

# RADIO DIAL

Volume I, No. 6

FRIDAY, JUNE 26, 1931

Price 5c

## Opera Stars Have Prominent Place This Week In Local Programs; New Features Are Booked On Each Station



ADELE VASA

Adele Vasa, will sing "Norwegian Echo Song" in the first program of the Columbia Camp Concerts which WKRC will broadcast at 3:30 Wednesday afternoon (July 1).

The concerts are planned to supplement the American School of the Air broadcasts which are off the air for the summer. They are designed to reach the

(Continued on page 3)

### Military Band Will Play From London Tuesday

From London, England, the Wireless Military Band will broadcast through an NBC network including WSAI on Tuesday afternoon (June 30) at 3:40. Other international broadcasts will be relayed by WSAI in the near future. The dates will be announced in RADIO DIAL.

### Jewish Art Hour is Added to WKRC Sunday Schedule

The Jewish Art program will be broadcast by WKRC on Sunday morning (June 28) from 11 o'clock until noon in connection with the Columbia Broadcasting System. One of the most popular programs on the air in other cities was aired by WKRC two weeks ago as an experiment. Last Sunday it was omitted from the schedule. Eighty-four telephone calls that came in as fast as the WKRC switch board could handle them convinced program directors there that the program must be made a permanent Sunday feature.



Here's Helen Gilligan who sings with Milton Watson on the Star Reveries the Columbia network sends WKRC every Sunday night at 9:45. She has appeared as prima donna in many Broadway musical comedy successes. She's a true Irish colleen, the daughter of a distinguished Irish family that has contributed many renowned scholars, scientists and authors to the list of Erin's famous sons. Thursday night (June 25) at 10:30 you can hear her on the Radio Roundup if you tune to WOWO (1160 kc.-258.5) or WABC (860 kc.-346.6m.)

### Ryder Cup Match Results Will Be Told by Radio

A resume of the team matches to be played between English and American professional golfers in competition for the Ryder Cup at Scioto Country Club, Columbus, Ohio, will be broadcast over WSAI from an NBC network by Alex Morrison of the American

### At Sea

Ken Murray and Nick Lucas will appear in the RKO Theater of the Air Friday night (June 26) at 9:30. The program will originate aboard the S. S. Conte Grande. WSAI broadcasts locally.

Golfer magazine on Friday and Saturday (June 26 and 27) at 5:45 p. m. and 6:15 respectively.

### Geraldine Farrar Will Make Radio Debut Monday

Packard Presents Anna Case, Cyrena Van Gordon, John McCormack, Marian Talley

Geraldine Farrar, who for 20 years and more was the sensation of opera, will make her radio debut Monday night (June 29) at 9:30 in the first of four programs to be broadcast for the Packard Motor Car Company by the National Broadcasting Company with WLW as an outlet.

Her voluntary retirement from the operatic stage after 20 years as a star has been broken infrequently in recent years by brief concert appearances. Until now, she has refused to appear on the air.

John McCormack, Irish tenor; Cyrena Van Gordon, formerly of the Chicago Civic Opera; Anna Case of the Metropolitan, and Marian Talley, the Kansas City girl who at the age of 19 made the most sensational Metropolitan debut of the decade, will be heard on successive Packard broadcasts.

### Two Zoo Concerts Every Week Are Booked by WLW

Concerts from the Cincinnati Zoo will be broadcast by WLW this summer at 2:30 every Wednesday and Saturday afternoon.

Reuben Lawson, personnel manager of the Cincinnati Symphony Orchestra, is conductor. The concerts will be broadcast from the regular matinee performances in the Zoo club house.

### Six Red Games Are on WFBE Card This Week

WFBE will broadcast play-by-play accounts of the four games of the Cincinnati Reds will play at Brooklyn this week. The games are scheduled for 2:15 p. m. on Monday, Tuesday, Wednesday, and Thursday. Harry Hartman will do the reporting.

July 4, the Parkview station will celebrate with two ball games relayed from Chicago where the Reds play the Cubs. The morning game starts at 10:45, the afternoon play at 3:15.

### Liberty Takes True Story Place

Liberty Magazine will go on the air Friday (July 3) at 8 p. m. on the Columbia network and WKRC with a program built around features found in the magazine, probably in the manner of Collier's Hour. The new Bernarr McFadden magazine-child will take the place of the True Story hour.

Vox Pop, the weekly page of listener letters in the magazine, will be personified on the air with a radio actor playing the part. Adventures of Sandy and Lil will be dramatized each week from the cover of the magazine.

# Weekly RADIO DIAL

Published every Thursday by the Radio Dial Publishing Co., 27 East 12th St., Cincinnati, Ohio. Contents copyrighted.

NATALIE GIDDINGS, Editor

VOL. I JUNE 26, 1931 No. 6

## What Will It Prove Anyway?

Next, Montgomery Ward & Co. are going to try it; meaning, find out what the radio audience likes best.

Beginning July 1, the Chicago concern is to embark on a pretentious month's effort to unearth this coveted information. It will consist of four types of programs, each to be heard for one week, daily except Sunday at 8:30 a. m., over an extensive NBC hook-up including WLW.

The first week, Josef Koestner's orchestra will occupy the time. The second week, an entertaining dramatic sketch of home life will come to bat. The third week, modern minstrelsy will have its chance; and the fourth week, song and sentiment will be tried. Then listeners are to be asked to decide which of the four program types they want to hear the rest of the year.

At first thought, this candid venture seems to deserve the "nation-wide listener poll," "research," and "solve a vexing problem" phrases with which advance notices bristle. But what if one of the four competing types does win even a handsome majority of the votes? Will that prove anything?

In politics, majorities are decisive; but not in broadcasting. Far from it, minorities are all-important here, for the good and sufficient reason that endlessly varying tastes make the radio audience an innumerable collection of minorities.

Frankly, no one program or type of program can please a majority of listeners. And the bumbling of trying it is that this automatically displeases a host of minorities. In other words, the most popular stations are those that simply please the greatest number of successive minorities.

This may not be flattering to the doubtlessly sincere Montgomery Ward effort. Nevertheless, it is the truth, if we know our listeners.

The search for the perfect audience-insuring program has lured many another sponsor into a popularity poll. But unless human nature has undergone a revolutionary change, the latest attempt will be no more conclusive than its predecessors.

## Three Bakers to Reveal Identity in Last Program

Accelerating the racy pace they have kept up for many months, the Fleischmann "Three Bakers" will stage "Around the World" or "1892 Marches On" as the ambitious undertaking that will mark their farewell program Monday night (June 29) at 8 o'clock over WKRC and other Columbia stations.

At the end of the half hour, Brad Browne, master of ceremonies, will pull each Baker out for a personal introduction.

## Conway Sisters Will Play Sunday On Same Concert

Margaret and Patricia Conway, graduates of the College of Music of Cincinnati, will play a piano and violin recital at WCKY Sunday night (June 28)

## Art Hicks

WKRC points to Art Hicks and his orchestra as one of the snappiest dance bands heard on its wave length. Broadcasting from the Blue Grass Pavilion at Toronia Park in Dayton, Ky., Hicks and his band have been assigned to the 8:30 period on Saturday night, 9 o'clock Sunday night, 11:30 Tuesday night and 10:30 Thursday night. Ray Lawwill announces the broadcasts.

"Slave of Russia," adapted from the melodrama, "The Serf," will be played Saturday night (June 27) at 9 o'clock in Hick Simmans' Show Boat. WKRC is the local outlet.



Harriet Lee, statuesque blonde, is heard regularly over the Columbia Broadcasting System and WKRC. She is one of the staff "blue" singers of the nation-wide chain.

## Three Peanut Boys Shift Easily to Stage from Radio

The Three Peanut Boys who have been singing at WFBE, beginning this week are to appear every night on the floor show at Fuller's Gardens on Reading Road. They also will be heard in the Fuller broadcasts through WFBE.

The boys formerly were with Fess Williams' and Louis Armstrong's orchestras. On the air they have attracted so much attention that Earl Fuller, who owns Fuller's Gardens and manages WFBE, put them on his floor show to see if they could "draw" in person as well as by radio. The resultant success of their song and dance act has netted the three negro boys a contract at the Gardens.

## Gorno and Neely To Share Recital

Romeo Gorno, pianist, and Uberto T. Neely, violinist, faculty members of the College of Music of Cincinnati, will play at WLW Sunday (June 28) at 6:30 p. m. in the first of a series of recitals by other faculty members. The recital will include the first movement of Cesar Frank's "Sonata for Piano and Violin" and the Grieg "Sonata in G for Violin and Piano."

## Quacks

Facts about medical quackery never before publicized will be brought to light by Dr. Howard W. Haggard in the "Devils, Drugs, and Doctors" program on WKRC and Columbia Sunday night (June 28) at 7 o'clock.

"Dr. Jeckyl and Mrs. Hyde" will be played on the Irrational Broadcasting Company's Lavender Network during the Buddy Boys program at WLW Wednesday night (July 1) at 8 o'clock. J. Cornelius Schwadenziaga Fishbearder, Jr., reputed president of the IBC, says he plans to keep the cast from pulling shady business in their first mystery play by not giving them scripts of the play until the curtain rises.

# Around the Dial

By THE DIAL TWISTER

Who said band music isn't popular? He's wrong, as the Cremona Military Band is proving, daily except Sunday at 7 p. m. over WKRC. Many an old-timer is thanking Arthur Pryor for playing (and how!) the perennials they hear all too seldom; for instance, Sousa's "Manhattan Beach" the other evening.

In case you haven't found it out for yourself, "station KUKU" is as "cuckoo" as ever, Saturday at 9 p. m. on WCKY. "Ambrose J. Weems," "Mrs. Pennyfeather" and the "nickeloidian" run a dead heat for the laugh honors.

Speaking of laughs, you shouldn't overlook the Cotton Queen Minstrels, WLW at 10 p. m. on Tuesday. "Hink and Dink" turn out chorales at a rate that is nobody's business. There's a good quartet, And Charlie Eggleston is the genial interlocutor. By the way, he must be a mighty handy man to have around a studio.

Earl Fuller's Orchestra is providing dance music frequently and pleasingly at WFBE.

Bob White, who turns up daily on WCKY, belongs to the scrapbook clan that compiles wit, wisdom and sentiment for the delectation of those who go in for that sort of thing. And he's a good one. His personality is especially pleasant.

NBC and WSAI broadcast a pipeless organ the other day. What next? A croonless crooner?

Maybe the boys who sing "em soft aren't packing them in like they used to. For instance, the new Limit feature, daily at 6:15 p. m. over WKRC, is counting on Dennis King to make the girls listen. He and his full rich voice ought to. Besides, he sings good numbers from light opera.

Yes, and here's a break for the male of the species. Harbor Lights is back on WLW Sunday at 7:30 p. m. Tang of the sea, roaring adventure, "Captain Jimmie Norton" and all, it should pick up quite an audience of big, strong listeners.

Some of the lads who lean to good gory mysteries are mourning because the Sherlock Holmes series (WSAI) has faded out till fall. But they still have plenty of dirty

work at the crossroads. On Thursday there's Detective Story at 8:30 p. m. on WKRC, and if that doesn't satisfy their thirst for violence, WLW follows up at 9 with Crime Lights. What more could you ask in one evening?

That Tommy Ott is doing some mighty nimble piano work at WCKY. The other evening he stop-gapped with just the kind of medleys that this department does on.

Elliott Brock's Military Band is making a name for itself at WLW, 7:15 p. m. Friday. The dyed-in-the-wool march fans are wishing its program could run a half hour instead of just 15 minutes.

If you like organ music, you'll enjoy Nocturne, WKRC Saturday at 11:30 p. m. Ann Leaf just plays, without so much as an announcer to interfere. And she can play!

The many Cincinnati friends of Grace George, and Hortense will be glad to know that the Don-Hall-Rose Trio has crashed the NBC after several successful months at WTAM. They will be on the blue chain Saturday night at 10:30, and on the red, Tuesday at 5 p. m. Can't tell you what stations. But if you twirl the dial diligently enough you're pretty sure to find them.

Good old barbershop harmony is coming back, and just where you'd expect to find it; in the Barbasol program, Monday, Wednesday and Friday at 7:15 p. m. over WKRC. The story is that these boys are just business men. But they know their minors. That kind of singing doesn't have to be confined to barbershops.

Though maybe not as impressive as the winter edition, the Atwater Kent summer series is an attractive feature in its own right. If you're looking for something better than average, turn to WSAI Sunday at 6:15 p. m.

Sad news to these ears is the announcement that Henry Thies' Willys Memory Hour is to be off WLW's wave Monday night at 11 o'clock. Chime Reveries will move into the spot from the same hour on Friday. These were among the few 60 minute programs left on the air.

## Howard Hafford Uses Phones to Direct Concert

The Gruen Old-Fashioned Garden of Melodies last Sunday completed its first year on the air with Howard Hafford as its director. The hour-long program of favorite instrumental and vocal music is broadcast by WKRC every Sunday afternoon at 2 o'clock from the stage of Music Hall. Hafford is so meticulous in his direction that he wears ear-phones connected to a receiving set so that he can hear every note of the music as it sounds on the air rather than in the Music Hall studio.

## Bernie Fame

Ben Bernie is beginning to suspect that many of the radio fans are using defective receiving sets.

Despite the fact he is announced as the "Old Maestro," a week never passes without the receipt of a score of fan letters addressed—"Dear Old Microbe."

## Changes

Lucille Fox of Corbin, Ky., is a new blue singer on WCKY's staff. Leonard Barnes, formerly of WGY, is announcing remote control dance programs for WLW. Seger Ellis, baritone and pianist, will return to WLW the first week in July. WLW had not yet assigned him new periods on the air by RADIO DIAL's press time. Bob Pierce, WLW's Old Man Sunshine has gone to WEEI, Boston. Bradley Kincaid has his 5:30 p. m. period daily.

## Horses

What sounds like a horse galloping down a dusty road? NBC production men have found that drumming on a derby hat with muffled xylophone hammers gives the desired effect.

## DX DANCE BANDS

WGN (720 kc—416.4 m.)  
Wayne King—10:30 every night but Monday; Herbie Kay at the Trianon ballroom, Earl Burnett of Lincoln Tavern, Bill Donahue of the Drake hotel share WGN's wave from 11 o'clock to 1:30 every night except Sunday, when WGN Novelty Ensemble plays at 11:30.

WENR (870 kc—344.6m.)  
Monday night: Cotton Club (NBC) 11 o'clock; Hotel La Salle 12:30.  
Tuesday night: Hotel Pierre Continental (NBC) 11:30; Hotel La Salle midnight; Merry Gardens 12:30.

Wednesday night: Hotel Pierre Continentals (NBC) 11 o'clock; Ben Pollock (NBC) 11:30; White City midnight; Merry Gardens 12:30.

Thursday night: Hotel La Salle 11:15; White City 11:30; Guyon's Paradise midnight; Merry Gardens 12:30.

Friday night: Henry Busse (NBC) 11:30; Hotel La Salle midnight; Merry Gardens 12:30.

Saturday night: Barn Dance 12:30; Merry Gardens and Hotel La Salle 1 o'clock to 2:00.

KOKA (980 kc—305.9 m.)  
Hotel William Penn: 10:45 Monday night; 10:15 Tuesday and Thursday nights; 11 Friday night.  
Phyl Spitznagel (NBC) 11 p. m. Tuesday night.  
Hotel New Yorker (NBC) 11 p. m. Wednesday. Don Bestor 10:15 Wednesday night. Del Lampe (NBC) 11:15 Thursday night.

WTAM (1070 kc—280.2 m.)  
Merle Jacobs at the Golden Pheasant: 11:30 p. m. Sunday and Wednesday.  
Emerson Gill of Lotus Gardens: 12:30 Sunday and Thursday nights; 11:30 Saturday.  
Paul Whiteman (NBC)—Monday at 11:15 p. m.  
Dick Adler at Bonhom Gardens—12:30 Tuesday, Wednesday, Friday nights.  
Rudy Vallee (NBC)—11:15 p. m. Tuesday.

Who's your favorite DX program? RADIO DIAL will pass the information on to other Cincinnati dialers.

Arthur Bagley, of the NBC Tower Health Exercises, is spelling the words "gym class" in the daily announcements of late because of a recent misunderstanding. Several radio fans wrote to ask of the "largest gin glass."

### WCKY Players Will Stage New Mystery Drama

"The Man Who Could Not Die," another mystery thriller, will be begun Monday night (June 29) at 8:15 by the WCKY Players. It is the work of Eleanor Beach whose "Voodoo Charm" was so popular with WCKY listeners this spring. "The Man Who Could Not Die" will be broadcast in six installments. The cast includes Jerry Akers, Maurice Thompson, Jetta Crane, Alma Ashcraft, Molly Moore, George Case and Billy Burke.

### You Should Know - - Mary Smith of WLW



Mary Smith, blonde beauty of the Grosley Theatre at WLW, has "voice appeal" as well as stage presence to judge by the number of RADIO DIAL readers who want to know more about her.

Mary is a golden blonde with fair skin, rose pink cheeks, and deep blue eyes. Though it probably makes no difference to radio listeners, she would stand a good chance in any Ziegfeld contest to determine the perfect proportions for the feminine figure.

Here are the vital statistics about Mary:

Birthplace: Highland City, O.

First theatrical appearances: barn-yard circuses with Mary the principal attraction disastrously riding two horses to entertain neighboring children at five pins admission.

Hobbies: Horseback riding (she carries off blue ribbons in horse shows); swimming; golf; astrology; the stock market; making mince pies; collecting leather of all kinds including saddles, boots, belts, thongs, and pieces of leather.

Her voice is unusually adaptable and she can play five or six parts in one radio play without the radio audience detecting it. In fact, she never uses her own speaking voice on the air. She says it is "colorless" which everyone else knows is not true.

Who is your choice for RADIO DIAL's "You Should Know" column? Write your preferences to the Editor.

### Pity the Post Man

Tony Wons, master of ceremonies for the Camel quarter-hour series on CBS and WKRC, received a fan letter on the envelope of which was a facsimile of a clock with the hands pointing to 7:45 p.m. To the left appeared the inscription, "Are you Listenin'?"

### Graham-Paige Final Concert is Sunday Night

The Graham-Paige program, with the Detroit Symphony Orchestra and Edgar A. Guest, bids farewell to the ether waves for the summer months with the broadcast Sunday night (June 28) at 8:30 over the Columbia network and WKRC.

Graham-Paige will return to the air in the Fall, and as far as is known at the present time, with the same talent.

The farewell program of June 28 is made up entirely of selections played in previous broadcasts.

### Lewisohn Stadium Concert

The first of a series of broadcasts of portions of the Lewisohn Stadium Concerts in New York City will be presented over the Columbia network and WKRC at 9 o'clock Thursday night (July 9) with Willem van Hoogstraten conducting.

### Programs of Towns in New WCKY Wednesday Hour

Towns within 200 miles of Greater Cincinnati are honored in a series of programs being broadcast by stations WCKY from 9 to 10 o'clock every Friday night.

WCKY wants to acquaint its listeners with the highlights of interest in neighboring cities. Eight or ten of the station's most popular entertainers appear on each program, including among others the Georgia Skillet Lickers, the Black and Gold Marimba band, Little Red Riding Hood, Hugh Cross, the Crooning Guitarist, and Molly Moore.

### Prizes

WFBE can't be convinced that "people don't listen to radio in the summer." They display 2,100 telegrams received in three days in the Radio Circus contest. Prizes are offered as an incentive to write.



Douglas Evans, who has just been added to the staff of announcers of the Columbia Broadcasting System, is heard frequently through WKRC. He comes to the nation-wide chain from station WMCA of New York City. Prior to that he was chief announcer at station WGH, Newport News, Va. His father and grandfather were army men, but Douglas chose the stage as a career and appeared in numerous musical comedies both on tour and in New York.

### What the Hotel?

"What the Hotel?" the third Don Becker play about Bradley Haines and his Chinese servant, Wong, will be broadcast by the Grosley Theatre at WLW beginning Sunday (June 28) at 2:30 p. m., and repeating on Wednesday (July 1) at 11:30 p. m. and Saturday (July 4) at 7 p. m. This time Haines is forced into the hotel business by Aunt Agatha. Wong's usual "dirty work at the cross roads" gets him out again. Becker promises a new story about Haines and Wong every three weeks.

Martha Attwood and Everett Marshall, both Metropolitan Opera stars, will be guest artists on the General Motors program at 8:30 p. m. Monday night (June 29) through WSAI.



Their ages ranging from 7 to 15, the S. S. Wurlitzer Band plays frequently at station WKRC during the Wurlitzer Music Box Review broadcast every noon except Sunday. Their next air appearance will be on Friday, July 3. Lowell Gray (standing in back) is their director.

Members of the orchestra are: (Sitting, left to right) John Hase, Raymond Wells, Elmer Westlund, Robert Yeager, Salvador Miceli, John Sherman, Elmer Flamm; (standing, left to right) Stanley Apeloff, John Popham, Lowell Gray (director), Ernest Bird, Thomas Harper. Charles Downton, aged 7, is in front.

### Our Dially Dozen

By  
DON BECKER

The other day, the mails brought a letter from a music publishing house. It asked if you would kindly read the enclosed circular on the "Curse of Prohibition" and then forward it to President Hoover.

We always did want to write to the President, and here was our chance.

Then we started thinking.

This letter was too cold, too impersonal to send to the President, so after much deliberating we added that certain touch on the bottom.

"How's Mrs. Hoover?"

We'll see met the Lombardo's yesterday. Guy and Carmen.

Guy really carries a \$12.50 fiddle around, yet never plays it.

Carmen was a little fidgety in his room. He started humming a bit. Disappeared. Came back in ten minutes and sent a wire to his music publisher.

"Have just written new song. Think it's a Hit!" Carmen says his "Sweethearts On Parade" was one of his best selling songs.

Says the record business is shot!

Guy receives many letters addressed to:

"MR. GUY LUMBAGO."

We were disappointed when we didn't hear one of our local boys announce the Robert Burns program for CBS Monday night, when it was broadcast by WKRC. We think the Panatella Peers are missing a good bet both in local sentiment and newspaper publicity by not selecting a "local" from each point of origination.

Cliff Adams did his best job on Blue Ribbon for Bernie.

Guy Lombardo agrees with us heartily!

Joseph Ries, WLW announcer again, spent his Wednesday night off from the studios by watching a broadcast of the Canova Coffee Hour.

This beats the Mailman-taking-a-walk gag all hollow!

Why?

During the broadcast an emergency came up, and they put him to work!

Then there's the "Song of the Pill"—

"WHEN YOUR LIVER HAS GONE"

You wouldn't "Kidney" would you?

Disagreeably yours,  
DON BECKER.

### New Concert

Howard Hafford, tenor, and Duane Snodgrass, pianist, will be presented by station WKRC in a new series of programs from 11:30 p. m. to midnight on Sunday, beginning this week. Hafford, musical director of the station, is widely known for his church and radio singing. Snodgrass is a WKRC announcer as well as an entertainer.

### Time Marches

March of Time (WKRC), those news happenings dramatized under the supervision of Fred Smith, former WLW director, is off the air until Fall.

### Beethoven's Second Symphony Will Be Played

Despite his acknowledged supremacy as a composer of symphonies, Beethoven's two earliest works in this form still receive comparatively little attention, and few opportunities are given to hear the second, in D, which is to feature the Symphonic Hour Sunday afternoon (June 28) at 3 o'clock through WKRC and the Columbia chain.

### Wagnerian

Wagner masterpieces seldom played on the air make up the Philco Symphony concert Tuesday night (June 30) at 8:30 with WKRC the local Columbia outlet. The program includes the Prelude to Act III of "Siegfried," descriptive of the scene as Siegfried climbs the rocks to where Brunhilde lies sleeping in the ring of magic fire; "Song to the Evening Star" from "Tannhauser;" "Dance of the Apprentices" from "Die Meistersinger," and "Prelude and Lovedeath" from "Tristan and Isolde."

### Fay Templeton

Fay Templeton, comedienne, diseuse and musical comedy star, will be heard at 6:30 p. m. Saturday (June 27) through WSAI and other NBC stations.

ADELE VASA

(Continued from page 1)

three million boys and girls who are attending summer camps. Families on vacations also will be considered in planning the programs.

Listeners will be asked Wednesday to join in singing "America the Beautiful." Dr. Bertha Chapman Cady, formerly of the American Museum of Natural History, will give a brief nature talk. A concert orchestra will play several selections from classic music literature, and games and dances for children will be explained. It is possible that WKRC will continue to broadcast the entire summer series.

### Ultra-Ultra

Pond's Dance (WSAI Friday nights at 8:30) has music by Leo Reisman's Orchestra of the ultra-ultra Central Park Casino.

# Here Are Only Complete Programs

## FRIDAY June 26

**WCKY (202m.—1490 kc.)**

- A. M.—  
7:00—Hugh Cross  
7:15—Morning Devotions (NBC)  
7:30—Cheerio (NBC)  
8:00—Bob White  
8:15—Early Morning Dance  
9:15—My New Kentucky Home,  
9:45—Dance Melodies  
10:30—Classic Hour  
11:00—Musical Novelties  
11:30—Mountain Melodies  
Noon—Popular Dance Tunes  
12:30—Norris Brock Live Stock  
Reports  
12:35—Luncheon Concert  
P. M.—  
1:00—Sign off  
5:15—Blue Ridge Shindiggers  
5:55—Ayers News Sport Flash  
6:00—Amos 'n' Andy (NBC)  
6:15—Ellerman's Marimba Serenaders  
6:45—Little Red Riding Hood—  
Latonia Race Track Program.  
7:00—Bill and Bob.  
7:15—Hugh Cross  
7:30—Earl Arnold's Orchestra,  
Lookout House  
8:00—Interviewed Pair (NBC)  
8:30—Frances Belmar, Mildred  
Myers  
8:45—Wallie, the Radio Clown  
9:00—Special Program Dedicated  
to Maysville, Ky.

**WFBE (250 m.—1200 kc.)**

- A. M.—  
7:00—Voices at Dawn  
7:15—Radio Circus  
7:30—Classified Directory  
8:00—Shopper's Hour  
8:15—Mountain Valley Greetings  
8:30—Starr Freeze Morning  
Musical  
8:45—Radio Circus  
9:15—Broering Musicale  
9:30—Serenade  
9:45—Kleeman Furniture Program  
10:05—Bacca Coal & Iron Program  
10:20—Radio Circus  
10:35—Kelvinator Program  
10:50—Polar Ray Health Talk  
10:55—Simper Time Announcement  
11:00—Acme Evening Program  
11:15—Radio Circus  
11:30—Travel Bureau  
11:45—Studebaker Champions  
(E. T.)

- P. M.—  
12:01—Serenade  
12:15—Radio Circus  
12:30—Fuller, Inc.  
12:45—Bellony Melodies  
1:00—Starr Freeze Program  
(E. T.)  
1:15—Vaudeville  
1:30—Magnecoil Program  
1:45—Afternoon Melodies  
2:15—The Home Finder  
2:30—Kenton Fishing Grounds  
Program  
2:45—"The Parents' Forum"  
3:00—Afternoon Melodies  
3:30—Reveries  
3:45—Dance Frolic  
4:15—Organ Recital  
4:30—Radio Circus  
4:45—Fuller Garden Party  
5:00—Lyric Hour  
5:30—Tea Time Tunes  
5:45—Dinner Music  
6:00—Murphy & Goebel Furniture  
Special  
6:15—Harlan and Ralph  
6:30—Dinner Music  
6:45—Barning Ford Program  
7:00—Earl Fuller's Orchestra  
7:30—Harry Hartman's Sport  
Review  
7:45—Nu-co Painters  
8:00—Lucky Boys  
8:15—Dry Ridge Spring's Program  
8:30—Colonial Stages Program  
8:45—Champion Sparkers (E. T.)  
9:00—Camel Cigars  
9:15—Radio Circus  
9:45—Evening Chimes  
10:00—Mountain Valley Varieties  
10:15—Fuller's Orchestra  
10:45—Slumber Music

Friday, June 26

**WKRC (545 m.—550 kc.)**

- A. M.—  
6:45—God's Bible School—Sunrise  
Worship  
7:45—Musical Program  
7:59—Gruen Time Signal  
8:00—Starr Freeze Melodies  
8:15—Pharis Program  
8:30—Sweethearts of the Air  
(CBS)  
8:45—The Old Dutch Girl (CBS)  
9:00—Oxol Feature (CBS)  
9:15—Consolidated Merchants' Pro-  
gram  
9:45—Don and Betty (CBS)  
10:00—Emily Post (CBS)  
10:15—Crisco Cooking Travelogues  
(CBS)  
10:30—Commonsense For Mothers  
(CBS)  
10:45—Helen Horne (CBS)  
11:00—Time and weather (Burke—  
Rebene—Burkhart)  
11:03—Woman's Hour—Tremlette  
Tully  
11:30—Charles W. Reaume Studio  
Noon—Wurlitzer Music Box Revue  
P. M.—  
12:30—Cincinnati Merchants' Pro-  
gram  
1:00—Pabst-ott Varieties (CBS)  
1:15—Art Dry Cleaning Program  
1:30—Chicago Market Program  
1:45—Full Measure Gas  
2:00—Columbia Salon Orchestra  
(CBS)  
2:30—Dinner Program  
2:45—Madam Flor-enz Beauty Pro-  
gram  
3:00—Homemaker's Talk by Julia  
Hayes  
3:30—Charles W. Reaume Studio  
3:45—Edna Thomas, Lady from  
Louisiana (CBS)  
4:00—Ryder Cup Matches (CBS).  
(4:00 Sports Flash)  
4:15—Cosmopolitan Tairs  
1:09—Ryder Cup Matches (CBS).  
4:30—A. L. Fink Program  
4:50—Queen City Rug Makers  
5:15—Cincinnati Trade School  
5:30—Stearns and Foster's Magic  
Mattress Man  
5:45—Studio  
5:50—Eureka Baseball Scores  
5:55—Sports Review  
5:59—Burke Weather Forecast  
6:00—Kate Smith and Her Swanne  
Music (CBS)  
6:10—Stocks, Cohl & Tyree  
6:13—Time and weather  
6:15—Linit Program, with Dennis  
King (CBS)  
6:30—Red Goose Adventures  
(CBS)  
6:15—Camel Quarter-Hour (CBS)  
7:00—Pryor's Creme Military Band  
(CBS)  
7:15—Barbasol Program (CBS)  
7:30—Dutch Masters (CBS)  
8:00—Fyol Blackberry Dudes  
8:15—To be announced  
9:00—Gypsy Trail (CBS)  
9:30—Poet's Gold (CBS)  
10:00—Confessions of a Racketeer  
(E. T.)  
10:15—Gruen Answer Man  
10:25—Happy Feet  
10:30—Coney Island Orchestra  
11:00—Time, Weather, Sports  
11:08—Gen. Olsen and His Orchestra  
(CBS)  
11:15—Fyol Blackberry Dudes  
11:30—Nocturne—Ann Leaf, Ben  
Alley (CBS)  
Midnight—Newton Announcement

**WLV (428 m.—700 kc.)**

- A. M.—  
6:00—International Fiddlers  
6:30—Gyn Classes  
7:45—A. & P. Food News (NBC)



**FRANK LUTHER**  
Once a cattle herder on the western plains, Luther is now one of the busiest songsters on radio's large network hours. Singing second tenor with the "Men About Town," appearing as guest artists with Rudy Vallee and his Connecticut Yankees on the Fleischmann Yeast Hour Thursday evening, July 2, over a large WEAF-NBC network, is merely a part of the Luther daily program.

Friday, June 26

- 8:00—Bradley Kincaid  
8:15—Organ Program, Arthur  
Chandler, Jr.  
8:30—Morning Devotions  
8:45—Miracles of Magnolia (NBC)  
9:00—Ray Perkins (NBC)  
9:15—"The Hostess," Mrs. Lutey  
Sohngen  
9:30—Your Garden  
9:45—Premium Man  
10:00—Island Serenaders  
10:30—Live Stock Reports  
10:40—Vocal Ensemble  
11:00—Organ with Instrumentalist  
11:15—Swift Program (NBC)  
11:30—WLV Stars  
11:45—River Reports; Time Signals  
Noon—Tuxedo Fiddlers

P. M.—  
12:15—Bulova Time  
12:16—Hotel Gibson Orchestra  
12:50—Live Stock Reports  
1:00—National Fair and Home  
(NBC)  
1:30—Salt and Peanuts  
1:40—Market Reports  
1:45—Netherland Plaza Orchestra  
2:30—Chicago Serenade (NBC)  
3:00—Around Town—Dialogue  
(NBC)  
3:15—Radio Guild (NBC)  
4:15—Ramona  
4:30—Raymond Mitchem; Mills  
Brothers  
5:00—Words and Music  
5:30—Bradley Kincaid.  
5:45—Lowell Thomas (NBC)  
6:00—Amos 'n' Andy (NBC)  
6:15—Madame Alda (NBC)  
6:30—Pili Cook (NBC)  
6:45—WLLW Highlights  
7:00—Basketball Scores  
7:05—Elliott Brock Military Band  
7:30—Hotel Gibson Orchestra  
7:45—Sterling Jack  
8:00—Castilian Nights  
8:30—Hoosier Editor  
8:45—Armour Program (NBC)

Friday, June 26

- 9:00—Paul Whiteman's Paint Men  
9:30—Clara, Lu and Em (NBC)  
9:45—Dupont Speed Blenders (E. T.)  
10:00—Kingtaste Souineters  
10:30—Yard  
10:45—Bob Newhall Sport Slices  
11:00—Vox Celeste  
11:15—Salt and Peanuts  
11:30—Henry Busse's Orchestra,  
Castle Farm (NBC-Blue)  
Midnight—Hotel Gibson Orchestra  
A. M.—  
12:30—Henry Busse's Orchestra,  
Castle Farm  
1:00—Netherland Plaza Orchestra

**WSAI (225 m.—1330 kc.)**

- A. M.—  
8:00—Gene and Glenn, the Quaker  
Early Bird (NBC)  
8:15—Campbell Soup Orchestra  
(NBC)  
8:45—Records  
9:00—Organ Program  
9:15—Records  
9:30—National Home Hour (NBC)  
10:00—Hawaiian Serenaders (NBC)  
10:30—Realities of Romance (NBC)  
11:00—Sign Off  
P. M.—  
12:50—Livestock Reports  
1:00—Sign Off  
2:00—Woman's Radio Review  
(NBC)  
3:00—Edna Wallace Hopper  
(NBC)  
3:15—Records  
3:45—Ramona  
4:00—Records  
4:30—Moore Paint Program  
(NBC)  
4:45—Records  
5:00—Poems by Harry Holcombe  
5:15—Don Becker, Ukulele.  
5:30—The Gossipers (E. T.)  
5:45—Ryder Cup Match (NBC)  
6:00—Records  
6:30—Alice Richards  
6:45—Records  
7:00—Cities Service Concert (NBC)  
8:00—Cockpot Club (NBC)  
8:30—Pond's Dance (NBC)  
9:00—Kodak Week End (NBC)  
9:30—RKO Theater of the Air  
(NBC)  
10:00—Henry Busse's Orchestra,  
Castle Farm  
10:15—The Stebbins Boys (NBC)  
10:30—Hotel Gibson Orchestra

Friday, June 26

- 8:00—Bradley Kincaid  
8:15—Organ Program, Arthur  
Chandler, Jr.  
8:30—Morning Devotions  
8:45—Miracles of Magnolia (NBC)  
9:00—Ray Perkins (NBC)  
9:15—"The Hostess," Mrs. Lutey  
Sohngen  
9:30—Your Garden  
9:45—Premium Man  
10:00—Island Serenaders  
10:30—Live Stock Reports  
10:40—Vocal Ensemble  
11:00—Organ with Instrumentalist  
11:15—Swift Program (NBC)  
11:30—WLV Stars  
11:45—River Reports; Time Signals  
Noon—Tuxedo Fiddlers

## SATURDAY June 27

**WCKY (202m.—1490 kc.)**

- A. M.—  
7:00—Hugh Cross  
7:15—Morning Devotion (NBC)  
7:30—Cheerio (NBC)  
8:00—Bob White  
8:15—Early Morning Dance  
9:15—My New Kentucky Home,  
9:45—Kentucky Belle's Kiddie Club  
10:30—Classic Hour  
11:00—Musical Novelties  
11:30—Mountain Melodies  
12:00—Popular Dance Melodies

Saturday, June 27

- 12:30—Norris Brock live stock quo-  
tations  
12:35—Luncheon Concert  
1 P. M.—SIGN OFF  
P. M.—  
5:45—Blue Ridge Shindiggers  
5:55—Ayers Sport Flash  
6:00—Amos 'n' Andy (NBC)  
6:15—Tastyest Tasters (NBC)  
6:30—The Hill Billy Kid—Latonia  
Race Track Program.  
6:45—Beach Combers  
7:00—Rudy Vallee (NIC)  
7:30—Medley Five  
8:00—"Skillet Lickers"  
8:30—Little Red Riding Hood  
8:45—Hugh Cross  
9:00—Cuckoo Club (NBC)  
9:30—Earl Arnold's Orchestra  
from Lookout House

**WFBE (250 m.—1200 kc.)**

- A. M.—  
7:00—Voices at Dawn  
7:15—Radio Circus  
7:30—Classified Directory  
8:00—Shopper's Hour  
8:15—Mountain Valley Greetings  
8:30—Starr Freeze Morning  
Musical  
8:45—Radio Circus  
9:00—Bacca Coal & Iron Program  
9:15—Broering Musicale  
9:45—Kleeman Furniture Program  
10:00—Breivites  
10:05—The Home Finder  
10:20—Nu-co Painters  
10:35—Kelvinator Program  
10:50—Polar Ray Health Talk  
10:55—Simper Time Announcement  
11:00—Acme Evening Program  
11:15—Radio Circus  
11:30—Travel Bureau  
11:45—Studebaker Champions  
(E. T.)

- P. M.—  
12:01—Radio Circus  
12:50—Fuller, Inc.  
12:45—Bellony Melodies  
1:00—Starr Freeze Program  
(E. T.)  
1:15—Vaudeville  
1:30—Magnecoil Program  
1:45—Radio Circus  
2:15—Afternoon Melodies  
2:30—Kenton Fishing Grounds  
2:45—Fuller Garden Party  
3:15—Reveries  
3:30—Payne Brothers and Hernaut  
Chitson  
3:15—Catholic Telegraph  
4:00—Organ Recital  
4:15—Radio Circus  
4:45—Tea Time Times  
5:00—Lyric Hour  
5:30—Radio Circus  
6:00—Murphy & Goebel Furniture  
Special  
6:15—Harlan and Ralph, vocal and  
piano  
6:30—Dinner Music  
6:45—Barning Ford  
7:00—Earl Fuller's Orchestra  
7:30—Harry Hartman's Sport Re-  
view  
7:45—Barker News  
8:00—Lucky Boys  
8:15—Dry Ridge Springs Program  
8:30—Evening Chimes  
8:45—Radio Circus  
9:00—Camel Cigars  
9:45—Radio Circus

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# of Greater Cincinnati Radio Stations

Saturday, June 27

- 10:00—Filler's Orchestra
- 10:30—Radio Circus
- 10:45—Slumber Music

## WKRC (545 m.—550 kc.)

- A. M.—
- 6:45—God's Bible School—Sunrise Worship
  - 7:45—Musical Program
  - 8:00—Madam Flornz
  - 8:15—The Commuters (CBS) Gruen Time Signal
  - 8:30—Tony's Scrap Book (CBS)
  - 8:45—Full Measure Gas
  - 9:15—Adam F. Meyer Coal Co.
  - 9:30—Mountain Valley Varieties
  - 9:00—Charles W. Rcaume Studio
  - 9:30—Consolidated Merchants Program
  - 10:00—Queen City Rug Makers
  - 10:15—Times Weather
  - 10:20—Woman's Hour—Tremlette Tully
  - 10:45—Star-Freeze Melodies
  - 11:00—Don Bigelow and His Orchestra (CBS) by Home Furniture Co.
  - 11:15—Drinkerm Program
  - 11:30—Homemaker's Talk by Julia Hayes
- Noon—Wurlitzer Music Box Revue

P. M.—

- 12:30—Cincinnati Merchants Program
- 1:00—Community Hospital Program
- 1:30—Columbia Farm Network Program (CBS)
- 2:00—Four Clubmen (CBS)
- 2:30—A. L. Fink Song Recital, Louie Johnson, tenor
- 3:00—Ann Leaf, organ (CBS)
- 3:30—Charles W. Reanne Studio
- 3:45—Spanish Serenade (CBS)
- 4:00—Ryder Cup Matches (CBS) (1:00 Sports Flash)
- 4:15—Cosmopolitan Tours
- 4:20—Ryder Cup Matches (CBS)
- 4:30—Luna Park Orchestra (CBS)
- 4:45—Pharis Tire Program
- 5:00—Kampf Artists
- 5:15—Cincinnati Trade School
- 5:30—Stearn's & Foster's Magic Mattress Man
- 5:45—Studio
- 5:50—Eureka Baseball Scores
- 5:55—Sports Review
- 5:50—Burke Weather Forecast
- 6:00—St. Moritz Orchestra (CBS)
- 6:15—Studio
- 6:25—Stocks, Cohl and Tyree
- 6:28—Time and weather
- 6:30—Fyol Blackberry Dudes
- 6:45—Carnel Quarter Hour (CBS)
- 7:00—Pryor's Cremo Military Band (CBS)
- 7:15—Studio
- 7:20—Cosmopolitan Tours
- 7:25—Happy Feet
- 7:30—Junior Chamber of Commerce
- 8:00—Kate Smith and Her Swanee Music (CBS)
- 8:30—Art Hicks' Tacoma Park Orchestra
- 9:00—Hank Simmons' Show Boat (CBS)
- 9:45—Studio Feature
- 10:00—Mike Speciale and His Crusaders—Speyie Island
- 10:30—To Be Announced
- 10:45—Will Osborne and His Orchestra (CBS)
- 11:00—Time; Weather; Sports
- 11:08—Bert Lonn and His Orchestra (CBS)
- 11:30—Nocturne—Ann Leaf, Ben Alley (CBS)

## WLW (428 m.—700 kc.)

- A. M.—
- 6:00—International Fiddlers
  - 6:30—Gym Classes
  - 7:45—A. & P. Food News (NBC)
  - 8:00—Bradley Kincaid
  - 8:15—Organ Program
  - 8:30—Morning Devotions
  - 8:45—Kashmir Trio
  - 9:00—Dance Miniatures (NBC)
  - 9:30—Art Talks, Chery Greve
  - 9:45—WLW Mail Bag
  - 10:00—Organ Program, Arthur Chandler, Jr.
  - 10:15—Elliot Brock, violin
  - 10:30—Live Stock Reports
  - 10:40—Murray Horton's Orchestra
  - 11:00—Bradley Kincaid
  - 11:15—Swift Program (NBC)
  - 11:30—Live Stock Reports
  - 11:45—River Reports; Time Signals
  - Noon—Governmental Ghmpses, Attorney General Gilbert Bettman

P. M.—

- 12:16—Hotel Gibson Orchestra
- 12:45—National Farm and Home (NBC)
- 1:30—Salt and Peanuts
- 1:45—Sisters of the Skillet (NBC)
- 2:00—Netherland Plaza Orchestra
- 2:15—Jim and Walt
- 2:30—Cincinnati Zoo Symphony Concerts
- 3:00—Ramona and Don Becker
- 3:15—Pacific Feature Hour (NBC)
- 3:30—National Education Association Program (NBC)
- 4:00—Merry Men Quartet
- 4:30—Crosley Dealers' Hour
- 5:00—Sexton's Soap
- 5:30—Doctors of Melody
- 5:45—Lowell Thomas (NBC)
- 6:00—Amos 'n' Andy (NBC)
- 6:15—Tastyest Jesters (NBC)
- 6:30—Baseball Scores
- 6:33—WLW Highlights
- 6:45—Mail Pouch (E. T.)
- 7:00—Crosley Theater
- 7:30—Pop Concerts (NBC)
- 8:00—Crosley Saturday Knights
- 8:30—Domingo Orchestra (NBC)
- 9:00—King Edward Cigar Band
- 9:30—Clara, Lu and Ein (NBC)
- 9:45—Murray Horton's Orchestra, Horseshoe Gardens
- 10:00—Club Soho
- 10:30—Variety
- 10:45—Bob Newhall Sport Slices
- 11:00—Night Songs
- 11:30—Castle Farm Orchestra
- Midnight—Hotel Gibson Orchestra
- 12:30—Village Rhymester
- 12:40—The Doodiesockers
- 1:00—Henry Busse's Orchestra, Netherland Plaza
- 1:30—Henry Busse's Orchestra, Castle Farm.

## WSAI (225 m.—1330 kc.)

- A. M.—
- 8:00—Gene and Glenn (NBC)
  - 8:15—Cambell Soup Orchestra
  - 8:45—Records
  - 9:00—Bradley Kincaid
  - 9:15—Procter and Gamble Program (NBC)
  - 10:15—Radio Household Institute (NBC)
  - 10:30—Keys to Happiness (NBC)
  - 11:00—Records
  - 11:30—Live Stock Reports from Prod. Coop. Comm. Assn.
  - 11:45—Records
  - Noon—Sign off
- P. M.—
- 3:00—Classic Gems (NBC)
  - 3:30—Records
  - 3:45—Crosley Dealers Salute
  - 4:00—Records
  - 5:00—Southern Singers & Mitchem
  - 5:30—The Gossipers (E. T.)
  - 5:45—Black and Gold Orchestra (NBC)
  - 6:00—Records
  - 6:15—Ryder Cup Match (NBC)
  - 6:30—Fay Templeton (NBC)
  - 7:00—Records
  - 7:15—Bavarian Peasant Band (NBC)
  - 7:30—The Silver Flute (NBC)
  - 8:00—General Electric Hour (NBC)
  - 8:30—Club Valspar (NBC)
  - 9:00—Lucky Strike Dance (NBC)
  - 10:00—Henry Busse's Orchestra, Castle Farm
  - 10:15—The Stebbins Boys (NBC)
  - 10:30—Murray Horton's Orchestra, Horseshoe Gardens
  - 11:00—Sign off

Saturday, June 27



Grace Kay White whose soprano voice has been heard in a number of Broadway musical comedies, sings on sustaining programs of the Columbia Broadcasting System.

## SUNDAY June 28

### WCKY (202 m.—1490 kc.)

- A. M.—
- 10:00—Nomads (NBC)
  - 10:30—Hugh Cross.
  - 10:45—Hilo Serenaders
  - 11:00—Bob White.
  - 11:15—Echoes of the Orient (NBC)
  - 11:30—Little Red Riding Hood.
  - 11:45—Charlene and Katherine, Ladies of Melody.
  - Noon—Jack Moore.
- P. M.—
- 12:15—Skillet Lickers.
  - 12:45—Men About Town.
  - 1:00—Sign off.
  - 3:45—Luelle Fox, Blues.
  - 6:00—Superior Studios, music.
  - 6:15—Italian Serenaders.
  - 6:30—Maurice Thompson, Baritone.
  - 6:45—Bob White.
  - 7:00—Columbia Recording Skillet Lickers.
  - 7:30—College of Music Sinfonia Program.
  - 8:00—Hill Billy Kid.
  - 8:15—Kentucky Belle.
  - 8:30—Earl Arnold's Orchestra from Lookout House.
  - 8:45—Little Red Riding Hood.
  - 9:00—Odas Mattox, the Crooning Guitarist.
  - 9:15—Floyd Gibbons (NBC).
  - 9:30—Earl Arnold's Orchestra from Lookout House.

### WFBE (250 m.—1200 kc.)

- A. M.—
- 8:00—Voices at Dawn.
  - 9:00—Morning Concert.
  - 9:15—Radio Circus.
  - 9:30—Invitation to the Waltz.
  - 9:45—Travel Bureau.
  - 10:00—Kewlinator Program.
  - 10:15—Dry Ridge Springs.
  - 10:30—German Program.
  - 10:45—Berning Ford.
  - 11:00—Radio Circus.
  - 11:15—The Home Finder.
  - 11:30—Take Time to Be Beautiful.
  - 11:45—Mountain Valley Greetings.
  - Noon—Organ Recital.
- P. M.—
- 12:15—Kleeman Furniture Program.
  - 13:30—Calvane & Cortez.
  - 12:45—Fuller Garden Party.
  - 1:00—Every Friday Jewish Hour.
  - 2:00—Starr Freeze Program

Sunday, June 28

- 2:15—Paul and Gene, "The Miniature Kings of Jazz."
- 2:30—Hawaiian Blarids.
- 2:45—Harlan and Ralph.
- 3:00—Travel Bureau.
- 3:30—Don Galloway.
- 3:45—Radio Circus.
- 4:00—C. T. S. Musicale Trio.
- 4:10—Filler, Inc.
- 4:30—Sundown Serenader.
- 4:45—Fourth Christian Church.
- 5:00—King's Hawaiians.
- 5:15—Parkview Symphony Hour.
- 5:45—Fuller Garden Party.
- 6:00—Payne Brothers and Herman Chitison.
- 6:15—Travelogue, Joe Swency.
- 6:30—Church Federation Hour.
- 7:00—Earl Fuller's Orchestra.
- 7:30—Harry Hartman's Sport Review.
- 8:00—Radio Circus.
- 8:30—The Orioles.
- 8:45—Reveries.
- 9:00—Scotland Yard.
- 9:15—Mountain Valley Varieties.
- 10:30—Fuller's Orchestra.
- 11:00—Slumber Music.

### WKRC (545 m.—550 kc.)

- A. M.—
- 6:45-7:45—God's Bible School—Sunrise Worship.
  - 9:00—God's Bible School.
  - 10:00—Watchtower Program (e. t.)
  - 10:15—Jim Lightfield—Veteran's Civic Hour.
  - 11:00—Jewish Art Program (CBS).
  - 11:30—Jim Lightfield—Veteran's Civic Hour.
- Noon—Popular Musical Program.

P. M.—

- 12:15—Oxol Feature (CBS).
- 12:30—American Legion Program
- 1:30—Ballad Hour (CBS).
- 2:00—Gruen Old-Fashioned Garden.
- 3:00—Cathedral Hour.
- 4:00—French Trio (CBS).
- 4:15—Pastorale (CBS).
- 4:45—Theo Karle (CBS).
- 5:00—Chicago Knights (CBS).
- 5:30—Twilight Reveries.
- 5:58—Burke Weather Forecast.
- 6:00—Dr. Klein's News Reels (CBS).
- 6:15—Studio.
- 6:20—Eureka Baseball Scores.
- 6:25—Sports Review.
- 6:30—Daddy and Poppo (CBS).
- 6:45—The Boswell Sisters (CBS).
- 6:58—Time and weather.
- 7:00—Devils, Drugs and Doctors (CBS).
- 7:15—Kate Smith, Swanee Music (CBS).
- 7:30—Kaltenborn Edits the News (CBS).
- 7:45—Bathhouse Liquid Coffee Program.
- 8:00—Grand Opera Miniatures (CBS).
- 8:30—Graham Paige (CBS).
- 9:00—Tacoma Park Orchestra.
- 9:30—Fortune Builders (CBS).
- 9:45—Star Reveries (CBS).
- 10:00—Mike Speciale Crusaders—Coney Island.
- 10:30—Arround the Samovar (CBS).
- 11:00—Time and weather.
- 11:08—Sports Review.
- 11:37—Quiet Harmonies (CBS).
- 11:30—Howard Hafford and Dunc Snodgrass

Sunday, June 28

### WLW (428 m.—700 kc.)

- A. M.—
- 8:50—Bulova Time.
  - 9:00—Church Forum.
  - 9:30—Witherspoon Chorus (NBC).
  - 10:00—Bulova Time.
  - 10:05—Organ, Arthur Chandler, Jr.
  - 10:25—River Reports.
  - 10:29—Bulova Time.
  - 10:30—Rochester Concert Orchestra (NBC).
  - 11:30—Trolley Bells (NBC).
  - Noon—Midday Jewels.

P. M.—

- 12:29—Bulova Time.
- 12:30—Music of the Ages (NBC).
- 1:30—Yeast Foamers (NBC).
- 2:00—Crosley Theater.
- 2:30—Henry Thies' Orchestra.
- 3:00—Sinfonietta (NBC).
- 3:30—Over Jordan (NBC).
- 3:45—John Barclay, Dagmar Rybner (NBC).
- 4:00—Sabbath Reveries (NBC).
- 5:00—The Coamies.
- 5:30—Plantation Days.
- 6:00—WLW Highlights.
- 6:30—College of Music Concert.
- 6:55—Baseball Scores.
- 7:00—Anna Jettick Melodies (NBC).
- 7:15—Blow the Man Down (NBC).
- 7:30—Harbor Lights (NBC).
- 8:00—The Hugger Harmonies (NBC).
- 8:15—Bayuk Stag Party (NBC).
- 8:45—Guy Lombardo's Orchestra, Netherland Plaza.
- 9:15—Variety.
- 9:30—Kelloug Slumber Music (NBC).
- 10:00—Crosley Concert.
- 10:45—Murray Horton's Orchestra at Horseshoe Gardens.
- 11:00—Henry Busse's Orchestra, Castle Farm.
- 11:15—Village Rhymester.
- 11:30—Henry Thies Orchestra.
- Midnight—Guy Lombardo's Orchestra, Netherland Plaza.

### WSAI (225 m.—1330 kc.)

- P. M.—
- 2:00—Sernonette and Hymn Time.
  - 2:30—National Sunday Forum (NBC).
  - 3:00—National Sunday Forum (NBC).
  - 4:00—Gilbert & Sullivan Gems (NBC).

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Sunday, June 28

- 5:05-Catholic Services (NBC).
6:10-City Vienna (KFCI).
6:30-RCA Victor (HDC).
7:00-Chase and Sanborn (KFCI).
8:00-"Our Government," David Lippman (NBC).
8:15-Atlantic Kent (NBC).
8:45-Edward G. Rober (NBC).
9:15-Goldman Band Concert (NBC).

MONDAY June 29

WCKY (202 m.—1490 kc.)

- A. M.—
7:00-Hugh Cross, the boy from Smoky Mountain.
7:15-Morning Devotions (NBC).
7:30-Cheerio (NBC).
8:00-Bob White, "Fascinating Philology."
8:15-Early morning dance program.
9:15-My New Kentucky Home, Jetta Crane.
9:45-Dance Records.
10:30-Classic Hour.
11:00-Musical Novelties.
11:30-Skillet Lickers.
Noon-Popular Dance Melodies.
P. M.—
12:30-Norris Brock Live Stock.
12:35-Luncheon Concert.
1:00-Sign off.
5:45-Blue Ridge Mountaineers.
5:55-Ayers Sport Flash.
6:00-Amos 'n' Andy (NBC).
6:15-Tasteyest Jesters (NBC).
6:30-Kentucky Belle-Latonia Race Track.
6:45-Bill and Bob-The Delivery Boys.
7:00-Bob White.
7:15-Columbia Recording "Skillet Lickers."
7:45-Hilo Serenaders.
8:00-Steve Bates.
8:15-"The Man Who Could Not Die," mystery thriller.
8:45-Hill Billy Kid.
9:00-Stromberg Carlson (NBC).
9:30-U. of C. Quartet.
9:45-Wally, the Radio Clown.

WFBE (250 m.—1200 kc.)

- A. M.—
7:00-Voices at Dawn.
7:15-Radio Circus.
7:30-Classified Directory.
8:00-Eighth and Walnut Street Garage Program.
8:15-Mountain Valley Greetings.
8:30-Starr Freeze Program.
8:45-Radio Circus.
9:00-Hyde Park Community Program.
9:15-Broering Musicale.
9:45-Kleeman Furniture Program.
10:00-Brevities.
10:05-Bacca Coal & Iron Program.
10:20-Radio Circus.
10:35-Kelvinator Program.
10:50-Polar Ray Health Talk.
10:59-Simper Time.
11:00-Acme Awning Program.
11:15-Radio Circus.
11:30-Travel Bureau.
11:45-Strudbaker Champions (E. T.).
Noon-Radio Circus.
P. M.—
12:30-Fuller, Inc.
12:45-Bellony Melodies.
1:00-Starr Freeze Program
1:15-Radio Circus.
1:30-Magnecol Program.
1:45-The Home Finder.
2:00-Kenton Fishing Grounds Program.
2:15-Reds vs. Brooklyn at Brooklyn.
5:00-Lyric Hour.
5:30-Radio Circus.
6:00-Murphy & Goebel Furniture Special.
6:15-Ralph and Harlan, voice and piano.
6:30-Dinner Music.
6:45-Berning Ford.
7:00-Radio Circus.
7:30-Harry Hartman's Sport Review.
7:45-Nu-Co Painters.
8:00-Lucky Boys.
8:15-Dry Ridge Spring Program.
8:30-Radio Circus.
9:05-Camel Little Cigars.
9:15-Jewish Commercial Hour.
10:00-Mountain Valley Varieties.
10:15-Shepper's Hour.
10:30-Broering Frolic.
10:45-Slumber Music.

Monday, June 29

WKRC (545 m.—550 kc.)

- A. M.—
6:45-God's Bible School-Sunrise Worship.
7:45-Popular Musical Program.
7:59-Green Time.
8:00-The Commuters (CBS).
8:30-Tony's Scrap Book (CBS).
8:45-The Old Dutch Girl (CBS).
9:00-Consolidated Merchants Program.
10:30-Full Measure Gas.
10:45-Charles W. Reaume, studio.
10:15-The Madison Singers (CBS) Home Furniture Co.
10:30-Uneeda Bakers (CBS).
10:45-Time and weather.
10:48-Woman's Hour - Tremlette Tully.
11:15-Homemaker's Talk by Julia Hines.
11:45-Drink-Mor Program.
Noon-Wurlitzer Music Box Revue.
P. M.—
12:30-Cincinnati Merchants Program.
1:00-A. L. Link Program.
1:30-Chicago Market Program.
1:45-Madam Flor-enz Beauty Program.
2:00-Salon Orchestra (CBS).
2:30-Three Doctors (CBS).
2:45-Starr-Freeze Melodies (E. T.)
3:00-Pharis Tire Program.
3:15-Queen City Rug Makers.
3:30-Charles W. Reaume Studio.
3:45-Thirty-Minute Men (CBS).
4:00-Gypsy Music Makers (CBS).
4:15-Cosmopolitan Tours.
4:20-Gypsy Music Makers (CBS).
4:30-Hoosier Photographer-Hamp Starr.
4:45-Mme. Belle Forbes Cutter (CBS).
5:00-Kampf Artists.
5:15-Cincinnati Trade School Program.
5:30-Stearns' & Foster's Magic Mattress Man.
5:45-Studio.
5:50-Eureka Baseball Scores.
5:55-Sports Review.
5:59-Burke Weather Forecast.
6:00-Studio Feature.
6:10-Stocks, Cohl & Tyree.
6:12-Time and weather.
6:15-Limit Program, with Dennis King (CBS).
6:30-Evangeline Adams, "Astrologer" (CBS).
6:45-Camel Quarter-Hour (CBS).
7:00-Prvor's Crema Military Band (CBS).
7:15-The Barbasol Program (CBS).
7:30-Your Neighbors (Clubb-Steinberg).
7:45-Old Wurzberg Malt Program.
8:00-The Three Bakers (CBS).
8:30-An Evening in Paris (CBS).
8:45-Noxema Program (CBS).
9:00-Rohr, Burns Panatella Program (CBS).
9:30-Beltzhoover Bright Lights.
9:45-Stearns' & Foster's Magic Mattress Man.
10:00-Pvrol Blackberry Dudes
10:15-Gruen Answer Man
10:25-Happy Feet.
10:30-Alike Speciale and His Crusaders-Coney Island.
11:00-Time and weather.
11:03-Sports Review.
11:08-Cosmopolian Tours.
11:15-Georale Olsen and His Music (CBS).
11:30-Nocturne (CBS).

WLW (428 m.—700 kc.)

- A. M.—
6:00-International Fiddlers.
6:20-Bulova Time.
6:30-Gym Classes.
7:45-A. & P. Food News (NBC).
8:00-Bradley Kincaid.
8:15-Organ Program, Arthur Chandler, Jr.
8:30-Morning Devotions.
8:44-Bulova Time.
8:45-Miracles of Magnolia (NBC).

Tiny Tots Ask Radio to Solve Deep Problems

The Gruen Answer Man reports that he senses a plague of spring fever and vacation-itis in his current listener mail as witness this brief but eloquent inquiry:



The Gruen Answer Man has been heard locally the past few months on alternate nights over WLW and WKRC. His daily chats made up of odd and interesting bits of information bring him a constantly increasing volume of letters that rival the mail of the astrologer and horoscope reader. None of them reflect more poignant yearning than the diminutive letter reproduced above, he says.

Monday, June 29

- 9:00-Housekeeper Chats.
9:15-Beatrice Mable (NBC).
9:30-Musical Portrait.
9:45-Winfred S. Carter (NBC).
10:00-Synoptars (NBC).
10:30-Live Stock Reports.
10:40-Salt and Peanuts.
11:00-Vocal Ensemble.
11:15-Swift Program (NBC).
11:30-WLW Stars.
11:45-River Reports; Time Signals.
Noon-Organ, Arthur Chandler, Jr.
P. M.—
12:15-Bulova Time.
12:16-Hotel Gibson Orchestra.
12:30-Live Stock Reports.
1:00-National Farm and Home (NBC).
1:30-Bradley Kincaid.
1:40-Market Reports.
1:45-Netherland Plaza Orchestra.
2:15-Outstanding Speakers (NBC).
2:30-Chicago Serenade (NBC).
11:00-Matinee Players.
4:00-Chats with Peggy Winthrop (NBC).
4:15-Glen Sisters and Ramona.
4:30-Live Stock Reports.
4:40-Afternoon Revelers.
5:00-Musical Treasure Box (NBC).
5:05-Bradley Kincaid.
5:13-Mormon Tabernacle Choir.
5:45-Lowell Thomas (NBC).
6:00-Amos 'n' Andy (NBC).
6:15-WLW Highlights.
6:30-Phil Cook (NBC).
6:45-Baseball Scores.
6:50-Roxy's Gang (NBC).
7:30-Gold Medal Express (NBC).
8:00-Maytag Orchestra (NBC).
8:30-Real Folks (NBC).
9:00-Musical Dreams.
9:30-Packard Concert, with Geraldine Farrar (NBC).
10:00-Canada Dry.
10:30-Variety.
10:45-Bob Newhall, Sport Slices.
10:50-Estate Weather Man.
11:00-Chime Reveries.
Midnight-Hotel Gibson Orchestra.
12:30-Henry Busse's Orchestra, Castle Farm.
1:00-Netherland Plaza Orchestra.

Monday, June 29

WSAI (225 m.—1330 kc.)

- A. M.—
8:00-Gene and Glenn (NBC).
8:15-Campbell Soup Orchestra (NBC).
8:45-Records.
9:00-McCormick's Old Time Fiddlers.
9:30-Jean Carroll, please tell me (NBC).
9:45-Jerry Foy.
10:00-Blue Straks (NBC).
10:15-Radio Household Institute (NBC).
10:30-Records.
11:00-Sign off.
P. M.—
12:50-Live Stock Reports.
1:00-Sign off.
2:00-Woman's Radio Review (NBC).
3:00-Records.
3:45-Crosley Dealers' Salute.
4:00-Crosley Singers.
4:30-Records.
4:45-Anabelle and Chick.
5:00-Records.
5:15-Cecy Gordon; Gene Perazzo.
5:30-The Gossipers (e. L.)
5:45-Records.
6:15-"The World Today," James G. McDonald (NBC).
6:30-Mrs. Lee Ach, poems.
6:45-Vocal Solos.
7:00-"How's Business?", Merle Thorpe (NBC).
7:15-Webster Program (NBC).
7:30-A. & P. Orchestra (NBC).
8:30-General Motors Program (NBC).
9:00-Records.
9:30-Ramona.
9:45-Simonize Program (NBC).
10:00-Records.
10:15-The Stebbins Boys (NBC).
10:30-Henry Busse's Orchestra, Castle Farm.

Tuesday, June 30

WFBE (250 m.—1200 kc.)

- A. M.—
7:00-Voices at Dawn.
7:15-Radio Circus.
7:30-Classified Directory.
8:00-Radio Circus.
8:15-Mountain Valley Greetings.
8:30-Starr Freeze Morning Musicale.
8:45-Radio Circus.
9:15-Broering Musicale.
9:45-Kleeman Furniture Program.
10:00-Brevities.
10:05-Bacca Coal & Iron Program.
10:20-Nu-Co Painters.
10:35-Kelvinator Program.
10:50-Polar Ray Health Talk.
10:59-Simper Time.
11:00-Acme Awning Program.
11:15-Radio Circus.
11:30-Travel Bureau.
11:45-Strudbaker Champions
Noon-Radio Circus.
P. M.—
12:15-Clean Up and Paint Up.
12:30-Fuller, Inc.
12:45-Bellony Melodies.
1:00-Starr Freeze Program (E. T.).
1:15-Radio Circus.
1:30-Magnecol Program.
1:45-The Home Finder.
2:00-Kenton Fishing Grounds Program.
2:15-Reds vs. Brooklyn at Brooklyn.
5:00-Lyric Hour.
5:30-Radio Circus.
6:00-Murphy & Goebel Furniture Special.
6:15-Ralph and Harlan.
6:30-Dinner Music.
6:45-Berning Ford.
7:00-Earl Fuller's Orchestra.
7:30-Harry Hartman's Sport Review.
7:45-Barker News.
8:00-Lucky Boys.
8:15-Dry Ridge Springs Program.
8:30-Radio Circus.
9:00-Camel Cigars.
9:15-Adam F. Meyer Coal.
9:30-Mountain Valley Varieties.
9:45-Licking River Fiddlers.
10:00-Radio Circus.
10:30-Fuller's Orchestra.
11:00-Slumber Music.

WKRC (545 m.—550 kc.)

- A. M.—
6:45-God's Bible School, Sunrise Worship.
7:45-Popular Musical Program.
7:59-Green Time.
8:00-Starr-Freeze Melodies (E. T.)
8:15-The Commuters (CBS).
8:30-Tony's Scrap Book (Home Furniture Co.) (CBS).
8:45-Madam Flor-enz.
9:00-Oxol Feature (CBS).
9:15-Columbia Mixed Quartet (CBS)-Home Furniture Co.

TUESDAY June 30

WCKY (202 m.—1490 kc.)

- 7:00-Hugh Cross, the Boy from Smoky Mountain.
7:15-Morning Devotions (NBC).
7:30-Cheerio (NBC).
8:00-Bob White, "Fascinating Philology."
8:15-Early morning dance program.
9:15-My New Kentucky Home, Jetta Crane.
9:45-Dance Program.
10:00-Mrs. A. M. Goudiss (NBC).
10:30-Classic Hour.
11:00-Musical Novelties.
11:30-Mountain Melodies.
Noon-Dance Program.
P. M.—
12:30-Live Stock Quotations.
12:35-Luncheon Concert.
1:00-Sign off.
3:45-Hill Billy Kid.
5:55-Ayers Sport Flash.
6:00-Amos 'n' Andy (NBC).
6:15-Gus Van (NBC).
6:30-The Crooning Guitarist, Odas Mattox-Latonia Race Track Program.
6:45-Dr. Scholl's Ramblers (NBC).
7:00-Glencye Chambers, blues.

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Advertisement for Charles W. Reaume Radio Advertising, 622 Broadway, Cincinnati. Text: 'Show You How Profitable Radio Advertising Can Be'.

Tuesday, June 30

- 9:30—Consolidated Merchants' Program.
- 10:00—Queen City Rug Makers.
- 10:15—Charles W. Reaume Studio.
- 10:45—Time and Weather.
- 10:48—Woman's Hour, Tremlette Tully.
- 11:15—Full Measure Gas.
- 11:30—Homemaker's Talk by Julia Hayes.
- Noon—Wurlitzer Music Box Revue.
- P. M.—
- 12:30—Cincinnati Merchants' Program.
- 1:00—Pabst-ett Varieties (CBS).
- 1:15—Art Dry Cleaning Program.
- 1:30—Studio Feature.
- 2:00—Columbia Salon Orchestra (CBS).
- 2:15—Dream Home, Jimmy and Joan.
- 2:30—(A. L. Fink)—The Three Doctors (CBS).
- 2:45—(A. L. Fink)—Rhythm Kings (CBS).
- 3:00—Italian Idyll (CBS).
- 3:30—Charles W. Reaume Studio.
- 3:45—The Four Clubmen (CBS).
- 4:00—Organ and Voice.
- 4:15—Cosmopolitan Tours.
- 4:20—Studio Feature.
- 4:30—Eert Lou and His Orchestra (CBS).
- 4:45—Sweethearts of the Air (CBS).
- 5:00—Pharis Tire Program.
- 5:15—Cincinnati Trade School Program.
- 5:30—Stearns & Fosters' Magic Matress Man.
- 5:45—Studio.
- 5:50—Eureka Baseball Scores.
- 5:55—Sports Review.
- 5:59—Burke Weather Forecast.
- 6:00—Kate Smith's Swanee Music (CBS).
- 6:10—Stocks, Colie & Tyree.
- 6:13—Time and weather.
- 6:15—Limit Program, with Dennis King (CBS).
- 6:30—Daddy and Rollo (CBS).
- 6:45—Camel Quartet hour (CBS).
- 7:00—Fryor's Crema Military Band (CBS).
- 7:15—Rubel Baking Co. Program.
- 7:30—Kaltenborn Edits the News (CBS).
- 7:45—Studio Feature.
- 8:00—Plantation Days.
- 8:30—Philo Symphony (CBS).
- 9:00—Ben Bernie and His Blue Ribbon Orchestra (CBS).
- 9:15—Boathouse Liquid Coffee Special.
- 9:30—Mike Speciale Crusaders—Coney Island.
- 10:00—Fryl Blackberry Dudes.
- 10:15—Cosmopolitan Tours.
- 10:20—Sports Review.
- 10:25—Happy Feet.
- 10:30—Bridge Lessons by Tom Collins Jr.
- 10:45—Tacoma Dance Orchestra—Art Hiels.
- 11:00—Green Witching Hour.
- 11:30—Time and weather.
- 11:32—Tacoma Park Dance Orchestra.

WLW (428 m.—700 kc.)

- A. M.—
- 6:00—International Fiddlers.
- 6:29—Bulova Time.
- 6:30—Gym Classes.
- 7:45—A. & P. Food News (NBC).
- 7:59—Bulova Time.
- 8:00—Bradley Kincaid.
- 8:15—Mouth Health (NBC).
- 8:30—Montgomery Ward (NBC).
- 8:45—Popular Gens.
- 9:00—Morning Ballads.
- 9:15—Frances Ingram (NBC).
- 9:30—Fashionette.
- 9:45—Prenium Man.
- 10:00—Murray Horton's Orchestra.
- 10:30—Live Stock Reports.
- 10:40—Organ and Vocal Solos.
- 11:00—Island Serenaders.
- 11:15—Swift Program (NBC).
- 11:30—WLW Stars.
- 11:45—River Reports; Time Signals.
- Noon—Tuxedo Trio.
- P. M.—
- 12:15—Bulova Time.
- 12:18—Hotel Gibson Orchestra.
- 12:30—Live Stock Reports.
- 1:00—National Farm and Home (NBC).
- 1:30—Salt and Peanuts.
- 1:40—Market Reports.
- 1:45—Guy Lombardo's Orchestra, Netherland Plaza.
- 2:15—Robert Geddes, tenor.

Just a Couple of Nit-Wits Making Merry on the Air



Here is Bradford Browne, chief of the popular and idiotic program known as "The Nit-Wits," a regular feature each Monday night over the Columbia Broadcasting System network at 9:30. The charming young lady with the more or less operatic type voice is Lucille Black, known to the audience as Mme. Moocha de Polka. There are about seven others in the merry band.

WKRC has a local commercial at the time and doesn't carry the Nit-Wits. Try KMOX (1090 kc.-275.1m.) or WBBM (770 kc.-389.4m.)

Tuesday, June 30

- 2:30—Chicago Serenade (NBC).
- 2:45—Edna Wallace Hopper
- 3:00—More Truth Than Poetry
- 3:15—U. S. Navy Band (NBC).
- 3:45—Eumer Refik, pianist.
- 4:00—Beauty Strikes by Rigaud.
- 4:15—Organ and Vocal Solos.
- 4:30—Live Stock Reports.
- 4:40—Glenn Sisters and Ramona.
- 5:00—Murray Horton's Orchestra.
- 5:30—Bradley Kincaid.
- 5:45—Lowell Thomas (NBC).
- 6:00—Amos 'n' Andy (NBC).
- 6:15—WLW Highlights.
- 6:30—Berry Brothers (e. t.).
- 6:45—Baseball Scores.
- 6:50—Bradley Kincaid.
- 7:00—Armstrong Quakers (NBC).
- 7:30—Netherland Plaza Orchestra.
- 7:45—Sterling Jack.
- 8:00—Plantation Days.
- 8:30—Werk Bubble Blowers.
- 9:00—Barbasol Barbers (e. t.).
- 9:15—Tastyest Candykids.
- 9:30—Chevrolet Chronicles (e. t.).
- 10:00—Cotton Queen Minstrels.
- 10:30—Variety.
- 10:45—Bob Newhall, Sports Slices.
- 10:58—Estate Weather.
- 11:00—Los Amigos.
- 11:30—Vox Celeste.

**\$25 ALLOWANCE** for your old **ICE BOX** on this fine new **GUARANTEED ELECTRIC REFRIGERATOR**



Latest advanced features include Rustproof Steel Cabinet, West-Insulation, Silent Motor, Celsius Insulation, and many others.

Don't give up throw away that old Ice Box of yours. It is worth \$25 toward the purchase of Motor, Celsius Insulation, and many others. This great offer is limited. Act now! Only \$10 down.

**\$159.50**

**WURLITZER**

121 EAST FOURTH STREET (Bot. Walnut and Main) OPEN EVENINGS

Tuesday, June 30

- 10:30—U. S. Army Band (NBC).
- 11:00—Sign off.
- P. M.—
- 12:50—Live Stock Reports from Prod. Coop. Comm. Assn.
- 1:00—Sign off.
- 2:00—Women's Radio Review (NBC).
- 3:00—Records.
- 3:40—Broadcast from London (NBC).
- 4:00—National Education Association Program.
- 4:30—Rinsu Talkie (NBC).
- 4:45—Records.
- 5:15—Vocal Solos.
- 5:30—The Gossipers (e. t.).
- 5:45—Black and Gold Orchestra (NBC).
- 6:00—Records.
- 6:30—Bradley Kincaid.
- 6:45—Larry Grueter, Accordion.
- 7:00—Blackstone Plantation (NBC).
- 7:30—National Dairy Virtuoso (NBC).
- 8:00—McKesson Musical Magazine (NBC).
- 8:30—Fuller Brush Man (NBC).
- 9:00—Lucky Strike Dance (NBC).
- 10:00—Henry Busse's Orchestra, Castle Farm.
- 10:15—The Stebbins Boys (NBC).

WEDNESDAY July 1

WKCY (202 m.—1490 kc.)

- A. M.—
- 7:00—Hugh Cross, the boy from Smoky Mountain.
- 7:15—Morning Devotions (NBC).
- 7:30—Cherio (NBC).
- 8:00—Bob White, "Fascinating Philosophy."
- 8:15—Early morning dance program.
- 9:15—My New Kentucky Home.
- 9:45—Dance Tunes.
- 10:00—Mrs. A. M. Goudiss (NBC).
- 10:30—Classic Hour.
- 11:00—Musical Novelties.
- 11:30—Mountain Melodies.
- Noon—Popular Dance Melodies.
- P. M.—
- 12:30—Live Stock Reports.
- 12:35—Luncheon Concert.
- 1:00—Sign off.
- 5:45—Little Red Riding Hood.
- 5:55—Ayers Sport Flash.
- 6:00—Amos 'n' Andy (NBC).
- 6:15—Hilo Serenaders.
- 6:30—Latonia Race Track—Tommy Ott.
- 6:45—Bill and Bob, the Delivery Boys.
- 7:00—Italian Serenaders.
- 7:15—Kentucky Belle, Crooner.
- 7:30—Christian Glee Club.
- 8:00—Hill Billy Kid.
- 8:15—Lucille Fox, Blues.
- 8:30—Earl Arnold's Orchestra, Lookout House.

WSAI (225 m.—1330 kc.)

- A. M.—
- 8:00—Gene and Glenn (NBC).
- 8:15—Campebell Soup Orchestra
- 8:45—Records.
- 10:00—"Your Child," Grace Abbott
- 10:15—Radio Household Institute (NBC).

Wednesday, July 1

- 9:00—Tri-State Entertainers.
- 9:15—Eugenia Powers.
- 9:30—Steve Bates with an Octophone.
- 9:45—Bob White.

WFBE (250 m.—1200 kc.)

- A. M.—
- 7:00—Voices at Dawn.
- 7:15—Radio Circus.
- 7:30—Classified Directory.
- 8:00—Shoppers' Hour.
- 8:15—Mountain Valley Greetings.
- 8:30—Starr Freeze Program.
- 8:45—Radio Circus.
- 9:15—Broering Musicale.
- 9:45—Kieeman Furniture Program.
- 10:00—Brevity.
- 10:05—Bacea Coal & Iron Program.
- 10:20—Radio Circus.
- 10:35—Kelvinator Program.
- 10:50—Polar Ray Health Talk.
- 10:59—Simper Time.
- 11:00—Acme Awning Program.
- 11:15—Travel Bureau.
- 11:30—Radio Circus.
- 11:45—St. Eudabaker Champions (E. T.).
- Noon—Organ Recital.
- P. M.—
- 12:30—Fuller, Inc.
- 12:45—Bellonby Melodies.
- 1:00—Starr Freeze Program (E. T.).
- 1:15—The Home Finder.
- 1:30—Alagnocoll Program.
- 1:45—Galvano & Cortez.
- 2:00—Kenton Fishing Grounds Program.
- 2:15—Reds vs. Brooklyn at Brooklyn.
- 5:00—Lyrie Hour.
- 5:30—Radio Circus.
- 5:45—Ralph and Harlan.
- 6:00—Murphy & Goebel Furniture Special.
- 6:15—Radio Circus.
- 6:30—Dinner Music.
- 6:45—Berning Ford.
- 7:00—Earl Fuller's Orchestra.
- 7:30—Harry Hartman's Sport Review.
- 7:45—Nu-Co Painters.
- 8:00—Luckey Boys.
- 8:15—Dry Ridge Spring Program.
- 8:30—Colonial Stages.
- 8:45—Radio Circus.
- 9:00—Camel Cigars.
- 9:15—Radio Circus.
- 9:45—Mountain Valley Varieties.
- 10:00—Radio Circus.
- 10:30—Fuller's Orchestra.
- 11:00—Radio Circus.
- 11:15—Slumber Music.

WKRC (545 m.—550 kc.)

- A. M.—
- 6:45—Sunrise Worship.
- 7:45—Hill Billy Kid.
- 7:59—Green Time.
- 8:00—The Commuters (CBS).
- 8:30—Tony's Scrap Book (CBS).
- 8:45—The Old Dutch Girl (CBS).
- 9:00—Mirrors of Beauty (CBS).
- 9:15—Madam Flor-enz Beauty Program.

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Name .....

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Wednesday, July 1
9:30-Consolidated Merchants' Program.
10:00-Full Measure Gas.
10:15-Time and weather.
10:18-Woman's Hour, Tremlette Tully.
10:45-Charles W. Reame Studio.
11:15-Homemakers' Talk by Julia Hayes.
11:45-Drink-Mor Program.
Noon-Wurlitzer Music Box Revue.

P. M.-
12:30-Cincinnati Merchants' Program.
1:00-Farm Program (CBS).
1:30-Chicago Market Program.
1:45-Studio Feature.
2:00-Salon Orchestra (CBS).
2:30-Queen City Rug Makers.
2:45-Syncopated Silhouettes (CBS).
3:15-Starr-Freeze Melodies (E. T.).
3:30-Charles W. Reame Studio.
3:45-Columbia Camp Concert (CBS).
4:00-Pharis Tire Program.
4:15-Cosmopolitan Tours.
4:20-Asbury Park Casino Orchestra (CBS).
4:30-A. L. Fink Program.
5:00-Kamp Artists.
5:15-Cincinnati Trade School Program.
5:30-Stearns & Foster's Magic Mattress Man.
5:45-Studio.
5:50-Eureka Baseball Scores.
5:55-Sports Review.
5:59-Burke Weather Forecast.
6:00-Kate Smith Swanee Music (CBS).

6:10-Stocks, Cohl & Tyree.
6:18-Time and weather.
6:15-Limit Program, with Dennis King (CBS).
6:30-Evangeline Adams "Astrologer" (CBS).
6:45-Camel Quarter-Hour (CBS).
7:00-Pryor's Cremo Military Band (CBS).
7:15-The Barbasol Program (CBS).
7:30-Rubel Baking Co. Program.
7:45-Old Wurtzburg Malt Program.
8:00-Gold Medal Fast Freight (CBS).
8:30-Boa-otha Liquid Coffee Program.
8:45-Vincent Lopez and His Violinists (E. T.).
9:00-Rhythm Choristers (CBS).
9:15-Pyol Blackberry Dudes.
9:30-To be announced.
9:45-The Bon Bons (CBS).
10:00-Talk by Tommy Armour (CBS).
10:15-Gruen Answer Man.
10:25-Happy Feet.
10:30-Mike Speciale Crusaders - Coney Island.
11:00-Time; Weather; Sports Review.
11:08-Cosmopolitan Tours.
11:15-Hollywood Garden Orchestra (CBS).
11:30-Nocturne; Ann Leaf, Ben Alley (CBS).
Midnight-Sign off.

Wednesday, July 1
2:30-Cincinnati Zoo Concert.
3:00-Weather Forecast.
3:01-The Matinee Players.
4:00-Chats with Peggy Winthrop (NBC).
4:15-Organ with Instrumentalist.
4:30-Live Stock Reports.
4:40-Harriet Wellen, Don Becker.
5:00-Afternoon Revelers.
5:30-Bradley Kincaid.
5:45-Lovell Thomas (NBC).
6:00-Amos 'n' Andy (NBC).
6:15-WLW Highlights.
6:30-Phil Cook (NBC).
6:45-Believe It or Not, Ripley (NBC).
7:00-Basball Scores.
7:05-Mills Bros. Quartet.
7:15-John Ruskin Orchestra (e. t.).
7:30-Jack Frost Melody Moments (NBC).
8:00-The Buddy Boys.
8:30-Goldman Band Concerts (NBC).
9:30-Coffee House Hour.
10:00-Henry Busse's Orchestra, Castle Farm.
10:30-Variety.
10:45-Bob Newhall, Sport Slices.
11:00-Night Songs.
11:30-Crosley Hotel.
Midnight-Hotel Gibson Orchestra.

A. M.-
12:30-Henry Busse's Orchestra, Castle Farm.
1:00-Guy Lombardo's Orchestra, Netherland Plaza.
Thursady, July 2
12:45-Rev. Chas. A. Vandermeulen.
1:00-Sign off.
5:45-Hill Billy Kid.
5:55-Ayers Sport Flash.
6:00-Amos 'n' Andy (NBC).
6:15-Tastyest Jesters (NBC).
6:30-Latonia Race Trace Program, with Little Red Riding Hood.
6:45-Betty May.
7:00-Dixie Spiritual Singers (NBC).
7:15-Bob White.
7:30-Blu-Green Blues.
7:45-Crooning Guitarist.
8:00-Blackstone Plantation (NBC).
8:30-Special Program Dedicated to Williamstown, Ky.
9:15-Earl Arnold's Orchestra.
9:30-Classic Recital-Molly Moore, Maurice Thompson, Tommy Ott.

A. M.-
12:30-Live Stock Reports.
1:00-Sign off.
2:00-Woman's Radio Review (NBC).
3:00-Edna Wallace Hopper (NBC).
3:15-Records.
3:45-Crosley Dealers' Salute.
4:00-Don Becker, ukulele.
4:15-Sam Wilson, baritone.
4:30-Poems by Harry Holcombe.
4:45-Records.
5:00-Old Man Sunshine.
5:25-Civil Service Talk.
5:30-The Gossipers (e. t.).
5:45-Little Jack Little (NBC).
6:00-Records.
6:15-Boscul Moments, with Madame Alda (NBC).
6:30-Records.
6:45-Back of the News in Washington (NBC).
6:30-Records.
7:15-Mac Questel (NBC).
7:30-Mobiloil Concert (NBC).
8:00-Halsey Stuart (NBC).
8:30-Palmolive Hour (NBC).
9:30-Coca Cola Program (NBC).
10:00-Hotel Gibson Orchestra.
10:15-The Stebbins Boys (NBC).

Thursady, July 2
12:15-Clean Up and Paint Up Campaign.
12:30-Fuller, Inc.
12:45-Bellonby Melodies.
1:00-Starr Freeze Program (NBC).
1:15-Radio Circus.
1:30-Magnecoll Program.
1:45-The Home Finder.
2:00-Kenton Fishing Grounds Program.
2:15-Reds vs. Brooklyn at Brooklyn.
4:15-Radio Circus.
4:50-Lyric Hour.
5:00-Ralph and Harlan.
5:45-Radio Circus.
6:00-Murphy & Goebel Furniture Special.
6:15-Radio Circus.
6:30-Dinner Music.
6:45-Berning Ford.
7:00-Earl Fuller's Orchestra.
7:30-Harry Hartman's Sport Review.
7:45-Barker News.
8:00-Lucky Boys.
8:15-Dry Ridge Springs Program.

Thursady, July 2
12:15-Bulova Time.
12:16-Hotel Gibson Orchestra.
12:50-Live Stock Reports.
1:00-National Farm and Home (NBC).
1:30-Jim and Walt.
1:40-Market Reports.
1:45-Guy Lombardo's Orchestra, Netherland Plaza.
2:15-Browning Mummy, tenor.

THURSDAY July 2

WCKY (202 m.-1490 kc.)
A. M.-
7:00-Hugh Cross, the boy from Smoky Mountain.
7:15-Morning Devotions (NBC).
7:30-Cheerio (NBC).
8:00-Bob White, "Fascinating Philosophy."
8:00-Early Morning Dance.
9:15-New News Kentucky Home.
9:45-Dance Tunes.
10:00-Mrs. A. M. Goudiss (NBC).
10:30-Northam-Warren (NBC).
10:45-Classic Hour.
11:00-Musical Novelties.
11:30-Blue Ridge Mountaineers.
Noon-Popular Dance Tunes.
P. M.-
12:30-Live Stock Quotations.
12:35-Luncheon Concert.



Grace Hayes, musical comedy star, is the latest stage favorite to sign up with radio. She appears at station WJZ on Sunday nights at 6:45 nov. Look for her soon on a commercial program with a local outfit.

Thursady, July 2
12:45-Rev. Chas. A. Vandermeulen.
1:00-Sign off.
5:45-Hill Billy Kid.
5:55-Ayers Sport Flash.
6:00-Amos 'n' Andy (NBC).
6:15-Tastyest Jesters (NBC).
6:30-Latonia Race Trace Program, with Little Red Riding Hood.
6:45-Betty May.
7:00-Dixie Spiritual Singers (NBC).
7:15-Bob White.
7:30-Blu-Green Blues.
7:45-Crooning Guitarist.
8:00-Blackstone Plantation (NBC).
8:30-Special Program Dedicated to Williamstown, Ky.
9:15-Earl Arnold's Orchestra.
9:30-Classic Recital-Molly Moore, Maurice Thompson, Tommy Ott.

WFBE (250 m.-1200 kc.)

A. M.-
7:00-Voces at Dawn.
7:15-Radio Circus.
7:30-Classified Directory.
8:00-Radio Circus.
8:15-Mountain Valley Greetings.
8:30-Starr Freeze Program.
8:45-Radio Circus.
9:15-Broering Musicale.
9:45-Kleeman Furniture Program.
10:00-Brevities.
10:05-Bacca Coal & Iron Program.
10:20-Nu-Co Painters.
10:25-Kalvinator.
10:50-Polar Ray Health Talk.
10:59-Simper Time Announcement.
11:00-Comer Awning Program.
11:15-Radio Circus.
11:30-Travel Bureau.
11:45-Studebaker Champions (E. T.).
Noon-Radio Circus.
P. M.-
12:15-Clean Up and Paint Up Campaign.
12:30-Fuller, Inc.
12:45-Bellonby Melodies.
1:00-Starr Freeze Program (NBC).
1:15-Radio Circus.
1:30-Magnecoll Program.
1:45-The Home Finder.
2:00-Kenton Fishing Grounds Program.
2:15-Reds vs. Brooklyn at Brooklyn.
4:15-Radio Circus.
4:50-Lyric Hour.
5:00-Ralph and Harlan.
5:45-Radio Circus.
6:00-Murphy & Goebel Furniture Special.
6:15-Radio Circus.
6:30-Dinner Music.
6:45-Berning Ford.
7:00-Earl Fuller's Orchestra.
7:30-Harry Hartman's Sport Review.
7:45-Barker News.
8:00-Lucky Boys.
8:15-Dry Ridge Springs Program.

Thursady, July 2
12:15-Bulova Time.
12:16-Hotel Gibson Orchestra.
12:50-Live Stock Reports.
1:00-National Farm and Home (NBC).
1:30-Jim and Walt.
1:40-Market Reports.
1:45-Guy Lombardo's Orchestra, Netherland Plaza.
2:15-Browning Mummy, tenor.

Thursady, July 2
8:30-Mountain Valley Varieties.
8:45-Merchants' Review.
9:00-Camel Cigars.
9:15-Adam F. Meyer Coal Co.
9:30-Shopper's Hour.
9:45-Radio Circus.
10:15-Fuller's Orchestra.
10:45-Slumber Music.
Thursady, July 2
8:30-Mountain Valley Varieties.
8:45-Merchants' Review.
9:00-Camel Cigars.
9:15-Adam F. Meyer Coal Co.
9:30-Shopper's Hour.
9:45-Radio Circus.
10:15-Fuller's Orchestra.
10:45-Slumber Music.

Thursady, July 2
8:30-Mountain Valley Varieties.
8:45-Merchants' Review.
9:00-Camel Cigars.
9:15-Adam F. Meyer Coal Co.
9:30-Shopper's Hour.
9:45-Radio Circus.
10:15-Fuller's Orchestra.
10:45-Slumber Music.

WKRC (545 m.-550 kc.)

A. M.-
6:45-Sunrise Worship.
7:45-Hill Billy Kid.
7:59-Gruen Time Signal.
8:00-Madam Flor-enz Beauty Program.
8:15-Full Measure Gas.
8:30-Tony's Scrap Book (CBS).
8:45-Starr-Freeze Melodies (E. T.).
9:00-Drink-Mor Program.
9:15-Consolidated Merchants' Program.
9:45-Barbara Gould Beauty Talk (CBS).
10:00-Charles W. Reame Studio.
10:30-Unaeda Bakers (CBS).
10:45-Time and weather.
10:48-Woman's Hour, Tremlette Tully.
11:15-Dream Home, Jimmy and Joan.
11:30-Queen City Rug Makers.
11:45-Strick Program.
Noon-Wurlitzer Music Box Revue.

P. M.-
12:30-Cincinnati Merchants' Program.
1:00-Columbia Farm Program (CBS).
1:30-Studio Feature.
2:00-Columbia Salon Orchestra (CBS).
2:30-A. L. Fink-The Three Doctors (CBS).
2:45-A. L. Fink-Ben and Helen (CBS).
3:00-Homemakers Talk by Julia Hayes.
3:30-Charles W. Reame Studio.
3:45-Rhythm Ramblers (CBS).
4:00-Asbury Park Casino Orchestra (CBS).
4:15-Cosmopolitan Tours.
4:20-Asbury Park Casino Orchestra (CBS).
4:45-Meet the Artist (CBS).
5:00-Phonix Program; Sports Flash.
5:15-Cincinnati Trade School Program.
5:30-Stearns & Foster's Magic Mattress Man.
5:45-Studio.
5:50-Eureka Baseball Scores.
5:55-Sports Review.
5:59-Burke Weather Forecast.
6:00-Kate Smith and her Swanee Music (CBS).
6:10-Stocks, Cohl & Tyree.
6:18-Time and weather.
6:15-Limit Program, with Dennis King (CBS).
6:30-Daddy and Rollo (CBS).
6:45-Camel Quarter-Hour (CBS).
7:00-Pryor's Cremo Military Band (CBS).
7:15-Rubel Baking Co. Program.
7:30-Kaltenborn Edits the News (CBS).
7:45-The Old Wurtzburg Malt Program (CBS).
8:00-The Premier Salad Dressers (CBS).
8:15-Blue Yank Workshirt (E. T.).
8:30-Detective Story Program (CBS).
9:00-Mike Speciale Crusaders - Coney Island.
9:30-Fortune Builders (CBS).
9:45-Peter's Parade (CBS).
10:00-Pyol Blackberry Dudes.
10:15-Cosmopolitan Tours.
10:20-Sports Review.
10:25-Happy Feet.
10:30-Art Hicks-Tacoma Park.
11:00-Gruen Witching Hour.
11:30-Time and weather.
11:35-Studio Feature.

Thursady, July 2
12:15-Bulova Time.
12:16-Hotel Gibson Orchestra.
12:50-Live Stock Reports.
1:00-National Farm and Home (NBC).
1:30-Jim and Walt.
1:40-Market Reports.
1:45-Guy Lombardo's Orchestra, Netherland Plaza.
2:15-Browning Mummy, tenor.

Thursady, July 2
12:15-Bulova Time.
12:16-Hotel Gibson Orchestra.
12:50-Live Stock Reports.
1:00-National Farm and Home (NBC).
1:30-Jim and Walt.
1:40-Market Reports.
1:45-Guy Lombardo's Orchestra, Netherland Plaza.
2:15-Browning Mummy, tenor.

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12:15-Bulova Time.
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1:30-Jim and Walt.
1:40-Market Reports.
1:45-Guy Lombardo's Orchestra, Netherland Plaza.
2:15-Browning Mummy, tenor.

Thursady, July 2
12:15-Bulova Time.
12:16-Hotel Gibson Orchestra.
12:50-Live Stock Reports.
1:00-National Farm and Home (NBC).
1:30-Jim and Walt.
1:40-Market Reports.
1:45-Guy Lombardo's Orchestra, Netherland Plaza.
2:15-Browning Mummy, tenor.

Thursady, July 2
9:45-Housekeeper Chats.
10:00-Murray Horton Orchestra.
10:30-Live Stock Reports.
10:40-Jim and Walt.
11:00-The Venetian Three.
11:15-Swift Program (NBC).
11:30-WLW Stars.
11:45-River Reports; Time Signals.
Noon-Organ, Arthur Clandler, Jr.

P. M.-

12:15-Bulova Time.
12:16-Hotel Gibson Orchestra.
12:45-American Cynamid Program (E. T.).
12:50-Live Stock Reports.
1:00-National Farm and Home (NBC).
1:30-George, Lava Soap Man (NBC).
1:45-Market Reports.
1:50-Guy Lombardo's Orchestra, Netherland Plaza.
2:15-Elliott Stewart, baritone.
2:30-Chicago Serenade (NBC).
2:45-Edna Wallace Hopper (NBC).
3:00-Hone Decorations (NBC).
3:15-Weather Forecast.
3:15-Afternoon Revelers.
3:30-Maze of Melody (NBC).
4:00-Jim and Walt.
4:15-Gems of Melody (NBC).
4:30-Live Stock Reports.
4:40-The Crosley Singers.
5:00-Edna Wallace Hopper (NBC).
5:15-The Ramblers.
5:20-Bulova Time.
5:30-Bradley Kincaid.
5:45-Lovell Thomas (NBC).
6:00-Amos 'n' Andy (NBC).
6:15-Tastyest Jesters (NBC).
6:30-Glenn Adams, Dog Talks.
6:45-New's Flashes from Hollywood (E. T.).
6:50-Baseball Scores.
6:55-Bradley Kincaid.
7:00-WLW Highlights.
7:15-Rin-Tin-Tin Thriller (NBC).
7:30-Guy Lombardo's Orchestra, Netherland Plaza.
8:00-Barbasol Barbers (e. t.).
8:15-Horseshoe Gardens Orchestra.
8:30-Russian Airs.
9:00-Crimeights.
9:30-Clara, Lou and Em (NBC).
9:45-Hires' Fireside Melodies.
10:00-Hotel Gibson Orchestra.
10:30-Variety.
10:45-Bob Newhall, Sport Slices.
10:58-Estate Weather Man.
11:00-Great Composers.
Midnight-Village Rhymerster.

A. M.-
12:10-Hotel Gibson Orchestra.
12:30-Henry Busse's Orchestra, Castle Farm.
1:00-Guy Lombardo's Orchestra, Netherland Plaza.

Thursady, July 2
12:15-Bulova Time.
12:16-Hotel Gibson Orchestra.
12:50-Live Stock Reports.
1:00-National Farm and Home (NBC).
1:30-Jim and Walt.
1:40-Market Reports.
1:45-Guy Lombardo's Orchestra, Netherland Plaza.
2:15-Browning Mummy, tenor.

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12:16-Hotel Gibson Orchestra.
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1:40-Market Reports.
1:45-Guy Lombardo's Orchestra, Netherland Plaza.
2:15-Browning Mummy, tenor.