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# Radio

The Midwest's Largest Radio Newspaper

# Dial

WEEK ENDING SEPTEMBER 2,  
1938

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# RADIO LIGHTS

In every line of endeavor there are feuds and races for the top position, whether it is typewriting, swimming or entertaining. It seems, though, that those feuds which occur among dance bands are by far the most bitter and the most lasting. Or perhaps it's the publicity given to them.

Time was when Rudy Vallee and Will Osborne were casting bitter remarks

and repartee not nearly so humorous as the Bernie-Winchell ganimosity calls forth. Mr. Vallee seems to have triumphed in that case. In fact, there is invariably a winner in these affairs, with the public unconsciously making it so. Which calls to mind the sad case of Benny Goodman and Tommy Dorsey. So far, the two swing-leaders have been perfect little gentlemen, but there is a champing at the bit which promises a battle royal (in words, music or fists, if there is a possibility).

Goodman's Band played Coney Island last Tuesday to a jammed house. And Dorsey's crew is coming for a similar one-night stand Thursday, September 1. Most likely, each thinks he has the prize position—one going first, the other coming after. It will be fun to compare the crowds, the reactions and the bands.



TOMMY DORSEY

pare the crowds, the reactions and the bands.

*Something very touching has happened the past few weeks. About a month ago, members of WKRC's staff volunteered their services for a program for the tots at Children's Hospital. Although the kind people who performed for the kids knew they'd brought some happiness with them, they didn't dream it meant so much. But when the youngsters were asked what sort of party they'd like to have given for them to celebrate a birthday anniversary, they reversed the usual order of movie, candy, ice cream and cake, and asked for another radio party. So Mrs. William Cooper Procter, who gives a party each year, asked Ruth Lyons, WKRC program director, to arrange the party, on August 25. Sort of makes you like radio.*

Gueststars of the week include: Albert Edward Wiggam, scientist, author and lecturer, and Eleanor Arnett Nash, youthful fashion designer, on the "People's Platform" August 28; Lanny Ross on "Your Hit Parade" August 27; Alice Marble, former national women's tennis champion, on the "Monday Night Show" August 29; Leon Rothier, Metropolitan Opera basso, on the "Story of Song" August 30; Paul R. Leache, Washington correspondent for the *Chicago Daily News*, on "Headlines and Bylines" August 28, and the Raymond Scott Quintet, on the Whiteman program August 31.

*On and on come the publicity blurbs with their "absolutely different," "sparklingly refreshing," and "screamingly funny." Or if the same old show with the same old cast is coming back, "a new version of your old favorite." And with all the exasperation attendant on false promises, we can still be very grateful that we live in the United States, where, if we don't like one program, we can change it for another, or another, and so on. Glancing through a few programs of the BBC, I was actually thankful for all our lengthy commercials! Because, awful though they are, the sponsor who pays for those lengthy bits of froth and foam at the mouth, also pays for programs which are, on the whole, excellent. If we lived in England or Europe, we would have one, two, or possibly even five really good programs to choose from for the day. Otherwise, there would be a talk, or another talk, or a bit of music thrown in. I'm so glad, glad, glad to have to listen to advertising on the radio. Or didn't you ever hear of a little girl called Pollyanna?*

Milt Herth holds the sustaining broadcasts record at NBC, says production head Catherine Whitaker of that network. Herth is presented eight times weekly, which is the most any NBC personality has ever been featured. The young Mr. Herth is quite good at records, anyway. His royalty check from Decca records surpasses that paid all other Decca artists for the last quarter including Bing Crosby. Herth electric organ discs have sold a combined total of over one million in three months. Which isn't bad for a starter!

## Young Man Who Made Good



Herbert Flaig, special events director of WLW and WSAI, is one radio man who learned the business from ground wires to antenna, figurately speaking.

Joining the Crosley Radio Corporation seven years ago as testing engineer, Flaig has risen from the ranks to the posts of engineer in designing and building test equipment, program director, merchandising manager, traffic manager and his present post.

While working in the Crosley factory he attended the University of Cincinnati to study radio engineering. In 1935 he was transferred to the broadcasting division and was made merchandising manager of WSAI. Later he served that station as program director, traffic manager and in December, 1937, was appointed head of the special events department.

Since the first of this year more than 140 special events programs, 20 of which were fed to networks, have been originated by WLW and WSAI.

## Mary's In Drammer



Among the important fall productions of Radio Theatre will be "Seven Keys to Baldpate," starring Jack Benny and Mary Livingstone in their second appearance in this Monday night CBS dramatic program. Producer Cecil B. DeMille has tentatively scheduled this one for late in September.



Recently one of the locals hired a fresh batch of announcers. A half-dozen years ago that news would have created quite a stir among dialers. Today it scarcely causes a ripple. Local announcers come and go so fast that most listeners can't keep track of them. There must be a reason for this high turnover. But the Dial-twister can't help wondering whether it's to the advantage of either the stations or the announcers. Back in the days of Dick Pavey, Arthur Ainsworth and Lee Goldsmith, announcers "stayed put" long enough to become definite personalities, as familiar as old friends. Now they move about so much that most of them are just nameless voices. Maybe this is another of those games where everybody loses.

After much thumping of adding machines, NBC statisticians reveal that the Red and Blue Networks unload a total of 212,908 words a day on the well-known air. Surely that doesn't include commercial plugs.

Don Winslow of the Navy moving into the Singing Lady's spot may be ominous. What makes it look ominous is that no date is given for the return of Irene Wicker from her vacation. For eight years she has been doing a program generally recognized as the best children's feature on the air. If her indefinite vacation means that her sponsor is dropping her in favor of the Winslow thriller, the outlook for children's programs is gloomy indeed. And not so long ago sweeping "reforms" were promised in juvenile features.

It's strange that the "correct time," radio style, is always given in even minutes. Apparently the studios don't bother about mere seconds, unless they're wedging in a "chiseled" commercial.

For better or worse, radio programs have become creatures of routine. Under the heading of "for worse," I'd put the dramatized openings affected by several features, for instance WCKY's Sports Summary and the Twenty Grand show. The first couple of times you hear them, these manufactured thrills add mild zest to the proceedings. But after the sixth or eighth time they become drearily monotonous. If radio time is as valuable as the studios claim, the opening minute could be put to far better use.

The best thing Orson Welles has done so far in his Mercury Theater of the Air series was his version of John Drinkwater's "Abraham Lin-

coln," August 15. As re-created by Welles' voice Lincoln became a genuine personality, of a drama both human and historical. What an amazing voice this Welles has! He gets effects with it that suggest a skilled organist. Probably it's too much to expect, but radio drama would be a good deal better next winter if some sponsor could lure him away from the stage.

Yes, it really was the Armstrong-Ambers fight that Clem McCarthy broadcast last Wednesday night. Clem called Armstrong Louis so much of the time, that listeners might have been excused for thinking the "Brown Bomber" had become a lightweight. That's a chronic failing of fight announcers. Do you remember McNamee's confusion?

Moving to the spot opposite One Man's Family would seem to make going tough for Gang Busters. Still, there are listeners who like their dramatic meat raw.

In some of last week's episodes, Those Happy Gillmans committed the too common radio blunder of getting laughs at the expense of a deaf person. True, deafness can cause some ridiculous situations. But they're not funny to the hard of hearing or anyone else who takes a civilized attitude toward physical disability. When laughs have to be manufactured from misfortune, script writers are hard put to it indeed.

Old-timers who can "remember when" keep asking what's become of the stars of yesteryear. The Dial-twister can report on one of those stars: Brad Browne. Eight or ten years ago he was the presiding genius of the Nit Wits, one of the funniest shows that ever threatened vest buttons. Now he's a radio production man for one of the big advertising agencies, in charge of the Al Pearce Gang. "Backward, turn backward . . ."

A welcome refuge from swing and "real-life" dramas is WKRC's Just Thoughts. The "thoughts" aren't too profound. Still, inspirational material, well-read, against a restful organ background, has its points. Particularly late in the evening, there's a need for something of the sort that program schedules don't begin to satisfy.

Listeners who also read are still chuckling over that story in Time about Graham McNamee's description of fire-walking on a recent Bob Ripley program. Maybe it was another case of "Smoke Gets In Your Eyes."



# ROBT. E. DUNVILLE NAMED GEN'L. SALES MANAGER OF WLW-WSAI

*Sophie Tucker on "Personalities on Parade"*



First-hand backstage glimpses of the theater and the movies were given WKRC listeners when Marsha Wheeler interviewed Sophie Tucker, internationally famous entertainer, on "Personalities on Parade." Miss Tucker has been playing an engagement at the New Lookout House. In the show business for the past thirty years, her experiences from an obscure spot in burlesque to her present top-rung place furnished the WKRC audience with some very interesting facts.

## NBC Announcing Chief Says All Is Not Gold That Glitters; A Good Voice Isn't The Prime Requisite of a Good Announcer

Popular opinion to the contrary, a good voice is not the prime requisite of a good radio announcer. In fact, an ace announcer may have a voice that in his college days was much better for shouting football signals than singing in the glee club.

If you question this seeming paradox, take it for a fact from a man who knows, Pat Kelly, supervisor of the NBC announcing staff, who along with his many other duties, auditions more than 1,000 prospective announcers a year.

"Sure, a good voice is an asset if you have it," said Pat, elucidating his illusion shattering statement, "but not as important as generally believed. It is the ability to give that voice personality that really counts. A person may own a grand piano, but not be a pianist."

Pat, who came to NBC ten years ago by way of the seven seas, a course in marine engineering, and later the stage, amplified his statement.

"Take Lowell Thomas for example, one of the greatest radio speakers of the day. Stand him up before a mike to say "ah" and it might be any one of a number of voices of good, sound timber. But let him say even a few words, and there is a difference.

"Thomas knows when to use a rising inflection and what is equally important, when not to. He gives feeling to his words. In the theater, we call it showmanship."

Next in importance to putting one's personality over on the air, Pat looks for a man with a good command of English, ability to think quickly when ad libbing, and preferably a knowledge of at least one foreign language.

## General Manager of WSAI To Succeed Bob Jennings

Robert E. Dunville, general manager of WSAI, has been named general salesmanager of WLW and WSAI succeeding Robert G. Jennings, resigned, James D. Shouse, vice-president of the Crosley Radio Corporation in charge of broadcasting, announced.

Mr. Dunville, who became affiliated with the Crosley stations December 1, 1937, assumes his new duties immediately. His business career began several years ago as promotion manager for the Gardner Motor Company, St. Louis, where he subsequently became advertising manager. In January, 1933, he resigned to join KMOX.

At the St. Louis radio station Mr. Dunville became assistant general manager under Mr. Shouse. He resigned that post to accept an appointment to the executive staff of WLW and WSAI last December 1. His appointment as general manager of WSAI was announced December 21.

As general manager of WLW and WSAI Mr. Dunville will supervise the sales, merchandising and promotion activities of the two stations.

Mr. Jennings resigned August 17 as vice-president of the Crosley Radio Corporation and general salesmanager of the stations.

## "All Right, All Right!"



Out of the scrapbook of Major Bowes comes this rare shot of the major in the waters of San Francisco Bay, where as a young yachtsman it pleased his waggish fancy to pay formal calls on neighboring yachts in this fashion. The Major is still an enthusiastic yachtsman and his "Amateur Hour" is heard over CBS, including WKRC, WHIO and WHAS, Thursdays at 8:00 p. m. (E.S.T.).

## Time Changes Scheduled In "It Did Happen Here" On WKRC

"It Did Happen Here," a series of especially written programs presented in connection with the Sesqui-centennial celebration of the settling of the Northwest Territory, which have been broadcast over WKRC, Mondays at 8:30 p. m. (E.S.T.), are now being aired Tuesdays at 9:15 p. m. (E.S.T.)

Jan Pfandt, director of the Federal Radio Theater in the Queen City, writes and produces the dramatizations. Each one offers strange and unusual events in the history of the Northwest region. Members of the Federal Theater take part.

## Leading Athletes In Tennis, Golf, Turf and Polo Join In CBS "Sports Showcase" To Give Preview of Season's Coverage

An array of prominent figures in tennis, golf, turf, and polo will join in a CBS "Sports Showcase" over CBS, including WKRC and WHIO, Friday, August 26, at 9 P. M. (E.S.T.).

This broadcast has been arranged to give network listeners a preview of Columbia's extensive exclusive sports coverage plans for the remainder of this unusually active season.

Among the participants who have already accepted invitations to participate are Don Budge and Gene Mako of tennis fame; golfers Johnny Goodman and Mrs. J. A. Page, Jr.; Mrs. John Hay Whitney, Samuel Riddle and George Bull of the horse racing world; and Bob Kelley, secretary of the United States Polo Association. Assisting these celebrities will be regular members of the Columbia sports staff including Ted Husing, Bryan Field and Harry Nash.

Budge and Mako are to be interviewed by Husing from the Longwood Cricket Club, Chestnut Hill, Mass., on the eve of the finals of the national doubles championships which will be covered exclusively by Husing for the network. Mrs. Page and Goodman, respectively national women's and men's amateur golf champions, are to be introduced by Nash from New York City. Goodman speaks from Omaha, Nebraska, and Mrs. Page from Durham, N. C.

## Nat'l Contesters Convention To Be Held In Philly September 3 and 4

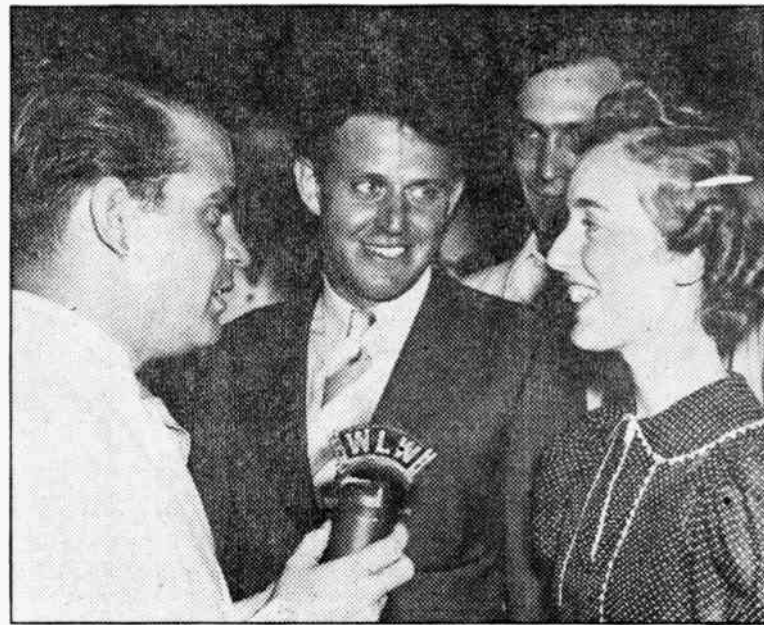
The second annual convention of National Contesters Association will be held at the Broadwood Hotel, Broad and Wood Streets, in Philadelphia, on September 3 and 4.

A banquet will be held on the evening of the third. Many famous and well known contestants from all parts of the United States are expected and an invitation is extended to all persons interested in prize contests.

The turf portion of the program is to originate in Saratoga on the eve of the Hopeful, the highlight of the meeting there. Mrs. Whitney plays an active part in New York racing, Riddle is the owner of the Glen Riddle stable, which includes War Admiral, and Bull is president of the Saratoga Association. Field, who is to "call" the Hopeful the following afternoon, will m. c. this portion of the broadcast.

Kelley, a familiar radio voice, plans to bring a ranking poloist to the microphone in New York City.

## 4-H Club Members Presented on the Air



When the Nation's Station inaugurated its new policy of farm service August 19, John Conrad of the special events department and John F. Merrifield, recently named agricultural director, presented 4-H Club members of Hamilton County from the Carthage Fair grounds in a special broadcast at 7:45 p. m. (E.S.T.). Pictured here, during the WLW broadcast, are Conrad, left, Merrifield; Gus Heisman and Alma Schneebell. The latter two are 4-H Club enthusiasts.

# 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.

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

Vol. VIII WEEK ENDING SEPTEMBER 2, 1938 No. 16

## THE TREND IS UPWARD

"At long last," the Federal Communications Commission has concluded its latest hearings about superpower. Now the question whether American broadcasting stations shall be permitted to use 500,000 watts is in the stage of suspense officially known as "taking the matter under advisement."

What the Commission will do when it has pondered the fat volumes of testimony is anybody's guess. According to news stories from Washington, a decision is not likely before next year. Meantime, the question of superpower presents many angles on which a not altogether innocent bystander can speculate.

Probably because he is an old-timer as radio experience is reckoned, the writer is particularly struck by the changed meaning "superpower" has undergone during radio's still brief history.

Back in 1922 and '23 a superpower station was one with the then tremendous output of 1000 watts. By 1924 and '25 the label was applied to stations which had stepped up their carriers to 5000 watts. Between 1926 and '28 it had come to mean stations with a then staggering output of 50,000 watts. Now it means stations using 500,000 watts.

Superficially, this is just another demonstration that all our notions of size are relative. But for radio it has a significance that is far more direct and pointed.

In the 15 years between 1923 and 1938 the meaning of "superpower" has changed from 1000 to 500,000 watts. And in the same 15 years the amount and reliability of listener service has increased many fold. These two things cannot be dismissed as mere coincidence. They are cause and effect.

The trend of station power has been steadily upward because the United States covers a continent. And the most effective way of supplying radio service over a vast area is the high-power station. Both engineers and listeners recognized that long ago. The problem has been to convince others.

Every advance in station power has been made over bitter opposition based on prejudice or self-interest. It is significant that the same arguments marshalled against 500,000 watts in the recent F. C. C. hearings were marshalled against first 5000, then 50,000 watts in their time. Yet today 5000 watts is commonplace even among local stations, and 50,000 watts is the rule on the cleared channels.

This recurring cycle of bitterly-fought increase followed by general acceptance suggests what may be the ultimate fate of 500,000 watts.

The forces, both political and commercial, arrayed against superpower as it is now defined are powerful. The Commission may yield to them. But if past experience is any guide, a decision against superpower will be only temporary.

In the United States the trend of station power is upward. It is, because it must be to assure maximum listener service. A trend so steady and logical may be halted, but not for long. Indeed, ten years from now, the dither about 500,000 watts may seem as quaint as the 1925 alarms over 5000 watts. The meaning of "superpower" changes that quickly.

## IN RADIO'S LIMELIGHT

### A Farmer Comes To Town

JOHN F. MERRIFIELD, as director of the newly created agricultural department of WLW, will have charge of a complete farm service which will be inaugurated over the Nation's Station October 1.

A farmer by birth, Merrifield has farmed all his life. He is a graduate of the Iowa State College in agri-

cultural economics, formerly was with the Sears-Roebuck & Co., agricultural foundation, and has worked closely with extension divisions and county agents of various colleges and states.

He plans to visit farmers in the midwest, work with the United States Department of Agriculture and otherwise cooperate to present a most comprehensive service to the midwest farm area.

(Continued on page 14)

## THIS IS RADIO

By BILL BAILEY

Radio sound engineers—the perfect lovers!

That's the title of this installment. Those "soul kisses" the hero plants upon the heroines' lips . . . those slapped faces the love-smitten bachelors sometimes get . . . those and many other situations leading to romance are performed by the sound engineers.

On the screen the lovers must do their kissing. The angered maidens must do their own slapping, but in a radio studio it's a different story.

"John, I love you," whispers the beautiful maiden.

"Darling!" exclaims John and . . . well, sometimes the listener hears a kiss. Recent technique provides the dramatic pause, but in either case the listener thrills to the romantic couple.

It is not the purpose of this column to upset any illusions built up by radio fans. Neither is it the aim to belittle the love-making of such stars as Duane Snodgrass, Jack Zoller, Mary Jane Croft, Betty Lee Arnold

## SERENADE AND STATIC

THE MAIL BOX

Dear Sirs:

Could you kindly print the names of the actors in "Trojan Horses," the splendid 15-minute show that comes over WKRC each Wednesday evening. Understand they are local people and would like to contact one or two of them.

E. K. MANNING,  
Norwood, Ohio.

\*"Trojan Horses" is presented by the Federal Radio workshop, No. 1, and is indeed well done. Jan Pfandt directs the group in the sketches which are written by Jeff Dickerson. The members are: Alfred Freeland, Albert Devine, John Amrein, Frances Weil, Verne Fitzpatrick, Robert Kappes, Kendrick Huddleston, Harriet Rose and Joseph Harding.

The workshop group can also be heard on "It Did Happen Here," over WKRC, Thursday, at 9:15 p. m. (E.S.T.)—Ed.

Dear Sir:

I enjoy your paper very much, especially the pictures that appear and the articles about the announcers and others. Was glad to see the article about Gene Trace. The listing of the radio programs is also a big help.

Do you know where Dalton Norman, Radio's Singing Cowboy is? I no longer hear him on WLW. Do you know if he is appearing on another station. I am

Sincerely yours,  
HELEN M. ROBINSON,  
Willard, Ohio.

\*Dalton Norman was last heard of heading for Hollywood, with movie aspirations. No one seems to know if they have materialized—Ed.

Dear Editor:

What has become of the RADIO DIAL Contest Column? I certainly have been disappointed since you have omitted that, as it was quite interesting and fascinating. I am sure there are many enthusiasts who likewise are disappointed.

That was the first thing I looked for when I opened the DIAL. Will the column be back this fall?

Very truly yours,  
H. P., Marion, Ohio.

\*If there are enough requests for the Contest Club, the feature will be continued in the fall.—Ed.

Gentlemen:

I'm so glad I won a subscription to your RADIO DIAL. I won't have to drive fourteen miles to Lexington each week for a copy.

I feel honored that you chose my slogan, and I'm very proud of RADIO DIAL, as I'm making a Scrap-Book of Radio Stars and it will give me lots of interesting pictures.

Again, I say—THANK YOU.

Sincerely yours,  
ELLA HARDWICK,  
Midway, Ky.

\*Such loyalty that would drive fourteen miles for a copy of RADIO DIAL certainly deserves to be rewarded.

Dear Sirs:

I enjoy reading Radio Dial so very much, but one thing bothers me.

I always turn to the column called "Radio Lights" and have yet to see who writes it. I'm sure there are other readers who would like to know.

Sincerely yours,  
HAROLD PINCHIN,  
Cincinnati, Ohio.

and others who frequently are called upon to play the perfect lovers.

It is the intention, however, to explain how radio programs are created, how they are broadcast and so on, to make them more enjoyable to those who listen.

A few years ago when the script called for a kiss, the various actors did that bit of sound making. Not that they actually embraced, as screen stars must. They usually kissed the backs of their own hands. But various actors kissed with varying degrees of smacks and sometimes the "quiet" kiss became a loud one and vice versa.

So to standardize all kissing and to give the proper one at the proper time, Don Winget Jr., chief sound engineer of WLW-WSAI, put his staff to work studying the various types of kisses. Now when the script calls for a friendly "peck," it's a safe bet that the sound engineer is using osculation No. 3, or whatever number it is. If it's one of those real love kisses, the engineer uses different technique and gives No. 5. In every instance, however, he merely watches the script. As the love scene reaches its climax the sound engineer's hand goes to his lips. He leans towards the microphone. At the proper time he executes the proper osculation.

There was a time when the girls actually slapped the insistent men, but no more. This writer recalls a "Community Chest" script in which a forlorn girl slapped the face of a forward youth. The two went through rehearsal, she trying various types of slaps while the studio control engineer and production man listened in. Finally she attained the right degree, but by time the show went on the air, the actor's face was a deep red from the slaps.

All those disagreeable tasks are taken from the dramatic talent now. The sound engineers do the slapping. The actors seldom move from their tracks. They do show emotion in their facial expressions. All actors must create their roles to be successful, but when it comes to striking each other . . . well, they merely watch their scripts while the sound engineer slaps his own face, the back of his hand or a piece of beef.

Mr. Winget and the sound engineers of WLW and WSAI have learned the art of "punishing" themselves without pain. They can reproduce any kind of a slapping noise from a "love tap" to a serious "sock on the nose." It's all in the game.

When the show is over, they move to another studio to begin work on a new program.

"We assume all kissing because we have studied the various types of kisses and can reproduce them in sound over the air," said Winget. "Another thing, it spares the actors the embarrassment of making love, especially in front of an audience. And besides, it's more sanitary."

This concludes the series on "Sound Effects." Next week "This is Radio" will introduce the Special Events department and explain its functions.



# The Washington Dial

Washington, D. C.—Well known for a long time to radio fans as well as Governmental and radio officials is the fact that the Fascist nations, such as Germany, Italy, and Japan, have been flooding South America with radio programs that are filled with the virtues of Fascism and Dictatorship against Democracy.

Powerless to stop the flow of words through the ether waves Uncle Sam has finally decided that two can play the same game and is now preparing to tell the South Americans of the benefits and practices of Democracy. First step was the creation of the New Division of Cultural Relations, whose job it will be to prepare material and supervise the American propaganda.

Any doubts as to how the American radio industry would receive this activity were dispelled this week when Mr. Neville Miller, President of the National Association of Broadcasters, wrote to Secretary of State Cordell Hull that the industry would welcome the opportunity to cooperate with the State Department in this work.

"I have read with considerable interest of the establishment of a Division of Cultural Relations with the Department, dedicated to the furtherance of those friendly ties which have always bound the peoples of North and South America together," Mr. Miller wrote.

"As President of the National Association of Broadcasters, let me pledge anew the continued performance of American radio stations and networks as ambassadors of international good will."

## New Cooled "Tele-Eye" Patented . . .

Television developments keep moving along at a rapid pace. The latest word is that as a result of the rapid heat dissipation, more brilliant fluorescent television pictures may soon be developed. The United States Patent Office has issued a patent to John C. Batchelor, of New York City, who has developed a new "cooled tele-eye."

The details are too complicated for the average layman to understand but the fact that television is now moving ahead almost as rapidly as radio did in its early stages is something he can understand and will probably appreciate in a few more years.

## Television In War . . .

In recent discussions of television development the emphasis has been laid upon home use and home problems in television. However, television is certain to play an important part in other matters. Notably War.

Although Army officials are keeping mum, reports are circulating that their technical experts are conducting intensive studies of the military possibilities of television, which might revolutionize future war tactics.

It is reported that tests have reached the stage where a moving picture version of an enemy's movements hundreds of miles away is a possibility in the very near future.

It is believed possible to install a transmitting set in an airplane and send frequent picture flashes to headquarters many miles away. Stepping up the speed of this process, it is said, would permit a full moving picture account to be transmitted from the airplane to the screen at headquarters by radio.

## George Henry Payne of F. C. C. Tells All . . .

Federal Communications Commissioner George Henry Payne has again turned author and sometime in the early spring of 1939 will have published a book revealing his experience and the inside workings of the Commission.

Described as "definitely not a satire" but rather a history of the Commission since his affiliation with it Payne's book will touch upon such phases of the radio industry as the demand for a probe as well as his views on the possibility of a wattage tax. The Commissioner, long a crusader for better programs, is understood to have been working on the manuscript for some time.

With Payne's long crusade against what he terms "unfit programs" for children and for more educational programs all around it should prove interesting reading to radio fans.

## MEET YOUR



## Announcers

### Introducing DEL KING

Del King, whose voice is heard on several WLW programs, is a veteran of 11 years in radio but he hasn't been announcing all those years.



DEL KING

Like many other present-day announcers, King's career started as a vocalist. He made his professional debut over KMBC, Kansas City, after winning three Atwater Kent auditions for vocalists. Before that he sang with the

Kansas City Light Opera Company.

Leaving KMBC King went to St. Louis, where he sang on the staff of KWK. Later he joined KMOX and in 1934, while singing, he decided to be an announcer. He made the change right then and there and while he still sings under the shower and for his own amusement, he hasn't warbled a professional note in the last four years.

Del left KMOX in 1936 and headed east. In New York he announced programs both on the Columbia and National networks. Coming to Cincinnati last January King auditioned for WLW and WSAI. Peter Grant, chief announcer, liked his voice and his style, offered him a job and he has been at the Crosley stations since.

Currently working the late night shift, King is heard after dinner on WLW. He introduces Paul Sullivan at 6:45 p. m., (E.S.T.) daily except Sunday.

One of his favorite programs is "Vocal Varieties," a WLW creation heard also over the NBC-Red network. King has been announcing "Vocal Varieties" during the absence of James Leonard who is vacationing.

## Original Drama Opens "The First Nighter" Series On CBS

"Thanks to Mr. Shakespeare," an original drama by John L. Greene, will be the opening play of "First Nighter" featuring Barbara Luddy and Les Tramayne, when the popular series has its initial broadcast over CBS, including WKRC, WHIO and WHAS, on Friday, September 2, at 7:00 p. m. (E.S.T.)

## EVERY DAY IS WCKY DAY AT THE PURE FOOD SHOW

Co-operating with the Cincinnati Retail Grocers and Meat Dealers' Association

### WCKY IS PLEASED TO PRESENT SPECIAL BROADCASTS DAILY

from the grounds of the Cincinnati Pure Food and Health Exposition at the Zoological Gardens, Aug. 23 through Sept. 5



Exclusive interview programs preceding the Times-Star Cooking School, Aug. 23 to Aug. 29 to Sept. 2 inclusive, 1:15 to 1:45 p. m. E.S.T. Broadcasts daily from WCKY Studio on the grounds. Thousands of free samples of WCKY-advertised products.



### ADMISSION FREE TO WCKY RADIO REVUE OF 1939

Nightly at 8 o'clock in the Zoo Opera Pavilion. Enjoy the Future Stars Contest and the Spell Quiz. See and hear WCKY artists and Clyde Trask's Orchestra.



.....  
WCKY—the L. B. Wilson station—10,000 watts—149 on your dial  
.....



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



# PROGRAMS FOR SATURDAY, AUGUST 27

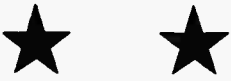


(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

WCKY (1490 kc.)			WLW (700 kc.)			WKRC (850 kc.)			WSAI (1330 kc.)			WCPO (1200 kc.)			WHIO (1280 kc.)			WLS-WENR (870 kc.)			WSM (850 kc.)		WHAS (820 kc.)													
6:30	Rise and Shine		6:30	Brown County Revelers		6:30	Sun-Up Jamboree		6:30			6:30	Six-to-Niners		6:30	Breakfast Express		6:30	Smile a While		5:30															
6:45	WCKY News		6:45	Drifting Pioneers												Bulletin Board		5:45																		
7:00	Song for Saturday N.		7:00	Family Prayer Period		7:00	News and Sports		7:00	Morning Prayer		7:00	WCPO News		7:00	Tex McGuire's Cowb's		6:00	News Report		6:00															
7:15	Heart Ensemble N		7:15	Brown County Revelers		7:15	Dawn Patrol		7:15	Gene and Glen N		7:15	Pep Unlimited		7:15	Little Tom		6:15	Gene and Glen N		6:15															
7:30	Jack and Loretta N.		7:30	Hugh Cross					7:30	WSA Eye Opener					7:30	Breakfast Express		6:30	Top o' the Morning		6:30															
7:45	Breakfast Club N		7:45	Brown County Revelers					7:45						7:45			6:45			7:00															
8:00	News for Executives		8:00	Arthur Chandler, Jr.		8:00	Fiddler's Fancy C		8:00	Junior News N		8:00	WCPO News		8:00	WHIO Almanac		7:00	Trailer Tim		7:00			7:15												
8:15	Press Radio News N		8:15	Peter Grant		8:15			8:15	Amanda Snow N		8:15	Pep Unlimited		8:15	Dunker's Club		7:15	News and Bookings		7:15			7:30												
8:30			8:30	Breakfast Club N		8:30			8:30			8:30			8:30	Fiddler's Fancy C		7:30	Morning Devotions		7:30			7:45												
8:45			8:45			8:45			8:45			8:45			8:45			7:45	Tax Atchison		7:45															
9:00	Organ Moods		9:00	Sweethearts N		9:00	Low White C		9:00	Saturday Morning		9:00	WCPO News		9:00	L. White at Organ C		8:00	Little Folks Visits		8:00			8:00												
9:15	Viennese Ensemble N		9:15	Viennese Ensemble N		9:15	Woman's Hour		9:15	Club N		9:15	Musical Mens		9:15	Jewel Cowboys C		8:15	News and Bookings		8:15			8:15												
9:30	Child Grows Up N		9:30	Music International N		9:30	Jewel Cowboys C		9:30	Silhouettes in Blue M		9:30	" "		9:30	Chore Boys		8:30	The Prairie Singer		8:30			8:30												
9:45	Swing Serenade N		9:45	Synagogue of the Air		9:45	" "		9:45	Music Internationale N		9:45	" "		9:45	" "		8:45	" "		8:45			9:00												
10:00	Bit o' Home		10:00	WLW Mail Bag		10:00	Orientele C		10:00	Hugh Cross		10:00	Women in the News		10:00	Newhio Flying Club		9:00	Spelling Bee		9:00			9:00												
10:15	Men of Tomorrow		10:15	U. S. Army Band M		10:15	Melody Ramblings C		10:15	The Manhattans M		10:15	Symphonetta		10:15	Melody Ramblings C		9:15	" "		9:15			9:15												
10:30			10:30			10:30	Junior Musicomedy C		10:30	Do You Remember N		10:30	Catholic Youth		10:30	Jr. Musicomedy C		9:30	" "		9:30			9:30												
10:45			10:45			10:45			10:45			10:45	Program		10:45	" "		9:45	" "		9:45															
11:00	Call to Youth N		11:00	My Health		11:00	Columbia Concert		11:00	NBC Music Guild N		11:00	WCPO News		11:00	Bureau of Recreation		10:00	Markets and News		10:00			10:00												
11:15	Carol Weyman N		11:15	Carol Weymann N		11:15	Hall C		11:15	" "		11:15	Merry Go Round		11:00	The Chore Boys		10:15	Organ Concert		10:15			10:15												
11:30	Farm and Home		11:30	News		11:30	Enoch Light's		11:30	Along Gypsy Trails N		11:30	" "		11:00	Organ Concert		10:30	Across the Mike		10:30			10:30												
11:45	Hour N		11:45	National Farm and		11:45	" "		11:45	" "		11:45	" "		11:00	Week's Farm Review		10:45	" "		10:45			10:45												
12:00			12:00	Home Hour N		12:00	Orchestra C		12:00	WSAI Wonder Kitchen		12:00	WCPO News		12:00	Enoch Light's Orch. C		11:00	Home Talent		11:00			11:00												
12:15			12:15	" "		12:15	Rhythmairs C		12:15	Lee Gordon N		12:15	Musical Rendezvous		12:00	Program		11:15	Weather-News		11:15			11:15												
12:30	Ray Kenney's Orch. N		12:30	Voice of the Farm		12:30	Buffalo Presents C		12:30	Words & Music N		12:30	Man on the Street		12:00	Markets		11:30	Markets		11:30			11:30												
12:45	" "		12:45	Afternoon Edition		12:45	" "		12:45	" "		12:45	Rhythm Rambles		12:00	News		11:45	" "		11:45			11:45												
1:00	Bill Krenz' Orchestra N		1:00	Bill Krenz's Orch. N		1:00	Noon Edition News		1:00	Summertime		1:00	Melody Parade		12:00	Karl Taylor's Orch. C		11:45	Man on the Farm		11:45			11:45												
1:15	Whittemore & Lowe N		1:15	Whittemore & Lowe N		1:15	Musical Calendar		1:15	Varieties M		1:15	" "		12:00	Romany Trail C		12:00	Tex Atchison		12:00			12:00												
1:30	Burt Farber's Orch. N		1:30	Burt Farber's Orch. N		1:30	National Doubles		1:30	" "		1:30	From Hawaii		12:00	Nat'l Doubles Tennis		12:00	Poultry Service Time		12:00			12:00												
1:45	" "		1:45	" "		1:45	Tennis Champion-ship C		1:45	" "		1:45	" "		12:00	Championship C		12:00	Merry-Go-Round		12:00			12:00												
2:00	Rakov's Orchestra N		2:00	Rakov's Orchestra N		2:00	" "		2:00	Fans in the Streets		2:00	Swinging Down Lane		12:00	" "		1:00	News		1:00			1:00												
2:15	News—Stocks		2:15	Lucerne Music		2:15	" "		2:15	Lineups		2:15	Batters Up		12:00	" "		1:15	" "		1:15			1:15												
2:30	Lucerne Music		2:30	Festival N		2:30	" "		2:30	Reds vs. Boston		2:30	Reds vs. Boston		12:00	Baseball Game		1:30	" "		1:30			1:30												
2:45	" "		2:45	" "		2:45	" "		2:45	Baseball Game		2:45	Baseball Game		2:45	" "		1:45	" "		1:45			1:45												
3:00	Festival N		3:00	" "		3:00	Chas. Paul, Organ C		3:00	" "		3:00	" "		2:00	Lucerne Music		2:00			2:00			2:00												
3:15	" "		3:15	" "		3:15	Dancepatrons C		3:15	" "		3:15	" "		2:15	Festival N		2:15			2:15			2:15												
3:30	" "		3:30	" "		3:30	The Hopeful		3:30	" "		3:30	" "		2:30	" "		2:30			2:30			2:30												
3:45	" "		3:45	" "		3:45	Handicap C		3:45	" "		3:45	" "		2:45	" "		2:45			2:45			2:45												
4:00	Trio Time N		4:00	Trio Time N		4:00	Tennis Match C		4:00	" "		4:00	" "		3:00	Trio Time N		3:00			3:00			3:00												
4:15	" "		4:15	Peoples Mandate N		4:15	CBS Concert Or. C		4:15	" "		4:15	" "		3:15	Joe Green's Orchestra N		3:15			3:15			3:15												
4:30	Paul Sabin's Orchestra N		4:30	Paul Sabin's Orchestra N		4:30	America Dances C		4:30	Mitchell Ayres' Orchestra M		4:30	Final Out		3:30	Paul Sabin's Orchestra N		3:30	Kidoodlers N		3:30			3:30			3:30									
4:45	" "		4:45	" "		4:45	Woman's News		4:45	" "		4:45	" "		3:45	Sky Patrol N		3:45	" "		3:45			3:45												
5:00	Lou Martin's Orchestra N		5:00	Iruly American		5:00	Notes and News		5:00	El Chico Revue N		5:00	Jam for Supper		3:45	Lou Martin's Orch.		4:00	El Chico Revue N		4:00			4:00			4:00									
5:15	Orchestra N		5:15	Paul Douglas N		5:15	Musical Visions		5:15	Schemes that Skin		5:15	" "		4:15	Paul Douglas N		5:15	Jimmy Livingston M		5:15	" "		5:15			5:15									
5:30	Baseball Results		5:30	Blue Barron's Orch. N		5:30	Will McCune's Orchestra C		5:30	Jimmy Livingston M		5:30	Red Barber's Resume		5:30	Will McCune's Orchestra C		4:15	Blue Barron's Orch. N		5:30	Red Barber's Resume		5:30	" "		5:30			5:30						
5:45	Blue Barron's Orch.		5:45	" "		5:45	Orchestra C		5:45	Red Barber's Resume		5:45	Train Time		5:45	Blue Barron's Orch. N		5:45	Red Barber's Resume		5:45	" "		5:45			5:45									
6:00	Message of Israel N		6:00	Fortunes Washed Away		6:00	Exploring Music C		6:00	Richard Humber's Orchestra N		6:00	News		6:00	Exploring Music C		6:00	Message of Israel N		6:00			6:00			6:00									
6:15	Joe Sudy's Orch. N		6:15	Denton and Barber		6:15	Final Baseball Scores		6:15	Larry Clinton's Orchestra N		6:15	Dinner Club		6:15	Syncoption Piece C		6:00	E. Bolognini's Orch.		6:00			6:00			6:00									
6:30	Talk by Sokolsky		6:30	The Inside of Sports N		6:30	Syncoption Piece C		6:30	Larry Clinton's Orchestra N		6:30	" "		6:30	Joe Sudy's Orch. N		6:00	Joe Sudy's Orch. N		6:00			6:00			6:00									
6:45	" "		6:45	Paul Sullivan		6:45	" "		6:45	" "		6:45	" "		6:30	Kelley's Sport Review		6:00	Chuck Acree, news		6:00			6:00			6:00									
7:00	Al Donahue's Or. N		7:00	Al Donahue's Orchestra N		7:00	Saturday Night Swing		7:00	Kaltenmeyer's Kindergarten N		7:00	WCPO News		6:30	Johnny Presents Russ Morgan's Orch. C		6:00	Chuck Acree, news		6:00			6:00			6:00									
7:15	"Humbug Weed" N		7:15	Burt Farber's Orch.		7:15	Johnny Presents C		7:15	Jazz Nocturne M		7:15	King's Men		6:45	Morgan's Orch. C		6:00	Barn Dance Party		6:00			6:00			6:00									
7:30	" "		7:30	Barry McKinley N		7:30	" "		7:30	" "		7:30	Vacation Vogues		6:45	" "		6:00	" "		6:00			6:00			6:00									
7:45	" "		7:45	" "		7:45	" "		7:45	" "		7:45	" "		6:45	" "		6:00	" "		6:00			6:00			6:00									
8:00	America Dances N		8:00	National Barn Dance N		8:00	Prof. Quiz C		8:00	Buster Locke's Orch		8:00	WCPO Varieties		6:45	Mike Hauer's Orch. C		6:00	National Barn Dance N		6:00															

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



PROGRAMS FOR SUNDAY, AUGUST 28



(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 (7:30-11:45 AM, 12:00-1:45 PM, 2:00-4:45 PM, 5:00-8:45 PM, 9:00-11:45 PM).

Station headers: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

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

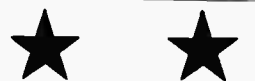
WHIO wfbm wjr wgar wcau wadc wsbk wvva wbt wgst wwl
—Budding Talent: Bud Hulick, m. c.; Harrison Knox, tenor; Adrian Rollini; Norman Cloutier's Orchestra. WJZ WLS wham wave kvoo wfa wspd wcol wire
—Interesting Neighbors—Jerry Belcher. WFAF WSAI WCKY kyw wgy wtm wjy wmaq who wdf wire

—"Win Your Lady" with Jim Ameche and Betty Lou Gerson. WJZ WLW WENR kdka whk wham
3:30—Walter Winchell's Column. Quiz conducted by Ben Grauer. (NBC) WSM wbpap wave
—Vincent Lopez's Orchestra. WABC WKRC WHIO WHAS wbbm kmox wcco kmcb wcal

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



PROGRAMS FOR MONDAY, AUGUST 29



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

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

Summary row for station call letters: WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

6:00-Amos 'n' Andy. WEAF who wgy kyw wj kstp
-NBC Concert Orchestra. (NBC) WENR kdka wave wfla wham
-Ray Heatherton, Songs WABC WKRC wadc wvva wbt wcau wgar wgst

Roecker, baritone; Benny Krueger and his Orchestra. WABC WKRC wjr wbbm wgar wgst kmcb wcau wbt wdc
-Those We Love: Dramatic serial with Nan Grey. WJZ WCKY WLS kdka whk wham wave wire

-True or False: Conducted by Dr. Harry Hagen. WJZ WCKY WLS whk wspd wham wire
9:30-Larry Clinton's Orchestra. WEAF wtam wtam wj (WSAI) at 9:45
-Del Casino, Songs. WABC WKRC WHIO wadc wbbm wcco

10:05-Ben Cutler's Orchestra. WJZ wspd whk wave (WSM) at 10:15
-Henry Busse's Orchestra. WABC WHIO wgst wbt wjwv wcau
10:25-United Press News Reports. WEAF



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



PROGRAMS FOR TUESDAY, AUGUST 30



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, and WHAS. Each column lists time slots and program titles.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

5:00-Ray Heatherton, Songs. WABC WHAS
6:15-Vocal Varieties: Choral Group of 14
7:00-Adrian Rollini's Orchestra. WEAFF wgy

Orchestra. WEAFF WSAI WSM kvoo wwj
8:00-Vox Pop, conducted by Parks Johnson
9:30-Music All Our Own: N. C. WJZ WENR

WHAS WHIO wfbm kmcb wbbm wgar
8:00-Music All Our Own N Time to Shine C
8:15-Jimmy Fidler N Here's To You

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

PROGRAMS FOR WEDNESDAY, AUGUST 31

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Wednesday, August 31, 1938, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules from 6:30 AM to 11:45 PM.

NETWORK PROGRAMS (NBC-CBS)
EASTERN STANDARD TIME

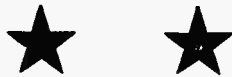
6:00-Ray Heatherton, songs. WABC wadc-Ennio Bolognini's Orchestra. (NBC) wave
6:45-To be announced. WABC WKRC WHIO
7:00-One Man's Family, dramatic sketch.
7:30-Paul Whiteman's Orchestra and guest stars, WABC WKRC WHIO wjr wbbm

8:00-''Meet the Champ.'' Ed East and Ralph Dumke, m. c's. WABC WHAS WHIO wjr
9:00-''It Can Be Done.'' Edgar A. Guest; Frankie Master's Orchestra. WABC WKRC WHAS WHIO wjr wcau kmox wbbm wfbm
10:05-Ben Cutler's Orchestra. WJZ WCKY whk wave wire wham
10:30-Abe Lyman's Orchestra. WEAFF WSM WSAI wgy wtm wmaq who

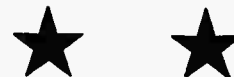




N Denotes (NBC)
C Denotes (CBS)
M Denotes (MBS)



PROGRAMS FOR FRIDAY, SEPTEMBER 2



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main program schedule table with columns for radio 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

6:00—Ray Heatherton, Songs. WABC WHAS
6:15—Dick Todd, Song Stylist; Richard Liebert, Organist. WJZ WCKY WLS whk wave wire wham
6:30—Amos 'n' Andy. WEAF wgy wtm who kyw kstp wjw
6:45—Don Winslow. (NBC) WLW wtm wmaq wdf

WHIO wjr wgar kmox wbbm wcau wadc, wbt kmc wgst wvl wcco wibm wsf
8:00—Waltz Time, with Frank Munn, tenor; Manhattan Chorus; Abe Lyman's Orchestra. WEAF WCKY wgy wtm wmaq wjw wdf kyw who wire
8:30—Death Valley Days (Dramatic Program) with John MacBryde, Jean King and Geoff Bryant; Josef Bonime, Music Director. WEAF wgy wtm wjw kyw wmaq wdf wire kstp

# WIDELY VARIED SCHEDULE BROUGHT TO WKRC LISTENERS

*Musicians—Comedians—Such Versatility!*



On the air Charlie Linville, left, and Bronson (Brownie) Reynolds are musicians with the Brown County Revelers, WLW and WSAI hillbilly unit, but on the stage they're the comedians with the group. Linville does comic contortions and Reynolds (he calls himself Barefoot Brownie) goes without shoes, sings comedy songs and otherwise plays "deadpan."

## Experimental Television Broadcasts Within the New York City Area Resumed For Four-Week Period By NBC and RCA

Resumption of experimental television broadcasts in the New York City area, beginning Tuesday (August 23) and extending over a four-week period, was announced jointly last week at Radio City by the National Broadcasting Company and the Radio Corporation of America.

As in the previous test period concluded this spring, the broadcasts will be divided into two series. Film and live entertainment programs will be broadcast twice weekly, on Tuesdays and Fridays, at 8:00 p. m., from the NBC experimental studios at Radio City. Test charts and still pictures, of no entertainment value but of great assistance to experimenters, will be transmitted on four afternoons a week, Tuesdays through Fridays at 3:00 o'clock. All broadcasts will be made over the NBC transmitter, W2XBS, in the Empire State Tower, operating on 46.5 megacycles for picture signals and 49.75 megacycles for associated sound.

During the two months the NBC television station has been off the air, said Mr. Hanson, studio and transmitter apparatus has been almost completely overhauled.

The series of television broadcasts will be primarily for the benefit of NBC and RCA officials and engineers who have experimental receivers in their homes. Amateurs in the service area of Station W2XBS who have built receivers will also be able to look in.

The television system used in the RCA-NBC field tests is entirely electronic, with no moving parts. Developed in the RCA laboratories under the supervision of Ralph R. Beal, director of research for the Radio Corporation of America, the system transmits pictures in 441 lines at the rate of 30 complete images a second.

Station W2XBS, operated by the National Broadcasting Company since 1931, is at present the only television station in New York City. Broadcasts were begun in 1936 and have been continued intermittently since that time.

### Jimmy Fidler To Change Schedule

Jimmy Fidler, the Hollywood gossip columnist of the air who is heard in intimate and exclusive stories about the film capital and its responsibilities over NBC, including WLW on Tuesdays and Fridays at 9:30 p. m., (E. S. T.) will broadcast to Eastern listeners at a new time on Fridays, starting next week.

Beginning August 26, Fidler will broadcast his Hollywood News on Fridays at 6:15 p. m., (E. S. T.) instead of at the old time of 9:30 p. m. (E. S. T.) The Tuesday broadcasts, however, will continue to be heard at 9:30.

### "Summertime Concert" Shortened This Week Because of Davis Cup

Because both WLW and the NBC-Blue networks will carry the Davis Cup Tournament Summaries September 4, at 5:00 p. m. (E. S. T.), the WLW "Summertime Concert," heard also over the NBC-Blue network and the Canadian Broadcasting Corporation, will be condensed to 15 minutes that date, Josef Cherniavsky, conductor, announced. The musical program will be aired at 5:15 p. m. (E. S. T.).

Seymour Lipkin, 11-year-old piano prodigy of Detroit, Mich., who was scheduled as the "Chance of a Lifetime" artist on the "Summertime Concert," September 4, will be heard September 11, when the regular half-hour program is broadcast. Young Lipkin was chosen by Cherniavsky at the National Music Camp at Interlochen, Mich.

Eleanor C. Snyder of Circleville, Ohio, graduate of the New England Conservatory of Music in Boston, will be Cherniavsky's "Chance of a Lifetime" guest, August 28. Miss Snyder, who also has studied at the Eastman School of Music in Rochester, N. Y., will sing "My Heart at Thy Sweet Voice," from "Samson and Delilah."

Cherniavsky will conduct his concert orchestra in "Ruy Blas," by Mendelssohn; "Oberon," by Weber; "Valse Bluette," by Drigo and "Polovetzian Dances," by Borodini.

### "W S A Eye Opener" Replaced By Varied Early Morning Shows

Harry Jackson, who provided housewives with summer recipe tips on his "W S A Eye Opener" program, now is devoting his early morning WSAI program to public service.

The "Bulletin Board," with Jackson at the microphone, made its debut over WSAI the past week. Scheduled at 8:15 a. m., (E. S. T.), the "Bulletin Board" presents 15 minutes of current events, plus announcements of charitable and non-profit organization meetings.

With the inauguration of the "Bulletin Board," the WSAI early morning schedule has been revamped.

At 7:15 a. m., (E. S. T.) Gene and Glenn, former WLW-WSAI team, are heard daily except Sunday over WSAI-NBC. "Musical Tete-a-tete" is broadcast at 7:30 a. m., Mondays through Fridays, with the Landt Trio, a NBC show, scheduled at 7:45 a. m. "The Band Goes to Town," a NBC feature, goes on the air at 8:00 a. m., with Jackson's "Bulletin Board" concluding the new lineup at 8:15.

## Jazz and Symphony, Circus and Drama Comedians and Philosophers, All To Be Featured On the Columbia Station

A widely varied and comprehensive schedule of programs will be brought to WKRC listeners during the fall and winter months. Ranging from "jam session" to symphonic concerts; from the "Big Top" to the "Little Theatre off Times Square," and from comedians to philosophers, the 1938-39 parade of diversified entertainment will feature a host of celebrities from the fields of radio, screen, stage and opera. Comedians, orchestras, soloists, philosophers, variety shows, sports and drama will be included.

Lila Lee, movie actress, is co-star in the new dramatic series, "Stars Over Hollywood" which will be brought to the WKRC listening audience, Mondays through Fridays at 8:30 a. m., (E. S. T.) beginning Monday, August 29.

The three-act dramas presented in the mythical "Little Theatre off Times Square," starring Barbare Luddy and Les Tremayne, become a CBS-WKRC feature on Friday, September 2, and will be heard weekly at 7 p. m.

Lum and Abner return on Monday, September 5 and will broadcast their Pine Ridge happenings to WKRC listeners Mondays, Wednesdays and Fridays at 5:45 p. m. "Hollywood Hotel" resumes September 9, Frances Langford again singing star of the full-hour variety program to be aired Fridays at 8:00 p. m.

The Sunday Evening Hour with world-famous orchestras and conductors will be on WKRC's Sunday schedule at 8:00 o'clock beginning September 11. The following day, one of radio's most popular programs, "The Radio Theatre" returns with famous stage and screen personalities presenting radio adaptations of popular movies and stage plays, Mondays at 8:00 p. m.

### Does As She Says



Grace Stafford puts into practice what she preaches on the "Hollywood Screenscoops" program with George McCall. A fashion expert, Miss Stafford tells her listeners over CBS, including WKRC, WHIO and WHAS, Thursdays at 10:15 p. m. (E. S. T.) what the fashionable film stars are wearing. She is seen here on the badminton court of her San Fernando Valley home wearing a white sharkskin playsuit, zipped up the center in cardinal red.

Two of Columbia's best known features return to the air on Tuesday, September 20. "Big Town" starring Edward G. Robinson and Claire Trevor will renew its racket busting with the broadcast that night at 7:00 p. m. Immediately following at 7:30 p. m., Al Jolson with Martha Raye, Parkyakarkus and guest stars, will take up where they left off before their vacation two months ago.

Gabriel Heatter has been re-signed for the role of m. c. on "We, the People," and men and women from all walks of life will present their own true dramas over WKRC Tuesdays at 8:00 p. m., beginning September 27.

Joe Penner, who was heard last season on Sunday, will begin a new Thursday night series September 29 at 6:30 p. m. Ben Pollack's orchestra will furnish the musical settings. At 7:00 o'clock that same night, the "songbird of the south," Kate Smith, will bring her musical variety hour to WKRC listeners for the first of her fall and winter programs.

On Monday, October 3, Eddie Cantor will take to the air at 6:30 p. m., and this year's talent will include at least one of Cantor's discoveries, heretofore unknown to radio listeners.

"Dr. Christian" with Jean Hersholt portraying the role of the beloved country doctor, is slated to return on Tuesday, October 18, at 9:00 p. m.

Beginning Saturday, October 1, WKRC's ace sports commentator, Bill Ware, will be at the microphone to give play-by-play descriptions of all of Ohio State's football games.

Specially planned broadcasts will be carried by WKRC from the Carthage Fair, September 13 through 17.



**Four Pretties In Style—Oh Boy!**



Announcement of the "high hair" fashions from Paris found these NBC stars right in step, if not a step ahead, of the new style. Jean Dickenson (top, left) wears her dark hair on top with a cluster of curls. Olga Andre (top, right) piles her hair up in ringlets. At bottom, from left to right, are Adele Harrison, featuring a "ready for the bath" coiffure, and Lola Shaw, wearing her hair high with a tiny tricorn-shaped hat trimmed with colored ostrich tips.

**Old-Time Minstrel Show Heard On WLW**

"Gentlemen, be seated!"

It's the old-time minstrel show interspersed with pleasant memories of the late Al G. Fields, Lou Dockstader, McIntyre and Heath, and, in more recent years, Lasses White, Neil O'Brien and others of burnt cork fame, that one hears over WLW, 9:30 p.m. (E.S.T.) Mondays.

When Owen Vinson, WLW program director, sought to revamp "The Minstrel Man," he drew from the staff some veterans of the old minstrels. Charles Lammers of the production staff, himself an old minstrel man, is in charge of production. Harold Carr is featured as Colonel Merryweather, the interlocutor.

Hink and Dink, first starred on the air in the old WLW "Cotton Queen" minstrels, are featured end men as are Ray Shannon and Charlie Dameron. Joe Lugar and His Dixieland Dandies, the band that made the "Cotton Queen" famous for its old-time minstrel tunes, provide the music interludes and background for the new "Colonel Merryweather's Minstrels" over the Nations Station Monday nights.

The Cotton Blossom Four, a male quartet, harmonizes just as the male foursome did on the minstrel stage years ago.

**Makes Up For Mike**



Adele Ronson, who plays the part of Elizabeth Perry, wife of John Perry, in the serial, "John's Other Wife," always makes up for the microphone, because her audience has become so real to her that she almost feels as if they can see her. "John's Other Wife" is broadcast Mondays through Fridays over NBC, including WSAI, at 9:15 a. m. (E. S. T.).

Because the editors of RADIO DIAL believe wholeheartedly in opera and in the size of the listening audience of opera, the questionnaire printed below is for your convenience. Because it is necessary to have some measure of this audience in order to reach a definite decision concerning the Metropolitan Opera broadcasts of the regular Winter series over NBC, the editors sincerely hope that those of our readers who care for better music will fill out this form and mail it to RADIO DIAL, 22 East 12th Street, Cincinnati, Ohio.

**METROPOLITAN OPERA QUESTIONNAIRE**

1. Did you listen to any of the Metropolitan Opera Broadcasts this past season?  
Yes..... No.....  
a—If so, how often? Practically every week?..... About half the time?..... Only two or three times?.....
2. Do you usually listen to: The entire performance.....  
Only certain favorite acts.....
3. Do you usually listen alone or with a group?.....  
a—If with a group, how large is it (average).....
4. Do you study in advance of the broadcast to familiarize yourself with the story, music or composer?  
Yes..... No.....  
a—If so, is it individual study?.....  
b—As a member of a group?.....
5. Has listening to the opera broadcasts increased your appreciation for opera? .....
6. Have you attended an actual performance of any opera company?  
Yes..... No.....  
a—Was it before hearing the Metropolitan Broadcasts?.....  
b—Was it after hearing the Metropolitan Broadcasts?.....
7. Since listening to the Metropolitan Broadcasts have you:  
a—Discontinued attending performances? .....
- b—Attended performances less often?.....
- c—Attended performances more often?.....
8. Which is your favorite opera?.....
9. Who is your favorite opera star (male)?.....  
(female)?.....
10. Please name (as many as possible) the operas broadcast from the Metropolitan which you listened to this season.....
11. Would operas be more interesting to you if they were shortened for broadcasting purposes? .....

Name .....

Address .....

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

**IN RADIO'S LIMELIGHT**  
(Continued from page 4)

**Guess Who!**

THELMA HUBBARD, a featured actress on the "Hollywood Showcase," heard over CBS, including WKRC, WHIO and WHAS, Fridays at 8:00 p. m. (E.S.T.), in place of "Hollywood Hotel" during the summer months, has an "adjustable" voice. On the stage since she was four years old, Thelma can play any kind of a part from a three-year-old boy or girl to an aged crone. She is the "voice" of one of filmland's most famous cartoon characters, and has appeared in dramatic spots on "Hollywood Hotel," "Columbia Workshop," with Burns and Allen and on "People's Choice."

**Laugh Liner Skipper**

Jovial BILLY HOUSE is the skipper of "The Laugh Liner" heard Sundays over CBS, including WKRC, WHIO and WHAS, at 5:00 p. m. (E.S.T.). Billy is a well-known

comedian of the stage and screen and is famous for his mirth-provoking antics. He ran away with a circus when he was 14 years old and has been in the show business ever since. Some of the stepping stones to fame for this 290-pound funster were the Broadway hits, "Murder at the Vanities," "White Horse Inn," "All the King's Horses," and two editions of Earl Carroll's "Vanities."

**What a Hobby!**

You may return from an amusement park more tired than refreshed, but it works the other way around for DOLORES GILLEN, 22-year-old actress who is heard on "Story of Mary Marlin" over NBC, including WLS, at 10:00 a. m., and WLW and WSM at 2:00 p. m. (E.S.T.). Whenever Dolores feels the need of relaxation, off she goes for a fling on the flying horses.

"People who worry their heads off ought to try merry-go-rounding as an antidote," says Dolores.



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# Toscanini's Second Lucerne Festival Concert on NBC

## Week's Serious Music

(All Times are Eastern Standard)  
FRIDAY, AUGUST 26

**MINNEAPOLIS SYMPHONY CONCERT**  
Leo Kolp, conductor of the Chicago City Opera, directing the Minneapolis Symphony Orchestra, with Margaret Powell, soprano, soloist, 10:30 p. m., NBC—WSM.

Wedding Day at Trolldhaugen.....Grieg  
Aria, "O don fatale," from "Don Carlos".....Verdi  
Margaret Powell, soprano  
Scherzo, from Symphony No. 9 in D Minor.....Beethoven  
Waltz in A Major.....Brahms  
Hungarian Dance No. 6.....Brahms

SATURDAY, AUGUST 27.

Volpe Guitar Quintet, with Harry Volpe, guitar; Harry Neidell and Theodore Takaroff, violins; Frank Clawson, viola, and Nerino Binachi, cello, 11:00 a. m. NBC—WSAI.

Quintet for Guitar and Strings.....Franz Kommer  
Quintet for Guitar and Strings.....Francesco Durante

LUCERNE MUSIC FESTIVAL

Arturo Toscanini, conducting all-Swiss symphony orchestra, in second concert from Lucerne, Switzerland, 2:30 p. m., NBC—WLW, WCKY, WSM, WLS.

Overture, from "Anacreoan".....Cherubini  
Symphony No. 3 in F Major.....Brahms  
Op. 90  
"Italian" Symphony No. 4 in A Major, Op. 90.....Mendelssohn  
Prelude, from "Die Meistersinger".....Wagner

SUNDAY, AUGUST 28

MUSIC HALL ON THE AIR

Chamber music concert featuring Ignace Straszofel, pianist, and the Percle String Quartet, 11:30 a. m., NBC—WLW, WCKY.

Three Movements, from Quartet in A Major.....Gliere  
Quartet in C Major, Op. 33, No. 3.....Haydn  
Third Movement, from Quartet in E-flat Minor, Op. 30.....Tchaikovsky  
First Movement, from Piano Quintet in E-flat.....Schumann

EVERYBODY'S MUSIC

The premiere performance "Save the Saugatuck," by Edwin Gerschefski, played by the Columbia Broadcasting Symphony, directed by Howard Barlow, 2:00 p. m., CBS—WKRC, WHIO, WHAS.

Overture and Krakowiak from "Russian and Ludmilla".....Glinka  
On the Steppes of Central Asia.....Borodin  
Save the Saugatuck.....Gerschefski  
First Performance  
Nocturnes.....Debussy

SUMMERTIME CONCERT

Eleanor C. Snyder, contralto, guest on the Musical Chance of a Lifetime, with symphonic orchestra, directed by Josef Cherniavsky; 5:15 p. m., NBC—WLW.

Ruy Blas.....Mendelssohn  
Oberon.....Weber  
Valse Bluette.....Drigo  
My Heart at Thy Sweet Voice.....Samson and Delilah  
Eleanor C. Snyder, contralto  
Polovetzian Dances.....Borodins

MONDAY, AUGUST 29

LUCERNE MUSIC FESTIVAL

Bruno Walter, former director of

the New York Philharmonic, conducting Swiss symphony orchestra in concert of the first International Music Festival, from, Lucerne, Switzerland, 2:40 p. m., NBC—WLS, WSM.

Overture and Bacchanale, from "Tannhauser".....Wagner  
Prelude and Liebestod, from "Tristan und Isolde".....Wagner

INTERNATIONAL NIGHTS

Music portraying the romance of South America, with orchestra, conducted by Marek Weber, 9:00 p. m., NBC—WCKY, WSM.

Negra consentida.....Pardave  
Jealousy.....Gade  
Borracrita.....Esperon  
La Rosita.....DuPont  
At Evening.....Maduro  
La Comparsita.....Rodriguez  
Estrellita.....Ponce  
Tango des Roses.....Schrier-Bottero

VOICE OF FIRESTONE

Symphonic orchestra, conducted by Alfred Wallenstein, with Margaret Speaks, soprano, 7:30 p. m., NBC—WLW, WSM.

Waltz, from "Sleeping Beauty".....Tchaikovsky  
Ballet.....Tchaikovsky  
a) Aria, "Ah, fors e lui," from "La Traviata".....Verdi  
b) Dark Eyes.....Traditional Russian  
Margaret Speaks, soprano  
Mock Morris.....Grainger  
Spanish Dance.....Moskovsky

TUESDAY, AUGUST 30

NBC MUSIC GUILD

Brenner Piano Quartet, with Vladimir Brenner, piano; Karl Kraeuter, violin; Joseph Vieland, viola; Naoum Dinger, cello, 1:30 p. m., NBC—WCKY.

Quartet for Piano and Strings in D Minor, Op. 113.....Max Reger

THURSDAY, SEPTEMBER 1

PROMENADE CONCERT

James Melton, tenor, who made his grand opera debut with the Cincinnati Summer Opera Association, in Madame Butterfly, guest soloist with the Toronto Promenade Symphony Orchestra, conducted by Reginald Stewart, 8:00 p. m., NBC—WCKY, WLS.

Clair de Lune.....Szulc  
Sombra.....Chaminade  
In the Silence of the Night.....Rachmaninoff  
Love Went A-Riding.....Bridge  
James Melton, Tenor.

## Symphonic Music Is New Feature of W8XAL, Crosley Short Wave

"Musica Clasica," a half-hour of transcribed symphonic music, with announcements in Spanish, is a new thrice-weekly feature of W8XAL, the Crosley International short wave station.

Scheduled for 11:30 p. m., (E.S.T.), Mondays, Tuesdays and Thursdays, "Musica Clasica" will be announced by Aristedes Nodarse, Spanish newscaster who is heard daily except Sunday over W8XAL.

## Maestro Directing Second Performance Due To Many Demands

A second concert to be conducted by Arturo Toscanini at the first International Music Festival at Lake Lucerne, Switzerland, will be heard exclusively in the United States over National Broadcasting Company networks on Saturday, August 27.

It was previously announced that Maestro Toscanini would make only one appearance at the Festival, on August 25, also broadcast exclusively by the NBC, but in response to insistent demand, the celebrated Italian conductor consented to lead another performance. The concert will be heard at 2:30 p. m. (E.S.T.) over NBC, including WLW, WCKY, WSM and WLS.

For the world-famous director of the NBC Symphony Orchestra a full symphonic group, comprised of musicians from the finest orchestras of Switzerland, and other artists of international repute, has been assembled. Opening with the Overture to "Anacreon" by Cherubini, Toscanini will continue with Brahms' famous Third Symphony and the Italian Symphony by Mendelssohn. The concluding number will be the Prelude to Wagner's "Die Meistersinger."

## Three New Mike-Men Added To Staff Of WKRC

Three announcers have been added to the staff at WKRC according to an announcement released by William A. Schmidt, Jr., general manager.

The new mike-men are Ross Mulholland, John Reynolds and Don Paevy and their affiliation with WKRC augments the announcing staff to nine men.

Mulholland, a native of Columbus, Ohio, attended Ohio State University. He organized his own band after leaving school and set out on a tour of the South, after which he returned to Columbus to accept a position as announcer with WCOL. Several months later, he transferred to WHKC, where he was chief announcer and production manager.

Reynolds, who is specializing in news broadcasting and writing, is a Cincinnati and graduated from the University of Tennessee. His radio experience was gained at stations in Knoxville and in the Queen City.

Well known to Cincinnati air audiences is Don Paevy. A member of the Federal Radio Workshop, he has taken part in numerous dramatic productions here. He did announcing at WMPS in Memphis, Tenn. A native of London, England, Paevy is a Columbia University graduate.



BY CLINTON BROOKS

With the air waves figuratively still vibrating with two excellent performances of Beethoven's "Choral" Symphony, there are a few comments we should like to make regarding the last of the German composer's symphonic works. Heard far less frequently than Beethoven's other symphonies, it possibly is the least well known of the "Immortal Nine."

In the first place, if one must particularize, the Ninth Symphony actually is not Beethoven's ninth. It is the eleventh. Two of the symphonies never got numbered, seldom are performed today outside of Germany, Holland, and several other European countries. The first of these is the "Jencar" Symphony, which, like Beethoven's First Symphony, is keyed in C Major, goes without "opus" number, and (like Shakespeare's "Pericles") is only "attributed" to the Master by over-particular Beethoven enthusiasts. The second non-numbered symphony is the "Battle" Symphony (or "Wellington's Victory at Victoria"), Op. 91, written immediately before Beethoven's Seventh Symphony. Completed when the composer was 43 years old, it was first performed in December, 1813, at a benefit concert for Austrian and Bavarian soldiers disabled in the Napoleonic wars. The famous composer, Meyerbeer, played the bass-drum on this occasion—"always on the off-beat, always too late," as Beethoven, who conducted, said afterward.

Whatever the reason for their infrequent performance (they have been ignored altogether by the Cincinnati Symphony Orchestra, for instance), these two symphonic works, in our opinion, are better than most of the Haydn's symphonies and a majority of early Mozart, and in certain places even surpass Beethoven himself. Like the Bizet Symphony No. 1 in C Major, given a hearty and enthusiastic reading by Howard Barlow with the Columbia Broadcasting Symphony last Sunday, perhaps the two Beethoven works will be revived in the near future and permit critics to say "really, they're not so bad after all," or words to that effect.

To get back to the "Choral" Symphony "No. 9," it is interesting to note that, despite its power and genuine musical grandeur, it has not inspired a train of successors. There is one worthy exception, Gustav Mahler's Symphony No. 2 in C Minor, in which the last (fifth) movement calls upon the services of a soprano and a contralto soloist and a huge chorus (to say nothing of a whole carillon of church bells) to render Klopstock's poem "Resurrection." The novelty of Beethoven's symphony, of course, is its fourth movement, an allegro based on Schiller's "Ode to Joy," which is sung by a solo quartet and chorus. Nothing parallels this work in music, unless one includes the field of opera (Wagner and Moussorgsky), cantatas and choral preludes (Bach), or oratorio and requiem (Brahms, Berlioz, Handel, and Mendelssohn). Incidentally Wagner found in the Ninth Symphony "a tacit acknowledgement on Beethoven's part that the symphony had gone as far as it could without the addition of song and dramatic idea to the instrumental scheme," and himself admitted the work influenced his own operatic output.

When Beethoven first conducted the Ninth Symphony at Vienna, in March, 1824, he had but three more years to live. Already completely deaf to the incomparable beauty of his own music, he had taken the precaution to warn the orchestra and chorus to disregard the motions of his baton. It is said that, several moments after the players had ceased, he stood, his head sunk in his breast, still listening to the music in his mind, beating time to phantom rhythms. One of the soloists, a Fraulein Unger, had to turn him about to face a shouting audience, many of whom were in tears.

It is certain that neither Eugene Ormandy, conducting the New York Philharmonic Symphony Orchestra in the work last week from the Silvermine festival at Norwalk, Conn., and Serge Koussevitzky, directing the Boston Symphony Orchestra during the Berkshire Symphonic Festival at Stockbridge, Mass., two weeks ago, were deaf. To decide which was the better performance, would be to attempt a thankless task of hair-splitting. The Koussevitzky performance was, perhaps, the more scholastic and meticulously accurate—the Ormandy reading, the same colorful and grandiloquent.

For those who took particular note of the dance-like second movement of the symphony, we call attention to the fact that the "molto vivace" scherzo will be performed Friday night, this week, by the Minneapolis

(Continued on page 16)

**Featured In New WLW Show**



Phil Davis, left; Janette, southern song stylist, and Stephen Merrill, tenor, will be featured in the new fall program, "Rhythm in Brass," scheduled for WLW shortly. Maestro Davis, who has become famous as a slide trombonist, will offer novelty selections on each program, the date to be announced later.

**All-Star Football Game Opens NBC's Greatest Schedule**

A play-by-play description of the All-Star Football Game between the Washington Redskins, last year's professional champions, and a team of college stars, chosen by eight million fans in a nation-wide poll, will be broadcast from Soldier Field, Chicago, on Wednesday, August 31, at 8:15 p. m. (E.S.T.), over NBC, including WCKY and WSM. Bill Stern, ace NBC sports reporter, will follow the play, assisted by Fort Pearson, NBC Chicago announcer.

The pre-season classic, broadcast for the third year by NBC will usher in the greatest football schedule ever presented on its networks. Slingin' Sammy Baugh, former All-American back, is expected to be in the Redskins' line-up, and Clint Frank, captain of last year's Yale eleven, will lead the attack for the college All-Stars.

**New Series Featuring "Man Behind Uniform" Presented By WKRC**

Policemen, firemen and postmen will be given an opportunity to tell about their hobbies, pastimes and "what they do on their day off" in a new series titled "Man Behind the Uniform" over WKRC at 5:45 p. m. (E.S.T.) Mondays, Wednesdays and Fridays.

Al Bland, popular WKRC personality, who conducts the Dawn Patrol, voted by a national magazine the most popular full-hour daytime show, will do the interviewing and will design his questions so as to bring out unusual facts about these men in the public service.

**Mary Ann New Member Of Hugh Cross and His Radio Pals**

Mary Ann Vasas, 18-year-old Bannick, Ohio, girl who entered radio via the amateur home-talent minstrel route, is the newest addition to Hugh Cross and His Radio Pals of WLW and WSAI.

A year ago Mary Ann was singing in a home-talent minstrel when the Rythm Rangers of WWVA, Wheeling, W. Va., heard her. They offered her a job and she went on the air. When Lennie Ayleshire, one-fingered fiddler and novelty musician left the Hugh Cross unit a short time ago to fulfill a motion picture contract, Cross cast about for a new member.

He remembered Mary Ann at Wheeling and made her an offer. Now she sings and yodels daily with the Cross unit, during the WLW "Top o' the Morning" program and the WSAI "Hot Stove Musicale."

**"Sons of Golden West" Featured Over WCKY Daily**

Offering what is claimed to be the most extensive repertoire of western and hillbilly ballads possessed by any radio act, "The Sons of the Golden West" are now featured over Station WCKY at 11:00 a. m. (E.S.T.) Mondays through Fridays. The sextet has been touring the country for more than four years, appearing on radio stations from coast to coast.

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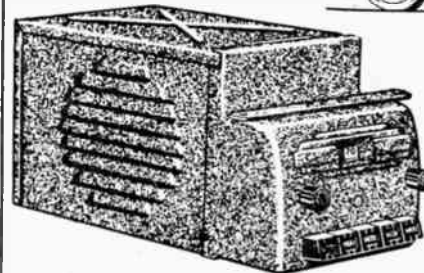
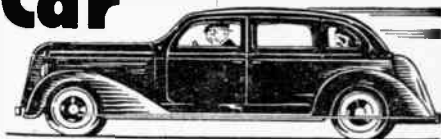
(Continued from page 15)

Symphony Orchestra, with Leo Kopp, conductor of the Chicago City Opera, directing. "Whenever the scherzo is played," Olin Downes, the New York critic says, "the universe dances."

Not only the United States, but Europe also has placed an accent on music festivals this summer. The National Broadcasting Company, this week and next, will bring three programs to its listeners from the first

International Music Festival at Lucerne, Switzerland. Arturo Toscanini, an emigre from Salzburg, Austria will conduct two concerts, and Bruno Walter, another Nazi outcast, the third. Toscanini, originally dated for only one concert, will perform Beethoven, Mendelssohn, and Brahms symphonies; give two Wagnerian excerpts, and present his listeners a Cherubini overture for Iagnippe. The Walter program will concentrate on two famous scenes from Wagner, for which the conductor is justly famous.

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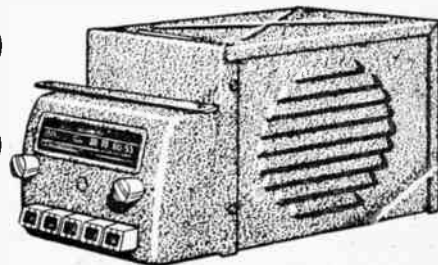
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**I. O. O. F. and Northwest Territory Anniversaries Programs Carried By WSAI**

Two special events broadcasts from a joint celebration, sponsored by the Independent Order of Odd Fellows August 27 at Nippert Stadium, University of Cincinnati campus, will be broadcast over WSAI, Robert E. Dunville, station general manager, announced.

When the Pioneer Parade is staged, WSAI will broadcast a description at 6:15 p. m., (E.S.T.) The second program, scheduled for 8:30 p. m. (E.S.T.) will feature an address by Grand Sire Thomas G. Andrews, former Oklahoma supreme court justice.

The celebrations, sponsored by Odd Fellows of nine midwestern states, are in conjunction with the 150th anniversary of the Northwest Territory and the 108th anniversary of the founding of the first Odd Fellows lodge west of the Alleghenies, in Cincinnati.

John Conrad of the WSAI special events department will handle both broadcasts, using the WSAI No. 1 mobile unit for pickup.

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