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Radio

The Midwest's Largest Radio Newspaper

Dial

WEEK ENDING AUGUST 19,
1938

Nebraskan With Pennsylvanians



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RADIO LIGHTS

At long last have I gained that wished-for insight into the souls of radio performers: Now I have the reason why there are such intrepid souls who dare the wrath of God, the public and critics. Because, my friends, I too



SAMMY FULLER

have been on the air. Not as a commentator, not as a participant in one of those popular round-table discussions, no, not even as a guest star. I have had my little fling on a horse—and a wooden horse, at that. My dashing steed, which I coyly named "Radio Dial," in the hopes of plugs to ride home on, succeeded right well, and I, along with the three other rash riders who entered the race, plunged on to victory—and ten dollars, which will not be given to charity . . . and I think that rates a headline for itself.

All of which is leading up to an idea. The program on which anyone who wishes can ride a wooden horse and collect ten bucks—if you guess the tunes and finish a limerick (which almost stumped me)—is Musical Steeplechase—broadcast over WLW at 10:15 Monday nights. I've attended the broadcast a number of times for fun—and I betcha a lot of people would enjoy it. After pocketing the winnings, I buzzed around the studio talking to

Josef Cherniavsky, Jimmy Leonard, Gordon Waltz, who's an old money changer, and Sammy Fuller, who certainly keep the show on its toes. And after a great deal of pushing, the boys shyly admitted that they wouldn't be adverse to seeing "Musical Steeplechase" on the stage of one of the local theaters. And me, I'm all for more wooden horses, so there.

That was no idle rumor that was quoted last week. Artie Shaw, the band, and Billie Holiday will be in town—the night of August 21—at the Greystone. Although it will be in the nature of a "dark town" ball, what with Artie and the boys getting such a big hand in Life, you can be sure that there will be a mixed crowd. On account of jitterbugs are jitterbugs, and all that.

Guests of the week include: Susanne Fisher, Met soprano, and her husband, Clifford Menz, NBC tenor, and Sara Allgood and Whitford Kane, well-known stage stars, on the Magic Key, August 14; Roy W. Post, criminologist and mystery story writer, and Jessica Dragonette, on "Believe It or Not," August 15; and on August 18, Walter Hampden, Shakespearean actor, and Joe Sebastian, wizard of the harmonica, on Rudy Vallee's Variety Hour.

A very worried lady called last week. She asked if the NBC Symphony will be at the same time Saturday evenings during the coming winter. "Ten o'clock," she said, "is too late to start. The program doesn't end until eleven-thirty, and possibly my next door neighbor doesn't care for symphony music. Can't the symphonies start at eight o'clock, instead?" So of course, I agreed with her, because there are many young people—and people not so young, too—who go out on Saturday night, if on no other night. And because Saturday night is a party night, it means two radios at a party for the dance-symphony feud to be averted. And because there is a great deal of money spent in promoting that good-will program, and as many listeners as possible should derive benefit from it. But then, I had to explain. There are commercials, and that means paid time on the air. So the National Broadcasting Company can't tell the advertisers who are willing to spend huge sums of money that they can't give them Saturdays between 8:00 and 9:30 p. m. But the doleful lady still wants to know what to do about her next door neighbor who might not like the symphony.

Cal Tinney's "If I Had The Chance" program, which interviews celebrities anent their secret ambitions, gets a new schedule over NBC-Blue on Friday, August 12, at 8:30 p. m.

Andre Carlon has pepped up the Merry-Go-Round over WCPO every day at 11:15 a. m. He's taken a rather hum-drum program and made it very listenable—which should be about all we can ask of any program. Wonder why Linda Carlon, Andre's sister, doesn't come back on the air. Linda was the original Mary Southern, and played in such big time shows as Crime Clues and Death Valley Days.

Cincy Sees Sophie



Sophie Tucker, dynamic star of radio, stage and screen, opens an engagement at Jimmy Brink's Lookout House on Friday, August 12. Miss Tucker comes direct from a successful tour of the east where she played to capacity crowds everywhere. She is perhaps the best loved entertainer in the world today, and her friends are many, from the Royal House of England to the poorest of chorus girls on Broadway.

He Looks Satisfied

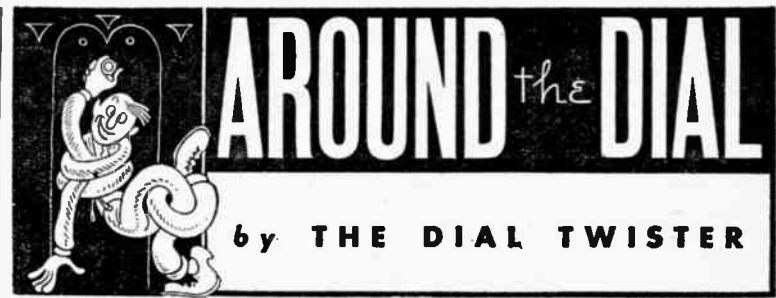


Cal Tinney, youthful Oklahoma humorist, each week presents outstanding personalities from all walks of life in his "If I Had the Chance" programs over NBC, including WJZ, Fridays at 7:30 p. m. (E.S.T.).

Kate's a Skipper



Summer sports are Kate Smith's only concern now that she has moved into her newly constructed cottage at Lake Placid. Her boats—and Kate herself—are contestants in the various regattas that feature the summer season at this popular resort.



Those recent games of the Cincinnati Reds at New York and Brooklyn, where no play-by-play reports are permitted, again call attention to the type of "music" for filler on sports broadcasts. Since it's just filler, the studios seem to feel that whatever is handy in the transcription bins will do. They'd be surprised to know how many fans promptly dial out the braying of a swing band. After all, there's nothing about sports that makes swing a "must." Snappy marches by a military band or lively music by a concert orchestra would be far more appropriate. In fact, I can think of operatic selections that would be perfect mood stuff. The point is that, for the stations, well-chosen filler music would have the beneficial effect of keeping listeners listening between bulletins. Swing can't guarantee that.

In case you've wondered, those telegraphic dots and dashes at the opening of Sam Balter's broadcast spell "sports." Those between-times spell "Phi."

Since it's being sponsored by Life, the March of Time's commercials are entirely too long. Of course the classic retort is, "And what commercials aren't too long?" But that doesn't make the March's excess blurring any more defensible. In the past its commercials have been brief and interesting. To have them "go daytime" is plain disappointing.

Being a mere man, the Dial-Twister can't pass expert judgement on this business of giving recipes which occupies so much of the daytime air. But even for a male, WKRC's Economy Kitchen has its points. Instead of the Park Avenue manner adopted by most radio cooks, Virginia List is crisp and business-like with her cupfuls and teaspoonfuls. Probably still more helpful for the wielders of pencils, she numbers her ingredients. Which seems to show there's a right way to do a thing, even radio recipes.

Another of radio's unsolved mysteries is why sponsors change their programs. There's the case of the Radio News Reel. Unusual and interesting, it was doing better than right well. But out it goes and in comes Spy Secrets. The substitute (not pinch-hitter) is one more specimen of lurid and not too credible melodrama. Unfortunately, too, it may spread the current epidemic of spy-jitters.

Speaking of drama, the ambitious

sustaining series of summer productions on NBC and CBS continue to highlight comparisons with winter productions by sponsors. The latest instance is "The 39 Steps." Last winter the Lux Theater aired an adaptation titled "The 13 Steps" (making things simpler?) which bore down heavily on romantic interest. Last week Orson Welles and the Mercury Theater aired a CBS version which gave full scope to tense, rousing melodrama. Welles had all the better of it. The same comparison, between sustaining and sponsored drama, is turning up with significant regularity.

If you see a worried individual slinking into the reference room of the library, it's probably a newscaster looking up the pronunciation of place names in those Russo Japanese war bulletins.

For reasons that have never been explained to the satisfaction of a mere listener, most hillbilly broadcasts are crowded into Saturday night and early morning schedules. So WKRC rates a pat for airing Glenn Hughes and His Guitar-pickers as the Twelve-thirty Roundup. This "irregular" time means greater variety. But like most hillbilly outfits, the Hughes meange has its own version of familiar tunes, even "Listen to the Mocking Bird." If all hillbilly bands bought the music for tunes they play wrong by ear, the music publishing business would have to work two shifts to keep up with the orders.

The recent and rather cautious celebration of Old Songs Week brinks to mind a continuity practice that causes grownup listeners either to snort or chuckle tolerantly. When a ditty four or five years old is introduced into a danceband program, the announcer speaks of it as if it were hoary with age. Measured by the radio life of hit tunes, that may be so. But many a listener can remember tunes that are a good deal older. The practice makes announcers seem naive striplings.

Back in the "dear, dead days" of broadcasting, the term, sustaining program, was coined to describe a non-commercial feature intended to sustain listeners' interest. Let's Get Together is non-commercial. Besides Jack Berch's baritone, it offers Lou Babian's patter, and Hope Emerson's telephoning. A sustaining program?

PRESIDENT ROOSEVELT ON NBC IN TWO TALKS FROM CANADA

Three Zanies and a Lady, Not Amused



With comedian Henny Youngman aiding conductor Richard Himber and master of ceremonies Ted Husing in the fun-making the Monday Night Show is a merry spot on CBS, including WKRC, WHIO and WHAS, at 7:00 p. m. (E.S.T.). In the picture we see Messrs. Himber, Youngman and Husing, reading from left to right, earnestly endeavoring to entertain Connie Boswell, featured songstress.

Massimo Freccia, Who Made American Debut At Stadium Concert, Re-Engaged To Conduct Final Program On CBS

Massimo Freccia, the young Italian conductor whose American debut in a Stadium Concerts broadcast over the Columbia network, July 17, aroused exceptional interest, has been re-engaged to direct the final broadcast of the season, Sunday, August 14, at 7:30 p. m. (E.S.T.), over CBS, including WKRC, WHIO and WHAS.

He will conduct the New York Philharmonic-Symphony Orchestra in Weber's "Euryanthe" Overture; "Death and Transfiguration" by Strauss, and the Seventh Symphony of Beethoven. Carleton Smith, noted critic and author, who has been Columbia's intermission commentator throughout the eight-week series, will appear as usual in that capacity, and Americo Lugo-Romero, of the short-wave staff, will give the announcements in Spanish for W2XE listeners in South America.

This will complete Columbia's fourth year of exclusive broadcasts from these famous outdoor music events in the Lewisohn Stadium of City College in New York. Three other conductors have been heard during the two months, Alexander Smallens, Macklin Morrow, and Willem van Hoogstraten.

The New York Philharmonic-Symphony will be presented again when Columbia's ninth consecutive season of Sunday afternoon winter concerts from Carnegie Hall in New York is opened October 23. John Barbirolli will return as conductor, Georges Enesco as guest conductor, and Deems Taylor will again be the intermission commentator.

New Time Scheduled For Columbia Series "The Gang-Busters"

Phillips H. Lord's "Gang Busters," the dramatic crusade against crime, returns to CBS, including WKRC, WHIO and WHAS, Wednesday, August 17, to be heard weekly at 7:00 p. m. (E.S.T.)

Col. H. Norman Schwarzkopf, former head of the New Jersey State Police, is to resume his position as the program's commentator between dramatizations of the thrilling and heroic work of law enforcement officials.

President To Receive Degree, and Open Bridge Aug. 18

President Roosevelt will figure jointly with educational and political leaders in Canada in two broadcasts which will be heard over NBC, including WCKY, WSM and WLS, on Thursday, August 18. The first occasion will be the conferring on Mr. Roosevelt of the honorary degree of LL. D. at the Queen's University Convocation at Kingston, Ont. Later in the day he will assist at the opening of the new International Bridge at Thousand Islands.

Times for the two broadcasts have not been definitely established, but it is expected that the University ceremonial will go on the air at approximately 10:00 a. m. (E.S.T.) and the bridge opening at 1:30 p.m. (E.S.T.). The Canadian officials who will attend this ceremony will be headed by Lord Tweedsmuir, the Governor General, and Prime Minister McKenzie King.

Each of these programs will be heard in the United States as an international exchange feature with the Canadian Broadcasting Corporation. The formal opening of the bridge to traffic between the United States and the Dominion will begin with the cutting of a ribbon at the international line, and will be followed by the remarks of the President and the heads of the Canadian government.

Terminals of the bridge are at Collins Landing, N. Y., near Alexandria Bay, and Ivy Lea, Ont., near Brockville. It is composed of five separate bridges and 8½ miles of approaches and connecting roadways.

Jill Of All Trades



When pretty Peg LaCentra is in the studio, the producers of "For Men Only," heard over NBC, including WLW, Wednesdays at 8:30 p. m. (E.S.T.), never have to bother about hiring actresses. In addition to singing with the orchestra, Peg, a noted voice mimic, can play all the femme parts written in the script.

Race of Soap Box Speed Demons at International Derby At Akron, Ohio, Scheduled for Air By NBC On August 14

Striking down a 1,200-foot runway tilted at an incline of ten degrees, 113 juvenile speed demons will vie for the international Soap Box Derby title at the Akron Airport course, Akron, Ohio, on Sunday, August 14, in a race before tens of thousands which will be heard at 5:30 p. m. (E.S.T.), over NBC, including WSM and WCKY. The broadcast will cover concluding heats and the final dash for first prize.

Descriptions of the races, which last year were witnessed by 100,000 spectators, will be given by two seasoned sports events announcers, Tom Manning and Bromley House of the NBC staff. Among the celebrities who will greet the winning youngsters will be Floyd Robert, winner of this year's Indianapolis Speedway race, and Wilbur Shaw, famous racing driver. It is hoped that Howard Hughes, pilot of the recent record breaking flight around the world, also will attend.

President To Talk On 3rd Anniversary Of Social Security

President Franklin D. Roosevelt will be the principal speaker during a special program in connection with the third anniversary of the signing of the Social Security Act on Monday, August 15, at 9:30 p. m. (E.S.T.) over NBC, including WCKY and WLS.

Mr. Roosevelt is expected to speak from his home in Hyde Park, N. Y. Brief addresses by Senator Robert F. Wagner, of New York, and Arthur J. Altmeyer, Chairman of the Social Security Board, will be heard from the Shoreham Hotel, Washington, D. C., where a dinner in celebration of the anniversary will be in progress.

The entrants in the derby represent 113 communities in the United States and abroad, each of whom has won the title for his area. The drivers must build their own cars out of whatever they think best, and none of the soap box speedsters may cost more than \$10. Speeds of 30 to 35 miles an hour are reached by the midget, motorless cars, and the crash helmets worn by the boys are an essential precaution. Ages of the competitors range from nine to fifteen.

This is the sixth year the National Broadcasting Company has broadcast the event, which packs the grandstands built along the speedway. The races are preceded by a mammoth parade in which both American and foreign bands march. One of the visiting units this year will be the Essex Scottish Band from Windsor, Ontario.

Twelve-Thirty Round-Up Gang



One of the most popular hill-billy groups heard on any Cincinnati radio station is Glenn Hughes and his Twelve-Thirty Round-Up aggregation who broadcast daily except Saturday and Sunday from WKRC at 12:30 p. m. (E.S.T.). Shown in the photo are, back row, left to right, "Little Joe" Isbell, vocalist; Jean Hughes, and Glenn Hughes, banjoist and guitarist. Front row, left to right, Winnie Waters, novelty fiddle; Chester Penn, bass; Charlie Wilson, "hot" fiddle, and "Harpo" Kidwell, harmonica player and singer. Al Bland, well-known WKRC personality, is heard as master-of-ceremonies.

Weekly RADIO DIAL

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

Published every Friday by the Radio Dial Publishing Co.
22 East 12th St., Cincinnati, Ohio

Six Months for \$1.00.

Single Copies 5 cents

RADIO DIAL brings you the latest available programs and news of your favorite stations and artists. All programs listed are correct up to press-time, but are, of course, subject to later changes by networks and local stations.

J. A. ROSENTHAL, Editor JO FUNK, Associate Editor
Telephone—CHerry 0710-0711

Vol. VIII WEEK ENDING AUGUST 19, 1938 No. 14

WHY NOT EVERY WEEK?

Among the paradoxes that challenge students of the contemporary scene is a marked nostalgia for the past. This is an age of proud, almost scornful modernity. Yet Civil War novels and biographies are best-sellers. Antique furniture fetches a handsome price. So do venerable houses.

Signs of that same nostalgia are beginning to appear in that most modern of modernities, radio. For instance, Old Songs Week has just been celebrated.

True, most listeners knew little about it. The "Week" received scant publicity. And its celebration was far from universal. Yet it is significant, on several counts.

For one thing it had the blessing of the American Society of Composers, Authors and Publishers. Popular tunes are the life-blood of the ASCAP. Yet it supported Old Songs Week, as a press release frankly stated, because "modern music loses its popularity in a comparatively short time because of constant radio and moving picture repetition."

Listeners know that only too well. A hit as recent as "Ti-Pi-Tin" is dead. On the other hand, old songs have the proverbial nine lives of a cat. Witness Rudy Vallee's revival of "A Tavern in the Town" not so long ago, and Walter O'Keefe's revival of "The Man on the Flying Trapeze."

Perhaps, too, senseless repetition is only a partial cause. The other night we heard a group of youths singing—or trying to sing—on the street. Instead of Raymond Scott or Rogers and Hart tunes, they warbled such perennials as "Let Me Call You Sweetheart" and "Sweet Ado-o-o-o-line." In other words, old songs outlive modern tunes because they can be sung by the average person.

But for radio, Old Songs Week is more significant because of the doubt it casts on the dominance of youth.

Programs lean heavily toward hits of the moment because young people are assumed to do most of the listening. This assumption is increasingly questionable. Both surveys and personal observation indicate that adults make up the real backbone of the radio audience.

Obviously, songs of yester year have definite appeal for these adults. If nothing else, they have lived long enough for familiar music to gain association values. Yet little of the popular music on the air is aimed at them.

The bulk of it is aimed at youths, and most of the remainder at the elderly. The lack of music between these extremes is something else that Old Song Week emphasizes.

Altogether, there is every reason to conclude that old songs should be a staple program ingredient, rather than sporadic revivals forced by the high mortality among current hits. Familiar tunes have demonstrated their wide appeal. They supply a balance that programs need. But much depends on the manner of their presentation.

Publicity for Old Songs Week mentions "original arrangements." Dreary experience makes us wonder what "original" means. For familiar songs, a "tongue in cheek" attitude is many times worse than the musical crime of being "corny."

IN RADIO'S LIMELIGHT

Nebraskan With Pennsylvanians

DONNA DAE, pretty 17-year-old Nebraskan contralto who can carry the torch or swing it, is being groomed for a feature spot with Fred Waring's Pennsylvanians when they return to NBC in October. Donna's been on the air since she was nine, and started singing with bands when she wore

curls, hair-ribbons, and was in junior high school. The program will be heard over NBC-Red Saturdays at 7:30 p. m. (E.S.T.).

How They Grow

One of the promising of the younger generation of CBS actresses is pretty PAT RYAN. Only 17, Pat is a radio veteran, for not only is she heard on (Continued on page 14)

THIS IS RADIO

By BILL BAILEY

In the preceding installment, which had to do with radio sound effects, we discussed the use of certain foods for reproducing certain effects such as walking in snow, etc. Before we explain the part meats play in sound effects, may we correct an error?

Don Winget, Jr., chief sound engineer of WLW and WSAI, informs us that sound effects men are known as engineers and not technicians.

"Theoretically a technician is a microphone man," quoth the learned Mr. Winget, so from here on out, the men who make those odd noises during radio programs will be engineers, despite the fact that the average writer calls them technicians.

Back to the meats. In the WLW-WSAI sound department laboratory is a large electric refrigerator literally stocked to the top with foods of all kinds. We spotted a four-pound cut of beef and wondered if Mr. Winget were planning to serve roast beef.

"Well, yes, we do use meats of various kinds, for cooking," he explained. "If the script calls for frying bacon, ham, steak or for broiling,

we usually set up our portable electric stove and go to work. Now take that four-pound beef roast . . ."

"Thanks," we interrupted, "we're great beef roast eaters."

"No, no . . ." objected Mr. Winget. "I didn't mean that literally. Take the beef roast, for instance. See those bruises? They were caused by beating the roast."

A "True Detective Mysteries" script not long ago called for a flogging. While the actor, groaning with apparent agony, begged for his life and the villain sneered haughtily, the sound engineer was lashing the roast beef. If there's a fight and one man hits another, the sound engineer merely doubles his fist and sinks it into the meaty section of the beef roast.

For stabbing scenes . . . fortunately those scenes are rare . . . the sound engineers use a head of cabbage. Sometimes cantaloup is used. If a person is struck on the head accidentally the sound man merely strikes a cabbage or cantaloup, depending upon the type of blow.

Eggs, bacon, butter, ice cubes, liq-

SERENADE AND STATIC

THE MAIL BOX

Editor, Radio Dial:

Many of your older subscribers, no doubt, are interested in the whereabouts of Bradley Kincaid, "The Kentucky Mountain Boy" who used to charm his listeners over WLW.

Having recently visited in his summer home near Saratoga, N. Y., I wanted to tell your readers of his happy home life with his wife, "Irma, the girl friend," the twin daughters, Barbara and Allene, and the boys, Billy and Jimmie.

When not exercising in the hay field, Bradley is making a few personal appearances this summer.

In the fall when the family go back to their home in Garden City, L. I., Bradley will start sustaining programs on WGY, Schnectedy, and WTIC, Hartford. He says his heart is still in the middle west and he hopes to be broadcasting in Cincinnati again in the not distant future.

Sincerely yours,
Mrs. Guy F. Giddings
Cincinnati, Ohio.

* Thanks so much for the information which I'm sure many readers will be glad to receive.—Ed.

Dear Sir:

I would like to see an article or something about Ben Grauer.

Somehow I have got the idea that Horace Heidt conducts his orchestra

from a wheel chair so would like to hear the truth as I think so much of his Brigadiers.

The kids around here are sure struck on Peter Grant. They were all so disappointed not to hear his voice at the Peony Festival.

Sincerely,
Miss. J. Thackery
Holgate, Ohio

* You have been hearing a rumor of the kind that takes the joy out of being a public figure and puts the fear of malicious gossip into entertainers' hearts. Horace Heidt is one of the most active orchestra leaders on the air. Moreover, Mr. Heidt is a good-looking young chap who looks extremely healthy.

Editor, Radio Dial:

Now that the Gershwin Memorial Concert is well over, I'm taking this opportunity of expressing my thanks for your very kind cooperation.

As you know, before the concert I solicited the advice of critics as to the type of show to be presented. The numbers selected, showing Gershwin's real versatility, was the consensus of opinion from the press. It was gratifying to know that I could count on your help.

Sincerely,
Paul Whiteman

uid soap, soap chips, soda water, milk and canned foods all have definite places in radio sound effects.

In the dramatic serial, "Mariondi-Man of Mars," liquid soap is used for a slow boiling effect. Should the script call for dish washing, soap chips are used to deaden the sound of dishes clinking together. Soda water is used for various purposes . . . in cafe scenes and to produce various fizz sounds with reference to chemicals.

Milk is used for pouring milk, the sound engineers having learned that no other liquid sounds like milk being poured. Canned foods are used for opening cans and preparing dishes. In other words, some foods are used in the radio studio as they are in the kitchen, while others provide realistic sounding effects entirely foreign to eating.

Hydraulics are used to a great extent in radio sound effects. At the Nations Station and Cincinnati's Own Station, where the sound men are graduate engineers, they have built all of the hydraulic devices used on the air.

The part hydraulics play in radio sound effects will be discussed next week.—Editor's Note.

Vicki Chase To Wed Fan Who Heard and Fell For Her Voice

It was love at first hearing for Sidney Fisher when he tuned in Vicki Chase, prima donna of WLW, the Nation's Station. He wrote for a picture. That wasn't unusual. Lots of radio fans write for pictures.

But Miss Chase, somehow, was impressed by the sincerity of Fisher's letter. She sent a photograph, along with a note of thanks for the kind things he said about her voice.

Came a letter from Mr. Fisher. He liked Vicki's voice even better and had pictured her in his mind just as she looked in the photo. A correspondence began. It wasn't long before Mr. Fisher, the fan, went to WLW studios to meet Miss Chase, his dream girl of radio. He attended a "Musical Camera" program, conducted by Josef Cherniavsky and featuring the primadonna as soloist.

"Right then and there my heart went boom-diddle-boom and pitty-pitty-pat," exclaimed Miss Chase. "It sounds trite, I know, but it was an honest-to-goodness case of love at first sight for both of us."

"Preceded by love at first sound for me," Fisher amended.

The wedding will take place in New York some time in September, Miss Chase announced.

She is featured on her own program over WLW at 10:15 p. m. (E.S.T.) Wednesdays, and as soloist on "Vocal Varieties," conducted by William Stoess for the NBC-Red eastern network at 6:15 p. m. (E.S.T.) Tuesdays and Thursdays, and over WLW and the NBC-Red western network at 10:15 p. m. (E.S.T.) the same days.

THE STARS SHINE FORTH

By GRACIE ALLEN
(NBC Comedienne)

Did you ever dream that you were a ham sandwich on rye and (hold the mustard), only to wake up and find out it wasn't true? Did you ever dream that you were on a street car and that a rhinoceros got up and gave you his seat? Did you ever dream you were taking a shower bath and that maple syrup came out of the faucet marked "Hot" and chili sauce came out of the "Cold" one? Whether you have had dreams like that or not, every dream means something so I'm going to give you a few hints on what dreams mean. Then, if you are smart, you will only dream about things that mean good luck.



GRACIE ALLEN

Alphabetically speaking, the things you can dream about go from "Abalones" to "Zodiacs," but who wants to dream alphabetically? Anyhow, I haven't time to explain everything so I will give you a few sample dreams and explain what they mean—then you can substitute the things in your dreams for the things in the sample dreams and, by substituting a new answer for the one I got, you'll know

as much about interpreting dreams as I do—or less!

Now our first sample will be the kind where you dream you are falling from a high building, being murdered, drowning, being hit by a train or automobile or even being eaten by wild animals. We will call this the "violent" type of dream on account of it's often a little depressing to think you're dead. However, when you have a dream of this type and it's followed by good luck, then the dream meant you were going to have good luck.

Then there's the "beautiful type of dream which is always something pleasant—like dreaming you are swimming in a pool of custard with macaroons for life preservers, or that you're eating a tunnel through a mountain made of banana ice cream. Whether dreams like that come true or not, they always mean good luck.

Another common sort of dream is the "puzzling" type. In these dreams the plot seems to change so often that it's almost like a Marx Brothers picture. For instance, maybe you are dreaming there is a burglar in the house and just as you reach out to push the light button you find yourself shaking hands with an octopus. You go into the bathroom and wash the octopus off your hands and dry them—then, when you hang up the towel you find your hands have changed into tennis rackets. By this time your feet have turned into a couple of French telephones and it's very hard to slip your dress on over the telephone wires. About this time both of your feet will start ringing so you begin answering one and then the other to see which it is.

A dream like that can mean almost anything, but the chances are 10 to one it means you will have great happiness in marriage. Of course if you are already married then you'll have to find some other meaning for the dream. Maybe you'd just better figure it means you are going to have lots of luck in the future on account of because anybody who has dreams like that will need lots of luck.

So this ought to cover the subject of interpreting dreams, but if there's anything I've missed just make a note of it. Goo'bye!

Had Wonderful Time



Home from a successful concert tour of Europe, Gladys Swarthout, mezzo-soprano star of opera, radio and motion pictures, made her first appearance of the season last week on the Magic Key of RCA, heard Sundays at 1:00 p. m. (E.S.T.) over NBC, including WLW, WLS and WSM.

MEET YOUR



Announcers

Introducing LEE BLAND

Lee Bland was born in Crewe, Va., but you can't detect a southern accent in his speech. That's because he moved to Ohio at the age of 12.



LEE BLAND

He attended Ironton, Ohio, High School, where he was editor of the school paper, the year book, took part in dramatics, and debating, played drums in the band and orchestra.

He then entered Marshall College in Huntington, W. Va., to study journalism and speech; did feature writing for the college newspaper; trod the boards for the campus theatre; was debater; did radio dramatics and announcing at WSAZ in Huntington.

At the end of the second year at Marshall, Lee transferred to Ohio State University. There he served as court reporter and managing editor for the Ohio State Lantern, campus daily, and did part-time reporting for the Columbus Citizen. He was a member of the Strollers, dramatic society, of the WOSU Players, and handled campus news at WOSU, the University station in Columbus.

He was graduated in 1935 with a Bachelor of Science degree, after which he returned to Ironton to a job as a motion picture projectionist. Shortly thereafter the Ironton Broadcasting Company was organized, allied with WCMI, Ashland, Ky. He helped launch the project and worked as announcer, writer, and engineer.

October 5, 1936, Bland came to WKRC as staff announcer and writer. Less than a week later he did his first coast-to-coast broadcast: the Cincinnati Conservatory of Music Hour on CBS. Then followed the concerts of the Cincinnati Symphony, Floyd Gibbons' "Your True Adventures," Kathryn Craven's "News Thru a Woman's Eye," Al Pearce's "Watch the Fun Go By" and other CBS announcing assignments.

His local work has included: "Hollywood Highlights," a movie commentary; the "Dodge Digest of News" and "Nightcap Newsreel," and "Right or Wrong."

At present, he does little staff announcing, the bulk of his work being news and continuity writing. He bears the title of production manager.

WCKY

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"Alias Jimmy Valentine"

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WCKY—10,000 Watts—149 on your dial

N Denotes (NBC)
C Denotes (CBS)
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PROGRAMS FOR SATURDAY, AUGUST 13

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for 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

6:00—Message of Israel: guest speaker; organ music. WJZ WLS WCKY kdkk whk wave wire whm wwo
6:30—Richard Humber's Orchestra. WEA F WSAI wgy wtm wmaq who wdf kyw
6:30—Syncopation Piece. Ben Feld's Orchestra. WABC WHIO wbbm wgar wfbm kmcb wadc wvva wsf wwl wcco

8:30—Rhythm Rendezvous: Buddy Sheppard's Orchestra. WABC WHAS WHIO wcau wgst wjr wbbm wgar wfbm kmcb kmox wave wbt wsf wwl
9:00—"Your Hit Parade." Carl Hoff's Orchestra, guest: Songsmiths, male quartet; Freda Gibson and Buddy Clark, vocalists. WABC WKRC WHAS WHIO wbbm wfbm wgar kmcb wcau kmox wadc wbsbt wvva wjr wgst wwl wcco wbt

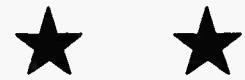
10:05—William Farmer's Orchestra. WJZ whk wave wire wham
11:00—Sammy Kaye's Orchestra. WABC WKRC WHIO whk wfbm kmcb
11:30—Tommy Dorsey's Orchestra. WABC WKRC wjr whk wfbm kmcb

Frequency of Stations Listed in RADIO DIAL table with columns for station call letters and frequencies (e.g., WADC 1320, WCKY 1490, WGST 8890).

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



PROGRAMS FOR SUNDAY, AUGUST 14



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

4:00—There Was a Woman. WJZ WCKY WLS WSM whm kdka whk wowo wspd wfaa
—Marion Talley; Orchestra direction Josef Koestner. WFAE wmaq kyy wire wjy wgy wtm kstp who wdf

—Budding Talent: Bud Hulick, m. c.; Harrison Knox, tenor; Adrian Rollini; Norman Cloutier's Orchestra. WJZ WLS whm wave kvoo wfa wspd wcol wire
—Interesting Neighbors—Jerry Belcher. WFAE WSAI WCKY kyy wgy wtm wjy wmaq who wdf wire
—"Weekend Potpourri." (CBS) wbbm

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

PROGRAMS FOR MONDAY, AUGUST 15

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main grid of radio programs for Monday, August 15, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective program schedules from 5:30 AM to 11:45 PM.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

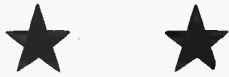
6:00-Amos 'n' Andy. WFAF who wgy kyw 6:45-Harrison Knox, tenor. (NBC) wgy wtm wmaq who wdf kyw
-NBC Concert Orchestra. (NBC) WENR kdka wave wfa wham
-Ray Heatherton, Songs WABC WKRC wadc wvva wbt wcau wgar wgst

Roeker, baritone; Benny Krueger and his Orchestra. WABC WKRC wjr wbbm wgar wgst kmcb wcau wbt wadc
-Those We Love: Dramatic serial with Nan Gray. WJZ WCKY WLS kdka whk whm wham wave wire
8:00-Century Fight, Josef Cherniavsky and Orchestra; Charlie Dameron, soloist; Sammy Fuller, Gordon Shaw, James Leonard and Peter Grant, Novel Interviews. WFAF WSM WLW kyw wtm wvj kvoo wgy wfa wmaq who wdf wire kstp wfaa wave

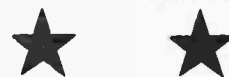
wtam wvj (WSAI at 9:45)
-President Roosevelt. Third anniversary of Social Security Act. Arthur J. Altmeyer, chairman of Social Security Board, presiding. WABC WKRC WHIO wadc wbbm wcco
-3rd Anniversary of signing of the Social Security Act. Address by President Franklin D. Roosevelt, Senator Robert F. Wagner of N. Y.; Arthur J. Altmeyer, chairman of Social Security Board, presiding. WJZ WCKY WENR whk wave wire wham
-Cantor's Caravan. (CBS) WHAS wfbm kmcb kmox wfa wvl wcco
-Believe It or Not. (NBC) WSM wire wave wfa wmaq kstp wdf

-Ben Cutler's Orchestra (NBC) wspd
10:05-Ben Cutler's Orchestra. WJZ wspd whk wave (WSM at 10:15)
-Henry Busse's Orchestra. WABC WHIO wgst wbt wjsw wcau
10:25-United Press News Reports. WFAF
10:30-Sammy Kaye's Orchestra. WABC WHIO WKRC wjr wgar wcau wspd wsbw wadc wgst wbt
-Pick and Pat in Pipe Smoking Time; Edward Roeker, baritone; Benny Krueger's orchestra (CBS). WHAS wfbm kmox wcco
-Al Donahue's Orchestra. WFAF WLW wgy
-William Farmer's Orchestra. WJZ kdka whm wowo
-Henry Busse's Orchestra. WABC WHIO wgst wbt wjsw wcau
11:00-Roger Pryor's Orchestra. WABC WKRC WHIO wjr wcco wgar wfbm kmox kmcb wgst wbt wjsw wcau
-Clyde Lucas' Orchestra. WFAF WLW wgy wmaq
-Reggie Child's Orchestra. WJZ kdka whm wowo
11:30-Billy Swanson's Orchestra. WJZ WCKY whk wave wire whm
-Lang Thompson's Orchestra. WFAF WLW WSM wgy wmaq
-Ted Weems' Orchestra. WABC WKRC WHIO wjr wcco wgar wfbm kmox kmcb wgst wbt wjsw wcau

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



PROGRAMS FOR TUESDAY, AUGUST 16



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

Detailed text block providing specific program details, including station call letters, program titles, and broadcast times for various network shows.

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

PROGRAMS FOR WEDNESDAY, AUGUST 17

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00-Ray Heatherton, songs. WABC wadc-Ennio Bolognini's Orchestra. (NBC) wave wvva wbt wgar wcau wgst
6:15-To be announced. WEA F WSAI wfaal wco wmaq wtam wire wdfw kyw who wbp kstp
7:00-One Man's Family, dramatic sketch. WEA F WLW WSM wdfw wgy wvj wtam who wmaq wfla wave kvoo wcol wfae kyw wbp
7:30-Paul Whiteman's Orchestra and guest stars. WABC WKRC WHIO wjr wbbm wgar kmbc wcau kmox wcco wbt wadc wgst wwl

wgar wbt wgst wwl kmox wfbm kmbc wcco wht
-Tommy Dorsey, his trombone, and his orchestra, with Edythe Wright, Jack Leonard and the Three Esquires; Paul Stewart, master of ceremonies. WEA F WSM WLW wgy wtam wmaq kyw wdfw who wfla kstp wave wvj wire wfae
8:00-"Meet the Champ." Ed East and Ralph Dumke, m. c.'s. WABC WHAS WHIO wjr wbbm wfbm wgar kmbc wcau kmox wadc wbt wfa wwl wcco wbst wgst
8:30-Mark Warnow's Blue Velvet Music. Hollace Shaw, Soprano. WABC WHAS WHIO wjr wgar wbbm kmbc wcau kmox wfbm wgst wfa wwl wcco
-Fred Uhal, Peter Van Steeden's Orchestra. WEA F wjar kyw wgy wtam wire wvj, who kstp kmox
-National Music Camp at Interlochen. Orchestra and band, guest conductors; Dr. Joseph E. Maddy, director. WJZ WCKY WHIO wadc wbt wbst wgst wbbm wwl WLS whk wave wire wham
9:00-The Word Game. Max Eastman, m. c.; WABC WKRC WHIO wjr wcau kmox wbbm wfbm wfa
-Kay Kyser's Musical Klass and Dance. WEA F WLW WSM wgy wtam wmaq kyw wdfw who wfla kstp wave wvj wire wfae kmox
9:30-"It Can Be Done." Edgar A. Guest; Frankie Master's Orchestra. WABC WKRC WHAS WHIO wjr wcau kmox wbbm wfbm
-Bill Perry and Ruth Carhart, songs, with Lew White at the organ. (CBS) wcco wwl wbst wgst
-NBC Minstrel Show, Gene Arnold, Interlocutor. WJZ WCKY whk wave wire wgst wham
10:00-Amos 'n' Andy. (NBC) WLW WSM wmaq wdfw wire wbp wtam wvj
-Evening News Report. WABC only
-Johnny Messner's Orchestra. WEA F wgy wtam who kyw
-Vincent Lopez's Orchestra. (CBS) WHIO wadc wbt wbst wgst
-Eso News Reporter. WJZ only
-Ben Cutler's Orchestra. (NBC) WCKY whk wave wire wham

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

PROGRAMS FOR THURSDAY, AUGUST 18



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and time slots (6:30-11:45). Each cell contains the program name and station call letters.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

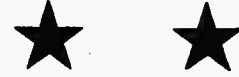
Network programs section with columns for time slots (6:30-11:45) and program details (e.g., 'Easy Aces', 'Promenade Symphony Orchestra', 'Music Hall').

Willingness to accept any part assigned to you is one sure path to eventual success. Never feel above taking the tiny roles, or the difficult assignments. — Advice to youthful radio aspirants by Margaret Fuller, star of NBC's Guiding Light series.

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



PROGRAMS FOR FRIDAY, AUGUST 19



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

Summary row for stations: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. Table listing program titles and associated stations.

WHIO wjr wgar kmox wbbm wcau wadc...
-First Nighter: Dramatization, starring Les Traymayne and Barbara Luddy; Orchestra, direction Eric Sagarquist. WEAFF WLW WSM wjv wawe wmaq wtam wdaf whk kstp wfia wfaa wire kvoo wgy
9:30-Jimmy Fidler and his Hollywood Gos-sip. WEAFF WLW wgy wtam wmaq kyw wjv wire kstp wdaf
-ink Spots. WJZ WLS WCKY WSM kdka whk wham wesp
-Barry Wood. WABC WHIO wjr wbbm wcau
9:45-Jesse Crawford, organist. WEAFF kyw wgy wtam wjv wire wmaq kstp wdaf
-American Viewpoints. WABC WKRC WHIO wbbm wjr wfbm wcau wcco kmox wadc wgst
-State of the Nation. Jay Franklin, Com-mentator. WJZ WLS kdka whk wham wsp
10:00-To be announced. WEAFF wgy wtam wdaf kyw
-Evening News Reprt. WABC only
-Esso News Reporter. WJZ only
-Henry Busse's Orchestra. (CBS) WHIO WHAS-wbbm wvl
-Carl (Deacon) Boore's Orchestra. (NBC) whk wawe wire wham
-Amos 'n' Andy. (NBC) WLW WSM wmaq wdaf wire wbp

DAVIS CUP ZONE FINALS SUMMARIES TO BE AIRED BY NBC

Song Plugger's Dream



Past master at digging up old songs that didn't click and revising them till they do is Rudy Vallee, whose hour is heard Thursdays at 9:00 p. m. (E.S.T.) over NBC, including WLW and WSM. Most recent effort of his is the ten year old, "Oh, Ma Ma," which Rudy had translated from the Italian, then rewrote into a smash hit.

Philco Introduces New Self-Powered Portable Radio

Philco Radio & Television Corporation announces the introduction this week of a new, self-powered portable radio receiver, weighing only 18 lbs.

No aerial or ground wires are needed, with a hundred feet of wire built into the set itself. The radio's source of self-power will serve for 250 playing hours before requiring replenishment.

Adaptable for use under any conditions in knocking-about out of doors, Philco officials declared the self-powered radio is ideally suited for sportsmen, vacationers and travelers.

This new type of radio receiver brings radio to its ultimate human relationship. There is no place you can go that it can't easily go, too.

"Strange Interlude" Ends Pulitzer Series On NBC

The concluding drama in the Pulitzer Prize Play series will be presented over NBC, including WCKY, WLS and WSM, in two weekly installments beginning Thursday, August 18, when the first half of Eugene O'Neill's "Strange Interlude" is dramatized at 8:00 p. m. (E.S.T.)

One of the longest plays ever presented on Broadway, "Strange Interlude," covers a period of more than twenty years, and requires five hours for stage performance. The play, which received the Pulitzer Prize for the 1927-28 season, will be the third O'Neill prize winner presented on NBC's series.

Shares Adventures



Attractive Helen Choat as Bunny Wilson shares many adventures with "Pretty-Kitty Kelly" Mondays through Fridays at 9:00 a. m. (E.S.T.) over CBS, including WHIO. A Bostonian, Miss Choat ranks with the best players.

Bill Stern To Give Resume of Matches At Longwood Club

Bill Stern, ace sports announcer of the National Broadcasting Company, will give summaries of each day's play in the Interzone Davis Cup tennis matches at the Longwood Cricket Club, Brookline, Mass., on Thursday, Friday and Saturday, August 18 to 20 inclusive, in three broadcasts which will begin at 5:15 p. m. (E.S.T.) over NBC, including WCKY and WSM.

The Interzone matches will determine which country is to challenge the United States, holder of the cup which is emblematic of world supremacy in tennis.

The teams to play in the Interzone meet have not been selected yet, since all the preliminary eliminations have not been played off. The European team will be either Germany or Jugoslavia. Each of these countries has survived all of its previous matches, and they will play each other to determine which will send its team to America. The other play-offs are between countries of the Western Hemisphere and Japan. The strongest teams in the Americas are Canada, Mexico and Brazil.

WKRC Midnight Merry-Go-Round Is Popular Favorite In Summer

Conclusive proof that the hot weather in Cincinnati is keeping people from retiring at their usual hour, is evidenced by the fact that Maynard Craig's mail on the Midnight Merry-Go-Round on WKRC has tripled in the past week.

She's From Missouri



Kansas City, Missouri, which gave William Powell, Wallace Beery and Joan Blondell to the movies, has given pretty Francesca Lenni to radio. She is reversing the usual procedure of those from Missouri and showing radio listeners. Francesca is currently heard in "Your Family and Mine," the popular serial broadcast Fridays over NBC, including WCKY and WSM, at 4:30 p. m. (E.S.T.).

Helen Henry Signed By NBC To Year's Contract

Helen Henry, lovely blonde soprano, has been signed to a one year management contract by the National Broadcasting Company, following the expiration of a six month option held by the network. The contract will mean a steady series of programs for the new soprano and gives NBC permission to arrange for concerts, television broadcasts, possible motion picture work and appearances on the legitimate stage.

Series Of Northwest Territory Settlers Scheduled On WKRC

"It Did Happen Here," a group of programs especially written for radio by Jan Pfandt, director of the Federal Radio Theatre in Cincinnati, is broadcast over WKRC Wednesdays at 8:30 p. m. (E.S.T.).

Presented in connection with the sesqui-centennial celebration of the settling of the Northwest Territory, the dramatizations offer strange and unusual events in the history of the Northwest region.

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Shoe Shining In Reverse



It was really reversing roles when Don McNeill, m. c. on the NBC Jamboree, heard over NBC, including WCKY and WLS, Tuesdays at 8:30 p. m. (E.S.T.), did this shoe-shining job. For Allene Cunningham shined shoes in her father's barber shop to pay for her singing lessons. Now the 17-year-old girl is on her way to stardom. She made her network debut on the Jamboree program recently.

Annual Eagles Nat'l Convention Parade Described Over WSAI

The annual Eagles National Convention Parade which will take place Sunday, August 14, in Cincinnati, will be described over WSAI in a special broadcast from 12:30 to 1:00 p. m. (E.S.T.).

Two sets of announcers and engineers will be required for the program, Herbert Flaig, WSAI special events director, announced. The portion of the broadcast devoted to description of the parade will be handled via lines into the reviewing stand in front of the courthouse. During lulls in the parade activity, the second announcer and engineer will take the pack transmitter into the crowd to interview out-of-town delegates, marchers and high officials in the national order.

The broadcast originated by WSAI will also be broadcast over the coast-to-coast Mutual network, according to tentative plans, Flaig said.

IN RADIO'S LIMELIGHT

(Continued from page 4)

"Let's Pretend," but she also has had roles in "Aunt Jenny," "The American School of the Air" and "March of Games," all CBS shows. Pat was born in London, but she has lived most of her life in New York.

Charlie's Chum

After a concert tour of the nation, Baritone NELSON EDDY rejoined Charlie McCarthy and the rest of the gang on the Sunday show heard over NBC, including WLW and WSM, at 7:00 p. m. (E.S.T.) John Carter, the young tenor who replaced Eddy during his tour, left the program to join the Metropolitan Opera Company in New York City.

Finger-Tips

HELEN WOOD has solved her calling card problem by simply having her name painted on her finger nails. There's enough room left on one thumb for the addition, "NBC." Helen is the charming actress of "Those We Love," serial heard over NBC, including WCKY and WLS, Mondays at 7:30 p. m. (E.S.T.)

Radio Dial's Slogan Contest Ends

This week marks the end of RADIO DIAL'S Slogan Contest. At this time the editors of RADIO DIAL wish to express appreciation of our many readers who contributed so many excellent slogans and so much "life" to the contest. Many of you sent in slogans; only some of you won. But we all had fun. Thank you all for your participation, your sporting spirit and your cooperation.

Leads Passing Parade



The important female roles on John Nesbitt's "Passing Parade" heard Sundays at 6:30 p. m. (E.S.T.) over CBS, including WKRC, WHIO and WHAS, are played by Bea Benaderet, an accomplished dialectician who has seen microphone service in many of radio's most outstanding shows. Before radio absorbed her talents, Bea was for four years associated with leading West Coast stock companies.

Joe Penner Returns To Air Sept. 29 In New Thursday Series

Joe Penner, radio and motion picture star, will inaugurate a new half hour series of comedy broadcasts on September 29th.

With Hollywood as the point of origination, Penner's show will be a regular Thursday evening series at 7:30 p. m., (E.S.T.), over CBS.

Busy with picture making, Penner has been absent from the air since June 26th. He sky rocketed to fame in July, 1933, and has been a top flight radio personality ever since.

Plans Under Way For Traps Tournament Broadcast

The annual National Rifle and Pistol Matches will be aired over WLW from Camp Perry, Ohio, September 3, Herbert Flaig, WLW-WSAI special events director announced.

Flaig returned this week from a conference with officials, with whom he set two broadcasts definitely, with the possibility of a third.

William C. Robbins, WLW announcer and expert pistol shot and student in firearms, will describe all events at Camp Perry.

The first broadcast, scheduled for 9:00 a. m. (E.S.T.) over WLW and possibly the Mutual Broadcasting System, will feature the .45-caliber pistol medalists' match, to be fired September 3.

During the second broadcast, 11:00 a. m. (E.S.T.), the same date, the Herrick Trophy Team Match will be fired. The trophy is a massive silver cup, presented in 1907 by the late Myron T. Herrick, former Governor of Ohio and at two different periods ambassador to France.

WKRC Sales Manager To Leave Monday For Canada

William J. (Bill) Williamson, sales manager of WKRC, leaves Monday, August 15, for a vacation in Canada. He has been operating as station manager during the absence of William A. Schudt, Jr., general manager of WKRC.

THE WINNERS IN RADIO DIAL'S SLOGAN CONTEST

First Prize—1939 Six-Tube Zenith Radio

Dave Ruden, 3214 Burnet Ave., Cincinnati, Ohio.
Advance Transfer Co.—"Be sure you 'advance' when you move."

Second to Eleventh Prizes—Ten 6-Month Subscriptions to Radio Dial
Mrs. Eve B. Cobb, 284 E. Park, Highland Park, Ill.

Gene Bess—"Our groceries meet the needs of all from dinner pail to banquet hall."

K. Charles Cytraus, 105 Dorsey Ave., Cincinnati, Ohio.
Verkamp Corporation—"We give 'more power to you' for less."

Tillie K. Hugg, 241 E. Auburn Ave., Cincinnati, Ohio.
Peck-Hannaford and Briggs—"Makes a COOL reception most enjoyable."

Mrs. Eugene Greenwood, Troy, Ohio, R. R. 2.
Edward Meyer Co.—"Always on Top."

Sara Lee Kennel, Ostrander, Ohio.
French-Bauer—"There's a barrel full of pleasure in a glass of French-Bauer."

Emma L. Schmidt, R. R. 2, Box 28, Amelia, Ohio.
Oak Cafe—"The Harbor of Happy Hours."

Mrs. Pearl Sparks, Dresden, Ohio.
The Brewer Co.—"Let your confidence be your guide."

Mrs. Beulah Waterfield, 3110 Linwood Rd., Cincinnati, Ohio.
The United States Wall Paper Co.—"Created for the shopper 'who cares'."

Mrs. G. E. Stevenson, 111 N. Market St., Liberty, Ind.
Davis & Siehl Co.—"Make your yard a safety zone for the children."

Mrs. Hazel Dunlap, Dresden, Ohio.
Dietz Distributing Co.—"Vegetables stay garden fresh in a Stewart-Warner."

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Week's Serious Music

SATURDAY, AUGUST 13

YOUNG PEOPLE'S CONCERT

Albert Stoessel, conducting the Chautauqua Symphony Orchestra in concert, from Lake Chautauqua, N. Y.; 9:30 a. m., NBC—WLW WSAI:
Ballet EgyptienneLuigini
The GypsyKreisler
LiebesfreudKreisler
Two Indian Dances.....Skilton

NBC MUSIC GUILD

Kreiner String Quartet in program of NBC Music Guild; 11:00 a. m., NBC—WSAI.

Quartet in F Minor, Op. 95....Beethoven
The SerenadeHaydn
Finale from "Lark" Quartet.....Haydn

SUNDAY, AUGUST 14

MUSIC HALL PROGRAM

Henrietta Schumann, pianist, and Jan Peerce, tenor, soloists with the Music Hall String Quartet, in Music Hall on the Air program; 11:30 a. m., NBC—WLW WCKY:
Three movements, from String Quartet No. 2Borodin
First Movement, from Piano QuintetBloch
Henrietta Schumann, pianist
a) MattinataLeoncavallo
b) Come and Trip It.....Handel
c) Tell Me, Oh Blue, Blue SkyGianini
Jan Peerce, tenor
Second and Fourth Movements, from Piano Quintet, Op. 87.....Dvorak
Henrietta Schumann, Pianist

CHAUTAQUA CONCERT

Georges Barrere, flutist, soloist with the Chautauqua Symphony Orchestra, conducted by Albert Stoessel; 2:00 p. m., NBC—WSM:
Overture, from "The Magic Flute".Mozart
Suite for Flute and Orchestra...Teleman
Georges Barrere, flutist
Symphony No. 3 in F Major, Op. 90Brahms

EVERYBODY'S MUSIC

Howard Barlow, conducting the Columbia Broadcasting Symphony in concert featuring the premiere of a composition by Quincy Porter; 2:00 p. m., CBS—WKRC WHIO WHAS:
Overture, from "The Magic Flute".Mozart
Two Dances for Radio.....Porter
"Italian" Symphony in C MinorMendelssohn

STADIUM CONCERT

Massimo Freccia, conducting the New York Philharmonic-Symphony in the final Stadium Concert of the season; 7:30 p. m., CBS—WKRC WHIO WHAS:
"Euryanthe" OvertureWeber
"Death and Transfiguration".....Strauss
Symphony No. 7 in A Major, Op. 92Beethoven

SUMMERTIME CONCERT

Kresup Erion, soprano, and Clifford Harvuot, Jr., barytone, soloists with symphonic orchestra directed by Josef Cherniavsky; 5:00 p. m., NBC—WLW:
Overture "Rosamunde"Schubert
Love Sings a Song in My HeartCherniavsky
Kresup Erion, soprano
Dance of the Buffoons, from "The Snow Maiden"Rimsk-Korsakoff
Aria, "Dio Possente," from "Faust"Gounod
Clifford Harvuot, Jr., barytone
Valse, "Die Fliegermaus"Strauss
Valse BluetteDrigo

MONDAY, AUGUST 15

VOICE OF FIRESTONE

Margaret Speaks, soprano, soloist with orchestra conducted by Alfred Wallenstein; 7:30 p. m., NBC—WLW WSM:
Overture, from "Raymond".....Thomas
a) Aria, "Non la sospira," from "La Tosca"Puccini
b) Summertime, from "Porgy and Bess"Gershwin
c) If I Am Dreaming, from "Du Barry"Millocker
Margaret Speaks, soprano
Symphonic Dance No. 2.....Grieg
"Vaquero's Song" and "Habanera," from "Natonna"Herbert

INTERNATIONAL NIGHTS

A program of French music, featured by orchestra conducted by Marek Weber; 9:00 p. m., NBC—WCKY WSM:
Speak to Me of Love.....Lenoir
Petite TonkinoisScotto
Berceuse, from "Jocelyn"Godard
Loin du halGillet
Dance MacabreSaint-Saens
My Heart at Thy Sweet Voice, from "Samson and Delilah".....Saint-Saens
Excerpts from "Faust".....Gounod
Overture, from "Orphee aux Enfers"Offenbach

THURSDAY, AUGUST 18

PROMENADE CONCERT

Mischa Mischakoff, violinist and concertmeister of the NBC Symphony Orchestra, guest soloist with Toronto Promenade Symphony Orchestra, conducted by Reginald Stewart; 8:00 p. m., NBC—WLW:
Overture, from "The Bartered Bride"Smetana
Concerto for Violin and Orchestra No. 3 in G MajorMozart
Mischa Mischakoff, violinist
Aria, "Pace, pace, mio Dio," from "La Forza del Destino".....Verdi
Jeanne Duseau, soprano
Suite in D Major, No. 3.....J. S. Bach

Experimental Play In Blank Verse To Be Heard Over NBC

"The Festival," an experimental play in lyric prose and blank verse, will be presented by NBC, including WCKY and WSM, Saturday, August 13, at 7:30 p. m. (E.S.T.)

Albert Williams, one of the younger members of the NBC production staff, wrote, and will also direct the play, which in structure is primarily for radio presentation, being—according to the author—impossible to do on the stage.

In addition to the cast headed by Richard Kollmar as David, and Kay Strozzi as The Voice of the Land, the production will include a speaking chorus of six voices. Special music is being written for the play by Tom Bennett.

The author, Albert Williams, who will have been with NBC just one year and two months at the time of the forthcoming presentation, has had one previous verse drama produced by the NBC. The earlier one, heard in December 1937, was "The Man That Wed the Wind and Water."

"2 Dances for Radio" Given Premiere Over CBS

Howard Barlow, conductor of the Columbia Broadcasting Symphony, will reach the half-way mark in his series devoted to the six compositions written for the Second Columbia Composers' Commission when he gives the world premiere of the third such work, "Two Dances for Radio" by Quincy Porter, in "Everybody's Music" over CBS, including WKRC, WHIO and WHAS, Sunday, August 14, at 2:00 p. m. (E.S.T.).

Barlow is to precede the performance of this twentieth century work with music of the eighteenth and nineteenth centuries: Mozart's "Magic Flute" Overture and the "Italian" Symphony of Mendelssohn.

In the analysis of his composition that Porter has given the conductor, he indicates that the "technique of jazz orchestrators" has provided something of a model for him in writing to suit the strictly modern demands of broadcasting. One of the devices of jazz he employs is the common one of brushing across a snare drum with a steel fly swatter.

"The contrast in color," he wrote Barlow, "between the smooth tone of the high saxophones and darker color of the muted trumpets is but one example of an effect which actually gains when it comes through the loud-speaker.

"Many new colors have been obtained by bringing out, above the other instruments, a solo instrument played very softly close to the microphone. In the first of these two dances, which is in slow four time, I have put a rhythmical, swishing effect: a snare drum, close to the mike, is stroked very softly with a steel fly swatter. If this were done loud enough to be heard in a concert hall the effect would be quite different.

"In the first dance there is a decided continuity of mood, with very little dynamic contrast. A short middle section, containing a new rhythmic pattern, slightly more jazzy in character, makes some contrast. The second dance, in five time, is much faster. Here the contrasts in the setting of the ideas are greater, and the dynamic changes more pronounced."

Porter, who has been professor of composition at Vassar College music school, was recently appointed dean of the faculty of the New England Conservatory.

The other composers writing for the CBS commission, which was formed in 1937, are Robert Russell Bennett and Leo Sowerby, whose works have already been played by Barlow, Vittorio Giannini, R. Nathaniel Dett and Jerome Moross.

Symphonic Strains

BY CLINTON BROOKS

We were very much gratified when comments regarding the arrangement of broadcast symphonic programs reached sympathetic ears two weeks ago. Like bread cast on waters, we have received an interesting suggestion or two from Josef Cherniavsky, Musical Director for Stations WLW and WSAI. The statement, because it is authoritative, we submit as a further enlightenment for our readers:

"As a constant reader of your very interesting and helpful 'Symphonic Strains,' I note your comments in regards to the fact that seldom the Musical Directors live up in full to the programs they send out to various publications.

"You are fully justified in raising the question as I realize the disappointed feeling a listener receives by not getting on the air what he is anticipating. You are more than entitled to an explanation, and I may, as a Musical Director of the Nation's Station, and a grateful follower of your column, offer you a few facts which force us to do this unpleasant thing. There are two unexpected surprises a Musical Director must be prepared to face always a day, or a few hours, before he goes on the air.

"The first we call 'deletion,' which means that on the day of the broadcast, or sometimes a day before, the network to which our program is fed, after receiving the original program the Musical Director submits for clearing, notifies us that one of the numbers must be omitted due to the fact that someone ahead of us has submitted the same composition for that particular day and the rules of the network demand that a certain amount of hours must elapse between any repetition on the air. This is one reason why we always have a standby number prepared which goes on in place of the number that is temporarily out.

"The other reason is the element of 'timing.' We find sometimes that regardless of how carefully we time our programs, we have to shorten them much more than we calculated; or in other words, make more cuts than we anticipated, and vice versa, perhaps add a number. I do not know how other Musical Directors act in this situation; but when I play a composition by a master, and I am in trouble with my timing which forces me to cripple the composition until it hurts my unmusical cuts, or completely change the traditional tempo in order to finish the show smoothly in the correct amount of time, I prefer to take out the composition entirely and perform it when the entire program will give me leave to do all possible justice to the composer.

"Thanking you for your very interesting and useful 'Symphonic Strains.'

Your constant reader,

JOSEF CHERNIAVSKY."

We, in turn, appreciate Mr. Cherniavsky's comments, which are extremely helpful and enlightening. We have quoted them, "sans permission," for they light the way to several other problems which may have puzzled radio listeners.

First of all, it is gratifying to learn that the National Broadcasting Company, as a musical clearing house, makes an effort to avoid repetition of certain music on the air. What the Columbia System does about it, we do not know. Some months ago we had occasion to comment on this matter and deplore the constant repetition of such estimable, though hackneyed, selections as De Falla's "Three Cornered Hat," Duka's "Sorcerer's Apprentice," and others. Such repetition, we considered at that time, tended to minimize the possibility of hearing other equally interesting and educational selections. Last week Columbia gave us two performances on Sunday of Richard Strauss's orchestral tone poem, "Don Juan," by Columbia Broadcasting Symphony under Howard Barlow, and the New York Philharmonic-Symphony under Alexander Smallens. Such duplication, we feel, is a trifle more justified, considering how unfamiliar the Strauss composition is, and the fact both performances were expertly handled, the second perhaps more vividly than the first. It's all a matter of relativity. Some selections, now rarely performed, could be repeated with greater frequency; others, apparently "fillers" for symphonic programs, should be handled with greater care. Its gratifying to know that NBC is busy along these lines.

Another factor brought out in Mr. Cherniavsky's letter is the care with which conductors exercise regarding the tempo of musical masterpieces. It long has been a habit of zealous composers to indicate, at the top of their scores, the speed at which their music should be played. The marking is that

(Continued on page 16)

Sweet Potato Is Their Main Dish



It's made merely of baked clay, but the simple ocarina sure gives out lots of music when played by NBC's Foursome (Marshall Smith, Del Porter, Ray Johnson and Dwight Snider). The boys are featured on Music Hall, Thursdays at 9:00 p. m. (E.S.T.) over NBC, including WLW and WSM.

SYMPHONIC STRAINS

(Continued from page 15)

of the metronome—so many ticks to the bar, depending on the length, style and content of the composition. The markings, in some cases, have been supplied by editors of the various compositions according to certain "traditions"—markings which have been adopted by conductors of considerable ability who have been able to interpret the music with the best effect. To depart from these markings, lengthen an "allegro" into an "andante," and vice versa would mean a bad performance of the music.

Not all composers, even the best, have always been able to indicate the best markings. They must take into account the various instruments of the orchestra. Some peculiar key combinations and certain finger stops on woodwind and stringed instruments are impossible. Composers cannot be expected to know how to play every instrument in the orchestra. Most of them, notably Mozart, Beethoven, Stravinsky, Liszt, Chopin, and Debussy were pianists. They learned to score for other instruments by a process of trial and error. A notable example is the D Major Violin Concerto of Tchaikovsky, which the Rubinsteins declared could not be played, which Tchaikovsky altered, and which today, though still very difficult, is the pride and joy of certain violinists.

It is a pleasure to know that Mr. Cherniavsky is meticulous in regard to timing. Some conductors are not quite so scrupulous. Therein consists one of the ear marks of an excellent orchestral director. "Cuts" are another important matter. A few compositions must be cut for performance, unnecessary and unworthy parts being deleted to give the music a better showing. Sometimes too much

cutting ruins a selection. This is one of the most popular arguments against phonograph recordings which sometimes are mutilated to observe certain space limitations. Judicious shearing is valuable when it is not overdone.

At this juncture, we might comment on the artistry of Mr. Cherniavsky's personal work. The "Summertime Concerts" are fast becoming one of the most interesting hours of the radio calendar. Last week the program was well balanced and of top calibre, thanks to the conductor's good musical taste. The solo of Rose di Giulio, talented coloratura soprano, heard during the Zoo Summer Opera season last year, was a highlight of the program. Miss di Giulio, we understand, learned to sing by listening to phonograph recordings. Her vocal talent demonstrates this clearly. She is familiar with the traditions and most successful mannerisms of first-rank operatic singers. We hope that we shall hear more of her at a time not too far in the future.

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Conrad Appointed To Special Events Dept. of WLW-WSAI By Shouse

John Conrad, recently public relations director of KWK, St. Louis, has been appointed to the special events department of WLW and WSAI, James D. Shouse, vice-president of the Crosley Radio Corporation in charge of broadcasting, announced this week.

Conrad will be associated with Herbert Flaig, WLW-WSAI special events director, in building and broadcasting unusual programs for both stations. The young executive joins the Crosley staff with a background of 10 years in radio.

With the addition of Conrad to the staff, WLW and WSAI now have two Variety Award winners. Shouse won the award for showmanship when he was general manager for KMOX, St. Louis. Conrad took the prize for community exploitation in 1937.

Bryan Field Previews Saratoga Highlights Before Races for CBS

Bryan Field, currently covering the highlights of the annual Saratoga meeting for the Columbia network, has added a series of three previews of outstanding events to his schedule. They will be broadcast on successive Fridays, August 12 to 26, at 5:45 p. m. (E.S.T.), over CBS, including WKRC, WHIO and WHAS.

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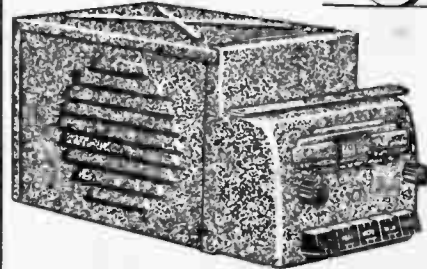
World Youth Congress To Hold Round-Table Discussion On NBC

"Youth and the World of Tomorrow" will be the subject of a round-table discussion to the World Youth Congress at Vassar College during a special broadcast on Monday, August 15, at 1:30 p. m., (E.S.T.), over NBC, including WCKY and WSM.

"The Silver Theater" To Return To CBS On October 2

"The Silver Theater," featuring leading stars of the screen and stage in radio dramatizations of original manuscripts, novels and magazine stories, will return to CBS, including WKRC, WHIO, and WHAS, on Sunday, October 2, at 6:00 p. m. (E.S.T.)

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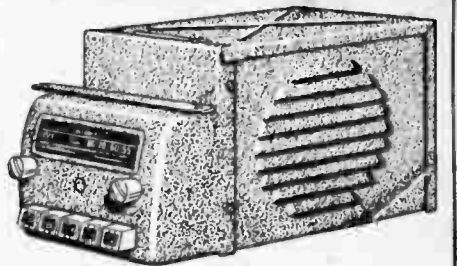
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