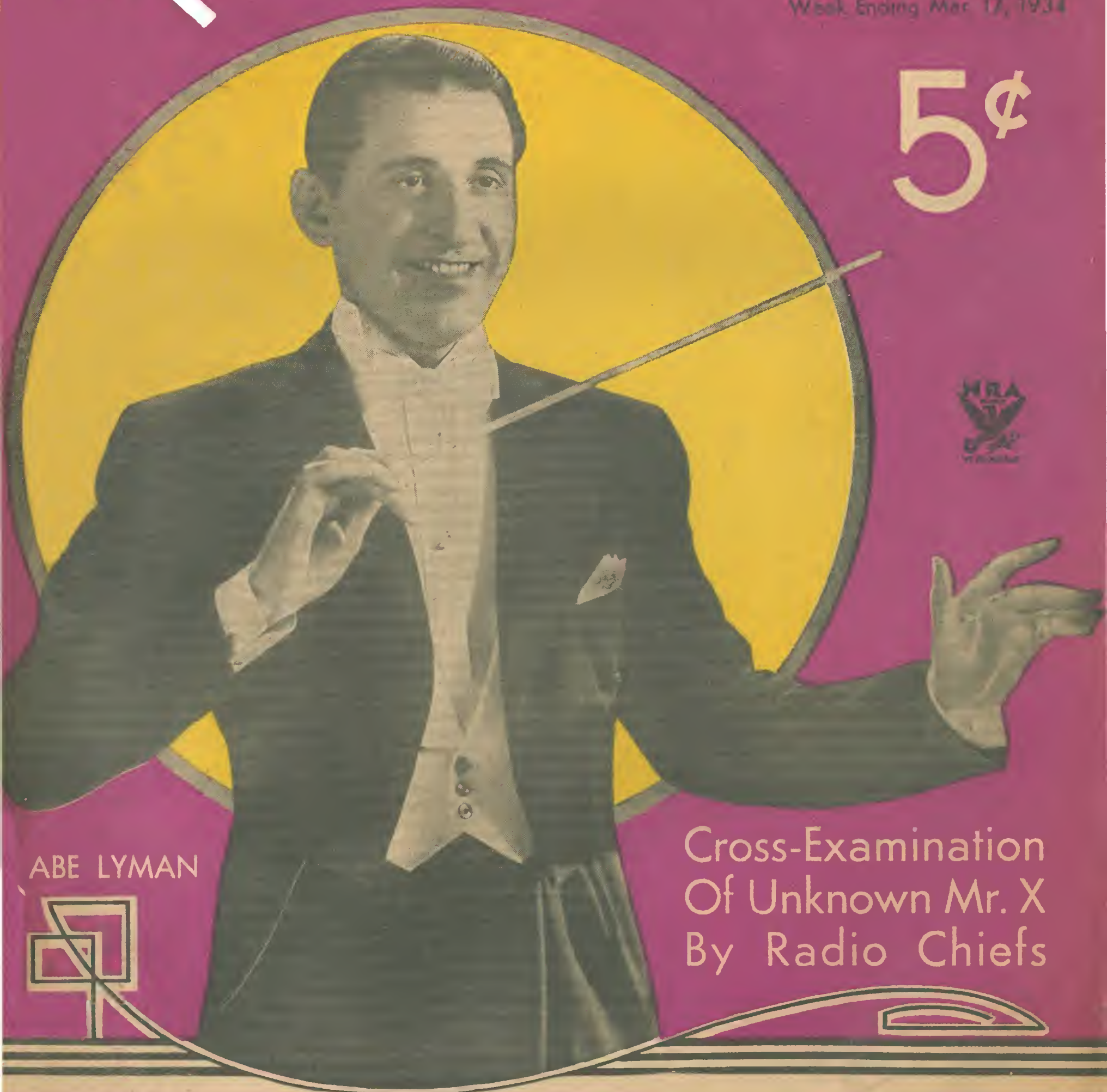


Radio Guide

LARGEST WEEKLY RADIO AUDIENCE IN AMERICA

D
Week Ending Mar. 17, 1934

5¢



ABE LYMAN



Cross-Examination
Of Unknown Mr. X
By Radio Chiefs

ABE LYMAN'S CONFESSIONS of a BANDMASTER

MIKE'S BUSIEST GIRL HOW CAN SHE DO IT?

IF YOU'RE searching for a definition of the word "busy", don't consult a dictionary. Look up Arlene Jackson, NBC's "personality girl" and blues singer. You can learn about it from her, for she's the busiest girl in radio.

What Arlene doesn't know about giving every twenty-four hours a fatigue-producing work-out, isn't to be learned. Likewise, what she can pack into one day would have to be spread over several for most people. Arlene is experienced. She has three commercial and two sustaining programs weekly. Their preparatory details and rehearsals make her radio's hustlingest feminine star.

She is a winsome sprite, blond-tressed, twenty-three years old, with so much charm that it was natural for her to become known as the "personality girl". She stands on the threshold of many doors, all variously designated as "Life". But among them is another door. Through it only must she pass. It is marked "Radio." For the present, at least, she has no time to try the other doors.

Despite her youth, she knows from experience all about such profound things as laws of compensation. For every hour of success she has had—and she has enjoyed years of them—there have been several hours of preparation. She has known much that is called glamorous. But she has missed some of the things that other girls of her age enjoy.

She is explaining, rather than complaining, however. Her heart is in her work, and consequently in her voice.

You hear her on the Purol show each Saturday night at 9 p. m., EST; on the Perfect Circle show Sunday afternoons at 2:30 p. m., EST; at 12 o'clock noon, EST, each Monday, teamed with Vee Lawnhurst and Muriel Pollock, pianists; at 7:30 p. m., EST, Tuesday evenings, singing with Green Brothers' orchestra, and at 7:45 p. m., EST, on the same evenings with Gus Van and Company.

Such activities make Arlene about as accessible to her friends as the Sleeping Beauty was to the Prince Charming. Well-nigh impenetrable forests and rusty locks tested his courage and strength. Similarly, young men trying to make engagements with Arlene usually find her so hopelessly bogged down under work that it is impossible for them to do so.

She's young, pretty and intensely

popular, yet she rarely has a "date". That's the unvarnished truth. This is not due to backwardness on the part of the eligible young men she meets.

Arlene is philosophical. She twists one of the familiar laws of life until it compensates in her favor. She works hard, but counts it her good luck that she is used to it. Since her first public appearance, at the age of three, she has been entertaining pretty steadily. At sixteen, she was a concert piano soloist with the Toronto Symphony Orchestra. Before and since she left her native Toronto, her life has been a whirl of theatrical, vaudeville,

SEE NEXT WEEK'S
RADIO GUIDE
For Columbia Broadcasting
Chief's Own Story —

Paley Asks
Mr. X Ten
Questions

concert, motion picture, and radio engagements. She's had little leisure.

When she was three, she earned her first money as a child actress in a Christmas pantomime given by a department store in Toronto. At twenty-three, after being in New York less than a year, she finds herself in the midst of the schedule that entails all her days and nights.

Realizing that these demands upon her time become barricades, Arlene promises some day to remove at least a few of them. To the girls who envy her, she advocates applying a little compensation.

When you are out with your boy friend, instead of singing on the radio, Arlene advises you to remember that that is something she can't be doing.



Arlene Jackson, who would rather play than do anything else—but she won't let play interfere with her "busiest girl's" schedule

DODGING STRANGE GIFTS AND MAD MUSIC

ONE of the greatest time-consumers for radio stars today is the necessity to reject "freak" ideas submitted by ambitious people. The time involved in declining these, along with the adroitness needed to decline without giving offense, is of such proportions as to approximate a profession in itself.

Every radio artist has this problem to meet. He must know how to reject tactfully, weird suggestions offered to him by aspiring creators. The average listener would be appalled to know how much a part of the entertainer's job this has come to be.

Frank Black, the NBC musical director, for instance, seems to be specially singled out by a large portion of the professional "suggesters" as a likely target. Here are just a few of the bright ideas submitted to Black within recent weeks:

The owner of an Eskimo dog team wanted to put his sled on wheels, bring the whole outfit to the studio, and recreate a dog race for the radio. He had a friend who, he claimed, could play tunes by striking himself briskly on the head with household and kitchen implements.

An iceman with no musical training, but one who modestly averred that his lady customers had found his voice highly pleasing, wanted to outdo Columbo, Crosby and Vallee. An inventor assured Black he had worked for years perfecting a device which, when attached to a pipe organ, would simulate a ukelele—and would Mr. Black please put it on the air?

Annette Hanshaw has received a number of offers from ambitious young men with ideas for duets. Invariably Annette is asked to pay the transportation of those who offer, to New York.

Although no one but himself ever has written a line of his material, Tony Wons is deluged with bud-

ding authors who claim that they could do a better job than the "script writer he now has".

An arranger who assures Don Bestor he is "another Whiteman" wants Don to add fifteen men to his band, use these new arrangements, and thus skyrocket himself to new fame and fortune.

Trumpet and trombone players besiege Jack Denny, who uses no brass instruments in his Pierre orchestra. They seem to think the reason is that Jack can't find good players.

There is in California, according to his own admission, "the hottest fiddle player in forty-eight states." He wrote to Edith Murray the other day, offering to move to New York to play her accompaniments. All she had to do was to send him trainfare.

Within the past two months, more than four hundred eager mothers have volunteered to permit their young hopefuls to appear in the cast of "The Wizard of Oz", at salaries ranging from \$1,000 a broadcast down to nothing whatever.

And a German singing society offered to pay the line charges if Big Freddy Miller would broadcast from their hall, and use their vocal choruses.

Lee Wiley has an admirer who offered her an expensive bottle of perfume for each song she sang without that melancholy note. Unfortunately for the donor, that melancholy note is what keeps up the Wiley vogue.

Three fiddlers and a guitar player from the mountains of Tennessee kindly offered to bolster up the program of violinist Albert Spalding.

Since word leaked out that that baritone Alexander Gray owns a gold mine, his mail has been full of prospectuses from stock promoters, telling him how, if he would plug their projects, they could "clean up".

Comic George Beatty's "Broken Arms" hotel skit

has apparently caught the fancy of traveling men. From some of them come amusing hotel experiences.

Most amusing was the request Don Bestor received last week from a young man who said he looked like Bestor, and wanted the orchestra leader's permission to use his name for a night to impress a girl.

It's tough enough, sometimes, to say "no". But to say "no" and make them like it—who said a radio star's life was soft?

TRAIL PUZZLE Now in Verse

MR. HOWARD S. PALMER, of Stoneham, Massachusetts, is an ardent reader of RADIO GUIDE. He is an enthusiastic solver of puzzles as well. He has undertaken to send a solution to the \$10,000.00 Trail Puzzle, printed in full on the last page of this issue. Mr. Palmer of course hopes that he will win a prize. He intends, if he should be one of the winners, to collect a maximum sum; in fact, he wrote in as follows:

This "station contest" you announced
In RADIO GUIDE this week
Has started me courageously
The highest prize to seek.
If you will kindly send to me
The station information
I'll do my best to grab the prize
From others in this nation.
I'd much prefer five thousand cash
When my name does appear
So I'm subscribing for the GUIDE
Throughout this coming year.

See Last Page for Full Details

CONFESSIONS OF A BANDMASTER

America has outdistanced the entire world in the mass production of current music. The art has assumed proportions transcending all calculations and touching at some point nearly every home in the nation.

Thus, a new world of entertainment—a different realm of habit and thought—has been evolved. In that new world loom leaders whose personalities have been impressed on radio listeners throughout civilization.

Among those leaders—captains of a magic industry—none stand forth more glamorous, more challenging, more interesting than the orchestra directors whose batons every day sway the dances or stir the senses of tens of millions of people. Who are these leaders? What sort of men are they? What are their backgrounds? What are their thoughts, their hopes, their ambitions, their pastimes?

Floods of inquiries about the intimate details of the lives of bandmasters have prompted RADIO GUIDE to obtain the answers to these questions. A thorough canvass revealed one orchestra leader as having the qualities, the experiences and the history mirroring the personalities of a larger number of his colleagues than could be attributed to any other orchestra leader. That man is Abe Lyman.

At the earnest solicitation of RADIO GUIDE, Mr. Lyman has written the story of his experiences. Never before has the heart of a popular idol been laid bare with such candor, with such intimacy of personal revelation. His fidelity to the naked truth leads closer to "confessions" than to any other term.

In the story of his life is told the loves, the hates, the fears, the struggles, the heart-breaks of many band-leaders. And yet the story, told by him, is breath and flesh of Abe Lyman—musician, maestro, man

By ABE LYMAN

I'M on the air! The Columbia Network broadcasting. Thousands of people all over the United States are listening.

"Harry Vonzell speaking. Presenting Abe Lyman and his Californians, playing for you direct from the Terrace Room of the Hotel New Yorker in New York City."

There is a great crowd in the Terrace Room. The floor is jammed during every number. The radio shows attract listeners who say we're good in thousands of letters. Strangers stop me and tell me what a great band I've assembled. They tell me they like my music. Admiring women crowd around the platform. And I get paid for all this!

It's a flash show. The brasses glitter above the boys' gleaming white shirt fronts as I wave the baton. I can imagine some of the customers whispering: "I understand he collects four thousand dollars a week for that."

Waving a baton is easy. Meeting people is easy. And my broad smile isn't a property smile; I really feel that way. I like meeting people and playing for them. And I want people to like me and my boys. I want them to like our music. There are times, though, when it's pretty much of a struggle to generate good humor. Let me take you back of the smile.

Within the past few days one of the Broadway gossipers told me that two of my boys are playing around with the same girl, a singer in a local cafe. It won't be long now until one or the other discovers he is being misled. Then there will be trouble.

When two musicians start quarreling over a woman, the rest of the band will take sides. And there cannot be dissension in a smoothly-operating band. I'm worrying now how I am going to prevent the explosion—or soften it—to keep my band intact and harmonious. I need both of those boys. They're important members of my organization.

Off to one side of the orchestra, sitting at a little table in a corner, are four song pluggers. Two of them must be told that the new numbers they want me to help them put over are worthless and that I can't touch them. Two others have new tunes which look like hits. I stand a chance that the two whom I refuse will cease to be friendly and will remain away when their houses publish new hits which I am sure to need.

I have to worry about my popularity, even when I am riding the crest of the wave. Suppose the radio fan letters drop off a few dozens. Suppose the cafe crowd is twenty less than it should have been on a good night. Suppose the sponsor of one of my radio shows reports that sales on his product have dropped off a few percent in a month. These things do happen,

and when they come they're strictly the band leader's headache.

My press agent tells the newspaper columnists what a happy carefree guy I am, and what a wag I am credited with many bright sayings. They come from Abe Lyman headquarters. But actually I'm too busy thinking about business to spend my time on clever repartee. The press agent is paid for keeping my name before the public in the manner acceptable to the newspaper men. Me, I'm a salesman—just as much as the chap who struggles over his daily report at night after a long, tough day ringing doorbells.

I don't have to make out daily reports. But my bosses know whether I've been hitting the ball, just the same. There are other ways of determining whether I've been working than by the simple procedure

Gilda Gray, celebrated "Shimmy" and "Hula" dancer, who was Abe Lyman's "girl" in the early days of his musical career, when he was a drummer in Chicago



Abe Lyman's courage in baring the intimate facts in his personal life and in his professional career is to be commended. In this, one of his latest photographs, is shown a striking example of what he calls his "permanent smile"

of looking into the sample case to see if there are less brushes inside in the evening than there were in the morning. And the methods of manufacturers and hotel corporations are just as efficient as those of the sales manager of a brush company.

Now perhaps you have a clearer idea of what's behind my smile.

No doubt many people believe that a great metropolitan hotel goes out shopping for music when it is ready to launch a new entertainment enterprise. Nothing of the sort. The managers go shopping for a bandleader. If he is in the upper bracket of the maestros, he will naturally produce music that is popular with the sort of people the hotel wants to attract. He *must* have a following.

After a bandmaster signs a contract to play in a night spot, it is up to him to *sell* that hotel or cafe to the public. If the contract is with the sponsor of a radio program, it is up to the leader to increase the sales of the sponsor's product. What does it? The music? Not on your life. It's the leader's personality.

Let me ask another question. What is personality? Ask me privately and I'll tell you it's about seventy-five percent sex-appeal and twenty-five percent good fellowship. If beautiful girls gather around when you're directing a number; if they ask me for autographed photos; if they send adoring letters; if they propose marriage; if the men hail me for a nod of recognition; if my telephone is busy during day and night; if song pluggers feel I'm worth a refusal now and then; if the customers plague me with requests for their favorite numbers which "you can play better than anyone else"—I can be reasonably sure that I'm getting somewhere in the exacting business of conducting a dance band. The trick is to stay there.

The dance leaders who get along—who are featured on the better commercial radio programs and in the big metropolitan hotels and cafes—they are the ones who get out in front of the band and smile at the crowd, "yes" the customers, play request numbers, greet unknown men and smile at the women, and otherwise keep the crowd happy.

Rudy Vallee's curly hair (Continued on Page 26)

WHEN "IT" IS THE SAME BY EAR AND EYE

TOMMY McLAUGHLIN has been caught in a women's net. He had no chance. He was up against an all-feminine jury.

There are those who would say that in this, he was the victim of a fate common to men. But in other respects, Tommy's experience differs vastly. In the first place, a hairnet did the enmeshing. Secondly, tangled up with it was a beautiful radio contract. And finally, he remains a bachelor still.

It all came about because a jury of women employees of his hairnet sponsor found him guilty of having an abundance of "it" in his baritone voice. Keeping him off the air they deemed a shame. On the recommendation of a feminine jury, the company signed him for his commercial.

As "The Romantic Bachelor," he sings Saturday nights at 6:15 p. m., EST, over the Columbia network.

When the hairnet company decided to go on the air, its executives knew their job was to provide something that would catch the ear of a feminine audience. The intention, of course, was to create a bigger market for their hairnets. They also knew that some young man with plenty of personality could best do this for them. They proceeded, then, to audition numerous golden-voiced aspirants.

Try as they would, they couldn't come to a decision about any one of them. They knew the singer they would select must have plenty of romantic appeal. A series of auditions had been completed, but there still remained four singers from whom to choose. The handsome young McLaughlin was among them. The hairnet people insisted that their radio entertainer have a heart-stirring personality. But knowing that didn't help them to make their selection.

In this predicament, one of the executives had a bright idea. "What do any of us know about a baritone's romantic appeal?" he asked the masculine director's board. "What we need is a jury of women to decide which of these four has 'it'."

The idea clicked with his associates. Thereupon they selected from women employees of the company a group who could hear each singer once more. To the headquarters of the Columbia Broadcasting System in New York, they went.

Wisely, the officials of the company arranged the auditions so that the girl jurors couldn't see the singer to whom they were listening. But even without his personable appearance, Tommy drew a unanimous vote.

Then and there the company officials were sold, and Tommy landed the contract. He rewarded the fair jurors afterward with an impromptu concert just for them. They returned to their desks at the hairnet company much more pleased with their jury fee than jurors customarily are.

Only twenty-four years old, this young fellow came to radio for the first time two years ago as a protegee of Morton Downey. His first success came shortly, when he starred in the "Threads of Happiness" series over CBS. One of his proudest possessions is a telegram from Franklin D. Roosevelt, thanking him for his aid in popularizing the Roosevelt campaign song, "Row, Row, Row, with Roosevelt".

He was born in California, but went to the other extreme to obtain his four years of musical education at a New England conservatory. Following a year with the Jessie Bonstelle company in Detroit, and a few vaudeville engagements, he obtained an audition through Downey's influence, and landed his first radio contract.

CLAUDETTE'S LUCK

CLAUDETTE COLBERT, the movie star, wanted only water when she exclaimed, "Give me a drink somebody—that must have sounded punk!" She said it just as she stepped away from the microphone after her radio debut on that "45 Minutes in Hollywood" show not long ago. But she came near to founding another classic legend of the studios similar to that of an uncle of the air waves who finished his fairy tale to the kiddies one night with "There, that ought to hold the little beggars"—thinking he was off the air when he wasn't.

Miss Colbert was saved from an embarrassing situation by a circumstance out of her control. Her first performance before a radio microphone as guest of the new Hollywood headliner series, in that show's opening broadcast, was sent by land wire from the Pacific Coast to the Columbia studios in New York, and then broadcast over the WABC network. When engineers disconnect a land wire they do it the instant a speaker lets his or her voice drop on the last word of the script. But if it had been broadcast directly, the nation's radio audience would have been in on one of those rare "microphone errors" which cause no end of concern about the studios.

Miss Colbert probably will not soon forget her radio debut—and another good radio story is lost.

HUNDRED THOUSANDTH BALLOT CAST IN "STAR OF STARS" ELECTION — SEE PAGE ELEVEN



Tommy McLaughlin and the composite consumer jury that passed on his merits as a singer and as a charmer and convicted him of having "it" from both a vocal and a personal standpoint

BATTLE OVER RADIO NEWS

RADIO has not wholly abandoned its claim to a place in the news service sun.

More than thirty independent stations have broken away from the compromise arranged by the two major networks, by the terms of which their radio news distribution is under the supervision of newspaper publishers. A battle is on between these independents on the one hand and the newspaper press on the other.

The compromise from which these protesting stations dissent, was embraced in a formal agreement recently concluded between the National Broadcasting Company, the Columbia Broadcasting System and the National Association of Broadcasters with the American Newspaper Publishers' Association and allied groups. This arrangement, declared in effect March 1, is in reality a "peace treaty" to prevent the networks and stations from utilizing their own means of disseminating news before the newspapers, handicapped by slower processes of printing and distribution, could reach the hands of readers.

In return, the newspaper interests agreed to provide a radio news bulletin twice a day, edited by a bureau selected by the newspaper publishers, the networks and stations subscribing to this Press-Radio Bureau service. News bulletins are provided by the major established news gathering agencies. However, the bulletins cannot be broadcast prior to 9 a. m. for the morning bulletin, or before 9 p. m. for the evening bulletin.

At the same time, or rather two hours or more before broadcasters may release these bulletins over their microphones, the newspapers are on the streets containing the same stories well amplified, of course, with details and, in many cases, pictures.

The radio bulletins are barely five minutes in total length, and each separate news story is limited to thirty words by this extraordinary pact.

But all broadcasting stations did not share the belief that the agreement met their desire to broadcast

news. John Shepard III, merchant-broadcast prince of Boston, Mass., and owner of the powerful Yankee Network of stations in New England, has precipitated a 1934 version of the Boston Tea Party with his defiance of the terms of the pact. Three days previous to the beginning of the Press-Radio Bureau, the Yankee Network News Service, with Dick Grant as editor, started operations.

This organization is gathering news for dissemination by the Yankee Network exclusively and it is fighting all newspapers seeking to prevent it from gathering such news. Already an important political battle has loomed as a result, and more than one Massachusetts and Boston official has been taken to task in strident Yankee Network broadcasts for his alleged sympathies with the newspapers.

Nor are other sectors of the country sitting peacefully by.

In San Francisco, KJBS, an independent station, is the leader opposing the Press-Radio agreement. It is reported that KJBS is obtaining news through stations KFI and KECA, in Los Angeles, stormy petrels of Southern California who do not intend to "take it on the chin." There likewise KNX, with Guy Earl, owner, in a fighting mood, is opposing the pact by gathering its own news.

One western station has even negotiated the American rights to world news as (Continued on Page 13)

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AYLESWORTH HAILS MR. X. CATECHISM FOR LISTENERS

MR. X, THE long-sought Average Listener of Radio, has faced a crucial test. He has been put on the witness stand by the two outstanding Chiefs of Radio Operation.

The personality that is admittedly the key to all broadcasting problems—the Master of Radio—has been catechized by Mr. M. H. Aylesworth, President of the National Broadcasting Company, and by Mr. William S. Paley, President of the Columbia Broadcasting System.

Mr. X beyond a peradventure is the most powerful figure in radio. All of the millions of dollars of investment in broadcasting equipment, all of the work produced by millions of workers in myriad fields allied with wireless transmission, is for his enjoyment, for his benefit.

Laborate surveys are made each year, at a cost exceeding \$500,000 annually, in attempts to determine the listening tastes of Mr. X and his family. Inquiries by mail and by telephone call, through premium offers made during broadcasts, by check on sales of advertised goods, all point to the accomplishment of this one object—to determine who is the Average Radio Listener. What are his likes and his dislikes? How great is his earning power? To what extent does he spend his money for products advertised over the air?

Radio Guide has undertaken to find this composite Average Listener in the person of one living being, "Mr. X" might be a man. The Unknown might well be a woman. Whether man or woman, when that much-sought person is found, broadcasting executives and directors of radio entertainment, sponsors and artists—all will hang upon his every word. His opinions will forecast the future of broadcasting.

Mr. Aylesworth was asked if he would welcome Mr. X and Mr. X's typical radio family to New York. "Welcome him!" he exclaimed. "I'd give him the keys to Radio City!"

"Well, now . . . in that case . . . If you could meet him face to face, what would be the first ten questions you would ask Mr. X?"

"Ten questions wouldn't begin to cover the information I'd wish to obtain from the gentleman if—and when—I have the honor to meet him."

Put yourself, for a moment, in Mr. Aylesworth's place. Questions that would elicit answers from a composite of radio listeners, assume magnitude undreamed at first blush, for such answers would affect the selection of broadcast programs mightily.

Mr. Aylesworth showed no disposition to delay the gathering of whatever information Mr. X had at his disposal. Somewhere among the hundreds of thousands of readers of Radio Guide, enjoying a present comparative seclusion, this Mr. X exists. Mr. Aylesworth recognizes his existence—even though he lives momentarily in anonymous isolation. Addressing him, Mr. Aylesworth forthwith proceeded to formulate his queries:

"I would ask him first: Where do you live? And to what broadcasting stations do you listen?"

"My second question would be addressed not to Mr. X alone, but to his wife, and to their small son and their growing daughter: What programs do you like best? I would require a separate answer from each member of the family, for radio's problem is to suit all types of listeners, not one alone."

"My third question would concern programs not on the air. In fact, I should ask several questions under this head. For example: What kind of program not now on the air would you like to see presented? And what kind of program now on the air would you like to have in greater quantity? I think I would then address Mrs. X with some such question as this: Apart from evening programs to which the whole family listens, what service could radio give you by way of a house-wifely program not now on the air? Carrying my inquiry still further along this line, I should ask Mr. X if he has a radio in his office. I should like to know from him what kind of business service could radio give him in his office, or at home before he leaves for his office. I should expect him to name a type of program not now on the air, one that would of course help him in his daily conduct of his business."

"My next question," Mr. Aylesworth went on, "would be directed toward what Mr. X would be privileged to consider his prejudices: What type of show now on the air is objectionable to you, from the standpoint of entertainment or of information?"

"And, then, I should wish some information about Mr. X's radio habits. I'd ask: How long have you been listening to radio? How old is your receiving set? Do you know that you can get better results from a modern radio than from an old one? Have you had someone inspect your tubes recently to find out if you're getting the best service from your set in quality and reception? Do you know that any good dealer can furnish a man to make it possible for you to receive

clearly, any important station in your community?"

"Next I should ask Mr. X a question to which I'm exceedingly keen to get his answer: Have you noticed a trend on the part of sponsors—who are the advertisers—of radio programs to give you better talent and better programs during the last year?"

"Sustaining programs are important. I should like to know what Mr. X would say to this:

"Do you believe that the National Broadcasting Company is rounding out good sustaining programs—those are the non-commercial programs—a varied and complete program service, in keeping with the sponsored programs?"

"Then the advertising. There is much that I should wish to know here.

For example: Do you know that just as advertising pays for a newspaper, but at the same time does not dictate the editorial and news policies of the paper, so do sponsors and advertisers pay the entire cost of the system and its various stations, although many programs are offered you without sponsor control? Do you also know that the purchase of products by the radio family, the products advertised over the air, pays for the upkeep of the radio company and its separate stations? And do you know that the sponsors spend one million dollars a week for studios, telephone lines, talent, et cetera, to give you service?"

"Do you like opera, symphony orchestras, semi-classical and classical music, and do you want more of such programs? Or do you prefer the music of dance orchestras—and are there too many or too few of these programs?"

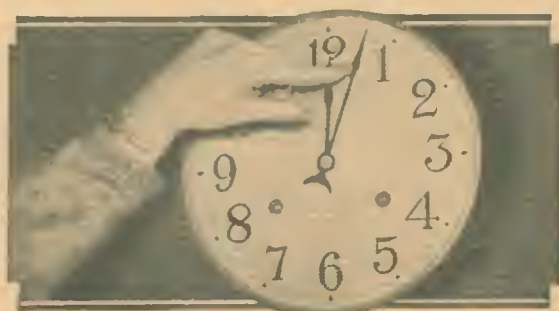
"Some consideration must be given to educational programs. I would want Mr. X to tell me something about this:

"What do you think is the function of radio in education—both for adult and for (Continued on Page 15)



M. H. Aylesworth, President of the National Broadcasting Company, who says he would welcome heartily the opportunity to meet Mr. X, the Average Radio Listener, and added "I would give him the keys to Radio City." The radio chief tells what he would ask Mr. X.

An Hour Ahead



This department will attempt to furnish the listener with the very latest news of coming events on the air, covering the activities of both the sustaining networks and the sponsor-advertisers. The purpose of "An Hour Ahead" is to render the most advanced service possible, so that outstanding broadcasts of the future may be noted and awaited, for fullest listener enjoyment.

By Dick Bard

BANDS: The strictly feminine band at the Capitol Theater, New York, was organized by Phil Spitalny, who hopes to further groom the organization for radio work . . . Dave Rubinoff's crew will not go to the West Coast immediately, as planned, because Eddie Cantor has agreed to remain in New York until April 22, when the fiddler's hotel contract expires. He was scheduled to go to Hollywood for his last few shows . . . Duke Ellington's band, which has just completed one picture in Hollywood, will remain to make another . . . The Fred Waring program (CBS Net) will carry on without guest stars in the future.

COMEDY: Jack Pearl, the Baron Munchausen,

will get nineteen additional stations in a coast-to-coast network (NBC Red Net) . . . Nestle has renewed the contract of the Chocolateers (NBC Blue Net) with Walter O'Keefe, Ethel Shutta and Don Bestor's band, for another thirteen weeks . . . Jack Benny goes on the air for General Tires (NBC Red Net) with Frank Black's orchestra and Frank Parker, Tuesday nights 10 p. m., EST, soon.

DRAMA: Blue Jay is soon to present Wade Booth and Dorothy Day, both formerly of the stage, in a program combining musical and dramatic offerings (NBC Blue Net) . . . Beechnut Packers, according to last reports, will not renew the Red Davis program (NBC Blue Net) when the contract expires March 23. A musical show is being considered to take its place . . . "Dangerous Paradise," the serial sponsored by Woodbury's face powder (NBC Blue Net) and starring Elsie Hitz and Jack Dawson, ends the second week in April. The show will return to the air in the Fall . . . Radio's first stock company will make its appearance (NBC Net) March 26 under the sponsorship of Palmolive. The company will do a new play each week. Among the early selections are "Eileen," "Birth of a Nation," "Four Horsemen of the Apocalypse," and "Robin Hood."

VOCAL: John Charles Thomas on March 21 replaces John McCormack, Irish tenor, Africa bound. Thomas will sing on the show for four weeks (NBC Blue Net) after which it will close for the season . . . Chauncey Parsons, former Magic Tenor and now singing in the Pittsburgh Varieties show, will go to Chicago soon . . . Kate Smith will return to the air (CBS Net) with two shows a week, sponsored by an insurance firm.

MISCELLANY: The Newsreel of the Air, produced by Jesse Butler, former CBS executive, will be inaugurated over eight Eastern stations soon, under the sponsorship of Absorbine, Jr. The programs are actual sound effects from current news events by the Pathe News camera, and recorded for radio . . . Mary Pickford is being offered to radio at \$7,500 a broadcast, in a program Saturday afternoons (NBC Red Net).

STIR IN COAST RADIO

ALONG THE AIRIALTO

By Martin Lewis

AS CHRONICLED in these columns from time to time, *Bing Crosby* has been expected to pack up his jaunty wardrobe and transfer himself from Hollywood to New York for his broadcasts several times since his current series started. But each time something interfered—either the necessity for a rest or another film engagement, and each projected cross-country trip was nipped in the bud.

But it was finally settled that he should return to Manhattan early in March. Now, however, it is the same old story. My westward ear-to-the-ground brings me the news that Hollywood just can't let its Bing go, so again he will remain on the coast.

Shaking the Bandstands

Carol Lofner's orchestra, as you know, is now making his music since *Gus Arnheim*, who was last featured with him, is heading for San Francisco to take *Ted Fiorito's* spot at the St. Francis Hotel.

At the same time, Fiorito moves to Los Angeles to take *Guy Lombardo's* place at the Coconut Grove, and Guy and his boys start eastward again on March 19. . . . And *Ben Bernie* will be on deck in Hollywood by March 15.

All of this means several things, to-wit:

That Fiorito's *Old Gold* programs will originate in Los Angeles; that Bing Crosby has a new hand on his *Woodbury* programs; and that *Burns and Allen*, who remain in the film capitol, will again be connected by

Sally Singer, an Atwater Kent auditions winner, has been making good in a big way on the air

special lines with the Lombardos as they trek leisurely across the continent.

EMERY DEUTSCH, the gypsy violinist and orchestra leader who has recently returned to CBS after a tour of movie houses during which he has been *Rubino*ffing it, is slated for a buildup by his chain and has started a Monday night (9:15 p.

Ben Bernie's costume is as far removed as he could get, from what he wore playing golf in Florida recently

m. EST) program with forty musicians supporting his gypsy fiddlings! . . . *Emile Boreo*, "The Chevalier of Russia," clicked with the sponsors when he made his radio debut on the CBS *Big Show* Monday (Feb. 26), and they've booked him for a return appearance on March 12. Another click was *Mady Christians*, who recently came to America from Germany, and was introduced on the air on *The Big Show*. She will make her third guest appearance on this program with Boreo on the twelfth, portraying Josephine in a comedy sketch, with Boreo as Napoleon, in which history will reverse itself. Boreo will never appear without his good-luck charm, a locket bearing his mother's picture.

When he guested on *The Big Show*, he had to get special permission to hang the locket on his CBS mike, because the program producers are a bit finicky about hanging things on microphones.

TONY WONS of all the male radio stars, is the photographers' delight. It seems that Tony lives out in Jackson Heights, Long Island, where many of his fellow broadcasters live and more than once a camera laddie

has been lost or strayed trying to find a star he has gone out there to photograph a name. But Tony, the accommodating fellow, always hops into his car, drives in-town to pick (Turn to Page 17)



Tony Wons, the scrapbook man, has one characteristic that is not in keeping with some other stars: He is camera hungry. Not only is he willing to pose, but he drives miles to get photographers and bring them home to pose him

NEW YANKEE MUSIC

REVIEWING RADIO

By Martin J. Porter

THE slow vanishment of the highly cultural programs, mainly the Met operas, which soon end their season, and the Stokowski fifteen-minute concerts, which give way to light operatic effusions by *Nino Martini*, *Lucrezia Bori*, and *Grace Moore*, with a forty-piece *Kostelanetz* directed orchestra, need not worry the fastidious listener.

The events that will be substituted for these programs, together with additional broadcasts in prospect, will surely maintain the cultural standards thus far attained, and will, I am happy to predict, depend less upon the old world and the old masters for material.

Lucky Strike will foster an operetta series when its operas are gone. And *Palmolive* returns with operettas, too, very shortly in a weekly full-hour seance over NBC-WJZ on Tuesdays, the time being from 10 to 11 p. m. EST.

The trend toward Americanisms in musical fare is palpable. It also goes toward glorifying modern composers of native origin. We note with pleasure the success, for instance, of the *Gershwin* offerings, in which George is featured so interestingly at his own game, in order to advertise *Feenamiint*. We see *Johnny Green* wearing the halo in the *Oldsmobile* show on Columbia, and tapping merrily as he plays his own tunes.

Break for Kern et al

AND I AM informed by excellent authorities that it won't be long before such gents as *Jerome Kern* (who surely warrants it), *Rudolph Friml*, *De Sylva* and *Henderson*, and other modern or semi-classical tunesmiths are adopted by the radio sponsors and told to go ahead with their old melodies, and forthwith they will begin the creation of new ones, especially designed for micro-phonetic consumption.

With this in prospect, there's no sense in the wastage of useless tears over the pioneers in culture which shortly leave us. To be honest, I

Betty Barthell lost ten pounds in record time after leaving the South for New York recently. She can't determine whether the cause was climate or worry

think we have had a fill of Wagner and Beethoven, no matter how we may respect them. American music, one hears, has a sufficiency of character to warrant its apotheosis on the radio.

If *Gershwin* and *Green* and *Brown* and *Henderson* and *Friml* and *Kern* can't provide a native and satisfactory diet, then maybe we ought to go back to the tom-toms.

America, you may rest assured, loves music (*I won't say what kind*) more than any other nation. If you have any lingering doubts about this, I'll show you my fan mail. About 98.75 per cent of those who write to me (and other radio scribblers) believe themselves to be prospective and potential songwriters. I don't know whether it is inspiration, native melody, love of sentimental verse or just plain greed for big money that moves the would-be lyricists to go musical.

Amateur Songwriters

BUT THEY CERTAINLY are busy at lyrics. Their biggest problem seems to be to get suitable tunes for their verses, because few of those who aspire to musical composition (Continued on Page 23)

Bobby Arnst, right, has been entertaining in night clubs between broadcasts. And does she like it!

Lew White made friends with Maggie on a trip to Hershey, Pennsylvania, recently. When these pals get together again, Lew promises to teach Maggie the fundamentals of his technique at the console. Monkey Business!



DON BESTOR'S BEST BET: PICKING SINGERS BY POLL

LITTLE Chickie Moss gritted her teeth. Once more she was about to crash the portals of the office where Orchestra Leader Don Bestor plans the making of music.

"What!" exclaimed the spectacled bandsman as he glanced up. "You here again?"

The girl smiled her reply. She was bright and cheerful as always.

"Well, you certainly have pluck and perseverance," he conceded. "If your voice matches that, you may be good. I'll tell you what we'll do. Next week I open at Loew's Paradise in the Bronx, and the week after that in the Metropolitan in Brooklyn. You come along, and we'll see how they like you. Then we'll talk radio."

"Talking radio" to Bestor, really means allowing his fans to have the say. It literally is true that they do have a voice in the selection of his singers.

After this orchestra leader becomes sympathetic to the ambitions of a vocalist to join his ranks, he tries them on his public. If they make good with the fans, Bestor shakes out the "Welcome" mat and spreads it down.

Chickie scarcely could control her emotions when he told her she might come along for his openings in the Bronx and Brooklyn. So far as she was concerned, that's all there was to it. She knew she would make good. It was the opportunity only that had been lacking before.

She went home, then, to await what radio row knows as the "Bestor audition." The machinery setting it into its unique motion was started. Bestor's secretary took from filing cabinets of fan mail all the letters the leader had received during the year from the Bronx and Brooklyn. To each letter-writer was sent a short and cordial note, signed personally by the handsman.

In it the writers were requested to come and listen to Chickie Moss sing. Then they were expected to

give Bestor their opinion of the young vocalist as a radio potentiality. This is his final test, and by its outcome he abides. He has faith in the judgment of his listeners, and proves it.

In the case of Chickie, it was "thumbs up" among the fans. Written reactions to the try-out still are coming in, but already the vote is overwhelmingly in favor of the singer. She is assured a radio spot with Bestor's orchestra as his newest vocalist.

In that same manner were the other vocalists with the Bestor hand chosen. Neil Buckley made his debut in a Pittsburgh cafe, and was subjected to the scrutiny of Bestor's radio fans before he landed on the air waves. Florence Case was with the band for two months at Lake George before fan responses made Bestor feel justified in leading her to the microphone. Maury Cross, Billy Yates, and Ducky Yantz, all served apprenticeships in hotel, club, or stage spots before making their ether debuts.

And the uniform success which Bestor has had with his vocalists, has convinced him that his system of selecting them is sure-fire.

Chickie Moss is satisfied with it, at any rate. She came to New York from Pittsburgh four months ago, and since her arrival has been hammering with indifferent success at the portals of big time radio. She selected Bestor as her most desired employer because she used to go to the night club where he played in her native city. She listened for hours to his music, which captivated her.

She will assure you that the greatest thrill of her young life came when she walked on the stage of that Bronx theater and sang her first note as a sure-enough Bestor vocalist. So far as this leader is concerned, she is what the fans asked for. His idea is that it all is a reciprocal matter. Those who represent the majority in asking for a voice, shall heart it.



Chickie Moss, recent acquisition to Don Bestor's musical organization was chosen by a method individual with the well-known maestro, a method particularly effective in this case. Chickie clicked

ESCAPING THE HOT-CHA-CHA

By Eric Madriguera
Celebrated Band Leader

ALL RIGHT now, boys. Three cheers now for the New Deal in Music, and the Repeal of Raggedy Ragtime. Heavy on the woodwind, and no brass, and put some feeling into it! All ready? Okay, let's go!

Change does not necessarily mean progress. In fact, dance music has been so busy changing during the past ten years or so that it's had very little time for anything else. Yet every time there was a change, there were shouts of "Hurrah, Progress!" and "At last, a true expression of the American tempo and temper." Most of the time the shouters were wrong.

Now, however, it does seem that dance-music, in

its latest change, has caught up with the ever-changing American life. It seems, too, that we have made a real step forward, towards a better and truer American dance music. It's not for me to go into the why and wherefore. What I am interested in particularly, is that the real change is taking place.

Get a list of the hits we were whistling a year or two ago, and analyze them. Compare them with the songs that are the rage right now—songs like "Did You Ever See a Dream Walking," "Temptation," "Old Spinning Wheel," "Smoke Gets in Your Eyes," "One Minute to One," "Wagon Wheels," "This Little Piggie," and so on.

It's quickly apparent that we are at last getting away from "Jazz." We're headed for a more mellow, more appealing type of dance-music.

Remember any of the tunes of the past two years? That sounds like a silly question, when songs are forgotten almost as suddenly as they are discovered. Yet we do remember some: "Hey Nonny Nonny and a Ha-Cha-Cha," "Who's Your Little Who-Zis," "You're the One, You Beautiful Son-of-a-Gun," and a dozen other alleged tunes of the "How'm I Doing Hey-Hey Tweet-Tweet-Tweet-Twa-Twa" school of "melody."

We've been getting away from that sort of thing gradually for some years now, but at last we seem to have definitely arrived. A lot of credit is due to Billy Hill, whose "Last Roundup" started the present procession. A lot of credit is due also to the other song writers who followed.

Practically every one of our current song hits has the charm of a genuine old spiritual, plus a generous dash of tenderness, and a great deal of optimism—a quality which hadn't been found in popular songs for some years.

My idea of the reason for the change? Repeal! Prohibition had brought, along with poison gin and rampant sin, a type of tune that din-din-dinned. Prohibition represents the age of speakeasy morals and shout-out-loud songs, chorus girls who covered nothing, and song lyricists who covered everything.

The new deal in economics has had its effect even in the seemingly unrelated realm of music. From the new hope and faith introduced in the nation, have been evolved new songs. These melodies naturally reflect the new order.

In keeping with the change in the law, song writers repealed what seemed to be a prohibition on beautiful music. Poetic lyrics are being sung today. Soft, sweet music smoothly harmonized, has taken the place of blaring brasses and savagely thumping drums.

But the change has come, and it has come to stay. For this time the change has meant progress. Tin Pan Alley is at last writing music.

YOUR BIRTH CHART

By following the Astrological findings of Professor Z. Rellek, the eminent Astrologist, as they relate to various star entertainers of the air, you will gain much valuable insight into your own character.

By Professor Z. Rellek

MANY Pisces children will celebrate birthdays during the coming week. Andy Sanella, the orchestra director, for one, was born on March 11; for others, Loretta Poynton, the dramatic actress, was born on March 12; Aileen Clark, the singer, March 13; and on the same day come the birthdays of Helen King, who is "Em" of "Clara, Lu 'n' Em," and Louis Roen, the NBC announcer. On March 14 Gene Arnold was born; he is an interlocutor for a celebrated radio minstrel "hour." March 15, Everett Mitchell, the announcer and baritone soloist, will commemorate a birthday; while Elizabeth Lennox, soprano, has hers March 16.

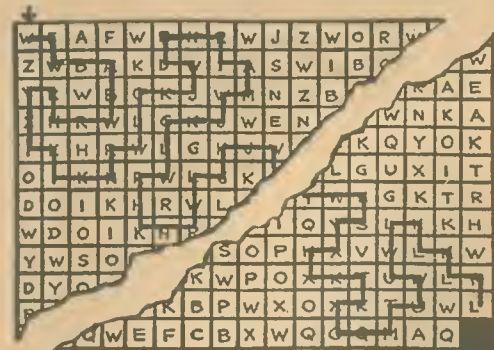
The high place that has been achieved by all of these outstanding entertainers of radio is itself exemplification of true Pisces influence. Pisces is a house of fruitful production.

Pisces, the Fishes, is of water. And Pisces children have the fluidity of water, in temperament and in activity. Witness the artists above.

Pisces children should avoid activities that take them too far afield from smooth-flowing action. Above all things, temper must be curbed!

KEYS to RADIO PUZZLE

For the guidance of contestants in the Radio Stations Puzzle Trail, appearing on the last page of this issue, the appended diagrams are presented. They are



specimens of a correct start and of a correct finish. These diagrams have absolutely no significance except as guides to the rules.

WHAT RUDY VALLEE NEVER TOLD

Herewith is the fifth instalment of a series of bitter-to unpublished incidents in the life of Rudy Vallee. Extraordinary interest has been attracted to this series, first, because there had long been a general impression that nothing remained to be told about the famous crooner's most intimate affairs and, second, because attention has been sharply focused on the matrimonial tangle that recently dragged him into court.

Vallee's admirers have rallied to his defense around the world. His hopes, his ambitions, his joys and sorrows have been publicized in every language in which books are printed. His experiences, therefore, and especially his present court difficulties, have brought to a climactic point a world-wide eagerness to read every line printed about him. RADIO GUIDE felicitates its readers upon the circumstances that have made possible the presentation of this series of never-before revealed facts from the pen of the one person in best position to tell them—a secretary who enjoyed Rudy's fullest confidence for a long period.

By His Former Secretary

WHO is Rudy Vallee's present flame? I hear that question asked constantly since Fay Webb charged in her divorce action that four mysterious "Miss X's" had replaced her in the crooner's heart.

The answer is simple. He has no flame. Although Rudy now, as always, is romantically interested in every dark-haired, dark-skinned, dark-eyed charmer who crosses his path, for the first time since he left Yale six years ago, he is not in love.

Irene Bordoni, friend and professional associate of Rudy, has been a guest star on his program. This glamorous star of stage and screen, along with Lenore Ulric is an example of the feminine type that Rudy has always found himself unable to resist.

A few weeks ago he thought he was in love. I can state definitely that he had a strong heart-throbbing interest in Miss Alice Faye, the soloist with his orchestra. But that attraction is now a thing of the past.

I have pointed out that Rudy is nothing if not fickle. For a few days this winter, shortly after his despondency in finding that his love for his wife was not returned, Rudy fell madly for Alice. Although Miss Faye is a blonde, a complexion type usually not interesting to the jazz singer, he went for her in a big way. It was not her hair coloring, however, that made

him fall out of love with her. It was something totally different. Psychology accounts for Rudy's innocent passion for Alice ending when it did. Himself a reverent admirer of womanhood, he lost interest in the enchanting blond singer when it became possible that she would be dragged into the divorce case—lost interest for the sole purpose of protecting her good name.

Rudy Vallee did not tire of Alice Faye! This deep contrary psychological streak in Rudy's

make-up may also account for his usual apparent fickleness where women are concerned. Except in the case of Fay Webb, he always has fallen out of love quite as quickly as he plunged into it.

Deep in his subconscious mind Rudy feels that love is something alien to a hardy, serious-purposed New Englander, which he likes to consider himself.

It would seem that a few hours after he realizes that he's in love, Rudy's other self whispers into his ear that love is not for he-men determined to get on in the world. So he forgets about the girl, but a day later again feels the cosmic urge well up in his veins, and he's madly in love all over—

—with some other woman.

Since the break-up of the Alice Faye romance a few weeks ago, Rudy feels that he's been in love a dozen times with a dozen different girls.

While watching him conduct his orchestra at the Hollywood Restaurant, I've seen him moon, calf-like, over two or three. But he really hasn't been in love with any of them. With the exception of his late mother and Fay Webb he's never really deeply cared for any woman.

At this point the question naturally arises: "If Rudy cared so much for Fay Webb that he was willing to excuse her alleged misconduct even after it had been brought to his ears by tale-bearing servants and friends, then what finally caused him to set the dictaphones on his wife's phone messages?"

This action does seem puzzling when we remember that deep in his heart Rudy excused Fay for anything she did simply because he believed that the routine of his daily life deprived her of his company. This feeling was so strong that as recently as last December he would have been glad for a reconciliation. Remember that it was Fay who left Rudy, and not he her.

So then what was it that made him lose his great and overpowering love for the frail play-girl from the West?

The real answer is buried deep, and can only be given in the light of his family history. The influence of the first New England Vallee, who realized that probity and thriftiness were the two qualities necessary to fight the cruel northern elements, was the real cause of Rudy's present marital difficulties.

In other words, Rudy was willing to excuse almost any kind of misconduct on Fay's part. But when the conviction at last came to him that she never had loved him, the Vermont in him came to the fore. He then decided to trap her at her own game.

As events have proved, (Continued on Page 25)



RUDY VALLEE AND IRENE BORDONI, STRIKING EXEMPLAR OF THE TYPE OF FEMININE BEAUTY TO WHICH HE IS STRONGLY SUSCEPTIBLE

"Rudy, now, as always, is romantically interested in every Dark-haired, dark skinned, dark-eyed charmer who crosses his path."
—Rudy Vallee's Former Secretary

RADIO AS THE "FENCE" FOR CLASSIC LOOT

SHE'S a plagiarist! She commits wholesale larceny! And she steals from the classics! If the scene were a courtroom and Edith Murray was on the witness stand, these are the charges that would be hurled against her.

The jury conceivably might be prejudiced in her favor. She is a very young and pretty girl. Also, she is the appealing brunette songstress heard over the Columbia network. She sings with Freddie Rich's orchestra at 6:30 p. m., EST, on Friday.

The defendant, however, is not at all cowed by the seriousness of her offense. Standing before any judge, she artlessly might answer with, "Guilty, your Honor? Indeed I am. It's all true. Beautifully true. I'm a plagiarist, and I love it! It's my profession. You'd love being a plagiarist, too. Here, I'll show you."

And if a piano were available, she'd sit down to her own song arrangements. Her fingers would run over the keys to produce the familiar "No More Love." "Hear that?" she would ask. "Well, that's from Bach!"

Again her fingers might skip along the keyboard.

She would start to sing, accompanying herself with her own unique arrangement of "Melancholy Baby," perhaps.

"Part of that," she readily would confess, "is from a composition by Cyril Scott."

Such flagrant admission of guilt would call for a sentence or penalty from any justice, arbitrator or umpire. Yet, however "tight" the brief against her there seems to be something facetious about this whole thing.

It would be quite natural to ask the young woman, in a shocked and careful voice, "Is there anything you have to say for yourself?"

Miss Murray would have an answer for that one, too. "I'm guilty of what you charge, of course. But why should I feel guilty? What is the sincerest form of flattery, anyway? I should think composers would consider themselves complimented that I take their stuff and use it. If anyone were to ape anything I had written, why, I'd be proud!"

Now the singer is started, which means she isn't through yet. "At least," she says with a frank grin, "I admit stealing passages from the classics. Look at

all the songwriters who commit out-and-out highway robbery from the masters, and then palm the songs off as their own.

Having delivered herself of her convictions, Miss Murray makes the situation much clearer all around. Any curiosity aroused by her engaging candidness about the sources of her odd arrangements, is immediately satisfied. "An eye for an eye, and a truth for a truth," is her motto.

After you get her idea about such things, and particularly after you have heard her play and sing, you know there is only one logical sentence for her. It has been heard in many quarters, and comes from the voices of authority:

"Were it in my power, I'd sentence you to one of the longest contracts in radio."

That is the worst, or the best any judge could do. But Edith has one more word. With the peculiar contradiction of women, she repudiates her guilt. "I do not steal. I take what is there for all. Music is universal, and ought to be free to all to use as they wish, so long as people are made happy."

GOODMAN ACE'S OWN STORY "HOW I LOST MY WHIP" IN NEXT WEEK'S RADIO GUIDE



THE VOICE OF THE LISTENER



This department is solely for the use of readers. It is offered as a means of providing you with a place in which to voice your opinions on radio. You are at liberty to express yourself freely so LET'S ALL GET TOGETHER AND TALK THINGS OVER. Because it is a public forum you can air your opinions, your criticisms and your suggestions. You are cordially invited to contribute and urged to send in your photograph when writing. You have a right to be seen as well as heard. RADIO GUIDE, in conducting this feature for the readers, assumes no responsibility for returning your photographs but will be as careful as possible with them. As many pictures will be used each week as is possible. Letters are used wherever practicable, in the order of their receipt. Failure to send a photograph WILL NOT BAR YOUR LETTER from publication.

Radio Wins Public

Quebec, P. Q., Canada

Dear VOL:

The history of broadcasting from its earliest days to the present, is one of Romance, Successes and Failures, a fight against public ignorance and contempt. Today the world looks upon radio as the finest medium of entertainment, news distribution and advertising.



Joseph Sparkston

The press cannot be compared to radio! It certainly takes a great deal less time to give the five-minute news bulletins at different periods during the day than it would to run three editions of a paper conveying the same news. Furthermore, it is a tremendous service to the blind and to those who would prefer listening to the news to reading it.

There are many who refer to radio as a nuisance and would go a long way to avoid listening to it. The excuse is a poor one. They claim that static gets on their nerves which is really displaying a lack of knowledge. Of course, we must admit that at times when distance reception is poor it is difficult to avoid static but there certainly is no static on local stations.

Joseph Sparkston

A Novis Scotian

New Brunswick, Nova Scotia

Dear VOL:

The last edition of RADIO GUIDE brought the welcome news that Donald Novis has been re-sponsored for radio and I want to be among the first of the many who will rise to cheer over the pleasing information. It's about time that some advertiser paid attention to the demands of listeners instead of consulting his own tastes in the matter of talent.

Who is going to follow suit by bringing back Morton Downey, Novis' only rival as a consistently pleasing tenor? His broadcasts as a sustaining artist are so spotty that we never know where or when to dial for him. But I don't want to get off the main subject, which is Donald Novis. I'd buy his sponsor's product if it was briar pipes and I don't even use cigars.

Amanda MacDougal

Radio Jobs No Cinch

Rockaway, N. J.

Dear VOL:

I am a singer of popular songs and have been on programs over WOR and WMCA. And to those people who think an artist has it easy, let me say they have another thing coming. With my programs with Harry Mack on WOR it took six good rehearsals for two songs.

My hat is off to such outstanding stars as Al Jolson, Harry Richman and Rudy Vallee who go far to prove my contention that hard, sincere work and showmanship carry a performer a long way.

If any young artist wants to know how to get an audition let them get in touch with some one who has been through the mill and knows the difficulty. I could tell them about it. May I also add my best wishes to RADIO GUIDE which grows better with every copy.

Jack V. Mutchler



Jack V. Mutchler

A Mother Protests

Gary, Ind.

Dear VOL:

It is not often I have any protest against radio programs for myself. I can usually find something that I want. Neither do I have any complaint to make about the advertisers. They ask very little in return for their wonderful programs as a general rule.

But I do object to the "Children's Programs." If they are written for the edification of the elders, they are flat failures. As a rule they employ the type of plot that I hastily tune out if they are on an adult program. But try to do that with kids! It's like taking candy from a baby. Did you ever try it?

Well, don't. You will have first hand information on the meaning of the word cataclysm. Only you won't be here to write the headlines. Here is my list of grievances:

1. "Orphan Annie" with its diabolical "Dr. Ogotta."
 2. "Boy Reporter" with the damnable "Red Shadow," with his maniacal laugh. My boy sits with his eyes like saucers, biting his nails. If anyone said "boo" he would hit the ceiling.
 3. "Skippy," the eternal hero overcoming terrible handicaps from a fiendish enemy, with his piping, baby voice.
 4. "Jack Armstrong"; another Alger throw-back.
 5. Buck Rogers with the inconceivable instruments of torture; another Alger complex.
 6. Tarzan; another superman overcoming ferocious beasts with his bare hands.
 7. Uncle Quin and his Scalawags, who descended to the level of the rest; competition too enormous to buck, I guess.
- Why do I let them listen?
- Did you ever hear of the third degree? How they keep asking the same question over and over until they break down resistance. The only hope would be to sell the radio. My boy begs on Sunday night to hear Angela Patri which shows they can be interested in real life affairs or else it is the lullaby tone of his voice.
- But the blood and thunder drivel we have to listen to. Two hours of it right at the supper hour. The only time of the day when the family is really together. We must be "shushed" or else permit the radio to be tuned so loud that conversation is made impossible.
- I have stood it now for years. And the wear of it is telling. Either the programs must change or—well, you write your own. Mrs. A. B.

Irresistible Bing

Anburn, N. Y.

Dear VOL:

I am a constant reader of RADIO GUIDE and am a senior in high school. Almost everyone here agrees with me that Bing Crosby is the best singer on the air. There is something about his voice different from anyone else's.

There are quite a few so called singers who try to imitate. But to me there is only one Bing Crosby! I wish something could be done about his imitators but I suppose that's impossible. Since it is flattering to imitate I suppose his admirers really should appreciate the efforts of others to copy his style.

But at any rate here's hoping that Bing gets first prize in the Radio Popularity Contest. He will probably be way out in front at the finish.



Theresa Ciao

Theresa Ciao

A Word for South

Chariton, Ia.

Dear VOL:

I've been on the side-lines since I first read RADIO GUIDE, which has been quite a while. But since I think VOL the best ever and haven't seen one letter sharing my opinion of Eddie South, I can't stand it any longer.

I am quite sure there must be countless who don't share it but for some reason have failed, so far, to write. I, for one, shall not. Folks, if you want to hear an aggregation that can play harmonious melodies polished to the n'th degree—there's an orchestra!

And if you want to hear a real genius play those sweet intriguing tangos—and one who has thrilled two continents as a superb violinist—tune in Sundays at 6 p. m. CST at WBBM. Sponsors, please add 15 more minutes, please! That man can really do things with a violin.

Alice E. Kelley

"You Nasty Man"

Brooklyn, N. Y.

Dear VOL:

My dander is slowly ascending and this temperamental outburst is directed at your Radio Popularity Contest. As I gaze over the results

I notice that Joe Penner, the former "15 cents in the orchestra" vaudeville performer, who, in my estimation has never been graduated from this category, is ahead of such established top-notchers as Eddie Cantor, Bing Crosby and Jack Benny.

How he ever attained such popularity with the RADIO GUIDE readers is a mystery because in Brooklyn he is simply known as the comedian who follows Ted Weems and his orchestra on Sunday nights. Penner's supporters no doubt live in the hamlets and tank towns where they can't distinguish between a gag and a pun. The premier jester of all is Fred Allen.

Among the teams Ollie Olson and Chick Johnston are in third place but, in my estimation, these boys are the ace team on the air. I agree emphatically with the GUIDE voters in their selection of orchestras.



John Molloy

John Molloy

Music Makes Him

Oak Park, Ill.

Dear VOL:

With the music still in my ears, I am inspired to write you in appreciation of the half hour Jack Frost program just finished. Such a complete program of superior music seldom comes to me and I write this fully recognizing all the fine music on the air these days. I must mention also the "Contented Hour" now coming in and the ever-welcome Northerners. And thanks to "Vic and Sade" with Rush, the most humorous of all sketches.

Robert H. Moore

Now She's Penner-tent

Rock Hill, S. C.

Dear VOL:

Three cheers for Joe Penner! He is the best comedian on the air. I am not giving just my own opinion but that of many friends and admirers of his. Why you can't walk down the street without hearing some kids and many grown-ups saying, "Oh, I didn't know that," or "Don't ever do that," or "You nasty man." Joe Penner's name is on the lips of every person who has ever heard him.

I can remember a few years ago that I saw a movie in which he was featured in a short. He was a bull fighter in the picture and was so silly that it was silly not to laugh at him. When I left that movie I hoped I would never go again while that silly, uncouth person was being shown. Now he has made a name for himself, and I'm sorry for that hasty opinion.

He has made millions of people forget their troubles. He has given the world something to laugh about in his discriminating fashion. But now people know him, know what he is like and want to see more of him. There is not another Joe Penner.

Helen Steed

Sabbath Suggestions

St. Joseph, Mo.

Dear VOL:

H. C. Olsen of La Crosse, Wisconsin, registers the complaint that Sunday's programs are too dead, too quiet, too depressing. Well, either he needs Radio Guidance or a new set because here is the actual prospect for any Sunday afternoon, taken directly from the pages of RADIO GUIDE.

- 12:30 p. m.—CBS-Lazy Dan, the Minsirel Man
 - 1:00 p. m.—Jerry Freeman's Orchestra with Helen Morgan
 - 1:30 p. m.—Hollywood Show with Abe Lyman's Orchestra
 - 2:00 p. m.—Wayne King's Orchestra
 - 2:30 p. m.—Jan Garber's Orchestra
 - 3:00 p. m.—Charlie Agnew's Orchestra
 - 4:30 p. m.—Frank Crumit and Julia Sanderson
 - 5:00 p. m.—Jacques Renard's Orchestra
 - 6:00 p. m.—Jack Denny's Orchestra
 - 6:00 p. m.—Ted Weems' Orchestra
 - 6:30 p. m.—Ozzie Nelson's Orchestra and Joe Penner
 - 7:00 p. m.—Rubinoff's Orchestra with Eddie Cantor
 - 7:30 p. m.—Fred Waring's Orchestra
- And that is just a section of what the Sabbath dialing brings. And grouping all of these orchestras and stars together, just try and duplicate the lot any other day in the week. Wake up, Olsen.

K. E. Bradley

For the Newcomers

North Bay, Canada

Dear VOL:

This is the second letter which I have written you and I hope it finds its way into your column. I am an ardent Garber and Himber fan and in my estimation these orchestras are the acme of perfection. Why don't they give these deserving young maestros the credit they merit?

I don't see why such orchestras as Fred Waring's, Ben Bernie's and Rudy Vallee's get all the publicity they do while Gus Arnheim's, Don Redman's, Ted Lewis', Noble Sissle's and Duke Ellington's are just as good or better.

Wayne King also has an excellent band. But that Lady Esther is too much to take. Why in the name of goodness do they let a woman announce anyway? They never sound natural. Now, you Garber and Himber fans, let's all root for more of these splendid orchestras on the night waves.

June Roy



Helen Steed



June Roy



Wayne King, whose orchestra has widened its lead by the latest count. Note Mr. King's individualistic gesture and his sartorial effects.

HUNDRED THOUSANDTH VOTE GIVES PENNER BIG MARGIN

THE total number of votes cast in the Star of Stars Election has passed the one hundred thousand mark!

And Joe Penner has increased his lead. As each week passes in the election of your favorites of the air, a greater number of ballots is received. The high record for one day's ballot receipts came on a day during the past week when 8,361 separate votes were cast.

The latest tabulation of votes brings to light an astonishing fact: Not a single upset marks the five leaders among the stars or the orchestras or the hours or the teams that were in the lead at the close of the last count one week ago.

The leading star remains Joe Penner. Wayne King's orchestra is still in first position among the musical units; the Fleischmann Hour continues the outstanding favorite among the programs, and Burns and Allen, although closely rivaled by Amos 'n' Andy, retain their leadership among the teams.

Of paramount interest in the election as a whole is the supreme position of Wayne King's orchestra. The number of votes cast for this organization during the past week has doubled the weekly total of votes received during any seven days preceding. The band has polled a vote well above 12,000.

Analysis of the vote for Wayne King's orchestra discloses the fact that his chief support comes from his native state, Illinois. He received during the past seven days, 2,592 votes from the Prairie State. More astonishing is his support in the State of New York, for during the same seven-day period he polled 1,289 votes in that state. Close behind in their backing of him are Pennsylvania, Wisconsin, Iowa and Indiana, their votes being respectively 926, 830, 797 and 736. For him came votes from nearly every state in the Union from California to New Hampshire and from Maine to Texas. There were only two exceptions to this. No voters in Delaware or in Georgia cast a single ballot for his band.

Penner's lead over Bing Crosby is approximately 4,500 votes. The Fleischmann Hour surpasses Chase and Sanborn by close to 5,500 votes. There is a margin between Wayne King and his nearest competitor, Guy Lombardo, of more than 12,000. Burns and Allen now lead their former close rivals, Amos and Andy, by approximately 2,500.

Among recent inquiries, to the tellers in charge of the election have come several new questions. One inquirer living in Angola, La., writes in to ask: "Can Symphony orchestras be voted for under division Number Two?"

Division Number Two provides for any kind of musical unit, including dance orchestras, symphony orchestras, et cetera.

From La Porte, Indiana, comes a question as follows: "Can more than one ballot be mailed in one envelope? For instance, may fan clubs hunch their ballots under one cover?"

The manner of sending the ballots is not important. So long as votes are cast on the regular official form provided for voters, they will count.

An interesting query was sent from an enthusiastic voter living in Port Royal, Pennsylvania. The question is: "You say on the

ballot 'You need not repeat any answers to these questions.' Just what does that refer to?"

When a vote has filled out the ballot completely, with all the answers to the questions pertaining to ownership of the home, age of the receiving set, et cetera, the voter may on subsequent ballots omit answering these questions. In other words, on second and subsequent ballots cast for the stars, orchestras, hours and teams, nothing more need appear on the ballot than the vote for the four favorites.

The total votes tabulated and added to the count for the leaders in each group are as follows:

AMONG THE STARS	
Joe Penner	21,022
Bing Crosby	16,471
Eddie Cantor	10,168
Jack Benny	6,439
Rudy Vallee	2,846

AMONG THE ORCHESTRAS	
Wayne King	26,109
Guy Lombardo	14,085
Ben Bernie	9,031
Fred Waring	5,661
Rudy Vallee	5,577

AMONG THE PROGRAMS	
The Fleischmann Hour	16,738
The Chase and Sanborn Hour	11,258
The Show Boat Program	8,533
The Chevrolet Program	7,652
The Old Gold Show	2,109

AMONG THE TEAMS	
Burns and Allen	20,575
Amos and Andy	18,001
The Mills Brothers	4,693
Olsen and Johnson	4,422

Suitable awards will be made to the star who polls the greatest number of votes, and to the leaders in the other three groups.

All entertainers, orchestras, programs and teams that have been on the air since October 1, 1933, are eligible.

Balloting closes June 1, 1934. Awards will be announced as soon thereafter as results can be verified.

A ballot has been provided on this page, convenient in size for pasting on a one-cent postcard.

Along with it you will find a few questions that will help us to get better acquainted.

However, your vote will not be invalidated by your failure to answer all the questions incorporated in the ballot.

Send in your vote now!

NOW MICKEY MOUSE CAN "SEE" NAPOLEON

THERE are probably a great many thousands of radio listeners who, having heard the strains of "Who's Afraid of the Big Bad Wolf" so often that little piggies haunted their dreams, would not complain bitterly if the song's successor didn't appear for a while. But Raymond Paige, the young man who has earned the sobriquet of "Napoleon of Radio" and "the Paul Whiteman of the West Coast," and who is impresario of the Surprise Party program over the Columbia network from Los Angeles Saturday nights, hopes fervently for that successor.

Walt Disney, creator of Mickey Mouse and of the little piggies, will repeat that success, and very shortly, too. Then Mickey Mouse can "see" Napoleon.

With an enterprise that evoked the admiration of all the radio world, Paige has all successors to "Who's Afraid of the Big Bad Wolf" sewn up tightly and tucked away in his vest pocket. This is another way

of saying that the young Surprise Party maestro has obtained exclusive rights for the air to all the scores of the Walt Disney animated films.

Paige scored a big hit with the first presentation over the radio of the entire score of "Playful Pluto," latest Mickey Mouse feature, and "The Grasshopper and the Ant," another new Silly Symphony score. Think of the sensation he would have achieved had he had exclusive rights to the Disney numbers when "The Big Bad Wolf" swept the country!

Paige, incidentally, claims for his Surprise Party programs the largest cast on the airwaves, with more than 125 performers taking part in each broadcast. And at last reports, the cast was still growing!

The entire half hour performance, of course, revolves about the music of Paige's thirty-piece orchestra. Then there are Kay Thompson, the beautiful singing pianist, with her male trio, and the Southern Rhapsody

Choir of ninety voices, as well as the guest artists numbering from one to a half dozen on each program.

That's a sizeable job, being responsible for an aggregation of that magnitude, Paige will tell you. Nevertheless he manages to keep the big cast in perfect coordination throughout the half-hour broadcast. And that's only a small part of his work. The big job which faces him each week is to provide the fresh novelty numbers which are a feature of each presentation.

A lot of envious maestros have been wondering how Paige was able to make that exclusive tie-up with the Disney music which they all would like so much to possess. The answer is simple. Paige and Disney have been friends for years, and when Paige saw the tremendous success of the "Big Bad Wolf" he immediately put up to the Mickey Mouse artist the proposition of obtaining the exclusive rights to his scores. Disney assented at once, and that was all there was to it.

Sunday, March 11

Log of Stations

(NORTH ATLANTIC EDITION)

Table with columns: Call Letters, Kilo-cycles, Power, Watts, Location, Network. Lists stations like KDKA, WAAB, WABC, WBAL, WBZ, etc.

†Network Programs Listed Only. ‡Full Day Listings; Night Network Only. *Evening Programs Listed Only. †Local Day, Full Night Programs Listed.

Notice

These programs as here presented were as correct and as accurate as the broadcasting companies and RADID GUIDE could make them at the time of going to press.

MORNING

8:00 A.M.

NBC—Melody Hour; Guest Soloist; Grande Trio: WEAFF WGY
CBS—On the Air Today: WABC

AFTERNOON

12:00 Noon

NBC—Major Bowes' Capitol Family: WFI WGY WLIT
CBS—Salt Lake City Tabernacle Choir and Organ: WARC WJAS

WHAM—Children's Hour: WABC
WNAC—Concert Musicale

9:45 A.M.

NBC—Alden Edkins, bass-baritone: WEAFF WGY
WNAC—The Watch Tower Program

10:00 A.M.

NBC—The Radio Pulpit; Dr. S. Parkes Cadman, talk: WEAFF WGY
CBS—Church of the Air: WABC WOKO WDRG WJAS WJSV WIP WAAB WLBZ
NBC—Southland Sketches; Southernaires, male quartet; vocal soloists: WJZ WBZ WBZA KDKA WBAL WHAM
WCAU—Mario de Campo, tenor; Eric Wilkinson, organist
WNAC—The Watchtower Program
WRVA—Lessons in Living, Dr. Douglas S. Freeman

10:15 A.M.

WCSH—Musical Program
WNAC—Uncle Bob Houghton, children's program

10:30 A.M.

NBC—The Garden of Tomorrow, orchestra: WEAFF WGY WCSH WEEI WLIT
CBS—Melody Parade: WOKO WDRG WCAU WJAS WLBZ WJSV
NBC—Music and American Youth; Concert by Boston School Musicians: WJZ WBAL WBZ WBZA

WNAC WOKO WJAS
WCSH—Pete the Singing Master
WLIT—U. of Chicago Round Table, discussion (NBC)

1:00 P.M.

NBC—Road to Rome: WEAFF WFI WGY WEEI
CBS—Church of the Air: WABC WOKO WJAS WJSV WDRG WIP WAAB WCAU
WCSH—First Radio Parish
WNAC—Catholic Truth Period
WDR—Perole String Quartet; Joseph Coleman, conducting; Sylvia Cyde, soprano

1:30 P.M.

NBC—Surprise Party; Mary Small, juvenile singer; William Wirge's Orchestra: WEAFF WEEI WCSH WFI WGY

\$10,000.00 IN CASH PRIZES See Back Page

Look for the Bell for Religious Services and Programs

CBS—Ben Alley, tenor: WABC
KDKA—Studio Program
WHAM—Lake Avenue Baptist Church Service
WOR—Newark Museum, talk

10:45 A.M.

CBS—The Playboys: WABC WDRG WJAS WOKO WJSV WCAU
WNAC—The First Church of Christ Scientist
WOR—Current Legal Topics, Robert Daru

11:00 A.M.

NBC—Press Radio Bureau: WEAFF WJZ WBAL WHAM
CBS—Children's Hour, Juvenile Variety Program: WABC WCAU
CBS—Rhoda Arnold and Taylor Buckley, duets: WOKO WJSV WLBZ WNAC
KDKA—Calvary Episcopal Church Services
WBZ-WBZA—Safety Crusaders
WCSH—State Street Congregational Church Services
WEEI—Morning Service, Old South Church of Boston
WGY—Union College Chapel Services
WDR—"The Moderns"; Dorothy Minty, violinist; Olga Zundell, cellist; Mercedes Beunet, pianist
WRVA—Second Presbyterian Church Services

11:05 A.M.

NBC—Hall and Gruen, piano team: WEAFF
NBC—Morning Musical; Musical Art Quartet: WJZ WBAL WHAM

11:15 A.M.

NBC—Major Bowes' Capitol Family, vocalists; male quartet; orchestra: WEAFF
WHAM—Dance Orchestra

11:30 A.M.

NBC—The Poet Prince; Anthony Frome, tenor: WJZ WBAL
CBS—Salt Lake City Tabernacle Choir and Organ: WOKO WJSV WLBZ WNAC
WBZ-WBZA—Radio Nimble Wits, Everett Smith
WDR—Organ Recital, George Shackley

11:45 A.M.

NBC—Phantom Strings; Aldo Ricci, director: WJZ WBAL
WBZ-WBZA—Metropolitan Organ Recital, Arthur Martel

CBS—Lazy Dan, the Minstrel Man; Irving Kaufman: WABC WCAU WJAS WJSV WDRG
NBC—National Youth Conference; Dr. Daniel A. Puling, speaker: WJZ WBAL WBZ WBZA
KDKA—Old Songs of the Church
WHAM—Rochester Catholic Hour
WRVA—Jewish Hour

1:45 P.M.

KDKA—Charley Agnew's Orchestra
WRVA—Beauty That Endures

2:00 P.M.

NBC—Gene Arnold and the Commodores: WEAFF WEEI WCSH WGY
CBS—Broadway Melodies; Helen Morgan, Jerry Freeman's Orchestra and Chorus: WABC WNAC WCAU WJAS WJSV
NBC—Bar X Days and Nights, romance of the early West: WJZ WBAL WBZ WBZA KDKA
WHAM—Down Melody Lane
WDR—Choir Invisible

2:30 P.M.

NBC—Travelogues; Malcolm La Prade: WEAFF WEEI WCSH
CBS—The Big Hollywood Show; Abe Lyman's Orchestra and Accordiana: WABC WOKO WNAC WCAU WDRG WJSV
NBC—Rings of Melody; Ohman and Arden, piano duo; Arlene Jackson, songs; Edward Nell Jr., baritone: WJZ KDKA WBAL WHAM WBZ WBZA
WEEI—Garden of Melody
WOR—Radio Forum

2:45 P.M.

NBC—Gems of Melody; Muriel Wilson, soprano; Fred Hufsmith, tenor; Harold Sanfords' Orchestra: WEAFF WCSH WGY WEEI

3:00 P.M.

NBC—Wayne King's Orchestra: WEAFF WEEI WCSH WGY WLIT
CBS—New York Philharmonic Symphony Orchestra; Guest Soloists: WABC WOKO WAAB WDRG WJSV WIP WLBZ
NBC—Triolians; Frances Langford, contralto; Three Scamps; Richard Himber's Orchestra: WJZ WBAL WHAM
KDKA—Studio Program
WBZ-WBZA—Ruby Newman's Orchestra, Eleanor Talcott, contralto; Harry Miles, baritone
WCAU—Ronnie and Van with Frank Kamplain
WNAC—Behind the Microphone
WDR—Matinee Today; Variety Program; Orchestra and Soloists

3:15 P.M.

NBC—Triolians: WBZ WBZA KDKA
WCAU—Arthur Hinet, organist
WNAC—Bill Bigley's Orchestra

3:30 P.M.

NBC—The Garden Program; Coe Glade, contralto; Norsemen Quartet; Karl Schute's Orchestra: WEAFF WLIT WGY WCSH WEEI
NBC—Jan Garber's Orchestra: WJZ WBAL WBZ WBZA KDKA WHAM
WNAC—Francis J. Cronin at the console
WDR—Pauline Alpert, The Whirlwind Pianist

3:45 P.M.

WCAU—Diary of a Newspaper Man
WNAC—Larry Thornton, tenor
WDR—Madame Olyanovna, graphologist

4:00 P.M.

NBC—Looking Over the Week; John B. Kennedy: WEAFF WLIT WEEI
NBC—Albert Payson Terhune, dog drama: WJZ KDKA WBZ WBZA WHAM WBAL
Coughlin Net.—Rev. Father Charles E. Coughlin: WCAU WNAC WOR WOKO WJAS WDRG WLBZ
WCSH—Studio Program
WGY—Carmelo Cascio, pianist

4:15 P.M.

NBC—Dion Kennedy, organist: WJZ KDKA
NBC—Johnny and Vee: WEAFF WEEI WCSH WGY WLIT
WBAL—Watchtower Program
WBZ-WBZA—Fascinating Facts
WHAM—Choir Rehearsal

4:30 P.M.

NBC—The Hoover Sentinels, concert; Edward Davies, baritone; Chicago A Capella Choir; orchestra direction Joseph Koestner: WEAFF WEEI WCSH WGY WFI
NBC—Princess Pat Players, dramatic sketch: WJZ WBZ WBZA WBAL WHAM KDKA

5:00 P.M.

NBC—Dream Drama: WEAFF WEEI WCSH WGY WFI
CBS—Roses and Drums, dramatization: WABC WAAB WJAS WJSV
NBC—National Vespers; Dr. Harry Emerson Fosdick, talk: WJZ WBAL WBZ WBZA WHAM KDKA
Y. N.—Ted Hansun's Orchestra: WNAC WCAU—Rev. Donald G. Barnhouse
WOR—Phil Cook, "The Colonel and the Nut"
5:15 P.M.

5:30 P.M.

NBC—Waves of Romance; Ted Black's Orchestra; Vincent Calendo, vocalist: WEAFF WEEI WGY
WCSH—Studio Variety Program
WDR—Michael Bartlett, tenor; Trio
5:30 P.M.
NBC—Talkie Picture Time, sketch: WEAFF WEEI WCSH WFI WGY

High Spot Selections For The Day

3:00 p.m.—Philharmonic Symphony; Beethoven's "Missa Solemnis"; Elizabeth Rethberg, soprano, Sigrid Dnegin, contralto, Paul Althouse, tenor, Ezio Pinza, bass, soloists with Schola Cantorum of New York; Arturo Toscanini, conducting: CBS-WABC network.
3:30 p.m.—Coe Glade: NBC-WEAF chain.
4:00 p.m.—Father Coughlin's Address; Private network including WCAU.
4:30 p.m.—Hoover Sentinels concert; direction Josef Koestner: NBC-WEAF chain.
6:00 p.m.—Vladimir Horowitz, concert pianist; Willem Von Hoogstraten, conducting: NBC-WJZ network.
6:30 p.m.—Ed McConnell: CBS-WABC.
6:45 p.m.—Family Theater: Act II at 7:30 with Fay Bainter: CBS-WABC network.
7:00 p.m.—Groucho and Chico Marx; Freddie Martin's orchestra: CBS-WABC.
7:30 p.m.—Joe Penner: NBC-WJZ network.
8:00 p.m.—Eddie Cantor: NBC-WEAF chain.
8:30 p.m.—Fred Waring: CBS-WABC chain.
9:00 p.m.—George M. Cohan: NBC-WJZ.
10:00 p.m.—Jack Benny; NBC-WEAF chain.
10:30 p.m.—Hall of Fame; John Charles Thomas: NBC-WEAF network.
10:30 p.m.—Ernest Hutcheson, pianist; Howard Barlow's orchestra: CBS-WABC.
11:00 p.m.—Times' Broadcast to Byrd Expedition: NBC-WEAF network.

CBS—Frank Crumit and Julia Sanderson, songs: WABC WOKO WAAB WCAU WDRG WJSV
NBC—Grand Hotel, dramatic sketch: WJZ WBAL WBZ WBZA KDKA WHAM
WNAC—Thomas J. Brady, Town of Brookline
WDR—Joint Committee of Teachers Organization
WRVA—Bible Stories

NIGHT

6:00 P.M.

CBS—Songs My Mother Used to Sing; Jacques Renard's Orchestra; Oliver Smith, tenor; Muriel Wilson, soprano: WABC WCAU WJAS WJSV
NBC—Catholic Hour, talks and music: WEAFF WEEI WCSH WLIT WGY WRVA
CBS—Around the Console: WIP
NBC—Symphony Concert; William Von Hoogstraten; Vladimir Horowitz, violinist; Guest Conductor: WJZ WBZ WBZA WHAM WBAL WLW KDKA
WNAC—News Service; Weather Forecast
WOR—Uncle Don

6:15 P.M.

WNAC—The Crusaders

6:30 P.M.

CBS—Smilin' Ed McConnell: WABC WCAU WDRG WJSV WJAS
NBC—Our American Schools; speaker: WEAFF WLIT WGY WRVA
WCSH—Studio Program
WEEI—The Edison Program
WNAC—"Highway of Melody"; Alice O'Leary, contralto; Adrian O'Brien, tenor; two pianos
WDR—Brotherhood of Youth, Rev. Vincent Burns

6:45 P.M.

NEN—The Flufferettes; Frim Sisters and Billy Payne: WCSH WEEI
CBS—Family Theater, Act I; Lean and Mayfield; James Melton and Orchestra: WABC WJAS WDRG WOKO WNAC WLBZ WCAU

7:00 P.M.

NBC—Court of Human Relations, drama: WEAFF WGY WCSH
CBS—The Marx Brothers, Groucho and Chico; Freddie Marlin's Orchestra: WABC WNAC WDRG WCAU WJSV WJAS WOKO WLBZ
NBC—Ted Weems' Orchestra; Guest Star: WJZ WBAL WBZ WBZA KDKA WLW WHAM WRVA
WEEI—Manhattan Merry-go-round

7:15 P.M.

WDR—Comedy Stars of Hollywood

7:30 P.M.

CBS—Family Theater; Act II; Fay Bainter, guest Star: WABC WDRG WOKO WJAS WNAC WLBZ WCAU
NBC—Joe Penner, comedian; Harriet Hilliard, vocalist; Ozzie Nelson's Orchestra: WJZ WBAL WBZ WBZA KDKA WLW WRVA WHAM
WEEI—Garden Talk
WDR—The Bible Camera, Stokes Lott; organ music

7:45 P.M.

CBS—Virginia Baker with Ilavens and Shapiro: WIP
CBS—The Thriller: WABC WNAC WCAU WJSV WJAS
NBC—Wendell Hall, songs and ukelele: WEAFF WLIT WCSH WGY
WOR—Vera Brodsky and Harold Triggs, piano duo

(SUNOAY CONTINUED)

PLUMS AND PRUNES

By Evans Plummer

JUST to show you that the networks are trying to make radio more listenable, here's concrete proof. The National Broadcasting Company is showing the helping hand to its sponsors with a booklet compiled on the subject "NBC Program Policies."

Quoting direct, the following instructive paragraphs are a sample of how NBC is trying to purify the air—not that it needs it—or at least humidify it a bit to make it more comfortable as it emanates from the concealed recesses of the loudspeaker: "1.—Its (broadcast program) primary appeal should be to the listener's interest. Unpleasant or gruesome statements should be avoided as more likely to offend than to instruct or entertain."

And this— "2.—Tiresome repetition or too much detail should be avoided. For instance, the advertiser's street address and the like should not be reiterated to the point of annoyance."

That one will (or should) be interesting to the local advertisers of ladies' fur coats and men's two-pants suits . . . And finally, here's a dandy, which after all, is based on truth in advertising, a good old, time-tried policy:

"3.—Statements of prices and values must be confined to specific facts. Misleading price claims or comparisons must not be used."

Not had, NBC, not bad. Here's a carload of plums for you.

Inside Pickups

BEN BERNIE, the ole maestro, is closing at Omaha, last stop before Hollywood, whence will originate, on March 13, his first west coast program starring no less than Mrs. *Bing Crosby* whom you may know as *Dixie Lee* . . . *Ben Pratt*, long with NBC's press department in the Windy City, has been transferred to Radio City, in New York . . . *Tony Caboorch*, unfortunately lost to the night lanes by the sailing of the Wednesday night NBC *Musical Cruiser* to New York, remains in Chicago and has a new week-day (6:15 p. m. EST) children's program over WENR-WLS. His daughter, *Jimmie Dew*, aids . . . And, of course, its no secret now that *Myrt*, of the "*and Marge*" team, wants a divorce. Who *can* the lucky man be?

A baking concern will launch a new NBC program in the immediate future featuring *Harry Kogen's orchestra*, the *Morin Sisters*, the *Nameless (Crusaders) quartet*, *Art Jacobson* and *Betty Winkler*, with popular *Don McNeill* as M.C.

LEO ROSENCRANS' recently authored "*Sally of the Talkies*" took so well with the Merch Mart program planning board that this NBC staff continuity writer has

BATTLE OVER RADIO NEWS

(Continued from Page 4)

gathered by a British news syndicate and intends to retail this service to other dissatisfied stations throughout the country.

In New Orleans three stations have put their own reporters to work gathering news. These three, WWL, WSMB and WDSU, intend to fight to the last ditch. New Orleans newspapers at one time obtained an injunction to prevent WDSU from broadcasting news, but the plucky station has overcome this legal difficulty. Nor is this the first instance in which the long-smoldering feud has reached the courts. Prior to the New Orleans case, Iowa and South Dakota radio stations had been hauled before the bar for al-

12:30 A.M.

- NBC—Clyde Lucas' Orchestra: WJZ WBZ WBZA WHAM WLW
- CBS—Henry Busse's Orchestra: WABC WJSV WCAU WOKO WNAC
- NBC—Carlos Molina's Orchestra: WEAJ WTIC WEEI WFI
- KDKA—DX Club

been shipped to Hollywood to gather additional color . . . *Alex Robb*, one-time manager of *Amos 'n' Andy* and of late NBC program department exec, is taking time off to inhale ether while the surgeons have a look-see what's wrong . . . And that very splendid Thursday evening "Supper Club" of the bigger chain, starring *Mary Steele* and *Joe Parsons*, has already made a change, substituting the *Merry Macs* for the *Merric-Men* . . . just a slight typographical rearrangement.

Here's Emrie Lincoln

UNTIL recently on WGN, now on transcriptions over many stations is *Charlie Agnew's* ork and the enchanting voice, with the bell-like tinkle, of young *Emrie Ann Lincoln*, ballad singing newcomer who has scaled the musical heights as rapidly as if she were flying with her aviator brother—



Emrie Ann Lincoln

one of her favorite pastimes . . . *Emrie Ann* pried herself into radio, first, by deciding *Agnew's* orchestra needed her, and, second, by pursuing *Charlie* until he just had to give her an audition. Result, even *he* was surprised and *Miss Lincoln* got a job . . . *Emrie's* 21 years of age but hasn't voted yet; is not "sweet" on anyone; devotes most of her spare time to athletic activities generally reserved for the boastful male, and lives with mama and papa in a western Chicago suburb . . . She *does* get you, doesn't she?

Gag Department

FROM MILWAUKEE, capital of happy cow country and originator of the "Heinie and His Grenadiers" programs Wednesdays at 3:15 p. m. EST over the NBC-WJZ network, comes the report of a fan letter, addressed to Heinie from the wife of a Wisconsin farmer. She boasted of their modern farm, every convenience, and:

"Best of all," she added, "we have a radio system of our own. You see Heinie broadcasts right at milking time, so Dad would have to miss the programs. But we've wired a loudspeaker line to the barn, and all I have to do is throw a switch in the house and send the Grenadiers out there.

"We've done that now for over a year and a half, and—so far, the cows haven't minded at all!"

Casualties

OF MINOR ORIGIN but painful consequence was the infection, resulting from a manicure, which *Adele Girard*, charming vocalist-harpist and with *Harry Sosnik's* Edgewater Beach Hotel orchestra, suffered last week, and *Adele*, despite the torture, continued to do her bit during the 11:30 p. m. CBS orchestra broadcasts . . . With less importance medically, but nevertheless an operation of a sort, has been the reducing diet of one *Harlow Wilcox*, NBC Chicago mickeman, who has subtracted some thirty pounds from his total. "When," says *Wilcox*, "I've lost another five pounds, I'll have some pictures taken."

It seems that *Mr. Wilcox* would like to have his fans know him as he is going to be—not as he was.

BIRTHDAYS: *March 11, Andy Santella; March 12, Harlow Wilcox and Loretta Poynton; March 13, Louis Roen, Helen ("Em" of Clara Lu 'n' Em) King, and Aileen Clark; March 14, Gene Arnold; March 15, Everett Mitchell; March 16, Elizabeth Lemox.*

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633 WALNUT
Dept. R.G. CINCINNATI, OHIO

Monday, March 12

MORNING

8:00 A.M.
 CBS—On the Air Today: WABC
 NBC—Organ Rhapsody; Richard Leibert, organist: WEA F WFI WCSII
 CBS—Salon Musicale: WCAU
 NBC—Morning Devotions: WJZ WBAL WBZ WBZA KDKA
 WEEL—Looking over the Morning Paper
 WGY—Musical Clock
 WHAM—Kindly Thoughts
 WJSV—The Sun Dial, Arthur Godfrey
 WNAC—Shopping Around the Town
 WOR—Program Resume
 8:05 A.M.
 CBS—Salon Musicale: WABC
 WOR—Daily Producer Reporter
 8:10 A.M.
 WOR—Al Woods, songs and patter
 8:15 A.M.
 NBC—Don Hall Trio: WJZ KDKA WBAL WHAM WBZ WBZA
 WCSH—Morning Devotions
 WEEL—Caroline Cabot's Shopping Service
 8:30 A.M.
 NBC—Cheerin, inspirational talk; Music: WEAF WGY WEEL WCSII WFI
 CBS—Sunny Melodies; Mark Warnow, Conductor: WABC WCAU
 NBC—Lew White at the Dual Organ: WJZ WBAL KDKA WBZ WBZA
 WHAM—Amung My Souvenirs
 WOR—Martha Manning
 8:45 A.M.
 WCAU—Sam Moore's Meeting
 WHAM—Lew White, organist (NBC)
 WOR—Gospel Messengers, songs; Clara Altman and Kenneth Randolph, baritone
 9:00 A.M.
 NBC—Morning Glories; Dance Orchestra: WEAF WLIT WCSII
 NBC—Breakfast Club; Dance Orchestra: WJZ WBAL KDKA
 CBS—Andy Arcari; Three Naturals: WABC WOKO WNAC WDRC WCAU WJAS WLBZ
 WBZ-WBZA—Shipping News, Virginia Reade
 WEEL—Clothes Institute
 WGY—Musical Program
 WHAM—Tower Clock Program
 WJSV—Woman's Hour
 WOR—"Our Children," with Mary Olds; Edward Nell, Jr., baritone; George Shackley, organist
 9:15 A.M.
 NBC—Landt Trio and White, songs and comedy: WEAF WLIT WCSII WGY WEEL
 CBS—Madison Ensemble: WABC WDRC WJAS WNAC WOKO WIP WLBZ
 WCAU—Words and Music
 WHAM—Breakfast Club (NBC)
 WOR—Miss Kath'rine 'n' Calliope
 9:30 A.M.
 NBC—Bradley Kincaid, The Mountain Boy, songs: WEAF WGSN WGY
 CBS—Metropolitan Parade: WABC WDRC WJAS WNAC WOKO
 KOKA—Style and Shopping Service
 WBZ-WBZA—Breakfast Club (NBC)
 WEEL—Shopping Service; Jean Abbey
 WOR—"First Ladies" on the Air
 9:45 A.M.
 NBC—Florenda Trio: WEAF WGSN WFI WEEL
 CBS—Metropolitan Parade: WCAU WLBZ KDKA—Piano, Minute Manners
 WBAL—Shopping with Nancy Turner
 WGY—Martha and Hal
 WOR—Phil Harris' Orchestra
 10:00 A.M.
 NBC—Josephine Gibson, Hostess Counsel: WJZ WBZ WBZA WBAL KDKA WHAM
 NBC—Breen and de Rose, vocal and instrumental duo: WEAF WCSII WEEL WFI
 WGY—Hank Keene and his Gang
 WNAC—Buddy Clark, soloist
 WOR—Musical Program
 10:15 A.M.
 NBC—Morning Parade, Variety Musicale: WEAF WEEL WGSN WFI
 CBS—Bill and Ginger, songs and patter: WABC WOKO WNAC WCAU WJAS WJSV
 NBC—Clara Lu 'n' Em: WJZ WBAL WBZ WBZA KDKA WHAM
 WGY—Mid-Morning Devotions
 10:30 A.M.
 CBS—News Service: WABC WOKO WAAB WJSV WCAU WDRC WJAS WLBZ
 NBC—Today's Children, dramatic sketch: WJZ WBAL WBZ WBZA KDKA
 NBC—Press Radio Bureau: WEAF WEEL WFI WCSII
 WEEL—Contract Bridge; Mrs. Charles Geissler
 WGY—Market Basket
 WHAM—"Mrs. Thrifty Buyer"
 WNAC—Song Album; Walter Kidder, baritone
 10:35 A.M.
 CBS—The Merry-makers: WABC WOKO WAAB WJSV WCAU WDRC WJAS WLBZ
 NBC—Morning Parade: WEAF WEEL WGSN WFI
 10:45 A.M.
 CBS—Will Osborne's Orchestra; Pedro De Cordoba, philosopher: WABC WDRC WCAU WOKO WNAC WJAS
 NBC—Press Radio Bureau WJZ WBAL WFI
 E. T.—School of Cookery: WEEL WGY
 KOKA—Sammy Fuller
 WBZ-WBZA—Duke Dewey's Hickory Nuts

WHAM—Tom Grierson, organist
 WJSV—Gene Stewart, organist
 10:50 A.M.
 NBC—Musical Originalities; Dick Teela, tenor: WJZ WFI WBAL
 11:00 A.M.
 NBC—Hour of Memories; U. S. Navy Band: WEAF WLIT WGY
 CBS—Cooking Closeups, Mary Ellis Ames: WABC WOKO WNAC WDRC WJAS WJSV WCAU
 NBC—The Wife Saver; Allan Prescott: WJZ WBAL WHAM
 E. T.—School of Cookery: WCSII WRVA
 E. T.—Strollin' Tom: WBZ WBZA KDKA
 WEEL—Friendly Kitchen Program
 WOR—Nell Vinick, beauty talk
 11:15 A.M.
 NBC—U. S. Navy Band: WGSN WEEL
 CBS—Morning Moods: WABC WJAS WDRC WJSV WCAU WOKO WNAC WLBZ
 NBC—Singing Strings, string ensemble: WJZ WHAM WBAL WBZ WBZA
 KOKA—Uncle Tom and Betty
 WOR—School of Cookery
 11:30 A.M.
 CBS—Tony Wons: WABC WOKO WNAC WJAS WJSV WCAU WLBZ
 NBC—Rhythm Ramblers, dance orchestra; Edna Odell, contralto: WJZ WBAL KDKA
 WBZ-WBZA—Metropolitan Stage Show
 WHAM—Home Bureau Talk
 WOR—The Humanologist, Dr. William Von Crowe
 WRVA—Luxury Fiddlers
 11:45 A.M.
 CBS—Keenan and Phillips: WABC WDRC WJAS WJSV WLBZ WIP
 NBC—Rhythm Ramblers: WBZ WBZA WHAM KOKA—Ella Graubart
 WCAU—Irene Thomson, soloist; Orchestra
 WNAC—Five Minute Stories from Real Life
 WOR—Walter Ahrens, baritone; Orchestra

AFTERNOON

12:00 Noon
 NBC—Arlene Jackson, songs; Pollock and Lawnhurst, piano duo: WEAF WEEL WCSII WGY
 CBS—The Voice of Experience: WABC WNAC WDRC WCAU WJAS WJSV
 NBC—Musical Varieties; Morin Sisters; The Crusaders: WJZ WBAL WHAM
 KOKA—Studio Program
 WBZ-WBZA—News, Ernest Beaufort
 WOR—The Craft of Glove-Making, Mrs. F. Pentecost Philips
 WRVA—Art Brown, organist
 12:15 P.M.
 NBC—Johnny Marvin, songs: WEAF
 CBS—Betty Barthell, songs: WABC WOKO WAAB WDRC WCAU WJSV WLBZ
 KDKA—Honey Boy and Sassafras
 WBAL—Chick Larro
 WBZ-WBZA—Weather; Farm Forum
 WGSN—Farm Flashes
 WEEL—News Dispatches; Stock Quotations; Market Report
 WHAM—News Service
 WNAC—News and Weather
 WOR—Your Child, Dr. Elaine Elmore
 12:20 P.M.
 WOR—Musical Program
 12:25 P.M.
 WGSN—Stocks; Weather
 WHAM—Agricultural Forum
 WOR—"Minute Manners," Mrs. J. S. Reilly
 12:30 P.M.
 NBC—National Farm and Home Hour; guest speakers; Walter Blaufuss' Orchestra: WJZ WBAL WBZ WBZA WHAM
 CBS—Emery Deutsch's Orchestra: WABC WOKO WAAB WJSV WIP WLBZ
 NBC—Rex Battelle's Concert Ensemble: WEAF WGSN
 KDKA—News, Markets
 WCAU—The Nontimers
 WGY—Farm Program
 WNAC—The Shopper's Exchange
 WOR—George Shackley, organist
 12:35 P.M.
 WEEL—Farmers Produce Market Report
 12:45 P.M.
 KOKA—Lloyd Huntley's Orchestra
 WEEL—A Bit of This and A Bit of That
 WJAS—Emery Deutsch's Orchestra (CBS)
 12:55 P.M.
 E. T.—Ohman and Arden; The World's Most Beautiful Waltzes: WOR WCAU
 1:00 P.M.
 NBC—Market and Weather Reports: WEAF
 CBS—George Hall's Orchestra: WABC WNAC WDRC WIP WLBZ WOKO
 KOKA—Farm and Home Hour (NBC)
 WCAU—Harold Knight's Orchestra
 WGSN—Lyman B. Chipman Program
 WGY—Albany on Parade
 WJSV—Afternoon Rhythms
 WOR—Dr. Wynne's Health Talk
 1:05 P.M.
 WOR—New Jersey Club Women's Hour
 1:15 P.M.
 NBC—Pinkey Hunter's Orchestra: WEAF WGSN WEEL WFI
 WCAU—Hills of Yesterday
 WJSV—George Hall's Orchestra (CBS)
 1:20 P.M.
 WOR—Musical Interlude

HIGH SPOT SELECTIONS FOR THE DAY

3:00 p.m.—Radio Guild; Maeterlinck's "The Blue Bird": NBC-WJZ network.
 7:30 p.m.—Music by Gershwin; George Gershwin in person with Lou Katzman's orchestra: NBC-WJZ network.
 8:00 p.m.—Side Show; Clifford Soubier, barker; music: NBC-WJZ network.
 8:30 p.m.—Bing Crosby; Mills Brothers and Carol Lofner's orchestra: CBS-WABC network.
 8:30 p.m.—Lawrence Tibbett, baritone; William Oaly's orchestra: NBC-WEAF chain.
 9:00 p.m.—Minstrel Show; Gene Arnold; Joe Parsons, basso; Maple City Four quartet; Harry Kogen, band director: NBC-WJZ network.
 9:15 p.m.—Fray and Braggiotti, piano duo: CBS-WABC network.
 9:30 p.m.—Ex-Lax presents The Big Show; Gertrude Niesen, Mady Christians, Emile Boreo and Isham Jones' orchestra: CBS-WABC network.
 9:30 p.m.—Ship of Joy; Captain Dobbsie: NBC-WEAF network.
 10:00 p.m.—Carnation Contented Hour; Morgan Eastman's orchestra: NBC-WEAF network.

1:30 P.M.
 NBC—Frances C. Healy, director; Midtown Galleries: WEAF WGY WCSII
 CBS—Mischa Ragninsky's Ensemble: WABC WOKO WNAC WDRC WJAS WJSV WCAU WLBZ
 NBC—Vic and Sade, sketch: WJZ WBAL WBZ WBZA KDKA
 WEEL—Reading Circle
 WHAM—School of the Air
 WOR—Bile Dudley, Theater Club of the Air
 WRVA—Market Reports
 1:45 P.M.
 NBC—Orlando's Concert Ensemble: WEAF
 NBC—Harvester of Song; Merrie Men, male quartet; Irma Glen, organist: WJZ WBAL
 KOKA—Lloyd Huntley's Orchestra
 WBZ-WBZA—Home Forum
 WOR—Show Boat Boys
 WRVA—Sunshine Program
 2:00 P.M.
 NBC—The Revolving Stage: WEAF WEEL WLIT
 CBS—Ann Leaf at the Organ: WABC WOKO WDRC WJAS WJSV WIP WLBZ
 NBC—Xavier Cugat's Orchestra: WJZ KDKA WBZ WBZA WBAL WHAM
 WCAU—Emily Weyman, songs
 WGSN—Lura Thomas Brown
 WGY—Lauren Bell, baritone
 WHAM—Rochester Civic Orchestra
 WNAC—Spotlight Municipal Affairs
 WOR—Dr. Arthur Frank Payne, The Psychologist Says
 WRVA—Cooking School
 2:15 P.M.
 CBS—Romance of Helen Trent: WABC WCAU WGSN—The Revolving Stage (NBC)
 WGY—Household Chats
 WNAC—Ann Leaf at the Organ (CBS)
 WOR—College Inn Comedies
 2:30 P.M.
 NBC—Smaek Out, comedy duo: WJZ WHAM WBAL
 CBS—American School of the Air: WABC WOKO WNAC WDRC WJAS WJSV WIP WLBZ
 KOKA—Home Forum
 WBZ-WBZA—Mildred May, soprano; Lou Bell, pianist
 WCAU—Women's Club of the Air
 WEEL—Radio Kiteben
 WGY—Revolving Stage (NBC)
 WOR—Genevieve Pitot, piano recital
 2:45 P.M.
 NBC—Words and Music; Soprano; Baritone; Narrator: WJZ WBZ WBZA WHAM
 WBAL—Unexpected Guest Meal, talk
 WOR—Yeo Freudberg's Orchestra; Talk
 3:00 P.M.
 NBC—Ma Perkins, dramatic sketch: WEAF WFI WGY WGSN
 CBS—Oahu Serenaders: WABC WOKO WNAC WDRC WJAS WJSV WIP WLBZ
 NBC—Radio Guild; Dramatic Sketch: WJZ WBAL KDKA
 WBZ-WBZA—Ye Olde Tea Shoppe
 WCAU—Radio Press Presents
 WEEL—Twenty Fingers of Harmony (NBC)
 WHAM—Clyde Morse, concert pianist
 WOR—Elizabeth McShane, Fashions
 3:15 P.M.
 CBS—The Captivators: WABC
 NBC—Ray Hentherton, baritone: WEAF
 CBS—The Voice of Experience: WOKO WDRC WJSV WNAC WIP WLBZ WJAS
 WBZ-WBZA—Harry Schyde, oessenger of cheer
 WCAU—Women's Club of the Air
 WEEL—G. A. R. Program
 WGY—Health Hunters
 WHAM—Rochester Civic Orchestra
 WOR—"Your Lover"
 3:30 P.M.
 CBS—U. S. Marine Band: WABC WOKO WNAC WDRC WCAU WJAS WJSV WLBZ
 NBC—Woman's Radio Review: WEAF WGSN WFI WGY WEEL
 WBZ-WBZA—Home Forum Cooking School
 WOR—Garden Club
 3:45 P.M.
 WHAM—The Ramblers
 WOR—Waltz Time
 4:00 P.M.
 NBC—Headlines in Song: WEAF WGSN
 CBS—Bob Nolan and Orchestra: WABC WDRC WJAS WJSV WNAC WIP WLBZ WOKO
 NBC—Betty and Bob, dramatic sketch: WJZ WBAL WBZ WBZA KDKA WHAM
 WCAU—Universal Artists' Recital
 WEEL—News Flashes; Stock Quotations
 WGY—Parent Education Series

WOR—Dr. H. I. Strandhagen, talk
 WRVA—Forum
 4:15 P.M.
 NBC—To be announced: WEAF WCSII WGY
 CBS—Library of Congress Musicale: WABC WNAC WDRC WJSV
 NBC—To be announced: WJZ WBAL KDKA WHAM WBZ WBZA
 WEEL—Mass. Federation of Music Clubs
 WOR—The Virginians, male quartet
 4:30 P.M.
 NBC—Jack and Loretta Cleinens, songs and guitar: WEAF WTIC WGSN
 CBS—Library of Congress Musicale: WIP WJAS
 WCAU—Dog Talk by Al Delmont
 WEEL—John Doherty, The Singing Pianist
 WGY—Peggy Miller, crooner
 WOR—Musical Revue
 4:45 P.M.
 NBC—The Lady Next Door, children's program: WEAF WEEL WCSII WLIT
 KDKA—Market Reports
 WCAU—Charlie Gaines' Orchestra
 WGY—Stock Reports
 WHAM—News Flashes
 5:00 P.M.
 NBC—Leo Zollo's Orchestra: WEAF WGSN WTIC
 CBS—Skipper, Children's Sketch: WABC WOKO WAAB WDRC WCAU WJSV WJAS
 NBC—Your Health, talk: WJZ WBAL
 KOKA—Studio Program
 WBZ-WBZA—Agricultural Markets
 WEEL—Phil Saltman, pianist
 WGY—Three Schoolmaids
 WHAM—Studio Program
 WNAC—Five O'Clock Revue
 WOR—Musical Interlude
 WRVA—Lullaby Girl
 5:15 P.M.
 CBS—On The Air Tonight: WABC
 NBC—Little Jackie Heller, tenor; Harry Kogen's Orchestra: WJZ WBAL WHAM
 CBS—The Dictators: WAAB WDRC WJAS WIP WOKO
 KDKA—Kiddies Club
 WBZ-WBZA—The Monitor Views the News
 WCAU—Eddie Sheppard
 WEEL—Little Women
 WGY—Leo Zollo's Orchestra (NBC)
 WJSV—Milt Strauss, pianist
 WOR—Studio Program
 WRVA—Cecil and Sally
 5:20 P.M.
 CBS—The Dictators: WABC
 5:25 P.M.
 WRVA—Katy Boscher, songs
 5:30 P.M.
 NBC—Adventures of Tom Mix and His Straight Shooters: WEAF WEEL WGSN WTIC WLIT WGY
 CBS—Jack Armstrong, All American Boy: WABC WOKO WNAC WDRC WCAU WJAS WJSV
 NBC—The Singing Lady, jingles, songs and stories: WJZ KDKA WBAL WBZ WBZA WHAM
 WOR—Iilda Spong Speaking for Everybody's Thrift House
 5:45 P.M.
 NBC—The Wizard of Oz, dramatization: WEAF WTIC WEEL WCSII WGY
 CBS—Brooke, Dave and Bunny, songs: WABC WAAB WJAS WDRC WOKO WCAU
 NBC—Little Orphan Annie: WJZ WBAL WBZ WBZA KDKA WHAM
 WJSV—Evening Rhythms
 WNAC—The Cosmopolitans, novelty quintet
 WOR—Lee Leonard, songs; Sherman Keene's Orchestra
 5:50 P.M.
 WOR—Dancing Class; Thomas E. Parsons

NIGHT

6:00 P.M.
 NBC—Peter Van Steeden's Orchestra: WEAF WRVA
 CBS—Buck Rogers in the 25th Century: WABC WOKO WAAB WCAU WJAS WJSV
 NBC—U. S. Army Band: WJZ WBAL KDKA—Evensong
 WBZ-WBZA—Camera Club, Luis Marden
 WGSN—Dance Marathon
 WEEL—The Evening Tatler
 WGY—News Items; Evening Brevities
 WHAM—Kendall Sportcast
 WLW—Jack Armstrong, sketch
 WNAC—Temperature: Weather; News
 WOR—Uncle Don

Tuesday, March 13

MORNING

8:00 A.M.
CBS—On the Air Today: WABC
NBC—Radio City Organ; Richard Leibert, organist: WEAF WFI WCSH

8:05 A.M.
CBS—Salon Musicale: WABC
WOR—Al Woods, songs and patter
8:10 A.M.
NBC—Don Hall Trio: WJZ WBAL KDKA

8:15 A.M.
NBC—Cheerio, Inspirational talk and music: WEAF WTIC WEEI WESH WGY WFI
NBC—Lev White, organist: WJZ WBAL KDKA

8:30 A.M.
NBC—Herman, xylophone; Banta, piano: WEAF WLIT WCSH WGY
CBS—Round Towners Quartet: WABC WOKO

8:45 A.M.
CBS—Sam Moore's Meeting: WABC WCAU
WOR—Don Ross, songs
9:00 A.M.

NBC—Landt Trio and White, songs and comedy: WEAF WCSH WLIT WGY WEEI
CBS—In the Luxembourg Gardens: WABC WIP

9:15 A.M.
NBC—Bradley Kincaid, the Mountain Boy; hill-billy songs: WEAF WTIC WCSH WGY WEEI
KDKA—Style and Shopping Service

9:30 A.M.
NBC—Allan Prescott, the Wife Saver: WEAF WTIC WEEI WESH WFI
CBS—The Mystery Chef: WABC WAAB WCAU

9:35 A.M.
NBC—Breen and de Rose, songs and ukelele: WEAF WEEI WCSH WFI
CBS—Bill and Ginger, Popular Songs: WABC

9:45 A.M.
NBC—Morning Parade, variety musicale: WEAF WEEI WESH WFI
CBS—Current Questions Before Congress, talk:

10:00 A.M.
NBC—Today's Children, dramatic sketch: WJZ WBZ WBZA KDKA WBAL
CBS—News Service: WABC WOKO WAAB WJAS

10:05 A.M.
CBS—The Frivolities: WABC WOKO WDRC
WCAU WJAS WJSV WNAC WLBZ
NBC—Press Radio Bureau: WJZ

10:10 A.M.
KDKA—Sammy Fuller
WBZ-WBZA—Kay Fayre
WGY—Morning Parade (NBC)
WHAM—Century Organ Program

10:50 A.M.
NBC—Morning Parade: WEAF WEEI WCSH WFI
NBC—Singing Strings: WJZ

11:00 A.M.
CBS—Mary Lee Taylor, kitchen talks: WJSV
NBC—Castles in the Air; Alice Remsen, contralto; William Wirges, pianist; Itay Heatter-ton, baritone: WEAF WTIC WESH

11:15 A.M.
CBS—Charm Secrets; Jean Merrill, beauty authority: WNAC WCAU WJSV
NBC—Your Child, Health Talk: WEAF WTIC

11:30 A.M.
NBC—Gale Page, contralto; Frank Hazzard, tenor; King's Jesters; Orchestra: WLIT WGY
NBC—Piano Recital: WEAF WEEI WCSH

11:45 A.M.
CBS—Larry Tate; Orchestra: WABC WOKO
WCAU WDRC WJSV WJAS WLBZ WNAC
NBC—Al Bernard, the Minstrel Man: WEAF

AFTERNOON

12:00 Noon
NBC—Pollock and Lawnburst, piano team: WEAF WGY
CBS—The Voice of Experience: WABC WNAC

12:15 P.M.
CBS—Connie Gates, songs: WABC WDRC WCAU
WOKO WJSV WIP WLBZ WAAB
NBC—Johnny Marvin, tenor: WEAF WTIC

12:25 P.M.
NBC—Maurice Lees' Concert Ensemble: WEAF WCSH WTIC
CBS—George Scherban's Gypsy Orchestra: WABC

12:30 P.M.
NBC—Marie, the Little French Princess, drama: WABC WNAC WCAU
NBC—Market and Weather Reports: WEAF

1:00 P.M.
CBS—Marie, the Little French Princess, drama: WABC WNAC WCAU
NBC—Market and Weather Reports: WEAF

1:15 P.M.
NBC—Ma Perkins, drama: WEAF WCSH WGY WFI WTIC
CBS—Metropolitan Parade: WABC WOKO

1:30 P.M.
NBC—Blue Room Echoes, string ensemble: WEAF WTIC WGY
WCAU—Women's Club of the Air

1:45 P.M.
NBC—"Whither Britain?" Professor Blackett, speaker: WEAF WGY WCSH WTIC WEEI WFI

1:50 P.M.
NBC—Womankind's Radio Review: WEAF WCSH
CBS—Stage Relief Fund, speaker: WABC

HIGH SPOT SELECTIONS FOR THE DAY

3:30 p.m.—"Whither Britain?"; Professor Blackett, guest speaker: NBC-WEAF chain.
7:30 p.m.—Arlene Jackson; Green Brothers' orchestra: NBC-WEAF network.
8:00 p.m.—Little Jack Little's orchestra: CBS-WABC network.

1:05 P.M.
WOR—Musical Revue
1:15 P.M.
CBS—Joan Marrow, music: WABC WNAC WJSV

1:30 P.M.
NBC—Francis C. Healy, talk: WEAF WCSH WGY WFI
CBS—Easy Aces, Comedy: WABC WNAC WCAU

1:45 P.M.
NBC—Pinkey Hunter's Orchestra: WEAF WTIC
CBS—Louis Panico's Orchestra: WABC WNAC

2:00 P.M.
NBC—Merry Madcaps: Fred Wade, tenor; Norman Clinter's Orchestra: WEAF WTIC WEEI

2:15 P.M.
CBS—Romance of Helen Trent: WABC WCAU
WCSH—Merry Madcaps (NBC)
WGY—Household Chats

2:30 P.M.
NBC—Talk: WEAF WGY
CBS—American School of the Air: WABC WOKO

2:45 P.M.
NBC—Nellie Revell at large, interview: WJZ WBZ WBZA WBAL
NBC—Vocal Soloist: WEAF

3:00 P.M.
NBC—Ma Perkins, drama: WEAF WCSH WGY WFI WTIC
CBS—Metropolitan Parade: WABC WOKO

3:15 P.M.
NBC—Blue Room Echoes, string ensemble: WEAF WTIC WGY
WCAU—Women's Club of the Air

3:30 P.M.
NBC—"Whither Britain?" Professor Blackett, speaker: WEAF WGY WCSH WTIC WEEI WFI

4:00 P.M.
CBS—U. S. Navy Band, patriotic period: WOKO
WJAS WLBZ WDRC WNAC WIP WJSV

4:05 P.M.
CBS—U. S. Navy Band: WABC
4:15 P.M.
NBC—Prehistoric Game Trails, Carl Clausen, explorer: WEAF WEEI WFI WCSH

4:30 P.M.
NBC—Horatin Zito's Orchestra: WEAF WGY WEEI WCSH
CBS—Boh Standish, baritone: WABC WOKO

4:45 P.M.
NBC—Lady Next Door, children's program: WEAF WEEI WLIT WCSH
CBS—Ye Happy Minstrel and Tiny Band: WABC

5:00 P.M.
NBC—Music Box; Gloria La Vey, soprano; Male Chorus: WEAF WEEI WCSH
CBS—Skippy, Children's Skit: WABC WOKO

5:05 P.M.
WOR—Musical Interlude
5:10 P.M.
WOR—Program Resume

5:15 P.M.
NBC—Percy Crosby, creator of Skippy, interviewed by William Lundell: WJZ WBAL WHAM

5:20 P.M.
CBS—Madison Ensemble: WABC WOKO
5:25 P.M.
WRVA—Aunt Pollyanna

5:30 P.M.
NBC—Nursery Rhymes, children's program: WEAF WEEI WCSH WLIT
CBS—Jack Armstrong, All American Boy:

5:35 P.M.
WRVA—Sports Review
5:45 P.M.
CBS—Brooke, Dave and Bunny, songs: WABC

5:50 P.M.
NBC—Rex Cole's Mountaineers: WEAF
NBC—Little Orphan Annie: WJZ WBAL WBZ

5:55 P.M.
NBC—Tattered Man: WESH WGY WEEI
WJSV—Evening Rhythms
WNAC—Sam Bittel's Orchestra

6:00 P.M.
WOR—Paulo Gruppe, cellist; Samuel Quincy, pianist

\$10,000.00
IN CASH PRIZES
See Back Page

(TUESDAY CONTINUED)
NIGHT

6:00 P.M.

NBC—Mme. Frances Alda, soprano: WEAF
CBS—Buck Rogers in the 25th Century: WABC
WOKO WAAB WCAU WJAS WJSV
NBC—Angelo Ferdinand's Orchestra: WJZ WBAL
KDKA—Evensong
WBZ-WBZA—Duke Dewey's Hickory Nuts
WCSH—Dance Marathon
WEEL—The Evening Tattler
WGY—Evening Brevities; News Items
WHAM—Sportcast
WLW—Jack Armstrong, sketch
WNAC—News Flashes; Weather
WOR—Uncle Don, children's program
WRVA—Hi-Plane Pilots

6:15 P.M.

CBS—Bobby Benson and Sunny Jim: WABC
WAAB WCAU WDRG WLBZ WJSV
NBC—Barnacle Bill, children's stories: WJZ
KDKA—Sports; Program Preview
WBZ-WBZA—Studio Program
WCSH—Al Buck's Sports Review
WEEL—Gene and Glee with Jake and Lena
WGY—Ma Frasier's Boarding House
WHAM—Angelo Ferdinand's Orchestra (NBC)
WLW—Joe Emerson, soloist
WNAC—The Merry Go-Round

6:20 P.M.

WCSH—Musical Interlude
6:30 P.M.

CBS—Mary Eastman, soprano; Evan Evans,
baritone: WABC WDRG WJSV WLBZ WOKO
NBC—Mid-Week Hymn Sing, mixed quartet; or-
ganist: WEAF
NBC—Ivory Stamp Club: WJZ WBAL
KDKA—"Band Wagon," Selections
WBZ-WBZA—Time; Old Farmers Almanac; Wea-
ther; Sports
WCAU—Comedy Stars of Hollywood
WCSH—Studio Program
WEEL—News Flashes; Farm Announcements
WGY—Musical Program
WHAM—Dance Orchestra
WLW—Bob Newhall, Mail Pouch Sportsman
WOR—Harold Stern's Orchestra

6:40 P.M.

WEEL—The Voice of the East
6:45 P.M.

CBS—Harold Knight's Orchestra: WIP
NBC—Cherito Musical Mosaics; Jan Peerce,
tenor; male chorus; orchestra: WEAF WFI
CBS—Little Italy, drama: WABC WOKO WAAB
WDRG WCAU
NBC—Lowell Thomas, Today's News: WJZ
WBZ WBZA WBAL KDKA WLW WHAM
WCSH—White Cross Night Club
WEEL—Crystal Souvenirs
WGY—Radio Court
WJSV—Marguerite Cromwell and Phil Crist
WNAC—Ranny Weeks' Orchestra
WOR—Josef Ransald, hand analyst; Eddie Con-
ners, guitarist
WRVA—Book Review

6:50 P.M.

WOR—Story With Music
7:00 P.M.

NBC—Mary Small, songs; Orchestra: WEAF WFI
CBS—Myrt and Marge, drama: WABC WOKO
WNAC WDRG WCAU WJAS WJSV
NBC—Amos 'n' Andy: WJZ WBAL WBZ
WBZA KDKA WLW WRVA WHAM
WCSH—True Stories of the Sea
WEEL—Dr. Miriam Scriball, book reviews
WGY—Joe and Eddie, comedy
WOR—Ford Frick, Sports Resume

7:15 P.M.

NBC—Billy Bachelor, sketch: WEAF WGY
WCSH WEEL
CBS—Just Plain Bill, skit: WABC WNAC WCAU
WJAS WJSV
NBC—You and Your Government, Talk, Speakers:
WJZ WBZ WBZA
KDKA—Pittsburg Frolics
WHAM—On Wings of Song
WLW—Unbroken Melodies
WOR—Comedy Stars of Hollywood, sketch
WRVA—The Minstrels

7:30 P.M.

NBC—Arlene Jackson, blues singer; Green
Brothers' Novelty Orchestra: WEAF WGY
WCSH
CBS—The Sorenanders; Phil Cook, Paul Keast,
baritone: WABC WDRG WCAU WOKO WJAS
Y. N.—Talk by James Roosevelt: WLBZ
WEEL—After Dinner Revue
WJSV—The Dinkeldorffers
WLW—Paul Pearson's Orchestra
WNAC—True Stories of the Sea
WOR—Foolflight Echoes
WRVA—Evelyn Harrison, soloist

7:45 P.M.

CBS—Boake Carter, news: WABC WNAC WCAU
WJAS WJSV
NBC—The Goldbergs, comedy sketch: WEAF WFI
WEEL WCSH WGY
NBC—Grace and Eddie Albert: WJZ
KDKA—True Stories of the Sea
WBZ-WBZA—Studio Program
WHAM—Manhattan Serenade
WLW—Dance Orchestra
WRVA—Tanzau of the Apes

8:00 P.M.

CBS—Little Jack Little's Orchestra: WABC
WNAC WJSV WDRG WIP
NBC—Crime Clues, mystery drama: WJZ WBAL
WBZ WBZA KDKA WLW
NBC—Leo Reisman's Orchestra; Phil Huey, bari-
tone: WEAF WEEL WCSH WFI WGY
WCAU—True Stories of the Sea

WOR—Radio Vanities; Ferde Grofe's Orchestra;
Frank Parker, tenor
WRVA—Newspaper Adventures

8:15 P.M.

CBS—Five Blue Spades: WIP
CBS—Edwin C. Hill, "The Human Side of the
News": WABC WOKO WNAC WCAU WDRG
WJAS WJSV
WHAM—"Behind the Headlines," Dr. Meyer
Jacobstein
WRVA—Souvenirs

8:30 P.M.

NBC—Wayne King's Orchestra: WEAF WEEL
WCSH WFI WGY
CBS—The Voice of Experience: WABC WNAC
WDRG WCAU WJAS WJSV
NBC—Adventures in Health, Dr. Herman Bunde-
sen: WJZ WBAL WBZ WBZA KDKA
WLW WHAM
WOR—Borrah Minevitch's Harmonica Rascals
WRVA—Manhattan Merry Go-Round

8:45 P.M.

CBS—California Melodies; Itaymond Paige's Or-
chestra; Guest Stars: WABC WOKO WDRG
WJSV WNAC WJAS WLBZ
NBC—Bavarian Peasant Band: WJZ WBAL
KDKA—Crazy Hillbillies
WBZ-WBZA—"Twentieth Century Ideas," Prof.
Kirtley F. Mather, director
WCAU—Silver Wedding Guest Series
WHAM—Tin and Delia, Irish sketch
WLW—Nurserymen

9:00 P.M.

NBC—Ben Bernie's Blue Ribbon Air Casino:
WEAF WEEL WCSH WGY WLW WRVA WFI
CBS—Philadelphia Studio Orchestra; Leopold
Stokowski, conductor: WABC WOKO WNAC
WDRG WCAU WJAS WJSV WLBZ
NBC—Musical Memories, Edgar A. Guest, poet;
Alice Mock, soprano; Charles Sears, tenor;
Vocal Trio; Josef Koestner's Orchestra: WJZ
WBZ WBZA WBAL KDKA WHAM
WOR—"Back Stage," with Boris Morros

9:15 P.M.

CBS—Roth Elling; Johnny Green's Orchestra;
Ted Husing, m.c.: WABC WOKO WNAC
WDRG WCAU WJAS WJSV

9:30 P.M.

NBC—Ed Wynn, the Fire Chiel, with Graham
McNamee; male quartet: WEAF WCSH WFI
WGY WEEL WRVA WLW

CBS—Minneapolis Symphony Orchestra; Eugene
Ormandy, conductor: WABC WOKO WDRG
WJAS WCAU WJSV WNAC WLBZ
NBC—Eddie Doehlin's Orchestra: WJZ WBZ
WBZA WBAL WHAM KDKA
WOR—Studio Program

9:45 P.M.

WCAU—Newspaper Adventures
10:00 P.M.

NBC—The Cruise of the Seth Parker, dramatic
broadcasts by Phillips Lord and crew enroute
around the world: WEAF WEEL WCSH WFI
WGY WRVA WLW
CBS—Glen Gray's Orchestra; Colonel Snopce
and Budd; Connie Boswell: WABC WOKO
WDRG WCAU WJAS WJSV WNAC WLBZ
NBC—Ray Perkins, comedian; Orchestra; Solo-
ists: WJZ WHAM WBAL
KDKA—Guardians of Our Safety
WBZ-WBZA—Billy Lossez's Orchestra
WOR—Teddy Bergman, comedian; Betty Queen,
contralto; The Rondiniers, quartet

10:15 P.M.

KDKA—Studio Program
WOR—Harlan Eugene Read, news

10:30 P.M.

NBC—Madame Sylvia of Hollywood: WEAF WGY
WEEL
CBS—Harlem Serenade; Claude Hopkins' Orches-
tra; Five Spirits of Rhythm, Orlando Rob-
ertson: WABC WDRG WJSV WAAB WOKO
WLBZ WIP
NBC—Mario Cozzi, baritone; Joseph Littau's Or-
chestra: WJZ WBAL WBZ WBZA
KDKA—Romance of Dan and Sylvia
WCAU—Harold Knight's Orchestra
WCSH—Musical Program
WHAM—News Service
WLW—Follies; Orchestra; Vocalists; Dramatic
Skits
WNAC—Over the Cameraman's Shoulder
WOR—Eddy Brown, violinist; George Shackley;
Orchestra
WRVA—Cncerl Orchestra

10:40 P.M.

NBC—Hillbilly Heart Throbs, dramatic sketch:
WJZ

10:45 P.M.

NBC—Robert Simmons, tennr; Jerry Sears' Or-
chestra: WEAF WEEL WCSH
KDKA—Studio Program
WBZ-WBZA—Sammy Line's Orchestra
WCAU—Vincent Travers' Orchestra
WGY—Curtis Blakeslee's Orchestra
WJAS—Harlem Serenade (CBS)
WNAC—News Flashes; Weather
WOR—Boake Carter: "Sports Magazine of the
Air"

11:00 P.M.

NBC—Three Seamps, male trio: WJZ WBAL
CBS—Charles Carlie, tenor: WABC WIP WJAS
WOKO WAAB WJSV WDRG
NBC—John B. Kennedy, news: WEAF WGY
WFI
KDKA—Sports Review
WBZ-WBZA—Weather; Temperature; Sports Re-
view, Bill Williams
WCAU—Boake Carter, talk
WCSH—Dance Marathon
WEEL—News Flashes; Weather Forecast
WHAM—Dance Orchestra
WLW—Press Bulletin

ALONG THE AIRIALTO

(Continued from Page 6)

up the see-the-birdie man, and drives him
back home for the sitting . . . Bobby
Arnst entertained at a night club in Chi-
cago not long ago. Did she wow 'em!

APPARENTLY the Pacific Coast show
featuring *Raymond Paige* and his orches-
tra will not be renewed by Pontiac be-
cause they're auditioning a couple of new
shows in which *Nick Lucas* and *Countess
Olga Albani* play important parts . . .
Russell Markert, director of the *Roxyettes*,
and two *Roxyettes* will be interviewed by
William Lundell on Friday, March 16, at
5 p. m. over an NBC-WJZ network. *Nellie
Rezell*, you know, is back on the air in-
terviewing your favorite radio artists on
Tuesdays, 2:45 p. m. EST over NBC-
WJZ network stations and Fridays at
4:15 p. m. on the NBC-WEAF network
. . . *Benno Rubimoff*, violinist, (not Rubin-
off) will be guest on the *Ship of Joy* with
Hugh Barrett Dabbs Monday at 9:30
p. m. on an NBC-WEAF network.

Rudy Vallee's protege, *Eddie Peabody*,
has added a second broadcast to his
NBC schedule. Besides the Sunday nite
spot at 11 p. m. EST over the NBC-
WJZ network, he can also be heard on
Wednesday nights at 10:45 over NBC-
WEAF.

JOHN CHARLES THOMAS nets him-
self \$3,000 as guest artist on the *Hinds*,

Hall of Fame show Sunday. . . . Next
Monday night (12), *Harry Horlick* picks
up his violin again to offer a solo for the
first time in over a year on the Gypsies'
program. A consensus of his radio listen-
ers named "Meditation" from *Thais* as
the number he'll play . . . This column re-
grets the sudden death of *Gene Rodemch*
prominent for several years as director of
the Manhattan Merry-Go Round program
. . . Despite rumors that *Eddie Cantor*
would not return to radio after he had
been replaced in April by *Schnozgle Du-
rante*, it is learned from an official source
that the last three months of the year will
find the banjo-eyed lad again selling cof-
fee . . . *Betty Bartbell* is rumored as
pining away for "great big mans" from
the South. She came back to New York
from Dixieland and proceeded to lose
ten pounds.

BEN BERNIE, the Ole Mousetrap,
doesn't mind giving the other boys of the
air a break. On his broadcast from Pitts-
burgh, Ben revealed that he had hopped
out of bed enroute to rehearsal to wash
his teeth with *Amos 'n' Andy*, grabbed a
cup of *Eddie Cantor* with *Joe Penner*
bread and *Phil Baker* ham, hopped into
his *Jack Benny*, tanked up with *Ed Wynn*,
and was off full tilt for the studio.

A SPONSOR has just about made up
his mind to let *George Beatty* run his
whole show—which is the only way Beatty
will return to the air—and signatures are
in the offing . . . The "Goldbergs" operate
on one of the strangest contracts ever
given a radio feature. *Gertrude Berg's*
arrangement with her sponsors calls for
her to continue writing and acting in the
series indefinitely with *no time limit* what-
soever . . . *Edwin C. Hill* goes off the Pa-
cific Coast network; sponsor cutting down
. . . *Paul Whiteman* is using a new vocal-
ist in his air programs these nights now
that *Peggy Healy* is going vaudeville. The
new voice is *Doris Atkins*, once known as
Doris Atkinson, and who always has been
known as the niece of Mrs. Whiteman.

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lighted, return it in 5 days—your \$1 will be
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antee applies.

Wednesday, March 14

MORNING

8:00 A.M.

CBS—On the Air Today: WABC
NBC—Organ Rhapsody; Richard Leibert, organist: WEAJ WFSH WFI
CBS—Salon Musicale: WCAU
NBC—Morning Devotions; Lowell Patton, organist: WJZ WBAL WBZ WBZA KDKA
WEEI—Looking over the Morning Paper
WGY—Musical Clock
WHAM—Kindly Thoughts
WJSV—The Sun Dial, Arthur Godfrey
WNAC—Shopping Around the Town
WOR—Program Resume: Daily Produce Reporter

8:05 A.M.

CBS—Salon Musicale: WABC
8:10 A.M.
WOR—Al Woods, songs and patter

8:15 A.M.

NBC—Don Hall Trio: WJZ WBAL KDKA WHAM WBZ WBZA
WCSH—Morning Devotions
WEEI—Shopping Service

8:30 A.M.

NBC—Cheerio, inspirational talk, and music: WEAJ WEEI WCSH WFI WGY
CBS—Sunny Melodies; Mark Warnow, Conductor: WABC WCAU
NBC—Low White, organist: WJZ WBAL KDKA WBZ WBZA WHAM
WOR—Martha Manning, sales talk

8:45 A.M.

KDKA—Strollin' Tom
WCAU—Sam Moore's Meeting
WOR—Gospel Messengers, songs

9:00 A.M.

NBC—Sam Herman, xylophone; Frank Banta, piano: WEAJ WLIT WCSH
CBS—Eton Boys, Male Quartet: WABC WOKO WNAC WDRS WCAU WJAS WLBZ
NBC—The Mystery Chef: WJZ WBAL KDKA WBZ WBZA

9:05 A.M.

WEEI—Clothes Institute
WGY—Scissors and Paste
WHAM—Tower Clock Program
WJSV—Woman's Hour
WOR—"Our Children" with Mary Olds; Edward Nell, Jr., baritone; George Shackley, organist

9:15 A.M.

NBC—Landt Trio and White, songs and comedy: WEAJ WGY WCSH WEEI WLIT
CBS—Madison Ensemble: WABC WOKO WNAC WDRS WJAS WIP WLBZ
NBC—Breakfast Club; orchestra: WJZ WHAM KDKA WBAL

9:20 A.M.

WBZ-WBZA—Virginia Reade, talk
WCAU—Words and Music
WOR—Miss Kath'rine 'n' Calliope

9:30 A.M.

CBS—Metropolitan Parade: WABC WOKO WDRS WNAC
NBC—Bradley Kincaid, the Mountain Boy; hill-billy songs: WEAJ WCSH
KDKA—Style and Shipping Service
WEEI—Good Morning Melodies
WGY—Billy Rose, tenor
WOR—French Diction

9:35 A.M.

CBS—Metropolitan Parade: WABC WOKO WDRS WNAC
NBC—The Southernaires, male quartet: WEAJ WCSH WEEI WFI
KDKA—Piano, Minute Manners
WBAL—Shopping with Nancy Turner
WBZ-WBZA—Breakfast Club (NBC)
WGY—Martha and Hal
WHAM—Tom Grierson, organist
WOR—Shopping with Jean Abhey

9:45 A.M.

NBC—Breen and de Rose, songs: WEAJ WCSH WFI WEEI
CBS—In the Luxembourg Gardens: WABC WJAS WOKO WDRS WCAU WAAB WLBZ
NBC—Josephine Gibson, hostess counsel: WJZ WBAL KDKA WHAM WBZ WBZA
WGY—Hank Keene and his Gang
WNAC—Buddy Clark, soloist
WOR—Pure Food Hour
WRVA—Betty Moore

10:00 A.M.

NBC—Young Artists' Trio, instrumental: WEAJ WEEI WCSH WFI
CBS—Bill and Ginger, Songs: WABC WOKO WNAC WCAU WJAS WJSV
NBC—Clara, Lu 'n' Em: WJZ WBAL WBZ WBZA KDKA WHAM
WGY—Strollin' Tom

10:15 A.M.

NBC—Press Radio Bureau: WEAJ WCSH WFI
CBS—News Service: WABC WAAB WDRS WJAS WJSV WCAU WLBZ
NBC—Today's Children, dramatic sketch: WJZ WBAL WBZ WBZA KDKA
WEEI—Orchestral Program
WGY—Market Basket
WHAM—Mrs. Thrifty Buyer
WNAC—Yankee Mixed Quartet

10:35 A.M.

CBS—Emerv Deutsch's Orchestra: WABC WAAB WDRS WJAS WJSV WCAU WLBZ
NBC—Three Scamps: WEAJ WCSH WFI
10:45 A.M.

CBS—Will Osborne's Orchestra; Pedro De Cordoba and his Friendly Philosophy: WABC WOKO WNAC WDRS WCAU WJAS
NBC—Musical Originalities; Dick Teela, tenor: WJZ WBAL
11:00 A.M.
NBC—Juan Reyes, pianist: WEAJ WCSH WLIT WGY
CBS—Cooking Closeups; Mary Ellis Ames: WABC WOKO WNAC WCAU WDRS WJAS WJSV
NBC—Pappy, Ezra, Zeke and Elton, hillbillies: WJZ WBAL
E. T.—Strollin' Tom: WBZ WBZA KDKA
WEEI—Edison Program
WOR—Joseph Bier, haritone; Orchestra

11:15 A.M.

NBC—Alice Remsen, contralto: WEAJ WEEI WGY WCSH WLIT
CBS—The Four Showmen, Male Quartet: WABC WNAC WCAU WDRS WJAS WJSV WLBZ
NBC—Singing Strings, string ensemble: WJZ WBAL WHAM
KDKA—Uncle Tom and Betty
WBZ-WBZA—Women's Club News, Frances A. Blanchard
WOR—Beauty Casting songs and facial gymnastics

11:30 A.M.

WRVA—Sears and MacDonald
NBC—Betty Moore, interior decorating; Lew White, organ: WEAJ WLIT WGY WEEI
CBS—Tony Wons: WABC WOKO WNAC WDRS WCAU WJAS WJSV WLBZ
NBC—U. S. Army Band: WJZ WBAL KDKA WBZ WBZA WHAM
WCSH—Musical Program
WOR—The Humanologist, Dr. William Von Crowe
WRVA—Art Brown, organist

11:45 A.M.

NBC—Fields and Hall, songs and comedy: WEAJ WEEI WCSH WGY
CBS—Jane Ellison's Magic Recipes: WABC WJAS WJSV WOKO WCAU WDRS WNAC
WOR—The Magic Bowl, Claire Sugden

12:00 A.M.

NBC—Gene Arnold and the Commodores: WEAJ WEEI WGY WCSH WLIT
CBS—The Voice of Experience: WABC WNAC WDRS WCAU WJAS WJSV
NBC—Eva Taylor, crooner: WJZ KDKA WBAL—Newspaper Adventures
WBZ-WBZA—The Monitor Views the News
WHAM—Tower Trio
WOR—Walter Ahrens, baritone

12:15 P.M.

NBC—Johnny Marvin, tenor: WEAJ
CBS—Betty Barthell, songs with Melodeers Quartet: WABC WOKO WJSV WDRS WCAU WLBZ
NBC—Fireside Songs, Chuck and Ray: WJZ KDKA—Honey Boy and Sassafras
WBAL—Chick Larro
WBZ-WBZA—Weather; Market Reports
WCSH—Farm Flashes
WEEI—News Flashes; Market Reports
WGY—Skip, Step and Happiana, songs
WHAM—News Service; Agricultural Forum weather
WNAC—News and Weather
WOR—Your Child, Dr. Elaine Elmore
WRVA—Health Address

AFTERNOON

12:00 Noon

NBC—Gene Arnold and the Commodores: WEAJ WEEI WGY WCSH WLIT
CBS—The Voice of Experience: WABC WNAC WDRS WCAU WJAS WJSV

12:15 P.M.

NBC—Johnny Marvin, tenor: WEAJ
CBS—Betty Barthell, songs with Melodeers Quartet: WABC WOKO WJSV WDRS WCAU WLBZ
NBC—Fireside Songs, Chuck and Ray: WJZ KDKA—Honey Boy and Sassafras
WBAL—Chick Larro
WBZ-WBZA—Weather; Market Reports
WCSH—Farm Flashes
WEEI—News Flashes; Market Reports
WGY—Skip, Step and Happiana, songs
WHAM—News Service; Agricultural Forum weather
WNAC—News and Weather
WOR—Your Child, Dr. Elaine Elmore
WRVA—Health Address

12:25 P.M.

WCSH—Stocks; Weather
WEEI—Stock Exchange Quotations
WOR—"Minute Manners," Mrs. J. S. Reilly

12:30 P.M.

CBS—Smilin' Ed McConnell: WABC WDRS WCAU WJSV WOKO
NBC—On Wings of Song, String Trio: WEAJ WCSH
NBC—National Farm and Home Hour; Guest Soakers; Walter Blaufuss' Homesteaders: WJZ WBZ WBZA WHAM WBAL
KDKA—News and Markets
WGY—Farm Program
WNAC—The Shopper's Exchange
WOR—Alexander Haas Gypsy Orchestra

12:35 P.M.

WEEI—Stock Exchange Quotations; Market Report
12:45 P.M.
CBS—Mischa Ragninsky's Ensemble: WABC WOKO WJSV WIP WAAB WLBZ WJAS KDKA—Lloyd Huntley's Orchestra
WCAU—Today on WCAU
WEEI—A Bit of This and A Rit of That

12:50 P.M.

WCAU—A Woman Looks at the World, Hope Le Barr Roberts
12:55 P.M.
WOR—Ohman and Arden, "The World's Most Beautiful Waltzes"

1:00 P.M.

NBC—Market and Weather Reports: WEAJ CBS—Marie, the Little French Princess, drama: WABC WNAC WCAU
KDKA—National Farm and Home Hour (NBC)
WCSH—Church Federation Midweek Services

HIGH SPOT SELECTIONS FOR THE DAY

1:15 p. m.—Kay Francis Interviewed by Louella Parsons: CBS-WABC network.
8:00 p. m.—Jack Pearl, the Baron; Cliff Hall; Van Steeden's orchestra: NBC-WEAJ network.
8:30 p. m.—Albert Spalding, violinist: CBS-WABC network.
9:00 p. m.—Troubadours; guest stars and orchestra: NBC-WEAJ network.
9:30 p. m.—John McCormack, tenor; William Daly's orchestra: NBC-WJZ network.
9:30 p. m.—Burns and Allen, comics; Guy Lombardo's orchestra: CBS-WABC network.
9:30 p. m.—Fred Allen's Revue; Ferde Grofe's orchestra: NBC-WEAJ network.
10:00 p. m.—Old Gold Hour; Ted Fiorito's orchestra; the Debutantes Trio; Dick Powell, M. C.: CBS-WABC network.
10:00 p. m.—Ed Sullivan, columnist; guest artists; Three Scamps; Vincent Lopez' orchestra: NBC-WJZ network.
10:30 p. m.—Silver Anniversary Banquet of N. Y. County Lawyer's Association; Hon. Homer A. Cummings, speaker: NBC-WEAJ network.

WGY—Albany on Parade
WJSV—Afternoon Rhythms
WOR—Dr. Wynne's treatit Talk
1:05 P.M.
WOR—Musical Revue; Mildred Cole; Alice Wood and Milton Kaye
1:15 P.M.
NBC—Close Harmony: Gloria La Vey, soprano: WEAJ WEEI WFI
CBS—Interview of Kay Francis; Raymond Paige's Orchestra; soloist: WABC WOKO WNAC WDRS WJSV WLBZ WCAU
1:30 P.M.
NBC—Frances C. Healy, talk: WEAJ WEEI WCSH
CBS—Easy Aces, Comedy: WABC WNAC WCAU WJAS
NBC—Vic and Sade: WJZ WBAL WBZ WBZA KDKA
WGY—Bradley Kincaid, mountain ballads
WHAM—School of the Air, science
WJSV—Gene Stewart, organist
WOR—Rosalind Genet, books
WRVA—Market Reports
1:45 P.M.
NBC—Orlando's Concert Ensemble: WEAJ WGY
CBS—The Playboys: WABC WJAS WOKO WLBZ WJSV
NBC—Harvest of Song; The Merrie-Men, male quartet; Irma Glen, organist: WJZ WBAL KDKA—Lloyd Huntley's Orchestra
WBZ-WBZA—Safety Committee, Organ Music, Health Talk
WCAU—Studio Program
WNAC—Anne De Forest, beauty specialist
WOR—Rutgers Home Economics
WRVA—Sunshine Program

2:00 P.M.

NBC—Origin and Scale of Chinese Music: WEAJ WEEI WLIT
CBS—The Captivators: WABC WDRS WJSV WIP WOKO WLBZ
NBC—Happy Days in Dixie: WJZ WBZ WBZA KDKA WBAL WHAM
WCAU—Educational talk by Frank Nieweg
WCSH—Lura Thomas Brown
WGY—Hedley Rasmussen, haritone
WNAC—Studio Program
WOR—Dr. Arthur Frank Payne, "The Psychologist Says"

2:15 P.M.

CBS—Romance of Helen Trent: WABC WCAU
CBS—Artist Recital: Crane Calder, bass: WNAC WDRS WJSV WLBZ
WCSH—Ted Black's Orchestra (NBC)
WGY—Matinee Players
WHAM—School of the Air, social study
WOR—College Inn Comedies
2:30 P.M.
NBC—Two Seats in the Balcony; orchestra: WEAJ WCSH WLIT WGY
CBS—American School of the Air: WABC WOKO WNAC WDRS WJAS WJSV WIP WLBZ
NBC—Smack Out, comedy sketch: WJZ WBAL WHAM WBZ WBZA
KDKA—Home Forum
WCAU—Women's Club of the Air
WEEI—Kitchen of the Air
WOR—Thelma Goodwin, soloist; orchestra

2:45 P.M.

NBC—Words and Music, soloist and narrator: WJZ WBZ WBZA
WBAL—John Englar, baritone
WHAM—Steinway Memories
WOR—Leo Freudberg's Orchestra; Talks
3:00 P.M.
NBC—Joe White, tenor; Orchestra: WJZ WHAM WBAL KDKA
CBS—La Forge Berumen Musicale: WABC WOKO WNAC WDRS WJAS WIP WLBZ
NBC—Ma Perkins, drama: WEAJ WGY WFI WCSH
WBZ-WBZA—Tillatson-Wilson Musicale
WCAU—Italph Schaffer
WEEI—Del Castillo, organist
WJSV—Silver Years
WOR—Elizabeth McShane, "Fashions"

3:15 P.M.

NBC—The Golden Treasury; John Brewster, poetry readings; Grande Trio: WEAJ WCSH WGY
NBC—Heime's Grenadiers: WJZ KDKA WBAL WHAM WBZ WBZA
WCAU—Women's Club of the Air
WOR—Your Luvver
3:30 P.M.
NBC—Women's Radio Review; Orchestra; Claudine MacDonald: WEAJ WGY WEEI WFI WFSH

3:45 P.M.

CBS—The Pickard Family: WIP WJSV
CBS—Manhattan Moods; Do Re Mi Trio; Mark Warnow's Orchestra: WABC WOKO WDRS WJAS WLBZ
WBZ-WBZA—Home Forum Cooking School
WCAU—Bright Lights
WNAC—Armando Corea's Orchestra
WOR—Spanish Lesson, Professor Maxine Itturlda
3:45 P.M.
NBC—Platt and Nierman, piano duo: WJZ WBAL
KDKA—Human Values
WHAM—George Garis, organist
WNAC—Council of New England
WOR—Byron Holiday, baritone; orchestra

4:00 P.M.

NBC—Pop Concert WEAJ WTIC WGY
CBS—Musical Album of Popular Classics; Howard Barlow, conductor: WABC WOKO WNAC WDRS WJAS WJSV WLBZ WCAU
NBC—Betty and Bob, dramatic sketch: WJZ WBAL KDKA WBZ WBZA WHAM
WCSH—Hope Jackson Cook, soprano
WEEI—News Despatches
WOR—Dr. H. I. Strandhagen, "What's Beneath the Skin?"
4:15 P.M.
NBC—Alice Joy, the Dream Girl: WJZ WBZ WBAL WBAL WHAM
NBC—Pop Concert: WCSH WFI WEEI
KDKA—Klaren Fidoes
WOR—The Virginians, male quartet

4:30 P.M.

NBC—Jack and Loretta Clements songs and guitar: WEAJ WGY WTIC WEEI
NBC—School vs. Travel, talk: WJZ WBAL
CBS—Science Service, talk: WABC WOKO WIP WDRS WJAS WJSV WLBZ
KDKA—Market Reports
WBZ-WBZA—The Painter and His Daughter, skit
WCAU—C. P. Shoftner, "Topics in Season"
WCSH—Home and Foreign Missions
WHAM—The Rambler
WNAC—Lecture from Harvard University, Professor J. A. Walz, "Goethe"
WOR—Leo Freudberg's Orchestra
4:45 P.M.
NBC—Folk Music of the South; John Powell, composer: WEAJ WCSH WEEI WTIC
CBS—The Merry-makers: WABC WCAU WDRS WJAS WOKO WJSV WLBZ
NBC—Concert Favorites; Joseph Galliechio; orchestra: WJZ WBZ WBZA
KDKA—Tea Time Tunes
WGY—Stock Reports
WHAM—News Service
WOR—Frances Ingram, Thru the Hollywood Looking Glass
5:00 P.M.
CBS—Skippy, children's skit: WABC WOKO WAAB WDRS WCAU WJSV WJAS
NBC—Jack and Gale, songs; Roy Shield's Orchestra: WJZ WBAL
KDKA—Studio Program
WBZ-WBZA—New England Agriculture
WCSH—Orchestral Program
WGY—Lang Sisters
WHAM—Studio Program
WOR—Orchestral Program

(WEDNESDAY CONTINUED)

5:40 P.M.

WRVA—Sports Review
NBC—Wizard of Oz, dramatization: WEAFF WTIC WEEL WGY WCSH
CBS—Brooke, Dave and Bunny, songs: WABC WAAB WDRD WJAS WOKO WLBZ WCAU
NBC—Little Orphan Annie: WJZ WBAL WBZ WBZA KDKA WHAM
WJSV—Evening Rhythms
WNAC—Shepard's Revue
WOR—Amateur Astronomer Association

NIGHT

6:00 P.M.

NBC—Navier Cugat's Orchestra: WEAFF WRVA
CBS—Buck Rogers in the 25th Century: WABC WOKO WAAB WCAU WJAS WJSV
NBC—Westminster Choir: WJZ WBAL KDKA—Evensong
WBZ-WBZA—New England Conservatory of Music
WCSH—Dance Marathon
WEEL—The Evening Tattler
WGY—Evening Brevities; News Items
WHAM—Sportscast
WLW—Jack Armstrong, sketch
WNAC—News Flashes; Weather
WOR—Uncle Don

6:15 P.M.

CBS—Gene and Charlie: WJSV
NBC—Westminster Choir: WHAM WRVA
CBS—Bobby Benson and Sunny Jim: WABC WOKO WAAB WDRD WCAU WLBZ
KDKA—Sports; Program Preview
WBZ-WBZA—Joe and Bateese, skit
WCSH—Al Buck's Sports Review
WEEL—Gene and Glen with Jake and Lena
WGY—The Crazy Banjoers
WLW—Joe Emerson tenor
WNAC—The Merry Go Round

6:20 P.M.

WCSH—Studio Program

6:30 P.M.

NBC—George R. Holmes talk; News Service: WEAFF
CBS—Enoch Light's Orchestra WAAB WDRD WJSV WOKO WLBZ WJAS
NBC—Irene Beasley contralto: WJZ WBAL
CBS—Music Box: WABC WCAU
KDKA—Salon Orchestra
WBZ-WBZA—Old Farmers Almanac
WCSH—Randall and McAllister Program
WEEL—News Flashes Market Reports
WGY—Musical Program
WHAM—Hughie Barrett's Orchestra
WLW—Bob Newhall, Mail Pouch sportsman
WNAC—Detectives Black and Blue, skit
WOR—Dinner Music

6:45 P.M.

NEN—Youi Folks and Mine, drama: WEEL WCSH
CBS—Ye Happy Minstrel and Tiny Band: WABC WCAU WDRD WNAC
NBC—Henry Burbig and the Rhythm Boys: WEAFF WFI
CBS—Tito Guizar, Mexican tenor: WIP WOKO
NBC—Lowell Humas, today's news: WJZ WBZ WBZA KDKA WLW WHAM WHAM
E.T.—Rud Davis, sketch: WGY WRVA

7:00 P.M.

NBC—Martha Meers, contralto; Orchestra: WEAFF WLIIT
CBS—Myrt and Marge, drama: WABC WOKO WDRD WCAU WNAC WJAS WJSV
NBC—Amos 'n Andy: WJZ WBAL WBZ WBZA KDKA WLW WRVA WHAM
WCSH—Studio Program
WEEL—The Whittlin' Club Program
WGY—Through the Looking Glass
WDR—Ford Frick, Sports Resume

7:15 P.M.

NBC—Billy Bachelor, sketch: WEAFF WGY WCSH WEEL
CBS—Just Plain Bill, skit: WABC WNAC WCAU WJAS WJSV
NBC—Gems of Melody; John Herrick, baritone; Harold Sanford's Orchestra: WJZ WBZ WBZA KDKA WBAL WHAM
WLW—Henry Thies' Orchestra
WOR—Harry Hershfield
WRVA—Annabel Lee

7:30 P.M.

NBC—Shirley Howard; The Jesters, Red Wamp and Guy; Milt Rottenberg, pianist; Tony Callucci, guitar: WEAFF WTIC WGY WCSH
CBS—Music on the Air: WABC WOKO WNAC WDRD WJAS WJSV WCAU WLBZ
NBC—Margaret West and her Hafter S Riders: WJZ WBAL
KDKA—Charley Agnew's Orchestra
WEEL—Alter Dinner Revue
WHAM—Three of Us, girl's trio
WLW—Dance Orchestra
WOR—Will Osborne's Orchestra; Radio Harris columnist; Three Scamps; Arlene Jackson, WRVA—Kiddies Club

7:45 P.M.

NBC—The Goldbergs, comedy sketch: WEAFF WEEL WCSH WLIIT WGY
CBS—Boake Carter, News: WABC WNAC WCAU WJAS WJSV
NBC—Irene Rich in Hollywood, skit: WJZ WBZ WBZA WBAL KDKA
WHAM—Blue Blazers
WLW—Red Davis sketch
WRVA—Smoky and Poky

8:00 P.M.

CBS—Phil Duey, Frank Luther and Jack Parker, with Vivien Ruth, vocalists: WABC WNAC WDRD WJSV

NBC—Jack Pearl, the Baron, comedian; Cliff Hall; Peter Van Steeden's Orchestra: WEAFF WTIC WGY WCSH WLIIT WGY
NBC—Crane Clee, mystery drama: WJZ WBZ WBZA KDKA WLW WBAL
WCAU—Love Making Incorporated
WHAM—Lavender and Old Lace
WDR—The Old Theater, sketch
WRVA—Current Events

8:15 P.M.

CBS—Edwin C. Hill, The Human Side of the News: WABC WOKO WNAC WDRD WCAU WJAS
CBS—Irene Thompson and the Three Naturals: WIP
WOR—Studio Program
WRVA—Melody Mart

8:30 P.M.

NBC—Wayne King's Orchestra: WEAFF WCSH WLIIT WGY WTIC
CBS—Albert Spalding, violinist; Conrad Thibault, baritone; Don Voorhees' Orchestra: WABC WOKO WNAC WDRD WCAU WJAS WJSV
NBC—Dangerous Paradise, dramatic sketch: WJZ WBAL WBZ WBZA KDKA WLW WHAM
WEEL—"Lady Lillian and Chet"
WOR—Lavender and Old Lace, Musical Program
WRVA—Souvenirs

8:45 P.M.

NBC—Red Davis, dramatic sketch: WJZ WBZ WBZA KDKA WBAL WHAM
WEEL—Musical Comedy
WLW—Radio Court
WRVA—Forum

9:00 P.M.

NBC—The Troubadours; orchestra; guest artists: WEAFF WCSH WLIIT WGY WLW WHAM
CBS—Philadelphia Orchestra; Leopold Stokowski, conductor: WABC WOKO WNAC WDRD WCAU WJAS WJSV WLBZ
NBC—Warden Lawes in 20,000 Years in Sing Sing: WJZ WBAL WBZ WBZA KDKA WHAM
WEEL—Lavender and Old Lace, Musical Program
WOR—True Stories of the Sea

9:15 P.M.

CBS—Alexander Woolcott, "The Town Crier": WABC WNAC WDRD WJAS WJSV WLBZ WIP
WCAU—Silver Wedding Guest Series
WOR—The Italics Are Mine, dramatized fiction, H. Stokes Lott, Jr.; Alice Roosevelt Longworth, guest

9:30 P.M.

NBC—Fred Allen's Revue; Ferde Grofe's Orchestra: WEAFF WCSH WLIIT WGY WEEL WRVA WLW
CBS—Guy Lombardo's Orchestra; Burns and Allen, Comedy Team: WABC WOKO WNAC WDRD WCAU WJAS WJSV
NBC—John McCurmack, tenor; William Daly's String Orchestra: WJZ WBAL WBZ WBZA KDKA WHAM

9:45 P.M.

WOR—Willard Robinson's Orchestra

10:00 P.M.

NBC—Corn Cob Pipe Club of Virginia, barnyard music; male quartet; Dick Powell, master of ceremonies: WEAFF WTIC WCSH WLIIT WGY WLW WEEL WRVA
CBS—Old Gold Program; Ted Fiorito's Orchestra; Dick Powell, master of ceremonies: WABC WOKO WNAC WDRD WCAU WJAS WJSV WLBZ
NBC—Vincent Lopez' Orchestra; Ed Sullivan, songs; Belle Baker; Donald Novis, tenor; guest stars: WJZ WBAL WHAM WHZ WBZA KDKA

10:15 P.M.

KDKA—Art Farrar's Orchestra
WOR—Itarian Eugene Read

10:30 P.M.

NBC—Tourist Adventures; Irvin Talbot's Orchestra: WJZ WHAM WRVA WLIIT
NBC—Silver Anniversary, New York County Lawyer's Association Banquet, speaker: WEAFF WGY WEEL WTIC
CBS—Andre Kostelanetz Presents Evelyn MacGregor, Evan Evans: WABC WDRD WOKO WJSV WIP WLBZ
KDKA—Romance of Dan and Sylvia

10:45 P.M.

WBZ-WBZA—Eventide Singers
WCAU—House Wainime
WCSH—Studio Program
WLW—Zero Hour
WNAC—Will Dodge's Orchestra
WOR—Quarter Hour in Three-Fourths Time; Dorothy Miller and George Shakley

10:45 P.M.

KDKA—Studio Program
WBZ-WBZA—Evening Reverie; James J. O'Hara, organist
WCSH—Musical Program
WJAS—Andre Kostelanetz (CBS)
WNAC—News Flashes
WOR—Boake Carter, "Sports Magazine of the Air"

11:00 P.M.

NBC—Jack Denny's Orchestra: WEAFF WTIC
CBS—Edith Murray, songs: WABC WOKO WIP WAAB WDRD WJSV
NBC—Pickens Sisters, vocal trio: WJZ WBAL KDKA—Sports Review
WBZ-WBZA—Weather; Sports Review
WCAU—Boake Carter, talk
WCSH—Dance Marathon
WEEL—Weather Forecasts; News Flashes
WGY—Happy Felton's Orchestra
WHAM—News Service
WLW—Press Bulletins

BONMOT and BONER

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Jan. 11: WLW; 9:40 p. m.—Announcer: "She has a cousin who has lumbago on her mother's side."—Alma Crail, Cincinnati, Ohio.

Feb. 22; WGY; 8:53 a. m.—Allen Prescott (reading testimonial): "Your medicine has worked wonders. I received it just as my mother-in-law was at death's door and it pulled her through."—Mrs. Walter Pace, Dubuque, Iowa.

Feb. 22: WGR; 2:20 p. m.—Announcer: "Due to circumstances beyond our control the music of the Gypsies with Emery Koscius will be heard at this time next week."—Mrs. F. R. Feaver, Hamilton, Ont., Canada.

WNAC—Charles R. Hector's Orchestra
WOR—"Moonbeams"
WRVA—Dance Orchestra

11:05 P.M.

WLW—Dinnick's Orchestra

11:15 P.M.

CBS—News Service: WABC WOKO WAAB WDRD WJAS WJSV WLBZ WIP
NBC—Ted Weens' Orchestra: WJZ WBAL KDKA—Art Farrar's Orchestra
WBZ-WBZA—Joe Rimes' Orchestra
WCAU—Ben Greenblatt
WEEL—Jack Denny's Orchestra (NBC)
WHAM—Dance Orchestra
WLW—Johnny Muldowney's Orchestra

11:20 P.M.

CBS—Little Jack Little's Orchestra: WABC WOKO WAAB WDRD WJAS WJSV WLBZ WIP

11:30 P.M.

NBC—Rubinoff's Orchestra: WEAFF WTIC WLW WCSH WRVA WGY WLIIT
NBC—Jules Stein's Orchestra: WJZ WBAL KDKA—Lloyd Huntley's Orchestra
WBZ-WBZA—Kay Fayre, soloist
WCAU—Luis Russell's Orchestra
WEEL—William Scott's Orchestra
WOR—Ozzie Nelson's Orchestra

11:45 P.M.

NBC—Press Radio Bureau: WJZ WHAM WBAL WBZ WBZA

CBS—Dick Messner's Orchestra: WABC WDRD WNAC WJSV WIP

NBC—Press Radio Bureau: WEAFF WTIC WCSH WGY WRVA WLIIT WLW

WCAU—Harold Knight's Orchestra

11:50 P.M.

NBC—Rubinoff's Orchestra: WEAFF WTIC WCSH WHAM WGY WLIIT WLW

NBC—Ben Pollack's Orchestra: WJZ WHAM WBZ WBZA WBAL

12:00 Mid.

NBC—Phil Harris' Orchestra: WEAFF WTIC WGY WEEL WLIIT

CBS—Claude Hopkins' Orchestra: WABC WOKO WNAC WCAU WJAS WJSV

NBC—Carlos Molina's Orchestra: WJZ WBZ WBZA WBAL WHAM

KDKA—Marty Gregor's Orchestra
WLW—Dance Orchestra

WOR—Bide Dudley Reviews the New Play

12:05 A.M.

WOR—Sam Hobbins' Orchestra

12:30 A.M.

NBC—Clyde Lucas' Orchestra: WEAFF WTIC WEEL WLIIT

CBS—George Hall's Orchestra: WABC WCAU WOKO WNAC WJSV

NBC—Harold Stern's Orchestra: WJZ WBZ WBZA WLW WHAM

KDKA—Art Farrar's Orchestra

WGY—Johnny Johnson's Orchestra

12:45 A.M.

WHAM—Dance Orchestra

Jan. 29; WLW; 8:35 p. m.—Alois Havrilla: "The government will do something about increasing automobile accidents."—Mrs. L. W. Hohestein, Savannah, Ga.

Feb. 22; CFCF; 10:08 a. m.—Announcer: "You can drink the milk from the bottom of the bottle just as well as from the top."—E. A. Lambie, Montreal, Canada.

Feb. 18; KGO; 2:50 p. m.—Susanne Sydney: "Here, Judy, put these flowers in water and my hat and coat and gloves."—Mabel S. Bowen, San Francisco, Calif.

Feb. 24; WGN; 6:35 p. m.—John Harrington: "It will take the stiffness out of romantic joints."—H. C. Beamish, Racine, Wis.

Feb. 19; CRCM; 7:40 p. m.—Announcer: "She was engaged to him but when she found out he had a wooden leg she broke it off."—Mrs. Sydney Howe, Montreal, Canada.

Jan. 29; WLS; 8:20 a. m.—Hal O'Halloran: "If you have any guests coming this week you can knock them dead with a dish of fresh strawberries."—Myrtle Benedix, Chicago, Ill.

Feb. 18; WENR; 4:17 p. m.—Norman Ross: "Just think; 25,000 Happy Home dresses for one dollar."—John S. Stone, Chicago, Ill.

Feb. 13; WHAS; 9:45 p. m.—Announcer: "If your child has a bad cold get rid of it quickly."—Lora Lashbrook, Evansville, Ind.

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Thursday, March 15

MORNING

8:00 A.M.
 CBS—On the Air Today: WABC
 NBC—Radio City Organ; Richard Leibert, organist: WEAJ WCSII WFI
 CBS—Salon Musicale: WCAU
 NBC—Morning Devotions: WJZ WBAL WBZ WBZA KDKA
 WEEI—Looking over the Morning Paper
 WGY—Musical Clock
 WHAM—Kindly Thoughts
 WJSV—The Sun Dial, Arthur Godfrey
 WNAC—Shopping Around the Town
 WOR—Program Resume

8:05 A.M.
 CBS—Salon Musicale: WABC

8:10 A.M.
 WOR—Al Woods, songs and patter

8:15 A.M.
 NBC—Don Hall Trio: WJZ WBAL KDKA WBZ WBZA WHAM
 WESH—Morning Devotions
 WEEI—Shopping Service

8:30 A.M.
 NBC—Lew White, organist: WJZ WBAL WBZ WBZA KDKA WIAM
 CBS—Salon Musicale: WABC
 NBC—Cheerio inspirational talk and music: WEAJ WEEI WCSII WGY WTIC WFI
 WOR—Martha Manning, sales talk

8:45 A.M.
 CBS—Sam Moore's Meeting: WABC WCAU
 WOR—Don Russ, songs

9:00 A.M.
 NBC—The Breakfast Club: WJZ WBAL KDKA
 CBS—Eton Boys, Male quartet: WABC WOKO
 WNAC WDRG WCAU WJAS WLBZ
 NBC—Sam Herman, xylophone; Frank Banta, piano: WEAJ WLIT WCSII
 WBZ-WBZA—Virginia Reade, talk
 WEEI—Clutes Institute
 WGY—Annette McCullough and Forrest Willis, duets
 WHAM—Tower Clock Program
 WJSV—Woman's Hour
 WOR—Edward Nell, Jr., baritone; Songs; Mary Olds and George Shackley

9:15 A.M.
 NBC—Landt Trio and White, comedy and songs: WEAJ WLIT WCSII WEEI WGY
 CBS—In the Luxembourg Gardens: WABC WOKO
 WNAC WDRG WJAS WIP WLBZ
 WCAU—Words and Music
 WHAM—Breakfast Club (NBC)
 WOR—Sherman Keene's Orchestra

9:30 A.M.
 NBC—Bradley Kincaid, the Mountain Boy; hill-billy songs: WEAJ WTIC WESH WGY
 KDKA—Style and Shopping Service
 WBZ-WBZA—Breakfast Club, orchestra (NBC)
 WEEI—Irene Castle
 WOR—Interior Decorating, Mildred Lewin

9:45 A.M.
 CBS—The Mystery Chef: WABC WAAB WCAU WJAS
 NBC—The Sylvan Trio: WEAJ WTIC WEEI WCSII WFI
 KOKA—Work-A-Day Thoughts
 WGY—Martha and Hal
 WHAM—Household Hour
 WNAC—The Yankee Mixed Quartet
 WOR—Phil Harris' Orchestra

10:00 A.M.
 NBC—Edward MacLugh, the Gospel Singer: WJZ WBAL KDKA WBZ WBZA
 CBS—Bill and Ginger: WABC WOKO WJAS WAAB
 NBC—Breen and de Rose, vocal and instrumental duo: WEAJ WEEI WCSII WFI
 Y.N.—Food and Homemaking School: WNAC WLBZ
 WCAU—Phil Harris' Orchestra
 WGY—Hank Keene's Radio Gang
 WOR—Pure Food Hour

10:15 A.M.
 NBC—Morning Parade: WEAJ WFI WCSII WEEI
 CBS—Visiting with Ida Bailey Allen: WABC WJAS WOKO WAAB WJSV
 NBC—Clara Lu 'n' Em: WJZ WBAL WBZ WBZA KDKA WIAM
 WCAU—Mariu deCampo and Organ
 WGY—Mid-Morning Devotions

10:30 A.M.
 CBS—News Service: WABC WDRG WCAU WOKO WJAS WJSV
 NBC—Today's Children, dramatic sketch: WJZ KDKA WBAL WBZ WBZA
 WESH—Swift Program
 WEEI—The Happy Rambler
 WGY—The Shopping Bag
 WHAM—Mrs. Thrifty Buyer
 WNAC—Musical Interlude

10:35 A.M.
 CBS—Melody Parade: WABC WCAU WDRG WOKO WLBZ WNAC WJSV

10:45 A.M.
 NBC—Press Radio Bureau: WJZ WBAL
 NBC—Press Radio Bureau: WEAJ WCSII WLBZ WFI WEEI
 E. T.—School of Cookery: WEEI WGY
 KDKA—Sammy Fuller
 WBZ-WBZA—La Touraine Altitude Contest
 WCAU—Bud Shays, songs
 WHAM—Tom Grierson, organist

WNAC—Salon Gems
 WRVA—Varieties

10:50 A.M.
 NBC—Morning Parade: WEAJ WCSII WLBZ WFI WEEI
 NBC—Happy, Ezra, Zeke and Elton: WJZ WBAL

11:00 A.M.
 CBS—Mary Lee Taylor, kitchen talk: WJSV
 NBC—U. S. Navy Band: WJZ WBAL KDKA WBZ WBZA WIAM
 CBS—Sunny Side Up: WABC WDRG WCAU WNAC WLBZ
 NBC—Galaxy of Stars: WGY WLIT
 E. T.—School of Cookery: WCSII WRVA
 WEEI—Variety Program
 WOR—Nell Vinick, beauty talk

11:15 A.M.
 CBS—Sunny Side up: WABC
 NBC—Frances Lee Barton, cooking school: WEAJ WTIC WLIT WGY WEEI WCSII
 CBS—Charm Secrets: WJSV WNAC
 WOR—School of Cookery
 WRVA—Bab and Lih

11:30 A.M.
 NBC—Gale Page, contralto; Frank Hazzard, tenor; King's Jesters, trio; Orchestra: WLIT WGV
 NBC—Sweetheart Melodies; Vocalists; Talk: WJZ WBAL WBZ WBZA KDKA WIAM
 CBS—Tony Wons with Keenan and Phillips, piano team: WABC WNAC WCAU WJAS WJSV WOKO WDRG
 NBC—Jules Lande, Troubadour of the Violin; Morton Bowe, tenor: WEAJ WCSII WEEI WTIC
 WOR—The Humanologist, Dr. William Von Crowe
 WRVA—Luxury Fiddlers

11:45 A.M.
 CBS—Academy of Medicine: WABC WOKO WJAS WJSV WDRG WNAC WIP WLBZ
 NBC—Al and Lee Reiser, piano duo: WJZ WHAM WBAL KDKA
 WCAU—Sunnyside Up, Act II
 WOR—Marian Rich, mezzo-soprano; Orchestra

AFTERNOON

12:00 Noon
 NBC—Neil Sisters, harmony trio: WJZ WBAL KDKA WIAM
 CBS—The Voice of Experience: WABC WNAC WDRG WCAU WJAS WJSV
 NBC—Piano Recital: WEAJ WGY
 NEN—Larrow Program: WCSII WEEI
 WBZ-WBZA—The Monitor Views the News; Ernest Beaulort
 WOR—Harmonizers
 WRVA—Art Brown, organist

12:15 P.M.
 NBC—Wendell Hall, songs: WJZ WBAL
 CBS—Connie Gates, songs: WABC WOKO WDRG WCAU WJSV WLBZ WAAB
 NBC—Johnny Marvin, tenor: WEAJ KDKA—Itoney Boy and Sassafras
 WBZ-WBZA—Weather; Market Reports
 WESH—Farm Flashes; Stocks and Weather
 WEEI—News Flashes; Market Reports
 WGV—Skip, Step and Happians, songs
 WHAM—News Service; Agricultural Forum, weather
 WNAC—News Flashes
 WOR—Wellfare Council talk

12:20 P.M.
 WOR—Musical Program

12:30 P.M.
 NBC—National Farm and Home Hour: WJZ WBAL WBZ WBZA WIAM
 CBS—George Scherban's Russian Gypsy Ensemble: WABC WIP WJSV WOKO WLBZ WAAB
 NBC—Maurice Lees' Concert Ensemble: WEAJ WESH
 KOKA—News and Markets
 WCAU—Ittonnie and Van
 WGV—Farm Program
 WNAC—The Shopper's Exchange
 WOR—Jan Bruneseo's Gypsy Orchestra

12:35 P.M.
 WEEI—Market Report

12:45 P.M.
 KDKA—Lloyd Huntley's Orchestra
 WEEI—A Bit of This and A Bit of That
 WCAU—The Nuntimers

1:00 P.M.
 NBC—Market and Weather Reports: WEAJ WCSII WTIC
 CBS—Marie the Little French Princess; drama: WABC WNAC WCAU WIP
 KDKA—National Farm and Home Hour (NBC)
 WGY—Albany on Parade
 WJSV—Afternoon Rhythms
 WOR—Dr. Wynne's Health Talk

1:05 P.M.
 WOR—Musical Revue; Myrtle Boland and Byron Holiday

HIGH SPOT SELECTIONS FOR THE DAY

8:00 p. m.—Cape Diamond Light, dramatic sea story: NBC-WJZ network.
8:00 p. m.—Rudy Vallee's Variety Hour; guest stars and orchestra: NBC-WEAF network.
8:00 p. m.—Freddie Rich Entertains: CBS-WABC network.
8:30 p. m.—Voice of America; Alex Gray; Mary Eastman; Nicholas Kempner's orchestra: CBS-WABC network.
9:00 p. m.—Captain Henry's Show Boat: NBC-WEAF network.
9:15 p. m.—Emery Deutsch and His Gypsy Violin: CBS-WABC network.
9:30 p. m.—Fred Waring's orchestra and entertainers: CBS-WABC network.
10:00 p. m.—Stoopnagle and Budd; Glen Gray's orchestra: CBS-WABC network.
10:00 p. m.—Al Jolson with Paul Whiteman's orchestra and Deems Taylor, master of ceremonies: NBC-WEAF network.
10:30 p. m.—Evan Evans, baritone; concert orchestra: CBS-WABC network.
11:20 p. m.—The Poet Prince; Anthony Frome, tenor: NBC-WJZ network.

1:15 P.M.
 CBS—Joan Marrow, music: WABC WNAC WJSV WJAS
 NBC—Pedro Via's Orchestra: WEAJ WFI WEEI WCSII
 WCAU—Harold Knight's Orchestra

1:30 P.M.
 NBC—Vic and Sade, sketch: WJZ WBAL KDKA WBZ WBZA
 CBS—Easy Aces, Comedy: WABC WCAU WNAC WJAS
 NBC—Francis C. Healy, talk: WEAJ WTIC WCSII WGY WFI
 WEEI—Reading Circle
 WHAM—School of the Air, science
 WJSV—Popular Serenade
 WOR—Bide Dudley; Theater Club of the Air
 WRVA—Market Reports

1:45 P.M.
 NBC—The Merry Macs; Cheri McKay; Male Trio; Orchestra: WJZ WBAL
 CBS—The Captivators: WABC WJAS WDRG WNAC WLBZ WOKO WJSV
 NBC—Orlando's Concert Ensemble: WEAJ KOKA—Lloyd Huntley's Orchestra
 WBZ-WBZA—Safety Committee; Organ Music; Health Talk
 WCAU—Albert Bartlett, "The Tango King"
 WHAM—The Rambler
 WOR—Mildred Cole, soloist

2:00 P.M.
 NBC—William Hain, tenor: WEAJ WLIT
 NBC—Sleepy Hall's Orchestra: WJZ WBAL WBZ WBZA KDKA WIAM
 CBS—Ann Leal at the Organ: WABC WOKO WDRG WJSV WLBZ
 WCAU—Emily Weyman
 WESH—Lura Thomas Brown
 WEEI—Silver Lining Hour
 WGY—Paul Curtis, tenor
 WNAC—Studio Variety Program
 WOR—Dr. Arthur Frank Payne, "The Psychologist Says"
 WRVA—Edward Naff

2:15 P.M.
 NBC—Yasha Bunchuk, cellist: WEAJ WCSII
 CBS—Romance of Helen Trent: WABC WCAU WNAC
 KDKA—State Federation, Pennsylvania Women
 WEEI—William Kahakalau's Hawaiian Orchestra
 WGY—Household Chats
 WHAM—School of the Air, social study
 WOR—The Melody Singer

2:30 P.M.
 NEN—Food Hour: WEEI
 NBC—Smack Out, comedy sketch: WJZ WBAL WIAM WBAL WBZ WBZA
 CBS—American School of the Air: WABC WOKO WNAC WDRG WJSV WIP WLBZ WJAS
 NBC—Trio Romantique: WEAJ WCSII
 KOKA—Home Forum
 WCAU—Women's Club of the Air
 WGY—Three Schoolmairs
 WOR—Otis Holley, soprano

2:45 P.M.
 NBC—To be announced: WEAJ
 NBC—Association of Grain Commission Merchants, speaker: WJZ WBAL WBZ WBZA
 WGY—Barnacle Bill the Sailor
 WHAM—George Garis, organist
 WOR—Leo Freudberg's Orchestra; Talks

3:00 P.M.
 NBC—Ma Perkins, sketch: WEAJ WEEI WGY WFI WCSII
 CBS—Metropolitan Parade: WABC WOKO WNAC WDRG WJAS WJSV WIP WLBZ
 NBC—Reed Kennedy, baritone: WJZ WBAL KDKA
 WBZ-WBZA—"Animals in the News," Dr. Wesley A. Young
 WCAU—Tom Dawson, songs
 WHAM—Memorial Art Gallery Program
 WOR—The Love Racketeer, Myrtle Boland

3:15 P.M.
 NBC—The Upstagers, male quartet: WEAJ WCSII WEEI WGY
 NBC—Eastman School Symphony Orchestra: WJZ WHAM KDKA WBZ WBZA
 WCAU—Women's Club of the Air
 WOR—"Old Man Sunshine"

3:30 P.M.
 CBS—National Student Federation Program: WABC WOKO WNAC WDRG WJAS WJSV WIP WLBZ
 NBC—Women's Radio Review; talk; Orchestra: WEAJ WGY WFI WCSII WEEI
 WBZ-WBZA—Home Forum Cooking School
 WCAU—Five Blue Spades
 WOR—The Musical Architects

3:45 P.M.
 CBS—Institute of Music: WABC WOKO WNAC WCAU WDRG WJAS WLBZ
 WJSV—Irving Diener, "The Changing Law Profession"
 WOR—Sally and Sue, comedy and songs

4:00 P.M.
 NBC—Winters and Weber, organists: WEAJ
 NBC—Betty and Bob, dramatic sketch: WJZ WBAL WBZ WBZA KDKA WIAM
 WESH—Y.W.C.A. Program
 WEEI—Stock Quotations
 WGV—Women's Legislative Forum
 WJSV—Institute of Music (CBS)
 WOR—Newark Civic Symphony Orchestra

4:15 P.M.
 NBC—Alice Joy, the Dream Girl; Orchestra: WJZ WBAL WIAM KDKA
 NBC—Winters and Weber: WEEI WFI WGY
 WNAC—Spotlighting Modern Education

4:30 P.M.
 NBC—Music Magic; Vocalists; Orchestra: WJZ WBAL WBZ WBZA WHAM
 CBS—Bob Standish, baritone: WABC WOKO WNAC WDRG WJSV WIP WLBZ WJAS
 NBC—Hazel Glenn, soprano; Orchestra: WEAJ WCSII WEEI
 KOKA—Business News and Markets
 WCAU—Dancers
 WGV—John Sheehan, tenor

4:45 P.M.
 NBC—Lady Next Door, children's program: WEAJ WEEI WCSII
 CBS—Ye Happy Minstrel and Tiny Band: WABC WNAC WDRG WCAU
 CBS—Artist Recital; Theo Carle, tenor; Barbara Maurel, contralto; WOKO WJAS WJSV WIP
 KOKA—Studio Program
 WGY—Stock Reports
 WHAM—News Flashes

5:00 P.M.
 NBC—Armand Girard, basso; Orchestra: WEAJ
 CBS—Sippy, children's skit: WABC WOKO WAAB WDRG WCAU WJSV WJAS
 NBC—General Federation of Women's Clubs; guest speaker: WJZ KDKA
 WBAL—Talk of the Times
 WBZ-WBZA—New England Agriculture; E. J. Rowell
 WESH—Ernie George's Orchestra
 WGY—Piano Pals; Dorothy Sherman and Monica Leonard
 WHAM—Allen Sisson, the Story-Book Man
 WNAC—Five O'Clock Revue
 WOR—Dr. Winslow, talk

5:05 P.M.
 WOR—Musical Interlude

5:15 P.M.
 CBS—George Hall's Orchestra: WAAB WDRG WJAS WIP
 NBC—Max Dolin, violinist; Milan Smolen, pianist: WJZ WBAL WHAM
 CBS—On the Air Tonight: WABC
 NBC—Armand Girard, basso: WEEI WLIT
 KDKA—Kiddies' Klub
 WCAU—Friend of Youth
 WJSV—Evening Rhythms
 WOR—"The Sophisticates," vocal trio
 WRVA—Cecil and Sally

5:20 P.M.
 CBS—George Hall's Orchestra: WABC WOKO

5:25 P.M.
 WRVA—Aunt Pollyanna

5:30 P.M.
 NBC—Winnie the Poo, drama: WEAJ WLIT WCSII WEEI
 CBS—Jack Armstrong, All American Boy: WABC WOKO WNAC WDRG WCAU WJAS WJSV
 NBC—The Singing Lady, children's program: WJZ WBZ WBZA WBAL KDKA WHAM
 WGY—Princess Nacomee
 WOR—Art and Decoration, Karl Freund

5:40 P.M.
 WRVA—Sports Review

5:45 P.M.
 NBC—Rex Onle's Mountaineers: WEAJ
 CBS—Stamp Adventurer's Club: WABC WOKO WAAB WDRG WCAU WJAS WJSV
 NBC—Little Orphan Annie: WJZ WBAL WBZ WBZA KDKA WIAM
 NBC—Echoes of Erin: WGY
 Y. N.—Armando Corea's Orchestra: WNAC WLBZ
 WESH—Dramatization
 WEEI—Radio Chat
 WOR—The Pet Clinic of the Air

\$10,000.00
IN CASH PRIZES
 See Back Page

(THURSDAY CONTINUED)

NIGHT

6:00 P.M.
NBC—Xavier Cugat's Orchestra; WEAF
CBS—Buck Rogers in the 5th Century; WABC
WOKO WAAB WCAU WJAS WJSV
NBC—Richard Himber's Orchestra; WJZ WBAL
KDKA—Evensong
WBZ-WBZA—Duke Dewey's Hickory Nuts
WCSH—Dance Marathon
WEEI—The Evening Tattler
WGY—Evening Brevities
WHAM—Sportscast
WLW—Jack Armstrong, sketch
WNAC—News Flashes; Weather
WOR—Uncle Don, kiddies' program
WRVA—Hi-Plane Pilots

6:15 P.M.
CBS—Bobby Benson and Sunny Jim; WABC
WAAB WDRC WCAU WLBZ
NBC—Barnacle Bill, children's stories; WJZ
CBS—Bob Nolan, tenor; Norm Sherr, pianist;
WJSV
KDKA—Sports; Program Preview
WBZ-WBZA—Hollywood Highlights, Ralph Arthur
WCSH—Al Buck's Sports Review
WEEI—Gene and Glen with Jake and Lena
WGY—Sports Parade
WHAM—Richard Himber's Orchestra (NBC)
WLW—Joe Emerson, songs, orchestra
WNAC—The Merry Go-Round

6:30 P.M.
NBC—Ivory Stamp Club; Captain Tim Healy;
WJZ WBAL
CBS—Trio Guizar, Mexican Tenor; WABC WOKO
WAAB WJSV WLBZ
NBC—John B. Kennedy; WEAF
KDKA—Salon Orchestra
WBZ-WBZA—Weather; Temperature; Sports
WCAU—Comedy Stars of Hollywood
WCSH—Studio Program
WEEI—News Flashes
WGY—Musical Program
WHAM—Jack Driscoll, variety program
WLW—Bob Newhall, "Mail Pouch Sportsman"
WOR—Eddie Lane's Orchestra

6:40 P.M.
WFI—John B. Kennedy (NBC)
6:45 P.M.
CBS—Harold Knight's Orchestra, WIP
NBC—Grandmother's Trunk, sketch; WEAF
CBS—Little Italy, drama; WABC WOKO WAAB
WDRC WCAU
NBC—Lowell Thomas, today's news; WJZ WBAL
WBZ WBZA KDKA WLW WHAM
WCSH—Studio Program
WEEI—Crystal Souvenirs
WGY—Radio Court
WNAC—Larry Funk's Orchestra
WOR—Josef Itanald, hand analyst
WRVA—Popular Harmonies

6:50 P.M.
WOR—Herbert Lyle, tenor, orchestra
7:00 P.M.
NBC—Mary Small, songs; Orchestra; WEAF
CBS—Myrt and Marge, drama; WABC WOKO
WNAC WDRC WCAU WJAS WJSV
NBC—Amos 'n' Andy; WJZ WBAL WBZ WBZA
KDKA WLW WRVA WHAM
WCSH—True Stories of the Sea
WEEI—Edison Program
WGY—Joe and Eddie, comedy
WOR—Ford Frick, Sports Resume

7:15 P.M.
NBC—Billy Bachelor, sketch; WEAF WGY
WCSH WEEI
CBS—Just Plain Bill, skit; WABC WNAC
WCAU WJAS WJSV
NBC—To be announced; WJZ WBZ WBZA
WHAM
KDKA—Lois Miller, organist
WLW—Unbroken Melodies
WOR—Comedy Stars of Hollywood
WRVA—Interview

7:30 P.M.
CBS—Oliver Taylor's Orchestra; WIP
NBC—Shirley Howard, vocalist; The Jesters;
Songs and Comedy, Piano and Guitar; WEAF
WCSH WGY
CBS—The Serenaders; Phil Cook; Paul Keast,
baritone; WABC WDRC WCAU WOKO
WJAS WLBZ
NBC—Romantic Melodies; Orchestra; Sketch;
WJZ WBZ WBZA KDKA
WEEI—Alter Dinner Revue
WHAM—Bank Program
WLW—Paul Pearson's Orchestra
WNAC—True Stories of the Sea
WOR—The Lone Ranger, sketch
WRVA—Evelyn Harrison

7:45 P.M.
NBC—The Goldbergs, comedy sketch; WEAF
WEEI WGSN WGY WFI
CBS—Boake Carter, News; WABC WNAC WCAU
WJAS WJSV
WLW—Southern Blackbirds
WRVA—Tarzan of the Apes, sketch

8:00 P.M.
NBC—Rudy Vallee's Orchestra; Guest Artists;
WEAF WEEI WGSN WGY WFI WLW
CBS—Freddie Rich Entertains; WABC WNAC
WDRC WJSV WOKO WIP WLBZ
NBC—Cape Diamond Light; WJZ WBZ WBZA
KDKA WRVA
WBAL—"Public Affairs," Frank R. Kent, political
writer
WCAU—True Stories of the Sea
WHAM—Rochester Evening School of the Air
WOR—Little Symphony Orchestra; Philip James,
Conducting; Martha Atwood, soprano

8:15 P.M.
WBAL—News of the Air
WHAM—"Behind the Headlines," Dr Meyer
Jacobstein

8:30 P.M.
CBS—Voice of America, Mary Eastman, soprano;
Alex Gray; Guest Speaker; Nicholas Kemper's
Orchestra; WABC WOKO WNAC WJAS
WDRC WCAU WJSV
NBC—Adventures in Health; Dr. Herman Bun-
desen; WJZ WBAL KDKA WHAM WBZ
WBZA
WRVA—Souvenirs

8:45 P.M.
NBC—Carlos Gardel, baritone; Hugo Mariant's
Orchestra; WJZ WRVA
KOKA—Studio Program
WHAM—Through the Hollywood Looking Glass

9:00 P.M.
NBC—Captain Henry's Show Boat, vocalists and
orchestra; WEAF WEEI WGSN WGY WRVA
WFI
CBS—Philadelphia Orchestra; Leopold Stokowski,
conductor; WABC WOKO WNAC WDRC
WCAU WJAS WJSV WLBZ
NBC—Death Valley Days, dramatic story; WJZ
WBZ WBZA WLW KDKA WBAL WHAM
WOR—The Co-optimists

9:15 P.M.
CBS—Emery Deutsch and his Gypsy Violin;
WABC WNAC WDRC-WOKO WCAU WJAS
WJSV WLBZ
WOR—"That's Life", dramatized news headlines

9:30 P.M.
NBC—Eddie Duchin's Orchestra; Al Williams,
guest star; WJZ WBAL KDKA WBZ WBZA
WHAM
CBS—Fred Waring's Orchestra; entertainers;
WABC WOKO WDRC WJAS WJSV WNAC
WCAU WLBZ

9:45 P.M.
WLW—Captain Henry's Show Boat (NBC)
WOR—Demarco Girls and Frank Sherry, tenor

9:45 P.M.
WOR—"The Witch's Tale"

10:00 P.M.
NBC—Paul Whiteman's Orchestra and Radio En-
tertainers; Al Jolson, singing comedian;
Deems Taylor master of ceremonies; WEAF
WGSN WGY WLW WEEI WFI

CBS—Glen Gray's Orchestra; Connie Boswell,
songs; Stoopnagle and Budd; WABC WOKO
WDRC WCAU WJAS WJSV WNAC WLBZ
NBC—Hands Across the Border; soloist and
orchestra; WJZ WRVA KDKA WBZ WBZA
WHAM—Cortland Manning, narrator

10:15 P.M.
WHAM—News Service
WOR—Harlan Eugene Read

10:30 P.M.
NBC—Echoes of the Palisades; Organist; Vocal-
ist; Instrumental Trio; WJZ WHAM WBAL
WRVA

CBS—Evan Evans, baritone with Concert Orches-
tra; WABC WAAB WDRC WJSV WLBZ
WOKO
KDKA—Itinerary of Dan and Sylvia
WBZ-WBZA—Joe Rines' Orchestra
WCAU—Silver Wedding Guest Series
WNAC—Over the Cameraman's Shoulder
WOR—"The Jolly Russians," Adia Kuznetzoff

10:45 P.M.
CBS—Evan Evans, baritone; WJAS WOKO
KOKA—Studio Program
WBZ-WBZA—Sammy Lerner's Orchestra
WCAU—Vincent Travers Orchestra
WNAC—News Flashes; Weather
WOR—Boake Carter, "Sports Magazine of the
Air"

11:00 P.M.
NBC—Vinla Philo, soprano; WEAF WFI WRVA
WGY
CBS—Vera Van, contralto; WABC WIP WAAB
WDRC WJSV WLBZ WJAS WOKO
NBC—The Cavaliers, male quartet; WJZ WBAL
KOKA—Sports Review
WBZ-WBZA—Weather; Temperature; Sports
WCAU—Boake Carter
WCSH—Dance Marathon
WEEI—News Flashes; Market Reports
WHAM—Dance Orchestra
WLW—Press Bulletins
WNAC—Charles R. Hecner's Orchestra
WOR—"Moonbeams"

11:05 P.M.
WLW—Dreamy Blues; Orchestra and Soloists

11:15 P.M.
NBC—Press Radio Bureau; WEAF WGY WCSH
WFI

CBS—News Service; WABC WIP WAAB WDRC
WJSV WLBZ WJAS WOKO
NBC—Press Radio Bureau; WJZ WRVA WBAL
WHAM WBZ WBZA
KDKA—Art Farrar's Orchestra
WCAU—Jan Savitt, violinist
WEEI—Mnrey Pearl's Orchestra

11:20 P.M.
CBS—Isham Jones' Orchestra; WABC WIP WAAB
WDRC WJSV WLBZ WJAS WOKO

NBC—Norman Cordon, bass; WEAF WGY WCSH
WFI
NBC—The Post Prince; Anthony Frome, tenor;
WJZ WRVA WBAL WHAM WBZ WBZA

11:30 P.M.
NBC—Harold Stern's Orchestra; WEAF WCSH
WRVA WFI
CBS—Isham Jones' Orchestra; WNAC WCAU
NBC—Eric Madriguera's Orchestra; WJZ WBZ
WBZA WBAL WHAM
KOKA—Lloyd Humlley's Orchestra
WGY—Johnny Johnson's Orchestra
WLW—Los Amigos
WOR—Emil Coleman's Orchestra

PEEPS into the STUDIOS

ONE OF THE highlights of the 1934 broadcasting schedules was the program, March 4, which originated in Nashua, N. H., and brought to Yankee Network listeners the Mendelssohn Oratorio, "Elijah." WAAB transmitted the Flood Memorial concert which featured as stars in the impressive composition, Remald Werrenrath, baritone; Vesta Thayden, soprano; Leolyn Annis, contralto, and Lambert Murphy, tenor. The combined Nashua Symphony and Boston Festival orchestras and the chorus of 250 voices were directed by Elmer Wilson.

ONCE MORE THE "old familiar song" finds a protagonist, who in turn finds these ever-acceptable ballads his best bid for listener approval. He is George Hinkle, who, with Arthur Anderson, accompanist, continues his "Street of Dreams" program for WNAC with a twice-weekly series to be inaugurated March 11. The program will be heard each Sunday at 6:30 p. m. and on Thursdays at 6:45 p. m. "Street of Dreams" has been a continuous favorite on WNAC for a year and its popularity prompted the decision to increase the number of presentations.

Before he launched the series Hinkle was a vaudeville performer and minstrel but he clings to the ballad type of song out of sheer sentiment. The soundness of his judgment is substantiated by the tremendous following which they have won for him.

Arthur Anderson is more than a mere accompanist as he is a musical coach of national repute. He has aided many of the stars of screen, stage and radio with his expert advice. Latest of his pupils is the new Rudy Vallee "find," Doris Roach.

STATION WGY has a knack for bringing into the limelight old favorites whose whereabouts occasion much inquiry among constant radio listeners. The latest addition to their staff are Gene and Glenn, whose characterizations of Jake and Lena are household institutions wherever radio is heard. They are scheduled for 6:30 appearances every night in the week with Jake's old fashioned homilies and Lena's

11:45 P.M.
CBS—Harry Susnik's Orchestra; WABC WOKO
WIP WAAB WDRC WJSV WCAU WNAC
WEEI—Harold Stern's Orchestra (NBC)

12:00 Mid.
NBC—George Olsen's Orchestra; WJZ WBZ
WBZA WHAM
NBC—Jimmy Lunceford's Orchestra; WEAF WGY
WEEI

CBS—Orme Nelson's Orchestra; WABC WOKO
WNAC WJSV WCAU WJAS
KOKA—Marty Gregor's Orchestra
WLW—Jolinny Hemp's Orchestra
WOR—Paul Tremaine's Orchestra

12:15 A.M.
NBC—Hollywood on the Air; WEAF

12:30 A.M.
NBC—Dancing in the Twin Cities; WJZ WBZ
WBZA WHAM KDKA WLW
CBS—Charlie Davis' Orchestra; WABC WOKO
WNAC WCAU WJSV

WEEI—Hollywood on the Air (NBC)
WGY—Sammy Kaye's Orchestra

12:45 A.M.
NBC—William Scott's Orchestra; WEAF

1:00 A.M.
WLW—Jolinny Hemp's Orchestra

1:30 A.M.
WLW—Moon River, organ and vocalist

2:00 A.M.
WLW—Oklahoma Bob Albright

songs and infectious giggle. The long-continued association of this comedy team has not had the effect of permitting their script to become antiquated or monotonous. It is as modern as today's newspaper and their return to WGY is expected to precipitate an avalanche of appreciative mail.

BEATING NATURE at its own game is just one of the tasks that devolves upon the officials of radio studios. In anticipation of Spring floods KDKA engineers are plotting to originate programs at Saxonburg site of the transmitter, just in case cables now employed across the Allegheny and Monongahela rivers should be cut out of service. And just think only a few years ago radio, like a harmonica player, was living from hand to mouth.

FORTUNESCOPE 25c
The Sensational New Fortune-telling Device
Tell, predict, advise, stock, thrills, surprise! New FORTUNESCOPE, a remarkable fortune-telling device that never fails to give a relevant answer to any important question. Problems of love, business, the future! Abundance of exciting entertainment for both men and women at bridge parties, soirees, home gatherings. An ideal low priced bridge prize. You'll be thrilled! Send for FORTUNESCOPE at once! 2c. postpaid anywhere in U. S. A. HAMILTON SPECIALTY COMPANY, Dept. G, 135 Lockwood Avenue, New Rochelle, New York

HAVE YOU A PERSONAL PROBLEM OR QUESTION
Write for questionnaire. Also individual birthchart readings with monthly forecasts. Moderate fees. E. Stache, Astrologian, 507 West 139th Street, New York

PSORIASIS ECZEMA
Is it necessary to suffer from these skin disorders? New wonderful ointment now relieving many stubborn cases. Try it no matter how long afflicted. Write EDWARD KLOWDEN Room 115 519 N. Central Park, Chicago Ill

Asthma Was Choking Her
Illustration of a woman coughing into a handkerchief.

Got Immediate Relief!
Seventeen Years Later—"Still Enjoying Splendid Health!"
December 8, 1916—"I had asthma for 17 years. I coughed most of the time and couldn't rest, day or night. I tried everything, but grew so weak I could hardly walk across the room. After taking one bottle of Nacor, I could do most of my housework. That was 8 years ago. I am still feeling fine, with no sign of asthma."—Mrs. Mary Bean, R. 3, Nashua, Iowa, July 31, 1933—"I continue in good health and am still praising Nacor. I have no sign of asthma."—Mrs. Mary Bean blessed relief can be yours. For years Nacor has helped thousands. Their letters and booklet of vital information sent FREE. Write to Nacor Medicine Co., 4th State Life Bldg., Indianapolis, Ind.

GOITRE NOT A DISEASE
Milwaukee, Wis.—It has been brought to light by scientific research that goitre is not a disease and is not to be treated as such. Dr. A. A. Rock, Dept. 618, Box 737, Milwaukee, Wis., a prominent goitre specialist for over 30 years has perfected a different method of treatment which has proven highly successful. He is opposed to needless operations. Dr. Rock has published a copyrighted book at his own expense which tells about goitre and this treatment. He will send this book free to anyone interested. Write him today.

(FRIDAY CONTINUED)

6:15 P.M.
 CBS—Bobby Benson and Sunny Jim; WABC WOKO WAAB WDRG WCAU WLBZ
 CBS—Geue and Charlie; WJSV
 KDKA—Sports and Program Preview
 WBZ-WBZA—Joe and Bateese, skit
 WESH—Al Buck's Sports Review
 WGY—The Crazy Banjoers
 WHAM—Angelo Ferdinand's Orchestra (NBC)
 WLW—Joe Emerson, songs
 WNAC—The Merry-Go-Round

6:25 P.M.
 WHAM—Studio Program

6:30 P.M.
 NBC—Irene Beasley, blues singer; WEAJ WTIC
 CBS—Edith Murray, songs; Freddie Rich's Orchestra; WABC WCAU WOKO WAAB WJAS WLBZ
 NBC—O'Leary's Irish Minstrels; WJZ WBAL
 KDKA—Salon Orchestra
 WBZ-WBZA—Temperature; Sports Review
 WESH—Club Car Special
 WEEI—News Flashes
 WGY—Musical Program
 WHAM—Hughie Barrett's Orchestra
 WLW—Bob Newhall, "Mail Pouch Sportsman"
 WNAC—Detectives Black and Blue, skit
 WOR—Dois Elliman, soprano; Orchestra

6:40 P.M.
 WEEI—The Old Painter

6:45 P.M.
 NEN—Your Folks and Mine, drama; WCSH WEEI
 NBC—Henry Burbig and the Rhythm Boys; WEAJ WFI
 CBS—Zuel Parenteau's Orchestra with Harold Van Emburgh; Margaret Daum, soloist; WABC WOKO WAAB WDRG WCAU WJSV WLBZ
 NBC—Lowell Thomas, today's news; WJZ WLW WBZ WBZA KDKA WBAL WHAM
 E.T.—Red Davis, sketch; WGY WRVA
 WNAC—Jack Fisher's Orchestra; Bette Brooks, soloist
 WOR—Ray Perkins, comedian; Louis Witten

7:00 P.M.
 NBC—Morton Lowe, tenor; Orchestra; WEAJ WLIT WTIC WEEI
 CBS—Myrt and Marge, drama; WABC WOKO WNAC WDRG WCAU WJAS WJSV
 NBC—Amos 'n' Andy; WJZ WBZ WBZA WBAL KDKA WLW WRVA WHAM
 WESH—Studio Program
 WGY—Don Dixon, songs
 WOR—Ford Frick, Sports Resume

7:15 P.M.
 NBC—Billy Bachelor, sketch; WEAJ WCSH WGY WEEI
 CBS—Just Plain Bill, skit; WABC WNAC WCAU WJAS WJSV
 NBC—Stradivarius String Quartet; WJZ WBAL WBZ WBZA WHAM
 KDKA—Silvertoppers
 WLW—Henry Theis' Orchestra
 WOR—Front Page Dramas
 WRVA—Moments With The Masters

7:30 P.M.
 NBC—Fur Trappers, WEAJ WCSH WGY
 CBS—Music on the Air; WABC WOKO WNAC WDRG WCAU WJSV WLBZ WJAS
 NBC—Music by Gershwin; George Gershwin and Orchestra; WJZ WBAL WBZ WBZA KDKA WHAM WLW
 WEEI—After Dinner Revue
 WOR—The Sizzlers, vocal trio

7:45 P.M.
 NBC—Gus Van and Company with Arlene Jackson; WJZ WBAL
 NBC—The Goldbergs, comedy sketch; WEAJ WEEI WCSH WLIT WGY
 CBS—Boake Carter, news; WABC WNAC WCAU WJAS WJSV
 KDKA—True Stories of the Sea
 WBZ-WBZA—Studio Program
 WHAM—County Medical Society Program
 WLW—Red Davis, sketch
 WOR—Club Car Special, humorist sketch
 WRVA—Smoky and Poky

8:00 P.M.
 NBC—Concert; Jessica Dragonette, soprano; quartet; piano duo; Rosario Bourdon's Orchestra; WEAJ WTIC WGY WEEI WCSH WLIT WRVA
 CBS—Phil Ducey, Frank Luther and Jack Parker with Vivian Ruth, vocalists; WABC WNAC WDRG WJSV
 NBC—Eliel Shutta, Walter O'Keefe and Don Bestor's Orchestra; WJZ WBAL WBZ WBZA KDKA WHAM
 WCAU—Silver Wedding Guest Series
 WLW—Three Moods in Blue, Franklin Bena, tenor; Orchestra
 WOR—The Loafers; Billy Jones and Ernie Hare; Ben Selvin's Orchestra

8:15 P.M.
 CBS—Edwin C. Hill, "The Human Side of the News"; WABC WOKO WNAC WDRG WCAU WJAS WJSV
 WLW—Johnny Hamp's Orchestra

8:30 P.M.
 CBS—The March of Time, dramatized news events; WABC WOKO WNAC WDRG WCAU WJAS WJSV
 NBC—Dangerous Paradise, dramatized sketch; WJZ WBAL WBZ WBZA KDKA WLW WHAM
 WGY—Farm Forum
 WOR—Musical Revue

8:45 P.M.
 NBC—"Red Davis," dramatic sketch; WJZ WBAL WBZ WBZA KDKA WHAM
 WLW—Radio Court

9:00 P.M.
 NBC—Waltz Time; Frank Munn, tenor; Muriel Wilson, soprano; Abe Lyman's Orchestra; WEAJ WEEI WCSH WLIT WGY
 CBS—Philadelphia Studio Orchestra; Leopold Stokowski, conducting; WABC WOKO WNAC WDRG WCAU WJAS WJSV WLBZ
 NBC—Phil Harris' Orchestra; Leah Ray, blues singer; WJZ WBZ WBZA KDKA WBAL WHAM
 WLW—The Roamios
 WOR—True Stories of the Sea
 WRVA—Souvenirs

9:15 P.M.
 CBS—Ruth Eting, Johnny Green's Orchestra; Ted Husing; WABC WOKO WNAC WDRG WCAU WJAS WJSV
 WOR—Book Play
 WRVA—Dixie Spirituals

9:30 P.M.
 NBC—One Night Stands; Pie and Pat, blackface comedians; Orchestra; WEAJ WLIT WCSH WGY WTIC
 CBS—Marvelous Melodies; Jack Whiting; Jeannie Lang; Jack Denny's Orchestra; WABC WOKO WNAC WDRG WCAU WJSV WJAS
 NBC—Phil Baker, comedian; Leon Belasco's Orchestra; Martha Meers, contralto; WJZ WBZ WBZA WBAL KDKA WRVA WHAM
 WEEI—Boston Emergency Air Parade
 WLW—Unsolved Mysteries
 WOR—Trades on Parade

10:00 P.M.
 NBC—First Nighter, dramatic sketch; WEAJ WEEI WTIC WCSH WLIT WGY WRVA
 CBS—Olsen and Johnson, comedians; Harry Sosnik's Orchestra; WABC WOKO WNAC WDRG WCAU WJAS WJSV WLBZ
 NBC—Felix Salmond, cellist; Poetry; Music Readings; WJZ WBAL WHAM
 KDKA—Studio Program
 WBZ-WBZA—Studio Program
 WLW—Johnny Hamp's Orchestra
 WOR—Teddy Bergman, comedian; Betty Queen, contralto; The Rondoliers, quartet

10:15 P.M.
 WOR—Harlan Eugene Read

10:30 P.M.
 CBS—Mary Eastman, soprano; Concert Orchestra; WABC WAAB WDRG WJSV WIP WOKO WLBZ
 NBC—Flyme Dutchman's Orchestra, William Stoess, conductor; WEAJ WLIT WGY WTIC WCSH WLW
 NBC—Mario Cozzi, baritone; Lucille Manners, soprano; Orchestra; WJZ WBAL
 KDKA—Dan and Sylvia
 WBZ-WBZA—Joe Rines' Orchestra
 WCAU—Vincent Traver's Orchestra
 WEEI—Newspaper Adventures
 WHAM—News Service
 WNAC—Nick Parkyakakas
 WOR—Jack Arthur, baritone; Orchestra
 WRVA—Domino Lally and Orchestra

10:45 P.M.
 KDKA—Studio Program
 WBZ-WBZA—Evening Reverie; James J. O'Hara, organist
 WCAU—Opera Singers
 WEEI—The Flying Dutchmen (NBC)
 WHAM—Mario Cozzi; orchestra (NBC)
 WJAS—Mary Eastman; Orchestra (CBS)
 WNAC—News Flashes; Weather
 WOR—Boake Carter, "Sports Magazine of the Air"

11:00 P.M.
 NBC—Talk by John Erskine; WEAJ
 CBS—Charles Carlie, tenor; WABC WAAB WDRG WJSV WIP WOKO
 NBC—Three Scamps, harmony trio; WJZ WBAL KDKA—Sports
 WBZ-WBZA—Weather; Temperature; Sports
 WCAU—Boake Carter, talk
 WESH—Dance Marathon
 WEEI—News Flashes; Weather Reports
 WGY—Debate; Union vs. Rutgers College
 WHAM—Vudvil Program
 WLW—Press Bulletins
 WNAC—Charles R. Hector's Orchestra
 WOR—"Moonbeams"
 WRVA—Weede Myer's Orchestra

11:05 P.M.
 WLW—Dance Orchestra

11:15 P.M.
 NBC—Press Radio Bureau; WEAJ WCSH WEEI
 CBS—News Service; WABC WOKO WAAB WJAS WDRG WJSV WLBZ WIP
 NBC—Press Radio Bureau; WJZ WBAL KDKA—Art Farrar's Orchestra
 WBZ-WBZA—Kay Fayre, soloist; Sports; Farmers' Almanac
 WCAU—Taximeter Listens

11:20 P.M.
 CBS—Isam Jones Orchestra; WABC WDRG WJSV WIP WOKO
 NBC—The Post Prince; Anthony Frome, tenor; WJZ WBAL WAAB WJAS WLBZ

11:30 P.M.
 NBC—Vincent Lopez' Orchestra; WEAJ WEEI WCSH WLW WHVA WTIC
 CBS—Edwin C. Hill: The Human Side of the News; WABC WNAC WCAU WDRG WLBZ WOKO
 NBC—To be announced; WJZ WBAL
 KDKA—Lloyd Huntley's Orchestra

REVIEWING RADIO

(Continued from Page 7)

Why Sally Rand

in the form of ditties, know anything about music. But they are versatile in the matter of tilling their songs—which any songwriter of note will assure you, is really important. Out of the mass of manuscripts submitted by these amateurs to publishing houses, orchestra leaders, and even to me, maybe one in forty thousand possesses the germ of quality.

It is worth while, I believe, to give the customers a slant at some of the titles recently submitted by amateur tunesmiths. One of the latest is, "I've Gone to Many Colleges and Fortune Tellers Too, I Know More Things Than Ripley Does, But Why Do I Love You?"

Is that a title, or is it a title?

Another aspirant submitted to Tin Pan Alley a touching little song with this on its front cover:

"One More Bar and I'll Be Free—Aw, H—, Here Comes the Warden. But I'll Keep Cut, Cut, Cutting My Way, Through to You."

Here's another brief and snappy title found among the new amateur songs: "If You Don't Let Me Tango With You, Then I Tango I Go Home."

And another: "You Took My Heart and My Gold and You Left Me Honey, But I'll Try to Forget If You Send Me the Money."

There was the guy, too, who thought this was pretty snappy:

"If I Could Have Anna in Havana."

The best sample, so far as radio is concerned, bore this affecting title: "Oh, Double Network Lady, Put One of Your Chains Around Me."

IF I MAY BE permitted to digress for a moment, I should like to submit a query to *Evans Plummer*. (Plummer is in Chi, and I am in New York). What I want to ask him is this:

Is it true, Evans, that it was so cold in Chi last week that Sally Rand was forced to use a red flannel fan?

Editor's—Plummer begs to report an immediate answer, as follows:

"A discrediting investigation reveals that Sally did wear a red flannel fan, but not (1) because of Chicago's beautiful and even climate, but (2) rather on account she's just thawing out from her frigid N'Yawk reception. . . . So-o-o-o-o-o, you didn't KNOW that?"

IT'S STRANGE how the same thoughts occur to the same people at the same time. During last week, those who took pens in hand to write fan letters, submitted some intriguing radio proverbs.

One wrote: "A bird from the sponsor is worse than two from the fans."

Here are some more: "A chain is as strong as its weakest station."

"Great jokes from Joe Miller's chestnuts grow."

"Broadcasts should be heard and not seen."

"The paths of glory leads but to the press agent."

"As the Fire Chief So-oo-oo, So-oo-oo shall he reek."

Bandstand and BATON

AMONG new songs about to hit the air waves are "Can't Go on Like This", composed by *Teddy Powell*, *Abe Lyman's* guitarist, and "Cry Baby" and "Springtime and You" by *Paul Tremaine*, Radio Editor *Nick Kenny*, of "Love Letters in the Sand" fame, has done lyrics for "Bubbles in the Wine", a score by *Isam Jones*.

will be four broadcasts on a staggered schedule.

WE'LL LISTEN TO HARRIS until the summer, at least, on Phil's current NBC Friday night commercial he has just renewed. The engagement at the Palais Royal which he began March 4 is indefinite in length, and his return to Chicago has been postponed for the same length of time.

IT'S AL KVALE who takes over the Walnut Room of the Bismarck hotel, Chicago, March 8, replacing *Ted Weems*. The NBC pickups will continue, but on a restricted basis. . . . *Don Redman*, the hotcha Harlemaestro opens March 12, from the Graystone Ballroom, Detroit.

HAUNTING MELODIES have begun to float over Columbia's waves in the last two weeks when the junior network added the Picadilly hotel, New York and *Dick Messner's* orchestra to its list of pickups. The "Haunting Melody" is used as a theme by this group. Five brothers, *Dick, John, Fred, Bill* and *Charles* are included on the roster; there

TOM GENTRY, syncopating at Chicago's ritzy *Opera Club* for the third month, has had his contract renewed indefinitely. With NBC-KYW and WENR wires carrying his tunes, his unusual "Musical Cocktail" novelty is nevertheless lost to tuners because you just can't mike eight men all playing different tunes even though in the same harmonious rhythm. . . . *Howard LeRoy*, Adonis of the baton last heard over CBS from the *Fanfare* some months ago, returns to the Lake Michigan region with one of the smoothest young units to see-hear. . . . *Frankie Masters* is doing a grand job of packing in the customers at Chicago's smart *College Inn* (NBC pickup).

BOYS WANTED

Earn Money in your spare time. Surprise your parents. Show them you can be self-supporting.

Just Send Coupon

RADIO GUIDE

423 Plymouth Court, Chicago, Illinois

Name

Address

Town State.....

WBZ-WBZA—Milton Ebbins' Orchestra
 WHAM—Sax Smith's Orchestra
 WOR—Ozzie Nelson's Orchestra

11:45 P.M.
 CBS—Enoch Light's Orchestra; WABC WOKO WCAU WDRG WNAC WJSV WIP

12:00 Mid.
 NBC—Ted Weems' Orchestra; WEAJ WTIC WEEI WLW WLIT
 CBS—Leon Belasco's Orchestra; WABC WOKO WNAC WCAU WJAS WJSV
 NBC—Buddy Rogers' Orchestra; WJZ WBAL WHAM WBZ WBZA
 KDKA—Narty Gregor's Orchestra
 WGY—Happy Felton's Orchestra
 WOR—Harold Stern's Orchestra

12:30 A.M.
 CBS—Louis Panico's Orchestra; WCAU
 NBC—Hal Kemp's Orchestra; WEAJ WEEI WTIC WLIT
 CBS—Sam Robbitt's Orchestra; WABC WNAC WOKO WJSV
 NBC—Enric Madrignera's Orchestra; WJZ WBZ WBZA WHAM KDKA WLW
 WGY—Dick Fiddler's Orchestra

1:00 A.M.
 CBS—Pancho's Orchestra; WABC
 WLW—Johnny Hamp's Orchestra

Saturday, March 17

MORNING

8:00 A.M. CBS—On the Air Today: WABC... 8:05 A.M. CBS—Salon Musicale: WABC... 8:10 A.M. WOR—Al Woods, songs and patter... 8:15 A.M. NBC—Don Hall Trio: WJZ WBAL KDKA WBZ... 8:30 A.M. NBC—Cheerio, Inspirational Talk and Music... 8:45 A.M. CBS—The Ambassadors: WABC WCAU... 9:00 A.M. NBC—Morning Glories, dance orchestra: WEA... 9:15 A.M. NBC—Landt Trio and White, songs and comedy... 9:30 A.M. CBS—In the Luxembourg Gardens; Vincent... 9:45 A.M. CBS—The Melstersinger: WABC WNAC WCAU... 10:00 A.M. NBC—Breen and de Rose, vocal and instrumental... 10:15 A.M. NBC—Morning Parade, variety musicale: WEA... 10:30 A.M. CBS—News Service: WABC WOKO WDR... 10:35 A.M. CBS—Helen and Mary, children's program... 10:45 A.M. NBC—Press Radio Bureau: WJZ WBAL WHAM... 10:50 A.M. NBC—Cowboy Singers; Jules Allen: WJZ WBAL... 11:00 A.M. NBC—Alma Schirmer, pianist: WEA...

NBC—Pappy, Ezra, Zeke and Elton, hillbillies... 11:15 A.M. NBC—The Vass Family Seven South Carolina... 11:30 A.M. NBC—Down Lovers' Lane; Vocalists; Piano Duo... 11:45 A.M. NBC—Organ Melodies; Eddie Fitch, organist...

AFTERNOON

12:00 Noon CBS—The Voice of Experience: WABC... 12:15 P.M. CBS—Vincent Travers' Orchestra: WABC WOKO... 12:30 P.M. NBC—American Legion National Trade Revival... 1:00 P.M. CBS—Eamon De Valera, St. Patrick's Day... 1:15 P.M. CBS—Savitt String Quartet: WABC WJSV... 1:30 P.M. CBS—Harold Knight's Orchestra: WABC WOKO... 1:45 P.M. NBC—Metropolitan Opera Company; John B. Kennedy...

HIGH SPOT SELECTIONS FOR THE DAY
9:00 a.m.—Oxford-Cambridge Boat Race; overseas relay: CBS-WABC network.
1:00 p.m.—Eamon De Valera, St. Patrick's Day message: CBS-WABC network.
1:45 p.m.—Metropolitan Opera performance: NBC-WEAF and WJZ networks.

2:00 P.M. CBS—The Bard of Erin: WABC WOKO WDR... 2:15 P.M. WDR—Leo Freudberg's Orchestra... 2:30 P.M. CBS—Dancine Echoes: WABC WOKO WDR... 2:45 P.M. WDR—Alan Brons, Star Stories... 3:00 P.M. CBS—Harvard vs. University of Chicago, Debate... 3:15 P.M. WOR—"Your Lover"... 3:30 P.M. WOR—Mildred Cole, soloist; orchestra... 3:45 P.M. WDR—Genevieve Pitot, piano recital... 4:00 P.M. CBS—Women's Week Talk; Mrs. Franklin D. Roosevelt... 4:15 P.M. CBS—Ernest Hutcheson, talk: WABC WOKO... 4:30 P.M. CBS—Miseha Raginsky's Ensemble: WABC... 4:45 P.M. CBS—Syracuse Liederkrantz Chorus: WABC... 5:00 P.M. CBS—Panchio's Orchestra: WABC WOKO WAAB... 5:15 P.M. NBC—Leo Zollo's Orchestra: WEA... 5:20 P.M. CBS—Panchio's Orchestra: WABC... 5:30 P.M. NBC—Economics in the New Deal, speakers... 5:45 P.M. CBS—Dell Campo, tenor: WABC WCAU WOKO... 5:50 P.M. CBS—Little Orphan Annie: WJZ WBAL WBZ... 6:00 P.M. NBC—Xavier Cugat's Orchestra: WEA...

WEEL—The Evening Tattler... 6:15 P.M. CBS—Ted Black's Orchestra; Tommy McLaughlin... 6:30 P.M. NBC—Richard Himber's Orchestra: WEA... 6:45 P.M. CBS—George Scherban's Gypsy Ensemble: WJSV... 7:00 P.M. CBS—Elder Michaux's Congregation: WABC... 7:15 P.M. NBC—John Herriek, baritone: WJZ... 7:30 P.M. CBS—Luis Russell's Orchestra: WIP... 7:45 P.M. CBS—Isham Jones' Orchestra: WABC... 8:00 P.M. NBC—Xavier Cugat's Orchestra: WEA...

NIGHT

8:00 P.M. NBC—Xavier Cugat's Orchestra: WEA... 8:15 P.M. CBS—"Meet the Artist," Bob Taplinger... 8:30 P.M. NBC—Al Pearce and his Gang: WJZ WBAL... 8:45 P.M. CBS—Xavier Cugat's Orchestra: WEA... 9:00 P.M. NBC—Xavier Cugat's Orchestra: WEA...

(SATURDAY CONTINUED)

8:00 P.M.

NBC—George Olsen's Orchestra: WEA
 CBS—"Forty-Five Minutes in Hollywood": WABC
 WOKO WNAC WDRC WCAU WJAS WJSV
 NBC—Art in America; Guest Speakers: WJZ
 WBZ WBZA KDKA WBAL WHAM
 CBS—Grandma Goes Modern: WIP
 WCSH—Portland Mens Singing Club
 WEEI—Magazine of the Air
 WGY—Antoinette Halstead, contralto; string en-
 semble; male quartet
 WLW—The Big Show
 WOR—"Itambles in Erin;" Seamus O'Doherty,
 tenor; Anna Smith, narrator
 WRVA—Tampa Revelers

8:15 P.M.

CBS—Ralph Schaefer: WIP
 WFI—George Olsen's Orchestra (NBC)

8:20 P.M.

NBC—To be announced: WEA WEEI WCSH
 WFI
 NBC—The Cavaliers, male quartet: WJZ WBAL
 KDKA WHAM
 WBZ-WBZA—"The Essence of Recovery"

8:30 P.M.

NBC—Under the Bridges of Paris: WJZ WBAL
 KDKA WHAM
 CBS—Oliver Naylor's Orchestra: WIP
 WBZ-WBZA—New England Community Singing
 Clubs
 WGY—Piano Pals, Dorothy Sherman and Monica
 Leonard
 WOR—Gabriel Heatter, news commentator
 WRVA—Studio Program

8:45 P.M.

CBS—Scrappy Lambert, Billy Hillpot: WABC
 WCAU WNAC WJAS WDRC WJSV
 WGY—Utica Singers; Marion Williams, soprano;
 Rogers Sweet, tenor
 WOR—Briny and Crystal, sketch with music

9:00 P.M.

NBC—Arlene Jackson, songs; Harold Stern's Or-
 chestra; Guest Stars: WJZ WBAL WHAM
 WBZ WBZA KDKA

CBS—Philadelphia Orchestra; Sylvan Levin, con-
 ductor: WABC WOKO WNAC WDRC WCAU
 WJAS WJSV WLBZ

NBC—House Party; Donald Novis, tenor; Frances
 Langford, contralto; Arthur Boran, imper-
 sonator; Brad Browne; Rhythm Girls; Mel-
 ody Boys; Don Voorhees' Orchestra: WEA
 WCSH WGY WRVA WLW WFI WEEI
 WOR—Sam Robbins' Orchestra

9:15 P.M.

CBS—Alexander Woodcott, "The Town Crier":
 WABC WOKO WNAC WCAU WDRC WJAS
 WLBZ WJSV

9:30 P.M.

CBS—George Jessel, Vera Van, The Eton Boys,
 Freddie Rich's Orchestra: WABC WCAU
 WJAS WDRC WJSV WNAC WOKO

NBC—Eddie Duchin's Orchestra: WJZ WBAL
 WHAM WBZ WBZA KDKA

NBC—Beatrice Fairfax, drama: WEA WEEI
 WCSH WGY WFI WLW

WOR—Bronx Marriage Bureau

9:45 P.M.

WOR—Friendly Sons of St. Patrick

10:00 P.M.

NBC—Saturday Night Dancing Party; Robert
 L. Ripley, guest star; B. A. Rolfe's Orches-
 tra; Male Trio: WEA WEEI WCSH WFI
 WGY WLW WRVA

CBS—Broadcast from Byrd Expedition: WABC
 WOKO WNAC WCAU WDRC WJAS WJSV
 WLBZ

NBC—National Park Year; Guest Speaker: WJZ
 WBAL

KDKA—Behind the Law

WHAM—News Service

10:15 P.M.

KDKA—Sports Review

WBZ-WBZA—Reports

WHAM—Dance Orchestra

10:30 P.M.

CBS—Columbian Mile Track Race from Madison
 Square Gardens: WABC WAAB WDRC WJAS
 WJSV WOKO WIP WLBZ WCAU

NBC—Alka Seltzer Presents WLS Barn Dance;
 Uncle Ezra, Lulu Belle, The Westerners and
 Cumberland Ridge Runners: WJZ WHAM
 WBAL KDKA WBZ WBZA

WNAC—Over the Cameraman's Shoulder

10:45 P.M.

CBS—Guy Lombardo's Orchestra: WABC WOKO
 WAAB WDRC WCAU WJAS WJSV WLBZ
 WNAC—Jack Ingersoll's Sport Page

WOR—John Kelvin, Irish Tenor; Emil Velasco,
 organist

11:00 P.M.

NBC—Ralph Kirbery, baritone: WEA WEEI
 WFI

NBC—Barn Dance: WLW

WEEI—Weather Forecast and News

WGY—Happy Felton's Orchestra

WIP—Guy Lombardo's Orchestra (CBS)

WNAC—Hockey Game

WOR—Emil Coleman's Orchestra

WRVA—Fiddling Fiddlers

11:05 P.M.

NBC—Enric Madriguera's Orchestra: WEA
 WCSH WFI

11:15 P.M.

CBS—News Service: WABC WIP WJSV WCAU
 WJAS WDRC WOKO

WEEI—Enric Madriguera's Orchestra (NBC)

11:20 P.M.

CBS—Ann Leaf at the Organ with Brad Hey-
 nolds, tenor: WABC WCAU WJAS WOKO
 WDRC WJSV

WHAT RUDY VALLEE NEVER TOLD

(Continued from Page 11)

Rudy is a dangerous enemy, one who will stop at nothing to gain revenge or satisfaction—another manifestation of his determination.

Entertaining as are his romantic peccadilloes for the general public, they do not answer the main riddle—just what is Rudy Vallee? The average person thinks of him as a pretty boy with a pleasing and innocuous voice, who by accident was elevated suddenly to fame and fortune. It is true that he is no hand-made star.

Rudy did not start life with the ambition to be Rudy Vallee. In his fondest dreams he never imagined that he would land just exactly where he is now, and neither by the widest stretch of the imagination can we picture him preparing himself for the career he now commands.

Yet with his rugged determination Rudy had made plans for himself and had undergone a rigorous period of preparation and study, which still continues to this day. If he is no hand-made star, yet he was ready and willing always to grasp the opportunity when finally it did come.

It is true that if the accident of radio had not hurtled him to dizzy heights, he'd never be the Vagabond Lover. However, we who know the man cannot conceive of him as being unsuccessful. If he had not turned out to be a great crooner, he would have been great in some other field.

Self-Made Man

I happen to know just how Rudy did get to the top. Let us forget the fairy tales for awhile and stick to the cold, hard facts.

Rudy's father owns a small drug store in Westbrook, Maine. The income from it, while large enough to support the family of five, could not provide luxuries or education. Rudy had to go out and get these for himself.

It is known, of course, how he worked after school in the local movie house as usher, janitor, projectionist, et cetera; how he organized a local orchestra and then went to Maine University for a year.

He left that seat of learning and transferred to Yale, not because the scholastic standing of the latter school was higher, or its social opportunities better, but merely because there were more dances in New Haven where he could make more money.

After two years at Yale, spent mainly as jazz-band leader and conductor of the college orchestra, and not in class rooms, Rudy left school for a year to accept a

booking with an orchestra going to London. This is the only time Rudy has been to Europe. He enjoyed his visit, but found that America better suited his Puritan background.

When Rudy returned to Yale to complete his course, after the lapse of a year, his action was not dictated so much by a love of learning as it was by the business-like realization that a Yale diploma has great material advantages. There was another reason, too. Many of his classmates believed he'd never return. He wanted to show them that he could come back after a year and be graduated.

Following graduation, when Rudy came to Broadway, he was not—as he's often been pictured—the raw, amateur musician who suddenly got a break. He was a seasoned professional who had been playing in professional orchestras for ten years.

His First Crooning

Neither was crooning something new with him. Several years previously while at Yale, Rudy had sung the vocal parts in selections played by his orchestra—and to tell the truth, he had boasted about his mellow voice.

During the first week of his engagement at the Heigh-Ho Club in New York, he took up the vocal burden of the orchestra—and because it was new to New York, but not to Rudy, it was a sensation.

Yes, Rudy has worked hard for long hours to gain his present place in the world. At no time has he permitted any hardship to stand in his way. I have seen him go out in the bitter cold of winter, drive hundreds of miles in a poorly heated car and put up in a "one-horse" hotel, just to keep a single night's engagement. In the summer, too, while the heat was unbearable and other entertainers with less fortitude cancelled their engagements and ran off to seaside resorts, Rudy has kept on working.

Last year he was booked to appear for the first time in his career before a gathering of colored people. That day he ran a nail into his foot and realizing the menace of a serious infection, his physician ordered him to remain in bed. But Vallee refused absolutely.

"If I call it off tonight he colored people will think it merely was because I had no interest in the audience," he said. He kept the engagement.

Scrapbook Secrets

Ever since he was a youth, Rudy has been imbued with the idea that he was going to be famous. From the time that

he obtained his first press notice in the local Westbrooke daily, until he was flooded by tons of publicity concerning his divorce case, Rudy carefully has saved every single clipping. Now, of course, he employs a clipping bureau.

Along about 1922 he started his first scrapbook. It is in the form of an autobiography, with self-written explanations filling in the gaps left between notices. By now the collection of scrapbooks has grown to 70, and all are huge and fat.


Rudy further has catered to his vanity, by having his artistic younger brother, Bill, illustrate the scrap books.

But while Rudy goes into great and full detail in scrapbooks about his own achievements, the pages devoted to his many romantic troubles are blank except for the actual clips.

Look through them as you will, you may find not one word of explanation about the annulled marriage to Leoni Cachois, the O'Laughlin breach of promise suit or the Fay Webb marriage and divorce action.

Rudy never has been as frank as his ex-secretary.

Next week's issue of RADIO GUIDE, dated week ending March 24, will contain a series of revelations from the early life of Fay Webb Vallee, showing how her actions as a girl made possible her share in the break-up of her marriage to "the most prized catch aside from the Prince of Wales." Also it will tell in full detail an unsuspected side of Rudy Vallee's nature never before disclosed in print. Don't miss it. If you haven't made sure of your copy of RADIO GUIDE, order it from your news dealer NOW!



BEATRICE FAIRFAX

★ IN PERSON ★

Famous authority on prob-
lems of love and happiness

LISTEN IN!

9:30 P.M. E.S.T. Saturdays
N. B. C. Red Network

The Maple City Four

The Hayloft Harmonizers on
**The NATIONAL
 BARN DANCE**
 Every Saturday Night

Over 40 Radio Artists including the
 Cumberland Ridge Runners, Linda Park-
 er, Skyland Scotty, Maple City Four,
 Spare Ribs, Tom and Don, Lulu Belle,
 Hoosier Hot Shots, Uncle Ezra, George
 Goebel, Louise Massey and the Westerners.

24 NBC STATIONS
 COAST-to-COAST
 A rollicking program of old time singing,
 dancing and homespun fun. Brought to
 you direct from WLS, Chicago, every
 Saturday night over station

WBZ-WBZA
 10:30 P.M. EST
 SPONSORED BY ALKA SELTZER





The Voice of Experience, who invites greater numbers of readers to solve other readers' problems

AS PROXY FOR VOICE OF EXPERIENCE Solve the Age-Old GAMBLING PROBLEM

SO GRATIFIED is the Voice of Experience with the quality of assistance given him by readers of RADIO GUIDE that he polls the co-operation of an increasing circle of readers.

His novel experiment, inaugurated several weeks ago, of having readers solve other readers' problems, has been notably successful. He believes that the more wide-spread this participation becomes, the greater helpfulness will result.

Each week in these columns a new problem is presented to readers. At the same time are published a few of the letters from readers giving advice on situations previously submitted.

Following are some of those selected by the Voice. They were written to the "Interested Aunt" who was concerned about the right home for three orphan children left by her deceased sister.

One Ph.D.'s Opinion

Dear "Interested Aunt": It would be an exception to locate a home for three orphans under one roof, excluding an orphan institution. In such institutions there must be applied a system of group psychology for governing the inmates. The application of such principles makes it impossible to develop a normal child, as

every child possesses individual characteristic traits. Children must be governed as single units; either to encourage or to discourage certain phases of their normal growth.

As a nation we are beginning to realize the failure of our present system in orphan, industrial, asylum and penal institutions. The child needs the personal maternal and paternal attention which every home supplies. Children who have not reached the adolescent period are susceptible to the adoption of new parents.

In this particular incidence, these three orphans will be in close touch with one another and in a sense never lose their kinship, being with uncles and aunts. It is difficult for the mass of humanity to accept changes from old systems, and since we are on that verge with all our institutions, I candidly advise you to contend for your rights in the care for these children.

CLYDE WALTER EHRHARDT, Ph.D.
78 Fair St., Middlebourne, W. Va.

Seeing for Belief

Dear "Interested Aunt": Your problem appears difficult—is difficult. But if you or your brother (your brother particularly) will make a visit to a home such as he suggests for the children, your doubts will surely vanish.

Even in the best of these "children's homes" there is much routine. Children must of necessity be handled in groups. There is little time for sympathy or close understanding, little or no balm for heartaches. They never know the meaning of "Home, Sweet Home."

These children, being of different ages, would be placed in different groups, and would probably see little of one another. On the other hand, what a wonderful satisfaction and feeling of pride in being able to do something worthwhile there should be on the part of the relative who does his best to bring up such a child in the right manner!

These children could look forward to seeing each

other at intervals. Or they could plan on being together when they grow up.

This is no reflection on children's homes. They are wonderful and are doing splendid work. But where a child has the choice of living in a really good home, "be it ever so humble," by all means let him have that real home.

SARAH MUEHLHAUSEN
301 E Howard St., Winona, Minn.

As a token of merit, the Voice has mailed to the writers of these and three other letters, a copy of the deluxe edition of his book, "The Voice of Experience."

Letters should not be more than two hundred words long, and must be written on only one side of the paper. Answers to this week's problem, submitted below, must be postmarked not later than March 20. Send yours to the Voice of Experience, in care of RADIO GUIDE, 551 Fifth Avenue, New York, N. Y.

This Week's Problem

Dear Voice of Experience:

I was picked up the other day for shooting craps and charged with gambling. The man who arrested me talked to another officer about his dealings in the stock exchange, and how much he expected to make. I asked him why he arrested me for gambling when he gambled, too, and he said playing the Market is not gambling.

Voice of Experience, is all gambling the same, or is it different to shoot craps and to play the Market?

LOUIE

CONFESSIONS OF A BANDMASTER—By ABE LYMAN

(Continued from Page 3)

doesn't harm his popularity with women, and his recent publicity in his divorce case with the sympathy of the crowd on his side, doesn't keep the crowds away. Ben Bernie's deep bass voice, and his "Yowzah," are popular with the women. Glen Gray's handsome features take definite shape in the loudspeaker when a female listener is getting his band over the radio.

Personally, I don't pretend to be a handsome fellow. If women are attracted to me—if they are attracted to any bandmaster—it is principally because he is number one man in the ballroom. And women like the boss men, anywhere. To some women, the spotlight is equivalent to a halo. I confessed to Ed Sullivan, the Broadway columnist, that I would like to settle down on a farm somewhere with a small income and take things easy for the rest of my life. He printed it. A few days later I received a dozen letters from women and girls who decided they would like the same thing, and suggested that they might be persuaded to go farming with me if a wedding ring were offered.

I'm a bachelor. And I intend to remain a bachelor as long as I remain a bandleader. I have my reasons for this decision, and they'll be told in another chapter of these "confessions." Meanwhile, I'll continue to develop my personality to the best of my ability.

Personality! About sixteen years after a Chicago rabbi had christened me Abe Lyman, I conceived the idea that the boss hand in any band should have a definite personality. Only I didn't know the word for it. No one expected a drummer to know much in those days. I didn't.

I started drumming at the age of twelve. Drumming meant carrying the drums for my brother-in-law, Dan Copeland, who played on Saturday nights at the Chicago Turner Hall, one of the roughest, toughest spots on Chicago's northwest side. I'd sit beside Dan and watch the crowd and band get tight. I learned the first

rules of drumming from him. After liquor made the crowd less observant, I'd slip into Dan's chair and have a swell time making horrible noises. Finally, through this, my brother-in-law thought he had a racket. He'd take two jobs and send me out on one of them.

It was terrible. It would be only a matter of a half-hour or so before the management got wise and threw me and my drums into the street. The only engagement I completed was a Polish wedding party which lasted from 8 a. m. to 12 midnight. Everyone was drunk, anyway; my bad playing didn't matter much. Finally, when the rest of the orchestra passed out, I was left to beat time on the bass. I didn't drink. It was like a savage tribal ceremony.

It was at the Polish wedding party that I decided that a band should have a definite leader, someone to keep the rest behind their instruments; someone who could talk to the crowd, smile at them and keep them interested in the members of the band, as well as in the music. For that reason, I gave up taking lessons on the cornet. You can't smile at the crowd when you're playing a cornet. Try it some time.

I got jobs in Chicago because I was Mike Lyman's brother. Mike was a singer of parts. He worked for Colosimo and in the famous Chez Pierre. Mike ribs me now and then because he is called Abe Lyman's brother, but he takes it very well. After all, he gave me my first boost.

I can remember taking a job at the Colonial Theater, a silent picture house at Van Buren Street and Western Avenue. The pay envelope contained nothing each week. As a matter of fact, I didn't even get the envelope. The "band" consisted of a piano and a set of drums. I was the sound effects department. I guess I was still pretty bad, for I was fired after two weeks. I protested to the manager that I should be permitted to play inasmuch as I was receiving nothing. He replied: "What? I should let you work on, yet? Should you pay me I wouldn't keep you

here, ruining my business already. What?"

I took a job driving a taxicab. I didn't know it when I took the job, but I found out later that my company's cab drivers, working under open shop conditions, got the worst of the fights if a strike broke out.

One night I got orders to pick up Nick, the Greek, the famous gambler, at Colosimo's. As I went in to get Nick, I carried the address card in my hand. A bullet intended for me went through the card. I ducked into the cafe but not before I had noticed what gang fired the shot. A few days later, my crowd found the gunmen, and the hassle was on, with knives and auto jack handles for weapons. We did very well, but I got a knife wound in my hand which became infected and kept me in the hospital for sixteen weeks. I was away from my drums for six months. I decided cab driving was a little too hazardous for a musician.

The family of Paul Muni, the motion picture star, operated a Yiddish Theatre in Chicago. Their name was Weisenfreund. They gave me a job playing drums, pulling the curtain and running errands for the actors. I didn't remain there long, either, but I became a friend of Paul, the juvenile. The friendship has been a lasting one.

Finally, through Gus Arnheim, whose brother had been a fellow cab driver, I got a job in the Drexel Theater where Gus was playing the piano. After a few weeks of this, Gus and I organized a four-piece band and got a job at the Ellis Cafe. James Welton, my present sax player, was in that first band.

Later on we went to Freiberg's at Twenty-second and Wabash, one of the principal cafes in Chicago at that time. Dion O'Banion, Schemer Drucci and other gangsters who were to gain importance and finally death in the underworld, were frequent visitors. They carried a lot of men out of Freiberg's in those days. Knives flashed frequently; bottles hurtled through the air and chairs were broken over customers' heads in fights. Guns weren't in such common use there, and

the orchestra was fairly safe on the platform. We played from 8 o'clock in the evening until 6 in the morning and were not permitted to leave our seats. For this we were paid \$30 a week.

From Freiberg's we went over to the Erie Cafe, another tough spot which was owned by Izzy Rothschild. Our salaries were \$35 a week, and we made an additional weekly \$10 in tips. It was there I first introduced the no-drink rule in the band. When the customers ordered for us, the waiters, acting under instructions, brought us gingerale in highball glasses. When cigars were bought for us, we'd sell them back to the bar. It was a harmless racket but it was, nevertheless, a racket.

My biggest headache at the Erie was my girl, Gilda Gray, who was dancing under the name of "May Gray." Gilda left me, finally, to become famous on the stage and in the movies for her shimmy dance and her acting. She had a beautiful body. Naturally, she attracted the male customers. She could, however, sidestep their advances without antagonizing them, and so she was very popular. Her tips amounted to three and four hundred dollars a week.

"Abe," the customers would say to me, "I know May's your girl but I'm going to take her home tonight."

Well, I couldn't antagonize the cash customers, so I'd say: "Okay, it's all right with me."

They'd see May later and she would tell them she just couldn't make it. "But tomorrow, maybe, or the next night," she'd say.

They always came back for more. Meanwhile, we would slip out a side door.

She could have taught the late Texas Guinan things about handling suckers!

Abe Lyman's attempt to join the navy, his early experiences in California and his life among the stars of Hollywood, will be told in the next chapter of this series which has been written by the famous bandleader exclusively for RADIO GUIDE. See the issue dated March 24 for further confessions.

MUSIC IN THE AIR: Beethoven Hero of Week

By Carleton Smith

LUDWIG VON BEETHOVEN is our stocky giant-hero this week-end. Two of his greatest works, the violin concerto and the Solemn Mass will have surpassing performances.

Listeners who felt *Arturo Toscanini* probe the inner spirit and reveal the living heart of Beethoven during his performance of the Ninth Symphony a few Sundays ago, will prepare themselves for another miracle of reincarnation. If the ear had never before heard the heavenly melody of Beethoven's slow movement explored to its inmost depth, if the mind had never before realized the meaning and the dramatic impact of his jubilant *Finale*, there was no mistaking them then. That occasion occupies a place by itself in the storehouse of the memory.

Without a doubt, the sublime passages of his greater Mass will, after next Sunday, rest alongside the greatest Symphony in the lofty recesses of our imagination. For our ears, history is to be freshly made. We shall hear Beethoven, the tone-poet and the dreaming seer, speak to us in the fullness of his wisdom. And every detail of his speech will be made articulate, for Mr. Toscanini is of the conviction that "the enormous and the minute are interchangeable manifestations of the Eternal which is always present to the wise."



YEHUDI MENUHIN
violin prodigy, playing with Stokowski's Philadelphia Orchestra on this Friday, March 9, at 2:30 p. m. EST, offers Beethoven's Violin Concerto. Tune to CBS-WABC network stations

The Mass

The liturgy of the Roman Missal has been the inspiration for many great choral works. From the simplest chants of the early church and for several hundred years after Palestrina, the Mass—the symbolic sacrifice of the Savior on the Cross—has been sung to noble music. Today in our country an adequate performance of these great masterpieces is rarely possible. Therefore, when Mr. Toscanini chooses to conduct the Philharmonic-Symphony (CBS-WABC, Sunday at 3 p. m. EST), with the Schola Cantorum, the distinguished solo voices of *Elisabeth Rethberg*, *Sigrid Onegin*, *Paul Althouse* and *Ezio Pinza*, with *Pietro Yon* at the organ, in Beethoven's *Missa Solenne*, the concert is a festive occasion, the like of which seldom occurs more than once in a generation.

The Violin Concerto, Beethoven's only composition in this form, will be played by *Yehudi Menuhin* in *Leopold Stokowski's* first broadcast concert (CBS-WABC, Friday, March 9, at 2:30 p. m. EST) since his return from Hollywood. Many musicians cite this as the greatest of all violin concertos and the supreme test of an artist's interpretive ability.

Hearing him play it a month ago with *Toscanini* and the *Philharmonic-Symphony* was for me one of the transcendent experiences of many hours in the concert halls.

Leopold Stokowski

A most important announcement to lovers of classical music is the sponsor's decision to discontinue the fifteen-minute broadcasts of the Philadelphia Orchestra. The reason, in addition to the obvious fact that sales were not obtained, is perhaps two-fold:

1. The sponsor expected Mr. Stokowski to choose light and familiar music like "The Beautiful Blue Danube," or the Drinking Songs from "The Student Prince." Mr. Stokowski played compositions which, for the most part, listeners could not hear elsewhere, and remarked: "Art and advertising are like oil and water. They do not mix."
2. Mr. Stokowski has been vacationing for five weeks in Montecito and Hollywood. No matter who the substitute, the Philadelphia Orchestra does not play the same without him. Evidence of this lies in the fact that Columbia broadcasts only those regular concerts of the orchestra which Mr. Stokowski conducts.

Music lovers will be glad to hear Mr. Stokowski's afternoon concerts (CBS-WABC, at 2:30 p. m. EST), from the Academy of Music next Friday, March

16; on Easter Monday and on three of the Fridays in April. Thereafter, the Philadelphia Orchestra will go to Russia for a festival tour.

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- "De Glory Road" Wolfe Quartet
- "Mighty Lak' a Rose" Nevin
- Selections from the "Merry Widow" ...Lehar
Coe Glade and Quartet
- First of Series, Ernest Hutcheson* (CBS-WABC, Sun., March 11, at 10:30 p. m. EST):
- First movement "Emperor" Concerto Beethoven
- Florenda Trio* (NBC-WEAF, Mon., March 12, at 9:45 a. m. EST):
- Sonata in G Locillet
- Voice of Firestone* (NBC-WEAF, Mon., March 12, at 8:30 p. m. EST):
- The March, from "Sylvia" Delibes Orchestra
- Di Provenza il Mar from "Traviata" .. Verdi
- The Erl King Schubert
- Annie Laurie Lawrence Tibbett
- De Glory Road Wolfe
- Henri Deering, pianist* (NBC-WJZ, Mon., March 12, at 11:30 p. m. EST):
- Song Without Words, E Major
- On Wings of Song
- Prelude and Fugue, E major
- Minneapolis Symphony Orchestra* (CBS-WABC, Tues., March 13, at 9:30 p. m. EST):
- Overture to "The Secret of Suzanne" Wolf Ferrari
- Air for the G String Bach
- Rhapsody "España" Chabrier
- Badinage Victor Herbert
- Waltz, "The Beautiful Blue Danube" Strauss

- John McCormack* (NBC-WJZ, Wed., March 14, at 9:30 p. m. EST); Final broadcast before Mr. McCormack leaves for Africa:
- My Pagan Love Hartly
- Loughi Sereni e Cari Donandy
- The Old Refrain Kreisler
- Just for Today Seaver
- As I Went A-Walking Page
- Mary of Arzyle Nelson
- Green Isle of Erin Roehel
- Eastman School Symphony Orchestra, Samuel Belov, conducting* (NBC-WJZ, Thurs., March 15, at 3:15 p. m. EST):
- Overture to "Die Meistersinger" ... Wagner
- Symphony No. 7 Schubert
- Don't miss the recital of *Armand Girard*, bass (NBC-WEAF, Thurs., March 15, at 5 p. m. EST):
- Music Appreciation Hour with Walter Damrosch* (NBC-WJZ and WEAF, Fri., March 16, at 11 a. m. EST):
- Symphony No. 5, in C Minor Beethoven
- 1st movement: Allegro con brio
- 2nd movement: Andante con moto
- Entrance of the Gods into Valhalla, from "The Rhinegold" Wagner
- Sounds of the Forest, from "Siegfried" Magic Fire Music, from "The Valkyrie"
- John Herrick*, baritone (NBC-WJZ, Sat., March 17, at 7 p. m. EST):
- Serenade Schubert
- Dreams Chenoweth
- Scaril Dance Chaminade
- Wanting You, from "The New Moon"
- Song of the Flame Gershwin

Sportcasts for the Week

SCHEDULE OF EVENTS

(Shown in Eastern Standard Time)

Saturday, March 17
8:30 a. m., 7:30 p. m. WOWO 1160 kc.
Basketball, Indiana State High School Tourney