

R- West. June, 2, 1937, 11:04.7m

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# Radio Dial

WEEK ENDING JULY 2, 1937



**LEWIS LIND**  
THE ADMIRAL OF THE  
"SHIP OF SONG"

See Page 17

# Zoo Summer Operas To Be Aired On WLW-NBC

## Broadcasts from Cincinnati Zoo



Three broadcasts weekly from the Cincinnati Zoo are included in the new WSAI "Young Cincinnatians" program at 11:00 a. m. (E.S.T.), daily except Saturday and Sunday. Pictured above are children being interviewed by Bill Brown, WSAI "Young Cincinnatians" announcer at the Zoo. Above, Brown is explaining the new snake house to Ruby Curtis, 2657 Duck Creek road. They are looking at some pythons. Below, John Koepf, of the Cincinnati Post looks on while Brown interviews a group of children about Bizzy Bear and his five sisters, recent contributions to the Zoo by the Post. In the picture, left to right, are Koepf, John and Jeff Ward of Pikeville, Ky., Shirley Root, Norwood, O., Neal Hesche, Donny Griffith, Katherine Ann and Johnny Bailey, all of Cincinnati, and Announcer Brown, broadcasting from the WSAI Mobile Unit. The Zoo broadcasts are heard Mondays, Tuesdays, and Thursdays. On Wednesdays the Mobile Unit visits a playground and on Fridays the program originates at the Catholic Youth Organization baseball clinic for boys.

## Woman Proves It Can Be Done



Mrs. Ora Snyder took a cup of sugar and an egg and transformed them into one of the largest retail candy businesses in America because she refused to believe that it "couldn't be done." She is shown here with Edgar A. Guest, household poet, as she appeared with him on one of his Tuesday night broadcasts over the NBC-Blue network, including WLW, KDKA and WLS at 7:30 p. m. (E.S.T.).

## Fifteen Operas To Be Presented During Season

### World Famous Artists To Sing Leading Roles

Cincinnati's sixteenth consecutive season of summer opera will open in its traditional setting in the Zoo Opera House, Sunday, June 27, with the performance of Verdi's "Aida." It has always been the pride of the summer opera organization that the setting in which their productions are offered is rated as one of the loveliest sylvan settings available for operatic performances.

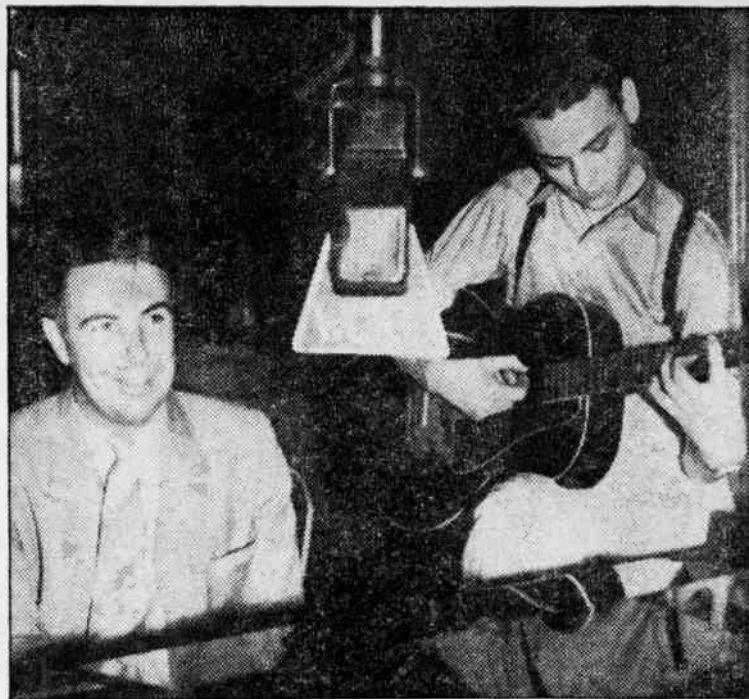
Fifteen of the world's most dearly loved operas will be presented during the six-week season. Arrangements are being completed whereby six of the operas will be broadcast over WLW and the NBC-Blue network. Four of these broadcasts will be heard from 9:00 to 10:00 p. m. (E.S.T.) on July 17, 24, 31 and August 7.



Dates for the other two will be announced later. The list of operas to be presented is as follows: Aida, Tannhauser, Double Bill of Pagliacci and Secrets of Suzanne, Double Bill of Cavalleria Rusticana and Secrets of Suzanne, Boehme, Barber of Seville, Madame Butterfly, Trovatore, Mignon, Lucia di Lammermoor, Tosca, Lohengrin, Faust and Carmen.

Many of the finest singers from the great opera houses of the world, including the Metropolitan in New York and La Scala in Milan, will sing the leading roles. Included among the singers are Rosemary Brancato, Fidelity Camigna, Rosa Di Giulio, Virginia Johnson Brier, Wright Stollar and Rose Tentone, sopranos; Jose De Givria, Rolf Gerard, Harold Lindi, Dinitri Onofrei and Armand Tokat-

## Pat and Buddy



The songs and piano numbers of Pat O'Malley are heard over WCKY every morning, Monday through Friday, at 10:30 a. m. (E.S.T.), with Buddy Spellen assisting at the guitar. The candid cameraman caught Pat and Buddy during one of their broadcasts. O'Malley is a radio operan of seven years, with successful engagements on southern stations, including WSB and WBT, to his credit.

## "Ken-Rad Unsolved Mysteries"

Dr. Ken-Rad, radio's ace sleuth, has been called upon to solve many mysteries, but none so baffling as the one that will confront him June 27 when he is called in to solve the mystery death of a pretty artist's model, during the "Ken-Rad Unsolved Mysteries," over WLW, 9:30 to 10:00 p. m. (E.S.T.).

The story, written by Lawrence Menkin, of the WLW continuity staff, has to do with an attractive model who is in financial straits. Pressed by collectors for bills she has been unable to meet, the model is found dead from a bullet wound. From all appearances she has committed suicide, but when Dr. Ken-Rad arrives at the scene he discovers minute clues that eventually lead to the unraveling of one of the most mysterious murders in the history of the "Ken-Rad Unsolved Mysteries" programs.

yan, tenors; and Norman Cordon, John Guerny, Oliviero Ludvico, Stefan Kosakevitch, Wilfred Engelmann, Carlo Morelli, Pompilio Mallesta, Angelo Pilotti and Joseph Royer, basses. Many are favorites of previous years, while the newcomers come to Cincinnati from triumphs in other great opera centers.

The pavillion has been enlarged and seat prices have been reduced so that tickets will range in price from 25c to \$1.50. There will be no admission charge to the Zoo as formerly.

## Gracie's Last Resort

Gracie Allen will introduce the latest in summer vacation diversions and fashions during her broadcast with those great outdoor men, George Burns, Ray Noble and Tony Martin, over the NBC-Red network, including WLW, Monday, June 28, at 7:00 p. m. (E.S.T.). Having heard about mountain ridges beneath the surface of the Pacific, Gracie wants to open a resort on one for people who can't decide between the mountains and the sea for a vacation.

## Commentator



Ken Williams, news writer and commentator, is one of the newer voices heard over WCKY, the L. B. Wilson station. Here you see Ken rattling off a "Five Star Final" broadcast.

# FRANK PARKER, ALICE FAYE IN NEW CBS SERIES

## Prominent Mail Baggers



When the third annual WLW Mail Bag picnic was held in Sharon Woods near Cincinnati June 12, several persons prominent in the shut-ins organization attended. Pictured here left is Betty Lee Arnold, the WLW postmistress, and Mrs. Linda Moorman Hardaway, the "old-fashioned girl," wearing a gown more than 100 years old. Inset right is Emerson Moore of Akron, the "West Virginia Mountaineer," president of the WLW Mail Bag Club. Mrs. Hardaway, granddaughter of Col. Robert Buckner, maintains the old Buckner home in Brandenburg, Ky., just as her famous grandfather kept it years ago. More than 400 attended the Mail Bag picnic.

## Replace Lily Pons, Kay Thompson Programs

### Kostelanetz and Hal Kemp Orchestras Continue

The popular stars of radio musical comedy and the films, Frank Parker and Alice Faye, will star as soloists for the summer on the Wednesday and Friday night Chesterfield programs over the WABC-Columbia network.



Parker, well known for his singing in the fields of radio, stage and screen, will replace the operatic coloratura, Lily Pons, as soloist on the Wednesday night program with Andre Kostelanetz and his 45-piece orchestra and chorus. The broadcast is heard over the WABC-Columbia network, including WKRC, WHAS and WJR, from 8:00 to 8:30 p. m. (E.S.T.). Miss Pons will spend the major part of the summer and early fall in the making of a new picture.

Miss Faye will replace Kay Thompson on the Friday night program with Hal Kemp and his orchestra, heard over the WABC-Columbia network, including WKRC, WHAS and WJR, from 7:30 to 8:00 p. m. (E.S.T.). In order that Miss Faye may also fulfill her film engagements, the show will originate from Hollywood.

Parker's first program will be heard on Wednesday, June 30, and Miss Faye's on Friday, July 2.

A real test of bravery, according to Parks Johnson and Wally Butterworth, conductors of the NBC Vox Pop, is the man who will take an apple from you in total darkness and eat it.

## Paul Whiteman Launches New Summer Series On NBC Networks Beginning June 30

Paul Whiteman, dean of modern music and glorifier of jazz, will bring his famous orchestra to the air beginning Wednesday, June 30, over the networks of the National Broadcasting Company in a new summer series of programs to be presented twice weekly through July, August, and September.

The maestro will present his concerts from the auditorium at the Fort Worth Frontier Fiesta, Fort Worth, Texas, which is opening for its second season on June 26. The broadcasts

will be presented on Wednesday, from 10:30 to 11:00 p. m. (E.S.T.), over the NBC-Blue network, including WCKY, and on Saturdays from 9:30 to 10:00 p. m. (E.S.T.), over the NBC-Red network, including WSAI.

This will be the first time the famed conductor, who set America dancing to the tempo of jazz following the World War and then clothed the "noise" in symphonic dress, has been heard in regular network broadcasts for almost a year.

## GOLDMAN BAND IN SERIES OF NBC CONCERTS

Those who enjoy music will find their prayers answered with the announcement that Edwin Franko Goldman will conduct a series of 16 broadcasts, featuring his famous band, over WCKY and the NBC network, beginning this week and closing August 15.

The concerts, from the Mall in Central Park, New York, will be heard on Sundays (except July 4) and Mondays from 7:30 to 8:30 p. m. (E.S.T.), and are made possible by the Daniel Guggenheim Memorial Fund.

Showing how radio is "getting along" in years, the National Broadcasting Company points out that this is the 17th consecutive summer that the Guggenheim concerts have been broadcast. Before the network came into being, the concerts were heard over present New York key stations of NBC.

## At Beverly Hills



Barney Rapp and his New Englanders, one of the most popular bands ever to play Cincinnati, featuring Ruby Wright, beautiful and charming, is helping pull the crowds to Beverly Hills supper club back of Newport where this combination broadcasts nightly over WLW or WSAI.

HEAR  
**Lewis Lind**  
*Admiral of Music*

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FROM THE COLUMBIA NETWORK STATION **WKRC**  
11:30 A.M. SUNDAY

# Weekly RADIO DIAL

Entered as second-class matter July 29, 1931, at the post-office at Cincinnati, Ohio under the Act of March 3, 1879.

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Telephone—CHerry 0710—0711

GEORGE A. VOGELE—Editor

Vol. VII

WEEK ENDING JULY 2, 1937

No. 7

## THE BOOM IN THE BARD

Anyone who follows this thing we call radio has to be prepared for anything. Its moods are unpredictable. Its caprices have no pattern. But if someone had wagered a year ago that the summer of 1937 would find Shakespeare's plays featured on the air, he would have had eager takers. The odds against any such prediction coming true would have made it easy money.

Well, it has come true. As this is being written the Bard of Avon is getting top billing in radio drama. NBC has already launched a six-week series of "stream-lined Shakespeare" featuring John Barrymore. July 12 CBS will open eight weeks of the "first multiple star Shakespeare" on the air. More than that, the rival networks are supporting their productions with a barrage of high-power publicity.

Listeners who know their way about the kilocycles can scarcely be blamed for being a little startled by all this. Indeed, the cynics may be pardoned for getting it with satirical chuckles.

Not that Shakespeare is a complete stranger to the air. NBC points proudly to 70 previous performances. But compared in particular with the sort of drama that occupies most of the day-time air the Bard is not typical radio fare. Certainly he has never before been the object of such keen competition. Neither have his plays usually been aired in popular evening spots.

Why then the sudden enthusiasm of radio for Shakespeare?

The explanation is not hard to find. Last winter New York witnessed a remarkable Shakespearian revival, that was both an artistic and financial success. John Gielgud especially "packed them in."

Always alert to what is popular in the theater, the broadcasters reasoned that if people would pay to see Shakespeare they might also listen to him in considerable numbers. So they proceeded to make their plans for the summer.

Neither is featuring Shakespeare on the air as inconsistent as it seems at first glance. While his plays are in sharp contrast with mine-run radio drama, the same contrast can be found in broadcast music. Along with the cheap and drearily monotonous tunes that occupy most broadcasting hours, there are also programs of the world's finest music. The point is that most of the latter are sustaining programs, whereas commercials offer most of the other sort.

So the broadcasters themselves are really consistent in featuring Shakespeare. As in the case of superior music and important talks on national issues, they are offering something the average sponsor would not. This supplementing and broadening of appeal is one of the things that help to keep radio alive.

What will be the artistic effect of featuring the Bard on the air? It is too soon to answer that. But in view of what the better sort of radio drama is already doing the outlook is decidedly hopeful.

Shakespeare may even make radio an art as well as a business. And that indeed would be something.

## TOMMY DORSEY'S BAND HEADS PEARL SUMMER SHOW, NBC

Tommy Dorsey, whose phenomenal rise in popularity during the past year has astounded musicians, the listening public and the nation's army of radio editors, will command the Jack Pearl show (NBC-Blue network, including WCKY, KDKA and WLS, Fridays, 9:00 p. m. (E.S.T.) after the comedian has left for his vacation upon completion of the June 25 program.

Both in the field of radio, and of phonograph recordings, Tommy Dorsey has skyrocketed to fame and popularity in the last twelve months.

## JANE GREY

Jane Grey, featured artist on the "Radio Program Perfect," has a naturalness and sincerity which is instantly appreciated by her listeners. Her advice and philosophy of life is bringing comfort and peace to many.

The program is not a religious one, but carries a great spiritual strength. Jane Grey calls her logic of life by no name. "What I speak of and teach is not a faith in belief. It is knowledge. There is a great difference between believing a thing to be true and knowing it is so. I know."

The "Radio Program Perfect" is sponsored by the Kampf Jewelry Company and is heard over WSAI, Wednesdays and Fridays at 12:15 p. m. (E.S.T.).

## COLUMBI-A-MUSINGS

From WKRC

By  
MARGARET MALONEY

Dick Ruppert, a member of 'KRC's traffic department, will desert the bachelors' ranks when he weds Doris McCormack on Saturday, June 26. Congratulations!

Harry Von Zell is to be m. c. and VOCALIST on the summer Gulf show when Phil Baker vacations. Aired at the same time, Sunday at 7:00 p. m. (E.S.T.) on 'KRC and Columbia.

Benay Venuta replaces Shirley Ross on Ken Murray's show, aired each Wednesday at 7:30 p. m. (E.S.T.) on CBS.

Howard Hayes is the newest addition to the engineering staff at 'KRC. He comes to the Queen City from WBNS in Columbus, Ohio.

Lily Pons was presented with a medal for being the best dressed woman in opera . . . The director of the Fashion Academy made the award and chose others who are fashionably outstanding in their fields . . . Jessica Dragonette, radio; Carole Lombard, pictures; Eve Symington, night clubs; Helen Gleason, theatre; Dorothy Kilgallen, adventure; and Ruth Bryan Owen, public life. What, no Minnie Mouse?

Kathryn Cravens, Pontiac's news commentator, attended the Louis-Braddock fight in Chi and then planned to the Coast to interview movie celebrities. Hard life, isn't it?

Hollywood Hotel will welcome its former m. c., Dick Powell, back on Friday, when he'll be heard in scenes from his latest Warner Brothers picture . . . Have you noticed the similarity in the voices of Ken Niles and Powell?

Tad Legere is the new singer of popular tunes at WKRC. She does a weekly program on Saturday at 8:30, with Gladys Lee at the piano.

Anne Seymour, star of the Mary Marlin show, in town over the weekend to visit brother Bill and wife. Bill is 'KRC's news room editor.

Lee Bland, WKRC announcer, is more swing conscious than ever since hearing Benny Goodman and his music at Coney Island last week. He really got a kick out of watching Gene Krupa, Goodman's drummer.

What has become of Betty Lou Gerson?

Even if Jimmie Fidler is the busiest man in Hollywood, he still finds time to lower all golf scores at the Lake-side course.

## RCA Honors 4-H Club Members



Chosen the outstanding girl and boy members of the 4-H Club, Daphne De Bruin (left), of Fort Benton, Mont., and Billy Hale (right) of Hixon, Tenn., received \$500 college scholarship awards from David Sarnoff (seated), president of RCA, during the Magic Key of RCA broadcast on June 20. Shown between the winners is Guy Noble, director of the National Committee on boys' and girls' club work.

## In "John's Other Wife"



Hollywood-born Eve March finds a strong similarity between the movies and radio. Once in the films herself, she is now heard in John's Other Wife, broadcast over the NBC-Red network, including WSAI, Monday through Friday, at 9:15 a. m. (E.S.T.)

# SHAKESPEAREAN PLAYS PRESENTED ON NBC-CBS

## Displays That 3 CCC's Feeling



Irene Rich, NBC actress, calls this a "compromise coiffure"—bobbed hair brushed back from the face and dressed to look as if it is long. Gives you that cool, calm and collected feeling, says Irene. She is heard over the NBC-Blue network, including WCKY, KDKA, WLS, and WSM, Fridays at 7:00 p. m. (E.S.T.).

## LIEDERSINGERS IN NEW PROGRAM SERIES OVER NBC

Quartets of German "lieder" and French "chansons," seldom heard in the original form, are being given in a new series of programs by the Liedersingers every Friday at 9:30 p. m. (E.S.T.) over WCKY and the NBC network. Members of the group are Carol Deis, soprano; Celia Branz, contralto; George Rasely, tenor, and Alden Elkins, bass.

The songs always strike a responsive chord in listeners because of their melodious character and easy comprehensibility. Composed to the lyrics of the great poets of Germany and France, the music of such masters of the "Lied" form as Schubert, Brahms and Schumann enriches the universal sentiments expressed in the poetic inspirations.

## Versatile Von Zell



where he will be engaged in motion picture work, Harry will present a variety of guest stars and music by Oscar Bradley's orchestra.

Radio aliases do not confuse Elsie Hitz and Nick Dawson of the NBC Follow the Moon daily feature. They answer as readily to those names as to their real ones, Jean and Clay.

## John Barrymore Feat- ured On NBC Series

### Columbia Series Sched- uled to Begin July 12

With very little advance notice, John Barrymore has begun a series of radio performances of Shakespearean roles over the NBC network, a weekly broadcast which bids fair to be one of the outstanding features of summer radio.

Following "Hamlet," which was presented June 21, Barrymore will be heard in "Macbeth," "King Lear," "Richard the Second," and either "Winter's Tale" or "Cymbelline."

All of the broadcasts will be heard over WCKY in the Cincinnati area, from 8:30 to 9:15 p. m. (E.S.T.), and it is hoped, if sufficient response from listeners is received, to extend the series beyond the six weeks scheduled.

The Columbia Broadcasting System's announced cycle of Shakespearean dramas, which will present today's foremost stars in fresh interpretations of the classic roles which will be carried by the largest group of stations ever linked for a series of sustaining features on the Columbia network.

After weeks of co-operative effort to clear nation-wide presentation, ninety-three stations have notified William S. Paley, president of CBS, that they have arranged their local schedules to carry radio's first multiple-star Shakespearean series. It consists of eight plays, to be portrayed by leaders of the modern stage and screen, each Monday, beginning July 12, from 8:00 to 9:00 p. m. (E.S.T.)

WKRC will be the local outlet for the Columbia presentations.

## SWIETO MORZA CARNIVAL FROM POLAND ON NBC

A portion of one of Europe's most widely known celebrations, the Swieto Morza Carnival in Gdynia, Poland, will be short-waved to America and broadcast over the NBC-Blue network, including WCKY, on Tuesday, June 29, from 2:00 to 2:30 p. m. (E.S.T.).

The carnival is held annually in celebration of Poland's access to the sea, given by the treaties that ended the World War. The program will include popular Polish songs by Marian Rudnicki, assisted by the Polish Radio Orchestra and Choir, under the direction of Grzegorz Fitelberg.

## Oh, Wotta Headache!



While Charlie Dameron, right, and Tom Slater waded through reams of gags on their popular "Variety Time" program, 1:30 p. m. (E.S.T.), daily except Sunday, Thursday and Saturday over WLW and the WLW Line, Scripper Sid Cornell, left, kills himself laughing. "Oh wotta headache," screamed Dameron as he and Slater did a gag about a baseball player. "Oh, watta laugh," snorted Cornell, who with Latham Ovens, writes the "Variety Time" script. Ovens passed out from laughing too hard at his own gags, just before this picture was snapped. Seriously, "Variety Time" offers the listener a quarter hour of varied entertainment.

## They Met Before



A great movie team will be reunited on the air when Sonja Henie becomes Don Ameche's guest on the Chase and Sanborn Hour (NBC-Red network, including WLW and WSM, Sundays at 7:00 p. m. E.S.T.) on Sunday, June 27. The blonde Norwegian skater with the broad smile made a hit on the screen on the screen in "One in a Million" and in the cast with her was Don Ameche.

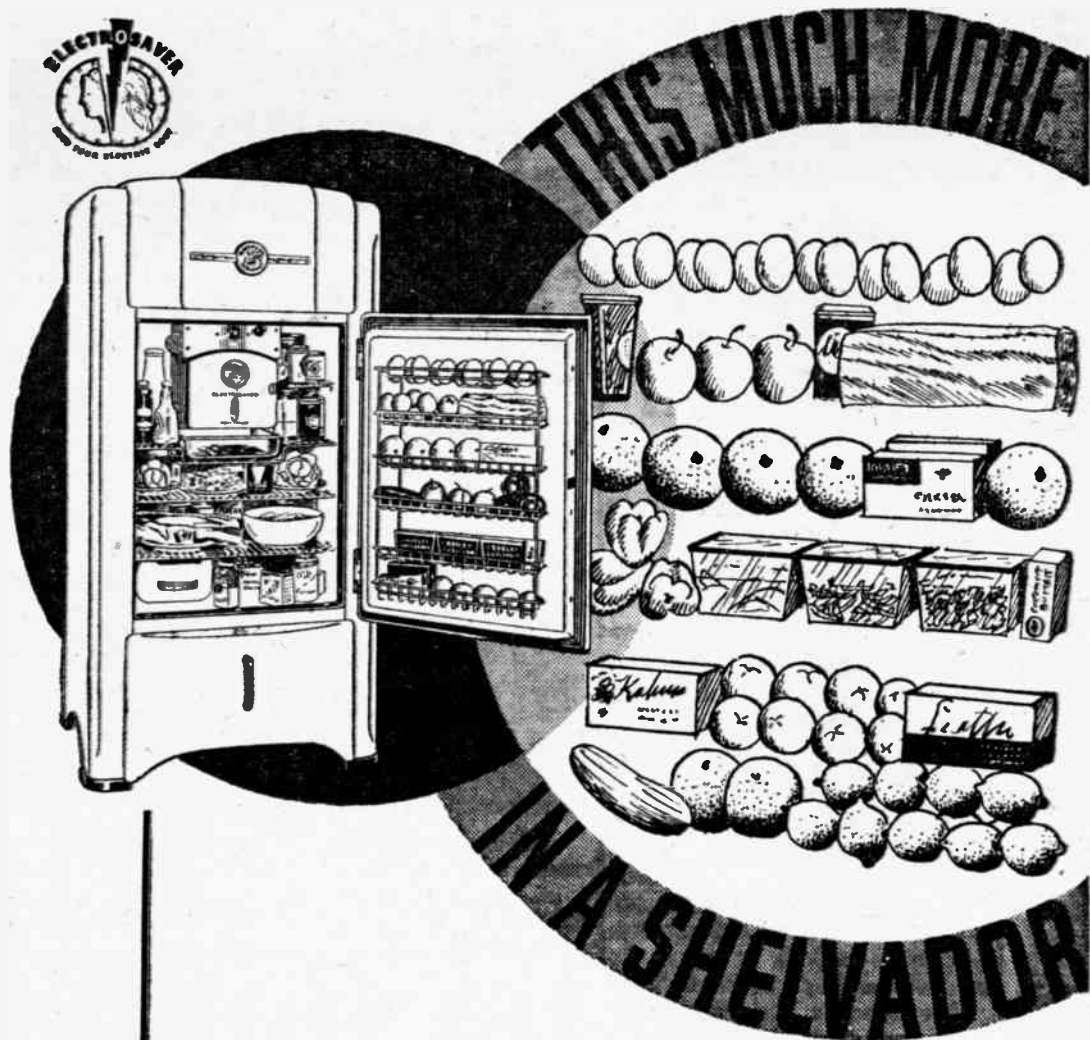
## RADIO STARS ENTERTAIN AT LOOKOUT HOUSE

Radio comes into its own as a medium for supplying talent for night clubs at the Lookout House this week. Headed by the star of many a Columbia program, the beautiful Lee Morse offers her own compositions of the Southland along with her repertoire of up-to-date swing tunes. Along with Miss Morse are heard Nat Nazaro, Jr., the former network artist; Don Amato and the Three Theodores.

Cincinnati is also represented in the person of Paul Bachelor, former dancing teacher of this city. The "Bachelorettes," a line of California sunkist beauties, offer typical vivaciousness of the modern American girl.

## Academy of Medicine Program

Dr. Herman O. Mosenthal, attending physician at the New York Post-Graduate Hospital, will be heard on the weekly New York Academy of Medicine program, Wednesday, June 30, from 3:45 to 4:00 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHAS and WJR, discussing "New Insulin and Its Advantages in the Treatment of Diabetes."

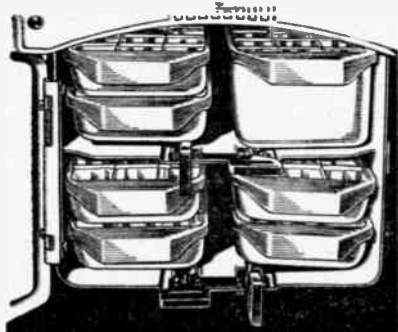


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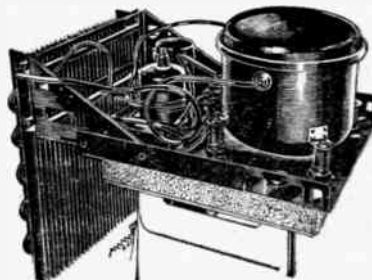
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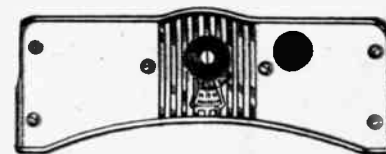
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# RADIO DIAL CONTEST CLUB



**HAROLD ZEIGLER** lives in Cincinnati, but more than that Mr. Zeigler is fast becoming a figure in contesting. His record for the past year was such that it gave him Honorable Mention in this year's All-America Contest Team and our prediction is that it will come much higher next time.

What we are coming to is this. Harold Zeigler wrote an article for the July Nuggets Monthly under the subject "Cash in on Ideas". We'll have to admit that the article in its entirety is not directed expressly to contest fans, but on the other hand we think that you will admit the portion we are about to quote is thought-provoking nevertheless.

He says "Writing articles, stories, interviews, or items is hard work at its easiest, and preparing contest entries is equally as arduous. The success of either depends not merely on the time or the effort put into it, nor its merit as material, but rather how it compares with the competition, and, as you know—the competition is always keen.

"To better your chances for checks or prizes, it is almost necessary to get the jump on the field, as it were. To get this jump necessitates a constant search for material, or rather ideas that have to have some degree of originality if they are to be recognized.

"Naturally, ideas of this nature are far removed from the beaten path, and the manner in which you submit these ideas also makes a world of difference in their final disposal—if any."

You are quite right—Mr. Zeigler. If we continued the quotation it would carry us more into the strictly writing field, so we have used just enough to focus your attention on an important element in the contesting field.

This may be a rather crude illustration, but your reporter was reared on the farm and often went out to pick berries and other wild fruits in their season. The beaten path was by far the easiest path to travel but it usually carried him home with the fewest returns of the trip. But, a venture into fields and growths where paths had to be made was more worth while. The fruit was larger, better quality and the competition was not so heavy.

Those who have the courage and daring to forsake the beaten path are more than paid for this extra effort, whereas, those who follow it wonder why they have so little success for the amount of effort expended.

Be different—drastically so, and if something occurs to you that may be a bit out of the ordinary don't forget it—and don't forsake it. Mr. Zeigler gives several illustrations of

what has taken place, and on second thought we hope you have an opportunity to read the entire article. Maybe we are wrong about it not applying expressly to contest fans.

Read the contest magazines, the advertisements, the winning entries, etc., but try to say and do something they didn't.

When a contest outsteps all others in size as did Old Gold, people just can't quit talking about it. It's news to the layman as well as to the expert. TIDE (for the advertising trade) devotes over a page in the June 1st issue. For the most part, the information carried is well known to contest fans, but two items we don't think are.

One is that only one person knows the correct answers to the series. After the answers were finally decided on and selected they were sealed and locked in a vault at the National City Bank in New York. It will not be opened until all entries are in and filed.

Another is that the gentleman who knows all the answers examined some fifteen of the "sold" answers and not one of them was correct. We understand they were peddled from 10c to a \$1. We doubt if any of the sellers were brazen enough to claim they had the correct answers, but at the same time we are constrained to feel that many contestants placed too much confidence in them.

The Propellor Club have announced the winners of their sea trip contest for high school students—13 of them. Also, the winners in the Dodge "Used Car and Truck" contest have been paid off but we have not seen a published list of the names. The prizes ranged from \$5,000 down to \$50. The Ivory Soap Flakes contest is past the midway—they will close July 3rd. Five prizes of \$1,000 and 1,250 other prizes (silk stockings) are given weekly. Purchase requirement and short statement on using this product for washing silk hosiery. Johnson Wax (trailers) and Sinclair Gasoline

## "Voice of Tolerance"

The Fair Play Radio League's "Voice of Tolerance" will be heard on the WABC-Columbia network, including WKRC, WHAS and WJR, Sunday, June 27, from 12:30 to 12:45 p. m. (E.S.T.), discussing "The Voices of the World."

The Fair Play Radio League is a non-sectarian organization devoted to the promotion of world-wide religious freedom and tolerance. The "Voice of Tolerance" is Rabbi William F. Rosenblum, but his particular religious faith and beliefs do not form the background for his talks for the organization.

(autos) is still in progress. No purchase required in the latter. Sinclair stations have blanks for both.

Two new 1937 Willys cars will be given by "Dow's Dawn Patrol" WKRC 7:30 a. m. (E.S.T.). Requirement: Make some purchase at Dow's and get an entry blank; suggest a name for Mose, the handy man. Closes July 3rd. 25 other merchandise prizes.

Kellogg's Corn Flakes offer \$54,000 in cash and merchandise prizes for best fill-ins for the blank in a cartoon showing a husband trying to find out why he didn't get Kellogg's. Closes July 12th. Prizes range from first of \$5,000 to \$1 and include autos, radios, refrigerators and bicycles. 4,853 prizes in all. All entries must include top from box of Kellogg's Corn Flakes.

The Sterno Institute, 9 East 37th Street, New York City, offer 50 prizes (\$100 to \$5) for best answers to the question: "What one event has contributed most to American Prosperity in the last fifty years." Limit—100 words. Closes September 30th. Label from Sterno canned heat and official entry blank required.

Truly Warner—Station WCPO—7:30 p. m. (E.S.T.), Monday to Saturday, offers merchandise for letters. Subject for letters varied. Listen to program for complete details.

Those requesting Mr. Close's "Revised Guide to Contest Literature" are informed of a slight delay. They will be mailed promptly upon receipt. Your name on a postcard will bring you one of these "contest catalogs".

## FRIM SISTERS, WERNER, MOVE INTO NEW SPOTS

The Frim Sisters, Clara, Bea and Eda, and Allen Werner, tenor, heretofore heard over WLW at 11:45 p. m. (E.S.T.), Mondays, Wednesdays and Fridays, move into a new spot, effective June 25.

Beginning that date the Frim Sisters, a vocal trio, will be on the air at 12:00 noon (E.S.T.) Mondays and Fridays, while Werner will be heard at 12:00 noon (E.S.T.) Wednesdays. All three programs will be broadcast over stations of the WLW Line to New York, including WHN, New York; WFIL, Philadelphia, and KQV, Pittsburgh.

The Frim Sisters and Werner will replace Carl Freed and his Harmonica Lads, who leave the air June 25 for a tour of theaters.

Alfred Gus Karger will discuss "Homely Charity" on Saturday, June 26, at 5:45 p. m. (E.S.T.) over WLW and the WLW Line.

## "Story of Industry"

Harry R. Daniel, who each week discusses some branch of big business on the "Story of Industry" series, will delve into a comparative newcomer, Saturday, June 26, from 2:30 to 2:45 p. m. (E. S. T.), over the WABC-Columbia network, including WKRC, WHAS and WJR, when he talks about air-conditioning enterprises.



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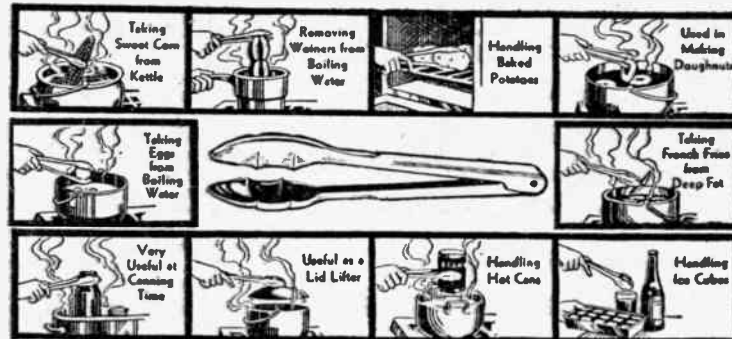
Ask for free booklets and details of our savings plan

**Business Men's Federal Savings and Loan Association**

608 Main Street, Cincinnati, Ohio

# HANDITONGS

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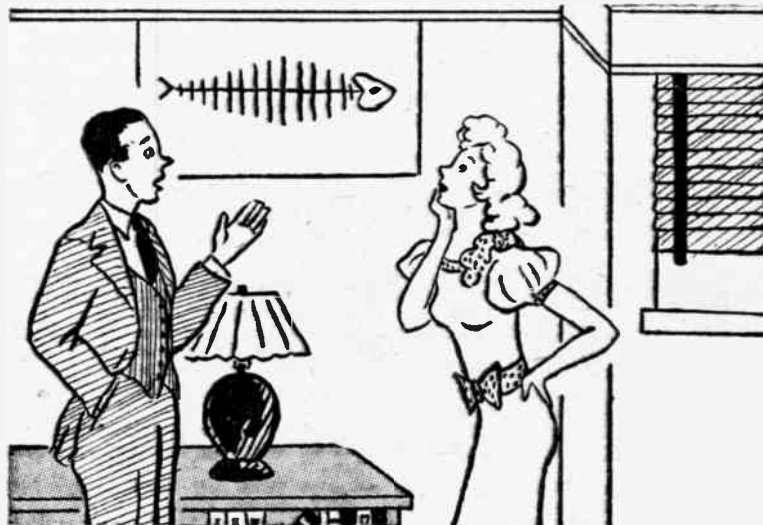
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Enclosed find \$1.00 (check, Money Order or Currency), for which enter my subscription to RADIO DIAL for six months. Send me absolutely free and postpaid one of the HANDITONGS as per your offer above.

Name .....

Address .....

City..... State.....



"I couldn't pay the taxidermist, so he ate the fish."

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



PROGRAMS FOR SATURDAY, JUNE 26



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Message of Israel: "Isaiah," Rabbi Nathan Perilman of Temple Emanu-El, New York City, guest speaker, with organ and music. WJZ WCKY KDKA WLS wgar wave wire wham
—El Chico, Spanish revue. WEAFF WSAI wgy wtm wmaq who wdf wfw
—Columbia Concert Hall: E. Robert Schmitz, pianist. WABC wbbm whk wfbm kmcb wadc whio wsbw wvva wsfw wwl wcco
6:15—Hampton Institute Singers. (NBC) wfar wgy wtm who wdf wfw
6:30—Uncle Jim's Question Bee: Jim McWilliams, conductor. WJZ wgy wtm wmaq
—Jimmy Kemper, song stories. WEAFF WSM
—Saturday Night Swing Club. WABC WKRC whk wbbm wfbm wadc
6:45—To be announced. WEAFF wgy wtm wmaq who wdf wfw
7:00—NBC Jamboree: Harry Kogen's Orchestra; guest artists. WEAFF WLW WSM wgy wtm wmaq wfw wfw wfw wfw wfw
—Dramatization: "There Was a Woman." WJZ WCKY KDKA wgar wave wire wham wtm wmaq wfw wfw wfw wfw wfw
—Professor Quiz, with Arthur Godfrey. WABC WKRC WHAS WJR wbbm whk wfbm kmcb

—"Saturday Night Serenade": Mary Eastman, soprano; Bill Perry, tenor; Gus Haenschel's Orchestra and the Serenaders Chorus. (CBS) WHAS WJR wbbm whk wfbm kmcb kmox wvva wbt wsfw wwl
—The Shell Show: Joe Cook, m. c.; guest artist; Ernie Watson's Orchestra. WEAFF WLW kyp wgy wtm wmaq wdf wfw wfw wfw
9:00—Concert Party: English Music Hall Program featuring an orchestra and soloists. WJZ WCKY wgar wave wire wham
—"Your Hit Parade." Guest: Al Goodman's Orchestra; Freddie Gibson and Stuart Allen, vocalists; Leaders Male Trio. WABC WKRC WHAS WJR wbbm wfbm whk kmcb wcau wadc whio wsbw wvva wbt wsfw wwl wcco
9:30—Emery Deutsch and his Rainbow Grill Orchestra. WEAFF wgy wtm wmaq wave wire wham
—To be announced. WJZ WCKY wgar wave wire wham
9:45—Patti Chapin, songs. WABC WKRC WJR WHAS wbbm whk wfbm kmcb kmox wadc whio wsbw wvva wbt wsfw wwl wcco
10:00—Lou Bring's Hotel Stevens Orchestra. WEAFF WCKY wgy wtm wmaq who wdf wfw
—Alka-Seltzer National Barn Dance. (NBC) WLW (kstp on 11:30) wire
—Esso News Reporter. WEAFF only
—Bunny Berrigan and his Orchestra, WABC

MIDNIGHT—Mark Fisher's Orchestra. (CBS) wbbm wcco
—Billy White and his Orchestra. (CBS) wbbm wfbm kmcb

Fred Allen In Farewell
Fred Allen turns over the keys of the ol' Town Hall to Walter O'Keefe, the Broadway Hillbilly, who will take charge of the series for the summer, during the broadcast with Portland Hoffa, Peter Van Steeden and the Mighty Allen Art Players on Wednesday, June 30, at 8:00 p. m. (E.S.T.), over the NBC-Red network, including WLW and WSM. Allen, who is leaving the NBC airwaves with Mrs. Allen (Portland), will be the guest of honor at a farewell party. The lanky Yankee funster will pay his respects to O'Keefe, who will carry on as the Town Hall host.





RADIO FAVORITES SHOOTING AND SHOT AT  
BY THE ASTRONOMER

Out to Castle Farm last weekend for a bit of dancing and a chat with Henry Busse. The Farm is Busse's old stamping grounds . . . just a few years back he was tooting his "Hot Lips" there night after night. When he left the Farm for Chicago he was on the way up. And his CBS airings from the Chez Paree in the Windy City have marked him as one of the foremost bands in the business. Henry's a peach of an M. C., too. You'd like his blonde swingstress . . . Edith Lane . . . swell looker and a nice voice.

Advance reports indicate the battle of the century will be aired this summer. No . . . not the Brad-dock-Louis fight of the other eve . . . but a battle between CBS and NBC over . . . you'll never guess this one . . . SHAKESPEARE. It all began when CBS announced they would air eight of the bard's most famous plays this summer. comes now an announcement that NBC will counter with six Shakesperian productions of its own. And, of course, they'll run during approximately the same weeks. . . . It's a good guess that Burgess Meredith of "Winterset" fame will star for CBS while John Barrymore will headline for NBC.

If all the miles Paul Sullivan traveled last week were laid end to end they'd . . . well . . . they'd be a lot. Paul spent the week-end in Indianapolis, appearing with the WLW Review there. Sunday he rushed to New York to rehearse and air the "For Men Only" show on Monday night. Tuesday a. m. he airplaned back to Cincy for his spot on the Hits of the Week broadcast on WKRC and WSAI. Add to that Paul's two regular news broadcasts each day and you have a mighty busy week. Guess he's getting used to it, though.

Rather belated congrats to WCKY which is soon to enjoy a watt-jump to 10,000. And some say it won't be long before the Covington station is in the 50,000-watt class.

THUMBS UP: Better make it at least two thumbs up for the "Mad Hatterfields" . . . a smooth new script show aired nightly on WLW. It's smartly written, well directed and competently acted. You'll like it. Thumbs up as well for WKRC's new announcer, Lin Mason.

ALONG THE MILKY WAY: A bevy of radio folk at the Latonia Derby . . . among others, L. B.

Wilson, 'CKY's prexy; John McCormick, 'KRC's general manager; Bob Kennett and Frank Smith of 'LW; Ruth Lyons, Dick Bray, Lee Goldsmith, Frank Zwygart and Gladys Lee. . . . In the mail . . . a brief word from Durward Kirby, now speling for NBC in Chicago. WKRC staff all a-shiver, now that the air conditioning has been turned on in the new studios and offices. Jack Edmunds, WLW production man, vacationing. And after a listen to "Sports Parade" on WSAI, came this . . . "A brave man is this Nixon Denton; an air career he's really bent on." Well, maybe it's the weather. Harold Carr is just as genial off the air as on. Dick Bray and an attractive Miss waltzing it at Castle Farm. The new WCPO newsroom now in operation on Walnut Street and doing a bang up job. Rumor has it "Freshest Thing in Town" show will fold during July and August . . . with return booked for September. Bill Seymour, WKRC's newsroom editor, related to the Marx Brothers. Smilin' Dan back on the hill top station . . . taking over the Bell and Crown broadcasts periods.

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

It didn't take long for Edgar Bergen and W. C. Fields to strike a friendship at the NBC Hollywood studios, even though Bergen's dummy made the famous minstrel conscious of his "redwood" nose. Fields, confessed Bergen, was always his favorite comedian. "That's funny," said W. C., "Bergen was always my favorite ventriloquist."

## QUESTIONS AND ANSWERS

By RALPH SIMPSON  
RADIO DIAL'S "RADIO SLEUTH"

WE have many and varied questions to be answered in this week's column. Mrs. Janes, of Knoxville, Tenn., wants to know how to get her favorite announcer, Douglas Browning, back on the Top of the Morning spot. You're not alone in your desire, Mrs. Janes, for others feel the same way, but in this case Mr. Browning asked for the evening hours in order to get acquainted with a new group of listeners. Then, too, getting up at 5 a. m. day after day, to do brain work, is a bit of a task for anyone to keep up for any length of time. You might try writing direct to him—I imagine his new audience will have a word to say about losing him now. He gets to be a favorite anywhere.

*Mrs. H. P. Cook:* The mailing address of Vincent Lopez is in care of NBC, New York City.

*"Kentucky Reader":* Jan Garber's orchestra is now playing the popular hotels and one-night stands. Except for your radio pages and program schedules, there is not much chance of keeping up with any band.

*Mrs. Jasinsky:* You were right—my memory is bad. Your card strikes a familiar note in my hazy recollection, although somehow I can't get the right pitch. In regard to your question—Johanna Grosse is living here in Cincinnati, although not engaged in radio work. I saw her a week or so ago, and she says she is very happy just to teach organ, with occasional church work.

*Mrs. Thomas:* The Street Singer has almost seemed to drop from the public's eye. His last appearance was over the Mutual Network. I suggest you try WGN—Chicago.

So many friends have inquired about the old Rhythm Jesters, who furnished the music and sang on the

"Cousin Bob and His Kinfolks" program, conducted a year or so ago by Bob Albright, that I have done some fancy sleuthing of a de luxe type to get all the answers. Even streamlined the system in order to bring home the bacon in time for this week's column. With the mention of streamlined, might I add "Look Out, Fields and Hall," or to my close friends, "Simpson is the name," or "Shake." Well, here is the answer.

The Rhythm Jesters were Art Ryerson, Terry Lynch, Eddie Burnbryer, Johnny Fielden, Gladys Lee, and their leader, Lee Baldwin. The two latter are in Cincinnati. Gladys Lee, pianist and arranger at WKRC. Lee Baldwin, a vocal arranger for the Nation's Station. Art Ryerson, noted for his outstanding guitar interpolations, went to Chicago, but is now with Terry Lynch, former team-mate and guitarist, in his own right. They are playing night spots in New York City. Eddie Burnbryer writes and edits continuity at NBC in Chicago. Johnny Fielden played accordion for a time with Ted Travers' orchestra at Old Vienna here in the Queen City. He soon formed his own band and is reportedly doing fine.

*Miss Gerard:* Bradley Kincaid—"The Kentucky Mountain Boy"—is heard Monday, Tuesday, Wednesday and Friday at 2:30 p. m. (E.S.T.) from WGY, Schenectady, N. Y. His Thursday broadcast is 6:15 in the evening.

The birthdays for this week have a two fisted significance. First, in the case of Harold Carr, whom we told you about a week ago. It turns out that Charlie Dameron, popular WLW tenor, also has a birthday, June 29th. In fact, they were born just a half hour apart, but in different parts of

the country. Harold refused to give his age, but Charlie says he was born in 1906. Hi, Harold!

The other comes on July 17th, which marks the 100th broadcast of Capt. Alfred Gus Karger, besides being the actual birthday of this perpetrator of civic programs. To obtain this information I was forced to endure the famed kidding of Capt. Karger. I didn't mind though, for I found (as did the boy whose mother told him to give his lolly-pop to the dog because it had fallen on the ground) that I was able to get in a couple of licks myself. It's comforting to know that the first one hundred programs are the hardest, Gus. Think of Ma Perkins who just finished 1,000 of them this week. Milton Von Wiener, personnel director of the Nation's Station and a good musician too, has a birthday the 26th of this month. There are plenty more for next month, but none of them come on the fourth . . . what's the matter?

I have secured information to the effect that WCKY, our neighboring station, across the river, has been granted permission to use 10,000 Watts for Commercial broadcasting. This means a new transmitter, which arrived Monday, June 14th and is now almost completed. In connection too, will be a tone booster to increase efficiency sixteen to thirty-five per cent. All this goes into operation July 1st. May I take this opportunity, Mr. Wilson, and join the commission in saying "More Power to you."

I wonder why they have picked Edwin C. Hill for the Louis-Braddock fight? Of course we know why Clem McCarthy is to be there, or do we?

Now until next week, the Radio Sleuth offers a bit of parting advice to disappointed radio announcers—"You don't have to have a good line to be a fisherman."—SS.

### Parts For Any Sweepers

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

### Community Sweeper Shop

438 Madison Ave., Covington, Ky.  
HEmlock 1624  
1315 Vine St. Cincinnati, O.  
CHerry 7913  
918 Monmouth St., Newport, Ky.  
SOUTH 1234

### Your Favorite Film Enlarged

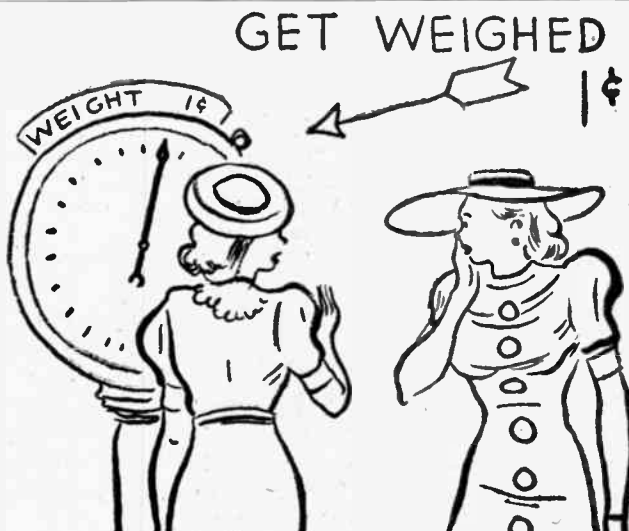
Size 8x10 25c Five Coin 00'S Enlargements  
Mail your film to-day and within three days receive a guaranteed never fade perfect tone enlargement on Professional Double weight paper. Safe return of film guaranteed.  
PHOTO-CRAFT STUDIO  
409 Main St., Cincinnati, Ohio

## MADE RIGHT FORNEY CLOTHES PRICED RIGHT

There is a reason why Forney Clothes enjoy an enviable reputation among the better dressed men in Cincinnati. Here you will find the finest workmanship and a selection of patterns unequalled anywhere in the city. Years of experience and the finest workmanship obtainable, mean that Forney Clothes are sure to fit and to please. Suits and Overcoats from \$25.00 up; made to your individual measure. GET INTO A FORNEY SUIT AND OVERCOAT AND FEEL THE DIFFERENCE.  
FORNEY TAILORS - 124 E. 7th Street OR YOUR NEAREST DEALER

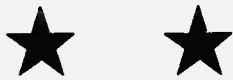
**VERMIN**
**TERMITES**
**RODENTS**

Call us to help you solve any Pest Problems  
We carry a complete stock of Disinfectants  
**ROSE EXTERMINATOR CO.**  
N. E. Cor. Court and Walnut PARKway 8200-3908



"Of course, this is with gum in my mouth!"

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



PROGRAMS FOR SUNDAY, JUNE 27

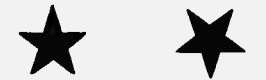


Table with columns for stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and rows for time slots (7:30, 8:00, 9:00, etc.) listing programs and hosts.

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

NOON—Church of the Air: Rev. Edward L. Hughes, O. P. (Catholic), Editor of "The Torch," New York City. WABC WKRC WHAS WJR wcau wadc who wbst wfsa wcco
—Dorothy Dreslin, soprano, and Fred Humphrey, tenor. WEAF WSAI kmox whk wbbm who wfbm wtm wmaq who wdfw kyt

quartet, direction Charles A. Baker. WJZ WCKY WLS WSM wgar wave wire wham
—Romance Melodies: Orchestra, direction Roy Shields, with Ruth Lyon, soprano; Edward Davies, baritone. WEAF WLW wgy wtm wmaq wdfw kyt wire wwl
—Spelling Bee, with Dr. Harry Hagen, Bronx and Staten Island Grade Pupils. WABC WKRC WHAS whk wfbm kmcb kmox wadc wbst wbt wcco

Andy Devine, comedian. WEAF WSM WLW kyt wgy wtm wmaq wwl who wdfw wfsa kstp wave kvoo wfaa
6:30—Phil Baker: Oscar Bradley's Orchestra. WABC WKRC WHAS WJR whk wfbm wcau wadc who wbst wvva wbt wfsa wwl
—"Believe It or Not": Robert L. Ripley, Ozzie Nelson and his Orchestra; Shirley Lloyd, vocalist. WJZ KDKA WLS WSM WCKY wham wgar wave kvoo wbp wfla
—"Twilight Musicals" from Chicago. (CBS) wbbm
—Fireside Recitals, featuring Helen Marshall, soprano; Sigurd Nilssen, basso; Frank St. Leger, pianist-composer. WEAF WSAI wmaq wgy kyt wdfw wtm wwl who wire

(Continued on page 20)

# BROADWAYS and BYWAYS

## Green Aids Young Composers

Johnny Green will turn his hour broadcast on Tuesday, June 29, at 8:30 p.m. (E.S.T.), over the NBC-Red network, including WCKY and WSM, over to the young composers of America. Still a young man himself, Johnny knows America's future tune-smiths always have a struggle to impress the public. He will premiere the newest songs of four writers whom he thinks show the greatest promise. Vocalists Trudy Wood, Jimmy Blair and Jean Rhodes also will be heard.

### JIMMY BRINK

Presents

### LEE MORSE

with

Bob Downey at the piano

in

### M. C. A. "WAKE UP AND LIVE" REVUE

Gorgeous Girls, Songs and Dancers  
Lookout Bachelorettes, Don Amato  
Nat Nazarro, Jr., 3 Theodores

### RUSS LYON AND HIS NBC BAND

Sensational Show  
No Cover Charge

### LOOKOUT HOUSE

Dixie Highway, Covington, Ky.

## BEVERLY HILLS

Route 27, Alexandria Pike  
2 miles south of Newport

EDDIE GARR—Stage, Screen and Radio Star in "Showboat"  
SUNNIE O'DEA—Irene Dunne's Dancing Daughter  
BARNEY RAPP and his New Englanders

Other great acts, including the 16 Lovely Ladies  
No Cover. Min., \$2; Sat., \$3. Revues, 9, 1. Res. Hilland 1790  
Free Drinks from Dr. Hoffman, "Magic Bartender"

## LOOKOUT FARMS NOW OPEN

FISHING  
AND PICNIC GROUNDS  
(No License Required)  
TENNIS — BALL DIAMONDS

CLUB HOUSE  
Available for Private Parties

## LOOKOUT FARMS

Operated in Connection With  
FAMOUS LOOKOUT HOUSE  
Covington, Ky.

Dixie Highway,

## IN NEW YORK

It's Jack Dempsey's

## IN HOLLYWOOD

It's The Brown Derby

## IN CINCINNATI

It's JIMMY BRINK'S  
522 Vine Street

Where Celebrities Gather for Entertainment and Good Food.  
Dancing Starts at 3.



### THE RUNAROUNDER IN PICTURES

1. Candid Camera Night at both the Lookout House and the Town Club has made an avid "candider" out of their genial host—Jimmy Brink.
2. The young lady seems a bit frightened at having Jimmy shoot her profile.
3. This chap couldn't be whistling "I Wonder What Became of Sally," because Sally is seated right beside him at Jimmy Brink's.
4. Russ Lyon takes to the air over WLW-NBC from the Lookout House. The reason for the big smile is that Russ is up for a powerful commercial this Fall.
5. Nat Nazarro, Jr., says "Hello" to a couple of night clubbers.
6. What makes Nat look so happy in picture 5.
7. Don Amato offers a pose in shadows.
8. All alone—and no place to go.
9. Mary O'Neill, Dayton, O., stopped in at the Town Club to say goodbye to the "Broadway Melodies" cast, who sail for Havana, Cuba, on Friday.
10. The Robert Downeys (she's Lee Morse) prepare for a stroll.

keep light-hearted with this  
dark pair . . .

# Spic and Span

Already all Cincinnati has taken Cincinnati's  
newest comedy team to its heart. Don't miss  
these lovable characters . . .

Tuesday through Saturday

on

Cincinnati's Own Station

# WSAI

The Crosley Radio Corporation

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



PROGRAMS FOR MONDAY, JUNE 28



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Monday, June 28, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00-The Pepsodent Program: Amos 'n' Andy. WEAF who wgy kyw
6:15-Uncle Ezra's Radio Station E-Z-R-A, with Pat Barret, Carlton Guy, Nora Cuneen and others. WEAF WCKY kyw wtm wmaq who wdf wbp wfaa wira wgy kvoo
6:30-Hollywood News, with Del Casino, Milton Hirth, guest, and Ray Block's Orchestra. WABC only
6:45-Boake Carter. WABC WKRC WHAS WJR wbbm whk kmcb wcau kmox wbt wcc

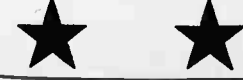
6:00-Allwite Melody Revue N. Hugh Barrett's Orchestra, with Jean O'Neill, Barry McKinley, and the Tune Twisters, vocal trio. John B. Gambling. WJZ WSAI KDKA WLS WSM wwo
6:15-"Pick and Pat in Pipe Smoking Time," blackface comedy, and music; Edward Roeker, baritone; Benny Krueger and his Dill's Best Yellow Jackets. WABC WKRC WJR wbbm whk kmcb wcau wbt wadc
6:30-Hollywood News, with Del Casino, Milton Hirth, guest, and Ray Block's Orchestra. WABC only
6:45-Boake Carter. WABC WKRC WHAS WJR wbbm whk kmcb wcau kmox wbt wcc

6:00-Allwite Melody Revue N. Hugh Barrett's Orchestra, with Jean O'Neill, Barry McKinley, and the Tune Twisters, vocal trio. John B. Gambling. WJZ WSAI KDKA WLS WSM wwo
6:15-"Pick and Pat in Pipe Smoking Time," blackface comedy, and music; Edward Roeker, baritone; Benny Krueger and his Dill's Best Yellow Jackets. WABC WKRC WJR wbbm whk kmcb wcau wbt wadc
6:30-Hollywood News, with Del Casino, Milton Hirth, guest, and Ray Block's Orchestra. WABC only
6:45-Boake Carter. WABC WKRC WHAS WJR wbbm whk kmcb wcau kmox wbt wcc



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

PROGRAMS FOR TUESDAY, JUNE 29



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Tuesday, June 29, 1937, showing stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

Grid of radio programs for Wednesday, July 1, 1937, showing stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and their respective schedules from 6:00 AM to 10:45 PM.

## THE MAN ON PAGE 13—JOHN J. LOUIS

WHEN a world famous showman like Cecil B. DeMille, rich in theatrical tradition and old in experience, steps into radio and makes microphones hum, it's a case of "dog biting man."

In other words, it's not news.

But when a modest advertising executive with no theatrical background whatsoever walks into radio and works a major miracle, then it's a case of "man biting dog."

In other words, it IS news!

All of which leads up to John J. Louis, radio's 20th century miracle man—miracle man because, though you never see him or hear his voice, yet without him you wouldn't be listening to Fibber McGee and Molly every Monday night at 8 p.m. (E.S.T.) over the NBC network, including WLW.

For that's what Mr. Louis is. The man behind Marian and Jim Jordan. The man who "discovered" this comic couple, gambled his career on their futures, and built them into the nationally known network and motion picture stars they are today.

Naturally, the Jordans were not rank radio amateurs when Louis first became interested in them, for they had been doing sustaining and Chicago local commercials for ten years. On the other hand, they were far from being big time in any sense of the word.

Consequently, when S. C. Johnson & Son, Inc. decided to sponsor a network program, all radio row buzzed with excitement.

"They'll take a big name," radio wisecracs said. "Someone already established. Someone like Cantor or Jolson or Jessel."

But as usual, the wisecracs were wrong.

"We'll take Marian and Jim Jordan," Louis, vice-president of Needham, Louis and Brorby, Chicago agency in charge of the Johnson account announced. "They've got possibilities."

Thus Fibber McGee and Molly evolved. And Louis' discovery of them, his faith in their ability, his efforts in their behalf, and his vision, marks still another milestone in radio history, in that it is perhaps the first recorded instance of a great showman rising from advertising agency ranks.

Today, little more than two years after their network debut on the Johnson Wax program, Fibber McGee and Molly have justified Louis' faith in them by becoming two of the most important and popular comedians on the air. Proof of this statement may be established by glancing at their Crossley rating, which shows them in the top flight of stars, and by the fact that at present, they are in Hollywood, making a Paramount picture on the strength of their radio success.

Louis, too, is there with them. And his remarkable vision and smart showmanship have not gone unrewarded, for already he has been approached by several film companies, all of whom are hoping that he will see fit to lend his executive talents to the cinema.

## "Our Gal Sunday"



Dorothy Lowell is the pretty young red-head who plays the title role in the "Our Gal Sunday" sketches broadcast over the WABC-Columbia network, including WKRC, WHAS and WJR, Mondays through Fridays from 11:45 a.m. to Noon (E.S.T.).

## Virginia Golden Joins WCKY Staff

Miss Virginia Golden (Goldenburg) member of a prominent Cincinnati theatrical family, joins the continuity staff of Station WCKY this week.

Miss Golden is a daughter of Mrs. Grace Delaney Goldenburg and the late William Smith Goldenburg, for years dramatic editor of the Enquirer. Her sister, Florence Golden, is the wife of Don Becker, well known radio writer and producer, now in Hollywood.

Miss Golden will continue to be heard in the cast of "The Life of Mary Sothem" on WLW.

## ONCE OVER, Lightly

The favorite programs of some of your favorite stars have never been discussed in public print.

That's why it was such an interesting discovery to learn that radio's biggest people have their own favorites—and some of them listen to the microphone work of their closest rivals with the greatest of pleasure, proving once again that jealousy isn't so prevalent in radio.

For instance, Peter Van Steeden often attends a Don Voorhees broadcast and sits intrigued at the unique rhythms of his fellow music-master.

Lucille Manners greatly enjoys the music of Ferde Grofe and rushes home after her Friday night airings to tune in on the composer-conductor. Ferde, paradoxically enough, likes the modern "swing" music of Benny Goodman.

Carl Ravell will pause any moment to catch an airing by Tim and Irene, his San Francisco friends . . . and East and Dumke derive their greatest pleasure from listening to Phil Baker and other comics.

Morton Bowe favors the Jack Benny airings, and Benny himself returns the compliment by being an ardent fan of the handsome young tenor.

M. H. H. Joachim gets enough drama with his "Unseen Friend" broadcasts—so he looks toward B. A. Rolfe's sprightly music for relaxation.

Lum and Abner have a weakness for the "Johnny Presents" programs—particularly Russ Morgan's music. Carlton KaDell confesses to being intrigued by Joe Cook's effervescent delivery.

Phil Baker lays aside his pipe and papers when Raymond Paige takes the air on "Hollywood Hotel," and more than once, the CBS comic has sent the West Coast maestro

wires and letters of congratulation on his playing of a particular difficult number.

Johnny Green says his favorite diversion is to sit by the microphone and listen to Wilbur Hatch's music. Regarded as one of the foremost musicians of his day, Green nevertheless finds Hatch's rhythms exciting, and never fails to catch Wilbur's broadcasts.

DICK TEMPLETON.

## On WKRC



Tad Legere, former vocalist with Jan Garber's and Joe Reichmann's orchestras now is heard in a weekly 15-minute program from WKRC at 8:30 (E.S.T.), Saturday. She is a Cincinnati, 4 feet 10 inches tall, weighs 100 pounds, has brown hair and green eyes. Gladys Lee, WKRC staff pianist plays the piano accompaniment.

## AIR SHOW TO BE BROADCAST ON WSAI-WCPO

Stations WSAI and WCPO will combine to broadcast a description of the Cincinnati Post-Lunken airport air show, Sunday afternoon, June 27.

Arrangements whereby the two Cincinnati stations will cooperate to broadcast the activities were completed Monday, in a conference between Bill Kirkendale, production manager of WCPO; Harry Schuler, program director of WSAI, and John Koepf, promotion manager of the Post.

Two broadcast periods were decided on, the first from 2:30 to 3:00 p. m. (E.S.T.) and the second from 4:00 to 4:30 p. m. (E.S.T.).

Included in the aerial exhibition will be Gordon Mougey, well-known Cincinnati pilot, who will demonstrate sky-writing; a demonstration led by Carl Friedlander, another by Wendell Fleming, and formation flying by U. S. Army reserves.

Al Williams, noted stunt flier, will participate in various demonstrations, keeping in contact with a ground crew by means of short wave radio. Permission has been obtained whereby

the conversations will be broadcast over WSAI and WCPO.

Tom Slater and Bob Booth will man the WSAI Mobile Unit, while WCPO will provide announcers at the administration building. Dudley Miller Outcalt, Hamilton county prosecutor and major in the U. S. Air Corps reserve, will be the official spokesman during the show.

## "Stories by Camera"

"She Married a Detective," a comedy-drama of a retired detective and his heckling wife, is the topic of the "Stories By Camera" program over WLW and the WLW Line, 8:00 to 8:30 p. m. (E.S.T.), Friday, June 25.

The story has to do with the ambitious children of the couple, each of whom wants to be a detective. Jessup Warren, the retired officer and father, is forced to return to active duty to take a murder case to clear the name of his eldest son.

Harry Cansdale, veteran character actor, will portray Jessup Warren, the baseball loving, popcorn chewing detective, who spends most of his time enjoying life and listening to his wife.

Virginio Marucci has written the synchronized musical score. Lawrence Menkin is the author.



"I gave him the air. He wanted me to ride in the rumble-seat."

## Latin-America's Series To Fete Brazil

Brazil is the South American country to be saluted in the second program of the Columbia network's new "Our American Neighbors" series on June 27. It will be broadcast from 4:00 to 4:30 p. m. (E.S.T.) in the United States over the WABC-Columbia network, including WKRC and WHAS, and in 22 countries in Latin and South America through Columbia's new short-wave station W2XE. Special original music in the style of Brazil will be written by Vincent Sorey, conductor of the orchestra, and descriptive comment on this country will be given by the speaker on the program. Guests are also to appear. All 22 countries concerned are to be saluted, respectively, in this weekly series, the first program of which was dedicated to Argentina.

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

PROGRAMS FOR WEDNESDAY, JUNE 30

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main radio program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, WHAS) and time slots (6:30-11:45, 12:00-12:45, 1:00-1:45, 2:00-2:45, 3:00-3:45, 4:00-4:45, 5:00-5:45, 6:00-6:45, 7:00-7:45, 8:00-8:45, 9:00-9:45, 10:00-10:45, 11:00-11:45).

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor; Franklin Mac Cormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC wadc wvva wbt whk wcau
—Obligato. (CBS) kmhc
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY KDKA WLS wgar wjam wire
—Popsodent Program: Amos 'n' Andy. WEAF wgy wvj kyw who
6:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Nora Cunneen and others. WEAF WCKY wgy wmaq wjam wire wdfc kyw who wbsp
—The Pond's Program: Mrs. Frankie D. Roosevelt. WJZ WLW KDKA WLS wgar wjam wire wjam wcpd wovo
—Singing Waiters. WABC whk wcau wadc wvva wbt
6:30—Time for Gogo De Lys. WABC WHAS WKRC whk whio wfbm kmhc wadc wafa
—Horlick's Lam and Abner, comedy sketch. WJZ WLW WLS wgar
—Day Line Movie Pilot. WEAF only
—Charioters. (NBC) wgy wjam wmaq who wdfc kyw

6:45—Boake Carter. WABC WKRC WHAS WJR wbbm whk kmhc wcau kmox wcco wbt
—Mario Cozzi, baritone; Christine Johnson, soprano, and orchestra. (NBC) WCKY WLS wgar wjam wire wjam who
—Sisters of the Skillet. WJZ only
—To be announced. WEAF wgy wjam wmaq who
7:00—One Man's Family, dramatic sketch. WEAF WLW WSM wdfc wvj wjam who wmaq wfaa wva wwp
—The Cavalcade of America: Drama with Don Vorhees and his Concert Orchestra. WABC WKRC WHAS WJR wbbm wfbm whk kmhc wcau kmox wbt wvl wcco
—Broadway Merry-Go-Round. Beatrice Lilla, comedienne. Al Rickby's Orchestra. WJZ WCKY WLS KDKA wgar wire wjam who
7:30—Laugh with Ken Murray, comedian; "Oswald;" Shirley Ross, vocalist; Marilyn Stuart; Lud Gluskin's Orchestra. WABC WKRC WHAS WJR wbbm wfbm whk kmhc wcau kmox wadc wbt wvl wcco
—Lady Esther Serenade: Wayne King and his Orchestra. WEAF WSAI WSM wjam wmaq wgy wvj wire kyw kvoo wbsp kstp who wdfc

—Helen Menken in "Her Second Husband," dramatic revivals of former stage successes. WJZ WCKY KDKA WLS wgar wjam
8:00—Chesterfield Presents Frank Parker with Andre Kostelanetz's Orchestra and Chorus; David Ross, announcer. WABC WKRC WHAS WJR wbbm wfbm whk kmhc wcau kmox whio wadc wbt wfaa wvl wcco wsb
—Town Hall Tonight: Fred Allen, comedian; Portland Hoffa; Peter Van Steeden's Orchestra and guests. WEAF WLW WSM kyw wgy wjam wvj wmaq who wdfc wfaa kstp wva wfaa kvoo
—NBC String Symphony, Frank Black conducting. WJZ KDKA WCKY WLS wgar wovo
8:30—Palmolive Beauty Theatre, starring Jessica Dragonette, soprano, and Charles Kullmann, tenor; Al Goodman's Orchestra. WABC WKRC WJR WHAS whk wbbm kmhc wcau kmox whio wadc wbt wvl wcco
—National Jamboree Camp Fire Meeting, Washington, D. C. WJZ WCKY KDKA WLS wgar wire wjam who
9:30—"Gang Busters," true crime dramatizations. Conducted by Phillips H. Lord. WABC WKRC WHAS WJR wbbm wfbm whk kmhc wcau whio kmox wvl wcco
—Your Hit Parade: Harry Salter's Orchestra; Stuart Allen, baritone; Freddie Gibson, songstress; Songsmith Quartet; guest star. WEAF WLW WSM wgy wjam wmaq kyw wdfc wfaa who wfaa kstp wva

—Healani of the South Seas: Hawaiian vocal and instrumental quartet. Healani Mackenzie, narrator. WJZ WCKY WLS wgar wjam wire wjam who
9:15—Carol Weyman, mezzo-soprano. WJZ WCKY WLS wgar wjam wire wjam who
9:30—Babe Ruth at Bat. WABC WKRC WHAS WJR wbbm wfbm whk kmhc whio wft wfaa wvl wcco
—NBC Minstrel Show: Gene Arnold, interlocutor; Vance McClune, Bill Thompson, Harold Peary and Shorty Carson, end men; choral group of 10 male voices; Al Short's Orchestra. WJZ WCKY KDKA WLS wgar wjam wire wjam who
9:45—To be announced. WABC WKRC whk kmox kmhc wcau wadc whio wsb wbt wvl wfaa
—M. Hendrik Willem Van Loon, author. WEAF wgy wjam wmaq who
10:00—Tommy Dorsey and his Orchestra. (CBS) (WKRC on 10:15) whk kmhc wcau kmox wadc wsb wbt wfaa
—Amos 'n' Andy. (NBC) WSM WLW wire wmaq wdfc
—"Poetic Melodies": Jack Fulton, tenor; Franklyn Mac Cormack, reader, and Carlton Kelsey's Orchestra. (CBS) WHAS WJR wbbm wfbm kmhc wcco kmox wvl
—Esso News Reporter. WEAF only
—Jolly Coburn and his Orchestra. WJZ WCKY (KDKA on 10:15) wgar wjam wire wjam who

—Eddie Le Baron Rainbow Room Orchestra. WEAF wire wmaq wgy wjam who wdfc kyw
—Tomorrow's News Tonight. WABC only
10:15—King's Jesters, Hotel LaSalle Orchestra. WEAF WLS WSM wire wmaq wgy wjam who wdfc kyw
10:30—Jack Russell and the Golf-Moore Hotel Orchestra. WJZ (WCKY on 10:45) wgar wjam wire
—Barney Rapp's Beverly Hills Country Club Orchestra. WEAF WLW wgy wjam wmaq who
—Shep Fields' Rippling Rhythm Orchestra. WABC (WKRC WJR on 10:45) wcau kmhc wadc wbt wfaa
11:00—Don Bestor's Congress Hotel Orchestra. WJZ WCKY WLS wgar wjam wire wjam who
—Dick Jurgens and his Orchestra. WABC WKRC WHAS wfbm whk kmhc wcau kmox
—Ted Lewis' Chez Paree Orchestra. WEAF WSM wgy wjam wmaq who
11:30—Lights Out—Mystery drama. WEAF WSAI WSM wgy wjam wmaq who
—Art Shaw's Orchestra from the Willows. WJZ WCKY KDKA WLS wgar wjam wire wjam who
—George Hamilton and his Orchestra. WABC WKRC whk kmhc kmox wadc wsb



# LEWIS LIND--THE ADMIRAL OF THE "SHIP OF SONG"

IT was a warm June evening. The many friends who had come together for a party respectfully listened as Lewis Lind sang. And that marked the beginning of Lewis Lind's singing career.

It happened like this. Lewis had just completed his studies at the Cincinnati Art Academy, and a few of the artists, including the son of a prominent Cincinnati journalist, gathered together at the journalist's home to wish each other success and happiness.

With them was John Weis, teacher of portrait-painting, a man well-known in art and musical circles. As they all joined in a rollicking chorus, Lind's voice stood out from the rest. And Weis was so impressed by the tone quality, range and volume that he promised Lind an introduction to Italo Picchi, late star of the Metropolitan and the Zoo Opera. Picchi consented to hear Lind. Lewis awaited eagerly for the day to come, and when he finally appeared before Picchi, he let his natural talents have full sway. But Picchi was unmoved.

"Oooo," Picchi exclaimed, covering his ears with his hands. "A voice, yes! But untrained! Where did you learn? Who could teach you to sing like that? But a fine voice . . . a quality to develop, yes."

And then in the manner of the great teacher that he was, he shrugged his shoulders, and went on to give advice, half in English, half in Italian.

"It is never too late to study. *Meglio tardi che mai!* You will study, no? You will have to practice. Long hours, too, maybe. But you should forget the hours. With a voice like yours can come great futures. But you must study and study hard."

And study "hard" Lewis did! Picchi was unrelenting in his work. He demanded much, and expected to get it. He literally swamped Lind, and Lewis tells of many long hours spent in singing and studying various operatic roles during those years he trained with Picchi.

And in addition to his music, Lind still had his painting. He had studied painting for six years at the Academy, and although he was a scholarship student, he found it necessary to do outside work to get money. He worked in a foundry during the summer months, as a commercial artist and display man, and as an usher in the evenings at a neighborhood theatre.

An amusing incident occurred while Lewis was working as an usher. He was studying with Picchi at the time. So that he could practise every available moment, Lewis would go down into the basement of the theatre as soon as his work was finished. In the basement he would sing to his heart's content.

One night the manager of the theatre noticed a large number of patrons gathered near a drinking fountain. The manager, thinking that there might be some trouble, hastened to the crowd.

As he approached, he noticed that the patrons seemed to be puzzled.

"What seems to be the trouble here?" the manager asked.

"No trouble at all," one of the movie-goers replied. "We're just trying to find out where the music's coming from."

"Music? What music?" asked the manager.

"Just listen," said the patron.

And sure enough, Lind's voice was carried from the basement into the theatre lobby through the water pipes and the heating system. The crowd listened on intently as Lind sang an aria from one of the great operas.

A similar incident happened when Lind was visiting the home of a friend. It was a summer evening, and the windows were left wide open, as Lind entertained his friend with a varied repertoire.

Suddenly the telephone rang. An excited voice spoke from the receiver. It was the next-door neighbor.

"From what station are you getting Lawrence Tibbett?" he asked. "I've been dialing around for the last half-hour, and I just can't seem to get the station on my set."

After an explanation was made, the neighbor was invited over, so that he could hear the "station" he couldn't get on his set.

"But those years under Picchi were hard," Lewis explains. "It was during those years that my background for my present work was built."

"Was there any indication when you were a child that you might become a singer?" Lind was asked.

"None at all," Lind modestly replied. "In fact, I once failed to get credit in music at school." Lind didn't tell, however, that the reason

## Crucifixion Selection Features Choral Echoes

"God So Loved the World," from The Crucifixion, which was presented by the WLW augmented Cathedral Choir at Easter in a special program, will be sung by the Choir during "Choral Echoes" over WLW and the WLW Line, 3:30 to 4:00 p. m. (E.S.T.), Sunday, June 27.

Grace Clauve Raine, vocal director of WLW, who conducts the "Choral Echoes" program, has received many requests for the number from The Crucifixion. The choir, composed of the WLW staff vocalists, is augmented by the Crosley Radio Corporation Glee Club of 50 voices, made up of Crosley factory workers.

The complete "Choral Echoes" program for June 27 follows:

"The Sun of God Goes Forth to War"; "The Old Rugged Cross"; "Jesus Calls Us"; "God So Loved the World"; "More Love to Thee"; "Somebody"; "The Church's One Foundation"; "Nearer, My God, to Thee"; "Love Divine"; and "Evening Prayer."

for his failure was because he used to "skip" music class. He couldn't listen to the discords of the other pupils.

Lind's artistic nature, and his desire to sing well, really did manifest itself when he was still a young boy.

"Lewis used to play arias from many of the great operas on our old phonograph," his mother said, "and then try to sing the parts himself."

Lind is of the quiet type in informal life. His favorite sports are swimming and boxing. He collects prints of old masters as a hobby. He also collects pipes, and invariably is seen smoking a trusty briar.

Lind, who has a deep baritone voice, ideally suited for the romantic ballads, spirited western songs, and other types of songs he now sings, is the featured artist on the "Ship of Song" program over WKRC, every Sunday morning at 11:30 (E.S.T.).

"Ship of Song" is presented by Schiff's Outlet Shoe Stores, and, in addition to Lind, features guest artists each week.

## "High School Students' Foundation Hour"

Fourteen Greater Cincinnati high school boys and girls will compete in the finals of the "High School Students' Foundation Hour," over WSAI, from 11:00 a. m., to 12:00 noon (E.S.T.), Saturday, June 26th. The contestants, 11 individuals and one trio, were named winners of 12 weekly broadcasts.

Sponsored by the Rudolph Wurlitzer Company, the "Foundation Hour" programs have given high school students the opportunity to broadcast and to compete for two grand prizes. The finals awards will be as follows:

First, \$75 cash and two weeks on WSAI; second, \$25 cash. More than 100 high school students took part in the broadcasts, which were designed to promote interest in music.

Contestants who will participate in the finals broadcast June 26, are as follows:

Benny Wullkotte, St. Margaret high school; Lockland high school trio; Bob Schenck, Woodward high school; Robert Creasey, Betty Lorlan and Virginia Knodel, Withrow high school; Lloyd Jewell, McGuffey high school, Oxford, O.; George Japp, Terrace Park Union high school; Bud Brown, Western Hills high school; Virginia Niemer, Regina high school; Helen Kern, Seton high school and Peggy Ann Ryan, La Salette Academy.

## Ben Bernie Program

Ethel Waters, Negro singing star, will be guest of Ben Bernie and All the Lads during the American Can Company broadcast on Tuesday, June 29, at 8:00 p. m. (E.S.T.), over the NBC-Blue network, including WCKY, KDKA, WLS and WSM. Miss Waters, star of many Broadway musical successes, will offer several popular tunes.

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Wednesdays and Fridays



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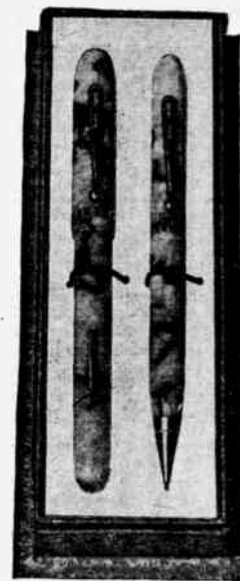
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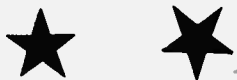
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N Denotes (NBC)
C Denotes (CBS)
M Denotes (MBS)



PROGRAMS FOR THURSDAY, JULY 1



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

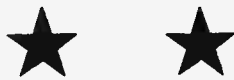
6:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn Mac Cormack, poetic reader. WABC WKRC wadc wwa wbt whk wcau
8:00—Lanny Ross Presents the Maxwell House Show Boat, with Molasse 'n' January; Al Goodman's Orchestra; Modern Choir; Thomas L. Thomas, baritone. WEA WSM WLW wgy wtm wmaq wve wvj wire kyt who wdf kstp wba wfla

WKRC WHAS WJR wbbm whk kmcb wcau kmox wbt wcco
8:30—Midnight in Mayfair—English dance music. WJZ WCKY WLS KDKA wgar wve wire wham wowo
9:00—Kraft Music Hall, starring Bing Crosby; Jimmy Dorsey's Orchestra; Bob Burns, comedian, and guest artists. WEA WLV WSM wgar wgy wtm wvj wmaq wire wve kyt who wba kstp wdf kvoo

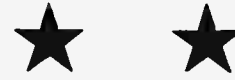
Penner Re-Signed by Present Sponsor

Joe Penner, pride of Park Avenue, playful prankster and funnyman, has been re-signed by his present sponsors for 39 more weeks on the air.
Joe will leave the microphone after the Sunday program, June 27, for a well-deserved summer vacation, returning to his kilocycle capers early next fall.
Sigurd Nilssen, basso, will sing two old English airs, "All Aroun My Hat" and "The Drummer Boy," during the Fireside Recital, with Helen Marshall, soprano, and Frank St. Leger's orchestra, on Sunday, June 27, at 6:30 p. m. (E.S.T.) over the NBC-Red network, including WSAI.

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



PROGRAMS FOR FRIDAY, JULY 2



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for WCKY, WLW, WKRC, WSAI, WJR, KDKA, WLS-WENR, WSM, and WHAS. Rows list programs and times from 6:30 to 11:45.

WCKY WLW WKRC WSAI WJR KDKA WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:30—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCormack, reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wadc wcau wvva wbt
—Howard Neumiller, pianist. (CBS) kmcb
—Mary Small, songs. WJZ WCKY WLS wgar wave wire wovo
—The Pepsodent Program: Amos 'n' Andy. WEAF wgy wlam who kyw
6:15—Hollace Shaw, songs. WABC wcau wadc wvva whk wbt
—Fray and Braggiotti, piano team. WJZ WLS wgar wave wlam wovo
—'Uncle Ezra's Radio Station E-Z-R-A. WEAF WCKY wgy wlam wmaq wire wdf wbp kyw kstp wbo
6:30—Caballeros. (NBC) wgy wlam wmaq wire wdf wbp kyw kstp
—Hollywood News: Del Casino, tenor, and Ray Block's Orchestra. WABC wcau
—Day Line Movie Pilot. WEAF only
—Horlick's Lum and Abner, comedy sketch. WJZ WLW WENR wgar
—The Caballeros. Jerge Negrette, baritone; Ramon Arango, tenor, and Paul Baron. (NBC) wgy wlam wmaq
7:30—Death Valley Days, dramatic program, with John MacBryde, Jean King, Vernon Redcliffe and Jeff Bryant; Orchestra direction Joseph Bonime. WJZ WLW KDKA WLS wgar wlam
—Hal Kemp's Dance Band, with Alice Faye; David Ross and Paul Douglas, announcers. WABC WKRC WHAS WJR whk wfbm kmox wbbm whio wcau wadc wbt kmcb wvl
8:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAF WSAI wgy wlam wmaq wjz wdf kyw who wire
—Hollywood Hotel: Dramatic Musical Revue. Jerry Cooper, m. c.; Frances Langford; Anne Jamison; Igor Gorin, baritone; Raymond Paige's Orchestra. WABC WKRC WHAS WJR wbbm whk wfbm kmox whio kmcb wcau wadc wbt wjz wcco
—To be announced. WJZ WCKY KDKA WLS wham wgar wovo
8:30—True Story Court of Human Relations, dramatization. WEAF wgy wlam wjz kyw who wmaq wdf wire
9:00—Raleigh and Kool Show: Tommy Dorsey's Orchestra. WJZ WCKY KDKA WLS wgar wlam wfla
—Ferde Grofe and Orchestra; Vocal Ensemble direction Edwin Smalle. (From Philadelphia.) WABC WKRC WHAS WJR wbbm whk wfbm kmox wmbc wcau whio wsb wjz wcco
—Campana's First Nighter; dramatization starring Les Traynaye and Barbara Luddy. Orchestra, direction Eric Sagerquist. WEAF WLW WSM wjz wave wmaq wlam wdf who kstp wfla wtaa kvoo wgy
9:30—Babe Ruth at Bat. WABC WHAS WKRC WJR wbbm whk wfbm kmox wcco wbt kmcb wcau whio wvl
—The Liedersingers. WJZ WCKY WLS WSM wgar wlam wave wire
—Jimmy Fidler and his Hollywood Gossip. WEAF WLW wgy wlam wmaq kyw wjz wire kstp wdf
9:45—To be announced. WABC WKRC WJR whk wcau kmox wadc whio wsb wjz wcco
—Elza Schallert, reviews. WJZ WCKY KDKA WLS WSM wgar wlam wave wire wave
—To be announced. WEAF kyw wgy wlam wjz wire wmaq kstp wdf
10:00—George R. Holmes, Chief of the Washington Bureau of the International News System. (NBC) wgy wlam wdf kyw
—Esso News Reporter. WEAF only
—Gus Arnheim and his Orchestra. WABC (WKRC on 10:15) wadc kmox whk wsb wbt whio wcau kmcb
—Promenade Concert: Roy Shield and his Orchestra; Noble Cain a Capella Choir; Vivian Della Chiesa, soprano; Edward Davies, baritone and commentator. WJZ WCKY WLS wgar wave wire wlam wfla wfla
10:15—Jean Sablon, songs. WEAF WSM wjz wave wlam kyw who wgy
10:30—Frank Dailey and his Orchestra. WABC (WKRC WJR on 10:45) WHAS wfbm wcau whio wadc whk kmox wbbm kmcb wsb wbt
—Hudson de Lang Playland Casino Orchestra. WEAF WSM wjz wave wmaq wlam wdf whio kstp wfla kvoo wgy
11:00—Shep Fields and his Orchestra. WABC WKRC WHAS whk wfbm wadc whio wbbm
—Larry Burke, tenor. WEAF wgy wlam wmaq who
—Trump Davidson and the Club Esquire Orchestra. WJZ WCKY WLS wgar wave wire wlam wovo
11:08—Jerry Blaine's Park Central Hotel Orchestra. WEAF wgy wlam wmaq who
11:30—Fletcher Henderson's Grand Terrace—George Hamilton's Orchestra. WABC WKRC Cafe Orchestra. WEAF WLS wgy wlam wmaq who
—Johnny Hamp's New Penn Hotel Orchestra. WJZ WCKY wgar wave wire wlam wfbm kmcb wadc wsb wbt

(1260 kc  
N Denotes NBC)

WHIO-DAYTON, OHIO

June 26 to July 2 Inclusive

Sunday Network Programs  
(Continued)

Table with 7 columns (SATURDAY, SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY) and 48 rows of program listings including times and program names.

Renard's Orchestra. WABC WKRC WJR WHAS wgy wjw wmaq who wdf wfla wfe ...



"No, you can't take him. I just called you to give him a good scare."

Carter Takes First Vacation In 8 Years

For the first time in eight straight years of broadcasting, the voice of Boake Carter, famous Philco radio news commentator, will be off the air for one week beginning June 27.

casting of news. And to make certain that he will have a real holiday and be completely out of touch with news of all kinds, Carter will spend the week as skipper of a sixty-foot auxiliary yawl, The Alelnansr, owned by Sayre M. Ransdell, vice-president of Philco Radio and Television Corporation, in a famous ocean race.

Advertisement for Van Ettan Lake Lodge, featuring text: 'Spend Your Vacation at Van Ettan Lake Lodge On Beautiful Lake Van Ettan, Oscoda, Mich. 53-room modern hotel, 13 modern cottages. Riding, tennis, golf, bathing, fishing. EUROPEAN AND AMERICAN PLANS Special rates for tourists and convention parties'

Jerry Blaine and his Park Central Hotel Orchestra. WEAF wgy wtm wmaq kyw ...

# Cross-Word Puzzle with Questions and Answers

- HORIZONTAL**
- Lowbred, presuming person.
  - Fastening for a door.
  - South American blanket.
  - Anglo-Saxon money of account.
  - Bulging earthen pot.
  - Overjoyed.
  - Contorted.
  - Wild hog.
  - What patriot was one of America's greatest silversmiths?
  - Cavities in the ground.
  - Elusive.
  - Calls out.
  - Departed.
  - White linen vestment.
  - Pertaining to the kidneys.
  - French coin.
  - What is the most fertile island of

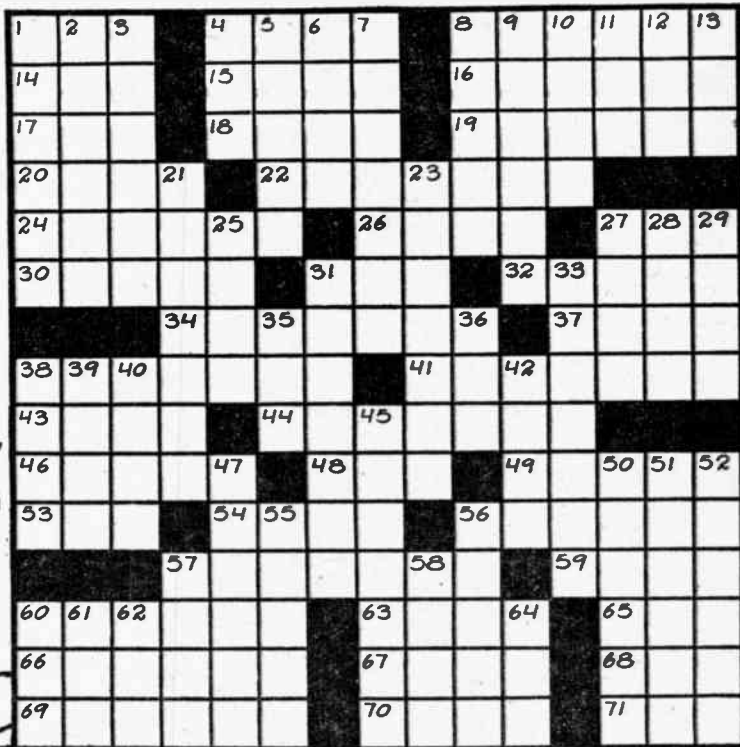
- the Cyclades?
- Special abilities.
  - Prevalent.
  - Kind of cloth.
  - Groom.
  - What was the first name of the poet who wrote "I Have a Rendezvous with Death"?
  - Make tense.
  - Groups working together.

- Ballad or song.
- Fragrance.
- Unit of work.
- Chinese coin.
- Opposite the mouth.
- Subdue.
- Variety of chalcedony.
- In front of.
- Insignificant part or mark.
- Bind.

- One who ascends.
- Glisten.
- Indian of Tierra del Fuego.
- Unorthodox doctrine.
- In this place.
- Short-napped fabric.

- What Grecian princess became Duchess of Kent?
- Spanish-American rural settlements.
- Mimicry.
- Who was known as the "Landlord of New York"?
- Flower.
- In law, unmarried.
- Exclamation of disgust.
- Sooner than.
- Evergreen tree.
- Inspire with fear.

- VERTICAL**
- What poet wrote "John Gilpin"?
  - Reach a place.
  - What Tennessee city was the scene of the famous Scopes anti-evolution trial?
  - Mark used as a target.
  - Fragrant resins.
  - Member of a European race.
  - Model or pattern.
  - Finch related to the canary.
  - Football team.
  - Rant.
  - Consumed.
  - Through.
  - City of Netherlands.
  - Gliding over ice on steel runners.
  - What poet was connected with Coleridge in the scheme for a pantisocracy in America?
  - Dash.
  - Angle between a branch and its axis.
  - Existence.
  - Who defeated Carnera for the heavyweight championship in 1934?
  - Colonizer.
  - A joint.
  - French plural article.
  - Drunkard.
  - Wise man.
  - Wing-shaped.
  - Strong taste.
  - Incrustation over a sore.
  - What is the capital of North Carolina?
  - Cubic meters.
  - Public speaker.



**WHEN** a boy breaks a window while playing baseball, what other reason besides that of being punished, has he for running away?

2. Which one of the most famous buildings in the world is said to have taken reducing exercises?

3. If wrinkles in a man's face are a sign of care, what do wrinkles in any person's clothing signify?

4. Why is the story about brown sugar never told in polite society?

THE solutions of the puzzles on this page will be given next week. Solutions of puzzles that require diagrams will be mailed upon receipt of request accompanied by a stamped, addressed envelope and a clipping of the puzzle.

## BANKER'S FILES



ments labeled as indicated in the illustration. The method of filing the stock suggested a very interesting puzzle to his secretary.

This puzzle consists of rearranging the 49 labels so that no letter or number is in line with a similar letter or number, in any horizontal, vertical or diagonal row.

The puzzlist can use one of two very convenient methods of solving this puzzle. One way consists of drawing a seven-inch square and dividing it into 49 one-inch squares and then writing in each small square the letter and number of the file in the order re-

A1	B1	C1	D1	E1	F1	G1
A2	B2	C2	D2	E2	F2	G2
A3	B3	C3	D3	E3	F3	G3
A4	B4	C4	D4	E4	F4	G4
A5	B5	C5	D5	E5	F5	G5
A6	B6	C6	D6	E6	F6	G6
A7	B7	C7	D7	E7	F7	G7

**PERICLES P. PLUTOCRAT**, the banker, who owns stock in 49 different corporations, files all these certificates in a very novel manner. For the purpose he uses a fire and theft-proof metal cabinet which contains 49 compart-

quired to solve the puzzle. If the second manner is used the puzzlist cuts out 49 small squares of cardboard, labels each of them with the file letter and number and then arranges the squares in seven rows.

## The Four Ages

THE ages of four girls, Althea, Bernice, Cecily and Dorothea, present a fascinating mathematical problem. Dorothea, who is the eldest of the group, is six years older than Althea, the youngest of the quartet.

The combined ages of the four girls total 82 years. Bernice is one year older than Althea; Cecily is two years older than Bernice, and Dorothea is three years older than Cecily.

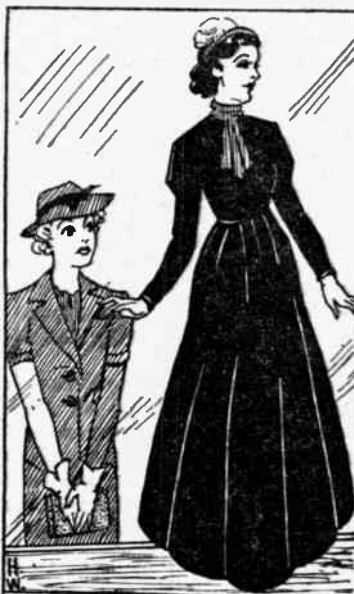
Although each girl knows the age of all members of the group, none is willing to reveal the secret. With the aid of the clues given here, however, the puzzlist easily can find out exactly how old each girl was at her last birthday. Get a pencil and paper and figure it out.

## A Card Trick

THE amateur magician holds a complete deck of cards in his left hand, the face of the bottom card towards his audience. After giving the cards to a spectator to shuffle he sticks a tiny bit of wax on the first finger of his left hand and presses on to it a small mirror.

Taking the cards in his left hand he holds the forefinger so that he can see in the mirror the card which faces the audience and so is able to name each card shown.

## A Charade of the Fashions



**PAMELA** paused in her noon-day ramble to gaze in awe at the pageant of past fashions displayed in a department store window. One costume inspired Pamela to write this charade:

"The frocks by modern women favored,  
\*\*\*\* slips of chiffon seem to be,  
Compared to the thick \*\*\*\*\* dresses  
Worn by the girls in '83.  
It took so many yards of dress goods  
To make a gown for one slim maid,  
That half the \*\*\*\* that Dad could gather  
To daughter's dressmaker was paid."

There are three words missing from Pamela's verses. The third and first of these words are joined together to spell the second word. The asterisks indicate the number of letters in each of the three missing words.

## The Solutions of Last Week's Puzzles



**Acrostic:** The words are: 1. Hello, Local, Alone. 2. Abode, Death, Throw. 3. Howso, Solve, Venus. 4. Beach, China, Naive. 5. Buria, Infer, Erase. The Mexican State is Lower California.

**Charade:** The four missing words are Not, With, Standing, Notwithstanding.

**Hidden Names:** The eight letters, C, E, F, I, K, L, T and V are arranged in pairs phonetically to represent the following four names of girls: Elsie (L C), Effie (F E), Katie (K T), Ivy (I V).

**Riddle Box:** 1. Both always come back. 2. To a second-hand store, of course. 3. Because he cracks his jokes on them. 4. Husky.

# MEN PREFER HOME PICNICS



HERE—below and at the left—are two types of outdoor grills that will provide equally delightful camp-like fare for that picnic in a shady corner of the home grounds. The one below is a permanent asset, built of masonry and steel. Its introduction into a corner of your yard will constitute a tempting invitation to eat outdoors when balmy days are here for a definite stay. The portable type illustrated folds like a camp-chair, so that you can take it on motor trips when you camp out.



## Many Are Advantages of Back-Yard Outings—and an Outdoor Grill.

By BYRON MacFAYDEN

PERHAPS, in your strolls on a bright summer morning, you have seen a man sitting on his front porch absent-mindedly stroking his dog's head and gazing across the lawn with a pensive look in his eyes. Your guess regarding his thoughts is as good as mine, but I'd be willing to venture that the porch-sitter is one of those helpless individuals who try to reconcile themselves to a situation that frequently faces them on week-ends or holidays.

What is this situation? Well, you'll find it in its early stages out in the kitchen. Let's go and look.

My goodness—what activity! There's Mother right in the midst of salad, sandwiches, deviled eggs, vacuum bottles, waxed paper and cardboard boxes.

Yes, sir, it's a picnic lunch, and as soon as Mother gets all the eatables stowed away in a big basket, cleans up the kitchen, closes the windows and sees to the provisioning of canary and cat, she will call Father to get the car, because—"We're all ready to go!"

Now you can understand why Father is so forlorn out on the front porch. However, he does not interfere with these picnic proceedings. Father loves his wife and family too much to do that. But he loves his home, too,—all the more so for a long business week of exile. There's something about it, particularly the yard with its lawns, flowers and trees, that is very soothing

ing to him. If Father had his way, he'd drag up a big porch chair under those trees and read, perhaps doze a little. As far as eating is concerned, he'd be perfectly willing to have lunch or supper right under those trees. Much simpler, he reasons, than driving on crowded highways or rutty back roads; and, besides, there are no ants, no poison ivy, no roving cattle to complicate the day.

There are other advantages in stay-at-home outings. Think of all the bread-spreading you don't have to do. Reflect upon the wrapping and packing you can avoid. Contemplate the ease in getting back home. And don't forget the number of windows you won't have to close.

At this point you may say, "Oh, we have often eaten out-of-doors at home, but there is nothing very exciting about it."

Well, if you crave excitement and novelty, plus something extra nice to eat, the thing to do is to cook at least one item of food on the menu out-of-doors. In other words, make an outdoor grill.

It is obvious that the outdoor grill is responsible for men's growing interest in home picnics. I know men who wouldn't think of touching a utensil in the home kitchen. Yet, if there is a chance to cook out-of-doors, it is impossible to keep them away from the fire. What's more, these men have become proud authorities on open-fire cooking.

There is no need to tell you where to put your outdoor grill. Your yard

will decide that. All you need is some shade, a more or less secluded spot, and a pleasant outlook. As far as grills are concerned, there's a wide choice. You can make a very satisfactory one out of stones or brick. Arrange them in horseshoe fashion about 8" high. The area enclosed should be about 18" square. For a grill top see if you can't find one of those heavy wire gratings often used for cellar windows, or a sidewalk grating. It will give you plenty of room for broiling, besides a plate to put a kettle or a coffee pot.

Another type of outdoor grill is sold at hardware or camping-equipment stores. This consists of a steel frame with heat-proof meshed wire and folding steel legs. After your fire has burned down, set the grill over the bed of coals by pushing the steel legs on the ground.

One of the best devices to use over a stone fireplace is one of those old-fashioned wire toasters. I had such a toaster when I started to cook out-of-doors and would lay it on top of two iron bars placed across the fireplace. The advantage of this toaster lies in the fact that it holds the meat or chicken firmly, and you can turn it over most conveniently.

If you can locate the portable type of grill illustrated in the circle, you have something that makes grilling a

job. This grill costs about \$2 and folds up flat like a camp chair. It burns charcoal or briquets and develops superb broiling coals in less than half an hour. And here's something to remember—on rainy days or in winter you can operate this grill in your living-room fireplace.

There is another advantage in owning this portable broiler: it is just the thing to take on a motor trip when you camp out. Since it folds up, it takes very little space in your car. With two or three pounds of charcoal you can have a smokeless perfect cooking fire in a few minutes. Some newspaper pages twisted up are all that is necessary to ignite the charcoal or briquets.

If you want to build a permanent grill, the one illustrated on this page may suit your yard. However, you can construct a simpler one, which is built against a stone or brick wall and, inclusive of masonry, material and labor, will cost you less than \$20. As regards the one here illustrated and described in the box, I have had the privilege of cooking on it, and it is a wonder.

Now let me present briefly how one of these home-yard picnics is organized and developed. Such a dissertation may be helpful to those who have had no experience along this line. It's all so easy and such fun, too, once you know how.

First, I'll give you the menu. There

will be minute steaks, not over 1/2" thick. Then there will be macaroni and cheese in a casserole; a mixed salad of tomatoes, lettuce and cucumbers; hot buttered rolls and coffee. For dessert, fruit or melon that's in season, or a chocolate cake or ice cream if your family cries for such a windup to the meal.

With this in mind, we are ready to start. When you begin to make and bake the macaroni dish indoors, send Father and the children out in the yard to set the table. It is very handy to have an old table to put under the trees so you can sit down to your meal. But if you haven't, set up a card table so there is a place to put your dishes, silverware, condiments, water glasses, paper napkins, also the salad and rolls. This table, in other words, serves as a buffet. Of course, the salad and rolls are not brought out of the kitchen until the very last moment, for we must have cold things cold and hot things hot.

Now tell Father to start his fire. If he uses wood, it may take between thirty minutes and an hour to get the bed of coals ready. However, when he says that the fire is ready for the steaks, bring out your covered casserole of macaroni, the salad bowl and the hot buttered rolls. Then stand by; when those steaks go on the fire, it won't be more than three minutes before Father will be calling for plates. All that is left to do is heap each plate with a steak, a helping of macaroni and some salad. Yes, put the salad on the same plate—it won't be messy if you have not used too much salad dressing on it.

You can see from the foregoing that the activities out in the yard at the grill must be timed with those in the kitchen. There's nothing more discouraging to the grill chef than to watch beautifully broiled steaks cool off while everybody is running in and out of the house crying, "Where are the rolls?" "Is the macaroni ready?" "Is the salad mixed?" "Have you made the coffee?"

This problem of timing may be something to contend with in your first experiment with outdoor cooking. It may take longer than you or Father expected to get the fire ready for broiling. But take it easy, even though the casserole dish is done. You know it can be kept warm in the oven indefinitely without losing its goodness. So turn down the oven and go out and watch Father nurse the fire. It won't be long before he'll announce:

"All right, bring everything out. I'm putting the steaks on the fire right now!"

Here are specifications for the outdoor grill masonry and steel illustrated on this page, which has been used and is recommended by the author, Mr. MacFayden.

The grill itself is made of stainless steel—3/8" rods about 1" apart. The width is 36" and the depth 27". This grill is movable and can be placed on steel pegs 5", 6 1/4" and 7 1/4" above the bed of coals. The shelves flanking the grill are 12" wide and 25 1/2" deep. From the ground to the floor of the fireplace is 30"; to the top of the shelves, 39". The fireplace extends from the front of the grill under the chimney a distance of 42". The chimney rises about 4' above the level of the shelves. The opening below the grill, which looks like an oven, is merely a receptacle for fuel and fire utensils.

# A Hellinger Short Story

**T**HE boy was wildly exultant. He grabbed the girl by the shoulders and shook her happily.

"Now we can get married!" he shouted. "You hear me, honey? You and me—married! Lord, Betty, we've waited so long!"

"Look, baby. Here's the cash. Five hundred bucks, and it's all ours. Every nickel of it. Enough for the rent, and the down payment on the furniture, and the ceremony, and—"

She placed her hand over his mouth. She looked frightened. Tommy? Tell me the truth."

He grinned. "Speculation," he replied. "Oh, don't you worry. I'm not taking money these days. I didn't steal it. I played the market. Honestly I did, hon. This is our dough.

But she didn't believe him . . .

**S**HE loved the boy. She loved him so much that she suspected him. Four years before, he had stolen some money—and he had served a year and a day for the theft. When he came out, he swore he'd never steal again.

Betty made her uncle George give Tommy a job in the shoe store. Since then, the struggle had been very difficult. Tommy didn't earn much money, and he was anxious to get married. And now, suddenly, he had shown up with \$500.

That night, Betty went to see her uncle George. He was an indulgent old man who loved his niece. Betty was nervous.

"How are things?" she asked. "At the store, I mean."

The old man shrugged. "Not too bad, my dear. And not too good, either."

"Oh, I don't mean that," said the girl. "I mean, has there been any—any—well, anything like a robbery lately?"

Uncle George frowned over his glasses.

"How did you know?" he inquired.

Betty's heart sank. She knew then that Tommy had lied to her. Once a thief—

"There was a sum of money taken from the safe," said the old man. "Not a great deal, but a definite theft." He saw her eyes brimming. "You think it's Tommy, don't you,

## Suspicion

**T**OMMY phoned. He called at the house. He called, he phoned, and



"Look, baby. Here's the cash. Five hundred bucks, and it's all ours."

child? I thought so. Has he displayed any money lately?" She nodded. "My, my, that looks bad. I didn't know whether it was Tommy or Jack, or maybe some outsider who got in the store."

Betty was crying now. "But I wouldn't think of calling the police, Betty, child," the old man went on. "I don't want any unfavorable publicity. In the morning, I'll tell Tommy to leave. Let's forget all about it."

The next day, Betty sent her engagement ring back to Tommy. No jeweler's loop would show it, but several pieces of broken heart went with it . . .

he phoned and he called. He tried everything possible to get in touch with Betty. But she wouldn't permit it.

After two weeks, she found that the hurt hadn't lessened any. If anything, she felt worse. And then, while she was shopping one afternoon, she felt a tug at her arm. She turned to see Joe Craven, an old friend.

"Getting high-hat?" he smiled. "No," she murmured. "Just wandering around in a fog, I guess."

"How's Tommy these days?" "Tommy? Oh, he's—he's just fine and dandy."

"That's good." The man looked at her wisely. "Did he tell you what I did for him?"

"What you did, Joe?" Why, no. At least, I don't think so."

Joe shook his head.

"Fine thing!" he cried. "Not married yet, and already he's holding out on you! I gave him a swell inside tip on the stock market and he walks away with five hundred bucks—and

something to the effect that all dames are nuts anyhow . . .

**F**OR decorum's sake, she waited downstairs in the living room of the boarding house. As soon as Tommy heard who was waiting, he came galloping down the stairs.

"Betty, baby!"

"Oh, Tommy!"

For three full minutes, they were in a clinch. Betty cried, and then apologized, and then cried some more. She said that Tommy would be quite correct if he never forgave her. She said she was going to phone uncle George immediately and get Tommy back on the job. And, more important, could she have her engagement ring again?"

It was a scene of Young Love Re-united, or some such pretty thing. Better writers than I have written it far better than I could ever hope to. But you get the general idea.

It all turned out very beautifully. Instead of phoning uncle George, Betty went right down to see him. He promised that Tommy could have his job back—and that he would never mention the theft. After all, it was only \$100.

Then Betty returned to Tommy's boarding house, and again they went into a clinch that wasn't far from a world's record. After awhile, Betty looked at him and sighed.

"Can you ever forgive me, Tommy?" she asked. "Really forgive me, I mean. I was such a fool."

"Aw, forget it, hon." He kissed her again. "We'll be married next week and—well, maybe it's just as good it happened this way. Now we know how nuts we are about each other."

"Oh, gee, Tommy. Gee, gee, gee!"

Tommy nodded his head slowly. "And besides, baby," he said, "I got it all figured out that we only need \$400 to start with. So, the first thing tomorrow, I'm gonna sneak into uncle George's safe and put back the hundred I took to speculate with! . . .

**NOTE TO THE JANE BLACK STORY CONTESTANTS:** It will be impossible to announce the winners for at least four more weeks. More than 68,000 manuscripts were submitted, or a sufficient number to fill the world's short story magazines for the next five years! The judges want to be fair to each script, and they ask you kindly to be as patient as possible. Thanks a lot.—M. H.

## THE QUARTERLY REVIEW



Claudette Colbert

. . . Lighter pictures are coming out of Hollywood for the Summer season, and some of the newer films are very amusing, indeed. "I MET HIM IN PARIS," for example, boasts of a swell writing job by Claude Binyon, a fine piece of direction by Wesley Ruggles, and three sparkling performances by Claudette Colbert, Melvyn Douglas and Robert Young. "I MET HIM IN PARIS" is a refreshing film, cleverly concocted, and is practically ideal picture fare for this time of year . . . "HOTEL HATWIRE," also produced by Paramount, is a daffy farce that never takes itself seriously at any stage of the proceedings. A number of the gags are

familiar, but you are inclined to forget that angle in the capable fun-making of Lynne Overman and Leo Carillo. "HOTEL HATWIRE" will cause you no pain . . . Victor Moore and Heen Broderick are again paired in "MEET THE MISSUS," a lively satire on American commercial contests. It's a highly amusing job.

. . . Among the new books, be sure to read "AMERICAN DREAM," by Michael Foster, a novel that stands out like a mountain peak in the gathering avalanche of so-called "Summer Fiction." Beginning with Jean Thrall, sea-captain, rebel, merchant, who finally ran away from stodginess to become the king of a South Sea Island, and closing with Shelby Thrall's hopeful purchase of a small-town print shop, Foster creates the history of a family that is also the history of a nation and a national spirit. "AMERICAN DREAM" is an exciting tale, brilliantly told, and is issued by Morrow for \$3 . . . If you like to regulate your reading by the temperature, we suggest "NOT TONIGHT," by Parkhurst Whitney. It's a gay little novel about a group of moderns who run a road-house in a converted mansion.



Michael Foster



Adele Astaire

. . . Odds and Ends In the Entertainment World: Adele Astaire, Fred's sister (they once referred to Fred as Adele's brother), has turned down all those tremendous Hollywood offers to make a picture and will co-star instead in a London musicale with Jack Buchanan. Proving conclusively that money is never important—as long as you have enough of it . . . Record I enjoyed best this week was "I Live Again" and "Johnny One Note," as played by Victor Young and his orchestra . . . They're telling of a Hollywood starlet who was advised to read more. She bought a book about Abraham Lincoln and was reading it when a friend approached. "That's a good Lincoln book," said the friend. "Have you come to the part where he was assassinated?" "Shhh," said the starlet. "Don't tell me!"

### FAIR QUESTION

The city slicker, on a vacation visit to a small town, was feeding the natives a bit of nonsense. "Yes, my friends," he lied cheerfully. "We have a high jumper down in New York who can leap clear over the Woolworth Building. Not bad, eh?" The town's star athlete kept whittling away on a stick. "That all depends," he shrugged. "Does he do it standin' still—or from a runnin' start?" . . .

# AROUND the DIAL

by THE DIAL TWISTER

If things keep up as they are, the warm months of 1937 will go down in radio history as the summer of the great static. What with much rain, high humidity and frequent electrical storms, reception conditions have been unfavorable to say the least. The short waves as well as the broadcast band have been under bombardment. Even the amateurs are complaining. And the "hams" stick at their sets long after broadcast listeners snap off switches in disgust. Worse, like most talk about the weather, nothing can be done about it, except dial high-power locals and wait for a break. Conditions do prove one thing, however: that static is not a function of temperature alone. Many listeners still believe this. But it hasn't been really hot this summer. Yet the static level is higher than in the blistering summer of 1934. Other factors are just as important as temperature.

Berton Braley's verses titled "The Children's Hour," reprinted in the Reader's Digest for June, are recommended, if not exactly pleasant reading for the directors of most juvenile programs.

The vaunted infallibility of Professor Quiz took it on the chin June 12 when he gave "Just a song at twilight" as the opening line of "Love's Old Sweet Song." That is the chorus, not the verse. This isn't his first slip. But heretofore he's erred by being positive when a qualified answer was right.

This is the season when substitutes get their chance to replace "name" performers taking vacations from the air; for instance, Eddie Stanley batting for Cantor. Stanley made his microphone debut a few seasons ago. His stuff doesn't need rigorous cleansing as it did then. But his June 13 efforts failed to assay so much as one smile in 30 minutes for this dial-twister. It seemed a perfect example of comedy that's just hard work, two things that are incompatible, though most of the air jesters don't seem to know it.

The battle between the chains for stations goes on right merrily. NBC has just gathered in WHK, Cleveland. It'll be meshed into the Blue net September 26, replacing WGAR.

Frede Grofe is doing better than nicely with that new bank series of his (CBS over WKRC, Friday, 9:00 p. m., E.S.T.). Using a symphonic orchestra and light to popular music, he hasn't forgotten there's such a thing as melody. Which may be a violation of the Wagner Act, but is distinctly pleasant nevertheless. He's

also found some vocalists who can really sing and have fresh delightful voices. That of itself is something.

Back in the "good old days" a commercial program was supposed to typify the sponsor's product. I couldn't help thinking of that as I dialed Johnnie Green's summer Packard program. Does 60 minutes of his rhythm makes anybody covet a ritzy car? Carrying the product tie-in a bit further, Trudy Wood's witticisms probably suggest the value of shock-absorbers. It's a bewildering business.

Moving into the WLW spot vacated by Jimmie Scribner, the program of the Eichstadt String Ensemble is "just what the doctor ordered." Delightful music and gifted performance make this quarter-hour a refreshing oasis, beautifully timed for full enjoyment. It deserves a half hour, both for its own sake and because there is so little dinner music that doesn't disturb digestion.

Shirley Ross raises a question that's been puzzling this dial-twister these many months. In her acting bits on Ken Murray's show she displays a charming speaking voice. Yet when she "sings". . . Just why is this? Why must naturally pleasant speaking voices be distorted into something quite unrecognizable when their possessors begin to vocalize? It's a mystery nobody can explain satisfactorily.

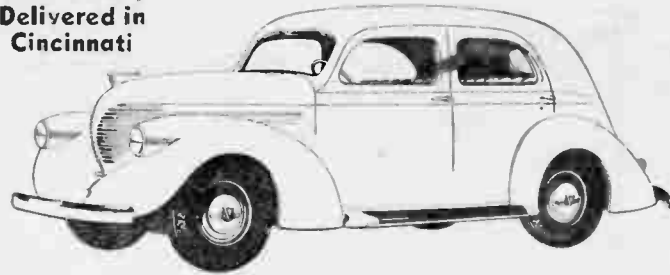
The fear that Cheerio's spot would be filled with anything that could be swept up around the studios was fortunately without foundation. NBC is plugging the gap with an exceptionally pleasant program supplied by what seems to be the same instrumental group that supported Cheerio, and two excellent solo voices.

Which prompts me to ask. Is the director of the orchestra Harrison Iles or Harris Niles. And is the contralto Gertrude Foster or Forester? Careful listening has yielded both versions. Most announcing leaves the greatest confusion where there should be least: on proper names.

## "Hammerstein Music Hall"

Florence Reed, famous Broadway actress, will head the parade of guest stars on the broadcast of the "Hammerstein Music Hall" over the WABC-Columbia network, including WKRC, WHAS and WJR, Tuesday, June 29, from 7:00 to 7:30 p. m. (E.S.T.).

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