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Radio Dial

WEEK ENDING NOVEMBER 5, 1937

JAN 7-38-P
RILEY EDITH
P. O. BOX 55
RICHLAND OHIO



GABRIEL HEATTER

Host of

"WE, THE PEOPLE"

See Page 4

22 MOVIE STARS IN MAXWELL PREMIERE

MacDonald, Jones To Re-enact "Firefly"

Twenty-two motion picture stars including Jeanette MacDonald and Allan Jones, who will re-enact scenes from their recent picture, "Firefly," and Robert Z. Leonard, ace director, who will act as master of ceremonies, will inaugurate the new Maxwell House program on November 4, from 9:00 to 10:00 p. m. (E.S.T.) over the NBC-Red network, including stations WLW and WSM.

Meredith Willson, maestro of the Show Boat program since it moved to Hollywood a few weeks ago, will continue as conductor of the orchestra on the new show. Additional music on the program will be supplied by a twenty-voice chorus. Ted Pearson will be the regular announcer.

Among the nineteen movie stars who will take part in the initial broadcast are Eleanor Powell, Sophie Tucker, Una Merkel, Pete Smith, Ted Healy, Judy Garland, Buddy Ebsen, and Igor Gorin. Ilona Massey talented Hungarian actress, now appearing in "Rosalie" opposite Nelson Eddy, will be the first personality of a regular weekly feature presenting outstanding stars.

"Personalities On Parade"



What promises to be one of the most interesting interviews on her series of "Personalities on Parade" broadcasts will be heard when Marsha Wheeler presents Mr. Charles P. Taft over WKRC, Saturday, October 30, at 9:30 p. m. "Personalities on Parade" is sponsored by RADIO DIAL and is broadcast each Saturday at the same time.

SERIES FEATURES X BESS JOHNSON IN X "HILLTOP HOUSE"

"Hilltop House," a new dramatic serial starring Bess Johnson, widely known dramatic and radio actress, will make its debut over the nationwide WABC-Columbia network, including WKRC, WHAS and WHIO Monday, November 1, from 5:45 to 6:00 P.M., (E.S.T.). Thereafter the series will be heard Mondays through Fridays inclusive at the above mentioned time.

Miss Johnson, who is known to dialers as the "Lady Esther" of the Wayne King presentations, is one of the highest priced dramatic stars on the air-waves. Young, blonde and chic, she obtained her first theatrical experience on the stages of Broadway and Chicago, before transferring her talent to radio seven years ago. Since then she has been heard in over 400 air-shows and is one of the few women producers in radio.

The writer of the new series is known as "Adelaide Marstone," but in reality this is the pen name of Addy Richton and Lynn Stone, two talented young girls in their twenties, who, in their own words, "think and write alike." Their collaboration resulted from a meeting in Detroit six years ago, when they were drawn together by their common interest in writing.

"Hilltop House," which is their first important collaboration, was inspired by an actual person who runs an orphanage near Detroit.

MARY LEE TAYLOR, COOKING EXPERT, BEGINS 5TH YEAR

Mary Lee Taylor, cooking expert will become a full-fledged veteran of the airwaves when she begins her fifth year over the Columbia network including WHAS on Tuesday, November 2, from 11:00 to 11:15 a. m. (E.S.T.). Her programs will continue to be heard each Tuesday and Thursday thereafter at the same time.

Miss Taylor has had great success in showing women throughout the country how to plan well-balanced meals, short cuts in preparing dinners, and how to embellish everyday menus with unusual dishes that cost no more than the ordinary fare. Her popularity has increased throughout the last four years to such an extent that the network over which Mary Lee Taylor first broadcast is now doubled.

As "Quiz" Quizzes



Genial "Professor Quiz" in a series of candid studies as he registers anticipation, doubt and smiling satisfaction as one of his brain jogging questions is answered correctly. "Professor Quiz" conducts the nation's battle of wits over the WABC-Columbia network, including WKRC, WHAS and WHIO, each Saturday from 9:00 to 9:30 p. m. (E. S. T.).

Radio's "Oldest Young Man"



Here are two of radio's "oldest young men," Pat Barrett (left), who is Uncle Ezra, and Bruce Kamman, who plays Professor Kaltenmeyer on Kaltenmeyer's Kindergarten, NBC's crazy classroom. The picture was taken when Kamman appeared as a guest on Uncle Ezra's National Barn Dance. The pretty girl is Sally Foster.

Smilin' Dan Commences His New Show



When Smilin' Dan (Joe Dunlevy) began his new series of programs last week for the Pontiac Dealers of Greater Cincinnati, his old friend and ex-vaudeville partner, Singin' Sam (Harry Frankel) came to the WKRC studios from his home in Richmond, Indiana, to wish Dan well. Smilin' Dan is heard on WKRC Monday through Friday at 6:00 p. m.

AMERICA'S TOWN MEETING BEGINS 3RD SEASON

Like Two Peas In a Pod



The Stroud Twins, Clarence and Claude, discoveries of Rudy Vallee, are now starred on the Chase and Sanborn Hour over the NBC-Red network, including WLW and WSM, Sundays at 8:00 p. m. (E. S. T.).

Singing Cornett



The "still movie" shows you what you'd see were you to attend a broadcast by Alice Cornett, another Southern girl who is fast rising to the top in the ranks of the modern vocal stylists. She is now heard every Friday night in "The Songshop" which is presented from 10:00 to 10:45 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHAS and WHIO.

George V. Denny, Jr., Again Conducts Discussions

America's Town Meeting of the Air forum where Democrat and Republican, Communist and Fascist meet to discuss social, economic, and political problems, will begin its third season over the NBC-Blue network, including stations WCKY and WLS, from 9:30 to 10:30 p. m. (E.S.T.) Thursday, November 4.

As in its two previous seasons, America's Town Meeting of the Air will be under the direction of George V. Denny, Jr., and will be given under the auspices of the League for Political Education in cooperation with the National Broadcasting Company. Although subjects for the weekly discussions have not yet been announced, they will include some of the liveliest issues of the year presented by renowned exponents of different points of view.

Denny, who joined the idea of the early town meeting of New England with that of reaching millions of persons by radio, conceived the idea for such a program after listening to one of President Roosevelt's fireside chats.

Denny's concern is with the awakening of the responsibility of that minority of American citizens who hold the balance of political power. In the United States, he said, there were two dominant political parties, neither of which is able to maintain a predominant majority. For the success at election time of either, it must enlist not only its die-hard adherents but also the support of several millions of Americans who vote their convictions, regardless of party label.

The Town Meeting idea involves the presentation of two or more conflicting views of controversial public problems, followed by questions and answers between the audience and the speakers.

Vicki Chase Is Guest On Vocal Varieties

Vicki Chase, lyric soprano who studied voice despite parental objections, will be guest soloist during the "Vocal Varieties" program over the NBC-Red network, including WLW, Tuesday, November 2, 7:15 p. m. (E.S.T.). Miss Chase will sing "Love Me Forever."

On the "Vocal Varieties" program November 2, will be the novelty number, "Old King Cole," by the Smoothies—Babs, Charlie and Little, and "I'm Bringing a Red Rose," "Jeannie With the Light Brown Hair," and "It's the Natural Thing To Do," by the vocal orchestra, composed of eight male voices and the deVore Sisters trio.

Alice in Hollywood



Here's a new view of Alice Faye at work in Hollywood on the CBS program, "Music in Hollywood." The beautiful Alice with Hal Kemp and his orchestra, is heard each Friday at 8:30 p. m. (E. S. T.), over the WABC-Columbia network, including WKRC, WHAS and WHIO.

Iturbi, Harrison, Hanson, To Conduct Rochester Orchestra In 72 Concerts

Rochester's three great symphonic orchestras, the proudest cultural achievements of this typically American city, will present seventy-two radio concerts in four series during the Winter and Spring seasons over the networks of the National Broadcasting Company. Jose Iturbi, Guy Fraser Harrison, and Dr. Howard Hanson will be the conductors.

One hundred excellently drilled musicians under the batons of Jose Iturbi and Guy Fraser Harrison will begin evening broadcasts over the NBC-Blue network including stations WCKY and WLS on Thursday, November 4, at 8:30 p. m. (E.S.T.). Four matinee concerts, to be given at intervals of the month, will commence Thursday, November 18, over the same network.

The Rochester Civic Orchestra, a smaller symphonic group, is heard on Tuesday at 1:45 p. m. (E.S.T.) over the NBC-Blue network, including station WCKY, under the direction of Guy Harrison. Mr. Harrison also conducts a notable series of twenty-seven matinee concerts over the NBC-Blue network, including WCKY, which began Monday, October 25.

The third Rochester orchestra, of the Eastman School of Music, will begin its 1937-38 season of eighteen

weekly concerts over the NBC-Blue network, including WCKY, Thursday, November 4, at 3:30 (E.S.T.). This group of 100 student musicians, under the direction of Dr. Howard Hanson, will present formal concerts each Tuesday.

Interviewer

Captain Bob Baker, genial mike man, takes his traveling microphone into the various Hollywood studios to interview stars between "takes," during the "Hollywood in Person" program broadcast over the WABC-Columbia network including WKRC Monday through Friday from 1:45 to 2:00 p. m. (E. S. T.). Captain Bob's direct pick-up from the various lots are made possible through an especially built broadcasting trailer, similar in design to a luxurious land-yacht.



Weekly RADIO DIAL

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

Vol. VII WEEK ENDING NOVEMBER 5, 1937 No. 25

RADIO IS DIFFERENT

In most lines summer is what the British call the "silly season." Apparently because of the heat, it is then that otherwise responsible people go slightly ga-ga. But in radio the "silly season" never closes. Regardless of the weather, somebody is likely to make an absurd statement. And strangely enough, good music is pretty sure to bring out the most absurd of them all.

An exception to this is a CBS press release publicizing the Philharmonic broadcasts which began last Sunday.

"John Barbirolli doesn't need to consider the tastes of the radio audience when he directs the Philharmonic concerts on CBS. 'Symphony listeners,' he said, 'are people with really serious tastes in music. I have no concession to make to them because they ask for none. They show an enthusiasm and interest and a devotion equal to that of the audience which comes regularly to Carnegie Hall.'"

This is exceptional because it departs radically from radio's customary position on the subject.

Most publicity about the broadcasting of good music implies, more or less frankly, that the tastes of the radio audience are inherently different from those of concert-goers, so different that it is news when people who listen at home show any enthusiasm for good music. Mr. Barbirolli evidently recognizes the absurdity of this.

The mere fact that people listen to radio has nothing whatever to do with the sort of music they like, or their devotion to the classics. To assume that it does is as silly as to assume that listening to a phonograph has any bearing on what people like. Yet, absurd as it is, this notion is significant because it is typical of radio's attitude toward, not only good music, but programs in general.

In the studios there is a deep-seated idea that broadcasting can't do things as they are done elsewhere. Music, gags, drama, speeches, even the news, must be handled differently because the radio audience is different; so different that it is not the same as the rest of the public.

Of course, this is sheer nonsense. The radio audience is not merely the same as the public. It is the public. Among those who turn dials are just as many morons, just as many average minds, just as many people of superior intelligence and taste as among those who read newspapers, buy books, or attend theaters and concerts. What pleases them in print, on the screen or on the platform should also please them on the air, because they are the same people.

Unfortunately they seldom find the same things on the air. Too many programs are built to fit just one audience, an audience limited by the absurd notion that radio listeners are different creatures.

It is about time that notion gave place to reality. Perhaps Mr. Barbirolli's views may be the opening wedge. If radio is going to serve all the public it will have to recognize the disturbing fact that the concessions listeners demand are not the same as those broadcasting has in mind.

TEN EYCK RETURNS



In the next issue of RADIO DIAL, the editor is happy to announce that Sidney Ten Eyck, former columnist of "Doodle Socker Dribbles," will return to the DIAL with a new column entitled "Ten Eyck Scribbles." Ten Eyck is vice-president of station WSMK in Dayton, Ohio, where he has nested the past two and a half years.

Readers will remember Sidney when he was with WLW a few years back when the Mills Brothers, Little Jack Little, Fats Waller, and other notables were members of the nation's station. Welcome back to our pages Sid. Our readers will be waiting to hear from you.

COLUMBI-A-MUSINGS

From WKRC

By
MARGARET MALONEY

Stuart Allen has been replaced on "Your Hit Parade" by Buddy Clark, who was on the show before leaving for Hollywood and pictures. Seems he didn't do so well in the Cinema City so now he's back in New York ... and singing for Lucky Strikes. Allen is being set for a new show and will continue with Eddy Duchin on the Elizabeth Arden program.

Mr. and Mrs. Harry Frankel (Singin' Sam) were WKRC visitors last week ... Sam came up from his home in Richmond, Indiana, to give his old friend and vaudeville partner, Smilin' Dan, a send-off on his first program for Pontiac.

Alice Faye leaves the Chesterfield show in December and Frank Parker will take over the spot ... then after Lawrence Tibbett concludes for that same sponsor in March, Parker will be heard on the Wednesday night shows.

Sylvia Sidney's stint on Kate Smith's Variety Hour last Thursday turned out to be excellent even though "the darling of the silver screen", Kate Smith's name for her, seemed extremely nervous at first.

In answer to the requests for the names, etc., of the characters heard in the script show, "Arnold Grimm's daughter," we list the following:

Margaret Shanna who is heard as Constance Grimm.

Ed Prentiss who takes the part of Dallas Tremaine.

James Andelin, the Tom Grimm of the script.

Guila Adams heard as Mrs. Grimm.

Verne Smith (brother of Margaret Shanna) as Bill Hartley.

There'll be an array of celebrities at the 25th anniversary dinner tendered Eddie Cantor and aired over Columbia ... Jack Benny, Irvin S. Cobb, Louis B. Mayer of Metro-Goldwyn-Mayer pictures, Governor Frank F. Merriam of California are a few who'll take part in the festivities and the broadcast.

We want to take this opportunity of wishing George Vogle success in his new work and of welcoming the new editor, Jimmy Rosenthal.

Mrs. G. M. Francis, Urbana, Ohio ... Stan Conrad is now announcing at WCPO and Charles Koch is now longer doing radio work.

GABRIEL HEATTER—HOST OF "WE, THE PEOPLE"

GABRIEL HEATTER, whose picture is carried on the front cover of this issue of RADIO DIAL, is winning new microphone honors this year as host of "We, the People," the program belonging to Mr. and Mrs. Average Citizen and broadcast Thursdays at 7:30 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHAS, and WHIO.

Heatter is an opportunist. If he finds the slightest chance of turning a situation to his advantage his overwhelming ambition will embrace it. Consider the fact that he started his career at the age of 13 as a combination reporter and office boy at the munificent sum of five dollars weekly, paid by a Brooklyn paper. He decided to further himself in the journalistic field and when a banker absconded with his institution's funds Heatter saw a chance to scoop the town by locating the embezzler. By dint of some expert sleuthing he accomplished his objective and was rewarded with a job on a New York paper.

Heatter's energy knew no bounds. He was a roving interviewer and his various assignments brought him into

contact with all sorts of individuals— which later proved to be of inestimable value when he assumed the guiding role on "We, The People."

He was sent to Albany to cover the capitol for his paper. Here he met with politicians and learned what made them tick. This was followed by a trip to Paris, where he acted as a correspondent for the Foreign Language Publishers' Association.

Among those interested in his lucid comment was a radio official and he arranged for Heatter to return to the United States for broadcasts. Transposing his thoughts from paper to the air was second nature for the enterprising writer. He orated at length on diversified subjects, won the respect and admiration of listeners and went over the top when he ad-libbed for 90 minutes on the eve of the Hauptmann execution in New Jersey.

Today, Heatter, the office boy of yesterday, slightly gray but still bubbling over with enthusiasm, not only heads, "We, The People," over CBS but has several other commenting jobs, including the narration for Paramount newsreels, and is also writing books.

HITS of the WEEK

(All Eastern Standard Time)

SATURDAY, OCTOBER 30

Cincinnati Conservatory of Music. 11:30 a. m. WKRC to WABC—WHAS, WHIO.

San Francisco Opera. "La Traviata." Midnight to 1:00 a. m. NBC—WCKY.

Marion Claire, soprano. Your Hit Parade. 10:00 p. m. WABC—WKRC, WHAS, WHIO.

SUNDAY, OCTOBER 31

Erna Sack, European Coloratura, makes debut on General Motors Concert. 8:00 p. m. NBC—WCKY, WLS.

John Gurney, bass-baritone. Rising Musical Stars. 10:00 p. m. NBC—WSAI, WSM.

Miriam Hopkins, movie star, on "Silver Theater." 5:00 p. m. WABC—WKRC, WHAS, WHIO.

Bidu Sayao, Brazilian soprano. Ford Sunday Evening Hour. Eugene Ormandy, conducting. 9:00 p. m. WABC—WKRC, WHAS, WHIO.

Theodor Mazaroff, tenor. Magic Key of RCA. 2:00 p. m. NBC—WLW, WLS, WSM.

Jan Peerce, tenor, and Sydney Foster, pianist. Radio City Music Hall. 12:30 p. m. NBC—WCKY, WLW, WLS.

MONDAY, NOVEMBER 1

Hilltop House. Starring Bees Johnson. Beginning Monday, November 1 (Monday through Fridays) 5:45 p. m. WABC—WKRC, WHAS, WHIO.

Al Jolson, Ruby Keeler. Burns and Allen Program. 8:00 p. m. NBC—WLW, WSM.

Richard Crooks, tenor. Voice of Firestone. 8:30 p. m. NBC—WSAI, WSM.

Albert Spalding, violinist. Philadelphia Orchestra. 9:00 p. m. NBC—WCKY, WLS.

TUESDAY, NOVEMBER 2

Gladys Swarthout, mezzo-soprano. Hollywood Mardi Gras. 9:30 p. m. NBC—WSAI, WSM.

Adolphe Menjou, Verree Teasdale, guests on Al Jolson's Show. 8:30 p. m. WABC—WKRC, WHAS, WHIO.

George Bernard Shaw. "As I See It." 4:20 to 4:35 p. m. NBC—WCKY.

WEDNESDAY, NOVEMBER 3

BBC Symphony Orchestra. Arturo Toscanini conducting. 3:15 to 4:30 p. m. NBC—WCKY.

Lucrezia Bori, operatic and concert star. With Andre Kostelanetz's Orchestra. 9:00 p. m. WABC—WKRC, WHAS, WHIO.

THURSDAY, NOVEMBER 4

Jeanette MacDonald, Allan Jones and 20 other MGM picture stars. 9:00 to 10:00 p. m. NBC—WLW, WSM.

Rochester Philharmonic Orchestra. Jose Iturbi, conductor. 9:00 p. m. NBC—WCKY.

"American's Town Meeting of the Air." 9:30 p. m. NBC—WCKY.



BY THE ASTRONOMER

'CKY staff still talking about the remarkable feat performed weeks ago. Lee Goldsmith, program director, was en route to Columbus to see a football game one Saturday morn, and being the faithful employee, was listening only to WCKY on the way. When, seemingly in a joking way, he heard Elmer Baughman and Mary Jane Dunphy mention that if he was listening he'd certainly call the station . . . he rushed to a phone booth. Sure enough the station had to talk to him. It seems there's a radio ruling forbidding stations to send personal messages over the air-waves . . . but there are ways and means of beating this.

If you're on the sidewalks of Cincy around 7 o'clock these mornings and see a pretty young thing . . . you can be sure it's one of the early femme entertainers . . . Jane Schraeder on her way to WCPO's Six to Niners. Ruth Lyons getting set for the Woman's Hour, or the diminutive Betty Arnold who acts as mistress of the WLW Mail Bag . . . this one of the oldest, if not the oldest WLW program. Many listeners have been corresponding with each other through this program for years and clubs have formed in many cities . . . in Cincinnati the Mail Bag Club gets together yearly for a round-up and get-acquainted meet. Ladies in charge change about once a year, and have included Sally Fisher, Mary Kessler, Flo Golden, etc.

Six to Niners 'CPO show boasts twenty-six entertainers? Al Bland made his first airplane trip to Chi last week-end. Novelty Aces this week's new addition to WSAI's staff. At last the Mad Hatterfields crash through with a sponsor . . . the show's moving to an afternoon spot. Speaking of serial shows. . . We Live Again was temporarily discontinued last week . . . too bad. WKRC's staff getting out last year's false faces and costumes . . . reason? Station's giving a Hallo-we'en party at the Alms and every person is required to come masked. Paul Kennedy doing a bang-up job on WCKY.

THUMBS UP: WSAI's Music For Madame. Organ . . . Ralph Nyland . . . short readings by announcer . . . combined to make a perfect after lunch fifteen minutes. Herschel Luecke at the organ. Thumbs up, too, for WSAI's announcer, Sammy Fuller . . . Sammy does a nice job on the What's Next show.

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

At Topper Ballroom



Little Jack Little, Cincinnati's gift to the musical world, will be heard with his orchestra at the Topper Ballroom, Music Hall, on Friday, Saturday, and Sunday nights, October 29, 30 and 31.

EUGENE ORMANDY TO CONDUCT TEN FORD CONCERTS

Eugene Ormandy, who will direct ten consecutive Ford Sunday Evening Hour broadcasts starting October 31 over the Columbia network, including WKRC, WHAS and WHIO, at 9:00 p. m. (EST), is becoming America's most traveled conductor.

Since he will serve as conductor of the Philadelphia orchestra coincidental with his direction as conductor of the Ford Sunday Evening Hour this

season, necessitating flying trips to Detroit every week to keep his appointment, he will undoubtedly have clinched the title by the end of the concert season.

Refreshed after a summer's holiday in the Austrian Tyrol, Ormandy, just before he returned to these shores, directed concerts in Copenhagen and Stockholm, in addition to conducting the Bruckner Festival at Linz in Upper Austria. His appearance at Linz marked the second time he had conducted the Danube Festival.

Phil Baker is looking for another stooge to complement his present large staff of foils.

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Miriam Hopkins To Star In Faith Baldwin's Story On "Silver Theater" Series

Faith Baldwin's amusing and dramatic, "P. S. She Got the Job," will provide the vehicle for Miriam Hopkins in her appearance on the "Silver Theater" program Sunday, October 31, over the WABC-Columbia network, including WKRC, WHAS, and WHIO from 5:00 to 5:30, p. m. (E.S.T.).

Glamorous Miss Hopkins, star of stage and screen, will step into the spotlight following the final appearance of Rosalind Russell and Jimmy Stewart in the four-episode comedy drama, "First Love," which inaugurated the new dramatic radio series.

Miss Hopkins made her first professional debut as a dancer, playing in vaudeville before making her Broadway appearance in the "Music Box Revue." Her first stage success, "Little Jesse James," brought her to the attention of film scouts, and she has devoted her talents to picture activities ever since.

Adhering to its announced policy "Silver Theater" will continue to tap the rich store of material that is contained in short stories and original dramas, rather than depend on condensed versions of plays or moving pictures.

ALONG THE MILKY WAY: George Sutherland's one-time WLW announcer, now spiling from WISN, Milwaukee. It didn't take Al Helfer long to find another audience. WCPO claiming the title of "world's largest newspaper of the air" . . . with their 15 news-casts a day. Did you know the

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PROGRAMS FOR SATURDAY, OCTOBER 30



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

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

—Your Unseen Friend" with Harry Salter's Orchestra. WABC WHAS WKRC WHIO wcau wbbm wjr wvva wadc
—Al Roth and his Orchestra and soloists. WJZ WCKY whk wave wire wham
8:30—Linton Wells—descriptive comments and reminiscences of a newspaper man. WJZ kdka whk wave wham wowo
—Jack Haley's Variety Show, with Virginia Yerrill, blues singer; Warren Hull, master of ceremonies of ceremonies; Wendy Barrie, comedienne; Td Fio Rito's Orchestra. WEAf WLW wgy wtam wmaq kyw wwj kstp wave wbp wdf wire

Burr; Verne Lee and Mary; Hoosier Hot Shots; Novelodeons, male trio; Sally Foster; Lula Belle and Arkie, songs; Uncle Ezra. WJZ WLW WLS kdka wham whk wave wfla wbp
—Concert Orchestra—H. Leopold Spitalny, conductor. WEAf wgy wtam wmaq who wdf
9:30—Saturday Serenade. (CBS) WHAS wcau wgst wjr wbbm wgar wfbm kmcb kmox wvva wbt wvfa wwl
—Among Our Souvenirs. WABC only
—Special Delivery, a dramatic sketch with Marion Randolph. WEAf kyw wgy wtam wmaq wdf wj kstp who

tra. WEAf wgy wtam wmaq who wdf kyw —Esso News Reporter. WJZ only
—Rita Rio's Hollywood Restaurant Orchestra. (NBC) whk wave wham
11:05—Rita Rio's Hollywood Restaurant Orchestra. WJZ WCKY whk wave wham
11:15—Benny Goodman's Orchestra. WABC WKRC WHIO wjr wbbm wgar kmcb wcau kmox wadc wvfa wcco wvva
11:30—Al Donahue's Rainbow Room Orchestra. WEAf wgy wtam wmaq who wdf kyw
—Jerry Blaine and the Park Central Hotel Orchestra. WJZ WCKY wire wave wham whk
11:45—Frankie Master's Orchestra. WABC WKRC WHIO wjr wbbm wgar wfbm wcau kmox
MIDNIGHT—Eddy Rogers' Rainbow Grill Orchestra. WJZ WCKY WLW whk wave wire wham
—Ran Wilde's Netherland Plaza Hotel Orchestra. WEAf wgy wtam wmaq who wdf
—Richard Himmer's Esser House Orchestra. WABC WHAS WKRC WHIO wjr whk wfbm kmcb wcau kmox wadc wvfa wbbm
12:30—Blue Barron and his Southern Tavern Orchestra. WEAf WLW wgy who wdf wtam wmaq kyw
—Joe Reichman's Coconut Grove Orchestra. WJZ WCKY kdka wave wire wham
—Bob Crosby's Orchestra. WABC WKRC WHIO WHAS wjr wgar wfbm kmcb wbbm

will be presented under the general title, "As I See It." The widest scope has been allowed the speakers to assure the greatest variety of viewpoints. Later speakers in the series will be Grace Fields, Lady Nancy Astor, Margaret Bondfield, H. G. Wells, Ian Hay and others.

AROUND the DIAL

by THE DIAL TWISTER

"What's in a name?" would be an appropriate subtitle for that soap drama featuring Edward G. Robinson and Claire Trevor. Titled "Big Town," the opus is just a small-time melodrama. This business of casting high-priced stars in a bargain-basement play has turned up so often in radio drama "created" by Hollywood that it's becoming monotonous. About the only thing that distinguishes the Robinson-Trevor epic is its newspaper setting. The purpose seems to be to show up the seamy side of the press. That's quite understandable, relations between broadcasting and the newspapers being what they are. There's also much about the press that needs debunking. But for radio to throw stones is something else again. I seem to remember an old proverb about glass houses.

Wilbur Evans is just what Jeanette MacDonald's program needed. He really can sing, without the prop of a movie reputation. He ought to be used more often.

The March Of Time's shift to an earlier hour (NBC-WCKY, Thursday, 8:30 p. m. (E.S.T.)) has bettered the position of that crack feature very much. It can now be heard by many more listeners. The remarkable thing about the March is its consistent excellence. Week after week and year after year, it does a superb job. When you stop to think how few programs do that, the March is just about in a class by itself.

When so many pioneer sports broadcasters have faded from the air, it's gratifying to note that Quinn Ryan is still among those present. Quinn made radio history at WGN back in the early days. And his gridiron work for MBS this season is as good as any. He's not only vivid, but accurate. Unlike some of the thrill-at-any-price sophomores who might be mentioned, he doesn't hesitate to say a game is dull when it is dull. Such honesty is as refreshing as it is rare.

Speaking of sports, radio's football nemesis is still here: meaning the confusion between a touchback and a safety. That can be excused, in the stress of a game. But it's a horse of a

different color when a post-mortem, presumably compiled by experts, glibly gives a team credit for scoring two points on a touchback. Maybe the "experts" ought to read the book on football given away by the sponsor of the post-mortem.

When you've got something good, why change?" seems to be the sensible policy of the Carborundum Band. Here it is starting another season, just as it has done these many years. Sponsors who run around in circles looking for novelty, please note. The only discernible difference this season is that the program is still better. The band has more finesse, and the quality of the pickup is further improved over last year. The very fact that it's a band gives it distinction.

Ed Thorgerson might get by with his sport intrusions on Lowell Thomas if he didn't have to follow Bob Newhall. More than once recently the "old trapper" has paid his respects to the grandstand experts, only to have the "thundered" come along with a perfect example.

Maybe there's some sense to this mad broadcasting business after all. That cautious remark is prompted by Rising Stars (NBC-WSAI, Sunday, 10 p. m. E.S.T.). After desperate experimenting with variety, the sponsor has settled on a program of real music played by Alexander Smallen's excellent orchestra, and featuring un-ballyhooed soloists. The fact that these soloists are above the crooner grade adds the last touch of pleasure. Considering the dreary sameness of most programs, this sort of thing is real variety.

Paul B. Sullivan's News and Views of Religion (WCKY, Saturday, 8:30 p. m. E.S.T.), is a worth while addition to local schedules. Religion has had few breaks on the air recently. And a reportorial treatment of the subject is always welcome.

Phil Baker's return to the air prompts the suspicion that "Beetle" may come pretty close to expressing what listeners think of it all.

One of the Old Trapper's Souvenirs



Col. Bob Newhall, master of ceremonies of the "Saturday Afternoon Football Jamboree" over WLW and the WLW Line, takes time out to show his Philippine straw hat to members of the cast. The hat, worn by General Aguinaldo when that Filipino surrendered to American troops under General Fred Funston, has been in Newhall's possession since the surrender.

In the picture, seated are Jimmy Leonard, announcer; Newhall; Peter Grant, Announcer, and Jack Leland, the "man from Hollywood." Surrounding are Miss Mary Paxton, the singing coed, and members of the Collegians, also heard on the program.

RACHMANINOFF, GUEST SOLOIST WITH SYMPHONY

Sergei Rachmaninoff, regarded by many as the greatest contemporary Russian pianist and composer, will be the first soloist of the new season of the Cincinnati Symphony Orchestra, in Music Hall. He will be heard with the orchestra on Friday afternoon at 2:30, and Saturday night at 8:30, October 29 and 30.

Rachmaninoff's selections with the Cincinnati Orchestra will include Beethoven's Concerto No. 1 in C major, and a composition of his own, Rhapsodie for piano and orchestra. Other selections on the program will include Handel's Overture to the "Occasional Oratorio"; Prokofieff's "Classical Symphony"; and Richard Strauss' Tone Poem "Don Juan."

Reservations for the concerts may be made by communicating with Ralph Kunkle, ticket manager, Symphony ticket office, 121 E. Fourth street, Cincinnati.

Gabriel Heatter is lining up the most unusual of his unusual, "We, the People" guests for a series of motion picture short subjects.

In her eight years on the air Kate Smith has signed more than 25,000 autographs after broadcasts and inscribed even more photographs.

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is coming to your house

Now The Strietmann Baking Company brings you "Red" Barber "The Man In Your Neighborhood"—in person. Yes, "Red" will be dropping in to talk with you right in your own home over the air. Watch for him! And in the meantime, listen to your neighbors talk of cabbages and kings in this new series, Monday through Friday, 1:00 to 1:15 P. M., over

W S A I

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RACHMANINOFF

Soloist—FRIDAY AT 2:45, SATURDAY AT 8:30—With the CINCINNATI SYMPHONY ORCHESTRA
EUGENE GOOSSENS, Conducting

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

PROGRAMS FOR SUNDAY, OCTOBER 31

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

NOON—Dorothy Dreslin, soprano; Fred Huf-smith, tenor. WFAE WSAI wgy wtm wmaq who wdf
7:00—Southernaires: Negro Male Quartet. WJZ WCKY WLS wgar wave wire wham
12:30—University of Chicago Round Table Discussion: Current topics; guest speakers. WFAE wgy wtm wmaq who wdf

day folk on the famous street. WJZ WCKY kdkk whk wham
—There Was a Woman—Dramatic presentation of the women in the lives of famous men. (NBC) WLS wave wire
3:30—Senator Fishface and Prof. Figgstottle. WJZ (WCKY off 3:45) WLS kdkk wave wire wham whk

Air: Wilfred Pelletier conducting the Metropolitan Opera Orchestra and guests. WJZ WCKY WLS WSM wham kdkk whk wowo wfla wave kvoo wbp wgy
—Ry-Krisp Presents Marion Talley; Orchestra direction Josef Koestner. WFAE WSAI wmaq kyw wire wjz wgy wtm kstp who wdf

McKinley, baritone; Basil Ruysdale, m. c. WABC WKRC WHAS WHIO wjr wbbm wgar wfbm kmcb wcau kmox wbt wwl wwa wadc wgst wcco
—Thomas E. Dewey Citizen's Committee, WJZ only
—A Tale of Today, sketch. WFAE wtm wmaq wgy kyw

(Continued on page 11)

PROGRAMS FOR MONDAY NOVEMBER 1

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00-The Pepsodent Program: Amos 'n' Andy. WFAF WLW who wgy kyw
7:15-'Uncle Ezra's Radio Station E-Z-R-A,' with Pat Barrett, Carlton Guy, Nora Cunneen and others. WFAF WSAI kya wgy wtm wmaq who wdf wstp wire wgy wbp

fenstein, conductor. WFAF WSAI WSM wgy kvoo wfla wmaq wdf wj who kstp wfaa wave wire wtm kyw
-Pick and Pat in Pipe Smoking Time,' blackface comedy and music; Edward Roeker, baritone; Benny Krauger and his Orchestra. WABC WKRC WHAS wjr wbbm whk kmcb wcau wbt wadc
-Campana's Vanity Fair, with Cal Tinney, m. c., and orchestra. Sheila Graham, motion picture commentator from Hollywood. Eileen Barton, comedienne-singer; Larry Duncan, impersonator; Douglas Wilson, tenor, and orchestra. WJZ WCKY WLS kdka whk wham

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



PROGRAMS FOR TUESDAY, NOVEMBER 2



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Tuesday, November 2, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules.

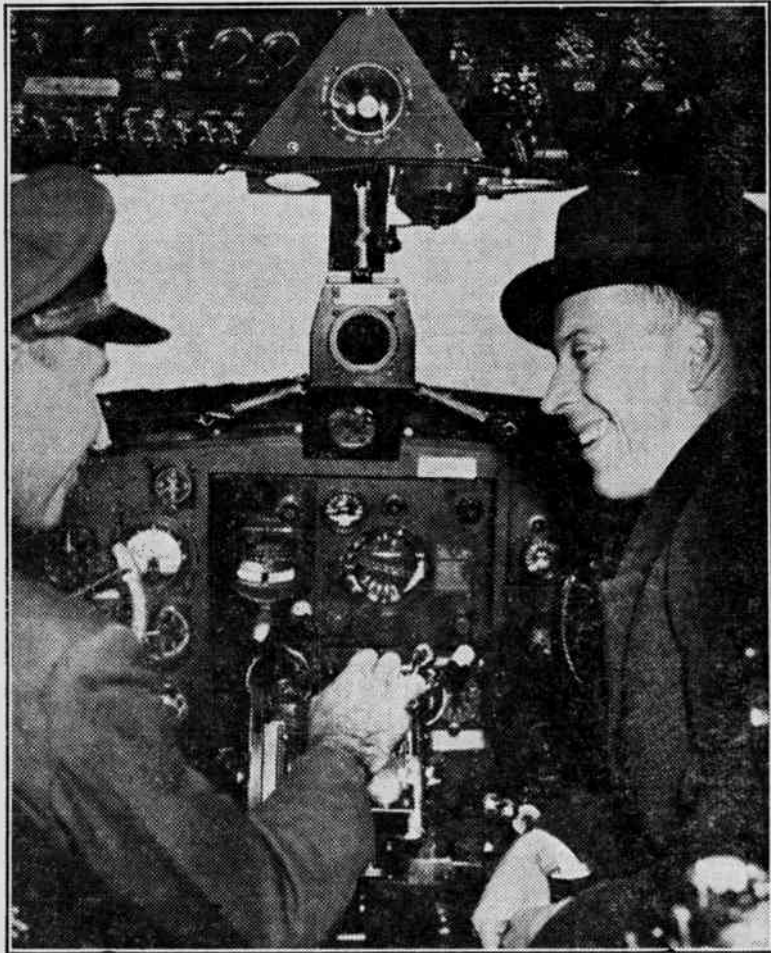
NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Francis McCormack, poetic reader, and Carlton Kelsey's Orchestra. WABC WKRC wgr wcau wadc wvva wbt
7:15—Vocal Varieties: Choral Group of 14 Voices. WLW to WEAf wgy wtm wire wmaq who kstp kyw wdf
7:30—Horlick's Lum and Abner, comedy sketch. WJZ WLW WLS whk
7:45—George Griffin, tenor. (NBC) wave wire wham
8:00—Famous Actors Guild Presents Helen Mencken in "Second Husband." WABC WKRC WHIO WHAS wcau wgr wbbm wjr wcau kmcb kmox
8:15—Stainie Bottle Boys. WEAf only.

8:00—"It Can Be Done," dramatic sketch, with Edgar Guest, Frankie Master's Orchestra, WJZ WLW WLS kdka whk wham
9:00—Vox Pop, conducted by Parks Johnson and Wallace Butterworth. WEAf WSAI kyw wgy wtm wvj wmaq who wdf wire
9:15—To be announced. WJZ WLW WLS WSM kdka whk wave kstp wham wfla kvoo wbp
9:30—"Watch the Fun Go By," presented by Al Pearce and His Gang. Nick Lucas, singing guitarist; Arlene Harris, "Human Chatter-box"; Lenore Ulric, guest; Carl Hoff's Orchestra. WABC WKRC WHIO WHAS wj wbbm wfbm kmcb wcau kmox wadc wbst wbt wcco wgr
9:45—"Camel Caravan"—Jack Oakie's College with Jack Oakie, Stuart Erwin, Raymond Hatton and William Austin, comedians; Helen Lynd, comedienne; Patsy Flick, comedienne; Harry Baris, songs; Meyer Alexander's Chorus; Georgie Stoll's Orchestra and guests; "Swing School" with Benny Goodman's Orchestra and guests. WABC WKRC WHIO WHAS wj wbbm wfbm wgr wcau kmcb kmox wadc wbst wbt wsta wvj wcco
10:00—General Hugh Johnson, commentator. WJZ WCKY WLS whk wham kdka
10:15—Choir Symphonette. WJZ WCKY WLS whk wave wire wham
10:30—Del Casino, songs. WABC kmox wbst kmcb
10:45—Phillips Poly Follies. (CBS) wbbm wfbm kmox wbst wcco kmcb
11:00—The Pepsodent Program: Amos 'n' Andy. (NBC) WSM wvj wdf wire wbp kstp
11:15—Low Breese's Orchestra. WEAf wgy wtm who wmaq
11:30—"Poetic Melodies:" Jack Fulton, tenor; Franklin McCormack, reader, with Carlton Kelsey's Orchestra. (CBS) WHAS wj wbbm wfbm kmcb wvj wcco kmox
11:45—The Vagabonds. (NBC) whk wave wire wham
12:00—Tomorrow's News Tonight: Commentary by Andre Baruch. WABC only
12:15—Esoo News Reporter. WJZ only
12:30—The Vagabonds, Negro Male Quartet. WJZ whk wave wire wham

11:15—King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS whk wave wire wham
11:30—Tommy Dorsey and his Orchestra. WABC WKRC WHIO
11:45—George Olsen's International Casino Orchestra. WABC WHIO WKRC wjr wbbm wcau wgr wfbm kmox wadc wbst wbt wsta wcco
12:00—Al Donahue's Rainbow Room Orchestra. WEAf wgy wtm wmaq who
12:15—Eddie Varzo's Orchestra. WJZ WCKY WLS kdka whk wave wham wfla wire wbp
12:30—MIDNIGHT—Joe Reichman's Ambassador Hotel Orchestra. WJZ WCKY WLS kdka whk wave wire wham
12:45—Richard Himber's Essex House Orchestra. WABC WKRC WHAS wfbm
12:55—Jerry Blaine and the Park Central Hotel Orchestra. WEAf wvj wgy wtm who
1:00—Jack Winston's Bal Tabarin Orchestra. WJZ WCKY kdka wave wire wham whk
1:15—Harold Starr's Kenmore Hotel Orchestra. WEAf wgy wtm wmaq who wdf
1:30—Ted Fiorito's Orchestra. WABC WKRC WHAS wfbm wjr
Florence George, "Hollywood Mardi Gras" prima donna, is an expert with brush and palette: she once won a scholarship for painting.

"Al Bland Really Takes Off"



Last week-end, Al Bland, pilot of Dow's Dawn Patrol, broadcast daily except Sunday at 7:30 a. m. over WKRC, made his first trip by plane, flying to Chicago via American Airlines. The photographer made the picture above while Pilot Bland was explaining the controls of the ship to Bland.

Colonel Jack Major's "Variety Show" is now heard over the WABC-Columbia network including WHIO every Tuesday, from 3:00 to 3:30 p. m., EST, instead of on Mondays as formerly.

Johnny, the Call Boy, has received more offers of adoption than any other radio star—he's only 43 inches tall.

Sunday Network Programs (Continued)

- The Baker's Broadcast, with Ozzie Nelson's Orchestra; Feg Murray, cartoonist, and Harriet Hilliard. WJZ WLS WSM WCKY wam kvoo kstp wfaa wla kdka whk
- 7:45—Interesting Neighbors—Jerry Belcher. WEAF WLW kyw wgy wtam wvj wmaq who wdaf wire
- 8:00—The Chase and Sanborn Program: Starring Nelson Eddy; Don Ameche, m. c.; Edgar Bergen and Charlie McCarthy, Dorothy Lamour, and Robert Armbruster's Orchestra. WEAF WLW WSM wtam wire wvj wdaf kstp kvoo wfaa wgy kyw wave wmaq wla who
- General Motors Concerts—Symphony orchestra, John B. Kennedy, commentator, and Erno Rapee, conducting; soloists. WJZ WCKY WLS kdka wham whk
- Columbia Workshop: "Sweep", dramatization, direction Irving Reis. WABC WHAS WHIO wbbm wfbm wgar wwva wsbw wbt wcco
- 8:30—Birthday Party with David Ross. WABC WKRC WHIO WHAS

- 9:00—Manhattan Merry-Go-Round: Pierre Le Kresun, tenor; Rachel Carlay, blues singer; Don Donnie's Orchestra; Men About Town Trio. WEAF WSAI WSM wgy wtam wvj wmaq who wdaf kstp wave wfaa wire wla
- Ford Sunday Evening Hour: Bidu Sayao, soprano, guest. Symphony Orchestra and Chorus, direction Eugene Ormandy. WABC WKRC WHAS WHIO wjr wbbm wfbm wgar kmcb wcau kmox wadc wsbw wwva wbt wsfa wvj wcco wire wham wmaq wla wowo
- Hollywood Playhouse presents Tyrone Power. Dramatic Sketch with guest artist. Orchestra direction, Harry Sosnick. WJZ WLW WENR kdka whk wham
- 9:30—The Jergens Program, with George Fischer, Hollywood columnist, guest speaker. WJZ WLW WENR kdka wham
- American Album of Familiar Music, with Frank Munn, tenor; Jean Dickenson, soprano; The Haenchen Concert Orchestra; Bertrand Hirsch, violinist; Arden and Arden, piano duo; Amsterdam Chorus. WEAF WSAI WSM kyw wgy wtam wvj who wla wdaf wmaq wfaa wire wave kstp kvoo
- 9:45—Irene Rich for Welch. WJZ WCKY

WENR kdka whk wham
10:00—Rising Musical Star Program: Alex Smallens and Symphony Orchestra; mixed chorus of seventy voices, direction Eugene Fuerst; Richard Gordon, commentator; guest artists. WEAF WSAI WSM kstp wire who wdaf wla wave kyw

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SUNDAY, - OCT. 31st

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Everybody eligible—Fun, thrills, laughs
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ADMISSION 55c Res. MAIN 1804

SAVE FUEL DOLLARS with ESTATE HEATROLA
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Exclusive Intensi-Fire Air Duct blocks heat losses up the flue—turns waste into warmth.

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Wide range of styles, sizes, prices; convenient terms.

For list of authorized Estate Heatrola dealers in Cincinnati and Northern Kentucky, see Page 224 in the Classified Section of the telephone directory (Summer, 1937, issue).

7 TUBE Magic Tuning Eye RADIO

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Presenting

"HYMNS for EVERYONE"

featuring the rich baritone voice of **FRANKLYN STEWART**

with organ accompaniment by **MABEL FIELDS**

and readings by **ELMER BAUGHMAN**

Tuesday and Friday at 12:15 p.m. (E.S.T.) over WCKY—the L. B. Wilson Station—149 on your dial

Sponsored by the Kentucky Sales & Service Company

A truly satisfying hymn program

FRANKLYN STEWART

N Denotes (NBC)
C Denotes (CBS)
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PROGRAMS FOR WEDNESDAY, NOVEMBER 3

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

8:45-Norseman Quartet. WJZ WCKY kdka whk wham
smith Quartet. WEAF WLW WSM wgy wtm wmaq kym wdf wfa who wfa
11:15-King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS whk wave wire wham

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

PROGRAMS FOR THURSDAY, NOVEMBER 4

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Thursday, November 4, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Franklyn McCormack, poetic reader.
7:15—Vocal Varieties—Choral group of 14 voices.
7:30—Schaefer Revue: Leo Reisman's Orchestra; Bud Collyer, m. c.
8:00—Kate Smith Hour, with Henry Youngman, comedian; Jim Crowley, Football Forum; Jack Miller's Orchestra; Dramas and great stars.
8:30—The March of Time: News dramatization.
9:00—"Good News of 1938" 22 MGM movie stars and weekly guest artist.

—Rochester Philharmonic Orchestra: Jose Iturbi, conductor.
—Major Bowes' Amateur Hour.
—America's Town Meeting of the Air—Round table discussion featuring prominent speakers.
—Kraft Music Hall, starring Bing Crosby and Bob Burns, comedian; Johnny Trotter's Orchestra; guest artists.
—Buddy Clark Entertains.
—Essays in Music: Victor Bay's Concert Orchestra.
—NBC Jamboree.
—Joseph Escarpenter and his Rumba Orchestra from La Conga.
—"Poetic Melodies" Jack Fulton, tenor; Franklyn McCormack, reader, and Carlton Kelsey's Orchestra.

Triple-Threat Man



Conrad Nagel, film actor and producer, is featured on the "Sunday Afternoon Silver Theater" program in the roles of narrator, producer and director making him one of the few triple-threat men in broadcasting. Nagel is currently CONRAD NAGEL heard on the "Silver Theater" program, over the WABC-Columbia network, including WKRC, WHAS, and WHIO, Sundays from 5 to 5:30 p. m. (E.S.T.)

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

PROGRAMS FOR FRIDAY, NOVEMBER 5

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Friday, November 5, 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

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor. Franklyn MacCormack, reader, and Carlton Kelsey's Orchestra. WABC WKRC wgr wadc wcau wvva wbt
7:15—Song Time with Betty Grable and John Payne. (CBS) WKRC WHAS WHIO wadc kmox
8:00—Grand Central Station, dramatic sketch. WJZ WCKY WLS kdka wae whk wire wham
8:30—Death Valley Days, dramatic program, with John MacBryde, Jean King, Harry Humphrey and Jeff Bryant; Orchestra direction Josef Bonime. WJZ WLW WLS kdka wham whk

—"Music from Hollywood", starring Alice Faye with Hal Kemp's Orchestra; Carleton Ka Dell, announcer. WABC WKRC WHAS WHIO wjr wgr kmox wbbm wcau wadc wbt kmcb wgst wwl wcco wfbm
9:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAF WSAI wgy wtm wmaq wvj wdf kyy who wire
—Hollywood Hotel: Musical Revue; "Damsel in Distress" with Fred Astaire and Joan Fontaine, Burns and Allen, guests; Frances Langford; Jerry Cooper; Anne Jamison; Ken Niles; Raymond Paige's Orchestra, with Ken Murray and "Oswald". WABC WKRC WHAS WHIO wjr wbbm wgr kmox kmcb wcau wadc wbt wcco wgst wwl
—Pontiac Varsity Show, featuring under-graduate talent from the campus of Fordham University; Paul Dumont, m. c. WJZ WLS WLW WSM wham kdka whk wfla wave wfaa
9:30—True Story Court of Human Relations, dramatization. WEAF wgy wtm wvj kyy who wmaq wdf wire
—Tommy Dorsey and his Orchestra. "Ask Yourself Another"; Edythe Wright, vocalist; Paul Stewart, announcer. WJZ WCKY WLS WSM kdka whk wae wham wowo
10:00—Russian Rhapsody: Zarova, vocalist; Sarah Kreindler, violinist; Arthur Schwarzman, pianist; orchestra. WJZ WCKY kdka whk wham wfla
—The Songshop, starring Kitty Carlisle, Frank Crumit, m. c.; Reed Kennedy; Alice Cornett; Songshop Quartet, the 22-Voice Glee Club, direction Ken Christie; 47-piece Orchestra, direction Gustav Haenschel. WABC WKRC WHAS WHIO wjr wgr wadc wbbm wfbm kmox kmcb wcau wsbw wwl wcco
—Campana's First Nighret "Romance Should Begin at Home," dramatization starring Les Tremayne and Barbara Luddy. Orchestra, direction Eric Sagerquist. WEAF WLW WSM wvj wae wmaq wtm wdf who kstp wfla wfaa kvoo wgy
10:30—Detective Stories. WJZ whk wham wave wire
—Jimmy Fidler and his Hollywood Gossip WEAF WLW wgy wtm wmaq kyy wvj wire kstp wdf
10:45—"People in the News." Dorothy Thompson, news commentator. WEAF WLW kyy wgy wtm wvj wire wmaq kstp wdf
—To be announced. WABC wbbm wjr wfbm wcau wcco kmox wadc wgst
11:00—George R. Holmes, Chief of the Washington Bureau of International News Service. (NBC) wgy wtm wdf kyy
—Esso News Reporter. WJZ only
—The Vagabonds. (NBC) whk wave wire wham
—"Tomorrow's News Tonight." Commentary by Andra Baruch. WABC only
—Poetic Melodies. (CBS) WHAS wjr wbbm wfbm wvj wcco kmox kmcb
wfbm wvj wcco kmox kmcb
—Amos 'n' Andy. (NBC) WSM wmaq wfaa wire wbp kstp wvj wtm
11:15—Louis Panico's Oriental Gardens Orchestra. WEAF wvj wave wtm kyy who wgy
—King's Jesters Hotel LaSalle Orchestra. WJZ WCKY WLS whk wave wire
—Glen Gray's Casa Loma orchestra. WABC WKRC WHIO wadc wbt kmox
11:30—Richard Himber's Essex House Orchestra. WABC WHIO WKRC wjr wfbm wcau wadc kmox wbbm kmcb wsbw wbt wgr
—Joseph Escarpenter and his Rhumba Orchestra from La Conga. WJZ WCKY WLS whk wave wire wham
—Joe Rines' Orchestra. WEAF wvj wave wmaq wtm wdf kstp wgy
MIDNIGHT—Guy Lombardo and his Royal Canadians. WABC WKRC WHAS WHIO wjr wgr wfbm wadc wbbm
—Henry Busse's Chez Paree Orchestra. WJZ WCKY whk wave wire wham
—San Francisco Opera Company. WEAF WLS wgy wtm wmaq who wdf kdka
12:30—Eli Danzig and his Orchestra. WJZ whk wave wire wham
—Ted Fiorito's Orchestra. WABC WKRC WHAS wbbm wfbm kmox wadc

RADIO DIAL CONTEST CLUB

by The Contest Reporter

ALMOST to the day, three years ago, RADIO DIAL began the Contest Club so this is its third birthday. The term "three year old" when applied to a youngster of the race would mean it was still a mere toddler, but when applied to a racing steed would indicate that he was in the very prime.

To apply to the Contest Club neither of these definition are quite complete. A lot has happened in the contest field in the past three years and we wonder if it would not be appropriate to say that the Club feels much older than three years—in experience. We have learned a lot and DIAL readers have made us feel that they really liked the Club. For this we are very grateful.

As the Club goes into its fourth year we solicit your continued support. We are just as much interested in knowing your dislikes as we are the things you approve of. Which leads us to say that what appears to be the most thoroughly read and accepted feature of the Club is the digest of outstanding contest articles as they appear.

Your reporter has access to practically everything published on contesting, and endeavors to quote in full or in condensed form, those articles which portray the current thought whether in facts, figures or fancy. This week's quotation comes from an article in November Contest World. "What is the future for contests" by Gracie Gordon, who is, according to the World, a national Contest Judge.

In her introductory paragraphs, the author called attention to a certain amount of sponsor criticism, and continued:

"It would be better by far to eliminate such talk if contests are to gain added momentum. There is nothing to be gained by sponsor attacks. What does the prospective sponsor do in most cases prior to making a decision to promote and expend large sums of money for a contest? Usually he gets in touch with another sponsor to learn what the reaction has been for the manufacturer who has had experience in contests. The sponsor who is disgusted or dissatisfied would not recommend that an enquirer take knocks, slaps or digs. The sponsor who is satisfied and pleased with results is certain to give contests a genuine boost."

It is here necessary to pass up several paragraphs dealing with cited instances, for lack of space, and take up Miss Gordon again.

"Sponsors after all are but human and more can be done with a man by patting him on the back, than trying to give him a black eye. In this new age of contesting, alert sponsors are using the services of seasoned judging organizations to direct the work. A 'hands off' policy is adopted

and the judges make the awards unfettered by any restrictions. Nearly all contestants wish to know if each and every letter is opened and read. The answer is 'yes.' Ninety-nine per cent of judging organizations are paid on the basis of so much per entry."

"During recent months," Miss Gordon says, "I have talked with many contest sponsors. They are good fellows, eager to make contests perfect, they are willing to continue spending money and plenty of it, and besides, I find they are intensely human.

"The future of contests is bright in spite of those who would cast shadows. Contests continue, more of them and greater and better than before. Sponsors are building contests to inspire confidence and promote good will. Advertising sales strategists are hard at work to dispel any malodorous rumors, they want clean contests because the entire advertising business suffers when an unnamed sponsor is attacked. Sponsor and agency alike insist that the present-day contest be demonstrably honest that it may become a pillar of achievement in the halls of advertising."

You will have to hand it to the women for the very intelligent part they are playing in contest judging these days, the most prominent being Elsie Rushmore and Helen King.

A step of no little importance is that recently adopted by the Townsend-Friend Contest Service. In addition to their coaching service, customers are furnished with periodic bulletins of latest contests. Now, the contests listed are rated by so many stars. Five stars are the most given. The basis for stars appears to be very logically thought out.

RCA Victor is given 5 stars. Philco 4½. A&P Tea Co., 5 stars. General Electric 4. Crisco 2½, Old Gold 4 and Watkins Liniment 5.

The New York League of Business and Professional Women offered \$500 for the best essay on "The Contribution of an American Woman to the development of the United States from 1825 to 1937." Twenty-three-year-old Dorothy Taylor of Brooklyn, N. Y., won it. The woman she chose was "Mrs. Jones, the Average American Woman." Clever, don't you think? Others in order were Mrs. Roosevelt, Jane Addams and Harriett Beecher Stowe.

Alfred E. Smith helped judge the more than 500 entries.

In the Pictorial Review Title entry, the first prize of \$100 was won by Raymond Rack of Chicago. For the best movie title for Faith Baldwin's story "Charm" he submitted *Satan's Angel*.

Smith McGlich of Groveport, O., was winner of the deluxe sedan in the Willys National Economy Contest. Standard sedans were won by Fred

M. Brems of Chicago and Mrs. Russell Dennis, Knightstown, Indiana.

Tim and Irene's plan to call the winner in their contest over the telephone from the radio studio during the program was stopped by the Federal Communications Commission. Those in charge at the FCC took the position that radio and telephone were two separate forms of communication and consequently the arrangement made could not be permitted. The winners are being called by long distance, but before the program goes on the air. The names are then announced over the radio. Program: "Fun in Swingtime." Sponsor: Admiration Hair Tonic. Prizes: Three silver fox furs and 500 pairs silk hosiery.

Hewes & Potter of Boston, makers of Spur Twin-Flex ties for men have a contest in which wardrobe prizes will be given. Value \$100 down to \$25. Contestant must choose favorite tie, make purchase and write short statement. Closes October 31st.

The following contest may be limited to general locality. Dr. Pepper of Richmond, Va., offer 1937 Packard Sedan, Frigidaire, RCA radio and 126 other merchandise prizes for best 25 word statements, "I prefer Dr. Pepper because . . ." 9 caps. Closes November 15th.

Planters Peanuts have a contest for school students listed in Scholastic. Prizes \$1 to \$25. Closes January 8th, 1938.



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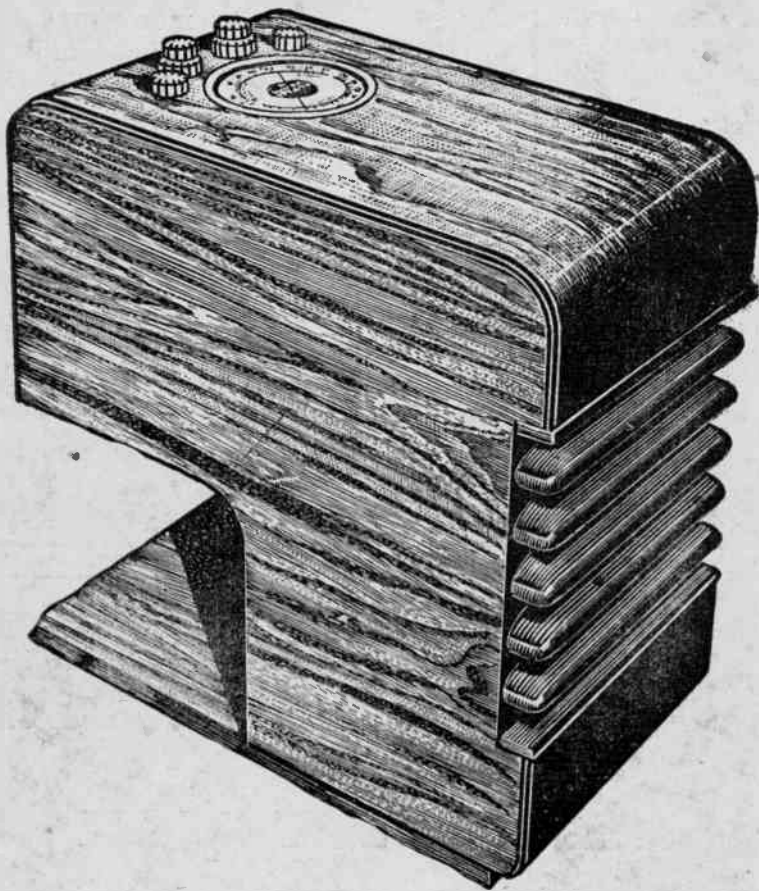
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