

AMERICA'S WEEKLY

FOR RADIO LISTENERS

# Radio Guide

G E C A

WEEK ENDING OCTOBER 20, 1934

TELLS WHAT'S ON THE AIR - ANY TIME - DAY OR NIGHT

5¢

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In This Issue:

Lawrence Tibbett  
Blasts Bunk from  
Classical Music

PRESIDENT  
ROOSEVELT'S  
Mike Habits Told  
by His Announcer.

Tom Noonan's  
Chinatown, from  
Hops to Heaven

Timely Topics  
by Ray Perkins,  
Porter, Lewis  
and Tony Wons



Mary Livingstone



# Debunking

## Classical Music

By Lawrence Tibbett

**Y**es, yes, I like it; but is it art?" Nothing annoys me quite so much as to hear some so-called music-lover get off that gem. My answer is: "I say it's hokum." I honestly believe that much of the music being written in this country by Americans—native and naturalized Americans—is absolutely as great as anything that has been turned out through the ages by the acknowledged masters of Europe. And that's why I say it's hokum when they ask if it's art. It certainly is no new experience for me to be told—and therefore I shall not be amazed at the possible reaction to this article—that in making such a statement I am playing with dynamite.

If that's playing with dynamite, then I'm all for it. I certainly feel that way about it. I take pride in being an American singer of American songs.

Of course, I don't mean for a minute that everything that is turned out in the United States is vastly superior to the music from abroad. On the other hand, I don't believe that every aria sung in grand opera is great merely because it happens to come from the pen of a European master. American music should be given a break. The snobbery and lack of vision which are characteristic of many so-called "music-lovers" are completely repellent to me.

It is unfortunate, I think, that so many of us are taught that the only fine things, musically speaking, are importations. You can gather by this time that my own humble opinion differs. Nor do I feel that I don't practice what I preach. If you have happened to listen in on my Tuesday night broadcasts over NBC you will see, or rather you'll hear, me sing some of what I consider real American classics.

One melody, for example, in that category is Jacques Wolfe's magnificent Negro spiritual, "De Glory Road." It has a warmth, lift and emotional value, the like of which is rarely equalled. Another American composition I should not hesitate to call a classic in every sense of the word is Jerome Kern's "Ol' Man River." To these I can add many more, including Vincent Youmans' "Hallelujah" and "Without a Song" and Gershwin's "Rhapsody in Blue." They are outstanding American classics, and in my opinion equal in real musical and emotional quality anything turned out by the composers of Viennese operettas—and they are considered world masters.

It seems to me that the only sensible way of arriving at an opinion as to the quality of a song or its interpreter is to determine for yourself if the job he or she is trying to do is being done well. In other words, you and I, for our own cases, are the best possible judges. I have much more respect for a musical opinion that honestly dislikes an old-world masterpiece, than for one which blindly and unthinkingly worships everything heard at the opera or the symphony concert merely because that might be considered the thing to do.

I happen to like Rudy Vallee's singing, and I understand I am not alone in that. I am also a great fan of Al Jolson's. As a matter of fact I think that as artists

**The Highest Paid Singer on or off the Air Cries "Hokum" and "Bunk" When He Hears "Yes, Yes, I Like It, But Is It Art?"—Herein the Beloved Baritone Plays with Dynamite, with Full Knowledge That He Is Exploding Pet Theories and Sacred Beliefs. But He Is Content to Let the Chips Fall Where They Will**



"I like Rudy Vallee's singing"

The Lawrence Tibbett of Radio—shown as he looks on the frequent occasions when he faces the mike to disprove that "the only fine things, musically speaking, are importations"

they are superior in their own particular way to some artists who might be on the Metropolitan Opera's roster.—What's that I hear?—It must be the murmuring of a great many opera subscribers ready to disagree with me violently on that score. Even thinking about Vallee and Jolson in the same thought and mentioning them

in the same breath with the "Met" to these people, would constitute nothing less than an unforgivable violation of the sacred.

And that leads me to another point—another one of the axes I love to grind. It's the question of snobbery and lack of vision which exists among certain persons who like to constitute themselves "music-lovers." I refer particularly to that unthinking worship of European music just because it happens to be European and for no other apparent reason. That such a worship should be prevalent is almost untenable; yet there it is.

This is an example of the sort of thing I have in mind: Every once in a while I like to include in a radio program or concert recital a number entitled "The Song of the Flea." After the affair is over, I like to stick around and meet and pass the time of day with any members of the audience who may care to talk to me. A strange thing happens every time "The Song of the Flea" has been used.

Invariably, one or two persons will come up and berate me for having sung a selection with such a vulgar name. Then I have to go through a lot of red-tape and explain very carefully that the words are from Goethe and that the melody is a product of the pen of the great Moussorgsky. The reaction, likewise, is invariably the same: Profuse apologies follow. And everything becomes all right just because a pair of European masters happen to be involved. That's what I call real intellectual snobbery, and it's just too bad that music in this country has to be associated with it to the degree that it is.

Another example of this blind praise of the old-world works was brought home to me in Hollywood several years ago. I happened to be attending a party of movie celebrities. I was introduced to a "Russian Princess" who told me what a terrible time the old nobility was having.

They finally prevailed on me to sing—in Russian, of all things. At the time I knew no Russian whatsoever, but to please them I sang in my impression of that difficult language. I used violent gestures and ad-libbed words and music, and my accompanist managed to follow me—how, Lord only knows. Really marvelous applause greeted me at the end. Especially pleased was the "Russian Princess" who had "never heard so pure an accent since I left the fatherland." The crowd there that evening thought the impromptu song was great, too; not because they had the slightest idea as to what it was about, but simply because an opera singer was singing it, and because it was in what they supposed to be a foreign language, and therefore must be good.

There is absolutely no necessity for having to be humble about the music produced in America. I think it is entirely fair to say that we are second to no people on the earth when it comes to producing music of the popular type. And that is a very sound foundation for the growth and development of a true American musical culture. Our popular music may be considered, I think, our real American folk music. American dance music and songs have influenced more than one European com-



"I am also a great fan of Al Jolson's"

**Distinguished in Four Fields—Opera, Concert, Radio and the Movies—Lawrence Tibbett Began Life Weak-Lunged, and Ambitious to Be a Western Sheriff. Followed War Service in the Navy; Then Concert Singing; Then His Operatic Debut in Hollywood; Then Debut at the Metropolitan in New York. His Climb to Top Rank Since, Has Been Meteoric**

poser of high position and, like the movies, have cast their spell over many foreign peoples. Our popular music, I believe, will prove the seed from which a typical music will grow.

I feel that American music is transforming itself slowly into a native organism. For more than a hundred and fifty years the United States was prevented from settling into any musical mold. American music could not come into being when America herself had not yet become a complete entity. In addition, there was the matter of an inferiority complex pertaining to cultural matters. I think that we are losing our lack of confidence now, and that that will play an important part in speeding up this process of building our own musical structure.

Twenty years ago—if I had been singing professionally—I think that I would not have been able to get away with singing such compositions as "De Glory Road," "Ol' Man River," and others I have mentioned. Audiences weren't yet ready to listen to the music of their own people. Today a singer can sense the attention his listeners give to an American melody. As I said when I was called upon to speak at a discussion in New York recently: "We no longer shy away from an expression of ourselves or of a particular aspect of our national life."

So much for the development of our own music. I have one or two thoughts as to what could be done to present the best of the European music in a more interesting way. In order to bring about a widespread appreciation of classic music—a condition absolutely necessary to inspire the writing of our own classic works—it is vitally necessary that we vocal artists employ our own language.

After all, songs represent nothing more than the wedding of words with music, or vice-versa. It seems to me, therefore, that in order to get the fullest enjoyment out of a song, the listener must be able to enjoy both the lyric and the melody. Unfortunately, the knowledge of foreign tongues is limited for the most part to those persons who have had the good luck to benefit from the advantages of travel or study abroad, or both. I don't see any reason why the full enjoyment of hearing singing should be a pleasure reserved only for those persons.

I am asked often to give my views on the future of the opera in this country. I feel that it is up to the opera companies to recognize the tastes of the American people. Aside from the matter of staging, there is the all-important question of language. As it is now, with the exception of the few English-speaking operas which have been produced at the Metropolitan, and in which I am glad to have taken part, people have to try for several hours to pay attention to singing in a language which very few understand. Although things are transpiring on the stage, members of the audience can have but a vague idea as to what it is all about. I can understand easily why in general we Americans are not interested in opera.

And from the point of view of the artist, the question of language is really just as important. Why should he sing at all if the majority of his listeners can't understand him? Since all his hearers cannot possibly get the full meaning and beauty of a song in a foreign tongue, ought he not to include more and more English lyrics in his programs? I say: "Yes, a thousand times, yes."

And I, for one, intend doing so. Until such time as classics are written in our own language on a large scale, there is no reason why good translations cannot be made of the best European operas and vocal selections. One hears often that to transpose their lyrics into English implies losing a great many of the values. That, in my opinion, is ridiculous. English is one of the most copious languages spoken in the world today. Besides, English has proven itself sufficiently as a medium of beautiful expression. The greatest poets the world has



**The Lawrence Tibbett of the movies—shown in costume for his sensational success in "The Rogue Song"**

known have found our language adequate. And what, after all, is poetry but word-music?

And in conclusion I would like to say that the American form of English—the way you and I speak it, and not the way it is spoken in London—is even better suited for singing than the English used by the English themselves. The reason is that our vowels are infinitely more pure. And, incidentally, there are some of our American popular singers who could teach many of our singers of classic songs a great deal about American diction.

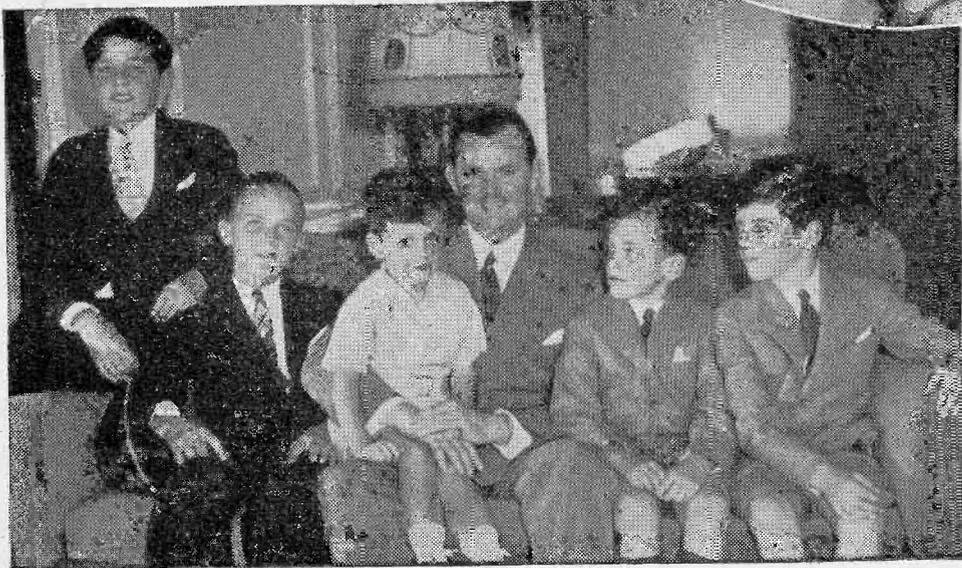
**EDITOR'S NOTE:** To those who have followed hard-nitting, he-man Tibbett's career with the interest it deserves, these straight-from-the-shoulder comments are not surprising. He hates bunk. He is a man first, and a singer—though a superlatively good one—only second. During the war he turned down a safe job as Y. M. C. A. entertainer in order to join the navy.

Larry Tibbett's father was sheriff of Kern County, California.

A real, old-time gun-fighting sheriff, he was killed in pistol-duel with cattle thieves, when Larry was seven. From about that time on, the kid shifted for himself. He has been newspaper-folder, clerk, handyman, dishwasher and third assistant cookee on a ranch—where he got the idea of singing and acting by watching cowboys put on their own entertainments.

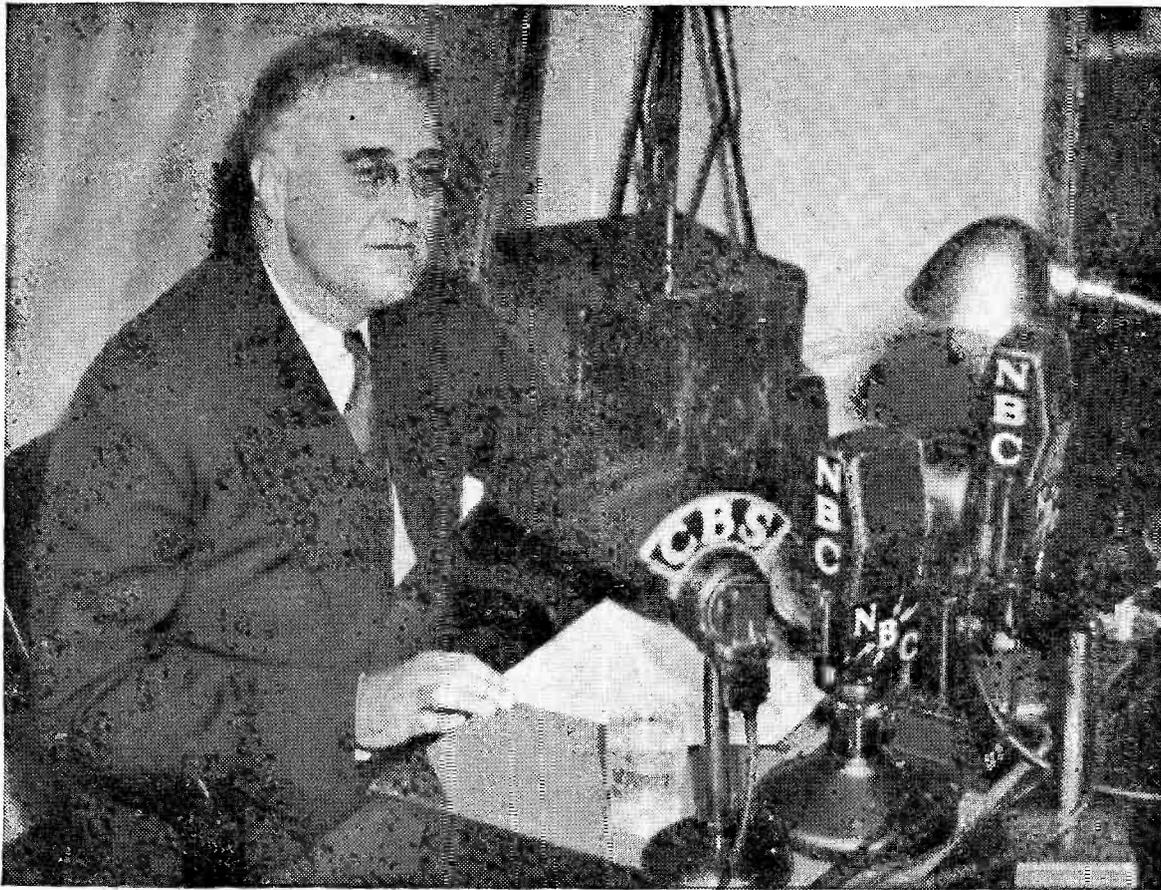
His first opera appearance—at \$60 a week—wasn't an appearance at all, for Tibbett's singing was done off-stage as a kind of sound-effect. When he writes about "diction" he knows what he's talking about. He was the first singer to win the American Academy's diction award.

Lawrence Tibbett may be heard every Tuesday evening at 7:30 CST over an NBC-WJZ network, in a program sponsored by the Packard Motor Car Company.



**With Esther Ralston (above) Tibbett scored another smash hit in the motion picture, "The Prodigious"**

**The Lawrence Tibbett who loves his home and his family—shown with his five boys who are (left to right) Larry and Richard, twins, 13; Peter, 5; Marston, 7; and "Sonny," 10**



President Roosevelt photographed as he broadcast to fifty million listeners on September 30, in one type of broadcast that Mr. Trout describes as "an easy show to put on"

# The President on the Air

By Robert Trout

**Whenever President Roosevelt Broadcasts, Robert Trout Is His Announcer. Here Are Anecdotes Never Before Told, in an Intimate Glimpse of the "Air's Favorite Speaker"**

ly so for comfort. There was the evening when the President's address exceeded the time estimate that had been made for it. That was all right with us broadcasters. But we hadn't counted on the ornate gilt clock which rests on the marble mantelpiece. When ten o'clock arrived, the President spoke on, but the clock raised its voice in solemn, echoing protest. Ten loud, rich, agonizingly slow strokes rasped across our nerves, but the President did not miss a syllable.

After the show is over, there is more good-natured joking, pictures are taken and President Roosevelt repeats portions of his talk for the newsreels. We radio broadcasters have no heart for joking before we have the air; there is too much to worry about. The light-hearted words of banter are all the President's.

On one hot and sultry night as we perspired with dignity, President Roosevelt remarked, with a twinkle, that when he got on the air he was going to say something about "this Washington weather." And he did, to our vicarious pleasure, as we roasted in silence. Another burning evening the Chief Executive coolly interrupted his flow of words to ask for a glass of ice water.

Frequently members of the White House family who are in town troop into the Diplomatic Reception Room to form a visible audience for the President.

As you probably have guessed, the second class of Presidential broadcast, and most difficult from the radio viewpoint, is the public event, the large outdoor gathering or the speech made to a great visible audience in an auditorium.

Are you wondering why it is difficult? In radio studios we judge time by seconds and we stick to our schedule; on remote control programs—at points outside the studios—we judge time by seconds, and we try to stick to our schedule.

On the battlefields of Gettysburg, last Memorial Day, the automobile bearing the President was delayed by school children who scattered flowers along the road, and I talked into my microphone for fifteen minutes before anyone arrived on the speakers' stand to open the ceremonies.

On the pier at Portland, Ore., last August, when the U. S. S. *Houston* brought the President home from Honolulu, I started talking at noon and the President did not step ashore until about ten minutes to one o'clock—and then he did not wish to speak!

A college on Maryland's fascinating eastern shore conferred an honorary degree upon President Roosevelt. We understood that there would be no acceptance address, merely a few words of thanks. But the President, moved by the occasion, faced the crowd and swept into a full-length speech.

When a university in Washington conferred a degree upon the Chief Executive, I had no pass to enter the gymnasium where the exercises were to take place. After all arguments had failed to move the keeper of the gate, there were two short minutes remaining before broadcast time. I managed to locate an open window, and climbed in safely with only seconds to spare.

And no matter under what conditions, in what part of the world, I always shall enjoy thoroughly the electric moment when my stop-watch points to the correct second, and I say, "Ladies and gentlemen, the President of the United States!"

Ladies and gentlemen, the President of the United States."

That is the unvarying phrase which introduces the Nation's Chief Executive to fifty million radio listeners, every time he makes a microphone appearance. Well over thirty times I have spoken those simple words into a Columbia microphone, and the special little thrill they bring is fresh each time.

There are two distinct types of Presidential broadcasts, and in traveling from Washington, D. C., through more than half the States of the Union to handle these programs, I have become very well acquainted with both kinds.

First, there is the White House broadcast, which includes President Roosevelt's famed "fireside chats." Though the fact that the President of the United States actually is speaking to them from the White House, and the majority of radio fans feel that that is a magnet drawing them to their sets, these are the easier shows to put on.

The rather out-of-the-way Diplomatic Reception Room, down on the ground floor at the rear of the President's House, is now headquarters and broadcasting studio for the country's most popular ether star. It's a small room, oval in shape, hung with paintings of former Presidents, and possessing a door which looks out over the back lawn to the tall, white finger of the Washington Monument several blocks away. Usually, this room wears a rather deserted, empty air, but on broadcast nights . . . let's step inside a moment:

Against the wall near the door is an ordinary-looking wooden business desk. Small, inconspicuous, dynamic microphones crouch on the polished surface, and their web of cables disappears into two circular holes cut in the top of the desk. The drawers look real from the outside, but they are only shells; their insides have been torn out to make room for the great mass of portable radio equipment which must be carried into the Executive Mansion by radio technicians each broadcast night.

On plain tables lined against the opposite wall is stacked more equipment, tested and re-tested hours before air time, watched over by serious, hawk-eyed operators. Another side of the room houses the long, grimy line of newsreel cameras, their big lenses leveled at the desk across the floor. Cameras in hand, the still photographers hover in the corridor beyond. The atmosphere is calm and subdued, but whether you are a visitor or an

old hand at this sort of thing, you can feel the tense undercurrent crackling in the air.

A door opens. The White House Usher steps into the room. Quietly he murmurs, "Gentlemen, the President." The talking stops, choked off in the middle like a cut motor; dead silence settles on the room. Suddenly it is shattered by a hearty, booming voice: "Well! Is the gang all here?"

The cheerful babble of voice bursts out again: "Good evening, Mr. President. How do you do. Mr. President?"

Assistant White House Secretaries Marvin H. McIntyre and Stephen Early, businesslike but beaming, appear. President Roosevelt is seated at his desk. He asks for a glass of water, lights a cigarette, mops his brow with a handkerchief. A minute or two of earnest conversations on private telephone wires with the main studios a few blocks away in downtown Washington, and the operators are ready.

Stop-watches are set, networks synchronized. Silence again. The tension in the air is stifling to everyone but President Roosevelt, who calmly awaits his cue. Ten seconds, five, three, two, one—Voices



Robert Trout (left) broadcasting from the steps of the Capitol, in Washington, and (right) President Roosevelt on the air in what Mr. Trout calls "a difficult show"



again, but this time careful, rounded, assured; voices that are speaking to an entire continent. The introduction ends: "Ladies and gentlemen, the President of the United States," and the familiar tone of the Commander in Chief of the Army and Navy is ringing in the loudspeakers of half the homes in America.

And then there is nothing to do but wait until the end of the talk to sign off the program. Only sometimes things go—well, not wrong, but too near-

# The "Bishop" of Chinatown

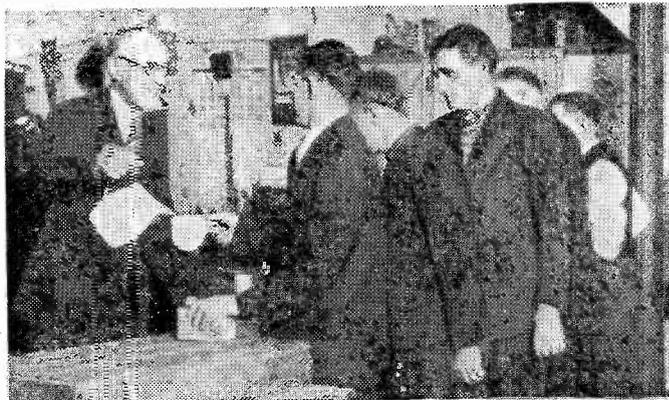
By Henry Bentinck

**Friend of the Great, This Man of Lowly Beginnings Has Learned the True Meaning of Charity, Has Learned the Secret of Rehabilitating Derelicts and of Reviving the Spirits of the Hopeless. His Brand of Help Is Two-Fisted; His Air Shows Are a Marvel of Religion Humanized**

Charity be damned! Let's help 'em! So says the "Bishop" of Chinatown, friend of the wicked and weak, who believes that between friends the word "charity" is in very bad taste. You may have heard his amazing services to his pals, the bums of the Bowery. These are broadcast every Sunday afternoon at two o'clock CST, over ABS-WMCA, from the ramshackle Mission Building of the Rescue Society, unofficially known as the "Cathedral of the Underworld." It stands on the bloody bend of New York's twisted Doyers Street, where curbstones have been dyed red by tong and gang wars.

These Sunday services are a combination of vaudeville and religion. Once Mae West assisted. And, following rigid policy, the "Bishop" probably would have welcomed Mary Magdalene—even before she became a saint, and therefore respectable.

This rugged "Bishop's" name is Tom Noonan—but



Tom Noonan. "He might have died a Dillinger — instead, he lives like a saint"

Tom as he appears regularly to hand out coffee and bread free (and no questions asked) in the "Blue and Gold Room" of his "Cathedral"

Steve Brodie's saloon, with Steve shown at the bar—a typical hangout such as Tom knew in his early youth, before he learned to "get his" without risking jail



don't ask him where he got it. He doesn't know. He grew up without father or mother, stealing boyhood meals from fruit-stalls—dodging under horses' bellies when cops chased him, back in New York's gaslit and horse-drawn era. Tom is a "graduate" of Sing Sing and Dannemora prisons. Yet today he feeds the hungry, clothes the naked, houses the homeless, reforms criminals and finds work for hundreds of hopeless men and women.

He might have died a Dillinger. Instead, he lives a saint. The late King Albert of Belgium was proud to call him friend—and so are scores of New York's leaders in all walks of life. To his "Cathedral"—now a home for the homeless, but formerly a Chinese theater—gambling joint, hop-house, bawdy house and murder-lair—and to the microphone there, he has welcomed such celebrated folks as Sir Harry Lauder, the late Sir Thomas Lipton and the late King Albert.

Tom's derelicts and the radio audience have been entertained by Al Jolson, Jimmy Walker, George Jessel, Walter Winchell, Jack Dempsey, Gene Tunney, Warden Lawes, Earl Carroll, Nora Bayes—who sang her last song there—Harry Hershfield, Paul Whiteman, Jimmy Brierly, Kathryn Parsons, Nick Lucas, Ozzie Nelson, and a host of other outstanding stage, screen, radio and political personalities.



One of the types of dope addicts whom Tom has brought back to health and wholesome interest in life

When you hear Tom Noonan's broadcasts, you actually are "on the inside" in a genuine struggle to help the helpless. His "Cathedral" is always crowded for the "Bishop's" services. It has a capacity of 400.

On the stage of the old Chinese theater are reserved seats for "paying guests"—spectators who are "doing Chinatown." From these guests a collection is taken to pay for food and coffee for the 400 bums and derelicts. After eating, these down-and-outers are permitted to sleep on cots in the subcellar of the building—in what Tom calls his "Blue Room." There, a huge coal stove keeps them warm. In the morning they are given breakfast and—when possible—shoes, coats or whatever articles of wearing apparel they may need; and it's all free.

But Noonan's work goes far beyond that. Radio has magnified it a thousandfold; therefore he blesses radio every day.

"It's absolutely marvelous!" he exclaimed, when interviewed for RADIO GUIDE. He fumbled for a sheaf of statistics on his desk. He adjusted his glasses. "Look here, son. Here are a few items made possible this year through my radio broadcasts and appeals. An out-of-work tubercular man too poor to bury his wife sent me a letter asking for a grave. I appealed over the air for a burial plot,

and received thirteen different offers. Through the medium of radio I introduced 21 worthy couples to one another, with the net result that all are happily married. I ask listeners to supply some of my boys with jobs. Thus far more than 5,294 have been put to work. A poor colored church asked me for an organ—and received it. A woman came home from a hospital with a baby. She asked for a crib, and received one from a kindly listener. With cash contributions from listeners I have been able to provide every cell in Sing Sing and Dannemora with radio earphones."

He enumerated hundreds of other items. Bail was put up for a boy involved in a court case. 25,000 packages of cigarets, as well as pipes, smoking tobacco and shaving utensils, were sent to Veterans Hospitals. Prisons were supplied with libraries. A destitute home in Hell's Kitchen was furnished. Thousands of crutches and artificial limbs were supplied to cripples.

Tom doesn't bother to clear these benefits through his "Cathedral." He puts the needy and the generous in touch with one another. His is not an "Organization" working to show a favorable report to a board of directors at the end of the year. His sole job is helping people.

Now—what caused this mighty change in a man who once was a criminal? Why did the youthful leopard of crime change his spots? Principally the humanity and the humility of another human being—who just happened to be a woman. And there wasn't any romance about it.

While Tom was a petty-thieving lad, a serious-minded older boy said: "Tom, you ain't getting nowhere. Ain't you got no ambition to amount to something—be somebody?" Tom allowed he had; wanted to know the first step. "Tonight," was the sober reply, "we'll knock over Ginsberg's clothing store. It'll be a cinch."

Now this was entirely in keeping with the bitter philosophy of "Get yours—no matter how." The boy who said it wasn't trying to be funny. Psychologists tell us that all successful individuals are persons who managed to "get theirs"—in some way or another. Tom's crook friend wanted to (Continued on Page 29)

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# Standing By—

With Ray Perkins

Something ought to be done about this plague of Children's Programs. The amount of spinach fed to the kiddy-widdies through the air has reached the proportions of a major national crisis.

Heavens knows I love the dear kiddies, having been one myself until I was old enough to know better. Never an unseemly or harsh word against Childhood ever has sullied my lips either on the air or off, hot or cold, drunk or sober. I even go "kitsy-kitsy" at brats on trains who wipe wet popcorn on my vest and try to stare me down. But so help me whoozis, I'm sick of hearing radio performers, executives and sponsors gurgle about "the importance of the children" until you'd think the adult population had about the relative standing of one flea in a block of dog-pounds.

It seems that in the Average American Home, mama and papa are jolly well told what they can listen to by the Little Ones. It also seems that the Average American Business Man feels that if he can persuade the wee youngsters that they must have his product, mama and papa will tremblingly obey orders and buy. Indeed—(I love that word "indeed" at the beginning of a sentence; it reminds me of William Lyon Phelps)—indeed, it seems that broadcasting is going through a bloodless revolution in which eventually the Kiddies will take over everything from the Federal Radio Commission to the studio clock.

Anyway, we're getting the longest parade of kid programs ever led before the microphone. The air is full of Uncles, Big Brothers, Injuns, Cowpunchers, Cartoon Strips, Rollo Boys, Daredevil Dicks, Happy Sunshine Hours, Clubs, Societies, Free Badges, Contests, and Ask-your-Mother-to-Buy Campaigns from school time to bed time.

And don't think that bedtime means anything! The radio insiders will tell you proudly that AMOS AND ANDY owe their success to the children, that the popularity of JOE PENNER and ED WYNN is largely due to the boys and girls, that GRACIE ALLEN is great because she's the kid's idol, and that so is BEN BERNIE, STOOPNAGLE AND BUDD, CAP'N HENRY, KATE SMITH and everybody else. Great grief! They'd have you believe that children never do go to bed any more. I think they even claim that GLADYS SWARTHOUT and GEORGE GERSHWIN appeal to the kiddies. And I wouldn't be at all surprised pretty soon to see some "smart" sponsor put on a midnight dance band for children five nights a week.

Personally it makes no difference to me. It makes no difference to me even *impersonally*. All I say is I'm an adult myself and I hate to see my fellow-adults get a raw deal. You know how it is—once an adult always an adult. So, you grown-uppers, are you mice or are you



Albert Payson Terhune, the dog-lover, ... three of the collies which are his constant companions. He may be heard Sundays at 4:45 p. m. CST over an NBC-WJZ network

men or women? If the two latter, you'd better do something to control your offspring, or at least let the Radio World know you're alive.

And now it's time for a BUCK ROGERS program, and I hope you'll pardon me because I don't want to miss it . . .

NBC publicity department advises the world that FRANK BLACK studied to be a chemist before he became a musician. Program suggestion: Frank as guest artist playing concerto on a test tube.

Mrs. Patti Pickens, lovable mother of the lovable PICKENS SISTERS 'um Gawgia, not only raises daughters but also fish. The Pickens living room, on Park Avenue, is adorned with a dozen or more aquariums (or is the plural aquaria, Mrs. P.?) containing an elegant collection of guppies, sword-tails, angels, tetras, etcetras and whatnots in sundry stages of development. The fish aren't as pretty as the girls, but they stay at home more. One of the more matronly guppies gave birth to 49 bouncing babies. Mother, the girls, and the fish are all reported doing nicely.

According to my Aunt Pandora, Pickens is a Southern corruption of Perkins, a fine old New England name. If the facts really were known, I am probably related to both the Pickens Sisters and Pearl Pickens, which makes me the Missing Link. Scientific papers please copy.

If Chevrolet can afford to give us all that expensive talent, can you imagine what Rolls Royce could do with a radio program?

Ran into RAY WINTERS the other day. You will remember him as announcer on NBC. He is now program director for station WOV, New York. Although WOV doesn't get into the headlines, it is doing very well thank you with 66% of its "time" sold commercially, a very high quota. The bulk of its commercial programs are in Italian. Advertisers use the station to reach the huge New York Italian population. New York, you see, is the second largest Italian city in the world, exceeded only by Rome itself.

Yours respectfully is booked to hold forth on NBC's lovely red network Mondays at 6 p. m. CST. This will go on regularly—until something happens to prevent—and with me anything can happen. My piano, Clarence, will stooge. Here's hoping a lot of people will be listening; and more to the point, here's hoping we'll be worth listening to.

## Along the Airialto

By Martin Lewis

Everyone was nervous at the opening of the ED WYNN show. GRAHAM McNAMEE almost tripped and fell when he rushed out from the wings. LOUIS WITTEN stumbled over the microphone wires and almost pulled the plug out, and at one time DUCHIN started the music before Wynn was through with his dialogue. McNamee rushed from the studio after the show to hop a plane for Detroit to broadcast the start of the World's Series the following day. However, he didn't get away before the Fire Chief kissed him on both cheeks in front of the 1,200 on-lookers. Wynn later grabbed Duchin, who made his debut on that program; and after praising his work to the audience, Wynn kissed him on both cheeks, too. Whoops!

COLUMNOTES ABOUT COLUMNISTS: Ed Sullivan, the Broadway columnist, heard last season on the Plough Show with Lopez, is the author of the script for the new Phil Harris college campus mythical tours. And while we're on that subject, here's a great big hand for Walter Winchell for his weekly bit of interesting and exciting chatter. . . Will Rogers couldn't understand why his sponsor shifted the program to CBS. He liked the NBC surroundings. After his broadcast recently, Rogers went to the studio where Winchell was broadcasting, and after the ace news reporter was through they both went into a studio to listen to President Roosevelt. . . Floyd Gibbons no longer will commute to Chicago by plane for his weekly broadcasts. He's staying right in New York and will do them from there.

Symphony in color: The name of JOHNNY GREEN'S secretary, is ROSE GRAY, and it's not a

bad combination—GREEN AND GRAY . . . LEOTA LANE, sister of Rosemary and Priscilla, made an unofficial appearance on the Waring program last week. She pinch-hit in a Glee Club number when Rosemary developed a sudden cold . . . And during the summer months GERTRUDE NIESEN made unofficial visits to a plastic surgeon. After one look at the exotic songstress, my hat's off to plastic surgery. It did right by our Nell! . . . ROWENE WILLIAMS, the audition winner on the "Hollywood Hotel" show, has also made a change, but in name only. She's called Jane now . . . COLONEL STOOPNAGLE moved his living quarters again. This time he's no more than fifty yards from the CBS studios. As long as he's been with Columbia he's never lived more than two blocks away . . . The genial MAJOR BOWES celebrates his 12th anniversary on the NBC airwaves next month. This chain should have the Major put on his weekly audition show over WHN—the program is the talk of New York and gaining in popularity from week to week . . . Since he left the airwaves, letters have poured in asking when the POET PRINCE will return. Here it is, folks—next Sunday on his first commercial program over an NBC network. Time will be announced.

FLORENCE CASE, formerly heard with the Emil Velazco band, is now vocalizing with Jacques Renard's orchestra at the Coconut Grove in Boston . . . HAL KEMP has invaded the east with his musical crew, and from the reception he received at his Hotel Pennsylvania opening he should be around these parts for a long time

to come. An unusually good band, this Kemp outfit . . . And did you know that FRED WARING and his crew average thirty hours of rehearsal for each half hour program? Which accounts in part for their being so good . . . I wonder why ABE LYMAN and VIVIENNE SEGAL ignore each other's presence, even though they are on the same program. Don't be kids, you big kids! . . . PEGGY KEENAN and SANDRA PHILLIPS, the redheaded piano team, have formed their own orchestra and will switch from Columbia to the NBC airwaves . . . Although the musicians union insists that he cannot conduct an orchestra in the U. S. A., RAY NOBLE has signed a lease on a new apartment . . . LENNIE HAYTON will supervise the libretto of the annual Varsity Show at N. Y. U.

LITTLE JACKIE HELLER will desert the Windy City and move to New York to appear in a new Broadway musical, "Calling All Cars." Good Luck, Jackie! . . . EVERETT MARSHALL also will appear in the same show . . . RUDY VALLEE has advised his agent that he wants to appear in a legitimate show this fall, but prefers the light drama to a musical . . . ED SCHEUING, the radio agent, received a shock which gave him the jitters, following Russ Columbo's death. The day after the singer died in California, Scheuing received a contract signed by Russ the day before the fatal accident . . . A female "One-Eyed Connolly" tried to crash the VALLEE broadcast, but was politely escorted out of the R. C. A. building, after quite a fuss with the guards at the door . . . Sponsors of the BYRD broadcast paid ace pitcher Dizzy Dean one thousand dollars to say "hello" to the members of the expedition.

# "Are You Listenin'?"

By Tony Wons

You know, the most difficult thing to do is to start something! It is a pleasure to talk about what you'd like to do, and what you are going to do. But to make the start—that is hard; and that is the most important thing of all in making a success of anything. For, unless you start, all the thinking, all the planning, all the dreaming, all the talking is just a lot of confusion which comes to nothing.

**Often when you make the start the thing goes on by itself. It carries you along.**

I once knew a rag picker who came to our house asking for rags and iron and bottles. He made a start with a rickety old handcart which he pushed along. Well, one day he came along, and he didn't have the handcart. He had acquired a skinny old horse and a rattly wagon.

He paid a pretty good price for rags and old iron, and we kids used to go about the neighborhood picking up every piece of iron we could find. He came along with a set of scales, and after weighing our treasures he paid us a few cents, put the stuff in his wagon and drove away.

*He started something, you see. He didn't keep talking about some day becoming the iron king of that country. He just started.*

Well, with his horse he could carry a bigger load and get around quicker, and he wasn't so tired at night.

Years passed, and one day there was a big sign put up over his yard where he kept his junk: "Northwestern Iron Company." He was president. He became one of the rich men of the town. He was known as a philanthropist. He was prominent and respected. All because he started something.

Of course many things you start will fail. If you keep on, by the law of averages you will strike gold. But if you never start, never will you get anywhere. It doesn't take a mathematician to figure that out. So, if you have any dreams, start something. It doesn't make any difference on how small a scale you have to start, but start.

**"Remember that the mighty oak was once a nut like you."**

Some people in some way hook up the emotions, particularly the good ones, with the human heart. When they speak of love, of kindness, of sincerity, of pity, they usually give the heart as its dwelling place. Whether the heart has anything to do with it is a debatable question. Some think it has no more to do with these things than the liver or the stomach or the kidneys. But in poetry it is the heart that loves.



Jack Benny photographed in a quiet moment is news—whenever such a photo can be taken. Hear him any Sunday over an NBC-WJZ network at 6 p. m. CST

Well, that dear old lie that talk is cheap has been exposed. You can prove it by looking at your telephone bill or starting an argument with a traffic cop. But if that doesn't convince you that talk is very expensive, take a hint from the fellow who said: "If you think talk is cheap take a look at the cost of a session of Congress!" Yes, and how about the campaign expenses of politicians? There's expensive talk for you!

A letter was received the other day, in which a radio listener claimed that I said the world would be a better place to live in if we stopped laughing altogether. I did not say that, and you know blamed well I didn't. I remember what I did say, though. I was talking about war and the serious state of affairs in the world today, and I said that all sensible people ought to stop laughing long enough to give some serious thought to these things and their solutions.

Why, do you know that it has gotten so that if you discuss serious things even on the radio, somebody is bound to pipe up and say: "Cut it out!" Yes, people will say: "Don't talk about that. We don't want to hear about it. Make us laugh! Be a clown! Be a fool! Be a buffoon! Be a jack-in-the-box! Anything to make us laugh. But for the love of Ed Wynnergy, don't get serious!"

**That is not a healthy philosophy. When you've a hard problem to solve, you simply can't laugh it off. I don't care how funny the clown is who makes you laugh. Nobody but a goose would say: "Stop laughing altogether." Nobody but a fool would say: "Keep laughing all the time."**

It seems to me that we could take our cue from Abraham Lincoln. Lincoln was a man who could be serious. And yet he could laugh, too.

I once heard of the man who went to a doctor because he was sick. And the doctor hold him to laugh fifteen minutes every day before meals. One day in a restaurant while he was having his laugh, a man at the opposite table walked over and said angrily: "What the dickens are you laughing at?"

"Why, I'm laughing for my liver."

"Well, then," said the other fellow, "I guess I'd better start laughing. I ordered mine half an hour ago."

**More of Tony Wons' homey philosophy may be heard by tuning in on his program, "The House by the Side of the Road," Sunday afternoons at 4:30 p. m. CST over an NBC-WEAF network. The program is sponsored by S. C. Johnson & Son.**

## Reviewing Radio

By Martin J. Porter

If you ever stop in Keansburg, N. J., it probably will be when you have a flat tire or run out of gas. But if you should find yourself there, it might be interesting to visit the rectory of the little Highland Episcopal Church, and meet a radio celebrity who is celebrated only behind the scenes. He is the REVEREND HENRY SCOTT RUBEL.

The Reverend Mr. Rubel is a jolly sort, who wears the clerical with smiling dignity, and who potters about his study humming little tunes to himself. Occasionally, when he wants to remember one of the little melodic improvisations, he rushes to a studio piano, runs over the tune, and jots it down on a sheet of manuscript paper.

From all of this you realize at once that while the Reverend Mr. Rubel is an excellent and efficient preacher of the gospel, he is afflicted also with that bacillus that infests Tin Pan Alley. In other words, Mr. Rubel is a song writer. His resemblance to the ditty blacksmiths of Tin Pan Alley ends with the yearning to write songs. In Tin Pan Alley the boys think of the market first. In the little study at Highland Episcopal rectory, Mr. Rubel thinks only of his art. He never sells his songs, except to one man. Each song he writes is produced, sung on the air, and restricted from further use.

The Reverend Mr. Rubel is not known to the public as a song writer, because he does not sign his manuscripts. But the check that is mailed him for each of his songs is made out to "Hal Raynor." As Mr. Rubel, the rector is the shepherd of a flock. As Hal Raynor, he is both a composer and a salesman. He is a sort of super-salesman, because he sells his one-shot ditties to another salesman—no other than that purveyor of ducks, MR.

JOE PENNER. All of Mr. Penner's individual and non-repeatable songs are penned by Hal Raynor, and Mr. Raynor, alias Mr. Rubel, usually throws in a gag or two with a song, a couple of jokes, and whatever other material he thinks Mr. Penner might use.

Not even the congregation of this versatile clergyman suspected that their shepherd was one of the wits behind the Penner shows until Joe Penner went to California the last time to make a picture. On that occasion Mr. Rubel took a hurried vacation from Jersey and went also to California. They needed him to write Penner songs and gags—and naturally, when Mr. Rubel returned home, he had some explaining to do. That revealed him as the man with the double identity.

Fame having thus been thrust upon Mr. Raynor, he is now in demand. He will shortly be on the air in person, in his own broadcast series, on the NBC network.

There is much talk in the business offices of the radio industry about the acceptance of liquor advertising, and the talk indicates that it will be acceptable by midwinter. In confirmation of this, humorously enough, comes a sudden rush of manufacturers of headache remedies to get spots on the air—a movement that the liquor firms are not particularly pleased with. Bromo Seltzer already has signed for an NBC series to begin October 12. This spot was to have had RAY NOBLE'S orchestra as its main source of entertainment, but union rules and Labor Department red tape thumbed Noble down—so the job went to B. A. ROLFE, whose newest orchestra will play it soft and sweet—and slow.

ROXY says this about radio: "Today, the stopwatch, rather than the masques of comedy and tragedy, are the gods of radio. The ease and naturalness of an artist's performance are undermined when he becomes clock conscious. Yet the time limits of a radio performance are such that clock-consciousness develops. It is the fault of the producers, who, instead of leaving a lot of latitude in a program, try to stuff in every possible feature."

Roxy, as usual, is right.

There is a big doubt whether GENERAL SMEDLEY BUTLER, stormy petrel of the Marine Corps, ever will be invited to speak on the radio again. Last week, addressing a gathering of Veterans of Foreign Wars in Louisville, and while his speech was being carried over an NBC network, he said: "I come from Pennsylvania, the lousiest g— d— state in the union," and was instantly cut off the air.

KATE SMITH'S matinee hour on Wednesday afternoons at Columbia, which was really an experiment, has turned out such a success that five new one-hour daytime shows are being organized. One started last Monday from 7 to 8 a. m. under the title of "Modern Minstrels." On October 16, a Tuesday 8 to 9 a. m. show will be inaugurated, under the title of "Happy Days." It will utilize Philadelphia talent in a review. On Tuesday, October 23, between 2 and 3 p. m., a weekly Columbia Variety Hour will be launched, featuring JERRY COOPER, and an as yet untitled show, Thursdays, 2 to 3 p. m. will start October 25. The Friday hour show will emanate from Chicago, beginning in November.



Chester Lauck,  
who is "Lum"

# "But We Ain't Got No Descriptions!"

As Recorded by Fred Champion

Lum and Abner Are Two Stars of the Air Whose Lives and Habits and Even Physical Appearances Are Relatively Unknown. RADIO GUIDE Tried to Get the Information Necessary to Supply a Word Picture of the Pair—with the Following Result



Norris Goff, the  
"Abner" of the team

(Lum and Abner are seated in their office—a room high up in a tall Chicago skyscraper. The place is furnished to reproduce an old Arkansas real-estate office. Several wooden chairs, a worn desk, and an ample cuspidor are to be seen. Abner is whittling on the right front leg of his chair. Lum has just opened a letter).

**L:** Abner, listen to this, it's a letter we got just now. "Dear Lum and Abner: Several of our readers have asked us what you two gentlemen look like. Would you please be good enough to give us a detailed description of yourselves so that we may pass this information on to your fans? Very truly yours, RADIO GUIDE."

**A:** What's it they're wantin'?

**L:** A description.

**A:** Well, they'll have to see Doc Miller fer one of them.

**L:** A "description," Abner. Not a "perscription."

**A:** Well, I ain't got one of them neither.

**L:** Why of course you have . . . everybody's got a description.

**A:** Well, I'm glad they wrote the letter then, fer that's the first time I ever knowed I had one.

**L:** Oh yes . . . it won't be no trouble givin' 'em that . . . jist describe ourselves . . . sorter like that application I filled out when I wrote to the Happy Home Matrimonial Bureau.

**A:** Well . . . you can send one in if you want to, but they're jist wastin' their time on me . . . I've got a wife and darter now.

**L:** Oh, this ain't fer no matrimonial purposes. They jist want to know what we look like.

**A:** Well then, why not send 'em one of our fotygrafts?

**L:** No, that won't do. Wait . . . I've got a idy. Whereabouts is the weekly paper at?

**A:** I donno. I reckon it's around here summers, lessen somebody's cleaned a lamp chimney with it.

**L:** Ah . . . here it is . . . wrapped 'round this curry comb.

**A:** Now, Lum, don't git started readin' that thing.

**L:** Didn't 'tend to. I'm jist lookin' at the lost and found column . . . they allus give descriptions of different things in here.

**A:** They don't never advertise for no lost humains, do they?

**L:** Not frequent. But we can sorter change things up, though. Like here . . . yea, this ort to work . . . Here's somebody advertisin' fer a hound dog that's lost . . . strayed or stolen, one hound dog. Four years old. Black with brown nose and left ear chewed . . .

**A:** Well, that ain't goin' to work. They's two of us, and they's jist one of that dog.

**L:** Yea. Maybe I can find two of sompin' another here . . . let's see . . . Here's a pocketbook with two dollars in it . . . That won't work, I reckon . . . Wait a minute. Here's the thing . . . jist what we're lookin' fer. Lost, strayed or stolen . . . Team of Horses.

**A:** Yea. That sounds good. Maybe we can get an idy from that.

**L:** One white horse . . . answers to the name of Jim . . . Look, Abner, we can fix that up . . . jist change the first un here to a description of you . . . git a pencil



Lum and Abner in their office, as they looked just a few minutes before the letter from RADIO GUIDE arrived

and paper and set it down as I call it out.  
**A:** Here's a piece of wrappin' paper. I'll write on it.  
**L:** Abner . . . weight about 40 stone . . . 15 hands high. Gaits . . . What gaits you got, Abner?  
**A:** Front gate and back gate.  
**L:** No . . . no! Can ye walk, run, single-foot er what?  
**A:** Oh . . . I walk. And then I run some. It's sorter like walkin' ony you jump up and down a little bit in between.  
**L:** All right. Put her down, Abner walks and he runs some. Lum he goes in for all of 'em . . . walk, run, single-foot, trot, rack and gallop.  
**A:** Whut's next?  
**L:** Let's see. How do you work—single or double?  
**A:** Double, 'cose. Ain't I said I got a wife?  
**L:** That's so. And I'm contrariwise. Next is how're you shod? Reckon that bunion of yours orter class you as lame in left hind foot. And I've had a split hoof on acounter that axe hit me in the toe fourteen year ago come Thanksgivin'. That's what you get fer workin' on hollerdays,

**A:** What I'm goin' ter put down here fer shoein'? All that's about natterul defects. Not countin' those new mail-order boots, we both got lots of worn shoes, and I got one left shoe with caulks. I'll put that down.

**L:** Yea . . . what else here? You ain't got no spavin, but I guess that fits my limp, lessen you might refer to it as spring halt. Put her down . . . Abner, no other defects in shanks . . . Lum has a mite of spring halt, because of the weather. Now about colorin' . . . yore sort of piebald, and a leetle mite skimpy in the mane. Me, I guess I'd be described as sorrel, goin' to white . . . Nothin' here about them horses havin' mustaches, so put her down separate. Abner . . . hey, Abner!

(Abner, who has been whittling, suddenly falls on the floor as the chair leg gives way)

**A:** There . . . I done it again. That's the second chair this week. Guess that building manager man won't like that any.

**L:** What's ailin' you lately? Shoulda thought when that porch fell on you after you whittled through that column 'twould have taught you a lesson.

**A:** Oh, I dunno. Seems like I'm always nervous. Gotta whittle on somethin' since I used up that "No Whittling" sign they stuck up in here . . . what's next?

**L:** Well . . . don't neither of us wear a headstall, 'cept maybe we got a toothache. How're your pasterns?

**A:** Right fine shape. 'cept I ain't got no fetlocks.

**L:** Yea . . . and neither of us got hocks, lessen you class loan tickets. How about this, though? One of these horses got a harness gall, and the other feller's got a scar in his withers. Do that fit us?

**A:** I dunno, Lum. I got a peditices scar. Corse that's in a different place, but they might wanter know 'bout hit.

**L:** Yea . . . an' I guess you might call that itch in the middle of my back a harness gall . . . leastwise I figger it's my galluses that's doin' hit. Put her down . . . Abner, scar on belly. Lum, harness gall from galluses.

**A:** I heerd tell, "belly" ain't polite.

**L:** That's so . . . make it stomach . . . Now about breedin' . . . jedgin' by the laigs, I guess maybe I got some A-rab in me, and you look kinda Percheron yourself. Besides that yore more peacable like. Now, let's see . . . this next is kinda personal. It says this Jim horse has a brand on his . . . Abner! Hey, Abner!

(Abner, who has been whittling the floor, suddenly disappears through it. Lum rushes over and looks down to discover that Abner has fallen through into the lap of the building manager, who is about to have an apoplectic fit).

**Manager:** You . . . you . . . you . . . !

**A:** I'm awful sorry, Mister, but I hain't been out to pasture lately and I jist chewed right through my stall.

Lum and Abner may be heard any evening from Monday to Friday, inclusive, over the Mutual Broadcasting System, from Station WLW at 7:15 EST, from Station WGN at 8:30 CST, from Station WOR at 9:30 EST, and from Station WXYZ at 9:30 EST—in a program sponsored by the makers of Horlick's Malted Milk.

# Behind the Music

By Jack D. Brinkley

And now another radio program with an original score for each broadcast! Arthur Schwartz and Howard Dietz, famous for their compositions in "The Band Wagon," "Flying Colors," "Princess Charming," "Three's A Crowd" and many other prominent operettas and musical comedies, are the pair commissioned to do the job.

For a long while listeners have waited for the sponsor who considered radio important enough to obtain special music by prominent composers for such a series of programs. Sigmund Romberg was one composer selected; now here come Schwartz and Dietz. Heretofore listeners have been forced to lend an ear to broadcasts composed largely of second-hand musical numbers . . . created for the stage and photoplay and offered, in part, to the broadcasters. These same compositions have worn thin by being played on many programs, until they are close to boring from repetition.

The new Schwartz-Dietz series of intimate musical comedies will offer no music which has been presented elsewhere. And the songs used in these broadcasts will be released for other mediums of entertainment only after they have been presented on the air.

The closest collaboration is necessary between the composers and Courtney Ryley Cooper, the author of the stories on the program known as The Gibson Family. All musical selections are a vital part of the story, with a careful balance between music and dialogue.

Why was Arthur Schwartz chosen from all American composers to write the music for this milestone in radio production? The reason is obvious when it is realized that one recent show score by this writer contained music in the distinct styles of six different countries; and that, in addition to his reputation for composing successful popular songs, he holds the distinction of being the only composer of the "popular" school to receive

consideration for a serious theme from the classical music columns of the New York Times. The composition was "The Beggar's Waltz," a portion of the score of the "Bandwagon," and Schwartz received a writeup of a column and a quarter on his ability to combine appealing popular songs and more serious music in a single production.

Even with all of his many successes behind him, Arthur Schwartz may be considered one of the newer composers, having deserted law practice for music only five years ago. He was born in Brooklyn in the year 1900, attended high school there, and graduated from N. Y. U. in 1920. In 1921 he received his M.A. degree from Columbia University, and the title "Doctor of Jurisprudence" from New York University in 1924, teaching high school English in the meantime. Then he practiced law until 1928.

His family did not guess that this worthy background was built for a future composer. His older brother had been an accomplished musician, and his father a practicing lawyer. Arthur's early expressions of a desire to write popular songs met with the disapproval of his parents, who thought one musician in the family quite sufficient. Besides, the big brother had real talent for the classics, while Arthur's aims were not so high, and he seemed unwilling to make a serious study of any instrument.

So plans were made for young Schwartz to follow in his father's legal footsteps. It was not until 1929, when he met his first real success in music for his songs in the "First Little Show," that Arthur became convinced that he had been right at the outset. Even now he has no musical education, is an accomplished pianist only by employing knowledge which he has "picked up," and not only writes his piano arrangements but assists in the

(Continued on Page 25)



Arthur Schwartz was headed for law practice when his first love, music, steered him from Blackstone. Now he's devoted exclusively to melody, harmonies and dominant sevenths

## Galli-Curci's Protege

By Fred Kelly

There are sopranos—and sopranos. There are those radio rocketeers who shrill to high C with slate-pencil timbre—and there are sopranos like Galli-Curci and Muriel LaFrance.

People who hate high-pitched women's voices in their loudspeakers relax with pleasure when the clear pure tones of Muriel's coloratura soprano come over the air. Great stars, as far apart in the entertainment world as Paul Whiteman, Colonel Lindbergh, Galli-Curci and Roxy, have discovered a taste in common, in their appreciation of her effortless excellence. In fact, it was Galli-Curci who "discovered" Miss LaFrance. And in that discovery, both Muriel and the listening public were helped by the long arm of coincidence.

Galli-Curci, too, is grateful for this coincidence. For it is the fate, even of such a great singer as she, to pass on and leave no record of her greatness, other than those incomplete mementoes to be found in mechanical recordings. And these—unlike an author's books or the masterpieces of painter or sculptor—preserve only part of the artist's personality. Consequently, many great singers long to leave behind them someone in the nature of a personal, spiritual and artistic successor. An *alter ego* or other self. Such a one has Galli-Curci found in the lovely Muriel LaFrance.

It happened in Toledo, Ohio—Muriel's home town. She had finished a course at the New England Conservatory of music; she had made up her mind to sing over the radio. That was the condition of affairs when the great Galli-Curci came to Toledo. She never had heard of Muriel—but soon she was to hear from her.

Into a theatrical booking office Miss LaFrance was called one day to sing for a possible sponsor. Upon request, she sang a couple of operatic arias.

Down the hall, in the office of a friend, Galli-Curci was sitting, when the clear voice rang through the halls.

Now if there is one quality which artists of true greatness share, it is an enduring eagerness to recognize genuine talent. Where a mediocre performer may be led, through professional jealousy, to belittle a talented confrere, a really great artist has nothing but praise and encouragement for the rising unknown.

**Great Artists Leave Behind Them Only the Memory of Their Art. Galli-Curci Intends to Leave a Living Reminder in the Person of Her Successor, Muriel LaFrance**



Muriel LaFrance, admired and appreciated by such diversely occupied celebrities as Paul Whiteman, Colonel Lindbergh and Roxy

So it was with Galli-Curci, when she heard Muriel LaFrance sing. Secure in her own peerless artistry, the great singer thrilled to recognize a potential equal. She insisted upon meeting the human source of that ethereal voice. "And to my dying day," Miss LaFrance tells, "I shall treasure above all memories that of the moment when Galli-Curci insisted upon taking me to Chicago to study!"

By another strange complex of coincidence, these two talented women discovered, immediately upon meeting, that they resembled each other in face and form no less than in voice! No wonder Galli-Curci felt that she had found her other self.

Still being tested in the crucible of Fate, Muriel LaFrance went to New York where—under Galli-Curci's guidance—she spent months in training with the finest teachers.

Then came the time when Washington went wild over the young Slim Lindbergh, just returned from his historic flight to Paris. The Associated Press sent Muriel to the festivities, to sing.

Not only did she "steal the show," earning the shy personal praise of the returning hero himself—but she earned also the personal attention of the great Roxy.

"You must come to New York!" was the Roxy ukase. She did—and was one of the master impresario's principal soloists for two years! Muriel LaFrance had come through like a thoroughbred, proving that she had not only talent, but qualities of character without which no great art is possible.

Radio and concert engagements followed. Steadily this glorious voice mellowed, found wider recognition and an increasing circle of enthusiastic admirers.

"It has always been my ambition to please my audiences," she says modestly, "and I enjoy singing what we might call 'in-between' numbers—such as the beautiful melodies written for 'Rose Marie,' 'Showboat,' and so on—just as much as operatic selections."

Muriel LaFrance can be heard on KYW (Chicago) alternating Sundays at 1:30 and Wednesdays at 8 p. m. CST, on a program sponsored by the Olson Rug Company.

# Voice of the Listener

This department is solely for the use of the readers as a place in which to voice opinions and exchange views about radio. Address your letters to VOL editor, 731 Plymouth Court, Chicago, Ill. You are urged to send in your photograph when writing.

## Marking Appreciation

Dear VOL: Red Wing, Minn.  
From the many letters which appear in the VOL column it is quite apparent that there is a difference of opinion regarding the sanctioning of studio audiences who applaud radio artists.



I, for one, feel that they are doing a great deal for those who listen to radio. We who listen in feel that there are many more who appreciate what the performers have done and would like, if they could do it, to add their applause. Therefore, when those in the studio show their appreciation it adds a

feeling of greater gratitude for what has been rendered.

I feel just like I was there with those present at the studios when I hear their feelings of expression. May it continue for the good of all concerned.  
Maynard E. Swanson

## No Matinee for Kate

Dear VOL: Harrisburg, Pa.  
It doesn't seem quite fair for Kate Smith to be on the air in the afternoon. What about the business people who would like to hear her? True, she is on the air every Thursday evening for a half hour but that isn't enough of Kate. I'm sure a great many people concur with me in this.

I managed to hear her today—over the telephone. Try it sometime! Someone at home called me on the phone, turned the volume up, and I heard Kate sing, "My Gal Sal" and "For All We Know"! While I could hear every word she sang, I couldn't get the full benefit of her beautiful voice.  
A Reader

## Mighty Pen-darvis

Dear VOL: New Kensington, Pa.  
After reading many of your columns I always notice where other readers express their views of "name bands." It's funny how they argue back and forth about the Garber, Lombardo and King bands. Let's all quit arguing and listen to a band that is up and coming. A more perfect one you couldn't want. Mr. Paul Pendarvis, take a bow. You're making them take notice. So listeners, take a tip and tune in Pendarvis at your first opportunity. You'll not regret it.  
William S. Thornberry

## The Brilliant Rea

Dear VOL: Ottawa, Canada  
In a recent issue I noticed a letter praising my favorite radio star, Virginia Rea. In all the time I have read RADIO GUIDE this was the first letter I had seen to that effect. I entirely agree with the writer. She is the first soprano on the air today and broadcasts all too seldom. As she is described on her program, she is, "Virginia Rea, the incomparable." I hope others join me in praising this fine singer.  
J. Moore

## Baffled Listener

Dear VOL: Chicago, Ill.  
It surely is disappointing to have three of your favorite programs on the air at one time. After waiting patiently for Burns and Allen and "Twenty Thousand Years in Sing Sing" to return to the air I find them broadcasting at the same time Fred Allen is on. Are there any of your readers who share my feelings? I'd like to hear.  
Lillie Bohne

## Sing a New Song

Dear VOL: Corry, Pa.  
After a lay-off of a year I certainly thought the Boswell Sisters would have had time to learn a new song. And if they didn't have time for a new one they might have rehearsed the ones they have been singing for the last few years. Their "Heebie Jeebie Blues" give me the jitters.  
Bob S. Paulson

## Love Thy Neighbor

Dear VOL: Dubuque, Iowa  
I read the letter in your September 8 issue concerning Wayne King. There is no doubt Guy Lombardo has a good orchestra as have hundreds more on the air but to knock a gentleman like Wayne King who has climbed the ladder of success alone as he has, shows poor sportsmanship. I was a childhood neighbor of the King family and don't like to hear anyone criticized, especially old friends.  
Mrs. H. New

## Came The Don

Dear VOL: Winnetka, Ill.  
How come we read so little about that charming and talented bandboss, Don Pedro? You would be pleasing a great many fans were you to give us a little more information about him. And can't you give us a picture, too?



Don was the attraction at the Mexican Village while he was there. There were, I noticed, a great many fans, who, as I did, went back again and again to the Mexican Village merely to see and hear Don Pedro. He is a decided personality.

He is minus the usual "hardness" and highbattedness. His music is ultra-sophisticated and his voice—a Vive la Mexico—charming.  
Alice Ann Shue

## Tune in Enoch Light

Dear VOL: Ironton, Minn.  
In looking through my RADIO GUIDE about a week ago I found that "Lazy Bill Huggins" was not in the program listings any more. I think that he is the finest singer on radio and would like to hear his baritone voice soon again.  
Wayne G. Johnson

## Faint Praise

Dear VOL: Winsted, Conn.  
I have read the letters of M. A. H. and others in your recent editions and want to say that I, too, like Johnny Marvin; but only to a certain extent. He has a nice voice but he doesn't sing in the true cowboy style.

I like real typical cowboy singing, like that of Marc Williams. I am sure he can beat Johnny Marvin. There is another singer of cowboy songs who is only a child. He is 14-year-old Billy Tate and is heard on the Children's Hour over WABC on Sundays.

May I put in a few words about Burns and Allen? I think they are the silliest team on the air. The less I hear of Gracie the more peace there'll be for me—and Georgie.  
Irene Smith

## In Praise of Buddy

Dear VOL: Ft. Smith, Ark.  
"Straight from the shoulder, right from the heart" I'd like to express my appreciation to RADIO GUIDE for publishing its most interesting article to date, namely, "My First Thirty Years" by Buddy Rogers. In my opinion Buddy Rogers is the true radio star. His programs are radio's finest entertainment. Acting as maestro, musician and announcer, Buddy can well be called radio's most versatile entertainer. As one announcer so perfectly expressed it: "Buddy Rogers and his California Cavaliers present music with a personality."  
Vivian Sherwood

## The Bonny Clyde

Dear VOL: Old Bridge, N. J.  
The letter written by Ruth B. Strange praising Clyde Lucas interested me because I, too, am a Lucas fan. I listen to him nearly every night, once from a New York station and once from Atlanta, Ga. I've listened to every broadcast since last March. Miss Strange forgot to mention one member of his orchestra, the fellow they call the "good will ambassador from Cuba". I think he's fine.  
Ruth Milnan

## Garberatorial Hint

Dear VOL: Geronimo, Okla.  
Recently in my favorite section of your magazine there was a letter from David Dunning, Jr., commenting on a letter which said Jan Garber's orchestra was a poor imitation of Guy Lombardo's. 'Ray for Mr. Dunning!

I have a club for Jan and naturally think his band is perfect. It is perfect. So is Guy's. And I think they sound alike. But Jan's is not as sweet as Guy's or Guy's as lily as Jan's. I wouldn't miss either of them.

If Miss Leiner, who wrote comparing the two bands, is "reading in" I hope she is ashamed of herself. And I wish David Dunning would let me enroll him in my club.  
Winifred Stabler

## Love in Bloom

Dear VOL: Brooklyn, N. Y.  
Maybe Eddy Duchin does forget to answer his mail and answer his fan mail but that doesn't prevent me from going right on loving him as the grandest entertainer on the air. At either directing or piano playing he is my current crush so try to knock him to me.  
Loretta Bloom

## All America, By Goss

Dear VOL: Martin's Ferry, Ohio  
May I submit my selections for the 1934 All-American radio team?

For quarter-back, Announcer de luxe, Rudy Vallee whose concise diction makes him the quarter-back; guards, Frank Munn and Jimmie Melton who can go up in the air better than any others I know; Tackles, John Charles Thomas and Lawrence Tibbett who can tackle any kind of songs; Ends, Virginia Rea and Jessica Dragonette would make perfect ends for any day; Center, Capt. Henry who could keep the team on edge by telling them, "It's only the beginning;" half-backs, Annette Hanshaw and Ruth Etting for harmony; Full-back, Singin' Sam; Rosaline Greene would give the coach's pep talk and who would refuse to play for her; and Don Voorhees could play the college airs.  
Clyde K. Goss

## Is Margaret Wright?

Dear VOL: Princeton, Ill.  
Why is it you knockers get such a "big bang" hitting at other people? Why don't you put away your hammers and buy some horns? There are so many other programs you can listen to instead of writing and saying you do not like this or that person. Those you are knocking the hardest have friends who like them as much as you dislike them so why not (for a change) keep quiet. There are enough programs to go around.  
Margaret Wright

## A Minority Protest

Dear VOL: Chicago, Ill.  
Robert Crawford during the summer sang on the NBC Concert Artists series. Lovely baritone voice, deep and richly colored, and coupled with perfect enunciation and fine interpretation; something to remember and look forward to hearing again.

Yet Robert, a good friend of mine, assured me not long ago that radio jobs, steady ones, were very difficult to obtain for people with his type of voice. He said that they want crooners and tenors almost exclusively—and judging from the number of both on the air at all hours of the day and night, seven days a week, I should be forced to agree with him that surely someone prefers the tenors and crooners.

But may not this apparent preference be largely a supposition on the part of radio program arrangers and sponsors either because they, themselves, prefer these quavering intoners or because they think radio audiences as a whole like them, due to the fact that enough people who do not like them have not expressed that dislike—a fervid, hearty, wholesome and reasonable dislike?  
E. V. Stiles

## Popularity Contest?

Dear VOL: Tampa, Fla.  
I am peeved tonight. I have an all-wave radio set and a good one and was so sure we could pick up Frank Buck on WEA. But there was so much static and WSM came in so strong that I could not enjoy it. Amos and Andy are back on the air now and they are punk. They have been for a year and half. I hate to say this but there is no sense to the program after the announcer gets through. I would like to ask the radio fans to help get the Pepsodent Co. to put a vote to the fans on Frank Buck's program and Amos and Andy. I would like Frank Buck. There is a program that has educational value.  
Mrs. Daisy Hill

## Lilian an Example

Dear VOL: Newton, Iowa  
I've been listening for the last four months to a woman singer who can as rightly be called a dramatic soprano or a contralto as she can a mezzo-soprano. To my knowledge there is only one singer entitled to that classification—Lilian Bucknam. Not only that but on her programs she delivers a message in song just as if it were a speech with a musical setting. In this field she is a pioneer in broadcasting. Other singers would do well to follow her method.  
Clarence E. Stevens

## Good Evans!

Dear VOL: Chicago, Ill.  
Come on, dear old VOL and let your voice be loud enough to reach all Poet Prince fans, urging them to draw up community petitions and send them to NBC demanding (not asking) the return to the air of our Beloved Poet Prince whose voice is sympathetic, sweet and rare. It was delightful to know that at a certain hour every night we would have the privilege of bringing into our homes the program of the Poet Prince ending with his cheery message to all. And while throwing plums around let's dump a cart-load at our good, old faithful Evans Plummer whose columns and cheery smiles are always welcome.  
Alyce Petts

## Help Small-timers

Dear VOL: Brooklyn, N. Y.  
I notice radio fans always praise or find fault with big network stars or attractions. Why not give the small-time radio performers or announcers a break by showing your opinions either by writing them or RADIO GUIDE. If they show promise they'll be promoted if you do your part.  
Max Adler

# Last Bite of the Blonde Tigress

By Arthur Kent

**She Was Vicious Like Her Animal Namesake, Even After Her Victims Were Robbed and Beaten and Shot. But She Overlooked Radio as the Defender of Law, with Its Powerful "Calling All Cars" . . . "Calling All Cars"**

The three thugs had a system. They worked it repeatedly in Chicago during the summer of 1933, with complete success.

Smiling winsomely, the little blonde would enter a small store with her boy friend. The other man—the lookout—stood just outside. Then the frail-appearing wide-eyed woman would give an order to the merchant. While his hands were busy, reaching for merchandise . . .

"Hands up!"

Swinging around, the startled storekeeper would find himself staring into the Cyclopean eye of death—the pistol-muzzle of the boy friend. But even more menacing was the horrid change in the gentle face of the woman.

Gone, the winsome smile. In its place a sneer made the face pointed. Catlike. The pupils of baby-staring eyes widened—and widened still more. Their black depths were inhuman—blank of soul, like the empty sockets of a death's-head.

The look could be interpreted only as indicating that she loved to inflict pain.

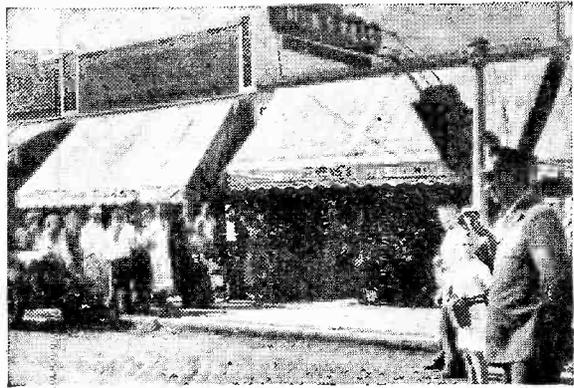
If a victim was slow in getting his hands up: "Let him have it!" she would croak in a strange, strained voice. Then, tiger-swift, she'd crack a blackjack down upon the helpless head. As the slugged man sank to the floor she'd kick him expertly and repeatedly in the groin.

That seemed to be her idea of fun. In almost 50 holdups she found many excuses to swing her blackjack and her pointed shoe; while the gun of her boy friend kept the victims defenseless. They took both money and merchandise. So far, they had killed no one.

"But they will," said the police who had followed their exploits without being able to "make a collar."

Patiently, science and law began to organize a defense against these outlaws. First, it was ascertained that all the holdups were being perpetrated in the northern and western parts of Chicago. The police made a map of that district, divided it into squares. Then they assigned radio patrol cars to the different squares. The cars were routed carefully, so that at no time would there be holes in this radio-spun net.

The police had a name of their own for the unknown



The store of old Gustave Hoeh, from which he was dragged to the sidewalk shown, and there shot to death



The Tigress and her mates (l. to r.) Mrs. Jarman, George Dale, Leo Minneci, as they appeared for trial. "199 years" . . . "Death" . . . "199 years" . . .

female slugger, too. They called her "The Blonde Tigress"—among other things. And they put the word "tigress" into a special code message designed to help trap her. Whenever the cruising squad-cars, assigned to this radio patrol, might hear an all-cars call using the word "tigress" and a street address, the entire fleet of patrol cars were to rush immediately towards the ad-

dress given. They were to go by routes previously selected; thus, from the instant a "tigress" alarm was given, police would begin to converge upon the scene of the crime, and not one single street leading away from it would be left unguarded for a moment.

It was a neat trap—but the raids of the Tigress and her two jackals suddenly stopped. Had they been scared off?

Patiently the police went on patrolling. Two weeks passed.

Then one night a blonde woman and two men came very quietly into the little men's furnishings shop of old Gustave Hoeh. Gustave was 70. His whole life centered in that little shop—for, like so many old people, he had a perfect horror of becoming dependent upon others in his declining years.

Old Gustave smiled at these new customers. He noticed with pleasure that the men—both the paunchy big fellow, and the younger one with the shining black hair, who stood near the door—were well dressed. The woman's friendly smile warmed Gustave's veins, but he felt vaguely uncomfortable about the sharp way the men looked at him.

"What have you got in the way of a good broad-cloth shirt—blue?" asked the older man, who stood beside the woman. His eyes were heavy-lidded, his voice quiet and flat. Gustave ran his glance up and down the burly frame to estimate size, then turned and lifted



The Blonde Tigress—Mrs. Eleanor Jarman — as she looked when arraigned after her "last bite"

his wrinkled hands to take a box down from one of the shelves behind him. Instantly the blonde woman flipped open her handbag. From it the boy friend snatched a pistol.

"Hands up!"

Wheeling, startled old Gustave saw the gun—saw the vicious-faced woman take out a leather-covered blackjack—saw the swarthy young man reach for the cash register.

And Gustave Hoeh grabbed at the gun.

"Thud!" It wasn't a shot—it was the sickening sound of that heavy blackjack, swung in an arc by the Tigress' weak-looking hand, smashing against the storekeeper's skull. Poor old Gustave sprawled to the floor.

He began to scream. The gunman fired. But even this pitiful show of resistance by a brave old man made the thug so nervous that he missed—at seven feet.

The three thugs started for the door, cursing. Their one thought now was to get away before the old man's cries aroused the neighborhood. They couldn't take it—but Hoeh was made of sterner stuff. Half-stunned, sick, but dead game, he stumbled and crawled after them, and clutched the woman's skirt. The blonde Tigress snarled a curse and swung the blackjack. To the poor old man it seemed that the universe upended as the cruel blow crashed home upon his reeling, aching head. But years of clean living had kept Gustave Hoeh tough as an old oak, and years of independence and honesty had made him courageous. He hung on—and screamed for help.

Panic seized the wiry gun-moll. She dragged the frail weight of him clear to the pavement outside his shop. Then, unable to beat or shake him off, she lost her head. People were coming out of nearby shops to see what the row was about.

"Get him! Get him!" screamed the Blonde Tigress. "He won't leggo!"

The paunchy fellow with the heavy-lidded eyes turned and leveled that pistol. Very deliberately he fired four times at the bleeding victim. Every shot penetrated quivering flesh. Slowly, his splendid courage fighting to the last, Hoeh's grip relaxed. His head sank to the pavement. He was dying.

Dying—but the Tigress hadn't finished with him yet.

"Come on!" her

(Continued on Page 28)

# Signposts of Success

By "The Doctor"



John B. Kennedy, who may be heard every Tuesday and Wednesday over NBC networks

**John B. Kennedy Is No Square Peg in a Round Hole. Read Why His Face Shows This**

Anyone with reasonable perceptions can see that this is the face of a scholar, and that it takes the world rather seriously. The initiated can discover plenty of humor underneath all this seriousness, but it is held in check by the fact that for years Mr. Kennedy used his wide experience and acute thinking for the purposes of influencing public opinion and advanced thought.

Over the air John B. Kennedy has a careful selection of ideas and of human effort, and attempts, if we read the specific abilities and emotions of this face aright, to reach the man who is busy with his own affairs and neglects his own major interests.

This face is full of ethics and the sense of rights, and it has the backing of a very fine vocabulary, a selective imagination, a careful artistic sense, and as a whole an uncommon editorial sense. His troubles are that he cannot say what he thinks because he is thinking ahead of his general audience, more of ethics than they generally do, and in a much broader field.

And, like his mass-judgment reasoning, his synthetic view is not highly specific. His audience, even in an editorial sense, does not see his implication, does not realize the results he expects them to vision.

We should like to hear him in at least twenty-five hours talk, saying just what he thought and without the idea of pleasing anybody. That would be doubly worth hearing by anyone who can think. He would have a large audience, if it could get away from its individually immediate affairs.

The thin line of the upper lip indicates a whimsically exacting sense of friendship, a close range of social relations and individual hospitality. The parenthesis of the mouth has much love of power in it and high sense of accomplishment, but not much politics; it dislikes the manner and general purpose of political acumen.

Over the air, behind the editorial or news page, the indication of these regions just mentioned is displayed to the general public as a keen thrust, or the desire to confirm a politically unorthodox view. The character analyst can read this in the facial markers, and these indices would point out the ability, personality and character of John B. Kennedy had I never heard him say more in five minutes than most men do in thirty.

# Open Door to Beauty

By V. E. Meadows

**Should Light Hair Be Kept Light by Artificial Means? — Let An Expert Answer**

The average girl with light hair always wants to know of some method of keeping the hair light. Is there a shampoo or rinse that will accomplish the proper results? That's the usual query. My answer to this, ladies, is emphatic. If nature has decreed that your hair should turn straw-colored or light brown, and you find that it is getting dark, I personally would not recommend any rinse or shampoo to keep it light—for the following reasons: the action of the aforementioned products is one of bleaching, and after a continued use it will turn the hair into a bleached-looking mess. The texture of the hair becomes harsh and difficult to arrange suitably; it becomes streaky, and is usually much darker at the roots than on the surface.

To counteract and correct such a condition, my suggestion is this: Keep your hair clean by washing it once a week. Be careful about the shampoo that you use, making sure that it isn't alkaline. Don't use any sticky and gluey wave sets on the hair, and during the days between shampoos brush the hair thoroughly every day for at least ten minutes. Make sure to brush the hair, not the scalp.

I have described the proper type of hairbrush many times. The brush should have at least five rows of bristles. The bristles should be serrated, which means uneven as you look at the side of the brush. The bristles should be genuine boar, not horsehair, quill, wire or split whalebone.

It is of paramount importance that your brush receives the proper care. The brush should be washed at least every other day, using hot water and some sort of soap flake. Swish the brush in the hot suds. Rinse the brush with clear hot and then cold water, shake it out well, stand the brush-handle in a milk bottle, and allow to dry in the sun. Do not brush down on the bristles or place it on its back, as this will spoil the brush.

Many members of the Beauty Forum of the Air write to me after my broadcasts to ask if this brushing process will ruin a wave—permanent, natural or finger. The answer is no. It will make the hair lovelier, wavier and lustrous.

Neither will regular brushing of the hair bring about an oily scalp condition, as many women seem to fear. As a matter of fact, if you have any oil coming out of your scalp (an unnatural condition) regular and systematic brushing will correct it.

V. E. Meadows, Director of the Beauty Forum (formerly called the Beauty Guild) may be heard over the American Broadcasting System Monday, Wednesday and Friday from 9:45 to 10 a. m. CST, on Stations WMCA, WHDH, WPRO and WIP.

## Flashes of Fun

**Cantor:** Yes, that Bing Crosby's gone stork mad! You know what I said to him? I said "Bing, married life must be one grand sweet song."

**Wallington:** And what did Bing say to that?  
**Cantor:** He said, "One grand sweet song, Eddie? Why since the twins were born it's been like an opera—full of grand marches with loud calls for the author every night!"

—Chase & Sanborn

**Fred Allen:** New York sets aside October as official milk month. That being the case, here's cow! I see by the papers that commodities are still rising. Well, commodities may be rising, but talk is still cheap!

And did I ever tell you that a wit and his lips are soon parted?

—Town Hall Tonight

**Joe Penner:** Well, so I am a movie star—I can prove I was in the movies!

**Monk:** How?

**Penner:** Here's a picture of me.

**Monk:** Why, that's just a picture of you in your underwear!

**Penner:** I know—that proves I was in shorts!

—Bakers Broadcast

**Holtz:** I'll kiss you till the cows come home!

**Petrushka:** Don't forget—my two brothers are policemen!

**Holtz:** All right—then I'll kiss you till the bulls come home!

—Vallee Variety Hour

**Jarvis:** My wife put a leash on me and had one of the dogs lead me around the block!

**Joe Cook:** How long was the leash?

**Jarvis:** It was a two year leash—with one month free rent!

—Colgate House Party

## Bulls and Boners

**William Lundigan:** "Dr. Bragman is located opposite the Onondaga Hotel. The doctor is open evenings."—Frank Rose, Oswego, N. Y. (Sept. 26; WFBL; 12:32 p. m.)

**Alice Remsen:** "A request to close the program from a lady in Lima, Ohio."—Gertrude Vogel, Jefferson, Wis. (Sept. 5; WMAQ; 9:27 a. m.)

**Announcer:** "Mother Monahan is sitting by with her sewing basket sitting on the floor listening."—Clara Etter, Janesville, Wis. (Sept. 28; WGN; 9:45 a. m.)

**Announcer:** "Sponsored by Bost's Toothpaste for removing tobacco stains and Barbasol."—E. M. Fitzpatrick, Aberdeen, S. D. (Sept. 28; WCCO; 6:15 p. m.)

**Elinor Howe:** "I take the long slice of bread in my hand which has been spread with mustard."—Mrs. J. C. Batchelor, New York, N. Y. (Sept. 25; WJZ; 10:50 a. m.)

**Announcer:** "The announcement made fifteen minutes ago over this station in regard to a car which was stolen, has been recovered."—Enid Ide, Harvey, N. D. (Sept. 17; KFYR; 5:15 p. m.)

**Kenneth Roberts:** "For 25 cents you can buy a tube of Phillips' Dental Magnesia, half the price of a fine dental cream."—G. F. Hogan, Oak Park, Ill. (Sept. 4; WBBM; 7:48 p. m.)

**Earl Withrow:** "Every coat is lined with celanese silk, many with two pairs of trousers."—Dean Dillon, Ottawa, Ill. (Sept. 21; WJJD; 2:07 p. m.)

One dollar is paid for each Bull and Boner published. Include date, name of station and hour.

## Your Grouch Box

Don't let your radio grouches get you down—spoil your enjoyment! Instead, get them out of your system by sending your complaints to "Your Grouch Box," where broadcasting executives, artists and sponsors from coast to coast will have a chance to learn about them.

Radio isn't perfect—though scores of thousands of earnest men and women are working ceaselessly to make it so. You can do your part by submitting a sound, sensible criticism of something you don't like.

**No imitators—no audiences!**

Dear Editor: It is maddening to have to listen to performers trying to sound like real radio stars. And radio studio audiences are worse than nuisances. Gastonia, N. C. MRS H DANNENBERG

**Let's gag the gaggers.**

Dear Editor: Many so-called comedians use the same gags on the same day. Why not at least show some respect for the radio audience? Brooklyn, N. Y. MEYER TOBIAS

**Once more—"less jazz!"**

Dear Editor: Why is it we who do not care for jazz, have to listen to it every night? After 10 o'clock it is impossible to get a good program. Altoona, Pa. RADIO FAN

**Too many good programs!**

Dear Editor: Why must there be four good programs listed for the same hour on Wednesday? I always enjoy CRIME CLUES and the IONE RANGER. They used to come separately. Now, to make matters worse, two more good ones appear—MARY PICKFORD, whom everyone wants to hear, and EASY ACES. I can't listen to all at once. Evanston, Ill. MRS. A. FRENCH

Send your radio grouches to "Your Grouch Box," RADIO GUIDE, 731 Plymouth Ct., Chicago.

# Radio Road to Health

By Shirley W. Wynne, M. D.

**Common Colds Are More Serious Than Most Persons Think. Consider Doctor Wynne's Timely Warning**

**O**f all the diseases which afflict humanity, the common cold is the most widespread. The cold is something more than a nuisance; it may be an uncommonly serious matter. To the infant the cold is often fatal. To the adult it may be the forerunner of a much more serious respiratory disease, such as bronchitis or pneumonia. Tuberculosis may follow a cold. It is not to be understood that a cold is the cause of tuberculosis. This disease is caused by the tubercle germ, but if the case is quiescent a severe cold may cause it to become active. Since the common cold is such a large factor in the health of the nation and such a waste of the nation's time, it is of the utmost importance that its ravages be prevented so far as is possible.

As a first principle in prevention we must recognize the fact that a cold is communicable. It may be spread from person to person. Despite its prevalence, no one has been able to discover the particular germ responsible for the cold. The latest theory indicates that the cause of this disease is to be found in a filterable virus; that is, this virus will pass through a filter and even a high-powered microscope cannot detect the offending organism.

The infective agent is found in the nasal secretions of the victim, who has acquired the infection by direct or indirect contact with some one else suffering from the disease. If you wish to avoid a cold, give your sneezing, coughing friends a wide berth.

The difficulty of avoiding infection is frankly acknowledged. During this time of the year (of seasonal changes) colds are very prevalent, and a large number of the patients are walking about the land simply because they "won't be kept indoors by just a cold." The innocent bystanders suffer. They are sprayed with the infection liberated by a chorus of sneezes.

The best method of protection, both for the sick and the well, is for the patient with a cold to go home—to bed if necessary—and to stay there until he has recovered.

Daily exercise in the open air, winter and summer, should be on every program for keeping fit. The avoidance of overheated or poorly circulated rooms, and the wearing of the clothing proper to the weather, are important items. Any abnormal condition in the upper air passages should be corrected, especially if associated with other physical defects.

Individual personal hygiene is of the utmost importance. Make certain you obtain enough rest, sleep, fresh air and sunshine, exercise and proper food. Maintain a high state of resistance and you have a good chance of resisting a cold.

# The Child's Hour

By Nila Mack

**The "Sassy" Child Is to Be Understood, Not Censured. This Child Psychologist Knows Why**



**This child never will be a sassy child if his parents avoid chastising him for imaginary faults**

**P**ractically every child goes through the sassy or "talking back" stage. Nature endows everyone with a self-defense mechanism, and talking back is merely another manifestation of this mechanism at work. To put it bluntly, if a child did not talk back and defend himself against those who brand him with an undesirable trait, he would be called a coward by his playmates.

The sassy stage always starts in the play yard, and subsequently is brought into the home.

Many mothers cannot differentiate between their own accusations in the home and the fighting charges that are bandied about on the street.

When Mother tells Johnny to hurry his dressing, when in actual fact Johnny is racing against time, it is only normal for him to counter with: "Oh, Mother, I'm hurrying as fast as I can!"

Let us reverse the tables and put the mother in the boy's place, and vice-versa. Would she accept his fault-finding in a meek and docile manner, or would she flare back in self-defense?

This is not a theoretical case I am discussing. The boy mentioned in the above paragraphs happens to be one of my model pupils today.

I approached the lad differently. Instead of scolding him when he dressed tardily, I quietly but firmly urged him to proceed at a faster pace, or else his breakfast would be cold and unpalatable. I never accused him of being worse than any other child, I did not threaten to lock him in his room for any violation in behavior; and most important of all, I did not keep adding to his faults.

His talking-back habits also disappeared. Then came the acid test. He did something that called for a severe scolding. Instead, I merely asked him to be more careful in the future. This brought home to him that it was not necessary to stand up for his own rights at all times.

Nila Mack is director of all children's programs for CBS. Her program, "Sunday Morning at Aunt Susan's," may be heard over a CBS-WABC network every Sunday at 8 a. m. CST.

## Ten Years Ago

**F**ancy that! Antonio Rodenas, leader of the S. S. *Leviathan* Filipino Orchestra, startles the radio world by playing his one-string, broomstick fiddle over WJAX, Cleveland . . . Chimes, on the other hand, of Ohio State University, when broadcast by WEAQ, in Columbus, O., please many fans . . . WLW, WJAX and WCX undertake to teach their tuners-in "Ilo", the international language, and WLAG, pioneer Twin Cities broadcaster, changes hands and becomes WCCO.

**SECRETARY OF COMMERCE HOOVER** (remember him?) calms the fears of fans who worry over the possibility of superpower stations (ones with more than 1,000 watts) burning up their crystal sets. "No superpower stations," said Mr. Hoover, "will be licensed except for experimental purposes."

**SIR OLIVER LODGE** states for the press, "Radio welds worlds together. It will aid in international understanding and peace."

**DX-TUNING FANS** go gaga over collection of station reception verification stamps, sticking them in albums, just to prove that their weird tales of hearing California, Florida or Maine are not fibs.

**WBAP, FT. WORTH**, breaks into print by maintaining communication with the U. S. N. dirigible *Shenandoah* . . . WJZ inaugurates new "Air College" of New York University . . . and 2LO, in dear old London, scoops America by broadcasting a hyena's laugh—har, har!

**DR. LEE DE FOREST** institutes a series of suits versus large electrical companies for alleged infringements in the use of his vacuum-tube invention.

**H. GRINDELL-MATTHEWS**, inventor of a reputed radio "death ray," joins the cast of a London drama to earn wherewithal to further his experiments . . . French savants announce encouraging experiments with short 2-meter, wave applications to tumors and cancers.

## Hits of Week

**T**he radio maestros were blanketed in a sea of mist last week, which is just another way of stating that the hit tune of the airalto was the sensational song, "Lost in a Fog". The song, "I'm in Love," a ranking favorite, was voted the individual hit of the week. Following is the RADIO GUIDE tabulation:

### SONG HITS PLAYED MOST OFTEN ON THE AIR:

Song	Times
Lost in a Fog	30
Two Cigaretts in the Dark	27
I Saw Stars	26
I'm in Love	24
I Only Have Eyes for You	23
Out in the Cold Again	21
Be Still, My Heart	17
You're a Builder-Upper	15
Love in Bloom	11
Give Me a Heart to Sing to	10

### BANDLEADERS' PICK OF OUTSTANDING HITS:

Song	Points
I'm in Love	28
Never Had a Chance	27
I'm Lonesome, Caroline	24
I Saw Stars	22
Prize Waltz	18
Two Cigaretts in the Dark	17
Be Still, My Heart	15
Lost in a Fog	14
Night of Love	12
Sweetie Pie	10

A few bandleaders' individual hit selections follow:

Robert Ambruster: I Saw Stars, Love in Bloom, You're a Builder-Upper, Be Still My Heart, Lost in a Fog, I'm in Love.

Henry Busse: I Saw Stars, Lost in a Fog, One Night of Love, Sweetie Pie, Give Me a Heart to Sing to.

Glen Gray: I Only Have Eyes for You, Two Cigaretts in the Dark, Lost in a Fog, I'm in Love, Sweetie Pie.

Freddy Martin: Out in the Cold Again, Lonesome for Caroline, One Night of Love, Lost in a Fog.

## Wave Marks

**Curtain.** Deep sympathy to the widow and son of Harold Bolande—widely-known KMOX (St. Louis) announcer—who died after a brief illness.

**Signed On.** Love is catching in Hot Springs, Ark. KTHS' Tom Nobles, program director, recently wed Ina McKeehan; and then Alex Keirse, staff announcer, signed on with Helen Seiss.

**Signed On.** Know ye that KNOW's (Austin, Tex.) manager, James Hagood, recently Lohengrinned with Nancy Slocum.

**Signed On.** Love in a studio blossomed in the recent marriage of Howard Price, WCAE (Pittsburgh) tenor, and Jean Llewellyn, WCAE staff pianist.

**Signed On.** Kenneth Rauth, ex-Hollywood script writer, will love and honor and cherish Mildred Landt—sister of the Landt trio—until death or divorce. Ken met Milly during a visit to the Landt domicile for purposes of script-writing.

**Signed On.** Another studio romance burgeoned into bloom when Virginia Rea, NBC "Album of Familiar Music" (New York) songstress, donned the 18-karat wedding shackle for Edgar Sittig, NBC staff cellist.

**Relay.** The gude news about the Jap Gudes (WABC-CBS, New York, publicity chief) is a baby girl, born last day of September. They're naming her Elizabeth in honor of England's Virgin Queen.

**Relay.** Roland Bradley, production manager of WINS, (New York) wins recognition by producing announcement of the birth of a baby daughter, to be named Patricia.

**Relay.** And another WINS winner is Brooke Temple, popular songster featured with Jack Douglas' Relatives daily, and on his own program as well. Papa Temple is glad it's a girl.

# Programs for Sunday, October 14

## Log of Stations

Call Letters	(A)	Kilo-cycles	Power Watts	Location	Net-Work
KASA-s	1270	100	EIK	City	L
KFAB†	770	5,000	Lincoln		C
KFI‡	640	50,000	Los Angeles		N
KGBX	1310	100	Springfield		L
KLZ†	560	1,000	Denver		C
KMBC	950	1,000	Kansas City		C
KMOX	1090	50,000	St. Louis		C
KOA	830	50,000	Denver		N
KOB	1180	10,000	Albuquerque		L
KOMA†	1480	5,000	Oklahoma City		C
KPRC†	920	1,000	Houston		N
KRLD†	1040	10,000	Dallas		C
KSL	1130	50,000	Salt Lake City		C
KTBS†	1450	1,000	Shreveport		N
KTHS†	1060	10,000	Hot Springs		N
KTUL†	1400	500	Tulsa		C
KVOO†	1140	25,000	Tulsa		N
KWK†	1350	1,000	St. Louis		N
KWTO*	560	1,000	Springfield		L
WBAP	800	50,000	Ft. Worth		N
WDAF	610	1,000	Kansas City		N
WDSU†	1250	1,000	New Orleans		C
WENR	870	50,000	Chicago		N
WFAA	800	50,000	Dallas		N
WGN-s	720	50,000	Chicago		L
WIBW†	580	1,000	Topeka		C
WKY†	900	1,000	Oklahoma City		N
WLS	870	50,000	Chicago		N
WLW	700	500,000	Cincinnati		N
WOAI	1190	50,000	San Antonio		N
WREN	1220	1,000	Lawrence		N
WSM	650	50,000	Nashville		N
WSMB	1320	500	New Orleans		N
WWL	850	10,000	New Orleans		L

†Network Programs Listed Only.  
‡Night Programs Listed Only.  
§Special Programs Listed Only.  
\*Noon to Sign Off.  
C—CBS Programs.  
N—NBC Programs.  
L—Local Programs.

Look for the Bell for Religious Services and Programs

**8:00 A.M.**  
NBC—The Balladeers: WDAF WFAA WSM KTBS KVOO WOAI  
CBS—Aunt Susan: KMBC KTUL KSL WIBW KOMA WDSU  
NBC—Coast to Coast on a Bus: WREN WLW KWK  
KMOX—Bible Broadcaster  
**8:15 A.M.**  
NBC—Cloister Bells: WDAF WFAA KPRC WSM KTBS KVOO WOAI  
**8:30 A.M.**  
NBC—Broadcast from Russia: WDAF KTBS WSM KVOO WOAI  
WFAA—Uncle Gene and The Eunnie's  
WLS—News  
WSMB—Dr. Dunbar Ogden  
**8:45 A.M.**  
KMOX—Religious Education  
WFAA—Broadcast from Russia (NBC)  
WLS—Prairie Farmer  
**9:00 A.M.**  
NBC—Radio Pulpit: KVOO WKY KTBS WSM WOAI KPRC WDAF WSMB KOA  
CBS—Church of the Air: WDSU KOMA KTUL WIBW KMOX KLZ KSL KFAB  
NBC—Southernaires: WREN KWK WLW  
KMBC—Brother Jack Reads the Comics  
WFAA—Dr. David Lefkowitz  
WLS—Paul Rader, evangelist  
**9:15 A.M.**  
KMBC—Moment Musicale  
**9:30 A.M.**  
NBC—Samovar Serenade: WOAI WSM WSMB KWK KVOO KTBS KPRC WFAA KOA KTHS  
CBS—Message from Pope Pius XI.: KMOX WIBW KTUL KMBC KOMA WDSU KRLD KLZ  
NBC—Mexican Typica Orch.: WLW KSL—Uncle Tom  
WDAF—Variety Hour  
WREN—Trinity Lutheran Service  
**9:45 A.M.**  
KASA—Sunday School of the Air  
KMBC—Renee Long's Charm Feature  
WDAF—Address, Dr. B. Jenkins  
WSM—First Baptist Church  
**10:00 A.M.**  
NBC—News; Morning Musicale: WREN KWK WSMB WOAI KTHS WBAP WKY KTBS KPRC KOA

NBC—The Vagabonds, trio: WDAF CBS—Imperial Hawaiians: WIBW WDSU KOMA KFAB KMOX KTUL KMBC  
WLW—Cadle Tabernacle Choir  
**10:15 A.M.**  
NBC—Devora Nadworney, songs: WDAF  
KMBC—Sunday Morning Musicale  
**10:30 A.M.**  
CBS—Salt Lake City Tabernacle: KTUL KRLD KSL KOMA  
NBC—Richard Maxwell, tenor: KWK WREN  
NBC—Major Bowes' Capitol Family: WSMB KOA WOAI WSM KTHS KVOO KTBS WDAF WKY KPRC WBAP  
KMOX—Church of Christ Scientist  
**10:45 A.M.**  
NBC—Phantom Strings: WREN KWK KLZ—Salt Lake City Choir (CBS)  
**11:00 A.M.**  
KMBC—Stone Church Choir  
WBAP—First Methodist Church  
WDAF—Variety Program  
WLS—Homer Griffith  
WSM—Methodist Church  
WWL—Holy Name of Jesus Church  
**11:15 A.M.**  
NBC—Sugar and Cane, songs: WREN KWK  
WLS—Weather; Livestock  
**11:30 A.M.**  
CBS—Tito Guizar's Midday Serenade: WIBW WDSU KMOX KMBC KLZ KRLD  
NBC—Radio City Music Hall; Soloists: KPRC KWK WREN WLW WSM KOA WOAI WSMB KVOO  
KSL—Ensemble Music  
WLS—Phil Kaier, soloist  
WWL—Creole Orchestra  
**11:45 A.M.**  
★ CBS—A Visitor Looks at America: KRLD KLZ WEBC KOMA KMOX KSL—The Watchtower  
WLS—String Ensemble

## Afternoon

**12:00 Noon**  
CBS—Church of the Air: KOMA KSL KRLD WDSU KLZ WIBW KTUL  
NBC—Music Hall Concert: WENR WFAA WKY  
KASA—The Bell Oilers  
KMBC—Melody Palette  
KMOX—Old Bill  
WDAF—Mid-Day Meditations  
**12:15 P.M.**  
KMOX—Russ Brown and Ensemble  
KWTO—Variety Program  
WDAF—Melody Parade  
**12:30 P.M.**  
NBC—Highlights of the Bible: WREN WSMB KPRC KTBS WSM KVOO WKY WENR  
CBS—Eton Boys: KMBC KLZ KMOX KOMA KRLD WDSU KTUL WIBW  
NBC—Mary Small; Orch.: WDAF KTHS  
KOA—Huffman Theatre Harmonies  
KSL—Variety Prgm.  
KWTO—Mid-day Meditations  
WFAA—Elmer Scott, talk  
WLW—Church in the Hills  
WOAI—Musical Program  
WWL—Creole Orchestra  
**12:45 P.M.**  
CBS—Pat Kennedy, tenor; Art Kassel's Orch.: KMBC KMOX KSL KLZ WDSU KRLD  
WFAA—Plainsmen Quartet  
WOAI—Rev. Louis Entzinger  
**1:00 P.M.**  
NBC—Breitenbach Program: WREN WENR KVOO  
NBC—Treasure Chest: WLW KOA WDAF  
CBS—Lazy Dan, the Minstrel Man: KMBC KRLD WDSU KLZ KMOX WIBW KSL  
KWTO—King's Men  
WFAA—String Melody  
WOAI—Musical Program  
WSM—String Ensemble  
WSMB—Dance Orchestra  
**1:15 P.M.**  
NBC—Bob Becker, Chats About Dogs: WREN WENR KWK  
KWTO—Merry Oldsmobile  
WFAA—Musical Melange  
WOAI—The Armchair of the Lord  
WSM—Poems and the Song  
**1:30 P.M.**  
NBC—"Seventh Heaven," sketch: KWK WREN WLW WOAI WFAA KOA KVOO WENR KTHS  
CBS—Royal Hawaiians Band: KMOX WIBW WDSU KLZ KRLD KSL KOMA KMBC

## Star ★ Indicates High Spot Selections

KWTO—Homer Rodeheaver, songs  
WDAF—Song Hit Revue  
WSM—Leon Cole, organist  
WSMB—Ray McNamara, pianist  
WWL—Harry Burke, accordionist  
**1:45 P.M.**  
NBC—Seventh Heaven, sketch: KPRC WSMB  
KMBC—From the Walkathon  
KWTO—Magic Harmony  
**2:00 P.M.**  
★ CBS—New York Philharmonic Orchestra: KMBC KSL KTUL KFAB WIBW KLZ WDSU KOMA KMOX  
NBC—Sally of the Talkies, sketch: WSMB WDAF WSM WKY  
KWTO—Assembly of God  
WGN—Football; Cardinals vs. Bears  
**2:15 P.M.**  
KWTO—Merry Oldsmobile  
WREN—Old Observer  
**2:30 P.M.**  
★ NBC—Musical Romance: WDAF KOA WLW  
NBC—National Vespers: WREN KWK WKY WFAA WSMB WSM KVOO KTBS WENR WOAI KTHS  
KWTO—Melody Palette  
WWL—Romantic Musical Travelogue  
**2:45 P.M.**  
KWTO—Vocal Varieties  
**3:00 P.M.**  
NBC—Kansas City Philharmonic Orchestra: KVOO WREN WLW KOA KTBS WOAI WSMB KWK  
KWTO—Silver Strains  
WENR—Program Preview  
**3:15 P.M.**  
KTUL—Philharmonic Orch. (CBS)  
KWTO—Mid-Afternoon Melodies  
WENR—Jesse Hawkins' Orchestra  
WWL—Joseph Schramm, pianist  
**3:30 P.M.**  
★ NBC—S. C. JOHNSON & SON Presents "The House by the Side of the Road"; Tony Wons, philosopher: KOA KRLD KFI WSMB WSM  
NBC—The Land of Beginning Again: WENR KWK WKY KVOO KTBS WREN WLW  
KWTO—Reflections of Romance  
WBAP—Radio Explorers' Club  
WDAF—Dr. G. Charles Gray  
WOAI—Radio Explorers' Club  
WWL—Sharkey's Orchestra  
**3:45 P.M.**  
NBC—Dream Drama, sketch: WDAF WKY  
KPRC—Land of beginning Again  
KWTO—Piano Improvisations  
WBAP—Riverside Baptist Church  
WOAI—News  
**4:00 P.M.**  
★ NBC—Sentinels Serenade: WDAF WSM KOA  
CBS—Open House: KMOX WDSU KOMA KRLD KMBC KLZ WIBW KSL KTUL  
★ NBC—Roses and Drums, drama: WBAP WREN WOAI WENR WLW WKY KWK KPRC KTHS KTBS  
KWTO—Castles in Music  
WSMB—Jules Baduc's Orchestra  
**4:15 P.M.**  
KWTO—Vocal Varieties  
**4:30 P.M.**  
★ NBC—S. C. JOHNSON & SON Presents "The House by the Side of the Road"; Tony Wons, philosopher: WDAF WOAI WBAP KVOO WKY KTHS KPRC  
CBS—Crumit and Sanderson: KMBC KMOX WDSU KOMA KTUL WIBW  
NBC—Radio Explorers' Club: WSM WREN WENR KWK KOA WSMB  
KSL—Victor Herbert's Melodies  
KWTO—Metropolitan Moods  
WLW—"Smilin' Ed" McConnell  
WWL—Joe Capraro's Orchestra  
**4:45 P.M.**  
★ NBC—Dog Drama: KTBS WREN WENR KWK KOA  
KFAB—Musical Moods (CBS)  
KSL—Gene Halliday, organist  
WSM—Kay Goss, violinist  
WSMB—Herbie Pell's Orchestra  
**5:00 P.M.**  
NBC—Heart Throbs of the Hills: WREN WENR  
NBC—Catholic Hour: WSM WOAI WBAP KTBS WDAF KTHS KVOO KPRC WSMB  
★ CBS—Music by Gershwin: KMBC KSL WDSU KLZ WIBW KMOX KRLD  
KOA—Home Sweet Home Hour  
WGN—Wayne King's Orchestra  
WLW—Murray Horton's Orchestra  
**5:15 P.M.**  
NBC—Jolly Coburn's Orch.: WENR WREN  
WWL—Madge Langford, contralto  
**5:30 P.M.**  
NBC—Grand Hotel, sketch: WENR KWK WREN KTHS KOA

★ CBS—ACME WHITE LEAD AND Color Works Presents "Smilin' Ed" McConnell: KMOX KLZ KRLD WDSU KSL KMBC KFAB  
NBC—Bennett Chapple, narrator; Frank Simon's Orch.: WKY WDAF KTBS WOAI KPRC KVOO WLW  
KWTO—Carefree Capers  
WBAP—The Iron Master  
WGN—Jan Garber's Orchestra  
WSM—Sacred Quartet  
WSMB—Anson Weeks' Orchestra  
WWL—String Trio; Readings  
**5:45 P.M.**  
CBS—Voice of Experience: KRLD KMOX  
KMBC—Vesper Hour  
KSL—Variety Prgm.  
WBAP—Rev. O. C. Reid  
WGN—Wayne King's Orchestra  
WSMB—Enrique Tuit

## Night

**6:00 P.M.**  
★ CBS—California Melodies: WDSU KTHS KOMA KRLD KMOX KSL KLZ WHAS  
★ NBC—Jack Benny; Don Bestor's Orch.: KOA WREN KWK KPRC WKY WOAI WSMB WSM WFAA KFI KTBS  
KWTO—Atwell Sisters, trio  
WWL—Children's Program  
**6:15 P.M.**  
KASA—Views of Today's News  
KOA—Melody Master  
KSL—Musical Portraits  
KWTO—Rhythmaires  
WGN—Wayne King's Orchestra  
**6:30 P.M.**  
CBS—Concert Orch.: KOMA KTUL KSL  
★ NBC—Queenia Mario, soprano: KVOO  
★ CBS—Buddy Rogers' Orch.; Jeanie Lang; Trio: WIBW KMBC KMOX WDSU KRLD KLZ  
★ NBC—Joe Penner, comedian; Ozzie Nelson's Orch.: WLS KPRC WSM KTBS KOA KWK WREN WSMB WFAA WKY KFI WOAI  
WDAF—Variety Program  
WLW—Showdown Review  
WWL—Radio Salute; Henry and Don  
**6:45 P.M.**  
KGBX—Around the Family Organ  
**7:00 P.M.**  
★ NBC—Eddie Cantor, comedian; Rubinoff's Orch.: WSMB WDAF WLW WKY WFAA WOAI KOA KFI WSM KPRC KVOO WLW  
★ CBS—Symphony Orch.; Victor Kolar: KMBC KRLD KMOX KLZ WDSU KSL KTUL WIBW KOMA  
NBC—Symphonic Concert: KWK WREN  
KGBX—Souvenirs of Song  
WLS—Sports Review; Hal Totten  
WWL—Carl Junker  
**7:15 P.M.**  
KGBX—After-Dinner Music  
WLS—Don Pedro's Orch.  
**7:30 P.M.**  
KGBX—Rhythm Encores  
WLS—Henry King's Orchestra  
**7:45 P.M.**  
KGBX—Assembly of God Church  
WWL—Nick Palmisano  
**8:00 P.M.**  
NBC—Manhattan Merry-Go-Round: KOA WDAF KFI  
CBS—Alexander Woolcott, Town Crier: KMOX KSL KLZ  
NBC—Silken Strings; Charles Previns' Orch.; Olga Albani, soloist: WLW WOAI WSMB WFAA KPRC WSM KTBS WENR KWK WREN KTHS WKY KTBS  
WOAI—Ernest Houser's Orchestra  
WWL—Castro Carazo's Orchestra  
**8:30 P.M.**  
NBC—Album of Familiar Music: WKY KOA WSM KPRC WDAF KVOO KFI WSMB WFAA  
★ NBC—Walter Winchell, columnist: WENR WLW KWK WREN  
★ CBS—Will Rogers; Orch.: KTUL WDSU KMBC KRLD KSL WIBW KMOX—Al Roth's Orchestra  
WWL—Musical Program  
**8:45 P.M.**  
NBC—One Act Play: KWK WENR WREN  
KGBX—Hawaiian Melodies  
WLW—Unbroken Melodies  
**9:00 P.M.**  
★ NBC—Madame Schumann-Heink: KWK WENR WREN  
CBS—Wayne King's, Drch.: WIBW KLZ KMOX WDSU KRLD KMBC KSL

NBC—Hall of Fame; Charles Ruggles & Mary Boland, guest stars: KOA WDAF WSM WLW KFI WKY KTBS KPRC WSMB WOAI WBAP KGBX—Jewel Box  
**9:15 P.M.**  
NBC—Armand Girard, baritone: WREN WENR  
KGBX—Rhumba Numbahs  
**9:30 P.M.**  
NBC—Jane Froman, contralto; Frank Black's Orch.: WDAF KPRC WSM KFI WOAI WBAP WLW WKY KTBS WSMB KTHS  
NBC—An American Fireside: WREN KWK KTUL WENR  
CBS—Care & Feeding of Hobby Horses: KOMA KMBC KTUL KLZ KRLD WDSU  
KGBX—Song Bag  
KMOX—Charlie Kent and Singers  
KOA—Rangers  
KSL—Merrymakers  
**9:45 P.M.**  
KMOX—Sports Event  
WENR—Old Heidelberg Octet  
WIBW—Hobby Horses (CBS)  
**10:00 P.M.**  
NBC—Roxanne Wallace, songs: KWK WREN  
NBC—Wendell Hall, songs: WBAP KFI WBAP KOA WDAF KTBS WOAI WKY KPRC WSMB WSM KTHS  
CBS—Henry Busse's Orch.: KTUL KFAB WIBW KOMA KRLD KMOX WDSU KLZ  
KMBC—Musical Prgm.  
WLW—News; Tea Leaves and Jade  
**10:15 P.M.**  
NBC—Jesse Crawford, organist: WSM KWK  
NBC—Madame Schumann-Heink: KFI WOAI WKY KOA WBAP KPRC KTHS  
KMOX—Bernie Cummins' Orchestra  
WREN—Do You Believe in Ghosts? WSMB—Jules Baduc's Orchestra  
**10:30 P.M.**  
NBC—News; Charlie Davis' Orch.: KPRC KTBS KTHS WSMB KOA WSM KWK WBAP WDAF  
NBC—Eddy Duchin's Orch.: KOA WREN  
CBS—Joe Haymes' Orch.: KMBC KLZ KOMA KRLD WDSU KFAB KFI—Paul Martin  
KGBX—Song Bag  
WGN—Wayne King's Orchestra  
WLW—Dance Orchestra  
WOAI—Ray Teal's Orchestra  
KSL—Sunday Evening Program  
WSM—Sunday Night Serenade  
**10:45 P.M.**  
CBS—Joe Haymes' Orch.: KMOX KTUL  
KFI—Eddy Duchin's Orch. (NBC)  
WGN—Jan Garber's Orchestra  
WSMB—Pinky's Orchestra  
**11:00 P.M.**  
NBC—Will Osborne's Orch.: KTHS KPRC  
CBS—Enoch Light's Orch.: KFAB KLZ WIBW KMBC KOMA KTUL  
NBC—Mills' Blue Rhythm Band: WREN KWK  
KMOX—Joe Stovel's Orchestra  
KOA—Comedy Stars of Hollywood  
KSL—Old Spinning Wheel  
WENR—George Olsen's Orch.  
WLW—Dance Orchestra  
**11:15 P.M.**  
KFI—The Philistine  
KMOX—Mike Child's Orchestra  
KOA—Glenn Lee's Orchestra  
**11:30 P.M.**  
NBC—Henry King's Orch.: WSMB KTHS  
NBC—Stan Myers' Orchestra: WREN KWK WKY KTBS WLW KFAB  
CBS—Frank Dailey's Orch.: KMBC KLZ KOMA WIBW KMOX KTUL  
KFI—Dream Dramas  
KSL—Temple Square  
WENR—Frank Sylvano's Orch.  
**11:45 P.M.**  
KFI—Variety Program  
KMOX—When Day is Done, organ  
KOA—Henry King's Orchestra (NBC)  
KSL—The Watchtower  
**12:00 Mid.**  
NBC—Art Kassel's Orch.: WSMB KOA  
CBS—Joe Haymes' Orch.: KMBC  
NBC—Phil Levant's Orch.: KWK  
WENR—Jess Hawkins' Orch.  
KFI—News  
KSL—Variety Prgm.  
WLW—Moon River, organ and poems  
**12:15 A.M.**  
NBC—Bridge to Dreamland: KOA KFI  
**12:30 A.M.**  
NBC—Gray Gordon's Orch.: KTBS KOA  
NBC—Noble Sissle's Orch.: WENR KWK  
KSL—Vincent Lopez' Orchestra

# New Programs, Changes

Sunday, Oct. 14

(Shown in Central Standard Time)

**T**he message of POPE PIUS XI, broadcast from Rome to the thousands gathered at the Thirty-Second International Eucharistic Congress in Buenos Aires, will be carried over the CBS-WABC network from 9:30 to 10 a. m. The Pope's message will come direct by short wave from Rome. An English commentator will translate.

REV. WILLIAM FRASER McDOWELL, senior bishop of the M. E. Church, will be heard on the Church of the Air, 9 to 9:30 a. m. via CBS-WABC. His talk will be in connection with the sesqui-centennial celebration of the church.

A CORRECTION in time brings Mrs. Geline MacDonald Bowman, National Federation of Professional and Business Women's Clubs, to the microphone at 9:45 a. m. on the NBC-WEAF network. She will report the results of the federation poll on national issues.

FRANCES LANGFORD, contralto, and the SIZZLERS, will be the guests of *Mary Small* during "Little Miss Bab-O's Surprise Party" at 12:30 p. m. over an NBC-WEAF network.

MIRIAM HOPKINS AND JOHN BOLES, screen stars, will recreate the smash success of "Seventh Heaven" in the first of a new series of programs entitled "Lux Radio Theater," which will be heard every Sunday over an NBC-WJZ network at 1:30 p. m.

THE IMPERIAL HAWAIIANS, a dance band, inaugurate a series to be heard each Sunday from 1:30 to 2 p. m. over the CBS-WABC network.

"SALLY OF THE TALKIES," a new dramatic series based on the adventures of a young Iowa girl in Hollywood, will make its debut over an NBC-WEAF network at 2 p. m. This new dramatization supersedes "Talkie Picture Time," which previously was heard at the same time.

"THE LAND OF BEGINNING AGAIN," another new musical afternoon series, starring *Ruth Everett*, recent radio discovery; *Harrison Knox*, tenor; *Rod Arkell*, poet and narrator; and *Louis Katzman's* Carlsbad Bohemians, will be inaugurated over an NBC-WJZ network at 3:30 p. m.

THE WHITE BROTHERS, young harmony trio from the South, will represent Washington, D. C., as guest stars of the second "Open House" program with *Freddy Martin* over the CBS-WABC network at 4 p. m.

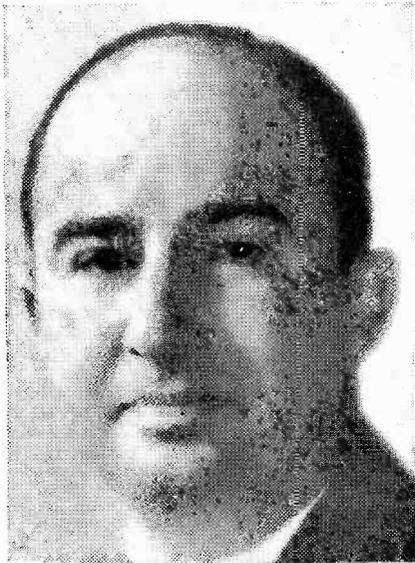
"WASHINGTON MASQUERADE," an episode illustrating tense days in the national capital in 1864, will be today's chapter in the "ROSES AND DRUMS" series. It is heard at 4 p. m. over the NBC-WJZ network.

JULIA SANDERSON AND FRANK CRUMIT will present *Evelyn Symonds*, famous monologist, as the guest of their program over CBS-WABC at 4:30 p. m.

ANNE SEYMOUR supported by DON AMECHE will be starred in the "Grand Hotel" broadcast at 5:30 p. m. Title of the episode is "Boy Wanted," a new comedy. The program is heard over the NBC-WJZ network.

"CALIFORNIA MELODIES," featuring *Raymond Paige's* orchestra, *Joan Marsh* and guest stars, will be heard at a new time, 6 to 6:30 p. m., over a CBS network.

JACK BENNY and his entourage launch a new series of Sunday evening broadcasts at 6 p. m. over an NBC-WJZ network. *Don Bestor* and his orchestra, *Frank Parker*, *Mary Livingstone* and *Don Wilson* will assist "Jack" in these shows. A repeat per-



IRVING KAUFMAN

Doing a multitude of parts in his "Lazy Dan" programs is no great task for this one-time minstrel who began theatrical life at the age of seven, imitating a midget in a circus. He is heard every Sunday at 1 p. m. (CST) on a CBS-WABC network

formance for Pacific Coast listeners will be presented from 11 to 11:30 p. m.

THE "FAMILY THEATER," WABC-CBS variety program featuring Buddy Rogers and his Green Stripe Orchestra, Jeanie Lang and the "Three Rascals," is now heard at 6:30 p. m., an hour and a half earlier than previously.

The second in the series of SYMPHONY CONCERTS will present *Ernst Anserment*, eminent Swiss conductor, wielding the baton, and *Albert Spalding*, concert violinist, as guest artists. These concerts are heard Sunday nights from 7 to 8 p. m. over an NBC-WJZ network.

Discussing his recent trip abroad, WILL ROGERS will be heard in "Gulf Headliners" program over the CBS-WABC network at 8:30 p. m.

DOROTHY CANFIELD FISHER, novelist, will be first guest speaker for "An American Fireside—A Half Hour of Civilization." The series will bring talks by men and women who have contributed to the mental life of the nation and will be each Sunday at 9:30 p. m. via the NBC-WJZ network.

Monday, Oct. 15

"THE MODERN MINSTRELS"—one of Columbia's new four one-hour daytime shows—will be presented from 8 to 9 a. m. This show will bring to radio a reproduction of old-time "blackface" minstrelsy, staged by a company of 35, headed by interlocutor Harry Von Zell.

In addition to the Sunday presentation of "THE LAND OF BEGINNING AGAIN," the Carlsbad Products Company will inaugurate a thrice-a-week show under the same title and lineup at 9:30 a. m. This series will be heard on Monday, Wednesday and Friday at the same time over NBC-WEAF only.

JOSEPHINE GIBSON, the Hostess Counsel, will again return to the airwaves each Monday at 9 a. m. over an NBC-WJZ network. A repeat performance for Pacific Coast listeners will be heard at 11:15 a. m. This will be a three-a-week series, Monday, Wednesday and Friday, and will be heard over the same facilities at the above-mentioned times.

"PEGGY'S DOCTOR," a new series of romantic sketches, will be inaugurated over

an NBC-WEAF network at 12:15 p. m. *Rosaline Greene* and *James Meighan*, popular radio dramatic artists, will be the featured stars of these fifteen-minute shows. They will be presented every Monday, Wednesday, and Friday afternoon. This series was originally scheduled to start October 1, but was postponed on account of the World Series broadcasts.

THE RADIO GUILD production for today will be "Death Takes a Holiday," Alberto Cassella's three-act drama of suspended death. The series is heard at 2 p. m. over the NBC-WJZ network.

PRINCESS PAT PLAYERS, at 8:30 p. m., bring from NBC's Chicago studios the three-act play, "The Shadow of the Ring." The story deals with the insidious influence of narcotics. It is heard over an NBC-WJZ network at 8:30 p. m.

"AMERICA IN MUSIC," a new musical series depicting the panorama of American life as painted in native melodies, will be a Monday evening highspot at 9 p. m. over an NBC-WJZ network. *John Tasker Howard* will act as narrator, his points being illustrated by vocal and orchestral selections. A concert orchestra and soloists will be featured in this series.

Tuesday, Oct. 16

"HAPPY DAYS"—another of the one-hour shows staged by Columbia over the WABC network—will have its premiere from 8 to 9 a. m. Broadcasting from the

(Continued on Page 28)

# Noise reducing Antenna

assures clear foreign reception

RCA engineers have perfected a new all-wave double-doubling antenna system that gives greater signal pick-up and reduces man-made noise to a minimum. Parts are scientifically matched to give higher efficiency. Also improves standard broadcast reception. Easy to install. No bulky transposition blocks. "Unquestionably superior to anything we've tried so far," said Martin Gosch, Radio Columnist of New York Post Syndicate Newspapers. Kit of essential parts, List Price \$6. Have your dealer or service engineer make a CERTIFIED INSTALLATION.



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## "SMILIN' ED" McCONNELL

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You'll hear him over the  
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KFAB KMBC KMOX  
KKLD WDSU KLZ

★

Every SUNDAY Evening at 6:30 P.M., E.S.T. (5:30 P.M., C.S.T.)  
Every THURSDAY Noon at 12:30 P.M., E.S.T. (11:30 A.M., C.S.T.)

## DON'T MISS TONY WONS

Every Sunday Afternoon NBC

in  
**"THE HOUSE BY THE SIDE OF THE ROAD"**

Here's Tony at his genial best! Also Gina Vanna, Emery Darcy, Ulderico Marcelli, Ronnie and Van. Music, drama, comedy, homely philosophy! Every Sunday afternoon, NBC, coast to coast, through the courtesy of the makers of

## JOHNSON'S WAX

(See listing for time and stations)

# Programs for Monday, October 15

Star ★ Indicates High Spot Selections

## Notice

These programs as here presented were as correct and as accurate as the broadcasting companies and RADIO GUIDE could make them at the time of going to press. However, emergencies that arise at the studios sometimes necessitate eleventh hour changes in program listings, time, etc.

**5:30 A.M.**  
KMCX—Home Folks' Hour  
WLW—Top o' the Morning

**6:00 A.M.**  
KMOX—Riddles and Grins  
WLW—Family Prayer Period

**6:15 A.M.**  
WLW—Morning Devotions

**6:30 A.M.**  
KMCX—Morning Devotions  
KMOX—Weather Reports  
WDAF—Over the Coffee Cup  
WLW—Salt and Peanuts  
WSM—Rise and Shine

**6:45 A.M.**  
NBC—Pollock and Lownhurst: WLW  
KMCX—Tex Owens, songs  
KMOX—The Three Hired Men  
WDAF—Morning Bible Lesson  
WFAA—Peg Moreland, songs

**7:00 A.M.**  
NBC—Richard Leibert, organist: WLW  
NBC—Morning Devotions: KTHS  
WREN KTBS KVOO WKY KWK WOI  
KMOX—Mountain Minstrels  
WDAF—Musical Clock  
WFAA—Early Birds; Jimmie Jefferies

**7:15 A.M.**  
NBC—The Sizzlers Trio: KTHS KTBS  
WREN KVOO WKY KWK WOI  
KMOX—Novelty Boys  
WLS—Arkansas Woodchopper

**7:30 A.M.**  
NBC—Cheerio: WLW WSM WSMB  
KTBS WKY WOI KTHS  
NBC—Low White, organist: WREN  
KWK  
KMCX—News  
KMOX—Tick-Tock Revue  
KSL—Morning Musicales  
WDAF—Over the Coffee Cups  
WLS—Morning Devotions

**7:45 A.M.**  
KMCX—Musical Program  
WFAA—Bluebonnet Harvesters  
WLS—Jolly Joe's Pals

**8:00 A.M.**  
CBS—Modern Minstrels: KTUL KLZ  
KMCX KSL WIBW KOMA KRLD  
NBC—Breakfast Club: WREN WSMB  
KTHS KTBS WOI KPRC KVOO  
KOA  
KMOX—The Skipper's Serenade  
WFAA—Early Birds; Jimmie Jefferies  
WLS—Spare Ribs' Fairy Tales  
WLW—Joe Emerson, Hymns  
WSM—Leon Cole, organist  
WWL—James Willson, hymns

**8:15 A.M.**  
NBC—Breakfast Club: WSM WKY  
KMOX—Modern Minstrel (CBS)  
KSL—Morning Watch  
WFAA—Morning Serenaders  
WLS—Hoosier Hot Shots and Arkie  
WLW—Jimmy Arlen, baritone

**8:30 A.M.**  
CBS—Modern Minstrel: WDSU  
NBC—Eva Taylor, songs: WDAF WKY  
KMOX—The Cornhuskers  
KSL—Morning Musicales  
WBAP—Between Us  
WLS—Ford Rush  
WLW—Mail Bag

**8:45 A.M.**  
NBC—Matinata, chorus: WDAF  
KMOX—Fashion Parade  
KWK—Breakfast Club (NBC)  
WLS—Morning Minstrels  
WLW—Walter Furniss, songs

**9:00 A.M.**  
NBC—News; Breen and de Rose: WDAF  
NBC—Josephine Gibson, hostess counsel: WREN KTHS KVOO WOI  
KOA KTBS WSM KWK WSMB  
CBS—News; Harmonies in Contrast: KOMA KMOX KRLD KTUL KMCX  
KSL

**9:15 A.M.**  
KSL—Advertisers' Review  
WBAP—The Jewel Gems  
WLS—The Westerners  
WLW—Mary Alcott, songs  
WWL—Musical Clock

**9:30 A.M.**  
NBC—Holman Sisters, piano duo: WREN KWK KOA  
★ NBC—Clara, Lu 'n' Em, gossip: WOI WKY WDAF KPRC KVOO  
WSMB WLW WBAP WSM WGN  
KMCX—Melody in the Morning  
KMOX—Norman Paule; Organ  
WWL—Souvenirs; Henry Dupre

**9:45 A.M.**  
CBS—Marion Carley, pianist: WIBW  
KLZ KOMA KMCX WDSU  
NBC—Carlsbad Program: WSM KOA  
NBC—Today's Children: WKY KWK  
WBAP WREN KPRC WLS WOI  
KMOX—Let's Compare Notes  
WDAF—Variety Hour  
WLW—Livestock  
WSMB—Ida Bailey Allen  
WWL—Morning Musicales

**10:00 A.M.**  
NBC—News; Radio Kitchen: WREN  
KTHS KTBS KVOO WOI WBAP  
WKY KPRC KOA

CBS—The Three Flats: KOMA KMOX  
KRLD WDSU KLZ KMCX KTUL  
NBC—Morning Parade: WDAF  
WLS—The Dean Boys  
WLW—Elliott Brock, violinist

**10:00 A.M.**  
CBS—Nat'l Hearing Week: KLZ  
KMOX KOMA KTUL WDSU KRLD  
KSL  
NBC—U. S. Navy Band: WDAF WSM  
KTHS KPRC KTBS WBAP KOA  
WKY WOI

KMBC—The Sunshine Lady  
WLS—Shoppers' Service  
WLW—Federation of Women's Clubs  
WREN—Eb and Zeb, comedy sketch  
WSMB—Health Exercises  
WWL—Marvin's Merry-makers & Tony

**10:15 A.M.**  
CBS—Round Towners: WDSU KLZ  
KOMA KFAB KMCX KTUL KSL  
KRLD  
NBC—Tony Wons, philosopher: WREN  
KWK  
KMOX—Women's Side of the News  
WBAP—Markets  
WLS—Federal Housing Program  
WLW—Texans, trio  
WSMB—U. S. Navy Band (NBC)

**10:30 A.M.**  
NBC—Melody Mixers: WREN KWK  
KTUL KOMA KMCX KFAB WDSU  
KLZ KRLD  
NBC—U. S. Navy Band: WFAA WSMB  
WLW  
KMOX—Just Susie, drama  
KSL—Good Morning Judge  
WLS—Jim Poole; Livestock Markets;  
WWL—"Gaga" and the Barker

**10:45 A.M.**  
CBS—The Cadets Quartet: KMCX  
KMOX  
KSL—Morning Melodies  
WLS—Today's Kitchen

**11:00 A.M.**  
NBC—Marion McAfee, soprano: WDAF  
CBS—Voice of Experience: KMCX  
KMOX KSL KLZ  
NBC—Fields and Hall, songs: WREN  
WSM KPRC KVOO WOI KTBS  
KOA WSMB  
WFAA—Ida Bailey Allen  
WGN—Tom, Dick and Harry, trio  
WLW—Prairie Symphony  
WWL—Quality Club Boys

**11:15 A.M.**  
CBS—Betty Barthell, songs: KMCX  
WDSU KOMA KTUL  
NBC—Josephine Gibson, hostess counsel: KTHS KTBS KPRC WREN  
WKY KOA KWK WSMB KVOO  
WSM WFAA  
KMOX—Curious Questions  
KOA—Marietta Vasconelles  
KSL—Jennie Lee  
WDAF—Service Reports  
WLS—Sodbusters and Arkie  
WLW—Livestock

**11:30 A.M.**  
★ NBC—Farm & Home Hour: WSMB  
WOI KTHS KOA WFAA WREN  
WKY KPRC KWK KTBS WSM  
KVOO WDAF WKY WLW  
CBS—Al Kavelin's Orchestra: KLZ  
KTUL KRLD WDSU KMCX KOMA  
KSL  
KMOX—Magic Kitchen  
WLS—Around the Parlor Organ

**11:45 A.M.**  
KMCX—News  
WLS—News; Markets  
WWL—Farm and Home Hour

## Afternoon

**12:00 Noon**  
CBS—George Hall's Orch.: WDSU  
CBS—Just Plain Bill: KMOX KSL  
KLZ  
KASA—The Bell Oilers  
KMCX—Tex Owens, songs  
KOB—Uncle Jerry  
KWTO—Sully's Radiatorial  
WFAA—Markets; Xylophonics  
WLS—Virginia Lee & Sunbeam  
WWL—Masters of Music

**12:15 P.M.**  
CBS—George Hall's Orch.: KSL KLZ  
KMCX—The Sunbonnet Girls; News  
KMOX—Piano Interlude; Report  
KOB—Homemakers' Program  
KWTO—Luncheon Music  
WFAA—Mrs. Tucker's Children  
WLS—Prairie Farmer Dinnerbell  
WWL—Radio Salute; Henry and Don

**12:30 P.M.**  
CBS—Savitt's Serenade: KSL KMCX  
KLZ KTUL KOMA WDSU KRLD  
NBC—Vic and Sade: KWK WKY  
KTBS WSMB WREN KTHS  
E. T.—W. Lee O'Daniel's Doughboys:  
WBAP WOI  
KMOX—Ozark Mountaineers  
KOA—Ida Bailey Allen

**12:45 P.M.**  
NBC—Great Composers Program: WSMB WREN  
CBS—Pat Kennedy; Art Kassel's Orchestra: KMCX KMOX KSL KRLD  
KRLD WDSU  
KOA—Livestock; Produce Reports  
WBAP—Dance Orchestra  
WDAF—Rex Battle's Ensemble  
WLS—Dinnerbell  
WLW—Dance Orchestra  
WOAI—Crazy Band  
WWL—Variety Program

**1:00 P.M.**  
CBS—Allan Leifer's Orch.: KLZ  
KMOX KOMA KSL KTUL WDSU  
KRLD  
NBC—Revolving Stage: WDAF  
E. T.—Chuck Wagon Gang: WBAP  
WOAI  
NBC—Great Composers: KTBS KWK  
WKY KOA  
KOB—Motor Patrol Broadcast  
WLS—Hoosier Hot Shots  
WLW—Ohio School of the Air  
WWL—Dance Orchestra

**1:15 P.M.**  
CBS—Allan Leifer's Orch.: KMCX  
KMOX—Exchange Club  
KOB—Home and Farm Hour  
KPRC—Great Composers (NBC)  
KWTO—Leroy James  
WLS—Rangers & John Brown  
WOAI—Freddy Bergin's Orchestra  
WWL—Musical

**1:30 P.M.**  
CBS—Poetic Strings: KOMA KSL  
KLZ WDSU KMCX KTUL KMOX  
KFAB KRLD  
NBC—Smack Out: WSMB WSM KWK  
KTBS WREN  
KOA—Dance Orchestra  
KWTO—Spice of Life  
WDAF—Melody Parade  
WLS—Grain Market  
WWL—News

**1:45 P.M.**  
NBC—Gus Van, songs: WSM KPRC  
NBC—Judy and Jane: WDAF WBAP  
WOAI WKY  
NBC—Richard Maxwell, tenor: KVOO  
WREN KTBS  
KOA—Livestock, Produce Reports  
KOB—Eb and Zeb  
KWTO—Parade  
WGN—Rube Appleberry, sketch  
WLS—George Simons, tenor  
WWL—The Light Crust Doughboys

**2:00 P.M.**  
NBC—Radio Guild: KOA KVOO WKY  
KTBS WKY WREN KPRC WOI  
CBS—Skylights: WDSU KTUL KFAB  
KMCX KOMA KMOX KRLD  
NBC—Ma Perkins, drama: WLW  
KSL—Broadcasters' Review  
KWTO—Roy Queen's Rangers  
WDAF—Beauty Parade  
WLS—Homemakers' Hour  
WSMB—Anson Weeks' Orchestra

**2:15 P.M.**  
CBS—Orientale: KTUL KRLD KLZ  
WDSU KOMA KFAB  
NBC—Dreams Come True: WDAF  
WLW  
KMOX—Dynamite Jim  
WWL—Variety Program  
KWTO—Chronicles  
WSM—Radio Guild (NBC)  
WWL—Eddy Hour

**2:30 P.M.**  
NBC—Women's Radio Review: WDAF  
KPRC WSM  
CBS—U. S. Marine Band: KFAY  
KSL KMOX KOMA WDSU KLZ  
KTUL KRLD  
KMCX—Magazine of the Air  
KWTO—Organ Recital  
WLS—Maybelle Blake, talk  
WLW—Dorothy Fredricks, songs  
WWL—Dance Orchestra

**2:45 P.M.**  
KWTO—Parade  
WLS—Ford Bush, talk; John Brown,  
WLW—News

**3:00 P.M.**  
NBC—Betty and Bob, sketch: WFAA  
KOA KPRC WKY KVOO WDAF  
WREN KWK WOI  
CBS—Visiting America's Little House:  
KFAB KOMA WDSU KRLD KTUL  
KLZ  
NBC—John Martin's Story Program:  
WSM WSMB  
KMOX—The Laugh Clinic  
KSL—Payroll Builder  
KWTO—Spice of Life  
WLW—The Life of Mary Sothern  
WREN—Hollywood Hilarities  
WWL—Merchants' Express

**3:15 P.M.**  
CBS—Carlie and London: KRLD  
KLZ WDSU KTUL  
NBC—Gypsy Trail: WDAF  
NBC—Gale Page, soloist: WREN WSM  
KTBS WSMB KWK KPRC KOA  
KWTO—Slim & Shorty  
WREN—Program Preview  
WFAA—Woman's Mirror  
WLW—Ethel Ponce, singer  
WOAI—Stock Quotations

**3:30 P.M.**  
NBC—Roxanne Wallace, songs: WSMB  
NBC—Stanleigh Malotte, tenor: WSM  
KWK WREN  
CBS—Chicago Variety Hour: WDSU  
KRLD KTUL KSL KOMA KMCX  
KFAB  
NBC—Ma Perkins, sketch: WDAF  
KTBS KPRC WOI KVOO WREN  
WKY KOA WFAA  
KWTO—Mid-Afternoon Melodies  
WLW—Betty and Bob, sketch

**3:45 P.M.**  
NBC—Archie Bleyer's Orch.: WREN  
NBC—Dreams Come True: WDAF  
WFAA KTBS KPRC WOI KVOO  
WSM KOA WSMB WKY  
WIBW—Chicago Variety Hour (CBS)  
WLW—Monkey Hollow, comedy

**4:00 P.M.**  
CBS—Men of Notes: KFAB KOMA  
KLZ  
NBC—Al Pearce's Gang: WREN WKY  
KTBS WREN KVOO WSM KOA  
WSMB WOI  
KMOX—Blue Buddies Quartet  
KWTO—Classified Ads  
WDAF—Song Matinee  
WFAA—Our Texas Composers  
WREN—The Thrill Hunter  
WWL—Ed Larnan, organ recital

**4:15 P.M.**  
NBC—Tom Mix' Straight Shooters:  
WLW  
CBS—Gracie Dunn, songs: KOMA  
NBC—Jackie Heller, tenor: WSM  
WSMB KTBS WOI WREN WREN  
WKY WFAA KVOO KWK  
KMOX—The Window Shoppers  
KOA—Rowdy Wright  
KSL—Dental Clinic  
KWTO—Bill Rig

**4:30 P.M.**  
CBS—Edward Wurtzback's Orch.:  
KMCX KRLD KLZ KSL KFAB  
NBC—Rafters S Riders: WSM WSMB  
KPRC KOA WOI WDAF  
NBC—Singing Lady: WLW WKY  
KMOX—The Strolling Bard  
KWTO—Sport Briefs; Markets  
WREN—High & Low (NBC)  
WFAA—Charles Meredith, talk  
WREN—News  
WWL—Earl Bond's Orchestra

**4:45 P.M.**  
NBC—Stamp Club; Capt. Tim Healy:  
WDAF  
CBS—Tom Baker; Organ: KMOX  
KSL KRLD KMCX  
NBC—Ranch Boys: WREN KOA WKY  
WREN WFAA WOI KTBS  
KWTO—Bridge Party Tunes  
WLW—Jack Armstrong, sketch  
WSM—String Ensemble  
WSMB—Herbie Pell's Orchestra

**5:00 P.M.**  
CBS—Songs of Long Ago: KSL KOMA  
KLZ KRLD  
NBC—U. S. Army Band: WSM KTBS  
KVOO WKY WSMB KOA KPRC  
WOAI  
CBS—Adventure Hour: KMOX  
KWTO—Three Aces of Rhythm  
WDAF—Dick Steele, sketch  
WREN—Three X Sisters (NBC)  
WFAA—Paper Moon, musical romance  
WLW—Music by Divano  
WREN—The Thrill Hunter  
WSM—Marjorie Cooney, pianist  
WWL—Henry and Minerva

**5:15 P.M.**  
CBS—Bud Shays, tenor: WDSU  
CBS—Skippy: KMOX  
CBS—Texas Rangers: KRLD KOMA  
KSL KLZ

NBC—U. S. Army Band: WFAA  
WREN  
KOA—University of Denver  
KWTO—Dinner Music  
WDAF—Service Reports; Sports  
WREN—Mysterious Island  
WLW—Joe Emerson, songs  
WSM—Financial News  
WWL—Mrs. Marion Herbert McGuire

**5:30 P.M.**  
CBS—Billy Hays' Orch.: WDSU  
NBC—News; Three X Sisters: KPRC  
WREN WSMB KOA WKY WBAP  
KTBS WOI  
CBS—Jack Armstrong: KMOX  
NBC—News; Carol Deis, soprano:  
KTBS  
KMCX—Big Brother Club  
KSL—Junior Hour  
KWTO—Sport Revue  
WREN—What's the News?  
WDAF—Dance Orchestra  
WLW—Bob Newhall, sports  
WSM—Freddie Rose  
WWL—George Wagner's Orchestra

**5:45 P.M.**  
CBS—Edward Wurtzback's Orch.:  
KRLD KLZ  
NBC—Orphan Annie: WREN WSMB  
WGN WSM WREN KPRC WOI  
KTBS WBAP WKY KWK  
★ NBC—Lowell Thomas, News: WLW  
NBC—Happy Jack Turner: KVOO  
KMCX—Happy Hollow  
KMOX—Four Shamrocks; Orchestra  
KOA—Microphone News  
KWTO—Dinner Music  
WDAF—Jack Armstrong

## Night

**6:00 P.M.**  
CBS—Dan Russo's Orch.: KRLD  
KTUL KOMA  
★ NBC—Amos 'n' Andy: WLW WREN  
NBC—Ray Perkins, songs: KVOO  
WDAF WSMB WOI KFT KTBS  
KMOX—Adventures of Jimmy Allen  
KOA—Memories  
KSL—Broadcasters Review  
KWTO—News Reporter  
WBAP—Rhythm Makers  
WWL—Rocco and Russell

**6:15 P.M.**  
NBC—Mildred Bailey, songs: WSM  
WREN  
CBS—Just Plain Bill: KLZ KOMA  
KMCX KTUL  
KASA—Views of Today's News  
KFI—Dance Orchestra  
KMOX—Old Bill  
KOA—Stamp Club  
KWTO—Sax Trio  
WDAF—Jimmy Allen, sketch  
★ WLW—HORLICK'S MALTED MILK  
Presents Lum and Abner, sketch  
WOAI—Don Pedro's Orchestra (NBC)  
WREN—Man About Town  
WSMB—Dance Music  
WWL—Daddy Lockhart's Twin Son's  
Trio

**6:30 P.M.**  
★ NBC—The Dixie Dandies with Al  
Bernard: WDAF  
★ NBC—BEECH-NUT PRESENTS  
Red Davis, featuring Burgess Mered-  
ith, Jack Rosalie, Marion Barney  
and Elizabeth Wragge, sketch:  
WREN WOI WSMB WSM KTBS  
WFAA WREN WKY KWK KPRC  
CBS—Buck Rogers: KMCX KMOX  
WDSU KRLD  
KFI—Wesley Tourtellette, organist  
KGBX—Around the Family Organ  
KOA—Dramatic Sketch  
KOB—Cecil and Sally  
KSL—Robin Hood, skit  
KWTO—Sports Summary, Lee George  
WLW—Paul Pierson; Orchestra  
WWL—Sons of Pioneers

**6:45 P.M.**  
★ NBC—Frank Buck's Adventures:  
KTHS KVOO WDAF  
CBS—Boake Carter, News: KMOX  
KMCX  
NBC—Dangerous Paradise, sketch:  
WSMB WREN WSM KTBS WREN  
WKY WFAA KWK WLW  
CBS—Between the Bookends: WIBW  
KGBX—Booster's Parade  
KSL—Broadcasters' Review  
WFAA—Men & Fair Maids  
WOAI—Hearts Delight Millers  
WWL—Salon Orchestra

**7:00 P.M.**  
CBS—Carson Robison's Buckaroos:  
KRLD KMCX KSL KMOX KLZ  
NBC—Jan Garber's Orch.: WREN  
KFI KWK KOA WLW WLS  
★ NBC—STUDEBAKER CHAMPIONS;  
Richard Humber's Orch.; Joey Nash,  
vocalist: WDAF KPRC WKY WOI  
KVOO KTBS WFAA WBAP  
KGBX—Sully's Spotlight  
KOB—Motor Patrol Broadcast  
WSM—Dance Five  
WSMB—Thrill Hunter

Most important addition to the contest list this week is the Pillsbury \$10,000 cash prize competition in connection with naming the favorite dessert of "Bob" of "Today's Children." It closes October 15, as does the Procter and Gamble "Dreams Come True" contest, with its impressive prizes. Tune in the programs designated for further details than are given herewith:

### SUNDAY

(Shown in Central Standard Time)

**12:30 p. m.**, NBC-WEAF network, "Little Miss Bab-O Surprise Party." Prizes: 1st, sedan automobile; 2nd, fur coat; 3rd, two combination motion-picture cameras and projectors; 25 wrist watches. Nature, letter-writing. Two duplicate contests closing November 4 and December 20. Sponsor, B. T. Babbitt Co.

**4:45 p. m.**, NBC-WJZ network, Albert Payson Terhune Dog Dramas. Prizes: Five motion picture cameras together with complete dog kits; fifteen additional dog kits. Nature, most interesting or appealing dog snapshots. Closes weekly on Friday following program. Sponsor, Spratt's Patent, Ltd.

**6:45 p. m.**, NBC-WEAF network, Wendell Hall, the "Red-Headed Music Mak-

# Contests on the Air

er." Prizes: Five \$50 17-jewel wrist watches for five best jingles Mr. Hall can sing to "It Ain't Gonna Rain No More." Sponsor, F. W. Fitch Co.

### WEDNESDAY

**9:15 a. m.**, NBC-WJZ network, Madame Sylvia's "Movietime in Hollywood." Prizes: Three copies weekly of dresses worn by Hollywood stars in current motion picture films. Nature, letter-writing. Sponsor, Ralston Purina Mills.

### FRIDAY

**7:30 p. m.**, CBS-WABC network, "True Story of Human Relations." Rebroadcast 10:30 p. m. Weekly contest. Prizes: 4-door sedan and \$100 all-wave receiving set. Nature, best verdict re case broadcast. Sponsor, MacFadden Publications.

### THROUGH THE WEEK

**9:30 a. m.**, Monday to Friday inclusive, NBC-WJZ network, "Today's Children." Prizes: 1st, \$3,000; 2nd, \$1,000; 3rd, \$500; 615 others of \$100, \$50, \$25, \$10 and \$5, totaling \$10,000. Nature, name favorite dessert of "Bob" of "Today's

Children" cast. Closing date, October 15. Sponsor, Pillsbury Flour Mills Co.

**10 a. m.**, Wednesday and Friday, CBS-WABC network, "Cooking Close-Ups." Same contest as listed for "Today's Children."

**2 p. m.**, Monday, Wednesday and Thursday, NBC-WEAF network, "Dreams Come True." Prizes: 1st, \$1,000 annually for life or \$10,000 in cash in one lump sum; 2nd, \$1,000; 3rd, \$750; 4th, \$250; next 50 prizes, \$100 each; next 500 prizes, \$10 each. Nature, letter-writing. Open to women only. Closing date, October 15. Sponsor, Procter and Gamble Co.

### ON INDEPENDENT STATIONS

**KRLD**, Dallas, Texas, Tuesday, 6:45 p. m., Republic Life Ins. Co. program. Prize: Expenses for two people on vacation trip to Davis Mountains. Nature, best letter of 100 words or less on "Why I Believe in Life Insurance." Sponsor, Republic Life Ins. Co.

WFAA, Dallas, Texas, Tuesday and

Friday at 10:45 a. m., "Women's Mirror" program. Prizes: \$2.50 for best title for a song.

WFAA, Dallas, Texas, Monday and Thursday at 5 p. m., "Paper Moon," murder drama. Unannounced prizes for best pre-climax solutions to mystery.

You'll enjoy



**RED DAVIS**

**TONIGHT**

**NBC-WJZ NETWORK**  
COAST-TO-COAST  
and every MON., WED.  
and FRI. NIGHT

## Bandstand and Baton

**FRANKIE MASTERS** IS now one of the top band attractions in the country. His engagements at the College Inn in Chicago, and the Canadian Club on the World's Fair grounds, have proven that the patrons go for his winsome smile and danceable music. And even more recent stage shows demonstrated his ability in this field.

Frankie uses nine instrumentalists and two vocalists in his orchestra. *Howard Barkell*, *Lix Ripley*, *Carl Bean* and *George Poole* play sax and clarinet. Ripley also plays the flute. Poole doubles on violin, trumpet and melophone, and Bean does much of the arranging.

*Ralph Copsey* is trombonist, *Don Woodville* and *Charlie Tombarino*, trumpeters. Tombarino also fiddles. *Dick Kissinger* is the bass player, *Paul McKnight* the drummer, and *Harold Wright* the pianist. *Jack Powell* does the hi-de-ho singing and *Alan Rogers* is lyric tenor.

Frankie opens October 20 at the Club Forest, New Orleans, for the winter season, with broadcasts over WDSU.

*Chicago last week at the Joseph Urban room of the Congress Hotel. Hidden deep in the recesses of his "no-brass" orchestra, a trumpet player bobbed up for occasional leads. But it's a swell band and promises to entertain NBC listeners right well.*

**ISHAM JONES'** entrance into the automotive industry, via Tuesday night CBS chains, marked the third successive winter of commercial broadcasting for this ex-coal miner. Isham has augmented his band to 20 pieces, and promises to revive popular melodies of some years ago, including many of his own compositions. Completely dropped now are his recent plans to go into the booking business.

**TED WEEMS** cut his thirty-third birthday cake not so long ago. Ted begins the thirty-third week of his current stay at Chicago's Palmer House next Thursday and nobody is going to let him leave for a long time. Weems is "aces" with the boys around Chicago, and his WGN broadcasts make him "aces" with the fans, too.

theaters in the East for the time being, broadcasting his commercial shows in different cities while en route. Shortly he treks for Hollywood and another Paramount film.

**RICHARD HIMBER AND HIS**

**STUDEBAKER CHAMPIONS** with *Joey Nash*

**MONDAY 7:00 P.M.** Central Standard Time

NBC—including WKY — KVOO  
WBAP — KPRC — WOAI — KTBS

Tune in on

**BLOCK & SULLY**  
**GERTRUDE NIESEN**  
**LUD GLUSKIN**  
and His Continental Orchestra

**MONDAYS 8:30 P. M.** CS Time  
COLUMBIA NETWORK

**EX-LAX — THE CHOCOLATED LAXATIVE**

*HENRY KING* debuted his band in Chi-

*BEN BERNIE* continues to play around

**7:15 P.M.**  
CBS—Edwin C. Hill, News: KMBC  
KMOX  
CBS—Mary, Jeanne & Joe: WIBW  
KOMA KTUL KRLD  
KSL—Tarzan, sketch  
KGBX—After Dinner Music  
WSM—Lasses and Honey  
WSMB—Ambassadors  
WWL—Sons of Pioneers

**7:30 P.M.**  
NBC—Garden Concert: WDAF WLW  
★ CBS—Josef Pasternack's Orchestra:  
KMBC WIBW KSL KMOX KTUL  
KLZ WDSU KRLD  
NBC—King's Guard Quartet: WREN  
WLS WSM WOAI KTBS WKY  
KWK WSMB KPRC  
KFI—Variety Prgm.  
KGBX—Kampus Kids  
KOA—Pick and Pat  
KOB—Anson Weeks' Orchestra  
WFAA—Old Mill Melodies  
WWL—The Pickard Family

**7:45 P.M.**  
★ NBC—Broadcast from Schooner Seth  
Parker: WLS KVOO KOA WREN  
WSM WKY WSMB WOAI KPRC  
KGBX—Castles in Music  
KFI—Little Orphan Annie (NBC)  
KOB—Behind the News  
WLW—"Smilin' Ed" McConnell, songs

**8:00 P.M.**  
NBC—Greater Minstrels: WSMB WLS  
KOA WOAI WLW KTBS KVOO KFI  
KWK WKY WFAA KPRC WREN  
KTHS  
CBS—Rosa Ponselle; Andre Kostelanetz' Orch.: KMOX KOMA WIBW  
KSL KMBC KRLD KLZ KTUL  
WDSU  
NBC—Harry Horlick's Gypsies: WDAF  
KGBX—World Revue

*Programs to Be Heard*

KOB—Roy Smith, Whispering Tenor  
WSM—Texas Christian U. Program

**8:15 P.M.**  
WWL—The Apple Knockers

**8:30 P.M.**  
★ CBS—EX-LAX PRESENTS GERTRUDE NIESEN, songs; Lud Gluskin's Orch. with Chiquita; Block & Sully, comedians: KMOX KMBC KLZ KSL WDSU  
★ NBC—House Party; Donald Novis, tenor; Joe Cook, comedian; WSMB WKY WFAA WOAI KOA WLW WDAF KFI KTBS WSM KVOO KPRC  
NBC—Princess Pat Players: WENR WREN KWK  
KGBX—Musical Auction  
KOB—K Circle B Serenaders  
★ WGN—HORLICK'S MALTED MILK Presents Lum and Abner, sketch

**8:45 P.M.**  
KGBX—Rhythm Encores  
WWL—Ring Out

**9:00 P.M.**  
CBS—Wayne King's Orchestra: WIBW KMBC KMOX KSL WDSU KRLD KLZ  
NBC—America in Music: WREN WENR KWK  
NBC—Contented Program: WDAF WLW KOA KFI WSM KPRC WOAI WFAA WKY  
KGBX—Dance Music  
KOB—Coleman Cox  
WSMB—Ambassadors  
WWL—Variety Program

**9:15 P.M.**  
KGBX—News

**Monday, Oct. 15**

KOB—Public Health Talk  
WSMB—Ray McNamara, pianist  
WWL—Musical Quarter Hour

**9:30 P.M.**  
NBC—Demi-Tasse Revue: WREN KFI  
CBS—Emery Deutsch's Gypsy Violin:  
KMBC KTUL KOMA KRLD WDSU  
NBC—Donald Richberg, talk: KTBS  
WENR WKY WSM KWK WSMB  
KGBX—Dance Orchestra  
KMOX—Rita Rogers  
KOA—Gus Arnheim's Orchestra  
KOB—Johnny Floyd's Orchestra  
KSL—The Skiles Family  
WDAF—The Forty-Niners  
WFAA—Club Aguilera Recital  
WLW—Follies; Orchestra  
WOAI—Gebhardt's Orchestra

**9:45 P.M.**  
NBC—Democratic-Republican Series:  
KTBS WKY WSM WENR  
CBS—Public Health Program: WIBW  
KOMA KTUL KLZ KRLD  
KGBX—Rhythm Encores  
KMOX—Tin Pan Alley  
KSL—Comedy Stars of Hollywood  
WDAF—Red Davis, sketch  
WSMB—Jules Baduc's Orchestra

**10:00 P.M.**  
CBS—Myrt & Marge, sketch: KRLD  
KOMA KLZ—KSL KMOX KMBC  
KFAB WDSU  
NBC—Amos 'n' Andy: WSM KFI  
KPRC KOA WSMB KTBS WOAI  
WKY WDAF KWK WBAP WREN  
WENR  
WLW—Conservatory of Music

**10:15 P.M.**  
CBS—Henry Busse's Orch.: KFAB

*Continued from Preceding Page*

NBC—Gene & Glenn, comedy: WSM  
KTBS WOAI KTHS WSMB WBAP  
KOA KPRC KFI WDAF  
CBS—Edwin C. Hill, news: KSL KLZ  
NBC—Hal Kemp's Orch.: WREN  
WENR  
KMBC—Rhythm Encores  
KMOX—Sports Review; Organ Recital

**10:30 P.M.**  
NBC—Garden Concerts: KOA KFI  
NBC—Jolly Coburn's Orch.: WREN  
WKY KTBS KTHS KWK KPRC  
CBS—Leon Belasco's Orch.: KOMA  
KFAB KMBC KTUL KRLD WIBW  
KSL—Jamboree  
WDAF—Sports; Milan Manale, violin  
WENR—The Hoofinghams, sketch  
WLW—Dance Orchestra  
WOAI—Freddy Bergin's Orchestra  
WSM—Francis Craig's Orchestra  
WSMB—Pinky's Orch.

**10:45 P.M.**  
CBS—Herbie Kay's Orch.: KRLD  
KMBC WIBW KMOX KTUL KLZ  
KOMA WDSU  
WENR—Don Pedro's Orch.  
WGN—Johnny Hamp's Orchestra  
WSMB—Jolly Coburn's Orch. (NBC)

**11:00 P.M.**  
NBC—Guy Lombardo's Orch.: KOA  
KWK WREN WSM WOAI KTHS  
KTBS WLW WSMB WKY KPRC  
CBS—Dan Russo's Orch.: KOMA  
KMOX KTUL KFAB KMBC WIBW  
KFI—The Show (NBC)  
WBAP—Buddy Fisher's Orchestra  
WDAF—Dance Orchestra  
WENR—George Olser's Orch.  
WLW—Dance Orchestra

**11:15 P.M.**  
KLZ—Dan Russo's Orch. (CBS)

**11:30 P.M.**  
NBC—Angelo Ferdinand's Orch.: WREN  
NBC—Anson Weeks' Orch.: WKY  
WENR WSMB KTHS WSM KPRC  
WLW KTBS WDAF KOA WOAI  
CBS—George Hall's Orch.: KTUL  
KFAB KOMA KLZ KMBC WIBW  
KMOX  
KSL—Pinto Pete's Ranch Boys

**11:45 P.M.**  
KMOX—When Day is Done, Organ  
KSL—Milt Taggart's Orchestra

**12:00 Mid.**  
★ NBC—STUDEBAKER CHAMPIONS Present Richard Himber's Orch.; Joey Nash, vocalist: KOA  
NBC—Stan Myers' Orch.: WENR  
KFI—Richfield Reporter  
KSL—Merle Carlson's Orchestra  
WGN—Midnight Flyers, Kay Kyser's Orchestra  
WLW—Moon River, organ and poems

**12:15 A.M.**  
KFI—Red Davis (NBC)  
KOA—Rudy Segar's Orchestra  
KSL—Joe Sullivan, pianist

**12:30 A.M.**  
NBC—Paul Pendarvis' Orchestra: KWK  
KFI—Dance Orchestra (NBC)  
KOA—Marshall Maverick's Orchestra  
KSL—Vincent Lopez' Orchestra  
WENR—Noble Sissle's Orchestra

**12:45 A.M.**  
KSL—Variety Prgm.

**1:00 A.M.**  
KFI—Dance Orchestra

**1:30 A.M.**  
KFI—Jimmy Grier's Orchestra

# Programs for Tuesday, October 16

Star ★ Indicates High Spot Selections

**5:30 A.M.**  
 KMOX—Home Folks Hour  
 WLW—Top o' the Morning

**6:00 A.M.**  
 KMBC—△ Morning Devotions  
 KMOX—Riddles and Grins  
 WDAF—Over the Coffee Cups  
 WLW—△ Family Prayer Period  
 WSM—Open Your Eyes

**6:15 A.M.**  
 WLW—△ Morning Devotions

**6:30 A.M.**  
 KMOX—Melody Weavers and Skeets  
 WDAF—Over the Coffee Cups  
 WLW—Salt and Peanuts  
 WSM—Rise and Shine

**6:45 A.M.**  
 NBC—Pollock and Lawnhurst: WLW  
 KMBC—Tex Owens, songs  
 KMOX—Swanee String Sextet  
 WDAF—△ Morning Bible Lesson  
 WFAA—Peg Moreland, songs

**7:00 A.M.**  
 NBC—Richard Leibert, organist:  
 WLW  
 NBC—Morning Devotions: WREN  
 KTHS KTBS KVOO WKY KWK  
 WOAI

KMBC—Musical Time  
 KMOX—Mountain Minstrels  
 WDAF—Musical Clock  
 WFAA—Early Birds & Jimmie Jefferies  
 WLS—News; Julian Bentley

**7:15 A.M.**  
 NBC—The Sizzlers Trio: KTHS  
 WREN KTBS KVOO WKY KWK  
 KMOX—Tick-Tock Revue  
 WLS—Arkansas Woodchopper  
 WOAI—Hearts Delight Millers

**7:30 A.M.**  
 NBC—Cheerio: WLW WSM WSMB  
 KTBS WKY KTHS WOAI  
 NBC—Lew White, organist: WREN  
 KWK

KMBC—News Flashes  
 KSL—Morning Musicale  
 WDAF—Over the Coffee Cups  
 WLS—△ Morning Devotions

**7:45 A.M.**  
 KMBC—Musical Time  
 WLS—Jolly Joe's Pals

**8:00 A.M.**  
 NBC—Breakfast Club: KTHS KTBS  
 WSMB WREN KPRC KVOO KOA  
 KOA

CBS—Happy Days Revue: KOMA  
 KFAB KMOX KLZ KTUL KRLD  
 KSL

WFAA—Brightsiders Song & Ste—  
 WLS—Spararibs' Fairy Tales  
 WLW—Joe Emerson, Hymns  
 WSM—Leon Cole, organist  
 WWL—James Willson, hymns

**8:15 A.M.**  
 NBC—Breakfast Club: WSM WKY  
 KSL—Morning Watch  
 WFAA—Southwesters; Frank Monroe,  
 Tenor & Orchestra  
 WLS—Hoosier Hot Shots and Arkie  
 WLW—Jimmy Arlen, baritone

**8:30 A.M.**  
 NBC—Eva Taylor, songs: WDAF  
 KMOX—Happy Days: WIBW WDSU  
 KPRC—Breakfast Club (NBC)  
 KMBC—Musical Time  
 KMOX—The Cornhuskers  
 WBAP—Between Us  
 WLS—Ford Rush  
 WLW—Mail Bag

**8:45 A.M.**  
 NBC—Allen Prescott: WDAF  
 KMOX—Fashion Parade  
 KWK—The Breakfast Club (NBC)  
 WLS—Morning Minstrels  
 WLW—Jimmy Arlen, baritone

**9:00 A.M.**  
 NBC—News; Breen and de Rose:  
 KWK WDAF  
 CBS—News: Bluebirds: KTUL KLZ  
 KOMA KRLD WIBW KMOX WDSU  
 NBC—Edward MacHugh, baritone:  
 WOAI WREN WSMB WSM KVOO  
 KTBS KOA KTHS WKY KPRC

KMBC—Fashion Flashes  
 KSL—Advertisers' Revue  
 WBAP—The Jewel Gems  
 WLS—The Westerners  
 WLW—Organ Recital  
 WWL—Musical Clock

**9:15 A.M.**  
 CBS—Bill and Ginger, songs: KFAB  
 KOMA KTUL  
 NBC—Clara, Lu 'n' Em, gossip: WLW  
 KPRC WDAF WSM WOAI WKY  
 KVOO WSMB WBAP WGN  
 NBC—Castles of Romance: WREN  
 KOA KWK

KMBC—Melody in the Morning  
 KMOX—Norman Paule and Organ  
 WWL—Souvenirs

**9:30 A.M.**  
 CBS—Madison Ensemble: KLZ KOMA  
 KMBC WDSU  
 NBC—Morning Parade: WSM  
 NBC—Today's Children: WKY KWK  
 WBAP WREN KPRC WLS WOAI  
 KMOX—Let's Compare Notes  
 KOA—Breakfast Guest

WDAF—Variety Hour  
 WLW—Livestock  
 WSMB—Jean Abbey  
 WWL—Morning Musical

**9:45 A.M.**  
 NBC—News; Radio Kitchen: WREN  
 KTHS KTBS WBAP KVOO WKY  
 KPRC WOAI WSM KOA WSMB  
 NBC—Morning Parade: WDAF  
 CBS—Madison Ensemble: KMOX  
 KFAB KTUL KRLD  
 KSL—Morning Melodies  
 WLS—The Dean Boys  
 WLW—News; Nora Beck Thuman

**10:00 A.M.**  
 NBC—The Honeymooners: WSM KWK  
 KTBS KVOO KTHS WBAP WKY  
 WOAI  
 NBC—Galaxy of Stars: WDAF KOA  
 WLW  
 CBS—Mary Lee Taylor, talk: WDSU  
 KTUL KLZ KMBC KMOX KRLD  
 KOMA  
 KSL—Ensemble Music  
 WLS—Shoppers' Service  
 WREN—Eb and Zeb, comedy sketch  
 WSMB—Health Exercises  
 WWL—Marvin & His Merry-makers

**10:15 A.M.**  
 CBS—Melody Parade: KMOX KFAB  
 KOMA KRLD KTUL WDSU KSL  
 KLZ  
 NBC—Your Child: WDAF WKY KTHS  
 KPRC KVOO KOA KTBS WOAI  
 NBC—Tony Wons, philosopher: WSMB  
 WREN KWK  
 WBAP—Markets  
 WLS—Book House  
 WLW—The Texans, trio  
 WSM—String Ensemble

**10:30 A.M.**  
 NBC—Three Shades of Blue: WDAF  
 CBS—U. S. Navy Band: WDSU KRLD  
 KTUL KMBC KSL KFAB KRLD  
 NBC—U. S. Marine Band: KTBS KOA  
 WSMB KTHS KPRC WFAA KVOO  
 WREN WKY WSM KWK WOAI  
 WLW

KMOX—Just Susie, drama  
 WGN—Phil Kolar, baritone  
 WLS—Today's Kitchen  
 WWL—"Gaga" and the Barker

**10:45 A.M.**  
 NBC—Al Bernard: WDAF  
 CBS—U. S. Navy Band: KMOX  
 KOMA  
 KSL—Mary Lee Taylor and Bennie  
 Walker

**11:00 A.M.**  
 NBC—Josephine Antoine, soprano:  
 WDAF  
 CBS—Voice of Experience: KMOX  
 KSL KLZ WDSU KMBC  
 WLW—Prairie Symphony  
 WWL—Quality Club

**11:15 A.M.**  
 CBS—Connie Gates, songs: WDSU  
 KOMA KMBC KTUL  
 KMOX—Curious Questions  
 KSL—Jennie Lee  
 WDAF—Service Reports  
 WFAA—Wanderers; Songs  
 WLS—Sodbusters and Arkie  
 WLW—Livestock

**11:30 A.M.**  
 NBC—Farm and Home Hour: WREN  
 WKY WSM WSMB KWK WOAI  
 KOA KPRC KTBS WFAA KVOO  
 KTHS WDAF WLW  
 CBS—Al Kavelin's Orchestra: KTUL  
 KSL KLZ KRLD KOMA KMBC  
 WDSU  
 KMOX—Magic Kitchen  
 WLS—Mrs. Anna J. Peterson

**11:45 A.M.**  
 WGN—June Baker, economist  
 WLS—Markets; News  
 WWL—Farm and Home Hour

## Afternoon

**12:00 Noon**  
 CBS—George Hall's Orchestra: KTUL  
 WDSU  
 CBS—Just Plain Bill: KMOX KSL  
 KLZ  
 KASA—Around the District with the  
 Bell Oilers  
 KMBC—Tex Owens, songs  
 KOB—Anson Weeks' Orchestra  
 KWTO—Sully's Radiatorial  
 WFAA—Markets; R. J. Murray  
 WLS—The Old Music Chest  
 WWL—Radio Salute

**12:15 P.M.**  
 CBS—George Hall's Orch.: KLZ KSL  
 KOMA  
 KMBC—The Sunbonnet Girls  
 KMOX—Piano Interlude; Report  
 KOB—Home Maker's Program  
 KWTO—Luncheon Music  
 WFAA—Ezra & Uncle Zeke  
 WLS—Prairie Farmer Dinnerbell

**12:30 P.M.**  
 NBC—Vic and Sade, sketch: WREN  
 WSMB KTBS KTHS WKY KWK  
 KOA  
 CBS—Esther Velas' Ensemble: KMBC  
 KLZ KSL KTUL KOMA WDSU  
 KRLD  
 KMOX—Ozark Mountaineers  
 KWTO—News  
 WBAP—W. Lee O'Daniel's Doughboys  
 WDAF—Melody Parade  
 WGN—△ Mid-day Service  
 WLS—Jim Poole; Livestock  
 WLW—Gene Burchell's Orchestra  
 WOAI—Light Crust Doughboys  
 WSM—Markets  
 WWL—Musical Program

**12:45 P.M.**  
 CBS—Pat Kennedy; Art Kassel's Orch.:  
 KMOX  
 NBC—Beulah Croft, songs: WSM  
 WSMB WREN  
 KWTO—Ozarkanna Corners  
 WBAP—Dance Orch.  
 WDAF—Dance Orch.  
 WLW—Dance Orchestra  
 WOAI—Crazy Band  
 WWL—Dance Orchestra

**1:00 P.M.**  
 NBC—Crosscuts from Log of Day:  
 KOA KWK WKY WSM KTBS  
 KVOO WSMB WREN  
 CBS—Eton Boys: WDSU KLZ KMBC  
 KMOX KSL KRLD KTUL  
 T. N.—Chuck Wagon Gang: WBAP  
 WOAI  
 KOB—Motor Patrol Broadcast  
 WDAF—Dion Kennedy, organist  
 WLS—Hoosier Hot Shots  
 WLW—Ohio School of the Air  
 WWL—News Parade

**1:15 P.M.**  
 CBS—Orientale: KSL KRLD KTUL  
 KMBC KOMA WDSU KLZ  
 KMOX—Exchange Club  
 KOB—Home and Farm Hour  
 KWTO—Musical Moments  
 WBAP—Los Trovadores  
 WLS—Rangers & John Brown  
 WOAI—Mack Rogers' Orch.  
 WWL—Variety Program

**1:30 P.M.**  
 CBS—Artist Recital: KFAB KOMA  
 KSL KTUL KMOX WDSU KLZ  
 KRLD  
 NBC—King's Guard Quartet: KTBS  
 KWK WDAF WSM WBAP KVOO  
 NBC—Smack Out: WREN WSMB  
 KOA—Service Program  
 KRLD—△ Radio Revival  
 KWTO—Lotus Land  
 WLS—Grain Market; Announcement  
 WWL—News

**1:45 P.M.**  
 NBC—Nellie Revell at Large: WREN  
 WKY WSM KTBS  
 NBC—Judy and Jane, sketch: WDAF  
 WBAP WOAI WKY  
 NBC—Gus Van songs: WLW WSMB  
 KVOO  
 KOB—Eb and Zeb  
 KWTO—Roy Queen's Rangers  
 WLS—George Simons, tenor  
 WWL—The Light Crust Doughboys

**2:00 P.M.**  
 NBC—Dance Orchestra: KTBS KPRC  
 WKY  
 NBC—Ma Perkins, sketch: WSM WLW  
 KOA  
 CBS—Metropolitan Parade: KMBC  
 KMOX WDSU KTUL KFAB KOMA  
 KRLD  
 KSL—Payroll Builder  
 KWTO—Vocal Varieties  
 WBAP—Markets  
 WDAF—Aunt Sammy's Chat  
 WLS—Homemakers' Hour  
 WSMB—Dance Music  
 WWL—Krauss Program

**2:15 P.M.**  
 NBC—The Wise Man, drama: WDAF  
 CBS—Metropolitan Parade: KLZ  
 WIBW  
 KMOX—Dynamite Jim  
 KWTO—Chronicles  
 WLS—Fanfare  
 WLW—Buddy Ransom, songs  
 WSMB—The Wise Man, drama  
 WWL—Eddy Hour

**2:30 P.M.**  
 NBC—Song of the City: WDAF WLW  
 CBS—Ann Leaf, organist: KTUL  
 KMOX KOMA KLZ KRLD WIBW  
 WDSU  
 NBC—Music Magic: KPRC KVOO  
 WSM WBAP KWK KTBS WSMB  
 WKY  
 KMBC—Magazine of the Air  
 KSL—Utah College Prgm.  
 KWTO—Organ  
 WLS—R. T. Van Tress  
 WWL—Dance Orchestra

**2:45 P.M.**  
 CBS—Ann Leaf, organist: KSL

WBAP—Markets  
 WDAF—Woman's Radio Review  
 (NBC)  
 WLS—Louise Massey; Organist  
 WLW—News

**3:00 P.M.**  
 CBS—Visiting America's Little House:  
 KTUL KLZ KFAB KOMA KRLD  
 NBC—Chick Webb's Orch.: WSMB  
 WSM  
 NBC—Betty and Bob, drama: KPRC  
 KOA KVOO KWK WENR WKY  
 WFAA WDAF WOAI  
 KMOX—The Laugh Clinic  
 KSL—Payroll Builder  
 KWTO—Rainbow Hawaiians  
 WLW—The Life of Mary Sothern  
 WREN—Hollywood Hilarities  
 WWL—Merchants' Express

**3:15 P.M.**  
 CBS—Poetic Strings: KTUL KOMA  
 KRLD  
 NBC—Platt and Nierman, piano duo:  
 KTBS WFAA WREN KPRC KOA  
 KWK  
 KWTO—Slim and Shorty  
 WDAF—Dance Orch.  
 WENR—Program Preview  
 WLW—Ponce Sisters, duo  
 WOAI—Stock Quotations

**3:30 P.M.**  
 NBC—Ma Perkins, sketch: WDAF  
 WFAA KTBS KPRC WOAI KVOO  
 WENR WKY KOA  
 CBS—Dick Messner's Orch.: KOMA  
 KRLD KMBC KFAB KSL WDSU  
 NBC—Palmer Clark's Orch.: WREN  
 WSMB KWK  
 KWTO—Reflections of Romance  
 WLW—Betty and Bob, sketch

**3:45 P.M.**  
 NBC—Adventures on Mystery Island:  
 WDAF WENR  
 CBS—Dick Messner's Orch.: WIBW  
 KTUL  
 NBC—Palmer Clark's Orch.: KPRC  
 KVOO KTBS KOA WKY WOAI  
 KWTO—Musical Melodies  
 WFAA—Concert Group  
 WLW—Monkey Hollow, comedy

**4:00 P.M.**  
 NBC—George Sterney's Ensemble:  
 WDAF WENR KOA  
 CBS—Along the Volga: KFAB WDSU  
 KLZ KMBC KTUL KOMA WIBW  
 KSL  
 NBC—Your Health: WSM KVOO  
 KTBS WREN WFAA WENR KWK  
 WKY WOAI  
 KMOX—Piano Recital  
 KWTO—Classified Ads  
 WSMB—Herbie Pell's Orch.  
 WWL—Ed Larman, organist

**4:15 P.M.**  
 CBS—Gracie Dunn, songs: KTUL  
 KRLD KLZ KOMA  
 NBC—Jackie Heller, tenor: WSM  
 KVOO KTBS WSMB WREN WFAA  
 WENR WKY KWK KOA WOAI  
 KMOX—The Window Shoppers  
 KSL—Dental Clinic  
 KWTO—Bridge Party Tunes  
 WLW—Tim Healy

**4:30 P.M.**  
 NBC—Radio Charades: WSM WDAF  
 WKY KOA KPRC KTBS WSMB  
 WOAI  
 NBC—Singing Lady: WLW  
 CBS—Milton Charles, organist:  
 KMBC KOMA KRLD KLZ KSL  
 KMOX—The Nordmans  
 KWTO—Sport Briefs; Markets  
 WENR—Maurie Sherman's Orchestra  
 (NBC)  
 WFAA—Social Welfare  
 WREN—News  
 WWL—Geo. Wagner's Orchestra

**4:45 P.M.**  
 CBS—Miniatures: KRLD KOMA  
 NBC—Nursery Rhymes: WFAA KTBS  
 WKY WDAF WOAI WSM WSMB  
 NBC—Ranch Boys: WENR WREN  
 KMOX—Georgia Erwin; Sports  
 KWTO—Tunerville Triplets  
 WLW—Jack Armstrong, sketch

**5:00 P.M.**  
 NBC—Johnny Johnson's Orch.: WSM  
 WFAA KVOO KPRC  
 CBS—Men of Notes: KOMA KTUL  
 KSL KLZ KMBC KRLD  
 NBC—Dick Steele: WDAF  
 NBC—Xavier Cugat's Orch.: WENR  
 KWK KTBS WSMB WKY WOAI  
 KOA  
 KMOX—Three Brown Bears  
 KWTO—Early Dinner Music  
 WLW—Music by Divano; Trio  
 WREN—The Thrill Hunter  
 WWL—Henry and Minerva

**5:15 P.M.**  
 CBS—Sis Mirandy: KRLD KOMA KLZ  
 KMBC KSL  
 NBC—Mid-week Hymn Sing: KTBS  
 KVOO KOA WOAI WKY WSMB  
 KPRC

CBS—Skippy: KMOX  
 WDAF—Service Reports; Sports  
 WENR—Mysterious Island  
 WFAA—Twilight Serenaders  
 WLW—Murray Horton's Orchestra  
 WREN—Xavier Cugat's Orch. (NBC)  
 WSM—Financial News  
 WWL—Vic Ledbetter

**5:30 P.M.**  
 ★ NBC—News; Dorothy Page, soloist:  
 WREN KOA WSMB KPRC KTBS  
 WOAI WKY KWK  
 CBS—Jack Armstrong: KMOX  
 NBC—News; Mary Small, songs:  
 WDAF  
 KMBC—Big Brother Club  
 KOMA—Happy Green (CBS)  
 KSL—Junior Hour  
 KWTO—Sports Revue  
 WBAP—Robin Hood  
 WENR—What's the News  
 WLW—Bob Newhall, sketch  
 WSM—Freddie Rose, pianist  
 WWL—J. Paul Du Rapo

**5:45 P.M.**  
 CBS—Joe Haymes' Orch.: WDSU  
 NBC—Lowell Thomas, news: WLW  
 NBC—Orphan Annie: WGN WENR  
 WBAP KTBS KPRC WSM WOAI  
 WSMB WREN WKY KWK  
 NBC—Happy Jack: WDAF  
 KMOX—Four Shamrocks; Orchestra  
 KOA—Microphone News  
 KOMA—Edw. Wurtzsch's Orchestra  
 KWTO—Dinner Music

## Night

**6:00 P.M.**  
 NBC—Amos 'n' Andy: WLW WENR  
 NBC—Gould and Shefter: KTBS  
 WOAI  
 CBS—Dan Russo's Orch.: KTUL KLZ  
 KMBC  
 NBC—Grace Hayes, songs: KOA  
 WDAF  
 KFI—Nick Harris' Program  
 KMOX—Adventures of Jimmy Allen  
 KSL—Town Crier  
 KWTO—News  
 WBAP—Three Rogues of Rhythm  
 WSM—Library Talk  
 WSMB—Tarzan, drama  
 WWL—Robinson's Hummin' Four

**6:15 P.M.**  
 CBS—Dan Russo's Orch.: KMOX  
 KOMA  
 CBS—Just Plain Bill: KTUL  
 NBC—Don Pedro's Orch.: KOA KFI  
 NBC—Tintype Tenor: WREN WSM  
 WSMB KTBS WENR KWK  
 KASA—Views of Today's News  
 KWTO—Dinner Music  
 WBAP—Lumberman's Association  
 WDAF—Adventures of Jimmy Allen  
 WFAA—Friendly Builders

★ WLW—HORLICK'S MALTED MILK  
 Presents Lum and Abner, sketch  
 WOAI—Belcano Quartet  
 WWL—Linda Ray

**6:30 P.M.**  
 ★ NBC—Musical Memories; Edgar A.  
 Guest and Co.: WENR KWK WREN  
 NBC—You and Your Government:  
 WDAF KTBS WSM KOA WSMB  
 WDSU KRLD  
 CBS—Buck Rogers: KMBC KMOX  
 KFI—Wesley Tourtelotte, organist  
 KGBX—Around the Family Organ  
 KOB—Cecil and Sally  
 WLW—Southwind  
 WWL—Sons of Pioneers

**6:45 P.M.**  
 NBC—Frank Buck's Adventures: KOA  
 WDAF KVOO  
 CBS—Between the Book Ends: KLZ  
 CBS—Boake Carter, news: KMBC  
 KMOX  
 KGBX—Booster's Program  
 WFAA—Lonesome Cowboy  
 WLW—Unbroken Melodies  
 WOAI—Clem and Tina, the 49'ers  
 WSM—String Ensemble  
 WSMB—Dance Music  
 WWL—Dinner Hour; Salon Orchestra

**7:00 P.M.**  
 NBC—Crime Clues: WLS WREN KWK  
 KPRC WKY WLW  
 ★ CBS—Lavender and Old Lace;  
 Frank Munn, tenor: KMBC KMOX  
 NBC—Leo Reisman's Orch.; Phil Du-  
 ey, baritone: WDAF WBAP WSM  
 WSMB KTBS WKY  
 NBC—In a Garden: WOAI KPRC  
 KOA  
 KFI—Nomads  
 KGBX—Sully's Radio Spotlight  
 KOB—Spanish Program  
 KSL—Evening Melodies  
 WGN—Whistler and His Dog

**7:15 P.M.**  
 KGBX—Dinner Music  
 KLZ—Carlos Molina's Orch. (CBS)  
 KSL—Tarzan, sketch  
 WDAF—Winthrop Williams  
 WWL—Sons of Pioneers

The time is nearing when a certain contract expires. Thousands of cultivated musicians and millions of plain Americans are hoping it will be renewed. For *Ernestine Schumann-Heink* has carried her message of life and life renewed into homes everywhere. And out of gratitude to her sponsor, more and more listeners have bought his products.

Few programs in recent months have demonstrated the clearly commercial benefits of the radio as has *Schumann-Heink's*. "And I love it," she says, "to think that in my last years I can bring joy and happiness to so many . . ."

"Young singers often write me, and ask about their work, and the proper methods of singing. Tell them this for me: Singers should not 'feel' their vocal chords. They must not think voice or 'follow a method.' Of course, they need to practice and remember that scales are their daily



ED WYNN

In a new musical setting, but with his highly individual style of comedy, the "Fire Chief" is himself again under the auspices of his former sponsor. His program can be heard each Tuesday night at 8:30 (CST) over the NBC-WEAF network

# Music in the Air

By Carleton Smith

bread. And when singing they should not stretch their voices, nor give all of the voice out. They must hold much in reserve, but not let the listener be conscious of it. Rather, let him feel that they open their mouth gladly, breathe deeply, and sing as God gave them voice."

LETTERS AND TELEGRAMS expressing gratitude for the programs broadcast by *M. Isidor Philipp* and members of NBC's music staff have poured into the audience mail bureau. The "grand old man of French music" has, at 70, demonstrated the vigor and the power of his art, and has captivated listeners in all parts of the country who were glad to welcome the self-effacing musician and hear him present the rare classics of another time. His visit should do much to re-awaken our dormant interest in piano playing.

During October, *M. Philipp* is broadcasting talks on French music and on the art of piano playing. One of his best pupils, *MLLE. EMMA BOYNET*, will illustrate with a dozen or more pieces of modern French music. The lecture-recitals are scheduled for Mondays, October 15 and 22, and Thursdays, October 18 and 25 (NBC, all at 12:45 p. m.).

*M. Philipp* points out rightfully that all the great composers loved the piano. Nearly all of them composed for it. He regrets the fact that we hear its literature less and less frequently. And he says, "The radio is fantastic, an extraordinary miracle. It has done much for music, but it has removed, also, the incentive to personal effort. No longer does every home have a piano and a pianist. People forget, or do not realize, that to listen to music is one thing, and to play it is another. One should have the experience of doing the thing himself."

"I must tell you I like my American pupils. They have such open minds, and an enthusiasm, an energy, which I cannot find in Europe. Their 'will to do,' is spontaneous and they accept guidance readily. You know, all is not done by the teacher. We can analyze and encourage, but we cannot make the pupil do."

## General Motors

DR. FREDERICK STOCK, for nearly thirty years conductor of the Chicago Symphony orchestra, will direct the second broadcast of the General Motors Symphony orchestra (Sunday, NBC at 7 p. m.). Acknowledged one of the finest conductors in the country, dependable, and above all

musicianly, *Dr. Stock* will be heard by all music-lovers.

On the same program will be heard *GRACE MOORE*, who has sung with the Metropolitan Opera Company and who has been highly successful in the movies.

October 21, *Otto Klemperer* will conduct, and *JASCHA HEIFETZ* will be the soloist. Other soloists for future weeks are *LILY PONS*, *LUCREZIA BORI*, *GERALDINE FARRAR*, *LAWRENCE TIBBETT*, *ALBERT SPALDING*, *RUGGIERO RICCI*, *JOSE ITURBI* and *HAROLD BAUER*.

## Program Details

SUNDAY, OCTOBER 14

NBC, 3:15 p. m. *Lilian Bucknam*, soprano. *Claire de Lune*; *Roses Breathe in the Night* by *Bauer*; *Lullaby of the Alps*; *Ein Schwan* by *Greig*.

NBC, 6:30 p. m. *Queenie Mario*, soprano. *Connais tu le pays*, from *Mignon*; *Shortnin' Bread*; *Tales from the Vienna Woods* by *Johann Strauss*.

MONDAY, OCTOBER 15

NBC, 12:45 p. m. *Isidor Philipp*, lecturer; *Emma Boynet*, pianist.

NBC, 9 p. m. "America in Music." *John Tasker Howard*, lecturer; Concert orchestra directed by *Thomas Belviso*, *Dandies* quartet.

TUESDAY, OCTOBER 16

NBC, 12:30 p. m. *Gordon String Quartet*. *Henri*

*Deering*, pianist. *Filippe Chignatti*, oboe. *Augustin Duques*, clarinet. *Frank Corrado*, horn. *Abe Reines*, bassoon. *Beethoven's Quartet in G Major*, opus 18, No. 2; *Beethoven's Quintet for piano and woodwinds in E Flat Major*, Opus 16.

WEDNESDAY, OCTOBER 17

NBC, 8:30 p. m. *John McCormack*, tenor. *Isle of Beauty*; *Who is Sylvia*; *Schubert's Ave Maria*; *Jeanie with the Light Brown Hair*; *As I Went A-Walking*; *Little Boy Blue*.

FRIDAY, OCTOBER 19

NBC, 9:30 p. m. *Gothic Chorists*, directed by *Walter Koons*. *Praise the Lord, O My Sou*; *Thou Knowest Lord*; *Mendelssohn's But the Lord is Mindful of His Own*, from *St. Paul*, and *Rise and Shine*.

SATURDAY, OCTOBER 20

NBC, 9:45 p. m. *Siberian Singers*, directed by *Nicholas Vasilieff*. *In the Cathedral*; *Blacksmiths*; *Volga Boatman*; *Dunya*.

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WGN — 8:30 C. S. T.  
WOR — 9:30 E. S. T.  
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## Tuesday, Oct. 16

Programs to Be Heard

Continued from Preceding Page

7:30 P.M.

★ NBC—Lawrence Tibbett, baritone: WREN WLS KOA KWK

★ CBS—Melodiana; Abe Lyman's Orch.: KMBC KMOX

★ NBC—Wayne King's Orch.: WSM WDAF KPRC WOAI WSMB WKY WBAP

CBS—Bob Price's Orch.: KOMA KLZ WIBW KRLD

KASA—Front Page Drama

KFI—Your Pal Jimmy

KGBX—Twilight Romance

KSL—Variety Prgm.

WLW—Musical Program

WWL—The Pickard Family

7:45 P.M.

NBC—Little Orphan Annie: KFI KOA

KOB—Behind the News

KSL—Krausemeyer and Cohen

8:00 P.M.

★ CBS—Bing Crosby and The Boswell Sisters: KRLD WDSU KMBC

KTUL KSL KMOX KLZ KMOX

NBC—Ben Bernie's Orch.: WBAP

KOA WOAI KTBS KVOO KPRC

KFI—Mountaineers

KOB—Hits In Review

WDAF—Variety Program

WLW—Melody Parade

WSM—Musical Prgm.

WSMB—Ray McNamara, pianist

WWL—Castro Caraza's Orchestra

8:15 P.M.

NBC—The Story Behind the Claim: WLS WREN

KFI—Charles W. Hamp

KGBX—Musical Headlines

WSMB—Ed Wheelahan, baritone

WWL—Melody Quarter Hour

8:30 P.M.

★ NBC—Ed Wynn, the Fire Chief; Graham McNamee; Eddy Duchin's

Orch.: WSMB KTBS KFI WSM

KTBS KPRC WOAI WBAP KVOO

WDAF KOA WKY

CBS—Isham Jones' Orch.: Mixed

Chorus; Guests: WDSU KMBC KSL

KMOX KRLD KTUL KFAB KLZ

KOMA

NBC—Hands Across the Border: KWK

WENR

KGBX—Melody Race

★ WGN—HORLICK'S MALTED MILK

Presents Lum and Abner, sketch

WLW—Cousin Bob

WREN—Doc Savage

8:45 P.M.

KGBX—Rhythm Encores

KOB—Hi-Hilarities

WREN—Hands Across the Border

(NBC)

9:00 P.M.

★ CBS—Walter O'Keefe; Glen Gray's

Orch.; Annette Hanshaw, vocalist:

KLZ KRLD KSL KMBC KOMA

WDSU KFAB KMOX KRLD

★ NBC—Beauty Box Theater: WLW

WSM KPRC WBAP WDAF KFI

KOA KTBS WSMB WKY WOAI

KTBS

KGBX—Dance Orch.

KOB—The Hawk

WWL—Willard Serenader

9:15 P.M.

KGBX—News

WWL—Melody Weaver

9:30 P.M.

NBC—Tim and Irene's Sky Road Show:

WREN KWK

CBS—George Givot, comedian: KRLD

KLZ KTUL

KGBX—Song Bag

KMBC—Musical Cocktail; The Tattler

KMOX—Charles Kent and Singers

KOB—College Educational Program

KSL—The Skiles Family

WENR—Gene Arnold

9:45 P.M.

CBS—George Givot: KMBC WIBW

KOMA

KMOX—Tin Pan Alley

KSL—Origin of Superstition

WENR—Gene Arnold

10:00 P.M.

NBC—Willard Robison's Orch.: WLW

NBC—Amos 'n' Andy: KTHS WREN

WKY WSM KWK WSMB WOAI

KOA KFI WDAF WFAA KPRC

WENR

CBS—Myrt and Marge, sketch: KOMA

KMBC KMOX KSL KFAB WDSU

KLZ KRLD

10:15 P.M.

NBC—Robert Royce, tenor: KWK

WENR WREN

CBS—Harry Salter's Orch.: WIBW

KLZ KTUL KFAB KRLD

NBC—Gene & Glenn, comedy: WSM

WKY KFI KTHS KOA WFAA

KPRC WDAF KTBS WOAI WSMB

KMBC—Rhythm Encores

KMOX—Smith Ballew's Orchestra

KSL—Mirth Parade

10:30 P.M.

NBC—D'Orsey Brothers' Orch.: WKY

WREN KTBS WSM KTBS KWK

KPRC

CBS—Henry Busse's Orch.: KFAB

KLZ KRLD KOMA KMBC WIBW

WDSU

NBC—Leo Reisman's Orch.; Phil Du-

ey, soloist: KOA

KFI—Death Valley Days

KSL—Variety Program

WDAF—Billy Carelton

WENR—The Hoofinghams, sketch

WFAA—Jay Burnett, songfellow

WGN—Wayne King's Orchestra

WLW—Dance Orchestra

WOAI—Orchestra and dramatic sketch

WSMB—Jules Baduc's Orchestra

10:45 P.M.

CBS—Henry Busse's Orch.: KMOX

KSL

NBC—D'Orsey Bros.' Orch.: WFAA

WSMB

KSL—Melodies

WDAF—The Play's the Thing

WENR—Art Kassel's Orchestra

WGN—Jan Garber's Orchestra

11:00 P.M.

NBC—Archie Bleyer's Orch.: KWK

KTHS WREN WOAI KTBS WKY

KPRC WSM WSMB

CBS—Herbie Kay's Orch.: KFAB

WIBW KOMA KMBC KTUL KSL

KLZ

KFI—Ben Bernie's Orchestra (NBC)

KMOX—Joe Stovel's Orchestra

KOA—Comedy Stars of Hollywood

WDAF—Clarence Farrar

WENR—George Olsen's Orch.

WFAA—Richard Cole's Orchestra

WLW—Dance Orchestra

11:15 P.M.

KFI—Singing Service Men

KMOX—Mike Child's Orchestra

KOA—Musical Program

KSL—The Old Pipe Smoker

WDAF—Goldsborough & Reeves

11:30 P.M.

CBS—Enoch Light's Orch.: KLZ

KFAB KOMA WIBW KMOX KTUL

KMBC

NBC—Seymour Simons' Orch.: WKY

WLW KTBS KWK KTHS KOA

KPRC WREN WSMB WOAI WDAF

KFI—Leo Reisman's Orchestra; Phil

Duey (NBC)

WENR—Jess Hawkins' Orch.

WSM—Leon Cole, organist

11:45 P.M.

KMBC—Gene Quaw's Orchestra

KMOX—When Day is Done, organ

KSL—Mary and John

12:00 Mid.

NBC—Stan Myers' Orchestra: WENR

KWK

KFI—News

KOA—Musical Program

KSL—Dance Orchestra

WLW—Moon River, organ and poems

12:15 A.M.

KFI—The Story Behind the Claim

(NBC)

KOA—Dance Orchestra

12:30 A.M.

NBC—Henry King's Orch.: KWK

NBC—Carl Hoff's Orchestra: WENR

KFI—Tom Coakley's Orchestra

KOA—Ruffman Harmonies

KSL—Vincent Lopez' Orchestra

# Programs for Wednesday, October 17

Star ★ Indicates High Spot Selections

**5:30 A.M.**  
 KMOX—Home Folks' Hour  
 WLW—Top of the Morning

**6:00 A.M.**  
 KMOX—Riddles and Grins  
 WLW—Family Prayer Period

**6:15 A.M.**  
 WLW—Morning Devotions

**6:30 A.M.**  
 KMBC—Morning Devotions  
 KMOX—Melody Weavers & Skeets  
 WDAF—Over the Coffee Cups  
 WLW—Salt and Peanuts  
 WSM—Rise and Shine

**6:45 A.M.**  
 NBC—Pollock & Lawnhurst: WLW  
 KMBC—Tex Owens, songs  
 KMOX—The Three Hired Men  
 WDAF—Bible Lesson  
 WFAA—Peg Moreland, songs

**7:00 A.M.**  
 NBC—Richard Leibert, organist: WLW  
 NBC—Morning Devotions: WREN  
 KTHS KTBS WKY KWK WOAI  
 KMBC—Coffee Time  
 KMOX—Mountain Minstrels  
 KWTO—Stockyards Service  
 WDAF—Musical Clock  
 WFAA—Early Birds & Jimmie Jefferies  
 WLS—News; Julian Bentley

**7:15 A.M.**  
 NBC—The Sizzlers Trio: WKY KWK  
 KTHS WREN KTBS KVOO WOAI  
 KMOX—Novelty Boys  
 WLS—Arkansas Woodchopper

**7:30 A.M.**  
 NBC—Cheerio: WLW WSM WSMB  
 KTHS KTBS WKY WOAI  
 NBC—Lew White, organist: WREN  
 KWK  
 KMBC—News  
 KMOX—Tick-Tock Revue  
 KSL—Morning Musicales  
 WLS—Morning Devotions

**7:45 A.M.**  
 KMBC—Musical Time  
 WFAA—Bluebonnet Harvesters  
 WLS—Jolly Joe's Pals

**8:00 A.M.**  
 CBS—Metropolitan Parade: KLZ KSL  
 WIBW KMBC KTUL KFAB KOMA  
 KRLD  
 NBC—Breakfast Club: KTBS KTHS  
 WSMB WREN WOAI KWK KPRC  
 KVOO KOA  
 KMOX—The Skipper's Serenade  
 WFAA—Between Us  
 WFAA—Early Birds; Jimmie Jefferies  
 WLS—Spare Ribs' Fairy Tales  
 WLW—Joe Emerson, Hymns  
 WSM—Leon Cole, organist  
 WWL—James Willson, hymns

**8:15 A.M.**  
 CBS—Metropolitan Parade: KTUL  
 KRLD KMOX  
 NBC—Breakfast Club: WSM WKY  
 KPRC  
 KSL—Morning Watch  
 WFAA—Morning Serenaders  
 WLS—Hoosier Hot Shots and Arkie  
 WLW—Jimmy Arlen, baritone

**8:30 A.M.**  
 NBC—Mystery Chef: WOAI WSM  
 WDAF  
 KMOX—The Cornhuskers  
 WBAP—Between Us  
 WDSU—Metropolitan Parade (CBS)  
 WLS—Ford Rush  
 WLW—Jack Berch

**8:45 A.M.**  
 NBC—The Southernaires: WKY WSM  
 KTBS WDAF  
 KMOX—Fashion Parade  
 KWK—Breakfast Club (NBC)  
 WLS—Morning Minstrels  
 WLW—Charlie Kent

**9:00 A.M.**  
 NBC—News; Breen & de Rose:  
 WOAI KTHS WKY KTBS  
 CBS—News; Patterns in Harmony:  
 KRLD KLZ KTUL KMOX KOMA  
 WDSU  
 NBC—Josephine Gibson, hostess coun-  
 sel: WREN WSMB WSM KVOO  
 KWK KOA WDAF  
 KMBC—Fashion Flashes  
 KSL—Broadcasters Review  
 WBAP—The Jewel Gems  
 WLS—The Westerners  
 WLW—Suzanne Littleford  
 WWL—Musical Clock

**9:15 A.M.**  
 NBC—Florinda Trio: KWK KOA  
 NBC—Clara, Lu 'n' Em: WLW WDAF  
 WBAP WSM WOAI WKY KPRC  
 KVOO WSMB WGN  
 KMBC—Melody in the Morning  
 KMOX—Let's Compare Notes  
 WWL—Souvenirs; Henry Dupree

**9:30 A.M.**  
 NBC—Carlsbad Program: WSM KOA  
 CBS—Fiddler's Fancy: KOMA KMBC  
 KLZ WDSU  
 NBC—Today's Children: WREN WKY  
 KWK WBAP KPRC WLS WOAI  
 KMOX—Betty Crocker  
 WDAF—Variety Hour

WLW—Livestock  
 WSMB—Ida Bailey Allen  
 WWL—Morning Musicales

**9:45 A.M.**  
 NBC—News; Radio Kitchen: WREN  
 WSM WSMB  
 CBS—Do Re Mi Trio: KMBC KTUL  
 KOMA WDSU KLZ KRLD  
 NBC—Betty Crocker: KTHS KVOO  
 WOAI WBAP WLW KPRC WKY  
 KOA  
 WDAF—Fritz the Cheer Leader  
 WLS—The Dean Boys

**10:00 A.M.**  
 NBC—Juan Reyes, pianist: WDAF  
 WBAP KWK KTHS  
 CBS—Cooking Closeups: KMOX KLZ  
 KMBC  
 NBC—The Honeymooners: KPRC WSM  
 KOA KTBS WOAI KVOO WKY  
 KSL—Informal Musicales  
 WLS—Shoppers' Service  
 WLW—Rhythm Jesters  
 WSMB—Health Exercises  
 WWL—Marvin's Merrymakers

**10:15 A.M.**  
 CBS—Fish Tales, sketch: KFAB  
 NBC—Alice Remsen, contralto: WDAF  
 KWK KTHS  
 CBS—Rambles in Rhythm: WDSU  
 KMBC KTUL KLZ  
 NBC—Tony Wons, philosopher: KOA  
 WREN KTBS KVOO WSMB WKY  
 WOAI KPRC WSM  
 KMOX—Women's Side of the News  
 WBAP—Markets  
 WLS—Book House  
 WLW—The Texans, trio

**10:30 A.M.**  
 CBS—Rambles in Rhythm: KRLD  
 KFAB  
 NBC—Betty Moore: WLW WOAI  
 KPRC WFAA WDAF WKY  
 NBC—U. S. Army Band: WSMB WSM  
 KOA WREN  
 KMOX—Just Susie  
 KSL—Good Morning Judge  
 KWK—The Melody Makers (NBC)  
 WLS—Jim Poole; Livestock; Markets;  
 Weather  
 WWL—"Gaga" and the Barker

**10:45 A.M.**  
 NBC—Down the Song Trail: KTBS  
 KTHS WFAA WDAF KVOO WKY  
 WOAI  
 CBS—Jane Ellison's Recipes: KOMA  
 KRLD KMOX KFAB KMBC  
 E. T.—Betty Crocker: KOA  
 KPRC—U. S. Army Band (NBC)  
 KSL—Booth Fisheries  
 WENR—Variety Program

**11:00 A.M.**  
 NBC—Al & Lee Reiser: WDAF  
 CBS—Voice of Experience: KMBC  
 KMOX KSL KLZ  
 NBC—Fields & Hall, songs: KPRC  
 WOAI KVOO KTBS WSMB  
 KOA—Booth Fisheries  
 WFAA—Ida Bailey Allen  
 WLW—Ohio Farm Bureau  
 WWL—Quality Club

**11:15 A.M.**  
 NBC—Josephine Gibson, hostess coun-  
 sel: KTBS WENR KTHS KPRC  
 WSMB KWK WREN KVOO WKY  
 KOA WFAA  
 CBS—Betty Barthell, songs: WDSU  
 KOMA KMBC KTUL  
 KMOX—Curious Questions  
 KSL—Jennie Lee  
 WDAF—Service Reports  
 WLS—Sodbusters and Arkie  
 WSM—String Ensemble  
 WWL—Flying Fools

**11:30 A.M.**  
 NBC—Farm & Home Hour: WDAF  
 WFAA KTHS KPRC WSM WKY  
 KOA WOAI WREN WSMB KTBS  
 KWK KVOO  
 CBS—Al Kavelin's Orch.: WDSU KLZ  
 KRLD KOMA KMBC KSL KTUL  
 KMOX—Magic Kitchen  
 WLS—Mrs. Anna J. Peterson

**11:45 A.M.**  
 WLS—Weather; Markets  
 WLW—Farm & Home Hour (NBC)  
 WSMB—Mildred Andrews, beautician  
 WWL—Hollywood Gossip, L. Block

## Afternoon

**12:00 Noon**  
 CBS—George Hall's Orch.: WDSU  
 KFAB  
 CBS—Just Plain Bill: KMOX KSL  
 KLZ  
 KASA—The Bell Oilers  
 KMBC—Tex Owens, songs  
 KOB—The Hawk  
 KWTO—Sully's Radiatorial  
 WFAA—Markets; R. J. Murray  
 WLS—Virginia Lee & Sunbeam  
 WLW—Ohio Farm Bureau  
 WWL—Masters of Music

**12:15 P.M.**  
 CBS—George Hall's Orch.: KLZ KSL  
 KOMA  
 KMBC—The Sunbonnet Girls  
 KMOX—Piano Interlude  
 KOB—Homemakers' Program  
 KWTO—Luncheon Music  
 WFAA—Mrs. Tucker's Children  
 WLS—Dinnerbell  
 WWL—Radio Salute; Henry and Don

**12:30 P.M.**  
 NBC—Vic & Sade: WREN WKY  
 KTHS KVOO KTBS WSMB KWK  
 CBS—Madeline Slade, talk: WDSU  
 KOMA KLZ KTUL KRLD  
 E. T.—Light Crust Doughboys: WBAP  
 WOAI  
 KMBC—Variety Prgm.  
 KMOX—Georgia Erwin  
 KOA—Ida Bailey Allen  
 KOB—Benj. Moore's Triangle Club  
 KSL—Triangle Club  
 KWTO—News  
 WDAF—Melody Parade  
 WGN—Mid-day Service  
 WLW—Gene Burchell's Orchestra  
 WSM—Markets

**12:45 P.M.**  
 NBC—Words & Music: WREN WSM  
 WSMB  
 CBS—Dan Russo's Orch.: KMBC KSL  
 KMOX—Ozark Mountaineers  
 KWTO—Ozarkanna Corners  
 NBC—Message from Pope Pius XI:  
 WDAF WBAP  
 WLW—Dance Orchestra  
 WOAI—Crazy Band  
 WWL—Variety Program

**1:00 P.M.**  
 NBC—Wandering Minstrel: WREN  
 WSMB WSM WKY KWK KTBS  
 CBS—Romany Trail: WDSU KMOX  
 KSL KTUL KOMA KLZ KRLD  
 KOB—Motor Patrol Broadcast  
 T. N.—Chuck Wagon Gang: WBAP  
 WOAI  
 WLS—Hoosier Hot Shots  
 WLW—Ohio School of the Air  
 WWL—Salon Orchestra

**1:15 P.M.**  
 CBS—Romany Trail: KMBC  
 KMOX—Exchange Club  
 KOA—Livestock; Produce Reports  
 KOB—Home and Farm Hour  
 KPRC—Wandering Minstrel (NBC)  
 KWTO—Merry Oldsmobile  
 WLS—Rangers and John Brown  
 WOAI—Freddy Bergin's Orchestra  
 WWL—Variety Musical

**1:30 P.M.**  
 CBS—Ann Leaf, organist: WDSU  
 KOMA KSL KMBC KMOX KFAB  
 KRLD KTUL KLZ  
 NBC—Smack Out: KWK WREN  
 WSM WSMB KOA KTBS KPRC  
 KWTO—Silver Strains  
 KOB—Hi-Hilarities  
 KWTO—Duke Ellington's Orchestra  
 WBAP—Philharmonic Orch. (NBC)  
 WLS—Grain Market  
 WWL—Erwin Victor, News

**1:45 P.M.**  
 NBC—Gus Van songs: WSMB  
 NBC—Judy & Jane, sketch: WDAF  
 WBAP WOAI WKY  
 NBC—Colette Carley, songs: KVOO  
 WREN WSM KTBS KOA  
 T. N.—Varieties: KPRC  
 KWTO—Parade  
 WDAF—Aunt Sammy  
 WGN—Rube Appleberry, sketch  
 WLS—George Simons, tenor  
 WWL—Light Crust Doughboys

**2:00 P.M.**  
 NBC—Rambles Trio: KOA WKY  
 KTBS WREN KVOO WBAP KWK  
 WOAI KPRC  
 CBS—Kate Smith's Matinee Hour:  
 KMBC WDSU KOMA KFAB KTUL  
 KRLD  
 NBC—Ma Perkins, drama: WLW WSM  
 KSL—Payroll Builder  
 KWTO—Roy Queen's Rangers  
 WDAF—Variety Parade  
 WLS—Orchestra; Grace Wilson  
 WSMB—Dance Music  
 WWL—Krauss' Program

**2:15 P.M.**  
 NBC—Dreams Come True: WDAF  
 WLW  
 NBC—Concert Favorites: WSM WKY  
 WREN WSMB KTBS WBAP KVOO  
 KWK WOAI  
 CBS—Kate Smith: KLZ WIBW  
 KOA—Dance Orchestra  
 KWTO—Chronicles  
 WLS—Fan Fare; Wyn Orr  
 WWL—Eddy Hour

**2:30 P.M.**  
 CBS—Kate Smith's Matinee: KMOX  
 KSL  
 NBC—Woman's Radio Review: KPRC  
 WKY KVOO  
 NBC—Song of the City: WDAF WLW  
 KMBC—Magazine of the Air

KWTO—Organ Recital  
 WLS—Little Dramas from Life  
 WWL—Dance Orchestra

**2:45 P.M.**  
 NBC—Joe White, tenor: KOA WREN  
 WKY WSMB KTBS WSM KVOO  
 WOAI  
 KWTO—Parade  
 WBAP—Markets  
 WDAF—Wom. Radio Review (NBC)  
 WLS—Ford Rush; J. Brown, pianist  
 WWL—News

**3:00 P.M.**  
 NBC—Pop Concert: WSM WSMB  
 CBS—Nat'l Students' Program: KRLD  
 KMBC KOMA KLZ KTUL WDSU  
 KFAB  
 NBC—Betty and Bob: KPRC WKY  
 KOA KVOO KWK WDAF WFAA  
 WENR WOAI  
 KMOX—Laugh Clinic  
 KSL—Payroll Builder  
 KWTO—Silver Strains  
 WLW—Life of Mary Sothorn  
 WREN—Moods Musicales  
 WWL—Frank and Bob

**3:15 P.M.**  
 CBS—Jack Brooks; Orch.: KOMA  
 NBC—Dorothy Page, vocalist: WREN  
 KPRC KTBS KWK  
 KOA—Luncheon Dance Program  
 KWTO—Slim & Shorty  
 WDAF—Pop Concert (NBC)  
 WENR—Program Preview  
 WFAA—Woman's Mirror  
 WLW—Dorothea Ponce, vocalist  
 WOAI—Stock Quotations

**3:30 P.M.**  
 NBC—Palmer Clark's Orch.: KWK  
 WREN WSM WSMB  
 NBC—Ma Perkins, sketch: WDAF  
 KTBS KPRC WOAI WENR KVOO  
 KOA WKY WFAA  
 ★ CBS—Science Service: KSL KMBC  
 KRLD KOMA WDSU KTUL KFAB  
 KWTO—World Day Time Revue  
 WLW—Betty and Bob, sketch

**3:45 P.M.**  
 NBC—Dreams Come True: WDAF  
 KTBS KPRC WOAI WSMB KVOO  
 WKY KOA WFAA  
 CBS—Swinging Along: WIBW KMBC  
 KSL KRLD WDSU KOMA KTUL  
 KFAB  
 WENR—The Three C's (NBC)  
 WLW—Monkey Hollow

**4:00 P.M.**  
 CBS—Men of Notes: KFAB KTUL  
 KOMA  
 NBC—Al Pearce's Gang: WOAI WSM  
 KTBS WREN WKY WENR KVOO  
 WSMB  
 NBC—Chick Webb's Orchestra: KOA  
 WDAF KVOO  
 KMOX—Theater of Amateur Players  
 KOB—Ralph Romero's Rhumba Band  
 KWTO—Classified Ads  
 WFAA—Nancy Perrie, soloist  
 WWL—Ed Larman, organ recital

**4:15 P.M.**  
 NBC—Jackie Heller, tenor: WSMB  
 NBC—Tom Mix' Straight Shooters:  
 WLW  
 CBS—Gracie Dunn, songs: KRLD  
 KTUL KOMA  
 NBC—Al Pearce's Gang: KWK WREN  
 KTBS WFAA  
 KMOX—Window Shoppers  
 KOA—Rowdy Wright  
 KSL—Dental Clinic  
 KWTO—Bill Ring  
 WDAF—Merry Macs

**4:30 P.M.**  
 NBC—Singing Lady: WLW  
 CBS—Organ Recital: KRLD KOMA  
 NBC—Alice in Orchestra: WSM  
 WSMB KPRC WFAA KTBS KVOO  
 WKY KOA WOAI  
 NBC—Maurie Shehman's Orch.: KWK  
 WENR  
 KMBC—News  
 KMOX—Harmonettes; Sports Re-  
 porter  
 KSL—P. T. A. Prgm.  
 KWTO—Sport Briefs; Markets  
 WDAF—Business Bureau Speaker  
 WREN—News  
 WWL—Dance Orchestra

**4:45 P.M.**  
 NBC—Stamp Club: WDAF  
 CBS—Miniatures: KMBC KSL KOMA  
 KRLD KTUL  
 NBC—Ranch Boys: WREN WENR  
 KWK WKY KPRC KTBS WOAI  
 KMOX—Russ Brown and Ensemble  
 KWTO—Bridge Party Tunes  
 WFAA—Dance Orchestra  
 WLW—Jack Armstrong, sketch  
 WSM—String Ensemble  
 WSMB—Herbie Pell's Orchestra

**5:00 P.M.**  
 CBS—Adventure Hour: KMBC KMOX  
 NBC—Education in the News: WKY  
 WENR KTBS WOAI KPRC KVOO  
 KOA WSMB

CBS—Songs of Long Ago: KOMA  
 KRLD KSL  
 KWTO—Three Aces of Rhythm  
 WDAF—Dick Steel, the Boy Reporter  
 WLW—Music by Divano  
 WREN—The Thrill Hunter  
 WSM—Marjorie Cooney; Jack Shook  
 WWL—Henry and Minerva

**5:15 P.M.**  
 CBS—Emily Weyman's Orch.: WDSU  
 NBC—Alma Kitchen, contralto: KWK  
 KPRC KTBS KVOO WREN WSMB  
 WFAA  
 CBS—Skippy: KMBC KMOX  
 CBS—Texas Rangers: KRLD KSL  
 KLZ KOMA  
 KOA—Denver Radio Hour  
 KWTO—Early Dinner Music  
 WDAF—Service Reports; Sports  
 WENR—Mysterious Island  
 WLW—Joe Emerson, songs  
 WSM—Financial News  
 WWL—Musical Program

**5:30 P.M.**  
 CBS—Billy Hays' Orch.: WDSU  
 NBC—Martha Mears contralto: WOAI  
 WDAF WBAP  
 CBS—Jack Armstrong: KMOX  
 NBC—News; Three X Sisters: KTBS  
 KOA WSMB WOAI KPRC WREN  
 KMBC—Big Brother Club  
 KSL—Junior Hour  
 KWTO—Sports Summary  
 WENR—What's the News  
 WLW—Bob Newhall  
 WSM—Freddie Rose, pianist

**5:45 P.M.**  
 CBS—Edward Wurtzbech's Orch.:  
 KRLD KOMA  
 NBC—Lowell Thomas: WLW  
 NEC—Happy Jack Turner: KTBS  
 WOAI  
 NBC—Orphan Annie: WENR WREN  
 WOAI WSMB WSM KPRC KTBS  
 WGN WKY WBAP KWK  
 KF—Billy Batchelor, sketch (NBC)  
 KMBC—Happy Hollow  
 KMOX—Four Shamrocks; Orchestra  
 KOA—Microphone News  
 KWTO—Dinner Music  
 WDAF—Jack Armstrong

**Night**

**6:00 P.M.**  
 NBC—Danny Malone, tenor: WSMB  
 KTBS WDAF  
 NBC—Amos 'n' Andy: WLW WENR  
 CBS—Dan Russo's Orch.: KMBC  
 KTUL KRLD  
 CBS—Myrt and Marge: KRLD WDSU  
 KTUL  
 KFI—Dance Orchestra  
 KMOX—Adventures of Jimmy Allen  
 KOA—Memories  
 KSL—Town Crier  
 KWTO—News  
 WBAP—Rhythm Makers  
 WDAF—Danny Malone, tenor  
 WSM—Trio Romantique (NBC)  
 WWL—Dorothy Broach

**6:15 P.M.**  
 CBS—Just Plain Bill: KTUL  
 NBC—Plantation Echoes: WENR  
 KWK  
 NBC—Gene and Glenn: WSM KTBS  
 KPRC  
 KASA—News  
 KLZ—Danny Russo's Orch. (CBS)  
 KMOX—Old Bill  
 KOA—Stamp Club  
 KWTO—Sax Trio  
 WDAF—Adventures of Jimmy Allen  
 Presents Lum and Abner, sketch  
 WOAI—Don Pedro's Orch. (NBC)  
 WSMB—Dance Music  
 WWL—Duncan Brothers

**6:30 P.M.**  
 ★ NBC—BEECH-NUT PRESENTS  
 Red Davis, featuring Burgess Meredith,  
 Jack Rosalie, Marion Barney  
 & Elizabeth Wragge, sketch: WSM  
 WREN WENR WSMB WOAI WFAA  
 KTBS WKY KWK  
 CBS—Buck Rogers: KMOX KMBC  
 KRLD WDSU  
 KFI—Wesley Tourtellotte, organist  
 KGBX—Around the Family Organ  
 KOA—Dramatic Sketch  
 KOB—Cecil and Sally  
 KWTO—Sports Summary, Lee George  
 WDAF—Pickens Sisters  
 WLW—Bob Newhall, sportsman  
 WWL—Sons of Pioneers

**6:45 P.M.**  
 NBC—Frank Buck's Adventures: KOA  
 KTBS WDAF KVOO  
 CBS—Between the Bookends: WIBW  
 ★ NBC—Dangerous Paradise, sketch:  
 WREN WSM WSMB WENR WKY  
 WLW WFAA KWK KTBS  
 CBS—Boake Carter: KMBC KMOX  
 KOB—Watchtower Program  
 KGBX—Boosters' Parade  
 KPRC—Red Davis, sketch (NBC)  
 WFAA—Men & Fair Maids  
 WOAI—Hearts Delight Millers  
 WLW—Dinner Hour; Salon Orchestra

# Local Studio Peeps

Judy and Jane, the two young ladies who have been an afternoon NBC feature each Fall and Winter for the last two years, return to the networks this week. Beginning Monday, and daily thereafter, this pair and accompanying artists will be heard over a split NBC chain at 1:45 p. m. Stations WKY, KVOO, WBAP and WOAI are among the local outlets.

JOAN KAY again, takes the part of Jane, while Judy is played by MARGEE EVANS. New adventures built around the setting of a Broadway show are promised by the sponsors, the Folger Coffee Co.

WFAA, Dallas, Texas, NBC outlet, realizes that even its own programs may be disturbing to tired listeners. Every evening around 11 o'clock this announcement may be heard from that station: "It's growing late. Better turn down the volume of your radio; people are going to bed now. Thank you."

KMOX' newest talent, combined on the afternoon variety program, is proving of exceptional interest to listeners. RUSSELL PRATT and RANSOME SHERMAN, the *Two Doctors*, former Chicago and NBC features, act as masters of ceremonies and supply comedy touches to the program,

## Theme Songs That "Click"

"Whispering," the dreamy ballad popular more than a decade ago before the era of hotcha and boop-boop-a-doop rhythms, is being brought back to favor by WHISPERING JACK SMITH, who uses it to introduce his CBS-WABC network programs.

The whispering baritone originated the soft, intimate style of singing over the radio when he started broadcasting fourteen years ago in a small Pennsylvania station. His voice is audible clearly over the radio, although he sings into the mike in hushed tones.

Thus, in casting about for a song that would typify his smooth and dreamy style of singing, he hit upon "Whispering," for the tune typifies everything that Jack Smith has tried to do over the air.

while ALBERT ROTH, recently appointed musical director of the station, directs the accompanying orchestra.

## SBC Changes

SBC changes in personnel have been frequent lately. BERNARD MACY, formerly of KVOO and KPRC, has joined the announcers' staff at KOMA, Oklahoma City. PAT SHANNON of that outlet has moved to Louisville, Ky. HAROLD KIMMELL changes his announcing affiliation from KTAT to KGKO, Wichita Falls, Texas and B. J. WICKER has joined KTAT as operator, coming from WRR, in Dallas.

WACO announces the addition of NAN FRAZIER as staff pianist. BILL ROBERTSON has been promoted to engineer for KTAT, Ft. Worth. J. W. CROCKER, announcer and SAM H. BENNETT, commercial department, have joined the staff of KTSB, San Antonio, Texas.

VENIDA JONES, KMOX organist, has discovered that her once-a-week recital can really be heard twice each week. Recently she received several letters from New Zealand DX fans complimenting her for her Tuesday afternoon program. Investigation proved that her Wednesday morning broadcast is heard the day before in New Zealand because of the time changes between the two countries.

TEXAS' CELEBRATION of its one hundredth anniversary of independence, in 1936, is being widely heralded by means of radio programs on different stations in the Lone Star state. WFAA has contracted for a series of programs prepared by the Centennial Commission featuring dramatizations of events in the history of the commonwealth.

WFAA LISTENERS were given ample time to prepare for the last great storm to hit the Texas coast and to avoid as much as possible all damage it might have done. Bulletins provided by the Weather Bureau were broadcast at regular intervals warning of the direction and speed of the hurricane and as a result loss of life and property was relatively small.

LILA LINDHE, assistant director of programs at WFAA, has returned from a vacation visit to her sister, VIN, NBC

staff artist in New York. Vin Lindhe, known to fans of the network as the "Swedish Disease," is a former WFAA artist and went direct to the network from the Dallas station.

Attracting considerable comment throughout the southwest is the veteran comedy team of the *Two Doctors*, Pratt and Sherman, masters of ceremonies on the KMOX afternoon variety show. Russell Pratt and Ransome Sherman have been featured on several network shows and more lately broadcast from KYW and WMAQ, Chicago. Their ad lib style of absolute nonsense promises many delighted listeners among the audience of this 50,000 watt station.

KMOX is yet another of the many stations to appoint new musical directors. Succeeding to the job in the St. Louis Columbia outlet is Albert Roth, conductor and violinist. Roth has been maestro in many St. Louis theaters and is adept equally in leading concert and popular numbers. He began studying violin at the age of nine, shortly played in an orchestra, and at 24 became pit conductor. Hunting, fishing and handball provide his main recreation.

At last!

# RED DAVIS



BETTY

# IS BACK

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NBC • WJZ NETWORK  
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and FRI. NIGHT

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- 7:00 P.M.  
NBC—Crime Clues: WREN WLS  
KWK WLW  
96★ NBC—Mary Pickford & Company:  
WSMB WOAI KOA WSM KPRC  
WKY KTBS KFI KVOO WDAF  
WFAA KPRC  
CBS—Easy Aces: KMBC KMOX  
KGBX—Sully's Radio Spotlight  
KOB—Motor Patrol Broadcast  
KSL—Republican State Committee
- 7:15 P.M.  
96 CBS—Edwin C. Hill, news: KMBC  
KRLD KMOX  
CBS—Mary, Jeanne and Jo: WIBW  
KTUL KRLD  
KGBX—After-Dinner Music  
KSL—Tarzan, sketch  
WWL—Sons of Pioneers
- 7:30 P.M.  
96★ NBC—Wayne King's Orch.: WDAF  
WSMB WKY WSM WFAA KPRC  
★ CBS—Everett Marshall's "Broad  
way Varieties": KMBC KLZ WDSU  
KMOX KSL KRLD WIBW KOMA  
★ NBC—Lanny Ross, tenor; Orch.;  
Guest Artists: WREN WLS  
KFI—Variety Prgm.  
KGBX—Kampus Kids  
KOA—Democratic Committee  
KOB—Anson Weeks' Orchestra  
WLW—Henry Thies' Orchestra  
WOAI—Norge Singers  
WWL—The Pickard Family
- 7:45 P.M.  
KFI—Little Orphan Annie (NBC)  
KGBX—Castles in Music  
KOA—Ford Rangers  
KOB—Behind the News  
WLW—"Smilin' Ed" McConnell  
WOAI—Variety Prgm.
- 8:00 P.M.  
★ NBC—Town Hall Tonight; Fred Allen:  
KTBS WDAF WSMB KPRC  
WLW WSM WOAI WKY KVOO  
WFAA

- Programs to Be Heard
- ★ CBS—Nino Martini, tenor: KRLD  
WDSU KMOX KMBC WIBW KSL  
KLZ KTUL KOMA  
NBC—Twenty Thousand Years in Sing  
Sing: WLS KWK WREN KFI KOA  
KGBX—Evening Concert  
WWL—Castro Caraza's Orchestra  
8:15 P.M.  
KGBX—Concert Music  
KOB—Bebe Woods, Blues Singer  
WWL—The Apple Knockers  
8:30 P.M.  
96★ NBC—John McCormack, tenor: WENR  
KWK KFI WREN KOA  
★ CBS—Adventures of Gracie: KMOX  
KMBC KOMA WDSU KRLD KLZ  
KSL  
KGBX—Musical Auction  
KOB—Players  
★ WGN—HORLICK'S MALTED MILK  
Presents Lum and Abner, sketch  
8:45 P.M.  
KGBX—Riggs Quartet  
KTUL—Cecil and Sally  
WGN—Jan Garber's Orchestra  
WWL—A Little Bit of Everything  
9:00 P.M.  
★ CBS—Byrd Expedition: KMBC  
KMOX KRLD WDSU KOMA KSL  
WIBW KLZ KFAB  
★ NBC—Guy Lombardo's Orch.: WSM  
KTBS WDAF WOAI WSMB WFAA  
WLW WKY KTHS KPRC KVOO  
NBC—Dennis King, baritone; Orchestra:  
WREN KOA WENR KFI KWK  
KGBX—Dance Orch.  
KOB—Coleman Cox  
WWL—The Serenaders  
9:15 P.M.  
★ NBC—Madame Sylvia: KWK WREN  
KFI KOA WENR  
KGBX—News

## Wednesday, Oct. 17

Continued from Preceding Page

- KMOX—The Village Rhymster with Rita Rogers  
KOB—The Aristocrats  
WWL—Variety Program  
9:30 P.M.  
★ NBC—Harry Richman; Jack Den-  
ny's Orch.: WENR WREN KOA  
KPRC KVOO WKY KWK WFAA  
CBS—Melody Masterpieces: KOMA  
KTUL KMOX KRLD WDSU  
KFI—Memory Lane (NBC)  
KGBX—Song Bag  
KMBC—The Musical Cocktail  
KOB—Spanish School of the Air  
KSL—The Skiles Family  
WDAF—The Forty-Niners  
WGN—Bob Pacelli's Orchestra  
WLW—Cotton Queen Minstrels  
WOAI—Goodwill Missionaries  
WSMB—Enrique Tuit, pianist  
9:45 P.M.  
KFI—Crazy Mountaineers  
CBS—Melody Masterpieces: KMBC  
KLZ  
KMOX—Tin Pan Alley  
KSL—Comedy Stars of Hollywood  
WDAF—Red Davis, sketch  
WLW—Dance Orchestra  
WSMB—Jules Badue's Orchestra  
10:00 P.M.  
NBC—Amos 'n' Andy: KFI WREN  
WSM WSMB KTHS KPRC WOAI  
WKY KOA KWK WDAF WBAP  
WENR  
CBS—Nick Lucas, songs: WIBW  
CBS—Myrt and Marge, sketch: KOMA  
KMBC KLZ KSL KMOX KFAB  
WDSU KRLD  
96  
114  
WWL—News; Serenade  
10:15 P.M.  
★ CBS—Edwin Hill, "The Human Side of  
the News": KSL KLZ

- NBC—Emil Coleman's Orch.: WREN  
WENR  
CBS—Frank Dailey's Orch.: KRLD  
WDSU  
NBC—Gene and Glenn, comedy: WOAI  
WBAP WSM WDAF KTBS KTHS  
KOA KFI WSMB KPRC  
KFAB—Herbie Kay's Orch (CBS)  
KMBC—Rhythm Encores  
KMOX—Sports Reporter  
10:30 P.M.  
CBS—Henry Busse's Orch.: KFAB  
WDSU  
NBC—Jolly Coburn's Orch.: WBAP  
KPRC  
CBS—Voice of Experience: KLZ KSL  
NBC—Export Managers' Club Dinner;  
Speakers; Orch.: WREN  
NBC—Lanny Ross; Orch.: WKY KFI  
WOAI KOA KTHS KTBS  
KMBC—The Tattler  
KMOX—Smith Ballew's Orchestra  
KOB—Bebe Wood, blues singer  
WDAF—Sports; Fireside Fancies  
WENR—The Hoofinghams, sketch  
WGN—Wayne King's Orchestra  
WLW—Dance Orchestra  
WSM—Marjorie Cooney, pianist  
WSMB—Pinkie's Orch.  
10:45 P.M.  
CBS—Ozzie Nelson's Orch.: WIBW  
KMBC KTUL KMOX KOMA KSL  
NBC—Jolly Coburn's Orch.: WSMB  
WSM  
WENR—Carl Hoff's Orchestra  
WGN—Jan Garber's Orchestra  
WREN—Man About Town  
11:00 P.M.  
CBS—Jacques Renard's Orch.: KMBC  
WIBW KMOX KFAB KOMA KLZ  
KTUL

- NBC—George Olsen's Orch.: WDAF  
WENR  
NBC—George Sterney's Orch.: WREN  
WKY KWK KTHS WSM WSMB  
KPRC KTBS  
NBC—Town Hall Tonight: KOA KFI  
KSL—Phil Harris' Orchestra  
WBAP—Ray Teale's Orchestra  
WLW—Dance Orchestra  
WOAI—Ray Teal's Orchestra  
11:15 P.M.  
KMOX—Joe Stovall's Orchestra  
KSL—Jacques Renard's Orch. (CBS)  
WDAF—George Randol baritone  
11:30 P.M.  
NBC—Clyde Lucas' Orch.: WDAF  
WLW  
NBC—Jack Berger's Orch.: KTBS  
WREN KTHS WKY KWK WSMB  
WSM KPRC WOAI  
CBS—George Hall's Orch.: WIBW  
KFAB KOMA KMOX KTUL KMBC  
KLZ  
KSL—Dance Orchestra  
WENR—Frank Sylvano's Orch.  
11:45 P.M.  
CBS—George Hall's Orch.: KSL  
KFI—Cray Mountaineers  
KMOX—When Day is Done, organ  
12:00 Mid.  
NBC—Art Kassel's Orch.: WKY  
NBC—Lights Out, drama: WENR  
KWK  
KFI—News  
KOA—Glenn Lee's Orchestra  
KSL—Milt Taggart's Orchestra  
WLW—Moon River, organ and poems  
12:15 A.M.  
KFI—Red Davis (NBC)  
12:30 A.M.  
NBC—Tom Coakley's Orch.: WKY  
KOA KFI  
NBC—Gray Gordon's Orchestra: KWK  
KSL—Vincent Lopez' Orchestra  
WENR—Noble Sissle's Orchestra  
1:00 A.M.  
KFI—Dance Orch.

*Kremel Hair Tonic  
Staley C.F.C. = acid stomach*

# Programs for Thursday, October 18

80 = W. W. D. = Loyola  
New Orleans

## Star ★ Indicates High Spot Selections

**5:30 A.M.**  
KMOX—Home Folks' Hour  
WLW—Top o' the Morning

**6:00 A.M.**  
KMOX—Riddles and Grins  
WLW—△Nation's Family Prayer

**6:15 A.M.**  
WLW—△Morning Devotions

**6:30 A.M.**  
KMBC—△Morning Devotions  
KMOX—Melody Weavers & Skeets  
WDAF—Over the Coffee Cups  
WLW—Salt and Peanuts  
WSM—Rise and Shine

**6:45 A.M.**  
NBC—Pollock and Lownhurst: WLW  
KMBC—Tex Owens, songs  
KMOX—Swanee String Sextet  
WDAF—△Bible Lesson  
WFAA—Peg Moreland, songs

**7:00 A.M.**  
NBC—Richard Leibert, organist: WLW  
NBC—Morning Devotions: KTBS  
KTHS WREN KVOO WKY KWK  
WOAI

KMBC—Musical Time  
KMOX—Mountain Minstrels  
WDAF—Musical Clock  
WFAA—Early Birds & Jimmie Jefferies  
WIBW—Musical Vaughns  
WLS—News; Julian Bentley  
WLW—Salt and Peanuts

**7:15 A.M.**  
NBC—The Sizzlers Trio: KTBS KTHS  
WREN KVOO WKY KWK  
KMOX—Tick-Tock Revue  
WLS—Arkansas Woodchopper  
WOAI—Hearts Delight Millers

**7:30 A.M.**  
NBC—Cheerio: WLW WSM WSMB  
KTBS KTHS WKY WOAI  
NBC—Lew White, organist: WREN  
KMBC—News  
KSL—Morning Musicals  
WLS—△Morning Devotions

**7:45 A.M.**  
KMBC—Musical Time  
KMOX—Swanee String Sextet  
WFAA—Starchy Elasticians  
WLS—Jolly Joe's Pals

**8:00 A.M.**  
CBS—Sunnyside Up: KTUL KMOX  
KRLD KLZ KSL KOMA  
★ NBC—Breakfast Club: WREN KOA  
WSMB KTHS KPRC KTBS KVOO  
WOAI

WFAA—Brightsiders orch. and narrator  
WLS—Sparrows' Fairy Tales  
WLW—Joe Emerson, Hymns  
WSM—Leon Cole, organist  
WWL—James Willson, Hymns

**8:15 A.M.**  
NBC—Breakfast Club: WSM WKY  
KSL—Morning Watch  
WFAA—Southwesters  
WLS—Hoosier Hot Shots and Arkie  
WLW—Jimmy Arlen, baritone

**8:30 A.M.**  
NBC—Mildred Dilling, harpist: WDAF  
CBS—Sunnyside Up: WIBW WDSU  
KMOX—The Cornhuskers  
WBAP—Between Us  
WLS—Ford Rush  
WLW—Mail Bag

**8:45 A.M.**  
KMOX—Fashion Parade  
KSL—Musical Moments  
KWK—The Breakfast Club (NBC)  
WDAF—Sylvan Trio  
WLS—Morning Minstrels  
WLW—Bond of Friendship

**9:00 A.M.**  
NBC—Breen and de Rose: WDAF  
KTBS WKY  
CBS—Visiting with Ida Bailey Allen:  
KTUL KOMA KRLD KLZ KMOX  
WDSU KLZ  
NBC—Edward MacHugh, baritone:  
WOAI WSMB WSM KVOO WREN  
KOA KTHS KWK KTBS KPRC  
KMBC—John Taylor, Fashions  
KSL—Morning Watch  
WBAP—The Jewel Gems  
WLS—The Westerners; Roundup  
WLW—Organ Recital  
WWL—Musical Clock

**9:15 A.M.**  
CBS—Bill and Ginger: KFAB KLZ  
KTUL  
NBC—Clara Lu 'n' Em, gossip: WLW  
WDAF WSM WOAI WKY WBAP  
KPRC KVOO WSMB  
NBC—Castles of Romance: WREN  
KOA KWK  
KMBC—Melody in the Morning  
KMOX—Norman Paule, organist  
WWL—Souvenirs

**9:30 A.M.**  
CBS—Artist Recital: WIBW KOMA  
WDSU KMBC  
NBC—Morning Parade: WSMB WSM  
KOA  
NBC—Today's Children: WKY KWK  
WBAP WREN KPRC WLS WOAI  
KMOX—Let's Compare Notes  
WDAF—Variety Hour

WLW—Livestock Reports  
WWL—Morning Musical Moments

**9:45 A.M.**  
NBC—News; Radio Kitchen: WREN  
KTHS WOAI KVOO WKY KTBS  
KPRC WSM WSMB  
CBS—Swinging Along: KLZ KMBC  
KMOX WDSU KRLD KOMA KTUL  
KSL—Sandy McThriff  
WBAP—Through the Looking Glass  
WDAF—Pedro Via's Orch.  
WLS—The Dean Boys  
WLW—Nora Beck Thumann, songs

**10:00 A.M.**  
NBC—Hazel Arth, soloist: WOAI KTBS  
KWK KVOO WBAP KTHS WKY  
KPRC  
CBS—Mary Lee Taylor, talks: KLZ  
KMOX KMBC WDSU KRLD KOMA  
KTUL  
NBC—Galaxy of Stars: WLW WDAF  
KOA  
KSL—Morning Melodies  
WLS—Shoppers' Service  
WREN—Eb and Zeb  
WSM—String Ensemble  
WSMB—Health Exercises  
WWL—Marvin & His Merry-makers

**10:15 A.M.**  
NBC—Francis Lee Barton, talk:  
WLW WDAF KWK  
CBS—Academy of Medicine: KFAB  
KMBC KLZ WDSU KRLD KOMA  
KTUL KSL  
NBC—Tony Wons, philosopher: KVOO  
KOA KPRC WREN KTHS WSMB  
WKY WSM KTBS WOAI  
KMOX—Through the Looking Glass  
WBAP—Markets  
WLS—Book House

**10:30 A.M.**  
CBS—Madison Ensemble: KTUL KLZ  
KOMA WDSU KSL KMBC KFAB  
KRLD  
NBC—U. S. Navy Band: WREN WOAI  
WKY KTHS KTBS KWK WSM KOA  
WSMB KPRC KVOO WFAA  
KMOX—Just Susie, drama  
KWTO—Thrifty Tips  
WDAF—The Carnival (NBC)  
WGN—Phil Kolar, baritone  
WLS—Jim Poole; Livestock; Markets;  
Weather  
WLW—Through the Looking Glass  
WWL—"Gaga" and the Barker

**10:45 A.M.**  
KMOX—Madison Ensemble (CBS)  
KSL—Mary Lee Taylor and Bennie  
Walker  
WBAP—Through the Looking Glass  
WFAA—Cabelleros, Musicians

**11:00 A.M.**  
NBC—Treasure Chest: WDAF KOA  
WLW  
NBC—Fields and Hall, songs: WOAI  
WREN KVOO KTBS WSM WENR  
WSMB WFAA  
CBS—Voice of Experience: KMOX  
KSL KLZ KMBC  
WWL—Quality Club

**11:15 A.M.**  
CBS—Mayfair Melodies: WDSU KTUL  
KOMA KMBC  
NBC—Merry Macs: WKY WOAI KWK  
KOA WSMB KVOO KTBS WREN  
KTHS WSM  
KMOX—Curious Questions  
KSL—Jennie Lee of Auerbach's  
WBAP—Highway Report: Markets  
WDAF—Service Reports  
WFAA—Wanderers  
WLS—Sodbusters and Arkie  
WLW—Livestock Reports

**11:30 A.M.**  
★ CBS—ACME WHITE LEAD AND  
Color Works Presents Smilin' Ed  
McConnell: KMBC KMOX KSL  
KLZ  
NBC—Farm and Home Hour: WOAI  
WSMB KVOO KTBS KOA WSM  
WREN KTHS WFAA WKY KWK  
WLW KPRC WDAF  
KMBC—Magazine of the Air  
WLS—Mrs. Anna J. Peterson

**11:45 A.M.**  
CBS—Al Kavelin's Orchestra: KOMA  
KLZ KSL WDSU  
KMBC—Citizens League Speaker:  
KMOX—Magic Kitchen  
WLS—Markets; Weather; News  
WWL—Farm and Home Hour

## Afternoon

**12:00 Noon**  
CBS—George Hall's Orchestra: WDSU  
CBS—Just Plain Bill: KMOX KSL  
KLZ WGN  
KASA—Around the District with the  
Bell Oilers  
KMBC—Tex Owens, songs  
KOB—Anson Weeks' Orchestra  
KWTO—Sully's Radiatorial  
WFAA—Markets; Xylophonics  
WIBW—Musical Vaughns

WLS—String Ensemble  
WWL—Masters of Music

**12:15 P.M.**  
CBS—George Hall's Orch.: KOMA  
KSL KLZ  
KMBC—The Sunbonnet Girls  
KMOX—Piano Interlude; Report  
KOB—Home Maker's Program  
KWTO—Luncheon Music  
WFAA—Ezra & Uncle Zeke  
WLS—Dinnerbell Program  
WWL—Radio Salute; Henry and Don

**12:30 P.M.**  
NBC—Vic and Sade, sketch: WSMB  
KWK KOA WKY KTHS WREN  
CBS—Frank Dailey's Orch.: KMBC  
KLZ WDSU KTUL KRLD  
KMOX—Ozark Mountaineers  
KSL—Colonial Dames  
KWTO—News  
WBAP—W. Lee O'Daniel's Doughboys  
WDAF—Melody Parade  
WGN—△Mid-day Service  
WLS—Jim Poole; Livestock  
WLW—Gene Burchell's Orchestra  
WOAI—Light Crust Doughboys  
WSM—Markets

**12:45 P.M.**  
NBC—Great Composer's Hour: WSM  
WREN WSMB  
CBS—Pat Kennedy; Art Kassel's Or-  
ch.: KMBC KSL WDSU KRLD  
KLZ  
KOA—Livestock; Produce Reports  
KWTO—Ozarkanna Corners  
WBAP—Dance Orchestra  
WDAF—Dance Orchestra  
WOAI—Crazy Band  
WWL—Variety Program

**1:00 P.M.**  
CBS—Ann Leaf, organist: WDSU KSL  
KLZ KMOX KTUL KRLD  
NBC—Stones of History, drama: WDAF  
WKY WSM KOA  
NBC—Great Composers: KTBS KWK  
T. N.—Chuck Wagon Gang: WBAP  
WOAI  
KOB—Motor Patrol Broadcast  
WLS—Hoosier Hot Shots  
WLW—Ohio School of the Air  
WWL—Salon Orchestra

**1:15 P.M.**  
CBS—Ann Leaf organist: KOMA  
KMBC  
KMOX—Exchange Club  
KOA—Farm Question Box  
KOB—Home and Farm Hour  
KPRC—Great Composer's Hour (NBC)  
KWTO—Musical Moments  
WBAP—Los Trovadores  
WLS—Rangers & John Brown  
WOAI—Mack Rogers' Orchestra  
WWL—Variety Program

**1:30 P.M.**  
NBC—Smack Out: WREN WSMB  
KWK WSM KTBS  
CBS—Poetic Strings: KSL KOMA  
KMBC KMOX KFAB KTUL KRLD  
NBC—Trio Romantique: WDAF WBAP  
KOA—Huifman Theater Harmonies  
KWTO—Lotus Land  
WLS—Grain Market; Announcement  
WWL—News, Ervin Viktor

**1:45 P.M.**  
NBC—Gus Van songs: WSMB WKY  
NBC—Echoes of Erin: WREN KTHS  
KVOO WSM KWK KTBS  
NBC—Judy and Jane, sketch: WDAF  
WBAP WOAI WFAA  
KMBC—Walkathon  
KOB—Eb and Zeb  
KWTO—Roy Queen's Rangers  
WGN—Rube Appleberry, sketch  
WLS—Musical Program  
WWL—Doughboys

**2:00 P.M.**  
NBC—Ma Perkins, sketch: WSM WLW  
CBS—Metropolitan Parade: WDSU  
KMBC KMOX KFAB KOMA KTUL  
KRLD  
NBC—Dance Orch.: KOA WBAP  
KTBS WREN KWK KPRC WOAI  
KSL—Payroll Builder  
KWTO—Spencer Smith  
WDAF—Aunt Sammy's Chat  
WLS—Homemakers; Wm. O'Connor  
WSMB—Enrique Tuit, pianist  
WWL—Variety Program

**2:15 P.M.**  
NBC—Dreams Come True: WLW  
BS—Metropolitan Parade: KL  
WIBW  
KMOX—Dynamite Jim  
KWTO—Chronicles  
WDAF—Dance Orchestra  
WLS—Fanfare; Wyn Orr  
WSMB—Dance Orchestra (NBC)  
WWL—Eddy Hour

**2:30 P.M.**  
NBC—Song of the City: WDAF WLW  
CBS—Dansant: KTUL KMOX KOMA  
KLZ KRLD WIBW WDSU  
NBC—Roy Shield's Orchestra: WSMB  
KTBS KWK WBAP KVOO KOA  
WOAI WKY

KMBC—Magazine of the Air  
KSL—Utah College Program  
KWTO—Shrine Mosque  
WGN—Arthur Wright, tenor  
WLS—Parties and Games  
WWL—Dance Orchestra

**2:45 P.M.**  
KSL—Dansant (CBS)  
KWTO—Organ Recital  
WBAP—Markets  
WDAF—Woman's Radio Review (NBC)  
WLS—Skyland Scofty  
WLW—Business News

**3:00 P.M.**  
NBC—Blue Room Echoes: WSMB  
NBC—Betty and Bob, drama: WKY  
KPRC KOA KVOO KWK WDAF  
WFAA WOAI WENR  
CBS—Visiting America's Little House:  
KRLD KFAB KMBC WDSU KLZ  
KOMA KTUL  
KMOX—The Laugh Clinic  
KSL—Payroll Builder  
KWTO—Rainbow Hawaiians  
WLW—Life of Mary Sothern, drama  
WREN—Mood Musicals  
WWL—Frank and Bob

**3:15 P.M.**  
NBC—Dorothy Page, vocalist: KWK  
WREN KTBS KOA KPRC  
NBC—Chick Webb's Orch.: WDAF  
WKY  
CBS—Salvation Army Band: KOMA  
KLZ KMBC WDSU KRLD  
KWTO—Slim & Shorty  
WENR—Program Preview  
WFAA—Woman's Mirror  
WLW—Ponce Sisters, harmony duo  
WOAI—Stock Quotations

**3:30 P.M.**  
NBC—Tommy Harris, tenor: WSMB  
CBS—Dick Messner's Orch.: KTUL  
KOMA WDSU KMBC KSL KRLD  
KFAB  
NBC—Ma Perkins, sketch: WDAF  
KTBS KPRC WOAI WENR KVOO  
WKY KOA WFAA  
NBC—Palmer Clark's Orch.: WREN  
WSM KVOO KWK  
KWTO—Souvenirs of Song  
WLW—Betty and Bob, sketch

**3:45 P.M.**  
NBC—Archie Bleyer's Orch.: WENR  
WREN  
CBS—Dick Messner's Orch.: WIBW  
KOMA  
NBC—Dreams Come True: WDAF  
WFAA KTBS KPRC WOAI WSMB  
KOA WKY  
KWTO—Musical Jigsaws  
WLW—Monkey Hollow

**4:00 P.M.**  
NBC—Stanleigh Malotte, songs: WSM  
WREN WENR KWK  
CBS—Loretta Lee, songs: KTUL KSL  
KLZ WDSU KFAB KMBC KOMA  
NBC—Nat'l Congress P.T.A.: WFAA  
WDAF WSMB KOA KTBS WKY  
WOAI  
KMOX—Mo. Fed. of Women's Clubs  
KWTO—Classified Ads  
WLW—Adventure of Donald Ayer  
WWL—Ed Larman, organ recital

**4:15 P.M.**  
CBS—Gracie Dunn, songs: KTUL  
KOMA KRLD  
NBC—Jackie Heller, tenor: WREN  
WENR KWK  
KMOX—Window Shoppers  
KSL—Dental Clinic  
KWTO—Vocal Varieties  
WLW—Tim Healy

**4:30 P.M.**  
NBC—Maurie Sherman's Orch: KWK  
WENR KOA KTBS  
BS—Organ and A. M. A. Speaker:  
KOMA KTUL KRLD KSL KLZ  
NBC—Tales of Courage: WSM WSMB  
KVOO WKY WFAA WOAI WDAF  
NBC—Singing Lady: WLW  
KMBC—News; Program Bugle  
KMOX—The Strolling Bard  
KWTO—Sports Talk; Markets  
WREN—News  
WWL—Johnny De Droit's

**4:45 P.M.**  
CBS—Miniatures: KTUL KRLD  
KOMA  
BS—Danny Malone, tenor: WDAF  
WSM WFAA WKY KPRC KTBS  
WOAI  
BS—Ranch Boys: WENR WREN  
KMOX—Harmonettes  
KWTO—Tunerville Triplets  
WDAF—The Oleanders  
WLW—Jack Armstrong, sketch  
WSMB—Herbie Pell's Orchestra

**5:00 P.M.**  
NBC—William Lundell, interviewer:  
KWK WENR KVOO KTBS WKY  
WSM KOA WOAI KPRC WSMB  
BS—Men of Notes: KOMA KSL KLZ  
KMBC KRLD

NBC—Dick Steele the Boy Reporter:  
WDAF  
KMOX—Three Brown Bears  
KWTO—Dinner Music  
WFAA—Paper Moon, musical romance  
WLW—Music by Divano  
WREN—The Thrill Hunter  
WSM—Jack Shook, guitarist  
WWL—Henry and Minerva

**5:15 P.M.**  
CBS—Tell Sisters: WDSU  
CBS—Those McCarthy Girls: KMBC  
KOMA KRLD KLZ KTUL KSL  
NBC—Tom Coakley's Orch.: WSMB  
WREN KPRC WOAI KOA KVOO  
KWK KTBS WKY  
CBS—Skippy: KMOX  
WENR—Mysterious Island (NBC)  
WFAA—Twilight Serenaders  
WLW—Joe Emerson  
WSM—Financial News  
WWL—Vic Ledbetter

**5:30 P.M.**  
CBS—Happy Green: KOMA  
NBC—News; Mary Small, songs:  
WDAF  
CBS—Jack Armstrong: KMOX  
NBC—News; Walter Preston, bar-  
itone: WKY WOAI KWK KTBS  
KPRC KOA WSMB WBAP  
KMBC—Big Brother Club  
KSL—Junior Hour  
KWTO—Sport Revue  
WENR—What's the News?  
WLW—Bob Newhall, sports  
WREN—News; Walter Preston, songs  
WSM—Freddie Rose, pianist  
WWL—Pinkie's Orchestra

**5:45 P.M.**  
CBS—Edward Wurtzbech's Orch.:  
KRLD KOMA KLZ KOMA  
NBC—Lowell Thomas, today's news:  
WLW  
NBC—Orphan Annie: WENR WREN  
WSMB WOAI WBAP WSM KPRC  
KTBS WGN WKY KWK  
CBS—Beauty Program: KSL  
NBC—Happy Jack: KVOO  
KMBC—Happy Hollow  
KMOX—Four Shamrocks; Orchestra  
KOA—Microphone News  
KWTO—Dinner Music  
WDAF—Jack Armstrong

**Night**

**6:00 P.M.**  
CBS—Dan Russo's Orch.: KRLD  
KTUL  
NBC—Amos 'n' Andy: KVOO WENR  
WLW  
CBS—Myrt and Marge: KMBC  
NBC—Jack & Loretta Clemens: WSM  
KFI KTBS KOA WOAI  
KMOX—Adventures of Jimmy Allen  
KSL—Broadcasters Review  
KWTO—News  
WBAP—Three Rogues of Rhythm  
WDAF—Winthrop Williams, tenor  
WSMB—Tarzan, drama  
WWL—The Southsiders

**6:15 P.M.**  
NBC—Gems of Melody: WENR KOA  
KFI WSMB WREN  
CBS—Red Grange; Football Fore-  
casts: KMOX KLZ WDSU KTUL  
KASA—Views of Today's New s  
KGBX—Dinner Music  
KMBC—Musical Program  
KOMA—Dan Russo's Orch. (CBS)  
KWTO—Dinner Music  
WDAF—Adventures of Jimmy Allen  
WLW—HORLICK'S MALTED MILK  
Presents Lum and Abner, sketch  
WWL—Linda Ray

**6:30 P.M.**  
NBC—The Dixie Dandies; Al Bernard;  
Paul De Mont: KTBS WDAF KPRC  
CBS—Buck Rogers: KMBC WDSU  
KMOX KRLD  
KFI—Organ Recital  
KGBX—Around the Family Organ  
KOB—Ceil and Sally  
WENR—Marion and Jim Jordan  
WFAA—Rhythm Time  
WLW—Southwind  
WOAI—The Whitaker Family  
WSM—Musical Program  
WSMB—Anson Weeks' Orchestra  
WWL—Sons of Pioneers

**6:45 P.M.**  
CBS—Between the Bookends: WIBW  
NBC—Shirley Howard, songs: WREN  
KTBS KWK WENR  
CBS—Boake Carter, News: KMBC  
KMOX  
NBC—Frank Buck's Adventures: KOA  
WDAF KVOO  
KGBX—Boosters' Parade  
WFAA—Lonesome Cowboy  
WLW—Unbroken Melodies  
WOAI—Clem & Tina, the 49ers  
WSM—Variety Program  
WSMB—Dance Music; Sports Review  
WWL—Dinner Hour; Salon Orchestra

Eddie Cantor may need studio audiences, but MARY PICKFORD doesn't. And the invisible audience still has the least need of all for studio onlookers.

If you, like we, were tuned on Wednesday night, October 3 to Miss Mary Pickford's premiere, you must have noticed that one scene in the "Church Mouse" during which the celebrated celluloid queen was supposed to be alone. She was talking aloud to herself—but the lines were funny. So what happened?

The audience in the studio proceeded to laugh uproariously, thereby completely shattering the sense of the scene for the millions of listeners in.

## Plums and—

HOUSE BY THE SIDE OF THE ROAD (Sept. 30 over NBC) again showed itself one of the leaders of the new trend toward music-dramas. Marcell's programming of old favorite selections, instead of untried and specially written numbers, will carry this show far, along with the assisting lift of the ingratiating Tony Wons.

CHICAGO KNIGHTS (Sept. 30 over CBS) brought plumful orchestrations and, glory be, the sweet, soulful voice of Harriet Cruise whose dulcet tones rate no less applause than Dragonette's, Albani's or Kate Smith's to this pillar's ears.

PONTIAC PROGRAM PREMIERE (Sept. 30 over NBC) was something really worth writing home about. Leading off with a distinctly novel introduction, Don McNeill, the man who made the NBC Breakfast Club the coffee-and-toast of the nation, was assisted by his "dumb" stenographer, as portrayed by Betty Winkler, and made old gags sound new and new ones better with his rapid-fire, informal method of presentation.

Added to the sensational mirth-provok-

## Hours to Come

Little Jack Little in music and patter supported by his orchestra will launch the three-a-week series sponsored by the Pinex Company over the Columbia-WABC network October 21, broadcasting from 12:30 to 12:45 p. m. Sunday, Wednesday and Friday.

Columbia famed SCHOOL OF THE AIR will open its 1934-35 five-a-week series Monday, October 22 . . . KATE SMITH and her Music will become a part of the Friday evening Columbia-WABC schedule again, from 9:30 to 10 p. m., effective immediately, when it switches its Thursday night spot.

# Plums and Prunes

By Evans Plummer

ing by the McNeill wit, the orchestra and solos by Jane Froman were distinctly pleasing.

In this premiere was visualized the birth of the 1934-35 season's laugh sensation. Be sure to be at your dials for next Sunday's Pontiac show.

AMERICAN ALBUM OF FAMILIAR MUSIC (Sept. 30 over NBC) remained what it always has been—one of the finest and most comfortable presentations on the air. Plums to Frank Munn and Virginia Rea. And more plums to the headache remedying sponsor whose short credits certainly give no one a headache.

MYRT AND MARGE (Oct. 1 over CBS) surprised with a premiere full of more action and back-stage stuff than the whole 1933-34 series of this script which now enters its fourth year. Welcome back Myrt, Marge, Billy, Clarence—and Jack Arnold!

## Inside Pickups

MADAME SYLVIA, the reducer, is rumored to be trying new diets and all to no avail in an effort to reduce her heart troubles with her young actor husband, Edward Leiter, of the famous Windy City department store and grain family.

PHIL BAKER, your Armour Jester, is planning to multiply (or divide) his radio profits by backing his own musical play, "Geraniums in My Window," soon to open in New York City.

## Outside the Studios

EVEN AS YOU and I they are outside the studios: . . . MURIEL WILSON, not knowing she was observed, taking an interest in every toddling infant she encounters. A sweet girl, Muriel; no wonder you love her as Mary Lou . . . ELEANOR RELLA, "Billy" of Myrt and Marge, arising from a sick bed to attend the show's opening party and then talking to friends about her dog instead of her pains . . . AL WILLIAMSON, chief air star glorifier for NBC in Chicago, assisting proprietor Charlie Dawell, of St. Hubert's Grill, to "mull" the Windy City's first importation of good olde brown October ale . . . EDDIE CANTOR, like a hen with his brood, shoeing Ida and the five daughters around the World's Fair . . . RUBINOFF

in-and-off in Chicago and on-and-off again without speaking a word of English . . . GEORGE OLSEN wracking his brain to scheme into his busy schedule at least one day's attendance at the World Series,

while wife ETHEL SHUTTA, in the receiving line at the couple's opening in Chicago, keeps busy captivating everyone with her ace personality.

Many are the newspapers irked because organized baseball sold out miking privileges to the Ford dealers for commercial airing over NBC and CBS. But our chief Series irk is that Hal Totten, NBC's best ballcaster, was not elected for that chain by Commissioner Landis.



Above is photo of Eddie East, writer of "Sisters of the Skillet."

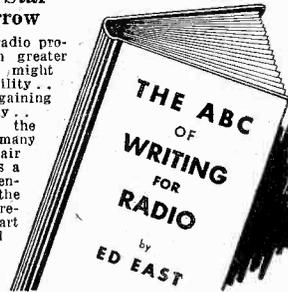
## Let Eddie East Teach You How to Write Radio Programs For Profit...

Easy to Make Up to \$500.00 a Week

You have all heard Eddie East, writer of "Sisters of the Skillet," Scripts for Rudy Vallee Varieties—Major Bowes and Texaco, over the NBC network . . . haven't you wished that you could write that kind of stuff and sell it for real big money? Now make that wish come true. Eddie East has just completed a book of instructions which tells you everything about writing radio programs. It takes you step by step in simple language, telling what to write and how to write it. It covers the entire field down to the style of musical comedy, "The Gibson Family" . . . also tells where and how to sell what you write . . . a true short-cut for you to enter the radio program writing profession . . . to rise to fame, fortune and popularity.

Now You Can Be The Radio Program Star Writer of Tomorrow

The demand for good radio programs is indeed much greater than the supply. You might have hidden writing ability . . . unknown writers are gaining prominence every day . . . Eddie East gives you the full benefit of his many years activities on the air and as a writer. This is a direct short-cut which enables you to get all the facts and without any previous experience to start writing at once . . . and to immediately offer your script for marketing so that you can earn at once.



RADIO SCRIPT MART, Inc.,

Dept. 110, Radio City  
1270 Sixth Ave., New York, N. Y.

Send copy of "The A. B. C. of Writing for Radio by Ed East." Also enclose free autographed photo. I enclose \$1. in full payment. (If you prefer C. O. D. shipment mark X  here and pay postman on arrival.) It is understood if I am not 100% satisfied I will return within 5 days and you will refund my \$1.

Name .....

Address .....

## ONLY \$1.00 POSTPAID NOTHING ELSE TO BUY

Eddie East deliberately put the low price of only \$1.00 on this marvelous book . . . he wants every one who is sincere and anxious to enjoy the same success which is his to realize their ambition . . . that is why you get the complete course of instructions which is complete from cover to cover . . . tells you everything you will want to know . . . gives you names and addresses of radio stations and advertising agencies where you can offer your script for sale.

## RUSH COUPON . . . FREE OFFER

Sign your name and address to the coupon and mail it today along with your remittance for \$1 or C. O. D. plus postage. Act at once and receive free of charge autographed 5 x 7 photograph, suitable for framing, of the famous team of Eddie East and Ralph Dunke, "Sisters of the Skillet" . . . money back if not 100% pleased . . . mail the coupon now before you forget and miss this exceptional money making opportunity which might be the turning point in your entire life. Radio Script Mart, Inc., Radio City . . . 1270-6th Ave., Dept. 110, N. Y.

## Programs to Be Heard

## Thursday, Oct. 18

Continued from Preceding Page

- 7:00 P.M.
  - ★ NBC—Vallee's Variety Hour: WSM KOA KFI WBAP WLW KVOO KPRC WDAF WOAI WKY WSMB
  - ★ CBS—Easy Aces: KMOX KMBC
  - NBC—O'Henry, dramatic sketch: KWK WREN
  - KGBX—Sully's Radio Spotlight
  - KOB—El Rancho Grande
  - KSL—Evening Melodies
  - WLS—The Westerners
- 7:15 P.M.
  - CBS—"Fats" Waller's Rhythm Club: KMBC KLZ WIBW KTUL KOMA KRLD
  - KGBX—After-Dinner Music
  - KMOX—Aeolian Piano Recital
  - KSL—Tarzan, skit
  - WLS—Ferdinand; Ralph Emerson
  - WWL—Sons of Pioneers
- 7:30 P.M.
  - NBC—Melodies Romantique: WREN WLS KWK
  - CBS—Forum of Liberty: KLZ KMOX KMBC WIBW WDSU KTUL KOMA KRLD
  - KGBX—Twilight Romance
  - KSL—Variety Program
  - WLS—Cheer Parade
- 7:45 P.M.
  - KGBX—Twilight Romance
  - KOB—Behind the News
  - KSL—Krausemeyer and Cohen
  - WWL—Variety Program
- 8:00 P.M.
  - ★ CBS—Walter O'Keefe; Glen Gray's Orch.: Annette Hanshaw, contralto: KMOX KRLD KOMA KLZ KTUL KMBC WIBW WDSU
  - ★ NBC—Death Valley Days: WLW WLS WREN KWK

- 8:15 P.M.
  - KGBX—Musical Headlines
  - KSL—Radio Studio Mystery
  - WWL—The Apple Knockers
- 8:30 P.M.
  - ★ CBS—Fred Waring's Orch.: WDSU KMOX KOMA KSL KMBC KRLD KLZ KTUL KFAB
  - NBC—Musical Keys: WREN WENR KWK
  - KGBX—Melody Race
  - ★ WGN—HORLICK'S MALTED MILK Presents Lum & Abner, sketch
  - WLW—Unsolved Mysteries
  - WWL—The Pickard Family
- 8:45 P.M.
  - KGBX—Rhythm Encores
  - KOB—Hi-Hilarities
- 9:00 P.M.
  - ★ NBC—Paul Whiteman's Orch.: WDAF KTBS WLW KFI KTHS WBAP KPRC WOAI KOA WSMB WKY WSM KVOO
  - ★ CBS—Forty-Five Minutes in Hollywood; Cal York, movie gossip: KSL KLZ KOMA KRLD KTUL KMOX
  - NBC—Parade of the Provinces: KWK WREN WENR
  - KGBX—Dance Orchestra
  - KMBC—Music As You Like It
  - KOB—The Hawk
- 9:15 P.M.
  - KGBX—News

- WLS—Hessberger's Orchestra
- WWL—Melody Weavers
- 9:30 P.M.
  - NBC—Economic Changes, talk: WREN
  - KMBC—Musical Cocktail; The Tattler
  - KOB—College Educational Program
  - WENR—George Olsen's Orchestra
- 9:45 P.M.
  - CBS—Heidelberg Students: KMBC
  - CBS—Fray & Braggiotti, pian duo: WIBW KTUL KOMA
  - KMOX—Tin Pan Alley
  - KSL—Football Sports Flash
  - WENR—Irma Glen, organist
- 10:00 P.M.
  - NBC—Amos 'n' Andy: KOA WREN WKY WOAI KPRC WSMB KFI WSM KWK WDAF KTHS WFAA WENR
  - ★ CBS—Myrt and Marge, sketch: KOMA KMOX KSL KMBC KFAB WDSU KLZ KRLD
  - WLW—News; Los Amigos
- 10:15 P.M.
  - NBC—Jesse Crawford, organist: WENR
  - NBC—Del Campo's Orch.: WREN
  - NBC—Gene and Glenn, comedy: WSM KOA WDAF KPRC WOAI KTHS KTBS WSMB WFAA
  - CBS—Little Jack Little's Orch.: KLZ KFAB KTUL KRLD WIBW
  - KFI—Symphony Hour
  - KMBC—Rhythm Encores
  - KMOX—Sports; Smith Ballew's Orch.
  - KSL—Mirth Parade
  - KWK—Voice of Romance (NBC)

- 10:30 P.M.
  - NBC—D'Orsey Brothers' Orch.: WDAF
  - CBS—Walter O'Keefe; Annette Hanshaw; Glen Gray's Orch.: KSL KLZ
  - NBC—Jolly Coburn's Orch.: WSM KVOO WREN KTBS WKY KWK
  - KMBC—Evening Serenade
  - KOA—Sports on Tap
  - WENR—The Hoofinghams, sketch
  - WFAA—Jay Burnett, the scotch fellow
  - WGN—Wayne King's Orchestra
  - WLW—Dance Orchestra
  - WOAI—Ray Teal's Orchestra
  - WSMB—Jules Baduc's Orchestra
- 10:45 P.M.
  - NBC—Jolly Coburn's Orch.: WFAA WSMB
  - KMOX—Alma Rotter, organist
  - KOA—Eddie Dunstedter's Orchestra
  - WDSU—Joe Haymes' Orch. (CBS)
  - WENR—Art Kassel's Orchestra
  - WGN—Jan Garber's Orchestra
- 11:00 P.M.
  - NBC—George Olsen's Orch.: WSM WREN KVOO WKY WENR KTBS KPRC KWK KTHS
  - NBC—Enric Madriguera's Orch.: WDAF WOAI WSMB
  - CBS—Carlos Molina's Orch.: KFAB KMBC KOMA WIBW KTUL KSL
  - KMOX—Joe Stovall's Orchestra
  - KOA—Comedy Stars of Hollywood
  - WFAA—Richard Cole's Orchestra
  - WLW—Dance Orchestra
- 11:15 P.M.
  - NBC—George Olsen's Orch.: WFAA WSMB KOA

- CBS—Carlos Molina's Orch.: KLZ
- KFI—Winning the West
- KMOX—Mike Child's Orchestra
- KSL—Skiles Family
- 11:30 P.M.
  - NBC—Dance Orch.: WLW WFAA
  - CBS—Enoch Light's Orch.: KOMA KLZ KTUL KMOX WIBW KMBC
  - NBC—Dancing in the Twin Cities: WREN WSMB WKY KTHS KTBS KWK WSM KVOO KPRC WOAI KOA
  - CBS—Earl Hines' Orch.: KFAB
  - KSL—Democratic State Committee
  - WENR—Jess Hawkins' Orchestra
- 11:45 P.M.
  - KFI—Tom Coakley's Orch. (NBC)
  - KMBC—Charles Barnet's Orchestra
  - KMOX—When Day is Done, Organ
  - KSL—Mary and John
- 12:00 Mid.
  - NBC—Stan Myers' Orch.: WENR KOA WFAA
  - KFI—News
  - KSL—Dance Orchestra
  - WLW—Moon River
  - WOAI—Henry Lang's Orchestra
- 12:15 A.M.
  - KFI—The Big Ten
  - KSL—Night Boat
  - WBAP—Mallan Harmon's Orchestra
- 12:30 A.M.
  - NBC—Don Pedro's Orch.: KTBS KWK
  - NBC—Noble Sissle's Orch.: WKY WENR KVOO KTBS
- 12:45 A.M.
  - NBC—Coquettes: KFI KOA
  - KSL—Vincent Lopez' Orchestra
- 1:00 A.M.
  - KFI—Dance Orchestra
  - KFI—Jimmy Grier's Orchestra

# Programs for Friday, October 19

Star ★ Indicates High Spot Selections

**6:00 A.M.**  
KMOX—Riddles and Grins  
WLW—Family Prayer Period

**6:15 A.M.**  
WLW—Morning Devotions

**6:30 A.M.**  
KMBC—Morning Devotions  
KMOX—Melody Weavers & Skeets  
WDAF—Over the Coffee Cups  
WLW—Salt and Peanuts  
WSM—Rise and Shine

**6:45 A.M.**  
NBC—Pollock & Lawnhurst: WLW  
KMBC—Tex Owens, songs  
KMOX—The Three Hired Men  
WDAF—Bible Lesson  
WFAA—Peg Moreland, songs

**7:00 A.M.**  
NBC—Richard Leibert, organist: WLW  
NBC—Morning Devotions: WREN  
KTBS KTBS KVOO WKY KWK WAOI  
KMBC—Musical Time  
KMOX—Mountain Minstrels  
WDAF—Musical Clock  
WFAA—Early Birds & Jimmie Jefferies  
WLS—News

**7:15 A.M.**  
NBC—Lantid Trio & White: WREN  
KTBS KTBS KVOO WKY KWK WAOI  
KMOX—Novelty Boys  
WLS—Arkansas Woodchopper  
WLW—Organ Recital

**7:30 A.M.**  
NBC—Cheerio: WLW WSM WSMB  
KTBS KTBS WKY KWK WAOI  
NBC—Lew White, organist: WREN  
KMBC—News Flashes  
KMOX—Tick-Tock Revue  
KSL—Morning Musicals  
WLS—Morning Devotions

**7:45 A.M.**  
KMBC—Musical Time  
WFAA—Blue Bonnet Harvesters  
WLS—Jolly Joe's Pals

**8:00 A.M.**  
CBS—Metropolitan Parade: WDSU  
KMBC KTUL KLZ WIBW KSL  
KFAB KOMA KRLD  
NBC—Breakfast Club: WREN KOA  
WSMB KTBS KPRC KTBS WAOI  
KVOO WFAA  
KMOX—The Skipper's Serenade  
WFAA—Early Birds; Jimmie Jefferies  
WLS—Spare Ribs' Fairy Tales  
WLW—Joe Emerson, Hymns  
WSM—Leon Cole, organist  
WWL—James Willson, hymns

**8:15 A.M.**  
NBC—Breakfast Club: WSM WKY  
KSL—Morning Watch  
WFAA—Morning Serenaders  
WLS—Hoosier Hot Shots and Arkie  
WLW—Health Talk

**8:30 A.M.**  
CBS—Jan Savitt's Orch.: WIBW  
WDSU  
NBC—Mystery Chef: WDAF  
KMOX—The Cornhuskers  
WBAP—Between Us  
WDAF—High and Low  
WLS—Ford Rush  
WLW—Jack Berch; Orchestra

**8:45 A.M.**  
NBC—The Upstagers: WDAF  
CBS—Metropolitan Parade: KMBC  
KMOX—Fashion Parade  
KWK—Breakfast Club (NBC)  
WLS—Morning Minstrels  
WLW—Walter Furniss

**9:00 A.M.**  
NBC—Josephine Gibson, hostess counsel: WSM WAOI WREN WSMB  
KTBS KOA KTBS KWK KVOO WKY WDAF  
CBS—News; Do Re Mi Trio: KOMA  
KLZ KRLD KMOX KTUL WDSU  
KMBC—Fashion Flashes  
KSL—Morning Melodies  
WBAP—The Jewel Gems  
WLS—The Westerners; Roundup  
WLW—Organ Recital  
WWL—Musical Clock

**9:15 A.M.**  
NBC—Clara, Lu 'n' Em, gossip: WLW  
WSM KVOO WDAF WKY WBAP  
WSMB WAOI KPRC WGN  
NBC—Hazel Arth, contralto: WREN  
KWK KOA  
KMBC—Melody in the Morning  
KMOX—Norman Paule, baritone  
WWL—Souvenirs

**9:30 A.M.**  
CBS—Marion Carley, pianist: KOMA  
KLZ KMBC WDSU  
NBC—Carlsbad Program: KOA  
NBC—Today's Children: WKY KWK  
WBAP WREN KPRC WLS WAOI  
KMOX—Let's Compare Notes  
WDAF—Variety Hour  
WLW—Jack Berch  
WSM—Radio Kitchen  
WSMB—Ida Bailey Allen  
WWL—Morning Musical Moments

**9:45 A.M.**  
NBC—News; Radio Kitchen: WSMB  
WKY WREN

CBS—Three Flats: KMBC KLZ KOMA  
WDSU KMOX KTUL KRLD  
NBC—Betty Crocker, cooking talk:  
KTBS WLW WAOI WBAP KPRC  
KVOO KOA  
KMBC—High Grade Melodies  
WDAF—Dance Selections  
WLS—The Dean Boys

**10:00 A.M.**  
NBC—Music Appreciation Hour:  
WFAA WSM KWK WKY WSMB  
WREN WLW KTBS WDAF KOA  
WAOI KPRC KTBS  
CBS—Cooking Closeups: KMOX  
KMBC—The Sunshine Lady  
KSL—Ensemble  
WLS—Shoppers' Service  
WWL—Marvin & His Merry-makers

**10:15 A.M.**  
CBS—U. S. Army Band: KOMA KLZ  
KFAB KMBC KTUL KSL WDSU  
KRLD  
KMOX—Katherine Darst  
WLS—Federal Home Program

**10:30 A.M.**  
KSL—Good Morning Judge  
WLS—Jim Poole; Livestock; Markets;  
Weather  
WWL—Gaga and the Barker

**10:45 A.M.**  
CBS—The Cadets Quartet: KMBC  
KMOX  
KSL—Variety Program  
WDAF—Betty Crocker, talk (NBC)  
WLS—Today's Kitchen

**11:00 A.M.**  
NBC—Dorothy Kendrick, pianist:  
WDAF  
NBC—Fields and Hall, songs: WSMB  
KVOO WREN KPRC WSM KTBS  
KWK WAOI  
CBS—Voice of Experience: KMBC  
KLZ KTUL KSL KMOX  
KOA—Cookbook Sherlocks  
KWTO—Lotus Land  
WFAA—Ida Bailey Allen  
WGN—Tom, Dick and Harry  
WLW—Male Quartet  
WWL—Quality Club

**11:15 A.M.**  
CBS—Betty Barthell, songs: WDSU  
KMBC KOMA KTUL  
NBC—Charles Sears, tenor: KTBS  
WKY KPRC WREN KWK WSM  
WSMB WFAA  
KMOX—Curious Questions  
KOA—Marietta Vasconcelles  
KSL—Jeannie Lee  
WDAF—Service Reports  
WFAA—Wanderers  
WLS—Sodbusters and Arkie  
WLW—Stock Reports  
WSMB—Knights of Columbus Prgm.

**11:30 A.M.**  
NBC—Farm and Home Hour: WFAA  
WREN WSMB KTBS KOA KPRC  
WAOI KVOO WKY KWK WSM  
KTBS WDAF  
CBS—National Lutheran Convention:  
KRLD KLZ KOMA KMBC KSL  
WDSU KTUL  
KMOX—Magic Kitchen  
WLS—Mrs. Anna J. Peterson  
WLW—Cousin Bob's Kinfolk

**11:45 A.M.**  
WLS—Markets; Weather; News  
WWL—Prevention of Blindness

## Afternoon

**12:00 Noon**  
CBS—George Hall's Orchestra: WDSU  
KRLD  
CBS—Just Plain Bill: KMOX KSL  
KLZ  
KASA—News  
KMBC—Tex Owens, songs  
KOB—The Hawk  
KWTO—Sully's Radiatorial  
WFAA—Markets; Xylophonics  
WLS—Virginia Lee & Sunbeam  
WLW—Farm and Home Hour (NBC)  
WWL—Masters of Music

**12:15 P.M.**  
CBS—George Hall's Orch.: KSL KLZ  
KOMA  
KMBC—The Sonbonnet Girls  
KMOX—Piano Interlude  
KOB—Homemakers' Program  
KWTO—Luncheon Music  
WFAA—Mrs. Tucker's Children  
WLS—Prairie Farmer Dinnerbell  
WWL—Radio Salute Henry and Don

**12:30 P.M.**  
CBS—Allan Leifer's Orchestra: KMBC  
KSL KLZ WDSU KOMA KTUL  
KRLD  
NBC—Vic and Sade: WREN WKY  
WSMB KWK WDAF KTBS  
T. N.—W. Lee O'Daniel's Doughboys:  
WBAP WAOI KPRC  
KMOX—St. Louis Dental Society  
KOA—Ida Bailey Allen

KWTO—News  
WDAF—Melody Parade  
WGN—Mid-day Service  
WLS—Jim Poole; Livestock  
WLW—Dance Orchestra  
WSM—Markets

**12:45 P.M.**  
NBC—Words and Music: WSM  
WSMB KPRC  
KMOX—Ozark Mountaineers  
KOA—Livestock; Produce Reports  
KWTO—Ozarkanna Corners  
WBAP—Dance Orchestra  
WDAF—Dance Orchestra  
WAOI—Crazy Band  
WREN—Songs of Long Ago  
WWL—Variety Program

**1:00 P.M.**  
CBS—The Eton Boys: KTUL KFAB  
KLZ KMOX WDSU KRLD KOMA  
KSL  
NBC—Magic of Speech: WDAF WSM  
KOA KTBS WSMB  
T. N.—Chuck Wagon Gang: WBAP  
WAOI KPRC  
KOB—Motor Patrol Broadcast  
WLS—Hoosier Hot Shots  
WLW—Ohio School of the Air  
WREN—Words and Music (NBC)  
WWL—Dance Orchestra

**1:15 P.M.**  
NBC—Morin Sisters, trio: WREN  
KPRC  
CBS—The Instrumentalists: KTUL  
KLZ KRLD WDSU KFAB KOMA  
KSL  
KMOX—Exchange Club  
KOB—Home and Farm Hour  
KWTO—Leroy James  
WBAP—Dance Orchestra  
WLS—Rangers & John Brown  
WAOI—Freddy Bergin's Orchestra  
WDAF—Crazy Crystals

**1:30 P.M.**  
CBS—Memories Garden: KTUL KRLD  
KLZ WDSU KFAB KSL KOMA  
NBC—The Sizzlers: WBAP WDAF  
KVOO  
NBC—Smack Out: KWK WSMB  
WSM KOA KTBS WREN  
KMOX—Musical Tales  
KOB—Hi-Hilarities  
KWTO—Spice of Life  
WWL—News

**1:45 P.M.**  
NBC—Gus Van, songs: WSMB  
NBC—Judy and Jane, sketch: WDAF  
WBAP WKY  
NBC—Alden Edkins, bass: WREN  
KOA WSM KTBS  
KMBC—Walkathon  
KMOX—Memories Garden (CBS)  
KOB—Eb and Zeb  
KWTO—Parade  
WLS—Geo. Simons, tenor; Orchestra  
WWL—Light Caust Doughboys

**2:00 P.M.**  
CBS—The Four Showmen: KTUL  
WDSU KMOX KRLD KOMA  
NBC—Ma Perkins, sketch: KOA WLW  
WSM  
NBC—U. S. Marine Band: WREN  
KWK WBAP WKY KTBS WAOI  
KPRC  
KSL—Payroll Builder  
KWTO—Roy Queen's Rangers  
WDAF—Beauty Parade  
WLS—Homemakers  
WSMB—Mrs. A. P. Perrin talk  
WWL—Variety Show

**2:15 P.M.**  
CBS—Artist Recital: KLZ KRLD  
KOMA  
NBC—The Wise Man: WSM  
KMOX—Dynamite Jim  
KWTO—Slim and Shorty  
WLS—Fanfare; Wyn Orr  
WLW—Three Star Voices  
WSMB—U. S. Marine Band (NBC)  
WWL—Variety Program

**2:30 P.M.**  
CBS—The Grab Bag: KTUL KOMA  
KMOX KRLD KSL  
NBC—Woman's Radio Review: WDAF  
KMBC—Magazine of the Air  
KWTO—Organ  
WLS—Little Home Theater  
WWL—Castro Carazo's Orchestra

**2:45 P.M.**  
KWTO—Parade  
WBAP—Markets  
WLS—Ford Rush; John Brown, pianist  
WLW—Business News  
WAOI—Weather and Stock Reports

**3:00 P.M.**  
CBS—Rhythm Bandbox: KTUL  
KRLD KFAB KOMA  
NBC—Master Music Hour: WSMB  
WDAF WSM  
NBC—Betty and Bob, drama: WENR  
WKY KPRC KOA KVOO WFAA  
KWK WAOI  
KMOX—Laugh Clinic  
KSL—Payroll Builder

KWTO—Rainbow Hawaiians  
WLW—Life of Mary Sothern  
WREN—Favorite Quartet  
WWL—Mechants' Express

**3:15 P.M.**  
NBC—Platt & Nierman: WREN KWK  
KTBS WFAA KOA KPRC  
KWTO—Slim & Shorty  
WENR—Program Preview  
WLW—Charlie Kent  
WAOI—Stock Quotations; Resume;  
Weather  
WSMB—Mrs. A. P. Perrin talk

**3:30 P.M.**  
CBS—U. S. Army Band: KOMA KSL  
KRLD KTUL  
NBC—Garfield Swift, baritone: WREN  
KWK  
NBC—Ma Perkins, sketch: WDAF  
WFAA KTBS KPRC WENR WKY  
KOA WAOI  
KWTO—Travel Talk  
WLW—Betty and Bob, sketch

**3:45 P.M.**  
NBC—General Federation of Women's  
Clubs; Speakers: WREN KPRC  
WFAA WKY WSM KOA KTBS  
WENR KWK WAOI  
WDAF—Master Music Hour (NBC)  
WLW—Monkey Hollow  
WSMB—Knights of Columbus

**4:00 P.M.**  
CBS—Men of Notes: KOMA  
NBC—Al Pearce's Gang: WREN KWK  
WENR KTBS WSM WKY KOA  
WAOI WSMB  
NBC—Nellie Revell Interviews: KVOO  
KMBC—Musical Program  
KMOX—The Blue Buddies  
KOB—Ralph Romero's Rhumba Band  
KWTO—Classified Ads  
WDAF—Young Matinee  
WFAA—Young Artists  
WWL—Ed Larman, organ recital

**4:15 P.M.**  
CBS—Gracie Dunn, songs: KRLD  
KOMA  
NBC—Jackie Heller, tenor: WENR  
WREN KVOO KTBS WSMB WSM  
WFAA WKY KWK WAOI  
NBC—Tom Mix's Straight Shooters:  
WLW  
KMOX—Window Shoppers  
KOA—Rowdy Wright  
KSL—Clinic of the Air  
KWTO—Bill Ring  
WLW—Variety Program

**4:30 P.M.**  
CBS—Milton Charles, organist: KOMA  
KRLD KSL KLZ  
NBC—Singing Lady: WLW  
NBC—William Lundell, interviewer:  
WSM WSMB KPRC KOA KTBS  
WKY WAOI  
KMBC—News  
KMOX—Sports Reporter  
KWTO—Sports Talk; Markets  
WDAF—Council Speaker  
WENR—Maurie Sherman's Orch.:  
(NBC)  
WFAA—Parent Teachers Talk  
WREN—News  
WWL—Smoke Ring Troubadours

**4:45 P.M.**  
CBS—Miniatures: KRLD KOMA  
NBC—Capt. Tim Healy: WAOI WFAA  
KPRC WDAF KVOO  
CBS—Robinson Crusoe, Jr.: KSL  
NBC—Ranch Boys: WENR WREN  
KOA WKY KPRC WFAA KTBS  
WAOI  
KMBC—Variety Prgm.  
KMOX—Russ Brown and Ensemble  
KWTO—Bridge Party Tunes  
WLW—Jack Armstrong, sketch  
WSM—String Ensemble  
WSMB—Herbie Pell's Orchestra  
WWL—Joseph Scaramm, pianist

**5:00 P.M.**  
NBC—Dick Steele, the Boy Reporter:  
WDAF  
CBS—H. V. Kaltenborn: KLZ KSL  
KMBC KRLD WDSU  
NBC—Jack Berger's Orchestra:  
WENR KPRC KOA WAOI WSMB  
KTBS  
CBS—Adventure Hour: KMOX  
KOMA—Songs of Long Ago (CBS)  
KWTO—Three Aces of Rhythm  
WFAA—Anson Weeks' Orchestra  
WLW—Music by Divano  
WREN—Coleman Cox philosopher  
WSM—String Ensemble  
WWL—Henry and Minerva

**5:15 P.M.**  
NBC—Mrs. H. B. Tate, talk: WREN  
CBS—Texas Rangers: KOMA KRLD  
KSL  
CBS—Chubby's Chums: WDSU  
CBS—Skippy: KMBC KMOX  
KWTO—Early Dinner Music

WDAF—Service Reports  
WENR—Mysterious Island  
WFAA—Twilight Serenaders  
WLW—Al and Pete  
WSM—Financial News  
WWL—Humming Four

**5:30 P.M.**  
NBC—News; Dorothy Page, contralto:  
KTBS KPRC WSMB WREN WKY  
KOA WAOI  
CBS—Jack Armstrong: KMOX  
NBC—News; Marion McAfee, soprano:  
WDAF  
KMBC—Big Brother Club  
KSL—Junior Hour  
KWTO—Sports Revue  
WBAP—Robin Hood  
WENR—What's the News  
WLW—Bob Newhall, sports  
WSM—Freddie Rose, pianist  
WWL—George Wagner's Orchestra

**5:45 P.M.**  
CBS—Edward Wurtzbech's Orch.:  
KLZ KOMA KRLD  
NBC—Lowell Thomas: WLW  
NBC—Orphan Annie: WENR WREN  
WSM WSMB KPRC KTBS WGN  
WBAP WKY KWK WAOI  
KMBC—Happy Hollow  
KMOX—Four Shamrocks; Orchestra  
KOA—Microphone News  
KWTO—Dinner Music  
WDAF—Jack Armstrong

## Night

**6:00 P.M.**  
CBS—Dan Russo's Orch.: KRLD  
KTUL  
NBC—Amos 'n' Andy: KVOO KTBS  
WLW WENR WKY  
NBC—Broadcast from Japan: WSM  
KTBS WAOI WSMB  
KFI—California Teachers  
KMBC—Musical Prgm.  
KMOX—Adventures of Jimmy Allen  
KOA—Memories  
KSL—Payroll Builder  
KWTO—News  
WBAP—Musical Program  
WDAF—Virginia Jones, pianist  
WSM—Wild Life in Tennessee  
WWL—Dorothy Broach

**6:15 P.M.**  
CBS—Red Grange, Football Forecast:  
KMOX WDSU KTUL KLZ  
NBC—Plantation Echoes; Mildred  
Bailey, songs: WKY KTBS WSM  
KPRC WENR KWK  
KFI—Organ Recital  
KMBC—Happy Hollow  
KOA—Stamp Club  
KOMA—Dan Russo's Orch. (CBS)  
KWTO—News Parade  
WDAF—Adventures of Jimmy Allen  
★ WLW—HORLICK'S MALTED  
Milk Presents Lum and Abner  
WSM—Asher and Little Jimmie  
WSMB—Dance Music  
WWL—Abbie Brunnie's Orchestra

**6:30 P.M.**  
★ NBC—BEECH-NUT PRESENTS  
Red Davis featuring Burgess Meredith,  
Jack Rosalie, Marion Barney &  
Elizabeth Wragge, comedy sketch:  
WSM WSMB KPRC WREN WDAF  
WAOI WFAA KTBS  
CBS—Dan Russo's Orch.: KRLD  
CBS—Harold Knight's Orch.: WIBW  
KGBX—Around the Family Organ  
KMOX—Carol Ross and Organ  
KOA—Dramatic Sketch  
KOB—Cecil and Sally  
KSL—Robin Hood, skit  
WLW—Paul Pierson; Orchestra  
WWL—Sons of Pioneers

**6:45 P.M.**  
CBS—Boake Carter, news: KMOX  
KMBC  
CBS—Between the Bookends: KOMA  
WIBW KLZ  
NBC—Dangerous Paradise, sketch:  
WREN WSM WSMB KTBS WENR  
WLW WKY KWK WFAA  
NBC—Frank Buck's Adventures: KOA  
WDAF KVOO  
KFI—Bible Stories  
KGBX—Boosters' Parade  
KSL—Town Crier  
WAOI—Hearts Delight Millers  
WWL—Dinner Hour; Salon Orchestra

**7:00 P.M.**  
CBS—Easy Aces: KMBC KMOX  
★ NBC—Concert; Jessica Dragonette:  
WAOI KOA KPRC KVOO KTBS  
WFAA WKY WDAF  
★ NBC—Irene Rich, sketch: WREN  
WLS WSM  
KGBX—Sully's Radio Spotlight  
KOB—Motor Patrol Broadcast  
KSL—Pullman Tailors  
KWK—Musical Keys (NBC)  
WLW—Dance Orchestra  
WSMB—Ray McNamara, pianist  
WWL—Castro Caraza's Orch.

(Continued from Page 9)

orchestrations of his own compositions. When Schwartz expressed a desire for intensive musical study not long ago, he was discouraged by Russel Bennett, who feared that such a study might destroy his melodic spontaneity.

His greatest thrill? Well, he isn't sure; but it was either the opening night of the "Little Show" on April 30, 1929, when his "Song of the Riveter" established him as a man who could make money in song writing, or the day he met his present lyricist, Howard Dietz, and decided that he had discovered at last the man who



LORD BEAVERBROOK

What causes war, and how can it be avoided? Some of England's most brilliant men busily are engaged in answering that question via transatlantic broadcasts, on the NBC-WEAF Friday feature (4 p. m. CST) called "Causes of War."

Opened on Friday, October 12, with a witty yet profound dissertation by the VERY REVEREND WILLIAM RALPH INGE, St. Paul's longtime and renowned "Gloomey Dean," the series will include addresses by English leaders in many pursuits.

This Friday's speaker (October 19) will be SIR NORMAN ANGELL, famed editor and author. On October 26, LORD BEAVERBROOK, the influential newspaper publisher, will present his views.

# Behind the Music

could write the words to his songs much better than he.

Arthur Schwartz has charged publishers that no article about him may be issued unless it contains the fact that he considers Dietz to be of more help to him than his music is to Howard.

"Mr. Dietz," he states, "is far above the average lyric writer, in my humble opinion. He is musically inclined, and the creator of melodic pattern as well as actual lyrics. I sometimes help him with the words; but his donation is greater. Dietz is capable of writing anything for the stage. I mean libretto and drama as well as lyrics. His contribution to our work is inestimable."

## New Song Format

Arthur Schwartz believes that the radical changes which are being evidenced in American music will result in melodies of simplicity and sweetness without touching the hillbilly form.

"The new songs," he says, "must have some sophistication . . . enough to prove that there is mentality behind them. Radio has developed intricate and colorful harmonic treatment of themes. It has opened a great field for music rich in harmonic structure. These indications will be apparent in our new series, which will contain a minimum of so-called hot music. I believe people are more interested in melody."

Schwartz realizes that he has taken upon

himself a great task in composing the score for a complete hour musical show each week for a year. And he believes that his greatest problem will be to make the melodies a definite part of the story. What he has accepted is probably the greatest task given any American composer.

His hobbies are tennis, reading and symphonic concerts. He is not particularly fond of singing; but is a great admirer of Lily Pons. He writes poetry as an avocation and his verses have been published in the columns of F. P. A. and several magazines.

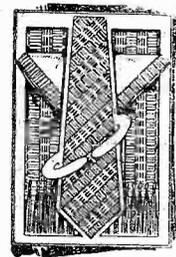
His first published song, "Baltimore, Md., That's the Only Doctor for Me," brought him the munificent sum of \$8.43. He believes it the funniest song he ever has written; but admits that he saw no comedy in it when it was composed.

Arthur Schwartz was born stage-struck and with a tune in his fingers. His affection for his profession has proven itself invulnerable to attack. He is justified in preferring the title "Composer" to "Song-Writer," for he has created many musical works capable of holding their place with-

out lyrics. His ultimate ambition, a desire which he expects to achieve within the next two years, is to write serious plays without music. As he never has failed in anything he seriously set out to accomplish, the chances are that he will achieve his purpose.

"The Gibson Family," with Arthur Schwartz' music, may be heard every Saturday evening at 8:30 p. m. over an NBC-WEAF network, in a program sponsored by the Procter and Gamble Company.

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30x4.50-21	2.35	0.85	30x4	2.45	0.85	
28x4.75-19	2.45	0.95	32x4	2.95	0.85	
29x4.75-20	2.50	0.95	32x4.5	3.05	0.85	
29x5.00-19	2.55	1.05	32x4.75	3.15	1.15	
30x5.00-20	2.65	1.05	34x4.5	3.45	1.15	
28x5.25-18	2.75	1.15	34x4.75	3.55	1.15	
29x5.25-19	2.85	1.15	34x5	3.65	1.15	
30x5.25-20	2.95	1.15	33x5	3.75	1.45	
31x5.25-21	3.05	1.15				
32x5.25-22	3.15	1.15				
33x5.25-23	3.25	1.15				
34x5.25-24	3.35	1.15				
35x5.25-25	3.45	1.15				
36x5.25-26	3.55	1.15				
37x5.25-27	3.65	1.15				
38x5.25-28	3.75	1.15				
39x5.25-29	3.85	1.15				
40x5.25-30	3.95	1.15				
41x5.25-31	4.05	1.15				
42x5.25-32	4.15	1.15				
43x5.25-33	4.25	1.15				
44x5.25-34	4.35	1.15				
45x5.25-35	4.45	1.15				
46x5.25-36	4.55	1.15				
47x5.25-37	4.65	1.15				
48x5.25-38	4.75	1.15				
49x5.25-39	4.85	1.15				
50x5.25-40	4.95	1.15				
51x5.25-41	5.05	1.15				
52x5.25-42	5.15	1.15				
53x5.25-43	5.25	1.15				
54x5.25-44	5.35	1.15				
55x5.25-45	5.45	1.15				
56x5.25-46	5.55	1.15				
57x5.25-47	5.65	1.15				
58x5.25-48	5.75	1.15				
59x5.25-49	5.85	1.15				
60x5.25-50	5.95	1.15				
61x5.25-51	6.05	1.15				
62x5.25-52	6.15	1.15				
63x5.25-53	6.25	1.15				
64x5.25-54	6.35	1.15				
65x5.25-55	6.45	1.15				
66x5.25-56	6.55	1.15				
67x5.25-57	6.65	1.15				
68x5.25-58	6.75	1.15				
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NBC  
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- 7:15 P.M.**  
NBC—Grace Hayes, songs: WSM  
WSMB WREN WLS  
CBS—Edwin C. Hill, news: KMBC  
KMOX  
CBS—Mary, Jeanne & Joe: WIBW  
KOMA KTUL KLZ KRLD  
KFI—Variety Program  
KGBX—After Dinner Music  
KSL—Tarzan, sketch  
WDSU—Charlie Gaines' Orchestra  
WLS—Ford Rush; Ralph Emerson  
WLW—Henry Thies' Orchestra  
WSM—Lasses and Boney  
WWL—Sons of Pioneers
- 7:30 P.M.**  
★ CBS—Real Life Dramas: WIBW  
KOMA KMBC KMOX KRLD  
NBC—Al Goodman's Orch.: WLS WSM  
WREN WSMB KWK  
KFI—Musical Varieties  
KGBX—Kampus Kids  
KOB—Anson Weeks' Orchestra  
KSL—Musical Program  
WFAA—Rhythm Time  
WLW—Variety Program  
WSM—Musical Program  
WWL—The Pickard Family
- 7:45 P.M.**  
CBS—Jurien Hoekstra, baritone: WIBW  
KOMA KRLD  
KFI—Little Orphan Annie (NBC)  
KGBX—Castles in Music  
KOB—Behind the News  
KSL—Memory Garden  
WFAA—Entertainers
- 8:00 P.M.**  
NBC—Waltz Time; Frank Munn, tenor:  
WDAF WLW  
CBS—March of Time: WIBW KMOX  
KSL KLZ KMBC KRLD WDSU

- Programs to Be Heard*
- ★ NBC—Phil Harris' Orch.: Leah Ray: WREN KFI KOA WSMB WKY  
WOAI KWK WFAA WLS  
KGBX—Manhattan Merry-Go-Round  
WSM—Texas College Program  
**8:15 P.M.**  
KOB—Sports Review  
WWL—The Appleknockers  
**8:30 P.M.**  
★ NBC—Phil Baker, comedian; Orch.:  
WKY WREN KWK WOAI WSM  
WENR WSMB KFI KPRC WFAA  
★ CBS—Hollywood Hotel; Dick Powell;  
Ted Florio's tOrch.: KMBC  
KRLD KSL KMOX KFAB KOMA  
WDSU KTUL KFAB KLZ  
KGBX—Musical Auction  
KOB—K Circle B Serenaders  
WDAF—Variety Program  
★ WGN—HORLICK'S MALTED MILK  
Presents Lum and Abner, sketch  
WLW—Zero Hour  
**8:45 P.M.**  
KGBX—Front Page Dramas  
WGN—Wayne King's Orchestra  
WLW—Jane Froman, soloist  
WWL—Hub and Bill  
**9:00 P.M.**  
NBC—The Dixie Dandies; Al Bernard:  
WREN KWK WENR  
★ NBC—First Nighter, drama: WDAF  
KOA WOAI WSMB KFI WKY  
WLW WSM KPRC WFAA  
KGBX—Dance Orchestra  
WWL—Serenader  
**9:15 P.M.**  
KGBX—News

## Friday, Oct. 19

- Continued from Preceding Page*
- KOB—Do You Believe in Ghosts?  
WWL—Sterling Quarter Hour  
**9:30 P.M.**  
NBC—Jewish Hour: WREN  
★ CBS—Kate Smith's Swanee Music:  
KOMA WDS UKTUL KRLD KTBS  
KTHS WFAA  
KFI—Crime Clues  
KGBX—Dance Band  
KMBC—Musical Cocktail; The Tattler  
KMOX—Rhythmster with Rita Rogers  
KSL—Musical Program  
WDAF—The Forty-Niners  
WENR—Gene Arnold  
WLW—Roamios  
WSM—Teachers' College of the Air  
**9:45 P.M.**  
KLZ—Kate Smith (CBS)  
KMOX—Tin Pan Alley  
KSL—Variety Program  
WDAF—Red Davis, sketch  
WENR—George Olsen's Orchestra  
WSMB—Jules Baduc's Orchestra  
**10:00 P.M.**  
CBS—Myrt & Marge: KOMA KSL  
KMOX KRLD KMBC KLZ KFAB  
WDSU  
NBC—Amos 'n' Andy: WREN WSM  
WSMB KOA KTHS WKY WOAI  
WDAF KWK KPRC KFI WBAP  
WENR  
WLW—News  
**10:15 P.M.**  
CBS—Edwin C. Hill, news: KLZ KSL  
NBC—Gene & Glenn, comedy: WSM  
WDAF KTBS WSMB KFI KOA  
WBAP KTHS KPRC WOAI

- CBS—Henry Busse's Orch.: KFAB  
NBC—Charlie Davis' Orch.: WREN  
KMBC—Rhythm Encores  
KMOX—Sports Reporter; Orchestra  
**10:30 P.M.**  
CBS—Court of Human Relations: KSL  
KMOX KLZ  
CBS—Earl Hines' Orch.: KFAB KTUL  
NBC—Freddie Martin's Orch.: WENR  
KVOO WSM KTBS WDAF KWK  
NBC—Jolly Coburn's Orch.: WREN  
WKY KTBS KPRC KTHS  
KFI—One Man's Family (NBC)  
KOA—Fred Schmitt's Brewers  
WBAP—Peggy Farrell; Ensemble  
WENR—The Hoofinghams, sketch  
WGN—Wayne King's Orchestra  
WOAI—Orchestra and dramatic sketch  
WSMB—Pinky's Orchestra  
**10:45 P.M.**  
CBS—Frank Dailey's Orch.: WDSU  
KTUL  
KMBC—Evening Serenade  
KMOX—Alma Rotter and Organ  
WBAP—Dance Orchestra  
WENR—Art Kassel's Orchestra  
WGN—Jan Garber's Orchestra  
WSMB—Jolly Coburn's Orch. (NBC)  
**11:00 P.M.**  
NBC—Eddy Duchin's Orch.: WDAF  
WSMB  
CBS—Jacques Renard's Orch.: KMBC  
KMOX KTUL WIBW KOMA  
NBC—Felix' Orch.: WLW KPRC KOA  
WOAI WREN WKY KWK WSM  
KTHS KTBS KVOO
- KSL—Gene Halliday, organist  
WBAP—Dell Coon's Orchestra  
WENR—George Olsen's Orchestra  
WLW—Dance Orchestra  
WOAI—Dell Coon's Orchestra  
**11:15 P.M.**  
KFI—Charles W. Hamp  
KLZ—Jacques Renard's Orch. (CBS)  
KMOX—Joe Stovel's Orchestra  
KSL—Democratic State Committee  
**11:30 P.M.**  
NBC—Hollywood on the Air: KOA  
WDAF WSMB KTHS WSM KTBS  
WLW KPRC  
CBS—Leon Belasco's Orch.: KTUL  
KOMA KMOX KFAB KMBC KLZ  
NBC—Archie Bleyer's Orch.: WLW  
WREN KWK  
KFI—Dramatic Sketch  
KSL—Wrestling Matches  
WENR—Frank Sylvan's Orchestra  
**11:45 P.M.**  
KMOX—When Day is Done  
WBAP—Dance Orchestra  
**12:00 Mid.**  
NBC—Stan Myer's Orch.: WENR  
KTBS  
KFI—News  
KOA—Les Weelans  
WOAI—Dance Orchestra  
**12:15 A.M.**  
KFI—Red Davis (NBC)  
KSL—Milt Taggart's Orchestra  
**12:30 A.M.**  
NBC—Tom Coakley's Orch.: KVOO  
KTBS KWK KOA  
NBC—Noble Sissle's Orchestra: WENR  
KFI—Tom Coakley's Orchestra  
KSL—Vincent Lopez' Orchestra  
**1:00 A.M.**  
KFI—Dance Orchestra

# Programs for Saturday, October 20

Star ★ Indicates High Spot Selections

**5:30 A.M.**  
 KMOX—Home Folks' Hour  
 WFAA—Early Birds  
 WLW—Top o' the Morning

**6:00 A.M.**  
 KMOX—Riddles and Grins  
 WLW—△Morning Devotions

**6:15 A.M.**  
 WLW—△Morning Devotions

**6:30 A.M.**  
 KMBC—△Morning Devotions  
 KMOX—Melody Weavers & Skeets  
 WDAF—Over the Coffee Cups  
 WLW—Salt and Peanuts  
 WSM—Rise and Shine

**6:45 A.M.**  
 NBC—Pollock & Lawhurst: WLW  
 KMBC—Tex Owens, songs  
 KMOX—Variety Program  
 WDAF—△Morning Bible Lesson  
 WFAA—Peg Moreland, songs

**7:00 A.M.**  
 NBC—Richard Leibert, organist: WLW  
 NBC—Morning Devotions: WREN  
 KTBS KTBS KVOO WKY KWK  
 WDAF

**7:15 A.M.**  
 NBC—Landt Trio & White: WKY  
 KWK KTBS KTBS WREN  
 KMOX—Tick-Tock Revue  
 WLS—Arkansas Woodchopper  
 WLW—Organ Recital  
 WOAI—Hearts Delight Millers

**7:30 A.M.**  
 NBC—Cheerio: WKY WLW WSMB  
 WSM KTBS KTBS WOAI  
 NBC—Lew White, organist: WREN  
 KWK  
 KMBC—News  
 KSL—Morning Musicale  
 KWTO—Odie Thompson, Ballads

**7:45 A.M.**  
 KWTO—Elsie and Mattie  
 WLS—Jolly Joe's Pals

**8:00 A.M.**  
 CBS—Cheer Up: KMOX KOMA KLZ  
 KTUL KMBC KSL WIBW KFAB  
 KRLLD  
 NBC—Breakfast Club: WREN KOA  
 WSMB KTBS KTBS KPRC KVOO  
 WOAI

**8:15 A.M.**  
 KWTO—Royal Romancers  
 WFAA—Brightsiders' Orchestra  
 WLS—Spare Ribs' Fairy Tales  
 WLW—Joe Emerson, Hymns  
 WSM—Leon Cole, organist  
 WWL—James Willson, hymns

**8:30 A.M.**  
 CBS—Cheer Up: WIBW WDSU  
 NBC—Banjoers: WDAF  
 KMOX—The Cornhuskers  
 KWTO—News  
 WBAP—Between Us  
 WLS—Ford Rush  
 WLW—Mail Bag

**8:45 A.M.**  
 NBC—Martha & Hal: WLW WDAF  
 KMOX—Fashion Parade  
 KWK—Breakfast Club (NBC)  
 KWTO—Ozark Troubadour  
 WLS—Morning Minstrels

**9:00 A.M.**  
 NBC—Edward MacHugh: WSM KOA  
 WREN KTBS KVOO WSMB WOAI  
 KPRC KWK KTBS

**9:15 A.M.**  
 NBC—News: Annette McCullough,  
 songs: WDAF WKY  
 CBS—News: Mellow Moments: KOMA  
 KRLLD KTUL WDSU  
 KMBC—Strolling Players  
 KMOX—Better Films Council  
 KSL—Morning Music  
 WBAP—The Jewel Gems  
 WLS—Westerners; Roundup  
 WLW—Health Talk  
 WWL—Musical Clock

**9:30 A.M.**  
 NBC—Morning Parade: WSMB WDAF  
 KVOO WSM KOA KTBS KPRC  
 WOAI KTBS KVOO  
 CBS—Carlton & Craig: KLZ KMOX  
 KOMA KMBC KFAB KTUL  
 NBC—Singing Strings: WREN KWK  
 WBAP—Health Talk  
 WLW—Market Reports  
 WWL—Souvenirs

**9:45 A.M.**  
 NBC—Morning Parade: KTBS KOA  
 WSM WOAI WBAP WKY  
 CBS—Let's Pretend: WIBW KMBC  
 KLZ WDSU KOMA KTUL KRLLD  
 KMOX—Let's Compare Notes  
 WDAF—Variety Program  
 WLS—Jolly Joe's Junior Stars  
 WLW—Sandra Roberts, songs  
 WWL—Morning Musical

**9:45 A.M.**  
 NBC—News: Originalities: WREN  
 WBAP KWK WSM KTBS KTBS  
 WOAI  
 NBC—Morning Parade: WDAF  
 KMOX—Blue Buddies  
 KOA—Program Resume  
 WLW—Rhythm Jesters

**10:00 A.M.**  
 NBC—Human Engineering and Hear-  
 ing, talk: WBAP  
 CBS—Pete Woolery; Orch.: KRLLD  
 WDSU KFAB KSL KMOX KOMA  
 KLZ  
 NBC—The Honeymooners: KTBS  
 KWK WSM WKY KVOO WREN  
 WOAI KTBS KWK WSMB KPRC  
 NBC—Galaxy of Stars: WLW WDAF  
 KOA  
 KMBC—The Sunshine Lady  
 WLS—Harmony Ranch  
 WWL—Robt. Clark & Brown Buddies

**10:15 A.M.**  
 NBC—Tony Wons, philosopher: WREN  
 KWK  
 NBC—The Vass Family: WOAI KOA  
 WSM KTBS WDAF KTBS KVOO  
 WSMB KPRC WKY  
 KMBC—Kete Woolery's Orch. (CBS)  
 WBAP—Markets  
 WLS—Sodbusters and Arkie  
 WLW—Bailey Axton, tenor

**10:30 A.M.**  
 NBC—Melody Mixers: WREN WLW  
 NBC—Down Lovers Lane: WOAI WKY  
 WOAI WDAF WFAA WSM KTBS  
 KOA WSMB KPRC KVOO  
 CBS—Carnegie Hall: KFAB KTUL  
 KRLLD KLZ KMBC KSL KMOX  
 WGN—Phil Kolar, baritone  
 WLS—Today's Kitchen  
 WWL—"Gaga" and the Barker

**10:45 A.M.**  
 CBS—Concert Miniatures: KOMA  
 KSL KLZ KMBC  
 KMOX—St. Louis Zoo Broadcast  
 WLS—Today's Kitchen

**11:00 A.M.**  
 NBC—Fields & Hall, songs: WREN  
 WFAA  
 CBS—Connie Gates songs: KMBC  
 KFAB WDSU KLZ KMOX KSL  
 NBC—Armchair Quartet: KOA WOAI  
 WDAF WSM KTBS WSMB KVOO  
 KPRC

**11:15 A.M.**  
 CBS—Along the Volga: KMBC KLZ  
 WDSU KOMA  
 NBC—Genia Fonarova, soprano: KOA  
 WSMB WKY KVOO KWK KTBS  
 WOAI WREN  
 KMOX—Curious Questions  
 KSL—Jannie Lee of Auerbachs  
 WBAP—Highway Report; Markets  
 WDAF—Service Reports  
 WFAA—Wanderers songs  
 WLS—Coon Creek Social

**11:30 A.M.**  
 CBS—Abram Chasins: KSL KOMA  
 KLZ KRLLD WDSU KMBC KTUL  
 NBC—Nat'l Grange Program: WKY  
 KOA KVOO WSMB WSM WOAI  
 KTBS KPRC WFAA KTBS WREN  
 WDAF WLW KWK  
 KMOX—Magic Kitchen  
 WLS—Ralph Emerson

**11:45 A.M.**  
 KMBC—The Camp Fire Girls  
 WLS—Weather; Markets; News  
 WWL—Farm and Home Hour

## Afternoon

**12:00 Noon**  
 CBS—George Hall's Orch.: KSL KLZ  
 KMBC KMOX WDSU KOMA KFAB  
 KASA—The Bell Oilers  
 KOB—Uncle Jerry  
 KWTO—Sully's Radiatorial  
 WFAA—Markets & Xylophonics  
 WLS—Skyland Scotty  
 WWL—Masters of Music

**12:15 P.M.**  
 KMBC—Sunbonnet Girls  
 KMOX—Livestock Report  
 KWTO—Luncheon Music  
 WFAA—Ezra & Uncle Zeke  
 WLS—Poultry Service  
 WWL—Radio Salute

**12:30 P.M.**  
 NBC—Vic and Sade: KTBS KVOO  
 KTBS KWK WKY WREN WSMB  
 KOA  
 CBS—Esther Velas' Ensemble: KSL  
 WDSU KMBC KOMA KFAB KTUL  
 KLZ KRLLD  
 E. T.—Light Crust Doughboys: WOAI  
 WBAP KPRC  
 KMOX—Ozark Mountaineers  
 KOB—Mary Kitchen  
 KWTO—News  
 WDAF—Melody Parade  
 WGN—△Mid-day Service  
 WLS—Farm Topics Time

WLW—News  
 WSM—Don Pedro's Orch. (NBC)  
**12:45 P.M.**  
 NBC—Words and Music: WSM WSMB  
 KOA—Livestock; Produce Reports  
 KWTO—Ozarkanna Corners  
 WBAP—Dance Orch.  
 WDAF—Dick Fidler's Orch. (NBC)  
 WLS—Markets  
 WOAI—Crazy Band  
 WREN—Songs of Long Ago  
 WWL—Variety Program

**1:00 P.M.**  
 NBC—Rex Battle's Ensemble: WDAF  
 WKY  
 NBC—Words and Music: KWK WREN  
 KOA KTBS  
 E. T.—Chuck Wagon Gang: WBAP  
 WOAI  
 KOB—Motor Patrol Broadcast  
 WLS—Farm Topics  
 WWL—Dance Orchestra

**1:15 P.M.**  
 NBC—Songfellows Quartet: WREN  
 WSMB KTBS  
 KMOX—Exchange Club  
 KOB—Home and Farm Hour  
 KWTO—Musical Moments  
 WBAP—Dance Orchestra  
 WLS—Rangers; John Brown  
 WOAI—Freddy Bergin's Orchestra  
 WWL—Crazy Crystals

**1:30 P.M.**  
 NBC—Green Brothers' Orch.: WDAF  
 NBC—Don Pedro's Orch.: WREN  
 WSMB KOA WKY WSM KTBS  
 WBAP KPRC KWK  
 KWTO—Lotus Land  
 WLS—Merry-Go-Round  
 WWL—News; Ervin Viktor

**1:45 P.M.**  
 KWTO—Roy Queen's Rangers  
 WDAF—Dance Tunes  
 WWL—The Light Crust Doughboys

**2:00 P.M.**  
 NBC—Radio Playbills: WDAF  
 KSL—Broadcasters Review  
 KWTO—Frances Wrightsman, pianist  
 WGN—Football; Carnegie vs. N. D.  
 WLS—Ralph Emerson; Phil Kalar  
 WWL—Variety Program

**2:15 P.M.**  
 KLZ—Chansonette (CBS)  
 KMOX—Dynamite Jim  
 KWTO—Chronicles  
 WBAP—Football Broadcast  
 WOAI—Henry Lang's Orchestra  
 WWL—Eddy Hour

**2:30 P.M.**  
 NBC—Week-end Revue: WDAF KTBS  
 WSM WKY KVOO KOA WLW  
 WFAA WOAI WSMB  
 NBC—Saturday's Songsters: KWK  
 KWTO—Organ  
 WWL—Dance Orchestra

**2:45 P.M.**  
 WOAI—Stock Quotations; Resume

**3:00 P.M.**  
 NBC—Don Carlos' Orch.: WREN KWK  
 KMOX—Laugh Clinic  
 KSL—Payroll Builder  
 KWTO—Rainbow Hawaiians  
 WENR—Football Game  
 WWL—Merchants' Express

**3:15 P.M.**  
 NBC—High & Low: KWK WREN  
 KWTO—Slim & Shorty

**3:30 P.M.**  
 NBC—Palmer Clark's Orch.: KTBS  
 WKY WSM WFAA KVOO KOA  
 KWK WREN WOAI WSMB  
 NBC—Our Barn: WDAF  
 KWTO—Book Review, Djana Smith  
 WLW—John Barker, baritone

**3:45 P.M.**  
 KWTO—Musical Jigsaws

**4:00 P.M.**  
 NBC—Stanleigh Malotte, songs: WREN  
 KWK  
 CBS—Little Jack Little's Orch.: KSL  
 KMBC KOMA WIBW KLZ KMOX  
 NBC—George Sterney's Orch.: WDAF  
 KOA WKY WSM WOAI WFAA  
 KTBS WSMB  
 KOB—Do You Believe in Ghosts?  
 KWTO—Classified Ads  
 WWL—Ed Larman, organ recital

**4:15 P.M.**  
 KRLLD—Little Jack Little's Orch.  
 (CBS)  
 NBC—Jackie Heller, tenor: WREN  
 KWK  
 KSL—Dental Clinic of the Air  
 KWTO—Bridge Party Tunes  
 WLW—Tim Healy

**4:30 P.M.**  
 NBC—Our American Schools: KPRC  
 WSM KVOO KOA WDAF WFAA  
 WKY WOAI KTBS WSMB KPRC  
 CBS—Edward Wurtzbech's Orch.:  
 KLZ KRLLD WIBW KOMA KTUL  
 KSL KFAB  
 NBC—Platt and Nierman: KWK  
 KMBC—News  
 KMOX—Accordion Orchestra  
 KWTO—Sport Briefs; Markets

WREN—News  
 WWL—Leary's Orchestra

**4:45 P.M.**  
 CBS—Miniatures: KOMA KRLLD  
 CBS—Robinson Crusoe, Jr.: WIBW  
 KSL KOMA KTUL  
 KMOX—Russ Brown, organist; Sports  
 KWTO—Tunerville Triplets  
 WLW—Jack Armstrong, sketch

**5:00 P.M.**  
 NBC—Angelo Ferdinando's Orch.:  
 KWK WKY KTBS WFAA WENR  
 CBS—Frederic Wm. Wile, talk: KFAB  
 KMBC KOMA WIBW KSL KMOX  
 KLZ KRLLD

**5:15 P.M.**  
 ★ NBC—One Man's Family: WOAI  
 WSM KVOO KPRC WSMB  
 KOA—Musical Program  
 KWTO—Early Dinner Music  
 WDAF—Variety Hour  
 WLW—Old Observer  
 WREN—Coleman Cox, philosopher  
 WWL—Henry and Minerva

**5:30 P.M.**  
 CBS—Mischa Raginsky's Orch.: KMBC  
 WIBW KMOX KOMA KRLLD KSL  
 KLZ  
 KWTO—△Sunday School Lesson  
 WDAF—Service Reports  
 WLW—The Texans, trio  
 WREN—Johnny Johnson's Orchestra  
 (NBC)  
 WWL—Vic Ledbetter

**5:30 P.M.**  
 CBS—Happy Green: KOMA  
 NBC—News; Peg La Centra, songs:  
 KOA WDAF WKY KPRC  
 CBS—Football Reporter: WIBW  
 KTUL  
 NBC—News; Twenty Fingers of Har-  
 mony: KWK WREN WBAP WKY  
 WSMB KTBS WOAI KTUL  
 CBS—Jack Armstrong: KMOX  
 KMBC—Donald Ayer, sketch  
 KSL—Junior Hour  
 KWTO—Sports Review  
 WENR—What's the News?  
 WLW—Bob Newhall, sports  
 WSM—Freddie Rose, pianist  
 WWL—Imperial Aces

**5:45 P.M.**  
 NBC—Capt. Al Williams: WREN  
 CBS—Woody and Willie, comedy duo:  
 KRLLD  
 NBC—Football Resume: WLW KVOO  
 NBC—Orphan Annie: WBAP WENR  
 KTBS WSM WOAI KPRC WGN  
 WKY  
 CBS—Beauty Program: KSL KMBC  
 WIBW  
 KMOX—Four Shamrocks; Orchestra  
 KOA—Microphone News  
 KWTO—Dinner Music  
 WDAF—Jack Armstrong, sketch  
 WSMB—Herbie Pell's Orchestra

## Night

**6:00 P.M.**  
 CBS—Soconyland Sketches: KTUL  
 KRLLD KMBC KLZ KOMA  
 NBC—John Herrick, baritone: KTBS  
 WKY KOA WOAI WDAF  
 KMOX—Adventures of Jimmie Allen  
 KSL—Broadcasters Review  
 KWTO—News  
 WBAP—Rhythm Makers  
 WENR—What's the News?  
 WLW—R. F. D. Hour  
 WSM—Musical Score Board  
 WSMB—Tarzan, drama  
 WWL—The Southsiders

**6:15 P.M.**  
 ★ NBC—D'Orsey Brothers' Orch.:  
 Bob Crosby: WSMB WREN KTBS  
 CBS—Red Grange, Football Forecast:  
 KMOX KTUL KLZ WDSU  
 NBC—Jamboree: WDAF KOA KTBS  
 CBS—Leon Belasco's Orch.: KMBC  
 KASA—News  
 KWTO—Dinner Music  
 WBAP—Dance Orchestra  
 WWL—Linda Ray

**6:30 P.M.**  
 CBS—Concert Orchestra: WIBW KMBC  
 KMOX KOMA KRLLD KTUL KLZ  
 KGBX—Around the Family Organ  
 KOA—Dupler Announcement  
 KOB—Cecil and Sally  
 WFAA—Ruth Bracken, pianist  
 WLW—Southwind  
 WOAI—Football Scores  
 WSM—△Sunday School Lesson  
 WWL—Sons of Pioneers

**6:45 P.M.**  
 CBS—The Lawyer and the Public: KLZ  
 KMOX WIBW KTUL KMBC  
 NBC—Pickens Sisters: WREN WENR  
 KWK  
 ★ NBC—Floyd Gibbons, the Headline  
 Hunter: WSMB WDAF WFAA WKY  
 WLW WENR KPRC  
 KGBX—Dance Orchestra  
 KOA—Ford Rangers; Football scores  
 KOB—△Sunday School Lesson

WOAI—Clem and Tina  
 WSM—Freddie Rose  
 WWL—Salon Orchestra

**7:00 P.M.**  
 ★ NBC—Sigmund Romberg and Wm.  
 Lyon Phelps: WBAP WDAF KPRC  
 KVOO KOA WOAI KTBS WKY  
 KFI WLW KTBS  
 CBS—Roxy and His Gang: KSL  
 KMBC KRLLD KOMA WDSU KMOX  
 KLZ WIBW

**7:15 P.M.**  
 ★ NBC—Art in America: WREN WSM  
 KWK WSMB  
 KGBX—Sully's Radio Spotlight  
 KOB—Motor Patrol Broadcast  
 WLS—Barn Dance

**7:30 P.M.**  
 ★ NBC—Grace Hayes, songs: WREN  
 WSMB WSM KWK  
 KGBX—Dinner Music  
 WLS—George Olsen's Orchestra  
 WWL—Sons of Pioneers

**7:30 P.M.**  
 NBC—George Olsen's Orch.: Ethel  
 Shutta: WREN WSMB KWK  
 KGBX—Twilight Romance  
 KSL—Variety Program  
 WLS—Westerners  
 WSM—Love Charm Program  
 WWL—The Pickard Family

**7:45 P.M.**  
 CBS—"Fats" Waller's Rhythm Club:  
 KMBC WIBW KOMA KLZ KTUL  
 KMOX  
 KOB—Behind the News  
 KSL—Krausemeyer and Cohen  
 WSM—George Uisen's Orch. (NBC)

**8:00 P.M.**  
 ★ CBS—Grete Stueckgold; Kostelan-  
 etz' Orch.: KTUL KMBC KRLLD  
 KMOX KSL WIBW KOMA WDSU  
 KLZ

**8:15 P.M.**  
 ★ NBC—RCA RADIOTRON PRE-  
 sents Radio City Party, featuring  
 Frank Black's Orch.; John B.  
 Kennedy; Guest Stars: WREN  
 KWK KTBS WKY KFI KOA WLS  
 NBC—Songs You Love: WLW  
 KGBX—Ding Crosby, baritone  
 WDAF—Trade & Mark  
 WFAA—Round-Up  
 WGN—"Little Theatre of the Air"  
 WSM—Possum Hunters  
 WSMB—Roy Autman's Orchestra  
 WWL—Dance Orchestra

**8:15 P.M.**  
 KGBX—Dance Orchestra  
 WSM—Uncle Dave Macon  
 WWL—The Apple Knockers

**8:30 P.M.**  
 ★ NBC—ALKA-SELIZER PRESENTS  
 WLS Barn Dance; Uncle Erza; Lulu  
 Belle; Spare Ribs; The Westerners;  
 Linda Parker; Maple City Four;  
 WREN WLS KWK

**8:45 P.M.**  
 ★ CBS—STUDEBAKER CHAMPIONS  
 Present Richard Himber's Orch.:  
 WDSU KMBC WIBW KMOX

**8:45 P.M.**  
 ★ NBC—The Gibson Family: WDAF  
 WKY KOA KFI WLW  
 KGBX—Melody Race  
 KSL—Dramatic Program  
 WGN—Wayne King's Orchestra  
 WSM—Delmore Brothers  
 WSMB—Symphonic Tones

**8:45 P.M.**  
 KGBX—Rhythm Encores  
 KSL—Comedy Stars of Hollywood  
 WSM—Barn Dance Orchestra  
 WWL—Ring Rout

**9:00 P.M.**  
 CBS—Edward D'Anna's Band: KMBC  
 KMOX WIBW KRLLD KLZ WDSU  
 KSL  
 KGBX—Dance Orchestra  
 WBAP—Dance Orchestra  
 WOAI—Freddy Bergin's Orchestra  
 WSM—Asher & Little Jimmie  
 WWL—Willard Program

**9:15 P.M.**  
 KGBX—News  
 KSL—Clarke and Spraynozzle  
 WSM—"Lasses & Honey"  
 WSMB—Jules Baduc's Orchestra  
 WWL—Melody Weavers

**9:30 P.M.**  
 NBC—Danny Malone, tenor: WSMB  
 WREN  
 NBC—Merceda's Mexican Orch.:  
 WDAF KTBS KPRC WBAP WKY  
 WREN WOAI  
 CBS—Saturday Revue: KLZ KOMA  
 KRLLD KTUL WDSU WIBW KSL  
 KFI—Crime Clues  
 KGBX—Dance Orchestra  
 KMBC—The Musical Cocktail  
 KMOX—Larry Hughes and Organ  
 KOA—Dance Orchestra  
 WBAP—Variety Program  
 WLS—Op'ry House  
 WLW—Dance Orchestra  
 WSM—Possum Hunters

**9:45 P.M.**  
 NBC—Hal Kemp's Orch.: WREN  
 KMBC—Music from the Drawing Room  
 KMOX—Tin Pan Alley  
 WSM—Uncle Dave Macon  
 WSMB—Pinky's Orchestra

**SCHEDULE OF EVENTS**

(Time Shown Is Central Standard)

**SUNDAY, Oct. 14:** 1:30 p. m., Football, Brooklyn vs. Giants, WINS (1180 kc); 2 p. m., Cardinals vs. Bears, WGN (720 kc). **TUESDAY, Oct. 16:** 8:30 p. m., Boxing, WHN (1010 kc), Wrestling, WGBF (630 kc). **THURSDAY, Oct. 18:** 8:15 p. m., Wrestling, WFBE (1220 kc). **SATURDAY, Oct. 20:** Football, 1 p. m., Rutgers at Penn, WIP (610 kc); 1:15 p. m., Navy at Columbia, WOR (710 kc) and WHN (1010 kc); 1:30 p. m., Michigan State at Manhattan, WINS (1180 kc); St. Marys at Fordham, CBS-WABC network; 1:45, N. C. State at Florida U., WRUF (830 kc); 2 p. m., Carnegie Tech at Notre Dame, WGN (720 kc) and WBBM (770 kc).

New York is the scene of civil strife Sunday, October 14 when the BROOKLYN and GOTHAM teams of the National Professional Football League clash on the gridiron, and the same sort of setup will be found that day at the annual BEARS-CARDINAL game at Wrigley Field in Chicago. Both contests will be aired for the benefit of the growing numbers who find the pro sport, minus the rah-rah business, almost as entertaining as the efforts of the collegians. New Yorkers can tune in WINS (1180 kc) at 1:30 p. m., for their dish, while BOB ELSON, assisted by the master statistician, JACK BURNETT, provides the Sabbath sportcasting over WGN (720 kc) at 2 p. m.

If you like your football to the accompaniment of bands and cheers, Saturday, October 20, brings a variety of grid tilts for listeners in all parts of the country, with the FORDHAM-ST. MARYS and NOTRE DAME-CARNEGIE TECH renewals of yearly battles heading the impressive list. See Schedule of Events (above) for others.

FOLLOWING THE lead of Detroit's other famous family, the Chevrolet Motor Company has contracted for the broadcast of 56 important college football games. These will be aired by 24 stations over a CBS-WABC chain with a total of seven different games coming to fans in various

# Sportcasts of the Week

## Football Broadcasts

(Time Shown Is Central Standard)

**FRIDAY, OCTOBER 12**  
CBS—Fordham vs. Boston, 12:45 p. m.  
**SATURDAY, OCTOBER 13**  
WGN—Michigan vs. Chicago, 1 p. m.  
WABC—Pittsburgh vs. Southern Calif., 1 p. m.  
**SUNDAY, OCTOBER 14**  
WINS—Brooklyn vs. Giants, 1:30 p. m.  
WGN—Cardinals vs. Chicago Bears, 2 p. m.  
**SATURDAY, OCTOBER 20**  
WABC—Fordham vs. St. Marys, 1 p. m.  
WOR—Navy vs. Columbia, 1:15 p. m.  
WIP—Rutgers vs. Penn., 1 p. m.  
WHN—Michigan State vs. Manhattan, 1:30 p. m.  
WRUF—North Carolina State vs. Florida University, 1:45 p. m.  
**SUNDAY, OCTOBER 21**  
WGN—Cincinnati vs. Chicago Bears, 2 p. m.

parts of the country each Saturday. Sectional networks and the more powerful stations will be employed in shouting the merits of this latest of sports sponsors. Varying from the usual style of taking one big game and sending it out nationally this is the first time a sponsor has catered to the wishes of regional grid fans.

All MICHIGAN and PENN games, home and on foreign fields, have been scheduled with some of the Chicago, Northwestern, Oklahoma U., Georgia, Minnesota U. tilts and various others in Southeastern and Southwestern conferences also being lined up. This really indicates that

the men with things to sell believe they have more listeners among the sports fans than in other lines of entertainment.

TOM MANNING, FORD BOND and GRAHAM McNAMEE, of the NBC staff, and FRANCE LAUX, PAT FLANAGAN and TED HUSING, the CBS'ers, all should come in for plenty of PLUMMER'S juicy fruit for their listenable ballcasting during the 1934 World Series. It was one of the finest bits of miking ever done in the interests of the thousands of ball fans who depend upon their radios for the grand finale of the national pastime. The makers of the once-tagged "Lizzie" also deserve a hand for keeping their commercial announcements down to a minimum.

OTTAWA'S SENATORS have moved their playing franchise down to St. Louis for the 1934-35 season, and thereby FRANCE LAUX may have a chance to do some big-time hockey reporting. The Mound City's favorite miker has in the past brought the ice scraps of the St. Louis Flyers to Midwest fans. At present he's collaborating with BRAD ROBINSON, of University of Minnesota fame, in airing the play-by-plays of the various St. Louis football games.

PAT FLANAGAN didn't run out of

words in broadcasting the second World Series game when he was forced to quit in the sixth inning. Just lost his voice for a time... PHIL HANNA, top tenor with AL PEARCE'S Three Cheers, wields a potent tennis racket and coupled with another Los Angeles boy reached the finals of the Southwest Championships. They were beaten by such a famous duo as LOTT and STOEFFEN... And NICK LUCAS, CBS crooner, shows a preference for the game of hooks and slices, doing well enough to win the network title... QUIN RYAN, assisted by CARL MEYERS, adds another season of broadcasting the football games over WGN... HAROLD PARKES, Windy City CBS miker who handled the Notre Dame-Texas U. game for Columbia in the absence of PAT FLANAGAN, once served followers of Big Six football in his reporting of the games from Council Bluffs, Ia., and Omaha, Neb.... The National Broadcasting Company evidently doesn't think much of the CBS habit of announcing the season's football broadcast schedule in advance. NBC will wait and pick its games according to importance in conference and national standing... The 1934 World Series turn at the mike was GRAHAM McNAMEE's twelfth. He started in 1923 and has worked every one since. That should make him the dean in this department... After a summer minus any play-by-play baseball announcing, the New York stations come to the rescue of gridiron listeners. PERRY CHARLES and that recorder of odd tales, MARK HELLINGER, bring Columbia's home games via WHN while FORD FRICK and STAN LOMAX air the Lions' battles over WOR.

## On Short Waves

(Shown In Eastern Standard Time)

On Sunday, October 14, a special short-wave program in the exchange series between the National Broadcasting Company and the Soviet Union Board for Broadcasting and Radiofication will again be presented from Moscow.

The broadcast will feature the musical art of different nationalities of the USSR, with folk songs and instrumental presentations.

This program will be sent out by short-wave station RV15, located at Khabarovsk, Russia, and operating on 70.65 meters. It will be rebroadcast over the NBC-WEAF network at 8:30 a. m.

On Sunday, October 14, the final message of Pope Pius XI from Vatican City, Rome, to the thousands gathered at the Thirty-Second International Eucharistic Congress in Buenos Aires will be short-waved to the entire world at 9:30 p. m. and rebroadcast by both CBS and NBC.

The address of the Pope will be relayed from Rome over station HVJ on 15.11 meters to Buenos Aires, and broadcast through loud speakers in and around the Cathedral at Palermo. His talk will come direct to the American radio audience by short-wave from Rome. However, in case of atmospheric disturbances, communication facilities are being held open between

Riverhead, Long Island, and both London and Berlin, so as to assure clear reception for the broadcast. An English commentator will follow the Pope and translate his remarks into English.

On Saturday, October 20, the celebration of the centenary of John Peel, the traditional hero of English hunting, will be broadcast via short waves from Cumberland over the British Broadcasting Corp. stations, and rebroadcast by the Columbia Broadcasting System at 11 a. m.

**RICHARD HIMBER**  
AND HIS

**STUDEBAKER CHAMPIONS** *with Joey Nash*

**Saturday 8:30** Central P.M. Standard Time  
CBS— including WDSU — KFH —  
**9:00** Mountain P.M. Time KLZ and Pacific Coast Network

## CHANGE IN TIME

of

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EVERY SATURDAY NIGHT

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### KOA or KFI

**10:00 to 11:00 P. M. C.S.T.**

N. B. C. COAST to COAST

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Cash payments will be advanced to writers of songs, if used and published in "The Orchestra World." Send us any of your material (words or music) likely to be found suitable for radio entertainment. RADIO MUSIC GUILD, 1650 Broadway, New York

**10:00 P.M.**  
NBC—Guy Lombardo's Orch.: WDAF  
KTHS KPRC KTBS  
★ CBS—STUDEBAKER PRESENTS  
Richard Himber's Orchestra; Joey Nash, vocalist; KSL KLZ  
CBS—Glen Grey's Orchestra: KMBC  
KTUL WDSU  
★ NBC—ALKA-SELTZER PRESENTS  
WLS Barn Dance: KFI WLW WSMB  
WLS KOA  
CBS—Earl Hines' Orchestra: KFAB  
KMOX—Smith Ballew's Orchestra  
WFAA—Anson Weeks' Orchestra  
WREN—The Waltz Trio  
WSM—Delmore Bros.  
**10:15 P.M.**  
KMOX—Rhapsody of the Reeds  
WLS—Barn Dance  
WREN—Favorite Quartet

*Programs to Be Heard*

**10:30 P.M.**  
★ NBC—Paul Whiteman's Party: WKY  
WDAF KPRC KTBS KTHS KVOO  
WOAI  
NBC—Freddie Martin's Orch.: KWK  
★ CBS—Benjamin Franklin, sketch:  
KLZ KMOX KOMA KSL KTUL  
KRLD  
WSM—Jay Burnett, The Songfellow  
WGN—Wayne King's Orchestra  
WREN—Hans and Fritz, songs  
WSM—"Fruit Jar Drinkers"  
**10:45 P.M.**  
WFAA—Paul Whiteman's Orch (NBC)

## Saturday, Oct. 20

WGN—Jan Garber's Orchestra  
WREN—Man About Town  
WSM—Robert Lunn  
**11:00 P.M.**  
NBC—Art Kassel's Orch.: KTBS  
WREN KWK KTHS WSMB  
CBS—Ozzie Nelson's Orch.: KMBC  
KOMA WIBW KRLD KTUL  
CBS—Henry Busse's Orch.: KFAB  
NBC—Paul Whiteman's Party: WLW  
KOA  
KFI—Floyd Gibbons (NBC)  
KMOX—Joe Stovel's Orchestra  
KSL—Variety Program  
WDAF—Variety Three

*Continued from Preceding Page*

**11:30 P.M.**  
CBS—Pancho's Orch.: KMOX KLZ  
KOMA KTUL  
NBC—Emil Coleman's Orch.: KWK  
WREN  
KPRC—Carefree Carnival (NBC)  
KSL—Murlie Mack's Orchestra  
WSM—"Fruit Jar Drinkers"  
**11:45 P.M.**  
KSL—Joe Haymes' Orch. (CBS)  
WSM—Bronco Busters  
**12:00 Mid.**  
CBS—Herbie Kay's Orch.: WIBW  
NBC—Gray Gordon's Orchestra: KTBS  
KWK  
KFI—Blue Moonlight (NBC)  
KOA—Glenn Lee's Orchestra  
WLW—Moon River, organ and poems  
WSMB—Dance Music

(Continued from Page 11)

boy friend snapped. "He's done for." But the woman lingered for a moment, just long enough to kick the dying old man expertly in the groin, hard and—again.

Gustave Hoeh never reached, alive, the hospital to which police rushed him.

Unfortunately, excitement caused delay in notifying the police. But immediately on receiving the alarm, the "Tigress" code message went out:

"Calling all cars . . . calling all cars . . . Tigress . . . square 26 . . . square 26 . . . store at 5948 West Division Street . . . All cars proceed immediately to a store at 5948 West Division Street"

Screaming, the radio cars swooped along their appointed streets, converging upon the scene of the murder. But delay had given the killers just the advantage they needed. The radio trap closed—but the quarry had escaped from the district. Not, however, from the power of radio.

## Amateur Pursuer

Even while the police in the first radio car to arrive on the scene, were raging because no one had thought to notice the license number of the getaway-car, the

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF MARCH 3, 1934**  
Of Radio Guide, published weekly at Chicago, Illinois for October 1, 1934.  
State of Illinois

SS.  
County of Cook  
Before me, a notary in and for the State and county aforesaid, personally appeared Herbert Krancer, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Radio Guide and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management of the aforesaid publication for the date shown in the above caption, required by the act of March 3, 1933, embodied in section 537 Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Radio Guide, Inc., 731 Plymouth Court, Chicago, Ill. Editor R. S. Wood, 731 Plymouth Court, Chicago, Ill. Business Manager, Herbert Krancer, 731 Plymouth Court, Chicago, Ill.

2. That the owner is: Radio Guide, Inc., the stock of which is owned by D. R. F. Publishing Co., sole stockholder of the latter being Walter Holding Corp., sole stockholder of the latter being Cecelia Investment Company, stockholders of which are M. L. Annenberg, W. H. Annenberg, J. A. Kahn, L. Howard, E. Friede, H. Aaronson, A. W. Kruse, P. A. Krancer, E. A. Simon, E. Bensinger.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. (Signed)

Herbert Krancer, Business Manager  
Sworn to and subscribed before me this 1st day of October, 1934, Anna J. Kent.  
(My Commission expires May 16, 1937.)

# The Blonde Tigress

chase was being taken up—by an amateur pursuer!

A young man named John Brabec was driving quietly along the street. John had a girl with him, and his thoughts were not on crime or criminals. Suddenly, this blissful ride narrowly escaped a tragic end. For at an intersection a blue sedan roared out of the darkness at terrific speed, and crowded Brabec to the sidewalk. To this outrage—humiliating for a young man out driving out with a girl—Brabec responded in a very human way. Whirling his car, he started in pursuit.

He must have been an excellent driver, for he began to overhaul the blue sedan. He noted the license number carefully.

"What do you want?" shouted a voice from the blue sedan.

Brabec didn't stop. He thought he had caught the glint on a gun barrel. As he drove away, he switched on his radio, and tuned to the police calls.

"I'll bet those people have been up to something," he said. He became certain of it when the voice of the police broadcaster came through the speaker:

"Calling all cars . . . calling all cars . . . Be on the lookout for a blue sedan containing two men and a woman. Be careful in arresting them. One of the men is armed."

But Brabec did not report the number of the blue car that night. It was not until he read the morning papers that he realized how serious had been the crime from which it had raced—and how close he had been to death when he tailed it. But first thing in the morning he drove to the nearest police station and gave his information.

It turned out that the blue sedan, owned by Earl Minneci of 3336 West Monroe Street, had been borrowed by his brother Leo, an ex-prize fighter. The police started to look for Leo.

## Ex-Fighter Squeals

Two days later, very worried, Leo came into a police station.

"The papers say you want me," he said. He admitted freely being present when the old storekeeper was killed. His story was

that he and two friends, a Mr. and Mrs. Kennedy, had gone into the store, as Kennedy wanted to buy a shirt. An argument ensued; Kennedy pulled a gun and the storekeeper was trying to take it away from him.

"I tried to take the gun away from them," he said, "and in the excitement it went off, hit the old man, and grazed my finger." He showed a scraped finger as proof.

The police pretended to believe this preposterous story—so entirely at variance with many of the facts reported by Hoeh and the witnesses who had seen the killing on the sidewalk. They wanted Minneci's co-operation in catching the other two.

Patrol cars were ordered to 4300 West Madison Street—the home of the Kennedys, whom Minneci described as former owners of a beer flat. But Mr. and Mrs. Kennedy and their two little boys had flown. Neighbors told many things about them, however—Mrs. Kennedy's cruelty to the two children—the wild parties held there—the very abrupt departure several nights before. That was the night of the murder!

A neighborhood druggist told that the Kennedy woman had patronized his store in order to bleach her brunette locks to blondness.

A tremendous amount of work was then undertaken by the police—quiet, steady, routine work that does not make detectives famous, but *does* solve countless crimes.

And at last the taxi-driver was located, who had taken the Kennedys away from their flat on the night old Gustave Hoeh had been slain. Yes, he remembered where he had taken them—to 6232 Drexel Avenue. In less than a minute the voice of the police broadcaster was marshalling south-side patrol cars.

Ten squads surrounded the house. Five policemen burst into the second-floor room of the "Kennedys".

The Blonde Tigress—a red-head now, thanks to more chemistry—and her boy friend got out of bed with their hands above their heads. Under the pillows were four pistols and a blackjack!

At the trial, both she and the heavy-

lidded, paunchy man tried to say that the whole affair had been accidental—that Hoeh had drawn the gun! But when Assistant State's Attorney Wilbert F. Crowley produced witness after witness, to prove that these two had been in more than 40 holdups, it became clear that for once, Justice was not blind.

The woman tried her wiles on the jury. "I never had a chance," she said. She identified herself as a Mrs. Eleanor Jarman. She was 29 years old, had been married at 15 in her home town, Lincoln, Nebraska, and left by her husband's desertion to support their two little boys.

This might have had more influence on the jury, if the woman had not had such a good time torturing her victims with blackjack and boot. They found it very hard to work up sympathy with a sob-story offered by a woman who had brutally kicked a dying, 70-year-old man in the groin.

So The Blond Tigress, her boy friend (identified as George Dale, hitherto a minor criminal) and Leo Minneci all were found guilty of murder. Dale—who kept his real identity secret to the last to avoid embarrassing his family—was put to death in the electric chair in Cook County Jail on April 20, 1934. Minneci was sent to Joliet for 199 years, and Mrs. Jarman went to Dwight Woman's Prison for the same term.

In her last bite, the Blond Tigress had bitten off more than she could chew.

In Next Week's Issue of

RADIO GUIDE:

## The Mystery of "The Haunted House"

A tiny girl-child was left to die in a deserted building that stood in the heart of Chicago—a building known as "The Haunted House." That riddle offered one of the greatest challenges to the police of a great city. Read how they met that challenge—and the part Radio played in meeting it—in next week's issue of RADIO GUIDE, dated Week Ending October 27.

# New Programs and Changes

(Continued from Page 15)

studios of WCAU in Philadelphia, the outstanding artists of that city and guest performers from stage and screen will be introduced on this revue.

JAN PEERCE and BETTINA HALL, musical comedy stars, will be guest artists with ISHAM JONES' Orchestra, in the new program over the CBS-WABC network at 8:30 p. m.

## Wednesday, Oct. 17

DICK NEWTON, "The Song Reporter," will be heard on a new schedule over the CBS-WABC network this week, appearing daily from 7 to 7:20 a. m.

A message from POPE PIUS XI will be given over NBC-WEAF networks when *Pietro Cardinal Fumasoni-Biondi*, Prefect of the Congregation for the Propagation of Faith, speaking in English from the Vatican in Rome, calls attention to the importance of Christian missions throughout the world. This international broadcast will reach American listeners via shortwave at 12:45 p. m.

PROFESSOR S. S. STAINBERG, Department of Civil Engineering, University of Maryland, will speak on "Mapping from the Air" over the CBS-WABC network at 3:30 p. m.

HONORABLE GEORGE N. PEEK, special foreign trade advisor to President Roosevelt, will discuss "Foreign Trade" in a broadcast from the Hotel La Salle, Chicago, at 10:30 p. m. over an NBC-WJZ network.

## Thursday, Oct. 18

IDA BAILEY ALLEN'S visiting program for radio homemakers will be heard over the CBS-WABC network at 9:05 a. m. instead of at 9:15 a. m.

"THE FORUM OF LIBERTY", featuring discussions of public events and issues by leaders in industry and public life, with a dramatic narrative and musical

setting, will have its premiere over the CBS-WABC network at 7:30 p. m. *Fulton Oursler*, editor of Liberty Magazine which sponsors the programs, will conduct the Forum, and *Edwin C. Hill* will figure in the narratives.

## Friday, Oct. 19

The NATIONAL LUTHERAN CONVENTION in Savannah will be broadcast over the CBS-WABC network from 11:30 a. m. to 12 noon.

KAY FRANCIS, stunning star of the screen, will be the guest star of "HOLLYWOOD HOTEL" program over the CBS-WABC network at 8:30 p. m.

## Saturday, Oct. 20

"HUMAN ENGINEERING AND HEARING" is the subject of Mrs. James F. Norris, President, American Federated Organizations for Hard of Hearing, at 10 a. m. over WEAF and associated stations. This is a preliminary talk in connection with National Hearing Week.

FREDERICK H. STINCHFIELD, of the executive committee of the American Bar Association, will speak on "Enforcement of the Ethics of the Legal Profession" in the third of the new series "The Lawyer and the Public" over the CBS-WABC network, from 6:45 to 7 p. m.

THE CARBORUNDUM BAND, conducted by *Edward D'Anna*, a Columbia network feature for several seasons, will begin a new weekly series of concerts over the CBS-WABC airwaves tonight at 9 p. m.

There Is Only ONE

## RADIO GUIDE

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(Continued from Page 5)

be successful—and knew no better way to start than by robbing Ginsberg's store. That is important, in view of what happened later.

First, they were caught that night, and Tom was sent to Sing Sing for two years. Second, he was such a recalcitrant prisoner that they had to forward him to Dannemora, one of the Siberias of America. Nothing sissified about Tom Noonan! Third, he came out of jail a stripling, yet! respected by the toughest crooks in the world. He had offers of employment—criminal of course—that would have led him quickly to a position of respect, admiration and affluence—however precarious—in the best criminal circles.

It was a bitter night in the Bowery when Tom Noonan came back from jail, but not one whit bitterer than the heart of this lad who hated cops and kings and clergymen—especially clergymen. He called them a very nasty, unprintable word.

Rain-laden, a fierce squall of wind whipped up from the East River. Tom stepped into a doorway. He was heading for a hangout where a warm welcome awaited him. Then the young crook noticed that his sheltering doorway was the entrance to some kind of mission. With a sneer he stepped inside; why shouldn't he use the warmth and shelter these smug saps offered?

A woman was speaking. Slowly, Tom's contempt gave place to puzzlement—wonder—and finally, to a realization that this woman was talking as he never had heard anyone talk before.

She spoke to those poor bums as if they were her equals. What's more, she really felt that they were! Oh, it was impossible to fool young Tom about that! He had heard "reformers" often, and bitterly did he and his kind hate those who love to flatter their own feeling of self-importance by contemplating the misery of the poor. ("Their wicked 'charity,'" says the Tom Noonan of today, "is just plain showing off!")

This woman wasn't like that. She wasn't like the professional holymen whose bland faces said, as plainly as words: "By a lifetime of prayer and penance, you may some day become almost as holy as I, providing you show me sufficient deference in the meantime."

No—this woman seemed to say: "Of course you and I are equal. Of course you have just as much right as I have, to all the good things of heaven and earth. Trouble with you is, you're going the wrong way about getting your share!"

A new and better way to "get your share!" A way that didn't lead to cruel jails—but to association with human beings like this clean, magnetic woman!

That was Tom Noonan's first meeting with Maude Ballington Booth, head of the

# "Bishop" of Chinatown

Volunteers of America. But for the squall of rain which drove him to shelter in her doorway, he might have gone to his date at the criminal hangout—and eventually to the gallows! "And how can I feel any better than the most miserable man who comes to me," Tom Noonan asks today, "when, but for that bit of rain and wind, I might be nothing but a handful of dried bones in quicklime?"

He studied with the Volunteers—studied to learn to help people. And he has been doing it ever since. Does he preach to them? Yes, to those who want it—only. But when a starving man stumbles over the threshold of the humble "Cathedral," nobody asks him about his ancestry, color, race, morals—whether his own wilful vice brought him low—or even whether he is drunk or sober. He is fed—and no impertinent questions are asked. "It's a poor host," says Tom Noonan, "who doesn't know how to treat his guests politely." Politely! Gaunt ghosts of prying old-maid charity workers—who ever heard of treating bums politely! It has hardly been done these 2,000 years!

But Tom's politeness is not his only departure from orthodox methods of charity-dispensing. And that introduces the theme of his enemies. In Chinatown there are many charitable organizations where a down-and-outer can buy an overcoat for 35 cents—a bite to eat for 10 cents—or a flop for a few pennies. But in each case, the derelict must have the money. "And to a shivering man without a cent, a 35 cent overcoat might just as well cost \$35," Tom Noonan points out.

## Body vs. Spirit

Now, the organized charities justify these charges on the grounds that if a man pays even a small sum for what he gets, his self-respect thereby is saved. "As if," counters Tom Noonan scornfully, "a poor fellow who is reduced to a 35 cent overcoat has any self-respect left! He's thinking of cold, not pride!"

Furthermore, Tom soon discovered in those early days of helping people that the charities which sold these goods and services to paupers, got them for nothing. "And I decided," says Tom, "that if it was degrading for a poor fellow to accept a meal or a coat for nothing, it must be even more degrading for the charitable organizations to accept that same meal or coat for nothing in the first place!"

So Tom began to collect old clothes from the same sources at which the charities obtained them. But Tom gave them away. He did the same with meals, and

to the very limits of his accommodation he let derelicts sleep free in his "Cathedral." "For I thought," Tom tells, "that humans would have even more reverence for a God whose house sheltered them from cold and rain."

You would think that everyone would approve this work. Instead, it aroused a tremendous storm of protest. For years Tom Noonan has been assailed bitterly by certain organized charitable interests. They didn't think of the wretched people he helped. They thought only of the fact that he was "short-circuiting" their pay-as-you-go "welfare" depots!

They called upon the fire department to close his "Cathedral" as a firetrap.

They tried to get the Board of Health to condemn it.

They went to the police, and accused Tom of everything from major crimes to the violation of petty civic ordinances.

They accused him of misappropriating funds.

But the tough he-man who had sneered at the tortures of Sing Sing and Dannemora was more than a match for his persecutors. Time after time he beat them. When they accused him of stealing the funds entrusted to him, he dared them to send in auditors. "I don't know anything about bookkeeping," he said, "but I know where my money goes." He did. The charge fell pitifully flat. And Tom still gives what others sell.

Partly, this is due to this astonishing man's ability to win the admiration and warm friendship of men and women of all kinds—including the most influential. Men and women who rallied grimly to his side in every fight helped give his enemies one terrific lacing after another. Among these friends was Arthur Lee, managing director of the McAlpine Hotel who, finding himself possessed of radio station WMCA, put Noonan on the air.

Even greater credit should be given Donald Flamm who became interested in Noonan's radio gospel while director of Station WMCA and who, after he had become its owner, kept the Bowery apostle

on the air for nearly seven years, at his personal expense, when necessary.

But neither influential friends nor defeated enemies have changed by one iota the humility and the simplicity of the Bishop of Chinatown. Day in, year out, he goes ahead "getting his" from life by helping others to get theirs—and, incidentally, providing inspiration and price-less good fun for millions of radio listeners.

Tom Noonan's services may be heard over the ABS-WMCA chain any Sunday afternoon at 2 p. m. CST.

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24x45-20	2.35	0.85	30x3 1/2	2.35	0.75
30x45-20	2.40	0.85	31x4	2.95	0.85
24x47-19	2.45	0.85	32x4	2.95	0.85
24x47-20	2.50	0.85	32x4	2.95	0.85
24x50-19	2.85	1.05	34x4	3.25	0.85
30x50-20	2.85	1.05			
28x52-18	2.90	1.10			
28x52-19	2.95	1.10			
30x52-20	2.95	1.10			
31x52-21	3.25	1.15			
28x55-18	3.35	1.15			
28x55-19	3.35	1.15			
30x60-18	3.40	1.15			
31x60-19	3.40	1.15			
32x60-20	3.45	1.25			
33x60-21	3.65	1.25			
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In Next Week's Issue:

## Myrt and Marge

### Their Trouping Days, on Stage and Radio

Hundreds of heart-stirring happenings overtake the trouper who tours the country in the "three-a-day," as Myrt did. Thousands of trying and laughable and pathetic and triumphant events mark the careers of the troupers in radio, as are Myrt and Marge. Read their hitherto unpublished "behind the scenes" true-life experiences, starting next week.

## Ray Perkins Stands by for Laughs

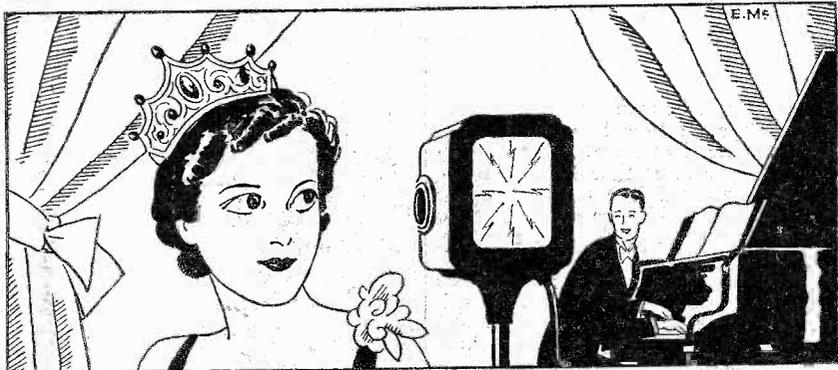
RADIO GUIDE's columnist is one of the pioneer comics of the air. He is back in radio (NBC, Mondays at 6 p. m. CST)—and with his return to the air he brings to his column new gags, fresh comedy, more sparkling comment on the radio scene.

All in an Issue Packed with Feature Stories of the Stars

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*Write your last line here*

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Phil Baker can clown and can croon  
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**1st Prize \$25** Mrs. J. W. Donovan,  
 Hutchinson, Kan.  
*"Adds spice to 'bam' acting—the loon."*

**2nd Prize \$15** C. W. Newburn,  
 West Terre Haute, Ind.  
*"And 'Bottle' don't 'uncork' too soon."*

**3rd Prize \$10** Berthilda Herder,  
 San Francisco, Calif.  
*"Tries sham pain to make Bottle swoon."*

**\$5.00 Prizes:**

- S. E. Willard, Portland, Ore.
- Bernard Macy, Oklahoma City, Okla.
- A. G. Drayne, Huntington, W. Va.
- Rowena White, Fort Smith, Ark.
- Mrs. E. Schultz, Elgin, Ill.
- Lloyd Ira Miller, Allentown, Pa.
- David Neary, Torrington, Conn.
- D. L. Sleeper, Houlton, Me.
- Mary S. Cole, Ann Arbor, Mich.
- William P. Bishop, Salisbury, Md.

Although the word "money" doesn't rhyme with the word "Jingle," here is where money and Jingle go together. To make some easy money, simply write a last line to the Jingle in the coupon and send it to "Jingles," Radio Guide, 731 Plymouth Court, Chicago. \$100.00 in real cash will be paid for the best last lines submitted. It's fun and it doesn't cost you a cent to try.

**NOTICE! This Is the Last Jingle of This Series**

**Radio Guide**

AMERICA'S WEEKLY OF PROGRAMS and PERSONALITIES

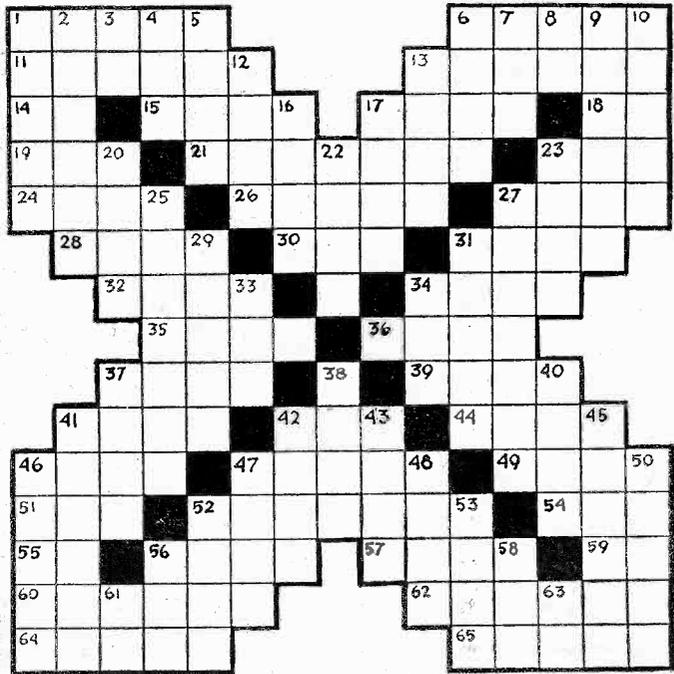
**THE RULES:**

- Radio Guide invites you to write a last line for this unfinished Jingle. This is the last Jingle of this series. Write anything you wish. The last line must rhyme with the first two lines.
- Radio Guide will pay \$100.00 in cash prizes for the best last lines submitted for this Jingle. (See Prize List Below.)
- You may send in as many answers as you wish. Try to be clever. Originality will count. Neatness will count.
- Mail your answers to "Jingles," Radio Guide, 731 Plymouth Court, Chicago. Answers for this week's Jingle must be in by 10 A.M. Friday, October 19th. Winners will be announced in Radio Guide as soon thereafter as possible.
- This offer is open to everyone except employees of Radio Guide and their families. Answers will be judged by a committee appointed by Radio Guide. The committee's judgment will be final. In case of ties, duplicate awards will be given.
- The use of the coupon in Radio Guide is suggested but not required. You may write your last line on the coupon or on a post card or on any other piece of paper. Radio Guide may be examined at its offices or at public libraries free.

**THE PRIZES**

- 1st Prize ..... \$25.00
- 2nd Prize ..... 15.00
- 3rd Prize ..... 10.00
- Next 10 Prizes \$5.00 each ..... 50.00
- Total ..... \$100.00

**Radio Guide's X-Word Puzzle**



The solution to this puzzle will be published in next week's issue, in which you will find another absorbing puzzle

**DEFINITIONS**

- HORIZONTAL**
- 1—First name of male star on Show Boat Program
  - 6—Tempt
  - 11—Original American
  - 13—Chest of drawers
  - 14—Half an em
  - 15—Feared
  - 17—Pop
  - 18—Initials of orchestra leader on Ex-Lax Program
  - 19—News Syndicate (initials)
  - 21—Windward
  - 23—Highest note in Guido's scale
  - 24—Season
  - 26—Mends
  - 27—Wide mouth pitcher
  - 28—Portion of body between lower rib and hip bone
  - 30—Small inlet
  - 31—Above
  - 32—Black
  - 34—Beverages
  - 35—Dutch colonist in S. Africa
  - 36—Bird
  - 37—Dispatched
  - 39—Wind spirally
  - 41—Emmets
  - 42—Sector (abbr.)
  - 44—Injure
  - 46—Insect
  - 47—Baron Munchausen
  - 49—Lass
  - 51—Part of mouth
- VERTICAL**
- 1—Legal claims
  - 2—Weld
  - 3—Initials of Western State
  - 4—Niagara (abbr.)
  - 5—Type of vessel
  - 6—Stoopnagle's henchman
- SOLUTION TO LAST WEEK'S X-WORD PUZZLE**
- |         |        |        |      |      |
|---------|--------|--------|------|------|
| ELAINE  | MASTER |        |      |      |
| LATTER  | ACTIVE |        |      |      |
| DEPT    | FO     | CTE    | BTON |      |
| RA      | BEIG   | PAS    | LE   |      |
| EGG     | E      | PADRE  | Y    | XIII |
| AL      | SAD    | LEO    | HES  | VIS  |
| MELT    | ERE    | PIE    | ALIE |      |
| STARTS  | SUE    | ASTERN |      |      |
| GALLS   | S      | CHAIM  |      |      |
| PREFERS | SEX    | ENROBE |      |      |
| RARE    | OUT    | ERR    | ENDS |      |
| IT      | DAY    | OWN    | SIS  | RT   |
| MID     | I      | FUROR  | C    | UGH  |
| ET      | JRK    | TUN    | PEG  | IE   |
| SEED    | IN     | E      | PA   | LIAR |
| LEANER  | VEINED |        |      |      |
| LARGER  | VALLEE |        |      |      |
- 7—119.6 square yards**  
**8—That is (abbr.)**  
**9—Higher**  
**10—It's sweet**  
**12—Want**  
**13—Combs wool**  
**16—Precious**  
**17—Charles — Gibson**  
**20—American Century plant**  
**22—That which is written**  
**23—Female sheep**  
**25—Radio and Metropolitan Opera baritone**  
**27—After sundown**  
**29—Middays (abbr.)**  
**31—Medleys**  
**33—Lace work**  
**34—Part of circle**  
**37—Break quickly**  
**38—Batter**  
**40—Den**  
**41—Beast**  
**42—Scorch**  
**43—Baby's bed**  
**45—Oil**  
**46—Mirror**  
**47—Separate**  
**48—Look fixedly**  
**50—Ocean vessel**  
**52—Liquid measure**  
**53—Hold back**  
**56—Enthusiast (slang)**  
**58—Salutation**  
**61—Southern State (abbr.)**  
**63—Pronoun**

**The Cover Girl**

From a lingerie buyer's desk to stardom in radio is a strange transition, but that's the brief story of Mary Livingstone (Mrs. Jack Benny) the cover girl this week.

Mary is one of those rare examples of a woman who is youthful as well as ornamental. She was born in Seattle, Washington, but while in her teens she migrated, along with her family, to Los Angeles. Having no movie aspirations, but rather a true economist's point of view, she decided on a business career.

Application, plus a shrewdness all out of line with the role she portrays on the air, helped her to succeed. Before long she found herself a department manager, buying hosiery and silken feminine undertogs. You know the old proverb, "Everybody sympathizes with the undertog," so Mary found her work more than normally pleasant.

Suddenly out of her azure sky loomed a comical fellow named Jack Benny, then a vaudeville and periodical motion-picture actor. He laughingly proposed marriage and she laughingly took him up, thereby setting the scene for her change from buyer to stooge. Her present importance to Jack's shows lifts her out of the

"stooge" rating, as she is practically a co-star with her husband and his associates.

Even after her marriage to Jack, Mary did not succumb to the much publicized lure of grease-paint. She was perfectly content to stay at home and follow the career of house-wife for which her early home environment had so thoroughly equipped her.

But the love of having her with him, plus a shrewd appraisal of her personal magnetism led Jack to urge her to do bits in his vaudeville acts. This was the foundation for her radio debut which was not made until two years ago. On a memorable occasion a script was short. Jack called on Mary to hastily interpolate an excerpt from their stage act—and the die was cast.

She is five feet, five and one-half inches tall and weighs around 118 pounds. Her weaknesses are shoes and lingerie—and she is a wizard at the attention-compelling game of Russian Bank.

Mary Livingstone, with Jack Benny, will be heard every Sunday evening at 6 p. m. CST over the NBC-WJZ network in a program sponsored by Jello.

## RALPH KIRBERY

As He Appears Under the  
**MIKEroscope**

By Harry Steele

**D**on't stop me if you've heard this one—there are lots of people who haven't. It's the one about "Dream Singer" Ralph Kirbery being awakened during a hotel fire and bursting into song, thinking he was once again at the microphone doing his pre-dawn stint. Ray Perkins vouches for it—and the Perkinses don't lie, suh!

The curse of that Witching Hour warbling will pursue Kirbery as long as folks of anecdotal tendencies follow their tale-weaving. His was the lilting baritone voice which used to break forth upon the stilly night with dance bands to the right of him, dance bands to the left of him, his but to do or die for dear old NBC.

The 34-year-old songster was born in Paterson, N. J., where he lived and attended school until he was eighteen. He is a little reticent about admitting that it took a world upheaval to get him out of high school, but he's proud of the fact that he deserted his classes to join the army in 1917. For reasons unexplained, he appealed to recruiting chieftains as ideal material for the tank corps; so that's where he landed and where he remained until the end of hostilities. Between spells of conveying his cast-iron sedan over shell pits, he entertained his fellow warriors with snatches of song.

Those mates-in-arms were enjoying gratis what was destined one day to cost sponsors and networks plenty of money; more money per day in fact than Ralph was earning a month as chauffeur on a 1917-model Juggernaut.

The return to civil life had its general post-war effect on Kirbery. He was miscast in several commercial roles before he landed on his feet in front of a microphone. As an oil magnate in Ranger, Texas, he was considerably like the wells in which he was interested—anything but flush.

Harking back to his experience with the snorting chariots of war, he decided to try automobile selling; but the talent which he already was harboring found no outlet in his discourses on horse-power and free wheeling. At the behest of a friend he became a flour broker, but was never able to get into the big dough. He abandoned the field broker, but wiser.

Back at home he whiled away the tedium by singing again for his Legion buddies of the Paterson Post. The professional butterfly was beginning to stir in the drab business cocoon, and it emerged shortly in full brilliance. Local stations, sensing the appeal for the impressionable sex in Ralph's voice, urged him to sing before the microphone.

From then on it was only a step to a New York sustaining program, and commercials inevitably followed. Even astute network officials capitulated, and NBC tendered Kirbery the contract which led to the midnight broadcasts and the appealing tag, "Dream Singer."

The name is purely titular, because Ralph is not of the stuff that dreams are made of. He is a robust, compact lad weighing 185 pounds, thoroughly masculine, and reaching an altitude of six feet. He is brown haired, with eyes to match; and doesn't particularly relish his lure for the ladies, save as it contributes to the exchequer.

Many a dilatory husband, lagging homeward in fear of a shrewish greeting at 1 a. m., has been surprised by the affability of his wife's welcome, not knowing that the mood was the soothing effect of Kirbery's ballads. When recognition is being parceled out, it might not be an unsound idea for the Married Men's Benevolent Protective Association to run up some sort of suitable tribute to Ralph Kirbery.



RALPH KIRBERY

RADIO GUIDE will place some celebrity Under the MIKEroscope every week. Save the picture on this page. There will be 52 in a full set. This is the twenty-sixth. You will get one picture a week for an entire year. To every person who sends to RADIO GUIDE a complete collection of 52 will be given an album containing the entire group of photographs as reproduced here; the photographic reproductions will be in fine finish.

Start saving your series now. And watch for another celebrity Under the MIKEroscope in RADIO GUIDE next week.

## Mr. Fairfax Knows the Answers

**BENNY MEROFF** is not broadcasting at present. He has been playing in various Chicago movie houses. (*Miss U. A. W., New Orleans, La.*)

**THE THREE RASCALS** are Robert Keith, Fred Furtch and Robert Harthun. Write to them in care of CBS, Wrigley Building, Chicago. (*Annie Marshall, Jamaica, N. Y.*)

**PAUL DON** and **LEWIS SHUMATE** are married; **RAY SHUMATE** is single. They are popularly known as the Four Shamrocks. (*Marie J., St. Joseph, Mo.*)

**CONRAD THIBAUT** was born in Northbridge, Massachusetts, November 13, 1905. He has been on the air about three years. He is very

fond of handball and swimming. (*Kathryn Gensbauer, Philadelphia, Pa.*)

**RUTH ETTING** was born in Nebraska thirty-two years ago. She has no children. (*Lee Walton, N. Y.*)

**EMERY DEUTSCH** will no doubt be happy to play a request number for you. Address him in care of CBS, 485 Madison Avenue, N. Y. C. Send 25c to that address also for a photo. (*Alex St. Miklos, Lucerne Mines, Pa.*)

"**PANDORA OF THE ENCHANTED ISLAND**" is B. Mercedes Keen, and she is single. Miss Keen is about 25 years old, 5 feet 7 inches tall, weighs 122 pounds, has brown hair and brown

eyes. She has appeared in movie shorts. (*Cynthia L., Sylvia G., Rosemary J., N. Y. C.*)

**GRACE AND EDDIE ALBERT** are not related. (*F. S., Bronx, N. Y.*)

**BILL AND GINGER** are not married to each other in real life. (*Grace B. Dougal, Torrington, Conn.*)

"**LAZY DAISY**" is Alice Twing. She is a trained concert singer, is 5 feet 6 inches in height, has grey-green eyes and light brown hair. (*Harlan M. Taylor, Media, Pa.*)

**JIMMY DURANTE** is of Italian parentage. (*Robert Bartlett, Stamford, Conn.*)

**HUNDREDS HAVE ALREADY  
WON BIG CASH PRIZES**



*Don Parmelee*  
**PRIZE MANAGER**



Now **HUNDREDS MORE** Cash Prizes To Be Awarded!

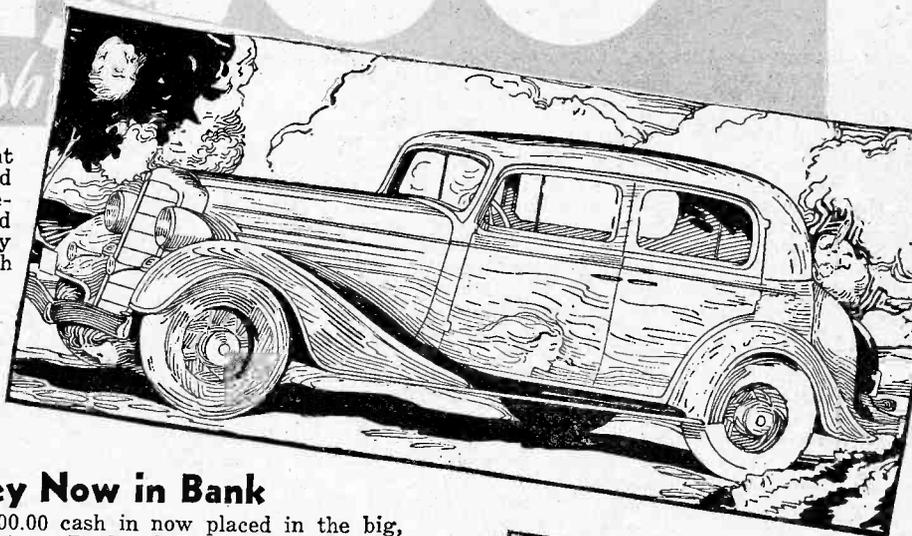
Would YOU, TOO, Like to

**WIN \$2,500.00**

or **BUICK** and **\$1,000.00** Cash

**A** Sensational advertising campaign. Do you want \$2,500.00? We want people acquainted with our Company quick. We will award 100 Grand Prizes to get quick advertising and to extend our business everywhere. Besides, there will be thousands of dollars more in cash profit rewards. Would you, too, like to win a brand new latest model Buick 8 Sedan delivered by the nearest dealer and \$1,000.00 extra for promptness (or \$2,500.00 all cash if preferred)?

Maybe this grand opportunity sounds like a dream to you. But hundreds of folks have already won big cash prizes in similar friendship campaigns conducted by men now in this Company. See pictures of a few winners—send for pictures, names and addresses of scores of others. Now comes your chance to go after big prizes. 100 Grand Prizes.



**Can You Find 5 Movie Star  
Faces in Picture?**

The Stars who were riding got out of the car. See if you can find their faces about the auto. Look sharply. Some look straight at you, some are upside down, some are sideways. Sharp eyes will find them. Can you find 5 or more? Not necessary to name them. Mark the pictures you find, clip and mail quick, or just send coupon below and I will tell you how you may win. In case of final ties, duplicate prizes will be awarded. Get started quick by marking the Movie Stars you find.

**Not a Penny of Your Own  
Money Needed  
On Our Movie Star Plan**

No indeed! By our plan you need not put in a penny of your own money to go after this \$2,500.00 First Prize or one of the other 9 Grand Prizes. This is not a lottery—no luck needed—no slogans to write—no subscriptions to buy or sell—no more puzzles. Someone will be the happy winner of \$2,500.00. Will it be you?

I promise you a cash profit reward if you take an active part in my campaign. I don't care how many—the more the merrier. Just think what it would mean to you and your loved ones if you should be the winner of \$2,500.00 prize money. What a joy! A big start in life. A new home. Travel. Education. Marriage, perhaps. Indeed this is more money than most people save in a lifetime. Mail coupon now.

**\$1,000 EXTRA CASH  
FOR PROMPTNESS  
to First Prize Winner**

They say promptness pays. I will award \$1,000.00 extra to the first prize winner just for being prompt in following my sensational plan. Therefore first prize winner gets Buick Sedan and \$1,000.00 if prompt, or \$2,500.00 all cash if preferred. Don't send a penny but mail the coupon today for details. Don't delay.

**All Grand  
Prize Money Now in Bank**

More than \$2,500.00 cash in now placed in the big, strong Home Savings Bank of Des Moines for the Grand Prize winners. This cash can be used for no other purpose. The money must be used to pay the happy winners—or if I invite you to look us up through any credit agency, any bank in Des Moines, any big business house, railroad, or newspaper.

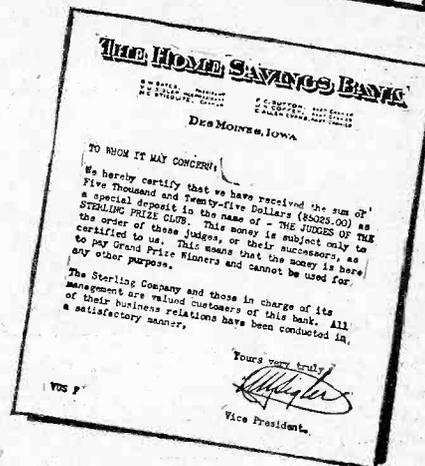
**\$10,000.00  
REWARD**

We will pay \$10,000.00 to any worthy charity if anyone can prove we do not really award all these thousands of dollars in Grand Prizes—or if the money is not in the bank to pay the happy winners—or if we do not fulfill every guarantee we make. Write today. You have nothing to lose, everything to gain.

**Send No Money  
RUSH COUPON**

The first thing to do is to Send the Coupon Today. Many of the biggest prize winners in previous campaigns like ours probably thought they could not win. Imagine their surprise when they did. Mark the Movie Stars you find, clip picture and mail with coupon. Or write on penny postal card how many Stars you find. Don't send a penny. For replying I will tell you how you may share in this opportunity to win big cash prizes. Tell me which you would prefer if you should win first prize—\$2,500.00 cash or Buick Sedan and \$1,000.00 cash. Send the coupon now—before you miss this opportunity.

**DON PARMELEE, Prize Manager**  
112 to 114 Eleventh Street  
Des Moines, Iowa



**MAIL COUPON NOW!**

**DON PARMELEE, Prize Manager, Dept. 80**  
112-114 Eleventh St., Des Moines, Iowa.

I have marked the Movie Stars in picture which I am enclosing, and I am anxious to win.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Mark in square below which you would prefer if you should become the First Prize winner.

BUICK AND \$1,000 OR  \$2,500 CASH

**NO CONNECTION WITH ANY OTHER FIRM OFFERING PRIZES**