

Re wed. June 25, 1937, 11:10 a.m.

5¢

Radio Dial

WEEK ENDING JULY 9, 1937

JOAN BLAINE
THE JILL OF ALL ARTS

See Page 17



OPERA BROADCASTS FROM ZOO OVER NBC



NORMAN CORDON



CHARLOTTE BRUNO

"Tannhauser" First Opera To Be Aired

Eight Operas of Series To Be Broadcast

The broadcast schedule for the summer opera season will be inaugurated Friday, July 2, with the performance of "Tannhauser," featuring the new Swedish star, Bella Vreta, in the role of Elizabeth; Harold Lindi, as Tannhauser, and Charlotte Bruno as Venus. Norman Cordon will sing the part of the Landgrave, and Stefan Kozakevitch that of Wolfram. This broadcast is the first of a series of eight which will bring to the listening public the most popular of this season's productions. July 9th will bring the second broadcast, Puccini's romantic love story, "La Boheme."

WLW and WCKY will carry the first two broadcasts and WLW will carry the balance of the operas. The operas will be broadcast over an NBC-Blue network.

An attendance which shattered all previous records at the Zoo summer operas witnessed the opening performance of "Aida" on Sunday, June 27. The two thousand seats in the auditorium and in the newly constructed section behind it did not suffice for the throngs which gathered two hours before performance time and filled all the available chairs which could be placed in the aisles as well as all the standing room within hearing distance.

Next week's operas include a double bill on Sunday and Thursday, July 4 and 8. "Pagliacci" and the delightful one-act comedy of Wolf-Ferrari, "The Secret of Suzanne." Puccini's "La Boheme" will be given July 6 and 9; Rossini's "Barber of Seville" the 7th and 10th.

Seats for these performances may be purchased at prices ranging from 25c to \$1.50. There is no admission charge to the park for patron arriving after 7:15 p. m.

"There Was a Woman" Program on New Time

The series of programs titled "There Was a Woman" and detailing the story of women who played important parts in the lives of famous men, changes time starting this coming week.

Instead of being heard on Saturdays, at 7:00 p. m., the series, beginning July 4, will be presented weekly, on Sundays, from 4:00 to 4:30 p. m. (E.S.T.), over WCKY and the NBC network.

Watch Repairer



James E. Thornbury, NBC Chicago field engineer, found that his watch became magnetized and went out of kilter after working near the velocity microphones. So he constructed this demagnetizer which you see him showing to Loretta Poynton. Operated on alternating current, the demagnetizer consists primarily of a coil of many turns. A watch is put into the hole in the top of the box. The current is allowed to circulate through the coil, and the watch is gradually withdrawn.

At Lookout House



Nat Nazarro, now appearing in M. C. A.'s "Wake Up and Live" revue at the Lookout House, was emceeing and directing the stage orchestra on the Loew Circuit around New York some years ago. He was impressed by one of the chorines. A few weeks later he dropped in on her and asked if she'd like to do a specialty. He worked with her and saw to it that the first time she stepped out of line to do a singing number she was well received. He continued to encourage her singing. The girl was Alice Faye.

"Concert Hour" Soloist



Here is the latest portrait of Vicki Chase, red-haired concert soprano who is heard over WLW and stations of the WLW Line. Miss Chase will be featured soloist with the William Stoess symphonic orchestra during the "Concert Hour," 10:30 to 11:00 p. m. (E.S.T.) Sunday, July 4. She will be heard also in the "Strands of Beauty" program, 6:30 to 6:45 p. m. (E.S.T.), July 4.

Scout Independence Day Program

A description of the huge fireworks display and a concert by the United States Service Band will be heard during the Independence Day program of the National Boy Scout Jamboree over the NBC-Blue network, including WCKY, KDKA and WLS, Monday, July 5, from 8:15 to 8:30 p. m. (E.S.T.). From NBC's forty-foot circular tent at the Jamboree headquarters, NBC announcers will describe the colorful spectacle. One of the most elaborate and extensive radio coverages of a national event since President Roosevelt's inaugural in January will be employed by NBC in reporting the Scout Jamboree in Washington.

Oxford Ensemble To Play Old Music

The Oxford Ensemble, directed by Milton Wittgenstein, well-known flutist, will be presented by Columbia's Concert Hall in a program of unusual old music on Saturday, July 3, from 10:30 to 11:00 a. m. (E.S.T.) over the WABC-Columbia network, including WKRC, WHAS and WJR.

The ensemble, completed by Harry Neidell and Ralph Hersh, violins; Egon Kornstein, viola, and Youry Bilstin, cello and viola da gamba, is to play San Martini's First Concerto for two violins, viola and cello, in G minor; the Brandt-Buys Chorale and Allegro for flute and string quartet, and the Trio Sonata for two violins and cello in D minor, by Cerilli.

ALL-STAR BASEBALL GAME ON NBC-CBS

Mermaids Rained In



Betty, Patricia, and Sundra draft a beach towel for a canopy to protect their new bathing suits from the shower that threatens to disrupt their penthouse party. Betty, whose name is Reller, works in "Betty and Bob." Patricia Dunlap is heard in "Bachelor's Children;" while Sunda Love is an actress on the "Romance of Helen Trent." All are programs heard regularly over the WABC-Columbia network, including WKRC, WHAS and WJR.

Werner Janssen To Star In New NBC Series; Will Augment Orchestra To Thirty-five Pieces

Werner Janssen, American born symphonic conductor, will present a program of popular music in his own new series beginning over the NBC-Blue network, including WCKY, KDKA, WLS and WSM, Sunday, July 4. The new programs will be heard regularly on Sundays, from 6:30 to 7:00 p. m. (E.S.T.).

Janssen has been musical director of the Chase and Sanborn program starring Don Ameche, W. C. Fields, and Edgar Bergen and his dummy "Charlie McCarthy" since its inaugural, on May 9. It was his first American radio series. Janssen will augment his present orchestra to thirty-five pieces.

Janssen was the first native New Yorker ever to conduct the New York

Philharmonic Symphony Orchestra. Since his college days at Dartmouth, he has become famous as composer, pianist and director. From time to time in his programs he will be heard in piano solos, and there will be occasional solos by other instrumentalists.

To the popular music of the day, he will lend interpretations that made his name a well known one in Europe before he returned to America and built up a reputation as a symphonic conductor.

Being an announcer's wife has its compensations, thinks Meri Bell, CBS songstress, for she can hear her husband, Del Sharbutt while he's at work—something few wives can do. One draw-back is she can't talk back!

Experts Will Give Play-By-Play Account

Players Selected from 1936 Pennant Winning Clubs

With a corps of sports experts giving a play-by-play description, the fifth annual All-Star Game, between the best players of the National and American Leagues, will be broadcast over the combined Blue and Red networks of the National Broadcasting Company and the Columbia Broadcasting System, from Griffith Stadium in Washington, D. C., on Wednesday, July 7. The broadcast will get under way at 1:30 p. m. (E.S.T.), with WCKY, WLW and WKRC the local outlets.

Tom Manning of Cleveland, who has handled NBC's baseball assignments for years, and Warren Brown, sports editor of the Chicago Herald and Examiner, will head the list of NBC broadcasters at the game. France Laux of KMOX, Bill Dyer of WCAU, and Arch McDonald of WJSV will describe the event over the Columbia Broadcasting System.

The players who will represent the American and National League this year will be selected by the managers of the 1936 pennant winning clubs—Bill Terry of the New York Giants and Joe McCarthy of the New York Yankees.

In the event of rain, the game will be postponed until Thursday, July 8, with the broadcast scheduled from 10:45 a. m. to 1:30 p. m. (E.S.T.).

At Beverly Hills



Ruby Wright, "Sweetheart of the Air," is the featured singer with Barney Rapp and his nationally known radio, recording and dancing band, now playing at Beverly Hills Country Club, near Newport, Ky.

She'll Pinch-Hit for Benny



Lovely Jane Froman (above) and her husband, Don Ross, will headline the Summer Jell-O Show (NBC-Red network, including WLW and WSM, Sundays at 6:00 p. m. E.S.T.) on July 4, when Jack Benny and Mary Livingstone leave for a vacation.

Pity the Poor Judges



Al Bland and Charles Koch, pilot and announcer respectively, on Dow's Dawn Patrol which is broadcast daily except Sunday on WKRC at 7:30 a. m., look as though an entry in the big contest which they are conducting, might have struck them funny. Bland is shown on the left and Koch on the right. The three girls are tabulating the avalanche of entries which have been received. The contest closes Saturday, July 3. From these early returns on the contest the indications are that the judges will be "snowed under."

Weekly RADIO DIAL

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Telephone—Cherry 0710—0711

GEORGE A. VOGELE—Editor

Vol. VII. WEEK ENDING JULY 9, 1937 No. 8

THE HAND THAT TURNS THE DIAL

The ultimate fate of a radio program rests with the listener. By simply turning a dial he can snuff it out as effectually as a Nazi headman. Listeners often exercise this life and death power. Occasionally even the broadcasters recognize its existence. But the peculiar dependence of the serious musician on the hand that turns the dial is something seldom mentioned.

Walter Piston, one of the six composers commissioned by CBS to write music especially for radio, performs a neglected service by stating this angle of the matter fully and concisely.

"The composer whose music is broadcast," he says, "is dependent upon the listener tuning in, on the kind of set he has, and on the discriminating power of his ear. The average radio is improperly placed, and the seating arrangements about it are generally faulty. In addition, the volume is often not turned high enough. The power of the listener to make adjustments on the music being broadcast is the most serious feature of composing for radio."

With all this, listeners who know radio and are sensitive to musical values will agree, except the point about volume. Evidently Mr. Piston lives in a secluded retreat far from any neighbors. But otherwise he is on solid ground.

It is true that many radios are not placed where they can give the best results as musical instruments. They are simply put where they will look well as furniture, or where power and aerial connections are most convenient.

It is also true that seating arrangements are often unfavorable for the complete enjoyment of broadcast music. To hear the full range of tones one must sit directly in front of the loudspeaker. And in many homes that is difficult for more than one person.

But Mr. Piston touches on perhaps the most important matter when he mentions "the power of the listener to make adjustments."

Modern receivers provide amazing flexibility of reproduction. Tone and fidelity controls permit the listener to correct faulty room acoustics and defective transmission, or adapt the receiver to particular kinds of music. Yet of all the knobs on the panel these controls are generally most neglected.

A friend of ours relates a typical experience. He has a superb receiver, capable of doing full justice to the finest music. Having a sensitive ear, he adjusts the fidelity control for the best possible tone. But a niece who often visits his home uses a different method. The moment she sits down at the radio she changes the fidelity until the receiver sounds like the vintage of 1922.

This is the "power to make adjustments" which Mr. Piston views with concern, and rightly so. It is ironic that when radio has become a genuine musical instrument so many listeners will not let it perform its best service for them.

Training the hand that turns the dial is not the solution. The ear that directs the hand really needs training.

Still's Symphony On "Musical Americana"

The Scherzo from the "Afro-American" Symphony of William Grant Still, noted Negro composer, is to be performed by Freddie Rich and his orchestra as a highlight of the "Musical Americana" program over the WABC-Columbia network, including WKRC, WHAS and WJR, Tuesday, July 6, from 7:30 to 8:00 p. m. (E.S.T.). This begins a new time schedule for the series, formerly broadcast at an earlier hour.

Alexander Woolcott In Final Broadcast

The season's final "Town Crier" program of author and critic Alexander Woolcott will be presented over the WABC-Columbia network, including WKRC, WHAS and WJR, on Tuesday, July 6, from 6:30 to 6:45 p. m. (E.S.T.). Following this program of unusual anecdotes the "Town Crier" will enjoy a vacation from the air during the summer months.

COLUMBI-A-MUSINGS

From WKRC

By
MARGARET MALONEY

There's just a few more days for all of you radio fans to get your entry in on the contest being conducted on Dow's Dawn Patrol aired daily except Sunday, from WKRC, at 7:30 a. m. Without a doubt, it's the biggest contest ever to be staged locally. Two Willys cars are first and second prizes and there's any number of other really valuable ones being offered. Don't fail to enter . . . it's worth your while.

Sound alikes: WKRC's Francis Pettay and Charles Arlington, Columbia speller . . . Pati Chapin, CBS singer and Jane Froman.

Gene Austin, singer on Joe Penner's CBS shows, has signed to make six pictures as the "singing cowboy" . . . he'll write his own songs, too.

Stan Conrad, WKRC announcer, is back at the mike after a two week's vacation. He's sporting a peach of a tan.

"Meet the Missus," the very popular series of interviews conducted on WKRC, by Maynard Craig, has been renewed for the summer months . . . It's now aired each Tuesday, Wednesday, Thursday and Friday, at 1:15 p. m. (E.S.T.).

Dudley Mecum and Ray Kelly, known as "The Song Salesmen" on their WKRC programs, both hail from Hamilton, Ohio.

Robert Montgomery will star in next week's Lux presentation. He will have the title role in "Beau Brummel" . . . certainly one suited to the debonair Hollywoodite . . . incidentally, this is the last of the Radio Theatre shows. . . . On July 12 . . . CBS begins a series of Shakesperian presentations, the first of which will be King Lear."

Ever hear of anyone getting up at 6:30 each morning just to make the day longer . . . Virginia Clark of the Romance of Helen Trent broadcast over CBS and WKRC does. . . .

Mary Alcott, who left WLW last week and is now with Benny Goodman's ork on the coast, can be heard on the Camel program over WKRC and CBS each Tuesday at 8:30 p. m.

In order to handle the innumerable applications for auditions received each week at WKRC, Ruth Lyons, program director, has set Wednesday of each week as the day when radio ambitious young men and women may have their opportunity before the microphone. The auditions will be held at the studios at 2 o'clock. All applications must be sent by mail and the applicant will be notified when he or she will be given an audition.

Shakespeare Shop-Talk



Brewster Morgan, CBS director, and Helen Menken, famous Broadway actress, who will play "Olivia" in "Twelfth Night" in the cycle of the Shakespearean dramas to be presented over the WABC-Columbia network, including WKRC, WHAS and WJR, starting Monday, July 12, from 8:00 to 9:00 p. m. (E.S.T.), discuss plans for the series which Morgan will direct.

CATHOLIC HOUR

Rev. John B. Delauney, C. S. C., of Portland University, will deliver a series of talks on "Joy in Religion" during the Catholic Hour program, beginning Sunday, July 4, at 5:00 p. m. (E.S.T.), over the NBC-Ned network, including WSAI and WSM. During the first of Rev. Delauney's broadcasts he will speak on "Joy in God."

FIRESIDE RECITAL

Helen Marshall, soprano, will sing Bohn's "Still as the Night" to open the Fireside Recital on Sunday, July 4, at 6:30 p. m. (E.S.T.), over the NBC-Red network, including WSAI. Miss Marshall also will offer "Oh My Babby, Ma Curly-Headed Babby," by Clutsam. Sigurd Nilssen, bass, will interpret Guion's "Home On the Range." Frank St. Leger will be at the piano.

Visits Announcer-Son



Although the mother of two famous announcers, Mrs. S. M. Slater, of Parkersburg, W. Va., never saw a radio broadcast until she visited her younger son, Tom, at WLW. The photographer, snapped Slater and his mother as the announcer explained a continuity. Mrs. Slater's older son, Bill, is the widely-known NBC sports announcer. Tom has been at the Nation's Station two years.

America's Town Meeting Of The Air On NBC

Radio's "Hamlet"



Burgess Meredith, first of the brilliant roster of stars to be signed for leading roles in the Columbia Broadcasting System's cycle of Shakespearean plays, is pictured here discussing his delineation of the title role in "Hamlet." This will be one of the eight plays of Shakespeare directed by Brewster Morgan for broadcast over the WABC-Columbia network, including WKRC, WHAS, and WJR, each Monday, commencing July 12, from 8:00 to 9:00 p. m. (E.S.T.). Meredith, who was acclaimed by American critics for his stellar work in Maxwell Anderson's poetic dramas "Winterset" and "High Tor," often has been referred to as "The Hamlet of the Future."

Series Extended To Summer Months For First Time

George V. Denny, Jr., Will Conduct Summer Programs

Two broadcasts from the Institute of Public Affairs at the University of Virginia on July 8 and 15, and one from the Chautauqua Institution, Chautauqua, N. Y., on August 5, will extend the NBC-America's Town Meeting of the Air series into the summer for the first time.

George V. Denny, Jr., moderator of the Town Meeting series and recently elected director of the League for Political Education, under whose auspices the programs are presented, will conduct the summer programs. The broadcasts will originate away from Town Hall, New York, for the first time in their history. All three of the programs will be heard from 9:00 to 10:00 p. m. (E.S.T.) over the NBC-Blue network, including WCKY, KDKA and WLS.

On July 8, Senator Gerald P. Nye of North Dakota, head of the Nye Commission investigating the sale of munitions abroad, and Clark M. Eichelberger, president of the League of Nations Association, will discuss "Can America Remain Neutral?" following which will be the usual open forum. Senator Nye will take the negative position and Eichelberger the affirmative.

The Town Meeting of the Air programs at the Institute of Public Affairs, University of Virginia, will be broadcast from the McIntyre Outdoor Theater in Charlottesville. The meeting of the Chautauqua Institution will be broadcast from the Chautauqua Auditorium.

"Tickled to Death"



"I'm tickled to death to get back to Show Boat," Charles Winninger said with a chuckle. "I could have returned to a regular sponsored program a half a dozen times in the past three years but I refused—because back in my head and deep down in my heart there was the desire to be Captain Henry again." His ruddy "character" face crinkled as he spoke and he let out a resounding, "It's only the beginnin' folks—only the beginnin'" —just to prove that he can still give it the old time verve and color. He'll step aboard the famous Showboat, and broadcast over the NBC-Red network, including WLW and WSM, Thursday, July 8, at 8:00 p. m. (E.S.T.).

Bang! Purse Flies Open, Bracelet Flies Off!



Her handbag flung wide open and her bracelet torn from her wrist by the force of her gesture, Helen Menken is shown in this remarkable candid camera picture during a broadcast of her serial, *Second Husband*, heard over the NBC-Blue network, including WCKY, KDKA and WLS Wednesday at 7:30 p. m. (E.S.T.).

"WHITHER MUSIC" IS NEW SERIES OVER NBC-WCKY

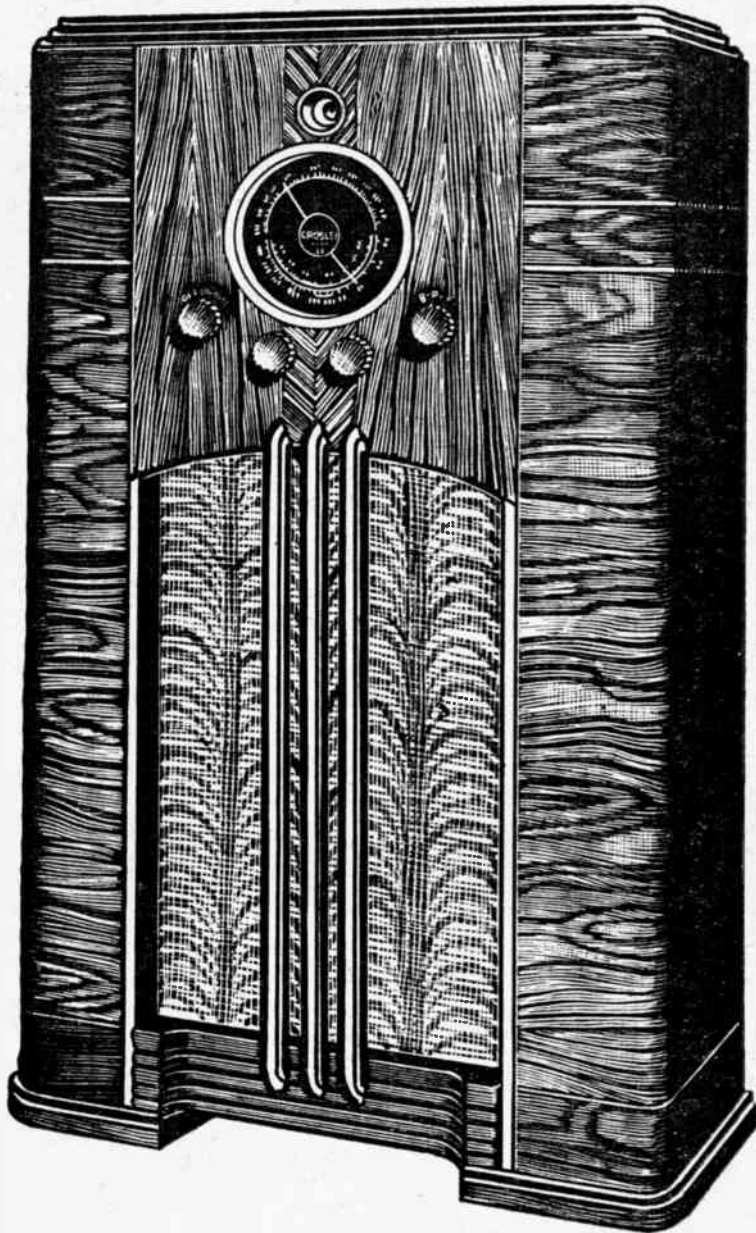
How modern music came into being, what it is and where, apparently, it is going, will be explained in simple terms during the new radio series known as "Whither Music," heard every Saturday, at 5:35 p. m. (E.S.T.), over WCKY and an NBC network.

John Tasker Howard, distinguished American composer and author, is responsible for the series of broadcasts, with Joseph Littau and the NBC Concert Orchestra furnishing the music.

Mr. Howard points out that such established masters as Beethoven, Mozart and Wagner were, in their days, regarded as "moderns" and shocked the musical tastes of their audiences. During the series, Mr. Howard is also interpreting to the lay listener the impact of industrialism and commercial life on contemporary music.

See them! Hear them! Compare them!

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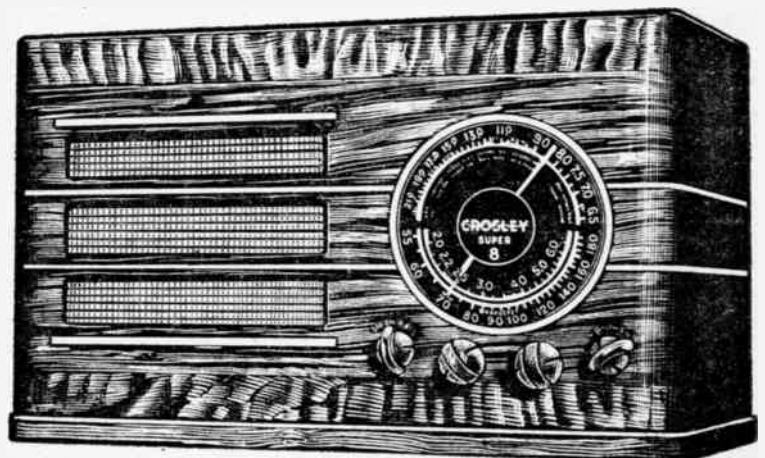
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RADIO DIAL CONTEST CLUB



by The Contest Reporter

APPEARING in a recent "National Contest News" column is the following concerning criticism. Gilson V. Willets wrote it.

"Criticism, as it was first instituted by Aristotle, was intended to be a standard for unbiased judgment. Down through the ages men have fought and died for the privilege of speaking their minds. Today, the right to criticize is the birthright of every American citizen.

"It follows that criticism is an important subject in the curriculum of contest technique. The more constructive the criticism, the better the critics chances to capture a coveted prize. Study and practice are essential if one desires to become skilled in this delicate art. The finest "training schools" in which to master it are letter of criticism contests sponsored by the publishers of motion picture magazines.

"These publishers have no axes to grind, no particular preference in their selection of winners. They seek a cross section of public opinion, interestingly written and constructively presented for the edification of their own editorial staffs and for the picture producers who advertise in their pages."

Another excerpt from the same column and attributed to J. M. Gibson dwells on the value of criticism as follows: "The critical faculty has its value in correcting errors, reforming abuses and demolishing superstitions, but the constructive faculty is much nobler in itself and immeasurably more valuable in its results, for the obvious reason that it is a much nobler and better thing to build up than to pull down. It requires skill and labor to erect a building, but any idle tramp can burn it down."

According to a recently issued bulletin from the Townsend-Friend Contest Service, one of their students won a Nash Sedan in the Babe Ruth-Sinclair contest with the following statement, which was in answer to the question: "Which would you rather see, a tight pitchers battle or a free hitting swinging game?" The winning entry ran:

"I'm agin Sit Downs . . . I don't want to see two clever pitchers cause so many strikes that it throws sixteen other abled bodied men out of work! Give me sizzling Texas leaguers, fair by inches, hair-raising shoe-string catches, snappy double-plays, risky base running, and LOTS of argument—PLAY BALL."

Our comment is that this statement is strikingly clever and deserved to win. Equally so, is the winning name in Lum & Abners "dining car" contest . . . "T-bone Tooter." Both the above won a Nash automobile each.

Tying (or tying) entrants in the Old Gold contest have received their tie-breakers, and it is safe to say that the recipients will be "tied-up" for the length of time allowed which is about 1 week. As freely predicted, and expected, the second series of 90 cartoons are unusually difficult and will even further reduce the growth of hair on contestants heads. There has been no intimation of the number tied except that it was "more than a thousand."

Some may take the register number as indicative, but it may not be, since large users of registered mail have a series of numbers assigned them by the Post Office Department at the beginning of the fiscal year.

Advertising periodical TIDE reports that the Kellogg contest is being advertised in 700 daily papers, in colors in three large weeklies, on 22 Kellogg radio programs and in 10,000 folders which will be distributed with free corn flake samples. Which leads us to remind those who think large amounts are spent on prizes, that even larger amounts are spent in promoting the contest.

In one sense it is like spending several dollars to give away one, in another it's advertising, upon which business either flourishes or fails.

The \$5,000 winner in Dodge "Used Car and Truck" contest is well known in contest circles. He is Robert T. Gidley, 3637 Maplewood Ave., Dallas, Texas. The following won \$500 each. Milton Knight, N. Wilkesboro, N. C.; Claribel Rogers, Atlanta, Ga.; Noreen Samples, Portland, Ore.; W. L. Cheney, Woonsocket, R. I., and Irene Howard, Jackson, Miss. Twenty-five others received \$100 each.

For the convenience of those who like to keep a record of not only their winnings, but of their entries as well, Contest World of Buffalo is

National Music Camp

For the fourth year NBC will broadcast a series of Sunday evening concerts from the National Music Camp at Interlochen, Mich., beginning Sunday, July 4, from 9:00 to 10:00 p.m. (E.S.T.) over the NBC-Blue network, including WCKY, KDKA and WLS. The camp was established nearly a decade ago to encourage and instruct the nation's youth in music. Intensive study is supplemented by ensemble and orchestral concerts.

printing a contest record form each month. It is a ruled form appearing on the inside back cover and provides space for all necessary and desired information. We believe it a wise plan to keep a record of everything as well as a copy of all entries. Sponsors of the Prof. Quiz Kelvinator program have announced another weekly contest series to last 13 weeks. 107 prizes each week, from a Nash car down to \$5 in cash. Entry blanks which are obtainable from Kelvinator dealers contain spaces for listing five questions and their answers. Contest closes on Thursday's receipts.

The (NY) Sunday Mirror magazine section offers \$2,500 in cash for the best Advertising Headlines. It is a weekly contest to last six weeks after which a grand prize of \$1,000; \$500 and \$100 will be given. The announcement shows twelve advertisements all complete except the headline—you furnish that. Lower prizes if no purchase is made.

Makers of Southport paint (Savannah, Ga.) offer merchandise prizes for best 100 word letters about the historic voyage of the "Savannah." Closes July 10.

Distributors of the new Willys car are offering automobiles in what they call "economy contests." Details at dealers.

Information is that Sheaffer will shortly announce another contest over their radio program and through their ads.

And, the best of luck to those who are working on Soap Box derby entries. These boys are giving the very best they have.

SMOKE DREAMER OFFERS SPECIAL JULY 4 PROGRAM

In keeping with the day, William E. Green, the Dreamer, will present a special Independence Day sketch during his "Smoke Dreams" program over WLW 9:00 to 9:30 p.m. (E.S.T.), July 4.

Virginio Marucci, who conducts the "Smoke Dreams" orchestra, is preparing a special arrangement of patriotic airs to be presented as an opener of the program when the Dreamer recalls to his dog the early days of America.

In the special sketch will be "American Patrols," "Days Have Been So Wondrous Free," favorite song of George Washington; "Drink To Me Only With Thine Eyes," by a capella choir, and "Country Gardens," a dance tune of the Washington era. Miss Helen Nugent, contralto, is scheduled to sing Washington's favorite song.

It's a Woman's World

Muriel Draper, author and lecturer, will be guest speaker during the It's a Woman's World program on Tuesday, July 6, at 1:30 p.m. (E.S.T.) over the NBC-Red network, including WSAI. Miss Draper will discuss some event of current national interest. William Ferrand will serve as m. c. for the program, and Jerry Sears' orchestra will provide the musical background.



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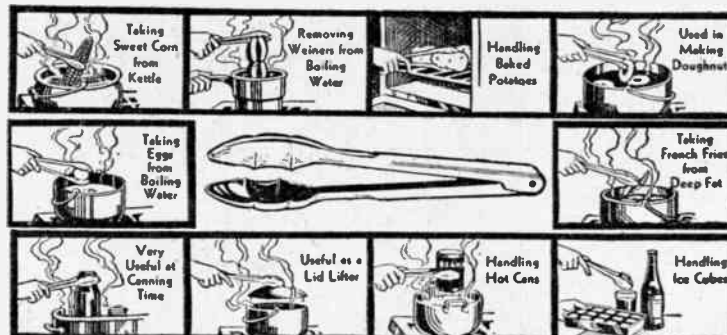
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Name

Address

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



"Some night he'll miss one of those flying tackles."

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

PROGRAMS FOR SATURDAY, JULY 3

(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.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Message of Israel: "Freedom in Israel," Rabbi Nathan Stern, West End Synagogue, N. Y. C., guest speaker, with organ and music. WJZ WCKY KDKA WLS wgar wave wire wham wowo

Robert Horton Interviews Senator Robert La Follette, Jr., Senator Lewis B. Schwellenbach—"Problems of Youth Today and Problems Facing the Country Generally" (from Washington). WABC WKRC WHAS WJR wbbm whk wfbm kmcb kmox wvva wbt wfsa wwl

Salute to Chile and Bolivia

Chile will be the third and fourth of 22 Latin and South American countries to be honored in the Columbia network's "Our American Neighbors" series when Vincent Sorey conducts the orchestra and guest soloists dedicate their selections in tribute Sunday, July 4, from 4:00 to 4:30 p. m. (E.S.T.). The United States will hear the program over the WABC-Columbia network, including WKRC and WHAS, and Columbia's new short-wave station W2XE will transmit it to foreign listeners in the South. A talk descriptive of the country and its life is another feature of each of these weekly broadcasts.



Two more starlets leave the cradle! The Nation's Station, long known as the "cradle of stars" due to the successes of Jane Froman, the Mills Brothers, Ramona, Anne Seymour et al., this week gave birth to two more stars. First to stray from the cradle was Jeannine Macy, she of the lilting, youthful voice. The Lilac Time gal signed with CBS artists bureau and is appearing on the "Dear Columbia" show over 'KRC and Columbia. At the present writing, husband Tom Richley is still at WLW. The other gal to spread her wings and fly away is Mary Alcott. Benny Goodman was in town with his swingsters last week. Auditioned Mary, liked her . . . and got her sig on the dotted line. The result . . . Mary's on her way to the west coast and fame . . . you'll be hearing her lovely blues voice on the Camel program. Congratulations and best wishes to both girls . . . they're getting the breaks they deserve.

The above events leave a severe shortage of girl singers at WLW . . . so it's a safe bet you'll be hearing a lot of Mary Paxton now.

As an interesting experiment in radio drama . . . "Stories by Camera" deserves a close listen. Scripted by Larry Menken, the show is aired over WLW on Friday nights. It's a clever attempt to bridge the gap between radio and the movies . . . by suggesting visual impressions with cinema technique. Whether you go for the idea or not . . . it's a step in the right direction. Radio drama needs experiments like this one. Dial it some Friday.

In answer to a query: When you're called to the telephone and an unknown voice asks you what station and what program you're listening to . . . you're unwittingly taking part in a radio survey. Sponsors of some of the larger shows use this means to check their audience. Tens of thousands of calls are made during a single program. Annoying? Perhaps. But remember this . . . a sponsor is spending a lot of good dough . . . just to find out what you like to listen to.

THUMBS UP: For that perpetual juvenile, Jack Zoller. Jack's been in and out of WLW so often that even he's lost track. But just the same you can always count on him to do a bang-up job. Jack's one of the main stays of the Crosley staff and you're sure to hear

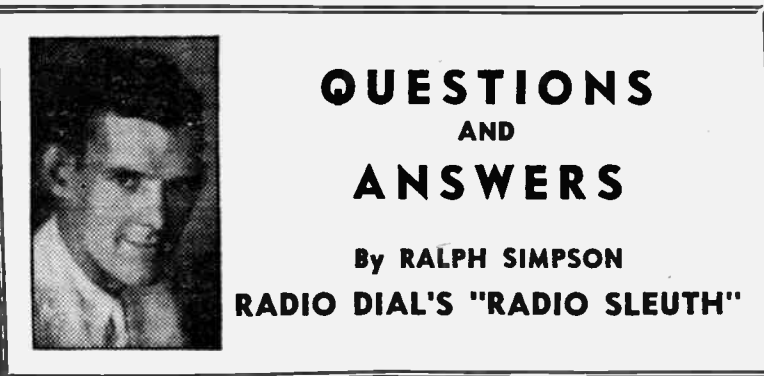
him on any of their dramatic shows.

ALONG THE MILKY WAY: Most of the local radio bigwigs spent last week in Chicago for the broadcasters' convention. Bill Williamson of 'KRC, Frank Smith and Bill Hedges of WLW, Bob Jennings of WSAI, L. B. Wilson and Elmer Dressman of 'CKY were among those present. A glimpse of lovely Pauline Vinson who scripts those Mad Hatterfields shows . . . Eileen Palmer, WLW actress, leaving Cincy for parts unknown. Mary Jane Croft has the biggest eyes in radio. Francis Pettay, WKRC announcer, headed for a vacation up Akron way. Tom Slater to wed Helen Knight of Niles, Ohio, on Sunday. Ruth Lyons can't work in her air-conditioned office at 'KRC . . . she prefers the heat. Red Barber's tale of Chick Hafey's comeback on "Hits of the Week" was a gooder.

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

Seeking script material on typical New York suburbanites, Jane Crusinberry, author of the NBC serial, The Story of Mary Marlin, is in Mamaroneck, N. Y., where she will remain for three months. Mamaroneck is a town of 20,000 located 20 miles out of New York.

Alfred Gus Karger will discuss "Superstitions," on Saturday, July 3, at 5:45 p. m. (E.S.T.), over WLW and the WLW Line.



QUESTIONS AND ANSWERS

By RALPH SIMPSON
RADIO DIAL'S "RADIO SLEUTH"

BY THE time many of you begin reading this column, I'll begin to turn brown under the scorching rays of old Sol, which shines as bright up here on the shores of Lake Erie as it does there in Cincinnati. And by the way, this missive should have been postmarked Ontario, but I don't suppose the Editor saves stamps anyway, so while my opponent makes the next move in our big game of checkers, I'll see what's in the radio news.

Bing Crosby puts his boots in a bag, saddles a pe: race horse and starts his vacation July 1st, by relaxing at the Del Mar race track. If he picks a winner perhaps the band will turn out for him as it did for May Singhi Breen and Peter DeRose when they came back from their first vacation in fourteen years.

The birthdays for this week are July 7th, Billy DeVore, youngest member of the DeVore Sisters trio. July 8th, Charlie Lammers, one of the most popular production men down there at the Nation's Station, and July 15th, Lee Irwin, young staff organist who supplies music for the Moon River shows. (Pardon me just a moment while I take a three for one).

I mentioned this on Friday's Sleuth program so why not here. Jeanne Macy Richley, of Macy and her Men fame, accepted a position with Columbia last week and is appearing on the KOL Universal Rhythm program Sunday evenings. Unless my memory fails me the Wizzard pianist, Alec Templeton, appears on the same hour show.

Mary Alcott has joined Benny Goodman and the boys in a swing around hotel lane. Mary ought to

make good in the floor shows too.

I see the lure of Hollywood has again found a victim. Lilly Pons leaves her radio program to make more pictures. Is that as bad as a great tennis champion taking the role of an announcer? Bill Tilden is announcing the CBS program of the annual matches at Wimbledon, England. At least HE knows what its all about.

I was glad to hear the grand tenor voice of Jackie Heller last Saturday night as guest on the new Jamboree. Don McNeill sure knows how to curve them in for a strike, too.

I see where Red Nickols and his "Pennies" are selling their rhythm from the Trianon Ballroom in Chicago, a good spot, Red.

They just can't stay away from Cincinnati, can they? Mary Steele seems to get down from Chicago quite often. A mother is quite an attraction though, which explains very well.

In answering a few questions—I have sleuthed out this bit of info. The Mary Marlin script is now written by Jane Crusinberry of Mamaroneck, N. Y. Gracie Allen made her first public appearance when three years of age at a San Francisco Flower Pageant. She played the part of the "Lily of the Valley." The one line she had to say, "I bloom in the spring," was repeated so often that she put the rest of the players in stitches. But that doesn't mean she had the show sewed up!

The new vocalist for NBC who sings and talks like Bing Crosby (or is it Jerry Cooper?) calls himself Johnny Howser. He has a swell orchestra, too.

It is true that Ray Shannon takes the part of Grand-Pa Hans week days 9:45 and the Old Rhinelander Sundays at 1:00 p. m. (E.S.T.), and they are both German dialects, but please

recall the man who portrayed the character of Squire Bartlett in "Way Down East" and who also took the part of David Harum in the program which followed every day, and without a change of voice. Don't be surprised at most anything in radio, though it does seem odd that radio in general accepts the public but the public isn't willing to accept radio.

Why hasn't someone discovered the striking resemblance of America's favorite radio actor, Les Tremayne, to the great Ronald Coleman?

Someone once said "Life begins at 40." Good philosophy. Someone else ventured, "Life begins at 8:40," which became the title of a picture. May I join the noble ranks of the sages by saying "Life begins at 10:30." That is each week day morning when the announcer says "We Live Again."

Bill Brown, popular WSAI special events announcer, made the statement that he didn't play golf worth a nickel and then looked like a million on the golf course by turning in a 36 on the out nine, a 43 coming in, for a total of 79. Tut, Tut, Bill, or should I say "Putt, Putt?"

Now I'll tee off until next week, but in the meantime remember just because a Doctor is from the Children's Hospital is no sign he can only perform minor operations.

This is the Radio Sleuth signing off with "SS."

P.S. I lost the checker game—my public. . .

Danny Dee, WLW Sunday afternoon philosopher, is the son of a Baptist minister and has a brother who is preaching.

Mrs. S. M. Slater, of Parkersburg, W. Va., mother of Announcers Tom Slater of WLW and Bill of NBC, was injured recently when she fainted and fell down a flight of stairs at Tom's Cincinnati home while visiting.



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Proving that the 1937 show girl lives just about as normal a life as her sisters engaged in other lines of gainful endeavor. She keeps herself busy worrying about her complexion and her figure which are her stock in trade. She must watch her diet and exercise daily to keep in tip-top shape for her daily routine. She's human like the rest of us; enjoys the association of her "sister-troupers" and likes to patter around the kitchen to prepare a snack now and then.

MAGIC KEY OF RCA

An impressive list of guest artists will march before the Magic Key of RCA microphones on Sunday, July 4, from 1:00 to 2:00 p. m. (E.S.T.), over the NBC-Blue network, including WLW, KDKA, WLS, and WSM. Heading the roster of talent will be Irvin S. Cobb, famous humorist; Dr. Edwin Franko Goldman's Band; and the Revelers quartet. John B. Kennedy, RCA's flying reporter, will travel to Washington, where he will describe the National Boy Scout Jamboree and conduct interviews with scouts. Cobb will be heard from the NBC Hollywood studios.

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

PROGRAMS FOR MONDAY, JULY 5

(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.

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 end others. WEAF WCKY kyw wtm wmaq who wdf wbp wfaa wire 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 kmbc wcau kmox wbt wcco
7:00-Burns and Allan, with Tony Martin and Ray Noble's Orchestra. WEAF WLW kyw wgy wtm wj wfla wire wmaq who
7:30-The Voice of Firestone: Margaret Speaks, soprano; mixed chorus; symphonic orchestra; Alfred Wallenstein, conductor. WEAF WSAI WSM wgy wire wtm wmaq wdf wj who kstp wfaa kvoo wfla wave

'Pick and Pat in Pipe Smoking Time,' blackface comedy, and music; Edward Roecker, baritone; Benny Krueger and his Dill's Best Yellow Jackets. WABC WKRC WJR wbbm whk kmbc wcau wbt wadc
8:00-Fibber McGee and Molly, comedy sketch, with Marion and Jimmy Jordan; Tommy Harris, tenor; Jimmy Grier's Orchestra. WEAF WLW WSM kyw wtm wj wgy wire wmaq who wdf kstp wfaa wave wky
8:15-National Boy Scout Jamboree Independence Day Program: Description of fire-works, general activities of the 30,000 Boy Scouts and program of Band Music. WJZ WCKY KDKA WLS wgar wave wire wham kvoo
9:00-Wayne King's Orchestra. WABC WKRC WHAS WJR wbbm wfbm whk kmbc wcau kmox wad wcb wbt wj wcco
9:15-Paul Martin's Orch. N National Radio Forum N
9:30-Music for Moderns. WEAF wgy wtm wmaq who wdf kyw
10:00-Gus Arnheim and his Orchestra. (CBS) (WKRC WHAS at 10:15) wbbm wadc wspd who wsb
10:15-Jean Sablon, French singer. WEAF WSM wgy wtm wmaq who
10:30-Bernie Cummins and his Orchestra. WABC (WKRC on 10:45) whk wfbm wcau wspd wsb wbt wadc
10:45-'Pick and Pat in Pipe Smoking Time.' (CBS) WHAS kmox wfbm wcco
11:00-Charles Gaylor and his Orchestra. WABC (WJR on 11:15) whk wcau wadc who wbt wfa wj
11:30-Magnolia Blossoms: Fisk Jubilee Choir. WEAF WLW WSM wgy wtm wmaq who
11:45-Glen Gray and his Casa Loma Orchestra. WABC WKRC WJR whk wfbm kmbc wsb wbt

Cupid Hits Another Bull's-Eye



Miss Vella Pauley of Jaeger, W. Va., will become the bride of Winfield K. Hunter, program traffic manager of WLW, in a ceremony at the home of Mr. and Mrs. Cyrus Barton, 1002 Loudon Heights road, Charleston, W. Va., Saturday, July 3. The single ring ceremony will be read by the Rev. John Stuart Mill of Covington, Ky., former University of Cincinnati classmate of Hunters. After a two-weeks honeymoon in Chicago Mr. and Mrs. Hunter will be at home in Mariemont, Cincinnati suburb. Hunter has been with WLW the past several years, first in the research department and later in traffic. He is a native of Haddonfield, N. J.

Cracker to End All Crackers



Haila Stoddard, CBS actress, finds the firecracker to end all firecrackers, and if it ever goes off she'll provide the loudest Fourth of July on record. Haila, a graduate of the University of Southern California, went to New York last Fall to appear in dramatic programs over the Columbia network.

EUROPE AND AMERICA TO HEAR POWWOW

The annual Southwestern Indian Powwow at Flagstaff, Ariz., will be broadcast from 10:00 to 11:00 p. m. (E.S.T.), Saturday, July 3, over WCKY and the NBC network.

This powwow is the Southeast's greatest all-Indian show, its fundamental purpose being to bring the Indian into closer contact with the white man for better understanding between the races.

The program, to be heard in Europe by short-wave, will feature a cast of 7,000 Indians, including Hopis, Zunis, Comanches, Navajos and other Southwestern tribes. A wide variety of Indian songs and dance music will be heard, with descriptions by NBC commentators of the proceedings.

James Dunn On "Your Hit Parade"

James Dunn, popular film star, will be the guest artist on "Your Hit Parade" during the broadcast over the WABC-Columbia network, including WKRC, WHAS and WJR, on Saturday, July 3, from 9:00 to 9:45 p. m. (E.S.T.). Another highlight of the program will be Peter Van Steeden wielding the baton over the orchestra in place of Al Goodman. Freddie Gibson and Barry McKinley will offer several songs.

Hollywood Bound



Kathryn Cravens, who hops a TWA plane for Hollywood on July 2, will broadcast her "News Through a Woman's Eyes" program from the screen capital during July. The "Flying Commentator" will interview movie celebrities for her programs which are heard over the WABC-Columbia network, including WKRC, WHAS and WJR, Mondays, Wednesdays, and Fridays from 1:00 to 1:15 p. m. (E.S.T.). Miss Cravens was once a moving picture actress herself, but this will be her first trip to the West Coast in the role of news-gatherer.

Veteran Star Shines Again



Frank Crumit, genial star of radio and stage, pictured as he emerged from retirement to take over the work of m. c. on the new "Universal Rhythm" series heard over a WABC-Columbia network, including WKRC, WHAS and WJR, Sundays, from 8:00 to 9:00 p. m. (E.S.T.). Crumit is a veteran of broadcasting since the days of crystal sets, commutes each week from his charming home near Springfield, Mass., where he lives with his wife, Julia Sanderson, leading lady of many a musical comedy success. Featured with Crumit on the programs are Richard Bonelli, Metropolitan Opera baritone; Alec Templeton, blind English pianist, and Rex Chandler's orchestra and chorus.

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C Denotes (CBS)
W Denotes (MBS)

PROGRAMS FOR TUESDAY, JULY 6

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

6:30—Poetic Melodies: Jack Fulton, tenor, and Franklyn McCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wcau wadc wvva wbt
—Easy Aces, comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY KDKA WLS wgar wham wire
—Amos 'n' Andy: Pepsodent Program. WEAF wgy wjw kyo who wtm

Edgar Guest. Frankie Masters' Orchestra. Masters Voices, singing ensemble, and guest speakers. WJZ WLW KDKA WLS wgar wham
8:00—Vox Pop, conducted by Parks Johnson and Wallace Butterworth. WEAF WSAI kyo wgy wfm wjw wmaq who wdf wire
—Ben Bernie and All the Lads: Jan Pearce, tenor; guest artists. WJZ WLW KDKA WLS WSM wgar wire wave waf wfa wfo

whk kmcb wcau kmox wadc whio wsbt wbt wsa
10:15—"Minute Mysteries." (CBS) wbbm
10:30—Red Norvo and his Orchestra, WABC WKRC wbbm wcau whk wfbm kmox wadc whio wsbt wbt wsa wcco
—Al Donahue's Rainbow Room Orchestra. WEAF WSM wgy wtm wmaq who

They Covered a Lot of Territory



"My how styles have changed," exclaimed pretty Betty Lee Arnold, WLW actress, as she examined a pair of 36-year-old shoes belonging to Harry Cansdale, actor. "Yes, but I'll put my 1901 clod-hoppers up against your 1937 shoes any day," retorted Cansdale as he examined Miss Arnold's new type shoes for women. Cansdale bought the shoes Miss Arnold holds in 1901 when he was on the stage. He has used them on the stage ever since. Made of tough leather, the shoes appear to be in excellent condition, save for a few ripped stitches and need of a shine. Both Cansdale and Miss Arnold are heard on "The Mad Hatterfields," 10:15 p. m. (E.S.T.), Tuesdays, Wednesdays and Fridays; on "True Detective Mysteries," 7:30 p. m. (E.S.T.), Tuesdays, and on "Ken-Rad Unsolved Mysteries," 9:30 p. m. (E.S.T.) Sundays.

**PROFESSOR QUIZ
TO BE HEARD AT
NEW TIME ON CBS**

Quizzing quizzical "Professor Quiz" and his harried, heckling assistant, Arthur Godfrey, who set the brains of America whizzing every Saturday evening over the WABC-Columbia network, including WKRC, WHAS, and WJR, will be heard at a new time beginning Saturday, July 3, when the quiz-fest will move from its present time period of 7:00 to 7:30 p. m. (E.S.T.), to 8:00 to 8:30 p. m. (E.S.T.).

Quiz and his cohorts will be heard weekly at the same time thereafter.

**Carl Cramer Visits
North Dakota**

Carl Cramer, widely recognized for his books, "Stars Fell on Alabama" and "Listen for a Lonesome Drum," noses his way into the little known folklore and fancy of picturesque North Dakota, when he is heard over the WABC-Columbia network, including WKRC and WJR, Monday, July 5, from 9:30 to 10.00 p.m. (E.S.T.).

This is the sixth in a series titled "Your Neck o' the Woods." Folksongs and melodies peculiar to the district the presented by a "countrified" men's chorus and a small orchestra directed by Bernard Herrmann. Max Wylie, CBS director of script and continuity, produces the series.

**WALTER O'KEEFE
BEGINS SUMMER
SERIES JULY 7**

Walter O'Keefe, popular radio, stage and screen comedian and master-of-ceremonies who is known as the Broadway Hillbilly, will inaugurate the summer edition of Town Hall Tonight with Peter Van Steeden's orchestra, over the NBC-Red network, including WLW and WSM, on Wednesday, July 7, at 8:00 p.m. (E.S.T.).

The summer executive of Bedlamville plans to maintain the same general pattern of operations at the Town Hall that was instituted by Allen. The Town Hall News, as featured by the lanky Yankee, will be supplanted by less formal comment on the happenings of the day. The Mighty Allen Art Players and their sketches will be replaced by O'Keefe's own troupe of stooges, headed by Alice Frost.

"Pop" Concert on CBS

"Willow Plate," the incidental music suite which Victor Herbert wrote for a Chinese marionette show by Tony Sorg, will be featured by Howard Barlow and the Columbia Symphony Orchestra on the "Pop" Concert of Monday, July 5, from 2:30 to 3:00 p. m. (E.S.T.) over the WABC-Columbia network, including WKRC.

"Willow Plate" is in four parts, entitled, "In the Mandarin's Garden"; "Chang the Lover"; "Kong-Shu," and "Wedding March." Barlow is to open the concert with Dvorak's "Carnival" Overture. This will be followed by the "Valse Triste" of Sibelius and the broadcast completed with Strauss' "Beautiful Blue Danube."

Mexican Troubadour



Chu-Chu Martinez, the Mexican song stylist, who is heard over WCKY, WLW and NBC ever Sunday at 2:45 p. m. (E.S.T.), has just passed two important milestones. He has learned how to speak perfect English and has passed a screen test with one of the major film companies. In addition to singing the rancho melodies of his native country, Chu Chu plays the mandolin. He has been in the United States only a few months.

Stars and Stripes Handicap M. C. on WSAI Revue

Running of the Stars and Stripes Handicap at Arlington Track, Chicago, will be described by Clem McCarthy, NBC turf expert, over the NBC-Blue network, including WCKY and WLS, on Monday, July 5, from 5:05 to 5:30 p. m. (E.S.T.).



Danny Dee, master of ceremonies on the "WSAI Revue," 2:00 p. m. (E.S.T.), Monday through Friday, and editor of the "Sun Dial" program over WSAI, 7:15 a. m. (E.S.T.) daily except Sunday, formerly was announcer with the Ringling Brothers and Barnum & Bailey circus. He came to Cincinnati three months ago from New York, where he was heard over WOR. He has been in the show business for many years.



"I'm going to sit with the jury. This chair is awfully uncomfortable."

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

PROGRAMS FOR WEDNESDAY, JULY 7

(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 times from 6:30 to 11:45 and program titles.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor; Franklyn Mac Cormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC WHAS wadc wvva wbt whk wcau
6:15—"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barrett, Nora Cunneen and others. WEA WCKY wgy wmaq wtam wire wdfw kyw who wmaq wfla wave kvoo wbpw wwo

8:00—Chesterfield Presents Frank Parker with Andre Kostelanetz's Orchestra and Chorus; David Ross, announcer. WABC WKRC WHAS WJR wbbm wfbm whk kmcb wcau kmox who wadc wbt wsa wwl wcco wsbw
9:00—"Gang Busters": true crime dramatizations. Conducted by Phillips H. Lord. WABC WKRC WHAS WJR wbbm wfbm

10:00—Tommy Dorsey and his Orchestra. (CBS) (WKRC WHAS on 10:15) whk kmcb wcau kmox wadc wsbw wbt wsa wwo
10:30—Paul Whiteman's Fort Worth Frontier Fiesta Concert. WJZ (WCKY on 10:45) wgar wave wire wham
11:00—Don Bestor's Orchestra. WJZ WCKY WLS wgar wave wire wham wwo

11:00—Don Bestor's Orchestra. WJZ WCKY WLS wgar wave wire wham wwo
11:30—Lights Out—Mystery drama. WEA WSAI WSM wgy wtam wmaq who

JOAN BLAINE--THE JILL OF ALL ARTS

LESS than two decades ago, when a pigtailed tot of six stood up in front of a middlewestern woman's club and recited "The Frost Is On the Punkin," no one ever dreamed that she'd grow up to become a famous radio star.

And even suspecting that her lovely voice and undeniable dramatic talent might take her some place in the world, no one dreamed that she'd grow up to earn twice as much in a week as you and I do in a month or more, or that some day she'd be heard by a million people, all listening to her at once.

Yet that's the history of Joan Blaine, who started her spectacular career in Ft. Dodge, Iowa, by winning all the declamatory and debating contests within reach, and completed it by becoming one of radio's brightest stars and winning friends enough to fill a little realm all her very own!

Descendant of James G. Blaine, one-time Presidential candidate for the United States, Joan was educated at Northwestern University, where in four years she took two degrees and finished courses in Speech, Liberal Arts, Law and Music. While at Northwestern, she won first in all speech contests and finally walked off with the grand prize in the Northern Oratorical League contest, competing against nine men, representing that many universities. Incidentally, her average was the highest ever attained in the contest.

Joan did her postgraduate work at Columbia University, New York City, and her first professional acting with the Chicago Theater Guild. Following three years of concert work from coast to coast, singing, playing the harp, and doing character sketches, she took a trip to California in search of rest.

But for a person as dynamic as Joan, there is no rest. Soon after reaching the West Coast, she found herself pushed into the New York company's production of "Little Spitfire," the lead falling to her when the star was taken suddenly ill. After a highly successful run in the Hollywood Playhouse, Joan reversed the usual New York-to-Hollywood procedure and upset tradition when she left Hollywood for New York, a nice contract tucked away calling for her services under the John Golden banner.

The ensuing three years brought her Broadway stardom under producers Golden, Daniel Froham, Max Gordon and the Schuberts. Among her vehicles were "Winters' Tale," "Mystery Square," "Dover Road," "And So to Bed," "Ghost Parade," and "Hot Water."

Then the Fox Film Company borrowed her for Arthur Pinero's "The Knife," filmed with Lionel Atwill and Violet Heming. This resulted in a five-year contract offer from Metro-

Goldwyn-Mayer. The day the contract was signed, grave illness in the Blaine family made her release imperative and Joan shelved her career temporarily and returned West.

Following the death of her father a year later, Joan started the trek back East, planning to pick up the threads of her dropped career. But she got only as far as Chicago, where she was offered a five-year contract with the National Broadcasting Company. You've heard her over the radio ever since.

Meanwhile, Hollywood hasn't resigned itself to the loss of Joan, for only recently she received tempting offers from three major motion picture studios . . . offers she had to refuse regretfully because of previous fall radio options. In July, she moves from Chicago to New York, from whence her next radio programs will emanate.

By way of postscript, this glamorous girl weighs 115 pounds has lustrous black hair, dark blue eyes, and a disposition that brooks no pessimism. She has a novelette and six short stories to her credit . . . plays the harp . . . rides and swims . . . loves to cook . . . designs all her own clothes . . . and has often been voted radio's best-dressed woman.

Mascara almost ruined a television performance by Hildegard, NBC singer now filling guest engagements abroad. During the last of four programs for BBC television, Hildegard rubbed her eyes during an emotional moment in the song—and got make-up in her eye. She finished the song with her eyes closed.

The NBC Tune Twisters, male trio, have been signed for the Summer Jello-O program with Jane Froman, beginning July 4, at 6:00 p. m. (E.S.T.), over WLW-NBC.

Murray's Guest



Connie Boswell, popular young songstress who appeared with Ken Murray on June 30, will return for guest appearances on July 14 and August 4, over the WABC-Columbia network, including WKRC, WHAS and WJR, from 7:30 to 8:00 p. m. (E.S.T.).

"PERSONALITIES ON PARADE" IS POPULAR FEATURE

So popular did the first "Personalities on Parade" program prove, that WKRC program directors have arranged for a three-a-week schedule. Presented on Monday, June 21, at 10:00 p. m., the initial broadcast featured graduates of various colleges in the Queen City.

Future programs, under the direction of Marsha Wheeler, who is devoting all of her time to arranging the interviews, will be heard Monday, Wednesday and Friday, at 10:00 p. m. (E.S.T.).

Each broadcast promises to be of great interest to listeners and they are invited to send their suggestions for personalities to be interviewed to WKRC.



"I'll find you a pair of shoes if it takes all day—I hope!"

"Women of Today"

What do the women of today do for recreation? Do they personally supervise their own households or do they leave such details to maids and devote their attentions to hobbies.

Believing the average woman listener would be interested in the answers to those questions, Mollie Halstead has originated a series of programs over WSAI titled "Women of Today."

Scheduled for 10:30 a. m. (E.S.T.) Tuesday and Thursdays, Miss Halstead's program presents prominent women of Greater Cincinnati, who personally answer the many questions about today's women. Some of those who will be heard will be unmarried women, many of whom are employed. Others will be mothers.

The program gives women listeners an insight as to how other women solve every day's problems.

"AUNT JENNY" MOVES TO NEW TIME SCHEDULE

In answer to thousands of requests from women throughout the eastern part of the United States, Columbia's series of "Aunt Jenny's Real Life Stories," starting Thursday, July 8, will be heard over the WABC-Columbia network, including WKRC, WHAS and WJR, from 10:45 to 11:00 a. m. (E.S.T.). The broadcast replaces the 12:45 to 1:00 p. m. period employed ever since the first program on January 18th this year.

The great majority of the letters expressed the opinion that the earlier hour was more convenient for women who wished to listen to the dramatic and entertaining stories taken from actual happenings in the lives of everyday people.

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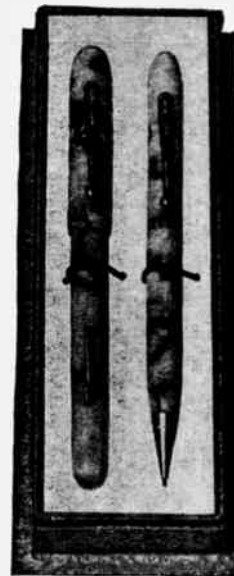
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Address

City State.....

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

PROGRAMS FOR THURSDAY, JULY 8

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Thursday, July 8, 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.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn Mac Cormack, poetic reader. Carlton Kelsey's Orchestra. WABC WKRC wadc wvva wbt whk wcau
—Amos 'n' Andy: Pepsodent Program. WEA F wgy wlam kyw wvj
—Easy Aces: comedy sketch, featuring Jane and Goodman Ace. WJZ WCKY KDKA WLS wgar wire wham
6:15—Vocal Varieties—Choral group of 14 voices. WLW to WEA F wgy wlam kyw wvj
—Clyde Barrie, baritone, and Concert Orchestra. WABC whk wcau wadc wvva wbt
—to be announced. WJZ WCKY KDKA WLS wgar wire wham wspd wwo
6:30—Steinie Bottle Boys. WEA F only
—Clyde Barrie, songs. WABC WKRC WJR WHAS wbbm whk wfbm kmcb wcau kmox wadc whio wvva wbt wwl wcco
—Helen Traubel, soprano. (NBC) wgy wlam kyw wvj
—Horlick's Program, with Lum and Abner: Comedy sketch. WJZ WLW WLS wsb
6:45—to be announced. WABC WKRC WHAS WJR wbbm whk kmcb wcau kmox wbt wcco

8:30—Midnight in Mayfair—English dance music. WJZ WCKY WLS KDKA wgar wave wire wham wwo
9:00—Kraft Music Hall: Bob Burns, comedian; Jimmy Dorsey's Orchestra; guests artists. WEA F WLW WSM wgar wgy wlam kyw wvj wma q wire wave kyw who wbp kstp wdf kvoo
—"Your True Adventures," Floyd Gibbons. WABC WKRC WHAS WJR wbbm wfbm
—America's Town Meeting of the Air—"Can America Remain Neutral?" Speakers: Sen. Gerald Nye of N. D.; Clark M. Eichelberger, president League of Nations Association; George Denny, Jr., moderator. (From McIntyre Outdoor Theater, Charlottesville, Va.) WJZ WLS KDKA WCKY wgar wave wire wham
9:30—The March of Time: News dramatization. WABC WKRC WHAS WJR wbbm wfbm whk wcau kmox wbt wwl wcco whio
10:00—John B. Kennedy, "Footnotes on Headlines." WEA F wgy wlam wma q who wdf kyw
—"Poetic Melodies": Jack Fulton, tenor; Franklyn Mac Cormack, reader, and Billy Mills' Orchestra. (CBS) WJR WHAS wbbm wwl wcco kmox
—Carlos Molina's Orchestra from Hotel Stevens. WJZ wgar wave wire wham
—Esso News Reporter. WEA F only

tra from Radio City. WEA F only MIDNIGHT—Nocturne, with Eddie House. (CBS) wbbm wfbm kmcb

STOOPNAGLE AND BUDD

These two dashing exponents of confused comedy and nonsense, Col. Stoopnagle and Budd, and Vivian Della Chiesa, soprano star, will be presented by Haary Von Zell, jovial m. c., on the first of the "Summer Stars" programs, replacing Phil Baker during the hot months. They will broadcast over a WABC-Columbia network, including WKRC, WHAS and WJR, Sunday, July 4, from 6:30 to 7:00 p. m. (E.S.T.). The appearance of the comedy twins with von Zell is the nature of a reunion. For a long period, Harry was on the air with them as "straight man."

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



PROGRAMS FOR FRIDAY, JULY 9



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Friday, July 9, 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.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCormack, reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wadc wcau wvva wbt

with John MacBryde, Jean King, Vernon Radcliffe and Jeff Bryant; Orchestra direction Joseph Bonime. WJZ WLW KDKA WLS wgar wham
—Hal Kemp's Dance Band, with Alice Faye; David Ross and Paul Douglas, announcers. WABC WKRC WHAS WJR whk wfbm kmox wbbm whk wcau wadc wbt kmcb wwl

(1260 kc N Denotes NBC)

WHIO-DAYTON, OHIO

July 3 to July 9 Inclusive

Sunday Network Programs (Continued)

SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
7:00 Breakfast Express		Breakfast Express	7:00 Breakfast Express	Breakfast Express	Breakfast Express	7:00 Breakfast Express
7:15 " "		" "	7:15 " "	" "	" "	7:15 " "
7:30 WHIO Almanac		WHIO Almanac	7:30 WHIO Almanac	WHIO Almanac	WHIO Almanac	7:30 WHIO Almanac
7:45 Little Tom		Little Tom	7:45 Little Tom	Little Tom	Little Tom	7:45 Little Tom
8:00 Yesterday's Favorites	Sunday Morning at Aunt Susan's C	Metropolitan Parade C	8:00 Dear Columbia C	Music in the Air C	As You Like It C	8:00 Metropolitan Parade C
8:15 Song Stylists—Male Quartet C	Christian Tabernacle	Richard Maxwell C	8:15 Richard Maxwell C	Richard Maxwell C	Richard Maxwell C	8:15 News
8:30 Mellow Moments C	" "	Voice of the Organ	8:30 Voice of the Organ	Voice of the Organ	Voice of the Organ	8:30 Richard Maxwell C
8:45 " "	" "	" "	8:45 " "	" "	" "	8:45 News; Shoppers
9:00 Your Garden & Mine C	Church of the Air—Lowell Fillmore C	Yesterday's Favorites	9:00 Gadabout Shoppers	Yesterday's Favorites	Gadabout Shoppers	9:00 Voice of the Organ
9:15 Richard Maxwell C	Romany Trail C	Keyboard Fantasies	9:15 Yesterday's Favorites	Keyboard Fantasies	Yesterday's Favorites	9:15 Yesterday's Favorites
9:30 Let's Pretend C	" "	Waltz Time	9:30 Municipal Court	Municipal Court	Municipal Court	9:30 Municipal Court
9:45 " "	" "	Your Band of the Day	9:45 Your Band of the Day	Your Band of the Day	Your Band of the Day	9:45 Your Band of the Day
10:00 Fred Feibel at the Console C	Organ Moods C	Magazine of the Air C	10:00 Waltz Time	Magazine of the Air C	Waltz Time	10:00 Magazine of the Air C
10:15 Columbia Concert Hall C	Major Bowe's Capitol Theatre Family C	Big Sister C	10:15 Fay Le Meadows	Big Sister C	Fay Le Meadows	10:15 " "
10:30 " "	" "	Between Bookends C	10:30 Big Sisters C	Between Bookends C	Big Sister C	10:30 Big Sister C
10:45 " "	" "	" "	10:45 Between Bookends C	" "	Aunt Jenny's Stories C	10:45 Aunt Jenny's Stories C
11:00 Recreation Bureau	" "	Cornelia on the Air	11:00 Cornelia on the Air	Cornelia on the Air	Cornelia on the Air	11:00 Cornelia on the Air
11:15 Orientale C	" "	Edwin C. Hill C	11:15 Edwin C. Hill C	Edwin C. Hill C	Edwin C. Hill C	11:15 Edwin C. Hill C
11:30 George Hall's Orch. C	Salt Lake Tabernacle Choir C	Around the Band Stand	11:30 Around the Band Stand	Around the Band Stand	Around the Band Stand	11:30 All Star Varieties
11:45 Farm Review	" "	The Arcadians	11:45 The Arcadians	The Arcadians	The Arcadians	11:45 The Arcadians
12:00 News; Markets	Church of the Air—Father V. Mooney C	News; Markets	12:00 News; Markets	News; Markets	News; Markets	12:00 News; Markets
12:15 Jimmy Shields C	Week's News Review	Pretty Kitty Kelly C	12:15 Pretty Kitty Kelly C	Pretty Kitty Kelly C	Pretty Kitty Kelly C	12:15 Pretty Kitty Kelly C
12:30 Buffalo Presents C	Poetic Strings C	Your Opinion	12:30 Your Opinion	Your Opinion	Your Opinion	12:30 Your Opinion
12:45 " "	" "	Aunt Jenny's Stories C	12:45 Aunt Jenny's Stories C	Aunt Jenny's Stories C	To be announced C	12:45 To be announced C
1:00 Madison Ensemble C	Editor Speaks	Woman's News C	1:00 Romany Trail C	Woman's News C	Ramblers in Rhythm C	1:00 Woman's News C
1:15 Ann Leaf, organ C	Independence Pgm. C	Milton Charles, org. C	1:15 Dr. L. W. Morrey C	Better Business	Evelyn Hart	1:15 Milton Charles, organ
1:30 Ann Leaf, organ C	Sunday Players	Montana Slim C	1:30 Dalton Brothers C	Montana Slim C	Dalton Brothers C	1:30 Montana Slim C
1:45 Tours in Tone C	" "	Myrt and Marge C	1:45 Myrt and Marge C	Myrt and Marge C	Myrt and Marge C	1:45 Myrt and Marge C
2:00 Down by Herman's	Everybody's Music—Columbia Symphony Orchestra C	Cincinnati at Pittsburgh	2:00 Theater Matinee C	Manhattan Matinee C	Theater Matinee C	2:00 Columbia Concert Hall C
2:15 " "	" "	Doubleheader Baseball Game	2:15 " "	" "	" "	2:15 " "
2:30 St. Louis at Cincinnati	" "	" "	2:30 Columbia Concert Hall C	Questions in Congress C	Do You Remember C	2:30 " "
2:45 Baseball Game	" "	" "	2:45 " "	Poetic Strings C	" "	2:45 " "
3:00 " "	Spelling Bee with Dr. Harry Hagen C	" "	3:00 News; B. Byron songs C	News; Poetic Strings C	News; Bob Byron C	3:00 News; Among Our Souvenirs C
3:15 " "	" "	" "	3:15 The Novelists C	Dance Time C	The Novelists C	3:15 " "
3:30 " "	" "	" "	3:30 Carlton Kelsey's Orchestra C	Russell Dorr C	U. S. Army Band C	3:30 Bon Voyage C
3:45 " "	" "	" "	3:45 " "	Academy Medicine C	" "	3:45 " "
4:00 " "	Our American Neighbors C	" "	4:00 Auction	Auction	Auction	4:00 Around the Band Stand
4:15 " "	Clara Oglesby Lyman, organist	" "	4:15 Science Series C	Four Stars Quartet C	Elsie Thompson, organ	4:15 Cincinnati at St. Louis
4:30 Eton Boys Quartet C	" "	" "	4:30 St. Louis Syncopators C	Storis Kerr, songs C	Patti Chapin, songs C	4:30 Baseball Game
4:45 Children's Corner C	" "	" "	4:45 Children's Corner C	Funny Things C	Children's Corner C	4:45 " "
5:00 Ben Feld's Orchestra C	The Chicagoans C	Howard Phillips C	5:00 Margaret Daum, soprano & Orchestra C	Del Casino, songs C	All Hands on Deck C	5:00 " "
5:15 News; Sports	Review of News	Four Stars Quartet C	5:15 Organ; Scores	Eton Boys Quartet C	" "	5:15 " "
5:30 Maureen O'Connor C	Rubinoff; Walter Cassel, baritone	Organ Moods; Sports	5:30 Geo. Hall's Orch. C	Singing Waiters C	Organ; Scores	5:30 Gogo De Lys C
5:45 " "	" "	Geo. Hall's Orch. C	5:45 " "	Geo. Hall's Orch. C	George Hall's Orch. C	5:45 " "
6:00 Dancing By the Sea C	Columbia Workshop—Dir. Irving Reis C	David Penn—News	6:00 David Penn—News	News; Weather	News; Weather	6:00 News; Weather
6:15 Columbia Concert Hall C	Phil Baker—Oscar Bradley's Orch. C	Si Burick	6:15 Si Burick	Si Burick	Si Burick	6:15 Si Burick, sports
6:30 " "	" "	Musical Moments	6:30 Alex. Woolcott C	Musical Moments	Clyde Barrie, songs C	6:30 Musical Moments
6:45 " "	" "	Boake Carter C	6:45 Lives of the Great	Boake Carter C	Thursday Frolic	6:45 Boake Carter C
7:00 Saturday Night Swing Club C	Hollywood Show	Community Program	7:00 Dolly Dawn's Patrol	C. Gaylord's Orch.	To be announced	7:00 Lee Shelley's Orch.
7:15 Johnny Presents Russ Morgan's Orches. C	Case C	Plantation Boys	7:15 C. Gaylord's Orch.	Lee Shelley's Orch.	" "	7:15 C. Gaylord's Orch.
7:30 " "	"Texaco Town" C	"Extra Safety Margins"	7:30 Freddie Rich's Orchestra C	Laugh With Ken Murray C	" "	7:30 Hal Kemp Orchestra C
7:45 " "	" "	" "	7:45 " "	" "	" "	7:45 " "
8:00 "Professor Quiz" C	"Universal Rhythm"—Starring Richard Bonelli C	Lux Radio Theatre C	8:00 Watch the Fun	Andre Kostalantz's Orchestra C	Major Bowe's Amateur Hour C	8:00 Hollywood Hotel
8:15 " "	" "	" "	8:15 Go By C	Beauty Box Theatre—J'sica Dragonette C	" "	8:15 Jerry Cooper; Raymond Paige's Orchestra C
8:30 American Youth Congress Program C	" "	" "	8:30 Benny Goodman's Swing School C	" "	" "	8:30 " "
8:45 " "	" "	" "	8:45 " "	" "	" "	8:45 " "
9:00 Your Hit Parade C	Gillette Presents Milton Berle C	Wayne King's Orchestra C	9:00 To be announced C	Gang Busters—Phillips Lord C	Your Adventure With Floyd Gibbons C	9:00 Ferde Grofe's Orchestra C
9:15 " "	H. V. Kaltenborn C	Your Neck of the Woods C	9:15 To be announced C	Babe Ruth C	March of Time C	9:15 Babe Ruth C
9:30 Patti Chapin, songs C	Virginia Yerrill C	" "	9:30 Marion McKay's Orch.	To be announced C	" "	9:30 To be announced
9:45 " "	" "	" "	9:45 " "	" "	" "	9:45 " "
10:00 Bunny Berigan and his Orchestra C	Gus Arnheim's Orchestra C	Thank You Stusia	10:00 To be announced	Thank You Stusia	C. Gaylord's Orch.	10:00 Thank You Stusia
10:15 Frank Dalley's Orchestra C	Scores: Jay Freeman's Orchestra C	Gus Arnheim's Orch. C	10:15 B. Berrigan's Orch. C	Tom. Dorsey's Orch. C	To be announced	10:15 Jay Freeman's Or. C
10:30 " "	" "	Scores: Cummins Or. C	10:30 Scores: Red Norvo's Orchestra C	Scores: Shep Fields' Orchestra C	Scores: Red Norvo's Orchestra C	10:30 Scores: Bob Crosby's Orchestra C
10:45 " "	" "	Marion McKay Orch.	10:45 " "	" "	" "	10:45 " "
11:00 Bernie Cummins' Orchestra C	Al Trace's Orchestra C	Charles Gaylord's Orchestra C	11:00 Bert Block's Orchestra C	Dick Jurgin's Orchestra C	Bert Block's Orchestra C	11:00 Shep Fields' Orchestra C
11:15 Glen Gray's Orchestra C	Jan Garber's Orchestra C	Glen Gray's Orchestra C	11:15 Lee Shelley's Orch.	George Hamilton's Orchestra C	Al Trace's Orchestra C	11:15 " "
11:30 " "	" "	" "	11:30 Tommy Dorsey's Orchestra C	Lee Shelley's Orch.	Marion McKay's Orch.	11:30 Marion McKay's Orch.
11:45 " "	" "	" "	11:45 " "	Marion McKay's Orch.	Lee Shelley's Orch.	11:45 " "
12:00 C. Gaylord's Orch.	Sign off	Lee Shelley's Orch.	12:00 Lee Shelley's Orch.	C. Gaylord's Orch.	C. Gaylord's Orch.	12:00 Lee Shelley's Orch.
12:15 Lee Shelley's Orchestra	" "	C. Engle's Orch. C	12:15 C. Engle's Orch. C	" "	" "	12:15 Marion McKay's Orchestra
12:30 Marion McKay's Orch.	" "	Mark Fisher's Orchestra C	12:30 C. Gaylord's Orch.	" "	" "	12:30 " "
12:45 " "	" "	" "	12:45 " "	" "	" "	12:45 " "

8:00—Manhattan Merry-Go-Round: Pierre Le Kreun, tenor; Rachel Carlay, blues singer; Don Donnie's Orchestra; Men About Town Trio. WEA F WSAI WSM wgy wtam wwj wmaq who wdf wfa wwa

—"Universal Rhythm," starring Richard Bonelli, with Alec Templeton, Carolyn Urbaneck and Rex Chandler's Orchestra and Chorus; Frank Crumit, m. c. WABC WKRC WJR WHAS wbbm wfbm whk kmhc wcau kmox wadc wsbw wvva wbt wsfa wwj wcco wire wham wmaq wfla wowo

—Woodbury's Rippling Rhythm Revue, starring Shep Fields and his Orchestra; Bob Hope and Honeychile; Frank Parker, tenor; WJZ WLW KDKA WENR wgar wham

8:30—The Jurgens Program, with Walter Winchell. WJZ WLW KDKA WLS wgar wham

—American Album of Familiar Music, with Frank Munn, tenor; Jean Dickenson, soprano; The Haenchen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEA F WSAI WSM kym wgy wtam wwj who wfla wdf wmaq wfla wwa

8:45—Choir Symphonette, vocal ensemble with instrumental accompanist. WJZ WCKY KDKA WLS wgar wwa wire wham

9:00—Seafest Sunday Night Party: James Melton, m. c. Jane Pickett, soprano; Robert Dolan's Orchestra; Donald Dickson, baritone; New Yorkers Chorus; Tom Howard and George Shelton, comedians, guest artists. WEA F WSAI WSM wgy wtam wwj wmaq who wdf wfla wwa

—Gillette Summer Hotel: Milton Berle, comedianto be announced. WABC WKRC WHAS WJR kmhc wcau wfbm whk kmhc whio wadc wsbw wbt wvl wsfa wcco

—Concert from National Music Camp at Interlochen, Michigan. WJZ WCKY KDKA WLS wgar wwa wire wham wmaq wfla wowo

9:30—H. V. Kaltenborn. WABC WHAS WKRC whk wfbm kmhc kmox wadc whio wsbw wbt wsfa wcco

9:45—Vocals by Yerrill. WABC WKRC WHAS WJR wbbm whk wfbm kmhc wcau kmox wadc whio wsbw wbt wsfa wwj wcco

10:00—Judy and the Bunch. Vocal Quartet. WJZ WCKY wgar wwa wire wham

—Jerry Blaine and His Park Central Hotel Orchestra. WEA F WJZ wfla wfbm whk kmox wadc wsbw wbt wvl wsfa wcco

—Press-Radio News. WJZ WLS wfbm wbbm whio wadc wsbw wbt whk

—Gus Arnheim and his Orchestra. WABC WKRC WJR WHAS wbbm kmhc wfbm whk wcau whio wadc wbt wsfa wcco kmox

10:15—King's Jesters Hotel LaSalle Orchestra. WJZ WCKY KDKA WLS wgar wwa wire wham

10:30—Carlos Molina's Hotel Stevens Orchestra. WJZ WCKY wgar wwa wire wham

—Press-Radio News. WEA F whk

—Jay Freeman and his Orchestra. WABC WHAS WKRC wbbm kmhc wfbm whk wcau kmox wadc whio wsbw wbt wsfa wcco

—Woodbury's Rippling Rhythm Revue, starring Shep Fields' Orchestra. (NBC) WSM wwa wba

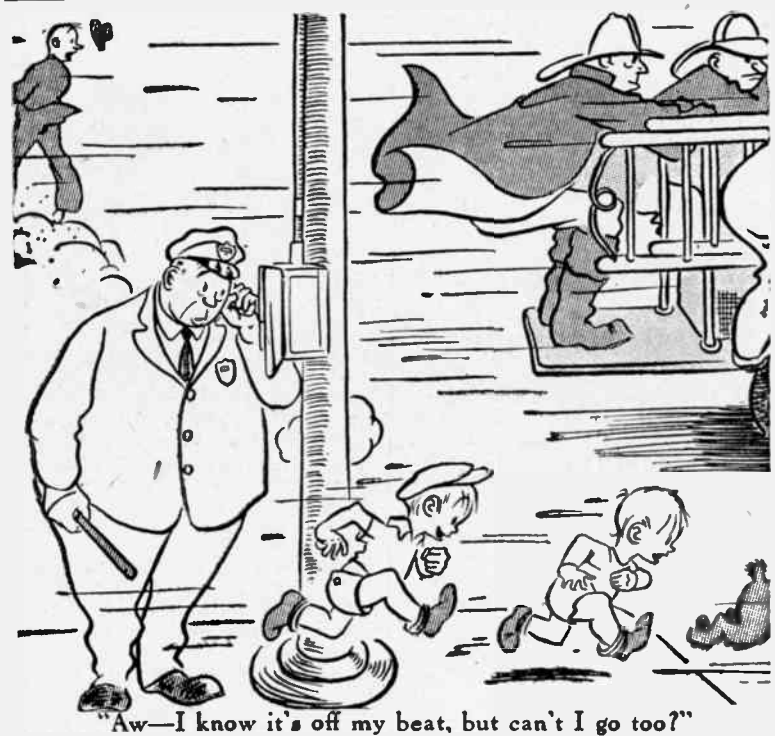
10:15—Jimmie Lunceford and his Lido Club Orchestra. WEA F wgy wtam wmaq whio wdf wfla wwa

11:00—Henry Busse's Chez Paree Orchestra. WJZ WCKY KDKA wgar wham wwa wire wham

11:30—Jan Garber and his Orchestra (from Catalina Island). WABC WKRC WJR wbbm wfbm wcau wbt whk kmhc wadc whio wsfa wcco

—Fletcher Henderson's Grand Terrace Cafe Orchestra. WEA F WSAI WLS wgy wtam wmaq who

—Johnny Hamp and his New Penn Hotel Orchestra. WJZ WCKY KDKA WSM wgar wwa wire wham



"Everybody's Music"

Tschaikowsky's Symphony No. 4, and the orchestral poem "On the Steppes of Central Asia" by Tschaikowsky's contemporary, Borodin, are to be played by Harold Barlow and the Columbia Symphony Orchestra in their Sunday "Everybody's Music" series, broadcast on July 4 from 2:00 to 3:00 p. m. (E.S.T.) over the WABC-Columbia network, including WKRC, WHAS and WJR. Inasmuch as Tschaikowsky wrote principally under German influence and Borodin belonged to a strongly nationalist group, the program is interesting as a contrasting study of the musical expression of the period.

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EUROPEAN AND AMERICAN PLANS

Special rates for tourists and convention parties

With petty thieves breaking into her Chicago apartment twice within two weeks, Joan Blaine has applied for insurance on a book of French pantomime, a lace handkerchief edged with black and a pair of silver fringed chamois gloves, invaluable because the first two came to her from the immortal Sarah Bernhardt and the last was a present from Eleanora Duse.

* * *

Robert Heidler, WLW news room writer, once had an ambition to go on the air until he was assigned an interview. Words failed him and since he has stuck to writing news.

Cross-Word Puzzle with Questions and Answers

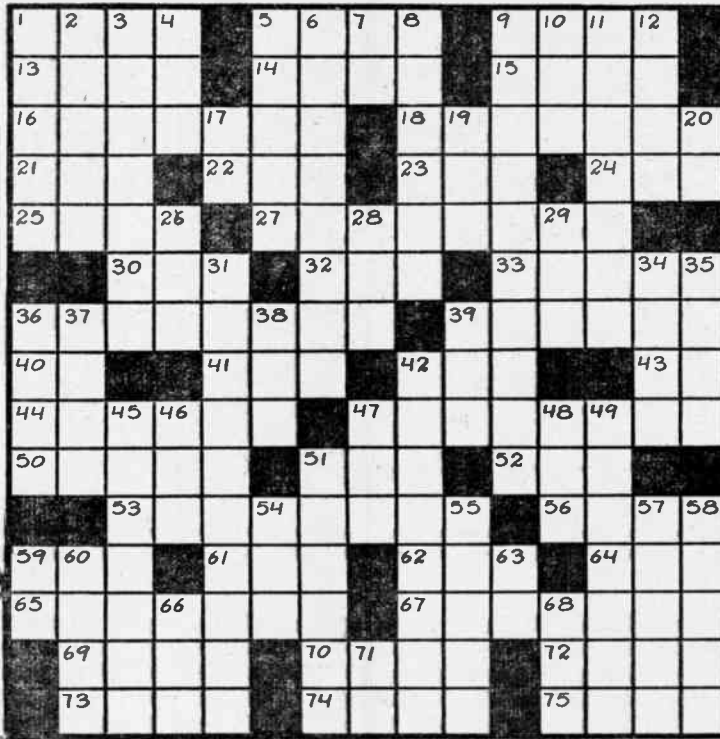
HORIZONTAL

- 1—Wound mark.
- 5—Hebrew month.
- 9—Depression between hills.
- 13—Hall.
- 14—Order of mammals.
- 15—Former district of Italy.
- 16—Hamper.
- 18—Touch.
- 21—Help.
- 22—Silkworm.
- 23—Choose.
- 24—Greek letter.
- 25—Joint of a stem.
- 27—Antipathy.
- 30—Yellow bugle.
- 32—Conclusion.
- 33—Casts amorous glances.
- 36—Superintendents.
- 39—What is the first name of the famous American feminist leader: ***** Chapman Catt?
- 40—What is the chemical symbol for arsenic?
- 41—Who wrote "The Beggar's Opera"?
- 42—Conjunction.
- 43—Who was the Greek earth goddess?
- 44—Go frequently.
- 47—Pertaining to trees.
- 50—Who wrote "The Red Badge of Courage"?
- 51—Turkish commander.
- 52—Hastened.
- 53—Noniad.
- 56—Close friends.
- 59—Monkey.
- 61—Former capital of Burma.
- 62—Delved with a spade.
- 64—Sound made by pigeons.
- 65—Cobbler.
- 67—Springy.
- 69—Melody.
- 70—Who was the classical goddess of the rainbow?
- 72—Flesh of swine.
- 73—Toward the mouth.
- 74—Six-spot on a die.
- 75—Who was the Greek god of war?

- 4—How is the constellation Aries represented?
- 5—Genus of marine gastropods.
- 6—Release.
- 7—Occupying the exact position of.
- 8—Register.
- 9—Device supplying fresh air.
- 10—High in the scale.
- 11—Novice.
- 12—Every one separately.
- 17—Of what state (abbr.) is Augusta the capital?
- 19—Who was the Italian goddess of harvests?
- 20—Towards.
- 26—Feminine name.

- 28—Being in the most abstract sense.
- 29—Over (poetical).
- 31—Collected.
- 34—What is the capital of Latvia?
- 35—Close the eyes of a hawk.
- 36—Waste from pressed fruit.
- 37—Eighth son (variant spelling) of Jacob.
- 38—Consume.
- 39—Young bear.
- 42—Which one of the nine justices of the United States Supreme Court was born on November 13, 1856?
- 45—Redeemer.
- 46—Indian of Tierra del Fuego.
- 47—Past.

- 48—Smart blow.
- 49—One who makes into law.
- 51—Priest of Apollo.
- 54—Hall!
- 55—Reddish-brown seaweed.
- 57—What is the largest river in France?
- 58—Stockings with short legs.
- 59—What is the "Palmetto State" (abbr.)?
- 60—Lowest female voice.
- 63—Symbol for gallium.
- 66—Truth in the "Faerie Queens."
- 68—Mineral spring.
- 71—Japanese measure.



VERTICAL

- 1—Who is the Prince of Darkness?
- 2—Article of virtue.
- 3—What legendary youth had a magic lamp?

CONUNDRUMS

IF a chicken could be hatched from a hard-boiled egg, what would it be?

2. In what way are an overdue bill and stormy weather alike?

3. What man, no matter how successful he may be, is always at the foot in his profession?

4. In what way is a reprieve for a condemned criminal and the water at the Liverpool piers alike?

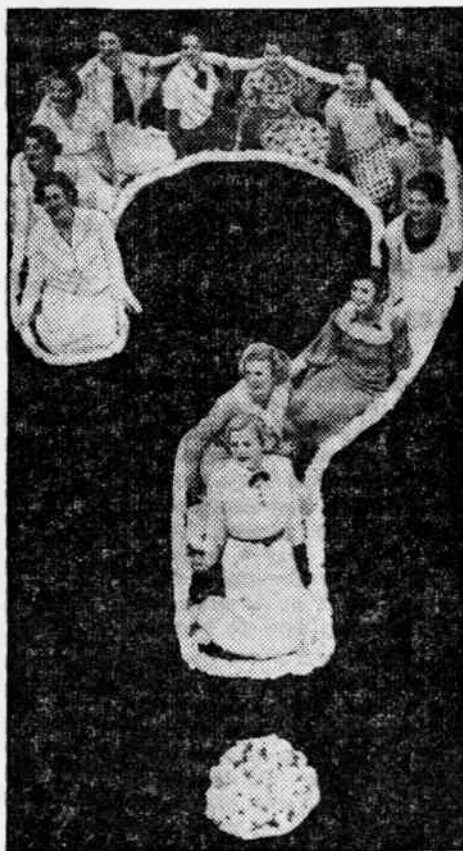
5. How does a bad boy, after being caned, know that trees contribute to the heat of the atmosphere?

6. Why does it always take at least two bandits to rob one man?

7. In what way are a suit of clothes and the cost of a table at a night club alike?

8. Why can the pupil who is at the bottom of his class learn just as much as the scholar who stands at the head?

9. Why is it that everyone who



attends an auction sale usually becomes very sleepy?

10. Why has Satan always been known only by a nickname?

Solutions of Last Week's Puzzles

Banker's Files: The 49 labels are arranged in seven horizontal rows as follows: First row—A1, B2, C3, D4, E5, F6, G7. Second row—F4, G5, A6, B7, C1, D2, E3. Third row—D7, E1, F2, G3, A4, B5, C6. Fourth row—B3, C4, D5, E6, F7, G1, A2. Fifth row—G6, A7, B1, C2, D3, E4, F5. Sixth row—E2, F3, G4, A5, B6, C7, D1. Seventh row—C5, D6, E7, F1, G2, A3, B4.

Charade: The three missing words are: Mere, Cashmere, Cash.

Four Ages: The ages of the four girls are as follows: Althea 18, Bernice 19, Cecily 21, Dorothea 24.

Riddles: 1. He does not wish to see his baseball go through pane (pain). 2. The Tower of Pisa because it was made lean. 3. Wrinkles in clothes indicate that the wearer does not care. 4. Because it is not refined.



Last Week's Cross-Word Puzzle

Magic Square of Words



MELISSA MEEFF and Polly Wog have an interesting word square for the puzzle fan today. Fill each of the 36 squares with a letter so as to spell six words in the horizontal rows. If you use the words suggested by the definitions here given, the

vertical rows will also spell the same six words. Here are the definitions: 1. Unclothed. 2. Of or pertaining to the nostrils. 3. Natives of Croatia. 4. Responsible. 5. The horn of an animal of the deer family. 6. A wilderness.

Caring For Summer Clothes

Many Questions Assail the Woman Who Considers the New Fabrics—Will They Fade . . . or Shrink . . . or Crush?

By ELIZABETH C. RAMSAY
and HELEN W. KENDALL

THAT faraway look a woman has in her eyes this time of year may be the result of poetical musings on the beauties of the season. More likely, though, she is planning her summer wardrobe and is bemused with the necessity of choosing among the lovely new fabrics that crowd the stores. It's a difficult predicament to be in. But it's a predicament nonetheless, because doubt, like a hydra-headed monster, rears up and asks:

"Will it fade?"
"Will it shrink?"
"Will it crush?"

"How will it look after a dash from car to house during one of those catastrophic thundershowers?"

You will want to know the answers not for reasons of economy alone, but because that cherished well-groomed look depends on them:

Happily the textile industry has been aware of these questions, too. Manufacturers have had their textile specialists hard at work, with the result that today it is possible to buy fabrics—or dresses made from them—that, from the standpoint of everyday wear, are more satisfactory than ever before.

Best of all, they are lovelier than ever this season. The familiar fibers are being used in new and exciting combinations to give us interesting new textures, weaves and color effects. Some of the newest of these are made with 'spun rayon.'

The difference between rayon and spun rayon is simply this: The cellulose substance from which rayon is made is forced through minute openings into long threadlike filaments. These filaments are twisted into yarn and woven directly into fabric. For spun rayon, the filaments are made in the same way. Then they are chopped up into very short lengths which are spun into yarn, just like cotton, wool or other fibers. The yarn is then woven into fabric. This produces interesting textures, such as tweedlike and nubby fabrics. Wearing qualities are about the same as those of other rayon fabrics.

Devices That Tell the Lowdown on Fabrics

Things are moving so fast these days in the world that makes our clothing that it keeps the Institute busy to learn everything about the wear and care of new fabrics. To laboratory tests we add years of experience and research on laundering



Permanent Finish vs. Limp-Looking Sheers



Crush-Proof vs. Wrinkly Fabrics



Shrinkable Materials and Those That Don't

methods and the problems of caring for fabrics in general. We check both from the laboratory standpoint and from the point of view of everyday wear. We know what happens to fabrics and dresses after they are worn and washed again and again.

Our fadeometer performs the exacting function of telling us whether or not fabric dyes are fast to sunlight. Twenty-four hours of exposure to the intense ultra-violet rays it generates is equivalent to many months of ordinary exposure to sunlight. Only one-half of each sample being checked is exposed to the fading action of the rays, so that any fading is immediately apparent by comparison.

Another device, the launderometer, tells us whether or not colors are fast to washing. The launderometer has the virtue of being 20 miniature washing machines in one, so that many washings can be done in a short time. A breaking-strength machine for woven fabrics and a bursting-strength machine for knitted fabrics measure precisely the strength of seams and fabrics before and after washing.

A "wearing squad" of busy women—and men and children on occasion—tells us how satisfactory a garment proves in everyday wear.

Fading and Shrinkage No Longer Problems

Fast dyes are not the problem today that they were some years ago. It is possible to buy even inexpensive dresses which are color-fast to washing and which will not fade badly in sunlight. We feel that if a dress or fabric fades badly in washing or in sunlight, it is of doubtful value, no matter how little it costs.

Shrinkage is another problem which manufacturers of fabrics are rapidly overcoming. "Sanforized" is a household word today, and if you will look for the "Sanforized-shrunk" tag or label on dresses with the line, "Buy your correct size," you will have the great satisfaction of knowing that your dresses will not shrink out of fit. This shrinkage process reduces the shrink-

age to 1/4-inch per yard or less. To put it another way, this is 3/4 of 1 per cent per yard, or less. While we are speaking of percentages, you will be interested to know that the Institute has three standards for shrinkage of fitted garments made of washable fabrics: Sanforized-shrunk garments, as we have just told you, have a tolerance of 3/4 of 1 per cent; garments which have been preshrunk must not exceed 2 per cent; those which make no claims for shrinkage must not exceed 5 per cent.

Work is going on constantly to learn how to Sanforize new fabrics. This season, for the first time, we have sheer fabrics, such as dimities and dotted Swiss of fond childhood memories, that will not shrink out of fit.

Equally exciting to hear is that there are some sheer fabrics this season which are not only Sanforized but treated with a type of finish that keeps them permanently crisp. This permanent finish is also found in muslins, voiles and a variety of other fabrics. Starching is unnecessary, as these permanently finished fabrics never lose their original lovely crispness. They return from laundering looking just like new. And they're little more trouble to launder than a handkerchief.

Startlingly different, these finishes, yet they require no unusual technique in handling. We launder them just as we would any fine fabric: lukewarm water and a mild soap, a squeezing motion to remove soil, and careful rinsing—that is all there is to it. With these permanently finished sheer fabrics, we have followed a practice of kneading the excess moisture out of the garments with a bath towel instead of hanging them to dry. You will be amazed to see how quickly this method takes out moisture, as compared to mere wrapping in a towel. Just lay the dress or blouse out flat on a heavy bath towel and, starting at the ends, press the dry towel over and around the damp material with a kneading action until it is just the right dampness for ironing with a

medium hot iron. A lovely white organdie evening wrap with this new permanent finish came off the ironing board as fresh and crisp and voluminous as it hung in the shop before purchasing. No need for taking any time off for starching.

But what about your frocks which have not been blessed with such a finish? Have no fear, for modern easy-to-prepare starches come to the rescue. These new starches penetrate the fabric and give it that new look instead of the old-time starched appearance.

For a single dress of dotted Swiss or voile, or even a sports frock of slightly heavier texture, make up a quart of starch according to the directions on the package. We use 1 level tsp. or 1 cube of starch to 1 qt. of water; the resulting finish compares favorably with permanent finishes produced by fabric manufacturers. Of course, starched clothes must be allowed to dry, then be dampened and ironed as usual.

New Finish Banishes Creases From Travel

Creases are the bane of every one who travels, to say nothing of what they are to stay-at-homes. It's discouraging to unpack a week-end bag and find your loveliest things, so carefully pressed before they were packed, sadly rumpled and creased. When planning a trip, you've probably passed up many a devastating frock because you felt it would not travel well. We know we have—for years.

Again, fabric manufacturers have come to our rescue, this time by developing a finish which makes packing and unpacking as casual an operation as moving your clothes from one closet to another. At the end of your trip you whisk your dresses out of your traveling case or trunk, give them a shake, and lo! they're ready to put on. Linens, the worst of sinners in the creasing line, may show a few wrinkles after being worn, even though they are given this anti-crease treatment. But no matter. We have

found that even these wrinkles or creases soon hang out in just a few hours—or almost overnight—and the dress or suit is again ready to wear.

Here again laundering is no problem. Just treat your anti-crease garments as you would any fine clothes. Use lukewarm water, mild soap and the same procedure as with your silks and rayons, and this finish will last indefinitely.

Here's another new flash! Imagine yourself radiating charm in a bouffante organdie evening dress, and then awkwardly spilling a glass of water or an iced beverage on it. Or picture yourself at a gay lawn party and having to dash madly through one of those sudden summer showers to the shelter of the marquee. And then, wonder of wonders, imagine the water rolling off without harming your frock, leaving you as well groomed as ever before, instead of a sodden mass.

Water-Repellent Cloth Comes in All Weaves

It's the new water-repellent finishes that work the miracle. You can get almost any article of clothing for your wardrobe with one of these finishes and in almost any kind of fabric—silk, wool, cotton, rayon or linen. These finishes last well, too, and will go safely through several launderings or dry cleanings. The number of washings or cleanings depends on the fabric itself and the method used to treat it. Look for labels or tags on clothes stating that the garment is one of these water-repellent finishes and giving washing directions, too.

Speaking of labels, it is always wise to read carefully and perhaps save for future reference the tags and labels you find on the things you buy. Manufacturers are using tags more and more. They put them on their garments to help you identify the nature of their products and their special finishes, and also to help you to care for them so that you may get longer wear and better value for your money.

THE QUARTERLY REVIEW

... Another three months have rolled by, and we come once again to our Quarterly Review. Amazing how the time passes in this unholy racket of mine. It may be very hot at the moment, but did you ever stop to consider the fact that there are only 151 shopping days left until Christmas? Just keep that thought in mind, my friends, and see what it gets you. Anyhow—

In the film world, the best picture of the last three months for our money was "A STAR IS BORN," in which Janet Gaynor and Frederic March did such excellent work. Here was a grand picture, dialogued with sparkle and directed by a master hand. "CAPTAINS COURAGEOUS" was a very close second, and there are undoubtedly many who would rank it first. At any rate, it's a lulu of a film—and it certainly strengthens the ever-growing conviction that Spencer Tracy is our foremost motion picture actor...



Janet Gaynor



Victor Moore

Other outstanding films of the past quarter were "KID GALAHAD," "I MET HIM IN PARIS," and "MAKE WAY FOR TOMORROW" ... Best picture of the year thus far: A toss-up between "THE GOOD EARTH" and "A STAR IS BORN" ... Finest performances of the year thus far: Victor Moore and Beulah Bondi in "MAKE WAY FOR TOMORROW" ... Foremost discovery of the year thus far: Wayne Morris in "KID GALAHAD."

Looking back along the bookshelves, I'd like to point again to two fine novels that have been published during the past three months. "THREE COMRADES," by Erich Maria Remarque, unfolds as poignant a love story as was ever told and draws as realistic a picture of post-war Germany as a newsreel. "BUCKSKIN BREECHES," which brought Phil Stong back to the best seller lists, takes top honors as an adventure yarn and as an authentic portrayal of a true American "rugged individualist" ... The best fiction of the year thus far: "OF MICE AND MEN," John Steinbeck's terse and overwhelming tale ... Best biography of the year thus far: Emil Ludwig's "THE NILE," the fascinating study of a river and a race ... The mystery fans—and who isn't?—still cherish "THE CRIMEFILE ON RUFUS RAY," by Helen Reilly, and the latest Nero Wolfe thriller, "THE RED BOX," by Rex Stout.



Phil Stong

COLLECTOR

One of the most popular Harlem stories of the day has to do with Eustace, a huge gentleman of color. Eustace, brawny and bold, promoted himself into a job as bouncer for the Elite Cafe. Furthermore, he guaranteed to collect any money that might be owed his boss by patrons.

"Don't yo' worry 'bout nothin', boss," Eustace assured his employer. "Ah'm de toughest man whut Harlem ever seen. De man whut owes you money is gonna pay. Or else he gits de shellackin' from me dat he ain't never goin' to forget."

And Eustace made good. By his violent attitude, he forced four or five timid patrons to pay their back debts. And then, one sunny afternoon, the boss spied a bad-looking colored man across the street.

"Dere's a job fo' yo', Eustace," he cried happily. "Go over an' grab dat feller. He owed me \$71 fo' de past five years!"

A Hellinger Short Story

Uncertainty

HUMAN frailties make good stories. If you follow this page with any degree of consistency—and there must be somebody somewhere who does so!—you'll know that I believe in that frailty angle.

You've read stories here about superstitious people;

about guys who had a penchant for being on time; about old maids who peered hopefully under the bed each night; about gangsters who had a horror of being alone in the dark; about bookkeepers with Napoleonic ambitions; and any number of other tales about the frailties of humans.

Today, I have a new one for you. I want to tell you about Oscar Savage. His weakness was uncertainty. Listen a moment: ...

OSCAR was born in 1897 in a mill-town in New England. His father was a minister; a man of gentle habits and kindly disposition. His mother was a tall woman, frugal and shrewd.

Oscar himself was a pale, gawky boy. He had watery eyes and a long head. He was studious, conscientious, and intelligent.

His uncertainty had manifested itself many times during his youth. But it became very apparent shortly before he graduated from high school.

His father had a talk with him. "You've done extremely well with your studies," his father told him. "Your mother and I are proud of you. We are so proud, in fact, that we have decided to send you to college in spite of the expense."

The kid was tremendously happy. "What college do you prefer, son?" his father asked. "And what are you planning for a future?"

Oscar smiled apologetically. "I—really don't know," was his reply.

His father seemed surprised. "That's strange, son," he said. "Haven't you given the matter any thought?"

"Oh, yes," the boy conceded. "Plenty, sir. But I just can't seem to make up my mind. I like engineering, but I don't know whether I'm fitted for it."

"I like the cloth, too. But I don't know if I want to make it my life's work. And as far as college is concerned, I can't say exactly which one I'd like. There are so many fine ones."

That, then, is a general idea of Oscar Savage. He was seldom able to make up his mind—and when he did, he was never quite certain that he hadn't made a terrible mistake. He went to college and took a general academic course. Then he came out to work for an advertising agency as a clerk.

By dint of superior intelligence and hard labor, he managed to struggle ahead in his office. But, after he reached a certain notch, he was left stranded. He never went any higher.

Eustace raced across the street and took the other man's arm.

"Look heah, yo'," he commanded. "I'm workin' fo' Mr. Washington, over at de Elite Cafe. How come yo' ain't been aroun' to pay him dat \$71 yo' owes him fo' de past five years?"

The other man's eyes narrowed.



I must say that we're satisfied with your work."

Oscar shook his head. "I don't understand," he asserted. "If you're satisfied, as you say you are, why don't you push me ahead?"

The big boss played with the paperweight for a moment.

"Okay, Oscar," he said finally. "You asked for it—and now you're going to get it straight."

"In this business, we need men who can make rapid decisions. Unfortunately, that's something that's beyond you. You're too slow. You consider a proposition too long. And after you make a decision, you're not sure that you've made the right one."

"That's bad business, Oscar. You're capable of better things in life—but your uncertainty is ruining you."

That finished Oscar Savage. That was the final convincer. All his life, people had been telling him the same thing.

But he had plodded on, feeling that it wasn't as serious as people made out.

But the wife episode had been a tragedy—and the boss' frank statement was completely crushing. I'll say one thing for Oscar Savage: He tried to beat the rap. He did his best to snap out of it.

But it was no dice. The habit was too much a part of him. He was a lonesome, heartbroken man, and he could see nothing in the future. He brooded so desperately that it finally unbalanced his mind. He determined to commit suicide.

"This," he told himself, "will be one time when they won't accuse me of uncertainty. I'll rent a hotel room. The minute the door is closed, I'll jump from the window. I'll show them!"

And he did. There was nothing uncertain about this one decision. He was a desperate madman as he walked into the hotel lobby.

He rented a room, paid for it, and walked into the elevator. The car shot high into the building. When it stopped, he got off and was shown to his room. He stepped inside.

He locked the door, opened the window, and leaped. ...

IT is fortunate that Oscar Savage was killed instantly. It is fortunate he didn't live long enough to see the afternoon papers. Because I don't think he would have appreciated the irony he would have found therein.

For most of the newspapers carried the story of his suicide along the following lines:

"A man tentatively identified as Oscar Savage, of 1765 Barrow street, either fell or leaped from the 16th floor of the Hotel Carnation early this morning. No note was left, so it is not known whether it was a suicide or an accident."

"The police, themselves, are uncertain."

"Cause," he replied harshly, "Ah been in jail fo' a murder Ah committed. Now, whut was yo' reason fo' stoppin' me?"

Eustace gulped. He wet his lips.

"De reason Ah stopped yo'," he returned nervously, "was jes' to tell yo' not to worry. Dat debt is outlawed!" ...

AROUND the DIAL

by THE DIAL TWISTER

The news broadcasters breathed a heart-felt sigh of relief last fall when they finished reporting the presidential campaign. Now a tense labor situation has put them in hot water again. For the more carefully a news broadcaster tries to report the facts of a controversial issue, impartially and without bias, the more certain he is to draw bricks from both sides. Human nature being what it is, and radio being what it is, that's inevitable. Some of the boys try to duck the crossfire by ignoring strike news altogether. But most of them take the bricks and go on about their business of reporting, which, of course, is as it should be. Now that radio has turned news dispenser, it has to take the bitter along with the sweet, just as the press has always done. When it comes to that, no job in this imperfect world is all gravy.

Nixon Denton's return to the air as a sports commentator recalls the memorable night about ten years ago when he provided an exceedingly lively few minutes for both the listeners and staff of the old WSAI. But perhaps it may be just as well not to elaborate the hilarious details.

NBC is sending talent scouts on an "ivory hunt" among the summer theaters for actors, singers and script writers. This might be news except for the fact that radio's "ivory hunters" seldom find anything worth bringing home. Exactly why is that anyway?

Taking a leaf from its title, NBC's "Stream-Lined" Shakespeare (over WCKY, Monday, 8:30 p. m. E.S.T.), encountered a certain amount of wind resistance on its maiden run. Not that John ("Calaban") Barrymore's acting was at fault. On the contrary, he made Hamlet an exceedingly human and alive individual. But the performance got off on the wrong foot with Ken Carpenter as announcer. Somehow, a well-known sports miker and stooge seemed out of place in a Shakespearean production. Further—much further—Barrymore's out-of-character explanations did things to the illusion. Evidently he realized that, for his interruptions ceased as the play progressed. True, "stream-lined" Hamlet was better than no Hamlet at all. Still, it seems to prove chiefly that, even in this year of pocket digests, Shakespeare can't be condensed to 45 minutes without squeezing out considerable of the stuff that made him Shakespeare.

In spite of the static that's bedeviled this summer, the 20-meter ama-

teur phone band is worth dialing if DX is your meat. The night of June 12, with atmospherics bogging down other bands, I logged a Vancouver "ham" and a Costa Rican on twenty, and at midnight, when this frequency is supposed to be just about worthless. The 19-meter program band next-door has also been holding up far into the night.

That program by the NBC Liedt Singers (over WCKY, Friday, 9:30 p. m. E.S.T.) is a pleasant departure from standardized ear fare. Four excellent voices are presented in work rarely heard on the air. The voices alone make this program exceptional.

Clem McCarthy's airing of the Louis-Braddock slug-fest emphasized the difference between American and British fight broadcasting. American fight announcers are blow-by-blow reporters, while British fight announcers are ringside commentators. Each method had its advantages and disadvantages. But, as McCarthy's story again showed, the chief trouble with the American style is that you can't see the woods for the trees. Though it lets the listener know who hit whom, it doesn't tell him how the fight is going in vital particulars. A little less about lefts and rights and more about the real tide of battle should correct this fault without diminishing the graphic vividness of the American style.

Radio's too familiar story of senseless duplication is going to be repeated when CBS takes the air with its Shakespearean series, July 12. Its version of the Bard will occupy the Monday, 8 p. m. (E.S.T.) spot, overlapping the NBC version, which raises the curtain at 8:30. In other words, it will be impossible for one to hear all of both broadcasts. Just a little care in making up schedules would avoid such ironic conflicts as these.

A certain well-known announcer tells me an interesting story about this "sound alikes" business. People had been telling him and a fellow announcer that they were vocal twins. So, just to satisfy themselves, they had high-grade recordings made of their voices. There was no similarity whatever between the two. Now they're wondering if people really listen or what kind of sets they use.

Edgar Guest is hoping that he can obtain leave of absence for a tour of the Pacific Northwest.

Joins WLW



(Photo by Newman)

Pretty 19-year-old Jane Gerrard, Cincinnati high school graduate, replaces Mary Alcott, blues singer, on two WLW programs. Miss Gerrard is heard at 5:00 p. m. (E.S.T.) Thursdays, and it featured soloist with Jimmy James' orchestra on the "Spring Parade," 8:45 to 9:00 p. m. (E.S.T.) Sundays.

"SUMMER HOTEL" CHANGES TIME JULY 4 ON CBS

Those remarkable duels of wits and orchestral and vocal specialties which emanate from the "Summer Hotel," Milton Berle, Proprietor, will reach listeners at a new time beginning July 4. On that date and thereafter Milton. Jolly Gillette, "the sponsor's daughter," Mischa Moody, Judge Hugo Straight, Wendell Hall, and Andy Sanella's Orchestra broadcast over a WABC-Columbia network, including WKRC, WHAS and WJR, each Sunday night, from 7:00 to 7:30 p. m. (E.S.T.). Prior to that time, the programs have been heard from 9:00 to 9:30 p. m. (E.S.T.).

The series from the mythical harum scarum resort will continue as full half hours of comedy by Berle and his heckling stooges. There will be music by the augmented orchestra under Sanella's direction, as well as songs by Wendell Hall.

"Cincinnati Dance Club" New WSAI Series

A "Cincinnati Dance Club," in which those attending night clubs may become members, has been inaugurated over WSAI, Saturday nights.

Picking up the broadcast from various remote dance spots, Cincinnati's Own Station offers an hour of dance music, solos and interviews beginning at 10:30 p. m. (E.S.T.), every Saturday.

On the initial "Dance Club" broadcast June 26, the music of Barney Rapp's New Englanders, featuring Ruby Wright, vocalist, was broadcast in the first period from Beverly Hills. Next the remote pickup was switched to Castle Farm where Les Brown and his orchestra were playing. The last period was provided by Chris Christensen, playing in the Lounge Cafe of the Hotel Gibson.

Each Saturday night WSAI will offer dance music from Cincinnati's various night spots, including the Hotel Netherland Plaza, Lookout House, Hotel Gibson Roof Garden, and the three originating spots.

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Presents the Contralto Voice of

TAD LEGERE

and

The Twin Pianos of
RUTH LYONS and GLADYS LEE

Each Saturday at 8:30 p. m.