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Radio Dial

WEEK ENDING NOVEMBER 26, 1937



SIX TO NINERS SEE PAGE 4

RUBINSTEIN TO MAKE AMERICAN RADIO DEBUT

Sing, Neighbor, Sing Cast



Here's the cast of "Sing, Neighbor, Sing," featuring Chic Martin, Nancy Lou, the Three Tones and the Purina Singers, over WLW at 7:30 a. m. (E.S.T.), Monday, Wednesday and Friday.

Quints' Dr. Dafoe



Dr. Allen Roy Dafoe, famous country doctor for the Dionne quintuplets, was welcomed to Cincinnati by Mrs. Ruth Lyons, program director at WKRC. Dr. Dafoe's broadcasts are heard thrice weekly, Monday, Wednesday and Friday over the WABC Columbia network including WKRC, WHAS and WHIO at 4:45 p. m. (E.S.T.). His first visit to the Queen City was made for appearances at the Women's Exposition at Music Hall. His broadcast Monday, November 15, was made before an audience in the Hall and was originated for the Columbia chain through WKRC's facilities.

Polish Pianist To Be Guest Soloist With Philharmonic

Artur Rubenstein, distinguished Polish pianist, will make his American radio debut as soloist with the New York Philharmonic-Symphony Orchestra, directed by John Barbirolli, in an all-Russian concert broadcast over the WABC-Columbia network, including WKRC, WHAS, and WHIO, Sunday, November 21, from 3:00 to 5:00 p. m. (E.S.T.).

Rubenstein will be soloist in the Tchaikowsky Piano Concerto No. 1 in B flat minor after Barbirolli opens the program with the Overture to Rimsky-Korsakov's opera "The Maid of Pskov" and the Arensky Variations for the String Orchestra on a Theme by Tchaikowsky, two works new to the Philharmonic-Symphony.

After the intermission in which Deems Taylor, composer-critic and commentator in this series, speaks about the program, Barbirolli will conduct a scene "From The Apocalypse," by Liadoff and the Suite from Rimsky-Korsakov's opera "Le Coq d'Or."

Rubenstein, first made his appearance in the United States in 1906, but his most recent visit here was in 1927.

DREAMER WILL PAY TRIBUTE TO MOTHERS ON "SMOKE DREAMS"

When the dreamer lights his cigar and settles back in his easy chair for a half-hour of reminiscences, over the NBC-Red network, including WLW and WSM, November 21, at 1:30 p. m. (E.S.T.), he'll offer a musical tribute to mothers.

The "Smoke Dreams" program will present Vicki Chase, lyric soprano; a male quartet and Virginio Marucci's orchestra in a medley of mother songs. These will include "Little Old Lady," by the orchestra; "M-O-T-H-E-R," by the male quartet; "Songs My Mother Taught Me," Vicki Chase; and the quartet number, "I Want a Girl."

Paul Hughes, as the dreamer who dreams aloud to his dog, Sport, as he enjoys his cigar, also will present Angelo Rafelli, the Italian troubadour, in the song, "Dear Little Boy of Mine."

Other selections for the program will include "When the Organ Played at Twilight," Dvorak's "Humoresque," "When You're Away," "Love is the Sweetest Thing," and "Perfect Day."

This Is a Fox . . . and



Templeton Fox, the girl who began her career as a singer in Los Angeles, then starred for two years with the Pasadena Community Playhouse, today is one of the busiest actresses at the NBC Chicago studios. She has been heard in Dan Harding's *Wife* and other serials.

Horace Heidt



Horace Heidt leads his famous Brigadiers each Monday, 8:00 p. m. (E.S.T.) over the WABC-Columbia network, including WKRC and WHAS.

THREE UNKNOWNNS TO BE FEATURED ON MET AUDITIONS

Abrasha Rebofsky, baritone, who started singing as a joke; Lucia Graeser, lyric soprano, daughter of a Texas city manager, and Evelyn MacGregor, contralto, who began her career on the vaudeville stage, will be the auditioners for the Metropolitan Opera on the regular Sunday broadcast, November 21, at 5:00 p. m. (E.S.T.), over the NBC-Blue network, including WCKY, WLS and WSM.

Following is a complete program of the broadcast:

- Signature—March from Tannhauser..... Orchestra
- Selections from La Traviata.....Verdi
- Nedda's Aria from Pagliacci, by Leoncavallo
- Blue Are His Eyes.....By Winter Watts
- Lucia Graeser, Soprano
- No Piu Andrai, from The Marriage of Figaro.....Mozart
- Without a Song.....Vincent Youmans
- Abrasha Rebofsky, Baritone
- Voce Do Donna, from La Gioconda.....Ponchielli
- Giroetta.....Fibella
- Evelyn MacGregor, Contralto
- Trio—Brahm's Serenade.....
- March from Tannhauser..... Orchestra

POWELL, LANE TO STAR IN NEW LUCKY SHOW

This Is a Lyon



If you want to make a hit with this Lyon, and you probably do, feed her spinach; she loves it. Irma Lyon is the pretty feminine half of the NBC piano team of Marlowe and Lyon, recently heard on the NBC Jamboree, the Night Club and the NBC Matinees.

SULLAVAN, MARSHALL IN SHERWOOD'S "PETRIFIED FOREST" FAMOUS COMPOSERS FEATURE ON 2ND NBC SYMPHONY AIRING

Margaret Sullivan, and Herbert Marshall will portray the wandering hero, Alan Squier, in the broadcast of "The Petrified Forest," Monday at 9:00 p. m. (E.S.T.) over the WABC-Columbia network, including WKRC, WHAS, and WHIO on the Lux Radio Theater series.

Robert Sherwood's play of ideas in a melodramatic setting is the story of the disillusioned Squier who, after hitch hiking from New York, finally reaches the Southwestern desert country. At a combination gas station and restaurant he falls into a philosophical conversation with the daughter of the owner of the establishment.

Cecil B. DeMille will direct the play and Lou Silvers' orchestra will supply the necessary music.

The NBC Symphony Orchestra, conducted by Pierre Monteux, will present the second in its series of concerts Saturday, November 20 from 10:00 to 11:30 p. m. (E.S.T.) over the NBC Blue and Red networks, including WCKY and WSAI.

Monteux has programmed works by Handel, Sibelius, Griffes, Wagner, and Ravel for this concert. Opening with Handel's Concerto Grosso in D, the concert will continue with Adagio and Scherzo from Sibelius' First Symphony and "The Pleasure Dome of Kubla Khan" by Griffes.

The concluding two numbers will be the Prelude to Wagner's "Lohengrin" and Ravel's Second Suite, "Daphnis and Chloe."

Program To Replace Your Hit Parade About December 1st

A new, fifty-two-week series of full-hour musical, dramatic and topical broadcasts from Hollywood, sponsored by the American Tobacco Company for Lucky Strike Cigarettes and produced by Warner Bros. Pictures, Inc., under the title of Your Hollywood Parade, will be launched over the NBC-Red Network probably on December 1.

The program, replacing the current Your Hit Parade, will be heard at the usual Wednesday hour of 10 p. m. (E.S.T.), with the addition of fifteen minutes to round out a full hour.

With Dick Powell as master of ceremonies and central star, and all the talent resources of Warner Brothers Pictures behind it, the new show is designed to provide a panoramic radio view of activities in the movie capital. It will include previews of Warner Brothers pictures and feature guest stars of prominence in all fields.

The orchestral phases of the entertainment will be under the direction of Leo Forbstein, musical director of the Warner Brothers studios at Burbank, Calif. Dudley Chambers will direct the choral numbers.

Rosemary Lane, recently featured with Dick Powell in the picture, "Varsity Show," and shortly to be seen with him again in the forthcoming "Hollywood Hotel," will also be starred in the new radio series.

Screen stars to be heard from time to time in Your Hollywood Parade include: Bette Davis, Kay Francis, Errol Flynn, Edward G. Robinson, Leslie Howard, Olivia de Havilland, Fernand Gravet, Pat O'Brien, Boris Karloff, George Brent, Claude Rains, Joan Blondell.

Lola and Priscilla Lane, Margaret Lindsay, Anita Louise, Johnnie (Scat) Davis, Hugh Herbert, Ian Hunter, Humphrey Bogart, Basil Rathbone, Frank McHugh, Beverly Roberts, Dick Foran, Ann Sheridan, and many others.

The local stations that will carry this program will be listed in RADIO DIAL next week, when all the details of the show are available.

Program Changes Time

The "WLW Operetta," which has been heard over the Nation's Station and the WLW Line Tuesday nights, moves to a new Wednesday night spot, beginning November 17. In the future the program will be heard from 8:30 to 9:00 p. m. (E. S. T.) Wednesdays.

Popular Maestro



Ross Pierce is the saxophone-tootin' maestro whose orchestra is heard from the Hotel Alms Club Village over WKRC, Wednesday through Friday at 11:00 p. m. In their second year as musical attraction at this popular night club, Ross and the boys, in addition to their entertaining at the hill-top hotel, are seen each Tuesday night on the stage of the Paramount Theatre.

LOTTE LEHMANN IS GUEST WITH ANDRE KOSTELANETZ'S SHOW

Lotte Lehmann, the noted Metropolitan Opera soprano, will be presented as guest soloist when Andre Kostelanetz directs his orchestra in his regular Wednesday broadcast over the WABC-Columbia network including WKRC, WHAS, and WHIO, November 24, from 9:00 to 9:30 p. m. (E.S.T.).

Mme. Lehmann, a native of Perleberg, Germany, is famous particularly for her performances of such great Wagnerian opera roles as those of Eva in "Die Meistersinger" and Sieglinde in "Die Walkure." She has been awarded an honorary membership in the Vienna State Opera and France's Chevalier Legion of Honor.

Kostelanetz' orchestral program is again to feature the concert digest of classic masterpieces which have been hailed as an outstanding contribution to serious music on the radio. Deems Taylor, noted composer and critic, will give his interesting program analysis and comment.

Explains Historical Flag



Ray Shannon, who conducts the "Antique Shop" program over WSAI at 6: p. m., (E.S.T.) Sundays, tells the history of a 76-year-old silk U. S. flag which was first flown over the Baltimore Clipper ship, Witch of the Waves. The flag was one of the first to be made with a 34-star field after Kansas was admitted to the Union in 1861. Pictured with Shannon are Mildred Vinsant of the WSAI dramatic staff, and 10-year-old Greta Lee Aronoff, whose father now has the flag. The flag's history was dramatized Sunday during the "Antique Shop" broadcast.

Weekly RADIO DIAL

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Telephone—Cherry 0710-0711

J. A. ROSENTHAL, Editor

Vol. VII WEEK ENDING NOVEMBER 26, 1937 No. 28

IN THE AMERICAN TRADITION

When our forefathers founded this nation they brought with them the Anglo-Saxon tradition of free speech. Since then it has been cherished and strengthened until it has become one of the stoutest bulwarks of American democracy.

It is significant that radio has caused doubts to be cast on the reality of that tradition. Radio should be a made-to-order vehicle for free speech. It is a means of conveying ideas and opinions to millions of people, instantly and simultaneously. Yet responsible publicists question whether radio affords the freedom of speech that it might.

They report instances of censorship. They charge that all sides of an issue are not always given a fair hearing on the air. They point out that it is often difficult for the opposition to state its case promptly enough to be effective.

It is not our purpose to prove or disprove the soundness of these criticisms. They are mentioned only because they emphasize the importance of America's Town Meeting of the Air.

For the third successive year this notable feature has begun its work under the joint auspices of the League for Political Education and NBC. Its 4,000,000 or 5,000,000 listeners do not have to be told how stimulating and thought-provoking it is. For radio, America's Town Meeting is significant because it fulfills all the requirements of free speech.

It imposes no censorship on speakers or questions from the audience. That can be confirmed by the sometimes devastating candour of the discussion.

It gives ALL sides of an issue a fair hearing. That is worth emphasizing because, on many questions, there are not merely two conflicting viewpoints. There are often three or four. And the Town Meeting lets all be heard.

Perhaps more important, it affords the opposition an opportunity for immediate reply. Dissenters do not have to wait a week or a month to state their case. They can do so at once, when opposition is most effective.

The result is a true forum for threshing out contemporary issues. To be sure, time—radio's familiar tyrant—occasionally halts the proceedings at the most interesting point. Now and then, too, the speakers might be better chosen. But these are minor flaws. Overshadowing them is the fact that America's Town Meeting fulfills the essential requirements of free speech.

It has been praised for adopting the method of the New England town meeting. There is much to be said on that score. It has also been praised for allowing impromptu questions from the audience. That, too, is commendable. At best, however, these are stage-settings that heighten interest.

America's Town Meeting is notable chiefly and primarily because it applies the tradition of free speech to radio.

That would be a gratifying accomplishment even though free speech on the air is unquestioned. When it is questioned, America's Town Meeting takes on still greater importance. If nothing else, it proves that the job can be done.

SIX TO NINERS

Our cover this week is devoted to the Six to Niners, the morning show on WCPO, Monday through Saturday. The Six to Niners covers practically the entire field of entertainment from 6 in the morning until 9. You can hear real hill billy music done by the hillbillies—genuine, not synthetic. You can hear popular music done by artists who know how to swing it; sentimental ballads sung by those who put the right expression

into their interpretation; old favorites and new favorites on the Six to Niners; and hymns that bring back memories to the old folks.

There are twenty-seven artists on the Six to Niners, an impressive array of talent which includes the Green River Ramblers, the Six to Niners Rhythms Men, the Kentucky Colonels, the Southern Sisters, the Ridge Rangers, The Tuma Cowboy, the

(Continued on page 13)

COLUMBI-A-MUSINGS

From WKRC

By
MARGARET MALONEY

Constance Bennett and Cary Grant of "Topper" fame on the screen, will be re-united on the air when they are heard next Sunday in the "Silver Theatre" in "The Medicine Girl."

Paul Whiteman will return to the CBS air-waves when he takes over the Chesterfield program, New Year's Eve.

Celebrities aplenty have been in Cincinnati for broadcasts over WKRC and Columbia this past week. H. V. Kaltenborn was the first to arrive but unfortunately, was unable to make a scheduled appearance because of a serious illness. Mr. Kaltenborn was taken from the train in Cincinnati and rushed to the Good Samaritan Hospital, where he is recuperating. Kathryn Cravens, whose photo appears in RADIO DIAL this week, was the second visitor. She arrived by plane on Thursday night. Friday she was guest at a luncheon, made two broadcasts from the Women's Exposition, attended a dinner and left by train Friday night. The last and undoubtedly the best known visitor was Dr. Allen Roy Dafoe, whose picture is also seen in this issue of the DIAL. Dr. Dafoe also came to the Queen City for appearance at the Exposition and his two days in town were completely taken over by clubs and civic organizations.

Personal item: Maynard Craig was a Washington Courthouse (O.) visitor over the week-end!

Sound alike: President Roosevelt and Announcer Charles O'Connor of the Phillip Morris show on CBS.

Dick Bray, 'KRC sports spieler, has succumbed to the "Big Apple" craze and can be found most any night in the Gibson Florentine Room vying for honors with the town's best dancers.

Most of the fan letters received by Al Bland, pilot of the Dawn Patrol, say that the writers picture Bland as a big stout gent of perhaps two hundred or more pounds. Al actually is five feet ten and weight one hundred and forty-five pounds. He's a real Southerner, too. Hails from Virginia.

Martha Raye isn't doing badly at all! Five years ago she worked the Paramount Theatre in New York for \$75 per week. Last summer she went back—and her pay-check read \$7,500.



TEN EYCK SCRIBBLES

Columbus, Ohio . . . This is being written during that extremely delicate period between the business end of a convention and the social aftermath that always takes place when business activities have been adjusted (more or less) to the satisfaction of all concerned. All a columnist needs is a typewriter and a cubbyhole which same is being very courteously furnished me at the moment by WBNS and WCOL, two Columbus stations banded under one roof together. The convention in question is that of the Ohio Association of Broadcasters which same was completely reorganized last February in Cincinnati. This includes every radio station in Ohio with the exception of two recalcitrants who prefer others to do their work for them. But who am I to complain on that score. I only work to keep from starving to death and I greatly suspect a number of other people do exactly the same thing. Many things were discussed at today's meeting and a considerable portion of the discussions were cen-

tered around ways and means of convincing Ohio state senators and representatives that radio stations could not be taxed more than ninety per cent of their gross income or there might be a few bankruptcies chalked up in the various courts throughout the sovereign state. Our law making bodies are rapidly becoming tax conscious. . . .

They no longer go to see a doctor about insomnia, they welcome such an affliction instead as it gives them more time to think up additional ways and means to tax somebody for something. Being out of the infant stage and growing with leaps and bounds, radio is attracting their attention as it has never before and they see more possibilities for additional taxes on radio stations than an Indian does for scalps on a battlefield where the enemy has retreated. Strange as it may seem, radio can stand no additional taxes at this writing. Approximately twenty-seven per cent of a station's income is now paid out in one form

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HITS of the WEEK

(All Times Are Eastern Standard)
SATURDAY, NOVEMBER 20.

Frederick H. Frazier, speaker, on Carborundum program—7:30 p. m., WKRC, WHAS.

Marjorie Lawrence, Metropolitan soprano, on "Your Hit Parade"—7:30 p. m., WKRC, WHAS, WHIO

SUNDAY, NOVEMBER 21.

Edwina Eustis, contralto, with Music Hall String Symphony Orchestra—12:30 p. m., WCKY, WLW, WLS.

Artur Rubinstein, pianist, on Philharmonic Symphony—3:00 p. m., WKRC, WHIO, WHAS.

Constance Bennett and Cary Grant, actors, in "The Medicine Girl" on "Silver Theatre"—5:00 p. m., WKRC, WHIO, WHAS.

Grace Moore, soprano, and Richard Tauber, tenor, accompanied by the St. Louis Symphony Orchestra under the direction of Vladimir Golschmann. Corrine Frederick, clavichordist on General Motors Concert—8:00 p. m., WCKY, WLS.

Charles Kullman, tenor, on Ford Concert—9:00 p. m., WKRC, WHAS, WHIO.

Clifford Menz, tenor, on "Rising Stars"—10:00 p. m., WSAI, WSM. Bobby Breen, boy singer, on "Holly-

wood Showcase"—10:00 p. m., WKRC, WHIO.

MONDAY, NOVEMBER 22.

Margaret Sullivan and Herbert Marshall, actors, in "The Petrified Forest"—9:00 p. m., WKRC, WHAS, WHIO.

Alexander Smallens, conductor, Philadelphia Symphony Orchestra—9:00 p. m., WCKY, WLS.

TUESDAY, NOVEMBER 23.

Lum and Abner, comedians, on Al Jolson's program—8:30 p. m., WKRC, WHAS, WHIO.

Stoopnagle and Budd, comedians, on "Hollywood Mardi Gras"—9:30 p. m., WSAI, WSM.

WEDNESDAY, NOVEMBER 24.

Ned Sparks, comedian, on "Town Hall Tonight"—9:00 p. m., WLW, WSM.

Lotte Lehmann, Metropolitan soprano, with Andre Kostelanetz's program—9:00 p. m., WKRC, WHAS, WHIO.

"The Deacon's Thanksgiving," celebration in play form—9:00 p. m., WCKY, WLS.

FRIDAY, NOVEMBER 26.

Carole Lombard, actress, in a preview of "True Confession" on "Hollywood Hotel"—9:00 p. m., WKRC, WHAS, WHIO.

AROUND the DIAL

by THE DIAL TWISTER

It's scarcely a secret that the so-called "variety show" is suffering from over-production. Diverting as it may be the first three or four times, the standard comedian-danceband-vocalist formula begins to pall after you dial it a dozen times the same evening. So it's heartening to note that this is at last filtering through to the sponsors. Witness Campagna dropping its Vanity Fair and reopening Grand Hotel (NBC-WCKY, Monday, 8:30 p. m.). In fact, it looks as if the dropping were done after the well-known hot potato manner. The lotion hostelry was reopened so hurriedly that the premiere consisted of a free-lance cast in a second-run play. Even so, the change is a hopeful straw in the wind. If about half the present crop of "variety shows" were replaced by something different, both sponsors and listeners would be the gainers. Variety ceases to be variety when it becomes monotony. And that's what over-production is doing to the comedian-danceband-vocalist formula.

The sooner Lum and Abner move their act from Hollywood back to Pine Ridge, the better it will be. The chief appeal of their show was its Arkansas flavor. Most of that's been

lost in the celluloid episodes. Anyway, there's enough Hollywood publicity on the air without spoiling a good rustic act to add still more to the glutted market.

Those Sunoco commercials go on being models of broadcast advertising. They're intelligently brief, restrained, and read by an announcer who doesn't commit the crime of shouting. Other sponsors please copy.

The Radio News Reel (NBC-WSAI, Sunday, 3 p. m.) is a welcome departure from standard news broadcasting. It consists of interviews with people who have made headlines. But these people are interesting without being obvious. More than that, Parks Johnson and Wallie Butterworth manage to interview them without stealing the show. Considering most of the interviews that get on the air, either is enough to make the half-hour exceptional.

As concocted for him by Hollywood's radio showmen, Jean Hersholt's "Dr. Christian" role is a cloying blend of hocum and sentimentality. No doubt, that's inevitable. But

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Builder Upper



For a long time Genevieve Rowe was just one of several members in the chorus of the Phillip Morris program, broadcast over the NBC-Red network, including WLW and WSM, Tuesdays at 8:00 p. m. (E. S. T.) and over the WABC-Columbia network, including WKRC, WHIO, WHAS, Saturdays at 8:30 p. m. (E.S.T.), but it wasn't until she did solo bits in group numbers that she attracted the attention of the program directors. Now she's the soprano star of the show.

Shooting Stars

RADIO FAVORITES SHOOTING AND SHOT AT

BY THE ASTRONOMER

At Cox Theatre t'other nite spied: lovely, young, blonde Jane Gerrard . . . Lee Woods (Goldsmith) of 'CKY . . . columnist, Paul Kennedy . . . Jack Zoller squiring Mary Jane Croft. Which serves as a reminder that the charming damsel in the play . . . Clare Hazel . . . is well known to radio fans. She was heard as Honey Chile on Bob Hope's show.

WLW's show, "Don't Listen," is patterned after "Personalities on Parade" and the "For Men Only" program. Built around the theory that the radio audience bends over backwards to hear what it's not supposed to . . . "Don't Listen" is shouted, by the announcer, before anything of note is said.

Personality of the week: WCKY's three-in-one spieler . . . Frank Zwygert . . . has the reddest hair in local radio and is often mistaken for Red Barber (whose hair has faded a light blonde). Frank has made the rounds of local stations . . . starting at WSAI, he . . . over to WCPO and now the one-minute-from-

Cincinnati station. One of the few announcers to enter local radio without any previous experience. A very competent boy with a swell sense of humor. Married and twenty-seven.

ALONG THE MILKY WAY
This isn't hard to take: L. B. Wilson, WCKY's head man, off to the South . . . to spend the winter on his yacht. Elmer Dressman, 'CKY, and Joe Ries, 'LW, also heading South . . . they're going to attend the International Radio Party in Miami and Havana. 'KRC has a grand trouper on its staff . . . when Al Bland got a nice case of pto-maine poisoning, he said, "on with the show," against the doctor's orders . . . even though he had to continue arriving at 7 a. m. Bagatelles: Spied Jimmie Krautters and Charlie Dameron and his Mrs. grabbing a bite at Colonial Kitchen. . . . A nod to Lee House en route to lunch. Lee now production man on WSAI. Flo Golden doing fine at Good Sam Hospital. Recognized Linda Carlon's voice in the Myrt and Marge and Follow

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SPORT-LIGHT

by **DICK BRAY**

to give them the best protection possible.

All this requires time, but it is done in such a businesslike manner that it almost goes along by itself. Tucker Smith is Ohio's head man of the training room. "Tuck" has many able assistants, all of whom are boys taking the physical education course at Ohio State. Some day these substitute trainers hope to be full-fledged coaches and they are getting the practical experience in the dressing room.

A tall, powerful looking fellow stalks into the room where the boys are getting ready. It is the coach, Francis Schmidt. There is no necessity for him to call for order as a foot ball team, before a game, is a quiet group of young men. Too much depends on the sixty minutes of action that is staring them in the faces.

Then, a loud voice says "all right, boys, if you are ready go out on the field and warm-up." That means the men must run around the gridiron, pass and kick the ball, get their muscles limbered up for the game. All this goes on around one-thirty.

At one-forty-five the squads of both Ohio and Indiana (the Hoosiers had gone through the same pre-game paces as the Buckeyes), go into their dressing rooms for final instructions.

Now, this is where everyone is barred except the members of the teams and the trainers. Houdini was

(Continued on page 16)

We're standing outside Ohio Stadium on Saturday afternoon, November 6th. It's twelve-thirty and Ohio State is preparing to play Indiana at two o'clock.

A group of young men, trained to the minute, are entering the gate reserved only for the players of the Scarlet and Gray eleven. The State squad had spent the night at a Columbus Country Club far away from the noise and hubub of pre-game celebrants.

No prima donna of an opera company has more to do before a performance than does a football player before a game. Each man on the squad has his ankles wrapped with a special heavy bandage held in place with adhesive tape. Players suffering from stiffness are treated with light-rays of a healing machine. On the rubbing table are the men who are having their muscles made supple by one of the trainers. Some players have special pads which must be adjusted

SPECIAL FEER

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

PROGRAMS FOR SATURDAY, NOVEMBER 20

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

WLS-WENR WSM WHAS

chestra. WFAF WLW wgy wtam wmaq who wdaf kyw
Rudolf Friml's Orchestra WJZ WCKY wire wave wham whk
Benny Goodman's Orchestra. WABC WKRC WHIO wjr wbbm wgar wfbm wcau kmox

In "La Boheme"



Lucy Monroe, noted soprano star of radio and opera, will be among those in the cast when Puccini's opera "La Boheme" is broadcast with the Philadelphia Symphony Orchestra, Alexander Smallens conducting, over the NBC-Blue network, including WCKY and WLS, Monday, November 22, at 9:00 p. m. (E.S.T.).

Florence George, former "Mardi Gras" soprano is being given valuable acting tips by veteran Charlie Butterworth who will be featured with her in the forthcoming Paramount picture, "College Swing". . . .

Others in the cast will be Susanne Fisher and Armand Tokatyan.
Jack Benny is reviving his "Buck Benny" characterizations on his Sunday night programs . . .

			7:00	Bill
			7:15	Tommy
			7:30	Bernie
			7:45	Orchestra
			8:00	Hi There
			8:15	"
			8:30	Lairs Barn
			8:45	"
		Quiz C....	9:00	Stik Topp
			9:15	N. Y. Ro
		to be announced....	9:30	George I
		Musical Moments	9:45	Orchestra
		Your Hit Parade C....	10:00	NBC Sym
		"	10:15	Orchestra
		"	10:30	"
		Patti Chapin, songs C	10:45	"
		Ross Pierce's Orch. ...	11:00	"
		F. Masters' Orch.	11:15	"
		Benny Goodman's	11:30	To be at
		Orchestra C	11:45	H. Heidt
11:30	Rudolf Friml's			
11:45	Orchestra N			

WCKY

WLW

WKRC

W

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

- 7:00—Message of Israel: Rabbi Louis Wolsey, guest speaker. Organ music. WJZ WLS WCKY kdka whk wave wire wham wowo
- Top Matters Dance Band. WEFW wgy wtam wmaq who wdf kyw
- Saturday Night Swing Club. WABC WKRC WHIO wbbm wgar wfbm kmcb wadc wvva wsfa wwl wcco
- 7:30—Eddie Varzo's Orchestra. (NBC) WCKY WLS kdka wtam wowo
- Girls of the West. (NBC) WSM wgy wtam wmaq
- Uncle Jim's Question Bee—Jim McWilliams, conductor. WJZ wgy wmaq kdka wtam
- The Carborundum Band: Frederic H. Frazier, Chairman Board of General Baking Company, guest speaker. WABC WKRC WHAS wcco wcau wgar wbt wadc wbbm wjr
- Steinie Bottle Boys. WEFW only
- 7:45—Jean Sablon, songs. WEFW wgy wtam wmaq who wdf kyw
- 8:00—Robert L. (Believe-It-Or-Not) Ripley. B. A. Rolfe's Orchestra and guest star. WEFW WLW wgy wtam wmaq wwi wave kyw kstp wbp
- "Your Unseen Friend" with Harry Salter's Orchestra. WABC WHAS WKRC WHIO

- wcau wbbm wjr wvva wadc
- Harry Lewis and His orchestra WJZ WCKY whk wave wire wham
- 8:30—Linton Wells—descriptive comments and reminiscences of a newspaper man. WJZ kdka whk wave wham wowo
- Jack Haley's Variety Show, with Virginia Verrill, blues singer; Warren Hull, master of ceremonies of ceremonies; Wendy Barrie, comedienne; Ted Fio Rito's Orchestra. WEFW WLW wgy wtam wmaq kyw wwi kstp wave wbp wdf wire
- Johnny Presents: Russ Morgan's Orchestra; dramatization; Frances Adair and Glenn Cross, vocalists; Mixed Ensemble. WABC WKRC WHAS WHIO wjr wbbm wgar wfbm kmox wgst wcco wcau wadc wvva wbt
- 8:45—Nola Day, songs. Norman Cloutier's Orchestra. WJZ WCKY kdka whk wire wham wowo
- 9:00—"Professor Quiz," with Bob Trout. WABC WHAS WKRC WHIO wjr wbbm wgar wfbm kmcb wcau kmox wadc wbt wwl wcco wgst
- Alka-Seltzer National Barn Dance: Henry Burr; Verne Lee and Mary; Hoosier Hof Shots; Novelodeons, male trio; Sally Foster; Lula Belle and Arkie, songs; Uncle

steppea
heard on



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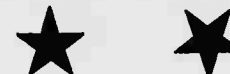
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PROGRAMS FOR SUNDAY, NOVEMBER 21

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



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, and WHAS. Rows list programs and times from 7:30 to 11:45.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

NOON—Denver String Quartet, direction Henry Trustman Ginsburg. WEA F WSAI wgy wtm wmaq who wdf
1:45—"Lloyd Pantages Covers Hollywood." WABC wbbm wjr wfm kmcb wcau kmox wcco wgar
2:00—"The Magic Key of R. C. A.: Orchestra, direction Frank Black; Milton Cross, m. c.; guests. WJZ WLW WLS WSM kdka whk wfla kvoo wfaa wham wawo wowo
—Sunday Drivers: Variety program, with Fields and Hall, m. c.; novelty orchestra, and Frances Adair, soprano. WEA F wgy kym wtm wmaq who wdf
—"Y. M. C. A. Round Table Discussion—"Youth on the March." WABC WKRC wjr wfm kmox wadc wbt
—"The Fun Bug." (CBS) wbbm kmcb wcco
2:30—"Gale Page and Charles Sears WEA F WSAI kym wgy wjm wtm wmaq who wdf wif
—"Dr. Christian of River's End"—dramatic sketch with Jean Harsholt. WABC WKRC WHAS WHIO wbbm wcau wgst wwl wfbm kmcb kmox wadc wbt wcco wjr wgar
3:00—Philharmonic Symphony Society of New York, John Barbirolli, conducting; Artur Rubinstein, pianist; Deems Taylor, commentator. WABC WKRC WHIO WHAS wjr wgar wfbm kmcb kmox wadc wbt wcco wwl wfm kmcb kmox wadc wbt wcco wjr wgar
3:30—Senator Fishface and Prof. Figsbottle. WJZ (WCKY off 3:45) WLS kdka wave wire wham whk
—Bicycle Party; Swor and Lubin, blackface comedy team; Bill Slater, sport commentator and m. c., interviewing sport celebrities; Bert Whaley, baritone; Hugo Mariani and his Orchestra. WEA F WSM WLW wawo wgy wtm wire wmaq kstp kvoo kym wjw who wdf wfla wfaa
4:00—Sunday Vespers: "Resources for a Courageous Life." Dr. Harry Emerson Fosdick, male quartet, direction Charles A. Baker. WJZ WCKY WLS WSM whk wave wire wham
—Romance Melodies: Orchestra, direction Roy Shields, with Ruth Lyon, soprano; Charles Sears, tenor. WEA F WLW wgy wdf kym wjm wtm wmaq wire
4:30—"The World Is Yours: Dramatization. Program under auspices of Smithsonian Institute. WEA F wgy wtm wmaq wdf kym wjw
—Beth Chandler, songs. WJZ WCKY whk wave wire wham
4:45—"Dog Heroes, dramatic sketch. Harry Swan and Effie Palmer. WJZ
—Ranch Boys. (NBC) WLS whk wave wire wham
5:00—Metropolitan Opera Auditions of the Air: Wilfred Pellerier conducting the Metropolitan Opera Orchestra and guests.

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

PROGRAMS FOR MONDAY, NOVEMBER 22

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS. Rows list programs and times from 6:30 to 11:45.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-The Pepsodent Program: Amos 'n' Andy. WEAFLWLW who wgy kyw
7:15-"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Carlton Guy, Nora Cunneen and others. WEAFLWLW who wgy kyw
7:30-Carol Weymann, mezzo-soprano. (NBC) wgy wtm wmao who wdf kyw

WEAF WSAI WSM wgy kvoo wfla wmaq wdf wjw who kstp wfaa wave wire wtm kyw
"Pick and Pat In Pipe Smoking Time," blackface comedy and music; Edward Roeker, baritone; Benny Krueger and his Orchestra. WABC WKRC WHAS wjr wbbm whk kmcb wcau wbt wadc
-Campana's "Grand Hotel," dramatic sketch. WJZ WCKY WLS kdka whk wham

Orchestra, direction Frank Black; Vincent Pelletier, announcer. WEAFLWLW who wdf kyw
10:30-Fashion Futures-American Edition. WEAFLWLW who wdf kyw
11:05-"Norma." WJZ WCKY WLS kdka whk wham wwo who wdf kyw
11:30-Sammy Kaye and his Orchestra. WABC WHIO (WHAS off 11:45) WKRC wjr wgar wfbm wcau wspd wsbw wadc wgst wbt

WCKY has added another half hour to its daily schedule. The eye-opener program on the L. B. Wilson station now is Bert Layne and his band, heard from 6:30 to 7:00 a.m. (E. S. T.), Mondays through Saturdays.

PROGRAMS FOR TUESDAY, NOVEMBER 23

Denotes (NBC)
Denotes (CBS)
Denotes (MBS)

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, and WHAS. Includes program names and times for stations in Cincinnati, Dayton, Chicago, and Louisville.

Summary row for station call letters: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Francis MacCormack, poetic reader, and orchestra. WABC WKRC wgar wcau wacd wvva wbt wgst wjr
—Easy Aces comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk wham wire
—Amos 'n' Andy: Pepsodent Program. WEAF WLW wgy kym who
—Malcolm Clarke—stories. (NBC) wmaq

who kstp wmaq wire wave kym wgy wtam wfaa
—'It Can Be Done,' dramatic sketch, with Edgar Guest, Frankie Master's Orchestra, WJZ WLW WLS kdka whk wham
9:00—Vox Pop, conducted by Parks Johnson and Wallace Butterworth. WEAF WSAI kym wgy wtam wvj wmaq who wdf wifre
—Marek Weber's Orchestra. WJZ WCKY WLS kdka whk wave kstp wham wfla kvoo
—'Watch the Fun Go By,' presented by Al Pearce and His Gang. Nick Lucas, singing guitarist; Arlene Harris, 'Human Chatter-box'; Carl Hoff's Orchestra. WABC WKRC WHIO WHAS wjr wbbm wfbm kmcb wcau kmox wadc wbst wbt wcco wgar

—NBC Night Club: Ransom Sherman, m. c., with Roy Shields Orchestra and guests. 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 wbst kmcb
—Phillips Poly Follies. (CBS) wbbm wfbm kmox wbst wcco kmcb
—Jimmie Fidler's Hollywood Gossip. WEAF WLW WSM wgy wtam wmaq who kym wvj wire wfla wave wbp kvoo wdf wdf kstp
—Celia Gamba, violinist. WJZ whk wave wire wham
10:45—Serenade in the Night, string orchestra and vocalists. WEAF wgy wtam wave wire kym wmaf wvj
—Four Stars, Girl's Vocal Quartet. WABC
11:00—The Pepsodent Program: Amos 'n' Andy. (NBC) WSM wvj wdf wire wbp kstp
—Lou Breese's French Casino Orchestra. WEAF wgy wtam who wmaq
—Tommy Dorsey and his Orchestra. WABC (WKRC, WHIO on 11:15)
—'Poetic Melodies.' (CBS) WHAS wbbm wfbm kmcb wvl wcco

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



PROGRAMS FOR WEDNESDAY, NOVEMBER 24



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Wednesday, November 24, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor; Franklyn MacCormack, poetic reader, and orchestra. WABC WKRC wadc wvva wbt wgar wcau
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY WLS kdkc whk whm wire
—Pepodent Program: Amos 'n' Andy. WEAFLWLW wgy kyw who
—Malcolm Claire—stories. (NBC) wtm wmaq
9:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Nora Cunneen and others. WEAFLWLW wgy wma q wtm wire wdf kyw who wbp kstp kvoo
—Mr. Keen, Tracer of Lost Persons. WJZ WCKY WLS whk kdkc whm
—"Hobby Lobby," featuring Dave Elman and Harry Salter's Orchestra. WABC WKRC WHIO wcau wadc wgar wjr wfbm wbt
7:30—Horlick's Lum and Abner, comedy sketch. WJZ WLS WLS whk
—Mario Cozzi, baritone. (NBC) wave wire wham
—Raymond Littee's La Conga Orchestra. WEAFLWLW wtm wmaq who wdf kyw
7:45—Boake Carter. WABC WKRC WHIO WHAS wjr wbbm wgar kmcb wcau kmox

WLS kdkc whk wham
8:45—Kidoodlers. WJZ WCKY kdkc whk wowo
9:00—Chesterfield presents Andre Kostelanetz's Concert Orchestra; Lotte Lehmann, soprano; Deems Taylor, commentator; Paul Douglas, announcer. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmcb wcau kmox wadc wbt wsf wwl wcco wsbf
—Town Hall Tonight: Fred Allen and Portland Hoffa; Peter Van Steeden's Orchestra; Ned Sparks, guest artists. WEAFLWLW WSM kyw wtm wvj wmaq who wdf kstp wave wfla kvoo wgy wire
—The Deacon's Thanksgiving, dramatization by Merritt P. Allen. WJZ WCKY WLS kdkc whk wham
9:30—"Tish" by Mary Roberts Rinehart. WABC WKRC WHIO WHAS wjr wgar wbbm kmcb wcau kmox wadc wbt wvj wcco
—NBC Minstrel Show. WJZ WCKY WLS whk wham
10:00—"Gang Busters," true crime dramatizations. Conducted by Phillips H. Lord. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar wcau kmox wjl wcco
—Your Hit Parade: Leo Reisman's Orchestra; Buddy Clark, baritone; Fredda Gibson, songstress; Songsmith Quartet. WEAFLWLW WSM wgy wtm wmaq kyw wdf wfaa who wfla kstp wave wvj wire
—General Hugh Johnson, commentator. WJZ WCKY WLS kdkc whk whm whk
10:15—Joan Brooks, WJZ WLS whk kdkc wowo wave wire wham
10:30—Patti Chapin, songs. WABC wbbm wfbm wgar kmcb wbt wsf wvj wcco
—Waltz Interlude—Ernest Gill and his Orchestra. WJZ WLS whk kdkc wowo wave wire wham
—"Hobby Lobby". (CBS) WHAS wbbm kmox wcco wvl wsb wgt wsf wfa
10:45—Alistair Cooke, British commentator. WEAFLWLW wtm wmaq who
—To be announced. WABC wadc wbbm wcco wgar wsb wgt
11:00—Amos 'n' Andy. (NBC) WSM wire wmaq wdf kstp wtm wvj
—"Poetic Melodies." (CBS) WHAS wjr wbbm wfbm kmcb wcco kmox wvj
—Joe Rines' Orchestra. WEAFLWLW wtm who kyw
—Benny Goodman and his Orchestra. WABC (WKRC WHIO on 11:15) wadc wsb wbt wgt
—Esso News Reporter. WJZ only
—Earl Hines' Orchestra. (NBC) WCKY whk wave wire
11:05—Earl Hines' Orchestra. WJZ WCKY whk wave wire wham
11:15—King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS whk wave wire wham
11:30—Rudolf Friml, Jr., and his Ritz Carle-

ton Orchestra. WEAFLWLW wtm wmaq who
—Richard Himber's Essex House Orchestra. WABC (WHIO on 11:45) WKRC wjr wcau kmcb wadc wbt wsf wfa
—Henry Busse's Chez Paree Orchestra. WJZ WCKY WLS whk wave wire wham
MIDNIGHT—Tommy Dorsey and his Orchestra. WABC WKRC WHAS wfbm wgar kmcb wcau kmox
—Eddie Varzo's Hotel Bismarck Orchestra. WEAFLWLW wtm wmaq who wdf
—Eddy Rogers' Rainbow Grill Orchestra. WJZ WCKY whk wave wire wham
12:30—Lights Out: Mystery drama (NBC) WLS wgy wtm wmaq who
—Bob Crosby's Orchestra. WABC WHIO WKRC WHAS wbbm wfbm wadc
—Teddy Hill's Savoy Ballroom Orchestra. WJZ WCKY whk wave wire wham
Lucille Manners, one of Radio Row's best cooks, upholds prima donna tradition by being especially fond of spaghetti, which she cooks for her friends after a recipe given her by an Italian opera star.

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

PROGRAMS FOR THURSDAY, NOVEMBER 25

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slots (6:30, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45).

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn MacCormack, poetic reader. orchestra. WABC WKRC wadc wvva wbt wgar wcau
—Amos 'n' Andy: Pepsodent Program. WEAF WLW wgy wtam kyy wvj who
—Malcolm Claire—stories. (NBC) wmaq
—Easy Aces comedy sketch featuring Jane and Goodman Ace. WJZ WCKY WLS kdka whk wire wham

—To be announced. WJZ WLS WCKY kdka wham
—Major Bowes' Amateur Hour. WABC WKRC WHIO WHAS wjr wbbm wgar wcau kmox wadc wcco wbt wgst wfbm kmcb
9:30—America's Town Meeting of the Air—Round table discussion featuring prominent speakers. George V. Denny, Jr., moderator. WJZ WCKY WLS kdka wham whk
10:00—Kraft Music Hall, starring Bing Crosby and Bob Burns, comedian; Johnny Trotter's Orchestra; guest artists. WEAF WLW WSM whk wgy wtam wvj wmaq wire wham whk whk wbp kstp wdf kvoo
—Buddy Clark Entertains. WABC WHIO WKRC wjr wbbm wfbm wgar kmcb
10:30—Essays in Music: Victor Bay's Concert Orchestra. WABC (WKRC on 10:45) WHAS wjr wbbm wgar wcau kmox kmcb wgst wvl wcco
—NBC Jamboree: Harry Kogen's Orchestra with guests artists. WJZ WLS kdka whk wham wire wham
11:00—NBC Concert Hour: H. Leopold Spitalny, conducting. (NBC) (WSM on 11:30) wgy wtam wmaq who wdf kvw
—Cab Calloway's Cotton Club Orchestra. WABC (WKRC WHIO on 11:15) wadc wbt wbst wcco kmox wgst
—"Poetic Melodies." (CBS) WHAS wjr wbbm wvl wcco kmox
—Eddie LeBaron's Rockefeller Center Rainbow Rooin Orchestra. (NBC) WCKY whk

wave wire wham
—Esso News Reporter. WJZ only
—Pepsodent Program: Amos 'n' Andy. (NBC) WSM wdf wfaa wmaq wire wky
—Larry Clinton's Orchestra. WEAF only
11:05—Eddie LeBaron's Orchestra with Negro Male Quartet. WJZ WCKY whk wave wire wham
11:15—Elza Schallert Reviews. Previews of the week's outstanding pictures; guest. WJZ WCKY kdka whk wave wire wham
11:30—George Olsen's Orchestra. WABC WHIO WKRC wgar kmox wadc wbst wbt wbbm kmcb wcco
—Bob Crosby's Palomar Orchestra. WJZ WCKY kdka wham whk wave wire wham
—Jimmy Dorsey's Orchestra. (NBC) WSAI MIDNIGHT—Orrin Tucker and his Orchestra. WABC WKRC WHAS WHIO wjr wgar wfbm kmcb wcau wadc wbt wvj
—Happy Felton's Orchestra. WEAF WLS kdka wgy wtam wmaq who
—Eddie Varzo's Orchestra. WJZ WCKY whk wave wire wham
12:30—Garwood Van and the Trocadero Orchestra. WJZ WCKY kdka whk wire wham
—Red Norvo's Orchestra, with Mildred Bailey. WABC WKRC WHIO wjr wbbm wgar wfbm kmcb wcau wadc wbst wbt wcco wvva kmox
—Earl Hines' Grand Terrace Cafe Orchestra. WEAF wgy wtam wmaq who

Stoopnagle and Budd Guests Of Ross and Butterworth

Colonel Stoopnagle and Budd, those demented inventors of useless commodities and knights of mixed banter, will be the guests of Lanny Ross and Charlie Butterworth during the latter's pre-Thanksgiving Day Hollywood Mardi Gras program on Tuesday, November 23, at 9:30 p. m. (E.S.T.) over the NBC-Red network, including WSAI and WSM. Stoop will introduce his latest holiday invention—a gravy ladle with a glass top so the guests can see through the sauce. Jane Rhodes and Raymond Paige's orchestra will background the variety hour with the latest song hits.

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

PROGRAMS FOR FRIDAY, NOVEMBER 26



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slots from 6:30 to 11:45.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCormack, reader, and orchestra. WABC WKRC wgr wadc wcau wvva...

Faye with Hal Kemp's Orchestra; Carleton Kadell, announcer. WABC WKRC WHAS WHIO wjr wgr wad wcau wadc wbt kmcb wgst wwl wcco wfbm...

chestra, direction Gustav Haenschaen. WABC WKRC WHAS WHIO wjr wgr wad wcau wadc wbt kmcb wgst wwl wcco...

11:30—Happy Felton's Orchestra. WABC (WHIO on 11:45) WKRC wjr wfbm wcau wadc kmox wbbm kmcb wsbw wbt wgr...

M. H. H. Joachim plans to dramatize some unusual experiences which befell members of the "Your Unseen Friend" cast...

"Hotel" Guest



Carole Lombard, screen star, will be heard on "Hollywood Hotel" Friday, November 26, at 9:00 p. m. (E.S.T.), when that program is broadcast over the WABC-Columbia network, including WKRC, WHAS and WHIO.

Lum and Abner To Be Al Jolson's Guests

Lum and Abner will be the guests of Al Jolson, Tuesday, November 23, from 8:30 to 9:00 p. m. (E.S.T.) when the latter comedian celebrates an all hill-billy program over the WABC-Columbia Network, including WKRC, WHAS and WHIO.

The well known rustic radio luminaries will do a dramatic sketch with Jolson, vocalist Martha Raye and comedian Parkeyakarkus taking part. Victor Young's orchestra will provide the musical accompaniment as always.

TEN EYCK SCRIBBLES

(Continued from page 4)

or another in taxes, rights to play copyrighted music, insurance premiums, old age benefits, etc. Much of the money involved in big programs never reaches the radio industry until the telephone company gets its share for private lines to the network affiliated stations. An independent station may broadcast a program from some remote place twenty miles away that costs the sponsor two hundred dollars but the station involved will probably get less than twenty per cent for itself by the time talent, line charges and some of the afore-mentioned items are taken care of.

The Ohio Association of Broadcasters, banded and welded together into a cooperative body can present a united front that will be difficult to intimidate. The OAB is quite willing to pay its just share but quite unwilling to go beyond that. Here, boy, mail this for me, please. The business day has finished and I must reoil my tonsils for further discussion among the members this evening. . . .

SIX TO NINERS

(Continued from page 4)

Buckeye Hoe-Downers, as well as a variety of guest artists who furnish the lively entertainment. If you want the soft strains of an organ with a sweet melody, Harry Ogden, the Old Tunesmith, is waiting to please you.

Colonel Andre Carlon is emcee on the Six to Niners, ably assisted by Ken Beghold, and as a result there isn't a dull moment throughout the three hours. Their flashing bits of humor and timely remarks (no pun intended) have the neighbors laughing. WCPO did not try to guess at

the popularity of the Six to Niners, so they had some young ladies in the window of the Walnut Street studio, answering telephone calls for request numbers.

The three-hour show is divided into fifteen-minute periods for sponsors, and in this connection WCPO is conducting a jingle contest, in which the entries must incorporate a sponsor's name. The winner of the contest every week receives a Philco radio, and at the end of thirteen weeks there is a grand prize of \$500 in furniture for the best jingle submitted during that period. Boys, you've got something!

Six Screen Stars On "Good News of 1938"

Louise Rainer, Allan Jones, James Stewart, Robert Young, Tom Brown, and Florence Rice will appear on the "Good News Of 1938" broadcast Thursday, November 18, over the NBC-Red network, including WLW and WSM, at 9:00 p. m. (E.S.T.).

Allan Jones will act as master of ceremonies and also will be teamed with Louise Rainer in a short dramatic sketch. Stewart, Jones, Brown and Miss Rice will preview the motion picture, "Navy Blue and Gold."

BRITISH TEAM TO BE FEATURED BY SYMPHONY

A "happy blending of two personalities and two instruments" will make the next pair of concerts of the Cincinnati Symphony Orchestra, in Music Hall, Friday afternoon and Saturday night, November 19 and 20, events of unusual interest, according to Eugene Goossens, conductor. The "two personalities" are Ethel Bartlett and Rae Robertson, a British two-piano team that has won acclaim as "the greatest piano duet in the world today."

Ethel Bartlett, a native of London, has been called "one of England's most beautiful women," and portraits of her by various distinguished artists, including Harold Knight, have been exhibited for five successive years at the Royal Academy, London. Rae Robertson is a Scotsman and an M. A. of Edinburgh University.

The Chicago Daily News recently said of them: "They play with the skill of one and the imagination of two."

As soloists at the Cincinnati Symphony concerts they will be heard in Mozart's Concerto No. 10 in E flat major for two pianos and orchestra, and in Poulenc's Concerto for Two Pianos with orchestra.

Other works on the same program will include Schumann's Symphony No. 2 in C major; Kodaly's "Dances of Galanta," and Berlioz's Hungarian March, from his opera "Faust."

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

Feature Western Songs



Doc Schneider's Texans, former NBC stars, are heard daily except Sunday in the WLW "Top o' the Morning" program. They are also featured at 12:15 p. m., (E.S.T.) Mondays, Wednesdays and Fridays over WLW and the WLW Line, and in "Rural Roundup" 11:30 a. m., to 12:30 p. m., (E.S.T.) Sundays over WLW and the WLW Line. Doc and Ma Schneider are seen standing in the background with their troupe of singers and instrumentalists.

AROUND THE DIAL

(Continued from page 5)

for the sake of variety—not to mention honesty—it's a pity he wasn't given something more life-like. Real-life medicos are neither plaster saints nor money-mad devils. They're just human, and therefore interesting. That's why most of the medical men canonized on the air are such dull specimens.

One of the many hopeful things about the return of America's Town Meeting (NBC-WCKY, Thursday, 9:30 p. m.) is that it has an assured spot. Most sustaining features of its type work under the constant threat of having their time "sold down the river." When that happens they either have to move to a hopeless hour or get off the air. NBC's assuring the Town Meeting such a favorable hour, as it has in previous years, again sets a highly intelligent precedent. There would be a lot less criticism of broadcasting if that policy were general.

If you listen to the amateur phones, you've probably gathered the impression that all "hams" are preparing to move to ten meters. An amateur who isn't planning to go to ten just isn't in good standing, it seems. But don't jump to the conclusion that all other phone bands are going to be deserted

Faculty To Aid In Conservatory Broadcast

Members of the artist faculty of the Cincinnati Conservatory of Music will perform in the school's regular broadcast over the WABC-Columbia network, including WKRC, WHIO, and WHAS, when the program is aired Saturday, November 20 at 11:00 a. m. (E.S.T.)

Brahms' famous Quartet in A major, Opus 26, for piano and string, will open the broadcast, and will be played by Karol Liszniewski, pianist, Howard Golf, violinist, Mihail Stolarovsky, violist, and Arthur Bowen, cellist.

forthwith. The radio amateurs' most popular pastime is talking about what they're going to do. Whether they do it is something else again.

The Tyrone Power version of "Journey's End," November 7, proved once more that a good full-length play simply can't be pared down to 20 old minutes. What was left after the amputation bore scant resemblance to the fine original. And the Power performance didn't help matters greatly. He romped through a part calling for far sterner stuff.

WATCH REPAIRING
MAIN SPRING-JEWELS-STEM-CROWN
AS LOW AS
MAURY'S WATCH CRYSTALS 15¢ ANY SHAPE
8 EAST SIXTH NEXT TO PALACE THEATRE

The Drama of Life Without Editorial Flavoring

WCPO

CINCINNATI'S NEWSPAPER OF THE AIR

RADIO DIAL CONTEST CLUB



TRADE PAPERS are carrying the recommendations of the Federal Trade Commission prior to the time they will be officially presented to the Congress. At present only unfair methods of competition are included in the law and subject to be brought to the attention of this body, however, the report will state that "there are some unfair or deceptive commercial practices which primarily injure the public rather than the competitors."

The Commission lists nineteen different practices, over which at present there is no legal control. They hope to eliminate all of the nineteen by enactment of a bill which will amend the present Act and allow more latitude.

Numbers 11 and 12 of the recommendations concern some so-called "contests" and read as follows: To prohibit . . .

11. "Use of puzzle contests with the representation that the mere solution of the puzzle entitles the successful contestant to a prize, when, in fact, other services and performances are imposed upon the contestant before he is entitled to receive a prize."
12. "Using a method of sale involving an element of chance or lottery, or preparing goods so that such a method of sale may be used."

If the other seventeen are as worthy of consideration and as deserving of

some kind of curbing action, then we, too, are in favor of the passage of the Lea bill known as S.1077.

Regardless of warnings to the contrary, and in defiance of what can be called "good judgment," thousands of people still believe that "all you have to do is count the dots" or "identify the twins," or any of the many other methods used and technically referred to as "come-ons."

It is only fair to say that a good number of those who participate in contests know that such a trick is only the first step, and in order to qualify, must start at the first; still there are many others who take it at face value.

If Truth In Advertising means anything it should certainly be applied more consistently in such cases. Right at this very moment the mails are literally flooded with replies to a contest in which one is only asked to list a certain number of States with certain letters of the alphabet appearing more than once.

It is ridiculous to even imply that prizes will be paid for such child play, but it does furnish the sponsors an enormous mailing list which they can make use of in more ways than one.

A DIAL reader recently made an interesting experiment. Noting that the sponsor of a big national contest was rather generously awarding consolation prizes, (also a discount slip on purchase of article was enclosed) he decided to see if it would not be

WIN CASH PRIZE

DEAR EDITOR RADIO DIAL:

I have always wanted to write this letter but for some reason or other, the matter has slipped my mind. I have been a reader of your publication for some time and, therefore, feel qualified to freely air my opinions on it.

First, and most important is the matter concerning the general makeup of the paper. Putting all the program pages together makes that section very monotonous and uninteresting. Why can't you separate these pages by a page of news items.

Second. It seems to me that you might change the make-up of the paper so that you would be able to write articles about each guest star instead of mentioning the guest in such a poor column as "Hits Of The Week."

Third, and last. Why is it necessary to list the network programs? As long as the programs are listed by the nine major stations anyway, I think it unnecessary to carry this news. I, for one, hope you take the network listings out of the DIAL.

Hoping to get a response from you, I remain

Sincerely,

MRS. INEZ DOLAN, A Faithful Reader.

(EDITOR'S NOTE:—Because many listeners have written to us during the past few weeks about programs, announcers and the new make-up of the DIAL, we are going to start a new feature with the next issue. Any reader who wishes to criticize, complement or write indifferently about anything connected with radio may do so by writing to the editor. Your letter will be published in the DIAL. Name and address must accompany each letter.

Three Dollars (\$3.00) in cash will be awarded the person submitting the best title for this feature. Send your suggestions to the Contest Editor, RADIO DIAL, 22 East 12th St., Cincinnati, Ohio, on or before December 20. The winner will be announced in the issue ending December 31.

What do you think of Rudy Vallee, of Kate Smith, of the March of Time, of Ted Husing? Here's your chance to have your "say" in radio.

possible to secure these "awards" without complying with the rules of the contest.

He reports that twenty-three requests were made for these consolation "awards" in that many different names. As this is written seventeen have already received these articles (accompanied by a discount slip) although it must be borne in mind that none of them qualified according to the rules of the contest.

Sometimes the biggest kind of puzzle is: When Is A Contest Not A Contest? Our own private opinion is that any kind of competition too near a lottery, opening with a "come-on," or otherwise tending to withhold all the more important details until you have "solved" a simple puzzle, is not entitled to be called a contest based on the generally accepted definition of advertising contests.

The following is good advice no matter who said it, but in this instance it is quoted from a currently popular coaching series:

"Start working on a contest as soon after it is announced as possible. Your enthusiasm will be at its peak then. Go to your contest work mentally fresh and alert, if possible. BUT—take care—procrastination is one of your greatest contest enemies. Do not form the habit of putting off your contest work with the thought that you'll "feel more like it tomorrow." Time wasted can NEVER be regained. Let your contest motto be: "DO IT NOW."

To the which we add this solution.

Procrastination is the thief of time—and contest chances.

It is always interesting to "know what won." While we realize the main reason why less of the winning entries are published, we appreciate those who have the courage to do so. Several months ago the makers of Reed & Barton silverware offered a \$1,000 table trousseau for selection of silverware pattern and reason.

Mrs. E. D. McNamara of Indianapolis was awarded it for this letter. "I select Colonial Classic because my grandmother would have approved the dignity of its acanthus leaf design, my contemporaries will view it with admiration, and my grandchildren will know that when I chose Reed & Barton, I demonstrated a knowledge of fine silver which even their generation will respect."

Mrs. E. H. Terry of Fort Worth, Texas, was awarded a Chevrolet car in the Quaker Oats contest showing a picture of Dr. Dafoe and the Dionne Quints, by submitting the title "The Prince of Wails."

We are indebted to the Townsend-Friend Bulletin for these quotations of winning entries. The first we think is downright good, but the second has us a little puzzled—where does the "prince" come in?

Two national contests have been announced since last issue.

Procter & Gamble, makers of Chipso, offer 30 gold Benrus watches daily for 25 days beginning November 8th and closing December 10th. Must finish in 25 words, or less, "I like Chipso because"

The makers of Rollfast bicycles and Roller skates offer 50 of the one and 2,000 of the other for best short statements concerning same. Electrical transcription over a growing number of radio stations, WMCA NY, for instance, Mon., Wed., and Fri., at 8:15 a. m.

SYMPHONY CONCERTS

Friday, 2:45—EUGENE GOOSSENS, Conductor—Sat., 8:30

ETHEL BARTLETT—RAE ROBERTSON

the world's greatest two-piano team, soloists presenting Mozart's Concerto for Two Pianos and Poulenc's Concerto for Two Pianos

MUSIC HALL At Wurlitzer's, 121 E. 4th St.—CHerry 2538
Tickets Available at \$1.50 to \$2.25
Beginning Tuesday.

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Tubes delivered free of charge and complete analysis of your radio trouble without cost or obligation. All work guaranteed by technical experts in your home.

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921 E. McMillan St.
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OPEN EVENINGS UNTIL 9:30

WE SELL CROSLEY RADIOS

News Commentator



When Kathryn Cravens, well-known woman news commentator, visited Cincinnati last week, Mayor Russell Wilson played host to her in his office in City Hall. Miss Cravens was in the Queen City for appearances at the Women's Exposition and her broadcasts were originated from Music Hall through the facilities of WKRC. She is heard through WKRC over the Columbia network each Monday, Wednesday and Friday at 2 p. m. (E.S.T.)

NBC's New Symphony Orchestra



Pictured here is the new NBC Symphony Orchestra which is heard every Saturday, 10:00 p. m. to 11:30 p. m. (E.S.T.) over the NBC-Blue and Red networks, including WCKY and WSAI. Pierre Monteux, noted French conductor, is guest conductor for the first three broadcasts.

**GENERAL MOTORS
CONCERT FEATURES
ST. LOUIS SYMPHONY**

The St. Louis Symphony Orchestra, under the direction of Vladimir Golschmann, its regular conductor, will be heard in the only "Good Neighbor Concert" of the season on the General Motors Concert Hour, Sunday, November 21, from 8:00 to 9:00 p. m. (E.S.T.), over the NBC-Blue network, including WCKY and WLS.

Grace Moore, soprano, and Richard Tauber, tenor, also will be featured.

Corrine Frederick, widely known pianist in the Midwest, will be heard in two solos on the ancient ancestor of the piano—the clavichord.

Following is the complete program:

1. "Ride of the Valkyries," from "Die Walkure" Wagner
St. Louis Symphony Orchestra
2. (a) "Ach, so fromm," from "Martha"
Richard Tauber
"Ballatella," from "Pagliacci,"
..... Leoncavallo
Grace Moore
3. "Air on the G String," from Suite No. 3 Bach
St. Louis Symphony Orchestra
4. (a) "Letzter Fruchling" Grieg
(b) "Dort rauscht und plauscht der Wienerwald," from "Song of Love" Strauss-Korngold
Richard Tauber
5. Two Clavichord Solos:
(a) "The Call of the Birds" ..Rameau
(b) "Prelude in B Flat" Bach
Corinne Frederick
6. (a) "The Old Refrain" Kreisler
(b) "The Last Song" Tosti
Grace Moore
7. Third Movement, "allegro molto vivace," from Symphony No. 6, the "Pathetique" Tchaikovsky
St. Louis Symphony Orchestra
8. "Serenade" Schubert
Grace Moore and Richard Tauber
9. "Wedding March," from "Le Coq d'Or" Rimsky-Korsakov
St. Louis Symphony Orchestra

(EDITOR'S NOTE: In this issue, RADIO DIAL publishes the complete programs of all the concerts to be heard during the week. Would you like us to do this every week? Please let us hear from you.)

Bestor At Plaza



DON BESTOR MCA PHOTO

Beginning November 24th, Don Bestor brings back his vibraharp and his orchestra for his second engagement within eight months at the Hotel Netherland Plaza.

Bestor will bring a book full of new arrangements, peculiarly suited to the Bestor tempo and style, and several new tunes that the band has just made for Victor Records, and to be broadcast over local stations throughout his stay.

SHOOTING STARS

(Continued from page 5)

the Moon casts. Linda was the original Mary Sothern. WKRC's Bill Williamson just back from a week's business in the Windy City and General Manager John McCormick in Columbus attending a Broadcasters' convention. Jean Jostyn could do a perfect job doubling for Walter Houston. Newest radio names . . . 'KRC's Paul Carlisle . . . a wordster from KWKH, Shreveport, La. WLW staff . . . Doc Schneider's Texans. Down from a two year stay at Ra-

**KULLMANN GUEST
WITH FORD SUNDAY
SYMPHONY ORCH.**

Charles Kullmann, young American tenor of the Metropolitan Opera, will be guest soloist with the Ford Symphony Orchestra and the Chorus, directed by Eugene Ormandy, in an all-Johann Strauss program broadcast from Detroit's Masonic Auditorium, over the WABC-Columbia network, including WKRC, WHAS and WHIO, Sunday, November 21, from 9:00 to 10:00 p. m. (E.S.T.).

Accompanied by Dorothy Sandlin, soprano, and the 26-voice chorus, Kullmann will also sing the duet and brilliant finale from Strauss' most famous opera, "Die Fledermaus."

Following is the complete program:

1. Overture to "The Gypsy Baron" ..Strauss
Orchestra
2. I Greet Thee, Thou Dear Venice, from "A Night in Venice" ..Strauss
Mr. Kullmann and Orchestra
3. Gondola Song from "A Night in Venice"Strauss
Mr. Kullmann and Orchestra
4. The Fairy City On the Danube, from "The Queen's Lace Handkerchief"Strauss
Mr. Kullmann and Orchestra
5. Acceleration WaltzStrauss
Orchestra
6. Duet and Finale from "Die Fledermaus"Strauss
Mr. Kullmann, Miss Sandlin, Chorus and Orchestra
7. Talk by Mr. W. J. Cameron
8. Perpetuum MobileStrauss
Orchestra
9. Pizzicato PolkaStrauss
Orchestra
10. Tales from the Vienna Woods ..Strauss
Orchestra
11. Prayer of ThanksgivingValerius
Mr. Kullmann, Miss Sandlin, Chorus, Audience and Orchestra

dio City. WCKY's selling man . . . F. H. Weissinger.

THUMBS UP: The awfully cute children's chorus on Charlie's Singing School program. It's well worth a listen. Aired at 5:45 on 'LW.

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

Al Cues His Audience



Al Jolson shows his audience just how he likes to be greeted during one of his Wednesday night broadcasts over the WABC-Columbia network, including WKRC, WHAS, and WHIO, from 8:30 to 9:00 p. m. (E.S.T.). Vocalist Martha Raye, Dialect Comedian Parkyarkarkus and Victor Young's Orchestra are his supporting cast.

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Earn Extra Money for
CHRISTMAS

Easy, Pleasant, Profitable
Work

Call **CHerry 0710** or

Write **RADIO DIAL**
22 East 12th St.
Cincinnati, O.

**"MUSIC IS MY HOBBY"
RETURNS TO NBC**

A unique program which won popularity on the network last year returns to the NBC-Blue chain, including WCKY, WENR and WSM, this week. It is "Music Is My Hobby," to be heard at 7:00 p. m. (E.S.T.) on Mondays hereafter.

The broadcast features outstanding professional and business men whose hobby is music. Some of America's foremost officials, industrialists and professional men were guest artists on the series last winter.

**Tyrone Power Re-Enacts
"Second Honeymoon"
for "Hotel"**

Tyrone Power, Cincinnati actor, who is making quite a name for himself in the film city, will re-enact scenes from his latest film, "Second Honeymoon," when he visits the "Hollywood Hotel" program, Friday, November 19, broadcast over the WABC-Columbia network, including WKRC, WHAS, and WHIO.

YOU CAN'T PAY FOR IT
It pays for itself
WITH FUEL SAVINGS!

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THE GENUINE
**ESTATE
HEATROLA**

COMPLETE
LINE FROM

- New Estalloy Fire Pot
- Intensi-Fire Air Duct
- Ped-a-Lever Feed Door

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).

Heads WLW



James D. Shouse, former general manager of KMOX, St. Louis, took over his duties as vice-president of the Crosley Radio Corporation in charge of broadcasting November 15. In his new post Mr. Shouse is general manager of WLW, WSAI and W8XAL, the Crosley stations. He has been identified with radio for several years.

"Capital Family" To Celebrate Fifteenth Anniversary

Major Bowes "Capital Family," which is conceded to be the oldest program continuously on the ether, will celebrate its fifteenth anniversary, when it is heard over the WABC-Columbia network, including WKRC, WHAS and WHIO, Sunday, November 21, from 11:30 a. m. to 12:30 p. m. (E.S.T.).

A gala broadcast, including musical selections by the Dalton Brothers, close harmony specialists; Helen Alexander, coloratura soprano; Nicholas Cosentino, tenor; Charles Magnante, accordion virtuoso; Sam Herman, ace xylophonist, and Waldo Mayo's orchestra will be heard.

Original Play To Celebrate Thanksgiving On NBC

"The Deacon's Thanksgiving," an original radio play by Merritt P. Allen, will be presented over the NBC-Blue network, including WCKY and WLS on Thanksgiving Eve., Wednesday, November 24, at 9:00 p. m. (E.S.T.)

The scene of the drama is laid in New England and tells the story of Deacon Cyrus Brown, a widower, who suddenly bursts out in fine clothings. The time is 1903 and the Deacon's purchase of one of these new-fangled automobiles scandalizes his neighbors and delights Susi Green, whom the Deacon is courting.

My Boy Matt



Bess McCammon, widely known character actress, and Bill Robbins, youthful announcer-actor, are teamed together in the new WSAI dramatic serial, "My Boy Matt," heard over Cincinnati's Own Station at 12 noon (E.S.T.) Monday through Friday.

OPERA IS AIRED FROM CHICAGO CIVIC OPERA HOUSE STAGE

A portion of Bellini's opera, "Norma," will be broadcast from the stage of the Chicago Civic Opera House on Monday, November 22, from 11:00 p. m. to 12:00 midnight (E.S.T.), over the NBC-Blue network, including WCKY and WENR.

"Norma," which was written by Bellini after he witnessed a performance of the tragedy of the same by Soumet at a French playhouse, was first produced on December 26, 1831, in Milan, Italy.

SPORTLIGHT

(Continued from page 5)

able to get out of a straight jacket, but all his evasive qualifications would net him nothing if he tried to get into a dressing room before a game.

Some coaches plead, in loud voices, for the boys to do or die for old Alma Mater. Others, quietly point out the weaknesses discovered in the other team's play. Blackboards are used, plays are diagrammed for one last look at formations designed to bring undying fame to the warriors.

A loud roar, the meeting is over. Twenty-two spirited boys, eleven on each side, take their places on the field. With the two captains standing in mid-field the referee tosses a

'CKY's Golden



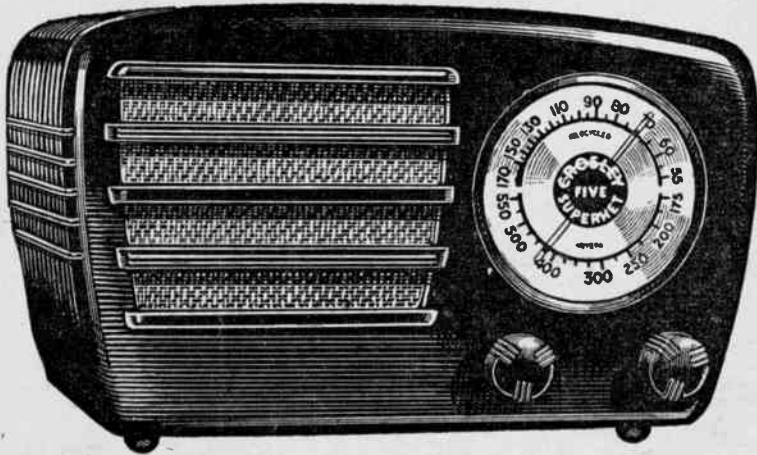
Virginia Golden is one of the busiest persons on WCKY's busy staff. In addition to writing much of the script turned out by the WCKY continuity department, Virginia also finds time to arrange special events programs and do several air interviews each week.

coin into the air. The visiting captain is allowed to call. Ohio's leader wins the toss and decides to defend the north goal.

Miller, Indiana's center, kicks off and the game is on.

THERE'S ROOM IN EVERY ROOM FOR THIS MIGHTY MITE IN BAKELITE

CROSLEY FIVE SUPERHET



AS ILLUSTRATED, IN BLACK OR BROWN BAKELITE

\$17.95

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Here is the handiest little set you have ever seen. The Crosley Five Superhet completes your all-room radio need. It is easily portable, has excellent tone and remarkable performance. The smartly styled bakelite cabinet will add extra sparkle to any room and any background. Only Crosley offers this compact little set that receives American broadcasts, Tuning range 535 to 1725 Kc., automatic volume control, Mirro-Dial, 3-inch electro-dynamic speaker. You'll be amazed at this prize radio value when you visit your Crosley dealer!

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