

Radio

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Guide



Superstitions of the
Radio Stars

By Kenneth Friede

Who Is This Guy,
Husing?

By Himself

TED HUSING
JAMES MONTGOMERY FLANNERY
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HOW I BUILT "THE INSIDE STORY" By Edwin C. Hill

Yes, She's a REAL COUNTESS

FEUDAL castles with drawbridges and moats are rightfully hers. And so is the family lore so significant in a crest which gives her the title of Countess.

Such glamorous romance seems a far cry from today's discordant times. And especially a far, far cry from the microphones which have electrified the world into a unity. But feudal castles with drawbridges and moats are rightfully hers; for she is Olga Albani, a Countess, if you please, and the radio songstress you've heard so many times.

In New York our drawbridges have turned to canopies and our moats to the ever-cautious doormen. Our castles are our rooms on an umpteenth floor—and Countess Albani has adapted herself to such a transition from feudal tradition with all the ease and warmth of her charming smile.

No land of Grimm is this land of ours, and even as you and I, did the Count Albani find himself financially distraught in 1929. He and the Countess were living in New York. They were the center of much social activity. He of Italy's nobility and she of Spain's proudest blue-blood fell victim to the wheels of Democracy. And Olga Albani, Countess, sat herself down to think things over.

Charm and beauty and social prestige can be bartered for what? Not for bread and butter, or even a dash of wine. And the Countess gave thought to her voice. It was warm and tender, a mezzo-soprano. Not too technically trained, but a voice which her friends liked, a voice which the Count liked, a voice which had weathered the commencement of a concert career with a promise which comes to few.

And that's how the Countess began singing for NBC, that's how the name of Countess Olga Albani happens to be the center of our attention—that's how NBC found one of its stellar attractions. You see, in the midst of what seems like a great eclat, things happen simply in the Countess' life. Her tendency toward formality is almost informal because it is so natural. She walks from her apartment to the studio without benefit of footmen and coach. But even as she is forced to the street because of the scuttling of coal across the sidewalk she retains her subconscious regality as instinctively as she retains the torrid Spanish

COUNTESS OLGA ALBANI

... In her lives ... the still peaceful quiet of the Alhambra at dusk ...



fire which dances from her eyes. And torrid Spanish fire dancing from her eyes is no idle phrase used for pretty purposes. For her's are not the cold staring eyes of an Argentine nor the smouldering mysterious eyes of a Valentino. She is a warm and soft and feminine young lady. In her lives the sun and the brownness of Spain and the still peaceful quiet of the Alhambra at dusk. There is the charm of the siesta in the curve of her smile and the alert grace of a matador in the steely movement of her body.

Yes, the Countess is quite a person. And the person

But That Didn't Keep Her from Going Into Radio When the Family Fortunes Crashed—And the Noble Lady Can Sing

By Ben Washer

that she is is the result of intuition rather than calculation, the product of instinct rather than determination.

The Countess came to this country at the age of five. And to New York. At first she wanted to be a dancer. And then an actress. At an early age she was sent to a con-

of her drawing-room couch, a drawing-room with heavy Spanish chests and glowing Spanish brocades; spinet antique piano and a modern baby grand; and a portrait of the Countess looking as regal as she can, with the turrets of old Italy in the background and the crest of the Albani's in the upper left hand corner.

"I like to cook, I think I am a good mother, and I love to shop. Oh, I spend a lot of time shopping. I do not drink anything but wine; I do not smoke at all and I am crazy about going to the theater. What do you think is the best show in town? Now don't tell me 'Alien Corn.' Oh, I thought her performance in that was so grand. And tonight I am going down to the Village where you sit on wooden benches."

And the phone rang. Annoyance was the look which came to her face as she explained how often Mr. Bell's invention disturbed her serenity.

"We figured up the other day that we made seventeen outside calls."

Katy was at the phone. Katy seems to be the Countess' right hand and left hand too. "I couldn't get along without her," smiles the Countess as Katy says, as if she were announcing a call from the Duke of Westminster to the King of England, "NBC calling the Countess."

"Who is it at NBC?" replied the Countess.

"Who is calling the Countess?" asked Katy at the telephone.

"Mr. Durvy of NBC calling the Countess," replied Katy, and she seemed to be enjoying herself immensely.

"The Countess will return in a half hour," said the Countess.

"The Countess will return in an hour" said Katy. "Yes I will tell her, studio tomorrow at 5. Oh, 5:30. All right." And she smiled to the Countess as she went back to the kitchen. And the Countess smiled too. There was a new state secret which was a new state joke.

So I asked the Countess what she thought about her title. Was it a help or a hindrance, a joy or a sorrow? And she said: "I've been thinking about myself. Socially, you see, before I went on the air, it was very nice. It didn't matter much, but it was sort of a nice distinction. Now I've been wondering whether it is good, commercially I mean. What do Americans think of titles?" And I mentioned Mike Romanoff, and Marie of Russia too, and I ventured the thought that Americans like titles; they wonder about them and look up to them and continually prove to themselves that there never was a more fallacious statement that "All men are created free and equal."

WE decided that family pride was the essence to all reason why there ever was a nobility—and the Countess said she thought she would continue to use her title.

It's an Italian title, springing from the Albanis whose estates are around Minalo. The Countess' son, a six-year-old youngster with a Spanish name sounding mysteriously like Groucho, is heir to the titles of Count, Duke and Prince. But he's all taken with America's woolly wild west, he wants to go to Arizona and see the cowboys. And the Countess says she is going to take him. She speaks Spanish to him, and he replies in English except when he does not want present company to understand. It's another of the household's little tricks.

The Countess says that singing twice a week, and new songs each time, with a popular jazz number thrown in because she believes it is fast becoming the new American folk music, keeps her studying and practicing all the time. Her music library has grown so fast it has become cumbersome. If she were a more temperamental songstress, such things would bother her. But they don't. Now she is planning and hoping that next season she will come to Broadway in an operetta, which she says she would have done already if it had not been for her health or the radio or some other stroke of chance. Somehow I see her as a Spanish Madge Kennedy, and the possessor of the ability to do whatever she pleases. Except, perhaps, be other than instinctively Spanish in her tastes.

In public life she prefers to be known simply as Olga Albani. She feels that too often the title, "Countess" leads people into the realms of fancy, and she does not want her radio listeners to visualize her as a buxom, austere dowager laden with jewels. It is further to her credit that she desires to be an American in spirit, and accordingly she does not think that a title fits into the American scheme of things.

Because of her pleasing blending of modern music with selections from the immortals she has been a success in radio from the beginning. She has been sponsored by some of the biggest advertisers in radio. She played the dramatic lead in "New Moon." And when one talks with her, when one gains a close-up of her versatile artistry, the conclusion is, she could do most anything which she wanted to and be the same success she has been in radio and the theater.

vent. There the nuns caught her acting before mirrors; and they muttered about her in the cloisters. Later she went to Manhattan's Horace Mann School, and she commenced to sing. Not because her mother sent her to a singing teacher, but because she felt like singing. Now she can sing seven languages and speak five, which doesn't seem like anything to write about to the Countess.

"There's really nothing much I can tell you about myself which would be interesting," and she smiled because she meant to be sincere as she leaned back in the cushions

WHO IS This Guy, HUSING?

IT wasn't so very long ago that some enthusiastic (did you get that Mr. Editor?) radio listener wrote to me about one of the broadcasting jobs which I had been assigned to do, and said, "What I particularly liked about the broadcast was the lack of perpendicular pronouns which you used!" That made me feel quite chesty . . . BUT here it is Monday and I still have to use them . . . So without regard to the letter "I" here goes the tale . . .

I caught hold of this hard-to-locate lad in his office on the nineteenth floor of the Columbia Broadcasting System Building in New York City, and asserted, "Ted, the folks over to Radio Guide want you to tell on yourself and I'm the fellow they've assigned to write you up!" To his credit let it be said that he paled and fidgeted in his swivel chair. I could see I had him where he didn't want to be. "BUT," he blurted out, "I don't want to be interviewed, for fear that whatever is written about me might be misunderstood." "Have no fear," I replied, "I'll tell them what you say of yourself as if it were you writing about yourself. Then you can say only the nice things and really annoy everyone with a story that will taste of soft soap, you big smoothie." That got him, so here is what I found out about myself . . .

I was brought out in my debut in a little spot in Luna County, New Mexico . . . A town called Deming . . . The laugh is that someone once said you had to be slightly balmy to be a radio announcer, so my birth county was named quite correctly. I won't pull the other gag about having had everyone con-Deming me ever since. At a very early age, I began trekking for the East, thus disregarding that Greeley fellow entirely. The next I knew I was bathing in the Erie Canal in upstate New York, residing with my folks in the towns of Gloversville and Johnstown, the latter not being famous for a flood.

Then fortune flew the family to New York. 'Twas here that I was educated and enjoyed the last days of my youth. . . . During the years between the ages of ten and sixteen, I was mascot of the Columbia University baseball, football, soccer, swimming and basketball teams. To this day, Andy Coakley, Ed Kennedy, Reynolds Benson, Harry Fisher and many others of the Columbia coaches remember me as a gawky kid who did nothing but run for towels, keep score, shag balls and perform the thousands of other jobs that qualified me for my sports job of being chief mascot of the blue and white.

These years were the foundation of my sports knowledge, for I lived and learned with the Columbia undergraduates who were striving to make the teams. . . . It was here that I learned to love all sports and here that I indulged in practices with the "big" fellows on the varsity teams. . . . School days came and went until the war called out the youth of the Nation. I was then a member of the Stuyvesant High School Training Corps, a military adjunct of the public high school, voluntarily enlisted and not a compulsory unit. It was trained by regular army men assigned by the Government, and when the United States entered the big tiff, the whole corps, as almost one man, attempted to enter the regular army. Most of the boys were rejected for being way under the age limit, the rest either lied or proved their ages, and away they went. . . . I never went further than New York, and before I had time to capture Berlin by myself, I was discharged for falsifying my age and name. (I had used another's birth certificate) and returned to my home. Araid to stand the certain jeers of my fellow schoolmates, I entered Commerce High School in New York, where, playing baseball and football, I met Les Qualey, who is now my cleft assistant in all

We Thought You'd Like to Know And So We Went to the Fellow Who Ought to Have All The Answers—Here He Interviews Himself

By Ted Husing

sports broadcasts over the CBS network. . . . School held no thrill for me, however, so I just left all thought of it behind and with Les and others of our class, toured around with semi-pro football, baseball and basketball teams seeing the country and living easy lives as we went along. . . . A year or two of this palled on all of us and we split up to go our separate ways.

TRAVEL intrigued me; so I started my wanderings over the surface of these here now United States. . . . About the time I wound up after doing a thousand odd jobs from barking in circus carnivals to punching cows with my bare fists (or don't they do it like that?) I decided to settle down in aviation. I was with the New York Police Department's aviation division in Fort Hamilton when I first saw HER. From then on aviation was a defunct issue (at HER command, of course). In no time I was attempting to shake off the carefree background which surrounded me, in the interests of definite work, but it developed into a nice struggle between an easy carefree existence and HER.

HER won out. I became a payroll clerk with the New York Steam Corporation in New York, worked in a silk mill, with a life insurance firm, and then became a floor salesman for the Heywood Wakefield Company in their New York showrooms. So we were married. . . .

The next day I was fired. The boss thought I had been a married man all along and fired me to teach me a lesson. . . . He did. I hated furniture anyway. . . . So I went to Florida to clean up in realty. I didn't. I came home broke and bent. Dad was ill, mother was in Europe and Mrs. Husing (Bubs to you) upset about affairs.

So I read a newspaper and saw an advertisement for a radio announcer. Putting my pride in my pocket (that's

a good crack, isn't it, Mr. Editor?) I attempted to get the job. I did. But not until I had battled thru 610 applicants and fourteen days of tests to get it. I really won the job because I ad-libbed the Shenandoah disaster in a test audition the last day and kept it up for over three-quarters of an hour. The chief of staff listened with such satisfaction to this long winded blast of nothings, that his admiration carried him away and me into a job—at \$45.00 per week. . . . In those days artists usually failed to show up for their broadcasts, and since they weren't paid, no one ever really cared or bothered.

Here then was a chance for me—for when one failed to show up I had to chat their air-time until the next program was ready. With me in those days were Norman Brokenshire, Milton Cross and Lewis Reid and John B. Daniel. I couldn't write further without telling that the last named was my idea of the greatest studio announcer who ever was heard through a loud speaker. When he died, radio lost a swell fellow and a grand announcer. Jack and Broke were my two buddies and they taught me all the tricks of the trade. Milt and Lew always sobered me when I felt like blowing up.

From these early days of studio activities came the break that made me a sports announcer. It was the day before Thanksgiving, 1925, when our studio manager, Keith McLeod, showed me two tickets for the Penn-Cornell game at Philadelphia and explained that he really didn't care whether he went or not, but as long as he had the seats he'd go. As I looked at him rather enviously, he reminded himself of my sports background, and suggested I go to see the station manager, Charles B. Popenoe, and request his permission to send me down instead. I went and "CPB" approved my going.

WHEN I got to Philly, I fainted when I found out I was supposed to help observe the game for Major J. Andrew White, whom I immediately announced as the "pioneer and premier sports announcer of the world" . . . I made good with J. Andy, and 1926 found me his assistant in all the WJZ broadcasts that Fall. . . . Then when the NBC was formed in the early days of January, 1927, I resigned and went to Boston, returning in the Fall of that year to broadcast 16 games for Station WJIN in New York City.

I was on my own doing these broadcasts, and when they ended in December, Major White, by that time head of the CBS, called me up and I became a member of the personnel. That was in 1927. . . . Christmas Day to be exact. . . . Only seven of the staff working in 1927 with Columbia are left. The next year found Columbia in the midst of its sternest fight for existence, and when the political broadcasts had passed by, our success was assured. . . . All through those days, I labored in many capacities, mostly from the office side of it, losing much of my identity as a radio announcer, much to my regret. . . . During the early Spring days of 1928 however, came the one broadcast that attracted America to Columbia.

The three famed German fliers (one was Irish really) had negotiated the Atlantic, but had foundered their craft in the icy wilds of Labrador. Fearless Lloyd Bennett flew out of New York with provisions to help the isolated men. Death overtook him before his task was completed and a nation mourned a man who laid down his life for his friends. I pleaded with Major White and Herb Glover, our news broadcasting director, that this was a time when a nation would appreciate the opportunity to mourn with his relatives. Say a broadcast of the funeral. With some conviction in my pleas, approval was granted.

We had no Washington network station, so that our task of broadcasting the burial from Arlington Cemetery the next morning appeared to be a task. I rushed to Washington. I saw Army, Navy, civil and social organization heads at their homes and offices during the night and early morning. One after another they agreed to the broadcast. . . . if it was to enable the late intrepid airman. Wires were strung from Baltimore (Turn to Page 17)



Ted and his observer, Les Qualey, in action.

Sound Your \$1,000,000 "A"!

How Gene Buck and His Organization Won \$1,500,000 Annually for American Music Publishers and Song Writers

By George Bernard



GEORGE GERSHWIN



GEORGE M. COHAN



VINCENT YOUMANS



IRVING BERLIN



GENE BUCK

I KNOW a man who could buy the world for a song.

I know four men, as a matter of fact, who could buy the world for a song. They are America's "A" composers and when they sit down before a piano to sound their "A" on a new tune you can depend on it that that new tune will be careened through cornets, plucked out of pianos, moaned through microphones and burred through bassoons from Maine to California and from What Cheer, Iowa to Pinsk, U. S. S. R. or Russia, to you.

These are America's A-1 minstrels, the makers of its songs and the simon-pure, gold-buttressed Head Men at the business of giving America—and the world—the tunes it whistles in its bath, hums at the cradle and shouts over the midnight bar. They are the Messrs. George M. Cohan, Vincent Youmans, Irving Berlin and George Gershwin.

And you want to know "A" composers of what. And why shouldn't you want to know? And why shouldn't I tell you? Look: at these rates, I will tell you anything even if I don't know.

They are the "A" composers of the American Society of Composers, Authors and Publishers, the "A" boys who get a fixed and sizeable sum each year even though they never write another tune. They are the White-Haired Boys of the music business and they earn their place and their right to not less than \$6,000 a year for life by whittling out on their agile zithers an unbroken series of hit songs. That's how you—or you or you and even they—become an "A" composer with \$6,000 a year for life: you just sit down with a harmonium and a pencil and whittle out an unbroken series of hit songs.

It all really goes back to a little man named DeForest who invented, after a good deal of headache and misery, a silver-lined gadget called a radio tube. Master DeForest hooked his radio tube to this and that wire, put a screen around the business and called it broadcasting. Now broadcasting without music is like cornflakes without cream: it looks good but gets gummy after awhile. The radio stations began broadcasting songs and then theaters began putting songs through their stage loud-speakers and pretty soon hotels on land, ships at sea and dance halls anywhere you looked began putting in receivers. And all, every note of it, without even thank you to the man who wrote the songs.

A silver-haired composer-author-playwright-producer-actor and eminent thinker by the name of Gene Buck, a Detroit boy who turned one edition after another of the late Ziegfeld's "Follies" into hit shows, sat down one night and figured it all out. The radio companies were getting the music free and not even saying thank you. He determined to get thank you, anyhow. He looked out over the hills and fastened his gaze on station WOR in New Jersey. Station WOR had played "Mother Machree." It had. Did it ask permission? It did not. Would it ask permission? It would not, positively.

Master Buck hauled Station WOR into Federal Court and the sound jurist who sat benched that bright sunny morning handed down a decision which brings in the ASCAP about \$1,500,000, gives its four "A" writers not less than \$6,000 a year each and distributes the rest of it to less famous but equally deserving song-writers. That judge also started something that ended in the irritating but important little phrase: "By special permission of the copyright owners, etc."

It was Buck's claim that not only was it faintly annoying to have songs played for nothing but it was vastly annoying to see a song hit plugged so hard over the radio that within four to six weeks the public was sick to death

of hearing it, thus killing a chance for royalties for its composer. And he was so right!

Buck first got the courts to rule that the radio companies must pay for use of songs and then turned his imagination to the other problem: over-playing. He put through a by-law which gave the ASCAP complete control over release of its songs. Now it works this way: a release sheet is made up for each radio chain each day. It tells the stations what songs they can or cannot play that day and night. If a song has been played too often lately, the Society bans it from the air for awhile or reduces its use to a few stations, thus keeping it fresh in the hearts of the nation's listener-inners and keeping it alive for six months instead of six weeks.

THE first radio fee for use of a copyrighted song was \$20. From that gentle and inconspicuous double-sawbuck grew the licensing of five hundred or more stations, the largest of which pays \$37,500 a year, the smallest \$25.

Next Mr. Buck thrust his blunt wardenship at the dance halls. Did they want to play new music without going to jail for violating copyrights? They did. Okay: put the money on the line. And they do, the larger wrestling arenas putting down \$350 a year, the smallest \$5. Next hotels and floating cabarets: new music for a fee. The fee about \$400 a year each, the ruler being the number of orchestras and room radios in the building.

The movie theaters came up for whacking next: they'd pay ten cents a seat a year or they couldn't play new music. They paid. That tip-over was so easy that Buck went to the studios, just then engaging themselves in the nightmare of sound and, mostly, relying on music to popularize sound films. If they wanted music they could pay for it. Foreign rights so much, local rights so much, to a total of about \$3,000 per picture. They paid.

Here and there, by bits and chunks, Buck whipped the thieves into line and they paid off in cash, regularly, stealthily—or else. They have been paying for some years now; they have been paying and liking it because the laws that have been passed through Buck's insistence

would close them up over night and silence them forever if they didn't. There have been too many test cases won to make it worthwhile to go to court with the ASCAP.

Who says who is an "A" writer or a "B" or even a "C"? The board of governors. It meets annually and goes over each composer's and publisher's record for the year. Some move up a peg, some move back a peg and you've got to keep writing and publishing hits to remain in the top brackets and collect your share of \$1,500,000, half of which goes to the writers and half of which goes to publishers.

THREE are six classes: A, B and C; 1, 2 and 3. Writers and publishers all fall into one of the six. Now and then a Class 3 publisher will put out a song that the whole world sings. Does he move to Class A at once? He does not! He proves his right to promotion and the bigger money by publishing several more hits.

So a crisp \$1,500,000 is amassed every year and split among the boys who did the work. And how much does the man who made it all possible receive? He receives \$25,000 a year and I think he's worth every dime of it even if he never does another thing for the ASCAP. He made \$1,500,000 grow where only theft, heartaches, injustice and ingratitude grew before.

It was Victor Herbert who first began simmering over song thefts. Yep, the same Victor Herbert whose melodies fill the radio waves night after night with golden melody. A restaurant named Shanley's and Herbert's easily aroused anger actually are behind it. Herbert had a show called "Sweethearts". Shanley's had its orchestra play some of the music without permission. Herbert heard about it and decided to do something. That something was the hasty summoning of eight musical friends to a dinner, a dinner at which, after a terse but effective speech by Master Herbert, he and eight song-writing and song publishing pals formed the ASCAP.

The nine founders sued Shanley's. They also sued hotels, notably the Vanderbilt. It too had played a Herbert song. One court said "What of it?" Another court, higher bracketed, said "What of it?" Shanley's and the Vanderbilt grinned and bore down on Herbert tunes. Herbert was fit to be tied. Another State court said "What of it?" Gathering himself for a last stand, Herbert thrust the case into the Supreme Court of the United States.

Mr. Justice Holmes sent down a decision that left Shanley's, the Vanderbilt and others who had borrowed without leave gasping in their tracks. Mr. Justice Holmes ruled that songs, like chairs or padlocks or even patent shoe laces, are property. The man who designs a new type of chair owns that design and patent. So does the man who writes a book, invents a padlock or rubber shoe laces. If these are property, the work of hands, why shouldn't songs, the work of heart and brain, be property? So far as the Supreme Court of the United States was concerned songs became property, personal and definite property.

Master Herbert grinned last and longest and his anger cooled down—and Master Buck took up where Herbert left off and the thing is still spinning.

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PATHOS—or WHAT Have You?

THE bane of a comedian's life is that he is always excepted to be funny. He can't lapse into seriousness for a moment, or his friends will think he's bored with them or just plain tired.

That's the way I feel about writing about myself and my work in comedy on the stage, in the movies and over the radio. So I decided to solve the problem by mixing a little of the pathos I have known in my life with a little of the humor into this autobiographical cocktail.

So, for the benefit of that large and well-meaning group that wants its humor straight and unfettered by any too faithful adherence to the truth, here goes: I was born in the province of Kansu, China, the son of proud though Pagan Aztecs. My father was a direct lineal descendant of the great Montezuma, and read the original gally proofs of Prescott's "History of Mexico". He excelled in Egyptology, hydraulic engineering, fancy figure skating, and dillydallying. My mother was expert in the Chinese equivalent of tating, and on the day the great Chinese Derby was run at Hankow, won the shotput for women with a cast of thirty-eight feet.

My father wished me to become a pole vaulter, while mother was just as insistent that I take up the cello. An obedient child, I soon was able to clear the bar at 11 feet, 8 inches, playing the cello en route. Shortly after father had sold the film rights of the stupendous feat to a Canadian trapper, I was kidnapped by brigands. Ransom never arrived, but the ranks of my captors were finally so decimated by carabot offers that I easily managed to elude the guard after six years, and escaped.

After three months at sea, a typhoon raced out of the west. For days we tossed off ballast, and prayed and made merry, but to no avail. We—there were but two survivors—finally ran aground at the foot of Market Street in San Francisco where, for the next five months, I made an honest living selling picture postcards of the yawl which I had snapped with my camera just as the Captain and his Lascar mate had been swept to Heaven. The camera company sent me a check for \$100,000 for a testimonial commenting on the water-proof qualities of their product, a sum which I donated to a society seeking funds to outfit an expedition to find a box office in New York, where a seat could be purchased in the third row on the aisle.

Tiring of a sedentary life, I started to read the tabloid newspapers and determined to swim the English Channel. Setting off from Calais at dawn, I was within fifty feet of the wharf at Dover when, to my dismay, I discovered there was no photographer on the dock, whereupon I thrashed around and swam back to Calais. I made the return trip in six hours, and would have made it in less, had I not collided with a submarine, the Z-14.

While helping the panic-stricken crew repair the breach in the stream, I discovered that the single passenger was none other than Bella Chung, a delightful Mongolian girl, whom I had pitched horseshoes with in old Kansu. Exalted over our unexpected meeting, she slipped over the side and swam to Calais with me.

The next morning we flew to the Riviera in a monoplane that I had fashioned out of tin foil and tennis rackets, and, following a system that had been whispered to me in the streets of Calcutta by a dying Hindu, I broke the bank three nights in succession.

The Prince of Monaco, as good a guy as you would ever care to meet, told me he thought I was a great guy, too, but after that experience, he would just as soon I left Monte Carlo. So he gave me a letter of introduction to M. H. Aylesworth. And that, my friends, is how I broke into radio.

But, now that you folks are satisfied, let's wax serious for a moment, let's wax serious. I wasn't born in China. I was born in Newton Stewart, County Tyrone, Ireland on June 16, 1885. My parents, who were just plain folks, imported me to America, duty-free, eleven months later, and after shuttling back and forth so many times you would have thought Ireland was the Grand Central and America, Times Square, I finally stuck. I was sent to school in Philadelphia, but since I didn't know whether I was coming or going, I finally

The Tragical Autobiography of a Very Serious Young Man—It Has a Moral But, If You Can Find It, We'll Eat It

By Tom Howard

Tom Howard, the droll, dejected and smileless clerk of "Musical Grocery Store" . . . the epitome of the boob and the sap in his characterizations . . . vinegary of expression, slow and doltish behind heavy stage spectacles, he is as link and lean as one of Zane Grey's cowboys . . . graduated with high honors from the universities of burlesque to the musical comedy field . . . starred in four editions of the "Greenwich Village Follies", "Rain or Shine" with Joe Cook, "Smiles" with Marilyn Miller, and "The Gang's All Here" with Ted Healy . . . lives quietly on the banks of the Shrewsbury River near Rumson, New Jersey, where his bobbies are gardening, racing whippet hounds, and motor boats. Has two children, Ruth, 22, and Thomas, 9.



THE AUTHOR

"... I have never yet seen a microphone laugh when I told a joke ..."

ly decided to relieve my dizziness, and took a job in a grocery store. Oddly enough, my first job was in a grocery store, and now I'm, in a grocery store again, only this time over the radio in "Musical Grocery Store." In my first job, I drew a salary that today is the equivalent of

one very ordinary quart of synthetic gin, but today, although I'm not out of a grocery store yet, they're paying me more. But there's always a chance that the price of gin may have gone down recently.

But, so that I won't be accused of drawing a veil over my dark past, I'd better go back and begin at the beginning. Born of honest and, of course, poor parents, it was in Philadelphia that I was first attracted by the stories about actors' salaries. After rubbing elbows with the minor Latin poets and some of the blood relatives of the Greeks in the schools of what is very correctly called "The Sleepy City," I launched into the fields of commerce as a clerk for the Acme Tea Company.

In two years I had progressed from errand boy to manager, and if you're unfamiliar with the system of advancement in tea stores, let me say that is equivalent to a page boy upsetting Mr. Aylesworth of the National Broadcasting Company in twenty-four hours.

Then, for some strange reason, I decided to become a monologist, and after listening to a fellow named Cliff Gordon, then one of the leading entertainers in variety shows, I presented myself to the management of a Philadelphia theater, and convinced them that my appearance on the stage was unlikely to cause any sporadic rioting. They agreed to pay me \$15 a week, and shipped me off to Minersville, Pa. Everything went all right for a week, when suddenly I discovered that the people that had been giggling at me all week had come in on Annie Oakleys and that there was no bullion in the box office.

To make a short story shorter, I was shortly catapulted into burlesque, where the number of daily performances is regulated solely by the endurance of the actor, the endurance of the audience being limitless. My capers and conversations in these curious, if popular, cantatas, resulted in my establishment as the leading clown in such merry pastorals as "The Teddy Bear Girls," "Knick Knacks," "London Gaiety Girls," "Darlings of Paris" and sundry other musicales built upon the theory that an inflated bladder bounced off the head of a stage clergyman is the acme of humor.

This went on for years and years. I appeared in more disguises than Boris Karloff, and had become convinced I was eventually to be buried under a burlesque backdrop, when one afternoon a gentleman who was later to produce for editions of the "Greenwich Village Follies" had dined badly and came into the theater where I was doing my stuff, to rest. When he had finished resting, I had a contract. I draw no moral. I point no platitude, but I will say I was damned glad to get out of burlesque.

This was really how I got my start, although if people persist in asking me about my career, I tell them it was really due to a friend who gave me a quarter interest in the Boston company of "Desire Under The Elms."

From then on it was a succession of Broadway shows, and, later, making movie shorts in Hollywood, where I wrote, directed and acted more than fifty movie shorts which were best sellers. Burlesque, musical comedies, movies, and now radio . . . all those years of experience have only gone to prove to me that humor is fundamentally the same, regardless of what the medium of expression is. Radio differs from its consins of the stage and screen only in that it can't present visual entertainment. And that's where I have my greatest difficulty.

Joe Cook said that the reason he took me to Hollywood with him to make the screen version of "Rain or Shine" was that it took a smart man to look "dumb", and my specialty has always been to make audiences wonder how a man can live with apparently so little brains. Now, on the radio, I can't get my "dead pan" expression across, so I have to rely entirely on making my voice convey the boobish personality I have tried to build up all these years.

But, speaking of radio as I was (yes, I was, wasn't I?) it is one branch of the show business which I am still at a loss to figure out. I consider myself an old trouper, but I can't quite accustom myself to radio's ways as yet.

You spend an entire week (Continued on page 23)

HOW to BECOME a CRITIC

THANKS to the unexpected, and unprecedented, reaction to the Writer's first three articles on The Tributaries of of Radio and Their Young . . . this treatise will close the present series. That overworked phrase "By Popular Request" will not be asked to peel off its sweatclothes and rush into this paragraph in a belated effort to square, or explain, matters. Suffice it to say "I came, I saw and I spoke up."

Mark you! I am not a quitter and I am not intimidated by reports of a nation-wide rumor that has lately run awry. This unverified murmur, alleged to have emanated from the haunts of the Great Majority and purporting to bode ill "to that guy . . . if he doesn't dry his pen," leaves me cold. Forgetting to put on my underwear leaves me cold, too, but I can don it and immediately become warm again. You can't put on a rumor and get warm. A rumor has no sleeves and on the other hand your underwear cannot be circulated by word of mouth so the whole thing is silly.

I will admit that there has been an undercurrent of so-called righteous indignation sweeping the country. In several hamlets, where RADIO GUIDE rears its two-tone cover, word is brought that my typewriter has been smashed in effigy. A traveling salesman, in the dust-pan game, hitch-hiking back to his company's headquarters at South Norwalk, Conn., stopped over in New York City long enough to report that small groups were forming in front of General Stores in many of the Western towns. Inquiry revealed that most of these tiny bands were nothing but "Floating Bridge Games." (Editor's note. See Hoyle on Bridge) (Allen's note. I have seen Hoyle on the Manhattan and Brooklyn Bridges. He ignored me both times. I will explain the above term myself.)

Floating Bridge Games consist of three persons of either sex who are chronic Auction and Contract players. Homeless, as a result of recent economic calamities, these groups wander about the country continually looking for a fourth. A word about their practices may not be amiss. The spokesman for the trio will knock at the entrance to your residence and if you come to the door you're crazy. However, if you are a woman and do come out to see if the knocking is the prank of some woodpecker, the interlocutor will say, "Good morning Madam, we're looking for a fourth for bridge."

Well, sir, before you can slam the door, or grand slam it if you are bridge-minded, he will continue "We're seeking a fourth for that great Indoor Sport but the party must be reliable and also in a position to feed and shelter the three of us until such a time as our Welcome is tattered." Before you can say "What's trumps," the Floating Bridge Game is anchored in your house. The Guest Towels have to come out of your hope chest and ginger ale stains soon cover the center-table Aunt Laura gave you for a wedding present. The family album has to be fireproofed to weather the cigarette-ends and your light bill increased four hundred percent. In other words "You are in a fix." After several months of high-living the Floating Bridge Players will kick your hospitality around until it is lost and only then will they succumb to the call of Spring or the hints dropped by your husband . . . and leave.

These groups and their antics have nothing to do with How To Become A Critic but I thought it best to expose them as long as we both had the time. If your front windows are clean enough to permit you to see as far as the sidewalk, you must be prepared. Should three men suddenly appear on your veranda DON'T ANSWER THE BELL. If it is an itinerant Bridge Game, after they have rung several times, the men will go away. If, on the other hand, the men break down the front door and remove your piano from the parlor, they will be Installment Collectors . . . and the less said about them the better.

Before hailing a truck bound South Norwalkwards, the Dust-pan Salesman mentioned other menacing throngs assembled hither, thither and yon. Mob conversations ran the gamut of topics from The Return of Beer to the Departure of Hitler. Several times, according to the Dust-pan vendor, an angry voice was heard to shriek "Down with Allen" or "Up with Technocracy" but neither slogan caught on and the voice slunk back into the wilderness. I learned later that the salesman was a notorious fabricator and his entire babble nothing but the figment of the type

Being the Last of a Series of Helpful And Instructive Treatises on How to Be Almost Anything You Want to in Radio

By Fred Allen



MR. AND MRS. FRED ALLEN

Gloating over the carcass of a ferocious bull fiddle which they have slain.

of mind you would expect to find under a Dust-pan salesman's toupee. I should never have listened to him in the first place and if you have read this far, Irate Reader, you, no doubt, have learned your lesson, too. I'm sorry I ever brought up the messy discussion at this time.

HOW TO BECOME A CRITIC is our topic so let us be up and away. According to Messrs. Funk and Wagnalls, a CRITIC is: One who judges anything by some standard or criterion. (Editor's Note. See Funk on Wagnalls), (Allen's Note. See Wagnalls on Funk). (Note from a man who just looked over my shoulder. See Both of the boys on the book-shelf in your favorite Drug Store).

ADDISON once wrote, "It is ridiculous for any man to criticise the works of another . . . if he has not distinguished himself by his own performances."

Since the average man knows more about the works of Funk and Wagnalls than he does of Addison's writings, it is quite obvious that the many should be rushing about judging "anything and everything by standards and criterions" in keeping with their mental equipment and capacities. The few, on the other hand, heeding Addison's advice are about their tasks trying to "distinguish themselves by their respective performances." The deeds of the minority, it would seem, furnish subject matter for the criticism of the majority. Thus, mankind is occupied either "doing" or "undoing" and the system appears to work out perfectly. At least, as far as I am concerned.

Man is a born critic and no teacher, sage, or preacher, be he steeped in venom and blow fire from both nostrils, can teach him the Art of Criticism. The instructor may preach his Gospel of Condemnation to the multitudes with all of the gusto of the pot-bellied Sancho Panza charging

the windmills astride the wind-broken Rosinante, yet the pedantic doctrines and teachings will be wafted on the air to deaf ears. Every man at heart is a critic and the leader becomes an object of ridicule when his multitude is dispersed.

A baby crying at the sight of spinach is exhibiting a form of puerile criticism. The boy at school putting his tongue out, when the teacher's back is turned, tastes nothing but the fruits of his juvenile triumph . . . he has expressed his opinion. The old man in the wheelchair throwing his false teeth at the radio set, after the announcer has said "See your dentist even if it is only to pay your bill" . . . he, too, is a critic in what is left of his heart.

BUT these are all amateur critics. I don't know a great deal about the vast army of connoisseurs whose opinions appear daily in our newspapers. They praise and condemn everything from A to Z. From Art to Zoology if you're technical. Still, as the saying goes "A bird in the newspaper is worth two in the bush." There is no upkeep on either and consequently no exemption can be claimed in your income tax . . . which, by the way, should be a mere trifle this year. An actor, who had been roasted almost to the point of cremation after his metropolitan opening, once said, "A critic is a man with a bad stomach and the right of way." I am not familiar with the interiors of any of the prominent commentators' abdomens. Neither have I seen a critic in traffic. For these reasons, and in self-defense, you can expect no comment from me as to the value of the actor's definition. I have never caught a prominent critic stepping on Pansies, either at the Flower Show or at a call for Chorus Boys, and I have never actually seen a critic slipping porcupines into the wood-pile in an attempt to make the colored man uncomfortable. To be frank with you . . . the whole business is getting too involved.

Why should any progressive person want to become a critic? There are hundreds of other professions crying for members. Some of those, already in these professions, are crying for business but as they say, so aptly, in France; "One man's fish is another man's poisson." And don't forget . . . Crying helps the handkerchief manufacturer and the laundry man. So-o-o-o-o . . . It's an ill wind that carries the strains of Trovatore through the Opera House exits.

WHY BE A CRITIC . . . WHEN YOU CAN LEARN TO BE A BLACKSMITH THROUGH THE MAIL. The work is pleasant and, with horses on their last legs, the hours are short. If your shop goes into receivership you can always salvage enough horseshoes to play quoits in your old age.

WHY BE A CRITIC . . . WHEN YOU CAN BECOME A CARAWAY SEED SALESMAN . . . Carry your samples in your teeth. Mix Psyllium Seed with the Caraway.

WHY BE A CRITIC . . . WHEN YOU CAN LEARN TO PLAY THE SAXOPHONE . . . Pay while you play! John Simp, of Texas, was arrested for Disturbing the Peace the first day! Mrs. Dank, of Buzzard's Bay, hit her husband over the head with his saxophone and inherited \$10,000! You can do the same! Cut out the Coupon . . . and throw it away . . . before some nitwit sends it in!

WHY BE A CRITIC . . . WHEN YOU CAN LOSE A POUND A DAY . . . NON-FAT used by 100,000 people! No Dieting! No Drugs! Send for a tin of Non-Fat! When it arrives, DO NOT OPEN, take it two miles from your house and bury it three feet under the ground. Walk from your house twice a day to make sure that the Non-Fat is still buried. You will lose a pound a day . . . as well as the money you sent to us.

WHY BE A CRITIC . . . WHEN YOU CAN GROW HAIR IN 30 DAYS . . . Save yourself from baldness. A bald head is the first stage of NUDISM. A prominent RADIO COMEDIAN writes, "I tried a bottle of your ANTI-TOLPEE ELIXIR with startling results. I spilled some on the script I was rehearsing for a broadcast. The next day my jokes had WHISKERS ON THEM. YOU TOO CAN HAVE WHISKERS!"

WHY BE A CRITIC . . . WHEN THERE ARE OTHER PROFESSIONS AT YOUR BECK AND CALL . . . After all, critics are born . . . not made. If you feel that you aren't a critic, blame your parents and don't go around making nasty remarks about the author of this document. I have enough troubles for the present.



MORTON DOWNEY
... *Black cats.* ...



BARBARA MAUREL
... *Won't pass anybody.* ...



PAUL WHITEMAN
... *Afraid of elevators.* ...



MARY MCCOY
... *Hats thrown on beds.* ...



B. A. ROLFE
... *Please don't whistle.* ...

Are They SUPERSTITIOUS?

HERKIMER the Heckler and his silent, owl-like, stooge, Prying Percival, insinuated themselves into the office and oozed into the two most comfortable chairs with an air of settling down for a long, hard winter. "Here's a wow, boss," boomed Herkimer with his customary exuberance. "It occurred to me in January—Friday the 13 to be exact—when I saw Morton Downey traveling like a streak of greased lightning to head off a black cat, and I've been working on it ever since."

But a pause for identification is in order. Herkimer, may it be explained, is radio's know-all. What the stars eat for breakfast; their favorite colors; whether or not they like broccoli picnics, cold showers, or flea-circuses; how they spend their spare time; and a thousand and one other bits of miscellaneous information are Herkimer's meat, and his one overpowering obsession is the acquisition of such data, which he manages by buttonholing, wheedling, coaxing, pleading, and all the other known forms of ingenious inquisition. What matter he can't dig up in such wise is in some strange manner provided by Prying Percival, who is all but omniscient.

To get back to the black cat and the tale that hangs thereby, the incident inspired Herkimer to several weeks of creeping around the corridors of Radio Row, intent upon tracking down the superstitions of the stars to add to his ever-increasing records of radio lore. Herkimer and his able stooge did themselves proud, and the information herewith is founded upon their days and nights of vigilant research.

Radio folk in general seem to be just about as superstitious as you, and you—no more and no less than the general public, following about the same

Radio Stars Have All the Usual Taboos and Many of Them Have Invented Entirely New Varieties

By Kenneth Friede

taboos as anybody else, such as those regarding knocking on wood, walking under ladders, three on a match, and throwing salt over the shoulder. However, many do have special superstitions connected with the business of broadcasting, and others bring traditional taboos of the stage to radio. The one superstition which is both traditional and universal in radio, adhered to by singers, actors, comedians, musicians, and all of the craft is the unwritten law: Never mention an audition or a possible contract until the result is certain and the ink is dry on the contract.

When a radio artist tells about the grand audition he just gave and the contract which is practically cinched, you can be sure he's a newcomer to the air clan. Too many performers have in the past painted rosy pictures of approaching engagements only to see them vanish into thin air through one circumstance or another. This prohibition is as inviolate as the theatrical tradition which rules whistling from dressing rooms.

Another superstition connected with the business of broadcasting concerns a performer's place at the microphone. Regardless of the mike, as it usually is, many feel distinctly leary of one side or the other. Thus Charlotte Harriman, Columbia singer, and Elsie Hitz, possessor of the glamorous "Magic Voice", feel much safer and happier working at the right of the mike, while newscaster Boake Carter and Matt (Buck Rogers) Crowley favor the left.

Commentator H. V. Kaltenborn does not care which side he works at, but he is distinctly uneasy if anyone stands either directly behind or directly in front of him as he broadcasts. If they sit to the right or left of him he is free, easy, and undisturbed. Announcer Andre Baruch won't sign his name to a master-sheet (the production "log" of a program) until the entire program is ended. Whenever he has done so a mishap has marred the program. Barbara Maurel, Columbia contralto, absolutely refuses to pass anyone on the stairs or to change garments

she has donned wrong-side-out before a broadcast.

Why does Graham McNamee wear a rabbit's foot tucked away in his lower left vest pocket? . . . It's not to preserve his well known studio dignity, but to ward off bad luck! . . . Ask Graham, if you don't believe it! . . . Then there is Paul Whiteman who nurses his pet superstition every day, a fear of elevators! . . . Consider the case of the Marx Brothers, Groucho and Chico. "Don't walk under a ladder, climb it!" That's the way they dismiss the superstition problem . . .

Nellie Revell, whose birthday falls on the thirteenth of the month, raises an umbrella in her home on that day, tosses her hat upon the bed and breaks an unpopular mirror with terrible abandon . . . Nellie will even kick the black cat on that day if one crosses her path . . . As for other days, well, that's another story . . .

May Singhi Breen is so superstitious she insists upon lots of noise whenever anyone plays or lights "three on a match." To keep bad luck away May asks her husband, Peter de Rose, the song-smith (who worries when he spills salt) to send her the biggest bunch of flowers he can afford whenever she breaks a mirror, walks under a ladder or crosses a black cat's path. . .

John Shaw Young, the NBC announcer, who happens to have thirteen letters in his name, dreads to transact business on Friday the thirteenth. On that treacherous day only a veteran barber shaves him.

And incidentally there are thirteen NBC artists whose names have thirteen letters. These are: Martha Attwood, soprano; Graham McNamee, the announcer; Miss Revell and John S. Young; Robert Simmons, tenor; Baby Rose Marie; Will Donaldson, the pianist; Alois Havrilla; Patrick J. Kelly; (Turn to Page 22)

ROY ATWELL
... *Something about checks.* ...



GRAHAM MCNAMEE
... *Carries a rabbit's foot.* ...



JOHN S. YOUNG
... *Friday the Thirteenth.* ...



MAY SINGHI BREEN
... *Three on a match.* ...



BING CROSBY
... *He wears a hat.* ...



BORRAH MINEVITCH
... *No friends in front row.* ...



FREDDIE RICH
... *Hates rainy Mondays.* ...

Sunday, April 9

Features:

"Radio City Concert"

8:00 A.M.
 NBC—The Balladeers: WEAFF WOV
 CBS—Columbia Junior Bugle: WCCO WISN
 NBC—NBC Children's Hour: WJZ WENR KSTP
 KMOX—Bible Broadcaster; Bible Study
 KYW—Sunshine Program; Paul McClure
 WIBO—Swedish Services
 WTMJ—Church Services; Evangelical Lutheran Synodical Conference

8:30 A.M.
 CBS—In the Luxembourg Gardens: WABC WCCO
 WJJO—Hymn Time
 WISN—Spiritual Fellowship Program
 WTMJ—Salvation Army Program

8:45 A.M.
 CBS—Marion Carley, pianist: WCCO
 KMOX—Religious Education
 WJJO—Carolina Rounders

9:00 A.M.
 NBC—Southland Sketches: WEAFF KSTP WMAQ
 CBS—Columbia Church of the Air: WBBM KFAB WCCO
 NBC—Garcia's Typica Band: WJZ WENR
 KMOX—Salvation Army Band Concert
 KYW—Jackson Revue
 WGN—Grand Old Hymns and Old Testament
 WISN—The Watch Tower Program
 WOC-WHO—Christian Science Program
 WOW—Chapel Service
 WTMJ—"Our Club"

9:15 A.M.
 WJJO—Musical Program
 WOC-WHO—Southland Sketches (NBC)

9:30 A.M.
 NBC—Impressions of Italy: WEAFF KSTP WMAQ
 CBS—Aeolian; String Quartet: WABC KMOX WCCO
 NBC—Blue—Fiddlers Three: WENR
 KFAB—Watchtower
 WBBM—Modern Living
 WHAD—German Program
 WGN—Sunday Morning Concert
 WJJO—Cowboy Singer
 WOC-WHO—Bible Students Program; "Food for Thought"
 WTMJ—Weather Reports

9:40 A.M.
 WTMJ—Masters of Rhythm

9:45 A.M.
 NBC—Blue—Waldorf Astoria Organ Recital; Irene Harding, organist: WJZ WENR
 KFAB—Aeolian String Quartet (CBS)
 WBBM—Aeolian String Quartet (CBS)
 WGN—Victor Stonebrook
 WJJO—Mooseheart Protestant Services

10:00 A.M.
 CBS—Rhoda Arnold and Charles Carlile: KMOX KFAB WCCO
 NBC—Radio Blues: hill hilly songs: WEAFF KSTP WMAQ WOC WHO
 KYW—Sunshine Program
 WBBM—Jackson Parade
 WGN—Allan Grant, recital
 WHAD—Gospel of the Day

10:15 A.M.
 NBC—Major Bowes' Capitol Family: WEAFF WOC WHO KSTP WMAQ
 KYW—Bright Spot
 WBBM—Rhoda Arnold and Charles Carlile (CBS)

10:20 A.M.
 WGN—Sunday Morning Concert; Lewis White, baritone
 WISN—Reading Comic Section

10:30 A.M.
 CBS—Salt Lake City Tabernacle Choir and organ: WISN WCCO KFAB WGN
 KMOX—Morning Concert
 WBBM—The American Warbler
 WJJO—Happy Go Lucky Time; Art Linick

10:45 A.M.
 KSTP—Second Church of Christ Scientist
 KYW—Bowie's Program
 WBBM—The Melody Makers (CBS)

11:00 A.M.
 CBS—Salt Lake City Tabernacle: KFAB WCCO
 KMOX—Fourth Church of Christ Scientist
 KYW—Sunshine Program
 WBBM—Profess Church
 WENR—Services from Central Church
 WISN—Herman Fur Program

11:15 A.M.
 NBC—Wilson MacDonald, poet: WEAFF WOC WHO
 NBC—Radio City Concert: WJZ WMAQ
 WISN—Sunday Morning Revue

11:30 A.M.
 NBC—Pop Concert, direction Walter Logan: WEAFF WOC WHO
 CBS—Emily Deutsch's Orchestra: KFAB WCCO WISN
 WGN—"Singing Tunes"; Allan Grant

11:45 A.M.
 CBS—Street Singer: KFAB WCCO
 KYW—Household Opera Airs
 WGN—Reading the Comic Supplements
 WISN—Political Talk by Robert Hess

12:00 NOON
 CBS—Columbia Church of the Air: WABC KFAB WCCO
 KMOX—Plantation Echoes; Patti, the Banjo Wizard
 KSTP—Promenade Concert
 KYW—L'nele Bob with the Comics
 WISN—Bitter Gerner presents Hall and Rogers
 WTMJ—Household Highlights

12:15 P.M.
 NBC—Cook Travelogues; travel talks: WJZ WMAQ
 KMOX—Singer of Dreams with Organ
 WISN—Al and Woody
 WTMJ—Chris Deutsch; Zither solos

12:30 P.M.
 CBS—Lazy Dan, the Minstrel Man: WABC WBBM WCCO KMOX
 NBC—Red—Moonshine and Honeysuckle; dramatic sketch: WMAQ WOV WOC WHO KSTP
 KFAB—Trinity Lutheran Choir
 WIBO—Jerry Sullivan, songs
 WISN—The Koepfel Band
 WLS—Polish Music Hour
 WTMJ—"Your Pets and Mine"

12:45 P.M.
 KMOX—Your Eyes and Their Care
 WBBM—Norm Sherr, popular pianist
 WGN—Leonard Salvo's "Favorites"
 WIBO—Jerry Sullivan
 WISN—Rasmussen Ins. Program

1:00 P.M.
 CBS—Smiling Ed McConnell: WBBM KMOX WCCO
 NBC—Mystery Tenor: WJZ WMAQ WTMJ KSTP
 NBC—Red—Clyde Doerr's Saxophone Octet: WOW
 KFAB—Father Flanagan's Boys Band
 KYW—The Watchtower Program
 WGN—Palmer House Ensemble
 WIBO—German Program
 WISN—Orchestral Program
 WOC-WHO—International Radio Forum (NBC)

1:15 P.M.
 CBS—Albert Bartlett, the Tango King: WABC KMOX WBBM
 NBC—Red—The Pilgrims; mixed chorus: WOW WMAQ
 CBS—Wendell Hall, "the Red Headed Music Maker"; WGN WCCO WISN
 KSTP—African Adventures of Major John Hill
 KYW—Mausoleum of the Mighty
 WTMJ—Dance Orchestra

1:30 P.M.
 NBC—Golden Blossom Revue; June Pursell, contralto; Fred Hulsmith, tenor; orchestra: WEAFF WOV
 CBS—Sunday Matinee of the Air: WBBM KMOX
 NBC—"The Northwestern Chronicle; newspaper skit: WJZ KYW WTMJ KSTP WOW
 KFAB—Master Singers
 WCCO—Did You Know That?
 WGN—Bridge Club of the Air
 WISN—Peggy's Movie Chatter
 WLS—Little Brown Church
 WMAQ—Joe Green's Marimba Orchestra (NBC)
 WOC-WHO—Joe Green's Marimba Orchestra (NBC)

1:45 P.M.
 KFAB—Lancaster Bar Association
 WCCO—Paul Oberg, pianist

2:00 P.M.
 CBS—New York Philharmonic Orchestra: KFAB WISN WCCO WGN KMOX
 NBC—Wayne King's Orchestra: WEAFF KYW WOC WHO WOW KSTP WTMJ
 WBBM—Variety Hour; Norm Sherr, Jack Brooks, Billy White, Thora Martens
 WLS—Association of Real Estate Tax payers

2:15 P.M.
 WBBM—Bill Kellogg, the Druggist

2:30 P.M.
 NBC—Blue—Marcel Grandjany, banjoist: WJZ KYW
 NBC—Hour of Worship: WEAFF WOV
 KSTP—Symphonic Program
 WBBM—Special Broadcast in Christian Science Churches; "Christian Science Healing"
 WIBO—Norwegian Program
 WJJO—Church of the New Jerusalem
 WLS—John Brown, piano selections
 WMAQ—U. of C. Round Table
 WOC-WHO—The Crucifixion
 WTMJ—Prince and Princess of Song

2:45 P.M.
 KMOX—Melody Lane
 KSTP—Musical Program
 WLS—The Three Contraltos

3:00 P.M.
 NBC—Singing, the Well Spring of Music: WEAFF WOV WMAQ
 KMOX—Father Conchlin
 KSTP—Father Conchlin
 WIBO—Chicago People's Symphony Concert
 WJJO—Lithuanian Program
 WLS—Jung Garden Idyll
 WOC-WHO—The Golden Hour

3:15 P.M.
 NBC—John Seagle and Vee Lawnhurst: WEAFF WOV WMAQ WTMJ
 WLS—Phil Kalar, soloist

3:30 P.M.
 NBC—National Youth Conference: WJZ WENR
 NBC—Temple of Song: WEAFF WOV WMAQ
 WBBM—Paul Ash's Orchestra
 WIBO—National Gospel Singers
 WJJO—Mooseheart Band
 WTMJ—Dance Orchestra

3:45 P.M.
 WBBM—Up to Par, health talk
 WJJO—Dave Bennett's Orchestra

4:00 P.M.
 CBS—Roses and Drums: WGN KMOX WCCO
 NBC—National Vespers: WJZ WTMJ KSTP
 KFAB—Organ Melodies
 KYW—Blue Voices; Sports Review
 WENR—Twilight Musings (NBC)
 WHAD—Consin Betty's Children's Hour
 WIBO—Catholic Hour
 WJJO—Greek Hour
 WMAQ—Jingle Joe
 WOC-WHO—Twilight Musings (NBC)
 WOW—Twilight Musings (NBC)

4:15 P.M.
 NBC—Dream Dramas: WEAFF WMAQ
 KFAB—Sokol Singers
 WBBM—Jackie Heller, tenor; Orchestra
 WOC-WHO—Dr. Benjamin F. Martin

4:30 P.M.
 NBC—Chicago Little Symphony Orchestra; male quartet: WEAFF WOC WHO WOW WENR
 CBS—Tea Party Matinee: KMOX WHAD WCCO KFAB
 NBC—Pages of Romance: WJZ KYW KSTP WTMJ
 KSTP—To be announced
 WGN—Wayne King's Orchestra
 WIBO—Salon Recital
 WJJO—Judge Rutherford
 WMAQ—Prof. Robert H. Gault

4:45 P.M.
 CBS—Chicago Knights: WBBM KMOX
 KFAB—Omaha Chamber of Commerce
 WCCO—Rabbi Albert J. S. Gordon
 WHAD—Italian Quarter Hour
 WJJO—Neighborhood Store
 WMAQ—High School Glee Club

4:50 P.M.
 WGN—Bernie Cummins' Orchestra

5:00 P.M.
 NBC—Catholic Hour: WEAFF WMAQ WOC WHO WOW
 CBS—The Lawyer and the Public: WBBM WCCO WISN KFAB
 NBC—L'Heure Exquise; women's octet: WJZ WENR
 KMOX—Organ Hour
 KSTP—Songs and Syncopation
 KYW—Edgewater Beach Hotel Twilight Musicale
 WIBO—Monroe Fox
 WJJO—Leo Boswell
 WTMJ—Florence Bettray Kelly, pianist

5:10 P.M.
 WGN—Wayne King's Orchestra

5:15 P.M.
 KSTP—All Americans
 WIBO—Joe Springer's Sports
 WJJO—Piano Instructions

5:25 P.M.
 KMOX—Sports Reporter

5:30 P.M.
 CBS—Cathedral Hour: WCCO
 NBC—Gordon String Quartet: WJZ WMAQ WENR
 KFAB—Wallow Reveries
 KMOX—Rabbi Gordon; Jewish Service
 KSTP—Russian Art Troupe
 WBBM—Norm Sherr, pianist
 WGN—Ted Weems' Orchestra
 WIBO—Church of the Air
 WISN—Post Office Educational Talk
 WJJO—Retail Druggists
 WOC-WHO—Watch Tower Program; "Food for Thought"
 WTMJ—Feerick Vesper Quartet

5:45 P.M.
 KSTP—Ambassadors
 WBBM—Cathedral Hour (CBS)
 WENR—Dick Daring; A Boy of Today
 WLS—Rhythms and Melodies
 WISN—Political Talk by William B. Rubin
 WMAQ—Harold Van Horne, pianist
 WOC-WHO—Gertrude Huntoun Nourse
 WTMJ—Archdiocesan; Holy Name Society

6:00 P.M.
 NBC—James Melton, tenor; string ensemble: WEAFF WMAQ
 CBS—Current Events: WISN KFAB
 KMOX—Al Both and his Ambassadors
 KSTP—Amusement Bulletin
 KYW—Husk O'Hare's Orchestra
 WBBM—Frank Westphal's Orchestra
 WCCO—The Quiet Hour with Rev. Richard C. Haines
 WGN—Lillian Nicholson, pianist
 WIBO—Copeland Smith League
 WJJO—Armour Institute
 WOC-WHO—Rotary Club

6:10 P.M.
 KYW—Sports Reporter

6:15 P.M.
 CBS—Morton Downey: WABC KFAB WISN WGN
 NBC—Dr. Howard W. Haggard: WJZ WLS
 NBC—Wheatonville: WEAFF WMAQ WOC WHO
 KSTP—Bonquet of Melodies
 KYW—The Globe Trotter; News of the World
 WJJO—Concert Orchestra
 WTMJ—Wadhams Sport Flash; Waltz Girl

6:25 P.M.
 KYW—Sports Reporter

6:30 P.M.
 NBC—Great Moments in History: WJZ WLS WTMJ KSTP
 CBS—Fray and Braggiotti; Franco-Italian Piano Teau: WCCO
 KMOX—Biblic Mecker's Orchestra
 KYW—Royal Gypsy (NBC)
 WGN—Whistler and His Dog
 WISN—Peggy's Notebook
 WMAQ—Art Kassel's Orchestra
 WOC-WHO—"Wants on the Air"

6:45 P.M.
 CBS—Angelo Patri, "Your Child": WGN KMOX WCCO
 KYW—To be announced
 WBBM—Artie Collin's Orchestra
 WISN—Political talk; Robert Hess
 WJJO—War Nurse

7:00 P.M.
 NBC—Eddie Cantor; Rubiniol's Orchestra
 WEAFF WOC WHO WTMJ KSTP WMAQ WOW
 CBS—John Henry, Black River Giant: KMOX WBBM WCCO WISN
 NBC—Land Where The Good Songs Go; Frank Black's orchestra; soloist; WJZ WLS
 KYW—Mark Fisher's Orchestra
 WGN—Children's Concert
 WJJO—Sunday Meetin'

7:15 P.M.
 CBS—Andre Kostelanetz Presents: KMOX WISN WCCO
 WBBM—Flanagan's Sports Review
 WGN—Seals of the States

7:30 P.M.
 KYW—To be announced
 WBBM—Andre Kostelanetz; Mary Eastman (CBS)
 WGN—WGN Concert Orchestra
 WJJO—WJJD Jamboree
 WMAQ—Art Kassel's Orchestra

7:45 P.M.
 CBS—John Henry, Black River Giant: WISN WBBM WOC KMOX
 KYW—Chandu, the Magician

8:00 P.M.
 NBC—Warden Lawes, dramatic sketch: WJZ KYW
 CBS—Fred Allen's Bath Club Revue: WGN KMOX WISN WCCO
 NBC—Manhattan Merry-Go-Round: WEAFF WENR WOW KSTP WTMJ WOC WHO
 WBBM—Jack Brooks' Song Souvenirs
 WMAQ—Chicago Sunday Evening Club

8:15 P.M.
 WBBM—Ben Pollack's Orchestra

8:30 P.M.
 CBS—Parade of Melodies; Orchestra: WGN KMOX WCCO
 NBC—Walter Winchell: WJZ KYW
 NBC—American Album of Familiar Music: WEAFF WENR WOC WHO WOW KSTP WTMJ
 WBBM—Herb Carlin's Orchestra
 WISN—WISN Players

8:45 P.M.
 NBC—Pickens Sisters, harmony trio: WJZ KYW
 WBBM—Memories in Melody; orchestra
 WISN—Dance Orchestra

9:00 P.M.
 CBS—The Columbia Revue; All Star Variety Program: WABC KMOX WISN
 NBC—Phil Dewey and his Fireside Songs: WJZ WMAQ
 NBC—Current Government; David Lawrence: WEAFF WENR WOW WTMJ
 KSTP—To be announced
 KYW—The Globe Trotter, news
 WCCO—W. I. Nolan, "We, the People"
 WGN—WGN Concert Orchestra
 WOC-WHO—Barnsdall Program

9:15 P.M.
 NBC—Highlights and Shadows: WEAFF WOV
 NBC—Vincent Lopez' Orchestra; Pratt and Sherman, humorists: WJZ WMAQ WTMJ KSTP
 KMOX—Francis Jones, concert violinist
 KYW—Paul Ash's Orchestra
 WCCO—Columbia Revue (CBS)
 WENR—Edison Symphony Orchestra
 WGN—Tomorrow's News
 WOC-WHO—Garden Program

9:30 P.M.
 CBS—The G.ochos: WBBM KMOX WCCO WOC WHO
 KYW—The Old Apothecary
 WGN—Tomorrow's News
 WISN—The Dream Girl

9:40 P.M.
 WGN—Headlines of Other Days

9:45 P.M.
 NBC—Orange Lantern; Mystery drama: WJZ WMAQ
 NBC—Seth Parker's Neighbors: WEAFF
 KYW WOC WHO WOW WTMJ KSTP
 WBBM—Herbie Mintz' Orchestra
 WENR—Song Fellows; vocal and instrumental group
 WGN—Concert Orchestra

10:00 P.M.
 KMOX—Al Lyons' Orchestra
 WCCO—Herbie Kay's Orchestra
 WENR—Earl Hines' Orchestra
 WGN—Hal Kemp's Orchestra
 WISN—Johnny Davis' Orchestra

10:15 P.M.
 NBC—Three X Sisters: WEAFF WENR WOC WHO
 KFAB—Mystery Play
 KMOX—Sports Reporter
 KSTP—News Reports
 KYW—Sports Reporter
 WGN—Dream Ship
 WISN—Dance Orchestra
 WMAQ—Auld Sandy, Scotch Philosopher
 WOW—Cheriot Ball Room
 WTMJ—Serenaders Quartet

10:20 P.M.
 KMOX—Ralph Stein, pianist
 KSTP—Donald Novis
 KYW—Husk O'Hare's Orchestra

10:25 P.M.
 WGN—Time; Weather Forecast

10:30 P.M.
 CBS—Ted Lewis' Orchestra: WABC WCCO WISN
 NBC—Archer Gibson; organ; Frances Lanford, soloist: WJZ KYW
 KSTP—Orchestral Gems (NBC)
 WGN—Wayne King's Orchestra
 WENR—Orchestral Gems (NBC)
 WMAQ—Art Kassel's Orchestra
 WOC-WHO—Orchestral Gems (NBC)
 WTMJ—Dance Orchestra

10:45 P.M.
 KFAB—Eddie Duchin's Orchestra (CBS)
 KMOX—Jimmy Murray's Orchestra
 WMAQ—Jack Russell's Orchestra
 WOC-WHO—Orchestral Gems (NBC)
 WOW—Orchestral Gems (NBC)

10:50 P.M.
 WGN—Bernie Cummins' Orchestra

11:00 P.M.
 NBC—Dance Nocturne; William Stoess' Orchestra: WJZ WMAQ KSTP
 CBS—Ben Pollack's Orchestra: KMOX KFAB WISN WCCO
 NBC—Will Osborne's Orchestra: WEAFF WOW KYW
 KMOX—Dave Bittner's Orchestra
 WENR—Frank Libuse's Orchestra

11:10 P.M.
 WGN—Wayne King's Orchestra

11:15 P.M.
 KMOX—Ben Pollack's Orchestra (CBS)
 WMAQ—Auld Sandy; Scotch poet

11:30 P.M.
 NBC—Johnny Hamp's Orchestra: WJZ KSTP WENR
 CBS—Bernie Cummins' Orchestra: KFAB WISN WCCO KMOX
 NBC—Charlie Korr's Orchestra: WEAFF WMAQ
 KYW—Ace Brigode's Orchestra
 WGN—Bernie Cummins' Orchestra
 WOW—George Johnson, organist

11:45 P.M.
 CBS—Hal Kemp's Orchestra: KFAB WISN WCCO WGN
 KMOX—Dave Bittner's Orchestra
 WMAQ—Jack Russell's Orchestra

11:50 P.M.
 WGN—Bernie Cummins' Orchestra

12:00 MIDNIGHT
 KMOX—Jimmy Murray's Orchestra
 KYW—Husk O'Hare's Orchestra
 WBBM—Herb Carlin's Orchestra
 WENR—Earl Hines' Orchestra
 WMAQ—Art Kassel's Orchestra

12:15 A.M.
 WBBM—Artie Collin's Orchestra

12:30 A.M.
 KMOX—"When Day is Done"; Ruth Nelson
 KYW—Orchestra
 WBBM—Vanity Fair Orchestra
 WENR—Frank Libuse's Orchestra
 WGN—Hal Kemp's Orchestra
 WMAQ—Jack Russell's Orchestra

12:45 A.M.
 WBBM—Herbie Mintz' Orchestra

1:00 A.M.
 WBBM—Ben Pollack's Orchestra
 WMAQ—Larry Larsen, organist

1:30 A.M.
 WBBM—Herb Carlin's Orchestra
 WMAQ—Jack Russell's Orchestra

1:45 A.M.
 WBBM—Herbie Mintz' Orchestra

Monday, April 10

Features:

"K-Seven"

"Hour Glass"

LOG OF STATIONS

Call Kilo-Power, Location Letters cycles Watts

KFAB	770	5,000	Lincoln, Neb.
KMOX	1090	50,000	St. Louis, Mo.
KSTP	1460	10,000	St. Paul, Minn.
KYW	1020	10,000	Chicago, Ill.
WCCO	810	5,000	Minn., Minn.
WBBM	770	25,000	Chicago, Ill.
WENR	870	50,000	Chicago, Ill.
WGN	720	25,000	Chicago, Ill.
WHAO	1120	250	Milwaukee, Wis.
WIBO	560	10,000	Chicago, Ill.
WISN	1120	250	Milwaukee, Wis.
WJJO	1130	20,000	Chicago, Ill.
WLS	870	50,000	Chicago, Ill.
WMAQ	670	5,000	Chicago, Ill.
WOC-WHO	1000	5,000	Davenport, Iowa
WOW	590	1,000	Omaha, Neb.
WTMJ	620	1,000	Milwaukee, Wis.

Every effort is made to insure the accuracy of our programs at the time of going to press; however, there is the possibility of late changes.

8:00 A.M.
 CBS—Tony Wons; Are You Listenin' KMOX WISN WBBM
 NBC—Morning Glee Club; WEA F WOW
 KSTP—Breakfast Club
 WIBO—Time Signal Express
 WJJO—Happy Go Lucky Time
 WLS—Gene Antry, Oklahoma Yodeler
 WTMJ—The Old Timers

8:15 A.M.
 NBC—Current Events; Anne Hard; WEA F WOW WOC WHO
 KMOX—Morning Reveries; Hyum Time
 KFAB—Studio Program
 WBBM—Musical Gems
 WIBO—Sparkling Melodies
 WISN—Early Risers' Club
 WLS—The Book Shop; Wm. Vicklund; Emerson

8:30 A.M.
 CBS—Waltz Dreams; KMOX WISN
 NBC—Flying Fingers; WEA F WOW KSTP WOC WHO
 KFAB—Musical Clock
 WBBM—Modern Living
 WIBO—Concert Hour
 WLS—Musical Program (NBC)
 WMAQ—Moss and Jones (NBC)
 WTMJ—WTMJ Gymnasium of the Air

8:35 A.M.
 WLS—Produce Market Reporter; Livestock Reports

8:45 A.M.
 NBC—Nothing But the Truth; WJZ WMAQ
 CBS—Little Jack Little; vocalist and pianist; WABC WBBM KMOX WISN
 KSTP—Pearson's Prize Winners
 WOC-WHO—Flying Fingers (NBC)
 WTMJ—What's New in Milwaukee? Ask Mrs. Grey

8:50 A.M.
 KSTP—Flying Fingers
 WLS—Tower Topics Time

9:00 A.M.
 NBC—Breen and de Rose; vocal and instrumental duo; WEA F WOC WHO
 KFAB—Broadway or Bust
 KMOX—Melody Parade (CBS)
 KSTP—Polly the Shopper
 WBBM—Lakeside Melodies; J. Wilson Ditty, organist
 WGN—Gym of the Air
 WIBO—YMCA Exercises
 WISN—Crazy Crystal Program
 WMAQ—Women's Calendar
 WOW—Markets

9:10 A.M.
 WCCO—Dan the Decker Man
 WLS—Ifarry Steele, Hamlin's Newscast

9:15 A.M.
 NBC—Clara Lu 'n' Em; WJZ KSTP WGN WTMJ
 NBC—Morning Parade; variety program; WEA F WOW KYW
 WBBM—Chicago Dental Society Program
 WCCO—Stock; Markets
 WIBO—Frankie Marvin, cowboy ballads
 WLS—Mac and Bob
 WMAQ—Diet and Health Exercises
 WOC-WHO—Hog Flash and Farm Talk

9:20 A.M.
 WBBM—News Flashes

9:30 A.M.
 NBC—Happy Jack; WJZ WMAQ
 KFAB—University of Nebraska
 KMOX—Patty and Jean; drama
 KSTP—Department Store Parade
 WCCO—New York Stock

WBBM—Beauty Talk
 WGN—Market Reports
 WHAO—Weeping Water Crystals
 WIBO—Little Harry; King of the Kitchen
 WLS—Mildred Batz, beauty talk
 WOC-WHO—What Does Your Face Reveal?
 WOW—Talking Things Over
 WTMJ—Morning Melodies

9:35 A.M.
 KSTP—Musical Interlude
 WCCO—New York Stocks
 WGN—Leonard Salvo's Mail Box

9:40 A.M.
 KSTP—Counter Points

9:45 A.M.
 NBC—Emily Post, hostess; Edward Neill baritone; Harding Sisters, piano and organ duo; WJZ WMAQ
 CBS—The Bound Towners; WABC KMOX WBBM
 KFAB—Singing Philosopher
 WCCO—Rosehill Nursey
 WHAD—Thrifty Shoppers with Elmer and Don
 WIBO—Variety Music
 WLS—Ralph and Hal, Old Timers
 WOC-WHO—Gay Gypsies (NBC)
 WOW—Gay Gypsies (NBC)

9:50 A.M.
 KSTP—Gay Gypsies (NBC)
 WBBM—Vocal Art Trio (CBS)

10:00 A.M.
 CBS—Morning Moods; Emery Deutsch, conductor; WISN KFAB
 NBC—Singing Strings; WJZ KYW
 KMOX—Edna Wallace Hopper
 KSTP—The Reducers
 WBBM—Donald Novis, tenor
 WCCO—Jean Abbey
 WGN—Bob Forsan, tenor; Allan Grant
 WHAD—Polish Quarter Hour
 WIBO—Nick Nichols, Cartoonist of the Air
 WJJO—Variety Program
 WLS—Livestock Markets; Poultry
 WMAQ—Board of Trade

10:05 A.M.
 KMOX—Women's Program; Coyita Bunch, Sunny Joe and Margo Clark; Male quartet
 WTMJ—Weather and News

10:15 A.M.
 NBC—Hsie Mae Gordon; WJZ WENR
 NBC—Radio Household Institute; WEA F WOC WHO KSTP KYW
 WBBM—Charlie Hamp's Happyeast Program
 WCCO—Cooking School of the Air
 WGN—Happy Endings
 WIBO—Market Reports
 WISN—Globe Trotter; weather report
 WMAQ—Musical Hodge Podge
 WOW—Sonata Recital (NBC)
 WTMJ—Chloe

10:25 A.M.
 WGN—Market Reports

10:30 A.M.
 CBS—Academy of Medicine; WABC KFAB KMOX
 NBC—Rhythm Ramblers; WJZ KWK KYW KSTP
 NBC—Sonata Recital; WEA F WMAQ
 WBBM—Organ Melodies
 WENR—Jackie Heller with Phyllis and Frank
 WGN—Digest of the News
 WIBO—News Reports
 WISN—Non Partisan School Club
 WJJO—Name the Band
 WOC-WHO—Weather Forecast and Market Reports
 WTMJ—Heinie and his Boys

10:35 A.M.
 KSTP—Rhythm Ramblers

10:45 A.M.
 CBS—Rhythm Kings; WABC WISN KMOX
 KYW—Mother in law Drama
 KFAB—Ruetta Day Blinks
 WBBM—School of Cookery
 WCCO—The Singing Baker
 WENR—Sonata Recital (NBC)
 WGN—Grand Old Hymns
 WIBO—Household Guild
 WJJO—Piano Instructions
 WMAQ—Today's Children
 WOC-WHO—Sonata Recital (NBC)
 WOW—Sonata Recital (NBC)

10:50 A.M.
 KSTP—Edna Wallace Hopper
 WCCO—Rhythm Kings

11:00 A.M.
 CBS—Paul Tremaine's Orchestra; KMOX KFAB WCCO
 KSTP—School of Cookery
 KYW—Morning Melodians
 WBBM—Sally Walker and Val Sherman
 WENR—Smack Out (NBC)
 WGN—Music Weavers Program
 WIBO—Organ Interludes
 WISN—Peggy's Movie Chatter
 WJJO—WJJD Carnival
 WMAQ—Spanish Lessons
 WOC-WHO—School of Cookery
 WOW—Health Exercises
 WTMJ—Piano Pals

11:15 A.M.
 NBC—On Wings of Song; string Irlo; WEA F WOW
 NBC—John Fungary, tenor; WJZ WENR
 KFAB—Forecast School of Cookery
 KSTP—Adventures in the Kitchen
 WBBM—Virginia Clarke; Gene and Charlie
 WGN—Singing Tones; Allan Grant
 WISN—Paul Tremaine's Orchestra (CBS)
 WJJO—Randall Sisters and Jimmie Dale
 WOC-WHO—Aunt Jane's Home Management Club
 WTMJ—Tune Tinkers

11:25 A.M.
 WOW—Health Exercises

11:30 A.M.
 CBS—Concert Miniatures; WABC WISN KMOX WBBM
 NBC—National Farm and Home Hour; WJZ WOC WHO WOW KSTP KYW
 KFAB—Three Minute Melodies
 WBBM—Frank Wilson and Jules Stein
 WCCO—Markets, Stocks, News Flashes
 WENR—Organ Melodies
 WGN—Market Reports
 WIBO—Golden Gate
 WJJO—WJJD Carnival
 WIBO—Sparkling Melodies
 WTMJ—Lenten Services

11:35 A.M.
 WGN—Painted Dreams

11:45 A.M.
 KFAB—Market Reports and News
 KMOX—KMOX Today; Organ Theme
 WBBM—Julia Hayes' Household Hints
 WCCO—Minnesota Police Bulletin
 WIBO—Willox Memory Book
 WJJO—Billy Sunshine
 WLS—Weather Reports; Livestock Estimate
 WTMJ—Lenten Services

11:50 A.M.
 KMOX—Postman's Whistle; Organ Theme
 WCCO—News Bulletin
 WGN—Music Weavers

11:55 A.M.
 KMOX—Band Concert
 WLS—Harry Steele, Hamlin's Newscast

12:00 NOON
 CBS—Billy Hayes' Orchestra; WABC KMOX WBBM WCCO WISN
 KFAB—University of Nebraska
 WGN—Mid-day Services
 WIBO—Clem the Melody Man
 WJJO—I. of C. Inspirational Hour
 WLS—Tommy and Roy with Dixie Mason, soloist
 WMAQ—Jack Miles' Orchestra (NBC)
 WTMJ—Radio Rodeo

12:15 P.M.
 KMOX—Farm Service Reports
 KSTP—The Sixteen Singers
 WBBM—Edna Wallace Hopper
 WIBO—Stock Market Reports
 WJJO—Luncheon Musicale
 WLS—Dinnerbell Program

12:20 P.M.
 WBBM—News Flashes
 WIBO—Women's Club Speaker

12:25 P.M.
 WMAQ—Board of Trade

12:30 P.M.
 CBS—Palmer House Ensemble; WABC WGN KMOX WCCO
 NBC—The Merrie Men, male quartet; WJZ KSTP
 KFAB—Christian Science Reader
 KYW—Dad Pickard
 WBBM—Local Markets
 WIBO—Monroe Fox
 WISN—The Globe Trotter
 WJJO—Live Stock Markets
 WOC-WHO—Earl Ferris Program
 WOW—Markets
 WTMJ—Verifine Circus

12:35 P.M.
 WBBM—Chicago Hour

12:45 P.M.
 KFAB—Sunny Jim
 KMOX—Town and Country Speaker
 KSTP—General News Reports
 KYW—Luncheon Dance Music
 WCCO—Caterpillar Entertainers
 WIBO—News Flashes of the Day
 WISN—Palmer House Ensemble (CBS)
 WJJO—Neighborhood Store
 WMAQ—Beauty Chat
 WOC-WHO—Lotus Garden Orchestra (NBC)
 WOW—News Period
 WTMJ—Dance Orchestras

12:50 P.M.
 KSTP—Rhythmic Serenade (NBC)
 WMAQ—Rhythmic Serenade (NBC)

12:55 P.M.
 WISN—The Globe Trotter

1:00 P.M.
 CBS—National Student Federation of America Program; WISN
 KFAB—Georgie Porgie
 KMOX—Missouri Women Federated Club Program
 KSTP—Minnesota Horticulturists' Society

KYW—Correy Lynn's Orchestra
 WBBM—Cafe de Alex Orchestra
 WCCO—University of Minnesota Farm Hour

1:05 P.M.
 NBC—Words and Music; Harvey Hays, narrator; Irma Glen, organist; Lucille Long, contralto; Charles Howard, tenor; WJZ WMAQ

1:15 P.M.
 CBS—Sylvia Sapira; "The Well-Tempered Clavichord"; WBBM WISN
 KMOX—Exchange Club
 KSTP—Hotel St. Paul Orchestra
 WGN—Allan Grant, pianist
 WIBO—Reading Room, Charles Elson
 WJJO—Century of Progress Skit
 WLS—Livestock Markets, Jim Poole, Grain Market
 WMAQ—Dave Rose, pianist
 WOC-WHO—Revolving Stage (NBC)

1:20 P.M.
 WGN—Palmer House Ensemble

1:30 P.M.
 CBS—American School of the Air; KMOX KFAB WISN WCCO WBBM
 KSTP—Hollywood Happenings
 KYW—Prudence Penny; household hints
 WGN—Palmer House Ensemble
 WIBO—Frankie Marvin, Cowboy Ballads
 WJJO—Bill Billy Time
 WLS—Quartet Hour in Waltz Time
 WMAQ—Public Schools Program
 WOC-WHO—Markets
 WOW—Poem Time

1:40 P.M.
 WIBO—Theatre Reporter

1:45 P.M.
 NBC—Sisters of the Skillet; WJZ KSTP KYW
 WGN—Lawrence Salerno and Rondoliers
 WIBO—Stardom Diet
 WJJO—Variety Music
 WLS—Maple City Mour with John Brown
 WOC-WHO—Revolving Stage (NBC)
 WOW—Hotel Fontenelle Orchestra
 WTMJ—Radio Forum

2:00 P.M.
 NBC—Judy and Jane; WOW KSTP WOC WHO
 CBS—Eton Boys; WISN WCCO KFAB WBBM
 NBC—Betty and Bob; WJZ WLS
 KMOX—Home Radio Program String Ensemble
 KYW—Concert Echoes
 WGN—Happy Endings, skit
 WIBO—Radio Gossip
 WJJO—Master Works
 WMAQ—Want-Ad Program

2:10 P.M.
 WGN—The Rondoliers

2:15 P.M.
 CBS—Columbia Salon Orchestra; WABC KSTP—Have You Heard?
 WBBM—Band Music
 WLS—Martha Crane, orchestra
 WOC-WHO—P. T. A. Talk
 WOW—Omaha Vitaphone Company
 WTMJ—Afternoon Show

2:20 P.M.
 WBBM—Columbia Salon Orchestra (CBS)
 WCCO—Weather; Markets; Stocks

2:30 P.M.
 CBS—Ethel Hayden, soprano; Arthur Lang, baritone; WABC KMOX
 NBC—Women's Radio Review; WEA F KYW WOC WHO WOW KSTP
 KFAB—University of Nebraska
 WGN—June Baker, Household Management
 WIBO—Nelson Storage Program
 WJJO—Prof. Russell

2:45 P.M.
 CBS—Messner Electronic Piano; Anton Rovinsky; WABC WISN
 KMOX—Melody Three, string trio
 WIBO—Esther Bradford's Fashion Chats
 WJJO—Radio Guide Editor's Round Table
 WLS—Maple City Four; "Washboard Band"

2:50 P.M.
 WCCO—The Messner Piano (CBS)

3:00 P.M.
 CBS—Frank Westphal's Orchestra; WCCO KFAB WISN WBBM
 NBC—Radio Guild; WJZ KSTP WMAQ
 KMOX—Lawrence Spencer; The Composing Organist
 KYW—The Cadets, quartet
 WGN—Afternoon Musicale
 WHAO—Musical Composers
 WIBO—Rita Burke, songs
 WJJO—Billy, the Old Gardener
 WLS—Bicycle Boys, Fritz and Fleming
 WOC-WHO—Butternut Coffee Program
 WOW—Market Reports

3:05 P.M.
 WOW—Salon Concert Ensemble (NBC)

3:15 P.M.
 KYW—Dr. H. N. Bundesen, health talk
 WHAO—Agnes M. Kenny; Budgets
 WIBO—Graphologist
 WJJO—U. of C. Spanish Class
 WLS—The Log Cabin Boys
 WOC-WHO—Salon Concert Ensemble (NBC)

3:30 P.M.
 CBS—Columbia Artist Recital; WABC KMOX WCCO
 KFAB—Mr. Robbins
 KYW—Two Doctors with Aces of the Air; Sports
 WBBM—Daughters of the American Revolution Program
 WENR—The Three Scamps (NBC)
 WHAO—Badger Sod Busters
 WIBO—Hexin Broadcast of Modern Music
 WJJO—Cowboy Singer
 WOC-WHO—To be announced
 WTMJ—The Woman's Point of View

3:40 P.M.
 WBBM—Organ Program

3:45 P.M.
 CBS—Lon Ross and His Russian Troupe; WABC WCCO WHAD KFAB KMOX
 NBC—The Lady Next Door; WEA F WENR
 WIBO—Ford and Wallace, harmony
 WJJO—Rhapsody in Records
 WMAQ—Judge Charles S. Cutting
 WOC-WHO—Educational Talk

3:50 P.M.
 WBBM—News Flashes

4:00 P.M.
 CBS—Don Lang; Animal Stories; WBBM WISN
 NBC—Whispering Banjos; WEA F WOW
 KMOX—Mart Melodies; Ruth Nelson, pianist
 KSTP—Edward Davis, baritone (NBC)
 WCCO—Minnesota Federation of Women's Clubs
 WGN—Railway Inn, sketch
 KSTP—Edward Davies, baritone (NBC)
 WIBO—Cora Long, songs
 WJJO—Leo Boswell
 WMAQ—To be announced
 WOC-WHO—Drake University
 WTMJ—Radio Forum

4:05 P.M.
 WBBM—Howard Neumiller (CBS)

4:15 P.M.
 CBS—Fred Berrens' Orchestra; WABC WISN KMOX
 NBC—Adventures of Dick Daring; WJZ WENR
 KSTP—Concert Petite (NBC)
 WBBM—Cafe de Alex Orchestra
 WGN—The Rondoliers
 WIBO—Jeannette Barrington
 WJJO—Young Mothers' Club
 WOW—In the Playhouse with Jane
 WTMJ—Artist Bureau Personalities

4:30 P.M.
 NBC—Schirmer and Schmitt, piano duo; WEA F WMAQ WOW WOC WHO
 KFAB—Harold Hollingsworth
 KMOX—String Ensemble
 KSTP—Cecil and Sally
 KYW—Earle Tanner, tenor
 WBBM—Howard Neumiller
 WCCO—Rauona Gerhard, organist
 WENR—Irma Glen, organist (NBC)
 WGN—Paul Woods, baritone
 WIBO—Nick Nichols, "Cartoonist of the Air"
 WISN—The Globe Trotter
 WJJO—Mooseheart Children
 WTMJ—The Silver Flute

4:45 P.M.
 NBC—Paul Wing, the Story Man; WEA F KFAB—Cecil and Sally
 KSTP—Musical Moments
 KYW—Three Strings
 WCCO—Listerine Program
 WGN—Georgie Jubilee Singers
 WENR—Musical Moments (NBC)
 WISN—Isham Jones and Orchestra
 WMAQ—Silver Bird Ensemble (NBC)
 WOC-WHO—Silverberg Ensemble (NBC)
 WOW—George Johnson, organist

4:50 P.M.
 KMOX—Sports Reporter
 WCCO—Livestock Market Summary

5:00 P.M.
 CBS—Beis and Dunn, comedy and songs; WABC WISN WBBM
 NBC—Meyer Davis' Waldorf-Astoria Orchestra; WEA F WMAQ
 KFAB—Jolly Gooch Bakers
 KMOX—Enele Renns Stories
 KSTP—Children's Hour
 KYW—Illinois Federation Reporter
 WCCO—Steamboat Bill
 WENR—Pat Barnes' Children's Show
 WGN—The Devil Bird; Travel Talk
 WIBO—Hotan's Council Fire
 WJJO—Neighborhood Store
 WMAQ—To be announced
 WOC-WHO—News Review
 WOW—Gypsy Jack and Leena
 WTMJ—Our Club

(CONTINUED ON NEXT PAGE)

"Ruth Etting"

"Phil Cook"

Tuesday, April 11

(MONDAY CONTINUED)

WCCO—Steamboat Bill
 5:05 P.M.
 KYW—Mel Stitzel at the Piano
 5:10 P.M.
 CBS—The Devil Bird; travel talk: KFAB WCCO KMOX
 NBC—King Kill Kare: WJZ WMAQ
 CBS—George Hall's Orchestra: WBBM
 KYW—Mel Stitzel at the piano
 WENR—Dick Dating; A Boy of Today
 WGN—Trainload of Tunes
 WJJO—Dance Orchestra
 WIBO—Church of the Air
 WISN—Lorraine Sprimeer
 WOC-WHO—Waldorf Astoria Orchestra (NBC)
 WOW—Police Bulletins
 WTMJ—Jungle Explorers
 5:20 P.M.
 KSTP—Ruf and Redy
 WCCO—Steamboat Bill
 WOC-WHO—Johnny Johnson's Orchestra (NBC)
 5:30 P.M.
 NBC—King Kong; adventure serial: WEAFF WOV
 CBS—Skipty: KMOX WCCO WTMJ
 NBC—Three X Sisters, harmony trio; WJZ WMAQ
 KFAB—Nebraska Legislative Events; Mr. Kelso
 KSTP—Children's Hour
 KYW—Uncle Bob's "Curb-is-the-Limit" Safety Club
 WENR—Itadio Playmates
 WGN—Singing Lady (NBC)
 WISN—Show Window
 WJJO—Piano Instruction
 WOC-WHO—Skipty
 5:45 P.M.
 CBS—The Lone Wolf Tribe: WBBM KMOX WCCO
 NBC—Little Orphan Annie: WJZ KSTP WENR WGN
 NBC—Countess Olga Albani, soprano: WEAFF WOV WOV
 KFAB—Studio Program
 WIBO—Princess Pat Program
 WJJD—Howard L. Peterson, organist
 WMAQ—Old Pappy, negro impersonation
 WTMJ—Jimmy Baxter Detective Agency
 6:00 P.M.
 NBC—Walberg Brown String Ensemble: WEAFF WOV
 CBS—Milligan and Mulligan: WCCO
 KFAB—Cornhusker Trio
 KMDX—Lady of the Evening; orchestra
 KSTP—Amusement Bulletin
 KYW—Flexies Pixies
 WBBM—Bill Baar; Grandpa Burton Stories
 WENR—Young Forty Niners
 WGN—Uncle Quin, Donny Dreamer and Wishbone
 WIBO—German Program
 WISN—Story of the Day
 WJJO—Leo Boswell, songs
 WMAQ—Maude and Cousin Bill
 WOW—Crazy Water Cowgirl
 WTMJ—Heinie's Grenadiers
 6:05 P.M.
 KSTP—Consolyses
 WISN—Sports Reports of the Day
 6:15 P.M.
 CBS—Buck Rogers in the Year 2433, drama: WBBM KMOX WCCO
 NBC—Wheateneville; drama: WEAFF WOV WOV
 KFAB—Master Singers
 KSTP—Detectives Black and Blue
 KYW—The Globe Trotter; News of the World
 WENR—Century of Progress
 WGN—Concert Orchestra
 WISN—The Captivators
 WJJO—Sports Reel
 6:25 P.M.
 KYW—Sports Reporter
 WISN—The Captivators
 6:30 P.M.
 KMOX—The Old Tavern Keeper
 KSTP—Sports Review
 KYW—Correy Lynn's Orchestra
 WBBM—Penrod and Sam
 WCCO—Jin and Tom, sketch
 WENR—What's the News
 WGN—Orchestral Program
 WIBO—Jerry Sullivan, songs
 WISN—Crazy Crystal Program
 WJJO—Frankie Jaxon
 WMAQ—Concert Music
 WOC-WHO—Millie and Madge
 WDW—Hotel Fontenelle Orchestra
 6:35 P.M.
 KSTP—Concert Ensemble
 6:40 P.M.
 WCCO—The Singing Troubadour
 WIBO—Joe Springer Sports News
 WJJD—Minneapolis Shoe Co. Program
 6:45 P.M.
 CBS—Boake Carter WBBM KMOX WCCO
 NBC—The Goldbergs: WEAFF WENR WOV
 WTMJ
 KSTP—Tarzan of the Apes
 WGN—Tom, Dick and Harry
 WJJO—David Jackson
 WJJD—U. of C. Music Appreciation
 WMAQ—Sisters of the Skillet
 WOC-WHO—Biquick Band

6:50 P.M.
 WOC-WHO—Smilin' Sam
 7:00 P.M.
 CBS—Singin' Sam: WABC WMOX WGN
 NBC—Tub Eskimo Orchestra: WJZ WLS
 KSTP—To be announced
 KYW—Men Teacher's Union Speaker
 WBBM—"Dr." Rudolph
 WCCO—Tim and Tena
 WIBO—The Old Trader
 WISN—Political Talk by Robert Hess
 WJJD—Art Wright, songs
 WMAQ—Poetry Magic
 WOC-WHO—Travesties
 WOW—Hotel Paxton Orchestra
 WTMJ—Dance Orchestra
 7:15 P.M.
 CBS—The Columbians: WABC WCCO KMOX
 KSTP—Hotel Hollenden
 KYW—Crystal Room Orchestra (NBC)
 WBBM—Pat Flanagan's Sport Review
 WGN—Concert Orchestra
 WIBO—Speaker; Mayor Charles A. Bartlett of Evanston
 WISN—Political Talk by William B. Rubin
 WJJO—Rajput
 WMAQ—The News of the Air
 WOC-WHO—Home Owned Business Ass'n
 WOW—Rajput
 7:30 P.M.
 CBS—The Norsemen: WCCO
 NBC—National Opera Concert: WEAFF WMAQ WOV WOV
 CBS—Fu Manchu Mystery Stories: WGN KMOX
 KYW—Three Strings
 WBBM—Wendell Hall, "The Hedheaded Music Maker"
 WIBO—Knut and Sven
 WISN—Political Talk; Non Partisan School Club
 WJJD—Concert Orchestra
 WTMJ—Gridley Dairy Program
 7:45 P.M.
 NBC—Phil Cook and Shavers: WJZ WLS
 CBS—Howard Neumiller, pianist: WCCO
 KYW—Chandu, the Magician
 WBBM—"Chickie"; radio dramatization of famous story
 WIBO—Civic Problems
 WISN—Al and Woody
 WJJD—Prof. Russell
 WLS—Henri Deering, pianist (NBC)
 8:00 P.M.
 NBC—Greater Minstrels: WJZ WTMJ KSTP
 CBS—Chesterfield Program, Ruth Etting: WGN KMOX WISN WCCO
 NBC—Gypsies: WEAFF WMAQ WOV WOV
 KYW—Mark Fisher's Orchestra
 WBBM—Dramatic Program
 WIBO—Jack Burnett
 WJJO—Variety Program
 8:15 P.M.
 CBS—The Mills Brothers: WGN KMOX
 KYW—Mrs. Austin Young
 WBBM—Jill and Judy, "The World's Fair Reporters" (CBS)
 WCCO—Balladeers
 WIBO—Wilcox Burnett
 WISN—Political Talk; Justice J. D. Wickham
 8:30 P.M.
 NBC—Jack Frost's Melody Moments: WJZ WENR KYW
 CBS—Mysteries in Paris: WGN KMOX WCCO
 NBC—Secret Service Spy Story: WEAFF WOV WOV WTMJ KSTP
 KYW—Chicago Theater Stars
 WBBM—Dramatization
 WHAD—Fred R. Zimmerman
 WIBO—Aeolian Ladies Quartet
 WMAQ—Paul Whiteman's Orchestra
 8:45 P.M.
 WHAO—Log Cabin Days
 WIBO—Clem and Harry
 9:00 P.M.
 NBC—Contented Program: WEAFF WENR WOV WOV WTMJ
 KMOX—Heart to Heart Club
 KYW—The Globe Trotter; News of the World
 WBBM—The Adventurer's Club
 WCCO—Northwest Business Forum
 WGN—Drama of the States
 WHAO—Philip A. Grau
 WIBO—Ford and Wallace
 WMAQ—Theater of Romance
 9:15 P.M.
 CBS—Ben Pollack's Orchestra: WBBM WCCO
 KMOX—Dr. Copeland's Health Talk
 KYW—Dixie Boys
 WGN—Big Leaguers and Bushers
 WHAD—In Grandfather's Time
 WIBO—Maisonette Russe
 9:30 P.M.
 CBS—Edwin C. Hill: WABC WISN WCCO
 NBC—National Radio Forum: WEAFF WOV WOV
 KMDX—Buddy, Zeb and Orto
 KSTP—Whoopie John's Orchestra
 WBBM—Jackie Heller, tenor; orchestra
 WENR—Cyril Pitts in Magic Melody

WGN—Tomorrow's News
 WIBO—Pleasant Street, skit
 WMAQ—Hour Glass
 WTMJ—U. of W. Athletic Review
 9:40 P.M.
 WGN—Headlines of Other Days
 9:45 P.M.
 CBS—Myrt and Marge: WBBM KMOX WCCO
 KSTP—Four Voices
 WENR—To be announced
 WGN—Minstrel Show
 WIBO—B. & K Reporter
 WISN—Political talk by William J. Morgan
 WMAQ—To be announced
 9:55 P.M.
 KYW—Sports Reporter
 10:00 P.M.
 NBC—Amos 'n' Andy, comedians: WJZ WMAQ WENR WTMJ KSTP
 CBS—Howard Barlow's Columbia Symphony Orchestra; Charles Carille, tenor; Mildred Rose, soprano: KFAB WISN KMOX—Air Topics
 KYW—Sports Reporter
 WCCO—Herbie Kay's Orchestra
 WIBO—Doctor Andrew Dobson, songs
 WOC-WHO—The Bluebirds
 WOW—World-Herald News Period
 10:15 P.M.
 KMOX—Sport Squibs; France Laux
 KSTP—News Reports
 KYW—Octavus Roy Cohen Short Story Dramatization (NBC)
 WENR—Johnny Johnson's Orchestra (NBC)
 WIBO—Broadcast of Famous Music; Artist: Mino Bonahli, baritone
 WMAQ—Dan and Sylvia; drama
 WOC-WHO—Legion Program
 WOW—Midland College Hour
 WTMJ—"Lest We Forget"
 10:25 P.M.
 KMOX—Band Concert
 KSTP—Musical Interlude
 WGN—Weather Report
 10:30 P.M.
 NBC—Manhattan Guardsmen: WJZ KSTP
 CBS—Abe Lyman's Orchestra: WABC WISN WCCO WGN KFAB
 NBC—Phantom Gypsy: WJZ KSTP WENR
 KMOX—Al Lyon's Orchestra
 KYW—Jack Russell's Orchestra (NBC)
 WIBO—"Voice of the Silvery Horn", Musical Program
 WMAQ—Waldorf Orchestra (NBC)
 WOC-WHO—Organ Program
 WTMJ—Dance Orchestras
 10:45 P.M.
 WMAQ—Jingle Joe
 WOW—Soloist
 11:00 P.M.
 CBS—Leon Belasco's Orchestra: WCCO KFAB WISN
 NBC—Bert Lown's Orchestra: WJZ WENR
 KMOX—Jimmy Murray's Orchestra
 KSTP—Bert Lown's Orchestra (NBC)
 KYW—Correy Lynn's Orchestra
 WGN—Hal Kemp's Orchestra
 WIBO—Henri Gendron's Orchestra
 WMAQ—Mark Fisher's Orchestra
 WOC-WHO—Salomint Program
 11:15 P.M.
 KMOX—Harvey Lankford's Orchestra
 KSTP—Hotel Park Central Orchestra
 WGN—To be announced
 WIBO—Maisonette Russe
 WMAQ—Vincent Lopez' Orchestra (NBC)
 WOC-WHO—Vincent Lopez' Orchestra (NBC)
 WOW—Vincent Lopez' Orchestra (NBC)
 11:30 P.M.
 NBC—Maxim Lowes' Orchestra: WJZ WMAQ
 CBS—Ozzie Nelson's Orchestra: WABC KFAB WISN WCCO KMOX WGN
 NBC—Hollywood on the Air: WEAFF WOV WOV WOV KSTP
 KYW—Mark Fisher's Orchestra
 WIBO—Henri Gendron
 11:45 P.M.
 WIBO—Marvin Luster, Oriental Garden Orchestra
 12:00 MIDNIGHT
 KMOX—Jimmy Murray's Orchestra
 KSTP—Hotel St. Paul Orchestra
 KYW—Correy Lynn's Orchestra
 WBBM—Cafe de Alex Orchestra
 WENR—Organ Melodies
 WGN—Hal Kemp's Sky Riders
 WMAQ—Tweet Hogan's Orchestra
 12:15 A.M.
 KSTP—Radisson Hotel Orchestra
 WBBM—Herb Carlin's Orchestra
 12:30 A.M.
 CBS—Maurie Moret's Orchestra: WABC WBBM
 KMOX—Harvey Lankford's Orchestra
 WBBM—Vanity Fair Orchestra
 WENR—Earl Hines' Orchestra
 WMAQ—Dean Fossler, organ
 1:00 A.M.
 WBBM—Ben Pollack's Orchestra
 1:30 A.M.
 WBBM—Maurie Moret's Orchestra
 1:45 A.M.
 WBBM—Herb Carlin's Orchestra

8:30 A.M.
 NBC—Moss and Jones, songs and patter: WJZ WMAQ
 NBC—Masqueraders: WEAFF WOV WOV WOV KSTP
 KFAB—Musical Clock
 WBBM—"Modern Living," Harold Fair, pianist
 WIBO—Concert Hour
 WISN—Early Risers
 WTMJ—WTMJ Gymnasium of the Air
 8:35 A.M.
 WLS—Musical Program
 8:45 A.M.
 CBS—Little Jack Little, vocalist and pianist: WABC KMOX WISN
 NBC—Mrs. Anna Roosevelt Dall; WEAFF WOV
 KSTP—Pearson's Prize Winners
 WBBM—Cantox Melodies
 WMAQ—Nothing But the Truth (NBC)
 WOC-WHO—Favorite Foods
 WTMJ—What's New in Milwaukee? Ask Mrs. Grey
 8:50 A.M.
 KSTP—Soloist
 WLS—Gene Antry, Oklahoma Yodeler
 9:00 A.M.
 CBS—Morning Moods KMOX KFAB
 NBC—Musical Melange; concert orchestra: WJZ KYW
 KSTP—Polly, the Shopper
 WBBM—Jean Abbey
 WGN—Keep Fit Club
 WIBO—YWCA Exercises
 WISN—Crazy Crystal Program
 WMAQ—Women's Calendar (NBC)
 WOC-WHO—Library Talk
 WOW—Market Reports
 9:05 A.M.
 WOW—Chicago Ensemble (NBC)
 9:10 A.M.
 WLS—Harry Steele, Hamlin's Newscast
 9:15 A.M.
 NBC—Morning Parade; variety program: WEAFF WOV
 NBC—Clara, Lu 'n' Em: WJZ KSTP WTMJ WGN
 KYW—J. B. and Mae
 WBBM—American Medical Ass'n Program
 WCCO—Beauty Program
 WIBO—Frankie Marvin, cowboy ballads
 WLS—Mac and Bob
 WMAQ—Civics Talk
 WOC-WHO—Hog Flash and Farm Talk
 9:20 A.M.
 WBBM—News Flashes
 9:25 A.M.
 WCCO—Rap In-Wax Program
 9:30 A.M.
 CBS—Madison Singers: WABC KMOX
 KFAB—University of Nebraska
 KSTP—Department Store Parade
 KYW—Radio Photos
 WBBM—Beauty Chat; Harold Fair, pianist
 WGN—Market Reports
 WHAO—Weeping Water Crystals
 WIBO—Little Harry, King of the Kitchen
 WLS—Cumberland Ridge Runners
 WMAQ—Happy Jack (NBC)
 WOW—Talking Things Over
 WTMJ—The Personality Girl
 9:35 A.M.
 KSTP—Musical Interlude
 WCCO—New York Stocks
 WGN—Leonard Salvo's Mail Box
 9:40 A.M.
 KSTP—Schunemanns and Mannheimers
 9:45 A.M.
 CBS—Melody Parade; Vincent Sorey, conductor: WABC WBBM
 NBC—Singing Strings: WJZ KYW
 KMOX—Organ Melodies; Ken Wright
 WHAD—Thrifty Shoppers with Eimer and Don
 WIBO—Variety Music
 WLS—Ralph and Hal, "The Old Timers"
 WTMJ—Want-Aid Romances; Edna Wallace Dopper
 9:50 A.M.
 KFAB—Studio Program
 KSTP—Green and de Rose (NBC)
 10:00 A.M.
 CBS—The Old Timers: WABC KFAB
 NBC—"Your Child"; Dr. Ella Oppenheimer: WOV WOV
 KMOX—Women's Program; Sunny Joe and Sad Sam; Peggie Sleeper and Margo
 KSTP—The Reducers, skit
 KYW—Rose Vanderbosch, pianist
 WBBM—Donald Novis, tenor
 WCCO—The Butter Krust Man
 WGN—Allan Grant, pianist
 WHAD—French Lesson
 WIBO—Nick Nichols, Cartoonist of the Air
 WJJD—James Weber Linn, U. of C.
 WLS—Livestock and Poultry Markets
 WMAQ—Singing Strings (NBC)
 WTMJ—Weather and News Flashes
 10:15 A.M.
 CBS—Vincent Sorey's Orchestra: WABC KMOX WCCO
 NBC—Gilda Fonarivova, soprano: WJZ
 NBC—Frances Lee Barton. WEAFF WOV
 WJZ KSTP WTMJ WMAQ
 KFAB—Mildred's Music
 KYW—Garfield Park Garden Program
 WBBM—Charlie Hupp's Happyest Hour
 WENR—Musical Program

WGN—Melody Favorites
 WIBO—Market Reports
 WISN—The Globe Trotter, weather report
 10:25 A.M.
 WGN—Market Reports
 10:30 A.M.
 NBC—U. S. Army Band: WEAFF KYW KSTP
 KFAB—Vincent Sorey's Orchestra (CBS)
 KMOX—St. Louis Medical Society
 WBBM—Through the Looking Glass
 WENR—Jackie Heller; Phyllis and Frank, sketch
 WGN—Digest of the Day's News
 WIBO—News Reports
 WISN—Vincent Sorey's Orchestra (CBS)
 WJJO—Name the Band
 WMAQ—Here's to Charm
 WOC-WHO—Markets
 WTMJ—Hebbie and His Boys
 10:45 A.M.
 CBS—Ben Greenblatt, pianist: KMOX WISN WBBM
 KFAB—Kuetta Day Blinks
 WENR—Rhythm Ramblers; Stokes' Orchestra (NBC)
 WGN—Music Weavers
 WIBO—Household Guild
 WJJO—Piano Instructions
 WMAQ—Today's Children
 WOC-WHO—U. S. Army Band (NBC)
 WOW—U. S. Army Band (NBC)
 11:00 A.M.
 NBC—Smack Out: WJZ WENR
 CBS—Buddy Harrod's Orchestra: KFAB WCCO
 NBC—Johnny Marvin, tenor: KSTP WOV
 WOV WOV WMAQ
 KMOX—Happy Kitchen
 KYW—The Two Doctors
 WBBM—Miracles of Magnolia
 WGN—Morning Musicals
 WIBO—Organ Interludes
 WISN—Peggy's Movie Chatter
 WJJD—WJJD Carnival
 WDW—Health Exercises
 WTMJ—Jim Wright
 11:15 A.M.
 KSTP—Organ Pictures
 KYW—Morning Melodians with Della Batten
 WBBM—Virginia Clark; Gene and Charlie
 WCCO—Art Institute of the Air
 WGN—Singing Tones; Allan Grant
 WISN—Buddy Harrod's Orchestra (CBS)
 WJJO—Randall Sisters and Jimmie Dale
 WOC-WHO—Aunt Jane's Home Management Club
 WOW—Frances Lee Barton
 WTMJ—Black and Gold Ensemble
 11:25 A.M.
 KSTP—National Chemical Co. Program
 WOW—Health Exercises
 11:30 A.M.
 CBS—Concert Miniatures: KMOX WISN
 NBC—National Farm and Home Hour: WJZ KYW WOV WOV WOV
 KFAB—Three Minute Melodies
 WBBM—Frank Wilson and Jules Stein
 WCCO—Stocks, Markets
 WENR—Home Service; Mrs. Anna Peterson
 WGN—Market Reports
 WIBO—Golden Gate
 WJJD—WJJD Carnival
 WMAQ—On Wings of Song (NBC)
 WTMJ—Lenten Services
 11:35 A.M.
 WGN—Painted Dreams
 11:45 A.M.
 KFAB—Market Reports and News
 KMOX—KMOX Today; Organ Theme
 WBBM—The Merry Maes, harmony team
 WCCO—Minnesota Police Bulletin
 WIBO—Wilcox Memory Book
 WJJO—Billy Sunshine
 WLS—Weather Report; Livestock Estimate
 WTMJ—Lenin Services
 11:50 A.M.
 KMOX—Postman's Whistle; Organ Theme
 WCCO—News Bulletin
 WGN—Good Health and Training Program
 11:55 A.M.
 KMDX—Band Concert
 WLS—Harry Steele's Hamlin's Newscast
 12:00 NOON
 CBS—Marie, the Little French Princess: WABC WBBM KMOX WCCO
 KFAB—University of Nebraska
 WGN—Mid Day Services
 WIBO—Clem the Melody Man
 WISN—Radio Luncheon Club
 WJJD—U. of C. Inspirational Hour
 WLS—Jung Garden Corner
 WMAQ—Classic Varieties (NBC)
 WTMJ—Radio Rodeo
 12:15 P.M.
 CBS—Vincent Travers' Orchestra: WABC WISN WCCO
 KMOX—Market Reports
 WBBM—Local Markets
 WIBO—Stock Market Reports
 WJJO—Luncheon Musicale
 WLS—Dinnerbell Program
 12:20 P.M.
 WBBM—News Reports
 WIBO—Reading Room
 12:25 P.M.
 WMAQ—Board of Trade

THE INSIDE STORY! What is more fascinating ever? They are the seasoning of life, these elusive, unknown, colorful, often thrilling incidents in the careers of celebrated men and women, the queer twists and quirks of fate that gave them their start, or turned them into the road that led to fame. Little things, many of them, mere "happen-sos," yet the mysterious operations of destiny which make men and women the champions in their field.

That is the thought, the groundwork, so to speak, which is utilized in the every Friday night presentation over the network of the Columbia Broadcasting System of the now famous program of "The Inside Story." When the present sponsor of the program began to look about for a radio idea—for something new in radio entertainment, it went to the advertising firm of Batten, Barton, Durstine and Osborn for suggestions. It had been my good fortune to work with that alert and experienced firm for more than a year in creating entertainment over the air. And so we sat down and talked it over.

Roy S. Durstine, general manager of the firm; Bruce Barton, its internationally celebrated president; Arthur Pryor, son of the famous bandmaster of the same name; Herbert Sanford, one of the principal radio entertainment producers of the firm, and myself sought for a plan, a pattern, which would combine entertainment with attractive information about well known and interesting people, and which could be produced dramatically and always with good taste. And finally, due, I suppose, to my own long newspaper career and experience in interviewing "headliners" and in getting at the "inside story" of their lives, we hit upon the program that is now the Friday night feature of Columbia's presentations.

Almost immediately the careful and arduous labor of preparing the individual programs fell into a natural and ordered groove. We started with the inside story of Babe Ruth—of the incident that made the greatest of home run hitters and the most colorful figure in sport the national character he is today. First of all, it was necessary to make an appointment with the Babe and "turn him inside out," that is to say, to talk to him and get from him every possible fact and incident about his whole life from childhood to the present day. There were three of those interviews with the Babe in his apartment in New York, and after the third interview Mr. Sanford and I had a great mass of information and material, covering Ruth's whole life from the time he was a small boy in St. Mary's School in Baltimore until this year of grace, 1933. Naturally, much of the material was discarded, as already well known, trivial or unsuitable to dramatic presentation. But the residue was priceless and, when put in shape, presented an entirely new Babe Ruth, painted a picture of Ruth that had not been visible to the American public.

The next job was for me to write a personality and character sketch of the great man of baseball—not a biographical sketch crowded with dates and dull facts—but a portrait in words—a mental and physical picture of the man who is the idol of the American boy. The next step was to prepare an interview which would definitely follow the opening talk, the character sketch. This had to be easy and conversational, so arranged that it dealt with only the highlights of the Babe's career, the things which were interesting but which did not lend themselves to dramatization. And the third step in preparing the pattern of the program was to select incidents for dramatization and to create them, with dialogue and sound effects. With such a career as Ruth's this was simple. The climax of the dramatic presentation was the crucial moment of the world's series baseball games in Chicago last year, when the Babe's heavy artillery ruined the hopes of the Chicago Cubs while fifty thousand people went crazy with excitement.

WOVEN through these parts of the program, and as a background, is the music supplied by Nat Shilkret and his orchestra of thirty-five pieces, the music never becoming obtrusive but always finding its appropriate place in illustrating the narration, the dialogue or the dramatization. The method followed with Babe Ruth is the method, generally speaking, that we have followed with Jerome Kern, the noted composer; with John McCormack, Amelia Earhart, Warden Lawes, George Gershwin, Ely Culbertson, Ethel Barrymore and Joe Cook. In every instance the technique has varied because of the utterly different personalities dealt with, but that, as I say, is the general method. The effort first of all is to find the inside story, and to use that as the central theme.

Everyone has an "inside story" that plays an important role in formulating the pageant of his life. I cite my own as an example of what I mean.

I was born in the small town of Aurora, Indiana. My father was a country superintendent of schools and my mother was a teacher. If the laws of inheritance and environment stand for anything, the charts would certainly have shown me as an instructor of some sort. Proceeding along the charted course, I might have aspired to a professorship, if I were sufficiently diligent. Perhaps the fates had decided that I was to be a politician, for upon looking through the family genealogical records, I find that way back in 1424 I had an ancestor named Sir John Russell. He was a fine upstanding gentleman, and held the position of Speaker of the House of Commons.

But things turn out differently, entirely unexpectedly. For a time I was a student at the University of Indiana. My English professor was trying to show his students the value and force of clear, vivid colorful English. In order to show us exactly what he meant, he used copies of the *New York Sun* for purposes of illustration. We were made to study the technique of the writers who contributed to that great newspaper. Had not the English professor used *The Sun* in class

work, it is hardly likely that my mind would have been turned to newspaper work.

That is my own "inside story"—a little thing which changed the course of my life. I determined that some day I would write for *The Sun*. I started as a reporter for an Indianapolis newspaper without salary, he in Fort Wayne and Cincinnati. And then I met that I just had to work on the *New York Sun*, New York and by persistent effort finally landed all

In the days to come I was to learn many in association with such men as the late Frank and Will Irwin, the ace reporters of their day, rules of the fastest game in the world. I was to approach people, to get close to them, to judge and to gather narratives of the episodes which brought national fame.

MY duties took me all over this country and Europe. For the most part I was stationary, where most of the world's great turn up or other. Over a period of years it has been my to interview at least one thousand men and women either world figures of national or international fame. It is rather an appalling thing to go back even of names. Among the Presidents of the United States Roosevelt, Woodrow Wilson, William H. Taft, Wa Calvin Coolidge, Herbert Hoover and Franklin D. Roosevelt. Among the jurists were Elihu Root, Chief Justice Hughes, Senator Thomas A. Walsh, Samuel Un Max D. Steuer. I have known intimately Bobby Wills, Bill Tilden, Babe Ruth, Jack Dempsey and Captains of industry and noted evangelists have enough to receive me on most friendly terms. I have enjoyed the confidences of men like Alfred E. Smith, Jimmy Walker, James A. Farley, Huey P. Long, Senator Bob Wagner, Jouett Shouse and Louis McHenry Howe. I have interviewed distinguished soldiers and sailors including Admiral William S. Sims, General Pershing, Marshal Foch, Marshal Joffre, General Hugh A. Scott, Lord Kitchener, Marshal Nogi of Japan, Admiral Togo of Japan and Admiral Bob Evans. Among the foreign diplomats and statesmen with whom I have talked are Lloyd George, MacDonald, Viviani, Briand, Laval and Mussolini.

The interesting thing to me in interviewing these celebrated people is not so much what that person says, but what that person is. Very often this is brought out, not by some long and ponderous dissertation on politics, economics or world affairs in general, but by some trivial comment, story or incident which really brings the "interviewee" into focus. Such a thing happened when I talked to the late Ivar Kreuger in the only interview he ever gave a newspaper man in America. An unexpected remark by Kreuger gave the clue to his character. He told me one afternoon as we were looking out of the window over New York's charming



JOHN MCCORMACK
He owns those high notes. . . .

"INSIDE STORY"

Originator of Popular
CBS Celebrity Program
Tells Us All About It
By Edwin C. Hill



EDWIN C. HILL
He says
His book is a best seller. . . .

rao entertainment. How is this done? Our first problem was effectively to get the various "inside stories" into the microphone. Well, we could do it this way. Babe Ruth could be invited to appear on the program and be told to prepare in advance a fifteen-minute paper concerning himself. The orchestra could be instructed to get up a few selections reminiscent of the ball park which could be played between paragraphs while the Babe caught his breath. I could introduce him, and when he had finished his little piece, I could thank him very much for coming up for the broadcast. That would be pretty cut and dried, wouldn't it?

production. Here is a program that combines all the best elements of the ordinarily satisfying radio entertainment. What are the components of such a presentation? Drama? Music? Humor? News? Personalities? They are all there, worked out into what should be an exceptionally pleasing pattern.

Before the inauguration of the "Inside Story" series, the broadcasting of entertainment was divided into three categories: the purely dramatic sketch, the musical program with or without masters-of-ceremonies or comedians, and the news program which was either a statement or interpretation of facts or dramatizations of them. The new series combines all the essentials of the three types, discards the unimportant elements and sets a new style of

production. Here is a program that combines all the best elements of the ordinarily satisfying radio entertainment. What are the components of such a presentation? Drama? Music? Humor? News? Personalities? They are all there, worked out into what should be an exceptionally pleasing pattern.

Instead we have chosen another method. The program directors decided that the best method to get our "inside story" across would be by a well-balanced combination of narration, dramatization and informal conversation. And that is the way it has been working out. Of course, the variety of people from whom we have to choose makes it impossible to outline any fixed routine. All of the celebrities we have invited to the microphone and who will appear in the future are so vastly different that the program structure must of necessity have a great deal of elasticity.

AT the beginning of the program it is customary for me to introduce our visiting celebrity to the audience. For a minute or two we talk casually as you or I would on meeting any acquaintance. At this stage, as we do throughout, we try to keep away from anything that resembles in the slightest degree the formal or the stilted. The reason we do this is so that you can judge for yourself exactly what manner of man or woman we have before us. Then I try to paint an accurate word picture of the guest. Having heard what he sounds like, you may then visualize him as if he were sitting in your own parlor chatting easily, informally, without restraint.

As we get along with his story a particularly interesting or amusing incident comes along. In order that you may see exactly how it happened, we dramatize it. This is for the purpose of re-creating it and getting you into the feel of the story yourself. For by witnessing a well-produced reenactment of an event, you are bound to get the sensation of seeing it through your own eyes and therefore getting closer to the individual on whom we are centering the spotlight for the evening. Once again we switch to more informal conversation or to narrative, and then back to dramatization. All the time, we have one interest in mind—to bring you as complete a picture of the human, personal side of the visiting celebrity and to make you feel that you yourself are witnessing the drama, the pathos, the humor, the trials and tribulations, the successes and failures of the person we have with us. And toward the deadline of the program, we get him to reveal the "Inside Story" of the event which has made his name a familiar one to you.

The generalissimo of this program is a young man whose name you probably don't know and seldom, if ever, have heard. He is Herbert Sanford, a fine musician and a born show-

man. He is a master, young as he is in producing radio entertainment. He has a flair for the dramatic. While at college, he was a prime mover in the activities of the famed Princeton Triangle Club shows. He is assisted by Charles Underhill, a Harvard graduate, and occasionally by Donald Stauffer, that capable young man who was in charge of producing the "March of Time." Like Sanford, Stauffer attended Princeton and was active in the Triangle Club. The latter's chief work in the "Inside Story" broadcasts is concerned with aiding in the preparation of the scripts. Sanford is the master—thorough, exacting, sensitive and a grand showman.

ANOTHER whose role in the production of the program is extremely important is the noted composer and musical director Nat Shilkret. Nat has had an amazing career in the American musical world. With a heritage of musical ability, he has become a master in his field. Through his work for many of radio's outstanding sponsors, he has been in friendly contact with numerous captains of industry and business executives. The great in the world of his art have likewise been his intimate acquaintances. While still a youngster, he joined a leading symphony orchestra in New York. Since those days, he has been a member of many of the leading musical organizations of the country and has been guided by many of the outstanding maestri of the generation.

Nat was never one, though, to be satisfied with a secondary position. He wanted to be in a position where he could direct and create. And that he has done and is doing every day. Some of the favorite popular tunes of the day have come from his facile pen. I cite just one, "Jeannine, I Dream of Lilac Time." It was a best-seller for many months. But he has written other things, classics and semi-classics, ranging from selections for full orchestra to compositions for an intimate and small instrumental group or even for a single instrument. He has written scores for sound pictures and has even tried his hand at opera. In addition as an arranger and conductor, he has few peers. A versatile gentleman is Nathaniel Shilkret—a "musicians' musician."

But when Nat was invited to take charge of the music on the "Inside Story" programs, he knew it would be a hard job. His resourcefulness would be put to a test, and he accepted, eager to get started. This is what he had to say after he had heard the preliminary audition in September, "I felt that a new trend in radio had been started. The 'Inside Story' will call for expert scoring; the music must be important without being obtrusive."

And this is what he meant. He would have to call forth his full powers of composition, arrangement and instrumentation. Each week he has before him the task of writing and orchestrating a new score for the thirty-five piece ensemble, together with the group of singers, under his direction. It is fortunate that his great hobby is reading, for his task in the "Inside Story" programs is to fit the mood of his music to widely varying dramatic situations. Without the imagination fired by a genuine liking for history and literature, any conductor would be at a loss in this role. His problem is to fashion a smooth pattern by knitting together the narrative, the dramatizations and the informal conversations into a fast-paced, harmonious entity. The scores must furnish more than is ordinarily understood in radio production by "musical background." He has to scheme subtle dramatic transitions in terms of music. In order to do this, Nat must have as thorough a knowledge of our guest personality as the rest of us.

SO that is a brief picture of the mechanical processes that go into making our "Inside Story" programs the vehicle for carrying the news message of the Socony-Vacuum Corporation. To date we have unearthed, I believe, some interesting "inside stories." There is the incident that changed Babe Ruth's career. Years ago the Babe was running wild. He was throwing his money away, breaking the rules. A group of his friends got together and told him what a fool he was making of himself. And Ruth is the first to admit that the episode was the turning point in his career and made him the outstanding figure of baseball—a national institution. Then there is the incident which brought George Gershwin into the limelight. He was sitting at home one day when his eye, by chance, fell on a two-line notice in the music section of a newspaper. The result was the "Rhapsody in Blue" and an important contribution to the development of modern music. We heard recently how Lady Luck played an important role in the life of Ely Culbertson. He was in a casino in Paris, playing his last few francs. A boor trod on his toe and offered insult instead of apology. They stepped outside to settle the argument which followed and when he returned Culbertson had won a fortune, just because, unknowingly he had left 20 francs of money on the red, which had come up thirteen straight times. We have heard other amazing "inside stories"—the one about Amelia Earhart's epoch-making flights, the "inside story" of Ethel Barrymore's eminence in the theater and of Jerome Kern's creation of "Show Boat" after Edna Ferber had told him he was "crazy".

Our future broadcasts promise to bring you many more exciting, interesting, human "inside stories" of the names that make news. If we are able to make you feel that you have a ringside seat in the arena of life, if we are helping you to understand the sometimes hidden facts about the personalities who are accomplishing worthy acts, if we are successful in bringing to you the fascinating backgrounds of the persons who are our leaders today in various activities and thus help you better to appreciate them and the things that they are doing, then all of us connected with the "Inside Story" programs will feel that we will have done a good job.



ETHEL BARRYMORE
She knows her histrionics. . . .



WARDEN LEWIS E. LAWES
Even criminals like him. . . .



"BABE" RUTH
Young boys idolize him. . . .



AMELIA EARHART
London acclaimed her. . . .

Wednesday, April 12

Features:

"Senators vs. Athletics"

8:00 A.M.
 CBS—Tony Wons, "Are You Listenin'?"
 KMOX WISN WBBM
 NBC—Morning Glee Club; WEAFF WOW
 KSTP—Breakfast Club (NBC)
 WIBO—Time Signal Express
 WJJD—Happy Go Lucky Time
 WLS—Gene Autry; Oklahoma Yodeler
 WMAQ—Breakfast Club (NBC)
 WTMJ—The Old Timers

8:15 A.M.
 NBC—Current Events; Anue Hard; WEAFF
 WOW WOC WIO
 KFAB—Studio Program
 KMOX—Produce Reporter
 WBBM—Musical Gems
 WIBO—Sparkling Melodies
 WISN—Early Risers; Cab Calloway's Or-
 chestra
 WLS—The Book Shop; Win. Vickland;
 Ralph Emerson

8:20 A.M.
 KMOX—Morning Reveries; Hymn Time;
 Ken Wright

8:30 A.M.
 CBS—Dancing Echoes; KMOX WISN
 NBC—Moss and Jones; WJZ WMAQ
 NBC—Flying Fingers; WEAFF WOC WIO
 KSTP WOW
 KFAB—Musical Clock
 WBBM—Modern Living
 WIBO—Concert Hour
 WLS—Musical Program
 WTMJ—WTMJ Gymnasium of the Air

8:35 A.M.
 WLS—The Produce Market Reporter

8:45 A.M.
 NBC—Nothing but the Truth; WJZ
 WMAQ
 CBS—Little Jack Little, vocalist and pian-
 ist; WABC KMOX WBBM WISN
 KSTP—Pearson's Prize Winners
 WLS—Livestock Receipts; Hog Flash
 WOC-WHO—Favorite Foods
 WTMJ—What's New in Milwaukee? Ask
 Mrs. Grey

9:00 A.M.
 NBC—Breen and de Rose; vocal and in-
 strumental; WOC WHO WOW
 KFAB—Broadway or Bust
 KMOX—St. Louis Dental Society
 KSTP—Polly the Shopper
 WBBM—Lakeside Miniatures
 WIBO—YMCA Exercises
 WISN—Crazy Crystal Program
 WMAQ—Women's Calendar

9:10 A.M.
 WCCO—Dan the Decker Man
 WLS—Harry Steele; Hamlin's Newscast

9:15 A.M.
 NBC—Clara Lu 'n' Em; WJZ KSTP
 WTMJ WGN
 NBC—Four Sharps, harmony quartet;
 WEAFF WOC WHO
 KYW—Vrl Operettas
 WBBM—Chicago Dental Society Program
 WCCO—Betty Crocker's Home Service talk
 WIBO—Frankie Marvin
 WLS—Mac and Bob, songs
 WMAQ—Neysa Program
 WOW—Soloist (NBC)

9:20 A.M.
 WBBM—News Flashes

9:30 A.M.
 NBC—Happy Jack; WJZ WMAQ
 NBC—Young Artist Trio; WEAFF KYW
 WOC WHO
 KFAB—University of Nebraska
 KMOX—Patty and Jean; drama
 KSTP—Department Store Parade
 WBBM—Beauty Chat
 WCCO—Jack Sprat
 WGN—Market Reports
 WHAO—Weeping Water Crystals
 WIBO—Little Harry, King of the Kitchen
 WLS—Weaver of Dreams; Ralph Emerson;
 Hugh Aspinwall
 WOW—Talking Things Over
 WTMJ—The Personality Girl

9:35 A.M.
 KSTP—Musical Interlude
 WCCO—New York Stocks

9:40 A.M.
 WGN—Leonard Salvo's Mail Box
 KMOX—Minute Musical Margo
 KSTP—Schunemans and Mannheimers

9:45 A.M.
 CBS—The Four Lullabies; KMOX WBBM
 NBC—Singing Strings; WJZ KSTP
 NBC—Betty Crocker, cooking talk; WEAFF
 WOW WOC WHO KYW WTMJ
 KFAB—Singing Philosopher
 WCCO—Rosehill Nursery
 WHAD—Thrifty Shoppers with Elmer and
 Don
 WIBO—Musical Variety
 WLS—Ralph and Hal "Old Timers"
 WMAQ—Board of Trade

9:50 A.M.
 KSTP—Musical Interlude
 WCCO—The Four Clubmen (CBS)
 WMAQ—Singing Strings (NBC)

10:00 A.M.
 NBC—U. S. Army Band; WJZ KYW
 CBS—Morning Moods; KFAB

NBC—Juan Reyes, pianist; WEAFF WMAQ
 WOC WIO
 KMOX—Edna Wallace Hopper
 KSTP—The Reducers, skit
 WBBM—Donald Novis, tenor
 WCCO—The Krust Man
 WGN—Russell Nelson, tenor and Allen
 Grant
 WHAD—History Lesson
 WIBO—Nick Nichols, Cartoonist of the
 Air
 WJJD—James Weber Linn
 WLS—Livestock and Poultry Markets
 WTMJ—News Reports

10:05 A.M.
 KMOX—Women's Radio Program; Paul
 Dieckman, tenor; Coyita Bunch; Margo
 and Male Quartet
 WHAD—History Lesson

10:15 A.M.
 NBC—Radio Household Institute; WEAFF
 WTMJ KSTP WOC WHO KYW
 CBS—Morning Moods; KMOX WCCO
 WBBM—Charlie Hupp's Happyeast Hour
 WENR—U. S. Army Band (NBC)
 WGN—Happy Endings
 WIBO—Market Reports
 WISN—The Globe Trotter; weather report

10:25 A.M.
 WGN—Board of Trade Reports

10:30 A.M.
 CBS—Four Showmen, male quartet;
 WABC WBBM KFAB WISN WCCO
 NBC—Rhythm Ramblers; WJZ KSTP
 KMOX—Melodies of other Lands; organ
 KYW—Rose Vanderbosch, singing pianist
 WENR—Jackie Heller, tenor with Phyllis
 and Frank
 WGN—Digest of the Day's News
 WIBO—News Reports
 WJJD—Name the Band
 WOC-WHO—Markets
 WTMJ—Heinie and his Boys

10:40 A.M.
 WCCO—The Singing Baker

10:45 A.M.
 CBS—Carlile and London, two piano team;
 WABC KMOX WISN
 KFAB—Reutta Day Blinks
 KSTP—Bannons Program
 KYW—Mother-in-law
 WBBM—Jack Brooks
 WCCO—Music Appreciation Course
 WENR—Rhythm Ramblers (NBC)
 WGN—Grand Old Hymns
 WIBO—Household Gull
 WJJD—Piano Instruction
 WMAQ—Today's Children
 WOC-WHO—Gertrude Hinton Nurse
 WOW—Concert Pianist (NBC)

10:50 A.M.
 KSTP—Edna Wallace Hopper

11:00 A.M.
 NBC—Johnny Marvin, tenor; WEAFF WOC
 WHO KSTP WMAQ
 CBS—Harold Knight's Orchestra; WABC
 KFAB
 KMOX—Happy Kitchen
 KYW—Morning Melodians
 WBBM—Sully Walker and Val Sherman
 WGN—Morning Musicale
 WIBO—Organ Interludes
 WISN—Peggy's Movie Chatter
 WJJD—WJJD Carnival
 WOW—Health Exercises
 WTMJ—Piano Pals

11:15 A.M.
 NBC—John Fogarty; WJZ WENR
 NBC—On Wings of Song; string trio;
 WEAFF WOW
 KSTP—Adventures in the Kitchen
 KYW—Sterling Simfonetta
 WBBM—Gene and Charlie and Virginia
 Clark
 WCCO—Health Talk, Dr. W. A. O'Brien
 WGN—Singing Tones; Allan Grant
 WISN—Harold Knight's Orchestra (CBS)
 WJJD—Randall Sisters and Jimmie Dale
 WOC-WHO—Aunt Jane's Home Manage-
 ment Club
 WTMJ—Black and Gold Ensemble

11:25 A.M.
 WOW—Health Exercises

11:30 A.M.
 NBC—National Farm and Home Hour;
 WJZ KYW WOC WHO WOW KSTP
 CBS—Concert Miniatures; Charles Carlile,
 tenor; WISN KMOX
 NBC—On Wings of Song; string trio;
 WMAQ
 KFAB—Three Minute Melodies
 WBBM—Frank Wilson and Jules Steio
 WCCO—New York Stocks
 WENR—Home Service
 WGN—Board of Trade Reports
 WIBO—Golden Gate
 WJJD—WJJD Carnival

11:35 A.M.
 WGN—Painted Dreams

11:45 A.M.
 KFAB—Market Reports and News
 KMOX—KMOX Today; Organ Theme
 WBBM—Concert Miniatures (CBS)
 WCCO—Minnesota Police Bulletin
 WIBO—Wileox Memory Book
 WJJD—Billy Sunshine
 WLS—Weather Report; Livestock; Butter
 and Egg Markets
 WTMJ—Lenten Services

11:50 A.M.
 KMOX—Postman's Whistle, organ theme
 WCCO—News Bulletins
 WGN—Good Health and Training Program

11:55 A.M.
 WLS—Harry Steele; Hamlin's Newscast

12:00 NOON

12:05 A.M.
 CBS—Marie, the Little French Princess;
 WABC WBBM KMOX WCCO
 KFAB—Harold Hollingsworth, tenor
 WGN—Mid-day Services
 WIBO—Clem, the Melody Man
 WISN—Organ Melodies
 WJJD—U. of C. Inspirational Hour
 WLS—Tom and Roy with Dixie Mason,
 soloist
 WMAQ—Emerson Gill's Orchestra (NBC)
 WTMJ—Radio Rodeo

12:15 P.M.
 CBS—George Hall's Orchestra; WABC
 WCCO KFAB WISN
 KMOX—Market Reports
 WBBM—Edna Wallace Hopper
 WIBO—Stock Markets
 WJJD—Luncheon Musicale
 WLS—Prairie Farmer Dinnerbell Program

12:20 P.M.
 WBBM—News Flashes

12:25 P.M.
 WCCO—M. W. Savage Co. Program
 WMAQ—Board of Trade

12:30 P.M.
 CBS—George Scherban's Russian Gypsies;
 KFAB WCCO
 NBC—The Merrie Men, male quartet; WJZ
 WMAQ
 NBC—Red—Rex Battle's Concert En-
 semble; WEAFF
 KMOX—Church in the Valley
 KSTP—Ambassadors
 KYW—Dad Pickard
 WBBM—Local Markets
 WGN—The Roundeliers
 WIBO—Monroe Fox
 WISN—The Globe Trotter
 WJJD—Live Stock Markets
 WOC-WHO—Earl Ferris Program
 WOW—Market Reports
 WTMJ—Verifine Circus

12:35 P.M.
 KSTP—The Merrie Men (NBC)
 WBBM—Chicago Hour

12:45 P.M.
 KFAB—Sunny Jim
 KSTP—News Reports
 KYW—Olga Vernon with Rex Maupin's
 Orchestra
 WBBM—Juba Hayes Household Hints
 WCCO—The New Deal
 WIBO—News Flashes of the Day
 WISN—George Scherban's Russian Gypsy
 Orchestra (CBS)
 WJJD—Neighborhood Store
 WMAQ—Princess Pat, beauty chat
 WOC-WHO—Rex Battle's Concert En-
 semble (NBC)
 WOW—News Period
 WTMJ—Dance Orchestras

12:50 P.M.
 KSTP—Organ Idylls; Dr. Richter
 WGN—Robert L. Van Tress
 WMAQ—Luncheon Talk

12:55 P.M.
 WISN—The Globe Trotter

1:00 P.M.
 CBS—Ann Leaf at the Organ; WISN
 WCCO
 KFAB—Georgie Porgie
 KMOX—Keyboard Kapers; Delloyd McKay
 KSTP—E. E. Stevens
 KYW—Husk O'Hare's Orchestra
 WBBM—Earl Hoffman's Orchestra
 WGN—Allan Grant, pianist
 WIBO—Henri Gondron's Orchestra
 WJJD—Illinois Medical
 WLS—Uncle Ezra, comedy skit
 WOC-WHO—Omaha Flour Mills
 WOW—Hotel Paxton Orchestra
 WTMJ—Police Reports

1:15 P.M.
 CBS—American School of the Air, Litera-
 ture WABC KMOX WCCO
 KSTP—Hotel St. Paul Orchestra
 WBBM—Earl Hoffman's Orchestra
 WGN—Palmer House Ensemble
 WIBO—Reading Room
 WJJD—Century of Progress Skit
 WLS—Livestock and Grain Markets
 WOC-WHO—Palais D'Or Orchestra (NBC)
 WOW—Home Economics Period

1:20 P.M.
 WMAQ—Board of Trade

1:30 P.M.
 CBS—American School of the Air; WBBM
 KMOX KFAB WCCO WISN
 NBC—Two Seats in the Balcony WEAFF
 WOW
 KSTP—Hollywood Happenings
 KYW—Prudence Penny, talk
 WIBO—Frankie Marvin, Cowboy Ballads
 WJJD—Bill Billy Time
 WLS—Ralph Emerson, organist; Phil
 Kalar, soloist
 WMAQ—Public Schools Program
 WOC-WHO—Markets

1:40 P.M.
 WIBO—Theatre Reporter

1:45 P.M.
 CBS—Baseball: Washington Senators vs.
 Philadelphia Athletics; WABC WCCO
 WBBM
 KMOX—Exchange Club
 KSTP—Westminster Choir (NBC)
 KYW—Westminster Choir (NBC)
 WGN—Lawrence Salerno, baritone
 WIBO—Stardom Diet
 WJJD—Variety Music
 WLS—Maple City Four and John Brown
 WOC-WHO—Myrtle Williams

1:50 P.M.
 WIBO—Princess Pat

2:00 P.M.
 NBC—Betty and Bob; dramatic sketch;
 WJZ WLS
 NBC—Grande Trio; WEAFF WMAQ
 NBC—Judy and Jane; WOC WHO KSTP
 WOW
 KMOX—Home Radio Program, string en-
 semble, Ruth and Ralph and Dorie Shu-
 mate
 KYW—Concert Echoes; Sports Review
 WGN—Palmer House Ensemble
 WIBO—Radio Gossip
 WJJD—U. of C. Spanish Class
 WTMJ—Florence Bettray Kelly, concert
 pianist

2:10 P.M.
 WGN—Palmer House Ensemble

2:15 P.M.
 NBC—Radio Troubadours; WJZ WMAQ
 KSTP—Have You Heard?
 WLS—Homemaker's Program; Martin
 Crane
 WOC-WHO—To be announced
 WOW—Hotel Fontenelle Orchestra
 WTMJ—Afternoon Show

2:20 P.M.
 KWK—Radio Troubadours (NBC)

2:30 P.M.
 NBC—Woman's Radio Review; WEAFF
 KYW WOW KSTP WOC WHO
 KFAB—Radio Course in Beginning French
 KMOX—Lyons Sisters; vocal duo
 WGN—June Baker, Home Management
 Talk
 WIBO—Nelson Storage
 WJJD—Prof. Russell
 WMAQ—Radio Troubadours (NBC)
 WTMJ—The Woman's Point of View

2:45 P.M.
 KMOX—Tallyho; Otto's Carnival Band
 WIBO—"Fashion Chats"; Esther Brad-
 ford
 WJJD—Radio Guide Round Table
 WLS—Maple City Four Minstrel Show
 WMAQ—Baseball; Cubs vs. New York

2:50 P.M.
 KWK—The Morin Sisters (NBC)

3:00 P.M.
 NBC—Eastman School Chamber Music;
 WJZ KSTP
 NBC—Pop Concert; WEAFF WOW
 KMOX—Baseball; Browns vs. White Sox
 KYW—The Cadets, quartet
 WGN—Variety Program, vocalists
 WHAO—To be announced
 WIBO—Charles Rain, baritone
 WJJD—Billy, the Old Gardener
 WLS—John Brown, piano selections
 WOC-WHO—Butterport Coffee Program
 WOW—Market Reports
 WTMJ—Baseball; Milwaukee vs. Indian-
 apolis

3:15 P.M.
 KYW—Dr. Herman N. Bundesen, talk
 WHAD—Three Lumberjacks
 WIBO—Graphology; Mr. Milne
 WJJD—U. of C. German Class
 WLS—The Log Cabin Boys
 WOC-WHO—Pop Concert; Orch. (NBC)

3:30 P.M.
 NBC—Texas Cowgirl; WEAFF WENR
 KSTP—Organ Program, Dr. Richter
 KYW—Two Doctors with Aces of the Air
 WGN—Garden Club
 WHAO—Science Program
 WIBO—Hexin Broadcast of Modern Music
 WJJD—Cowboy Singer
 WOC-WHO—Library Talk

3:40 P.M.
 WGN—Rondoliers, male quartet

3:45 P.M.
 NBC—Musical Review; Gladys Baxler,
 soprano; Edward Nell, baritone; Vin-
 cent Sorey's Orchestra; WOC WHO
 KSTP WTMJ
 KMOX—Do You Know? Don Hunt
 WHAD—Guest Time
 WIBO—Ford and Wallace, harmony
 WJJD—It's a Party in Records

3:50 P.M.
 WBBM—News Flashes

4:00 P.M.
 CBS—The Captivators; WABC WISN
 NBC—Al Bernard, the Minstrel Man;
 WEAFF KSTP WOW
 WBBM—Norm Sherr, pianist; Jackie
 Heller
 WGN—Railway Inn, sketch
 WIBO—Jean Hannon

4:05 P.M.
 WBBM—Howard Neumiller, pianist

4:15 P.M.
 NBC—Trio Romantique; WEAFF WOC
 WHO KSTP
 CBS—Do Re Mi; girl's harmony trio;
 KFAB WISN WCCO WBBM
 KMOX—Mart Melodies
 WENR—Morin Sisters (NBC)
 WGN—Old Time Favorites
 WIBO—Jack and Thelma
 WJJD—Young Mothers' Club
 WOW—In the Playhouse with Jane

4:30 P.M.
 NBC—Schirmer and Schmitt, piano duo;
 WEAFF WMAQ WOC WHO
 KFAB—Donna Rae Cooper
 KMOX—String Ensemble
 KSTP—Cecil and Sally
 KYW—Earle Tanner, tenor
 WBBM—Howard Neumiller, Edward House
 and Jack Brooks
 WCCO—Minnesota League of Women
 Voters
 WENR—Irma Glen, organist (NBC)
 WGN—Joseph Hassmer, baritone
 WIBO—Nick Nichols "Cartoonist of the
 Air"
 WISN—The Globe Trotter
 WJJD—Mooseheart Children

4:35 P.M.
 WBBM—Howard Neumiller, Jack Brooks
 and Edward House

4:45 P.M.
 NBC—Paul Wing, the Story Man WEAFF
 KFAB—Cecil and Sally
 KSTP—Musical Moments
 KYW—Three Strings
 WBBM—Hugh Aspinwall, radio philosopher
 WCCO—Listerine Program
 WENR—Musical Moments (NBC)
 WGN—Jane Carpenter's Recital
 WIBO—Organ O'Logues
 WISN—George Hall's Orchestra (CBS)
 WOC-WHO—Silverberg Ensemble (NBC)
 WOW—George Johnson, organist

4:50 P.M.
 KWK—St. Louis Safety Council
 WCCO—Livestock Market Summary

4:55 P.M.
 KMOX—Sports Reporter

5:00 P.M.
 CBS—Dick Mansfield's Orchestra; WABC
 WISN WBBM
 NBC—Meyer Davis' Orchestra; WEAFF
 WMAQ
 KFAB—Jolly Gooch Bakers
 KMOX—Uncle Remus Stories
 KSTP—Children's Hour
 KYW—Century of Progress Program
 WCCO—Steamboat Bill, songs
 WENR—Pat Barnes Children's Show
 WGN—The Devil Bird, sketch
 WIBO—Hotan's Council Fire
 WJJD—Neighborhood Store
 WOC-WHO—News Review
 WOW—Gypsy Jack and Teena
 WTMJ—Our Club

5:05 P.M.
 WCCO—Steamboat Bill

5:10 P.M.
 KYW—Mel Stitzel at the piano

5:15 P.M.
 NBC—King Kill Kare; WJZ WMAQ
 CBS—The Devil Bird; travel talks; KFAB
 WCCO KMOX
 KYW—Fenrod and Sam
 WENR—Dick Daring; A Boy of Today
 WGN—Jane Carpenter, pianist
 WIBO—Church of the Air
 WISN—John Ward, tenor
 WJJD—Dance Orchestra
 WOC-WHO—Waldorf-Astoria Orchestra
 (NBC)
 WOW—Police Bulletins
 WTMJ—Jungle Explorers

5:20 P.M.
 KSTP—Ruf and Reddy
 WCCO—Steamboat Bill

5:30 P.M.
 CBS—Skippy; WBBM KMOX WCCO WOC
 WHO WTMJ
 NBC—Back of the News in Washington;
 WEAFF WMAQ WOW
 KFAB—Piano Lessons
 KSTP—Children's Hour
 KYW—Uncle Bob's Curb is the Limit Club
 WGN—Singing Lady (NBC)
 WENR—Radio Playmates
 WISN—Show Window
 WJJD—Piano Instruction

5:45 P.M.
 NBC—Little Orphan Annie; WJZ WENR
 KSTP WGN
 CBS—The Lone Wolf Tribe; WBBM
 KMOX WCCO
 NBC—John Pierce, tenor; WEAFF WOC
 WHO WOW
 KFAB—Master Singers
 WIBO—Princess Pat
 WJJD—Howard L. Peterson, organist
 WMAQ—Old Pappy, negro impersonation
 WTMJ—The Thrilling Adventures of Jim-
 my Baxter

"Josef Lhevinne"

PLUMS AND PRUNES By Evans Plummer

(WEDNESDAY CONTINUED)

6:00 P.M.
KFAB—Cornhusker Trio
KSTP—Crazy Crystal
KYW—Flexies Pixies
WBBM—Grandpa Button's Stories
WENR—Young Forty Niners
WGN—Uncle Qin, Donny Dreamer and Wishbone
WIBO—German Program
WISN—Story of the Day
WJJD—Leo Boswell, songs
WMAQ—Maul and Cousin Bill; sketch
WOC-WHO—Casper and Marly
WOW—Crazy Water Cowgirl
WTMJ—Heinie's Grenadiers

6:05 P.M.
KSTP—Consolyrics

6:10 P.M.
WISN—Sports Report of the Day

6:15 P.M.
CBS—Buck Rogers in the Year 2433;
KMOX WBBM WCCO
NBC—Whetnerville; **WEAF WMAQ WOC**
WIO WOW
KFAB—Mr. O'Malley
KSTP—Detectives Black and Blue
KYW—The Globe Trotter; News of the World
WENR—Southern Singers
WGN—Palmer House Ensemble
WISN—The Captivators
WJJD—Sports Reel

6:25 P.M.
KYW—Sports Reporter

6:30 P.M.
NBC—Elvia Allman, personality singer;
WEAF WOV
KMOX—The Old Tavern Keeper
KSTP—To be announced
KYW—Husk O'Hare's Orchestra
WBBM—Penrod and Sam
WCCO—Jim and Tom, songs
WENR—What's the News
WGN—Hal Kemp's Orchestra
WIBO—Jerry Sullivan, songs
WISN—Crazy Crystal Program
WJJD—"Half Pint" Jaxou
WMAQ—Sport Summary
WOC-WHO—Millie and Madge

6:40 P.M.
WCCO—Singing Troubadours
WIBO—Joe Springer; Sports News

6:45 P.M.
CBS—Boake Carter; **WBBM KMOX WCCO**
NBC—The Goldbergs; **WEAF WENR**
WOW WTMJ
KSTP—Tazian of the Apes
KYW—War Nurse
WGN—Tom, Dick and Harry
WIBO—Music
WJJD—War Nurse
WMAQ—Sisters of the Skillet
WOC-WHO—Smith's Sam

7:00 P.M.
NBC—Crime Club; **WJZ WMAQ**
NBC—The Royal Vacabonds; **WEAF WLS**
WOW WOC WIO
KSTP—Jack Russell's Orchestra (NBC)
KYW—Jack Russell's Orchestra (NBC)
WBBM—"Dr." Rudolph
WCCO—Tim and Tena
WGN—Palmer House Ensemble
WIBO—"America Carries On"; skit
WISN—The Wait Ad Theater
WJJD—Art Wright, songs
WTMJ—Barnsdall Program

7:15 P.M.
KYW—Campus Kids
WBBM—Flanagan's Sport Review
WISN—The Captivators; orchestra
WJJD—Prof. Russell
WTMJ—Stardust

7:30 P.M.
CBS—Kate Smith; **WGN KMOX WISN**
WCCO
KSTP—Helen Ine.
KYW—Melody Lane
WBBM—Wendell Hall, songs
WIBO—Chauncey Persons
WJJD—World's Fair Minstrels
WLS—Frank Libuse's Orchestra
WMAQ—News of the Air
WOC-WHO—L'Amour Melodique (NBC)
WOW—Hotel Fontenelle Orchestra

7:45 P.M.
NBC—Phil Cook and the Shavers; **WJZ**
WLS
CBS—Lyman Orchestra and Hollywood
Newsboy; **WABC KMOX WCCO WGN**
KSTP—L'Amour Melodique (NBC)
KYW—Chanlu, the Magician
WBBM—Chickie
WIBO—George Anderson; Real Estate Information
WISN—Al and Woody
WMAQ—Mr. Twister
WOW—Independent Voters' League

8:00 P.M.
NBC—String Symphony; **WEAF WOC**
WIO WOW KSTP WMAQ
CBS—Bing Crosby, Leonard Hayton's Or-
chestra; **WGN KMOX WISN WCCO**
NBC—Sherlock Holmes; **WJZ WLS**
KYW—Mark Fisher's Orchestra
WBBM—Jack Brooks' Song Souvenirs
WIBO—Jack Burnett, songs
WJJD—Randall Sisters and Jimmie Dale

WMAQ—Talk; Frasier Hunt
WOC-WHO—To be announced

8:15 P.M.
CBS—Romantic Bachelor; **WCCO WISN**
WGN KMOX
KYW—Star Dust with Ulmer Turner, the
 Man Behind the Mike
WBBM—Maurie Moret's Orchestra
WIBO—Wilcox Memory Book
WJJD—Dance Orchestra
WMAQ—Theater of the Air

8:30 P.M.
NBC—Josef and Rosina Lhevinne, con-
 cert pianists; **WEAF WOW KYW**
CBS—Guy Lombardo's Royal Canadians;
 Burns and Allen, comedy team; **WGN**
KMOX WCCO
WBBM—Mayor's Cabinet Radio Series
WHAD—The Imperial Hussars
WIBO—Y Hotel Chorus
WMAQ—Theater of the Air
WOC-WHO—Drama Directors' Hour
WTMJ—Hymn Sing with Brigadier Rodda

8:45 P.M.
KYW—Campana Strings
WBBM—Fifteen Minutes of Sunshine with
 Charlie Hamp
WHAD—Russian Program
WIBO—Clem and Harry
WMAQ—Concert Music; orchestral pro-
 gram

9:00 P.M.
NBC—Arlene Jackson; orchestra; **WJZ**
WMAQ WTMJ
CBS—Fred Waring's Orchestra; comedi-
 enne; **WGN KMOX WCCO**
NBC—Corn Cob Pipe Club of Virginia;
WEAF WOC WIO WOW WENR KSTP
KYW—The Globe Trotter; News of the
 World
WBBM—The Adventurer's Club
WIBO—Ford and Wallace, harmony team

9:15 P.M.
NBC—Vic and Sade; **WJZ KYW**
WBBM—Ben Pollack's Orchestra
WHAD—Economic Mentors
WIBO—Maisonette Russe
WMAQ—Morin Sisters

9:30 P.M.
CBS—Edwin C. Hill; **WBBM WISN**
NBC—"A World Fair in the Making"; **WJZ**
KYW
NBC—Exploring America with Carvel
 wells; **WMAQ WOC WHO WOW WTMJ**
KSTP
KMOX—Buddy, Zeb and Otto
WCCO—The Northwest Business Forum
WENR—Cyril Pitts in Magic Melody
WGN—Tomorrow's News
WIBO—Pleasant Street, rural skit

9:40 P.M.
WGN—Headlines of Other Days

9:45 P.M.
CBS—Myrt and Marge; **WBBM WCCO**
KMOX
WENR—Song Fellows
WGN—Seals of the States, historical
WIBO—B. & K. Reporter
WISN—The Dream Girl

10:00 P.M.
CBS—Columbia Symphony Orchestra; Nino
 Martini, tenor; **KFAB WISN**
NBC—Amos 'n' Andy; **WJZ WMAQ WENR**
WTMJ KSTP
KMOX—Dr. Copeland's Health Talk
KYW—Sports Reporter
WCCO—Herbie Kay's Orchestra
WGN—Dream Ship, concert music
WIBO—Doctor Andrew Dobson, songs
WOC-WHO—Bluebirds
WOW—World-Herald News Period

10:05 P.M.
KMOX—St. Louis Symphonie Choir
WOC-WHO—Blue Birds

10:10 P.M.
WIBO—Income Tax Facts

10:15 P.M.
KMOX—Sportsquibs; France Laux
KSTP—News Reports
KYW—Clayton Roy Cohen Short Story
 Dramatization (NBC)
WENR—Vincent Lopez' Orchestra (NBC)
WIBO—Helen Broadcast of Famous Music
 Lorena Anderson, soprano
WMAQ—Dan and Sylvia; drama
WOC-WHO—Vincent Lopez' Orchestra
 (NBC)
WOW—Thompson's Products (NBC)
WTMJ—"Lest We Forget"

10:20 P.M.
KMOX—Sportsquibs; France Laux

10:25 P.M.
KMOX—Band Concert
KSTP—Coliseum Dance Orchestra

10:30 P.M.
CBS—Joe Haymes' Orchestra; **WABC**
WCCO
NBC—Jack Drummy's Orchestra; **WEAF**
WOC WHO WMAQ
KYW—Mark Fisher's Orchestra
WGN—Wayne King's Orchestra
WIBO—Henri Gendron's Orchestra
WISN—The Melody Club
WOW—Chermet Ballroom
WTMJ—Dance Orchestra

10:40 P.M.
KSTP—Radisson Hotel Orchestra

WHEN a mixed quartet sells its services for \$18 on a coast-to-coast network, several things are wrong with radio. When a pianist-tenor combination is offered (and sold) for \$15 a quarter hour three times a week on a network, it becomes obvious that the aforementioned price tag on the mixed quartet wasn't a mistake but a definite and odious trend!

That is the state of radio in Chicago today.

Artists are offering themselves at asinine prices to meet competition, and they are doing nothing but cutting their own throats.

I could, if I wanted to embarrass them, give the names of both the quartet and pianist-tenor duo that are working at these fire sale rates. Inasmuch as I know the prices being paid, the performers should be wise enough to realize that their cut rates are not a closed book. All the advertising agencies and their clients will have these two acts "tabbed" from now on at \$18 and \$15 respectively . . . and let either of them TRY to get more when better days return! The way back up will be VERY difficult.

What about the listeners? What is this trend—this slide down the scale to inferior talent (for real artists wouldn't work so cheaply) going to do to their loud speaker rations? I can predict that it means a new low in quality of broadcasts for the coming Summer. You might as well turn off your switch—or if you like radio, begin writing complaint letters to the sponsors and chains who try to pass off \$18 acts. You'll know who they are. They're the kind you'd tune out anyway!

Live Mike—

BACK a few years, Jeannie (Big Bang) Lang was Genie Wyrick, one of the fiery works of the Missouri Rockets, chorus of the Missouri Theater, St. Louis, when Brooke Johns was m. c. there . . . Didn't I tell you the conghless bill Artie Bell's name Magnolia would be changed? It became Mandy Lou even without explanation, and the sponsor lost a neat chance to gag . . . Myrt and Marge will fold for the heat waves after April 28, and while we're on that show, here's a basket of plums for Violet Leclair,

10:45 P.M.
KMOX—Bobbie Meeker's Orchestra
WIBO—Salon Ensemble
WISN—Joe Haymes' Orchestra (CBS)
WOW—Waldorf-Astoria Orchestra (NBC)

10:50 P.M.
WGN—Bernie Cummins' Orchestra

11:00 P.M.
CBS—Eddie Duchin's Orchestra; **KFAB**
WISN WCCO
NBC—Bert Lown's Orchestra; **WJZ**
KSTP WMAQ
KMOX—Dave Bittner's Orchestra
KYW—Husk O'Hare's rechestra
WENR—Earl Hines' Orchestra
WIBO—Henri Gendron's Orchestra
WOC-WHO—Salon-mint Program
WOW—Melody Lady

11:10 P.M.
WGN—Wayne King's Orchestra

11:15 P.M.
KMOX—Jimmy Murray's Orchestra
WENR—Frank Libuse's Orchestra
WIBO—Maisonette Russe
WMAQ—To be announced
WOC-WHO—Street of Dreams
WOW—John Franek, pianist

11:30 P.M.
NBC—Johnny Johnson's Orchestra; **WJZ**
KYW WENR
CBS—Ozzie Nelson's Orchestra; **KFAB**
WCCO WISN WGN
KMOX—Harvey Lankford's Orchestra
KSTP—Gold Room Orchestra
WIBO—Henri Gendron's Orchestra
WMAQ—Jack Russell's Orchestra
WOW—The Wanderer



HOMAY BAILEY
 She and bubbly Lee Sims help Vallee to carload of plums.

the Miss Agatha Falsom with the screwy, "Isn't it delightful!" A fan has even composed a song with Lectaire's catch-line as the title . . . Al and Pete, singing comedians who left N'Yawk recently, are back auditioning in Cleveland where they first saw heavy money.

Richard T. Patterson, Jr., executive vice-president and general manager of NBC, came west last weekend to see the Merchandise Mart, Chicago, studios for his first time . . . which reminds me the birdies tweet that NBC won't be moving from 711 Fifth Avenue to Radio City for some time, if then, with the removal cost figuring around three million (\$3,000,000.00) dollars.

Radio uplift societies needn't make faces at Dr. Fu Manchu, for he and his chasers will quit the air after April 24 ostensibly for the summer, but with the fall return still in debate . . . That General Tire show, set to premier March 15 and which was to have starred General Pershing, was set back to the confab stage by old General Moratorium. (Note to NBC: take it out of your program listings) . . . Another summer vacationer will be the juvenile Skatary Hawkins . . . But here's a ray of sunshine. *Roses and Drums* has renewed for 42 weeks, the ten missing

shows to be taken off at the beach after June 18.

Plums and—

PRUNES to the similarity of games the sponsors ask us to play in order to win their handsome prizes. Can't they invent something new, or must we forever word-build or sloganize? . . . and many withered, mouldy ones for two-thirds of the unimaginative and inferior guff they call programs and hand out on the airplanes from morning until late afternoon . . . Plums for Fred Allen's wit, clean, fresh and always sure-fire; for the satires of Jack Benny; for the silliness of Col. Stoopnagle and Budd; for Phil Baker and his stooges; for the pioneers of high-priced laughs on the air—Burns and Allen. As for Baron Pearl, the votes are divided. It depends on the night. Mr. Wynne may make you laugh—but not always me—and as for Cantor, I pass . . . To Vallee for his March 30 bill, a carload of plums. Homay Bailey and Lee Sims helped make it a gem . . . Next week: "Studio Applause and Its Place."

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These artistic reproductions are made without the heavy black name plate of RADIO GUIDE and are suitable for framing. Pictures are now available of Col. Stoopnagle, Fred Allen, Annette Hanshaw, Jack Pearl (Baron Munchausen), Raymond Knight (Ambrose J. Weems), Ben Bernie and Guy Lombardo.

Send 10 Cents to
 PORTRAIT DEPARTMENT
RADIO GUIDE
 423 Plymouth Court, Chicago, Ill.

Thursday, April 13

Features:

"Rudy Vallee"

"Jack Pearl"

8:00 A.M.
 CBS—Tony Wons; Are You Listenin'?
 KMOX—WISN WBHM
 KSTP—Breakfast Club
 WIBO—Time Signal Express
 WJJD—Happy Go Lucky Time
 WLS—Gene Autry, Oklahoma Yodeler
 WOW—Soloist (NBC)
 WTMJ—The Old Timers

8:15 A.M.
 NBC—Current Events; Anne Hard; WEAF
 WIO WOC WOW
 KFAB—Studio Program
 KMOX—Produce Reporter
 WBBM—Musical Gems
 WIBO—Sparkling Melodies
 WISN—Early Risers
 WLS—The Book Shop; Wm. Vickland;
 Ralph Emerson

8:20 A.M.
 KMOX—Morning Reveries; Hymn Time;
 Ken Wright
 WISN—Early Risers; variety program

8:30 A.M.
 CBS—Gypsy Music Makers; KMOX
 NBC—Moss and Jones, songs and patter;
 WJZ WMAQ
 NBC—The Upstalers; male quartet; WEAF
 WOW WOC WHO KSTP
 KFAB—Musical Clock
 WBBM—Modern Living
 WIBO—Concert Hour
 WISN—Early Risers
 WLS—Musical Program
 WTMJ—WTMJ Gymnasium of the Air

8:35 A.M.
 WLS—The Produce Market Reporter

8:45 A.M.
 NBC—Nothing But The Truth; WJZ
 WMAQ
 CBS—Little Jack Little; vocalist and pianist;
 WABC WBBM KMOX WISN
 NBC—Otto Fassell, baritone; WEAF WOW
 KSTP
 WLS—Livestock Receipts; Hog Flash
 WOC-WHO—Favorite Foods
 WTMJ—What's New in Milwaukee? Ask
 Mrs. Grey

8:50 A.M.
 WLS—Topics with Sue Roberts

9:00 A.M.
 CBS—In the Luxembourg Gardens; WABC
 KMOX
 NBC—Musical Melange; concert orchestra
 direction Zoel Parenteau; WJZ KYW
 KFAB—Inner Circle Musicale
 KSTP—Philly the Shopper
 WBBM—Julia Hayes Household Hints
 WGN—Keep Fit Club
 WIBO—YMCA Exercises
 WISN—Crazy Crystals Program
 WMAQ—Women's Calendar
 WOC-WHO—Chicago Ensemble (NBC)
 WOW—Market Reports

9:05 A.M.
 WOW—Chicago Ensemble (NBC)

9:10 A.M.
 WCCO—Gold Medal Flour Contest
 WLS—Harry Steele; Hamlin's Newscast

9:15 A.M.
 NBC—Clara, Lu 'n' Em; WJZ WTMJ
 KSTP WGN
 NBC—Morning Parade; variety program;
 WEAF WMAQ WOW
 CBS—Visiting with Ida Bailey Allen;
 WABC
 KYW—J. B. and Mae
 WBBM—American Medical Ass'n Program
 WCCO—Mar O. Oil Shampoo
 WIBO—Frankie Marvin
 WLS—Mac and Bob
 WOC-WHO—Hog Flash and Farm Talk

9:25 A.M.
 WCCO—Mrs. Rapinwax
 WISN—Musical Interlude

9:30 A.M.
 KFAB—Weekly Museum Talk
 KMOX—Patty and Jean; drama
 KSTP—Department Store Parade
 KYW—Radin Photos
 WBBM—Beauty Chat; J. W. Doty; organist
 WCCO—Jack Sprat
 WGN—Market Reports
 WHAD—Weeping Water Crystals
 WIBO—Little Harry; King of the Kitchen
 WLS—Melody Time
 WMAQ—Edith Shuck
 WOC-WHO—Swingin' Along (NBC)
 WOW—Talking Things Over
 WTMJ—The Personality Girl

9:35 A.M.
 KSTP—Musical Interlude
 WCCO—New York Stocks
 WGN—Leonard Salvo's Mail Box

9:40 A.M.
 KSTP—Schunemans and Mannheimers

9:45 A.M.
 NBC—Emily Pusi, hostess; Edward Neill,
 baritone; Harding Sisters, piano and
 organ duet; WJZ WMAQ
 CBS—Barbara Gould; WBBM WCCO
 KMOX
 NBC—Morning Parade; WEAF WOW WOC
 WHO KSTP
 KYW—Piano Patterns
 WHAD—Thrifty Shoppers with Elmer and
 Don

WIBO—Musical Program
WLS—Happyville Special; Jack Holden
and Spareribs
WTMJ—Want Ad Romances; Edna Wallace
Hopper

10:00 A.M.
 CBS—Morning Mood; WABC KFAB
 NBC—American Coalition of Patriotic Soci-
 eties; WJZ WMAQ
 KMOX—Women's Program; Ken Wright,
 organ; Sunny Joe, Allen Wills, baritone
 and Margo
 KSTP—The Reducers
 WBBM—Donald Norris, tenor
 WCCO—The Krust Man
 WGN—Allan Grant, pianist
 WHAD—German Quarter Hour
 WIBO—Nick Nichols, Cartoonist of the
 Air
 WJJD—James Weber Linn
 WLS—Livestock Markets; Jim Poole;
 Poultry Markets; Weather
 WOC-WHO—Along the Road
 WTMJ—News Reports

10:05 A.M.
 WTMJ—Weather and Journal News

10:15 A.M.
 NBC—Frances Lee Barton; WEAF KSTP
 WMAQ WOC WHO WTMJ
 KMOX—Morning Moods (CBS)
 KYW—Singing Strings (NBC)
 WBBM—Charlie Hamp's Happyest Hour
 WCCO—Cooking School of the Air
 WENR—Musical Program
 WGN—Melody Favorites
 WIBO—Market Reports
 WISN—The Globe Trotter; weather report

10:25 A.M.
 WGN—Market Reports

10:30 A.M.
 CBS—The Magic Tenor, Round Towners
 Quartet; KMOX KFAB WCCO WBBM
 NBC—Hugo Mariani's Marionettes; WEAF
 WOW
 KYW—Mrs. Austin Young, Fashion Pre-
 view
 WENR—Jack Heller; Phyllis and Frank
 WGN—Digest of the day's news
 WIBO—News Reports
 WISN—Wayne King's Orchestra
 WJJD—Name the Band
 WMAQ—Here's to Charm
 WOC-WHO—Markets
 WTMJ—Home and his Boys

10:45 A.M.
 CBS—Keenan and Phillips; Piano Pictures
 KMOX WISN
 KFAB—Ruetta Day Blinks
 KSTP—Bannons Program
 KYW—Hugo Mariani's Orchestra (NBC)
 WBBM—School of Cookery
 WCCO—Hess Melody Time
 WENR—Rhythm Ramblers (NBC)
 WGN—Music Weavers Quarter Hour
 WIBO—Household Guild
 WJJD—Piano Instructions
 WMAQ—Today's Children
 WOC-WHO—Hugo Mariani's Marionettes
 (NBC)
 WOW—Hugo Mariani's Marionettes (NBC)

10:50 A.M.
 KSTP—Rhythm Ramblers (NBC)

11:00 A.M.
 KFAB—Dramatic Skit
 KMOX—Happy Kitchen
 KSTP—School of Cookery
 KYW—The Two Doctors
 WBBM—Miracles of Magnolia
 WCCO—Mrs. Rapinwax
 WENR—Smack Out (NBC)
 WGN—Morning Musicale
 WIBO—Organ Interludes
 WISN—Peggy's Movie Chatter
 WJJD—WJJD Carnival
 WMAQ—Contemporary British Literature
 WOC-WHO—School of Cookery
 WOW—Value News
 WTMJ—Court Broadcast

11:05 A.M.
 WCCO—Safety Talk; Judge Larson
 WOW—Markets

11:15 A.M.
 KFAB—School of Cookery
 KSTP—Organ Pictures, Dr. Richter
 KYW—Morning Melodians; Della Bartel
 WBBM—Virginia Clark; Gene and Charlie
 WCCO—Marshall Wells Co. Program
 WENR—Neal Sisters (NBC)
 WGN—Singing Tones; Allan Grant
 WISN—Buddy Harrold's Orchestra (CBS)
 WJJD—Randall Sisters and Jimmy Dale
 WOC-WHO—Aunt Jane's Home Man-
 agement Club
 WOW—Frances Lee Barton

11:25 A.M.
 KSTP—National Soap and Chemical Co.
 Program

11:30 A.M.
 NBC—National Farm and Home Hour;
 WJZ KYW WOC WHO WOW KSTP
 CBS—Concert Miniatures; KMOX WISN
 KFAB
 WBBM—Frank Wilson and Jules Stein
 WCCO—Markets, stocks
 WENR—Home Sorcery
 WGN—Market Reports
 WIBO—Golden Gate
 WJJD—WJJD Carnival
 WMAQ—On Wings of Song (NBC)
 WTMJ—Morning Glories

11:35 A.M.
 WGN—Painted Dreams

11:45 A.M.
 KFAB—Market Reports and News
 KMOX—KMOX Today
 WBBM—The Merry Mars, harmony team
 WCCO—Minnesota Public Bulletin
 WIBO—Wilcox Memory Book
 WJJD—Billy Sunshine
 WLS—Weather Reports; Livestock Esti-
 mates
 WTMJ—Lenten Services

11:50 A.M.
 KMOX—Postman's Whistle
 WCCO—News Bulletin
 WGN—Good Health and Training

11:55 A.M.
 KMOX—Band Concert
 WLS—Harry Steele; News Reporter

12:00 NOON
 CBS—Marie, the Little French Princess;
 WABC WCCO KMOX WBBM
 KFAB—University of Nebraska
 WGN—Mid-Day Service
 WIBO—Clem the Melody Man
 WISN—Organ Melodies
 WJJD—U. of C. Inspirational Hour
 WLS—Studio Musical Variety Program
 WTMJ—Radin Rodeo

12:15 P.M.
 NBC—Julian Woodworth's Orchestra;
 WEAF WMAQ
 CBS—Vincent Travers' Orchestra; WABC
 WISN WCCO
 KMOX—Market Reports
 WBBM—Local Markets
 WIBO—Stock Markets
 WLS—Prairie Farmer Dinnerbell Program

12:20 P.M.
 WBBM—News Flashes
 WIBO—Reading Room

12:25 P.M.
 WMAQ—Board of Trade

12:30 P.M.
 CBS—Palmer House Ensemble; WABC
 WCCO KMOX WGN
 NBC—Rex Battle's Concert Ensemble;
 WJZ KSTP
 NBC—Popular Varieties; WEAF WMAQ
 KFAB—Christian Science Reader
 KYW—Texas Special
 WBBM—Chicago Hour
 WIBO—Monroe Fox
 WISN—The Globe Trotter; news of the
 world
 WJJD—Live Stock Markets
 WOC-WHO—Earl Ferris Program
 WOW—Market Reports
 WTMJ—Verifine Circus

12:45 P.M.
 KFAB—Sunny Jim
 KSTP—News Reports
 KYW—Rex Maupin's Orchestra
 WISN—News Flashes of the Day
 WISN—Palmer House Ensemble (NBC)
 WJJD—Neighborhood Store
 WMAQ—Princess Pat Beauty Talk
 WOC-WHO—Popular Varieties (NBC)
 WOW—News Period
 WTMJ—Dance Orchestras

12:50 P.M.
 WMAQ—Popular Varieties (NBC)

12:55 P.M.
 KSTP—Rex Battle's Orchestra (NBC)
 WGN—Allan Grant, pianist

1:00 P.M.
 CBS—Illinois Wesleyan Choir; WABC
 WISN
 NBC—Emerson Gill's Orchestra; WEAF
 WOC WHO
 KFAB—Georgie Porgie
 KMOX—Keyboard Kapers; Delloyd Mc-
 Kay
 KSTP—Intercollegiate Debate
 KYW—Husk O'Hare's Orchestra
 WBBM—Cafe de Alex Orchestra
 WCCO—Minn. Public Health Association
 WGN—Allan Grant, pianist
 WIBO—Henri Gendron's Orchestra
 WJJD—Chicago Motor Club Talk
 WOW—Omaha College Club
 WTMJ—Police Reports

1:10 P.M.
 WIBO—News Reports
 WLS—Uncle Ezra, comedy skit
 WOW—Omaha College Club

1:15 P.M.
 KMOX—Exchange Club
 WCCO—Minnesota Tax Payers Association
 WGN—Palmer House Ensemble
 WIBO—Reading Room
 WJJD—Waltz Time
 WLS—Jim Poole; Grain Market

1:20 P.M.
 WMAQ—Board of Trade

1:25 P.M.
 WGN—Ruth Wood Meyer, songs

1:30 P.M.
 CBS—American School of the Air; WBBM
 KMOX KFAB WISN WCCO
 KSTP—Holywood Happenings
 KYW—Prudence Penny; Household Hints
 WIBO—Frankie Marvin, Cowboy Songs
 WJJD—Hill Billy Time
 WLS—Vibrant Strings; Vibraharp and
 Strings
 WMAQ—Public School Program

WOC-WHO—Markets
WOW—Home Economics Period

1:35 P.M.
 WGN—Palmer House Ensemble

1:40 P.M.
 WIBO—Theatre Reporter

1:45 P.M.
 NBC—Sisters of the Skillet; WJZ KSTP
 KYW
 WGN—Lawrence Salerno and Rondoliers
 WIBO—Stardom Diet
 WJJD—Variety Music
 WLS—Maple City Four and John Brown
 WOC-WHO—To be announced
 WOW—Hotel Fontenelle Orchestra

1:50 P.M.
 WIBO—Princess Pat
 WMAQ—Popular Varieties

2:00 P.M.
 CBS—La Forge Berumen Musicale; WISN
 WCCO KFAB WBBM
 NBC—Betty and Bob; dramatic sketch;
 WJZ WLS
 NBC—Three Mustachios; string trio;
 WEAF WMAQ
 NBC—Judy and Jane; WOC WHO WOW
 KSTP
 KMOX—Home Radio Program; String En-
 semble
 KYW—Concert Echoes
 WGN—Women's City Club
 WIBO—Radio Gossip
 WJJD—Master Works
 WTMJ—Los Caballeros

2:10 P.M.
 WGN—The Rondoliers

2:15 P.M.
 KSTP—Have You Heard?
 WBBM—Frank Westphal's Orchestra
 WLS—WLS Home Theater
 WMAQ—Piano Pals, duo (NBC)
 WOC-WHO—Edna Wallace Hopper
 WOW—Hotel Paxton Orchestra
 WTMJ—Afternoon Show

2:20 P.M.
 WBBM—Band Music
 WCCO—Weather and Markets; Stocks
 WOC-WHO—Piano Pals (NBC)

2:30 P.M.
 NBC—Woman's Radio Review; WEAF
 WOW KYW WOC WHO
 CBS—Frank Westphal's Orchestra; WISN
 KMOX WBBM
 KFAB—Radio Course Beginning German
 KSTP—Radio Troubadours (NBC)
 WGN—June Baker, Home Management;
 Talk
 WIBO—Nelson Storage
 WJJD—Prof Russell
 WMAQ—Radio Troubadours (NBC)
 WTMJ—The Woman's Point of View

2:45 P.M.
 NBC—Morin Sisters, harmony trio; WJZ
 KSTP—Organ Mania, Dr. Richter
 WBBM—Organ Interlude
 WIBO—Market Reports
 WJJD—Radio Guide's Editor's Round Table
 WLS—Memory Songs, Phil Kalar, soloist
 WMAQ—Baseball; Cubs vs. New York

2:50 P.M.
 WIBO—Natural Grooming, beauty talk
 WCCO—Frank Westphal's Orchestra (CBS)

3:00 P.M.
 CBS—U. S. Army Band; KFAB WCCO
 WBBM
 NBC—Headlines in Song; WEAF WOC
 WHO KYW
 NBC—Thursday Special; soloist and or-
 chestra; WJZ KSTP WMAQ
 KMOX—Baseball
 WGN—Dick Hayes; Rondoliers; Leonard
 Salvo
 WHAD—Book Review
 WIBO—Little Play House
 WJJD—Billy, the Old Gardener
 WLS—Musical Program; Memory Songs
 WOW—Markets
 WTMJ—Baseball; Milwaukee vs. Indian-
 apolis

3:15 P.M.
 NBC—Claire Wilson and Allen Grant, the
 Romancers; WEAF WOC WHO
 KYW—Talk by Dr. H. N. Bundesen
 WHAO—U. S. Army Band (CBS)
 WIBO—Graphology
 WJJD—Spanish Class
 WLS—The Log Cabin Boys

3:30 P.M.
 NBC—The Southeastern Revue; WJZ
 KSTP WENR
 NBC—Ramona, specialty singer; WEAF
 WOC WHO
 KYW—Two Doctors with Aces of the
 Air
 WGN—Ruth A. Wakefield, Historical Talk
 WHAO—Musical Question Box
 WIBO—Hexin Modern Music
 WJJD—Cowboy Singer

3:40 P.M.
 WGN—Rondoliers, male quartet
 WHAO—Enjoy Your Music

3:45 P.M.
 CBS—American Legion Trade Revival
 Campaign speaker; WABC WCCO WISN
 NBC—Fairy Tales; WEAF WOC WHO
 WENR

KFAB—Free Tance Singer
KMOX—"Behind the Mike"
WBBM—Tom Jones, the Arkansas Travel-
er
WIBO—Faul and Wallace
WJJD—Romantic Drama

3:50 P.M.
 WBBM—News Flashes

4:00 P.M.
 CBS—George Hall's Orchestra; WABC
 WBBM WISN KFAB KMOX WCCO
 NBC—Schurrner and Schmidt, piano duo;
 WEAF WOW WOC WHO
 KSTP—Goehler Family Orchestra
 WGN—Robert Ball, songs and readings
 WIBO—Old Chestnuts
 WJJD—Leo Buswell

4:10 P.M.
 WGN—Blanche Thompson and Rondoliers

4:15 P.M.
 CBS—Golden Moments; children's Easter
 party; WABC WBBM KMOX WCCO
 NBC—Three Scamps; WEAF KSTP WOC
 WHO
 WENR—Concert Favorites (NBC)
 WIBO—American Weekly Broadcast
 WISN—The Boswell Sisters
 WJJD—Young Mother's Club
 WOW—In the Playhouse with Jane

4:20 P.M.
 WGN—Garden Club Speaker

4:30 P.M.
 NBC—Fairy Tales; children's program;
 WEAF WOC WHO
 KFAB—Harold Hollingsworth, tenor
 KMOX—"Calvacade"; Ted and Boddy
 King, Georgia Erwin, Roth and Ralph
 KSTP—Cecil and Sally
 KYW—Harold Bean, baritone
 WBBM—Norm Sherr and Jack Brooks
 WCCO—Feminine News Flashes
 WGN—Boh Forsans and Leonard Salvo
 WENR—Irma Glen, organist (NBC)
 WIBO—Nick Nichols, Cartoonist of the
 Air
 WISN—The Globe Trotter
 WJJD—Moosheart Children
 WOW—Rosamine Pardin, pianist

4:45 P.M.
 CBS—Elizabeth Barthell, songs; WABC
 WISN WBBM
 NBC—To be announced; WEAF
 KFAB—Cecil and Sally
 KSTP—Concert Echoes (NBC)
 KYW—Three Strings
 WGN—Jane Carpenter, organist
 WIBO—Organ-O-Logue
 WOC-WHO—American Weekly Program
 WOW—Concert Echoes (NBC)

4:50 P.M.
 WCCO—Livestock Market Summary

5:00 P.M.
 CBS—Current Events; WABC WISN
 WBBM WCCO KFAB
 NBC—Meyer Davis' Orchestra; WEAF
 WMAQ
 KMOX—Ruth Nelson at the organ
 KSTP—Children's Hour
 KYW—Adult Education Council
 WENR—Pat Barnes' Children's Program
 WGN—The Devil Bird, dramatic sketch
 WIBO—Hotan's Council Fire
 WJJD—Neighborhood Store
 WMAQ—To be announced (NBC)
 WOC-WHO—Valley News Review
 WOW—Gypsy Jack and Teena
 WTMJ—Our Club

5:15 P.M.
 CBS—The Devil Bird; travel talk; KFAB
 WCCO KMOX
 NBC—Bert Lovn's Orchestra; WJZ WMAQ
 KYW
 CBS—Ozzie Nelson's Orchestra; WBBM
 WENR—Dick Daring; A Boy of Today
 WGN—Trainload of Tunes
 WIBO—Church of the Air
 WISN—Gene Emerald
 WJJD—Dance Orchestra
 WOC-WHO—To be announced
 WOW—Police Bulletins
 WTMJ—Jungle Explorers

5:30 P.M.
 CBS—Skippy; WBBM KMOX WCCO
 WTMJ
 NBC—John B. Kennedy; WEAF WMAQ
 KFAB—Nebraska Legislative Events; Mr.
 J. Kelso
 KSTP—Radio Council in Education
 KYW—Uncle Bob's Curb-is-the-Limit Club
 WGN—Singing Lady
 WENR—Air Playmates
 WISN—Show Window
 WJJD—Piano Instruction
 WOC-WHO—Skippy; Children's Program
 WOW—WOW Soloist

5:45 P.M.
 NBC—Little Orphan Annie; WENR WGN
 KSTP
 KFAB—Master Singers
 KMOX—Sunshine Discoverer's Club
 WBBM—Howard Neumiller and Phil Por-
 terfield
 WCCO—Junior Sports Talk
 WIBO—Princess Pat Program
 WJJD—Howard L. Peterson, organist
 WOC-WHO—To be announced
 WTMJ—The Thrilling Adventures of Jim-
 my Baxter

"Foreign Legion"

Who Is This Guy, HUSING? + + By Ted Husing

(THURSDAY CONTINUED)

5:50 P.M. WCCO—Rose Hill Nursery
5:55 P.M. WCCO—Lorraine Program
6:00 P.M. NBC—Wallace Brown's String Ensemble; WFAF WOC WIO
KFAE—Cornhusker Trio
KSTP—Crazy Crystal Program
KYW—Grand Terrace Cafe Orchestra (NBC)
WBBM—Sunshine Discoverer's Club
WENR—Young Forty Niners
WGN—Finkle Quin, Dunny Dreamer and Wishbone
WIBO—German Program
WISN—Story of the Day
WJJD—Leo Boswell, songs
WMAQ—George Rector's Cooking School (NBC)
WOW—Crazy Water Cowgirl
WTMJ—Henric's Grenadiers
6:05 P.M. KSTP—Consoleries
6:10 P.M. WISN—Sport Report
6:15 P.M. NBC—Wheatonville; WFAF WMAQ WOW WOC WIO
CBS—Buck Rogers in the Year 2433; WBBM WCO KMOX
KFAE—Master Singers
KSTP—Lou Brees's Orchestra
KYW—The Globe Trotter; News of the World
WGN—Concert Orchestra
WISN—Earl Schallwer, concert violinist
WJJD—Sports Reel
6:25 P.M. KYW—Sports Reporter
6:30 P.M. CBS—Keller, Sargent and Ross; WGN KMOX
NBC—Paul Sabini's Orchestra; WFAF WOC WIO
KSTP—Concert Footlights (NBC)
WBBM—Penrod and Sam
WCCO—Jim and Tom, songs
WENR—What's the News
WIBO—Jerry Sullivan, songs
WISN—Crazy Crystal Orchestra
WJJD—Frankie "Half Pint" Jaxon
WMAQ—Sport Summary
WOW—Omaha Bee News Program
6:40 P.M. WCCO—Singing Troubadour
WIBO—Joe Springer's Hockey News
6:45 P.M. NBC—To be announced; KYW
NBC—The Goldbergs; WFAF WENR WOW WTMJ
CBS—Hoake Carter; WBBM KMOX WCCO
KSTP—Bouquet of Melodies
WGN—Tom, Dick and Harry
WIBO—Trader of Toltay
WJJD—I, of C. Money Talk
WMAQ—Sisters of the Skillet
WOC-WHO—Bluebirds
7:00 P.M. CBS—Easy Aces; KMOX WCCO WGN
NBC—Budy Vallee's Connecticut Yankees; guest stars; WFAF WMAQ WOC WIO WGW KSTP WTMJ
KYW—John Randolph and Three Strings
WBBM—Springtime Frolic
WIBO—Salon Ensemble
WISN—Norman Raleigh
WJJD—Art Wright, songs
WLS—Talk by Homer Byrd
7:15 P.M. KMOX—Dixie Jamboree; various artists
KYW—Hotel Bismark Orchestra (NBC)
WBBM—Pat Flanagan's Sport Review
WCCO—Hume Town Folks
WGN—Concert Orchestra
WIBO—The Village Blacksmith
WISN—The Captivators
WLS—Frank Libuse's Orchestra
7:30 P.M. NBC—Rin Tin Tin Thriller; WJZ WLS
CBS—Kate Smith; WGN KMOX WISN WCCO
KYW—Three Kings
WBBM—Attie Collins' Orchestra
WIBO—Big Ten Program
WJJD—Randall Sisters and Jinnie Dale
7:45 P.M. CBS—Abe Lyman's Orchestra; KMOX WGN WCCO
NBC—Howard Thurston, the Magician; WJZ WLS
KYW—Chandu, the Magician
WBBM—Chickie
WISN—Al and Woody
WJJD—Prof. Russell
8:00 P.M. NBC—Death Valley Days; WJZ WLS
NBC—Captain Henry's Show Boat; WFAF WMAQ WOC WIO WOW WTMJ KSTP
CBS—Ruth Etting; WGN KMOX WISN WCCO
KYW—Mark Fisher's Orchestra
WBBM—Jack Brook's Song Souvenirs
WIBO—Jack Burnett, songs
WJJD—Four Deuts

8:15 P.M. KYW—Billy Sunshine with Mel Stizel
WBBM—The World's Fair Reporters
WCCO—Bill Kellogg's Drug Store
WIBO—Wilcox Memory Book
WISN—Cotton Frankenberg
WJJD—Dance Orchestra
8:30 P.M. CBS—Colonel Stoopnagle and Budd; WGN KMOX WCCO WHAD
KYW—Dixie Boys
WBBM—Memories in Melody, featuring Thora Martens, Phil Porterfield and the Troubadours
WIBO—Joel Lay
8:45 P.M. KYW—Muriel LaFrance with Three Strings
WBBM—Charle Hamp; songs
WIBO—Clem and Marry
9:00 P.M. NBC—Green Brothers; musical novelties; WJZ
NBC—Jack Pearl, comedian; guest orchestra; WFAF WENR WOC WIO WOW WTMJ KSTP
CBS—Foreign Legion; WBBM WCCO KMOX—Aeolian Piano Recital
KYW—The Globe Trotter; News of the World
WGN—Drama of the States
WHAD—Wells Colonial Ball Room
WIBO—Salon Ensemble
WMAQ—Jewish Charities Talk
9:15 P.M. NBC—Vic and Sade; WJZ KYW
KMOX—Dr. Copeland's Health Talk
WCCO—Bisquick Band
WGN—Concert Orchestra
WIBO—Maisonette Russe
WMAQ—News of the Air
9:20 P.M. KMOX—Shades of Blue; Lyons Sisters
9:30 P.M. CBS—Boswell Sisters; trio; WISN WCCO
NBC—Radio City Variety Program; WJZ WMAQ
KMOX—Buddy, Zeb and Otto
KYW—Dreams of Love
WBBM—The Nursemen
WGN—Tomorrow's News
WIBO—Clem and Ira
9:40 P.M. WGN—Headlines of Other Days
9:45 P.M. CBS—Myri and Marge; WBBM KMOX WCCO
KYW—Paul Ash's Orchestra
WGN—Dream Ship
WIBO—B. & K. Reporter
WISN—The Ten Schweitzers
WMAQ—Jack McLallen and Sara (NBC)
10:00 P.M. NBC—Amos 'n' Andy; WJZ WMAQ WENR WTMJ KSTP
CBS—Howard Barlow's Symphony Orchestra; WABC WISN KFAE
KMOX—Air Topics
KYW—Sports Reporter
WCCO—Herbie Kay's Orchestra
WGN—Hal Kemp's Orchestra
WIBO—Betty and Jean, the Mavis Twins
WOC-WHO—Palais Royal
WOW—News Period
10:05 P.M. KYW—Mark Fisher's Orchestra
WOC-WHO—Soloist (NBC)
10:15 P.M. NBC—Blue—Ortavius Roy Cohen Murder Mystery; WTMJ KSTP
NBC—Don Bestor's Orchestra; WFAF WOC WHO WENR WOW
KFAE—International Program
KMOX—Sport Squibs; France Laux
WIBO—Famous Music
WMAQ—Dan and Sylvia, drama
WOC-WHO—Slumber Hour
10:20 P.M. KMOX—Artist's Bureau
10:25 P.M. KMOX—Band Concert
KSTP—To be announced
10:30 P.M. CBS—Ted Lewis' Orchestra; KFAE WISN WCCO KMOX
NBC—Red—Jack Denny's Orchestra; WOW WMAQ WOC WIO
KSTP—Reports
KYW—Husk O'Hare's Orchestra
WGN—Wayne King's Orchestra
WIBO—Henri Gendron's Orchestra
WTMJ—Dance Orchestra
10:45 P.M. KMOX—Bobbie Meeker's Orchestra
KSTP—Gold Room Orchestra
WBBM—Herb Cashin's Orchestra
WIBO—Salon Ensemble
WOC-WHO—Jack Denny's Orchestra (NBC)
10:50 P.M. WGN—Bernie Cummins' Orchestra
11:00 P.M. CBS—Charles Barnet's Orchestra; WABC KFAE WISN WCCO
NBC—Sam Robbins' Orchestra; WJZ WMAQ

to Washington and through thousands of feet of wet grounds in Arlington. In New York, Mrs. Bennett was approached for permission Admiral Richard Byrd, as her escort, acquiesced to the broadcast.
An old ordinance at the National Burial Grounds provides that permission for taking pictures must be granted by the widow. This rule was extended to include the new wonder of radio. The broadcast was made from the edge of the burial plot in rain and sleet in a temperature of but a few degrees above zero. It was a strain of preparation and achievement. Columbia was acclaimed for having attempted such a service for the nation. It brought the spotlight on the network in the seventh month of its existence as no other broadcast had previously.
Then, without thought to the limited scope of its network wires, Columbia sent me west in August to California, to broadcast the Hoover acceptance speech from Palo Alto's famed stadium on the Stanford University grounds. This, despite the fact that our most western station was located at Omaha, over one thousand miles from the scene of the broadcast. . . . These daringly scheduled assignments were doing much to publicize Columbia, and were carrying CBS into prominence at the same time.
The faith of Columbia in my work is a memory I shall never be able to erase. . . . Throughout the country, I darted on political speeches. Then came the football season in which I started my first network broadcasting as a solo descriptionist, assisted only by my engineer, Jack Norton. That I succeeded without an assisting observer is a miracle. . . . The arrival of the Graf Zeppelin at Lakehurst and the broadcasting of the election returns, the latter broadcast handled for over eight hours by myself alone as commentator, tabulat-

or, descriptionist and entertainer, rounded out the year.
Recognition from the gentlemen of the press came with the new year. . . . I was made! And whether or not it sounds good in print—or whether it reveals too much—this young person was so happy that he went to church and thanked the Deity for the excellence of His protection, and faced 1929 with an abandon that he never since has felt. . . . This year brought me my first World Series, my first trip to California for football, the famous Old Gold hour with Paul Whiteman, and another trip to California for the picture, "King of Jazz," and my first Kentucky Derby.
It was a great thing to make them all on time and to travel on top of the beams instead of on them as I used to.
Nineteen hundred and thirty to date is quite modern radio history and it's like everything else—forgotten history to me. All I do now is look ahead. . . . I've organized a great broadcasting crew with Les Quailey as my chief research assistant and Les Farkas as my personal engineer. . . . a courtesy that the engineering division permits me.
We three discuss jobs for weeks before they happen, we broadcast things over and over so that each man knows when and what to do. Les is never in my line of vision and never opens his mouth to disturb the flow of my thoughts. Farkas knows what mikes to open or to mix in to obtain the proper effect for which we are trying. We agree to these effects beforehand just as a stage producer knows what lights he wants when he wants them. We research all sports as far as nine months ahead where possible and we ground ourselves in what is known as the "system". . . . The system helped to bring us before the public and we improve it all the time.

New mechanical and electrical devices which may speed things up, new paper charts or filing systems which assure us correctness, and a strict attention to duty help to round out our work. One of us can ruin the work of the trio. If I fail to describe correctly, all the contributing work goes for naught, and, with Quailey, a bad observation may ruin the best report. If Farkas subdues crowd effects or rides them too high above the voice, excellence is wasted. It's a nervous strain but one that is worth while when the front office sends out a little note of applause.
And scared—whew! Are we scared when we start to do a game! Eleven a. m. in the morning is the deadline for a broadcast at three p. m. And the funny part of it is that we die a hundred deaths in waiting for the signal to "go on the air."
That's sketchy of me by me. . . . I'm just over the thirty mark, six feet tall, going bald slowly, slim and lean, weigh 170 and retain the springiness of the athletic days of long ago. . . . I'm a little temperamental and reticent, despite the reactions to the contrary that people get when they meet me. My friends number less than five and my confidant is my best pal and assistant—Les. I like meticulousness in everything, ride high for cleanliness even though I hate to shave. I appreciate organization and methodical application. I tell the truth without hemming and hawing and sometimes find that this undiplomatic procedure causes some pain. I abhor details except when I check up on jobs, and I get enthusiastic over things with a depth that even a bomb couldn't pierce. I live my life as I see it and care for no opinions regarding what I do. I've never caused Columbia any worries about my conduct, however, and I've been thankful that my head never grew so large that I couldn't ride under a bridge on my day off.

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Friday, April 14

Features:

"First Nighter"

"Jack Benny"

8:00 A.M.
 CBS—Tony Wouns; Are You Listening?
 KMOX WISN WBBM
 NBC—Morning Glee Club WEAT WOW
 KSTP—Breakfast Club (NBC)
 WIBO—Time Signal Express
 WJJD—Happy Go Lucky Time
 WLS—Gene Autry, Oklahoma Yodeler
 WMAQ—Breakfast Club (NBC)
 WTMJ—The Oldtimers

8:15 A.M.
 NBC—Current Events; Anne Reid; WEAF
 WDW WOC WHO
 KFAB—Studio Program
 KMOX—Produce Reporter
 WBBM—Musical Gems
 WISN—Early Risers
 WLS—The Book Shop; Wm. Vicklund;
 Ralph Emerson

8:20 A.M.
 KMOX—Morning Reveries; Hymn Time;
 Ken Wright

8:30 A.M.
 NBC—Blue—Moss and Jones, songs and
 patter; WMAQ
 CBS—The Merry-makers; KMOX WISN
 NBC—Flying Fingers; WEAF WOW WOC
 WHO KSTP
 KFAB—Musical Clock
 WBBM—Modern Living
 WIBO—Concert Hour
 WLS—Musical Program
 WTMJ—WTMJ Gymnasium of the Air

8:35 A.M.
 WLS—Produce Market Reporter; Live-
 stock receipts

8:45 A.M.
 NBC—Mrs. Anna Roosevelt Dall; WEAF
 WDW
 CBS—Little Jack Little, vocalist and pian-
 ist; WABC KMOX WBBM WISN
 NBC—Nothing But The Truth; WJZ
 WMAQ
 KSTP—Pearson's Prize Winners
 WGN—Good Morning
 WOC-WHO—Favorite Foods
 WTMJ—What's New in Milwaukee? Ask
 Mrs. Grey

8:50 A.M.
 WLS—Topics with Sue Roberts

9:00 A.M.
 NBC—Breen and de Rose; vocal and in-
 strumental; WEAF WOC WHO WOW
 NBC—Blue—Musical Melange; KYW
 KFAB—Broadway or Bust
 KMOX—"Through the Looking Glass with
 Frances Ingram"
 KSTP—Polly the Shopper
 WBBM—Lakeside Melodies; J. W. Doty,
 organist
 WGN—Keep Fit Club
 WIBO—YMCA Exercises
 WISN—Crazy Crystal Program
 WMAQ—Women's Calendar
 WTMJ—Setting Up Exercises

9:10 A.M.
 WCCO—Dan the Decker Man
 WLS—Harry Steele; Hamlin's Newscast

9:15 A.M.
 CBS—Crumit and Sanderson; KMOX
 KFAB
 NBC—Blue—Clara, Lu 'n' Ein; KSTP
 WTMJ WGN
 KYW—Ari Operettas
 WBBM—American Dental Ass'n Program
 WCCO—Betty Crocker's Home Talk
 WIBO—Frankie Marvin, cowboy ballads
 WLS—Mac and Bob
 WOC-WHO—Hog Flash and Farm Talk

9:20 A.M.
 WBBM—News Flashes

9:25 A.M.
 WISN—Musical Interlude

9:30 A.M.
 NBC—Happy Jack; Jack Turner, songs;
 WJZ WMAQ
 KFAB—University of Nebraska
 KSTP—Department Store Parade
 KYW—The Strolling Fiddler (NBC)
 WBBM—Beauty Chat
 WCCO—Jack Sprat
 WGN—Market Reports
 WHAO—Weeping Water Crystals
 WIBO—Little Harry; King of the Kitchen
 WLS—Weaver of Dreams; Ralph Emers-
 on; Hugh Aspinwall
 WOC-WHO—What Does Your Face Reveal?
 WOW—Talking Things Over
 WTMJ—The Personality Girl

9:35 A.M.
 KSTP—Musical Interlude
 WCCO—New York Stocks
 WGN—Leonard Salvo's Mail Box

9:40 A.M.
 KSTP—Schunemanns and Mannheimers

9:45 A.M.
 CBS—Waltz Dreams; Fred Borrens, con-
 ductor; WABC KMOX WBBM
 NBC—Red—Betty Crocker; KYW WOW
 WOC WHO WTMJ
 KFAB—Singing Philosopher
 KSTP—The Reducers, skit
 WCCO—Rosehill Nursery
 WHAO—Thrifty Shoppers with Ebner and
 Dora

WIBO—Trondor
 WLS—Happysville Special; Jack Holden
 and Sparcibs
 WMAQ—Flower Gardens; Lida
9:50 A.M.
 WMAQ—Singing Strings (NBC)
9:55 A.M.
 WCCO—Priscilla, the Maid of New Eng-
 land
10:00 A.M.
 NBC—Mary Magdalene; drama; WJZ
 WTMJ KSTP
 NBC—Mary Magdalene; drama; WEAF
 WOC WHO WOW
 KFAB—Wilbur Chlenoweth, organ melodies
 KMOX—Edna Wallace Hopper
 WBBM—Donald Novis, tenor
 WCCO—Through the Looking Glass,
 beauty talk
 WGN—Arthur Oberg, tenor and Allan
 Grant
 WHAO—Going to Market
 WIBO—Nick Nichols, Cartoonist of the
 Air
 WJJO—James Weber Linn
 WLS—Livestock and Poultry Markets
 WMAQ—Rhythm Ramblers (NBC)
10:15 A.M.
 CBS—The Ambassadors; male trio directed
 by Minnie Blaumann; KFAB WCCO
 KMOX
 WBBM—Charlie Hamp's Happyeast Hour
 WENR—Moria Sisters, harmony team
 WGN—Happy Endings
 WIBO—Market Reports
 WISN—The Globe Trotter; news and
 weather report
 WMAQ—Institute of Radio Service Men
10:25 A.M.
 WGN—Market Reports
10:30 A.M.
 CBS—Eras of the Air; KMOX KFAB
 WCCO WISN WBBM
 WENR—Jackie Heller; Phyllis and Frank
 sketch
 WGN—Digest of the News
 WIBO—News Reports
 WJJO—Name the Band
 WMAQ—To be announced
10:45 A.M.
 CBS—Columbia Education Features:
 WABC WISN
 KFAB—Buetta Day Blinks
 KMOX—KMOX Magic Kitchen
 WBBM—Jack Brooks, tenor
 WCCO—The Singing Baker
 WENR—Singing Strings
 WGN—Grand Old Hymns
 WIBO—Household Guild
 WJJO—Piano Instructions
 WMAQ—Today's Children
10:50 A.M.
 WCCO—In the Luxembourg Gardens
 (CBS)
11:00 A.M.
 CBS—Good Friday Service from Wash-
 ington Cathedral; WABC KMOX WCCO
 NBC—Eldora Sanford, soprano; WOW
 KFAB—Dramatic Skit
 KSTP—Schunemanns and Mannheimers
 KYW—Morning Melodies
 WBBM—Up to Par
 WGN—Morning Musicales
 WIBO—Organ Interludes
 WISN—Peggy's Movie Chatter
 WJJO—WJJD Carnival
 WMAQ—To be announced
 WOC-WHO—Markets
 WTMJ—Piano Pals
11:10 A.M.
 KSTP—Organ Pictures
11:15 A.M.
 KFAB—Paul Tremaine's Orchestra (CBS)
 KSTP—Organ Pictures; Dr. Richter
 KYW—Colett's Tete A Tete
 WBBM—Virginia Clarke; Gene and
 Charlie
 WENR—Fifteen Minutes with Gene Arn-
 old
 WGN—Singing Tones
 WISN—Paul Tremaine's Orchestra (CBS)
 WJJO—Randall Sisters and Jimmy Dale
 WOC-WHO—Aunt Jane's Home Man-
 agement Club
 WTMJ—The Tune Thinkers
11:25 A.M.
 WOW—Health Exercises
11:30 A.M.
 NBC—Blue—National Farm and Home
 Hour; KYW KSTP WOW WOC WHO
 KFAB—Three Minute Melodies
 WBBM—Frank Wilson and Jules Stein
 WCCO—Stocks; Markets
 WENR—Home Service
 WGN—Board of Trade Reports
 WIBO—Golden Gate
 WJJD—WJJD Carnival
 WTMJ—Lenten Services
11:35 A.M.
 WGN—Painted Dreams
11:45 A.M.
 KFAB—Market Reports and News
 KMOX—KMOX Today; Organ Theme
 WCCO—Minnesota Police Bulletin
 WIBO—Wilcox Memory Book

WJJO—ROY Sunshine
 WLS—Weather Reports, Livestock Esti-
 mates
 WTMJ—Lenten Services
11:50 A.M.
 KMOX—Postmen's Whistle, Organ Theme
 WCCO—News Bulletin
 WGN—Good Health and Training Pro-
 gram
11:55 A.M.
 KMOX—Band Concert
 WLS—Weather Report; produce reporter;
 Livestock Report
12:00 NOON
 KFAB—University of Nebraska
 WGN—Mid day Service
 WIBO—Clem, the Melody Man
 WISN—Radio Luncheon Club
 WJJO—P. of C. Inspirational Hour
 WLS—Tom and Roy with Dixie Mason
 WTMJ—Tre Ore Services
12:15 P.M.
 NBC—Ted Black's Orchestra; WMAQ
 KMOX—Market Reports
 WBBM—Edna Wallace Hopper
 WIBO—Stock Markets
 WISN—Billy Hays' Orchestra (CBS)
 WJJO—Luncheon Musicales
 WLS—Prairie Farmer Dinnerbell Program
12:20 P.M.
 WBBM—News Flashes
 WCCO—Musical Program
12:25 P.M.
 WMAQ—Board of Trade
12:30 P.M.
 NBC—The Merrie Men, male quartet;
 WMAQ KSTP
 NBC—Essex House Ensemble; WEAF
 KYW
 KFAB—Sunny Jim
 KMOX—Ken Wright, organ; Sunny Joe,
 Sad Sam, the Shumate Brothers, vocal-
 ists
 KYW—Texas Special
 WBBM—Local Markets
 WIBO—Monroe Fox
 WJJO—Live Stock Markets
 WOC-WHO—Earl Ferris Program
 WOW—Markets
12:35 P.M.
 WBBM—Chicago Hour
 WISN—Boy American talk by Kathryn
 Janke
12:45 P.M.
 KFAB—Palmer House Ensemble (CBS)
 KMOX—Town and Country Speaker
 KSTP—News Reports
 KYW—Rex Maupin's Orchestra with Olga
 Vernon
 WIBO—News Flashes of the Day
 WJJO—Neighborhood Store
 WMAQ—Princess Pat, beauty talk
 WOC-WHO—Concert Ensemble (NBC)
 WOW—News Period
12:50 P.M.
 KSTP—Beano Ralino, violinist
 WMAQ—Rhythmic Serenade (NBC)
12:55 P.M.
 WBBM—American Dental Society
 WISN—The Globe Trotter
1:00 P.M.
 KFAB—Georgie Porgie
 KSTP—D. A. R. Program
 KYW—Husk O'Hare's Orchestra
 WGN—Executives Club of Chicago
 WIBO—Henri Gendron's Orchestra
 WJJO—Illinois Medical Society
 WLS—Uncle Ezra, comedy skit
 WOC-WHO—Omaha Flour Mills Program
 WOW—Nebraska Federation of Women's
 Clubs
 WTMJ—Police Reports
1:05 P.M.
 NBC—Words and Music; Harvey Hays,
 narrator; Irma Glen, organist; Sara
 Ann McCabe, soprano; Charles Howard,
 tenor; WJZ WMAQ
1:15 P.M.
 KSTP—Hotel St. Paul Orchestra
 WIBO—Reading Room
 WJJO—Century of Progress Skit
 WLS—Livestock and Grain Markets
 WMAQ—Mann Selections
 WOC-WHO—Geppert Studios
1:20 P.M.
 WMAQ—Board of Trade
1:30 P.M.
 NBC—Southern Singers; WEAF WOC
 WHO
 KSTP—Hollywood Happenings
 KYW—Prudence Penny, talk
 WIBO—Frankie Marvin; Cowboy Ballads
 WJJO—Bill Billy Time
 WLS—Orchestral Program; Phil Kalar,
 soloist
 WMAQ—Public Schools Program
1:40 P.M.
 WIBO—Theatre Reporter
1:45 P.M.
 NBC—Blue—Sisters of the Skillet; KYW
 KSTP
 NBC—Three Shades of Blue; male trio;
 WEAF WOC WHO

KMOX—Exchange Club
 WGN—Alan Grant, pianist
 WIBO—Stardom Diet
 WJJO—Variety Music
 WLS—Maple City Fair and John Brown
 WTMJ—Radio Forum
1:50 P.M.
 WIBO—Princess Pat
2:00 P.M.
 NBC—Blue—Betty and Bob; WLS
 NBC—Red—Judy and Jane; WOC WHO
 WOW KSTP
 NBC—Charles Gilbert Spross; sonata pro-
 gram; WEAF
 KMOX—Home Radio Program; Stung
 Orchestra
 KYW—Concert Echnes
 WBBM—Beauty Chat
 WGN—Palmer House Ensemble
 WIBO—Radio Gossip
 WJJO—Master Works
2:10 P.M.
 WGN—Evelyn Renee
2:15 P.M.
 NBC—Famous Loves; drama; WEAF
 WMAQ
 KSTP—Have You Heard?
 WLS—Fanfare
 WOC-WHO—Famous Loves (NBC)
 WOW—Omaha Vita-nold Company
2:20 P.M.
 WCCO—Weather, Markets, Stocks
2:30 P.M.
 NBC—Red—Women's Radio Review; WOC
 WHO WOW KSTP KYW
 KFAB—University of Nebraska
 KMOX—Blanche Calloway's Orchestra
 (CBS)
 WGN—June Baker, home management
 WIBO—Nelson Storage
 WJJO—Prof. Russell
 WLS—Studio Musical Variety Program
 WMAQ—Radio Troubadours (NBC)
2:45 P.M.
 NBC—Morin Sisters; WJZ
 WBBM—Household Hints
 WIBO—Kerher Bradford, Fashion Chats
 WJJO—Radio Gossip
 WLS—Maple City Fair and John Brown
 WMAQ—Baseball, Cubs vs. New York
3:00 P.M.
 CBS—The Grab Bag; KFAB WHAD
 KMOX
 NBC—Red—May We Present; Marjorie
 Horton, soprano; WOW
 KMOX—Baseball
 KSTP—Better Bridge
 KYW—Three Strings; Curtiss Sports
 WBBM—Julia Hayes; Household Hints
 WCCO—Stocks and Markets
 WGN—Earl Wilkie, tenor
 WIBO—Sylvia Stone
 WJJO—Billy, the Old Gardener
 WLS—John Brown, piano selections
 WOC-WHO—Butternut Coffee Program
 WTMJ—Baseball; Milwaukee vs. Indian-
 apolis
3:15 P.M.
 NBC—Red—Triangle Club; Lew White,
 organist; talk on interior decorating;
 WOW KSTP WOC WHO
 KYW—Dr. Herman N. Bundesen, Health
 Commissioner; talk
 WBBM—The Grab Bag (CBS)
 WCCO—The Grab Bag (CBS)
 WHAO—Vncational Guidance
 WIBO—Graphologist
 WJJO—U. of C. German Class
 WLS—The Log Cabin Boys
3:20 P.M.
 WGN—Garden Club Speaker
3:30 P.M.
 CBS—U. S. Army Band; WABC WCCO
 KFAB WGN
 NBC—Stainers Crucifixion; WJZ WENR
 KSTP
 KYW—Two Doctors with Aces of the Air
 WBBM—Illinois Federation of Women's
 Clubs
 WCCO—SOS Program
 WHAO—Song of Life
 WIBO—Hexin Modern Music
 WJJO—Cowboy Singer
 WOC-WHO—Crescent Hour of Music
3:40 P.M.
 WBBM—Organ Melodies
3:45 P.M.
 WHAO—Dental Health
 WIBO—Ford and Wallace, songs
 WJJD—Rhapsody in Records
3:50 P.M.
 WBBM—News Flashes
4:00 P.M.
 CBS—Don Lang; true animal stories;
 WABC WISN WBBM
 NBC—Neil Sisters, harmony team; WJZ
 WENR
 KSTP—To be announced
 WCCO—University of Minnesota Sym-
 phony Orchestra
 WGN—Bebe Franklyn and Rondoliers
 WIBO—Phil Shuken, tenor
 WJJO—Carolina Balladeer
4:15 P.M.
 CBS—John Kelvin, Irish tenor; WBBM
 KFAB WISN WCCO

WENR—Concert Favorites (NBC)
 WGN—A Twentieth Century Bookshelf,
 Review
 WIBO—American Weekly
 WJJD—Young Mothers' Club
4:30 P.M.
 NBC—Fairy Tales; children's program;
 WEAF WOC WHO WOW
 KFAB—Harold Hollingsworth, tenor
 KMOX—String Ensemble
 KSTP—Cecil and Sally
 KYW—Earle Tanner, tenor
 WBBM—Howard Neumiller
 WCCO—Ramona Gerhardt, organist
 WENR—Irma Glen, organist (NBC)
 WGN—Earl Wilkie and Leonard Salvo
 WIBO—Nick Nichols, "Cartoonist of the
 Air"
 WISN—The Globe Trotter
 WJJO—Mooseheart Children
4:45 P.M.
 NBC—Paul Wing, the Story Man; WEAF
 WOC WHO WOW
 KFAB—Cecil and Sally
 KMOX—String Ensemble
 KSTP—Musical Moments
 KYW—Three Strings
 WBBM—Willard's Messenger with Hugh
 Aspinwall
 WCCO—Listerine Program
 WGN—Jane Carpenter's Recital
 WISN—Paul Whiteman's Orchestra
4:50 P.M.
 WCCO—Livestock Market Summary
5:00 P.M.
 NBC—Meyer Davis' Orchestra; WEAF
 CBS—Do Re Mi; WISN
 NBC—George Rector's Cooking School;
 WMAQ
 KFAB—Jolly Gooch Bakers
 KSTP—Mahdi's Magic Circle
 KMOX—Uncle Remus Stories
 KYW—Rose Vanderbosch at the piano
 WBBM—Springtime Frolic
 WCCO—Steamboat Bill
 WENR—Pat Barnes Children's Program
 WGN—The Devil Bird, dramatic skit
 WIBO—Hotan's Council Fire
 WJJD—Neighborhood Stores
 WOC-WHO—News Review
 WOW—Gypsy Jack and Teena
 WTMJ—Our Club
5:05 P.M.
 WCCO—Steamboat Bill
5:15 P.M.
 CBS—George Hall's Orchestra; WBBM
 NBC—King Kill Kare; WJZ WMAQ
 KFAB—The Devil Bird; travel talk; KMOX
 CBS—WCCO
 KSTP—Children's Hour
 KYW—Penrod and Sam
 WENR—Dick Daring; A Boy of Today
 WGN—Trainload of Tunes
 WIBO—Church of the Air
 WISN—Marge Bast
 WJJO—Dance Orchestra
 WOC-WHO—Meyer Davis' Orchestra
 (NBC)
 WOW—Police Bulletins
 WTMJ—"Jungle Explorers"
5:20 P.M.
 KSTP—Ruf and Reddy
 WTMJ—Jungle Explorers
5:30 P.M.
 CBS—Skippy; WBBM KMOX WCCO WOC
 WHO WTMJ
 NBC—Betty Boop; WEAF WOW WMAQ
 KFAB—Piano Lessons
 KSTP—Children's Hour
 KYW—Uncle Bob's Curb-is-the-Limit
 Club
 WGN—Singing Lady (NBC)
 WENR—Radio Playmates
 WISN—Show Window
 WJJO—Piano Instruction
 WMAQ—Doggie Dinner
5:45 P.M.
 NBC—Little Orphan Annie; children's
 playlet; WENR KSTP WGN
 CBS—The Inno Wolf Tribe; WBBM
 KMOX WCCO
 NBC—Red—Borrah Minevitch's Harmoni-
 ca Rascals; WOW
 KFAB—Professor Scanning; Current Poli-
 tical Problems
 WIBO—Princess Pat Program
 WJJO—Howard L. Peterson, organist
 WMAQ—Old Pappy, negro impersonations
 WOC-WHO—American Weekly Program
 WTMJ—The Thrilling Adventures of Jim-
 my Baxter
6:00 P.M.
 KFAB—Master Singers
 KSTP—Amusement Bulletin
 KYW—Grand Terrace Cafe Orchestra
 (NBC)
 WBBM—Grandpa Burton's Stories
 WENR—Young Forty Niners
 WGN—Uncle Quill, Donny Dreamer and
 Wishbone
 WIBO—German Program
 WISN—Story of the Day
 WJJO—Leo Boswell, songs
 WMAQ—George Rector's Cooking School
 WOC-WHO—Bluebirds
 WOW—Crazy Water Cowgirl
 WTMJ—Heinie's Grenadiers

MUSIC in the AIR + By Carleton Smith

"Mary Magdalene"

(FRIDAY CONTINUED)

6:05 P.M.
KSTP—Consoltyrics

6:15 P.M.
CBS—Buck Rogers in the Year 2433;
KMON WBBM WCCO
NBC—Just Relax, sketch: WFAF WOW
WMAQ WOC WHO
KFAB—Cornhusker Ensemble
KSTP—Detectives Black and Blue
KYW—The Globe Trotter; News of the World
WGN—Palmer House Ensemble
WISN—The Captivators
WJJD—Sports Reel

6:25 P.M.
KYW—Sports Reporter
WOW—Crazy Water Program

6:30 P.M.
KMOX—The Old Tavern Keeper
KSTP—Radisson Hotel Orchestra
KYW—Husk O'Hare's Orchestra
WBBM—Penrod and Sam
WCCO—Jim and Tom, songs
WENR—What's the News
WGN—Dinner Music
WIBO—Jerry Sullivan
WISN—Crazy Crystal Boys
WJJD—Frankie "Half Pint" Jaxon
WMAQ—Sport Summary
WOC-WHO—Millie and Madge
WOW—Omaha Bee-News Program

6:35 P.M.
KSTP—Concert Ensemble
WOW—Three Keys (NBC)

6:40 P.M.
WCCO—Singing Troubadour
WIBO—To be announced

6:45 P.M.
NBC—Red—The Goldbergs: WENR WOW
WTMJ
CBS—Boake Carter WBBM KMON WCCO
KSTP—Tarzan of the Apes
WGN—Tom, Dick and Harry
WIBO—Statistical Information
WJJD—U. of C. Music Appreciation
WMAQ—Sisters of the Skillet
WOC-WHO—Bisquick Band

6:50 P.M.
WOC-WHO—Smilin' Sam

6:55 P.M.
WISN—Orchestra Interlude

7:00 P.M.
NBC—Blue—Vocal and Instrumental Ensemble direction Phil Spitalny; WLS
CBS—Elizabeth Barthell; Eton Boys and Freddie Bich's Orchestra: WABC WCCO KMON
NBC—Red—Jessica Dragonette: WOC WHO WOW KSTP WTMJ KYW
WBBM—"Dr." Joe Rudolph
WGN—Singing Sam
WIBO—"Epics of History"; Judge John H. Lyle
WISN—WISN Family Party
WJJD—Art Wright, songs
WMAQ—Orchestral Program

7:15 P.M.
CBS—Modern Male Chorus: WABC WCCO KMON
WBBM—Pat Flanagan's Sport Review
WGN—Palmer House Ensemble
WISN—The Captivators
WJJD—Rajput, drama
WMAQ—News of the Air

7:30 P.M.
CBS—The Triple Bar X Days and Nights, dramatic: WCCO WBBM
NBC—Blue—Adventures in Health: WLS
KMOX—Mississippi Minstrel
WGN—Hal Kemp's Orchestra
WIBO—Chauncey Parsons, songs
WISN—To be announced
WJJD—Half Pint Jason Jubilee
WMAQ—Jack Russell's Orchestra

7:45 P.M.
NBC—Blue—Howard Thurston, the Magician: WLS
WBBM—"Chickie"; drama
WGN—Concert Orchestra
WIBO—"Two Friendly Enemies"
WISN—Al and Woody
WMAQ—Mr. Twister

8:00 P.M.
NBC—First Nighter, drama, with June Meredith, Don Ameche and Cliff Souther, Eric Sagerquist's Orchestra: WTMJ WLS KSTP
CBS—Jane Freeman, singer; Leonard Hayton's Orchestra: WISN WISN WCCO KMON
NBC—Tom Howard; Jeannie Lang; Herbert Polster; The Singing Clerks and Harry Salter's Orchestra: WMAQ
KYW—The Book Theater
WBBM—Jack Brook's Song Souvenirs
WIBO—Jack Burnett, tenor
WJJD—Prof. Russell
WOC-WHO—To be announced
WOW—Hotel Fontenelle Orchestra

8:15 P.M.
CBS—Mary Eastman with Symphony Orchestra; male chorus: WCCO KMON WISN
WBBM—"Minalrama"
WGN—Drama of the States
WIBO—Wibox Memory Book
WJJD—Dance Orchestra

8:30 P.M.
NBC—"Seven Last Words of Christ": KSTP WTMJ WMAQ
CBS—Edwin P. Hill; Nathaniel Shilkret's Orchestra: WGN KMON WHAD WCCO
NBC—Leo Heisman's Orchestra; guest speaker: WOC WHO WOW WENR
KYW—Mark Fisher's Orchestra
WBBM—Artie Collins' Orchestra
WIBO—Madame Lucie Weston, Wagnerian Soprano

8:40 P.M.
WBBM—Dr. Royal S. Copeland

8:45 P.M.
KYW—For Music Lovers Only
WBBM—Charlie Hamp, songs
WIBO—Clem and Harry

9:00 P.M.
NBC—Jack Benny, comedian: WENR WOC WHO WOW WTMJ KSTP
KMOX—Romance of Music
KYW—The Globe Trotter, News of the World
WBBM—The Adventurer's Club
WCCO—Northwest Business Forum
WGN—William Miller, tenor
WHAD—German Hall Hour
WIBO—Ford and Wallace
WMAQ—Dr. Preston Bradley's Round Table
WOC-WHO—Geppert Studios

9:15 P.M.
KMOX—Dr. Copeland's Health Talk
WBBM—Jackie Heller, tenor; orchestra
WCCO—Seven Last Words (CBS)
WGN—Big Leaguers and Busters
WIBO—Maisonette Russe

9:20 P.M.
KMOX—Artist's Bureau

9:30 P.M.
KMOX—Buddy, Zeb and Otto
KSTP—Front Page Headlines
WBBM—Ben Pollack's Orchestra
WENR—Cyril Pitts in Magic Melody
WGN—Tomorrow's News
WIBO—Pleasant Street, sketch
WISN—American Legion Band
WMAQ—The Northerners
WOC-WHO—Jack Sprat Smile Club
WOW—"Neighbors" (NBC)
WTMJ—The Peppotimist

9:35 P.M.
KYW—Three Strings

9:40 P.M.
WGN—Headlines of Other Days

9:45 P.M.
CBS—Myrt and Marge: WBBM WCCO KMON
KSTP—Lou Breese's Orchestra
KYW—Dramatization
WENR—Frank Libuse's Orchestra
WGN—Dream Ship
WIBO—B. & K. Reporter
WISN—The Captivators
WOC-WHO—Solo Unit Program

10:00 P.M.
NBC—Vincent Lopez' Orchestra: WFAF KYW
CBS—Nino Martinelli, tenor; Columbia Symphony Orchestra: KFAB WISN
NBC—Blue—Amos 'n' Andy: WMAQ WENR WTMJ KSTP
KMOX—Air Topics
KYW—Sports Reporter
WCCO—Herbie Kay's Orchestra
WGN—Bride Club of the Air
WIBO—Doctor Andrew Dolson, songs
WOC-WHO—Smilin' Sam
WOW—World Herald News Period

10:10 P.M.
WIBO—Income Tax Facts

10:15 P.M.
NBC—Welcome Lewis, vocalist; orchestra: WJZ WENR
KMOX—Sport Squibs; France Laux
KSTP—General and News Reports
WIBO—Famous Music
WMAQ—Dan and Sylvia
WOC-WHO—American Weekly Program
WOW—Vincent Lopez' Orchestra (NBC)
WTMJ—"Lest We Forget"

10:25 P.M.
KSTP—Hotel St. Paul Orchestra

10:30 P.M.
CBS—Abe Lyman's Orchestra: KFAB WCCO
NBC—Phantom Gypsy, violinist: WJZ WENR
KMOX—Harvey Lankford's Orchestra
KYW—Mark Fisher's Orchestra
WGN—Wayne King's Orchestra
WIBO—A Flay by the Main Street Stock Company
WISN—The Melody Club
WMAQ—Harold Stern's Orchestra (NBC)
WOC-WHO—Harold Stern's Orchestra (NBC)
WOW—Harold Stern's Orchestra (NBC)
WTMJ—Dance Orchestra

10:45 P.M.
KMOX—Bobbie Meeker's Orchestra
KSTP—Radisson Hotel Orchestra
WISN—Abe Lyman's Orchestra (CBS)
WOW—Hotel Fontenelle Orchestra

10:50 P.M.
WGN—Bernie Cummins' Orchestra

11:00 P.M.
NBC—Duke Ellington's Orchestra: KSTP WMAQ WISN
CBS—Ben Pollack's Orchestra: WABC WCCO KFAB WISN
KMOX—Dave Bitner's Orchestra

MANY letters come to this desk asking for more programs of modern music. Listeners have enjoyed Paul H. Biteman's excursions into the music of today. They request information about the Stokowski radicalism. They like Koussevitzky's recent programs. And they want more such music.

This is good. For the future of the musical art, it is one of the most encouraging of all signs. If we are to develop music, the public should be interested. Its support and encouragement are invaluable.

A note from a distinguished American composer, who writes in what might be called more or less accepted forms, tells of his difficulties in securing performances for his works. "These give me small encouragement to do new things Can you blame me?" he writes.

His problem is a real one. Presentation of his music is all-important to him, not merely on grounds of self-interest, but because of the necessity of hearing his music in actual performance. The composer's greatest need is to "put his ear" to his own composition, for there is no real test of music except through performance.

The fact is that music does not exist until it sounds. So subtle are the relations and arrangements of tones that, beyond recognizing a very weak score from one which has vitality and strength, no real evaluation can be made without a hearing—and often several hearings.

Public Dislike—

GRANTING all this, why is it, then, that the living composer frequently receives no pay for his work and, in addition, finds it extremely difficult to secure a performance?

In part, it is because most of us

have an aversion to so-called "modern" music. We have dubbed the organization which sponsors such works, the "Internation Society for Contemptible Music." We feel like Leopold Godowsky did when a composer-friend called him up and asked him to hear his last composition "Are you sure, your very last composition?" asked Godowsky.

"Yes!" replied the composer. "Fine! I'll come," said Godowsky. We just don't like the new music. Familiar tunes and old harmonies sound better to us. Cacophony and dissonances are distressing. And so we cling to the music of other periods, and stick our heads in the sand, ostrich-like, whenever the works of our own period are played.

Music's Future—

BUT enough! Suffice it to say that if history is in the least faithful in repeating itself, a genius will emerge from this transition period (which, by the way, has its parallel in the social and political order). As in the past, he may not be recognized. But his music will survive. If he is called a "modernist," let us remember that Bach, Mozart, Beethoven, Brahms and Wagner were all modernists in their days.

This genius will be the spokesman of our age, as these earlier geniuses were of their own. Just as they did, he will take the realities of our inner life and converse about them in music.

It is a pleasure to know there are those who enjoy modern music, who listen to it sympathetically, and who thereby encourage the living composer. They are preparing the way for this genius, that we may soon enter into the flowering of another creative period in the history of music.

Listen To:—

Deems Taylor's musical setting of Alfred Noyes' poem "The Highwayman," with a chorus (St. Cecilia Club) of 100 women's voices (Sat., April 8, 5 p. m. over NBC-KYW).

A Quartet of opera stars (Queena Mario, soprano; Gladys Swarthout, mezzo-soprano; Mario Chamlee, tenor; and Frank Chapman, baritone) singing old time favorites (Sat., April 8, 10:30 p. m. over NBC-WMAQ).

The Beethoven Cycle (Sun., 2 p. m. over CBS-WGN). New York Philharmonic Symphony, Arturo Toscanini conducting 6th and 5th Symphonies.

"The Singer and His Audience"—an address by Edward Johnson, fifth speaker on *Singing, the Well Spring of Music* series (Sun., 3 p. m. over NBC-WMAQ).

The Brahms' Chamber Music Cycle (Sun., 5:30 p. m. over NBC-WENR), which Daniel Gregory Mason introduced last Sunday. Gordon String Quartet plays Great program.

Walter Damrosch's opening concert (Tues., April 11, 9 p. m. over NBC-WENR) in a new spring series. This program features Bach and Beethoven.

Mozart's concerto for two pianos in E-flat major (Wed., April 12 at 8:30 p. m. over NBC-KYW), with Josef and Rosina Lhevinne.

Verdi's "Requiem," conducted by Walter Damrosch (Fri., April 14, 9 p. m. over NBC-KYW).

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Address

Town State

Saturday, April 15

Features:

"Boston Symphony Orchestra"

8:00 A.M.
CBS—Elder Michaux and Congregation; WABU WPBM KMOX WCCO
NBC—Red—Hollieckers Quartet; WOW
WISN—Early Risers; Al Jolson
WJJO—Happy Go Lucky Tune
WLS—Daddy Hall and Kiddies
WMAQ—Breakfast Club (NBC)
WTMJ—The Old-Timers

8:15 A.M.
NBC—Sheffield Scrap Book Club; Dorothy Lewis, children's stories; WEAJ WOW WOC WHO
KFAB—Mr. Ferris
WBBM—Melody Parade
WIBO—Sparkling Melodies
WISN—Early Risers
WLS—Happyville Special; Spareribs and Jack
WOC-WHO—Masqueraders (NBC)

8:30 A.M.
NBC—Red—Masqueraders; dance band; KSTP
CBS—The Merry-makers; WISN
KFAB—Musical Clock
KMOX—Produce Reporter
WBBM—Modern Living
WCCO—Variety Program
WIBO—Concert Hour
WLS—Musical Program
WMAQ—U. of C. News
WTMJ—WTMJ Gymnasium of the Air

8:35 A.M.
KMOX—Morning Reveries
WLS—Produce Market Reporter; Live-stock receipts

8:45 A.M.
NBC—Blue—Nothing But the Truth; WMAQ
CBS—Little Jack Little, vocal and piano; KMOX KFAB WBBM WISN
NBC—Red—Otto Fassell, baritone; WOW
KSTP
WOC-WHO—Favorite Foods
WTMJ—What's New in Milwaukee? Ask Mrs. Grey

8:50 A.M.
WLS—Tower Topics with Gene Autry

9:00 A.M.
NBC—Brown and de Rose; vocal and instrumental; WOC WHO WOW
KSTP—Polly the Shopper
WGN—Keep Fit Club
WIBO—YMCA Exercises
WMAQ—University of Chicago; The Professor at the Breakfast table

9:10 A.M.
WOW—Markets
WLS—Harry Steele; Harold's Newscast

9:15 A.M.
NBC—Singing Strings; ensemble; WJZ KSTP
CBS—In the Luxembourg Gardens; WABC WISN

NBC—Red—Morning Parade; variety program; WOC WHO WOW
KFAB—Radio Course Beginning Spanish
KSTP—To be announced
KYW—J. B. and Mae
WBBM—Organ Interlude
WCCO—Mar-O-Oil Shampoo Program
WGN—Leonard Salvu's Mail Box, organ
WIBO—Frankie Marvin, cowboy ballads
WLS—Mac and Bob
WMAQ—Nysa
WOC-WHO—Hog Flash and Farm Talk
WTMJ—Adventures in Scotland

9:20 A.M.
WBBM—News Flashes

9:25 A.M.
WCCO—Mrs. Rabinwax

9:30 A.M.
NBC—Happy Jack; Jack Turner, songs; WJZ WMAQ
CBS—The Captivators, Fred Berrens, conductor; WABC
KMOX—Patty and Jean; drama
KSTP—Department Store Parade
WBBM—Beauty Chat; J. Wilson Doty, organist
WCCO—Jack Sprat
WGN—Market Reports
WHAD—Weeping Water Crystals
WIBO—Little Harry; King of the Kitchen
WLS—Martha Crane and Quartet
WOW—Talking Things Over
WTMJ—The Personality Girl

9:35 A.M.
KSTP—Musical Interlude
WCCO—New York Stocks
WGN—Leonard Salvu's Mail Box

9:40 A.M.
KSTP—Schunemanns and Mandelmeiers

9:45 A.M.
KFAB—Juvenile Hour
WBBM—American Medical Ass'n Program
WCCO—The Captivators (CBS)
WGN—Food Bargains; Mary Meale
WHAD—Thrifty Shoppers with Lorraine and Din
WIBO—Frigidoo
WLS—Little Helpers Club
WMAQ—Board of Trade

10:00 A.M.
NBC—Sven Swenson's Swedishhearts; WEAJ KSTP
CBS—Adventures of Helen and Mary; WABC WCCO

NBC—Melodies of the South; Ruth Bodell, soprano; string quartet; KSTP WMAQ
KMOX—Women's Program; Don and Georgia, and Ken Wright and Edith Warker
WBBM—Thora Martens, Harold Fair and J. Wilson Doty
WIBO—Nick Nichols, Cartoonist of the Air
WJJO—Variety Program
WLS—Livestock and Poultry Markets
WOC WHO—Air Jingles (NBC)

10:05 A.M.
WTMJ—Weather and News

10:15 A.M.
NBC—Radio Household Institute; dramatization; WEAJ WOC WHO WTMJ KSTP KYW
WBBM—Charlie Hamp's Happyeast Hour
WENR—Musical Program
WIBO—Market Reports
WISN—The Globe Trotter; weather report
WMAQ—The Woman's Calendar

10:20 A.M.
WISN—Gimbel Bros. Children's Program

10:30 A.M.
CBS—Concert Miniatures; WABC KMOX WCCO WBBM
KYW—Rhythm Ramblers (NBC)
WENR—Jackie Heller, with Phyllis and Frank
WIBO—News Reports
WJJO—Name the Band
WOC-WHO—Markets
WTMJ—Heinie and his Boys

10:45 A.M.
NBC—Blue—Spanish Idylls; WENR
KFAB—Concert Miniatures (CBS)
KSTP—Musical Interlude
KYW—Rose Vanderbosch, singing pianist
WBBM—Sally Walker and Val Sherman
WIBO—Household Guild
WJJO—Piano Instruction
WMAQ—Sven Swenson's Swedishhearts (NBC)
WOC-WHO—News Flash
WOW—In the Playhouse with Jane

10:55 A.M.
KSTP—Musical Interlude
WOC-WHO—Sven Swenson and Swedishhearts (NBC)

11:00 A.M.
CBS—Harold Knight's Orchestra; WABC KFAB WCCO WISN
NBC—Johnny Marvin, tenor; WOC WHO KSTP
KMOX—Happy Kitchen
KYW—The Two Doctors
WBBM—Miracles of Manolia
WENR—Smack Out, comedy duo (NBC)
WIBO—Organ Interludes
WJJO—WJJD Carnival
WMAQ—French; Jules Duc
WTMJ—Malone Sisters

11:15 A.M.
KFAB—Mr. Ferris
KSTP—Adventures in the Kitchen
KYW—Morning Melodians
WBBM—Virginia Clarke; Gene and Charle
WCCO—Harold Knight's Orchestra (CBS)
WENR—John Fogarty, tenor (NBC)
WISN—Peggy's Movie Chatter
WJJD—Randall Sisters and Jimmie Dale
WOC-WHO—The Governor's Hour
WOW—Markets
WTMJ—Black and Gold Ensemble

11:25 A.M.
WOW—Health Exercises

11:30 A.M.
CBS—Felice Fernandez's Orchestra; WABU KMOX WBBM
NBC—Teddy Black's Orchestra; WEAJ WOC WHO WDW WMAQ
KFAB—Three Minute Melodies
KSTP—American Farm Bureau
WENR—Organ Melodies
WCCO—Markets; Stocks
WIBO—Golden Gate
WISN—The Crazy Crystal Boys
WJJD—WJJD Carnival
WTMJ—Lenten Services

11:35 A.M.
WGN—Painted Dreams

11:45 A.M.
KFAB—Market Reports and News
KMOX—KMOX Today
WBBM—Household Hints
WCCO—Minnesota Police Bulletin
WIBO—Wilex Memory Book
WJJO—Billy Sunshine
WLS—Weather Report; Livestock Estimates
WMAQ—Parent Teacher Talk
WTMJ—Lenten Services

11:50 A.M.
KMOX—Postman's Whistle
WCCO—News Bulletin
WGN—Good Health Training

11:55 A.M.
KMOX—Band Concert
WLS—Harry Steele; Hamlin's Newscast

12:00 NOON
CBS—George Hall's Orchestra; WISN KMOX WCCO KFAB WBBM
WGN—Sunday Services

WIBO—Clem, the Melody Man
WJJO—U. of C. Inspirational Hour
WLS—Poultry Service, Variety Program
WTMJ—Radio Rodeo

12:05 P.M.
WMAQ—Board of Trade

12:10 P.M.
WMAQ—Don Bestor's Orchestra (NBC)

12:15 P.M.
KMOX—Market Reports
WBBM—Local Markets
WIBO—Stock Markets
WJJO—Luncheon Musicale

12:20 P.M.
WBBM—News Flashes
WIBO—Reading Room

12:30 P.M.
NBC—NBC Farm Forum Program; WJZ KAW
CBS—Madison Ensemble; concert orchestra; WABC KFAB WCCO WGN
KMOX—Joan, the Girl of Yesteryear; Shunata Brothers and Ken Wright
KSTP—Hotel St. Paul Orchestra
WBBM—Chicago Hour
WIBO—Monroe Fox
WISN—The Globe Trotter
WJJO—Studio Musical Variety Program
WLS—Inter-Collegiate Debate
WOW—Hotel Paxton Orchestra
WOC-WHO—Earl Ferris Program
WTMJ—Veritine Circus Days

12:35 P.M.
WISN—Madison Ensemble (CBS)

12:45 P.M.
KMOX—Town and Country Speaker
KFAB—Sunny Jim
KSTP—News Reports
WIBO—News Flashes of the Day
WJJO—Neighborhood Store
WMAQ—Princess Pat Beauty Talk
WOC-WHO—Markets
WOW—News Period
WTMJ—Dance Orchestras

1:00 P.M.
NBC—Words and Music; Irma Glen, or against Harvey Hays, narrator; WJZ WMAQ KSTP
KFAB—Georgie Porgie
KMOX—String Ensemble
KYW—Husk O'Hare's Orchestra
WBBM—Artie Collins' Orchestra
WCCO—Market Reports
WGN—Palmer House Ensemble
WIBO—Heuri Geolrum's Orchestra
WJJO—Century of Progress Talk
WLS—Jim Goldard, bass
WOC-WHO—Foreign Policy Luncheon (NBC)
WOW—Hotel Paxton Orchestra

1:15 P.M.
KMOX—Exchange Club
WCCO—Herbie Kay's Orchestra
WGN—You're In the Navy Now
WIBO—Reading Room
WJJO—Waltz Program
WLS—Phil Evans, livestock

1:25 P.M.
WLS—F. C. Bisson's Grain Market

1:30 P.M.
NBC—Sycopators; Harold Stokes' Orchestra; WJZ KAW KSTP
CBS—Savitt String Quartet; WABC KFAB WBBM WISN
KMOX—Wyoming Jack's Rodeo
WGN—Palmer House Ensemble
WIBO—Music
WJJO—Bill Billy Time
WLS—John Brown, piano selections

1:40 P.M.
WIBO—Theater Reporter

1:45 P.M.
NBC—Sisters of the Skillet; WJZ KYW KSTP
WGN—Evelyn Renee, songs
WCCO—St. Paul Dept. of Parks
WIBO—Stardom Diet
WJJD—Variety Music
WLS—Legal Forum
WLS—Maple City Four and John Brown
WOW—Home Economics Period
WTMJ—Radio Forum

1:50 P.M.
WIBO—Princess Pat

2:00 P.M.
CBS—Columbia University Glee Club; KFAB WISN WCCO WBBM
NBC—Merry Madcaps, dance orchestra; WEAJ WMAQ WOC WHO
KMOX—Home Radio Program; String Ensemble and Doris Shunata
KSTP—Radio Troubadours (NBC)
KYW—Concert Echoes
WGN—Leon Benditsky, pianist
WIBO—Radio Gossip
WJJD—Master Works
WLS—WLS Merry Go Round; variety artists
WOW—Hotel Fontenelle Orchestra
WTMJ—20 Flying Fingers

2:10 P.M.
WGN—Rondoliers

2:15 P.M.
CBS—Italian Lull; WABC WCCO WISN
WTMJ—Afternoon Show

2:20 P.M.
WGN—Garden Club Speaker

2:30 P.M.
CBS—Hal Thompson's Orchestra; WABC WISN WCCO WBBM
NBC—Wealth of Harmony; orchestra; WJZ KSTP KYW WMAQ
NBC—Matinee Gems; WOC WHO WOW WMAQ
KMOX—Washington I Debate
WIBO—Nelson Storage Program
WJJO—Prof. Russell
WTMJ—Women's Point of View

2:45 P.M.
WIBO—Musical Program
WJJO—Radio Guide Gossip
WMAQ—Baseball; Cubs vs. New York

3:00 P.M.
NBC—Weekend Review; WEAJ WOW WOC WHO
CBS—Sagard the Viking; WISN WCCO KFAB WBBM
NBC—Dance Masters; WJZ KSTP KYW
KMOX—Baseball
WGN—Afternoon Musicale
WIBO—Mary Alcott, songs
WJJO—Billy, the Old Gardener
WLS—Smilin' Thru; Elsie Mae Emerson
WTMJ—Baseball; Milwaukee vs. Louisville

3:15 P.M.
CBS—Tony Wans; Keenan and Phillips, piano team; WBBM WISN WCCO KFAB
WIBO—Graphology
WJJO—U. of C. French Class
WLS—Lyric Singers

3:30 P.M.
NBC—Concert Favorite; Orchestra; WJZ WENR
CBS—Dick Mansfield's Orchestra; KFAB WISN WCCO WGN
KSTP—Concert Favorites
KYW—The Old Apothecary
WBBM—Earl Holliman's Orchestra
WIBO—Modern Music
WJJD—Cowboy Singer

3:45 P.M.
KYW—Today's Times; Curtiss Smith
WBBM—Jack Brooks and Norm Sherr
WIBO—Ford and Wallace
WJJD—Rhapsody in Records

4:00 P.M.
NBC—Maurie Sherman's Orchestra; WJZ KSTP
CBS—Eddie Duclan's Orchestra; WBBM WISN WCCO KFAB
NBC—Boil—The Lady Next Door, children's program; WOW WMAQ
KYW—Three Strings, Sports
WGN—Railway Inn, sketch
WIBO—Lillian Gordon
WJJO—Carolina Baladiner
WOC-WHO—Flourish School band

4:15 P.M.
KFAB—Donna Rae Cooper
KYW—Musical Stars
WGN—Rondoliers
WIBO—Helen Streiff, songs
WJJD—Young Mothers' Club

4:30 P.M.
NBC—Anthony Froune, tenor, with orchestra; WEAJ WOC WHO
CBS—Between the Bookends; KFAB
NBC—Blue—Musical Moments; orchestra; WJZ WENR
KMOX—Week End Review
KSTP—Ceil and Sally
WBBM—Earl Holliman's Orchestra
WCCO—Mum, Federation of Labor
WGN—Legal Advice for the Layman
WIBO—Nick Nichols, "Cartoonist of the Air"
WISN—The Globe Trotter
WJJO—Noseheart Children
WOW—Thompson's Amature Revue

4:45 P.M.
CBS—Tito Guizar, Mexican Tenor; WABC WBBM WISN
KFAB—Ceil and Sally
KSTP—Concert Echoes (NBC)
KYW—Harold Bean, baritone
WBBM—Edward House, organist
WGN—Jane Carpenter's Recital
WENR—Neal Sisters, harmony team (NBC)
WIBO—Dudley Crafts Watson
WOC-WHO—Concert Echoes (NBC)
WOW—George Johnson, organist

5:00 P.M.
CBS—America's Grub Street Speaker; WABC WISN WCCO
NBC—Red—Waldorf Astoria Orchestra; WOW WMAQ
KMOX—Watch Tower Program
KSTP—Children's Hour
KYW—The Highwayman
WBBM—Edward House, organist
WENR—Pat Barrows' Children's Program
WGN—The Devil Bird, dramatic sketch
WIBO—Woman in the Shoe
WJJD—Neighborhood Store
WOC-WHO—News Review
WTMJ—Our Club

5:15 P.M.
KFAB—KFAB Artist's Recital
KMOX—Organ Melodies, Ruth Nelson
WBBM—News Flashes
WENR—Waldorf Orchestra (NBC)
WBBM—News Flashes
WGN—Tranload of Tunes

WIBO—Church of the Air
WISN—Paul Tremaine's Orchestra (CBS)
WJJO—Dance Orchestra
WMAQ—To be announced
WOC-WHO—Waldorf Astoria Orchestra (NBC)
WOW—Police Bulletin
WTMJ—Jungle Explorers
5:20 P.M.
WBBM—News Flashes

5:30 P.M.
NBC—Blue—Laws That Safeguard Society; WMAQ
NBC—King Kong; dramatic program; WEAJ WOW
CBS—Skippy; WBBM KMOX WCCO
KSTP—Radio Council in Education
KYW—Uncle Bob's Party
WENR—Air Juniors
WISN—Show Window
WJJO—Piano Instruction
WOW—Heinie and Karl

5:45 P.M.
NBC—Blue—Little Orphan Annie; WENR KSTP WGN
CBS—Ozzie Nelson's Orchestra; WABC WISN
NBC—To be announced; WOW WMAQ
KMOX—St. Louis Civic Band Concert
WCCO—Mayor Mahoney of St. Paul
WIBO—Princess Pat
WJJO—Dave Bennett's Orchestra
WOC-WHO—To be announced
WTMJ—B.C.'s Radio Column

6:00 P.M.
CBS—The Political Situation in Washington Tonight; Frederic William Wiley; WABC WBBM
NBC—Vincent Lopez' Orchestra; WJZ WENR
KFAB—Cordusker Trio
KSTP—Amusement Bulletin
KYW—Hotel Park Central Orchestra (NBC)
WGN—Uncle Quin, Dummy Dredder and Wishbone
WIBO—German Program
WISN—The Globe Trotter; spot report
WJJD—Leo Boswell, songs
WMAQ—Stamp Talk
WOC-WHO—Blarblats
WOW—Crazy Water Cowbird
WTMJ—Heinie's Grenadiers

6:10 P.M.
WISN—Church Talk; Rev. R. V. Engava

6:15 P.M.
CBS—Carmel Parnet's Orchestra; WABC WISN KMOX WBBM WCCO KFAB
KSTP—Companies, organ music
KYW—The Globe Trotter; News of the World
WGN—Palmer House Ensemble
WJJO—Sports Reel
WMAQ—News of the Air
WOC-WHO—Hotel Park Central Orchestra (NBC)
WOW—Chamber of Commerce Weekly Review

6:25 P.M.
KYW—Sports Reporter

6:30 P.M.
NBC—Ella Allman, the California Cock-tail; WEAJ WOW WOC WHO
KFAB—Master Singers
KSTP—American Choir (NBC)
KYW—Husk O'Hare's Orchestra
WBBM—America's Grub Street Speaker (CBS)
WCCO—Bill Slater's Sports Review
WENR—What's the News
WGN—Palmer House Ensemble
WIBO—Jerry Sullivan
WISN—The Crazy Crystal Boy
WJJO—Frankie Jaxon
WMAQ—Angustana Glee Club

6:40 P.M.
WIBO—To be announced

6:45 P.M.
NBC—To be announced; KYW
NBC—Red—Talk; The World Today; WEAJ WENR WOC WHO
KMOX—Lefty and Mrs. Flynn
KSTP—Songs and Syncopation
WBBM—Norm Sherr, pianist
WCCO—Street Singer
WGN—Tom, Dick and Harry
WIBO—Musical Program
WJJD—Carolina Rounders, hillbilly tunes
WMAQ—Sisters of the Skillet
WTMJ—Dance Orchestras

7:00 P.M.
NBC—Blue—American Taxpayers' League; WMAQ
CBS—Easy Aces; WGN WCCO KMOX
NBC—Kaltenweyer's Kindergarten; KSTP WOC WHO
KYW—Three Strings
WBBM—Artie Collins' Orchestra
WIBO—Acolian Chorus, Direction Stephen Pipher
WISN—Dancing Melodies
WJJO—Art Wright, songs
WLS—Mac and Bob, old time tunes
WOW—Talk, Hon. James A. Rodman

"Neighbors"

REVIEWING RADIO

By Mike Porter

(SATURDAY CONTINUED)

7:15 P.M.

CBS—Artie Collin's Orchestra; WISN CBS—The Music Voice; Elsie Hitz and Nick Dawson WABC KYW—Pickens Sisters (NBC) WBBM—Pat Flanagan's Sport Review WCCO—Ramona Gerhard, organist W1BO—Civic Problems WJJD—Rajput WLS—The Three Contraltos WMAQ—Art Kassel's Orchestra WOW—Hotel Paxton Orchestra

7:30 P.M.

CBS—Leon Belasco's Orchestra; WABC WBBM WISN WCCO NBC—Red—The Economic World Today; WOW WMAQ KSTP—To be announced KYW—Eal Man's Wedding (NBC) WGN—Seven League Boots W1BO—B. and K. Reporter WJJD—Randall Sisters and Jimmie Dale WLS—Barn Dance Jamboree WOC-WHO—Barn Dance Frolic WTMJ—Thirty Minutes with Wisconsin Lawmakers

7:45 P.M.

WBBM—Herb Carlin's Orchestra WGN—Lawson YMCA Glee Club W1BO—Aviation News and Views WJJD—Prof. Russell

8:00 P.M.

CBS—Bing Crosby; Leonard Hayton's Orchestra; WABC WISN WCCO NBC—Vernon's Program; WEAJ WMAQ KSTP—Hexin, Inc. KYW—Chicago Symphony Orch. (NBC) WBBM—Ben Pollack's Orchestra WGN—Music that Satisfies W1BO—Jack Burnett WJJD—Concert Orchestra WLS—Barn Dance Frolic WOW—Hotel Fontenelle Orchestra WTMJ—Boston Symphony

8:15 P.M.

CBS—Eoswell Sisters; WABC WBBM WCCO KSTP—Front Page Headlines WBBM—Charley Stralight's Orchestra WGN—The Old Favorites W1BO—Wilcox Memory Book WISN—Milwaukee Radio Forum presents Wm. Basche WJJD—Dance Orchestra

8:30 P.M.

NBC—Red—Neighbors, dramatic show; WOC WHO WOW WMAQ WTMJ KYW—To be announced KSTP—To be announced WBBM—Paul Ash's Orchestra WHAD—Jewish Hall Hour W1BO—In a Garden WLS—Tennis Hawaiians

8:40 P.M.

WBBM—Emergency Welfare Fund

8:45 P.M.

CBS—Saturday Fricolities; WABC WCCO KMOX—County Fair WBBM—Charlie Hump, songs W1BO—Clem and Harry

9:00 P.M.

NBC—The Saturday Night Dancing Party with B. A. Rolfe's Orchestra; WEAJ WGW WOC WHO KMOX—County Fair KYW—The Globe Trotter; News of the World WBBM—Vandy Fair Orchestra WCCO—Call of the North WGN—Hal Kemp's Orchestra WHAD—Wells Colonial Ball Room W1BO—Salon Ensemble WLS—Old Pathfinder and Trail Hunters WMAQ—To be announced WTMJ—Crossroads Fiddlers

9:15 P.M.

CBS—Columbia Public Affairs Institute; WBBM WCCO KYW—Paul Ash's Orchestra WGN—Lewis White, baritone; orchestra W1BO—Russian Village WLS—Ralph Emerson; Tom and Roy; Dixie Mason

9:30 P.M.

KMOX—Orto's Carnival Band KYW—The Globe Trotter WGN—Tomorrow's News W1BO—Clem and Ira, skit WISN—Johnny Davis' Orchestra WTMJ—Polish Hour

9:40 P.M.

WGN—Headlines of Other Days

9:45 P.M.

CBS—Gertrude Niesen; KMOX WCCO WISN KYW—Three Strings WBBM—Herbie Mintz' Orchestra WGN—The Dream Ship W1BO—B. & K. Reporter WLS—Ralph Emerson and Lyric Singers

10:00 P.M.

CBS—Joe Haymes' Orchestra; WABC WISN NBC—Blue—Buccaneers; vocal trio; KSTP WMAQ KYW KMOX—County Fair Rodeo WGN—Hal Kemp's Orchestra W1BO—Betty and Jean, the Mavis Twins WLS—Grace Wilson and Wm. O'Connell

I WISH I knew of some way to break this news gently—but that would be violating the rules of journalism. So prepare, gentle readers, for a shock!

There is, according to news-in-the-making down in Washington, a sweeping, amazing and literally stupendous revolution in radio broadcasting under way!

By a fortuitous circumstance, I have come into possession of information that leaves no doubt that the Government is planning—

WOC-WHO—Soloist (NBC) WOW—News Popped WTMJ—Piano Manufactures

10:15 P.M.

NBC—Blue—Olevis Roy Cohen Murder WTMJ KSTP KYW W1BO—Famous Music, Mino Bonaldi, baritone WLS—Barn Dance WMAQ—Jack Russell's Orchestra WOW—Omaha Athletic Club

10:25 P.M.

KSTP—Musical Interlude

10:30 P.M.

NBC—Phantom Gypsy; violinist; string orchestra; WJZ WMAQ CBS—Abe Lyman's Orchestra; WABC WISN NBC—Harold Stern's Orchestra; WEAJ WOC WHO KMOX—County Fair Fricolities KSTP—Reports KYW—Husk O'Hare's Orchestra WGN—Wayne King's Orchestra W1BO—Henri Gendron's Orchestra WTMJ—Dance Orchestras

10:40 P.M.

KSTP—Radisson Hotel Orchestra

10:45 P.M.

W1EO—Salon Ensemble WOW—Cheriot Ball Room

10:50 P.M.

KSTP—Hotel St. Paul Orchestra WGN—Bernie Cummins' Orchestra

11:00 P.M.

CBS—Ben Pollack's Orchestra; WABC WISN NBC—Red—Ralph Kibbery, the Dream Singer; WEAJ WMAQ WOC WHO KMOX—Country School KSTP—Coliseum Dance Orchestra KYW—Mark Fisher's Orchestra (NBC) W1BO—Henri Gendron's Orchestra

11:10 P.M.

WGN—Wayne King's Orchestra

11:15 P.M.

KSTP—Edgewater Beach Hotel Orchestra W1BO—Maisonette Russe

WOW—Hotel Fontenelle Orchestra

11:30 P.M.

NBC—Sam Robbins' Orchestra; WJZ KSTP KYW CBS—Ted Fiorito's Orchestra; WABC KFAB WISN NBC—Art Kassel's Orchestra; WEAJ WOC WHO WMAQ KMOX—County Fair; Dixie Stars WCCO—Herbie Kay's Orchestra WGN—Ted Fiorito's Orchestra W1BO—Henri Gendron's Orchestra

11:45 P.M.

KSTP—Hotel St. Paul Orchestra W1BO—Keith Beecher's Orchestra

12:00 MIDNIGHT

KMOX—Joe Reichman's Orchestra KSTP—Coliseum Dance Orchestra KYW—Husk O'Hare's Orchestra WBBM—Vandy Fair Orchestra WCCO—Herbie Kay's Orchestra WENR—Frank Libuse's Orchestra WGN—Late Evening Dance Orchestras WMAQ—Earl Hines' Orchestra WOW—Paxton Pow-wow

12:15 A.M.

KMOX—Bobbie Meeker's Orchestra KSTP—Radisson Hotel Orchestra WBBM—Herb Carlin's Orchestra

12:30 A.M.

KMOX—Jimmy Murray's Orchestra KYW—Jack Russell's Orchestra WBBM—Artie Collin's Orchestra WCCO—Herbie Kay's Orchestra WENR—Mark Fisher's Orchestra WMAQ—Art Kassel's Orchestra

12:45 A.M.

KSTP—Hotel St. Paul Orchestra WBBM—Herbie Mintz' Orchestra WMAQ—Dance Music

1:00 A.M.

KMOX—Dave Bittner's Orchestra WBBM—Ben Pollack's Orchestra WMAQ—Eskine Tate's Orchestra WTMJ—Danish Program

1:15 A.M.

KMOX—Jimmy Murray's Orchestra WBBM—Vandy Fair Orchestra

1:30 A.M.

KMOX—Bobbie Meeker's Orchestra WBBM—Herb Carlin's Orchestra WMAQ—Art Kassel's Orchestra

1:45 A.M.

WBBM—Herbie Mintz' Orchestra WMAQ—Orchestral Program

tion that leaves no doubt that the Government is planning—

(1) To abolish the Federal Radio Commission.

(2) To place control of all American radio under authority of the Post Office Department.

(3) To appoint Senator Dill, of Washington State, a sort of assistant Postmaster General in charge of every phase of radio.

(4) To surrender to Mexico perhaps half a dozen choice wavelengths now held by American transmitters.

(5) To abolish any notion that frequencies belong to any company, firm or individual by prior rights.

(6) To impose a federal tax upon all transmitters, in ratio to their power, frequencies and prestige.

(7) To work out a system for auction bidding among the broadcasters who will be required to compete by rates of taxation for power and place on the dial.

(8) To issue a general order reducing power to a minimum in sea-coast areas, to avoid blanketing and facilitate marine, naval, and army radio traffic.

(9) To concentrate all super-powered plants in central sections of the country, thus obviating interference in coast sections, and removing the necessity for many of the units now included in the chains, since super-power, from a central point will insure national coverage.

(10) To effect a general reallocation of broadcasting wave-lengths, by assigning the high-powered plants to the lower channels, and the low-powered plants to high channels, thus reversing the dial set-ups currently in effect.

I DO not say that all these ten points will materialize, because I know the broadcasting companies will fight. But there is no doubt about the taxation becoming a legal measure, nor is there any doubt that Mexico will get what it wants in the way of surrendered wavelengths at the imminent conference. The network executives will not take the rest of the program lying down, but they will be up against a concentration of authority if Dill assumes the radio dictatorship, with none of the advantages of divided opinion which so often has made impotent the attempted ruling of a radio commission.

The information that comes to me from Washington indicates that President Roosevelt is sold on Senator Dill as a director-general of radio, and that the Postoffice Department is the logical directorate for the handling of radio matters, as in England and Germany.

Should the plan for a central concentration of high power be successful, the networks would find it necessary to move their headquarters to points near Chicago, though they never could hope to transport talent there. The natural expedient therefore would be to maintain New York and West Coast studios with relay lines to the power plants.

Naturally, this set-up would be a godsend to the independent stations. It would, so the technicians in Washington believe, banish the chaos on the lower channels, because the high-power plants are so comparatively few, and in that region of the dial, would draw the bulk of listeners, while up in the higher channels, the low powered plants would find new audiences and no blanketing. To put it briefly, so



DON AMECHE

is the handsome leading man beard in the First Nighter dramas broadcast every Friday at 8 p. m. over an NBC-WLS network. The play for April 7 will be a lumber camp story, "Swift Justice".

far as the listener is concerned, the manner of hearkening to programs would be entirely reversed.

The plans of Senator Dill would not go into effect simultaneously, even if there were not the inevitable lobbying and litigation, which are bound to result. To avoid confusing the audience, the allocations would be made slowly and systematically, possibly over the period of a year. In this connection, I would say that two years would be nearer the truth, because undoubtedly, there will be court hearings, although complainants will find themselves up against a single authority. One of the points that will be challenged first will be the possibility of competitive bidding for position and power. At first glance, this would seem a trifle unfair, but when it is remembered that the wealthiest stations are in sea-coast territory, it becomes clear that they cannot figure influentially in the bidding without moving to central territory. My impression of this phase of the contemplated change is that quality and service will count a great deal in the bidding.

I suppose all these statements will bring the usual denials, and that I will be stigmatized as an alarmist, but I can assure the audience, and radio executives, too, that all the foregoing plans are under serious discussion, and I have no doubt that there is nothing surprising in these statements to the radio executives, who, last week, hastily entrained for Washington when they received the first intimations of the government plan.

Effect on Fan-

GRANTED that the federal tax on transmitters—one of the new administration's means of helping balance the national budget—is certain to eventuate, how will this effect the listener? Adversely, I'm afraid, for it means that the stations must make up for the added expense by further curtailments in expenses, or by adding a portion of the tax on the time rate for sponsors.

At this time, sponsors are not numerous. Business, so far as time and talent buying goes, is at the lowest ebb in radio history. Things are so tough that there is serious talk of shortening the broadcasting day this summer.

One of the first moves, whether the tax is to be passed on to commercial sponsors or not, will be to emulate the movie industry by cutting into the salaries of the performers. Before another year has passed, the big-money men and women among the radio artists will learn that the golden era has passed. At the moment, artists without any great amount of fame are working sustaining programs for nothing, just to be on the air, or for the proverbial coffee and cakes. The help in all departments of the networks are having their salaries sliced, and if sponsors are to share the taxation to be imposed on broadcasting, they are going to deduct it from the big dough paid out to artists.

After a year or so of this, things will adjust themselves, but in the beginning, it will mean that the big shots will be few and far between—with the resultant depreciating effect on the quality of air presentations, after present contracts have run out.

Another effect on the listener, of course, will be a confused state of affairs, once the reallocation begins. It will no longer be possible to set a dial more or less subconsciously, for a stated program. There'll be a lot of fishing around, especially in sections where, under the new regulations, many associated stations will have been divorced from the mother networks. Litigation will make heavy drains on the exchequers of the broadcasters, who must necessarily equalize matters by cutting into the expenses attending their sustaining events. Many an international broadcast, or news event will be passed up for economy's sake.

And that's the unhappy state of affairs now. The summer and even next winter, look rather dreary for radio, whether or not the complete turnover, under consideration in the capital, eventually works out satisfactorily.

DISK-O-KNOWLEDGE



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ALBERT C. SCHROEDER "The Best for Less" 421 Plymouth Court, Chicago, Ill.

ALONG the AIRIALTO



By Martin Lewis

BELIEVE it or not I was dere, heard it with my own ears and I have witnesses. *Nat Brusiloff* who has been making music for *Kate Smith* ever since she went a year and a half ago with her famous "When the Moon Comes Over the Mountain" was going over the numbers with the portly warbler a few minutes before the program was to go on the air. Everything was set. Numbers timed, well-rehearsed and everybody was set to go.

And then out of the clear studio sky up pops *Nat the Brusiloff* and asks *Kate* what theme song they were playing that night. From what we could gather, after those present in the studio could regain their composure, *Nat* had evidently figured that it was high time for that moon to get over the mountain. *Kate* is wheeled into the studios for her broadcasts these days because of her operation, but she is still as gay and jolly as ever.

Winchell and *Bernie* have been playing together at New York's and Brooklyn's Paramount Theaters for the past two weeks and if any of those radio fans who wrote to *Winchell's* sponsors, objecting to his panning the ole maestro over the air, could have seen these friendly enemies playing together they would have hung their heads in

shame. . . . Incidentally, last Tuesday night, *Bernie* was still on the stage at the Brooklyn Paramount at 7:30 p. m. . . . the NBC studios were five miles away, he was scheduled to go on the air at 8 p. m. . . . a motorcycle squad with screeching sirens escorted the "Jazz King" and all his merry lads to the studios and they arrived a few minute before schedule.

AFTER a recent "Show Boat" program, *Lanny Ross* went immediately to an M.D. and had his tonsils clipped. . . . both the owner and voice are doing nicely, thank you! . . . *Ted Husing*, in my opinion the "King of Announcers," without any notes or script, recited off 110 words a minute during the first thirty minutes of a sports broadcast. . . . Do you wonder why I think he is King. . . . Here's one for the "Gags and Boners" column, which seems to have been passed up by you air sleuths. *David Ross* was telling me the other night he made an error while reading his commercial, "We are giving women free," he said. Of course, it should have been, "We are giving free, to women." . . . However, the Golden Voiced announcer received a letter a few days later signed by all the members of a fraternity, who took him seriously. . . . they requested *Dave* to send them an assortment



ELSIE HITZ

From a photograph taken on a previous trip to the hospital. Now scarlet fever has her off the air.

of blondes, brunettes and red-heads. "We can use them," they wrote! . . . *Lowell Road* in Hartford, Connecticut, was recently named after your news commentator, *Lowell Thomas*. . . . *Stuart Churchill*, the tenor with *Fred Waring's* orchestra, was picked up by *Fred* at the University of Michigan at Ann Arbor where he was singing for his meals. . . . If you wondered whose laugh you heard above others on this giggle program, it is none other than *Rosemary Lane*, whom I accused of receiving extra remuneration for

being chief stooge.

FLASH—*Rubinoff* got a haircut! Wonder who took up the collection? . . . *Dorsey* may change his mind about going over to London this summer on account of pending commercials. . . . he just says he wants to be around when they want him.

Tip to Evans Plummer: Don't be surprised if you hear that *Homay Bailey* and *Lee Sims* will move their residence from your windy city to the big town. . . . dickering is being done at this writing. . . . Your announcer, *Uncle Louis Dean*, is baby-talking these days "ooz tittle ootsie wootsie is 'oo." . . . *Teddy Bergman*, who you remember as *Joe Palooka*, playing the "tough guy" in most of the dramatic air acts, was told to "stick 'em up" the other day on his way home. . . . *Teddy* forked over the two bucks he had in his pocket without going into a rehearsal of any of his other parts. . . . *Mary Eastman* is another who heard the same unkind words. She was driving home from the studios alone (I should have known). *Mary* doesn't believe in arguing with strange men, so she handed over her bag.

Elsie Hitz, who plays *June Armstrong* in the *Magic Voice* program and also *Patricia Barlow* in the *Mysteries of Paris* is laid up in the hospital with scarlet fever. She will not be heard on the air for at least a month.

Program Bits—

IF you will be listening, *George Bernard Shaw* will speak to you over an NBC network on Tuesday, April 11. *Walter Connolly*, who plays *Charlie Chan* will be in the east of Sunday's episodes of *Roses and Drums*. *Mr. Connolly* will take the part of *Colonel Bendon*. . . . Starting this Monday night for the next twenty-six weeks, *Singer Sam* will be heard only once a week. . . . Saturday, April 8 will mark the first of a series of special broadcasts heralding the *World's Fair* which opens in Chicago June 1. . . . The *Chicago Symphony Orchestra*, under the direction of *Frederick Stock*, will inaugurate the series over an NBC-KYW network at 8 p. m. The remainder of the programs will be broadcast on Wednesdays, starting April 12 at 9:30 p. m. *Archer Gibson* will renew his series of organ recitals from the home of *Charles M. Schweb*, starting this Sunday at 10:30 p. m. over the NBC-KYW network. . . . *J. P. McFady* will give you the low-down on the "Writing Racket" next Tuesday at 3:45 p. m. over the NBC net. . . . At 1:30 p. m. Wednesday, *Chesta C. Sherlock*, Garden Editor of the *Ladies Home Journal*, will tell you over the same network how your garden can be used as a depression cure.

ARE THEY SUPERSTITIOUS?



By Kenneth Friede

(Continued from page 7)

Raymond Knight; *Duke Ellington*; *Joel Cheyenne* and *Sophie Braslau*.

If *Robert Simmons* slips in mounting his saddle horse he counts to 100 and throws sand over his shoulder before remounting. *Mary McCoy* will not allow a hat to be thrown on a bed without re-mounting. . . . *John Tucker Battle* has always believed it is bad luck for a panther to cross his tracks in the woods. He offers no comment about the wolf at the door. . . . *Don Bestor*, ordinarily regular in his life's routine, will not allow his band to be photographed. "I'm sure to lose some of my men!" declares the popular director. . . . "Three on a Match" is *Lord Bond's* especial aversion.

It is not generally known, but *B. A. Rolfe*, the rotund maestro, will not commence whistling in the studio during a lull at rehearsals.

There is another large class of superstitious studio folk who can't abide visitors for the very simple reason "it tends to bring bad luck." These include, *Floyd Gibbons*, *John*

McCormack, *Amos 'n' Andy*, *Gertrude Berg*, *Nellie Revell*, *Cheerio*, *Edna St. Vincent Millay*, *Hedywood Brown* and *Willard Robinson*.

Annette Hanshaw when she wants to make a particularly good impression during a program, always dons one of her favorite gowns. Disaster, she says, would otherwise follow.

Bubbling Betty Barthell, young Columbia singer from Dixie, won't broadcast without her good-luck piece, and she's been known to rush home to get it before a broadcast. *Nat* will *Greta Keller* appear at the mike without her charm, which is a little gold "13". *Betty* also steadfastly makes a wish on the first star she sees each night.

Bing Crosby wears a hat as he broadcasts, but this is a pure whim, for neither he nor his conductor, *Lennie Hayton*, is the least bit superstitious. *Patricia Ann Manners*, the "Gwen" of "Myrt and Marge," is full of taboos and charms. She always wears a pearl bracelet on her right arm and a pink dress

whenever she takes an audition and on these occasions she also always enters the studio backwards.

Freddie Rich, CBS maestro, has one extremely deep-seated superstition regarding "The Rosary." *Tosti's* "Goodbye" and "When Day is Done." He flatly refuses to play any of these since the death of a close member of the family shortly after he played "The Rosary," and if any of these numbers is scheduled on one of his programs he leaves the studio until after the selection is played.

Portland Hoffa's chief superstition affects her but once a year. She thinks it bad luck not to take down her Christmas tree before New Year's Day. Her hubby, *Fred Allen*, admits no superstitions, except an occasional knock on wood. *Roy Atwell*, word-scrambler of the *Allen* troupe, thinks the worst possible bad luck is not getting his pay check. He doesn't like to start a new commercial program series on the thirteenth, but he admits he may be wrong, for when last he did the

series became a howling success. He also likes to touch a hunchback's hump if it can be done surreptitiously. He tries always to see the new moon over his left shoulder, and he's not the least bit enthusiastic about broken mirrors. Comedian *Stoopnagle's* only superstitious indulgence is that which forbids two people walking together to allow an obstacle to separate them, and partner *Budd Hulick* harbors no superstitions at all. *Bob White*, the Dr. *Petrie* of the "Fu Manchu" dramas hates to play thirteen parts either in one day or one year. *Juano Hernandez*, who portrays the fabulous and mythical "John Henry," violates a popular conception of his race when he insists that he is not the least bit superstitious. He is, however, a deep student of psychic phenomena, and has a strong belief that evil or good deeds travel in cycles and returns as they left, greater, but unchanged.

Borrah Minevitch finds talking about an engagement to anyone not immediately connected with it be-

fore he has signed the contract "is decidedly bad luck." *Borrah* will not go on with his act in the theater if any of his intimate friends are sitting in the front row. He also shuns looking at a mourning band. . . . *Ramona*, *Paul Whiteman's* pianist-singer, is very reluctant to allow a fire hydrant or any other object to come between herself and any one she is walking with. . . . *Albert K. Rowswell* declares he will kiss the driver of a truck loaded with empty barrels. . . . *Frank Parker* shies from an open umbrella like a traction horse. . . . *Julia Sanderson* will accept a two-dollar bill but will immediately spend it or give it away. . . . *Sigmond Spaeth* will not discuss a project before it is completed. . . . *Jimmy Wallington* thinks superstitions are silly. . . . *Ray Knight*, the *Amrose J. Weems* of the NBC, and one of radio's most prolific writers, rises to declare: "The only sure way to dodge bad luck in this world is to kiss your mother-in-law before you marry the girl."

RADIO GAGS and BONERS

One dollar will be paid for each gag or boner published

Formerly MIKROITICS

March 21—Bond Bakers Program—WABC—10:15 a. m.

Judy: "I rank, how would you like to be a baker?"

Frank: "That wouldn't be a change, I 'kneed' dough right now!"
Miss A. Barling,
1895 Randall Avenue,
Clason Point Bronx, N. Y.

March 25—Swen Swenson's Swede-hearts—WEAI—11:30 a. m.

Boy friend to Kid Brother: "So she's your oldest sister. Who comes after her?"

Kid Brother: "Nobody, you're the first one."

J. P. Burgess,
11 Kepler Street,
Providence, Rhode Island

March 23—Clem and Harry—WIBO—11:05 p. m.

Announcer: "Many a girl who has never washed a dish has a rough chap on her hands"

Mrs. Kathleen Kozel,
126 South St. James Street,
Waukegan, Illinois

March 18—Barn Dance—WLS—11:35 p. m.

Jack: "Your wife says you told her that after you were married you were going to take her to France." *Spare ribs*: "I did no such thing. I only told her that after we were married I'd show her the place where I was wanted in the war!"

Mildred Zastrow,
3526 S. Honore Street,
Chicago, Illinois

March 19—Cathedral of the Underworld—WPEN—1:01 p. m.

Tom Noonan: "Oh yes there's that woman in Philadelphia that wanted to trade a piano player for a radio."

Voice (prompting): "Player piano, Tom?"

Mrs. Dorothy S. Hoffman,
234 S. Melville Street,
Philadelphia, Pa.

March 16—Kaltenweiser's Kindergarten—WJZ—4:00 p. m.

Mickey: "What are tonight's entanglements?"

Gertrude: "Spaghetti!"
Sidney Feinberg,
3212 Fulton Street,
Brooklyn, New York

March 19—Roses and Drums—WCCO—4:15 p. m.

David Ross, announcing: "Miss *Betty Graham* was forced to stop over for the night at a farmhouse when her horse broke down."

Carl J. Briese,
10.15 N. Broadway,
Rochester, Minn.

March 24—Harry Glick's Gym Class—WVCA—8:15 a. m.

Harry Glick: "Women still carry money in their stockings where it traps interest."

Mrs. Edith Buchoff,
315 Forrest Street,
Jersey City, N. J.

March 15—Kate Smith's Special Program—WBBM—7 p. m.

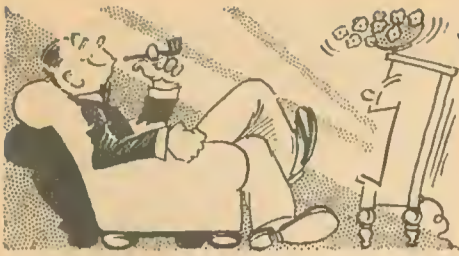
Kate Smith: "I must go now as I can't keep the hands of the clock from creeping up on me."

Jeanne McLaughlin,
3331 West 60th Street,
Chicago, Illinois

March 25—Amateur Night Program—CICA—8 p. m.

A Scotchman was walking down the street when a brewery truck ran over him and stopped on top of him. Looking up, he exclaimed— "This is the first time the drinks have been on me!"

Norah Adams,
365 Sackville Street,
Toronto, Ontario



Voice of the Listener

Readers writing to this department are requested to confine their remarks to 200 words or less. Anonymous communications will be ignored but the name of the writer will not be published unless desired. Address all letters to Voice of the Listener, Radio Guide, 345 W. Twenty-sixth St., New York.



In Defense

Quincy, Ill.

Gentlemen:

Answering Mrs. M. L. of Chicago I wish to make a protest more violent than her own unjust one about Irene Wicker. They say a little knowledge is dangerous and I would suggest that Mrs. M. L. who seems to know about the talented Irene Wicker, her husband and her children, keep quiet until she really knows what she is talking about.

I am an Irene Wicker fan from Quincy, Ill., her home town. I have known Irene's work since she was a pupil of mine and the most talented little girl in Quincy. She has more right to earn whatever she makes than Kate Smith and Ruth Etting whose "personality voices" net them weekly salaries well up in the thousands for two or three weekly broadcasts of mediocre singing. Irene not only enacts her daily fifteen minute children's program but prepares her own material for it which is no small task.

The Judy and Jane program to which Mrs. M. L. refers as one of Irene's husband, Walter Wicker's two programs, was Irene's own idea. She wrote the original stories or scripts as you call them and outlined the story for a year. She then turned over the job of writing to an outsider whom she pays a nice salary. She also employs at least ten others as performers and pianists for this program at good salaries.

Mrs. M. L. should also be told that Irene and her husband Walter not only take care of their own family of two children but contribute to the support of some near relatives who have been ill for several years. They also gave positions as house-keeper and secretary to some old friends, a mother and daughter whose husband and father was lost a year ago.

Sincerely yours,

Miss H. H.

Bands vs. Bangs

Germantown, Pa.

Dear Editor:

To be necessarily deprived of the divine music of the genius Rubinstein and his violin; the capers of Eddie Cantor and the wealth of wisdom which lies beneath his timble banter thru one's own bungling of plans is, to put it colloquially, "bad enough". To be forced to listen to such an enjoyable program under adverse conditions over which one has no control is certainly "adding insult to injury".

This outburst is the aftermath of listening to last night's "Chase and Sanborn Hour" thru stations WLM, WGY etc. which for some unknown reason after six o'clock at night, develop a most torturing habit of "crashing" and "hanging" unmercifully! Such disturbance in reception is most annoying to one's mental composure, plays havoc with one's disposition and causes one to "miss the points" more than not.

Having no knowledge of the technicalities of radio I cannot suggest an adequate remedy for the acting up. I can however make a plea to my fellow Philadelphians to lend

their co-operation in suggesting the return of WFI to the chain over which the Chase and Sanborn Hour is broadcast. Whether it has been definitely decided to permanently drop WFI from the chain I do not know but I think its return might be seriously considered if we Philadelphians band together in filing our complaints and submitting the suggestion. After all, Philadelphians are the ones who are suffering. It's up to us. Let's go.

Mary E. Lauber

Laugh-Martyr

Green Bay, Wis.

Dear Editor:

May I be frank? I think the guy who pays the bills for Myrt and Marge is plain crazy when he hollers for more laughs in their story. Don't we have enough of that stuff from the Baron, Fire-Chief, Budd and Colonel and the Marx Brothers? We like it but we also like a change and I know a score of people who would rather listen to Myrt and Marge as they are. They're ace high with us. Leave them alone.

A. L.

And More Brooklyn

Brooklyn, N. Y.

Voice of the Listener:

What a laugh Rudy Vallee must get when (and if) he reads some of the letters written by his hecklers.

While these poor saps are working up a temperature trying to think of all the nasty things possible to say about Rudy, he is going complacently along gathering in the *dore-mi* in hushes full.

These people are strangers to Rudy so of what value is their opinion to him? He's doing his best, his sponsors like him, his contracts are renewed when they expire and he's probably getting more money per week than his hecklers are getting per year! And besides, all these letters which are written to annoy and anger Rudy really are giving him some free advertising.

If these nasty letter writers weren't such asses they'd realize Rudy doesn't give a good gosh darn what they think as long as it doesn't affect the Vallee popularity or the Vallee bankroll.

J. E. McNally and Family

Brooklyn Shows Off

Brooklyn, N. Y.

Gentlemen:

I'm sure this won't be printed in your paper because you're always trying to literally "Show Off" with your out-of-town patrons. This is about the fourth time I have written but I suppose the reason you don't print my letters is because I'm too outspoken.

The best man singer on the air is James Melton. You may have your Rudy Vallees, Russ Columbos etc., but give me Mr. Melton. I'm sure many fans agree but are afraid to insult the "god" of many people, Mr. Vallee. The only singers that compare with James (I hope I'm not getting too personal Mr. Melton) are Bing Crosby and Donald Novis and the latter's voice seems to be going dry lately.

Moodily yours,

Mrs. A. Sherlock

Yields to Temptation

Pontiac, Ill.

Dear Voice of the Listener:

Several times I have been tempted to write a response or comeback to some of the letters published in your columns. I didn't know until now. A letter, published under the title "King is Razzed" aroused my ire as it were. Supposing Ben Bernie is a year or two older than Paul Whiteman, and then again, supposing the Roosevelt Hotel wasn't built in 1922. After all, what's a few years between friends??? The crack about "people laughing at anything" wasn't a bit funny and it seems to have been made without considering the fact that Ben has a "swell" orchestra. As far as the "Constant Reader" being the composer of "Gottterdammerung" who knows? Maybe he is. Quicer piece, isn't it?

Considering "Guy Lombardo was 29 years old four years ago, thus making him a little more than thirty now" I wish to congratulate the Reader on his splendid calculation.

Now that that's off my chest, I want to throw in a good word for one of the greatest of the great "Maestros". None other than the one and only TED WEEMS. Why is it that we never hear much about Ted? Bernie Cummins is plenty

good, but here's one reader that's wishing Ted a speedy return to the Trianon.

RADIO GUIDE is a part of our radio equipment. There's nothing that "makes a guy lose his religion" so fast as when twisting the dials trying to find his favorite.

Duane Murray

Pans V. O. L.

Spencer, Ia.

Dear Editor:

With the exception of your department "Voice of the Listener" RADIO GUIDE is one of the most readable and entertaining of magazines. But that department is the fly in the ointment. All people of intelligence welcome constructive criticism. Criticism however, when it is not helpful, degenerates into a means by which ill-tempered people give vent to their inferiority complexes. Their letters read like "A tale told by an idiot, full of sound and fury, signifying nothing". Their envy of those who have attained success solely on their merits, is palpable. Their lack of intelligence is obvious. Would an intelligent person listen nightly to entertainment he dislikes so intensely?

If you would cease to print the vulgarly worded letters of those whose attempts to attract attention are really pathetic, you would doubtless have a department conducted for people interested in intelligent criticism.

Why lower the whole standard of such a unique magazine by giving us the "Voice of the Louse" instead of the "Voice of the Listener"?

Dorothy Albertsen

Praises V. O. Plummer

Bloomington, Ill.

Dear Editor:

Why don't all Rudy Vallee fans and those irritated by him call a truce? This business of panning Rudy is passe since it began over two years ago! Personally, I like his music but I am indifferent to him as a personality.

Incidentally, I believe Evans Plummer is long overdue for compliments on the splendid handling of RADIO GUIDE's daily WJJD broadcasts.

Miss L. H.

Wants Picture

Liberty, N. Y.

Dear "Voice":

This is not meant to be a vitriolic letter but a warning to other listeners-in.

I am sick, I.h., and my only pleasure, pastime, *life* you might almost call it is my radio. I have written to those people who "cheer me up" (?) with their professionally gaiety, to ask them for photographs. Another patient here wrote and received beautiful pictures of Burns and Allen, Boswell Sisters, etc. (autographed) I wrote and received *nothing*. Why, I wonder? Ruth Etting and Mme. F. Alda were charmingly kind enough to send me pictures. But if, you listeners would save postage, effort and heartbreak do not write to the following: Dorothy Hall, Boswell Sisters, Richard Crooks, Lawrence Tibbett, Juan Reyes, Easy Aces, Burns and Allen, Mary Eastman and Donald Novis.

Now, I ask you *why* don't they reply to me? And that exponent of kindness to those who are institutionalized, Kate Smith, not an answer. Perhaps my method is wrong. Am I supposed to enclose money for the photographs I want?

I don't suppose that this letter will find a nook in the "Voice" either. It just isn't my luck.

But may I take this opportunity to tell you how very much I enjoy your RADIO GUIDE. Could you manage an article on the Voice of Experience, Vic and Sade and the Easy Aces? I'd like to learn the inside story about them.

Long may the RADIO GUIDE wave
A Sick Listener-In

A Male Thinks

Portage, Wis.

Dear Editor:

Have been reading your GUIDE since it was published. The V. O. L. has always interested me greatly. Was very much amused by a letter in your last issue. Miss V. Brakefield wrote it and evidently let her temper and pen get the best of her.

I personally don't see how a person can get so "worked up" over insults to your favorite radio artist, even though you are greatly devoted to him or her. Turn a deaf ear to all insults and put the other ear to the loudspeaker. There are worse things than "insulting names" that may hurt our "favorites".

Miss Brakefield *thinks* men are cowards. Well it certainly is encouraging to us men to know that she *can* think. I always believed that women couldn't think after reading the following lines from Kipling:-

"A fool there was, and he made his prayer
To a rag, and a bone, and a hank of hair"

So the combination of a rag, a bone and a hank of hair really can think!

Miss Brakefield hoped that Mr. Wallace and other men would read her letter. Well I did and now I hope that she and other "ladies" read mine.

Milton A. Milberg

PATHOS—or WHAT Have You? + By Tom Howard

(Continued from Page 5)

preparing and rehearsing a half-hour program. It goes on the air, and before you can say Jack Robinson (I think that's the fellow's name), it's gone. You get your reaction a few days later in the form of fan mail.

I tell you there's nothing like walking into a theater at night, putting the old makeup on, stepping out on the stage to face that audience just sitting there waiting to be entertained. You see their smiling faces, you hear that laughter, you don't think of your salary, your only thought is to entertain. And if you entertain, the people are not slow to let you know about it. It gives

you a thrill you can never get out of a microphone.

I have never yet seen a microphone laugh when I told a joke. Are they hard-boiled? They sort of make me want to concoct another one of my inventions, this time an invention to make a microphone laugh. If it doesn't when I'm through with it, I'll paint a smile on it.

Yes, sir, the life of a radio comedian is a hard one, especially if he depends on gags. You have to tell a different routine every time you're on the air, and every one thinks those gags should be new ones.

People don't seem to realize there's been a depression on in the "new gags" market for as far back as I can remember. Then again, you

have so much competition. You always have that fear that the other fellow is going to pull a gag you have all ready to pull before you go on the air.

A singer is different. He can repeat a song every other week or so. But try and repeat a gag, and see what happens. It can't be done, and it's been proven more than once in the last few years on the radio that the comedians who are lasting are those who are creating situation humor rather than gags.

All of which proves my long-cherished theory (by way of concluding this article) that you can't burn the candle at both ends, except in February, which has twenty-eight. You can't do it.



Walter Winchell

Betty Barthell

Tommy McLaughlin

Harold Sanford

HIGHLIGHTS of the WEEK

Special

A play-by-play description of the opening game of the 1933 baseball season will be given by Ted Husing over CBS-WBBM at 1:45 p. m. on April 12. The Washington Senators and the Philadelphia Athletics will meet in this game at Griffith Stadium, Washington, D. C., for which President Roosevelt will probably throw out the first ball.

PLAYS

SUNDAY, APRIL 9—"Moonshine and Honeysuckle" a dramatic sketch, is presented by NBC-WMAQ at 12:30 p. m.

"Roses and Drums," with Charles Waldron and Walter Connolly starred, is presented by CBS-WGN at 4 p. m. This episode of this series, which dramatizes important events in the founding of the American home, will be subtitled "The Red Sunset."

MONDAY, APRIL 10—Radio Guild presents the drama, "Clarence." This feature may be heard over NBC-WMAQ at 3 p. m.

"Jack Dempsey's Gymnasium" with Jack Dempsey, America's ring idol, starred. Presented by CBS-WKRC at 6:30 p. m. Also presented on Tuesday and Wednesday evenings at the same time.

Fu Manchu, the elusive Oriental, continues to make things interesting for Nayland Smith and Dr. Petrie. On CBS-WGN at 7:30 p. m.

K-7, a new series of secret service dramas based on actual war time experiences of a former military spy who conceals his identity behind his service designation, K-7. May be heard over NBC-WMAQ at 8:30 p. m.

TUESDAY, APRIL 11—"The Magic Voice" with Elsie Hitz and Nick Dawson continues on CBS-WGN at 7:15 p. m.

WEDNESDAY, APRIL 12—Fno Crime Clue—an original Spencer Dean mystery drama with Edward Reese and Georgia Backus. Presented at 7 p. m. by NBC-WMAQ.

THURSDAY, APRIL 13—"The Foreign Legion," a drama of adventure and intrigue in far off Morocco, is presented by CBS-WBBM at 9 p. m.

FRIDAY, APRIL 14—Mary Magdalene, a drama by Maeterlinck, may be heard over NBC-KYW at 10 a. m. Charlie Chan, the Chinese detective played by Walter Connolly, is again on the air at 6:30 p. m. over NBC-WSM.

"The Inside Story" with Edwin C. Hill and with John Charles Thomas as guest celebrity will be etherized by CBS-WGN at 8:30 p. m.

SATURDAY, APRIL 15—"Neighbors," a dramatic sketch by Zona Gale, is back on the air at 8:30 p. m. over NBC-WMAQ.

COMEDY

SUNDAY, APRIL 9—Eddie Cantor, aided by Jimmy Wallington, and Rubinoff, aided by his violin comes to you on NBC-WMAQ at 7 p. m.

Fred Allen, the master mind with the monotone voice, assisted by Roy Atwell and Louis Katzman's Orchestra, may be heard over CBS-WGN at 8 p. m.

MONDAY, APRIL 10—Groucho and Chico Marx again

prove that the ridiculous is more sublime than the sublime. They are presented by NBC-WSM at 6:30 p. m.

Phil Cook, the one man show, will nevertheless have a few more men in the form of an orchestra aiding him in this show which is brought to you by NBC-WLS at 7:45 p. m.

TUESDAY, APRIL 11—Ed Wynn, the Perfect Fool, the Fire Chief or what you wish with Graham McNamee acting as stooge, is on the air at 8:30 p. m. over NBC-WMAQ.

WEDNESDAY, APRIL 12—Fannie Brice, comedienne, accompanied by George Olsen and his orchestra is brought to you over NBC-WLS at 7 p. m.

Burns and Allen, with Burns asking and Gracie giving her usual insane answers, and with Guy Lombardo's orchestra providing the musical interludes, may be heard over CBS-WGN at 8:30 p. m.

George Givot, the "Greek Ambassador of Good Will", with the help of Mandy Lou, the negro maid, provides the comely end of an otherwise musical program. Presentation of CBS-WGN at 9 p. m.

THURSDAY, APRIL 13—Col. Stoopnagle and Budd, those ducky "stoopnocrats," are on the air waves at 8:30 p. m. over CBS-WGN. They are aided by William O'Neal, Jeannie Lang, and Andre Kostelanetz and his orchestra.

Jack Pearl, the Baron, will exaggerate, prevaricate starting at 10 p. m. over NBC-WENR.

FRIDAY, APRIL 14—Tom Howard, the man with that peculiar voice, comes to you at 8 p. m. on NBC-WMAQ. Jack Benny, the comedian who put the suave in suavity, assisted by James Melton and Frank Black's orchestra, is presented by NBC-WENR at 9 p. m.

SATURDAY, APRIL 15—Ray Knight, the Cuckoo, will attempt to show that the title does him justice. On NBC-KYW at 9:30 p. m.

MUSIC

SUNDAY, APRIL 9—Radio City Concert; orchestra under the direction of Erno Rapee, also chorus and soloists. Presented by NBC-WLW at 11:15 a. m.

New York Philharmonic Symphony Orchestra conducted by Arturo Toscanini presents Beethoven's two greatest symphonic studies of man and nature, the Fifth and Sixth Symphonies. On CBS-WGN at 2 p. m.

American Album of Familiar Music, with Frank Munn, tenor; Elizabeth Lennox, soprano; Ohman and Arden, piano duo, and orchestra. This program is a presentation of the NBC-WENR network at 8:30 p. m.

MONDAY, APRIL 10—Contented Program with Gene Arnold, narrator, and orchestra. Selections: "Pompanola," "Give Me a Roll on a Drum," "At Dawning," Pickaninny's Heaven from "Hello Everybody," "Poet and Peasant," selections from "The Chocolate Soldier." On NBC-WENR at 9 p. m.

"The Hour Glass" with Robert Simmons, tenor, and Lois Bennett, soprano, and Harold Sanford's orchestra. A one hour program of music which will not be interrupted for any announcement whatsoever. The first program of this kind on the network. At 9:30 p. m. on NBC-WMAQ.

TUESDAY, APRIL 11—Walter Damrosch' Symphonic Concert brought to you by NBC-KYW at 9 p. m.

WEDNESDAY, APRIL 12—Josef Lhevinne, famous concert pianist, is again brought to you by courtesy of NBC-KYW at 8:30 p. m.

Woodbury Program with Donald Novis and Leon Belasco's orchestra may be heard at 8:30 p. m. over NBC-WENR.

THURSDAY, APRIL 13—Rudy Vallee and his Variety Program which includes music, drama and comedy. Presentation of NBC-WMAQ at 7 p. m.

Captain Henry's Showboat with Charles Winninger, Lanny Ross and Annette Hanshaw starts drifting downstream at 8 p. m. over NBC-WMAQ.

FRIDAY, APRIL 14—Cities Service Concert featuring Jessica Dragonette, soprano, the Cavaliers, and Rosario Bourdon's orchestra. One hour of the best in music. Brought to you by NBC-KYW at 7 p. m.

Mary Eastman, soprano, assisted by male chorus and Symphony Orchestra, comes on the air at 8:15 p. m. over CBS-WCCO.

SATURDAY, APRIL 15—Boston Symphony Orchestra directed by Dr. Serge Koussevitzky may be heard at 7:15 p. m. through the courtesy of NBC-KYW.

Nino Martini, tenor, with the Columbia Symphony Orchestra, Howard Barlow conducting, comes to you as a presentation of CBS-WJKS at 10 p. m.

VOCALISTS

RUTH ETTING—CBS-WGN network, Monday and Thursday at 8 p. m.

MORTON DOWNEY—CBS-WGN network, Sunday at 6:15 p. m. and CBS, Thursday at 9:45 p. m.

DONALD NOVIS—NBC-WENR network, Wednesday at 8:30 p. m.

BING CROSBY—CBS-WGN network, Wednesday and Saturday at 8 p. m.

MILLS BROTHERS—CBS-WGN network, Monday at 8:15 p. m.

KATE SMITH—CBS-WGN network, Tuesday, Wednesday and Thursday at 7:30 p. m.

SINGING SAM—CBS-WGN network, Monday at 8 p. m.

STREET SINGER—CBS-WJKS network, Saturday at 6:45 p. m.

JANE FROMAN—CBS-WGN network, Tuesday and Friday at 8 p. m.

JAMES MELTON—NBC-WOC-WHO network at 5:45 p. m. Tuesday, 10 p. m. Thursday and 5:45 p. m. Saturday.

NEWS

EDWIN C. HILL—at 9:30 p. m. on CBS-WJKS network Monday and Tuesday, and over CBS-WBBM Wednesday at the same time.

BOAKE CARTER—at 6:45 p. m. on CBS-WBBM network Monday, Tuesday, Wednesday, Thursday and Friday.

LOWELL THOMAS—at 5:45 p. m. on NBC-WLW network Monday, Tuesday, Wednesday, Thursday and Friday.

FREDERIC WILLIAM WILE—"The Political Situation in Washington Tonight," on CBS-WISN network at 6 p. m. Saturday.

WALTER WINCHELL—NBC-KYW network at 8:30 p. m. Sunday.