivan Billy Snider's Orch	Home Beautiful Dinner Club	Si Burick News; George Hall's Orchestra C	5:15 5:30 5:45	Junior Nurse Corps N. U. S. Army Band N. What's the News? Community Fund Time to Shine N	Afternoon News Jack's Mountaineers Asher & Little Jimmie	
8:15 Campbell's Royalists N 8:30 Vanity Fair N 9:00 Philadelphia Symphony 9:15 Orchestra N	7:15 7:30 7:45	Vic Arden's Orchestra Christine Johnson N	Four Stars Tonight Lum and Abner N C'nt of Monte Christo	George Jessel City Charter Comm'tee Boake Carter C	7:15 7:30 7:45	Uncle Ezra N Roger Pryor's Orchestra ,	Cong Herbert Bigelow Yours Truly Race Results	Hollace Shaw C Jay Freeman's Orch. C Boake Carter C	6:15 6:30 6:45	Lum and Abner N John Herrick, songs N	Glan Gray's Orch Stars of Broadway	Whispering Jack Smith Jay Freeman's Orch. C
9:15 9:30 9:30 9:45 10:00 10:15 10:30 10:15 10:30 10:45 10:00 10:15 10:30 10:45 10:00 10:45 10:00 10:45 10:30 10:45 10:4	8:15 8:30 8:45	Campbell's Royalists N Vanity Fair N	Noble's Orch. N For Men Only	Orchestra C	8:15 8:30 8:45	The Voice of Firestone N	Jack Abrams City Charter Committee	Bob Chester's Orch Plantation Boys	7:15 7:30 7:45	Campbell's Royalists N Campana's Vanity Fair N	Ray Noble N Voice of Firestone- Richard Crooks N	Heidt's Orchestra C Pick and Pat in "Pipe Smoking Time" C
10:15 Bars N	9:15 9:30	Orchestra N	Hour of Charm N	Ginger Rogers in "A Free Soul" C	9:15 9:30 9:45	George Price's Orchestra M	James H. Sullivan Arlington Beebe Dem Cam Committee	Ginger Rogers in "A Free Soul" C	8:15 8:30 8:45	Orchestra N	Molly N	Comparison
11:15 " " Roger Pryor's Orch Glen Gray's Orch. C. 11:15 H. Candullo's Orch Dance Awhile Glen Gray's Orch. C 10:15 Trail	10:15 10:30 10:45	Bars N	Trials	Orchestra C	10:15 10:30 10:45	Sydney Mason Music for Moderns N	Republican Committee C. Thompson's Amb'rs Cotton Club Orchestra	Orchestra C	9:1! 9:30 9:45	Bars' N	America	Orchestra C Here's To You
	11:15	Magnolia Biossoms N	Roger Pryor's Orch Barney Rapp's	Glen Gray's Orch. C Sammy Kaye's Orchestra C	11:15 11:30	H. Candullo's Orch Arlie Simmond's	Dance Awhile	Glen Gray's Orch. C	10:19	Transportation Magnolia Blossoms N		Republican Campaign
WCKY WLW WKRC WSAI WCPO WHIO WI		WCKY	WLW	WKRC		WSAI	WCPO	WHIO		WLS-WENR	WSM	WHAS

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

7:00—The Pepsodent Program: Am
Andy, WEAF WLW who wgy kyw

Time to Shine: Lloyd Shaffer's Orchestra; John B. Gambling, m. c.; Barry McKinley and the Griffin Chorus. WJZ WCKY WENR WSM kdka wave wfla wbam wgar

-Louis Panico's Oriental Gardens Orchestra. (NBC) wtam wmag

tra. (NBC) wram wmaq

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

WJZ WLW WENR

-New York on Parade: Mark Warnow's Orchestra; John B. Kennedy, commentator; Orestes H. Caldwell, narrator; Mark Warnow's Orchestra. WEAF only

-John Herrick, beritone, and Christine Johnson, sopano. (NBC) (WLS and WCKY on 6:45) kdka wave wire wham wowo

7:45—Boake Carter. WABC WKRC WHIO WHAS wir wbbm wgar kmbc wcau kmox wbt wcco

wbt wcco —Top Hatters. (NBC) wgy wtam wmag who

wadc wwva wbt wcau wgar

""Skelly Court of Missing Heirs," dramatic sketch (CBS) wbbm kmbc wcco kmox

7:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Carlton Guy, Nora Cunneen and others. WEAF WSAI kyw wtam wmaq who wdaf wstp wire wgy wbap—Song Time with Hollace Shaw and Del Casino. WABC WHIO kmbc wadc wbt wfbm wgar wgst

7:30—Jay Freeman's Orchestra. WABC WHAS WHIO kmbc wadc wbt wfbm wgar wgst

7:30—Jay Freeman's Orchestra. WABC WHAS WHIO kmbc wadc wbt wfbm wfalk wad wbt wcau wbt wcco wwig si5—Roy Campbell's Royalists WJZ WCKY WLS wkw wave wire wham

—Carol Weymann, mezzo-soprano. (NBC) wgy wfam wmaq who wdaf wbt wcb wadc wbt wfbm wfar wgst

7:30—The Yoice of Firestone: Richard Crooks, man wargaret Speaks, soprano; Mixed Chorus; Symphonic Orchestra; Alfred Wal-

fenstein, conductor. WEAF WSAI WSM wgy kvoo wfla wmaq wdaf wwi who kstp wfaa wave wire wtam kyw

"'Pick and Pat in Pipe Smoking Time,"
blackface comedy and music; Edward
Roecker, baritone; Benny Kreuger and his
Orchestra. WABC WKRC WHAS wir wbbm
whk kmbc wcau wbt wadc

Campana's Vanity Fair, with Cal Tinney, m. c., and orchestra. Sheilah Graham, mo-tion picture commentator from Hollywood. Eileen Barton, comedienne-singer; Larry Duncan, impersonator; Douglas Wilson. Duncan, impersonator; Douglas Wilson, tenor, and orchestra. WJZ WCKY WLS kdka whk wham

9:00—Fibber McGee and Molly, comedy sketch, with Marion and Jimmy Jordan; Ted Weems and his Orchestra. WEAF WLW WSM kyw wtam wwj kvoo wgy wfla wmaq who wdaf wfaa wave

-Lux Radio Theatre. Ginger Rogers in "A Free Soul." WABC WKRC WHAS WHIO

9:30—Hour of Charm. Phil Spitalny and his Girls. WEAF WSM WLW wfia kstp kyw

wgy wwi wtam wmaq who wdaf wire wfaa

kvoo
10:00 — Wayne King's Orchestra. WABC
WKRC WHAS WHIO wir wbbm wfbm
wgar kmbc wcau kmox wadc wbt wwi wcco
—Contented Program: The Lullaby Lady,
Male Quartet; Choir, direction Noble Cain.
Orchestra, direction Frank Black; Vincent
Pelletier, announcer. WEAF WSAI WSM
kyw wgy wmaq wtam wwi who wdaf wfla
wave kvoo wfaa wire kstp

—"Behind Prison Bars." Warden Lewis E. Lawes of Sing Sing. Dramatic sketch. WJZ WCKY WLS whk wave wire wham kdka

10:30-Music for Moderns. (NBC) (WSA1 on 10:45) wgy włam wmaq who wdaf kyw
—"Brave New World", dramatization, U. S.
Office of Education Program. WABC wadc
wbbm wcco
—Citizens Committee Talk, WEAF only

-National Radio Forum—guest speaker, WJZ WLS whk wave wite wham

WLS whk wave wire wham

10:45—Contented Program. WEAF wgy wtam
wmaq who wdaf

11:00—Tomorrow's News Tonight — Andre
Baruch. WABC only
—Rita Rio's Hollywood Restaurant Orchestra.
(NBC) WCKY kdka whk 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) WSM wdaf wbap wmaq wire kstp wham wwi]

—Johnny Hauser's Mayfair Casino Orchestra.

WEAF wgy who

11:05—Rita Rio's Hollywood Restaurant Orchestra. WJZ WCKY kdka whk wave wire

11:15—Glen Gray's Casa Loma Orchestra.

WABC WKRC WHIO wgst wbt wgar kmox

—Progressive Party Program. WABC

11:30—Sammy Kaye and his Orchestra.

WABC WHIO (WHAS off 11:45) WKRC wir wgar wfbm wcau wspd wsbt wadc wgst wbt

—Magnolia Blossoms—Fisk Jubilee Choir.

-Magnolia Blossoms-Fisk Jubilee Choir. WJZ WCKY WSM WLS wave wire wham

WJZ WCKY WSM WLS wave wire wham wowo whit — Woody Herman's Normandie Orchestra. WEAF wgy wtam wmaq who MIDNIGHT—Dick Jurgens and his Orchestra (from Memphis) WABC WKRC WHIO WHAS wgar wcau wadc wbt wir wsfa wwj.

-Don Bestor's New Penn Hotel Orchestra WJZ WCKY WLS kdka whk wave wire

WJZ WCKY WLS kaka whk wave wire wham wowo
—Eli Dantzig's Hotel St. George Orchestra WEAF wgy wtam wmaq who 12:30—Earl Hines' Grand Terrace Cafe Orchestra. WEAF WLW WLS WSM wgy wtam wmaq who
—To be announced. WJZ WCKY kdka whk

wave

Orrin Tucker's Orchestra. WABC WKRC

WHAS WHIO wbbm wfbm wjr

WJR

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





### PROGRAMS FOR TUESDAY, NOVEMBER 2





			(EASTERN ST	ANDA	KD TIME!				(CENTR	AL STANDARD TI	AE)
	WCKY	WLW Cincinnati (700 kc.)	WKRC		WSAI Cincinnati (1336 kc.)	WCPO Cincinneti (1200 kc.)	WHIO Dayton (1260 kc.)	,	WLS-WENR	WSM Nashville, Tenn. (650 kc.)	WHAS
5:30 5:45	***********	Top o' the Morning		6:30	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Six-to-Niners	Breakfast Express	5:30	Smile A While		Louisville, Ry, (azo ke
7:00 7:15	Tick Tock-Seven	Morning in the Mtns.	God's Bible School	7:00	Morning Prayer	WCPO News	81 42	5:45 6:00	n n		Asbury College V
7:30	O'Clock	Mail Bag	Dow's Dawn Patrol	7:30	Early Express	Six-to-Niners	Little Tom	6:15 6:30	DeZuriks & Ramblers. Curly and Hilltoppers	Fox Hunters	Devotions
:45	Charioteers N	Merrymakers	n n		Good Morning	WCPO News	Table	6:45 7:00		Delmore Brothers Golden West Cowboys	
1:15 1:30		Peter Grant-News Arthur Chandler, Jr	40 40	8:15	Melodies N	Six-to-Niners	Dunker's Club Yesterday's Favorites	7:15	Evelyn & Hill Toppers	WSM News	Jamboree
	Lucille and Lenny N.,	The Gospel Singer	11	8:45	Women's Newsreel	** **	Women Make the News	7:45	Jolly Joe's Pals	14 11	* *
:15	00 00	Hymns of All Churches Hope Alden's Rom'ce	News C		Streamliners N	WCPO News Musical Menu	Cornelia on the Air Dear Columbia C	8:00 8:15	Lufu Belle and Scotty News Report	10 11	Meador Lowery-New
:30		Young Widder Jones	Musical Calendar	9:30 9:45	What Next	80 80 80 80	Municipal Court Waltz Time	8:30 8:45	Morning Roundup Morning Minstrels	99 99	Lackson Espeile
:15	For Women Only Vaughn de Leath N	Linda's First Love All the Answers	To be announced Myrt and Marge C		Mrs. Wiggs N		Pretty Kitty Kelly C	9:00 9:15		Banner Newshawk Vaughn DeLeath N	Monticello Party Lin
:30 :45	Monticello Party Line Viennese Sextet N	Betty and Bob	Emily Post C	10:30		Consumers Conference	Monticello Party Line. News: Sutton & Bliss.	9:30		Bennett & Wolverton N Viennese Ensemble N.	Emily Post C
:00	Household Hour and Movieland News	News	Jean Abbey	11:00	David Harum N	WCPO News	Art of Living	00:01	The O'Neills N	Vagabonds N	Mary Lee Taylor C
:30	Jayne Rohen	The Hi Boys N	Magazine of the Air C Big Sister C	11:30	Backstage Wife N Mary Paxton	15 60		10:30	Vic and Sade N	Rhythm Serenade Hi Boys N	
_	WCKY News	The Goldbergs	Swinging the Blues C.		Kentucky Clocker	H 00 ,,	Aunt Jenny's Stories C Swinging the Blues C.		Markets, weather, news	Terri Farnconi N	Aunt Jenny's Stories
:15	Hymns for Everyone Farm and Home			12:15	Noonday Reverie Carlisie and London N			11:15	Chuck, Ray & Christine		
45	Hour N	Home Hour N	Our Gal Sunday C	12:45	Cincinnati-Your City.	Melody Parade	News; Markets	11:45	Mkts.—weather—news.	Home Hour N	Our Gal, Sunday C.
00 :15	80 88	89 81	Betty and Bob C Hymns All Churches C		Barber's Interviews Music for Madame	Rhythm Rambies	Ann Kirk Trio Betty Fairfax	12:00	Prairie Farmer, Dinnerbeil Time		Linda's First Love College of Agricultu
15	Love and Learn N Rochester Civ. Orch. N	Voice of Experience Kitty Keene, Inc	Grimm's Daughter C Hollywood in Person C	1:30	Words and Music N Netherland Orch	Prom Hawaii	Symphonetta	12:30	Voice of Feed Lot	Banner Newshawk Dept. of Agriculture.	
00 15	Have You Heard N.	The Artist	Fun to Keep House Meet the Missus	2:00	Don't Look Now M Mary Williams M	WCPO News	Petticoat of the Air C Cheri and 3 Notes C	1:00	Music Appreciation The Old Timers	Fun in Music-Dr. Jos. E. Maddy N	
:30	Home Folks Frolic Beatrice Fairfax	Living Literature	American School of the Air C	2:30	Fed. Women's Clubs N Armchair Quartet N.	10 11	American School of the Air C	1:30	Grain Market	Fed. Women's Clubs N Armchair Quartet N	University of Kentuc
	All Sports Review		News; Fire Prevention	3:00	WSAI Little Show	Hahn Reporter	News; Col. Jack	2:00	News: Julian Bentley.	Pepper Young N	Betty and Bob
30	Marine Band N	Vic and Sade N	P.T.A. Program	3:30	Ribber Shannon	Today's Winners	Major C	2:15 2:30	-Orchestra	Wa Perkins N Vic and Sade N	Hollace Shaw C
	All Sports Review No.	The O'Neills N Dr. Friendly	Notes and News	4:00	Bob Howard Lorenzo Jones N		Concert Orch C Between Bookends CX	2:45		The O'Neills N	
10	Club Matinee N	Mary Sothern	Bob Byron C Eddie Schoelwer	1 4:15	Ladies Step Out	Today's Winners	Bob Byron, songs C Story of Industry C	3:15 3:30		The Guiding Light N. Club Matines N	
5	Sports Review	The Mad Hatterfields. Junior Nurse Corps N	Y. W. C. A. Program  Follow the Moon C.		Songland M	11 11	Tea Time	3:45 4:00	***************************************	Road of Life N Songs by Carlotta N	College
15		Jack Armstrong N	Freshest Thing in Town Hollywood Highlights	5:15	Terry Pirates N Johnson Family M	11 11	Console Capers	4:15	Music Circle	Nellie Reveil N .X	" "
45	Straight Shooters N	Singing School W	"Hilltop House" CA	5:45	Nixson Denton	******	The Arcadians To be announced	4:30 4:45		Freddie Rose	
15	Little Orphen Annie N Paul Kennedy	Supper Serenade	Smilin' Dan Dick Bray—Sports	4:00 4:15	The Emperros	WCPO News	All Hands On Deck C Si Burick—News	5:00 5:15	Junior Nurse Corps N. Rokov's Orch. N	Hammett and Cooney Afternoon News	
	Press-Radio News N Automobile Dealers		News; G. Hall's Or. C Republican Committee		Paul Sultivan	Dinner Club	News; George Hall's Orchestra C	5:30	What's the News?	Rhythmaires N	Salt-and Peanuts
	Easy Aces N		Poetic Melodies C Musical Moments	7:00 7:15		Dick Porter	Stars of Broadway	6:00	Easy Aces, sketch N.	Sports: Irma Glenn N	Baptist
30		Lum and Abner N	Famous Actors Guild— Helen Menken C	7:30 7:45	Musical Speedway	Yours Truly	Helen Menken: "Second Husband" C	6:30	Lost Persons N Lum and Abner N	Whispering Jack Smith	Helen Menken in
0	Husbands and	Johnny Presents N	Edw. G. Robinson-	8:00	Jazz Nocturne M	Hahn Reporter	Edw. G. Robinson-	7:00	Vivian Della Chiesa N Husbands and	Johnny with Russ	"Second Husb'd" (
	Wives N Diai Memories	it Cen Be Done-	"Big Town" C	8:15 8:30	Silk Topper	Better Sportsmanship This Rhythm 'Age	Dramatization C Al Joison Show with	7:15 7:30	It Can Be Done N	Morgan N Wayne King's	Dramatization C Al Jolson Show, wi
	Xavier Cugat's Orch WCKY News	To be announced N	Others C	9:00	Vox Pop N	WCPO News	Watch the Fun Go By	7:45 8:00	To be announced N	Orchestra N	Martha Raye C
:15	To be announced Roy Shield's Revue N	Tue Detective	Go By C Jack Oakie's	9:15 9:30	Hollywood Mardi	Claude Thompson's Ambassadors	with Al Pearce C Jack Oakie's	8:15	00 00	11 11	Go By C
45	40 00	Mysteries	College C	9:45	Gras N	East End Y. M. C. A	College C	8:30 8:45	Roy Shield's Revue N	Merdi Gras N	Jack Oakie's Colleg Benny Goodman's
15	Gen. Hugh Johnson N Cheir Symponette N	WLW Operetta	Benny Goodman's Orchestra C	10:15	99 19 C. alanus h.A.	WCPO News	Benny Goodman's "Swing School" C	9:00 9:15		11 10	Orchestra C
:45	Streamline Revue	Jimmy Fldter N Men at Work	Newscast—Lee Bland "Bailads by Binder"		F. Graffolier's Orch	Cotton Club Orchestra	Bob Chester's Orch Newspaper on the Air	9:30 9:45	Eddie Roger's Orchestra N	Jimmy Fidler N Musical Moments	Broadway Stars Musical Moments
:15	Taxicab Night Club King's Jesters Orch. N	Paul Sullivan		11:15	Arlie Simmond's Orch. H. Candullo's Orch.	WCPO News	Gene Baker's Orch T. Dorsey's Orch. C.	10:00	Globe Trotter La Salle Hotel Orch, N	Amos 'n' Andy N WSM News	Poetic Melodies C Louisville Dance
:30	Orchestra N	Ran Wilde's Orch Roger Pryor's Orch	George Olsen's Orchestra C	11:30	Barney Rapp's Orchestra	Dance Awhile	George Olsen's	10:30 10:45	Eddie Varzo's	Sports: McDowell's Orchestra	Time
	WCKY	WLW	WKRC /		WSAI	WCPO	WHIO		WLS-WENR	WSM	WHAS

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

F:00—Poetic Melodies: Jack Fulton, tenor, and Francis MacCormack, poetic reader, and Carlton Kelsey's Orchestre. WABC WKRC wger wcau wadc wwva wbt —Essy Aces comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk wham wire —Amos 'a' Andy: Peppodent Program. WEAF WLW wgy kyw who —irma Glen, organist. (NBC) WSM wtam wmaq

wmaq
#:15—Yocal Varieties: Choral Group of 14
Voices. WLW to WEAF wgy wtam wire
wmaq who kstp kyw wdaf
—Song Time with Ruth Carhart and Bill
Perry. WABC WHIO wir wgar wadc wwva
wbt

-Mr. Keen, Tracer of Lost Persons. WJZ WCKY WLS whk kdka wham

7:30—Horlick's Lum and Abner, comedy sketch. WJZ WLW WLS wht
—George Griffin, tener. (NBC) wave wire wham

whatm
-Famous Actors Guild Presents Helen
Mencken in "Second Husband." WABC
WKRC WHIO WHAS wcao wgar wbbm wir

wcau kmbc kmox

Steinie Bottle Boys. WEAF only.

-Sammy Watkins' Orchestra. (NBC) wgy wtam wmag who wdaf

7:45—Viran Della Chiesa, soprano. (NSC)
WCKY WLS whit wave wire wham wowo
—Benno Rabinoff, violinist. WEAF wgy wtam
wmaq who wdaf
—John B. Kennedy, commentator. WJZ only

8:00—Edward G. Robinson, with Claire Trevor in "Big Town", newspaper drama. WABC WHIO WKRC WHAS wir wbbm wfbm wgar kmbc wcau kmox wbt wcco wadc

Johnny Presents Russ Morgan's Orchestra:
Charles Martin's Thrill; Swing Fourteen;
Frances Adair; Rhythm Rogues, and Glenn
Cross. WEAF WLW WSM kyw wgy wwi
wtam wmag who kstp wdaf wfla wire kyoo -Husbands and Wives: Conducted by Sedley Brown and Allie Lowe Miles. WJZ WCKY WLS wham whk

B:30—Al Joison Show with Martha Raye, Park-yakarkus and Victor Young's Orchestra. WABC WKRC WHIO WHAS wir wbbm wfbm wgar wcau kmox wbt wadc wwj wcco -Lady Esther Serenade: Wayne King and his Orchestra. WEAF WSAI WSM kvoo wwi who kstp wmag wire wave kyw wgy wten

-"It Can Be Done," dramatic sketch, with Edgar Guest. Frankie Master's Orchestra, WJZ WLW WLS kdka whk wham

7:00—Yox Pop, conducted by Parks Johnson and Wallace Butterworth. WEAF WSAI kyw wgy wtam wwi wmaq who wdaf wire —To be announced. WJZ WLW WLS WSM —To be announced, WJZ WLW WLS WSM kdka whk wave kstp wham wfla kvoo wbap—"Watch the Fun Go By," presented by Al Pearce and His Gang. Nick Lucas, singing guitarist; Arlene Harris, "Human Chatterbox;" Lenore Ulric, guest; Carl Hoff's Orchestra. WABC WKRC WHIO WHAS wij wbbm wfbm kmbc wcau kmox wadc wsbt wbt wcco wgar.

wij woom wrom kmbc wcau kmox wade wsbt wbt wcco wgar

9:30—"Camel Garavan"—Jack Oakie's College" with Jack Oakie, Stuart Erwin, Raymond Hatton and William Austin, comedians; Helen Lynd, comedienne; Parsy Flick, comedienne; Harry Baris, songs; Meyer Alexander's Chous; Georgie Stoll's Orchestra and guests: "Swing School" with Benny Goodman's Orcestra and guests. WABC WKRC WHIO WHAS wir wbbm wfbm wgar wcau kmbc kmox wadc wsbt wbt wsfa wwj wcco—Hollywood Madri Gras. Lanny Ross, Charles Butterworth, Florence George, Don Wilson, Jane Rhodes, Rhythm Singer, Raymond Paige's Orchestra and Fred Allen, guest star. WEAF WSAI WSAI who kyw wgy wwj wtam wdaf wire kstp wfia wave wmag kyoo wbap

wmag kvoo wbap Roy Shields' Revue. WJZ WCKY WLS kdka

wham whk
10:00—General Hugh Johnson, commentator.
WJZ WCKY WLS whk wham kdka
10:15—Choir Symphonette. WJZ WCKY WLS
whk wave wire wham

10:30-Del Casino, songs. WABC kmox wsbt

kmbc

-Phillips Poly Follies. (CBS) wbbm wfbm, kmox wsbt wcco kmbc

-Jimmie Fidler's Hollywood Gossip. WEAF
WLW WSM wgy wtam wmaq who kyw wwi wire wfla wave wbap kvoo wdaf kstp

-Eddie Roger's Orchestra. WJZ WCKY WL5
whk wave wire wham
10:45—Serenade in te Night—Orchestra and
Vocalists. WEAF wgy wtam wave wire kyw wmag wwi

wmaq wwi -Foer Stars, Girl's Vocal Quartet. WABC

-Foer Stars, Girl's Vocal Quartet. WABC II:00—The Pepsodent Program: Amos 'n' Andy. (NBC) WSM wwi wdaf wire wbap kstp
-Lou Breese's Orchestra. WEAF wgy wtam who wmaq
-"Poetic Melodies:" Jack Fulton, tenor; Franklyn McCormack, reader, with Carlton Kelsey's Orchestra. (CBS) WHAS wir wbbm wfbm kmbc wwi wcco kmox
-The Vagabonds. (NBC) whk wave wire wham
-Tomorrow's News Tonight: Commentary by Andre Baruch. WABC only
-Esso News Reporter. WJZ only
II:05—The Vagabonds, Negro Male Quartet.
WJZ whk wave wire wham

:15—King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS whk wave wire wham

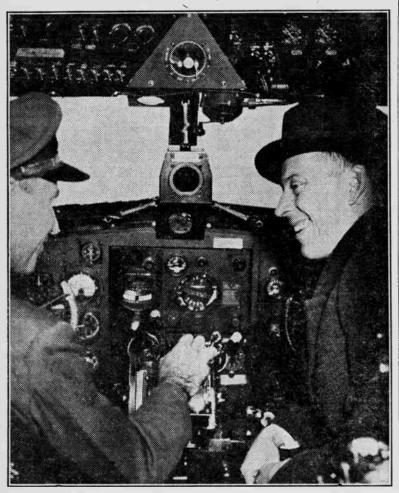
Tommy Dorsey and his Orchesfra. WABC WKRC WHIO

1:30—George Olsen's International Casino Orchestra. WABC WHIO WKRC wir wbbm wcau wgar wfbm kmox wadc wsbt wbt wsfa

wcau wgar wibm kmox wadc wsbt wsta wcco
—Al Donahue's Rainbow Room Orchestra. WEAF wgy wtam wmaq who
—Eddie Varzo's Orchestra. WJZ WCKY WLS kdka whk wave wham wfla wire wbap MIDNIGHT—Joe Reichman's Ambassador Hotel Orchestra. WJZ WCKY WLS kdka whk wave wire wham
—Richard Himber's Essex House Orchestra. WABC WKRC WHAS wfbm
—Jerry Blaine and the Park Central Hotel Orchestra. WEAF wij wgy wtam who 12:30—Jack Winston's Bal Tabarin Orchestra. WJZ WCKY kdka wave wire wham whk
—Harold Stern's Kenmore Hotel Orchestra. WEAF wgy wtam wmaq who wdaf
—Ted Fiorito's Orchestra. WABC WKRC WHAS wfbm wir

Florence George, 'Hollywood Mardi Gras" prima donna, is an expert with brush and palette: she once won a scholarship for paint-

### "Al Bland Really Takes Off"



Last week-end, Al Bland, pilot of Dow's Dawn Patrol, broadcast daily except Sunday at 7:30 a.m. over WKRC, made his first trip by plane, flying to Chicago via American Airlines. The photographer made the picture above while Pilot Elliexplaining the controls of the ship to Bland.

Colonel Jack Major's "Variety Show" is now heard over the WABC-Columbia network including WH1O every Tuesday, from 3:00 to 3:30 p. m., EST, instead of on Mondays as formerly.

Johnny, the Call Boy, has received more offers of adoption than any other radio star-he's only 43 inches



A REAL VALUE TERMS 324 E. Fourth.

#### Sunday Network Programs (Continued)

-The Baker's Broadcast, with Ozzie Nelson's Orchestra; Feg Murray, cartoonist, and Harriet Hilliard, WJZ WLS WSM WCKY wham kvoo kstp wfaa wfla kdka whk

7:45—Interesting Neighbors—Jerry Belcher.
WEAF WLW kyw wgy wtam wwi wmaq who wdaf wire

who wdat wire

:00—The Chase and Sanborn Program: Starring Nelson Eddy; Don Ameche, m. c.;
Edgar Bergen and Charlie McCarthy, Dorothy Lamour, and Robert Armbruster's Orchestra. WEAF WLW WSM wtam wire wwj
wdaf kstp kvoo wfaa wgy kyw wave wmaq
wfla who

wfla who
-General Motors Concerts—Symphon or
-General Motors Concerts—Symphon or
-chestra, John B. Kennedy, commentator,
and Erno Rapee, conducting; soloists. WJZ
WCKY WLS kdka wham whk

Columbia Workshop: "Sweep", dramatiza-tion, direction Irving Reis. WABC WHAS WHIO wbbm wfbm wgar wwva wsbt wbt

wcco 1:30—Birthday Party with David Ross. WABC WKRC WHIO WHAS

9:00—Manhattan Merry-Go-Round: Pierre Le Kreeun, tenor; Rachel Carlay, blues singer; Don Donnie's Orchestra; Men About Town Trlo. WEAF WSAI WSM wgy wtam wwj wmaq who wdaf kstp wave wfaa wire wfla

wmaq who wdaf kstp wave wfaa wire wfla

-Ford Sunday Evening Hour: Bidu Sayao,
soprano, guest. Symphony Orchestra and
Chors, direction Eugene Ormandy. WABC
WKRC WHAS WHIO wir wbbm wfbm wgar
kmbc wcau kmox wade wsbt wwva wbt
wsfa wwi wcco wire wham wmaq wfla wowo

-Hollywood Playhouse presents Tyrone Power.
Dramatic Sketch with guest artist. Orchestra direction, Harry Sosnick. WJZ
WLW WENR kdka whk wham

9:30—The Jergens Program, with George Fischer, Hollywood columnist, guest speaker. WJZ WLW WENR kdka wham

WJZ WLW WENK KOKA WHAM

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

9:45-Irene Rich for Welch.. WJZ WCKY

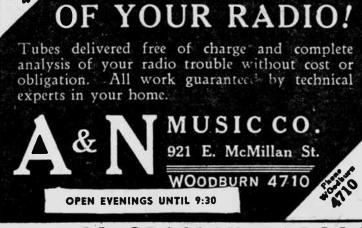
10:00—Rising Musical Star Program: Alex Smallens and Symphony Orchestra; mixed chorus of seventy voices, direction Eugene Fuerst; Richard Gordon, commentator; guest artists. WEAF WSAI WSM kstp wire who wdaf wfla wave kyw



### ITTLE JACK LITTLE

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For list of authorized Estate Heatrola dealers in Cincinnati and Northern Kentucky, see Page 224 in the Classified Section of the telephone directory (Summer, 1937, issue).

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## PROGRAMS FOR WEDNESDAY, NOVEMBER 3





			(EASTERN ST	ANDA	RD TIME)			A .	(CENTRAL STANDARD TIME)					
	WCKY	WLW Cincinnati (768 km,)	WKRC	-	WSAI	WCPO Clacinasti (1200 lic.)	WHIO		WLS-WENR	WSM	WHAS			
6:30		Top o' the Morning	Jerry Foy	6:30	Cincianati (1830 ltc.)	Six-to-Niners	Breakfast Express	5:30	Smile A While	***************************************	***************************************			
6:45 7:00	Tick Tock—Seven	Morn'g in the Mount's	Sing Before Breakfast.	6:45 7:00	Poetic Philosopher	WCPO News	10 10	5:45 6:08	" "					
7:15 <b>7:39</b> 7:45		Frayer Period Sing, Neighbor, Sing Merrymakers	Dow's Dawn Patrol	7:15 7:39 7:45	Early Express	Six-to-Niners	Across the Breakfast	6:15 6:39 6:45	Sing, Neighbor, Sing.	Stamp's Quartet				
8:00 8:15	Four Showmen N	Rube Appleberry Peter Grant-News		8:00	Good Morning Melodies N	WCPO News	WHIO Almanac Dunker's Club	7:00 7:15	News Report	Golden West Cowboys Musical Clock	Early Morning			
8:30		Before Breakfast The Gospel Singer	Woman's Hoter	8:15 8:30 8:45	Do you Remember N	10 11 11 11 11 11 11 11 11 11 11 11 11 1	Greenfield Chapel X. Women make the News	7:30	Morning Devotions Jolly Joe's Pals	WSM News	00 00			
9:15		Hymns of Alf Churches Hope Alden Romince	Richard Maxwell C.X	9:00 9:15	Rainbow Ridge	WCPO News	Cornelia on the Air.	8:15	Lulu Belle and Scotty News Report	Breekfest Club N				
7:45	London Stock Market. Breakfast Club N	Young Widder Jones.	Musical Calendar Bachelor's Children	9:30		10 17	Municipal Court Rhythm, Sweet & Hot	8:45	Morning Roundup The Hill Toppers	00 10 00 90	Jackson Family Bachelor's Children (			
0:15	For Women Only Vaughn de Leath N	All the Answers Betty and Bob	Smilin' Dan	10:00	Mrs, Wiggs N John's Other Wife N.		Pretty Kitty Kelly C Myrt and Marge C	9:15	Mary Marfin N Ma Portins N		Myrt and Marge C.			
0:45	Monticello Party Line. Women's Exposition	Houseboat Hannah	Ruth Carbart, songs C	10:30	Just Plain Bill N Today's Children N	Gene Austin There Was a Time	Monticello Party Link WHIO News; Music	9:45	Pepper Young's Fam. N News Report	Bennett & Wolverton N Viennese Ensemble N.	Rufh Carhart, songs (			
1:80 1:85 1:30	Household Hour and Movieland News Jana Rohan	The Road of Life N Carson Robison	Air C	11:00	David Harum N Backstage Wife N	WCPO News	Magazine of the Air C	10:15	The O'Neills N Road of Life N Vic and Sade N	Hollyw'd High Hat's N Magic Hour	Carol's Romance C			
1:45	Coon Creek Band	The Goldbergs	Aunt Jenny's Stories C	11:45	How to be Charming N Kentucky Clocker	10 10	Aunt Jenny's Stories C	10:45	Edward McHugh N	How to be Charm'g N Originalities N	Aunt Jenny's Stories C			
2:00 2:15 2:30	Edward Gamage N			12:00	Freshman Follies Jane Gray	WCPO News Happiness Ahead Man on the Street	Mary M. McBride G	LI:15	Virginia Lee, Sunbeam Chuck, Ray & Christine Shopping News	Concert Sketches: News				
:45		Home Hours N	Our Gal Sunday C  Betty and Bob C	12:30	Through the Years N. Cincinnati—Your City.	Melody Parade	News; Markets	H:45	Markets; Weather	Home Hour N	Helen Trent C Our Gal Sunday C			
1:15			Betty Crocker C Grimm's Daughter C.	1:00 1:15 1:30	Barber's Interviews Words and Music N	Rhythm Rambles Dot Club News		12:15	Dinnerbell Time	Banner Newshawk	Linda's First Love College of Agriculture Livestock-Markets			
	Grace and Scotty N Strollers Matinea N	Committee of the Commit	Hollywood in Person C Woman's News C	1:45	Netherland Orch Doe't Look Now M	From Hawaii	You Shall Have Rhythm Woman's News C	12:45	Vaice of Feed Lot	Dept. of Agriculture U. of Tenn. Program	Senshine Sue			
2:15 2:30 2:45		Contemporary Writers The Great Northwest.	American School of the Air C.	2:15 2:30 2:45	Yasha Davidoff M London and Carrolf Men of the West	Siesta Open House for Lad.	Jack Shannen, songs C American School of the Air C	1:15 1:30	The Old Timers Grain Merket Melody Parade	Leen Cole, organ	Jack Shannon, songs C			
3:00 3:15	BBC Symphony Orches-		Mafinee Musicale	3:00 3:15	10 40	Hahn Reporter Today's Winners	News; Ray Block's Varieties C	2:15		Ma Parkins N	Betty and Bob Hymns All Churches.			
3:30 1:45	director N	The O'Neills N	Notes and News	3:38 3:45	Ribber Shannon Bob Howard		Acad. of Medicine C		Mary Wright		Jenny Peabody C Yellow Blank Salute			
4:30 4:15 4:30	Parents and Teachers	Dr. Friendly	Curtis Music Institute C	4:99 4:15 4:38	Lorenzo Jones N Ladies Step Out It is Strange	Today's Winners	Curtis Institute of Music C	3:15	Br'dc'st from London N " Parents and Teachers	The Guiding Light N.	Hope Aiden's Rom'co Weekday Devotions			
:45				4:45	Mary Paxton	. 00 00	Dr. Alian Dafoe C	3:45	National Congr's N	Road of Life N	Dr. Allan Dafoe C			
i:15 5:30	Movieland News Sports Final	Jack Armstrong	Freehest Thing in Town Hollywood Highlights.	5:15 5:30	Terry Pirates N Johnson Family M		Musical Visions The Arcadians	4:15	Music Circle	Four of Us N	Out o' the Dusk			
		Singing School W	"Hilliep House" C.X.	5:45	Nixson Denton	Your Suburb's Theatre	To be announced C	4:45	Vierra's Hawailans N	Vaughn Quartet,	"Hilltop House" C.			
	Harry Kogen's Orch. N WCKY News	Supper Serenade	Musical Visions News; Dailey's Orch. C	6:15 6:30		Home Seautiful Dinner Club	Si Burick	5:15	Harry Kogen's Orch, N	Afternoon News	Jack Armstrong			
:45	Automobile Dealers  Easy Aces N		City Charter Com'tee. Poetic Melodies C	7:00		Dick Porter	Vic Arden's Orch	6:00		B. C. Sports-Music.	Sportraits			
7:30	Vic Arden's Orchestra	Lum and Abner N	"Hobby Lobby" C	7:30	Uncle Exra N La Conga's Orch. N	Yours Truly	" " " "	6:15	Lum and Abner N	John Lewis, songs Mary Dugan	Leland Brock			
:00:	Charlotte Landing N Eddie Duchin's	One Man's Family N.	Cavalcade of	8:00	Ran Wilde's	WCPO News	Boake Carter C Philharmonic	7:00	Pleasant Valley Frolics Eddie Duchin's	One Man's Samily M	Boake Carter C  Cavalcade of			
		Heatrolatown Herald	America C Eddie Cantor—Texaco Town C	8:15 8:30 8:45	Wayne King's	Musically Speaking This Rhythm Age WPA Program	Texaco Town, with Eddie Cantor C	7:30	Orchestra N	Wayne King's Orchestra N	America C Texaco Town with			
:00	WCKY News Mus'l Comedy Hits N	Town Hall Tonight N	Andre Kostelanetz's	9:00	V. Lopez's Orch. M	WCPO News	Andre Kostelanetz's	8:00	Musical Comedy	Town Hall Tonight N				
	Minstrel Show N	00 00 00 00 00 00 00 00 00 00 00 00 00	Orchestra C "Tish," by Mary R, Rinehart C		Kay Kyser's Orch. M Don Albers' Orchestra	In Swing Time In Swing Time	Orchestra C		Hifts N NBC Minstrel Show N	11 11	Concert Orchestra C "Tish" by Mary R. Rinehart C			
0:15	Dogs & Game	Your Hit Parade N	Gang Busters C	10:00 10:15	Roger Pryor's	WCPO News	Gang Busters C	9;15	Gen. Hugh Johnson N Noia Day N	Your Hit Parade N	The "Gang Busters" C			
:45		Glen Gray's Orch	Newscast—Lee Bland To be announced	10:30	Sydney Mason Billy Snider's Orch	" "	Bob Chester's Orch Newspaper of the Air	9:45		Vocal Varieties	"Hobby Lobby," with Dave Elman C			
1:15	Vagabonds N	Los Amigos Orchestra	Benny G'dman's Or. C	11:15		WCPO News Dance Awhile	Phyl Coe Myst'y Drama B. Goodman's Orch. C	10:15	Globe Trotter King's Jesters Orch	WSM News	Poetic Melodies C Louisville Dance			
1:45	To be announced N	Orchestra	Sammy Kaye's Orchestra C	11:30	Barney Rapp's Orchestra	00 00	Sammy Kaye's Orchestra C	10:30	To be announced N	Sports; Adrian McDowell's Orch	Time			
	WCKY	WLW	WKRC		WSAI	WCPO	WHIO		WLS-WENR	WSM	WHAS			

7:80—Poetic Melodies: Jack Fulton, tenor; Franklyn MacCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC wadc www wbt wgar wcau—Easy Acas, comedy sketch, featuring Jane and Goodman Aca. WJZ WCKY WLS kdka whk wham wire

Pepsodent Program: Ames 'n' Andy, WEAF
PLW wgy kyw who
Louis Panico's Oriental Gordens Orchestra.
(NBC) wtam wmaq

(NBC) whem wimaq

9:15—"Uncle Ezra's Radio Station E-Z-R-A,"
with Pat Barrett, Nora Cunneen and others.
WEAF WSAI wgy wimag wham wire wold kyw who wbap istp
—Mr. Keen, Tracer of Lost Persons. WJZ
WCKY WLS whik kidka wham
"Hobby Lobby," featuring Dave Elman and Harry Salter's Orchestra. WABC WKRC
WHIO wcau wadc wgar wir wfbm wbt
7:39—Horlick's Lum and Abner, comedy sketch.
WJZ WLW WLS whik
—Mario Cozzi, baritone. (NBC) wave wire wham
—Raymond Littee's La Coage Orchester.

wham

Raymond Littee's La Conga Orchestra.

WEAF WSAI wgy wlam wmaq who wdaf kyw
7:45—8oake Carter. WABC WKRC WHIO

WHAS wir wbbm wgar kmbc wcau kmox wcco wbt —Charlotte Lansing, soprano and orchestra.

wcco wor

-Charlotte Lansing, soprano and orchestra.
WJZ kdka whk wave wire whem wowo

-Jean Sablon, songs. WEAF WSAI wgy
wtam wmaq who wdaf
8:00—One Man's Family, dramatic sketch.
WEAF WLW WSM wdaf wgy wwi wtam
who wmaq wfla wave kvoo wbap kyw kstp

-"The Cavalcade of America"—Historical
Drama, Don Voorhees and his Concert Orchestra. WABC WKRC WHAS wir wbbm
wfbm wgar kmbc wcau kmox wbb wwi wcco

-Elizabeth Arden presents Eddie Duchia and
his Orchestra. WJZ WCKY WLS kdka whk
wham

8:30—Tavacc Towa with Eddi. Conference

8:30-Texaco Town with Eddle Cantor, come-8:30—Texaco Town with Eddie Cantor, comedian, Deanna Durbin; Pinky Tomlin; Jimmy Wallington; Jacques Renard and his Orchestra. WABC WKRC WHAS WHIO wir wbbm wfbm wgar kmbc wcau kmox wadc wwi wcco—Lady Esther Serenade: Wayne King and his Orchestra. WEAF WSAI WSM wtam wfaa wgy wwi kyw kvoo wbap kstp who wdaf—Skolsky from Hollywood. WJZ WCKY WLS kdika whk whem

8:45-Norseman Quartet, WJZ WCKY kdka

whk wham

d presents Andre Kostelanetz's Concert Orchestra; Lucrezia Bori,
soprano, guest artist; Deems Taylor, commentator; Paul Douglas, announcer. WABC
WKRC WHAS WHIO wir wbbm wfbm wgar kmbc wcau kmox wadc wbt wsfa wwl wcco wsbt

with the Tonight: Walter O'Keefe, comedian, with the Town Hall Quartet, Peter Yan Steeden and Orchestra, and guest artists. WEAF WLW WSM kyw wtam wwi wmaq who wdaf kstp wave wfla kvoo wgy wfak wire

--Musical Comedy Hits. Al Roth and Orchestra. WJZ (WCKY on 9:15) WLS kdka whk wowo

9:30—"Tish" by Mary Roberts Rinekart. WABC WKRC WHIO WHAS wir wgar wbbm kmbc wcau kmox wadc wbt wwi wcco

wcco

wcce

—NBC Minstrel Show: Gene Arnold, Vance
McCune, Ken Christie, Bill Thompson and
Jimmie Dean; Clark Dennis, tenor; Edward
Davies, baritone, and Roy Shields' Orchestra. WJZ WCKY WLS whk wave wire wham
10:00—"Geng Busters," true crime dramatizations. Conducted by Phillips H. Lord.
WABC WKRC WHAS WHIO wir wbbm
wfbm wger wcau kmox wwj wcco

—Your Hit Parade: guest, Mark Warnow and
his Orchestra; Stuert Alten, baritone; Seng-

smith Quartet. WEAF WLW WSM wgy II:15—King's Jesters Hotel LaSalle Orches-wtem wmeq kyw wdaf wfaa who wfla ksfp wave wwi wire General Hugh Johnson, commentator. WJZ WCKY WLS kdka wham whk

10:15-Nola Day, songs. WJZ WLS whik kdka wowo wave wire wham

10:30—Patti Chapin, songs. WABC wbbm wfbm wgar kmbc wbt wssa wwi wcco
—Waltz Gill and his Orchestra. WJZ WLS whi kdka wowo wave wire wham

-"Hobby Lobby". (CBS) WHAS wbbm kmor wcco wwl wsbt wgst wsfa

10:45—Alistair Cooke, British commentator. WEAF wgy wtam wmaq who

WEAF wgy whem wmaq who

-To be announced. WABC wadc wbbm
wcco wgar wsbt wgst
11:08—Amos 'n' Andy. (NBC) WSM wire wmaq
wdaf kstp wham wwj
-''Poetic Melodies:" Jack Fulton, tenor;
Franklyn MacCarmack, reader, and Carlton
Kelsey's Orchestra. (CBS) WHAS wir
wbbm wfbm kmbc wcco kmog wwj

Los Bines! Orchestra. WEAE wow wham

Joe Rines' Orchestra. WEAF wgy wtam who kyw

-Tomorrow's News Tonight: Commentary by Andre Baruch. WABC only -Esso News Reporter, WJZ only

II:05—The Vagabonds, Negro Male Quartet. WJZ WCKY whk wave wire whem

Benny Goodman and his Orchestra. WABC WKRC WHIO wadc wsbt wbt wgst

11:30—Rudolf Frimi, Jr., and his Ritz Carleton Orchestra. WEAF wgy wtam wmaq who

-Sammy Kaye and his Orchestra. WABC WHIO WKRC wir wcau kmbc wadc wbt

-To be announced. WJZ WCKY WLS white wave wire whom

MIDNIGHT—Tommy Dorsey and his Orchestra.
WABC WKRC WHAS wfbm wgar kmbc weau kmor

Henry Busse's Orchestra. WJZ WCKY white wave wire

-Eddy Rogers' Rainbow Grill Orchestra. WEAF WLS wgy wtam wmag who wdaf Frankie Master's Orchestra—(CBS) wbbm

12:30-Lights Out: Mystery drame (NBC) WLS wgy włam wmag who

-Earl Hines' Orchestra. WJZ WCKY kdka

Bob Crosby's Orchestra, with Mildred Baitey. WABC WHIO WKRC WHAS wbbm wfbm wadc





### PROGRAMS FOR THURSDAY, NOVEMBER 4





			(EASTERN STA	NDA	RD TIME)			(CENTRAL STANDARD TIME)					
	WCKY	WLW Checkmanti (760 kc.)	WKRC Cincirnati (\$50 kc.)		WSAI Cincinnati (1330 lcc.)	WCPO Cincinneti (1200 kc.)	WHIO Dayton (1260 kc.)		WLS-WENR Chicago, III. (870-kc.)	WSM Nashville, Tenn. (\$50 kc.)	WHAS Louisville, Ky. (820 kc.)		
6:30		Top o' the Moning	Jerry Foy	6:30 6:45		Six-to-Niners	Breakfast Express	5:30 5:45					
7:00 7:15 7:30 7:45	Tick Tock—Seven O'Clock Morning Round-Up	Morn'g in the Mount's Prayer Period WLW Mail Bag Merrymakers	God's Bible School Early Edition—News	7:00 7:15 7:36 7:45	Morning Prayer Early Express	WCPO News Six-to-Niners	Little Tom	6:00 6:15 6:30 6:45	DaZurits & Ramblers. Curly and Hilltoppers Pat and Henry	Annual State of the Control of the C	Asbury College Devotions Kentucky Mountaineers Salt and Peanuts		
8:00 8:15 8:30	Charioteers N	Charioteers N Peter Grant—News Arthur Chandler, Jr	Woman's Hour	8:00 8:15 8:30 8:45	Good Morning Melodies N Do you Remember N Women's Newsreel	WCPO News Six-to-Niners	WHIO Almenec  Dunker's Club  Yesherday's Favorites.  Women Make the News	7:00 7:15 7:30 7:45	Morning Devotions. X Jolly Joe's Pals	WSM News Do You Remember? N	Jamboree		
9:00	Breakfast Club N	Hymns of All Churches Hope Alden's Romince	Dear Columbia C	9:15	Rainbow Ridge	WCPO News Musical Menu	Cornelia on the Air Music in the Air C	8:00 8:15	News Report		Sam, Gil and Louis Meador Lowery-News.		
9:30	London Stock Market. Breakfast Club N	Hello Peggy	Musical Calendar X. Sachelor's Children X	9:30 9:45		00 10 00 10	Municipal Court Waltz Time	8:30 8:45	Morning Roundup Morning Minstrels		Jackson Family Bachelor's Children C.		
0:00  0:15  0:30	-	Linda's First Love All the Answers Betty and Bob	To be announced Myrt and Marge C Emily Post C The Instrumentalists C.	10:15	Mrs. Wiggs N John's Other Wife N. Just Plain Bill N Today's Children N	There Was a Time	Pretty Kitty Kelly C Myrt and Marge C Monticello Party Line News; Dance Time	9:00 9:15 9:30 9:45	Me Perkins N Pepper Young's Fam. N	Banner Newshawk Vaughn DeLeath N Bennett & Wolverton N Viennese Ensemble N.	Monticello Party Line. Myrt and Marge C Emily Post C The Instrumentalists C		
1:00 11:19 11:30	Household Hour and	News		11:15	David Harum N Backstage Wife N Mary Paxton Kentucky Clocker	Merry Go Round,	The Ast of Living Carol's Romance C Big Sister Aunt Jenny's Stories	10:00 10:15 10:30 10:45	Road of Life N	High Hatters N Magic Hour Hi Boys N Gay Nineties N	Mary Lee Taylor C Carol's Romance C Big Sister C Aunt Jenny's Stories C		
2:00	WCKY News	Girl Alone N Vic Arden's Orch National Farm and Home Hour; Corn	Cheri and 3 Notes C Edwin C, Hill C Rom'nce Helen Trent C Our Gal Sunday C	12:15	Freshman Follies Noonday Reverie To be announced Cincinnati—Your City.	WCPO News	Cheri and 3 Notes C Edwin C. Hitl C The Listener Speaks News; Markets	11:00 11:15 11:30 11:45	Chuck, Ray & Christine For People Only	Hour N	Cheri and 3 Notes Edwin C. Hill C Romance Helen Trent C Our Gal, Senday C		
1:00 1:15 1:30	Husking Contest N	Husking Contest N  Voice of Experience	Betty and Bob C Hymns All Churches C Grimm's Daughter C	1:00	Barber's Interviews Music for Madame Words and Music N	WCPO News	Ann Kirk Trio Better Business Bureau Symphonetta	12:30	National Cornhusking Contest	Banner Newshawk	Linda's First Love College of Agriculture Livestock-Markets		
	Davies and Kargan N	Vocational Guidance Latin America	American School	2:00 2:15 2:30	Musical Guild N	WCPO News Siesta	Louise and the Lads C	12:45 1:00 1:15 1:30 1:45	"Touring the World" The Old Timers Grain Market	Strollers Matinee N	The Rangers Louise and the Lads C University of Kentucky		
3:15	Light Opera N Sports Review Eastman School	Pepp'r Young's Fam. N Ma Perkins N Vic and Sade N	News—Fire Protection. Future Favorites Science Service C	3:00 3:15 3:30	WSAI Little Show	Hollywood Brevilles Hahn Reporter Today's Winners	News; Theater Matinee C	2:00 2:15 2:30	News: Julian Bentley. Homemakers' Matinee —Orchestra	Pepper Young N Ma Perkins N Vic and Sade N	Betty and Bob		
4:19 4:30	Sports Review	Dr. Friendly Mary Sothern Mary Marlin N The Mad Hatterfields.	Eddie Schoelwer	4:00 4:15 4:30	Bob Howard  Lorenzo Jones N Ladies Step Out It Is Strange To the Ladies	WCPO News Today's Winners Concert Master	Bob Byron, songs C	3:00 3:15 3:30 3:45	Variety Show N	A Woman's News The Guiding Light N.	Yellow Blank Salute  Hope Alden's Rom'ce Weekday Devotions University of Louisville		
5:00 5:15 5:30	Sports Review	Junior Nurse Corps N Jack Armstrong Singing Lady N	Follow the Moon C Freshest Thing in Town Hollywood Highlights.	5:00 5:15 5:30	To be announced Golden Melodies N Johnson Family M Nixson Denton	Jam for Supper	Community Chest Bob Douglas, songs The Arcadians	4:00 4:15 4:30	Little Variety Show N. Music Circle	Golden Melodies N	Out o' the Dusk Meador Lowrey, New "Hilltop House" C		
6:15 6:30	Little Orphen Annie N Paul Kennedy	Supper Serenade Bob Newhall	Sports Resume C	6:15 6:30	J. Hauser's Orch. N. Ky. Colonel Paul Sulfivan Billy Snider's Orch	Home Seastiful Dinner Club	Del Caeine, songs C. Si Burick	5:00 5:15 5:30 5:45	Harry Kogen's Orch. N What's the News?	Rhythm Time Afternoon News Two Pianos Asher & Li'tle Jimme	Del Casiao, songs C. Jack Armstrong Eddie Dooley, Sports Early Evening Revue.		
7:15 7:30	Easy Aces N	Vocal Varieties N	Musical Moments	7:15 7:30 7:45	Dick Stabile's Orch. M Savitt Serenade N	Rosen's Rangers Yours Truly	Song Time C We, the People C.	6:00 6:15 6:30 6:45	Lost Persons N	Your Life	We, the People C		
8:15	Gen. Hugh Johnson N. Liedersingers N The March of Time N.	Hour N	Hour C	8:15	Roger Pryor's Orch Silk Topper WSAI Open House	Musically Speaking	Miller's Orchestra C	7:15		Variety Hour N	chestra C		
9:1	Rochester Philharmonic Orchestra N	"Good News of 1938" 22 MGM stars N	Hour C	9:15	Orchestra M	WCPO News	Amateur Hour C	8:00 8:15 8:30 8:45	Rochester Philharmoni Orchestra N America's Town	Good News of 1938'	Major Bowes' Amateu		
0:09  0:15  0:30  0:45	Streamline Revue	Bing Crosby, Bob Burns and Johnny Trotter's Orch, N	Buddy Clark Entertains C Newscast—Lee Bland		Frenchy Graffolier Charioteers N Sydney Mason	WCPO News	Buddy Clark Entertains C Essays in Music C	9:00 9:1 9:3	Air N	Bing Crosby and Bob Burns with Johnny Trotter's Orchestra	Broadway Sters Herb Koch, organ Essays in Music C		
11:00 11:15 11:30 11:45	Elza Schallert N Ran Wilde's	Paul Sullivan Theatre Digest Roger Pryor's Orch	Cab Calloway's Or. C George Oisen's	11:00 11:15 11:30 11:45	To be announced Harry Candullo's Or Ran Wilde's	WCPO News Dence Awhile Dence Awhile	Gene Baker's Orch. C. Calloway's Orch.	. 10:0 C 10:1	Globe Trotter  King's Jesters Orch.  Bismarck Hotel	Amos 'n' Andy N WSM News Sports: Adrian McDow	. Poetic Melodies C		
_	WCKY	WLW	WKRC		WSAI	WCPO	WHIO	10	WLS-WENR	WSM	WHAS		

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

7:00-Poetic Melodies: Jack Fulton, tenor, 7:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn MacCormack, poetic reader. Carlton Kelsey's Orchestra. WABC WKRC wadc www wbt wgar wcau—Amos 'n' Andy: Pepsodent Program. WEAF WLW wgy wtam kyw wwj who—Louis Panico's Oriental Gardens Orchester. (NRC) wreath

tra. (NBC) wmaq

Easy Aces comedy sketch featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk wire wham

7:15—Vocal Varieties—Choral group of 14 voices. WLW to WEAF wgy wtam wire wmaq who kstp kyw

Song Time with Loraine Grimm and Herry Cool. WABC WHIO WHAS wir wgar wbbm wbt wgst

Mr. Keen, Tracer of lost persons; dramatization. WJZ WCKY WLS whk kdka wham

7:30—Schaefer Revue: Leo Reisman's Orches-tra; Bud Collyer, m. c. WEAF only

7:30—Schaeter Revse: Leo Reisman's Orchestra; Bud Collyer, m. c. WEAF only

"'We, the People"—Gabriel Heatter, director; Mark Warnow's Orchestra—Dramatizations. WABC WKRC WHIO WHAS wire

wbbm wgar kmbc wcau kmox wcco
—Savitt Serenade. (NBC) (WSAI on 7:45)

wgy wtam who kyw
—Horlick's Program, with Lum and Abner:

Comedy sketch. WJZ WLW WLS wsb -Al and Lee Reiser, piano duo. (NBC) whk wave wire wham

wowo
8.00—Kate Smith Hoer, with Honny Youngman, comedian; Jim Crowley, Football
Forum; Jack Miller's Orchestre; Dramas
and great stars. WABC WKRC WHIO
WHAS wir wbbm wfbm wgar wcas kmox
wadc wwwa wbt wwij

2.55 Walling and his Connecticut Yankees:

wadc wwwa wbt wwj

Rudy Vallee and his Connecticut Yankees;
gwest artists. WEAF WLW WSM wtam
kyw wgy wbap kstp wfla kvoo who wdaf
wave wire wwj wmaq wfaa

General Hugh Johnson, commentator. WJZ
WCKY WLS kdka whk wham

WCKY WLS kdka whk whem

8:15—The Liedersingers—Carol Deis, soprano;
Cetia Branz, contratto; Fred Hufsmith,
tenor; Aldee Edkins, bartionib. WJZ WCKY
WLS whk wave wire whem

8:30—The March of Time: News dramatization. WJZ WCKY WLS kdka wham

9:00—"Good News of 1938" 22 MGM movie
stars and weekly guest artist. WEAF WSM
WLW wgy wtam wmaq wave wwj wire kyw
who wdaf kspt wbap wfla

Rochester Philharmonic Orchestra: Jose Hurbi, conductor. WJZ WLS WCKY kdka

wham

-Major Bowes' Amateur Hour. WABC
WKRC WHIO WHAS wir wbbm wgar wcau
kmox wadc wwco wbt wgst
9:30—America's Town Meeting of the Air—
Round table discussion featuring prominent
speakers. George V. Denny, Jr., moderafor.
WJZ WCKY WLS kdka whem with

WIL WCKY WES KOKA Whem WIRK

10:00—Kraft Music Hall, starring Bing Crosby
and Bob Burns, comedian; Johnny Trotter's

Orchestra; guest artists. WEAF WLW WSM
whk wgy wtam wwi wmaq wire wave kyw
who wbap kstp wdaf kvoo

—Buddy Clark Entertains. WABC WHIO
WHAS wir wbbm wfbm wgar kmbc

WHAS WIF WIDTH WIGHT WIGHT KINDS

10:30—Essays in Music: Victor Bay's Concert

Orchestra. WABC (WHIO off 10:45)

(WKRC on 10:45) WHAS wir wibbm wgar

wcau kmox kmbc wgst wwl wcco

NBC Jamboree. WJZ WLS kdka whk

wave wire wham

wave wire wham

11:00—Joseph Escarpenter and his Rhumba
Orcestra from La Conga. WEAF wgy włam
wmaq who wdaf kyw

—"Poetic Melodies:" Jack Fulton, tenor;
Franklyn MacCormeck, reeder, and Carlton Kelsey's Orchestra. (CBS) WHAS wir
wbbsw wwi wcco kmoss

—The Vagabonds. (NBC) WCKY whk wave
wire wham

—Esso News Reporter. WJZ only

-Pepsodest Program: Amos 'n' Andy, (NBC) WSM wdaf wfaa wmaq wire why 11:05—Vagabonds. Negro Male Quartef. WJZ WCKY wilk wave wire whem

II:15—Elza Schaflert Reviews, Previews of the week's outstanding pictures; guest. WJZ WCKY WLS kdka whk wave wire wham —Cab Calloway's Cotton Club Orchestra. WABC WKRC WHIO wadc wbt wbst wcco

-Ran Wilde's Orchestra. (NBC) WSAI WCKY wgar wfbm wcau

George Oisen's Orchestra, WASC WHIO WKRC wgar kmox wadc wsbt wbt wbbm

kmbc wcco Horthern Lights: dramatic sketch. WEAF wgy wram wmaq who wdaf kyw MIDNIGHT—Orrin Tucker and his Orchestra.
WABC WKRC WHAS WHIO wir wgar
wfbm kmbc wcau wadc wbt wwi

wfbm kmbc wcau wadc wbt wwj.

—Jerry Blaine's Park Central Hotel Orchestra.

WEAF WLS kdka wgy wtam wmaq who

—Henry Busse's Chez Paree Orchestra. WJZ

WCKY whk wave wire wham

12:30—Sarwood Van and the Trocadero Orchestra. WJZ WCKY kdka whk wire wham
—Red Norvo's Orchestra, with Mildred Beiley.
WABC WKRC WHIO wir wbbm wgar wfbm
kmbc wcau wadc wsbt wbt wcco wwva

-Earl Hines' Grand Terrace Cafe Orchestra. WEAF wgy wtam wmag who

### Triple-Threat Man



Conrad Nagel, film actor and producer, is featured on the "Sunday Afternoon Silver Theater" program in the roles of narrator, producer and director making him one of the few triplethreat men in broadcasting. Nagel is currently

CONRAD NAGLE heard on the "Silver Theater" program, over the WABC-Columbia network, including WKRC, WHAS, and WHIO, Sundays from 5 to 5:30 p. m. (E.S.T.)

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### PROGRAMS FOR FRIDAY, NOVEMBER 5





			· (EASTERN ST	ANDA	RD TIME)				(CENTR	AL STANDARD TIM	AE)
	WCKY	WLW	WKRC		WSAI Cincinnati (1330 kc.)	WCPO	WHIO Dayton (1260 kc.)		WLS-WENR		WHAS
6:30		Top o' the Morning	Jerry Foy	6:30	*****	Six-to-Niners	Breakfast Express	5:30	Smile A While		
6:4	Tick Tock—Seven	Morn's in the Mount's	Sun-Up Jamboree Christian Science	6:45	Morning Prayer	WCPO News		5:45			
7:15	O'Clock	Prayer Period	Early Edition-News	7:15	Early Express	Six-to-Niners	Little Tom	6:15	i Ky. Girls & Ramblers		Devotions
7:30 7:45				7:30	11 11		Across the Breakfast Table	6:30 6:45	Sing, Neighbor, Sing. Pat and Henry	Stamp Quartet	Kentucky Mountainee
8:00	Four Showmen N	Rube Appleberry	11 11	8:00	Good Morning	WCPO News	WHIO Almanac	7:00	News Report	Golden West Cowboys	
	Wm. Meeder N News for Executives		Woman's Hour	8:15 8:30			Variety Revue  Dunker's Club		Pokey and Arkie Morning Devotions.		Jamboree
	Lucille and Lanny N			8:45	Women's Newsreel		Women Make the News	7:45	Jolly Joe's Pals	Do You Remember 7 N	" "
9:00	Breakfast Club N	Betty Crocker Hope Alden's Rom'nce	Metropolitan Parade C Richard Maxwell C.	9:00		WCPO News	Cornelia on the Air	B:00	Lulu Belle and Scotty News Report		Sam, Gil and Louie. Meador Lowery-New
9:3	O London Stock Market.	Lady Be Good	Musical Calendar	9:30	" "	11 11	Municipal Court Rhythm, Sweet & Hot	8:30	Morning Roundup	* "	Jackson Family
	5 Martha Lane		Bachelor's Children To be announced	9:45	What Next	WCPO News			The Hill Toppers  Mary Marlin N		Bachelor's Children ( Monticello Party Li
10:1	Vaughn de Leath N	All the Answers	Myrt and Marge C	10:15	John's Other Wife N.	Variety Show	Myrt and Marge C	9:1	Ma Perkins N	Vaughn DeLeath N	Myrt and Marge C.
10:3	Monticello Party Line. Viennese Sextet N	Betty and Bob Houseboat Hannah		10:30			Monticello Party Line. Ruth Carhart, songs C		Pepper Young's Fam. N News Report		
11:00	Household Hour and	News	Magazine of the	11:00	David Harum N	WCPO News	Magazine of the Air C	10:00	The O'Neills N	Highhatters N	Crumit-Sanderson C.
11:15 11:30		The Road of LifeN  Carson Robison	Big Sister C	11:15	How to be Charming N	Merry-Go-Round	Big Sister C	10:15	Road of Life	Rhythmic Serenade How to be Charm's N	Carol's Romance C
1:45		The Goldbergs	Aunt Jenny's Stories C	1	Kentucky Clocker			_	Gospel Singer N	Originalities N	Aunt Jenny's Stories
	WCKY News Hymns for Everyone		Mary M. McBride C Edwin C. Hill C	12:00	Freshman Follies	WCPO News Happiness Ahead		11:00	Virginia Lee, Sunbeam Chuck, Ray & Christine	Time for Thought N	Mary M. McBride C Edwin C. Hill C
12:30	Farm and Home	National Farm and	Romince Helen Trent C	12:30 12:45	Vagabond Quartet N	Man on the Street	The Listener Speaks	11:30	"Big City Parade"	National Farm and	Romance Helen Trent
1:00		Home Hour N	Our Gal Sunday C  Betty and Bob C	1:00	Cincinnati—Your City.  Barber's Interviews		Soil Conservation		Markets; News Prairie Farmer,	Home Hour N	Our Gal, Sunday C Linda's First Love .
1:15	" "	" "	Betty Crocker C	1:15	Words and Music N	Rhythm Rambles	Your Neighbor	12:15	Dinnerhell Time	** **	College of Agricultu
	WCKY's Neighbors Grace and Scotty N	Voice of Experience	Grimm's Daughter C Hollywood in Person C	1:30	Netherland Orchestra.	From Hawaii	Symphonetta	12:30 12:45	Voice of Feed Lot	Banner Newshawk Dept. of Agriculture.	Livestock Markets   Sunshine Sue
2:00	Music Appreciation	Music Appreciation	Women's News C	2:00 2:15	Don't Look Now M	WCPO News	Woman's News C	1:00	School Time	NBC Music Appreci-	Women's News C
2:15	Hour N		Meet the Missus	2:30	Sid Gary M	Open House for Ladies	Bob Byron, songs C American School		The Old Timers		Bob Byron, songs C. University of
	Beatrice Fairfax		of the Air C	2:45		Hollywood Brevities	of the Air C		Melody Parade	11 11 .,	Kentucky
3:00	Radio Guild Drama N		News, Fire Prevention  Matinee Musicale	3:00 3:15	WSAI Little Show	Hahn Reporter Today's Winners		2:00	News; Julian Bentley Homemakers' Matinee	Pepper Young N	Betty and Bob Betty Crocker
3:30	** 11	Vic and Sade N	Jenny Peabody C	3:30 3:45	Ribber Shannon Bob Howard	11 11	To be announced Four Clubmen C	2:30	Orchestra	Vic and Sade N	Jenny Peabody C
3:45 4:00	Sports Review		Notes and News	4:00	7	WCPO News	Between Bookends	3:00	Club Matinee N	A Woman's News	Yellow Blank Salute. Hope Alden's Rom'c
4:15	Club Matinee N	Mary Sothern	Girl Scouts Program	4:15 4:30	Ladies Step Out		Bon Voyage C	3:15 3:30		The Guiding Light N	Weekday Devotions.
	Movieland News Hilltop Serenaders		Dr. Dafoe C	4:45	Deon Craddock	11 11	Dr. Allan Dafoe C	3:45	"	Road of Life N	Sing and Swing C Dr. Allan Dafoe C
	Sports Review		Follow the Moon C Freshest Thing in Town	5:00 5:15	To be announced		Tea Time Tunes	4:00 4:15	Neighbor Neil N Music Circle	Arthur Lang N	Out of the Dusk
5:30	Edward Davies N Sports Final	Fairyland Lady	Hollywood Highlights.	5:30 5:45	Johnson Family M	41 11	The Arcadians	4:30	H. Middleman's Or. N	Financial News	Meador Lowrey, New
_	Straight Shooters N		"Hilltop House" CX		Nixon Denton			_	Vierra's Hawalians N		
6:00 6:15	Little Orphan Annie N Harry Kogen's Orch N		Smilin' Dan	6:00 6:15	Speed Gibson Music for Madame	WCPO News	Margaret Daum C Si Burick	5:15	Junior Nurse Corps N. Harry Kogen's Orch. N	Afternoon News	lack Armeleone
	WCKY News	Bob Newhall	News; Music Frank Dailey's Orch. C	6:30 6:45	Paul Sullivan	Dinner Club	News; Frank Dailey's Orchestra C	5:30	What's the News7	Vagabonds	Salt and Paanuts
7:00	Mary Small N	Amos 'g' Andy N	Poetic Melodies C	7:00	Frenchy Graffolier	Dick Porter	Vic Arden's Orch	6:00	Escorts and Betty N Mary Small, songs N.	Sporter Mary Small N	Cmarkenika
7:15	Dr. Karl Reiland N Vic Arden's Orchestra	Four Stars Tonight	Song Time C	7:15 7:30	Uncle Ezra N	Congressmen Bigelow.	Song Time C	6:15	Lum and Abner N	Dr. Karl Railand N	Song Time C
7:45		Singing Cinderella	Boake Carter C	7:45	Bughouse Rhythm N	Race Results	Boake Carter C	6:45	Football Prophet	Stars of Broadway	Boake Carter C
8:00 3:15	Grand Central Station N	Tonic Time	Hammerstein's Music Hall C	8:00 8:15		Hahn Reporter	Hammerstein Music Hall C	7:00	Grand Central Station N	Francis Craig's Orch	Hammerstein Music .
8:30	We Present Another	Death Valley Days W	Hai Kemp's Dance	8:30	11 11 5-1	u 11	Hal Kemp's	7:30	Death Valley Dave N	Home Town Memories	Hall C Hal Kemp's
8:45				8:45	***********		Orchestra C	7:45	<u> </u>	Waltz Time	Dance Band C
	WCKY News Football Program N.	Varsity Show N	Hollywood Hotel: Fran- ces Langford, Ken	7:15		WCPO News	" "	8:00 8:15	Varsity Show N	Varsity Show N	
9:30	Tommy Dorsey's	Cafes of Yesteryear	Murray, Oswald and	9:30 9:45	Pat Barnes'	Football Roundup		8:30	Tommy Dorsey's	Tommy Dorsey's	mond Paige's O
0:00	Russian Rhapsody N	First Nighter N	Song Shop C		Topper Baliroom	Wrestling Matches	Songshop C	-	Orchestra N The Story of	Orchestra N	Chestra C
0:15		Jimmy Fidler N	" "	10:15	Orchestra Sydney Mason	40 11		9:15	Business	" "	Carlisla C
0:45		Dorothy Thompson N	Lee Bland's Newscast.			Cotton Club Orchestra			S. Williams' Orch	Iomorrow's Winner	Musical Moments
1:00	Taxicab Night Club King's Jesters Orch. N	Paul Sullivan	Ross Pierce's Orch Glan Gray's Orch. C	11:00	Harry Candulio Orchestra		Gene Baker's Orch Glen Gray's Orch. C		The Globe Trotter	Amos 'n' Andy N	Poetic Melodies C
1:30	Jos. Escarpanter's	Pennsylvania	Richard Himber's	11:30	Roger Pryor's	Dance Awhile	Richard Himber's	10:30	Jos. Escarpanter's	Sports: Adrian	Gridiron Glimpses
1:45	OTOMOSTIC TO THE TOTAL TO	Arlie Simmonds' Orch.		11:45	Orchestra	" "	Orchestra C	10:45	Orchestra N	McDowell's Orch	Meador Lowery-News
	WCKY	WLW	WKRC		WSAI	WCPO	WHIO		WLS-WENR	WSM	WHAS

# NETWORK PROGRAMS (NBC-CBS)

7:00—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCotmack, reader, and Carlton Kelsev's Orchestra. WABC WKRC wgar 7:00—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCotmack, reader, and Carlton Keisey's Orchestra. WABC WKRC wgar wadc wcau wwva wbt

Mary Small, songs. WJZ'WCKY WLS WSM whk wave wire wham

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

Irma Glen, organist. (NBC) wmaq
7:15—Song Time with Bette Grable and John Payne. (CBS) WKRC WHAS WHIO wadc kmox

-Chrysler Football Parade, with Frank G. Menke. WABC only -Uncle Ezra's Radio Station E-Z-R-A. WEAF WSAI wgy wtam wmag wire wdaf wbap kyw kstp who

Wyw Kstp who

Dr. Karl Reiland, commentator, WJZ
WCKY WSM wenr wham kdka whk wave
7:30—Louis Panico's Orchestra. (NBC) wgy
wtam wmaq wire wdaf wbap kyw kstp

Dinner Concert. WABC WKRC WHAS
wgst wadc wbt

-Horlick's Lum and Abner, comedy sketch.
WJZ WLW WENR whk
-Eddie Duchin's Orchestra: Stanley Worth

and Patricia Norman, vocalists; Roger B. Whiteman, author and [ournalist. WEAF

Whiteman, author and journalist. WEAF only
—Dinner Concert. (NBC) wave wire wham 7:45—Boake Carter, news commentator. WABC WKRC WHIO WHAS wir wgar wbbm kmox wcau wcco kmbc wbt
—Louise Florea, soprano. WJZ WCKY wave whk wire wham 8:00 Grand Central Station, dramatic sketch. WJZ WCKY WLS kdka wave whk wire wham—Cities Service Concert: Lucille Manners, soprano, and the Cities Service Quartet; Rosario Bourdon's Orchestra. WEAF WSAI wgy wtam wmaq wwi who daf kstp wbap wfaa wfla
—"Hammerstein's Music Hall": Ted Ham-

-"Hammerstein's Music Hall": Ted Hammerstein m. c.; Jerry Mann, comedian, guest - star, and Music Hall Orchestra. WABC WKRC WHIO WHAS wir wgar kmox wbbm wfbm kmbc wcau wcco wadc wbt

8:30—Death Valley Days, dramatic program, with John MacBryde, Jean King, Harry Humphrey and Jeff Bryant; Orchestra direction Josef Bonime. WJZ WLW WLS kdka whem whk

—"Music from Hollywood", starring Alice Faye with Hal Kemp's Orchestra; Carleton Ka Dell, announcer. WABC WKRC WHAS WHIO wir wgar kmox wbbm wcau wadc wbt kmbc wgst wwl wcco wfbm 9:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAF WSAI wgy wtam wmaq wwl wdaf kyw who wire Hollywood Hotel: Musical Revue; "Damsel in Distress" with Fred Astaire and Joan Fontaine, Burns and Allen, guests; Frances Langford; Jerry Cooper; Anne Jamison; Ken Niles; Raymond Paige's Orchestra, with Ken Murray and "Oswald". WABC WKRC WHAS WHIO wir wbbm wgar kmox kmbc wcau wadc wbt wcco wgst wwl
—Pontiac Varsity Show, featuring under-graduate talent from the campus of Fordham University; Paul Dumont, m, c, WJZ WLS WLW WSM wham kdka whk wfla wave wfaa

9:30—True Story Court of Human Relations, dramatization. WEAF wgy wtam wwi kyw who wmag wdaf wire

who wmaq wdaf wire

—Tommy Dorsey and his Orchestra. "Ask
Yourself Another;" Edythe Wright, vocalist;
Paul Stewart, announcer. WJZ WCKY WLS
WSM kdka whk wave wham wowo
10:00—Russian Rhapsody: Zarova, vocalist;
Sarah Kreindler, violinist; Arthur Schwarzman, pianist; erchestra. WJZ WCKY kdka
whk wham wfia

—The Songshop, starring Kitty Carlisle, Frank Crumit, m. c.; Reed Kennedy; Alice Cornett; Songshop Quartet, the 22-Voice Glee Club, direction Ken Christie; 47-piece Orchestra, direction Gustav Haenschaen. WABC WKRC WHAS WHIO wir wgar wade whom wfom kmor kmbe weau with wade wbbm wfbm kmox kmbc weau wsb!

wadc wbbm wfbm kmox kmbc wcau wsbt wwl wcco
Campana's First Nighret "Romance Should Begin at Home," dramatization starring Les Tremayne and Barbara Luddy. Orchestra, direction Eric Sagerquist. WEAF WLW WSM wwi wave wmaq wtam wdaf who kstp wfla wfaa kvoo wgy
10:30—Detective Stories. WJZ whk wham wave wire

Wave Wire Jimmy Fidler and his Hollywood Gossip WEAF WLW wgy wtam wmag kyw wwi wire kstp wdaf

wire kstp wdaf

10:45—"People in the News." Dorothy
Thompson, news commentator. WEAF WLW
kyw wgy wtam wwi wire wmaq kstp wdaf
—To be announced. WABC wbbm wir wfbm
wcau wcco kmox wadc wgst

11:00—George R. Holmes, Chief of the Washington Bureau of International News Service. (NBC) wgy wtam wdaf kyw
—Esso News Reporter. WJZ only
—The Yagabonds. (NBC) whith wave with

-The Vagabonds. (NBC) whk wave wire

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

wfbm wwj wcco kmox kmbc

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

11:15—Louis Panico's Oriental Gardens Or-chestra. WEAF wwi wave wtam kyw who

-King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS whk wave wire

Glen Gray's Casa Loma orchestra. WABC WKRC WHIO wadc wbt kmox

II:30—Richard Himber's Essex House Or-chestra. WABC WHIO WKRC wir wfbm wcau wadc kmox wbbm kmbc wsbt wbt wgar

-Joseph Escarpanter and his Rhumba Orches-tra from La Conga, WJZ WCKY WLS whk wave wire wham

Joe Rines' Orchestra, WEAF wwi wave wmaq wtam wdaf kstp wgy

MIDNIGHT—Guy Lombardo and his Royal Canadians. WABC WKRC WHAS WHIO wir wgar wfbm wadc wbbm

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

—San Francisco Opera Company. W WLS wgy wtam wmaq who wdaf kdka 12:30—Ell Dantzig and his Orchestra. WJZ. whk wave wire wham

-Ted Fiorito's Orchestra. WABC WKRC WHAS wbbm wfbm kmox wadc



Contest Club so this is its third birth- all contestants wish to know if each day. The term "three year old" when and every letter is opened and read. applied to a youngster of the race The answer is 'yes.' Ninety-nine per would mean it was still a mere tod- cent of judging organizations are paid dler, but when applied to a racing on the basis of so much per entry." steed would indicate that he was in the very prime.

neither of these definition are quite complete. A lot has happened in the contest field in the past three years and we wonder if it would not be appropriate to say that the Club feels much older than three years-in experience. We have learned a lot and DIAL readers have made us feel that they really liked the Club. For this we are very grateful.

As the Club goes into its fourth year we solicit your continued support. We are just as much interested in knowing your dislikes as we are the things you approve of. Which leads us to say that what appears to be the outstanding contest articles as they appear.

Your reporter has access to practically everything published on contesting, and endeavors to quote in full or in condensed form, those articles which portray the current thought whether in facts, figures or fancy. This week's quotation comes from an article in November Contest World. "What is the future for contests" by Gracie Gordon, who is, according to the World, a national Contest Judge.

In her introductory paragraphs, the author called attention to a certain amount of sponsor ciriticism, and continued:

"It would be better by far to eliminate such talk if contests are to gain added momentum. There is nothing to be gained by sponsor attacks. What does the prospective sponsor do in most cases prior to making a decision to promote and expend large sums and Professional Women offered \$500 of money for a contest? Usually he for the best essay on "The Contribugets in touch with another sponsor to tion of an American Woman to the learn what the reaction has been for the manufacturer who has had experi-from 1825 to 1937." Twenty-threeence in contests. The sponsor who is year-old Dorothy Taylor of Brooklyn, disgusted or dissatisfied would not N. Y., won it. The women she chose recommend that an enquirer take was "Mrs. Jones, the Average Amerknocks, slaps or digs. The sponsor ican Woman." who is satisfied and pleased with rethink? Others in order were Mrs. sults is certain to give contests a genuine boost."

It is here necessary to pass up several paragraphs dealing with cited more than 500 entries. instances, for lack of space, and take up Miss Gordon again.

and more can be done with a man best movie title for Faith Baldwin's by patting him on the back, than try- story "Charm" he submitted Satan's ing to give him a black eye. In this Angel. new age of contesting, alert sponsors are using the services of seasoned was winner of the deluxe sedan in the judging organizations to direct the Willys National Economy Contest.

A LMOST to the day, three years and the judges make the awards unago, RADIO DIAL began the fettered by any restrictions. Nearly

"During recent months," Miss Gordon says, "I have talked with many To apply to the Contest Club contest sponsors. They are good fellows, eager to make contests perfect, they are willing to continue spending money and plenty of it, and besides, I find they are intensely human.

"The future of contests is bright in spite of those who would cast shadows. Contests continue, more of them and statement. Closes October 31st. greater and better than before. Sponsors are building contests to inspire confidence and promote good will. Advertising sales strategists are hard at work to dispel any malodorous rumors, they want clean contests because the entire advertising business suffers when an unnamed sponsor is Pepper because . . . " 9 caps. Closes attacked. Sponsor and agency alike most the bughly read and accepted insist that the present-day contest be feet of the Club is the digest of demonstrably honest that it may become a pillar of achievement in the halls of advertising."

> You will have to hand it to the women for the very intelligent part they are playing in contest judging these days, the most prominent being Elsie Rushmore and Helen King.

A step of no little importance is that recently adopted by the Townsend-Friend Contest Service. In addition to their coaching service, customers are furnished with periodic bulletins of latest contests. Now, the contests listed are rated by so many stars. Five stars are the most given. The basis for stars appears to be very logically thought out.

RCA Victor is given 5 stars. Philco 41/2. A&P Tea Co., 5 stars. General Electric 4. Crisco 21/2, Old Gold 4 and Watkins Liniment 5.

The New York League of Business Clever, don't you Roosevelt, Jane Addams and Harriett Beecher Stowe.

Alfred E. Smith helped judge the

In the Pictorial Review Title entry, the first prize of \$100 was won by "Sponsors after all are but human Raymond Rack of Chicago. For the

Smith McGlich of Groveport, O., work. A 'hands off' policy is adopted Standard sedans were won by Fred

M. Brems of Chicago and Mrs. Russell Dennis, Knightstown, Indiana.

Tim and Irene's plan to call the winner in their contest over the telephone from the radio studio during the program was stopped by the Federal Communications Commission. Those in charge at the FCC took the position that radio and telephone were two separate forms of communication and consequently the arrangement made could not be permitted. The winners are being called by long distance, but before the program goes on the air. The names are then announced over the radio. Program: "Fun in Swingtime." Sponsor: Admiracion Hair Tonic. Prizes: Three silver fox furs and 500 pairs silk hosiery.

Hewes & Potter of Boston, makers of Spur Twin-Flex ties for men have a contest in which wardrobe prizes will be given. Value \$100 down to \$25. Contestant must choose favorite tie, make purchase and write short

The following contest may be limited to general locality. Dr. Pepper of Richmond, Va., offer 1937 Packard Sedan, Frigidaire, RCA radio and 126 other merchandise prizes for best 25 word statements, "I prefer Dr. November 15th.

Planters Peanuts have a contest for school students listed in Scholastic. Prizes \$1 to \$25. Closes January 8th,





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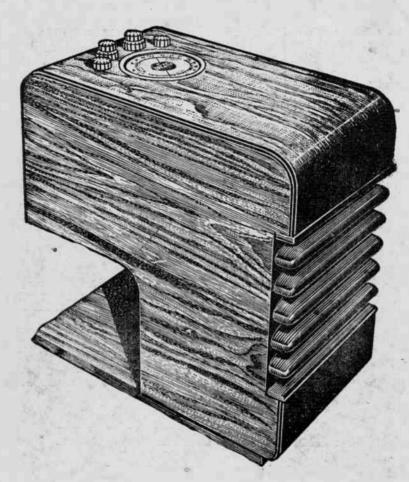
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