

W- West Oct. 20, 1937,

5¢

Radio Dial

WEEK ENDING OCTOBER 29, 1937



JACK BENNY
ACE AIR COMEDIAN
See Page 11

Philharmonic - Symphony Opens Eighth Season On CBS

On "Heatrolatown Herald"



Here is one of radio's best known triangles—not an affair but three stars of the air waves. Vicki Chase, Ellis Frakes, left, baritone, and Sydney Mason, pictured on the WLW "Heatrolatown Herald," 8 (E. S. T.) Wednesdays.

New Compositions Will Be Heard On Program

A new score by John Barbirolli based on the music of Henry Purcell, seventeenth-century composer, will be performed by the Philharmonic-Symphony Society under Barbirolli's direction when the orchestra begins its eighth year of broadcasting over the WABC-Columbia network, including WKRC, WHAS and WHIO, on Sunday, October 24, from 3:00 to 5:00 p.m. (E.S.T.). The Sunday concerts will be heard regularly thereafter at the same time. Deems Taylor, consultant on music for Columbia, will be the commentator, as he was last season.

Barbirolli's new arrangement is based on several incidental compositions which Purcell wrote for plays and is listed as the New Suite for Strings, Four Horns, Two Flutes and Cor Anglais. The conductor said he included it in the first program because of the response which followed his Purcell performances last season.

Formula for Success



There's a simple three-word formula for success in managing a chain of big hotels—"use common sense." So says Ralph Hitz, who went from Cincinnati to New York to become America's No. 1 hotel director. Hitz rarely consents to a microphone appearance, but here you see him being interviewed by Lee Wood in WCKY's Netherland Plaza studios.

Returns to WLW



Raymond Paige has already finished two songs for the forthcoming Bobby Breen picture, "Lucky Star," in which Paige will also act.

WLS NATIONAL BARN DANCE TO PERFORM HERE

The Odd Fellows Association of Cincinnati is sponsoring four performances of the WLS National Barn Dance Show, to be given

Launch New B...

Parks Johnson (below) and Wallace Butterworth, NBC's

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



PROGRAMS FOR SATURDAY, OCTOBER 23



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times. Includes a large blacked-out area in the lower right quadrant.

...the "eternal"
 lyric soprano;
 editor, are fea-
 3:30 to 9:00 p. m.

...l-
 lamed
 will begin a
 The Radio News-
 day, October 24, from
 to 3:30 p. m. (E.S.T.), over
 the NBC-Red network, including
 WSAI. Persons in the headlines
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 will be brought to New York spec-
 ially for the purpose.

rogram



He returned October 10 from a holi-
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 duties as newly-appointed permanent
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The first half of the concert is to
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 the Purcell work, Balakireff's sym-
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SERIES OF THREE OPERAS OVER NBC-WCKY

Music lovers who don't mind stay-
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 in the next few weeks by WCKY,
 the programs to originate on the stage
 of the San Francisco Opera House.

From the NBC-Blue network,
 WCKY will present the second act
 of Guonod's "Faust" from 12:00 mid-
 night (E.S.T.) until 1:00 a. m., on
 Saturday, October 23. Pietro Cimini
 will conduct and the singers will be
 Giovanni Martinelli, Ezio Pinza, Char-
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At the same time on Saturday,
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 "La Traviata" will be presented. On
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 from 11:30 p. m. to 12:45 p. m.
 (E.S.T.).



Photo by Newman

The voice of Wilda Hinkle
 once more is heard over WLW
 and WSAI. She returned re-
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Gre...
 perform...
 Barn Dance St...
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 Theater, Cincinnati, at 2:00,
 7:00 and 9:00 p. m. The production
 will present in person the famous
 "hill-billy" entertainers who are heard
 every Saturday night at 9:00 p. m.
 (E.S.T.), over station WLS and the
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Admission prices for the perform-
 ances here will be 40 cents for adults
 and 15 cents for children.

Six young Cincinnatians will be
 heard with Uncle Ezra, Lulu Belle,
 Skyland Scotty, the Hoosier Hot
 Shots, the Ramblers and Bill McClos-
 key in "Uncle Ezra's Party," over
 WSAI, 12 noon to 12:30 p. m.
 (E.S.T.), Sunday, October 25.

The Cincinnatians, declared win-
 ners in an "Uncle Ezra Contest" con-
 ducted by the Odd Fellows, are Vir-
 ginia Quitman, Hughes High School
 student; Tex Edwards, singer of cow-
 boy songs, and the Ridge Rangers,
 four-piece hillbilly band. They were
 selected at finals at the Paramount
 Theater, Sunday, October 17.

RADIO DIAL CONTEST CLUB

by The Contest Reporter

AFTER the game is over and the home town wins, the local paper will undoubtedly credit it to the fellow who carried the ball to a deciding touchdown, or to the home run hitter when the bases were full. True enough, but there is another side. Another important contributing factor.

What about the cheer leader? And the rooters? They're on the side lines but their encouragement did more than merely rent the air.

Since contests have drawn national attention and engaged the interest of so many people much has been written by, for and to, contest fans. Roughly, it can be classified in two groups. Those who told how they carried the ball over, and those who through encouragement helped others score.

Very good indeed, is one of the latter types which appeared recently in Contest News. We'd like for you to read it:

"No narrative poem is more beautiful to me than that written by Edward Rowland Sill, called 'Opportunity'.

"You will recall the furious battle that raged—the prince reluctantly retreating—the coward, hanging along the battle's edge. Wishing he had a sword as fine as that of the prince, the coward snapped his own sword and threw it away.

"Then came the prince who saw the broken sword, snatched it and with renewed fervor and enthusiasm, entered the battle and won.

"Each contest is a battle of an exciting kind, and offers a challenge to each one who enters. A few like the craven will say 'If I had more time I could do this justice' and retreat. The more courageous may be discouraged, too, but being of sterner stuff, take stock of their scanty knowledge use their limited time advantageously, and with no better tools than that which the craven possesses, go on to victory.

"Sometimes failure to win is nothing more than lack of experience. One cannot expect to be skillful in anything unless he patiently practices. Those on the All-American team did not arrive in a day.

"Occasionally people fail because they do not see the value of contest aids. No consistent winner ignores magazines and articles designed to help.

"With all the tempting contests, there is a danger of the courageous contestant losing his stride not because he works too little, but because he attempts too much. He must remember that contesting is his hobby, not his business, and a hobby is something to be enjoyed.

"I believe that contest sponsors use poor psychology when they have contestants work for 'blood money' and

enter endurance marathons. No one appreciates puzzles which are unfairly intricate, and I mean those which have months to complete or else must be done in an impossibly short time. Just as sensible sponsors have eliminated decoration because the average person is not equal to it—so will the wisest sponsors eliminate contests requiring exhausting labor.

"But here again courage helps, because it takes more courage to refuse to enter an inviting contest than to plunge blindly into every contest offered."

The author of the foregoing (which had to be abbreviated somewhat) is Doris E. Willigms. She called it "The Courageous Contestant" and we think it has a wider range of application than she thought for.

The first contest convention did not congest traffic in front of the hotel where it was held in Washington, D. C., but those attending claim it was not lacking in enthusiasm." Mrs. Zella Boteler of Chevy Chase, Md., who was elected treasurer, gives a very interesting account of the meeting in October Contest Magazine. Here is one paragraph:

"The opening of the convention was broadcast over WRC in Washington and several of those present were interviewed about their winnings. In addition to jovial Jim McGrath, Washington announcer, who did the interviewing, we were honored to have the National Broadcasting Company's presidential announcer with us."

Officers elected were Everett Lane, Mine Run, Va., president; Carl R. Greimel, Brookmount, Md., vice-president, and Amos R. Peacock, Philadelphia, Pa., secretary. The 1938 convention will meet in Philadelphia.

Grenville Kleiser, presumably connected with Funk & Wagnalls, is a master of the English language. An acknowledged authority on "how best to say it," Mr. Kleiser has not confined himself to that alone. His inspirational paragraphs, poems and articles have appeared in hundreds of magazines and newspapers.

Now, one of his work is being prominently advertised for assistance in the

"Personalities On Parade"



With photography the current rage, Marsha Wheeler has three newspaper photographers lined up for interviews on her "Personalities on Parade" program over WKRC, Saturday, October 23 at 9:30 p. m. Charles Nerpel, Post staff cameraman; Johnny Schmidt, staff photographer at the Cincinnati Times Star and Robert E. Stigers (shown above), chief cameraman at the Cincinnati Enquirer, will give interesting highlights of their work with the camera. "Personalities on Parade" is sponsored by RADIO DIAL.

Old Gold Contest. We do not know whether it was prepared especially for that purpose or not. It is called "Fifteen Thousands Useful Phrases".

In addition to the "individual" answers mentioned last week, a number of publishers are offering books and booklets for the Old Gold fans. These for the most part, are made up of clever, serious and humorous sayings and phrases.

Here's another of those human interest stories with a contest angle. James Hargraves of Gloucester, N. J., was never able to afford an automo-

bile, so he has transported himself via bicycles. After two were stolen, he bought another—a used one—and the other day he rode it into town to collect a prize; a new Nash sedan, won in the Prof. Quiz radio contest. Now he's learning to drive, but he's keeping the bicycle. (Quoted from Contest Magazine.)

Mrs. P. L. Johnston of Atlanta has built an acrostic of WINNER. The description is very fitting, too. Well informed — I-ndustrious — N-atural — N-ot pretentious — E-nthusiastic — R-eady-to-help-others. She is all of it, herself.

Elsie Robinson's "Listen World" column in the Hearst papers very

frequently runs contests. They are based on everyday problems and the prizes well worth having. There is one running now. The letter must not exceed 500 words and must be upon a subject of importance to American Youth.

Annette Patton Cornell, 500 RKO Palace Bldg., Cincinnati, won Ted Malone's \$10.00 poetry award for Friday, October 8, with her poem "Invitation to a Husband." The poem will be read on the "Between the Bookends" program, Friday, October 22, at 4:00 p. m., over the WABC-Columbia network.

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NEWS

on the hour

WCPO

Cincinnati's News Station

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PHILCO RADIO DEALER

WKRC

10:45 P. M.

EVERY
MONDAY

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

PROGRAMS FOR SUNDAY, OCTOBER 24

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Sunday, October 24, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME
NOON—Dorothy Dreslin, soprano; Fred Hufsmith, tenor. WEA F WSAI wgy wtm wmaq who wdf
—Southernaires: Negro Male Quartet. WJZ WCKY WLS wgar wave wire wham
12:30—University of Chicago Round Table Discussion: Current topics; guest speakers. WEA F wgy wtm wmaq who wdf
—Radio City Music Hall of the Air: Symphony Orchestra and soloists. WJZ WCKY WLW (WLS on 1:00) wgar wave wire wham
—Salt Lake City Tabernacle Choir and Organ. WABC WHAS WHIO wfbm kmox wcco
1:00—Church of the Air: Very Rev. Monsignor William A. Griffin (Catholic). WABC WKRC WHAS wjr wcau wadc wbsb wsf wcco
—Paul Martin and his Music. WEA F wmaq wtm who wdf wgy
1:30—Poet's Gold—David Ross and Orchestra. WABC WHAS WHIO WKRC wadc kmcb wvva wgar wfbm kmox
—Tuskegee Institute Choir Concert by 100-voice choir, director William L. Dawson, composer, conductor. WEA F wgy wtm
—NBC Spelling Bee, Paul Wing, conductor. WJZ WCKY WLS wave wire wham whk WCKY WLS wave wire wham whk
—Smoke Dreams: Orchestra and guest artists. (NBC) WLW WSM wmaq kstp kvoo who wdf
1:45—To be announced. WABC WKRC WHIO

day folk on the famous street. WJZ WCKY kdka whk wham
—There Was a Woman—Dramatic presentation of the women in the lives of famous men. (NBC) wave wire
3:30—Senator Fishface and Prof. Figgstottle. WJZ (WCKY off 3:45) WLS kdka wave wire wham whk
—Bicycle Party: Swor and Lubin, blackface comedy team; Bill Slater, sport commentator and m. c., interviewing sport celebrities; Bert Whaley, baritone; Hugo Mariani and his Orchestra. WEA F WSM WLW wave wgy wtm wire wmaq kstp kvoo kyw wjw who wdf
4:00—Sunday Vesper: "The Dignity of Being Up-to-Date," Dr. Harry Emerson Fosdick variety show featuring Norman Cloutier and his orchestra; Jean Ellington, blue singer; Showmen Quartet; Paul Stewart, m. c. WJZ WLS WSM WCKY whk wave wham
—Romance Melodies: Orchestra, direction Roy Shields, with Ruth Lyon, soprano; Charles Sears, tenor. WEA F WLW wgy wdf kyw wjw wtm wmaq wire
4:30—The World Is Yours: Dramatization. Program under auspices of Smithsonian Institute. WEA F wgy wtm wmaq wdf kyw wjw
—Beth Chandler, songs. WJZ WLS WLW WCKY whk wave wire wham
—Beth Chandler, songs. WJZ WLS WLW WCKY whk wave wire wham
4:45—Dog Heroes, dramatic sketch. Harry Swan and Effie Palmer. WJZ

—To be announced. (NBC) WCKY WLW WLS whk wave wire wham
5:00—Metropolitan Opera Auditions of the Air: Wilfred Palletier conducting the Metropolitan Opera Orchestra and guests. Geraldine Ayres, mezzo-soprano; Amelia wtm wmaq wdf kyw wire wwl Haberland, soprano; Ross Gram, bass. WJZ WCKY WENR WSM whk kdka wham wfla wave kvoo wbp wgar wowo
—Ry-Krisp Presents Marion Talley; Orchestra direction Josef Koestner. WEA F WSAI wmaq kyw wire wjw wgy wtm kstp who wdf
—Silver Theater—Rosalind Russell; James Stewart; Conrad Nagel, director and narrator. Dramatic Sketch. WABC WKRC WHAS WHIO wcau wcco wgar wfbm kmox wadc wbbm wjr kmcb wgst wwl
5:30—Guy Lombardo and his Orchestra. WABC WHAS wjr wgar wfbm kmcb wcau kmox wvva wwl
—The Time of Your Life—Shella Barrett, Joe Rines, comedian and orchestra leader; Graham McNamee, m. c.; WEA F WLW kyw wgy wire wmaq who wdf wjw kstp
—Sunday Afternoon with Smiling Ed. McConnell; Robert Tandler's Orchestra and choral group. WJZ WCKY WLS WSM whk wham wave
6:00—Joe Penner with Jimmie Grier's Orchestra: Gene Austin, tenor; Julie Gibson, vocalist, and Coco and Malt, comedians. WABC WKRC WHAS wjr wfbm wgar wcau wbt wcco wbbm
—Ernest Gill and his California Orchestra. WJZ wave wire wham wowo whk

—Catholic Hour: "The International Family," Rev. Wilfred J. Parsons, S. J., Georgetown University, Washington, D. C. Paulist Choir, direction Father Finn. WEA F WSM wgy wtm wmaq wwi who wdf kyw
6:30—"Romantic Rhythms": Seymour Simon's Orchestra; Sally Nelson, balladist; Barry McKinley, baritone; Basil Ruysdale, m. c. WABC WKRC WHAS WHIO wjr wfbm wgar wfbm kmcb wcau kmox wbt wwl wvva wadc wgst wcco
—Thomas E. Dewey Citizen's Committee, WJZ only
—A Tale of Today, sketch. WEA F wtm wmaq wgy kyw
6:45—Green Brothers Novelty Orchestra. WJZ kdka whk wave wire
7:00—Vicks Open House with Jaquette MacDonald. WABC WHIO WKRC WHAS wgar wjr kmox wadc wbt wcco
—Jell-O Summer Program, starring Jack Benny, comedian, with Mary Livingstone; Kenny Baker, tenor; Sam "Schlepperman" Hearn; Phil Harris' Orchestra, Andy Devine and Don Wilson. WEA F WLW WSM wave wire wmaq kyw wgy wtm wjw who wdf kstp kvoo
—Popular Classics. Laura Castellano, soprano; Margaret Brill, harpist, and orchestra. WJZ WCKY WLS kdka whk wave wire wham
7:30—Phil Baker, comedian with Patsy Kelly and Oscar Bradley's orchestra and guests. WABC WKRC WHAS WHIO wfbm wjr wgar wcau wadc wbsb wvva wbt wsf

Mimic



Sheila Barrett, versatile mimic who has often been heard as a guest on NBC network programs, is now starred for the first time in her own show, "The Time of Your Life," over the NBC-Red network, including WLW, Sundays at 5:30 p. m. (E.S.T.).

First Anniversary



Helen Marshall celebrated her first anniversary as prima donna of NBC's Fireside Recitals on October 10. Her program is heard over the NBC-Red network, including WSAI, Sundays at 7:30 p. m. (E.S.T.).

"MUSIC FOR MADAME" NEW SHOW ON WSAI

"Music for Madame," a new program designed to please women, made its appearance, over WSAI October 18, with Ralph Nyland, tenor, and Herschel Luecke, pianist, in the principal roles.

Nyland is singing songs of romance—both old and new, and Luecke is featured in piano solos as well as accompanist.

The program is broadcast at 6:15 p. m. (E. S. T.), Mondays, Wednesdays and Fridays, and 1:15 p. m. (E.S.T.) Tuesdays, Thursdays and Saturdays.

"Dogs and Game"

Dog fanciers and sportsmen have their innings in a new weekly program on WCKY called "Dogs and Game." The broadcast is heard at 10:15 p. m. (E.S.T.) every Wednesday and is conducted by A. E. "Doc" Martz, a noted authority on the subjects covered.

Martz is president of the Southern Ohio Coon Hunters Association and a member of leading organizations devoted to the breeding of dogs and protection of game. He has been a hunter and an amateur handler of dogs for 25 years. On some of his programs Martz will introduce guest authorities, who will discuss matters pertinent to the theme of the broadcasts.



Cincinnati Conservatory of Music

The cameraman snapped the Cincinnati Conservatory of Music Symphony Orchestra during their initial broadcast aired through the facilities of WKRC for the entire Columbia network. The orchestra, under the leadership of Alexander von Kreisler, is heard each Saturday from 11 a.m. to 12 noon. Lee Bland, announcer, is shown at the extreme left at the CBS microphone, and Howard Colf, violinist, and Mihail Stolarewski, violist, soloists, are seen in the foreground.

Navy Day Programs

Two special Navy Day programs will be originated by WCKY in honor of America's boys in blue.

A Navy Day address will be delivered from the WCKY studios on Wednesday, October 27, at 7:45 p. m. (E.S.T.) by Congressman Brent Spence of Kentucky. The Army and Navy Ball in the Hall of Mirrors, Netherland Plaza, Cincinnati, will be described for WCKY listeners from 11:00 to 11:30 p. m. (E. S. T.) on Saturday, October 30.

Al Jolson will write a series of theatre magazine articles titled "Great Stars of Yesterday As I Knew Them"

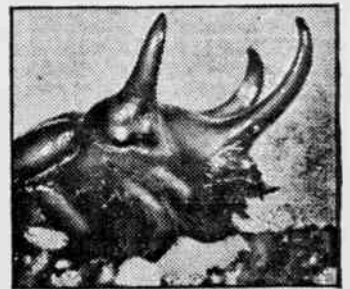
PHOTOGRAPH the INVISIBLE!



By using rays unseen by the human eye, any camera owner can photograph the invisible. You can take pictures of unseen objects fully 20 miles away! Read how anyone can do this simply, and cheaply in the October issue of MINICAM — The Miniature Camera Monthly. The picture opposite was taken in a totally dark room, lighted only by the unseen infra red rays of an electric iron.

Trap MINIATURE MONSTERS!

You can bag monsters formidable enough to make any saber tooth tiger flee for his life. These monsters are full of vicious lust for food and battle. They inspire terror in everything their own size. Only your own camera can catch them, because they are so tiny! Read how to catch monsters in their natural colors in October MINICAM.



22 Educational ARTICLES
in OCTOBER MINICAM

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- The Candid Camera Man Rooms at Night.
- Secrets of Photographic Make Up.
- Football Pictures from the stands.
- The Camera Detective.
- How To Make Photo Murals, Lomp Shades, etc.
- Making and Developing Color Photos.

Over a Dozen more Fascinating, entertaining, instructive articles. Read and enjoy them in the October MINICAM.



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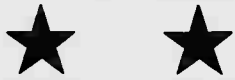
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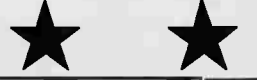
Enclosed find \$1.00. Send me one of the automatic list finders.

Name.....
Address.....
City..... State.....

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



PROGRAMS FOR MONDAY, OCTOBER 25



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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Additional program details and notes for stations WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, and WHAS, including specific program titles and broadcast times.

Philharmonic - Symphony Opens Eighth Season On CBS

On "Heatrolatown Herald"



Here is one of radio's best known triangles—not the "eternal" affair but three stars of the air waves. Vicki Chase, lyric soprano; Ellis Frakes, left, baritone, and Sydney Mason, editor, are featured on the WLW "Heatrolatown Herald," 8:30 to 9:00 p. m. (E. S. T.) Wednesdays.

Launch New Program

Parks Johnson (below) and Wallace Butterworth, NBC's famed Vox Pop interviewers, will begin a new program, The Radio Newsreel, on Sunday, October 24, from 3:00 to 3:30 p. m. (E.S.T.), over the NBC-Red network, including WSAI. Persons in the headlines of the week will be interviewed while they are still "news" and will be brought to New York specially for the purpose.



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He returned October 10 from a holiday in his native England to begin his duties as newly-appointed permanent director of the orchestra.

The first half of the concert is to be occupied with the Berlioz "Benvenuto Cellini" Overture and Beethoven's Seventh Symphony. After the Purcell work, Balakireff's symphonic poem, "Thamar" and the Prelude to Wagner's opera, "Die Meistersinger," will be given.

SERIES OF THREE OPERAS OVER NBC-WCKY

Music lovers who don't mind staying up late will be offered three operas in the next few weeks by WCKY, the programs to originate on the stage of the San Francisco Opera House.

From the NBC-Blue network, WCKY will present the second act of Guonod's "Faust" from 12:00 midnight (E.S.T.) until 1:00 a. m., on Saturday, October 23. Pietro Cimini will conduct and the singers will be Giovanni Martinelli, Ezio Pinza, Charlotte Boerner and Olga Callahan.

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Returns to WLW



Photo by Newman

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Admission prices for the performances here will be 40 cents for adults and 15 cents for children.

Six young Cincinnatians will be heard with Uncle Ezra, Lulu Belle, Skyland Scotty, the Hoosier Hot Shots, the Ramblers and Bill McCloskey in "Uncle Ezra's Party," over WSAI, 12 noon to 12:30 p. m. (E.S.T.), Sunday, October 25.

The Cincinnatians, declared winners in an "Uncle Ezra Contest" conducted by the Odd Fellows, are Virginia Quitman, Hughes High School student; Tex Edwards, singer of cowboy songs, and the Ridge Rangers, four-piece hillbilly band. They were selected at finals at the Paramount Theater, Sunday, October 17.

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

PROGRAMS FOR SATURDAY, OCTOBER 23

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Message of Israel: Rabbi Israel Goldstein, guest speaker. Organ music. WJZ WLS WCKY kdka whk wave wire wham wowo
—Top Hatters Dance Band. WEAf wgy wtm wmaq who wdf kwg
—Saturday Night Swing Club. WABC WKRC WHIO wbbm wgar wfbm kmcb wadc wvva wsfw wwl wcco

ter; Lula Belle and Arkie, songs; Uncle Ezra. WJZ WLW WLS kdka wham whk wave wfla wbpw
—Concert Orchestra—H. Leopold Spitalny, conductor. WEAf
9:30—Saturday Serenade. (CBS) WHAS wcau wgst wjr wbbm wgar wfbm kmcb kmox wvva wbt wsfw wwl
—'It's All In Fun'—Dramatizations. WABC only
—Special Delivery, a dramatic sketch with Marion Randolph. WEAf kyw wgy wtm wmaq wdf wvj kstp who

Child Study Association

Dr. Robert M. Hutchins and Dr. John W. Studebaker, both leaders in the field of education, will speak during a special broadcast at 9:30 p. m. (E.S.T.), Wednesday, October 27, over the NBC-Blue network, including WCKY. The occasion will be the 21st anniversary dinner of the Child Study Association of America. Dr. Hutchins, president of the University of Chicago, will discuss 'The Outlook for Higher Education.' Dr. Studebaker, commissioner of education, U. S. Department of the Interior, will speak on 'Expanding Functions of Education.'

RADIO DIAL CONTEST CLUB

by The Contest Reporter

AFTER the game is over and the home town wins, the local paper will undoubtedly credit it to the fellow who carried the ball to a deciding touchdown, or to the home run hitter when the bases were full. True enough, but there is another side. Another important contributing factor.

What about the cheer leader? And the rooters? They're on the side lines but their encouragement did more than merely rent the air.

Since contests have drawn national attention and engaged the interest of so many people much has been written by, for and to, contest fans. Roughly, it can be classified in two groups. Those who told how they carried the ball over, and those who through encouragement helped others score.

Very good indeed, is one of the latter types which appeared recently in Contest News. We'd like for you to read it:

"No narrative poem is more beautiful to me than that written by Edward Rowland Sill, called 'Opportunity'.

"You will recall the furious battle that raged—the prince reluctantly retreating—the coward, hanging along the battle's edge. Wishing he had a sword as fine as that of the prince, the coward snapped his own sword and threw it away.

"Then came the prince who saw the broken sword, snatched it and with renewed fervor and enthusiasm, entered the battle and won.

"Each contest is a battle of an exciting kind, and offers a challenge to each one who enters. A few like the craven will say 'If I had more time I could do this justice' and retreat. The more courageous may be discouraged, too, but being of sterner stuff, take stock of their scanty knowledge use their limited time advantageously, and with no better tools than that which the craven possesses, go on to victory.

"Sometimes failure to win is nothing more than lack of experience. One cannot expect to be skillful in anything unless he patiently practices. Those on the All-American team did not arrive in a day.

"Occasionally people fail because they do not see the value of contest aids. No consistent winner ignores magazines and articles designed to help.

"With all the tempting contests, there is a danger of the courageous contestant losing his stride not because he works too little, but because he attempts too much. He must remember that contesting is his hobby, not his business, and a hobby is something to be enjoyed.

"I believe that contest sponsors use poor psychology when they have contestants work for 'blood money' and

enter endurance marathons. No one appreciates puzzles which are unfairly intricate, and I mean those which have months to complete or else must be done in an impossibly short time. Just as sensible sponsors have eliminated decoration because the average person is not equal to it—so will the wisest sponsors eliminate contests requiring exhausting labor.

"But here again courage helps, because it takes more courage to refuse to enter an inviting contest than to plunge blindly into every contest offered."

The author of the foregoing (which had to be abbreviated somewhat) is Doris E. Williams. She called it "The Courageous Contestant" and we think it has a wider range of application than she thought for.

The first contest convention did not congest traffic in front of the hotel where it was held in Washington, D. C., but those attending claim it was not lacking in enthusiasm. Mrs. Zella Boteler of Chevy Chase, Md., who was elected treasurer, gives a very interesting account of the meeting in October Contest Magazine. Here is one paragraph:

"The opening of the convention was broadcast over WRC in Washington and several of those present were interviewed about their winnings. In addition to jovial Jim McGrath, Washington announcer, who did the interviewing, we were honored to have the National Broadcasting Company's presidential announcer with us."

Officers elected were Everett Lane, Mine Run, Va., president; Carl R. Greimel, Brookmount, Md., vice-president, and Amos R. Peacock, Philadelphia, Pa., secretary. The 1938 convention will meet in Philadelphia.

Grenville Kleiser, presumably connected with Funk & Wagnalls, is a master of the English language. An acknowledged authority on "how best to say it," Mr. Kleiser has not confined himself to that alone. His inspirational paragraphs, poems and articles have appeared in hundreds of magazines and newspapers.

Now, one of his work is being prominently advertised for assistance in the

"Personalities On Parade"



With photography the current rage, Marsha Wheeler has three newspaper photographers lined up for interviews on her "Personalities on Parade" program over WKRC, Saturday, October 23 at 9:30 p. m. Charles Nerpel, Post staff cameraman; Johnny Schmidt, staff photographer at the Cincinnati Times Star and Robert E. Stigers (shown above), chief cameraman at the Cincinnati Enquirer, will give interesting highlights of their work with the camera. "Personalities on Parade" is sponsored by RADIO DIAL.

Old Gold Contest. We do not know whether it was prepared especially for that purpose or not. It is called "Fifteen Thousands Useful Phrases".

In addition to the "individual" answers mentioned last week, a number of publishers are offering books and booklets for the Old Gold fans. These for the most part, are made up of clever, serious and humorous sayings and phrases.

Here's another of those human interest stories with a contest angle. James Hargraves of Gloucester, N. J., was never able to afford an automo-

bile, so he has transported himself via bicycles. After two were stolen, he bought another—a used one—and the other day he rode it into town to collect a prize; a new Nash sedan, won in the Prof. Quiz radio contest. Now he's learning to drive, but he's keeping the bicycle. (Quoted from Contest Magazine.)

Mrs. P. L. Johnston of Atlanta has built an acrostic of WINNER. The description is very fitting, too. Well informed — I-ndustrious — N-atural — N-ot pretentious — E-nthusiastic — R-eady-to-help-others. She is all of it, herself.

Elsie Robinson's "Listen World" column in the Hearst papers very

frequently runs contests. They are based on everyday problems and the prizes well worth having. There is one running now. The letter must not exceed 500 words and must be upon a subject of importance to American Youth.

Annette Patton Cornell, 500 RKO Palace Bldg., Cincinnati, won Ted Malone's \$10.00 poetry award for Friday, October 8, with her poem "Invitation to a Husband." The poem will be read on the "Between the Bookends" program, Friday, October 22, at 4:00 p. m., over the WABC-Columbia network.

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NEWS

on the hour

WCPO

Cincinnati's News Station



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PROGRAMS FOR SUNDAY, OCTOBER 24

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Sunday, October 24, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

NOON—Dorothy Dreslin, soprano; Fred Hufsmith, tenor. WEA F WSAI wgy wtm wmaq who wdf
7:30—Southernaires: Negro Male Quartet. WJZ WCKY WLS wgar wave wire wham
12:30—University of Chicago Round Table Discussion: Current topics; guest speakers. WEA F wgy wtm wmaq who wdf

wjr wbbm wfbm kmcb kmox wcco wgar
2:00—The Magic Key of R. C. A.: Symphony Orchestra, direction Frank Black; Milton J. Cross, m. c.; Linton Wells, journalist, speaking from New York, interviewing a celebrated journalist in a pickup from abroad; guest artists. WJZ WLW WLS WSM kdka whk wfla kvoo wfaa wham wave wowo
—Sunday Drivers: Variety program, with Fields and Hall, m. c.; novelty orchestra, and Frances Adair, soprano. WEA F wgy kyw wtm wmaq who wdf

day folk on the famous street. WJZ WCKY kdka whk wham
—There Was a Woman—Dramatic presentation of the women in the lives of famous men. (NBC) wave wire
3:30—Senator Fishface and Prof. Figgstottle. WJZ (WCKY off 3:45) WLS kdka wave wire wham whk
—Bicycle Party; Swor and Lubin, blackface comedy team; Bill Slater, sport commentator and m. c., interviewing sport celebrities; Bert Whaley, baritone; Hugo Mariani and his Orchestra. WEA F WSM WLW wave wgy wtm wire wmaq kstp kvoo kyw wjw who wdf

—To be announced. (NBC) WCKY WLW WLS whk wave wire wham
5:00—Metropolitan Opera Auditions of the Air: Wilfred Pelletier conducting the Metropolitan Opera Orchestra and guests. Geraldine Ayres, mezzo-soprano; Amelia wtm wmaq wdf kyw wire wwl Haberland, soprano; Ross Graam, bass. WJZ WCKY WENR WSM whk kdka wham wfla wave kvoo wbp wgar wowo
—Ry-Krisp Presents Marion Tallay; Orchestra direction Josef Koestner. WEA F WSAI wmaq kyw wire wjw wgy wtm kstp who wdf

—Catholic Hour: "The International Family," Rev. Wilfred J. Parsons, S. J., Georgetown University, Washington, D. C. Paulist Choir, direction Father Finn. WEA F WSM wgy wtm wmaq wwi who wdf kyw
6:30—"Romantic Rhythms": Seymour Simon's Orchestra; Sally Nelson, balladist; Barry McKinley, baritone; Basil Ruysdale, m. c. WABC WKRC WHAS WHIO wjr wbbm wgar wfbm kmcb wcau kmox wbt wwl wvva wadc wgst wcco
—Thomas E. Dewey Citizen's Committee, WJZ only
—A Tale of Today, sketch. WEA F wtm wmaq wgy kyw
6:45—Green Brothers Novelty Orchestra. WJZ kdka whk wave wire
7:00—Vicks Open House with Jeannette MacDonald. WABC WHIO WKRC WHAS wgar wjr kmox wadc wbt wcco
—Jell-O Summer Program, starring Jack Benny, comedian, with Mary Livingstone; Kenny Baker, tenor; Sam "Schlepperman" Hearn; Phil Harris' Orchestra, Andy Devine and Don Wilson. WEA F WLW WSM wave wire wmaq kyw wgy wtm wjw who wdf kstp kvoo
—Popular Classics. Laura Castellano, soprano; Margaret Brill, harpist, and orchestra. WJZ WCKY WLS kdka whk wave wire wham
7:30—Phil Baker, comedian with Patsy Kelly and Oscar Bradley's orchestra and guests. WABC WKRC WHAS WHIO wfbm wjw wgar wcau wadc wsbw wvva wbt wsf

Mimic



Sheila Barrett, versatile mimic who has often been heard as a guest on NBC network programs, is now starred for the first time in her own show, "The Time of Your Life," over the NBC-Red network, including WLW, Sundays at 5:30 p. m. (E.S.T.).

First Anniversary



Helen Marshall celebrated her first anniversary as prima donna of NBC's Fireside Recitals on October 10. Her program is heard over the NBC-Red network, including WSAI, Sundays at 7:30 p. m. (E.S.T.).

"MUSIC FOR MADAME" NEW SHOW ON WSAI

"Music for Madame," a new program designed to please women, made its appearance, over WSAI October 18, with Ralph Nyland, tenor, and Herschel Luecke, pianist, in the principal roles.

Nyland is singing songs of romance—both old and new, and Luecke is featured in piano solos as well as accompanist.

The program is broadcast at 6:15 p. m. (E. S. T.), Mondays, Wednesdays and Fridays, and 1:15 p. m. (E.S.T.) Tuesdays, Thursdays and Saturdays.

"Dogs and Game"

Dog fanciers and sportsmen have their innings in a new weekly program on WCKY called "Dogs and Game." The broadcast is heard at 10:15 p.m. (E.S.T.) every Wednesday and is conducted by A. E. "Doc" Martz, a noted authority on the subjects covered.

Martz is president of the Southern Ohio Coon Hunters Association and a member of leading organizations devoted to the breeding of dogs and protection of game. He has been a hunter and an amateur handler of dogs for 25 years. On some of his programs Martz will introduce guest authorities, who will discuss matters pertinent to the theme of the broadcasts.

Navy Day Programs

Two special Navy Day programs will be originated by WCKY in honor of America's boys in blue.

A Navy Day address will be delivered from the WCKY studios on Wednesday, October 27, at 7:45 p. m. (E.S.T.) by Congressman Brent Spence of Kentucky. The Army and Navy Ball in the Hall of Mirrors, Netherland Plaza, Cincinnati, will be described for WCKY listeners from 11:00 to 11:30 p. m. (E. S. T.) on Sunday, October 30.

Al Jolson will write a series of theatre magazine articles titled "Great Stars of Yesterday As I Knew Them"

Cincinnati Conservatory of Music



The cameraman snapped the Cincinnati Conservatory of Music Symphony Orchestra during their initial broadcast aired through the facilities of WKRC for the entire Columbia network. The orchestra, under the leadership of Alexander von Kreisler, is heard each Saturday from 11 a.m. to 12 noon. Lee Bland, announcer, is shown at the extreme left at the CBS microphone, and Howard Gelf, violinist, and Mihail Stolarewski, violinist, soloists, are seen in the foreground.

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PROGRAMS FOR MONDAY, OCTOBER 25

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Monday, October 25, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-The Pepsodent Program: Amos 'n' Andy. WEAFLWLW who wgy kyw
7:15-'Uncle Ezra's Radio Station E-Z-R-A,' with Pat Barrett, Carlton Gory, Nora Cunneen and others. WEAFLWLW who wgy kyw
7:30-Eton Boys, male quartet. WABC WHAS WHIO kmbc wad wbt wfm

Orchestra; Alfred Wallenstein, conductor. WEAFLWLW who wgy kyw
10:00-Wayne King's Orchestra. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmbc wmao wad wbt wjr wfa wgy kyw
11:00-Tomorrow's News Tonight - Andre Baruch. WABC only
11:15-Glen Gray's Casa Loma Orchestra. WABC WKRC WHAS WHIO wgst wbt wgar kmbc



BY THE ASTRONOMER

The cat's out of the bag and the new Radio Actors' and Announcers' Union is now common talk. Seems that the radio lads and lassies feel they have a better break coming. Union just in the making with heaps of secret meetings and the like. What the outcome will be nobody knows. Important thing is this . . . it all brings home a long suspected fact: Cincy has become one of the four radio centers of the country . . . New York, Chicago, Hollywood and the Queen City.

Personality of the week: Smilin' Ed McConnell . . . beloved by local radio . . . now networking it. Born the son of a minister, once pronounced dead when in the army, Ed emerged from this sad plight as radio's A-1 salesman. He has a weakness for automobiles, radios and his family. Boasts of having owned sixty-two cars already, has a radio in every room of his home, and if you've ever heard him on the air you know how he feels about his wife and children. His homey philosophy and vocalizing seem to appeal to rural radio especially.

WSAI should be handed a bouquet for an original idea. "Cincinnati, Your City" takes the audience through various factories and places of interest in the city . . . with the announcer asking so many questions of the employees, that any you might want answered are bound to be included.

ALONG THE MILKY WAY: Spied Rex Davis interviewing WCKY's Jane Rohan on that station's "Come Over to our House" show. WLW's Before Breakfast reduced to 15 minutes. . . Duane Snodgrass, former emcee, has been replaced by Sammy Fuller, new at the Nation's Station. Since time change, the afternoon spot held by The Old Fashioned Girl is no more. 'LW program directors would do well to arrange some time for this feature. In our wanderings around town, we get more inquiries about the Old Fashioned Girl than about any other singer. Remote shows should fill some 15 minute spots on the schedules of Cincy's radio stations with mighty entertaining swing syncopation . . . with the coming of bands like Bernie Cummins, Roger Pryor and Don Bestor. Have you ever heard of the guy who witnessed so many studio broadcasts, he couldn't laugh except on signal? Wonder why 'SAI bothered to copy the idea of the Hit Parade for one of

their shows . . . there certainly are better ideas on the air lanes. Network Notes on Notables you know: Joe Brattain, former 'LW musician, playing with Mark Warnow. . . Bailey Axton still looking for a sponsor . . . radio execs planned on headlining him on the Showboat, but it cancelled before they had the chance. Flora Blackshaw has her youngster with her in New York now. WKRC's newest announcer, Ed Humprey, is a licensed pilot, an amateur photography addict AND a darned swell announcer. He looks a lot like Tom Slater, and like Slater, came to the Queen City from WHIO in Dayton, Ohio.

THUMBS UP: WSAI's Little Show . . . a conglomeration of WSAI's best, in a fast-moving thirty-minute show which proves to be on the better side. Includes lovely Jane Gerrard, improving with each broadcast, the Modernaires, an up-and-coming quartet, the Drifting Pioneers, who seem to make hill-billy music worth a listen . . . to say nothing of Bert Farber's swellelegant piano.

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

Heads Texans



Doc Schneider and his Texans, recent additions to WLW, are heard in two early morning programs. The first is 6:00 a. m. (E.S.T.) and their second program at 6:45 a. m. (E. S. T.) A veteran showman, Schneider is a native of Texas and has been on the stage and radio many years.

HIGHLIGHTS OF THE WEEK

(All Eastern Standard Time)

FRIDAY, OCTOBER 22

Gelett Burgess, author of "Food of Nations." Magazine of the Air. 11:00 a. m. WABC—WKRC, WHIO.

Jean Parker and Leo Carrillo, in "The Barrier." Hollywood Hotel. 9:00 p. m. WABC—WKRC, WHAS, WHIO.

James Kirkwood, on "Hammerstein Music Hall." 8:00 p. m. WABC WKRC, WHAS, WHIO.

SATURDAY, OCTOBER 23

Cincinnati Conservatory of Music. 11:00 a. m. WKRC—WABC, WHIO.

San Francisco Opera Company. "Faust." Midnight. NBC—WCKY.

Hilda Burke, Metropolitan Opera soprano, guest on "Your Hit Parade." 10:00 p. m. WABC—WKRC, WHAS, WHIO.

Voice of Niagara. Carborundum Band. Edward D'Anna, conductor. 7:30 p. m. WABC—WKRC, WHAS, WHIO.

SUNDAY, OCTOBER 24

Intercontinental Concert. 11:00 a. m. NBC—WCKY.

Philharmonic Symphony Society. John Barbirolli, conductor. 3:00 to 5:00 p. m. WABC—WKRC, WHAS, WHIO.

Lotte Lehman, Metropolitan Opera soprano. Ford Sunday Evening Evening Hour. 9:00 p. m. WABC WKRC, WHAS, WHIO.

Grace Moore, Metropolitan Opera soprano. General Motors Concert. 8:00 p. m. NBC—WCKY, WLS.

MONDAY, OCTOBER 25

Rochester Civic Orchestra. 3:00 to 4:00 p. m. NBC—WCKY.

Spencer Tracy, in "Arrowsmith." Lux Radio Theater. 9:00 p. m. WABC WKRC, WHAS, WHIO.

TUESDAY, OCTOBER 26

Edward G. Robinson, Claire Trevor, in "Big Town." 8:00 p. m. WABC—WKRC, WHAS, WHIO.

Stradivarius Quartet and Gertrude Barry, pianist. NBC Music Guild. 2:30 p. m. NBC—WCKY.

Lenore Ulric, guest on "Watch the Fun Go By." 9:00 p. m. WABC—WKRC, WHAS, WHIO.

Fred Allen Portland Hoffa. Hollywood Mardi Gras. 9:30 p. m. NBC—WSAI, WSM.

WEDNESDAY, OCTOBER 27

Child Study Association. 9:30 p. m. NBC—WCKY, WLS.

Congressman Brent Spence. 7:45 p. m. WCKY.

Sunday Network Programs (Continued)

—Fireside Recitals, featuring Helen Marshall, soprano; Sigurd Nilssen, basso; Frank St. Leger, pianist-composer. WEAF WSAI wmaq wgy wdf wtm wvj who wire wmaq wls kdka wham whk

7:45—Interesting Neighbors—Jerry Belcher. WEAF WLW kym wgy wtm wvj wmaq who wdf wire

8:00—The Chase and Sanborn Program: Starring Nelson Eddy; Don Ameche, m. c.; Edgar Bergen and Charlie McCarthy, Dorothy Lamour, and Robert Armbruster's Orchestra. WEAF WLW WSM wtm wire wvj wdf wtp kvoo wfaa wgy kym wave wmaq wfla who

—General Motors Concerts—Symphony orchestra, John B. Kennedy, commentator, and Erno Rapée, conducting; soloists. WJZ WCKY WLS kdka wham whk

—Columbia Workshop: "I've Got the Tune," by Mark Blitzstein; direction, Irving Reis. WABC WKRC WHAS WHIO wbbm wfbm wgar wwa wst wbt wcc

8:30—Birthday Party with David Ross. WABC WKRC WHIO WHAS

9:00—Manhattan Merry-Go-Round: Pierre Le Kreeun, tenor; Rachel Carlay, blues singer; Don Donnie's Orchestra; Men About Town Trio. WEAF WSAI WSM wgy wtm wvj wmaq who wdf wtp wave wfaa wire wfla

—Ford Sunday Evening Hour: Lotte Lehmann, soprano, guest. Symphony Orchestra and Chorus, direction Jose Iturbi. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmcb wcau kmox wadc wst wwa wbt wsa wvj wcc wire wmaq wfla wowo

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

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

—American Album of Familiar Music, with Frank Munn, tenor; Jean Dickenson, soprano; The Haenchen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEAF WSAI WSM kym wgy wtm wvj who wfla wdf wmaq wfaa wire wave wtp kvoo

9:45—Irene Rich for Welch. WJZ WCKY WENR kdka whk wham

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

Hollywood Showcase—Lud Gluskin's Orchestra and guest. WABC WKRC WHIO wjr kmcb wcau wfbm whk wadc wbt wvj wsa wcc

—The Zanith Foundation. WJZ WLW WENR wham kdka whk wbp

10:30—Cheerio. Inspirational Talk and Music. WJZ WCKY whk wave wire wham

—"Headlines and Bylines": H. V. Kaltenborn, Bob Trout and Pierre Bedard. WABC WHIO wfbm wgar kmox

—To be announced. WEAF WSAI WSM

11:00—Press-Radio News. WJZ WCKY wire wham

—Russ Morgan and his French Casino Orchestra. WEAF wgy wtm wmaq

11:05—Joe Rines' Orchestra. WEAF wgy wmaq wtm

—Jay Freeman's Orchestra. WABC WHIO (WKRC and WHAS on 11:15) wjr

—Jerry Blaine's Orchestra. WJZ WCKY wire wham

11:15—George Fischer. (NBC) WSM wbp wave

—George Fischer. (NBC) WSM wbp wave

11:30—Sandy Williams' Orchestra. WEAF and network

—Woodbury Presents Tyrone Power, dramatic sketch with guest artist. (NBC) WSM wave

—Eddie Varzo's Hotel Bismarck Orchestra. WJZ WCKY WLS whk wave wire wham wowo

—Cab Calloway's Cotton Club Orchestra. WABC WKRC WHAS WHIO wgar wcc wjr wbt wvl wst wbbm kmcb wadc

Cincinnati Symphony Orchestra

The Cincinnati Symphony Orchestra will open its forty-third season with the first of sixteen pairs of concerts in Music Hall, Friday afternoon at 2:30, and Saturday night at 8:30, October 22 and 23. Eugene Goossens will conduct. The program will include the "Roman Carnival" overture by Berlioz; two chorals by Bach; Symphony No. 2, D major, by Beethoven, and Symphony No. 2, D major, by Sibelius. Sergei Rachmaninoff, famous Russian pianist and composer, will be the first soloist of the season, at the concerts of October 29 and 30.

MIDNIGHT—Barney Rapp's Beverly Hills Country Club. WEAF wgy wtm wmaq who wdf
—Henry Busse's Chez Paree Orchestra. WJZ wgar wave wire wham
—Henry King and his Orchestra. WABC WKRC WHIO wbbm wfbm wadc wgar wbt wgst
12:30—Earl Hines' Grand Terrace Cafe Orchestra. WEAF wgy wtm wmaq who wdf
—Jesse Hawkins and the New Penn. Hotel Orchestra. WJZ whk wave wire wham
—Red Norvo's Orchestra. WABC WKRC WHIO wbbm wfbm wadc

a long life AND A HOT ONE

THE STURDY ESTATE HEATROLA stands up year after year under the heaviest firing

Costs more, of course, than so-called "bargain" home heaters—but it pays those dollars back many times. Come in. Let us show you why the genuine Estate Heatrola gives you more for your money.

Wide range of styles, sizes, prices; convenient terms. For list of authorized Estate Heatrola dealers in Cincinnati and Northern Kentucky, see Page 224 in the Classified Section of the telephone directory (Summer, 1937, issue).

FIRST OF THE SEASON

SYMPHONY CONCERTS

FRIDAY at 2:30—SATURDAY at 8:30

EUGENE GOOSSENS, Conducting

Program Includes "Roman Carnival" Overture by Berlioz—Two Chorales by Bach—Symphony No. 2 by Beethoven—Symphony No. 2 by Sibelius

MUSIC HALL Tickets Now on Sale at Wurlitzer's, 121 East Fourth Street. Phone CHerry 2538

Seats Available at \$1.50 to \$2.50—Season Tickets Still Available

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

PROGRAMS FOR TUESDAY, OCTOBER 26

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS. Rows list programs and times for each station.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Francis McCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC wgar wcau wadc wvva wbt

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

Kate Smith has had the same music arranger for eight years. He is Tony Gale who is also heard with the band on her programs.

JACK BENNY—ACE AIR COMEDIAN

JACK BENNY is apparently tired of being the eternal butt of the jokes on his program. The ace air comedian, whose picture adorns the front cover of this issue of RADIO DIAL, and whose "Six Delicious Flavors" program with Mary Livingstone, Kenny Baker, Andy Devine, Sam "Schlepperman" Hearn, and Phil Harris' orchestra is heard each Sunday night at 7:00 p. m. (E.S.T.) over the NBC-Red network, including WLW and WSM, admits that his idea of a perfect radio show is far different from his usual broadcast.

"My perfect program would be one in which I was the hero for a change," the sad jester declares. "A half-hour during which I got the lion's share of the gags and punch lines. I'm not greedy, but who wants to be a stooge all the time?"

"There's that Harris guy. He's always picking on me. I don't care if he did give me a watch for Christmas; all he gives me now is a severe case of the jitters. Incidentally, some day I'd like to find him a tailor who will make his trousers to match his coats. Such taste!"

"And Don Wilson . . . Every time I try to be funny he interrupts with a lot of talk about six delicious flavors. He'd do me a flavor if he'd crawl into the box with the six big letters and stay there."

"When I'm playing Buck Benny, do they ever let me catch Cactus-Face Elmer? No, emphatically no! My best friends are beginning to lose faith in me as a sleuth. And if I want to play the violin, will they let me? There isn't a man in the cast who appreciates true musical genius."

"Oh, for a program where I could be head man! Just one night of being a hero, pulling the best gags, and getting even with those other guys by picking on them for a while! Just one half-hour of playing my violin without an obligato from Mary and Kenny about how badly I'm doing it. That, to me, would be a perfect radio program."

"Man in the Neighborhood"

Red Barber, ace sports announcer of WLW and WSAI, will join the "man on the street" ranks October 25, except that Red will be the "Man in the neighborhood" for a daily series of interviews over Cincinnati's Own Station.

With the WSAI mobile unit, in charge of Engineer Bob Booth, Barber will visit various residential sections of the city and interview housewives in their own homes. His new program will be heard at 1:00 p. m. (E.S.T.), daily except Sunday. On days that Red is broadcasting the Notre Dame and other football games, the interviews will be conducted by Sammy Fuller.

During the summer Barber did interviews preceding his broadcasts of the Cincinnati Red's games and his questions, the greater part, were confined to sports. In his "neighborhood" interview, however, the sports announcer will discuss everything from the Sino-Japanese conflict to what milady prefers for breakfast.

FRED ALLEN WILL VISIT MARDI GRAS

Fred "Sour-Puss" Allen will be guest of Charlie "Dead-Pan" Butterworth and tenor Lanny Ross during the Hollywood Mardi Gras program on Tuesday, October 26, at 9:30 p. m. (E.S.T.), over the NBC-Red network, including WSAI and WSM.

The two greatest facial contortionists in the kilocycle realm have prepared themselves, by practicing before their respective mirrors, for the dead-pan supremacy of the world. Don Wilson and Ray Paige and his orchestra, non-contenders, will witness the mug battle, or the battle of the mugs, from the sidelines.

NOW ON WCKY!

"THE MARCH OF TIME"

RADIO'S GREATEST NEWS DRAMATIZATION PROGRAM

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WCKY—the L. B. Wilson station—149 on your dial

Every Thursday at 8:30 p. m.
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is now on the air.

Here is a program that is truly unique—The Antique Shop. A program that tells you the fascinating, thrilling stories of unusual items you can see for yourself at the Aronoff Antique Galleries. Listen to the Antique Shop every Sunday from 6:00 to 6:15 P. M. over

WSAI

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PROGRAMS FOR THURSDAY, OCTOBER 28

(EASTERN STANDARD TIME)

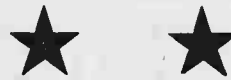
(CENTRAL STANDARD TIME)

Table with columns for radio stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS. Rows list programs and times for each station.

7:00—Poetic Melodies: Jack Fulton, tenor, and Franklin McCormack, poetic reader.
NBC Spelling Bee
The NBC Spelling Bee, with Paul Wing again in the role of spelling master, returns to the air this week and will be heard thereafter from 1:30 to 2:00 p. m. (E.S.T.) over WCKY and the NBC-Blue Network.

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

PROGRAMS FOR FRIDAY, OCTOBER 29



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS. Rows list programs and times for each station.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCormack, reader, and Carlton Kelsey's Orchestra. WABC WKRC wgar wadc wcau wvva wbt
—Communist Party Program. Guests. WJZ only.
—The Pepsodent Program: Amos 'n' Andy. WEAF WLW wgy wtm who kyw
—Louis Panico's Oriental Gardens Orchestra. (NBC) wmaq
—Mary Small Junior Revue: Variety program with Mary Small, m. c.; Norman Cloufrier's Orchestra; guest artists. (NBC) WCKY WLS (WJZ on 7:15) whk waw wowo
7:15—Song Time with Lorraine Grimm and Harry Cool. WABC WKRC WHIO wadc kmox
—Uncle Ezra's Radio Station E-Z-R-A. WEAF WSAI wgy wtm wmaq wire wdf wbp kyw kstp who
7:30—El Caballero. (NBC) wgy wtm wmaq wire wdf wbp kyw kstp
—Dinner Concert. WABC wgst wadc wbt
—Horlick's Lum and Abner, comedy sketch. WJZ WLW WENR whk
—Eddie Duchin's Orchestra: Stanley Worth and Patricia Norman, vocalists; Roger B.

Faye with Hal Kamp's Orchestra; Carlton Ka Dell, announcer. WABC WKRC WHAS WHIO wjr wgar kmox wbbm wcau wadc wbt kmc wgst wwl wcco wfbm
9:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAF WSAI wgy wtm wmaq wjz wdf kyw who wire
—Hollywood Hotel: Musical Revue. Ken Murray and "Oswald"; Jerry Cooper, m. c.; Frances Langford; Anne Jamison; Ken Niles; Raymond Paige's Orchestra; Brian Aherne and Olivia de Havilland in a sequence from "The Great Garrick." WABC WKRC WHAS WHIO wjr wbbm wgar kmox kmc wcau wadc wbt wcco wgst wwl
—Pontiac Varsity Show, featuring under-graduate talent from the campus of Fordham University; Paul Dumont, m. c. WJZ WLS WLW WSM wham kdka whk wfa waw wfaa
9:30—True Story Court of Human Relations, dramatization. WEAF wgy wtm wjz kyw who wmaq wdf wire
—Tommy Dorsey and his Orchestra. "Ask Yourself Another;" Edythe Wright, vocalist; Paul Stewart, announcer. WJZ WCKY WLS WSM kdka whk waw wowo
10:00—Russian Rhapsody: Zarova, vocalist; Sarah Kreindler, violinist; Arthur Schwarzman, pianist; orchestra. WJZ WCKY kdka whk wham wfa
—The Songshop, starring Kitty Carlisle, Frank

Crumit, m. c.; Read Kennedy; Alice Cornett; Songshop Quartet, the 22-Voice Glee Club, direction Ken Christie; 47-piece Orchestra, direction Gustav Haenschaen. WABC WKRC WHAS WHIO wjr wgar wadc wbbm wcau wadc wbt wwl wcco
—Campana's First Nighret "Romance Should Begin at Home," dramatization starring Les Tremayne and Barbara Luddy. Orchestra, direction Eric Sagerquist. WEAF WLW WSM wjz waw wmaq wtm wdf who kstp wfa wfaa kvoo wgy
10:30—Mr. Fortune Detective Stories. WJZ whk wham waw wire
—Jimmy Fidler and his Hollywood Gossip WEAF WLW wgy wtm wmaq kyw wjz wire kstp wdf
10:45—"People in the News." Dorothy Thompson, news commentator. WEAF WLW kyw wgy wtm wjz wire wmaq kstp wdf
—to be announced. WABC wbbm wjr wfbm wcau wcco kmox wadc wgst
11:00—George R. Holmes, Chief of the Washington Bureau of International News Service. (NBC) wgy wtm wdf kyw
—Esso News Reporter. WJZ only
—The Vagabonds. (NBC) whk waw wire wham
—"Tomorrow's News Tonight." Commentary by Andre Baruch. WABC only
—Poetic Melodies. (CBS) WHAS wjr wbbm wfbm wjz wcco kmox kmc

AROUND the DIAL

by THE DIAL TWISTER

Is radio becoming a press agent for Hollywood? That suspicion has been growing for some time. And certain of this year's programs from the West Coast are doing much to strengthen it. One is that show presided over by Feg-Murray (NBC—WCKY, Sunday, 7:30 p. m. (E.S.T.)). As entertainment, it's pretty much Hollywood ballyhoo: the old story of giving unimportant trifles an impressive glitter. Unless you're a rabid movie fan, it holds scant interest. Of course, there's a reason for all this tom-tomming of filmland on the air. Radio and the movies are branches of the show business. But the kinship is a good deal more remote than the powers seem to think. What's more, there's such a thing as being adroit about this business of build-up.

It's too bad that the scheduled meeting between Charlie McCarthy and Betty Lou failed to materialize on the October 7th Vallee Hour. It promised to be highly diverting.

For most of its listeners, shifting the General Motors Hour to an earlier spot (NBC—WCKY, Sunday, 8 p. m. E.S.T.), is bigger news than the organization of a permanent concert company. At the new hour this excellent program is sure to have a larger audience. Though that's not an announced policy, there seems to be more light music than last season. So long as it doesn't descend to music of the movie grade, that's an acceptable change. Too many symphony orchestras and fine voices are already being wasted on tunes that can be handled just as well by dance outfits, if they must be heard at all.

Something you won't hear on a "news" broadcast: a story about the unionizing of radio performers.

October 9, CBS—WKRC did one of those things that make football fans invent new swear words. On the verge of the fourth quarter the broadcast of the hair-raising Southern California-Ohio State game was cut to make way for the Saturday Swing Club. The Saturday Swing Club is not a commercial. Also it was announced that some Columbia stations would continue with the game. Grid-iron fans are still asking unprintable questions about the why of it all.

"Alias Jimmie Valentine" is becoming a full-fledged radio serial. In magazines and newspapers, a serial is a continued story. A radio serial is just continued.

The much-publicized debut of Jack Haley as a radio comedian (NBC—

WLW, Saturday, 8:30 p. m., E.S.T.) demonstrated again that screen success is no guarantee of clicking on the air. His initial effort was notable for its stereotyped dullness. Before he can hope to rival Allen or Benny, he'll have to have better material and learn how to make the most of it.

In its morning news broadcast, WHIO airs a daily horoscope. Here's consistency: a scientific medium of communication peddling superstition.

Changing nets and impresarios hasn't altered the formula of "We, the People." It still ranges from humor, through oddity, to pathos. Such a nice balance of appeal suggests something more than the happy accident of amateur planning.

Tyrone Power's radio series (NBC-WLW, Sunday, 9 p. m. E.S.T.) carries the same handicap that burdens most microphone efforts of screen and stage notables. "Ceiling Zero," his vehicle for October 10, might well have been retitled "Drama Zero." In other words, as adapted for the air the piece was just incredible hocus. Just why producers keep on committing this blunder is an insoluble mystery. Their dictum seems to be, the star is everything, the play nothing. The irony of it is that the star gets the blame when the alleged drama foisted on him turns out to be a hopeless flop. It's another of those games where everybody loses.

That Bicycle Party (NBC-WLW, Sunday, 3:30 p. m., E.S.T.) may as well be billed as a prize contest. Aside from that it offers little program interest.

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Nation's Finest Orchestras"

PHIL LEVANT

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Special Beginning Friday
BIG APPLE CONTEST
Everybody eligible—Fun, thrills, laughs
ADMISSION 55c Res. MAin 1804

He Sees Stars



Feg Murray, cartoonist of unusual facts and happenings in the lives of motion picture players, brings his widely followed feature, "Seein' Stars" to the air, over the NBC-Blue network, including WCKY, WLS and WSM, Sundays at 7:30 p. m. (E.S.T.).

Alfred Gus Karger, commentator, will have Willis D. Gradison, member of Council of the City of Cincinnati, and Chairman of the important Finance Committee of that body, as his guest to be interviewed on the subject of the "City Government," Saturday, October 23, at 6:45 p. m. over WLW and the WLW Line.

LOTTE LEHMANN TO BE GUEST ON FORD SUNDAY HOUR

Lotte Lehmann, soprano star of the Metropolitan Opera Company, will be guest soloist on the Ford Sunday evening Hour, with Jose Iturbi conducting the symphony orchestra and chorus, over the WABC-Columbia network, including WKRC, WHAS and WHIO, on Sunday, October 24, from 9:00 to 10:00 p. m. (E.S.T.).

Weekly Church Service

Beginning Sunday, October 24, WKRC will bring to its listeners, the weekly service from the Glendale Presbyterian Church in Glendale, Ohio.

Rev. W. H. Hudnut, Jr., pastor, will be heard on each of the broadcasts to be aired from 11:30 a. m. to Noon (E.S.T.) On the initial broadcast the church choir will sing "Bless the Lord,, oh my soul."

"Streamline Revue"

Music by name dance bands, songs and choral numbers by soloists and choruses, news flashes and weather reports make up the fast-moving show known as "Streamline Revue", heard over WCKY, Mondays through Saturdays at 10:30 p. m. (E.S.T.).

"Streamline Revue" is sponsored by *Look*, the new picture magazine, and a speedy tempo is maintained throughout. The commercials are dramatized in an interesting manner.

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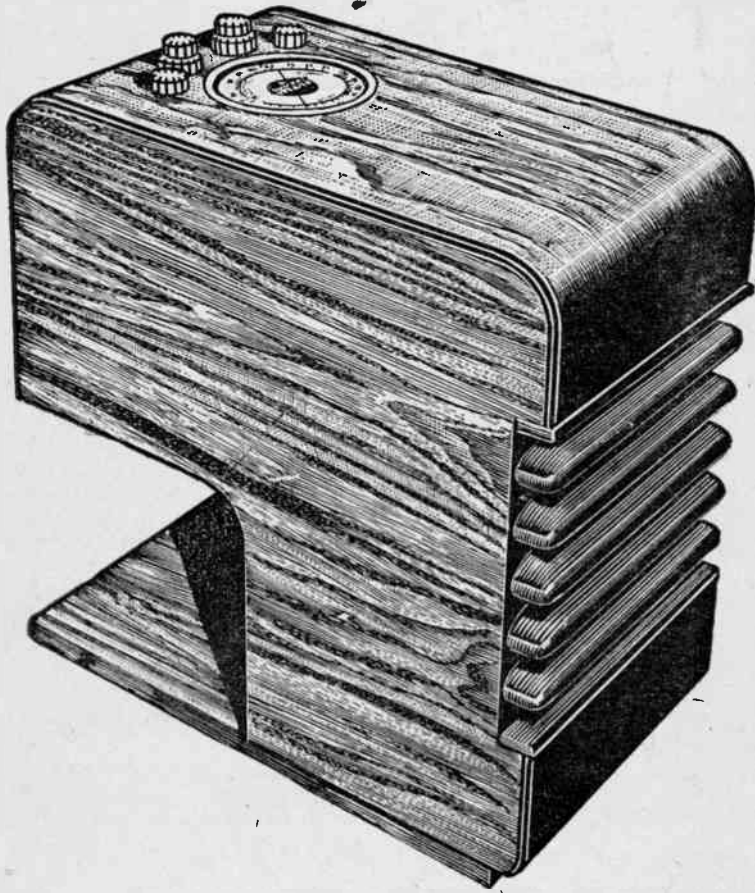
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★ Every home should have a chairside radio... a handy utility set that seems so much at home alongside your favorite armchair. The Crosley Dynatrol 6 makes an instant hit with all who see it, with all who examine the Dynatrol motor drive that turns the dial pointer electrically. Yes, it is an electrically tuned radio in a smartly styled cabinet, as attractive as you would ever want to see. The handsome piece of furniture houses an American and Foreign receiver as well as providing a space for smoking paraphernalia, etc. Indented shelf is underneath for books. A modern radio that's a great "space saver".

2 Bands, 540-1725 Kc., and 5800-18,300 Kc. Mirro-Dial is set in top and edge lighted to give a three-dimensional effect. Other features include: 8-inch electro-dynamic speaker, automatic volume control, intermediate frequency expansion or adjustable selectivity. Continuously variable tone control. Push-pull pentode output, .5 watts maximum. Power noise filter.

Cabinet dimensions: 19³/₄" high, 11" wide, 19³/₄" deep.

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