

COMPLETE PROGRAMS FOR WEEK ENDING OCTOBER 9

# RADIO GUIDE

OCTOBER 9, 1937

10  
CENTS

*This week!*

## LISTEN TO— READ ABOUT

**JACK BENNY**

*His First Fall Program*

**BING CROSBY**

*A Prodigal Son Returns*

**TONY WONS**

*Philosopher in Comeback*

**TYRONE POWER**

*"Boy Friend" Stars in Drama*

**WE, THE PEOPLE**

*Popular Show Begins Again*

**JACK HALEY**

*His New Radio Career Starts*

**KIRSTEN FLAGSTAD**

*Nightingale Sings for Ford*

**JOE PENNER**

*He Returns, Without a Duck*



**YOUR PROGRAM LOCATOR**



**JEANETTE  
MacDONALD**

New Sunday Singer—on CBS

# Medal of Merit

## AWARDED TO THE MAGIC KEY OF RCA

**T**ODAY, we shudder at the beast in mankind. We read of Chinese cities afire, of women and children slaughtered, of dead soldiers shoveled up like garbage and carted away to a dump for humans. We read of Spanish atrocities in which nuns are raped and priests slaughtered. We read of Nazi persecution of blameless Jews, of Russian blood purges.

We read those things and we are afraid. What is happening to men that so much blood must be shed? What will happen to man? Will he never learn to live and let live? Will he never solve the problem of eternal peace?

Then, we turn to such a program as was presented by the Magic Key of RCA on Sunday, September 19. Sitting in our home, we heard police boats and police cars bottling up a theoretical criminal in Boston, we heard fire-fighters in Trenton, N. J., and the orders their chief gave them. We heard from airplanes in flight above Wake Island



Frank Black directs a program that takes in the whole world

in the Pacific, above Washington, New York, Cleveland, San Francisco, Amsterdam, Berlin, Rome, Paris and Switzerland. We heard Captain Robert B. Irving, of "H. M. S. Queen Mary," conversing over salty Atlantic miles with John B. Kennedy in New York.



In minutes, the whole world was spanned. Working in amazing harmony, more than 750 technicians at their posts all over the civilized continents did the technical chores which gave to us a bewildering and inspiring demonstration of radio's service to mankind.

But to us, this amazing demonstration was more than a performance of technical brilliance. It was a measure of man's genius, and a proof of the soul that is in him.

So, listening, we knew that though wars in Europe and Asia may rage and men may rip the bodies of their brothers with shrapnel, we still can have faith that some day the people of the earth may learn to live in brotherly love. For the problem of peace and friendship must inevitably yield to the genius of man. Once, enduring peace and the transmission of voices through space were twin impossibilities. Now, the latter is a vivid reality. The other must come, likewise.

Because of all these things which give us pleasure and give us faith, we of Radio Guide are happy to call attention to an outstanding program. As the symbol of our recognition of its great service to listeners everywhere, we award to the Magic Key of RCA the Radio Guide Medal of Merit.



David Sarnoff: President of RCA, sponsor of the Magic Key

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Cover by Charles E. Rubino

# this week!

## Previews of Some of the Better Programs

### SUNDAY

#### Rosalind Russell . . . personality

Miss Russell with James Stewart as her leading man will headline the first four weeks of the Silver Theater series. Conrad Nagel will produce the show and Felix Mills will be musical director. Sunday over CBS at 5 p.m. EST.

Miss Russell might have been a lawyer, had her father had his way. She had the voice for it. And the brains. But she also had great beauty, so she became a screen star. This program will not reveal to listeners her beauty, but they can hear her voice and they can discern her brains in this new and promising series for drama-lovers.

The premiere of the Silver Theater is described on Page 9.

#### Phil Baker . . . stooges

Comedian Phil Baker with his stooges, Beetle and Bottle, and Oscar Bradley's orchestra resume their series. Patsy Kelly will be guest of their first program. CBS, Sunday, 7:30 p.m. EST.

"Beetle" is Phil Baker's ghostly stooge. His "Get off the air" became a national by-word. Once again Phil will begin his vain search for his heckler.

#### Feg Murray . . . seein' stars

Cartoonist Feg Murray joins up with Harriet Hilliard and Ozzie Nelson's orchestra to initiate a new edition of the Bakers' Broadcast over the NBC-Blue network. Sunday at 7:30 p.m. EST.

Feg Murray is the fellow who draws cartoons of Hollywood oddities and screen stars for the newspapers. It is said he is the keeper of more cinema secrets than anyone out there, not excepting Louella Parsons. It is said he has been waiting for the right radio program. Well, here it is.

#### General Motors Concert . . . classics

Erno Rapee takes up the baton to premiere the General Motors Concert series, which will present Erna Sack, soprano, and Jussi Bjoerling, tenor, in the first program. NBC-Blue, Sunday, 8 p.m. EST.

Eight of the world's most expensive, most brilliant, most loved operatic and concert singers are banded into a sort of singing stock company. They will present the richly endowed works of the greatest masters.

#### Jack Benny . . . O' Labor Day

Jack Benny, Mary Livingstone, Kenny Baker, Sam (Schlepperman) Hearn, Don Wilson, Andy Devine and Phil Harris' orchestra will be heard in their first program of a new series. NBC-Red, Sunday, 7 p.m. EST. For the West at 7:30 p.m. PST.

Jack Benny is probably radio's most effortless comedian. Certainly, he is its most popular. This year's show



After a summer tour of Europe (not in search of gags) Mary Livingstone and Jack Benny return (above) to NBC Sunday night (col. 1)

will be much the same as last year's tremendous success, which means Sunday night can be counted upon as a positive cure for the blues.

#### Tyrone Power . . . dramastar

Tyrone Power inaugurates a series of dramatic programs to replace the Rippling Rhythm Revue. NBC-Blue, Sunday at 9 p.m. EST. For the South and Southwest at 10:30 p.m. CST.

Tyrone Power was a green bumpkin when the greatest personality-maker of modern days, Mr. Darryl Zanuck of Hollywood, took him in hand. Today, Tyrone is a star, and his proud boss and master, the same Mr. Zanuck, will present him in this premiere.

"Evolution of an Idol," a story about Tyrone Power, can be found on Page 6 of this issue.

#### Kirsten Flagstad . . . world's greatest

One of the less temperamental sopranos, Kirsten Flagstad will sing on the Ford Sunday Evening Hour, supported by the orchestra and chorus directed by Jose Iturbi. Sunday, CBS at 9 p.m. EST.

The embodiment of Wagner's Sieglinde . . . a rare Isolde . . . an amazing Brunhilde . . . strong words, those. Yet, all of them have been used by seasoned critics to describe Miss Flagstad's singing.

Turn to Page 8 and learn more about Kirsten Flagstad, the guest on this program.

### MONDAY

#### Dr. Dafoe . . . the quins

Talks and advice on bringing up children will be given by Dr. Allan Roy Dafoe over the CBS network. Monday, Wednesday and Friday at 4:45 p.m. EST.

Doctor Dafoe, whose humdrum life became exciting only when five babies were born to Mrs. Dionne, renews his talks on babies in general and the quins in particular.

### TUESDAY

#### Edgar Guest . . . grit

"It Can be Done" conducted by Edgar Guest, music by Frankie Masters, presents Cora Wilson Stewart of Kentucky as its guest. NBC-Blue, Tuesday, 8:30 p.m. EST.

Years ago, Cora Wilson Stewart saw the desperate need for education in the mountains of Kentucky. Fighting against tremendous odds, against superstition, hate, mistrust, meddlers, she succeeded finally in establishing throughout the mountains the famous Moonlight Schools of Kentucky.

See Edgar Guest at play on Page 26.

### WEDNESDAY

#### Jessica Dragonette . . . farewell

Jessica Dragonette, Charles Kull-

mann, tenor, and Al Goodman's orchestra give their last Beauty Box program. CBS, Wednesday, 9:30 p.m. EST.

After this program, Miss Dragonette will be off the air for the first time in the history of network broadcasting. Popularly considered the Queen of Radio, with more devoted listeners probably than any other soprano, she will devote this farewell program to songs most often requested by her audience.

Read Miss Dragonette's farewell message to listeners on Page 8.

#### Skolsky . . . Hollywood

Sid Skolsky premieres a new weekly series of talks about Hollywood doings. NBC-Blue, Wednesday at 8:30 p.m. EST.

Sid Skolsky, newspaper writer, recently told his boss he would not leave Hollywood to return to Broadway. "I resign," he said. "Broadway is dead. Hollywood tingles with life." Just how alive is Hollywood will be revealed in his broadcasts.

### THURSDAY

#### We, the People . . . oddities

Gabriel Heatter, replacing Phillips Lord as host, will open a new series of "We, the People" broadcasts. Mark Warnow will be musical director. CBS, Thursday, 7:30 p.m. EST.

Here is a curiosity-shop with humans for curios. Last year's series presented a man who never sleeps, a lighthouse-keeper who saw a ghost, a woman who keeps elephants in her front yard, a lunch-wagon operator who gives free meals to bums who can recite the Lord's Prayer. On "We, the People" you might hear the King of England or your next-door neighbor.

#### Crosby Returns . . . boop

Bing Crosby returns to the Kraft Music Hall with Bob Burns, the Paul Taylor Choristers, Jimmy Trotter's orchestra. NBC-Red, Thursday, 10 p.m. EST.

Bing's busiest, dizziest vacation saw him become a race-track owner and operator. Reputed to have lost money on his Del Mar track, he comes back to one of radio's biggest shows to sing, to clown, to kid—and to catch another satchel-full of those pennies from heaven about which he sings.

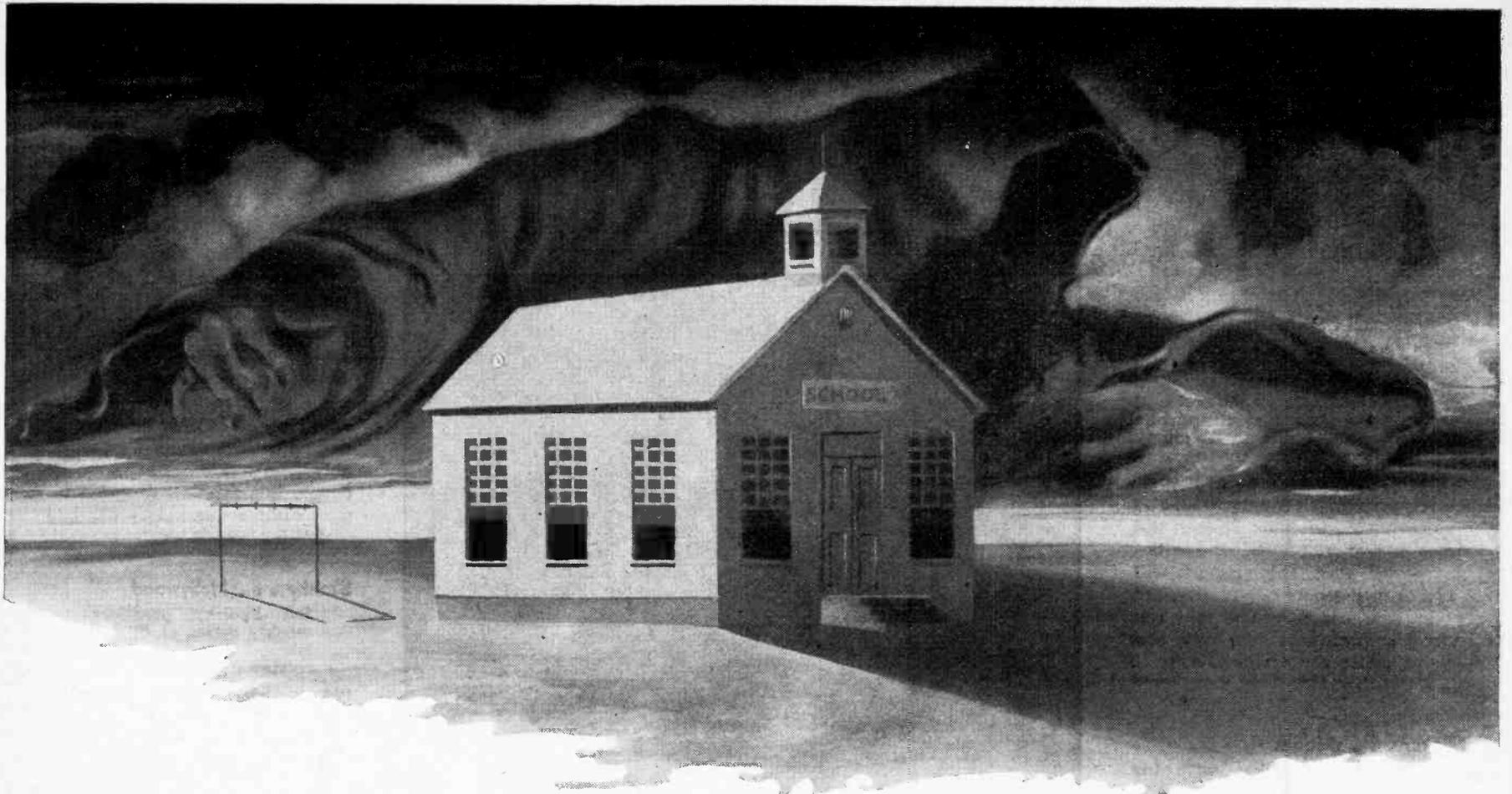
### FRIDAY

#### Dolores Del Rio . . . spy

Miss Del Rio will be guest of Hollywood Hotel in a radio version of the picture, "Life of a Lancer's Spy." Friday, CBS at 9 p.m. EST.

Dolores Del Rio's abundant beauty and magnetic personality have kept her a screen star while others less endowed have faded. A lover of life lived deeply, she will interpret the title role.

FOR RADIO STATIONS WHICH WILL BROADCAST THESE SHOWS, PLEASE TURN TO THIS WEEK'S PROGRAMS, WHICH ARE LISTED ON PAGES 29 TO 45



# "TO SERVE THE PEOPLE..."

BY HAROLD R. HIGGINS

August 31—"Infantile Paralysis May Delay Schools' Opening."  
 September 1—"Paralysis Puts Off School Opening."  
 September 2—"Movies Bar Chicago Children."  
 September 2—"City Fights Wave of Infantile Paralysis."

THOSE are headlines from Chicago newspapers.

It happened as quickly as that. Try to imagine the second largest city in America pack-jammed with 400,000 school children, ready to return to their classrooms. Try to imagine the bombshell of terror and apprehension that burst when those scare-head words gleamed sootily from every newspaper on every news-stand.

So there was created such an emergency as the art of radio broadcasting had never before faced. Those 400,000 children had to be taught. Education in the well-ordered plans of such a great city is a thing of routine and orderly progress. One cannot shut it off as one would turn a faucet without disarranging vast programs, without disrupting thousands of lives, without costing thousands of pupils their chances of promotion to higher grades or graduation.

The thing that happened then in Chicago, the thing which radio did in this unparalleled situation, is an exciting chapter in broadcasting's history. It is the story of a miracle. It is a miracle, isn't it, when children who are miles away from their classrooms can nevertheless go to school? It is a miracle, isn't it, when children far beyond the sound of their teachers' voices can still hear the lectures

of those teachers?

Before you answer, listen for a moment to the radio in any typical Chicago home today. From a loud-speaker, more accustomed to the garrulities of Boake Carter and the cadences of Benny Goodman, come these words:

"You all know what a clock is, don't you? Let's draw a clock. Take your pencil and put it in your right hand. Now draw a circle just the size of the bowl from which you ate your oatmeal this morning. Next place the numbers around the edge starting with the figure twelve right at the top. Now put the figure one to the right—the right is the side your right hand is on—now the figure two . . . and the figure three . . ."

STRANGE stuff, that. But it is happening all over Chicago from one end of the dial to the other and from early morning until late at night. For today Chicago's school children are going to school by radio.

Out of small things come great things, and the broadcasting of grade-school lessons in a plague-infected city is a great thing, possibly far greater than any of us who are in the midst of it can now understand, so let's examine the small things as they happened.

Early in the summer there was no fear of an epidemic. True, a headline

Radio School Program for Tuesday			
Grade	Subject	Time	Station
All	Health	7:15-7:30	WLS
8A	Mathematics	8:15-8:30	WIND
8A	English	11:00-11:15	WGN
8B	Mathematics	11:00-11:15	WCFL
8B	English	8:30-8:45	WJJD
7A	Mathematics	8:00-8:15	WLS
7A	English	9:45-10:00	WLS
7B	Mathematics	10:45-11:00	WJJD
7B	English	10:45-11:00	WJJD
6	Mathematics	9:45-10:00	WCFL
6	English	8:00-8:15	WIND
5	Mathematics	4:00-4:15	WAAF
5	English	11:30-11:45	WLS
3-4	Mathematics	6:45-7:00	WENR
3-4	English	6:45-7:00	WENR

Assignments based upon Saturday's program.  
 (This is a typical day's listing of school programs.)

in this city or that told of scattered infantile paralysis cases: Sidney Throckmorton, of Evanston, Illinois, and Charles Barry, and Charles Barry, 15, of California, James Kappas II, 11, of Williamsport, Pennsylvania, and Rabbi Weinberger's infant daughter in New York City. All of them were fighting for their lives in "iron lungs," but as yet there was no thought in the pub-

lic's mind of an epidemic.

Then it came.

Chicago's famous Doctor Bundesen, whose radio talks on health have made him known from ocean to ocean, speaking as president of the Chicago Board of Health, decreed that all public schools should remain closed.

So to one of the largest cities in the world came a situation without precedent. With schools closed, 400,000 students would miss valuable instruction.

Two important boards met in Chicago in the first days of the emergency. Each came separately to a remarkably similar brick wall. The first board was composed of doctors who gathered to perfect a plan for fighting infantile paralysis. But how does one fight a disease which acts one way one time, another way the next? How does a physician combat a disease when he knows next to nothing about it? Honest doctors dispaired of effective measures but did everything their experi-

ence told them might be helpful.

The second board was composed of educators. To them, the minds of children, not their bodies, were of first importance. They knew those children should be taught, could be taught. A dozen tentative, well-meant plans were proposed. But only one offered a way to reach into every home.

"Gentlemen, we can get to these children and their parents by radio," an educator insisted. "We must make arrangements somehow to do that."

"But, sir," protested another, "broadcasting stations sell their time. It is not free. It would bankrupt us to broadcast. Where could we possibly get the money?"

FOR that there was no answer. The city of Chicago had no budget for such an experiment. So radio was rejected as economically impossible. Instead, it was decided, a single radio and newspaper appeal would be made to parents throughout the city to assist their children in reviewing their school work at home.

Quite possibly nothing more than that would have happened had it not been for an alert radio man. Al Hollander, publicity representative for Stations WIND and WJJD, learned of the school board's plight. To his boss he unfolded a plan he had conceived; here was an opportunity for WIND and WJJD to serve their community—and incidentally to garner for themselves the kudos of public approval.

SO, THIS offer was made to the Board of Education. Free time on the air, as much as was needed, would be provided for any programs the Board wished to broadcast.

That was broadcasting's first generous gesture.

Before the week was out, a dozen all-important conferences had been held, and almost every other radio station in the city had added its own offer.

In the next three days more practical problems of educational broadcasting were worked out than had been solved at all the annual meetings of college presidents and other "theoretical" educators-by-radio put together. For here was a job to be done. Here were classes to be taught, 400,000 children strong. Here was almost unlimited radio time available, the outright gift of a half-dozen radio stations.

Those free hours were a rich prize. Could the educators who had complained for years that they could do a much better job of using the radio actually do a much better job? Could those responsible for radio, those who had year in and year out asserted their interest in the public service, keep their fingers out of something which was costing them a pretty penny? We shall see.

On Monday morning after the Wednesday on which the Board of Education had rejected radio, the Chicago classrooms were on the air at 7:15 a.m. And history was being made as 177,000 watts of radio power hurried such programs as listeners had never heard into the homes of eager children. History, mathematics . . . readin' . . . 'ritin' . . . 'rithmetic.

Even the studios of Chicago's stations came quickly to have a different air. Men and women obviously unaccustomed to these surroundings, carrying piles of books, walked uneasily through studio halls, seated themselves behind microphones and talked. That was two weeks ago.

**T**ODAY, most of the talks are given by school principals. Other principals not engaged are divided into two committees, one preparing tests and examinations against the day the radio pupils will return to their classrooms in person; the other listening attentively and critically to every broadcast that goes on the air. For this is an experiment the like of which educators have been dreaming of for years. Each suggestion for better

broadcasting is valued, put into practice immediately whenever possible.

And what goes on in the schools themselves? Are they entirely empty and suspect? They are not. Each day crews of teachers take their places at school switchboards to answer telephone questions from mothers or from pupils. Those questions come slowly in the morning, faster in the afternoon—one thousand questions a day for six days in the week.

**I**N A field where everything is new, where each new step ahead is an advance into complete darkness, the lack of text-books was for a short time persistently baffling. How could pupils at home work without texts? The answer, it was learned soon enough, was that they couldn't. So texts were printed in the columns of the newspapers. Monday's lessons in Monday's paper—and the announcement when broadcasts for each grade would take place, what station would broadcast the lessons.

So the cycle was completed. From the professor in a radio studio, simple, understandable talks were transmitted to 400,000 pupils who sat with newspaper texts before them. Their attendance finished, questions then sped by telephone to the schoolteachers waiting in every public school in Chicago.

How does Chicago's education-by-radio work? Little Johnny and Lena who live on North Clark can tell you. Johnny is nine, Lena is eleven. They both can read and understand the broadcast schedule in the newspaper. Lena, who is in the fifth grade, reads that her class is at 8 a.m. Johnny, a fourth-grader, has no class until 6:15

that night. It is Tuesday and the subjects for the day are mathematics and English. Those are always the subjects for Tuesday, Thursday and Saturday. History, geography and science are broadcast on Monday, Wednesday and Friday. Johnny and Lena never miss a class if they can help it. For their friends are all taking their lessons by radio and none of them is going to be one whit further advanced than Johnny and Lena when the school bells ring in two weeks or three weeks or whenever Doctor Bundesen permits the doors to open. With Johnny it is a matter of considerable pride. With Lena—it's fun.

David Sarnoff, of the Radio Corporation of America, has defined the purpose of radio in these noble words: "Radio shall serve the people any time, anywhere—at a moment's notice."

Radio in Chicago is serving the people. Jim Deeson, whose two children have escaped the dreaded infantile paralysis, was visited by a friend during one of the geography broadcasts. The friend listened to an inept radio voice intoning these sixth-grade questions:

"Write down the name of the capital of Japan."

"Write the name of the chief product of the island of Japan."

"What is the name of the ocean between the United States and Japan?"

**T**HE friend asked James Deeson, "Don't you get pretty sick of hearing that stuff?"

The father's eyes swept over the bowed heads of his two girls, each with pencil and paper before the radio. We don't know where his thoughts

ranged, perhaps to the hundreds of little bodies already ravaged by the worst attack of infantile paralysis Chicago has known, and then he spoke what was in his heart. "Do I get tired of that stuff?" he repeated. "Look, mister, my kids are home, safe and sound. When I hear those lessons come on I feel like going right over to that old loudspeaker and kissing it."

Jim Deeson didn't know it, but he was speaking for all the parents of all the grade-school children in the city of Chicago.

What do we find today in Chicago as a result of this remarkable situation? Are educators happy in the results they are obtaining? Are the broadcasters satisfied with the work being done by radio?

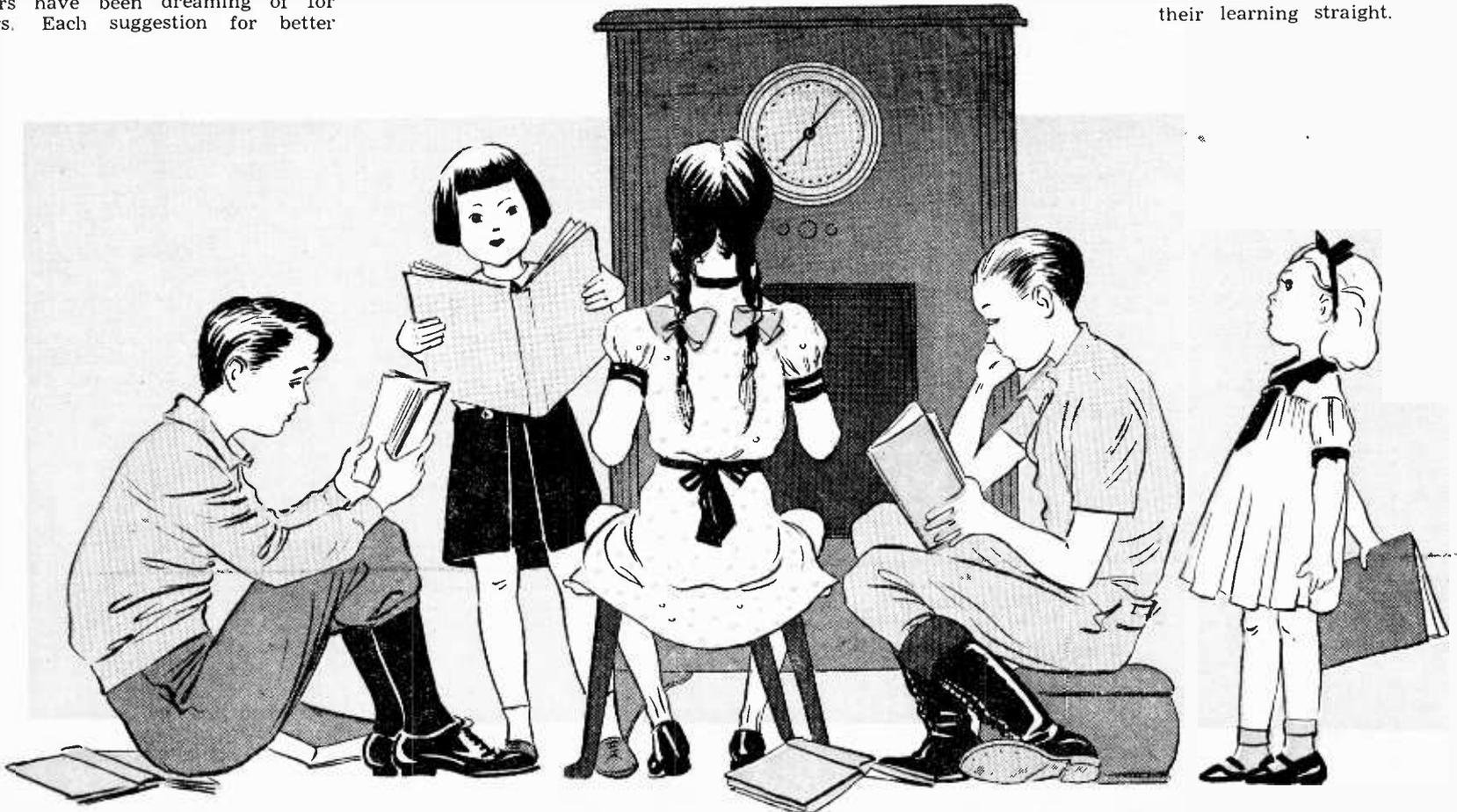
**B**USY switchboards in the Board of Education quarters and in radio studios testify to the national interest which has been aroused in this experiment. Other cities faced with similar epidemics and fearful of the consequences of postponing their own schools are calling almost daily for information on how the job is being done in Chicago. Stations elsewhere are wiring and writing, asking if they can adopt the Chicago plan.

But most important of all, this emergency has taught radio men and school administrators the ease and worth of working together. Thinking ahead toward a permanent use of radio as a means of reaching children not in school, it is quite likely that the union reached so swiftly in this troubled time will be maintained hereafter in some form or other. For children who are too ill to attend their classes, likely as not there will be radio classes. For children who are studying for examinations, there may be review lectures and lessons. For girls and boys deep in the study of their geographies, there may be lectures by authorities on the elephants of India or the kangaroos of Australia.

Today, one vital fact is apparent. So far as education is concerned, unsweetened, unsugar-coated lessons are doing the best job possible for radio and for education.

The children of Chicago, refugees from the world's worst malady, like their learning straight.

## INTO A CITY OF DISEASE AND DEATH AND CLOSED SCHOOLS CAME RADIO— ACTING ". . . AT A MOMENT'S NOTICE"





Has success changed handsome Tyrone Power, heart-thrill of millions of feminine movie-goers—for better or worse?

# EVOLUTION OF AN IDOL

HOLLYWOOD'S NEWEST SENSATION, TYRONE POWER,  
TURNS TO RADIO—AND GREATER GLORY SUNDAY NIGHT

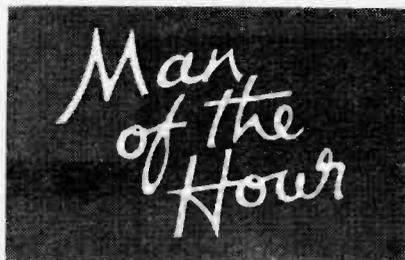
BY MARY WATKINS REEVES

**A**RISING star steps before an NBC microphone Sunday night to open a new dramatic series replacing the "Rippling Rhythm Revue," a sensational young actor who has taken Hollywood by storm and who promises to repeat his success on the air. But Tyrone Power is not only a promising young actor. Although he's only 23—and a very young 23, at that—he's a sentimentalist.

This will explain why he sometimes parks his long, low car in the old block on Highland Avenue where he lived hand-to-mouth after his father's death, sits looking at the same houses and stores, drops in at the same drug store for a malted milk. To intensify this pleasant orgy of nostalgia, he may even whistle "You, You're Driving Me Crazy" or some other tune the place brings back to mind. Until he drives away with a feeling that will torture him enjoyably for hours—the firm belief that having success is not half as much fun as hoping for it was.

**T**HIS will also explain why his stand-in, Thomas Noonan, is a pal from the days when Tyrone was a theater usher in Cincinnati; his secretary, William Gallegher, an old friend from the months when Tyrone was pounding pavements in New York. Why he likes creamed cauliflower and brown tweeds and soft-voiced girls.

Success has changed him plenty—and he admits it. But it's changed him for the better. It's scared him into a few



things he should have learned long ago. He's socking his money into the bank, for one thing. He's a little more strategic about his future, for another. He can see now that the risky, impetuous things he did in his impatience to hit the big-time and the big money only made his chance of ever getting there a thousand-to-one shot. A close call, and he barely made it. He's still a bit watery in the knees, as though he'd just cleared a taxi that missed him by an inch. So he's learning to be calm and careful. He's taking better care of his health, reading more, studying more, even thinking more.

He doesn't like Hollywood. Something about the place makes him lazy. In New York it's no effort at all to steam around from breakfast to bedtime, stay up half the night working. In Hollywood he wants to sit in the sun, gets sleepy early. He likes night-clubs fairly well but hasn't got the bug. It suits him just as well that there are "only a couple or so good ones" in the movie town, and he's al-

ready tired of those. He goes for the music, not the floor show.

Outside of the girls he dates, most of his friends haven't any connection with the movie industry. Nothing strikes him as being duller than talking about pictures all evening after you've worked in pictures all day.

**H**E WISHES now that he'd gone to college. Not so much because of the education he missed, but the fun. He could have gone—his parents urged him to—but he was too impatient to get started in his career. He subscribes to three book clubs, reads non-fiction exclusively, hasn't yet got around to *Gone With the Wind*. He owns five radios, usually plays them too loud; not that he can't hear, but something's always interrupting and he hates to miss a note or a word if the program's one of his favorites. Which would be "One Man's Family," Jack Benny and Benny Goodman.

For exercise he swims—in other people's pools, because he hasn't one of his own yet—and plays handball. He usually rushes through dinner to get in a session at badminton; just as much thrill as tennis and doesn't take half the energy when you haven't got it after a long day on the set.

He lives with his mother, Patia Reaume Power, in a rented, unpretentious house which is really larger than they need, but they signed the lease because they couldn't resist the view across the hills.

His mother runs the household beautifully and, having been for years a celebrated actress wed to an even more celebrated actor, is a good pal and advisor to her son. Next to his mother, Tyrone's best girl is his sister Ann, who's married and lives in Honolulu. He hopes he'll get a vacation one of these days, as he'd like to see Ann and he'd also like to see Honolulu. Frequently she tears some "quote" of his out of a newspaper or magazine, affixes a sly note on the margin—"Since when, old dear, the Romeo stuff?"—and sends it to him. These always give Tyrone a chuckle.

About the Romeo stuff, this is it: It amuses Tyrone how, if a single young actor makes good in Hollywood, the town immediately regards him as though he were the only old-maid daughter in a family of sixteen belles. They're constantly trying to marry him off. This results in one embarrassing and painful predicament after the other, but he does not let these annoy him any more than sitting for photographs or a call for retakes. He would very much enjoy being highly annoyed. But he thinks he has no right to this indulgence, as the Romeo business seems to be an inescapable part of his job, and any time it should get too irksome he knows what he can do about it.

**S**O HE will talk about his girls and he will say flattering, gentlemanly things about them, and he will be entirely sincere. "Sonja," he will say, "is a sweet and beautiful girl. I am as fond of her as any girl I know, but we are not considering marriage. Neither of us is ready for marriage. I greatly admire Sonja," he goes on, "for her drive and ambitious concentration on her career. When she's skating or acting or making personal appearances her whole thought is solely on what she's doing. I've never seen anything like it. I'd like to think that I'm half as intense."

He will comment seriously, "Loretta's a lovely person. She has a certain—" here he pauses to find the right words—"a certain sweet, soft quality about her that appeals to me."

And then Tyrone will tell you that some of the girls he admires most are the youngsters he knew in his pre-Hollywood days and still writes to and goes out with when he returns east. Many of them are yet struggling for a foothold in show business, unknowns, unglamorous as the Hollywood standard of glamor goes. Yet Tyrone—who could dial dozens of numbers and hear the most beautiful and successful women in Manhattan reply, "When? I'd adore to!"—takes his old girl friends to dinner and the theater and dancing because he wants to. Because he really does enjoy them most of all.

He's the kind of date who phones to ask what gown you're wearing, takes the trouble to send flowers that will match it. He has as flawless manners as can be found in all Hollywood (the credit here, he would undoubtedly insist, is Patia's). He dances extremely well, plays a rather bored game of bridge. That is, if he can't get out of playing bridge at all.

**A**ND while this is still the Romeo business, it may as well be matter-of-factly recorded that Tyrone Power, offscreen, is twice as healthily handsome as he is on. Which is *handsome*. Thick, black hair, intent brown eyes, thick brows. A nose even more tip-tilted than it is in pictures, because the make-up boys have devised a way of powdering that brings that nose down a fraction for the cameras.

(Continued on Page 18)

**O**N MONDAY evening, during one of those periods when Fibber McGee and Molly have stilled their foolishness long enough for Mr. Weems and his men to tune up, you may hear a young man named Elmo Tanner whistling a dainty little thing called "Nola." And as he whistles, you may be certain that he is thinking that if it hadn't been for "Nola," and if it hadn't been for his youthful habit of puckering his lips and puffing through them, today there would be no . . . but hold on, we're getting ahead of our story.

Your ticket to radio fame may repose, quite literally speaking, right under your nose.

That's a pretty fantastic thought couched in a pretty bad jingle. But consider William Elmo Tanner. You know Elmo—the gent who flutters feminine hearts from Coast to Coast whenever he puckers his lips.

Elmo's ticket for a long ride on radio's Success Special lay for years directly below his generous proboscis, with nobody, least of all Elmo, suspecting its presence.

Then came a merry, merry day in June. And Elmo, feeling in the mood, puckered his ruby lips and blew. Presto! Out popped "Nola," and young Tanner was transformed overnight from a dime-a-dozen guitar thumper and balladeer to a full-fledged radio personality. Now he gets fan mail and everything. Mostly folks want to know how he got that way.

It's a mystery, at that. Almost everybody, of course, can whistle. Folks in history have been doing it since 'way back when.

Paul Revere employed the old lip-siren, among other alarms, to arouse the countryside against the advent of the British.

**N**APOLEON, it is written, resorted to a bleak whistle-in-the-dark when things were going badly around Waterloo.

The most romantic chirp, probably, was that of Romeo Montague in coaxing Juliet Capulet into the shadows of her justly celebrated balcony.

None of these immortals had any previous notion of the potential value of their whistling ability. And it was that way with Elmo. What a born whistler needs, it seems, is a keen-eared listener who can recognize talent when he meets up with it.

It was especially opportune that Maestro Ted Weems, he of the sparse thatch, the trained ear and the weather eye for budding talent, provided the Tanner audience. The year was 1930.

Two weeks earlier Tanner, then a songbird with a pleasing voice but without a specialty, had joined the famous Weems band at the Gibson Hotel in Cincinnati, filling the vacancy caused when Art Jarrett moved on to more notable achievements.

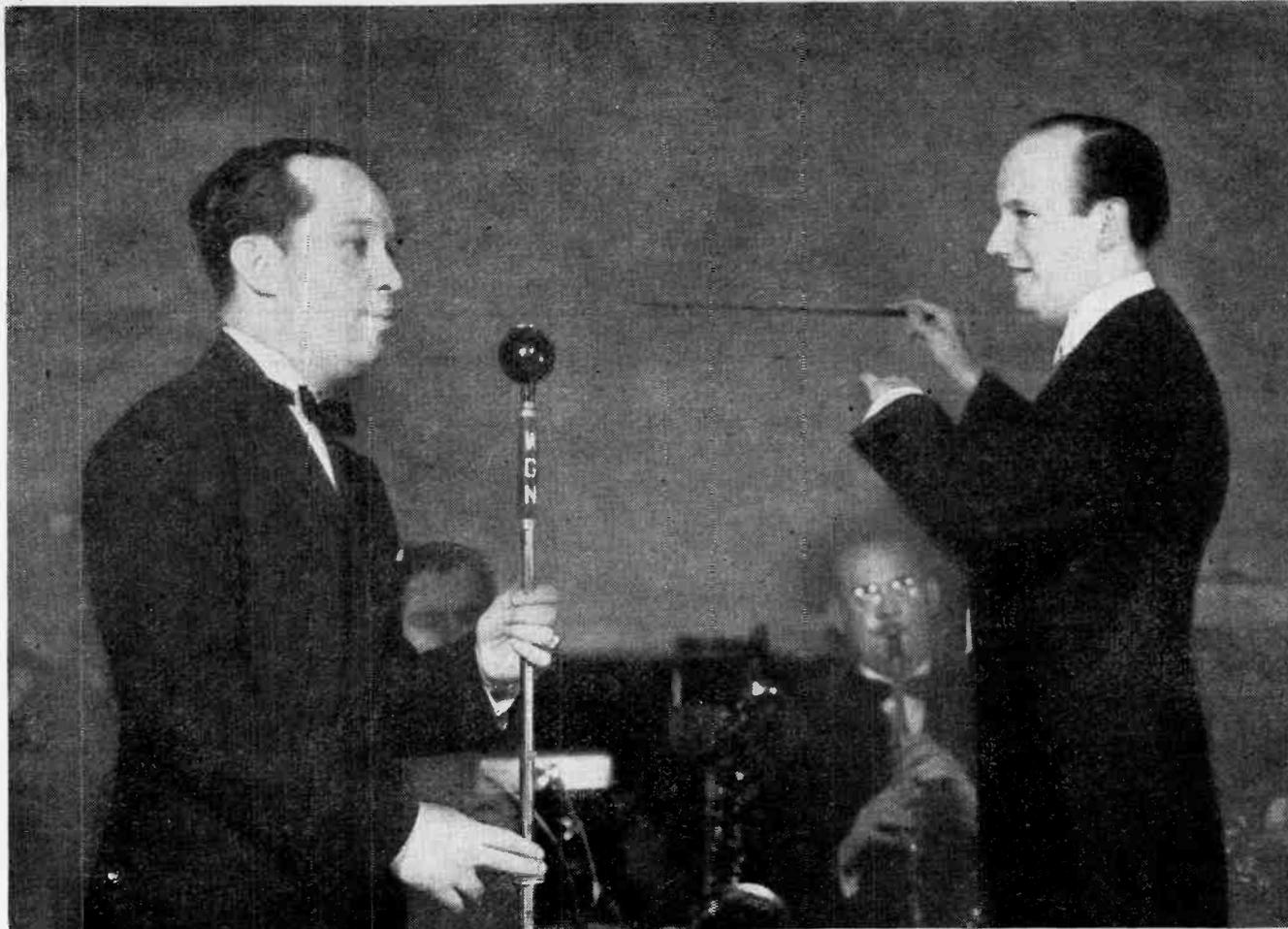
Ted and Elmo were driving to St. Paul, where their next engagement awaited them at the Lowry Hotel. It was a tiresome tour, and to lighten the monotony Elmo whistled.

He was in the midst of a casual but intricate presentation of "Make Believe." He switched adeptly into the strains of "Nola." The bandmaster, his brown eyes sparkling, broke in with a remark destined to become a national catch-phrase.

**B**OY," said Ted, with enthusiasm and a little awe, "you got something there."

It was seven years later when Tanner, concluding a recital of the fateful roadside incident, grinned happily:

"I'm still whistling 'Nola'—and 'Make Believe,' too."



For years Elmo Tanner whistled merrily, just for fun. Then Ted Weems (right) heard him, and it became his career

# RIGHT UNDER HIS NOSE

MONDAY NIGHT ELMO TANNER WILL PUCKER UP AND WHISTLE "NOLA"—THE SONG THAT'S MADE HIM FAMOUS

BY ELGAR BROWN



"Nola," to be sure, has become so closely identified with Whistler Tanner that it is practically his theme-song. It's demanded by Tanner fans more often than any other. You've heard it on his personal appearances, or on his phonograph records, or in any event on his radio programs.

You who long hopelessly for a radio break will scoff at whistling as an avenue to your goal, though you've been whistling, after a fashion, all your life.

You will say that Elmo Tanner is one in a million, which is nothing but the truth. Elmo himself can't explain the paucity of whistling soloists. He points out:

"Everybody in the world is a born whistler. All one needs to do is to develop the talent. Constant, day-by-day practise, of course, is the best developer.

**I** WAS practising to be a professional whistler since I was old enough to pucker my lips—but I didn't know it. I whistled for the fun of it.

"A musical education? It's important but not essential. Mine began when I was six years old, but I'm sure I would have whistled through life with or without a technical knowledge of music."

Elmo, now thirty-three, had no more idea of a whistling future than of taking up etymology—until Ted Weems heard him trill "Nola."

"Since I got into this unusual business I have sought out books of in-

struction or other volumes on the art of whistling. I didn't find any. I don't believe they exist.

"You just have to take your whistling education catch-as-catch-can. Certainly gives you a wide field for originality."

In his quest for data on the background and development of whistling Tanner did uncover one brochure. He carefully preserved it. It consists of an anonymous discourse which appeared in the erudite *Atlantic Monthly* of September, 1910, quite a spell before the advent of radio, much less of whistling for a living.

Wrote the unknown essayist, in the stilted style of three decades back:

"Whistling girls and crowing hens have been bracketed together by the wisdom of ages. Bad ends have been allotted these ladies, but why so? Why should the piano, for instance, be counted as vulgar because some ruin it?"

"The human whistle is the most delightfully informal of instruments. It needs no inglorious lubrication of

joints and greasing of keys. It is not subject to the vocalist's eternal cold. It holds no inferno of tuning and snapping strings, nor does it need resin.

"One of the best qualities of the whistle is that it is portable. A whistler may be broke, but he shall have music wherever he goes. Whistling to keep up the courage is an old adage, but whistling to keep up the memory is a new adage.

"The violin is almost human, but the whistle is, and is not too formal to take along on a lark.

"Whistling is the best test of musical genius and something is amiss with the composer whose themes cannot be whistled. He lacks the highest and rarest gift of God—melody."

Tanner, reading this discourse aloud, paused to explain:

"The man means such a guy as that ain't got rhythm."

He continued from the yellowed *Atlantic Monthly*:

"The whistle has wider possibilities than the voice, it is quite as perfect and natural an instrument and exceeds the ordinary compass of the voice by almost an octave. A whistler can perform harder music with more ease and less practise.

"Another advantage is that in whistling orchestral music, the drum-taps, the double bass, the bassoon may be 'cued in' very realistically and without interruption by means of snores, grunts, wheezes, chicks, etc.

(Continued on Page 17)

# ON THE SUNDAY EVENING HOUR THIS WEEK IS WORLD'S GREATEST SOPRANO—KIRSTEN FLAGSTAD

IF "SWANEE RIVER" had been less musical in sound than "Pedee River," a nation would today be singing "Way Down upon the Pedee River, far, far away." Pedee River was the one Stephen Foster picked for his song "Old Folks at Home," but somehow it didn't have the musical swing Foster wanted to achieve in his composition. So with his brother, Morrison, he went to a map, looked it over for other suggestions, and finally chose Swanee River, which he contracted from the name of the Suwanee, in the vicinity of Georgia and Florida. Thus the song was born.

It is because "Old Folks at Home" is a sincere work based upon an emotion fundamental to all human beings—the love of home—that Kirsten Flagstad has decided to include it in her program with the Ford Symphony on Sunday night of this week.



Another strange, but true, story connected with this loved folk-song is the early controversy over the authorship. For twenty-eight years after it was published, copies stated that it was written and composed by E. P. Christy, a minstrel who did much to popularize Foster's melodies. One version of the story is that Christy paid \$500 to Foster for the privilege of claiming the song as his own, but later evidence indicates that the amount was

only \$15. Several months after the song was published, Foster wrote Christy, asking that his own name be substituted for Christy's. No record of Christy's reply has come to light, but it is assumed Foster was unsuccessful in his appeal, inasmuch as Christy's name remained on the song during the original period of copyright.

Some arrangement between the two was eventually made, and it is known that Foster derived two cents per copy as royalty from his publishers. From the date of its first copyright in 1851 until he had to sell outright all his future interest in previous songs, which was in 1857, "Old Folks at Home" had earned \$1,647.46 for the composer.

Sometimes the union of a simple melody and a plain accompaniment produces a truly great song. Such is the case in "Still wie die Nacht," or "Calm as the Night," by Carl Bohm, which Mme. Flagstad will also include on her Sunday program.

It is perhaps its unusually fine and intimate harmonic understructure that gives the song its depth, character and dignity. The melody is sung against an accompaniment chiefly in the strings, moving in steady descending waves of counter-melody, with full, majestic brass chords resounding throughout.

"At Parting," by James H. Rogers, another of Mme. Flagstad's group of songs, is an American art song. Unlike "Old Folks at Home," in which the lyrics are more important than the melody, an art song is one in which the music is wedded to the lyrics; the music reflecting the spirit of the text.

"Traume" ("Dreams"), by Richard Wagner, another favorite of the great Wagnerian soprano, is the story of the search for the true meaning of dreams which enthrall the soul. Wagner penciled the composition in his diary one night in 1858 in Venice, and later drew upon its theme for his famous night scene in the opera "Tristan and Isolde."

Other numbers in the Flagstad group Sunday will include "Love Went A Riding," by Bridge, a spirited English song, which intimates in song the picture of a lone horseman riding across the country, and the second verse from "A Mighty Fortress Is Our God," a German chorale by Luther. This number, which is impressive, ceremonial and inspiring, will be done with the assistance of the chorus and the audience present in the great auditorium in Detroit where the broadcast originates.

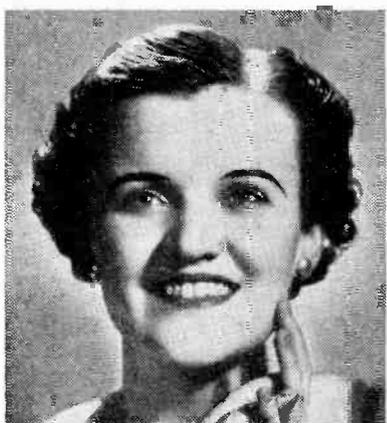
For your station, please turn to the program page for Sunday, 9 p.m. EST, 8 CST, 7 MST, 6 PST.



Cinema's "Hi-Butch" Patsy Kelly appears with Phil Baker Sunday



Pianist-conductor Jose Iturbi is guest of Chesterfield Wednesday



Monday night the "Voice of Firestone" will be Josephine Antoine



Kirsten Flagstad, Wagnerian soprano, sings on Ford's Sunday Hour

## FUTURE OPERA STARS WILL BE HEARD ON METROPOLITAN AUDITIONS SUNDAY AFTERNOON

"... His family moved to Pennsylvania, where his ambition to paint was surmounted by an interest in farming..."

"... She made her debut as a dancer at fourteen, with the Russian ballet..."

"... He started his career as a choir boy, and later became the soloist in the same church..."

THUS have run the lives of the three ambitious singers who will have their opportunity to scale the operatic heights when the Metropolitan Opera Auditions of the Air return to NBC this Sunday afternoon for the program's third consecutive season on that network. Such are the devious routes by which Jess Walters, baritone, Virginia Mauret, coloratura soprano, and Hardesty Johnson, tenor, have come within voice-range of the "Met"!

Metropolitan Auditions of the Air is no amateur contest for salving listeners' sympathies. It is a serious attempt to find the most promising singers the country has produced, and to make the most of their talents. Here's how it operates:

For weeks, Wilfred Palletier, one of the conductors of the Metropolitan orchestra, has conducted preliminary auditions. From the hundreds of hopefuls who appear for these trials, 63 aspirants are chosen. Three of them appear on each of the weekly programs, and from these, 14 are selected to sing in the semi-finals. At the conclusion of the season, the opera company is obligated to give contracts to at least two singers. So high has been the quality of the contestants to date that in each of the two previous seasons the "Met" has contracted over its quota. Winners also receive \$1,000.

WALTERS studied to be a commercial artist in New York, turned later to farming. After graduating from the National Farm School, in Doylestown, Pa., he suddenly discovered his fine voice. His debut came in *Pagliacci*, at the Brooklyn Academy of Music. He sang then as a tenor. Later, when Jess entered a contest, Lauritz Melchior heard him, suggested that his voice would sound better as a baritone.

Miss Mauret produced her own ideas of the dance in many of the major cities of this country before she thought of a career as a singer. That inspiration came when a director heard her singing when she was backstage for a dancing engagement.

Johnson, one of the few singers allowed to appear twice for auditions, sang on the program two years ago. Well known in music circles, he has given concerts throughout the country since he left his position as a church soloist in Texas several years ago.

Perhaps the Metropolitan Auditions of the Air some day will make the names of these contestants as famous as Kirsten Flagstad's (see col. 1). Certain it is that some week on this program, listeners are going to hear at least two singers start brilliant careers. That may be this week!

For your station, please turn to the program page for Sunday, 5 p.m. EST, 4 CST, 3 MST, 2 PST.

## JESSICA DRAGONETTE'S OWN STORY OF HER FUTURE AFTER HER FAREWELL WEDNESDAY

By Jessica Dragonette

**W**HEN the Palmolive Beauty Box program goes off the air this week, preparatory to taking this show to the Pacific Coast, I plan to take a brief sabbatical leave from the networks. I am doing so in order to fulfill an ambition of long standing—to devote some time and effort to concert work. During the ten years that I have been on the networks I have worked, rehearsed and studied with scarcely an interlude between program appearances. At no period during this time has there been an opportunity in which I could make a personal-appearance tour in concert, which I have so long hoped to make.

Now seems to be a propitious time, and at the request of numberless friends over the country whose sympathetic interest is evinced in their letters over a long period of years, I shall go on a concert tour, and shall take temporary leave of the networks. Plans for such appearances are now being made by the Columbia Concert Bureau, and I am looking forward with great eagerness to my visits to the different cities throughout the country, which will give me the opportunity to meet friends with whom such warm, personal ties have been cemented over a period of years.

My recent appearance on the Palmolive series has been one of the most pleasant experiences I have had during my entire radio career. The choice of roles offered me was one which would have delighted any artist, and offered a medium which could not have been more congenial to my tastes.

My leaving the microphone, even for a few months, is not contemplated without some regret, because "powerful indeed is the empire of habit," and I anticipate the natural nostalgia a loyal "subject" has when she leaves its gates even for a brief visit.

**T**HE above message, written especially for the readers of RADIO GUIDE by Miss Dragonette, will stir many memories in the minds of the millions who have heard her these past ten years. It is a fact that her absence after this week's program will mark the first time in the history of American radio networks when she will not be broadcasting. To our knowledge, no other star boasts such a record.

She sang her first audition for the tiny National Broadcasting Company of ten years ago on November 26, 1926. Within a week she was at work. Only a few will remember "The Cycle of Romance," in which she starred in 1926 and 1927. Afterwards, there came in succession those famous Coca Cola programs, Philco's Theater of Memories, the Hoover Sentinels. And then, in 1930, the first of the Cities Service Concerts. During these years, she was the first artist to do television from New York, and the first to broadcast to Europe. She has spurned movie and appearance offers because she felt radio was a complete career.

For your station, please turn to program page for Wednesday, 9:30 p.m. EST. 8:30 CST, 7:30 MST, 6:30 PST.



Friday's Hollywood Hotel previews Dolores Del Rio in "Lancer's Spy"



Nellie Revell interviews Col. Stoopnagle & Budd on her program Tues.



Stage Headliner Helen Hayes is on premiere of "We, the People" Thurs.



Reporter Linton Wells ("That's Life") guests on Magic Key Sunday

## NEW DRAMATIC SILVER THEATER BRINGS ROSALIND RUSSELL, JIMMY STEWART, SUNDAY AFTERNOON

**W**HAT are radio's limitations? Can it convey to its listeners the wealth of expression Beatrice Lillie packs into the arch of an eyebrow—on the stage? Can it portray the pathos moviegoers saw in the kids' warfare in "Dead End"? Can it overcome the thousand diversions challenging entertainment that finds its audience at home—the bridge table, the evening newspaper, the baby whose bottle needs warming?

If answers to these bugaboo questions of radio are ever to be found, they should be in the premiere performance of the "Silver Theater" on CBS Sunday afternoon. For there will be drama custom-built for radio!

On three fronts the "Silver Theater" is trying to broaden radio's scope. First, the play for Sunday night, "First Love," has been written especially for this performance by Grover Jones, top Hollywood scenarist, in a new "visual" style. Second, the stars, Rosalind Russell and Jimmy Stewart, have developed a new microphone technique expected to add to the emotional depth of their characterizations. And third, Felix Mills, musical director of the series, has added what he calls a musical "third dimension" to the sum total of air entertainment at its best.

Groundwork for the new approach to dramatic broadcasting is Jones' original script for the comedy-romance. Most of today's radio dramas—including many of the more successful ones to date—are merely adaptations of stage or screen scenarios, altered somewhat for performance on the air. In "First Love," which was conceived strictly as a radio show, Jones has tried to make his lines graphic—as graphic as only lines written for radio alone can be. Nothing is left to the listeners' imaginations: spoken words paint word-pictures of scenes, delve into moods. Sound-effects are designed to leave no doubts about actions.

The stars have been even more radical. In all their more emotional scenes, they have eliminated the script, heretofore considered essential to radio drama. They have emulated the stage in committing to memory the more forceful of their speeches. Thus they expect to eliminate the possibility of stumbling over passages in the script, or of expressionless, "dead pan" reading where real acting is needed. They will be able to forget themselves and their surroundings in concentrating on the emotions they want to express. Their aim is complete realism in dialog.

In his background music, Mills has woven an entirely new pattern of expression. He plans, through the use of instruments which are known to have strong psychological effect on listeners, to make his music add to the emotions of each scene. Finding no standard compositions or arrangements to fit his pattern, he has himself written several new compositions for "First Love," and has made new arrangements of old numbers for other scenes. With these he hopes to parallel in effect the scenery and lighting of the stage, and the mobility of the camera in motion pictures.

In this, Mills is a pioneer. Work in the same direction was begun by Will Prior in the recent NBC "Streamlined Shakespeare" series. In it musical backgrounds were notable for their contributions to moods and expressions. Mills hopes to carry on in this series.

Director of the "Silver Theater" is Conrad Nagle, veteran actor-director. Vaudeville, Broadway and Hollywood have known him in turn. After numerous cinema starring roles stretched over more than a decade beginning in 1918, he has become one of the films' leading directors.

Around these experiments wells a confusion of speculation. Will the new techniques revolutionize radio drama? Perhaps, perhaps not. Anyway, it should be one of the year's most engrossing dramas.

For your station, please turn to the program page for Sunday, 5 p.m. EST, 4 CST, 3 MST, 2 PST.



# HOLLYWOOD SHOWDOWN

BY EVANS PLUMMER

**H**OLLYWOOD'S a suspicious place. Whenever anything unforeseen happens, the conjecturers begin. For instance, W. C. Fields' absence from the Chase and Sanborn program of September 19 brought forward a goodly crop of theories, among them:

1. That W. C. was sick in bed.
2. That he was intoxicated.
3. That he had died and his death was being covered up.
4. That he was fed up with his part on the program and he wouldn't appear again unless someone should happily come along with some new jokes for him to crack.
5. That, as announced on the broadcast, he was busy on location making a motion picture.

Of course, after all, one should believe explanation number five. It was official. Still, a check-up shows that W. C. was not on location during the Sunday he missed; he was through movie-making at 8:30 p.m. the night previous—which would have permitted him ample time to rehearse his part of the program. However, Fields isn't a stalwart, irrepensible youth and he undoubtedly did need rest after a strenuous week of camera posing. But he wasn't on location.

When Bing Crosby returned to town to resume October 7 as Kraft Music Hall master of ceremonies, he was greeted at the station by his three young sons. Next year, Bing hopes that the trio will have been expanded to a quartet, including a soprano—Doc Stork permitting. The addition is anticipated as Yuletide, and just to get a bit of variety into his family, it seems that Bing has been comparing notes with Eddie Cantor.

Almost any week now, the Maxwell House Show Boat will go into dry dock to make way for the radio extravaganza made up of Metro-Goldwyn-Mayer picture-star talent. The latter will cost a young fortune weekly and is under the direction of Bill Bacher, former Show Boat producer, by the way, who is now with M-G-M. What will happen to Show Boat's cast? Nothing is definite. However, Jack Haley, Virginia Verrill and Warren Hull will, by October 8, be busy on the Log Cabin Syrup program. And Cap'n Henry (Charles Winninger) doesn't care much, because he may yet get to kiss Mae West in the motion picture he is making with her. That—Winninger feels—will be something to shout about aside from the claim that it will be the first West lip carress ever to be registered on celluloid.

Mrs. Jack Swift, Chicago-residing wife of the former Joe Sanders orchestra tenor, will have nothing of Hollywood; doesn't want her man to be a screen crooner. Jack, signed by Columbia pictures, received a wire from his missus saying she definitely would not leave the Windy City and positively was going through with her plan to divorce him.

Eddie Cantor is going into the theater-management business. He has just completed negotiations for a strip of property on Vine Street, in Hollywood, where, an inside tip reveals, he will erect movietown's first combined radio theater, motion-picture and stage house with a seating capacity of 1,000. Eddie, incidentally, ordered his Texaco Town program billed in the following order on his return to the air: Eddie Cantor, Deanna Durbin, Jimmy Wallington, Pinky Tomlin, Saymore Saymore and Jack Renard's orchestra. The order indicates the comedian's evaluation of his talent. However, there will be a change December 29, for Deanna Durbin is contracted for

the first thirteen weeks and is in the market for a new sponsor after that.

By October 19, Al Jolson's sponsor will have made up his mind whether the Jolson-Raye-Parkyakarkus thirty minutes will be preceded by another half-hour show featuring William Powell and Rosalind Russell in an "After the Thin Man" series, or another sort of dramatic show starring Edward G. Robinson and Glenda Far-

programs to meet, and Charlie Butterworth, Cliff Arquette and the guest artists, together with Don Wilson, are rounding out the comedy and variety in top-notch fashion. Which reminds me that when last backstage I saw one of the Packard chorines, who had arrived a few minutes late, sobbing as if her heart was broken. Because she was late for the show, she couldn't enter the studio, and, her main concern was that the program had advertised

the going is terrific—as Darryl Zanuck describes it: "Better than in the picture takes." So just to protect himself from Winchell barbs, Bernie has padded his shoulders with two toy Manchester terriers, on the right side, "Killer," a two-pound male, and on the left, "Scrapper," the two-and-a-quarter pound wife of Killer. Winchell, a tired man, is easing himself of all writing and radio work possible during his picture-making. So well satisfied was he with the work of his mike substitute, George Fischer, of "Hollywood Whispers" fame over the MBS net, that Walter has recommended him as the logical candidate for the midweek gossip broadcast that Jergens desires to inaugurate but which Winchell does not wish to do.

What promised to be a heated argument at a recent Jeanette MacDonald rehearsal was ended by a coincidence. Jeanette wanted to do a song one way, her conductor, Josef Pasternack, had another idea, and Producer J. Rawlinson disagreed with both. Just when the matter was becoming difficult and tempers were rising, the public-address system of the building where the rehearsal was in progress loudly announced, "Good Humor Man!" The three heard, looked at one another, laughed, and cooled off their dispositions with the ice-cream bars!

Just when Don Ameche thinks he's going to have a nice, quiet vacation, something always happens. Recently successful in begging three weeks off his radio sponsor and picture studio, he decided that this latest vacation would be one that no one could block, meddle with, or call off. He'd fix 'em—he'd embark for an unannounced destination. So he did, and only his wife, Honore, knew where he'd gone. Heading east, Don visited in Chicago. Next he arrived in New York, and it looked as if he would get in a long-anticipated trip to Bermuda. But Honore, not thinking he would be nervous, decided to enter a Hollywood hospital for one week-end just for observation regarding possibility of a third baby in the Ameche home. Minor negative complication developed, however, and Don, making his regular long-distance call to Honore, discovered where and how she was. Worried sick, he called off Bermuda and rushed back home—thus terminating another "vacation."

The real and unannounced reason for Amos 'n' Andy's sudden flight with their wives to Chicago two weeks ago (September 19-25) is that the two were merely looking out for their future health by taking their annual physical examinations. Both were reported to be in fine fettle.

Mr. and Mrs. Tony Martin are having trouble being alone. It seems that ever since their recent marriage, friends of Alice Faye and Tony have been "dropping in" intentionally just to make it tough for the honeymooners. The other day out at the Universal lot, a luncheon was given for the bridal pair, and afterward your correspondent sought to detain Tony and hurl a few questions. Tony begged off. He wanted to join Alice. "Have a heart, guy," he pleaded. "I've got a date with Alice and I'm going to keep it. You know, for the first three weeks of our marriage, I haven't been alone with her for three hours!" . . . There's a funny yarn about their elopement which may be true. Engaged for months, a few days before the nuptials George Burns asked Tony when the two were tying the knot. Tony didn't know. "Well," said George "you'd better snap into it, because we've got your marriage written into the next program!"



Top: One of Louise Roberts' last "Hollywood in Person" shows featured Film Lovely Rochelle Hudson (left). Producer interference caused Louise to resign. Left: MBS' "Hollywood Whispers" George Fischer is pinch-hitting for Walter Winchell, who's had doctors' orders to stay off the air and stop writing for 6 weeks. Right: Fibber McGee's pet announcer, Harlow Wilcox, flew to Detroit from Chicago recently, to make a commercial film

rell. The sponsor wanted Powell and Myrna Loy in the detective-and-wife setting, but a movie contract bars Loy from the mike and Powell is still touring France. If he can be coaxed back to the States in time, you'll hear him with Miss Russell; if not, Robinson and Farrell will get the spot.

Your reporter would like to shower plums on the very swell shows so far turned in by the Hollywood Mardi Gras (Packard) cast. Lanny Ross, Florence George and Jane Rhodes, together with that grand chorus and Raymond Paige's orchestra, are setting stiff musical standards for other

a 72-voice chorus—and that night they only had 71!

Your next air sensation may be Simone Simon. At least, there's talk of auditioning her for several commercials since the playbacks of her singing of operatic arias in the Bernie-Winchell coming picture, "Love and Hisses," have been heard. Optimists think she may be a second Pons—but with a less powerful voice.

Which brings up the ribbing which Ben Bernie and Walter Winchell are continually giving one another on the set at 20th Century-Fox. Sometimes

# AIRIALTO LOWDOWN

BY MARTIN LEWIS

**J**IM TULLY, the famous author who was heard with Bob Ripley a few Fridays ago, has been bitten by the microphone bug. He's just left for California, but he's returning to the East shortly to learn microphone technique. He's going down to Washington, D. C., for his lessons. His teacher will be that ace announcer and commentator, Arthur Godfrey, who has something like 87 sponsors of his own. Tully figures that if he wants to learn radio, he should go to an expert. And Godfrey appears to be the guy.

Jessica Dragonette, the petite star of the "Beauty Box Theater," has finally decided to do something that her fans have been clamoring for. She has just made final arrangements for an extensive concert tour! Music critics consider hers one of the finest voices in radio, and concert managers have been pleading with her to sign a contract. The fair Jessica plans to begin her tour early this season, probably during the latter part of October.

Good news, listeners! A personality who was heard on the air several seasons ago and scored heavily is slated to return to the mike this fall. The star is George M. Cohan, the Yankee Doodle Dandy who alternated with the immortal Will Rogers for an oil company years ago.

"Rising Musical Stars" is the name of the new program to replace the current "Sunday Night Party" featuring Jimmy Melton. The sponsors of the show are going to conduct a search for outstanding instrumental and vocal talent. The new set-up, which debuts on Sunday, October 17, includes an orchestra conducted by Alexander Smallens, composed of members of the New York Philharmonic orchestra; Hans Fuerst, directing a mixed chorus of 70 voices; and Richard Gordon, who will serve as a commentator. Gordon, you may recall, was "Sherlock Holmes" on the air series of the same name some time ago.

Frank Parker has signed to come back to the air, but it won't take effect until next March, at least for this particular program. The tenor will sing on the Wednesday night Kostelanetz program, which means returning to the stamping-ground he worked on recently.

They tell me that after all these years Wayne King will change his program style. There will be talent added to the show and perhaps guest stars. I, for one, hope it isn't true. The Waltz King has established an enviable reputation with his easy-to-listen-to music, and there is no necessity for tampering with it.

Unless I miss my guess, listeners are going to complain aplenty before many more Thursday nights roll around. During one particular hour that night they're going to have a tough time choosing between the Major Bowes Hour and the new show to replace Show Boat, which will feature big-name movie stars from M-G-M. The last half-hour of these shows will bring added grief when the March of Time moves over to the NBC-Blue network as competition.

The American Legion Convention in New York two weeks ago turned the town upside down. What has that got to do with radio, you ask? Plenty, my friends, plenty. First of all, it was impossible to get a ticket for a broadcast, even for us radio scribblers. The demands on the broadcasting companies for tickets reached a new all-time high. Executives even had a tough time getting passes. Funnyman Walter O'Keefe opened the doors of

his studio during rehearsal period to admit the Legionnaires, who took the NBC guided tour, thereby helping the situation a little.

The Phil Spitalny All-Girl Orchestra was rehearsing while the big parade along Fifth Avenue was going on. When he couldn't get the girls to work, the reason finally dawned on him. So he immediately called off the rehearsal so the girls could watch.

conducted a woman's program over WOR in New York.

In spite of Legion activities, radio artists rated police escorts. Lucille Manners was rushed through traffic to the shrilling of sirens to sing at Governor Hoffman's ball in New Jersey, and Tina and Irene enjoyed a similar escort to dash from their own show to make a guest appearance with Don Ross and Jane Froman. If you think

of fact, he plays in the Goodman band." The paragraph read, "he now plays in the Goodman band," which is true only as far as this particular movie is concerned. Johnny will continue to work in pictures and not with any band.

The man who found Dorothy Page has come out of retirement. Seymour Simons, his orchestra and pretty Sally Nelson have taken over the Sunday night CBS Rubinoﬀ spot with their new "Romantic Rhythm" show. He came into town very quietly. Nevertheless, Simons is one of the greatest contributors of popular songs in America, and his tunes, such as "Tell Me, Little Gypsy" and "Tie a Little String Around Your Finger," have been smash hits and humables for years.

Shep Fields and his orchestra are Hollywood-bound, where they have an appointment for a featured part in the forthcoming Paramount flicker, "Big Broadcast of 1938." And Tommy Dorsey and his lads are preparing to return to New York's Hotel Commodore September 30.

Music never stands still. Or should we say that the orchestra leaders don't let it stand still? Be that as it may, Vincent Lopez, after introducing "suave swing," comes forth with a typical "suave swing" tune titled "Going Hollywood." But Bill Swanson, Boston socialite who gave up a career in law and a Back Bay social life to become a dance maestro, doesn't let Lopez get much of a jump on him, what with his new musical effect, the "Double Shuffle." Now you can suavely swing with Lopez and double shuffle with Swanson, who is heard from the Edison Hotel in New York.

Lou Breese comes forth with a timely tone poem called "Fifty-Yard Line." It is dedicated to the University of Pittsburgh, 1936 winner of the Rose Bowl gridiron contest. The composition musically depicts the progress of a college football game as viewed from a seat on the half-way line and dramatically and effectively takes one right through the game, even including the enthusiasm after the final whistle blows.

Mark Warnow's office at CBS in New York City adjoins the supply department, and people keep coming in asking for pencils, paper and other supplies. Warnow disposed of an enormous amount of supplies out of generosity before he realized the people were coming into his office by mistake.

Once again Wayne King has a hotel job, the first in over a year. Wayne recently replaced Dick Gasparre's band in the Empire Room of Chicago's Palmer House. His is another of the dance bands that place MBS far ahead of the other nets with this type of entertainment.

Robert Emmet Dolan has been engaged as musical director of the new Ed Wynn show, "Hurray for What," which will open on Broadway in October. Dolan's wife, Vilma Ebsen, will be starred in another show, "Between the Devil." They are hoping the theaters will be close to each other so they can drop in on one another during intermissions.

Cal Tinney, master of ceremonies of Campana's new Vanity Fair variety spot, is a puzzler. In the first place, the hog editor of the Oolagah, Okla., Oozings (it's a real newspaper—and that's its name!) doesn't seem to fit on a cosmetic-sponsored show. And secondly, lots of his stuff sounds pretty much like Broadway, anyway! It's all very confusing.



Top: "Professor Quiz" (who's really Craig Earl) and Mrs. Quiz arrive in Hollywood. The Professor's broadcasts for both September 18 and 25 were aired from there. Left: NBC's Contralto-Comedienne Gale Page. She'll sing Friday night with Harry Kogen's orchestra. Right: Genial Announcer Don Wilson of "Hollywood Mardi Gras" and Jack Benny's show, as he appeared at the Gershwin Memorial Concert at Hollywood Bowl

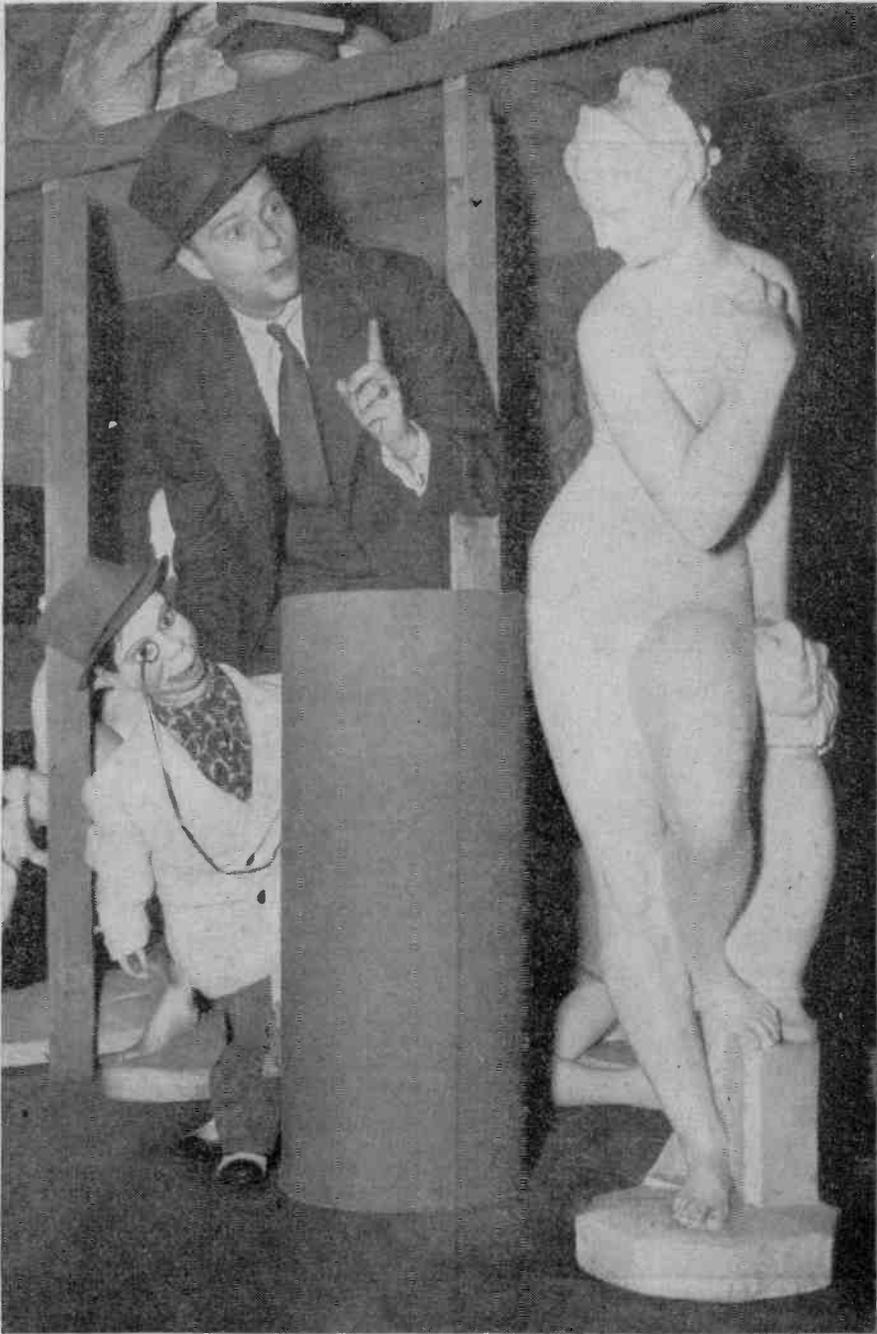
Benny Meroff, who is currently making music for the diners at the Hotel New Yorker, stood at the corner of 39th Street and Fifth Avenue watching the parade. In 1919 Benny led a navy band up the Avenue in the Victory Parade, and I don't think I'm wrong when I say Benny would have given anything to be in the big parade this year.

Mary Margaret McBride, who debuts over the CBS Coast-to-Coast network this Monday and will be heard three times weekly, wants to be known as a radio columnist. This department remembers her as Martha Deane, who

it was an easy task getting around town, you have another think coming—they had to fight their way!

Rudy Vallee was in the line of march with the contingent from Maine. If Rudy thought he would get by unrecognized he was sadly mistaken. Gals all along the avenue kept calling to him to look their way.

The typesetter slipped in a word on my copy last week. In the paragraph about Johnny Davis, former Wring scat-singer, I mentioned that Johnny was to be in the same flicker with Benny Goodman, adding, "as a matter



"Chase and Sanborn's" Charlie McCarthy and his master, Edgar Bergen, will be right at home when they guest for Rudy Vallee Thursday night—for it was on Rudy's show they began their climb to fame, less than a year ago. Above: At last Charlie's found Venus, but all is in vain—she won't talk

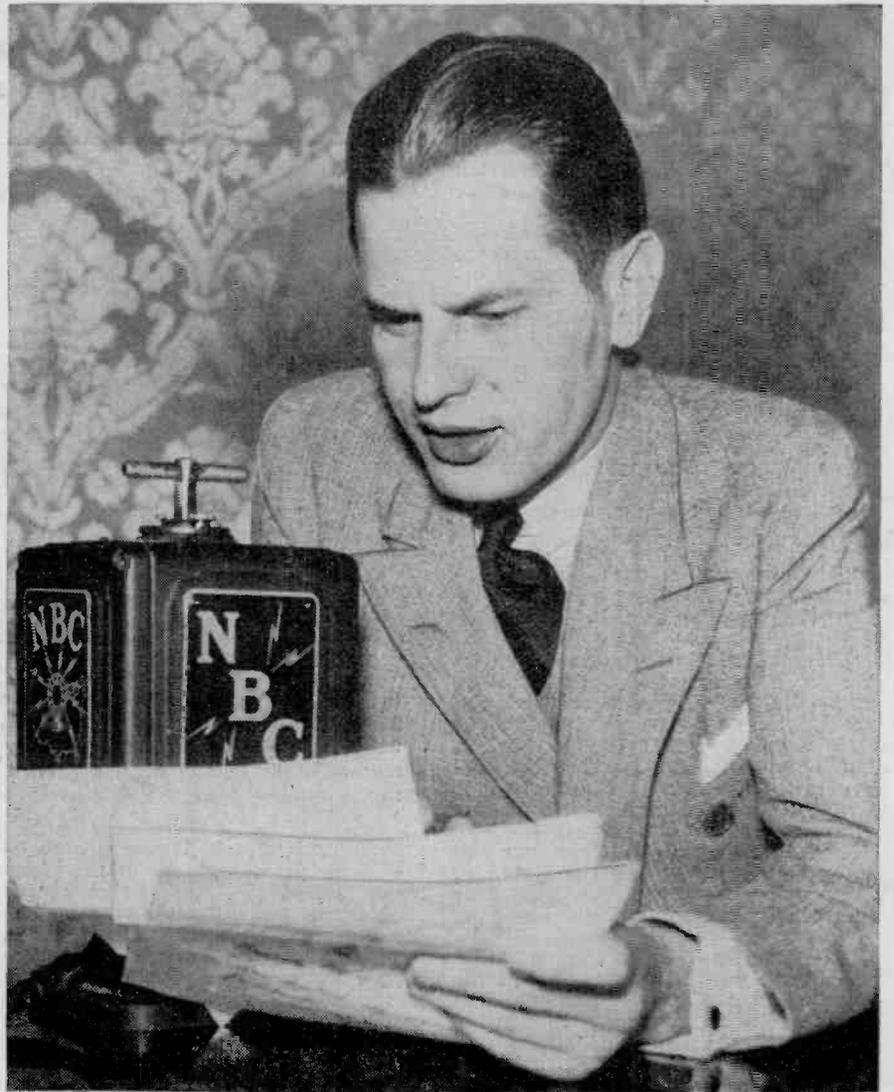


Clayton Collyer of "Pretty Kitty Kelly" and Peggy Allenby of "David Harum" headline the current prize offering, "Phyl Coe Radio Mysteries." Clayton portrays "Tom Taylor," mystery-story writer. Peggy's "Phyl Coe"

## The PHOTO WEEK



Left to right: Announcer Don Wilson, beautiful Soprano Florence George and master-of-the-hollow-laugh, Charles Butterworth, in a gay mood. These famous three highlight NBC's Tuesday night "Hollywood Mardi Gras"

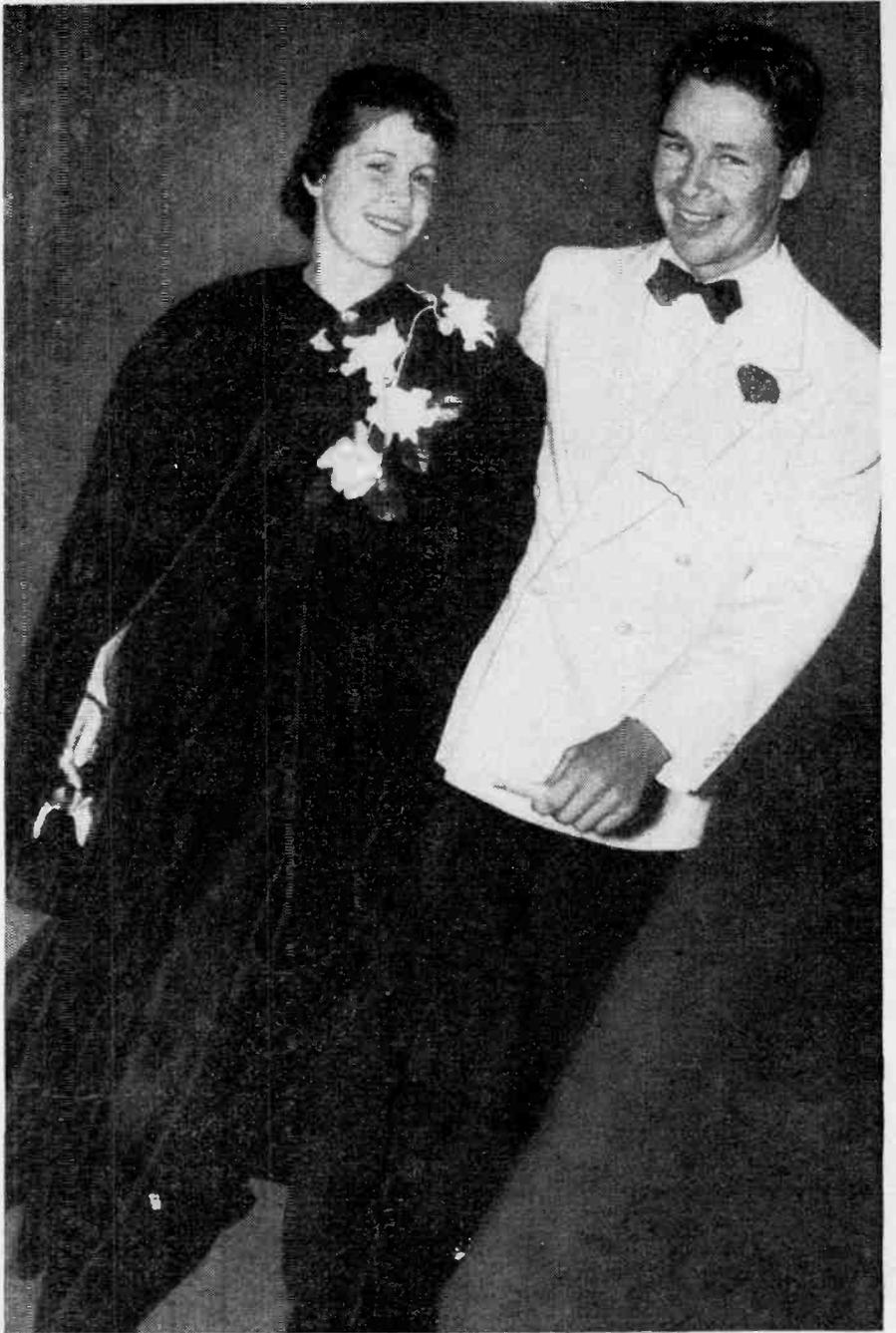


Tony Wons, homespun philosopher and veteran radio performer, has returned to the airwaves with his "Scrapbook," aired three times weekly. Tony deserted radio more than a year ago to vacation in northern Wisconsin



Henry Hunter of the Sunday night "Irene Rich" program shows just how tough the life of a radio-screen star can be by taking time out to work a crossword puzzle. Movie-goers can see him in Universal's "The Road Back"

FUN ON THE DIAL FOR YOU  
IS HARD WORK FOR THEM  
—BUT THE STARS LOVE IT!



Kenny Baker becomes Jack Benny's timid tenor again Sunday night on the new "Jell-O" series. While radio vacationing this past summer, Kenny went Hollywood, starred in a picture—"Mr. Dodd Takes the Air." Above: Kenny and Mrs. Kenny attend a premiere of the film, "Life of Emile Zola"



"Andy" (Charles Correll) of "Amos 'n' Andy" and his bride were no exception to the tradition at Hollywood's Wee Kirk O' the Heather. They sat in the "Wishing Chair," repeated a poem boding success, and kissed



Alice Cornett, blues singer on CBS's Friday night "Coca Cola" show, does a bit of rehearsing with Musical Director Gus Haenschen. Gus is a St. Louis boy, has been in radio since 1924. Alice hails from the ol' South



Lovable, hardworking "Mrs. Wiggs" is Betty Garde. Born in Philadelphia, Betty is young, versatile—is in great demand for character parts



"Mrs. Wiggs" and her shiftless husband, "Pa Wiggs," provide drama that tugs at the heartstrings. "Pa Wiggs" is played by Robert Strauss, veteran actor who deserted the stage for radio

## MRS. WIGGS OF THE CABBAGE PATCH

**S**ET amongst the homey debris of the Cabbage Patch, this NBC 5-a-week serial carries, with verve and sympathy, the well-loved characters of Alice Hegan Rice's novel on into new adventures, sorrows and joys.

Desperately poor, Mrs. Wiggs is the friend of every neighbor, is always the first to forget herself and lend a helping hand whenever anyone is in need. Her family consists of Billy, her son, and Pa, a ne'er-do-well, who's recently brought Mrs. Wiggs much joy by reforming and becoming a great help to her. Mrs. Wiggs has a close friend in garrulous Miss Hazy, with whom she runs a bakery shop, and Mr. Bob—a young newspaperman.

Courageous, kind and uncomplaining, Mrs. Wiggs is the apotheosis of the Good Neighbor—is the central figure around which drama that is real unfolds.



In every-day life, "Miss Hazy," dithery spinster and outspoken friend of "Mrs. Wiggs," becomes Agnes Young. She's been in radio 2½ years



L. to R.: "Mr. Bob," "Miss Hazy," and "Billy Wiggs." Frank Provo, who's "Mr. Bob," acts, writes, is well known to West Coasters. "Billy Wiggs" is portrayed by Andy Donnelly

Photos by Gene Lester

# MUSIC of the MASTERS

BY CARLETON SMITH

SOME weeks ago, in speaking of Nelson Eddy, we made the statement that sometimes one can hear a concert better over the radio than in the hall where it is given. A friendly correspondent—not all were friendly—writes to inquire: "Why is that? Also, if that is so, why do you not pass final judgment on a performer whom you have heard only on the radio and not in the flesh?"

In explanation of the first question, there are a variety of reasons, some dependent upon the nature and preferred position in the theater of the transmitting apparatus, and others existent within ourselves. First, a number of small details pass unnoticed in an opera house or concert hall that are at once apparent over the air: the microphone, being nearer to their original and more sensitive than the human ear, picks them up without any interference from the surrounding mass of sound vibrations made both by the orchestra or performers and the audience itself. They are then amplified and, paradoxically enough, made audible at a distance of 2,000 miles, whereas they are lost to a person sitting 25 yards away.

Most people listening in an orchestral concert conducted by Toscanini do not know that he is singing. Unless they sit within a few feet of him, they are wholly oblivious to his vocal contribution to the orchestral harmony. In the rush of tone, his penetrating voice is not perceptible. But time and time again over the radio from as far away as Salzburg or New York, I have heard him in full-throated song underlining an inner part.

Only a favored few at Symphony Hall in Boston ever hear Doctor Serge Koussevitzky giving verbal instructions in phrasing or shading to the instrumental choirs of his orchestra, but on a Saturday night over the radio, hundreds of thousands may realize that the success of his performance is not confined to the movements of his baton.

SITTING beside my receiving set, I hear all sorts of shortcomings in a Philharmonic-Symphony concert that would never register on me in Carnegie Hall: the entry, for example, of just one over-eager violin, or viola, a split second before his colleagues. If I really am anxious to know the inner workings of an opera singer's larynx, if I want to hear just how he breathes and how he produces his voice, I sit before an enormous loudspeaker when he is broadcasting . . . not, however, from a studio where effects may be planned and controlled, but from the Metropolitan stage, where he is giving his all to the audience, totally unconscious of the presence of the microphones. Then I seem to be inside his throat, hearing his voice as it is, far more accurately than I can from any seat around the golden horseshoe.

It may be, also, that at home there are fewer impressions to confuse us. We concentrate—if we concentrate at all—on what our ears are hearing. We are not forced to notice what our eyes would normally take in at a performance. Since most of us are not so richly endowed as the ladies who carry on two conversations simultaneously while overhearing a third in the opposite corner of the room, we must compromise and devote ourselves partly to visual impressions and partly to aural. Over the radio, no such compromise is necessary, and therefore we receive a more complete impression of what we are hearing. That is, of course, if we devote ourselves to listening and not to twiddling our thumbs.

Some night when I am not compelled to listen for the purpose of writing about an opera performance, I shall try the experiment of sitting through

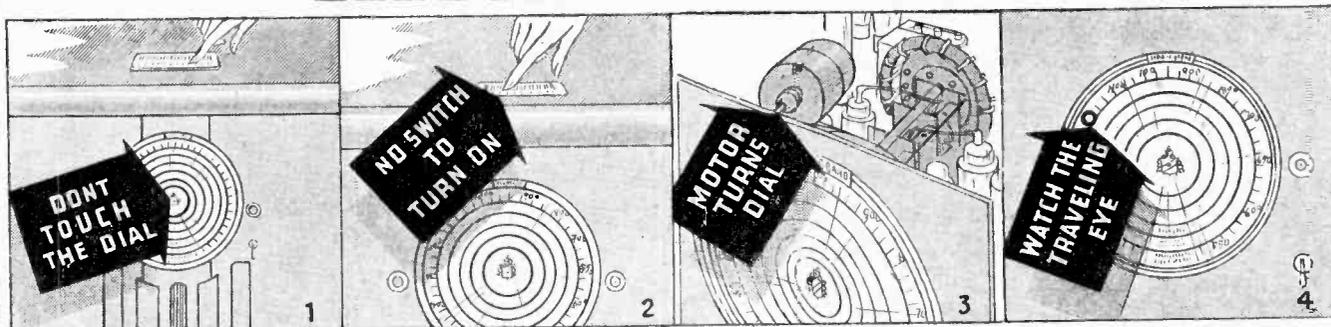
it with my ears tightly stopped by the little "protectors" I use in order to shut out unwelcome sounds when I am working. Because I do not hear the performance, I shall see it as I have never seen it before; and it will be interesting then to note just what kind of actors these opera singers are.

The reverse experience, that of excluding everything in an opera performance but the music, is easily attainable from the radio. It yields results that are deeply instructive. Undistracted by the scenery, the action and the personalities of the performers, and the emotional tension or lack of it that one feels around the theater, we hear exactly what kind of sounds these people are making; and we often become painfully conscious what an annoying sound it is.

Last month I had a convincing demonstration of this while listening to an act of a Salzburg Festival per-

formance in the control booth on the second floor of the Festpielhaus. I had heard the same opera previously in the theater itself. Now, though the orchestra's playing and the interpretation under Toscanini seemed superb as before, the singing was mediocre, even poor. I had not noticed it in the house itself, as I had been carried away by the totality of the effect. Good acting, vivacious personalities, agreeable make-ups, and all the rest, had caused me to overrate, or, at least, not to value rightly some of the singers as singers. The radio also made me conscious of the work's faults.

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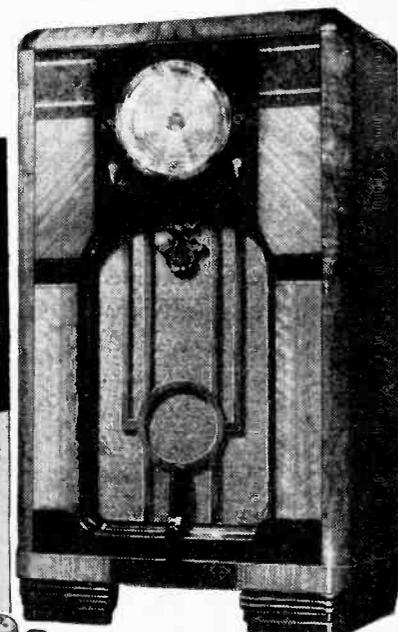
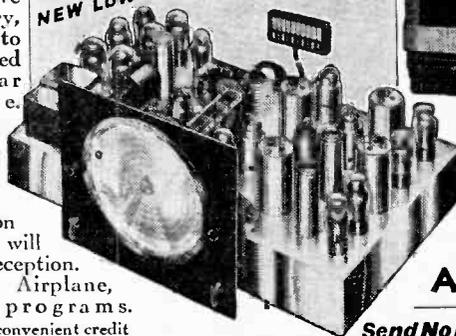
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# THE TIME OF HER LIFE

AN ALL-STAR CAST OF ONE — THAT'S  
CARICATURIST SHEILA BARRETT, WHO  
AIR-PREMIERES HER SHOW ON SUNDAY

BY LORRAINE THOMAS

**W**HEN Sheila Barrett steps before the microphone for her new NBC show this Sunday night, she no doubt will be inclined to be very grateful to whatever fairy godmother, officiating at her birth in Washington, D. C., twenty-nine years ago, decreed that the first child of Lawyer F. F. Barrett and his wife should not be born pretty.

Because if it hadn't happened that way she would at this very moment be prancing in the rear line of some chorus for thirty-five a week with aching arches. Instead, she's launching her own radio show, "The Time of Your Life"; she's known as a star attraction in theaters from Coast to Coast; and any old time she can sally out of New York, London, Palm Beach or Hollywood, her purse bulging with fat wads of bills shelled out for her services at the tonier night clubs. And all because, when she discovered she hadn't even beauty enough for sticky greasepaint and luscious costumes to be much help, she was forced to do something about it.

**S**HEILA prefers to be called a caricaturist, although most people insist on referring to her as a mimic or imitator; since she can take that interesting face of hers, those wide eyes, those long hands and that versatile voice and—presto!—be anybody from Donald Duck to Garbo to a tipsy southern belle. Be it, not just deliver a recognizable carbon copy.

To her further credit it has to be noted that Sheila resorts to few of the tricks used by most run-of-the-mill imitators. She doesn't turn her back to her audience while she hastily pops on a mustache that will help her look like Groucho Marx, she doesn't tumble her hair to give the typical illusion of Hepburn. She simply stands in an evening gown, a very *soignee* evening gown, and disturbs not a curl in her long black bob while she rips through her impersonations and character studies. She does them with brains—and a tart sort of humor.

**T**HIS has been going on for years and all began when Sheila, aged seventeen, got fed up to here with the homework and gymnasium that were being assigned to her at Holton Arms School and decided she was the mimic that Broadway was waiting for. Didn't all the girls nearly die laughing when she imitated Charlie Chaplin and Clara Bow? They said, Sheila, you'd be a knockout on the stage! You'd be the cat's pajamas! Alas, Sheila believed them. So after staging considerable tantrums at home, she got her mother and father to give in with their blessing and a cash consideration, and one summer day she departed Washington for New York.

"Don't forget, daughter," said her father at the train, "when you get enough of this foolishness, home is only four hours from Pennsylvania Station."

"Daddy, I'll never get enough," cooed Sheila, "not possibly!"

Her first crack at a job was a Shubert audition she happened to read about in *Variety*. The audition was to be held at midnight. At a quarter to five in the morning, when all the other hopefuls had straggled out, she was still waiting bright-eyed with expectation.

Finally the casting director noticed



Above: Inimitable Caricaturist Sheila Barrett. No glamor girl herself, she has reached the top by burlesquing those who are glamorous

her. "What are you hanging around for?" he wanted to know.

"I," replied Sheila confidently, "am a mimic."

"Let's see your stuff," he answered wearily, retiring to join his cronies in the darkened depths of the theater.

Sheila skipped out to the footlights and fell to on the Charlie Chaplin and Clara Bow, greatly aided by the titters and guffaws that streamed from her invisible audience. But what she didn't know was that they were all so exhausted they were merely in the mood to have a little fun at her expense. They were guffawing at a hammy kid, not at her imitations.

"Okay, you're signed," called out a voice from the dark.

Far too thrilled and scared to ask questions, she dashed home to sit up and watch the sun rise and write a long ecstatic letter to her mother and

dad. She wasn't able to eat a mouthful of breakfast she was that excited.

Back at the theater in the afternoon, she discovered on the call-board that she was listed as a chorus girl. Outraged, she strongly protested this gross error to the casting director.

**T**AKE it or leave it, kid," was all he said.

Sheila took it.

But the Shubert job didn't last long because of her refusal to wear a certain costume in a harem scene. In all candor it must be said that this refusal was not nearly so much a point of modesty on her part as it was a point of vanity. She wasn't exactly a sensation in nothing but a couple of wisps of sequins, and she knew it. So she reneged on the costume and they fired her.

After this she got several more job.

as a chorus girl, toting enormous feathered head-dresses in Greenwich Village Follies. Then she was in a couple of musicals that flopped, but jobs were hard to get on account of her height and she didn't like the work anyway. At last she went into vaudeville as "straight" for Billy Gaxton. She didn't like this, either. It wasn't getting her anywhere and it kept her out of her city of hopes, New York.

**S**O BACK to Manhattan she came, and after waiting around for months the best thing she could land was the role of understudy to Lenore Ulric in "Lulu Belle." For two solid years while the show had a hit run she sat curves in her spine during every performance, praying to high heaven that Ulric would sprawl over a prop or get ptomaine poisoning or something. But no, it never happened. At the end of the run Sheila had knitted eleven sweater suits she never wore, read until she loathed the sight of a printed page, and been bored almost out of her mind.

She went back—where else was there to go?—to the chorus. At least she glimpsed a footlight now and then, even if it was slim pickings.

The trouble, Sheila finally realized, was that she wasn't good-looking enough to get by on looks alone, and managers were unimpressed with her impersonations. She knew show business must have something to offer her, but nobody seemed to care about helping her find out what it was. The only thing that could possibly save her would be to work harder and harder at her mimicry. She did. She stopped practising before a mirror, began to develop her caricatures from inside herself instead of the surface. It was nothing to rehearse six and eight hours a day, dance in a show all evening. And then, remembering tiredly what her father said about home being only four hours away, to feel like tossing up the whole works and going back to Washington and stay forever. Absolutely forever.

**I**T WAS with just such feelings as these that she went to a party one night. Along about one, when the party needed some life and needed it badly, her hostess asked her if she would do something, anything, to whip things up. Sheila was right in the mood. With all the bitterness of waiting two solid years for Lenore Ulric to break her neck, she got up and caricatured the Ulric performance of Lulu. The whole party roared. She did two, four, six of her sketches. They roared every time.

When she had finished, a very nice gentleman proffered the usual embarrassing question, "Why don't you work at some night clubs?"

Sheila, thoroughly accustomed to embarrassment of all kinds by this time, replied forthrightly, "I've tried to."

"Young lady," said he, "you're going to try again right now."

Into a taxi they got and dashed down to the Club HaHa, where the gentleman happened to know the manager. Sheila stood before the manager's desk and repeated her performance. He was so impressed with this odd, tall girl who could caricature celebrities with such sly humor he signed her on the spot at \$200 a week for three shows nightly.

This was exactly five times as much  
(Continued on Page 18)

## RIGHT UNDER HIS NOSE

(Continued from Page 7)

"The whistle has almost as many qualities of tone as the voice, although it is so young as still to be in the boy-chorister stage. Ere long it will be introduced in symphony orchestra and this will destroy its young naivete and its delicious informality."

Tanner tossed aside the learned dissertation from yesteryear with a shrug and a nod.

"That old-timer had real appreciation of my—er—art. He had pretty good foresight, too."

William Elmo Tanner was born in Nashville, Tennessee, on August 8, 1904. Unconfirmed is the bizarre story that he alarmed his family by substituting a few bars of "Nola" for the normal infant's mealtime bellow.

Little Elmo was by way of being a prodigy, at that. At six he sawed out his first tune on the violin. But two years later his eyes became affected and he gave up the fiddle forevermore.

The family moved to Detroit and Elmo went along. There he finished high school, breaking no scholastic records, earning no discredit.

Lacking funds for a higher education, he capitalized on a mechanical bent. Auto-repair work led him into the dirt-track-racing game, which he followed for three adventurous years as a driver.

Emerging with minor injuries, he resumed prosaic pursuits in a Ford service station in 1924, at Memphis.

NOT until three years later, in 1927, did opportunity come knocking at the door of the Memphis garage. In that door stood a car-owner, ears attuned as Elmo, tinkering with the patron's machine, warbled an impromptu solo. "Come up and see me sometime," quoth the stranger, and vanished. As it turned out, he was chief announcer at Memphis' Station WMC. Elmo, learning this, dropped a Stillson wrench on his toe and limped to the station. The garage saw him no more.

After six months at WMC came a wire from Jack Kapp. How about making some Brunswick records? "Which," Elmo relates succinctly, "I did." His first recording was in Chicago in August, 1927.

On his third or fourth trip to the Windy City, Elmo encountered Freddie Rose, singer-pianist-composer. Freddie made a proposition; Elmo accepted. Born was the team known as the "Tune Peddlers," destined to hold forth for two and a half years at Station KYW.

All through this moderately sudden ascent to fame, you understand, Elmo Tanner was "just another singer." He was still whistling, but still for the fun of it.

It was strictly as a singer, then, that Maury Lippie of MCA asked him to do an audition for Ted Weems in 1930. There was the Art Jarrett vacancy to fill.

"I got the job," Elmo reports laconically.

And he had been with the Weems aggregation only two weeks when he made that motor trip to St. Paul and Maestro Weems ferreted out the Tanner whistling proclivities. You know what's happened since then.

So what? So William Elmo Tanner got a ticket for a ride on the airwaves. So he got a ride on the Fibber McGee and Molly show, which has become one of broadcasting's best. So Monday evening he will whistle "Nola" again, just as he whistled it seven years ago for Maestro Ted Weems, with his own personal badge of success the expert pucker of his lips—right beneath his nose.

Elmo Tanner may be heard Monday on Fibber McGee and Molly over an NBC network at:

EST 9:00 p.m. — CST 8:00 p.m.  
MST 7:00 p.m. — PST 6:00 p.m.  
and later for the West Coast at:  
PST 9:00 p.m. — MST 10:00 p.m.

## NEVER TOO OLD!

BY NORMAN H. BRINSLEY

*"Faith is the beacon that guides men  
Through the sea, the air;  
If you seek it, you will find it;  
It is around you everywhere!"*

And that philosophy of faith has made Mrs. Emma (Aunt Em) Van Alstyne Lanning of Marengo, Ill., one of the most talked about and liked women on radio today. Faith in her ability to lead a worth-while life and contribute something of value to the world, even after she had reached the age of 65, has resulted in Aunt Em's present-day success as one of the best-loved characters on the air.

Aunt Em commands attention because now, at the age of 81, she is the oldest woman engaged in radio work, and because, as a living example of what can be done, she is a source of inspiration to young and old.

When she found herself to be 65 years of age, and freed of any responsibilities but those she owed to herself, she decided to start "living." She took her first trip across the continent and paid her own way by cooking over open campfires for the friends with whom she was riding.

While on that trip she became interested in writing poetry, and wanting to be able to write and read her poems with expression, she went to Chicago and enrolled in the dramatic department of the Chicago Musical College. At the age of 69 she received her diploma, graduating from the same school which her son, the well-known composer, Egbert Van Alstyne, had attended years before.

In her 72nd year she learned to operate a typewriter, to swim, and made her first radio broadcast.

Her fondness for children and young folk resulted in her second radio program, and she became known as "Grandma" on Uncle Jerry's Happy Hour over WASH at Grand Rapids, Michigan.

Last Easter she made an appearance on WLS, citing some of her philosophy of life and reading one or two of her original poems which she had written for the occasion. Response of listeners was, in the term of a press agent, "terrific." She received 1,100 letters as a result of the broadcast, and WLS officials began to take notice of Aunt Em.

A short time later, as a result of consistent demands from listeners to hear more of her, she was given a regular Sunday morning period at 9:15 o'clock, and with Elsie Mae Emerson she is now heard over WLS every Sunday.

Not quite convinced that she was doing as good a job of expressing her ideas as she could, Aunt Em wrote to Prof. Hughes Mearns of the New York University School of Education, and to Prof. William M. Hudson of Blackburn college, telling them of her ideas and what she believed were her limitations.

FROM Prof. Mearns she received a letter which said:

"Your letter is a great delight, a pure gust of fresh air and an uplift to the spirit. Yours is the finest example of the triumph of soul over matter that has come to my attention in years; and the message that you deliver by the very exuberance of living is a challenge to us all.

"Many thanks to you for so consoling a letter. Something of you was in every line of it; and all of you was in the accompanying verses; and a very heartening and encouraging personality that is. Your gift is communication as you exhibit so beautifully in radio and in letter; and that is the great teaching gift . . . Power you have, and more you do not need me to wish you; my hope is that you may be permitted to continue long your wholesome, beneficent creative influence."

Said William M. Hudson of Blackburn college:

"I doubt very much whether you could by any process known to mankind learn to express your thought better than you do now. Thomas Jefferson once wrote: 'I am going to college this fall, where you can learn almost as well as at home.' You can probably learn more at home than college could teach you, and I think you should go on expressing yourself in your own way."

AUNT EM was born in Marengo, Ill., where she still lives, March 29, 1856. The eldest of eight children, she was brought up on a farm and earned her first money husking corn.

Following a term as a country-school teacher, she was married at the age of 19. Before she was 30 she was a widow and the mother of the son, Egbert Van



Mrs. Emma Van Alstyne Lanning of WLS. Went on air—when she was 72!

Alstyne, who is known as the composer of many old-time popular songs, among them "Memories," his mother's favorite.

Years of hardship and hard work followed the death of her husband, but eventually she found satisfaction in the success of her son. Her life had been a full one. She had known failure and success, and it had not been easy, but now the past was behind her and she was looking forward. It was then, with her responsibilities ended, she made up her mind that "life begins at 65."

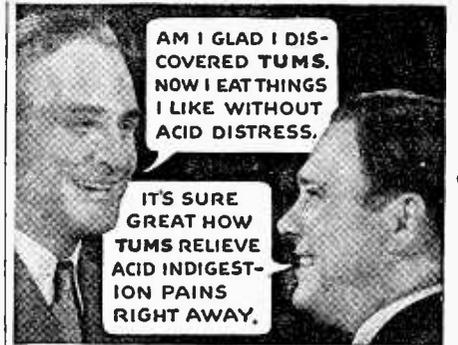
The popular song, "When I Grow Too Old to Dream," sung over their radio one evening, inspired her to write the following poem, "When I'm Too Old to Dream":

*"When I'm too old to dream—  
Just how old must I be?  
For I still am dreaming  
And my dreams are dear to me.*

*When I'm too old to dream,  
How dark will be the way,  
If all my dreams were futile  
And I could not feel each day*

*That my ships were coming  
Across a sea of blue—  
All laden with Heart's Desire,  
My dreams are coming true!*

"I want to help women who are sitting around, perhaps grieving because they are alone or have nothing to do," she says. "I want to show them how much there is to be done, what a grand time they can have making their dreams come true!"



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RADIO GUIDE Program Listings Are the Most Complete Published

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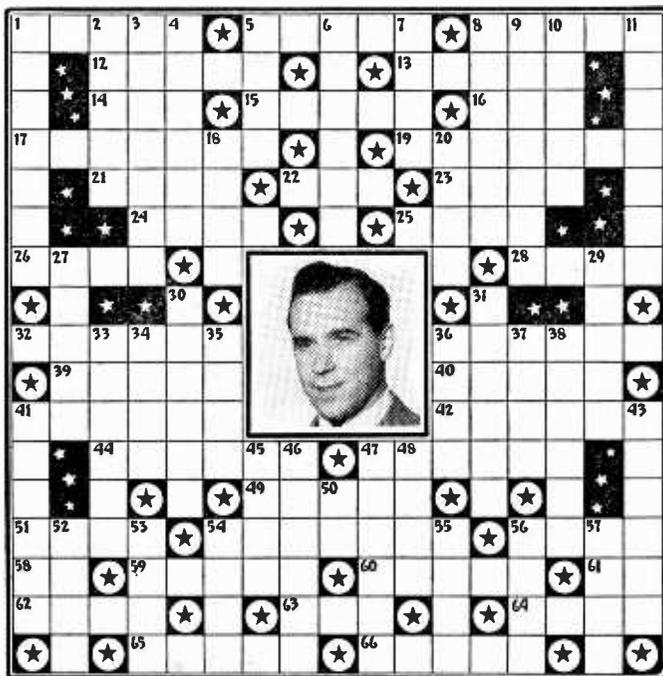
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**RADIO GUIDE'S X-WORD PUZZLE**



**HORIZONTAL**

1. Jimmy —, bandleader
5. Burst forth
8. Plants for medical use
12. Mary —, singer
13. — Girard, singing harpist
14. Scene for a phytoplay
15. Penetrate
16. Limb
17. — Chevalier, former screen star
19. Imposing upon by fraud
21. Anglo-Saxon slave
22. A hillbilly "instrument"
23. Worthless residuum
24. Sidelong look
25. National — Dance
26. Drops from the clouds
28. Belonging to Ted
32. Jack —, singer
36. Last name, star in the portrait
39. Used by fishermen
40. Not naturalized
41. To be angry at
42. Illustrator
44. Perforation
47. Dish of certain vegetables (pl.)
49. — Venuta, songstress
51. Learning
54. Intermixes
56. Dolly —, songstress
58. Printer's measure

**VERTICAL**

1. The art of speaking and writing correctly
2. Publish
3. Joe —, "Hymns of all Churches"
4. Computing
5. Run away
6. Jean —, movie star
7. Musical instrument
8. Jackie —, singer
9. Constituent part
10. Masculine name
11. Vocalists
18. Small cavity
20. "—! poor Yorick," etc.
27. Asperse
29. — Janis, singer
30. Nadine —, soprano
31. Refined in manner
33. — Tremayne, radio actor
34. Rank or row
35. Clears as profit
36. Grain
37. Hoar-frost
38. Feminine name
41. Betty —, radio actress
43. Luise —, movie actress
45. Wading bird
46. Thoughts, views
47. Vegetable dishes
48. Organs of sight
50. Initials of Nils Granlund
52. Neglect
53. Reverberate
54. Soft, peaty moorland
55. — Stanley, orchestra leader
56. Sketch
57. Fay —, movie star

**Solution to Puzzle Given Last Week**



**EVOLUTION OF AN IDOL**

(Continued from Page 6)

Along with Gene Raymond and Buddy Rogers, he has the whitest teeth in the movie town. And eyelashes that are simply terrific.

Sonja Henie, Loretta Young, Janet Gaynor, all of Tyrone's Hollywood girl friends send flowers to his mother regularly. She doesn't have to keep up with the gossip columns to know whom her son's courting, because he always tells her as a matter of course.

And his greatest fault is that he doesn't have enough outward confidence in himself. You have to have that in Hollywood. Inside, he knows he'll make good. But he can't brag, swagger, subtly boost his own stock before the right people. It embarrasses him. In other words, he could use some conceit. After the premiere of "Lloyds of London," the whole town was slapping him on the back. He should have grinned, gabbed, talked volubly about his plans. But he didn't. Because his option hadn't then been taken up by the studio. A mere formality, and he knew it would be attended to, but still it wasn't definitely in the bag. So he appeared too serious and uncommunicative to the back-slappers, and the story got around that he was going to be

dropped. His studio signed him to a seven-year contract a week later.

Tyrone's thrilled at the prospect of his new radio series, wishes that he'd stuck around in radio longer than he did and garnered more experience. He used to do bit parts on "Grand Hotel" when Don Ameche was its star. One day his boss handed him some funnies to read over the air. Tyrone, histrionic talents acutely wounded, walked out. "That," he says, "was only one of the foolish things I did that I've lived to kick myself for!"

ULTIMATELY, he wants to go back to the stage. In the meantime, established in the movie city until 1944, he'll work hard and learn all he can and mature. One thing certain, he'll never go Hollywood. He has too many frank close friends from whom he has extracted promises that they'll tell him if they ever see him changing. Tyrone Power is that kind of fellow.

Tyrone Power may be heard Sunday on Woodbury Program over an NBC network at:  
EST 9:00 p.m. — CST 8:00 p.m.  
MST 7:00 p.m. — PST 6:00 p.m.  
and later for Texas at:  
CST 10:15 p.m. — MST 9:15 p.m.

**TIME OF HER LIFE**

(Continued from Page 16)

money as Sheila had seen in one week in all her life. In return she was only too glad to give and give in the floor shows. Night-clubbers about town told people who told people, and Sheila began drawing more customers, getting bigger and better offers in quick succession. She played in Broadway musicals and vaudeville, guest-starred on the air dozens of times. Until now she's the darling of the sophisticated night-eries of two continents, pulling down \$1,000 a week for eighteen weeks every year at the Rainbow Room, \$800 a week in vaudeville, and a reported \$1,500 per program in radio.

She writes all her own material, which is undoubtedly the reason it's so good. All she has to do is see a person one time, in real life or the movies, and at her next performance she'll break out with a sizzling take-off.

Very few celebrities object to Sheila's merciless ribbings. It flatters their ego and they always drop around for a performance to see how they appear to La Barrett. Robert Taylor, Marlene Dietrich, Mrs. Roosevelt were tickled; Tallulah Bankhead raised a terrible squawk. As for those who are offended and proceed to tell her so in scathing terms, Sheila pastes a saccharine smile on her lips, says nothing in reply, goes on blithely imitating them anyway.

LAST year she was named one of the ten best-dressed women in America by the Fashion Academy. Sheila is still wondering how this happened unless they were awarding her the distinction on the basis of her professional clothes. These, all evening gowns, all long-sleeved, long-skirted and high-necked, are designed for her by Owen Marsh.

There is a sophisticated glamor about Sheila Barrett that no other star on Broadway can match. It isn't make-up and it isn't clothes. It's Sheila herself. She insists her street wardrobe is terrible, that she gets one tailored suit and wears it until people think she's saving to retire.

What she does care about are people, golf, her pretty apartment overlooking Central Park, where she lives with her mother, becoming a straight dramatic actress, and the lawyer she's been in love with for four years. This *affaire de coeur* she will not talk about except to say that it is the one big one of her life and some day she's going to marry this handsome, wonderful Rock of Gibraltar angel.

Her narrowest professional escape occurred last winter. While starring in a hit show in London she was persuaded by her best beloved to come back home. Sheila came, because he meant more to her than anything England had to offer. Broadway, knowing she was a huge success over there, had expected her to stay the season; if she returned early ugly whispers would arise to damage her career.

Knowing this, she pulled a nifty right under the White Way's nose. She journeyed (with appropriate publicity) down to Bermuda, ensconced herself on a beach in the sun, and let it be known that she was impulsively taking the first real vacation she had had in five years.

This was too, too glamorous for the Manhattan showmen. Wires and phone calls from producers began to trickle in. Sheila chuckled up her sleeve and remained firm. They trickled in heavier and heavier. Finally one producer sailed all the way to Bermuda to sign her at double the amount she'd ever gotten before.

She's a smart one, and a regular one, and her mimicry is going to dot winter radio with brilliant sparkle.

Sheila Barrett may be heard Sunday on Time of Your Life, over an NBC network at:  
EST 5:30 p.m. — CST 4:30 p.m.  
MST 3:30 p.m. — PST 2:30 p.m.

# Program Locator

## TIME TABLE

Eastern Standard Time (Time Given in Locator)	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Central Standard Time	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
Mountain Standard Time	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10
Pacific Standard Time	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9

Program Locator Time Is Eastern Standard. Use This Table to Find Yours

The Program Locator is an index of network programs—listing names of stars, sponsors and programs. Look for any one of these to find your program—in Eastern Standard time. Use the table above to find your own time. Then turn to the RADIO GUIDE program pages to find your own station carrying the program.

Acme Paint Co. Sunday Afternoon; Smiling Ed McConnell, Sun. 5:30 p.m. NBC-B.

Adair, Frances. Johnny Presents (Philip Morris) Tue. 8 p.m. (11:30 p.m. for West) NBC-R; Sat. 8:30 p.m. (11:30 p.m. for West) CBS.

Admiracion Laboratories, Inc. Fun in Swing Time; Tim & Irene, Sun. 6:30 p.m. MBS. Alemito. Horace Heidt, Mon. 8 p.m. (12 mid. for West) CBS.

Alka-Seltzer. Uncle Ezra's Radio Station E-Z-R-A. Mon., Wed., Fri. 7:15 p.m. (11:15 p.m. for West) NBC-R; National Barn Dance, Sat. 9 p.m. and 11 p.m. NBC-B.

Allen, Stuart. Your Hit Parade (Lucky Strike Cigarettes), Wed. 10 p.m. NBC-R; Sat. 10 p.m. CBS.

Amateur Hour. (Chrysler Motor Corp.), Thurs. 9 p.m. CBS.

Ameche, Don. Chase & Sanborn, Sun. 8 p.m. NBC-R.

American Album of Familiar Music. (Bayer Aspirin), Sun. 9:30 p.m. NBC-R.

American Can Co. Ben Bernie's Orch.; Vass Family, Tues. 9 p.m. NBC-B.

American Radiator Co. Fireside Recitals; Helen Marshall; Sigurd Nilssen, Sun. 7:30 p.m. NBC-R.

Amos 'n' Andy. (Peppodent), Mon. thru Fri. 7 and 11 p.m. NBC-R.

Anacin. Our Gal, Sunday; Mon., Tues., Wed. 12:45 p.m. CBS; Easy Aces, Tues., Wed., Thurs. 7 p.m. NBC-B; Just Plain Bill, Mon. thru Fri. 10:30 a.m. (1:45 p.m. for West) NBC-R.

Arnold Grimm's Daughter. (Gold Medal), Mon. thru Fri. 1:30 p.m. CBS.

Aunt Jenny's Real Life Stories. (Spry), Mon. thru Fri. 11:45 a.m. (2:15 p.m. for West) CBS.

Aunt Jemima. (Quaker Oats), Tues. thru Sat. 9:45 a.m. NBC-B.

Austin, Gene. Cocomalt, Sun. 6 p.m. CBS.

Austin, William, Camel Cigarettes, Tues. 9:30 p.m. CBS.

B

Bab-O. David Harum, Mon. thru Fri. 11 a.m. NBC-R.

Bachelor's Children. (Cudahy Packing Co.), Mon. thru Fri. 11:15 a.m. MBS; (Old Dutch Cleanser), Mon. thru Fri. 9:45 a.m. CBS.

Backstage Wife. (Dr. Lyons Tooth Powder), Mon. thru Fri. 11:15 a.m. NBC-R.

Baker, Kenny. Jell-O, Sun. 7 p.m. (11:30 p.m. for West) NBC-R.

Baker, Phil. Gulf Oil Corp., Sun. 7:30 p.m. CBS.

Barnsdall Refining Co. Fun Bug, Sun. 2 p.m. CBS.

Barrett, Sheila. The Time of Your Life (Gruen Watch Co.), Sun. 5:30 p.m. NBC-R.

Barris, Harry. Camel Cigarettes, Tues. 9:30 p.m. CBS.

Bayer Aspirin. American Album of Familiar Music; Jean Dickenson; Frank Munn, Sun. 9:30 p.m. NBC-R; Famous Actors' Guild; Helen Menken, Tues. 7:30 p.m. CBS.

Beauty Box Theater. (Palmolive Soap), Wed. 9:30 p.m. CBS.

Beetle & Bottle. Gulf Oil Corp., Sun. 7:30 p.m. CBS.

Belcher, Jerry. Interesting Neighbors (F. W. Fitch Co.), Sun. 7:45 p.m. (11 p.m. for West) NBC-R.

Bennett, Lois. Waltz Time (Phillips Chemical Co.), Fri. 9 p.m. NBC-R.

Benny, Jack. Jell-O, Sun. 7 p.m. (11:30 p.m. for West) NBC-R.

Berch, Jack. (Fels & Co.), Mon., Wed. & Fri. 9:30 a.m. CBS.

Bergen, Edgar. (Chase & Sanborn), Sun. 8 p.m. NBC-R.

Bernie. Ben. orch. (American Can Co.), Tues. 9 p.m. NBC-B.

Betty & Bob. (Gold Medal), Mon. thru Fri. 1 p.m. CBS.

Bicycle Party. Cycle Trades, Sun. 3:30 p.m. NBC-R.

Big Sister. (Rinso), Mon. thru Fri. 11:30 a.m. (2 p.m. for West) CBS.

Bond Bread. Guy Lombardo's orch., Sun. 5:30 p.m. CBS.

Borax. Death Valley Days, Fri. 8:30 p.m. NBC-B.

Bowe, Morton. (Raleigh & Kool Cigarettes), Fri. 10 p.m. NBC-B.

Bowes, Edward, Major. Amateur Hour (Chrysler Motor Corp), Thurs. 9 p.m. CBS.

Bromo-Seltzer. Hollywood News; Sid Skolsky, Wed. 8:30 p.m. NBC-B.

Brown & Williamson Tobacco. Radio Gazette; Neal O'Hara, Mon. Fri. 7:30 p.m. CBS.

Burns & Allen. (Grape Nuts), Mon. 8 p.m. (10:30 p.m. for West) NBC-R.

Burns, Bob. Kraft Music Hall, Thurs. 10 p.m. NBC-R.

Busse, Henry, orch. (Mar-Oil), Sun. 11:45 a.m. NBC-R.

Butterworth, Charles. Hollywood Mardi Gras (Packard), Tues. 9:30 p.m. NBC-R.

C

C. F. Mueller Co. Kitchen Cavalcade, Mon. thru Fri. 10:45 a.m. NBC-B.

Calumet Baking Powder. Kate Smith; Henny Youngman; Jim Crowley; Jack Miller's Orch., Thurs. 8 p.m. (11:15 for West) CBS.

Camay Soap. Pepper Young, Mon. thru Fri. 10:30 a.m. NBC-B & 3 p.m. NBC-R.

Camel Cigarettes. Jack Oakie; Stuart Erwin; Raymond Hatton; William Austin; Helen Lind; Harry Barris, Tue. 9:30 p.m.; Swing School; Benny Goodman's Orch., Tues. 10 p.m. CBS.

Campana. Vanity Fair, Mon. 8:30 p.m. NBC-B; First Nighter, Fri. 10 p.m. NBC-R.

Campbell Cereal Co. Rube Appleberry, Mon. Wed. Fri. 7:45 p.m. MBS.

Campbell's Soup Co. Hollywood Hotel; Ken Murray; Oswald; Anne Jamison; Raymond Paige's Orch.; Jerry Cooper; Frances Langford, Fri. 9 p.m. CBS.

Cantor, Eddie. (Texaco), Wed. 8:30 p.m. (11:30 p.m. for West) CBS.

Carlay, Rachel. Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder), Sun. 9 p.m. NBC-R.

Carlisle, Kitty. Songshop (Coca-Cola), Fri. 10 p.m. CBS.

Carol Kennedy's Romance. (Heinz Co.), Mon. thru Fri. 11:15 a.m. (3:15 p.m. for West) CBS.

Carnation Milk. Lullaby Laddy, Mon. 10 p.m. NBC-R.

Carson Robison's Buckaroos. Musterole, Mon. Wed. Fri. 1:15 p.m. MBS.

Carter. Boake. (Philco), Mon. Wed. Fri. 7:45 p.m. (11:15 p.m. for West) CBS.

Cavalcade of America. Du Pont, Wed. 8 p.m. CBS.

Chase & Sanborn. Don Ameche; Nelson Eddy; Edgar Bergen; Charlie McCarthy; W. C. Fields; Dorothy Lamour, Sun. 8 p.m. NBC-R.

Chesterfield Cigarettes. Andre Kostelanetz' Orch. Wed. 9 p.m.; Music from Hollywood; Hal Kemp's Orch.; Alice Faye, Fri. 8:30 p.m. (11:30 p.m. for West); Sports Resume, Mon. Tues. Wed. Fri. 6:35 p.m.; Football News; Eddie Dooley, Thurs. Sat. 6:30 p.m. (8:30 p.m. for West) CBS.

Chevrolet Motor Co. Romantic Rhythms; Barry McKinley; Sally Nelson; Seymour Simon's Orch., Sun. 6:30 p.m. CBS.

D

Dafoe, Allan Roy. Dr. Lysol, Mon. Wed. Fri. 4:45 p.m. CBS.

Dari-Rich. While the City Sleeps, Mon. Wed. Fri. 5:15 p.m. NBC-R.

David Harum. (Bab-O), Mon. thru Fri. 11 a.m. NBC-R.

Dawson, Nick. Follow the Moon (Pebeco Tooth Paste), Mon. thru Fri. 5 p.m. CBS.

Death Valley Days. (Borax), Fri. 8:30 p.m. NBC-B.

Delaware, Lackawanna & Western Coal Co. The Shadow, Sun. 4 & 5:30 p.m. MBS.

Chiesa, Vivian, Della. (Carnation Milk), Mon. 10 p.m. NBC-R.

Chipso. Road of Life, Mon. thru Fri. 11:15 a.m. NBC-B & 4:45 p.m. NBC-R.

Chrysler Motor Corp. Amateur Hour; Major Bowes, Thurs. 9 p.m. CBS.

Circumstantial Evidence Thrills. Johnny Presents (Philip Morris), Sat. 8:30 p.m. (11:30 p.m. for West) CBS.

Cities Service Concert. Lucille Manners, Fri. 8 p.m. NBC-R.

Clemens, Jack & Loretta. (Kirkman Soap), Mon. thru Fri. 2:15 p.m. CBS.

Coca-Cola. Song Shop; Kitty Carlisle; Frank Crumit; Reed Kennedy; Alice Cornett, Fri. 10 p.m. CBS.

Colgate Dental Cream. Your True Adventure; Floyd Gibbons, Thurs. 10 p.m. CBS.

Coccomalt. Joe Penner, Gene Austin; Jimmie Grier's Orch., Sun. 6 p.m. CBS.

Colgate Shaving Cream. Gang Busters; Phillips Lord, Wed. 10 p.m. CBS.

Commentator Forum. Commentator Magazine, Sun. 9:30 p.m. & Thurs. 10 p.m. MBS.

Commentator Magazine. Commentator Forum, Sun. 9:30 p.m. & Thurs. 10 p.m. MBS.

Conner, Nadine. Maxwell House Show Boat, Thurs. 9 p.m. (12:15 a.m. for West) NBC-R.

Cooper, Jerry. Hollywood Hotel (Campbell's Soup Co.), Fri. 9 p.m. CBS.

Cravens, Kathryn. News Thru a Woman's Eyes (Pontiac Motor Co.), Mon. Wed. Fri. 2 p.m. (5:30 p.m. for West) CBS.

Crocker, Betty. Gold Medal, Wed. Fri. 1:15 p.m. CBS.

Crosby, Bing. Kraft Music Hall, Thurs. 10 p.m. NBC-R.

Cross, Glenn. Johnny Presents (Philip Morris), Tues. 8 p.m. (11:30 p.m. for West) NBC-R; Sat. 8:30 p.m. (11:30 p.m. for West) CBS.

Cross, Milton J. Magic Key (RCA), Sun. 2 p.m. NBC-B.

Crowley, Jim. (Calumet Baking Powder), Thurs. 8 p.m. (11:15 p.m. for West) CBS.

Crumit, Frank. Songshop (Coca-Cola), Fri. 10 p.m. CBS.

Cudahy Packing Co. Bachelor's Children, Mon. thru Fri. 11:15 a.m. MBS.

Cycle Trades. Bicycle Party; Swore & Lubin; Bills Slater; Hugo Mariani's Orch., Sun. 3:30 p.m. NBC-R.

Devine, Andy. Jell-O, Sun. 7 p.m. (11:30 p.m. for West) NBC-R.

Diamond Salt. On Broadway, Sun. 3 p.m. NBC-B.

Dickenson, Jean. American Album (Bayer Aspirin), Sun. 9:30 p.m. NBC-R.

Dr. Lyons Tooth Powder. Manhattan Merry-Go-Round; Rachel Carlay; Pierre LeKreun, Sun. 9 p.m. NBC-R; Backstage Wife, Mon. thru Fri. 11:15 a.m. NBC-R.

Dooley, Eddie. Football News (Chesterfield Cigarettes), Thurs., Sat. 6:30 p.m. (8:30 p.m. for West) CBS.

Dorsey, Tommy, Orch. (Raleigh & Kool Cigarettes), Fri. 10 p.m. NBC-B.

Dragonette, Jessica. Beauty Box Theater (Palmolive Soap), Wed. 9:30 p.m. CBS.

Drano. Hello Peggy, Wed. & Fri. 11:45 a.m. NBC-R.

Dreft. Kitty Keene, Mon. thru Fri. 4:45 p.m. NBC-R.

Drene. Hollywood Gossip; Jimmie Fidler, Tues. & Fri. 10:30 p.m. NBC-R.

Duart Cosmetics. Passing Parade; John Nesbit, Sun. 9 p.m. MBS.

Durbin, Deanna. (Texaco), Wed. 8:30 p.m. (11:30 p.m. for West) CBS.

Du Pont. Cavalcade of America, Wed. 8 p.m. CBS.

Duchin, Eddy, orch. Elizabeth Arden Cosmetics, Wed. 8 p.m. NBC-B; Kopper's Coke, Fri. 7:30 p.m. NBC-R.

Dumont, Paul. Varsity Show (Pontiac Motor Co.), Fri. 8 & 10:30 p.m. NBC-B.

E

Eastman, Mary. Saturday Night Serenade (Pet Milk), Sat. 9:30 p.m. CBS.

Easy Aces. (Anacin), Tues., Wed., Thurs. 7 p.m. NBC-B.

Eddy, Nelson. (Chase & Sanborn), Sun. 8 p.m. NBC-R.

Edna Wallace Hopper Cosmetics. Romance of Helen Trent, Mon. thru Fri. 12:30 p.m. CBS.

Elizabeth Arden Cosmetics. Eddy Duchin's orch., Wed. 8 p.m. NBC-B.

Erwin, Stuart. Camel Cigarettes, Tues. 9:30 p.m. CBS.

F

F. W. Fitch Co. Interesting Neighbors; Jerry Belcher, Sun. 7:45 p.m. (11 p.m. for West) NBC-R.

Fairfax, Beatrice. Hecker's Corp., Tues. thru Fri. 2:15 & 2:45 p.m. MBS.

Famous Actors' Guild. Bayer Aspirin, Tues. 7:30 p.m. CBS.

Famous Jury Trials. Mennen Co., 10 p.m. MBS.

Faye, Alice. Music from Hollywood (Chesterfield Cigarettes), Fri. 8:30 p.m. (11:30 p.m. for West) CBS.

Fels & Co. Tom, Dick and Harry, Mon., Wed., Fri. 12:15 p.m. MBS; Jack Berch, Mon., Wed. & Fri. 9:30 a.m. CBS.

Fibber McGee & Molly. (Johnson's Wax), Mon. 9 p.m. (12 mid. for West) NBC-R.

Fidler, Jimmie. Hollywood Gossip (Drene), Tues. & Fri. 10:30 p.m. NBC-R.

Fields, W. C. (Chase & Sanborn), Sun. 8 p.m. NBC-R.

G

G. Washington Coffee. Uncle Jim's Question Bee, Sat. 7:30 p.m. NBC-B.

Gang Busters. (Colgate Shaving Cream), Wed. 10 p.m. CBS.

George, Florence. Hollywood Mardi Gras (Packard), Tues. 9:30 p.m. NBC-R.

General Electric. Hour of Charm; Phil Spitalny's Giel Orch., Mon. 9:30 p.m. NBC-R.

General Motors Concerts. Erno Rapee, Sun. 8 p.m. NBC-B.

Get Thin to Music. (Wallace Biscuit Co.), Mon. thru Sat. 10:30 a.m. MBS.

Gibbons, Floyd. Your True Adventure (Colgate Dental Cream), Thur. 10 p.m. CBS.

Gibson, Freddie. Your Hit Parade (Lucky Strike Cigarettes), Wed. 10 p.m. NBC-R; Sat. 10 p.m. CBS.

Girl Alone. (Kellogg), Mon. thru Fri. 12 noon NBC-R.

Goldbergs. (Oxydol), Mon. thru Fri. 12:15 p.m. CBS.

Gold Medal. Betty & Bob, Mon. thru Fri. 1 p.m.; Hymns of All Churches, Mon., Tues., Thurs. 1:15 p.m.; Betty Crocker, Wed. & Fri. 1:15 p.m.; Arnold Grimm's Daughter, Mon. thru Fri. 1:30 p.m.; Hollywood in Person, Mon. thru Fri. 1:45 p.m. CBS.

Goodwill Hour. MacFadden Publishing Co., Sun. 10 p.m. MBS.

Goodman, Al. Your Hit Parade (Lucky Strike Cigarettes), Sat. 10 p.m. CBS.

Goodman, Benny. Orch. Swing School (Camel Cigarettes), Tues. 10 p.m. CBS.

Gordon Baking Co. Lone Ranger, Mon. Wed. Fri. 7:30 & 8:30 p.m. (10:30 p.m. for West) MBS.

Grand Central Station. (Lis-terine), Tues. 9:30 p.m. NBC-B.

Grape Nuts. Burns & Allen; Ray Noble's Orch.; Tony Martin, Mon. 8 p.m. (10:30 p.m. for West) NBC-R.

Grier, Jimmie, orch. Cocomalt, Sun. 6 p.m. CBS.

Griffin Shoe Polish. Time to Shine; Barry McKinley, Mon. 7 p.m. NBC-B.

Grove Laboratories, Inc. Gen. Hugh Johnson, Mon., Thurs. 8 p.m. Tues., Wed. 10 p.m. NBC-B.

Gruen Watch Co. The Time of Your Life; Sheila Barrett; Graham McNamee; Joe Rines' Orch., Sun. 5:30 p.m. NBC-R.

Guest, Edgar. It Can Be Done (Household Finance), Tues. 8:30 p.m. NBC-B.

Guiding Light. (White Naphtha), Mon. thru Fri. 4:45 p.m. NBC-R.

Gulf Oil Corp. Phil Baker; Beetle & Bottle, Sun. 7:30 p.m. CBS.

H

H. Fendrich, Inc. Smoke Dreams, Sun. 1:30 p.m. NBC-R.

Haley, Jack. Variety Show (Log Cabin Syrup), Fri. 9:30 p.m. (12:30 a.m. for West) NBC-B.

Hammerstein Music Hall. (Kolyos), Fri. 8 p.m. CBS.

Harris, Arlene. Watch the Fun Go By (Ford), Tues. 9 p.m. (12 mid. for West) CBS.

Harris, Phil, orch. Jell-O, Sun. 7 p.m. (11:30 p.m. for West) NBC-R.

Hatton, Raymond. Camel Cigarettes, Tues. 9:30 p.m. CBS.

Hearn, Sam. Jell-O, Sun. 7 p.m. (11:30 p.m. for West) NBC-R.

Heatter, Gabriel. We, The People (Sanka Coffee), Thur. 7:30 p.m. CBS.

Hecker's Corp. Beatrice Fairfax, Tues. thru Fri. 2:15 & 2:45 p.m. MBS.

Hecker's H-O Products. Information Bureau, Mon. thru Fri. 11:45 a.m. (1:30 p.m. for West) MBS.

Heidt, Horace, orch. (Alemito), Mon. 8 p.m. (12 mid. for West) CBS.

Heinz Co. Carol Kennedy's Romance, Mon. thru Fri. 11:15 a.m. (3:15 p.m. for West) CBS; Magazine of the Air, Wed. Fri. 11 a.m. (3 p.m. for West) CBS.

Hello Peggy. (Drano), Wed. Fri. 11:45 a.m. NBC-R.

Hill, Edwin C. Your News Parade (Lucky Strike Cigarettes), Mon. thru Fri. 12:15 p.m. CBS.

Hilliard, Harriet. Fleischmann's Yeast, Sun. 7:30 p.m. NBC-R.

Hind's Honey & Almond Cream. Life of Mary Sothern, Mon. thru Fri. 5:15 p.m. CBS.

Hitz, Elsie. Follow the Moon (Pebeco Toothpaste), Mon. thru Fri. 5 p.m. CBS.

Hobby Lobby. Hudson Motors, Wed. 7:15 p.m. (10:30 p.m. for West) CBS.

Hollywood Gossip. Drene, Tues. & Fri. 10:30 p.m. NBC-R.

Hollywood Hotel. Campbell's Soup Co., Fri. 9 p.m. CBS.

Hollywood in Person. Gold Medal, Mon. thru Fri. 1:45 p.m. CBS.

Hollywood Mardi Gras. (Packard), Tues. 9:30 p.m. NBC-R.

Hollywood News. Bromo-Seltzer, Wed. 8:30 p.m. NBC-B.

Horlick Malted Milk Corp. Lum & Abner, Mon. thru Fri. 7:30 p.m. (Mon. Tues. Wed. Fri. 11:15 p.m. for West) NBC-B.

Hour of Charm. (General Electric), Mon. 9:30 p.m. NBC-R.

Household Finance. It Can Be Done; Edgar Guest, Tues. 8:30 p.m. NBC-B.

How to be Charming. (Phillips Chemical Co.), Mon. Wed. Fri. 11:30 a.m. (2:30 p.m. for West) NBC-R.

Howard, Tom. Sunday Night Party (Sealtest), Sun. 10 p.m. NBC-R.

Hudson Motors. Hobby Lobby; Dave Eiman's Orch., Wed. 7:15 p.m. (10:30 p.m. for West) CBS.

Hull, Warren. Variety Show (Log Cabin Syrup), Fri. 9:30 p.m. (12:30 a.m. for West) NBC-B.

Husbands & Wives. (Pond Cream), Tues. 8 p.m. NBC-B.

Huskies. Robert L. Ripley, Fri. 9 p.m. (12 mid. for West) NBC-B.

Hymns of All Churches. (Gold Medal), Mon. Tues. Thurs. 1:15 p.m. CBS. (Continued on Next Page)

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Information Bureau. (Hecker's H-O Products), Mon. thru Fri. 11:45 a.m. (1:30 p.m. for West) MBS.

International Silver Co. Silver Theater; Rosalind Russell; James Stewart; Conrad Nagel, Sun. 5 p.m. CBS.

Ipana. Town Hall Tonight; Walter O'Keefe; Peter Van Steeden's Orch., Wed. 9 p.m. (12 mid. for West) NBC-R.

Interesting Neighbors. (F. W. Fitch Co.), Sun. 7:45 p.m. (11 p.m. for West) NBC-R.

It Can Be Done. (Household Finance), Tues. 8:30 p.m. NBC-B.

Iturbide, Jose. Sunday Evening Hour. (Ford), Sun. 9 p.m. CBS.

Ivory Flakes. O'Neills, Mon. thru Fri. 11 a.m. NBC-B; 3:45 p.m. NBC-R.

Ivory Soap. Vic & Sade, Mon. thru Fri. 11:30 a.m. NBC-B & 3:30 p.m. NBC-R; Story of Mary Marlin, Mon. thru Fri. 10 a.m. NBC-B & 4:30 p.m. NBC-R; Edward MacHugh, Mon. thru Fri. 11:45 a.m. NBC-B (12:15 p.m. for West) NBC-R.

Jack Armstrong. (Wheaties), Mon. thru Fri. 5:30 p.m. NBC-R.

Jamison, Anne. Hollywood Hotel (Campbell's Soup Co.), Fri. 9 p.m. CBS.

Jello-O. Jack Benny; Mary Livingstone; Kenny Baker; Sam Hearn; Andy Devine; Phil Harris; Orch.; Don Wilson, Sun. 7 p.m. (11:30 p.m. for West) NBC-R.

Jergens. Walter Winchell, Sun. 9:30 & 11:15 p.m. NBC-B.

Johnny Presents. (Philip Morris), Tues. 8 p.m. (11:30 p.m. for West) NBC-R; Sat. 8:30 p.m. (11:30 p.m. for West) CBS.

John's Other Wife. (Louis Philippe Cosmetics), Mon. thru Fri. 10:15 a.m. (1:30 p.m. for West) NBC-R.

Johnson, Hugh, Gen. (Grove Laboratories, Inc.), Mon. Thurs. 8 p.m. Tues. Wed. 10 p.m. NBC-B.

Johnson's Wax. Fibber McGee & Molly; Marian & Jim Jordan; Ted Weems' Orch., Mon. 9 p.m. (12 mid. for West) NBC-R.

Jolson, Al. (Rinso & Lifebuoy), Tues. 8:30 p.m. (11:30 p.m. for West) CBS.

Jordan, Marian & Jim. Fibber McGee & Molly (Johnson's Wax), Mon. 9 p.m. (12 mid. for West) NBC-R.

Journal of Living. Victor H. Lindlahr, Sun. 10:30 a.m.; Tues. Thurs. 9:30 a.m. & 12 noon; Sat. 9:30 a.m. MBS.

Junior Nurse Corps. (Sunbrite), Mon. thru Fri. 5 & 6 p.m. NBC-B.

Just Plain Bill. (Anacin), Mon. thru Fri. 10:30 a.m. (1:45 p.m. for West) NBC-R.

Kaltenmeyer's Kindergarten. (Quaker Oats), Sat. 5:30 p.m. NBC-R.

Kellogg Cereals. Girl Alone, Mon. thru Fri. 12 noon NBC-R; Musical Plays, Sun. 5 p.m. MBS; Singing Lady, Irene Wicker, Mon. thru Thurs. 5:30 p.m. NBC-B.

Kemp, Hal, orch. Music from Hollywood (Chesterfield Cigarettes), Fri. 8:30 p.m. (11:30 p.m. for West) CBS.

Kennedy, Reed. Songshop (Coca-Cola), Fri. 10 p.m. CBS.

King, Wayne, orch. (Lady Esther Cosmetics), Mon. 10 p.m. CBS; Tues. Wed. 8:30 p.m. NBC-R.

Kirkman Soap. Jack and Loretta Clemens, Mon. thru Fri. 2:15 p.m. CBS.

Kitty Keene. (Dreft), Mon. thru Fri. 4:45 p.m. NBC-R.

Koestner, Josef, orch. (Ry-Krisp), Sun. 5 p.m. NBC-R.

Kolynos. Hammerstein's Music Hall; Jerry Mann, Fri. 8 p.m. CBS.

Kopper's Coke. Eddy Duchin's Orch.; Stanley Worth; Patricia Norman; Roger B. Whitman, Fri. 7:30 p.m. NBC-R.

Kostelanetz, Andre, orch. (Chesterfield Cigarettes), Wed. 9 p.m. CBS.

Kraft Music Hall. Bing Crosby; Bob Burns, Thur. 10 p.m. NBC-R.

Kruger, Alma. Maxwell House Show Boat, Thurs. 9 p.m. (12:15 a.m. for West) NBC-R.

Kullmann, Charles. Beauty Box Theater (Palmolive), Wed. 9:30 p.m. CBS.

Lady Esther Cosmetics. Wayne King's Orch., Mon. 10 p.m. CBS; Tues. Wed. 8:30 p.m. NBC-R.

Lamour, Dorothy. (Chase & Sanborn), Sun. 8 p.m. NBC-R.

Langford, Frances. Hollywood Hotel (Campbell's Soup Co.), Fri. 9 p.m. CBS.

Le Kreun, Pierre. Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder), Sun. 9 p.m. NBC-R.

Libby, McNeill & Libby. We Are Four, Mon. thru Fri. 12:45 p.m. MBS.

Life of Mary Sothern. Hind's Honey & Almond Cream, Mon. thru Fri. 5:15 p.m. CBS.

Lind, Helen. Camel Cigarettes, Tues. 9:30 p.m. CBS.

Lindlahr, Victor H. Journal of Living, Sun. 10:30 a.m.; Tues. Thurs. 9:30 a.m. & 12 noon; Sat. 9:30 a.m. MBS.

Listerine. Grand Central Station, Tues. 9:30 p.m. NBC-B.

Little Orphan Annie. (Ovaltine), Mon. thru Fri. 5:45 & 6:45 p.m. NBC-R.

Livingstone, Mary. Jell-O, Sun. 7 p.m. (11:30 p.m. for West) NBC-R.

Log Cabin Syrup. Variety Show; Jack Haley; Virginia Verrill; Warren Hull; Ted Fio-Rito's Orch., Fri. 9:30 p.m. (12:30 a.m. for West) NBC-B.

Lombardo, Guy, orch. (Bond Bread), Sun. 5:30 p.m. CBS.

Lone Ranger. (Gordon Baking Co.), Mon. Wed. & Fri. 7:30 & 8:30 p.m. (10:30 p.m. for West) MBS.

Lord, Phillips H. Gang Busters (Colgate Shaving Cream) Wed. 10 p.m. CBS.

Lorenzo Jones. Phillips Chemical Co., Mon. thru Fri. 4 p.m. NBC-R.

Louis Philippe Cosmetics. John's Other Wife, Mon. thru Fri. 10:15 a.m. (1:30 p.m. for West) NBC-R.

Lucky Strike Cigarettes. Your News Parade; Edwin C. Hill, Mon. thru Fri. 12:15 p.m. CBS; Your Hit Parade; Mark Warnow's Orch.; Freddie Gibson; Stuart Allen, Wed. 10 p.m. NBC-R; Your Hit Parade, Al Goodman's Orch.; Freddie Gibson; Stuart Allen, Sat. 10 p.m. CBS.

Lullaby Lady. Carnation Milk, Mon. 10 p.m. NBC-R.

Lum & Abner. Horlick Malted Milk Corp., Mon. thru Fri. 7:30 p.m. (Mon. Tues. Wed. Fri. 11:15 p.m. for West) NBC-B.

Lux. Radio Theater, Mon. 9 p.m. CBS.

Lyman, Abe, orch. Waltz Time (Phillips Chemical Co.), Fri. 9 p.m. NBC-R.

Lysol. Dr. Allan Roy Dafeo, Mon. Wed. Fri. 4:45 p.m. CBS.

Ma Perkins. Oxydol, Mon. thru Fri. 10:15 a.m. NBC-B & 3:15 p.m. NBC-R.

MacCormack, Franklin. Poetic Melodies (Wrigley's Gum), Mon. thru Fri. 7 & 11 p.m. CBS.

MacDonald, Jeanette. Open House (Vick Chemical Co.), Sun. 7 p.m. CBS.

MacFadden Publishing Co. Good Will Hour, Sun. 10 p.m. MBS; True Story Court, Fri. 9:30 p.m. (11:30 p.m. for West) NBC-R.

MacHugh, Edward. Ivory Soap, Mon. thru Fri. 11:45 a.m. NBC-B (12:15 p.m. for West) NBC-R.

Magazine of the Air. Heinz Co., Wed. Fri. 11 a.m. (3 p.m. for West) CBS.

Magic Key. R.C.A., Sun. 2 p.m. NBC-B.

Maine Development Commission. Marjorie Mills, Tues. Thurs. 1:15 & 1:45 p.m. MBS.

Manhattan Merry-Go-Round. Dr. Lyons Tooth Powder, Sun. 9 p.m. NBC-R.

Mann, Jerry. Hammerstein's Music Hall (Kolynos), Fri. 8 p.m. CBS.

Manners, Lucille. Cities Service Concert, Fri. 8 p.m. NBC-R.

Mar-Oil. Henry Busse's Orch., Sun. 11:45 a.m. NBC-R.

March of Time. Time, Inc., Thurs. 10:30 p.m. CBS.

Mariani, Hugo, orch. Bicycle Party (Cycle Trades), Sun. 3:30 p.m. NBC-R.

Marshall, Helen. Fireside Recitals (Amr. Radiator Co.), Sun. 7:30 p.m. NBC-R.

Martin, Charles. Johnny Presents (Philip Morris), Tues. 8 p.m. (11:30 p.m. for West) NBC-R; Sat. 8:30 p.m. (11:30 p.m. for West) CBS.

Martin, Tony. Grape Nuts, Mon. 8 p.m. (10:30 p.m. for West) NBC-R.

Maxwell House Show Boat. Charles Winninger, Thomas L. Thomas, Nadine Conner, Virginia Verrill, Hattie McDaniel, Alma Kruger, Meredith Willson's Orch., Thurs. 9 p.m. (12:15 a.m. for West) NBC-R.

McBride, Mary, Margaret. Minute Tapioca, Mon. Wed. Fri. 12 noon CBS.

McDaniel, Hattie. Maxwell House Show Boat, Thurs. 9 p.m. (12:15 a.m. for West) NBC-R.

McCarthy, Charlie. Chase & Sanborn, Sun. 8 p.m. NBC-R.

McConnell, Ed, Smiling. Sunday Afternoon (Acme Paint Co.), Sun. 5:30 p.m. NBC-B.

McKinley, Barry. Romantic Rhythms (Chevrolet Motor Co.), Sun. 6:30 p.m. CBS; Time to Shine (Griffin Shoe Polish), Mon. 7 p.m. NBC-B.

McNamee, Graham. The Time of Your Life (Gruen Watch Co.), Sun. 5:30 p.m. NBC-R.

Melton, James. Sunday Night Party (Sealtest), Sun. 10 p.m. NBC-R.

Menken, Helen. Famous Actors' Guild (Bayer Aspirin), Tues. 7:30 p.m. CBS.

Mennen Co. Famous Jury Trials, Mon. 10 p.m. MBS.

Metropolitan Opera Auditions of the Air. Sherwin Williams Paint Co., Sun. 5 p.m. NBC-B.

Miller, Jack, orch. Calumet Baking Powder, Thurs. 8 p.m. (11:15 p.m. for West) CBS.

Mills, Marjorie. Maine Development Commission, Tues. Thurs. 1:15 & 1:45 p.m. MBS.

Minute Tapioca. Mary Margaret McBride, Mon. Wed. Fri. 12 noon CBS.

Model Tobacco. Pick & Pat, Edward Roecker, Mon. 8:30 p.m. (11:30 p.m. for West) CBS.

Molle Shaving Cream. Vox Pop, Tues. 9 p.m. (Mon. 12:30 a.m. for West) NBC-R.

Morgan, Russ, orch. Johnny Presents (Philip Morris), Tues. 8 p.m. (11:30 p.m. for West) NBC-R; Sat. 8:30 p.m. (11:30 p.m. for West) CBS.

Mrs. Wiggs of the Cabbage Patch. Old English Wax, Mon. thru Fri. 10 a.m. (1:15 p.m. for West) NBC-R.

Munn, Frank. American Album (Bayer Aspirin), Sun. 9:30 p.m. NBC-R; Waltz Time (Phillips Chemical Co.), Fri. 9 p.m. NBC-R.

Murray, Feg. Fleischmann's Yeast, Sun. 7:30 p.m. NBC-B.

Murray, Ken. Hollywood Hotel (Campbell's Soup Co.), Fri. 9 p.m. CBS.

Music from Hollywood. Chesterfield Cigarettes, Fri. 8:30 p.m. (11:30 p.m. for West) CBS.

Musical Plays. Irene Wicker, Sun. 5 p.m. MBS.

Musterole. Carson Robison's Buckaroos, Mon. Wed. Fri. 1:15 p.m. MBS.

Myrt & Marge. Super Suds, Mon. thru Fri. 10:15 a.m. (4 p.m. for West) CBS.

Mystery Chef. Regional Advertisers, Inc., Tues. Thurs. 11:45 a.m. (2:45 p.m. for West) NBC-R.

Nagel, Conrad. Silver Theater (International Silver Co.), Sun. 5 p.m. CBS.

Nash-Kelvinator Corp. Prof. Quiz, Sat. 9 p.m. (12 mid. for West) CBS.

National Barn Dance. Alka-Seltzer, Sat. 9 & 11 p.m. NBC-B.

National Farm & Home. Mon. thru Sat. 12:30 p.m. NBC-B.

Nelson, Ozzie, orch. Fleischmann's Yeast, Sun. 7:30 p.m. NBC-B.

Nelson, Sally. Romantic Rhythms (Chevrolet Motor Co.), Sun. 6:30 p.m. CBS.

Nesbit, John. Passing Parade (Duart Cosmetics), Sun. 9 p.m. MBS.

News Through a Woman's Eyes. Pontiac Motor Co., Mon. Wed. & Fri. 2 p.m. (5:30 p.m. for West) CBS.

Nilssen, Sigurd. Fireside Recitals (Amr. Radiator Co.), Sun. 7:30 p.m. NBC-R.

Noble, Ray, orch. Grape Nuts, Mon. 8 p.m. (10:30 p.m. for West) NBC-R.

Norman, Patricia. Kopper's Coke, Fri. 7:30 p.m. NBC-R.

Oakie, Jack. Camel Cigarettes, Tues. 9:30 p.m. CBS.

O'Hara, Neil. Radio Gazette (Brown & Williamson Tobacco), Mon. Fri. 7:30 p.m. CBS.

O'Keefe, Walter. Town Hall Tonight (Ipana & Sal Hepatica), Wed. 9 p.m. (12 mid. for West) NBC-R.

Old Dutch Cleanser. Bachelor's Children, Mon. thru Fri. 9:45 a.m. CBS.

Old English Wax. Mrs. Wiggs of the Cabbage Patch, Mon. thru Fri. 10 a.m. (1:15 p.m. for West) NBC-R; Our Gal Sunday, Thurs. & Fri. 12:45 p.m. CBS.

On Broadway. Diamond Salt, Sun. 3 p.m. NBC-B.

One Man's Family. Tenderleaf Tea, Wed. 8 p.m. (12:30 a.m. Sun. for West) NBC-R.

O'Neills. Ivory Flakes, Mon. thru Fri. 11 a.m. NBC-B & 3:45 p.m. NBC-R.

Open House. Vick Chemical Co., Sun. 7 p.m. CBS.

O'Rourke, Tex. Magic Key (R.C.A.), Sun. 2 p.m. NBC-B.

Oswald. Hollywood Hotel (Campbell's Soup Co.), Fri. 9 p.m. CBS.

Our Gal Sunday. Anacin & Old English Wax, Mon. thru Fri. 12:45 p.m. CBS.

Ovaltine. Little Orphan Annie, Mon. thru Fri. 5:45 & 6:45 p.m. NBC-R.

Oxydol. Ma Perkins, Mon. thru Fri. 10:15 a.m. NBC-B & 3:15 p.m. NBC-R; Goldbergs, Mon. thru Fri. 12:15 p.m. NBC-R.

Packard. Hollywood Mardi Gras; Lanny Ross; Charles Butterworth; Florence George; Jane Rhodes; Raymond Paige's Orch., Tues. 9:30 p.m. NBC-R.

Paige, Raymond, orch. Hollywood Mardi Gras (Packard), Tues. 9:30 p.m. NBC-R; Hollywood Hotel (Campbell's Soup Co.), Fri. 9 p.m. CBS.

Pall Mall Cigarettes. People in the News, Dorothy Thompson, Fri. 10:45 p.m. NBC-R.

Palmolive Soap. Beauty Box Theater; Jessica Dragonette; Charles Kullmann, Wed. 9:30 p.m. CBS.

Parker Watch. Sunday Morning Quarterback; Benny Friedman, Sun. 11:30 a.m. MBS.

Passing Parade. Duart Cosmetics, Sun. 9 p.m. MBS.

Pearce, Al. Watch the Fun Go By (Ford), Tues. 9 p.m. (12 mid. for West) CBS.

Pebecco Toothpaste. Follow the Moon; Elsie Hitz; Nick Dawson, Mon. thru Fri. 5 p.m. CBS.

Penner, Joe. Cocomalt, Sun. 6 p.m. CBS.

People in the News. Pall Mall Cigarettes, Fri. 10:45 p.m. NBC-R.

Pepper Young's Family. Cammay Soap, Mon. thru Fri. 10:30 a.m. NBC-B & 3 p.m. NBC-R.

Pepsodent. Amos 'n' Andy, Mon. thru Fri. 7 & 11 p.m. NBC-R.

Perry, Bill. Saturday Night Serenade (Pet Milk), Sat. 9:30 p.m. CBS.

Personal Loan Corp. Your Unseen Friend, Sat. 8 p.m. CBS.

Pet Milk. Mary Lee Taylor, Tues. & Thurs. 11 a.m. (3 p.m. for West); Saturday Night Serenade; Mary Eastman; Bill Perry, Sat. 9:30 p.m. CBS.

Petticoat of the Air. Wyandotte, Tues. Thur. 2 p.m. CBS.

Philo. Boake Carter, Mon. Wed. Fri. 7:45 p.m. (11:15 p.m. for West) CBS.

Philip Morris. Johnny Presents; Three Minute Thrill; Charles Martin; Russ Morgan; Frances Adair; Glenn Cross, Tues. 8 p.m. (11:30 p.m. for West) NBC-R; Circumstantial Evidence Thrills, Sat. 8:30 p.m. (11:30 p.m. for West) CBS.

Phillips Chemical Co. How to Be Charming, Mon. Wed. Fri. 11:30 a.m. (2:30 p.m. for West) NBC-R; Lorenzo Jones, Mon. thru Fri. 4 p.m. NBC-R; Waltz Time, Abe Lyman's Orch., Lois Bennett, Frank Munn, Fri. 9 p.m. NBC-R.

Phillips Petroleum. Poly Follies, Tues. 10:30 p.m. CBS.

Pick & Pat. Model Tobacco, Mon. 8:30 p.m. (11:30 p.m. for West) CBS.

Pillsbury Flour. Today's Children, Mon. thru Fri. 10:45 a.m. NBC-R.

Poetic Melodies. Wrigley's Gum, Mon. thru Fri. 7 & 11 p.m. CBS.

Poly Follies. Phillips Petroleum, Tues. 10:30 p.m. CBS.

Pond Cream. Husbands & Wives, Tues. 8 p.m. NBC-B.

Pontiac Motor Co. News Through a Woman's Eyes, Kathryn Cravens, Mon. Wed. Fri. 2 p.m. (5:30 p.m. for West) CBS; Variety Show; Paul Dumont, Fri. 8 & 10:30 p.m. NBC-B.

Power, Tyrone. Woodbury Soap, Sun. 9 & 11:30 p.m. NBC-B.

Pretty Kitty Kelly. Wonder Bread, Mon. thru Fri. 10 a.m. (4:15 p.m. for West) CBS.

Princess Pat. Tale of Today, Sun. 6:30 p.m. NBC-R.

Professor Quiz. Nash-Kelvinator Corp., Sat. 9 p.m. (12 mid. for West), CBS.

Quaker Oats. Aunt Jemima, Tues. thru Sat. 9:45 a.m. NBC-B; Kaltenmeyer's Kindergarten, Sat. 5:30 p.m. NBC-R.

Radio Gazette. Brown & Williamson Tobacco, Mon. Fri. 7:30 p.m. CBS.

Radio Theater. Lux, Mon. 9 p.m. CBS.

Raleigh & Kool Cigarettes. Edythe Wright, Morton Bowe, Tommy Dorsey's Orch., Fri. 10 p.m. NBC-B.

Ralston Purina Co. Tom Mix, Mon. thru Fri. 5:45 & 6:45 p.m. NBC-B.

Rapee, Erno. General Motors Concerts, Sun. 8 p.m. NBC-B.

R. C. A. Magic Key; Tex O'Rourke; Milton Cross, Sun. 2 p.m. NBC-B.

Raye, Martha. Rinso & Lifebuoy, Tues. 8:30 p.m. (11:30 p.m. for West) CBS.

Regional Advertisers, Inc. Mystery Chef, Tues. Thurs. 11:45 a.m. (2:45 p.m. for West) NBC-R.

Renard, Jacques, orch.; Texaco, Wed. 8:30 p.m. (11:30 p.m. for West) CBS.

Rhodes, Jane. Hollywood Mardi Gras (Packard), Tues. 9:30 p.m. NBC-R.

Rich, Irene. Welch Grape Juice, Sun. 9:45 p.m. (11 p.m. for West) NBC-B.

Rines, Joe, orch. The Time of Your Life (Gruen Watch Co.), Sun. 5:30 p.m. NBC-R.

Rinso & Lifebuoy. Al Jolson, Martha Raye, Parkyakarkus, Victor Young's Orch., Tues. 8:30 p.m. (11:30 p.m. for West) CBS.

Ripley, Robert L. "Believe It Or Not" Huskies, Fri. 9 p.m. (12 mid. for West) NBC-B.

Road of Life. Chipso, Mon. thru Fri. 11:15 a.m. NBC-B & 4:45 p.m. NBC-R.

Roecker, Edward. Pick & Pat (Model Tobacco), Mon. 8:30 p.m. (11:30 p.m. for West) CBS.

Romance of Helen Trent. Edna Wallace Hopper Cosmetics, Mon. thru Fri. 12:30 p.m. CBS.

Romantic Rhythms. Chevrolet Motor Co., Sun. 6:30 p.m. CBS.

Ross, Lanny. Hollywood Mardi Gras (Packard), Tues. 9:30 p.m. NBC-R.

Royal Gelatin. Rudy Vallee's Orch., Thurs. 8 p.m. NBC-R.

Rube Appleberry. Campbell Cereal Co., Mon. Wed. Fri. 7:45 p.m. MBS.

Russell, Rosalind. Silver Theater (International Silver Co.), Sun. 5 p.m. CBS.

Ry-Krisp. Marion Talley, Josef Koestner's Orch., Sun. 5 p.m. NBC-R.

Saturday Night Serenade. Pet Milk, Sat. 9:30 p.m. CBS.

Sal Hepatica. Town Hall Tonight, Walter O'Keefe, Peter Van Steeden's Orch., Wed. 9 p.m. (12 mid. for West) NBC-R.

Sanka Coffee. We, The People; Gabriel Heatter, Thurs. 7:30 p.m. CBS.

Saymore, Saymore. Texaco, Wed. 8:30 p.m. (11:30 p.m. for West) CBS.

Sealtest. Sunday Night Party; James Melton; George Shelton; Tom Howard, Sun. 10 p.m. NBC-R.

Sheaffer Pen. Harold Stokes, Fri. 8:15 p.m. MBS.

Shelton, George. Sunday Night Party (Sealtest), Sun. 10 p.m. NBC-R.

Sherwin Williams Paint Co. Metropolitan Opera Auditions of the Air, Sun. 5 p.m. NBC-B.

Silver Theater. International Silver Co., Sun. 5 p.m. CBS.

Simon, Seymour, orch. Romantic Rhythms (Chevrolet Motor Co.), Sun. 6:30 p.m. CBS.

Singing Lady. Kel

# RADIO GUIDE GOES TO A WEDDING

CUPID MAKES ROOM FOR A CAMERAMAN—AND A SCOOP



Barry McKinley, popular singer of romantic ballads, and Theresa Begger, a model (above), eloped, were married by Justice of the Peace John White. With them was our cameraman—who recorded this picture scoop



2 Barry and Terry were introduced to one another over cocktails in New York's Onyx Club by Lester Santley (left), president of the Santley-Joy Music Publishing Co. A year's courtship followed, ended in this surprise marriage

(Continued on Page 22)



3 Driving to Oregon, New York, on the morning of marriage, Barry and Terry picked up Justice of the Peace John White at his home there



4 Six miles farther down the road, they arrived at the scene of the marriage, the home of Town Clerk Paul Schmitman in Putnam Valley



7 Both ill at ease, Barry stood with one foot on the other and Terry demonstrated "skater's ankle" while Judge White read the service

**R**ADIO history—in pictures—was made when Radio Guide's candid cameraman accompanied Barry McKinley and Theresa Begger on their elopement to bring back this remarkable series of photographs, the first of its kind ever published.

Not yet 24, Barry already has established himself as one of the most popular singers of romantic songs on the air today. At 12, Barry ran away from home, intent on going on the stage. Shortly afterward he was a tap-dancer in vaudeville, and as such he traveled all over the country. In 1933 a friend persuaded him to audition for WLW in Cincinnati. He did, was given a spot on the air. But it wasn't long before he went to New York to sing over NBC. Since that time he has had his contract renewed by his sponsor three times. Terry, as Barry calls his bride, is a photographers' model.

Following Barry's "Time to Shine" broadcast recently, the young couple decided it was time to be married, and Barry called his friend, John White, who, in addition to being an executive of the Remick Music Publishing Company, has been justice of the peace for 6 years in Peekskill Township, New York. Next morning, the marriage ceremony recorded here took place.



8 Judge White has married many radio celebrities. One of them was Connie Boswell, another, Harry Horlick—and now, Barry McKinley



11 Barry and Terry didn't take a honeymoon trip. They returned to New York, went to Barry's Sutton Manor apartment on East 53rd St.



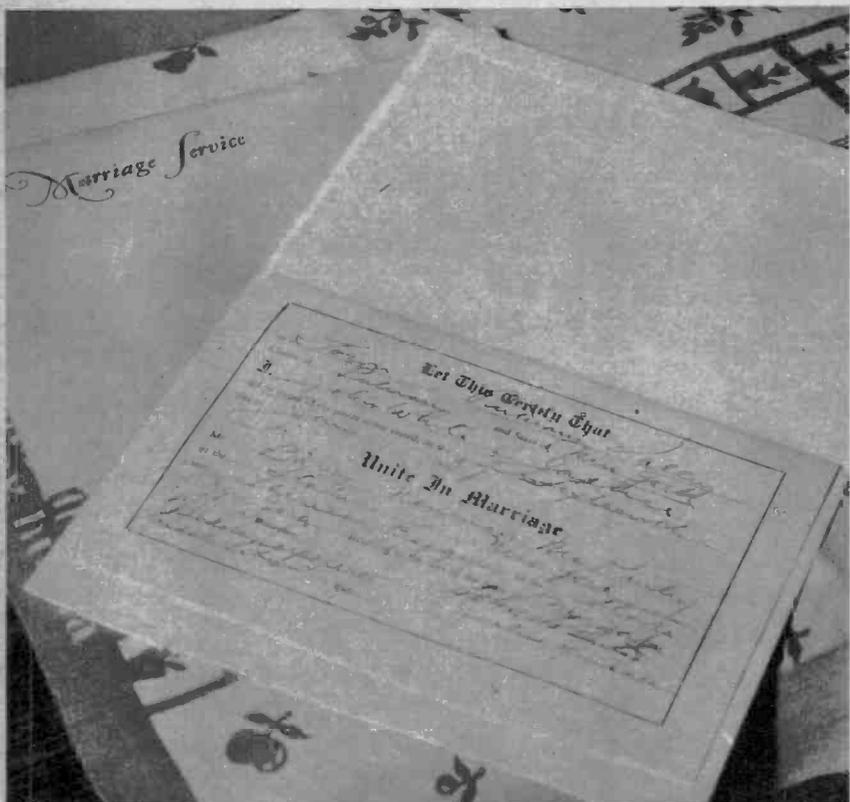
12 Before settling down in their new home—where Barry has lived for the past year—the newly wed McKinleys took time out for a kiss



**5** Mrs. Frieda Schmitman, the town clerk's wife, is also his deputy. She asked the routine questions, granted them the marriage license



**6** Mr. Schmitman (left) had been working in the garden, came in to be a witness. The other witness was his daughter, Alma (right)



**9** The marriage certificate shown above is printed on the inside back page of the booklet from which the judge read the marriage service



**10** As soon as the ceremony was over, Judge White, Barry and Terry took their leave of the Schmitmans—Frieda, Paul, daughter Alma



**13** The apartment is one room with a kitchenette and bath, rents for \$65 a month. Shortly the couple will move to a new, larger place



**14** Domestic touch. And incidentally, Terry made the rug herself—from Barry's old ties, shirts, sox, and from her old dresses

# KEEPING UP WITH THE McCARTHYS

AROUND THE CLOCK WITH RADIO'S BUSIEST LITTLE MAN AND HIS MASTER

**C**HARLIE McCARTHY, that not-so-dumb little dummy, and his ventriloquist master, Edgar Bergen, find each day filled with activity, and their popularity ever increasing. High-spots of NBC's Sunday night "Chase and Sanborn Hour" from Hollywood, this newest and most sensational radio comedy team is now winning new laurels in moviedom. Besides appearing in Samuel Goldwyn's "Follies," they'll do a film for Universal.

McCarthy and Bergen have been inseparable for almost 15 years. They started their theatrical career on the old Redpath Chautauqua Circuit, played the Keith-Orpheum vaudeville wheel, appeared in English music halls and starred, in Swedish, at Stockholm in Rolfe's Revue. They were performing at the famous Rainbow Room, atop Radio City, when they made their radio debut last December on Rudy Vallee's "Varieties"—and skyrocketed to national fame.

Bergen, 34 years old, is of Swedish parentage, a native of Chicago and a graduate of Northwestern University. McCarthy, on the other hand, is the basswood creation of a Chicago craftsman—has risen from the social status of an unkempt street gamine to the suave little-man-about-Hollywood that he is today.

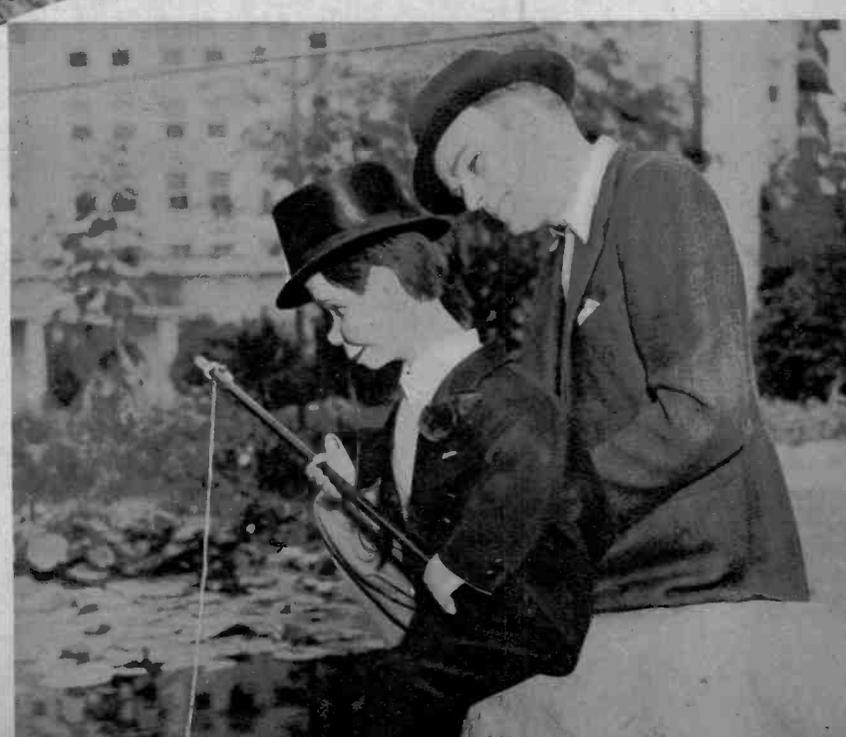
Photos by Jack Albin



Dressed in natty outfits, Bergen and McCarthy start each day right—with a game of golf! They're old friends, but even the best of friends disagree at golf. Bergen doesn't like the way McCarthy keeps score



Left: The saucy dummy and his timid master are very fond of zoos—visit them frequently. It's fun to these two gentlemen—and their way of finding relaxation



Right: McCarthy likes to top off his golf match and zoo visit with a bit of fishing in the frog pond. He dresses formally, hopes to catch a starfish—or a mermaid!



McCarthy and Bergen visit Stubergh's Wax Works in Hollywood, talk to an old acquaintance, "charmer" Joan Crawford—in the wax



McCarthy's day is not all play—there are those rehearsals for his Sunday night program, and McCarthy's always late. He's just strolled in with the very glamorous film star, Carole Lombard. Don Ameche (right), the show's emcee, says he won't stand for this tardiness, while Bergen looks on



Left: McCarthy's surprised by some star friends. Left to right: Bergen, Robert Armbruster, Ray Middleton, Ken Murray, Don Ameche—and beside him his mortal foe, W. C. Fields. Right: McCarthy—at ease—while studio colleagues (left to right): Shirley Ward and Dick Mack, writers; Dwight Cooke producer; Bergen, Ameche and Middleton look on



"Just a minute and this coffee will fix you up," says Bergen. Dressed in beautiful green silk pajamas, it's the end of a perfect day for Mr. McCarthy (below)

McCarthy has been sent home to bed, but this is the way his ventriloquist master found him. He'd succumbed to drink (below)



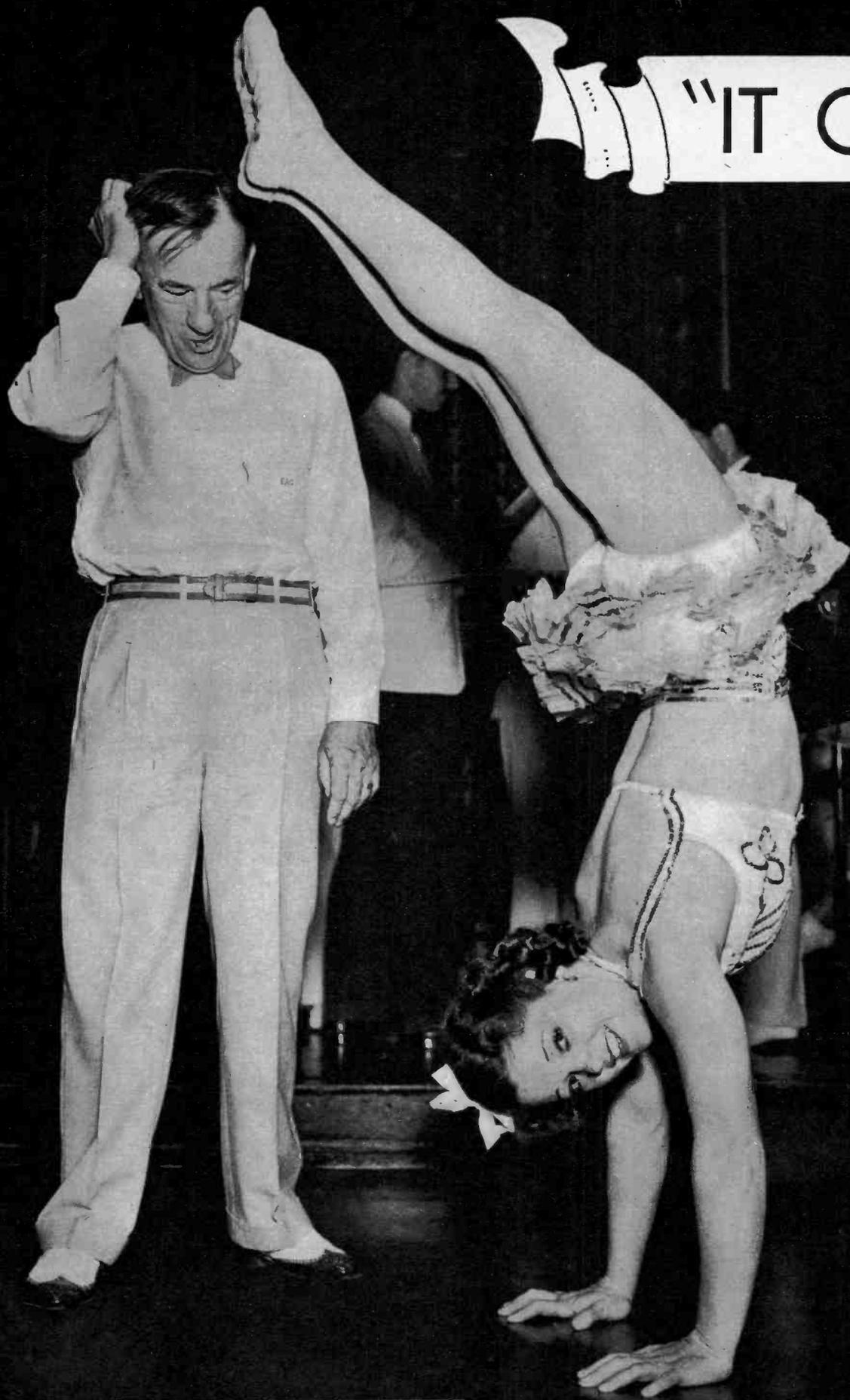
Most amusing "air romance" in history is that between lovely Dorothy Lamour and McCarthy



# "IT CAN BE DONE"

## EDDIE GUEST GOES TO THE CIRCUS—SO THE CIRCUS COMES TO HIM

**E**DDIE GUEST, poet of the masses, whose human philosophy is read by millions in newspapers, is also heard by radio listeners all over the country on his air program, "It Can Be Done," every Tuesday evening. He brings men and women to the mike who have proved that success can be achieved despite lowly beginnings. Recently Eddie brought to his show a man who rose from a clown to be director of performer personnel for the world's largest circus—Ringling Brothers, Barnum and Bailey. Pat Valdo, the ex-clown, has been with the circus 34 years, spends the greater share of his time on the road because the season lasts 32 weeks, during which the circus visits 150 cities. Besides this, Mr. Valdo spends the winter months traveling about Europe in search of new acts. Life in a circus is complicated because, in addition to the 1,600 people of thirty nationalities, 350 of whom are performers, there are 42 elephants, 700 horses, 200 other animals, and 29 tents to manage. The day of the broadcast, Eddie and Frankie Masters, whose orchestra is featured on "It Can Be Done," visited the circus grounds and saw some of the wonders for themselves. In return, Pat brought a bevy of girls—aerialists, equilibrists, acrobats—to the NBC studios in Chicago where the program is broadcast, but he was the only one actually heard on the air with Guest and Masters. The things they do can't be done on the air!



Acrobat Star and Aerialist Theol Nelson shows Eddie Guest how to do a handstand (above). When the girls from the circus found he couldn't do it, they gave him a lift (left)

The Antalek Sisters (who hail from Hungary) are star equilibrists. They did a shoulder stand, and it looked so good to Eddie, Theol Nelson tried to help him go on up (right)



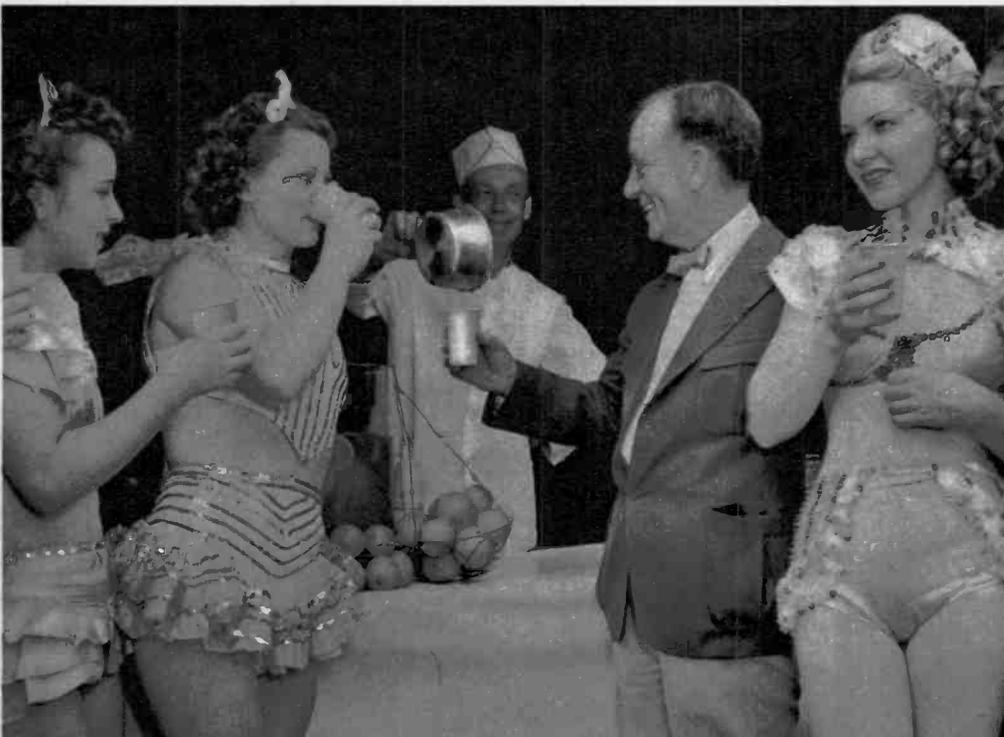
# -AT THE CIRCUS



When Eddie Guest and Frankie Masters, baton-waver on the program, visited the circus grounds, Frankie fed the pig of the famous clown, Felix Adler



An unusual personal introduction: Eddie Guest, meet Mama Giraffe! Theol, Mary Erdlitz, Cora Davls, Valerie & Angela Antalek, Frances Stevens look on



Following a heavy conference on the radio program for that night, Eddie and his escorts about the grounds take on large portions of that pink lemonade



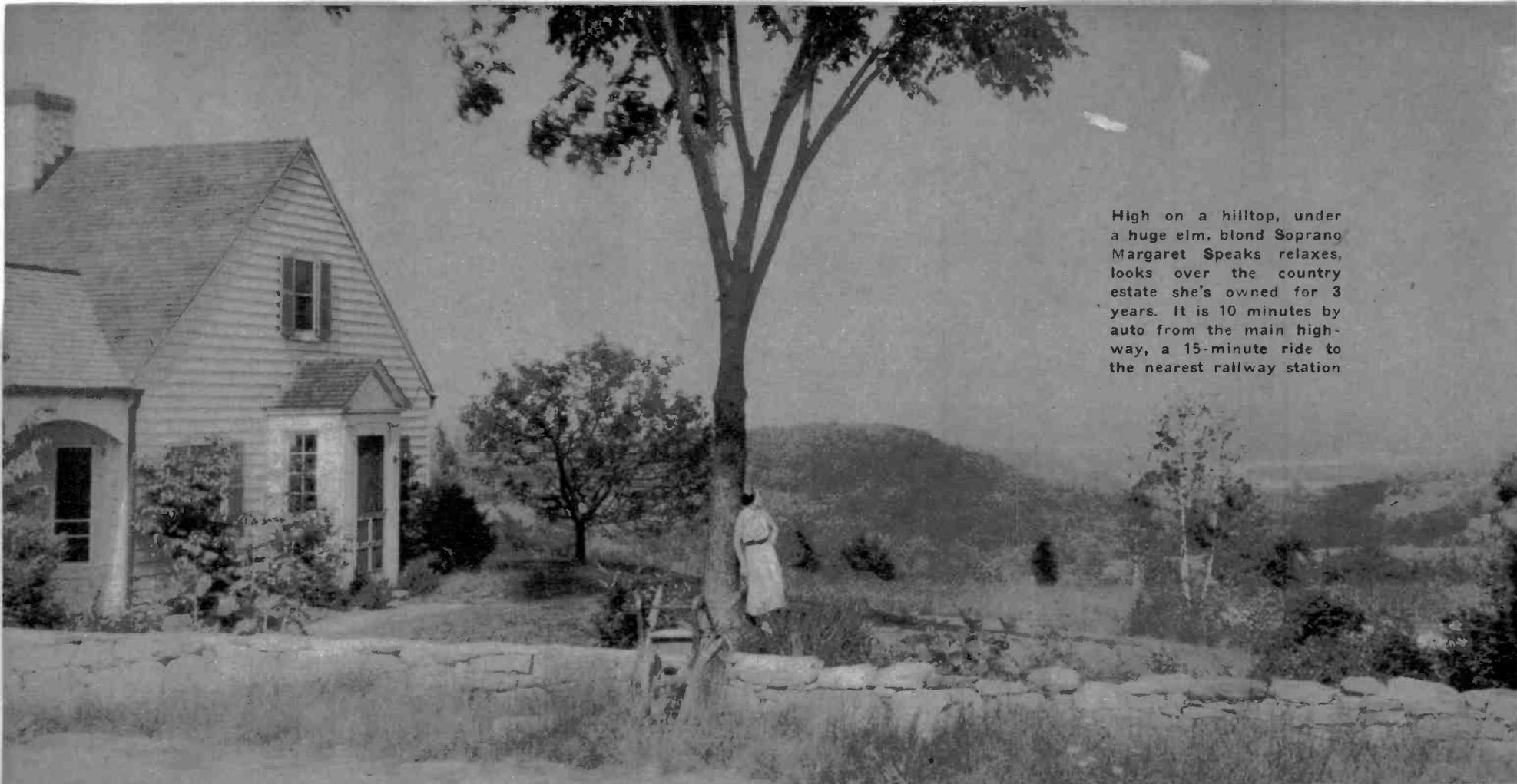
Frankie Masters probably got a free ticket for all those autographs he's handing out. When the girls aren't performing, they read, knit, write, practise



Eddie becomes a side-show barker for a day, but when he was offered a job, the home-loving, family-loving poet could not quite see touring the country every week day

At the studio, Pat Valdo finds that he still has no fear of people—whether in front of a crowd or a mike. Right: He goes over his script with Eddie before going on the air





High on a hilltop, under a huge elm, blond Soprano Margaret Speaks relaxes, looks over the country estate she's owned for 3 years. It is 10 minutes by auto from the main highway, a 15-minute ride to the nearest railway station



Miss Speaks gathers wood for the living-room fireplace—in her 7-room Colonial home

This parrot belongs to a neighbor—but it's a pal of Margaret's. She's taught it to sling



## HAPPINESS ON A HILLTOP

**F**ORTY-TWO miles from New York City, nestling atop a hill in Westchester County at Katonah, N. Y., Margaret Speaks has a summer home. To the lovely prima donna of NBC's Monday night (EST) "Voice of Firestone" concerts, it means something more than just a picturesque "hot weather" retreat for leisurely pleasures.

She specializes in fruit trees, corn, on the twelve-and-one-half-acre farm, often pitches hay, runs the cultivator—and sometimes even tills the soil. It's her way of keeping that waistline slim, supple, and doing a hundred and one things that are beneficial for mind, figure and personality. It's her escape from the hurly-burly of radio, her way of finding happiness—by working!

A talented niece of the noted American composer—Oley Speaks, Miss Speaks came to New York from Ohio State University and began her musical career in vaudeville and musical comedy. Later she turned to radio and the concert field—has had a rapid rise to musical fame! She's toured both America and Europe—is well known as a concert artist!

*Photos by Sydney Desfor*



Attending to the wash is housewife's work—but Margaret finds it a delightful chore. Although she has a maid, she does most of the work

Ten feet from the main house is this playhouse. Inside is a ping-pong table, quilts, other games. Margaret entertains her many guests here



# THIS WEEK'S PROGRAMS

## Sunday

### October 3

#### MORNING

8:00 am CST

CBS-Sunday Morning at Aunt Susan's; News: WFMB KMOX WCCO WBBM (sw-15.21)  
NBC-Harold Nagel's Orch.: WCFL WBOW  
NBC-Coast to Coast on a Bus, children's prgm.: WMAQ WMT KWK WLW (sw-15.21)

8:15

WAAF-Children's Bible Stories  
WCBD-United Swedish Service  
WHO-Bible Broadcast  
WJJD-Happy Go Lucky Time

8:30

WBOW-Rev. Archie Brown  
WCFL-Concert Ensemble  
WFMB-Solving Today's Problems  
WIBA-Fiore Melodies  
WIND-Hungarian Air Theater  
WISN-Spiritual Fellowship  
WJJD-Vaudeville Show  
WLW-Church Forum  
WMT-Family Altar  
WOWO-Christian Science  
WROK-Morning Musicales  
WTAD-Variety Prgm.  
WTMJ-Our Club

8:45

WAAF-Symphonic Hour  
WCBD-Polish Bible Class  
WCFL-Swedish Church  
WIBA-Bible School

9:00

NBC-Russian Melodies, dir. Alexander Kirilloff: WMAQ KWK WLW (sw-15.21)  
CBS-Church of the Air: WCCO KMOX WBBM WKBB WMBD  
NBC-The Radio Pulpit: WIRE WBOW

WCBD-Meditation Moments  
WCFL-German Prgm.  
WFAM-News; Old Time Gospel Tabernacle

WFMB-Solving Today's Problems  
WGN-Sunday Morning Concert  
WIBA-Norwegian Hour  
WISN-Breakfast Club  
WJJD-Happy Go Lucky Time  
WLS-Little Brown Church  
WMT-Reading the Comics  
WOC-Sunday Morning Prgm.  
WOWO-Christian Science Reader  
WROK-News  
WTMJ-News

9:15

NBC-Russian Melodies: WOWO WFBM-WPA Prgm.  
Seventh Day Adventist: WHO WOC  
WMBD-News  
WROK-On the Mall  
WTAD-Church in Wildwood  
WTMJ-Master Rhythm

9:30

NBC-Dreams of Long Age: WIRE WMAQ WOWO WIBA  
CBS-Walberg Brown Strings: WBBM WCCO WFAM WKBB KMOX WFBM WMBD  
WBOW-To be announced  
WCBD-Hungarian Musicales  
WCFL-Swingtime

WFBM-Christian Men Builders  
WHO-Hour of Music  
WISN-Sunday Morning Revue  
WJJD-Happy Go Lucky Time  
WLW-Westminster Choir  
WOC-Hour of Music  
WROK-Rhythm Makers  
WTAD-News

9:45

WAAF-Equestrian Interviews  
WCFL-New Songs  
WIND-Rhythm in Red  
WJJD-Eddie Fitzpatrick's Orch.  
WKBB-Church Service  
WLS-News  
WLW-Chicago Engineering Works

10:00

MBS-Northwestern Reviewing Stand: WGN  
CBS-Texas Rangers: WCCO WFBM WFAM WOC WBBM WMBD

NBC-News; Alice Remsen, contralto: WMT WOWO (sw-15.21)

NBC-News; Ward & Muzzy, piano duo: WBOW  
KMOX-Travelogue  
KWK-Bible Auditorium  
WCBD-Jewish Hour  
WCFL-Mirth Parade  
WDL-Todd Brothers  
WHO-To be announced  
WIBA-News; World Vaireties  
WIND-Leaders in Dance Time  
WIRE-Jake Entertains  
WJBC-St. Mary's Church  
WJJD-Bureau of Missing Persons  
WKBB-United Church Service  
WLS-To be announced  
WLW-News  
WMAQ-Sunshine Hour  
WROK-Judge Rutherford; News; Morning Concert  
WTAQ-High Mass

10:15

NBC-Neighbor Nell, philosophy: WLW WOWO KWK WMT (sw-15.21)

NBC-Bravest of the Brave, drama: WBOW  
Seventh Day Adventists: WOC  
KMOX-Piano Recital  
WAAF-Dance Revue  
WCFL-Hit Review  
WDZ-Speed & Curl  
WGN-Edna Sellers, organist  
WISN-Sheraton Lawn Party  
WJJD-Dick Jurgens' Orch.  
WROK-Morning Concert

10:30

CBS-Major Bowes' Capitol Family; Dalton Bros.; Helen Alexander, sop.; Nicholas Costantino, tr.; Edward Matthews, bar.; Charles Magnante, accordionist; Sam Herman, xylophonist; Robert Reed, m.c.; Waldo Mayo's Orch.: WFAM KMOX WCCO WKBB WMBD WOC  
NBC-Green Bros. Orch.: WIRE KWK WLW WOWO WMT WCFL (sw-15.21)  
MBS-Sunday Morning Quarterback with Benny Friedman (Parker Watch Co.): WGN  
KMOX-Missouri State Employment

WAAF-Between the Headlines  
WBBM-Weekly News Review  
WCBD-J. C. O'Hair  
WDZ-Brown Jug Ramblers  
WFMB-Stardust Melodies  
WIBA-Popular Melodies  
WIND-News  
WISN-German Hour  
WJJD-Happy Go Lucky Time  
WLS-Concert Orch.  
WISN-Sunday Morning Revue  
WMAQ-Second Guessers  
WOC-Hour of Music  
WROK-Organ Reveries  
WTAD-Methodist Church

10:45

NBC-Henry Busse's Orch. (Mar-Oil): WMAQ  
MBS-To be announced: WGN  
WBBM-Winston & Sutton, pianists  
WBOW-WPA Prgm.  
WCFL-Fashions on Parade  
WDZ-Meier Sisters  
WIND-Morning Melodies  
WJBC-Park M. E. Church  
WJJD-Hawaiian Echoes  
WMT-News  
WROK-Swedish Mission

11:00

CBS-Major Bowes' Family: WOC  
NBC-Dorothy Dreslin, sop.; Fred Hufsmith, tr.: WIRE WCFL (sw-15.33)  
NBC-Southernaires: WLS KWK WOWO WMT  
KMOX-Musical Cavalcade  
WBBM-Rhythmic Melody  
WBOW-Evangelical Church  
WDZ-M. E. Church  
WFAM-Meditation  
WHA-Honemakers  
WHO-Church Service  
WIBA-Workers' Alliance  
WIND-Methodist Church  
WJBC-Catholic Church  
WJJD-Dr. Preston Bradley  
WLW-Cadle Tabernacle Choir  
WMAQ-Silver Streak Review  
WMBD-Trinity Tabernacle  
WMBI-Moody Church  
WTAQ-Organ Melodies

## LOG OF STATIONS

LISTED IN EDITION E—MIDWESTERN

Call Letters	Kilo-cycles	Power Watts	Location	Network
KMOX	1090	50,000	St. Louis, Missouri	CBS
KOA (8 pm on)	830	50,000	Denver, Colorado	NBC-R
KSD	550	5,000	St. Louis, Missouri	NBC-R
KWK	1350	5,000	St. Louis, Mo.	NBC & MBS
WAAF	920	1,000	Chicago, Illinois	Local
WBAA	890	1,000	West Lafayette, Indiana	Local
WBBM	770	50,000	Chicago, Illinois	CBS
WBOW	1310	250	Terre Haute, Indiana	NBC
WCBD	1080	5,000	Chicago, Illinois	Local
WCCO	810	50,000	Minneapolis-St. Paul, Minn.	CBS
WCFL	970	5,000	Chicago, Illinois	NBC
WDZ*	1020	250	Tuscola, Illinois	Local
WENR	870	50,000	Chicago, Illinois	NBC-B
WFAM	1200	100	South Bend, Ind.	CBS
WFBM	1230	5,000	Indianapolis, Indiana	CBS
WGN	720	50,000	Chicago, Illinois	MBS
WHA	940	5,000	Madison, Wisconsin	Local
WHAS†	820	50,000	Louisville, Kentucky	CBS
WHO	1000	50,000	Des Moines, Iowa	NBC-R
WIBA	1280	5,000	Madison, Wisconsin	NBC
WIND	560	5,000	Gary, Indiana	Local
WIRE	1400	5,000	Indianapolis, Ind.	NBC-R & MBS
WISN	1120	1,000	Milwaukee, Wisconsin	CBS
WJBC*	1200	250	Bloomington, Illinois	Local
WJJD	1130	20,000	Chicago, Illinois	Local
WJR†	750	50,000	Detroit, Michigan	CBS
WKBW	1500	250	Dubuque, Iowa	CBS
WLS	870	50,000	Chicago, Illinois	NBC-B
WLW	700	500,000	Cincinnati, Ohio	NBC & MBS
WMAQ	670	50,000	Chicago, Illinois	NBC-R
WMBD	1440	5,000	Peoria, Illinois	CBS
WMBI	1080	5,000	Chicago, Illinois	Local
WMT	600	5,000	Cedar Rapids, Ia.	NBC-B & MBS
WOC	1370	250	Davenport, Iowa	CBS
WOWO	1160	10,000	Fort Wayne, Indiana	NBC-B
WRJN	1370	250	Racine, Wisconsin	Local
WROK	1410	1,000	Rockford, Illinois	Local
WSBT	1360	500	South Bend, Indiana	CBS
WSUI	880	1,000	Iowa City, Iowa	Local
WTAD	900	1,000	Quincy, Illinois	Local
WTAM†	1070	50,000	Cleveland, Ohio	NBC-R
WTAQ	1330	1,000	Green Bay, Wisconsin	CBS
WTMJ	620	5,000	Milwaukee, Wisconsin	NBC

Frequencies of Stations Carrying Rebroadcasts: KSL, 1130; KNX, 1050; KPO, 680; KOA, 830; KPRC, 920; WBAP, 800; WOAI, 1190; WSM, 650; KFI, 640

NBC—National Broadcasting Company  
CBS—Columbia Broadcasting System  
MBS—Mutual Broadcasting System  
NBC-B—National Broadcasting Company Basic Blue Network  
NBC-R—National Broadcasting Company Basic Red Network  
†—Night Programs Only  
\*—10 a.m. to 5 p.m. Only

NOTICE: The programs as presented here 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.

Bell Δ indicates religious services and programs. Star ★ indicates high spot selections.  
If your favorite station is not listed at quarter or half hour periods, consult the time listings immediately above. The chances are that a network program of 30 or 60 minutes duration is on the air at a quarter-hour when you do not find your station listed.

11:15  
WAAF-Rhythm Revue  
WIBA-Today's Almanac  
WISN-Fur Time Classics  
WTMJ-Laif Parade

11:30  
★ NBC-Radio City Music Hall: KWK WLW WGWO WCFL (sw-15.21)  
NBC-University of Chicago Round Table Discussion; Guest Spkrs.: WMAQ WBOW WHO (sw-15.33)  
CBS-Salt Lake City Tabernacle Choir & Organ: WCCO WOC WTAQ  
WAAF-Secrets of Charm  
WBBM-Magic Numbers  
WFBM-Birthday Party  
WGN-Morning Serenade  
WIRE-Melody Hour  
WISN-You Shall Have Rhythm  
WKBB-Sunday Morning Revue  
WLS-Howard Peterson, organist  
WMT-Music Memory  
WOC-Variety Show

11:45  
CBS-Salt Lake Tabernacle: WMBD

12:15  
WCFL-New Songs  
WMBD-For Men Only  
WOC-Sunday Serenade  
WROK-News  
WTAD-Storyland Lady

12:30  
NBC-Back Home Musical Drama: WENR WMT WIBA  
CBS-To be announced: WKBB WCCO WMBD (sw-15.27)  
NBC-Smoke Dreams (H. Fendrich) Orch. & Guest: WLW WHO WMAQ (sw-15.33)  
MBS-Ted Weems' Orch.: (Darady & Vienna): WGN  
KWK-United Charities Reporter  
WBOW-Rev. Drake  
WCFL-Melodiana  
WDZ-Plow Jockeys  
WFAM-Funny Paper Man  
WFBM-House Beautiful  
WDZ-Hawaiian Strollers  
WIRE-Rhythm Makers Review  
WISN-Smooth Sailing  
WJJD-Grand Central Station  
WMBI-Organ Melodies  
WOWO-Missionary Hour  
WROK-Dan, the Funny Man  
WTAD-Motor Club Drama  
WTMJ-Musical Spelldown

12:45  
CBS-Poet's Gold; David Ross; Orch.: WFBM WKBB WCCO WMBD (sw-15.27)  
MBS-Ted Weems' Orch.: KWK  
WCFL-Music in the Air  
WIRE-Keene's Old Timers  
WISN-Coplin Concert  
WJJD-Musical Highlights  
WMBI-Round Table  
WMT-Tonic Tunes  
WTAD-Blended Voices

1:00  
★ NBC-THE MAGIC KEY OF RCA; Symphony Orch.; Frank Black, cond.; Milton J. Cross, m.c.; Tex O'Rourke; Guest: WLW WMT WBOW WENR WTMJ WOWO KWK WIBA (sw-15.21)  
CBS-Ernest A. Kehe, stamp talk: WFBM (sw-15.27)  
NBC-Sunday Drivers: WMAQ (sw-15.33)  
CBS-Fun-Bug (Barnsdall Refining Co.): WBBM WCCO KMOX WKBB WTAQ WISN  
To be announced: WHO WMBD  
WAAF-Remember With Joy  
WCFL-Musicale  
WDZ-Voice of the People  
WFAM-News: Hungarian Hour  
WGN-Alice Blue, pianist  
WIND-Polish Prgm.  
WJJD-News  
WMBI-Men's Voices in Song  
WOC-Out of the Past to You  
WROK-Amateur Hour  
WTAD-Lawrence Glosemeyer

1:15  
CBS-Romany Trail: WFBM WMBD (sw-15.27)  
WCFL-Light Classics  
WGN-Concert Orch.  
WIRE-News  
WJJD-Sterling Young's Orch.  
WMBI-Message  
WTAD-Quincy Marches On

1:30  
NBC-Widow's Sons, sketch: WMAQ KSD WIRE WHO (sw-15.33)  
CBS-Living Dramas of the Bible: WOC WCCO WMBD (sw-15.27)  
MBS-Chamber Orch.: WGN  
KMOX-Front Page Patrol  
WAAF-Tower Tunes  
WBBM-Aeolian Trio  
WCFL-Light Classics  
WFBM-House Beautiful  
WISN-Jewels of the Air  
WJJD-Uncle Joe & Aunt Sally  
WKBB-News  
WMBI-Young People's Hour  
WROK-Honolulu Melodies  
WTAQ-Bavarian Orch.

1:45  
CBS-Living Dramas of the Bible: WISN  
WAAF-Dream Gondola  
WBBM-Builders of Happiness  
WCFL-Interlude  
WFBM-Bohemians  
WKBB-Bohemians  
WROK-Organ Reveries  
WOWO-Temple Radio Service  
WTAD-Public School Prgm.

2:00  
★ CBS-Everybody's Music; Howard Barlow & Symphony Orch.: WOC WMBD WFBM KMOX WBBM WKBB WCCO (sw-15.27)  
★ NBC-On Broadway, sketch (Diamond Crystal Salt): (sw-15.21)  
New York's famous Broadway will be the setting of the new dramatic series entitled On Broadway. The show, which will be heard each Sunday at this hour, will be the dramatization of a story complete in itself, dealing with the adventures, joys and sorrows of all the types that daily and nightly throng the famous thoroughfare, and each will feature a different hero and a different heroine. The show will be broadcast from the NBC Radio City studios and the talent, drawn from the legion of experienced actors and actresses who have acted and lived on Broadway itself, will be changed as the requirements of each episode demand.  
NBC-Tapestry of Melody: KSD WMAQ WBOW WHO (sw-15.33)  
MBS-Alice Blue, pianist: WGN  
NBC-There Was A Woman, drama: KWK WENR  
Polly Pretends: WOWO WIRE  
News: WIBA WIND  
WCFL-Organ Recital  
WDZ-Lee Lynch Co-Op  
WFAM-A.Z.A. Prgm.  
WISN-Polish Merry-makers  
WJJD-Fred Beck, organist  
WLW-Church by the Side of the Road  
WMBI-Singers  
WMT-Tangled Tunes  
WROK-News; Matinee Musicales  
WTMJ-Football; Packers vs. Detroit

2:15  
CBS-Everybody's Music: WFAM  
MBS-Concert Orch.: WGN  
WAAF-Helen Grayson  
WIBA-Today's Almanac  
WIND-Club Cabana  
WJJD-Harry Owens' Orch.  
WMT-Hit Parade  
WTAD-Frances Mourning

2:30  
NBC-Popular Melodies: WIRE  
WOWO WENR WIBA (sw-15.21)  
CBS-Everybody's Music: WTAQ WISN  
NBC-Bicycle Party (Cycle Trades) Swor & Lubin, comedians; Bert Whaley, bar.; Hugo Mariani's Orch.: WBOW WMAQ WHO WLW KSD  
MBS-Edna Sellers, organist: KWK WGN  
News: WCFL  
WAAF-Petite Musicales  
WBBM-Flanagrams  
WCBD-Zion Sunday Services  
WDZ-Man's Wife on Train  
WIND-Bleacher Bug, Jimmy Dudley  
WISN-Dugout Doings  
WJJD-Happy Harmonies  
WROK-Viewing the News

2:45  
NBC-Popular Melodies: WMT WBBM-Dugout Doings  
WDZ-Glen & Frank  
WGN-Baseball Headliners  
WIND-Sports Globbs, Russ Hodges  
WROK-Salon Music  
WTAD-James Moseby

3:00  
CBS-Dr. Harry Hagen's Spelling Bee: WOC KMOX WKBB WFBM WFAM WCCO WTAQ WISN WMBD  
NBC-Romance Melodies: WMAQ WBOW KSD (sw-15.33)  
NBC-National Vespers: WENR Baseball; To be announced: WGN WIND WBBM WJJD  
WAAF-Jimmie Kozak, pianist  
WDZ-Rhythm Ramblers  
WIBA-Concert Hall of the Air  
WIRE-Baseball Game  
WJBC-Band Concert  
WMT-Richard Wilson, talk  
WOWO-Temple Radio Service  
(Continued on Next Page)

PLEASE NOTE: Symbol in parentheses, such as (sw-9.53), appearing after a program listing indicates that this program may be heard by tuning in 9.53 megacycles frequency on your short-wave dial. For foreign short-wave programs, please see page 46

# Sunday

October 3



**IRENE RICH**  
Star of Welch dramas  
Sun. 8:45 pm CST

(3:00 p.m. Continued)  
WROK-Musicale  
WTAD-News  
**3:15**  
WAAF-Hymntime  
WDZ-River Ramblers  
WMT-Today in Arts & Sciences  
WTAD-Bessie Dean Reinert  
**3:30**  
NBC-The World Is Yours: KSD  
WMAQ WBOW WIBA (sw-15.33)  
NBC-Senator Fishface & Prof. Figgshottle; Norman Cloutier's Orch.; Jean Ellington, songs; Showmen Quartet; Paul Stewart, m.c.: WMT KWK WENR  
KSD-Community Forum; News  
WCFL-Melody Matinee  
WDZ-Clinton Radio Show  
WLW-To be announced  
WOWO-ΔChurch of the Nazarene  
WROK-Rudolph Friml's Orch.  
**3:45**  
WAAF-Kay Arneu  
WJBC-Matinee Players  
WROK-ΔJudge Rutherford; Musicale  
WTAD-Billy Bob Richardson  
**4:00**  
★ NBC-Metro. Opera Auditions of the Air (Sherwin Williams Co.); Wilfred Pelletier, Orch. cond.; Guests: WENR WOWO KWK WBOW (sw-15.21)  
*An interesting story about the program can be found on page 9.*  
CBS-Silver Theater; Rosalind Russell; James Stewart; Conrad Nagel, dir. & Narrator; Felix Mills' Orch.: (1847 Rogers); WFBM KMOX WCCO WBBM  
You will find a detailed story about this program on page 9.  
NBC-Marion Talley, sop. (Ry-Krispy); Josef Koestner's Orch.; chorus: WIRE WMAQ WHO WTMJ WIBA (sw-15.33)  
NBC-To be announced: KSD  
MBS-Singing Lady (Kellogg): WLW  
KSD-Baseball Scores  
WAAF-Deadlines  
WCFL-Varieties  
WISN-To be announced  
WJBC-Matinee Players  
WMT-Easy Iowa Songfest  
WOC-News  
WROK-News; ΔAve Maria Hour  
WTAD-Loreine Meyer Hughes  
**4:15**  
To be announced: WFAM WKBB WMBD

WDZ-To be announced  
WTAD-Mabel Hild Arnold  
**4:30**  
★ CBS-Guy Lombardo's Orch. (Bond Bread): KMOX WFBM (sw-15.27)  
CBS-Howard Neumiller, pianist: WOC WKBB WMBD WTAQ WISN  
NBC-The Time of Your Life (Gruen Watch Co.): WMAQ WHO WBOW WLW (sw-15.33)  
*Read "Time of Her Life," a story about Sheila Barrett, on page 16.*  
NBC-Acme Sunshine Melodies; Smilin' Ed McConnell; Palmer Clark's Orch.; Choral Group: WENR WMT KWK (sw-15.21)  
NBC-The Shadow (D.L. & W. Co.): WGN  
WAAF-Organ Melodies  
WCCO-Lamplighting Time  
WCFL-Organ Recital  
★ WCLS-FOR YOUR INFORMATION (1310 kc)  
WDZ-Tuscola on the Air  
WFAM-News; In the Gloaming  
WIBA-American-Scandinavian Hr.  
WOWO-Matinee Tunes  
WROK-Musicale  
**4:45**  
CBS-Eddie House, organist: WOC WISN WKBB WMBD WTAQ  
WAAF-Gypsy Fortunes  
WDZ-Movie Swingtime  
WJBC-Madge & Lucille  
WROK-In Old Mexico  
WTAD-Sports Review  
WTMJ-Spice of Life  
**5:00**  
NBC-Ernest Gill's California Concert: KWK WOWO WCFL (sw-15.21)  
CBS-Joe Penner with Jimmie Grier's Orch.; Gene Austin, songs; The Mystery, Singer; Girl Octet; Coco Malt, comedians (Coconialt): KMOX WCCO WFBM WBBM WHAS WJBR  
MBS-Georgie Price; Keymen & Morton Gould's Orch.: WGN WMT  
NBC-ΔCatholic Hour: WMAQ WBOW WIBA (sw-9.53)  
To be announced: WSBT WTAQ WHO WOC  
WAAF-Harmony Hall  
WENR-Amateur Hour  
WIND-Sports Review  
WJBC-Dance Time  
WJJD-To be announced  
WKBB-America on Parade  
WLW-Cafes of Yesterday  
WMBD-Hit Parade  
WROK-Marimba Melodies  
WTAD-Barney Thompson  
WTMJ-Jam Session  
**5:15**  
WAAF-Washington Watchman  
WIND-Rhythm in Red  
WJJD-Sterling Young's Orch.  
WOC-Twilight Serenade  
WROK-The Buccaneers  
WTAD-News Summary of Week  
**5:30**  
★ NBC-A TALE OF TODAY, drama (Princess Pat): WMAQ (sw-9.53)  
★ MBS-Fun in Swing Time (Admiracion Laboratories, Inc.); Tim & Irene; Bunny Berigan's Orch.: WGN KWK  
NBC-Ted Wallace's Sing Band: WBOW WCFL (sw-15.21)  
CBS-Romantic Rhythms (Chevrolet); Seymour Simon's Orch.; Sally Nelson, vocalist; Barry McKinley, bar.; Basil Ruys-

## Design for Listening

Stations which will broadcast these programs may be found in the adjacent Program columns at the time hereunder indicated.

### AFTERNOON

1:00 CST JOHN CHARLES THOMAS and Linton Wells, guests on The Magic Key, NBC.  
2:00 CST EVERYBODY'S MUSIC by Howard Barlow and symphony orchestra, CBS.  
4:00 CST ROSALIND RUSSELL AND JAMES STEWART in "First Love," premiere of Silver Theater presentations, CBS.  
4:00 CST METROPOLITAN OPERA AUDITIONS, first program of 1937-38 series, NBC.  
4:00 CST THE SINGING LADY, Irene Wicker in premiere of new series, MBS.  
4:30 CST THE TIME OF YOUR LIFE, premiere of new variety show with Sheila Barrett, Joe Rines and Graham McNamee, NBC.  
5:00 CST JOE PENNER with Gene Austin, Coco and Malt, the Mystery Singer, girl octet and Jimmie Grier's orchestra, first broadcast in fall series, CBS.

### NIGHT

6:00 CST JACK BENNY, MARY LIVINGSTONE, KENNY BAKER, SAM HEARN, Andy Devine, Don Wilson, Phil Harris' orchestra, first program in new fall series, NBC.  
6:00 CST JEANETTE MacDONALD and Josef Pasternack's orchestra, CBS.  
6:30 CST PHIL BAKER with Beetle and Bottle, Patsy Kelly and Oscar Bradley's orchestra, premiere, CBS.  
6:30 CST BAKERS' BROADCAST with Feg Murray, cartoonist, Harriet Hilliard and Ozzie Nelson's orchestra, first program of fall series, NBC.  
7:00 CST NELSON EDDY, Herbert Marshall, W. C. Fields, Edgar Bergen and Charlie McCarthy, Dorothy Lamour, NBC.  
7:00 CST GENERAL MOTORS CONCERT with Erna Sack, soprano; Jussi Bjoerling, tenor, and Erno Rapee directing symphony orchestra, first broadcast in fall series, NBC.  
8:00 CST KIRSTEN FLAGSTAD, soprano, guest of Ford Sunday Evening Hour, CBS.  
8:00 CST TYRONE POWER and Margaret Sullivan in "Her Cardboard Lover," premiere of Hollywood Playhouse series, Darryl Zanuck, guest, NBC.

### NIGHT

6:00  
★ CBS-VICK'S OPEN HOUSE; Jeannette MacDonald, sop.; Mixed Chorus; Josef Pasternack's Orch.: WISN KMOX WFBM WCCO WHAS WJBR WBBM (sw-11.83)  
★ NBC-Jell-O Prgm.; Starring Jack Benny, comedian, with Mary Livingstone; Kenny Baker, trn.; Sam Schleppepman, Hearn; Andy Devine; Phil Harris' Orch.: WBOW WIRE WIBA WMAQ WTMJ WHO KSD WLW WTAM (sw-9.53) (also see 10:30 p.m.)  
Jack Benny, radio's top ranking comedian, with Mary Livingstone, his celebrated partner in private and professional life, will resume his new three-year, non-cancelable contract. He will be launching his fourth season under the same auspices and rounding out his sixth year as a microphone performer. For the first time in all the years he has been on the air, Jack Benny has decided to continue with the services of an orchestra leader for the second consecutive season, and has signed Phil Harris for his program. Sam "Schleppepman" Heurn, Kenny Baker, Don Wilson and Andy Devine rejoice the suave jester for his new series.  
NBC-Music of the Masters: KWK WENR WOWO WMT (sw-11.87)  
WCFL-Organ Recital  
WGN-Freddie Martin's Orch.  
WIND-Memories That Endure  
WMBD-Juvenile Choir  
WOC-Sport Summary  
WROK-Boy Scout Bulletin Board  
WSBT-Sunday Varieties  
WROK-News; Dinner Music  
WTAQ-Eugene Wald, news  
**6:15**  
News: WCFL WMBD WTAQ-Club Cabana

6:30  
★ NBC-BAKER'S BROADCAST with Ozzie Nelson's Orch.: Feg Murray & Harriet Hilliard: WLS KWK WMT WTMJ (sw-11.87)  
Feg Murray, cartoonist of unusual facts and happenings in the lives of motion picture players, will bring his widely followed feature, "Seein' Stars," to the air in a new show replacing Werner Janssen's musical program. Ozzie Nelson and Harriet Hilliard will return to their old spot with the shift in talent of the Baker's Broadcast. Murray, originally a sports cartoonist, moved his operations to Hollywood in 1933 and began syndicating his movie-land drawings in newspapers throughout the country. The episodes he will relate in the new radio series will be dramatized as each narration progresses. Nelson's orchestra and Miss Hilliard, who is Nelson's wife, have been the musical stars of this series for the last four winter seasons. Janssen's program having replaced theirs only for the summer. The broadcasts will come from the NBC Hollywood studios.  
CBS-Twilight Musicale: WKBB WCCO WISN WBBM  
CBS-Phil Baker, comedian (Gulf Oil) with Beetle & Bottle; Oscar Bradley's Orch.; Guest: WJBR WSBT WFBM WHAS (sw-11.83)  
CBC-Fireside Recitals (American Radiator); Sigurd Nilssen, bass; Helen Marshall, sop.: KSD WMAQ WHO WIRE WTAM  
MBS-Ted Weems' Orch.: WGN  
★ KMOX-HOLLYWOOD REPORTER  
WAAF-Song Styles  
WBOW-String Trio  
WCFL-Dance Orch.  
WIND-Supper Club  
WLW-Songs You All Sing  
WMBD-Jubilee  
WOC-News  
WOWO-Baseball Scores  
WROK-Court of Human Relations  
WTAQ-ΔAve Maria Hour  
**7:45**  
News: WKBB WTAD  
**8:00**  
★ NBC-Hollywood Playhouse (Woodburys): Presents Tyrone Power & Guest: WMT WENR WLW KWK (sw-11.87) (also see 10:30 p.m.)  
*"Man of the Hour," a story about Tyrone Power, can be found on page 7 of this issue.*  
Darryl F. Zanuck, vice president in charge of production of Twentieth-Century Fox Pictures will make one of his rare radio appearances to introduce Tyrone Power when the young screen actor makes his radio debut tonight. Power's series of dramatic broadcasts, presenting Broadway hit plays and dramatizations of popular short stories, will replace the current Rippling Rhythm Revue. The new show will, according to the sponsors, combine the finest talent of Hollywood with the best available scripts by leading short story writers and dramatists. Powers' leading lady, to be changed for each performance, will be chosen from the list of famous screen stars. The supporting cast likewise will vary according to the type of characters required for minor roles. As leading man of the series, Power will enact not only the fresh, youthful type that has made him one of the top ranking actors in Hollywood but also will demonstrate the dramatic talent that has made the name Power distinguished in the American theater for two generations. Son of a distinguished actor of the same name, Tyrone Power has skyrocketed to movie fame in a few pictures.  
★ CBS-Ford Sunday Evening Hour; Symphony Orch. & Chorus; Dir. Jose Iturbi: WJBR WSBT WKBB WTAQ WHAS KMOX WCCO WFBM WBBM WMBD WOC WISN (sw-11.83)  
*Turn to page 8 and learn more about Kirsten Flagstad, the guest on this program tonight.*  
Kirsten Flagstad will sing Du Bist der Lenx (Thou Art the Spring, from Wagner's "Die Walkure," the Wagnerian melody "Dreams," Still Wid Die Necht (Bolnu), At Parting (Rogers), Love Went A-Riding (Iridge), and, with the chorus, Old Folks At Home (Koster). Orchestra selections will be Overture to Mozart's "The Magic Flute," Prelude to Act II of "Lohengrin," Doll Serenade and Golliwog's Cakewalk from Debussy's "Children's Corner," and the Overture to Wagner's "Die Meistersinger." In conclusion, the chorus and audience will sing Martin Luther's hymn, "A Mighty Fortress Is Our God."  
★ MBS-John Nesbitt's Passing Parade: WGN  
NBC-Manhattan Merry-Go-Round (Dr. Lyons); Pierre Le Kreun, trn.; Men About Town, trio; Rachel Carley, vocalist; Don Donnie's Orch.: WTAM KSD WIBA WTMJ WMAQ WIRE KOA WHO (sw-9.53)  
WBOW-To be announced  
WCFL-Irish Hour  
WIND-On To Adventure  
WROK-Variety Hour  
WSUI-Vespers; Professeur M. Willard Lampe

**TONIGHT!**  
*Jeanette MacDonald*  
WBBM WCCO  
WFBM  
**6 P. M.**

VICKS OPEN HOUSE is back on the air every Sunday over a coast-to-coast Columbia network. Tune in tonight and hear the glorious voice of Jeanette MacDonald in songs from her sensational screen successes. Presented by Vicks... makers of Vicks Va-tro-nol, handy aid in preventing many colds, and Vicks VapoRub, family standby for relieving colds.

## MR. FAIRFAX KNOWS

A program that will feature a CANARY CHORUS is scheduled to begin over the Mutual network on October 10 at 11:45 a.m. EST. WGN will be the Chicago outlet.—Mrs. A. G. W., West Chicago, Ill.

**A TALE OF TODAY**  
*True Life Romance*  
WMAQ-WOW-NBC-Sunday  
**5:30 P. M., CST**  
presented by **PRINCESS PAT**  
-the only face powder with an almond base

**MR. FAIRFAX KNOWS**

A program that will feature a CANARY CHORUS is scheduled to begin over the Mutual network on October 10 at 11:45 a.m. EST. WGN will be the Chicago outlet.—Mrs. A. G. W., West Chicago, Ill.

# Sunday

## October 3



**WILLARD FARNUM**  
Dick Martin in "A Tale of Today"  
Sun. 5:30 pm CST

**NBC-Barney Rapp's Orch.:**  
WTAM WBOW WMAQ (sw-9.53)  
News: WFBM WMT WIND WLW  
KOA-Night Editor  
WCCO-Clyde Lucas' Orch.  
WCFL-Pentacostal Church  
WGN-Fred Waring's Orch.  
WIBA-Park Hotel  
**11:30**  
NBC-One Man's Family: KPO  
KFI (also see Wed. Prgm. at  
8 p.m.)  
End of Sunday Programs

### Frequencies

KMOX-1090  
KOA-830  
KSD-550  
KWK-1350  
WAAF-920  
WBAA-890  
WBBM-770  
WBOW-1310  
WCB-1080  
WCCO-810  
WCFL-970  
WDZ-1020  
WFAM-1200  
WFBM-1230  
WGN-720  
WHA-940  
WHAS-820  
WHO-1000  
WIBA-1280  
WIND-560  
WIRE-1400

8:15

WGN-Joe Sanders' Orch.  
WIND-News

8:30

★ **NBC-AMERICAN ALBUM OF**  
Familiar Music (Bayer's As-  
pirin); Frank Munn, tr.;  
Jean Dickenson, sop.; Amster-  
dam Chorus; Arden & Arden,  
piano duo; Bertrand Hirsch,  
violinist; Gus Haenschens'  
Orch.: WHO WIRE WMAQ  
WTAM WIBA WTMJ KSD  
KOA (sw-9.53)

★ **NBC-George Fischer's Jergens**  
Journal: WENR WMT WLW  
KWK (sw-11.87) (also see  
10:15 p.m.)  
MBS-Dramatic Varieties (Com-  
mentator Magazine): WGN

WIND Down the Mississippi  
8:45  
★ **NBC-IRENE RICH (WELCH**  
Grape Juice), drama: WENR  
WOWO WMT KWK (sw-  
11.87) (also see 10 p.m.)  
Irene Rich stars in a new play  
entitled "The Crook Type."  
The play concerns a very ob-  
noxious young man who  
thinks himself the world's  
greatest expert at judging  
character: the circumstances  
which deflate his ego make  
WGN-News; Sports Review  
WLW-Jack Randolph. songs

9:00

CBS-Hollywood Showcase; Lud  
Gluskin's Orch.; Guest: WISN  
WFBM KMOX WSBT WBBM  
WOC (sw-11.83)

★ **NBC-Sealtest Sunday Night**  
Party; James Melton, m.c.;  
Robert Dolan's Orch.; New  
Yorkers Chorus; Tom Howard  
& George Shelton. comedians:  
WTAM WMAQ WIBA WTMJ  
WHO KSD (sw-9.53)

★ **NBC-Zenith Foundation: WMT**  
WOWO WENR WLW KWK  
(sw-11.87)

★ **MBS-Good Will Hour: WGN**  
Comedy Stars of Broadway:  
WCCO WMBD  
KOA-Golden Melodies  
WBOW-Organ Reveries  
WFL-Amateur Hour  
WHAS-Vocal Varieties  
WIND-Leaders in Dance Time  
WJR-Jack Randolph, songs  
WKBB-Duquesne Marches On  
WROK-Birth of a Leader

WSUI Univ. Symp. Orch.  
WTAQ-Dance Orch.  
9:15  
WBOW-Easy to Remember  
WCCO-Bernie Bierman  
WHAS-Harry Currie's Orch.  
WIND-Walkathon  
WJR-Comedy Stars of Broadway  
WMBD-All-Star Varieties  
WTAQ-Lete's Dance

9:30

★ **NBC-Cheerio, inspirational talk**  
music: WENR WBOW WIRE  
(sw-11.87)

CBS-To be announced: WISN  
WFBM WCCO WMBD WSBT  
WBBM KMOX WTAQ WKBB  
WOC (sw-11.83)

MBS-Rhythm & Romance WGN  
KWK WMT  
Comedy Stars of Broadway:  
KMOX KOA  
WFBM-Frank Morgan & Guest  
WJR-In the Hermit's Cave  
WLW-Unsolved Mysteries  
WROK-Musicale

9:45

NBC-Concert Orch.: WOWO  
KMOX-Jack Randolph, songs  
WHAS-Comedy Stars of Broad-  
way  
WIRE-Indiana on Parade  
WMT-Over the Transom  
WROK-News

10:00

NBC-Irene Rich (Welch Grape  
Juice), drama: WSM (also at  
8:45 p.m.)  
CBS-To be announced: WISN  
WJR WCCO

NBC-Russ Morgan's Orch.: KSD  
WTAM WMAQ  
NBC-Interesting Neighbors; Jerry  
Belcher (F. W. Fitch Co.):  
KOA KFI (also at 6:45 p.m.)  
MBS-Old Fashioned Revival  
WIND WMT  
News: WENR WIBA WMBD  
WHAS WOC WTAQ  
KMOX-Brown's Game Replayed  
WBBM-Ilorace Henderson's Oren  
WBOW-Leo Baxter's Orch.  
WCFL-National Revival  
WHO-Your Favorite Songs  
WIRE-Interpreters House  
WLW-Paul Sullivan, news  
WOWO-Back Home Hour  
WTMJ-Last Word in Sports

10:15

NBC-Choir Symphonette: KWK  
(sw-6.14)  
NBC-Walter Winchell. WBAP  
WSM KPRC WOAJ (also at  
7:30 p.m.)

CBS-Benny Meroff's Orch.:  
WMBD WOC WHAS WFBM  
MBS-Freddie Martin's Orch.:  
WGN  
News: WIRE WCCO WHO  
Dance Orch.: WLW WTAQ  
WTMJ

KMOX-Emerson Gill's Orch.  
KOA-Melody Masters  
WBBM-Studio Time  
WENR-Earl Hines' Orch.  
WIBA-Club Chanticleer

10:30

★ **NBC-Jell-O Prgm.; Starring**  
Jack Benny: KFI KOA (also  
at 6 p.m.)

★ **NBC-Hollywood Playhouse,**  
(Woodbury); Tyrone Power &  
Guests: WSM WBAP KPRC  
WOAJ (also at 9 p.m.)  
NBC-Eddie Varzos' Orch.: WENR  
(sw-9.53)

NBC-News; Sande Williams'  
Orch.: WTAM WBOW WMAQ  
(sw-9.53)

CBS-Cab Calloway's Orch.: WOC  
WHAS WISN WMBD WTAQ  
WKBB WFBM WCCO WSBT  
KMOX (sw-11.83)  
MBS-Ted Weems' Orch.: WGN  
WIRE  
KWK-The Range Riders  
WBBM-News, Todd Hunter  
WCFL-Jack Kelly's Orch.  
WHO-To be announced  
WIBA-Continental Nights  
WIND-Hawaiian Melodies  
WJR-Hermit's Cave  
WLW-Clyde Trask's Orch.  
WOWO Stars of Broadway  
WTMJ-News

10:45

CBS-Cab Calloway's Orch.:  
WBBM  
NBC-Eddie Varzos' Orch.: KWK  
WTMJ-Dance Orch.

11:00

CBS-Frankie Masters' Orch.:  
WBBM WISN WHAS WJR  
WKBB WMBD KMOX WTAQ  
WOC  
MBS-George Olsen's Orch.: KWK  
WIRE  
NBC-Henry Busse's Orch.: WENR  
WOWO (sw-6.14)

# Monday

## October 4

# Monday

### MORNING

7:00 am CST

CBS-Morning Almanac (sw-  
21.52)  
News: WLS WTAD  
Musical Clock: WROK WOC  
WBBM

7:30

News: WTAQ WIBA

7:45

Musical Clock: WIBA WOC

8:00

★ **NBC-Breakfast Club; Vocal-**  
ists: Don McNeill, m.c.; Orch.:  
News: WOWO WCFL  
CBS-Metropolitan Parade; News:  
WTAQ WFAM (sw-21.52)  
NBC-Women & News: WBOW  
News: WMT WMBD  
Musical Clock: WBBM WROK  
WKBB

8:15

NBC-Streamliners: WBOW  
Musical Clock: WMT WIAD

8:30

CBS-Jack Berch's Boys (Fels &  
Co.): WMOX WCCO  
MBC-Herald Tribune Forum:  
WOWO WCFL  
The topic of the first session  
will be "A Generation Find-  
ing Itself." The speakers:  
Mrs. Ogden Reid, Florella La  
Guardia, Mrs. Franklin D.  
Roosevelt, Stringfellow Barr  
and James J. McEntee.

KWK-Pep-Up-Parade; News  
WCCO-Musical Chimes  
WFAM-Your Engagement Book  
WFBM-Value Varieties  
WGN-Good Morning  
WHO-Morning Melodies  
WIBA-Today's Almanac  
WIND-News & Current Hits  
WIRE-Melody; Varieties  
WJJD-Board of Education  
WLS-Prairie Ramblers & Patsy  
WLW-Mad Hatterfields (sw-6.06)  
WMAQ-Whistler & His Dog  
WMBD-Kroger's Bandwagon  
WMT-Musical Clock  
WOC-Mail Bag  
WROK-Δ Morning Devotions  
WSUI-Daily Iowan; Morning Mel-  
odies; Reports

8:45

CBS-Bachelor's Children, sketch  
(Old Dutch Cleanser): KMOX  
WCCO (sw-21.52)  
NBC-Landl Trio: WMAQ WBOW  
WFAM-Δ Morning Devotions  
WFBM-Apron Strings  
WHO-Musical Clock  
WIBA-Interlude; Baron's Prgm.  
WJJD-Tuberculosis Institute  
WLS-The Hilltoppers  
WLW-Young Widder Jones  
WMBD-Jay's Radio Prgm.  
WOC-News  
WROK-Town Crier  
WTAD-Airline News

9:00  
★ **CBS-PRETTY KITTY KEL-**  
ly, sketch (Wonder Bread):  
WISN WFBM WCCO KMOX  
WOC WBBM (sw-21.52)

NBC-Mrs. Wiggs of the Cabbage  
Patch sketch (Old English  
Wax): WMAQ WIRE WHO  
Pictures of the entire cast of Mrs.  
Wiggs of the Cabbage Patch can  
be found on page 14.

NBC-Herald Tribune Forum:  
WLS (sw-15.21)

NBC-Breen & de Rose, songs:  
KWK WBOW

KSD-News, Melody Moods  
WAAF-Morning Revue  
WCB-Italian Prgm  
WCFL-Party Line  
WFAM-Dick Cover, organist  
WGN-Feature Foods Hour  
WIND-Mane Pelletier, pianist  
WJJD-Nick Lucas & Playboys  
WLW-Linda's First Love  
WMBD-Messenger; Weather  
WOC-Δ Board  
WROK-News & Markets  
WSUI-Within the Classroom  
WTAD-News  
WTAQ-Mid-morning Revue  
WTMJ-What's New in Milwau-  
kee?; Belle & Martha

9:15

NBC-Herald Tribune Forum:  
WLS (sw-15.21)

CBS-Myrt & Marge, sketch (Su-  
per Suds): KMOX WFBM  
WCCO WISN WBBM (sw-  
21.52)

NBC-John's Other Wife, sketch  
(Louis Phillippe): WMAQ  
WIRE WHO

NBC-Bennett & Wolverton, in-  
strumentalists: KSD  
NBC-Vaughn de Leath, songs:  
KWK WBOW  
WAAF-Hollywood Brevities  
WHA-American Observer  
WIBA-Melody Time  
WIND-Hawaiian Serenaders  
WJJD-Eddie Fitzpatrick's Orch.  
WLW-To be announced  
WMBD-News  
WOC-Neighbor Jim  
WROK-On the Mall  
WTAD-Women's Varieties  
WTAQ-Pamela, sketch

9:30

NBC-Herald Tribune Forum:  
WLS WMT KWK (sw-15.21)

CBS-Tony Wons' Scrapbook  
(Vicks): WCCO KMOX WBBM  
NBC-Just Plain Bill, sketch (An-  
acin): WMAQ WIRE WHO  
NBC-Feather for Luck, sketch:  
WCFL KSD

WAAF-Morning Song  
WBOW-Oklahoma Outlaws  
WCB-German Musicale  
WFAM-Fashion Pointers  
WFBM-Kitchen Clinic  
WGN-Get Thin to Music  
WHA-School of the Air  
WIND-Eb & Zet

WISN-Alan Hale, news  
WJJD-Story Hour  
WKB-Musical Breakfas  
WLW-We Live Again, drama  
WMBD-Morning Gold  
WOC-Morning Parade  
WOWO-Richard Trojan  
WROK-Intimate Review  
WTAD-Δ Church in Wildwood  
WTAQ-Melody Lane  
WTMJ-Morning Melodies

9:45

★ **NBC-TODAY'S CHILDREN,**  
sketch (Pillsbury): WMAQ  
WIRE WHO WTMJ KSD  
CBS-Ruth & Bill, songs: WCCO  
WFAM WFBM WTAQ WMBD  
NBC-Viennese Ensemble: WBOW  
Party Line: WTAD WOC  
KMOX-Ma Perkins  
KWK Top o the Morning  
WAAF-Memory Lane  
WBBM-Man on the Street  
WCFL-Swingtime  
WGN-Musical Mail Box  
WIBA-Dolly Madison  
WIND-Thru the Hollywood Lane  
WISN-Ann Leslie's Scrapbook  
WKBB-Sunshine Express

WLS-News

WLW-Houseboat Hannah (sw-  
6.06)  
WMT-Day Dreamer  
WOWO-Modern Home Forum  
WSUI-Prgm. Calendar

10:00

★ **NBC-THE O'NEILLS, SKETCH**  
(Ivory Flakes): WLS (sw-  
15.21)  
CBS-Louise & the Lads: WISN  
WOC WFBM  
NBC-Dave Harum, sketch (Bab-  
O): KSD WIRE WMAQ WHO  
NBC-Hollywood High Hatters:  
WBOW

News: WIND WMT WTAD  
KMOX-Jean Abbey, shopper  
WAAF-Woman's Page of the Air  
WBBM-Hollywood Spotlight  
WCB-Hit Tunes  
WCCO-Jean Abbey  
WCFL-Swingtime  
WDZ-We Heard  
WFAM-Mrs. Riley, Shoppepr's  
Guide

WGN-Don Pedro & Piano  
WHA-Homemakers  
WJBC-Farm Flashes  
WJJD-Dude Martin  
WMBD-Neighbor Jim  
WLW-News; Markets (sw-6.06)  
WROK-Melody Time  
WSUI-Homemakers' Chat  
WTAQ-Top Tunes  
WTMJ-Household Hints

10:15

CBS-Romance of Carol Kennedy,  
sketch (Heinz): KMOX WOC  
WISN WBBM WFBM WCCO  
WOC  
NBC-Painted Rock, sketch:  
WBOW WCFL

NBC-Backstage Wife, sketch  
(Dr. Lyons): WMAQ WTMJ  
WIRE KSD WHO WIBA  
NBC-Road of Life, sketch (Chip-  
so): WLW WLS (sw-15.21)

KWK-Party Line  
WAAF-Viceroy Widow, sketch  
WJJD-Organ Reveries  
WGN-Bachelor's Children  
WIND-Birmingham & Buckaroos  
WJBC-Lucky Lady, news  
WJJD Two of a Kind  
WMBD-Linda's First Love  
WMT-Harper Family  
WOWO-Tri Topics  
WROK-Home Science Dept.  
WSUI-Musical Favorites  
WTAD-Neighbor Jim  
WTAQ-Grunow Radio Vocals

10:30

★ **NBC-Vic & Sade, sketch**  
(Crisco): WLS KWK WMT  
(sw-15.21)  
CBS-Big Sister, sketch (Rinso):  
WCCO WBBM WISN WMBD  
KMOX WFBM  
NBC-How to be Charming,  
sketch (Phillips): WMAQ WHO  
WIRE WTMJ WIBA  
WAAF-Secrets of Charm  
WBOW-Waltz Time  
WCFL-Peeper in the Pantry  
WDZ-Division o Highways  
WFAM-Medical Talk; Gypsy Fid-  
dles

WGN Painted Dreams

WIND-Speaking of Love  
WJBC-Dollar Daze  
WJJD-Women's Exchange Prgm.  
WKBB-Mixing Bowl  
WLW-To be announced  
WMBD-Δ Devotional Hour  
WOC-Melodic Serenade  
WOWO-Linda's First Love  
WSUI-Book Shelf  
WTAD-Ma Perkins  
WTAQ-News; Women's Hour

10:45

NBC-Edward MacHugh, Gospel  
Singer (Ivory Soap): WLS  
WLW (sw-15.21)

CBS-Aunt Jenny's Real Life  
Stories (Spry): WBBM WCCO  
KMOX WMBD WFBM WISN  
NBC-Herald Tribune Forum:  
KSD WMAQ WBOW  
Frederic and Irene Joliot-  
Curie, son-in-law and daugh-  
ter of Mme. Curie, will  
speak.

MBS-To be announced: WIRE  
WGN KWK  
News: WIND WDZ  
WAAF-Foolish Questions  
WCFL-Peekers in the Pantry  
WFAM-Morning Melodies  
WHA-Operetta Favorites  
WHO-To be announced  
WIBA-Easy to Remember  
WJBC-Payne Pioneers  
WJJD-Board of Education  
WKBB-Tonic Tunes  
WMT-Numerical Jamboree

WOC-Organ Melodies  
WOWO-Home Folk Frolic  
WROK-Amer. Family Robinson  
WTAD-Betty & Bob  
WTMJ-Blue Room Ensemble

11:00

NBC-Girl Alone, sketch (Kel-  
logg): WMAQ WLW  
CBS-Mary Margaret McBride,  
talks (Minute Tapioca): WOC  
WBBM WFBM KMOX WISN  
WCCO WFAM  
NBC-Happy Jack Turner, songs  
KSD (sw-15.33)

NBC-Herald Tribune Forum:  
WOWO KWK  
Mary Lewis, vice-president of  
Best and Co., and Colby  
Chester, president of General  
Foods Corp., will be the  
speakers. Reinold Werren-  
rath will sing.

WAAF-Melody Parade  
WBAA-Amer. Institutions; Prof.  
Phillips  
WBOW-Neighbor Jim  
WCFL-Board of Education  
WDZ-Rudolph Frimel  
WGN-Woman in the Store  
WHA-Music Appreciation  
WIO-Continental Prgm.  
WIBA-Linda's First Love  
★ **WIBU-AID PARADE**  
WIND-Rhythm for Two  
WIRE-On the Mall  
WJBC-Personality Hour  
WJJD-Bureau of Missing Persons  
WKBB-Rhombert's Movie News  
WLS-Virginia Lee & Sunbeam  
WMBD-Thrift Message  
WMT-Magic Kitchen  
WROK-Musicale  
WSUI-Artists Recital Bureau  
WTAD-News

★ **WTAQ-HOLLYWOOD ON PA-**  
RADE  
WTMJ-Helen Gahagan

11:15

★ **CBS-YOUR NEWS PARADE**  
(Lucky Strike Cigarettes):  
Edwin C. Hill, commentator:  
KMOX WCCO WBBM WISN  
WMBD WOC WKBB WFBM

★ **NBC-The Goldbergs, sketch**  
(Oxydol) WMAQ (sw-15.33)  
★ **MBS-Tom, Dick & Harry (Fels**  
Naphtha): WLW WMT WGN  
NBC-Edward MacHugh, the Gos-  
pel Singer (Ivory Soap): KSD  
NBC-Herald Tribune Forum:  
WIRE

KWK-Range Riders  
WAAF-Hawaiian Echoes  
WBOW-Farm Prgm.  
★ **WCAZ-MOVIE GOSSIP** (1070  
kc)  
WCFL-Moment Musicale  
WDZ-There Are Smiles  
WFAM-Harlan Hogan  
WHO-Party Line  
WIBA-Neighbor Jim  
WIND-It Happened This Week  
WJBC-Dough Boy, news  
WJJD-Criminal Court Interviews

11:45

★ **MBS-We Are Four (Libby,**  
McNeill & Libby): WGN WMT  
NBC-Farm & Home Hr.: KWK  
CBS-Our Gal, Sunday, sketch  
(Anacin): WBBM KMOX  
WFBM

KSD-Robert Hood Bowers' Band  
WAAF-Soliloquy  
WBAA-News  
WCCO-Kitty Keene  
WCFL-Fashions on Parade  
WDZ-Trading Post  
WFAM-Dick Cover, organist  
WFBM-Hoosier Farm Circle  
WHO-Betty & Bob  
WIRE-For Women Only  
WISN-Stump Me  
WJBC-Reid & Vin  
WKBB-Ma Perkins  
WLS-Markets; Weather; News  
WMBD-Window Shopper  
WOC-Betty & Bob  
WROK-Round the Town

(Continued on Next Page)

# Monday

October 4



**ALICE FROST**  
Big Sister  
Mon. 10:30 am CST

(11:45 a.m. Continued)  
WSUI-Farm Flashes  
WTAD-Organ Music  
WTAQ-Farm Hands  
WTMJ-News; Heinie's Grenadiers

## AFTERNOON

12:00

★ **CBS-Betty & Bob**, sketch (Gold Medal): WCCO KMOX WISN WFBM WBBM NBC-Joe White, tr & Padriac Colum, poet (sw-15.33) CBS-Mellow Moments: WKBB MBS-Microphone in the Sky: KWK News: WJJD WJBC WMBD WTAD KSD-Variety Prgm. WAAF-Symphonic Hour WBAA-Agricultural Forum WBOW-Street Reporter WCFL-Hit Review WDW-Man on the Street WGN-Bob Elson on Stare Street WHA-Noon Musicale WHO-Markets & Weather WIND-Musical Interlude; Orch. WIRE-Old Home Town WLS-Dinnerbell Prgm. WMBI-△Midday Gospel Hr. WOC-Inquiring Mike WMT-Mystery Three WSBT-Stork Report; Women in the News WSUI-Rhythm Rumbles WTMJ-Hymns of All Churches

12:15

CBS-Hymns of All Churches (Gold Medal): WBBM KMOX WFBM WCCO WISN NBC-Words & Music, Ruth Lyon, sop.; Larry Darsen, organist; Harvey Rays, narrator: KSD MBS-Carson Robison's Buckaroos (Musterole): KWK WMT WGN Carson Robison and his celebrated Buckaroos will begin a new three-times-weekly coast-to-coast series. They will be heard Mondays, Wednesdays and Fridays regularly at this time. Long one of the network's favorite minstrels of cowboy, hillbilly, and popular tunes. Robison and his singers have created an original and individual style.

WBAA-Luncheon Dance Time WBOW-Wranglers WCFL-Luncheon Concert WFBM-Hope Alden's Romance WHO-Variety Prgm. WIND-Tommy Ott, organist WIRE-Singin' Sam WJBC-Torrid Tunes WJJD-△Noon-Day Service WKBB-What's New? WMBD-Town Crier WOC-Studio Swingcopators WWOV-News WROK-Column Left, news WSBT-Harlan Hogan; News WTAD-Cy & Freckles

12:30

NBC-Love & Learn, sketch: KWK (sw-15.21) CBS-Arnold Grimm's Daughter, sketch (Gold Medal): KMOX WCCO WBBM WFBM WISN Farm Prgm.: WMBD WKBB WHA News: WIBA WOC WHO Voice of Experience: WLW WJJD Rhythm Rascals: WTMJ WTAQ WBAA-Sports Review WBOW-Luncheon Dance Hour WCFL-Young Widder Jones WDW-Plow Jockeys WGN-Markets; Mid-day Service WIND-Livestock; Interlude WIRE-Linda's First Love WMAQ-Dan Harding's Wife

WMT-German Band WOWO-Hey, Mr. Motorist! WROK-Couple on the Street WSBT-In Movieland WTAD-Farm; Markets; Weather 12:45

CBS-Hollywood in Person (Gold Medal): KMOX WCCO WBBM WFBM WISN NBC-Dan Harding's Wife: KSD NBC-Grace & Scotty: KWK (sw-15.21) Man on the Street: WSBT WCFL WBAA-Songs and Melodies WBOW-County Agr. Agent WIBA-News; Markets WIND-News; Mr. Ernest Neville WIRE-Farm Hour; Markets WLS-Voice of the Feed Lot WLW-Betty & Bob WMAQ-The King of Hearts WMBD-Coloney Beeney WOC-Russ Morgan's Orch. WOWO-Wilbur Pickett Orch. WROK-Home Folks' Hour WTAD-To be announced WTAQ-News WTMJ-News; Heinie's Grenadiers 1:00

CBS-News Through a Woman's Eyes (Pontiac): WISN WBBM WKBB KMOX WCCO WFBM NBC-Geo. Hessberger's Orch.: WBOW KWK News: WJBC WTAD KSD-Variety Prgm. WAAF-Hoosier Philosopher WCBD-△Fundamental Bible Class

WCFL-Melody Hour WDW-Walkathon WGN-Concert Trio WHA-Legislative Forum WHO-Your Home Town WIBA-Melody Moments WIND-Italian Hour WIRE-Farm Hour; News WLS-School Time WLW-To be announced WMAQ-News WMBD-Man on the Street WMT-Cedar Valley Hillbillies; Joey & Chuck; Question Man WOC-Luncheon Music WOWO-Agricultural Prgm. WSBT-Indiana-Michigan News; Monday Serenade; Farm Flash-es

WSUI-Musical Chats WTAQ-Man on the Street WTMJ-Livestocks; News; Dance Orch.; Weather; Police Reports 1:15

CBS-Milton Charles, organist: WOC WBBM Markets: WOWO WDW KMOX-Inquiring Reporter KSD-Nathaniel Shilkret's Orch. WAAF-Waltztime WBAA-Can You Remember It? WCCO-Hope Alden's Romance WFBM-Hope Alden's Romance WGN-Wife vs. Secretary WHA-News and Views WHO-Councilman Lem Turner WIBA-Man on the Street WISN-Musical Heat Wave WJJD-Grand Central Station WKBB-News WLS-Howard Peterson, organist WMAQ-Rhythm in the Air WMBD-His Majesty, the Baby WMT-Voice of Iowa WTAD-Quincy Marches On WTAQ-Rhythm and Romance 1:30

NBC-Herald Tribune Forum: WBOW WOWO A two and a half hour session at this time will bring many good speakers from the ranks of the publishing and printing business to the microphone as speakers on the subject "The Status of a Free Press in the World Today."

CBS-Romany Trail: WOC WSBT WCCO WTAQ WSBT News: WIRE WHO WFBM Man on the Street: KWK WAAF WKBB KMOX-Linda's First Love WCBD-Zion Prgm. WDW-Ruthie Moore's Harmonica WGN-Lucky Girl WHA-College of the Air WHO-Homeboat Hannah WIBA-Home Folks' Frolic WIND-Ben Kanter WJJD-League of Women Voters WLS-Market Reports WMAQ-The Old Painter WMBD-Party Line WMT-Markets; Hillbillies WROK-Rippling Melodies WROK-Rippling Melodies WROK-Rippling Melodies WTAM-Dick Sanders 1:45

★ **CBS-Ted Malone's Between the Bookends**: WFBM WOC WSBT WCCO WTAQ NBC-Herald Tribune Forum: KWK NBC-Three Cheers: KSD

## Design for Listening

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated.

### MORNING

11:00 CST **MARY MARGARET McBRIDE**, commentator, premiere of new Monday-Wednesday-Friday series, CBS.

11:30 CST **J. EDGAR HOOVER**, speaker at police chiefs convention, NBC.

### AFTERNOON

12:15 CST **CARSON ROBISON AND HIS BUCKAROOS**, premiere of Monday-Wednesday-Friday series, MBS.

3:45 CST **DR. ALLAN ROY DAFOE**, first program in fall Monday-Wednesday-Friday series, CBS.

4:00 CST **FOLLOW THE MOON** with Elsie Hitz and Nick Dawson, Columbia premiere of Monday through Friday series, CBS.

4:15 CST **LIFE OF MARY SOTHERN**, premiere of Monday through Friday series, CBS.

5:15 CST **NEW HORIZONS**, premiere of weekly program by American Museum of Natural History, CBS.

5:45 CST **LEGAL AID SOCIETY**, talk by Harrison Tweed, president, CBS.

### NIGHT

7:00 CST **BURNS AND ALLEN**, final broadcast before four-week vacation, NBC.

7:00 CST **HORACE HEIDT'S Orchestra**, CBS.

7:30 CST **JOSEPHINE ANTOINE**, replaces Margaret Speaks as The Voice of Firestone this date, NBC.

8:00 CST **LUX RADIO THEATER**, dramatic and musical, CBS.

8:00 CST **FIBBER MCGEE AND MOLLY** with Hugh Studebaker, Bill Thompson and Ted Weems' orchestra, NBC.

9:00 CST **CONTENTED HOUR**, orchestra directed by Frank Black, NBC.

9:30 CST **ALL AMERICA**, program by U. S. Office of Education, CBS.

KMOX-One Woman's Opinion WAAF-Music in the Air WBAA-Markets & Weather WBBM-Truman Bradley WDW-Organ Music WGN-Concert Trio WHO-Your Home Town WIBA-Rhythm & Romance WIND-Studio Orch. WIRE-Police Court WJJD-Fred Beck, organist WKBB-Luncheon Musicale WLS-Melody Parade WMAQ-Studio Stooges WMBD-Colonel Beeney; Shut-in Prgm. WMT-Joe Doakes; Aunt Fanny; Novelty Quintet WROK-Melodeers WTMJ-Home Harmonizers 2:00

NBC-Herald Tribune Forum: WIRE CBS-Colonel Jack Major's Variety Show: WSBT WKBB WISN WTAQ WCCO WOC (sw-15.27) NBC-Pepper Young's Family sketch (Camay): WMAQ KSD WHO WLW WTMJ (sw-15.33) News: WFBM WIND WLS WTAD KMOX-Ma Perkins KWK-Voice of Experience WBBM-Radio Gossip Club WCBD-Polish Prgm. WCFL-German Prgm. WDW-Birthday Party WGN-Marriage License Romances WHA-School of the Air

★ **WIBA-VARIETY PRGM.** WJJD-Future Citizen WIBA-Homemakers' Hour WMBD-Trading Post WMT-Many Happy Returns; Iowa Cornhuskers WROK-News; Musicale WSUI-Poetic Interlude 2:15

NBC-Oxydol's Own Ma Perkins, sketch: WMAQ WTMJ WLW WHO KSD (sw-15.33) KMOX-Kitty Keene, Inc. KWK-Organ Melodies WBBM-Meet the Missus WCCO-Markets WCFL-To be announced WDW-News WFBM-Apron Strings WGN-June Baker WHA-Magazine Review WIND-Tommy Ott, organist WISN-Mary Ann Presents

WJJD-Ben Kanter, pianist WMBD-Shut-In Prgm. WMI-German Band WROK-Margaret Eklof, pianist WSUI-Within the Classroom WTAD-Women of the World 2:30

★ **NBC-Vic & Sade**, sketch (Crisco): WLW WHO WMAQ WTMJ KSD (sw-15.33)

★ **CBS-Pop Concert**; Howard Barlow & Concert Orch.: WSBT WKBB WTAQ WFBM WMBD WISN WBBM WCCO WOC (sw-15.27)

NBC-Herald Tribune Forum: WIRE WOWO WCFL (sw-15.21)

KMOX-Homeboat Hannah KWK-News WBOW-△Christian Science WCBD-Hit Tunes

WDZ-Man's Wife on the Train WGN-Lawrence Salerno & Piano WHA-Music of the Masters WIBA-Rhythm & Romance WIND-Afternoon Varieties WJJD-Happy Harmonies WMT-Movie Man WROK-Music Box Melodies 2:45

★ **NBC-THE O'NEILLS, SKETCH** (Ivory Flakes): WHO WMAQ WTMJ WLW KSD (sw-15.33)

MBS-Leo Freudberg's Orch.: KWK WGN To be announced: WLS WJJD KMOX-Travelogue

WBOW-Talk of the Town WCBD-△Christianity in Action WDW-Sweet Music WIBA-Concert Hour WIRE-Safety First WMT-Interlude; News WTAD-Francis Mourning 3:00

NBC-Herald Tribune Forum: WENR WMT WOWO KWK WBOW (sw-15.21)

CBS-Bob Byron, whistler, piano & patter: WSBT WKBB WOC WFBM WTAQ KMOX (sw-15.27)

NBC-Lorenzo Jones, sketch (Phillips): WMAQ WIRE KSD WHO (sw-15.33)

News: WAAF WTAD WCFL ★ **WCCO-LADIES FIRST** WDW-Concert Hall of the Air WGN-Lawrence Salerno, pianist WHA-College of the Air WIND-To be announced

WISN-Even As You & I WJBC-God's Cheer for the Shut Ins WLW-Dr. Friendly (sw-6.06) WMBD-Trading Post WMBI-△Radio School of the Bible WROK-Women in the News WSUI-Radio Review WTMJ-Kitty Keene, Inc. 3:15

NBC-The Guiding Light (White Naptha): WHO KSD WMAQ WTMJ (sw-15.33)

CBS-Music from the Gold Coast: WOC WTAQ KMOX WISN WSBT WKBB WFBM WMBD (sw-15.27)

MBS-To be announced: WGN WAAF-Livestock Markets WBBM-Linda's First Love WCFL-Organ Recital WIRE-Maine Varieties; News WLW-Life of Mary Sothern (sw-6.06)

WSUI-L. A. Concert Band WTAD-Lawrence Glosemeyer 3:30

NBC-The Story of Mary Marlin (Ivory Soap): WHO KSD WLW WMAQ (sw-15.33)

CBS-Music from the Gold Coast: WCCO WFBM KWK-To be announced

WAAF-Petite Musicale WBBM-Kitty Keene, Inc. WDW-Danville Remote WHA-Armchair Journeys WJBC-News

WMBI-△Sacred Music WROK-Church in the Wildwood WSUI-D. A. R. Prgm. WTMJ-News; Tunesmiths 3:45

NBC-The Road of Life (Chipso): WMAQ WTMJ (sw-15.33)

CBS-Dr. Allan Roy Dafoe (Ly-sol): WBBM WFBM KMOX WCCO (sw-15.27)

NBC-Kitty Keene, Inc. (Dreft): WHO WLW (sw-6.06)

To be announced: WOC WFAM WISN WKBB WTAQ WCFL-Grace Wilson, organist WIBA-Dance Hour

WJBC-Classified Time WMBD-Jack Lyon, pianist WMBI-Ministry of the Printed Page

WOC-Linger Awhile WROK-Easy to Remember WTAD-Mary Jane Seaton 4:00

★ **NBC-Neighbor Nell, philosophy**: WIRE WOWO WMT WENR KWK WCFL

NBC-Johnny O'Brien's Swinger-oes: WIBA

★ **CBS-Follow the Moon** (Pebe-co) with Elsie Hitz & Nick Dawson: WBBM WFBM WCCO KMOX (sw-15.27)

NBC-Jr. Nurse Corps (Sunbrite): (sw-15.21)

CBS-To be announced: WKBB WFAM WTAQ WISN (sw-15.27)

MBS-Girl Meets Boy: WGN To be announced: WHO KSD WAAF-Cocktail Capers

WBOW-△Rev. Archie Brown WDW-Their Majesties, the Babies WHA-Organ Reveries

WJBC-Request Hour WLW-Sunbrite Melodies WMAQ-Tea Time Varieties WMBD-△Sermon Review

WMBI-Birthday Request Prgm. WOC-News WROK-Markets; News WSUI-Madrigal Singers

WTAD-Musical Moments WTMJ-Friendship Circle 4:15

★ **CBS-Life of Mary Sothern**, sketch (Hind's): WBBM KMOX WCCO (sw-15.27)

CBS-To be announced: WTAQ WFAM WISN

NBC-Jackie Heller, tr.: WOWO WMT WIBA KWK WMAQ NBC-While the City Sleeps (Darrich): (sw-15.33)

NBC-Marlowe & Lyon, piano duo: WBOW WCFL

MBS-Len Salvo, organist: WGN WDW-Walkathon WENR-Music Circle

WFBM-Tea Time Tunes WIRE-Harry Bason WLW-Jack Armstrong WMBD-Rambles

WOC-Pat's Organ Moods WROK-Birthday Club WSUI-Art News WTAM-News 4:30

★ **NBC-Kellogg's Singing Lady**; Irene Wicker: WLW (sw-15.21) MBS-Story Teller's House: KWK

CBS-Doris Kerr, songs: WFBM WKBB WFAM WOC WISN WCCO WTAQ KMOX WBBM (sw-15.27)

NBC-Jack Armstrong, sketch (Wheaties) (sw-9.53) NBC-Art Tatum, pianist: WMT WENR

NBC-Josh Higgins of Finchville, sketch: WBOW WIRE WIBA WMAQ

WAAF-Hog 'n' Harmony WCFL-Organ Recital ★ **WCLS-FOR YOUR INFORMATION** (1310 kc)

WDZ-Danville Remote WGN-Rhythm Rambles WHO-Variety Prgm. WJBC-Bingo

WMBD-News WOWO-On the Mall WROK-Musicale WSUI-Elementary German

WTAD-Cy & Freckles WTMJ-Around the Town 4:45

NBC-Originalities: WOWO WIBA WMT WENR

NBC-Johnny Johnston, bar.: WIRE WBOW

CBS-Dorothy Gordon's Children's Corner: WFBM WKBB KMOX WISN WTAQ WFAM (sw-15.27)

NBC-Little Orphan Anne (Oval-time) (sw-9.53) NBC-Tom Mix Straight Shooters sketch (Purina): (sw-15.21)

KSD-Revelers Quartet WAAF-Contrasts WCCO-Livestock

WCFL-Johnny Johnson, bar. ★ **WEBQ-MOVIE GOSSIP** (1210 kc)

WGN-Harold Turner, pianist WHO-To be announced

WJBC-Musical Group WLW-Whistling Kid (sw-6.06) WMAQ-Romance and Rhythm

WMBD-Bargain Counter WOC-Man on the Street WROK-The Old Song Shop

WTAD-Sports Review WTMJ-News; Moment Musical 5:00

★ **NBC-Army Band: WIBA WMT WCFL** (sw-15.21)

NBC-John Gurney, basso; Mary Dietrich, sop.: (sw-9.53)

NBC-Jr. Nurse Corps (Sunbrite): WENR KWK

CBS-Howard Phillips, bar.: WOC WKBB WTAQ WBBM WCCO KMOX

To be announced: KSD WJJD WHO

WBBM-Every Woman WBOW-Tour of the Town

WDZ-Ridin' and Swingin' WFAM-Forecast Prgm. WFBM-Bohemians

WIND-Sports Review WISN-Show Window

WLW-Angelo, Italian troubadour (sw-6.06)

WMAQ-Don Winslow of the Navy WMBD-Happy Train

WOWG-Bible Story WROK-Make-Believe Ballroom

WSUI-Elementary Spanish WTAD-Speed Gibson

WTMJ-Jack Armstrong, sketch 5:15

NBC-Army Band: WOWO CBS-New Horizons: WOC KMOX

WFAM WKBB WCCO WTAQ In conjunction with the American Museum of Natural History, a new series, "New Horizons" will be inaugurated over the CBS network, to be heard weekly.

A. Perry Osborn, executive chairman of the Ten Year Development program of the Museum, will introduce noted explorers, scientists, and members of the Museum staff, who will take the listeners from pole to pole, across mountains and deserts and jungles, and over the seven seas. In the first broadcast, Dr. Vilhjanar Stefansson, noted Arctic explorer and president of the Explorer's Club, will discuss "Transarctic Aviation," with particular emphasis on the polar flights and studies undertaken by Russia.

NBC-John Gurney, basso; Mary Dietrich, sop.: WMAQ WBBM-Howard Neumiller WENR-Malcolm Claire, children's stories

WGN-Arthur Wright; Organ WIND-Cumberland Ridge Runners ★ **WJBC-MOVIE GOSSIP** WJJD-Sterling Young's Orch. WLW-Supper Serenade (sw-6.06)

WMBD-Speed Gibson WROK-Sports WTAD-Jack Armstrong WTMJ-Heinie's Grenadiers 5:30

NBC-News; Singing Strings: WCFL (sw-9.53)

# Monday

## October 4



**BENNY KREUGER**  
"Pipe Smoking Time" band leader  
Mon. 7:30 pm CST

WBOW-Vic Arden's Orch.  
WBOW-Music Graphs  
WCFL-To be announced  
WIBA-Music by Cugat  
WJR-Peaceful Valley  
WMAQ-Norman Pearce, the bachelor poet  
WTCJ-Dance Orch.

**10:30**  
★ NBC-Voice of Firestone; Josephine Antoine, sop.; KFI KOA (also at 7:30 p.m.)

★ CBS-Pick & Pat (Model Smoking Tobacco): WFBM KNX KSL (also at 7:30 p.m.)  
CBS-Benny Meroff's Orch.: WOC WISN WKBB WTAQ WSBT  
NBC-Louis Panico's Orch.: WENR WOWO

NBC-Dance Orch.: WTAM KSD WBOW (sw-9.53)  
CBS-Cab Calloway's Orch.: (sw-11.83)

MBS-Johnny Messner's Orch.: WGN WMT  
To be announced: WHO WIRE KMOX-Headline Highlights  
KWK-Range Riders  
WBMM-News With Todd Hunter  
WCCO-Rollie Johnson

WIBA-Park Hotel Prgm.  
WIND-Hawaiian Melody  
WLW-Barney Rann's Orch.  
WMBD-Sandy Williams' Orch.  
WMBD-Value Hints  
WTMJ-News; Dance Orch.

**10:45**  
CBS-Benny Meroff's Orch.: WMBD  
News: WIND WHAS  
KMOX-Seven Star Revue  
KSD-Noble Sissle's Orch.  
WBMM-Manhattan Mother  
WCCO-Mack Dale  
WIBA-The Slumber Hour  
WJR-Solay  
WOWO-Dance Orch

**11:00**  
★ NBC-FIBBER MCGEE & MOLLY (Johnson's Wax): KOA KFI (also at 8 p.m.)

NBC-Larry Burke, trn.; Maurie Stein's Orch.: WBOW WLW WIBA (sw-9.53)  
NBC-Rita Rio's Orch.: WOWO (sw-6.14)

CBS-Horace Heidt's Orch.: KNX KSL (also at 7 p.m.)  
CBS-Dick Jurgens' Orch.: WBMM WMBD WJR WISN WHAS WTAQ WOC WKBB WSBT  
MBS-Tommy Dorsey's Orch.: WMT KWK WGN  
News: WJR WFBM WTAQ  
WCCO-Clyde Lucas' Orch.  
WCFL-Make Believe Ballroom  
WENR-King's Jesters  
WIND-Less Dance  
WMAQ-Les Paul's Melody Kings  
WTAM-Dick Fidler's Orch.  
WTMJ-Streamlined Revue

**11:30**  
NBC-Vox Pop: KFI KOA (also see Tues. Prms. at 8 p.m.)  
End of Monday Programs

### Frequencies

KMOX-1090	WISN-1120
KOA-830	WJBC-1200
KSD-550	WJJD-1130
KWK-1350	WJR-750
WAAF-920	WKBB-1500
WBAA-890	WLS-870
WBBM-770	WMAQ-870
WBOW-1310	WLW-700
WCBD-1080	WMBD-1440
WCCO-810	WMBI-1080
WCFL-970	WMT-600
WDZ-1020	WOC-1370
WENR-870	WOWO-1160
WFAM-1200	WRJN-1370
WFEM-1230	WROK-1410
WGN-720	WSUI-890
WHA-940	WSUT-1360
WHAS-820	WTAD-900
WHO-1000	WTAM-1070
WIBA-1280	WTAQ-1330
WIND-560	WTMJ-620
WIRE-1400	

CBS-News; Eton Boys: WOC  
WFBM WKBB WMBD WTAQ  
WFAM (sw-11.83)

NBC-News; Charles Sears, trn.:  
WMT WCFL WOWO

Sports: WAAF WLW  
KMOX-Sidewalk Reporter  
KSD-Ebony and Ivory Studios  
WBBM-Eddie House, organist  
WCCO-Jack Armstrong, sketch  
WENR-What's the News?  
WGN-Adventures Abroad  
WHO-Jack Armstrong, sketch  
WIBA-News

WIRE-House of McGregor  
WISN-News; You Shall Have  
Rhythm

WJJD-Dude Martin  
WMAQ-Jack Armstrong, sketch  
WMBI-Message and Music  
WROK-Musicale  
WSUI-Around the Dial  
WTAQ-To be announced

**5:45**  
★ NBC-Lowell Thomas, news  
commentator (Sun Oil): WLW  
(sw-15.21)

CBS-Legal Aid Society, talk:  
WFAM WFBM WKBB KMOX  
WOC (sw-11.83)

Harrison Tweed, President of  
the Legal Aid Society of New  
York, and former chairman  
of the Legal Aid Committee  
of the Bar Association of  
New York, will speak on  
"What Legal Aid Means to  
America's Poor." The  
purpose of the Legal Aid Society  
is to render legal aid, gratuitously  
if necessary, to those  
who cannot afford the help of  
a lawyer.

NBC-Tom Mix Straight Shooters  
(Purina): WMAQ KWK WIRE  
NBC-Escorts & Betty: WENR  
WMT

NBC-Little Orphan Annie (Oval-  
tine): KSD  
To be announced: WBOW WBBM

Sports: WTMJ WOWO WISN  
WAAF-Tunes of Today  
WCCO-Front Page Parade  
WCFL-Stanley Hickman  
WGN-Orphan Annie  
WIBA-Today's Birthdays  
WIND-News  
WJJD-Cumberland Ridge Run-  
ners

WMBD-Sports; Where to Go  
WROK-Motorist Interviews  
WSUI-Daily Iowan of the Air  
WTAQ-Bureau of Public Service

### NIGHT

**6:00**  
★ NBC-AMOS N ANDY (PEP-  
sodent): WHO WTAM WLW  
(sw-9.53) (also see 10 p.m.)

NBC-Time to Shine (Griffin Shoe  
Polish) Barry McKinley, bar.;  
John B. Gambling, m.c.; Lynn  
Murray Chorus; Lloyd Shaffer's  
Orch.: WENR WOWO WMT  
KWK WBOW (sw-11.87)

CBS-Poetic Melodies (Wrigley's  
Gum): WJR (sw-11.83) (also  
see 10 p.m.)

NBC-Louis Panico's Orch.:  
WTMJ WCFL

CBS-To be announced (Skelly):  
WTAQ WISN KMOX WKBB  
WCCO WHAS  
MBS-Four Californians: WGN  
KSD-News; George Hall's Orch.  
WAAF-News Prevues  
WBBM-The Headliner  
WFAM-Crimecasts  
WFBM-Phenomenon  
WIBA-The Dinner Hour  
WIND-German Prgm.  
WIRE-Anything Can Happen  
WMAQ-News  
WMBI-Sunset Hour  
WOC-Sports Summary  
WROK-Dinner Music  
WSUI-Dinner Hour  
WTMJ-Gridiron Highlights

**6:15**  
★ NBC-UNCLE EZRA'S RADIO  
Station (Alka-Seltzer): WIRE  
WMAQ WHO WTMJ WTAM  
(also see 10:15 p.m.)

CBS-Song Time: KMOX WFAM  
WHAS WTAQ WISN WCCO  
(sw-11.83)

MBS-Concert Trio: WGN  
News: WCFL WMBD WOC  
Sports Review: WBBM WFBM  
KSD-Xavier Cugat's Orch.  
WAAF-Melody Review  
WJR-Vocal Varieties  
WLW-Jimmy James' Orch.  
WOC-News

**6:30**  
★ NBC-HORLICK'S LUM & AB-  
ner, sketch: WENR (also see  
10:15 p.m.)

CBS-Jay Freeman's Orch.: WOC  
WKBB WFBM WFAM WISN  
(sw-11.83)

NBC-Carol Weymann, mezzo-  
sop.: KSD

NBC-John Herrick, bar.; Chris-  
tine Johnson, sop.: WOWO  
(sw-11.87)

Sports: WMAQ WIBA WGN  
News: WTAQ WHO  
KMOX-To be announced

KWK-Coyita Bunch, songs  
WAAF-Rhumba Beat  
WBBM-Phyl Coe, radio mystery  
WBDW-Si & Ezra  
WCCO-Rube Appleberry  
WCFL-Sunny Sam

WIAS-Jack Smith's Orch.  
WIRE-Three Little Words  
WJR-Musical Moments  
WMBD-Variety Prgm.  
WMT-Better Vision; Sports

WROK-Dinner Music  
WTAM-Lois Miller, organist  
WTMJ-Easy Aces

**6:45**  
★ CBS-BOAKE CARTER, Com-  
mentator (Philco): WCCO  
WBBM KMOX WFAM WISN  
WMBD WJR WHAS (sw-11.83)

(also see 10:15 p.m.)  
NBC-John Herrick, bar.; Chris-  
tine Johnson, sop.: WENR

NBC-Top Hatters: WMAQ  
MBS-Rube Appleberry (Camp-  
bell Cereal Co.): WGN

KWK-Sport Review; News  
WAAF-Kay Armen  
WBOW-Home Decorators  
WCFL-Pat Kennedy  
WFBM-News

WIO-Vic Arden's Orch.  
WIBA-Musical Moments  
WIRE-Rhythm in Furs  
WKBB-Swing Your Partner

WLW-Mark Twain  
WOC-Twilight Musicale  
WROK-On to Adventure  
WTAQ-Dinner Music  
WTAM-To be announced

**7:00**  
★ NBC-Burns & Allen (Grape  
Nuts); Tony Martin, vocalist;  
Ray Noble's Orch.; Guest:  
WIRE WMAQ WTAM WLW  
WHO WIBA (also see 9:30  
p.m.)

As a reward for five years of  
reasonably good behavior,  
George Burns and Gracie Al-  
len will be released from  
their padded cell in the NBC  
Hollywood studios and set at  
liberty from the air for four

weeks, following tonight's  
broadcast. Guest stars will  
take over the show during  
their absence. As it is when  
people plan a trip, the two  
favorites really haven't de-  
cided where they will spend  
their holiday. George favors  
Mexico and Gracie would  
prefer an ocean trip. The  
plan is now to let their chil-  
dren, Ronnie and Sandra, de-  
cide which it is to be.

★ CBS-Horace Heidt's Orch.  
(Alemitte): WBBM WFBM  
WJR WHAS WCCO KMOX  
(sw-11.83) (also see 11 p.m.)

★ NBC-Gen. Hugh Johnson, com-  
mentator (Bromo Quinine):  
WOWO KWK WMT WLS (sw-  
11.87)

NBC-Ballads & Blues: KSD  
MBS-Charlie Gaylord's Orch.:  
WGN  
Sports: WBBB WCFL WBOW  
WAAF-Now & Then  
WFAM-Sports' Calendar; Rhythm  
Time

WIND-To be announced  
WISN-Down by Hermans  
WMBD-Brain Teaser  
WOC-Bernice Engdahl  
WROK-Affairs of Mrs. Swenson  
WSUI-Children's Hour  
WTAQ-Van Zeeland Serenaders

**7:15**  
NBC-Fairchild & Carroll, piano  
duo: WLS WTMJ

MBS-Charles Gaylord's Orch.:  
WMT  
KWK>Your Good Health talk  
WBOW-Vic Arden's Orch.  
WCFL-Philip Kinsman  
WFAM-Ball Scores & News  
WKBB-B. A. Rolfe Presents  
WOC-Swing is the Word for You  
WOWO-Phyl Coe Mysteries  
WROK-The Builders  
WTAQ-Symphonic Hour

**7:30**  
★ NBC-The Voice of Firestone.  
Josephine Antoine, sop.; Chorus;  
Symphonic Orch., dir.  
Alfred Wallenstein: WMAQ  
WTMJ WIRE WTAM WHO  
WIBA KSD WBOW (sw-9.53)

(also see 10:30 p.m.)  
Miss Antoine will be heard in  
Wilson's "Carmena," Dvorak's  
"Songs My Mother  
Taught Me" and Bishop's  
"Lo! Hear the gentle Lark,"  
Aaron Gershwin playing a  
flute obligato in the latter  
number. With the mixed  
chorus and orchestra she will  
sing Denez's "Funiculi Funi-  
cula." The orchestra's num-  
ber will be Defalla's "Span-  
ish Dance No. 1." The  
chorus will sing "Have You  
Got Any Castles, Baby?" and  
Schwartz's "Goodbye, Jon-  
ah," from "Virginia."

★ CBS-Pick & Pat (Model  
Smoking Tobacco): Benny  
Krueger's Orch.; Edward  
Roeder, bar.: WBBM WJR  
WHAS WCCO KMOX (sw-  
11.83) (also see 10:30 p.m.)

★ MBS-Lone Ranger, drama  
(Silvercup): WGN  
NBC-Campana's Vanity Fair; Cal  
Tinney, m.c.; Orch.: Shielah  
Graham, movie commentator:  
WLS KWK WMT (sw-11.87)

News: WKBW WTAQ  
WAAF-Shadowland  
WCFL-Streamline Melodies  
WFBM-Piano Twins  
WIND-Dance Orch.  
WISN-Rendezvous for Two  
WLW-For Men Only  
WMBD-Community Sing  
WOC-Bernice Engdahl  
WROK-Lou Blake's Orch.  
WSUI-Poetry Patterns

**7:45**  
WCFL-Herr Louie & the Weasel  
WFBM-Bohemians  
WIND-One Night Band Stand  
WISN-Reflections  
WOC-Pat at the Piano  
WSUI-Evening Musicale

**8:00**  
★ NBC-FIBBER MCGEE & MOL-  
ly (Johnson's Wax): Marian &

Jim Jordan; Hugh Studebaker;  
Bill Thompson; Ted Weems'  
Orch.: WIRE WTAM WIBA  
WHO KSD WMAQ WTMJ  
WLW (also see 11 p.m.)

Turn to page 6 for an interesting  
story about Elmo Tanner, the  
whistler with Ted Weems' orches-  
tra.

★ CBS-Lux Radio Theater;  
Drama & Music: WISN WJR  
WHAS WBBM KMOX WCCO  
WFBM WMBD WTAQ (sw-  
11.83)

NBC-Herald Tribune Forum:  
WOWO WBOW (sw-11.87)  
The topic "Explorations" will  
be discussed by Bruce Bar-  
ton, Dr. Thomas Parran, Dr.  
George Gallup, J. Edgar  
Hoover and Mrs. Vincent  
Astor.

MBS-Melodic Strings: WMT  
KOA-Joe Myers' Sport Highlights  
KWK-St. Louis Browns Prgm.  
WCFL-Jam Session  
WENR-To be announced  
WGN-Joe Sanders' Orch.  
WIND-Racing Returns  
WKBB-The Charm Circle  
WOC-Ave Maria Hour  
WROK-Informer Hour  
WSBT-Polish Hour  
WSUI-Dept. of Speech

**8:15**  
KOA-To be announced  
WCFL-Ballads  
WOC-News  
WTAQ-June Gross, vocalist

**8:30**  
★ NBC-HOUR OF CHARM  
(General Electric); Phil Spi-  
talny's All-Girl Orch., with  
Maxine; Rosaline Greene, m.c.:  
WTAM WMAQ KSD WHO  
WIRE WTMJ WIBA KOA  
(sw-9.53)

NBC-Herald Tribune Forum:  
KWK WMT WENR WCFL  
MBS-Pat Barnes' Opera House:  
WGN

News: WTAQ WIND  
WKBB-Hits and Encores  
WLW-To be announced  
WOC-Gems of Melody  
WROK-In the Gloaming  
WSUI-Gems from Light Operas

**8:45**  
WENR-Vocal Varieties  
WGN-News; Sport High Lights  
WIND-Evening at Country Club  
WKBB-Echoes of Stage & Screen  
WOC-Vivian Benshoof  
WROK-Vic Arden's Orch.  
WSUI-Daily Iowan of the Air  
WTAQ-Organ and Poetry

**9:00**  
★ NBC-Carnation Contented Pro-  
gram; Noble Caine's A Cappel-  
la Choir; Dir. Frank Black:  
WHO WMAQ WTAM KSD  
WTMJ WIBA KOA WIRE  
(sw-9.53)

The 300th Contented Hour will  
be broadcast tonight to be  
honored by the following pro-  
gram. Reinhold Schmidt will  
sing Chip Off the Old Block  
(Squire). The Ensemble will  
offer Way You Look Tonight  
from "Swing Time" (Kern).  
Speak to Me of Love (Lenoir)  
and When Day Is Done  
(Katscher). The Lullaby La-  
dy will sing Little Puff O'  
Smoke (White); the Continen-  
tental Quartet will offer So  
Rare; and the orchestra's  
number will be Parade of the  
Wooden Soldiers (Jessel).

★ CBS-Wayne King's Orch.  
(Lady Esther): WJR WFBM  
WHAS WCCO WBBM KMOX  
(sw-11.83)

NBC-Herald Tribune Forum:  
KWK WMT WENR WOWO  
(sw-6.14)

MBS-Famous Jury Trials (Men-  
nens): WGN WLW  
WBOW-Hit Tunes  
WCFL-News  
WIND-Tommy Ott, organist  
WISN-Rendezvous  
WMBD-Peoria's Calling  
WOC-Monday Presents  
WROK-Musicale  
WTAQ-Dance Orch.

Husbands and Wives. The persons sending in best  
solution to questions given on program will be  
invited to studio to broadcast in person their  
answers

**THURSDAY**  
10 p.m. EST (9 p.m. CST), CBS network.  
Your True Adventures. Monthly grand prize of  
\$250, and weekly prize of \$25 each for best "True  
Adventures" story contributed by listeners and  
used on program.

**FRIDAY**  
9:30 p.m. EST (8:30 p.m. CST), NBC network.  
True Story Court of Human Relations. Broadcast  
for West at 11:30 p.m. EST (10:30 p.m. CST)  
Listeners asked to read a designated story in

magazine. \$100 cash prize awarded to best letter  
telling how entrant would have handled the situ-  
ations or problems given in story. Letters must  
be in by Thursday following broadcast.

**SATURDAY**  
7:30 p.m. EST (6:30 p.m. CST), NBC network.  
Uncle Jim's Question Bee. Merchandise prizes  
for questions and answers used on program.

9 p.m. EST (8 p.m. CST), CBS network.  
Professor Quiz. Broadcast for West at 12 mid.  
EST (11 p.m. CST). Six weekly prizes of \$25  
each for best list of questions and answers to be  
used on broadcast. See your Nash or Kelvi-  
nator dealer for entry blank.

**SUNDAY**  
6:30 p.m. EST (5:30 p.m. CST), MBS network.  
Fun in Swingtime. Silver Fox pieces will be  
awarded for the three best letters on complimen-  
tary remarks made after using sponsor's product.  
Next 500 best letters will be awarded silk stock-  
ings. Contest to run for thirteen consecutive  
weeks

**MONDAY**  
11:30 a.m. EST (10:30 a.m. CST) and 3:30 p.m.  
EST (2:30 p.m. CST), NBC network. Vic and  
Sade. Weekly prizes for finishing sentence about  
sponsor's product using 25 words or less. Entries  
must be in by Sunday night following Friday  
broadcast. First prize, \$1,000; ten other prizes,  
\$100; 200 additional prizes of electric toasters.

2:45 p.m. EST (1:45 p.m. CST), CBS network.  
Between the Bookends. A daily prize of \$10 for  
the best original verse submitted.

9:30 p.m. EST (8:30 p.m. CST), NBC network.  
Hour of Charm. Ten weekly prizes of merchan-  
dise certificates worth \$200 each, and two grand  
prizes of \$12,000 and \$8,000 to be applied to  
building of New American Homes. Grand prizes  
selected from weekly winners and announced at  
end of contest. Complet. statement in 100 addi-  
tional words. Contest to run for ten weeks end-  
ing December 4, 1937.

**TUESDAY**  
8 p.m. EST (7 p.m. CST), NBC network

Contests on the Air

Radio Guide • Week Ending October 9, 1937



VIVIAN DELLA CHIESA  
NBC soprano  
Tues. 6:45 pm CST

MORNING

7:00 am CST  
CBS-Morning Almanac (sw-21.52)  
Musical Clock: WBBM WROK  
KMOX-Home Folks' Hour  
WBOW-Open Your Eyes  
WCCO-Air Almanac  
WFAM-Early Birds  
WGN-Good Morning  
WHO-Variety Prgm.  
WIBA-Morning Melodies  
WIND-Polish Prgm.  
WISN-Early Risers Club  
WJJD-Harry Zimmerman, organ  
WLS-News; Julian Bentley  
WLW-To be announced  
WMAQ-Suburban Hour  
WMBI-Sunrise Service  
WOC-Musical Clock  
WTAD-Airline News  
WTAQ-Reveille  
WTMJ-Jimmy Legs  
7:15  
KMOX-To be announced  
WBOW-Musical Clock  
WCCO-News  
WHO-Hardware News  
WLS-Evelyn & Hilltoppers  
WLW-Peter Grant, news  
WTAD-Streamliner  
7:30  
News: WIBA WTAQ  
KMOX-Tick Tock Revue  
WCBM-Gospel Tabernacle  
WCCO-Musical Chimes  
WGN-The Golden Hour  
WHO-Chippewa Twirling Tunes  
WJJD-Christian Science  
WLW-Before Breakfast (sw-6.06)  
WOC-Breakfast Club  
7:45  
KMOX-Let's Compare Notes  
WIBA-Musical Clock  
WJJD-Hawaiians; News  
WLS-Jolly Joe's Pet Pals  
WOC-Musical Clock  
WTAD-Airline News  
WTAQ-Today's Almanac  
8:00  
CBS-Dear Columbia, Fan Mail  
Dramatizations; News: WFAM  
WTAQ (sw-21.52)  
NBC-Women & News: WBOW  
NBC-Breakfast Club; News:  
WCFM  
News: WMT WMBD  
KMOX-Views on News  
KWK-Tonic Tunes  
WAAF-Breakfast Express  
WCBM-Morning Meditations  
WCCO-Musical Chimes  
WFAM-Early Birds  
WHA-Band Wagon  
WHO-Time Service  
WIND-Board of Education  
WIRE-News; Musical Clock  
WISN-Early Risers' Club  
WJJD-Rhubarb Red  
WLS-Don & Helen  
WLW-Hymns of All Churches  
WMAQ-Your Neighbor  
WOWO-Radio Bible Class  
WTAD-Storyland Lady  
8:15  
NBC-Streamliners; News: WBOW  
KMOX-Ozark Varieties  
KWK-Devotional Prgm.  
WCBM-Polish Prgm.  
WCCO-News  
WHA-Morning Melodies  
WHO-Frolics  
WIND-Club Cabana  
WJJD-Toastmaster  
WLS-News, Julian Bentley  
WLW-Hope Alder's Romance  
WMT-Musical Clock  
WTMJ-Musical Parade  
8:30  
CBS-Richard Maxwell, songs:  
WCCO (sw-21.52)  
NBC-Breakfast Club; News:  
WOWO  
MBS-Victor H. Lindlahr (Journal

of Living): WGN  
KWK-Pep-up Parade  
WAM-Your Engagement Book  
WFBM-Morning Chat  
WHO-Morning Melodies  
WIBA-Today's Almanac  
WIND-Early Edition  
WJJD-Board of Education  
WLS-Morning Roundup  
WLW-Hello Peggy  
WMAQ-Whistler & His Dog  
WMBD-Kroger's Bandwagon  
WOC-People's Mail Bag  
WROK-Morning Devotions  
WSUI-Daily Iowan; Morning Melodies; Service Reports  
WTAD-Inter-church Revival  
WTAQ-Organ Melodies  
WTMJ-Party Line  
8:45  
NBC-Aunt Jenima (Quaker Oats): WMAQ (sw-15.21)  
CBS-Bachelor's Children, sketch (Old Dutch Cleanser): KMOX WCCO (sw-21.52)  
NBC-Breakfast Club: WCFM WOV  
NBC-Landt Trio: WBOW  
WFAM-Morning Devotions  
WFBM-Apron Strings  
WHO-Musical Clock  
WIBA-Karsten's Troubador  
WIRE-Varieties  
WJJD-Vic Meyers' Band  
WLS-Morning Minstrels  
WLW-Young Widder Jones  
WMBD-Jay's Radio Prgm.  
WOC-News  
WROK-Town Crier  
9:00  
★ CBS-PRETTY KITTY KELLY, sketch (Wonder Bread): WBBM WFBM WCCO KMOX WISN WOC (sw-21.52)  
NBC-Story of Mary Marlin, sketch (Ivory Snow): WLS (sw-15.21)  
NBC-Mrs. Wiggs of the Cabbage Patch, sketch (Old English Wax): WMAQ WIRE WHO  
Pictures of the entire cast of Mrs. Wiggs of the Cabbage Patch can be found on page 14.  
KSD-News; Melody Moods  
KWK-WPA Prgm.  
WAAF-Morning Revue  
WCBM-Italian Prgm.  
WCFM-German Prgm.  
WCFM-Party Line  
WGN-Featured Foods Hour  
WHA-Your Health  
WIBA-To be announced  
WIND-Julane Pelletier, pianist  
WJJD-Bosworth Broadcast  
WLW-Linda's First Love  
WMBD-Messenger; Weather  
WOWO-Bill Board  
WROK-News & Markets  
WSUI-Within the Classroom  
WTAD-News  
WTAQ-Musical Clock  
WTMJ-Headlines; Jimmy Legs  
WTAD-Storyland Lady  
WTAQ-Mid-morning Revue  
WTMJ-What's New in Milwaukee?; Belle & Martha  
9:15  
NBC-Oxydol's Own Ma Perkins, sketch: WLS (sw-15.21)  
CBS-Myrt & Marge, sketch (Super Suds): WFBM KMOX WISN WBBM WCCO (sw-21.52)  
NBC-John's Other Wife, sketch (Louis Philippe): WMAQ WIRE WHO  
NBC-Bennet & Wolverton, pianists: KSD  
NBC-Vaughn de Leath, songs: KWK WBOW  
WAAF-Hollywood Brevities  
WHA-World Observer  
WIBA-Melody Time  
WIND-Hawaiian Serenade  
WKBW-Musical Breakfast  
WLW-To be announced  
WMBD-News  
WOC-Morning Parade  
WROK-On the Mall  
WTAD-Women's Varieties  
WTMJ-Music Parade  
9:30  
NBC-Pepper Young's Family, sketch (Camay): WMT KWK WLS (sw-15.21)  
CBS-Winston & Sutton, pianists: WFAM WMBD WCCO KMOX WOC  
NBC-Just Plain Bill, sketch (Anacin): WMAQ WIRE WHO  
NBC-Feather for Luck, sketch: KSD  
WAAF-Happiness Time  
WBBM-Quarter Hour of Romance  
WBOW-Home Folks  
WCBM-The Word of Truth

Design for Listening  
Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated.  
NIGHT  
6:30 CST FAMOUS ACTORS GUILD with Helen Menken in "Second Husband," CBS.  
7:00 CST JOHNNY PRESENTS with Charles Martin, Russ Morgan's orchestra and vocalists, NBC.  
8:00 CST CASPER REARDON, harpist, guest of Ben Bernie, NBC.  
8:30 CST HOLLYWOOD MARDI GRAS with Lanny Ross, Charles Butterworth, Florence George, Jane Rhodes and Raymond Paige's orchestra, NBC.  
9:00 CST PRESIDENT ROOSEVELT, speaker, Herald Tribune Foun, NBC.  
WJBC-Lucky Lady, news  
WJJD-Two of a Kind  
WMBD-Linda's First Love  
WMT-Louise Hathaway  
WOWO-Tri Topics  
WROK-Woman's Forum  
WSUI-Yesterday's Musical Favorites  
WTAQ-To be announced  
10:30  
★ NBC-Vic & Sade, sketch: WMT KWK WLS (sw-15.21)  
CBS-Big Sister, sketch (Rinso): WCCO WBBM WISN WMBD KMOX WFBM  
NBC-Hi-Boys, vocal & instrumental: WIBA WMAQ WIRE  
To be announced: WHO WTMJ  
WAAF-Secrets of Charm  
WBOW-Waltz Time  
WCFM-Peekers in the Pantry  
WJJD-Nathaniel Shikret  
WFM-The Stylist  
WGN-Painted Dreams  
WIND-Speaking of Love  
WJBC-Neighbor Jim  
WJJD-Women's Exchange Prgm.  
WKBW-Your Home  
WLW-A. Chandler, Jr., organist  
WMBI-Home Hour  
WOC-Library Prgm.  
WOWO-Linda's First Love  
WSUI-Book Shelf  
WTAD-Ma Perkins  
WTAQ-News; Women's Hour  
10:45  
NBC-Edward MacHugh, the Gospel Singer (Ivory Soap): WLS WLW (sw-15.21)  
CBS-Aunt Jenny's Real Life Stories (Spry): KMOX WISN WCCO WFBM WBBM WMBD  
NBC-Mystery Chef (Regional Advertisers, Inc.): (sw-15.33)  
NBC-George Hartrick, bar: WHO WMAQ KWK  
To be announced: WKBW WTAQ  
WAAF-Foolish Questions  
WBOW-Just About Time  
WCFM-Voice of Cookery  
WJBC-News  
WFAM-Morning Melodies  
WGN-Serenade  
WHA-Novelty Shop  
WIBA-Easy to Remember  
WIND-Markets  
WIRE-To be announced; News  
WJBC-Payne Pioneers  
WJJD-Board of Education  
WMT-Morning Matinee  
WOC-Organ Melodies  
WOWO-Home Folk Frolic  
WROK-Musicale  
WTAD-Betty & Bob  
11:00  
NBC-Girl Alone, sketch (Kellogg): WMAQ WLW  
CBS-Swinging the Blues: WFAM WBBM WCCO  
NBC-Time for Thought: WOWO  
NBC-Happy Jack Turner, songs: KSD (sw-15.33)  
MBS-Victor Lindlahr (Journal of Living): KWK  
KMOX-Singin' Sam  
WAAF-Melody Parade  
WBAA-Dental Adventures  
WBOW-Farm Folks  
WCFM-Board of Education  
WJBC-Robyn Weaver  
WFBM-Hope Alder's Romance  
WGN-Lawrence Salerno, pianist  
WHA-Music Appreciation  
WHO-Continental Prgm.  
WIBA-Linda's First Love  
★ WIBU-AID PARADE (1210 kc)  
WJBC-News; Women's Hour  
WJJD-News; Women's Hour  
WMBD-News; Women's Hour  
WMT-News; Women's Hour  
WOWO-News; Women's Hour  
WROK-News; Women's Hour  
WSUI-News; Women's Hour  
WTAQ-News; Women's Hour  
WTMJ-News; Women's Hour  
10:00  
★ NBC-THE O'NEILLS SKETCH (Ivory Flakes): WLS (sw-15.21)  
NBC-David Harum, sketch (Bab-O): WIRE WMAQ WHO KSD  
CBS-Mary Lee Taylor (Pet Milk): WOC WMBD KMOX WFBM WBBM  
NBC-Hollywood High Hatters: WBOW  
WAAF-Woman's Page of the Air  
WCBM-Uncle John  
WCCO-Pianist  
WCFM-Morning Melodies  
WJBC-We Heard  
WFAM-Shoppers' Guide  
WGN-Don Pedro & Piano  
WHA-Homenakers  
WIND-Municipal Court  
WISN-Your Neighbor  
WJBC-Farm Flashes  
WJJD-Dude Martin  
WLW-News; Markets  
WROK-News; Melody Time  
WSUI-Keeping Up with the Joneses  
WTAD-News  
WTAQ-Your Hits  
WTMJ-Household Hints  
10:15  
CBS-Romance of Carol Kennedy, sketch (Heinz): WFBM WOC KMOX WBBM WCCO WISN  
NBC-Backstage Wife, sketch (Dr. Lyons): WMAQ WTMJ WIRE KSD WHO WIBA  
NBC-The Road of Life, sketch (Chipso): WLW WLS (sw-15.21)  
NBC-Painted Rock, sketch: WCFM WBOW  
MBS-Bachelor's Children (Cudahy Packing Co.): WGN  
KWK-Party Line  
WAAF-Variety  
WCFM-Swing Time  
WJBC-News; Women's Hour  
WJJD-News; Women's Hour  
WMBD-News; Women's Hour  
WMT-News; Women's Hour  
WOWO-News; Women's Hour  
WROK-News; Women's Hour  
WSUI-News; Women's Hour  
WTAQ-News; Women's Hour  
WTMJ-News; Women's Hour

WIND-Rhythm for Two  
WIRE-Rhythm Revue  
WISN-Movie Chat  
WJBC-Personality Hour  
WJJD-Bureau of Missing Persons  
WKBW-Movie News  
WLS-How I Met My Husband  
WMBD-Dr. Kadesky Prgm.  
WMT-Magic Kitchen  
WOC-To be announced  
WROK-Tabernacle Hour  
WSUI-Within the Classroom  
WTAD-News  
WTAQ-Echoes of Stage & Screen  
WTMJ-Helen Gahagan  
11:15  
★ CBS-YOUR NEWS PARADE (Lucky Strike Cigarettes): Edwin C. Hill, commentator: WBBM WISN WMBD WFBM WOC KMOX WCCO WKBW  
★ NBC-The Goldbergs, sketch (Oxydol): WMAQ (sw-15.33)  
NBC-Edward MacHugh, Gospel Singer (Ivory Soap): KSD  
NBC-Bailey Axton, trn.: WBOW WIBA  
KWK-Range Riders  
WAAF-Hawaiian Echoes  
WBAA-Home Helps & Happenings  
★ WCAZ-MOVIE GOSSIP (1070 kc)  
WCFM-New Songs  
WJBC-There Are Smiles  
WFAM-Harlan Hogan  
WGN-Wayne Van Dyne & Bob Trender  
WHO-Party Line  
WIND-Deep South  
WIRE-Rose Room Melody  
WJBC-Dough Boy, news  
WJJD-Criminal Court Interviews  
WLS-Otto & Novelodeons  
WLW-Vic Arden's Orch.  
WMBI-Chorus Time  
WMI-Treasure Chest  
WOWO-Consolaires  
WROK-Morning Varieties  
WTAD-Duke Otten  
WTMJ-To be announced  
11:30  
★ NBC-Nat'l Farm & Home Hr.; Spkrs.; Walter Blaufuss' Orchestra: WIBA WWO WIRE KWK WMAQ WBOW WLW (sw-15.21)  
NBC-Police Chief Convention: KSD  
CBS-Romance of Helen Trent (Edna Wallace Hopper): WFBM KMOX WBBM  
Hymns of All Churches: WHO WOC  
WAAF-Myrna Dee Sergeant  
WBAA-Parade of Melody  
WCCO-Ma Perkins  
WCFM-To be announced  
WJBC-Sons of Pioneers  
WFAM-Safety Council  
WHA-Talking Book  
WGN-Quin Ryan, news  
WIND-Harry Zimmerman, organist  
WISN-Voice of Experience  
WJBC-Man on the Street  
WJJD-Safety Court  
WKBW-Musical Almanac  
WLS-For People Only  
WMBD-I Didn't Know That  
WMBI-Continued Story Reading  
WMT-Morning Markets  
WROK-Helene Kimberley, songs  
WTAQ-Mailman  
WTMJ-Behind the Mike  
11:45  
★ MBS-We Are Four: WGN WMT  
CBS-Our Gal, Sunday, sketch (Anacin): WFBM KMOX WBBM  
NBC-Armchair Quartet: KSD  
WAAF-Soliloquy  
WBAA-Purdue News  
WCCO-Kitty Keene  
WCFM-Fashions on Parade  
WJBC-Trading Post  
WFAM-Dick Cover, organist  
WHO-Betty & Bob  
WIRE-For Women Only  
WISN-Ivory Interlude  
WJBC-Guest Artists  
WKBW-Ma Perkins  
WLS-Weather; Markets; News  
WMBD-Fredman Jubilee  
WOC-Betty & Bob  
WROK-Round the Town  
WSUI-Farm Flashes  
WTAD-Organ Music  
WTAQ-Farmhands  
WTMJ-News; Heimie's Grenadiers

AFTERNOON  
12:00  
★ CBS-Betty & Bob, sketch (Gold Medal): WBBM KMOX WCCO WFBM WISN  
NBC-Escorts & Betty: (sw-15.33)  
News: WJJD WTAD WJBC  
KSD-Kay White  
WAAF-Symphonic Hour  
WBAA-Jo Friend  
WBOW-Street Reporter  
WCFM-Hit Review  
WJBC-Man on the Street  
WGN-Bob Elson or State Street  
WHA-Noon Musicale  
WMO-Markets & Weather  
WIND-News; Orch.  
WIRE-Old Home Town  
WKBW-Organ Moods  
WLS-Dinnerbell Prgm.  
WMBD-The Lady & the Doctor; Police Bulletins  
WMBI-Midday Gospel Hour  
WMT-Mystery Three  
WOC-Inquiring Mike  
WSBT-Stork Report; Women in the News  
WSUI-Earl Harrington's Orch.  
WTMJ-Hymns of All Churches  
12:15  
CBS-Hymns of All Churches (Gold Medal): WBBM KMOX WCCO WFBM WISN  
NBC-Words & Music: KSD  
MBS-Marjorie Mills (Maine Development Com.): WGN  
WBAA-Luncheon Dance Time  
WBOW-Wranglers  
WCFM-Luncheon Concert  
WIND-Interlude; Livesticks  
WIRE-Singin' Sam  
WJBC-Noontime Melodies  
WJJD-Noontime Service  
WKBW-What's New?  
WLS-News; Women's Hour  
WMBD-Town Crier  
WMT-German Band  
WOC-Studio Swingopators  
WOWO-Bob Wilson  
WROK-Column Left, news  
WSBT-Blue Streaks; News  
WSUI-Child Play  
WTAD-Cy & Freckles  
WTMJ-Betty & Bob  
12:30  
NBC-Love & Learn: KWK (sw-15.21)  
CBS-Arnold Grimm's Daughter, sketch (Gold Medal): WCCO KMOX WBBM WFBM WISN  
News: WIBA WOC  
Farm Prgm.: WHA WMBD  
Voice of Experience: WLW WJJD  
WBAA-Parade of Melody  
WBAA-Russ, Martha & Bob  
WBOW-Luncheon Dance Hour  
WCFM-Young Widder Jones  
WJBC-Plow Jockies  
WGN-Markets: Mid-day Service  
WHO-News  
WIND-Christian Science Prgm  
WIRE-Linda's First Love  
WJBC-Man on the Street  
WKBW-Farm Flashes  
WLS-Markets: News  
WMAQ-Dan Harding's Wife  
WMT-Frank Voelker, organist  
WOWO-Hey, Mr. Motorist  
WROK-Couple on the Street  
WSET-The Bandstand  
WTAD-Farm; Weather; Markets  
WTMJ-Dance Orch.  
12:45  
NBC-Hal Gordon, trn.: KWK WLW (sw-15.21)  
CBS-Hollywood in Person (Gold Medal): WBBM KMOX WCCO WFBM WISN  
NBC-Dan Harding's Wife: KSD  
Man on the Street: WCFM WSBT  
News: WBAA WMT  
WBAA-Songs and Melodies  
WBOW-County Agr. Agent  
WJBC-Danville Remote  
WHO-Broadway Comedy Stars  
WIBA-Market Reports  
WIND-News; Let's Dance  
WIRE-Farm Hour; Markets  
WLS-FHA Speaker; Markets  
WLW-Betty & Bob  
WMAQ-To be announced  
WMBD-Window Shopper  
WOC-Guy Lombardo's Orch.  
WOWO-Wilbur Pickett's Orch  
WROK-Home Folks' Hour  
WTAD-To be announced  
WTAQ-News; Musical Interlude  
WTMJ-Sidewalk Reporter

# Frequencies

**KMOX-1090** WISN-1120  
**KOA-820** WJBC-1200  
**KSD-550** WJTD-1130  
**KWK-1350** WTR-750  
**WAAF-920** WKBB-1500  
**WBA-890** WLS-870  
**WBBM-770** WLW-700  
**WBOW-1310** WMAQ-670  
**WCB-1080** WMBD-1440  
**WCCO-810** WMBI-1080  
**WCFL-970** WMT-600  
**WDZ-1020** WOC-1370  
**WENR-870** WOWO-1160  
**WFAM-1200** WRJN-1370  
**WFBM-1230** WRK-1410  
**WGN-720** WSBT-1360  
**WHA-940** WSUI-880  
**WHAS-820** WTAD-900  
**WEO-1000** WTAM-1070  
**WIBA-1280** WTAQ-1330  
**WIND-560** WTMJ-620  
**WIRE-1400**

WAAF-Mary Donahue, songs  
 WBA-Markets & Weather  
 WBBM-Truman Bradley  
 WBD-Matone Organettes  
 WBA-Rhythm & Romance  
 WIND-Dance Orch.  
 WJJD-Fred Beck, organist  
 WKBB-Luncheon Musicale  
 WLS-Don & Helen  
 WMAQ-Studio Stooges  
 WMBD-Masters of Rhythm  
 WMT-Joe Doakes; Aunt Fanny.  
 Iowa Cornhuskers  
 WROK-Josephine Harmon, songs  
 WTMJ-Home Harmonizers

KMOX-To be announced  
 WBA-Musical Review  
 WBBM-Houseboat Hannah  
 WBD-Matone Organettes  
 ★ **WCCO-LADIES FIRST**  
 WCFL-News  
 ★ **WDZ-RADIO GUIDE GOSSIP**  
 WGN-Afternoon Serenade  
 WHA-College of the Air  
 WISN-Even As You & I  
 WJBC-Bible Study Hour  
 WLW-Dr. Friendly (sw-6.06)  
 WMBI-Liquor Problem  
 WROK-Women in the News  
 WSUI-Int'l Scene  
 WTAD-News  
 WTMJ-Kitty Keene, Inc.

MBS-Harold Turner, pianist:  
 WGN  
 WAAF-Song of the Strings  
 WBA-Melody Moods  
 WDZ-Walkathon  
 WENR-Music Circle  
 WFBM-Tea Time Tunes  
 WIRE-Harry Baston  
 WLW-Jack Armstrong  
 WMBD-Townsmen  
 WMBI-Gospel Music  
 WMT-Let's Go to the Movies  
 WOC-Pat's Organ Moods  
 WROK-Birthday Club  
 WSUI-Musical Moods  
 WTAD-News

WIBA-Dance Melodies  
 WJJD-Sterling Young's Orch.  
 WLW-Supper Serenade (sw-6.06)  
 WMBD-Employment Speaker  
 WTAD-Jack Armstrong, sketch  
 WTMJ-Heinie's Grenadiers

# Tuesday October 5



**TED MALONE**  
 "Between the Bookends"  
 Tues. 1:45 pm CST

**1:00**  
 NBC-Herald Tribune Forum:  
 KWK WLW (sw-15.21)  
 "Some Proposed Changes in Government" will be discussed during this three and one half hour session by a group which includes many ranking government officials.  
 CBS-Milton Charles, organist:  
 WOC WCCO  
 NBC-Matinee Musicale: WBOW (sw-15.33)  
 News: WJBC WMBD WTAD  
 WMAQ WOC  
 Man on the Street: WBBM  
 WTAQ WMBD  
 To be announced: WJJD WHO  
 KMOX WLW  
 KSD-Variety Prgm.  
 WAAF-Hoosier Philosopher  
 WBA-Journalism Today  
 WCB-J. C. O'Hair  
 WCFL-Melody Hour  
 WDZ-Walkathon  
 WFBM-There Was A Time  
 WGN-Concert Orch.  
 WHA-Legislative Forum  
 WIBA-Melody Moments  
 WIND-Italian Hour  
 WIRE-Gov. Markets; Farm Hour; News  
 WISN-Musical Heat Wave  
 WKBB-Jewel Box  
 WLS-School Time  
 WMT-Cedar Valley Hillbillies;  
 Joey & Chuck  
 WOWO-We Shall Have Music  
 WSBT-Indiana-Michigan News;  
 Tues. Serenade; Farm Flashes  
 WSUI-Musical Chats  
 WTMJ-Livestock; News; Dance  
 Orch.; Weather; Police Reports

**2:00**  
 NBC-Herald Tribune Forum:  
 WBOW WOWO  
 CBS-Theater Matinee: WSBT  
 WOC WKBB WISN WCCO  
 WTAQ (sw-15.27)  
 NBC-Pepper Young's Family,  
 sketch (Camay): WMAQ KSD  
 WHO WLW WTMJ (sw-15.33)  
 MBS-Concert Trio: KWK WGN  
 News: WFBM WIND WTAD  
 WBA-Story Time  
 WBBM-Radio Gossip Club  
 WCB-Polish Prgm.  
 WCFL-German Prgm.  
 WDZ-Birthday Party  
 WHA-School of the Air  
 ★ **WIBA-VARIETY PROGRAM**  
 WIRE-Federal Music Project  
 WJJD-Federal Housing Prgm.  
 WLS-News, Julian Bentley  
 WMBD-Trading Post  
 WMT-Many Happy Returns,  
 Cornhuskers  
 WROK-News; Matinee Musicale  
 WSUI-Campus Activities

**3:15**  
 CBS-Notelaters: WTAQ WKBB  
 WSBT WOC WFBM WMBD  
 WISN (sw-15.27)  
 NBC-The Guiding Light, sketch  
 (White Naptha): KSD WHO  
 WTMJ WMAQ (sw-15.33)  
 MBS-To be announced: WGN  
 WBBM-Linda's First Love  
 WCFL-Organ Recital  
 WDZ-Concert Hall of the Air  
 WIND-Sports  
 WIRE-Matinee Varieties  
 WLW-Life of Mary Sothorn  
 WMBI-Sacred Music  
 WSUI-A Cappella Choir  
 WTAD-Margot

**4:30**  
 ★ **NBC-Kellogg's Singing Lady;**  
 Irene Wicker- WLW (sw-15.21)  
 CBS-Science Service Series:  
 WOC WTAQ WCCO WISN  
 WBBM WFBM WKBB WFAM  
 (sw-15.27)  
 Miss F. E. Harris of the U. S.  
 Department of Commerce will  
 speak on "Salt of the Earth."  
 NBC-Josh Higgins of Finchville,  
 sketch: WIRE WBOW WIBA  
 WMAQ  
 NBC-Jack Armstrong, sketch  
 (Wheaties): (sw-9.53)  
 NBC-Art Tatum, pianist: WENR  
 MBS-Village Barn Cutups: WGN  
 WAAF-Georgia Erwin, songs  
 WBA-Amer. Family Robinson  
 WCFL-Organ Recital  
 ★ **WCLF-FOR YOUR INFORMATION**  
 (1310 kc)  
 WDZ-Danville Remote  
 WHO-Variety Prgm.  
 WJBC-Bingo  
 WMBD-News  
 WMBI-Foreign Language Ser-  
 vice  
 WMT-Five-Minute Drama; Ralph  
 Slade & Orch.  
 WOWO-On the Mall  
 WROK-Musicale  
 WSUI-Elementary German  
 WTAD-Cy & Freckles  
 WTMJ-Dog House Court

**5:30**  
 CBS-News; George Hall's Orch.:  
 WOC WFBM WKBB WMBD  
 WBBM WTAQ WFAM (sw-11.83)  
 NBC-News; Tony Russell, songs:  
 WMT  
 MBS-Len Salvo, organist: WGN  
 News: WIBA WENR WCFL  
 Jack Armstrong, sketch: WMAQ  
 WHO WCCO  
 To be announced: KMOX KTAQ  
 KSD-Allan Clarke, bar.  
 WAAF-Sports Shorts  
 WIND-Salon Group  
 WCFL-News  
 WIND-Afternoon Varieties  
 WIRE-House of MacGregor  
 WISN-News; You Shall Have  
 Rhythm  
 WJJD-Kinney's Hawaiians  
 WLW-Bob Newhall, sports  
 WOWO-Lady of Charm  
 WROK-Police Court News

**1:15**  
 CBS-American Dental Ass'n:  
 WOC WBBM  
 News: WKBB WROK  
 WAAF-Waltztime  
 WBA-Electrical Shop  
 WCCO-Hope Alden  
 WCFL-Happy Harmonies  
 WDZ-Markets Close  
 WFBM-Hope Alden's Romance  
 WGN-Wife vs. Secretary  
 WHA-News and Views  
 WIBA-Man on the Street  
 WJJD-Happy Harmonies  
 WLS-Howard Peterson, organist  
 WMAQ-Rhythm in the Air  
 WMBD-His Majesty, the Baby  
 WMT-Voice of Iowa  
 WOWO-Market Service  
 WTAD-Quincy Marches On  
 WTAQ-Glodeen Matinee

**2:15**  
 NBC-Oxydol's Own Ma Perkins,  
 sketch: WMAQ KSD WTMJ  
 WLW WHO (sw-15.33)  
 NBC-Airbreaks: WIRE WCFL  
 KMOX-Kitty Keene, Inc.  
 KWK-Organ Melodies  
 WBA-Metal Shops  
 WBBM-Meet the Missus  
 WCCO-Markets  
 WDZ-News  
 WFBM-Apron Strings  
 WGN-June Baker, talk  
 WHA-Magazine Review  
 WIND-Tommy Ott, organist  
 WJJD-Ben Kanter, pianist  
 WMBD-Shut-In Prgm.  
 WMT-German Band  
 WROK-Two Guitars  
 WSUI-Organ Melodies  
 WTAD-Women of the World

**3:30**  
 CBS-Sing & Swing; Carlton Kel-  
 sey's Orch.: WKBB WFAM  
 WMBD WTAQ WISN WOC  
 WFBM WCCO (sw-15.27)  
 NBC-The Story of Mary Marlin,  
 sketch (Ivory Soap): WMAQ  
 WLW WHO KSD (sw-15.33)  
 KMOX-Houseboat Hannah  
 WAAF-Petite Musicale  
 WBA-Typing School of the Air  
 WBBM-Kitty Keene, Inc.  
 WCFL-To be announced  
 WDZ-Danville Remote  
 WHA-Armchair Journeys  
 WIND-To be announced  
 WJBC-News  
 WMBI-See by the Papers  
 WOWO-Old Time Religion  
 WROK-Church in Wildwood  
 WSUI-Famous Short Story  
 WTMJ-News; Tunesmiths

**4:45**  
 NBC-Al Vierra's Orch.: WIRE  
 WENR WOWO WIBA  
 NBC-Johnnie Johnston, bar.:  
 KSD WMAQ WBOW WCFL  
 CBS-Dean Teacher: WFAM  
 WKBB WFBM WBBM WTAQ  
 WISN (sw-15.27)  
 NBC-Tom Mix' Straight Shoot-  
 ers (Purina): (sw-15.21)  
 NBC-Little Orphan Annie (Oval-  
 tine): (sw-9.53)  
 MBS-To be announced: WGN  
 WAAF-Contrasts  
 WBA-Twilight Musicale  
 WCCO-Livestock  
 WFAM-Motor Dramas  
 WHO-To be announced  
 WJBC-Christian Messengers  
 WLB-Whistling Kid  
 WMBD-Bargain Counter  
 WOC-Man on the Street  
 WROK-Children's Hour  
 WTAD-Sports Summary,  
 WTMJ-News; Moment Musical

**5:45**  
 ★ **NBC-Lowell Thomas,** news  
 commentator (Sun Oil): WLW  
 (sw-15.21)  
 CBS-Rep. Samuel Dickstein, talk:  
 WKBB WFBM WFAM KMOX  
 WOC (sw-11.83)  
 NBC-Tom Mix' Straight Shoot-  
 ers (Purina): WMAQ WIRE  
 KWK  
 NBC-Little Orphan Annie (Oval-  
 tine): KSD  
 NBC-Escorts & Betty: WENR  
 WMT  
 Sports: WTMJ WISN WOWO  
 WAAF-Tunes of Today  
 WBBM-Bandwagon  
 WCCO-Front Page Parade  
 WCFL-Stanley Hickman  
 WGN-Orphan Annie  
 WHO-To be announced  
 WIBA-Today's Birthdays  
 WIND-News  
 WJJD-Cumberland Ridge Run-  
 ners  
 WMBD-Sports; Where to Go  
 WROK-Don & Sleepy, songs  
 WSUI-Daily Iowan of the Air  
 WTAQ-Bureau of Public Service

NBC-Joan Brooks, songs: WENR  
 News: WCFL WMBD WOC  
 Sports Review: WBBM WFBM  
 To be announced: WIBA WTMJ  
 WAAF-Sylvia  
 WBOW-Hit Tunes  
 WCCO-Easy Aces  
 WIBA-Christian Science  
 WGN-Concert Trio  
 WJR-Modern Miracles  
 WROK-Motor Drama

**1:30**  
 NBC-Herald Tribune Forum:  
 WOWO WBOW  
 CBS-Dalton Brothers, trio: WOC  
 WSBT WBBM WCCO WTAQ  
 NBC-The Wise Man, philosophy:  
 WMAQ (sw-15.33)  
 Man on the Street: WKBB  
 KWK  
 News: WFBM WCFL  
 To be announced: WIND WLW  
 WJJD  
 KMOX-Linda's First Love  
 WBA-The Bang Family  
 WCB-Zion Prgm.  
 WDZ-Joe Green  
 WGN-Lucky Girl  
 WHA-College of the Air  
 WHO-Houseboat Hannah  
 WIBA-Home Folks' Frolic  
 WIRE-Reporter  
 WLS-Market Reports  
 WMBD-Party Line  
 WMT-Warkets; Cedar Valley Hill-  
 billies  
 WROK-Rippling Melodies  
 WTAD-Bessie Dean Reinert

**2:30**  
 ★ **NBC-Vic & Sade,** sketch:  
 (Crisco): WHO WMAQ KSD  
 WLW WTMJ (sw-15.33)  
 ★ **CBS-Columbia Concert Hall:**  
 WOC WISN WBBM WCCO  
 WTAQ WKBB WSBT WFBM  
 WMBD (sw-15.27)  
 NBC-Herald Tribune Forum:  
 WIRE WBOW WOWO (sw-15.21)  
 MBS-Kathryn Witwer, songs:  
 WGN  
 KMOX-Houseboat Hannah  
 KWK-News  
 WBA-You & Your Child  
 WCB-Scripture Truth Hour  
 WCFL-To be announced  
 WDZ-Man's Wife on Train  
 WHA-Music of the Masters  
 WIND-Bleacher Bug  
 WJJD-Happy Harmonies  
 WMT-Movie Man  
 WROK-Musical Joke Book  
 WSUI-Book Talk  
 WTAD-Easy to Remember

**3:45**  
 NBC-Kitty Keene (Dreft): WHO  
 CBS-Sing & Swing: WBBM  
 NBC-The Road of Life, sketch  
 (Chippo): WMAQ WTMJ (sw-15.33)  
 KMOX-Dope from the Dugout  
 KWK-Man in the Stands  
 WBA-The Question Man  
 WCFL-To be announced  
 WBA-The Dance Hour  
 WJBC-Classified Time  
 ★ **WJBL-BEHIND THE MICRO-  
 PHONE**  
 WLW-Kitty Keene, Inc.  
 WMBI-Golden Nuggets  
 WROK-Easy to Remember  
 WTAD-John Renaldo

**4:00**  
 NBC-Benno Rabinoff, violinist:  
 WIBA  
 CBS-To be announced: WFAM  
 WMBD WTAQ WKBB  
 NBC-Peggy Wood Calling: WMT  
 WOWO WIRE WENR  
 CBS-Follow the Moon with Elsie  
 Hitz & Nick Dawson (Pebe-  
 co): WBBM KMOX WCCO  
 WFBM (sw-15.27)  
 NBC-Junior Nurse Corps: (sw-15.21)  
 To be announced: KSD KWK  
 WHO  
 MBS-Songland: WGN  
 WAAF-Jimmie Kozak, pianist  
 WBA-Story Lady  
 WBOW-Rev. Archie Brown  
 WCFL-To be announced  
 WDZ-Their Majesties, the Babies  
 WHA-Organ Reveries  
 WISN-German Hour  
 WJBC-Request Hour  
 WLW-Sunbrite Melodies  
 WMAQ-Tea Time Varieties  
 WMBI-Grace Notes  
 WOC-News  
 WROK-Markets; News  
 WSUI-Through the Air Lanes  
 WTAD-Phyl Coe Mysteries  
 WTMJ-Friendship Circle

**NIGHT**  
**6:00**  
 ★ **NBC-AMOS N' ANDY (PEP-  
 sodent):** WHO WTAM WLW  
 (sw-9.53) (also see 10 p.m.)  
 ★ **NBC-Easy Aces,** sketch (An-  
 acin): WENR WMT WIRE  
 (sw-11.87)  
 CBS-Poetic Melodies (Wrigley's  
 Gum): WJR (sw-11.83) (also  
 see 10 p.m.)  
 CBS-Herbert Foote, organist  
 WTAQ WCCO WKBB WMBD  
 NBC-Louis Panico's Orchestra:  
 WBOW WCFL  
 MBS-Luigi Romanelli's Orch.:  
 KWK  
 To be announced: KMOX WHAS  
 KSD-News; Green Bros.' Orch.  
 WBBM-The Headliners  
 WCFL-Stanley Hickman  
 WFAM-Crime Casts  
 WFBM-Phenomenon  
 WGN-Concert Orch.  
 WIBA-The Dinner Hour  
 WIND-German Hour  
 WISN-Down By Herman's  
 WMAQ-News  
 WOC-Sports Summary  
 WOWO-Organ Reveries  
 WROK-News; Dinner Music  
 WSUI-Dinner Hour  
 WTMJ-Musical Moments

**6:30**  
 ★ **NBC-HORLICK'S LUM & AB-  
 ner,** sketch: WENR WLW  
 (also see 10:15 p.m.)  
 ★ **CBS-FAMOUS ACTORS'**  
 Guild Presents Helen Menken  
 in "Second Husband," drama  
 (Bayer Aspirin): KMOX  
 WIIAS WJR WBBM  
 Sports Review: WMAQ WGN  
 News: WTAQ WHO  
 KSD-Man on the Lot  
 KWK-Rolla Coughlin's Orch.  
 WBOW-Si & Ezra  
 WCCO-Comedy Stars of Broad-  
 way  
 WCFL-Sunny Sam  
 WFAM-Hits from the Shows  
 WFBM-Piano Twins  
 WIBA-Sports Parade  
 WIRE-Three Little Words  
 WISN-Down the Avenue  
 WKBB-WPA Prgm.  
 WMBD-Broadway Comedy Stars  
 WMT-Better Vision; Sports  
 WOC-Twilight Musicale  
 WOWO-To be announced  
 WROK-Dinner Music  
 WSUI-Gems from Light Operas  
 WTAM-Johnny Hauser's Orch.  
 WTMJ-Dinner Table of the Air

**1:45**  
 ★ **CBS-Ted Malone's Between the  
 Bookends:** WCCO WSBT  
 WTAQ WOC WFBM  
 NBC-To be announced: KSD  
 (sw-15.33)  
 MBS-Beatrice Fairfax (Hecker  
 Products): KWK WIRE  
 WGN  
 KMOX-Josephine Halpin

**2:45**  
 ★ **NBC-THE O'NEILLS, SKETCH**  
 (Ivory Flakes): WMAQ KSD  
 WLW WHO WTMJ (sw-15.33)  
 NBC-Herald Tribune Forum:  
 WOWO KWK WCFL (sw-15.21)  
 KMOX-To be announced  
 WBA-Treasure Chest, Robert  
 Horn  
 WBOW-Talk of the Town  
 WDZ-Sweet Music  
 WGN-Harold Turner, pianist  
 WIND-Sports, Russ Hodges  
 WIRE-Safety First  
 WJJD-To be announced  
 WLS-Home Service Club  
 WMT-News; Interlude  
 WSUI-Concert Band  
 WTAD-Francis Mourning

**4:15**  
 ★ **NBC-Nellie Revell Interviews**  
 Stoopnagle & Budd: WBOW  
 WIBA (sw-15.33)  
 Stoopnagle and Budd will be in-  
 terviewed by Nellie Revell  
 CBS-To be announced: WTAQ  
 WKBB WFAM WFBM  
 NBC-Jackie Heller, tr.: WOWO  
 WMAQ WCFL  
 CBS-Life of Mary Sothorn,  
 sketch (Hind's): WCCO (sw-15.27)

**5:00**  
 CBS-All Hands on Deck: WFAM  
 WKBB WCCO WOC WTAQ  
 NBC-Science in the News:  
 (sw-9.53)  
 NBC-String Time, dir. Jack Mea-  
 kin: WIRE WOWO WMT  
 WCFL  
 NBC-Junior Nurse Corps, sketch  
 (Sunbrite): WENR WLW  
 KWK  
 KMOX-Travelogue  
 KSD-Afternoon Varieties  
 WAAF-Jimmie Kozak, pianist  
 WBBM-Women in the News  
 WBOW-Tour of the Town  
 WFBM-Bohemians  
 WGN-Rhythm Rambles  
 WIBA-Bob White & Whip-poor-  
 will  
 WISN-Show Window  
 WJBC-Rhythm Serenade  
 WJJD-To be announced  
 WMAQ-Don Winslow of the Navy  
 WMBD-Happy Train  
 WROK-Make Believe Ballroom  
 WSUI-Second Year Spanish  
 WTAD-Barney Thompson  
 WTMJ-Jack Armstrong, sketch

**6:15**  
 NBC-Vocal Varieties (Tums);  
 Smoothies; DeVore Sisters;  
 Wm. Stoess' Orch.: WHO WLW  
 WMAQ WIRE KSD WTAM  
 (sw-9.53) (also see 10:15  
 p.m.)  
 CBS-Song Time: WOC WFAM  
 KMOX WTAQ WHAS (sw-11.83)

**6:45**  
 NBC-Command Performance:  
 WMAQ  
 NBC-Vivian Della Chiesa, sop.;  
 Orch.: WENR  
 MBS-Four Californias: WIRE  
 WGN  
 News: WFBM WMT WCCO  
 Phyl Coe Mysteries: WFAM  
 WMBD WIBA  
 KWK-Sport Review; News  
 WBOW-Home Decorators  
 WCFL-Jack Kelly's Orch.  
 WHO-Whispering Jack Smith  
 WISN-Have You Heard  
 WKBB-George Thalhammer, ac-  
 cordianist  
 WLW-Tonic Time  
 WOC-Close Harmony Boys  
 WTAQ-Organ Reveries

**NBC COAST TO COAST**

**LUM AND ABNER**

"FUN! FUN! FUN!"

WJZ WLW  
 WBAL  
 WBZ  
 WBZA  
 WSYR  
 WENR  
 WSB WMC

# Tuesday

October 5



AL PEARCE  
"Watch the Fun Go By" m.c.  
Tues. 8 pm CST

(7:00 p.m. Continued)

Sports Parade: WKBB WBOW  
To be announced: WIND WTAQ  
WHAS  
WCFL-Sports & News  
WGN-Concert Orch.  
WBMD-Good Neighbor  
WOC-WPA Prgm.  
WROK-Building Talk  
WSUI-Children's Hour

7:15

WAAF-Rhumba Beat  
WBOW-Johnny Wink & Bobby  
WCFL-The Light of Ages  
WGN-Victor Arden's Orch.  
WKBB-Amer. Family Robinson  
WBMD-News  
WOC-Fact Finder  
WROK-Musicale

7:30

★ CBS-Al Jolson Show With  
Martha Raye, Parkyakarkus &  
Victor Young's Orch. (Rinso &  
Lifebuoy): WBBM KMOX  
WFBM WCCO WJR WHAS  
WISN WBMD (sw-11.83) (also  
see 10:30 p.m.)

★ NBC-It Can Be Done (House-  
hold Finance); Drama of Suc-  
cess Stories; Edgar A. Guest;  
Frankie Masters' Orch.: WLW  
WLS WMT KWK (sw-11.87)  
Turn to page 26 to find an inter-  
esting story in pictures of Edgar  
Guest and Frankie Masters.

★ NBC-Wayne King's Orch.  
(Lady Esther): WHO WTMJ  
WMAQ WIBA KSD WIRE  
WTAM (sw-9.53)  
MBS-Symphony in Rhythm: WGN  
Theater of the Air: WSUI WTAQ  
WAAF-Shadowland  
WBOW-Variety Show  
WCFL-Streamline Melodies  
WFAM-Melody Weavers  
WKBB-Sweetheart Serenade  
WOC-Voice of Friendship  
WROK-Lou Blake's Orch.  
WSBT-Dixie Land Band

7:45

WCFL-Herr Louie & The Weasel  
WKBB-News  
WSBT-Moonlight Sonata  
WTAQ-Rambling Trio

8:00

★ NBC-Ben Bernie's Orch. (Keg-  
lined); Vass Family: WMT  
WLS WLW KWK WOWO  
WIBA WTMJ (sw-11.87)

★ CBS-"Watch the Fun Go By,"  
(Ford) Al Pearce's Gang,  
Nick Lucas, vocalist; Arlene  
Harris, human chatterbox;  
Carl Hoff's Orch.: WJR  
WHAS WISN WKBB WSBT  
WBBM WCCO KMOX WOC  
WTAQ WFBM WBMD (sw-  
11.83) (also see 11 p.m.)  
★ NBC-Vox Pop (Molle Shave),  
conducted by Wallace Butter-  
worth & Parks Johnson: KSD  
WHO WIRE WTAM WMAQ  
(also see Mon. prgms. at 11:30  
p.m.)

MBS-Fred Waring's Orch.: WGN  
KOA-Sport Highlights  
WBOW-Sports Parade  
WCFL-Jam Session  
WIND-Racing Returns  
WROK-Verna Davis, songs  
WSUI-Evening Musicale; Darold  
Jack

8:15

KOA-Pleasant Valley Frolics  
WCFL-Ballads  
WIND-Collegiate Episodes  
WROK-News; Musicale  
WSUI-Woodland Rambler

8:30

★ NBC-HOLLYWOOD MARDI  
Gras (Packard); Lanny Ross,  
tr.; Chas. Butterworth, com-  
edian; Florence George, sop.;  
Don Wilson, m.c.; Jane  
Rhodes, vocalist; Raymond  
Paige's Orch.: WIRE WTMJ  
WMAQ KSD WIBA WHO KOA  
WTAM (sw-9.53)

★ CBS-Jack Oakie's College  
(Camel Cigarettes); Stuart  
Erwin; Raymond Hatton &  
Wm. Austin, comedians; Hel-  
en Lind, comedienne; Harry  
Barris, songs; Chorus; Georgie  
Stoll's Orch.: WCCO WBMD  
WGN KMOX WHAS WBBM  
WFBM WOC WJR WSBT  
(sw-11.83)

★ NBC-Grand Central Station  
(Listerine): KWK WENR  
WOWO WMT (sw-6.14)  
WBOW-Concert Hall of the Air  
WCFL-Georgia Erwin  
WGN-Comedy Stars of Broadway  
WIND-Current News  
WKBB-Musical Encores  
WLW-Melodrama  
WROK-Make Believe  
WSUI-Musical Show Melodies  
WTAQ-News

8:45

WCFL-Jack Kelly's Orch.  
WGN-News; Sport High Lights  
WIND-Job Marker  
WKBB-Sentimental Music  
WROK-Opportunity Knocks  
WSUI-Daily Iowan  
WTAQ-Let's Dance

9:00

★ MBS-Symphonic Strings: WGN  
NBC-Herald Tribune Forum:  
WENR WOWO KWK WMT  
(sw-6.14)  
President Roosevelt will be  
the main speaker on the top-  
ic "The Status of War  
throughout the World."  
Many other authorities on  
the subject will also be  
heard.

CBS-Swing School (Camel Ciga-  
rettes); Benny Goodman's Or-  
chestra & Guests: WCCO  
WBMD WISN KMOX WHAS  
WBBM WFBM WOC WJR  
WSBT (sw-11.83)  
WBOW-Organ Reveries  
WCFL-News

WIND-Tommy Ott, organist  
WLW-Concert Hour  
WROK-Wrestling Matches  
WTAQ-Dance Orch.

9:15

NBC-Herald Tribune Forum:  
WENR WMT (sw-6.14)  
MBS-Symphonic Strings: KWK  
WBOW-Dance Hour  
WCFL-Labor Flashes  
WIND-Interlude; Walkathon  
WLW-What's the Big Idea?  
WTAQ-Peacock Court

9:30

NBC-Herald Tribune Forum:  
WENR WBOW (sw-6.14)  
★ NBC-JIMMIE FIDLER'S HOL-  
lywood Gossip (Drene): KSD  
KOA WIBA WTMJ WMAQ  
WLW WHO WTAM WIRE  
(sw-9.53)

CBS-Poly Follies (Phillips):  
WCCO WFBM WSBT WBMD  
KMOX WOC WBBM  
CBS-Del Casino, songs: (sw-  
11.83)

KWK-Soloists & Organist  
WCFL-Vella Cook  
WGN-The Northerners  
WHAS-Broadway Comedy Stars  
WIND-Songs They Write  
WISN-Helen Wittman, songs  
WKBB-World Varieties  
WJR-News Comes to Life  
WMT-Eleanor Gough, pianist  
WOWO-Stars of Broadway  
WTAQ-To be announced

9:45

NBC-Miss Fischer Directs:  
WTAM WMAQ KOA WHO  
WIRE KSD (sw-9.53)  
CBS-Dr. C. C. A. Winslow, talk:  
(sw-11.83)

Vic Arden's Orch.: WHAS WMT  
KWK-Easy Aces  
WCFL-Social Security Talk  
WIND-News; Sports  
WISN-Rendezvous for Two  
WJR-Sports  
WLW-Barney Rapp's Orch.  
WOWO-Bob Wilson, news  
WROK-News Flashes  
WTAQ-Let's Dance  
WTMJ-Hollywood Spotlight

10:00

★ NBC-AMOS 'N' ANDY (PEP-  
sodent): WMAQ WIRE KOA  
WLW KSD KFI (also at 6  
p.m.)

CBS-Tommy Dorsey's Orch.:  
WSBT (sw-11.83)  
NBC-Science vs. Crime: WBOW  
(sw-9.53)

CBS-Poetic Melodies (Wrigley's  
Gum); Franklin MacCormack;  
Jack Fulton, tr.; Carlton  
Kelsey's Orch.: KMOX WHAS  
WCCO WFBM WBBM KSL  
(also at 6 p.m.)

MBS-Billy Swanson's Orch.:  
WGN  
News: WMT KWK WIBA WBMD  
WENR WJR WOC WTAQ  
WCFL-Vagabonds

WHO-Dalton Norman, songs  
W.N.-Lithuanian Prgm.  
WISN-Moon Magic  
WKBB-Hollywood on Parade  
WOWO-Polly Pretends  
WTAM-Violin in the Night  
WTMJ-Last Word in Sports

10:15

NBC-Horlick's Lum & Abner:  
KGO (also at 6:30 p.m.)  
NBC-Lou Breese's Orch.: WBOW  
WCFL (sw-9.53)

CBS-Tommy Dorsey's Orch.:  
WOC WISN  
NBC-King's Jesters: WENR  
WMT (sw-6.14)

NBC-Vocal Varieties (Tums):  
KOA KFI (also at 6:15 p.m.)  
News: WKBB WCCO WHO  
MBS-Ted Weems' Orch.: WGN  
KMOX-Roger Fox & Orch.  
KSD-Melodies in Swingtime  
KWK-Rolla Coughlin's Orch.  
WCCO-News

WFBM-Sports  
WHAS-Dance Time  
WIBA-Club Chanticleer  
WIRE-News; Basonology  
WJR-Reminiscing  
WLW-To be announced  
WMAQ-Earl Hines' Orch.  
WBMD-Sports Review  
WTAM-Lou Breese's Orch.  
WTMJ-Dance Orch.

10:30

★ NBC-JOHNNY PRESENTS  
Russ Morgan's Orch. (Philip  
Morris); Charles Martin's Three  
Minute Thrillers: KOA KFI  
(also at 7 p.m.)

NBC-Eddie Varzos' Orch.:  
WENR  
NBC-Emery Deutsch's Orch.:  
WBOW WCFL (sw-9.53)

CBS-George Olsen's Orch.: WISN  
WOC WTAQ WFBM WKBB  
WSBT (sw-11.83)  
CBS-Al Jolson's Show (Rinso &  
Lifebuoy): KXN KSL (also  
at 7:30 p.m.)

MBS-Eddie Elkins' Orch.: WMT  
KMOX-France Laux, sports  
KSD-Victor Arden's Orch.  
KWK-Range Riders  
WBBM-News, Tod Hunter  
WCCO-Rollie Johnson

WGN-Freddie Martin's Orch.  
WHO-To be announced  
WIBA-Music by Cugat  
WIND-Hawaiian Melody  
WIRE-Victor Arden's Orch.  
WMAQ-News; Sandy Williams  
Orch.

WBMD-Value Hints  
WTAM-Sammy Watkins' Orch.  
WTMJ-News; Dance Orch.

10:45

CBS-Geo. Olsen's Orch.: WBMD  
KMOX-Seven Star Revue  
KSD-Les Brown's Orch.

KWK-Sports Review  
WBBM-Manhattan Mother  
WCCO-Mack Dale  
WHAS-News  
WIBA-Park Hotel

WIND-News  
WIRE-Baseball Game  
WJR-ΔMeditation  
WTAM-Violin in the Night

11:00

NBC-Rudy Vallee's Orch.: WMT  
WIBA  
NBC-Larry Burke, tr.; Jerry  
Blaine's Orch.: KOA WLW  
WBOW WTAM (sw-9.53)

CBS-Roger Pryor's Orch.: WBBM  
WBMD WISN WHAS WOC  
WTAQ

CBS-Bert Block's Orch.: WHAS  
WKBB WSBT WJR  
CBS-Watch the Fun Go By:  
KSL KXN (also at 8 p.m.)

MBS-Leo Reisman's Orch.: WGN  
News: WOC WJR WFBM WTAQ  
WCCO-Clyde Lucas' Orch.  
WCFL-Make Believe Ballroom  
WENR-Henry Busse's Orch.

WIND-Let's All Dance  
WMAQ-King's Jesters  
WTMJ-Streamlined Revue

End of Tuesday Programs

# Wednesday

October 6

# Wednesday

## MORNING

7:00 am CST

CBS-Morning Almanac: (sw-  
21.52)  
Musical Clock: WBBM WROK  
KMOX-Sing, Neighbor, Sing  
WCCO-Air Almanac  
WFBM-Early Birds  
WGN-Good Morning  
WHO-Variety Prgm.  
WIND-Polish Prgm.  
WISN-Early Risers Club  
WJJR-Harry Zimmerman, organ  
WLS-News; Julian Bentley  
WLW-Rube Applebury  
WMAQ-Suburban Hour  
WBMD-Breakfast Melodies  
WMBI-ΔSunrise Service  
WOC-Musical Clock  
WTAD-Airline News  
WTMJ-Livestock; Jimmy Legs;  
News

7:15

News: WCCO WLW  
KMOX-Joe Karnes, pianist  
WHO-Hardware News  
WLS-Pokey & Arkie  
WBMD-Eye Openers  
WTAD-Streamliner

7:30

KMOX-Tick Tock Revue  
WCCO-ΔGospel Tabernacle  
WCCO-Musical Chimes  
WGN-The Golden Hour  
WHO-To be announced  
WJJD-ΔChristian Science  
WLS-ΔMorning Devotions  
WLW-Before Breakfast  
WBMD-Musical Clock  
WOC-Breakfast Club

7:45

KMOX-Let's Compare Notes  
WJJD-Hawaiians; News  
WLS-Romulus, the Wolf Boy  
WBMD-Police Flash  
WOC-Musical Clock  
WTAD-Airline News  
WTAQ-Today's Almanac

8:00

★ NBC-Breakfast Club: News:  
WCFL  
CBS-As You Like It: WFAM  
WTAQ (sw-21.52)  
NBC-Women and News: WBOW  
News: WMT WBMD  
Musical Clock: WKBB WIBA  
KMOX-Views on News  
KWK-Tonic Tunes  
WAAF-Breakfast Express  
WCCO-Musical Chimes  
WFBM-Early Birds  
WGN-Golden Hour  
WHA-Band Wagon  
WIND-Board of Education  
WIRE-News; Musical Clock  
WJJD-Rhubarb Red  
WLS-Don & Helen  
WLW-Hymns of All Churches  
WMAQ-Your Neighbor; News  
WOWO-ΔRadio Bible Class  
WTAD-Storyland Lady

8:15

CBS-Richard Maxwell, songs:  
News: WFAM WTAQ (sw-  
21.52)  
NBC-Streamliners: WBOW  
KMOX-Ozark Varieties  
KWK-ΔDevotional Prgm.  
WCCO-Polish Prgm.  
WHA-Morning Melodies  
WHO-Neighbor Jim  
WIND-Man on the Street  
WJJD-The Toastmaster  
WLS-News  
WLW-Hope Alden's Romance  
WTMJ-Musical Parade

8:30

CBS-Jack Berch's Boys (Fels &  
Co.): KMOX WCCO (sw-21.52)  
NBC-Breakfast Club; News:  
WOWO  
Board of Education: WIND WJJD  
WBOW-Morning Patrol  
WCCO-Musical Chimes  
WFAM-Your Engagement Book  
WFBM-Value Varieties  
WGN-Good Morning  
WHO-Morning Melodies  
WIBA-Today's Almanac

8:45

WIRE-Rule Reporter  
WLS-Morning Roundup  
WLW-Mad Hatterfields (sw-6.06)  
WMAQ-Whistler & His Dog  
WMBD-Bandwagon  
WOC-People's Mail Bag  
WROK-ΔMorning Devotions  
WSUI-Daily Iowan  
WTAD-ΔInter-church Revival  
WTAQ-Organ Melodies  
WTMJ-Party Line

8:45

NBC-Breakfast Club: WCFL  
WOWO  
CBS-Bachelor's Children, sketch  
(Old Dutch Cleanser): KMOX  
WCCO (sw-21.52)  
NBC-Aunt Jemima (Quaker  
Oats): WMAQ (sw-15.21)  
NBC-Landt Trio: WBOW  
WFAM-ΔMorning Devotions  
WFBM-Apron Strings  
WHO-Musical Clock  
WIBA-Interlude; Baron's Urgm.  
WIND-Early Edition  
WIRE-Varieties  
WJJD-Chicago Tuberculosis Inst.  
WLS-The Hilltoppers  
WLWL-Young Widdler Jones  
WMBD-Variety Prgm.  
WOC-News  
WROK-Town Crier  
WSUI-Morning Melodies; Service  
Reports  
WTMJ-Your Home Town

9:00

★ CBS-PRETTY KITTY KELLY,  
sketch (Wonder Bread): WOC  
WBBM WFBM KMOX WCCO  
WISN (sw-21.52)  
NBC-Story of Mary Marlin,  
sketch (Ivory Snow): WLS  
(sw-15.21)  
NBC-Breen & de Rose, songs:  
WBOW  
NBC-Mrs. Wiggs of the Cabbage  
Patch, sketch (Old English  
Wax): WMAQ WIRE WHO  
Pictures of the entire cast of Mrs.  
Wiggs of the Cabbage Patch can  
be found on page 14.

9:15

NBC-Just Plain Bill, sketch (An  
acin): WMAQ WIRE WHO  
NBC-Pepper Young's Family,  
sketch (Camay): WLS WMT  
KWK (sw-15.21)  
CBS-Tony Wons' Scrap Book  
(Vicks): WBBM KMOX WCCO  
NBC-Feather for Luck, sketch:  
WCFL KSD

KSD-News; Melody Moods  
WAAF-Morning Revue  
WCCO-Italian Prgm.  
WCFL-Party Line  
WFAM-Dick Cover, organist  
WGN-Feature Foods Hour  
WHA-Your Health  
WIBA-To be announced  
WIND-Julane Pelletier, pianist  
WJJD-Bosworth Broadcast  
WLWL-Linda's First Love  
WMBD-Messenger; Weather  
WOWO-Bill Board  
WROK-News & Markets  
WSUI-Within the Classroom  
WTAD-News  
WTAQ-Mid-morning Revue  
WTMJ-What's New in Milwau-  
kee; Belle & Martha

9:15

NBC-Oxydol's Own Ma Perkins,  
sketch: WLS (sw-15.21)  
CBS-Myrt & Marge, sketch  
(Super Suds): WISN WBBM  
WCCO KMOX WFBM (sw-  
21.52)  
NBC-John's Other Wife, sketch  
(Louis Philippe): WMAQ  
WIRE WHO

NBC-Bennett & Wolverton, in-  
strumentalists: KSD  
NBC-Vaughn de Leath, songs:  
KWK WBOW WIBA  
WAAF-Hollywood Brevities  
WHA-Behind the News  
WIND-Hawaiian Serenade  
WBMD-News  
WOC-Neighbor Jim  
WROK-On the Mall

★ WSBC-MOVIE REVIEW  
WTAD-Women's Varieties  
WTAQ-Pamela

9:30

NBC-Just Plain Bill, sketch (An  
acin): WMAQ WIRE WHO  
NBC-Pepper Young's Family,  
sketch (Camay): WLS WMT  
KWK (sw-15.21)  
CBS-Tony Wons' Scrap Book  
(Vicks): WBBM KMOX WCCO  
NBC-Feather for Luck, sketch:  
WCFL KSD

MBS-Get Thin to Music: WGN  
WAAF-Morning Song  
WBOW-Home Folks  
WCCO-German Musicale  
WCFL-To be announced  
WFAM-Fashion Pointers  
WFBM-Kitchen Clinic  
WHA-School of the Air  
WIND-Eb & Zeb  
WISN-News  
WJJD-Story Hour  
WKBB-Musical Breakfast  
WLW-We Live Again  
WBMD-Morning Gold  
WOC-Morning Parade  
WOWO-Richard Trojan  
WROK-Intimate Review  
WTAD-ΔChurch in Wildwood  
WTAQ-Melody Lane  
WTMJ-Your Home Town

9:45

★ NBC-TODAY'S CHILDREN,  
sketch (Pillsbury): WMAQ  
KSD WHO WTMJ WIRE  
CBS-Ruth & Bill, songs: WCCO  
WFAM WBMD  
NBC-Viennese Ensemble: WBOW  
WLW

KMOX-Ma Perkins, sketch  
KWK-Top o' the Morning  
WAAF-Memory Lane  
WBBM-Man on the Street  
WCFL-Swingtime  
WFBM-Mrs. Farrell's Kitchen  
Clinic

WGN-Musical Mail Box  
WIBA-Dolly Madison  
WIND-Thru the Hollywood Lens  
WISN-Ann Leslie's Scrapbook  
WKBB-Sunshine Express  
WLS-News; Markets  
WLW-Houseboat Hannah  
WMT-Day Dreamer  
WOC-Party Line  
WOWO-Modern Home Forum  
WSUI-Prgm. Calendar  
WTAD-Party Line

10:00

★ NBC-THE O'NEILLS, SKETCH  
(Ivory Flakes): WLS (sw-  
15.21)

★ CBS-Heinz Magazine of the  
Air; Julia Sanderson & Frank  
Crumit, songs; B. A. Rolfe's  
Orch.; "Romance of Carol Ken-  
nedy," sketch: WOC WCCO  
WISN WFBM WBBM KMOX  
NBC-Hollywood High Hatters:  
WBOW

NBC-David Harum, sketch  
(Bab-O): KSD WMAQ WIO  
WIRE

News: WIND WMT WTAD  
WAAF-Woman's Hour  
WCCO-Uncle John  
WCFL-Morning Melodies  
WDZ-We Heard  
WJRD-Mrs. Riley's Shoppers'  
Guide

WGN-Don Pedro & piano  
WHA-Homemakers  
WJBC-Farm Flashes  
WJJD-Dude Martin  
WKBB-Chance Steps  
WLB-News; Markets  
WMBD-Neighbor Jim  
WROK-News; Melody Time  
WSUI-Homemaker's Chat  
WTAQ-Top Tunes  
WTMJ-Household Hints

10:15

NBC-Backstage Wife, sketch (Dr.  
Lyons): WMAQ WTMJ WIRE  
KSD WHO WIBA

NBC-Painted Rock, sketch:  
WBOW  
NBC-The Road of Life, sketch  
(Chipso): WLS WLW (sw-  
15.21)

KWK-Party Line  
WISN-Ann Leslie's Scrapbook  
WKBB-Sunshine Express  
WLS-News; Markets  
WLW-Houseboat Hannah  
WMT-Day Dreamer  
WOC-Party Line  
WOWO-Modern Home Forum  
WSUI-Prgm. Calendar  
WTAD-Party Line

10:00  
★ NBC-THE O'NEILLS, SKETCH  
(Ivory Flakes): WLS (sw-  
15.21)

# Frequencies

KMOX-1090  
KOA-830  
KSD-550  
KWK-1350  
WAAF-920  
WBAA-890  
WBBM-770  
WBOW-1310  
WCBM-1080  
WCCO-810  
WCFL-970  
WDZ-1020  
WENR-870  
WFAM-1200  
WFBM-1230  
WGN-720  
WHA-940  
WHAS-820  
WHO-1000  
WIBA-1280  
WIND-560  
WIRE-1400

WSUI-Musical Favorites  
WTAD-Neighbor Jim  
WTAQ-Radio Vocals

## 10:30

**★ NBC-Vic & Sade, sketch** (Crisco): WLS KWK WMT (sw-15.21)  
CBS-Big Sister, sketch (Rinso): WBBM WISN WCCO WMBD KMOX WFBM  
NBC-How to be Charming, sketch (Phillips): WMAQ WTMJ WHO WIRE WIBA  
WAAF-Secrets of Charm  
WBOW-Waltz Time  
WCFL-Peekers in the Pantry  
WDZ-Variety Prgm.  
WFAM-Shidler Serenade  
WGN-Painted Dreams  
WIND-Speaking of Love  
WJBC-Dollar Daze  
WJJD-Women's Exchange Prgm.  
WKBB-Mixing Bowl  
WLW-To be announced  
WMBD-△Morning Devotionals  
WMBI-Shut-In Request Prgm.  
WOC-Melodic Serenade  
WOWO-Linda's First Love  
WSUI-Book Shelf  
WTAD-Ma Perkins  
WTAQ-News; Women's Hour

## 10:45

NBC-Edward MacHugh, the Gospel singer (Ivory Soap): WLS WLW (sw-15.21)  
CBS-Aunt Jenny's Real Life Stories (Spry): WBBM WISN WCCO KMOX WFBM WMBD  
NBC-Hello Peggy, sketch (Drano): WHO KSD WMAQ (sw-15.33)  
KWK-To be announced  
WAAF-Foolish Questions, Bob Hawk  
WCFL-Voice of Cookery  
WDZ-News  
WFAM-Morning Melodies  
WGN-To be announced  
WHA-Operetta Favorites  
WIBA-Easy to Remember  
WIND-Markets & News  
WIRE-To be announced; News  
WJBC-Payne Pioneers  
WJJD-Board of Education  
WKBB-Tonic Tunes  
WMT-Numerical Jamboree  
WOC-Organ Moods  
WOWO-Home Folk Frolic  
WROK-Amer. Family Robinson  
WTAD-Betty & Bob  
WTMJ-Blue Room Ensemble

## 11:00

NBC-Girl Alone, sketch (Kellogg): WMAQ WLW  
NBC-Time for Thought: WOWO KWK  
NBC-Happy Jack Turner, songs: KSD (sw-15.33)  
CBS-Mary Margaret McBride, talks (Minute Tapioca): WOC WBBM KMOX WFBM WISN WFAM WCCO  
WBAA-American Institutions  
WBOW-Neighbor Jim  
WCFL-Board of Education  
WDZ-Variety Prgm.  
WGN-Women in the Store  
WHA-Music Appreciation  
WHO-Continental Prgm.  
WIBA-Linda's First Love  
**★ WIBU-AID PADARE** (1210 kc)  
WIND-Rhythm for Two  
WIRE-On the Mall  
WJBC-Personality Hour  
WJJD-Bureau of Missing Persons  
WKBB-Movie News  
WLS-Virginia Lee & Sunbeam  
WMBD-Thirst Message  
WMT-Magic Kitchen  
WROK-Musicale  
WSUI-Within the Classroom  
WTAD-News  
**★ WTAQ-HOLLYWOOD ON PARADE**  
WTMJ-Helen Gahagan

## 11:15

**★ CBS-YOUR NEWS PARADE** (Lucky Strike Cigarettes); Edwin C. Hill, commentator: WBBM WISN WMBD WFBM WOC WCCO KMOX WKBB  
**★ NBC-The Goldbergs, sketch** (Oxydol): WMAQ (sw-15.33)  
**★ MBS-Tom, Dick & Harry** (Fels Naptha): WLW WGN WMT  
NBC-Edward MacHugh, the Gospel Singer (Ivory Soap): KSD  
MBS-Leo Freudberg's Orch.: WIRE  
KWK-Range Riders  
WAAF-Hawaiian Echoes  
WBOW-Farm Prgm.  
**★ WCAZ-MOVIE GOSSIP** (1070 kc)  
WCFL-New Songs  
WDZ-There Are Smiles  
WFAM-Harlan Hogan  
WHO-Party Line  
WIBA-Neighbor Jim  
WIND-Remote Control  
WJBC-Dough Boy, news  
WJJD-Criminal Court Interviews  
WLS-Otto & Novelodeons  
WOWO-Consolaires  
WROK-Community News  
WTAD-Duke Otten  
WTMJ-To be announced

## 11:30

**★ NBC-Nat'l Farm & Home Hour**; Speakers: WIRE WOWO WIBA WBOW WMAQ WLW (sw-15.21)  
Hints for homemakers by members of the Michigan state extension service will be the feature of today's broadcast.  
NBC-Three Marshalls: WCFL KSD  
CBS-Romance of Helen Trent (Edna Wallace Hopper): WBBM KMOX WFBM  
Hymns of All Churches: WOC WHO  
WAAF-Myrna Dee Sergeant  
WCCO-Ma Perkins  
WDZ-Fields & Hall  
WFAM-Homespun Verse  
WFBM-Markets; Farm Bureau  
WGN-Quin Ryan, news  
WHA-Talking Book  
WIND-Harry Zimmerman, organist  
WISN-Voice of Experience  
WJBC-Man on the Street  
WJJD-Safety Court  
WKBB-Musical Almanac  
WLS-Priscilla Pride & Howard Peterson  
WMBD-Hymn Time  
WMT-Morning Markets  
WROK-Helene Kimberley, songs  
WTAD-Police News  
WTAQ-Mailman  
WTMJ-Behind the Mike

## 11:45

**★ MBS-We Are Four** (Libby, McNeil & Libby): WGN WMT  
CBS-Our Gal, Sunday, sketch (Anacin): WFBM WBBM KMOX  
NBC-Joe White, tnr.: KSD  
WAAF-Soliloquy  
WBAA-Purdue News  
WCCC-Kitty Keene  
WCFL-Fashions on Parade  
WDZ-Trading Post  
WFAM-Dick Cover, organist  
WFBM-Hoosier Farm Circle  
WHO-Betty & Bob  
WIRE-For Women Only  
WISN-Stump Me  
WJBC-Reid & Vin  
WKBB-Ma Perkins  
WLS-Markets; Weather; News  
WMBD-Fredman Jubilee  
WOC-Betty & Bob  
WROK-Round the Town  
WSUI-Farm Flashes  
WTAD-Organ Music  
WTAQ-Farmhands  
WTMJ-Heinie's Grenadiers

## AFTERNOON

## 12:00

**★ CBS-Betty & Bob, sketch** (Gold Medal): WBBM KMOX WISN WCCO WFBM  
NBC-Three Rancheros: (sw-15.33)  
CBS-Maurice Brown, cellist: WKBB  
MBS-Microphone in the Sky: KWK  
News: WJJD WTAD WMBD  
WJBC  
KSD-Variety Prgm.  
WAAF-Symphonic Hour  
WBAA-Agricultural Forum  
WBOW-Street Reporter  
WCFL-Hit Review  
WDZ-Man on the Street  
WGN-Bob Elson on State Street  
WHA-Noon Musicale

WHO-Markets & Weather  
WIND-Musical Interlude  
WIRE-Old Home Town  
WLS-Dinnerbell Prgm.  
WMBI-△Midday Gospel Hour  
WMT-Mystery Three  
WOC-Inquiring Mike  
WSBT-Stork Report: Women in the News  
WSUI-Rhythm Rambles

## 12:15

CBS-Betty Crocker, cooking talk (Gold Medal): WBBM KMOX WCCO WFBM WISN  
CBS-Dalton Bros.: WKBB  
NBC-Words and Music; Charles Sears, tnr.; Larry Larsen, organist; Ruth Lyon, sop.; Harvey Hays, narrator: KSD (sw-15.33)  
MBS-Carson Robison's Buckaroos (Musterole): KWK WGN WMT  
KWK-Rapid Service  
WBAA-Luncheon Dance Time  
WBOW-Wranglers  
WCFL-Noonday Concert  
WIND-Tommy Ott, organist  
WIRE-Singin' Sam  
WJBC-Dance Music  
WJJD-△Noon-Day Service  
WKBB-Manchester Prgm.  
WMBD-Town Crier  
WOC-Studio Swingopators  
WOWO-Bob Wilson  
WROK-Column Left, news  
WSBT-Harlan Hogan; News  
WTAD-Cy & Freckles

## 12:30

**World Series**  
Today's World Series Game will be aired by all three major networks—NBC, CBS and MBS—from **YANKEE STADIUM** in **NEW YORK CITY**, home of the American League champions, at 12:30 p.m. CST. See network listings below for your nearest station.  
NBC-Love and Learn, sketch: KWK (sw-15.21)  
CBS-Arnold Grimm's Daughter, sketch (Gold Medal): KMOX WFBM WCCO WBBM WISN  
Voice of Experience: WLW WJJD Man on the Street: WJBC WOWO  
Rhythm Rascals: WTAQ WTMJ  
WBAA-Sports Review  
WBOW-Luncheon Dance Hour  
WCFL-Young Widder Jones  
WDZ-Plow Jockeys  
WGN-Markets; △Mid-day Service  
WHA-Farm Prgm.  
WHO-News  
WIBA-News Edition  
WIND-Livestock; Interlude  
WIRE-Linda's First Love  
WKBB-Farm Flashes  
WMAQ-Dan Harding's Wife  
WMBD-Farm News  
WMT-German Band  
WOC-News  
WROK-Couple on the Street  
WMT-In Movieland  
WTAD-Farm; Weather; Markets

## 12:45

NBC-Grace & Scotty, songs: KWK (sw-15.21)  
CBS-Hollywood in Person (Gold Medal): KMOX WBBM WCCO WFBM WISN  
NBC-Dan Harding's Wife, sketch: KSD  
Man on the Street: WCFL WSBT  
WBAA-Songs & Melodies  
WBOW-County Agr. Agent  
WDZ-Remote  
WIBA-Market Reports  
WIND-News; Musical Comedy Selections  
WIRE-Farm Hour  
WLS-Voice of the Feed Lot  
WLW-Betty & Bob  
WMAQ-The King of Hearts  
WMBD-Window Shopper  
WMT-News; Hillbillies; Question Man; Voice of Iowa  
WOC-Artie Shaw's Orch.  
WOWO-Wilbur Pickett's Orch.  
WROK-Service Sam; Home Folks Hour  
WTAD-Variety  
WTAQ-News; Musical Interlude  
WTMJ-Sidewalk Reporter

## 1:00

NBC-Healani of the South Seas: KWK (sw-15.21)  
CBS-News Through a Woman's Eyes (Pontiac): WBBM WISN WKBB WCCO KMOX WFBM  
NBC-Music of the Moment: WBOW (sw-15.33)  
MBS-Arthur Wright: WGN  
News: WJBC WTAD

KSD-News; Markets; Organ  
WAAF-Hoosier Philosopher  
WBAA-△Meditations; Rev. H. Hugo

WCBM-J. C. O'Hair  
WCFL-Melody Hour  
WJZ-Walkathon  
WGN-Concert Orch.  
WHA-Legislative Forum  
WHO-Your Home Town  
WIBA-Melody Moments  
WIND-Italian Hour  
WIRE-Government Markets  
WLS-School Time  
WLW-To be announced  
WMAQ-Fort Pearson  
WMBD-Man on the Street  
WMT-Joey & Chuck; Question Man  
WOC-Luncheon Music  
WOWO-Ohio State Agri. Prgm.  
WROK-Lions' Club Luncheon  
WSBT-Indiana-Michigan News; Wed. Serenade; Farm Flashes  
WSUI-Illustrated Musical Chats  
WTAQ-Man on the Street  
WTMJ-Livestock; News; Talk

## 1:15

CBS-Milton Charles, organist: WOC WBBM  
NBC-Charles Sears, tnr.: KWK (sw-15.21)  
KMOX-Inquiring Reporter  
WAAF-Waltztime  
WBAA-Vocational Guidance  
WCCO-Hope Alden's Romance  
WDZ-Markets Close  
WFBM-Hope Alden's Romance  
WGN-Wife vs. Secretary  
WHA-News and Views  
WIBA-Man on the Street  
WIRE-Farm Hour; News  
WISN-Musical Heat Wave  
WJJD-Happy Harmonies  
WKBB-News  
WLS-Howard Peterson, organist  
WMAQ-Rhythm in the Air  
WMBD-His Majesty, the Baby  
WOWO-Market Service  
WTAD-Quincy Marches On  
WTAQ-Rhythm and Romance

## 1:30

NBC-Meetin' House Musical drama: WOWO WBOW WIBA  
NBC-Gen. Fed. of Women's Clubs: (sw-15.33)  
CBS-Cheri & The Three Notes: WOC WSBT WTAQ WBBM WCCO  
Man on the Street: WROK KWK WKBB  
To be announced: WLW WBOW WJJD  
KMOX-Linda's First Love  
WBAA-Keeping Ahead of the Joneses  
**★ WJBC-RADIO GUIDE GOSSIP**  
WDZ-Ruthies Harmonica  
WFBM-News  
WGN-Lucky Girl  
WHA-College of the Air  
WHO-Houseboat Hannah  
WIND-Markets; Piano Interlude  
WIRE-News  
WLS-Market Reports  
WMAQ-The Old Painter  
WMBD-Party Line  
WMT-Markets; Hillbillies  
WROK-Rippling Melodies  
WTAD-Dick Sanders

## 1:45

**★ CBS-Ted Malone's Between the Bookends**: WSBT WOC WCCO WTAQ WFBM  
NBC-Men of the West: KSD (sw-15.33)  
MBS-Beatrice Fairfax (Hecker Products): KWK WIRE WGN  
KMOX-Josephine Halpin  
WAAF-Music in the Air  
WBAA-Market & Weather  
WBBM-Truman Bradley, comm.  
WCBM-Hit Tunes  
WDZ-Mattoon Organettes  
WIND-Dance Orch.  
WJJD-Fred Beck, organist  
WKBB-Luncheon Musicale  
WLS-Melody Parade  
WMAQ-Studio Stogoes  
WMBD-Theater of the Air  
WMT-Joe Doakes: Aunt Fanny  
WROK-Melodeers  
WTMJ-Home Harmonizers

## 2:00

NBC-Continental Varieties: WIRE WOWO WBOW (sw-15.21)  
CBS-Manhattan Matinee: WOC WCCO WSBT WKBB WTAQ WISN (sw-15.27)  
NBC-Pepper Young's Family, sketch (Camay): KSD WHO WMAQ WLW WTMJ (sw-15.33)  
News: WFBM WIND WTAD  
KMOX-To be announced  
WBAA-Grade School Prgm.  
WBBM-Radio Gossip Club  
WCBM-Polish Prgm.  
WCFL-German Prgm.

# October 6 Wednesday



**HELEN TROY**  
Saymore Saymore of "Texaco Town"  
Wed. 7:30 pm CST

WDZ-Birthday Party  
WGN-Marriage License Romances  
WHA-School of the Air  
WIBA-To be announced  
WJJD-Adult Educational Council  
WLS-Homemakers' Hour  
WMBD-Trading Post  
WMT-Many Happy Returns; Iowa Cornhuskers  
WROK-News; Alice Blue, songs  
WSUI-Poetic Interlude

## 2:15

NBC-Oxydol's Own Ma Perkins, sketch: WMAQ WTMJ WLW WHO KSD (sw-15.33)  
NBC-Continental Varieties: WIBA WCFL  
KMOX-Kitty Keene, Inc.  
KWK-Organ Melodies  
WBAA-This Week in Literature  
WBBM-Meet the Missus  
WCCO-Markets  
WDZ-News  
WJBC-Apron Strings  
WGN-June Baker, talk  
WHA-Magazine Review  
WIND-Tommy Ott, organist  
WISN-Mary Ann Presents  
WJJD-Ben Kanter, pianist  
WMBD-Shut-In Prgm.  
WMT-German Band  
WROK-Musicale  
WSUI-Within the Classroom  
WTAD-Women of the World

## 2:30

**★ NBC-Vic & Sade, sketch** (Crisco): WHO WMAQ WLW KSD WTMJ (sw-15.33)  
**★ CBS-Columbia Concert Hall**: WSBT WTAQ WKBB WMBD WFBM WISN WCCO WBBM WOC (sw-15.27)  
NBC-Kiddollers: WOWO WIRE WCFL (sw-15.21)  
KMOX-Houseboat Hannah  
KWK-News; Musical Interlude  
WBAA-You & Your Child  
WBOW-△Christian Science  
WCBM-Hit Tunes  
WDZ-Man's Wife on Train  
WHA-Music of the Masters  
WIND-To be announced  
WJJD-Happy Harmonies  
WMT-Movie Man  
WROK-Music Box Melodies  
WTAD-Music by Cugat

## 2:45

**★ NBC-THE O'NEILLS, SKETCH** (Ivory Flakes): WLW WHO WMAQ WTMJ KSD (sw-15.33)  
NBC-Shefter & Brenner, pianists: WIRE WOWO WCFL (sw-15.21)  
KMOX-To be announced  
KWK-This Woman's World with Meredith Mason  
WBAA-△Cathedral Echoes  
WIND-Talk of the Town  
WCBM-△Christianity in Action  
WDZ-Sweet Music  
WGN-Harold Turner, pianist  
WIBA-Concert Hour

WJJD-Warren Brown Talks Baseball  
WMT-News; Interlude  
WTAD-Frances Mourning

## 3:00

NBC-Club Matinee: WENR WMT KWK WOWO WBOW (sw-15.21)  
NBC-Lorenzo Jones, sketch (Phillips): WMAQ WHO WIRE KSD (sw-15.33)  
CBS-Dance Time: WFBM WKBB WTAQ WSBT WOC WMBD (sw-15.27)  
News: WTAD WAAF WCFL  
KMOX-To be announced  
WBAA-The Home Decorator  
WBBM-Houseboat Hannah  
**★ WCCO-LADIES FIRST ...**  
WCFL-Organ Recital  
WGN-△Rev. Mark Borror  
WIND-Melody Time  
WHA-College of the Air  
WISN-Even As You & I  
WJBC-Christian Story Hour  
WLW-Dr. Friendly  
WMBI-△Sunday School Lesson  
WROK-Women in the News  
WSUI-Previews & Reviews  
WTMJ-Kitty Keene, Inc.

## 3:15

NBC-The Guiding Light, sketch (White Naptha): KSD WHO WTMJ WMAQ (sw-15.33)  
CBS-Dance Time: WISN  
WBAA-The American Scene  
WBBM-Linda's First Love  
WDZ-News  
WGN-Jimmy Ague & Orch.  
WIRE-Matinee Varieties; News  
WLW-Life of Mary Sothern (sw-6.06)  
WSUI-L. A. Symphony Orch.  
WTAD-Lawrence Glosemeyer

## 3:30

CBS-Academy of Medicine: WISN WKBB WMBD WCCO WFBM WFAM WTAQ (sw-15.27)  
NBC-The Story of Mary Marlin, sketch (Ivory Soap): KSD WLW WMAQ WHO (sw-15.33)

(Continued on Next Page)

## Barber Finds Old Book in Trunk Sells It for \$4000

A small town barber discovered an old copy of "Pilgrim's Progress" in a trunk that had been unopened for years. He hoped to sell it for a few dollars. Imagine his joy when he was offered more than \$4,000.00 for that one book! This is cited from rare book annals, as one of many such cases. The American Book Mart, nationally known buyers of old books, will pay \$4,000.00 for each copy of the same edition. They bought over 7500 books in past twenty-one months. They buy thousands of dollars worth of books annually—they want certain old school books, Bibles, story books, poetry, histories, travel, almanacs, letters, newspapers, magazines, etc. Many books even as recent as 1931 wanted. A single book hidden in your old trunks, attic or basement, may bring you \$25, \$50, \$100, \$500 or even \$5,000 each for certain books. Better investigate now! Send 10c today to American Book Mart, 140 S. Dearborn St., Dept. 4201, Chicago, and they will send you latest list of old books they want to buy and cash prices they will pay!

## Design for Listening

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated.



**KATHLEEN WILSON**  
Claudia in "One Man's Family"  
Wed. 7 pm CST

(3:30 p.m. Continued)

KWK-Baseball Warm-Up  
WAAF-Cocktail Capers  
WBAA-Music with the Masters  
WBBM-Kitty Keene, Inc.  
WCFL-Grace Wilson, songs  
WDZ-Remote  
WHA-Armchair Journeys  
WJBC-News  
WJJD-To be announced  
WMBI-Hymns You Love to Sing  
WOC-Linger Awhile  
WOWO-Old Time Religion  
WROK-Church in Wildwood  
WSUI-Legion Auxiliary Prgm.  
WTMJ-News; Timesmiths

3:45

NBC-Kitty Keene, Inc. (Dreft): WHO  
CBS-To be announced: WISN WFAM WKBB WTAQ  
NBC-The Road of Life, sketch (Chippo): WMAQ WTMJ (sw-15.33)  
CBS-Dr. Allan Roy Dafeo (Lysol): WBBM WFBM KMOX WCCO (sw-15.27)  
KWK-The Man in the Stands  
WIBA-Dance Hour  
WJBC-Classified Time  
WLW-Kitty Keene, Inc.  
WMBD-New Faces  
WMBI-Question Hour  
WROK-Easy to Remember  
WTAD-Mary Jane Seaton

4:00

CBS-To be announced: WFAM WKBB WTAQ WISN  
CBS-Follow the Moon with Elsie Hitz & Nick Dawson (Pebeco): WFBM WBBM WCCO KMOX (sw-15.27)  
NBC-Neighbor Nell: WIRE WENR  
NBC-Junior Nurse Corps, sketch (Sunbrite): (sw-15.21)  
To be announced: KWK WHO WAAF-Jimmie Kozak, pianist  
WBAA-Story Lady  
WBOW-Rev. Archie Brown  
WCFL-To be announced  
WDZ-The Majesties, the Babies  
WGN-Bob Sylvester's Orch.  
WHA-Organ Reverb  
WJBC-Request Hour  
WLW-Sunbrite Melodies  
WMAQ-Tea Time Varieties  
WMBD-Trinity Tabernacle  
WMT-Court Hussey's Orch.  
WOC-News  
WOWO-News; Bob Miller  
WROK-Markets; News  
WSUI-Iowa State Med. Society  
WTAD-Musical Moments  
WTMJ-Friendship Circle

4:15

NBC-Piano Recital: WOWO WCFL  
CBS-To be announced: WISN WTAQ  
NBC-Marlowe & Lyon, pianists: WMAQ WBOW  
CBS-The Life of Mary Sothern (Hind's): WBBM WCCO KMOX (sw-15.27)  
NBC-While the City Sleeps (Darius): (sw-15.33)  
MBS-Len Salvo, organist: WGN WAAF-Song of the Strings  
WBAA-Melody Moods  
WDZ-Walkathon  
WENR-Music Circle  
WFBM-Tea Time Tunes  
WIRE-Harry Bason  
WLW-Jack Armstrong  
WMBD-Ramblers  
WMBI-Tract League  
WOR-Organ Moods  
WROK-Orch.; Joseph Copeland, director  
WSUI-Musical Moods  
WTAD-News

4:30

★ NBC-Kellogg's Singing Lady, Irene Wicker: WLW (sw-15.21)  
NBC-Jack Armstrong, sketch (Wheaties): (sw-9.53)

NBC-Josh Higgins of Finchville, sketch: WIRE WBOW WIBA WMAQ  
NBC-Art Tatum, pianist: WENR  
CBS-Doris Kerr, songs: WKBB  
WTAQ WFAM WCCO WFBM  
WBBM WOC WISN (sw-15.27)  
WAAF-Hog 'n' Harmony  
WBAA-Amer. Family Robinson  
★ WCBS-BEHIND THE MICROPHONE (1420 kc)  
WCFL-Organ Recital  
★ WCLF-FOR YOUR INFORMATION (1310 kc)  
WDZ-Remote  
WGN-To be announced  
WHA-Deutsche Musik Stunde  
WJBC-Bingo  
WMBD-News  
WMBI-Sacred Music  
WMT-Let's Go to the Movies  
WOWO-On the Mall  
WROK-Musicale  
WSUI-Speech Clinic  
WTAD-Cy & Freckles  
WTMJ-Around the Town

4:45

NBC-Johnnie Johnston, bar.: KSD WBOW WCFL  
NBC-Little Orphan Annie, sketch (Ovaline): (sw-9.53)  
NBC-Al Vierra's Orch.: WOWO  
WMT WIBA WENR WIRE  
CBS-Dorothy Gordon's Children's Corner: WTAQ WFBM WKBB WISN WFAM (sw-15.27)  
NBC-Tom Mix' Straight Shooters (Purina): (sw-15.21)  
WAAF-Roy Glahn, tr.  
WBAA-Twilight Musicale  
WCCO-Livestock  
★ WBEQ-BEHIND THE MICROPHONE (1210 kc)  
WLW-Whistling Kid (sw-6.06)  
WMAQ-Romance and Rhythm  
WMBD-Bargain Counter  
WMBI-Boys & Girls' Story Time  
WOC-Man on the Street  
WROK-In Old Mexico  
WSUI-Stories Out of Iowa's Past  
WTAD-Sports Review  
WTMJ-News; Moment Musical

5:00

CBS-Jack Shannon, songs: WOC WTAQ WCCO WKBB WFAM  
NBC-Roy Campbell's Royalists: KSD WMAQ (sw-9.53)  
NBC-Harry Kogen's Orch.; Soloists: WIRE WIBA WCFL WMT  
NBC-Junior Nurse Corps, sketch (Sunbrite): WENR KWK  
To be announced: WGN WHO KMOX-Travelogue  
WAAF-Jimmie Kozak, pianist  
WBBM-Every Woman  
WBOW-Tour of the Town  
WDZ-Movie Swingtime  
WFBM-Bohemians  
WIND-Sports Review  
WISN-Show Window  
WJBC-Rhythm Serenade  
WJJD-Baseball Score Board  
WLW-Alias Jimmy Valentine  
WMAQ-Don Winslow of the Navy  
WMBD-Happy Train  
WOWO-Bible Story  
WROK-Make Believe Ballroom  
WSUI-Afternoon Melodies  
WTAD-Speed Gibson  
WTMJ-Jack Armstrong, sketch

5:15

CBS-Four Stars: WTAQ WCCO WKBB WFAM WOC  
NBC-Carol Reis, sop.: WMAQ KSD (sw-9.53)  
Miss Reis' numbers tonight will be: My Lovely Celia (Wilson); Home Coming (Strickland); and Siboney (Lecount). The orchestra will offer Two Pigeons Suite I and II (Messenger).  
NBC-Harry Kogen's Orch.: WOWO  
MBS-Harold Turner, pianist: WGN  
WBBM-Howard Neumiller  
WENR-Malcolm Claire, stories  
WFBM-Wheeler Mission Prgm.  
WIND-Cumberland Ridge Runners  
WJJD-Sterling Young's Orch.  
WLW-Supper Serenade  
WMBD-Speed Gibson  
WROK-Sports Review  
WTAD-Jack Armstrong, sketch  
WTMJ-Heinie's Grenadiers

5:30

CBS-News; Dinner Dance: WOC WBBM WFBM WKBB WMBD WTAQ WFAM (sw-11.83)  
NBC-News; Rhythmaires: WCFL (sw-9.53)  
NBC-Jack Baker, tr.: WMT  
KMOX-Sidewalk Reporter  
KSD-Ferde Grofe's Orch.  
WAAF-Sports Shorts  
WCCO-Jack Armstrong

**AFTERNOON**  
5:45 CST LEGAL AID SOCIETY, Charles Evans Hughes, Jr., speaker, CBS.

**NIGHT**

6:15 CST HOBBY LOBBY with Dave Elman, premiere of new weekly series, CBS.  
7:00 CST LIFE OF MARY LYON, Cavalcade of America dramatization, CBS.  
7:30 CST TEXACO TOWN with Eddie Cantor, Deanna Durbin, Pinky Tomlin, Saymore Saymore, Jimmy Wallington and Jacques Renard's orchestra, CBS.  
7:30 CST WAYNE KING'S Orchestra, NBC.  
7:30 CST SID SKOLSKY, Hollywood news, premiere of new weekly series, NBC.  
8:00 CST JOSE ITURBI, pianist, guest of Chesterfield program, CBS.  
8:00 CST TOWN HALL TONIGHT with Walter O'Keefe, NBC.  
8:30 CST JESSICA DRAGONETTE with Charles Kullmann and Al Goodman's orchestra, CBS.  
9:00 CST GANG BUSTERS, Phillips Lord, CBS.  
9:00 CST GEN. HUGH JOHNSON, commentator, NBC.

WENR-What's the News?  
WGN-Adventures Abroad  
WHO-Jack Armstrong, sketch  
WIBA-News  
WIND-Afternoon Varieties  
WIRE-House of MacGregor  
WISN-News; You Shall Have Rhythm  
WJJD-Kimney's Hawaiians  
WLW-Bob Newhall, sports  
WMAQ-Jack Armstrong  
WOWO-Warner Beauty Talk  
★ WRJN-BEHIND THE MICROPHONE (1370 kc)  
WROK-Musicale  
WSUI-Stamp Collector

WFBM-Phenomenon  
WIBA-Dinner Hour  
WIND-German Prgm.  
WISN-Down By Hermans  
WOC-Sport Summary  
WOWO-Organ Reveries  
WROK-News; Dinner Music  
WSUI-Dinner Hour Prgm.  
WTMJ-Gridiron Highlights

6:15

★ NBC-UNCLE EZRA'S RADIO station (Alka-Seltzer): WMAQ WIRE WTMJ WIBA WTAM WHO (also see 10:15 p.m.)  
CBS-To be announced: WKBB WTAQ WFAM KMOX  
NBC-Nola Day, songs; Norman Cloutier's Orch.: WMT-WOWO WENR  
CBS-Hobby Lobby; Dave Elman & Orch. (Hudson Motors): WFBM WJR (sw-11.83) (also see 9:30 p.m.)

A new program, conducted by David Elman, and featuring people with unusual hobbies, will be inaugurated over the CBS network. Such strange hobbyists, as those who train worms, whistle to them, and make them do tricks, will be welcomed to the "Hobby Lobby." Elman's program has already met with wide success in New York.  
MBS-Les Cavaliers de La Salle: KWK  
Sports Review: WBBM WROK  
News: WJJD WCFL WMBD WOC  
KSD-Baseball Scores; Xavier Cugat's Orch.  
WAAF-Melody Review  
WBOW-Hit Tunes  
WCCO-Easy Aces  
WFBM-Sports Review  
WGN-Concert Trio  
WHAS-Leland Brock  
WLW-Marlyn Mayne's Orch.  
WROK-Voice of Carelessness

6:30

★ NBC-HORLICK'S LUM & ABNER, sketch: WENR WLW (also see 10:15 p.m.)  
NBC-Amer. Public Health Ass'n Prgm.: WTAM KSD  
KWK-Coyita Bunch, songs  
WAAF-The Gaieties  
WBBM-Airflow Melodies  
WBOW-Si & Ezra  
WCCO-Rube Appleberry  
WCFL-Sunny Sam  
WFBM-Vic Arden's Orch.  
WGN-Sports  
WHAS-Jack Smith's Orch.  
WHO-News  
WIBA-Sports Parade  
WIRE-Three Little Words  
WISN-Symphonetta  
WMAQ-Totten on Sports  
WMBD-Variety Prgm.  
WMT-Better Vision, Sports  
WOC-Twilight Musicale  
WROK-Dinner Music  
WTAM-Gene Beecher's Orch.  
WTAQ-News  
WTMJ-Easy Aces

★ NBC-AMOS 'N' ANDY (Pep-sodent): WHO WTAM WLW (sw-9.53) (also see 10 p.m.)  
★ NBC-Easy Aces, sketch (Anacin): WENR WMT WIRE (sw-11.87)  
CBS-Poetic Melodies (Wrigley's Gum): WJR (sw-11.83) (also see 10 p.m.)  
NBC-Louis Panico's Orch.: WCFL WBOW  
CBS-Obligato: WTAQ WKBB WOC WMBD  
MBS-Four Californians: WGN KWK  
News: WAAF WMAQ  
KMOX-Travelogue  
KSD-News; George Hall's Orch.  
WBBM-The Headliner  
WCCO-Vic Arden's Orch.  
WFAM-Primecasts

## NIGHT

★ NBC-AMOS 'N' ANDY (Pep-sodent): WHO WTAM WLW (sw-9.53) (also see 10 p.m.)  
★ NBC-Easy Aces, sketch (Anacin): WENR WMT WIRE (sw-11.87)  
CBS-Poetic Melodies (Wrigley's Gum): WJR (sw-11.83) (also see 10 p.m.)  
NBC-Louis Panico's Orch.: WCFL WBOW  
CBS-Obligato: WTAQ WKBB WOC WMBD  
MBS-Four Californians: WGN KWK  
News: WAAF WMAQ  
KMOX-Travelogue  
KSD-News; George Hall's Orch.  
WBBM-The Headliner  
WCCO-Vic Arden's Orch.  
WFAM-Primecasts

★ NBC-AMOS 'N' ANDY (Pep-sodent): WHO WTAM WLW (sw-9.53) (also see 10 p.m.)  
★ NBC-Easy Aces, sketch (Anacin): WENR WMT WIRE (sw-11.87)  
CBS-Poetic Melodies (Wrigley's Gum): WJR (sw-11.83) (also see 10 p.m.)  
NBC-Louis Panico's Orch.: WCFL WBOW  
CBS-Obligato: WTAQ WKBB WOC WMBD  
MBS-Four Californians: WGN KWK  
News: WAAF WMAQ  
KMOX-Travelogue  
KSD-News; George Hall's Orch.  
WBBM-The Headliner  
WCCO-Vic Arden's Orch.  
WFAM-Primecasts

NBC-Charlotte Lansing, sop.: WENR (sw-11.87)  
Miss Lansing's numbers tonight will be: My Lovely Celia (Wilson); Home Coming (Strickland); and Siboney (Lecount). The orchestra will offer Two Pigeons Suite I and II (Messenger).

NBC-To be announced: WMAQ WTAM  
MBS-Rube Appleberry (Campbell Cereal Co.): WGN  
News: WFBM WMT  
KSD Sports

KWK-Sport Review; News  
WAAF-Kay Armen  
WBOW-Home Decorators  
WCFL-Pat Kennedy  
WHO-Vic Arden's Orch.  
WIBA-Musical Moments  
WIRE-Rhythm in Fur  
WKBB-The World Dances  
WLW-Mark Twain  
WTAM-Evensong  
WTAQ-Organ Reveries  
WTMJ-Reddy Kilowatt's Orch.  
7:00

★ NBC-ONE MANS FAMILY Tenderleaf Tea: WTMJ KSD WMAQ WIBA WHO WLW WTAM (also see Sun. Prgms. at 11:30 p.m.)  
★ CBS-Cavalcade of America (Du Pont); Don Veerhees' Orch.: KMOX WFBM WBBM WCCO WHAS WJR (sw-11.83) (also see 11 p.m.)

NBC-Eddy Duchin's Orch. (Elizabeth Arden): WIRE WLS WMT KWK (sw-11.87)  
The life of Mary Lyon, pioneer woman educator, will be dramatized. Mary Lyon was the founder of Mt. Holyoke College, oldest woman's college in the country, celebrating its 100th anniversary this year.

Sports: WCFL WKBB  
WAAF-Rhythm Rhapsody  
WBOW-Sports Parade  
WFAM-Sports Calendar; Promenade Concert

WGN-Jack Smith's Orch.  
WIND-To be announced  
WISN-Music Continental  
WMBD-A Cappella Choir  
WOC-German Band  
WROK-Affairs of Mrs. Swenson  
WSUI-Children's Hour  
WTAQ-Clara Dawes  
7:15

WBOW-Arden's Orch. & Guest  
WCFL-Stars of Tomorrow  
WGN-Concert Orch.  
WISN-Woods Dreyfus  
WKBB-B. A. Rolfe Presents  
WROK-Fred Searle, tr.  
WTAQ-Piano Musings

7:30  
★ CBS-TEXACO TOWN WITH Eddie Cantor, comedian; Saymore Saymore; Jimmy Wallington; Jacques Renard's Orch.: WBBM WFAM KMOX WHAS WCCO WMBD WFBM WTAQ WOC WISN WJR (sw-11.83) (also see 10:30 p.m.)

★ NBC-Sid Skolsky, Hollywood News (Bromo-Seltzer): WMT KWK WLS (sw-1.87)

★ NBC-Wayne King's Orch. (Lady Esther): WMAQ WTMJ WHO WIBA WIRE WTAM KSD

★ MBS-Lone Ranger, drama (Silvercup): WGN  
WAAF-Shadowland  
WBOW-Par 16 Party  
WCFL-Streamline Melodies  
WKBB-Sweetheart Serenade  
WLW-Heatrolatown Herald  
WROK-Lou Blake's Orch.  
WSUI-Evening Musicale

7:45  
NBC-To be announced: WBOW KWK WMT WLS (sw-11.87)  
WCFL-Herr Louie & the Weasel  
WFAM-20th Century Serenade  
WKBB-News  
WSUI-Book Talk

8:00  
★ CBS-CHESTERFIELD PRESENTS Guest Star with Andre Kostelanetz' Concert Orch.; Deems Taylor, commentator: WFBM WHAS WOC WTAQ WBBM WCCO KMOX WKBB WISN WSBT WJR (sw-11.83)

★ NBC-Town Hall Tonight (Sal Hepatica); Walter O'Keefe, comedian; Alice Frost, stooge; Quartet; Peter Van Steeden's Orch.; Guest: WIBA WTAM WMAQ WLW WHO KSD WTMJ (sw-9.53) (also see 11 p.m.)

★ NBC-String Symphony Orch.: Frank Black, dir.: WOWO WIRE WLS WBOW (sw-11.87)  
MBS-Fred Waring's Orch.: WGN WMT  
KOA-Sport Highlights  
KWK-Rolla Coughlin's Orch.

WCFL-Jam Session  
WIND-Racing Returns  
WMBD-News Commentator  
WROK-Sons of Pioneers  
WSUI-Drama Hour  
8:15  
MBS-Joe Sanders' Orch.: WGN WMT  
WCFL-Ballads  
WIND-Dance Parade  
WMBD-Irene's Grab Bag  
WROK-News; Musicale  
WTMJ-Kilowatt Orch.

8:30  
★ CBS-PALMOLIVE BEAUTY Box Theater starring Jessica Dragonette, sop.; Charles Kullmann, tr.; Al Goodman's Orch.: WCCO WHAS WFBM WISN WJR KMOX WMBD WBBM (sw-11.83)

Read more about Jessica Dragonette, the star of Beauty Box Theater on page 9. Tonight's program is the last of the series.  
MBS-Elder Lightfoot Solomon Michaux' Congregation: WMT KWK  
NBC-String Symphony Orch.: WTMJ

News: WIND WTAQ  
Vic Arden's Orch.: WOC KOA  
WCFL-Concert Orch.  
WKBB-Demi-Tasse  
WROK-Barney Whisman, tenor  
WSBT-Cafe Continental  
WSUI-Songs of the Islands  
8:45

KOA-To be announced  
WGN-News; Sport Highlights  
WIND-Evening at Country Club  
WKBB-Concert Under the Stars  
WOC-Vivian Benschoff  
WROK-Vic Arden's Orch.; Guests  
WSBT-On to Adventure  
WSUI-Daily Iowan  
WTAQ-Organ and Poetry

9:00

★ NBC-LUCKY STRIKE HIT Parade; Mark Warnow's Orch.; Stuart Allen & Freddie Gibson, vocalists; Songsmiths Quartet; Guest: WHO WTMJ WTAM WIBA WIRE KSD KOA WLW WMAQ (sw-9.53)

★ CBS-Gang Busters (Palmolive Shave Cream); Phillips Lord, dir.; True Crime drama: WBBM WFBM WHAS WJR KMOX WCCO WISN (sw-11.83)

★ NBC-Gen. Hugh Johnson, commentator (Bromo-Quinine): WOWO KWK WMT WENR (sw-6.14)

WBOW-Dance Hour  
WCFL-News  
WGN-Wayne King's Orch.  
WIND-Tommy Ott, organist  
WMBD-Vic Arden's Orch.  
WOC-Wednesday Presents  
WROK-Δ Gospel Hour  
WSBT-Down the Mississippi  
WTAQ-Dance Hour

9:15  
NBC-Joan Edwards, songs: WBOW WOWO WENR (sw-6.14)

WCFL-Labor Flashes  
WIND-Musical Interlude  
WKBB-Sentimental Music  
WMBD-Jubilee  
WROK-Poet's Corner  
WTAQ-Master Singers

9:30  
★ NBC-Minstrel Show; Soloists & Orch.: WENR WBOW (sw-6.14)

CBS-Patti Chapin, songs: WKBB WTAQ (sw-11.83)  
CBS-Hobby Lobby; Dave Elman & Orch. (Hudson Motors): WBBM WHAS KMOX WISN WMBD WSBT WOC WCCO (also at 6:15 p.m.)

MBS-Melodies from the Skies: WGN WMT KWK  
WCFL-Union Label League  
WFBM-Piano Twins  
WIND-Stars Over Manhattan  
WJR-Opportune Moments  
WOWO-Musical Moments  
WROK-Lou Blake's Orch.

9:45  
NBC-Alistair Cooke, commentator: WMAQ WTAM KSD KOA (sw-9.53)

CBS-To be announced: WTAQ WKBB (sw-11.83)  
News: WIND WROK  
Vic Arden's Orch.: KMOX WFBM  
WCFL-Listener Speaks  
WIBI-Piano Pictorial  
WIR-Musical Prgm.

★ NBC-String Symphony Orch.: Frank Black, dir.: WOWO WIRE WLS WBOW (sw-11.87)  
MBS-Fred Waring's Orch.: WGN WMT

10:00  
★ NBC-AMOS 'N' ANDY (Pep-



WALTER O'KEEFE "Town Hall Tonight" comedian Wed. 8 pm CST

WHO WBOW WIBA WTAM WENR (sw-9.53) End of Wednesday Programs

sodent): WMAQ WIRE KOA KFI KSD (also at 6 p.m.) NBC-Al Donahue's Orch.: WBOW (sw-9.53) CBS-Frank Dailey's Orch.: WSBT (sw-11.83) CBS-Poetic Melodies (Wrigley's Gum): Franklyn MacCormick; Jack Fulton, tr.; Carlton Kelsey's Orch.: WCCO WFBM WBBM KMOX WHAS KSL (also at 6 p.m.) NBC-Vagabonds: WOWO WCFL News: WIBA WENR WMT KWK WMBD WLW WJR WTAQ WTAQ WOC ★ WEDC-THE MOVIE QUESTIONNAIRE (1210 kc) WHO-Dalton Norman, songs WIND-Lithuanian Prgm. WISN-Moon Magic WKBB-Musical Moments WROK-Musicale WTAM-Dick Fiddler's Orch. WTMJ-Last Word in Sports

10:15 ★ NBC-UNCLE EZRA'S RADIO Station (Alka-Seltzer): WIBA KOA KFI (also at 6:15 p.m.) ★ CBS-Boake Carter, commentator: KNX KSL (also at 5:45 p.m.) NBC-Horlick's Lum & Abner: KGO (also at 6:30 p.m.) NBC-King's Jesters; Orch.: WMT WOWO WENR NBC-Ink Spots: WCFL (sw-9.53) CBS-Frank Dailey's Orch.: WOC KMOX WTAQ WISN Sports: WFBM WMBD News: WKBB WCCO WHO KSD-Melodies in Swingtime KWK-Rolla Coughlin's Orch. WBBM-Vic Arden's Orch. WBBM-Δ Meditations WGN-Freddie Martin's Orch. WHAS-Dance Time WIBA-Club Chanticleer WIRE-Headline News; Baseball WJJD-Illary Owens' Orch.

WJR-Beachcomber WMAQ-The Bachelor Poet WTMJ-Dance Orch. 10:30 NBC-Sande Williams' Orch.: KSD WTAM WMAQ WBOW (sw-9.53) CBS-Roger Pryor's Orch.: WOC WKBB WSBT WTAQ WFBM WISN (sw-11.83) NBC-Waltz Interlude: WLW WOWO WCFL CBS-Texaco Town with Eddie Cantor: KNX KSL (also at 7:30 p.m.) MBS-Ted Weems' Orch.: WGN WMT KMOX-Headline Highlights KOA-Light on the West KSD-Victor Arden's Orch. WBBM News, Tod Hunter WCCO-Rollie Johnson WENR-Eddie Varzos' Orch. WHO-To be announced WIBA-Music by Cugat

WIND-Hawaiian Melody WIRE-Baseball Game WLW-Barney Rapp's Orch. WMBD-Value Hints WTMJ-News 10:45 CBS-Roger Pryor's Orch.: WMBD News: WHAS WIND KMOX-Seven Star Revue KSD-Lee Gordon's Orch. WBBM-Manhattan Mother WCCO-Cecil Hurst's Orch. WIBA-Park Hotel Prgm. WJR-Solay WMBD-Value Hints WTMJ-Dance Orch. 11:00 ★ NBC-Town Hall Tonight: KFI KOA (also at 8 p.m.) NBC-Mart Kenny's Orch.: WOWO (sw-6.14) CBS-Cavalcade of America: KNX (also at 7 p.m.)

CBS-Frankie Masters' Orch.: WOC WBBM WISN WTAQ NBC-Larry Burke, tr.; Dance: Orch.: WIBA WBOW WTAM WLW (sw-9.53) CBS-Bert Block's Orch.: WMBD WHAS WSBT WKBB WJR MBS-George Olsen's Orch.: WGN WMT KWK KMOX-Dance Orch. KSD-Weather Report KWK-Walkathon WCCO-Clyde Lucas' Orch. WCFL-Make Believe Ballroom WENR-Henry Busse's Orch. WIND-Let's All Dance WJR-News WMAQ-King's Jesters WTMJ-Streamlined Revue 11:30 NBC-Lights Out, drama: WTMJ

Thursday

October 7

Thursday

MORNING

7:00 am CST CBS-Morning Almanac: (sw-21.52) Musical Clock: WBBM WROK KMOX-Home Folks' Hour WBOW-Open our Eyes WCCO-Air Almanac WFBM-Early Birds WGN-Good Morning WHO-Variety Prgm. WIND-Polish Prgm. WISN-Early Risers Club WJJD-Organ Request WLS-News; Julian Bentley WLW-To be announced WMAQ-Suburban Hour WMBD-Breakfast Melodies WMBI-Δ Sunrise Service WOC-Musical Clock WTAD-Airline News WTMJ-Livestock; Jimmy Legs; News 7:15 KMOX-To be announced WBOW-Musical Clock WCCO-News WHO-Hardware News WLS-Evelyn & Hilltoppers WLW-Peter Grant, news WMBD-Eye Openers WTAD-Streamliner 7:30 KMOX-Tick Tock Revue WCBM-Δ Gospel Tabernacle WCCO-Musical Chimes WGN-The Golden Hour WHO-Chippewa Twirling Tunes WJJD-Δ Christian Science WLS-Δ Morning Devotions WLW-To be announced WMBD-Musical Clock WOC-Breakfast Club 7:45 KMOX-Let's Compare Notes WJJD-Hawaiians; News WLS-Jolly Joe's Pet Pals WMBD-Police Flash WOC-Musical Clock WTAD-Airline News 8:00 ★ NBC-Breakfast Club; News: WCFB CBS-Music in the Air; News: WTAQ WFAM (sw-21.52) NBC-Women & News: WBOW News: WMBD WMT Musical Clock: WROK WIBA WKBB KMOX-Views on News KWK-Tonic Tunes WAAF-Breakfast Express WCBM-Meditations WFBM-Early Birds WHA-Band Wagon WHO-Time Service WIND-Board of Education WIRE-News; Musical Clock WISN-Early Risers' Club WJJD-Rhubarb Red WLS-Don & Helen WLW-Hymns of All Churches WMAQ-Your Neighbor; News WOWO-Δ Radio Bible Class WTAD-Storyland Lady 8:15 NBC-The Streamliners; News: WBOW Δ Devotional Prgm.: KWK WLW KMOX-Ozark Varieties WCBM-Polish Prgm. WHA-Morning Melodies WHO-Frolies

WJJD-Toastmaster WLS-News WLW-Hope Alden's Romance WMT-Musical Clock WTMJ-Musical Parade 8:30 NBC-Breakfast Club; News: WOWO CBS-Music in the Air; News: WCCO MBS-Victor H. Lindlahr (Journal of Living): WGN KWK-Pep-Up Parade WBOW-Oklahoma Outlaws WFAM-Your Engagement Book WFBM-Morning Chat WHO-Morning Melodies WIBA-Today's Almanac WIND-Early Edition WJJD-Board of Education WLS-Morning Roundup WLW-Hello Peggy WMAQ-Whistler & His Dog WMBD-Bandwagon WOC-People's Mail Bag WROK-Δ Morning Devotions WSUI-Daily Iowan WTAD-Δ Inter-church Revival WTAQ-Organ Melodies WTMJ-Party Line 8:45 NBC-Breakfast Club: WOWO WCFB NBC-Landt Trio: WBOW CBS-Bachelor's Children, sketch (Old Dutch Cleanser): KMOX WCCO (sw-21.52) NBC-Aunt Jemima (Quaker Oats): WMAQ (sw-15.21) WFAM-Δ Morning Devotions WFBM-Apron Strings WHO-Musical Clock WIBA-Karsten's Troubador WIRE-Varieties; News WJJD-Vick Meyers Band WLS-Morning Minstrels WMBD-Variety Prgm. WOC-News WROK-Town Crier WSUI-Morning Melodies; Service Reports WTMJ-Your Home Town 9:00 ★ CBS-PRETTY KITTY KELLY, sketch (Wonder Bread): WOC WBBM WFBM KMOX WCCO WISN (sw-21.52) NBC-The Story of Mary Marlin, sketch (Ivory Snow): WLS (sw-15.21) NBC-Mrs. Wiggs of the Cabbage Patch, sketch (Old English Wax): WMAQ WIRE WHO Pictures of the entire cast of Mrs. Wiggs of the Cabbage Patch can be found on page 14. NBC-Charles Harrison, tr.: WBOW KSD-News; Melody Moods KWK-WPA Prgm. WAAF-Morning Revue WCBM-Italian Prgm. WCFB-Party Line WFAM-Dick Cover, organist WGN-Foods Hour WHA-Your Health WIBA-To be announced WIND-Julane Pelletier, pianist WISN-Early Risers Club WJJD-Bosworth Broadcast WLW-Linda's First Love WMBD-Messenger; Weather WOWO-Bill Board WROK-News Flashes; Markets WSUI-Within the Classroom WTAD-News WTAQ-Mid-morning Revue WTMJ-What's New in Milwaukee-

9:15 NBC-John's Other Wife, sketch (Louis Philippe): WMAQ WIRE WHO CBS-Myrt & Marge, sketch (Super Suds): WFBM KMOX WISN WBBM WCCO (sw-21.52) NBC-Oxydol's Own Ma Perkins, sketch: WLS (sw-15.21) NBC-Bennett & Wolverton: KSD WIBA NBC-Vaughn de Leath, songs: WCFB-LBOW KWK WAAF-Hollywood Brevities WHA-Keeping Up with Science WIND-Hawaiian Serenade WLW-To be announced WMBD-News WOC-Memory Lane WROK-On the Mall WTAD-Women's Varieties 9:30 CBS-Instrumentalists: W F A M WMBD KMOX WOC NBC-Just Plain Bill, sketch (Ancien): WMAQ WIRE WHO NBC-Pepper Young's Family, sketch (Camay): WLS WMT KWK (sw-15.21) NBC-Feather for Luck, sketch: KSD MBS-Get Thin to Music: WGN WAAF-Happiness Time WBBM-Quarter Hour of Romance WBOW-Home Folks WCBM-German Musicale WCCO-Peggy Hudor WCFB-To be announced WFBM-Kitchen Clinic WHA-School of the Air WIBA-To be announced WIND-Fb & Zeb, sketch WISN-Alan Hale, news WJJD-Story Hour WKBB-Musical Breakfast WLW-We Live Again WOWO-Master Singers WROK-Intimate Review WTAD-Δ Church in Wildwood WTAQ-Melody Lane WTMJ-Morning Melodies 9:45 ★ NBC-TODAY'S CHILDREN, sketch (Pillsbury): WMAQ KSD WHO WTMJ WIRE CBS-Instrumentalists: WCCO NBC-Viennese Ensemble: WBOW KMOX-Ma Perkins, sketch KWK-Top o' the Morning WAAF-Memory Lane WBBM-Carolyn Pryce, shopping WCFB-Swingtime WFBM-Mrs. Farrell's Kitchen Clinic WGN-Musical Mail Box WIBA-Dolly Madison WIND-Rhythm in Red WISN-Ann Leslie's Scrapbook WKBW-Sunshine Express WLS-News WLW-Houseboat Hannah WOWO-Modern Home Forum WSUI-Program Calendar WTAD-Party Line 10:00 ★ NBC-THE O'NEILLS, sketch (Ivory Flakes): WLS (sw-15.21) NBC-David Harum, sketch (Baby): KSD WIRE WMAQ WHO CBS-Mary Lee Taylor (Pet Milk): WBBM WMBD WFBM WOC KMOX NBC-Hollywood High Hatters: WBOW News: WIND WMT WTAD

WAAF-Woman's Hour WCBM-Uncle John WCCO-Piano Recital WCFB-Morning Melodies WDW-We Heard WFAM-Shoppers' Guide WGN-Don Pedro & Piano WHA-Homemakers WISN-Your Neighbor WJBC-Farm Flashes WJJD-Dude Martin WKBB-Chancel Steps WLW-News; Markets WROK-News; Melody Time WSUI-Home Decorator WTAQ-Your Hits WTMJ-Household Hints 10:15 NBC-Backstage Wife, sketch (Dr. Lyons): WTMJ KSD WIRE WMAQ WHO WIBA CBS-Romance of Carol Kennedy, sketch (Heinz): KMOX WOC WFBM WISN WCCO WBBM NBC-Road of Life, sketch (Chipso): WLS (sw-15.21) NBC-Painted Rock, sketch: WBOW WCFB MBS-Bachelor's Children (Cudahy Packing Co.): WGN KWK-Party Line WAAF-Variety WDW-Organ Reveries WIND-Bud Birmingham's Buckaroos WJBC-Lucky Lady, news WJJD-Two of Kind WKBW-News WMBD-Linda's First Love WMT-Louise Hathaway WOWO-Tri Topics WROK-Woman's Forum WSUI-Musical Favorites WTAQ-To be announced 10:30 ★ NBC-Vic & Sade, sketch, (Crisco): WLS KWK WMT (sw-15.21) CBS-Big Sister, sketch (Rinso): WCCO WBBM WISN KMOX WMBD WFBM NBC-Instrumental Ens.: WIRE WMAQ To be announced: WHO WTMJ WLW WAAF-Secrets of Charm WBOW-Waltz Time WCFB-Peekers in the Pantry WDW-Nathaniel Shilkret's Orch. WFAM-The Stylist WGN-Painted Dreams WIBA-Melody Time WIND-Speaking of Love WJBC-Neighbor Jim WJJD-Women's Exchange Prgm. WKBB-Your Home WMBI-Δ Missionary Echoes WOC-Melodic Serenade WOWO-Linda's First Love WSUI-Book Shelf WTAD-Ma Perkins WTAM-News; Women's Hour 10:45 NBC-Edward MacHugh, Gospel Singer (Ivory Soap): WLW WLS (sw-15.21) CBS-Aunt Jenny's Real Life Stories (Spry): WISN WCCO WMBD WFBM KMOX WBBM NBC-Gay Nineties; Walter Logan's Orch.: WMAQ KSD KWK NBC-The Mystery Chef (Regional Advertisers): (sw-15.33) WAAF-Foolish Questions WCFB-Voice of Cookery WDW-News

WFAM-Morning Melodies WGN-Morning Serenade WHA-Song Favorites WIBA-Easy to Remember WIND-Markets; WPA Prgm. WIRE-To be announced; News WJBC-Payne Pioneers WJJD-Board of Education WMT-Morning Matinee WOC-Organ Melodies WOWO-Home Folk Frolic WROK-Musicale WTAD-Betty & Bob WTMJ-Radio Forum 11:00 NBC-Girl Alone, sketch (Kellogg): WMAQ WLW CBS-Cheri & the Three Notes: WOC WCCO WFAM NBC-Time for Thought: WOWO NBC-Happy Jack Turner, songs: KSD (sw-15.33) MBS-Victor H. Lindlahr (Journal of Living): KWK KMOX-Singin' Sam WAAF-Melody Parade WBA-Charlotte Friend Stewart, sop. WBBM-Houseboat Hannah WBOW-Farm Folks WCFB-Board of Education Prgm. WDW-Rudolph Friml WFBM-Hope Alden's Romance WGN-To be announced WHA-Music Appreciation WHO-Continental Prgm. WIBA-Linda's First Love ★ WIBU-AID PARADE (1210 kc) WIND-Two Pianos; Ben Kanter, Julane Pelletier, pianists WIRE-Master Singers WISN-Movie Chat WJBC-Personality Hour WJJD-Bureau of Missing Persons WKBB-Movie News WLS-How I Met My Husband WMBD-The Lady and the Doctor WMT-Magic Kitchen WROK-Δ Tabernacle Hour WSUI-Within the Classroom WTAD-News WTAQ-Gems of Melody WTMJ-Helen Gahagan 11:15 ★ CBS-YOUR NEWS PARADE; (Lucky Strike Cigarettes); Edwin C. Hill, commentator: WBBM WISN WMBD WOC KMOX WCCO WFBM WKBB ★ NBC-The Goldbergs, sketch (Oxydol): WMAQ (sw-15.33) NBC-George Griffin, tr.: (sw-15.21) NBC-Edward MacHugh, Gospel Singer (Ivory Soap): KSD KWK-Range Riders WAAF-Hawaiian Echoes WBA-PTA Council ★ WCZA-MOVIE GOSSIP (1070 kc) WCFB-Interlude WDW-There Are Smiles WFAM-Harlan Hogan WGN-Wayne Van Dyne & Bob Trendler WHO-Party Line WIBA-Melody Time WIND-Deep South WJBC-Dough Boy, news WJJD-Criminal Court Interviews WLS-Chuck, Ray & Christine WLW-Vic Arden's Orch. WMT-Treasure Chest WOWO-Consolaires WROK-N. Y. A. Drama WSUI-Farm Flashes WTAD-Painted Fantasies

WTAQ-Master Singers WTMJ-To be announced 11:30 ★ NBC-Nat'l Farm & Home Hr.: WMAQ KWK WLW WBOW WIBA (sw-15.21) CBS-Romance of Helen Trent (Edna Wallace Hopper): WBBM KMOX WFBM NBC-Vincent Curran, bar.: KSD WCFB MBS-To be announced: WIRE Hymns of All Churches: WHO WOC WAAF-Myrna Dee Sergeant WBA-Parade of Melody WCCO-Ma Perkins WDW-Sons of Pioneers WFAM-Four-Eleven Alarm WGN-News WHA-Talking Book WIND-Harry Zimmerman, organ WISN-Voice of Experience WJBC-Man on the Street WJJD Safety Court WKBB-Musical Almanac WLS-For People Only WMBD-Footsteps to Beauty WMBI-Continued Story Reading WMT-Morning Markets WOWO-The Rondoliers WROK-Helene Kimberley, songs WTAD-Police News WTAQ-Mailman WTMJ-Behind the Mike 11:45 ★ MBS-We Are Four (Libby, McNeill & Libby): WGN WMT NBC-Nat'l Farm & Home Hour: WOWO NBC-Armchair Quartet: KSD CBS-Our Gal. Sunday, sketch (Old English Floor Wax): WBBM WFBM KMOX WAAF-Soliloquy. Estelle Barnes WBA-Purdue News WCCO-Kitty Keene WCFB-Fashions on Parade WDW-Trading Post WFAM-Two-Way Harmonies WFBM-Hoosier Farm Circle WHO-Betty & Bob WIND-County Agent WIRE-For Women Only WISN-Ivory Interlude WJBC-Guest Artists WKBW-Ma Perkins WLS-Weather; Markets; News WMBD-Fredman Jubilee WOC-Betty & Bob WROK-Round the Town WTAD-Organ Music WTAQ-Farmhands WTMJ-Heinie's Grenadiers (Continued on Next Page)

AFTERNOON

# Thursday

October 7



**JACK MILLER**  
"Kate Smith Hour" maestro  
Thurs. 7 pm CST

(12:00 noon Continued)

WHO-Markets & Weather  
WIND-News; Tango Orch.  
WIRE-Old Home Town  
WKBB-Galena Hour  
WLS-Dinnerbell Prgm.  
WMBI-△Midday Gospel Hour  
WOC-Inquiring Mike  
WSBT-Stork Report; Women in the News  
WSUI-Rhythm Rumbles

12:15

CBS-Hymns of All Churches (Gold Medal): WBBM WCCO KMOX WFBM WISN  
NBC-Mrs. Wittich of the Cabbage Patch, sketch: KSD  
NBC-Words & Music; Vocalists & Organ: (sw-15:33)  
MBS-Marjorie Mills (Maine Development Comm): WGN  
WBAA-Luncheon Dance Time  
WBOW-Wranglers  
WCFL-Luncheon Concert  
WIND-Tonny Ott, organist  
WIRE-Singin' Sam  
WJBC-Orchestra Music  
WJJD-Noon-Day Service  
WMHD-Town Crier  
WMI-German Band  
WOC-Studio Swingopators  
WROK-Column Left, news  
WSBT-Harlan Hogan  
WTAD-Cy & Freckles

12:30

## World Series

Today's World Series Game will be aired by all three major networks—NBC, CBS and MBS—from **YANKEE STADIUM** in NEW YORK CITY, home of the American League champions, at 12:30 p.m. CST. See network listings below for your nearest station.

NBC-Love & Learn, sketch: KWK (sw-15:21)  
CBS-Arnold Grimm's Daughter, sketch (Gold Medal): KMOX WCCO WBBM WFBM WISN  
NBC-John's Other Wife, sketch: KSD  
Voice of Experience: WLW WJJD  
News: WHO WOC  
WBAA-Scientific News Review  
WBOW-Luncheon Dance Hour  
WCFL-Young Widder Jones  
WDZ-Plow Jockeys  
WGN-Markets; Mid-day Service  
WHA-Farm Prgm.  
WIBA-Noon News Edition  
WIND-Markets; Interlude  
WIRE-Linda's First Love  
WJBC-Man on the Street  
WMAQ-Dan Harding's Wife  
WMBD-Farm News  
WMT-Frank Voelker, organist  
WOWO-Hey, Mr. Motorist  
WROK-Man on the Street  
WSBT-In Movieland  
WTAD-Farm; Markets; Weather  
WTMJ-Dance Orch.

12:45

NBC-Hal Gordon, trn.: KWK WBBM WISN  
CBS-Hollywood in Person (Gold Medal): WCCO WFBM KMOX WBBM  
NBC-Dan Harding's Wife, sketch: (sw-15:33)  
NBC-Just Plain Bill, sketch: KSD  
Man on the Street: WCFL WSBT  
WBAA-Songs and Melodies  
WBOW-County Agr. Agent  
WDZ-Remote

WHO-Broadway Comedy Stars  
WIBA-Market Reports  
WIND-News; Let's All Dance  
WJRE-Farm Hour; Markets  
WJJD-Julane Pelletier, pianist  
WKBB-Farm Flashes  
WLS-John Brown; Markets  
WLW-Betty & Bob  
WMAQ-Men of the West  
WMBD-Window Shopper  
WMT-News  
WOC-Eddie Duchin's Orch.  
WOWO-Wilbur Pickett's Orch  
WROK-Story of Heat; Home Folks Hour  
WTAD-Variety Prgm.  
WTAQ-News; Musical Interlude  
WTMJ-Sidewalk Reporter

1:00

★ NBC-Music Guild: WBOW (sw-15:33)  
CBS-Howard Neumiller, pianist: WCCO WKBB WOC  
NBC-Strollers Matinee: KWK (sw-15:21)  
Man on the Street: WBBM WMBD

To be announced: KMOX WHO  
News: WMAQ WTAQ  
KSD-News; Markets; Organ  
KWB-D. C. O'Hair  
WCFL-Melody Hour  
WDZ-Walkathon  
WFBM-There Was A Time  
WGN-Concert Orch.  
WHA-Legislative Forum  
WIBA-Melody Moments  
WIND-Italian Prgm.  
WIRE-Farm Hour; News  
WISN-Musical Heat Wave  
WJJD-Mid-day Roundup  
WLS-School Time  
WMT-Cedar Valley Hillbillies; Joey & Chuck  
WOWO-Purdue Agri. Prgm.  
WSUI-Musical Chats  
WTAQ-Men on the Street  
WTMJ-Livestock; News

1:15

CBS-Herbert Foote, organist: WOC WBBM  
News: WKBB WROK  
Hope Alden's Romance: WCCO WFBM  
KMOX-Hope Alden's Romance  
WAAF-Waltz Time  
WBAA-Better Expression  
WDZ-Market Close  
WGN-Wife vs. Secretary  
WHA-News and Views  
WIBA-Man on the Street  
WIND-Let's All Dance  
WJJD-Mid-day Roundup  
WLS-Howard Peterson, organist  
WMAQ-Rhythm in the Air  
WMBD-His Majesty, the Baby  
WMT-Voice of Iowa  
WOWO-Market Service  
WTAD-Quincy Marches On  
WTAQ-Rhythm and Romance  
WTMJ-Dance Orch.

1:30

CBS-Dalton Brothers, trio: WOC WCCO WTAQ WBBM WSBT  
NBC-The Wise Man, philosophy: WMAQ (sw-15:33)  
NBC-El Caballero: WOWO WBOW  
Man on the Street: WKBB KWK  
KMOX-Linda's First Love  
WAAF-Encores  
WBAA-Presentation  
WCBP-Zion Prgm.  
WDZ-Joe Green  
WFBM-News  
WGN-Lucky Girl, sketch  
WHA-College of the Air  
WHO-Houseboat Hannah  
WIBA-News  
WIRE-Reporter  
WIND-Gary Civic Theater  
WJJD-Illinois Medical Society  
WLS-Market Reports  
WMBD-Party Line  
WMT-Markets; Hillbillies  
WROK-Rippling Melodies  
WTAD-Colonel Francis  
WTMJ-Show Window of the Air

1:45

★ CBS-Ted Malone's "Between the Bookends": WCCO WFBM WTAQ WSBT WOC  
NBC-To be announced: KSD (sw-15:33)  
NBC-Musical Adventures: WBOW WOW  
MBS-Beatrice Fairfax (Hecker Products): WIRE KWK WGN  
KMOX-Josephine Halpin, organ  
WAAF-Mary Donahue, songs  
WBAA-Market & Weather  
WBBM-Truman Bradley  
WDZ-Mattoon Organettes  
WIBA-Livestock; Poultry Markets  
WIND-Studio Orch.  
WJJD-Fred Beck, organist  
WKBB-Luncheon Musicale  
WLS-Don & Helen

1:45

★ CBS-Ted Malone's "Between the Bookends": WCCO WFBM WTAQ WSBT WOC  
NBC-To be announced: KSD (sw-15:33)  
NBC-Musical Adventures: WBOW WOW  
MBS-Beatrice Fairfax (Hecker Products): WIRE KWK WGN  
KMOX-Josephine Halpin, organ  
WAAF-Mary Donahue, songs  
WBAA-Market & Weather  
WBBM-Truman Bradley  
WDZ-Mattoon Organettes  
WIBA-Livestock; Poultry Markets  
WIND-Studio Orch.  
WJJD-Fred Beck, organist  
WKBB-Luncheon Musicale  
WLS-Don & Helen

## Design for Listening

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated.

NIGHT

6:30 CST WE, THE PEOPLE with Helen Hayes, guest of premiere, CBS.

7:00 CST RUTH GORDON, Dennis King, Paul Lukas and Sam Jaffe in "The Doll House," guests of Kate Smith's Hour, CBS.

7:00 CST RUDY VALLEE'S Variety Hour, NBC.

8:00 CST THE SHOW BOAT, NBC.

9:00 CST YOUR TRUE ADVENTURES with Floyd Gibbons, CBS.

9:00 CST BING CROSBY returns to the Music Hall, NBC.

9:30 CST THE MARCH OF TIME, CBS.

10:15 CST DEANNA DURBIN interviewed by Elza Schallert, NBC.

WMAQ-Studio Strokes  
WMBD-Theater of the Air  
WMT-Joe Doakes; Aunt Fanny; Cornhuskers  
WROK-Melodeers  
WSBT-Indiana-Michigan News; Thurs. Matinee; Farm Flashes  
WTMJ-Home Harmonizers

2:00

★ NBC-Light Opera: WOWO WBOW  
CBS-Theater Matinee: WKBB WSBT WOC WISN WTAQ WCCO (sw-15:27)  
NBC-Pepper Young's Family, sketch (Camay): WMAQ KSD WHO WTMJ WLW (sw-15:33)  
News: WFBM WIND WBAA WTAD  
KMOX-To be announced  
KWK-Voice of Experience  
WBBM-Radio Gossip Club  
WCBU-Polish Prgm.  
WCFL-German Prgm.  
WDZ-Birthday Party  
WGN-Concert Trio  
WHA-School of the Air

★ WIBA-VARIETY PRGM.  
WIRE-Police Court  
WJJD-Fed. Housing Admin.  
WLS-Homemakers' Hour  
WMBD-Trading Post  
WMT-Many Happy Returns; Iowa Cornhuskers  
WROK-News; Matinee Musicale  
WSUI-Campus Activities

2:15

NBC-Oxydol's Own Ma Perkins, sketch: WMAQ WTMJ WLW WHO KSD (sw-15:33)  
NBC-Light Opera Co.: WIRE WCCO  
KMOX-Kitty Keene, Inc.  
KWK-Organ Melodies  
WBAA-Aviation Today  
WBBM-Meet the Missus  
WCCO-Markets  
WDZ-News  
WFBM-Apron Strings  
WGN-June Baker  
WHA-Magazine Review  
WIND-Tonny Ott, organist  
WJJD-Ben Kanter, pianist  
WMT-German Band  
WROK-Two Guitars  
WSUI-Organ Melodies  
WTAD-Women of the World

2:30

★ NBC-Vic & Sade, sketch (Chrisco): KSD WLW WMAQ WHO WTMJ (sw-15:33)  
CBS-Do You Remember? Old Favorite Melodies: WTAQ WISN WKBB WSBT WOC WFBM WMBD WBBM (sw-15:27)  
NBC-The Southernaires: WOWO WBOW WCFL (sw-15:21)  
MBS-Lawrence Salerno & Organ WGN  
KMOX-Houseboat Hanna  
KWK-News  
WBAA-You & Your Child  
WCBP-Radio Debuts  
WCCO-PTA Congress  
WDZ-Man's Wife on the Train  
WHA-Music of the Masters  
WIND-To be announced  
WJJD-Happy Harmonies  
WMBD-Shut-In Prgm.  
WMT-Movie Man  
WROK-Musical Joke Book  
WSUI-Rural Life Review

2:45

★ NBC-THE O'NEILLS, SKETCH (Ivory Flakes): WLW WMAQ WTMJ WHO KSD (sw-15:33)  
NBC-Swing Serenade; Rhythm Girls; Orch.: KWK WOWO (sw-15:21)  
CBS-Do You Remember?: WCCO KMOX-Dope from the Dugout

WBAA-Treasure Chest  
WBOW-Talk of the Town  
WCFL-Swing Serenade  
WDZ-Sweet Music  
WGN-Harold Turner, pianist  
WIRE-Safety First  
WJJD-Fred Beck, organist  
WMT-News; Radio Gossip  
WROK-Rippling Melodies  
WSUI-L. A. Concert Band  
WTAD-Ruth & Florence Brown

3:00

★ CBS-Howells & Wright, piano duo: WKBB WSBT WTAQ WFBM WOC WMBD WBBM (sw-15:27)  
The numbers to be offered tonight are: In the Village, Op. 10, No. 2 from "Caucasian Sketches" (Ippolitov-Ivanov-Langer); Adagio in G Minor (Haydn-Berkowitz); and Oh, Susanna (Foster-Gould).  
NBC-Lorenzo Jones, sketch (Phillips): WIRE KSD WMAQ WHO (sw-15:33)  
NBC-Club Matinee: WENR WOWO WBOW KWK WMT (sw-15:21)  
To be announced: KMOX WGN WJJD  
News: WCFL WAAF  
WBAA-Community Chest Prgm.  
WBBM-Houseboat Hannah  
★ WCCO-LADIES FIRST  
WCFL-News  
WDZ-Here's Hollywood  
WHA-College of the Air  
WIBA-Concert Hour  
WISN-Even As You & I  
WJBC-Prophetic Hour  
WLW-Dr. Friendly  
WMBI-Short Stories  
WROK-Afternoon Concert  
WSUI-Travelog  
WTMJ-Kitty Keene, Inc.

3:15

CBS-Prof. Chas. E. Merriam, talk: WTAQ WOC WMBD WSBT WKBB WISN WFBM (sw-15:27)  
NBC-The Guiding Light, sketch (White Naphtha): WTMJ KSD WMAQ WHO (sw-15:33)  
WAAF-Historical Society  
WBAA-Paul Worcester, trn.  
WBBM-Linda's First Love  
WCFL-Organ  
WDZ-Concert Hall of the Air  
WIRE-Matinee Varieties; News  
WLW-Life of Mary Sothorn  
WSUI-N. Y. State Symphonic Band  
WTAD-Margo

3:30

★ CBS-Army Band: WFBM WOC WMBD WFAW WKBB WTAQ WCCO WISN (sw-15:27)  
NBC-The Story of Mary Marlin, sketch (Ivory Soap): WMAQ WLW KSD WHO (sw-15:33)  
To be announced: WGN WTAD KWK-Baseball Warin-Up  
WAAF-△Lutheran Prgm.  
WBAA-Typing School of the Air  
WBBM-Kitty Keene, Inc.  
WCFL-To be announced  
WDZ-Remote  
WHA-Madison Federal Orch.  
WIBA-World Varieties  
WJBC-News  
WOWO-△Old Time Religion  
WROK-△Church in Wildwood  
WSUI-Far Lands  
WTMJ-News; Tunessmiths

3:45

NBC-The Road of Life, sketch (Chipso): WMAQ WTMJ (sw-15:33)  
NBC-Kitty Keene, Inc. (Dreft): WHO  
KWK-Man in the Stands

WBAA-Interesting People in the News  
WBBM-Bush & Milton Charles  
WCFL-To be announced  
WIBA-Dance Melodies  
WJBC-Classified Time  
WLW-Kitty Keene, Inc.  
WROK-Easy to Remember  
WTAD-John Renaldo

4:00

CBS-To be announced: WFAW WKBB WTAQ WISN  
NBC-Golden Melodies: WIRE WIBA  
CBS-Follow the Moon with Elsie Hitz & Nick Dawson (Pebe-co.): WBBM WFBM KMOX WCCO (sw-15:27)  
NBC-Peggy Wood Calling: WMT WENR WOWO  
NBC-Junior Nurse Corps, sketch (Sunbrite): WLW (sw-15:21)  
To be announced: WGN WHO KWK-Baseball Game  
WAAF-Jimmie Kozak, pianist  
WBAA-Story Lady  
WBOW-△Rev. Archie Brown  
WCFL-To be announced  
WDZ-Their Majesties, the Babies  
WHA-Organ Reverie  
WJBC-Request Hour  
WMAQ-Tea Time Varieties  
WMBD-△Trinity Tabernacle  
WMBI-△Scandinavian Service  
WOC-News  
WROK-Markets; News  
WSUI-The Machine Age  
WTAD-Loreine Meyer Hughes  
WTMJ-Friendship Circle

4:15

NBC-Jackie Heller, trn.: WMT WMAQ WOWO WCFL  
CBS-To be announced: WFAW WMBD WFBM WKBB WTAQ WISN  
CBS-Life of Mary Sothorn, sketch (Hind's): KMOX WBBM WCCO (sw-15:27)  
NBC-Golden Melodies: (sw-9:53)  
MBS-Three Graces & Piano: WGN  
WAAF-Song of the Strings  
WBAA-Melody Moods  
WDZ-Walkathon  
WENR-Music Circle  
WIRE-Harry Bason  
WLW-Jack Armstrong  
WOC-Organ Moods  
WROK-Birthday Club  
WSUI-Musical Moods  
WTAD-News

4:30

★ NBC-Kellogg's Singing Lady; Irene Wicker: WLW (sw-15:21)  
CBS-Exploring Space, "Northern Lights": WBBM WCCO WISN (sw-15:27)  
NC-Art Tatum, pianist: WENR  
NBC-Josh Higgins of Finchville: WIRE WBOW WIBA WMAQ  
NBC-Jack Armstrong, sketch (Wheaties): (sw-9:53)  
KMOX-To be announced  
WAAF-Georgia Erwin, songs  
WBAA-Amer. Family Robinson  
WCFL-Organ Recital  
★ WCLS-FOR YOUR INFORMATION (1310 kc)  
WDZ-Remote  
WGN-Len Salvo, organist  
WJBC-Bingo  
WMBD-News  
WMBI-△Foreign Language Service  
WMT-Let's Go to the Movies  
WOWO-Young Folks Hour  
WROK-Bob Kail, songs  
WSUI-Elementary French  
WTAD-Cy & Freckles  
WTMJ-Guess Who?

4:45

NBC-Tom Mix' Straight Shooters (Purina): (sw-15:21)  
NBC-Johnnie Johnston, bar.: KSD WBOW WCFL  
CBS-Dean Teacher: WISN WTAQ WBBM WKBB WFBM WFAW  
NBC-Al Vierra's Orch.: WMT WOWO WIRE WENR WIBA  
NBC-Little Orphan Annie, sketch (Ovaltine): (sw-9:53)  
WAAF-Contrasts  
WBAA-Twilight Musicale  
WCCO-Livestocks  
WGN-Dance Orch.  
WJBC-Christian Messengers  
WLW-Whistling Kid  
WMAQ-Romance and Rhythm  
WMBD-Barkain Counter  
WOC-Man on the Street  
WROK-In Old Mexico  
WTAD-Sports Summary  
WTMJ-News; Moment Musical

5:00

CBS-Del Casino, songs: WFAW WKBB WCCO WTAR WOC

NBC-Harry Kogen's Orch., Soloist: WMT WIRE WOWO WCFL  
NBC-Norsemen Quartet: (sw-9:53)  
NBC-Junior Nurse Corps, sketch: KWK WENR  
KMOX-Travelogue  
KSD-Melody Parade  
WAAF-Jimmie Kozak, pianist  
WBBM-Women in the Headlines  
WBOW-Tour of the Town  
WDZ-Movie Swingtime  
WFBM-Tea Time  
WIBA-Wisconsin Wildlife Fed.  
WIND-Sports  
WISN-Show Window  
WJBC-Rhythm Serenade  
WJJD-To be announced  
WLW-Alias Jimmy Valentine  
WMAQ-Don Winslow of the Navy  
WMBD-Happy Train  
WROK-Make Believe Ballroom  
WSUI-Short Story  
WTAD-Barney Thompson  
WTMJ-Jack Armstrong, sketch

5:15

NBC-Turn Back the Clock: KSD WMAQ (sw-9:53)  
CBS-Eton Boys; News: WFAW WMBD WTAQ WKBB WCCO WOC  
MBS-Harold Turner, pianist: WGN  
KMOX-To be announced  
WAAF-Rhumba Beat  
WBBM-Women in the Headlines  
WENR-Malcolm Claire, children's stories  
WFBM-△Christian Science Prgm.  
WIBA-Dance Hour  
WJJD-Sterling Young's Orch.  
WIND-Cumberland Ridge Runners  
WLW-Supper Serenade  
WROK-Sport Review  
WTAD-Jack Armstrong, sketch  
WTMJ-Heinie's Grenadiers

5:30

★ CBS-EDDIE DOOLEY'S FOOTBALL NEWS (Chesterfield): WOC WBBM WFBM WKBB WISN WTAQ WCCO (sw-11:83) (also see 7:30 p.m.)  
NBC-News; Tony Russell, trn.: WCFL WMT  
MBS-Len Salvo, organist: WGN  
KMOX-Sidewalk Reporter  
KSD-Ebony & Ivory Studies; Joseph Milstein, violinist  
WAAF-Sports Shorts  
WENR-News; What's the News? WFAW-News  
WHO-Jack Armstrong, sketch  
WIBA-News Edition  
WIND-Afternoon Varieties  
WIRE-House of McGreggor  
WJJD-Dude Martin  
WLW-Bob Newhall, sports  
WMAQ-Jack Armstrong, sketch  
WMBD-Melody Miniature  
WOWO-Lady of Charm  
★ WRJN-MOVIE GOSSIP (1370 kc.)  
WROK-Police Court News  
WSUI-Around the Dial  
WTMJ-Musicale

5:45

★ NBC-Lowell Thomas, news commentator (Sun Oil): WLW (sw-15:21)  
NBC-Tom Mix' Straight Shooters (Purina): WMAQ WIRE KWK  
CBS-George Hall's Orch.: KMOX WFBM WKBB WFAW (sw-11:83)  
NBC-Escorts & Betty: WENR WMT  
NBC-Little Orphan Annie (Ovaltine): KSD  
Jack Armstrong: WCCO WOC Sports: WMBD WTMJ  
WAAF-Tunes of Today  
WBBM-Standwagon  
WCFL-Stanley Hickman  
WGN-Orphan Annie  
WHO-To be announced  
WIBA-Today's Birthdays; Sports  
WIND-News  
WISN-Sports Parade  
WJJD-Cumberland Rdge Runners  
WOWO Sports  
WROK-Don & Sleepy, songs  
WSUI-Daily Iowan  
WTAQ-Bureau of Public Service

## NIGHT

6:00

★ NBC-AMOS 'N' ANDY (PEP-sodent): WHO WTAM WLW (sw-9:53) (also see 10 p.m.)  
★ NBC-Easy Aces, sketch; Jane Ace (Anacin): WENR WMT WIRE (sw-11:87)  
CBS-Howard Neumiller, pianist: WTAQ WKBB WMBD

# Thursday

October 7



VIRGINIA CLARK  
Helen Trent in "The Romance of Helen Trent"  
Thurs. 11:30 am CST

## Frequencies

KMOX-1090  
KOA-830  
KSD-550  
KWK-1350  
WAAF-920  
WBAA-890  
WBBM-770  
WBOW-1310  
WGBD-1080  
WGL-810  
WGL-970  
WJZ-1020  
WJNR-870  
WFAM-1200  
WFBM-1230  
WGN-720  
WHA-940  
WHAS-820  
WHO-1000  
WIBA-1280  
WIND-560  
WIRE-1400

WISN-1120  
WJBC-1200  
WJJD-1130  
WJR-750  
WKBB-1500  
WLS-870  
WLW-700  
WMAQ-670  
WMBD-1440  
WMT-600  
WOC-1370  
WOWO-1160  
WRJN-1370  
WROK-1410  
WSBT-1360  
WSUI-880  
WTAD-900  
WTAM-1070  
WTMJ-1330  
WTMJ-620

CBS-Poetic Melodies (Wrigley's Gum); WJR (sw-11.83) (also see 10 p.m.)

NBC-Louis Panico's Orch.; WCFB WBOW  
MBS-Evening Prelude: KWK News; WMAQ WAAF  
KMOX-To be announced  
KSD-News; Green Brothers' Orch.

WBBM-The Headliner  
WCCO-Football Preview  
WFAM-Crimecasts  
WFBM-Phenomenon  
WGN-Concert Orch.  
WHAS-To be announced  
WIBA-Dinner Hour  
WIND-German Hour  
WISN-Down By Herman's  
WOC-Sports Summary  
WOWO-Organ Reverbs  
WROK-News; Dinner Music  
WTMJ-Musical Moments

6:15  
NBC-Healani of the South Seas; WENR WOWO

CBS-Song Time: WKBB WTAQ  
KMOX WFAM WHAS (sw-11.83)

NBC-Vocal Varieties (Tums); Smoothies; DeVore Sisters; Wm. Stoss' Orch.; WHO KSD  
WMAQ WIRE WLW WTAM  
News: WJJD WCFB WMBD  
To be announced: WIBA WTMJ  
WAAF-The Gaieties  
WBBM-Sports Review  
WBOW-Hit Tunes  
WCCO-Broadway Stars  
WFBM-Sports Review  
WGN-Concert Trio  
WJR-Vocal Varieties  
WMT-Baseball Roundup  
WOC-News  
WROK-Motor Drama

6:30  
★ NBC-HORLICK'S LUM & Abner, sketch; WENR WLW  
CBS-We, the People; Gabriel Heatter, dir. Mark Warnow's Orch. (Sanka Coffee); WBBM  
KMOX WISN WCCO WOC  
WJR WHAS WMBD (sw-11.83)

NBC-Savitt Serenade: KSD  
Sports: WMAQ WGN  
News: WHO WTAQ  
KWK-Rolla Coughlin's Orch.  
WAAF-Tuning Around  
WBOW-Si & Ezra  
WCFB-Sunny Sam  
WFAM-Hits from the Shows  
WFBM-Bohemians  
WIBA-Wisconsin Sports Parade  
WIRE-Three Little Words  
WKBB-WPA Prgm.  
WMT-Better Vision; Sports  
WOWO-To be announced  
WROK-Dinner Music  
WTAM-Lois Miller, organist  
WTMJ-Dinner Table

6:45  
NBC-Kidoodlers: WENR WIRE  
News: WFBM WMT  
KSD-Sports Review  
KWK-Sport Review; News  
WBOW-Home Decorator's  
WCFB-Jack Kelly's Orch.  
WGN-Four Californians  
WHO-Whispering Jack Smith  
WIBA-Sports Review  
WKBB-Thalhammer, accordionist  
WOWO-Pleasant Valley Frolics  
WMAQ-Pat & Hank, comedians  
WTAQ-Phyl Coe Mysteries

7:00  
★ NBC-RUDY VALLEE'S VARIETY Hour (Royal Gelatin);  
WTMJ WHO WLW KSD  
WIRE WTAM WIBA WMAQ  
(sw-9.53)

Tonight Rudy Vallee has for his guests Edgar Bergen and Charlie McCarthy, Edward Arnold, Eddie Peabody and Tommy Riggs. The program will come from Hollywood where Rudy will be playing for three weeks at the Coconut Grove. Then Rudy starts production on the Warner Bros. movie, "Howdy Stranger," the show Frank Parker did on Broadway.

★ CBS-Kate Smith's Hour with Henny Youngman, comedian; Jim Crowley, football forum; Jack Miller's Orch. (Calumet Baking Powder); WHAS WJR  
WFBM WCCO WISN WOC  
WBBM KMOX WTAQ WMBD  
(sw-11.83) (also see 10:15 p.m.)

★ NBC-Gen. Hugh S. Johnson, commentator (Bromo-Quinine);  
WMT KWK WOWO WENR  
(sw-11.87)

Sports: WCFB WKBB  
WAAF-Vesper Singer  
WBOW-Sports Parade  
WFAM-20th Century Serenade  
WGN-Concert Orch.  
WIND-To be announced  
WROK-Boy Scout Prgm.  
WSUI-Dinner Hour Prgm.

7:15  
NBC-The Liedersingers: WLS  
WMT WOWO (sw-11.87)  
KWK-St. Louis Cardinals Prgm  
WAAF-This Rhythmic Age  
WBOW-Johnny Wink & Bobby

WCFB-To be announced  
WGN-Victor Arden's Orch.  
WKBB-Amer. Family Robinson  
WROK-Pauline Edwards, songs

7:30  
NBC-James Whitcomb Riley, memorial prgm.; WLS WBOW  
(sw-11.87)

CBS-Eddie Dooley's Football News (Chesterfield); KNX  
KSL (also at 5:30 p.m.)  
MBS-Wayne King's Orch.; WMT  
KWK WGN

WAAF-Shadowland  
WCFB-Streamline Melodies  
WFAM-Melody Weavers; Dixieland Band  
WKBB-Sweetheart Serenade  
WROK-Lou Blake's Orch.

7:45  
WCFB-Herr Louie & the Weasel  
WFAM-Your Government  
WKBB-News

8:00  
★ NBC-CAPT. HENRY'S MAX-well House Show Boat; Nadine Conner, sop.; Virginia Verrill; Warren Hull; Thomas L. Thomas, bar.; Hattie McDaniel; Alma Kruger; Eddie Green, comedian; Meredith Willson's Orch.; KSD WLW WHO  
WIBA WTMJ WMAQ WTAM  
KOA (sw-9.53) (also see 11:15 p.m.)

★ CBS-Major Bowes' Amateur Hour (Chrysler); WBBM  
WHAS KMOX WMBD WJR  
WOC WISN WCCO WFBM  
WTAQ (sw-11.83)  
NBC-Helen Traubel, sop.; WLS  
WBOW (sw-11.87)

MBS-Crime Clinic: WMT KWK  
WGN  
WCFB-Jam Session  
WIND-Racing Returns  
WIRE-Health Drama; Basonology  
WKBB-Continental Nights  
WROK-Sons of the Pioneers  
WSBT-Sinatra Serenade  
WSUI-Children's Hour

8:15  
MBS-Joe Sanders' Orch.; WGN  
KWK WMT  
WCFB-Ballads  
WIND-Dance Parade  
WIRE-To be announced  
WROK-News; In the Gloaming

8:30  
★ MBS-Sinfonietta: WMT  
NBC-Green Bros.' Orch.; WBOW  
(sw-11.87)  
KWK-Dance Orch.  
WCFB-Bob Smith  
WGN-Concert Stars of Broadway  
WIND-Night Court  
WIRE-Your Good Health  
WKBB-Hits and Encores  
WOWO-Wilbur Pickett's Orch.  
WROK-In the Gloaming  
WSBT-Memories' Album  
WSUI-Evening Musicale

8:45  
WCFB-Dance Orch.  
WGN-News; Sport High Lights  
WIRE-Victor Arden's Orch.  
WKBB-Bertha Lincoln Huestis  
WROK-Tuberculosis Ass'n  
WSUI-Previews & Reviews

9:00  
★ CBS-YOUR TRUE ADVENTURE with Floyd Gibbons (Colgate); WFBM WCCO KMOX  
WISN WBBM WJR (sw-11.83)  
★ NBC-Kraft Music Hall, starring Bing Crosby; Bob Burns, comedian; Johnny Trotter's Orch.; Guests: KSD WTAM  
KOA WHO WIRE WMAQ  
WIBA WTMJ WLW (sw-9.53)  
★ NBC-Night Club; Maurie Amsterdam, m.c.; Orch.: WENR  
(sw-6.14)  
MBS-Commentator Forum: WGN  
WMT KWK  
KWK-Musical Headlines  
WBOW-Organ Reveries  
WCFB-News  
WFBM-Community Fund Drive  
WHAS-To be announced  
WIND-Tommy Ott, organist  
WKBB-Gaslight Harmonies  
WMBD-Doctors Who Dared  
WOC-Phyl Coe Mysteries  
WOWO-Concert Hall  
WROK-Barn Dance  
WTAQ-Dance Orch.

9:15  
MBS-Console & Keyboard: WMT  
KWK  
WBOW-Dance Hour  
WCFB-Labor Flashes  
WGN-Wayne King's Orch.  
WIND-Walkathon  
WKBB-John Dietz, accordionist  
WMBD-Fredman Housewarming  
WOC-Vivian Benshoof  
WSBT-Hayloft Jamboree  
WTAQ-Dance Orch.

9:30  
★ CBS-March of Time: KMOX  
WBBM WCCO WFBM WHAS  
WJR (sw-11.83)  
★ MBS-Henry Weber's Musical  
Revue: WGN  
NBC-Night Club: WBOW  
WCFB-Fed. Women's H. P. Teachers  
WIND-Moonlight Sonata  
WISN-Phyl Coe Mystery  
WKBB-Memoirs of a Concert  
Master  
WMT-Teitel's Bohemians  
WOC-Thursday Presents  
WOWO-Stars of Broadway  
WROK-Lou Blake's Orch.

9:45  
WCFB-Sons of America, Talk  
WIND-News  
WISN-Reflections  
WMBD-Broadway Comedy Stars  
WOWO-Bob Wilson; News  
WROK-News Flashes  
WTAQ-Dance Orch.

8:45  
WCFB-Dance Orch.  
WGN-News; Sport High Lights  
WIRE-Victor Arden's Orch.  
WKBB-Bertha Lincoln Huestis  
WROK-Tuberculosis Ass'n  
WSUI-Previews & Reviews

9:00  
★ CBS-YOUR TRUE ADVENTURE with Floyd Gibbons (Colgate); WFBM WCCO KMOX  
WISN WBBM WJR (sw-11.83)  
★ NBC-Kraft Music Hall, starring Bing Crosby; Bob Burns, comedian; Johnny Trotter's Orch.; Guests: KSD WTAM  
KOA WHO WIRE WMAQ  
WIBA WTMJ WLW (sw-9.53)  
★ NBC-Night Club; Maurie Amsterdam, m.c.; Orch.: WENR  
(sw-6.14)  
MBS-Commentator Forum: WGN  
WMT KWK  
KWK-Musical Headlines  
WBOW-Organ Reveries  
WCFB-News  
WFBM-Community Fund Drive  
WHAS-To be announced  
WIND-Tommy Ott, organist  
WKBB-Gaslight Harmonies  
WMBD-Doctors Who Dared  
WOC-Phyl Coe Mysteries  
WOWO-Concert Hall  
WROK-Barn Dance  
WTAQ-Dance Orch.

9:15  
MBS-Console & Keyboard: WMT  
KWK  
WBOW-Dance Hour  
WCFB-Labor Flashes  
WGN-Wayne King's Orch.  
WIND-Walkathon  
WKBB-John Dietz, accordionist  
WMBD-Fredman Housewarming  
WOC-Vivian Benshoof  
WSBT-Hayloft Jamboree  
WTAQ-Dance Orch.

9:30  
★ CBS-March of Time: KMOX  
WBBM WCCO WFBM WHAS  
WJR (sw-11.83)  
★ MBS-Henry Weber's Musical  
Revue: WGN  
NBC-Night Club: WBOW  
WCFB-Fed. Women's H. P. Teachers  
WIND-Moonlight Sonata  
WISN-Phyl Coe Mystery  
WKBB-Memoirs of a Concert  
Master  
WMT-Teitel's Bohemians  
WOC-Thursday Presents  
WOWO-Stars of Broadway  
WROK-Lou Blake's Orch.

9:45  
WCFB-Sons of America, Talk  
WIND-News  
WISN-Reflections  
WMBD-Broadway Comedy Stars  
WOWO-Bob Wilson; News  
WROK-News Flashes  
WTAQ-Dance Orch.

10:00  
★ NBC-AMOS 'N' ANDY (Pep-sodent); WMAQ WIRE KOA  
KSD KFI (also at 6 p.m.)  
CBS-Poetic Melodies, (Wrigley's Gum); Jack Fulton, trn.;  
Franklyn MacCormack; Carlton Kelsey's Orch.; KMOX WCCO  
WFBM WBBM WHAS KSL  
(also at 6 p.m.)  
NBC-John B. Kennedy, news:  
WBOW (sw-9.53)  
CBS-Cab Calloway's Orch.:  
WSBT  
NBC-Vagabonds: WOWO WCFB  
News: WMT KWK WENR  
WMBD WJR WTAQ WOC  
WCFB-Skyride  
WHO-Dalton Norman, songs  
WIBA-News Edition  
WIND-Lithuanian Prgm.  
WISN-Moon Magic  
WKBB-Hollywood on Parade  
WLW Paul Sullivan, news  
WTAM-Blue Barron's Orch.  
WTMJ-Sports; Dance Orch.

10:15  
CBS-Cab Calloway's Orch.: WOC  
WISN  
MBS-Freddie Martin's Orchestra:  
WGN WMT  
NBC-Elza Schallert Interviews:  
WENR WOWO WCFB (sw-6.14)  
CBS-Kate Smith's Hour: KNX  
KSL (also see 7 p.m.)  
NBC-Lou Brees's Orch.: WBOW  
News: WIRE WKBB WCCO  
WHO  
Sports: WJR WFBM  
KMOX-Comedy Stars of Broadway  
KOA-Supreme Ranger Serenade  
KSD-Melodies in Swing Time  
KWK-Rolla Coughlin's Orch.  
WBBM-Melodie Time  
WHAS-Harry Currie's Orch.  
WIBA-Club Chanticleer  
WJR-Marked Hours Mummies  
WLW-Barney Rapp's Orch.  
WMAQ-Earl Hines' Orch.  
WMBD-Sports Review  
WTAQ-Dance Orch.

10:30  
CBS-Geo. Olsen's Orch.: WISN  
WSBT WKBB WFBM WTAQ  
WOC (sw-11.83)  
NBC-Northern Lights: WBOW  
WTAM (sw-9.53)  
NBC-Joseph Escarpenters' Orch.:  
WENR  
MBS-Mickey Alpert's Orch.:  
WMT  
KMOX-Sports Reporter  
KSD-Gus Haenschen'ss Orch.  
KWK-Range Riders  
WBBM-News, Tod Hunter  
WCCO-Rollie Johnson  
WGN-Ted Weems' Orch.  
WHA-Musical Varieties  
WHO-To be announced  
WIBA-Music by Cugat  
WIND-Roumanian Prgm.  
WIRE-Baseball Game

10:45  
WLB-Jan Garber's Orch.  
WMAQ-News; Sandy Williams' Orch.  
WMBD-Value Hints  
WTMJ-News

10:55  
News: WROK WIND  
KMOX-Seven Star Revue  
KOA-Broadway Comedy Stars  
KSD-Noble Sissle's Orch.  
KWK-Sport Review  
WBBM-Manhattan Mother  
WCCO-Mack Dale  
WFBM-Your Local Government  
WHAS-News  
WIBA-Park Hotel Prgm.  
WJR-Meditation  
WMBD-Flat Tire Blowout Party  
WTMJ-Dance Orch.

11:00  
NBC-Terri Franconi, trn.; Jerry Blaine's Orch.: WIBA WTAM  
KOA WLW WBOW (sw-9.53)  
CBS-Roger Pryor's Orch.: WKBB  
WTAQ WOC WISN WBBM  
WMBD  
NBC-Henry Busse's Orch.:  
WENR WMT (sw-6.14)  
CBS-Frank Dailey's Orch.:  
WHAS WJR WSBT  
MBS-Happy Felton's Orch.:  
WGN  
KMOX-Brown's Game Replayed  
KWK-Success Doctor  
WCCO-Clyde Lucas' Orch.  
WCFB-Make Believe Ballroom  
WFBM-News  
WIND-Let's All Dance  
WMAQ-King's Jesters  
WTMJ-Streamlined Revue

11:15  
★ NBC-CAPT. HENRY MAX-well House Show Boat: KOA  
KFI (also at 8 p.m.)  
End of Thursday Programs

# Friday

October 8

# Friday

## MORNING

7:00 am CST

Musical Clock: WROK WBBM  
7:15  
News: WCCO WHO

7:30  
News: WIBA WTAQ  
Before Breakfast: WLW WOC  
(sw-6.06)

7:45  
Musical Clock: WIBA WOC  
KMOX-Let's Compare Notes  
WJJD-Kinney's Hawaiians  
WLS-Romulus, the Wolf Boy

8:00  
★ NBC-Breakfast Club; News:  
WCFB

CBS-Metropolitan Parade: WFAM  
WTAQ (sw-21.52)

NBC-Women & News: WBOW  
News: WMT WMBD  
KNOX-Views on News  
KWK-Tonic Tunes; News  
WAAF-Breakfast Express  
WCBF-Morning Meditations  
WFBM-Early Birds  
WGN-Golden Hour  
WHA-Band Wagon  
WIBA-Morning Melody  
WIND-Board of Education  
WIRE-News; Musical Clock  
WJJD-Rhubarb Red  
WKBB-Musical Clock  
WLS-Don & Helen  
WLW-Hymns of All Churches

WMAQ-Your Neighbor  
WOWO-Radio Bible Class  
WTAD-Storyland Lady  
WTMJ-Jimmy Legs  
8:15  
NBC-The Streamliners; News:  
WBOW  
CBS-Richard Maxwell, songs;  
News: WFAM WTAQ (sw-21.52)  
KMOX-Ozark Varieties  
KWK-Devotional Prgm.  
WCBF-Polish Prgm.  
WHA-Morning Melodies  
WHO-Neighbor Jim  
WIND-Man on the Street  
WJJD-Toastmaster  
WLS-News; Julian Bentley  
WLW-Hope Alden's Romance  
WMBD-Eye-Opener  
WMT-Musical Clock  
WTMJ-Music Parade  
8:30  
NBC-Breakfast Club; News:  
WOWO  
CBS-Jack Berch's Boys (Fels & Co.); KMOX WCCO (sw-21.52)  
KWK-Pep-up Parade  
WFAM-Your Engagement Book  
WFBM-Value Varieties  
WGN-Good Morning Prgm.  
WHO-Morning Melodies  
WIBA-Today's Almanac  
WIND-Board of Education  
WIRE-Melody; Varieties  
WJJD-Board of Education  
WLS-Morning Roundup  
WLW-Mad Hatterfields

WMAQ-Whistler & His Dog  
WMBD-Bandwagon  
WOC-People's Mail Bag  
WROK-Morning Devotions  
WSUI-Daily Iowan of the Air  
WTAD-Inter-church Revival  
WTAQ-Organ Melodies  
WTMJ-Parity Line

8:45  
NBC-Breakfast Club: WOWO  
WCFB  
NBC-Aunt Jemima (Quaker Oats): WMAQ (sw-15.21)  
CBS-Bachelor's Children, sketch (Old Dutch Cleanser): KMOX  
WCCO (sw-21.52)  
NBC-Landl Trio: WBOW  
WFAM-Morning Devotions  
WFBM-Apron Strings  
WHO-To be announced  
WIBA-Interlude; Baron's Prgm.  
WIND-News; Hits of the Day  
WJJD-Know Your Postal Service  
WLS-The Hilltoppers  
WLW-Young Widder Jones  
WMBD-Variety Prgm.  
WOC-News  
WROK-Town Crier  
WSUI-Morning Melodies; Service Reports  
WTMJ-Your Home Town

9:00  
★ CBS-PRETTY KITTY KELLY sketch (Wonder Bread): WOC  
KMOX WCCO WISN WBBM  
WFBM (sw-21.52)  
NBC-Story of Mary Marlin, sketch (Ivory Snow): WLS  
(sw-15.21)

9:15  
NBC-Oxydol's Own Ma Perkins, sketch: WLS (sw-15.21)  
NBC-John's Other Wife, sketch (Louise Philippe): WMAQ  
WIRE WHO  
CBS-Myrt & Marge, sketch (Super Suds): WFBM KMOX  
WISN WBBM WCCO (sw-21.52)  
NBC-Bennett & Wolverton: KSD  
NBC-Vaughn de Leath, songs:  
WBOW KWK WCFB

To be announced: WLW WIBA  
WAAF-Hollywood Brevities  
WHA-World Peace News  
WIND-Hawaiian Serenade  
WMBD-News  
WOC-Neighbor Jim  
WROK-On the Mall  
WTAD-Women's Varieties  
WTAQ-Pamela

9:30  
NBC-Pepper Young's Family, sketch (Camay): WLS WMT  
KWK (sw-15.21)  
CBS-Tony Wons' Scrapbook (Vicks): WBBM KMOX WCCO  
NBC-Just Plain Bill, sketch (Anacin): WMAQ WIRE  
WHO  
NBC-Feather for Luck, sketch:  
KSD  
MBS-Get Thin to Music: WGN  
WAAF-Morning Song  
WBOW-Home Folks  
WCBF-German Musicale  
WCFB-To be announced  
WFAM-Fashion Pointers  
WFBM-Kitchen Clinic  
WHA-School of the Air  
WIBA-Melody Time  
WIND-Eb & Zeb, sketch  
WISN-News  
WJJD-Complete Story Hour  
WKBB-Musical Breakfast  
WLW-We Live Again  
WMBD-To be announced  
WOC-Morning Parade  
WOWO-Richard Trojan  
WROK-Intimate Review  
WTAD-Church in Wildwood

9:45  
★ NBC-TODAY'S CHILDREN, sketch (Pillsbury): WMAQ  
WTMJ KSD WHO WIRE  
CBS-Ruth & Bill; Ruth Carhart, contr.; Bill Perry, trn.; Orch.:  
WCCO WFAM WMBD  
NBC-Viennese Ensemble: WBOW  
Party Line: WTAD WOC  
KMOX-Ma Perkins, sketch  
KWK-Top of the Morning  
WAAF-Memory Lane  
WBBM-Man on the Street  
WCFB-Swingtime  
WFBM-Mrs. Farrell's Kitchen  
Clinic  
WGN-Musical Mail Box  
WIBA-Dolly Madison  
WIND-Rhythm in Red  
WISN-Ann Leslie's Scrapbook  
WKBB-Sunshine Express  
WLS-News  
WLW-Houseboat Hannah (sw-6.06)  
WMT-Day Dreamer  
WOWO-Modern Home Forum  
WSUI-Program Calendar

10:00  
★ NBC-THE O'NEILLS, SKETCH (Ivory Flakes): WLS (sw-15.21)  
NBC-David Harum, sketch (Bab-o): WIRE WMAQ KSD WHO  
NBC-Hollywood High Hatters:  
WIBA WBOW

9:45  
NBC-Today's Children, sketch (Pillsbury): WMAQ  
WTMJ KSD WHO WIRE  
CBS-Ruth & Bill; Ruth Carhart, contr.; Bill Perry, trn.; Orch.:  
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WTAQ-Melody Lane  
WTMJ-Morning Melodies

9:45  
★ NBC-TODAY'S CHILDREN, sketch (Pillsbury): WMAQ  
WTMJ KSD WHO WIRE  
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NBC-Viennese Ensemble: WBOW  
Party Line: WTAD WOC  
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10:00  
★ NBC-THE O'NEILLS, SKETCH (Ivory Flakes): WLS (sw-15.21)  
NBC-David Harum, sketch (Bab-o): WIRE WMAQ KSD WHO  
NBC-Hollywood High Hatters:  
WIBA WBOW

10:15  
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WTMJ KSD WHO WIRE  
CBS-Ruth & Bill; Ruth Carhart, contr.; Bill Perry, trn.; Orch.:  
WCCO WFAM WMBD  
NBC-Viennese Ensemble: WBOW  
Party Line: WTAD WOC  
KMOX-Ma Perkins, sketch  
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# Friday

October 8



**PEGGY ALLENBY**  
Susan Price in "David Harum"  
Fri. 10 am CST

(10:00 a.m. Continued)

★ CBS-Heinz Magazine of the Air; Julia Sanderson & Frank Crumit, songs; B. A. Rolfe's Orch.; Romance of Carol Kennedy, sketch: KMOX WCCO WBBM WFBM WISN WFAM News: WTAD WMT WAAF-Woman's Hour WCB-D-Uncle John WCFL-Morning Melodies WDW-We Heard WFAM-Mrs. Riley's Shoppers' Guide WGN-Don Pedro & piano WHA-Homemakers WIND-Municipal Court WJBC-Farm Flashes WJJD-Dude Martin WKBB-Chancel Steps WLW-News; Markets WMBD-Neighbor Jim WSUI-Are You a Collector WTAQ-Top Tunes WTMJ-Household Hints

**10:15**  
NBC-Backstage Wife, sketch (Dr. Lyons): WMAQ WHO WIRE KSD WTMJ WIBA NBC-The Road of Life, sketch (Chipso): WLW WLS (sw-15.21)  
NBC-Painted Rock, sketch: WBOW WCFL KWK-Party Line WAAF-Viceroy Widow WCFL-Swingtime WDW-Organ Reveries WGN-Bachelor's Children WJBC-Lucky Lady, news WJJD-Happy Harmonies WKBB-News WMBD-Linda's First Love WMT-Morning Matinee WOWO-Tri Topics WROK-Woman's Forum WSUI-Yesterday's Musical Favorites WTAD-Neighbor Jim WTAQ-Vocals

**10:30**  
★ NBC-Vic & Sade, sketch (Crisko): WLS KWK WMT (sw-15.21)  
CBS-Big Sister, sketch (Rinso): WMBD WISN WCCO KMOX WBBM WFBM NBC-How to be Charming, sketch (Phillips): WMAQ WIRE WHO WTMJ WIBA WAAF-Secrets of Charm WBOW-Waltz Time WCFL-Peekers in the Pantry WDW-News WFAM-Shidler Serenade WGN-Painted Dreams WIND-Speaking of Love WJBC-Dollar Daze WJJD Women's Exchange Prgm. WKBB-Mixing Bowl WLW-To be announced WMBI-△ Radio School of the Bible WOC-Organ Melodies WOWO-Linda's First Love WSUI-Book Shelf WTAD-Ma Perkins WTAQ-News; Women's Hour

**10:45**  
CBS-Aunt Jenny's Real Life Stories (Spry): WBBM WCCO KMOX WISN WMBD WFBM NBC-Edward MacHugh, Gospel Singer (Ivory Soap): WLS WLW (sw-15.21)  
NBC-Hello Peggy (Drano): WMAQ WHO KSD To be announced: WGN WBOW KWK-It's Fun to Keep House WAAF-Foolish Question WCFL-Voice of Cookery WDW-Progress Prgm. WFAM-Footsteps to Beauty

WHA-Operetta Favorites WIBA-Easy to Remember WIND-Markets; Life Saving Talk WIRE-To be announced; News WJBC-Payne Pioneers WJJD-Board of Education WKBB-Tonic Tunes WMT-Numerical Jamboree WOWO-Beauty Chat; Hom: Folk Frolic WROK-Musicale WTAD-Betty & Bob WTMJ-Footsteps to Beauty

**11:00**  
NBC-Girl Alone, sketch (Kellogg): WMAQ WLW CBS-Mary Margaret McBride, talks (Minute Tapioca): WOC WBBM WFBM WISN WFAM KMOX WCCO NBC-Time for Thought: WIRE KWK WOWO NBC-Happy Jack, songs: KSD WAAF-Melody Parade WBAA-Principles of Sociology WBOW-Neighbor Jim WCFL-Board of Education Prgm. WDW-Sidney Co-Op WGN-Women in the Store WHA-Music Appreciation WHO-Continental Prgm. WIBA-Linda's First Love  
★ WIBU-AID PARADE (1210 kc)  
WIND-20th Century Serenade WJBC-Personality Hour WJJD-Bureau of Missing Persons WKBB-Movie News WLS-Virginia Lee & Sunbeam WMBD-Thrift Message; Police Bulletins WMBI-Gospel Music WMT-Magic Kitchen WROK-Morning Varieties WSUI-Men Behind the Classics WTAD-News  
★ WTAQ-HOLLYWOOD ON PARADE  
WTMJ-Helen Gahagan

**11:15**  
★ CBS-YOUR NEWS PARADE (Lucky Strike Cigarettes); Edwin C. Hill, commentator: WBBM WISN WMBD WKBB WOC KMOX WCCO WFBM  
★ NBC-The Goldbergs, sketch (Oxydol): WMAQ (sw-15.33)  
★ MBS-Tom, Dick & Harry (Fels Naptha): WLW WMT WGN NBC-Brick Holton, tr.: WIRE WBOW NBC-Edward MacHugh, the Gospel Singer (Ivory Soap): KSD To be announced: WTMJ WIND KWK-Range Riders WAAF-Hawaiian Echoes WBOW-To be announced  
★ WCAZ-MOVIE GOSSIP (1070 kc)  
WCFL-Interlude WDW-There Are Smiles WFAM-Harlan Hogan WHO-Party Line WIBA-Neighbor Jim WJBC-Dough Boy, news WJJD-Criminal Court Interviews WLS-Chuck, Ray & Christine WOWO-Consolaires WROK-Community News WSUI-Organ Recital WTAD-Duke Otten

**11:30**  
★ NBC-Nat'l Farm & Home Hr.: WOWO WIRE WBOW WIBA WLW WMAQ KWK (sw-15.21) The first half hour will originate at Southeastern States Fair and Atlanta Centennial, Atlanta, Ga.  
CBS-Romance of Helen Trent (Edna Wallace Hopper): WFBM WBBM KMOX NBC-Vagabonds Quartet: WCFL KSD WAAF-Myrna Dee Sergeant WCCO-Ma Perkins WDW-Variety Prgm. WFAM-J. Quincy Ames WFBM-Markets; Farm Bureau WGN-Quin Ryan, news WHA-Talking Book WHO-Betty Crocker WIND-Harry Zimmerman, organist WISN-Voice of Experience WJBC-Man on the Street WJJD-Safety Court WKBB-Musical Almanac WLS-Big City Parade WMBD-Hymn Time WMBI-Continued Story Reading WMT-Morning Markets WOC-Betty Crocker WROK-Helene Kimberley, songs WSUI-Book Chat WTAD-Police News WTAQ-Varieties WTAQ-Mailman WTMJ-Behind the Mike

**11:45**  
★ MBS-We Are Four, sketch (Libby, McNeill & Libby): WGN

## Design for Listening

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated.

### NIGHT

7:00 CST CITIES SERVICE CONCERT with Lucille Manners, Rosario Bourdon's orchestra and football talks by Grantland Rice, NBC.  
7:30 CST MUSIC FROM HOLLYWOOD with Alice Faye and Hal Kemp's orchestra, CBS.  
8:00 CST DOLORES DEL RIO in "Life of a Lancer Spy," Hollywood Hotel Guest, CBS.  
9:00 CST THE SONG SHOP with Kitty Carlisle, Frank Crumit, Reed Kennedy, Alice Cornett, quartet and Gus Haenschen's orchestra, CBS.

NBC-Joe White, tr.: Padriac Colum, pote: KSD  
CBS-Our Gal Sunday, sketch (Old English Floor Wax): WBBM WFBM KMOX WAAF-Soliloquy NBA-Purdue News WCCO Kitty Keene WCFL-Fashions on Parade WDW-Trading Post WFBM-Hoosier Farm Circle WHO-Betty & Bob WIRE-For Women Only WISN-Stump Me WJBC-Reid & Vin WKBB-Ma Perkins, sketch WLS-Markets; Weather; News WMBD-Fredman Jubilee WOC-Betty & Bob WROK-Round the Town WSUI-Farm News WTAD-Organ Music WTAQ-Farmhands WTMJ-News; Heinie's Grenadiers

### World Series

Today's World Series Game will be aired by all three major networks—NBC, CBS and MBS—from either the Polo Grounds in New York City or Wrigley Field in Chicago, pending the outcome of the National League Pennant Race between the New York Giants and the Chicago Cubs. Should the former win out, the broadcast will start at 12:30 p.m. CST, or if the latter, the game will start at 1:30 p.m. CST. See network listings below for your nearest station.

WDZ-Plow Jockeys WGN-Markets; Mid-day Service WHA-Farm Prgm. WIND-Livestock Markets; Piano Interlude WIRE-Linda's First Love WLW-Voice of Experience WMAQ-Dan Harding's Wife WMBD-Farm News WMT-German Band WOWO-Man on the Street WROK-Couple on the Street WSBT-In Movieland WSUI-Musical Favorites WTAD-Farm; Markets; Weather

**12:45**  
NBC-Dan Harding's Wife: (sw-15.33)  
CBS-Hollywood in Person (Gold Medal): WBBM WCCO KMOX WFBM NBC-Just Plain Bill, sketch: KSD NBC-Grace & Scotty, songs: KWK (sw-15.21) Man on the Street: WCFL WSBT WBAA-Frank Triboulet, tr. WBOW-County Agr. Agent WDW-Remote WIBA-Market Reports WIND-News; Piano Duo WIRE-Farm Hour WJBC-Reid & Vin WLS-School Time WLW-Betty & Bob WMAQ-King of Hearts WMBD-Window Shopper WOC-Tommy Dorsey's Orch. WOWO-Wilbur Pickett's Orch. WROK-Service Sam; Home Folks WTAD-Variety WTAQ-News; Musical Interlude WTMJ-Sidewalk Reporter

## AFTERNOON

### 12:00

★ CBS-Betty & Bob, sketch (Gold Medal): WCCO KMOX WBBM WFBM NBC-Alexander Bros.: (sw-15.33) MBS-Microphone in the Sky: KWK News: WJJD WISN WMBD WTAD WJBC KSD-Variety Prgm. WAAF-Symphonic Hour WBAA-Agricultural Forum WBOW-Street Reporter WCFL-Hit Review WDW-Man on the Street WGN-Bob Elson on State Street WHA-Noon Musicale WHO-Markets & Weather WIRE-Old Home Town WIND-Interlude; Tango Orch. WKBB-Platteville Hour WLS-Dinnerbell Prgm. WMBI-△ Midday Gospel Hour WMT-Mystery Three WOC-Inquiring Mike WSBT-Stork Report; Women in the News WSUI-Rhythm Rambles

### 12:15

CBS-Betty Crocker, cooking talk (Gold Medal): WBBM WCCO KMOX WFBM NBC-Mrs. Wiggs of the Cabbage Patch, sketch: KSD NBC-Words & Music: (sw-15.33) MBS-Carson Robison's Buckaroos (Musterole): WGN KWK WMT KWK-Rapid Service WBAA-Luncheon Dance Time WBOW-Wranglers WCFL-Luncheon Concert WHO-Variety Prgm. WIBA-Neighbor Jim WIND-Tommy Ott, organist WIRE-Singin' Sam WJBC-Dance Time WJJD-△ Noon-Day Service WKBB-What's New? WMBD-Town Crier; Farm Markets WOC-Studio Swingopators WOWO-Bob Wilson WROK-Colum Left, news WSBT-Harlan Hogan; Adults Camera Club; News WTAD-Cy & Freckles

### 12:30

NBC-John's Other Wife, sketch: KSD CBS-Arnold Grimm's Daughter, sketch (Gold Medal): KMOX WBBM WCCO WFBM NBC-Love & Learn, sketch: KWK (sw-15.21) News: WOC WKBB WHO WIBA Rhythm Rascals: WTAQ WTMJ WBAA-Sports Review WBOW-Luncheon Dance Hour WCFL-Young Widder Jones

NBC-Showtime Matinee: (sw-15.33)  
CBS-News Through a Woman's Eyes (Pontiac): WCCO KMOX WFBM WKBB WBBM WISN NBC-Whitney String Ensemble: KWK WLW WBOW (sw-15.21) KSD-News; Markets; Organ WAAF-Hoosier Philosopher WBAA-Developments of Merchandising Articles, Mary Wagner WCB-D-J. C. O'Hair WCFL-Melody Hour WDW-Walkathon WGN-Concert Orch. WHA-Legislative Forum WHO-Your Home Town WIBA-Melody Moments WIND-Italian Hour WIRE-Gov.; Markets; News WJJD-Executive Club Meeting WLS-Dinnerbell Prgm. WMAQ-News WMBD-Man on the Street WMT-Cedar Valley Hillbillies; Question Man WOC-Front Page Drama WOWO-We Shall Have Music WSBT-Indiana-Michigan News; Fri. Matinee; Farm Flashes WSUI-Illustrated Musical Chats WTAQ-News Summary WTAQ-Man on the Street WTMJ-Livestock; News

### 1:15

CBS-Milton Charles, organist: WOC WBBM News WKBB WROK KMOX-Inquiring Reporter WAAF-Waltztime WBAA-You & Your Health WCCO-Hope Alden's Romance WDW-Markets Close WFBM-Hope Alden's Romance WGN-Wife vs. Secretary WHA-News and Views WHO-To be announced WIBA-Man on the Street WISN-Musical Heat Wave WLS-Howard Peterson, organist WMAQ-Rhythm in the Air WMBD-His Majesty, the Baby WMT-Voice of Iowa WOWO-Market Service WTAD-Quincy Marches On WTAQ-Romance and Rhythm WTMJ-Dance Orch.

### 1:30

NBC-Walter Logan's Musicale: WOWO (sw-15.33)  
CBS-Lyn Murray's Four Clubmen: WSBT WCCO WBBM WTAQ NBC-Bennett & Wolverton: Man on the Street: WKBB KWK To be announced: WLW WIBA KMOX-Linda's First Love WAAF-Billy Meyers WBAA-The Bang Family WCB-D-Zion Prgm. WDW-Ruthie & Harmonica WFBM-News WGN-Lucky Girl WHA-College of the Air WHO-Houseboat Hannah WIND-Ben Kanter, pianist WIRE-Reporter WLS-Market Reports WMAQ-The Old Painter WMBD-Party Line WMT-Markets; Hillbillies WOC-Luncheon Club WROK-Today in Baseball WTAD-Dick Sanders WTMJ-Weather; Police Reports

### 1:45

★ CBS-Ted Matone's Between the Bookends: WFBM WSBT WTAQ WOC WCCO NBC-Walter Logan's Musicale: WHO KSD NBC-Peggy Wood Calling: WBOW MBS-Beatrice Fairfax (Hecker Products): WGN KWK WIRE KMOX-Josephine Halpin WAAF-There Ought to Be a Law WBAA-Market & Weather WBBM-Truman Bradley, comm. WDW-Mattoon Organettes WHO-To be announced WIBA-Livestock; Poultry Markets WIND-Studio Orch. WJJD-The Serenader WKBB-Luncheon Musicale WLS-Melody Parade WLW-Betty & Bob WMAQ-King of Hearts WMBD-Theater of the Air WMT-Joe Doakes; Cousin Elvira; Novelty Quintet WROK-Josephine Harmon, songs WTMJ-Home Harmonizers

### 2:00

★ NBC-Radio Guild: WOWO WBOW  
★ CBS-Columbia Concert Hall: WOC WCCO WKBB WSBT WISN WTAQ (sw-15.27) NBC-Pepper Young's Family, sketch (Camay): WMAQ KSD WHO WLW WTMJ (sw-15.33) News: WIND WFBM WLS WTAD KMOX-To be announced KWK-Voice of Experience WAAF-Red Hot & Low Down WBAA-Lafayette Grade Schools WBBM-Radio Gossip Club WCB-D-Polish Prgm. WCFL-German Prgm. WDW-Birthday Party WGN-Marriage License Romances WHA-School of the Air WIBA-Rhythm & Romance WIRE-Police Court WJJD-The Art of Living WMBD-Trading Post WMT-Many Happy Returns; Iowa Cornhuskers WROK-News; Matinee Musicale WSUI-Poetic Interlude WTAD-News

### 2:15

NBC-Oxydol's Own Ma Perkins, sketch: WMAQ WLW WTMJ KSD WHO (sw-15.33) CBS-Concert Hall: WISN MBS-Vincent Lopez' Orch.: WIRE KMOX-Kitty Keene, Inc. KWK-Organ Melodies WBAA-Magic Carpet

WBBM-Meet the Missus WCCO-Markets WCFL-Organ Music WDW-News WFBM-Apron Strings WGN-June Baker WHA-Magazine Review WIBA-Man on the Street WIND-Tommy Ott, organist WJJD-Ben Kanter, pianist WMBD-Shut-In Prgm. WMI-German Band WSUI-Within the Classroom WTAD-Women of the World

★ NBC-Vic & Sade, sketch (Crisko): WMAQ WLW WHO WTMJ KSD (sw-15.33)  
CBS-Three Consoles: WTAQ WSBT WISN WKBB WFBM WCCO WBBM WOC WMBD (sw-15.27)

KMOX-Houseboat Hannah WBAA-High School Prgm. WBOW-△ Christian Science WCB-D-Hit Tunes WCFL-News WDW-Man's Wife on Train WGN-Lawrence Salerno & organ WIA-Music of the Masters WIND-Bleacher Bug WIRE-To be announced WJJD-Happy Harmonies WMT-Movie Man WROK-Music Box Melodies

**2:45**  
★ NBC-THE O'NEILLS, SKETCH (Ivory Flakes): WHO WLW WMAQ WTMJ KSD (sw-15.33)

KMOX-Dope from the Dugout KWK-This Woman's World WBOW-Talk of the Town WCB-D-Christianity in Action WCFL-To be announced WDW-Sweet Music WGN-Harold Turner, pianist WIBA-Concert Hour WIND-Sports Globe WJJD-Warren Brown Talks Baseball WMBD-Variety Theater WMT-News; Radio Gossip WTAD-Francis Mourning

NBC-Club Matinee: WENR WIRE WMT WOWO WBOW KWK (sw-15.21)  
NBC-Lorenzo Jones, sketch (Phillips): WMAQ WIRE KSD WHO (sw-15.33)

CBS-Bob Byron, piano & patter: WOC WKBB WSBT WFBM WISN WTAQ (sw-15.27) To be announced: KMOX WGN WAAF-News WBAA-Melody Review WBBM-Houseboat Hannah  
★ WCCO-LADIES FIRST WDW-△ Church of God WHA-College of the Air WIBA-Variety Prgm. WISN-Even As You and I WJBC-△ Sunday School Lesson WLW-Dr. Friendly WMBI-△ Radio Bible School WROK-Women in the News WSUI-Prof. A. Craig Baird  
★ WTAD-BEHIND THE MICROPHONE  
WTMJ-Kitty Keene, Inc.

NBC-The Guiding Light, sketch (White Naptha): KSD WHO WMAQ WTMJ (sw-15.33)  
CBS-Bon Voyage: WOC WTAQ WKBB WSBT WFBM WISN WMBD (sw-15.27) WAAF-Health Talk WBBM-Linda's First Love WIRE-Matinee Varieties; News WLW-Kitty Keene WTAD-Lawrence Glosemeyer

NBC-The Story of Mary Marlin, sketch (Ivory Soap): WHO WLW WMAQ KSD (sw-15.33)  
CBS-Bon Voyage: WCCO WFAM KWK-Petite Warm-Up WAAF-Petite Musicale WBAA-Lafayette Little Theater WBBM-Kitty Keene, Inc. WDW-Remote WCFL-To be announced WGN-To be announced WHA-Armchair Journeys WJBC-News WMBI-Music WOWO-△ Old Time Religion WROK-△ Church in Wildwood WSUI-Magazine Rack WTMJ-News; Tunemiths

NBC-The Road of Life, sketch (Chipso): WMAQ WTMJ (sw-15.33)  
CBS-Dr. Allan Roy Dafeo (Ly-sol): WBBM WFBM KMOX WCCO (sw-15.27)  
NBC-Kitty Keene, Inc. (Dreft): WHO KWK-Man in the Stands

# Frequencies

EMOX-1090  
KOA-830  
KSD-550  
KWK-1350  
WAAF-920  
WBAA-890  
WBBM-770  
WBOW-1310  
WCB-1080  
WCCO-810  
WCFL-970  
WDFW-1020  
WENR-870  
WFAM-1200  
WFBM-1230  
WGN-720  
WHA-940  
WHAS-820  
WHO-1000  
WIBA-1280  
WIND-560  
WIRE-1400

WISN-1120  
WJBC-1200  
WJJD-1130  
WJR-750  
WKBB-1500  
WLS-870  
WLW-700  
WMAQ-670  
WMBD-1440  
WMBT-1080  
WMT-600  
WOC-1370  
WOWO-1160  
WROK-1370  
WROK-1410  
WSBT-1360  
WSUI-880  
WTAD-900  
WTAM-1070  
WTAQ-1330  
WTMJ-620

WIBA-Dance Melodies  
WJBC-Classified Time  
WLW-Kitty Keene, Inc.  
WMBD-Jack Lyon, pianist  
WMBI-The Jew  
WOC-Linger Awhile  
WROK-Easy to Remember  
WTAD-Mary Jane Seaton  
WTAQ-To be announced

**4:00**  
★ NBC-Neighbor Nell, philosophy: WMT WOWO WENR  
CBS-To be announced: WKBB WTAQ WISN WFAM  
CBS-Follow the Moon with Elsie Hitz & Nick Dawson (Pebecco): KMOX WFBM WBBM WCCO (sw-15.27)

NBC-Arthur Lang, bar.: WIRE  
NBC-Jr. Nurse Corps (Sunbrite): WLW (sw-15.21)  
To be announced: WGN WTAD WHO  
WAAF-Jimmie Kozak, pianist  
WBAA-Story Lady  
WBOW-Rev. Archie Brown  
WCFL-To be announced  
WDZ-Their Majesties, the Babies  
WHA-Organ Reverie  
WJBC-Request Hour  
WMAQ-Tea Time Varieties  
WMBD-Peoria Art Institute  
WOC-News  
WROK-Markets; News  
WSUI-Science News  
WTMJ-Friendship Circle

**4:15**  
NBC-Jackie Heller, tr.: WTMJ  
WMT WOWO WMAQ WIBA (sw-15.21)  
CBS-Life of Mary Sothern, sketch (Hind's): WBBM KMOX WCCO (sw-15.27)  
NBC-While the City Sleeps (Darrich): (sw-15.33)  
CBS-To be announced: WFAM WISN WKBB WTAQ WFBM  
NBC-Cleo Brown, songs: WIRE WCFL

MBS-Mark Love & Piano: WGN  
WBAA-Melody Moods  
WDZ-Studio Prgm.  
WENR-Music Circle  
WLW-Jack Armstrong  
WMBD-Dr. Kadesky; Ramblers  
WMBI-Sacred Music  
WOC-Organ Moods  
WROK-Birthday Club  
WSUI-Musical Moods  
WTAD-News

**4:30**  
NBC-Choir Symphonette: WENR (sw-15.21)  
CBS-Salvation Army Staff Band: WFAM WKBB WTAQ WISN WOC WBBM WCCO WFBM (sw-15.27)  
NBC-Josh Higgins of Finchville: WIRE WBOW WIBA WMAQ  
NBC-Jack Armstrong, sketch: (sw-15.33)  
KMOX-To be announced  
WAAF-Hog 'n' Harmony  
WBAA-Amer. Family Robinson  
★ WCBS-MOVIE GOSSIP (1420 kc)

★ WCLS-FOR YOUR INFOR- MATION (1310 kc)  
WCFL-Organ Recital  
WDZ-Walkathon  
WGN-Len Salvo, organist  
WHO-Variety Prgm.  
WJBC-Bingo  
WLW-Fairylad Lady  
WMBD-News  
WMBI-Auditorium Choir  
WMT-Let's Go to the Movies  
WOWO-On the Mall  
WROK-Musicale  
WSUI-Second Year French  
WTAD-Cy & Freckles  
WTMJ-Around the Town

**4:45**  
NBC-Orphan Annie, sketch (Ovaline): (sw-15.21)  
NBC-Johnnie Johnston, bar.: WBOW KSD WIRE WCFL  
CBS-Dorothy Gordon's Children's Corner: WKBB WTAQ WISN WFAM WBBM WFBM (sw-15.27)

NBC-Al Vierra's Orch.: WOWO  
WIBA WENR WMT  
NBC-Tom Mix Straight Shooters (Purina): (sw-15.21)  
WAAF-Contrasts  
WBAA-Twilight Musicale  
WCCO-Livestocks  
WDZ-Remote  
WGN-Concert Orch.  
WHO-To be announced  
WLW-Whistling Kid  
WMAQ-Romance and Rhythm  
WMBD-Bargain Counter  
WOC-Man on the Street  
WROK-In Old Mexico  
WTAD-Sports Review  
WTMJ-News; Moment Musical

**5:00**  
★ CBS-Margaret Daum, sop.; Concert Orch.: WCCO WOC WTAQ WMBD WKBB  
NBC-Education in the News: (sw-9.53)  
NBC-Harry Kogen's Orch.; Soloist: WIRE WMT WCFL  
NBC-Jr. Nurse Corps (Sunbrite): WENR KWK  
KMOX-Travelogue  
KSD-Afternoon Varieties  
WAAF-International Potpourri  
WBBM-Every Woman  
WBOW-Tour of the Town  
WCFL-Harry Kogen's Orch.  
WDS-Movie Swingtime  
WFAM-Forecast Prgm.  
WFBM-Tea Time Tunes  
WIBA-The Master Singers  
WIND-Sports Review  
WISN-Show Window  
WJBC-WPA Musical Group  
WJJD-Baseball Score Board  
WLW-Angelo, Italian troubadour  
WMAQ-Don Winslow of the Navy  
WMBD-Happy Train  
WMBI-Twilight Musings  
WOWO-Bible Story  
WROK-Make Believe Ballroom  
WSUI-The Short Story  
WTAD-Speed Gibson  
WTMJ-Jack Armstrong, sketch

**5:15**  
NBC-Barry McKinley, bar.: WMAQ (sw-9.53)  
NBC-Harry Kogen's Orchestra: WOWO  
CBS-Margaret Daum, sop.: KMOX  
WAAF-Front Page Drama  
WBBM-Howard Neumiller  
WENR-Malcolm Claire, stories  
WGN-Harold Turner, pianist  
WHO-Baseball Resume  
WIBA-To be announced  
WIND-Ridge Runners; Supper-time Frolic  
★ WJBC-BEHIND THE MICROPHONE  
WJJD-Sterling Young's Orch.  
WLW-Supper Serenade  
WMBD-Speed Gibson  
WROK-Sport Review  
WTAD-Jack Armstrong, sketch  
WTMJ-Heinie's Grenadiers

**5:30**  
CBS-News; Frank Dailey's Orch.: WBBM WFEM WOC WMBD WKBB WFAM (sw-11.83)  
NBC-Chas. Sears, tr.: WOWO WCFL WMT  
Jack Armstrong: WHO WCCO WMAQ  
KMOX-Sidewalk Reporter  
KSD-Allan Clarke, bar  
WAAF-Sport Shorts  
WENR-What's the News?  
WGN-Adventures Abroad  
WIBA-News  
WIRE-House of McGregor  
WIND-Afternoon Varieties  
WISN-You Shall Have Rhythm  
WJJD-Kinney's Hawaiians  
WLW-Bob Newhall, sports  
WROK-Musicale  
WSUI-Around the Dial  
WTAQ-To be announced

**5:45**  
★ NBC-Lowell Thomas, news commentator (Sun Oil): WLW (sw-15.21)  
CBS-Frank Dailey's Orch.: KMOX  
NBC-The Escorts & Betty: WMT WENR  
NBC-Tom Mix Straight Shooters (Purina): WMAQ WIRE KWK  
NBC-Orphan Annie, sketch (Ovaline): KSD  
WAAF-Tunes of Today  
WBBM-To be announced  
WCCO-Front Page Parade  
WCFL-Stanley Hickman  
WFAM-Gately's Gaeties  
WGN-Orphan Annie  
WIBA-Today's Birthdays; Sports  
WIND-News  
WISN-Sports Parade  
WMBD-Sports Review  
WOC-Jack Armstrong, sketch  
WOWO-Sports  
WROK-Motivist Interviews  
WSUI-Iowan of the Air

**6:00**  
★ NBC-AMOS 'N' ANDY (Pepsodent): WHO WTAM WLW (sw-9.53) (also see 10 p.m.)  
CBS-Poetic Melodies (Wrigley's Gum): WJR (sw-11.83) (also see 10 p.m.)  
NBC-Mary Small, songs: WENR WMT WOWO KWK (sw-15.21)  
CBS-Northwestern Univ. Book shelf: WKBB WTAQ WMBD  
NBC-Louis Panico's Orch.: WBOW  
MBS-Four Californians: WGN News: WMAQ WAAF  
Dinner Hour: WSUI WIBA  
KMOX-To be announced  
KSD-News; Green Brothers' Orch.  
WBBM-The Headline  
WCCO-Vic Arden's Orch.  
WFAM-Crimecasts  
WFBM-Phenomenon  
WHAS-To be announced  
WIND-German Hour  
WIRE-An Aisle Seat  
WISN-Down by Herman's  
WMBI-Sunset Hour  
WROK-News; Dinner Music

**6:15**  
★ NBC-UNCLE EZRA'S RADIO Station (Alka-Seltzer): Pat Barrett: WMAQ WIRE WHO WTMJ WTAM WIBA (also see 15:15 p.m.)  
CBS-Song Time: WTAQ WFAM WKBB KMOX WHAS WFBM (sw-11.83)  
NBC-Salinsky Quartet: WOWO WMT WENR  
MBS-Novellette: KWK News: WCFL WMBD WOC Sports Review: WBBM WROK  
KSD-Ferde Grofe's Orch.  
WAAF-Melody Revue  
WBOW-Hit Tunes  
WCCO-Easy Aces  
WFBM-Sports Review  
WGN-Jack & Paul  
WJR-Vocal Varieties  
WLW-Jimmy James' Orch.  
WROK-Voice of Carelessness

WTAQ-Bureau of Public Service  
WTMJ-News; Moment Musical

# NIGHT

**6:00**  
★ NBC-AMOS 'N' ANDY (Pepsodent): WHO WTAM WLW (sw-9.53) (also see 10 p.m.)  
CBS-Poetic Melodies (Wrigley's Gum): WJR (sw-11.83) (also see 10 p.m.)  
NBC-Mary Small, songs: WENR WMT WOWO KWK (sw-15.21)  
CBS-Northwestern Univ. Book shelf: WKBB WTAQ WMBD  
NBC-Louis Panico's Orch.: WBOW  
MBS-Four Californians: WGN News: WMAQ WAAF  
Dinner Hour: WSUI WIBA  
KMOX-To be announced  
KSD-News; Green Brothers' Orch.  
WBBM-The Headline  
WCCO-Vic Arden's Orch.  
WFAM-Crimecasts  
WFBM-Phenomenon  
WHAS-To be announced  
WIND-German Hour  
WIRE-An Aisle Seat  
WISN-Down by Herman's  
WMBI-Sunset Hour  
WROK-News; Dinner Music

**6:15**  
★ NBC-UNCLE EZRA'S RADIO Station (Alka-Seltzer): Pat Barrett: WMAQ WIRE WHO WTMJ WTAM WIBA (also see 15:15 p.m.)  
CBS-Song Time: WTAQ WFAM WKBB KMOX WHAS WFBM (sw-11.83)  
NBC-Salinsky Quartet: WOWO WMT WENR  
MBS-Novellette: KWK News: WCFL WMBD WOC Sports Review: WBBM WROK  
KSD-Ferde Grofe's Orch.  
WAAF-Melody Revue  
WBOW-Hit Tunes  
WCCO-Easy Aces  
WFBM-Sports Review  
WGN-Jack & Paul  
WJR-Vocal Varieties  
WLW-Jimmy James' Orch.  
WROK-Voice of Carelessness

**6:30**  
★ NBC-HORLICK'S LUM & ABNER, sketch: WLW WENR (also see 10:15 p.m.)  
CBS-Dinner Time: KMOX WISN WOC WKBB (sw-11.83)  
Sports: WMAQ WGN WISN WIBA  
KSD-Man on the Lot  
KWK-Coyita Bunch  
WAAF-Eventide Echoes  
WBBM-Airflow Melodies  
WBOW-Si & Ezra  
WCCO-Rube Appleberry  
WCFL-Sunny Sam  
WFAM-Football Forecast  
WFBM-N. Y. A. Speaker  
WHAS-Broadway Comedy Stars  
WHO-News  
WIRE-Three Little Words  
WJR-Musical Moments  
WMBD-Lowenstein Prgm.  
WMT-Better Vision. Sports  
WOWO-Dinner Concert  
WROK-Italian Prgm.  
WTAM-Jr. Safety Police Club  
WTAQ-News  
WTMJ-Easy Aces

**6:45**  
★ CBS-BOAKE CARTER, COMMENTATOR (Philco): WBBM KMOX WCCO WFAM WMBD WISN WHAS WJR (sw-11.83) (also see 10:15 p.m.)  
NBC-Bughouse Rhythms: WMAQ  
NBC-Louise Florea, sop.: WENR  
MBS-Rube Appleberry, sketch (Campbell Cereal Co.): WGN News: WFBM WMT  
KSD-Sports  
KWK-Sport Review. News  
WAAF-Rhumba Beat  
WBOW-Home Decorators  
WCFL-Pat Kennedy  
WFBM-News  
WHO-Frolics  
WIBA-Photo-Art House  
WIRE-Rhythm in Fur  
WKBB-The World Dances  
WLW-Mark Twain  
WOC-Jungle Jim  
WTAQ-Organic Meditations  
WTMJ-Reddy Kilowatt's Orch.

**7:00**  
★ NBC-Cities Service Concert; Lucille Manners, sop.; Rosario Bourdon's Orch.: Revelers Quartet; Grantland Rice, football talk: WMAQ WTMJ WIBA KSD WHO WTAM (sw-9.53)  
Miss Manners will sing tonight

One Kiss from "New Moon" (Romberg), Always As I Close My Eyes (Coates) and En Cuba (De Fuentes). Mr. Graham's number will be Duna (McGill), and with Miss Manners. We Belong Together from "Music in the Air" (Kern). The orchestra will offer March (Bourdon), Furaante from "The Bartered Bride" (Smetana), Emperor Waltz (Strauss), La Danse from "Neapolitan Scenes" and Hit of the Day. The Revelers will sing Current Popular and I Love a Parade (Arlen) and the ensemble numbers will be More Than You Know from "Great Day" (Youmans) and Romany Life from "Fortune Teller" (Herbert).

★ CBS-Hammerstein Music Hall (Kolynos Tooth Paste); Ted Hammerstein, m.c.; Jerry Mann, comedian; Guest, Orch.: KMOX WBBM WFBM WHAS WCCO WJR (sw-11.83)  
★ NBC-Pontiac Varsity Show; Paul Dumont, m.c.: KWK WMT WLW (sw-11.83) (also see 9:30 p.m.)  
Tonight's Varsity Show will emanate from the campus of Purdue University.  
Sports: WKBB WCFL WAAF Oklahoma Outlaws  
WBOW-Sports Parade  
WFAM-Rhythm in Red  
WGN-Jack Smith's Orch.  
WIND-To be announced  
WISN-Music Continental  
WLW-Tonic Time  
WMBD-Brain Teasers  
WROK-Affairs of Mrs. Swenson  
WSUI-Children's Hour

**7:15**  
MBS-Lifetime Revue; Harold Stokes' Orch.: WGN News: WMBD WFAM  
WBOW-Vic Arden's Orch.  
WCFL-Stars of Tomorrow  
WIRE-Carl Baker  
WISN-Woods Dreyfus  
WMBD-Sweetheart Serenade  
WLW-Don't Listen  
WROK-Livingston Trio  
WTAQ-Piano Musings

**7:30**  
★ CBS-MUSIC FROM HOLLYWOOD (Chesterfield); Hal Kemp's Orch.; Alice Faye, vocalist: WFBM WOC WMBD WHAS KMOX WCCO WBBM WISN WJR WKBB WFAM WTAQ (sw-11.83) (also see 10:30 p.m.)  
★ MBS-Lone Ranger, drama (Silvercup): WGN  
NBC-Death Valley Days, drama (Borax): WLS WLW WMT KWK (sw-11.87)  
WAAF-Shadowland  
WBOW-Phyl Coe  
WCFL-Streamline Melodies  
WIRE-Master Mind  
WROK-Lou Blake's Orch.  
WSUI-Evening Musicale

**7:45**  
WBOW-Swing Time  
WCFL-Herr Louie & The Weasel  
WSUI-American Scene

**8:00**  
★ CBS-Hollywood Hotel (Campbell's Soup); Frances Langford, contr.; Jerry Cooper, m.c.; Anne Jamison, sop.; Ken Murray & Oswald; Raymond Paige's Orch.: WHAS WBBM WCCO KMOX WFBM WOC WJR WMBD (sw-11.83)  
NBC-To be announced: WLS WLW WIBA WTMJ KWK WMT (sw-11.87)  
NBC-Waltz Time (Phillips); Frank Munn, tr.; Lois Bennett sop.; Abe Lyman's Orch.: WMAQ WTAM KSD WIRE WIO (sw-9.53)  
MBS-Joe Sanders' Orch.: WGN  
KOA-Sport Highlights  
WBOW-Football; Gerstmeier vs. Marshall

WCFL-Jam Session  
WIND-Racing Results  
WISN-Orchestra  
WKBB-News  
WROK-Rockford Osteopathic Association  
WSBT-Emergency Deutscher's Orch.  
WIBA-Photo-Art House  
WIRE-Parade of Events  
WTAQ-Football Game

**8:15**  
KOA-To be announced  
WCFL-Ballads  
WIND-Dance Parade  
WISN-American Weekly  
WKBB-Demi-Tasse  
WROK-News; Musicale  
WSUI-Waltz Favorites

**8:30**  
★ NBC-True Story Court of Human Relations, drama: WMAQ WHO KSD WTAM WIRE (sw-9.53) (also see 10:30 p.m.)

NBC-To be announced: WLW WTMJ WENR WIBA WMT (sw-11.87)  
KOA-Vic Arden's Orch.  
KWK-Jack Smith's Orch.  
WCFL-Dramatic Group  
WGN-Ted Weems' Orch.  
WIBA-To be announced  
WIND-News  
WISN-Concert Contrasts  
WKBB-See America First  
WOC-This and That  
WROK-Make Believe  
WSBT-Musical Mirror  
WSUI-History in Review

**8:45**  
NBC-To be announced: KWK KOA-Vocal Varieties  
WGN-News; Sport High Lights  
WIND-Diamond Drama  
WISN-Twenty Fingers of Melody  
WROK-Musicale  
WSUI-Daily Iowan of the Air

**9:00**  
★ NBC-RALEIGH AND KOOL Show; Morton Bowe, tr.; Edythe Wright & Jack Leonard, vocalists; Three Esquires; Tommy Dorsey's Orch.: WMT WENR KWK (sw-6.14)  
★ CBS-THE SONG SHOP (Coca Cola); Starring Kitty Carlisle; Frank Crumit; Reed Kennedy; Alice Cornett; Songshop Quartet; Glee Club; Gus Haenschen's Orch.: WISN WCCO KMOX WHAS WFBM WBBM WKBB WMBD WSBT WOC WJR (sw-11.83)

★ NBC-Campana's First Nighter, drama: WHO WTMJ WIBA WMAQ WTAM WLW KSD WIRE KOA (sw-9.53)  
WCFL-News  
WGN-To be announced  
WIND-Tommy Ott, organist  
WOWO-Modern Dancers  
WROK-Musicale

**9:15**  
WCFL-Labor Flashes  
WGN-Joe Sanders' Orch.  
WIND-Walkathon  
WOWO-American Scene  
WROK-Poet's Corner

**9:30**  
★ NBC-JIMMIE FIDLER'S HOLLYWOOD Gossip (Drene): KSD WMAQ WTAM WIRE KOA WLW (sw-9.53)  
NBC-Fortune Stories: WENR KWK WIBA  
NBC-Pontiac Varsity Show: KGO (also at 7 p.m.)  
MBS-Curtain Time: WGN WMT WCFL-J. Robert Johnson  
WIBA-Concert Under the Stars  
WIND-Stars Over Manhattan  
WOWO-Vic Arden's Orch.  
WROK-Lou Blake's Orch.  
WTMJ-Screen & Radio Preview

**9:45**  
CBS-To be announced: WKBB WISN WCCO (sw-11.83)  
NBC-People in the News; Dorothy Thompson, commentator (Pall Mall): WIRE WTAM WMAQ KOA KSD  
Vic Arden's Orch.: WSBT KMOX WHAS WFBM  
WBBM-Sports Huddle  
WCFL-Listener Speaks  
WENR-The Story of Business  
WHO-Jack Smith's Orch.  
WIBA-Club Chanticleer  
WIND-News & Sports  
WJR-Musicale  
WLW-Angelo, songs  
WMT-Dream Songs  
WMBD-Hollywood Spotlight  
WOC-Vic Arden's Orch.  
WOWO-Bob Wilson  
WROK-News Flashes  
WTMJ-Dance Orch.

**10:00**  
★ NBC-AMOS 'N' ANDY, (Pepsodent): WMAQ WIRE KSD KOA KFI (also at 6 p.m.)  
NBC-Vagabonds: WCFL (sw-6.14)  
CBS-Poetic Melodies (Wrigley's Gum); Jack Fulton, tr.; Franklyn MacCormack; Orch.: WFBM WBBM KMOX WHAS KSL WCCO (also at 6 p.m.)  
NBC-George R. Holmes, political news: (sw-9.53)  
CBS-Glen Gray's Orch.: WSBT (sw-11.83)  
News: KWK WMT WIBA WLW WMBD WJR WOC WTAQ WHO-Dalton Norman, songs  
WIND-Swedish Prgm.  
WISN-Moon Magic  
WKBB-Musical Moments Revue  
WLW-Paul Sullivan, news  
WTAM-Sammy Watkins' Orch.  
WTMJ-Sports; Dance Orch.

**10:15**  
★ NBC-UNCLE EZRA'S RADIO Station (Alka Seltzer): KOA KFI (also at 6:15 p.m.)

**10:30**  
CBS-Boake Carter, commentator: KSL KNX (also at 6:45 p.m.)  
NBC-Louis Panico's Orch.: WCFL (sw-9.53)  
CBS-Glen Gray's Orch.: WOC KMOX WTAQ WISN  
NBC-King's Jesters: WMT (sw-6.14)  
NBC-Horlick's Lum & Abner: KGO (also at 6:30 p.m.)  
News: WKBB WIRE WCCO  
KSD-Melodies in Swingtime  
KWK-Rolla Goughlin's Orch.  
WBBM-Vic Arden's Orch.  
WBOW-Δ Meditations  
WENR-Globe Trotter  
WFBM-News  
WGN-Ted Weems' Orch.  
WHAS-Gridiron Glimpses  
WHO-News  
WIBA-Club Chanticleer  
WJR-This Week in Review  
WLW-Barney Rapp's Orch.  
WMAQ-Norman Pearce, bachelor poet  
WMBD-Sports; Prgm. Review  
WOWO-Dance Orch.

# Friday October 8



**TOMMY DORSEY**  
"Raleigh and Kool Show"  
orchestra leader  
Fri. 9 pm CST

**10:30**  
★ NBC-Court of Human Relations: KFI KOA (also at 8:30 p.m.)  
NBC-Russ Morgan's Orch.: WBOW WTAM KSD (sw-9.53)  
CBS-Jay Freeman's Orch.: WOC WFBM WTAQ WKBB WSBT WISN (sw-11.83)  
CBS-Music from Hollywood; Hal Kemp's Orch.: KNX KSL (also at 7:30 p.m.)  
NBC-Eddie Varzo's Orch.: WMT WENR (sw-6.14)  
KMOX-Headline Highlights  
KWK-Range Riders  
WBBM-News, Tod Hunter  
WCCO-Rollie Johnson  
WENR-Eddie Varzo's Orch.  
WGN-Freddie Martin's Orch.  
WHO-Variety Prgm.  
WIBA-Music by Cugat  
WIND-Hawaiian Melodies  
WIRE-To be announced  
WLW-Salute to Shreveport, La.  
WMAQ-News; Sandy Williams' Orch.  
WMBD-Value Hints  
WTMJ-News; Dance Orch.

**10:45**  
CBS-Jay Freeman's Orch.: WMBD  
News: WIND WROK WHAS  
KMOX-Seven Star Revue  
KSD-Les Brown's Orch.  
WROK-Sport Review  
WBBM-Manhattan Mother  
WCCO-Cecil Hurst's Orch.  
WHO-To be announced  
WJR-Solay  
WMBD-Value Hints

**11:00**  
NBC-To be announced: KGO KFI  
CBS-Guy Lombardo's Orch.: WBBM WISN WKBB WHAS WOC WTAQ WSBT WMBD WJR  
NBC-Terri Franconi, tr.; Trump Davidson's Orch.: KOA WIBA WBOW (sw-9.53)  
NBC-Henry Busse's Orchestra: WOWO (sw-6.14)  
MBS-Bernie Cummins' Orch.: WGN WMT KWK  
KSD-Weather Report  
WCCO-Clyde Lucas' Orch.  
WCFL-Make Believe Ballroom  
WENR-King's Jesters  
WFBM-News  
WIND-Let's All Dance  
WTAM-King's Jesters  
WTAQ-Dick Fidler's Orch.  
WTMJ-Streamlined Revue

**11:00**  
NBC-To be announced: KGO KFI  
CBS-Guy Lombardo's Orch.: WBBM WISN WKBB WHAS WOC WTAQ WSBT WMBD WJR  
NBC-Terri Franconi, tr.; Trump Davidson's Orch.: KOA WIBA WBOW (sw-9.53)  
NBC-Henry Busse's Orchestra: WOWO (sw-6.14)  
MBS-Bernie Cummins' Orch.: WGN WMT KWK  
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KSD-Weather Report  
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WENR-King's Jesters  
WFBM-News  
WIND-Let's All Dance  
WTAM-King's Jesters  
WTAQ-Dick Fidler's Orch.  
WTMJ-Streamlined Revue

End of Friday Programs



AL GOODMAN "Hit Parade" batoneer Sat. 9 pm CST

MORNING

7:00 am CST Musical Clock: WROC WOC KMOX-Home Folks' Hour 7:15 WBOW-Musical Clock WCCO-Newstime WHO-Hardware News WLS-Evelyn & Hilltoppers WMBD-Eye Openers WTAD-Streamliner WTMJ-Jimmy Legs; News 7:30 KMOX-Tick Tock Revue WCBM-Gospel Tabernacle WCCO-Musical Chimes WGN-The Golden Hour WHO-To be announced WIBA-News Edition WJJD-Christian Science Prgm. WLS-Morning Devotions WLW-Before Breakfast WMBD-Musical Clock WOC-Breakfast Club WTAQ-News WTMJ-Jimmy Legs; News 7:45 Musical Clock: WOC WIBA KMOX-Let's Compare Notes WJJD-Kiney's Hawaiians WLS-Jolly Joe's Pet Pals WMBD-Police Flash WTAD-Airline News WTAQ-Today's Almanac WTMJ-Jimmy Legs; News 8:00 NBC-Breakfast Club; News: WCFM WOV (sw-15.21) NBC-The Streamliners; News: WBOW CBS-Ray Block, pianist: WFAM WTAQ (sw-21.52) Musical Clock: WKBB WIRE News: WMT WLW WMBD KMOX-Views on News KWK-Tonic Tunes & News WAAF-Breakfast Express WCBM-Morning Meditations WCCO-Musical Chimes WFBM-Early Birds WGN-Golden Hour WHA-Band Wagon WIND-Board of Education WJJD-Rhubarb Red WLS-Don & Helen WMAQ-Your Neighbor WTMJ-Jimmy Legs; News 8:15 CBS-Dalton Bros.: WFAM WTAQ (sw-21.52) Devotional Prgm.: WLW KWK News: WCCO WLS KMOX-Ozark Varieties WBOW-Open Your Eyes WCBM-Polish Prgm. WHA-Morning Melodies WHO-Frolics WJJD-Toastmaster WTMJ-Music Parade 8:30 CBS-Fiddler's Fancy; News: WTAQ WFAM MBS-Victor H. Lindlahr (Journal of Living): WGN News: WTAG WIND KWK-Pep-Up Parade WBOW-Morning Patrol WHO-Morning Melodies WIBA Today's Almanac WJJD-Board of Education WLS-Prairie Ramblers & Patsy WLW-Larry & Sue WMAQ-Whistler & His Dog; News WMBD-Bandwagon WOC-People's Mail Bag WROC-Morning Devotions WSUI-Daily Iowan of the Air WTAD-Inter-church Revival WTMJ-Party Line 8:45 NBC-Breakfast Club: WCFM NBC-Aunt Jemima (Quaker Oats): WMAQ (sw-15.21)

CBS-Fiddler's Fancy; News: WKBB NBC-Landt Trio: WBOW WFAM-Nazarane Church WHO-To be announced WIBA-Musical Clock WIRE-Varieties WJJD-Salvation Army Choristers WLS-Morning Minstrels WLW-Synagogue of the Air WMBD-Variety Prgm. WOC-News WROC-Town Crier WSUI-Morning Melodies; Service Reports WTMJ-Your Home Town 9:00 NBC-Breen & de Rose, songs: WOV KWK (sw-15.21) NBC-Nancy Swanson, songs: KSD WMAQ WIRE WBOW CBS-The Stringers, trio: WKBB WFAM WFBM WTAQ WISN WOC (sw-21.52) To be announced: WCFM WLS WIBA KMOX-Carolyn Pryce WAAF-Morning Revue WBBM-Women in the Headlines WCBM-Italian Prgm. WGN-Feature Foods Hour WIND-Ben Kanter, pianist WJJD-Bosworth Broadcast WLW-Ladies Day (sw-6.06) WMBD-Messenger; Weather WROC-News Flashes; Markets WSUI-Musical Chats WTAD-News WTMJ-What's New in Milwaukee?; Mrs. Karri 9:15 NBC-Charioteers: WMAQ KSD NBC-Raising Your Parents; Juvenile Forum: WLW WOV KWK (sw-15.21) CBS-Richard Maxwell, songs: KMOX WCCO WISN WOC WTAQ WKBB WFBM WBBM (sw-21.52) MBS-Choir Loft: WIRE WAAF-Hollywood Brevities WFAM-The Sunshine Express WHA-International Scene WIBA-To be announced WIND-Hawaiian Serenade WMBD-News WROC-On the Mall WTAD-Women's Varieties 9:30 CBS-Let's Pretend, Children's Prgm.; "Emporer's New Clothes": WFBM WFAM KMOX WOC NBC-Madhatters: KSD MBS-Get Thin to Music: WIRE WGN To be announced: WMBD WLS WLW (sw-6.06) WAAF-Happiness Time WBBM-Milton Charles, organist WBOW-Home Folks WCBM-German Musicale WCCO-Musical Prgm. WIBA-Melody Time WIND-Eb & Zeb, sketch WISN-News WJJD-Piano Reflections WKBB-Musical Breakfast WMAQ-Morning Greetings WROC-Intimate Review WTAD-Church in Wildwood WTAQ-Junior Cadets WTMJ-Morning Melodies 9:45 NBC-Bill Krenz' Orch.: WMAQ KWK (sw-15.21) NBC-Madhatters: WBOW KMOX-To be announced WAAF-Memory Lane WBBM-Amer. Dental Ass'n WCCO-Dr. Wm. A. O'Brien WCFM-Federal Hour Prgm. WGN-Musical Mail Box WIBA-Dolly Madison WIND-Rhythm in Red WISN-Your Neighbor WJJD-American Scene WKBB-Sunshine Express WLS-Variety Prgm. WMT-Day Dreamer WOV-Modern Home Forum WROC-Morning Varieties WTMJ-Boy Scouts of America 10:00 NBC-Good Morning: WBOW WIBA WMAQ CBS-Cincinnati Conservatory of Music: WOC WISN The program: The three movements Allegro maestoso, Andante and Presto from "Symphonia Concertante in E flat major" (Mozart) and the four movements from "Symphony in D major" Andagio, Presto; Andante; Menuetto.

Design for Listening

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated.

MORNING 10:00 CST CINCINNATI CONSERVATORY OF MUSIC, first program in fall series, CBS. AFTERNOON 12:45 CST FOOTBALL, Army vs. Columbia, NBC. 1:45 CST FOOTBALL, Carnegie vs. Purdue, NBC. 1:45 CST FOOTBALL, Notre Dame vs. Illinois, MBS. 5:00 CST JOHANA HARRIS, pianist, guest of Columbia Concert Hall, CBS. NIGHT 7:00 CST ROBERT L. RIPLEY, NBC. 7:30 CST JOHNNY PRESENTS with Charles Martin and Russ Morgan's orchestra, CBS. 7:30 CST JACK HALEY'S Variety Show with Virginia Verrill, Warren Hull and Ted Fiorito's orchestra, premiere, NBC. 8:00 CST PROFESSOR QUIZ, CBS. 9:00 CST HIT PARADE with Al Goodman's orchestra and vocalists, CBS. 9:00 CST JAMBOREE, variety show with Harry Kogen's orchestra, NBC.

Allegretto; and Finale, Vivace (Haydn). WJBC-Neighbor Jim WJJD-Women's Exchange Prgm. WLW-Academy of Medicine WMBI-K.Y.B. Club WSUI-Book Shelf WTAQ-News; Women's Hour 10:45 NBC-Jerry Brannon, thr.: KSD WMAQ WBOW CBS-Conservatory of Music: WCCO WAAF-Foolish Questions WCFM-Voice of Cookery WDC-Nathaniel Shilkret's Orch. WHA-Piano Gems WIND-Valparaiso Univ. Prgm. WJBC-Payne Pioneers WJJD-Board of Education WLW-To be announced (sw-6.06) WOC-Organ Melodies WROC-Kiddies' Club 11:00 NBC-Continental; Josef Honti, dir.: KSD WBOW WIBA CBS-Lyn Murray's Four Clubmen: WCCO WFBM WKBB WOC WISN WFAM NBC-Call to Youth: WOV WIRE KMOX-Magic Kitchen KWK-Melodies WAAF-Music in the Air WBAA-Just Kids WBBM-Chicago Board of Health WDC-Dance Music WGN-Melody Time WHA-Questions Parents Ask WHO-Rural Life Prgm. WIND-20th Century Serenade WJBC-Personality Hour WJJD-Nick Lucas & The Playboys WLS-Fanfare Interview WLW-Aloha Baker, Writes (sw-6.06) WMAQ-King's Jesters WMBD-George McDonald; Police Bulletins WMT-Magic Kitchen WSUI-L.A. Federal Symphony WTAD-News WTAQ-Piano Improvisations 11:15 CBS-Oriente: WCCO WKBB WFAM WISN WOC WFBM WMBD NBC-Three Marshalls: WOV WIBA KWK-News; Musical Interlude WAAF-Hawaiian Echoes WBBM-Frances Wallertz & Milton Charles ★ WCAZ-MOVIE GOSSIP (1070 kc) WCFM-Timely Tunes WDC-There Are Smiles WGN-Wayne Van Dyne & Bob Trendler WHA-Music Album WIND-Dixie Land Band WIRE-Talented Musicians Prgm.

WJBC-Dough Boy, news WJJD-Seger Ellis' Orch. WLS-Chuck, Ray & Christine WLW-Vic Arden's Orch. (sw-6.06) WMBI-Teen-Age Bible Study WMT-Treasure Chest WROC-Helen Benson, cowgirl WSUI-Travel's Radio Review WTAD-Duke Otten WTAQ-Hollywood on Parade 11:30 ★ NBC-Amer. Farm Bureau Fed.: WBOW KWK WLW WMAQ WIBA WOV (sw-15.21) CBS-George Hall's Orch.: WFBM WOC WFBM WMBD NBC-Rex Battle's Ensemble: KSD WCFM WAAF-Myrna Dee Sergeant WBAA-High School Guest Prgm. WBBM-Dr. Harry S. Gradle WCCO-Safety Talk WDC-Sons of Pioneers WFBM-Markets; Farm Bureau WGN-Quin Ryan's News WHA-Consumer Facts WIND-Harry Zimmerman, organist WIRE-So You're Going to Get Married? WISN-German Hour WJBC-Man on the Street WJJD-Ben Kanter, pianist WKBB-Musical Almanac WLS-For People Only WMBI-Church School Hour WMT-Morning Markets WROC-Helene Kimberley, songs WSUI-Madrigal Singers WTAD-Police News WTAQ-Mailman 11:45 CBS-George Han's Orch.: WKBB WBBM NBC-Rex Battle's Orch.: WIRE WAAF-Swing High WCCO-Musical Prgm. WCFM-Fashions on Parade WDC-Trading Post WFBM-Hoosier Farm Circle WGN-Edna Sellers, organist WHA-WPA Music WJBC-Guest Artists WJJD-Debator's Forum WLS-Markets; Weather; News WMT-Kiddies Revue WROC-Round the Town WSUI-Farm News WTAD-Organ Music WTAQ-Farmhands WTMJ-News; Heinie's Grenadiers

11:45 CBS-George Han's Orch.: WKBB WBBM NBC-Rex Battle's Orch.: WIRE WAAF-Swing High WCCO-Musical Prgm. WCFM-Fashions on Parade WDC-Trading Post WFBM-Hoosier Farm Circle WGN-Edna Sellers, organist WHA-WPA Music WJBC-Guest Artists WJJD-Debator's Forum WLS-Markets; Weather; News WMT-Kiddies Revue WROC-Round the Town WSUI-Farm News WTAD-Organ Music WTAQ-Farmhands WTMJ-News; Heinie's Grenadiers

AFTERNOON

12:00 CBS-Captivators: WKBB KMOX WISN WCCO WFBM WSBT NBC-Happy Jack, songs: WMAQ KSD (sw-15.33) News: WJJD WMBD WTAD WJBC KMOX-Informative Religious Talk WAAF-Symphonic Hour WBAA-Market Reports WBBM-Fed. of Women's Clubs WBOW-Street Reporter WCFM-Hit Review WDC-Man on the Street WFBM-Midday Meditation WGN-Bob Elson on State Street WHA-Noon Musicale WHO-Corn Belt Farm Hour WIND-News; Tango Orch. WIRE-Old Home Town WLS-Dinnerbell Prgm. WMBI-Gospel Music WOC-Inquiring Mike WSUI-Prgm. Calendar; Weather 12:15 CBS-Jimmy Shields, thr.: WISN WOC WFBM WKBB WSBT KMOX WCCO NBC-Escorts & Betty: KSD (sw-15.33) WBAA-Luncheon Dance Time WBBM-Truman Bradley WBOW-Marching Along WCFM-Luncheon Concert WIND-Tommy Ott, organist WIRE-Safety Club WJBC-Dance Time WJJD-Sterling Young's Orch. WMBD-Town Crier; Farm Markets WMBI-Organ Melodies WROC-Column Left, news WTAD-Cy & Freckles 12:30 NBC-Our Barn: KWK WLW (sw-15.21) CBS-Buffalo Presents: KMOX WISN WSBT WKBB WFBM

World Series

Today's World Series Game will be aired by all three major networks—NBC, CBS and MBS—from either the Polo Grounds in New York City or Wrigley Field in Chicago, pending the outcome of the National League Pennant Race between the New York Giants and the Chicago Cubs. Should the former win out, the broadcast will start at 12:30 p.m. CST, or if the latter, the game will start at 1:30 p.m. CST. See network listings below for your nearest station.

NBC-Cosmopolitan Rhythms: KSD WCFM (sw-15.33) News: WHO WIBA WOC WBAA-Footnotes on the Headlines WBBM-Herbert Foote, organist WBOW-Luncheon Dance Hour WCCO-Markets WROC-The Melodeers WDC-Plow Jockets WGN-Markets; Mid-day Service WHA-Farm Prgm. WIND-Tuberculosis Ass'n, talk WJJD-Uncle Joe & Aunt Sally WLS-Market Reports WMAQ-Studio Stooges WMBI-Young People's Hour WMT-Frank Voelker, organist WOV-Bob Wilson, news WROC-Cuple on the Street WTAD-Farm; Weather; Markets WTMJ-Dance Orch.

12:45 ★ NBC-Football; Army vs. Columbia Univ.: KSD WHO WCFM WMAQ (sw-15.33) CBS-Buffalo Presents: WCCO WMBD WBAA-Tune Time; Chas. Powell WBBM-Chicago Park District WBOW-County Agricultural Agt. WDC-Markets Close WFBM-Midday Meditation WHO-Lem Turner & Four Dons WIBA-Market Reports WIND-News; Let's All Dance WJBC-Skip Fiedler WLS-Variety Prgm. WMT-News; Hillbillies; Question Man; Voice of Iowa WOC-Bridge Tournament WOV-Wilbur Pickett's Orch. WROC-Story of Heat; Home Folks Hour WSBT-Man on the Street WTAD-Variety WTAQ-News WTMJ-Sidewalk Reporter

1:00 CBS-Madison Ensemble: WOC WKBB WSBT WFBM NBC-Football Game: WMAQ WLW (sw-15.33) NBC-To be announced: KWK (sw-15.21) MBS-Concert Orch.: WGN Man on the Street: WBBM WTAQ WMBD KMOX St. Louis Medical Society KSD-News; Markets; Organ WAAF-Orchestra Pit WBAA-Radio Stage WBOW-Rev. Archie Brown WCBM-J. C. O'Hair WCCO-Clyde Lucas' Orch. WCFM-Melody Hour WDC-Walkathon WHA-Taxation in Wisconsin WHO-To be announced WIBA-Melody Moments WIND-Italian Prgm. WIRE-Markets WISN-Heat Wave WJJD-Mid-day Round-Up WLS-School Time WOV-Howard Ropa WMT-Hillbillies; Question Man; Voice of Iowa WSBT-Rhythm Rambles WTAD-News Summary WTMJ-News; To be announced 1:15 CBS-Ann Leaf, organist: WSBT KMOX WOC MBS-Three Graces & Piano: WGN WAAF-Waltztime WBBM-Meet the Missus WDC-Miere Sisters WFBM-Hoosier Farm Circle WHA-Deutsche Musik Stunde WIBA-Man on the Street WIRE-Farm Hour; News WJBC-Dance Time WLS-Howard Peterson, organist

# Saturday

October 9



**SYLVIA CLARK**  
Star of "Nickelodeon"  
Sat. 5 pm CST

## Frequencies

KMOX-1090  
KOA-830  
KSD-560  
KWK-1350  
WAAF-920  
WBAA-890  
WBMM-770  
WBOW-1310  
WCBM-1080  
WCCO-810  
WGFL-970  
WDZ-1020  
WENR-870  
WFAM-1200  
WFBM-1230  
WGN-720  
WHA-940  
WHAS-820  
WIBA-1000  
WIBA-1280  
WIND-560  
WIRE-1400

WMBD-His Majesty, the Baby  
WOWO-Market Service  
WBOW-Tune of the Day  
WTAD-Quincy Marches On  
WTAQ-Rhythm and Romance  
**1:30**

NBC-Football Game: WMAQ  
WBOW (sw-15.33)  
CBS-Ann Leaf, organist: WTAQ  
WBMM  
NBC-Louis Panico's Orch.: KWK  
WOWO (sw-15.21)  
WAAF-For Mother & Dad  
WBAA-Football; Carnegie Tech  
vs. Purdue  
WCBM-German Man on the Street  
WCCO-Football Preview  
WCFL-Musicale  
WDZ-Pearlie Mae Shepherd  
WGN-Concert Orch.  
WIBA-Popular Melodies  
WIND-Bleacher Bug  
WISN-Musicale  
WJJD-Happy Harmonies  
WLS-Market Summary  
WMBD-Party Line  
WMT-Markets; Hillbillies  
WOC-Luncheon Club  
WROK-Rippling Melodies  
WTAD-Bessie Dean Reinert  
WTMJ-Show Window  
**1:45**

★ NBC-Football; Carnegie vs.  
Purdue: KWK WOWO (sw-  
15.21)  
★ NBC-Football Game: WMAQ  
WBOW (sw-15.33)  
★ MBS-Football; Notre Dame vs.  
Illinois: WMT WIRE WGN  
WLW (sw-6.06)  
CBS-Tours in Tone: WMBD  
WSBT WTAQ WKBB  
Football Game: WISN WIBA  
KMOX-Josephine Halpin, organ  
KSD-Bert Block's Orch.  
WBMM-To be announced  
WDZ-Mattoon Organettes  
WFBM-News  
WHA-Football; Wisconsin vs.  
Chicago  
WIND-Sports Globe  
WJJD-To be announced  
WLS-Don & Helen  
WTMJ-Oliver Kuechle's Com-  
ments  
**2:00**

NBC-Football Game: WOWO  
KWK (sw-15.21)  
CBS-Down by Hermans: WCCO  
WFBM WSBT KMOX WKBB  
WISN WTAQ (sw-15.27)  
NBC-Football Game: WMAQ  
WBOW (sw-15.33)  
To be announced: WJJD WIND  
WCFL  
WAAF-Red Hot & Low Down  
WBMM-Football; Northwestern  
vs. Michigan  
WCBM-Polish Prgm.  
WDZ-Birthday Party  
★ WIBA-VARIETY PRGM.  
WIRE-Police Court  
WLS-Merry-Go-Round  
WMT-Bjorg Bjorgenson; Iowa  
Cornhuskers  
WOC-Football Game  
WROK-News; Matinee Musicale  
WTAD-News  
WTMJ-Football; Chicago vs. Wis-  
consin  
**2:15**

NBC-Football Game: WIRE KSD  
KMOX-Dope from the Dugout  
WDZ-News  
WMT-German Band  
WROK-Two Guitars  
WTAD-Women of the World  
**2:30**  
NBC-Football Game: WOWO  
(sw-15.21)  
NBC-Football Game: WMAQ  
WIRE WLW WENR WCFL  
KSD WBOW (sw-15.33)  
CBS-Waltzes of the World:  
WSBT WKBB WTAQ WFBM  
(sw-15.27)  
KMOX-Medical Society  
KWK-News  
WCBM-Radio Debuts  
WCCO-Football Preview  
WDZ-Man's Wife on Train

WMT-Movie Man  
WOC-Hospitality Luncheon Club  
WROK-Musical Joke Book  
WTAD-△Sunday School Lesson  
**2:45**  
CBS-Dictators: WFBM WSBT  
WKBB WTAQ (sw-15.27)  
NBC-Football Game: KWK  
WDZ-Sweet Music  
WMT-News; Radio Gossip  
WTAD-Frances Mourning  
**3:00**  
NBC-Football Game: KWK WMT  
WOWO WTMJ WENR (sw-  
15.21)  
MBS-Football Game: WLW  
News: WAAF WTAD  
WCCO-Football Game  
WDZ-Montana Sweethearts  
WOC-Children's Hour  
WMBD-Trading Post  
WMBI-String Choir & Message  
WROK-Moods in Blue  
**3:15**

CBS-Dancepatrons: WTAQ WMBD  
WKBB WFBM WSBT (sw-  
15.27)  
NBC-Football Game: KSD  
KWK-Man in the Stands  
WAAF-Salon Interlude  
WDZ-Melody Twisters  
WROK-Concert Music  
WTAD-Margot  
**3:30**  
NBC-To be announced: WMAQ  
WBOW WIRE KSD WLW (sw-  
15.33)  
KMOX-To be announced  
WAAF-Petite Musicale  
WDZ-Remote  
WJBC-News  
WMT-Afternoon Music  
WROK-△Bible Story Hour  
**3:45**

CBS-George Olsen's Orch.:  
WMBD WFBM WFAM WKBB  
WTAQ (sw-15.27)  
WJBC-Classified Time  
WROK-Easy to Remember  
WTAD-Loreine Meyer Hughes  
**4:00**  
NBC-Football Game: WENR  
WTMJ WOWO (sw-15.21)  
CBS-Geo. Olsen's Orch.: WBMM  
WAAF-Jimmie Kozak, pianist  
WCFL-Organ Recital  
WDZ-Their Majesties, the Babies  
WGN-Football; Iowa vs. North-  
western  
WJBC-Request Hour  
WJJD-To be announced  
WMBI-Mother Ruth  
WOC-News  
WROK-News; Birthday Club  
**4:15**

CBS-Frank Dailey's Orch.: WOC  
WMBD WFBM WFAM WKBB  
WTAQ WBBM WCCO (sw-  
15.27)  
WAAF-Rhythmic Age  
WDZ-Walkathon  
WIND-Sports Review  
WJJD-Sterling Young's Orch.  
WROK-Esther Nelson, poetry  
WTAD-News  
**4:30**  
★ NBC-Kaltenmeyer's Kindergar-  
ten (Quaker Puffed Wheat);  
Bruce Kamman: WIBA WLW  
WMAQ WIRE WHO (sw-15.33)  
MBS-Football Game: WMT  
KMOX-Races from Fairmount  
Track  
WAAF-Hog 'n' Harmony  
WCFL-Soloist  
★ WCLS-FOR YOUR INFOR-  
MATION (1310 kc)  
WDZ-Remote  
WFBM-Scholarship Hour  
WIND-Band Box  
WISN-Buckman Investment Pro-  
gram  
WJBC-Bingo  
WJJD-Dude Martin  
WMBD-News  
WMBI-△Foreign Language ser-  
vice  
WROK-Afternoon Varieties  
WTAD-Cy & Freckles  
**4:45**

NBC-Herman Middleman's Orch.:  
WENR WOWO WBOW (sw-  
15.21)  
CBS-Dorothy Gordon's Children's  
Corner: WTAQ WFAM WCCO  
WKBB WBBM WISN (sw-  
15.27)  
MBS-Ray Keating's Orch.: WMT  
WGN  
KSD-Afternoon Varieties  
WAAF-Contrasts  
WIND-The Serenader  
WJJD-Ridge Runners & Supper-  
time Frolic  
WMBD-Bargain Counter  
WOC-Man on the Street  
WTAD-Sports Review  
WTMJ-News; Moment Musical  
**5:00**  
NBC-El Chico, Spanish Revue:  
WBOW WIBA WTMJ KSD  
(sw-9.53)

★ CBS-Columbia Concert Hall;  
News: WTAQ WFAM WMBD  
WTAQ WFAM WMBD WKBB  
WBBM WISN WCCO WOC  
(sw-15.27)  
NBC-Nickelodeon: WMT WOWO  
WENR  
MBS-Len Salvo, organist: WIRE  
WGN  
KMOX-Piano Recital  
WAAF-Jimmie Kozak, pianist  
WCFL-Interlude  
WDZ-Movie Swingtime  
WFBM-Tea Time Tunes  
WHO-To be announced  
WIND-Studio Orch.  
WJBC-Adventures of Flash Gor-  
don  
WLW-Truly American (sw-6.06)  
WMAQ-Don Winslow of the Navy  
WROK-Junior Air Stars  
WTAD-Barney Thompson  
**5:15**

CBS-Concert Hall; News: KMOX  
WCCO  
NBC-El Chico: WMAQ  
MBS-Four Californians: WIRE  
WGN  
WAAF-Charles Johnson, Duke of  
the Uke  
WCCO-Tourist Bureau  
WFCL-Clayton Richotto  
WFAM-Playshop of the Air  
WIBA-Football Scores  
WIND-Cumberland Ridge Run-  
ners  
WISN-Show Window  
WMBD-Cathedral Melodies  
WROK-Sports Review  
WTMJ-Heinie's Grenadiers  
**5:30**

★ CBS-EDDIE DOOLEY'S FOOT-  
ball News (Chesterfield): WOC  
WFBM WKBB WTAQ WBBM  
WCCO WISN (sw-11.83) (also  
see 7:30 p.m.)  
NBC-News: Alma Kitchell, con-  
tralto: KSD (sw-9.53)  
NBC-Leif Ericson Day Prgm.:  
WENR WOWO  
MBS-Johnny Messner's Orch.:  
WMT KWK WIRE  
To be announced: WTMJ WDZ  
News: WMAQ WIBA  
KMOX-Sidewalk Reporter  
WAAF-Sport Shorts  
WBOW-Tour of the Town  
WCFL-NYA Prgm.  
WFAM-News; Saturday Variety  
WGN-Rhythm Rumbles  
WIND-Afternoon Varieties  
WLW-Bob Newhall, sports  
WMBD-Peoria's Church World  
WROK-Police Court News  
**5:45**

NBC-Art of Living, Dr. Norman  
Vincent Peale: WMAQ KSD  
(sw-9.53)  
CBS-Ben Feld's Orch.: WFBM  
WFAM WTAQ (sw-11.83)  
NBC-Leif Ericson Day Prgm.:  
WMT  
MBS-Johnny Messner's Orch.:  
WGN  
Sports Review: WMBD WTMJ  
KMOX-To be announced  
WAAF-Pacific Paradise  
WBBM-Melodies of Yesterday  
WCCO-Uncle Ray  
WCFL-Stanley Hickman  
WIBA-Today's Birthdays; Sports  
WIND-News  
WISN-Sports Parade  
WLW-To be announced  
WOC-Dinner Music  
WROK-Don & Sleepy, songs

NBC-Top Hatters: WTMJ WMAQ  
(sw-9.53)  
CBS-Ben Feld's Orch.: WKBB  
WMBD WISN  
NBC-△Message of Israel; Guest  
Speaker: WENR WIRE (sw-  
11.87)  
MBS-Concert Orch.: WGN WMT  
Football Scores: WFAM WHAS  
WCCO WOWO  
KMOX-To be announced  
KSD-News; George Hall's Orch.  
KWK-Range Riders  
WAAF-Adventuring with the Ma-  
rines  
WBBM-The Headliners  
WBOW-Football Summary  
WIBA-Dinner Hour  
WIND-German Hour  
WJR-News Comes to Life  
WLW-Barn Dance  
WOC-Sports Summary  
WROK-News; Dinner Music  
WSUI-Dinner Hour  
WTAM-Johnny Hauser's Orch.  
**6:15**  
CBS-Eton Boys, quartet: KMOX  
WTAQ WISN WCCO WKBB  
WOC WFBM (sw-11.83)

NBC-Top Hatters: KSD WIBA  
NBC-Message of Israel: WOWO  
MBS-Dick Stabile's Orch.: KWK  
News: WCFL WOC WMBD  
WBBM-Sports Review  
WBOW-Hit Tunes  
WGN-Four Californians  
WHAS-Dr. Charles Welch  
WMAQ-Totten on Sports  
WMT-Parade of Features  
WROK-Motor Drama  
**6:30**  
CBS-Saturday Night Swing Club:  
WKBB WFAM KMOX WCCO  
WISN WHAS WMBD WOC  
WJR (sw-11.83)  
NBC-Luboschutz & Nemenoff,  
pianists: KSD WBOW  
NBC-Eddie Varzos' Orch.: WENR  
WOWO (sw-11.87)  
NBC-Uncle Jim's Question Bee  
(G. Washington Coffee):  
WMAQ WTAM  
News: WIBA WTAQ  
WAAF-The Green Room  
WBBM-Lee Francis, organist  
WCFL-Tenpin Tattler  
WFBM-Rusty Hinge Trio  
WGN-Sports  
WIBA-International Culb  
WIRE-Three Little Words  
WMT-Hits & Encores  
WROK-Dinner Music  
WTMJ-Dinner Table  
**6:45**

NBC-Jimmy Kemper, song stor-  
ies: WIRE  
News: WMT WFBM  
Sports: KSD WBOW  
★ KMOX-HOLLYWOOD RE-  
PORTER  
KWK-Sports Review; News  
WBBM-On to Adventure  
WCFL-Musical  
WGN-Val Ernie's Orch.  
WMBD-Apple Knockers  
WTAQ-Organ Melodies  
**7:00**

★ NBC-Robert L. (Believe-It-Or-  
Not Ripley (Huskies); B. A.  
Rolle's Orch.: WLW WTAM  
WIBA WBOW WIRE WMAQ  
KSD (sw-9.53) (also see 11  
p.m.)  
★ MBS-Hi There Audience: WMT  
KWK  
NBC-Home Towners: (sw-11.87)  
CBS-Ann Leaf, organist: WTAQ  
WFAM  
CBS-Your Unseen Friend; Harry  
Salter's Orch.: WBBM WJR  
(sw-11.83)  
Sports: WKBB WCFL  
KMOX-Voice of St. Louis  
WBAA-President's Banquet  
WCCO-Barnyard Follies  
WFBM-Bohemians  
WGN-Concert Orch.  
WIND-To be announced  
WISN-Down By Herman's  
WLS-Meet the Folks  
WOC-Bridge Tournament  
WROK-Fireside Bible Talks  
WSUI-Children's Hour  
WTMJ-Drama in the News  
**7:15**

To be announced: WTMJ WCCO  
WCFL-Interlude  
WGN-Victor Arden's Orch.  
WKBB-B. A. Rolle Presents  
WMBD-News  
WOC-Saturday Presents  
**7:30**  
★ CBS-JOHNNY PRESENTS  
Russ Morgan's Orch. (Philip  
Morris); Frances Adair &  
Glenn Cross, vocalists; Mixed  
Ensemble; Charles Martin's  
Circumstantial Evidence Thrills;  
WHAS WBBM WJR WMBD  
WOC WCCO KMOX (sw-11.83)  
(also see 10:30 p.m.)  
★ NBC-Jack Haley's Variety Show  
(Log Cabin Syrup); Virginia  
Verrill, songs; Warren Hull,  
m.c.; Ted Fio-Rito's Orch.:  
WMAQ WBOW WTAM WIBA  
KSD (sw-9.53) (also see 11:30  
p.m.)  
★ MBS-Hancock Ensemble: WGN  
KWK WMT WIRE  
NBC-Fray & Braggiotti, piano  
duo: WLW (sw-11.87)  
CBS-Eddie Dooley's Football  
News (Chesterfield): KNX  
KSL (also at 4:30 p.m.)  
WAAF-Shadowland  
WCFL-Armour Institute of Tech-  
nology, talk  
WFAM-Potpourri  
WFBM-Twilight Serenade  
WHO-Sunset Corners Frolic  
WISN-Melodic Rhythm  
WKBB-Sweetheart Serenade  
WLS-Barn Dance Party  
WROK-Lou Blake's Orch.  
WSUI-Evening Musicale  
WTAQ-News  
**7:45**

NBC-Nola Day, songs; Orch.:  
WLW (sw-11.87)

WIBA-Music by Cugat  
WKBB-News  
WKSU-With the Authors  
WTAQ-Sentimental Moods  
**8:00**  
★ NBC-ALKA-SELTZER NAT'L  
Barn Dance; Henry Burr,  
Verne Lee & Mary, Hoosier  
trio; Sally Foster; Lulu Belle  
& Scotty; Uncle Ezra; Lucille  
Long & Joe Kelly, m.c.;  
Guests: WLS KWK WBOW  
WMT WIRE WLW WIBA  
WTMJ (sw-11.87) (also see 10  
p.m.)  
★ CBS-PROF. QUIZ WITH BOB  
Trout (Nash Motor Car Co.):  
WISN KMOX WHAS WBBM  
WCCO WFBM WJR WISN  
(sw-11.83) (also see 10 p.m.)  
★ MBS-Louisiana Hayride: WGN  
★ NBC-Concert Orch.: H. Leo-  
pold Spitaln, cond.; Guests:  
WMAQ WTAM WTMJ KSD  
(sw-9.53)

KOA-Sport Highlights  
WCFL-Herr Louie & the Weasel  
WHO-Sunset Corner Frolic  
WIND-Racing Returns  
WMBD-Farmer Bill's Happy Fam-  
ily  
WOC-Pat at the Piano  
WROK-Waltz Time  
WSBT-Songs They Write  
WSUI-Univ. of Iowa Sports Re-  
view  
WTAQ-Master Singers  
WMBD-Doctors Who Dared  
**8:15**  
WCFL-Adult Education Council  
WIND-Collegiate Episodes  
WMBD-Bob Black's Orch.  
WOC-Saturday Jamboree  
WROK-News; Waltz Time  
WTAQ-House of Peter McGregor  
**8:30**

NBC-Special Delivery, sketch:  
WTAM WMAQ KSD WHO  
(sw-9.53)  
CBS-Saturday Night Serenade  
(Pet Milk); Mary Eastman,  
sopr.; Bill Perry, trn.; The  
Serenaders; Gus Haenschen's  
Orch.: WMBD WOC WBBM  
WHAS KMOX WFBM WJR  
CBS-Among Our Souvenirs: (sw-  
11.83)  
News: WTAQ WIND  
WCCO-Musical Prgm.  
WCFL-To be announced  
WGN-Joe Saunders' Orch.  
WISN-Curtain Calls  
WKBB-Hits & Encores  
WROK-Dance Hour  
WSBT-Down the Mississippi  
WSUI-Southern Airs  
**8:45**  
WGN-News; Sport High Lights  
WIND-Remote Control  
WISN-Wisconsin State Fair  
WSUI-Daily Iowan  
WTAQ-Dance Orch.  
**9:00**

★ CBS-LUCKY STRIKE HIT  
Parade; Al Goodman's Orch.;  
Freddie Gibson & Stuart Allen,  
vocalists; Songsmiths Quartet,  
guest: WJR WOC WSBT  
WBBM KMOX WKBB WTAQ  
WHAS WISN WCCO WMBD  
WFBM (sw-11.83)  
★ NBC-Jamboree: WTAM KOA  
WBOW WTMJ WMAQ WIBA  
WLW KSD (sw-9.53)  
NBC-Gun Smoke Law, drama:  
(sw-11.87)  
MBS-Sylvia Froos: WGN  
KWK-Feature Parade  
WCFL-News  
WIND-Tommy Ott, organist  
WIRE-Vic Arden's Orch.  
WLS-Barnyard Jamboree  
WMT-Radio Riddles  
WROK-Studio Party  
WTMJ-German Hour  
**9:15**

MBS-To be announced: WMT  
NBC-Jamboree: WIRE  
WCFL-Labor Flashes  
WFBM-Riley's Spotlight  
WIND-Musical Interlude; Walk-  
athon  
**9:30**  
★ NBC-Gems of Light Opera;  
Harold Sanford's Orch.: WCFL  
(sw-11.87)  
MBS-George Olsen's Orch.: WGN  
WFBM-Piano Twins  
WLS-Moonlight Sonata  
WLS-Hometown Memories  
WMT-Band Wagon  
WROK-Lou Blake's Orch.  
**9:45**  
CBS-Patti Chapin, songs: WTAQ  
WISN KMOX WKBB WSBT  
WHAS WBBM WOC (sw-  
11.83)  
WCCO-Vacation Varieties  
WFBM-Your Local Government  
WIBA-Club Chanticleer  
WIND-News & Sports

WJR-Musicale  
WMBD-Value Hints  
WMT-Victor Arden's Orch.  
WROK-News Flashes  
**10:00**  
★ NBC-ALKA-SELTZER NAT'L  
Barn Dance: KGO (also at  
8 p.m.)  
CBS-Glen Gray's Orch.: WFBM  
WHAS WKBB WBBM WISN  
WSBT (sw-11.83)  
NBC-Sande Williams' Orch.: KSD  
KOA WMAQ (sw-9.53)  
NBC-Codolban's Orch.: WIRE  
News: WMT KWK WIBA WJR  
WOC WTAQ WMBD  
Dance Orch.: WBOW WCFL  
KMOX-Chic Scoggin's Orch.  
WGN-Wayne King's Orch.  
WIND-Lithuanian Prgm.  
WLW-Paul Sullivan, news  
WTAM-Sammy Watkins' Orch.  
WTMJ-Sports; Dance Orch.  
**10:15**

CBS-Glen Gray's Orch.: WJR  
WOC  
MBS-Mickey Alpert's Orch.:  
WMT KWK  
News: WKBB WCCO WFBM  
WHO  
Dance Orch.: WIBA WTAQ  
WHAS  
KMOX-Roger Fox' Orch.  
KSD-Melodies in Swingtime  
WGN-Ted Weems' Orch.  
WIRE-News; Baseball  
WMBD-Sports; Prgm. Review  
**10:30**

★ CBS-JOHNNY PRESENTS  
Russ Morgan's Orch. (Philip  
Morris); Charles Martin's Cir-  
cumstantial Evidence Thrills,  
Frances Adair & Glenn Cross,  
vocalists: WISN WFBM KNX  
KSL (also at 7:30 p.m.)  
NBC-Emerly Deutsch's Orch.:  
KOA WMT KSD WTAM WIBA  
WBOW WCFL (sw-9.53)  
CBS-Frankie Masters' Orch.:  
WJR WMBD WOC WTAQ  
WSBT WBBM (sw-11.83)  
KMOX-Sports Reporter  
KWK WOC WSBT  
WBBM KMOX WKBB WTAQ  
WHAS WISN WCCO WMBD  
WFBM (sw-11.83)  
WIND-Hawaiian Melody  
WKBB-Bordertown Barbeque  
WLS-Fireside Party  
WMAQ-Henry Busse's Orch.  
WTMJ-News; Dance Orch.  
**10:45**

News: WROK WIND WHAS  
KMOX-Old Fashioned Barn  
Dance  
KWK-Sports  
WCCO-Cecil Hurst's Orch.  
WMAQ-Eddie Varzos' Orch.  
**11:00**  
NBC-Robert L. (Believe-It-Or-  
Not) Ripley: KPO KFI (also  
at 7 p.m.)  
NBC-Terri Franconi, trn.; Paul  
Tremaine's Orch.: KSD KOA  
WTAM WBOW  
CBS-Roger Pryor's Orch.: WHAS  
WISN WBBM WSBT WCCO  
WOC WTAQ WMBD WJR  
CBS-Professor Quiz: KNX KSL  
(also at 8 p.m.)  
NBC-Dance Orch.: WMT WIBA  
(sw-6.14)  
MBS-Leo Reisman's Orch.: WGN  
Dance Orch.: WLW WIND  
KWK-Saturday Nite House Party  
WFL-Make Believe Ballroom  
WFBM-News  
WKBB-Swing Your Partner  
WLS-National Barn Dance  
WMAQ-King's Jesters  
WTMJ-Streamlined Revue  
**11:30**  
NBC-Jack Haley's Variety Show:  
KPO KFI (also at 7:30 p.m.)  
**12:00**  
WFBM-Yawn Hour  
End of Saturday Programs

## NIGHT

**6:00**  
NBC-Top Hatters: WTMJ WMAQ  
(sw-9.53)  
CBS-Ben Feld's Orch.: WKBB  
WMBD WISN  
NBC-△Message of Israel; Guest  
Speaker: WENR WIRE (sw-  
11.87)  
MBS-Concert Orch.: WGN WMT  
Football Scores: WFAM WHAS  
WCCO WOWO  
KMOX-To be announced  
KSD-News; George Hall's Orch.  
KWK-Range Riders  
WAAF-Adventuring with the Ma-  
rines  
WBBM-The Headliners  
WBOW-Football Summary  
WIBA-Dinner Hour  
WIND-German Hour  
WJR-News Comes to Life  
WLW-Barn Dance  
WOC-Sports Summary  
WROK-News; Dinner Music  
WSUI-Dinner Hour  
WTAM-Johnny Hauser's Orch.  
**6:15**  
CBS-Eton Boys, quartet: KMOX  
WTAQ WISN WCCO WKBB  
WOC WFBM (sw-11.83)



(Sunday Continued)

7 a.m.—Variety program: DJL
7 a.m.—Overseas hour for Australia: JZJ JZK
8:45 a.m.—Albania, a Fish and a Motor Car: GSG
9 a.m.—New Metropolitan Symphony orchestra: GSG GSI
9:15 a.m.—Chimes and church services: W1XAL (15.25)
10:30 a.m.—Polish hour: SPW
11:20 a.m.—Foster Richardson, songs: GSG GSI
11:30 a.m.—Troise's mandoliers: GSD GSI
12:20 p.m.—Fred Hartley's sextet: GSG GSI
12:30 p.m.—Cultural activities: W3NAL (17.78)
12:30 p.m.—Program from Belgium: ORK
12:40 p.m.—Iceland hour: TFJ
1 p.m.—Danish program: ONY (9.52)
1:40 p.m.—Municipal police band: OLR4A
2 p.m.—Salvation Army services: GSG GSI
2:05 p.m.—Dance music: OLR4A
3:30 p.m.—Overseas hour (East): JZJ JZK
5 p.m.—News and music: EAJ43
5 p.m.—Mexican Government program: XECR-
5:05 p.m.—Chamber music: GSD GSP
5:15 p.m.—Our Sunday concert: DJB DJD
6 p.m.—Program from Moscow: RAN RKI (7.518)
6 p.m.—Budapest program: HAT4
6 p.m.—English program: EAQ2
6 p.m.—Happy program: PCJ (9.59)
6:25 p.m.—Marie Korchinska, harpist: GSD GSP
6:30 p.m.—Two Hours with Cuba: COCO
7 p.m.—Victorian ballads: GSD GSP
8 p.m.—Cararo's tango band: LRX
8 p.m.—El Salvadorian program: YSD
8 p.m.—Central Band of H. M. Royal Air Force: GSD GSG GSI
9:10 p.m.—Church services: GSD GSG GSI
10 p.m.—English program: NEXA
11:30 p.m.—Overseas hour (Pacific coast): JZK
11:45 p.m.—English news: COCQ
12 mid.—English DN programs: XEUZ
12 a.m.—English program from Siberia: RV15
2:40 a.m.—Long Distance Listening: GSB GSD GSO

Monday, October 4

4:30 a.m.—Fiji hour: VPD2
8 a.m.—Siamese broadcast: HS8PJ (19.02)
8:15 a.m.—Oriental variety: ZIBW3
9:15 a.m.—Helen Just, cello: GSG GSI
11:30 a.m.—Polish hour: SPW
11:40 a.m.—Frederick Hall, harp: GSG GSI
12:20 p.m.—Letter-box: 2R04
12:25 p.m.—Chamber music: GSG GSI
1 p.m.—Monday at Seven: GSG GSI
2:05 p.m.—Old Czech masters: OLR4A
2:35 p.m.—Elda Stein's Yiddish Chauvre Souris Company: GSG GSI
3:45 p.m.—English hour from Brazil: PRF5
4 p.m.—BBC Orchestra: GSG GSO
4:55 p.m.—Monitor news: W1XAL (11.79)
5:15 p.m.—California as a Winter Resort: W2XAF (9.53) and W2XAD (15.33)
5:15 p.m.—Royal Carabiniere band: 2R04
5:45 p.m.—When I Lectured in America: 2R04
6 p.m.—South American news: W3NAL (17.78)
6 p.m.—Lucy Laurie, songs: 2R04
6:05 p.m.—Children's songs: OLR4A
6:15 p.m.—Mail bag: 2R04
6:30 p.m.—Rustic band: OLR4A
6:55 p.m.—SCENES FROM OPERA, "Two Widows," Smetana: OLR4A
7 p.m.—Orchestra Capitolio: YV5RC
7:40 p.m.—Ballet music: OLR4A
7:45 p.m.—Amateur hour: YV5RC
8 p.m.—Mail bag: OLR4A
8 p.m.—Edgar Peto, organist: GSD GSG GSI
8:30 p.m.—Play, "Object All Sublime": GSD GSG
12:15 a.m.—Hawaii Calls: KKP
2 a.m.—Guy Johnson, pianist: GSB GSD GSO

Tuesday, October 5

8:20 a.m.—Phohi ensemble: PHI
8:45 a.m.—Invitation to Bhutan: GSG GSI
10:20 a.m.—Keyboard music through the ages: GSG GSI
10:45 a.m.—World Affairs: GSG GSI
12:35 p.m.—Reginald Foort, organ: GSG GSI
2 p.m.—Flying High: GSG GSI
2:05 p.m.—Organ recital: OLR4A
2:25 p.m.—Humorous folk-songs: OLR4A
3:35 p.m.—Billy Thoburn's orchestra: GSG GSO
4:15 p.m.—Fred Hartley's sextet: GSG GSO
5:2 p.m.—Empire Exchange talks: GSD GSP
5:40 p.m.—This is England: GSD GSP
6 p.m.—Scottish music: GSD GSP
7 p.m.—Man About Town: W3NAL (17.78)
7:30 p.m.—Continental: YV5RC
8 p.m.—"World Affairs," Sir Malcolm Robertson: GSG GSI
9:30 p.m.—Cedric Sharpe's sextet: GSD GSG GSI
10 p.m.—Program from Tahiti: FO8AA
10:30 p.m.—Latin-American salute: W8XAL (6.06)
12:15 a.m.—Hawaii Calls: KKP
1:45 a.m.—Stop Dancing: GSB GSD GSO

Wednesday, October 6

8:15 a.m.—Coventry Hippodrome orch.: GSG GSI
10 a.m.—Program from S. S. Normandie: FNSK
10:20 a.m.—The End of the Old One-horned Stag: GSG GSI
11:2 a.m.—Al Collins' dance orchestra: GSG GSI
12:20 p.m.—Film Shows: GSG GSI
1:20 p.m.—H. Robinson Cleaver, organ: GSG
1:40 p.m.—Rustic band: OLR4A
2 p.m.—Revue, "All in Pink": GSG GSI
2:05 p.m.—Song recital: OLR4A

3:20 p.m.—A HUNDRED YEARS AGO, celebrating the centenary of the "P. & O.": GSG
5:15 p.m.—Opera from Scala: 2R04
5:20 p.m.—Empire Exchange talks: GSD GSP
5:45 p.m.—Of Interest Today: 2R04
5:55 p.m.—Empire revue, "All in Pink": GSD GSP
6 p.m.—Stop dancing: GSD GSP
7 p.m.—Latin-American night: W3NAL (17.78)
7 p.m.—At the Black Dog: GSD GSP
8:20 p.m.—BBC Empire orchestra: GSG GSI
9:30 p.m.—Play, "The Doubtful Misfortune of Li Sing": GSD GSG GSI
2:45 a.m.—Chamber music: GSB GSD GSO

Thursday, October 7

8:15 a.m.—Monologues in melody: GSG GSI
9:15 a.m.—Eastbourne Municipal orch.: GSG GSI
11:45 a.m.—Victor Silvester's orchestra: GSG GSI
12:20 p.m.—Green Fields and Pavements: GSG
1:40 p.m.—Brass band: OLR4A
2:25 p.m.—Songs from Hana: OLR4A
4:05 p.m.—Long-distance listening: GSG GSO
5:2 p.m.—The week's news: GSD GSP
6 p.m.—Celebration of the centenary of the "P. & O.": GSD GSP
6:05 p.m.—Brass band: OLR4A
6:30 p.m.—Organ recital: OLR4A
6:55 p.m.—Folk-songs: OLR4A
7:40 p.m.—Operetta selections: OLR4A
8 p.m.—Spanish classical music: HC2RL
8 p.m.—Mail bag: OLR4A
8:20 p.m.—The Dowager Marchioness of Reading describes some of the interesting things she has seen and done during the week: GSD GSG GSI
9 p.m.—Canadian Hour: HI12S
9:40 p.m.—Film shorts: GSD GSG GSI
9:45 p.m.—Jazz Girls: YV5RC
1 a.m.—Dancing through: GSB GSD GSO
2:45 a.m.—Eric Thiman, organ: GSB GSD GSO

Friday, October 8

8 a.m.—Variety program: PHI
8:15 a.m.—BBC Empire orchestra: GSG GSI
10:30 a.m.—Put to the test: GSG GSI
12:25 p.m.—H. M. Coldstream Guards band: GSG
1:30 p.m.—Five Hours Back: W3NAL (17.78) W2XAD (15.33)
2 p.m.—Buenos Aires program: LRX
2:05 p.m.—Music from famous Czech operas: OLR4A
2:25 p.m.—Orchestra music: OLR4A
2:30 p.m.—Haunting harmonies: GSG GSI
3:25 p.m.—Saturday's game: GSG GSO
4:25 p.m.—The Case of the Threaded Whale: GSG
4:30 p.m.—Solar and Terrestrial Relationships: W1XAL (11.79)
5:15 p.m.—Request numbers: 2R04
5:45 p.m.—BBC Empire orchestra: GSD GSP
6 p.m.—Rome's Midnight Voice: 2R04
6:05 p.m.—David Morgan, organ: GSD GSP
7 p.m.—Woman's Page: W3NAL (17.78)
8 p.m.—Concert orchestra: YV5RC
8:40 p.m.—Put to the test: GSD GSG GSI
9:30 p.m.—In and Out of Rhythm: GSD GSG
10 p.m.—Program from Tahiti: FO8AA
11:15 p.m.—DX Club: W8XK (6.14)
2:45 a.m.—"The Case of the Threaded Whale," Captain Alan Villiers: GSB GSD GSO

Saturday, October 9

7:30 a.m.—Meeting of the Phohi Club: PHI
7:50 a.m.—Radio review: PHI
8:15 a.m.—Coventry Hippodrome orch.: GSG GSI
8:25 a.m.—Microphone debutantes: PHI
8:35 a.m.—Joe Petersen, songs: PHI
8:50 a.m.—Concert music: PHI
9:30 a.m.—Sydney Torch, organ: GSG GSI
11:20 a.m.—Play, "Object All Sublime": GSG GSI
12:35 p.m.—In and out of rhythm: GSG GSI
1:30 p.m.—BBC presents the ABC: GSG GSI
2:05 p.m.—Ballet music: OLR4A
2:25 p.m.—Variety program: OLR4A
2 p.m.—Music Hall: GSG GSI
4:30 p.m.—League of Nations: HBL HBP
4:45 p.m.—Home of the Teak Tree: GSG GSO
5 p.m.—Budapest program: HAT4
5:20 p.m.—Music Hall: GSD GSP
5:45 p.m.—Variety program: HBJ HBO
6:20 p.m.—"The Case of the Threaded Whale," Captain Alan Villiers: GSD GSP
7 p.m.—Cocktail music: W3NAL (17.78)
7:45 p.m.—Equatorial music: YV5RC
9:35 p.m.—Rae Jenkins' orch.: GSD GSG GSI
9:50 p.m.—Vagabond Lovers: GSD GSG GSI
11 p.m.—Northern Messenger; messages to those in the Arctic: VE9DN CRCX

News Broadcasts

Daily—2:25 a.m., GSB, GSD, GSG GSO; 2:40, TPA3; 7:30, GSG, GSH, GSI; 10, GSF, GSG, GSH, GSI; 12 noon, GSB, GSD, GSG, GSI; 2:10 p.m., TPA3; 3, GSB, GSF, GSG, GSO, OLR4A; 3:30, JZJ, JZK; 5:30, EAQ2; 5:40, HP5J; 6, RAN; 6:15, CSW; 6:30, EAQ2; HP5J; 6:40, GSD, GSF, GSO, GSP; 7:15, DJB, DJD; 9:10, GSB, GSD, GSG, GSI; 9:30, DIB, DJD; 9:45, CJO, CARX; 10:30, TPA4; 11:30, JZK; 11:45, COCQ.
Daily except Sundays—5 a.m., VK3ME; 6:30, VK3LR; 12:20 p.m., 2R04; 5, 2R03.
Sun., Mon., Wed., Fri.—7 a.m., JZJ, JZK; 3 p.m., RNE.
Mon. & Thurs.—7:30 p.m., OLR4A.

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2. A salary is (1) an income. (2) an expense. (3) a deduction. (4) a mortgage. Answer: \_\_\_\_\_
3. If you earn \$2000 a year and spend \$195 for education and 30% for other expenses how much would you have left? Answer: \_\_\_\_\_
4. Consent means to (1) agree. (2) change. (3) differ. Answer: \_\_\_\_\_
5. Straight means (1) dishonest. (2) uneven. (3) direct. Answer: \_\_\_\_\_
6. At the rate of \$.65 an hour, how much would you earn working 40 hours a week for 52 weeks? Answer: \_\_\_\_\_
7. Chicago, Ill., is (1) North. (2) South. (3) East. (4) West, of New Orleans, La. Answer: \_\_\_\_\_
8. Out of the frying pan into the fire means most nearly: (1) From a good to a better job. (2) If you do good, you make things better for yourself. (3) Going from bad to worse. Answer: \_\_\_\_\_
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# New RCA Victor ARMCHAIR ELECTRIC TUNING

"Push a Button—There's Your Station"



**Ingenious device lets you tune your favorite stations from your favorite chair—cost is low**

**T**HRILLED by performance, by unique features, by beauty of design, thousands are buying the new 1938 RCA Victor radios. Greatest of all the thrills these sets offer you is Armchair Electric Tuning. With it you can tune any one of your eight favorite stations from your favorite chair, or as you rest on the sun-porch, or lie in bed. There is a fresh excitement to radio programs that are enjoyed in this effortless way.

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**Magic Voice Made More Tone-full**

When you own an RCA Victor set, with Armchair Electric Tuning, you

can tune it automatically from a distance, or at the set itself, and in addition can tune by hand if you wish. Whichever method you choose you will hear the Sonic-Arc Magic Voice. This is the famous Magic Voice now made still more stirring and lovely by Victor sound experts.

All of these new 1938 RCA Victor sets, whether the largest Electric Tuning phonograph-radio, or the most modest table model, are housed in the new Beauty-Tone cabinets. From the selection of the woods, to the final hand-rubbed finish, each RCA Victor cabinet is entirely the work of RCA Victor craftsmen. Each cabinet is built to be part of a musical instrument, to do its share in delivering the famous Victor tone.

Visit your RCA Victor dealer's store. See Armchair Electric Tuning, and hear the Sonic-Arc Magic Voice. You'll see why thousands have already bought these superb instruments. You'll see how easily you can afford to bring their delightful entertainment into your home.

**What RCA ALL THE WAY means to You**

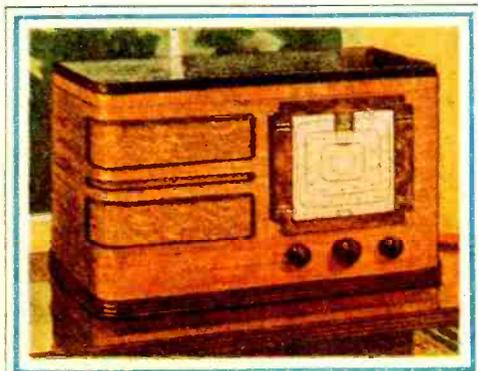
Through the National Broadcasting Company, one of the RCA family, RCA creates and broadcasts the majority of network programs... From practical experience in radio communication with 45 countries and ships on all seas, RCA knows how to build superb short wave broadcasting and receiving equip-

ment. Through Victor, RCA has the benefit of 39 years of sound reproduction experience.

RCA is the only company that makes everything in radio—from microphone to receiving set. You get this extra value that is RCA ALL THE WAY only when you buy RCA Victor.

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*RCA presents the "Magic Key" every Sunday, 2 to 3 p. m., E. D. T., on NBC Blue Network*



This fine console offers you the new RCA Victor Electric Tuning (Armchair Control available at slight extra cost). It has the new Sonic-Arc Magic Voice, the attractive new Straight-Line Dial, Magic Brain, Magic Eye, and many other features. An 11-tube superheterodyne giving both domestic and foreign reception. Extraordinary precision and tone quality. You may have Model 811K (above) in your home for a down payment of approximately \$15.00.