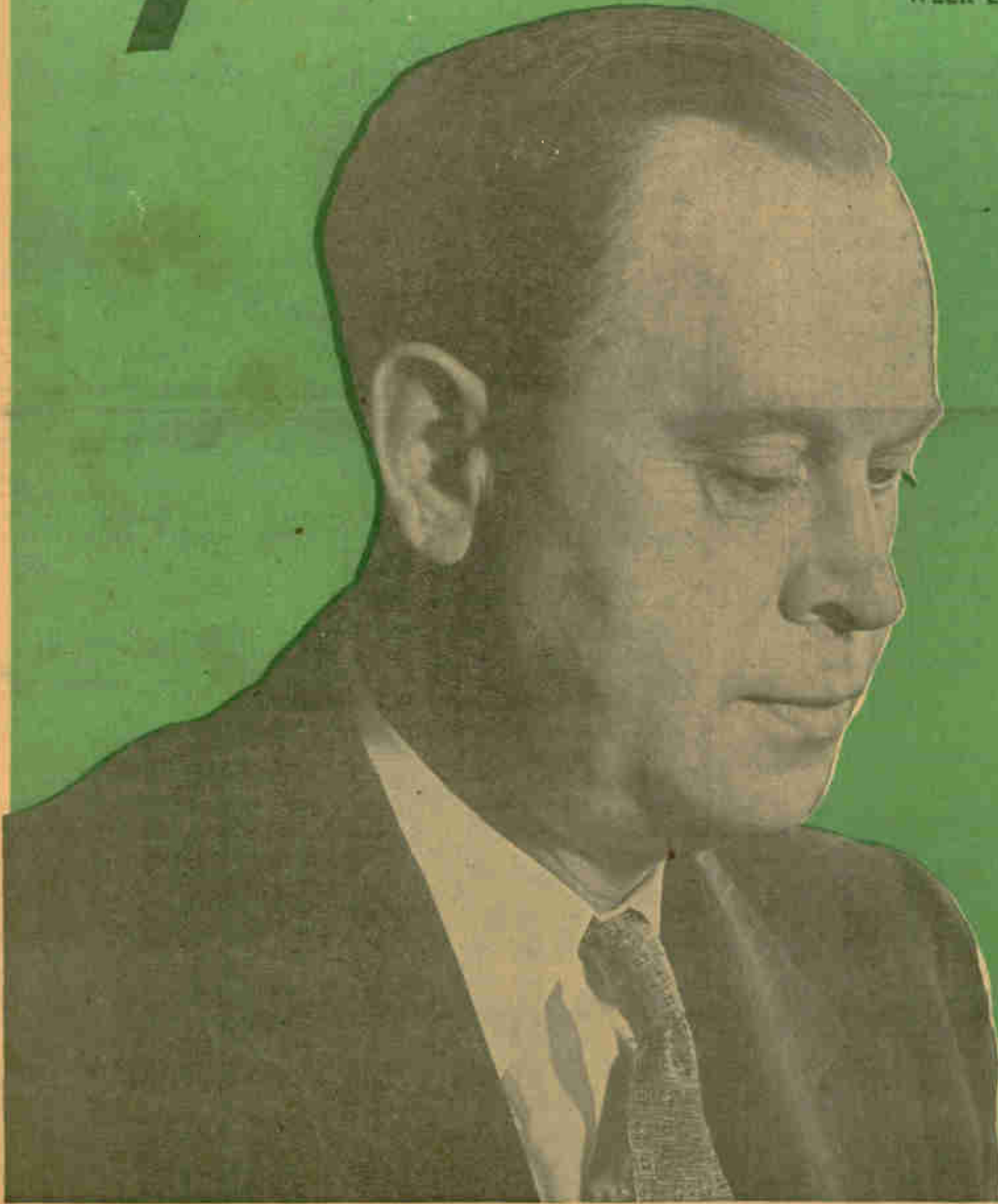


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# Radio Dial

WEEK ENDING NOVEMBER 12, 1937



WARDEN LAWES  
"THE  
GREAT HUMANITARIAN"  
See Page 4

# Jean Hersholt To Star In Country Doctor Role

## Eight Stars Rolled Into One



Here are the eight world-famous singers who comprise radio's first permanent concert company. Engaged to appear exclusively on the General Motors Concert series, heard over WCKY and WLS through the NBC Blue Network each Sunday evening, the artists appear as soloists, in groups of two, three and four, and as a full company. Top, left to right: Maria Jeritza and Grace Moore, sopranos; Donald Dickson, baritone. Center, left to right: Jussi Bjorling, Richard Tauber and Joseph Schmidt, tenors. Below: Erna Sack, coloratura soprano, and Helen Jepson, soprano.

## Carborundum Program To Feature Speakers From Industrial Field

Lammot du Pont, president of du Pont, will be the first in a series of speakers to be featured during the Carborundum Band Concert beginning Saturday, November 6, at 7:30 p. m. (E.S.T.), over the WABC-Columbia network, including WKRC, WHAS and WHIO.

The plan to show industry's part in promoting the welfare of the American people and raising their standard of living above that of any other

country in the world was conceived by Frank J. Tone, president of the Carborundum Company of Niagara Falls, N. Y.

Mr. Tone announced that "a portion of each program will be turned over to the speaker in order to give the people of America an opportunity to learn the story of industry and what industry means to the nation."

The series will feature speakers of some of the outstanding industries in the United States.

## New Series Makes Debut Sunday Afternoon

Jean Hersholt, film star, will bring his famous country doctor characterizations to the radio audience in radio's first "tailor-made" show, "Dr. Christian," to be broadcast over the WABC-Columbia network, including WKRC, WHAS and WHIO, beginning Sunday, November 7, from 2:30 to 3:00 p. m. (E.S.T.).

Hersholt achieved fame for his "Dr. Christian" characterizations in the picture "The Country Doctor" in which the Dione quintuplets appeared. The Danish star, making his first appearance in a radio series, will portray incidents in the life of Dr. Paul Christian, practising in the mythical town of "River's End," situated in our Middle Western States.

The program will originate in Hollywood and supporting Hersholt will be a cast comprised of some of the cinema's best known character actors and actresses. Hersholt made his film debut in 1915, and his family has long been identified with the Danish theatre.

## Children's Symphonies To Be Aired Over 'KRC

Mr. John McCormick, general manager of WKRC, today (November 1) announced the fall and winter series of Children's Concerts to be given by the Cincinnati Symphony Orchestra would be broadcast through the facilities of WKRC over the Columbia network. The first of the series will be heard Tuesday, November 9, beginning at 3:30 p. m.

Others will be broadcast December 7, January 11, February 1 and March 22.

This season's series of concerts will differ from those of other years in that there will be comments and explanatory remarks made to the live audience. Those in the concert hall will hear only the music for the program.

The initial program will be an all-Wagner one and the selections to be heard are:

- (1) Overture to "Flying Dutchmen."
- (2) Procession from Lohengrin.
- (3) March from "Tannhauser."
- (4) 3 Excerpts from "Die Meistersinger."
  - a—Prelude to Third Act.
  - b—Dance of the Apprentices.
  - c—Homage to Sachs.
- (5) Siegfried's Rhine Journey.
- (6) Forest Murmurs from Siegfried."

## Those Two Nuts Are Back Again



Pictures above are Gracie Allen and George Burns in one of her weaker (mentally) moments. But their listeners will be glad to hear that they are returning to the NBC-Red network, including WLW and WSM, on Monday, November 8, at 8:00 p. m. (E.S.T.).

## Senator Byrd, MOORE, SCHMIDT, Morgenthau To Speak WEEDE CELEBRATE "PUCCINI NIGHT"

Three prominent figures in government, politics and finance will be heard over the NBC-Blue network, including WCKY and WLS, on Wednesday, November 10, from 8:45 to 10:00 p. m. (E.S.T.) when they speak before the annual meeting of the Academy of Political Science at the Hotel Astor in New York City.

Henry Morgenthau, Jr., Secretary of the Treasury; Senator Harry F. Byrd, of Virginia; and S. Parker Gilbert, partner of J. P. Morgan and Company will be the principal speakers at the meeting over which the latter will preside. The general subject under discussion will be "Expenditures of the Federal Government."

The meeting itself will be conducted in three sessions, morning, afternoon and evening, at the Hotel Astor, New York, where the broadcast will originate.

Three noted opera stars will take part in the General Motors concert, Sunday, November 7, at 8:00 p. m. (E.S.T.), over NBC-Blue network, including WCKY and WLS when "Puccini Night" is celebrated.

Robert Weede, baritone, the program's first guest, will join Grace Moore, widely known soprano, and Joseph Schmidt, tenor, in singing nothing but selections from operas by the famous Italian composer. The program will be different from others because it will stress singing more than orchestral achievements.

The 70-piece orchestra and the 24-voiced Chorus will take part under the direction of Erno Rapee. John B. Kennedy, commentator, will be on hand with the latest news developments.



# International Armistice Celebration On CBS

## Erwin In Action



This fairly exclusive and sore of intimate candid camera picture of Stuart Erwin reveals the screen star as a latent dynamo of activity in the process of preparing for his part on the "Jack Oakei's College" broadcast heard over the WABC-Columbia network, including WKRC, WHAS, and WHIO Tuesday nights at 9:30 o'clock (E.S.T.).

## BARTHOLOMEW, BRICE IN "GOOD NEWS OF 1938"

Freddie Bartholomew, juvenile star, and Fannie Hurst, comedienne, will be guest stars on the second program in the new series featuring the talent of Metro-Goldwyn-Mayer Company on the "Good News of 1938," over the NBC-Red network, including WLW and WSM, Thursday, November 11, at 9:00 p. m. (E.S.T.).

"Good News of 1938" is the new title that has been adopted in place of the old "Show Boat." Spencer Tracy, Judy Garland, Artie Auerbach, Reginald Gardiner, Betty Jaynes, Val Rosing and many others also are featured on the program.

## New Announcer For Local Station



It was Franklyn McCormack, narrator on "Poetic Melodies," aired over WKRC and the Columbia network, who talked Eddie Humphrey, new WKRC announcer, into taking a try at radio. Humphrey and McCormack were members of the same stock company and the latter saw a bright future for the young lad who was doing such good work before the footlights. Eddie's first radio job was with WTRC in Elkhart, Indiana. Last year he was awarded a cup by the American Bowling Congress for the best bowling broadcast of the year. Humphrey comes to WKRC from WHIO in Dayton, Ohio, where he spent the past year handling special events. He is a native of South Bend, Indiana, and attended Wittenberg University at Springfield, Ohio, and Notre Dame in his home town. Eddie is 5 feet 11, weighs 185 pounds, has brown hair and blue eyes and is single.

## New Cast for "Silver Theater"



Brian Aherne, noted film actor, and Jane Wyatt, rising young cinema actress, will be heard over the WABC-Columbia network, including WKRC, WHAS, and WHIO, in an original radio drama, "Honesty's Policy," by Faith Baldwin, on Sunday, November 7, from 5:00 to 5:30 p. m. (E. S. T.), during the "Silver Theater" program. Conrad Nagel is narrator, director and producer of the program.

## Three Continents To Celebrate End Of War

Famous statesmen and educators from three continents will speak on a trans-Atlantic Armistice Day program entitled "The Family of Nations" which is to be presented over the WABC-Columbia network, including WKRC, WHAS and WHIO, Thursday, November 11, from 3:00 to 4:00 p. m. (E.S.T.), under the auspices of the Carnegie Endowment for International Peace.

The broadcast has been an annual feature of the Columbia network for the past several years during which time policies looking toward the establishment of world peace have been discussed by scores of internationally-known figures.

This year's program will present Nicholas Murray Butler, president of Columbia University and of the Carnegie Endowment, acting in the double capacity of chairman and representative of the United States.

Others speakers will include: For China, V. K. Wellington Koo, Ambassador of China to France; for Great Britain, the Marquess of Lothian, secretary of the Rhodes Trust; for Hungary, Count Paul Teleki, former Minister of Foreign Affairs and former Prime Minister of Hungary. For Italy, Signora Margherita Sarfatti, writer, critic and author of a biography of Mussolini; and for Switzerland, William E. Rappard, director of the Institut Universitaire des Hautes Etudes Internationales at Geneva.

The Carnegie Endowment, which was established in 1910, has for its sole purpose the promotion of international peace. It is divided into three divisions, that of Intercourse and Education, under the direct supervision of Dr. Butler, that of International Law, under the direction of Dr. James Brown Scott, who also is secretary of the Endowment; and that of Economics and History, under the control of Dr. James T. Shotwell.

## The Magic Key Of RCA Turns To Cincinnati



The Magic Key of RCA, popular NBC-network program heard through stations WLW, WLS, and WSM, will turn to Cincinnati for the first time when Hank Karch and his Wurlitzer String Symphony are featured on that program, Sunday, November 7, from 2:00 to 3:00 p. m. (E.S.T.).

The present 40-piece orchestra, whose members range from 10 to 60 years of age, was organized in 1930 by Mr. Karch with only five members, and since that time has been proclaimed national champions seven times.

Among the members of the orchestra are a nurse, beauty operator, tailor, hospital interne, shoemaker, mechanic, executive secretary, draftsman and the like, showing it to be a real cross section of Cincinnati's population.

## Noted Speakers On Y.W.C.A. Program

Mr. Edwin Raum, manager of the Cincinnati Field Office, Social Security Board, will speak on "Social Security Legislation" on the "Industries and Y. W. C. A." radio program, over WKRC, Tuesday, November 9, at 4:45 p. m. (E.S.T.).

Miss Fern Dunkin will speak on "The Problems of Household Employees" and Miss Charleta Taylor will discuss "The Industrial Federation of the Y. W. C. A."

This program is arranged by Mrs. Vance Towler, publicity secretary of the Y. W. C. A.

# Weekly RADIO DIAL

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Telephone—CHerry 0710-0711

J. A. ROSENTHAL, Editor

Vol. VII WEEK ENDING NOVEMBER 12, 1937 No. 26

## FIRST AND TEN ON . . . . .

In certain departments there is plenty of room for debate about what radio does for the listener. But in others, radio makes a far better showing. One of those, very much to the fore just now, is football broadcasting.

Every Saturday afternoon the air is filled with descriptions of gridiron battles. Some have local, some regional, and some national interest. Altogether they attract a large and enthusiastic audience; perhaps larger and more enthusiastic than any sports broadcast, with the possible exception of the World Series.

When you stop to think of it, that of itself is noteworthy. American football is not a simple game. To appreciate it, one must be familiar with the technicalities. Indeed, many of those who attend big college games in person are drawn by the color and pageantry as much as the game itself. Yet radio descriptions which rely solely on an ear-view of the proceedings command widespread interest.

Paradoxical as it may seem, this is because football broadcasting appeals both to those who know and those who do not know the game. The interest of dyed-in-the-wool gridiron fans is obvious. They listen because they know and love the game. But the interest of uninitiates is puzzling at first glance.

For instance, we know a woman who has seen only a couple of games in her life. She doesn't know the difference between a wingback and a touchback. Yet she listens eagerly every Saturday afternoon. What grips her is the excitement of battle, the tense drama of conflict above and beyond the technicalities of formations and intricate plays.

To those who know their running guards and eligible pass receivers, football broadcasting has a particular advantage that makes it attractive. It lets them hear games which they could not see in person.

We are not thinking merely of the Scotch contingent. Distance and time, as well as money, make it impossible for many ardent fans to attend games of outstanding interest. This is particularly true of inter-sectional classics. Radio brings the game to the fan, sometimes more completely than if he had a poor seat in a crowded stadium.

Further, it brings him not only one game, but several every Saturday. When one palls he can turn to another. Or if he is interested in two or three he can keep track of all by timely dialing.

Not that football broadcasting has reached ultimate perfection. Certain announcers still need to learn their trade. And the network practice of duplicating the game is still too common. But these are relatively minor faults.

Beyond question, football broadcasting is one of the things that make a radio worth having. If all other departments served the listener as well, broadcasting would be in a far stronger position.

## WARDEN LAWES—Great Humanitarian

The entire nation is up in arms over the activities of vicious rackets, super-criminals and other vultures in human form that scar the progress of American living.

These problems are paramount and for the first time in the history of radio, the first time in the history of Warden E. Lawes' six years of broadcasting, the world-famous humanitarian is holding an open forum for the studio audience, answering questions on crime as they are presented to him.

Warden Lawes' new program, "Behind Prison Bars," is heard over WCKY, Cincinnati, through the NBC-Blue network at 10:00 p. m. (E.S.T.) every Monday night.

His former show, "20,000 Years in Sing Sing," had no studio audience,

but "Behind Prison Bars" has a large one, and the members of it are invited to ask questions about crime.

More than 32 of Warden Lawes' 54 years have been spent in prison work. Thirty-two years ago he started as a prison guard in Clinton Prison, Dannemora, New York. After several years there and as chief guard at Auburn Prison and superintendent of New York City Reformatory, he was appointed by former Governor Alfred E. Smith to take charge of Sing Sing Prison on January 1, 1920.

Since then his name has become synonymous with prison reform and he is known throughout the world for his humanitarian views and his efforts to restore unfortunates to respectable citizenship.

## COLUMBI-A-MUSINGS

From WKRC

By  
MARGARET MALONEY

This is surely a typical example of the irony of fate: Six years ago, Gabriel Heatter, who conducts the "We, the People" program on Columbia through WKRC, and whose picture appeared on the front cover of last week's RADIO DIAL, was operating a publicity office and one of his clients was Sam Rubel, owner of a coal company. Because of the depression, expenses were being curtailed and Heatter's services were dispensed with. One by one clients were forced to make similar moves and soon he was jobless. He went to a New York station, applied for and got a job as commentator. He worked there under awkward circumstances but enjoyed the work and when his old client, Rubel, came to him, offering to again have him handle his business, Heatter refused. Rubel made no bones about telling him that he thought he was crazy . . . so crazy, in fact, that he went to Mrs. Heatter and insisted that she convince Gabriel that he was all wrong. Even her pleas had no effect and Heatter continued with his radio work. Shortly after, beer became legal and Heatter was engaged by the Ebling Brewery as commentator on their radio program . . . Ebling's is owned and operated by Sam Rubel!

In Bess Johnson's starring vehicle, "Hilltop House," now being aired over WKRC each week-day at 5:45 o'clock, there's an array of big names. Carleton Young and Jay Austin play the roles of two public spirited citizens who try to keep the orphanage going in the face of difficulties. Irene Hubbard, who became universally known for her work as "Maria" of Captain Henry's Show Boat, is cast as Thelma Gildey, assistant to Miss Johnson. John Moore plays the mysterious Englishman and Janice Gilbert and Jimmy Donnelly enact the parts of "Jerry and Adair," two orphans who live at "Hilltop House."

Francis Pettay, announcer on "The Freshest Thing In Town," sponsored by the Rubel Baking Company, received a card from a fan telling him how much he enjoyed the show, his announcing, and "Tasty" bread!

For "Silver Theatre" airings on WKRC each Sunday at 5, there's quite a list of celebrities lined up. Jane Wyatt is set for next Sunday's show. Brian Aherne will co-star. Then, Spencer Tracy will be heard in Adele Rogers St. John's "Photograph Finish" and both Clark Gable and Madeleine Carroll have signed for an appearance.

## TEN EYCK SCRIBBLES

And so after an absence of fourteen months I return to Radio Dial as a full-fledged half-wit which translated from the original manuscript means columnist . . . ah no my gentle little readers . . . I'll amend that to read "alleged columnist" . . . you're not going to trip me up so easily by nasty letters this time as in the past. I don't claim to have grown any wiser with the years, but even a baby will move its head when the hammer hits it for the hump-tenth time.

Let's talk about my favorite subject for awhile. I'll beat you on the answer to that one too. It's about TenEyck. The years have dealt kindly with my fevered brow, I still retain most of my original teeth, am hobbling around at present with fallen arches, leaking heart, a portion of this morning's headache and a piece of yellow note paper in my wife's handwriting reminding me to buy a new canary bird the same shade as the paper. (Yes, I'm still married to the same lovely redhead.) My proficiency with the typewriter has decreased but then what difference does that make. My proficiency or graceful deftness in crooking the elbow to raise a glass of scotch and soda has increased and that, of course, is far preferable and much more profitable financially regardless of what eminent authorities on the subject may quote you.

In defense of the above paragraph

let me add the following. Back in the dim dark past when I was a hard-working and (perhaps) respected announcer for dear old WLW and points east I was just exactly that. I mean hard-working. One had to jump when the powers that be decreed that jumping was the order of the day. In fact, one got to be quite a fancy jumper if you follow me. The pay was mediocre and as you entered the various studios where I have worked you knelt upon the carpet towards the east and after bowing three times went about your daily tasks. Today all that is changed. I am now an honored (?) vice president of WSMK at Dayton, Ohio, and only have to bow once to the east as I enter the sacred portals, instead of the former display of gymnasium exercises. No longer am I tied down to a detestable schedule, and if my elbow is too tired from raising scotch and sodas with prospective clients to hold a telephone for long periods, I merely tell the operator that I have been suddenly called to Europe and that ends that. I have discovered to my amazement and unbounded joy that after becoming an executive one can mix pleasure with business and all the old adages about hard-working industriousness don't count, because the guys that wrote them didn't know anything about the radio business. My old friend and brother announcer Bub Burdette discovered all this a few months before I did and put me wise to what was going on in

(Continued on page 13)

## HITS of the WEEK

(All Eastern Standard Time)  
**SATURDAY, NOVEMBER 6.**  
Lammont du Pont, speaker, on Carborundum program—7:30 p. m., WKRC, WHAS, WHIO.  
Hellmut Baerwald, pianist and composer, on Columbia Concert Hall—6:00 p. m., WKRC, WHAS, WHIO.

**SUNDAY, NOVEMBER 7.**  
Jewish War Veterans on WCKY, at 11:30 a. m.  
Jean Hersholt, actor, in "Dr. Christian"—2:30 p. m., WKRC, WHAS, WHIO.

Jascha Heifetz, violinist, on Ford Concert—9:00 p. m., WKRC, WHAS, WHIO.  
Brian Aherne and Jane Wyatt, actors, in "Honesty's Policy" on "Silver Theatre"—5:00 p. m., WKRC, WHAS, WHIO.

Charley Lung, actor, in "The Operation" on "Hollywood Showcase"—10:00 p. m., WKRC, WHIO.  
Grace Moore, soprano, Robert Weede, baritone, Joseph Schmidt, tenor, on General Motors Concert—8:00 p. m., WCKY, WLS.

Carolyn Urbanek, lyric soprano, on "Rising Musical Stars"—10:00 p. m., WSAI, WSM.

**MONDAY, NOVEMBER 8.**  
Burns and Allen, comedians, return, —8:00 p. m., WLW, WSM.  
Sir Ernest MacMillan, conductor, m., WSAI, WSM.

**TUESDAY, NOVEMBER 9.**  
Bob Burns, comedian, on "Hollywood Mardi Gras"—9:30 p. m., WSAI, WSM.

**WEDNESDAY, NOVEMBER 10**  
Bidu Sayao, soprano, on Andre Kostelant's program—9:00 p. m., WKRC, WHAS, WHIO.  
Dr. William Lyon Phelps, Yale University on "Magazine of the Air"—11:00 a. m., WKRC, WHAS, WHIO.

"Manon," opera, from San Francisco, 11:30 p. m. to 12:45 a. m., WCKY.  
**THURSDAY, NOVEMBER 11.**  
James Barton and Betty Garde, in "The Informer," on Kate Smith Hour—8:00 p. m., WKRC, WHAS, WHIO.

Freddie Bartholomew, Fannie Brice and Judy Garland on "Good News Of 1938"—9:00 p. m., WLW, WSM.

**FRIDAY, NOVEMBER 12.**  
Dr. Karl Reiland on WCKY, WSM, 7:15 p. m.





BY THE ASTRONOMER

There'll be little musical heat radiated from Crosley's Station to warm up your living room this winter. Seems P. C. decided in favor of the sweet arrangements, after tuning in a number on his station that he failed to recognize because of its swing arrangement. To prove his point, a survey was conducted to discover what bands and what type music was preferred . . . and the slow, smooth, sweet tunes won again. The new ruling was a tough break for Jimmy Dorsey's band, who very recently concluded an engagement in the Pavillon Caprice. WLW wouldn't carry his swiny shows . . . but did offer their equipment to NBC for airing via the network.

Biggest thing in local radio this week: WCKY's broadcast of the Shillito dedication program . . . biggest disappointment in local radio this week: WCKY's broadcast of the Shillito dedication program. The town's writers . . . unfortunately not radio performers . . . were chosen to help dedicate the new building. Summed up, the show was just a swell plug for Cincinnatus and Paul Kennedy . . .

not the fanfares and startling, fast-moving, up-to-the-minute hour expected. Cincinnatus amused himself by not telling his age, and Kennedy's interviewing created just a picture of a brilliantly lighted store, occupied by a handful of people who had lived in Cincinnati longer than he.

Personality of the week: WLW's Jack Zoller. Tall, dark, mustached, thirtyish and single. A good catch for some lovely miss interested in a ten-year-old juvenile actor. Jack left the Crosley staff a couple of times . . . but always comes back stronger than ever. He returned from New York last year to rejoin his mother in Cincinnati . . . in spite of the fact that he was doing well on big network shows.

ALONG THE MILKY WAY: Rumor has it that WLW is giving up its downtown studios. Glimpsed Virginio Marucci on Fourth Street, Mary Elizabeth Woods (Mrs. Ish Drain) at the Symphony, and Helen Nugent at the first of the Artists Series. The summary of the past

three years of The Life of Mary Sothern to be published in the December issue of Radio Mirror . . . smart stuff. WKRC's Eddie Schoelwer abed with ptomaine poisoning . . . hope he'll be back soon. Aside to Paul Kennedy . . . Frank Zwygart's radio name (at least one of them) is Rex Davis . . . tsk . . . tsk. Several network personalities will broadcast from WKRC next week . . . in town for the Women's Exposition, Kathryn Cravens and Dr. Allen Roy Rafoe will broadcast from the hill-top station. Larry Menken, writer, and Sydney Mason, say goodbye to WLW.

THUMBS UP: A round of applause for the WCPO Hahn reporter. This show broadcast, twice a day . . . after each court session . . . brings, in very realistic style, the latest happenings in the blonde prisoner's trial. 'CPO's on their toes of late . . . their gag of planting a studio with audience space on Walnut Street is okeh.

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

## Sportlight



DICK BRAY

(Editor's Note: This is the first in a series of football articles by Dick Bray, WKRC's sports announcer. Dick officiates at some of the season's biggest games. He is the only sports announcer in radio that does "big time" refereeing. Last Saturday, October 30, Dick refereed the game between Santa Clara and Marquette at Soldier's Field, Chicago.)

To the football fan, November is more than just thirty of the three hundred and sixty-five days which go to make up our calendar year. It is the time of the year when people travel far and wide to watch their favorite fall sport played on the gridirons of our country. Millions make the stadium turnstiles hum a merry

tune, an unfinished symphony, yet the receipts from the games finish college buildings which might never have been erected were it not for football.

Grid games at many of our universities have built and paid for the class rooms wherein the arts and sciences are taught. Sixty minutes of play, on each of the ten Saturdays during the fall makes more than mere entertainment for players and fans alike.

When the "gate" is counted, the professors smile for they know it will be possible to put a greater part of the money into new buildings. There are many people who say college football has grown to be a big business. No truer statement has ever been written, or spoken. At schools like Ohio State, Notre Dame, and Southern California gridiron tussles make more money in ten weeks than a thriving business makes in twelve months.

As an advertising medium for a college, football has no equal. Headlines in the papers, space which cannot be purchased, tell the world how one team walloped another, or how little "Podunk" upset the dope by winning from larger "Squeedunk." What a business man would gladly pay to be able to buy space on the first page of our Sunday morning paper, where, in bold face type, can be found, "Ohio State Wins From Northwestern, 7 to 0." It would warm the cockles of the hearts of downtown merchants to be able to

(Continued on page 14)



Outside the studios it's well-known that listeners aren't exactly enthusiastic about commercial announcements at any time. Somehow they don't go into ecstasies over the very best of blurbs. So it's not surprising that few bonfires are being lighted by a rejoicing populace to celebrate the bumper crop of plugs in football broadcasts this year. Gridiron fans had the idea that football and advertising don't mix. They felt that they ought to be able to enjoy their favorite sport without having to be on guard against high-powered testimonials. But it seems they were all wrong. Sponsors have ordained that football shall carry its due quota of commercials. The only hitch is that this hasn't changed listeners' minds. And radios still have dials, pushbuttons or other gadgets that make it easy to squelch anything not wanted.

Praising those Philharmonic broadcasts is pretty much gilding the lily. But aside from their superb quality, one thing that makes them so enjoy-

able is their generous length. On the air, too much good music suffers from being jammed into an arbitrary time straightjacket. Another advantage the Philharmonic programs offers is Deems Taylor. If there must be a commentator (the dial-twister isn't at all sure about that), Taylor is the man for the job.

For the information of that famed sports "expert," Ed Thorgerson, Minnesota and Ohio State are not going to meet on the gridiron this fall.

During the past few weeks the breaks of program schedules have brought General Hugh Johnson to bat with the bases loaded. In succession he's been able to comment on the speeches of F. D. R., Governor Landon and former president Hoover. Whether he struck out or put the ball over the fence is a matter of opinion. The point is that he's been able to comment on their speeches shortly after they were delivered. Radio seldom gives an opportunity

for prompt reply or criticism. The General has been showing what could be done with intelligent scheduling.

Sid Skolsky's kilocycling (NBC-WCKY, Wednesday, 8:30 p. m.) can be pigeonholed as another Hollywood column on the air. If movie fans aren't getting their fill of film gossip it's not radio's fault.

Movie and stage comment of another sort are being supplied by Alistaire Cooke (NBC-Red, Wednesday, 10:45 p. m.). He's a dramatic critic, recently imported from England. An engaging style makes him easy listening. But it will be interesting to see how far he goes in his criticisms. Radio's tieup with stage and screen might well be cramping.

Agreeable music at the right spot isn't the only asset of Supper Serenade (WLW, Monday through Friday, 6:15 p. m.). The quarter-hour is unmarred by announcing. That's a relief! (Continued on page 13)



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New Subscriber     Renewal

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



PROGRAMS FOR SATURDAY, NOVEMBER 6



(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.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Message of Israel: Rabbi Louis Wolsky, guest speaker. Organ music. WJZ WLS WCKY kdka whk wave wire wham wovo
7:30—Eddie Varzo's Orchestra. (NBC) WCKY WLS kdka whk wovo
8:00—Robert L. (Believe-It-Or-Not) Ripley. B. A. Rolfe's Orchestra and guest star. WFAF WLW wgy wtm wmaq wvj wave kyt wst wbp

ter; Lula Belle and Arkie, songs; Uncle Ezra. WJZ WLW WLS kdka whk wma wwa wbp
Special Delivery, dramatic sketch, with Marion Randolph. WFAF wgy wtm wmaq who wdf
9:30—Saturday Serenade with Mary Eastman, soprano; Bill Perry, tenor; Gus Haenschen's Orchestra and Mixed Chorus. (CBS) WHAS wcau wgst wjr wbbm wgar wfbm kmcb kmox wvva wbt wsa wwl

Has Two Programs

BUDDY CLARK
Back from Hollywood where he appeared in several musical films, Buddy Clark is now heard on "Your Hit Parade," Saturday nights at 10:00 p. m. (E. S. T.). over the Columbia network, including WKRC, W H A S, a n d WHIO, as well as on his own program "Buddy Clark Entertains," on Thursday nights at 10:00 p. m. (E.S.T.), over the same network, including WKRC and WHIO.

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



PROGRAMS FOR SUNDAY, NOVEMBER 7



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Main grid of radio programs for Sunday, November 7, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective broadcast times and program titles.

NOON—Denver String Quartet. WEA F WSAI wgy wtm wmaq who wdf
—Southernaires: Negro Mala Quartet. WJZ WCKY WLS wgar wv wwm
12:30—University of Chicago Round Table Discussion: Current topics; guest speakers. WEA F wgy wtm wmaq who wdf
—Radio City Music Hall of the Air: Symphony Orchestra and Viola Philo, soprano. WJZ WCKY WLW (WLS on 1:00) wgar wv wwm
—Salt Lake City Tabernacle Choir and Organ. WABC WHAS WHIO wfbm kmox wcco
1:00—Church of the Air: Rabbi Joseph L. Fink, Ph. D., Temple Beth Zion, Buffalo, N. Y. WABC WKRC WHAS wjr wcau wadc wsb wsf wsc
—Paul Martin and his Music. WEA F WSM wmaq wtm who wdf kyw
1:30—The Voice of Tolerance: Rabbi William F. Rosenblum. WABC WHAS WHIO WKRC wadc kmcb wvwa wgar wfbm kmox
—NBC Spelling Bee, Paul Wing, conductor. WJZ WCKY WLS wgar wv wwm wtk
—Smoke Dreams: Orchestra and guest artists. (NBC) WLW WSM wmaq kstp kvoo who wdf wtm
2:00—The Magic Key of R. C. A. (from day folk on the famous street. WJZ WCKY kdka wtk wtm
3:30—Senator Fishface and Prof. Figsbottle. WJZ (WCKY off 3:45) WLS kdka wv wwm wtk wtm wtk
—Bicycle Party: Swor and Lubin, blackface comedy team; Bill Slatar, sport commentator and m. c., interviewing sport celebrities; Bart Whaley, baritone; Hugo Mariani and his Orchestra. WEA F WSM WLW wgar wv wwm wtk wtm wtk wtm wtk
4:00—Sunday Vespers. "Man's Critical Need of Interior Stability". Dr. Harry Emerson Fosdick. Male quartet, direction Charles A. Baker. WJZ WCKY WLS WSM wtk wtm wtk
—Romance Melodies: Orchestra, direction Roy Shields, with Ruth Lyon, soprano; Charles Sears, tenor. WEA F WLW wgy wdf kyw wvj wtm wmaq wv wwm
4:30—The World Is Yours: Dramatization. Program under auspices of Smithsonian Institute. WEA F wgy wtm wmaq wdf kyw wvj
—Beth Chandler, songs. WJZ WCKY wtk wtm wtk
4:45—Dog Heroes, dramatic sketch. Harry Swan and Effie Palmer. WJZ
—Ranch Boys. (NBC) WLS wtk wv wwm wtk
5:00—Metropolitan Opera Auditions of the Air: Wilfred Palletier conducting the Metropolitan Opera Orchestra and guests. WJZ WCKY WLS WSM wtm kdka wtk wv wwm wlf wv wwm wbp wgy
—Ry-Krip Presents Marion Talley; Orchestra direction Josef Koestner. WEA F WSAI wmaq kyw wv wvj wgy wtm kstp who wdf
—Silver Theater: Brian Aherne and Jane Wyatt in "Honesty's Policy." Conrad Nagel, director and narrator, dramatic sketch. WABC WKRC WHAS WHIO wcau wcco wgar wfbm kmox wadc wbbm wjr kmcb wgst wvl
5:30—Guy Lombardo and his Orchestra. WABC WHAS wjr wgar wfbm kmcb wcau kmox wvwa wvl
—The Time of Your Life—Sheila Barrett, Joe Rines, comedian and orchestra leader; Graham McNamee, m. c.; WEA F WLW kyw wgy wtm wmaq who wdf wvj kstp
—Sunday Afternoon with Smiling Ed. McConnell; Robert Trendler's Orchestra and choral group. WJZ WCKY WLS WSM wtk wtm wtk
6:00—Joe Penner with Jimmie Grier's Orchestra: Gene Austin, tenor; Julie Gibson, vocalist, and Coco and Malit, comedians. WABC WKRC WHAS wjr wfbm wgar wcau wtk wcco wbbm
—Dedication Ceremonies of San Francisco Sunshine School—Address by Dr. John W. Studebaker, U. S. Commissioner of Education. WJZ WCKY WLS wgar wv wwm wtk wtk
—Catholic Hour: "Drama in the Lives of the Saints," Rev. James M. Gillis, C.S.P., guest speaker; Paulist Choir, direction Father Finn. WEA F WSM wgy wtm wmaq wvj who wdf kyw
6:30—"Romantic Rhythms": Seymour Simon's Orchestra; Sally Nelson, balladist; Barry McKinley, baritone; Basil Ruysdale, m. c. WABC WKRC WHAS WHIO wjr wbbm wgar wfbm kmcb wcau kmox wbt wvl wvwa wadc wgst wcco
—A Tale of Today, sketch. WEA F wtm wmaq wgy kyw
—Green Brothers Novelty Orchestra. WJZ kdka wtk wv wwm
7:00—Vicks Open House with Jeannette MacDonald and Wilbur Evans. WABC WHIO WKRC WHAS wgar wjr kmox wadc wbt wcco wbbm wfbm wcau wgst wvl
—Jell-O Summer Program, starring Jack Benny, comedian, with Mary Livingstone; Kenny Baker, tenor; Sam "Schlepperman" Hearn; Phil Harris' Orchestra, Andy Devine and Don Wilson. WEA F WLW WSM wv wwm wmq kyw wgy wtm wvj who wdf kstp kvoo
—Popular Classics. Laura Castellano, soprano; Margaret Brill, harpist; Celia Gamba, violinist, and orchestra conducted by H. Leopold Spitalny. WJZ WCKY kdka wtk wv wwm wlf wv wwm
7:30—Phil Baker, comedian and Oscar Bradley's orchestra and guests. WABC WKRC WHAS WHIO wfbm wjr wgar wcau wadc wsb wvwa wbt wgst
—Fireside Recitals, featuring Helen Marshall, soprano; Sigurd Nilssen, basso; Frank St. Leger, pianist-composer. WEA F WSAI wmaq wgy wdf wtm wvj who wv wwm wlf wv wwm



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

PROGRAMS FOR MONDAY, NOVEMBER 8

(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.

Wgy kvoo wfla wmaq wdf wjw who kstp
wfaa wave wire wtam kyw
-Pick and Pat in Pipe Smoking Time,
blackface comedy and music; Edward
Roeder, baritone; Benny Krueger and his
Orchestra. WABC WKRC WHAS wjr wbbm
whk kmbc wcau wbt wad



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



PROGRAMS FOR TUESDAY, NOVEMBER 9



(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Tuesday, November 9, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules.

WCKY WLW WKRC WSAI WCPO WHIO WLS-WENR WSM WHAS

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME. Detailed list of network programs including 'Poetic Melodies', 'Easy Aces', 'Hollywood Mardi Gras', and 'The Vagabonds'.

Phil Baker carries several packages of gum with him every day but chews only during program rehearsals.

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

PROGRAMS FOR WEDNESDAY, NOVEMBER 10

(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.

Notes and program details for various stations including WJZ WCKY, WJZ WLS, WJZ WKRC, WJZ WHIO, WJZ WSM, WJZ WHAS, WJZ WLS, WJZ WKRC, WJZ WHIO, WJZ WSM, WJZ WHAS.



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

PROGRAMS FOR THURSDAY, NOVEMBER 11

Table with columns for radio stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective programs and times. Includes sub-headers for Eastern and Central Standard Time.

NETWORK PROGRAMS (NBC-CBS) EASTERN STANDARD TIME

7:00—Poetic Melodies: Jack Fulton, tenor, and Franklin McCormack, poetic reader. Carlton Kelsey's Orchestra. WABC WKRC wadc wvva wbt wgar wcau

—Rochester Philharmonic Orchestra: Jose Iturbi, conductor. WJZ WLS WCKY kdka wham
—Major Bowes' Amateur Hour. WABC WKRC WHIO WHAS wjr wbbm wgar wcau kmox wadc wcco wbt wgst

Society Editor
Film actress
Claire Trevor has the feminine lead in "Big Town" heard over the WABC-Columbia network, including WKRC, WHAS, and WHIO, every Tuesday at 8:00 p. m. (E. S. T.).



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

PROGRAMS FOR FRIDAY, NOVEMBER 12

(EASTERN STANDARD TIME)

(CENTRAL STANDARD TIME)

Grid of radio programs for Friday, November 12, 1937, listing stations (WCKY, WLW, WKRC, WSAI, WCPO, WHIO, WLS-WENR, WSM, WHAS) and their respective schedules.

Summary row of station call letters: 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 McCormack, reader, and Carlton Kelsey's Orchestra. WABC WKRC wgar wadc wcau wvva wbt
7:15—Song Time with Betty Grable and John Payne. (CBS) WKRC WHAS WHIO wadc kmox
7:30—Louis Panico's Orchestra. (NBC) wgy wtm wmaq wire wdfc wbp kyp wst who
7:45—Boake Carter, news commentator. WABC WKRC WHIO WHAS wjr wgar wbbm kmox wcau wcco kmcb wbt
8:00—Grand Central Station, dramatic sketch. WJZ WCKY WLS kdka wvh whk wire wham
8:15—Hammerstein's Music Hall: Ted Hammerstein, m. c.; Jerry Mann, comedian, guest star, and Music Hall Orchestra. WABC WKRC WHIO WHAS wjr wgar kmox wbbm wfbm kmcb wcau wcco wadc wbt wjz
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

8:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAFF WSAI wgy wtm wmaq wjz wdfc kyp who wire
8:30—Hollywood Hotel: Musical Revue; Brian Aherne and Olivia De Havilland in "The Great Garrick," guests; Frances Langford; Jerry Cooper; Anne Jamison; Ken Niles; Raymond Paige's Orchestra, with Ken Murray and "Oswald". WABC WKRC WHAS WHIO wjr wbbm wgar kmox kmcb wcau wadc wbt wcco wgst wwl
9:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAFF WSAI wgy wtm wmaq wjz wdfc kyp who wire
9:30—Tommy Dorsey and his Orchestra. "Ask Yourself Another;" Edythe Wright, vocalist; Paul Stewart, announcer. WJZ WCKY WLS WSM kdka whk wvh whk wwo
10:00—To be announced. WJZ WCKY kdka whk wvh whk
10:30—The Songshop, starring Kitty Carlisle, Frank Crumit, m. c.; Reed Kennedy; Alice Cor-

nett; Songshop Quartet, the 22-Voice Glee Club, direction Ken Christie; 47-piece Orchestra, direction Gustav Haenschen. WABC WKRC WHAS WHIO wjr wgar wbbm wcau wadc wbt kmcb wgst wwl wcco wbm
9:00—Waltz Time, with Frank Munn, tenor; Lois Bennett, soprano; Manhattan Chorus; Abe Lyman's Orchestra. WEAFF WSAI wgy wtm wmaq wjz wdfc kyp who wire
9:30—Hollywood Hotel: Musical Revue; Brian Aherne and Olivia De Havilland in "The Great Garrick," guests; Frances Langford; Jerry Cooper; Anne Jamison; Ken Niles; Raymond Paige's Orchestra, with Ken Murray and "Oswald". WABC WKRC WHAS WHIO wjr wbbm wgar kmox kmcb wcau wadc wbt wcco wgst wwl
10:00—To be announced. WJZ WCKY kdka whk wvh whk
10:30—The Songshop, starring Kitty Carlisle, Frank Crumit, m. c.; Reed Kennedy; Alice Cor-



## "PERSONALITIES ON PARADE" PRESENTS 2 SEA-GOING YOUTHS

Frank Strother and Jay Carlisle, both 21 and residents of Hyde Park, will be the featured guests on "Personalities On Parade," over WKRC, Saturday, at 9:30 p. m. (E.S.T.), a local program which is rapidly gaining popularity among radio listeners.

These two youths, neither of whom had been on the water before, sailed a 18-foot skiff from Barnegeat, N. J. to Ft. Lauderdale, Fla., via the Atlantic Coast intercoastal waterway in six weeks. They will tell of their adventures on the program when interviewed by Marsha Wheeler.

"Personalities On Parade" is sponsored by RADIO DIAL and is heard each week at the same time.

### TEN EYCK SCRIBBLES

(Continued from page 4)

the world. Bob spends his mornings sleeping, his afternoons golfing, his evenings doing the social butterfly act, and his Saturday noon hour collecting his pay as an official of WRVA at Richmond, Va. . . . On to the attack of the microphones you rigid code announcers. One program a day, a desk and a pair of spurs on my feet to keep them from slipping off the desk will suit me.

\* \* \*

My childhood ambition to be a champion has somehow been thwarted however, and then came our radio advertised breakfast foods. But there are at least four breakfast foods cluttering the airwaves whose individual sponsors insist are the favorites of all the champions in all the sports. Lou Gehrig proved this one night but memories are notoriously short but no shorter than his. He couldn't even remember which one it was that gave him such brawny muscles. I do wish though that they'd all get together and kind of apportion the champions among them so the claims wouldn't sound as ridiculous as does this column.

### Penner's Singer



Julie Gibson, young and lovely, is the new feminine singer of Joe Penner's Sunday night musical and comedy show, heard over the WABC-Columbia network, including WKRC and WHAS, from 6:00 to 6:30 p. m. (E. S. T.).

### WCKY Discovery



Jayne Rohan, attractive personality singer, is a regular feature on WCKY at 11:30 a. m. (E.S.T.) every Tuesday, Wednesday, Thursday and Friday. Miss Rohan, "discovered" by WCKY studio officials several years ago when in her early teens, now ranks as one of Cincinnati's outstanding radio singers. A network career is predicted for her.

### "Heart Breaker"



"Heart Breaker" is the name of Helen Musselman's coiffure. Helen is starred in the serial, "One's Man's Family," which is heard over the NBC-Red network, including WLW and WSM, Wednesdays at 8:00 p. m. (E. S. T.).

### AROUND THE DIAL

(Continued from page 5)

A full-hour program by the Philadelphia Orchestra is always first page. But when that program falls on Monday evening (NBC-WCKY, 9:00 p. m.) it deserves an eight-column head. For reasons still undisclosed, Saturday and Sunday are radio's traditional symphony days. Maybe there wasn't room for the Philadelphia orchestra's program in week-end schedules. And maybe—daring thought—it dawned on the powers that people will listen to good music other nights. Anyway, the Monday spot shows intelligent timing.

\* \* \*

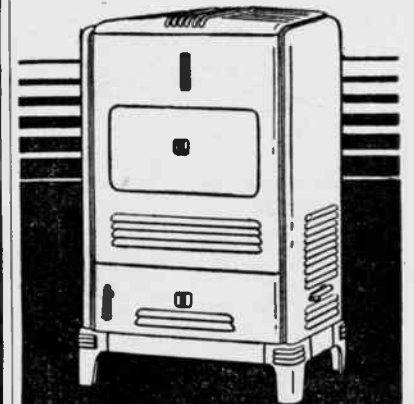
Joe Penner's comedy still consists of a maudlin laugh and brute-force puns. Well, radio has built impressive reputations out of less.

\* \* \*

The resumption of NBC's Spelling Bee (WCKY, Sunday, 1:30 p. m.) brings back Paul Wing, just about the best man for that difficult job radio has uncovered. He's courteous yet always in command of the situation. He's an able showman, but doesn't stoop to ringmaster tactics. As much as the competition itself, he makes the half-hour very pleasant listening.

## BEST INVESTMENT

YOU CAN MAKE FOR YOUR FAMILY



GENUINE ESTATE HEATROLA  
PAYS BIG DIVIDENDS  
IN COMFORT, HEALTH,  
HAPPINESS

Come in—let us show you how the Estate Heatrola pays for itself, with the money it saves in fuel.

You Can't Pay for a Heatrola  
. . . It Pays for Itself

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).

## Music for Madame

"MUSIC FOR MADAME" is the title of the heart-thrilling program Stevens' Furs brings you every Sunday, Tuesday and Thursday, at 1:15 P. M., and every Monday, Wednesday and Friday, at 6:15 P. M. Listen to the glorious, romantic voice of Ralph Nyland as he sings to lovely ladies everywhere over

# WSAI

CINCINNATI'S OWN STATION

The Crosley Radio Corporation

### BOYS WANTED

Earn Extra Money for  
CHRISTMAS

Easy, Pleasant, Profitable  
Work

Call CHERRY 0710 or

Write RADIO DIAL  
22 East 12th St.  
Cincinnati, O.

**SPOTLIGHT**

(Continued from page 5)

see the name of their business on the same front page, yet the space is not for sale.

Some schools frown on broadcasting their games, using the argument that it keeps people from the contests. To my way of thinking, and I am not using my radio teaching to form my opinion, all things being equal, the football fan will want to see the game rather than listen to it.

Radio, on a day like the one which showed up October 23rd of this year, snow and cold weather being the or-

der of the day, might hurt the attendance at the games. But how about the advertising the air lanes give to the gridgers, every other word is Ohio State's ball is on the Northwestern ten-yard line. The average radio listener would never stand for the name of a product, on a commercial broadcast, to be tossed his or her way every few seconds, yet the football fan hears a "plug" for the colleges and never even considers the advertising value of the broadcast to the schools playing the game.

A sports announcer airing the games in a clean-cut, colorful (without too much of the same) manner can build up instead of knock down the attendance figures. Then, too, how about the people who are confined to their homes with illness, fans who live in the smaller outlying towns, men and women who have to stay at their jobs on Saturday afternoons? Radio has given these people a seat on the fifty-yard line.

The sports announcer these days, at least the fellows airing the larger games, really "bear down" in getting the information you hear on the afternoons when the games are played. The fellow who tells you about the games usually arrives at the scene of action on the Thursday before the game. He spends his first day get-

ting the facts and figures about the home team. On Friday, when the visiting team arrives, the sports speller takes out after the men away from home.

From the coaches, the announcer will learn the formations to be used, single or double wing back, whether or not the teams use a shift, the passers and kickers, in fact, all the information that can be collected is catalogued and studied. It is no longer a job where the announcer arrives an hour before the game, borrows a pencil from one of the students, if the student has a pencil, and waits for the public address system to announce the opening lineups.

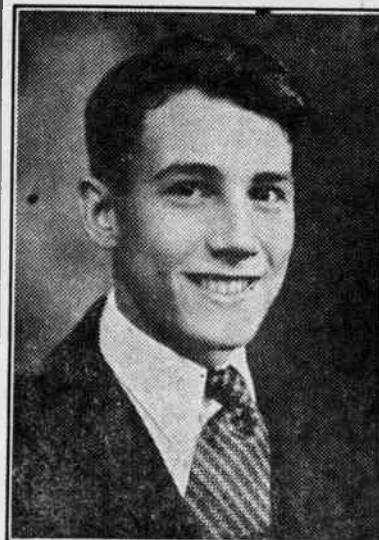
Play-by-play announcers have the lineups long before the man on the stadium loud speaker gets hold of the same.

Coaches have learned to trust the spellers with inside information about their teams and the men in the broadcasting coops have kept the confidences placed in them.

All in all, football has grown to be a big business, but the game is still the thing which counts most.

(Editor's Note: Next week, Dick Bray will write about the manner in which games are scouted. If any readers have questions on football they would like answered, just write to RADIO DIAL and your problems will be turned over to Dick to be answered in his column or by mail.

**'KRC's Bob Geis**



There's another new name on the roster of announcers at WKRC and it's that of Bob Geis. Bob hails from Canton, Ohio, where he worked at WHBC. A graduate of Kent State University at Kent, Ohio, the home of Governor Davey, Geis had been in radio for the past four years. He is heard daily except Sunday on the morning news program broadcast over WKRC at 7:15 a. m. He is twenty-five years old, 5 feet 6, has black hair and brown eyes and it's rumored that there's soon to be a Mrs. Geis.

**Cooking Authority**



An outstanding authority is brought to the air in WCKY's new series, "Martha Lane's Kitchen," heard at 9:45 a. m. (E.S.T.) over WCKY each Friday.

For over 20 years Mrs. Lane has been an expert on home economics. On her new program, sponsored by the millers of Puritan Maid Flour, she is assisted by Yale Whitney, ace announcer, and the staff of her \$1500 Hollywood kitchen.

Vina Bovy, Rene Maison, Norman Cordon and George Cehanovsky also are featured with Richard Bonelli and the orchestra under the direction of Pietro Cimini. This will be the fifth in the series of San Francisco opera broadcasts.

**TEETH EXTRACTED**

by **GAS**

or Novocaine



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Teeth  
Replaced

One-Day  
Service

**DR. LOUIS POLLACK**

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**WATCH REPAIRING**  
MAIN SPRING-JEWELS-STEM-CROWN  
AS LOW AS  
**MAURY'S** WATCH 15¢ ANY SHAPE  
CRYSTALS  
8 EAST SIXTH NEXT TO PALACE THEATRE

For a really unusual program

tune in

**Mary Margaret McBride**

former newspaper editor  
and columnist

over

**WKRC**

55 on your dial

**Monday, Wednesday and Friday**

at

**12 o'clock noon (EST)**

WKRC is owned and operated by the Columbia Broadcasting System, Inc.

**FIVE STARS  
FEATURED IN  
COAST OPERA**

Richard Bonelli and four other famous opera stars will be heard in the second and third acts of Massenet's opera "Manon," from the War Memorial Opera House, San Francisco, over the NBC-Blue network, including WCKY, Wednesday, November 10, from 11:30 p. m. to 12:45 a. m. (E.S.T.).



"Dance to the Music of the Nation's Finest Orchestras"

**LITTLE JACK LITTLE**

AND HIS ORCHESTRA

FRIDAY, - NOV. 5th

SATURDAY, NOV. 6th

SUNDAY, - NOV. 7th

Special Friday

**BIG APPLE CONTEST**

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

**7 TUBE  
Magic Tuning Eye  
RADIO**



A REAL VALUE  
TERMS  
50c WEEKLY

**16.95**

**FANTLE'S**

324 E. Fourth. MA. 4848



# RADIO DIAL CONTEST CLUB



"NEEDLESS to say that rhythm, or smoothness of expression, is an important quality in the compilation of contest entries" according to Estelle Pattillo, well known contest winner and writer.

In an article prepared for Contest News, Miss Pattillo feels this is not only a streamlined age, but, also a rhythmic one. So, under the heading "How To Acquire Contest Rhythm" she continues:

"The human ear is attracted by pleasant sounds and repelled by harsh, grating sounds. Just so, an entry that possesses the charm of well chosen and euphonious words is more apt to bring home a prize than an entry built on high-flown, stiff, cumbersome phrases.

"After all, contest entries are written primarily for advertising purposes, and all advertising copy must have a general appeal. Often a good entry is spoiled by a poor choice of words. In order to make their work stand out from the mass, contestants choose difficult, technical words and phrases thinking thereby to gain the uniqueness they desire.

"But the selection of simple words is justified when a study is made of the advertisements in the best magazines. For example, here are a few phrases taken from current advertisements: 'Pick of the Crop,' 'Hinds for Honeymoon Hands,' 'Choose Your Shoe for Style,' 'Launder and Like It'.

"Rhyme is often with rhythm. Rhyming is, indeed, a method of obtaining rhythm, but often when rhyme is attempted, rhythm is sacrificed. Especially is rhythm sacrificed when attempts are made to build difficult acrostics — and not only

rhythm, but also sensible construction. "Some tried and true methods of securing rhythm in contest entries are as follows:

1. Choice of simple words—usually of Anglo-Saxon origin.
2. Alliteration.
3. Syllabic Repetition.

"Alliteration brings a harmony of sound into the simplest words as in 'gray garlands of graceful moss'. Syllabic repetition is useful when a rhyme written in several lines would place the entry in the Mother Goose class. As, 'White clothes white, colored one bright, are a housewife's delight.'

"Remember, originality alone counts in contesting. But, with your notebook carefully compiled, it should be very easy for you to write an appealing entry when the big contest breaks. At your fingertips you should have all the attractive phrases and sentences in use, plus your own original productions. You will have but to choose the combinations which will make for clever, rhythmic entries."

About ten years ago one could count contest books and publications on the two hands and have some fingers left, but now its different. More than a hundred different books, booklets, pamphlets, treatises, magazines and newspapers have been published, all claiming to help people win more and bigger prizes. In addition, there have been a number of courses on how to win contests.

The Contest Club has refrained from officially endorsing any of them except occasionally quoting or calling attention to certain meritorious parts.

We believe that most of these publications have sufficient merit to justify their existence, but on the other hand we are convinced that most of them are priced entirely too high.

Due to the fact that a large number of Radio Dial readers have made inquiries about these publications, we are considering a general review of all the better known ones with a frank and unbiased published opinion.

If you would care to have this done, just drop us a postcard.

\* \* \*

Interesting facts continue to develop from the recently closed Old Gold contest. It is now stated that Cadet Staggs of the U. S. S. Ranger will not have the pleasure of spending the entire first prize he won. Four others helped him and will receive \$20,000 each. On October 9th Winner Staggs used a part of his to marry Miss Grace Glassed, of San Diego, a schoolday sweetheart.

The Curtis Publishing Co., of Philadelphia, is advertising \$20,000 in prizes. One thousand prizes, with \$1,000 as first. Details on application. Apparently based on the number of subscriptions submitted for *Saturday Evening Post*, *Ladies' Home Journal* and *Country Gentleman*.

The Brown Fence and Wire Company, of Cleveland, Ohio, offer \$500 in 50 cash prizes—\$250 first, for recipe and name for stove shown in catalog. Prizes doubled if purchase is made. Closes December 31.

Tim and Irene, for Admiracion

Purchase requirement.

*Liberty Magazine* has a new contest—\$500 to \$5, for counting objects in a picture and writing short statement.

Shampoo have changed their contest subject. It is now to complete "I Like Admiracion Shampoo better, because . . . ." in 25 words or less. Address 1440 Broadway, New York.

## SYMPHONY CONCERTS EUGENE GOOSENS CONDUCTING RICHARD CROOKS

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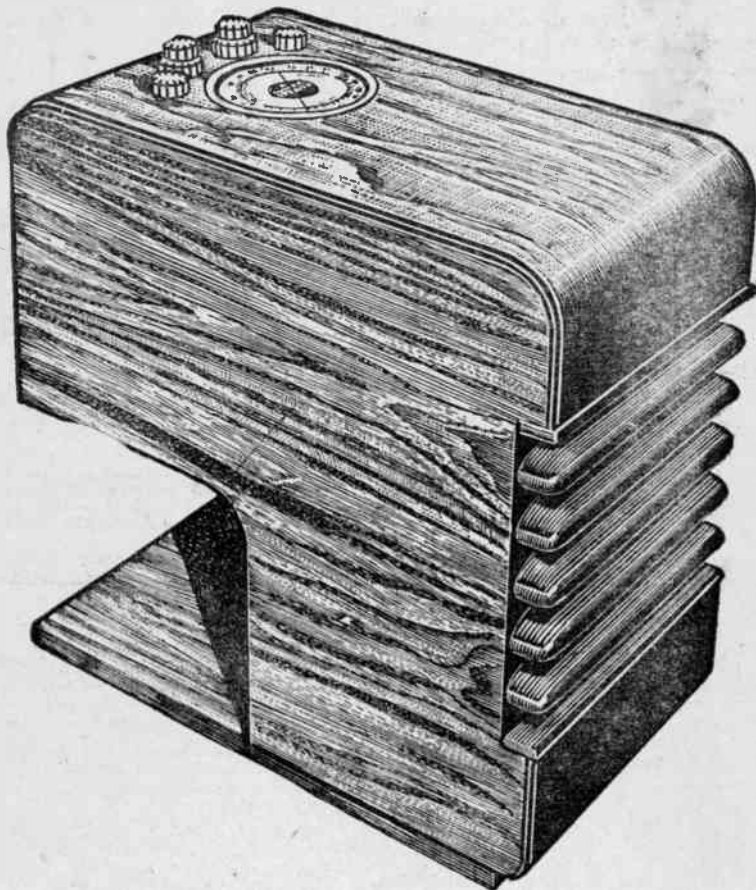
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