

# Radio And AMUSEMENT Guide

The NATIONAL WEEKLY of PROGRAMS and PERSONALITIES

Vol. 1, No. 24

New York, April 7th, 1932

5 Cents

## Millions for an Audience

### IMPRESARIOS SPEND LAVISHLY FOR WORTHWHILE ENTERTAINMENT

“Millions for defense, but not one cent for tribute,” that good old American battle cry, has been modernized by radio advertisers until it now seems to read, “Millions for an audience, and not a fig for expense.”

**T**HERE are just so many evening hours, hours when the potential radio audience may be expected to listen in a receptive mood, and with so many features available at a twist of the wrist it behooves the wide-awake advertiser to furnish something outstanding in talent, in idea, or in performance if he is to steal away the audience from his rivals. And the advertiser sees what is expected of him.

The American Tobacco Company, sponsoring the Lucky Strike Dance Hour, presents Walter Winchell and his gossip of the stage and screen, with the added attraction of dance music from here, there and everywhere. And that music, from the far corners of the earth, costs a mint of money.

The orchestra has to be paid, in the first place, and such representative musical organizations as the Lucky Strike Hour has presented demand a pretty penny for their services. Then there is the matter of wire charges for those organizations which happen to be located on the North American Continent, and the transoceanic toll charges for the or-

(Turn to Page 13.)



#### In This Issue

Tony's Scrap Book.....	Page 4
Burns and Allen.....	Page 5
Bruce Barton.....	Page 5
Deems Taylor.....	Page 15



Florenz Ziegfeld, master producer of musical extravaganzas, who is to stage the latest in radio entertainment; next to him his wife, Billie Burke, who will be heard at eight o'clock Sunday evening on the first of the Ziegfeld programs, and Lupa Velez, also a featured player.

PROGRAMS FOR WEEK OF APRIL 1st TO APRIL 7th



Sandra Phillips and Peggy Keenan

• Symphonic arrangements of popular music and offerings from the classics are now presented in "Piano Pictures" each Tuesday, at 9:00 A. M., by the two-piano team of Sandra Phillips (left) and Peggy Keenan. Miss Keenan studied under both Godowski and Stowjowki and has done considerable concert work in Europe. Miss Phillips made her vaudeville debut in New York two years ago and last year became Miss Keenan's partner in their act at the Paramount Theater.

Ben Bernie

• With his orchestra, Ben Bernie, the old maestro, has left the College Inn, Chicago, and is now starting on a tour of the country, and therefore will only be heard once a week through the facilities of the WABC-CBS network. Bernie expects to conclude his tour in June when he arrives in New York to play an engagement at the Palace Theater, and until then can be heard every Tuesday at 9:00 p. m., on the Blue Ribbon Malt program.

### Theodore Webb Appears As Hoffman Guest Star

Theodore Webb, baritone, who will be guest artist on the Hoffman Hour program to be broadcast April 1 at 9 p. m. over station WOR, has selected O'Hara's "Give a Man a Horse He Can Ride" and "Come to the Fair" as his featured numbers. With the quartet he will also sing "Goodbye Little Captain of My Heart," from the German "Das Lied Ist Aus."

Mary McCoy's solo numbers include "Sweethearts" and "Clavelitos" by Valverde. On the same program Harold Hansen will sing "Vesti La Guibba" from "Pagliacci" and "For You Alone" and Veronica Wiggins has chosen for her solo "Some Day I'll Find You" from Noel Coward's "Private Lives."

### Culbertson Will Teach Bridge in New Program

Ely Culbertson—the man who dramatized bridge for millions—is going on the air to discuss his famous system of play over a WEA-F-NBC network three times a week under the sponsorship of the William Wrigley Jr., Company. "Let's play Culbertson" will be heard each Monday and Wednesday afternoon at 4:30 p. m. and each Saturday at 8:00 p. m. beginning Monday, April 4.

Twice a week, at the Monday and Wednesday broadcasts, the man whom many consider the world's greatest ranking player and probably the greatest living card analyst will analyze a Contract bridge hand for his listeners, telling how he himself would play it, and why. On the Saturday evening program he will conduct a general discussion on the fine points of Contract for beginners, average players and experts.

### Mayor, Congressmen To Be Heard at Dinner

• Mayor Walker of New York heads an imposing list of speakers who will be heard from the Jefferson Dinner at the Hotel Commodore Saturday night, April 2. Others to be heard include three Senators; Royal S. Copeland, Robert M. Buckley and J. Hamilton Lewis.

Station WOR will broadcast the addresses, beginning at 10 o'clock.

## THE RADIO ROVER

By Ed J. Fisher

AMONG the more interesting activities of the Federal Radio Commission lately have been its deliberations on WMCA and the station's claim to its place in the broadcast spectrum. Despite the fact that a disinterested survey of local listeners showed that WMCA had thirty-eight per cent. of the audience, and WNYC but two per cent., the former station must stick to a fifty-fifty basis with the municipal transmitter.

Donald Flamm, owner and operator of WMCA, has his back to the wall and is fighting tooth and nail to re-establish the full time his station once enjoyed. Certainly a few minutes of any listener's will show the superiority of the WMCA entertainment. WNYC, with but few exceptions, presents nothing of great value, educational or entertaining, and were its hours adjusted with WMCA'S in proportion to the audiences served, WMCA would find itself with seventeen hours on the air to every one hour of WNYC.

Not only has WMCA provided better radio fare, but it has at the same time given countless potential radio performers the opportunity to prove their worth. These performers have gone on up the ladder, and practically every one of them admits, today, that their first step came through Donald Flamm and WMCA.

• The Columbia Broadcasting System's former radio queen, Harriet Lee, will shortly be heard over the NBC waves. Beginning on April 7th, the Edgeworth Tobacco Company will present a tri-weekly program over NBC featuring the blonde Harriet and a male trio.

• Radio networks are plotting to put an end to contests—which were popularized because they gave sponsors a sort of check on listeners. Which brings to mind the fact that there are approximately twenty-four professional contest winners, who make a business of garnering prizes. In Ohio we are told, there is an entire family that does nothing else but concentrate on contests. To facilitate their work, they have installed an extensive library for research. A winner of a local newspaper contest told me a few years ago that he had given up his position as a clerk with a Wall Street firm, and found that he was able to maintain his family and home by solving contests. He spent eight hours a day working on

them, and said he enjoyed it better than a regular job.

• Precariously perched, as who is not, on this pinnacle of observation, one hears much about radio's need for original ideas, new voices, more palatable radio fare. One hears, also, of impending treatment of just what the radio doctor ordered, and so it is a pleasure to remark that if all goes well Lawton Mackall, author, humorist and lecturer, will soon have his inning on the air. Mr. Mackall, despite the ponderous adjectives, is easier to listen to, has more to say, and deserves more attention than the majority of radio's figures today. The prospective sponsor deserves credit for looking ahead; Mr. Mackall has our best wishes.

• If it has ever occurred to the listener to wonder why most of the dance music and popular vocal music on the air is in constant repetition, the listener may blame it on the song cut-in racket. There are few orchestra leaders or vocalists on the air who aren't taking money from song-pluggers in exchange for exploiting the songs. And the worst offenders are the big-shot orchestra leaders, who get more money than their fellows. Lombardo, Lopez, Whiteman, Denny—all of them are doing it. It's legitimate enough, but unfair to the listener, and in violation of the rules of the American Society. The result is, we hear night after night the same songs, over and over again, possibly in different arrangements. The usual pay is \$5 for each number broadcast. But the worst of all the chisellers is the band pilot who adopts the song or songs written by a log-rolling columnist or a columnist's friend, and makes of them his standardized themes. He gets no money for it, but obtains what money can't buy—repeated plugs in the publication which employs his log-rolling friend.

• So Ed Wynn, the inventive funny man, is going for radio! A bit of a surprise this, to learn that he's signed up with Texaco Oil, for a nationwide series via NBC. Behind him will be Don Vorhees with a crack band, and Graham McNamee will fall into the spot as announcer. It's to start some time in April.

The newest recruit to radio is June Pursell whose charming voice is now heard on Mondays, Thursdays and Saturdays at 6:45 P. M., over the WEA-F-NBC network. Miss Pursell appeared in a number of pictures in Hollywood and was also heard on local California broadcasting stations. The tone qualities of her voice are said to be most unusual.



### Radio Guide

Published Weekly by RADIO GUIDE, Inc., 475 Fifth Ave., N. Y. City. Tel. LEXington 2-4131  
5c per copy \$2.50 per year  
Entered as second-class matter December 9th, 1931, at the Post Office at New York, N. Y., under the Act of March 3rd, 1879.

George d'Utassy, President  
Robert Scofield Wood, Vice President  
Walter H. Annenberg, Secretary-Treasurer  
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Branch Offices—325 W. 52 St. & 345 W. 26 St., New York, N. Y.  
Vol. 1—No. 24. April 7, 1932

## REVIEWING RADIO

By Mike Porter

**P**PAPAL broadcasts up to this time have been accompanied more or less by bad conditions or other adversities, and it seems to me something should be done to insure perfect reception and adequate translations for the benefit of the vast American audience interested in hearing the Pope's voice and message.

An inviolate rule of the large networks forbids the use under any conditions of the very expedient which would simplify the papal broadcast next Sunday. An excellent way in which the Vatican message could be transmitted to Americans at a convenient hour of the day, would be to provide an electrical transcription for American listeners, accompanied by a translation in English. This would obviate the probability of bad atmospherics that seem, at this season, to be part of every trans-ocean program. It would make impossible, too, any deliberate interference, such as was suspected on the occasion of the Pope's first broadcast, when a mysterious carrier wave, said to have been set up in Russia, worried the short wave emanating from Vatican City.

Here is an opportunity for WOR, which has no rules against transcriptions, to render a service to the American audience.

I've often wondered why this lovable chap, Norman Brokenshire, whose come-back on the Chesterfield bill is a real event, doesn't write a book. A pioneer in radio, his career before the mike has been rich in experience. And there's one story about himself that hasn't been told. Brokenshire's success has been due to his facetious ad libbing—his wisecracking and his ability to keep you chuckling. It was in the midst of one of these ad lib programs that the saddest moment of the announcer's life arrived. He was being particularly funny this night, some years ago, when a telegram arrived. And those were the days when anybody could rush into a studio.

A musical interlude developed and Brokenshire read the wire. It informed him that his father had died unexpectedly. In the next minute, Broke was back at the mike, laughing gaily, quipping and chuckling. But half an hour later, he

collapsed while his audience was still laughing.

The Camel troupe returns briefly to New York on April 8 before going to Buffalo—a bit of news that gives me opportunity to remind the sponsors that the nightly program's monotony is giving a large portion of the audience the jitters. Not that Downey, Wons and Renard do not rate as ace artists. It's the dull and repetitious nature of the broadcast that is taking the kick out of it. The same old routine, night after night, certainly is not keeping people home from the movies. It's about time there was a dash of humor, or something fresh on the bill. You can't keep a radio broadcast fresh by wrapping it in cellophane.

Some days ago H. H. Van Surdam, the Allerton Hotel maestro who waltzes melody from WABC on Fridays, received a letter from the big slots of Wesleyan College, objecting strenuously to his use of "Secrets" as a theme song. "Secrets" happens to be a sacred ditty of the college and the academic folk felt it was being profaned.

But yesterday, Van received a profuse apology from the faculty. It seems they didn't know, until too late, that Van Surdam was a Wesleyan graduate; that he had been a star quarterback; that he had led a glee club and that he was trying to do for Wesleyan what Vallee did for Maine, with the "Stein Song."

It would probably amaze us to discover the various reactions of the public to the current programs. The most interesting to date is the Myrt and Marge incident. As you know, they've been having a murder mystery on their hands, with evidence bobbing up everywhere to complicate matters.

The mystery is leading a number of amateur detective club members avid readers of crime mysteries, to find a solution of the Myrt and Marge crime, before the climax is reached.

There was a lot of outside betting, too, on the wrestling match in which A dy, of Amos 'n' Andy, was pitted against Bullneck Mooseface. And did a lot of people bet wrong?

Another crooner from the Sunny South is Lee Morse, heard frequently over the NBC network. Miss Morse has been in vaudeville and has made many appearances on the musical comedy stage. She is the daughter of a Southern preacher who lays claim to being one of the eight original Texas Rangers. Lee Morse spent five years with her father on an Indian reservation in Idaho.



Jeanette Loff

With the galaxy of artists who will be heard with Buddy Rogers and his California Cavaliers is that exotic actress of the stage and screen, Jeanette Loff. Miss Loff has starred in many musical shows on Broadway and also appeared in a number of talking pictures. She will be heard with Buddy Rogers and his orchestra on Mondays at 12.15 o'clock over the WJZ-NBC network, on Tuesdays and Saturdays over the WEA-F-NBC network 12.05 P. M. on the former, 11.30 P. M. on the latter.



Lanny Ross

Only three years out of Yale, Lanny Ross has stepped into the big time of radio. His voice is heard at 7.15 P. M. with the Maxwell House Tune Blenders over the WABC-CBS network on Mondays, Wednesdays and Thursdays. If Lanny Ross ever loses his voice he can always practice law, having mastered the intricacies of the profession after winning track championships and a bachelor's degree at Yale.

### Address by Pope Pius To Be Broadcast Here

His Holiness Pope Pius XI will speak from St. Peter's Cathedral, Vatican City, over a WEA-F-NBC network Sunday, April 3, atmospheric conditions permitting at 12 noon. Pope Pius will speak in Italian for about twenty minutes. An English translation of the talk by His Holiness will complete the rebroadcast.

A microphone placed in the cathedral will pick up the voice of His Holiness and the other participants, and the Vatican City radio station, HVJ, will short-wave the program to the United States for rebroadcast.

### Isham Jones' Orchestra Extends Radio Schedule

Isham Jones and his Orchestra, for many years a musical aggregation of first-ranking popularity with dance lovers, has been signed under the exclusive management of the Columbia Broadcasting System. Now broadcasting once weekly from the Golden Pheasant, Cleveland, Isham Jones' music will be allotted additional air time. The orchestra will be heard every Friday at 12:30 A. M. and every Tuesday and Thursday at 12:00 o'clock noon. Beginning Tuesday, April 12, the band also will broadcast Tuesdays at 12.30 A. M.

Jones' sixteen musicians and singers have played engagements at the Kit-Kat Club, London; College Inn, Chicago; at fashionable Florida clubs, and more recently in Milwaukee.

### New Educational Series Show Government Needs

Government as it daily affects and regulates the lives of every person in the United States will be the subject of a new series of talks and discussions by prominent speakers. The programs, under the title, "You and Your Government," are presented by the Committee on Civic Education by Radio of the National Advisory Council on Radio in Education, in cooperation with the American Political Science Association. They will be heard at 8:00 P. M. every Tuesday evening over a coast-to-coast WJZ-NBC network.

The series is designed to show the need for the people to accept their individual responsibility for the direction of public affairs, and to emphasize the intimate manner in which government affects their lives.

#### It Beats All

Recently several musicians were discussing drummers they had known and what had become of them. Announcer David Ross passing by, suggested over his shoulder: "They all go back to the sticks, of course."



Welcome Lewis

• Radio's busiest songstress is Welcome Lewis. We received a brand-new photo of Welcome and just had to print it. This tiny but energetic radio star is featured on Wednesdays at 10:30 P. M., over the WABC-CBS network with Norman Brokenshire on the Society Brand Clothes Program. On Thursdays at 9:00 P. M., over the WEA-F-NBC network, Welcome is heard on Chevrolet's Big Six of the Air program.

## THE JEST ARTIST

By GEORGE D. LOTTMAN

**B**UDDY ROGERS, newest of NBC dance maestros, used to be a news paper columnist. Believe it or not, but the paper was his father's Olathe (Kas.) Mirror.

Now he plays the trombone, proving that even newspaper column-conductors can advance themselves, with hard work and a little ambition.

• Russ Columbo gets many strange requests, but the queerest of all came the



Ray Perkins

Without a doubt Ray Perkins is one of the ace jesters on the NBC networks. His hilarious antics won him a place as master of ceremonies on the Fleischmann Hour which is heard every Thursday evening at 8 o'clock over the WEA-F-NBC network. During the program he shares the air-waves with Rudy Vallee and his orchestra. On Tuesdays he dons his evening clothes and under the title of the "Old Topper" gives the best of his talents to the Jergens program at 6.30 P. M.

other day from a lady who asked that he autograph his violin bow in white ink and send it to her.

"She's probably the type," Russ commented, "who would think nothing of asking Ringling to autograph an elephant for her."

• George Olsen tells of the colored composer who was asked to waive royalties by a phonograph record maker who was planning to reproduce one of the song-smith's compositions on which the copyright had expired.

"Gentlemen," was the reply, "I got your letter today, and in answer all I can say is that I wave nothing but the American flag."

• You'll be interested to know that Leo Reisman's favorite violin is a Guarnerius, which is even more expensive than a Stradivarius.

He hasn't missed an important violin auction sale in ten years, and spends his time testing \$50,000 fiddles at these collection sales.

The other day, a patron, thinking Reisman was a salesman, inquired as to whether or not modern pieces could be effectively played on a Guarnerius. To his surprise, the famous batoneer went into a chorus of—of all things—"Tiger Rag."

• Millions of American fans will welcome B. A. Rolfe back to the radio fold on April 7, when the famous maestro returns to the air waves with a thirty-five piece orchestra.

B. A.'s jovial disposition and keen sense of humor have made him an air favorite for many years. One is reminded of the radio listener who once wrote him to say that, each morning when she went to her chicken house, four or five of her best Leghorns would be on the ground, cold and stiff.

"What is wrong?" she asked.

"Madame," was Rolfe's reply, "it is very evident to me that your chickens are dying."

• Says Leon Belasco: "There is no rhyme for tabloid, but there is even less reason for it." And Frank Parker offers: "Chicago citizens who are going hatless should try going gatless instead."

## TONY'S SCRAP BOOK

By TONY WONS

*Evolved from a boyhood spent in poverty and from months in war hospitals, these fragments from "Tony's Scrap Book" show well the spirit of the philosophical broadcaster's mind.*

• There are mental bumps, spiritual bumps and there are physical bumps. I don't know which hurt most. Some people can endure one kind without flinching, and others can withstand the other and never murmur nor squeal. Some time ago I was sitting in a restaurant over on Lexington avenue, when a girl came rushing in and gasped:

"Water! Water! Give me a glass of water, quick! An elderly lady just fell all the way down the subway stairs!"

Now, you know the subway stairs are made of concrete and iron, and if I were to fall down twenty of them and hit the bottom platform, which is as hard as

any rock, you would perhaps send me flowers, and I wouldn't know anything about it.

But the elderly lady fell down, and we all thought she was dead when a couple of charitable gentlemen carried her into the restaurant and laid her on the floor. In a moment a policeman appeared. I saw him lean over to see if she was still breathing. He smelled her breath and winced as if he, too, were going to faint. Then he took her vigorously by the arm, and behold, the dead lady got up and walked with him over to the police station a couple of blocks away.

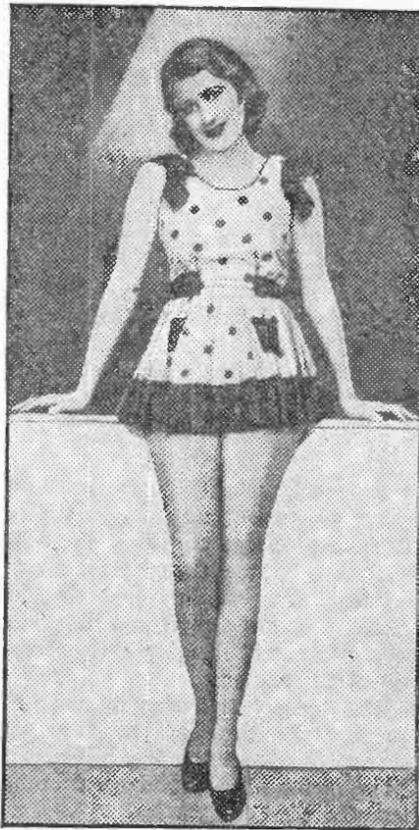
Somebody near me said: "Do you think she is badly hurt?" And another answered, "Naw. She's got callouses all over her body from bumps like that. You can't kill that gal so easily." We all get calloused from life's bumps. In time we don't feel the bumps. The Japanese take their young children and teach them to endure. They make them feel bumps, so that when they grow up nothing that can happen to them will surprise or discourage or lick them. I think it was W. F. Farquaharson who said:

"Bumps do things to our lives, it's true, Which nothing else in this world could do;

But bumps there are and will always be, And they must be hit by you and by me."

• You know, I wish I had a dollar every time that I've been stung because I bought something that was advertised very cheap. Neckties, worth ten cents, marked from two dollars down to fifty cents; clothes; second-hand automobiles; radios as good as new. Of course, not all cheap things are shoddy, but whenever price alone is advertised, I now quote to myself this thought by John Ruskin: "There is hardly anything in the world that some men cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey."

• Take all the troubles you've ever had and pile them over here on this side of a scale, and then take all the pleasures that you have experienced and put them on the opposite side of the scale, and what do you find? If you could measure these things you'd find that the scales just about balance. Perhaps a little heavier on the good side for the optimist, and a little heavier on the side of the bad for the pessimist, depending upon how much it takes to please or make them miserable. On the whole, life is worth living, and we can say: "All is well!"



Ruth Etting

"They satisfy" is the slogan for Chesterfield Cigarettes. We recommend that that same phrase be added to the Chesterfield program with its galaxy of stars. Especially for Ruth Etting who is gaining tremendous amount of new friends at each broadcast. Her success on the stage is microscopic in proportion to the vast following that Miss Etting has made for herself on the air-waves. She is heard each Wednesday and Friday at 10.00 P. M., over the WABC-CBS network.



Pat Kelly

Amy Goldsmith

Cesare Sodero

• Interesting portions of famous operatic scores are brought to the listeners every Thursday at 11:30 P. M., over the WJZ-NBC network, on the program known as "Through the Looking Glass." Cesare Sodero conducts the orchestra heard on this broadcast. Soloists are: Amy Goldsmith, soprano, and Conrad Threbauld, baritone. Pat Kelly, supervisor of announcers at the National Broadcasting Company, announces.

# OUT OF THE ETHER

With BURNS and ALLEN

George Burns and his wife, Grace Allen, bring their droll remarks to the WABC-CBS network every Monday night, at 10 o'clock, on the Robert Burns Panatella Hour. Their patter appeals from its simplicity.

GEORGE—Let's play a game. I'm going to mention a few words. You pick one out and I'll put it in a sentence.

GRACIE—All right. What is it that starts with L?

GEORGE—I don't know. Now, this one is on me. Here's the game: Like her, squeeze her, kiss her, leave her.

GRACIE—Now I pick one out, huh? Leave her.

GEORGE—For breakfast this morning I had some leave-her and bacon.

GRACIE—What is it that starts with L?

GEORGE—Wait a minute. I'm not through yet. Roses, violets, daisies, poppies.

GRACIE—Poppies?

GEORGE—A cat has kittens and a dog has poppies.

GRACIE—I can do that.

GEORGE—Is there anything that phases you?

GRACIE—No, but I can do that. Knives, forks, spoons, scissors, razor.

GEORGE—All right—razor.

GRACIE—The girl fell down and the fellow wouldn't lift her.

GEORGE—If you had another brain you would have one. The girl fell down and the fellow wouldn't lift her. How did the girl get up?

GRACIE—How did the girl get up? What girl?

GEORGE—The girl that fell down.

GRACIE—Oh, she wanked her eye.

GEORGE—You mean she winked her eye. But I still would like to know—how did the girl get up?

GRACIE—Well, when she winked her eye the fellow picked her up.

GEORGE—Were you born on the first of April?

GRACIE—Don't be silly. When were you born?

GEORGE—I was born in September.

GRACIE—You don't talk like September.

GEORGE—I don't talk like September?

GRACIE—My father talks like April.

GEORGE—Don't be silly. April is a month that has thirty days.

GRACIE—So has my father.

GEORGE—You are absolutely brilliant. I'm beginning to think you are a wizard.

GRACIE—I'm a wizard?

GEORGE—Yes. You know what a wizard is.

GRACIE—Yes, a snowstorm.

GEORGE—Well, if that's a snowstorm, then what's a blizzard?

GRACIE—A blizzard is the inside of a chicken. Anybody knows that.

GEORGE—You don't even know what side your bread is buttered on.

GRACIE—What difference does it make? I eat both sides.

GEORGE—What do I look like? A fool, because I get mad?

GRACIE—Oh, George, you're self-conscious!

GEORGE—What kind of a looking man is your father?

GRACE—Well, he'd remind you of—

GEORGE—Guy Lombardo?

GRACE—No.

GEORGE—Well, what would he remind you of?

GRACE—He'd remind you of \$10 if you owed it to him.

GEORGE—No, no. What does he look like?

GRACE—He's the image of George Bancroft if Bancroft was much shorter and weighed about 110 pounds and didn't have any hair.



Harriet Hilliard

• Featured on the "Round the Town" broadcast, over WMCA every night except Thursday at 11:30 P. M., Harriet Hilliard, contralto, is fast becoming one of WMCA's favorites. Miss Hilliard is heard from the Hollywood Restaurant with Al Katz and his orchestra.



Lewis James

Countess Olga Albani

James Melton

• Every Sunday at 9:45 P. M., over the WEAF-NBC network, the program of the Buick Revelers is heard. On this broadcast are such stars as the Countess Olga Albani, who is said to be one of the most beautiful women in radio; James Melton and Lewis James, tenors; Phil Dewey, baritone; Wilfred Glenn, bass, and a concert orchestra under the direction of Frank Black.



Caryl Bergman

• Another comely lass who is heard but not seen (unfortunately) over the WMCA air waves is Caryl Bergman. She has a pleasing contralto voice and is heard over WMCA every Monday morning at 10:50 A. M. A former Ziegfeld girl, she is now featured in Vincent Youman's current show, "Through the Years."

## Missouri, Gateway of the West

• The General Motors "Parade of the States" program which was broadcast over the WEAF-NBC network at 9:30 o'clock, Monday, March 28th, offered the following tribute to Missouri, Gateway to the Golden West.

By BRUCE BARTON

The well-known publicist and the author of "The Man Nobody Knows," each week writes the "Tribute" broadcast during the General Motors' Program.

JESUIT FATHERS tucking up their flowing robes and bending stalwart backs to the paddle. Keen-eyed French voyageurs scanning the Father of Waters for signs of friend or foe.

These were the first white men to know Missouri, and they came because of a quest, as men always do. The quest of the voyageurs was for fur; that of the fathers for souls.

The frontier marched westward. Other men, with coonskin caps and patient wives, with babies on one arm and deer rifles on the other, trekked along the broad, still rivers, skirted the tree-crowned Ozarks.

Their quest was different. They were seeking Home. They found it. And they built a land that was destined, in its own time, to people a still vaster West.

For as New England peopled the Western Reserve, so did the sons and daughters of Missouri steadfastly face the setting sun along the Oregon Trail, the California trail, or that long ribbon of hunger, thirst and danger that led to Santa Fe.

From the time that the chronicles of the white man first touched the trans-Mississippi country, Missouri has been the Gateway to the Golden West—for the prairie schooner, for the railroad, for the coast-to-coast motor highway. Always has Missouri been the road to the Promised Land.

Yet, millions of people have found the Promised Land within her own broad borders. They have found it a land of sleek cattle, of abundant fish and game, of peaceful, prosperous homes.

It is a folksy land where the shrewdness of the country folk has been immortalized in the phrase, "Show me." It is a romantic land, alive with the legends of the Mississippi made forever glorious by the genius of Mark Twain.

It is a land where man and dog as-

sociate with mutual affection and respect; the land of the "hound" dog and the "coon" dog.

It is the land of the Missouri mule, faithful in peace and undaunted in war. It is the land of that homely solace, the Missouri corn cob pipe.

It has given the nation great generals, great scientists, great statesmen. It backed the "Spirit of St. Louis," in which a blond lad named Lindbergh linked the ations. See Tom Sawyer's cave. In St. Louis, tour through beautiful Forest Park; see the "Old Court House," with

(Continued on Page 17.)



Guy Lombardo

A busy man is Guy Lombardo. He is now heard over the Columbia air-waves four times weekly. With his Royal Canadians he is heard on the Bab-O-Bright Spot program at 7.30 P. M. Saturdays. With that hilarious team of Burns and Allen, he is heard on the Robert Burns Panatella program on Mondays at 10.00 P. M.

From the grill of the Hotel Roosevelt the Lombardo organization broadcast their fascinating tempos on Thursdays and Saturdays at 12.30 A. M.

# Programs For Stations Other Than New York

Baltimore, WBAL WCAO WFBR; Bangor, WLBZ; Boston, WAAB WBZ WEEI WNAC; Hartford, WDRC WTIC; Philadelphia, WCAU WFAN WFI WIP WLIT; Pittsburgh, KDKA WCAE WJAS; Portland, WCSH; Providence, WEAN WJAR; Springfield, WBZA; Washington, WMAL WRC; Worcester, WORC WTAG

## FRIDAY, APRIL 1ST

**P.M.**  
 3:00 Organ Melodies—Irma Glen, organist. WJZ-NBC WBZ WBZA WBAL  
 3:00 U. S. Marine Band Concert. WABC-CBS WCAO WLBZ WNAC WDRC WJAS WEAN WMAL WORC WIP WFAN  
 3:30 Three Shades of Blue. WEAFF-NBC WTIC WTAG WJAR WRC WCAE  
 3:15 Samuel Seville, Jr.—Talk. WCAU  
 3:15 Honolulu Melody Boys. WFI  
 3:30 Women's Radio Review. WEAFF-NBC WEEI WCSH WTIC WJAR WRC  
 3:30 Arthur Jarrett. WABC-CBS WCAO WLBZ WNAC WDRC WJAS WEAN WORC WIP WFAN  
 3:45 Columbia Educational Features. WABC-CBS WCAO WLBZ WNAC WDRC WCAU WJAS WEAN WMAL WORC  
 4:00 Light Opera Gems. WABC-CBS WCAO WLBZ WAAB WDRC WCAU WJAS WEAN WORC  
 4:00 Betty Moore—Decorating Notes. WEAFF-NBC WFBR WTIC WFI WCAE WCSH WJAR WRC WTAG  
 4:15 Le Trio Charmante. WEAFF-NBC WCAE WJAR WTAG  
 4:30 The Lady Next Door. WEAFF-NBC WCAE WJAR WTAG  
 4:45 Housewives' Radio Exchange—Mrs. Wood. WJAR  
 4:45 George Hall's Hotel Taft Orchestra. WABC-CBS WCAO WAAB WDRC WIP-WFAN WJAS WEAN  
 4:45 Frances Rowdon. WEAFF-NBC WJAR WTAG  
 5:15 Skippy. WEAFF-NBC WFBR WEEI WTIC WLIT WCAE WCSH WJAR WRC WTAG  
 5:30 Fifteen Minutes of Melody. WJAR  
 5:30 Polyanna, the Glad Girl. WABC-CBS WCAO WAAB WCAU WJAS WEAN WMAL  
 5:30 Dolly Connelly—Songs. WEAFF-NBC WRC WTAG  
 5:30 The Singing Lady—WJZ NBC WBAL  
 5:45 Listerine Program—Concert Orchestra—Soloist. WEAFF-NBC WFBR WEEI WTIC WLIT WCAE WCSH WJAR WRC WTAG  
 5:45 Little Orphan Annie—WJZ NBC WBAL  
 6:00 Raising Junior—WJZ NBC WBAL  
 6:00 Holy Week Services. WTAG  
 6:00 John Kelvin, Irish Tenor. WABC-CBS WLBZ WAAB WDRC WIP-WFAN WJAS WEAN WMAL WORC  
 6:15 Charles Boulanger and his Young's Orchestra. WABC-CBS WCAO WLBZ WAAB WDRC WORC WJAS  
 6:15 Boscu' AP—Star Orchestra. WJZ-NBC WBAL WBZ WBZA KDKA  
 6:20 The Royal Vagabonds. WJZ-NBC WBAL KDKA  
 6:30 Prehofer Concert Orchestra with the Mystery Tenor. WCAU  
 6:45 Literary Digest—Topics in Brief. WJZ NBC WBAL WBZ WBZA KDKA  
 6:45 Bing Crosby. WABC-CBS WLBZ WAAB WIP-WFAN WJAS  
 7:00 Amos 'n' Andy—Pepsodent Program. WJZ NBC WBAL WBZ WBZA KDKA  
 7:00 Myrt and Marge. WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL  
 7:00 Worcester Power Cake Presentation. WTAG  
 7:00 Olympic Bridge Game—Ely Culbertson. WEAFF-NBC WJAR  
 7:15 Yankee String Ensemble. WORC  
 7:15 Maxwell House Program. WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL  
 7:15 Robert Simmons and the Campbell Orchestra. WEAFF-NBC WFBR WEEI WCSH WJAR WRC  
 7:30 Gus Arnheim's Orchestra. WORC  
 7:30 Prince Albert Quarter Hour. WEAFF-NBC WFBR WEEI WLIT WCAE WCSH WJAR WRC WTAG  
 7:30 Swift Program—Stebbins Boys. WJZ NBC WBAL WBZ WBZA  
 7:30 Easy Aces. WABC-CBS WCAO WNAC WCAU WJAS  
 7:45 Camel Quarter Hour. WABC-CBS WCAO WLBZ WNAC WDRC WCAU WJAS WEAN WMAL WORC  
 7:45 The Goldbergs. WEAFF-NBC WCAE WCSH WJAR  
 7:45 Billy Jones & Ernie Hare. WJZ-NBC, WBZ WBZA KDKA  
 8:00 Cities Service Concert. WEAFF-NBC WFBR WEEI WTIC WLIT WCAE WCSH WJAR WRC WTAG  
 8:00 Nestle's Program. WJZ NBC WBAL WBZ WBZA KDKA  
 8:00 The Bath Club. WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL  
 8:15 The Gage Brothers—Harmony. WORC  
 8:15 Singin' Sam—The Barbasol Man. WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL  
 8:30 Yankee Network Players. WORC  
 8:30 "Today and Yesterday." WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL  
 9:00 Chorus Club Eskimos. WEAFF-NBC WFBR WEEI WTIC WLIT WCAE WCSH WJAR WRC WTAG  
 9:00 Pillsbury Pageant. WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL WORC  
 9:30 Pond's Program. WEAFF-NBC WFBR WLIT WCAE WCSH WJAR WRC WTAG  
 9:30 Armour Program. WJZ NBC WBAL WBZ WBZA KDKA  
 9:30 To the Ladies. WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL  
 9:45 Friendly Five Footnotes. WABC-CBS WCAO WNAC WCAU WJAS WEAN WMAL  
 10:00 Beau Bachelor. WABC-CBS WCAO WAAB WDRC WCAU WJAS WEAN WMAL  
 10:00 The Sampler Orchestra. WEAFF-NBC WFBR WEEI WLIT WCAE WCSH WJAR WRC WTAG  
 10:15 Adventures in Health. WABC-CBS WCAO WAAB WDRC WCAU WJAS WEAN WMAL  
 10:30 RKO Theatre of the Air. WEAFF-NBC WFBR WEEI WTIC WLIT WCAE WCSH WJAR WRC WTAG  
 10:30 Music That Satisfies. WABC-CBS WCAO WLBZ WAAB WDRC WCAU WJAS WEAN WMAL WORC  
 10:45 Jane Froman & Orchestra. WJZ-NBC WBAL KDKA  
 10:45 The Punnyboners. WABC-CBS WCAO WBZ WEAN WDRC WAAB WORC WCAU WJAS  
 11:00 Howard Barlow and the Columbia Symphony Orchestra. WABC-CBS WCAO WLBZ WAAB WDRC WIP-WFAN WEAN WORC  
 11:30 George Olsen's Orchestra. WABC-CBS WCAO WLBZ WAAB, WCAU WEAN WMAL WORC  
**A.M.**  
 12:00 Ben Bernie's Orchestra. WABC-CBS WNAC WCAU WEAN WMAL  
 12:00 Johnnie Ham's Orchestra. WEAFF-NBC WRC  
 12:30 Isham Jones' Orchestra. WABC-CBS WNAC WCAU WEAN WMAL

## SATURDAY, APRIL 2ND

**P.M.**  
 3:00 The Four Clubmen. WABC-CBS WCAO WLBZ WNAC WDRC WCAU WJAS WEAN WMAL WORC  
 3:30 Allerton House Orchestra. WABC-CBS WLBZ WNAC WDRC WCAU WJAS WEAN WMAL WORC  
 4:00 Salon Music by the Calvertons. WBAL  
 4:00 Ann Leaf at the Organ. WABC-CBS WCAO WLBZ WNAC WDRC WCAU WJAS WEAN WMAL  
 4:30 Spanish Serenade. WABC-CBS WLBZ WDRC WAAB WORC WIP WFAN WJAS WEAN  
 4:45 Lady Next Door. WEAFF-NBC WTIC WTAG WJAR WCSH WRC  
 5:00 Eddie Duchin's Casino Orchestra. WABC-CBS WCAO WAAB WDRC WIP-WFAN WJAS WEAN WMAL  
 5:00 Bisquick Brevities. KDKA  
 5:30 Blue Moon Cuckoos. WEAFF-NBC WFBR WEEI, WTIC WLIT WCSH WJAR WRC WTAG

**P.M.**  
 5:45 Landt Trio and White. WEAFF-NBC WTIC WCAE WJAR WRC WTAG  
 5:45 Connie Boswell. WABC-CBS WCAO WLBZ WAAB WDRC WCAU WJAS WEAN WORC  
 6:00 Freddie Martin's Orch. WABC-CBS WCAO WLBZ WAAB WDRC WIP-WFAN WJAS WEAN WORC  
 6:00 Piano Ramblings With Ben Greenblatt. WCAU  
 6:00 Waldorf-Astoria Sert Room Orchestra. WEAFF-NBC WTIC WTAG WEEI  
 6:00 Holy Week Services. WTAG  
 6:15 At the Console. WBAL  
 6:30 Jack Miller and His Orchestra. WABC-CBS WCAO WLBZ WAAB WDRC WCAU WJAS  
 6:30 Bob Emery's Debating Society. WORC  
 6:30 Harold Sheffer's Orchestra. WJAR  
 6:45 Leon Belasco's Orchestra. WABC-CBS WCAO WLBZ WAAB WJAS WEAN WMAL WORC  
 6:45 Parade of the Colors. WBAL  
 7:00 Amos 'n' Andy — Pepsodent Program. WJZ NBC WBAL WBZ WBZA KDKA WRC  
 7:00 Political Situation in Washington Tonight. WABC-CBS WCAO WLBZ WNAC WDRC WCAU WEAN WJAS  
 7:15 Wm. Vincent Hall, with Freddie Rich's Orchestra. WABC-CBS WCAO WNAC WCAU WJAS WEAN WMAL  
 7:15 Olympic Bridge Game—Ely Culbertson. WEAFF-NBC WTIC WFI WCSH WJAR WTAG  
 7:30 The Babo Bright Spot. WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL  
 7:30 Prince Albert Quarter Hour. WEAFF-NBC WFBR WEEI WTIC WFI WCAE WCSH WJAR WRC WTAG  
 7:45 The Goldbergs. WEAFF-NBC WTIC WCAE WCSH WJAR  
 7:45 Camel Quarter Hour. WABC-CBS WCAO WLBZ WNAC WDRC WCAU WJAS WEAN WMAL WORC  
 7:45 Concert Program. WTAG  
 8:00 The Gossipers. WORC  
 8:00 Civic Concerts Service Program. WEAFF-NBC WFBR WTIC WFI WCAE WCSH WRC  
 8:00 Danger Fighters. WJZ NBC WBAL KDKA  
 8:00 Fray and Braggiotti. WABC-CBS WCAO WLBZ WDRC WCAU WJAS WEAN WMAL  
 8:15 Leopold Stowski and Philadelphia Symphony Orchestra. WABC-CBS WLBZ WEAN WDRC WNAC WORC WCAU WJAS WEAN WMAL WCAO  
 8:30 Nat'l Advisory Council on Radio in Education. WEAFF-NBC WFBR WEEI WTIC WFI WCAE WCSH WJAR WRC WTAG  
 8:30 Dance With Countess D'Orsay. WJZ-NBC WBAL WBZ WBZA KDKA  
 9:00 Pryor's Goodyear Band. WEAFF-NBC WFBR WEEI WTIC WFI WCAE WCSH WJAR WRC WTAG  
 9:00 Sinclair Minstrels. WJZ NBC WBAL KDKA  
 9:30 Club Valspar. WEAFF-NBC WFBR WEEI WTIC WFI WCAE WCSH WJAR WRC WTAG  
 9:30 The First Nighter. WJZ NBC WBAL WBZ WBZA KDKA  
 10:00 Lucky Strike Dance Hour. WEAFF-NBC WFBR WEEI WTIC WFI WCAE WCSH WJAR WRC WTAG  
 10:00 Listerine Program—Concert Orchestra. WJZ-NBC WBAL WBZ WBZA  
 10:00 Music That Satisfies—Chesterfield. WABC-CBS WCAO WLBZ WAAB WDRC WCAU WJAS WEAN WMAL WORC  
 10:15 Columbia Public Affairs Institute. WABC-CBS WLBZ WEAN WDRC WAAB WORC WCAU WJAS WEAN WMAL WCAO  
 10:30 Hollywood Nights. WJZ NBC WBAL WBZ WBZA KDKA  
 10:45 Arthur Jarrett. WABC-CBS WCAO WLBZ WAAB WDRC WIP-WFAN WJAS WEAN WMAL WORC  
 10:45 Hotel Walton Orchestra with Charles Verna. WCAU  
 11:00 Jesse Crawford. WEAFF-NBC WEEI WTIC WFI WJAR WRC  
 11:00 Don Redman and His Connie's Inn Orch. WABC-CBS WCAO WLBZ WAAB WDRC WIP-WFAN WJAS WEAN WORC  
 11:30 Buddy Rogers and His California Cavaliers. WEAFF-NBC WEEI WJAR WTIC WRC WFBR WFI WCAE WCSH WJAR WRC WTAG  
 11:30 Madrignera's Baltimore Orch. WABC-CBS WCAO WAAB WDRC WEAN WMAL WORC  
 11:45 Lew White at the Dual Organ. WJZ-NBC WBAL A.M.  
 12:00 Guy Lombardo and His Royal Canadians. WABC-CBS WNAC WCAU WEAN WMAL  
 12:05 Buddy Rogers and His California Cavaliers. WEAFF-NBC WTIC WRC

## SUNDAY, APRIL 3RD

**P.M.**  
 3:00 N. Y. Philharmonic Symphony Orchestra. WABC-CBS WCAO WLBZ WAAB WIP-WFAN WJAS WEAN WMAL WORC  
 3:00 Wayne King and His Orchestra. WEAFF-NBC WFBR WEEI WTIC WLIT WCAE WCSH WJAR WRC WTAG  
 3:15 Adventures in Africa with Darnet Cooper. WCAU  
 3:30 Band Concert. WEAN WNAC  
 3:30 Sunday Afternoon Musicale with Donovan O'Hara, Tenor. WCAU  
 3:30 Dr. S. Parkes Cadman. WEAFF-NBC WFBR WEEI WTIC WCAE WCSH WJAR WRC WTAG  
 4:00 Rev. Charles E. Coughlin. WCAU WEAN WNAC  
 4:15 Artist Recital by Michael Weiner, Violinist, and Le Roy Evans, Pianist. WBAL  
 4:30 Davey Hour. WEAFF-NBC WFBR WEEI WTIC WCAE WCSH WJAR WRC WTAG  
 4:30 Shaeffer Life Time Revue. WJZ-NBC WBAL KDKA  
 5:00 Real Folks—Sketch. WABC-CBS WCAO WCAU WJAS WEAN WMAL  
 5:00 Shady Side Presbyterian Church Service. KDKA  
 5:00 National Vespers. WJZ-NBC WBAL WBZ WBZA  
 5:00 Shephard Stores Musicalities. WNAC  
 5:30 Blue Coal Radio Revue. WABC-CBS WCAO WAAB WDRC WEAN WORC WCAU  
 5:30 General Electric Circle—Rosa Ponselle, Soprano. WEAFF-NBC WFBR WEEI WTIC WFI WCAE WCSH WJAR WRC WTAG  
 5:30 Simontz Guardsmen. WJZ-NBC WBAL WBZ WBZA  
 6:00 Catholic Hour. WEAFF-NBC WFBR WEEI WTIC WLIT WCAE WCSH WJAR WRC WTAG  
 6:15 Westinghouse Personalities. KDKA  
 6:30 Beau Brummel of Songs. WABC-CBS WAAB WJAS WEAN  
 6:30 Fox Weis Fur Trappers. WCAU  
 6:30 WBAL String Quartet. WBAL  
 7:00 The World's Business—Dr. Julius Klein. WABC-CBS WLBZ WIP WFAN WJAS WEAN WMAL WCAU WNAC WDRC WORC WCAO  
 7:00 D'Avrey of Paris. WEAFF-NBC, WTIC WLIT WCSH WTAG  
 7:15 Rexall Program. WEAFF-NBC WFBR WTIC WLIT WCAE WCSH WJAR WRC WTAG  
 7:15 Major Iecquik and His Frigidarians. WJZ-NBC WBAL  
 7:15 Modern Male Quartet. WABC-CBS WLBZ WDRC WNAC WORC WIP WFAN WJAS WEAN WMAL WCAU  
 7:30 Luden's Novelty Orch. WABC-CBS WCAO WNAC WCAU WJAS WEAN WMAL  
 7:30 Quintin Cristy—Songs. WORC  
 7:30 The Three Bakers. WJZ-NBC WBAL WBZ WBZA KDKA

**P.M.**  
 7:30 Orchestral Gems. WEAFF-NBC WTAG WRC WFBR WCAE  
 7:45 The Sylvanians. WABC-CBS WCAO WNAC WJAS  
 7:45 The Marjorie Taylor Trio. WORC  
 8:00 Chase & Sanborn Hour. WEAFF-NBC WFBR WTIC WLIT WCAE WCSH WJAR WRC WTAG  
 8:00 Enna Jettick Melodies. WJZ NBC WBAL WBZ WBZA KDKA  
 8:00 Ziegfeld Follies of the Air. WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL  
 8:15 Bill Keady—Songs. WORC  
 8:15 Collier's Radio Hour. WJZ-NBC WBAL WBZ WBZA KDKA  
 8:30 The Greyhound Traveler. WABC-CBS WCAO WLBZ WDRC WJAS WEAN WMAL WORC WCAU  
 8:45 Angelo Patri — "Your Child." WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL  
 9:00 Ever-Ready Radio Galettes—Belle Baker. WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL  
 9:00 Our Government—David Lawrence. WEAFF-NBC WFBR WFI WCSH WJAR WRC  
 9:15 American Album of Familiar Music. WEAFF-NBC WFBR WFI WCSH WCAE WJAR WRC WTAG  
 9:15 Bayuk Stag Party. WJZ NBC WBAL WBZ WBZA KDKA  
 9:30 Pennzoil Parade. WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL  
 9:45 Buick Revelers. WEAFF-NBC WFBR WTIC WFI WCAE WCSH WJAR WRC WTAG  
 9:45 Making the Movies. WJZ-NBC WBAL WBZ WBZA KDKA  
 10:00 Edna Wallace Hopper Variety Show. WABC-CBS WCAO WLBZ WAAB WDRC WCAU WJAS WEAN WMAL WORC  
 10:15 The Old Singing Master. WJZ NBC WBAL WBZ WBZA KDKA  
 10:30 Ernest Hutcheson, Pianist. WABC-CBS WCAO WAAB WDRC WCAU WJAS WEAN WMAL WORC  
 10:45 Sunday at Seth Parker's. WEAFF-NBC WFBR WEEI WCAE WCSH WJAR WRC  
 10:45 War Stories—Walter G. Myers. KDKA  
 11:00 The Gauchos—Vincent Sorey's Orchestra—Tito Guizar. WABC-CBS WLBZ WEAN WORC WAAB WCAU WMAL WCAO  
 11:30 Evening Melodies—Vincent Sorey, Conductor. WABC-CBS WLBZ WEAN WDRC WNAC WCAU WMAL WCAO  
**A.M.**  
 12:00 Eddie Duchin and His Central Park Casino Orchestra. WABC-CBS WEAN WNAC WCAU WMAL WORC  
 12:30 California Melodies. WABC-CBS WNAC WCAU WEAN WMAL

## MONDAY, APRIL 4TH

**P.M.**  
 3:00 Columbia Salon Orchestra. WABC-CBS WCAO WLBZ WNAC WDRC WCAU WJAS WEAN WMAL WORC  
 3:00 U. S. Marine Band. WJZ-NBC WBAL WRC  
 3:30 Sam Prager, Pianist, and Helen Nugent, Contralto. WABC-CBS WCAO WLBZ WNAC WDRC WIP-WFAN WJAS WEAN WMAL WORC WEAN  
 3:30 Woman's Radio Review. WEAFF-NBC WTIC WCSH WJAR WTAG  
 3:45 Jean Abbey, Talk. WCAU  
 3:45 Four Eton Boys. WABC-CBS WCAO WLBZ WNAC WDRC WIP-WFAN WJAS WEAN WMAL WORC WEAN  
 4:00 Bisquick Program. WTAG  
 4:00 Pop Concert. WEAFF-NBC WFBR WCAE WJAR WRC WTAG  
 4:00 Rhythm Kings. WABC-CBS WCAO WLBZ WNAC WDRC WIP-WFAN WJAS WEAN WMAL WORC  
 4:15 Lloyd Huntley and His Orchestra. WJZ-NBC WBAL  
 4:30 Studio Program. WCAU  
 4:30 The Lady Next Door. WEAFF-NBC WFBR WEEI WCSH WJAR WRC WTAG  
 4:30 National Student Federation of America Program. WABC-CBS WCAO WNAC WDRC WIP-WFAN WJAS WEAN WMAL WORC  
 4:45 Joe Rankin, Nylophone Solo and Beulah Crofoot—Songs. WCAU  
 4:45 Tea Dansante. WEAFF-NBC WJAR WRC WTAG  
 4:45 Josef Koestner Ensemble. WJZ-NBC WBAL  
 4:45 KDKA Kiddle's Club. KDKA  
 5:00 Pancho and His Orchestra. WABC-CBS WCAO WAAB WDRC WIP-WFAN WJAS WEAN WMAL WORC WEAN  
 5:00 Bisquick Brevities. KDKA  
 5:15 The Jolly Whittman Candyman. WCAU  
 5:15 Skippy. WEAFF-NBC WFBR WEEI WTIC WCSH WJAR WRC WTAG WLIT  
 5:15 Swanee Serenaders. WJZ-NBC  
 5:30 Sweetheart Program. WEAFF-NBC WEEI WTIC WCSH WJAR WTAG  
 5:45 The Lone Wolf Tribe. WABC-CBS WCAO WLBZ WAAB WDRC WJAS WEAN WMAL WORC WCAU  
 5:45 Listerine Program Concert Orchestra. WEAFF-NBC WFBR WEEI WTIC WLIT WCAE WCSH WJAR WRC WTAG  
 6:00 Raising Junior. WJZ-NBC WBAL  
 6:00 Piano Ramblings with Ben Greenblatt. WCAU  
 6:00 Current Events—H. V. Kaltenborn. WABC-CBS WLBZ WAAB WDRC WIP-WFAN WJAS WEAN WMAL WORC  
 6:00 Waldorf-Astoria Sert Room Orchestra. WEAFF-NBC WEEI WFI WCAE WRC  
 6:15 Paradise of Song. WJZ NBC WBAL  
 6:15 Vaughn De Leath. WABC-CBS WLBZ WAAB WDRC WIP-WFAN WJAS WEAN WMAL WORC  
 6:15 Westinghouse Parade. KDKA  
 6:30 The Royal Vagabonds. WJZ NBC WBAL  
 6:30 George Hall and His Hotel Taft Orchestra. WABC-CBS WCAO WLBZ WAAB WDRC WMAL WORC  
 6:45 Literary Digest Topics in Brief. WJZ NBC WBAL WBZ WBZA KDKA  
 6:45 June Pursell—Ballads. WEAFF-NBC WCSH WFI WRC WCAE  
 6:45 Bing Crosby. WABC-CBS WLBZ WAAB WDRC WIP-WFAN WEAN WMAL WORC WLBZ WJAS  
 7:00 Amos 'n' Andy—Pepsodent Program. WJZ NBC WBAL WBZ WBZA KDKA WRC  
 7:00 Myrt & Marge. WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL  
 7:15 String Ensemble. WORC  
 7:15 Campbell Orchestra. WEAFF-NBC WFBR WEEI WLIT WCSH WJAR WRC WTAG  
 7:15 Tasty Yeast Jesters. WJZ NBC WBZ WBZA WBAL KDKA  
 7:15 Maxwell House Tune Blenders. WABC-CBS WCAO WNAC WDRC WCAU WJAS WEAN WMAL  
 7:30 Easy Aces. WABC-CBS WCAO WNAC WCAU WJAS  
 7:30 Swift Program—Stebbins Boys. WJZ-NBC WBAL WBZ WBZA KDKA  
 7:30 Prince Albert Quarter Hour. WEAFF-NBC WTAG WEEI WJAR WCSH WLIT WFBR WRC  
 7:45 Camel Quarter Hour. WABC-CBS WCAO WLBZ WNAC WDRC WCAU WJAS WEAN WMAL WORC

Programs For Stations Other Than New York

7:45 The Goldbergs. WEAJ-NBC WCAE WASH WJAR
8:00 The Bath Club Unit. WABC-CBS WCAO WNAO
8:00 Soconyland Sketches. WEAJ-NBC WEEI WTIC
8:00 Carnation Contended Program. WJZ-NBC WBAL
8:00 The Gossipers. WORC
8:15 Singin' Sam-The Barbasol Man. WABC CBS WCAO
8:15 Paul Shirley Trio. WORC
8:30 The Voice of Firestone. WEAJ-NBC WEEI WTIC
8:30 Death Valley Days. WJZ-NBC WBAL WBSZ
9:00 Eugene International Revue. WABC CBS WCAO
9:00 Maytag Orchestra. WJZ-NBC WBAL WBSZ
9:00 A. & P. Gypsies. WEAJ-NBC WEEI WTIC
9:15 The Columbians. WABC-CBS WORC WLBZ
9:30 Bourjois-An Evening in Paris. WABC-CBS WCAO
9:45 Bob Nolan's San Felicians. WJZ-NBC WBAL WBSZ
10:00 With Canada's Mounted. WJZ-NBC WBAL WBSZ
10:30 Waves of Melody. WJZ-NBC WBAL WBSZ
10:30 Music That Satisfies. WABC-CBS WCAO WLBZ
10:45 The Street Singer. WABC-CBS WCAO WLBZ
11:00 Alex Haas and His Gypsy Orchestra. WABC-CBS
11:15 Yvette Rugele. WCAU
11:30 Jesse Crawford-Poet of the Organ. WEAJ-NBC
11:30 Stanley-Warner Theater of the Air. KDKA

TUESDAY, APRIL 5TH

P.M.
3:00 KDKA Home Forum. KDKA.
3:00 Music in the Air. WJZ-NBC WBAL WBSZ
3:00 Anne Leaf at the Organ. With Adele Vasa, Soprano.
3:15 Doc Hayden and His Southernaires. WCAU
3:30 The 3:30 Revue. WCAU
3:30 Woman's Radio Review. WEAJ-NBC WASH WJAR
3:30 Hello Marie-Sketch. WJZ-NBC WBAL KDKA
3:30 Musical Americana. WABC-CBS WCAO WLBZ
3:45 Rhythmic Interlude. KDKA
4:00 U. S. Army Band. WJZ-NBC WBSZ
4:00 Gentleman of the Press. WCAU
4:00 Mable Pales, Soprano. WTAG
4:00 WBAL Trio. WBAL
4:00 The Magic of Speech. WEAJ-NBC WTAG WTIC
4:15 George Hall and His Orchestra. WABC-CBS WCAO
4:15 Ed Sheppard and Orchestra. WCAU
4:15 'The Book Shelf.' WBAL
4:15 Mormon Tabernacle Choir and Organ. WJZ-NBC
4:30 Lady Next Door. WEAJ-NBC WEEI WTIC WCAE
4:30 Henriette Kera, Soprano. WBAL
4:45 Tea Damselle. WEAJ-NBC WTIC WCAE WTAG
5:00 Jewish Federation Program. WABC-CBS WCAO
5:00 Charles Gilbert Spross, Composer, Pianist. WEAJ-
5:00 The Three Bees. WJZ-NBC WBAL KDKA
5:15 The Jolly Man. WCAU
5:15 Meet the Artist. WABC-CBS WCAO WLBZ
5:15 Skippy. WEAJ-NBC WEEI WTIC WLIT
5:30 Singing Lady. WJZ-NBC WBAL WBSZ KDKA
5:30 Garden Melodies WEAJ-NBC WTIC WCAE WRO
5:30 The Professor and the Major. WABC-CBS WCAO
5:45 Coconut Grove Orchestra. WORC
5:45 Movie Star Revue. WABC-CBS WCAO WAAB WCAU
6:00 Waldorf-Astoria Sert Room Orch. WEAJ-NBC WEEI
6:00 Arthur Jarrett. WABC-CBS WLBZ WAAB WDRD
6:00 Philadelphia Rapid Transit Co.-Travelogues. WCAU
6:00 Hotel Bancroft Ensemble. WTAG
6:15 Reis & Dunn. WABC-CBS WCAO WLBZ WAAB
6:30 Rex Cole Mountaineers. WEAJ-NBC WTIC
6:30 Ray Perkins-Old Topper. WJZ-NBC WBAL WBSZ
6:30 Freehofer Concert Orchestra. WCAU
6:45 Literary Digest Topics in Brief. WJZ-NBC WBAL
6:45 Back of the News in Washington. WEAJ-NBC WTIC
7:00 Amos 'n' Andy-Popodent. WJZ-NBC WBAL WBSZ
7:00 Mid-Week Federation Hymn Sing. WEAJ-NBC
7:00 Myrt and Marge. WABC-CBS WCAO WNAO WDRD
7:15 Campbell Orchestra. WEAJ-NBC WEEI WEEI WTIC
7:15 Freddie Rich's Orchestra, with Gordon Graham, Tenor.
7:15 Golden Crown Symp Serenaders. WBAL
7:30 Rielman Brothers' Program. WABC-CBS WAAB
7:30 Prince Albert Quarter Hour. WEAJ-NBC WEEI
7:30 Swift Program-The Stebbins Boys. WJZ-NBC WBSZ
7:30 Cloverdale Party Music. WBAL
7:45 The Camel Quarter Hour. WABC-CBS WCAO WLBZ
7:45 The Goldbergs. WEAJ-NBC WTIC WJAR WASH
8:00 Blackstone Plantation. WEAJ-NBC WEEI WTIC
8:00 National Advisory Council on Radio in Education.
8:00 The Bath Club. WABC-CBS WCAO WNAO WDRD
8:00 Ohendorf Review. KDKA
8:15 Abe Lyman and His Orchestra. WABC-CBS WCAO
8:30 La Palina Presents Kate Smith. WABC-CBS WCAO
8:30 True Story Hour. WEAJ-NBC WEEI WTIC
8:30 Around the Melodeon. WBAL
8:45 Sisters of the Skillet. WJZ-NBC WBSZ KDKA
8:45 Gerardine Program. WABC-CBS WCAO WNAO
9:00 Ben Bynale's Blue Ribbon Band. WABC-CBS WCAO
9:00 The Household Program. WJZ-NBC WBAL WBSZ

9:00 McKesson Musical Magazine. WEAJ-NBC WEEI
9:30 Great Personalities. WJZ-NBC WBAL WBSZ
9:30 Eno Crime Club. WABC-CBS WCAO WNAO WDRD
10:00 Listerine Program-Concert Orchestra. WJZ-NBC
10:00 Lucky Strike Dance Orchestra. WEAJ-NBC WEEI
10:00 The Voice of 1,000 Shades. WABC-CBS WCAO WAAB
10:00 Meyer Davis Le Paradis Band. WORC
10:15 Musical Program. WBAL
10:15 Sweetheart Program. WJZ-NBC WBSZ KDKA
11:00 Jesse Crawford-Organ. WEAJ-NBC WEEI WJAR
11:00 The Marylanders. WBAL
11:00 Columbia Concerts Program. WABC-CBS WCAO
11:15 Cathay Tea Garden Orchestra. WCAU
12:30 Seymour Simon's Orchestra. WEAJ-NBC WTIC WRC

WEDNESDAY, APRIL 6TH

P.M.
3:00 With the Senator's Wife in Washington. WEAJ-NBC
3:00 The Captivators' Orchestra. WABC-CBS WCAO
3:15 Charis Musical Revue. WABC-CBS WCAO WNAO
3:30 Arthur Jarrett. WABC-CBS WCAO WLBZ WNAO
3:30 Woman's Radio Review. WEAJ-NBC WEEI WTIC
3:30 Hello, Marie, Sketch. WJZ-NBC KDKA
3:45 The Georgia Minstrels. WCAU
3:45 Rhythmic Interlude. KDKA
3:45 Four Eton Boys. WABC-CBS WLBZ WNAO WDRD
4:00 Dog Talk-Alf Delmont. WCAU
4:00 U. S. Navy Band Concert. WABC-CBS WCAO WLBZ
4:00 The Pilgrims. WEAJ-NBC WEEI WTIC
4:00 Pacific Feature Hour. WJZ-NBC WBAL
4:00 Dept. of Education Program. WORC
4:15 Dolores Reade. Songs. WCAU
4:20 Joe Rankin, Xylophone Solo. WCAU
4:30 The Lady Next Door. WEAJ-NBC WEEI WCAE
4:45 Tea Damselle. WEAJ-NBC WJAR WRC WTAG
4:50 Katherine Parsons. WABC-CBS WCAO WLBZ WAAB
5:15 The Jolly Man. WCAU
5:15 Bill Schudt's Going to Press. WABC-CBS WCAO
5:15 Skippy. WEAJ-NBC WEEI WTIC WCAE
5:30 Wayne King and His Orchestra. WEAJ-NBC WEEI
5:30 The Professor and the Major. WABC-CBS WCAO
5:45 'Show World' Orchestra. WNAO
5:45 The Lone Wolf Tribe. WABC-CBS WCAO WLBZ
5:45 Florence Wightman, Harpist. WEAJ-NBC WCAE
6:00 Ismak Speaking. WCAU
6:00 Connie Boswell. WABC-CBS WLBZ WAAB WDRD
6:00 Bancroft Hotel Ensemble. WTAG
6:15 The Modernists. WNAO
6:15 Harold Stern's St. Moritz Orchestra. WABC-CBS
6:15 Westinghouse Watchmen. KDKA
6:30 Cathay Tea Garden Orchestra. WCAU
6:45 Literary Digest Topics in Brief. WJZ-NBC WBAL
6:45 Bing Crosby. WABC-CBS WLBZ WAAB WIP-
6:45 The Amoco Review. WCAU
6:45 John Irving Program. WDRD WEAN
7:00 Myrt and Marge. WABC-CBS WCAO WNAO WDRD
7:00 Amos 'n' Andy-Popodent. WJZ-NBC WBAL WBSZ
7:15 Maxwell House Program. WABC-CBS WCAO WNAO
7:15 The Campbell Orchestra. WEAJ-NBC WEEI WEEI
7:15 Esso Program-Elsie Janis. WJZ-NBC WBAL WBSZ
7:30 Prince Albert Quarter Hour. WEAJ-NBC WEEI
7:30 Easy Aces. WABC-CBS WCAO WNAO WCAU
7:45 Camel Quarter Hour. WABC-CBS WCAO WLBZ
7:45 Powers Coal Miners. WTAG
8:00 The Bath Club-Limit. WABC-CBS WCAO WNAO
8:00 The Gossipers. WORC
8:00 American Taxpayers League Program. WJZ-NBC
8:00 Big Time. WEAJ-NBC WEEI WLIT WASH
8:15 Singin' Sam, The Barbasol Man. WABC-CBS WCAO
8:15 Diamond Trio. WTAG
8:30 Halsey Stuart Program. WEAJ-NBC WEEI WEEI
8:30 La Palina Presents Kate Smith. WABC-CBS WCAO
8:45 Col. Stoppnagle and Budd. WABC-CBS WCAO WNAO
9:00 Adventures of Sherlock Holmes. WJZ-NBC WBAL
9:00 Gold Medal Fast Freight. WABC-CBS WCAO WNAO
9:00 Goodyear Tire Program. WEAJ-NBC WEEI WEEI
9:30 Mobil Oil Concert. WEAJ-NBC WEEI WEEI WTIC
9:30 Major Teebick and his Frigidarians. WJZ-NBC
9:30 Eno Crime Club. WABC-CBS WCAO WNAO WDRD
9:30 Organ Recital with Soloist. WORC
9:45 Bob Nolan's San Felicians. WJZ-NBC WBAL WBSZ
10:00 Coco Cola Hour. WEAJ-NBC WEEI WTIC
10:00 Ruth Etting-Chesterfield Program. WABC-CBS
10:00 Listerine Program-Concert Orchestra. WJZ-NBC
10:15 Adventures in Health. WABC-CBS WCAO WAAB
10:15 The Tune Detective. WJZ-NBC WBAL
10:30 NBC Artists' Service Musicale. WEAJ-NBC WCAE
10:30 Hollywood Nights. WJZ-NBC WBAL WBSZ
10:30 Society's Playboy. WABC-CBS WCAO WAAB WDRD

10:15 The Street Singer. WABC-CBS WCAO WLBZ WAAB
10:15 Around the Cracker Barrel. KDKA
11:00 Howard Barlow and Columbia Symphony Orchestra.
11:15 Pete Woolery, Baritone. WCAU
11:30 Don Redman and his Connie's Inn Orchestra. WABC-
11:15 Lew White-Smoke Rings. WJZ-NBC WBAL
12:00 Eddie Duchin and His Casino Orchestra. WABC-CBS

THURSDAY, APRIL 7TH

P.M.
3:00 Personalities of WCAU. WCAU
3:00 KDKA Home Forum. KDKA
3:00 La Forge Berumen Musicale. WABC-CBS WCAO
3:00 Three Mustachios. WEAJ-NBC WTIC WCAE WJAR
3:15 Doc Hyder and His Southernaires. WCAU
3:30 Rhythm Kings. WABC-CBS WCAO WLBZ WNAO
3:30 Women's Radio Review. WEAJ-NBC WASH WJAR
3:30 Hello Marie-Sketch. WJZ-NBC WBAL KDKA
3:45 Philadelphia County Medical Society Talk. WCAU
3:45 State Federation Music Clubs. KDKA
3:45 Virginia Arnold-Pianiste. WABC-CBS WCAO WLBZ
3:45 Rhythmic Serenade. WJZ-NBC WBAL
4:00 Lyn Murray's Birth and Melody. WCAU
4:00 Concert Program. WTAG
4:00 U. S. Army Band Concert. WABC-CBS WCAO
4:00 Musical Comedy Hits. WEAJ-NBC WEEI WCAE
4:00 Home Decorations. WJZ-NBC WBAL WBSZ
4:15 Ed Sheppard and His Orchestra. WCAU
4:30 Powers Gouraud Entertains Sir Alfred. WCAU
4:30 George Hall and His Hotel Taft Orchestra. WABC-
4:30 The Lady Next Door. WEAJ-NBC WEEI WTIC
4:45 Tea Damselle. WEAJ-NBC WTIC WCAE WJAR
5:15 The Jolly Whitman Candyman. WCAU
5:15 Tito Guizar, Mexican Tenor, and Orchestra. WABC-
5:15 Skippy. WEAJ-NBC WEEI WTIC WLIT
5:30 The Professor and the Major. WABC-CBS WCAO
5:45 Listerine Program-Concert Orchestra. WEAJ-NBC
5:45 Bi-quick Brevities. KDKA
6:00 Current Events-H. V. Kaltenborn. WABC-CBS
6:00 Carlile & London, Pianists-Songs. WCAU
6:00 Bancroft Hotel Ensemble. WTAG
6:15 Reis & Dunn. WABC-CBS WLBZ WAAB WDRD
6:15 El Patio. WBAL
6:30 Jack Miller and His Orch. WABC-CBS WLBZ WAAB
6:45 Literary Digest Topics in Brief. WJZ-NBC WBAL
7:00 Amos 'n' Andy-Popodent. WJZ-NBC WBAL WBSZ
7:00 Myrt and Marge. WABC-CBS WCAO WNAO WDRD
7:15 William Hall and the Manhattan Serenaders. WABC-
7:15 Hinds' Romance Exchange. WJZ-NBC WBSZ
7:15 Athey Painters. WBAL
7:30 Swift Program-Stebbins Boys. WJZ-NBC WBSZ
7:30 Richman Bros. Program. WABC-CBS WAAB WCAU
7:30 Prince Albert Quarter Hour. WEAJ-NBC WEEI
7:45 Camel Quarter Hour. WABC-CBS WCAO WLBZ
7:45 The Goldbergs. WEAJ-NBC WTIC WCAE WASH
7:45 Billy Jones and Ernie Hare. WJZ-NBC WBSZ
8:00 Fleischmann Hour. WEAJ-NBC WEEI WEEI WTIC
8:00 The Bath Club. WABC-CBS WCAO WNAO WDRD
8:15 Abe Lyman and His Orchestra. WABC-CBS WCAO
8:15 Norwood Coffee Concert. WBAL
8:30 La Palina Presents Kate Smith. WABC-CBS WCAO
8:45 Sisters of the Skillet. WJZ-NBC WBAL WBSZ
8:45 Angelo Patri-"Your Child." WABC- WCAO
9:00 Big Six of the Air. WEAJ-NBC WEEI WEEI WTIC
9:00 Blackstone Plantation. WJZ-NBC WBAL WBSZ
9:00 Eugene International Revue. WABC-CBS WCAO
9:15 Ted Husing, Irene Beasley and Freddie Rich's Orchestra.
9:30 Love Story Hour. WABC-CBS WCAO WNAO WDRD
9:30 Rudyard Kipling Stories. WEAJ-NBC WEEI WTIC
10:00 Lucky Strike Dance Orchestra. WEAJ-NBC WEEI
10:00 A. & P. Dance Gypsies. WJZ-NBC WBAL WBSZ
10:00 Hart, Schaffner & Marx Trumpeters. WABC-CBS
10:30 Music That Satisfies-Boswell Sisters. WABC-CBS
10:45 Contract Bridge by E. Hall Downs. KDKA
10:45 Arthur Jarrett. WABC-CBS WCAO WLBZ WAAB
11:00 Toscha Seidel, Violinist, and Concert Orchestra.
11:00 When Some of Us Were 21. WBAL
11:15 Ben Greenblatt, Pianist. WCAU
11:30 George Olsen and His Orchestra. WABC-CBS WLBZ
11:45 Bing Crosby. WABC-CBS WCAO WLBZ WAAB
11:45 Cab Calloway and His Orchestra. WEAJ-NBC
12:00 Charlie Olcott. KDKA

PROGRAM FOR FRIDAY, APRIL 1st

6:30 A.M. to 10 A.M.

- 6:30 WINS-Morning Highlights
6:45 WEA-F-Tower Health Exercises-Arthur Bagley, Director
WOR-Gym Classes-John Gambling, Director
WINS-Musical Clock
7:30 WMCA-Phantom Organist
WJZ-A Song for Today
WABC-Organ Reveille-Popular Music
7:45 WMCA-Harry Gluck's Gym Class
WJZ-Jolly Bill and Jane-Cream of Wheat Program
8:00 WMCA-I See By the Papers
WEAF-Gene and Glen-Quaker Early Birds
WJZ-On the 8:15
WOR-Captain Jack and Barnacle Bill
WABC-Salon Musicale
WINS-Miss Walls' Calisthenics
8:15 WMCA-Consoling the Console
WEAF-Morning Devotions
WJZ-Phil Cook, the Quaker Man
WINS-Musical Clock
8:30 WMCA-Poet's Corner
WEAF-Cheerio
WJZ-Sunbirds
WOR-Martha Manning-A Macy Presentation
WOV-Morning Song
WABC-La Monica at the Organ-Mrs. Wagner's Pies Program
8:45 WMCA-In Song Heaven-Frank McCabe
WJZ-John Fogarty, Tenor
WOR-Musical Novelties
WABC-Old Dutch Girl-Newsy Jingles
WINS-Mr. and Mrs. Reader
9:00 WMCA-Monsieur Sakele
WEAF-Vocal Art Quartet
WJZ-Waltzes-Walter Blaufus, Director
WOR-Miss Katharine 'n' Calliope-A Bamberger Program
WOV-Hudson Clinic
WPCB-Down Reminiscence Road
WABC-Little Jack Little
WINS-Monsieur Sakele
9:15 WMCA-Francis X. Loughran, Science Hour
WEAF-Flying Fingers
WJZ-Lady Bugs
WABC-The Madison Singers-Frank Ruhf, Tenor; Rhoda Arnold, Soprano; Mildred Johnson, Contralto, and Crane Calder, Bass
WPCB-Jean Newhouse-Songster
WOV-Late Risers' Gym Class
WINS-Organ Recital from St. Thomas' Church
9:30 WMCA-Modern Living
WEAF-Top of the Morning
WJZ-Beautiful Thoughts-Montgomery Ward Program
WPCB-Retail Grocers Program
WABC-Tony's Scrap Book-Conducted by Anthony Wons
WOR-Sherman Keene's Orchestra
WOV-Modern Living Magazine
9:45 WEA-Our Daily Food-Col. Goodbody and Judge Gordon-A. & P. Program
WJZ-Miracles of Magnolia
WABC-Elizabeth Barthell-Songs
WOR-The Right Word-W. Curtis Nicholson
WINS-Discovery Hour

10 A.M. to 12 Noon

- 10:00 WMCA-Mme. Elvira Gelger-Concert Pianist
WEAF-Mrs. Blake's Radio Column
WJZ-Everyday Beauty-P. Belersdorf & Co.
WOR-Kathleen Gordon, Soprano
WPCB-Ben Webster-Bert Lewis
WABC-Grant, Graham and Coughlin
WOV-Larry Small-Piano
WINS-What's the Answer?
10:15 WEA-Dr. Royal S. Copeland-Sterling Products Program
WJZ-Clara, Lu and Em-Colgate-Palmolive-Peet program
WABC-Bond Bread Program-Frank Crumit and Julia Sanderson
WOR-Going Places-T. Atherton Dixon
WPCB-Louise Squire
WOV-Canadian Fur Trappers
WINS-Your Handwriting-Jane Redington
10:30 WMCA-Bridge Lessons-Edw. A. Thanz
WEAF-Fashions and Figures-Mrs. Evelyn Toby I. Newman & Son Program
WOR-Style Parade-Strous-Adler
WJZ-Our Daily Food Talk-Col. Goodbody and Judge Gordon-A. & P. Program
WPCB-Medlin' Around with Matty Medlin
WINS-The Wifesaver
10:45 WMCA-Pages of Broadway
WEAF-Betty Crocker-General Mills Program
WJZ-Chicago Ensemble
WPCB-Diana Bragg
WABC-Don and Betty
WOR-WOR Ensemble
WOV-Blyn Shoe Stores
WINS-Fred, Mel and Allan-Harmony
11:00 WEA-F-WJZ-NBC Music Appreciation Hour
WOR-What to Eat and Why-C. Houston Goudiss
WPCB-Milt Leslie, Tenor
WABC-The Fitch Professor
WOV-Maxtime Music
WINS-Making Yourself Fashionable
11:05 WNYC-Croyden Trio
11:15 WPCB-Helen Landshof-Songs
WABC-Lane Program-Nan Dorland
WINS-Brooklyn Catholic Big Sisters
11:30 WOR-Mrs. A. M. Goudiss-School of Cooking-Rumford Company Program
WPCB-Real Radio Service Organ Program
WABC-Round the World Cooking School-Best Foods, Inc., Program
WOV-Sylph Laboratories
WINS-Matty Medlin-Songs with Uke
11:35 WNYC-Speech Improvement
11:45 WOR-Roxanna Wallace and Studio Orchestra
WPCB-John McLoughlin-Tenor
WABC-Ben Alley, Tenor, with Vincent Sorey's Orchestra
WOV-Josephine Mortel-Girl at the Piano
WINS-Meeting the Poets
11:50 WNYC-Keeping Well-Dr. John Oberwager

12 Noon to 2 P.M.

- 12:00 WMCA-Midday Message-Dr. Chas. F. Potter
WEAF-General Electric Home Circle-Mme. Sylvia, Guest Speaker
WJZ-The Merrie-Men
WOR-Chinese Women's Patriotic League
WPCB-Dave Soman
WABC-Charles Boulanger and His Yoeng's Orchestra
WOV-Hoover Medical Group
WINS-Ford Frick Tells the News
WLWL-Services from Paulist Fathers' Church
12:15 WMCA-The Jolly Friar
WEAF-The Real George Washington
WJZ-Pat Barnes-Swift Program
WOR-Dorothy Worth's Chats-Jos. Hilton & Son
WPCB-Y. M. C. A. Talk
WOV-Sue Miller-Blues
WINS-Luncheon Musicale
12:20 WOR-Johnson's Daily Radio Guide
12:25 WOR-Beautiful Lady-Robert, Inc.
12:30 WMCA-W-T Stock Quotations
WEAF-Black and Gold Room Orchestra
WABC-Sales Talk-Russek
WJZ-National Farm and Home Hour
WPCB-Margaret Steffner-Over the Teacups
WABC-Kre-Mel Singing Chef
WOV-Weber and Hunter-Harmony
12:45 WPCB-Lois Lee
WOV-Merit Clothing Company
WABC-Columbia Revue
WINS-Leone Lavigne-Soprano
12:55 WOR-Wet-Me-Wet Co. Program
1:00 WMCA-Pages of Broadway-Jean Carrol
WEAF-Market and Weather Reports
WOR-Baudistel and His Olympians
WPCB-Mirror Reflections
WABC-George Hall and His Hotel Taft Orchestra
WINS-English String Orchestra
1:15 WPCB-Virginia Osborn, Soprano; Marian Engle, Pianist, and Sol Grabstein, Violinist
WEAF-Larry Funk's Palais D'Or Orchestra
WOV-Electronics
1:30 WMCA-Mirror Reflections

- 2:45 WPCB-Douglas McTague
WEAF-Adventures in Hobby Riding by the Man With a Thousand Hobbies
WABC-Columbia Educational Features
WOV-The Romance of Everyday Things

4 P.M. to 6 P.M.

- 4:00 WMCA-Musical Moments
WEAF-Betty Moore, Decorating Notes
WOR-Newark Music Foundation
WPCB-Musicale-Lillian Trotter, Piano
WABC-Light Opera Gems
WINS-Jacques Belser-Songs
WOV-Hermil Trio with Irwin Dillon
4:15 WMCA-On the Farm
WEAF-Le Trio Charmonte
WJZ-Radio Guild-The Truth, Drama
WINS-Doug MacTague-Cowboy Songs
4:30 WEA-F-The Lady Next Door
WPCB-The Vedder Players
WOR-Howard R. Garis-Uncle Wiggily
WINS-Song Stories
WOV-Polly Preferred-Skit
4:45 WMCA-Monsieur Sakele
WEAF-Frances Bowdon
WABC-George Hall and His Hotel Taft Orchestra
WOV-Leonard and Jimmy-Comedy Duo
WOR-Helen Bourne, Soprano
WINS-Kahn & McCullough-Harmony
5:00 WMCA-Kolomaku Hawaiians
WEAF-Mouth Health-Marley Sherris-Calsodent Program
WPCB-Jerry Williams
WINS-Sonia Merkle-Songs
WOV-Charlotte Trystman
5:15 WMCA-The Radio Doctor
WEAF-Skippy-General Mills Program
WJZ-Swanee Serenaders
WPCB-Sue Miller and Ada Ruben
WINS-Tom Keene's Round-Up
WOR-Stanley Brain-Organ Recital
WOV-Schlossman's Furniture
5:30 WEA-F-Dolly Connolly-Songs
WMCA-Th Program Beautiful
WJZ-The Singing Lady-Kellogg Program
WABC-Pollyanna, the Glad Girl-A. S. Kreider Shoe Co. Program
WPCB-Agnes Kun-Pianist
WOR-Julian Woodworth and his Gov. Clinton Orchestra
WINS-Symphonic Rhythmknakers
WOV-City Radio Company

- WJZ-Esso Program-Elsie Janis, Guest Artist
WOR-Boys' Club-Macy-Bamberger Program
WABC-Maxwell House Tune Blenders, with Lanny Ross, Tenor
WPCB-The Singing Gypsy
WINS-The Trail Blazer-Travel Talk
7:30 WMCA-Ansonia Musical Varieties
WEAF-Prince Albert Quarter Hour-Alice Joy, Contralto; Ol' Hunch; Paul Van Loan's Orchestra
WJZ-Swift Program-Stebbins Boys
WOR-Centerville Sketches-Hires Program
WABC-Easy Aces-Lavoris Program
WINS-The Globe Trotter
7:45 WEA-F-The Goldbergs-The Pepsodent Program
WJZ-Billy Jones and Ernie Hare-Best Foods, Inc., Program
WABC-The Camel Quarter Hour-Morton Downey, Anthony Wons, and Jacques Renard's Orchestra
WPCB-The Three Dreamers
WINS-Andy and Virginia

8 P.M. to 10 P.M.

- 8:00 WMCA-Golden Slipper Dance Marathon
WEAF-Cities Service Concert Orchestra and the Cavaliers-Jessica Dragonette, Soprano; Henry Shope and Frank Parker, Tenors; John Seagle, Baritone; Elliott Shaw, Bass; Lee Montgomery, Accompanist; Frank Banta and Milton Rittenberg, Piano Duo; Rosario Bourdon's Orchestra
WJZ-Nestle's Chocolateers-Leonard Joy's Orchestra
WABC-The Bath Club-Linit Program
WOR-Chandu, the Magician-Beechnut Program
WINS-English String Orchestra
8:15 WMCA-Three Little Funsters
WABC-Singin' Sam, the Barbasol Man
WOV-Los Charros, with Tito Guizar.
8:30 WMCA-Jerry Baker and Elmo Russ
WOR-Chandler Goldthwaite-Organ Recital
WJZ-Smith Brothers-Trade and Mark Sketch, with Virginia Gardner, Edith Spencer, Don Carney, Ed Whitney, "Pic" Malone, "Pat" Paget; Harry Salter's Orchestra; Frank Luther, Vocalist-Vaseline Program
WABC-Pillsbury Pageant-Featuring Street Singer and Sam Lanin's Orchestra
8:05 WMCA-Jerry Baker and Organ
9:15 WMCA-Daniel Entertainers
9:30 WMCA-Madison Square Garden Boxing Bout
WEAF-Fonds Dance Program-Leo Reisman and His Orchestra
WJZ-Armour Program-Irvin S. Cobb, Guest Speaker-Roy Shield's Orchestra
WABC-To the Ladies-Featuring Leon Belasco's Orchestra-Woodbury Facial Soap Co. Program
9:45 WABC-Friendly Five Foot-Notes

10 P.M. to 2 A.M.

- 10:00 WEA-F-The Sampler Orchestra-Andy Sanella, Director-E. F. Whitman Program
WJZ-Whiteman's Pontiac Chieftains, with Mildred Bailey
WOR-Darling and Dearie-Comedy Sketch
WABC-Beau Bachelor-Allen-A Hosiery Co. Program
10:15 WABC-Adventures in Health-Horlick's Program
WOR-Frances Langford-Songs
10:30 WEA-F-RKO Theater of the Air
WJZ-Waves of Melody-Affiliated Products Program
WOR-Through Lighted Windows-Jane Dillon
WABC-Music That Satisfies-Alex Gray-Shilkret's Orchestra-Chesterfield Program
10:45 WOR-Do-Re-Mi Girls
WJZ-Jane Froman and Orchestra
WABC-The Funny Boners
11:00 WMCA-Richfield Golden Trail of Melody
WEAF-Inside Out-April Fools Day Program, Direction Ted Jewett
WJZ-Laurier's Slumber Music
WABC-Howard Barlow and Columbia Symphony Orchestra
11:02 WOR-Arthur Warren and His Dance Orchestra
11:15 WMCA-Harry Donnelly's Orchestra
WABC-Vincent Lopez and His Orchestra
11:30 WMCA-Al Katz and His Kittens
WOR-Moonbeams-Directed by George Shackley
WEAF-Vincent Lopez and His Orchestra
WJZ-Charles Dornberger's Orchestra from Montreal
WABC-George Olsen's Orchestra
12:00 WMCA-WMCA Theatre Revue
WEAF-Ralph Kirby, the Dream Singer
WJZ-Cab Calloway and his Orchestra-Ada Ward
WABC-Ben Bernie and His Orchestra
12:05 WMCA-Eddy-Burston Orchestra
WEAF-Johnnie Hamp's Orchestra
12:15 WJZ-William Stuess and his Orchestra
12:30 WEA-F-Jack Denny and the Waldorf-Astoria Orchestra
WABC-Isham Jones and His Orchestra
12:35 Maxl's Bavarians
1:00 WMCA-Cuckoo, Horsefeathers
WABC-Claude Hopkins' Roseland Orchestra
1:30 WABC-Gus Arnheim's Orchestra
2:00 WMCA-Sleepy Time Club

SPECIALS FOR TODAY

- 7:15 P.M.-WEAF-NBC-Robert Simmons and The Campbell Orchestra
8:30 P.M.-WABC-CBS-Today and Yesterday-du Pont de Nemours Co.
9:00 P.M.-WABC-CBS-Pillsbury Pageant
10:00 P.M.-WJZ-NBC-Whiteman's Pontiac Chieftains

RADIO LOG FOR NEW YORK STATIONS

Table with 8 columns: Station, K., Station, K., Station, K., Station, K.
WNYC 570, WJZ 760, WPAP 1010, WOV 1130
WMCA 570, WPCB 810, WQAO 1010, WINS 1180
WEAF 660, WABC 860, WRNY 1010, WHAP 1300
WOR 710, WHN 1010, WLWL 1100, WMSG 1350

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.

- WOR-Grif String Ensemble
WJZ-Don Bestor's Orchestra
WABC-Atlantic City Musicale
WOV-Roscommon Boys
WINS-Lillian Gresham, Soprano
1:45 WMCA-The Tenement Tenor
WEAF-The Gilberts-Russ and Lovina
WPCB-Jack Filman-Sport Chat
WINS-Embers of Love

2 P.M. to 4 P.M.

- 2:00 WMCA-WMCA Theatre Revue
WEAF-U. S. Army Band
WJZ-Songs of Memory
WPCB-Manhattan Dance Marathon
WABC-Ann Leaf at the Organ
WOR-Roads of Romance
WINS-American Music Ensemble
WLWL-Angela Gay, Soprano
2:05 WMCA-Vera Monti, Characterizations
2:10 WMCA-Jack Filman
2:15 WMCA-Golden Slipper Dance Marathon
WJZ-Radio Troubadours
WOR-Crinoline Days-Dorma Lee, Contralto, with String Orchestra
WLWL-Paul Watson, Tenor
2:30 WMCA-Meadow's Beauty School
WEAF-Echoes of Erin
WJZ-Poetry Program-Bobby Burns
WOR-German Lessons-Karl T. Marx
WPCB-Pasqualina DeVoe-Sketch
WABC-Columbia Salon Orchestra-Dorothy Ames Carter
WINS-The Melody Lady
WLWL-Happy Harry Hayden
2:45 WEA-F-Dr. George Cohen's Pet Club
WPCB-The Woman About the House
WJZ-Princess Obolensky-Youth Matinee
WOR-Songs-Ridgely Hudson
WLWL-Marmola Entertainers
3:00 WMCA-Artist Bureau Presents
WEAF-Three Shades of Blue-Male Trio
WJZ-Organ Melodies-Irma Glenn, Organist
WABC-U. S. Marine Band Concert
WOV-Willie Zay Jackson
WOR-George Mittler's Dance Orchestra
WPCB-Mark Dana's Army Locker
WINS-Edward Villa, Spanish Guitarist
3:15 WPCB-Herbert Well and Ray Gold
WOV-Menne-Lane Duo
WJZ-Music by Radio-Ernest M. Fowles
WINS-Allen Prescott Presents
3:30 WMCA-In a Spanish Patio
WOV-Joseph Brush, Baritone
WEAF-Woman's Radio Review
WJZ-Sagamore Hotel Orchestra
WOR-Ariel Ensemble
WINS-Jack Healy's Dance Trio
WPCB-W-T Stock Quotations
WABC-Arthur Jarrett, with Freddie Rich's Orchestra

- 3:45 WMCA-Red Devils, with Junior Smith
WEAF-Listerine Program-Concert Orchestra and Soloist
WJZ-Little Orphan Annie-Wander Program
WPCB-Captain Joe's Stories
WABC-The Lone Wolf Tribe-Wrigley Program
WOR-Easter Time-Paas Dye
WINS-Piano Twins-Lester Place and Robert Pascocello

6 P.M. to 8 P.M.

- 6:00 WEA-F-Waldorf-Astoria Sert Room Orchestra
WJZ-Raising Junior-Wheatena Serial
WOR-Uncle Don-Seeman
WABC-John Kelvin-Irish Tenor
WPCB-Elmo Russ Presents the Love Serenader
WINS-Jack Lair's Galettes
WLWL-Castleton Trio
6:05 WNYC-N. Y. Tuberculosis and Health Association
6:15 WNYC-Granberry Piano Ensemble
WPCB-Prunella and Penelope
WJZ-Boswell All-Star Orchestra-Andy Sanella Conducting
WABC-Chas. Boulanger and His Yoeng's Orchestra
WINS-Westminster Quartet
WLWL-Paradise Alley
6:30 WNYC-Elementary French Lessons-By Prof. V. Harrison Berlitz
WEAF-Rex Cole Mountaineers
WJZ-The Royal Vagabonds
WOR-Ford Frick Sports Chat
WINS-American Music Ensemble
WPCB-Manhattan Dance Marathon
WLWL-Cotton Blossoms
6:45 WNYC-Advanced French Lessons, By Prof. V. Harrison Berlitz
WEAF-June Pursell-Ballads
WJZ-Literary Digest Topics-Lowell Thomas
WABC-Bing Crosby
WOR-Jack Arthur and Jean King-McCutcheon
WLWL-The Catholic Reporter
7:00 WNYC-Marguerite Myriald-French Songs
WEAF-Olympic Bridge Game-Ely Culbertson
WJZ-The Pepsodent Program-Amos 'n' Andy
WABC-Myrt and Marge-Wrigley Program
WOR-Frances Langford-Songs
WINS-Lullaby Lady
WPCB-Monk Purcell
WLWL-Castleton Trio
7:15 WNYC-Board of Estimate Review
WEAF-Robert Simmons and the Campbell Orchestra-Direction Howard Lanin



Mrs. George Olsen

# THIS IS THE MISSUS

By HILDA COLE

THE Montmartre Club in the afternoon, with Spring sunshine sifting in upon the blue and red drapes and forsaken tables, is a cheerless spot. Climbing up what seems to be miles of carpeted stairs, you are guided by the sound of music to the ballroom where George Olsen is rehearsing his band. Sitting around motionless and apparently lifeless are a group of men with their elbows on the table. Occasionally one leans over to whisper to another. These, I gathered, were "song pluggers."

George himself was in shirtsleeves. He said Ethel would be over in a few moments for rehearsal (the former Ethel Shutta now sings over the WABC-CBS network with her husband's orchestra every Tuesday and Friday night).

She appeared in a becoming blue and tan outfit, with an especially intriguing hat cocked 'way over one eye. (George likes them that way. He says hats straight off the forehead make all species of women look surprised.)

A little over six years ago, Ethel Shutta was playing in a Ziegfeld production with Leon Errol. One number, "Eddie Be Good," she sang, accompanied by George Olsen's band. At that time, Ethel was distractedly burning the candle at both ends, playing at the Cosmopolitan and rushing down during intermission to do a number at the New Amsterdam. She had no idea George Olsen was interested in her, but pretty soon she noticed that whenever her car drew up to the curb by the stage door, George was there.

"Every matinee afternoon George would ask me if I'd like to hear the band rehearse and offer a few suggestions. I began to admire him for his conscientious efforts to make something of himself. My opinion has never changed. George has always been the kind to forge ahead."

Six years ago this coming April they were married.

They have two children now, George and Charles, aged four and a half and two and a half.

"We've tried our best to keep them away from anything theatrical," said Ethel. "They don't show off like a lot of kids do. We want them to grow up and decide what they want themselves."

A short time ago, little George and Charles heard their father perform for the first time, during his recent engage-

ment at the Palace. Sitting in a box, motionless and obviously unmoved, the oldest child said, "Mama, when does the picture show go on?"

George likes golf best for sport. Ethel is fond of that, also of horseback-riding. George likes bridge; Ethel won't play.

The Olsens have one of the finest collections of glassware in the country. It is a hobby with George and he has collected this material from all over the world.

"He likes exciting magazines when he reads," Ethel says. "Detective stories and adventure stories. Everywhere I go around the house I find them . . . gory covers, and whatnot."

The only thing George eats for breakfast, according to Ethel, is doughnuts and coffee. If there are six on the plate, George will do away with them, and if there are twelve on the plate George will do away with them.

"So, every morning," says Mrs. Olsen, "I have to go outside and say 'three doughnuts for Mr. Olsen.'

"He's the funniest man," she continued. "Sometimes I have a lovely dinner for him—turkey, or steak and, I'll ask him how he likes it. 'All right,' he'll say. But the next night we'll have something like hash or stew and he'll get twice as enthusiastic about it!"

George likes plain ties best. He dreads Christmas, when he is usually presented with a terrifying assortment. "Here are some more ties for your father," he says, wearily, to Ethel.

Ethel has wanted to work with her husband for years. In fact, ever since she first worked with him in Ziegfeld's production. But he never would allow her to do so.

"Finally, he realized I was happiest doing something connected with the the-

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## PURELY PERSONAL

• Wilfred Glenn, Revelers basso, rents a studio in New York in which to practice, yet with the advent of Spring his voice resounds through his Long Island mansion as he goes over his fishing equipment.

• John S. Young, one of NBC's most socially-minded announcers, prefers to live alone in his hideaway suite in the St. Regis Hotel, overlooking New York's Central Park.

• Gladys Rice is the daughter of John Rice and Sally Cohen, vaudeville veterans. Gladys was sent away to a boarding school, and in one of her early geography lessons the teacher asked her where a certain town was located. Gladys answered: "I don't know how far it is, but I know it's a Sunday run from Des Moines."

• B. A. Rolfe, who will bring his orchestra to a WJZ-NBC network Thursday, April 7, in a series of Ivory programs, and Jesse Lasky, motion picture producer, used to be partner vaudeville producers in the days before Lasky turned to the screen and Rolfe to the baton.

• The Pickens Sisters are expert at imitating the sounds of various musical instruments over the air. During their programs they simulate with their voices the banjo, Hawaiian guitar, and even the jews-harp.

• Red McKenzie, who sings with Paul Whiteman and his Pontiac Chieftains, claims that only nine people in the world know his first name. He says that he's almost forgotten it himself.

• Anne Sutherland has discovered a link between radio and a restaurant. When not acting on NBC dramatic programs she is managing her own tea room in Greenwich Village.

• Louis Silvers, director of the orchestra heard on the Richman Brothers programs, was musical director for Gus Edwards, developer of juvenile talent, at the age of eighteen. In this capacity he shaped the musical destinies of such now prominent

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personalities as Eddie Cantor, George Jessel, Walter Winchell and many others.

• June Pursell, NBC contralto, was one of the first singers to appear in talking movies. She sang several selections in "The Student Prince," one of the first stage productions to be filmed with sound effects.

• When Rudy Vallee broadcasts on the road tour of George White's "Scandals," Ray Perkins and the guest artist journey to the same places so the program can be put on in one studio.

• Arthur Allen, of the Stebbins Boys sketches, collects old clocks and has several in each room of his home. He particularly likes colonial and grandfather models.

• Lee Sims, NBC's modern piano sensation, never eats breakfast or lunch. His one meal of the day comes between 7 and 7.30 in the evening and consists almost entirely of "meat 'n' potatoes." Lee hates desserts.



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PROGRAM FOR SATURDAY, APRIL 2nd

6:30 A.M. to 10 A.M.

- 6:30 WINS-Morning Highlights
6:45 WEAJ-Tower Health Exercises-Arthur Bagley, Director
WOR-Gym Classes-John Gambling, Director
WINS-Musical Clock
7:30 WMCA-Phantom Organist
WJZ-A Song for Today
WABC-Organ Reveille - Popular Music
7:45 WMCA-Harry Glick's Gym Class
WJZ-Rise and Shine-Phil Napoleon's Band
8:00 WMCA-I See By the Paper
WEAF-Gene and Glenn-Quaker Early Birds
WJZ-On the 8:15
WOR-Capt. Jack and Barnacle Bill
WABC-Salon Musicale-Vincent Sorey, Conductor
WINS-Miss Wall's Callisthenics
8:15 WMCA-Poet's Corner
WEAF-Morning Devotions
WJZ-Phil Cook-"The Quaker Man"
WINS-Musical Clock
8:30 WMCA-In Song Heaven
WEAF-Cheerio
WJZ-Sunbirds
WOR-Martha Manning-A Macy Presentation
WABC-La Monica at the Organ-Mrs. Wagner's Pies Program
WOV-Morning Song
8:45 WMCA-The Golden Bird
WOR-Musical Novelettes
WJZ-John Fogarty, Tenor
WABC-Vocal Art Trio
WINS-Mr. and Mrs. Reader
9:00 WMCA-Monsieur Sakele
WEAF-Melodic Gems
WOR-Miss Kathrine 'n' Calliope-A Bamberger Presentation
WJZ-Waltzes-Walter Blaufus, director
WPCJ-Down Reminiscence Road-Frank McCabe
WABC-Little Jack Little
WINS-Monsieur Sakele
WOV-Hudson Clinic
9:15 WMCA-Morning Melodies-Jack Blott
WEAF-Knox Sparking Music
WJZ-Lady Bugs-Muriel Pollock and Vee Lawnhurst
WABC-The Commuters
WPCJ-Marie Wald-Songs
WOV-Late Risers Gym Class
WINS-Mabelle Ridley-Contralto
9:30 WMCA-Modern Living
WEAF-Top o' the Morning
WJZ-Beautiful Thoughts - Montgomery Ward Program
WABC-Tony's Scrap Book - Anthony Wons
WOV-Modern Living Magazine
WINS-Discovery Hour
9:35 WPCJ-Manny Rattiner, Baritone
9:45 WEAJ-Our Daily Food-Col. Goodbody and Judge Gordon-A & P Program
WOR-Girl and Boy Scout News
WJZ-Miracles of Magnolia
WPCJ-Buddy Club - Charles "Buddy" Loeb
WABC-Songs of the Out-of-Doors-Artells Dickson
WINS-Dan Powers-Songs

10 A.M. to 12 Noon

- 10:00 WMCA-Toy Lady-Wendy Marshall
WEAF-Mrs. Blake's Radio Column
WJZ-Harold Stokes' Orchestra
WOR-Young Aviators of America Club
WPCJ-Helen Rose, Peter Basil and Dan Ashley
WOV-Serena Selby-Soprano
WABC-U. S. Army Band Concert
WINS-What's the Answer?
10:15 WMCA-Cheerful Harmonies
WEAF-Breen and DeRose
WOR-Florence Case-Songs
WOV-Canadian Fur Trappers
WINS-Two New Yorkers
10:30 WOR-The Story Teller-Mortimer Kaplan
WPCJ-S. S. Storyland
WEAF-Dorothy Berliner, Pianist
WJZ-Our Daily Food Talk-"Food Magic"-Col. Goodbody and Judge Gordon-A & P Program
WPCJ-June Carter
WABC-New World Salon Orchestra-Vincent Sorey, Conductor
WINS-The Wife Saver
10:45 WMCA-Prof. Roy C. Hanaway
WEAF-Golden Gems
WOR-Bamberger Stamp Club
WJZ-Consolaires-Irma Glen, Organist
WINS-Children's Radio League
WOV-Blyn Shoe Stores Program
WPCJ-S.S. Storyland
11:00 WNYC-Department of Public Markets
WOR-"What to Eat and Why"-C. Houston Goussis
WJZ-Celebrated Sayings
WPCJ-The Bush Whacker
WABC-Adventures of Helen and Mary
WOV-Mays Apparel, Inc.
11:10 WNYC-Don Cesare-Mandolyrico
11:15 WPCJ-Carolyn Johnson-Blues
WEAF-Radio Household Institute
WINS-Diana Bragg-Songs
11:20 WNYC-"Unemployment Aid," by Edward C. Rybicki
11:30 WEAJ-Keys to Happiness - Piano Lessons, Direction Sigmund Spaeth
WNYC-Don Cesare-Mandolyrico
WJZ-Rhythm Ramblers
WABC-Columbia Revue-Vincent Sorey's Orchestra with Julia Mahoney, Soprano
WPCJ-Organ-Real Radio Service
WOV-Sylph Laboratories
WOR-Sherman Keene's Orchestra
WINS-The London Crime Hour-Sketch
11:40 WNYC-Brooklyn Children's Museum
11:45 WOR-Littman's-Alice Blue Gown Program
WOV-Josephine Mortell-Girl at Piano
WJZ-Jill Edwards and Judy Barker

WPCJ-Knighthood of Youth
WINS-Jim Jerome-Popular Pianist
11:50 WNYC-"Keeping Well" - Dr. John Oberwager

12 Noon to 2 P.M.

- 12:00 WMCA-Mid-day Message-Rev. Peter Hoey
WEAF-Black and Gold Room Orchestra - Direction Leon Rosebrook
WOR-Music
WJZ-The Merrie-Men - Male Quartet, Browning Mummy and Elliot Stewart, Tenors; Bob Geddes, Baritone; Norman Cordon, Bass; Earl Lawrence, Accompanist
WABC-Paul Tremaine's Yoeng's Orchestra
WPCJ-The Week-enders
WOV-Hoover Medical Group
WINS-Ford Frick Tells the News
12:15 WMCA-The Jolly Friar
WOR-Unemployment Talk
WJZ-Pat Barnes-Swift Program
WEAF-The Real George Washington-Charles Colfax Long and Edna M. Coleman
WINS-The Three Juveniles-String Trio
12:20 WOR-Johnson's Daily Radio Guide
12:25 WOR-Huger Elliott-Oriental Rugs
12:30 WMCA-W-T Stock Quotations
WEAF-Black and Gold Room Orchestra
WJZ-Farmers' Union - Harry Kogen's Homesteaders
WABC-Kre-Mel Singing Chef
WOV-Art and Al-Piano and Song
12:45 WOR-Jack Berger's Concert Ensemble-Hotel Astor
WEAF-A Thought for the Day
WOV-Merit Clothing Company
WINS-Nathaniel Cuthright-Tenor
WABC-Columbia Salon Orchestra
12:55 WOR-Economical Dishes - Virginia Dare Extract Co.
1:00 WMCA-Al Katz and Orchestra
WEAF-Larry Funk's Orchestra
WPCJ-"Two Cavaliers"
WABC-Hotel Taft Orchestra
WOR-Warner Brothers' Artists
WINS-English String Orchestra

WEAF-Metropolitan Opera, "Aida"
The Cast
Elisabeth Rethberg, Soprano...Aida
Francesco Merli, Tenor...Rhadames
Carmela Ponselle, Mezzo-Soprano Amneris
Arthur Anderson, Basso
The King of Egypt
Ezio Pinza, Basso...Ramfis
Armando Borgioli, Baritone...Amonasro
Aida Doninelli, Soprano...A Priestess
Giordano Patrincini, Tenor...A Messenger
Tullio Serafin Will Conduct
WJZ-Hello Marie-Comedy Skit
WABC-Allerton House Orchestra - Van Surdam, Director
WOR-Ariel Ensemble
WINS-Gosselin Sisters-Harmony
WOV-Sammy Farber's Orchestra
3:45 WJZ-Fireside Singers
WINS-Ethelwyn Taylor-Contralto

4 P.M. to 6 P.M.

- 4:00 WMCA-Musical Moments
WABC-Ann Leaf at the Organ
WJZ-Rhythmic Serenade
WOR-Albrecht's Dance Orchestra
WOV-Orchestra
WINS-William McPherson-Tap Dancing Lesson
4:15 WMCA-Phelps Phelps-Talk
WPCJ-A Pair of Jacks
WINS-Connor String Trio
4:30 WMCA-John Frazer's At Home Party
WOR-Charles Way, Baritone
WJZ-Saturday Matinee-One-Act Plays
WABC-Spanish Serenade
WOV-Tabloid Presentation
WPCJ-Sammy Williams and His Olinon Three
4:40 WOR-Amateur Astronomers' Association
4:45 WPCJ-Jeanne Barton, Song Portrayals
WINS-Billy Benedick in Gotham
5:00 WEAJ-Lee Kuhn and His Orchestra
WOR-Palmistry Chats
WEAF-The Lady Next Door
WJZ-Musical Moments
WPCJ-The Dining Car Revue

WOR-Chandler Goldthwaite-Organ Recital
WABC-William Vincent Hall With Freddie Rich's Orchestra
WINS-Jack Healy's Dance Trio
WLWL-The Wandering Minstrel
WPCJ-Bert Thomas and His Orchestra
7:30 WNYC-Police Alarms-Civic Information
WEAF-Prince Albert Quarter Hour-Alice Joy Contralto; "Ol' Hunch" Van Loan's Orchestra
WJZ-Sonata Recital-Mathilde Harding and Arcadie Birkenholz
WJZ-The Three Queens
WABC-The Babo Bright Spot-Guy Lombardo and His Music
WINS-The Globe Trotter
7:35 WNYC-Frank Carroll-Ballads
7:45 WNYC-Gladys Walsh, Pianist
WEAF-The Goldbergs-Pepsodent Program
WJZ-The Three Queens
WABC-The Camel Quarter Hour-Morton Downey, Anthony Wons and Jacques Renard's Orchestra
WOR-"The Jarr Family"-Forhan Program
WLWL-Innsfall Quartet
WINS-"Snapshots" - Margery Swem-David Stewart
WPCJ-The Three Dreamers

8 P.M. to 10 P.M.

- 8:00 WNYC-Police Choristers
WEAF-Civic Concerts Service Program
WOR-Little Symphony Orchestra - Directed by Philip James
WJZ-Danger Fighters-Health Products Corp. Program
WABC-Fray and Braggiotti
WINS-The Westerners
8:15 WABC-Leopold Stokowski and the Philadelphia Symphony Orchestra
8:30 WMCA-Will Oakland's Orchestra
WEAF-National Advisory Council on Radio in Education
WJZ-Dance with Countess D'Orsay Medley from "Music Box Revue" Say I With Music
Lady of the Evening
Everybody Step
Tenor solo, Le Dandy
One Smile, One Kiss, One Tear
Soprano solo, Countess D'Orsay
I'm So in Love
Tenor solo, Le Dandy
Morona
Orchestra
Love, You Funny Thing
Tenor solo, Le Dandy
Pagan Love Song
Soprano solo, Countess D'Orsay
You're the One
Orchestra
April Showers
Tenor solo, Le Dandy
El Relicario
Orchestra
8:45 WMCA-Golden Slipper Dance Marathon
9:00 WMCA-The Blue Lady
WEAF-Arthur Pryor and His Goodyear Orchestra-Revelers Quartet; James Melton, Lewis James, Tenors; Phil Dewey, Baritone; Wilfred Glenn, Basso
WJZ-Sinclair Weiner Minstrels-Gene Arnold, Master of Ceremonies
WOR-Hon. W. Warren Barbour-U. S. Senator from New Jersey
9:15 WOR-Allan Wood and His Orchestra, With Nell Roy
WMCA-News of Italy
9:30 WMCA-A Garden in Russia
WEAF-Club Valspar-Harold Van Emburgh, Baritone; William Wirges' Orchestra; Norman Sweetser, Master of Ceremonies
WJZ-The First Nighter-Compana Program
9:45 WOR-Arthur Warren and His Dance Orchestra-Barney Gallant
WMCA-New Yorker Trio

10 P.M. to 2 A.M.

- 10:00 WEAJ-Lucky Strike Dance Hour-Walter Winchell, Guest Artist
WMCA-Jean Comorata Musicale
WJZ-Listerine Program
WABC-Music That Satisfies-Ruth Etting-Chesterfield Program
WOR-Thomas Jefferson Dinner at Hotel Commodore-Mayor Walker
10:10 WMCA-Judge Hartman-Talk
10:15 WJZ-Snoop and Peep-Comedy
WMCA-Will Oakland's Terrace
WABC-Columbia Public Affairs Institute
10:30 WMCA-Three Little Funsters
WJZ-Hollywood Nights-Affiliated Products
10:45 WMCA-Gypsy Song Birds
WJZ-Twenty Fingers of Harmony-Mathilde Harding, Pianist; Irene Harding, Organist
WABC-Arthur Jarrett
11:00 WEAJ-Jesse Crawford
WMCA-Riley and Comfort
WOR-Ben Cutler's Dance Orchestra
WJZ-Laurier's Slumber Music
WABC-Don Redman and His Connie's Inn Orchestra
11:15 WMCA-Vera Montil
11:30 WMCA-Al Katz and Orchestra
WEAF-Johnnie Hamp and His New Yorker Orchestra
WOR-Julian Woodworth's Gov. Clinton Hotel Dance Orchestra
WJZ-Earl Hines and His Orchestra
WABC-Enric Madriguera's Biltmore Orchestra
11:45 WJZ-Lew White at the Dual Organ
12:00 WMCA-WMCA Theater Revue
WEAF-Ralph Kirby, the Dream Singer
WJZ-Larry Funk and His Orchestra
WABC-Guy Lombardo and His Royal Canadians
12:05 WEAJ-Buddy Rogers and His California Cavaliers
WMCA-Elmo Russ-Organ
1:30 WMCA-Coon-Sanders' Orchestra
WABC-Paul Tremaine and His Yoeng's Orchestra

SPECIALS FOR TODAY

- 3:30 P.M.-WEAF-NBC-Metropolitan Opera, "Aida"
7:15 P.M.-WEAF-NBC-Olympic Bridge Game-Ely Culbertson
7:30 P.M.-WABC-CBS-Babo Bright Spot-Guy Lombardo and His Royal Canadians
8:15 P.M.-WABC-CBS-Leopold Stokowski and The Philadelphia Symphony Orchestra
8:30 P.M.-WJZ-NBC-Dance with Countess D'Orsay
10:00 P.M.-WOR-Thomas Jeffers Dinner at Hotel Commodore -Mayor Walker

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.

For Log of Local Stations See Page 8

- 1:15 WPCJ-Janet Wallen-A Cute Little Miss
WOV-Jullan King-Bard of Romance
WOR-Ernie Krickett's Dance Orchestra
1:30 WMCA-Riley and Comfort
WJZ-Don Pedro's Orchestra
WPCJ-Building Castles in the Air-Margreth Dinio
WABC-Armand Vecsey's Ritz Orchestra
WINS-George Damroth's Old-Time Opey House Players
WOV-Bing and Bang Comedy
1:45 WPCJ-Cecelia Zier-Violinist
WEAF-Foreign Policy Ass'n Luncheon
WOV-Jack Blatt, Tenor
WOR-Hawaiian Echoes

2 P.M. to 4 P.M.

- 2:00 WMCA-WMCA Theatre Revue
WOR-Men of Rutgers
WABC-Saturday Syncopators-Fred Berrens, Conductor
WJZ-National Security League Program -Langdon W. Post
WOV-Henry and Bob Koecher-Chamber Music
WINS-Harry Tighe
WPCJ-Manhattan Dance Marathon
2:05 WMCA-Organ Interlude
2:15 WJZ-Weather Reports
WOR-Five Messner Bros.
WOV-Willie Zay Jackson
WINS-"Clancy on the Job"-Frank Maloy
2:20 WJZ-Radio Troubadours
2:30 WMCA-Meadows Beauty School
WOR-Mrs. H. H. A. Beach-Ruth Shaffner, Soprano
WABC-National Democratic Club Forum
WPCJ-The Rajahs of Rhythm
WOV-Sylvia Gurkin, Soprano
WINS-Dorothy Kantowitz - Concert Pianist
2:45 WJZ-Smackouts
WOV-Mr. Z and Mr. E
WINS-Edyth Burley-Songs
3:00 WMCA-Sal Decms and His Royal Midshipmen
WJZ-Organ Melodies-Irma Glen, Organist
WOR-Newark String Trio
WABC-Four Clubmen
WOV-Ann Severin
WINS-Y. W. C. A. String Quartet
WPCJ-Ida Dewey Presents-The Brown-Skin Sisters
3:15 WPCJ-Kiddie Follies in the Little Theater of the Air
WOR-Rangertone - Pipeless, Electric Organ
3:30 WMCA-In a Russian Village

- WABC-Eddie Duchin and His Central Park Casino Orchestra
WOV-London Crime Hour
WINS-Erin Isle Entertainers
5:10 WOR-Bisquick Bride
5:15 WMCA-The Radio Doctor
WEAF-"Skippy"-General Mills Program
WJZ-America at Work
WOR-French Course-Dr. Thatcher Clark
WOV-Schlossman's Furniture
WINS-Al Lewis Dance Orchestra
5:30 WMCA-The Program Beautiful
WEAF-Blue Moon Cuckoos
WABC-George Hall and His Hotel Taft Orchestra
WOV-City Radio Stores, Inc.
5:45 WMCA-Red Devils, with Junior Smith
WEAF-Landt Trio and White
WJZ-Little Orphan Annie-Wander Program
WOR-Eileen and Bill-Sketch-Nivea Program
WABC-Connie Boswell
WINS-Speaks and Porter-Harmony

6 P.M. to 8 P.M.

- 6:00 WNYC-Dept. of Sanitation Band Concert
WEAF-Waldorf-Astoria Sert Room Orchestra
WOR-Uncle Don-1
WJZ-Raising Junior-Wheatena Serial
WPCJ-Elmo Russ Presents the Love Serenader
WINS-Ford Frick Tells the News
WABC-Freddie Martin's Bossert Orchestra
WLWL-Hungarian Musicale-Marie Romaine, Soloist
6:15 WJZ-Slow River - Eva Taylor, Crooner
WPCJ-Claire Urbow and Julius Cerulle -Happy Blues
WINS-Steps of Harmony
6:30 WEAJ-Rex Cole Mountaineers
WJZ-Ted Black and His Lido Orchestra
WPCJ-Manhattan Dance Marathon
WOR-Allan Broms-Science Talk
WABC-Jack Miller and His Orchestra
WINS-English String Orchestra
6:45 WEAJ-June Pursell, Songs
WJZ-Sundial Bonnie Laddies
WOR-Jack Berger's Astor Orchestra
WABC-Leon Belasco and His Orchestra
7:00 WNYC-St. John's College - School of Commerce Musical Program
WPCJ-Violet Mele
WEAF-D'Avray of Paris, Tenor
WJZ-The Pepsodent Program-Amos 'n' Andy
WABC-The Political Situation in Washington Tonight-Arthur S. Henning, Chicago Tribune
WLWL-"The Eyes Have It"
WINS-Lullaby Lady
7:15 WEAJ-Olympic Bridge Game, Ely Culbertson



May Singhi Breen and Peter De Rose

The Easter party which May Singhi Breen and Peter de Rose gave for the children in the New York Foundling Hospital, was a huge success. While the kiddies consumed quantities of chocolate Easter eggs, donated by Park and Tilford, the NBC "Sweethearts of the Air" entertained them by playing and singing "Raggedy Ann," "Hi-Diddle-Dee-Dee" and other popular children's songs. May brought along her pet rabbit, Elmer, who was immediately adopted by the children. May Singhi Breen and Peter de Rose are heard over the WEAf-NBC network on Mondays at 10:30 A. M., Tuesdays, Thursdays and Saturdays at 10:15 A. M.

### RADIO RECEIVERS GIVEN TO WORTHY INSTITUTIONS

DO you know of a charitable institution in your community that needs a radio? Do you know of an orphan asylum that you want to help out? Or perhaps there is a home for the aged where a new radio would add a great deal of entertainment to the old folks. Remember, the radio is the greatest source of entertainment for shut-ins.

An opportunity is presented herewith whereby you can do your bit in presenting a new radio set to some welfare institution that deserves a radio.

Radio Guide and the Atlas Radio Corporation will give away each week two 1932 Model 51 console Philco radios absolutely free to those institutions receiving the most votes.

The coupon on this page counts for one vote. To enter the institution that you believe deserves a Philco radio, carefully print the name of the welfare organization legibly on the coupon. Be sure and give the complete address of the institution, including the name of the state, the town or city, and its street address.

Immediately below write your own name and address. Then tear the coupon out of the page and mail it to The Contest Editor, Radio Guide, 475 Fifth Avenue, New York City.

All letters must be in the mail and post-marked not later than midnight of Tuesday, April 5. The names of the winning institutions in this week's vote will be announced in the issue dated April 14, 1932.

### Rolfe Returns to Air

B. A. Rolfe, one of radio's best-known band directors, will return to the air Thursday, April 7, as an exponent of symphonic rhythm. Rolfe's thirty-five-piece concert orchestra will specialize in popular dance programs. His music will be heard each Thursday and Friday at 8:30 p. m. on the Ivory Soap program over a WJZ-NBC network.

Rolfe long has been an exponent of popular music in America and, since 1926, has been closely associated with every noteworthy musical trend in broadcasting.

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4-7-32

### Prince of Wales Speaks at Shakespeare Memorial

America will hear the Prince of Wales and other distinguished speakers at the opening of the new Shakespeare Memorial Theater at Stratford-on-Avon on Saturday, April 23, in a program short-waved to the United States from the bard's birthplace by the British Broadcasting Corporation. The program will be re-broadcast in this country over a WEAf-NBC Coast-to-Coast network at 9:15 A. M.

The opening of the new structure will be preceded by the unfurling of the flags of the nations, a ceremony annually enacted in picturesque High Street on the poet's birthday—April 23. Immediately after this rite the building, restored by the efforts of English-speaking peoples everywhere, will be formally opened. The spectacle will be described by BBC announcers.

The old theater was burned in 1926. Lovers of Shakespeare the world over immediately set to work to rebuild the memorial. The new theater stands on a bank of the Avon, near Stratford Church, where Shakespeare is buried.

### Veteran Radio Quartet On Bath Club Program

A new quartet and guest soloists will be heard on "The Bath Club" program commencing with the broadcast over the WABC-CBS network at 8:00 p. m., Monday, April 4. The new quartet already is well known to radio listeners as "The Rollickers"—stars of such programs as Philco, Van Heusen, Hudson-Essex, General Motors, Jack Frost, Armstrong Quakers and others.

The quartet, which was organized in 1926 by Victor Hall, is composed of Hall, second tenor; Clark Bremer, first tenor; Carrick Douglas, baritone; Eugene Critzer, bass, and Clifford Lang, arranger and pianist.

The guest soloist who will be heard on the programs to be broadcast during the week of April 4 is William C. Amison, well-known concert tenor.

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### April Fool Broadcast

A surprise April Fool's Day program will startle listeners who tune in the WEAf-NBC network at 11 p. m. on Friday, April 1. The broadcast will be staged and directed by Ted Jewett under the title "Inside Out." Jewett is reticent about divulging details of the program.

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PROGRAM FOR SUNDAY, APRIL 3rd

8 A.M. to 10 A.M.

- 8:00 WABC-Morning Musicales—Emery Deutch's Orchestra, with Helen Board, Soprano
8:30 WEAJ-Melody Hour—Carolyn Gray, Pianist; Alma Kitchell, Contralto; La Birkenholz String Quartet; Arcadie Birkenholz and Seymour Suskind, Violinists; Herbert Borodkin, Violist; Abrasha Borodkin, Violoncellist
9:00 WMCA—"The Eyes"—Dr. A. Granbart
9:15 WMCA-Pianomaniac—Ernest Stramiello
9:30 WMCA-Modern Living
WEAF-Mary Eaton, Violinist
WABC-Melody Parade—Emery Deutch, Conductor
WPCJ-Peter's Story Club
WOV-Modern Living Magazine
9:45 WEAJ-Sparklets—Woodwind Ensemble—Direction Thomas Neely
WPCJ-Clarence Augustus Williams

10 A.M. to 12 Noon

- 10:00 WMCA-Watch Tower Program
WEAF-Southland Sketches
WOR-Organ Recital—Emil Velazco
WOV-Nicholas Fittipaldi—Italian Folk Song
WJZ-Garcia's Mexican Marimba Typica—Hector de Lara, Baritone
WABC-Columbia Church of the Air
WPCJ-Ernest Stramiello, Pianist
WINS-Artie and Ernie—"Popular Tunes"
10:15 WMCA-Gennesen Concertizing of Popular Airs
WPCJ-Muriel Ellis—Song Varieties
WINS-Clare Elby—"Exploring Symphonies"
WOV-Hudson Clinic
10:30 WMCA-Daniel Entertainers
WEAF-Clyde Doerr's Saxophone Octet
WOR-Uncle Don Reads The Comics
WJZ-Fiddlers Three—Violins, Piano and Vibraphone
WABC-Community Center Faculty Recital
WPCJ-Lottie Salisbury—Children's Program
WOV-Lita Ligotti, Soprano
10:45 WJZ-A Song for Today—Lowell Patton, Composer Organist; Gloria LaVey, Contralto; Fenwick Newell, Tenor
WMCA-Skipper Garrison Orchestra
WOV-N. J. Motor Vehicle Program
WINS-Watch Tower—Judge Rutherford
11:00 WEAJ-Neapolitan Days—Dolores Cassinelli, Soprano; Giuseppe de Benedetto, Tenor; Joe Biviano, Accordionist; Instrumental Ensemble; Thomas Belviso, Director
WJZ-Russian Singers
WOR-Knights of Columbus—Newark Council 150—Communion Breakfast from Elks' Club, Newark
WPCJ-Christian Science Church Service
WABC-Horn and Hardart's Children's Hour—Juvenile Variety Program
WOV-Jewish Hour—Manischewitz Matzoh Co.
11:15 WINS-Monsieur Sakele
11:30 WEAJ-Major Bowes' Capitol Family
WJZ-Morning Musicales
WMCA-Melodious Pictures—Pascarelle Ensemble
WOV-Canadian Fur Trappers
WINS-Jewish Little Symphony—General Foods Corp. Program
11:45 WMCA-Optomist Male Quartet

12 Noon to 2 P.M.

- 12:00 WMCA-American Hebrew Forum
WOR-Alice Blue Gown Program—Littman, Inc.
WEAF-International Broadcast From Station HJV, Rome—Address—His Holiness Pope Pius XI
WABC-Voice of St. Louis
WINS-Joe Green's Marimba Band
WOV-Hoover Medical Group
12:15 WMCA-Concert in Miniature
WPCJ-The Rasa Bros.—Edith Haran, Soloist.
WOV-Floyd Williams, Tenor
WINS-Hebrew-American Concert
12:30 WJZ-Careless Love-Drama
WABC-International Broadcast
WPCJ-Skipper Garrison and His Collegiate Club Orchestra
WOV-Popular Tunes of Merit
WOR-Lisbeth Ann's Sunday School
12:45 WMCA-The Jewish Troubadour—Bond Bread Co.
WJZ-Crime Control Series
WABC-Street Singer.
Little Nest of Heavenly Blue
My Hero
Tell Me While We're Dancing
At Your Command
Romance
Kashmiri Song
Neapolitan Nights
Rock Me in a Cradle of Kalua

- WOR-Sailendra Ghose: "India Today"
WINS—"The Skylarkers"—A Musical Novelty
WPCJ-Rev. Charles Hillman Fountain
1:00 WMCA—"Goldstein and Bernstein"—I. Breakstone Products
WEAF-Waldorf-Astoria Organ Recital
WJZ-Walter Damrosch Symphonic Hour
WOR-Perole String Quartet—Maria Silveria, Soprano
WABC-Cathedral Hour
WPCJ-Hernan Rodriguez and Guests
WINS-Jean Stor's Symphonic Choir
WOV-Ensemble
1:15 WMCA-Finkenbergh Entertainers
WOV-Hazel Cole, Soprano
1:30 WEAJ-The Silver Flute
WINS-Sentimental Banjoists
WPCJ-Mary O. Sheldrake—Children's Hour
WABC-Minneapolis Honeywell Wonder Hour
WOV-Jewish Orchestra with Ruben Goldberg—Goodman Matzoh Co.
1:45 WEAJ-Pop Concert—Direction Walter Logan
WINS-English String Orchestra

2 P.M. to 4 P.M.

- 2:00 WJZ-Yardley Program—Leslie Howard, Guest Artist
WEAF-International Broadcast From Paris, France
WOR—"The Psychologist Says"—Dr. Arthur Frank Payne
WPCJ-Manhattan Dance Marathon
WABC-Eight Sons of Eil, and the Howard Twins
Even Song of Elihu
To Place My Feet on Higher Ground
Australia
Steps Song of Princeton
Howard Twins
Rigoletto Quartet
Roll, Jordan, Roll
Carolina
Pale Moon
Swing Along

4 P.M. to 6 P.M.

- 4:00 WEAJ-International Broadcast From Germany
WOR-Rev. Charles Coughlin (from WJR, Detroit)
WJZ-Don Pedro and His Orchestra
WINS-Vespers From St. Thomas Church
4:15 WJZ-Wandering Around Little Or Broadway With Bide Dudley—Kibbe Candy Program
WPCJ-Young Israel Program
4:30 WEAJ-Davey Hour
WJZ-The Shaeffer Life Time Revue—W. A. Shaeffer Pen Co. Program—Orchestra, Direction H. Leopold Spitalny—Gl and Deming, Comedy Team, and Navarro Sisters, Quartet
WOV-Blyn Shoe Stores Program
5:00 WMCA-Chapel Gardens
WOR-Margaret Anglin Presents
WJZ-National Vespers—Dr. Harry Emerson Fosdick
WPCJ-Rabbi Goldstein's Question Box
WABC-Real Folks—Log Cabin Syrup Program
WOV-Watch Tower
WINS-Frank and Henry—Pianists of the "Maestros"
5:15 WPCJ-The Three Rascals
WINS-Tom Keene's Roundup
WOV-Schlossman's Furniture
5:30 WMCA-From a Diary
WEAF-General Electric Home Circle—Gladys Swarouth, Soprano
WOR-Sermon by Donald Gray Barnhouse
WJZ-Simoniz Guardsmen
WABC-Blue Coal Radio Revue
WOV-Davega Stores
WPCJ-Tabloid Antics of 1932
5:45 WINS-Symphonic Rhythmakers

- I Don't Know Why
Deep River
Quartet
Orchestra
WINS—"The Wandering Minstrel"—George Martin, Narrator; Tommy Weir, Tenor

8 P.M. to 10 P.M.

- 8:00 WMCA-Golden Slipper Dance Marathon
WEAF-Chase & Sanborn Hour—George Jessel, Guest Artist; Dave Rubinoff's Orchestra
WJZ-Enna Jettick Melodies—Dunn & McCarthy Program—Mixed Quartet; Betsy Ayres, Soprano; Mary Hopple, Contralto; Steele Jamison, Tenor; Leon Salathiel, Bass; Robert Armbruster's Instrumental Ensemble
WABC-Ziegfeld Follies of the Air—Stars of Present and Past
WLWL-Services from Paulist Fathers' Church—"Question Box"
WINS-Roque's Review
8:15 WMCA-The Golden Bird
WJZ-Collier's Radio Hour—Uncle Henry and the Editor; Dramatizations; Musical Novelties; Ernest LaPrade's Orchestra; John B. Kennedy, Master of Ceremonies
WOR-Bernhard Levitow's Ensemble Symphonique
8:30 WMCA-Round the Town in 30 Minutes
WLWL-Sermon by Rev. James M. Gillis, C. S. P.
WABC-The Greyhound Traveler
8:45 WABC-Angelo Patri, "Your Child"—Cream of Wheat Program
WMCA-Jerry Baker, Tenor, and Elmo Russ, Organist
9:00 WMCA-Hiram Hooper's Floating Theater Presents
WEAF-Our Government—David Lawrence
WOR-The Voice of Broadway—Louis Sobol, with Guest Artist, and Merle Johnson's Orchestra—Ludwig Bauman Program
WABC-Eveready Razor Program—Belle Baker and Jack Denny's Orchestra
9:15 WEAJ-American Album of Familiar Music—Bayer Co. Program
WJZ-Bayuk Stag Party—Male Quartet; Harrison Knox, Paul Parks, Harold Woodward and James Stanley; Robert Armbruster, Accompanist—Rudisill's Orchestra
9:30 WABC-Pennzoil Parade
WOR-The Pipe Dreamer
9:45 WMCA-Musical Varieties
WEAF-Buick Revelers—Countess Alban, Soprano; Revelers' Quartet, Direction Frank Black
WJZ-Making the Movies—Raymond Knight and Katherine Renwick—Kelly-Springfield Program

10 P.M. to 2 A.M.

- 10:00 WABC-Edna Wallace Hopper Variety Show—Featuring Stars of Stage and Screen—Edna Wallace Hopper, Mistress of Ceremonies, and London Kit Kat Club Orchestra
WMCA-Organ Interlude
WOR-Magnetico's Argentine Orchestra, with Lorenzo Herrera, Tenor
10:05 WMCA-Madison Square Garden Hockey Game—Adam Hats
10:15 WEAJ—"What Would You Do?"—Paul Siple, "The Lure of Adventure"
WJZ-The Old Singing Master—Barbasol Program
10:20 WEAJ-Gordon String Quartet
10:30 WOR-Footlight Echoes—Directed by George Shackley
WABC-Ernest Hutcheson, Pianist, and Concert Orchestra, Directed by Howard Barlow
Concerto in A.....Mozart
2nd movement: Andante
3rd movement: Presto
Ernest Hutcheson and Concert Orchestra (Request Group)
a. Reverie.....Debussy
b. Perpetual Motion
Alkan; Arr. MacDowell
Ernest Hutcheson, Solo Pianist
Concert Orchestra
10:45 WMCA-Three Little Funsters
WEAF-Sunday at Seth Parker's
WJZ-Archer Gibson—Concert Organist
WABC-Ernest Hutcheson, Pianist, and Concert Orchestra, Conducted by Howard Barlow
11:00 WMCA-Jewish Consumptives' Relief Society Banquet
WABC-The Gauchos—Vincent Sorey's Orchestra with Tito Guizar, Mexican Tenor Jesus del Gran Poder (paso doble)
Maria La O (Cancion Afro-Cubano)
Tito Guizar and Orchestra
Eco de la Pampas (tango Argentine)
Typical Air
Hernandez Brothers
Chico Chica (Maxixe Brasileiro)
Gentil Princesita (serenade)
Tito Guizar and Orchestra
Lamento Negro (Afro-Cuban Air)
Rancher's Song
Tito Guizar, Hernandez Brothers
Joropo Venezolano
Gitana de los Ojos Moros (paso doble)
11:15 WMCA-Harry Donnelly's Orchestra
WEAF-Ralph Kirby, The Dream Singer
11:30 WEAJ-Flying With the Mail—N. Y. Chicago and San Francisco Planes in Conversation With Dispatcher's Office and with one another
WOR-Moonbeams—Directed by George Shackley
WJZ-Jane Froman and Her Orchestra
WABC-Ilo May Bailey, Vocalist—Evening Melodies
11:45 WJZ-Sam Herman—Xylophone Soloist
12:00 WMCA-Al Katz and Kittens
WEAF-Larry Funk's Orchestra
WJZ-William Stoess and His Flying Dutchmen
WABC-Eddie Duchin and His Casino Orchestra
12:30 WMCA-Rainbonians
WABC-California Melodies
1:00 WMCA-Riley and Comfort
1:15 WMCA-Charles Beni Hungarian Orchestra
1:30 WMCA-Romeos of Radio
1:45 WMCA-New Yorker Trio
2:00 WMCA-Sleepy Time Club

SPECIALS FOR TODAY

- 12:00 P.M.—WEAF-NBC—Int. Broadcast from Rome—Address by His Holiness Pope Pius XI
2:30 P.M.—WOR—Columbus Hospital Anniversary Program
8:00 P.M.—WABC-CBS—Ziegfeld Follies of the Air—Past and Present Stars
8:30 P.M.—WABC-CBS—The Greyhound Traveler
9:30 P.M.—WABC-CBS—Pennzoil Parade—Orchestra
11:30 P.M.—WEAF-NBC—Flying With the Mail

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. For Log of Local Stations See Page 8

- WOV-Vasilatos—Greck Program
2:15 WEAJ-To Be Announced
WMCA-Golden Slipper Dance Marathon
WINS-Thrills of Aviation—Howard Minog—With Guest Aviator
2:30 WMCA-Three Little Funsters
WEAF-Moonshine and Honeysuckle—Dramatic sketch
WOR—Columbus Hospital Anniversary Program—Italian Ambassador Hon. Nobile Giacomo De Martino
WJZ-Yeast Foamers—Herbie Kay's Orchestra
WPCJ-The Bayan Ensemble and Rasha Nicolaevskaya
WABC-Columbia Church of the Air
WOV-Maytime Music—May's, Inc.
WINS-Italian Moments
3:00 WMCA-Fox Fur Trappers
WEAF-Wayne King and Orchestra—Lady Esther Program
WOR-Forum—Dr. Nicholas Murray Butler
WJZ-National Youth Conference—Guest Speaker
WPCJ-Chick and Chuck—Comedians
WABC-New York Philharmonic Symphony Orchestra—Sir Thomas Beecham, Conductor
Overture "Cockaigne" ("In London Town") Op. 40.....Elgar
Concerto for Violin and Orchestra, in D Major, Mishel Piastro, Op 35 Tschalkovsky
Orchestral Ballade, "The Golden Spinning Wheel," Op. 109.....Dvorak
From "Die Meistersinger".....Wagner
a. Introduction to Act III
b. Dance of the Apprentices
c. Processions of the Mastersingers
WOV-Schlossman's Furniture
WINS-American Music Ensemble
3:15 WPCJ-Louis Quinn and His Armagh Minstrels
WLWL-Studio Program
3:30 WMCA-Tom Noonan's "Cathedral of the Underworld"—Adam Hats
WEAF-Dr. S. Parkes Cadman, Address—Radio Choir and Orchestra, Direction George Dilworth
WJZ-Swift Garden Party—Guest Artists
WINS-Davigneau Ladies Glee Club
3:45 WOR-The Mandoliers (Mandola Quintet)
WPCJ-Real Radio Service Organ Program
WINS-National Affairs Forum

6 P.M. to 8 P.M.

- 6:00 WMCA-Bunte Buhne Double Octette
WEAF-Catholic Hour—"Manifestation of Christ"
WOR-Uncle Don
WJZ-Raising Junior—Wheatena Serial
WINS—"The Passerby"—By Ethel Parke Richardson—Sketch
6:15 WJZ—"Dandies of Yesterday"
6:30 WMCA-International Memories
WEAF-Melody Trail—Gypsy Music
WOR-Jack Berger's Concert Orchestra
WJZ—"K-7"—Secret Service Spy Stories
WABC-Beau Brummel of Song—William Vincent Hall and Jack Shilket's Orchestra
WPCJ-Manhattan Dance Marathon
7:00 WMCA-German Allied Hour
WEAF-D'Avrey of Paris
WJZ-Sing a New Song
WINS-Romances of Ireland
WOR-Alice Blue Gown Program—Littman, Inc.
WABC-The World's Business—Dr. Julius Klein
WPCJ-Remo Cortese, Composer—Pianist
7:15 WEAJ-Rexall Radio Party—Jerry and Ed—Songs and Comedy—United Drug Co.
Starlight
I Love Louisa, from "Band Wagon"
All of Me
Ding Dong Daddy
Look, Here Comes the Rainbow
WJZ-Major Icequick and His Frigidarians
WABC-Modern Male Chorus—Anore Kotelanetz, Conductor
WMCA-Love Poems in Spring
WPCJ-Dance Music
7:30 WMCA-Jewish Composers—J. Rokeach and Sons Program
WEAF-Orchestral Gems
WJZ-The Three Bakers—Fleischmann Program—Frank Luther, Jack Parker and Darrell Woodyard; Will Donaldson, Accompanist; Billy Artz' Dance Orchestra; Bradford Browne, Master of Ceremonies
WABC-Luden's Novelty Orchestra, Conducted by Dan Rybb
WINS-The Globe Trotter
WOR-Choir Invisible—Directed by George Shackley
7:45 WABC-The Sylvantians. Ernie Golden's Orchestra
Who's Your Little Who-zis Orchestra
Stout Hearted Men from "New Moon" Quartet
Parade of the Wooden Soldiers
40 Fingers



Mr. and Mrs. Rudy Vallee

• "Crooning the Depression Away" will probably be the title of the song which Rudy Vallee will write if he takes the hint of President Hoover. When the "Vagabond Lover" and his wife met the Chief Executive at the White House recently, Mr. Hoover said that if he could write a song and sing it to get this country out of the depression he would give the crooner a medal. The above photo shows Mr. and Mrs. Rudy Vallee leaving the White House.

## MILLIONS FOR AN AUDIENCE

(Continued from Page 1.)

orchestras playing in Germany, Ireland, France and such other far-off lands as, for instance, the Argentine.

But the American Tobacco Company does not begrudge the expense, tremendous as it is, so long as it holds the audience. In this case, of course, the predominant expense is in the charges for carrying the entertainment from the four corners of the world, other programs spend far more for talent than for wire and short-wave services.

The Proctor and Gamble Company, on the other hand, are going in more and more heavily for talent, as well as for time on the air. Those two radio comics, "Colonel Stoopnagle and Budd," have been working for this sponsor several weeks; "The Sisters of the Skillet," still longer; B. A. Rolfe and his orchestra return to the air for the same sponsors (his last regular engagement, by the way, was for Lucky Strike), and the Mills Brothers, at the close of their present contract, also go on the air for the soap company.

The General Electric Company, on the air every week-day morning, also sponsors a Sunday afternoon program, this last presenting some outstanding "guest artist" of Metropolitan Opera or concert stage fame, and such talent is not to be had for nothing.

Another device to stir jaded radio appetites is the "stunt" broadcast. These, simply because there are just so many opportunities for stunts, keep the radio showmen on the jump. We have heard talks from submarines and concerts from airplanes in flight; now history repeats itself and the broadcast from a moving train has another inning.

And now the Chrysler Motor Company steps forward with a real innovation, the "Ziegfeld Follies of the Air," the first presentation of which is promised for eight o'clock Sunday evening, April 3rd. In presenting these programs Mr. Ziegfeld is to use a minimum of radio personnel—that is, he will stage the show himself, assisted by stage managers and technicians; the music will be furnished by a theatrical orchestra, not by a studio aggregation, and the cast will be recruited from the Ziegfeld "Follies and "Hot-Chai" casts.

The American Safety Razor Company,

which lately opened a new series of broadcasts with Belle Baker and Jack Denny's Orchestra, engaged a special train from Washington and New York, transported the full orchestra and Miss Baker, engineers, announcers and staff members (and a host of newspaper men) from New York to Washington and back to New York, merely to broadcast one-half-hour period from the train. The expense, it is understood, was shared by the sponsor and the chain.

Some sponsors depend on one or two broadcasts a week to hold their audience, as instanced by the General Motors' "Parade of the States," the "Voice of Firestone" program; the "Blackstone Plantation," and the Goodyear Tire program. Others take time daily, as the "Music That Satisfies," "Camel Quarter Hour," "Myrt and Marge," "Bringing Up Junior" and "Bath Club" programs.

But the fact remains that, in whatever way they spend it, American radio advertisers are pouring out millions for the audience, spending money like water to secure listeners for their broadcast, listeners for their commercial announcements, potential purchasers for their products. And in the end, of course, the audience reaps the benefit. It must be admitted that it sometimes becomes annoyed, but if it were not for the sponsor, radio broad-

casting would be far behind where it finds itself today.

Much excitement is current over the ballyhooing that accompanies commercial radio programs. The esthetic sensibilities of many listeners are offended by the materialistic appeals of sponsors. The Radio Commission, hearkening to those whose cultural feelings have been outraged by the combination of good music and blatant advertising, has gone so far as to warn the broadcasters that they must censor the high pressure talkers.

We in America are regarded pitifully and sympathetically by foreigners whose broadcasting stations don't accept advertising. One would believe that we are unfortunate indeed.

Are our radio receivers becoming the billboards of the living room? Are we unfortunate? Have we no refinements in radio? Let us consider: In England, for instance, the listener hears a set routine of programs paid for by the Government, which doesn't trouble to consult the public about its tastes. Yet, the British listener is paying for it all, because he is subjected to a tax on his receiving set.

In France the broadcasting equipment is so inferior that a radio program is about as artistic, phonetically, as an old style phonograph. As in England, one or two stations serve the public which takes whatever is broadcast and likes it. In Germany, where there really is something to listen to; where equipment is modern, programs are going commercial, and yet the listener, to hear something worth while, must first pay a tax.

Radio audiences in America are far from unfortunate. The cream of the entertainment world is skimmed for the microphone. Theaters, movies and resorts are robbed of their best assets for the studio. And it is the sponsor who pays the bill. Yet, he has no defenders save his bank-roll. It is he who is keeping the industry alive. It is he who puts lifeblood into its veins.

What if, after paying all the bills, he insists on results? How long would a newspaper manage without its advertisers? Millions of persons subscribe to newspapers without being offended by the advertiser's phrasings. And the subscriber must pay for his newspaper in the bargain.

Has the listener any right to prescribe what a radio advertiser shall say, as long as he does not misrepresent his product? Certainly not.

It is to be admitted, of course, that

there are some radio advertisers who go a bit too far with their ballyhoos. However, they are quick to note that it is the artistic and good will method of ballyhooing that gets results. We fail, too often, to realize that radio advertising is largely experimental at the moment and that those who pay for ballyhoos, while bringing to us the best obtainable talent, are striving to find out how to get the best results. If they fail to get results at all, it is the listener who loses, for with the failure of ballyhoos goes the cancellation of a program.

Instead of eliciting the pity of our foreign cousins, American radio is undoubtedly showing them the way to better broadcasts. It would be ghastly if Americans had to depend on the Government or a Federal subsidy for entertainment.

### Very Unkind

• One of the latest stories about the Crumts has to do with Frank whom, it seems, has taken to poetry.

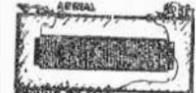
Coming home recently, he was unable to find his latest poem. He searched the house. Finally, summoning Julia Sanderson, he asked:

"Do you think the dog has torn it up?"  
"Why should he," Julia answered, "he can't read."

• Though the wife of Leonard Joy, NBC orchestra leader, has given up trying to make him stop working late, Len's police dog, Pat Murphy, comes to the desk and warns him to cease when the clock chimes three in the morning.

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PROGRAM FOR MONDAY, APRIL 4th

6:30 A.M. to 10 A.M.
6:30 WINS-Morning Highlights
6:45 WEA-F-Tower Health Exercises-Arthur Bagley, Director
WINS-Musical Clock
WOR-Gym Classes
7:00 WINS-Miss Walls' Calisthenics
7:30 WJZ-A Song for Today-Lowell Patton, Composer-Organist
WABC-Organ Revue-Popular Music
WMAA-Phantom Organist
7:45 WMAA-Harry Glick's Gym Class
WJZ-Jolly Bill and Jane-Cream of Wheat Program
8:00 WMAA-Piano Maniac-Ernest Stramiello
WEAF-Gene and Glen - Quaker Early Birds
WJZ-On the 8:15
WOR-Capt. Jack and Barnacle Bill-Song, Patter
WABC-Salon Musicale-Emery Deutsch, Conductor
WINS-Miss Walls' Calisthenics
8:15 WMAA-Child's Hygiene and Nutrition Talk
WEAF-Morning Devotions
WJZ-Phil Cook, the Quaker Man
WINS-Musical Clock
8:30 WMAA-Pect's Corner
WEAF-Cheerio-Talk and Music
WJZ-Sunbirds
WOR-Martha Manning-Macy
WABC-La Monica at the Organ-Mrs. Wagner's Pies Program
WOV-Morning Song
8:45 WMAA-In Song Heaven-Frank McCabe
WJZ-John Fogarty, Tenor
WOR-Musical Novelties
WABC-Old Dutch Girl-Newsy Jingles in Rhyme and Song
WOV-Willie Zay Jackson
WINS-Mr. and Mrs. Reader
9:00 WMAA-Sakele Perfume Co.
WEAF-Three Mustachios
WJZ-Waltzes-String Ensemble - Direction Walter Blaufus
WJZ-Miss Kathrine 'n' Calliope Bamberger
WPCB-Down Reminiscence Road
WABC-Little Jack Little
WOV-Hudson Clinic
WINS-Monsieur Sakele
9:15 WMAA-Loughran Science Hour
WEAF-Flying Fingers
WJZ-Lady Bugs
WABC-Gypsy Music Makers - Emery Deutsch-Conductor
WPCB-Marie Wald
WOV-Late Risers' Gym Class
WINS-St. Thomas' Church-Organ Recital
9:35 WMAA-Organ Interlude
9:50 WMAA-Modern Living
WOR-Conic Into My Garden-Edith Burdett
WEAF-Top o' the Morning-Edward H. Smith
WJZ-Beautiful Thoughts - Montgomery Ward Co., Program
WPCB-Retail Grocers Program-Frank Galland
WABC-Tony's Scrap Book - Anthony Wons
WOV-Modern Living Magazine
9:15 WEA-F-Our Daily Food - Col. Goodbody and Judge Gordon - A. & P. Program
WJZ-Miracles of Magnolia
WOR-Sherman Keene's Orchestra and Roxanna Wallace
WABC-Elizabeth Barthel-Songs
WINS-Discovery Hour

10 A.M. to 12 Noon
10:00 WMAA-Musical Varieties
WEAF-Mrs. Blake's Radio Column-Sisters of the Skillet-Proctor & Gamble Program
WJZ-Everyday Beauty-P. Beiersdorf & Co. Program
WOR-McCann Pure Food Hour
WPCB-Ernest Stramiello, Pianist
WABC-Chatting with Ida Bailey Allen-WOV-Guitarist
WINS-What's the Answer?
10:15 WMAA-Pearl Lien and Selig Shelby
WJZ-Clara, Lu and Em - Colgate-Palmolive-Peet Program
WABC-Sweet and Hot
WPCB-Samuel Shankman-Pianist
WOV-Canadian Fur Trappers' Orchestra
WINS-Favorite Marches
10:30 WMAA-A. Cloyd Gill Says:
WEAF-Breen and de Rose-Vocal Artists and Instrumental Duo
WJZ-Our Daily Food Talk-Col. Goodbody and Judge Gordon-A. & P. Program
WPCB-Song Valentines
WINS-The Wife Saver
10:45 WEA-F-Kay Reid, Contralto
WMAA-Betty Crocker-Bisquick
WJZ-Chicago Ensemble
WABC-The Madison Singers
WOV-Blyn Shoe Stores Program
WINS-Kahn and MacCullough-Harmony
10:50 WMAA-Caryl Bergman-Songs
11:00 WEA-F-Throbs of the Music Clef-Sylvia and Julian Altman
WOR-Nell Vinick-Beauty Talk-Drezma and Kremel Program
WJZ-Mrs. A. M. Goudiss
WPCB-A Lesson in French
WABC-Musical Alphabet-Ralph Christman, Pianist
WOV-May Time Music-May's
WINS-Making Yourself Fashionable
11:05 WNYC-Herman Neuman - Lecture Recital
11:15 WJZ-Singing Strings
WEAF-Radio Household Institute
WPCB-Rose Ridnor-Viennese Soprano
WOV-WOR Ensemble
WINS-Jacques Belser-Songs
11:25 WNYC-Department of Health
11:30 WEA-F-Biennial Music Supervisors Conference
WJZ-Hinds' Romance Exchange-Beatrice Fairfax-Ray Heatherton-Dance Orchestra
WOR-Claire Sugden-Home Economics
WPCB-Real Radio Service-Organ Program
WABC-Melody Parade-Emery Deutsch, Conductor
WOV-Sylph Laboratories
WINS-Beatrice Fairfax
11:45 WJZ-Jill Edwards and Judy Barker
WABC-Ben Alley, Tenor with Fred Berren's Orchestra
WOR-Littman's "Alice Blue Gown" Program

WOV-Harvey Samuels-Guitar and Song
WPCB-Sol Giskin, Violinist
WINS-Helen Landshof-Songs
11:50 WNYC-"Keeping Well"-Dr. John Oberwager

12 Noon to 2 P.M.
12:00 WMAA-Mid-Day Message-Dr. Alexander Lyons
WEAF-General Electric Home Circle-Grace Ellis, Hostess; Theodore Webb, Baritone; Eddie Dunham, Organist
WJZ-The Merrie-Men
WABC-Paul Tremaine and His Yoeng's Orchestra
WOR-Music
WOV-Hoover Medical Group
WINS-Ford Frick Tells the News
WPCB-The Pushwacker
12:15 WMAA-The Jolly Friar - Songs - Piano
WEAF-The Real George Washington
WJZ-Pat Barnes-Swift & Co. Program
WOR-Dorothy Worth's Chat-Joseph Hill-ton & Sons Program
WPCB-Albert George-Uke
WOV-Jolly Troubador
WINS-Charlotte Comer-Songs
12:20 WOR-Johnson's Daily Radio Guide
12:25 WOR-Beautiful Lady-Robert, Inc.
12:30 WMAA-W. T. Stock Quotations
WEAF-Black and Gold Room Orchestra
WJZ-National Farm and Home Hour
WOR-Sales Talk-Russek
WABC-Kre-Mel Singing Chef
WPCB-Wm. Jacoby and Julius Cerulle
WOV-Agatha Goodman, Soprano
WINS-Rudy Wiedoffs All Stars
12:35 WOR-Jack Berger's Concert Ensemble
12:45 WOV-Merit Clothing Co. Program
WEAF-A Thought for the Day
WABC-Columbia Revue-Emery Deutsch Presenting a Viennese Program
WPCB-Helene Chapelle "Crooning the Blues Away"
WINS-Cunningham and Bennet-Songs
12:55 WOR-Wet-Me-Wet Co. Program
1:00 WMAA-"Melody Express"
WEAF-Market and Weather Reports
WOR-RKO Proctor Personality Parade
WPCB-Mirror Reflections
WABC-Hotel Taft Orchestra
WINS-English String Orchestra
1:15 WEA-F-Larry Funk and His Orchestra

SPECIALS FOR TODAY
2:15 P.M.-WOR-Government Club-Hotel Astor
7:15 P.M.-WABC-CBS-Maxwell House Tune Blenders
7:30 P.M.-WOR-Frank and Flo-Kew Gardens Program
8:30 P.M.-WJZ-NBC-Death Valley Days-Dramatic Sketch
9:00 P.M.-WABC-CBS-Eugene International Revue
9:30 P.M.-WABC-CBS-Bourjois-An Evening in Paris
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.
For Log of Local Stations See Page 8

WPCB-X-Y-Z Trio
WOV-Electronics
1:30 WMAA-Mirror Reflections
WOR-N. J. Club Women's Hour
WEAF-The Venetians
WJZ-Don Bestor's Orchestra
WABC-Armand Vecsey and His Ritz Orchestra
WINS-Ralph Cavallaro-Guitarist
WOV-Jack McGirr
WPCB-Charlotte Tonhazy-Violinist
1:45 WMAA-Betty Bond and Arthur Behm - Piano and Songs
WPCB-Highlights of Sports-Jack Filman
WOV-William Roberts, Basso
WINS-Heart of Strings-Sketch
1:55 WOV-Bisquick Bride-General Mills, Inc.

2 P.M. to 4 P.M.
2:00 WMAA-WMAA Theater Revue
WEAF-"Goiter"-A Health Problem-Dr. Charles Goudon Heyd
WJZ-Mrs. Julian Heath
WOR-Rutgers University
WABC-Ann Leaf at the Organ, with Helen Board, Soprano
WPCB-Manhattan Dance Marathon
WOV-Sylph Laboratories
WINS-American Music Ensemble
2:05 WMAA-Organ Interlude
2:10 WMAA-Jack Filman-Sport Chat
2:15 WMAA-Golden Slipper Dance Marathon
WEAF-Henrietta Schumann, Pianist
WJZ-Weather Reports
WOR-Government Club From Hotel Astor
WOV-Gertrude Thomas-Female Baritone
2:20 WJZ-Radio Troubadours
2:30 WMAA-Meadows Beauty School
WEAF-The Revolving Stage
WJZ-To Be Announced
WPCB-Greta Weston and Helene Landshof
WABC-American School of the Air
WOV-New Talking Pictures
WINS-Frank Carroll-Songs
2:45 WJZ-Smackouts
WPCB-Rudy Caputo
WOV-John McLaughlin-Baritone
WINS-Symphonic Rhythm Makers
2:55 WOR-Dagmar Perkins-Talk-Selbert Wilson
3:00 WMAA-Claude Austin's Orchestra
WJZ-U. S. Marine Band
WABC-Columbia Salon Orchestra-Emery Deutsch, Conductor
WOR-Elks' Organ Recital
WOV-Willie Zay Jackson
WPCB-Rae Fox-Lady of the Strings
WINS-Afternoon Musicale
3:15 WPCB-Mademoiselle Beauclair
WOV-Shawni Lani
3:30 WMAA-In Italy
WEAF-Woman's Radio Review
WPCB-W. T. Market Prices
WOV-Melody Masters

WABC-Sam Prager, Pianist, and Helen Nugent
WOR-Ariel Ensemble
WINS-Behind the Microphone
3:45 WABC-Four Eton Boys
WPCB-Douglas McTague
WOV-City Free Employment
WINS-Don Trent

4 P.M. to 6 P.M.
4:00 WMAA-Goldburg Musical Moments
WEAF-Pop, concert
WJZ-Thomas L. Stix Interviews Frank Lloyd Wright
WPCB-Your Psychologist-Michael Blankfort
WABC-Rhythm Kings-Fred Berrens, Conductor
WOR-Eddie Wolfe's Orchestra
WOV-Irwin Dillon-Tenor
WINS-Serena Selby and Gene Huffman
4:15 WMAA-Organ Program
WJZ-Harry Owens and His Orchestra
WPCB-Carrie Lillie and Gosselin Sisters
WOV-Jeanette Hughman Singers
WINS-Television Musicale
4:30 WEA-F-The Lady Next Door
WOR-Pawnee Pow-Pow Indian Songs
WMAA-N. Y. Amusements
WPCB-The John O. Hewitt Players
WABC-National Student Federation of America Program
WINS-Rose Felswick's Movie Revue With Guest Star
4:45 WMAA-Sakele Perfume Co.
WEAF-Tea Dansante
WJZ-Joseph Kolstner Ensemble
WOR-Jobless Trio
WOV-Radio Playmates
WINS-Health-Dr. Thomas Darlington
5:00 WMAA-Golden Slipper Dance Marathon
WEAF-May We Present-Catherine Field, Soprano
WOR-Breeding Rabbits-Paramount Packers
WPCB-Roxana Wallace-Contralto
WABC-Pancho and His Orchestra
WINS-Fauline Haggard-Sons at the Piano
WOV-Clarence Morgan-Piano
5:10 WOV-Bisquick Bride-General Mills
5:15 WMAA-The Radio Doctor
WEAF-Skippy-General Mills Program
WJZ-Jingle Joe
WPCB-Allan Egelson-Tenor

WABC-Myrt and Marge-Wrigley Program
WPCB-Lillian Shari and Madelyn Hardy
WINS-Lullaby Lady
WLWL-Starlight Hour
7:15 WNYC-Roerich Museum
WEAF-Robert Simmons and the Campbell Orchestra, Directed by Howard Lanin
WOR-Off-Stage and On-Stars of the Catholic Actors' Guild
WJZ-Tastyest Jesters
WABC-Maxwell House Tune Blenders, with Lanny Ross, Tenor
WINS-Snooks and His Memphis Ramblers With Beth Challis
WPCB-Lucille Peterson, Soprano
7:30 WNYC-WNYC Air College
WEAF-Prince Albert Quarter-Hour - Alice Joy, Contralto; Paul Van Loan's Orchestra, "O' Hunch"
WJZ-Swift Program-The Stebbins Boys
WABC-Easy Aces-Lavoris Program
WOR-Frank and Flo-Kew Gardens Program
WINS-The Globe Trotter
WPCB-Dance Music
WLWL-Talk
7:45 WEA-F-The Goldbergs - "Pepsodent Program"
WJZ-Billy Jones and Ernie Hare-Best Foods Inc. Program
WABC-The Camel Quarter-Hour-Morton Downey, Anthony Wons and Jacques Renard's Orchestra
WLWL-Meet the Composers
WINS-Cobina Wright, Soprano, and Orchestra
WPCB-The Three Dreamers
WOR-Quaker State Care Free Hour-Louis Katzman's Orchestra; Frazer Gange, Baritone

8 P.M. to 10 P.M.
8:00 WNYC-WNYC Air College
WEAF-Soconyland Sketches
WJZ-Carnation Contented Program
WABC-The Bath Club - Margaret Santry Interviewing Guest, with Frank Ventree's Orchestra, Limit Program
WINS-The Three Cheers
WOR-Chandu the Magician-Beech Nut Program
8:10 WNYC-"The Guthrie Hour" - Prof. Wm. B. Guthrie
8:15 WABC-Singin' Sam, the Barbasol Man
WOR-The Record Boys
WINS-English String Orchestra
8:30 WMAA-Christian Science Lecture
WEAF-Voice of Firestone-Lawrence Tibbett-Baritone
WOR-Willard Robison and His Deep River Orchestra
WJZ-Death Valley Days - Dramatic Sketch-Pacific Coast Borax Co.
WABC-La Palina Presents Kate Smith and Her Swanee Music
8:45 WABC-Col. Stoopnagle & Bud-The Gloom Chasers-Ivory Soap Program
9:00 WEA-F-A. & P. Gypsies-Direction of Harry Horlick; Frank Parker, Tenor
WJZ-Maytag Orchestra
WABC-Eugene International Revue
WOR-Debate: "Resolved, that the 18th Amendment Shall Be Submitted for a Referendum"-Taylor Co.
9:15 WABC-The Columbians
WOR-"So This is Love"-Sketch
9:30 WMAA-Westminster Quartet
WEAF-Parade of the States-General Motors' Program
WJZ-Major Icequick and His Frigidarians
WABC-Bourjois-An Evening in Paris-Pierre Bruggnon; Alice Remsen, Contralto, Guest Star
WOR-The Witch's Tale
9:45 WJZ-Bob Nolan's San Felicians-Deisel-Wermmmer-Gilbert
WMAA-Vera Monti, Songs; Mae Barton, Piano

10 P.M. to 2 A.M.
10:00 WMAA-Golden Slipper Dance Marathon
WJZ-"With Canada's Mounted"-Thrilling Stories of Royal Canadian Police-Canada Dry Ginger Ale Co. Program
WOR-Vera Brodsky, Pianist, and Orchestra
WABC-Robert Burns Panatela Program Lombardo's Royal Canadians
10:15 WOR-To Be Announced
WMAA-A Night in Italy
10:30 WMAA-Three Little Funsters
WJZ-Waves of Melody-Affiliated Products Program
WEAF-National Radio Forum
WABC-"Music That Satisfies," with the Boswell Sisters-Chesterfield Program-Norman Brokenshire, Announcer
WOR-Cosmo Hamilton
10:45 WABC-Street Singer
WJZ-Pickens Sisters
WOR-Florence Case and Orchestra
WMAA-Riley and Comfort
11:00 WMAA-Enoch Light's Orchestra
WEAF-Jack Denny and His Waldorf-Astoria Dance Orchestra
WOR-Arthur Warren's Orchestra-Barney Gallant
WJZ-Laurier's Slumber Music
WABC-Alex Haas and His Gypsy Orchestra
11:30 WMAA-Al Katz and Kittens
WEAF-Jesse Crawford-Organist
WOR-Moonbeams-Directed by George Shackley
WJZ-Jane Froman's Orchestra
WABC-Noble Sissie and His Park Central Orchestra
11:45 WEA-F-Cab Calloway and His Orchestra
WJZ-Earl Hines' Orchestra
12:00 WMAA-WMAA Theatre Revue
WEAF-Buddy Rogers and His California Cavaliers
WABC-Ren Bernie's Orchestra
12:05 WMAA-Elmo Russ, Organ; Jean Comorata, Soprano
12:15 WJZ-Buddy Rogers and His California Cavaliers
12:30 WMAA-Max's Bavarians
WEAF-Larry Funk and His Orchestra...
WABC-Enric Madriguera's Biltmore Orchestra
1:00 WABC-Claude Hopkins' Roseland Ballroom Orchestra
WMAA-Romeos of Radio
1:20 WMAA-Golden Slipper Dance Marathon
1:30 WMAA-Orchestra from Paris
WABC-Gus Arnheim's Orchestra from Chicago



Governor Emmerson and Kate Smith

When Kate Smith visited Chicago recently, she was escorted by Governor Louis L. Emmerson of Illinois through the partly completed Century of Progress Exposition of 1933. The above photo shows the Governor, who is sometimes affectionately called by the gentlemen of the press, "Lop-Eared Lou," showing Katie the buildings. Miss Smith drew record crowds while making a personal appearance in Chicago.

## THE STORY OF THE OPERA "Aida"

By DEEMS TAYLOR

NBC Narrator, Metropolitan Opera

This column is written each week for the purpose of giving the listener to the opera broadcasts a brief libretto of the series heard weekly over the NBC networks. It is hoped that it will serve as a guide for radio listeners, making it easier to thoroughly understand and enjoy the presentations.

**G**IUSEPPE VERDI'S Egyptian opera, "Aida," the last two acts of which the Metropolitan Opera Company in New York will broadcast over a nationwide WEAF-NBC network on Saturday, April 2, at 3.30 p.m., was written for the opening of the Grand Opera House in Cairo, and had its premiere there in 1871.

### THE CAST

Francesco Merli (tenor).....Rhadames  
 Elisabeth Rethberg (soprano).....Aida  
 Carmela Ponselle (mezzo-soprano).....Amneris  
 Arthur Anderson (basso).....King of Egypt  
 Ezio Pinza (basso).....Ramfis  
 Armando Borgioli (baritone).....Amonasro  
 Aida Doninelli (soprano).....A Priestess  
 Giordano Paltrinieri (tenor).....A Messenger  
 Tullio Serafin will conduct

The story is laid in Memphis and Thebes in the time of the Pharaohs. Rhadames, Captain of the King of Egypt's Guard, is loved by both the King's daughter, Amneris, and Aida, an Ethiopian slave. It is the slave girl whom he loves, however, and the opening scenes reveal the young captain's plans to claim her hand as a reward for his military achievements.

His dreams are shattered by news that the Ethiopians, under Aida's father, King Amonasro, are advancing against Egypt. Forgetting her native land in her love for Rhadames, Aida joins the Egyptians in the shouts of "Return victorious!" as the Captain of the Guards sets out to repel the invaders. Meanwhile Amneris, suspecting that Aida is her rival, but not yet sure of it, watches with jealous eyes.

While Rhadames is away in battle Amneris verifies her suspicions by sending for Aida and falsely telling her that the Captain has been slain. The slave girl's grief reveals her love, and Amneris swears vengeance. At first she plans to have Aida put to death for daring to be her rival. Then, foreseeing a more cruel revenge, she postpones the sentence so that Aida will be present when Amneris, at her father's side, crowns the victorious Rhadames.

Triumphant the Captain returns and brings as prisoner Aida's father, King Amonasro, disguised as a common soldier. At Rhadames' request the King of Egypt promises to commute the usual death penalty against the Ethiopian warrior to

one of slavery; then he dashes the Captain's happiness by rewarding him with the hand of Amneris.

As soon as night falls, Aida hurries to a secret tryst with Rhadames. Planning escape and an Ethiopian victory, Amonasro has charged her to discover the Egyptian plan of march from her lover. Patriotism triumphs. Artfully Aida leads up to the question and, as Rhadames lets slip the information, Amonasro steps from his hiding place.

But another has also overheard. Amneris, returning from the temple where she had gone to pray for the love of Rhadames, has heard him betray his country. Mad with jealousy, she denounces the group. Amonasro and Aida escape in the darkness, but Rhadames, filled with remorse, remains to yield himself to his judges.

In the last act we find Rhadames, having refused to ransom his life at the price of renouncing his love for Aida, condemned on Amneris' testimony. He is to be buried alive beneath the temple of the gods he has betrayed. As the last stone slips into place, he turns to find Aida crouching in a corner of the tomb. She has hidden away to die with him. As the two lovers prepare to meet death together, Amneris appears, repentant and sobbing, above the sealed tomb.

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## Editor's Mail Box

A column devoted to answers to queries from readers pertaining to radio, radio artists and kindred subjects. Address the Editor's Mail Box, Radio Guide, 475 Fifth Ave., N. Y.

Mrs. I. Greenstein—The Street Singer (Arthur Tracy) is an American by birth, Pennsylvania being his home state.

F. E. Hop—The parts of Jake and Lena on the NBC Spang Bakery program are played by Gene. Gene and Glenn are the only characters on that program.

Virginia Ritter—The "Merry Men" and the "Fireside Singers" are two entirely separate groups of singers.

Betty Lee—Write to Myrt and Marge in care of the Columbia Broadcasting System, Wrigley Building, Chicago, for photographs.

John Merrick—Write to your favorite radio stars in care of the stations from which they broadcast, to ask for pictures.

R. Lyon—An electrical transcription is a record of a program then broadcast over the microphone, being played as is the usual phonograph record, but on a specially built machine, with a special pick up device.

M. L. W.—Write to Alex Gray at the Columbia Broadcasting System, 485 Madison Avenue, New York City.

Harry Persson—Cab Calloway is making a tour for Paramount at present, and will return to New York around the first of April. You might write to Walter Winchell and ask for his photo. Ditto for Phil Cook. They're both at NBC.

Joseph Nieves—To secure passes for the different programs, you must write to them in care of the station from which they broadcast.

H. Porter—Tony Wons is married and has one daughter, Theodosia. He was born in Menasha, Wisconsin, about forty years ago. He lives at present in Jackson Heights.

Dominic Giglione—Station WOR is located at 1440 Broadway.

S. J. L.—Emery Deutsch, the CBS artist, is one of the youngest conductors, being only twenty-four years old. He has

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been with Columbia ever since its inception. No, he is not married.

B. E. P.—Arabesque is heard over the Dixie Network only. You may be able to hear it over WIP or WFAN, Philadelphia, at 9:00 P. M., on Mondays.

Frank C. Aller—Roy Ingraham is not heard over the Columbia Network at present.

Barbara Hiques—Write to Jack Miller, in care of the Columbia Broadcasting System, for photos.

Sara Seefe—The part of "Carey" was played by Ned Wever in the Love Story program a few weeks ago.

F. A. Clarka—The part of Gloria Gay in the Gloria Gay Silk program, quite a while back, was played by Lucille Wall, who also did Polly Preston and Barbara Wayne. Miss Wall is now heard on the NBC program known as Caravan, on a split network—WEAF, Monday, Wednesday and Fridays at 5:00 P. M., and Thursday at 2:45 P. M., through WTIC, Hartford. Occasionally she is heard on a Sherlock Holmes broadcast.

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MRS. D. LEIGH COLVIN  
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PROGRAM FOR WEDNESDAY, APRIL 6th

6:30 A.M. to 10 A.M.

- 6:30 WINS-Morning Highlights
6:45 WEAJ-Tower Health Exercises-Arthur Bagley, Director
WOP-Gym Classes-John Gambling, Director
WINS-Musical Clock
7:30 WMCA-Phantom Organist
WJZ-A Song for Today
WABC-Organ Reveille-Popular Music
7:45 WMCA-Harry Glick's Gym Class
WJZ-Jolly Bill and Jane-Cream of Wheat Program
8:00 WMCA-I See by the Papers
WEAF-Gene and Glen-Quaker Early Birds
WJZ-On the 8:15
WOR-Captain Jack and Barnacle Bill
WABC-Salon Musicale-Vincent Sorey, Conductor
WINS-Miss Walls' Calisthenics
8:15 WMCA-Consoling the Console
WEAF-Morning Devotions
WJZ-Phil Cook, the Quaker Man
WINS-Musical Clock
8:30 WMCA-In Song Heaven
WEAF-Cheerio
WABC-La Monica at the Organ-Mrs. Wagner's Pies Program
WOR-Martha Manning-A Macy Presentation
WJZ-Sunbirds
WOV-Morning Song
8:45 WMCA-The Golden Bird
WOR-Musical Novelties
WJZ-John Fogarty-Tenor
WABC-Old Dutch Girl-Newsp Jingles in Rhyme and Song
WINS-Mr. and Mrs. Reader
WOV-Willie Zay Jackson
9:00 WMCA-Monsieur Sakele
WEAF-Morning Glee Club
WOR-Miss Katherine n' Calliope-A Bamberger Presentation
WJZ-Waltzes-String Ensemble-Direction Walter Blaufus
WPCB-Down Reminiscence Road
WABC-Little Jack Little
WOV-Hudson Clinic
WINS-Monsieur Sakele
9:15 WMCA-Loughran Science Hour
WJZ-Lady Bugs
WABC-Melody Magic. Vincent Sorey's Orchestra with Evelyn McGregor, Helen Nugent and Charlotte Harriman, Contraltos
WPCB-Marie Wald
WOV-Late Risers' Gym Class
WINS-St. Thomas' Organ Recital
9:25 WMCA-Organ Interlude
9:30 WMCA-Modern Living
WEAF-Top of the Morning-Edward H. Smith
WOR-Hon. Bainbridge Colby-Talk
WJZ-Beautiful Thoughts-Montgomery Ward Co. Program
WABC-Tony's Scrap Book-Conducted by Anthony Wons
WOV-Modern Living Magazine
WINS-Discovery Hour
WPCB-Josephine Mortell
9:45 WEAJ-Our Daily Food-Colonel Goodbody and Judge Gordon-A. & P. Program
WJZ-Miracles of Magnolia
WOR-Sherman Keene's Orchestra
WPCB-Buddy Bernier-Ukelele Songs
WABC-Elizabeth Barthell-Songs

10 A.M. to 12 Noon

- 10:00 WMCA-Virginia Carrington Thomas-Organ
WEAF-Mrs. Blake's Radio Column-Sisters of the Skillet
WJZ-Beatrice Mable-Beauty Talk
WOR-McCann Pure Food Hour
WPCB-Ernest Straniello, Pianist
WABC-Grant, Graham and Coughlin
WOV-Lillian Brinsky
WINS-What's the Answer?
10:15 WEAJ-Jane Grant's Steero Program
WJZ-Clara, Lu and Em-Colgate Palmolive-Peet Program
WPCB-Helen Rose and Edward Connelly
WABC-Melody Parade
WOV-Canadian Fur Trappers
WINS-Your Handwriting-Jane Redington
WMCA-Educational Talk by Rudolph S. Freed
10:30 WMCA-French Lessons-Prof. La Vergne
WEAF-Wildroot Chat-Elizabeth May
WJZ-Our Daily Food-Colonel Goodbody and Judge Gordon-A. & P. Program
WPCB-Blanche Terry, Contralto
WINS-The Wifesaver
10:45 WMCA-My Purpose-James McGarrigle
WEAF-Betty Crocker-Cooking Talk-General Mills Program
WJZ-Walker Gordon-Mothers' Program
WPCB-Gertrude Thomas-Blues
WABC-Four Clubmen-Directed by Leigh Stevens
WOV-Blyn Shoe Stores Program
WINS-Joe Green's Marimba Band
10:55 WMCA-Income Tax Information
11:00 WEAJ-Keeping Up With Daughter-Sherwin Williams' Program
WOR-Beauty Questions and Answers-Eugene Ld
WJZ-Forecast School of Cookery
WPCB-Pianologue-Edith Gene Weeks
WABC-Nell Vinick-Beauty Talk-Drezma & Kremel Program
WOV-Mays Apparel
WINS-Making Yourself Fashionable
11:05 WNYC-Marston Ensemble
11:15 WEAJ-Radio Household Institute
WJZ-Singing Strings
WNYC-N. Y. Tuberculosis and Health Association
WPCB-Vera Thalman, Soprano
WABC-The Mystery Chef-R. B. Davis Program
WOR-Pauline Haggard-Pianologues
WINS-Angelo Bono-Singing Guitarist
11:30 WEAJ-Biennial Music Supervisors' Conference
WJZ-Hinds Romance Exchange-Beatrice Fairfax
WNYC-Marston Ensemble
WOR-College Art Assn. Series-Prof. John Shapley
WPCB-Real Radio Service Organ Program
WABC-Round the World Cooking School-Ida Bailey Allen-Best Foods, Ind., Program.
WOV-Syph Laboratories
WINS-Beatrice Fairfax
11:40 WNYC-Jewish Welfare League
11:45 WOR-Personality Plus-Marie Hale
WJZ-Sweetheart Program

- WPCB-George Selais-Personality Baritone
WABC-Piano Pictures
WINS-Whispering Bob Snyder
WOV-Peter Kramer-Songs
11:50 WNYC-Keeping Well-Dr. John Oberwager

12 Noon to 2 P.M.

- 12:00 WMCA-Midday Message-Dr. Christian F. Reiser
WEAF-General Electric Home Circle-Clara Savage Littledale-Guest
WOR-Music
WJZ-The Merrie Mer.
WPCB-The Bushwacker
WABC-Paul Tremaine and His Yoeng's Orchestra
WOV-Hoover Medical Group
WINS-Ford Frick Tells the News
WNYC-Keeping Well-Dr. John Oberwager
12:15 WEAJ-The Real George Washington
WMCA-The Jolly Friar-Songs and Piano
WJZ-Pat Barnes in Person-Swift & Co. Program
WPCB-Carric Lillie, comedienne
WOV-Barbara Kroll-Soprano
WINS-Luncheon Musicale
12:20 WOR-Johnson's Daily Radio Guide
12:25 WOR-Beautiful Lady-Robert, Inc.
12:30 WMCA-W. T. Stock Quotations
WEAF-Black and Gold Room Orchestra
WOR-Bloomfield-Fairway Garden Talk-Va. Car. Chemical Co.
WOV-Weber and Hunter
WJZ-National Farm and Home Hour
WPCB-Jewish Science Talk
WABC-Kre-Mel Singing Chef
12:35 WOR-Jack Berger's Concert Ensemble
12:45 WPCB-Pat O'Shea, Tenor
WEAF-A Thought a Day
WINS-Ray Current Events Club, Inc.
WABC-Columbia Revue
WOV-Popular Tunes of Merit
12:55 WOR-Wet-Me-Wet Co. Program
1:00 WMCA-Bernie Dolan-Songs
WEAF-Market and Weather Reports
WOR-Musical Gems
WPCB-Mirror Reflections
WABC-Hotel Taft Orchestra
WINS-English String Orchestra
1:05 WOR-Midday Diversions
1:15 WMCA-Advertising Club Luncheon
WEAF-Larry Funk's Orchestra

- WINS-Television Musicale
WPCB-W. T. Stock Quotations
3:45 WJZ-Rhythmic Serenade
WABC-The Four Eton Boys
WOV-Modern Packaging
WINS-Edward Villa-Spanish Guitarist
3:50 WPCB-Douglas McTague

4 P.M. to 6 P.M.

- 4:00 WMCA-Goldburg Musical Moments
WOR-Morristown Civic Program
WJZ-Pacific Feature Hour
WEAF-The Pilgrims
WPCB-Maureen Englin
WABC-U. S. Navy Band Concert from Washington, D. C.
WINS-Fania Bossek, Mezzo Soprano
WOV-Irwin Dillon, Tenor
4:15 WMCA-Organ Program
WOV-Eddie Alban with Orchestra
WPCB-Genevieve Butler
WINS-Jack Healy's Dance Trio
4:30 WMCA-Dave Soman and Sue Miller
WEAF-The Lady Next Door
WJZ-Eastman School Symphony Orchestra
WPCB-The Feagin Players
WOV-Harmon Stevens-Accordion
WINS-Billie Dauscha, The Personality Girl
4:45 WEAJ-Tea Dansante
WMCA-Lillian and Lilyan-Piano and Voice
WOR-Mary Brighton, Songs
WPCB-Mile, Julie Beauclair
WOV-Comedy Duo-Leonard and Jimmy Vocalists
WINS-Debutantes at Movies-Sketch
5:00 WMCA-Golden Slipper Dance Marathon
WEAF-How to Begin a Rock Garden-Richardson Wright
WJZ-Jingle Joe-Joe Parsons, Songs
WOR-Palmistry Chats-Gloray
WABC-Kathryn Parsons, Girl o' Yesterday
WPCB-Edith Haran and Rasa Bros.
WOV-Blind George Russell
WINS-Beauty Interview
5:05 WOR-Breeding Rabbits-Marion A. May-Paramount Packers
5:10 WOR-Bisquick Bride-General Mills
5:15 WMCA-The Radio Doctor
WEAF-Skippy-General Mills Program
WJZ-Joint Recital-Mme. Gainsborg and Godfrey Ludlow

- WINS-Lullaby Lady
WPCB-Claire Urbow and Julius Cerulle
WLWL-The Lure of Music
7:15 WEAJ-Robert Simmons and the Campbell Orchestra-Directed by Howard Lanin
WOR-Vincent Lopez and His Valvoliners
WJZ-Esso Program-Elsie Janis
WABC-Maxwell Young Tune Blenders, with Lanny Ross, Tenor
WPCB-Dance Music
WLWL-Girl of the Rio Grande
WINS-Snooks & His Memphis Ramblers With Challis
7:30 WEAJ-Prince Albert Quarter Hour Alice Joy, Contralto; Paul Van Loan's Orchestra: "O! Hunch"
WJZ-Swift Program-Stebbins Boys
WABC-Easy Aces-Lavoris Program
WOR-Contract Bridge-Bid Rite Corp.
WLWL-Talk
WINS-The Globe Trotter
7:35 WNYC-WNYC Air College
7:45 WEAJ-The Goldbergs - Pepsodent Program
WJZ-Billy Jones and Ernie Hare-Best Foods, Inc., Program
WABC-The Camel Quarter Hour-Morton Downey, Anthony Wons and Jacques Renard's Orchestra
WLWL-The Eyes Have It
WOR-Don Carney's Dog Chats-Spratt Program
WPCB-The Three Dreamers
WINS-Jan Erving August, Xylophone Soloist
7:55 WNYC-WNYC Air College

8 P.M. to 10 P.M.

- 8:00 WEAJ-Big Time-Sketch-Stanco, Inc., Program
WOR-Chandu the Magician-Beech-Nut Program
WJZ-American Taxpayers' League Program
WABC-The Bath Club-Allie Lowe Miles Interviewing Baroness d'Etteiles, with Frank Ventree's Orchestra-Limit Program
WINS-Wowdy Dowdy
8:15 WNYC-Museum of Natural History
WJZ-Willys-Overland Orchestra
WABC-Singin' Sam, the Barbasol Man
WOR-Jack Berger's Astor Orchestra
WINS-Westminster Quartet
8:30 WNYC-Adolph Lewisohn Chamber Music Concert
WEAF-Halsey-Stuart Program-The Old Counsellor
WOR-Willard Robison and His Deep River Orchestra
WJZ-Jack Frost Melody Moments
WABC-La Palma Presents Kate Smith and Her Swanee Music
8:45 WABC-Colonel Stoopnagle and Budd, the Gloom Chasers-Ivory Soap Program
9:00 WNYC-Everett McCooey, Baritone
WEAF-Goodyear Program-Band-Orchestra
WOR-Lone Star Rangers
WJZ-Adventures of Sherlock Holmes-George Washington Coffe Program
WABC-Gold Medal Fast Freight
9:15 WNYC-Cora Remington Hill Singers
9:30 WEAJ-Mobiloil Concert-Gladys Rice, Soprano; Lewis James, Tenor
WOR-Jerry Macy and Ed Smalley-The Tea Timers-Salada Tea Program
WJZ-Major Icequick and His Frigidarians
WABC-Eno Crime Club
9:45 WJZ-Bob Nolan's San Felicians-Deisel-Wermmer-Gilbert Program
WOR-Love Letters in the Air-Orchestra directed by George Shackley

10 P.M. to 2 A.M.

- 10:00 WMCA-Golden Slipper Dance Marathon
WEAF-Coca-Cola-De Wolf Hopper, Guest Speaker; Interviewed by Grantland Rice; Gustave Haenschen's Orchestra
WJZ-Listerine Program
WABC-Music That Satisfies-With Ruth Etting-Chesterfield Program
WOR-Elmer & Walter-Harmony Duo and Two Pianos
10:15 WMCA-Ted Richie, Violin, and Elmo Russ, Organ
WJZ-The Tune Detective-Sigmund Spaeth
WABC-Adventures in Health-Horlick Malted Milk Program
WOR-Red Lacquer and Jade
10:30 WMCA-The Three Little Funsters
WEAF-NBC Artists' Service Musicale-Cesare Sodero, Orchestra Direction
WJZ-Hollywood Nights-Affiliated Products Program
WABC-Society Brand Program-Norman Brokenshire-Welcome Lewis
10:45 WMCA-Gypsy Song Birds
WJZ-Pickens Sisters
WOR-Florence Case and Orchestra
WABC-Street Singer
11:00 WMCA-Will Oakland's Orchestra
WEAF-Nellie Revell Interviews
WOR-Ben Cutler and His Dance Orchestra
WJZ-Laurier's Slumber Music
WABC-Howard Barlow and Symphony Orchestra
11:15 WEAJ-Jesse Crawford-Poet of the Organ
WMCA-Will Oakland's Orchestra
11:30 WMCA-Al Katz and Kittens
WOR-Moonbeams-Vera Osborne, Soprano
WEAF-Vincent Lopez and His Orchestra
WJZ-Jane Froman and Her Orchestra
WABC-Don Redman and His Connie's Inn Orchestra
11:45 WJZ-Lew White-Smoke Rings
12:00 WMCA-VMCA Theater Revue
WEAF-Ralph Kirbyer, the Dream Singer
WJZ-Cab Calloway and His Orchestra
WABC-Eddie Duchin and His Casino Orchestra
12:05 WMCA-Romeos of Radio
WEAF-Buddy Rogers and His California Cavaliers
12:20 WMCA-Golden Slipper Dance Marathon
12:30 WEAJ-Charles Agnew and His Orchestra
WJZ-Benny Kyte and His Orchestra
WABC-Art Krueger and His Orchestra
12:35 WMCA-Four Eton Boys and Ray Block
1:00 WMCA-Golden Slipper Dance Marathon
WABC-Pancho and His Orchestra
1:15 WABC-Roseland Ballroom Orchestra
1:30 WMCA-Orchestra from Paris
2:00 WMCA-Sleepy Time Club

SPECIALS FOR TODAY

- 7:15 P.M.-WOR-Vincent Lopez and His Valvoliners
9:00 P.M.-WABC-CBS-Gold Medal Fast Freight
9:30 P.M.-WJZ-NBC-Major Icequick and His Frigidarians
9:30 P.M.-WEAF-NBC-Mobiloil Concert
10:00 P.M.-WABC-CBS-Ruth Etting in Music That Satisfies-Chesterfield
11:00 P.M.-WABC-CBS-Howard Barlow and The Columbia Symphony Orchestra

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.

For Log of Local Stations See Page 8

- WPCB-Luncheon Music
WOV-Electronics
1:30 WMCA-Mirror Reflections
WJZ-Don Pedro's Orchestra
WABC-Armand Vescey's Ritz Orchestra
WOV-Hovey-Whitman Trio
WINS-Diana Bragg-Romances in Song
1:45 WPCB-Highlights of Sports-Jack Filman
WINS-Heart Strings-Dramatic Sketch
1:55 WOR-Bisquick Bride-General Mills, Inc.

2 P.M. to 4 P.M.

- 2:00 WMCA-WMCA Theatre Revue
WPCB-Manhattan Dance Marathon
WEAF-Art Patronage-John Sloan
WOR-Rutgers Garden Series
WJZ-Songs of Memory
WABC-Aunt Jennima-Songs
WOV-Syph Laboratories
WINS-American Music Ensemble
2:05 WMCA-Hilary McCunnaile-Irish Songs
2:10 WMCA-Jack Filman's Sport Chat
2:15 WMCA-Golden Slipper Dance Marathon
WEAF-WJZ-Musical Discrimination Contest-Direction Walter Damosch
WABC-Columbia Salon Orchestra
WOV-Bertha Nicholas-Soprano
WOR-Guy Hunter-Blind Artist
2:30 WMCA-Meadows Beauty School
WOR-Spanish Lessons-Prof. Maximo Iturralde
WJZ-Molly Gibbons Fashion Talk
WABC-American School of the Air
WOV-City Free Employment
WINS-Musical History-Claire Elby
WPCB-The Woman's Forum
2:45 WJZ-Smackouts
WOR-Songs-John Morelli
WOV-Bernard Mann-Pianist
WINS-Symphonic Rhythmakers
3:00 WMCA-Gene Mack and Orchestra
WEAF-With a Senator's Wife in Washington-Mrs. Frances Parkinson Keyes
WOR-Elk's Organ Recital-Robert A. Pereda, Organist
WJZ-Organ Melodies-Irma Glenn
WABC-The Captivators
WPCB-Rose Gallo-Songs at Piano
WINS-Little Dramas-Jeanne Barnard
WOV-Willie Zay Jackson
3:15 WPCB-Robt. McAfee-This and That
WABC-Charis Musical Revue-Ann Leaf-Ben Alley-Dorothy Chase
WOV-Agatha Goode, Soprano
WINS-Mary Chapel-Girl of the Golden West
WJZ-To Be Announced
3:30 WJZ-Hello Marle
WMCA-A French Album
WEAF-Woman's Radio Review
WOR-Ariel Ensemble-Pied Piper of Hamilton
WABC-Arthur Jarrett
WOV-Harold Hill Baritone

- WABC-Bill Schudt's Going to Press
WOV-Schlossman's Furniture Co.
WOR-Stanley Brain-Organ Recital
WINS-Tom Keene's Roundup with Doug McTague
5:30 WMCA-The Program Beautiful
WEAF-Wayne King and His Orchestra
WJZ-The Singing Lady-Kellogg Co. Program
WABC-The Professor and the Major
WINS-Symphonic Rhythmakers
WPCB-The Jewish Federation
WOV-Davega Stores' Program
WOR-Julian Woodworth and His Gov. Clinton Dance Orchestra
WNYC-M. C. A. Talk-Prof. McIntyre
5:45 WMCA-Red Devils, with Junior Smith
WEAF-Florence Wightman, Harpist
WJZ-Little Orphan Annie-Wander Program
WPCB-Captain Joe's Stories
WABC-The Lone Wolf Tribe-Wrigley Program
WINS-Piano Twins

6 P.M. to 8 P.M.

- 6:00 WEAJ-Waldorf-Astoria Sert Room Orchestra
WOR-Uncle Don-Mason Au & Magenheimer
WJZ-Music Treasure Box-Guest Speaker
WABC-Connie Boswell
WINS-Ford Frick Sports Review
WPCB-Elmo Russ Presents the Love Serenade
WLWL-Loved Songs of Many Nations
WNYC-Board of Education Program
6:15 WJZ-Rameses Program-Stephano Bros.
WABC-Harold Stern and his St. Moritz Orchestra
WINS-English String Orchestra
WPCB-The Making of a Regular
WLWL-Florentine Ensemble
6:20 WPCB-Tad Stout-"Ezra Peck," Station Agent
6:30 WEAJ-Rex Cole Mountaineers
WJZ-The Royal Vagabonds
WOR-The Army Today-Col. Richard Stockton, VI
WINS-American Music Ensemble
WPCB-Manhattan Dance Marathon
WLWL-Fireside Fancies
6:45 WEAJ-Merle Thorpe-Talk
WJZ-Literary Digest Topics-Lowell Thomas
WABC-Bing Crosby
WLWL-Talk
WOR-Jack Arthur and Jean King-McCutcheon Program
7:00 WNYC-Don Alvon Greek Orchestra
WEAF-D'Avrey of Paris
WJZ-The Pepsodent Program-Amos n' Andy
WABC-Myrt & Marge-Wrigley program
WOR-Frances Langford-Songs-Jack Erikson, Pianist

PROGRAM FOR THURSDAY, APRIL 7th

6:30 A.M. to 10 A.M.

- 6:30 WINS-Morning Highlights
6:45 WEAJ-Tower Health Exercises-Arthur Bagley, director
WOR-Morning Gym Classes-John Gambling, director
WINS-Musical Clock
7:30 WJZ-A Song for Today
WABC-Organ Reveille-Popular Music by Fred Feibel
WMCB-Phantom Organist
7:45 WJZ-Jolly Bill and Jane-Cream of Wheat Program
WMCB-Harry Glick's Gym Class
8:00 WMCB-I See by the Papers
WEAF-Gene and Glen-Quaker Early Birds
WOR-Captain Jack and Barnacle Bill
WJZ-On the 8:15
WABC-Salon Musicale
WINS-Miss Walls' Calisthenics
8:15 WMCB-Consoling the Console
WEAF-Morning Devotions
WJZ-Phil Cook, the Quaker Man
WINS-Musical Clock
8:30 WMCB-Poet's Corner
WEAF-Cheerio
WJZ-Sunbirds
WABC-La Monica at the Organ-Mrs. Wagner's Pies Program
WOR-Martha Manning-A Macy Presentation
WOV-Morning Song
8:45 WMCB-In Song Heaven-Frank McCabe, tenor
WOR-Musical Novelties
WJZ-John Fogarty, tenor
WABC-Melody Parade
WINS-Mr. and Mrs. Reader
WOV-Willie Zay Jackson
9:00 WMCB-Monsieur Sakele
WEAF-Morning Glee Club
WOR-Miss Katherine n' Calliope-A Bamberger Presentation
WJZ-Waltzes-Dir. Walter Blaufus
WABC-Little Jack Little
WPCB-Down Reminiscence Road
WINS-Monsieur Sakele
WOV-Personal Problems
9:15 WMCB-Morning Melodies
WEAF-Knox Sparkling Music
WJZ-Lady Bugs
WABC-Morning Minstrels
WPCB-Fitzpatrick Brothers
WOV-Late Risers' Gym Class
WINS-Discovery Hour
9:30 WMCB-Modern Living
WEAF-Top o' the Morning
WJZ-Beautiful Thoughts-Montgomery Ward Program
WPCB-Retail Grocers' Program-Frank Galland
WABC-Tony's Scrap Book-Conducted by Anthony Wons
WOR-Mrs. J. S. Reilly-Corn Products Co.
WOV-Modern Living Magazine
9:45 WEAJ-Our Daily Food, by Colonel Goodbody and Judge Gordon-A. & P. Program
WOR-Allen Meaney-the Musical Doctor
WJZ-Miracles of Magnolia
WABC-The Ambassadors
WINS-N. Y. Tuberculosis and Health Association Talk

10 A.M. to 12 Noon

- 10:00 WMCB-Vincent and Winn, Piano, and Eva Lerner, Contralto
WEAF-Mrs. Blake's Radio Column
WOR-McCann Pure Food Hour
WABC-Copeland-Ceresota Flour Program
WJZ-Consolaires-Irma Glen, Organist
WPCB-Ernest Stramiello, Pianist
WOV-Greta Gibson-Popular Songs
WINS-What's the Answer?
10:15 WEAJ-Breen and De Rose-Music
WPCB-Muriel Ellis-Songs
WABC-Machine Age Housekeeping-Ida Bailey Allen-Radio Home Makers
WJZ-Clara, Lu and Em-Colgate Palmolive-Peet
WOV-Canadian Fur Trappers
WINS-Al Cisco-Songs
10:20 WMCB-Antinelli and James-Two Guitars
10:30 WMCB-American Legion Auxiliary Program-Mary Frances Hall
WEAF-Cindy and Sam-Society Program
WJZ-Our Daily Food-Col. Goodbody and Judge Gordon-A. & P. Program
WPCB-Ivriah Program
WABC-Prudence Club
WINS-The Wife Saver
10:45 WEAJ-To Be Announced
WMCB-John Foley and Hilary McCunnale
WJZ-Mystery Chef-R. B. Davis Program
WABC-Barbara Gould Beauty Talk
WINS-Baby's Daily Playtime-Charlotte Walls
WOV-Blyn Shoes
11:00 WEAJ-Musical Interlude
WOR-Nell Vinick-Beauty Talk-Drezma and Kregel Program
WJZ-Forecast School of Cookery
WPCB-Brainard Lane
WABC-U. S. Navy Band Concert
WOV-Maytime Music-Mays, Inc.
WNYC-Retail Food Prices-Dept. of Public Markets
WINS-Making Yourself Fashionable
11:10 WNYC-Music
11:15 WEAJ-Radio Household Institute
WNYC-Department of Public Markets
WOR-The Happy Vagabond-Jack Arthur
WJZ-Singing Strings
WPCB-Elizabeth Handy
WINS-Phyllis Borden, with Uke
11:30 WEAJ-The Marionettes-Eva Taylor, Vocalist-Merle Johnstone and His Orchestra
WJZ-Hinds' Romance Exchange
WNYC-Rudolph Joskowitz, Violinist
WOR-Claire Sugden-Marketing Club
WPCB-Real Radio Service Program with the Organ
WABC-New York Medical Society-Radio Home Makers
WOV-Syph Laboratories
WINS-Beatrice Fairfax
11:45 WOR-Littman's "Alice Blue" Program
WJZ-Jill Edwards and Judy Barker
WPCB-Virginia Lee-Songs
WABC-Ben Alley-with Emery Deutsch's Orchestra
WOV-Thomas R. Hall
WINS-Edna Pendleton-Songs
WOR-Alice Blue Gown Program-Littman, Inc.
11:50 WNYC-Keeping Well-Dr. John Oberwager

12 Noon to 2 P.M.

- 12:00 WMCB-Midday Message-Dr. Lewis I. Newman
WEAF-General Electric Home Circle-Emily Post, Guest
WOR-Betty Bond and Arthur Behim-Songs
WJZ-The Merrie Men-Male Quartet
WABC-Isham Jones and His Orchestra
WOV-Hoover Medical Group
WPCB-Virginia O'Neill and Rudy Jon-asch
WINS-Ford Frick Tells the News
12:15 WMCB-The Jolly Friar
WEAF-The Real George Washington
WINS-Luncheon Musicale
WOV-Chardora Duo
WOR-Music
WJZ-Pat Barnes-Swift & Co. Program
12:20 WOR-Johnson's Daily Radio Guide
12:30 WMCB-W. T. Stock Quotations
WEAF-Black and Gold Room Orchestra
WJZ-National Farm and Home Hour
WPCB-The Poet's Corner
WABC-Mid-Day Bath Club-Linit
WOV-Crackers on Broadway
WOR-Bloomfield-Fairway Garden Talk-Va. Car. Chem. Co.
WINS-Ethel Fox-Operatic Soprano
12:35 WOR-Lecture-Schools-Ralph Underhill
12:45 WPCB-Helen Chappelle-Crooning Blues Away
WEAF-A Thought a Day
WABC-Columbia Revue-Vincent Sorey's Orchestra
WINS-Women's League of United Synagogue
WOV-Merit Clothing Program
12:55 WOR-Delectable Dishes-Virginia Dare Extract Company
1:00 WMCB-Two Pianos-Harold Woodhall
WEAF-Market and Weather Reports
WOR-Broughton Institute-Orthodontic Talk
WPCB-Mirror Reflections
WABC-George Hall and His Hotel Taft Orchestra
WINS-English String Orchestra
1:15 WEAJ-Popular Varieties
WMCB-Dr. Herman T. Peck-Health Talk
WOV-Electronics

SPECIALS FOR TODAY

- 5:45 P.M.-WABC-CBS-Movie Star Revue
6:00 P.M.-WEAF-NBC-Biennial Music Supervisors Conference
8:30 P.M.-WJZ-NBC-Ivory Program-B. A. Rolfe and His Orchestra
9:00 P.M.-WOR-Steuken County Society's 37th Annual Dinner
10:00 P.M.-WABC-CBS-Hart, Schaffner and Marx Trumpeters
10:00 P.M.-WEAF-NBC-Lucky Strike Dance Hour with Walter Winchell

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.

For Log of Local Stations See Page 8

2 P.M. to 4 P.M.

- 2:00 WMCB-WMCA Theatre Revue
WOR-Frank Dailey's Dance Orchestra
WJZ-Mrs. Julian Heath
WPCB-Manhattan Dance Marathon
WABC-Aunt Jemima-Songs
WEAF-Salon Singers
WOV-Save a Life Campaign
WINS-American Music Ensemble
2:05 WMCB-Organ Interlude
2:10 WMCB-Jack Filman-Sport Chat
2:15 WMCB-Golden Slipper Dance Marathon
WJZ-Weather Reports
WABC-Ann Leaf at the Organ
WOV-Nadine Weller, Soprano
2:20 WJZ-Radio Troubadours
2:30 WMCB-Meadows Beauty School
WEAF-Marguerite Devine, Pianist
WOR-N. J. League of Women Voters
WABC-American School of the Air
WPCB-Doreen Henry
WOV-Keeping Well
WINS-Frank Carroll-Songs
2:45 WEAJ-To Be Announced
WJZ-Smackouts
WOV-J. Russell O'Brien-Baritone
WPCB-Rudy Caputo-Songs
WINS-Symphonic Rhythmakers
WOR-May Applegate-Songs
3:00 WMCB-Allen Small's Orchestra
WEAF-Three Mustachios
WJZ-Organ Melodies
WOR-Win-Mar-Jan Trio
WPCB-La Chamberata String Quartet
WABC-La Forge Berumen-Musicale
WOR-Willie Zay Jackson
WINS-Marie Guion, Contralto; Louise Cirillo, Soprano; Helen Klingler, Pianist
3:15 WPCB-Mitchie Lake and Her "Aunt Capola"
WJZ-Josephine Casey-"A Working Woman Speaks"
WOV-Colonial Trio
WOR-Una Clayton Players
3:30 WMCB-In a Gypsy Camp
WEAF-Woman's Radio Review
WJZ-Hello Marie-Comedy Skit

- WOR-Ariel Ensemble
WABC-Manmarks in Medicine
WPCB-W-T Stock Quotations
WOV-National Child Welfare
WINS-Carrie Lillie, Personality Songs
3:45 WABC-Virginia Arnold, Pianist
WJZ-Rhythmic Serenade
WPCB-Douglas McTague
WOV-Ann Branch, Soprano
WINS-Angelo Bono, Singing Guitarist

4 P.M. to 6 P.M.

- 4:00 WMCB-Goldburg Furniture Co. Program-Musical Moments
WEAF-Musical Comedy Hits
WOR-New Jersey College for Women
WJZ-Home Decorations-Grace Viall Gray-Lowe Bros.
WPCB-The Song Dramatist
WABC-U. S. Army Band Concert
WOV-The Melody Three
4:15 WMCB-Organ Program
WOV-Jack Blatt, Tenor
WJZ-U. S. Navy Band
WPCB-Dave Soman
WINS-Uncle Robert's Rascals
4:30 WMCB-Argenta Quartette
WEAF-The Lady Next Door
WOR-Book Review-Thomas L. Masson
WABC-George Hall's Taft Orchestra
WOV-Levey's Fife and Drum Band
WPCB-The Gosselin Sisters
WINS-Gosselin Sisters
4:45 WMCB-Monsieur Sakele
WEAF-Tea Dansante
WPCB-The Forgotten Songster
WOR-Norman Carey-Irish Baritone
WINS-James A. Sowell, "Roving New Yorker"
WOV-Lillian Naples
5:00 WMCB-Golden Slipper Dance Marathon
WOR-Food and Hygiene-Breyer's Ice Cream Company Program
WJZ-Mid-Week Musicale
WEAF-May We Present
WPCB-Musical Travlogue-Lucille Peterson
WOV-Gilt Edge Phonies
WINS-Rose Gallo-"Songs-Plano"
5:15 WMCB-The Radio Doctor
WEAF-"Skippy"-General Mills Program
WABC-Tito Guizar-Mexican Tenor

- WEAF-"A Visit to Scotland"-Dr. John H. Finley
WJZ-Pepsodent Program-Amos n' Andy
WABC-Myrt and Marge-Wrigley Program
WINS-Lullaby Lady
WLWL-Monastery Echoes
7:15 WNYC-N. Y. State Industrial Safety Campaign
WEAF-Robert Simmons and the Campbell Orchestra
WJZ-Hinds' Romance Exchange
WABC-William Vincent Hall-Baritone, and the Manhattan Screamers
WINS-"The Trail Blazer"-Travel Talk
WOR-"Your Dog and Mine"-Everredy Program
WPCB-Dance Music
7:30 WEAJ-Prince Albert Quarter Hour-Alice Joy, Contralto; Paul Van Loan's Orchestra, "Ol' Hunch"
WJZ-Swift Program-Stebbins Boys
WABC-Richman Brothers Program-Sylvia Froos-Louis Silvers' Orchestra
WINS-The Globe Trotter
WOR-"Scrappy" Lambert, Frank Burns and Nat Brusloff's Orchestra-Norwich
WLWL-Rev. James M. Gillis, C. S. P.
7:35 WNYC-WNYC Air College
7:45 WEAJ-The Goldbergs-Pepsodent Program
WJZ-Billy Jones and Ernie Hare-Best Foods, Inc., Program
WABC-The Camel Quarter Hour-Morton Downey, Anthony Wons and Jacques Renard's Orchestra
WINS-Beatrice Fairfax
WPCB-The Three Dreamers

8 P.M. to 10 P.M.

- 8:00 WNYC-"Legal Problems Explained"
WEAF-Fleischman Hour-Rudy Valles and His Connecticut Yankees-Guest Star-Ray Perkins, Master of Ceremonies
WJZ-Dixie Spiritual Singers-Edgeworth Tobacco Program
WOR-Chandu, the Magician-Beech-Nut Program
WABC-The Bath Club-Margaret Santry interviewing guest, with Frank Ventree's Orchestra-Linit Program
WINS-Jersey Novelty Quartet
8:15 WNYC-WNYC Air College
WJZ-Rin Tin Tin Thriller-Chappel Bros. Program
WABC-Sterling Products Program-Abel Lyman and His Orchestra
WINS-English String Orchestra
WOR-The Record Boys-Al Bernard, Frank Kamplain, Russ Robinson
8:30 WNYC-Hassell Musicale
WABC-La Palina presents Kate Smith and Swanee Music
WJZ-Ivory Program-B. A. Rolfe's Orchestra
WOR-Bernhard Levitow's Ensemble Symphonique
8:45 WNYC-Federal Business League
WJZ-Sisters of the Skillet-Proctor & Gamble Program
WABC-Angelo Patri-"Your Child"-Cream of Wheat Program
9:00 WNYC-Sixteenth Infantry Band
WEAF-"Chevrolet's Big Six of the Air"
WJZ-Blackstone Plantation-Julia Sanderson and Frank Crumit-Wait and Bond
WABC-Eugene International Revue
WOR-Steuken County Society's 37th Annual Dinner at Hotel Commodore
9:15 WABC-Ted Husing, Irene Beasley-Freddie Rich's Orchestra-Mennen's Program
9:30 WMCB-Golden Slipper Dance Marathon
WEAF-Rudyard Kipling Tales-Sketch
WOR-Jerry Macy and Ed Snalley-The Tea Timers-Salada Tea Program
WJZ-To Be Announced
WABC-Love Story Hour
9:45 WMCB-Jewish Troubadour-Bond Bread Co.
WOR-WOR Minstrels

10 P.M. to 2 A.M.

- 10:00 WEAJ-Lucky Strike Dance Hour-Walter Winchell
WJZ-A. & P. Dance Gypsies
WABC-Hart, Schaffner & Marx Trumpeters
WMCB-Organ Interlude
10:05 WMCB-Hockey-Madison Square Garden
10:15 WOR-The Beggar's Bowl-Oriental Music
10:30 WJZ-Paris Night Life-Affiliated Products Program
WABC-"Music That Satisfies" with the Boswell Sisters and Shilkret's Orchestra-Chesterfield Program
10:40 WMCB-Three Little Funsters
10:45 WOR-Jack Clark and the Radio Romcos
WJZ-The Picken Sisters of Georgia
WABC-Arthur Jarrett
11:00 WMCB-Will Oakland's Terrace
WEAF-Jesse Crawford
WJZ-Laurier's Slumber Music
WABC-Toscha Seidel, Violinist
WOR-Ben Cutler's Dance Orchestra
11:15 WEAJ-Lew Conrad's Orchestra
WOR-Jimmy Carr's Dance Orchestra
11:30 WMCB-Betty Simonoff, Soprano
WOR-Moon Beams-Directed by George Shackley
WJZ-Through the Opera Glass-Orchestra Direction-Cesare Sodero
WABC-George Olsen's Orchestra
11:45 WEAJ-Cab Calloway and His Orchestra
WMCB-Eddie Lane's Orchestra
WABC-Bing Crosby
12:00 WMCB-Cuckoo, Horsefeathers
WEAF-Ralph Kirby, the Dream Singer
WJZ-Earl Hines' Orchestra
WABC-Guy Lombardo and His Royal Canadians
12:05 WEAJ-Johnnie Hamp's Orchestra
12:30 WEAJ-Charles Agnew's Orchestra
WJZ-Larry Funk and His Orchestra
WABC-Joe Reichman and His Orchestra
1:00 WABC-Pancho and His Orchestra
1:05 WMCB-Golden Slipper Dance Marathon
1:15 WMCB-Night Court
1:30 WABC-Robert "Buddy" Wagner's
1:30 WABC-Roseland Ballroom Orchestra

6 P.M. to 8 P.M.

- 6:00 WEAJ-Biennial Music Supervisors' Conference
WOR-Uncle Don-United Profit Sharing Program
WJZ-Raising Junior-Wheatena Serial
WABC-H. V. Kaltenborn-Current Events
WPCB-Elmo Russ Presents the Love Serenader
WINS-Ford Frick Sports Review
WLWL-Castleton Trio
6:05 WNYC-Municipal Reference Library
6:15 WNYC-Marie Doscow-Songs
WJZ-Veronica Wiggins, Contralto
WABC-Reis and Dunn
WPCB-Miriam Lax-Soprano
WOV-Justice Brandeis' Society Forum
6:25 WJZ-John B. Kennedy
6:30 WNYC-Elementary Spanish Lessons
WEAF-The World Today-James G. McDonald
WJZ-Old Songs of the Church
WABC-Songs of Romance
WPCB-Manhattan Dance Marathon
WINS-American Music Ensemble
WLWL-James McGarrigle-Baritone
6:45 WNYC-Advanced Spanish Lessons
WEAF-June Pursell-Ballads
WABC-Noble Sissle and His Orchestra
WOR-Harry Salters-Golden Trail of Melody-Richfield Program
WJZ-Literary Digest Topics-Lowell Thomas
WINS-"Ireland Calling"
WLWL-"Question Box"
6:55 WINS-"Radiatorial"-George Martin
7:00 WNYC-Commendatore Joseph Godono tenor
WPCB-John and Robert Favese
WOR-Bronx Marriage Burcau-Goodman Noodle and Matzo Program

# Radio Guide Program Locator

A. & P. Gypsies.....	WEAF	9:00 P.M.	Monday	only	Evening in Paris.....	WABC	9:30 P.M.	Monday	only	Littman's Program.....	WOR	11:45 A.M.	Mon., Thurs. & Sat.	Rexall Boys .....	WEAF	7:15 P.M.	Sundays	only	
Adventures in Health....	WJZ	10:00 P.M.	Thursdays	only	Everyday Beauty .....	WJZ	10:00 A.M.	Monday & Friday	only	Little Orphan Annie....	WJZ	5:45 P.M.	Daily ex. Sunday	Richman Bros. ....	WABC	7:30 P.M.	Tues. and Thurs.	only	
Allen—A Hostery Pro-gram .....	WABC	10:15 P.M.	Wednesday & Fri.	only	Ever-Ready Radio Gale-ties .....	WABC	9:00 P.M.	Sundays	only	Listerine Program.....	WJZ	10:00 P.M.	Tues., Wed. & Sat.	Rin-Tin-Tin Thriller....	WJZ	8:15 P.M.	Thursdays	only	
American Album .....	WEAF	9:15 P.M.	Sundays	only	First Nighter .....	WJZ	9:30 P.M.	Saturdays	only	Log Cabin Syrup .....	WABC	5:00 P.M.	Sundays	only	RKO Theatre of the Air.	WEAF	10:30 P.M.	Fridays	only
Amos 'n' Andy.....	WJZ	7:00 P.M.	Daily ex. Sunday	only	Fleischmann Hour.....	WEAF	8:00 P.M.	Thursdays	only	Lombardo, Guy.....	WABC	10:00 P.M.	Monday	only	RKO Proctor's Program.	WOR	1:00 P.M.	Monday	only
Armour Program.....	WJZ	9:30 P.M.	Fridays	only	Footlight Echoes .....	WOR	10:30 P.M.	Sundays	only	Love Story Hour .....	WABC	9:30 P.M.	Thursdays	only	Royal Vagabonds .....	WJZ	6:30 P.M.	Mon., Wed. & Fri.	only
Aunt Jemima.....	WABC	2:00 P.M.	Tues., Wed. & Th.	only	Forhan Program.....	WOR	7:45 P.M.	Tues., Thur. & Sat.	only	Lucky Strike Dance H'r..	WEAF	10:00 P.M.	Tu Thurs & Sat	Rubinoff, Dave .....	WEAF	8:00 P.M.	Sundays	only	
Baker, Belle.....	WABC	9:00 P.M.	Sundays	only	Frank and Flo.....	WOR	7:30 P.M.	Monday	only	Lyman's Band, Abe.....	WABC	8:15 P.M.	Tues., Thurs., Sat.	Salada Tea Timers.....	WOR	9:30 P.M.	Tu., Wed. & Thu.	only	
Bamberger Stamp Club..	WOR	10:45 A.M.	Saturdays	only	Friendly Five Footnotes.	WABC	9:45 P.M.	Fridays	only	Madison Singers .....	WABC	10:45 A.M.	Monday	only	Seidel, Toscha .....	WABC	11:00 P.M.	Thursday	only
Barnes, Pat .....	WJZ	12:15 P.M.	Daily ex. Sunday	only	Friendship Town.....	WJZ	9:00 P.M.	Fridays	only	Making the Movies.....	WJZ	9:45 P.M.	Sundays	only	Sheaffer, W. A., Pen Co.	WJZ	4:30 P.M.	Sundays	only
Bath Club .....	WABC	8:00 P.M.	Daily ex. Sat. & Sun.	only	Gauchos, The .....	WABC	11:30 P.M.	Sundays	only	Manning, Martha .....	WOR	8:30 A.M.	Daily ex. Sunday	Sherlock Holmes .....	WJZ	9:00 P.M.	Wednesdays	only	
Baumann Hour, Ludwig.	WOR	9:00 P.M.	Sundays	only	Gene & Glenn.....	WEAF	8:00 A.M.	Daily ex. Sunday	only	Martini and Rossi.....	WOR	9:00 P.M.	Monday	only	Simonix Guardsman .....	WJZ	5:30 P.M.	Sundays	only
Bayuk Stag Party.....	WJZ	9:15 P.M.	Sundays	only	General Electric Program.	WEAF	5:30 P.M.	Sundays	only	Maytag Orchestra .....	WJZ	9:00 P.M.	Monday	only	Singing Lady .....	WJZ	5:30 P.M.	Da. ex. Sat. & Sun.	only
Beau Bachelor.....	WABC	10:00 P.M.	Fridays	only	General Electric Circle..	WEAF	12:00 Noon	Daily ex. Sa. & Su.	only	Maxwell House Tune	WABC	7:15 P.M.	Mon., Wed., Thurs.	Singin' Sam.....	WABC	8:15 P.M.	Mon., Wed. & Fri.	only	
Beautiful Thoughts .....	WJZ	9:30 A.M.	Daily ex. Sunday	only	General Motors Program..	WEAF	9:30 P.M.	Monday	only	McCann Pure Food Hr..	WOR	10:00 A.M.	M Tu Wed & Thu	Sisters of the Skillet..	WJZ	8:45 P.M.	Tu., Thurs. & Fri.	only	
Beechnut Program .....	WOR	8:00 P.M.	Daily ex. Sat. & Sun.	only	Gerardine Program .....	WABC	8:45 P.M.	Tuesdays	only	McKesson's Musical Mag	WEAF	9:00 P.M.	Tuesdays	only	Skippy .....	WEAF	5:15 P.M.	Daily ex. Sunday	only
F. Belers'df & Co. Prog'm.	WJZ	10:00 A.M.	Monday and Friday	only	Girl & Boy Scout News..	WOR	9:45 A.M.	Saturdays	only	Mennen Program .....	WABC	9:15 P.M.	Thursdays	only	Slumber Music.....	WJZ	11:00 P.M.	Daily ex. Sunday	only
Bornie's Orchestra, Ben.	WABC	12:00 Mid.	Monday and Friday	only	Goldbergs', The .....	WEAF	7:45 P.M.	Daily ex. Sunday	only	Meet the Artist.....	WABC	5:15 P.M.	Tuesdays	only	Smith Brothers .....	WJZ	8:20 P.M.	Fridays	only
Best Foods Program.....	WJZ	7:45 P.M.	Daily ex. Sat. & Sun.	only	Gold Medal Fast Frt....	WABC	9:00 P.M.	Wednesdays	only	Mid-Day Bath Club.....	WABC	12:30 P.M.	Tuesday & Thurs.	Smith, Kate.....	WABC	8:30 P.M.	Mon Tu Wed Thur	only	
"Big Time" .....	WEAF	8:00 P.M.	Wednesdays	only	Goldstein & Bernstein..	WMCA	1:00 P.M.	Sundays	only	Mills Bros. ....	WABC	9:00 P.M.	Mon. & Thurs.	Society Brand Program..	WABC	10:15 P.M.	Tuesdays	only	
Blackstone Plantation..	WEAF	8:00 P.M.	Tuesdays	only	Goodyear Tire Co.....	WEAF	9:00 P.M.	Wednesday & Sat.	only	Min. Honeywell Won-WABC	1:30 P.M.	Sundays	only	Socony Sketches.....	WEAF	8:00 P.M.	Monday	only	
Blue Coal Radio Revue..	WABC	5:30 P.M.	Sundays	only	Gray, Alex .....	WABC	10:30 P.M.	Tuesday & Friday	only	Miracles of Magnolia....	WJZ	9:45 A.M.	Daily ex. Sunday	Songs of Israel.....	WMCA	9:30 P.M.	Tuesday	only	
Blue Moon Cuckoos.....	WEAF	5:30 P.M.	Saturdays	only	Great Personalities .....	WABC	9:30 P.M.	Tuesdays	only	Mobil Oil Concert .....	WEAF	9:30 P.M.	Wednesdays	only	Southland Sketches .....	WEAF	10:00 A.M.	Sundays	only
Boad Bread Program....	WABC	10:15 A.M.	Fridays	only	Halsey Stuart Program..	WEAF	8:30 P.M.	Wednesdays	only	"Moonbeams" .....	WOR	11:30 P.M.	Daily ex. Saturday	Stebbins Boys.....	WJZ	7:30 P.M.	Daily ex. Sat. & Sun.	only	
Boswell Sisters .....	WABC	10:30 P.M.	Monday	only	Hart, Schaffner & Marx.	WABC	10:00 P.M.	Thursdays	only	Movie Star Review .....	WABC	5:45 P.M.	Tues. and Thur.	Street Singer .....	WABC	10:45 P.M.	Mon. and Wed.	only	
Boarjols.....	WABC	9:30 P.M.	Monday	only	Health Products Corp..	WJZ	8:00 P.M.	Saturdays	only	Musical Clock .....	WINS	6:45 A.M.	Daily ex. Sunday	Swift Garden Party....	WJZ	3:30 P.M.	Sundays	only	
Boy's Club, Macy's.....	WOR	7:15 P.M.	Fridays	only	Heel Hugger Harmonies..	WJZ	8:30 P.M.	Tuesdays	only	Myrt and Marge .....	WABC	7:00 P.M.	Da. ex. Sat. & Sun.	Swift Program.....	WJZ	7:30 P.M.	Daily ex. Sat. & Sun.	only	
Breen & De Rose.....	WEAF	10:15 A.M.	Tues., Thurs. & Sat.	only	Hinds' Romance Exchange	WJZ	11:30 A.M.	Wednesday & Thur.	only	Mystery Chef .....	WJZ	10:45 A.M.	Tuesday & Thurs.	Sunday at Seth Parker's.	WEAF	10:45 P.M.	Sundays	only	
Bronx Marriage Bureau..	WOR	7:00 P.M.	Mon. and Thurs.	only	Hoffman Concert .....	WOR	9:00 P.M.	Fridays	only	Nat. Farm and Home Hour.	WJZ	12:30 P.M.	Daily ex. Sunday	Sundial Bonnie Laddies.	WJZ	6:45 P.M.	Saturdays	only	
Broughton Institute .....	WOR	1:00 P.M.	Thursdays	only	Horn & Howard's	WABC	11:00 A.M.	Sundays	only	Natl. Radio Forum.....	WEAF	10:00 P.M.	Monday	only	Sweetheart Program .....	WEAF	5:30 P.M.	Monday	only
Burns, Robert, Program.	WABC	10:00 P.M.	Monday	only	Hollywood Nights .....	WJZ	10:30 P.M.	Wednesday & Sat.	only	N.Y. Philharmonic Sym.Or.	WABC	3:00 P.M.	Sundays	only	Thomas, Lowell.....	WJZ	6:45 P.M.	Daily ex. Sat. & Sun.	only
Buick Revelers .....	WEAF	9:45 P.M.	Sundays	only	Hopper, Edna Wallace..	WABC	10:00 P.M.	Sundays	only	Nesides Program.....	WJZ	8:00 P.M.	Fridays	only	Three Bakers .....	WJZ	7:30 P.M.	Sundays	only
Camel Quarter Hour....	WABC	7:45 P.M.	Daily ex. Sunday	only	Horlick, Harry .....	WEAF	9:00 P.M.	Monday	only	Old Dutch Girl.....	WABC	8:45 A.M.	Mon., Wed. & Fri.	Today and Yesterday....	WABC	8:30 P.M.	Fridays	only	
Canada's Mounted .....	WJZ	10:00 P.M.	Monday	only	Horlick Program .....	WABC	10:15 P.M.	Wednesday & Fri.	only	Old Singing Master.....	WJZ	10:15 P.M.	Sundays	only	Tone Pictures .....	WJZ	8:00 A.M.	Sundays	only
Capitol Theatre .....	WEAF	11:30 A.M.	Sundays	only	Household Program .....	WJZ	9:00 P.M.	Tuesdays	only	Oldsmobile Melody Speed-	WOR	9:00 P.M.	Tuesdays	only	Tony's Scrap Book.....	WABC	9:30 A.M.	Daily ex. Sat. & Sun.	only
Chandu, The Magician..	WOR	8:00 P.M.	Daily ex. Sat. & Sun.	only	Ivory Soap .....	WABC	8:45 P.M.	Mon. and Wed.	only	Organ Reveille .....	WABC	7:30 A.M.	Daily ex. Sunday	To the Ladies.....	WABC	9:30 P.M.	Fridays	only	
Charis Program .....	WABC	3:15 P.M.	Wednesdays	only	Ivory Program.....	WJZ	8:30 P.M.	Thursdays	only	"Our Daily Food".....	WEAF	9:45 A.M.	WJZ	10:30 A.M.	Daily ex. Sunday	only			
Chase & Sanborn Hour..	WEAF	8:00 P.M.	Sundays	only	Jack Frost Melody	WJZ	8:30 P.M.	Wednesdays	only	Parade of the States....	WEAF	9:30 P.M.	Monday	only	Tracy, Arthur.....	WABC	10:45 P.M.	Mon. & Wednesday	only
Chesterfield Program....	WABC	10:30 P.M.	Mon., Tu., Th. & Fri.	only	Moments .....	WABC	8:00 P.M.	Sundays	only	Patri, Angelo .....	WABC	8:45 P.M.	Sunday and Thurs.	True Story Hour.....	WEAF	8:30 P.M.	Tuesdays	only	
Chvrolet Big Six.....	WEAF	9:00 P.M.	Thursdays	only	Janis, Elsie .....	WJZ	7:15 P.M.	Wednesday & Fri.	only	Payton, Corse, Melodrama.	WOR	8:30 P.M.	Tuesdays	only	Tune Detective .....	WJZ	10:15 P.M.	Wednesdays	only
Children's Hour.....	WJZ	9:00 A.M.	Sundays	only	Jarrett, Arthur .....	WABC	6:00 P.M.	Tuesdays	only	Pepsodent Program .....	WJZ	7:00 P.M.	Daily ex. Sunday	Uncle Don.....	WOR	6:00 P.M.	Daily & Sunday	only	
Cindy & Sam.....	WEAF	10:30 A.M.	Tuesday & Thurs.	only	Jessel, George .....	WEAF	8:00 P.M.	Sundays	only	Pillsbury Pateant .....	WABC	9:00 P.M.	Friday	only	Uncle Wiggily.....	WOR	4:30 P.M.	Fridays	only
Cities Service Orchestra.	WEAF	8:00 P.M.	Fridays	only	Jewish Troubadour.....	WMCA	12:45 P.M.	Sundays	only	Pollyanna, The Glad Girl.	WABC	5:30 P.M.	Fridays	only	Vaseline Program .....	WJZ	9:00 P.M.	Fridays	only
Clara, Lu and Em.....	WJZ	10:15 A.M.	Daily ex. Sat. & Sun.	only	Jewish Composers .....	WMCA	7:30 P.M.	Sundays	only	Pond's Dance Program..	WEAF	9:30 P.M.	Fridays	only	Vinck, Nell .....	WOR	11:00 A.M.	Monday & Thurs.	only
Cliquot Club Eskimos..	WEAF	9:00 P.M.	Fridays	only	Jolly Bill and Jane.....	WJZ	7:45 A.M.	Daily ex. Sunday	only	Pontiac Chieftains.....	WJZ	10:00 P.M.	Fridays	only	Voice of Broadway.....	WOR	9:00 P.M.	Sundays	only
Club Valspar .....	WEAF	9:30 P.M.	Saturdays	only	Jones (Billy) and Ernie	WJZ	7:45 P.M.	Daily ex. Sat. & Sun.	only	Prince Albert Qmar. Hr..	WEAF	7:30 P.M.	Daily ex. Sunday	Voice of Firestone.....	WEAF	8:30 P.M.	Monday	only	
Coca Cola Hour.....	WEAF	10:00 P.M.	Wednesdays	only	Jlare .....	WEAF	7:30 P.M.	Daily ex. Sunday	only	Pryor, Arthur.....	WEAF	9:00 P.M.	Saturdays	only	Wagner's (Mrs.) Melodies.	WABC	8:30 A.M.	Daily ex. Sunday	only
Collier's Radio Hour....	WJZ	8:15 P.M.	Sundays	only	Joy, Alice.....	WEAF	7:30 P.M.	Daily ex. Sunday	only	Psychologist Says .....	WOR	2:00 P.M.	Sundays	only	Waldorf-Astoria Orch..	WEAF	6:00 P.M.	Daily ex. Sunday	only
Colonel Goodbody .....	WEAF	9:45 A.M.	WJZ	10:30 A.M.	Kaltenborn Edits News..	WABC	6:00 P.M.	Monday & Thurs.	only	Quaker Man.....	WJZ	8:15 A.M.	Daily ex. Sunday	Wandering Around Of	WJZ	4:15 P.M.	Sundays	only	
Col. Stoopnagle & Budd..	WABC	8:45 P.M.	Mon. and Wed.	only	Kath'rine'n'Calliope .....	WOR	9:00 A.M.	Daily ex. Sun.-Mon.	only	Raising Junior.....	WJZ	6:00 P.M.	Daily ex. Wed.	Wayne King Orchestra..	WEAF	3:00 P.M.	Sundays	only	
Contented Program .....	WJZ	8:00 P.M.	Monday	only	Kelly-Springfield Tires..	WJZ	9:45 P.M.	Sundays	only	Real Folks.....	WABC	5:00 P.M.	Sundays	only	Willys-Overland Orch..	WJZ	8:15 P.M.	Wednesdays	only
Cook, Phil.....	WJZ	8:15 A.M.	Daily ex. Sunday	only	Kew Gardeners.....	WOR	7:30 P.M.	Monday	only	Reese, Marry.....	WEAF	9:00 P.M.	Fridays	only	Wilson, Ward .....	WJZ	6:30 P.M.	Mon., Wed. & Fri.	only
Cream of Wheat Program.	WJZ	7:45 A.M.	Daily ex. Sa. & Su.	only	Keys to Happiness.....	WEAF	11:30 A.M.	Saturdays	only	Life-Time Revue, Shaeffer.	WJZ	4:30 P.M.	Sundays	only	Winchell, Walter.....	WEAF	10:00 P.M.	Tues. Thur. & Sat.	only
Crocker, Betty.....	WEAF	10:45 A.M.	Wed. and Friday	only	Kipling, Rudyard, Tales.	WEAF	9:30 P.M.	Thursdays	only	Litit Programs.....	WABC	8:00 P.M.	Daily ex. Sat. & Sun.	Witch's Tale.....	WOR	9:30 P.M.	Monday	only	
Crosby, Bing .....	WABC	6:45 P.M.	Mon., Wed. & Fri.	only	Knox Sparkling Music..	WEAF	9:15 A.M.	Tues., Thurs., Sat.	only	Literary Digest Topics..	WJZ	6:45 P.M.	Daily ex. Sat. & Sun.	WOR Mlustrels .....	WOR	9:45 P.M.	Thursdays	only	
Damrosch, Walter .....	WJZ	1:00 P.M.	Sundays	only	Kreidler, A. S., Shoe Co.	WABC	5:30 P.M.	Fridays	only										