

# RADIO DIAL

Volume I, No. 11

FRIDAY, JULY 31, 1931

Price 5c

## President and Mrs. Hoover, Col. Lindbergh will be heard locally during coming week



Grace Moore (right), a principal in the 1931 edition of "The Ziegfeld Follies" and considered one of the most beautiful girls on the American stage, and Bobbie Brodsley (left), a member of the chorus of the same show, will appear before CBS microphones in "Views and Interviews," on Monday (August 3) at 5 p. m.

Miss Moore and Miss Brodsley will be interviewed during the broadcasts by Nelson Hesse, Columbia writer, and each will sing a selection from the show in which they are appearing. WABC is the nearest outlet (860 kc.)

### Eastern Michigan Water Carnival is Broadcast

The Third Annual Michigan Outdoor Swimming Championship, at Bay City, Mich., one of the major events of the Eastern Michigan Water Carnival, will be described over WKRC and the Columbia network on Friday (July 31) from 3 to 4:15 p. m., by Ted Husing.

The Eastern Michigan Motorboat Regatta, will be broadcast by WKRC from 3 to 4:15 Sat-

### Three Programs from England on WSAI This Week

A portion of the Tidworth Tattoo, a celebration of massed military bands in London, England; a concert by a symphony orchestra in London; and an orchestra concert under the direction of Percy Pitt in London will be heard through WSAI at 3:25 p. m. on Friday (July 31), Monday (August 3), and Tuesday (August 4), respectively. The broadcasts will be relayed by NBC from the British Broadcasting Company's short wave station in England.

aturday afternoon (August 1) from Bay City, Mich.

### President's Talk Will Be Saturday

Mr. Hoover will dedicate "Akron" on same afternoon

President Hoover will speak from his camp on the Rapidan at 8 p. m. next Saturday (August 8), giving his address for the general conference of the Y. M. C. A. at Cleveland, O.

WKRC will carry the Columbia network's broadcast of the speech. Either WLW or WSAI probably will be the NBC outlet. President Hoover will be introduced by John R. Mott, president of the general council of the Y. M. C. A.

The same afternoon, Mrs. Hoover will dedicate the Navy's new dirigible "Akron" at ceremonies which will be broadcast on both networks.

### Lum and Abner Are Subs for Gene and Glenn

Gene and Glenn and Jake and Lena have gone on a vacation which will last until August 8. Lum and Abner are filling in on the NBC network while they are gone (WSAI 8 a. m. daily).

In real life, Lum and Abner are Chester Lauck, and "Tuffy" Goff, business men of Mena, Ark. They created the characters last winter when they were asked to put on a benefit show for the Red Cross Drought relief. They are University of Arkansas graduates and Sigma Chis.

Gene (Rowell) and Glenn (Carroll), with their families and Cal DeVoll who writes their scripts, have gone to Glen Lake, Mich.

### Post and Gatty To Land Sunday In Silence

When Post and Gatty arrive at Watson airport Sunday (August 2) for the Cincinnati stop of their triumphal national tour, local radio stations will not tell the world about it, last-minute reports say although WLW originally announced a broadcast from the field.

The testimonial banquet to the fliers at 7:30 Sunday night will be broadcast by WLW, however. Both fliers are expected to respond to the speeches made in their honor.

### Fritz Reiner Takes Baton for 2 Weeks



Fritz Reiner, erstwhile Cincinnati Symphony conductor, will be heard on the nation-wide Columbia network beginning July 30 as conductor of the New York Philharmonic orchestra in the Lewisohn Stadium concerts.

### Lindbergh's Flight Will Be Followed

Take Off and Landing of Trip to Japan to be Described

Where Col. Charles A. Lindbergh goes, the radio goes too.

The National Broadcasting company announces that it has completed plans for transmitting an account of the take-off of the Colonel and Mrs. Lindbergh on their proposed flight to Japan and of their arrival in Tokyo.

If the Lindberghs want to escape the broadcast, they will need to land their plane in Siberia and walk back.

A short-wave radio transmitter and receiver in their plane will keep the Lindberghs in touch with America en route although they will do no broadcasting.

### Perry Memorial Dedication Will Be Broadcast

Ceremonies dedicating a great granite shaft to Commodore Perry's victory in the battle of Lake Erie and commemorating the peace which followed will be heard over a nation-wide network Friday (July 31) at 3:45 p. m. from the site of the monument at Putin Bay, Ohio.

James Hamilton Lewis, picturesque Illinois senator will deliver the principal address. Other speakers will include Governor George White of Ohio and Edwin A. Scott, representing the Canadian Government and president of the Canadian Club of New York. John H. Clark, former Associate Justice of the Supreme Court will preside.

# Weekly RADIO DIAL

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NATALIE GIDDINGS, Editor

VOL. I JULY 31, 1931 No. 11

## Listen While You Eat

"Listen While You Eat" seems to be the slogan in more and more homes these days. In fact, if our observation means anything, meal time is fast becoming the thrice-daily period when the radio audience is pretty close to maximum.

To be sure, people have been adding a radio course to their evening meal for a long time. Many, too, have made it a point to turn on their receivers during the noon meal. But the clinching demonstration of radio's meal-time popularity has been provided by breakfast.

At first thought this would seem to be an unlikely spot for much if any listening. In many homes breakfast is a hurried affair, to describe it most charitably. Yet the bacon-and-egg audience has been growing rapidly.

Perhaps the best evidence of that, next to an actual listener canvass, is the buying of early morning time by sponsors. Sponsors, you know, are not accustomed to pay out good dollars for air time unless they are pretty thoroughly convinced that people will be listening then. And sponsors have been buying time at the period when the incense of burning toast fills the land.

Why do people listen at breakfast? Considering everything, that is a fair question.

At the evening meal they listen because it is a natural time of leisure, and—less consciously—because radio supplies the gaiety of a restaurant. And much the same is true at the breakfast table. Breakfast is different. It is far from a time of leisure, and breakfast music is something new, even in the most homes hotels.

The answer seems to be radio alone. People have come to listen at grapefruit time because radio supplies something they find they have been wanting.

Which is quite a feather in radio's cap, particularly when programs have the highly beneficial effect of sending listeners out smiling to meet what the day has to bring.

## Around the Dial

By THE DIAL TWISTER

Enter Miller and Lyles (WKRC, Wednesday, at 6:30 p. m.) as the latest dispensers of black-face comedy by radio. If you saw "Shuffle Along" or any of their other stage hits you know what to expect, and you won't be disappointed. Too soon to say whether they're the competition for Amos' n' Andy Columbia's been trying to unearth. But they'll bear watching.

That Ravinia Opera Concert (WLW, Sunday, at 3 p. m.) is getting a big hand from the lads and lassies who know their allegros and moderatos. The orchestra is a darb, and the full hour puts no cramp in the program-builders' style.

Alexander McQueen has fitted over to WKCY, where his "Nothing But the Truth" is now a nightly tidbit. This gives the genial flow of strange facts the distinction of having worked at all five locals. And, better than that, his interesting feature is something that isn't duplicated.

The WLW people seem to be rather surprised that "Musical Dreams" (Monday at 9:30 p. m.) has set off such a loud listener cheer. They shouldn't be. More restful programs is what a lot of people have been wanting for quite a spell, if this column knows its kilocycles.

Those Red Nose Adventures (WKRC, Friday, at 6:30 p. m.) are a good break for the youngsters. Yarns with Indians and all that, exciting enough to keep 'em wriggling.

Cincinnati's own Henry Fillmore guest-conducted Goldman's Band last Wednesday night (WLW). Naturally, "Mike" did his stuff, too. And did the Central Park crowd like it? Maybe you heard them. Strange that Cincinnati program sponsors neglect a born showman like Fillmore.

Watell for "Singing Sam" on the Barbasol program (WKRC, Monday, Wednesday and Friday, at 7:15 p. m.). Another WLW act gone chain. It's getting to be a habit.

That Gold Medal Express roars

along at a fast clip (WLW, Monday, at 9 p. m.). It's a peppy popular show. The column's money (if any) goes down on Ohman and Arden. Always did like a good piano team.

Dr. Julius Klein keeps up the pace with his series of talks about business (WKRC, Sunday, at 6 p. m.). One of the few that step right out of the loudspeaker and sit down beside you. No depression in his audience.

The Club Valspar (WSAI, Saturday, at 8:30 p. m.) is putting on a regular parade of guest stars. Like standing at the corner of Broadway and 42nd. They'll all come along if you give 'em time. Speedy act, too.

The Silver Flute (WSAI, Saturday, at 7:30 p. m.) is a sure bet if you like the old folk tales dressed up in intriguing new clothes. Some of them are gems of subtle comedy, for instance the Greek myths; and some of them are good straight drama. The old boys weren't so sloppy, after all, were they?

Creator's Band is subbing for Billy Jones and Ernie Hare on the Intervenor program (WKCY, Friday, at 8 p. m.). It's a top-notch. Wonder if the maestro still does his daily three or four dozen while conducting.

The Kellogg Slumber Music goes on winning its full ration of gratitude from plenty of listeners (WLW, Sunday, at 8:30 p. m. from noon on). And Ludwig Lawrier does turn in a handsome piece of work, arrangements, choice of numbers, or conducting.

That Bayuk Stag Party is a good listen for ears that aren't so shell-like (WLW, at 8:15 p. m., Sunday). It's a breezy show, with interesting guest celebrities. Glad to find Jim Stanley's corking baritone coming into its own, too.

The National Dairy program (7:30 p. m. on WSAI, Tuesday) is getting a hand from those who know their music these days. Its string ensemble with cellos front and center is mighty refreshing, sure enough.

## Aileen Stanley



The sweet-voiced vaudeville and stage star whose millions of phonograph records are favorites in most every home, will sing three new songs as guest artist with Rudy Vallee and the Connecticut Yankees on the Fleischmann Yeast Hour, Thursday (August 6) at 7 p. m., over WSAI.

## What Wild Radio Waves are Saying

Walter Damrosch: "The world needs a new giant of music. There are no giants creating music today. This age does not seem able to express itself musically."

Ellis McDiarmid, flutist (once with Cincinnati Symphony, and College of Music prodigy, now NBC flutist among other New York positions)—A flute is a column of hot air confined by a silver cylinder.

East and Dumke (Sisters of the Skillet)—When we ride our motorcycle we have to figure both gasoline mileage and tire mileage because we weigh so much.

Don Gilman, NBC Pacific coast vice president: Radio broadcasters who want to preserve freedom of ether waves must censor advertising they accept, and establish standards to judge all commercial broadcasts.

Pepsodent president: We believe one of the main reasons Amos n' Andy are so real and so human is because everything they do, and say, every episode is created by them. Only Amos n' Andy are Amos n' Andy.

Andrew H. Brown—I'se registred.

## Kentucky Troubadour

Randall Fryer is the Kentucky Troubadour who sings at WKCY every day except Sunday and Thursday at 12:45 p. m. Fryer has broadcast frequently on NBC networks, has sung in musical comedy and light opera, played in the "Vagabond King" and "Prince of Pilsen" companies, and was a member for several seasons of the San Carlo Opera Company.

## PROGRAM JOTTINGS

FRIDAY, JULY 31

Harriet Wellen, WLW soprano, will celebrate two years at the station with a special recital at 3 p. m. She will include her favorite numbers: "Pale Moon," "Le Saron Rose," "Song of the Soul," and "My Heart Stood Still."

Toscha Seidel, concert violinist, and Theo Karle, tenor, will be featured in the Pillsbury Pageant at 9 p. m. through WKRC and the Columbia network. Sam Lanin's orchestra will play music from the "Third Little Show" and "Show Boat."

Heatrotown is back on WLW at 9 p. m., replacing Paul Whiteman.

SATURDAY, AUGUST 1

Rudy Vallee and his Connecticut Yankees play at 7:30 p. m. through WKCY from the Hotel Pennsylvania.

Such ambitious numbers as the first movement from Beethoven's "Eroica Symphony," the "Valse Triste" of Sibelius, and Tschaiakowski's "Nutcracker Suite" and "Marche Slav" will be played by the National High School orchestra at Interlochen, Mich., through WLW at 8 o'clock Saturday night. The orchestra includes 300 of the best high school musicians in the country.

A dramatization of "The New Magdalen," the story written years ago by Wilkie Collins, will be played through WKRC at 9 p. m.

SUNDAY, AUGUST 2

Melodic Interlude is a new NBC concert on WLW at 12:30 p. m.

The Ravinia Opera orchestra will play Tschaiakowski's "Pathetic Symphony" at 3 p. m.

"The Dream of Gerontius," oratorio generally acclaimed Sir Edward Elgar's masterpiece, will be sung by the Cathedral Hour choir and soloist through WKRC at 3 p. m.

John R. Pogue, baritone, and Herschel Lindstaedt, pianist, will be soloist on the student program of the College of Music at WKCY at 7:30 p. m. Piano numbers will include, among others the familiar "London-derry Air," and Kreisler's "Caprice Viennois" and "The Old Refrain."

MONDAY AUGUST 3

Mary Charles, CBS soprano (see July 24 RADIO DIAL, page 7), has returned from a short vacation in Europe and will resume her weekly song recital at 6 p. m. Monday which WKRC will carry.

A thriller with scenes laid in Bermuda, New York and the Adirondacks will be dramatized

under the title of "Murder in the Willett Family" by the Eno Crime Club at 8 p. m. through WKRC. The suspense will be held over until Wednesday, August 5, when the mystery will be unravelled at 8:30.

MONDAY, AUGUST 3

Elizabeth LENNOX (Palmolive's contralto) and Lewis James (Revelers' tenor) will be co-starred at 8:30 p. m. in the General Motors program through WSAI. Miss Lennox will sing "Habanera" from "Carmen."

Guy Lombardo will include "What Is This Thing Called Love?" "Just a Little Closer" and "Somebody Loves Me" in his Robert Burns Panatela program through WKRC at 9 p. m.

TUESDAY, AUGUST 4

Singin' Sam, the Barbasol Man, will do a one-man minstrel show at 7:15 p. m. through WKRC. He will do all the parts—two end men, the interlocutor, and all the ballad singers.

Liszt's orchestral version of the traditional Hungarian march "Rakoczy," will be played by the Bristolers under the direction of Sidney Lowenstein as a climax to their program over WKRC at 8:30 p. m.

WEDNESDAY, AUGUST 5

Walter Butler Mahony, editor and publisher of "The North American Review," will be the guest speaker on "Bill Schudt's Going to Press" program over WKRC at 5 p. m.

Organist, Eddie Dunstader, will desert the console long enough to present another of his unique piano specialties as one of the high spots in the run of the Gold Medal Fast Freight, through WKRC at 8 p. m.

THURSDAY, AUGUST 6

John Barrymore, recorded for the Radio Newsreel of Hollywood, will be heard at 6:15 p. m. through WLW. He will tell his experiences in filming "Svengali" and will introduce a section of record made during the actual taking of the picture.

John Charles Thomas will sing the stirring, sentimental "Tommy Lad" and the romantic "Rose Marie" in the Maxwell House Concert Thursday at 8:30 p. m. His other songs will be "Yeoman's Wedding" by Prince Pontiatowski, "When I Think Upon the Maidens," and "Mah Lindy Lou." WHAS is the nearest NBC outlet (820 kc).

## Premier

Sponsors of the Dutch Master's Minstrels formerly on the NBC network and of the Dutch Masters' program now on WKRC, the Consolidated Cigar Company is to have another NBC program on WLW at 8:30 p. m. Wednesday beginning this week (August 5). Type of program has not been announced.

## You Should Know - ???



Behold Cincinnati's man of mystery, the Teaberry Sports Reviewer of WKRC.

Do you know him? His name's a secret. Modesty and an aversion to young women combine to make him maintain strict anonymity on the air.

By observation we found this much (and a picture): He is approximately 25 years old. His hair is light brown. His eyes are blue. He drives a sporty blue roadster. He is impervious to women.

My inquiry we discovered that for five years he was assistant sports editor of the defunct Commercial Tribune. He has worked in the sport department of the New York Times and his special articles on sports have appeared in newspapers all over the country. Writing is his avocation. He writes all the time for magazines and newspapers—he sells his stories too.

He is a sportsman too in an amateur way. He referees football games, played football and basket ball while in high school, and plays a good game of golf.

He gives timely sport reviews in a rapid enthusiastic way at WKRC at 6 p. m. and 11 p. m. every night in the week.

## Tragedy

Mary Hopple, NBC contralto, thinks there's an animal stork. She banished her Japanese garden to the kitchen sink because she discovered a worm under a pagoda. The next morning she found the worm parading around the sink, a proud parental smile on its face and six infant worms crawling after it. Heartless, she washed the whole family down the drain.

## Ball Game Today!

WFBE broadcasting.  
Friday (July 31) and Saturday (August 1)—Pittsburgh vs. Cincinnati at Pittsburgh; 2:45 p. m.  
Monday, Tuesday and Wednesday (August 3, 4, 5)—Chicago vs. Cincinnati at Chicago; 3:15 p. m.  
Thursday (August 6)—Pittsburgh vs. Cincinnati at Pittsburgh; 2:45 p. m.

## Torrid Titles Are Chosen for New Programs

Radio program titles are getting more torrid as the summer grows warmer. "Paris Night Life," and "Radio's Greatest Lover" are two new NBC programs WLW is adding to its schedules.

Princess Ivanova Oblensky, of the Russian Imperial Court is featured in the Paris sketches at 6:45 p. m. Monday nights. Carlo La Mar, a love singer, is the Lover on Saturdays at 6:45 p. m.

The Paris Night Life program can be heard also on Thursdays at 9:45 through stations WGAR (1450 kc.) and KYW (1020 kc.) WENR has the Radio Lover program also on Wednesday night 9:45 (870 kc.)

## Children Can Have Auditions at Station WCKY

Little Red Riding Hood is hostess at WCKY every Saturday morning at 9:45 to children between the ages of 2 and 11. Every talented child is encouraged to apply to the club for membership and the opportunity of performing on WCKY during the Kiddie Club program.

## Double Duty

Mabel Jackson, Dayton soprano often heard locally in radio and concert appearances, is singing on both the Columbia and National Broadcasting Company networks. She sings in the quartet on the Pillsbury program through WKRC and CBS. Last week she was guest soloist on the Fuller Brush program through NBC stations.

## Ford Returns



Ford Rush, half of that idolized team of Ford and Glenn, is to broadcast at WLW beginning August 3. Among other programs, he will broadcast one for children modeled on the Lullaby Time that he originated for Ford and Glenn.

After Jack Grady of the team of Jack and Gene lost his voice, Gene Carroll joined Ford and Glenn to make the trio of Gene, Ford and Glenn which was on the air at WLW and WTAM. Then Ford left and went to KMOX where he has been musical director for some time.

## THESE PROGRAMS CAN BE DIALED OUT OF TOWN

### STATION GUIDE

KMOX—1080 kc.—276.1 m.  
WBDM—770 kc.—389.4 m.  
WENR—570 kc.—514.6 m.  
WHAS—380 kc.—386.0 m.  
WLS—870 kc.—344.6 m.  
WMAQ—670 kc.—447.5 m.  
WTAM—1070 kc.—280.2 m.

### Saturday, July 25

Dean Gleason L. Archer of Suffolk Law School, Boston, talks entertainingly at 6:15 p. m. on Law's Hist. Sanguard Society. WENR carried it from NBC.

### Friday, July 31

Here's a problem for real Drivers. Pick up WNAC (Boston) at 9:30 p. m. to hear its ninth anniversary program. WNAC has 1000 watts, broadcast on 1230 kilocycles, the same wave used by WBBM, Indianapolis.

Paul Whiteman's Paint Men, no longer on WLW at 6 p. m., can be heard on WHAS.

### Saturday, August 1

Brooks and Rosa sing on the Steelcote program at 8:15 p. m. on CBS stations, including WBBM and KMOX.

### Sunday, August 2

Jacques Fray and Mario Bragotti, Franco-Italian piano team, will play classic, modern music, and American jazz at 9:15 p. m. through station KMOX and CBS stations.

Southland Sketches, musical pictures of music by the Southernaires male quartet and Joyce Ford, at 8 a. m. on WENR, WTAM, and NBC.

Carveith Wells, who explores Africa with his tongue in his cheek, talks entertainingly on at 1 p. m. on WTAM, WHAS and NBC.

Semi-classical music is sung by the Pilgrims at 10 p. m. on NBC stations, including WHAS.

The Riverdale Country School Glee Club will broadcast from London at 11:30 a. m. over the Columbia network, including WBBM. The club, an American group, are on a bicycle tour of England, singing at historical public schools, including Winchester and Harrow.

### Monday, August 3

Vaughn de Leath has a new series of programs, "The Band," at 8 p. m. on NBC stations, including WENR.

### Tuesday, August 4

Sherbo's Continentals play from Hotel Pierre through WTAM at 11:30 p. m.

### Wednesday, August 5

The First Nighter has good dramatic entertainment for NBC stations, including WENR, at 8 p. m.

### Thursday, August 6

John Charles Thomas sings on the Maxwell House concert at 8:30 p. m. through WHAS.

## Dutch Masters Move to Sunday

The Dutch Masters, now a Columbia feature, hereafter are to be heard at 8 o'clock Sunday night through WKRC instead of on Fridays.

The new series of programs will be marked by light comedy dialogue between Peter Zorn and his friend Norton as they discuss the songs of yesteryear that the program includes. This week the numbers include "Barney Google," "Beale Street Blues," "Who," "Tell Me Pretty Maiden" and others.

## Grab Bag Boys

George Lloyd, late of the WLW announcing staff and the Crosley Theater, has returned to the station as one of the Grab Bag Boys who are to appear frequently in 15 minute bits of comedy and songs. His partner is Freddy Miller with whom he toured big-time vaudeville circuits 18 years ago.

Rudy Vallee has a new contract with the Hotel Pennsylvania to play until next May "at a substantial increase."

## Here's Mrs. Pennyfeather



Adelina Thomason in her home in a mid-town New York hotel is the wife of a retired army colonel, daughter of artistic bluebloods, a finished actress in serious drama before she retired to Europe several years ago as the correspondent of a musical journal.

But listeners to NBC's Cuckoo Club (WCKY Saturday night at 9 o'clock) know her as Mrs. Pennyfeather of the giggle and the affected "yes." She "fell into" radio while looking for work preparing grand opera player-piano rolls. A friend sent her to the NBC music department and she became permanently interested in radio. Her husband, senior surgeon of the Furness steamship lines, now decorates his surgery with pictures of Mrs. Pennyfeather and proudly tunes in on her giggle every Saturday night from his post at sea.

## Reiner Chooses Familiar Works for N. Y. Concerts

The "Domestic" symphony, the best-known work of Richard Strauss, will make up the entire Lewisohn Stadium concert WKRC will broadcast at 8:30 p. m. Saturday (August 1) with Fritz Reiner conducting.

WKRC will broadcast only the second half of the Friday night (July 31) concert, beginning at 7:45. This probably will give local listeners the entirety of Debussy's "Afternoon of a Faun." On Sunday (August 2) at 8:30, the New York Philharmonic will play the Polvetzian Dances from Borodin's "Prince Igor," and "Ramarinskaya" by Glinka, a composition taking its name from a Russian wedding dance.

Hot Shot, the Briarhopper, a new personality at WCKY every morning at 8 o'clock, came from XED at Reynosa, Mexico.

Tom Waring, a brother of the more-famous Fred (Waring's Pennsylvanians) directs his Troubadours on an NBC program through WSAI every morning except Sunday at 8:15.

Floyd Gibbons went to Roosevelt Field immaculate in a white linen suit to broadcast the wedding to Post and Gatty for NBC. He finished with only a dusty pair of pants.

## Our Dially Dozen

By DON BECKER

"We're awfully sorry to tell you Cliff Adams did not break his arm! "I'm only dislocated it," said Cliff. Mother and child are doing nicely.

Some time ago we sat in a theatre to watch the showing of a talking picture made of various stars on the staff of WLW.

Finally I came on the screen and started playing.

When it was finished, a nice old lady sitting next to me, touched me on the arm and said:

"Doesn't Robert Brown play the ukulele beautifully?" That's fame!

And speaking of fame, the other night I woke up and found my little car all twisted up with Telephone Poles, High Tension Wires and several bushels of Fence.

Up came the dear old Policeman! Did they ask if I was hurt? Of course not!

"Let me smell your breath," yelled the law.

I blew. "Ah!" said the law. "Pepsodent Antiseptic."

The prize letter of the week came from a little school boy.

"Dear Sirs:" it read.

"Can't you fix it so Sidney Ten Eyck (of Doodle-socker fame) can take Walter Damrosch's place on the Musical Appreciation Hour?"

"We can't understand Walter Damrosch in school, and besides, he makes me sick!"

That's Musical Appreciation for you!

And then, of course, you've heard the Surgeon's theme song, haven't you?

"I'VE FOUND WHAT I WANTED IN YOU!"

DIALAUGHLINGLY YOURS, DON BECKER.

## Too Much Sunshine

Odas Mattox and George Case of WCKY have too much sunshine in their lives.

They help Kentucky Bid the World Good Morning every morn at 7 o'clock. They asked their listeners for a name for their morning club. Every name had "sunshine" in it. They want something different.

Singing Sam made his debut from the Columbia studios last week in flaming sunburn, blue shirt, orange tie and suspenders, and white linen suit. Frank Salt (Salt and Peanuts) wears a light green suit and tie, pale green hat and shirt.

## Jane Froman Has New NBC Program

Jane Froman, "blue" singer late of WLW's staff, is being billed by NBC as a Paul Whiteman "find" and is appearing with a part of the Whiteman orchestra in two network programs every week.

On Wednesday she sings at 7 p. m. with WLS as the nearest outlet (870 kc.—344.6 m) Her program on Thursday night at 10:30 can be heard through WENR on the same wave length.

**FRIDAY**  
July 31

**WCKY (202m.—1490 kc.)**

- A. M.—  
7:00 The Crooning Guitarist.  
7:15—Morning Devotions (NBC)  
7:30—Cherio (NBC)  
8:00—Hot Shot, the Briarhopper.  
8:15—Early Morning Dance.  
8:30—My New Kentucky Home.  
9:15—Dance Melodies  
10:30—Classic Hour  
11:00—Musical Novelties  
11:30—Skillet Lickers.  
Noon—Popular Dance Tunes.

- P. M.—  
12:30—Norris Brock Live Stock Reports  
12:35—Luncheon Concert  
12:45—Randall Fryer, tenor.  
1:00—Sign off  
3:45—Dance Records.  
3:55—Ayers News Sport Flash  
4:50—Amos 'n' Andy (NBC)  
6:15—Eldernan's Serenades  
6:45—Original Ibold Race Results.  
6:50—Tommy and Willie.  
7:00—Charlene and Kathlee.  
7:15—Italian Serenades.  
7:30—Earl Arnold's Orchestra, Lookout House.  
8:00—Intervenor Pair (NBC)  
8:30—Dirk, His Uke and His Sisters.  
8:45—Little Red Riding Hood.  
9:00—Nothing But The Truth, Alexander McQueen.  
9:15—Crooning Guitarist.  
9:30—Skillet Lickers.

**WFBE (250 m.—1200 kc.)**

- A. M.—  
7:00—Voices at Dawn  
7:30—Classified Directory.  
8:00—Morning Concert  
8:00—Variety  
9:15—Post Baby Beauty Contest  
9:15—Kleeman Home Chats  
10:00—Zoo-tetes  
10:30—Sunshine Special  
10:35—Musical Brevities  
10:50—Mrs. Evans' Questions and Answers  
10:59—Simple Time Announcement  
11:00—Garden of Melody  
11:30—Dance Frolic  
Noon—Serenade

- P. M.—  
12:30—Vaudeville  
12:45—Bellony Luncheon Musical  
1:00—Matinee  
1:15—Story Telling Time  
1:30—Post Baby Beauty Contest  
1:50—Vocal Recital—Frank Stewart  
2:15—Song Hit Parade  
2:45—Reds vs. Pittsburgh, at Pittsburgh  
4:45—Ralph and Harlan  
5:00—Lyric Hour  
5:30—World Series Contest  
6:00—Musical Interlude  
6:15—World Series Contest  
6:45—Burning Ford Travelogue  
7:00—The Post Question Box  
7:15—Julius Sein  
7:30—Harry Hartman's Sport Review  
7:45—Latoria Lakes Subdivision  
8:00—Lucky Boys  
8:15—Byron Trio  
8:30—Colonial Stages Program  
8:45—Twilight Reveries  
9:00—Dry Ridge Health Hints  
9:15—Song-Hit Time  
9:45—Slumber Music

**WKRC (\$45 m.—550 kc.)**

- A. M.—  
6:45—God's Bible School—Sunrise Worship  
7:45—Hill Billy Kid.  
7:59—Green Time Signal  
8:00—Starr-Freeze Melodies  
8:15—The Commuters (CBS)  
8:30—Sweethearts of the Air (CBS)  
8:45—The Old Dutch Girl (CBS)  
9:00—Oxol Feature (CBS)  
9:15—Studio Feature  
9:30—Consolidated Merchants' Program  
10:00—Rhythm Kings (CBS).  
10:15—Florencia Talk  
10:30—Rhythm Kings (CBS).  
10:30—Charles W. Reaume Studio  
11:00—Time and Weather  
11:30—Woman's Hour—Tremlette Tully  
11:30—Columbia Revue (CBS).  
11:45—Drinkmor Program.

**Shopping Gossip Starts Here!**



Shopping gossip and music are broadcast by WKRC every day from the Charles W. Reaume Studio where this picture was taken. The staff includes Mr. Reaume at the microphone, Johnny Alberts and Ruth Stokes, pianists, and Andy Jacobs, violinist.

**WKRC Friday, July 31**

Noon—Wurlitzer Music Box Revue

P. M.—  
12:30—Cincinnati Merchants' Program

- 1:00—Pabst-ett Varieties (CBS)  
1:15—Ari Dry Cleaning Program  
1:15—Farn Network Program (CBS).  
1:30—Pyol Program.  
1:45—Studio Feature.  
2:00—Charles W. Reaume Studio.  
2:15—Salon Orchestra (CBS).  
2:30—Race Result from Latonia, Ky.  
2:30—The Three Doctors (CBS).  
2:45—Educational Features (CBS).  
3:00—Eastern Michigan Water Carnival (CBS).  
1:15—A. L. Fink Program.  
4:15—Edna Wallace Hopper's Youth Matinee (CBS).  
5:00—A. O. Knst—Happy Feet.  
5:15—Jos. R. Deins Program, Pat Gillick, Organist.  
5:30—Cincinnati Trade School.  
5:45—Studio  
5:50—Eureka Baseball Scores  
5:55—Sports Review  
5:59—Burke Weather Forecast  
6:00—Kate Smith and Her Swance Music (CBS)—Home Furniture Company.  
6:10—Stocks, Colie & Tyree  
6:15—Time and weather  
6:15—Linn Program, with Dennis King (CBS).  
6:30—St. Moritz Orchestra (CBS).  
6:45—Cameo Quarter-Hour (CBS)  
7:00—Pryor's Cremo Military Band (CBS)  
7:15—Barbasol Program (CBS)  
7:30—Indian Lake Period.  
7:35—What's Happening (Full Measure—Geo. Mulvihill).  
7:45—Lewisohn Stadium Concert (CBS).  
8:00—Liberty Magazine Hour (CBS).  
8:45—Cincinnati & Lake Erie Program.  
9:00—Pittbury Pageant (CBS).  
9:30—WNAC Anniversary Program (CBS).  
10:00—Pyol Blackberry Dudes (CBS).  
10:15—Green Answer Man  
10:30—Coney Island Orchestra.  
11:00—Time, Weather, Sports  
11:08—Ben Bernie and His Orchestra (CBS).  
11:30—Hill Billy Kid.  
11:45—Jos. R. Deins Program, Pat Gillick, Organist.

**WKRC (225 m.—1330 kc.)**

- A. M.—  
8:00—Gene and Glenn, the Quaker  
8:15—Early Bird (NBC)  
8:15—Tommy and His Troubadours (NBC).  
8:45—Records  
9:00—Mrs. Blake's Radio Column (NBC).  
9:15—Records  
9:30—National Home Hour (NBC)  
9:45—McCormick's Old Time Fiddlers  
10:00—Records.  
10:30—Realities of Romance (NBC)  
11:00—The Hellman Troubadors (NBC).  
11:15—Sign Off.

**WLSA (225 m.—1330 kc.)**

- A. M.—  
8:00—Gene and Glenn, the Quaker  
8:15—Early Bird (NBC)  
8:15—Tommy and His Troubadours (NBC).  
8:45—Records  
9:00—Mrs. Blake's Radio Column (NBC).  
9:15—Records  
9:30—National Home Hour (NBC)  
9:45—McCormick's Old Time Fiddlers  
10:00—Records.  
10:30—Realities of Romance (NBC)  
11:00—The Hellman Troubadors (NBC).  
11:15—Sign Off.

**WLVW (428 m.—700 kc.)**

- A. M.—  
6:00—International Fiddlers and Salt and Peanuts  
6:30—Gym Classes  
7:45—A. & P. Food News (NBC)  
8:00—Morning Devotions  
8:15—Seger Ellis  
8:30—Montgomery Ward Program (NBC)  
8:45—Ford and Wallace (NBC)  
9:00—Ray Perkins (NBC)  
9:15—The Hostess', Mrs. Luyte Sohnson  
9:30—Harshaw Announcement  
9:35—Household Hints  
9:45—Premium Hunt  
10:00—Morning Serenades  
10:30—Live Stock Reports.  
10:40—Southern Singers: Raymond Mitchem  
11:00—Organ with Instrumentalist  
11:15—Swift Program (NBC)

**WSAI Friday, July 31**

- 6:45—The Goldbergs (NBC)  
7:00—Cities Service Concert (NBC)  
8:00—Cliequot Club (NBC)  
8:30—Pond's Dance (NBC)  
9:00—Kodak Week End (NBC)  
9:30—RKO Theater of the Air (NBC)  
10:00—Seger Ellis  
10:15—The Stebbins Boys (NBC)  
10:30—Hotel Gibson Orchestra  
11:00—Sign Off.

**WKRC Saturday, August 1**

- 9:30—Consolidated Merchants Program.  
10:00—Adventures of Helen and Mary (CBS).  
10:15—Time: Weather  
10:20—Woman's Hour—Tremlette Tully  
10:45—Columbia Revue (CBS).  
11:00—Don Bigelow and His Orchestra (CBS).  
11:45—Drinkmor Program.  
Noon—Wurlitzer Music Box Revue

**WCKY (202m.—1490 kc.)**

- A. M.—  
7:00—The Crooning Guitarist.  
7:15—Morning Devotion (NBC)  
7:30—Cherio (NBC)  
8:00—Hot Shot, the Briarhopper.  
8:15—Early Morning Dance.  
9:15—My New Kentucky Home.  
9:45—Little Red Riding Hood's Kiddie Club.  
10:30—Classic Hour  
11:00—Musical Novelties  
11:30—Skillet Lickers.  
12:00—Popular Dance Melodies

**WLVW (428 m.—700 kc.)**

- P. M.—  
12:30—Norris Brock live stock quotations  
12:35—Luncheon Concert  
12:45—Randall Fryer, tenor.  
1:00—SIGN OFF  
5:45—Dance Records.  
5:55—Ayers Sport Flash  
6:00—Amos 'n' Andy (NBC)  
6:15—Tastyest Jesters (NBC)  
6:30—Original Ibold Race Results.  
6:35—Lucile Fox.  
6:45—Italian Serenades.  
7:00—Rudy Vallee (NBC)  
7:30—Crossroads Quartette.  
7:45—Crooning Guitarist.  
8:00—"Skillet Lickers"  
8:30—Earl Arnold's Orchestra from Lookout House.  
9:00—Cuckoo Club (NBC)  
9:30—Lawson's Hawaiians.

**WFBE (250 m.—1200 kc.)**

- A. M.—  
7:00—Voices at Dawn  
7:30—Classified Directory  
8:00—Morning Concert  
9:00—Variety  
9:15—Post Baby Beauty Contest  
9:15—Kleeman Home Chats  
10:00—Zoo-tetes  
10:05—Sunshine Special  
10:35—Musical Brevities  
10:50—Women and the News  
10:59—Simple Time Announcement  
11:00—Dance Frolic  
11:30—Vaudeville  
11:45—Violinist and Accordion  
Noon—Organ Recital

**WLVW (428 m.—700 kc.)**

- P. M.—  
12:15—Serenade  
12:45—Bellony Luncheon Musicale  
1:00—Two Irish Boys and Chas. Schaeffer  
1:15—Story Telling Time  
1:30—Post Baby Beauty Contest  
2:00—Tilda and Mary Lou  
2:15—Ralph and Harlan  
2:45—Reds vs. Pittsburgh, at Pittsburgh  
3:00—Lyric Hour  
5:30—World Series Contest  
6:00—Musical Interlude  
6:15—World Series Contest  
6:45—Burning Ford Travelogue  
7:00—The Post Question Box  
7:15—Julius Sein  
7:30—Harry Hartman's Sport Review  
7:45—Latoria Lakes Subdivision  
8:00—Lucky Boys  
8:15—Murdock Williams  
8:30—Dry Ridge Health Hints  
8:45—Twilight Reveries  
9:00—Independent Oil Stations  
9:30—Meyer's Hot Tunes  
9:45—Slumber Music

**WKRC (545 m.—550 kc.)**

- A. M.—  
6:45—God's Bible School—Sunrise Worship  
7:45—Hill Billy Kid.  
7:59—Green Time Signal  
8:00—Commuters (CBS).  
8:15—Morning Minstrels (CBS).  
8:30—Tony's Scrap Book (CBS).  
8:45—Morning Minstrels (CBS).  
9:00—Charles W. Reaume Studio.

**WKRC Saturday, August 1**

- 9:30—Consolidated Merchants Program.  
10:00—Adventures of Helen and Mary (CBS).  
10:15—Time: Weather  
10:20—Woman's Hour—Tremlette Tully  
10:45—Columbia Revue (CBS).  
11:00—Don Bigelow and His Orchestra (CBS).  
11:45—Drinkmor Program.  
Noon—Wurlitzer Music Box Revue

**P. M.—**

- 12:30—Cincinnati Merchants Program  
1:00—Columbia Farm Program (CBS)  
1:30—Pyol Program.  
1:45—Starr-Freeze Melodies.  
2:15—Milk and Cassey.  
2:28—Race Result from Latonia, Ky.  
2:30—A. L. Fink Song Recital, Louis Johnson, tenor  
3:00—Eastern Michigan Water Carnival (CBS).  
4:15—Dancing by the Sea (CBS).  
4:45—Madison Singers (CBS).  
5:00—A. O. Rust—Happy Feet.  
5:15—Jos. R. Deins Organ Concert, Pat Gillick.  
5:30—Cincinnati Trade School Program  
5:45—Studio  
5:50—Eureka Baseball Scores  
5:55—Sports Review  
5:59—Burke Weather Forecast  
6:00—St. Moritz Orchestra (CBS)  
6:15—Home Furniture Co.  
6:25—Studio  
6:25—Stocks, Colie and Tyree  
6:28—Time and Weather  
6:30—Happy Feet.  
6:35—Studio Feature.  
6:45—Cameo Quarter Hour (CBS).  
7:00—Pryor's Cremo Military Band (CBS)  
7:15—Kate Smith and Her Swance Music (CBS).  
7:30—Junior Chamber of Commerce  
8:00—United Spanish War Veterans  
8:30—Lewisohn Stadium Concert  
9:00—Hank Simmons' Show Boat (CBS)  
9:45—Studio Feature  
10:00—Bert Low and His Orchestra (CBS).  
10:15—Coney Island Dance Orchestra.  
10:45—Willie McGee and His Orchestra (CBS).

**WLVW (428 m.—700 kc.)**

- 11:00—Time: Weather; Sports  
11:08—Guy Lombardo and His Orchestra (CBS)  
11:30—Hill Billy Kid.  
11:45—Jos. R. Deins Organ Concert, Pat Gillick.  
Midnight—Jos. R. Deins Midnite Frolic Request Program, Pat Gillick.

**WLVW (428 m.—700 kc.)**

- A. M.—  
6:00—International Fiddlers and Salt and Peanuts  
6:20—Bulova Time.  
6:30—Gym Classes  
7:45—A. & P. Food News (NBC)  
8:00—Morning Devotions  
8:15—Jim and Walt  
8:30—Montgomery Ward Program (NBC)  
8:45—Ford and Wallace (NBC)  
9:00—Dance Miniatures (NBC)  
9:30—Book News.  
9:45—WLVW Mail Bag  
10:00—Organ and Vocal.  
10:30—Livestock Reports.  
10:40—McCormick's Old Time Fiddlers.  
11:00—Ellitt Brock, violin.  
11:15—Swift Program (NBC)  
11:30—Livestock Reports.  
11:45—River Reports: Time Signals  
Noon—Governmental Glimpses, Albert General Gilbert Bettman

**P. M.—**

- 12:15—Hotel Gibson Orchestra  
12:45—National Farm and Home Period (NBC).  
1:30—Netherland Plaza Orchestra.  
2:00—Organ Matinee.  
2:30—Cincinnati Zoo Symphony Concert.  
3:00—Jim and Walt.  
3:15—Pacific Feature Hour (NBC)  
4:00—Maze of Melody (NBC).  
4:30—Crosley Dealers' Hour  
5:00—Sectator's Hawkins.  
5:30—Doctors of Melody  
5:45—Lowell Thomas (NBC)  
6:00—Amos 'n' Andy (NBC)  
6:15—Tastyest Jesters (NBC)  
6:30—The Chatter.  
6:45—Los Kamos Baseball Scores.  
6:50—Seger Ellis  
7:00—Netherland Plaza Orchestra

**WLW Saturday, August 1**  
 7:30—R. F. D. Hour  
 8:00—Crosley Saturday Knights.  
 8:30—Domino Orchestra (NBC)  
 9:00—King Edward Cigar Band.  
 9:30—Clara, Lu and Em (NBC)  
 9:45—Murray Horton's Orchestra, Horseshoe Gardens  
 10:00—Club Soho  
 10:30—Variety  
 10:45—Bob Newhall Sport Slices  
 10:52—Estate Weather Man.  
 11:00—The Singing Violin  
 11:30—Doodlesockers.  
 Midnight—Hotel Gibson Orchestra  
 12:30—Castle Farm Orchestra.  
 1:00—Fuller's Orchestra.  
 1:30—Henry Busse's Orchestra, Castle Farm.

**WSAI (225 m.—1330 kc.)**  
 A. M.—  
 8:00—Gene and Glenn (NBC)  
 8:15—Tom Waring and His Troubadours (NBC).  
 8:45—Records  
 9:00—Mrs. Blake's Radio Column (NBC).  
 9:15—Hits and Bits (NBC).  
 10:15—McCormick's Old Time Fiddlers.  
 10:30—Keys to Happiness (NBC)  
 11:00—Records  
 11:30—Live Stock Reports from Prod. Coop. Comm. Assn.  
 11:45—Records  
 Noon—Sign off  
 P. M.—  
 3:00—Classic Gems (NBC)  
 3:30—Records  
 3:45—Crosley Dealers Salute  
 4:00—Records  
 5:00—Southern Singers & Mithem  
 5:30—Records  
 6:00—Harry Willsey's Orchestra  
 6:30—Records  
 6:45—The Goldbergs (NBC)  
 7:00—Records  
 7:15—Harry Willsey's Orchestra.  
 7:30—The Silver Flute (NBC)  
 8:00—General Electric Hour (NBC)  
 8:30—Club Valspar (NBC)  
 9:00—Lucky Strike Dance (NBC)  
 10:00—Fuller's Orchestra  
 10:30—Murray Horton's Orchestra, Horseshoe Gardens  
 11:00—Sign off

**SUNDAY August 2**

**WKCY (202 m.—1490 kc.)**  
 A. M.—  
 10:00—Nomads (NBC).  
 10:30—Clevel. of Destiny (NBC).  
 11:00—The Crooning Guitarist.  
 11:15—Echoes of the Orient (NBC).  
 11:30—Hot Shot, the Briarhopper.  
 11:45—Bob Sidell.  
 Noon—Jack Moore.  
 P. M.—  
 12:15—Blue Ridge Shindiggers.  
 12:45—Charlene and Kathlene, Ladies of Melody.  
 1:00—Sign off.  
 5:45—Lucille Fox, Blues.  
 6:00—Lawson's Hawaiians  
 6:30—Little Red Riding Hood.  
 6:45—The Crooning Guitarist.  
 7:00—Blue Ridge Shindiggers.  
 7:30—Melody of Music.  
 8:00—The Italian Serenaders.  
 8:15—Something for Everybody.  
 8:45—Chicago Philharmonic Orchestra. (NBC).  
 9:15—Floyd Gibbons (NBC).  
 9:30—Earl Arnold's Orchestra from Lookout House.

**WFBE (250 m.—1200 kc.)**  
 A. M.—  
 8:00—Voices at Dawn.  
 9:00—Morning Concert.  
 9:30—Invitation to the Waltz.  
 10:15—Dry Ridge Health Hints.  
 10:30—Echoes from Germany.  
 10:45—Berning Ford Travelogue.  
 11:00—Excerpts from the Operas.  
 11:45—Tile Way Fire-Proof Home Program.  
 P. M.—  
 12:15—Kleeman Furniture Program.  
 12:30—Calvano & Cortez.  
 12:45—Organ Recital.  
 1:00—Jewish Hour.  
 2:00—Garden of Melody.  
 2:30—Hawaiian Bluebirds.  
 2:45—Harlan and Ralph.  
 3:00—Mary Tribble, soprano.

**WFBE Sunday, August 2**  
 3:15—Two Irish Boys and Chas. Schaeffer.  
 3:30—Vocal and Piano Recital, with Pauline Gidding Unger, contralto.  
 4:00—The Islanders.  
 4:15—Fables in Prose.  
 4:30—Sundown Serenader.  
 4:45—Post Symphony Hour.  
 5:45—Tea Time Tunes.  
 6:15—Musical Interlude.  
 6:30—Church Federation Hour.  
 7:00—Dinner Dance Music.  
 7:30—Harry Hartman's Sport Review.  
 7:45—Ann Storey, contralto.  
 8:00—Song Hit Time.  
 8:30—The Orioles.  
 8:45—Twilight Reveries.  
 9:00—Scotland Yard.  
 10:15—Slumber Music.

**WKRC (545 m.—550 kc.)**  
 A. M.—  
 6:45-7:45—God's Bible School—Sunrise Worship.  
 9:00—God's Bible School.  
 10:00—Watchtower Program (e. l.).  
 10:15—Jim Lightfield—Veteran's Civic Hour.  
 11:00—Services from First Church of Christ Scientist.  
 Noon—American Legion Program.  
 P. M.—  
 1:00—Jewish Community Program.  
 1:30—Gypsy Trial (CBS).  
 2:00—Green Old-Fashioned Garden.  
 3:00—Cathedral Hour (CBS)  
 4:00—French Trio (CBS).  
 4:15—Pastorale (CBS).  
 4:45—Theo Karle (CBS).  
 5:00—Around the Samover (CBS).  
 5:30—Twilight Reveries.  
 5:58—Burke Weather Forecast.  
 6:00—The World's Business (CBS).  
 6:15—Eureka Baseball Scores.  
 6:25—Sports Review.  
 6:30—Daddy and Rolo (CBS).  
 6:45—The Boswell Sisters (CBS).  
 6:58—Time and weather.  
 7:00—Devils, Drugs and Doctors (CBS)  
 7:15—Kate Smith, Swanee Music (CBS).  
 7:30—Tony Parenti and His Singing Saxophone (CBS).  
 7:45—Studio Feature.  
 8:15—The Dutch Masters (CBS).  
 8:30—Lewisohn Stadium Concert (NBC).  
 9:30—The Lucho's (CBS).  
 9:45—Star Reveries (CBS).  
 10:00—Coney Island Dance Orchestra  
 10:30—Chic Variety Program (CBS)  
 11:00—Time and weather.  
 11:03—Sports Review.  
 11:08—Hollywood Gardens Orchestra (CBS).  
 11:30—Noehrne (CBS).

**WLW (428 m.—700 kc.)**  
 A. M.—  
 8:50—Time.  
 9:00—Church Forum.  
 9:30—Song for Today (NBC).  
 9:45—Pollack and Lahnwhurst (NBC).  
 10:05—Organ, Arthur Chandler, Jr.  
 10:25—River Reports.  
 10:30—Morning Musical (NBC).  
 11:30—Troika Bells (NBC)  
 Noon—Tales of the Emerald Isle (NBC).  
 P. M.—  
 12:30—Melody Interlude (NBC).  
 1:30—Yeast Foamers (NBC).  
 2:00—Matinee Jewels.  
 2:30—Henry Thies' Orchestra.  
 3:00—Ravinia Opera Concerts (NBC).  
 4:00—Sabbath Reveries (NBC).  
 5:00—The Roamios.  
 5:30—Plantation Days.  
 6:00—The Chatter.  
 6:30—Conservatory of Music Concert (NBC).  
 6:55—Baseball Scores.  
 7:00—Ema Jettick Melodies (NBC).  
 7:15—Hotel Gibson Orchestra.  
 7:30—Harbor Lights (NBC).  
 8:00—Hed Huger Harmonies (NBC).  
 8:15—Bayuk Stag Party (NBC).  
 8:45—Kaffee Hag Slumber Music (NBC).  
 9:15—Variety.  
 9:30—Fuller's Dance Orchestra.  
 10:00—Estate Weather Man.  
 10:02—Crosley Concert.  
 10:45—Murray Horton's Orchestra at Horseshoe Gardens.  
 11:00—Henry Thies and His WLW Orchestra (to NBC "Blue" Network).  
 Midnight—Henry Busse's Orchestra, at Castle Farm.

**WKRC (545 m.—550 kc.)**  
 A. M.—  
 6:45-7:45—God's Bible School—Sunrise Worship.  
 9:00—God's Bible School.  
 10:00—Watchtower Program (e. l.).  
 10:15—Jim Lightfield—Veteran's Civic Hour.  
 11:00—Services from First Church of Christ Scientist.  
 Noon—American Legion Program.  
 P. M.—  
 1:00—Jewish Community Program.  
 1:30—Gypsy Trial (CBS).  
 2:00—Green Old-Fashioned Garden.  
 3:00—Cathedral Hour (CBS)  
 4:00—French Trio (CBS).  
 4:15—Pastorale (CBS).  
 4:45—Theo Karle (CBS).  
 5:00—Around the Samover (CBS).  
 5:30—Twilight Reveries.  
 5:58—Burke Weather Forecast.  
 6:00—The World's Business (CBS).  
 6:15—Eureka Baseball Scores.  
 6:25—Sports Review.  
 6:30—Daddy and Rolo (CBS).  
 6:45—The Boswell Sisters (CBS).  
 6:58—Time and weather.  
 7:00—Devils, Drugs and Doctors (CBS)  
 7:15—Kate Smith, Swanee Music (CBS).  
 7:30—Tony Parenti and His Singing Saxophone (CBS).  
 7:45—Studio Feature.  
 8:15—The Dutch Masters (CBS).  
 8:30—Lewisohn Stadium Concert (NBC).  
 9:30—The Lucho's (CBS).  
 9:45—Star Reveries (CBS).  
 10:00—Coney Island Dance Orchestra  
 10:30—Chic Variety Program (CBS)  
 11:00—Time and weather.  
 11:03—Sports Review.  
 11:08—Hollywood Gardens Orchestra (CBS).  
 11:30—Noehrne (CBS).

**Pretty Peggy is Romantic Lady**



Peggy Allenby is leading lady of the Realities of Romance which WSAI broadcasts from the NBC network at 10:30 Friday morning. Of Spanish, Irish and English descent, Miss Allenby is a New Yorker by birth but received her convent education in Montreal; Manhattanville (N. Y.) and South Bend. She has appeared in numerous Broadway plays, including "The Man Who Came Back," "Married and How," "He Understood Women," and "Conflict."  
 She speaks French and Spanish fluently, and can play roles ranging from ingenues to dangerous adventuresses. She likes swimming, flying, rare perfume, beautiful furniture, and Realities of Romance.

**WSAI (225 m.—1330 kc.)**  
 Sunday, August 2  
 P. M.—  
 2:00—Sermonette and Hymn Time.  
 2:30—Balkan Mountain Men (NBC)  
 3:00—National Sunday Forum (NBC).  
 4:00—Rebroadcast From Mt. Vernon, Paris (NBC).  
 5:00—Catholic Services (NBC).  
 6:00—Thru the Opera Glass (NBC).  
 7:00—Chase and Sanborn (NBC).  
 8:00—"Our Government," David Lawrence (NBC).  
 8:15—The Russian Singers (NBC).  
 8:45—Jodent Big Brother (NBC).  
 9:15—Goldman Band Concert (NBC).  
 9:45—Fuller's Orchestra.

**MONDAY August 3**

**WKCY (202 m.—1490 kc.)**  
 A. M.—  
 7:00—The Crooning Guitarist.  
 7:15—Morning Devotions (NBC).  
 7:30—Cheerio (NBC).  
 8:00—Hot Shot, the Briarhopper.  
 8:15—Early morning dance program.  
 9:15—My New Kentucky Home, Jetta Crane.  
 9:45—Dance Records.  
 10:30—Classical Hour.  
 11:00—Musical Novelties.  
 11:30—Spillet Lickers.  
 Noon—Popular Dance Melodies.  
 P. M.—  
 12:15—Little Red Riding Hood, John R. Coppin Co.  
 12:30—Norris Brock Live Stock  
 12:35—Luncheon Concert.

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**WKCY Monday, August 3**  
 12:45—Randall Fryer, tenor.  
 1:00—Sign off.  
 5:45—Dance Records.  
 5:55—Ayers Sport Flash.  
 6:00—Amos 'n' Andy (NBC).  
 6:15—Tastyest Jesters (NBC).  
 6:30—Steve Bates, Singing to an Octofone.  
 6:45—Little Red Riding Hood.  
 7:00—Program dedicated to Zanesville, Ohio.  
 7:30—Stromberg Carlson (NBC).  
 8:00—Wally, the Radio Clown.  
 8:15—"The Man Who Could Not Die," mystery thriller.  
 8:45—Hot Shot, the Briarhopper.  
 9:00—Charlene and Kathleen.  
 9:15—Tommy and Willie.  
 9:30—Nothing But the Truth, Alexander McQueen.  
 9:45—Italian Serenaders.

**WFBE (250 m.—1200 kc.)**  
 A. M.—  
 7:00—Voices at Dawn.  
 7:30—Classified Directory.  
 8:00—Morning Concert.  
 9:00—Hyde Park Community Program.  
 9:15—Sunshine Special.

**WFBE Monday, August 3**  
 9:45—Kleeman Furniture Program.  
 10:00—Zoo-ettes.  
 10:05—Musical Brevities.  
 10:30—Variety.  
 10:50—Mrs. Evans' Questions and Answers.  
 10:58—Smogger Time.  
 11:00—Song Hit Time.  
 11:30—Tone Poems.  
 12:00—Serenade.  
 P. M.—  
 12:45—Bellonby Luncheon Musicale.  
 1:00—Organ Recital.  
 1:15—Story Telling Time.  
 1:30—Dance Frolic.  
 2:00—The Islanders.  
 2:15—Vocal Varieties, with Frank Stewart.  
 2:30—Ralph and Harlan.  
 2:45—Harmony Duo.  
 3:00—Matinee Musicale.  
 3:15—Reds vs. Chicago, at Chicago.  
 3:00—Lyric Hour.  
 5:30—World Series Contest.  
 6:00—Musical Interlude.  
 6:15—World Series Contest.  
 6:45—Berning Ford Travelogue.  
 7:00—Post Question Box.  
 7:15—Julius Sein.  
 7:30—Harry Hartman's Sport Review.  
 7:45—Latonia Lakes Subdivision.  
 8:00—Luckey Boys.  
 8:15—Byron Trio.  
 8:30—Dry Ridge Health Hints.  
 8:45—Twilight Reveries.  
 9:00—Evening Chimes.  
 9:45—Slumber Music.

**WKRC (545 m.—550 kc.)**  
 A. M.—  
 6:45—God's Bible School—Sunrise Worship.  
 7:45—Hill Billy Kid.  
 7:59—Green Time.  
 8:00—The Commuters (CBS).  
 8:30—Tony's Scrap Book (CBS).  
 8:45—The Old Dutel Girl (CBS).  
 9:00—Consolidated Merchants Program.  
 9:30—Mr. Fixit (CBS).  
 9:45—Charles W. Reame, studio.  
 10:15—The Madisun Singers (CBS).  
 10:30—Bruce Chapman (CBS).  
 10:45—Time and weather.  
 10:48—Woman's Hour—Tremlette Tully.  
 11:15—Don Bigelow and His Orchestra (CBS).  
 11:30—Columbia Revue (CBS).  
 11:45—Drink-Mor Program.  
 Noon—Wurlitzer Music Box Revue.  
 P. M.—  
 12:30—Cincinnati Merchants Program.  
 1:00—A. L. Fink Program.  
 1:30—Pyol Program.  
 1:45—Studio Feature.  
 2:00—Charles W. Reame Studio  
 2:15—Columbia Salon Orchestra (CBS).  
 2:28—Race Result from Latonia, Ky.  
 2:30—Three Doctors (CBS).  
 2:45—Starr-Freeze Melodies (E. T.).  
 3:00—U. S. Army Band (CBS).  
 3:30—St. George Hotel Orchestra (CBS).  
 4:00—Dancing by the Sea (CBS).  
 4:30—Hoosier Photographer—Tramp Starr.  
 4:45—Jolly Jugglers (CBS).  
 5:00—A. O. Rust, Happy Feet.  
 5:15—Jos. R. Deins Organ Concert, Pat Gillick.  
 5:30—Cincinnati Trade School Program.  
 5:45—Studio.  
 5:50—Eureka Baseball Scores.  
 5:55—Sports Review.  
 5:58—Burke Weather Forecast.  
 6:00—Home Furniture Program, Marj Charles (CBS).  
 6:10—Stocks, Cohl & Tyrc.

**Do You Need Money?**

If you are in need of some ready cash with which to meet a pressing financial situation or to pay up scattered bills, we have a helpful, Personal Loan Service whereby you can obtain the necessary money promptly. You have a year or more in which to repay it.

Open 8:30 to 5:00

**The Central Acceptance Corporation**  
 26 East Sixth St., between Vine and Walnut  
 Cincinnati, Ohio. Parkway 6280.

WKRC Monday, August 3
6:13—Time and weather.
6:15—Limit Program, with Dennis King (CBS).

WLW (428 m.—700 kc.)
A. M.—
6:30—Time Announcement.
6:31—International Fiddlers and Salt and Peanuts.

6:50—Weather.
7:00—Physical Exercises.
7:14—Time Announcement.
7:15—The Sunbirds (NBC).

7:45—A. & P. Food News (NBC).
8:00—Morning Devotions.
8:15—Ball Brothers Canning Time.
8:30—Montgomery Ward Program (NBC).

8:45—Physical Exercises.
9:00—Housekeeper Chats.
9:15—Beatrice Mabie (NBC).
9:30—Musical Portrait.
9:45—Harshaw Announcement.
9:50—The Potter's Art.

10:00—Synopses (NBC).
10:30—Live Stock Reports.
10:45—McCormick Fiddlers.
11:00—Mills Brothers Quartet.
11:15—Swift Program (NBC).

11:30—WLW Stars.
11:45—River Reports; Time Signals.
Noon—Seger Ellis.
P. M.—
12:16—Hotel Gibson Orchestra.

Letter Box

Radio Dial is interested in the opinions of its readers. It will endeavor to answer questions. Unsigned letters will not be considered but signatures will be withheld when the request is made.

Jack Foy, the Hill Billy boy who used to yodel and knock with McCormick's Fiddlers at WLW, writes from station KDKA (Pittsburgh) that he is singing there every morning at 7:15; every afternoon at 4:45; at 7:30 Tuesday and Thursday nights, and on a Far North program at 10:15 Saturday nights. He is drawing lots of mail, he says. He plans soon to publish a book of his songs like the one Bradley Kincaid offers.

R. C. C., of Columbus, Ind., asks if Henry King who used to announce the dance programs from the Gibson and Netherland Plaza still with WLW?

Yes. He signs WSAI off every night and is a control room operator the rest of the time.

H. B. G. thinks some radio singers "sound like Tom Cats on the back fence"

F. A. wants to know what WLW remote control announcers do when they are not announcing for the dance orchestras. He says he never hears them on the air.

When they're not on the air, John Mitchell (Castle Farm), Henry King, and Leonard Barnes are studio operators. Remote control announcers have to operate the remote control amplifiers and must be technicians as well as announcers.

Lou, of Dayton, O., thinks Sterling Jack and Smiling Ed McConnell are the same.

She's wrong. Sterling Jack is Jack Turner, of Louisville—a man the size of Little Jack Little. Smiling Ed McConnell weighs over 250; hails from Detroit, Mich.

A. G. of Bellevue, Ky., wants Radio Dial to compliment Seger Ellis and Murdock Williams. He thinks they are the best pianists on the air. He wants them on a half hour at a time. Tommy Ott is another of his favorites. He wants to know who plays the piano for Little Red Riding Hood at WKCY.

Little Red Riding Hood's mother is her accompanist.

WLW Monday, August 3
8:00—Maytag Orchestra (NBC).
8:30—Real Folks (NBC).
9:30—Gold Medal Express (NBC).
9:30—Musical Dreams.
10:00—Canada Dry.
10:30—Variety.
10:45—Bob Newhall. Sport Slices.
10:58—Estate Weather Man.
11:00—Chime Reviews.
Midnight—Hotel Gibson Orchestra.
12:30—Henry Busse's Orchestra, Castle Farm.
1:00—Sign off. ...

WSAI (225 m.—1330 kc.)
A. M.—
8:00—Gene and Glenn (NBC)..
8:15—Tom Waring and His Troubadours (NBC).

Vagabond Poet Recalls Old Times in Radio



Eddy Utt, who calls himself the Vagabond Poet, is one of the last of the traveling minstrels of radio, a survival of the barnstorming days when Wendell Hall, Little Jack Little, the Ray o' Vac Twins, John and Ned and other radio ramblers traveled about, appearing on radio stations all over the country.

Utt will read poems, sing songs, and give impersonations of the characters whose pictures appear above with him, at 7:30 Friday night (July 31) at WSMK in Dayton (1380 kc.)

WSAI Monday, August 3
8:45—Records.
9:00—Mrs. Blake's Radio Column (NBC).
9:15—McCormick's Old Time Fiddlers.
9:30—Jean Carroll, please tell me (NBC).
9:45—Jerry Foy.
10:10—Records.
10:15—Blue Streaks (NBC).
10:30—Records.
11:00—The Hellman Troubadors (NBC).
11:15—Sign Off.

P. M.—
12:50—Live Stock Reports.
1:00—Sign off.
2:00—Woman's Radio Review (NBC).
3:00—Records.
3:45—Crosley Dealers' Salute.
4:00—Crosley Singers.
4:30—Records.
4:45—Minabelle and Chick.
5:00—Records.
5:15—Cecy Gordon; Gene Perazzo.
5:30—Records.
6:00—Teddy Black's Orchestra (NBC).
6:30—NBC by George Elliston (NBC).
6:45—The Goldbergs (NBC).
7:00—Records.
7:15—Vocal Solos.
7:30—A. & P. Orchestra (NBC).
8:30—General Motors Program (NBC).
9:00—True Story Hour (NBC).
9:45—Simonez Program (NBC).
10:00—Seger Ellis.
10:15—The Stebbins Boys (NBC).
10:30—Hotel Gibson Orchestra.
11:00—Sign off.

Out Of Its Swaddling Clothes!
Radio broadcasting is now recognized as the powerfully effective advertising medium it has proved itself to be. But it still needs at the helm the guiding power of experience. And that is what the CHARLES W. REAUME organization supplies.

We Know Radio.
CHARLES W. REAUME
RADIO ADVERTISING
622 Broadway CHerry 2440

TUESDAY August 4

WKCY (202 m.—1490 kc.)
7:00—The Crooning Guitarist.
7:15—Morning Devotions (NBC).
7:30—Cheerio (NBC).
8:00—Hot Shot, the Briarhopper.
8:15—Early morning dance program.
9:15—My New Kentucky Home, Jetta Crane.
9:45—Dance Program.
10:00—Mrs. A. M. Goudiss (NBC).
10:15—Classic Hour.
10:45—Musical Novelties.
11:30—Skillet Lickers.
Noon—Dance Program.

P. M.—
12:30—Live Stock Quotations.
12:35—Luncheon Concert.
12:45—Randall Fryer, tenor.
1:00—Sign off.
5:45—Dance Records.
5:55—Ayers Sport Flash.
6:00—Anous 'n' Andy (NBC).
6:15—Gus Van (NBC).
6:35—Little Red Riding Hood.
6:45—Crooning Guitarist.
7:00—Glenyce Chambers, blues.
7:15—Tri State Entertainers.
7:45—Crimoline Girl, Alma Ashcraft.
8:00—Earl Arnold's Orchestra, Lookout House.
8:30—Death Valley Days (NBC).
9:00—Nothing But the Truth, Alexander McQueen.
9:15—Tommy and Willie.
9:30—Blue Ridge Shindiggers.

WFBE (250 m.—1200 kc.)

A. M.—
7:00—Voices at Dawn.
7:30—Classified Directory.
8:00—Morning Concert.
9:00—Variety.
9:15—Sunshine Special.
9:45—Home Chats.
10:00—Zoo-ette.
10:05—Musical Brevities.
10:50—Sister Mary's Kitchen.
10:59—Simper Time.
11:00—Dance Frolic.
11:45—NoKy Trio.
Noon—Serenade.

P. M.—
1:00—Two Irish Boys and Chas. Schaeffer.
1:15—Story Telling Time.
1:30—Organ Recital.
2:00—Dance Frolic.
2:30—Ralph and Harlan.
2:45—Day Dreams.
3:15—Reds vs. Chicago, at Chicago.
5:00—Lyric Hour.
5:30—World Series Contest.
6:00—Musical Interlude.
6:15—World Series Contest.
6:45—Bernard Perd Travelogue.
7:00—Post Question Box.
7:15—Julius Sein.
7:30—Harry Hartman's Sport Review.
7:45—Lonia Lakes Subdivision.
8:00—Luckey Boys.
8:15—Murdock Williams.
8:30—Dry Ridge Health Hints.
8:45—Twilight Reveries.
9:00—Independent Oil Station Program.
9:30—Meyer's Hot Tunes.
9:45—Licking River Fiddlers.
10:00—Stumber Music.

Tuesday, August 4 WKRC (545 m.—550 kc.)

A. M.—
6:45—God's Bible School, Sunrise Worship.
7:45—Hill Billy Kid.
7:59—Green Time.
8:00—Swarr-Freeze Melodies.
8:15—The Commuters (CBS).
8:30—Tony's Scrap Book (CBS).
8:45—Morning Minstrels (NBC).
9:00—Oxol Feature (CBS).
9:15—Melody Parade (CBS).
9:30—Consolidated Merchants' Program.
10:00—Fashion Facts of 1931 (CBS).
10:15—Charles W. Reaume Studio.
10:45—Time and Weather.
10:48—Woman's Hour, Tremlette Tully.
11:15—Don Bigelow and His Orchestra (CBS).
11:30—Columbia Revue (CBS).
11:45—Drinkmor Program (CBS).
Noon—Wurlitzer Music Box Revue.

P. M.—
12:30—Cincinnati Merchants' Program.
1:00—Pabst-ett Varieties (CBS).
1:15—Studio Feature.
1:30—Pyol Program.
1:45—Studio Feature.
2:00—Charles W. Reaume Studio
2:00—Charles and Cassey.
2:28—Race Result from Lonia, Ky.
2:30—(A. L. Fink)—The Three Doctors (CBS).
2:45—(A. L. Fink)—The Capitavators (CBS).
3:00—Four Clubmen (CBS).
3:30—Phil Fisher's Orchestra (CBS).
4:00—Frank Ross, Songs (CBS).
4:15—Adventures in Words (CBS).
4:30—Gypsy Music Makers (CBS).
4:45—Sweethearts of the Air (CBS).

5:00—A. O. Rust, Happy Feet.
5:15—Jos. R. Deins Organ Concert, Pat Gillick.
5:30—Cincinnati Trade School Program.
5:45—Studio.
5:50—Eureka Baseball Scores.
5:55—Sports Review.
5:59—Hurke Weather Forecast.
6:00—Home Furniture Co., Kate Smith (CBS).
6:10—Stocks, Cohlé & 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—Pryor's Creemo Military Band (CBS).
7:15—Rubel's Hy Rye and Willie Winsom.
7:30—The Bon Bons (NBC).
7:45—Studio Feature.
8:00—Henry George (CBS).
8:30—The Bristolkers (CBS).
9:00—Ben Bernie and His Blue Ribbon Orchestra (CBS).
9:15—Tito Guizar (CBS).
9:30—Coney Island Dance Orchestra.
10:00—Fletcher Henderson Orchestra (CBS).
10:15—Indiana Lake Period.
10:25—Sports Review.
10:30—Bridge Lessons by Tom Collins Jr.
10:45—Asbury Park Casino Orchestra (CBS).
11:00—Gruen Witching Hour.
11:30—Time and weather.
11:38—Hill Billy Kid.
11:45—Jos. R. Deins, Organ Concert, Pat Gillick.

The Newest Latest Creation Majestic \$89.50 AUTO RADIO
Everything Complete, ready to install. Enjoy music, lectures, stories, etc. while you ride.
This amazing new 7-tube Super Heterodyne Auto Radio with Dynamic Speaker on demonstration at the CHECKER STORE ORIGINAL TIRE CO. Court & Race

AN EXPERT RADIO MAN
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Just call CHerry 7895 See phone book, page 215
WM. THREMS
UPTOWN RADIO SHOP
68 E. McMICKEN
Only High Grade Tested Tubes Used.

Tuesday, August 4

WLW (423 m.—700 kc.)

- A. M.—
6:30—Time Announcement.
6:31—International Fiddlers and Salt and Peanuts.
6:30—Weather Forecast.
7:00—Physical Exercises.
7:14—Time Announcement.
7:15—The Sunbirds (NBC).
7:45—A. & P. Food News (NBC)
7:50—Bulova Time.
8:00—Morning Devotions.
8:15—Seeger Ellis.
8:30—Montgomery Ward (NBC).
8:35—Physical Exercises.
9:00—Morning Ballads.
9:15—Frances Ingram (NBC).
9:30—Fashionette.
9:45—Premium Man.
10:00—The Melody Club.
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—Hotel Gibson Orchestra.
12:45—Market Reports.
12:50—Live Stock Reports.
1:00—National Farm and Home (NBC).

- 1:30—Netherlands Plaza Orchestra.
2:00—Organ Matinee.
2:30—Chicago Serenade (NBC).
2:45—Kiss Proof (NBC).
3:00—Bananas.
3:15—U. S. Navy Band (NBC).
4:00—Salt and Peanuts.
4:15—The Grab Bag Boys.
4:30—Live Stock Reports.
4:40—Mitchem and Quartet.
5:00—The Hattentots.
6:30—Old Man Sunshine.
6:45—Lowell Thomas (NBC).
6:50—Amos 'n' Andy (NBC).
6:55—The Clutter.
7:00—Southern Singers.
6:45—Mail Pouch (e. t.).
7:00—Armstrong Quakers (NBC).
7:30—Los Ramos Baseball Scores.
7:30—Netherlands Plaza Orchestra.
7:45—Sisters of the Skillet (NBC).
8:00—Fuller's Orchestra.
8:15—Elegant Luncheon.
8:30—Werk Bubble Blowers.
9:00—Crimflights.
9:30—Chevrolet Chronicles (e. t.)
10:00—Cotton Queen Minstrels.
10:20—Variety.
10:45—Bob Newhall. Sports Slices.
10:58—Estate Weather.
11:00—Los Amigos.
11:30—Mouy River.
Midnight—Hotel Gibson Orchestra.

- A. M.—
12:30—Henry Busse's Orchestra. Castle Farm.
1:00—Sign off.

WSAI (225 m.—1330 kc.)

- A. M.—
8:00—Gene and Glenn (NBC).
8:15—Tom Waring and His Troubadours (NBC).
8:45—Records.
9:00—Mrs. Blake's Radio Column (NBC).
9:15—Records.
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 Troubadours (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—Russo Talkie (NBC).
4:45—Records.
5:15—Vocal Solos.
5:30—Records.
6:00—Midweek Federation Hymn Sing (NBC).
6:30—Bradley Kincaid.
6:45—The Goldbergs (NBC).
7:00—Blackstone Plantation (NBC).
7:30—National Dairy Virtuoso (NBC).
8:00—Nash Parade (NBC).
8:30—Fuller Brush Man (NBC).
9:30—Lucky Strike Dance (NBC).
10:00—Fuller's Orchestra.
10:15—The Stebbins Boys (NBC).
10:30—Hotel Gibson Orchestra.
11:00—Sign Off.

Heaven's Where Artennis Is



To Columbia announcers, "Heaven" is Atlantic City and a chance to announce the weekly "Dancing by the Sea" feature which WKRC carries at 4:15 p. m. Saturday (August 1). Here is one of the reasons: her name is Artennis Faque formerly of musical comedies.

WEDNESDAY August 5

WKCY (202 m.—1490 kc.)

- A. M.—
7:00—The Crooning Guitarist.
7:15—Morning Devotions (NBC).
7:30—Cherio (NBC).
8:00—Hot Shot. The Briarhopper.
8:15—Early morning dance program.
9:15—My New Kentucky Home.
9:45—Dance Tunes.
10:00—Mrs. A. M. Goudiss (NBC).
10:15—Classic Hour.
10:45—Musical Novelties.
11:30—Skillet Lickers.
Noon—Popular Dance Melodies.

- P. M.—
12:15—Little Red Riding Hood, John R. Coppin Co.
12:30—Live Stock Reports.
12:35—Randall Fryer, tenor.
1:00—Sign off.
3:45—Dance Records.
5:55—Ayers Sport Flash.
6:00—Amos 'n' Andy (NBC).
6:15—Charlene and Catherine.
6:35—Crooning Guitarist.
6:45—Tommy Ott.
7:00—Lawson's Hawaiians.
7:30—Christian Glee Club.
8:00—Skillet Lickers.
8:30—Earl Arnold's Orchestra. Lookout House.
9:00—Steve Bates.
9:15—Tommie and Willie.
9:30—Lucille Fox.
9:45—Italian Serenaders.

WFBE (250 m.—1200 kc.)

- A. M.—
7:00—Voices at Dawn.
7:30—Classified Directory.
8:00—Morning Concert.
9:00—Variety.
9:15—Sunshine Special.
9:45—Kleeman Home Chats.
10:00—Zooettes.
10:05—Musical Brevities.
10:35—Vocal Varieties.
10:50—Mrs. Evans' Questions and Answers.
10:59—Simper Time.
11:00—Garden of Melody.

FLORENCE FREY BEAUTY EXPERT
an the air
Every Wednesday 9:15 A. M. WLW
PERMANENT WAVE \$5.00
Sponsored by The Rubel Baking Co.

WFBE Wednesday, August 5 11:30—Melodies of Long Ago. Noon—Organ Recital

- P. M.—
12:30—Serenade.
12:45—Bellonby Luncheon Musical.
1:00—Reveries.
1:15—Story Telling Time.
1:30—Dance Frolic.
2:00—The Parent's Forum.
2:15—Galvano & Cortez.
2:30—Pauline Ungar, contralto.
2:45—Memory Lane.
3:15—Reds vs. Chicago, at Chicago.
5:00—Lyric Hour.
5:45—World Series Contest.
6:00—Musical Interlude.
6:15—World Series Contest.
6:45—Berning Ford Travelogue.
7:00—The Pest Question Box.
7:15—Julius Sein.
7:30—Harry Hartman's Sport Review.
7:45—Latonia Lakes Subdivision.
8:00—Lucky Boys.
8:15—Dry Ridge Health Hints.
8:30—Colonial Stages.
8:45—Twilight Reveries.
9:00—Tile-Way Fire-Proof Home Program.
9:30—Jewish Commercial Program.
10:00—Dance Tunes.
10:30—Slumber Music.

WKRC (545 m.—550 kc.)

- A. M.—
6:45—Sunrise Worship. God's Bible School.
7:45—Hill Billy Kid.
7:59—Gruen Time.
8:00—The Commuters (CBS).
8:30—Tony's Scrap Book (CBS).
8:45—The Old Dutch Girl (CBS).
9:00—Oxal Feature (CBS).
9:15—Morning Minstrels (CBS).
9:30—Consolidated Merchants' Program.
10:00—Learn to Swim (CBS).
10:15—Floraline Talk.
10:20—Time and weather.
10:30—Woman's Hour, Tremlette Tulley.

A Laugh a Second with Hy Rye and Willie Winsum

Radio's biggest 15 minutes of good cheer and snappy music.
Every Tuesday and Thursday 7:15 P. M.
WKRC
Tune in... enjoy yourself
Sponsored by The Rubel Baking Co.

- WKRC Wednesday, August 5
10:45—Charles W. Reaume Studio.
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.
1:00—Farm Program (CBS).
1:30—Pyol Program.
1:45—Studio Feature.
2:00—Charles W. Reaume Studio.
2:15—Salon Orchestra (CBS).
2:28—Race Result from Latonia, Ky.
2:30—The Three Doctors (CBS).
2:45—Dancing by the Sea (CBS).
3:15—Siarr-Freeze Melodies (E. T.).
3:30—Columbia Camp Concert (CBS).
1:00—Ashbury Park Casino Orchestra (CBS).
4:15—A. L. Fink Program.
4:45—Edna Wallace Hopper's Youth Matinee (CBS).
5:00—A. O. Rust, Happy Feet.
5:15—Jos. R. Deins Organ Concert, Pat Gillick.
5:30—Cincinnati Trade School Program.
5:45—Studio.
5:50—Eureka Baseball Scores.
5:55—Sports Review.
5:59—Burke Weather Forecast.
6:00—Kate Smith Swanne Music Home Furniture Co. (CBS).
6:10—Stocks and Tyree.
6:13—Time and weather.
6:15—Limit Program, with Kennis King (CBS).

- WKRC Wednesday, August 5
6:30—Miller and Lyle (CBS).
6:45—Cameo Quarter-Hour (CBS).
7:00—Pryor's Cremo Military Band (CBS).
7:15—The Barbasol Program (CBS).
7:30—Indian Lake Period.
7:35—What's Happening (Full Measure Gas).
7:45—Old Wurzberg Malt Program.
8:00—Gold Medal Fast Freight (CBS).
8:30—Eino Crime Club (CBS).
9:00—Connie Boswell (CBS).
9:15—Rhythm Choristers (CBS).
9:30—Nt Wit Hour (CBS).
10:00—Earl Carpenter's Orchestra (CBS).
10:15—Gruen Answer Man.
10:30—Coney Island Dance Orchestra.
11:00—Time; Weather; Sports Review.
11:08—Ben Bernie and His Orchestra (CBS).
11:30—Hill Billy Kid.
11:45—Jos. R. Deins Organ Concert, Pat Gillick.

WLW (423 m.—700 kc.)

- A. M.—
5:30—McCormick Fiddlers.
6:00—Organ Program.
6:30—Time Announcement.
6:31—International Fiddlers and Salt and Peanuts.
6:59—Weather Forecast.
7:00—Physical Exercises.



Don't Miss -- These Wonderful Programs

To be without RADIO DIAL in your home is like touring the country without a road map and guide. You may "get there," sure—but if you're missing all the high spots, you are not getting your money's worth.

RADIO DIAL puts you in intimate touch with "What's What" in Radio entertainment. Mail to you weekly with one week's complete program. Clip off and mail the coupon below with one dollar attached, and we will enter your subscription for 6 months.

RADIO DIAL 6 months for \$1.00

Form for subscription: RADIO DIAL, 22 E. 12th Street, Cincinnati, Ohio. Includes fields for Name, Address, City, State, and checkboxes for New Subscriber or Renewal.

## Lindbergh Gets Radio Medal



Col. Charles A. Lindbergh, on the eve of his flight to the Orient, is presented with a medal by the Columbia Broadcasting System, in recognition of his distinguished contribution to the art of radio. He is the first American to be so honored. The Colonel has been a persistent advocate of the use of radio on all passenger carrying airships. In addition he is credited with having stimulated interest in chain broadcasting when on August 9, 1930, he spoke over a record NBC and CBS hookup from a Columbia Broadcasting System studio. He holds the record of having been tied-in on the largest number of radio stations of any private individual in the world. As a matter of fact, the hookup has been exceeded only once since and that on the occasion of the Papal broadcast last spring. The presentation was made by Jesse S. Butcher, Columbia System executive.

**Wednesday, August 5**  
 1—Time Announcement.  
 5—The Sunbirds (NBC).  
 45—A. & P. Food News (NBC).  
 :00—Morning Devotions.  
 1:15—Ball Brothers Canning Time.  
 8:30—Montgomery Ward Program.  
 8:46—Physical Exercises.  
 9:00—Mary Hale Martin (NBC).  
 9:15—Florence Frey's Workshop.  
 9:30—Harshaw Announcement.  
 9:35—Organ Program.  
 9:45—Halsey Personality Perfumes (NBC).  
 10:00—McCormick Fiddlers.  
 10:15—Jim and Walt.  
 10:30—Live Stock Reports.  
 10:40—Piano Solos.  
 10:45—Manhattan Soap Program (NBC).  
 11:00—Seger Ellis.  
 11:15—Swift Program (NBC).  
 11:30—WLW Stars.  
 11:45—River Reports; Time Signals.  
 Noon—The Village Rhymester.

**P. M.—**  
 12:15—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—Cincinnati Zoo Concert.  
 3:00—Weather Forecast.  
 3:01—The Matinee Players.  
 4:00—Chats with Peggy Winthrop (NBC).  
 4:15—The Grab Bag Boys.  
 4:30—Live Stock Reports.  
 4:40—Mickey and Quartet.  
 5:00—Afternoon Melodies.  
 5:30—Old Man Sunshine.  
 5:45—Lowell Thomas (NBC).  
 6:00—Amos 'n' Andy (NBC).  
 6:15—The Chatter.  
 6:30—Phil Cook (NBC).  
 6:45—"Believe It or Not," Ripley

7:00—Los Ramos Baseball Scores.  
 7:05—Fuller's Orchestra.  
 7:30—Jack Frost Melody Moments (NBC).  
 8:00—The Buddy Boys.  
 8:30—Consolidated Cigar Program (NBC).  
 9:00—To Be Announced.  
 9:30—Casta Coffee Hour.  
 10:00—Castle Farm.  
 10:30—Variety.  
 10:45—Bob Newhall, Sport Slices.  
 10:58—Estate Weather Man.  
 11:00—Fuller's Orchestra.  
 11:30—Moon River.  
 Midnight—Hotel Gibson Orchestra.  
**A. M.—**  
 12:30—Castle Farm.  
 1:00—Sign off.

### WSAI (225 m.—1330 kc.)

**A. M.—**  
 8:00—Gene and Glenn (NBC).  
 8:15—Tom Waring and His Troubadours (NBC).  
 8:45—Records.  
 9:00—Mrs. Blake's Radio Column (NBC).  
 9:15—Jane Grant's Stereo Hour (NBC).  
 9:30—National Home Hour (NBC).  
 10:00—Records.  
 10:15—Radio Household Institute (NBC).  
 10:45—Records.  
 11:00—The Hellman Troubadours (NBC).  
 11:15—Sign Off.  
**P. M.—**  
 12:50—Live Stock Reports.  
 1:00—Sign off.  
 2:00—Woman's Radio Review (NBC).  
 3:00—Records.  
 3:30—Crosley Dealers' Salute.  
 3:45—Outstanding Daytime Speakers (NBC).  
 4:00—Don Becker.  
 4:15—Sam Wilson, baritone.  
 4:20—Records.  
 5:00—McCormick Fiddlers.  
 5:25—Civil Service Talk.  
 5:30—Records.  
 6:15—Boscol Moments, with Madame Aida (NBC).  
 6:30—Records.  
 6:45—The Goldbergs (NBC).  
 7:00—Back of the News in Washington (NBC).  
 7:15—Records.  
 7:30—Mobil Oil Concert (NBC).  
 8:00—Halsey Stuart (NBC).  
 8:30—Falmolive Hour (NBC).  
 9:00—Coca Cola Program (NBC).  
 10:00—Seger Ellis.  
 10:15—The Stebbins Boys (NBC).  
 10:30—Hotel Gibson Orchestra.  
 11:00—Sign Off.

## THURSDAY August 6

### WKCY (202 m.—1490 kc.)

**A. M.—**  
 7:00—The Crooning Guitarist.  
 7:15—Morning Devotions (NBC).  
 7:30—Cherio (NBC).  
 8:00—Hot Shot, the Briarhopper.  
 8:15—Early Morning Dance.  
 9:15—My New Kentucky Home.  
 9:45—Dance Tunes.  
 10:00—Mrs. A. M. Goudiss (NBC).  
 10:15—Dance Records.  
 10:30—Northam-Warren (NBC).  
 10:45—Classic Hour.  
 11:00—Musical Novelties.  
 11:30—Skillet Lickers.  
 Noon—Popular Dance Tunes.

**P. M.—**  
 12:15—Little Red Riding Hood, John R. Coppin Co.  
 12:30—Live Stock Quotations.  
 12:35—Luncheon Concert.  
 12:45—Rev. Chas. A. Vandermeulen.  
 1:00—Sign off.  
 5:45—Dance Records.  
 5:55—Ayers Sport Flash.  
 6:00—Amos 'n' Andy (NBC).  
 6:15—Tastyest Jesters (NBC).  
 6:30—Wally, the Radio Clown.  
 6:35—Wally, the Radio Clown.  
 6:45—Little Red Riding Hood.  
 7:00—Dixie Spiritual Singers (NBC).  
 7:15—Hot Shot, the Briarhopper.  
 7:30—Tommie and Willie.  
 7:45—Crooning Guitarist.  
 8:00—Blackstone Plantation (NBC).  
 8:30—Skillet Lickers.  
 9:00—Earl Arnold and His Orchestra from Lookout House.  
 9:30—Lawson's Hawaiian Players

### WFBE (250 m.—1200 kc.)

**A. M.—**  
 7:00—Voices at Dawn.  
 7:30—Classified Directory.  
 8:00—Morning Concert.  
 9:00—Variety.  
 9:15—Sunshine Special.  
 9:45—Kleeman Home Chats.  
 10:00—Zoo-ettes.  
 10:05—Musical Brevities.  
 10:50—Sister Mary's Kitchen.  
 10:59—Simple Time Announcement.  
 11:00—Vocal Varieties.  
 11:30—Song Hit Time.  
 11:45—No'ky Trio.  
 Noon—Serenade.

**P. M.—**  
 12:45—Bellonby Luncheon Musicale.  
 1:00—Two Irish Boys and Chas. Schaeffer.  
 1:15—Story Telling Time.  
 1:30—Matinee Musicale.  
 2:00—Organ Recital.  
 2:15—Harmony Duo.  
 2:30—Dance Frolic.  
 2:45—Reds vs. Pittsburgh, at Pittsburgh.  
 4:45—Ralph and Harlan.  
 5:00—Hour.  
 5:30—World Series Contest.  
 6:00—Musical Interlude.  
 6:15—World Series Contest.  
 6:45—Berning Far Travelogue.  
 7:00—The Post Question Box.  
 7:15—Julius Sein.  
 7:30—Harry Hartman's Sport Review.  
 7:45—Lonia Lakes Subdivision.  
 8:00—Lucky Boys.  
 8:15—Murdock Williams.  
 8:30—The Post Tenor.  
 8:45—Twilight Reveries.  
 9:00—Independent Oil Program.  
 9:30—Meyer's Hot Tunes.  
 9:45—Dry Ridge Health Hints.  
 10:00—Slumber Music.

### WKRC (545 m.—550 kc.)

**A. M.—**  
 6:45—Sunrise Worship.  
 7:45—Hill Billy Kid.  
 7:59—Green Time Signal.  
 8:00—The Commuters (CSB).  
 8:30—Tony's Scrap Book (CBS).  
 8:45—Starr-Freeze Melodies (E. T.).  
 9:00—Pot of Gold (CBS).  
 9:15—Consolidated Merchants' Program.  
 9:45—Barbara Gould Beauty Talk (CBS).  
 10:00—Charles W. Reame Studio.  
 10:30—Vacation Roads.  
 10:45—Time and weather.

**WKRC Thursday, August 6**  
 10:45—Woman's Hour, Tremlette Tully.  
 11:15—Don Bigelow and His Orchestra (CBS).  
 11:30—Columbia Revue (CBS).  
 11:45—Drinkerm Program.  
 Noon—Wurlitzer Music Box Revue.  
**P. M.—**  
 12:30—Cincinnati Merchants' Program.  
 1:00—Columbia Farm Program (CBS).  
 1:30—Pyo! Program.  
 1:45—Studio Feature.  
 2:00—Charles W. Reame Studio.  
 2:15—Mel and Cassey.  
 2:15—Salon Orchestra (CBS).  
 2:28—Race Result from Latonia, Ky.  
 2:30—A. L. Fink—The Three Doctors (CBS).  
 2:45—A. L. Fink—Ben and Helen (CBS).  
 3:00—Melody Magic (CBS).  
 3:30—Hotel Taft Orchestra (CBS).  
 4:00—Jewish Art Program (CBS).  
 4:30—Kathryn Parsons (CBS).  
 4:45—Meet the Artists (CBS).  
 5:00—A. O. Rust, Happy Feet.  
 5:15—Jos. R. Deins Organ Concert, Pat Gillick.  
 5:30—Cincinnati Trade School Program.  
 5:45—Studio.  
 5:50—Eureka Baseball Scores.  
 5:55—Sports Review.  
 5:59—Purke Weather Forecast.  
 6:00—Jos. R. Deins and her Swanee Music (CBS) Home Furniture Co.

**WKRC Thursday, August 6**  
 6:10—Stocks, Cohlé & Tyree.  
 6:15—Time and weather.  
 6:15—Linn Program, with Dennis King (CBS).  
 6:30—Daddy and Rollo (CBS).  
 6:45—Camel Quarter-Hour (CBS).  
 7:00—Pryor's Cremo Military Band (CBS).  
 7:15—Rubel's Hy Ry and Willie Winsom.  
 7:30—The Columbians (CBS).  
 7:45—The Old Wurtzburg Malt Program.  
 8:00—The Premier Salad Dressers (CBS).  
 8:15—The Coty Melody Girl (CBS).  
 8:30—Lewison Stadium Concert (CBS).  
 9:30—Barbara Maurel (CBS).  
 9:45—Studio Feature.  
 10:00—St. Moritz Orchestra (CBS).  
 10:15—Indian Lake Period.  
 10:25—Sports Review.  
 10:30—Concy Island Dance Orchestra.  
 11:00—Green Witching Hour.  
 11:30—Time and weather.  
 11:39—Hill Billy Kid.  
 11:45—Jos. R. Deins Organ Concert, Pat Gillick.

### WLW (428 m.—700 kc.)

**A. M.—**  
 6:30—Time Announcement.  
 6:31—International Fiddlers and Salt and Peanuts.  
 6:59—Weather Forecast.

### WLW Thursday, August 6

7:00—Physical Exercises.  
 7:14—Time Announcement.  
 7:15—The Sunbirds (NBC).  
 7:45—A. & P. Food News (NBC).  
 8:00—Morning Devotions.  
 8:15—Bradley Kineaid.  
 8:30—Montgomery Ward Program (NBC).  
 8:45—Physical Exercises.  
 9:00—Ray Perkins (NBC).  
 9:15—Beatrice Mabie (NBC).  
 9:30—Community Health. Dr. Carl Wilzbach.  
 9:45—Housekeeper Chats.  
 10:00—McCormick Fiddlers.  
 10:15—Dance Miniatures (NBC).  
 10:30—Live Stock Reports.  
 10:40—Jim and Walt.  
 11:00—The Venetian Three.  
 11:15—Swift Program (NBC).  
 11:30—WLW Stars.  
 11:45—River Reports; Time Signals.  
 Noon—Seger Ellis.

**P. M.—**  
 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—Afternoon Melodies.  
 3:30—Maze of Melody (NBC).  
 4:00—Salt and Peanuts.  
 4:15—Grab Bag Boys.  
 4:30—Live Stock Reports.  
 4:40—Harriet Wellen and Don Becker.

5:00—Edna Wallace Hopper (NBC).  
 5:15—Wildcat Wildcats.  
 5:30—Old Man Sunshine.  
 5:45—Lowell Thomas (NBC).  
 6:00—Amos 'n' Andy (NBC).  
 6:15—Tastyest Jesters (NBC).  
 6:30—Glenn Adams, Dog Talks.  
 6:45—News Flashes from Hollywood (E. T.).  
 7:00—Baseball Scores.  
 7:05—The Matter.  
 7:15—Rin-Tin-Tin Thriller (NBC).  
 7:30—Netherland Plaza Orchestra.  
 7:45—Sisters of the Skillet (NBC).  
 8:00—Horseshoe Gardens Orchestra.  
 8:30—Castilian Nights.  
 9:00—Fuller's Orchestra.  
 9:30—Clara, Lou and Em (NBC).  
 9:45—Varsity Four.  
 10:00—Canada Dry Program.  
 10:30—Variety.  
 10:45—Bob Newhall, Sport Slices.  
 10:58—Estate Weather Man.  
 11:00—Great Composers.  
 11:30—Moon River.  
 Midnight—Hotel Gibson Orchestra.

**A. M.—**  
 12:30—Caste Farm Orchestra.  
 1:00—Sign off.

### WSAI (225 m.—1330 kc.)

**A. M.—**  
 8:00—Gene and Glenn (NBC).  
 8:15—Tom Waring and His Troubadours (NBC).  
 8:45—Records.  
 9:00—Mrs. Blake's Radio Column (NBC).  
 9:15—Records.  
 9:45—Organ Program.  
 10:00—McCormick's Old Time Fiddlers.  
 10:15—Radio Household Institute (NBC).  
 10:30—Records.  
 11:00—The Hellman Troubadours (NBC).  
 11:15—Sign Off.

**P. M.—**  
 12:50—Live Stock Reports.  
 1:00—Sign off.  
 2:00—Woman's Radio Review (NBC).  
 3:00—Records.  
 3:45—Crosley Dealers' Salute.  
 4:00—Mona Motor Organ Recital.  
 4:30—Rinsal Talkie (NBC).  
 4:45—Records.  
 5:00—Travel Talk by Jos. Ries.  
 5:15—Ranona.  
 5:30—Records.  
 6:00—Harry Wilsey's Orchestra.  
 6:25—Better Business Bureau Talk.  
 6:30—Records.  
 6:45—The Goldbergs (NBC).  
 7:00—Fleischmann Hour (NBC).  
 8:00—Arc Birthday Party (NBC).  
 8:30—Goldman Band (NBC).  
 9:00—Lucky Strike Dance Orchestra (NBC).  
 10:00—Fuller's Orchestra.  
 10:15—The Stebbins Boys (NBC).  
 10:30—Murray Horton's Orchestra, at Horseshoe Gardens.  
 11:00—Sign off.

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