

Tonight's Aces



TED STRAETER
WBBM at 8:30

Drama

7:30 p. m. — Musicomedy (WBBM): Raoul Schummacher's "Peaceable and Easy"... Always a Woman (WKOW): "His Wife's Ambition."
 8:30 p. m. — Hollywood Theater (WGN): Alan Reed in "Sitting Pretty."
 9 p. m. — Passing Parade (WGN): Houdini's immersion in the Detroit river.
 10:30 p. m. — Great Novels (WMAQ): "Pastoral," combining Sherwood Anderson's "I Want to Know Why" and "I'm a Fool."

Music

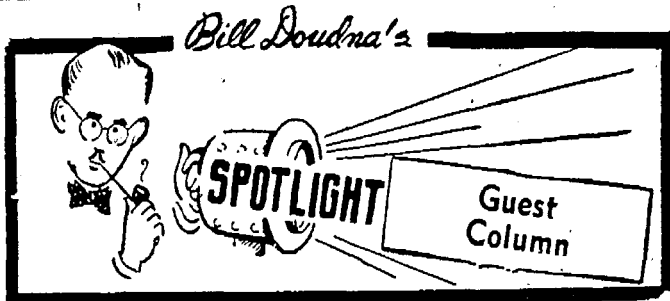
6 p. m. — Band of America (WMAQ): "Hands Across the Sea," "Sailing, Sailing," "Blow the Man Down," "Nancy Lee," "Rocked in the Cradle of the Deep," "Giere's "Sailor Dance," and "The Red Poppy," announcement of a salute to Delavan, "The mother of many circuses," on the July 23 program (on WIBA at 7 p. m.)... Supper Club (WIBA): "Spring Came," "You Were Meant for Me" and "The Eyes of Texas Are Upon Us" (on WMAQ at 9).
 7 p. m. — First Piano Quartet (WMAQ): Tchaikovsky's "Trepak," the "Scherzo" from Mendelssohn's "Octet, Opus 20," Bach's "Fugue No. 5 in D Major," Chopin's "Etude in A Minor, Opus 10, No. 2," the funeral march from Fumagalli's "Gran Fantasia Militare," Schostakovich's "Golden Age Ballet" polka and Liszt's "Second Hungarian Rhapsody" (on WIBA at 8).
 7:30 p. m. — Waltz Time (WMAQ): "You Can't Be True, Dear," "Sereade Music on a Heartstring," "Heartbreaker," "Now is the Hour," "The Anniversary Song," "Two Loves Have I," "It Might as Well be Spring," "What'll I Do?," "A Tree in the Meadow," "My Happiness," "Call Me Darling," "When the Organ Played at Twilight" and "The Way You Look Tonight" (on WIBA at 8:30).
 8:30 p. m. — Spotlight Revue (WBBM): Ted Straeter and the Clark Sisters, guests; and Mr. and Miss Teen-Ager of Atlanta, Ga., Margaret Nelson and Allan Burton Haller.
 10:30 p. m. — Don Sinaiko (WKOW): Jennie Chiovaro, guest, sings Ah, Sweet Mystery of Life" and "I Have But One heart," Sinaiko sings "Your're Too Dangerous, Cheri" and "It's Magic."

Variety

6 p. m. — Mr. Ace and Jane (WBBM): Re-broadcast of the quiz show.
 6:30 p. m. — Always Albert (WBBM): and a song for the movies.
 8 p. m. — Smiths (WGN): Uncle Cecil brings home a skunk to prevent Aunt Rose from staying.

Sports

5:45 p. m. — Inside of Sports



By RAYMOND PAIGE

(Orchestra Conductor, formerly of Wausau, Wis.)

Familiar tunes, like familiar faces, gain ready and unquestioned acceptance into American homes, but "strangers" often have a tough time getting by the front door. That, in a nutshell, is the reason why I am employing popular and familiar music to motivate the story themes in the new "Musicomedy" Friday night radio series over CBS.

The programs, which feature adaptations of outstanding short stories by noted American writers, are safely backgrounded with Tin Pan Alley tunes sung and played by Johnny Desmond, Julie Conway, Kenny Bowers, and my own orchestra.

(WGN): A coincidence in the boxing horizon (on WKOW at 7).

8:30 p. m. — Sports Newsreel (WMAQ): William Powell tells of sports and presidents.

Quiz

6:30 p. m. Who Said That? (WMAQ): Robert Trout with Robert Ruark, H. V. Kaltenborn, Mary Margaret McBride and John Cameron Swayze (on WIBA at 7:30).

7 p. m. — Break the Bank (WENR): Mrs. J. A. White of Wichita, Kans., make the attempt.

Saturdaytime

7:30 a. m. — Norman Ross (WMAQ): Prokofieff's "Peter and the Wolf."

7:45 a. m. — Hobby Horse (WMAQ): "Son of the Black Stallion."

9:05 a. m. — Let's Pretend (WENR): King Midas' "Golden Touch."

9:15 a. m. — Circus (WIBA): Interview with Col. Harry Thomas, producer of Cole Bros. circus.

10 a. m. — Homemakers (WHA): "Antiques from Wales," Mrs. Art Connaughton; "A Trip for Tomorrow—Door County for Scenery and the Tomahawk Region."

10:15 a. m. — Public Affairs (WMAQ): Interview with Scholastic magazine editors Mary Alice Cullen and Jean Merrill, bicycling through Europe.

10:30 a. m. — Teentimers (WGN): Ray McKinley's orchestra with a "hop" kick from Atlantic City.

11 a. m. — Farm and Home (WMAQ): Charles M. Upham, engineer-director of the American Road Builders' assn., tells of prospective improvements in rural roads (on WIBA at noon).

12:25 p. m. — Baseball (WIND): Cubs vs. Boston Braves at Wrigley Field.

12:30 p. m. — Farm Program (WHA): J. G. Halpin, "What's New in Poultry Research," and the 4-H Club of the air.

1 p. m. — Country Journal (WBBM): tells how the nation's corn crop affects farmers livestock plans, tobacco auctioneering and watermelon thumping.

1:15 p. m. — Baseball (WJJD): Sox at Washington... Taxation Today (WHA): "Veteran's Housing."

1:30 p. m. — Cross-Section (WBBM): "A Long Range Program for Business."

4 p. m. — Arlington Futurity (WMAQ): the two-year-olds race for the \$25,000 purse (on WIBA at 5).

My first thoughts on doing the show revolved, as they do with all composers, on the idea of creating original music and lyrics to carry out the story plots. But a considered review of the casualties that have befallen similar



PAIGE

4:30 p. m. — NBC Symphony (WMAQ): Alexander Hilsberg directs Berlioz's "Roman Carnival" overture and Tchaikovsky's "Symphony No. 5 in E Minor."

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attempts in the past changed my reasoning along these lines:
ONE. Original music is not necessarily successful music. To live, a song must bear the test of public acceptance. A song's reputation depends on repetition, and a tune rarely attains success without it. A melody may linger on, but because it has played tag with your ears from 12 to 20 times.

TWO. In radio, clarity is a must. The spoken word, in the form of narration, would be the best bet for carrying along the story sequence. Popular songs, which have already impressed their mood and idea content on the listener's mind, should serve to highlight the action of the story.

THREE. Give the vocalists a break. They'll move along more comfortably with music that strikes a familiar note with them.

When you engage in a bit of radio retrospect, you'll realize that every attempt to create original music for a weekly program has fallen flat on its Hooper. As I recall, not too many years ago radio had a very costly experiment in original musical comedy, "The Gibson Family," with two outstanding songsmiths, Arthur Schwartz and Howard Dietz, grinding out music and lyrics every week. Some of the tunes they turned out became hits, but not until they were transferred to the Broadway stage and subsequently plugged by the dance bands. They were flops when limited to one performance.

In other words: familiarity breeds—a song hit!

OLD TIME DANCE Saturday Night

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MIDWESTERNERS

Edwards Park

MADISON TRUAX FIELD

TUESDAY JULY 27

THE GREATEST SHOW ON EARTH



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