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Radio Dial

WEEK ENDING SEPTEMBER 17, 1937

ELZA SCHALLERT
ON WCKY-NBC

See Page 11



Weekly RADIO DIAL

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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.

Telephone—CHerry 0710—0711 GEORGE A. VOGELE—Editor

Vol. VII WEEK ENDING SEPTEMBER 17, 1937 No. 18

BUT FEW ARE CHOSEN

Unlike radio in most other countries, American broadcasting works 18 or 19 hours a day. From 6 or 7 o'clock in the morning to midnight or 1 o'clock the next morning programs trickle down aerials in an endless stream.

Of course nobody actually listens all the time. Though some sets are kept playing from breakfast to bedtime, most are turned on and off several times during the 18-hour broadcasting day, according to listeners' convenience and how much interest programs arouse.

This is what makes the long broadcasting day practical. In effect, it is a huge bill of fare from which the diner chooses only those dishes that suit his fancy.

How many radio dishes does the average program diner order and enjoy?

The people who conduct surveys have an answer. Their investigations show that, the country over, radios are used an average of 5.1 hours a day. Probably that is close to the truth. But listening and having the radio turned on are not the same thing.

If such a thing could be reduced to statistics it would be found that the average dialer actually listens to comparatively few programs a day, and that these programs are pretty much the same day after day and week after week. At least that is the conclusion to be drawn from long observation and much listener comment.

When you stop to think of it, that is altogether natural.

Most listeners are not free to devote unlimited time to radio. They must work, keep house; pay social debts, go to school, and do the countless things that make up the routine of living. Their listening has to be done when these competing activities permit.

It is also natural that so much of their listening falls into a pretty definite pattern. Sometimes it is just a matter of habit. Certain programs are heard because they fall at a leisure hour. But more are heard day after day and week after week because listeners find them interesting enough to follow.

It seems to be another case of water finding its level. Certain programs build up a loyal audience because they please those particular listeners. A competing program of better quality will lure few of them away from the favorite.

To those who are curious about what makes people tick, this is perhaps the most interesting angle of the matter. But for the broadcasters it is something a good deal more serious.

In a few more weeks the fall program season will be under full steam. A host of new features and returning favorites will clamor for listeners' ears. Which will pick up their audiences where they left off last spring, and which will find themselves displaced by new favorites? Out of all the profusion only a few are going to be chosen by each listener.

"Ford Sunday Hour" To Resume With Brilliant Array of Musical Talent

A brilliant array of world-famous vocalists, instrumentalists and conductors will highlight the 1937-38 season of the "Ford Sunday Evening Hour" when it reopens its weekly broadcasts over the WABC-Columbia network, including WKRC, WHAS and WHIO, Sunday, September 12, from 8:00 to 9:00 p. m. (E.S.T.).

Jose Iturbi, noted pianist-conductor, will direct the 75-piece Ford Symphony Orchestra and the chorus in the season's initial broadcast and John Charles Thomas, Metropolitan Opera baritone, again has been chosen to be the first guest soloist as he was last year.

Iturbi will conduct for the first eight weeks, from September 12 through October 31. The baton is to be taken over by Eugene Ormandy, conductor of the Philadelphia Symphony Orchestra, for the eight weeks between November 7 and December 26. The next director will be Alexander Smallens from January 2 through January 30. Then will follow Fritz Reiner, for nine weeks, from February 6 through April 3. Iturbi is to return for the two programs of April 10 and 17 and Ormandy for those of April 24 and May 1.

COLUMBI-A-MUSINGS

From WKRC

By MARGARET MALONEY

Dick Bray, 'KRC sports commentator, begins the football season on September 25, when he referees the St. Xavier-Transylvania game at Corcoran Field. He travels to South Bend, Indiana, for the Notre-Dame-Drake game on October 2, and returns there on October 23 for the Notre Dame-Navy tussle. This is the time of year when Dick really gets a workout!

Igor Gorin leaves "Hollywood Hotel" in three weeks for a program of his own. Goes two more weeks on the Texaco summer show on CBS Sunday nights.

And Nick Lucas' contract with Al Pierce terminates shortly . . . it won't be renewed.

Why is Gladys Lee, 'KRC staff pianist, so quiet these days??

Arlene Harris, she of the glib tongue on Al Pierce's show, met defeat last week when at a luncheon given in her honor, she was unable to get in a word with her 46 women friends!

Janet Gaynor and Robert Montgomery head the list for the new Lux show . . . they'll star in a radio version of "A Star is Born" on September 10.

The auto sponsor that sponsored Rubinoff last season, is listening to auditions with Jane Froman, Ted Lewis' ork, the Modern Choir and Morton Bowe . . . that combination sounds good to us and we hope we'll be hearing it soon.

Virginia Verrill is said to look very much like Myrna Loy . . . we recall having met Virginia in New York last summer but don't recall noticing the likeness . . . and we've seen Myrna Loy, too.

Before Kate Smith returns to CBS through 'KRC, September 30, she will spend a short vacation with her mother in Virginia. She has been resting at her summer home at Lake Placid and getting in more than her share of exercise. However, she seems unable to lose a pound! But she's not the only one!

Raymond Paige, maestro of "Hollywood Hotel," had to give up track and football at school because his violin teacher was afraid he would injure his hands.

Phil Baker, now one of radio's foremost comedians, first gained attention as a pianist for a violin act.

Arbiter of Fashion



Since Ruth Lyons' return from Hollywood, she is seen at her work as production manager of WKRC, in slacks . . . as the picture above will attest. She brought several slack suits back to Cincinnati with her . . . They were tailored expressly for her by a famous designer of women's sports clothes in Hollywood.

Whitney Ensemble



The Whitney Ensemble, that you hear over WCKY-NBC each Saturday at 2:00 p. m. (E.S.T.), is composed of Robert Whitney and his four sisters, Noreen, Edith, Grace and Edna. Great-grandchildren of Robert Hosier Baker, famous Scottish impresario, the Whitneys are one of the first musical groups in America to pioneer the cause of chamber music over the air.

"RADIO THEATER" BEGINS THIRD YEAR ON CBS

PRESIDENT AND SENATOR DEBATE ON CONSTITUTION

Addresses on the Constitution, regarding which the two men hold somewhat divergent views, will be delivered by President Roosevelt and Senator William E. Borah, this week, both speeches to be heard over WCKY and the NBC Blue Network.

Senator Borah will speak Thursday, September 16, from 9:00 to 9:45 p. m. (E.S.T.), the address coming from Constitution Hall in Washington, where the Masonic Grand Lodge will be celebrating the eve of Constitution Day.

The President's address will come from the Sylvan Theater near the Washington Monument, Friday, September 17, from 9:30 to 10:00 p. m. (E.S.T.), and will be the climax of many celebrations throughout the country in observance of the 150th anniversary of the signing of the Constitution.

Joins WCKY Staff



Jim Miles, pictured above, is the newest addition to WCKY's announcing staff. He specializes in news broadcasts. Miles is a native of Bellefontaine, Ohio, and has announced programs at WOSU, Columbus, and WCHS, Charleston, W. Va.

Alfred Gus Karger, Commentator, Station WLW and WLW LINE, will discuss "Temperance or Prohibition," Saturday, September 11, at 5:45 p. m. (E.S.T.).

"THIN ICE" PREVIEW ON "HOTEL" SHOW

Intrigue, romance and comedy are among the ingredients of the fast-paced picture, "Thin Ice," starring the ten-times world champion figure skater, Sonja Henie, and one of the screen's newest and most popular leading men, Tyrone Power, to be previewed during the "Hollywood Hotel" broadcast over the WABC-Columbia network, including WKRC and WHAS, Friday, September 10, from 8:00 to 9:00 p. m. (E.S.T.).

Both of these stars, who have been previous "Hotel" guests will bring to the air audience several of the picture's most amusing scenes. Tyrone Power will be heard in the role of Prince Rupert, who pits two political enemies against each other in order to make a neutrality pact, and meanwhile falls in love with the skating instructor of a Swiss hamlet, played by Sonja Henie. Masquerading before Sonja as a newspaperman until he wins his points with the gentlemen of his government, Power, in the true romantic fashion, wins the heart of the lovely skater.

"A Star Is Born" Will Be First Offering

Janet Gaynor and Robert Montgomery In Leads

Janet Gaynor, making her "Radio Theater" debut, will be starred with Robert Montgomery in a radio adaptation of "A Star Is Born," as the first of the new fall series of the famous hour dramatic broadcasts in the program to be heard over a WABC-Columbia network, including WKRC, WHAS and WHIO, Monday, September 13, from 8:00 to 9:00 p. m. (E.S.T.).

The presentation marks the return of "Radio Theater" to the air after a nine-week vacation. The programs, continuing to offer outstanding stars of stage and screen in well known vehicles, will, as before, be under the direction of Cecil B. DeMille and will have musical backgrounds provided by the orchestra of Lou Silvers.

"A Star Is Born" is a behind-the-scenes drama of life in Hollywood and unfolds the tale of Esther Blodgett (Miss Gaynor), a mid-western farm girl whose grandmother financed a trip to the film capital with the money she had been saving for her funeral.

Meeting with no success and with the last of the money gone, Esther becomes a waitress, and while occupied in these duties meets Norman Maine, the movie star played by Montgomery. Through his help she rises to great heights as a screen actress. The drama moves on through highly emotional and dramatic scenes to a not entirely happy conclusion.

Montgomery's appearance will be his fourth on the "Radio Theater" series and the second under the direction of Mr. DeMille.

DICK BRAY TO BROADCAST FROM CARTHAGE FAIR

WKRC, Columbia's Cincinnati outlet, has installed lines in various buildings and on the mid-way of the Carthage Fair Grounds, and Dick Bray, WKRC's special events announcer, will interview celebrities attending the fair, September 15 to September 18, inclusive.

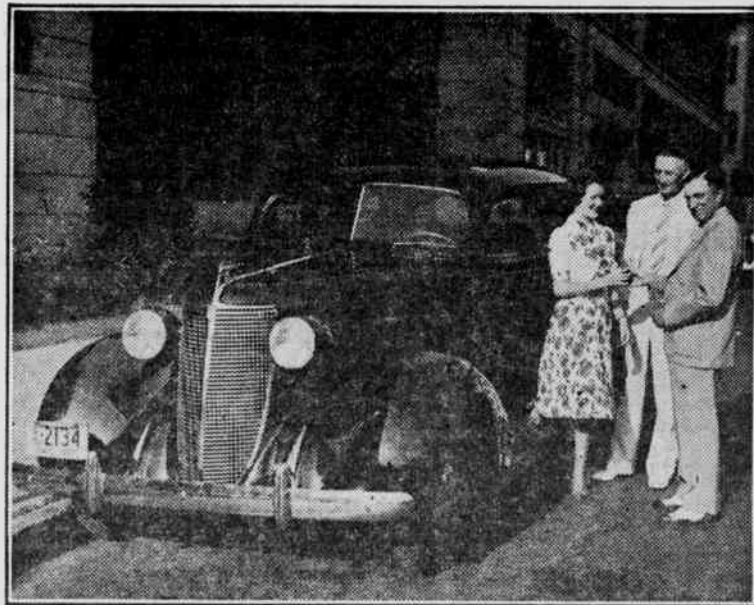
WKRC will also have a booth where photographs of their local artists together with Columbia performers will be on display.

He Can Carry a Tune, Too



Little Jackie Heller, five-foot tenor of the NBC Jamboree and other network programs, shouldered a very pleasant responsibility the other day when he took Martha Raye of the movies on a piggy-back sightseeing trip around Edgewater Beach, Chicago. Miss Raye recently appeared as Heller's guest at a recent Jamboree.

First Prize Winner in Dow Contest



Sixteen-year-old Patricia Parks was the first prize winner in the recent Dow Dawn Patrol contest. The picture shows Mr. Frank J. Santry, president of the Nash-Cincinnati Motors Company presenting her with the keys to the 1937 Nash-Lafayette DeLuxe sedan while Mr. W. J. Cassin, president of the Dow Drug Company looks on. The Dawn Patrol is broadcast each morning except Sunday over WKRC at 7:30 a. m., and is conducted by Al Bland.

CBS Serial Star



Helen Menken, star of the CBS radio serial, "Second Husband" sits for a new portrait. One of Broadway's most prominent actresses, Miss Menken has scored a resounding success in radio. Her program is broadcast over the WABC-Columbia network, including WKRC and WHAS, Tuesdays from 6:30 to 7:00 p. m. (E.S.T.).

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

PROGRAMS FOR SATURDAY, SEPTEMBER 11

(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 time slots and program titles.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Message of Israel: Rabbi Jonah B. Wise. Organ music. WJZ WCKY WLS kdka wgar wave wire wham wowo
6:15—Song Time with Betty Grable and John Payne. WABC WHIO wcau wadc wmaq
6:30—Eddie Varzo's Orchestra. (NBC) WLS (WCKY on 6:45) kdka wtam wowo
6:45—M. Luboschutz and Nemenoff, piano duo. WEAf wgy wtm wmaq who wdf kyw
7:00—Meredith Willson's Orchestra. WEAf WLW WSM wgy wtm wmaq wj wave kyw wdf wfla
7:00—The Home Towners. WJZ WCKY kdka wgar wave wire wham wmaq wj kyw wdf

Shots; Novelodeons, male trio; Sally Foster; Lula Belle and Arkie, songs; Uncle Ezra, Maple City Four, and Joe Kelly, m. c. WJZ WLW WLS kdka wtm wgar wave wfla wbp kvoo
8:30—Hollywood Showcase: Lud Gluskin's Orchestra and guests. WABC WHAS WHIO wjr wbbm whk wfbm kmcb kmox wvva wbt wsta wwl
Special Delivery—a dramatic sketch, with Marion Randolph. WEAf kyw wgy wtm wmaq wdf wj kstp who
9:00—Saratoga Music Festival. WJZ WCKY WLW kdka wgar wave wire wham
Your Hit Parade: Mark Warnow's Orchestra; Songsmiths, male quartet; Reddie Gibson and Stuart Allen, vocalists. WABC WKRC WHAS WHIO wire wbbm wfbm whk kmcb wcau kmox wadc wbst wvva wbt wsta wj wcco
NBC Jamboree: Harry Kogen and his Orchestra, with guest artists. WEAf wgy wtm wmaq who
9:45—Patti Chapin, songs. WABC WKRC WHAS WHIO wbbm whk wfbm kmcb kmox wadc wbst wvva wbt wsta wwl wcco
10:00—Carlos Molina's Hotel Stevens Orchestra. WEAf WLW wgy wtm wmaq who wdf kyw
Bunny Berigan and his Orchestra, WABC WKRC WHAS (WHIO on 10:15) (wjr on 10:15) wbbm whk kmcb wcau kmox wadc wbst wsta wcco wvve

MUSIC CRITIC IS COMMENTATOR ON WLW PROGRAM

Starting Sunday, September 12, the "Crosley Concert Hour," which is heard every Sunday, from 10:30 to 11:00 p. m. (E.S.T.), over the Nation's Station and the WLW Line will present a number of outstanding personalities from the musical field in the role of commentator.
The first program will bring to the microphone Frederick Yeiser, nationally known music critic of the Cincinnati Enquirer. William Stoess, conductor of the "Concert Hour" has placed Yeiser in charge of selecting the musical numbers.

RADIO DIAL CONTEST CLUB



HUGH FREESE is the Assistant Editor of Contest Magazine and a son of A. Demott Freese, owner and Editor. It is his job to keep a weather eye open for any changes—or all changes—in the contest field. And, too, he writes an occasional editorial.

In the first named capacity observers are agreed that he is ace high, while in the second his grasp of contest phraseology and his common-sense discussion of those things which keep contest fans awake at night, is equally noteworthy.

One of those "friendly-letter" editorials appears in September issue of Contest Magazine headed **VIEW-POINT**. We believe you'll like it.

"A beginning contestant wonders why there hasn't been a book written on how to understand the minds of sponsors and judges, so that he can know better what kinds of entries have the best chances to win.

"However, such a book is not necessary. We need only to understand the mind of the public. The judge is usually an advertising expert, whose major study is the public. He learns to look for things which, gets the public to respond, to act.

"If you will study people and look for the same things the advertising man looks for, you will have a like mind with the judge and the sponsor.

"In other words, know your public.

"Learn to write your entries from viewpoints in which the public is most interested. You yourself are a member of the public; study yourself.

"It's not always reasonable, but people are more interested sometimes in the viewpoint of a detached person than one who should know the most about his profession.

"Take religion for instance. The words of a clergyman should have more weight in religious matters than the statement of a layman, but this is not always true. It's more interesting to the general public to read an essay on "Why I Believe In God," written by a movie actor than one written by a bishop. Clergymen themselves often quote statements from scientists, statesmen, authors, to lend convincingness to sermons. Likewise, other professions quote clergymen to lend weight to their affairs.

"A woman non-smoker's views on cigars is more interesting sometimes than the views of a male smoker. Also, a schoolboy's opinion of a particular toilet soap might make better copy than his mother's views.

"A railroad engineer's idea of the excellence of some make of automobile might be unusually interesting. In other words, if it's a viewpoint that we seldom hear from, it's a good viewpoint for a contest entry.

"This method will not work successfully every time, but it deserves your careful consideration. It's the kind of differentness that judges "fall for," because they know the public falls for it, too. It makes good advertising copy."

To devote much space to the outcome of Old Gold's first big contest would be sure repetition. The sponsors have seen to it that every participant knows who the winners were, and besides, that they know just how the solutions were arrived at. The first prize winner is fortunate in more than one way. In addition to getting enough money to retire on, he might be able to persuade his commanding officer to let him anchor in mid-Pacific until curiosity seekers and investment hounds forget about it. He is William R. Staggs, assigned to the U. S. S. Ranger (VS-42) Coronado, Calif.

The second big Old Gold contest which began August 30th is even larger in prize offerings than No. 1, but more appealing to the average person. It will also eliminate two bad features which were present in the first contest—tie breakers and list sellers.

Outside of inner advertising circles, this second cigarette contest juggernaut was a complete surprise.

The General Electric Company will announce a \$40,000 contest shortly. It is due to begin October 2nd and close December 27th. 102 prizes will be given for best 100-word letters, based on "The Electrical Standard of Living." Those interested should avail themselves of the full particulars which can be obtained at all GE branches and light companies after October 2nd.

According to the promoters, the Contest Convention was called to meet September 4th in Washington, D. C., at Hotel Hamilton, 8 p. m. Available proceedings and developments will be carried in this column.

Kellogg's "Family Party" contest, starring Eddie & Ralph on the radio program, and in which the winners in a weekly limerick contest are given free trips to New York; is considered likely to be made a nationwide affair in the fall. Heretofore, it has only been open to States adjacent to New York.

Makers of Admiracion Shampoo inaugurates a new contest over its Mutual Broadcasting System program (Tim and Irene on Sunday 5:30 p. m. E.S.T.). Three \$200 Silver Fox furs will be given weekly, also 500 pairs of silk hosiery, value \$2 each. Details on program. Tim Ryan will notify the winners by telephone, himself. Helen King will be the judge. Begins September 12th and ends December 15th.

Linda's First Love, a program

sponsored by Kroger and Piggly-Wiggly, is offering chests of silverware in a contest daily. Subjects change. Heard over various stations, but can be tuned in from WLW at 10:00 a. m. (E.S.T.) Monday through Friday. Purchase required.

Rings of Romance, sold by credit jewelers, offer diamond rings as prizes for a name for their Bridal Duette Set. No purchase.

Winner of the first prize in Dow's Ice Cream Contest over WKRC is Patricia Parks, 1109 Halpin Ave., second to M. H. Finck, 3519 Clifton Ave., and third to Mary Anthony, 241 East Auburn Ave., all in Cincinnati. Last week's Radio Dial lists all winners.

Life Savers, Inc., of Port Chester, N. Y., offer \$150 in cash prizes for best 10-word opinions of Pep-O-Mint Life Savers. See dealer for entry card. Closes September 30th.

"Professor Quiz"

The "Professor Quiz" show heard each Saturday night over the Columbia network through WKRC, is now being sponsored by the Nash Motor Car Company, a division of the Nash-Kelvinator Corporation.

With the broadcast of Saturday, September 4, Bob Trout, famed Columbia special events announcer and commentator, replaced Arthur Godfrey, who resigned. Trout, widely known as Columbia's Presidential announcer was the original assistant to the amiable Professor when the program was heard as a sustaining feature. He relinquished his role to participate in the airing of the ceremonies of King George VI's coronation.

"Professor Quiz" who keeps his identity a secret, is a college and law school graduate, a member of Phi Beta Kappa and a practicing lawyer.

SAFETY FOR YOUR SAVINGS, PLUS INCOME

—non-speculative dividend producing and INSURED

Ask for free booklets and details of our savings plan

TUNE IN WSAI
Sunday, Tuesday and Friday
10:30 P. M. (E.S.T.)

Business Men's Federal Savings and Loan Association
608 Main Street, Cincinnati, Ohio

Your Choice of These Valuable Items

A GENUINE EBERHARD FABER PEN AND PENCIL SET

(Makers of Fine Writing Implements Since 1849)

Attractive and Valuable

The fountain pen is practical, well designed and made to give long wear. All trimmings are plated with 14k gold. . . . The pencil works smoothly, propelling and repelling.

MODERN KITCHEN GUIDE

A Modern Kitchen Guide

A valuable and up-to-date Cooking Recipe Book of 250 pages, containing more than 1000 practical, tested recipes, the kind both beginners and experts will appreciate. Given free with one year's subscription at \$2.00.

WALL THERMOMETER

A new, useful, attractive and scientifically accurate wall thermometer. You need an extra one in your home. Get yours free with one year's subscription at \$2.00.

Atlas of the United States

Size 6 1/2" x 9 1/2". Hard-bound varnished board covers, attractively colored; 64 pages of excellent paper. Contains large colored maps of the entire United States, many black and white economic maps, 34 reproductions of photographs, pictures of all the presidents, text describing the United States and its growth, and index to cities and towns with their populations. Given free with one year's subscription at \$2.00.

KITCHEN CADDY

A Necessity For Every Kitchen

The most useful utensil hanger which saves every housewife thousands of steps. Strongly constructed and attractively trimmed with a windmill design. The hanger will hold 16 or more utensils and can easily be attached to any door or wall. Given Free with one year's subscription at \$2.00.

1937 LOG BOOK

RADIO LOG BOOK

ALL NORTH AMERICAN SHORT WAVE AND FOREIGN SHORT WAVE STATIONS

The new 1937 Log Book lists all North American, Short Wave and Foreign Short Wave Stations. An invaluable reference book that you will want to have handy at all times. Free with your subscription for 6 months at \$1.00.

HANDITONGS

An Article of a Hundred Uses.

Taking Sweet Corn from the Cob

Removing Welds from Boiling Water

Handling Baked Potatoes

Used in Making Doughnuts

Taking French Fries from Fry Pot

Used as a Lid Lifter

Handling Hot Cans

Handling Hot Colors

Practical — Handy — Will Last a Lifetime
Actual Size 9 1/2" Inob's Long

Here is an item of a hundred uses in the home. You will wonder how you ever got along without one. Free with your subscription for 6 months at \$1.00.

RADIO DIAL, 22 East 12th Street, Cincinnati, Ohio.

Enter my six months subscription to Radio Dial—26 big issues—for which I enclose \$1.00.

Enter my one year subscription—52 big issues—for which I enclose \$2.00.

My subscription is new. My subscription is a renewal.

Send me free and postpaid the premium I have checked.

ATLAS OF UNITED STATES HANDITONGS

WALL THERMOMETER PEN AND PENCIL SET

MODERN KITCHEN GUIDE KITCHEN CADDY

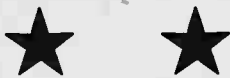
RADIO LOG BOOK

Name

Address

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

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



PROGRAMS FOR SUNDAY, SEPTEMBER 12



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

NOON—Church of the Air: Rev. John F. O'Hara, C. S. C. (Catholic), President of the University of Notre Dame, South Bend, Ind. WABC WKRC WHAS WHIO wjr wcau wadw wbsb wfsa wcco
12:30—Poet's Gold: David Ross and Orchestra. WABC WHAS WKRC (WHIO on 12:45) wadw kmbc wvva
Our Neighbors: Jerry Belcher interviewing families in their own homes. WJZ WCKY WLS wave wgar wire wham
Dreams of Long Ago: Dramatization of old-time songs by Ethel Parks Richardson. WFAF WLW wgy kyw wtam wmaq who wdaf
1:00—The Magic Key of R. C. A.: Symphony Orchestra direction Frank Black. Milton J. Cross and Tex O'Rourke; Jean Sablon, songs; guest artists. WJZ WLW WLS WSM kdka wgar wfla kvoo wfaa wham wave wowo
Sunday Drivers: Variety program, with Fields and Hall, m. c.; novelty orchestra and Frances Adair, soprano. WFAF wgy kyw wtam wmaq who wdaf
St. Louis Serenade. WABC WHAS WKRC WHIO wjr wfbm kmbc kmox wadw wbt wfsa wcco
1:30—Thatcher Colt Mysteries. WFAF WSAI kyw wgy wjz wtam wmaq who wdaf wire

Living Dramas of the Bible. WABC WKRC WHAS wjr whk wfbm kmbc kmox wadw wbsb wbt wcco
2:00—Everybody's Music: Columbia Symphony Orchestra and Howard Barlow. WABC WKRC WHAS WHIO wjr whk wfbm kmbc kmox wadw wbsb wbt wcco
Tapestry of Melody. WFAF WLW WSM wgar wave wire wham
There Was a Woman—dramatic presentation of the women in the lives of famous men. WJZ WCKY WLS kdka wgar wave wire wham wfla kvoo wfaa
Popular Melodies, with vocalists. WJZ WCKY WSM WLS kdka wave wire wham wgar
M. Widow's Sons. WFAF WLW wgar wave 3:00—Sunday Vespers: "Life in the Light of Death." Dr. Paul Scherer. Mixed Quartet, direction Charles A. Baker. WJZ WCKY WLS WSM wgar wave wire wham
Romance Melodies: Orchestra, direction Roy Shield, with Ruth Lyon, soprano; Edward Davies, baritone. WFAF WLW wgy wtam wmaq wdaf kyw wire wwl
Spelling Bee with Dr. Harry Hagen: Bronx and East Side School teams. WABC wjr whk wfbm kmbc kmox wadw wbsb wbt wcco
3:30—The World Is Yours: Dramatization. Program under auspices of Smithsonian Institute. WFAF WSM wgy wtam wmaq wdaf kyw wjz

—Senator Fishface and Professor Figgibottle. Variety show featuring Norman Cloutier and his Orchestra; Jean Ellington, blues singer; Showman Quartet; Paul Stewart, m. c. WJZ WLS WCKY wgar wave wire wham
4:00—Our American Neighbors: Haiti and Dominican Republic. Orchestra, direction Vincent Sorey. Jerry Lawrence, narrator. WABC WHIO wbbm wcau kmox wvva wbt wfsa wadw wcco
Noble Cain and A Capella Choir. WJZ WCKY WENR kdka wham wfla wave kvoo wbp wgar wowo
Paul Martin and his Orchestra. WFAF WLW WSM wgy wtam wmaq wdaf wire who wjz
4:30—Guy Lombardo and His Orchestra. WABC WHAS wjr whk wfbm kmbc wcau kmox wvva wwl
Rep. Sol Bloom of New York. WFAF WLW kyw wgy wjz wtam wmaq who wgar kmox kstp
Sunday Afternoon with Smiling Ed McConnell: Palmer Clark's Orchestra; Larry Larsen, organist, and choral group. WJZ WCKY WLS WSM kdka wham wfla wave kvoo wbp wgar wowo
Howard Neumiller, pianist. (CBS) wcco
4:45—Eddie House, organist. (CBS) wcco
Roy Shield's Encore Music. WFAF WLW KYW WGY WJZ WTM WMAQ WHO WFAF KMOX WYVA WWL
5:00—Phil Harris and his Orchestra. WABC WHIO wjr wbbm wfbm whk kmbc wcau kmo wbt wwl wcco
Canadian Grenadier Guards Band, Capt. J. J. Gagnier, conductor. WJZ WCKY WLW kdka wgar wave wire wham wowo

Catholic Hour: "Spiritual allacies in Student Life." Fr. Dr. Maurice S. Sheehy, of the Catholic University of America, guest speaker; Paulist Choir, direction Father Finn. WFAF WSM wgy wtam wmaq wjz who wdaf kyw
5:30—The Chicagoans. WABC WKRC WHIO wjr wbbm whk wfbm kmbc wcau kmox wbt wwl wcco
Helen Traubel, soprano and orchestra. WJZ WCKY kdka wgar wave wire
A Tale of Today, sketch. WFAF wtam wmaq wgy wowo
6:00—Columbia Workshop: Dramatization, direction Irving Reis. (From London.) WABC WHIO WKRC wbbm whk wfbm
Jell-O Summer Program, starring Jane Froman and Don Ross, with D'Artega's Orchestra. WFAF WLS WLW WSM wave wire wham wmaq
Codolban. WJZ WCKY kdka wgar wave wire wham
6:30—Phil Baker, comedian, with Oscar Bradley's Orchestra. WABC WKRC WHAS WHIO wjr whk wfbm wcau wadw wbsb wvva wbt wfsa
Fleischmann's Yeast Program; Werner Janssen's Orchestra; Loretta Lee, blues singer; Allan Jones, tenor. WJZ WLS WSM WCKY kdka wham wgar wave kvoo wbp wfla
"Twilight Musicale" from Chicago. (CBS) wbbm wcco
Fireside Recitals, featuring Helen Marshall, soprano; Sigurd Nilssen, basso; Frank St. Leger, pianist-composer. WFAF WSAI wmaq wgy kyw wdaf wtam wjz who wire
6:45—Sunset Dreams. WFAF WLW kyw wgy

wtam wjz wmaq who wdaf
7:00—The Chase and Sanborn Program: Starring W. C. Fields, with Don Ameche, m. c.; Edgar Bergen and Charlie McCarthy, Dorothy Lamour, and Robert Armstrong's Orchestra. WFAF WLW WSM wtam wire wjz wdaf wstp kvoo wfaa wgy kyw wave wmaq wfla who
To be announced. WJZ WCKY WLS kdka wham wgar wowo
To be announced. WABC WKRC WHAS WHIO wjr wbbm wfbm whk wcau kmbc kmox wadw wbsb wvva wbt wfsa wwl wcco
7:30—"Texaco Town," with "Saymore Saymore," Pinky Tomlin, Eddie Stanley, Igor Gorin, Jimmy Wallington and Jacques Renard's Orchestra. WABC WKRC WHIO WHAS wgy wjz wmaq who wdaf wfla wjr wave
8:00—Manhattan Merry-Go-Round: Pierre Le Kreeun, tenor; Rachel Carlay, blues singer; Don Donnie's Orchestra; Men About Town Trio. WFAF WSAI WSM wgy wtam wjz wmaq who wdaf wfla wawe
Ford Sunday Evening Hour: John Charles Thomas, baritone, guest; Symphony Orchestra and Chorus, direction Jose Iturbi. WABC WKRC WHAS WHIO wjr wbbm wfbm whk kmbc wcau kmox wadw wbsb wvva wbt wfsa wjz wcco wire wham wmaq wfla wowo
Woodbury's Rippling Rhythm Revue, starring Shep Fields and his Orchestra; Bob Hope and Honeychile; Del Casino, tenor. WJZ WLW WENR kdka wgar wham
8:30—The Jergens Program, with Walter Win-

(Continued on page 9)

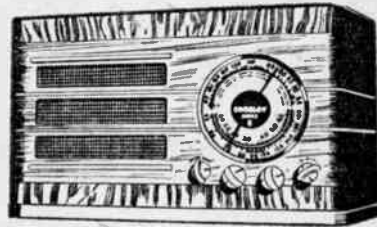
CROSLEY RADIOS

STAND OUT IN THE CROWD



**Crosley
SUPER 11**

ELEVEN TUBES . . . 10-inch electro-dynamic speaker with exceptional bass response . . . 3 Band tuning range . . . receives American, foreign, police, amateur, aviation and ships-at-sea broadcasts . . . 525 to 22,000 Kc. continuous . . . Additional intermediate frequency amplification, giving greater sensitivity . . . IRIS Tuning indicator . . . Broad automatic volume control . . . Mirro-Dial, edge lighted, gold reflector type, 3 dimensional dial. Handsome cabinet. Cabinet dimensions: 40" high, 24 $\frac{1}{4}$ " wide, 13" deep.



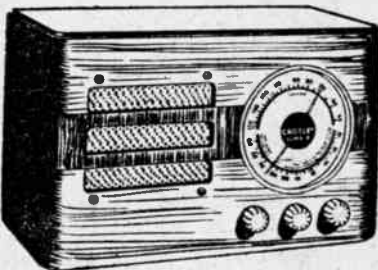
**Crosley
SUPER 8**

EIGHT TUBES . . . 8-inch electro-dynamic speaker with tone qualities equal to most console models . . . Three bands . . . Tuning range increased over former models . . . 525 to 22,000 Kc. continuous, receives American, foreign, police, amateur, aviation and ships-at-sea broadcasts. Mirro-Dial, edge-lighted, gold reflector type. Push-pull pentode output . . . Especially beautiful cabinet. Dimensions: 10 $\frac{1}{4}$ " high, 16 $\frac{3}{4}$ " wide, 7 $\frac{1}{2}$ " deep.

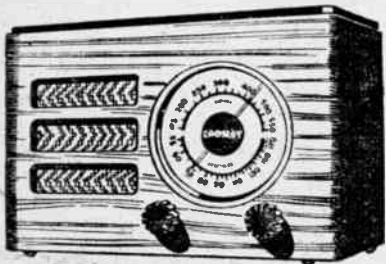
• • • The new and distinctive All Star 1938 line of Crosley Radios surpasses all former triumphs in the presentation of truly sensational values. Not until you see them, examine, and hear them can you be fully aware of their overwhelming values. CROSLEY RADIOS stand out in the crowd. There's a model for every purse and purpose.

**Crosley
SUPER 6**

Six Tubes, 6" Speaker, 2 Bands, Receives American, foreign and some police and amateur calls, 535-1725 Kc. and 5800-18,300 Kc. Mirro-Dial. Beautiful cabinet. Dimensions 8 $\frac{5}{8}$ " high, 14-3/16" wide, 6 $\frac{7}{8}$ " deep.



Take a CROSLEY Portable Radio Away to School!



Crosley FIVER AC-DC

5 Tubes . . . 5" Speaker . . . Receives American and some police calls, 535 to 1725 Kc. Built-in antenna. No ground required. Mirro-Dial . . . Pentode output. Pleasing Cabinet. Dimensions: 7 $\frac{1}{4}$ " high, 11" wide, 5 $\frac{1}{2}$ " deep.

Hundreds of students take radios away to school. This Crosley Portable model will be a cheerful roommate in any dormitory.



Crosley FIVER—5 Tubes

Tunes American stations, short wave foreign broadcasts, some police calls, 540 to 1720 Kc., and 5800-15,400 Kc., frequency. Five-inch electro-dynamic speaker; edge illuminated Mirro-Dial; Pentode output; Beautiful Cabinet. 12 $\frac{1}{2}$ " high, 10 $\frac{1}{8}$ " wide, 6 $\frac{7}{8}$ " deep.

Make This 5 Point Comparison Test

- Compare the Crosley Tone
- Compare the Crosley Cabinet
- Compare the Sensational New Crosley Mirro-Dial
- Compare the Crosley Price
- Turn the Cabinet Around
- Compare the Chassis and the Number of Tubes

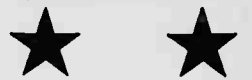
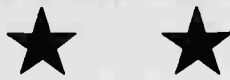
Whatever Happens . . .
You're THERE with a Crosley

Visit Your Crosley Dealer Today

THE CROSLEY DISTRIBUTING CORPORATION
3401 Colerain Avenue Cincinnati, Ohio

PROGRAMS FOR MONDAY, SEPTEMBER 13

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



(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, 7:15, 8:00, etc.).

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00-The Pepsodent Program: Amos 'n' Andy. WEAF who wgy kyw
Time to Shine: Lloyd Shaffer's Orchestra; John B. Gambling, m. c.; Barry McKinley and Lyn Murray's Chorus. WJZ WSAI WLS WSM kdka wowo
Don Fernando's Oriental Gardens Orchestra. (NBC) wtm wmaq
Poetic Melodies: Jack Fulton, tenor, and Franklyn MacCormack, poetic reader, with Carlton Kelsey's Orchestra. WABC WKRC wadc wvva wbt wcau whk
"Sol So Long Ago." (CBS) kmcb wcco
6:15-"Uncle Ezra's Radio Station E-Z-R-A," with Pat Barret, Carlton Guy, Nora Cunneen and others. WEAF WCKY kyw wtm wmaq who wdf wbp wfaa wire wgy kvoo
Song Time: Hollace Shaw and Roy Heatherton. WABC whk wcau wadc wvva wbt
8:30-Jay Freeman and his Orchestra. WABC WHAS WKRC WHIO kmcb wadc wbt
Carol Weymann, mezzo-soprano. (NBC) wgy wtm wmaq who wdf kyw
Horlick's Lum and Abner, comedy sketch. WJZ WLW WENR

Chorus; Symphonic Orchestra; Alfred Wallenstein, conductor. WEAF WSAI WSM wgy wire wtm wmaq wdf wj who kstp wfaa kvoo wfa wave
"Pick and Pat in Pipe Smoking Time," blackface comedy, and music; Edward Roecker, baritone. WABC WKRC wjr wbbm whk kmcb wcau wbt wadc
Paul Martin and his Music. WJZ WCKY WLS kdka wave wgar wire wham
8:00-Fibber McGee and Molly, comedy sketch, with Marlon and Jimmy Jordan; Ted Weems and his Orchestra. WEAF WLW WSM kyw wtm wj wire wmaq whb wdf kstp wfaa wave
Lux Radio Theatre: Robert Montgomery and Janet Gaynor in "A Star is Born". WABC WKRC WHAS WHIO wjr wbbm wfbm whk kmcb wcau kmox wadc wbt wj wcc
Melodic Contrast. WJZ WCKY kdka wgar wave wire wham
8:30-Hour of Charm, Phil Spitalny and his Girls. WEAF WLW WSM kyw wgy wj wtm wmaq who wdf wire kstp wfaa wave kvoo
John Barrymore presents "Accent on Youth." Sampson Raphaelson's comedy, assisted by Mrs. Barrymore. WJZ WCKY WLS kdka wire wham wowe
9:00-Wayne King's Orchestra. WABC WKRC WHAS WHIO wjr wbbm wfbm whk kmbe wcau kmox wadc wbt wvl wcc
Contented Program: The Lullaby Lady, Male Quartet; Vivian Della Chiesa, lyric soprano; orchestra, direction Roy Shield; Vincent Pelletier, announcer. WEAF WSAI WSM kyw wgy wmaq wtm wj who wdf wfa wave kvoo wfaa wire
9:30-Music for Moderns. WEAF wgy wtm wmaq who wdf kyw
"Your Neck of the Woods," Carl Carmer. WABC WKRC WHAS WHIO whk kmcb wcau kmox wadc wbt wfa wcco wvl
National Radio Forum: Guest speaker. WJZ WCKY WLS
10:00-Ozzie Nelson and his Orchestra. (CBS) (WKRC WHAS at 10:15) wbbm wadc wspd wbt
Tomorrow's News Tonight-Andre Baruch. WABC NBC
The Vagabonds, negro male quartet. (NBC) WCKY kdka wgar wave wire
Esso News Reporter. WJZ only
Poetic Melodies (CBS) WHAS wjr wbbm whk kmcb kmox wvl wcco
The Pepsodent Program: Amos 'n' Andy. (NBC) WLW WSM
Emery Deutsch's Rockefeller Center Rainbow Room Orchestra. WEAF (WSM on 10:15) wgy wtm wmaq who
10:05-Vagabonds, negro male quartet. WJZ (WLW on 10:15) WCKY wgar kdka wave wire
10:15-King's Jesters and the Hotel LaSalle Orchestra. WJZ WCKY WLS kdka wgar wowo wave wire wham
10:30-Roger Pryor and his Orchestra. (CBS) WHIO wjr whk wfbm wcau wspd wbt wbt wadc
"Pick and Pat in Pipe Smoking Time." (CBS) WHAS kmox wfbm wcco
National Softball Title Game: Description of the finals. The World Series of Softball. WJZ WLS (WCKY on 10:45) wave wire wham wgar wowo
Codolban Orchestra from the Rainbow Grill. WEAF WSM wgy wtm wmaq who
11:00-Count Basie and his Orchestra. WABC WKRC WHIO WHAS whk wcau wadc wbt wjr wfaa wvl
Jesse Hawkins' New Penn Hotel Orchestra. WJZ WCKY WLS kdka wgar wave wire wham wowo
Larry Burke, tenor. WEAF wgy wtm wmaq who
11:08-Henry Busse's Orchestra. WEAF wgy wtm wmaq who
11:30-To be announced. WEAF WLW WSM wgy wtm wmaq who
Marvin Frederick's Commodore Perry Hotel Orchestra. WJZ WCKY kdka wgar wave wire wham wowo
Frankie Masters and his Orchestra. WABC WKRC WHAS wjr whk wfbm kmcb wsb wbt

Dave Seymour's Orchestra Becoming Popular Unit

A little over a year ago Dave Seymour received his first "big chance" in maestroing his own orchestra for a grownup sophisticated dance crowd. Heretofore, he had always played to the youngsters—club dates attended only by his high school chums.

Not only did the dancers approve of the Seymour style, but in the audience was a chap who had gone far as an orchestra pilot—Herbie Kay, with an evening off, played the role of the proverbial postman and visited the ballroom where young Dave and his orchestra were playing.

"There's a chap after my own heart; he tries to be original. With his distinctive style of rhythm he should rate among the topnotchers in a few years," commented the band leader, "his arrangements are easy to listen to and that's what counts in the music world today."

When young Seymour first got the idea he'd like to be a band leader he studied the styles of the different leaders and decided right then and there that too many were copying the other fellow's methods. If a topnotcher won fame through his brass-section an over-abundance of orchestras with their brass-sections featured showed up, and that went for prominent bandsmen as well as the little fellows; everybody was duplicating someone else. When he started organizing, if a chap showed up claiming to be a second Louie Prima or a Ted Lewis, Seymour squashed the thought by explaining that his band was not in the market



DAVE SEYMOUR

for carbon copies; what he wanted was Joe Doakes to play like Joe Doakes, and no one else.

Dave Seymour had yet another belief. You can't make good by practising on your hometown friends. After organizing, he contacted Dayton, Cleveland and Chicago spots; he sold them on the idea of giving him a trial. Today, eighteen months later, he is back in his hometown with a band that has been approved by big city night club frequenters.

With one more ambition to realize young Seymour is about ready to step across the threshold of success—he wants a radio commercial. In October, he gambles again; packs the band up stock and barrel and moves into New York for the audition, if he gets any kind of a break at all he should click because the sponsor's in search of a band with a "distinctive" style and not just another "name."

Sunday Network Programs (Continued)

- chell. WJZ WLW WLS kdka wgar wham
- American Album of Familiar Music, with Frank Munn, tenor; Jean Dickenson, soprano; The Heenchen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEAJ WSAI WSM kyw wgy wlam wvj who wfla wdaf wmaq wfaa wire wave
- 8:45—Irene Rich for Welch. WJZ WCKY WLS kdka wgar wave wire wham
- 9:00—Seafest Sunday Night Party: James Melton, m. c. Robert Dolan's Orchestra; New Yorkers Chorus; Tom Howard and George Shelton, comedians; Elissa Landi, guest. WEAJ WSAI WSM gy wlam wvj wmaq who wdaf wfla wave
- To be announced. WABC WKRC WHAS WHIO wjr kmcb wcau wfbm whk wadc wsbw wbt wwl wfsa wcco
- 9:30—Grant Park Concert, direction of Dr. Frederick Stock. WJZ WCKY WLS
- 10:00—Judy and the Bunch, vocal quartet. WJZ WCKY wgar wave wire wham
- Irene Rich for Welch. (NBC) WSM wave
- Press-Radio News. WABC WHAS wadc wmaq wcco waco
- 10:05—Phil Napoleon and his Orchestra. WABC WHIO WHAS wbbm whk wjr wcau wadc wqam wcco wmas
- 10:15—Choir Symphonette. WJZ WCKY kdka wgar wave wire wham wmaq wfla wowo
- 10:30—Press-Radio News. WEAJ and network
- Jay Freeman and his Orchestra. WABC WHAS WHIO (WKRC on 10:45 wbbm kmcb whk wfbm wcau kmox wadc wsbw wbt wfsa wcco
- Woodbury's Rippling Rhythm Revue, starring Sinep Field's Orchestra. (NBC) WSM wave wbp
- Eddie Varzo's Hotel Bismarck Orchestra. WJZ WCKY WLS kdka wgar wave wire wham wowo

National Softball Tournament

The last half-hour of play in the National Softball tournament, which has been under way throughout the United States for several weeks, will be broadcast over WCKY and the NBC-Blue network from Soldiers' Field, Chicago, from 10:30 to 11:00 p. m. (E.S.T.). on Monday, September 13.

Lynn Brandt, NBC sports announcer, will be at the microphone. Teams from 43 States are competing in the tournament, which is one of the biggest amateur sports events held in the United States.

Dainty Jane Froman, the songstress, is a dead shot with a 22 rifle, and can clip the lighted end off a cigarette at 100 feet?

A Program for Every Woman

BEATRICE FAIRFAX

in advice on love, marriage and
domestic problems

TUESDAY, WEDNESDAY, THURSDAY AND FRIDAY

1:45 to 2:00 p. m. E.S.T.

Over WCKY — the L. B. Wilson Station

Sponsored by Hecker Products Co., manufacturers of Gold Dust and Silver Dust

Tune in 149 on your dial for radio's headliners every day of the year

This Year WSAI Brings You

The Packard Hour

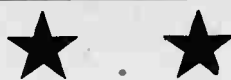
Here's the show that leaped to top-popularity last year. This year it's ticketed for new heights—Tuesday night's famous "Packard Hour" over N. B. C. from Hollywood, star-studded with Lanny Ross, Charlie Butterworth, Raymond Paige's orchestra and a long guest list from film-dom. Just one of Cincinnati's and the nation's favorite programs you'll hear at 1330 on your dial over

W S A I

CINCINNATI'S OWN STATION

THE CROSLY RADIO CORPORATION

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



PROGRAMS FOR TUESDAY, SEPTEMBER 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) and time slots (6:30, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45, 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45).

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn McCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC whk wcau wadc wvva wbt
6:15—Vocal Varieties—Choral Group of 14 Voices. WLW to WEAF wgy wiam wire wmaq who kstp
6:30—Horlick's Lum and Abner, comedy sketch. WJZ WLW WLS wgar
6:45—George Griffin, tenor. (NBC) wave wire wham
7:00—Singing Strings. (NBC) WSM wgy wiam wmaq who wdfw kyw
7:15—Stainie Bottle Boys. WEAF only
7:30—Famous Actors Guild Presents Helen Men-



BY THE ASTRONOMER

Now Cincinnati has lost Tom Slater . . . he's in New York working for Mutual . . . Fair, medium in height, twenty-seven and just married . . . Tom's well stocked with everything that leads to the top . . . personality, swell voice, sense of humor, common sense. He's a good ad-libber and dependable. That's asking enough of any announcer. Tom's big brother, Bill, is already in the East doing sports announcing in Boston.

The irony of fate: Linda Carlon, the first Mary Sothern (and a swell one), struggling in New York for odd radio jobs, while the second Mary Sothern (Minabelle Abbott) is sitting on top of the world with the dough rolling in. The rub is this . . . Linda comes from a theatrical family and has had years of dramatic background. Miss Abbott had little or no experience when she began the role. But that's radio!

Suggestion to Aunt Mary on her WLW show . . . messages would be much more impressive if delivered more slowly. It's a nice show and Aunt Mary has a capable, matured voice essential to this type of show . . . and . . . her advice seems very sound.

ALONG THE MILKY WAY: It's remarkable how a little dialogue helps the Larry and Sue program. Note to Bob Bentley: Please ask children questions they are capable of answering. Leah Ray, former vocalist with Phil Harris, who was SO popular here, has a swell role in "Thin Ice." Aside to Paul Kennedy, radio columnist: forget about vacations in the future . . . or get a new assistant . . . Bob Richards is too good as a substitute. Paul Sullivan in New York for the Louis-Farr fight . . . had a ticket but couldn't go. Al Bland's young son, Lee, made such a hit as announcer on 'KRC's Dow Dawn Patrol, that requests are still being received for a repeat performance. . . . Little Lee is just four and a half. . . . A card from WLW's continuity editor, Jim Krautters, who is on the vacation list. Understand that Jean Paul King, who went to the networks from 'LW, now conducting a course in broadcasting tech-

nique. Rumor has it that Crosley's new studios in Clifton Heights will be ready for broadcasting purposes next March. Flora Blackshaw writes that things look rosy for her in New York . . . and things seem to be looking rosy for Helen Nugent what with several new programs and a new love interest. 'KRC's head, John McCormick, is going in for bingo in a big way!

THUMBS UP: New additions to 'KRC's and 'LW's singing staff . . . Lynn Mason and Allen Werner. Both have very fine voices . . . and know how to use them. Predict big things for both of them. Thumbs up, too, for Peter Grant's new daytime show on WSAI . . . Pete reads poetry well . . . the show is "Day Dreams."

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

FOXCATCHER STEEPLECHASE OVER NBC-WCKY

All the color and glamor of the Foxcatcher National Cup Steeplechase, classic event of the Foxcatcher Hounds race meeting at Fair Hill, Md., will be described in two broadcasts over WCKY and the NBC-Blue network, Friday, September 10, and Saturday, September 11.

Heralding the actual broadcast of the race, Chris Wood, Jr., turf authority and writer, will interview noted sportsmen in the lobby of the Hotel DuPont in Wilmington on the eve of the race, September 10, from 7:00 to 7:15 p. m. (E.S.T.), and also will describe the race itself on Saturday, September 11, from 3:30 to 4:00 p. m.

The Foxcatcher Steeplechase, its purse recently raised to \$6,700, has attracted a record list of entries. Among certain starters are Soldier's Fate, which lost by a nose in last year's renewal to What Have You; Argonaut, winner of the last running of the Billy Barton at Pimlico, and Baffler, owned by Leslie Baer, of Chicago.

ELZA SCHALLERT—SHE KNOWS HER HOLLYWOOD

ELZA SCHALLERT, whose film reviews and interviews with screen celebrities, are heard over WCKY and the NBC network from Hollywood every Wednesday at 9:00 p. m. (E.S.T.), knows the movie capital better than it knows itself . . . Listeners comment on the pleasing quality of her voice . . . this is explained by the fact that she once was headed for stardom as a soprano . . . When she was christened Elza Baumgarten in Davenport, Iowa, her parents fondly hoped that one day she would sing the role in "Lohengrin" for which she was named . . . With opera as a goal, Elza left home at the age of sixteen to study voice in Los Angeles and Seattle . . . Soon she was filling professional engagements in theaters, on the concert stage, and in church choirs . . . During the World

War she sang for the Liberty Loan and Red Cross drives . . . Just as she was about to realize her operatic ambitions fate stepped in and Elza's voice was completely lost . . . She became a motion picture press agent in Los Angeles . . . there she met Edwin Schallert, drama editor of the Los Angeles Times, whom she married . . . From writing publicity stories and newspaper work, covering the Hollywood front . . . She and Schallert, after some 17 years, continue with similar work and generally do their numerous assignments together . . . Mrs. Schallert has little time for hobbies or sports but devotes all spare moments to her three children—William, 14; John, 10, and Roy, 8 . . . All are talented musicians and take an active interest in their parents' work.

Don't Wait!

Now is the time to treat Hay-Fever

Air-condition your nose early this year. If you are one of the unfortunate sufferers of the hay fever season, you'll be smart if you begin treatment before the nasal passages are swollen and closed.

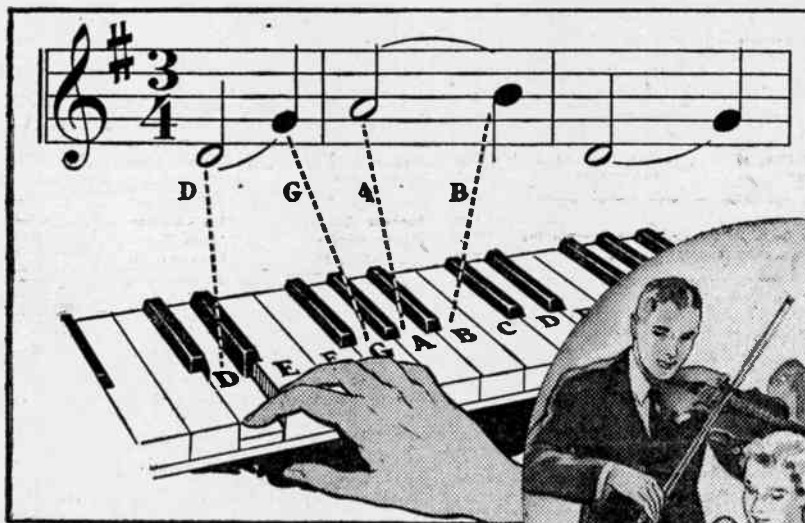
Drop in at your neighborhood Hy-Pure Drug Store and get a bottle of HEYPHRINE OIL today. Regardless of what other hay fever remedy you have used in the past, you'll never again be without HEYPHRINE, once you've experienced the quick, complete comforting relief it affords.

HEYPHRINE

instant relief for
SINUS DISCOMFORTS

DOESN'T IT LOOK EASY?

Yet it's from the famous "Merry Widow" Waltz!



HERE'S PROOF

that you, too, can learn to play the piano or any other instrument!

JUST strike the notes indicated above and you will actually be playing the opening bars of one of the world's favorite musical compositions! And it's just as easy to play other famous melodies, too, when you use the wonderful "Note-Finder." This invention of the U. S. School of Music takes the mystery out of the piano keyboard, does away with tedious study and practice, enables anyone to play a real tune almost from the start. And that's the way this modern method works. You learn to play by PLAYING. Soon you will be thrilled and delighted to find that you can pick up almost any piece of popular music and play it at sight. And that applies to the piano or violin, the saxophone or guitar, the accordion or whichever instrument you choose for your own!

PICK YOUR INSTRUMENT

- | | |
|------------------------------|-----------|
| Piano | Guitar |
| Violin | Saxophone |
| Organ | Mandolin |
| Cornet | Ukulele |
| Trombone | Harp |
| Piccolo | Clarinet |
| Flute | Cello |
| Hawaiian Steel Guitar | |
| Trumpet | |
| Piano Accordion | |
| Italian and German Accordion | |
| Voice and Speech Culture | |
| Harmony and Composition | |
| Drums and Traps | |
| Banjo (Plectrum) | |
| 5-String or Tenor | |

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This demonstration lesson will give you the surprise of your life. It will show you, in black and white, how you can quickly realize your dreams of playing your favorite instrument. With the demonstration lesson, you will also receive a handsome illustrated booklet and details of the remarkable, money-saving offer that enables you to learn music at home for but a few cents a day. All this material will be sent to you by return mail, without cost or obligation. Simply mail the coupon or write, mentioning instrument that interests you. Do it TODAY. Note: instruments supplied when needed, cash or credit. U. S. School of Music, 1599 Brunswick Bldg., New York City, N. Y.

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PROGRAMS FOR WEDNESDAY, SEPTEMBER 15

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

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

—Lady Esther Serenade: Wayne King and his Orchestra. WEA WSAI WSM wdam wmaq wgy wvj wire kyw kvoo wbp kstp who wdf

Orchestra. WEA WSM wgy wdam wmaq who —Paul Sabin's Hotel LaSalle Orchestra. WEA

Jackie Heller says "radio or no radio, I'd be singing. I wouldn't care whether I was a singing troubador or a singing waiter, so long as I was singing."

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

PROGRAMS FOR THURSDAY, SEPTEMBER 16

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Thursday, September 16, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

4:00—Poetic Melodies: Jack Fulton, tenor, and Franklin MacCormack, poetic reader. Carlton Kelsey's Orchestra. WABC WKRC wad wwa wbt wkt wcau
6:00—Poetic Melodies: Jack Fulton, tenor, and Franklin MacCormack, poetic reader. Carlton Kelsey's Orchestra. WABC WKRC wad wwa wbt wkt wcau
6:30—Leo Reisman's Orchestra; Ray Heatherton, baritone; Musical Mystics, mixed chorus. WEAFF only
6:45—Patti Chapin, songs. WABC WKRC WHIO WHAS wjr wbbm whk kmcb wcau kmox wbt wcco
7:00—Victor Bey Takes the Baton—Columbia Concert Orchestra. WABC WKRC (WHIO on 7:15) WHAS wjr wbbm whk kmcb wcau kmox wad wwa wbt wwl
7:30—Helen Traubel, soprano. WJZ WLS kdka wham wowo
8:00—Charles Winninger Presents The Maxwell House Show Boat: Thomas L. Thomas, baritone; Nadine Connor, soprano; Virginia Verilli, blues singer, and Warren Hall. Meredith Willson's Orchestra. WEAFF WSM WLW wgy wtam wmaq wwa wvj wira kyw who wdaf kstp wbp wfla
8:00—Major Bowes' Amateur Hour. WABC WKRC WHIO WHAS wjr wbbm whk whk wcau kmox wad wwa wbt wsta wvl wcco
8:30—Saratoga Spa Music Festival: String Orchestra, direction F. Charles Adler. WJZ WCKY WLS kdka wgar wwa wira wham
9:00—Kraft Music Hall, starring Bob Burns, comedian; Johnny Trotter's Orchestra; guest artists. WEAFF WLW WSM wgar wgy wtam wvj wmaq wira wwa wkb wbp kstp wdaf wvoo
9:00—"Your True Adventures," Floyd Gibbons. WABC WKRC WHIO WHAS wjr wbbm wfbm
9:30—"U. S. Constitution"—Senator William E. Borah of Idaho addressing members of the Masonic Order. WJZ WCKY WLS kdka wgar wwa wira wham
9:30—The March of Time: News dramatization. WABC WKRC WHAS wjr wbbm whk whk wcau kmox wbt wvl wcco
9:45—Vivian Della Chiesa, soprano. WJZ WCKY WLS kdka wgar wwa wira wham
10:00—John B. Kennedy, "Footnotes on Headlines." WEAFF wgy wtam wmaq who wdaf kyw
10:00—"Poetic Melodies": Jack Fulton, tenor; Franklin MacCormack, reader, and Carlton Kelsey's Orchestra. (CBS) WHAS wjr wbbm wvl wcco kmox
10:00—The Yagabonds. (NBC) wgar wwa wira wham
10:00—Esso News Reporter. WJZ only
10:00—Pepsodent Program: Amos 'n' Andy. (NBC) WSM WLW wdaf wfaa wmr wgy wira wky
10:00—Frank Dailey and his Orchestra. WABC (WKRC on 10:15) wad kmox whk wsb wbt wbt
10:05—Vagabonds. WJZ wgar wwa wira wham
10:15—Lou Brees and his French Casino Orchestra. WEAFF WSM wgy wtam wmaq who
10:15—King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS kdka wgar wwa wira wham
10:30—Eddie Varzos' Hotel Bismarck Orchestra. WJZ (WCKY on 10:45) whk wfbm wcau
10:30—George Olson's Orchestra. WABC WHAS WHIO (WKRC on 10:45) whk kmox wad wsb wbt wbt wbbm kmcb wcco
10:30—To be announced. WEAFF wgy wtam wmaq who wdaf kyw
11:00—Bert Block and his Orchestra. WABC WKRC WHAS WHIO (wjr on 11:15) whk wfbm kmcb wcau wad wbt wvj
11:00—Larry Burke, tenor. WEAFF WLS kdka wgy wtam wmaq who
11:00—Henry Busse's Chez Paree Orchestra. WJZ WCKY wgar wwa wira wham
11:00—Jerry Blaine's Park Central Hotel Orchestra. WEAFF WLS kdka wgar wwa wira wham wmaq who
11:30—Garwood Van and the Trocadero Orchestra. WJZ WCKY kdka wgar wwa wira wham

"Jacob and Esau" CBS Bible Drama

Originally scheduled for September 5, the story of "Jacob and Esau," adapted from the Book of Genesis, by Charles G. Jackson, will be produced as one of the "Living Dramas of the Bible," over the WABC-Columbia network, including WKRC and WHAS, Sunday, September 12, from 1:30 to 2:00 p. m. (E.S.T.). Jackson, former editor of "The Chicgoan," and recognized Shakespearean authority, says this is his initial radio work.

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

PROGRAMS FOR FRIDAY, SEPTEMBER 17



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Table with columns for radio stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective program schedules for Friday, September 17, 1937.

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

Detailed list of network programs including titles like 'Poetic Melodies', 'Death Valley Days', 'The Songshop', and 'Hammerstein Music Hall', along with station call letters and broadcast times.

A Hellinger Short Story

WOMAN HATER

LEM DAVIS spread the foamy lather over his face with easy, easy, flourishing motions. He talked to the girl who sat on the edge of the bathtub.

"The job sounds good," he said, "but I hate to work with a dame. They're poison to me. No reflection on you, sister. It's just that I've been that way all my life."

The woman shrugged.

"Okay with me, Davis," she returned. "But men ain't all roses with me neither. A job is a joy, though, and this one looks very ripe. If you wanna try it with me, I'm ready. If not, I'll be goin' bye-bye."

Lem Davis waited fully two minutes before he spoke. Then he wheeled suddenly.

"All right, sister," he smiled. "You were sent to me by a right guy, so I'll take a chance. We'll do the job, but only because I'm flat broke. And I hope that, for once in my life, a dame won't be poison to me."

Exactly five weeks later, Lem Davis had been caught, tried, convicted, and sent to jail. The sentence called for five years. The woman escaped with a light sentence, because she helped the district attorney prosecute Lem. It was one of those things.

When he was released some four years later, Lem wasn't a better man. Bitter is more the word. He floated from town to town, indulging in petty thievery whenever possible. He hated all women as intensively as any defeated man who ever lived.

He hated them all, that is, until he met Lucinda. . . .

LUCINDA was the waitress in the elite cafe. Lem Davis liked the place because few people ever patronized it. He went there for five days in a row, and never so much as glanced at Lucinda. He just barked his orders at her and buried his head

in a newspaper.

On the fifth day, at supper, Lucinda placed a cup of hot coffee before him. Lem reached for the sugar without looking up from his paper. The cup went over with a smash, and the steaming liquid covered the girl's arm. She bit her lip to stifle the pain of the burn.

Lem was helpless. He didn't know what to say, or do. He sat there, staring at the girl, and then she turned and went into the kitchen.

EXACTLY two weeks later, they were sitting on a park bench. A thin slice of orange was riding slowly through the stars. The night was chilly. Lucinda buried her nose in the cheap fur collar. Lem kept scraping the gravel with the sole of his shoe.

"You see, it's this way," he said quietly. "Ever since I was a kid, I've hated women. They've double-crossed me until I was dizzy. They never gave me an even break in any

But after that second year, hard luck came swiftly. Lem lost his job when the boss had to cut expenses. And a month later, Lucinda told him about the baby. She didn't want to tell him at first, but she was frightened.

Lem did everything possible. He went from house to house that Summer, cleaning cellars, trimming lawns, running errands—anything to earn a quarter or two. But it wasn't enough. So, desperate beyond reason, he took

"I'll have to wait a long time to see her, but it'll be worth it. Don't you think so, Lucinda?"

The woman nodded. She did not speak.

"You're so swell," he went on. "I hate to think of you working while I'm in here. But I'll make it up to you, honey. I swear I will. You've been the only decent thing in my whole lousy life."

Five years went by. Five years that were longer than fifty years. Five years in one cell; five years of waiting for letters and visits from Lucinda; five years of asking for newer—ever newer—pictures of the baby.

Then he could stand it no longer. He wrote to Lucinda, and asked her to bring the baby to him. He said simply that he could wait no longer.

So, on a bright Sunday afternoon, Lucinda arrived with their daughter. They sat on a small bench in the visitors' room and waited for Lem. The little girl eyed the guards with interest, and asked innumerable questions that her mother could not answer.

Lem was so excited that he almost forgot to kiss Lucinda. He sat down on a stool and stared at the little girl. Tears welled in his eyes as he held out his arms.

"My baby!" he gulped. "Mine. My baby. . . ."

The child seemed frightened. She pressed close to her mother. Lucinda was embarrassed. She frowned at the little girl.

"Why are you afraid?" she asked. "He's not going to hurt you. Don't you know who this man is."

The child nodded vigorously.

"Yes, mamma," she babbled. "I know who he is. He's the man whose picture was on the piano. The picture that Daddy threw out last week. . . ."



The cup went over with a smash, and the steaming liquid covered the girl's arm.

Lem paid his check and walked out.

He came in again the following day, and this time he talked.

"Sorry, girlic," he said. "About spillin' that coffee on you, I mean. I'm dumb that way."

"Oh, that's all right. It didn't hurt much."

"That's good. I'm glad. Get me some goulash, will you?" Lem hesitated. "What's your name?"

"Lucinda."

"That's a screwy name." He hesitated again. "Look, sister. I don't like dames as a rule. But you—well, I liked the way you acted when I spilled that java on you. Think, maybe, you'd like to see a movie with me later tonight?"

"I—I think so." . . .

direction, so maybe you can't blame me so much.

"But you—well, you're different. You make me feel different, the world looks different. You—aw, hell, you're just different."

Then he told her all about himself. All about the jail sentences, the rackets, the police who might pick him up at any time. She said she didn't want to hear these things; that they made no difference to her. The only thing she wanted to hear was the promise of reform.

Lem gave it gladly. They were married the following day. . . .

For two years life was kind and good. Lem trod the clouds of contentment. He worked in a hardware store and managed to save a few pennies each week.

the revolver out of the attic trunk and shoved it in his pocket.

In the old days, he never would have attempted anything so foolhardy. But brains and hunger never mixed well. He hitch-hiked to the next town, where he wasn't known, and attempted to stick up a jewelry store in broad daylight.

This time, because of his record, they gave him ten years. . . .

SOMETIMES, Lucinda would come to see him in the penitentiary. It wasn't often, because the railroad fare was heavy. Besides, she had to leave the baby at home. He had told her he didn't want to see his daughter until he was free.

"I wouldn't want my kid to see her father in a dump like this," he said.

GUYS, GALS, GIGGLES AND GROANS MODERN YOUTH

The four-year-old youngster marched into the candy store. In his chubby fist, he clutched a penny tightly.

"Good morning," greeted the proprietor.

"Good morning," said the youngster, surveying the different sweets parked behind the showcase.

"Can I help you?" asked the storekeeper.

The boy finally saw something he liked.

"Yes," he chirped. "Let me have a penny's worth of those peppermints."

The proprietor reached into the case and drew out four peppermints. He dropped them into a paper bag and handed them over to the child. Before parting with the penny, the child counted the candies.

Suddenly, his face lost its cherubic beam.

"What's this?" cried the four-year-old. "Last week, you sold five peppermints for a penny—and today you gave me only four?"

The proprietor looked apologetic.

"Well, my boy," he explained, "you know how conditions are today. Strikes everywhere. Workers demanding higher wages and shorter hours. Japan fighting with China. Spain torn by internal strife. Carrots up two cents a bunch, Roosevelt arguing with Senators, picket lines formed wherever you go—"

The four-year-old studied the peppermints, and then handed over the penny with a deep sigh.

"It's just like I told mother," he said bitterly. "Everything happens to me!" . . .

EXPLANATION

The clerk arrived for work with rings under his eyes. His shoulders drooped, and a listless air marked his every movement. Even his voice sounded tired.

"I couldn't sleep a wink last night," he complained to a fellow worker. "It's that rotten insomnia again."

The other man nodded sympathetically.

"I can appreciate how you feel," he said. "Why don't you try the old remedy of counting sheep at night?"

The bleary-eyed clerk straightened up.

"Who, me?" he objected. "Why, you know darn well I'm a vegetarian!" . . .

FAIR ENOUGH

It happened at one of those dime-a-dance halls. An eager-eyed lad, who was just crazy about learning how to dance, cornered a hostess and pressed a string of tickets into her hand.

For two hours, the hostess and the beginner danced and danced and danced. Finally the curfew hour arrived. The boy escorted the girl from the floor, his eyes shining. He turned to the hostess, who was limping noticeably.

"Tell me," he queried. "Did I dance well for a beginner?"

The girl glanced at her swollen feet and soiled shoes.

"Fine," she lied nobly. "And tomorrow—as lesson number two—I'm going to teach you to dance on the floor!" . . .



AROUND the DIAL

by THE DIAL TWISTER

Because it's part of the show business, radio's become a gold mine for press agents. Things being what they are, that would be O. K., provided all press agents did a workmanlike job. But, unfortunately for those who sign their checks, they don't. No doubt you think you've read some pretty awful publicity. You should see what doesn't get into print. Too many press agents operate on the theory that getting their clients' names into type is everything. What's said about them is nothing. As a result, lots of the stuff that rolls out of mimeographs simply makes the stars ridiculous. Radio editors and columnists do them a real favor by chucking the drool in the wastebasket. One of these days the stars may make the momentous discovery that reputations are made in front of a microphone, not on a press agent's typewriter.

Allie Lowe Miles and Sedley Brown, who do that Husbands and Wives thing, are single. Or had you already suspected?

The next time Ted Husing and Harvey Nash air a golf tournament it's to be hoped that they'll do some preliminary road work. Their huffing and puffing made the National Amateur sound suspiciously like the race between the Natchez and the Robert E. Lee. Except for the pants, it was a neat bit of broadcasting.

They've named two new gladioli after Fred Allen and Jack Benny. Now if they'd develop some new varieties of poison ivy . . .

For the things-radio-can-do-without prize I nominate "will be heard at the same hour next week." In the case of a big-time feature it's scarcely worth the wordage. And in the case of a nine-run commercial it's just a pompous absurdity. The line gives the impression that listeners by the millions are in a dither to know when the colossal attraction can be dialed again. Usually, if it's ever heard again it would be too soon.

Linton Wells is doing a journeyman job in his Saturday NBC series. His comments on affairs are interesting and informed. And unlike some correspondents who might be mentioned, he's not making himself the hero of his tales.

Before long it's going to be more expensive for the broadcasters to use records on the air. Disc royalties are to be upped by the recorders in order to even the difference between wax programs and live talent.

Listeners will shed no hot bitter tears over the increased cost to the stations. Certain broadcasters have abused the opportunity to use recordings pretty shamefully by passing them off as live programs.

Those dots and dashes sent over and over by short-wave commercial stations spell the letter V. It's used for testing and to fill gaps when they have no messages. In Continental Code V is dot, dot, dot, dash; or, as it sounds, dit, dit, dit, dah.

The CBS airing of "Twelfth Night" last week again proved that Shakespeare can be capital entertainment. CBS did it before with "The Taming of the Shrew." This time the whole performance had an infectious zest, and particularly the sub-plot woven around "Malvolio" was good for some delightful comedy. The demonstration that Shakespeare can be top-notch entertainment may be one of the real accomplishments of the much-publicized CBS effort. If nothing else it should take the pedantic curse off the Bard's plays.

That early morning program of transcribed band (and not a dance band, please note) music over WLW sets a commendable precedent. It runs its pleasant course without the intrusion of an announcer. Many live programs haven't that considerable advantage.

The National Farm and Home Hour counts a surprising number of townspeople in its regular audience. Surprising, that is, unless you know people and the Farm and Home Hour. Contrary to radio's smug urban-minded notion, interest in the soil is widespread. And the Farm and Home music would be welcome if you couldn't tell a cow from a silo.

Peter Van Steeden, who supplies the gay music on "Town Hall Tonight," names "Danse Macabre" as his favorite piece?

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LYNN MASON TO HEAD "THE SHIP OF SONG"

When officials of the Schiff Shree Company, sponsors of "The Ship of Song" broadcast each Sunday, over WKRC, at 11:30 a. m., decided to select a new singer to conduct their mythical ship on its weekly cruise, they listened to a score of vocalists.

Tenors, baritones, basses . . . all of them well-known to the listening audience . . . singers with a name and a following. However, Ruth Lyons, production manager of WKRC, had a "dark horse" in the race, and it was to him that the majority of votes went.

So, it's Admiral Lynn Mason who will be at the helm of "The Ship of Song" in future. Lynn is a member of the announcing staff at WKRC. Several weeks ago, Mrs. Lyons heard Mason humming a tune and asked him if he had ever done any singing. He had . . . "in church choirs and in my college glee club . . . I love to sing."

Ruth Lyons immediately began coaching Mason and now he is just one more name to add to her long list of discoveries. Two of them, Bob Allen and John King (Miller Everson) have gone on to bigger and better things . . .

Lynn Mason is a tenor, six feet tall, blond, with blue eyes and is just twenty-one years old.

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