

# RADIO FAN-FARE

COMBINING RADIO DIGEST

**STOOPNAGLE'S SECRETS • by HOPE HALE**

**"RADIO UNCLE" • by DON HERALD**



**RAMONA... Whiteman's favorite pupil—and most popular alumnus... BING CROSBY**  
*(See Program Reviews)*

**JACK FOSTER • NELLIE REVELL**

**RUDY VALLEE • HARRY EVANS**

*Including* **PROGRAM FINDER** *Feature*



## JESSICA DRAGONETTE

Born in mystic India, Jessica showed the foresight credited to the people of her native land when she deserted the stage five years ago at the height of a musical comedy career to join the staff of NBC. Because of the millions who now follow her work in the excellent Cities Service broadcasts, it is interesting to note that her first taste of success was also before an unseen audience. It was in Max Reinhardt's play, "The Miracle." She was "an angel's voice," and sang her role for up in the wings, hidden from sight. Characteristics: five feet two—light, wavy hair—eyes an unusual shade of blue (she calls it "plaid")—weighs only 100 pounds.



# THE TALK OF THE AIR

By **JACK FOSTER**

formerly Radio Editor and now Feature Editor, New York World-Telegram

**R**ECENTLY Budd Hulick, Colonel Stoopnagle's aide-de-camp-in-your-side, was talking to WABC's pretty receptionist, Margaret Holland, who said, "Well, I'm going home to Troy this week-end to get away from you comedians. There'll be nothing funnier there than a church social."

"Try and get away from us," replied Budd.

A quick check-up by Margaret revealed that Budd and the Colonel were due there on the same date to appear at a church jubilee. "Well, would jubilee it?" asked Margie. "That church is just across the street from my house and a friend of mine has invited me to go to hear her sing in the choir. She said nothing about you though. How'd Hulick that?"

**PHIL REGAN**, the handsome Irish tenor, used to be a cop on the beat. The CBS page boys say Phil has lived from hoof to mouth.

**WHEN** the Boswell Sisters were in London a few weeks ago Connie thought she seemed to be getting a bit plump in the face and so she did some heavy dieting for a couple of days. Her face got plumper. It turned out that it wasn't obesity. It was mumps.

**YOU'LL** see Jimmie Melton in the movies soon. He has just dieted away twenty-eight pounds so that the camera will be kinder.

**BETWEEN** performances at a Hartford theatre this week, Lanny Ross, not stopping to remove makeup, hurried over to the Hartford General Hospital to see the wife and brand new baby of a Hartford friend. Waiting in the reception room, he was pounced on by a staff physician who tried to hurry him into the clinic. In the uncertain light the doc took Lanny's makeup for an extreme case of jaundice. After explanations, both had a good laugh and it turned out the M.D. was the father of Katharine Hepburn, Radio Pictures star.

**IT'S** about time these autograph hunters were exposed! If Babe Ruth would like to know where the fly ball is that he hit into the Yankee Stadium stands some while back, please call the CBS studios and ask for Charles Carlile, lyric tenor and rabid baseball fan. Charlie caught the ball and is carrying it around in his pocket until the Babe is booked to appear at the studios.

He won't be content until he sees the handwriting on the ball.

**WHEN** they gave a radio demonstration of that famous "truth" serum (which is supposed to make you tell the truth in spite of anything you try to do) they wanted to get an extremely difficult subject for the experiment. Yes, they finally decided on a commercial announcer.

**LOCAL-BOY-MAKES-GOOD** department: Ben Bernie recalls that Jimmie Mattern, who flew to Siberia for the summer, once played the drums in the Old Maestro's band. Ben says there was nothing the matter with Jimmie's drumming, either.

**MILDRED BAILEY** used to be one of Hollywood's ghost singers. It was Mildred's voice you heard when you watched some of the best known movie stars go through the motions of warbling. Now Hollywood is angling for Mildred in person.

**MICROPHONE** No. 13 in Columbia's New York studios is apparently not jinxed. It has never "blown." The mike stands in the studio used by Alfred E. Smith, Charles A. Lindbergh, John W. Davis and most of the nation's celebrities.

**RUSSELL JOHNS** used to go to grammar school in Chillicothe, Ohio, with Clyde Beatty, now of "Beatty and the Beasts." Rus says he thinks it was their eighth grade teacher who drove Clyde into lion taming.

**WILL ROGERS** says the alarm clock he takes to broadcasts with him is used not only to tell him when to stop talking but also to wake the audience up.

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**I**N New York's Carnegie Hall the other night Fred Waring conducted Ravel's "Bolero" after his Old Gold broadcast. It was there that the great Toscanini introduced the "Bolero" to America several years before. After the Toscanini interpretation the audience rose and spontaneously cheered for a quarter hour. After the Waring rendition a radio fan near this open ear said:

"The 'Bolero'? The 'Bolero'? Oh yes, I know—that's the tune from Earl Carroll's 'Vanities!'"

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**I**T IS well known that Mayor John Patrick O'Brien is the patron saint of radio in New York. He once told Major Edward Bowes, of the Capitol Theatre, that he would do anything within his power to assist the workers in this marvelous art (a brave statement in view of the fact that he becomes more than a little confused before the microphone). But George Burns and Gracie Allen have to be shown.

George and Gracie recently flew from Chicago with an official invitation to Mayor O'Brien to visit the World's Fair. Arrangements were made for the radio-minded mayor to meet them at the airport. But when they landed neither he nor a representative were on the horizon. So they took the letter home with them. Not knowing exactly what to do with an official invitation, they kept it for several days—first in a vase, then in a cupboard drawer, then under the family album. Finally Gracie disposed of it by using it as a pad for her corn.

**C**APTAIN FRANK HAWKS had flown from Atlanta to New York in five and a half hours, a thrilling flight sure enough for any of us. That same night Frank was found in the studio audience at the first Taylor Holmes broadcast for Texaco.

"Things get so dull in my business," explained Captain Hawks. "I like to go to a broadcast for a little excitement."

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**S**PEAKING of this program, Taylor Holmes appeared in the NBC Times Square Studio in a crazy get-up similar to that of his predecessor, Ed Wynn. He wore a tight-fitting checked suit, embroidered shoes, and a fiery necktie. And he changed his outlandish hats at breathing points in the sketch.

Mr. Holmes many years ago played vaudeville with Ed Wynn. In Kansas City one time, Mr. Holmes recalls, a critic scoured Wynn's act with particular viciousness. Wynn was so incensed that he wrote him a letter. He outlined in poetic language the beauties of the vaudeville tour that was ahead of him—the clear, blue sky of Denver, the magnificent tabernacle in Salt Lake City, the sapphire Lake Louise in Banff, the Far East, the ancient splendor of Europe, the wonder city of Manhattan.

"But you," Wynn wound up contemptuously, "you will always live in Kansas City!"

Since Taylor Holmes cannot remember the name of the critic, we prefer to believe that it was Good-

man Ace, an old Kansas City scourger who moved to Chicago and made a mint of money with his *Easy Aces* radio act.

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**S**INCE the broadcasters have been deprived of information by the newspaper wire services, they have had to do a lot of scurrying around on their own to obtain news bulletins. The National Broadcasting Company has been especially energetic in this field. Frank Mason, vice-president in charge of publicity, has organized his American stations and foreign offices into a more or less general news service whose agents carefully read the local newspapers and check at the sources on the principal stories. Just to show you how it sometimes works, when the broadcasters read that Jimmie Mattern had reached Europe at the start of his recent flight, they promptly went through the motions of calling Berlin (\$100) to find out whether the headlines were true!

The NBC also has made considerable use of bulletins from the Mackey international telephone system, particularly in reporting progress of the Balbo planes to America. This, as you may well imagine, has caused them considerable embarrassment. For the NBC is associated with RCA Communications, a deadly rival of the Mackey outfit. And at the last huddle they could not seem to decide whether they should continue to mention the Mackey name on the air.

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**B**EFORE summer's past the transmitter tower of Columbia's key station, WABC, will have a new coat of orange and white paint. And silky-throated crooners, whose voices are bounced from its ribs, will never realize what a job that was. Twelve painting concerns turned it down at any price—and, if you ask us, for very good reasons.

In the first place, since you can't paint a transmitter while the station is on the air, the only available working hours are between 2 A. M. and 6 A. M. The tower is 655 feet high. It is seven inches across at the base and, at 262 feet up, it is 28 feet across. With such a shape to shimmy up, each of the four painters takes an hour to ascend and an hour to descend, limiting the daubing to two hours.



"It's my life's ambition to eat a radio crooner"



# PAUL WHITEMAN'S "MIRACLE WHIP" SHOW



ROY BARGY . . . plays the piano, sings hot songs with Peggy, does arrangements, and composes during his spare moments. (Boy! If he could only cook!)

PEGGY HEALY . . . can sing sweet or low-down—is easy on the eyes—and has a personality that would be sure-fire in a Broadway show. (Are you listening, Mr. Schubert?)



DEEMS TAYLOR . . . is saying, "In Mr. Whiteman's next selection—" followed by intelligent remarks that are informative but unpretentious. (Other announcers please copy.)

THE RHYTHM BOYS . . . (Jimmy Noel, George McDonald, Ray Kulz, and Al Dary) carry on the tradition of unusual harmony established by Bing Crosby, Harry Barris, and other noted graduates of the Whiteman organization.



THE WHITEMAN BAND . . . in action. The closeup at the extreme right shows Paul bearing down in the clinches, and incidentally presents Mike Pingatore, the guitarist who has been with the maestro ever since he organized his first band.



RAMONA . . . the tall [see Nellie Revall, page 11], exotic lady who can massage a Baby Grand into a frenzy, or waft a breath of romance with a sweet blue song.



The painters work in bos'un chairs. No floodlights can be used because these might blind them and cause them to lose their balance and appetites. So each wears a searchlight attached to his cap, and looks like a firefly in the dark when it is not singing.

The tower must be grounded by 300 feet of copper wire every time the painters are hoisted. Sometime, it is pointed out by the alarmists, with sleepiness in the 2 A. M. air, someone may forget to attach the

**PRESIDENT ROOSEVELT'S** frequent use of radio to talk to the people reminds us, by contrast, that his last Democratic predecessor, Woodrow Wilson, used the microphone only once. This occasion marked his first public utterance after his collapse during the peace treaty ratification fight.

Mr. Wilson was to go on the air on Armistice Day, November 11, 1923, at 8:30 P. M. from the library on the second floor of his S Street residence in Washington. Precau-

was leaning on the arms of Mrs. Wilson and his secretary, John Randolph Bolling, the only other persons present.

Mrs. Wilson sat next to her husband as he faced the microphone on his desk. She read the speech into his right ear, and he repeated the lines after her in a weak, halting voice. For ten minutes he spoke, expressing his bitter disappointment in the country's failure to endorse the League of Nations. Three months later he died.

The newspapers noted at that time that Mr. Wilson was heard by the "greatest audience to date." Three stations—WCAP, Washington (which call letters have since been transferred to New Jersey); WEAJ, New York; and WJAR, Providence—formed the primitive network. This "greatest audience to date" could not have exceeded 20,000, whereas President Roosevelt's audiences possibly have been as large as 20,000,000.



"But, Mr. Glotz—aren't you putting the cart before the horse?"

ground wire. And you may just imagine what a shock this would be to The Four Painters, radio's newest quartet.

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**WHAT** is a radio announcer without his emotions? David Ross, Columbia's voice of the flowers, burst into bloom the other night. "I feel as if I am in Hawaii today," he confessed to a studio audience. "So alohae—welcome—alohaie."

Mr. Ross was born in The Bronx.

tions had been taken in setting up the equipment so as not to annoy the sick and weary leader. A truck had been backed into the driveway to carry a line into the house.

The announcer, Paul Gascoigne, was stationed in a dimly lighted corner of the library and shielded from view by a screen. Mr. Gascoigne introduced the speaker at the scheduled hour, and then had to ad lib frantically for twenty awful minutes before Mr. Wilson arrived—thin, haggard, walking as if each step were agony. The former President

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**"THE Perfect Song,"** Amos 'n' Andy's theme song, as you must know by this time, is from that old movie spectacle, "The Birth of a Nation."

"And why," we asked one of the backers of the film yesterday, "did you give it that name?"

"Because," he replied, "we thought it was a perfect song."

Presumably Amos 'n' Andy's sponsors have the same notion. Played at the beginning and end of their two daily programs, the tune has been broadcast something over five thousand times in the four years they have been on a network. So, conservatively, nearly ten days have been consumed in playing it—or enough time to give Amos 'n' Andy a good and richly deserved vacation.

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**THIS** little story may show you what is wrong with so many radio programs. The program department of one of the major broadcasting systems had got together to consider a half hour skit for a prospective sponsor. Everyone present agreed that the advertising ballyhoo was disgusting. Everyone, that is, except the chief executive whose opinion they awaited. He gave it.

"I don't care what you say," he said, "as long as you don't cut the revenue."



# RADIO-GRINS

WITH EVERYBODY WEARING PANTS, HOW CAN YOU TELL MEN FROM GALS?!

EASY! -THE ONE LISTENING WILL BE THE MAN!



PHIL BAKER

HOW'DJA HAPPEN TO KNOCK THAT PEDESTRIAN DOWN?

I DIDN'T!! - JUST PULLED UP TO LET HIM PASS AND HE FAINTED!!

WONDER WHAT BECAME OF THAT PICTURESQUE TEXAN, GARNER - OR HAVE I GOT THE NAME RIGHT?



IRVIN GOBB

HOW'D YOU LIKE TO COME UP TO MY APARTMENT FOR A FEW MINUTES?



ILKA CHASE

SORRY, BUT I HAVEN'T THE TIME TO SPAR!



PAUL WHITEMAN

A RADIO COMEDIAN WAS FOUND BOUND AND GAGGED IN A STUDIO AND AS USUAL IT WAS SOMEBODY ELSE'S GAG!!



JEFFERSON GLAC-HAMMER



# THE HUMOR SECRETS OF COL. STOOPNAGLE

By HOPE HALE



**I**T SEEMS that so many people bought Pontiacs in order to tear the tops off and become Stoopnocrats in the first half of 1933 that the sales exceeded the company quota for the whole year. Hence Stoopnagle and Budd were asked to cut short their self-imposed vacation from Columbia and come back to sell more Pontiacs.

The news came as an amazing coincidence, just as we three were sitting here in the woods of Virginia. But perhaps I'd better tell you how we happened to be here.

When the editor of FAN-FARE wired me for a story on Stoopnagle and Budd, I wired back that it couldn't be done. Here I was vacationing in Cherrydale, Virginia, while the Colonel and Budd—well, only the Lord knew where they were, because they were also away on a holiday. If it had just been an ordinary assignment I might have written something from my past acquaintance with this swell team of comedians, but the boss wanted the story based on "an analysis of their radio humor."

To do a job of this kind satisfactorily three things are necessary. First—you've got to see the stars, personally. Second—you should get them as far away from a theatre or broadcasting station as possible. And third—you should make them relax.

And then the gods smiled on me—in fact, they practically laughed

right in my face. A notice in the *Washington Star* announced that Stoopnagle and Budd were making a special stage appearance in Washington. I hopped in my Lizzie—buzzed into Washington—cornered my victims in their hotel—and before they knew what had happened we were back in Cherrydale and everything was hunky dooley. There they were, personally, seated in the shade of a tree. Second, they were far from a stage or microphone. And third—they were sipping a tall glass of the swellest little relaxer the fair State of Virginia provides.

**W**E HAD been talking only a few minutes when I said:

"I thought your recent Pontiac programs were all right, but it certainly would be nice if you could have a fifteen-minute show all to yourselves—like you used to."

Now this may sound like a bit of fiction, but it's the truth. A few minutes after I spoke those words, the phone rang. It was for the boys, and the message said that Pontiac was offering them a fifteen-minute period, twice a week, come August! Whereupon I threw my typewriter in the air and we had another long, tall, cool one (not a typewriter) all around.

Thus it is, ladies and gentlemen of the radio audience, that when you have read this inside story of Stoop-

nagle humor you can try a new game on your radio.

For on that pleasant afternoon in Old Virginia, Colonel Stoopnagle revealed all. He took his unique brand of humor apart and showed us how the wheels go round. Tune in and try picking it to pieces for yourself and see if you can guess how it was put together. See if you can figure out why you laugh at it. Try to work out some Stoopnagle lines for your friends according to his recipes.

Because their humor does not just happen. It is probably the most precisely directed, consciously formulated comedy on the stage or on the air right now.

**I**F YOU asked one hundred people this question, "Why do you laugh at Stoopnagle and Budd?" ninety-nine would answer something like this: "They're so cockeyed. Crazy. Nuts. Loony. Gaga." And so on. The hundredth might say, "I don't."

If you happen to be the unfortunate hundredth, mayhap you can fill this sorry void in your Enjoyment Department by studying the following lesson in Stoopnappreciation.

But if you are one of the lucky millions of fans (from those who must hold to the sides of their kiddie-koops while they laugh, on up to the victims of the rocking chair) then here is how you got that way. What follows is from the gospel according



to Colonel Lemuel Q. Stoopnagle:

The commonly held theory that Stoopnagle and Budd were born a little insane—not dangerous, of course, but more than slightly cuckoo—is erroneous. Both Stoopnagle and Budd are normal human beings.

Budd is the father of a two-year-old daughter whose brilliance is a constant source of awe to him.

Colonel Stoopnagle is probably the most serious person I have ever met. If there is one thing that infuriates him more than another—and there are many, many things that infuriate him—it is having some simple goop like you and me (who innocently thinks he is funny) recognize him and come up holding out a hand that shakes with mirth and say, "Well, ha ha, hello. So this, ha ha, is Colonel Stoopnagle, ha ha."

The Colonel regards his work more as a form of art than as a laughing matter. He even got into the profession of humor for very serious reasons.

**H**E HAPPENED to be the son of one of Buffalo's most prominent businessmen, and though he had an extremely happy boyhood with a jolly home and a mother who could tell Irish dialect stories better than anybody he has ever heard since, it was just a little too happy



Here the Colonel lets you in on a simple solution to his theories on Stoopnocracy. As you can see, he has it all reduced to a formula that a child can understand as well as a grown-up—maybe better. Above is Bud, whose smiling pan reflects the spirit of the sunny California shore—and at the top we have the Colonel, gone native in Hawaii.

to prepare him for the normal adult mixture of trouble and difficulty. Always he had had before him the constant example of perfect married happiness. His mother had sat on his father's lap to tell the stories that made his friends chortle, and his father and mother had remained deeply in love until she died. So when his own draw in the marriage lottery turned out to be not quite the lucky number, it hit him much harder than it might have hit a man who had not set his marital ideal so high.

having a wealthy, important citizen for a father, of being known as "Horace Taylor's son," drove him out of his father's lumber business and into work on his own—eventually landing him in a Buffalo broadcasting station. By that time he had already been writing humor on the side, and when even a serious program became a joke on his listeners, he was started on his real career.

That program was "Nona, who sees all and tells everything." Some woman sat with a crystal ball before

(Continued on page 48)



# RADIO REVELLATIONS

By **NELLIE REVELL**

**B**BROADCASTING beauties won't appear in the public prints much longer clad only in a string of beads and little else . . . Women's clubs around the country have been protesting that singers don't sing in backless bathing suits and actresses don't act in scanty shorts . . . So the networks have instructed the publicity boys to cut out the s.a. in photographs released to the press . . . Radio must be kept pure in thought and in deed . . . Yes, indeed!

**S**PEAKING of pictures, I suppose you have wondered why Irvin S. Cobb wears a smock when he broadcasts . . . It's an importation to the studio from Mr. Cobb's writing study . . . He's an old-fashioned author who uses a pen and scorns that new-fangled contrivance, the typewriter . . . Ink spills easily, you know, so the sage of Paducah relies on an all-embracing smock to protect his ample person from wayward drops . . . The humorist spills a lot of laughs when he etherizes, but none get on his vest . . . Rather, they get under the listener's vest.

**I**N his writing habit, Mr. Cobb is a picturesque figure before the mike . . . And a never-ending source of delight to studio audiences . . . He encourages self-expression from his guests . . . For instance, one night before he took to the air he said: "Folks, if you should feel a laugh coming on, don't force it—but for Heaven's sake, don't stifle it!"

**A**N instrument so sensitive that it records the heat of a candle twenty miles away has been invented. It would be handy for measuring the warmth of affection of one radio songbird for another.

**D**ID you know that—Bing Crosby, Kate Smith, and Morton Downey never took a singing lesson? . . . Mildred Bailey is on a milk diet? . . . Ida Bailey Allen really eats those menus she prescribes for listeners? . . . Arthur Brisbane, Lowell Thomas, and Colonel Louis McHenry Howe, the President's secretary, read scripts prepared on typewriters with letters about twice the size of these?

**A**NNOUNCERS on those programs surfeited with advertising blurbs are called "matadors" in the studios. Matadors, you know, are adept in throwing the bull. . . "Soconyland Sketches" is the oldest dramatic show on the airwaves. . . William Hall is the tallest male singer in the Columbia station and Charles Carlile is the shortest. . . Nine years ago Vaughn de Leath, the original crooner, operated her own one-lunged station in New York City—WDT. . . Edwin C. Hill, commentator, is the best dressed man at Columbia or in any other studio. . . H. V. Kaltenborn, Ed's colleague, tutored Vincent Astor for Harvard. . . June Pursell, originally a soprano, became a contralto after an operation on her tonsils.

**W**ITH the way things are going, Tom Howard, former Musical Grocery Store comedian, figures it won't be long now before a man at a bank will conduct a colloquy something like this:

"Is the president in?"

"Yes."

"I'd like to see him."

"You can't see him until he's at liberty."

"When will that be?"

"In about four years."

**P**RESIDENT MERLIN

**H. AYLESWORTH** of NBC was escorting a group of distinguished visitors through the New York studios . . . Unheralded, they came to the room where the announcers relax between assignments . . . As Mr. Aylesworth opened the door, cries of "Come seven! Come eleven! Baby needs new shoes!" and similar exhortations greeted the surprised ears of the callers . . . The half-dozen mike-masters assembled about an improvised dice table were thrown into confusion . . . But not NBC's Head Man . . . "The gentlemen," he explained to his entourage, "are rehearsing sound effects for a southern plantation broadcast." . . .

And Mr. Aylesworth's companions believed him!

**G**RACIE ALLEN didn't always make the dumb cracks. . . Years ago, when she and George Burns opened in vaudeville, George was supposed to be the comedy end of the team. . . But audiences snickered at Gracie and turned thumbs down on George's humor. . . So Burns, recognizing a law of human nature, rewrote the script to give Gracie all the funny answers, and they have lived happily ever afterwards.

**I**T was a famous stage star (turned down after an audition) who first said there are a lot of people on the ether who should be under it.



**TOM HOWARD**—who used to be the head man of the Best Foods Musical Grocery Store program—has his own idea of the dialogue that takes place in banks today.





H. V. KALTENBORN . . . one of the better news commentators, sailing for Europe on the Gripsholm with his 21-year-old daughter, Anais. (And did you know he once tutored Vincent Astor?)

KATE SMITH frolics at the Neponsit, Long Island, home of her manager, Ted Collins. Ted's huge police dog wants to get rough, but it looks like he has over-matched himself.



CHARLES CARLILE'S mother came all the way from Central Falls, Rhode Island, to hear him broadcast—and he decorated her with carnations. Charles is the shortest tenor on the Columbia chain, in case you're interested—and why should you be?



IF YOU SAW a man having his hair cut with his hat on you could be sure that the only person goofy enough to think it up would be Gracie Allen—and the only man patient enough to try it would be George Burns.

"YOU look tired and sleepy, Kate," said Ted Collins, her manager, to Kate Smith when she appeared at rehearsal one morning. "It's the new baby in the apartment next door," explained Kate. "He broadcasts all night long."

BEN BERNIE reports everything on exhibition at the Chicago World Fair but a paid school teacher . . . A "sportrait" is what Ted Husing calls a word picture of an

athletic event . . . The hardest thing to get on a radio is \$10 in a pawn shop . . . Radio's youngest performer is two-year-old Ronald Liss, heard on NBC's Children Hour . . . John P. Medbury, one of the busiest radio gag writers, thrives on four hours' sleep a night . . . Ramona, on the Paul Whiteman shows is said to be the tallest woman in the studios.

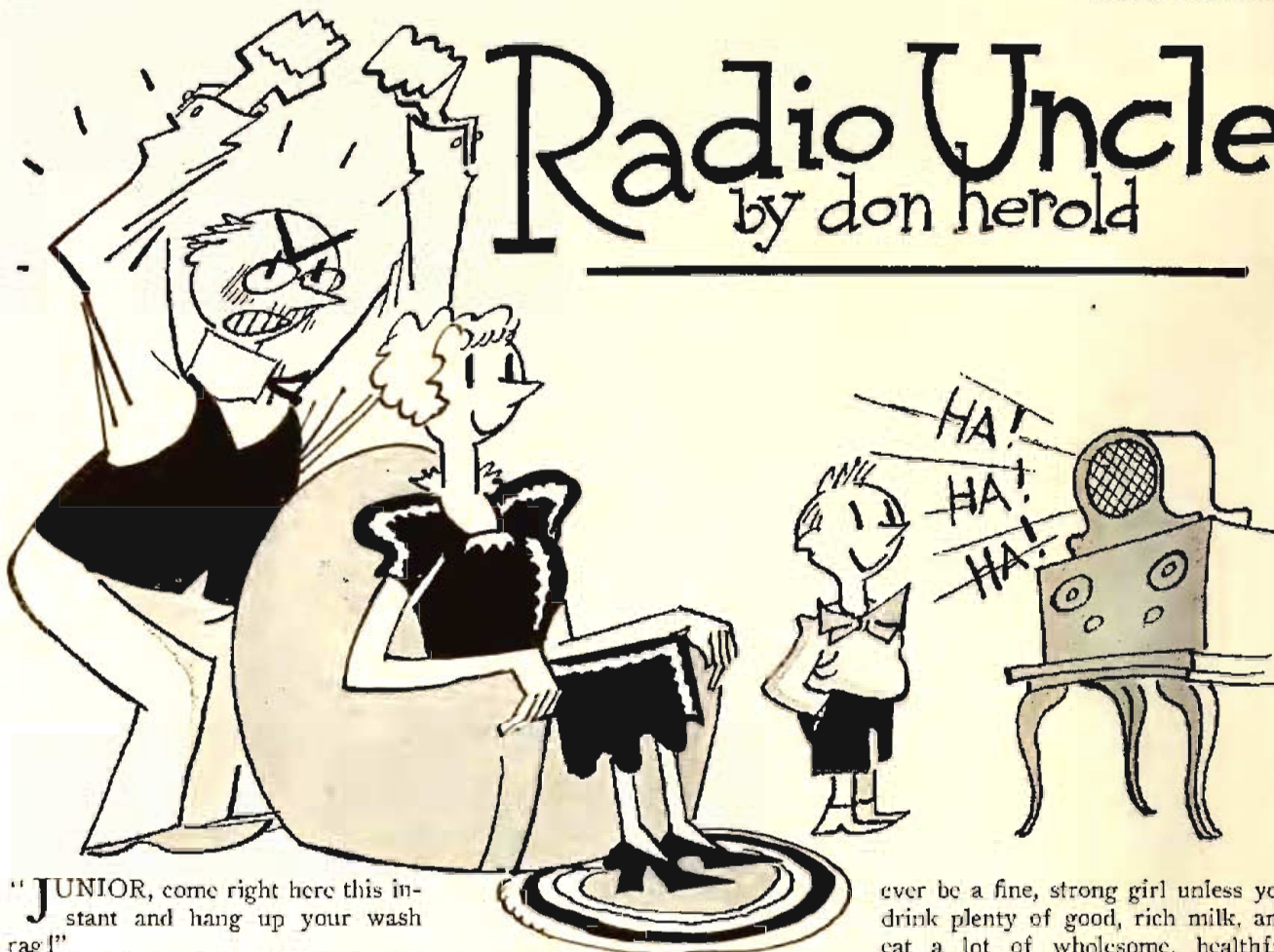
PANNING old gags heard on the air is the most popular pastime of

radio commentators these days . . . But when they refer to an ancient joke as a "Joe Miller" they don't mean an individual but an institution . . . There was a Joe Miller, an English actor born in 1684, but he was never known to have perpetrated so much as a pun . . . However, shortly after his death a book called "Joe Miller's Joke Book" was published in London. . . Thus was created a legendary character, useful in implying the antiquity of a jest.



# Radio Uncle

by don herold



"JUNIOR, come right here this instant and hang up your wash rag!"

Mrs. Tottle was surveying the scene of Junior's recent bath, and uttering up a loud prayer into the four winds, rather than addressing Junior specifically, for Junior was now probably three blocks away at the Gooley's getting dirty again.

Timothy Tottle, Sr., was in the bedroom next to the bath, yanking at an unwilling necktie.

Mrs. Tottle continued, "That boy never hangs up his wash rag. He doesn't know what it is to hang up a wash rag. It's just as apt to be on the floor as anywhere." This to Mr. Tottle in the next room.

"Well, you ought to be glad he will even go through the motions of using a wash rag. My parents used to have to use a shotgun to get me to take a bath. Shotgun baths are what I took."

"I'm half in the notion of writing to Uncle Tom, at WQZ, about Junior's habit of throwing the wash rag in any old direction after his baths. Junior listens to Uncle Tom every evening, and fairly worships him. I believe he would pay some attention to Uncle Tom."

"That lizard!"

"Who? Junior?"

"No. Uncle Tom. That male gig-

gler! That low-life, double-dealing, oily, self-delighted broadcasting moralizer. Entertains the so-called kiddies, uncles them unctuously, and then socks them with moral precepts. It's funny that children can't have entertainment in this world without having to pay for it by listening to lessons. Uncle Tom! I'll bet that guy robs birds' nests."

"Why, I think he's a fine influence."

**I**N CASE you are still reading, Uncle Tom was perhaps the most popular of those self-elected radio uncles in one seacoast section of the country. He opened his half hour program with a laugh, played the piano, laughed, told bedtime stories, laughed in anticipation of the ending and laughed at the ending, sang inane nursery songs, oozed personality and lovability, and interspersed his entertainment with intimate lectures to individual children about whose faults and misdemeanors desperate parents had written him. Thus:

"Esther VanDyke, of Glenvale, Pennsylvania, you don't drink your milk or eat your vegetables. My, my, Esther, Uncle Tom is sorry to hear that. Don't you know that you can't

ever be a fine, strong girl unless you drink plenty of good, rich milk, and eat a lot of wholesome, healthful vegetables. You won't get the vitamins that you need, Esther. Now, I hope you'll do better from now on, Esther.

"Now, let's see, ha, ha, ha, ha, ha, ha. Oh yes, Patricia Brinkerhoff, of New York City. You must quit biting your fingernails, Patricia, or I really don't know what will happen.

"Now Uncle Tom, ha, ha, ha, ha, ha, ha, will tell you all the story about the little bear who found a bicycle in the woods, but who didn't have any bicycle pump with which to blow up the tires. Ha, ha, ha, ha, ha, ha!"

And so on.

Junior Tottle enjoyed Uncle Tom, or pretended to. It may have been because he liked to hear other "kiddies" getting roasted, or it may have been because he liked to see and hear his father get hot and boil over every time Uncle Tom's voice or giggle emerged from the loud speaker.

**Y**OU may remember that Mr. Tottle was dressing, and now, having finally mastered his neckwear, he was transferring his knickknacks from one suit to another.

"I'd rather have Junior go clear through this life a non-wash-rag-hanger-upper than to have you stoop



so low as to connive with that Uncle Tom. No sir, I was raised without the aid of radio uncles or cousins or aunts, and I may be a washout, but we'll get Junior up to the age of discretion without the use of any ether uncles. Of course, Santa Claus is different. I think it's all right to get what virtue you can out of kids by holding Santa Claus over them a few months before Christmas. I'm not above a little skulduggery in this matter of raising children, but I'll be darned if I'll let you write to Uncle Tom. I don't like that guy."

Mr. Tottle took a last vicious swash at his hair with the brush, turned and faced his wife belligerently.

"Here we have the miracle of radio. The marvelous human mind discovers a way to transmit sound through the ether and to capture it again a thousand miles away, millions of dollars are invested in broadcasting stations, the public invests its own millions of dollars in receiving sets . . . it's the greatest single discovery in the history of the human race . . . and what does it get us? Uncle Tom! That laughing hyena!"

Mrs. Tottle had often been the one-woman audience to these one-man chautauquas, and she wasn't really listening, as Mr. Tottle half suspected she wasn't. Nor did he care, for all he wanted was a topic and the vibration of his own voice. Mr. Tottle

had something of the makings of a radio artist, himself.

"Uncle Tom—a fine desecration of God-given ether, if you ask me!" concluded Mr. Tottle.

"NOW, let's see. Ha, ha, ha, ha, ha! Uncle Tom certainly does get a lot of mail these days. Now, let's see. Oh, yes. Stanley Brown, Washington, D. C. I hear you don't answer when your mamma calls. Stanley. Do you think that is nice? How much nicer it would be if you came running into the house or answered, 'Yes, Mother!' I hope to hear you are doing better about this from now on, Stanley.

"Well, ha, ha, I guess Uncle Tom's time is about up. It certainly has been a jolly party today, and we'll all be back for another one tomorrow evening at the same time. Ha, ha, ha, ha, ha! Well, every good thing must come to an end. Good night, kiddies."

In the studio of WOZ, Uncle Tom mopped his brow, reached for a cigarette, and said to himself, "Jeez, I'm glad that's over!"

As he passed the switchboard girl in the hall on his way out, he said, "Good night, beautiful."

As he left the elevator, he said to the elevator girl, "Good night, sweetheart."

As he passed the newsstand girl in the corridor of the building, he said, "Good night, dearest."

"Fresh egg!"

Fifteen minutes later, Uncle Tom entered the Wharf Pool Room on Water Street.

"Hi, Charlie," he said to the man with a hat on, behind the cigar counter.

"Howdy, Uncle."

"Are the boys in the back room?"

"Yeh, Nails and Splinter and Sneerface are there. Waitin' for you."

"Let's shake for a plug of Crowbar."

They shook. The house lost and Uncle Tom got his chewing tobacco for nothing.

He then walked through the length of the poolroom, speaking to a few friends who paused with cues balanced as he passed.

"Hello, Uncle Tom. Say, that's a fine bunch of bologna you hand those kids. Someday the Society for the Suppression of Kidding the Kiddies will get you!"

"At's all right, I get the jack, don't I?"

"Sure, go ahead—it's a great racket."

Uncle Tom knocked four times on a door in the rear. It was unlocked and an unshaved face peeked through. A thick voice said, "Come in, Uncle."

"Howdy, boys."

"Hello, Uncle. Have a drink." A tall black bottle was pushed across a pine table. Uncle Tom poured himself a big slug.

"Not bad."

"Don't burn up that radio throat of yours, Uncle. If you start gettin' husky, some of the parents may get on that you ain't as sweet as you let on to be."

"Never mind. I'll take care of the sound box. Well, let's get down to business. I got a date to feed a dame chop suey after a while. Here's the list for next two weeks."

Uncle Tom took a piece of paper from his inside coat pocket and handed it to Nails. Upon this paper was the following typewritten list:

1. Freddie Johnson
2. Sophie Mayer
3. Spuddie Miller
4. Timmie Tottle
5. Bobbie Biggers
6. Lucile Christie
7. Leo Burnett
8. Maggie Fishback
9. Rosie Robinson
10. Ada Tate

(Continued on page 46)





# REVIEWING THE CURRENT PROGRAMS

By DYAL TURNER

## BING CROSBY

See front cover

Cast—Bing (and that's plenty)

**Comment**—When this was written I had just heard that Mr. Crosby was going back on the air with a sponsored show . . . sometime in September. I don't know when and, naturally, I haven't heard one of the programs. Nevertheless it is quite easy to write a review of his new show. Regardless of who sponsors Bing or what sort of spot he is given, he will still be just about the biggest single musical attraction on the air. And you don't have to take my word for it. Ever since Bing was one of Paul Whiteman's Rhythm Boys his radio popularity has increased every year.

During the past summer he has not been on the air at all, yet the Columbia stations have continued to receive more fan mail addressed to Mr. Crosby than to the majority of headliners who have been working steadily.

**The Plug**—No matter how long and sappy it may be, the Crosby fans will take it, and like it.

**Opinion**—That's my story, and I'll stick to it.

• • •

## THE KRAFT PROGRAM

See front cover

(NBC-WEAF, Thursday at 10:00-11:00 PM-DST)



HOWARD MARSH

. . . ladies who like Herbert will like Howard

Cast—Paul Whiteman's Orchestra, Al Jolson, Deems Taylor, Ramona, Peggy Healy, The Rhythm Boys, Roy Bargy, Jack Fulton.

**Comment**—This one-hour program, put on by the Kraft Phenix Cheese Corporation to exploit their new "Miracle Whip" salad dressing, is one of the most elaborate gestures that has been made by the big advertisers. Despite the length of the show, the first programs had all the earmarks of successful entertainment. The Whiteman organization is, of course, fool-proof. Whether it's classical stuff or jazz—Paul's crowd handle the assignment equally well.

Yes sir, it makes no difference to those lads. High or low, sweet or hot they've got what it takes. And Paul himself in his routines with Al Jolson, has proved that he is no mean straight man.

Mr. Jolson's talents are not so well suited to radio as they are to the stage and movies, but undoubtedly he'll appeal to the folks who do not object to Al's heavy hand on the tremolo stop.

Ramona, Peggy Healy, Roy Bargy, and The Rhythm Boys—are all well known to radio fans. (And by the time you read this, Miss Healy should also be signed up for a Broadway show. Cute looking gal, and swell personality.) Ra-

mona, who got her radio start with Don Bestor's Orchestra, has been one of Paul Whiteman's stellar pupils for some time. Her unique singing and piano playing are always worth your time.

Deems Taylor, noted music critic who handled the Metropolitan Opera broadcasts so capably, introduces the singers and announces the Whiteman selections with intelligent build-ups that are a pleasant contrast to the far-fetched metaphors



TAYLOR HOLMES

. . . he is Ed Wynn's but not Don Herold's radio uncle

simile technique you usually hear from the regular announcers.

Also, Mr. Taylor offers brief comments during the playing of the classical selections to explain the import of certain passages. And he sometimes describes the scenes of the musical plays or operas from which they are taken. Mr. Taylor's remarks are always in good taste and never give the impression that the speaker is being condescending. And in addition to all that, Mr. Taylor should be heard for his mock serious observations and for his utter lack of unctuousness.

**The Plug**—At the start of these programs, listeners were given a "twice-your-money-back" guarantee if they bought "Miracle Whip" and did not think it was the best salad dressing they had ever used. (To cash in, you had to take the wrapper off the jar and send it back to the



JANE FROMAN

. . . with television she could break up homes





VERA VAN

... Marion (Ohio) said "O-o-h!"

company with a detailed explanation of your reasons—which made the offer a pretty safe one for the company.) "Socially prominent" women were also brought in to "say a few words" about the product. These "yeses," together with the wordy plugs by the announcer, become pretty irksome after you've heard them for an hour. (But, after all, you couldn't expect the Kraft boys to spend all that money and not say a mouthful.)

**Opinion**—Excellent, well handled musical entertainment—with a little too much dressing.

• • •

**THE FRIGIDAIRE PROGRAM**

(CBS-WABC, Wednesday and Friday at 10:30 PM-DST)

**Cast**—Jane Froman (Friday), Howard Marsh (Wednesday), The Snow Queens, Jacques Renard's Orchestra

**Comment**—Substantial radio fare, with lovely Jane Froman as the pièce de résistance. (If they ever put this gal on a big television network, there will be many a good home broken up. She's certainly an eye-ful.) Miss Froman has already acquired an air following that assures a flock of listeners, and Mr. Marsh is a pleasant and capable exponent of the light opera school. He will be particularly acceptable to the ladies who like the Victor Herbert, Rudolph Friml and Jerome Kern type of musical sentiment. The Snow Queens (who are referred to for no good reason as Economy,

Beauty, Convenience, and Quality) don't do much but hum. Jacques Renard puts his orchestra through paces you'll like.

**The Plug**—You are probably weary of hearing us say, "The commercial announcement is too long." We are certainly sick of writing it, but what the hell can you do about it when they all are.

**Opinion**—First-class entertainment with a bit too much blurb.

• • •

**"ED WYNN'S UNCLE"**

(NBC-WEAF, Tuesday at 9:30 PM-DST)

**Cast**—Taylor Holmes, Graham McNamee, Wamp Carlson, Larry Butler, Don Voorhees' Orchestra, The Fire Chief Quartet

**Comment**—I notice that my old friend Don Herold has a story in this issue about uncles . . . the kind who sing chanteys to the kiddies and tell them to eat their spinach and whispy-crispies. Taylor Holmes, who is substituting for Ed Wynn on the Texaco program is *not* one of these uncles. He does play an uncle, however—Ed's uncle—thereby keeping the Wynn name green in the minds of his thousands of ardent fans (as though they'd forget him!).

If you are a regular Wynn fan (as most listeners are) you will remember that Ed kept saying, "All right, Graham. You can have your Texaco and your automobiles. I'll stick to my horse. But my uncle has a car . . ." after which there would

be sundry cracks about his uncle. This gave some smart boy over at the Hanff-Metzger advertising agency the hunch to ring in the uncle while Ed was vacationing. Mr. Holmes is it. His character is that of an old-fashioned codger who wears trick clothes and stutters. Employing this stammering technique for added laughs, he follows the humor tradition of the program by doing a gag routine with Graham McNamee—utilizing a line of wisecracks that are neither newer nor older than the Wynn collection.

Also appearing in these programs is Olaf (Wamp Carlson), the hired man who takes care of Chief Wynn's horse. Olaf manages to get his share of giggles with his dumb-Swede technique. Larry Butler, the Fire House mascot, is there to please the kiddies—which may be smart.

**The Plug**—Same as usual, with Mr. Holmes interrupting the commercial announcement just as Mr. Wynn used to do. Many sponsors would swell up and burst at the idea of such irrelevancy during the impressive (they think) moments dedicated to the sacred "product." This very lack of importance has made it possible for Texaco to put in overtime on their plugs without causing a pain in the neck to the listener.

**Opinion**—Competent enough as a substitute for Mr. Wynn, it isn't to be expected that Ed's uncle will be able to hold (Continued on page 45)



"LUM AND ABNER"

... they're good at hick dia—never mind



# POPULAR TUNES

## *An Analysis and Opinion*

By RUDY VALLEE

### "WHEN THE SWEET MAGNOLIAS BLOOM AGAIN"

By Joe Young and Dave Dreyer. Published by Irving Berlin, Inc.

With our return to the Pennsylvania Roof, some of the publishers tried to find suitable opening and closing songs for our programs. While listening to the catalogue of Irving Berlin, Inc., I heard a number that seemed to have a soothing quality of melody and I finally decided on "When The Sweet Magnolias Bloom Again" as the signature song for our Monday and Saturday dance broadcasts.

The song has received a pleasing acceptance. The Victor people, for whom we made a Bluebird record of it, characterize the waltz as one of the best mixtures of the style of Wayne King and Paul Whiteman to which they have listened in a long time. The quality on the record itself was due in no small measure to the arrangement by Elliott Jacoby, and to the fact that we took it at the slow Wayne King tempo.

"When The Sweet Magnolias Bloom Again" is extremely simple and may become quite popular.



### "I HAVE TO PASS YOUR HOUSE TO GET TO MY HOUSE"

By Lew Brown. Published by De Sylva, Brown & Henderson, Inc.

About two years ago, when I was in George White's "Scandals" I paid tribute in this department to Lew Brown and Ray Henderson, who wrote the "Scandals" music. They were then and still are two of Broadway's cleverest collaborators not only on blackouts for musical comedy but especially on songs. As you may

know, the team originally had three members—Brown, Henderson, and Buddy De Sylva. Then De Sylva left because he wanted to live on the Coast and write exclusively for pictures. And now it's rumored that Brown and Henderson have decided to go separate ways. I hope the rumor is unfounded, because I believe that together the boys are almost unbeatable and, even though each is exceedingly gifted, I should dislike awfully to see them split.

If "I Have To Pass Your House To Get To My House" is a sample



of Lew Brown's work in both the melody and lyric fields, I would hesitate to say just what his capabilities as a songwriter may be. Lew wrote songs long before he met Henderson and De Sylva and perhaps I'm wrong in thinking that he is a better lyricist than melodist. By that I don't wish to imply that this song is not a good job—only that it is a most unusual piece of work.

In the first place, it is of unusual length, having 60 measures. This, in the minds of most publishers, puts two strikes against it right at the start. However, emboldened by the success of "Night and Day" (which was much more than the usual length of 32 measures), Brown probably conceived the idea of writing a long type of fox trot, and then went one step further in being unorthodox. He made his song almost completely in minor, giving it every quality of a Jewish synagogue composition.

What's more, the story in the lyrics is sad, which is typical of Brown. The words were probably written

quickly, yet upon analysis there is little in them that could be improved. Brown's lyrics are like that.

### "ISN'T THIS A NIGHT FOR LOVE"

By Val Burton and Will Jason. Published by Sam Fox Publishing Co.

Every now and then the West Coast produces an orchestral hero. First it was Art Hickman, then Paul Whiteman, Paul Ash, Abe Lyman, Earl Burtnett, Gus Arnheim . . .



and now, Phil Harris. Harris was originally with the Harris-Lofner Orchestra of San Francisco. Orchestras run by two men rarely do succeed, and Harris eventually broke away from the partnership, going to the Coconut Grove with his own combination. Although his former partner is doing well on his own, Harris has recently come into nationwide prominence through his radio work and the RKO movie, "Melody Cruise." Harris has now left the Coconut Grove and is playing in Chicago, where he intends to summer—with the possibility of coming on to New York this fall.

Of the several songs which Harris sings in "Melody Cruise," "Isn't This A Night For Love" is unquestionably the most tuneful. It is written by the two boys who wrote "Penthouse Serenade" and it proves that they are complete masters of the art of writing popular songs.

### "HOLD ME"

By Little Jack Little, Dave Oppenheim, and Ira Schuster. Published by Robbins Music Corporation

Well, I must admit I've made another mistake. Why was I unable to sense the popular appeal of "Hold Me"? Was it because it was badly played on the piano the first time I heard it, or what? I honestly felt that "Hold Me" was one of the worst tunes I had heard in a long time. It's true that a song should never be demonstrated on a piano unless the pianist has an unusual touch and style of presentation, but I can't claim that as a complete alibi for my opinion.

I have frequently been able to sense the appeal of songs we've

(Continued on page 16)



# SLIPPING and GRIPPING

↑ **THINKING MADE EASY**—Arthur Brisbane, soothing-in-chief for Mr. Hearst's "People Who Think," will probably be off the Gulf Gasoline program by the time you hold this issue of *FAN-FARE* in your little hot hands. But, if he wishes, he's sure to be back on the air soon because he has been an increasingly popular radio attraction—and rightly so.

His recent talks have been much like his "Today" column in the Hearst newspapers—with the same sweeping generalities, the same careful sidestepping to avoid giving serious offense, and the same *non sequiturs*. But, in addition to being able to turn out as nice a platitude as anyone writing today, Mr. Brisbane is undeniably an interesting radio speaker. He has a faculty for eliminating dead wood in his material (which many microphony thinkers might well copy), and he has the oracular knack of making a comment of little consequence seem like a profound pronouncement from On High. It is odd that no radio advertiser signed Mr. Brisbane before. Yars and yars ago the Brisbrain hit upon the writing formula that has proved to be the great common denominator for the mental efforts of twenty million Americans. This audience is by far the greatest held regularly by a single living person in the world today. (A statement for "People Who Think".) And it has long been apparent that Mr. Brisbane could take a goodly proportion of his newspaper audience to the radio whenever he wished. No sponsor, however, gave him a long term contract until radio went crazy over commentators, analysts, and problem solvers. Then the bandwagon was stopped long enough for Mr. Brisbane to be helped reverently aboard.

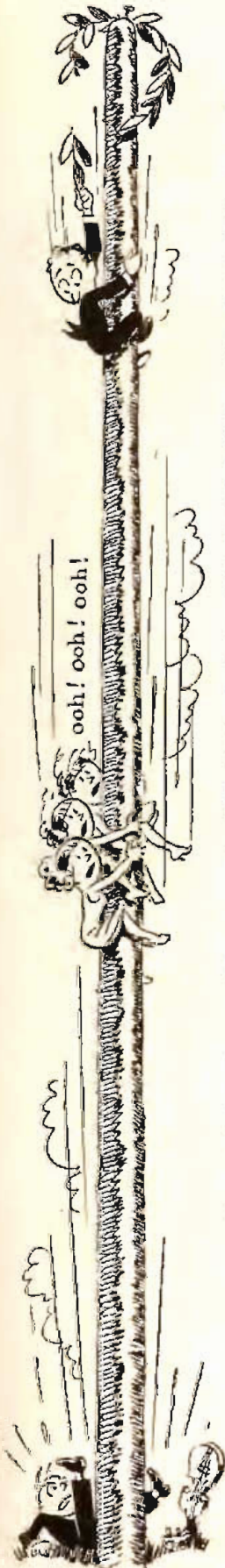
We like Mr. Brisbane's radio talks best when he essays humor. He has a mildly epigrammatic touch. Recently he remarked that the radio, airplane, telephone, and telegraph have

made it possible for all nations to have the same difficulties at the same time. This clarified the significance of Progress for us to such an extent that we called off our plan to push a Grape Nut with our ear all the way out to the big medicine show we're told they're putting on in Chicago.

↑ **THE GOOD GULF HUMORISTS**—The Gulf Gasoline people have also done a big service for radio listeners in hiring three humorists—Will Rogers, Irvin S. Cobb, and Walter F. Kelly—who afford a distinct relief from the gag comedians. Mr. Rogers will be back on the air soon and should be heard by all means, if you don't already know it.

A critic has said that it is no less than effrontery for Will to take so much for his work and then refuse to prepare anything in advance for his broadcasts. Will has also been criticised for occasional "bad taste." We don't believe these criticisms are sound. In the first place, Will could not write his stuff and then delete the sharpest barbs without sacrificing most of the spontaneity and stingo which are so appealing in his talks. (And don't you suppose that he puts in a good many hours of mental preparation for each talk?) To be sure, we could do with less of the Rogers stammering and repetition. But Will is by all odds the most brightly original entertainer who goes on the air and both sponsor and listener can count on at least half a dozen hearty laughs in each of Will's broadcasts. What other comic can be counted on to offer so much in every program?

We wish we could be so enthusiastic about the radio future of Mr. Cobb and Mr. Kelly. We enjoy them both, but we wonder if enough other people do to make up a sizeable audience. Messrs. Cobb and Kelly are among the few really finished raconteurs left on this planet, but the very subtlety of their wit may





make them seem only tolerably amusing to the listeners who have come to expect wisecracks with a wallop. Also, some of the material used by Mr. Cobb and Mr. Kelly is pretty familiar, and it is dangerous for them to try to get by with it, even on old sentimentalists like us. It may be, however, that there are sufficient numbers of people who can't hear Mr. Cobb without thinking of *Judge Priest*, or Mr. Kelly without recalling *The Virginia Judge*, to make up a radio audience that will continue to tempt advertisers.

And, by the way, the advertising on the Gulf programs is fairly unobjectionable, the Brisbane-Rogers-Kelly show being the better of the two. The plugs on the Cobb program are often far fetched, but they're not so bad as they would be without the pleasing personality of Allan Joselyn, who plays the gas station attendant.

• • •

**MEMO TO SPONSORS**—Mildred Bailey and Gertrude Niesen are two good ones you've overlooked. Miss Bailey is an unusually good bet. Miss Niesen gets plenty of punch in her work (but would be better if she could eliminate some of the nasal quality in her delivery).

Blubber Bergman, who went off the air when the Best Foods' Musical Grocery Store closed, should be brought back by some sponsor soon. He is one of the extremely rare natural radio comedians who can be funny without straight gag stuff. His material should be written for him by original humorists like Norman Anthony (editor of *Ballyhoo*) and Bill Scott (editor of *Pastime*), who did some of the better sketches for The Musical Grocery Store.

• • •

**"I APOLOGIZE"**—That, you'll remember, was the name of one of the songs that helped start Kate Smith on her way to fame and a husky bank account. The whole staff of FAN-FARE has been singing it ever since Kate told us about a mistake we made two issues ago. We said her program was *gripping* and then pointed an arrow under her picture *down* instead of *up*. Sorry, Kate, it was just one of those careless arrows—we mean errors. And lots of success with your new program.

• • •

**NO FAULT TO FIND**—The Tydol Jubilee program is still going strong. It has some fairly fool-proof elements—Dolph Martin's good music, the pleasing harmonizing of the Travelers Quartet, the likable Negro character, *Mortimer* (played by John Battle, who also writes the show), and advertising that could be much worse.



MILDRED BAILEY  
She should have a sponsor



EDWIN C. HILL  
He'll never bore you



JEAN SARGENT  
One of the better torchers



BLUBBER BERGMAN  
He should have a great radio future

**THE WHIFFLEDINGLE AWARDS**—We announce the award of the Woofus W. Whiffledingle Memorial Moustache Cup for the most unbelievable, insincere, and generally obnoxious advertising during 1933 on any large radio program (that is, a program on which the sponsors should know better). The winner is Woodberry's Soap, whose program is now off the air. We feel absolutely safe in making this award for 1933 four months before the end of the year.

Runner-up for the award was the Non-Spi "how-to-get-your-man" program. The selling argument was that a girl would be popular if she used Non-Spi and smelled pretty, and the idea was put over about as bluntly as that.

• • •

**BETTER THAN AVERAGE**—*The Happy Bakers* . . . good musical entertainment, but heavy advertising with claims that strain our credulity.

*Little Jack Little* . . . this one man show is as good as ever.

*K-7 Secret Service Stories* . . . supposedly true tales of big league spying well written (by Burke Boyce, head of the NBC continuity department), smartly directed, and frequently exciting. As often as not the villain doesn't get his, which appeals to us.

*Lowell Thomas* . . . not very exciting nor particularly interesting compared to Ed Hill, but still pleasant enough. Lowell's sponsor, the Sun Oil Company, goes light on the plugs, which makes the program seem better.

*Manhattan Merry-Go-Round* . . . Jean Sargent, one of the better torchers, should appeal to pyrophiles. David Percy and the Men About Town do the usual singer-quartet stuff agreeably, and Gene Rodemich's band is one of radio's best.

*The Wildroot Institute* . . . Good singing by Johnny Seagle and Lee Lawnhurst, and facile piano work by the latter. The dramatized part of the plug is, however, dreadful.

*The Capitol Family* . . . Major Bowes and his talented group are still offering fine entertainment every Sunday. The program has changed little through the years—which proves you don't have to hitch your radio budget to a fad to put on a good show. There has, of course, always been enough variety in the program itself to keep it from seeming like the same thing week after week.

*The Yeast Foamers* . . . Light, amusing music and singing, and advertising that is sincere and easy to take because it contains traces of understatement. Jan Carber's soft music is the best bet on the program, but the warbling of Virginia Hamilton, Rudy Rudli-



# GERTRUDE NIESEN



— vibrant as a bell — blue as deep water

... and that describes the voice of the lady we find here making up in her dressing room at Loew's State Theatre in New York, as she prepares to go out and stop the show. (Which she did at every performance.) Then, in the top three pictures on the right, we see her on the stage singing "Stormy Weather"—while in the bottom shot she goes

to town as she gives her famous imitation of Lyda Roberti, and sings, "But de moosic hass got to be . . . Oh-ho-ho . . . Su-veet an' hu-u-aht!" Miss Niesen gets by so well in public that she doesn't have to worry about radio work . . . which probably makes CBS just that much more anxious to have her hanging around their microphones.





sill, and Lee Bennett is nothing to be snifty about.

*Borrah Minevitch and His Harmonica Rascals* . . . Amazing stunt music plus Borrah's likeable personality. For all but harmonica haters.

*Eno Crime Clues* . . . O. K. for those who can still get excited about radio murder mysteries. Usually these *Spencer Dean* stories are ingeniously written, directed with restraint, and well acted (Edward Reese who plays *Dean* and Jack McBryde who plays *Dan Cassidy* are especially good). If you should pick a night when the story bogs down into the pure, undisguised hokum-and-ham, try again and the chances are you'll be glad you did. Eno (in common with all laxative advertisers on the air) has not found a formula, however, for presenting the product without offense.

*California Melodies* . . . fine variety program put on by California radio stars and broadcast nationally from the Don Lee station in Los Angeles. The performers include Raymond Paige and his excellent orchestra, Sam Coslow, Hazel Waters, Nora Schiller, Ray Hendricks, and Eleanor Barnes. The latter is a newspaper reporter who entices movie stars into the studio and "interviews" them. To a cynic or sceptic these interviews are ridiculous, but probably the confirmed movie fans enjoy hearing the stars spiel off a philosophy of life which has been cooked up for them by a press agent. The night Jean Harlow was interviewed she demonstrated that she has a radio singing voice good enough to rate an air job any time she wants to quit making pictures. She also denied a statement she said Walter Winchell had made about her (which probably made a lot of people regret not having a chance to do the same thing—over a nationwide hookup.)

*John Henry, Black River Giant* . . . A grand show for those who like Negro folk lore.

*Triple Bar X Days And Nights* . . . We should think everybody would like this one, particularly when the story is topnotch. Carson Robison and his buckaroos are always first class.

*Burton Holmes* . . . A pleasant and moderately interesting radio speaker who is now off the air. He should be a good bet for a sponsored series of travel talks.

*Malcolm La Prade, "The Man From Cook's"* . . . Far and away the best travel speaker who has ever been on the air. Mr. McLeod can really make you want to go places. He writes all his own stuff and it's a beautiful job. He'll be back soon. Be sure to tune in.

*Silver Dust* . . . Jack Denny and his orchestra, Scrappy Lambert, Jeannie Lang, and lots of fairly reasonable advertising.



GYPSY NINA  
Better than some who've  
found sponsors



BORRAH MINEVITCH  
For all but harmonica  
haters



JULIA SANDERSON  
May she and Frank Grumit  
never lack a contract



PHIL COOK  
What more do advertisers  
want?

Denny and Lambert are O. K. We've said before that Jeannie should get some new tricks, but she hasn't done anything about it. If she can only sing "cute" she won't be sponsored much longer.

*Kathryn Newman* . . . Good soprano with lots of the old coloratura. She should find a sponsor just as soon as the vogue for coo-shouters passes.

*The Road Reporter* . . . Shell Gasoline's tolerably interesting program with bearable advertising and fairly well done dramatic sketches. The dullest part is the preliminary travel stuff by *The Road Reporter* (Paul Douglas) and his stooge.

*Light Opera Gems (Channon Collinge, Conductor)* . . . Don't miss a single one of these programs, especially if they're putting on Gilbert and Sullivan operas. There hasn't been a bad spot on any of these shows we've heard. Grand cast throughout. The regulars are Theo Karle, Barbara Maurel, Rhoda Arnold, and Craue Calder.

*Horlick's Adventures In Health* . . . Dr. Herman Bundesen is doing a great service by helping educate the average person to think straight in matters of health. The dramatized cases put on by Dr. Bundesen will seem pretty obvious and overdone to the intelligent listener, but everyone else (and that's 90% of the radio audience) will learn a lot from them. And, in justice to Dr. Bundesen, we don't know how such ailments as sinus, colds, and backache could be turned into interesting radio material unless the outward sufferings were laid on thick. (Who, by the way, is going to bring Dr. Howard W. Haggard back on the air? His recent talks for Sharpe and Dohme, the makers of ST37, were among the most interesting we've heard anywhere—and must have rendered a profitable service to his sponsors, to the medical profession, and to listeners in every walk of life.)

*Miss Lilla* . . . Southern dialect sketch with mildly amusing touches of authentic native humor. Emmet Gowen is the author. He also plays *Tead Griffith*. Ann Elstner is *Miss Lilla* and other regulars are Jack Roseleigh and John Battle.

*America's Grub Street Speaks* . . . Interviews with writers who have something to say and who are usually refreshingly frank in saying it. There's a letting-down-the-back-hair spirit about these programs which we like, and Thomas L. Stix (head of the Book League of America,) should be applauded not only for picking interesting people to interview, but also for keeping the programs free from the noisome overtones of canned publicity.

*Sunday At Seth Parker's* . . . A fine program right up to the last broadcast, although perhaps it was slipping a little at the end—just as every program which is on the air so long is bound (Continued on page 50)



# SHORT WAVES I HAVE KNOWN

## *A Department of Radio Information*

Conducted by **ZEH BOUCK**, The Circuit Judge

**T**HE radio enthusiast who employs his experience on the broadcast bands as a criterion in judging short wave results, is in for a rather disheartening jolt when he first dials around for an illusive and distant short wave signal. This is not the fault of the receiver—as the fan is likely to believe—nor of the short waves themselves. The unjustified basis of comparison is the real cause of his dissatisfaction and disappointment. It is practically impossible, on the short waves, to duplicate certain effects which have contributed greatly to our enjoyment of the broadcast bands. On the other hand, things can be done with the short waves that are utterly beyond possibility on the waves with which we have long been familiar. An idea of short wave fare, and how it is dished up, is essential before one passes judgment on the merits of a short wave or all wave receiver and before one can derive maximum pleasure from its operation.

Short waves, by the way, are waves below the conventional broadcast band (the lower end of which is about 200 meters) and above 10 meters, where the ultra short wave region begins. Considered in an approximate order of shortness, these waves provide the following services of interest to the broadcast fan: Police broadcast (200 to 175 meters), aircraft telephone stations (90 meters), amateur stations (75 meters), short wave broadcasting (50 to 20 meters), and commercial trans-oceanic telephony (30 to 15 meters). It is the *entertainment value* of these broadcasts in which the fan is interested and which determines his degree of satisfaction. So let's rate your favorite long wave program at 100% and then see how entertainment on the different short-wave services compares with it:

**1** *Police broadcasts to patrol and squad cars* are relatively high in entertainment value. Police announcers have voices that would shrivel a

crooner, and the real life dramas condensed into prosaic announcements provide cooling etheric breezes after the hot air of commercial plugs on the broadcast band. Besides, we are not so many generations removed from Nero's amphitheater, and this second hand blood and gore, in the safety of our easy chairs, is piquant and delightful. Husbands derive vicarious satisfaction from the announcement that a man is beating his wife on the fourth floor of 286 South La Salle Street. It is quaintly amusing to learn that the proprietor of a filling station at 23 Broome Avenue was murdered and robbed just two minutes ago, or that somebody else's automobile was stolen by a youth in a gray suit and blue cap. Unfortunately, the entertainment value has been curtailed in some localities by substituting code numbers for a detailed description of the crime. Congress should do something about it. However, there are still plenty of cities where they call a bashed-in head a bashed-in head.

**Entertainment value: 25% to 100%**—depending on whether, as a child, you pinned butterflies to a board and committed divers mayhem on flies and other insects.

**2** THE element of real life drama also contributes a bit to the pleasurable possibilities of *airplane broadcasts*. Something romantic still clings to the idea of flight. But that is all. These stations flash on and off sporadically, and the announcements of weather and position are dry and uninteresting.

**Entertainment value: 5%.**

**3** *Amateur radio telephone conversations* are highly intelligent and edifying—to the amateur. A sample runs as follows: "CQ CQ CQ CQ CQ calling CQ CQ CQ—Hello, old man—How are you getting me, old man?—You're coming in about R-5, old man—Well, old man, I'll be saying 73, old man. Glad to have met you, old man—See you again, old man—73, old man."

**Entertainment value: To the normal person—1/2 of 1%.** To those who like phonograph records with crossed grooves, or to those of the psychopathic type addicted to bridge post mortems, up to 75%.

**4** *Short wave broadcasting* is the principal *raison d'être* for short wave receivers in the home. Practically all important programs, originating in every part of the world, are broadcast simultaneously on long and short wave-lengths. The peculiar carrying power of these waves makes it possible to pick them up at distances limited only by the half circumference of the earth. But do not expect long wave results (in tone, quiet reception and steadiness) on the short waves. In ten years of short wave listening, I have never heard a program that was quite so good as a long wave presentation from a local station. The tendency to fade is more consistently a characteristic of short wave stations, and the functioning of the automatic volume control, to compensate this fading, often introduces noticeable distortion of voice and music. With the exception of commercial installations in noise free areas, reception is always more noisy than on the longer wave bands. All this does not mean, however, that good quality short wave reception is an isolated phenomenon. On the contrary, highly enjoyable short wave results can be expected consistently on a good receiver. The short wave receiver also has a genuine program utility in instances where an important long wave program cannot be satisfactorily received. Almost invariably it will be possible to locate a good signal from a short wave station carrying the same program.

**Entertainment Value: 75%.**

**5** *Offhand, short wave trans-oceanic telephony* seems to offer considerable promise to those addicted to listening in on party lines. These are the channels that carry the commercial telephone conversations between different (Continued on page 47)



# RESTLESS RADIO ROMEOs



**JACK BENNY** . . . is not using the air, he's taking it—in this case at Atlantic City. His bored walk along the boardwalk has attracted two gents who are saying, "Look! That great comedian, Jack Benny!" (Maybe.)

**TONY WONS** . . . is probably examining the price tag on his fish and wondering if the publicity is worth it. The little girl is learning to say, "It was this big," in case a photographer happens along when they haven't got the fish.



**WILL CUPPY** . . . practises the title of his radio program—"Just Relax." He brought the Siamese kitty along because he knew she would enjoy a ride on his catboat.

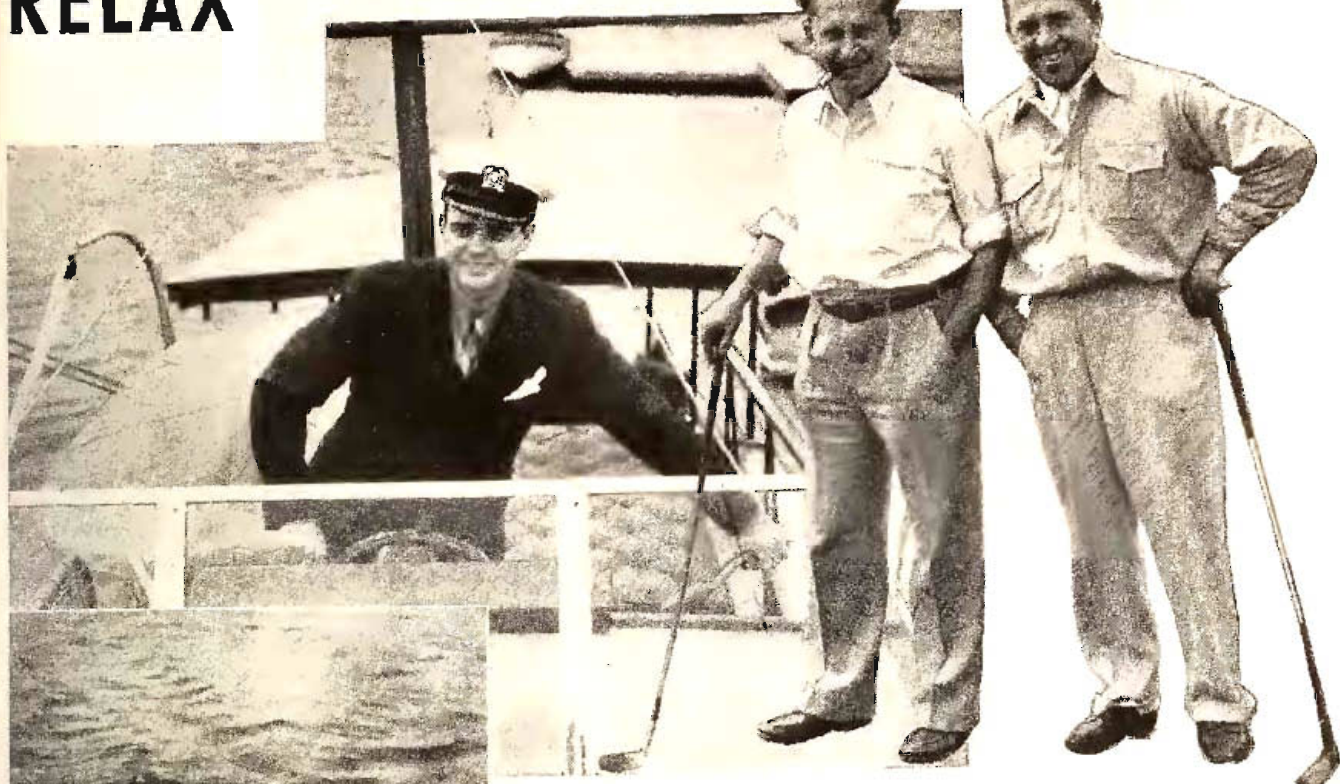
**NINO MARTINI** . . . says that he does most of his relaxing on a horse, which means that he almost never relaxes. Or maybe he makes the horse pursue the even tenor of his way.

**JOHN SEAGLE** . . . turns his holiday into a Collie-day. The two full grown dogs are named "Hallelujah" and "Glory Be," which explains why John calls their offspring "Amen."





# RELAX



**JIMMY MELTON . . .** takes his ease on a yacht, no less. But when friends say he must be rich, Jimmy declares that he picked the boat up for a song. That's easy to believe, considering what he gets for a song.

**BEN BERNIE AND GEORGE OLSEN . . .** spend their spare time trying to prove which is the better golfer. (We won't take sides, but we would like to point out that Ben uses a mashie where George requires a brassie.)

**LANNY ROSS . . .** isn't really nuts about swimming, but how could we call these vacation pictures without showing somebody in the water? So Lanny, bless his heart, went in just to please us.

**HOWARD BARLOW . . .** eminent young maestro, is a simple fellow at heart. Give him a dog and a ball and a beach and some knickers and an old sweater, and you can have the rest of it.





# VOICE OF THE LISTENER

## Roses and Razzes

We are in a position to speak for hundreds of our customers in complimenting your magazine on criticizing some of the radio programs on the air. We all agree that some of the advertising connected with these programs is awful. Hoping your magazine has good success in cleaning up some of these windjammers, we remain, Julius J. Cohen, Washington Electrical Supply Company, 24 Stuart Street, Boston, Massachusetts.

Tuna:

As a critic your a great success! But I wager that if you had to go one the air for six months as a comedian equal to Ed Wynn, as a Sherlock Holmes equal to Richard Gordon, or as a Fannie Brice, a Kate Smith, or a Rudy Vallee, you would in all probabilities be a good example of the perfect failer. It takes infinite work to keep up as a comedian for 2½ years at Ed Wynn's pace and still be as good as Ed is today. It takes time to become a Rudy Vallee. Rudy spent about 6 years before becoming famous. It took work. It hurts me to see you with a few words help to put the slides under a performer and make him a flop.

It has taken Wynn 30 years to achieve what he now has. If possible to help fix the slides you'd be there with much desire to see 30 years work crumble to dust, to see a man's heart broken and all caused by a critics few words. Warren Johnson, (no address given).

We have read two of the RADIO FAN-FARE magazines and find them worth while, in fact the best radio magazine printed.

Your articles are the fairest we have ever read in a radio magazine and, more than that, we agree with you that many of the so-called comedians are so bad that we are glad to be able to tune them out.

You did not write anything of "The Ship Of Joy." Captain Dobbsie is a well beloved character in the West and we Californians are very loyal to his programs. We have listened to him many years and have never been bored, and that's something.

Please listen to him. This is one program that will win millions of new listeners even during the summer months. It is now on the NBC network.

Thank you for the pleasure your articles gave us. Mrs. Charles F. Keene, Hotel Park Lane, Chicago, Illinois.

We've just gotten over a heat wave and now I'm cooled off enough to tackle a subject judiciously that has been seething within my bosom.

First off, where do you folks get the idea we like the panning that you take upon yourself to give some of our radio favorites? I liked old Radio Digest for it never pretended to know more than God about these radio boys and girls who do their darndest to entertain us. So out goes Slipping and Gripping. Do you realize Buddy Rogers for instance is "not so hot" in NYC while he's the next sneeze in the mid-west? What Broadway likes isn't all castoria for us midwesterners!

Ed Wynn may seem prosaic to you boys of the Great White Way but someone's grandmother out in Gopher City likes him immensely. Are you so perfect your guesses never fail, your comments are always correct? Of course, if you only intend to let a newsboy take an armful of your magazines out on Broadway, stick to your gags. But some of us from the "stix" subscribe hoping to catch a glimpse now and then of the man who thrills us, the girls who charm us.

Dear Tuna (Fish):

At least you said yourself that Slipping and Gripping was written by "Tuna."

In spite of the fact I think it is bad taste to allow your super criticisms space, I do read them just to find fault with them. Perhaps we are akin.

Last edition's exceptions are that again you allow that universal urge of the pocket book to influence your syrupy coated love for the Fleischmann Hour. The Hour would be fine if Rudy never opened his mouth. Yes, I like the hour and would listen oftener in order to get the variety show if Rudy's presence could be erased at the same time.

Another thing—you say, "The high point in selective criticism will be reached when someone can tell the different torch singers, crooners, and dance orchestras apart." Will you take me up on that? I'm game, for I CAN!!!! No foolin'! It takes time, concentration and keen senses, but I do just that. My friends have never stumped me. Not only friends but occasional strangers, curious as to my talent that way, find it truth. I make a study of the personalities with each voice and study them to find each one's individuality. On that hangs the distinguishing factor. They may seem alike in all points but that makes it harder to find an individual characteristic, thus taking more time to determine who is who. They turn on the radio and dial station after station. As an artist speaks, sings or plays an instrument, or leads a band I give the name and often the station. My examiner waits to find the correct answer and I may make one mistake in two dozen artists. Understand they do not even tell me the station. I thank you for the compliment in saying I have

reached the high point in selective criticism. So let's trade jobs, huh?

Thanking you for your time and patience (if you displayed such), I am, Forever, Betty Jamieson, 635 Stibbs Street, Wooster, Ohio.

Well, I'M TELLING YOU, RADIO FAN-FARE is, in my opinion, the best magazine for radio fans published today. There are other good ones, but from the title at the top of the front cover to the back of the book it is GOOD, and I don't mean maybe. The Program Finder is a real feature. W. H. Wilson, Box 1113, Timmins, Ontario.

I have just finished reading your last issue from cover to cover. I can honestly say that I think it is the most complete, most satisfactory magazine of its type. The articles are up to the minute and the Program Finder is unique. I especially liked Hope Hale's article which dealt so cleverly with Nino Martini. Dorcas E. Coulter, Asbury, Warren County, New Jersey.

A good many of your articles are ripping commercial programs up the back, even to mentioning their names. I agree with you that some of the ideas back of these articles are true enough but this type of comment is not agreeable. Harold B. Bowers, 19 Hubbard Avenue, Concord, Massachusetts.

I purchased my first copy of FAN-FARE today and think it a very good piece of reading matter. I notice you asked for suggestions for other features to be added from time to time. I have a suggestion.

It would be very nice to have a schedule showing the contests that are given over the air. This would be sought by a great number of radio fans who are interested in contests.

May I mention the article, "Is Radio Ruining Your Child?" That article was simple and to the point. If my opposite opinion would be worth anything, however, I would like to answer Mr. and Mrs. Leslie Allen with my thought that radio is the best entertainment for your child. Amos R. Peacock, 6075 Regent Street, Philadelphia, Pa.

## Discussing the Program Finder

I am a new reader of FAN-FARE and I sure enjoy your Program Finder. I have at last found what I wanted in the way of finding programs... Do not make your magazine too much of the movie magazine type. We already have too much of that junk. Keep up your program space. Joe W. Swadley, Jr., Box 103, Primrose, Nebraska.

I like the lists of programs and the lists of artists who appear on the programs. That's what I've been wanting to see for a long time. Ruth George, Leon, Iowa.

Having just purchased my first copy of RADIO FAN-FARE I want to tell you that I think you have a great magazine; I enjoyed every bit of it.

Your Program Finder is a real treat. To me it is something new and I like it.

(Continued on page 47)



# FAN-FARE'S HUMOR CAFETERIA

## (RADIO COMEDIANS HELP YOURSELVES)

Math. Prof.: Now, if I subtract 25 from 37, what's the difference?

Little Willie: You said it! I think it's a lot of hoocy, too.

—Alabama Rammer-Jammer

A negro woman was holding a baby on each arm and trying to get money from a pocketbook to buy a ticket. An old negro man seeing her plight agreed to hold one of the babies. Upon returning the baby he asked their names and was promptly told that one was named Roosevelt and the other Hoover. "Well," he said, "Ah'm positive Ah was holding Roosevelt." —V. P. I. Skipper

Father now broadcasts from Heavenly stations—  
He was bumped off for razzing His wife's relations.

—Buffalo Evening News

He (as they drove along a lonely road): You look lovelier to me every minute. Do you know what that's a sign of?

She: Sure. You're about to run out of gas.

—Indiana Bored Walk

An American actress appeared in a new revue in a costume composed entirely of colored glass beads.

Tinkle, tinkle, little star. —Punch

Chauffeur: This, madam, is the hand brake—it's put on very quickly, in case of an emergency.

Madam: I see—something like a kimono. —The Pointer

If Mohammed went to the mountains, we suppose his wife went to the seashore. —Judge

"Get my broker, Miss Jones."

"Yes, sir, stock or pawn?"

—Everybody's

A male-voice choir is to sing next month from five hundred feet below ground in Wookey Hole Cave, Somerset. It is feared that they will be heard in spite of that. —Punch

Mountaineer: You dirty skunk! You're a-goin' to marry my daughter!

Skunk: Y-y-y-essir. Which one?

—Penn Punch Bowl

Indians on a Western reservation are reported to be showing symptoms of uneasiness. Maybe someone has been telling them that the whites want to give the country back to them.

—Buffalo Evening News

"Will we ever have a woman President?"

"Of course not. A President has to be over thirty-five years of age."

—Phoenix

This three-dot-two beer was legalized by Congress on the theory that it is non-intoxicating, and many of our citizens feel that they have been deceived. Nobody believed that it was possible for Congressmen to be so disgustingly right. —The New Yorker

I love the laughter of a child,  
The freedom of life in the wild—  
Perfume from a field of clover.  
(I also love my eggs turned over.)

—Buffalo Evening News

Neighbor-Lady: Willie, I need a dozen eggs from the store. Do you suppose you could go for me?

Willie: No, but I heard Pa say that he could. —Annapolis Log

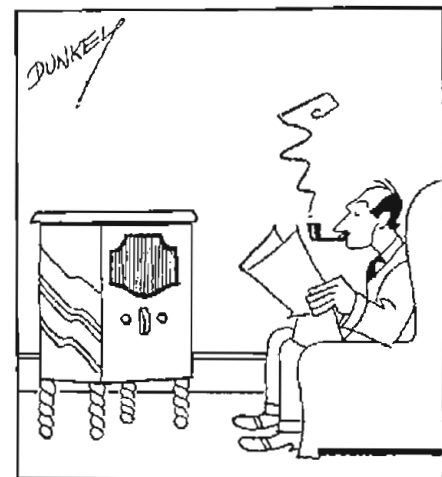
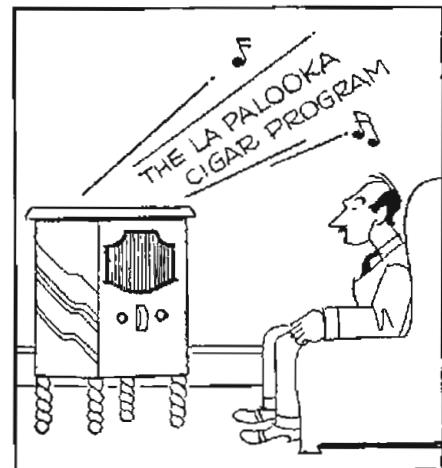
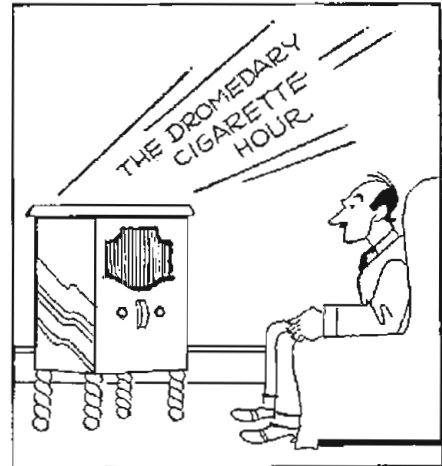
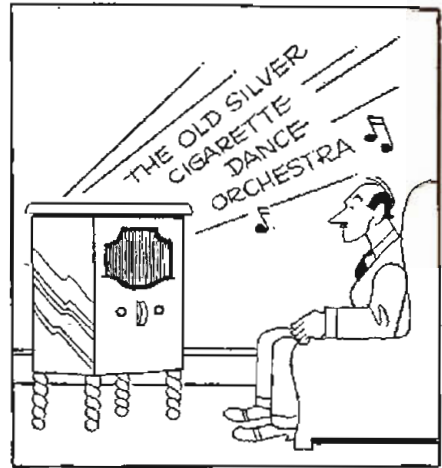
Hotel Clerk (knocking at guest's door): You told me to call you at six o'clock, but I didn't wake up myself, so I just wanted to tell you that it's eight o'clock now, the train's gone, and you can sleep as long as you like.

—Pathfinder

Simple Circe's old man wants a radio to play at his funeral. He says it will be one time when he won't have to listen to it. —Judge

The first woman was made from man's rib, but today she usually is made from something from his hip.

—College Humor





# ALL IN THE SPIRIT OF GOOD

THE lads over at Columbia tell me that Howard Marsh is looking for an appropriate theme song for his Frigidaire program. Why not, "Freeze A Jolly Good Fellow"?

• • •

EVERY time I hear Jimmy Melton's voice over the air I remember the first time I saw him. It was in St. Augustine, Florida. He was a member of the University of Florida orchestra, which we had hired to play for a dance at the Country Club. Came one of those moonlight waltzes (when they turn out most of the

forth on my radio. "Pardon me," I said, and made a quick dive for the dial. There's one guy I will always respect.

• • •

THE Richfield Oil program is featuring sport talks by Grantland Rice, and it is a privilege to say something nice about this man. At least it may sound nice, though to tell the truth I don't believe there is anything nice enough that could be written about Grant. He's that sort of person.

When I first came to New York, seven years ago, I went to a party

to tell him about Grant he said, "Sure, I know. You think he's the greatest guy you ever met. Everybody thinks that about him."

After such elaborations on Mr. Rice, you will naturally discount my opinion of him as a radio performer—and I don't blame you. But just listen to his talks on golf and other sports during the Richfield program, and you will get a pretty good impression of the man's character from his warm, friendly, unaffected voice. Furthermore, anything he says about sports is the last word—and you can



TITO GUIZAR, popular tenor, and his wife present the very new Miss Nena Guizar. When she consented to pose for the Fan-Fare photographer, Nena was two weeks old, going on three. She was named for her mother, and looks like her father (he says).



MILLIE JUNE—so versatile she plays most of the female roles in the Carson Robison Triple Bar X shows. Mercy, Millie!

lights, and all the dancers automatically shut their eyes and scrunch up a little closer). I was with my best gal, and we were going good. Then Jimmy suddenly started crooning "Girl Of My Dreams," whereupon the girl of my dreams practically walked off and left me by myself. I mean to say that at the first sound of Jimmy's voice she opened her eyes. Then she stopped scrunching. Then she stopped dancing and said, "O-o-o-o! Let's listen!"

During the rest of the evening it was impossible to keep that girl moving when Jimmy sang—and the other gents were having the same trouble with their sweet things.

Not long ago I was sitting in my apartment entertaining (I hope) a lady when the Melton voice burst

given by the Artists and Writers Golf Association. I had just arrived from a small town in the South, and had never hoped to see so many Big Names in one room in my whole life. "Meet James Montgomery Flagg . . . This is Rube Goldberg . . . Shake hands with Jefferson M a c h a m e r (page 7) . . . and this is Rex Beach . . . and Octavus Roy Cohen." Naturally I was completely awed.

They were all very cordial, but when I met Grantland Rice—well—that was something else again. It is pretty hard to describe a perfect welcome, but that's what Grant gave me. Never had anything make me feel better in my life.

My host on that occasion was Fred G. Cooper (he drew the illustrations on pages 16 and 17) and when I tried

bank on that because he probably has a finer general knowledge of the field than any other man alive.

• • •

AND here's a funny thing. When I wrote the paragraphs about Jimmy and Grant I didn't know they had ever met. Last night I ran into Grant in Reuben's Restaurant—we talked radio—and he said Jimmy had been his guest over the past week-end. And, as an added surprise, he said that he had just completed the lyrics to a tune by Oscar Fox—the title is "Singing To You"—and it was written especially for Jimmy. Small world—or something.

• • •

THIS may seem like a lot of conversation about one man, but I think this story is worth the space.



# CLEAN FUN

By HARRY EVANS

When I met Mr. Rice in Reuben's he was with Rex Cole (he is the New York City distributor for General Electric and puts on the Rex Cole Mountaineers program over WEAJ). It seems that Grant and Rex had been over to the home of Merlin H. "Deke" Aylesworth. Besides being president of the National Broadcasting Company, Mr. Aylesworth is a director in a number of other organizations.

"We were celebrating Deke's birthday," Grant said, "and during the evening I played bridge with Rex

neers of 81 radio stations press a button; 81 technicians at 81 transmitters throw a switch; and 81 announcers give their local call letters.

Because the Waring-Mandy Lou program is broadcast over the world's largest regular network, it serves as the best example of the intricacies that surround every link of a radio chain. Besides the 243 engineers and announcers, the telephone company over whose wires the programs are routed has engineers stationed along the line. They are on duty at the "repeaters," or line amplifiers, every

RAYMOND KNIGHT has found a century plant in Chicago named Elmer. Ray says Elmer usually blooms every hundred years, but doesn't know why. The Century of Progress authorities have told Ray that as a special favor they will let Elmer bloom this year, five years ahead of time.

MARIO COZZI, young opera baritone on the NBC Concert Footlights programs, was secretary to Gatti-Casazza, Metropolitan Opera impresario, for several years, but never asked for an audition. Although on the inside literally and figuratively at the Metropolitan, he made no attempt to begin his operatic career there, but went to Italy and made his debut at La Scala, Europe's most famous opera house.



CLAIRE WILLIS, who sings with Dolph Martin's orchestra over WABC, is also a skilled violinist and fashion designer. Clever Claire.



GRANTLAND RICE, eminent sports authority, will blush when he reads the article on the other page. Great guy.



SALLY ANN DAVIS (WCKY, Covington, Ky.) whose vocalizing is welcomed in the old Kentucky homes. Tasty talent.

here as my partner, against Deke and Bruce Barton. At the end of the game we owed them about five dollars apiece, so Rex said to Bruce, 'I'll match you double or nothing.' Bruce agreed so they flipped a coin, and Rex won, making him all square. Then I turned to Deke and suggested the same thing. 'Nothing doing!' he said. 'I attended three receiver's meetings this morning, and I'm not accepting any more compromises today!'

RADIO sounds much simpler than it is. When David Ross says, "This is the Columbia Broadcasting System," at the end of the Old Gold programs with Fred Waring's *Pennsylvanians*, 81 monitor-room engi-

several hundred miles—with more than 15,000 miles of land wire used to collate the stations. Yet how easy it all seems when you are seated in a comfortable chair at home and a mere flick of the dials brings you Fred Waring's smooth music and the drawly comedy of Mandy Lou.

OUT of town note: Herman Polliack, RCA distributor from South Africa, says that in Johannesburg, Cape Town, and Pretoria the high ranking radio favorites are Rudy Vallee and Amos 'n' Andy. KDKA, WGY, and WJZ are heard daily throughout Herman's sales territory which covers more than two hundred thousand square miles.

A LADY who lives in Little Rock, Arkansas, sent a letter to Carson Robison after the Triple Bar X broadcast of "The Fall of the Alamo." She said she had been particularly interested in the radio version of the battle because her great-great-grandfather had played a rather important part in the original version. Man by the name of Crockett . . . Davy Crockett. The letter writer was Miss Beth Crockett, last to bear the famous name.

JIM MEIGHAN, one of the busiest radio actors and nephew of the famous Tom, finds time to contribute thrillers regularly to the pulp detective magazines.



**BORRAH MINEVITCH** calls his Harmonica Rascals his Philharmonic Orchestra.

**PEOPLE** who watch B. A. Rolfe and his orchestra during his Saturday night programs are fascinated by the dexterity of Harry Barth, the slap-fiddle genius. Harry swings a mean bass viol and when he has a solo bit he grabs his dog house by the neck, hoists it into the air, thrusts it over the saxophone, violin, and piano players and sets it down at the mike. When his solo is over Harry takes the bull fiddle in one hand and twirls it in front of him as he walks back to his seat. So far he hasn't hit anybody with the weapon, but the audience hopes that sometime one of the other players won't duck quite low enough.



**NANCY TURNER** gives WBAL (Baltimore) listeners the latest style hints from the salons of the leading designers. Is that why you see so many well dressed gals in Baltimore?

**MYRTLE VAIL**, author and lead of "Myrt and Marge," Bobby Brown, director of the sketches, and Mrs. Brown are in South America gathering material for the programs, which will be resumed this fall.

**MISCHA LEVITSKI**, world renowned piano virtuoso, has his own reason for including in his programs only selections from the finest music of recognized masters. The reason is his interest in the development of a new national music of and by Americans. "Before a country can produce music of its own and appreciate it," says Levitski, "it must know all music. That is the problem in America—to develop musical appreciation. That is what the artists who are in radio can do. If they only



**CAPTAIN DOBBSIE** (Hugh B. Dobbs) sailed his popular "Ship Of Joy" from the West Coast to the NBC studios in New York. Wholesome hokum. Smart show.

**EDUCATION NOTE:** The student body of the Sunset High School in Dallas, Texas, was gathered in the auditorium one afternoon to hear a radio lecture on "How To Increase Your Vocabulary." The dial twister evidently did not know his kilocycles for he tuned in on one of radio's best known sister acts—Ed East and Ralph Dumke, Sisters of the Skillet. The kids got such a kick out of the sketch that no one had the heart to turn to the vocabulary lesson.

**JOHN S. YOUNG**, thirty-year-old announcer, is one of the youngest L.L.D.'s in the country. St. Benedict's College in Atchison, Kansas, has just honored John with the degree "in recognition of his endeavors toward the promotion of Catholic Action in the United States."



**GLADYS BAXTER** sings operettas over WABC, owns a black chow dog with a good disposition, and has lunch in the same drug store on 59th Street where the writer eats.

**ROSE McCLENDON** who plays opposite Juano Hernandez in "John Henry, Black River Giant" has just got over an attack of "Stormy Weather." While she was in bed by the doctor's orders in her Harlem apartment the neighbors had phonographs and radios going full tilt. Because "Stormy Weather" originated in Harlem that seemed to be all the neighbors wanted to hear. When the doc told Rose she was well enough to get up he also suggested a sea trip. "Nothing doing," said Rose. "Ships' hands don't start playing tunes until a month or so after they become hits. They'll only be getting around to 'Stormy Weather' about now. So if you don't mind I think I'll just go for a walk."

knew it, their program-making may determine the future of music in America."

Levitski is an interesting pianist to watch. He always gives his recitals in his shirt sleeves and the studio is usually crowded with NBC staff pianists who come around to try and learn a thing or two about virtuosizing. One day John Kahn, one of the better ivory ticklers, was determined to watch a Levitski recital from the control room. He got into the room but was ejected by the engineer in charge for some reason we can't recall now. When the control man next saw Joe he was sitting with the orchestra, holding a piccolo—not playing, but just absorbed in watching Levitski massage beauty out of the classics.

**IRVIN S. COBB** is probably the only radio artist who is a Chevalier of France's Legion of Honor.

**IT IS** rumored there will soon be a broadcast from a nudist camp . . . and we understand the job of announcing the program will be awarded to the highest bidder. As an appropriate selection of musical numbers may we suggest, "Look Who's Here" . . . "Where Have We Met Before?" . . . "O-o-o-o, I'm Thinkin'!" . . . "If A Body Meet A Body" . . . "What Have We Got To Lose?" . . . "Put On Your Old Gray Bonnet" . . . "They Wouldn't Believe Me" . . . "When I Look In Your Eyes (If Ever)" . . . "Just Break The Nudes To Mother."







# RADIO FAN-FARE PROGRAM FINDER

## C—CHILDREN'S PROGRAMS (Continued)

**C7—LADY NEXT DOOR**—Monday, Tuesday, Wednesday and Thursday, ¼ hour.  
 Madge Tucker, Director  
 4:45 PM—ED 3:45 PM—ES-CD 2:45 PM—CS  
 WFAP WTAG WFBR WTAM KSD WDAF  
 WJAR WCSH WSAI WRG  
 WGY WENR

**C8—LITTLE ORPHAN ANNIE**  
 Monday, Tuesday, Wednesday, Thursday, Friday and Saturday, ¼ hour  
 Shirley Bell, Alban Baruck, Henrietta Tacho, Harry Condale  
 5:45 PM—ED 4:45 PM—ES-CD 4:45 PM—CS  
 WJZ WBZ WBAL WJR KSTP KOLL  
 WRZA KDKA WGAR WIS WREN WERC  
 CKGW WLW WWCN WDAY KPYR  
 WRVA WJAX WQAI WKY  
 WHAM WPRC KPRC KTBS  
 5:45 PM—ES-CD WBAP KWOR  
 WENR KWK

**C9—NBC CHILDREN'S HOUR**—Sunday, 1 hour. Milton Cross.  
 9:00 AM—ED 8:00 AM—ES-CD 7:00 AM—CS  
 WJZ WBZ WBAL WGAR WBA KWK  
 WBZA WLR WJR WRBN KSTP  
 WHAM WBYR WBBQ KPYR  
 WMAL WENR KDKA

**C10—NURSERY RHYMES**  
 Tuesday, ¼ hour  
 Lewis James, Milton Cross  
 5:45 PM—ED 4:45 PM—ES-CD  
 WFAP WGY WFBR WRC KSTP WDAF  
 WJZ WBZ WJAR WTAM WSAI KPYR WDAY  
 WREN WJAX WJAX WQAI WKY  
 WCSH WBYR WMAQ WQAI WFAA

**C11—PAUL WING THE STORY MAN**—Monday, Wednesday and Friday, ¼ hour.  
 5:45 PM—ED 4:45 PM—ES-CD  
 WFAP WGY WWJ WTAM

**C12—THE SINGING LADY**—Mon, Tues, Wed, Thurs. and Fri. ¼ hour.  
 (Suspended until Sept. 4)  
 5:30 PM—ED 4:30 PM—ES-CD 3:30 PM—CS  
 WJZ WBZ WBAL WJR WSM  
 WBZA KDKA WLW WHAM  
 WGAR

**C13—SKIPPIE**—Mon., Tues., Wed., Thurs. and Fri. ¼ hour.  
 5:00 PM—ED 5:00 PM—ES-CD  
 WABC WEAN WCAO WKRC  
 WJZ WBZ WJAX WKBK CKOK  
 WDRG WCAU WJBY WBBM  
 Starting Sept. 18, this time taken by "H-Bar-O Dangers, See C1.

**C16—STAMP ADVENTURER'S CLUB**—Friday, ¼ hour.  
 6:00 PM—ED 5:00 PM—ES-CD  
 WABC WAAB WBBM WKH  
 WKBW WDRG WOWO WCAO  
 WCAU WOKO WSPD WFRB  
 WEAN WORC WCAH WJBY  
 WJAX WHEC  
 WKRC

## D—COMEDIANS

**D1—PHIL BAKER, THE ARMOUR JESTER**—Friday, ½ hour.  
 The Armour Jester, Harry McNaughton, Roy Shield, Marie-Men, Nell Sisters.  
 9:30 PM—ED 8:30 PM—ES-DD 7:30 PM—CS 6:30 PM 5:30 PM  
 WJZ WBZ WBAL WHAM KWK WREN KOA KGW  
 WBZA KDKA WGAR WJR KOLL WTMJ KDKL KGO  
 WRVA WWCN KSTP WERC WSM WMC KHQ  
 WJAX WJOD WSM WMC WSM WAPI KGO  
 WMAQ WJAX WQAI WSM WFAA WQAI WQAI  
 WKY KSO

**D2—BEN BERNIE'S BLUE RIBBON ORCHESTRA**—Tuesday, ½ hour.  
 9:00 PM—ED 8:00 PM—ES-CD 8:30 PM  
 WFAP WJAR WRC WFBR KGO  
 WBEI WPI WTAM WSAI KFI  
 WCSH WJAX WWJ WKY KGW  
 WGY WLS KCMO  
 WCAE KHQ

**D7—THE FIRE CHIEF BAND**—Tuesday, ½ hour. Taylor Holmes, Dan Voorhees'  
 Orchestra and Graham McNamee  
 9:30 PM—ED 8:30 PM—ES-CD 7:30 PM—CS 6:30 PM 5:30 PM  
 WFAP WJAX WJAX WJAX WJAX WJAX WJAX  
 WBEI WPI WTAM WSAI KGO  
 WCSH WJAX WWJ WKY KGW  
 WGY WLS KCMO  
 WCAE KHQ

## E—FOOD

**E1—FRANCES LEE BARTON**  
 Tuesday and Thursday, ¼ hour  
 11:15 AM—ED 10:15 AM ES-CD  
 WFAP WTAG WRC WFBR WMC WSB  
 WTAG WBEI WTAM WWJ KTHS KVOO  
 WJAR WCSH WLW WMAQ KPRC WQAI  
 WJIT WGY WBYR WBYR  
 WJAX WCAE WFLA KYW KTHS WDAF

**E2—BETTY CROCKER**—Wednesday and Friday, ¼ hour.  
 10:45 AM—ED 9:45 AM—ES-CD 8:45 AM—CS  
 WFAP WTAG WTAM WWJ KSD WOW  
 WBEI WJAX WSAI WFBR WQAI KPRC  
 WBAP WPI WRVA WPTF WKY WOC  
 WJAX WJAX WTOD WHO KVOO  
 WJAX WCAE WFLA KYW KTHS WDAF

**E5—RADIO HOUSEHOLD INSTITUTE**  
 Wednesday and Saturday, ¼ hour  
 11:15 AM—ED 10:15 AM—ES-CD  
 WFAP WTAG WRC WFBR WMC WSB  
 WBEI WJAX WTAM WWJ WBEI WRC  
 WCSH WJIT WSAI KYW WBYR WBYR  
 WGY WJAX WCAE WTTT WSM WAPI  
 WCAE WTTT WMC WBAP

**E6—VISITING WITH IDA BAILEY ALLEN**—Thursday, ¼ hour.  
 10:15 AM—ED 9:15 AM—ES-CD 8:15 AM—CS  
 WABC WOKO WADC WCAO KMBC KMOX  
 WAAB WKBW WHK CKOK WMBD WGST  
 WJAX WLBZ WFBL WSPD WJOD WRCB  
 WHP WORC WJBY WCAH WSPA WLAC  
 CFRB WLBW WLEC WDSU KTRH  
 WJAX WJAX WJAX WJAX WJAX WJAX  
 WDBJ WQAM KFE WTAQ  
 WDBO WDAE WISN WBBT  
 WJAX

## F—GENERAL

**F1—AMERICAN LEGION PROGRAM**  
 Thursday, ¼ hour  
 4:45 PM—ED 3:45 PM—ES-CD 2:45 PM—CS  
 WABC WOKO WCAO WHK WBRG WJOD  
 WAAB WGR WFBL WSPD WODX WSPA  
 WIP WJAX WFEA WLBW WLAC WDSU  
 WFG WLBZ WTAR WDBJ WJBY WCAH  
 WORC WMBG WTOC WTAQ WKBH  
 WQAM WDBO WISN WSDT  
 WJAX WDAE WMT WRCB

**F3—COLUMBIA EDUCATIONAL FEATURES**—Fri. ¼ hour.  
 2:45 PM—ED 1:45 PM—ES-CD 12:45 PM—CS  
 WABC WOKO WADC WCAO KMBC WGST  
 WJAX WIP WBBM CKOK WJOD WRCB  
 WJAX WFRAN WFBL WSPD WODX WSPA  
 WFG WLBZ WJBY WCAH WLAC WDSU  
 WHP WORC WFEA WLBW KTRH WTAQ  
 CFRB WHEC WJAX WISN WSDT  
 WJAX WDAE WMT WRCB  
 WTOC WQAM WDBO WDAE WJAX  
 WJAX WDAE WMT WRCB

**F7—GULF PROGRAM**—Wednesday and Friday, ¼ hour. Irvin S. Cobb.  
 9:00 PM—ED 8:00 PM—ES-CD 7:00 PM—CS  
 WABC WOKO WCAO WKRC WGST WJOD  
 WJAX WKBW WHK CKOK WBRG WDSU  
 WDRG WCAU WFBL WSPD WLAC KTRH  
 WEAN WORC WJBY WCAH KJLH KTHS  
 WJAX WLDZ WJBY WCAH KJLH WSPA  
 WDRJ WMBG WHAS  
 WQAM WDBO  
 WDAE WJAX  
 WTOC WFEA  
 WADC

**F8—INTERNATIONAL RADIO FORUM**  
 Sunday, ¼ hour  
 2:15 PM—ED 1:15 PM—ES-CD  
 WJZ CFCF WBEI WMAL  
 WSYR KDKA KFI WSM  
 WRVA WPTF WAPT WMC  
 WJAX WMAQ WJAX WMAQ  
 12:15 PM CS  
 KWK KWCR  
 KGO WREN  
 KOL WDAY  
 KFI WSM  
 WAPT WMC  
 WSM WERC  
 WJAX WMAQ  
 KTRH WDAE  
 WQAI

**F9—GULF HEADLINERS**—Sunday, ¼ hour. Revelers Quartet, A' Goodman's Orchestra  
 8:00 PM—ED 8:00 PM—ES-CD  
 WJZ WBAL WGAR WJR  
 WBZ WBZA WLW WBYR  
 WMAL WRVA  
 WPTF WJAX  
 WTS WJAX  
 WRDA

# LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES-CR—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific.  
 SEE NOTE PAGE 29











**RADIO FAN-FARE PROGRAM FINDER**

**M—MUSIC—DANCE (Continued)**

**M7—COLLEGE INN ORCHESTRA—Wed.** ¼ hr. 12:05 AM—ED—WEAF Network Ben Bernie.

**M8—COTTON CLUB ORCHESTRA—Tues. and Fri.** ¼ hr. 12:00 Mid.—ED—WJZ Network. Thursday, ½ hour. 12:05 AM—ED—WEAF Network.

**M10 DANCE MUSIC—Sun.** 1 hr. 12:30 AM—ED—WJZ Network. Including Carlos Molina

**M11—DANCE MUSIC—Sunday.** 1 hr. 12:00 Mid.—ED—WEAF Network. Including William Scotti and Bud Shay.

**M12—DANCE ORCHESTRAS—Mon.** 2 hrs. 11:30 PM—ED—WABC Network.

**M13—DANCE ORCHESTRA—Wed.** 2 hrs. 11:30 PM—ED—WABC Network.

**M14—DANCE ORCHESTRAS—Thurs.** 2 hrs. 11:30 PM—ED—WABC Network.

**M15 DANCING IN THE TWIN CITIES Thurs.** ½ hr. 12:30 AM—ED—WJZ Network.

**M16—GUS ARNHEIM AND HIS ORCHESTRA** From San Francisco. Sat. ½ hour.

12:30 AM—ED	11:30 PM—ES-CD	10:30 PM—CS	9:30 PM
WABC WBBW	WADC WHK	KFAB WFBM	KLZ
WCAU WOKO	WBT WJSV	KLRA WGST	KSL
WEAN WNAC	WCAO WLBW	KMBC WEAS	KVOR
WIOC	WD4F WMBG	KOMA WISN	
	WDRJ WQAM	KTRH WLAC	
	WDBO WJSJ	KTSA WMBL	
	WFBL WSPD	WACO WMT	
	WHDC WTAR	WBRC WSBT	
		WODD WTRFC	
		WDSU	

**M17—EDGEWATER BEACH HOTEL ORCHESTRA—Tues.** ¼ hr. 12:30 AM—ED—WJZ Network. Wed. ¼ hr. 12:30 AM—ED—WEAF Network. Sat. ¼ hr. 12:00 AM—ED—WJZ Network.

**M18—PHIL HARRIS AND HIS ORCHESTRA—Friday.** ¼ hr. 9:00 PM—ED—WJZ Network. Phil Harris and Leah Ray.

**M19—GEORGE HALL AND HIS ORCHESTRA—Mon.** ¼ hr. 12:00 Noon—ED. Tues. ¼ hr. 5:45 PM—ED. Wed. ¼ hr. 1:15 PM—ED. Thurs. ¼ hr. 5:15 PM—ED. Fri. ¼ hr. 6:15 PM—ED. Sat. ¼ hr. 1:00 PM—ED—WABC Network.

**M20—DANCE ORCHESTRA—Thursday.** ½ hour.

12:00 N—ED	11:00 AM—ES-CD	10:00 AM CS	9:00 AM	8:00 AM
WABC WOKO	WCAO WBBM	KMBC WFBM	KVOR	KHJ
WGR WNAO	CKOK WRPD	WMBD WGST	KLZ	KOIN
WIP WDRG	WPKA WLBW	WBRC WODD	KSL	KGB
WEAN WJAS	WKBW WTAR	WBEC WODX		KFRC
WLBZ WPG	WDBJ WMBG	WSPA WLAC		KOL
WORC WHP	WTOC WQAM	WDSU KRLD		KFPY
	CFRB WDBO WJSJ	KTRH KTSA		
		WACO KFB		
		WTAQ WKBH		
		WLSN WSBT		
		WMT		

**M21—DANCE ORCHESTRA Monday.** ¼ hour.

1:00 PM—ED	12:00 N ES-CD	11:00 AM—CS	10:00 AM	9:00 AM
WABC WOKO	WBDM WHK	KMBC WGST	KVOR	KHJ
WAAB WGR	CKOK WTRH	WBRC WODD	KLZ	KOIN
WDRG WCAU	WSPD WPEA	WRFC WODX		
WEAN WLDZ	WLBW WHDC	WSPA WLAC		
WICC WHP	WKBW WTAR	WDSU KTRH		
WQOC CFRB	WDBJ WMBG	KTSA WTAQ		
	WTOC WQAM	WKRH KFAB		
	WDBO WJSJ	WISN WOCO		
		WBSB WMT		

**M23—DANCE ORCHESTRA—Wednesday.** ½ hour.

9:45 PM—ED	2:45 PM ES-CD	1:45 PM—CS	12:45 PM
WABC WTAS	WADC WLBW	KFAB WODD	KLZ
WAAB WLBZ	WBG WMRG	KPH WDSU	KSL
WDRG WOKO	WCAO WQAM	KLRA WFBM	KVOR
WGR WORC	WDAE WJSJ	KMBC WEAS	
WHP WPG	WDBJ WSPD	KOMA WISN	
WIP CFRB	WDBO WTOC	KRLD WMT	
	WFBL WVA	KTRH WODX	
	WPEA CKLW	KTSA WSBT	
	WTK WTAR	WACO WSPA	
		WBRC WTAQ	
		WCOO WRFC	

**M25—DICK FIDDLER AND HIS LOTUS GARDENS ORCHESTRA—Fri.** ¼ hr. 1:15 PM—ED—WEAF Network.

**M27—PENNSYLVANIA DANCE ORCHESTRA—Mon.** ¼ hr. Phil Harris.

12:00 Mid.—ED	11:00 PM—ES-CD	10:00—PM CS
WJZ KDKA	WBAL WJR	KOIL KWCR
	WQY WSYR	KSO
	WGAR WENR	
	WHAM	

WBZ WJZA WREN added at 12:15 AM ED

**M29—HOTEL PIERRE DANCE ORCHESTRA Wed.** ¼ hr. Henry King.

12:30 AM—ED	11:30 PM—ES-CD	10:30 PM—CS
WJZ WBZA	WBAL WENR	KOIL KWK
WBZ	WCKY	KPRC WBAP
	WGAR	KSO WKY
	WHAM	KTBS WREN
	WLW	KWOR
	WSYR	

Saturday, 12:05 Mid.—ED. ½ hour—WEAF Network

**M—MUSIC—DANCE (Continued)**

**M31—GUY LDMBARDO AND HIS ROYAL CANADIANS—Fri.** ¼ hour.

11:30 PM—ED	10:30 PM—ES-CD	9:30 PM—CS	M	P
WABC WOKO	WADC WCAO	KMBC WFBM	8:30 PM	7:30 PM
WAAB WBBW	WFK CKOK	KMOX WMBD	KLZ	KHJ
WDRG WCAU	WFBL WSPD	WGST WODD	KSL	KOIN
WRAN WPG	WJSV WCAE	WTRG WODX		KGB
WLBZ WICC	WLBW WHDC	WLAC WDSU		KFRC
WHP WORC	WDBJ WTOC	KTRH KLRA		KOL
CFRB	WQAM WDBO	WFBW WACO		KVI
	WDAC WJSJ	KPH KFAB		KFPY
		WISN WOCO		ROH
		WGST WMT		

Sunday, ½ hour. 11:00 PM—ED—WABC Network.

**M34—BLUE ROOM ECHDES—Saturday.** ¼ hr. 3:00 PM—ED—WEAF Network. Norman L. Cloutier Orchestra, Fred Wade.

**M41—PALMER HDUSE ORCHESTRA—Wednesday.** ½ hour. 11:30 PM—ED—WEAF Network. Richard Cole.

**M42 DANCE MUSIC HOTEL PENNSYLVANIA RODEO—Saturday.** ½ hour.

11:00 PM—ED	10:00 PM—ES-CD	9:00 PM—CS
WEAF WPI	WFBR WSAI	WDAF WOC
WCAE WGY	WRC WTAM	WHO
WOSH		

Monday, ¼ hour. 11:15 PM ED—WEAF Network.

**M44—PDND'S PRDGRAM Fri.** ¼ hr. Ilka Chase, Hugh D'Connell, Victor Young, Lee Wiley, Paul Small.

9:30 PM—ED	8:30 PM—ES-CD	7:30 PM—CS
WEAF WTAG	WWJ WFBR	WDAF KSD
WJAR WOSH	WRC WTAM	WOC WHO
WLIT WGY	WSAI WENR	WOW
WBEN WCAE		

**M45—SATURDAY NIGHT DANCING PARTY—Sat.** 1 hr. B. A. Rolfe and Terraplane Orchestra.

10:00 PM—ED	9:00 PM ES-CD	8:00 PM—CS	M	P
WEAF WTAG	WRC WFBM	KSD WOV	7:00 PM	6:00 PM
WBEI WJAR	WTAM WLW	WDAF KSTP	KOA	RGO
WOSH WPI	WWJ WOC	WSB WSSB	KDYL	KTY
WGY WREN	WRO WCAE	WRAP		
ORGW CFCF	WMAQ			

**M47—GENE QUAW HOTEL CDSMDPLITAN ORCHESTRA—Friday.** ¼ hour. 4:00 PM—ED—WJZ Network

**M50—SYNCPATORS—Tues.** Wed. ¼ hr. 2:30 PM—ED—WJZ Network. Harold Stokes, Dick Teale.

**M56—WALDRIF ASTORIA ORCHESTRA—Jack Denny.**

Monday, ½ hour.	Thursday, ½ hour.
11:30 PM—ED	10:30 PM—ES-CD
WEAF WTAG	WRC WFBR
WJAR WTIC	WDAF WOC
WOSH	WREN WTAG
	WPI

**M57—WEALTH OF HARMONY—Saturday.** ½ hour. 3:30 PM—ED—WJZ Network. Joseph Gallicchio, Edward Davies.

**M60—BREAKFAST CLUB—Mon., Tue., Wed., Thur., Fri., Sat.** ¼ hour. 9:16 AM—ED—WJZ Network

**N—MUSIC-MEDLEY PROGRAMS**

**N1—A AND P. GYPSIES—Monday.** ½ hour. Harry Horlick, Frank Parker.

9:00 PM—ED	8:00 PM—ES-CD
WEAF WTIC	WRC WTAM
WTAG WBEI	WWJ WSAI
WJAR WOSH	WMAQ
WLIT RGY	
WBEN WCAE	

**N2—CITIES SERVICE CONCERT—(Fri.** 1 hr. Jessica Dragonette, The Cavaliers, Henry Shaps, Fred Hufsmith, John Seagle, Elliot Shaw, Lee Montgomery, Frank Rana, Rosario Bourdon.

8:00 PM—ED	7:00 PM ES-CD	6:00 PM—CS	M
WEAF WTIC	WFBR WRC	WDAF WOC	5:00 PM
WOSH WCAE	WTAM WWJ	WDAI WEO	KOA
WLIT WGY	WSAI KYW	KSD WOV	KDYL
WREN WTAG		RTBS WKY	
ORGW WREN		WEBC KGO	
WQAK		WPAE KTB	

**N5—JACK FROST MELDDY MOMENTS—Mon.** ¼ hr. Josef Pasternack.

9:30 PM—ED	8:30 PM—ES-CD
WJZ KDKA	WBAL WHAM
	WGAR WLW
	WJR WENR

**N1—(WADR BOWES' CAPITOL FAMILY—Sunday.** 1 hour.

11:15 AM—ED	10:15 AM—ES-CD	9:15 AM—CS	M	P
WEAF WJAR	WBEI WRC	WDAF KFYR	8:15 AM	7:15 AM
WTAG WLIT	WBAI WFLA	WFLM WSMB	KOA	KPD
WGY	WJZ WSAI	KFRC WJBC	KDYL	KHO
	WOD WWSO	WBO WLB		KTR
	WMAQ	KSTP WMO		KFI
		WNY WPA		KGW
		WOC		KOMO

**N10—MERIE MEN QUARTET—Mon., Wed., Fri.** ¼ hr. 12:30 PM—ED—WJZ Network. Wesley Summerfield, Elliot Stewart, Bob Geddes, Norman Gordon, Earl Lawrence.

**LOCATES WHAT YOU LIKE BEST**

ABBREVIATIONS: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific. SEE NOTE PAGE 29



RADIO FAN-FARE PROGRAM FINDER

N—Music—Medley Programs (Continued)

- N15—THURSDAY SPECIAL**—Thursday. 1 hour. 4:00 PM—ED—WJZ Network. Ruth Lyon, Edward Davies, Josef Koestner.
- N16—TONE PICTURES**—Sunday. 1 hour. 8:00 AM—ED—WJZ Network. George Blake, Mary Merker, Helen Janke, Richard Maxwell, Curt Peterson.
- N17—VOCAL ART QUARTET**—Tuesday. ½ hour. Alma Kitchell, Selma Johanson, Chester Evers, Earl Waldo. **M**  
 3:00 PM—ED 2:00 PM—ES-CD 1:00 PM—CS 12:00 PM  
 WEAF WTAG WFBR WRC WSM WSB KDA  
 WEEI WJAR WIOD WWJ WAPI KSD  
 WGY WCAE WOKY WDAF WOC WHO  
 WFI WOSH WBSA WWNC WIRA WBAP  
 CKGW WBEN WSAI WFLA KPFR KTBS  
 WLS WTAM WDAY WOW  
 KSMB WMC
- N20—MORNING PARADE**—Saturday. 1 hour. 10:15 AM—ED—WEAF Network.
- N21—RADIO CITY CONCERT**—Sunday. 1 hour. 12:15 PM—ED—WJZ Network. Erno Rapee, Director.

O—MUSIC—NOVELTY

- O2—THE PLAYBOYS**—"Six Hands on Two Pianos"—Sunday. ½ hour. Also Wednesday. ¼ hour. 11:30 AM—ED—Same Stations. Felix Bernard, Walter Samuels, and Leonard Whitcup. **M**  
 2:15 PM—ED 1:15 PM—ES-CD 12:15 PM—CS 11:15 AM  
 WABC WICC WADC WQAM KPAB WIAS RTZ  
 WCAU WJAS WBT WSJ KFH WIBW KFOR  
 WDRC WOKO WCAO WSPD ELRA WISN  
 WEAN WORC WDBJ WTOG KMBC WLAC  
 WGR WNAC WFBL WWVA KTRH WMT  
 WFEA CKLW KTSB WODX  
 WLBW WFEA CKLW WBRG WSBT  
 WDDO WSPA WFBM WTAQ  
 WGST
- Friday. ¼ hour. 11:45 AM—ED—WABC Network.
- O4—THE HAPPY RAMBLER**—Thursday and Friday. ¼ hour. 10:30 AM—ED—WEAF Network. Irving Kaulman, Lucy Allen.

P—MUSIC—ORGAN

- P1—ANN LEAF AT THE ORGAN**—Tuesday, Wednesday, and Thursday. ½ hour. **M**  
 2:00 PM—ED 1:00 PM—ES-CD 12:00 PM—CS 11:00 AM  
 WABC WOKO WCAO WBBM WGST WBRG KYOR  
 WNAC WGR CKOK WFBL WDDO WREC KLZ  
 WDRC WCAU WSPD WFEA WODX WSPA KSL  
 WJAS WLBG WLBW WHEC WLAC WDSU  
 WICU WORC WTAR WDBJ KTRH KFH  
 CFRD WMBG WTOG WTAQ WKBH  
 WQAM WSJS WISN WCCO  
 WSBT
- Also Monday at 2:45 PM—ED—WABC Network.
- P2—LARRY LARSEN**—Saturday. ¼ hour. **M**  
 10:45 AM—ED 9:45 AM—ES-CD 8:45 AM—CS  
 WJZ WBAL WJR KWK KWCR  
 WMAL KYW WREN KOIL  
 KSO
- P4—RADIO CITY ORGAN**—Monday, Tuesday, Wednesday, Thursday, Friday, Saturday ½ hour. Richard Leibert.  
 8:00 AM—ED 7:00 AM—ES-CD 6:00 AM—CS  
 WEAF WTAG WDAF WFBR WOW  
 WJAR OCFE WTAM WSAI  
 WCAE WGY WWJ  
 WFI WBEN  
 WEEI WOSH

- P7—MATINEE GEMS**—Sat. ½ hour. 3:30 PM—ED—WEAF Network. Low White.

- P9—FRED FEIBEL AT THE ORGAN**—Sunday. ½ hour. **M**  
 1:00 PM—ED 12:00 N—ES-CD 11:00 AM—CS 10:00 AM  
 WABC WOKO WADC WHEC KPAB WISN KLZ  
 WAAB WORG WBT WLBW KCAOX WMBD KFOR  
 WDRC WPG WCAO WQAM KOMA WMT  
 WGR CFRB WDAE WSJS KTRH WODX  
 WJAS WDBJ WSPD WCCO WSBT  
 WDBO CKLW WDDO WTAQ  
 WFBL WTAR WDSU WREC  
 WGST

- P10—IRMA GLEN**—Thursday. ¼ hour. 10:45 AM—ED—WJZ Network.

Q—MUSIC, PATTERN AND SONG

- Q1—BLACKSTONE PLANTATION**—Tuesday. ½ hour. Julia Sanderson, Frank Gramit, Jack Shilket, Parker Fennelly  
 8:00 PM—ED 7:00 PM—ES-CD  
 WEAF WTAG WRC WTAM  
 WEEI WJAR WWJ  
 WOSH WFL  
 WGY WBEN  
 WCAE

Q—Music, Patter and Song (Continued)

- Q2—FRANK CRUMIT AND JULIA SANDERSON**—Sunday. ½ hour. **M**  
 6:30 PM—ED 4:30 PM—ES-CD 8:30 PM—CS  
 WABC WOKO WADC WCAO KMBC WFPM  
 WAAB WGR WTK CKOK WHAS KMOX  
 WDRC WCAU WFRL WSPD WDSU KOMA  
 WEAN WICC WCAH WJSV KFH KPAB  
 WORC WWVA WHEC  
 WTAR
- Q3—KANE AND KANNER**—Friday. ¼ hour. **M**  
 8:45 PM—ED 7:45 PM—ES-CD 6:45 PM—CS  
 WJZ WBZ WBAL WMAL KOIL KWK  
 KDKA WRZA WCKY WSYR KSO WREN  
 WHAM WLS KWCR WJDX  
 WJR WFLA WSB WSM  
 WIS W3MB
- Q4—THE OXDL FEATURE**—Wednesday, Friday. ¼ hour. Dave Grant, Gordon Graham and Bunny Coughlin.  
 10:00 AM—ED 9:00 AM—ES-CD  
 WABC WOKO WCAO WKRC  
 WAAB WDRC WFBL  
 WCAU WJAS  
 WBAN

- Q5—LES REIS AND ARTY DUNN**—Monday, Tuesday, Thursday, Saturday ¼ hour. **M**  
 Assisted by Novelty Orchestra.  
 9:45 AM—ED 8:45 AM—ES-CD 7:45 AM—CS  
 WABC WJAS WADC WKRN KFAB WIAS  
 WDRC WLBZ WBIG WLBW KFII WLN  
 WEAN WOKO WBT WMBG KLRA WLAC  
 WHP WORC WCAH WQAM KMBC WMBD  
 WICU WCG WDAE WSJS KMOX WMT  
 WIP CFRB WDBJ WSPD KOMA WODX  
 WDBO WWVA KRLL WSBT  
 WFEA CKLW KTRH WSPA  
 WHEC WTAR KTSB WTAQ  
 WHK WBBM WDSL WREC  
 WJSV WGST
- Also Monday. ¼ hour. 6:00 PM—ED—WABC Network.

- Q6—BILL AND GINGER**—Mon, Wed, Fri. ¼ hour. **M**  
 10:15 AM—ED 9:15 AM—ES-CD  
 WABC WJAS WFBL WJSV  
 WEAN WRBW  
 WIP
- Also Tues. and Thurs. ¼ hr. 10:30 AM—ED—WABC Network.

- Q7—TUNE DETECTIVE, SIGMUND SPAETH**—Thursday. ¼ hour. **M**  
 7:45 PM—ED 6:45 PM—ES-CD 5:45 PM—CS  
 WJZ KDKA WBAL WCKY KWCR KWK  
 CFCF WJR WSVR KOIL  
 WMAQ

- Q8—MARION AND JIM JORDAN**—Wed. ¼ hour. 11:15 AM—ED—WJZ Network. Also Saturday and Tuesday. 12:00 N—ED—WJZ Network.

- Q9—SMILING ED McCONNELL**—Sun. ¼ hr 8:00 PM—ED—WABC Network (Starting Sept. 10).

- Q11—MARTHA AND HAL**—Mon, Wed, Fri. ¼ hour. 8:00 AM—ED—WJZ Network.

- Q12—CLAIRE WILSON AND GRANT ALLEN**—Thursday and Friday. ¼ hour. 2:30 PM—ED—WEAF Network.

- Q15—GOLDY AND DUSTY AND THE SILVER DUST TWINS**—Mon, Tues, Wed, Thurs, and Fri. ¼ hour. **M**  
 9:15 AM—ED 8:15 AM—ES-CD  
 WABC WOKO WFBL WHEC  
 WGR WDRC WWVA  
 WCAU WJAS  
 WHP WORC

- Q16—SALT AND PEANUTS**—Mon, Tues, Thurs, and Sat. ¼ hour. **M**  
 12 Noon—ED 11:00 AM—ES-CD 10:00 AM—CS  
 WEAF WLIT WFBR WSAI KSD WHO  
 WBEN WTAG WFLA WTAM KSTP WJDX  
 WCAE WTIC WIOD WWJ WAPI WMC  
 WEEI CFCF WIS WWNC WDAF WOC  
 WJAR CKGW WRC WMAQ WDAY WSM  
 WRVA WBEBC W3MB

R—MUSIC—POPULAR

(See also Dance and Variety Music and Patter and Song)

- R1—MILDRED BAILEY**—Monday and Saturday. ¼ hour. **M**  
 7:15 PM—ED 6:15 PM—ES-CD 5:15 PM—CS 4:15 PM  
 WABC WLBZ WBIG WLBW KFH WHAS KLZ  
 WDRC WOKO WBT WMBG KMBC WISN KFOR  
 WEAN WORC WDBJ WQAM KOMA WLAC  
 WGR CFRB WDBO WSJS KTSB WMT  
 WJAS WNAC WFBL WSPD WACO WODX  
 WBEA CKLW WBRG WSPA  
 W3BN WFEA CKLW WDDO WTAQ  
 WDSU WREC  
 WGST
- Thursday. ¼ hour. 6:30 PM—ED—WABC Network.

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific. SEE NOTE PAGE 29



# RADIO FAN-FARE PROGRAM FINDER

## R—MUSIC—POPULAR (Continued)

**R3—BETTY BARTHELL—Tuesday, 1/2 hour. M**  
**8:15 PM—ED** 5:15 PM—ES-CD 4:15 PM—CS 3:15 PM  
 WABC WKBW WBIG WMBC KFH WHAS  
 WAAB WLBZ WBT WQAM KLRA WISN  
 WCAU WOKO WCAO WSJS KMBC WLAC  
 WDRC WORC WDBJ WSPD KTRH WMT  
 WFLA WTVT KTSB WODX  
 WFEA WWSA WBRC WWSA  
 WLBW CKLW WDOD WTAQ  
 WGST WREC

**R4—GENE ARNOLD AND THE COMMODORES—Mon. and Thurs. 1/2 hour.**  
 12:00 N—ED 11:00 AM—ES-CD 10:00 AM—CS  
 WJZ WBZ WBAL WJR KSO WFIA  
 KDKA WBZA WCKY WMAL KWCR WREN  
 WGAR WSYR KWK  
 WHAM

Also 1/2 hour Sunday. 2:00 PM—ED—Wed. and Fri. 12:00 N—ED—WEAF Network

**R5—CURTAIN CALLS—Wed. 1/2 hr. Mark Warnow's Orchestra; Charles Carlie; Rhoda Arnold; and Four Clubmen Quartet. M**  
**8:15 PM—ED** 7:15 PM—ES-CD 6:15 PM—CS 5:15 PM  
 WABC WJAS WADC WHK KFAB WGST  
 WCAU WOKO WBIG WLBW KFH WLAC  
 WDRC WORC WBT WMBG KLRA WODX  
 WGAN WFG WCAO WQAM KMBC WSBT  
 WGR CFRB WDBJ WJSJ KTRH WSPA  
 WICC WNAC WDDB WSPD KTSB WTAQ  
 WFBL WWSA WDOD WREC  
 WFEA CKLW  
 WHEC WTAR

**R6—MORTON DOWNEY—Wed., Thurs. and Fri. 1/2 hr. M**  
**7:00 PM—ED** 6:00 PM—ES-CD 5:00 PM—CS 4:00 PM  
 WABC WJAS WADC WHK KFAB WGST  
 WCAU WOKO WBIG WLBW KFH WISN  
 WDRC WLBZ WBT WQAM KLRA WLAC  
 WGAN WOKO WDBJ WSPD KTRH WMT  
 WGR CFRB WFBL WTVT KTSB WODX  
 WFEA WWSA WBRC WWSA  
 WHEC CKLW WCOO WTAQ  
 WLBW WTAR WDOD WREC

**R7—WILL OSBORNE ORCHESTRA—Mon., Wed., Fri. 1/2 hr. Pedro De Cordoba, "The Friendly Philosopher"**  
 10:45 AM—ED 10:45 AM—ES-CD 9:45 AM—CS  
 WABC WOKO WCAO WHK KMBC WHAS  
 WNAC WGR WFBL WJSV KMOX WGST  
 WGAN WCAU WCAH WBT KRLD WCOO  
 WTAR WMBG  
 WBBM WDWO  
 CKLW

**R9—PAT KENNEDY—Mon., Wed. and Fri. 1/2 hr. M**  
**12:45 PM—ED** 11:45 AM—ES-CD 10:45 AM—CS  
 WJZ KDKA WBAL WSYR KRO KWK  
 WCKY KWCR WRRN

**R10—FRIGIDAIRE PROGRAM—Wed. and Fri. 1/2 hr. Howard Marsh and Snow Queens—Fri. M P**  
**10:30 PM—ED** 9:30 PM—ES-CD 8:30 PM—CS 7:30 PM 6:30 PM  
 WABC WKBW WADC WKRC KFH WODD KLZ KFPY  
 WCAU WOKO WCAO WQAM KMOX WDSU KSL KPRC  
 WDRC CFRB WDAE WSPD KOMA WGST KGB KGB  
 WGAN CKAC WDBJ CKLW KSCJ WHAS KHJ  
 WJAS WNAC WDDB WTAR KTRH WMBD KOIN  
 WFBL WBBM KTSB WREC KOL  
 WHEC WOWO WCOO KYT

**R15—ARLENE JACKSON—Saturday, 1/2 hour. M P**  
**5:30 PM—ED** 4:30 PM—ES-CD 3:30 PM—CS 2:30 PM 1:30 PM  
 WFAF WTAG WTAM WSAI WBA ESTP KOA EGO  
 WGY WBN WIS WJAX WDAY WSM KDYL KFI  
 WIOD WAPI WSE KGW  
 WMC WSNB EOMO  
 WBY KPRC KHQ  
 KTBS WQAI

**R16—VINCENT LOPEZ AND HIS ORCHESTRA; ALICE JOY, GUEST ARTIST—Sunday, 1/2 hour.**  
 3:15 PM—ES-CD 3:15 PM—CS  
 WGAR WLW KRO WREN  
 WJR WMAQ KWK

**R17—LA PALINA—Monday, Tuesday, Wednesday, 1/2 hour. Kate Smith.**  
**8:30 PM—ED** 7:30 PM—ES-CD 6:30 PM—ES  
 WABC WOKO WADC WCAO KMBC WFBM  
 WGR WCAU WGN WKRC WHAS KMOX  
 WJAS WHEC CKLW WMT WCOO  
 WOWO WFBL KFAB  
 WSPD WJSV  
 WHEC WKBN

**R18—LITTLE JACK LITTLE—Mon., Tues., Wed., Thurs., Fri., 1/2 hour**  
**9:00 AM—ED** 8:00 AM—ES-CD 7:00 AM—CS  
 WABC WOKO WADC WCAO KMBC WFBM  
 WAAB WGR WHK CKOK WMBD WGST  
 WDRC WIP WCAH WFEA WDOD WREU  
 WJAS WGAN WLBW WWSA WSPA WLAC  
 WPG WLBZ WBIG WDBJ WDSU KRLD  
 WHP WORC WIOC WSJS KTRH KLRA  
 CFRB WTAQ WISN  
 WSBT WMT

## R—MUSIC—POPULAR (Continued)

**Monday, 1/2 hour. P**  
**10:30 PM—ED** 9:30 PM—ES-CD 8:30 PM—CS 7:30 PM 6:30 PM  
 WABC WOKO WCAO WHK KMBC WFBM KYOR KHJ  
 WAAB WKBW CKOK WFBL WMBD WGST KSL KGIN  
 WDRC WCAU WSPD WFEA WBRC WODD KGB  
 WJAS WFAN WLBW WTAR WPRC WODX KPRC  
 WPG WLBZ WMBG WQAM WLAC WDSU KOL  
 WIOC WLP WDBO WSJS WCOO WMT KFPY

**R19—YEASTFOAMERS—Sunday, 1/2 hour. M P**  
**Jan Garber and His Orchestra.**  
**2:30 PM—ED** 1:30 PM—ES-CD 12:30 PM—CS 11:30 AM 10:30 AM  
 WJZ WBZ WBAL WHAM KWK WREN KOA ETAR  
 WBZA KDKA WGAR WJR KOIL WTMJ KGR KFS  
 WLW WRVA WIBA KSTP KDYL KGW  
 WPTP WWNC WBCB WDAY KGIL EGO  
 WIS WIOD KFYR WSN KFI  
 WFLA WJAX WSP WAPI KMO  
 WSYR WMAL WDX WSNB KQO  
 KYW WCR WOAL KWCR WMA  
 WFA WMC KSO KTBS

**R21—JACK MILLER, BARITONE—Friday, 1/2 hour. M**  
**5:45 PM—ED** 4:45 PM—ES-CD 3:45 PM—CS 2:45 PM  
 WABC WJAS WADC WLBW KFAB WDW KLZ  
 WDRC WKBW WBIG WMBG KFH WISN KSL  
 WFAN WLBZ WBT WQAM KLRA WLAC KVOR  
 WHP WOKO WCAO WSJS KMBC WMT  
 WIP WORC WDBJ WSPD KRLD WODX  
 WFBL WWSA KTSB WSBT  
 WFEA CKLW WBRC WSPA  
 WHEC WDDO WTAQ  
 WGST WREC  
 WHAS

**R22—BILLY WHITE, TENOR, AND ORCHESTRA—Tues. and Thurs. 1/2 hr. M**  
**3:30 PM—ED** 2:30 PM—ES-CD 1:30 PM—CS 12:30 PM  
 WABC WHP WADC WLBW KFAB WHAS KLZ  
 WAAB WJAS WBIG WMBG KFH WISN KVOR  
 WCAU WLBZ WBT WQAM KLRA WISN  
 WDRC WOKO WCAO WSJS EMBC WLAC  
 WGR WORC WDBJ WSPD KRLD WMT  
 WFBL WTVT KTSB WODX  
 WFEA WWSA WBRC WSBT  
 WCOO WSPA  
 WDOD WTAQ  
 WFBM WRRR  
 WGST

Also Monday, 1/2 hour, 4:00 PM—ED—Same Stations.

**R23—THE HAPPY WONDER BAKERS—Mon., Wed. and Fri. 1/2 hour**  
**8:00 PM—ED** 7:00 PM—ES-CD  
 WABC WDRC WHEC  
 WAAB WORC  
 WICC WKBW  
 WMAS

**R24—THE MERRYMAKERS—Mon. 1/2 hr. 10:30 AM—ED, Tues. 1/2 hr. 11:45 AM—ED, Wed. 1/2 hr. 11:00 AM—ED—WABC Network. Fred Berens, Conductor.**

**R25—GERTRUDE NIESEN—Saturday, 1/2 hour. M**  
**10:45 PM—ED** 9:45 PM—ES-CD 8:45 PM—CS 7:45 PM  
 WABC WJAS WADC WHEC KFH WDSU KYOR  
 WCAU WOKO WRT WJSV KMBC WFBM  
 WDRC WORC WCAO WKBW KMOX WGST  
 WGR WNAC WDAE WLBW KOMA WISN  
 WDBJ WQAM KTRH WLAC  
 WDDB WSJS WAGO WODX  
 WFBL WSPD WBRC WSBT  
 WFEA CKLW WCOO WSPA  
 WDOD WTAQ

**R26—WILDROOT INSTITUTE—Sun. 1/2 hr. Vee Lawnhurst and Johnny Seagle. M P**  
**4:15 PM—ED** 3:15 PM—ES-CD 2:15 PM—CS 1:15 PM 12:15 PM  
 WFAF WJAR WSAI WWJ KFYR WHO KDYL KFI  
 WCAE WLT WTAM WLS KPRC WBA KOA KGO  
 WOSH WTAG KSTP WKY KGW  
 WHEEL KTBS WQAI KHQ  
 KFOO WOC  
 WDAF NOW  
 WDAY WTMJ  
 WFAA

**R21—GON ROSS, SONGS—Tues. and Thurs. 1/2 hr. M**  
**2:30 PM—ED** 1:30 PM—ES-CD 12:30 PM—CS 1:00 PM  
 WABC WJAS WBT WKRC KFAB WBRC  
 WCAU WLBZ WFBL WMBG KFH WCOO KSL  
 WGR WTK WIOC KLRA WDSU KERN  
 WFK CKLW KMBC WFBM KML  
 WJSV WBBM KMOX WGST EFBE  
 KOMA WHAS KDB  
 KSCJ WISN KGW  
 KTRH WMT

**R22—SINGIN' SAM THE BARBASOL MAN—Monday, 1/2 hour.**  
**8:15 PM—ED** 7:15 PM—ES-CD 6:15 PM—CS  
 WABC WOKO WADC WCAO KMBC WFBM  
 WNAC WGR WGN WKRC KMOX WCOO  
 WDRC WCAU WFK CKLW  
 WJAS WGAN WFBL WSPD  
 WJSV

After Sept. 11, Tuesday and Thursday also.

# LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific. SEE NOTE PAGE 29



# RADIO FAN-FARE PROGRAM FINDER

## R—MUSIC—POPULAR (Continued)

**R33—VERA VAN, CONTRALTO—Wednesday and Friday, ¼ hour, M**  
**9:15 PM—ED**    **8:15 PM—ES-CD**    **7:15 PM—CS**    **6:15 PM**  
 WABC WJOC    WADC WMBG    KPH WHAS    KLZ  
 WCAU WJAS    WBTG WQAM    KLRA WJWB    KLV  
 WDRG WLEZ    WBT WSIS    KMBC WISN    KVR  
 WGAN WOKO    WDBJ WSPD    KRLD WLAC  
 WGR WORC    WFBL WTOG    KTRH WMBD  
 WLP WNAC    WFEA WVVV    KTSB WMT  
                   WTK CKLW    WRCC WODX  
                   WLBW WTAR    WCCO WSBT  
                           WDOD WSPA  
                           WFBM WTAQ  
                           WGST WREC

Also Sunday, ¼ hour, 5:15 PM—ED—Same Stations.

**R37—MARK WARNOW'S NOVELTY ORCHESTRA—Thursday, ¼ hour, M**

**9:15 PM—ED**    **8:15 PM—ES-CD**    **7:15 PM—CS**    **6:15 PM**  
 WABC WLBZ    WADC WHK    KPH WFBM    KLZ  
 WCAU WOKO    WBTG WJWB    KLRA WGST    KSL  
 WDRG WORC    WBT WLBW    KMBC WISN    KVR  
 WGAN WPG    WCAO WMBG    KOMA WLAC  
 WGR CFRB    WDAE WQAM    KTRH WODX  
 WJOC WNAC    WDBJ WSIS    KTSB WSBT  
                   WDBO WSPD    WRCC WSPA  
                   WFBL WVVV    WCCO WTAQ  
                   WFEA CKLW    WDOD WREC  
                   WHBC WTAR    WDSI

**R40—MANHATTAN MERRY-GO-ROUND—Sunday, ¼ hour, Tamara, David Percy, Gene Rademich.**

**8:00 PM—ED**    **8:00 PM—ES-CD**    **7:00 PM—CS**  
 WEAJ WJAR    WFBH WJL    KSD WOW  
 WGY WTIC    WSAI WRC    WDAF WOC  
                   WENL            WHO

**R41—DOLPH MARTIN'S ORCHESTRA—Mon., Wed., Fri. ¼ hour, The Travelers Quartet.**

**7:30 PM—ED**    **6:30 PM—ES-CD**  
 WABC WOKO    WCAO WFBL  
 WNAC WGR    WJWB WFLA  
 WDRG WCAU    WHEC  
 WJAS WGAN  
 WLBZ WLP  
 WORC WJOC

**R42—MELODY PARADE—Tuesday, ¼ hr. 10:45 AM—ED. Wed. ¼ hr. 11:45 AM—ED. Fri. ¼ hr. 11:00 AM—ED—WABC Network, Vincent Sorey, Conductor**

**R43—PHIL REGAN, TENOR—Mon. and Thurs. ¼ hr. 11:15 PM—ED—WABC Network.**

## S—MUSIC—RELIGIOUS

(See also Organ Music)

**S1—MID WEEK HYMN SING—Tuesday, ¼ hour, M P**  
**6:30 PM—ED**    **5:30 PM—ES-CD**    **4:30 PM—CS**    **3:30 PM**    **2:30 PM**  
 WEAJ WTAG    WIS WSAI    WDAF KSD    KGR    KGO  
 WGY            WJWB WWNC    WSB WYGO    KGW  
                   WMAQ            WSB WOAI    KFSB  
                           WIBK KTBE    KTRH  
                           KTHS WJDX    KRQ  
                           WOW

**S3—OLD SONGS OF THE CHURCH—Thursday, ¼ hour, Kathryn Palmer, Soprano; Joyce Allmand, Contralto; Sidney Smith, Tenor; Lowell Patton, Organist; Earl Syers, Baritone.**

**6:30 PM—ED**    **5:30 PM—ES-CD**    **4:30 PM—CS**  
 WJZ            WSYR            KWK KWCR  
                           WRBN

**S5—SALT LAKE TABERNACLE CHOIR AND ORGAN Sunday, 1 hour, M P**

**11:30 AM—ED**    **10:30 AM—ES-CD**    **9:30 AM—CS**    **8:30 AM**    **7:30 AM**  
 WOKO WPC    WCAO CKOK    KMBC WMBD    KVR    KJL  
 WLBZ WHP    WFBL WSPD    WGST WDOD    KJL    KJL  
                   WFEA WLBW    WREC WLAC    KJL    KOIN  
                   WKBH WDBJ    WDSU KRLD    KJL    KGB  
                   WJOC WQAM    KTRH WLBW    KFRG  
                   WDBO            WACD KPH    KOL  
                           WTAQ WKBH    WCOO WIAQ    KFPY  
                           WDBQ            WDAE WSS  
                           WBSB WMT

WABC added at 11:45 AM—ED—for ¼ hour.

**S8—CATHEDRAL HOUR—Sunday, 1 hour, M P**  
 Channon Collins, Conductor.

**4:00 PM—ED**    **3:00 PM—ES-CD**    **2:00 PM—CS**    **1:00 PM**  
 WABC WJAS    WADC WJWB    KFAB WDSU    KLZ  
 WCAU WOKO    WBT WKBH    KPH WFBM  
 WDRG WORC    WCAO WLBW    KLRA WGST  
 WGAN WPC    WDAE WMBG    KMBC WISN  
 WGR CFRB    WDBJ WQAM    KMOX WLAC  
 WJOC WNAC    WDBO WSIS    KOMA WMBD  
                   WFBL WSPD    KRLD WMT  
                   WFEA CKLW    KTRH WODX  
                   WHEC WTAR    WACO WSBT  
                           WBRG WSPA  
                           WCCO WTAQ  
                           WDOD WREC

## T—MUSIC—STANDARD & FOLK

**T1—AMERICAN ALBUM FAMILIAR MUSIC—Sunday, ½ hour, Gus Haenschen, Frank Munn, Elizabeth Lenox, Ohman and Arden, Bertrand Hirsch.**

**9:30 PM—ED**    **8:30 PM—ES-CD**    **7:30 PM—CS**    **6:30 PM**    **5:30 PM**  
 WJAP WCSH    WCKY WFBR    KSD WOC    KOA    JGO  
 WJAR WTAG    WRC WTAM    WHD WOW    KDYL    KGO  
 WFI WGY    WJWB WSAI    WSM WMC       KFI  
 WBN WCAE    WJWB WFLA    WSB WOI       KGW  
 WEEI            WRVA WJAX    WJDX KTHS       KHQ  
                           WENR WPTF    WFAA WKY  
                                   KPRC WMBB  
                                   WAPI WTMJ  
                                   KSTP WDAF

**T2—ARCADIANS—Friday, ½ hour, 4:30 PM—ED—WJZ Network, Ruth Kelly Bello.**

**T3—RHODA ARNOLD AND CHARLES CARLILE DUETS—Sunday, ½ hour, 11:00 AM—ED—WABC Network.**

**T4—FERDE GROFE'S ORCHESTRA WITH CONRAD THIBAUT—Mon. ¼ hour.**

**8:45 PM—ED**    **7:45 PM—ES-CD**    **6:46 PM—CS**  
 WJAP WTIC    WRC WTAM    WTMJ  
 WTAG WREI    WJWB WLW  
 WJAR WSSH  
 WLIT WGY  
 WBN WCAE

**Wednesday, ¼ hour.**

**9:00 PM—ED**    **8:00 PM—ES-CD**    **7:00 PM—CS**    **M**    **P**  
 WJAP WTAG    WJWB WTMJ    WMAQ    **6:00 PM**    **5:00 PM**  
 WJAR WSSH    WRC WLW    KSTP  
 WGY WFI    WTMJ  
 WCAE WEEI  
 WBN

**T5—CHASE & SANBORN TEA PROGRAM—Wednesday, ½ hour, Fanny Brice, George Olson.**

**8:00 PM—ED**    **7:00 PM—ES-CD**    **6:00 PM—CS**  
 WEAJ WTIC    WFBH WRC    KSD WOW  
 WTAG WEEI    WTAM WJWB    WDAF WOC  
 WJAR WCSH    WSAI WCKY    WHO  
 WLIT WGY    WLS  
 WBN WCAE

**T6—COLUMBIA ARTISTS, RECITAL—Tuesday, ½ hour, M**

**3:00 PM—ED**    **2:00 PM—ES-CD**    **1:00 PM—CS**    **12:00 M**  
 WABC WOKO    WADC WJWB    KFAB WDDO    KSL  
 WCAU WORO    WDT WJWB    KPH WDSU    KVR  
 WDRG WPG    WCAO WLBW    KLRA WFBM  
 WGR CFRB    WDAE WMBG    KMBC WGST  
 WJAS            WDBJ WQAM    KMOX WISN  
                   WDBO WSIS    KOMA WLAC  
                   WJWB WSPD    KRLD WODX  
                   WFEA CKLW    KTRH WSBT  
                   WHEC WTAR    WACO WSPA  
                           WRCC WTAQ  
                           WCCO WREC

**Monday, ½ hour, 4:30 PM—ED—WABC Network.**  
**Wednesday, ¼ hour, 4:15 PM—ED—WABC Network.**  
**Friday, ¼ hour, 2:30 PM—ED—WABC Network.**

**T7—NEW WORLD SALON ORCHESTRA—Sun. ¼ hr. 12:30 PM—ED, Mon. ¼ hr. 3:30 PM—ED, Fri. ¼ hr. 3:00 PM—ED—WABC Network.**

**T8—CONCERT MINIATURES—Monday, Tuesday, Wednesday, Thursday, Friday, ½ hour, Emery Deutsch.**

**12:30 PM—ED**    **11:30 AM—ES-CD**    **10:30 AM—CS**    **M**  
 WABC WOKO    WADC WCAO    KMBC KMOX    KVR  
 WGR WIP    WBBM CKOK    WGST WDOD    KJL  
 WJAS WGAN    WFBL WSPD    WREC WSPA    KSL  
 WPG WLBZ    WJWB WCAI    WLAC WDSU  
 WJWB CFRB    WFEA WLBW    KTRH WJWB  
                   WHEC WVVV    WACO KPH  
                   WJWB WJWB    WTAQ WISN  
                   WQAM WDBO    WSBT WMT  
                   WDAE WSS

**Saturday, ¼ hour, 11:30 AM—ED. Same stations as above.**

**T9—DANCING ECHOES—Saturday, ¼ hour, 2:00 PM—ED—WABC Network.**

**T11—PHIL DUEY AND HIS FIRESIDE SONGS—Sunday, ¼ hour, 10:45 PM—ED—WJZ Network.**

**T13—GYPSY NINA—Tuesday, ¼ hour, M**

**7:00 PM—ED**    **6:00 PM—ES-CD**    **6:00 PM—CS**    **4:00 PM**  
 WABO WHP    WJWB WMBG    KFAB WGST    KLZ  
 WAAB WJOC    WBT WQAM    KPE WHAS    KSL  
 WCAU WJAS    WDBJ WSIS    KLRA WISN    KVR  
 WDRG WOKO    WFBL WSPD    KTRH WLAC  
 WGAN WORC    WFEA WTOG    WFAA WODX  
 WGR            WTK CKLW    WRCC WSPA  
                   WLBW WTAR    WCCO WIAQ  
                           WDOD WJWB  
                           WDBO WREC

Also Saturday, ¼ hour, 6:30 PM—ED—WABC Network.

**T15—TITO GUIZAR—Saturday, ¼ hour, M P**

**6:45 PM—ED**    **4:45 PM—ES-CD**    **3:45 PM—CS**    **2:45 PM**    **1:45 PM**  
 WABC WOKO    WCAO WJWB    KMBC WGST    KVR    KJL  
 WAAB WGR    CKOK WFBL    WRC WDOD    KJL    KOIN  
 WDRG WCAU    WSPD WFEA    WREC WSPA    KSL    KGB  
 WJAS WGAN    WLBW WHEC    WLAC WDSU       KFRG  
 WLBZ WORC    WJWB WTAQ    KRLD KTRH       KOL  
 CFRB            WDBJ WMBG    KTSB WACO       KFPY  
                   WTOG WQAM    KPH WTAQ  
                   WDBO WSIS    WKBH KFAB  
                           WJWB WMT

**Wednesday, ¼ hour, 8:45 PM—ED—WABC Network.**

# LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific, SEE NOTE PAGE 29



# RADIO FAN-FARE PROGRAM FINDER

## T—MUSIC—STANDARD & FOLK (Continued)

**T17—HOUSEHOLD MUSICAL MEMORIES—Tuesday, ½ hour. Edgar Guest, Josef Koestner, Alice Mock.**  
 10:00 PM—ED 9:00 PM—ES-CD  
 WJZ WBZ WHAM WSYR  
 WBZA KDKA WJR WBAL  
 WMAQ

**T18—RAY HEATHERTON, BARITONE—Tuesday, ¼ hour. 7:45 PM—ED—WJZ Network.**

**T19—ITALIAN IOYLL—Saturday, ½ hour.**

3:00 PM—ED	2:00 PM—ES-CD	1:00 PM—CS	M	P
WABC WOKO	WCAO WBBM	KMBC WFBM	KVOR	KHJ
WAAB WGR	WHK CKOK	WGST WBRC	KSL	KOIN
WDRG WCAU	WFBL WSPD	WDOD WRBC		KGB
WJAS WFG	WFEA WJRW	WSPA WLAC		KFRC
WLBZ WICC	WHBC WTAR	WDSU WLAC		KOL
WEP WORC	WDBJ WNBG	KTRH KTSB		KFPY
CFRB	WTOC WQAM	WACO KPH		
	WDBO WSJS	WTAQ WKBH		
		KFAB WISN		
		WSPD WMT		

**T20—RALPH KIRBERY—Tuesday, Wednesday, Thursday, Friday, Saturday. 6 Minutes. 12:00 Mid.—ED—WEAF Network.**

**T21—ANDRE KOSTELANETZ PRESENTS—Monday, ½ hour. Gladys Rice, Soprano; Evan Evans, Baritone; Mixed Chorus and Orchestra.**

10:00 PM—ED	9:00 PM—ES-CD	8:00 PM—CS	M	P
WABC WOKO	WADC WCAO	KMBC WBBM	KVOR	KHJ
WNAO WGR	WBRM WHK	KMOX WGST	KLZ	KOIN
WDRG WJAS	CKOK WFBL	WDOD WFC	KSL	KGB
WFRN WLBZ	WSPD WJRW	WSPA WLAC		KFRC
WICC WHP	WCAH WFEA	WDSU WFLD		KOL
WORC	WJRW WHBC	KTRH KLSA		KFPY
	WDRN WDBJ	KTSA WLBW		
	WDBO WDAE	WISN WCOO		
	WSJS	WMT		

**T22—JOHN KELVIN, TENOR—Thursday, ¼ hour.**

6:45 PM—ED	4:45 PM—ES-CD	3:45 PM—CS	M
WABC WJAS	WADC WLBW	KFAB WHAS	KLZ
WDRG WLBZ	WBIG WMBG	KPH WTBW	KSL
WEAN WOKO	WBT WQAM	KLRA WLAC	KVOR
WGR WORC	WCAO WSJS	KMBC WMT	
WILL WNAC	WDBJ WSPD	KRLD WOLX	
WTP	WDBO WTOC	KTSA WSBT	
	WFBL WVVV	WBRC WSPA	
	WFEA CKLW	WDOD WTAQ	
	WIK	WGST WRBC	

Also ¼ hr. Sunday 2:00 PM—ED—and Fri. 9:15 PM—ED—Same Stations.

**T24—OLGA, COUNTESS ALBANI—Sunday, ¼ hour.**

7:00 PM—ED	8:00 PM—ES-CD	5:00 PM—CS	P
WEAF WTAG	WFBE WIS	WOC WHO	KGO
WCAE WJAR	WSAJ WUNC	WRM WSB	KPSD
WBEN	WRC WJAX	WMC WOW	KGW
	WMAQ		KOMO

Thursday, ¼ hour. 7:15 PM—ED—Same stations.

**T27—FRANCES PAPERTE, MEZZO-SOPRANO—Thurs. ¼ hr. 12:15 PM—ED—WEAF Network.**

**T28—GEORGE SCHERBAN'S RUSSIAN GYPSIES ORCHESTRA. Monday, Tuesday and Thursday, ¼ hour.**

1:30 PM—ED	12:30 PM—ES-CD	11:30 AM—CS	M
WABC WOKO	WCAO WHK	KMBC WOLX	KVOR
WAAB WGR	OKOK WFBL	WBRC WLAC	KLZ
WDRG WFG	WSPD WFEA	WRBC KTRH	KSL
WJAS WORC	WLBW WHBC	WSPA WTAQ	
WLBZ WCAU	WMBG WTAR	WJRW WISN	
WFRN	WQAM WTOC	KPH WSBT	
WHIG	WADC WSJS	WCOO WLAS	
WEP	WVVV WBT	WMT KLRA	
		WGST KTSB	
		WDOO	

Also Wednesday, ¼ hour. 6:30 PM—ED—WABC Network.

**T29—SOUTHLAND SKETCHES—Sunday, ½ hour. 10:00 AM—ED—WJZ Network. Southlanders, Homer Smith, Lowell Peters, Jay Toney, William Edmonson**

**T31—VASS FAMILY—Sat. ¼ hour. Seven South Carolina Children Singing.**

11:00 AM—ED	9:00 AM—CS
WEAF WEEL	KFTR KSD
WFBE WTAG	WOW KSTP
WGY WCAE	
WCSH WDC	

**T32—THE BALLADEERS—Sunday, ¼ hour. 9:00 AM—ED—WEAF Network.**

**T33—WILLARD ROBISON, EVANGELIST OF RHYTHM—Sunday, ¼ hour.**

5:30 PM—ED	4:00 PM—ES-CD	3:00 PM—CS	M
WABC WOC	WADC WMBG	KPH WHAS	2:00 PM
WCAU WJAS	WBIG WQAM	KLRA WJRW	KLZ
WDRG WLBZ	WBT WSJS	KMBC WISN	KVOR
WEAN WOKO	WCAO WSPD	KRLD WLAC	
WGR WORC	WDBJ WTOC	KTRH WMBD	
WHP WNAC	WFBL WVVV	KTSA WMT	
	WFEA CKLW	WBRC WOOD	
	WHK WTAR	WCOO WSBT	
	WJRW	WDOD WSPA	
		WFBM WTAQ	
		WGST WROC	

Also Thursday, ¼ hour. 10:00 PM—ED—Same Stations.

**T34—YESTERDAY AND TODAY—Monday, ¼ hour. 8:00 PM—ED—WJZ Network. Frank Taure and his Orchestra; Henry M. Neely, Narrator.**

## T—MUSIC—STANDARD & FOLK (Continued)

**T35—HOUR GLASS—Monday, 1 hour. 10:00 PM—ED—WJZ Network. Harold Sanford.**

**T37—ORCHESTRAL GEMS—Sunday, ½ hour. 11:30 PM—ED—WEAF Network.**

**T38—RADIO RUBE—Sunday, ¼ hour. 11:00 AM—ED—WEAF Network.**

## U—MUSIC—SYMPHONY

**U1—HOWARD BARLOW AND THE COLUMBIA SYMPHONY ORCHESTRA—Wed. and Fri.**

11:00 PM—ED	10:00 PM—ES-CD	9:00 PM—CS	8:00 PM
WABC WIP	WADC WHBC	KFAB WGST	KSL
WDRG WJAS	WBIG WLBW	KPH WHAS	KVOR
WEAN WLBZ	WBT WQAM	KMBC WJRW	
WGR WOKO	WCAO WSJS	KTRH WLAC	
WEP WORC	WDBJ WSPD	KTSA WMBD	
WICC WNAC	WFBL WTOC	WRBC WMT	
	WFEA CKLW	WCOO WOOD	
		WDOD WSBT	
		WFBM WRBC	

Also Sun. 1 hr. 3:00 PM—ED., and Mon. 10:45 PM—ED—Same Stations.

**U2—LIGHT OPERA GEMS—Tuesday, ½ hour.**

Channan Collinge, Conductor.

10:45 PM—ED	9:45 PM—ES-CD	8:45 PM—CS	M	P
WABC WOKO	WCAO WHK	KMBC WFBM	KVOR	KHJ
WAAB WGR	CKOK WFBL	WMBD WGST	KLZ	KOIN
WDRG WJAS	WSPD WFEA	WRBC WOOD	KSL	KGB
WEAN WLBZ	WLBW WHBC	WRC WOOD		KFRC
WICC WHP	WTAR WDBJ	KTRH KTSB		KOL
WORC CFRB	WMBG WTOC	WJRW KPH		KFPY
	WQAM WDBO	WKBH WCOO		
	WSJS	WBT WMT		

**U4—SYMPHONETTE—Sunday, ¼ hour. 4:15 PM—ED—WJZ Network. Cyril Phil, Josef Koestner.**

**U6—HOLLYWOOD BOWL CONCERT SYMPHONIES UNDER THE STARS—Saturday ¼ hour. 12:15 AM—ED—WEAF Network. (Ends Sept. 2).**

## V—NEWS REPORTS

**V1—BOAKE CARTER—Monday, Tuesday, Wednesday, Thursday, Friday, ¼ hour.**

7:45 PM—ED	6:45 PM—ES-CD
WABC WNAC	WCAO WBBM
WGR WCAU	WHK CKOK
WJAS	WJRW WBT

**V3—FLOYD GIBBONS THE WORLD'S FAIR REPORTER—Sun., Tues., Thur. ¼ hour.**

8:45 PM—ED	7:45 PM—ES-CD
WJZ WBZA	WBAL WMAL
KDKA	WJAR WSYR
WBZ	WHAM WLS
	WOR

**V4—BACK OF NEWS IN WASHINGTON—Wednesday, ¼ hour.**

6:30 PM—ED	5:30 PM—ES-CD	4:30 PM—CS	M	P
WEAF WREN	WFBR WCKY	WDX KSD	3:30 PM	2:30 PM
WJAR	WWNC WIS	WDAF KVOO	KOA	KYO
	WMAQ	WBA KTRB		
		WOAI KTRB		
		KFTR WEBC		
		WMC WAPT		
		WSMB		

**V5—EDWIN C. HILL—Mon., Wed. and Fri. ¼ hr. (Starting Sept. 11).**

8:15 PM—ED	7:15 PM—ES-CD	6:15 PM—CS
WABC WGR	WADC WRBC	KMBC WCOO
WCAU WJAS	WCAO WSPD	KMOX WFBM
WDRG WOKO	WFBL CKLW	
WEAN WNAC	WHK WGN	
	WJSV	

**V6—JOHN B. KENNEDY—Thursday, 5 Minutes.**

6:30 PM—ED	5:30 PM—ES-CD	4:30 PM—CS	M	P
WEAF WTAG	WWJ WUNC	WDAF WBA	3:30 PM	2:30 PM
WGY	WIS WSAI	KFTR KSD	KOA	KECA
	WCKY WMAQ	KTBS WAPI		KPO
		WMBB WQAI		KPSD
		KTHS WDAY		
		WSR WOW		

**V8—LOWELL THOMAS, TODAY'S NEWS—Mon., Tues., Wed., Thurs., Fri. ¼ hour**

8:45 PM—ED	5:45 PM—ES-CD
WJZ WBZ	WLW WHAM
CKGW KDKA	WJAR WBAL
WBZA	WJR WSYR

**V9—THE JERGENS PROGRAM—Sunday, ¼ hour.**

Walter Winchell with Orchestra. Starting Sept. 3.

8:30 PM—ED	8:30 PM—ES-CD	7:30 PM—CS
WJZ WBZ	WBAL WLW	KOLL KWK
KDKA WBZA	WJAR WMAL	KSO WRFB
	WHAM WSYR	KWOR
	WJR WMAQ	

**V10—INTERVIEW ON NATIONAL AFFAIRS—Sunday, ¼ hour.**

Col. Louis McHenry Howe and Walter Trumbull

10:00 PM—ED	9:00 PM—ES-CD	8:00 PM—CS	M	P
WEAF WGY	WFBR WTAM	KFTR WJRW	7:00 PM	6:00 PM
WJEN WJAR	WRC WWJ	KPRC WBY	KOYL	KFT
WCAE WTAG	WSAI WMAQ	KSD WMC	KGBL	KGT
WCSH WTIC		KSTP WQAI	KGIR	KGW
WFI		WDAP WOC	KOA	KHQ
		WDAY WOW		KRM
		WEBC WSB		
		WYAA WSMR		
		WLO WTMJ		

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RADIO FAN-FARE PROGRAM FINDER

W-RELIGIOUS SERVICES

W1-CATHOLIC HOUR-Sunday, 1/2 hour. 6:00 PM-ED WEAF WTAG WFBR WRC WBEI WJAR WTAM WJJ WOAI WOC WESH WFLA WIOD WYVA WDAF WDBA WGY WRBN WSAI WFLA WSM WMC WCAE WWNC WIS WJAX WMAQ WJDX KVOC WBAP KPRC WAIM KSD WDAY WSB KTBS

W4-ELDER MICHAUX AND CONGREGATION-Saturday, 1/2 hour. 7:30 PM-ED WABC WOKO WAAB WGR WDRG WCAU WEAN WFG WLBZ WICC WHP WORC CFRB 6:30 PM-ES-CD WBBM CROK WFBL WSPD WLBW WELC WTAG WDBJ WMBG WTOC WQAM WDBO WJES 5:30 PM-CS WGST WRBC WDDO WREC WODX WLAC WDSU KILLD KTRH KISA KFH WTAQ WSBT WMT

W5-THE RADIO PULPIT-Sunday, 1/2 hour. Dr. Frederick H. Knobel, Dr. Paul E. Scherer. 5:30 PM-ED WEAF WELI WJZ WBZ WTAG 2:30 PM-ES-CD WIC WFBR WFLA WYVA WIS WJNC WIOD WJAX WPTV WSAI 1:30 PM-CS KTHS WOV WDAF WBEBC KFVR KPRC KVOC WKY WQAI WEO WOC WMC WJDX WSBM WSM WSB 12:30 PM KOA KGO KGW KGR KKH KFRD KOMO KFI

W6-MORNING DEVOTIONS-Mon., Tues., Wed., Thurs., Fri., Sat. 1/2 hour. 9:00 AM-ED WJZ Network. Kathryn Palmer, Joyce Allmand, Richard Dennis, Lowell Patton.

W7-THE WORLD OF RELIGION-Sunday, 1/2 hour. Dr. Stanley High. 5:00 PM-ED WJZ WBZ WBZA 4:00 PM-ES-CD WBAI WGAR WBAP WTEF WIS WJNC WIOD WYVA WJAX WYVA WHAM WCKY WCFI 3:00 PM-CS WREN KFVR KWK WSM KWCR WSB WJDX KPRC WQAI KTBS KOIL WSBM KVOC WTMJ ESTE WKY WBEBC WMC

W8-SABBATH REVERIES-Sunday, 1/2 hour. 1:30 PM-ED-WJZ Network Dr. William Hiram Faulkes.

X-SKETCHES-DRAMATIC

X1-CAPTAIN DIAMOND'S ADVENTURES-Thursday, 1/2 hour. 8:00 PM-ED WJZ WBZ WBZA KDKA

X2-DEATH VALLEY DAYS-Thursday, 1/2 hour. Tim Frawley, Joseph Bell, Edwin W. Whitney, Joseph Bonlime, Director. 9:00 PM-ED WJZ WBZ WBZA KDKA 8:00 PM-ES-CD WLV WJR WBL WHAM WGAR WIS 7:00 PM-CS KOEL WREN KWN

X3-COLUMBIA DRAMATIC GUILD-Thursday, 1/2 hour. 8:30 PM-ED WABC WJAS WCAU WOKO WDRG WORC WEAN CFRB WICC WNAC 7:30 PM-ES-CD WADC WJW WBT WKBN WCAO WLBW WDAE WQAM WDBJ WJIS WDBO WSPD WBL WCKL WREA WTR WTEC 6:30 PM-CS KFAB WDSU KLRA WFBM KMBC WGST KOMA WLAC WAGO WMT WBRG WSPA WCOO WTAQ WDDO WREC

X4-FAMOUS LOVES-Friday, 1/2 hour. Ulla Torpersen. 3:15 PM-ED WEAF WTAG WBEI WGF WBN WCAE 2:15 PM-ES-CD WFBR WTAM WSAI WVI WDAF WIS WRYA WYWC WIOD WRC 1:15 PM-CS WBA WSD WDAY WSBM WSM WMC WKY KTBS WOC WHO 12:15 PM KOA

X5-THE FIRST NIGHT-Friday, 1/2 hour. June Meredith, Den Amcoche, Carlton Brickert, Cliff Souhier, Eric Sagerquist's Orchestra. 10:00 PM-ED WJZ WBZA KDKA WJZ 9:00 PM-ES-CD WFLA WHAM WGAR WCKY WIK WENR 8:00 PM-CS KOVK WREN KOIL KSTP WBEBC WSB WQAI KTBS WKY WSM WAPI KPRC WSBM

X-SKETCHES-DRAMATIC (Continued)

X6-DRAKE'S DRUMS-HISTORICAL DRAMA; SONGS-Monday, 1/2 hour. 6:30 PM-ED WEAF 5:30 PM-ES-CD WFBR WJAX WTHAM WYWC WIOD WMAQ 4:30 PM-CS KPRC WMC KTBS WOC KYOO WOV WHO WSB WJDX WSBM

X7-THE GOLDBERGS-Monday, Tuesday, Wednesday, Thursday, Friday, 1/2 hour. Gertrude Berg, James Waters. 7:45 PM-ED WEAF WTAG WRFI WJAR WCSH WLT WGY WRBN 6:45 PM-ES-CD WRC WTAM WWJ WSAI WBFK WENR 5:45 PM-CS WTKY WFAA WQAI WOV WDAF WTMJ KFVR KPRC

X8-HAPPINESS HOUSE-Tuesday, 1/2 hour. Burr Blackburn, Dr. Gustav Ronfort, Organist. 11:30 AM-ED WABC WKBW WCAU WOK WEAN WORC WJAS WNAC 10:30 AM-ES-CD WCAO WLBW WFBL CKLW WBEBC WGN WTRC 9:30 AM-CS KMBC WISN KMOX WMBD WFBM WTAQ

X9-JOHN HENRY-BLACK RIVER GIANT-Sunday, 1/2 hour. (Second Episode Starts at 8:15 PM-ED) 7:30 PM-ED WABC WJAS WCAU WOK WDRG WORC WICC WPG 6:30 PM-ES-CD WADC WTK WBT WJW WCAO WYBN WDAE WLBW WDBJ WQAM WDBO WJIS WBL WSPD WFLA CKLW WHEC WTR WTR WBBM 5:30 PM-CS KLRA WDSU KMBC WFBM KMOX WGST KOMA WISN KRLD WLAC KTRH WMT WBRG WODX WDOD WREC

X11-LIVES AT STAKE-Tuesday, 1/2 hour. 10:00 PM-ED WEAF WBEI WESH WTAG WJAR WEL WBY WGY 9:00 PM-ES-CD WFBR WENR WRC WTAM WWJ 8:00 PM-CS WSB WJDX WKY KPRC KTHS WHO WQAI WAPI WMC WBP KTBS WOC WDAF KSD 7:00 PM KOA 6:00 PM KFI KOMO KGO KGW KHQ

X13-MARIE, THE LITTLE FRENCH PRINCESS-Tues., Wed., Thurs., Fri., 1/2 hr. Ruth Yorke and James Meighan. 1:00 PM-ED WABC WNAC WCAU 12:00 N-ES-CD WKRC WBBM CKLW 11:00 AM-CS KMBC KMOX WGST WDSU 10:00 AM KLSL 9:00 AM KFPY KPRC KGB KJL KOIN ROL KYI

X14-ROSES AND DRUMS-Sun. 1/2 hr. 8:30 PM-ED WABC Network. (Starting Sept. 3).

X15-SOCANLAND SKETCHES-Monday, 1/2 hour. 8:00 PM-ED WEAF WTC WTAG WBEI WJAR WFSH WGY WRBN

X16-SUNDAY AT SETH PARKERS-Sunday, 1/2 hour. 10:45 PM-ED WEAF WJAR WESH WFI WGBL WYVA WCAE CFCE CRGW WTAG WEEI 9:45 PM-ES-CD WFBR WRC WTAM WWJ WSAI WYVA WIS WJAX WIOD WFLA WYWC WCKY KYW 8:45 PM-CS WOC WHO WOV WDAF WTMJ WBA KSTP WBEBC WDAY KFVR WSM WMC WSB WAPI WJDX WQAI KTBS KPRC KTHS WBP 7:45 PM KOA 6:45 PM KGO KGW KHQ KFSO KTRH KOMO

X17-THE ROAD REPORTER-Tuesday, Thursday, 1/2 hour. 7:30 PM-ED WABC WNAC WCAU 6:30 PM-ES-CD WBT WHEC WCAO WJIS WFBL

X18-TALES OF THE TITANS-Friday, 1/2 hour. 8:00 PM-ED WJZ WBZ KDKA WDZA 7:00 PM-ES-CD WBAL WJR WCKY WLW WFLA WSYR WGAR WYWC WHAM WLS 8:00 PM-CS KOIL WSB WREN WSBM

X19-BAR X DAYS AND NIGHTS-Friday, 1/2 hour. Carson Robinson. 8:30 PM-ED WABC WJAS WCAU WLBZ WDRG WOKO WEAN WORC WEP CFRB 7:30 PM-ES-CD WADC WTK WBEI WJW WBT WLBW WCAI WMBG WCAO WQAM WDAE WJIS WDBJ WSPD WDBO WYVA WFLA CKLW WFLA WTR WTRC 6:30 PM-CS KFAB WGST KPH WHAS KLRA WLBW KMBC WISN KMOX WIAQ KOMA WMBD KRLD WMT KTRH WODX KTHS WSPA WCOO WTAQ WDSU WREC WFBM 5:30 PM KLSL EFOR

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RADIO FAN-FARE PROGRAM FINDER

X-SKETCHES-DRAMATIC (Continued)

X20-THE THEATRE OF TODAY-Monday, 1/2 hour. M
9:30 PM-ED 8:00 PM-ES-CD 7:00 PM-CS 8:00 PM
WABC WJAS WADO WHK KLRA WIBW KLZ
WDRB WEDW WADG WLBW KRLD WISN KSL
WEAN WOKO WBT WQAM KTSB WLAC KFOR
WEP WJAG WCAO WBSB WBRD WBT
WJOC WNAO WDEJ WSPD WDOO WFEA
WLP WYBL WYOC WFBM WTAG
WFEA WRYA WGST WRBO
WHEC CKLW WHAS

X23-VIC AND SAGE-Mon, Tue, Wed, Thurs, Fri, Sat. 1/4 hr. 1:00 PM-ED
WJZ Network. Art Van Harvey, Bernadine Flynn.

Y-SKETCHES-Detective and Mystery

Y2-ENO CRIME CLUES-Tues. and Wed. 1/2 hour. Edward Reese, Georgia Backus.
8:00 PM-ED 7:00 PM-ES-CD
WJZ WBZ WHAM WGAR
WBZA KDKA WBAL WLW
WJR WMAL
WMAQ

Y8-"K-7"-Saturday. 1/2 hour.
9:30 PM-ED 8:30 PM ES-CD 7:30 PM-CS
WJAZ WTAG WRC WFBR KSD WOC
WBEI WBSL WTAM WSAI WHO WOW
WJAR WFL WWJ WMAQ WDAF
WGY WBEN
WCAE

Z-HUMOROUS SKETCHES

Z1-AMDS 'N' ANDY-Mon, Tues, Wed, Thurs, Fri. 1/2 hour. M P
1:00 PM-ED 8:00 PM-ES-CD 9:00 PM-CS 8:00 PM 7:00 PM
WJZ WBZ WLW WCKY KWK WRN KOA KHQ
WBZA KDKA WMAL WRVA WDAF KOIL KDYL KGO
CRGW WPTF WFLA WTMJ KSTP KFL
WIOD WJR WSM WMO KGW
WGAR WHAM WSB WSMB KOMO
10:00 PM-CD KPRC WOAI
WMAQ WENR WKY

Z2-BETTY AND BOB Monday, Tuesday, Wednesday, Thursday, Friday. 1/2 hour.
3:00 PM-ED 2:00 PM-ES-CD 1:00 PM-CS
WJZ WBZ WBAL WGAR KWK KOIL
WBZA KDKA WJR WLW
WHAM WLS

Z3-BETTY GOOP FROLICS-Friday. 1/2 hour.
Bonnie Poe, Red Pepper Sam, Vic Irwin's Band.
7:15 PM-ED 6:15 PM-ES-CD 5:15 PM-CS P
WJAZ WJAR WCKY WMAQ KSD WJDX KGW
WBEN WTAG WIOD WMO KVOO WOC KHQ
WBSL CRCT WHO WOW KOMO
WIRA WSMB

Z4-BERTIE AND BETTY-Sun. 1/2 hr. 11:00 PM-ED-WJZ Network.

Z6-CLARA, LU 'N' EM-Monday, Tuesday, Wednesday, Thursday, Friday. 1/2 hour
Louise Starky, Isabelle Carothers, Helen King. M
10:15 AM-ED 9:15 AM-ES-CD 8:15 AM-CS 7:15 AM
WJZ WBZ WBAL WGAR KWK WRN KOA KHQ
WBZA KDKA WJR WCKY KOIL WTMJ KOA
WRVA WPTF WBA WBCB
WVNC WLS WDAY KFYR
WJAX WIOD WSM WSB
WFLA WEAM WAPI WSMB
WGN WIDX KVOO
KPRG WOAI
WKY WBAP
KSTP

Z5-CUGKOO PROGRAM-Saturday. 1/2 hour. Raymond Knight, Robert Armbruster.
10:30 PM-ED 8:30 PM-ES-CD
WJZ KDKA WBAL WEAM
WJAR WCKY
WIS WJAX
WIOD WVNC
WRVA WFLA
WSYR KYW

Z8-HORSE SENSE PHILOSOPHY-Sunday. 1/2 hour. Andrew F. Kelly
7:15 PM-ED 6:15 PM-ES-CD 5:15 PM-CS
WJAZ WBEI WRC WTAM WDAF WOC
WJAR WLIT WWJ WMAQ WLD

Z9-JUST RELAX-Friday. 1/2 hour.
Will Cuppy and Jeanne Owen. M P
8:45 PM-ED 6:45 PM-ES-CD 4:45 PM-CS 3:45 PM 2:45 PM
WJAZ WGY WCKY WSAI KFYR WFAA KOA KPO
WBEN WJAR WFBR WWJ KPRC WBA
WCAE WTAG WIS WVNC KSD WJDX
WJAX WMAQ WIS WKY
KTSB WMC
KTBS WOAI
KVOO WOW
WDAY WSB
WBCB WSMB

Z10-LUM AND ABNER-Mon, Tues, Wed, Thurs. 1/2 hour.
7:30 PM-ED 6:30 PM-ES 9:15 PM-CS
WJAZ WGY WFBR WTAM KSO WOC
WBEN WJAR WRC WDAF WTMJ
WCSH WTAG 10:15 PM-CD WIO WKBF
WERT WRNR
Friday. 1/2 hour.
10:30 PM-ED 9:30 PM-ES-CD 8:30 PM-CS
WJAZ WGY WFBR WWJ KSD WTMJ
WBEN WLIT WRC WENR WHO WKBF
WTAM WOC
WLW added at 8:45 PM-ES

Z14-POTASH AND PERLMUTTER-Monday, Wednesday and Friday. 1/2 hour. 8:30
PM-ED-WJZ Network. Joseph Greenwald, Lou Welch.

BB-TRAVEL

BB3-SEEING THE OTHER AMERICAS-Sun. 1/2 hour. Edward Tamlinson.
12:15 PM-ED 11:15 AM-ES-CD 10:15 AM-CS
WJAZ WBSL WSAI WTAM WOC WDAF
WFL WTAG WWJ WCKY WIO
WGY WJAR

DD-VARIETY SHOWS

DD1-BEST FOODS MUSICAL GROCERY STORE-Friday. P
1/2 hr. Fred Allen, Portland Hoffa, Roy Atwell, Jack Smart
and others; Ferde Grofe's Orchestra. M 7:30 PM
9:00 PM-ED 8:00 PM-ES-CD 7:00 PM-CS 8:30 PM
WJAZ WTKC WFBR WRC KSD WDAF KGO
WTAG WBEI WTAM WWJ KFL KDYL
WJAR WCRB WMAQ KOA KOMO
WGY WBEN KFI
WLIT KFSD
ETAR

DD2-CHASE & SANBORN HOUR 6:00 PM-CS M P
Sunday. 1 hour KSD WOC 5:00 PM 4:00 PM
Bert Lahr, Lee Sims, Ilomay WHO WDAF KGO
Bailey, Rubinoff Orchestra. WSB WTMJ KHQ
8:00 PM-ED 7:00 PM-ES-CD KSTP WFBK KFOR
WJAZ WTKC WTAM WWJ WDAY KFYR KFI
WTAG WBEN WLW WVNC WVNC KPRC KGW
WCAE CFCF WIS WIOD WKY WMO KOMO
OKGW WJAR WFLA WPTF WIDX WSMB
WCSH WGY WFBR WRC KVOO WFAA
WMAQ WOA WSM
WOW

(After Sept. 11, Eddie Cantor replaces Bert Lahr.)

DD3-FRED BERRENS AND HIS SATURDAY REVUE-Saturday. 1/2 hour.
Vera Van, Phil Hegan; Round Towners Quartet and Orchestra. M
9:45 PM-ED 8:45 PM-ES-CD 7:45 PM-CS 6:45 PM
WABC WJAS WADG WLBW KPB WFBM ELZ
WCAE WKBW WBD WQAM KFH WGST KSL
WDRB WLBZ WBT WMO KLRA WIBW KFOR
WEAN WOKO WCAO WBSB KMEC WJAX
WHP WORC WDBJ WSPD KRLD WLCB
WJOC WNAO WDRB WTPC KTRB WMBD
WFL WLVA WFLA WJY KTSB WJY
WFEA CKLW WBRD WODX WDAF WOC
WLEC WTAR WCOO WTAQ
WIK WLD WREC

DD4-CHICAGO VARIETY PROGRAM-Sun. 1/2 hr. 7:45 PM-ED-WABC Network

DD5-CORN DOB PIPE CLUB OF VIRGINIA-Wed. 1/2 hour. M P
10:00 PM-ED 9:00 PM-ES-CD 8:00 PM-CS 7:00 PM 8:00 PM
WJAZ WGY WFBR WTAM KFYR WHO KDYL
WBEN WJAR WFL WWJ KSD WBA KGRH
WCAE WLIT WRC WENR KSTP WOC KGR
WCSH WTAG WDAF WOV KOA
WBEI WTKC WDAY WTMJ
WBCB

DD7-TED HUSING AND LEDN BELASCO-Tuesday and Thursday. 1/2 hour. M
10:30 PM-ED 9:30 PM-ES-CD 8:30 PM-CS 7:30 PM
WABC WEAN WADC WJVB KFII WCOO KLZ
WAB WJAS WBT WRC KMBC WGST
WCAE WKBW WCAH WBBM KOMA WJWB
WDRB WOKO WCAO WOWD SSCJ WLAC
WFK WEA KTSB WMT
WBRD

DD8-HARRISBURG VARIETY SHOW-Friday. 1/2 hour.
3:30 PM-ED 2:30 PM-ES-CD 1:30 PM-CS
WABC WOKO WADC WHK KLRA WGST
WCAE WORC WCAO WJVB KMBC WISN
WDRB WPG WDAE WKN WBA WLAC
WEAN WCRB WDBJ WJWB KRLD WMBD
WJAS WBO WSJ WCOO WMT
WFL WSPD WDOO WBA
WFEA CKLW WDSU WTAQ
WHEC WBBM WFBM WRC

DD9-THE GRAB BAG-Fri. 1/2 hr. Helen Mors, Brooks and Ross, Billy White,
Freddy Rose, Westphal's Orchestra. M P
4:00 PM-ED 3:00 PM-ES-CD 2:00 PM-CS 1:00 PM 12:00 N
WABC WOKO WADC WCAO KMBC WGST KFOR KWA
WNAO WGR WBBM CKOK WDOO WREC KLZ
WDRB WTKC WFK WJVB WBA WLAC KSL
WJAS WEAN WBD WFEA WDSU KRLD
WPG WLEZ WCAH WJVA KTRB KLRA
WJOC WORC WLBW WJY KTSB WJWB
CFRB WBN WPC WACO KFH
WDBJ WBO WTAQ KFAE
WQAM WSIS WISN WBT
WDAE WMT

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED-Eastern Daylight, ES-CR-Eastern Standard, Central Daylight, CS-Central Standard, M-Mountain, P-Pacific.
SEE NOTE PAGE 29



RADIO FAN-FARE PROGRAM FINDER

DD—VARIETY SHOWS (Continued)

DD10—KALTEMEYER'S KINDERGARTEN—Sat. 1/2 hr. Bruce Kammen, Marion and Jim Jordan, Song Fellows, Merrill Fugit, Johnny Wolf, Loretta Poynton, Don Mangano.

Table with 3 columns: Time, Station, Station. Shows programs like WJZ WBZ, WBZA CKGW, CFCF KDKA.

DD11—FLEISCHMANN HOUR—Thurs. 1 hr. Rudy Vallee, Connecticut Yankees.

Table with 4 columns: Time, Station, Station, Station. Shows programs like WEAF WTAG, WEEI WOSH, WFI WGY.

DD12—CAPT. HENRY'S MAXWELL HOUSE SHOW BOAT—Thurs. 1 hr. Charles Winninger, Lanny Ross, Annette Hanshaw, Muriel Wilson, Mellasses 'n' January, Don Voorhees.

Table with 4 columns: Time, Station, Station, Station. Shows programs like WEAF WEEI, WTAG WJAR, WOSH WFI.

DD13—OLD GOLD PROGRAM—Wed. 1/2 hr. Fred Waring's Pennsylvanians and Mandy Lou.

Table with 5 columns: Time, Station, Station, Station, Station. Shows programs like WABC WKBW, WCAU WLBZ, WDRC WOKO.

DD14—REVOLVING STAGE—Monday. 1 hour.

Table with 3 columns: Time, Station, Station. Shows programs like WEAF WTAG, WEN WJAR, WGY WOSH.

DD15—THE RICHFIELD COUNTRY CLUB—Friday. 1/2 hour. Grantland Rice, Golden's Orchestra, Benny Barthell, Mary McCoy.

Table with 3 columns: Time, Station, Station. Shows programs like WABC WOKO, WAAB WKBW, WDRC WCAU.

Also Monday. 1/2 hour.

Table with 3 columns: Time, Station, Station. Shows programs like WIZ WBZA, KDKA CRCT, WBZ.

DD16—WHITE OWL PROGRAM—Wed. 1/2 hour. Guy Lombardo's Royal Canadians, Burns & Allen, Comedy.

Table with 4 columns: Time, Station, Station, Station. Shows programs like WABC WOKO, WACB WKBW, WDRC WCAU.

DD17—FREDDIE RICH ENTERTAINS—Sunday. 1/2 hour.

Table with 3 columns: Time, Station, Station. Shows programs like WABC WICC, WAAB WJAS, WCAU WLBZ.

DD18—SINCLAIR GREATER MINSTRELS—Mon. 1/2 hr. Jean Arnold, Chauncey Parsons, Joe Parsons, Bill Childs, Fritz Clark, Mac McCloud, Clifford Soubier, Harry Kogen.

Table with 3 columns: Time, Station, Station. Shows programs like WJZ WBZ, WBZA KDKA.

DD—VARIETY SHOWS (Continued)

DD19—WEEK-END REVIEW—Saturday. 1 hour.

Table with 4 columns: Time, Station, Station, Station. Shows programs like WEAF WTAG, WEEI WJAR, WGY WCAE.

DD20—RADIO GUILD

Monday. 1 Hour. 4:00 PM—ED—WJZ Network

DD21—CALIFORNIA MELODIES—Tuesday. 1/2 hour.

Table with 3 columns: Time, Station, Station. Shows programs like WABC WJAS, WCAU WKBW, WDRC WOKO.

DD22—WINDY CITY REVUE—Thursday. 1/2 hour.

Table with 4 columns: Time, Station, Station, Station. Shows programs like WABC WJAS, WAAB WKBW, WCAU WOKO.

DD23—CHESTERFIELD PROGRAM—Fri. 1/2 hr. Lou Holtz, Comedian; Grace Moore, Songs; Leonard Hayton's Orchestra.

Table with 5 columns: Time, Station, Station, Station, Station. Shows programs like WABC WKBW, WAAB WLBZ, WCAU WOKO.

DD24—THE SHIP OF JOY—Wednesday. 1/2 hour.

Captain Dobbie and the Happy Timers.

Table with 5 columns: Time, Station, Station, Station, Station. Shows programs like WFAF WGY, WBRN WJAR, WCAE WTAG.

DD25—PAUL WHITEMAN AND HIS ORCHESTRA—Thursday. 1 hour.

Al Johnson and Soloists.

Table with 5 columns: Time, Station, Station, Station, Station. Shows programs like WEAF WFI, WBRN WGY, WCAE WJAR.

DD26—THE BUICK PROGRAM—Monday. 1/2 hour.

Table with 4 columns: Time, Station, Station, Station. Shows programs like WEAF WGY, WBRN WJAR, WCAE WLT.

DD27—THE NESTLE PROGRAM—Friday. 1/2 hour (beginning Aug. 25).

Walter O'Keefe, Ethel Shutta.

Table with 3 columns: Time, Station, Station. Shows programs like WJZ WBZ, KDKA WBZA.

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES—CR—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific. SEE NOTE PAGE 29



# RADIO FAN-FARE PROGRAM FINDER

## TIME SCHEDULE

The arrangement of the *Time Schedule* enables you to determine what is on the air at a given time. Eastern Daylight time is shown. The key stations listed indicate the chain over which the program is broadcast and the Index Numbers under each day of the week tell you the programs. The letter preced-

ing the figures in the Index Number indicates the nature of program and reference to the list of classifications set forth on page 29 will enable you to select the type of programs you like best. SEE NOTE BELOW and explanation of Classified Schedule on page 29.

Start RDT	Key	*Index Number						
		Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
<b>MORNING PROGRAMS</b>								
7:45	WEAF		G4	G4	G4	G4	G4	G4
8:00	WEAF	L25	P4	P4	P4	P4	P4	P4
	WJZ	N166	Q11	Q11	Q11	Q11	Q11	Q11
8:30	WEAF		K15	K15	K15	K15	K15	K15
9:00	WABC	C2	R18	R18	R18	R18	R18	W6
	WJZ	C9	W6	W6	W6	W6	W6	W6
	WEAF	T32						
9:15	WJZ		M60	M60	M60	M60	M60	M60
	WABC		Q15	Q15	Q15	Q15	Q15	Q15
9:30	WEAF		F19	F19	F19	F19	F19	F19
9:45	WABC		Q5	Q5	Q5	Q5	Q5	Q5
10:00	WABC				Q4		Q4	
	WJZ	T29						
10:15	WABC		Q6		Q6	E6	Q6	N20
	WEAF				L23			
	WJZ		Z5	Z5	Z5	Z5	Z5	
10:30	WEAF					Q4		
	WABC		R24	Q6		O4		
10:45	WEAF				F2	E2	P2	
	WJZ					P10		
	WABC		R7	R42	R7	R7		
11:00	WABC	T3			R24		R42	C1
	WJZ	T38						
	WEAF	N9		E1	E5	E1		T31
	WJZ			Q8				E5
11:30	WEAF			I1	H1			
	WABC	*S5	X8	O2				T8
11:45	WABC	S5	*R7	R24	*R7	G5	*R7	

Start RDT	Key	*Index Number						
		Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
<b>AFTERNOON PROGRAMS</b>								
12:00	WEAF		Q16	Q16	R4	Q16	R4	Q16
	WABC		M19			M20		
	WJZ		R4	Q8				Q8
12:15	WJZ	N21						
	WEAF	BB3				T27		
12:30	WEAF	L27	L11		L11	L11	L11	
	WJZ		N10		N10	N10	N10	
	WABC	T7	T8	T8	T8	T8	T8	
12:45	WJZ		R9		R9	R9	R9	
1:00	WEAF	J4		X13	X13	X13	X13	M1
	WABC	P9	M21	X23	X23	X23	X23	M19
	WJZ		X23	X23	X23	X23	X23	
1:15	WJZ	J4						M25
	WEAF							
1:30	WJZ	W8	I15	H5	H5	H5	H5	H5
	WABC	J1	T28	T28	J2	T28	J2	J2
	WEAF	K10	L15	L15		L15		
2:00	WABC	T22	K10	P1	P1	P1		T9
	WEAF	R4	DD14					
2:15	WJZ	F8						
	WABC	O2						
2:30	WABC	K7		R31	M50	R31	T6	I.18
	WJZ	R19				K17		
	WEAF						Q12	Q12
2:45	WABC		P1				F3	
3:00	WEAF	A3		N17	L3		L10	M34
	WABC	U1		T6			T7	T19
	WJZ	L 26	Z2	Z2	Z2	Z2	Z2	
3:15	WABC			L14			L19	
	WEAF						X4	
3:30	WEAF	W5	F23	F23	F23	F23	F23	P7
	WJZ							M57
	WABC		T7	R22		R22	DD8	
3:45	WABC				M23			
4:00	WEAF			B3	L17			DD9
	WABC	S6	R22	12		11		M47
	WJZ		DD2					
4:15	WEAF	R26	L21					
	WABC				T6			
	WJZ							
4:30	WABC		T6	K10				11
	WEAF	K14						
	WJZ							T2

Start RDT	Key	*Index Number						
		Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
4:45	WEAF			C7	C7	C7	C7	
	WABC			K3	K3	F1	F1	
5:00	WABC	T33	C14	C14	C14	C14	C14	
	WJZ	W7						
5:15	WABC	R33				M19	T22	
5:30	WJZ		C13	C13	C13	C13	C13	
	WABC		C4	C4	C4	C4	C4	C4
	WEAF	Q2						C4
	WABC	F13						
5:45	WABC		B1	M19	K3	T22	R21	T15
	WJZ		C8	C8	C8	C8	C8	C8
	WEAF		C11	C10	C11	C11	C11	C11

Start RDT	Key	*Index Number						
		Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
<b>EVENING PROGRAMS</b>								
6:00	WABC	Q9	Q5	L12	L12	L12	C16	L12
	WEAF	W1	L12				L12	L12
	WJZ							M1
6:30	WEAF	F25	X6	S1	V4	V6	S3	
	WJZ					R1		
	WABC	X14	V8	V8	T28	V8	V8	T13
	WJZ							
6:45	WJZ		*C8	*C8	*C8	*C8	*C8	*C8
	WABC		V8	V8	F20	V8	V8	V8
	WEAF							Z9
7:00	WABC			T13	R6	R6	R6	R6
	WJZ	L20	Z1	Z1	Z1	Z1	Z1	Z1
	WEAF	T21						
7:15	WABC		R1				L13	R1
	WJZ						T24	
	WEAF	28					Z3	
7:30	WEAF	K18	Z10	Z10	Z10	Z10	Z10	
	WABC	X9	R41	X17	R41	X17	R41	W4
	WJZ		DD15					DD10
7:45	WJZ			T18	V1	Q7	V1	
	WABC	DD4	V1	V1	X7	V1	V1	
	WEAF		X7	X7	T5	X7	X7	
8:00	WEAF	DD2	X15	Q1	V2	DD11	N2	
	WJZ		T34	Y2	R23	X1	DD27	
	WABC		R23			D22D	R23	
8:15	WABC	X9	R32	B2	R5			
8:30	WEAF			A3				M2
	WJZ		Z14	G1	Z14	Z14	Z14	
	WABC		R17	R17	R17	X3	X19	
8:45	WEAF		T4					Q3
	WJZ	V3		V3				
9:00	WEAF	R40	N1	D2	T4	DD12	DD1	
	WABC	X20			F7		F7	
	WJZ	I9	DD18				M18	
9:15	WABC				R33		R37	
9:30	WJZ	V9	N6	D7		A3	D1	
	WEAF	T1	DD25	L28	DD16		M44	Y6
	WABC						DD15	
9:45	WABC							DD3
10:00	WEAF	V10	*K2	X11	DD5	DD25		M45
	WJZ		T35	T17			X5	
	WABC		T21	DD21	DD13	T33	DD23	
10:15	WEAF	L5						
	WJZ	*R16						
10:30	WEAF		DD26	F17	DD24		Z10	
	WABC	DD17	R18	DD7	R10	DD7	R10	
	WJZ							Z6
10:45	WABC	U1		U2		L16		R25
	WJZ	T11						
	WEAF	X16						
11:00	WABC	M31		U1			U1	
	WEAF							M42
11:15	WEAF		M42					
	WABC		R43				R13	
	WJZ							
11:30	WEAF	T37	M56		M41	M56	M4	
	WABC		M12		M13	M14	M31	
11:45	WJZ			*G1				
12:00	WJZ		M27	M8		M1	M8	M17
	WEAF	M11			M7	M8	M8	M29
	WABC	5 min.	T20	T20	T20	T20	T20	T20
12:15	WEAF		*Z10	*Z10	*Z10	*Z10		U6
12:30	WEAF			M17	M29	M15		
	WABC	M10		M17				M16
1:00	WEAF							

NOTE.—INDEX NUMBER refers to programs in *Classified Schedule* starting on page 29 where full details are given. Index numbers in the *Classified Schedule* are arranged alphabetically as to type of program and numerically as regards programs under each classification. Asterisk (\*) indicates program is not broadcast over key station but is available on other stations of that chain.

TELLS YOU WHAT, WHEN AND WHERE



RADIO FAN-FARE PROGRAM FINDER

ARTIST AND PROGRAM SCHEDULE

"Oh Where Is My Favorite Star Tonight?"

The days when it was a thrill just to hear a program over the air have passed. Mere reception is taken for granted now and listeners are picking and choosing the programs they want to hear. The movies went through the same stages. At first, all that was needed was a fairly clear image on the screen. Now movie fans have their favorite stars and wait for them to appear in a new film. Just so with radio. The listener of today wants to hear his favorite star or to select a particular program rather than merely tune in on whatever happens to be on the air.

Our *Artist and Program Schedule* makes this selec-

tion possible. Program titles, individual artists and teams are listed alphabetically. Look down the list for your favorite radio personality or the program you want to hear and the index number at the left of that name will show you where, in the *Classified Schedule* (pages 29-40) you can locate all the details regarding time of broadcast, stations included in the network, etc. Our readers are invited to send in comments on this new program service. We want to do everything we can to assist the discriminating listener in his search for programs and personalities which fit his or her tastes.

Index*	Artist	Index*	Artist	Index*	Artist	Index*	Artist
N 1	A. & P. Gypsies	Z 4	Bertie & Betsy	R 4	Commodores, The	R 10	Frigidaire Program
C 5	Academy of Medicine	L 6	Berumen, LaForge	R 10	Proman, Jane	DD 10	Fugit, Merrill
C 1	Adventures in Health	Z 2	Betty & Bob	L 13	Concert Footlights	K 17	Fulton, Dick
T 24	Albani, Countess Olga	Z 3	Betty Boop Frolics	T 8	Concert Miniatures	M 57	Galluccio, Joseph
K 17	Albridge, Gene	Q 6	Bill & Ginger	DD 11	Connecticut Yankees	R 19	Garber, Jan
DD 1	Allen, Fred	M 4	Biltmore Hotel Ensemble	K 2	Contented Program	N 10	Geddes, Bob
Q 12	Allen, Grant	X 8	Blackburn, Burr	DD 5	Corn Cob Pipe Club of Virginia	V 3	Gibbons, Floyd
E 6	Allen, Ida Bailey	Q 1	Blackstone Plantation	M 47	Cosmopolitan Hotel Orchestra	P 10	Glen, Irma
O 4	Allen, Lucy	N 16	Blake, George	M 8	Condon Club Orchestra	X 7	Goldbergs, The
S 3	Allmand, Joyce	D 2	Blue Ribbon Orchestra	Q 4	Coughlin, Bunny	DD 15	Golden's Orchestra, Jack
W 6	Allmand, Joyce	M 34	Blue Room Echoes	L 13	Cozzi, Mario	Q 15	Goldy & Dusty
L 23	Altman, Julian	K 17	Bodycombe, Aneurin	E 2	Crocker, Betty	F 9	Goodman Orch., Al.
L 23	Altman, Sylvia	X 2	Bonime, Joseph	C 9	Cross, Milton	N 10	Gordon, Norman
X 5	Ameche, Don	N 2	Bourdon, Rosario	C 10	Cross, Milton	DD 9	Grab Bag, The
T 1	American Album of Music	N 9	Bowes, Major	Q 2	Crunit, Frank	L 3	Graham, Gordon
F 1	American Legion Program	M 60	Breakfast Club	Z 6	Cuckoo Program	L 3	Grande Trio
B 1	America's Grub Street	B 3	Browster, John	Z 9	Cuppy, Will	Q 4	Grant, Dave
Z 1	Amos 'n' Andy	T 5	Brice, Fanny	R 5	Curtain Calls	Z 14	Grunwald, Joseph
M 2	Antibal's Cubans	X 5	Brickert, Carlton	L 14	Cutter, Mme. Belle Forbes and Orchestra	T 4	Grofe, Ferde Orchestra
M 2	Antonio and Daniel	DD 9	Brooks and Ross	M 57	Davies, Edward	DD 1	Grofe, Ferde
T 2	Arcadians	DD 26	Buick Program	N 15	Davies, Edward	T 17	Guest, Edgar
Z 6	Armbruster, Robert	G 1	Bundeson, Dr. Herman	X 2	Death Valley Days	F 9	Gulf Headliners
C 4	Armstrong, Jack	DD 16	Burns & Allen	R 7	De-Cordoba, Pedro	F 7	Gulf Program (Cobb)
D 1	Armour Jester, The	K 14	Cain, Noble	W 6	Dennis, Richard	T 1	Gypsy Nina
M 16	Arnheim, Gus	C 8	Cansdale, Harry	M 56	Denny, Jack	M 19	Hacnschen, Gus
R 4	Arnold, Gene	DD 2	Cantor, Eddie	T 8	Deutsch, Emery	DD 12	Hall, George
DD 18	Arnold, Jean	DD 24	Captain Dobbsie	X 1	Diamond's Adventures, Capt.	X 8	Hanshaw, Annette
K 2	Arnold, Jean	T 3	Carlile, Charles	K 12	Dilworth, George	O 4	Happiness House
T 3	Arnold, Rhoda	R 5	Carlile, Charles	K 7	Do-Re-Mi (Trio)	DD 24	Happy Rambler
R 5	Arnold, Rhoda	F 13	Carnegie, Dale	R 6	Downey, Morton	R 23	Happy Timers
DD 1	Atwell, Roy	Z 5	Carothers, Isabelle	N 2	Dragonette, Jessien	M 18	Happy Wonder Bakers
Y 2	Backus, Georgia	V 1	Carter, Boake	X 6	Drake's Drums	M 42	Harris, Phil
G 4	Ragley, Arthur	S 6	Cathedral Hour	T 11	Duey, Phil	M 27	Harris, Phil
DD 2	Hailey, Hlomay	W 1	Catholic Hour	K 2	Eastman, Morgan L.	DD 8	Harrisburg Variety Show
R 1	Hailey, Mildred	N 2	Cavaliers, The	M 17	Edgewater Beach Orchestra	K 3	Hayden, Ethel
D 1	Baker, Phil	M 44	Chase, Ilka	T 29	Edmonson, William	DD 23	Hayton, Leonard
T 32	Balladeers, The	DD 2	Chase & Sanborn Hour	Y 2	Enos Crime Clues	C 3	H-Bat-O Rangers
N 2	Banta, Frank	T 3	Chase & Sanborn Tea Program	L 15	Essex House Ensemble	T 18	Heatherton, Ray
L 28	Barlow, Howard	F 19	Cheero	T 21	Evans, Evan	C 1	Helen & Mary Adventure
U 1	Barlow, Howard	DD 23	Chesterfield Program	N 17	Evers, Chester	X 9	Henry, John, Black River Giant
DD 15	Barthell, Betty	DD 18	Childs, Bill	X 4	Famous Loves	W 7	High, Dr. Stanley
R 3	Barthell, Betty	N 2	Cities Service Concert	P 9	Feibel, Fred	V 5	Hill, Edwin C.
E 1	Barton, Frances Lee	Z 5	Clara, Lu 'n' Eva	Q 1	Fennelly, Parker	L 15	Himber, Richard
C 8	Baruck, Allan	DD 18	Clark, Fritz	M 25	Fiddler, Dick	T 1	Hirsch, Bertrand
X 19	Bar X Days and Nights	M 34	Cloutier, Norman L.	X 5	First Nighter	DD 1	Hoffa, Portland
DD 7	Belasco, Leon	P 7	Cobb, Irvin S.	DD 11	Fleischmann Hour	U 6	Hollywood Bowl Symphonics
X 2	Bell, Joseph	M 41	Cole, Richard	X 23	Flynn, Bernardine	D 7	Holmes, Taylor
C 8	Bell, Shirley	M 7	College Inn Orchestra	W 8	Foulkes, Dr. W. H.	M 1	Holst, Ernie
T 2	Bello, Ruth Kelly	U 2	Collinge, Channon	R 5	Four Clubmen Quartet	DD 23	Holtz, Lou
X 7	Berg, Gertrude	S 6	Collinge, Channon	X 2	Frawley, Tim	N 1	Horlick, Harry
Q 2	Bernard, Felix	T 6	Columbia Artist Recital	R 7	Friendly Philosopher, The	Z 8	Horse Sense Philosophy
D 2	Bernie, Ben	C 2	Columbia Junior Bugle				
M 7	Bernie, Ben	U 1	Columbia Symphony Orch.				
K 24	Berrens, Fred	L 28	Columbia Symphony Orch.				
DD 3	Berrens, Fred						

NOTE: \*INDEX NUMBER refers to programs in *Classified Schedule* pages 29-40. To secure complete information regarding a particular program or an individual artist, locate the index number appearing at the left of the name on this page, in the *Classified Schedule*. Index numbers in the *Classified Schedule* are arranged alphabetically as to the letters which set off the different types of programs and numerically as regards the programs listed under each classification. See also, Note, page 29.

FOLLOW YOUR FAVORITE STAR

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RADIO FAN-FARE PROGRAM FINDER

ARTIST AND PROGRAM SCHEDULE

Index*	Artist	Index*	Artist	Index*	Artist	Index*	Artist
T 17	Household Memories	DD 13	Mandy Lou	M 18	Ray, Leah	N 10	Stewart, Elliott
V 10	Howe, Col. Louis McHenry			Z 3	Red Pepper Sam	L 21	Stewart, Kathleen
H 2	Huisman, Fred	DD 10	Mangano, Don	Y 2	Reese, Edward		
F 20	Husing, Ted	R 40	Manhattan Merry-Go-Round	R 43	Regan, Phil	M 50	Stokes, Harold
DD 7	Husing, Ted	X 13	Marie, French Princess	DD 3	Regan, Phil	S 3	Styers, Earl
		R 10	Marsh, Howard	Q 5	Rais & Dunn	N 10	Summerfield, Wesley
		Q 11	Martha and Hal	F 9	Revelers Quartet	U 4	Symphonette
L 5	Impressions of Italy			L 16	Rice, Gladys	M 50	Syncoators
F 8	International Radio Forum	R 41	Martin, Dolph	T 21	Rice, Gladys	X 18	Tales of the Titans
I. 23	Introndl, Urban	L 28	Martini, Nino	DD 15	Rice, Grandland	R 40	Tamara
Z 3	Irwin's Band, Vic	DD 12	Maxwell House Show Boat	DD 15	Richfield Country Club	C 8	Tedro, Henrietta
F 19	Isles, J. Harrison	N 16	Maxwell, Richard	DD 17	Rich, Freddie, Orchestra	M 50	Teela, Dick
		X 13	Mcighan, James	X 17	Road Reporter, The	K 14	Temple of Song
T 19	Italian Idyll	X 5	Meredith, June	X 17	Road Reporter, The		
N 6	Jack Frost Melody Moments	N 16	Merker, Mary	T 39	Robison, Willard	M 45	Terraplane, Orchestra
R 15	Jackson, Arlene	D 1	Merrie-Men (Quartet)	X 13	Robinson, Carson	X 20	Theatre of Today, The
C 10	James, Lewis	M 10	Merrie-Men (Quartet)	R 40	Rodenich, Gene	X 4	Thibault, Conrad
N 16	Janke, Helen	R 24	Merry Makers	M 45	Rolle, B. A.	V 8	Thomas, Lowell
				X 8	Rouffort, Dr. Gustav	BB 3	Tomlinson, Edward
V 9	Jergens Program, The	W 4	Michaux, Elder	L 9	Rooncy, Maude	N 16	Tone Pictures
N 17	Johanson, Selma	R 21	Miller, Jack	DD 9	Rose, Freddy	T 29	Toney, Jay
DD 25	Jolson, Al	K 17	Mitchell, Russ	X 14	Roses and Drums	X 4	Torgerson, Ulita
DD 10	Jordan, Marion and Jim	T 17	Mock, Alice	B 2	Ross, David	T 34	Tours, Frank
Q 8	Jordan, Marion and Jim	DD 12	Molasses 'n' January	R 31	Ross, Dou	G 4	Tower Health Exercises
R 16	Joy, Alice	M 10	Molina, Carlos	DD 12	Ross, Lantuy	R 41	Travelers Quartet, The
Z 9	Just Relax	N 2	Montgomery, Lee	K 10	Round Towners, The	V 10	Trumbull, Walter
Y 6	"K-7"	H 1	Moore, Betty	DD 3	Round Towers Quarter	C 7	Tucker, Madge
DD 10	Kaltenmeyer's Kindergarten	DD 23	Moore, Grace	DD 16	Royal Canadians	Q 7	Tune Detective
DD 10	Kammen, Bruce	W 6	Morning Devotions	M 31	Royal Canadians	I 1	U. S. Army Band
Q 3	Kane and Kauer	N 20	Morning Parade	DD 2	Rubinoff, Dave	I 2	U. S. Navy Band
Q 4	Kaufman, Irving	DD 9	Mors, Helen	K 18	Russian Symphonic Choir	DD 11	Vallee, Rudy
Z 8	Kelly, Andrew F.	T 1	Munn, Frank	X 5	Sagerquist, Eric	R 33	Van, Vera
T 22	Kelvin, John	DD 1	Musical Grocery Store	Q 16	Salt & Peanuts	DD 3	Van, Vera
V 6	Kennedy, John B.	M 5	National Farm & Home Hour	S 5	Salt Lake Tabernacle Choir	X 23	Van Harvey, Art
R 9	Kennedy, Pas	F 17	National Radio Forum	Q 2	Samuels, Walter	T 31	Vass Family
E 17	Kennedy, Reed	T 34	Neely, Henry M.	Q 1	Sanderson, Julia	X 23	Vic & Sade
M 29	King, Henry	D 1	Neil Sisters	Q 2	Sanderson, Julia	F 22	Voice of Experience
Z 5	King, Mcku	DD 27	Nesle Program	L 18	Sanford, Harold	DD 12	Voorhees, Don
A 3	King, Wayne	R 25	Niesen, Gertrude		Savitt String Quartet	D 7	Voorhees, Don Orchestra
T 20	Kirbery, Ralph	C 10	Nursery Rhymes	T 28	Scherban, George	M 34	Wade, Fred
N 17	Kitchell, Alma	M 44	O'Connell, Hugh	W 5	Scherer, Dr. Paul E.	N 17	Waldo, Earl
Z 6	Knight, Raymond	DD 27	O'Keefe, Walter	M 11	Scott, William	M 56	Waldorf Astoria Orchestra
R 5	Knubel, Dr. F. H.	T 1	Ohioan & Arden	N 2	Seagle, John	DD 13	Waring, Fred
N 15	Koestner, Josef	DD 13	Old Cold Program	R 26	Seagle, John	K 7	Warnow, Mark
T 17	Koestner, Josef	T 5	Olsen, George	BB 3	Seeing the Other Americas	R 37	Warnow, Mark
U 4	Koestner, Josef	R 7	Osborne, Will	L 19	Shaw, Alex	R 5	Warnow's Orchestra, Mark
DD 18	Kogen, Harry	Q 4	Oxol Feature	N 2	Shaw, Elliot	X 7	Waters, James R.
T 21	Kostelanetz, Andre	Z 9	Owen, Jeanne	M 11	Shay, Bud	M 57	Wealth of Harmony
L 17	Kriens, Christian	M 41	Palmer House Orchestra	D 1	Shield, Roy	DD 19	Week-end Review
A 3	Lady Esther Serenade	S 3	Palmer, Kathryn	Q 1	Shilkret, Jack	Z 14	Welch, Lou
C 7	Lady Next Door	W 6	Palmer, Kathryn	DD 24	Shlp of Joy	DD 9	Westphal's Orchestra
DD 2	Lahr, Bert	T 27	Papette, Frances	DD 27	Shutta, Ethel	Q 2	Whitcup, Leonard
L 12	Lande, Jules	N 1	Parker, Frank	DD 2	Sims, Lee	DD 9	White, Billy
K 3	Lang, Arthur	X 16	Parker's Sunday at Scth			R 22	White, Billy
R 17	LaPalina Program	DD 18	Parsons, Chauncey	DD 18	Sinclair Greater Minstrels	H 1	White, Lew
P 2	Larsen, Larry	DD 18	Parsons, Joe	C 13	Singing Lady, The	P 7	White, Lew
R 26	Lawnhurst, Vee	N 6	Pastornack, Josef	R 14	Singin' Sam	DD 25	Whiteman, Paul
N 10	Lawrence, Earl	S 3	Patton, Lowell	C 14	Skippy	X 2	Whitney, Edwin W.
P 1	Leaf, Ann	W 6	Patton, Lowell	M 44	Small, Paul	DD 16	White Owl Program
P 4	Liebert, Richard	M 27	Pennsylvania Dance Orchestra	DD 1	Smart, Jack	R 26	Wildroot Institute
T 1	Lennox, Elizabeth	M 42	Pennsylvania Hotel Orch.	T 29	Smith, Homer	M 44	Wiley, Lee
M 1	Lexington, Hotel Orch.	R 40	Percy, David	R 17	Smith, Kate	Q 12	Wilson, Claire
K 12	L'Heure Exquise	T 29	Peters, Lowell	S 3	Smith, Sidney	DD 12	Wilson, Muriel
U 2	Light Opera Gems	N 16	Peterson, Curt	R 10	Soow Queens	V 9	Winchell, Walter
F 23	Litau, Joseph	M 29	Pierre Hotel Orchestra	X 15	Soconylaud Sketches	DD 22	Windy City Revue
L 13	Litau, Joseph	K 17	Pioneers, The	DD 10	Song Fellows, The	C 11	Wing, Paul
R 18	Little Jack Little	U 4	Pitts, Cyril	R 42	Sorey, Vincent	DD 12	Winninger, Charles
C 8	Little Orphan Annie	Q 2	Playboys, The	X 5	Soubler, Clifford	DD 10	Wolf, Johnny
X 11	Lives at Stake	Z 3	Poe, Bonnie	DD 18	Soubier, Clifford	F 23	Women's Radio Review
DD 16	Lombardo, Guy	B 2	Poe's Gold	T 29	Southernaires, The	W 7	World of Religion
M 31	Lombardo, Guy	M 44	Pond's Program	T 29	Southernaires, The	V 3	World's Fair Reporter
R 16	Lopez, Vincent	Z 14	Potash and Perlmutter	Q 7	Spaeth, Sigmund	R 19	Year Foamers, with Jan
M 25	Lotus Gardens Orchestra	DD 10	Poynton, Loretta	L 10	Spross, Charles Gilbert		Garber
K 2	Lullaby Lady	M 47	Quaw, Gene	C 16	Stamp Adventures Club	T 34	Yesterday and Today
						X 13	Yorke, Ruth
Z 10	Lum and Abner	N 21	Radio City Concert	I 1	Stannard, Capt. Wm. J.	M 41	Young, Victor
N 15	Lyon, Ruth	D 4	Radio City Organ	Z 5	Stark, Louise		
DD 18	McCloud, Mac	DD 20	Radio Guild	M 4	Stern, Harold		
Q 9	McConnell, Smiling Ed	E 5	Radio Household Institute				
DD 15	McCoy, Mary	W 5	Radio Pulpit				
D 7	McNamee, Graham	T 38	Radio Rubes				
D 1	McNaughton, Harry	N 21	Rapee, Erno				
F 23	MacDonald, Claudine						
J 2	Madison Ensemble						

NOTE: \*INDEX NUMBER refers to programs in Classified Schedule pages 29 to 40. To secure complete information regarding a particular program or an individual artist, locate the index number appearing at the left of the name on this page, in the Classified Schedule. Index numbers in the Classified Schedule are arranged alphabetically as to the letters which set off the different types of programs and numerically as regards the programs listed under each classification. See also, Note, page 29.

FOLLOW YOUR FAVORITE STAR

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*Agnes*

**MOOREHEAD**

*Boston*

**REDHEAD**

**By R. R. ENDICOTT**

**I**F YOU are one of the sixty million people in this country who think they could become successful radio performers, you may get a few good tips from the career of Agnes Moorehead. She, you know, is the comparative youngster who has taken only four years to become one of radio's leading dramatic actresses. It's unusual enough for *any* girl, unless she's a gag comedienne or singer, to be given a contract or to be featured. Well, Agnes Moorehead not only gets contracts and has her name played up on each program, but she also has entire programs built around the characters she plays. And, what's more, she is so securely established that she can even *refuse* to allow her name to be used in connection with programs when she does not like the kind of material prepared for her.

But please don't think I'm implying that Miss Moorehead is perhaps a bit temperamental or upstage. On the contrary. She's a thoroughly pleasant person and not at all like *Anna*, her popular "Evening In Paris" program character. *Anna*, you'll recall, is a rather plain country gal who somehow

never seems to get anything just right. Agnes, on the other hand, is an unusually attractive red-headed city gal who impresses you as being likely to get almost everything exactly right—particularly her dramatic characterizations.

**I**DISCUSSED this and that with Miss Moorehead during a rehearsal of her "Evening In Paris" program. When I got to the studio she and André Baruch were talking and gesturing into the microphone while Jack Shilkret and the boys in his brother Nat's orchestra (Nat is in Europe on vacation and Jack is hating for him) were sitting around laughing at the lines and antics of the pair at the mike—even though they were hearing the skit for the sixth time. I ducked into the control room and sat down among a flock of production men. Even *they* were laughing and they must have heard or read the stuff a dozen times.

When her part of the rehearsal was over Agnes came back to the control room and suggested that we find a quiet, uncrowded place where we

could talk. As Jack Shilkret was just starting to put the orchestra through its paces, the only uncongested nook seemed to be the decompression chamber, so to speak, between the control room and the studio. This cubicle, about the size of the ordinary New York apartment bedroom (3'x8'), was filled with odd bits of studio furniture, but only one chair. Agnes insisted she would be perfectly comfortable perched against the wall on a low, wooden music rack, so, after protesting just about long enough (who says chivalry is dead?), I sat on the chair and we talked for an hour.

**I**ASKED Agnes how she ever got started impersonating a twangy-voiced bit of rustic flora like *Anna*.

"That just shows what can happen to you in this business," Agnes said. "A hick character called *Nana* was written into the first 'Mysteries In Paris' shows to give the mysteries comic relief. I got the part and for some strange reason the character became tremendously popular almost immediately. Apparently she re-



reminded listeners of Zasu Pitts. At least, hundreds wrote in and said that when they heard *Nana* they could see Zasu. Then the whole idea of the program was revised and the name changed to 'Evening In Paris.' But the sponsors thought they'd better keep the comic character. They call her *Anna* now but don't ask me why."

Although Agnes didn't say so, the fact is that *Nana*, or *Anna*, stole the show, and instead of having just a few lines as she did at first, the whole dramatic part of the program is now written around her.

"How do you like being identified with that type of character?" I asked Miss Moorehead. "Doesn't it tend to make listeners and sponsors pigeonhole you as a rural comic."

"I wouldn't say that," she replied. "*Anna* is undoubtedly my best known character, but I've played hundreds of different parts. I do all kinds of dialects. And right now I'm even doing a rabbit—Peter Rabbit—in A. A. Milne's *Winnie The Pooh* series. This fall I'll be back in the *Sherlock Holmes* and the Warden Lawes *Twenty Thousand Years in Sing Sing* programs."

Miss Moorehead then went on to explain how she learns dialects. She does it by taking every chance she gets to study different types and nationalities. She goes down to the wharves, for example, and listens to the passengers and crews from foreign ships; she goes to prizefights and absorbs the polyglot voice of the crowd; and she is a frequent visitor to New York's International House, where people of every race and country make their home.

**S**HE maintains that the only way to be any good in her kind of work is to be forever studying people. It's no secret, of course, that most radio writers, directors, actors and actresses make no intelligent attempt to bring reality to their characters. Miss Moorehead thinks that is where one great improvement in radio programs will be made in the next few years. She is intensely sincere in her belief that slipshod writing, directing, and acting are among the major reasons for all the damning radio has to endure today. And she is not going to lay her work open to any of the usual criticisms, if painstaking preparation and intelligent interpretation will prevent them.

We talked about radio work in comparison with the stage. Agnes spent several years on the stage in St. Louis and New York. Although born in Boston, she has lived longer in St. Louis than anywhere else. Her father is a minister, but he did not object when she joined the chorus of the St. Louis municipal opera company and understudied the comedienne. Then Miss Moorehead came to New York and

played in several Broadway hits (and errors) before trying radio.

"What do you think the chances are," I asked her, "for a dramatic actress in radio to attain the reputation and income that are possible on the stage? It seems to me that so far every really well known and well paid woman in radio is either a gag comedienne or a singer."

Agnes laughed. "Well, as far as I'm concerned," she replied, "radio has been much kinder to me than the stage ever was. But I realize that doesn't answer your question. I should say that radio is slowly making a definite place for good actors and actresses. I am so much more enthusiastic over the possibilities of radio than I ever was about the stage that I may be prejudiced. Radio obviously offers a far greater audience for the artist than any stage, and everything indicates that radio technique in producing plays is improving to such an extent that we shall soon be able to put on dramatic programs of as absorbing interest as any stage play. And when that happens the stars in radio plays will be just as well paid as any star ever was on the stage."

**W**HETHER you agree with Agnes or not, you'll admit that she's a girl who seems to know what she's trying to do. And if you could have heard her expound her convictions I think she would have convinced you. She's certainly an industrious and intelligent young lady and, if anyone's success can be "explained," that's probably the explanation of hers.

The only thing that struck me as incongruous about the whole interview was that such a small, attractive person (five feet three, 114 pounds) could be so impressive . . . sitting on a music rack.

**PROGRAM REVIEWS**

(Continued)

all of the mob that followed the old Fire Chief himself.

**"BUICK ON PARADE"**

(Review based on first program)

(NBC-WEAF, Monday at 10:00-11:00 PM-DST)

**Cast**—Gus Haenschen's Orchestra, Conrad Thibault, Graham McNamee, Arlene Jackson, Arthur Boran, Ohman and Arden, The Nightingales, The Songsmiths.

**Comment**—Little imagination shown in combining the proven talents of this expensive flock of stars. Individually they were excellent—except Arthur Boran, whose imitations lacked conviction and humor. (Disobeying doctor's orders, Arlene Jackson postponed an operation to sing, and had a nurse beside her at the mike. Game kid.)

**The Plug**—Graham McNamee fans probably found his usual over-enthus-

iasm digestible—but the majority of listeners must have resented Boran's imitation of Wiley Post in the testimonial. The faith-shattered public is in no condition to stand this flirting with the truth. The trick was not only unfair but stupid, as Wiley himself had broadcast for Socony on the same station two hours before.

**Opinion**—Cut out the faking—get a good comic—add a dash of showmanship, and the show should be a wow.

**VERA VAN**

(CBS-WABC, Sunday at 7:00 P.M.-DST)

**Comment**—The folks in Marion, Ohio, remember Vera as a child dancer who made the neighbors "O-o-h!" and "A-a-h!" and predict that she would make her mark with her toes. Vaudeville audiences remember her as an excellent dancer who could also sing a popular tune commendably. But Vera had other ideas—worked conscientiously on them—studied voice—and became so popular with West Coast radio fans that CBS brought her East and is building her up for a sponsor. Miss Van has a clear soprano voice that takes high notes without offending the microphone. With her knowledge of rhythm, she can sing hot as well as sweet, but she prefers the classic field.

**Opinion**—Good prospect for a commercial program.

**"LUM AND ABNER"**

(NBC-WEAF, Monday through Thursday at 7:30 PM and Friday at 10:30 PM-DST)

**Cast**—Norris Goff and Chester Lauck

**Comment**—If you are a customer for hick dialect, here are a couple of rural character players who know how to speak the language. The "cracker" lingo is wrapped around the usual large hunks of homey happenings, perked up with the kind of folksy humor that goes over big with people who like hick dialect. And so if you are one of those who like hick dialect, you will like Lum and Abner because these hick character actors certainly can do hick dialect, and . . . well you probably get the idea. In other words, it's a good hick dialect program.

**The Plug**—Pretty easy to take. The Ford dealers, who sponsor the program, seem to realize that their product is fairly well known, so they just concentrate on a few catch-phrases and sneak in an occasional sock during the hick dialect part of the program—or maybe you'd forgotten that I said it was a hick dialect program.

**Comment**—Entertaining sketches for those who enjoy a good hick dia . . . now, now—put down that brick. I'll quit.



## POPULAR TUNES

(Continued)

played from merely looking at the black and white notes and lyrics. But there are many songs that require a demonstration, not alone by a piano, but by instruments of the *sustained type* as well. I believe "Hold Me" is in that class. Had I heard it played moderately slowly by a good dance orchestra, featuring the reeds and strings, I might have realized that the song was very much on the same order as "Tell Me," a tune over which I went into rhapsodies many, many years ago. When I did come to the conclusion that "Hold Me" was a grand tune for popular consumption, it had been whacked out by most of my colleagues on the air. And in many cases it was played and sung so much better than we could ever hope to do it that I felt it best to forget about it entirely.

### "THREE WISHES"

By Douglas Furbur and George Posford. Published by Sam Fox Publishing Co.

From the British movie, "The Good Companions," comes a song that we feel is a credit to our repertoire, "Three Wishes." There seems to be something successful about having the word "three" in a song: "Three Little Words," "Three Guesses," "Three On A Match" are examples.

"Three Wishes" is unusually well written. It is, incidentally, one of

our first recordings for the new Bluebird 25c Victor record. The proofs of the records, to which my boys and I listened today, were pleasing—especially the record of "Three Wishes." We play the song after the style of Ray Noble, whose English Victor record showed me just how lovely it really could be.

### "BLUE PRELUDE"

By Gordon Jenkins and Joe Bishop. Published by Keit-Engel, Inc.

Just a little bouquet in the general direction of Isham Jones and his orchestra. Two of his boys, Gordon Jenkins and Joe Bishop, evidently inspired by the prolific output of their director (who has been writing tunes since the World War, and whose run of hits during 1923 and 1924 was unprecedented), have given Isham and the rest of us an unusually fine number.

I would call it a combination of "Song Of The Rayou" and "Chloe," as its thought, rhythm, and general minor quality are a bit like both. It makes a delightful trombone and trumpet feature fox trot. The boys saw fit to make it an oddity, having no verse, and 40 measures.

We take it at what is commonly called "stomp tempo," with accented rhythm, accenting equally the four beats of the measure. The "stomp" idea came partly from Harlem and partly from Mr. Jolson's building up of the last part of his last chorus by stamping his feet on the floor with

each beat of the measure—thus stamping into the mind of his audience each word and each note of the composition.

### "FREE"

By Dana Suesse and Ed Heyman. Published by Harms, Inc.

I have previously mentioned Dana Suesse on this page. Her "Jazz Nocturne" brought her into Tin Pan Alley prominence. And her earlier "Whistling In The Dark" and her unusual piano style have made her the subject of much discussion at Lindy's, where musical notables meet daily.

Larry Spier, who was probably responsible for the development of Johnny Green and Ed Heyman in the popular music field, saw fit to merge Dana's unusual melody with a lyric by Ed Heyman. The combination is "Free."

The song haunted me for days after I first heard and played it. As to its chances of becoming a rival to "Hold Me," I have my doubts, because Miss Suesse, like Johnny Green, is inclined to write beautiful things which rarely are as easily absorbed as the triter melodic twists of other composers. Still, I thought enough of "Free" to include it in our first Bluebird recordings. The record passed muster (although it sounded as if our rhythm section had gone out for a shave during the chorus).

### "RADIO UNCLE"

(Continued)

11. Jimmie Peterson
12. Joe Wiggin
13. Louie Brendel
14. Helen Connell

"O.K.," said Nails. "And for Gawd's sake, bawl out the key name a little louder than the others when you come to it. Now, here, on the eleventh, for instance, when you come to Jimmy Peterson, give us the Jimmy Peterson good and loud, or clear your throat or stamper, so we'll wake up and listen. Gawd knows it's hard enough to keep awake having to listen to all that other drivel of yours, just to get ten or fifteen words meant for us. Wake us up somehow when our turn comes."

"And try to give us our stuff a little earlier on your program. Then we can tune out on you and get back to doing something useful on the boat." This from Splinter.

"And ain't there something that you can do about that giggle of yours? That ha, ha, ha makes me sick," snarled Sneerface.



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"That's what puts my act across. I've got to have personality. I got to be a radio artist first and foremost, or the radio station throws me out and the first thing you know your wireless signal service goes haywire. It's worked all right so far, hasn't it?"

"Yeh, it's all right. Here's your money for the last two weeks. The code stays the same, don't it? 'You ought to come when your mamma calls' still means the gang on shore has got everything fixed and it's all right to land a load that night?"

"Yeh," said Uncle Tom, "but I've been thinking about the code. We've got to keep getting variety and adding new stuff, or my public will get tired of the old patter, and somebody might get wise. I've written a bunch of new messages, just to keep my act fresh." He drew another sheet of paper from his pocket and handed it to Nails, who opened it, looked it over casually, and read part of it aloud:

"You ought to wash thoroughly behind your neck and ears' . . . 'Clean up your cargo and bring everything ashore tonight.'

"Hang up your wash rag' . . . 'Lay low, and don't try to land anything for a week.'"

AND that is how Mrs. Timothy Tottle, wife of Timothy Tottle and mother of Timothy Tottle, Jr., unwittingly tied up a rum ship for a week and thus temporarily paralyzed an important sector of a great American industry. All because Mrs. Tottle had a way of ignoring her husband's ideas on methods of controlling Junior, and finally took the reins in her own hands and wrote to Uncle Tom about Junior's wash rag shortcomings. And all because she happened to do it on the second of the month and Uncle Tom got around to answering it on the fourth and because he put Junior's answer early on his program, and didn't remember that he had a more vital notice for a fictitious Timothy Tottle later, which would signal the boys on the boat to hurry in with everything they had. And because Uncle Tom's giggling made the boys on the boat so seasick that when they got what they wanted on his program that evening they tuned out on him . . . snap . . . like that.

BUT here comes the funniest part of all:

When Timmie Tottle had heard his name on the radio, and the admonition to hang up his wash rag, he had excitedly tuned off Uncle Tom and slipped upstairs and hung up the wash rag in question, and not only hung it up but folded it with great care and precision.

"So!" raged Mr. Tottle to Mrs.

Tottle, "you really wrote in to that low-life, did you? Over my head. No respect for my wishes in the matter. I'm nobody around here! What I say doesn't mean a thing in this house!"

"Now, let's wait and see, Father. Let's see. It may do Junior some good."

The next morning, Mrs. Tottle called her husband into the bath room to see a miracle.

"That's the first time in his life that Timmie ever hung up his wash rag."

And Timmie hung it up every day from then on.

Mr. Tottle could do nothing but suffer in silence. Uncle Tom was now tuned in every evening twice as loud as ever. Mr. Tottle sat through the program a grim, glum martyr. Mrs. Tottle and Timmie beamed.

But about ten days later, Uncle Tom failed to come on at the usual hour. Without explanation, WQZ substituted a good jazz orchestra in place of the Uncle Tom act.

Mr. Tottle was delighted. "Somebody has done it at last. Somebody has murdered that guy at last!"

He wasn't far wrong.

IT SEEMS that Uncle Tom had disappeared from WQZ for three days. And when he had come back, it was with a black eye, ten stitches in his scalp, a court plaster on one cheek, and a bruise on his chin. Evidently he had been out with some rough company, somebody who apparently must have had a reason for being pretty sore at him.

And even a radio artist can't get away with conduct like that . . . absence from the studio without permission . . . indifference to schedule . . . going out with rowdies.

WQZ had had to give Uncle Tom the air—in the good old-fashioned sense.

### SHORT WAVES

(Continued)

parts of the world widely separated by water—the most famous channel being the New York to London circuit. It happens, however, that all conversations worth eavesdropping on are scrambled—so distorted that English sounds exactly like Chinese, and elaborate equipment is required to unscramble the voice on the other end.

Entertainment value: 5%.

ADDING these percentages, we find that, altogether, the entertainment value of short wave reception is about on a par with that of conventional broadcasting. But we have neglected one consideration which, in many instances, tips the scales definitely on the short wave side—namely the appeal to the DX fan. To the twirler of the mid-



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night dial, short waves offer a new realm of greater pleasure and less prevarication. There is no time, day or night, at which it is not possible, on a good receiver, to pull in stations many thousands of miles away. True, it is often possible to receive European stations via long wave rebroadcasts, but the thrill of direct contact is missing. For the fan to whom the crackling swish of a distant carrier is more enticing than a night's slumber, we must reverse the order of percentages. The short wave set rates 100%—and the long wave broadcast receiver somewhat less than that.

It is obvious that short wave reception in no way takes the place of long wave reception. Rather, it supplements it. And advantage should be taken of its high entertainment value. The most simple and satisfactory solution to the problem is a high grade combination all wave receiver.

### VOICE OF THE LISTENER

(Continued)

Wishing RADIO FAN-FARE worldwide success and assuring you that each issue will find a place in my home, I am, Agnes Gearhart, 1746 Arlington Avenue, Toledo, Ohio.

• • •  
In examining the Artist and Program Schedule I find the idea of listing the artists alphabetically is a great help. There are many times when one loses



track of a favorite and has great difficulty in locating him or her. The idea is a great one and should certainly add to the well deserved popularity of your publication. Rowena Postles, Box 573, Westfield, N. J.

What has happened to Nellie Revell? Her column was always very interesting and we sure do miss it. The Program Finder is good, but I cannot see the necessity of it in view of the fact that all newspapers have complete radio program schedules every day. It would be much nicer to give us more interesting news about our favorite radio stars. Mrs. A. V. Schneider, 1815 Summerfield Avenue, Brooklyn, New York. (See pages 10 and 11 for Nellie Revell, Editor.)

Received my magazine yesterday and liked it very much. But would rather have reading matter in place of the radio programs as I get them in my New York paper every day. Otherwise the book is O.K. Mrs. G. W. Olney, R.F.D. 2, Ridgefield, Connecticut.

(Daily radio program schedules are printed in only a few hundred of the more than two thousand daily newspapers in the United States. The list of newspapers printing radio news of any sort is rapidly decreasing. It is likely that big city newspapers soon will carry no radio news that is not paid for by advertisers. FAN-FARE's Program Finder is intended primarily for the majority of its readers to whom a daily newspaper schedule is not readily available. Features of the Program Finder not found in any newspaper are the listing of artists and the convenient classification of programs by subject matter. Editor.)

**HOT CHA**

**1**  
WINDS  
LIKE  
A  
WATCH

**2**  
reveals  
the ink  
supply at  
all  
times. Both  
conveniences  
no other pen  
affords. Ask  
to see—com-  
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Nozac\* (No  
suck) when  
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**SATISFACTION GUARANTEED**

## STOOPNAGLE'S SECRETS

(Continued)

her in which was concealed a microphone, and read out of it to her studio audience cryptic society notes like this: "Who was the man in a green sedan who drove to the apartment house at the corner of Umpty-ninth Street and Walloo Avenue last night at ten-forty-six o'clock, stopped and looked up at a window shade on the sixth floor, then went in and stayed until eleven-six and came out and drove away?" Curiosity was as rampant as if the items had been in Winchell's column, while all the time they were being manufactured happily by F. Chase Taylor. It was then that he began to formulate the ideas out of which grew the character of Colonel Lemuel Q. Stoopnagle.

Even now that character is an entirely separate one from his own. He steps into it deliberately. It has proved a marvelous escape from his troubles. The tribulations of F. Chase Taylor cannot pursue him into the entity of Colonel Lemuel Q. Stoopnagle.

**T**HE big reason for the consistently fresh quality of his humor is that it is original. That is why there is in it none of that tired feeling which you can detect in the programs of comedians whose gags were written or swiped for them by hack joke producers—gags apparently collected on the theory that if something has been sold before it can be sold again (which works pretty well in selling jokes but has yet to build up a lasting following for a comedian). The jokes sound stale no matter how clever and frolicsome the manner of the artist who is breaking his neck to put them over.

Stoopnagle and Budd stick to their own style, refuse to be bothered by the inevitable suggestions of Broadway-minded professionals. They could not stick to their own humor if they did not understand exactly what their own humor consists of, what underlying principles are its basis. And those foundation ideas are what they have now broken down and told.

**T**HERE are certain key words always in the back of the creative mind of Colonel Stoopnagle. They are all twenty-five-cent words, but don't let that worry you—they're not that way when they come out.

One word is *futility*. You and I puzzle and sweat and work hard and play the game according to the rules, and when we are through where are we?

Another word is *pretentiousness*. The big, the solemn, the self-important are always the Colonel's favorite targets. A third word is *incongruity*,

which explains the delicious contrast between Stoopnagle's subject and his handling of it that makes everyone think he just happened to be born cockeyed. The fourth word is *humanity*. It is the most important word of all, because by keeping it in mind he brings his humor close to the lives of us, the hundred million.

Now find those four words in the following typically Stoopnagle episode, butchered though it will be in this version. It is the favorite of the Colonel himself and can only be relished by true Stoopnaggeers. (All others change here.)

The construction engineer calls up the financial big shot.

"I just wanted to tell you," he says, "that your billion dollar bridge over the Chesapeake has at last been completed."

"Indeed," says the boss, "why, that is just dandy. I certainly am proud of you boys. I wish I could have been with you for the opening. And so the cars are now whizzing merrily over it?"

"No, sir," the engineer admits with the mild embarrassment of one who has awkwardly upset a tea cup. "You see, sir, we made a slight mistake. We must have forgotten one of the spans, because it doesn't quite reach the other shore."

And the only answer from the big executive, the man who has spent a billion dollars to build a bridge across the Chesapeake, is this:

"Aw, shucks."

Well, we warned you. If you're not a hundred-percenter, you can't fill in with your imagination the fine points of their exposition and get your laugh. But if you can, here is why you got such a deeply satisfying chuckle:

The first key word, *pretentiousness*, is in the bigness of the bridge, the tumult and the shouting that always go with those stupendous undertakings, and the pomposity of the big official who officiates at ceremonials. Colonel Stoopnagle sticks his pin square into these balloons. And the resulting slow deflation is pure Stoopnagle. "Aw, shucks." Those two words do the job. They are *incongruous* because they are so inadequate to the billion-dollar situation. They show up the *futility* of the most far-flung ambitions, and express the puny despair of all *humanity* when our best-laid plans bite the dust.

**N**OT all four key words are always found in every sketch. Sometimes three of them, or two, or only one. For instance, *futility* is Stoopnagle's most precious theme. It sounds pretty pessimistic, doesn't it? One of the curious paradoxes about humor is that the better it is and the closer it approaches real art, the more



pathos and futility and basic pessimism you will find expressed in it. Witness Charlie Chaplin in his great days. Would you call him a cheerful figure?

But the swell part of it all is that these real artists can take the tough things that make us cry in life and use them to make us laugh.

We are all familiar with the feeling of frustration and boredom and helplessness at the routine of life, but not many of us are conscious of just which trifles have mounted up to make our shoulders sag down.

Colonel Stoopnagle, who is himself essentially normal and subject to all of life's petty annoyances, is gifted with the divine ability to select the significant cinder in the eye of the universe. His "irks" are our irks and we get them off our chest through him.

He will get an idea, for instance, on a morning when he is lying in bed too borne down by life's trifles to get up. The closet door is open and he notices that the one elegantly pressed suit hanging there makes all the rest of his clothes look perfectly terrible. Out of that comes the invention of a "permanently wrinkled suit" for hanging in the closet to make your other clothes look natty. The futility theme combined with the humanity chord makes that funny.

**YOU** will find that in most Stoopnagle stunts there is a great big thing like the bridge across the Chesapeake. He is always on the lookout for something stupendous to approach from the point of view of small, average Mr. Humanity. Hence the enterprise of selling skylines to small towns. That's why ship-launchings are his meat. And then there is the man who has been given a bottle of champagne. He doesn't like champagne so he buys a yacht to break the bottle over the bow. Passing by a "yacht store" one day in New York, Colonel Stoopnagle could not resist the spectacle of this tremendous salon with its huge brassbound yachts sitting around, and thousands of people going by for whom these things just do not exist. Nobody ever went in to buy and the only person in sight in the store was a little man sitting at a desk figuring and looking important. So out of that is worked the idea of the man who goes in a yacht store to buy half a yacht, charges it, has it wrapped up and sent the next day to his apartment. The whole transaction takes place in perfect solemnity. Only after the clerk has figured to the exact cent what exactly half a yacht would cost does he break down and ask why only the bow is being bought. "Because," the purchaser replies, "my daughter is chris-

teuing a boat next week and she wants to practice."

Sir Hubert Wilkins had only to start his absurd underwater expedition to the North Pole, forcing us to read columns of front page publicity about it, when he was presented with the S. S. S. S. S. Stoopnagle which Stoopnagle and Budd launched with only one slight mishap: it did not float.

We all get a little sick of success stories, so Colonel Stoopnagle interviews "little known personalities of industry" and shows us the man who is engaged in not writing the things you read between the lines in letters. Also the telephone operator in a hotel who busies herself with not calling people who wish not to be called until twelve o'clock. She works much harder than her colleague whose lesser job consists of not calling people until ten o'clock. And there are the hookless hooks for not hanging your mother-in-law's picture—green ones for not hanging it in the dining room, blue ones for not hanging it in the bedroom, and so on.

Nothing would be more fun than to go on quoting chapter and verse for this thesis, but the magazine hasn't been published that would hold all the choice examples of Stoopnagliana. So I'll conclude with a sticker. Even the Colonel can't classify it. He doesn't know why it's funny, but he knows it is truly his own. I think I could analyze it like the rest, but it would be a shame. It's too sweet. I'll leave it to you.

A modest but stuttering sportsman meets a friend. "Well, old chap, and where have you been?" asks the friend.

"Oh, just t-t-t-tiger-hunting," says the sportsman.

"Tiger hunting, eh? Where?"

"Oh, Y-Y-Y-Y-Yucatan."

"Yucatan! Why, there aren't any tigers there. You must mean Africa."

"All right," says our hero with charming acquiescence. "I was in A-A-A-A-Africa, then."

"How did you catch your tigers?"

"Oh, I worked out a s-s-s-s-system. I s-s-s-sort of snuck up on them and twisted their tails until their heads dropped off."

"Well, have you seen any tigers since you got back to New York?"

"Yes, I have. I saw one only yesterday in my back yard."

"Did you get him?"

"Well, I went down and snuck up on him and got hold of his t-t-tail and twisted it—"

"Until his head dropped off?"

"No. I stopped twisting it."

"For heaven's sake, why?"

"Well, as I was t-t-t-wisting I got to thinking: 'What if this is some p-p-p-poor man's tiger?'"

**J. E. Smith**  
President



National Radio  
Institute

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My book has shown hundreds of fellows how to make more money and win success. It's FREE to any ambitious fellow over 15 years of age. Investigate. Find out what Radio offers about my Course; what others who have taken it are doing and earning; about my Management Agreement, and the many other N.R.I. features. Mail the coupon for your copy **RIGHT NOW.**

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Dept. 3JR3  
National Radio Institute  
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*Something New in New York . . .  
Casino-in-the-Air! For lunch or  
tea, dinner or supper. Moderate  
prices. No covert or minimum  
charge. Music by Scotti and his  
Hotel Montclair Dance Orchestra.*

# HOTEL MONTCLAIR

Lexington Avenue at 49th Street  
NEW YORK CITY

## SLIPPING AND CRIPPING

(Continued)

to slip. The broadcasts were discontinued only because Phillips Lord (who played Seth and was the works of the show) left on a well earned round-the-world cruising vacation. Accordingly, we want to doff our hat to the author and cast before their work is forgotten. The activities of the Parkers and their friends have always been lush with sentiment, but it was never allowed to go so far that it became a cheap and ridiculous attempt at tear-jerking. It was really remarkable how the program always stopped laying on the hokum just before it got too heavy to bear. Every performer in the cast was good, the sketches were written with a convincing naturalness, and the capable direction kept up the interest of all except those who just couldn't get aroused over small town doings. As for us, we're a better boy for having listened to the folks from Jonesport.

*Phil Cook* . . . is, unfortunately, off the air. We recommend that a sponsor grab him quick. Phil has one of the friendliest, most likable personalities in radio. He's versatile and he's original. What more do you advertisers want?

*Andy Sannella* . . . Phil Cook's radio sidekick. Another sure-fire bet for some sponsor.

*Edwin C. Hill* . . . The best in his business if you'll stand for a little flag waving and some expressions of opinion that you may not hold with. We've never heard a broadcast of Mr. Hill's that bored us. Barbasol will sponsor Ed starting Sept. 11. Be sure to tune in.



**MISS THESE—Smilin' Ed McConnell** . . . One of the worst one man shows ever conceived because of the sappy combination of "entertainment" and advertising. For instance, on a recent program Smilin' Ed said, "Well, I'd better stop talkin' about Acme Ant Killer and sing you a little hymn . . . All right, folks, I'll sing you the verse of 'Does Jesus Care?'" (We should think He would.)

The best one man programs we've ever heard were put on several years ago by one Charley Hamp on behalf of Dr. Straska's Toothpaste. They were loaded with advertising and yet Charley made folks all over the country take it and like it. He was the first of radio's singing-playing humorists who could actually kid the boys and girls into buying the product. It has been reported that Charley is now on the West Coast looking for a sponsor. We hope he finds a good one, quick.

*The First Nighter* . . . The old hoke overplayed by Charles Hughes, June Meredith, and Don Ameche.

*Poland Water Program* . . . Ditto, only much worse.

*Soconyland Sketches* . . . Hick stuff; veddy, veddy dull.

*Gypsy Nina* . . . The sort of voice we don't appreciate, but she's better than some who've found sponsors.

*Household Musical Memories* . . . Josef Koestner's Orchestra, Alice Mock (soprano), vocal trio, contest, and Edgar Guest. We rate them in that order. Mr. Guest's extremely folksy personality doesn't penetrate the microphone. We've heard him make intensely interesting talks at Father and Son luncheons, Rotary get-togethers, etc., so the trouble is with radio and not with the Bungalow Poet.

*Potush and Perlmutter* . . . Too bad this was revived because people are going to think that Montague Glass' two Jewish characters were never funny. The sponsors may not know about their mistake yet because they are apparently not perceptive enough to realize how offensive their dramatized advertising of Peenamint is.

*Chase and Sanborn Coffee Program* —The music and singing is all that is keeping this one going. Mr. Lahr's humor is flat and Leo Carrillo's Master of Sermonizing is . . . well, you'd have to hear some of the things he says to believe he said them. We understand that Mr. Lahr has just been given a 65-week contract by Standard Brands. If this is true then one of two things is certain. Either Bert has a marvelous agent, or he has worked out a new radio technique. We believe it must be the latter. Mr. Lahr has always been one of our favorite stage comedians, and it will be good news to know that he has at last discovered a formula that will put his personality over as effectively on the air as it is behind the footlights. Lord knows the radio stuff he has been doing is a discredit to his ability and showmanship.



**GOOD SHOWS—Phil Baker's Armour program** with Harry McNaughton, Roy Shield's Orchestra, the Merriemen, and the Neil Sisters. You call it madness, but we call it Baker.

*The Sinclair Minstrels* with Gene Arnold, Chauncey Parsons, Bill Childs, Mac McCloud, and Cliff Soubier. Lots of variety, good clean fun, and jokes that don't seem nearly so old as they are. If you ever liked a minstrel show this one should please you.

*The Blackstone Plantation* with Julia Sanderson, Frank Crumit, Parker Fenelly, and some well done advertising. We hope Frank and Julia never lack a sponsor. To us they are perhaps the friendliest, most pleasing personalities on the air. What if their voices aren't perfectly trained? We wouldn't care if they never hit a note right on the nose—so long as they retained their characteristic warmth, naturalness, and good humor.

—TUNA



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Why not get your share of these millions? For if your speaking or singing voice shows promise, if you are good at thinking up ideas, if you can act, if you have any hidden talents that can be turned to profitable Broadcasting purposes, perhaps you can qualify for a job before the microphone. Let the Floyd Gibbons course show you how to turn your natural ability into money!



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Announcer	Musical Director
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Excellent opportunities in Broadcasting are open to men and women who have mastered the technique of radio presentation. Read how you, too, can prepare yourself for your share in Broadcasting.



But talent alone may not bring you Broadcasting success. You must have a thorough and complete knowledge of the technique of this new industry. Many a singer, actor, writer or other type of artist who had been successful in different lines of entertainment was a dismal failure before the microphone. Yet others, practically unknown a short time ago have risen to undreamed of fame and fortune. Why? Because they were trained in Broadcasting technique, while those others who failed were not.

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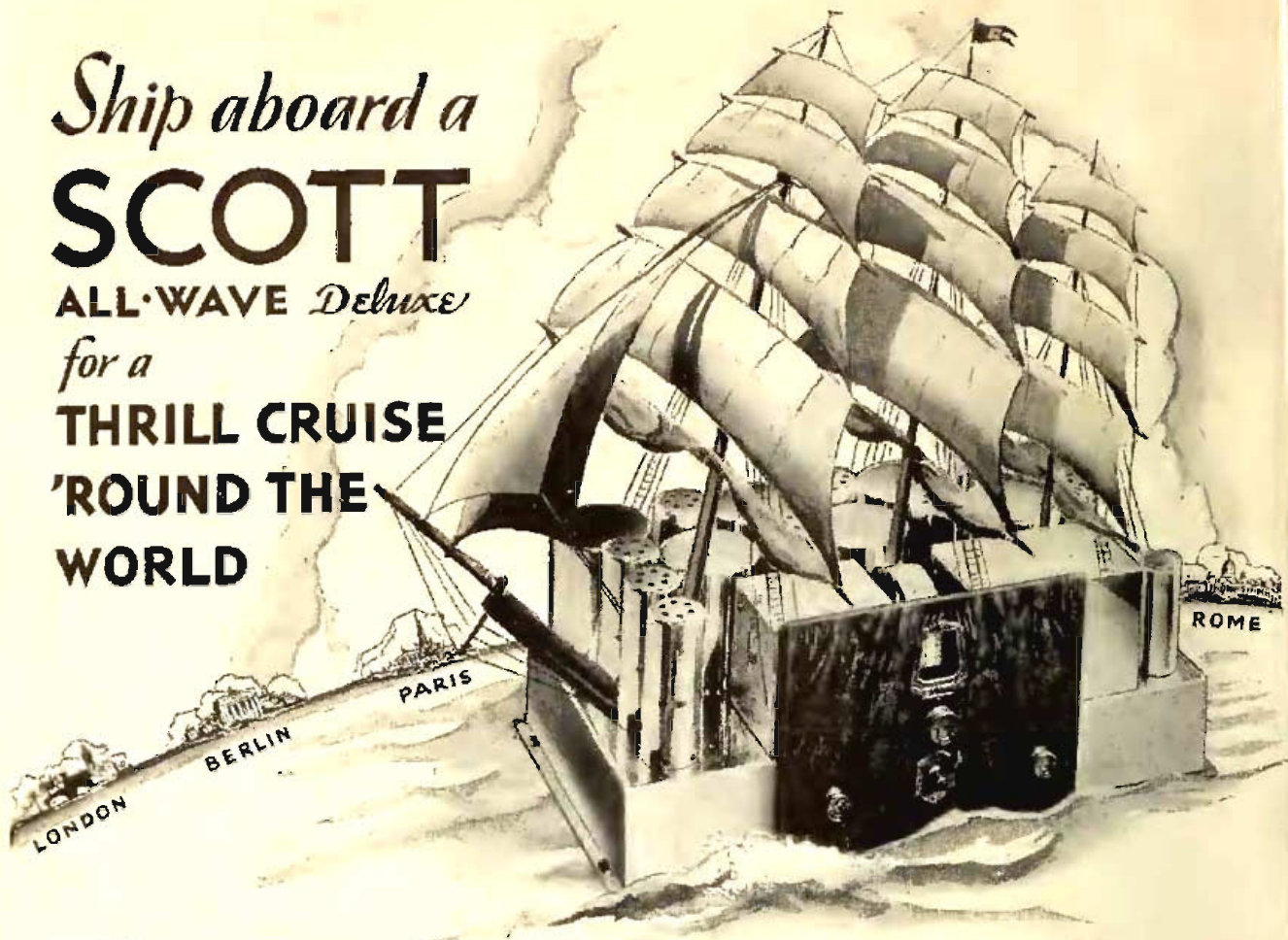
## ALL-WAVE *Deluxe*

for a

## THRILL CRUISE

## 'ROUND THE

## WORLD



If you're an adventurer at heart (and aren't we all?) you'll glory in the thrills of cruising the ether-waves via a SCOTT ALL-WAVE *Deluxe* Radio.

Sit right in your own comfortable living room . . . there's no sea-bag to pack, no dunnage to stow, no passports to secure. Just the twist of a single, simple tuning dial and it's "Ho! You're off for strange lands of romance and allure!"

### *Supreme for Stay-at-Home Listeners*

First a shake-down cruise in home waters. Listen in on American broadcast stations near and far—coast-to-coast is an easy jaunt. Discover the marvelous capability of this dream ship to carry you anywhere at your will . . . with a delightful fidelity of tone that puts you right into the sending studio, giving you every word of speech and every note of music with a glorious perfection that transcends all previous heights of mechanical sound reproduction. Your own ears will tell you so . . . and the evidence is backed up by scientific laboratory findings that prove SCOTT radio reproduction to be the closest to perfection yet attained.

As a first venture in short wave reception listen-in on the crime wave as reported by police calls from one end of the land to the other . . . eavesdrop on gossipy amateur wireless telephony "hams", and hear the air-planes and their ground stations talk back and forth.

### *Hear Canada and Mexico*

Now venture farther! Roam the air-waves to Canada and Mexico. Hear something different . . . something typical of these near-by foreign lands broadcast on wave bands from 15 to 550 meters. Don't fret about the rumors you may have heard that these countries are soon to change wave-lengths . . . your SCOTT can be equipped to receive on all bands between 15 and 4,000 meters at a small extra charge.

### *Listen-in On All of Europe*

And now you've "got the feel of your ship." Head out into the open . . . start on a fascinating exploration cruise for radio joys that are new and different.

Here's England, first! GSB, at Daventry, is sending out the news of the day for the benefit of Colonial

listeners-in . . . there's peppy music from a famous London hotel . . . and at signing off time (midnight in London, but only 6 P.M. Central Standard Time) the chimes of Big Ben, atop the Houses of Parliament, clang sonorously as though you were actually there to hear them in person.

Slip your moorings once again. Cross the Channel and lend an ear to Radio Colonial, Pontoise, France. It's bringing you Parisian music and typically French entertainment.

### *Varied Programs from Far Countries*

Distance still lures you! Then set your course for Germany . . . in a jiffy you're listening to Zeesou, with programs of glorious symphony orchestras, and perhaps a speech by "Handsome Adolph" that will give you a different viewpoint on Hitlerism.

Make port at Madrid, in sunny Spain, and hear EAQ broadcasting typical National music. Announcements from this station are considerably made in English as well as Spanish.

Then swing south to Rome and hear the voice of 12RO's woman announcer tell you it's "Radio Roma, Napoli," that's on the air. Most likely the following musical program will be opera direct from LaScala, in Milan, or some other musical treat worth going actual miles to hear—and you'll be listening to it, with purity of tone and richness of reproduction that's truly amazing, without stirring from your easy chair at home.

And now for an adventure-trick that holds a supreme "krek" for the radio sensation-seeker! Sail away "down under." Listen in to VK2ME or VK3ME, in Sydney and Melbourne, Australia. Hear the call of that famous Kookaburra bird, listen with delight to an interesting and varied program of music and talks on the commercial and scenic attractions of the Antipodes.

### *Owners' Reports Show Real Ability*

And these are but a few of the interesting places to be visited by means of your SCOTT ALL-WAVE *Deluxe* Receiver . . . F. L. Stitzinger, for instance, is a Scott owner who in a six-month's period received 1588 programs from 41 stations in 22 foreign lands. A. G. Luoma got 1261 programs from 75 different stations in 26 countries, and some 200 other SCOTT owners reported reception of 16,439 programs from 320 stations in 46 countries during the same time.

"Can such startling radio performance be true!"

you ask. Do you doubt that any but radio professionals can enjoy the delights of exploring the air-waves the world over, far from the too-familiar programs of broadcast stations here at home? Do you think that it may be possible, but feel that the cost of sufficiently able equipment is more than you can afford for entertainment?

### *New Value at Moderate Cost!*

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