

RADIO DIAL

Volume I, No. 8

FRIDAY, JULY 10, 1931

Price 5c



Marian Talley, Kansas City's operatic sensation, will desert her mid-Western wheat farm and her voluntary retirement on Monday night (July 13) long enough to sing on the Packard concert at 9:30 through WLW and other NBC stations.

Miss Talley had an audition at the Metropolitan when she was 15. It was successful and Kansas City backed her from that time on until she made her debut four years later with such acclaim as has not rung from that audience in years. Outside and inside the opera house enthusiasm was unbounded. Before she was 25, she had sung in 120 concerts and had given 50 performances at the Metropolitan. Then a year or so ago she gave up the stage, bought herself a wheat farm, and said she was through with singing forever.

R. Strauss, Negro Choir, Appear in Lewisohn Concert

"Till Eulenspiegel's Merry Pranks" by Richard Strauss, and the Hall Johnson negro choir will be heard Sunday night (July 12) at 8:30 through WKRC when the Columbia network broadcasts an hour of the Lewisohn Stadium concert with Willem van Hoogstraten conducting.

The Strauss tone poem (not to be confused with the works of any of the numerous Johann

(Continued on page 3)

WKRC Carries Finals in Nat'l Tennis Tourney

Semi-final and final matches in the National Professional Tennis Tournament will be broadcast from Forest Hills, L. I., over WKRC and the Columbia network at 3 o'clock Friday afternoon (July 11).

Ted Husing, Columbia sports announcer, will follow the play from a special sound-proof booth in a corner of the West Side stadium. Microphones placed at the net and alongside the umpire's chair will pick up all of the sounds incidental to the tourney.

Outstanding contenders in the list of entrants for the professional crown, are "Big Bill" Tilden, Vincent Richards, Karel Kozeluh of Czecho-Slovakia, J. Emmett Pare, Robert L. Sellar, Albert Burke, Charles M. Wood and Howard Kinsey.

Explorer to Speak in Bill Schudt's Going to Press

George Palmer Putnam, publisher, author, editor and explorer, will speak during "Bill Schudt's Going to Press" at 5 p. m. Wednesday (July 15) with WKRC the local Columbia outlet.

A former newspaperman, Putnam is an officer of the Explorers Club, has been connected with many notable expeditions and has conducted explorations in the far north under the auspices of the American Museum of Natural History and the American Geographic Society. His wife is the former Amelia Earhardt, aviatrix. His young son, David Binney Putnam is the author of several books of his explorations with his father.

Alfred Fenboque, flutist from the Cincinnati Symphony orchestra, and John Quincy Bass, pianist, will play the College of Music program at WLW at 6:30 p. m. Sunday (July 12).



Boswell Sisters

The Boswell Sisters—Martha, Vet, and Connie, sing on the Columbia network through WKRC on Sundays at 6:45 p. m.

New Orleans-born, the Boswell Sisters were West Coast radio stars exclusively until the Camel Pleasure Hour brought them east by fast train from San Francisco as guest trio. They sang their close harmony with their deep Southern drawl so successfully that they were called back again, this time to stay as Columbia staff members.

It's obvious that they really are sisters. Vet is really Helvetia. And if you want to be New Orleans about it, Martha becomes Mahtta. Each sister has her own individual microphone talent. Connie is regarded as the best "blues" singer and has her own program which WKRC carries at 9 p. m. on Wednesday. Martha plays all the accompaniments

(Continued on page 2)

H. G. Wells Will Broadcast from London Monday

H. G. Wells, English author, will be heard in a broadcast from London at 3:20 Monday afternoon (July 13) with WYRC as the local Columbia outlet. His subject will be an impression of Russia in the Melting Pot.

Wells made a personal tour of the Soviet Union in 1920 and later published "Russia in the Shadows." His interest and research in the development of Russia has continued since then. In both novels and articles, Wells has been conspicuous for his speculations as to the world of the future.

Former Picture Idol Takes Radio for "Come-back"

Francis X. Bushman, one time idol of the motion pictures, will be heard in the Armour program at 8:30 every Friday night for 10 weeks beginning this week (July 10). WLW is the local NBC outlet.

For 10 minutes of each broadcast, Bushman will entertain his listeners with his impressions of the stars he has known during his motion picture career. He will also talk about interesting episodes in the production of the many so-called "epic" pictures. Among these "picture briefs" will be the story of the filming of "Ben Hur" in which he played "The Mighty Messala."

It is not known whether or not he will mention his late publicity-drawing statement that he would welcome proposals of marriage from wealthy women.

Bushman has been in the theatre for more than 30 years and has played in more than 150 stage productions and more than 100 pictures.

The Jewish Art program on WKRC and the Columbia network is broadcast on Friday afternoons at 4 o'clock instead of on Sunday mornings.



Ruth Etting, syncopating songstress and one of the brightest stars in the brilliant firmament of Ziegfeld's new "Follies," will sing four of her special arrangements of new tunes as guest artist on the Chase and Sanborn program through WSAI on Sunday night (July 12) at 7 o'clock. Dave Rubinoff's orchestra plays the program.

Dixie Dugan Series is Dramatized in Liberty Hour

J. P. McEvoy's sketches, "The Adventures of Dixie Dugan," will be heard over WKRC every week as part of the Liberty Radio Hour on Friday at 8 o'clock. Other highspots include playlets, featuring Sandy, Lil and Little Ulysses; addresses by prominent persons; Hollywood gossip by Frederick Smith; introduction of a new mystery character "Vox Pop."

Two St. Louis Games Will Be Aired by WFBE

When the Reds clash with the St. Louis Cardinals in St. Louis on Friday, July 10, and Saturday, July 11, Harry Hartman of WFBE will give fans a play-by-play account of the games. Because of the difference in time, the broadcasts will be at 4:15 p. m.

Complete Radio Programs Begin on Page 4

Weekly RADIO DIAL

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NATALIE GIDDINGS, Editor

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Have You Won Your Prize Today?

Regardless of whether business in general has turned the now well-known corner, these certainly are boom times for the great contest industry. Anyone who hath ears and listeneth to radio can scarcely be unaware of that.

In their big-hearted way, the sponsors of heaven-knows-how-many programs are fairly showering prizes on listeners: ginger ale, cars, motor boats, radio sets, books, and vacation trips among other things, not to forget mere money in cow-cholding \$10,000-batches. If the bull market keeps up, the sponsor who does not give away something really handsome will be black-listed as a piker.

To be sure, these glittering prizes are not handed over just for the asking. To win one, you must dash off a knockout slogan, a high-pressure letter, a smash advertisement, or guess something or other. But that is no trouble at all. The announcers say so quite positively.

With such rich takings to be had for a few minutes of simply fun, we begin to wonder why anyone bothers to work. By comparison, investing in sweepstake tickets is the plodder's way.

But why this contest stampede? Some listeners, more curious than grateful for two-handed generosity, have been asking that prying question. Just between ourselves, the answer is mail and yet more mail.

To be sure, publicity crowds into the picture too. (Doesn't it always?) However, the lead role goes to mail.

The one doubt that besets every sponsor is "how many people are hearing my program?" The more letters, the more listeners, runs the accepted dictum. "Therefore," reason the broadcast promoters, "if we put on a contest that brings in ten times as many letters, this proves that we have ten times as many listeners."

There is a bare possibility that something else could be said about that.

It's a Boy!

Bradley Kincaid, "the mountain boy" of WLW, is the proud father of a nine pound son who has been named William Bradley, Jr., although the Bradley and Junior are to be dropped from the name.

At Christ hospital where he and his mother are spending this week (he arrived on July 1 at 4 a. m.) he is being called "Billy Boy," not so much because his name really is William but because that is one of his father's favorite songs.

Billy Boy has two-year-old twin sisters waiting in College Hill to welcome him home and planning to share their beds, their little chairs, and their toys with him. They too, have radio names, Barbara and Allyne. Had there been only one little girl, she would have been called Barbara Allen after the ballad that their father has most often been asked to sing. When two little girls arrived, however, the name had to be divided and made over a little.



Mabel Jackson, soprano, and Mary Alice Cheney, contralto, who left WLW for New York a year ago, have been engaged by the Columbia Broadcasting System to sing every Friday at 9 p. m. beginning next week (July 17), in the Pillsbury Pageant, a new program sponsored by the Pillsbury Flour Mills. WKRC will carry it.

They will sing in a mixed quartet under the name of "The Song Birds." Toscha Seidel, violinist, known locally for his Sunday afternoon concerts; Theo. Karle, tenor, and an orchestra directed by Sam Lanin complete the feature.

Around the Dial

By THE DIAL TWISTER

The ancient superstition about programs slumping in summer takes it on the chin again, this time from the new Packard series (Monday at 9:30 p. m., on WLW). Geraldine Farrar's radio debut always enlists a big following at any old season. The other solo stars are dazzling too. Not to overlook Nat Shilkret's symphony orchestra. This dialer shares with many a ripening admiration for the versatile maestro.

Hank Simmons' Showboat celebrated its fourth air birthday last Saturday night (WKRC at 9 o'clock). In case anybody asks you, four years is advanced senility for a radio act. But there's nothing senile about the Showboat. It still packs them in week after week to hear that villain's "dirty laugh" among other choice morsels. Four years looks like just a good start.

Brass bands are coming into their own sure enough. The latest proof of that is the new Nash Motors program (WSAI Tuesday at 8 p. m.). Its bright spot is Max Bendix's band, and a rattling good one. Of course, there's a historical sketch, too, if you can find your way around the "amplifier of the air" and what not. But that band of Max's is a show by itself. Plenty of Sousa in its program, which peevish nobody either.

Yes, and that Manhattan Guardsmen Band (WSAI Sunday at 2:30 p. m.) rates a listen, too, if you crave foot-lifting brass. Harold Sanford swings the baton, and mixes in good concert numbers with snappy marches. Looks like the great band drought is about broken. Let her break eh?

Mixed choruses are making the comeback many listeners have been hoping for; as witness the Witherpoon Singers (Sunday at 9:30 a. m. over WLW). This mighty well balanced group does the kind of program that can't be duplicated by any other ensemble. What's more, you're sure to find a favorite song among their selections.

The same Harold Sanford mentioned a minute ago also directs the series of Gilbert and Sullivan operettas that are keeping plenty of sets busy Sundays (WSAI at 4 p. m.). They don't write music of lines like those today. Besides able singing, there's enough dialogue to keep the story moving. And believe it or not, the performance runs a full hour.

Those Philco programs (Tuesday at 8:30 over WKRC) are keeping up the pace that kills boredom for lovers of real music. Howard Barlow's symphony orchestra doesn't need to ask odds from any of them, and his programs are consistently high-class.

Speaking of consistent, how about Phil Cook? Making 'em laugh every night (WLW at 6:30) is a man-sized chore. But Phil does it, makes you like him besides. Now he's got "Puffy" doing a trick giggle, just when most of us thought we were good to manage the "O. K., Colonel." Army of voices hardly says it.

The Dutch Masters feature (WKRC, Friday at 7:30 p. m.) is one you can count on for once popular songs that date back anywhere from five to thirty or more years. Ever notice how those old tunes revive the days they used to be part of?

The College of Music program (WKCY, Sunday at 7:30 p. m.) is one you shouldn't pass up if you're looking for something considerably above average. Both the material and its performance are satisfying.

Dr. Howard W. Haggard's series of talks on "Devils, Druggs, and Doctors" (Sunday at 7 p. m. over WKRC) continues to be as informing as it is easy to listen to. The subject may be medicine. But it's far from a bitter dose.

That Christian Glee Club (WKCY, Wednesday at 7:30 p. m.) is always a good bet when you're looking for close harmony.

Perazzo Selects All-Grieg Music for Organ Concert



Eugene Perazzo, one of WLW's organists, will play a program of music by Edward Grieg next Friday (July 17) at 11:30 p. m.

His program includes the prelude to "Olav Trygvason," Berceuse, the first Peer Gynt Suite, Heart Wounds, To Spring, and March of the Dwarfs.

Perazzo is a violinist and pianist as well as an organist. Born in Italy, he later returned there to study at the Royal Conservatory in Milan, Italy. He plays the Vix Celeste program on Friday night at 11 o'clock.

Four Centuries Adds Only Ten Years to Lives

Four centuries of medical practice have added not more than 10 years to the expectancy of life of people who have reached the age of 27.

That statement is by Dr. Howard W. Haggard who talks on Devils, Drugs, and Doctors in the Kodak program through WKRC and Columbia at 7 o'clock Sunday night. It is part of his talk for this Sunday (July 12) when he will review medical innovations throughout the centuries, taking as examples 10 kings who lived more than 400 years ago.

Hy Rye and Willie Winsom, wise-crack, strum guitars and ukles, and recite their comical adventures in the Rubel Baking Company program on WKRC at 7:15 p. m. Tuesday and Thursday. Although they have been on the air for some time, they have just begun a new kind of radio act full of funny patter, instrumental, music and songs.

Artistic Temperament?

Premier Wakatsuki of Japan who was scheduled to broadcast by short wave from Japan on the morning of July 4 through NBC stations including WLW at the last moment canceled his microphone engagement without giving a reason. Japanese music from Tokyo filled the time announced for the Premier's talk.

Whiteman Uses

New Microphone

Paul Whiteman's Paint Men (WLW Friday at 8 p. m.) use a new "parabolic directional microphone" to pick up their music. The microphone is something like a shallow dish with a regular microphone fastened to and facing its center. If you can understand it that way, NBC radio engineers will explain to you that the parabolic directional microphone functions like an automobile headlight except differently. With the headlight, the rays of light leave from a point. In the microphone the sounds go into the point of the so-called "howl" to be picked up. The microphone is reported to give a new kind of "perspective" in ensemble music broadcasting.

Old Maestro

Back in Chicago after a tour of the Middle-West, "Old Maestro" Ben Bernie begins a new weekly series of sustaining programs over the Columbia network (July 5), 11:30, which WKRC will take Monday and Friday at 11 p. m.

Boswell Sisters

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and sings too. Net is "jack-of-all-trades" and harmonizes, plays several musical instruments, and can imitate the "plunk-plunk" of a banjo perfectly.

Their first public appearances were as a trio playing piano, cello and violin. Connie was only 7 when she played solo cello with the New Orleans Philharmonic orchestra.

Each sister has a hobby. Martha's the cook and her Creole gumbo is famous. Net sews, designs costumes, and tap dances. Connie models little figures out of soap, rock salt, butter, and even onions. She also plays "musical glasses" and once ruined her mother's best crystal set perfecting the accomplishment. They're full of ideas. Once they solved the problem of overcrowded studios in San Francisco by drawing a diagram of trapezes and turning bars as a means of getting from one end of a room to the other over heads of musicians. They only quarrel at rehearsals.

You Should Know---Ted Husing

Boys who a generation ago wanted to grow up to be cowboys, firemen, or "cops," now have little boys of their own who want to be radio announcers.

To the radio listener, the announcer seems a cross between the drum major of a college band, a matinee idol, and the kind of a fellow who gets passes to every show from the circus to Broadway successes. In reality, a radio announcer who really is something beside a voice that reads what someone else writes, is a hard-working individual who does about three times as much work as a man in an office.

Take Ted Husing of the Columbia Broadcasting System, for instance.

Husing is said to be possessed of more nervous energy than any other radio announcer. He hasn't an ounce of fat on his wiry frame and yet during a football broadcast he sheds as much as five to seven pounds. He never stops going, never seems fatigued. He spent the entire night and part of the next morning before the Taft funeral broadcast in the morgue of a Washington newspaper, gathering data that he considered absolutely essential for the job ahead of him. Then he went out and talked almost steadily for three hours during Columbia's report of that moving event.

Last summer he finished three play-by-play broadcasts of the international polo matches and the finals of the men's singles tennis tournament just in time to catch a train to Newport for the broadcasts of the America's Cup Races. Most of the next six days he spent, on his feet, on the bridge of the Coast Guard Cutter "Champlain." Most of the nights he was tutored by Herbert Stone, a yachting expert, in the mysteries and intricacies of yacht racing. He returned to



New York after that gruelling schedule, thin and drawn, but full of enthusiasm and eagerness to begin preparations for the impending World Series and the 1930 football season.

He is a tyrant with his engineers, an intolerant martinet with his assistants and co-workers, but they would all cut off an arm for him, they say. That is the measure of Ted Husing.

Ted was born Edward Britt Husing 29 years ago in a town just nicely inside the border of the United States—Deming, N. M., but he moved with his family to Gloversville, N. Y., where the Erie Canal and its banks supplied the background for his early athletic activity. He threw himself, as he does now, into the thick of everything, and was the natural leader of his own gang of kids.

When his family moved to New York, Ted entered Stuyvesant High, where he went in for basket ball, football, baseball and boxing. The war interrupted what vague plans he had for college. Ted added a few years to his right age, and although he never saw the Western Front, he did manage to get as near France as Governor's Island where he was a physical instructor in the training camp.

The end of the war found Ted restless and without plans for the future. The comparatively dull routine of college did not hold any appeal and the next few

years he spent playing professional sports in the fall and winter and roaming the country during the summer months, hitch hiking or riding the rails.

Between then and the time he was picked from 609 other applicants as an announcer at WJZ, he had only about two permanent jobs. Selling wicker furniture held his interest for a month or two, and the only other job was as a runner with a Wall Street firm. That lasted for two weeks at \$12 dollars a week. The second week he was there, Jess Willard met Jack Dempsey for the heavyweight championship of the world. Ted bet the head of his firm a week's salary that the Manassa Mauler would knock out the hulking cowboy, Willard, in the fourth round of the fight. The employer gave him odds of 10 to 1, and Ted quit his job with \$120.

With his immense energy and concentration Husing learns all there is to know about any job that interests him. Announcing interested him from the start and it still does. Within six months after entering radio he was introducing the President of the United States to 50,000,000 people. Two weeks before the International Matches at Meadowbrook last summer he had never seen a polo match. He spent every free afternoon watching practice sessions, spent nights in the public library studying, and later was able to astonish Herbert Reed, who worked with him during the International Matches, with his sound knowledge of the game.

Ted Husing is as much a part of Broadway as Times Square. He wears the most astonishing clothes, including a blue tuxedo—clothes that would make a matinee idol look shoddy. If necessary, he can talk at the rate of 300 words a minute.



Mme. Valia Valentínova is one of the featured artists of "Around the Samovar," a Columbia program that WKRC has booked for 8 o'clock Sunday night (July 12.) Mme. Valentínova, former prima donna of the Petrograd Grand Opera Company, escaped from Russia disguised in an old suit of her father's.

Senator Needs Two Radio Sets to Stay Within Law

U. S. Senator Arthur Capper of Kansas requires two radio receiving sets to keep within the law.

He keeps one in his office and one at home. The necessity revealed itself when he was hurrying home from his office at the nation's capitol. A nervous to hear the six o'clock Amos 'n' Andy program, the Senator's foot became a little too heavy on the accelerator. One of Washington's efficient officers stopped Senator Capper, and addressed him with the usual "What's the big idea?"

"Hurrying home to hear Amos 'n' Andy," the Senator replied.

Convinced that this was a new alibi, the officer released the Senator, who promptly, in his desire to obey the traffic laws, ordered a receiver installed in his office so he can now hear the broadcast of his favorite program without "speeding" home when official business keeps him until late afternoon.

Richard Strauss

(Continued from page 1)

"Blue Danube") Strauss family) tells the story of "Till Owl-glass," a traditional bad boy in medieval German folk lore. Witty and audacious he is the darling of the people but his rogueries are their despair. The music depicts him riding through the market place, scattering merchandise to the four winds; disguised as a monk; making love to the village helles; and taunting a group of professors. He goes from bad to worse until he is hailed before a court and is sentenced to death with every detail of the trail plainly understandable in the music.

The Hall Johnson choir, a group that strives at preserving the emotional content of traditional negro tunes rather than polished musical perfection will sing "Dis Ole Hammer Killed John Henry," "Water Boy," "Eastman," and "St. James Infirmary Blues."

Our Dially Dozen

By DON BECKER

Salt—of the "PEANUTS" variety—and I went a-golfing the other day.

We're both consistent golfers. Consistently Lousy.

However, through some inconceivable impulse, probably due to the adversity of inanimate objects, Salt's ball wended its way to the hole sooner enough for him to chalk up a "BIRDIE" (pronounced "one under par").

"WHEEL!" yelled Salt. "That's the first Birdie I've had since I played the Paramount in Brooklyn."

George Lloyd of WLW is suffering from severe wounds, inflicted by blunt instruments.

Cause: He actually told this: "They had to put Stribling in packed ice the other night—to keep him from SCHMELLING!"

A poor old musician (ha! ha! ha!) walked into WCKY the other evening and said to Jerry Akers: "Would you please give me fifty cents to help buy a poor ukulele player?"

Jerry pondered. Then he spoke! "Here my good man. Here's a dollar. GO BURY TWO UKULELE PLAYERS!"

WHAT YOU KNOW ABOUT ROBERT BURDETTE AND MURRAY HORTON

Many questions come to this department asking if Bob Burdette and Murray Horton are married.

We don't know, but they've been going around together long enough. People are talking.

Murray Horton commonly called the "WALRUS OF JAZZ," has a wonderful band—AFTER ALL.

After all the other bands.

Favorite expressions of Murray Horton:

"Leave that part out, it's too hard."

"Lend me ten dollars."

Robert Burdette has several eccentricities.

He will not go on the air unless he has a microphone in the studio.

Mr. Burdette is very seldom absent from the studio. Only once during four years was he away for an entire week.

He tied his own exercises one morning!

Favorite sports of Mr. Burdette: Blowing up rubber frogs and scaring little girls.

Sneaking lollypops, which listeners send him.

Next week: EAST LYNNE.

Speaking of questions, we've one on our desk right now asking the "Politics" of Amos 'n' Andy.

We won't say for sure, but we'll wager they'll both be candidates for the next "Peepsidential election."

Dialaughingly yours,
DON BECKER.

The "rumba" craze is gently laughed at in a new song written by Muriel Pollock and Peter Dixon. The title is "Play An-otha' Rumba Numba" and tells of the yen of a roving sailor for a Cuban melody. Miss Pollock is the author of a number of popular melodies. Dixon, who writes "Raising Junior" for NBC, tries lyric writing from time to time.

Charles ("Broadway Melody") King is master of ceremonies of Club Valspar (WSAI at 8:30 Saturday nights.) Watch the program for guest stars from stage and screen.

Ramona

Ramona of the deep blue voice and the syncopating fingers will sing "Make Yourself at Home" and "Without That Man" with the King Edward Cigar Band at WLW next Saturday night (July 18) at 9 o'clock.

When asked how his Bavarian Peasant Band developed its unique style, Karl Weiss, who leads this group in the NBC studios, replied that they had "trained on good German beer."

Jean Paul King, NBC Chicago mike-man, always manages to get into the studio for the Clara, Lou and Em skit several minutes early to go through a piano duet with the staff pianist before the program goes on the air.

The Boswell Sisters, Connie, Vet, and Martha, will sing the following songs in their broadcast Sunday (July 12) at 6:45 p. m. on the Columbia network and WKRC: Singin' River; What'd Ya Do to Me; Parade of the Blues; Without that Man.

Arlington Cup Race is Moved to Sat., July 18

The Arlington Cup Race, which was scheduled to be run this Saturday (July 11) has been postponed one week. The race is definitely scheduled for Saturday, July 18, and will be described over the Columbia network and WKRC at 4:30 p. m. on that day.

All aspects of this Chicago turf classic will be presented over microphones placed at vantage points atop the roof of the grandstand, in the paddock and at the side of the track at Arlington Park. Pat Flanagan, WBBM, sports announcer, will be assisted by several leading turf experts in presenting a word-picture of the race and the ceremonies incidental to it. Either WLW or WSAI probably will carry the National Broadcasting Company's account of the running.

WKRC will carry a Lewisohn concert July 10 at 9 p. m.



Willem von Hoogstraten is conducting the Lewisohn Stadium concerts the coming three weeks with WKRC taking the music on Sunday nights at 8:30 from the Columbia Broadcasting System. The orchestra is the New York Philharmonic except for two or three new members. Fritz Reiner will conduct the orchestra for two weeks beginning the week of July 26.

Tuesday, July 14

- 5:00—Winegar's Bari Orchestra (CBS).
- 5:15—Cincinnati Trade School Program.
- 5:30—Winegar's Bari Orchestra (CBS).
- 5:45—Studio.
- 5:50—Eureka Baseball Scores.
- 5:55—Sports Review.
- 5:59—Burke Weather Forecast.
- 6:00—Home Furniture Co., Kate Smith (CBS).
- 6:10—Stocks, Coble & Tyree.
- 6:13—Time and weather.
- 6:15—Limit Program, with Dennis King (CBS).
- 6:30—Daddy and Rollo (CBS).
- 6:45—Camel Quartet hour (CBS).
- 7:00—Froy's Cremo Military Band (CBS).
- 7:15—Rubel Baking Co. Program.
- 7:30—The Hon Bons (CBS).
- 7:45—Studio Feature.
- 8:00—Henry George (CBS).
- 8:30—The Bristolers (CBS).
- 9:00—Ben Bernie and His Blue Ribbon Orchestra (CBS).
- 9:15—The Scholl Program (CBS).
- 9:45—Arlie Simmond's and His Orchestra, Coney Island.
- 10:00—Fyol Blackberry Dudes.
- 10:15—Studio.
- 10:20—Sports Review.
- 10:25—Happy Feet.
- 10:30—Bridge Lessons by Tom Collins Jr.
- 10:45—Arlie Simmond's Orchestra, Coney Island.
- 11:00—Green Witching Hour.
- 11:30—Time and weather.
- 11:32—Taconia Park Dance Orchestra

WLW (428 m.—700 kc.)

- A. M.—**
- 6:00—International Fiddlers.
 - 6:29—Bulova Time.
 - 6:30—Gym Classes.
 - 7:00—A. & P. Food News (NBC).
 - 8:00—Morning Devotions.
 - 8:15—Bradley Kincaid.
 - 8:30—Montgomery Ward (NBC).
 - 8:45—Miracles of Magnolia (NBC).
 - 9:00—Morning Ballads.
 - 9:15—Frances Ingrain (NBC).
 - 9:45—Fashionette.
 - 9:45—Preston Man.
 - 10:00—Murray Horton's Orchestra.
 - 10:30—Live Stock Reports.
 - 10:40—Organ and Vocal Solos.
 - 11:00—Island Serenaders.
 - 11:15—Swift Program (NBC).
 - 11:30—WLW Stars.
 - 11:45—River Reports; Time Signals. Noon—Tuxedo Trio.
- P. M.—**
- 12:15—Bulova Time.
 - 12:16—Hotel Gibson Orchestra.
 - 12:45—Market Reports.
 - 12:50—Live Stock Reports.
 - 1:00—National Farm and Home (NBC).
 - 1:30—Netherland Plaza Orchestra.
 - 2:00—Organ Matinee.
 - 2:30—Chicago Serenade (NBC).
 - 2:45—Kiss Proof (NBC).
 - 3:00—Mary Steele, vocal solos.
 - 3:15—U. S. Navy Band (NBC).
 - 4:00—Salt and Peanuts.
 - 4:15—Eunier Refk.
 - 4:30—Live Stock Reports.
 - 4:40—Organ and Vocal.
 - 5:00—The Hotentots.
 - 5:30—Jim and Walt.
 - 5:45—Lowell Thomas (NBC).
 - 6:00—Amos 'n' Andy (NBC).
 - 6:15—The Chatter.
 - 6:30—Southern Sinners.
 - 6:45—Baseball Scores.
 - 6:50—Ramona.
 - 7:00—Armstrong Quakers (NBC).
 - 7:30—Netherland Plaza Orchestra.
 - 8:00—Sterling Jack.
 - 8:00—Netherland Plaza Orchestra.
 - 8:15—Yeast Jamboree.
 - 8:30—Werk Bubble Blowers.
 - 9:00—Crimelights.
 - 9:30—Chevrolet Chronicles (e. t.).
 - 10:00—Cotton Queen Minstrels.
 - 10:30—Variety.
 - 10:45—Bob Newhall, Sports Slips.
 - 10:50—Estate Weather.
 - 11:00—Les Amigos.
 - 11:30—Moon River.
- Midnight—**Hotel Gibson Orchestra.
- A. M.—**
- 12:30—Henry Busse's Orchestra, Castle Farm.
 - 1:00—Netherland Plaza Orchestra.

WSAI (225 m.—1330 kc.)

- A. M.—**
- 8:00—Gene and Glenn (NBC).
 - 8:15—Campebell Soup Orchestra
 - 8:45—Records.



Here's the most recent picture of McCormick's Old-Time Fiddlers of WLW who just got dressed up right smart one morning for their early morning broadcasts (they're called International Fiddlers then) and had their picture taken just as they appear on the stage.

Left to right (seated) they are: "Ma" McCormick (who divulged that she married Pa when he was 25 and that was 33 years ago), Jerry Foy, who hails from near Bradley Kincaid's birthplace near Berea, Ky., and ("Big Foot") Ohmer Costleman, who says he was "brung up" with Frank Mills, fiddler, who is standing at the left of "Harmonica Mac" himself.

Mac has 52 harmonicas and uses all of them on the air. The biggest is more than a foot long, and the smallest is only an inch long and is fastened to his watch chain so he won't swallow it when he blows it.

Out of character though it is, they travel in a green and cream Packard sedan.

Tuesday, July 14

- 9:00—Mrs. Blake's Raido Column (NBC).
- 10:00—Talks by Dr. Ella Oppenheimer (NBC).
- 10:15—Radio Household Institute (NBC).
- 10:30—U. S. Army Band (NBC).
- 11:00—The Hellman Troubadors (NBC).
- 11:15—Sign Off.

P. M.—

- 12:50—Live Stock Reports from Prod. Coop. Comm. Assn.
- 1:00—Sign off.
- 2:00—Women's Radio Review (NBC).
- 3:00—Records.
- 3:45—Crosley Dealers Salute.
- 4:00—Lady Next Door (NBC).
- 4:30—Ringo Talkie (NBC).
- 4:45—Records.
- 5:15—Vocal Solos.
- 5:30—The Gossipers (e. t.).
- 5:45—Records.
- 6:00—Midweek Federation Hymn Sing (NBC).
- 6:30—Jerry Foy.
- 6:45—Larry Grueter, Accordion.
- 7:00—Blackstone Plantation (NBC).
- 7:30—National Dairy Virtuoso (NBC).
- 8:00—Nash Parade (NBC).
- 8:30—Fuller Brush Man (NBC).
- 9:00—Lucky Strike Dance (NBC).
- 10:00—Henry Busse's Orchestra, Castle Farm.
- 10:15—The Stebbins Boys (NBC).
- 10:30—Hotel Gibson Orchestra.
- 11:00—Sign Off.

Let

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Local—National—Spot

Wednesday, July 15
WFBE (250 m.—1200 kc.)

- A. M.—**
- 7:00—Voices at Dawn.
 - 7:30—Classified Directory.
 - 8:00—Shoppers' Hour.
 - 8:15—Mountain Valley Greetings.
 - 8:30—Starr Freeze (E. T.).
 - 8:45—Morning Musicale.
 - 9:15—Sunshine Special.
 - 9:45—Kieunan Home Chats.
 - 10:00—Brevities.
 - 10:05—Home Heating Program.
 - 10:20—Variety.
 - 10:35—Kelinator Program.
 - 10:50—Mrs. Evans' Questions and Answers.
 - 10:59—Simper Time.
 - 11:00—Acme Awning Special.
 - 11:15—Dance Frolic.
 - 11:45—Studebaker Champions (E. T.).
- Noon—**Organ Recital.
- P. M.—**
- 12:30—Vaudeville.
 - 12:45—Bellonby Luncheon Musicale.
 - 1:00—Starr Freeze Afternoon Melodies.
 - 1:15—Kroness Brothers.
 - 1:30—Matinee.
 - 1:45—Galvano & Cortez.
 - 2:00—The Parent's Forum.
 - 2:15—Ralph and Harlan.
 - 2:30—Serenade.
 - 2:45—Reds vs. Boston at Redland Field.
 - 4:30—Paul & Gene, "The Miniature Kings of Jazz."
 - 4:45—Vocal Recital.
 - 5:00—Lyric Hour.
 - 5:45—World Series Contest.
 - 6:00—Musical Interlude.
 - 6:15—World Series Contest.
 - 6:45—Berness Bord Travelogue.
 - 7:00—The Post Question Box.
 - 7:15—Dinner Dance Music.
 - 7:30—Harry Hartman's Sport Review.
 - 7:45—Nu-Co Painters.
 - 8:00—Lucky Boys.
 - 8:15—Dry Ridge Health Hints.
 - 8:30—Colonial Stages.
 - 8:45—Coney Island Dance Frolic.
 - 9:00—Tile-Way Fire-Proof Home Program.
 - 9:30—Jewish Commercial Program.
 - 10:30—Mountain Valley Varieties.
 - 10:45—Slumber Music.

WKRC (545 m.—550 kc.)

- A. M.—**
- 6:45—Sunrise Worship.
 - 7:45—Hill Billy Kid.
 - 7:50—Green Time.
 - 8:00—The Commuters (CBS).
 - 8:30—Tony's Scrap Book (CBS).
 - 8:45—The Old Dutch Girl (CBS).
 - 9:00—Oxol Feature (CBS).
 - 9:15—Marlam Flor-ez Beauty Program.
 - 9:30—Consolidated Merchants' Program.
 - 10:00—Full Measure Gas.
 - 10:15—Floraline Talk.
 - 10:20—Time and weather.
 - 10:24—Woman's Hour, Tremlette Tulley.
 - 10:45—Charles W. Reaume Studio.

Wednesday, July 15

- 11:15—Don Bigelow Orchestra (CBS).
 - 11:30—Columbia Revue (CBS).
 - 11:45—Drink-Mor Program.
 - Noon—Wurlitzer Music Box Revue.
- P. M.—**
- 12:30—Cincinnati Merchants' Program (CBS).
 - 1:00—Farm Program (CBS).
 - 2:00—Charles W. Reaume Studio
 - 2:15—Salon Orchestra (CBS).
 - 2:25—Race Result, Latonia Ky.
 - 2:30—The Three Doctors (CBS).
 - 2:45—Dancing by the Sea (CBS).
 - 3:15—Starr-Freeze Melodies (E. T.).
 - 3:30—Columbia Camp Concert (CBS).
 - 4:00—Asbury Park Casino Orchestra (CBS).
 - 4:30—A. L. Fink, Luna Park Orchestra (CBS).
 - 5:00—Bill Schindl's Going to School (CBS).
 - 5:15—Cincinnati Trade School Program.
 - 5:30—Ross and Brooks (CBS).
 - 5:45—Studio.
 - 5:50—Eureka Baseball Scores.
 - 5:55—Sports Review.
 - 5:59—Burke Weather Forecast.
 - 6:00—Kate Smith Swanee Music Home Furniture Co. (CBS).
 - 6:10—Stocks, Coble & Tyree.
 - 6:13—Time and weather.
 - 6:15—Limit Program, with Dennis King (CBS).
 - 6:30—Evangeline Adams "Astrologer" (CBS).
 - 6:45—Camel Quarter-Hour (CBS).
 - 7:00—Froy's Cremo Military Band (CBS).
 - 7:15—The Barbasol Program (CBS).
 - 7:30—Fyol Blackberry Dudes.
 - 7:45—Old Wurzburg Malt Program.
 - 8:00—Gold Medal Fast Freight (CBS).
 - 8:30—Evo Crime Club (CBS).
 - 9:00—Connie Boswell (CBS).
 - 9:15—Rhythm Choristers (CBS).
 - 9:30—Nitt Wit Hour (CBS).
 - 10:00—Earl Carpenter Orchestra (CBS).
 - 10:15—Green Answer Man.
 - 10:25—Happy Feet.
 - 10:30—Arlie Simmond's and His Orchestra, Coney Island.
 - 11:00—Time; Weather; Sports Review.
 - 11:08—Hollywood Garden Orchestra (CBS).
 - 11:30—Nocturne; Ann Leaf, Ben Alley (CBS).
- Midnight—**Sign off.
- WLW (428 m.—700 kc.)**
- A. M.—**
- 6:00—International Fiddlers, old-time music.
 - 6:29—Bulova Time.
 - 6:30—Gym Classes.
 - 7:45—A. & P. Food News (NBC).
 - 8:00—Morning Devotions.
 - 8:15—Ball Brothers Canning Time.
 - 8:30—Montgomery Ward Program.
 - 8:45—Bulova Time.

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