

COMPLETE PROGRAMS FOR WEEK ENDING MAY 7

# Radio *Guide*

TEN CENTS

THE REAL STORY  
OF BOB BURNS'  
HOME TOWN, VAN  
BUREN, ARKANSAS

SINGERS WIN IN  
POPULARITY POLL  
—SEE PAGE 15

Dorothy Lamour sings Sundays;  
Hubby Herbie Kay's Band plays  
from Hollywood's Coconut Grove



OFFICIAL STAR OF STARS BALLOT	
Mail to: Star of Stars Editor, Radio Guide, 731 Plymouth Court, Chicago, Illinois.	<b>8</b>
My Choice for the Best Dance Orchestra Is.....	
My Name Is.....	
My Address Is.....	
(This Ballot May Be Pasted on a Penny Postcard)	

The ballot above is for this week's election only. Read the instructions below before you vote. This ballot must be mailed by midnight this Saturday, May 7

# RADIO GUIDE'S ANNUAL STAR OF STARS POLL

## THIS WEEK—MOST POPULAR DANCE ORCHESTRA

**T**HIS week adds another chapter to radio history. It will tell the story of "swing vs. melody." When the last ballot in this week's Star of Stars Poll is in and all the votes have been tabulated, listeners will know who is at the top of the dance-orchestra heap. For votes tell all! Whether "swing" is just a passing fancy or here to stay will be indicated in this battle of ballots.

Heretofore there's been little competition for top place each year as the nation's favorite dance orchestra. Year after year loyal fans have told sponsors their choice among all dance orchestras, and year after year that choice has been Wayne King's "sweet" orchestra.

This year, unlike any other year since Radio Guide's great Star of Stars Poll was instituted in 1934, fans may vote for one, and only one, classification each week. This is the week for listeners to select the air's best dance orchestra. Each week Radio Guide will announce the winners in the various polls. In the fifth poll, Bing Crosby has been named the air's most popular male singer of popular songs and Frances Langford the best female popular singer. The complete results are announced on page 15.



Destined to be at fever pitch until the last vote is counted, this week's poll offers a chance for all the jitterbugs to get together and fight it out with the melody fans. What will the nation's choice be?

Winners in the dance orchestra classification last year were: First, Wayne King; second, Guy Lombardo; third, Shep Fields; fourth, Horace Heidt; fifth, Rudy Vallee; sixth, Al Goodman; seventh, Richard Himber; eighth, Ben Bernie; ninth, Benny Goodman; tenth, Hal Kemp; eleventh, Jimmy Dorsey; twelfth, Eddy Duchin.

Whether you prefer the entrancing waltz music of Wayne King or the "jam" sessions of Benny Goodman, this is your opportunity to settle a nation-wide dispute by filling in the ballot above and mailing it before midnight, Saturday, May 7. And don't forget, this ballot is not good for any other election, and no other ballots can be used in this week's election.

You'll not only perform a service to radio sponsors by voting for your favorite dance band, but you'll be doing your duty to your fellow listeners and to the radio performers. Help settle a nation-wide wrangle today!

Turn to Page 15 for results in the Popular-Singers Election!

### WEEKLY SCHEDULE OF THE STAR OF STARS POLLS

8. Most popular dance orchestra—May 7 issue, on sale April 28
9. Most popular announcer—May 14 issue, on sale May 5
10. Most popular commentator—May 21 issue, on sale May 12
11. Most popular promising new star—May 28 issue, on sale May 19
12. The Star of Stars—June 4 issue, on sale May 26

Vote for your favorite every week!

## RADIO GUIDE

M. L. ANNENBERG, Publisher  
CURTIS MITCHELL, Editor

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RADIO GUIDE (Trade Mark Registered U. S. Pat. Office). Volume VII, Number 29, Week Ending May 7, 1938. Published weekly by Regal Press, Inc., 731 Plymouth Court, Chicago, Illinois. Entered as second-class matter at the Post Office, Chicago, Illinois, February 21, 1932, under act of March 3, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Copyright 1938, by Regal Press, Inc. All rights reserved. Arnold Kruse, President; George d'Ussy, General Manager; Curtis Mitchell, Vice-President; Ed Zolt, Circulation Manager. Unsolicited manuscripts should be accompanied by stamped, self-addressed envelope for return. Ten cents per copy in the United States. Subscription rates in the U. S. and possessions and countries of the Pan-American Postal Union: six months, \$2.50; one year, \$4.00. Subscription rates in foreign countries: six months, \$5.00; one year, \$8.00. Remit by postal money order, express money order, or check drawn to order of RADIO GUIDE. Currency sent at subscriber's risk.

Vol. 7, No. 29  
May 7, 1938

# THIS WEEK

PREVIEWS OF SOME OF THE BETTER REGULAR AND SPECIAL BROADCASTS TO BE FEATURED OVER THE AIR THIS WEEK



Tenor Frank Parker of CBS' "Hollywood Hotel" will substitute for Tony Martin on the Burns and Allen show Monday night over NBC-Red

## SUNDAY, MAY 1

Dr. Walter Damrosch . . . May Day music  
Music Festival from World's Fair—  
NBC-Blue and CBS, 8 p.m. EDT.

Dr. Damrosch and other conductors will lead the New York Philharmonic during a special program of May Day music from the New York World's Fair site at Flushing Meadows, L. I. The Oratorio Society, directed by Albert Stoessel, will also be heard.

Efrem Zimbalist . . . for Ford

Sunday Evening Hour—CBS, 9 p.m. EDT.

Efrem Zimbalist, world-famous violin virtuoso, will be the guest artist of the Ford Hour Sunday. Born in Rostov-on-the-Don, Russia, in 1889, Zimbalist made his American debut with the Boston Symphony Orchestra on October 27, 1911.

For program details, see page 7.

Movie stars . . . from abroad

"Grand Central Station"—CBS, 10 p.m. EDT.

The story of movie-star importations from abroad who turn out to be fakes will be dramatized in this sketch Sunday. The dramatization will tell of backstage life in Hollywood and emphasize what really goes on behind the scenes.

## MONDAY, MAY 2

Conference . . . heart disease

International conference—NBC-Red, 7:30 p.m. EDT.

The purpose of this program is to educate the public against one of the most serious afflictions of childhood, rheumatic heart disease. Speakers will be Lord Thomas Jeeves Horder, Dr. Homer F. Swift, Dr. T. Duckett Jones, Dr. William J. Kerr.



Ace Swimming Champion and Movie Hero Buster Crabbe will be heard on "For Men Only" over NBC-Red this Monday night

Frank Parker . . . Gracie's guest

"Burns and Allen"—  
NBC-Red, 8 p.m. EDT,  
and 10:30 p.m. EDT.

Parker, one of radio's most eligible bachelors, has been in radio since 1926. Heard on "Hollywood Hotel" every Friday night, Parker is also taking over the Monday night singing spot of Tony Martin, while Tony is vacationing in Honolulu.

Buster Crabbe . . . guestar

"For Men Only"—  
NBC-Red, 10:30 p.m. EDT.

Ace swimming star and motion-picture actor, Buster Crabbe is beloved by his fans everywhere. As guest of "For Men Only" this Monday night, he will be heard in an informal interview in which he will tell about interesting incidents in his life.

Henry Weber . . . presents opera

"Pageant of Melody"—MBS, 10:30 p.m. EDT.

Weber will present a version of the opera "Martha," by Flotow. Music of the opera was prepared for the broadcast and special dialog was written by Producer Louis Jacobson. Cast includes Attilio Baggio, Kathryn Witwer, Mark Love.

Brave New World . . . farewell broadcast

"Merchants of Light"—CBS, 10:30 p.m. EDT.

Listeners will hear the last broadcast of this series which has attempted to cement friendship between the Americas. In this presentation, ways of carrying out the treaty on Cultural Exchange made at the Buenos Aires conference will be suggested.

## TUESDAY, MAY 3

San Francisco . . . in 1939

San Francisco World's Fair—CBS, 5:15 p.m. EDT.

Two of New York's radio editors, one of them Dinty Doyle of the *Journal-American* and a native of San Francisco, will conduct this broadcast. Tuners-in will hear a description of the progress of activities for the San Francisco World's Fair of 1939.

William Allen White . . . Riis House

Talk by White—CBS, 10:45 p.m. EDT.

In celebration of the 50th anniversary of the founding of Riis House, settlement house in New York's lower East Side, a dinner is being given at the Plaza Hotel in New York, during which William Allen White's talk to the guests will be broadcast.

## WEDNESDAY, MAY 4

Arthur Fiedler . . . "Pop" concerts.

Boston's Famous Feature—NBC-Blue,  
9:30 p.m. EDT.

This year will be the 53rd that musicians of the Boston Symphony Orchestra have given a spring season of light and semi-classical works. It will be the eighth year that NBC has broadcast these concerts. Conducting the famous "Pop" concerts this year will be Boston's own Arthur Fiedler.

## THURSDAY, MAY 5

Federal Theatre . . . new series

Mr. Mergenthwiker—MBS, 10 p.m. EST.

The Federal Theatre Radio Division begins a series based on Mr. Mergenthwiker's adventures with the omniscient "lobbies." Inspired by Nelson Bond's original story in *Scribner's Magazine*, Ashley Buck will direct with Barry Williams.

## FRIDAY, MAY 6

John H. Fahey . . . better homes

Talk by Fahey—CBS, 11 a.m. EDT.

Fahey, chairman of the Federal Home Loan Bank Board, will talk on the work of the Board and its plans for the future. He has been called the right-hand man of President Roosevelt in the President's plans to build more and better homes for Americans.

Fred MacMurray

Harriet Hilliard

Ben Blue . . . for Campbell

Hollywood Hotel—CBS, 9 p.m. EDT.

Friday night listeners will hear a radio preview of Paramount's latest film production, "Cocoanut Grove." Cast for this "Hollywood Hotel" presentation includes three well-known stars, Fred MacMurray, Harriet Hilliard and Ben Blue.

## SATURDAY, MAY 7

Ted Husing

Bob Trout . . . Derby Day

64th Running of the Kentucky Derby—  
CBS, 6:15 p.m. EDT.

The color and thrills of the classic Kentucky Derby, from paddock to post to winner's circle, will be brought to sports fans by Ted Husing and Bob Trout. Husing will describe the running of the bluegrass classic; Trout will interview celebrities.

For a story of the Kentucky Derby, see page 4.

FOR STATIONS WHICH WILL BROADCAST THESE SHOWS, PLEASE TURN TO "THIS WEEK'S PROGRAMS" ON PAGES 25 TO 40



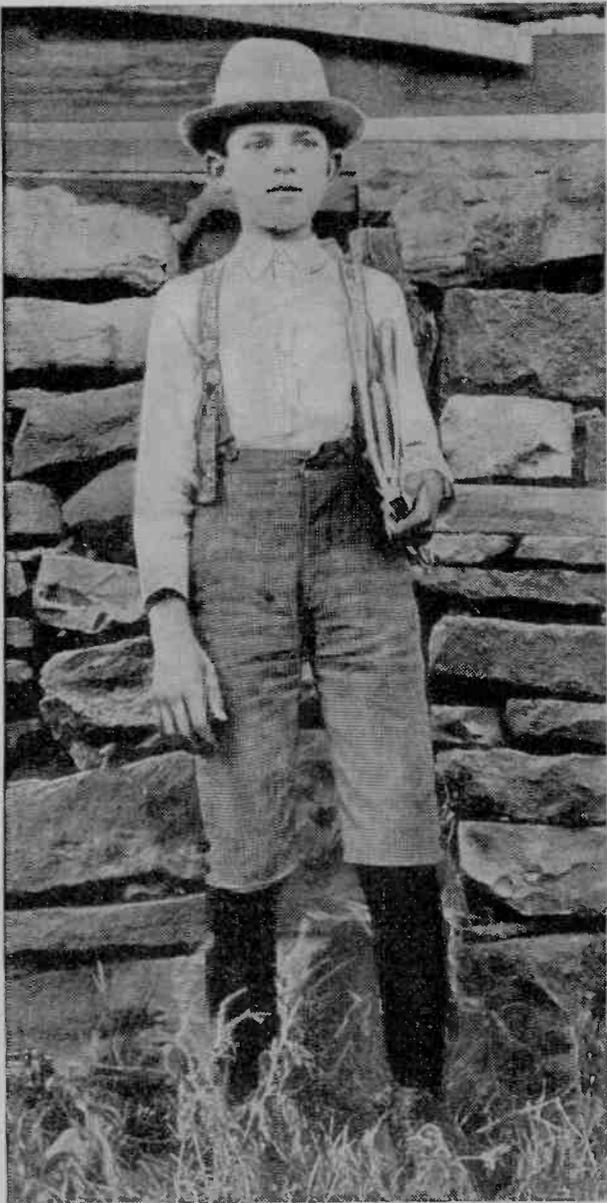
This is Main Street, Van Buren, Arkansas, the home town of Bob Burns, radio's nimble-witted philosopher



When it's canteloupe time in Arkansas, the farmers bring their melons to Main Street, wait for sales



"Uncle" George Meadors and "Uncle" Henry Hink meet on Main Street to discuss Burns' latest stories



Van Buren once knew this lad as Robert Burn, a natural-born musician who didn't fare well in school

# BOB BURNS WAS BORN ON BROADWAY

BY JAMES STREET

**H**IS real name is Robert Burn, Jr., but his mother called him Robin and the boys called him Bub.

He was born on Broadway, in Van Buren, Ark., which was a thriving community when Los Angeles was a mud-hole, Miami a wind-blown wilderness, and Detroit's mass production was measured in wampum and papooses.

He was graduated from high school at the age of forty, and is remembered at home as the boy who got sick when he ate sweets, and ran the wrong way in a football game, almost making a touchdown for the other team. He hasn't any relatives in Van Buren or in all Arkansas, so far as the home guard knows.

He left Arkansas in the days when the Titanic was news and the Taft recession was called a panic in the cities and hard times in the sticks. And if Bob Burns is a country boy, so is Franklin D. Roosevelt, who was born a fair-to-middling piece from town himself, and Herbert Hoover, who went barefoot as much as Bob did, and even Queen Victoria, who lived 'way out from town as a child and played with the imperial cows and the regal geese and had a grandpa named George III, who was as big a cut-up as Grandpa Snazzy.

If Bub Burns is a hillbilly, so are Mary McCormick, Mary Lewis, Col. Jay C. Flippen and

Dick Powell, because they all came from the same neck of the woods. But none of Brother Bub's colleagues of corn pone and Crowder-peas childhood got rich or famous by kidding the public with tall tales of their native state. It's amazing how many folks believe him.

That's why thousands of Arkansans resent Bub's stories, although they are proud of him. They laugh at him, but in their hearts they are sick of other folks laughing at them, and they think Bub, who wouldn't knowingly hurt anything, is leaving the impression that Arkansas is so far in the backwoods that the natives put sandpaper in their shoes, fooling themselves into thinking they are barefoot.

Here is a typical incident. A hotel clerk, pardonably inquisitive but unpardonably brazen, gaped at his register, then at his guest and bleated:

"From Arkansas, eh?" He accented the "kan." The visitor snorted. "Yes. But it's Ark-an-saw. Now laugh!"

The clerk did. "Know Bob Burns?"

**T**HE Arkansas traveler visibly was irked, for he had been asked the question many times. "Listen, brother, I'm one of more than a million and a half Arkansans who never heard of Burns until he began tooting melodies through a whisky



It might be the railroad station in exclusive Great Neck, Long Island, but it happens to be in Van Buren



In the residential section of the town are beautiful homes, lovely lawns, great trees, good streets



Van Buren boasts a Bob Burns Theater with even a bazooka in lights, and Mae West spelled "May"



"Home of Bob Burns" greets folk as they enter the little city



Meier's drug store advertises that Bob had root-beer floats there



Pride of town is this new grammar school

BOB BURNS' STORIES  
FALL FLATTER THAN  
GRANDPA SNAZZY'S  
FRIED EGGS BESIDE  
"BUB" BURN'S OWN!

funnel and teaching America a little bit about geography and a whole lot about exaggeration."

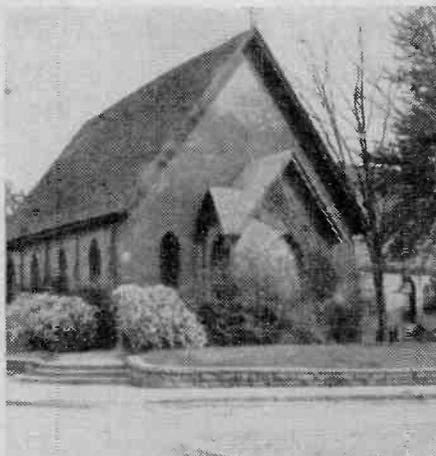
"Is there such a place as Van Buren?" The clerk was persistent.

The visitor grunted his disgust, muttered something about "read history and geography" and turned away. You can't blame him, for the name of Arkansas has brought titters from Yankee sophists for fifty years.

It's like Hoboken, Brooklyn and Kokomo in one way only—the mention of Arkansas always brings a giggle to vaudeville gags. And Arkansas is weary of being the butt of wise-cracks which were fresh twenty years before Grandpa Snazzy came wallowing down from the Ozarks with a jug of white lightning under each arm and two jugs under his belt and stomped the stuffin' out of John Henry, Stave 'n' Chain, Mike Fink, Paul Bunyan, St. George, Don Quixote, Baron Muenchausen, Hercules, and all the lads who have amused an easily amused people with wild stories of their achievements.

The folks started laughing at Arkansas many years ago when a fiddling fellow wrote a ditty called "The Arkansas Traveler," which is a cross-breed between "Turkey in the Straw" and upstate New York's own "Low Bridge." The song is typical of the sing-song, sewing-machine

(Continued on Page 13)



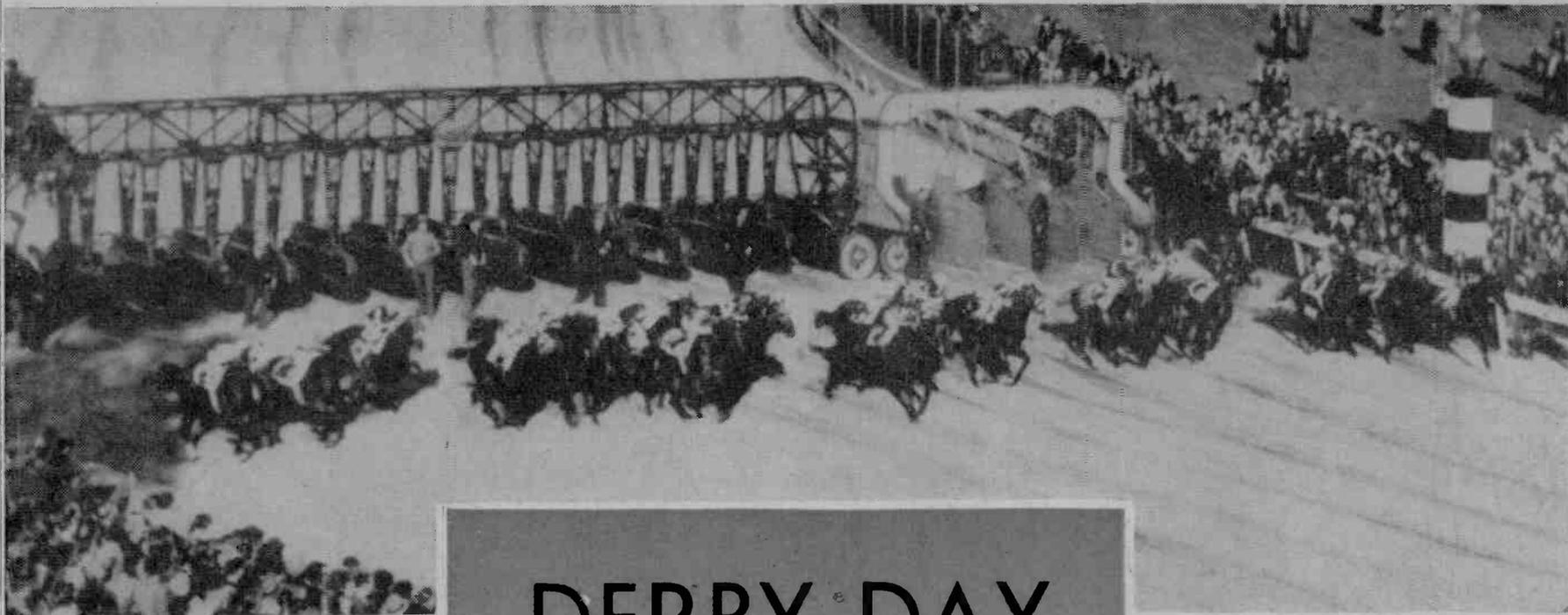
Van Buren is a town of God-fearing people. One of its churches is above



Van Buren is county seat of Crawford County with the courthouse above



This house, familiar to tourists, is where Bob grew from early childhood to manhood. The little home in which he was born was torn down a few years ago



Above: Springing from the post at Churchill Downs. Last year's winner was War Admiral, by 2 lengths

# DERBY DAY

TED HUSING TO DESCRIBE 64th ANNUAL RUNNING OF KENTUCKY DERBY OVER CBS THIS SATURDAY

**T**HERE are races with richer purses than the Kentucky Derby, but there is none with richer traditions, and it's a safe bet that when some fifteen or twenty high-strung three-year-olds mince toward the post at Churchill Downs on Saturday, May 7, one of the greatest radio audiences of the year will be leaning toward loudspeakers in every part of the United States to hear a detailed description of the Derby.

Maybe it's the legends of the bluegrass country that have nourished the traditions. Maybe it's the great age of the 64-year-old classic. Maybe it's the presence of innumerable Kentucky colonels, battalions of sports writers, droves of movie stars, radio stars, stage stars, political poobahs, Broadway playboys and other characters who bask eternally in limelight, that has fed the fame of the Derby. But whatever the contributing causes there's no disputing that fame; and there's no argument about the fact that the Derby and the World Series, for the average American citizen, are the two biggest sporting events of the year.

That's why most of them will be listening on Saturday afternoon when Ted Husing and Bob Trout, of CBS, bring them an exclusive description of the race that thrills millions who

will never see it, packs Louisville hotels with thousands of hopeful visitors every May, gives rise to more futile speculation (literary and otherwise) than a presidential election, breaks down more inhibitions than a rollicking spree, and produces, in passing, a style show second only to a Manhattan Easter parade.

There will be two big Derby crowds on Saturday. There will be the crowd at the Downs, whose roar you'll hear through the microphone like the surf of seven seas assailing a single cliff, and there will be the crowd that is nameless and shapeless, scattered all over America and all America's outposts, in groups of half a dozen, in knots of twos and threes, with fear and hope and joy constricting their breathing as they hear the cry: "They're off!"

During the two brief minutes of the

race there will be a greater unity of consciousness and feeling throughout the land than during any other time of the year. There will be more people thinking about the same thing. There will be more heartbeats. There will be more silence. There will, in short, be a nation-wide focusing of attention upon a single object. That's what the Derby will do. That's what the thunder of hoofbeats and the roar of a crowd and the memory of champions and the wild thrill of conflict will do. That will be Derby Day.

**I**N 1875, the year of the first Derby, a gallant little red horse named Aristides galloped over the mile-and-a-half course (in 1896 it was shortened to a mile and a quarter) in two minutes, thirty-seven and three-fourths seconds, and won a purse of \$2,850. Last year War Admiral captured a

purse of \$52,050. This year—well, nobody knows. Not even the racing experts, for, as usual in such matters, opinions are almost as numerous as the experts, and there are those who say one horse will win and those who say another—which is as it should be, for no man really knows.

Stagehand, trained by the great Earl Sande and winner of the Santa Anita Handicap and Derby, has been a winter-book favorite. But that's a simple statement of fact—not a prophecy. In this business prophets are entirely without honor. Who the winner will be nobody knows. It may be a favorite, and it may be an unknown colt who will gallop out of obscurity to join the host of previous Derby winners—the company of Flying Ebony, and Whiskery, and Reigh Count, and Gallant Fox, and Burgoo King, and Cavalcade, and Bold Venture, and War Admiral, and the amazing Twenty Grand, who streaked over the course in 1931 to set a record of 2:01 4-5 for the distance—a record which still stands. That's part of the thrill of the race.

The Derby broadcast this year will be an exclusive CBS feature. It will be Husing's seventh, and as he perches atop the clubhouse above the great

(Continued on Page 15)

Below: America's greatest racing event, the Derby, attracts fans from everywhere, last year lured 65,000

—Acme



# HIGHLIGHTS OF THIS WEEK'S PROGRAMS



Mrs. Franklin Delano Roosevelt will be heard on the airwaves Monday afternoon. The Child Health Day program, which is to be broadcast at 3:45 p.m. EDT on CBS, will present the First Lady as guest speaker



President Roosevelt will address the annual conference of the American Red Cross in San Francisco Monday at 2:30 p.m. EDT, via the NBC-Blue & CBS networks. Angelo J. Rossi, mayor of San Francisco, will also speak



—Maxwell Frederic Coplan  
George J. Hecht will speak on a Better Parenthood Week program on CBS, Wed., 7:15 p.m. EDT



—Ray Lee Jackson  
Rachel Carlay's singing of Carmen Lombardo's new song, "I Love You With All My Heart," will be a highlight of the "Manhattan Merry-Go-Round" broadcast that will be aired over the NBC-Red network Sunday, 9 p.m. EDT



Henry Weber will broadcast the opera "Martha" Monday at 10:30 p.m. EDT on the Mutual net



Grace Moore sings on the Chesterfield Hour Wednesday

SUNDAY, MAY 1  
at 12:30 p.m. EDT on NBC-B.

The Radio City Music Hall  
of the Air

Erno Rapee, conductor  
Viola Philo, soprano

(National Music Week Program)

Dances from Galanta (Kodaly)  
Last Two Movements from "Firebird  
Suite" (Stravinsky)  
The Orchestra

Two Songs (Sibelius)  
Viola Philo

Pohjola's Daughter (Sibelius)  
Suite from "The Bolt" (Shostakovich)  
The Orchestra

"DANCES of Galanta" derives its name from a small Hungarian town where Zoltan Kodaly spent seven years of his childhood and often heard a famous gypsy band in dance tunes of the countryside, some of which are in the present examples, ardent and sentimental.

Sibelius' work found its origin in the "Kalevala," the great mythological folk-epic of Finland, and treats an episode concerning a maid from Pohjola, "gloomy realm" and "home of somber songs." She sits on a rainbow, weaves glittering fabrics, and like her Chinese counterpart, Turandot, propounds unsolvable riddles to suitors. One of the latter seems to be portrayed in the agitated passages just before the quiet end of the composition.

Shostakovich's ballet excerpt is modern tonal tomfoolery, cleverly orchestrated.

SUNDAY, MAY 1  
at 3 p.m. EDT on CBS

The New York Philharmonic  
Orchestra

John Barbirolli, conductor  
Marjorie Lawrence, soprano  
Charles Kullmann, tenor

An All-Wagner Program

(National Music Week Program)

Overture to "The Flying Dutchman"  
The Orchestra

Scene 3, Act I, "Die Walkuere"  
Marjorie Lawrence, Charles Kullmann

Excerpts from "Goetterdaemmerung"  
including "Immolation Scene" sung by  
Marjorie Lawrence

WAGNER rules king—not only of the opera house but also of the concert hall. He was right when he alluded to his compositions as "music of the future."

While mysticism features "The Flying Dutchman," human passion pervades "Die Walkuere." The scene voiced by the two young artists of the

# The March of Music

Edited by Leonard Lieblich

"... An ampler Ether, a diviner Air..."—Wordsworth

AS A build-up for music at the coming World's Fair in New York, the May Day Festival (on NBC-Blue at 4:30 p.m. EDT and NBC-Blue and CBS at 8 p.m. EDT) in that city gives an idea of the seriousness with which their duties are regarded by those in charge of the expository music. From what I have heard whispered loudly, the musical part of the Fair is to be the "biggest and best" ever offered on a similar occasion. In fact, the director-in-chief says that if all the applications for solo, orchestral and operatic performances were accepted, the exhibits would have to be thrown out, and all the buildings turned over to the tonalists.

Who will write the typical composition for the Fair? The thought is well in order, for at the Philadelphia Centennial Exposition of 1876 it came from the pen of Wagner in the form of his "Festival March"—and a sorry sort of work it was, too. America evened up matters later when we sent our John Philip Sousa to the Paris Exposition, and the March King had all the Europeans stepping to his strains.

It is certain that most of the major choruses and orchestras of America will perform at the New York Fair, and possibly a few may come from abroad. The Metropolitan Opera has not yet announced whether it is to take part, but I have my suspicions, especially as Lauritz Melchior confided to me the other day that he has been signed up for five appearances. "In what?" I asked. "Operatic music, of course," was the diplomatic answer.

Summer is drawing near, and with it will come enough radio music to keep us all dialing enthusiastically. Various cities continue their "Pop" series—indoors and outdoors, with Boston and Philadelphia representative in their respective fields. Toronto has its promenade concerts, Hollywood features its bowl, and Cincinnati offers opera at the local zoo, to the delight of the citizenry and the discomfiture of the menagerie. I shall never forget the performance I heard there a few years ago when, during the Nile scene in "Aida," we could distinctly hear the appropriate roar of the caged lions in the vicinity. With so much music imminent, lovers of the art rest content to have "Summer a-comin' in."

All of us probably have made up our minds that among the gentlemen of the baton there are high-voltage conductors and non-conductors.

Pianist Josef Lhevinne, a radio favorite and an amateur astronomer of ability, has given us something to reflect upon. He declares that at the end our earth will turn into a ball of ice and fall into the sun. Shall we get ready for furs or asbestos?



"Met" Stars Charles Kullmann and Marjorie Lawrence will be heard in an All-Wagner program with the New York Philharmonic Sunday



—Ray Lee Jackson  
Dr. Walter Damrosch conducts May Day Festival Sun.

Metropolitan begins where Siegmund and Sieglinde discover the fabled sword which leads him to his death. The first act winds up with the fragrantly lovely "Spring Song."

There is no more glorious conclusion of an opera than that of "Goetterdaemmerung" (Twilight of the Gods) when the noble Bruennhilde laments the tragic fate of her hero-lover, Siegfried, and rides his war horse into the funeral pyre to join him in death. The threnody sung by Bruennhilde builds the leading themes of the "Ring" cycle into a climax of overwhelming emotional effect.

By the way, when Miss Lawrence does the role at the Metropolitan, she mounts a real horse and rides him bareback into the simulated flames.

SUNDAY, MAY 1

at 8 p.m. EDT on NBC-B. & CBS

The New York Philharmonic  
Orchestra

The May Day Music Festival of  
the New York World's Fair  
Walter Damrosch, conductor

The Schola Cantorum of New York  
Hugh Ross, conductor

The Oratorio Society of New York  
Albert Stoessel, conductor

(National Music Week Program)

Three Chorals (Bach) arranged by  
Albert Stoessel

The Oratorio Society

Opening Chorus "Hora Novissima"  
(Parker)

The Schola Cantorum

Last Part Symphony No. 9  
(Beethoven)

Orchestra, Schola Cantorum, Oratorio  
Society, Walter Damrosch conducting

ALTHOUGH he wrote much in various forms, the late Horatio Parker's oratorio "Hora Novissima" seems to be his only generally known composition. Forty-five years old, it nevertheless retains its melodic freshness and fervent sincerity. "Mona," by Parker, which won the \$10,000 prize offered by the Metropolitan for the best American opera, has been buried in the dustbin of time.

Exultation and exaltation ring from the mighty pages of Beethoven, in which his chorus chants of universal love and the brotherhood of man. Were he alive today, he would be disconcerted to see how far humanity is from realizing the dream that moved his soul after the wars of Napoleon.

The words of the chorus in the last movement of the Ninth Symphony are from Schiller's "Hymn to Joy." Beethoven's feeling carried him away to such an extent that he wrote regardless of the singers.

SUNDAY, MAY 1  
at 9 p.m. EDT on CBS

The Ford Sunday Evening Hour

Fritz Reiner, conductor  
Efrem Zimbalist, violinist

Overture to "Donna Diana"  
(Reznicek)  
The Orchestra

Fantasy on "Le Coq d'Or"  
(Rimsky-Korsakoff)  
Efrem Zimbalist

Russian Sailors' Dance from  
"The Red Poppy" (Gliere)

Pavane pour une Infante Defunte  
(Ravel)

Pavane from "Swing Symphony" No. 2  
(Gould)

The Orchestra

Orientele (Cui)

Moto Perpetuo (Novacek)  
Efrem Zimbalist

Overture to "Jubilee" (Weber)  
The Orchestra

IN HIS comic opera, Emil Reznicek, Austrian composer, wrote both the music and libretto. "Donna Diana," premiered at Prague in 1894, had wide vogue in Central Europe, but only the overture seems to survive now.

Morton Gould, young American, writes in the lighter vein of our land, and has some lilting tunes and stirring rhythms to his credit. The pavane of this program is part of an endeavor to link Broadway and Belgravia musically, to raise "swing" to symphonic eminence. (Loud cheers from Benny Goodman!)

About Ravel's "Pavane for a dead Infanta," nobody knows whether he meant a royal Infanta of Spain; a Victor Hugo character in point lace and cloth of gold, lying on a bier of state; or a girl portrayed by Velasquez, familiar to the Paris Louvre; or whether she was, as Ravel himself hinted, "any child."

SATURDAY, MAY 7  
at 9 p.m. EDT on NBC-R.

The NBC Symphony Orchestra

Pierre Monteux, conductor  
John Powell, pianist-composer

(National Music Week Program)

Symphony in B Flat (Chausson)  
The Orchestra

Negro Rhapsody for Piano and  
Orchestra (Powell)  
John Powell

Poem (Davis)

Crazy House Suite (Jon Cowley)  
Sierra Morena (Whithorne)  
The Orchestra

AN ALMOST all-American list is Monteux' contribution to National Music Week, with two brand-new items brought from San Francisco, where he is the regular conductor of the Symphony Orchestra. The novelities, unknown to me and about which no information could be obtained at this moment, are the pieces by Davis and Cowley, names not yet nationally familiar.

John Powell is an established figure in American music, being known not only for his compositions but also for his collections of our native folk-songs. He gives an illuminative pianistic performance of the humor and sentiment in his "Negro Rhapsody."

Emerson Whithorne's "New York Days and Nights" suite and his symphonies have been played by all our major orchestras.

His "Sierra Morena" is new in the radio repertoire and has not crossed my hearing.



Left: Pierre Monteux will conduct the NBC Symphony Orchestra Saturday. Right: Violinist Efrem Zimbalist guests with the Ford Hour Sunday

## Should National Music Week Feature Our National Music? Critic Weighs Question

I AM asking the question contained in the headline of this article, because I sincerely would like to know the answer.

I am uncertain as to what exactly constitutes our national American music. Is it the aboriginal Indian tunes, is it Negro spirituals, hillbilly examples, cowboy songs, or jazz? Must it be written by Americans? And if so, just what is an American? Must his ancestry date back to a certain period on this soil? Must he be born here, or merely naturalized?

The Indians had no harmony, but accompanied their vocal chants solely with rhythm. Whatever has come into our standard music in the way of Indian material underwent harmonic treatment of European derivation. The source of American Negro music is problematical, researchers tracing it to influences part African, part European. An amusing aspect presented itself just recently when Delius' (English composer) "Appalachia" was performed by the Philharmonic at one of its Sunday radio broadcasts. The story told by the composer was that he picked up his main theme while he lived in Florida, where his colored plantation workers chanted for him and called it an old slave song. The melody is startlingly like the beginning of the famous quartet in "Rigoletto," and as that work was in the regular repertoire of the New Orleans Opera as early as 1860 or soon thereafter, it is likely that the catchy air became popular all through the South and was adopted and adapted by the Negroes. Delius did not go to Florida until 1883.

Then there comes the matter of Americanism. Our first native-born composer of importance was Francis Hopkinson (signer of the Declaration of Independence and friend of George Washington), who published his first song in 1788. All the Hopkinson music derives from Purcell, Bull and other antique Englishmen. The first opera written in America—don't laugh—was written by an English composer, and the title was "The Archers of Switzerland." New York had the premiere in 1796. In the same year, nine months later, the second opera born in America, "Edwin and Angelina," had its first New York hearing. The composer was Pellesier, a Frenchman. But why should those happenings be remarkable when it is remembered the music of our national anthem is that of an old English drinking-song?

In 1620 the Pilgrims landed on these

shores with a cargo of hopes and hymns, and the latter became the chief musical recreation of the Colonies. It was nearly two hundred years later before wicked concerts and operas began to attract the impious, the music being, of course, all imported. One hundred years subsequently, the European tincture still flavored our music. In fact, following the political unrest of 1848 across the seas, the vast numbers of immigrants that came here brought us their own musical culture, which we were quick to make our own. Talented young American musicians felt that their musical salvation could be achieved only through study abroad, and it was not until the twentieth century that our common sense succeeded in exploding the myth.

The first American opera written by a native American made its emergence in 1845 (Fry's "Leonora"); first real American opera (although purists do not call it such) was Gershwin's "Porgy and Bess" a few years ago.

And that brings us to the subject of jazz, about which I shall let my readers form their own conclusions. It has divided our musical circles into three schools of thought: one looking upon it with horror, the second fearing its influence upon art-music, and the third adoring it. Serious composers (even of Europe) have experimented in every form with the exotic stuff. It has swept the world, and by many in this country and abroad is considered the typical American expression in tone. Gershwin's "Rhapsody in Blue" continues to thrill, or, as the lamented George might have said, to "wow." It now remains for one of our talented, strictly symphonic composers to create a work to rival the "Rhapsody" in originality and raciness. The joke of the whole matter is that Gershwin's parentage was Russian, as is Irving Berlin's; and that Jerome Kern's is German. Another accepted "American" composer, Victor Herbert, was born in Dublin and educated musically in Germany! The real American composer, and best-beloved, was Stephen Foster.

I ask again, Should National Music Week feature our national music; and what is our national music?

Today there are many excellent serious American composers—never mind how American their works are—and some of them will be heard at the NBC Symphony concert (Saturday, May 7, at 9 p.m. EDT on NBC-Red) in its first program devoted nearly altogether to our own creators.

## Also Recommended

For Stations, See Our Program Pages

### Sunday, May 1

Dr. Charles Courboin, organist, 12 noon, EDT, MBS: Evening Star (Wagner), Marche Heroique (Saint Saens), Handel Overture, etc.

The Magic Key, 2 p.m. EDT, NBC-B: Symphony Orchestra, soloists.

### Monday, May 2

Handel Series, 5 p.m. EDT, CBS. Bernard Herrmann and the Columbia String Orchestra: Concerto Grosso No. 8 (Handel), Tempest Suite (Matthew-Locke).

Voice of Firestone, 8:30 p.m. EDT, (7:30 p.m. PST for West), NBC-R: Augmented symphony orchestra, Alfred Wallenstein, conductor; Richard Crooks, tenor.

### Tuesday, May 3

NBC Music Guild, 2:30 p.m. EDT, NBC-B.

### Wednesday, May 4

Boston "Pop" Concert, 9:30 p.m. EDT, NBC-B: Arthur Fiedler, conductor. Marche Joyeuse (Chabrier), Dances of Galanta (Kodaly), "Delirien" Waltzes (Josef Strauss), 1812 Overture (Tchaikowsky).

### Thursday, May 5

Sinfonietta, 8 p.m. EDT, MBS: Conducted by Alfred Wallenstein; Symphony (Gossec), Dance No. 7 (Glinka), Froehlicheswander (Kaun).

Essays in Music, 10 p.m. EDT, CBS: Conducted by Victor Bay; subject, "May"; Mainacht (Brahms), May Day Carol (Taylor), May Night (Palmgren), etc.

### Friday, May 6

Invitation to the Waltz, 11:15 p.m. EDT, MBS.

## Books

Composers in America, by Claire Reis (Macmillan's, New York, \$3.50).

A volume concerning living American composers (and brought up to the early part of 1938), with short biographies and lists of their works. The book is altogether factual and of value as a quick source of reference.

Opera Front and Back, by Howard Taubmann (Scribner's, New York, \$3.75). Everyone is interested in backstage doings at the Metropolitan, and this volume by a New York music critic recounts many of them in typical and humorous fashion. Opera and its production are covered thoroughly. Several chapter headings, chosen at random, give an idea of the book's contents: "Preparing a Season," "Preparing a Performance," "Artists and Prima Donnas," etc.

## Records

On the Air This Week

Immolation Scene from "Goetterdaemmerung" (Wagner). The best recording of this stirring scene, sung by Frieda Leider with the Berlin State Opera Orchestra. GD-2025-26, \$5.

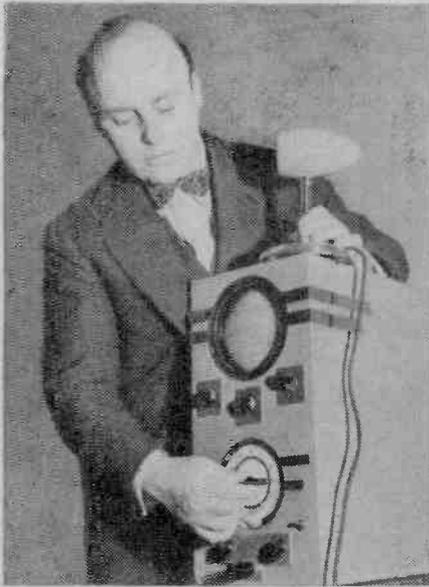
Pavane pour une Infante Defunte (Ravel). Original piano version played by Myra Hess. C-4082, \$1. Orchestral version, Colonne Orchestra of Paris. CG-7785D, \$1.50.

Symphony No. 9 (Beethoven). New recording by Felix Weingartner and the Vienna Philharmonic with the Vienna Opera House Chorus. CM-227 (Slb), \$12.

## ANDRE KOSTELANETZ USES "VOICE MIRROR" TO GET UNUSUAL EFFECTS



Andre Kostelanetz, right, illustrates the "Voice Mirror," which takes words and music through a mike and faithfully repeats them so artists can know how they sound



The resonoscope tests pitch, can also be used with great accuracy for tuning all kinds of musical instruments



The instrument known as the high-speed-level recorder indicates a person's temperament in speech. Tempo and intensity changes in various musical interpretations

## MEREDITH WILLSON MAKES A HOBBY OF COLLECTING BATONS



Collecting batons and figurines is the hobby of Meredith Willson, musical director of NBC's "Good News of 1938." The figure above is "Hi-De-Ho," the gift of an admirer



Willson's batons are made of soft pine and taper to a point. Says he: "Batons should be seen and not felt"

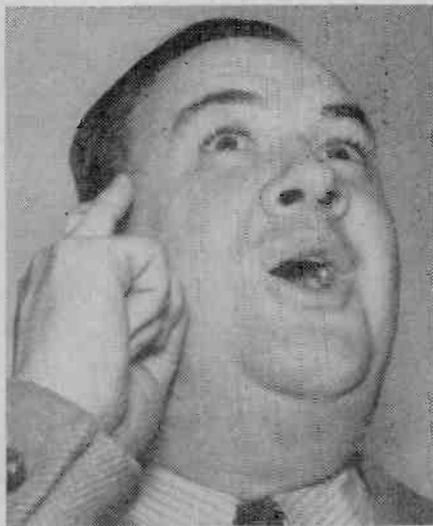


Emily, 5-year-old educated cat that has never been out of the Willson apartment, has never seen a bird or another cat, sniffs at a baton with a real turkey-leg base

## DON WILSON IS OWNER OF RADIO'S MOST FAMOUS BELLY-LAUGH



Jolly Announcer Don Wilson of the Benny show may rightfully claim all rights to belly-laugh honors



Don is on the verge of giving way to his impulse as his countenance tunes up and he toys with an idea



As idea forms, Don prepares to let loose fireworks, for with him big laughs from little smiles do grow



The famed Wilson mirthquake is on as he quivers—just like a big dish of Jell-O—from tiptoe to top hair

—Gene Lester



—Wide World  
Harry W. Chase, chancellor of New York U., addresses college students Tues., 10:30 p.m. on NBC

## NBC Launches "Adventures in Reading"

Mondays, 2-2:30 p.m. NBC-Blue

Adventure is the order of the day, and nothing radio has offered to date beats the adventurous listening-for-fun that progressive program-creators are concocting for our summer listening enjoyment.

NBC's latest contribution, "Adventures in Reading," is aimed primarily at school listeners, but as usual with radio's mental stimulators, the program appeal is too big for the artificial quarantine of age-levels. It offers solid enjoyment to adult and adolescent alike.

This new educational feature emphasizes the fun of finding worth-while books—an inexhaustible source of adventure. Voiced by youthful Helen Walpole, Alabama's gift to New York's stage and studio and an authoress in her own right, the program is built around reading-lists compiled by the National Council of Teachers of English. Dramatic sequences highlight interesting aspects of the life of author or other subject chosen.

For Monday the listening adventure centers on Admiral Richard E. Byrd.

## Education Is Theme of Forum on Democracy

Sunday, 12:30-1 p.m. MBS.

Impassionate, sound, is Ohio State University's contribution to radio's current studies of America's shifting social order.

The current series, entitled "Democracy in Transition," comes to Mutual network listeners as a solid distillate of student and faculty judgment on problems which gum the mechanisms of democracy.

Prof. Gordon Hullfish of the O. S. U. faculty leads this week's forum, and thoughtful listeners will glean interesting assets for their own thinking on education—its manifold purpose and possibilities in a *democracy in transition*.

## Chinese Ambassador Salutes U. S. Athletics

Sunday, 4-4:20 p.m. NBC-Red.

Representing some two hundred and twenty million Chinese youth, Ambassador Dr. C. T. Wang addresses the closing session of the Y. M. C. A. Physical Education Congress in Detroit, Sunday afternoon.

The doctor-diplomat will discuss the social portent of physical education for individual and national progress.

# Listening to Learn

## RECOMMENDED PROGRAMS

Times given are EDT. For EST and CDT subtract 1 hour; CST, 2 hours; MST, 3 hours; PST, 4 hours. Recommendations based on cultural values.

### DRAMA

Sunday, May 1

**Their Greatest Stories.** 5:30-6 p.m., MBS. "Duel by Candlelight." The Radio Project of the Federal Theatre presents Andreas Latzko's brilliantly-wrought story of personalities in conflict.

Friday, May 6

**Radio Guild.** 3-4 p.m., NBC-Blue. Famous plays adapted for radio.

Saturday, May 7

**Great Plays.** 5-6 p.m., NBC-Red. Final program.

**Columbia Workshop.** 7:30-8 p.m., CBS. Radio's ranking proving-ground for new techniques. Presents works especially written for radio.

### GOVERNMENT

Sunday, May 1

**America Abroad.** 11:30-11:45 a.m., NBC-Red. U. S. "Trade Agreements Policy" discussed by Pattie Field, ex-vice consul to Netherlands. Human-interest series on our diplomats and their work in foreign lands.

Tuesday, May 3

**Current Questions Before the House.** 4:45-5 p.m., CBS. From Capitol Hill, members of the lower house report last-minute trends in legislative activity. On Thursday, at the same, Senators discuss questions in debate on the senior floor of Congress.

### HISTORY

Sunday, May 1

**Empires of the Moon.** 1:30-2 p.m., NBC-Blue. Dramatic incidents of *unwritten history* sketched as background for the famous events that fate favored.

Monday, May 2

**Brave New World.** 10:30-11 p.m., CBS. Final program in series. "Merchants of Light," the good neighbor policies in action. Dramatic story of cultural exchange between the Americas.

Wednesday, May 4

**Cavalcade of America.** 8-8:30 p.m., CBS. (8 p.m. PST for West.) "Songs of the Mississippi"—a musical record of the picturesque legends and traditions of the *Father of Waters*.

### INSPIRATION

Sunday, May 1

**Highlights of the Bible.** 10-10:30 a.m., NBC-Red. "Why We Don't Read the Bible," sermon, Dr. Frederick K. Stamm. Music by Radio Choristers.

**Church of the Air.** 10-10:30 a.m., CBS. Rev. Howell D. Davies, Chicago. Afternoon: 1-1:30 p.m., the Rev. Ernest C. Wilson, Los Angeles.

**National Vespers.** 4-4:30 p.m., NBC-Blue. Rev. Harry E. Fosdick, New York, "Things That Money Cannot Buy," sermon.

**The Catholic Hour.** 6-6:30 p.m., NBC-Red. Rev. Felix Kirsch, O. M. Cap., speaks "In Defense of Chastity."

Saturday, May 7

**Message of Israel.** 7-7:30 p.m., NBC-

Blue. Talk and music. Rabbi Jacob Kohn.

### MUSIC

Sunday, May 1

**NBC Home Symphony.** 12-12:30 p.m., NBC-Red. Ernest LaPrade directs NBC Symphony. Selections: Blue Danube Waltzes, Strauss; Air de Ballet, from *Alceste*, Gluck; Concertino in C for Piano and Orchestra, Mozart-James.

Saturday, May 7

**Chasins at the Piano** 12-12:30 p.m., NBC-Red. Brilliant composer-pianist interprets the music masters. Instructive, informal.

NOTE: See the "March of Music" on preceding pages for additional recommended programs.

### PEOPLE—THOUGHT—COMMENT

Sunday, May 1

**Europe Calling.** 1:30-1:45 p.m., CBS. American commentators edit latest developments in foreign capitals.

Monday, May 2

**Mrs. Roosevelt.** 3:45-4 p.m., CBS. An item for mothers on National Child Health Day.

Tuesday, May 3

**William Allen White** 10:45-11 p.m., CBS. Salutes 50th anniversary of Riis House, famous New York settlement. Brief challenge to enlightened social service, entitled "Festus, I Plunge."

Friday, May 6

**American Viewpoints.** 10:45-11 p.m., CBS. Authorities in American political and economic life discuss key problems confronting the nation.

### PERSONAL—SOCIAL PROBLEMS

Tuesday, May 3

**Highways to Health.** 4-4:15 p.m., CBS. Dr. G. Randolph Manning, "What Price Digestion?"

Wednesday, May 4

**Your Health.** 2-2:30 p.m., NBC-Red. "Healthier Mothers"—a pre-Mother's Day dramatization by the American Medical Association.

Friday, May 6

**World Economic Cooperation.** 4:45-5 p.m., CBS. President Wilkins, Oberlin College, leads discussion of problems pertinent to economic and political world peace.

### SCIENTIFIC DEVELOPMENTS

Monday, May 2

**New Horizons.** 5:45-6 p.m., CBS. American Museum of Natural History unveils new facts about nature at work—sometimes *at play*.

Wednesday, May 4

**Science on the March.** 7:45-8 p.m., NBC-Blue. Dr. Earl McKinley, biologist, reveals truths about "The Vitamins."

Thursday, May 5

**Adventures in Science.** 4-4:15 p.m., CBS. Watson Davis interviews Dr. P. L. Ricker of U. S. Dept. of Agriculture, on "Taming the Wild Flowers."



—Wide World  
John H. Fahey reviews national drive to better homes and boost building, Friday, 11 a.m. CBS

## "Americans at Work" Is New Epic of Society

Thursdays, 10:30-11 p.m. CBS

Columbia's Adult Education Board cracks the ether with a stirring presentation of the men, the women and the motives behind the American social order. "Americans at Work," presented each Thursday evening, tells a thrilling story of the mainsprings of society—the men with hand on shovel, switch and throttle, on drawing-board, chart and scythe—who have made and are making the nation.

Narrative, drama and on-the-spot interviews with Americans at work weld historic fact and immediate event into an enthralling program, alive with entertainment and brilliantly aware, in both concept and production, of the human factor in the current pattern of social progress.

In this week's chapter Columbia highballs the exciting saga of the railroad engineer—the story of the craft and the men with whom "on time" is a fetish, in whose veins steam and oil and juice blend a loyalty to "the road" as essential to their daily lives as the hot coffee at the end of the run, and to whom the gleam of silver rails is a way of life.

## Junior Red Cross in International Round-Up

Wednesday, 6-6:30 p.m. NBC-Red

From its convention headquarters in San Francisco, executive members of the Junior American Red Cross salute the past year's accomplishments of sixteen million fellow members throughout the world Wednesday.

The program, christened "Calling All Countries," will be heard over the NBC-Red network and abroad via short wave and rebroadcast.

Interesting features of the program: From Washington, D. C., greetings to the San Francisco conveners and the international radio conclave from John W. Studebaker, one of the founders of the organization and U. S. Commissioner of Education. From New York, musical interludes by the orchestra and chorus of the Federal Educational Radio Project, and a dramatized recital of typical Junior Red Cross activities.

Addressed primarily to student contemporaries around the globe, the program will bring adult listeners an interesting peek behind the scenes of youth's most practical contribution to the cause of world amity—a report on international cooperation that is really functioning.

**C**HARLIE McCARTHY may soon sing "Today I Am a Man." Reason, the carpenter shop at Universal Studios, where Charlie and his employer, Edgar Bergen, are currently making the motion picture "Letter of Introduction," has been ordered to provide the irrepressible dummy with a complete set of articulated legs and arms. Feeling that a mobile McCarthy would add to his screen box-office draw, Universal's bosses sold Ventriloquist Bergen on the improvement program, and Charlie was all for it. "Yes, yes," McCarthy told your correspondent, "now I'll be able to go places—and I sure hope they model my legs after Marlene's."

Easter was gift-time for the big-namers. Jack Benny handed Mary Livingstone a star-sapphire bracelet; Mary presented Jack with a jeweled pin; Daughter Joan was the richer by two live bunnies and a party. At the Lamour-Kay manse, Herbie handed Dorothy the keys to a smart convertible coupe, and he in turn received a membership in a snooty beach club. Dorothy also was surprised by a diamond-and-ruby finger-ring to mark their third anniversary.

**Rom-Antics:** After his Easter broadcast, Tyrone Power took his bicycle to Yucca Loma for a rest—and don't believe what Walter Winchell and the 20th Century-Fox studio chiefs would have you believe about a new gal in the young actor's life, for the Power-Janet Gaynor affair still sizzles . . . As first heralded here, the Claire Trevor-Radio Producer Clarke Andrews romance budded into an engagement ring April 13 and a wedding planned for late summer . . . Betty Harrison, dead ringer for Janet Gaynor, is being squired by the recently freed Clarence Stroud, while you can tab it that the Gloria Brewster and Claude Stroud hook-up is either a secret marriage—or will be soon . . . Jimmy Grier, Crooner Dick Webster sang his "I do" to Lucy Ann MacLean, non-professional, April 16, and set sail for Honolulu. He'll rejoin the band in New Orleans . . . The hand-holding of Radactress Margaret McKay and Commercial Artist Ernest Vanda, brother of Charlie, the CBS Coast program chief, is noticeable.

But pay no attention to that suddenly conjured romance between a Hollywood prima donna and a ditto tenor. It was just wise . . . And tab off that dog, "Pisano," which the Hollywood CBS studio glorifiers would have you believe exists—and he was such a cute pooch.

Al "Sonny Boy" Jolson, recently raked over the front pages for allegedly sponsoring certain racial discriminatory codes for his mayoralty of Encino, really was unjustly crucified. According to the papers, the yellow and Negro races were being excluded. Actually, no races were named by the proposed zoning resolution—nor did Al present or sponsor the same. As a matter of fact, the petition in question was fostered by an Encino property owner, a Mrs. C. Herring, who asked that established deed restrictions covering livestock be enforced by the city of Los Angeles instead of at the expense of adjoining property owners . . . or, specifically, that Mr. Jack West (Mae's brother) keep his darn horses outside the city—or at least far enough away that they wouldn't whinny in Mrs. Herring's petunia garden.

Looks like a two-month vacation during July and August for Lum and Abner, who on April 26 celebrated their seventh radio anniversary. Lum is looking over European travel folders—and Abner is selecting a good maternity hospital.

Robert Taylor is a nice gent—but has funny ideas. I mean this: He was so sore at being called "beautiful" and wanted to build up his manliness, yet he's the hardest fellow in the world to get to pose for pictures on his ranch,



This is a sample of the homecoming Jack Benny experienced when he returned to Hollywood after his recent trip to New York. So glad to see him back were (left to right): Eddie (Rochester) Anderson, Sam (Schlepperman) Hearn, Don Wilson, Guest George Jessel, Mary Livingstone, Jack, Andy Devine, Blanche Stewart, Kenny Baker.

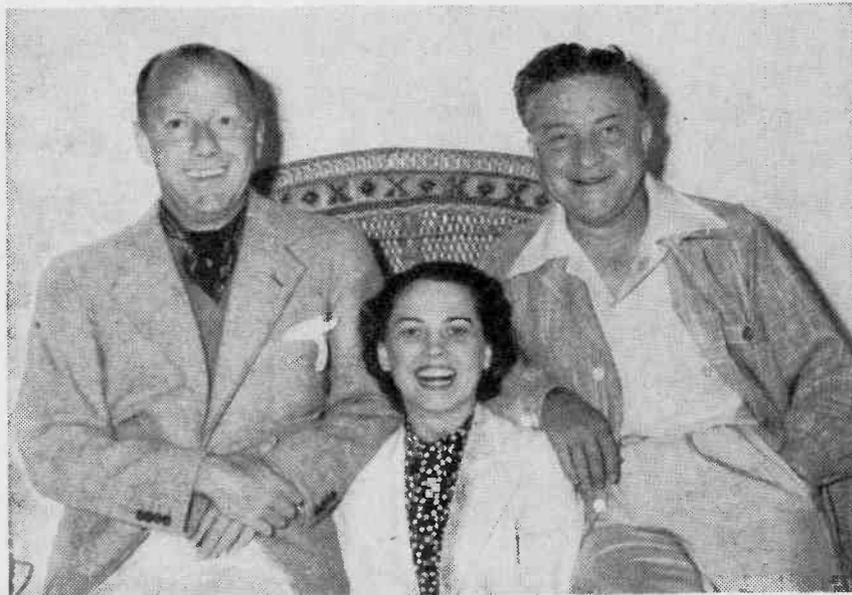
## HOLLYWOOD SHOWDOWN

BY EVANS PLUMMER

where he really plows and does hired-hand work. So—unless Bob changes his mind, you'll just have to keep on believing those "beautiful" yarns . . . The other night a Hollywood theater staged a revival screening of "The Sheik," Valentino's famous silent picture. Taylor heard about it; had never witnessed the epic and wanted to, but missed the one-time showing. Obligingly, the theater manager rescheduled the film and especially invited Taylor.

He didn't attend—but everyone else, thinking Bob would be there, jammed the house!

Fannie Brice, whose Baby Snooks role requires her to restrain her voice and take special breathing exercises, claims she has a bigger mouth than that of Martha Raye . . . and now they tell me Martha's head is swelling so much she's having difficulty hearing her own private telephone ring!



This is one of the few pictures ever published of Madaline Lee, who plays the role of Genevieve Blue, dumb secretary to Andrew H. Brown, in sketches of Amos (Freeman Gosden), left, 'n' Andy (Charles Correll)

Kraft's Bing Crosby, who once was in the choir of St. Aloysius Church in Spokane, Washington, will sing a sacred concert once again when he dedicates the \$1,600 organ which he recently donated to his parish church of St. Charles, in North Hollywood . . . While Father Bob Burns, on the gift-receiving line for Barbara Ann, reports the arrival to date from tuners-in of something like 130 baby caps, over two hundred pairs of assorted booties, a smoked razorback ham from "Crip" Hall, Arkansas Secretary of State, 170 pairs of baby socks and over 300 other items of infants' wear, largely dominated by diapers, at the same time many destitute listeners have written letters asking for any extra apparel that Barbara Ann cannot use.

George Burns and Gracie Allen, it develops, will receive \$12,000 weekly next October when they take over radio's Big Four of salaries . . . Which reminds that any jitters that new B. & A. bandsman, Jan Garber, may have displayed on his second airing is explained by the attendance, smack-dab in front-row, at the broadcast, of his seven-year-old daughter Janice, who never took her eyes away from him.

Tag Lines: Jello-O's best friend, Don Wilson, has finally found a saddle-horse big enough for him to ride—and he's named it, unappropriately, "Speck" . . . San Francisco friends lost a case of champagne to Batoneer Henry King recently when the musician, who opened April 19 at the Beverly Wilshire, became proud father—as he had wagered—of a baby girl . . . The Columbia Broadcasting System now has a flag. It flies over the new Columbia Square in Hollywood . . . Skinnay (ex-Hal Kemp) Ennis' band opened April 14 at the Victor Hugo cafe with MBS pick-up. Honorary vocalists on opening night of the smooth new organization were Virginia Verrill and Warren Hull. Maxine Grey, as soon as she has recovered from her recent accident, will join Skinnay . . . Maxine Sullivan, the dusky "Loch Lomond" swingstress and argument-starter, packed the great into Phil Selznick's Club on the Sunset Strip when she opened there recently. CBS has awarded Maxine two evening programs each week . . . Smith Ballew, back in Hollywood from a personal-appearance circuit, will be making another picture soon.



On a recent spring evening at the Chez Firehouse, the mad midnight club of the American Music Hall on East 55th Street, New York, were found Mr. Hubert Pryor Rudy Vallee, Miss Dorothy Crooker, pretty brunet showgirl of the Great White Way, and Mr. W. H. Vallee, father of Mr. Hubert Pryor Rudy Vallee. A good time was had by all

—Fitzsimmons

I'M SURE that many of you, at some time or another, have enjoyed a movie or a play so much that you went back to see it a second time. Or you may have read a book that proved so interesting you went through its pages all over again. I know I have, and that's the way I feel about good radio programs. I have just listened to Deanna Durbin and Herbert Marshall on the Lux Radio Theater in "Mad About Music," and it was so thoroughly enjoyable I've been wishing that I could sit through another performance. Deanna's acting and singing were superb, and Herbert Marshall, as Deanna's adopted father, was grand. I'm wondering if there are other listeners like myself who would like to hear this excellent program repeated. If so, let me know and I'll pass all requests on to the sponsor. In union there is strength, you know.

After her broadcasts in June, Kate Smith will leave the air for thirteen weeks. She will spend most of her time during the hot-weather months at Lake Placid. The "Songbird of the South" has already been signed to return in the fall, but I'm sorry to state that her sponsors did not see fit to change the day and time of her broadcast. From letters received, I know there are many listeners who deplore the fact that her program competes with Rudy Vallee's. They would like to hear both programs, but can't. So the audience is divided, whereas, if the programs were heard at different times, both could have a few million more listeners. Some listeners have even mentioned the fact that during the advertising commercials they turn the dial to hear what's on the other program at the moment.

Several weeks ago, you read the following sentence in this department, "I wonder by what magic some unfunny comedians get on the air." This reference was made to Lou Holtz after his first program. Well, after struggling to be funny for six weeks, Mr. Holtz is no longer part of the Monday night show which features the music of Richard Himber and Ted Husing's sportscasts. I knew it couldn't last. Connie Boswell has been added as a permanent member, and no better choice could be made. Each week the program will introduce gueststars, and with this new set-up, it should make for better listening. Congratulations to sponsors for realizing a change was needed and for acting so promptly.

## AIRIALTO LOWDOWN

BY MARTIN LEWIS

Eddie Cantor has three down and four to go. At the end of his first radio series for the coffee sponsor, he used to sing "I Love to Spend Each Sunday With You." Then he sold toothpaste, and later gasoline, changing his song from Sunday to Wednesday. Now it's "I Love to Spend Each Monday With You"; and so do I, Eddie, because your programs seem to have taken on a new sparkle since you started selling Camel cigarettes. However, the loudspeaker

eavesdroppers would appreciate a little less playing up the studio audience or else knowing what all the laughter is about.

After his Wednesday night program recently, Kay Kyser stepped into a cab with two of the program's advertising executives and instructed the chauffeur to drive to the Pennsylvania Hotel. The trio settled back in their seats and started to discuss the program just



Ozzie Nelson, left, once an intercollegiate welterweight champ and All-American backfield ace, keeps fit by sparring in a gym with a member of his band. Nelson is heard on the Baker's Broadcast on NBC-B Sunday

completed. They noticed the cabbie lending an attentive ear to their conversation, and when they had to stop at the next red light, the driver turned around and, addressing Kay, said: "I know you're Kay Kyser because I recognize your voice. I just finished listening to your program and wouldn't miss it each week if I never got any customers." Yes, the cabbie did get an extra big tip.

Kyser, incidentally, is one of the best punsters (or should I say worst) around these heah parts. Anyway, this one in particular tickled my funny-bone. During a conversation in the studio, someone used the word "ain't." Another person in the crowd said to the speaker, "You ain't got no grammar." "But I have a grandpa," was the reply. After which came the Kwick Kyser kwip, "AppARENTly you have!" Oh, Professor!

You may have read elsewhere that Bob Hope would pinch-hit for Fred Allen during the summer months. It isn't definite yet. Hope is only one on a list of twenty being considered . . . "We, the People" winds up its season after the broadcast of May 12 and is expected to return in the fall . . . The Ford Sunday Evening Hour leaves the airplanes after the broadcast of June 5 . . . Rumor is that Andre Kostelanetz will leave his Wednesday night Chesterfield show to take a trip across the pond to join Lily Pons. No pun intended.

My sincere thanks to all of you who took the trouble to write letting me know whether or not you had ever received a phone call asking what program you were listening to. The response has been tremendous, interesting and amusing. For instance, a young lady from a small town in Ohio reports she is a chief operator on a rural exchange having one hundred subscribers. The survey people made the calls on April 1. When the usual question was asked, most of the people thought it was someone playing an April Fool joke and hung up immediately. Even on other days, people who were called that had not heard of the radio survey thought it was some friend trying to kid them and hung up. Several readers think it unfair to judge the popularity of programs via telephone surveys because there are millions who do not have telephones.

Quite a number of readers report that they received calls at a time they were listening to interesting dramas, so in order to avoid long-winded conversation they told the inquirer they were not listening to the radio at all. Others report they don't answer the phone when it rings if they are listening to a program such as "One Man's Family" or Lux Radio Theater. Then there's the young lady from Germantown who knows her radio from A to Z. She tells me that when she was called she told the caller what program she was listening to. The next question was, "Who is the sponsor?" to which she replied that it was a sustaining program. Believe it or not, it took her several minutes to explain to the survey-caller the meaning of a sustaining program. Space does not permit publishing excerpts from other interesting letters, but judging from the response the percentage of people that have never been called in the many years they have listened to radio wins by a wide margin. Therefore, I am inclined to agree with Eddie Cantor in discounting the value of the surveys.

Nadine Conner hopped a TWA sky-sleeper bound for Hollywood immediately following her broadcast Friday, April 15, and was back in New York for her next show. She went west to make a screen test for Warner Brothers' forthcoming picture, "Desert Song" . . . Yvonne King, a member of Horace Heidt's Brigadiers, will also be screen-tested in the very near future.

Is radio comedy on the way out? Read Airialto Lowdown next week for the answer.

**Log of Short-Wave Stations  
Whose Programs Are Listed**

(Megacycles or thousands of kilocycles shown)

CB1170, Chile	11.68	LRX, Argentina	9.66
CJRO, Canada	8.15	LSX	10.35
CJRX, Cuba	11.72	OLR3A, Czechoslovakia	9.55
COCD, "	6.13	OLR4A, "	11.84
COCH, "	9.43	OLR4B, "	11.76
COCO, "	6.01	OLR5A, "	15.23
COGQ, "	9.725	OLR5B, "	15.32
COGF, "	11.805	OZF, Denmark	9.62
CSW, Portugal	9.74	PCJ, Holland	9.59, 15.22
DJB, Germany	15.20	PHI, "	17.775
DJC, "	6.02	PRADO, Ecuador	6.62
DJD, "	11.77	FRF6, Brazil	9.50
DJE, "	15.11	RAN, U.S.S.R.	9.60
EAJ43, Canarias	10.37	RKI, "	7.84
EAB, Spain	9.49	RNE, "	12.00
EAAH, Spanish Morocco	14.05	RV15, "	4.273
FO8AA, Tahiti	7.11	RV59, "	6.00
GSA, England	6.05	SPD, Poland	11.53
GSB, "	9.51	SPW, "	13.64
GSC, "	9.58	TFJ, Iceland	12.23
GSD, "	11.75	TI4NRH, Costa Rica	9.698
GSE, "	15.14	TPA2, France	15.24
GSG, "	17.79	TPA3, "	11.88
GSH, "	21.47	TPA4, "	11.71
GSI, "	15.26	VE9DN, Canada	6.005
GSL, "	21.58	YVME, Australia	9.59
GSM, "	6.11	YV5RC, Venezuela	5.80
GSP, "	15.18	ZIK2, British Honduras	10.6
GSP, "	15.31	ZRH, S. Africa	9.623
HAT4, Hungary	9.12	ZRK, "	9.61
HBJ, Switzerland	14.535	ZMBJ, S.S. Awatea	8.84
HBL, "	9.34	ZM2, S.S. Kanimiba	6.01
HBO, "	11.402	ZRO3, Italy	9.635
HBP, "	7.80		
HC2RL, Ecuador	6.66		
HJ1ABP, Colombia	9.618		
HP5A, Panama	11.7		
HP5J, "	9.60		
HSPJ, Siam	9.51, 19.02		
IRF, Italy	9.93		
JDY, Kwantung	9.925		
JVI, Japan	9.585		
JVN, "	10.66		
JZJ, "	11.80		
JZK, "	15.16		
LRU, Argentina	15.29		

Short-wave programs of American stations are shown along with the regular listings beginning on page 25. These are indicated, for example, by (sw-11.87) in parentheses following a program listing. This means that on 11.87 megacycles the same program may also be heard over an American short-wave station. Please note that foreign stations do not always adhere precisely to their announced program schedules.

**News Broadcasts**

Daily—1:35 a.m., JZJ; 2:50, GSB, GSD, GSF, GSG, GSO; 8:45, JDY; 9:30, GSF, GSG, GSH, GSI, GSO; 9:55, JZJ; 12 noon, GSD, GSF, GSG, GSH; 1:20 p.m., GSB, GSD, GSG; 3:10, TPA3; 3:40, ZRO3; 5:15, GSB, GSD, GSF, GSO; 5:30, OLR3A; 5:45, EAJ43; 7, HP5A; 7:05, JZJ; 8, EAJ43, HP5J, RAN, RKI; 8:35, ZRO3, IRF; 8:40, GSB, GSC, GSD, GSP, EAR; 9, EAJ43; 9:15, DJB, DJD; 10:45, CJRO, CJRX; 11, TPA4; 11:30, DJB, DJD, GSB, GSC, GSD, GSI.

Daily Except Sundays—9:20 a.m., VK3LR.  
Mon., Tues., Thurs., Fri.—9:45 p.m., OLR4A or OLR4B.

**Sunday, May 1**

\*8 a.m.—Overseas hour (Eastern U. S.): JZJ  
\*8 a.m.—Program from Darien, Kwantung: JDY  
\*9 a.m.—Variety program from Germany: DJL  
\*9 a.m.—International church: COCQ  
\*9 a.m.—Overseas hour (South Seas): JZJ  
10:10 a.m.—Boston Promenade Orchestra: PHI  
11:45 a.m.—League of Nations: HBH (18.48)  
3 p.m.—Danish program: OZF  
3:10 p.m.—English news from France: TPA3  
4 p.m.—Chapel Organ: W2XAF (9.53) W2XAD (15.33)  
\*5 p.m.—Test broadcasts from St. Kitts: VP2LO (6.38)  
\*5:15 p.m. (ex. Sat. & Sun.)—News in Portuguese for Europe: W3XAL (17.78)  
5:35 p.m.—BBC Military band: GSO GSF GSD  
\*5:55 p.m.—Greetings to listeners: DJB DJD  
\*7 p.m.—Overseas program (Eastern North America): JZJ  
\*7 p.m.—Polish program (North America): SPW (13.635) SPD (11.535)  
\*7 p.m.—La Voz de Las Provincias: COCH  
\*7 p.m.—Cadena Crusselas network program: COCO  
\*8 p.m.—Brazil on the Air: PSH (10.22)  
\*8 p.m.—Soviet program: RAN RKI  
\*8:30 p.m.—English news from Italy: ZRO3 IRF  
\*8:40 p.m.—Loyalist news from Madrid: EAR (9.488) EAQ (9.855)  
\*8:40 p.m.—News from London: GSP GSD  
\*9 p.m.—Nationalist program for North America: Salamanca (10.37)  
\*9:15 p.m.—English news from Germany: DJB DJD  
\*9:30 p.m.—North American broadcast from France: Radio Mondial (11.885)  
\*9:30 p.m.—Spanish news bulletin from Daventry: GSB  
\*9:45 p.m.—Portuguese news bulletin from Daventry: GSB  
10 p.m.—Program dedicated to Costa Rica: TI4NRH  
\*10:30 p.m.—Oriental program from India: VUD2  
\*11 p.m.—English news from France: (11.71) (11.885)  
\*11:30 p.m.—English news from Germany: DJB DJO (11.795)  
\*12:45 a.m. (ex. Sat.)—Program from South Africa: ZRK ZRH  
\*1:30 a.m.—Overseas hour (Pacific Coast): JZJ  
\*2 a.m.—English DX period: XEUZ

Key to Symbols Used: \*Daily; †Week Days; ‡Monday, Wednesday, Friday; §Monday, Thursday; ††Monday, Tuesday, Thursday, Friday; †††Tuesday, Thursday, Saturday.

# On Short Waves

Edited by Chas. A. Morrison

President, International DX'ers Alliance

Times indicated on this page are for Eastern Daylight Saving Time. For EST and CDT subtract 1 hour; for CST, 2 hours; for MST, 3 hours; for PST, 4 hours

ON MAY 4, the "Voice of Costa Rica," TI4NRH (9.70 megs), celebrates its tenth anniversary as a short-wave station. Ten years ago, when short-wave experiments were being conducted in the United States, Holland and England, Amando Cespedes Marin, the "Marconi of Costa Rica," was establishing his little country in this field. The significant point to note here is that one man, not a large company with unlimited resources at its disposal, was keeping abreast with the pioneer work of internationally known organizations. A radio wizard indeed—in the then almost unknown city of Heredia.

An amusing incident concerning the power of TI4NRH comes from an investigation by one of the largest electrical companies in the United States. They would not believe that this little station, heard so well in the States, was operating on a scant 7½ watts. Upon sending two of their engineers to Costa Rica to measure the power of the station, they learned that it was operating not on 7½ watts but on 5!

In the words of Sr. Marin, "TI4NRH has grown and is now wearing long pants." The power has gradually increased from 5 to 500 watts. In commemoration of its tenth anniversary, Sr. Marin is issuing a special certificate of verification of reception even more attractive and elaborately designed than those previously issued. Those reporting on these broadcasts should address their letter to TI4NRH, Amando Cespedes Marin, Heredia, Costa Rica.

As we go to press, this world-famous station is broadcasting nightly between the hours of 10 and 11 p.m. on 9.70 megs, with programs dedicated to leading radio clubs and periodicals.

*Evan Roberts of Danvers, Mass., writes that TIXD of San Jose, Costa Rica, will soon have a 500-watt short-wave relay on 11.92 megs.*

The voice of King George VI will be heard again over Daventry on Tuesday, May 3, at 5:45 a.m. EDT, when his opening of the Empire Exhibition (Scotland) at Bellahouston Park will be broadcast from Ibrox Stadium, Glasgow. The addresses of other notables, as well as a description of the scene from the stadium will also be heard . . . On Monday,

May 2, at 7:20 p.m. EDT, listeners to Daventry will hear the famous pianist, Poushynoff, playing Rachmaninoff's Concerto No. 2 in C Minor, accompanied by the BBC Empire Orchestra, conducted by Eric Fogg.

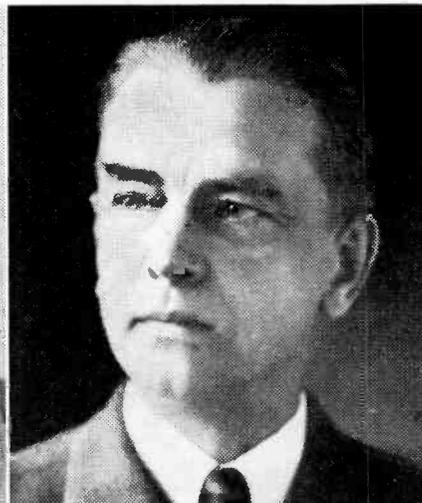
The revised schedule of broadcasts from Rome is as follows: Daily, on 11.81 megs, from 6 a.m. to 3:56 p.m., and from 7 to 8:25 p.m., and on 9.635 megs from 4 to 6:55, and 8:30 to 10 p.m. EDT.

SHORT-WAVE SHORTS: HJ1ABB (4.78), Barranquilla, Colombia, is back on the air again . . . Recent shifts in frequency: COCX, Havana, Cuba, to 11.74 megs; CSW3, Lisbon, Portugal, to 9.74 (signs off nightly at 9 p.m. EDT); COCQ, Havana, Cuba, to 9.725 megs, and HH2S, Port-au-Prince, Haiti, back to 5.925 megs again . . . VP2LO (6.38), St. Kitts, B. W. I., is testing new directive aerials late Saturday nights and early Sunday mornings . . . EAJ43 (10.37), Tenerife, Canary Islands, is now rebroadcasting the Franco programs for North America, nightly from 9 to 9:45 p.m. EDT. The program consists of latest news from the Insurgent front and an English dialog between Don Rodrigo and Mrs. Wyborn . . . The following stations make regular English announcements: HH3W (9.645), HRD (6.235), YV1RI (6.205), COCD (6.13), XEUZ (6.117), and TG2X (5.94) . . . VR6AY (14.346), Pitcairn Island, contacts amateurs irregularly during the early evenings, and also may be heard on 15.32 megs in commercial contact with KEM (15.46), Bolinas, Calif., irregularly. The American engineers are now scheduled to leave the island on April 26 . . . TIGPH2 (5.813), San Jose, Costa Rica, is off the air, at least, temporarily . . . Despite reports to the contrary in some publications, correct reports, accompanied by an international reply coupon and sent direct to HP5A (11.7), Panama City, Panama, will be verified.

Ireland's short-wave station, which will have an initial power of 2,000 watts, and is now being installed at Moydrum by Standard Telephones and Cables, Ltd., will be in operation by next autumn. Programs designed especially for overseas listeners will be radiated.



Left: Beloved pioneer of short waves is Amando Cespedes Marin of TI4NRH, Costa Rica. His station celebrates its 10th anniversary Wed. Right: Dr. Kurt Von Boeckmann, creator of the German short-wave system



**Monday, May 2**

†6:30 a.m.—Program from Fijis: VPD2  
‡8:15 a.m.—Cricket: Australians vs. Worcestershire: GSF GSG GSJ  
§9 a.m.—Program from Hong Kong: ZBW3  
§9 a.m.—Siamese broadcast: HS8PJ (19.02)  
†11:30 a.m.—Vatican City broadcasts: HVJ  
3 p.m.—Opera, "The Magic Flute," Mozart: GSG  
4:15 p.m.—Eddie Carroll's Orchestra: GSP GSG  
†5 p.m.—News: W2XAF (9.53) W2XAD (15.33)  
5:35 p.m.—The Empire Exhibition: GSO GSF GSD  
†5:50 p.m.—Science news: W1XAL (11.79)  
†6:45 p.m. (ex. Sat.)—News in Spanish for South America: W2XE (11.87)  
†7 p.m.—Monitor news: W1XAL (11.79)  
7:20 p.m.—BBC Empire Symphony Orchestra: GSP GSD  
††8 p.m.—North American broadcast from Prague, Czechoslovakia: OLR5A or OLR5B  
8:30 p.m.—Course in Modern Radio: W1XAL (6.04)  
†9 p.m.—"Conjunto Neopobano 1938 Typical Orchestra": COGF  
10 p.m.—Program dedicated to Heredia, Costa Rica: TI4NRH  
10:30 p.m.—Palace of Varieties: GSI GSD

**Tuesday, May 3**

5:45 a.m.—The Opening of the Empire Exhibition by King George VI: GSF GSO GSG GSJ GSH  
7:15 a.m.—Empire Gazette: GSF GSG GSJ  
8:15 a.m.—Cricket: Australians vs. Worcestershire: GSF GSG GSJ  
10 a.m.—Artis Zoological Garden at Amsterdam: PHI  
4:20 p.m.—America Speaks: GSP GSG  
5:35 p.m.—Callender's Second Band: GSO GSF  
7:40 p.m.—Sweet and Lovely: GSP GSD  
††8:30 p.m.—Program from Belize, British Honduras: ZIK2  
††9 p.m.—Argentine music: COGF  
10 p.m.—Program dedicated to Society of Wireless Pioneers: TI4NRH  
10:40 p.m.—Microphone tour of the Empire Exhibition: GSI GSD  
12 mid.—Program from Tahiti: FO8AA

**Wednesday, May 4**

8:30 a.m.—Play, "The Lover": GSF GSG GSJ  
10:10 a.m.—The Chester Cup from the Roodey Racecourse: GSF GSG GSJ  
10:25 a.m.—Six Day Bicycle Race: GSF GSG  
12:40 p.m.—"World Affairs," H. Wickham Steed: GSF GSG  
2:10 p.m.—Non-stop variety show: GSP GSG  
7:30 p.m.—English program from Martinique: Radio Martinique (9.685)  
8:30 p.m.—International orchestra: LRX  
9:30 p.m.—Continental: YV5RC  
9:45 p.m.—For Short-Wave Listeners: W1XAL (6.04)  
10 p.m.—10th Anniversary Broadcast: TI4NRH  
10:35 p.m.—BBC Military band: GSI GSD

**Thursday, May 5**

7:30 a.m.—At the Black Dog: GSF GSG GSJ  
10 a.m.—Actualities: PHI  
11:10 a.m.—Serial, "The Gang Smasher": GSF  
3:45 p.m.—Carroll Gibbons' Orchestra: GSP GSG  
4:20 p.m.—BBC Scottish Orchestra: GSP GSG  
7:30 p.m.—Science forum: W2XAF (9.53)  
8:05 p.m.—Talk by the Chief Engineer of the BBC: GSP GSD  
8:30 p.m.—Popular orchestra: YV5RC  
9:30 p.m.—Waltz hour: YV5RC  
10 p.m.—Program dedicated to Radio News: TI4NRH  
10:45 p.m.—DX Chatter Box: W8XWJ (41)

**Friday, May 6**

8 a.m.—BBC Empire Orchestra: GSF GSG GSJ  
10:05 a.m.—Non-stop revue: PHI  
10:30 a.m.—Talk on South Africa: PHI  
10:45 a.m.—Variety program: PHI  
3 p.m.—Geraldo's Orchestra: GSP GSG  
4:30 p.m.—Organ recital: GSP GSG  
5 p.m.—English news review: LSY (18.115) LRX  
7 p.m.—Portuguese news: W2XE (11.83)  
7:35 p.m.—Offenbach-Messenger program: GSP  
8 p.m.—Variety Hour: LRX  
8:30 p.m.—Listener's Mail Bag: W1XAL (6.04)  
9 p.m.—Concert orchestra: YV5RC  
9:15 p.m.—Rome's Midnight Voice: ZRO3 IRF  
10 p.m.—Program dedicated to the U. S. A.: TI4NRH  
10:45 p.m.—Dance music: YV5RC  
11:05 p.m.—Play, "The Lover": GSI GSD  
12:15 a.m.—DX Club: W8XK (6.14)

**Saturday, May 7**

9:40 a.m.—Variety program: PHI  
10:45 a.m.—Rugby League Cup Final: GSF GSG  
1:45 p.m.—Phil Park, organ: GSP GSD  
3 p.m.—Music hall: GSP GSG  
5:40 p.m.—Dance music: GSO GSF GSD  
5:50 p.m.—Six Day Bicycle Race (Finish): GSO  
6 p.m.—Tourist hour: HP5A  
7:20 p.m.—In Town Tonight: GSP GSD  
8 p.m.—Cocktail musical program: W3XAL (6.1)  
8:30 p.m.—Fiesta Ritmo: LRX  
8:45 p.m.—Chamber music: ZRO3 IRF  
10 p.m.—Program Dedicated to Chicago Short Wave Radio Club: TI4NRH  
10:45 p.m.—Dance music: YV5RC  
11 p.m.—Opera: OAX4J  
12 mid.—Northern Messenger; message to those in the Arctic: VE9DN

# BOB BURNS WAS BORN ON BROADWAY "DANDRUFF ITCH?"

(Continued from Page 3)

melodies of early Americans. The public never connects that nasal, hillbillyish piece about "my gal Sal on the Erie Canal" with industrial upstate New York. But it's dumbfounding how many folks think Arkansas still is like it was when the Traveler wandered over the state, fiddling for the folks, and left behind him a legend, out of which came a ballad whose title mentioned Arkansas.

The damage was done because people have a way of associating localities with songs. That's why millions believe the muddy Danube is blue, the smelly Ganges is beautiful, the puny, wrinkled Suwanee is romantic; that sweaty sheiks are gallants, that the noisy Clyde is peaceful, and that Louisiana is a land of moonlight and magnolias and hay-rides, and that Arkansas, just next door, is a dominion of hayseeds and razorbacks.

**A**N ITINERANT genius helped the situation a heap by penning, in his inimitable style, a series of two-bit best-sellers about the state, including that masterpiece of Americana, "On a Slow Train Through Arkansas."

Several years ago Arkansas began a campaign to offset the propaganda of song and story. It streamlined its divorce laws; it let horse-racing in; it went wet; it took its light from under the bushel and it began shouting its wares from the housetops.

And then came Bob Burns, a vocal boy who made good in the big city, and blew the state right back into ridicule through the maw of his bazooka. Brother Bub perhaps never has thought of it in that light, for he is tooting and tattling to earn enough money to move back to Arkansas and live in his beloved Ozarks, where the stump-jumpers and hillbillies have swapped their squirrel guns for radios and have beaten their plowshares into spindles and their whisky stills into tourists' souvenirs.

It's Brother Bub's own story that he's yearning for the buttercups and buttermilk of his hills. In fact, he's yearning for his hills so much that he has purchased an \$85,000 mansion in Bel Air, California, which is somewhere nigh 1,500 miles from Van Buren, as the crow flies.

All Arkansas is divided into two parts—pro-Burns and anti-Burns. In

the cities, the hotels and business offices the folks shake their heads when you ask about Bob.

"He must be a great fellow," they say, "but he's not doing us any good. It took a civil war to get rid of the razorbacks and radio to bring 'em back in the fancy of the people."

But up in Van Buren, where the Arkansas River separates the bustling little city from the bustling bigger city of Fort Smith, there is a sign which tells tourists that Van Buren is the home of Burns.

The city's official stationery states simply: "Tom English, Mayor of Bob Burn's Home Town, Van Buren, Arkansas."

Bob is talked about more than the big bridge that leads to Fort Smith and makes Van Buren part of a metropolitan area of approximately 40,000, although the Bob Burns town has only 6,000 citizens. He is talked about more than the "Cannonball" train that roars down daily from Missouri and weaves away to Memphis.

For he brings cash to the town's tills—good tourist cash, Yankee folding money, and Van Buren loves it. There is a psychology about small towns that city folks will never understand. The hicks, the hayseeds, the yokels, the rednecks, the hillbillies, or whatever you want to call them, enjoy nothing better than outlicking the city slickers. Bub has given Van Buren this privilege, for tourists from every state in the union are lured there by his tall tales.

Approaching the city from the south, you motor over a ribbon of concrete and stop at a filling-station to pass the time of day.

"Where are the hillbillies, pard?" you ask the attendant.

"Well, sir," he says, "they got some over at Memphis on the radio. They came from Chicago."

"Know Bob Burns?"

"I've heard of three of them—one's a cigar, the other was a poet and the other is Bazooka Bob. Bazooka Bob left Arkansas before I was born."

In Fort Smith, you wait for traffic lights and then head across the Arkansas River bridge. "Where is Van Buren?" you ask.

"You are in it now," the native will say, and laugh. The natives enjoy a visitor's surprise. It's then you realize that Van Buren is a suburb of Fort Smith but the county seat of a different county. From the center of Van Buren to the main drag in Fort Smith is five miles, but it's all one settlement and the only break between the two communities is the river. It's like Manhattan and Long Island City, Atlanta and Decatur, or St. Louis and East St. Louis.

"Know Bob Burns?" you ask the native.

"Yep. Brung up with him." The fellow's eyes will twinkle and you realize that his accents are a pose. "Come on, show you his house."

He takes you by a rambling white house and explains that Bub lived there. Then you go back to Main Street and have a bottle of beer and you get friendly with the native and he takes his hair down.

"FACT is, 'he'll say, 'I never knew Bob. I moved here from Oklahoma. But half the folks here say they know him. It's good business. The oldsters remember him, of course. His kinfolks are his brain-children, but many person he mentions really exist. We get a big kick out of visitors who believe his stories."

Mayor English puts it tersely: "Bob is the salt of the earth. He will never go Hollywood. He is responsible for a large increase in tourist trade here."

Ruie Ann Park knows Bob better than any press-agent. Her husband is Hugh Park, editor of the *Press-Argus*, which Bob quotes so frequently. Mrs. Park does a weekly column called "Bob Burns and His Bazooka."

"The kinfolks," she says, "are those creatures of Robin's imagination placed in this local setting. As to how Van Buren feels about that Grandpa Snazzy stuff—why, they don't give him any concern at all, just leave him to his egg-frying while they wait on the tourist trade. Snazzy is one of the most-beloved citizens of Van Buren, but there isn't one who has ever laid eyes on him."

There is a genuine devotion in Van Buren for Bub among those who knew him as a boy. There is not a black mark against him in his home town.

The *Press-Argus* expressed it this way in an editorial:

"The voice of Bob Burns will go far to future advancement of Van Buren . . . Bob Burns probably never thought of this feature when he began to bring Van Buren to fame along with his own personality . . . But not for selfish financial reasons do people of Van Buren love Bob Burns. They love him because they have known him as a boy and as a man."

Bob was born on August 2, 1896, on Broadway, in a section of Van Buren known as "Lick Skillet." His home was called the "second boathouse" because it was made of lumber from an old river boat. While he was just a child his father, Robert Burn, Sr., a civil engineer, moved his family to a white frame house in a better neighborhood. There are only two children in the Burn family. Farrar Burn, a West Coast writer, was the first born. Bub's mother named him Bob after his father, but soon she began calling him Robin because he chirped so much.

Bub wore dresses until he was four and a half, and then Cy Cordell (Bob still talks of him) took the boy to his clothing store and outfitted him. The fellows stopped calling him sissy and called him Bub. He could play any musical instrument as a child, talent he inherited from his mother's people, the Needhams of Tennessee. Still at the button-shoe stage, he began studying music under Frank McLean, the head man of the Queen City Silver-tone Cornet Band. Brother Frank realized he couldn't teach Bob very much music because Bob already knew as much as Brother Frank. Bob played a mandolin in the band, but also doubled in brass. He had an affinity for the trombone, and one day he went to Hayman's plumbing shop, took two pieces of lead pipe and welded a whisky funnel on their mouth. When he blew through it, it sounded like a dying calf—"baaa—zooooo—ka."

"The thing is saying 'baa—zooooo—ka,'" Bob commented. So the bazooka was born, but for a long time folks in Van Buren simply called it "the thing."

Students in Bob's school were divided into two groups. One group—the energetic crowd—was called "salt of the earth." The other group was called "the sons of rest," because they loved to do just that thing. Bob was a "son of rest," and his mother realized that the only way to get him out of high school was to take him out. So she took him up to Fayetteville, where the University is. Bub had a letter from his high-school principal to the University which said simply: "Hope you will be able to interest this boy. I haven't been."

Just how Bob was able to get in the University without a high-school diploma is one of those strange things that can happen in Arkansas. Bub stayed at the University two years, learned two new songs on his bazooka but not much else.

About the time the first campaign of Woodrow Wilson was news, Bub got a job at home in the Black Cat Minstrels. He earned three dollars a week. The hotfoot caught him when he was still in jeans and he went to St. Louis, but was unhappy. Then he went to New Orleans and blew his bazooka for bread and meat, but he still was unhappy, so he went to Boston and a few way stops, and wound up in Chicago selling adver-

(Continued on Following Page)



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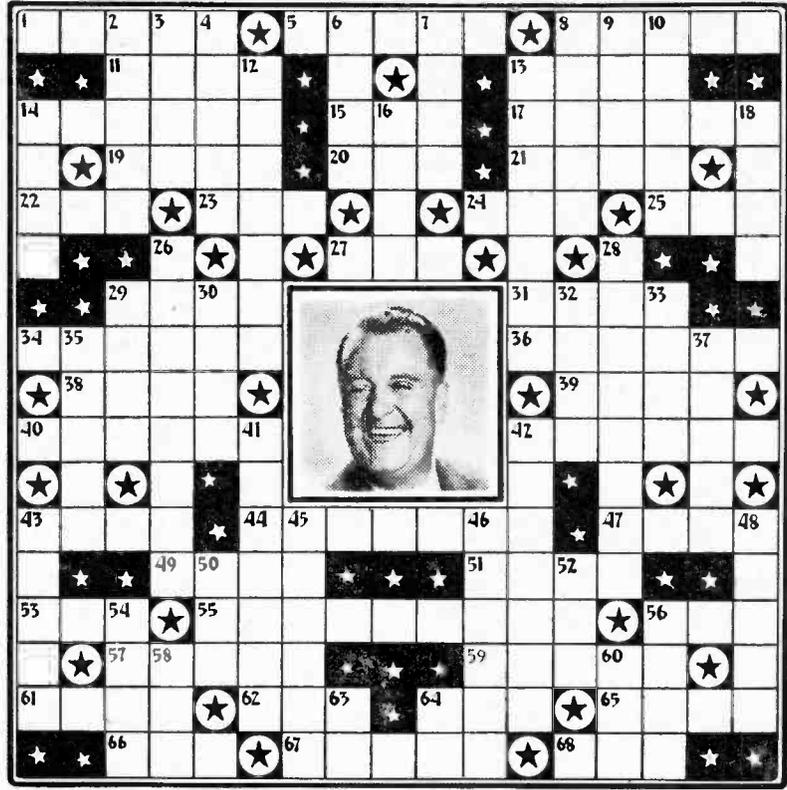
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**RADIO GUIDE'S X-WORD PUZZLE**



- HORIZONTAL**
1. First name of the star in the portrait
  5. Henry \_\_\_\_\_, bandleader
  8. Joe Parsons' voice
  11. Male adults (poss.)
  13. Lament
  14. Last name of the star in the portrait
  15. Female sheep
  17. Land surrounded by water
  19. Divan
  20. \_\_\_\_\_ Seymour, announcer
  21. To utter imperfectly
  22. Loretta \_\_\_\_\_, songstress
  23. Purpose in view
  24. The whole
  25. Fasten with needle and thread
  27. To twist
  29. Result of an election
  31. Indebted
  34. Cheerful, gay
  36. Masculine name
  38. Facility
  39. Astonish
  40. Harry \_\_\_\_\_, bandleader
  42. Small cracks in the wall
  43. Leg joint
  44. Pertaining to ethics
  47. Scottish Highlander
  49. Irene \_\_\_\_\_, radio actress
  51. Extinct birds of New Zealand
  53. Moose-deer
- VERTICAL**
2. Entertain
  3. Program originating outside
  4. Cutting tool
  6. Habituated
  7. Had observed
  8. Masculine name
  9. Causes pain
  10. Hits with the open hand
  12. Stan \_\_\_\_\_, bandleader
  13. Meredith \_\_\_\_\_, orchestra leader
  14. Frigid
  16. Side of a building
  18. Dolly \_\_\_\_\_, songstress
  26. Josef \_\_\_\_\_, maestro
  28. Mountings of a jewel
  29. Calf's flesh
  30. Woody plant having a trunk
  32. Cleanse with water
  33. Keep clear of
  35. Sam \_\_\_\_\_, comedian
  37. Part of the foot
  41. Edward \_\_\_\_\_, baritone
  42. Tinted
  43. Kelvin \_\_\_\_\_, announcer
  45. There is (contraction of)
  46. Feminine name
  48. \_\_\_\_\_ Ross, tenor
  50. System or theory
  52. Masculine name
  54. Pledged, confined
  56. To sell
  58. Fifth sign of the Zodiac
  60. To contest
  63. Accomplish
  64. Chinese measure
- Solution to Puzzle Given Last Week**
- |          |   |   |          |   |   |   |   |   |   |   |   |   |   |   |
|----------|---|---|----------|---|---|---|---|---|---|---|---|---|---|---|
| PAUL     | M | G | GEASE    |   |   |   |   |   |   |   |   |   |   |   |
| WHITEMAN | L | C | TROMBONE |   |   |   |   |   |   |   |   |   |   |   |
| RADIO    | L | C | A        | S | O | L | A | R |   |   |   |   |   |   |
| A        | S | C | R        | O | A | N | C | E | V | E | C | A |   |   |
| G        | E | L | A        | T | I | N | S | I | N | V | E | N | T | S |
| G        | O | D | R        | E | S | T | I | L | E | P | A | T | E |   |
| E        | D | W | A        | R | D | S | A | D | O | R | E |   |   |   |
| R        | E | N | A        | L | A | I | R |   |   |   |   |   |   |   |
| S        | E | L | V        | I | N | S | P | I | N | A | L |   |   |   |
| S        | L | I | D        | E |   |   |   |   |   |   |   |   |   |   |
| L        | L | W |          |   |   |   |   |   |   |   |   |   |   |   |
| H        | I | D | S        | T | R | A | U | S | S | V | E | N | S |   |
| O        | N | E | R        | G | O |   |   |   |   |   |   |   |   |   |
| P        | N | D | L        | V | E | R | R | I | L | L | I | S | A |   |
| G        | A | N | G        | S | N | E | A |   |   |   |   |   |   |   |
| B        | E | L | A        | N | D | E | C | R | A | T | O | R | E |   |
| F        | O | R | E        |   |   |   |   |   |   |   |   |   |   |   |
| S        | A | D | I        | E |   |   |   |   |   |   |   |   |   |   |
| P        | A | R | E        | P |   |   |   |   |   |   |   |   |   |   |

**BOB BURNS WAS BORN ON BROADWAY**

(Continued from Preceding Page)

tising. He was there when the World War broke out. He joined the Marines and took his bazooka to France. After the war he tramped Europe, blowing his horn for royalty and tooting his horn for Bob Burn and Van Buren.

Back in Van Buren the folks heard Vallee announce one night that Robert Burns would entertain the radio audience. They didn't know who he was. They won't admit it now, but the fact is Bob had been away so long that the new generation had forgotten him, and the older generation didn't understand why Bub Burn should be called Robert Burns. But the "Burns" stuck, and the rest is history. Paul Whiteman took him, then the movies, and eventually he became Bing Crosby's side-kick in radio.

IT WAS Will Rogers who really got Bob started. Will, whose wife was born only a few miles north of Bob, told Bub to go on the air with tales of Arkansas.

There has been constant talk that Burns would take Will's place. "It can't be done," says Burns. "Nobody can take Will Rogers' place."

Just as Bob was reaching the heights, his wife died. She was thirty-seven and had been through the mill with him. That was in 1936. They had one son, Robert, Jr., who now is fifteen.

Last May 31 Bob married his secretary, Harriet Foster, who was his first wife's closest friend. Their baby Barbara Ann was born a few weeks ago.

Bob owns land around Van Buren. He has promised to build a park for the homefolks. He even says that some day he is going back to the hills and sit in a rocking-chair and smoke his pipe and watch the Arkansas River roll by. He's the greatest kiddier in radio—we hope he's not kidding about that.

All Van Buren turned out in 1935 to welcome home the prodigal. It was then that the Van Buren High School officially graduated Bub and gave him his diploma. That's one way to get out of high school—blow yourself out with a whisky funnel.

Bob Burns may be heard Thursdays on "Kraft Music Hall" over an NBC-Red network at:

10:00 p.m. EDT — 9:00 p.m. EST  
 9:00 p.m. CDT — 8:00 p.m. CST  
 7:00 p.m. MST — 6:00 p.m. PST

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—Wesselmann

Frances Langford, rhythm singer on Hollywood Hotel, wins top honors as best female singer of popular songs



—Mal A. McAlpin

Bing Crosby, skipper of the Kraft Music Hall, again leads the field of male singers in Star of Stars Poll

## CROSBY AND LANGFORD WIN SINGING HONORS

SINGERS OF POP SONGS BOOSTED TO REPEAT TRIUMPHS IN HEAVY VOTE

"POPULAR" music is really popular—and so are the singers of that popular music! The fifth division of the fifth annual Star of Stars Poll—the election to determine the most popular male and female singers of popular songs—brought out by far the heaviest, most hectic voting of the year. Almost twice as many votes were cast to name Frances Langford and Bing Crosby winners as have been cast in any other election!

Miss Langford, sultry singer on the Hollywood Hotel program heard Friday nights at 9 p.m. EDT on CBS, scored the most sensational victory to date. She polled within a handful of ten times as many votes as Kate Smith, who won second-place honors! Every section of the country was represented in the flood of ballots that catapulted Miss Langford into the lead and kept her there throughout the tabulations. Last year she ended Miss Smith's long reign as most popular female singer of popular songs when she won her first victory in that division. She also rated highest of all women in the Star of Stars poll itself.

Bing Crosby, host at the Kraft Music Hall on NBC at 10 p.m. EDT Thursday, repeated his victory among male popular singers for the third consecutive year. Last year he edged Lanny Ross out of first place. This time his lead was much more sizeable, although greatly overshadowed by Miss Langford's in her group. Jerry Cooper's supporters fought for him throughout the voting, but Crosby's fans gave him too much of a lead in the early stages of the poll. Donald Novis, who has not been heard regularly on any national network for a couple of years, won the support of apparently well-organized fan clubs, and their votes surged in at the last moment to place him third among male popular singers. Don Ameche and Jeanette MacDonald, who won the election for actors and actresses last week, placed fifteenth and sixth respectively this week.

Results in each division of the poll are announced weekly in RADIO GUIDE. The ballot for the eighth poll—the one for dance orchestras—is on the inside front cover of this week's issue. Turn to that page now; fill in the ballot!

Turn to the inside front cover for the dance-orchestra ballot!

### Results in the Fifth Division of the Star of Stars Poll

#### Female Singers

1. Frances Langford
2. Kate Smith
3. Dorothy Lamour
4. Annette King
5. Frances Allison
6. Jeanette MacDonald
7. Jessica Dragonette
8. Jane Pickens
9. Deanna Durbin
10. Connie Boswell

11. Harriet Hilliard
12. Anne Jamison
13. Martha Tilton
14. Judy Garland
15. Muriel Wilson

#### Male Singers

1. Bing Crosby
2. Jerry Cooper
3. Donald Novis

4. Kenny Baker
5. Lanny Ross
6. Nelson Eddy
7. Jack Baker
8. Robert Simmons
9. Tony Martin
10. Rudy Vallee
11. Frank Parker
12. Dick Powell
13. Ralph Kirbery
14. Buddy Clark
15. Don Ameche

## DERBY DAY

(Continued from Page 4)

grandstand at Churchill Downs where he can watch the colorful panorama of the track and the swift, hard-driving race itself, he will be surveying the scene with the practised eye of a veteran. With him on this assignment will be Bob Trout, who will be stationed in the newly erected reviewing-stand in the infield, whence will come sidelights on the brilliant spectacle.

When the race has been run Trout will arrange brief interviews with representatives of the host of celebrities who invade Kentucky every year for the Maytime classic. Two sure-to-be-present speakers on this part of the program will be Gov. A. B. ("Happy") Chandler, of Kentucky, and Col. Matt Winn, the venerable director of Churchill Downs.

NOT the least entertaining part of the Derby is the Mardi Gras atmosphere that prevails in and around Louisville during the week before the race, and to convey to listeners throughout the United States a picture of the Derby Week carnival CBS is arranging a series of network broadcasts covering the four days of feverish activity that immediately precede the day of the race.

This Derby preview program will get under way on Tuesday, from 6:15 to 6:30 p.m. EDT, when Husing broadcasts the running of the Derby Trial from Churchill Downs. Next morning, from 9 to 9:15 EDT, he will go out to the track to describe workouts and interview such trainers and jockeys as he can persuade to go on the air.

On Thursday and Friday, from 6:15 to 6:30 p.m. EDT, he will round up arriving celebrities for more interviews, and on Friday, from 11:30 to midnight EDT he will describe the annual Kentucky Colonels' Dinner at the Hotel Kentucky in Louisville. On this broadcast Ferde Grofe will introduce his newest composition, "The Kentucky Derby Suite," to be played by a 23-piece orchestra; Gov. Chandler will speak, and so will John J. Pelley, generalissimo of Kentucky Colonels.

On Derby Day itself last-minute information as to scratches and betting fluctuations will be broadcast from Louisville from 4:45 to 5 p.m. EDT. At 6:15 p.m. EDT the running account of the race will begin, and sometime during the next three-quarters of an hour you'll hear the cry: "They're off!" That's what you'll be waiting for.

"Kentucky Derby" may be heard Saturday over CBS network at:  
 EDT 6:15 p.m. — EST 5:15 p.m.  
 CDT 5:15 p.m. — CST 4:15 p.m.  
 MST 3:15 p.m. — PST 2:15 p.m.



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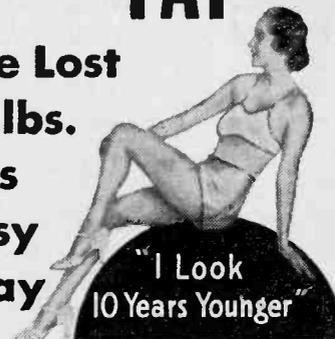
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 ADDRESS .....  
 CITY ..... STATE .....



WHAT USERS SAY. LaPorte, Tex. After using the Capacity Aerial Eliminator over a year on my 1935 small 7 tube set can say it brings in reception with fine volume and clarity, pulling in stations from Japan, Europe, South America, and broadcast stations from all over the U. S. Emergency proven, I took down my old outside aerial. Signed: Davenport, Ia. Received your Radio Aerial Eliminator and it sure works fine. Also works swell on Short Wave band. Wish I had found it long ago. Signed:

# Radio Guide

DOUBLES YOUR  
RADIO ENJOYMENT

731 PLYMOUTH COURT  
CHICAGO, ILLINOIS

## Too Much Ballcasting

We know a lady who would like to take all the baseballs in the world and run them through a meat-chopper. That might, she thinks, stop baseball broadcasting.

RADIO GUIDE likes a ball game. It likes a broadcast of a ball game. But it also likes to be able, through the functioning of this great service to mankind known as broadcasting, to tune in something else during the summer afternoons when it is not in the mood for a ball game.

Last summer, that was practically impossible.

This is what happens. An advertiser knows that a broadcast of a Chicago Cubs-St. Louis Cardinals game will attract a considerable audience. He contacts a station and makes a deal for a broadcast. But three other advertisers recognize the same fact, so they contract three other stations and make three other deals.

So, when the Cubs play the Cardinals, every station in town is broadcasting the same game, appealing exclusively to the ball-conscience audience and splitting it four ways, while the man who wants music or news or poetry or inspiration becomes, for several hours, the Forgotten Man.

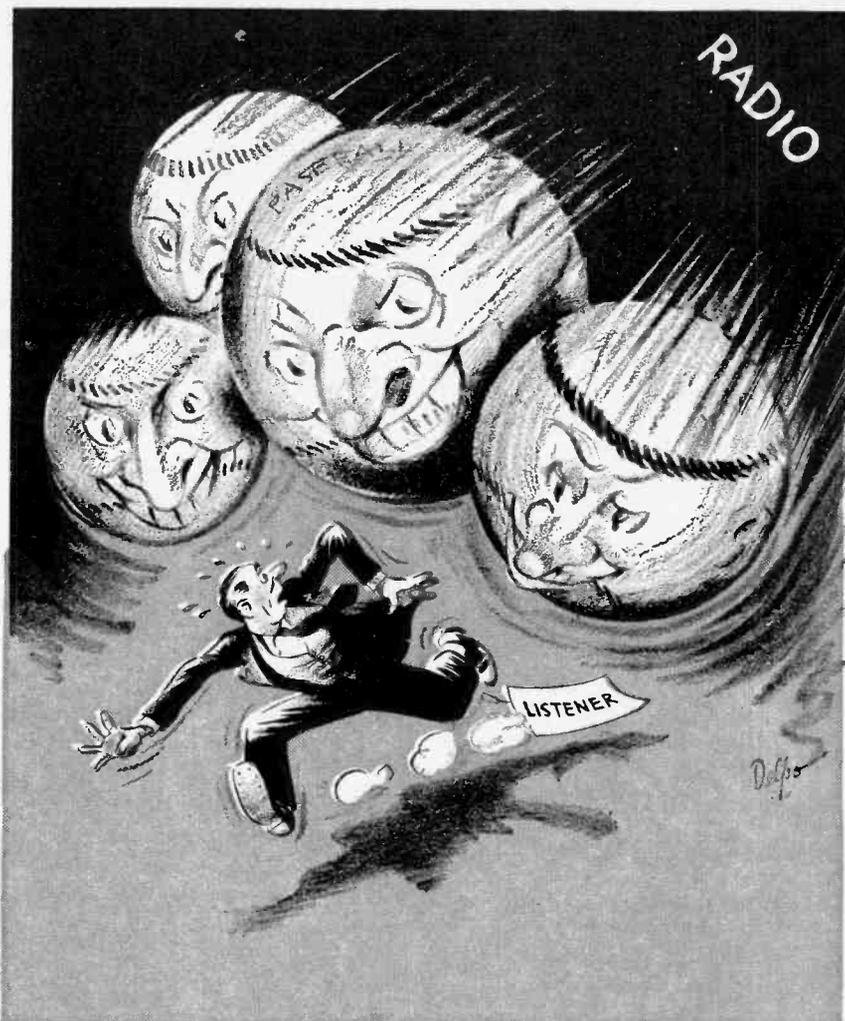
Of course, contracts for baseball broadcasting are worked out on the basis of an entire season, but that does not change the effect of our illustration. Instead, it simply binds sponsors and stations to commitments whose ridiculousness is emphasized for months on end.

In some cities there is but little baseball broadcasting. In most, there is hardly anything else during the afternoon. To repeat, there is no music, no news or poetry, nothing but ballcasting.

Is that in the public interest?

## Out on a Limb

A special dramatic show is announced by network program chiefs. Far-flung publicity heralds its coming. On the appointed hour millions tune in. But no drama!



Only a half-baked orchestra from a roadhouse somewhere between Pin Hook, Ind., and Coney Island.

A \$5,000 artist on a \$25,000 program announces that this week's extra-special guest will be the famed Countess Somethingorother of Delta-On-The-Rhine. Tune in and you get the \$5,000 artist and the \$25,000 program, but with a two-bit guest who happened to be roaming about the neighborhood when the Countess was junked.

Out in Detroit there is a minor feud on between radio editors and broadcasters. Say the editors to the broadcasters: "You're constantly changing your minds, never sticking to announced plans, always leaving the poor listener out on a limb."

RADIO GUIDE rolls up its sleeves, pitches into the feud. Not because the constant changing of programs on a minute's notice or no notice at all gives its staff headaches, but because the situation is reaching the serious state of giving the impression to listeners everywhere that radio is still a spoiled infant.

The reason is no mystery.

The average program begins to take feeble form about five days in advance. No rehearsing is done until the afternoon of the broadcast. That rehearsal is a bedlam of confusion, caused many times by executives who see no good in any

ideas except their own. After about three hours of this kind of rehearsing, the sponsor or his representative will often junk the entire show, making it necessary for his stooges to build a completely new program in three to four hours.

This is how the guest-star program works. A New York executive, upon hearing that a movie star is coming to his city, makes tentative arrangements for her to broadcast. In the intervening days, little thought is given the matter. At the last minute the star decides to stay in Hollywood. "Okay," says the program-builder, picks up a phone to ask the town's agents "What have you got that's free Thursday?" He finds several persons available. One is chosen.

The profession is fully aware of its haphazard methods of operation. It is accustomed to having programs fall through at the zero hour. The most remarkable aspect of the situation is that many radio producers admit frankly that they prefer to work that way. Their production of the listeners' fare is simply a projection on the air of their own lack of organization.

Because of these methods the business of broadcasting is suffering. It has left itself wide open for ridicule.

But most important of all—listeners have been left out on a limb.

## VOICE OF THE LISTENER

### CONTROVERSY

**VOL:** "Many women dote on weepy, sentimental stuff. They are the ones who used to cry over 'St. Elmo' and 'East Lynn.' They detest humor and resent being made to think. They have a lovely time weeping over a sorrowing heroine, but conditions in their own towns may cry out to Heaven—and they think that anyone who calls the fact to their attention should be shot at sunrise. This is the type radio sponsors think all women are, so some of us get mighty slim pickings on your programs."—Mrs. R. E. LLOYD.

**RADIO GUIDE:** "... I am sure that if the men were the ones at home during the day the programs would be far, far different. . . . I think the American homemakers are pretty grand people and rate better than we get! . . ."—Mrs. E. C. BALDWIN, Danbury, Wis.

**VOL:** "... I consider radio the most democratic and flexible institution America has yet developed. Let's be proud of it and do less of this so-called griping! . . ."—Miss MELBA CROCKETT, Lubbock, Texas.

### BEYOND US

**Dear VOL:** "Sponsors are fools not to see the possibilities in the NBC Breakfast Club. Why! It is a perfect set-up for any sponsor, no matter what his product. How such an excellent show could remain sponsorless for years is beyond me! . . ."—Mrs. H. C. THWEATT, Shreveport, La.

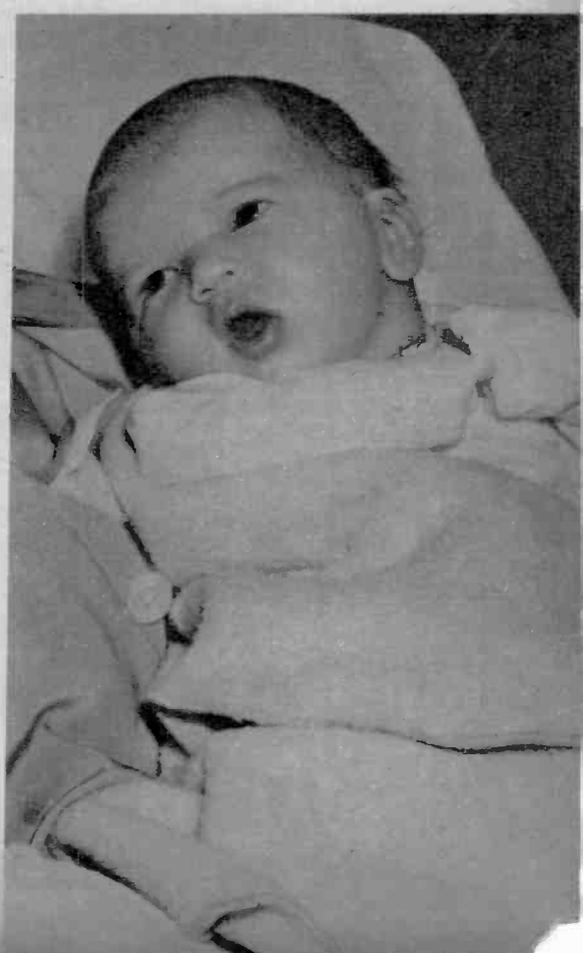
*Beyond RADIO GUIDE's editors is the fact that when programs are sponsored, some listeners complain of the commercial announcements; when they are not, others complain that their favorite programs are being slighted.*  
—ED.

### RECKLESS WRITER

**Editor, RADIO GUIDE:** "... As I understand it, Father Coughlin was never reprimanded to keep silence by the Pope. He is indifferent to political parties, and is as honest a man as ever lived. His purpose is good social and national government. . . . His remarks are pertinent to abuses. There is more written in books concerning stock, bond, bank and capital abuses than ever reaches the radio. Concern yourself with the purchase of a few and then don't write for at least five years when you have mastered the subject. . . ."—A. J. GESING, Wheeling, W. Va.

*Let Reckless Letter-Writer Gesing learn that chip-on-the-shoulder reading raises issues never suggested by the printed word. RADIO GUIDE's editorial, "Coughlin Rides Again" (April 23, 1938), mentioned no reprimand except the one by voters who failed to flock to the Social Justice party in 1936, doubted not Father Coughlin's motives, concluded, "Listeners may well applaud such a battle (Coughlin-Roosevelt). It will mean better listening. It may even mean better government." Through his uncalled-for denials of charges never made, Dubious Follower Gesing is the first to suggest any other thought in RADIO GUIDE, must answer to those he will undoubtedly offend.*—ED.

# BAZOOKA BELLE



**B**ARBARA ANN BURNS made her appearance March 25 in the Hollywood home of Mr. and Mrs. Bob Burns. Bazooka Playing Bob was first married to Elizabeth Fisher, who died July 31, 1936, after an operation. They had a son, Robert, Jr., now 15. The present Mrs. Burns was Harriet Foster, Bob's secretary and close friend of the first Mrs. Burns. They were married May 31, 1937.

*Jack Albin Photographs*

# GEORGE McCALL SAYS LIONS MAKE NICE PETS



George McCall with his eight-week-old pet, Kitty, and her adopted Mother, Fritzi. Alling when born, Kitty was given to Fritzi for fear her mother would harm her. Now they are the very best of playmates. In a few short months Kitty will be able to swallow the dog whole

**S**OME people like alligators as pets, others prefer white mice, and the weak-at-heart settle for canaries or goldfish, but George McCall, CBS screenscooper heard Tuesday and Thursday nights, prefers lions. His taste probably follows from a boyhood spent largely with circuses.

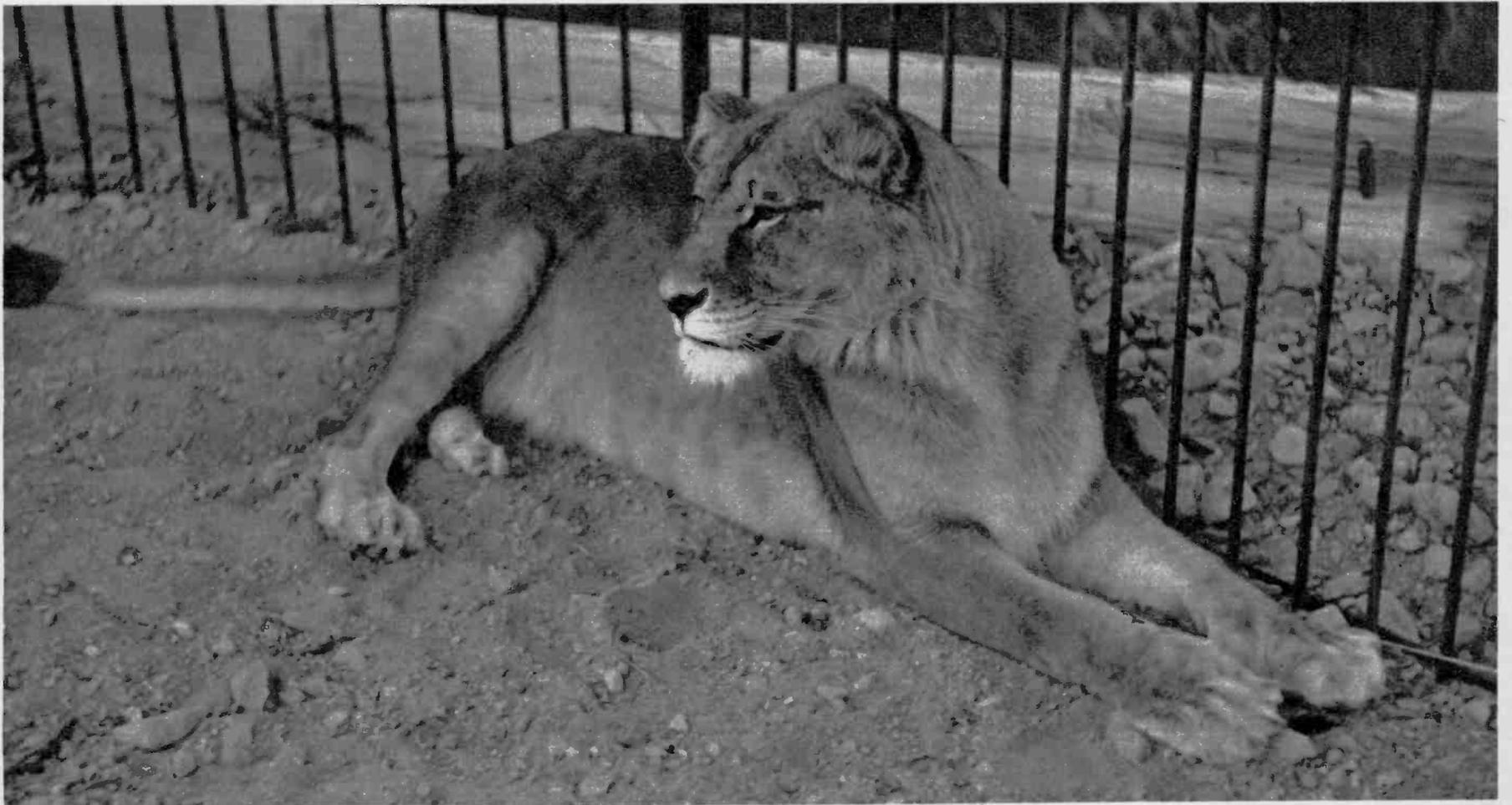
When McCall grew up he trained and "worked" the "cats." Later he became a circus press-agent, then went to Hollywood to become a movie publicity man. That led to newspaper columning and then to air columning.

"Lions make nice pets," he says. "Take Margie. She's as playful as a cat, but you can trust her more because when she's mad you'll know it. Of course only one lion in a thousand is like her."

*Photographed by Gene Lester and True Vincell*



Some full-grown lions aren't worth a dime, yet they require 40 pounds of meat a day. A "good" lion may be worth \$1,500 to \$2,000, depending upon size & looks



This is Margie, who, says McCall, is playful and can be trusted. She is worth several thousand dollars because of her nice size, the appearance of her coat and head, and her rare intelligence. Her training gives her added

value. McCall keeps his pets at a lion farm near Hollywood which rents "cats" to motion-picture companies, also breeds and trains them for circuses. Not until a cub is six months old can one forecast its disposition



A cub, at eight weeks, will begin to give an indication of his future size by the growth of his bones. At this stage, if the cub is perfect, it will be worth about \$150. Margie, above, is six years old, bred and born on a

farm. Her good disposition is easily demonstrated by McCall as he combs her coat. Margie was not irritated in the least by Radio Gulde's cameraman and his flash-bulbs. The same cannot be said for the cameraman



Here is McCall with an eight-month-old lion. This cub has had two months' training and has shown that his disposition will be good. He won't have a mane until he is about a year old



McCall goes into the cage of a litter of eight-month-old lions and tigers. They are already meat-eaters, but not yet fully trained. Note the tigers stick together in the background. They, unlike the lions, are unfriendly and cannot be trusted very far

# JEAN HERSHOLT'S \$100,000 HOBBY



Hersholt library walls are full of rare books plus over 300 volumes about rare books and 14 volumes on current book prices. Decorations are based on book themes



The actor seldom reads his rare books, but instead finds his reading-matter in a small closet, which is packed full of current literature, all valued under \$5

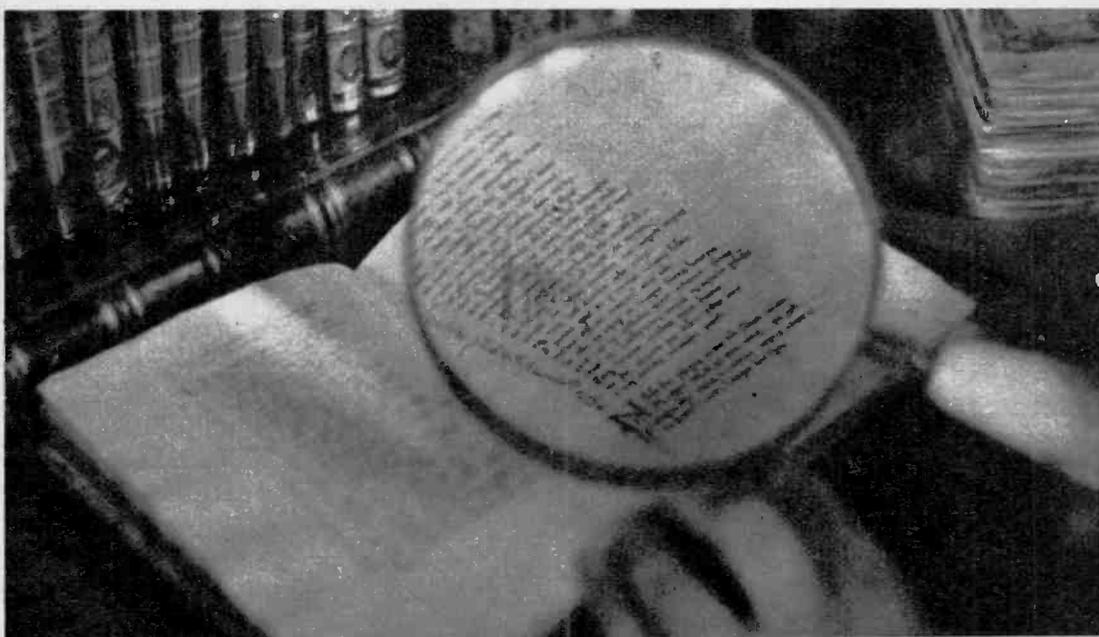
**T**O MILLIONS of radio and picture fans, Jean Hersholt is a distinguished actor, but to thousands of book-lovers he is even more distinguished as an authority on first editions. In Hersholt's Beverly Hills home is a library valued in excess of \$100,000, representing a collection of 30 years and considered the finest private collection in the world, exceeded only by the Royal Library of Copenhagen, to which the valuable Hersholt

book collection will go at Jean's death.

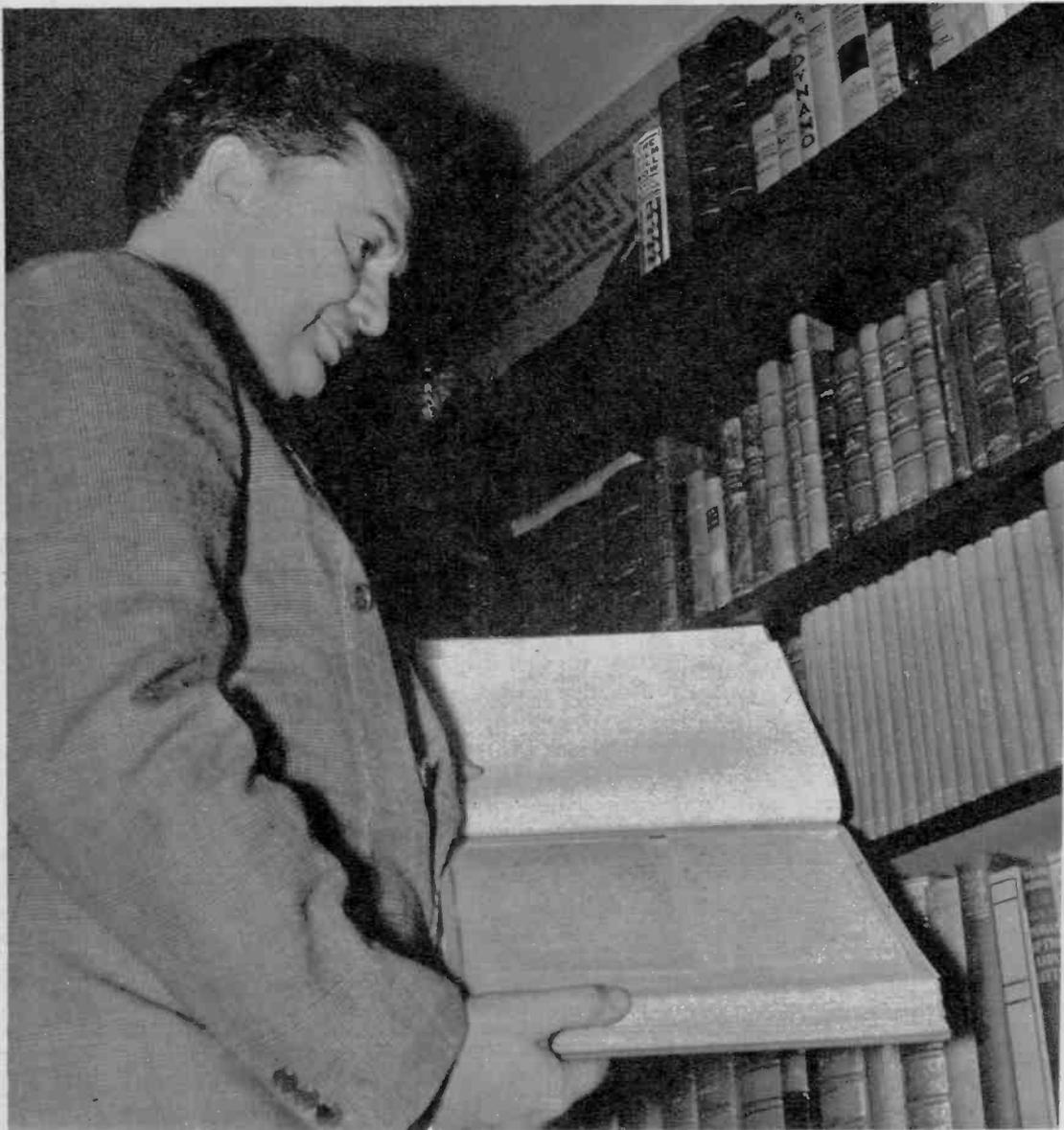
In the library are works by Hans Christian Andersen, a handwritten copy of Homer's "Iliad," a page of the Gutenberg Bible, a series of pamphlets of Dickens' "Pickwick Papers" in their original published form.

"Book prices fluctuate slightly," says Hersholt. "However, the trend is toward continual rising prices. I consider good books one of the safest investments in the world."

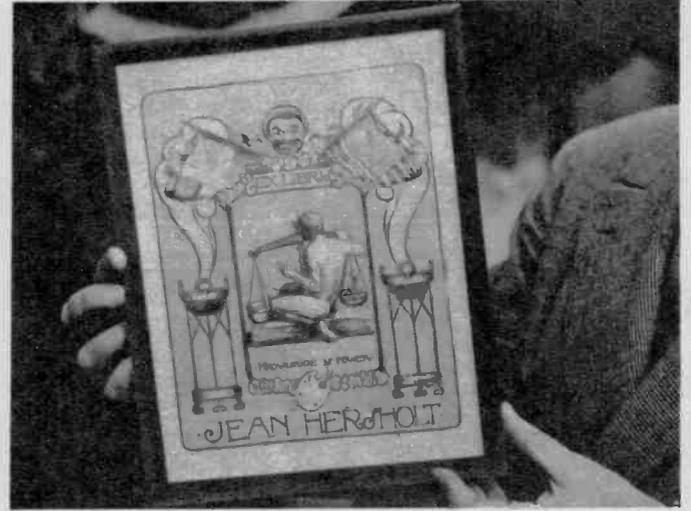
*Photographs by Gene Lester*



Looking at a famous book through a famous magnifying glass. The glass was presented to U. S. Grant when he was President. It lay on Grant's desk during his term of office and was acquired by Jean at auction. The book is Homer's "Iliad," hand-copied by a monk in 1400



Hersholt is shown above with some of the 200 letters and 100 books of Hans Christian Andersen which he owns. The letters were written by the Danish author of fairy tales to his American publisher, Horace Sudder. Hersholt plans to publish the letters this summer in Danish



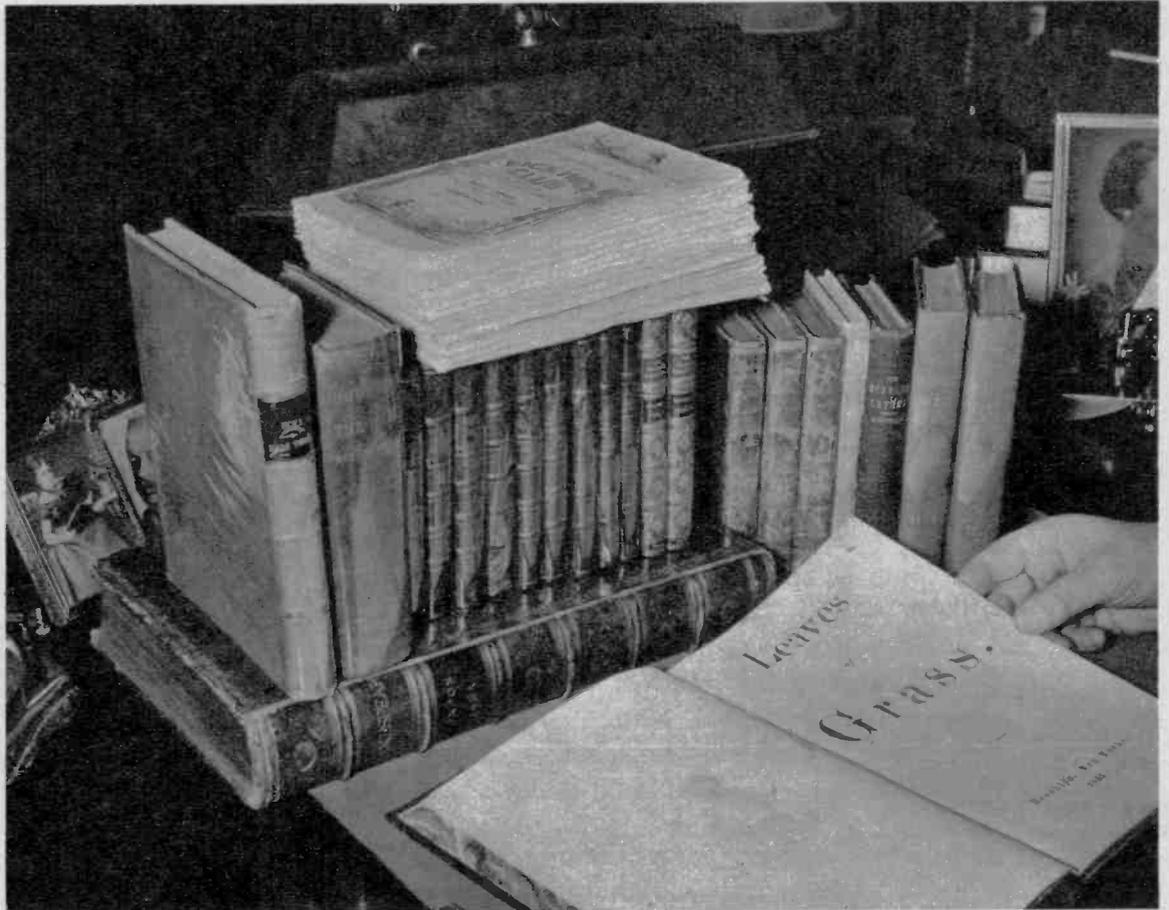
Hersholt's bookplate, his own design, shows balance of knowledge and humanity resting on a book, the repository of knowledge. Danish and U. S. flags envelop all



Smallest volume in his library, which must be read with magnifying glass, is first edition of "Chansons Joyeuse" (Songs of Joy), published in Paris before 1833



Valuable books must have covers to keep out dust. Hersholt designed his own, which are manufactured in Los Angeles to fit each particular volume



\$20,000 is a conservative estimate of the above books. Open is a first edition of Walt Whitman's "Leaves of Grass," published in 1855. Others include Longfellow's "Evangeline"; Hawthorne's "The Scarlet Letter"; Scott's "Waverly Tales"; "Tom Sawyer"; Dickens' "Pickwick Papers"

# HUGHES' NEWS: RUSH HUGHES BUILDS A RADIO COLUMN



On the theory that one can talk about a matter better if he has seen or experienced that about which he talks, Rush Hughes makes it a point to photograph his subjects, study the films, then interpret all in words

**R**USH HUGHES, son of novelist Rupert Hughes, had a hard time deciding whether to be an actor or an author. So he became a radio columnist, is rapidly building a substantial reputation as a news commentator and featurecaster. His father wanted him to write. From his mother, Adelaide, a stage beauty, he inherited a love of the theater. For a time he was on the stage, and for a time he wrote short stories. But when he got a job as a night clerk in a San Francisco hotel he paved his way into radio. As a substitute announcer for a broadcasting dance band he was so successful that he soon had a regular job. Now he is heard from Coast to Coast daily, from Monday through Friday, at 4:30 p.m. EDT over NBC-Red.

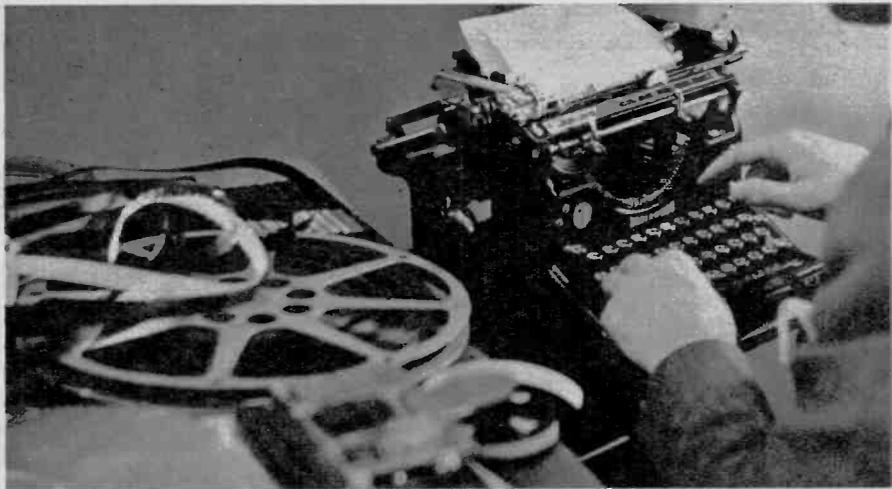
*Photographed by Gene Lester*



In order to get the pictures he needs to make his air program interesting to a large group of people, Hughes has traveled tens of thousands of miles with his camera—to the Far East, through Europe, into Asia



Films must be supplemented with fact. For that information, Hughes, like other commentators, has a well-stocked library filled with reference material on all subjects, each item carefully indexed in card catalogs



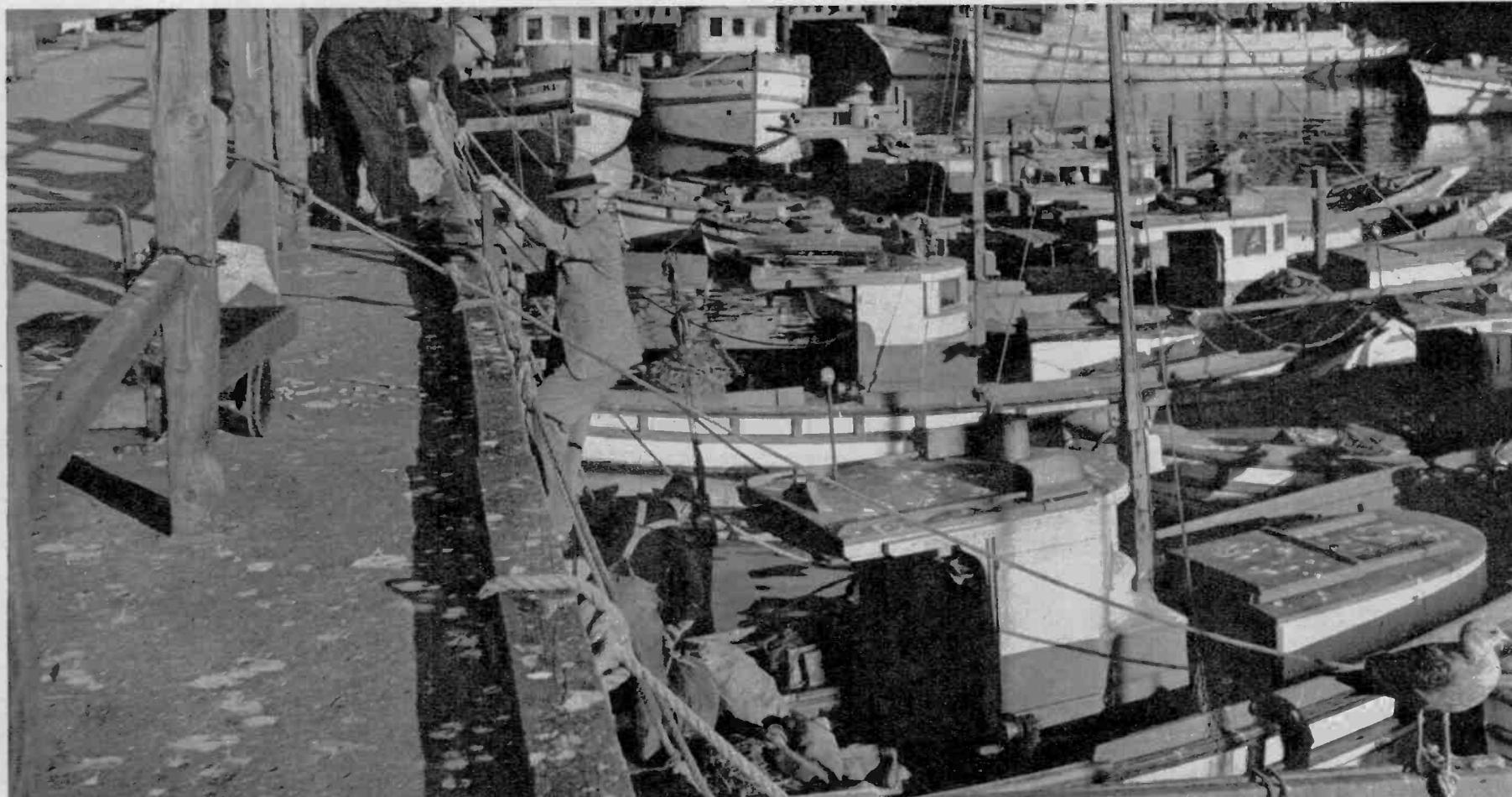
Hughes writes each day's script from notes taken from the screen and from his vast research files. The spark that fuses this information into a brilliant Hughes Reel item is Rush's own first-hand personal experience



One need not always travel so extensively as Hughes for accurate information. Most large cities have foreign sections, museums, libraries and other sources of detail. Hughes often relies upon local places for material



With an eye to improved radio standing, television and motion pictures, Hughes supplements his careful reporting with work on dictation, voice control and similar subjects with Josephine Dillon, Hollywood dramatic coach



Always interesting and full of colorful material is the waterfront of any seaside city. One of the most interesting of all waterfronts is the one to be found in San Francisco, California. Here News Commentator and Fea-

turecaster Rush Hughes visits that city's famous fisherman's wharf, probes into stories and oddities in the news with pencil and notebook, then uses his camera to capture in films the spirit of the place

# WHAT'S BECOME OF—

**P**OPULAR favor is a fickle thing. Nobody is any more aware of that sad truth than the stars of the entertainment world whose ups and downs have been regulated by changes in the public tastes in music and comedy. Stars in radio have come and gone but have seldom been entirely forgotten, for each one whose talent has been great enough to carry him to the top has contributed something to the art of entertainment. Network broadcasting is only twelve years old, yet in that time scores of celebrities have had their day and vanished, each one a pioneer in a new and untried field. To these pioneers, in this and in succeeding issues, Radio Guide pays sincere tribute.



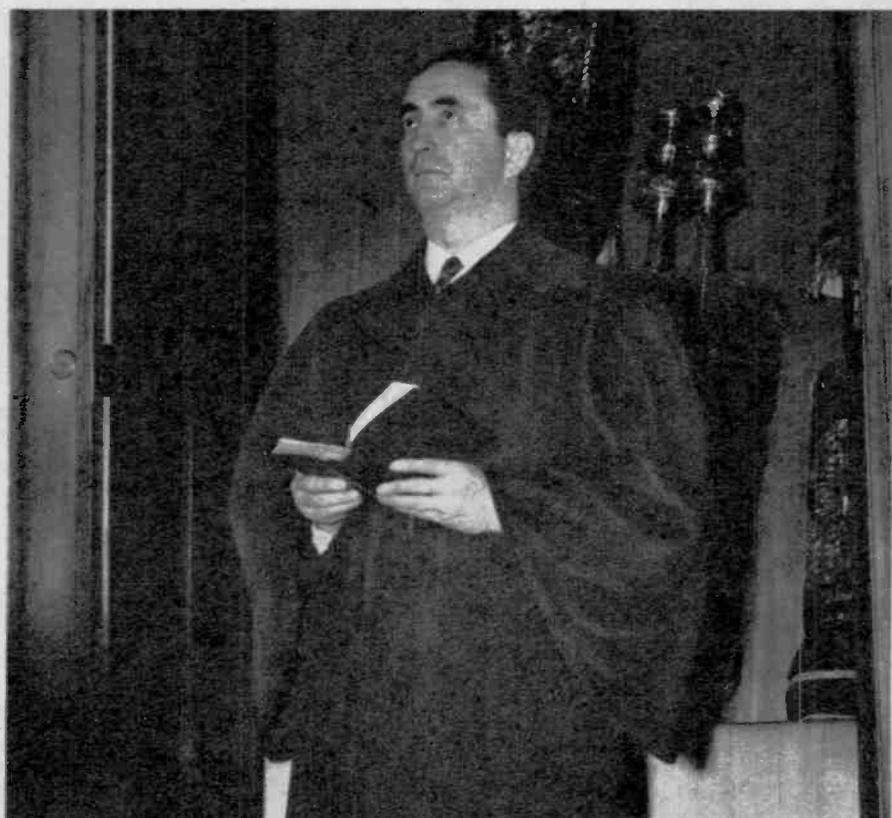
Annette Hanshaw won stardom on the old Show Beat, made \$1,200 weekly on Camel Caravan, won eight popularity polls in one year. Off the air three years, she lives in a small New York apartment with Husband Wally Rose



Arthur Tracy made history from 1931 to 1935 as "The Street Singer." Although missing from the American radio scene since then, he has been hard at work in Europe, making motion pictures and stage appearances



For 12 consecutive years Harry Horlick was nationally known as leader of the A. & P. Gypsies—one of the longest runs of any radio show. At present, Horlick is in New York writing and arranging scores for recording



Anthony Frome was known as "The Poet Prince," whose voice was a late-at-night NBC feature. He left the air two years ago, resumed his real name, Abraham Feinberg, and became Rabbi of Mt. Neboh Temple, N. Y.

# THIS WEEK'S PROGRAMS

**SUNDAY**  
May 1

**MORNING**

**8:00 CST 9:00 CDT**  
NBC-Russian Melodies, dir. Alexander Kiriloff: WMAQ WLW  
WMT WHO (sw-15.21)  
CBS- $\Delta$ Church of the Air: WCCO  
KMOX WBBM WKBB (sw-21.52)  
NBC- $\Delta$ High Lights of the Bible; Dr. Frederick K. Stamm, spkr.; Radio Choristers: WBOW WIRE (sw-21.5)  
**8:15 CST 9:15 CDT**  
NBC-Russian Melodies: WOWO  
**8:30 CST 9:30 CDT**  
NBC-Music & American Youth: WMAQ (sw-21.5)  
CBS-Horn & Hardart Children's Hour: (sw-21.52)  
NBC-Dreams of Long Ago; News: WOWO KWK WMT  
CBS-Wings Over Jordan: WKBB WCCO WFAM WBBM WFBM KMOX  
MBS-Victor Lindlahr (Journal of Living): WGN  
**9:00 CST 10:00 CDT**  
CBS-Charles Paul, organist: WOC WCCO WBBM WFAM KMOX WMBD WFBM WKBB  
NBC-News; Alice Remsen, contr.: WOWO  
NBC-News; Silver Flute: WBOW WMAQ WHO (sw-21.5)  
MBS-Old Time Tunes: WGN  
News: WMT WROK  
**9:15 CST 10:15 CDT**  
NBC-Neighbor Nell, philosophy: WOWO KWK  
MBS-Reviewing Stand: WGN  
News: WLS WMBD  
**9:30 CST 10:30 CDT**  
CBS-Major Bowes' Capitol Family; Dalton Bros.; Helen Alexander, sop.; Nicholas Cosentino, trn.; Charles Magnante, accordionist; Sam Herman, xylophonist; Robert Reed, m.c.; Waldo Mayo's Orch.: WFAM WKBB WCCO WMBD WKBH (sw-21.52)  
NBC-Louise Florea, sop.: WOWO WMT KWK WCFL  
NBC-America Abroad, talk: WLS WBOW (sw-21.5)  
News: WLW WTAD  
KMOX-Piano Recital  
WAAF-Do You Remember?  
WBBM-Modern Miracles  
WCBD-Fellowship Hour  
WFBM-Christian Men Builders  
WGN-Morning Melodies  
WHO- $\Delta$ Rev. John Zoller  
WIBA-Univ. Club Round Table  
**9:45 CST 10:45 CDT**  
NBC-Bill Stern's Sport Scraps: WCFL WMT WOWO  
NBC-Norsemen Quartet: WBOW WIRE WLS (sw-21.5)  
MBS-American Radio Warblers (Amer. Bird Prod.): WGN  
KMOX-Travelogue  
KWK-United Charities Reporter  
WAAF-Melody Parade  
WBBM-Headlines  
WIND-Sunday Morning Varieties  
WJJD-Sunday Rhythms  
WLW-To be announced  
WTAD-Musical Prgm.  
**10:00 CST 11:00 CDT**  
NBC-Southernaires Negro Male Quartet: KWK WOWO WLS WMT (sw-15.21)  
CBS-Major Bowes: KMOX  
NBC-Home Symphony Orch.: WBOW  
Program: The first three movements from Mozart's "Concerto in C for Piano and Orchestra," Air de Ballet from "Alceste" (Gluck) and Blue Danube Waltz (Strauss).  
WAAF-Music in the Air  
WBBM-Morning Varieties  
WCFL-Hit Revue  
WFAM- $\Delta$ St. Mary's Prgm.  
WGN-U. of C. Chapel Service  
WHO-Crescent Hour of Music  
WIBA-News; Variety Concert  
WIND-Sing & Swing  
WIRE-Ind. Univ. Prgm.  
WJBC- $\Delta$ St. Mary's Catholic Church  
WJJD- $\Delta$ Dr. Preston Bradley

WLW-Cadie Tabernacle Choir  
WMAQ-Thrills Behind the News Reel  
WMBI- $\Delta$ Moody Church Service  
WOC- $\Delta$ Seventh Day Adventists  
WROK-News; Morning Concert  
WTAD-WPA Prgm.  
WTAQ-Organ Request Prgm  
**10:15 CST 11:15 CDT**  
MBS-Dr. Chas. M. Courboin, organist: KWK  
WAAF-Don Bolt, commentator  
WCFL-News  
WFBM- $\Delta$ First Presbyterian  
WIND-Singing Canaries  
WOC-Story Behind the Song  
**10:30 CST 11:30 CDT**  
NBC-Radio City Music Hall  
KWK WOWO WMT (sw-15.21)  
Guest: Viola Philo, soprano. The music detail for this program may be found on page 6 this week.  
NBC-Univ. of Chicago Round Table Discussion; Guest Spkrs.: WBOW WHO WMAQ (sw-15.33)  
CBS-Salt Lake City Tabernacle Choir & Organ: WKBW KMOX WTAQ WCCO (sw-21.52)  
WAAF-The Orchestra Pit  
WBBM-Romance Time  
WCFL- $\Delta$ Rev. John Zoller  
WFBM-Stardust Melodies  
WIBA-Joe Tantillo's Orch.  
WIRE-Crystal Melody Hour  
WIND- $\Delta$ Methodist Church Prgm.  
WIRE-Rhythm Makers Revue  
America Back to God: WISN WOC  
WKBH-String Ensemble  
WLS-Howard Peterson  
WLW-The Camera Speaks  
WMBD-Number, Please  
WROK-Organ Reveries  
WTAD- $\Delta$ Methodist Church  
**10:45 CST 11:45 CDT**  
CBS-Salt Lake City Tabernacle: WFAM  
WBBM-Magic Numbers  
WJBC- $\Delta$ Park Methodist Church  
WKBH- $\Delta$ Church Service  
WLW-Rural Roundup  
WROK- $\Delta$ Swedish Mission Serv.  
**11:00 CST 12:00 CDT**  
NBC-Madrigal Singers: WMAQ WHO (sw-15.33)  
NBC-Radio City Music Hall; Salon Orch.: WENR WOWO  
CBS- $\Delta$ Church of the Air: KMOX WCCO WFAM WKBB WOC  
WAAF-Musical Hour  
WBBM-Music A La Carte  
WBOW- $\Delta$ Evangelical Church  
WCFL-Laff Parade  
WGN-Reading the Comics  
WIBA-Sports Forum  
German Hour: WIND WISN  
WMBD- $\Delta$ Peoria Trinity Taber.  
WMT- $\Delta$ Church Prgm.  
WTAQ-Duchow's Red Ravens  
**11:15 CST 12:15 CDT**  
WBOW-Dinner Music  
WCFL-Musical Ballads  
WIBA- $\Delta$ First Congregational  
WTMJ-Hildegard  
**11:30 CST 12:30 CDT**  
CBS-Europe Calling: WKBW KMOX (sw-21.52)  
NBC-Empires of the Moon, drama: WENR WLW  
NBC-Child Health Day Prgm.: WMAQ WBOW WHO KSD (sw-15.33)  
Topic: "The Heritage of Every Child," by Mrs. Malcolm Douglas.  
MBS-Novelly Choir: WGN  
KWK-Isham Jones' Orch.  
WCCO-Rival Roundup  
WFAM-Funny Paper Man  
WFBM-DePauw Prgm.  
WIRE-Rhythm Makers Revue  
WJJD-Grand Central Station  
WMBI-Organ Melodies  
WOC-Ports of Call  
WOWO- $\Delta$ Missionary Hour  
WTMJ-That Was the Year  
**11:45 CST 12:45 CDT**  
CBS-Poet's Gold; David Ross, Orch.: WKBH WKBB WCCO KMOX (sw-21.52)  
NBC-Silver Strings: WMAQ WHO WBOW KSD (sw-15.33)  
MBS-Charley & Jane entertain: WGN  
KWK-Amer. Radio Warblers  
WCFL-Spot Light Prgm.  
WJJD-Frankie Trumbauer's Orch.  
WLW-Voice of the Farm  
WMBD-Sunday Morning Sunshine  
WMBI-Round Table

## 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, Missouri	NBC-B & 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
WENR	870	50,000	Chicago, Illinois	NBC-B
WFAM	1200	100	South Bend, Indiana	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
WKBB	1500	250	Dubuque, Iowa	CBS
WKBH	1380	1,000	La Crosse, Wisconsin	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 and Waterloo, 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; KPD, 680; KPRC, 920; WBAP, 800; WOAI, 1190; WSM, 650; KFI, 640

**SHORT WAVES**  
Symbol after a program, like (sw-9.53), means that program is broadcast on short waves on 9.53 megacycles.  
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 eleven hour changes in program listings, time, etc.

Bell  $\Delta$  indicates religious services and programs.

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.

WMT-Richard Wilson, talk  
WTAQ-News  
WTMJ-Hollywood Casting Office

## AFTERNOON

**12:00 CST 1:00 CDT**  
NBC-The Magic Key of RCA; Symphony Orch.; Milton J. Cross, m.c.; Symph. Orch., dir. Frank Black; Guest: WLW  
WIBA WOWO WMT WTMJ  
WBOW WENR KWK (sw-15.21)  
David Sarnoff, president of the RCA, will officially open the 15th annual celebration of National Music Week. John Charles Thomas, American baritone of the Metropolitan Opera Company, and the RCA Victor Glee Club, under the direction of Henry Hotz.  
NBC-Swedish Glee Club: KSD WMAQ WHO WIRE (sw-15.33)  
In honor of Swedish National Day there will be a concert by the Swedish Glee Club of Detroit, Carl Lindgren, director.  
CBS-Station WGAR Dedication: WTAQ WKBW KMOX WCCO  
News: WOC WMBD  
WAAF-Remember With Joy

WBBM-Dr. Preston Bradley  
WCFL-Kwizz Contest  
WFAM-News; Hungarian Hour  
WFBM-Songhits  
WGN-To be announced  
WIND-Down the Mississippi  
WISN-Hollywood Matinee  
WJBC-Organ Melodies  
WJJD-Love Tales  
WKBH- $\Delta$ Cathedral Hour  
WMBI-Men's Voices in Song  
WTAD-K. C. Prgm.  
**12:15 CST 1:15 CDT**  
MBS-Gotham String Quartet: WGN  
News: WKBH WKBB WJBC  
WHO  
WAAF-Deserving of Credit  
WCCO-Strange As It Seems  
WFBM-Symphonetta  
WIRE-Newspaper of the Air  
WJJD-Fred Beck, organist  
WMBD-Variety Prgm.  
WMBI- $\Delta$ Gospel Message  
WOC-Smooth Sailing  
WROK-News; Musicale  
WTAD-Storyland Lady  
**12:30 CST 1:30 CDT**  
CBS-Welsh Women's Chorus: KMOX WBBM WCCO  
NBC-Sunday Dinner at Aunt Fannies, variety prgm.: WMAQ WHO KSD (sw-15.33)

MBS-Gotham String Quartet: WGN  
WAAF-Tower Tunes  
WCFL-Hit Tunes of Tomorrow  
WFBM-Cupid's Interviews  
WIND-Rhythm in Brass  
WIRE-To be announced  
WISN-Songs by Jerome Kern  
WJJD-Hawaiian Echoes  
WKBW-Melody Roundup  
WKBH-John Gruber, pianist  
WMBD-Heroes of the Week  
WMBI-Young People's Prgm.  
West Lafayette, the Funny Man  
WTAD-Musical Prgm.  
WTAQ-Bill Bardeen, stamp talk  
**12:45 CST 1:45 CDT**  
WAAF-So You Want to Ride  
WCFL-Interlude  
WIND-Concert Echoes  
WIRE-Concert Hour  
WISN-Polish Merry-makers  
WJJD-Chic MacGregor's Orch.  
WKBH-A Song for Two  
WMBD-For Men Only  
WOC- $\Delta$ Country Church of Holywood  
WTAD-Blended Voices  
WTAQ-Ralph Schroeder, trn.  
**1:00 CST 2:00 CDT**  
NBC-Radio Newsreel (Energine). Parks Johnson & Wallace Butterworth interviewing: WHO  
KSD WIRE WMAQ (sw-15.33)  
Guests: Marjorie Lawrence and Charles Kullman. The music detail for this program may be found on page 6 this week.

WENR-Ashtand Symph. Orch.: WENR WBOW (sw-15.21)  
Program by Ashtand Symphony Orchestra of Ashtand, Ohio, conducted by Louis E. Pete, assisted by a chorus of 175 voices and three soloists.  
KWK-Captains of Industry  
WAAF-Dictionary Baseball  
WBBM-Nonsense  
WCCO-Home Folk Tunes  
WCFL-Concert Hour  
WGN-Alice Blue, pianist  
WIBA-Tony Salerno's Orch.  
WIND-Dance Band  
WISN-Sentimental Songs  
WJJD-Preview  
WLW- $\Delta$ Church by the Side of the Road  
WMBI-Singers  
WMT-Tangled Tunes  
WOWO-Weekly News  
WROK-Symphonique  
WTAD-Lawrence Glosemeyer  
WTMJ-Question Bee  
**1:15 CST 2:15 CDT**  
CBS-Philharmonic Symph. Society of N. Y.: WCCO  
MBS-On a Sunday Afternoon; Harold Stokes' Orch.; Vocalists: WGN  
KWK-Musical Prgm.  
WIBA-Master Singers  
WIND-Hawaiian Melodies  
WISN-Four Vikings  
WMT-American Radio Warblers  
WOWO-Four Fellows  
WTAD-Quincy Marches On  
**1:30 CST 2:30 CDT**  
NBC-Sunday Afternoon With Smilin' Ed McConnell (Acme Paint); Irma Glenn, organist: WENR KWK WMT (sw-15.21)  
CBS-Philharmonic Symph.: WFBM (sw-15.27)  
NBC-Sunday Drivers; Frances Adair; Fields & Hall: WBOW WLW WIRE (sw-15.33)

WAAF-Organ Melodies  
WBBM-Flanagrams  
WCBD- $\Delta$ Zion Sunday Services  
WHO-Strange As It Seems  
WIBA-News  
WIND-Dixieland Band  
WISN-Five Star Theater  
WJJD-Priscilla & Her Piano  
WMAQ-Crossroads, drama  
WOWO-Melody Lane  
WROK-Musical Workshop  
WTMJ-New Voices of 1938  
**1:45 CST 2:45 CDT**  
CBS-Phil. Symph. Orch.: WISN  
NBC-Grand Piano Festival: WMT  
WENR WOWO WHO KWK (sw-15.21)  
WAAF-Musicale Moderne  
WBBM-Dugout Dope  
WCFL-Interviews  
WGN-The Lead-Off Man  
WIBA-Marching Along  
WIND-Baseball Highlights  
WJJD-Warren Brown Talks Baseball  
WROK-Highlights in the News  
WTAD-Public School Prgm.  
**2:00 CST 3:00 CDT**  
NBC- $\Delta$ National Vespers: WENR  
NBC-Chinese Ambassador Salutes U. S. Athletics: WBOW WIRE WLW  
MBS-Benay Venuta's Prgm.; Leo Freudberg's Orch.: Soloists: WMT  
Baseball; White Sox vs. St. Louis: WGN WJJD WCFL WIND WBBM  
KWK-Schools on the Air  
WAAF-Jimmie Kozak, pianist  
WIBA-Amer-Scandinavian Prgm.  
WMAQ-Strange As It Seems  
WOWO- $\Delta$ Temple Radio Service  
WROK-News; Troubadettes  
WTMJ- $\Delta$ Christian Science  
**2:15 CST 3:15 CDT**  
NBC-To be announced: WMAQ WHO WBOW  
WAAF-George Morgan, trn.  
WMT- $\Delta$ Church Prgm.  
WTMJ-To be announced  
**2:30 CST 3:30 CDT**  
NBC-The World Is Yours; Smithsonian Inst., drama: WBOW WIRE WLW WTMJ WHO  
NBC-World's Fair May Day Festival: WMT WENR KWK  
Program will feature a chorus of 1,000 voices, Albert Stoessel conducting his own arrangement of three of the Bach chorals. The chorus will also sing in the imposing opening of Horatio Parker's "Hora Novissima," conducted by Hugh Rosa.  
WAAF-News Room Oddities  
WBA-Review Faculty  
WIBA- $\Delta$ Lutheran Hour  
WMAQ-Question-Air with Bob Brown  
WOWO- $\Delta$ Lutheran Hour  
WROK-Amateur Hour  
WTAD-Moods in Black & White  
**2:45 CST 3:45 CDT**  
KWK-Vocalist, Organist & Violinist  
WAAF-St. Francis Retreat League Prgm.  
**3:00 CST 4:00 CDT**  
NBC-Marion Talley, sop. (Ry-Krisp); Josef Koestner's Orch.; Chorus: WIRE WMAQ WHO WTMJ WIBA KSD (sw-9.53)  
MBS-Musical Steelmakers (Wheeling Steel Corp.): WLW  
CBS-Texas Rangers: WOC WMBD WFBM KMOX WKBW WKBH WFAM (sw-15.27)

(Continued on Next Page)

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PLEASE NOTE:

Symbols 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 12

# SUNDAY

May 1

(3:00 p.m. Continued)

NBC-There Was a Woman, drama: KWK WENR WOWO  
 WAAF-Int'l Potpourri  
 WBAA-Baccalaureate; Speaker, Harris Willis Dodds  
 WBOW-Concert Hall  
 Baseball Game: WCCO WISN  
 WJBC-Concert  
 WROK-Musicale  
 WMT-Cop on the Street  
 WROK-Sunday Song Service  
 WTAD-Interchurch Revival  
 WTAQ-Ave Maria  
**3:15 CST 4:15 CDT**  
 WJBC-Travelogue  
 WMT-George Sir Venka's Orch.  
**3:30 CST 4:30 CDT**  
 CBS-Guy Lombardo's Orchestra (Bond Bread): KMOX WFBM (sw-15.27)

NBC-Mickey Mouse Theater of the Air (Pepsodent Co.); Felix Mills' Orch.; Walt Disney, m.c.: WMAQ WHO WLW KSD WTMJ WIRE WIBA (sw-9.53)

NBC-To be announced: WENR (sw-15.21)

CBS-Oliver Drake, news oddities: WOC WTAQ WKBH WMBD WKBK

KWK-WPA Theater Play  
 WAAF-Encores  
 WBOW-W. P. A. Prgm.  
 WFAM-America in Peace  
 WJBC-Hillbilly  
 WLW-Musical Camera  
 WOWO-Church of the Nazarene

WROK-Music Graphs  
 WTAD-Jack Petrie  
**3:45 CST 4:45 CDT**

NBC-The Master Builder, Talk: WENR WBOW

CBS-Dave Bacal, organist: WOC WTAQ WKBH WMBD WFBM WKBK

WAAF-Kay Armen, vocalist  
 WBBM-Tenth Inning  
 WFAM-WPA Prgm.  
 WJBC-Male Quartet  
 WMT-Psychiana

WROK-Songs of Yesterday  
**4:00 CST 5:00 CDT**

CBS-Joe Penner; Gene Austin, songs; Ruby Newman's Orch. (Cocomalt): KMOX WCCO WFBM WBBM (sw-15.27) (also KNX KSL at 10 p.m.)

MBS-Thirty Minutes in Hollywood; George Jessel; Norma Talmadge; Tommy Tucker's Orch.; Amy Arnell & Trio; Guests (Local Cooperative Campaign): WGN KWK WMT WTMJ

NBC-Musical Camera; Orch. & Soloists: WLW WOWO

NBC-Catholic Hour: WMAQ WBOW WIBA WIRE WHO (sw-9.53)

Reverend Felix Kirsch, O. M. Cap., begins a series under the general title of "In Defense of Chastity."

KSD-News; Gabriel Heatter, commentator; Musical Demi-Tasse

WAAF-Vesper Service  
 WCFL-Rainbow Melodies  
 WENR-Amateur Hour  
 WJBC-Wings Over the World  
 WJJD-Piano Reflections  
 WKBH-Wartburg Vespers  
 WKBH-Singing Strings  
 WMBD-Ann Dooley, songs  
 WOC-Sunday School  
 WROK-News; Musicale  
 WSBT-Volunteer Workers Story Hour

WTAD-Memory Lane  
 WTAQ-Beacon Lights  
**4:15 CST 5:15 CDT**

KSD-Nathaniel Shilkret's Orch.  
 WCFL-Phil Warner, pianist  
 WHO-To be announced  
 WJBC-Rosena Moore  
 WJJD-Singing Strings  
 WMBD-Bill Vickland's Vespers  
 WOC-Songs by Gerry Morrissey  
 WROK-Virginia Barron, Songs  
 WSBT-Wings Around the World  
 WTAD-News

**4:30 CST 5:30 CDT**  
 NBC-A Tale of Today, drama (Princess Pat): WMAQ (sw-9.53)

CBS-Phil Cook's Almanac: WOC WFBM WBBM WCCO KMOX WKBH WMBD WKBK (sw-15.27)

NBC-Haven MacQuarrie Program, drama: WMT KWK WOWO WIBA

KSD-Pepper-Uppers  
 WAAF-Byrd Arnold Smith  
 WBAA-Purdue Band Concert

WBOW-The Caravan of Song  
 WCBD-Scripture Truth Hour  
 WCFL-Emil Flindt's Orch.  
 WGN-Walter Flandorf, organist  
 WIO-Baseball Resume  
 WIND-Ted Weems' Orch.  
 WIRE-Master Mind  
 WJBC-American Legion Auxiliary Prgm.

WJJD-Tea Dance Time  
 WLW-My True Story  
 WROK-Tercentenary Prgm.  
 WSBT-You Shall Have Rhythm  
 WTAD-Bessie Dean Reimert, sop.  
 WTAQ-Dinner Concert  
 WTMJ-Musical Spelldown

**4:45 CST 5:45 CDT**  
 MBS-To be announced: WGN News: WHO WMT

WAAF-Newspaper of the Air  
 WIRE-Courts and Commerce  
 WJBC-High School Group  
 WMBD-Dr. Townsend  
 WSBT-Baseball Scores; News

**5:00 CST 6:00 CDT**  
 NBC-Jell-O Prgm.; Starring Jack Benny, comedian; Mary Livingston; Kenny Baker, tr.; Sam (Schlepperman) Hearn; Andy Devine; Phil Harris' Orchestra; Don Wilson: WMAQ WTAM KSD WLW (sw-9.53) (also at 9:30 p.m.)

NBC-Lepanto; Symphony Orch.: WOWO WBOW WENR (sw-11.87)

Originally scheduled for last Thursday, this program will be heard this date instead. It is a special American performance of "Lepanto," English radio success directed by Val Gielgud, distinguished Chief of Dramatic Production for the British Broadcasting Corporation. "Lepanto," a poem by G. K. Chesterton, deals with historical fact, the repulse of the Turk threat to Christian Europe in 1571. The full NBC Symphony Orchestra, Frank Black conducting, will participate in this production.

CBS-Joan & Kermit, sketch: WJR WHAS KMOX WFBM WKBH WOC WMBD WKBK WBBM MBS-Hawaii Calls: WGN KWK WMT

WAAF-Sylvia Stone, contr.  
 WCBD-Rev. Alvin Prestholt  
 WCCO-Musical Prgm.  
 WCFL-Father Maguire's Round Table

WIBA-Frautschi Concert Trio  
 WIND Polish Prgm.  
 WIRE-Matinee Musical Trio  
 WJJD-Andy Andrews, comedy & songs

WROK-Musicale  
 WSBT-Symphonetta  
 WTAD-Future Announcers  
 WTAQ-Dance Orch.  
**5:15 CST 6:15 CDT**

MBS-Hawaii Calls: WIRE  
 WAAF-Half & Half  
 WHO-Headlines of the Week  
 WISN-Diamond Dope  
 WJJD-Current News  
 WROK-Bernice Whitechurch  
 WSBT-New Yorkers

WTAD-Witching Hour  
**5:30 CST 6:30 CDT**  
 NBC-Interesting Neighbors with Jerry Belcher; Roy Shield's Orch. (F. W. Fitch Co.): KSD WBOW WMAQ WHO WIRE WTAM (sw-9.53)

CBS-Phil Baker, comedian (Gulf Oil) with Bottle & Beetle; Lucille Ball, comedienne; Oscar Bradley's Orch.; Guests: WJR WSBT WFBM WHAS (sw-11.83)

NBC-Baker's Broadcast with Ozzie Nelson's Orch.; Feg Murray & Harriet Hillard: KWK WMT WTMJ WIBA WLS (sw-11.87)

CBS-Week-End Potpourri: WOC WCCO WKBH WISN WMBD KMOX-All Hands on Deck  
 WBBM-Americans at Work  
 WCFL-Jack Kelly's Orch.  
 WGN-Musical Steelmakers  
 WJJD-Kinney's Hawaiians  
 WLW-Newspaper of the Air  
 WROK-Gospel String Band  
 WTAD-News

**5:45 CST 6:45 CDT**  
 CBS-Week-end Potpourri: WTAQ WAAF-Hollywood Amer. Legion Band

WCFL-Vella Cook, soloist  
 WKBH-News  
 WJJD-Sons of the Pioneers  
 WLW-Jimmy James' Orch.  
 WTAD-Sunset Melodies

**NIGHT**

**6:00 CST 7:00 CDT**  
 NBC-May Day Music Festival of N. Y. World's Fair: WLS KWK WBOW WMT (sw-11.87)  
 The music detail for this program may be found on page 6 this week.

MBS-The Forum: WGN Sports: WOC WKBK WTAD KWK-Sport Review; News  
 WAAF-Sweet & Slow  
 WCCO-March of Minnesota  
 WCFL-Silver Bells  
 WIND-Re-creation of Baseball Game

WISN-Down by Herman's  
 WJJD-Suppertime Frolic  
 WKBH-Wings Over the World  
 WMBD-Ray Olson, bar.  
 WROK-News; Musicale  
**6:15 CST 7:15 CDT**

CBS-May Day Music Festival of N. Y. World's Fair: WJR WFBM KMOX WTAQ WHAS WISN WKBH WKBK WBBM (sw-11.83)

News: WMBD WOC KWK-Musical Prgm.  
 WAAF-Roller Derby  
 WCBD-To be announced  
 WKBH-Dubuque "Chest"  
 WKBH-Meditation  
 WROK-Veterans Foreign Wars; Musicale

WTAD-Barney Thompson  
**6:30 CST 7:30 CDT**  
 CBS-May Day Music Festival of N. Y. World's Fair: WOC WSBT WISN WFBM WHAS WKBH KMOX WTAQ WKBK WJR (sw-11.83)

NBC-Music Festival: WLS WBOW (sw-11.87)

MBS-Charioteers: KWK

## Good Listening for Today

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated

### MORNING

10:30 CST (11:30 CDT) UNIVERSITY OF CHICAGO ROUND TABLE DISCUSSIONS, NBC-Red.

10:30 CST (11:30 CDT) RADIO CITY MUSIC HALL; Erno Rapee, conductor; Viola Philo, guest, NBC-Blue.

### AFTERNOON

12:00 CST (1:00 CDT) THE MAGIC KEY, Milton J. Cross, m.c.; Symphony Orchestra, Frank Black, conductor; David Sarnoff and John Charles Thomas, guests, NBC-Blue.

1:00 CST (2:00 CDT) PHILHARMONIC-SYMPHONY SOCIETY of New York, John Barbirolli, conductor; Deems Taylor, commentator; Marjorie Lawrence and Charles Kullmann, guests, CBS.

3:30 CST (4:30 CDT) MICKEY MOUSE THEATER OF THE AIR; Walt Disney, m.c.; Felix Mills' orchestra, NBC-Red.

4:00 CST (5:00 CDT) JOE PENNER with Gene Austin, Ruby Newman's orchestra, CBS.

5:00 CST (6:00 CDT) "LEPANTO," directed by Val Gielgud, NBC-Blue.

5:00 CST (6:00 CDT) JELL-O PROGRAM starring Jack Benny, Mary Livingstone, Kenny Baker, Sam Hearn, Andy Devine, Don Wilson, Phil Harris' orchestra; guest, NBC-Red.

5:30 CST (6:30 CDT) PHIL BAKER, Bottle and Beetle, Oscar Bradley's orchestra, CBS.

5:30 CST (6:30 CDT) BAKER'S BROADCAST with Ozzie Nelson's orchestra, Harriet Hillard, Feg Murray; guest, NBC-Blue.

### NIGHT

6:00 CST (7:00 CDT) WORLD'S FAIR MUSIC FESTIVAL, NBC-Blue and CBS.

6:00 CST (7:00 CDT) CHASE AND SANBORN HOUR with Don Ameche, Dorothy Lamour, Edgar Bergen and Charlie McCarthy, John Carter, Stroud Twins, Robert Armbruster's orchestra; guest, NBC-Red.

7:00 CST (8:00 CDT) FORD SUNDAY EVENING HOUR, Fritz Reiner, conductor; Efreim Zimbalist, guest, CBS.

7:00 CST (8:00 CDT) HOLLYWOOD PLAYHOUSE with Tyrone Power, NBC-Blue.

8:00 CST (9:00 CDT) GRAND CENTRAL STATION, dramatization, CBS.

NBC-Chase & Sanborn Hour, Don Ameche, m.c.; Edgar Bergen & Charlie McCarthy; John Carter, tr.; Dorothy Lamour, sopr.; Stroud Twins, comedians; Robert Armbruster's Orchestra; Guest: WTMJ WIRE WHO WLW WMAQ KSD WIBA WTAM (sw-9.53)

CBS-May Day Music Festival of N. Y. World's Fair: WJR WFBM KMOX WBBM WSBT WTAQ WHAS (sw-11.83)  
 The music detail for this program may be found on page 6 this week.

MBS-The Forum: WGN Sports: WOC WKBK WTAD KWK-Sport Review; News  
 WAAF-Sweet & Slow  
 WCCO-March of Minnesota  
 WCFL-Silver Bells  
 WIND-Re-creation of Baseball Game  
 WISN-Down by Herman's  
 WJJD-Suppertime Frolic  
 WKBH-Wings Over the World  
 WMBD-Ray Olson, bar.  
 WROK-News; Musicale  
**6:15 CST 7:15 CDT**

CBS-May Day Music Festival of N. Y. World's Fair: WJR WFBM KMOX WTAQ WHAS WISN WKBH WKBK WBBM (sw-11.83)

News: WMBD WOC KWK-Musical Prgm.  
 WAAF-Roller Derby  
 WCBD-To be announced  
 WKBH-Dubuque "Chest"  
 WKBH-Meditation  
 WROK-Veterans Foreign Wars; Musicale

WTAD-Barney Thompson  
**6:30 CST 7:30 CDT**  
 CBS-May Day Music Festival of N. Y. World's Fair: WOC WSBT WISN WFBM WHAS WKBH KMOX WTAQ WKBK WJR (sw-11.83)

NBC-Music Festival: WLS WBOW (sw-11.87)

MBS-Charioteers: KWK

WBBM-Beside Teaching  
 WCBD-Gospel Tabernacle  
 WCFL-Lithuanian Prgm.  
 WGN-Jack Russell's Orch.  
 WIND-Gypsy Caravan  
 WKBH-Hits & Encores  
 WMBD-Irene Allan, organist  
 WROK-Evening Melodies  
 WTAD-News  
**6:45 CST 7:45 CDT**  
 CBS-Music Festival: WBBM WMBD  
 WGN-Arthur Sears Henning, capitol comment  
 WIND-Tuneful Truths  
 WKBH-News  
**7:00 CST 8:00 CDT**

CBS-Ford Sunday Evening Hour; Symphony Orch. & Chorus; Fritz Reiner, dir.: WSBT WISN WTAQ WHAS KMOX WKBH WCCO WFBM WBBM WMBD WJR (sw-11.83)  
 Guest: Efreim Zimbalist.  
 The music detail for this program may be found on page 7 this week.

NBC-Manhattan Merry-Go-Round (Dr. Lyons); Pierre Le Kreun, tr.; Men About Town, trio; Rachel Carley, vocalist; Don Donnie's Orch.: WTAM KSD WIBA WTMJ WMAQ WIRE WHO (sw-9.53)  
 Miss Carley will sing I Love You With All My Heart and, with Mr. LeKreun, I Fall in Love With You Every Day. Mr. LeKreun will also sing Something to Remember You By. The orchestra and trio will offer En Donnant des Fleurs, Antoinette and Whistle While You Work.

NBC-Hollywood Playhouse (Woodbury); Presents Tyrone Power & Guest; Harry Sosnik's Orch. WMT WENR WLW KWK (sw-11.87) (also at 8:30 p.m.)

MBS-Court of Human Relations (Vadco Sales Corp.): WGN

WBOV-Soloists  
 WCFL-Irish Hour  
 WGN-Court of Human Relations  
 WIND-News

WKBH-Dubuque Star Revue  
 WOC-Twilight Musicale  
 WROK-Orville Whisman, pianist  
 WSUI-Vespers  
**7:15 CST 8:15 CDT**

WIND-Jimmy Jackson's Orch.  
 WKBH-Sunday at Twilight  
 WOC-Gems of Melody  
 WROK-Elva & Isabelle Youngberg, songs

**7:30 CST 8:30 CDT**  
 NBC-Walter Winchell's Jergens' Journal: WENR WMT WLW KWK (sw-11.87) (also at 9 p.m.)

NBC-American Album of Familiar Music (Bayer's Aspirin); Frank Munn, tr.; Jean Dickenson sop., Amsterdam Chorus; Arden & Arden, piano duo; Bertrand Hirsch, violinist; Gus Haenschen's Orch.: WHO KSD WIRE WMAQ WTAM WIBA WTMJ (sw-9.53)

MBS-Larry Funk's Orch.: WGN WBOW-Music by Cugat  
 WIND-Sunday Evening Club  
 WKBH-Pop Concert  
 WROK-Pilgrim Rest Hour  
**7:45 CST 8:45 CDT**

NBC-Irene Rich, drama (Welch Grape Juice): WENR WOWO WMT KWK (sw-11.87) (also at 9:15 p.m.)

WBOV-Master Singers  
 WGN-News, Sports Review  
 WLW-Unbroken Melodies  
**8:00 CST 9:00 CDT**

NBC-Hour of Charm (General Electric); Phil Spitalny's Orch.: WHO KOA KSD WIBA WIRE WTAM WTMJ WMAQ (sw-9.53)

MBS-Good Will Hour (Ironized Yeast): WGN

CBS-Grand Central Station (Listerine): KMOX WJR WHAS WFBM WBBM WCCO (sw-11.83)

The story of movie star importations from abroad, who turn out to be fakes, will be dramatized. The dramatization will tell of back-stage life in Hollywood, and what really goes on behind the scenes.

CBS-Lois Elliman & Charles Paul: WKBH  
 NBC-Norman Cloutier's Orch.: WOWO WBOW KWK (sw-11.87)

WCFL-Amateur Hour  
 WENR-Vocal Varieties  
 WIND-News  
 WISN-Songs of Yesterday  
 WKBH-Success Story  
 WLW-Warner Academy Award  
 WMBD-Sunday Evening at Aunt Mary's

WMT-Court of Missing Heirs  
 WOC-Romantic Musings  
 WROK-Swedish Free Church  
 WSBT-Spring Prom  
**8:15 CST 9:15 CDT**

KWK-Kay Travis, vocalist  
 WIND-Stars Over Manhattan  
 WKBH-World Dances  
 WLS-Car Card Carnival  
 WMBD-State Democratic Prgm.  
 WTAQ-Cinderella

**8:30 CST 9:30 CDT**  
 NBC-Hollywood Playhouse (Woodbury's): KOA WSM KPRC WOAI WBAP (also see 7 p.m.)

CBS-Skelly Court of Missing Heirs: WBBM KMOX WISN WMBD WOC WTAQ WKBH WKBK WCCO

MBS-Good Will Hour (Ironized Yeast): WLW

NBC-Symph. Variations; Orch.: WHO WTAM WBOW WMAQ (sw-9.53)

NBC-Cheerlic; Talk & Music: WENR KWK WOWO (sw-11.87)

CBS-Headlines & By-Lines: WHAS WSBT WFBM (sw-11.83)

MBS-Your Sunday Date; Harold Stokes' Orch.: WGN WMT WIND

WIBA-Sunday Night Concert  
 WIRE-Answers  
 WJR-Vocal Varieties  
 WTMJ-Dance Orch.: News Highlights  
**8:45 CST 9:45 CDT**

WIBA-Club Chanticleer  
 WJR-Musical  
**9:00 CST 10:00 CDT**  
 NBC-Walter Winchell's Jergens' Journal: KOA WSM KPRC WBAP (also see 7:30 p.m.)

CBS-Abe Lyman's Orch.: WISN WKBH WSBT WHAS WMBD WCCO WOC WJR WBBM (sw-11.83)

NBC-Charlie Agnew's Orch.: WHO WBOW WTAM (sw-9.53)  
 MBS-Your Sunday Date; Harold Stokes' Orch.: KWK

News: WIBA WMT  
 KMOX-Evening Serenade  
 WCFL-Father Justin Rosary Hour

WENR-Globe Trotter  
 WIRE-Carl Baker  
 WKBH-Dance Orch.  
 WMAQ-Academy Theater  
 WOWO-Back Home Hour  
 WROK-Musicale

**9:15 CST 10:15 CDT**  
 NBC-Irene Rich, drama (Welch Grape Juice): WSM KOA KPRC WBAP (also see 7:45 p.m.)

NBC-Charlie Agnew's Orch.: KSD WLW WENR WTAM  
 NBC-Blue Barron's Orch.: WMT WGN-Jack Russell's Orch.  
 WHO-Sports Review  
 WIBA-Gems of Melody  
 WTAQ-Dance Orch.

**9:30 CST 10:30 CDT**  
 NBC-Jell-O prgm.; Starring Jack Benny: KFI KOA WBOW WHO WIRE WIBA WTMJ (also see 5 p.m.)

NBC-News; Val Olman's Orch.: WTAM KSD (sw-9.53)  
 CBS-Duke Ellington's Orch.: WOC WBBM WISN WTAQ WMBD WKBH WCCO WSBT WHAS WFBM (sw-11.83)

NBC-News; Lou Breese's Orch.: KWK WMAQ  
 MBS-Old Fashioned Revival: WMT  
 MBS-Western Gentlemen: WIRE WGN

KMOX-The Shadow, drama  
 WENR-Andy Kirk's Orch.  
 WIND-Jimmy Jackson's Orch.  
 WJR-The Hermit's Cave  
 WKBH-Horace Henderson's Orch.  
 WLW-Country Sunday

WROK-Wings Over the World  
**9:45 CST 10:45 CDT**  
 CBS-Duke Ellington's Orch.: WHAS

KWK-Organ Moods  
 WJBC-Peggy Payne & Pioneers  
 WROK-News  
**10:00 CST 11:00 CDT**

NBC-Dance Orch.: WMAQ KSD WBOW  
 CBS-Henry King's Orch.: WJR WISN WFBM WKBH WHAS WTAQ WBBM WKBK

MBS-Bunny Berigan's Orch.: WGN  
 NBC-Harry Owens' Orch.: WOWO WIRE (sw-15.21)

News: WMBD WOC WHO  
 KMOX-Comedy Stars of B'way  
 KOA-Melody Master  
 KWK-Special Agent, drama  
 WCCO-Broadway Stars  
 WCFL-Pentecostal Church  
 WENR-Music As You Desire It  
 WIBA-Sunday Serenade  
 WIND-Freddy Martin's Orch.  
 WLW-Paul Sullivan, news  
 WTAM-Tom Ireland; Musical Bulletin

WTMJ-Dance Orch.  
**10:15 CST 11:15 CDT**  
 NBC-Dance Orch.: KOA  
 CBS-Henry King's Orch.: WOC WMBD

MBS-Bunny Berigan's Orch.: WLW  
 KMOX-C. Albert Scholin, organist  
 WHAS-World News  
 WHO-To be announced  
 WIND-Ted Weems' Orch.  
 WTAM-Music You Want

**10:30 CST 11:30 CDT**  
 NBC-One Man's Family: KPO KFI (also see Wed. Prgm. at 8 p.m.)

CBS-Nat Brandwynne's Orch.: WKBH WISN WFBM WOC WCCO WHAS WMBD WBBM WJR (sw-6.12)

NBC-Andy Kirk's Orch.: WBOW KOA WOWO  
 NBC-Barney Rapp's Orch.: (sw-15.21)

MBS-Bob Crosby's Orch.: WGN WIRE WMT  
 KMOX-Headline Highlights  
 KWK-News  
 WCCO-Cedric Adams  
 WIBA-Club Chanticleer  
 WIND-Night Club of the Air  
 WLW-Twenty-four Hour Review

**10:45 CST 11:45 CDT**  
 NBC-Barney Rapp's Orch.: WENR WIBA

KMOX-Carl Lorch's Orch.  
 KWK-Larry Funk's Orch.

**11:00 CST 12:00 CDT**  
 CBS-Jimmy Noone's Orch.: WOC WCCO WMBD WFBM WBBM WISN KMOX

NBC-Emerson Gill's Orch.: WBOW MBS-Johnny Johnston's Orch.: WGN WIRE KWK WMT  
 KOA-Night Editor  
 WHAS-Phil Levant's Orch.  
 WIND-Nite Watch  
 WKBH-Weather Report  
 WTAM-Emerson Gill's Orch.

End of Sunday Programs

MORNING

7:00 CST 8:00 CDT
NBC-Breakfast Club: Vocalists, Don McNeill, m.c.; Orch.; News: WCFL WBOW WOWO CBS-Dear Columbia: News: WTAQ WFAM (sw-21.52) Musical Clock: WBBM WIBA WKBB WOC WMT WIRE 7:15 CST 8:15 CDT NBC-Person to Person: KSD (sw-21.5) News: WCCO WHO WMT WLW 7:30 CST 8:30 CDT CBS-The Road of Life, sketch (Chipso): WBBM KMOX (sw-21.52) NBC-Landt Trio; News: KSD (sw-21.5) Morning Devotions: WKBH WLS Musical Clock: WHO WROK WMT 7:45 CST 8:45 CDT NBC-Amanda Snow, songs: WMAQ (sw-21.5) CBS-Bachelor's Children, sketch (Old Dutch Cleanser): KMOX WCCO (sw-21.52) News: WIND WTAD WIRE 8:00 CST 9:00 CDT NBC-Mrs. Wiggs of the Cabbage Patch, sketch (Old English Wax): WMAQ WIRE NBC-Cabin at the Crossroads, sketch (Aunt Jemima): WLS WMT KWK WTMJ WOWO (sw-15.21) CBS-Pretty Kitty Kelly, sketch (Wonder Bread): WISN WFBM WCCO KMOX WBBM WOC (sw-21.52) News: WKBH WMBD Musical Clock: WIBA WROK WAAF-Don Bolt, news WCBD-Italian Musicale; News WCFL-Swingtime WFAM-Concert Time WGN-Martha Crane & Helen Joyce WHA-Band Wagon WHO-Coffee Pot Inn WIND-Priscilla & Her Piano 8:15 CST 9:15 CDT NBC-John's Other Wife, sketch (Louis Philippe): WMAQ WIRE CBS-Myrt & Marge, sketch (Super Suds): KMOX WFBM WCCO WISN WBBM WMBD (sw-21.52) NBC-Margot of Castlewood sketch (Quaker Oats): WLS KWK WMT WTMJ WOWO WLW (sw-15.21) WAAF-Rhythm Rhapsody WCFL-Double in Stars WHA-Morning Melodies WHO-Melody Time WIND-Your Favorite Band WJJD-Eddie Fitzpatrick's Orch. WKBB-Salon Sketches WKBH-Uncle Bob WOC-Musical Clock 8:30 CST 9:30 CDT NBC-Attorney-at-Law, sketch (Johnson's Floor Wax): WLS KWK (sw-15.21) CBS-Hilltop House, sketch (Palm olive Soap): WISN WMBD KMOX WBBM WCCO (sw-21.52) NBC-Just Plain Bill, sketch (Kolyonos): WMAQ WIRE NBC-Josh Higgins of Finchville: WCFL Morning Melodies: WHO WGN WAAF-Canary Serenade WBOW-Radio Gospel WCBW-Rhythm Men WFAM-Morning Musicale WFBM-Roundup WIBA-Today's Almanac; Society Reporter WIND-Eb & Zeb, sketch WJJD-Adult Educational Council WKBB-Musical Breakfast WKBB-Olive Hagen, organist WLW-Myrt & Marge, sketch WMT-Musical Clock WOWO-Richard Trojan WROK-Morning Devotions WSUI-Daily Iowan of the Air WTAD-Interchurch Revival WTAQ-Melody Lane WTMJ-Your Home Town 8:45 CST 9:45 CDT NBC-To be announced: WBOW NBC Woman in White, sketch (Pillsbury): WMAQ WIRE WHO WTMJ KSD NBC-Kitchen Cavalcade: (sw-15.21) CBS-Stepmother, sketch (Colgate): WBBM WCCO WFBM KMOX (sw-21.52) WCFL-Bittersweet Melodies WGN-Dr. Friendly, drama WIND-Musical Varieties WISN-Early Risers Club WJJD-Sentenced Men WKBB-Tonic Tunes WKBH-Amer. Family Robinson WLS-News; Helpful Harry

WLW-Betty & Bob, sketch WMBD-Women of Today WOC-News WOWO-Modern Home Forum WROK-Town Crier WSUI-Morning Melodies WTAD-Thru Life's Window 9:00 CST 10:00 CDT NBC-Viennese Ensemble: - WIBA WBOW CBS-Ruth Carhart, songs: WISN WTAQ WFBM WKBB WKBH WOC KMOX (sw-21.52) NBC-David Harum, sketch (Baby O): KSD WIRE WMAQ WHO (sw-15.33) NBC-The Story of Mary Marlin, sketch (Ivory Soap): WLS WLW (sw-15.21) MBS-Get Thin to Music: WGN KWK-Singing Cowboys WAAF-Woman's Page WBBM-Heart of Julia Blake WCBW-Rhythm Men WCCO-Judy & Jane WCFL-Varieties WFAM-Shopper's Guide WIND-Traffic Court Broadcast WJJD-Priscilla Holbrook, pianist WMBD-Messenger; Weather WMT-News; Melody Time WROK-News WSUI-Service Reports WSUI-Within the Classroom WTAD-Homemaker's Prgm.; Petrie WTMJ-Dan Harding's Wife 9:15 CST 10:15 CDT NBC-Lorenzo Jones, sketch (Phillips): WMAQ WIRE WHO CBS-Richard Maxwell, songs: WKBH WCCO WISN (sw-21.52) NBC-Pepper Young's Family, sketch (Camay Soap): WLS (sw-15.21) For details of contest on this program turn to the inside back cover. NBC-Viennese Ensemble: WMT MBS-Bachelor's Children (Old Dutch Cleanser): WGN News: WKBH WMBD Editor's Daughter, sketch: WBBM WOWO KMOX-Houseboat Hannah, sketch KWK-Great Works of Man WAAF-Mid-Morning Varieties WBOW-Mid-morning Music WCFL-Popular Varieties WFBM-Apron Strings WHA-American Observer WJJD-Sports Edition Handicap WJR-Peaceful Valley WLW-The Goldbergs, sketch WOC-Party Line WROK-On the Mall WSUI-Yesterday's Favorites WTAQ-Rhythm & Romance 9:30 CST 10:30 CDT NBC-Vic & Sade, sketch (Crisco): WLS (sw-15.21) For details of contest on this program turn to the inside back cover. NBC-How to Be Charming, beauty talk (Phillips): WMAQ WHO WIRE WTMJ WIBA KSD NBC-Breen & de Rose, songs: WMT WBOW CBS-Big Sister, sketch (Rinso): WCCO WBBM WISN WMBD KMOX WFBM MBS-Pinky Hunter, songs: KWK WAAF-News; Swing High WCFL-Peeker in the Pantry WFAM-Health Talk; Gypsy Fiddles WGN-Painted Dreams, sketch WHA-Afield With Ranger Mac WIND-Swing Melodies WJJD-Harry Zimmerman, organist WKBB-Eb & Zeb, sketch WKBB-Morning Melodies WLW-Short, Short Story WMBD-Devotional Hour WOC-Melody Varieties WOWO-Linda's First Love WROK-Radio Rhythm WSUI-Famous Short Story WTAD-Ma Perkins, sketch WTAQ-News; Merry Go Round 9:45 CST 10:45 CDT NBC-Edward MacHugh, Gospel Singer (Ivory Soap): WLS (sw-15.21) CBS-Aunt Jenny's Stories (Spry) KMOX WMBD WFBM WISN WBBM WCCO NBC-Betty Moore: Interior Decorating Talk (Benjamin Moore & Co.): WHO KSD WMAQ NBC-The Originalities: WBOW WOWO To be announced: WKBH KWK WAAF-Foolish Questions WFAM-Dick Cover WGN-Stella Dallas, sketch WIND-Current News & Markets WIRE-Linda's First Love WJJD-Today's Heroine WKBB-Rhythm & Romance WLW-Kitty Keene, sketch WROK-Musicale WSUI-Prgm. Calendar; Weather WTAD-Bee & Vee WTMJ-Morning Melodies

10:00 CST 11:00 CDT CBS-Mary Margaret McBride, columnist (Minute Tapioca): WBBM WFBM KMOX WISN WOC WCCO WFAM WMBD NBC-Vaughn de Leath, songs: WBOW NBC-Dan Harding's Wife, sketch (Nat'l Biscuit Co.): WMAQ KSD-News; Night Letter; Orch. KWK-Morning After WAAF-Melody Parade WCBW-Federal Housing Prgm. WGN-Woman in the Store WHA-Homemakers WHO-The Goldbergs, sketch WIBA-Editor's Daughter, sketch WIND-Sketches in Melody WLV-Dessa Byrd WJBC-Personality Hour WJJD-Bureau of Missing Persons WKBB-Hollywood Reporter WKBB-Home Economics WLS-Market Reports; News WLT-Dr. Friendly, sketch WMT-Willie's Gang WOWO-Bill Board WROK-News and Markets; Organ WJJD-Home Decoration WTAD-News WTAQ-Hollywood on Parade WTMJ-What's New in Milwaukee? 10:15 CST 11:15 CDT CBS-The Goldbergs, sketch (Oxydol): WBBM NBC-The O'Neills, sketch (Ivory Soap): WMAQ WLW NBC-Bailey Axton, tr.: WMT CBS-Kitty Keene, Inc., sketch (Dreft): WCCO KMOX MBS-Radio Garden Club: KWK Linda's First Love: WIBA WMBD KSD-Lady Courageous WAAF-Don Bolt, commentator WBOW-Stars Over Hollywood WCBW-Famous Orchestra WCFL-New Songs WFAM-Visitors Welcome WFBM-Musical Memories WGN-Edna Sellers, organist WHO-News; Women in the News WIND-Priscilla & Her Piano WISN-News WJBC-Riddle Time WJJD-Criminal Court Interviews WKBB-House of McGregor WKBH-Your Home Prgm. WLS-Don & Helen, vocal duo WOC-Rhythm Rumbles WROK-Musicale WSUI-Yesterday's Musical Favorites WTAD-Musical Prgm. 10:30 CST 11:30 CDT NBC-Nat'l Farm & Home Hour; Guest Speakers: WMAQ WIBA WBOW (sw-15.21) CBS-Romance of Helen Trent; Virginia Clark (Edna Wallace Hopper): WBBM KMOX KSD-Dan Harding's Wife KWK-News; Wake Up & Sing WAAF-This Feminine World WCCO-Happy Gilman WFAM-Homespun Verse WFBM-Mrs. Farrell's Kitchen of the Air WGN-Walter Flandorf, organist WHO-Myrt & Marge, sketch WIND-Harry Zimmerman & Les Paul, organ & guitar WIRE-News WISN-Morning Musical WJBC-Dollar Daze WJJD-Safety Court Broadcast WKBB-Mixing Bowl WKBH-Songtime WLS-Ma Perkins WLW-News; Livestocks; River; Weather; Markets WMBD-Sweetheart Time WMT-Continued Story Reading WMT-Frank Voelker, organist WOWO-Market Service WROK-Kaye Kreamer, Woman's Forum WSUI-The Book Shelf WTAQ-Mailman WTMJ-Kitty Keene 10:45 CST 11:45 CDT NBC-Nat'l Farm & Home Hour: WLW KWK CBS-Our Gal Sunday, sketch (Anacin): WBBM KMOX NBC-Harry Candulla's Orch.: KSD WCFL WAAF-Markets; Sweet and Slow WCCO-Grandma Travels WFAM-Luncheon Dance WGN-Music for Today WHA-Wis. Interesting Places WHO-Hilltop House, sketch WIND-Popular Melodies WIRE-Party Line WISN-Ann Leslie's Scrapbook WJBC-Paggy Payne & Pioneers WKBB-Musical Almanac WKBB-Beauty Box Revue WLS-Short, Short Stories WMBD-Bandwagon WMT-Music Memory WOC-Screenfans Prgm. WOWO-Sari 'n' Elmer WROK-American Family Robinson

WSUI-Farm Flashes WTAD-Betty & Bob WTAQ-Farm Hands WTMJ-Merry-Go-Roundup 11:00 CST 12:00 CDT NBC-Vincent Curran, songs: (sw-15.33) CBS-Betty & Bob, sketch (Gold Medal): WCCO KMOX WISN WFBM WBBM News: WJJD WTMJ KSD-Sports Preview WAAF-Symphonic Hour WBAA-Amer. Institutions WCFL-Hit Review WGN-Man on State Street WHA-Talking Book WHO-Dan Harding's Wife, sketch WIND-Tango Orch. WIRE-To be announced WJBC-Take It For Granted WKBB-Treasure Chest WKBB-Musical Moods WLS-Melody Roundup WMBD-Number, Please WMBI-Mid-Day Gospel Hour WMT-Toby's Cornstussel Nooz WOC-Studio Swingapators WOWO-Consolaires WROK-Morning varieties WSBT-Harlan Hogan WSUI-Within the Classroom WTAD-Women's Variety Prgm. 11:15 CST 12:15 CDT NBC-Mrs. Wiggs of the Cabbage Patch (Old English Wax): KSD WHO NBC-Betty & the Escorts: WCFL (sw-15.33) CBS-Hymns of All Churches (Gold Medal): WBBM KMOX WFBM WCCO WISN KWK-Glenn Hardmann, organist WGN-Noontime Melodies WIND-Tommy Ott, organist WIRE-Singin' Sam WJBC-Parade of Bands WJJD-Non Day Service WKBB-What's New? WKBH-Club Calendar WMBD-The Wingsters WMT-Tom Owen's Cowboys WOWO-News WROK-Affairs of Mrs. Swenson WSBT-News; Stork Report 11:30 CST 12:30 CDT NBC-John's Other Wife (Louis Philippe): KSD WHO CBS-Arnold Grimm's Daughter, sketch (Gold Medal): KMOX WCCO WBBM WFBM WISN NBC-Words & Music: WMAQ (sw-15.33) MBS-Rex Battle's Orch.: KWK WIRE Markets; News: WLS WLW WBOW-Presents! WCFL-Noonday Concert WGN-Markets; Midday Service WHA-Organ Gems WIBA-Agricultural Adjustment WIND-Livestock Markets WJBC-Singin' Sam WKBB-Farm Flashes; Do You Want a Job? WKBB-Hits & Encores WMBD-Thrift Message; Miss Electrolux; Melody Miniature WMT-Sweet and Swing WOC-Hymns of All Churches WOWO-Hey, Mr. Motorist WROK-Helene Kimberley, Songs WSBT-In Movieland WTAD-News WTMJ-Dinty 12:45 CDT NBC-Just Plain Bill (Kolyonos): WHG KSD CBS-Valiant Lady, sketch (Gold Medal): KMOX WCCO WBBM WFBM WISN NBC-Jack & Loretta Clemens: WOWO MBS-Voice of Experience (Lydia E. Pinkham): KWK WCFL News: WBAA WIND WIBA-Dane County Farm Hour WIRE-Farm Hour; Markets WJBC-Reid & Vin WKBB-Livestocks; Music WLS-Dinner Bell Prgm. WLW-Hugh Cross & Radio Pals WMAQ-To be announced WMBD-Window Shopper WMT-News; Markets WOC-Betty and Bob WROK-Round the Town WSBT-Man on the Street WSUI-Farm Flashes, Emmett Gardner WTAQ-News; Musical Interlude WTMJ-Heinie and His Genadiers

News: WJBC WMBD WTAD WAAF-Don Bolt, news WBAA-Agricultural Forum WBBM-Manhattan Mother WBOW-Street Reporter WCBW-Bible Class WCFL-Theatre Lobby WFBM-Market; Farm Bureau Prgm. WHA-Musicale WHO-Hymns of All Churches WIBA-Noon Interlude WIND-Italian Hour WISN-Man on the Street WJJD-Livestock Markets WLW-Linda's First Love, sketch WMT-Cedar Valley Hillbillies WOWO-Purdue Agricultural Program WSBT-News; Farm Flashes WSUI-Rhythm Rumbles 12:15 CST 1:15 CDT CBS-The O'Neills, sketch (Ivory Soap): WBBM KMOX WISN WCCO (sw-15.27) News: WIBA WKBB Man on the Street: WKBH WTAQ WJBC To be announced: WHO WJJD WAAF-Soliloquy; Market Reports WBA-Sports WBOW-Let's Get Together WCFL-Spotlight Parade WFBM-Hoosier Farm Circle WGN-Quarter Hour Musical WLS-Business of Farming WLW-Hilltop House, sketch WMBD-Town Crier; Markets WMT-Question Man; Voice of Iowa WOC-Inquiring Mike WOWO-Walt Sears' Orch. WROK-Column Left, News WSBT-Notes WTAD-Cy & Freckles 12:30 CST 1:30 CDT CBS-Amer. Red Cross Conference. WSBT WTAQ (sw-15.27) President Roosevelt's address to the Red Cross Convention in San Francisco will be heard from the White House. Mayor Angelo J. Rossi of San Francisco and Samuel Knight of the Red Cross Central Committee will speak from San Francisco. NBC-Amer. Red Cross Conference: WOWO WCFL NBC-Happy Jack, songs: (sw-15.33) News: WHO WOC Musical Prgm.: WCBW WCCO KMOX-Linda's First Love KSD-Judy & Jane WAAF-Public Schools Prgm. WBAA-Lou Schilling's Orch. WBBM-Man on the Street WFBM-Bohemians WGN-June Baker, talk WHA-Farm Prgm. WIBA-Market Reports WIND-Dept. of Public Welfare WIRE-Reporter WISN-It's Fun to Keep House; Heat Wave WKBB-Man on the Street WMBD-Luncheon Music WLS-Voice of the Feed-lot WLW-To be announced WMAQ-Fort Pearson; News WMBD-Farm News WMT-Markets; Cedar Valley Hillbillies WROK-Couple on the Street: Service Sam WTAD-Farm; Weather; Markets WTAM-Dick Sanders WTMJ-Rhythm Rascals 1:45 CDT 2:45 CDT NBC-In the Music Room; String Quartet & Vocalists: WMAQ (sw-15.33) News: WFBM WKBH KMOX-Editor's Daughter, sketch KSD-Heart of Julia Blake WAAF-Waltztime WBAA-Market Reports WBBM-Houseboat Hannah, sketch WBOW-Tune of the Day WGN-Hits of Today WHO-Betty & Bob, sketch WIBA-Melody Moments WIND-Tommy Ott, organist WIRE-Noon-day Headlines WJJD-Happy Harmonies WKBB-Song Hit of the Day WLS-Gabriel Heatter; Markets WMBD-Colonel Beeny; Noon-day Melodies WMT-Iowa Cornhuskers WOC-Inquiring Mike WROK-Leonard Condon, Seed Talk; Home Folks Hour WTMJ-Sidewalk Reporter 1:00 CST 2:00 CDT NBC-Navy Band: WBOW CBS-Matinee in Manhattan: WISN WTAQ WFBM WCCO WKBH WSBT WOC (sw-15.27) NBC-Pepper Young's Family, sketch (Camay): WMAQ KSD WHO WLW WTMJ For details of contest on this program turn to the inside back cover. MBS-Songland: KWK News: WTAD WIND

MONDAY May 2 KMOX-Meet the Missus WAAF-Sunshine & Happiness WBAA-Can You Pronounce It? WBBM-Radio Gossip Club WCBW-Bible Class WCFL-Make Believe Danceland WGN-Marriage License Romances WHA-News & Views WIBA-Concert Trio WIRE-Police Court WJJD-Doug Hope Review WKBH-Avanelle De Witt WLS-School Time WMBD-Men on the Street WMT-Many Happy Returns; German Band WOWO-The Observer WSUI-Illustrated Musical Charts 1:15 CST 2:15 CDT NBC-Oxydol's Own Ma Perkins, sketch: WMAQ WTMJ WHO KSD NBC-Navy Band: (sw-15.33) MBS-Walter Flandorf, organist: WGN KMOX-To be announced KWK-Parade Great Works of Man WBBM-Meet the Missus WHA-Musical Varieties WIND-Priscilla & Her Piano WIRE-To be announced WKBH-Venetian Varieties WLS-Homemakers' Hour WLW-Mad Hatterfields, drama WMBD-His Majesty, the Baby WMT-Earl E. May, talk WSUI-Illustrated Musical Chats WTAD-Quincy Marches On 1:30 CST 2:30 CDT CBS-Kate Smith Speaks: WOC WSBT WISN WTAQ WFBM WMBD WKBH WKBH (sw-15.27) NBC-Vic & Sade, sketch (Crisco): WLW WHO WMAQ KSD WTMJ For details of contest on this program turn to the inside back cover. NBC-Musical Revue: WBOW KWK (sw-15.21) MBS-Jam Session: WGN News: WCFW WMT KMOX-Magic Kitchen WBAA-Monitor Views the News WBBM-Flanagrams WBOW-Teachers' College Prgm. WCBW-Rhythm Men WCCO-Markets; News WHA-Backgrounds in Agriculture WIBA-Concert Hall of the Air WIND-Stars Over Hollywood WIRE-Indiana Univ. Prgm. WOWO-Men of Note WROK-Melodies from the Sky WTAD-Baseball Game 1:45 CST 2:45 CDT CBS-Child Health Day Program: WSBT WISN WKBH WFBM WKBH WOC WTAQ (sw-15.27) (Guest speaker: Mrs. Franklin Delano Roosevelt. NBC-The Guiding Light, sketch (White Napt): WHO WMAQ WTMJ KSD WLW WBAA-Don Bowden, songs WCCO-Julia Blake WCFL-Baseball Interviews WFBM-Famous Homes WGN-The Lead-Off Man WIND-Ben Kanter, pianist WIRE-Matinee Varieties WMBD-Matinee Melodies WMT-Big Shoe Novelty Parade; Musical Interlude WOWO-Women in the News WROK-Melodeers 2:00 CST 3:00 CDT NBC-Backstage Wife, sketch (Dr. Lyons): WMAQ WTMJ WIRE KSD WHO WIBA CBS-Nan Wynn, songs: WFBM WTAQ WKBH WKBH WTAQ WSBT WOC (sw-15.27) NBC-Club Matinee; Variety Program: WENR WOWO WBOW WMT KMOX-Singin' Sam KWK-Today at Two WAAF-News Flashes; Weather WCCO-Ladies First WGN-Baseball Game WHA-Trailer Travels WIND-Dance Orch. WISN-Catholic Conference WLW-Dan Harding's Wife WMBD-Editor's Daughter, sketch WMBI-Radio Bible School WROK-News; Ten Minutes with You WSUI-Travel's Radio Review 2:15 CST 3:15 CDT CBS-Deep River Boys: WSBT WOC WKBH WFBM WISN (sw-15.27) NBC-The Story of Mary Marlin, sketch (Ivory Soap): WHO WMAQ KMOX-One Woman's Opinion KWK-Swing Organ (Continued on Next Page)

AFTERNOON

12:00 CST 1:00 CDT NBC-Al Roth's Orchestra: KWK WMAQ KSD (sw-15.33) CBS-Oxydol's Own Ma Perkins, sketch: KMOX WCCO WKBH WOC WKBH (sw-15.27) NBC-Pepper Young's Family, sketch (Camay): WMAQ KSD WHO WLW WTMJ For details of contest on this program turn to the inside back cover. MBS-Songland: KWK News: WTAD WIND

# MONDAY

## May 2

(2:15 p.m. Continued)

WAAF-Matinee Melodies  
WHA-Organ Interlude  
WIND-Serenaders  
WIRE-Matinee Varieties  
WLW-Ma Perkins, sketch  
WMBD-Singing Sam  
WROK-Judy Marsh, Songs  
WSUI-Within the Classroom  
WTMJ-News; Police, Weather & Mercantile; Badger Spotlight  
**2:30 CST 3:30 CDT**  
NBC-The Hughes Reel with Rush Hughes (Borden Co.): WHO WMAQ WIRE  
See how Rush Hughes builds a radio column on pages 22 and 23.  
CBS-To be announced: WFAM WKBB WFBM WKBH WOC (sw-15.27)  
Baseball Game: WISN WCCO KMOX Judy & Jane  
WKW-Baseball Warm-up  
WCBD-Musical Potpourri  
WHA-Music of the Masters  
WIND-Waltz Time  
WLW-Heart of Julia Blake  
WMBD-Petticoat Parade  
WMBI-Sacred Music  
WROK-Rhythm Before Three  
WSUI-Iowa Fed. of Women's Club Prgm.  
WTAQ-Fiddlers Three  
WTMJ-To be announced  
**2:45 CST 3:45 CDT**  
CBS-Dance Time: WKBH WISN WFBM KMOX WFAM WKBB WOC (sw-15.27)  
NBC-The Road of Life (Chippo): WMAQ WTMJ WLW  
NBC-Three Roneos: KSD KMOX-Dope from the Dugout; Baseball Game  
KWK-Man in the Stands  
WAAF-Estelle Barnes, pianist  
WHO-Judy & Jane, sketch  
WIBA-Today's Front Page  
WIND-Dixieland Band  
WIRE-Baseball Game  
WMBI-Gospel in Print  
WTAQ-Swing Session  
**3:00 CST 4:00 CDT**  
NBC-Bennett & Wolverson: KSD WENR  
CBS-Columbia Concert Hall: WFBM WKBB WFAM WKBH WOC (sw-15.27)  
Program: Concerto Grosso No. 8 (Handel) and Tempest Suite (Matthew Locke).  
NBC-Neighbor Nell; News: WIBA  
Baseball Game: WMT KWK  
KMOX-Let's Compare Notes  
WAAF-The Rhumba Beat  
WBOW-Baseball; St. Louis vs. Chicago  
WHA-Democracy & Human Relations  
WHO-Kitty Keene, Inc., sketch  
WIND-Musical Mirror  
WJBC-God's Cheer for Shut-ins  
WJJD-Sports Edition  
WLW-Houseboat Hannah, sketch  
WMAQ-Tea Time Varieties  
WMBD-Trading Post  
WMBI-Birthday Anniv. Prgm.  
WOWO-News  
WROK-Kaye Kreamer, Women of the Hour  
WSUI-Adventures in Story Land  
WTAQ-Novel Hour  
WTMJ-Those Happy Gilmans  
**3:15 CST 4:15 CDT**  
CBS-Columbia Concert Hall: WFAM WKBH WMBD WFBM (sw-15.27)  
NBC-Don Winslow of the Navy, sketch: WOWO WIBA WMT  
NBC-Vagabonds: WMAQ  
KSD-Washington University  
WAAF-Kay Armen  
WENR-Music Circle  
WHO-Houseboat Hannah, sketch  
WIND-Poet's Corner  
WLW-Life of Mary Sothern  
WSUI-Concert Gens  
WTMJ-To be announced  
**3:30 CST 4:30 CDT**  
NBC-Your Family & Mine (Seal-test): WMAQ WIBA WTMJ (sw-9.53)  
NBC-Kellogg's Singing Lady; Irene Wicker: WLW (sw-15.21)  
Story of May Day will be told.  
CBS-March of Games: WOC WFBM WMBD WKBB (sw-15.27)  
NBC-Johnnie Johnston, baritone: WENR KSD  
WAAF-The Jury Box  
WFAM-Young America on the Air; Pop Concert  
WHA-P.T.A. Message  
WHO-Way Down East  
WJBC-Mental Hygiene Class  
WKBH-Magic Violin  
WLW-Heart of Julia Blake  
WOWO-Moving Finger Writes  
WROK-Frances Shimer College Hour

WSUI-D. A. R. Prgm.  
WTAQ-Herman Daumler, violinist  
**3:45 CST 4:45 CDT**  
CBS-New Horizons: WKBH WCCO WMBD WKBB WFAM WOC WFBM (sw-15.27)  
NBC-Little Orphan Annie (Oval-tine): (sw-9.53)  
NBC-King's Jesters: WENR WOV  
KSD-News; Tempos of the Day  
WAAF-Diana Clifton, sop.  
WHO-To be announced  
WIBA-Bible Readings  
WIND-Once Upon a Time  
WJBC-Classified Time  
WLW-Editor's Daughter, sketch  
WMAQ-Romance and Rhythm  
WTAQ-Sports  
WTMJ-Down a Country Road  
**4:00 CST 5:00 CDT**  
NBC-Fran Eichler's Orch.: WMAQ WOV  
CBS-News; Among Your Souve-nirs: WTAQ WKBB WFAM WFBM WCCO WOC WKBH  
NBC-Craig Mathues, trn.: WIBA (sw-9.53)  
CBS-News; Ed Thorgersen's Sportscastr: (sw-15.27)  
WAAF-Salon Concert  
WBBM-Chicago Hour  
WCFL-Rainbow Melodies  
WENR-Malcolm Clarie, children's stories  
WGN-Bill Anson  
WHA-Don Reynolds, trn.  
WHO-Party Line  
WIND-Stamp Man  
WJBC-Music Appreciation  
WJJD-Sports Edition  
WLW-Dick Tracy, sketch  
WMBD-Wayside Chapel  
WROK-Markets and News; Birth-day Club  
WSUI-Art News  
WTMJ-Variety Revue  
**4:15 CST 5:15 CDT**  
CBS-Popeye, the Sailor man, sketch (Popsicle): (sw-15.27)  
NBC-Marlowe & Lyon, piano duo: WMT WOV  
NBC-Top Hatters; News: WIBA (sw-9.53)  
MBS-Golden Journeys: WGN  
WAAF-Tea Dance; Strike Up the Band  
WBBM-Truman Bradley, comm.  
WENR-What's the News?  
WFBM-Let's Talk Psychology  
WHO-Baseball Resume  
WIND-Ben Kanter, pianist  
WIRE-Three Little Words  
WJJD-Sons of Pioneers  
WKBH-U. of Dubuque Air Forum  
WMT-Ralph Slode's Orch.  
WROK-Songs at Twilight  
WSUI-Elementary Spanish  
WTAD-Freshest Thing in Town  
WTMJ-News Highlights; Foreign Missions  
**5:15 CST 6:15 CDT**  
NBC-Uncle Ezra's Radio Station (Alka-Seltzer): WMAQ WHO WTMJ WIBA WIRE (also see 9:15 p.m.)  
CBS-Jack Shannon, trn.: WFBM WHAS WJR  
KMOX-Adv. of Jimmy Allen  
KOA-Pleasant Valley Frolics  
KSD-Joe Rines' Orch.  
KWK-Al Sari's Jam Session  
WBBM-Diesel Training  
WCCO-Musical Prgm.  
WCFL-Tune Teasers  
WENR-Chicago Better Business Bureau  
WFAM-Dinner Dance  
WGN-Buddy Clark & Orch.  
WISN-Show Window  
WKBH-Sentimental Music  
WLW-Ralph Nyland, trn.  
WMBD-Speed Gibson  
WOC-Organ Moods  
WOWO-To be announced  
WROK-Sport Review  
WTAD-Marcella Cheek  
**5:30 CST 6:30 CDT**  
CBS-Cantor's Camel Caravan; Eddie Cantor, comedian; Fair-child & Carroll; Bert Gordon; Walter King; Edgar Fairchild's Orch.: WBBM WFAM (sw-11.83) (also at 8:30 p.m.)  
NBC-Rose Marie, songs: KWK  
News: WKBH WHO WIBA  
Dick Tracy, sketch: WMT WMAQ WISN WIRE  
KMOX-Hints; To be announced  
KSD-Charlie Chan, sketch  
WAAF-The Bandstand  
WCCO-To be announced  
WCFL-Hired Hands  
WENR-Dinner Date  
WFBM-Piano Twins  
WGN-Bob Elson's Sports  
WIRE-Dick Tracy  
WKBH-Hollywood on Parade  
WLW-Earl Rines' Orch.  
WMBD-Dean & Gail  
WOC-Sports Summary  
WROK-Jack Maxedon, Ballads  
WSUI-Musical Moods  
WTAD-News  
WTMJ-Heinie & his Grenadiers

# Good Listening for Today

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated

## AFTERNOON

**12:30 CST (1:30 CDT) AMERICAN RED CROSS CONFERENCE, President Roosevelt, speaker, CBS, MBS, NBC-Blue.**

**5:30 CST (6:30 CDT) CANTOR'S CAMEL CARAVAN; Fairchild & Carroll; Bert Gordon; Walter King; Edgar Fairchild's orchestra; guest, CBS.**

## NIGHT

**6:00 CST (7:00 CDT) BURNS AND ALLEN; Frank Parker and Jan Garber's orchestra, NBC-Red.**

**6:30 CST (7:30 CDT) VOICE OF FIRESTONE; Richard Crooks, Alfred Wallenstein's orchestra, NBC-Red.**

**7:00 CST (8:00 CDT) LUX RADIO THEATER; Carole Lombard and William Powell, guests, CBS.**

**8:00 CST (9:00 CDT) CARNATION CONTENTED HOUR; orchestra conducted by Marek Weber, Lullaby Lady, male quartet, Vincent Pelletier, announcer, NBC-Red.**

**8:30 CST (9:30 CDT) PAGEANT OF MELODY, MBS.**

**8:30 CST (9:30 CDT) FOR MEN ONLY; Buster Crabbe, guests, NBC-Red.**

**8:30 CST (9:30 CDT) BRAVE NEW WORLD, dramatizations, CBS.**

NBC-Don Winslow of the Navy, sketch (Kellogg's): WMAQ WLW

NBC-Jack Baker, trn.: WENR  
KMOX-Organ Melodies  
KOA-Men of the West  
KWK-Home-Plate Interviews  
WAAF-For Mother & Dad  
WBBM-John Harrington, sports  
WBOW-Merry-Go-Round  
WCCO-Livestock  
WFAM-Crimecasts  
WGN-Sweet & Low

WHO-Adv. of Jimmie Allen  
WIBA-Outdoor Wisconsin  
WIND-German Hour  
WJJD-Happy Valley Folks  
WKBH-Kiddies' Hour  
WMBD-Happy Train  
WMT-Ralph Slode's Orch.  
WROK-Songs at Twilight  
WSUI-Elementary Spanish  
WTAD-Freshest Thing in Town  
WTMJ-News Highlights; Foreign Missions

**5:45 CST 6:45 CDT**  
NBC-Steinie Bottle Boys Jambo-ree: WENR  
NBC-Int'l Conference Between England & United States: WMAQ  
NBC-Angler & Hunter: WBOW  
MBS-Ennio Bolognini's Orch.: WGN  
Sports: WMBD WKBH WISN WOC  
KSD-Alpine Varieties  
KWK-Sport Review; News  
WAAF-Organ Melodies  
WCFL-Hal Totten, sports  
WFBM-News  
WHO-Little Orphan Annie, sketch  
WIBA-Today's Birthdays; Sports  
WIRE-Little Orphan Annie  
WMT-Tunes for Two  
WMT-Sports; News  
WOC-Musical Fur Revue  
WROK-Dance Hour  
WSUI-The Radio Columnist  
WSUI-Daily Iowan of the Air  
WTAD-College Hour  
WTMJ-Spots

**5:15 CST 6:15 CDT**  
NBC-Uncle Ezra's Radio Station (Alka-Seltzer): WMAQ WHO WTMJ WIBA WIRE (also see 9:15 p.m.)  
CBS-Jack Shannon, trn.: WFBM WHAS WJR  
KMOX-Adv. of Jimmy Allen  
KOA-Pleasant Valley Frolics  
KSD-Joe Rines' Orch.  
KWK-Al Sari's Jam Session  
WBBM-Diesel Training  
WCCO-Musical Prgm.  
WCFL-Tune Teasers  
WENR-Chicago Better Business Bureau  
WFAM-Dinner Dance  
WGN-Buddy Clark & Orch.  
WISN-Show Window  
WKBH-Sentimental Music  
WLW-Ralph Nyland, trn.  
WMBD-Speed Gibson  
WOC-Organ Moods  
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WROK-Sport Review  
WTAD-Marcella Cheek

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CBS-Cantor's Camel Caravan; Eddie Cantor, comedian; Fair-child & Carroll; Bert Gordon; Walter King; Edgar Fairchild's Orch.: WBBM WFAM (sw-11.83) (also at 8:30 p.m.)  
NBC-Rose Marie, songs: KWK  
News: WKBH WHO WIBA  
Dick Tracy, sketch: WMT WMAQ WISN WIRE  
KMOX-Hints; To be announced  
KSD-Charlie Chan, sketch  
WAAF-The Bandstand  
WCCO-To be announced  
WCFL-Hired Hands  
WENR-Dinner Date  
WFBM-Piano Twins  
WGN-Bob Elson's Sports  
WIRE-Dick Tracy  
WKBH-Hollywood on Parade  
WLW-Earl Rines' Orch.  
WMBD-Dean & Gail  
WOC-Sports Summary  
WROK-Jack Maxedon, Ballads  
WSUI-Musical Moods  
WTAD-News  
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**5:30 CST 6:30 CDT**  
CBS-Cantor's Camel Caravan; Eddie Cantor, comedian; Fair-child & Carroll; Bert Gordon; Walter King; Edgar Fairchild's Orch.: WBBM WFAM (sw-11.83) (also at 8:30 p.m.)  
NBC-Rose Marie, songs: KWK  
News: WKBH WHO WIBA  
Dick Tracy, sketch: WMT WMAQ WISN WIRE  
KMOX-Hints; To be announced  
KSD-Charlie Chan, sketch  
WAAF-The Bandstand  
WCCO-To be announced  
WCFL-Hired Hands  
WENR-Dinner Date  
WFBM-Piano Twins  
WGN-Bob Elson's Sports  
WIRE-Dick Tracy  
WKBH-Hollywood on Parade  
WLW-Earl Rines' Orch.  
WMBD-Dean & Gail  
WOC-Sports Summary  
WROK-Jack Maxedon, Ballads  
WSUI-Musical Moods  
WTAD-News  
WTMJ-Heinie & his Grenadiers

**5:45 CST 6:45 CDT**  
NBC-Steinie Bottle Boys Jambo-ree: WENR  
NBC-Int'l Conference Between England & United States: WMAQ  
NBC-Angler & Hunter: WBOW  
MBS-Ennio Bolognini's Orch.: WGN  
Sports: WMBD WKBH WISN WOC  
KSD-Alpine Varieties  
KWK-Sport Review; News  
WAAF-Organ Melodies  
WCFL-Hal Totten, sports  
WFBM-News  
WHO-Little Orphan Annie, sketch  
WIBA-Today's Birthdays; Sports  
WIRE-Little Orphan Annie  
WMT-Tunes for Two  
WMT-Sports; News  
WOC-Musical Fur Revue  
WROK-Dance Hour  
WSUI-The Radio Columnist  
WSUI-Daily Iowan of the Air  
WTAD-College Hour  
WTMJ-Spots

**5:15 CST 6:15 CDT**  
NBC-Uncle Ezra's Radio Station (Alka-Seltzer): WMAQ WHO WTMJ WIBA WIRE (also see 9:15 p.m.)  
CBS-Jack Shannon, trn.: WFBM WHAS WJR  
KMOX-Adv. of Jimmy Allen  
KOA-Pleasant Valley Frolics  
KSD-Joe Rines' Orch.  
KWK-Al Sari's Jam Session  
WBBM-Diesel Training  
WCCO-Musical Prgm.  
WCFL-Tune Teasers  
WENR-Chicago Better Business Bureau  
WFAM-Dinner Dance  
WGN-Buddy Clark & Orch.  
WISN-Show Window  
WKBH-Sentimental Music  
WLW-Ralph Nyland, trn.  
WMBD-Speed Gibson  
WOC-Organ Moods  
WOWO-To be announced  
WROK-Sport Review  
WTAD-Marcella Cheek

**5:30 CST 6:30 CDT**  
CBS-Cantor's Camel Caravan; Eddie Cantor, comedian; Fair-child & Carroll; Bert Gordon; Walter King; Edgar Fairchild's Orch.: WBBM WFAM (sw-11.83) (also at 8:30 p.m.)  
NBC-Rose Marie, songs: KWK  
News: WKBH WHO WIBA  
Dick Tracy, sketch: WMT WMAQ WISN WIRE  
KMOX-Hints; To be announced  
KSD-Charlie Chan, sketch  
WAAF-The Bandstand  
WCCO-To be announced  
WCFL-Hired Hands  
WENR-Dinner Date  
WFBM-Piano Twins  
WGN-Bob Elson's Sports  
WIRE-Dick Tracy  
WKBH-Hollywood on Parade  
WLW-Earl Rines' Orch.  
WMBD-Dean & Gail  
WOC-Sports Summary  
WROK-Jack Maxedon, Ballads  
WSUI-Musical Moods  
WTAD-News  
WTMJ-Heinie & his Grenadiers

## NIGHT

**6:00 CST 7:00 CDT**  
NBC-Public Hero No. 1 (Fal-staff): WMAQ WHO KSD

NBC-Burns & Allen (Grape Nuts); Frank Parker, trn.; Jan Garber's Orch.: WTAM WLW (also at 8:30 p.m.)

**6:15 CST 7:15 CDT**  
NBC-Ruby Newman's Orchestra: WLS KWK  
MBS-Dance Orch.: WGN KWK  
WMT WIRE  
Sports: WKBH WTAD  
WAAF-Don Bolt, commentator  
WBBM-Spelling Bee  
WBOW-Herbert B Criss, talk  
WCFL-News  
WFAM-The New Yorkers  
WIBA-Concert Orch.  
WIND-Dance Orch.  
WISN-Down by Herman's  
WMBD-Paul Welton's Ensemble  
WMT-Life Savers; Dinner Music  
WROK-News; Evening Melodies  
WSUI-Dinner Hour Prgm.  
WTMJ-To be announced

**6:30 CST 7:30 CDT**  
NBC-Ruby Newman's Orchestra: WLS KWK  
MBS-Dance Orch.: WGN KWK  
WMT WIRE  
Sports: WKBH WTAD  
WAAF-Don Bolt, commentator  
WBBM-Spelling Bee  
WBOW-Herbert B Criss, talk  
WCFL-News  
WFAM-The New Yorkers  
WIBA-Concert Orch.  
WIND-Dance Orch.  
WISN-Down by Herman's  
WMBD-Paul Welton's Ensemble  
WMT-Life Savers; Dinner Music  
WROK-News; Evening Melodies  
WSUI-Dinner Hour Prgm.  
WTMJ-To be announced

**6:45 CST 7:45 CDT**  
NBC-Ruby Newman's Orchestra: WLS KWK  
MBS-Dance Orch.: WGN KWK  
WMT WIRE  
Sports: WKBH WTAD  
WAAF-Don Bolt, commentator  
WBBM-Spelling Bee  
WBOW-Herbert B Criss, talk  
WCFL-News  
WFAM-The New Yorkers  
WIBA-Concert Orch.  
WIND-Dance Orch.  
WISN-Down by Herman's  
WMBD-Paul Welton's Ensemble  
WMT-Life Savers; Dinner Music  
WROK-News; Evening Melodies  
WSUI-Dinner Hour Prgm.  
WTMJ-To be announced

**6:00 CST 7:00 CDT**  
NBC-Public Hero No. 1 (Fal-staff): WMAQ WHO KSD

NBC-Burns & Allen (Grape Nuts); Frank Parker, trn.; Jan Garber's Orch.: WTAM WLW (also at 8:30 p.m.)

**6:15 CST 7:15 CDT**  
NBC-Ruby Newman's Orchestra: WLS KWK  
MBS-Dance Orch.: WGN KWK  
WMT WIRE  
Sports: WKBH WTAD  
WAAF-Don Bolt, commentator  
WBBM-Spelling Bee  
WBOW-Herbert B Criss, talk  
WCFL-News  
WFAM-The New Yorkers  
WIBA-Concert Orch.  
WIND-Dance Orch.  
WISN-Down by Herman's  
WMBD-Paul Welton's Ensemble  
WMT-Life Savers; Dinner Music  
WROK-News; Evening Melodies  
WSUI-Dinner Hour Prgm.  
WTMJ-To be announced

**6:30 CST 7:30 CDT**  
NBC-Ruby Newman's Orchestra: WLS KWK  
MBS-Dance Orch.: WGN KWK  
WMT WIRE  
Sports: WKBH WTAD  
WAAF-Don Bolt, commentator  
WBBM-Spelling Bee  
WBOW-Herbert B Criss, talk  
WCFL-News  
WFAM-The New Yorkers  
WIBA-Concert Orch.  
WIND-Dance Orch.  
WISN-Down by Herman's  
WMBD-Paul Welton's Ensemble  
WMT-Life Savers; Dinner Music  
WROK-News; Evening Melodies  
WSUI-Dinner Hour Prgm.  
WTMJ-To be announced

**6:45 CST 7:45 CDT**  
NBC-Ruby Newman's Orchestra: WLS KWK  
MBS-Dance Orch.: WGN KWK  
WMT WIRE  
Sports: WKBH WTAD  
WAAF-Don Bolt, commentator  
WBBM-Spelling Bee  
WBOW-Herbert B Criss, talk  
WCFL-News  
WFAM-The New Yorkers  
WIBA-Concert Orch.  
WIND-Dance Orch.  
WISN-Down by Herman's  
WMBD-Paul Welton's Ensemble  
WMT-Life Savers; Dinner Music  
WROK-News; Evening Melodies  
WSUI-Dinner Hour Prgm.  
WTMJ-To be announced

**6:00 CST 7:00 CDT**  
NBC-Public Hero No. 1 (Fal-staff): WMAQ WHO KSD

NBC-Burns & Allen (Grape Nuts); Frank Parker, trn.; Jan Garber's Orch.: WTAM WLW (also at 8:30 p.m.)

**6:15 CST 7:15 CDT**  
NBC-Ruby Newman's Orchestra: WLS KWK  
MBS-Dance Orch.: WGN KWK  
WMT WIRE  
Sports: WKBH WTAD  
WAAF-Don Bolt, commentator  
WBBM-Spelling Bee  
WBOW-Herbert B Criss, talk  
WCFL-News  
WFAM-The New Yorkers  
WIBA-Concert Orch.  
WIND-Dance Orch.  
WISN-Down by Herman's  
WMBD-Paul Welton's Ensemble  
WMT-Life Savers; Dinner Music  
WROK-News; Evening Melodies  
WSUI-Dinner Hour Prgm.  
WTMJ-To be announced

**Frequencies**

KMOX-1090	WJBC-1200
KOA-830	WJJD-1130
KSD-560	WJR-750
KWK-1350	WKBB-1500
WAAF-920	WKBB-1380
WBA-890	WLS-870
WBBM-770	WLW-700
WBOW-1310	WMAQ-870
WCB-1080	WMBD-1440
WCCO-810	WMBI-1080
WCFL-970	WMT-600
WENR-870	WOC-1370
WFAM-1200	WOWO-1160
WFBM-1230	WRJN-1370
WGN-720	WROK-1410
WHA-940	WSBT-1360
WHAS-820	WSUI-880
WHO-1000	WTAD-900
WIBA-1280	WTAM-1070
WIND-560	WTAQ-1330
WIRE-1400	WTMJ-620
WISN-1120	

WCFL-Make Believe Danceland  
WENR-Globe Trotter  
WIND-Swedish Prgm.  
WISN-Boake Carter  
WKBH-Umbrella Court  
WBOW-Vic Arden's Orch  
WOC-Vivian Benschoff Sings  
WROK-Howard LeRoy's Music  
WTMJ-Kilowatt Hour

**9:15 CST** NBC-Uncle Ezra's Radio Station (Alka-Seltzer): KOA (also at 5:15 p.m.)  
**10:15 CDT** CBS-Lum & Abner (Postum): WCCO WFBM WHAS KMOX (also at 4:45 p.m.)  
NBC-To be announced: WENR WMT WTAM  
CBS-Jimmy Dorsey's Orchestra: WTAQ WOC WISN  
MBS-Ray Keating's Orch.: WGN KWK  
WBBM-Vic Arden's Orch.  
WBOW-Raymond J. Kearns, talk  
WENR-To be announced  
WHO-Sports Review  
WIBA-Musical Moments  
WIRE-News; Basonology  
WJR-Musical Prgm.  
WKBH-Supper Club  
WLW-Allan Franklyn, sports  
WMBD-Value Hints  
WROK-Al Horst, In the Gloaming  
WTMJ-Easy Aces  
**9:30 CST** NBC-Voice of Firestone; Richard Crooks, tr.: KFI KOA (also at 6:30 p.m.)

CBS-Pick & Pat (Model Smoking Tobacco): WFBM WHAS KMOX WCCO (also see 6:30 p.m.)  
NBC-Dance Orch.: WOWO  
CBS-Art Kassel's Orch.: WOC WISN WTAQ WSBT (sw-11.83)  
NBC-Dance Orch.: WLW WTAM WBOW (sw-9.53)  
MBS-Pancho's Orch.: WGN WBBM-News  
WENR-Andy Kirk's Orch.  
WFBM-Sports  
WHO-Vic Arden's Orch.  
WIBA-Smoke Rings  
WIND-Let's Dance  
WIRE-Baseball Roundup  
WJR-Peaceful Valley  
WKBH-Barn Dance  
WMAQ-Lou Breese's Orch.  
WMBD-Paul Welton's Ensemble  
WMT-Baseball; Cedar Rapids vs. Evansville  
WROK-Joe Gerken's Orch.  
WTMJ-Let's Celebrate  
**9:45 CST** NBC-Dance Orch.: KWK  
CBS-Art Kassel's Orch.: WBBM News: WROK WIND

To be announced: WIRE WFBM WENR-Andy Kirk's Orch.  
WIBA-Music by Cugat  
WKBH-Do You Believe in Ghosts?  
WMBD-Del Mar Orch.  
WTMJ-Today's Events  
**10:00 CST** CBS-Orrin Tucker's Orch.: KMOX WTAQ WKBB WSBT WBBM WHAS  
NBC-Carl Ravazza's Orch.: WMAQ WBOW KSD KOA  
NBC-Chick Webb's Orch.: WCFL  
MBS-Dance Orch.: WIRE WGN News: WFBM WHO WJR WOC WMBD  
KWK-Sport Review  
WCCO-Let's Celebrate  
WENR-Music As You Desire It  
WFBM-News  
WIBA-Gems of Melody  
WIND-Sterling Young's Orch.  
WISN-Wrestling Matches  
WJR-Jack King, news  
WKBH-News; Music  
WLW-Paul Sullivan, news  
WOWO-Walt Sears' Orch.  
WTAM-Musical Bulletin Board  
WTMJ-Last Word in Sports

**10:15 CST** CBS-Orrin Tucker's Orch.: WJR  
WKBH WCCO WOC WFBM  
NBC-Chick Webb's Orch.: (sw-6.14)  
KWK-Organ Moods  
WBOW-Leonard P. Kincade, talk  
WHAS-World News  
WHO-To be announced  
WIND-Dramas of Life  
WLW-Los Amigos  
WMBD-Sports; Program Review  
WOWO-Walt Sears' Orch.  
WTAM-Music You Want  
WTMJ-Dance Orch. to 1:00  
**10:30 CST** NBC-Vox Pop: KFI (also see Tues. at 7 p.m.)  
NBC-Barney Rapp's Orch.: WIBA (sw-6.14)  
NBC-Andy Kirk's Orch.: WBOW WLW WOWO  
CBS-Rudolph Friml's Orchestra: WMBD WHAS WFBM WBBM WKBH WOC WJR WSBT (sw-6.12)  
MBS-Bob Crosby's Orch.: KWK WIRE WMT WGN  
KMOX-Headlines  
KOA-Westernaires

WCCO-Rollie Johnson  
WCFL-Concert Ensemble  
WIND-Night Club of the Air  
**10:45 CST** CBS-Rudolph Friml's Orchestra: WCCO  
KMOX-Carl Lorch's Orch.  
WENR-Andy Kirk's Orch.  
**11:00 CDT** NBC-Jack Marshall's Orch.: WENR WBOW WIBA  
CBS-Jimmy Noone's Orch.: WOC WCCO WFBM WBBM WISN KMOX WMBD  
MBS-Dance Orch.: WIRE KWK WMT WGN  
KOA-To be announced  
WHAS-Phil Levant's Orch.  
WIND-Nite Watch  
WJR-Dance Music  
WKBH-Weather Report  
WTAM-Emerson Gill's Orch.  
End of Monday Programs

**Tuesday**

May 3, 1938

**Tuesday**

**MORNING**

**7:00 CST** CBS-Arthur Godfrey, songs: (sw-21.52)  
**8:00 CDT** NBC-Ward & Muzzy, piano duo: (sw-21.5)  
CBS-Music in the Air; News: WFAM WTAQ WKBB  
NBC-Breakfast Club; News: WCFL WBOW  
Musical Clock: WBBM WIBA WKBB WOC WIRE  
KMOX-Temple Bells  
**7:15 CST** CBS-Music in the Air; News: (sw-21.52)  
NBC-Person to Person: KSD (sw-21.5)  
News: WMT WCCO WHO  
**7:30 CST** CBS-The Road of Life, sketch (Chippo): WBBM KMOX (sw-21.52)  
NBC-Landt Trio; News: KSD (sw-21.5)  
NBC-Breakfast Club; News: WOWO  
MBS-Victor H. Lindlahr (Journal of Living): WGN  
Morning Devotions: WKBH WLS  
Musical Clock: WROK WMT  
**7:45 CST** CBS-Bachelor's Children, sketch (Old Dutch Cleanser): KMOX WCCO (sw-21.52)  
NBC-Frances Adair, contralto: (sw-21.5)  
**8:00 CST** CBS-Pretty Kitty Kelly, sketch (Wonder Bread): WOC WBBM WFBM WCCO KMOX (sw-21.52)  
NBC-Cabin at the Crossroads, sketch (Aunt Jemina): WLS WMT WTMJ WOWO KWK (sw-15.21)  
NBC-Mrs. Wiggs of the Cabbage Patch, sketch (Old English Floor Wax): WMAQ WIRE News: WKBH WMBD WAAF  
**8:15 CST** CBS-Myrt & Marge, sketch (Super Suds): WFBM KMOX WBBM WCCO WMBD (sw-21.52)  
NBC-Margot of Castlewood, sketch (Quaker Oats): WLS WMT WOWO WTMJ KWK WLW (sw-15.21)  
NBC-John's Other Wife, sketch (Louis Philippe): WMAQ WIRE  
**8:30 CST** NBC-Attorney - at - Law, sketch (Johnson's Floor Wax): WLS KWK (sw-15.21)  
CBS-Hilltop House with Bess Johnson (Palmolive Soap): WCCO KMOX WISN WMBD WBBM (sw-21.52)  
NBC-Josh Higgins of Finchville: WCFL  
NBC-Just Plain Bill, sketch (Kolyos): WMAQ WIRE  
MBS-Louis Rich Entertains: WGN  
**8:45 CST** NBC-Woman in White (Pillsbury): WMAQ WIRE KSD WTMJ WHO  
CBS-Rhythmairs: WMBD WKBH WOC  
NBC-Kitchen Cavalcade: (sw-15.21)

CBS-Stepmother, sketch (Colgate): KMOX WCCO WBBM WFBM (sw-21.52)  
NBC-To be announced: WBOW  
MBS-Louis Rich Entertains: KWK News: WOC WLS  
WCFL-Bittersweet Melodies  
WGN-Dr. Friendly, drama  
WIND-Swing Melodies  
WISN-Early Risers Club  
WJJD-Sentenced Men  
WKBH-Swing Your Partner  
WKBH-March of the Blues  
WLW-Betty & Bob, sketch  
WMBD-Jay's Women of Today  
WOWO-Modern Home Forum  
WROK-Town Crier  
WSUI-Morning Melodies  
**9:00 CST** NBC-Viennese Ensemble: WIBA WBOW WCFL  
NBC-The Story of Mary Marlin (Ivory Flakes): WLS WLW (sw-15.21)  
NBC-David Harum, sketch (Bab-o): WIRE WHO KSD (sw-15.33)  
CBS-Mary Lee Taylor (Pet Milk): WOC WMBD KMOX WFBM WBBM (sw-21.52)  
MBS-Get Thin to Music: WGN KWK-Great Works of Man  
WAAF-Musical Memories  
WCB-Uncle John  
WCCO-Judy & Jane  
WFAM-Shoppers' Guide  
WHA-Your Health  
WIND-Municipal Court  
WISN-Hits of Today & Yesterday  
WJJD-Strinin' Along  
WKBH-Your Home  
WMT-News; Musical Interlude  
WROK-News  
WSUI-Within the Classroom  
WTAD-Homemaker's Prgm.; Petrie  
WTAQ-Hawaiian Melodies  
WTMJ-Dan Harding's Wife  
**9:15 CST** NBC-Viennese Ensemble: WMT  
CBS-Richard Maxwell, songs: WTAQ WISN WKBH (sw-21.52)  
NBC-Lorenzo Jones, sketch (Phillips): WMAQ WIRE WHO  
NBC-Pepper Young's Family (Camay Soap): WLS (sw-15.21)  
For details of contest on this program turn to the inside back cover.  
MBS-Bachelor's Children (Old Dutch Cleanser): WGN News: WKBH WMBD  
To be announced: WTMJ WIBA KSD WCCO  
KMOX-Houseboat Hannah, sketch  
WAAF-Hog 'n' Harmony  
WBBM-Editor's Daughter  
WBOW-Mid-morning Music  
WFBM-Apron Strings  
WHA-World Observer  
WJJD-Sports Handicapper  
WLW-The Goldbergs, sketch  
WOC-Party Line  
WOWO-Editor's Daughter, sketch  
WROK-On the Mall  
WSUI-Musical Favorites  
**9:30 CST** NBC-Homemakers' Exchange (Nat'l Ice Adv. Inc.): WHO KSD WMAQ WTMJ WIRE  
NBC-Vic & Sade, sketch (Crisco): WLS (sw-15.21)  
For details of contest on this program turn to the inside back cover.  
CBS-Big Sister, sketch (Rinsol): WCCO WBBM WISN WMBD KMOX WFBM  
NBC-Originalities: WBOW KWK

WAAF-News; Swing High  
WCFL-Peekers in the Pantry  
WFAM-Fashion Parade  
WGN-Painted Dreams  
WHA-Story Time for Primary Grades  
WIBA-Music Graphs  
WIND-Speaking of Love  
WJJD-Women's Exchange Prgm.  
WKBH-Eb & Zeb, sketch  
WKBH-Venetian Varieties  
WLW-Hello Peggy  
WMBI-Home Hour  
WMT-Louise Hathaway  
WOC-Melody Variations  
WOWO-Linda's First Love  
WROK-Radio Rhythm  
WSUI-Book Shelf  
WTAD-Ma Perkins  
WTAQ-News; Merry Go Round  
**9:45 CST** NBC-Edward MacHugh, the Gospel Singer (Ivory Soap): WLS (sw-15.21)  
CBS-Aunt Jenny's Stories (Spry): KMOX WISN WCCO WFBM WBBM WMBD  
NBC-Dorothy Crandall, pianist: KSD WBOW WMAQ WHO  
MBS-To be announced: WMT  
To be announced: WKBH KWK  
WAAF-Foolish Questions  
WFAM-Dick Cover  
WGN-Stella Dallas, sketch  
WIBA-Church of the Air  
WIND-Livestock Markets  
WIRE-Linda's First Love  
WJJD-Sons of the Pioneers  
WKBH-Rhythm & Romance  
WLW-Kitty Keene, sketch  
WOWO-Farm Credit Administration  
WROK-Musicale  
WSUI-Prgm. Calendar  
WTAD-Party Line  
WTAD-Bee & Vee  
WTMJ-Morning Melodies  
**10:00 CST** CBS-Mary Margaret McBride, columnist (Minute Tapioca): WMBD WCCO WFAM WOC WBBM WFBM KMOX WISN  
NBC-Vaughn de Leath, songs: WBOW  
NBC-Dan Harding's Wife, sketch (Nat'l Biscuit Co.): WMAQ  
NBC-The Man Who Changed a Century: WCFL  
KSD-News; Dick Leibert, organist  
KWK-Morning After  
WAAF-Melody Parade  
WGN-Harold Turner, pianist  
WHA-Homemakers  
WHO-The Goldbergs, sketch  
WIBA-Editor's Daughter  
WIND-Sketches in Melody  
WIRE-Dessa Byrd  
WJBC-Personality Hour  
WJJD-Bureau of Missing Persons  
WKBH-Hollywood Reporter  
WKBH-Home Economics  
WLS-Markets; News  
WLW-Dr. Friendly, sketch  
WMT-Willie's Gang  
WOWO-Bill Board  
WROK-News and Markets; Organ  
WSUI-Molly and Max  
WTAD-News  
WTAQ-Theater Organ  
WTMJ-What's New in Milwaukee?  
**10:15 CST** CBS-The Goldbergs (Oxydol): WBBM  
NBC-The O'Neills, sketch (Ivory Soap): WMAQ WLW

CBS-Kitty Keene, sketch (Dreit): KMOX WCCO  
NBC-Bailey Axton, tr.: WBOW KWK WMT  
Linda's First Love: WIBA WMBD  
KSD-George Hall's Orch.  
WAAF-Don Bolt, commentator  
WCFL-New Songs  
WFAM-Visitors Welcome  
WFBM-Melody Parade  
WGN-Morning Melodies  
WHO-News; Women in the News  
WISN-News  
WJBC-Riddle Time  
WJJD-Criminal Court Interviews  
WKBH-House of McGregor  
WKBH-Your Home Prgm.  
WLS-Bill O'Connor, tr., John Brown, pianist  
WMBI-Chorus Time  
WOC-Rhythm Rumbles  
WROK-Musicale  
WSUI-Yesterday's Musical Favorites  
WTAD-Musical Prgm.  
**10:30 CST** NBC-Nat'l Farm & Home Hour: Sokrs.; Walter Blaufuss' Orch.: WIBA WMAQ WBOW (sw-15.21)  
Speaker: Gordon Zimmerman, "New Plants for Erosion Control."  
NBC-Rosa Lee, sop.: WCFL  
CBS-Romance of Helen Trent (Edna Wallace Hopper): KMOX WBBM  
KSD-Dan Harding's Wife  
KWK-News; Musical Interlude  
WAAF-This Feminine World  
WCCO-Happy Gilman  
WFAM-Safety Council  
WFBM-Kitchen of the Air  
WGN-Quin Ryan's News  
WHO-Myrt & Marge, ketch  
WIRE-News; Rose Room Melody  
WISN-Morning Musicale  
WJBC-Petite Musicale  
WJJD-Safety Court  
WKBH-Homemakers' Exchange  
WKBH-Singing Strings  
WLS-Ma Perkins  
WLW-News; Livestocks; River; Weather; Markets  
WMBD-Sweetheart Time  
WMBI-Continued Story Reading  
WMT-Scotty; Music for Today  
WROK-Kaye Kreamer, Woman's Forum  
WSUI-The Book Shelf  
WTAQ-Mailman  
WTMJ-Kitty Keene  
**10:45 CST** CBS-Our Gal Sunday, sketch (Anacin): KMOX WBBM  
NBC-Three Romeos, vocalists: WCFL KSD  
NBC-Nat'l Farm & Home Hour: KWK WLW  
WAAF-Markets; Sweet & Slow  
WCCO-Grandma Travels  
WFAM-Luncheon Dance  
WGN-Music for Today  
WHA-Music Album  
WHO-Hilltop House, sketch  
WIRE-Party Line  
WGN-Way Down East  
WIRE-Farm Hour  
WISN-Ann Leslie's Scrapbook  
WJBC-Peggy Payne & Pioneers  
WKBH-Musical Almanac  
WLS-Weather; Markets; News  
WMBD-Bandwagon  
WMT-Jimmie Smith's Orch.  
WOC-Screenfans Prgm.  
WOWO-Honolulu Serenaders  
WROK-Mercedes Bryan  
WTAD-Betty & Bob

WTAQ-Farmhands  
WTMJ-Merry-Go-Round  
**11:00 CST** CBS-Betty & Bob, sketch (Gold Medal): WBBM KMOX WISN WCCO WFBM  
NBC-Emerson Gill's Orch.: (sw-15.33)  
MBS-Lawrence Welk's Orch.: WIRE  
KSD-Sports Preview  
WAAF-Symphonic Hour  
WBA-The Dentist Says  
WCFL-The Hit Revue  
WGN-Man on State Street  
WHA-Music Appreciation Course  
WHO-Dan Harding's Wife, sketch  
WIND-Tango Orch.  
WJBC-Take It For Granted  
WJJD-News  
WKBH-W. P. A. Prgm.  
WKBH-Tonic Tunes  
WLS-Melody Roundup  
WMBD-Messenger; Weather  
WMBI-Mid-day Gospel Hour  
WMT-Toby's Cornstassel News  
WOC-Studio Swingapators  
WOWO-Consolaires  
WROK-Tabernacle Hour  
WSBT-Harlan Hogan  
WSUI-Within the Classroom  
WTAD-Women's Variety Prgm.  
WTMJ-Blue Room Ensemble  
**11:15 CST** NBC-Betty & the Escorts, songs: WCFL (sw-15.33)  
CBS-Hymns of All Churches (Gold Medal): WBBM KMOX WCCO WFBM WISN  
NBC-Mrs. Wiggs of the Cabbage Patch, sketch (Old English Floor Wax): KSD WHO  
MBS-Luncheon Melodies; Leo Freudberg's Orch.: WGN  
WBA-Home Builders  
WIND-Livestock Markets  
WIRE-Singin' Sam  
WJBC-Parade of Bands  
WJJD-Noon Day Service  
WKBH-What's New?  
WKBH-Club Calendar  
WMBD-Jack Lyon, organist  
WMT-Tom Owens' Cowboys  
WOWO-News  
WROK-Morning Varieties  
WSBT-News; Stork Report  
**11:30 CST** NBC-John's Other Wife, sketch (Louis Philippe): KSD WHO

NBC-Scholastic Literary Contest: WMAQ WIBA (sw-15.33)  
Winners of the nation-wide contest in short story, essay, and poetry writing held annually under the auspices of the Scholastic Magazine. The contest was open to students of the national high schools.  
CBS-Arnold Grimm's Daughter, sketch (Gold Medal): WCCO KMOX WBBM WISN WFBM MBS-Rex Battle's Orch.: WIRE KWK  
WBA-Parade of Melody  
WBOW-Presents!  
WCFL-Noon Day Concert  
WGN-Markets; Midday Service  
WIND-Christian Science Prgm.  
WJBC-Singin' Sam  
WKBH-Farm Flashes; Do You Want a Job?  
WKBH-Hits & Encores  
WLS-Markets; News  
WLW-Livestocks; News  
WMBD-Thrift Message; Swing-sters  
WMT-Sweet and Swing  
WOC-Hymns of All Churches  
WOWO-Hey, Mr. Motorist  
WROK-Helene Kimberley, Songs  
WSBT-Pau! Powell  
WTAD-Police News  
WTMJ-Span  
**11:45 CST** NBC-Just Plain Bill (Kolyos): KSD  
CBS-Valiant Lady, sketch (Gold Medal): WBBM KMOX WCCO WFBM WISN  
NBC-Rakov's Orch.: (sw-15.21)  
News: WMT WBA WIND  
KWK-Voice of the Farm  
WCFL-Know Yourself  
WHO-Markets & Weather  
WIRE-Farm Hour & Markets  
WJBC-Morning Concert  
WKBH-Music; Livestocks  
WLS-Dinner Bell Prgm.  
WLW-Peggy Tudor  
WMBD-Musical Painters  
WOC-Betty and Bob  
WOWO-Al Becker Interviews  
WROK-Round the Town  
WSBT-Man on the Street  
WSUI-Farm Flashes  
WTAQ-News; Musical Interlude  
WTMJ-Heinie and His Grenadiers  
(Continued on Next Page)

"Time to Shine"  
**HAL KEMP**  
and his Orchestra  
EVERY TUESDAY  
10 P. M., E. D. S. T.  
ON COLUMBIA NETWORK  
**GRIFFIN**  
The Greatest Name In  
SHOE POLISH

# TUESDAY

May 3

## AFTERNOON

**12:00 CST** NBC-To be announced: WMAQ (sw-15.33)  
**1:00 CDT** NBC-Rakov's Orch.: KWK  
 CBS-Oxydol's Own Ma Perkins, sketch: KMOX WCCO WKBB WOC WKBH (sw-15.27)  
 MBS-Women's Nat'l Radio Committee Luncheon: WGN  
 News: WTAD WJBC WMBD  
 KSD-St. Louis Police Quartet  
 WAAF-Don Bolt, news  
 WBA-Russ Mock, pianist  
 WBBM-Manhattan Mother  
 WBOW-Street Reporter  
 WCB-D. J. C. O'Hair  
 WCFL-Theatre Lobby  
 WFBM-Markets; Farm Bureau Prgm.  
 WHA-Musicale  
 WHO-Hymns of All Churches  
 WBA-Noon Interlude  
 WIND-Italian Hour  
 WISN-Even As You & I  
 WJLD-Livestock Markets  
 WLW-Linda's First Love, sketch  
 WMT-Cedar Valley Hillbillies  
 WOWO-Richard Trojan  
 WSBT-News; Farm Flashes  
 WSUI-Rhythm Rambles  
 WTAQ-Matinee  
**12:15 CST** CBS-The O'Neills, sketch (Ivory Soap): WBBM KMOX WISN WCCO (sw-15.27)  
 NBC-Let's Talk It Over; Spkr. & Orch.: KWK  
 MBS-To be announced: WGN  
 Man on the Street: WTAQ WJBC WKBH  
 KSD-Songs of Jean Carinen  
 WAAF-Soliloquy  
 WBA-Town Crier  
 WBOW-Let's Get Together  
 WCFL-Spotlight Parade  
 WFBM-Hoosier Farm Circle  
 WHO-Betty & Bob, sketch  
 WBA-News; Market Reports  
 WJLD-Mid-day Round-Up  
 WKBB-News  
 WLS-Voice of the Farm  
 WLW-Hilltop House, sketch  
 WMBD-Cilco Town Crier; Mkts.  
 WMT-Question Man; Voice of Iowa  
 WOC-Inquiring Mike  
 WOWO-Walt Sears' Orch.  
 WROK-Column Left, News  
 WSBT-Notes  
 WTAD-Cy & Freckles  
 WTMJ-Voice of the Farm; Livestock Quotations  
**12:30 CST** CBS-American School of the Air: WSBT WTAQ (sw-15.27)  
 NBC-Music Guild; Guests: WCFL WOWO  
 Special Music Week program with Boris Keutzon, Josef Glagold, violinists; William Primrose, viola; Ernst Silberstein, Edgar Lustgarten, cellists; Laura Newell, harpist.  
 NBC-General Fed. of Women's Clubs: (sw-15.33)  
 News: WHO WMAQ WOC  
 Man on the Street: WBBM WKBH  
 KMOX-Linda's First Love  
 KSD-Judy & Jane  
 WAAF-Markets; Adult Education Council  
 WBA-Lou Schilling's Orch.  
 WBBM-Man on the Street  
 WBOW-On the Mall  
 WCCO-Musical Prgm.  
 WFBM-Bohemians  
 WGN-June Baker, talk  
 WHA-Farm Prgm.  
 WIND-Safety Talk  
 WIRE-Reporter  
 WISN-Heat Wave  
 WKBH-Luncheon Music  
 WLS-Henry Hornsbuckle  
 WLW-To be announced  
 WMBD-Farm News  
 WMT-Markets; Hillbillies  
 WROK-Couple on the Street; Treasure Chest  
 WTAD-Farm; Weather; Markets  
 WTMJ-Dance Orch.  
**12:45 CST** NBC-Armchair Quartet: WMAQ (sw-15.33)  
 CBS-American School of the Air: WSBT WTAQ  
 News: WKBH WFBM  
 KMOX-Editor's Daughter, sketch  
 KSD-Contract Bridge Lesson  
 WAAF-Waltztime  
 WBA-Market Reports  
 WBBM-Houseboat Hannah, sketch  
 WBOW-Tune of the Day  
 WGN-Len Salvo, organist  
 WHO-Earl E. May Prgm.  
 WBA-Melody Moments  
 WIND-Tommy Ott, organist

WIRE-Noon-day Headlines  
 WJLD-Ben Kanter, pianist  
 WKBB-Song Hit of the Day; Pet Corner  
 WLS-Gabriel Heatter; Markets  
 WMBD-Noon-day Melodies; Oddities  
 WMT-Iowa Cornhuskers  
 WOC-Inquiring Mike  
 WROK-Leonard Condon, Seed Talk; Home Folks Hour  
 WTAD-Musical Moments  
 WTMJ-Sidewalk Reporter  
**1:00 CST** CBS-Tin Pan Alley Presents: WKBB WKBH WTAQ WFBM WOC WSBT (sw-15.27)  
 NBC-New England Conservatory Orch.: WBOW  
 NBC-Pepper Young's Family, sketch (Camay): WMAQ KSD WHO WLW WTMJ  
 For details of contest on this program turn to the inside back cover.  
 MBS-Address by King George VI From Glasgow: WGN  
 His majesty will be heard from Glasgow, Scotland, when he officially opens the Scottish Empire Exhibition. Other speakers on the trans-Atlantic broadcast will be the Earl of Elgin, chairman of the exhibition, and the Rt. Hon. Sir John Stewart, Lord Provost of Glasgow.  
 KMOX-Inquiring Reporter  
 KWK-Musical Prgm.  
 WAAF-Sunshine & Happiness  
 WBA-Melody Time  
 WBBM-Radio Gossip Club  
 WCB-D. J. C. O'Hair  
 WCFL-Make Believe Danceland  
 WCCO-Thomas Sawyer  
 WHA-Farm Organization Forum  
 WBA-Concert Trio  
 WIRE-Police Court  
 WISN-Mary Ann Presents  
 WJLD-Doug Hope Review  
 WLS-School Time  
 WMBD-Men on the Street  
 WMT-Many Happy Returns; German Band  
 WOWO-The Observer  
 WSUI-Illustrated Musical Chats  
 WTAD-News  
**1:15 CST** NBC-Oxydol's Own Ma Perkins, sketch: WMAQ KSD WTMJ WHO  
 CBS-Tin Pan Alley: WCCO WISN KMOX  
 KWK-U. W. C. A. Prgm.  
 WBA-Electrical Shop  
 WBBM-Meet the Missus  
 WHA-Musical Varieties  
 WIND-Priscilla, pianist  
 WIRE-Goodwill Industries  
 WLS-Homemakers' Hour  
 WLW-Mad Hatterfields, sketch  
 WMBD-His Majesty, the Baby  
 WMT-Earl E. May, talk  
 WSUI-Organ Recital  
 WTAD-Quincy Marches On  
**1:30 CST** CBS-The Story of a Song: WOC WSBT WKBH WFBM WTAQ WISN WKBH WMBD (sw-15.27)  
 NBC-Army Band: WBOW (sw-15.21)  
 NBC-Vic & Sade, sketch (Crisco): WHO WMAQ KSD WLW WTMJ  
 For details of contest on this program turn to the inside back cover.  
 MBS-Moods in Music: KWK WGN  
 News: WMT WCFL  
 KMOX-Magic Kitchen  
 WBA-ΔThe Monitor Views the News  
 WBBM-Flanagrams  
 WCB-D. J. C. O'Hair  
 WCCO-Markets  
 WHA-Following Congress  
 WBA-Gems of Melody  
 WIND-Stars Over Hollywood  
 WIRE-To be announced  
 WJLD-Two of a Kind  
 WOWO-Whispering Strings  
 WROK-Master Singers  
 WTAD-Baseball Game  
**1:45 CST** NBC-The Guiding Light (White Naptha): WMAQ WHO WTMJ KSD WLW  
 WBA-Alberta Schmadel, sop.  
 WBBM-Dugout Dope  
 WCB-D. J. C. O'Hair  
 WCCO-News  
 WCFL-Baseball Interview  
 WGN-Leadoff Man  
 WIND-Inside Baseball  
 WIRE-Matinee Varieties  
 WJLD-Warren Brown Talks Baseball  
 WMBD-Matinee Melodies  
 WMT-ΔRev. Wells  
 WOWO-Women in the News  
 WROK-Modern Marco Polo  
**2:00 CST** NBC-Club Matinee: WOWO WMT WBOW WENR (sw-15.21)  
 NBC-Backstage Wife, sketch (Dr. Lyons): WMAQ WTMJ WIRE KSD WHO WIBA  
 CBS-Highways to Health: WISN WTAQ WKBH WKBH WSBT WFBM (sw-15.27)  
 Baseball; Chicago Cubs vs. Phila-

# Good Listening for Today

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated

## AFTERNOON

3:15 CST (4:15 CDT) DESCRIPTION OF SAN FRANCISCO FAIR, CBS.

## NIGHT

6:00 CST (7:00 CDT) JOHNNY PRESENTS Russ Morgan's orchestra; Jack Johnstone's dramas; Genevieve Rowe and the Swing Fourteen; Glenn Cross; Floyd Sherman, NBC-Red.

6:00 CST (7:00 CDT) "BIG TOWN," newspaper drama with Edward G. Robinson and Claire Trevor, CBS.

6:30 CST (7:30 CDT) AL JOLSON SHOW with Martha Raye, Parkyakarkus, Victor Young's orchestra; E. E. Clive and Mrs. Martin Johnson, guests, CBS.

7:00 CST (8:00 CDT) WATCH THE FUN GO BY, Al Pearce's Gang and Carl Hoff's orchestra; guest, CBS.

7:30 CST (8:30 CDT) FIBBER MCGEE AND CO. with Clark Dennis, Betty Winkler, Billy Mills' orchestra, NBC-Red.

7:30 CST (8:30 CDT) BENNY GOODMAN'S ORCHESTRA; guest, CBS.

8:00 CST (9:00 CDT) TIME TO SHINE; Hal Kemp's orchestra, Judy Starr, Bob Allen, CBS.

8:00 CST (9:00 CDT) BELIEVE IT OR NOT starring Robert L. Ripley, B. A. Rolf's orchestra, Linda Lee and guests, NBC-Red.

8:45 CST (9:45 CDT) TALK BY WILLIAM ALLEN WHITE, CBS.

delphia: WCFL WIND WJLD WGN WBBM  
 KMOX-Singin' Sam  
 KWK-Today at Two  
 WAAF-News Flashes; Weather  
 WBA-Story Time  
 WCCO-Ladies First  
 WHA-Let's Draw  
 WLW-Dan Harding's Wife  
 WMBD-Editor's Daughter  
 WMBI-The Liquor Problem  
 WOC-Afternoon Recess  
 WROK-News; Ten Minutes with You  
 WSUI-Campus Activities; Club Prgm. Calendar  
**2:15 CST** NBC-The Story of Mary Marlin, sketch (Ivory Flakes): WHO WMAQ  
 CBS-Romance in Rhythm: WOC WMBD WTAQ WKBH WKBH WISN WSBT (sw-15.27)  
 KMOX-One Woman's Opinion  
 KWK-Swing Organ  
 WAAF-Matinee Melodies  
 WBA-The Apothecary  
 WFBM-School Sketches  
 WHA-Organ Interlude  
 WIRE-Matinee Varieties  
 WLW-Ma Perkins, sketch  
 WMBI-Gospel Music  
 WROK-Two Guitars  
 WSUI-Organ Recital  
 WTMJ-News; Police, Weather & Mercantile; Badger Spotlight  
**2:30 CST** NBC-The Hughes Reel with Rush Hughes (Borden Co.): WIRE WMAQ WHO  
 See how Rush Hughes builds a radio column on pages 22 and 23.  
 CBS-Harry Cool & Harmonettes: WFBM WKBH WFBM WOC (sw-15.27)  
 NBC-Club Matinee: WTMJ Baseball Game: WISN WCCO KMOX-Judy & Jane  
 KWK-Baseball Warm-up  
 WBA-You & Your Child  
 WCB-D. J. C. O'Hair  
 WHA-Music of the Masters  
 WLW-Charlie & Jane  
 WMBD-Petticoat Parade  
 WMBI-"I See By the Papers"  
 WWO-ΔOld Time Religion  
 WROK-Rhythm Before Three  
 WSUI-Famous Short Stories  
 WTAQ-Gems of Melody  
**2:45 CST** NBC-The Road of Life, sketch (Chipso): WMAQ WTMJ WLW  
 CBS-Current Questions Before the House: WFBM WTAQ WOC WKBH WFBM WKBH (sw-15.27)  
 NBC-Cadets Quartet: KSD  
 KMOX-Dope from the Dugout; Baseball Game  
 KWK-Man in the Stands  
 WAAF-Piano Novelties  
 WBA-Treasure Chest, John Dietrich  
 WCB-D. J. C. O'Hair  
 WHO-Judy & Jane, sketch  
 WBA-Today's Front Page  
 WIRE-Baseball Game

WMBI-Golden Nuggets  
 WSUI-International Scene  
**3:00 CST** NBC-Bennett & Wolverton: KSD WENR  
 NBC-The Four of Us; News: WBA (sw-15.21)  
 CBS-To be announced: WOC WKBH WFBM WFBM WKBH (sw-15.27)  
 KMOX-Let's Compare Notes  
 KWK-Baseball Game  
 WAAF-Rhumba Beat  
 WBA-Farm Security Admin.  
 WBOW-Baseball; St. Louis vs. Boston  
 WHA-E. G. Doudna, literature  
 WHO-Kitty Keene, Inc., ketch  
 WJBC-ΔBible Study Hour  
 WLW-Houseboat Hannah, sketch  
 WMAQ-Tea Time Varieties  
 WMBD-Trading Post  
 WMBI-Grace Notes  
 WMT-Baseball Game  
 WOWO-News  
 WROK-Kaye Kreamer, Women of the Hour  
 WSUI-Album of Artists  
 WTAQ-Novel Hour  
 WTMJ-Those Happy Gilman  
**3:15 CST** NBC-Vagabonds: WMAQ  
 NBC-Description of San Francisco Fair: WKBH WFBM WMBD WFBM WCCO WKBH (sw-15.27)  
 NBC-Let's Pretend: KMOX  
 NBC-Don Winslow of the Navy: sketch: WBA WOWO  
 KSD-Washington University  
 WAAF-Musicale Moderne  
 WBA-Concert Review  
 WENR-Music Circle  
 WFBM-Famous Homes  
 WHO-Houseboat Hannah, sketch  
 WLW-Life of Mary Sothorn  
 WMBI-Wonderful Words  
 WOC-News  
 WSUI-Chamber Orch.  
 WTMJ-To be announced  
**3:30 CST** NBC-Kellogg's Singing Lady, Irene Wicker: WLW (sw-15.21)  
 Story: King of the Golden River.  
 CBS-Nila Mack's Let's Pretend: WFBM WKBH WMBD WOC (sw-15.27)  
 NBC-Your Family & Mine (Seal-test): WMAQ WBA WTMJ (sw-9.53)  
 NBC-Edward Davies, bar.: WENR  
 KSD-Careful Children's Club  
 WAAF-Organ Melodies  
 WFA-Young America on the Air; Pop Concert  
 WHA-Spanish Quarter Hour  
 WHO-Way Down East  
 WJBC-News  
 WKBH-Magic Violin  
 WOWO-Will O' the Wisp  
 WROK-ΔChurch in the Wild-wood  
 WSUI-Famous Short Stories  
 WTAQ-Music Appreciation

**3:45 CST** NBC-Joseph Gallicchio's Orch.: WIBA  
 CBS-Nila Mack's Let's Pretend: WKBH  
 NBC-King's Jesters: WENR WOWO  
 NBC-Little Orphan Annie (Oval-tine): (sw-9.53)  
 KSD-News; Gabriel Heatter, commentator  
 WAAF-Jimme Kozak, pianist  
 WBA-Scientific News Review  
 WBBM-Tenth Inning  
 WJBC-Classified Time  
 WLW-Editor's Daughter, sketch  
 WMAQ-Jimmy & Gyp on Invisible Trails  
 WMBI-Foreign Language Service  
 WROK-Margaret Eklof, Pianist  
 WTMJ-Down a Country Road  
**4:00 CST** CBS-News; To be announced: WTAQ WKBH WFBM WKBH WCCO WFBM  
 NBC-Science in the News, Guest Speaker: WBA (sw-9.53)  
 NBC-Jimmy Richards' Orch.: WMT WOWO WMAQ  
 CBS-News; Ed Thorgensen, sports: (sw-15.27)  
 WAAF-Song Webs  
 WBA-Town Forum  
 WBBM-Chicago Hour  
 WCB-D. J. C. O'Hair  
 WCFL-Rainbow Melodies  
 WENR-Malcolm Clarie, children's stories  
 WGN-Bill Anson  
 WHA-Teachers' Round Table  
 WHO-Party Line  
 WIND-Baseball Scores  
 WJBC-World Affairs  
 WJLD-Sports Edition  
 WLW-Dick Tracy, sketch  
 WMBD-ΔWayside Chapel  
 WOC-News  
 WROK-Markets and News; Birthday Club  
 WSUI-Travelog  
 WTMJ-Variety Revue  
**4:15 CST** NBC-Nina Dean, sop.; News: WBA WCFL (sw-9.53)  
 CBS-Kentucky Derby Trials: WTAQ WKBH WFBM WKBH WCCO WOC WFBM (sw-15.27)  
 Ted Husing will describe the running of the Derby Trial at Churehill Downs.  
 MBS-Airliners Orchestra: WGN  
 WAAF-City Manager Committee, talk; Tea Dance  
 WBA-Melody Moods  
 WBBM-Kitty Keene  
 WCB-D. J. C. O'Hair  
 WENR-What's the News?  
 WHO-Baseball Resume  
 WIND-Ben Kanter, pianist  
 WKBH-Univ. of Dubuque Air Forum  
 WLW-Jack Armstrong, sketch  
 WMBD-News; World News; Pet Corner  
 WSUI-Opera Arias  
**4:30 CST** CBS-Boake Carter, commentator (Huskies & Post Toasties): WTAQ WFBM WMBD WISN WFBM WCCO WKBH WKBH WOC (sw-15.27) (also KNX KSL at 6:45 p.m.)  
 NBC-Johnnie Johnston, bar.: WBA WCFL  
 NBC-Chesterfield Daily Sports Column with Paul Douglas: WLW KSD WENR WOWO (sw-15.21)  
 WAAF-Sport Shorts  
 WBA-Parade of Nations  
 WBBM-Kitty Keene, sketch  
 WCB-D. J. C. O'Hair  
 WGN-Charlie Chan  
 WHA-Weather Report  
 WIND-Swing Melodies  
 WIRE-Terry & the Pirates  
 WJBC-News  
 WMAQ-Dick Tracy, sketch  
 WROK-Radio Rhythm  
 WSUI-Elementary German  
**4:45 CST** NBC-Lowell Thomas, news commentator (Sun Oil): WLW (sw-15.21)  
 NBC-Little Orphan Annie (Oval-tine): KSD  
 NBC-Dinner Concert: WENR  
 CBS-Maxine Sullivan, songs; Orchestra: WKBH WKBH WCCO (sw-15.27)  
 NBC-Ray Kinney's Orch.: WMAQ  
 WAAF-Eventide Echoes  
 WBA-Story Book Hour  
 WBBM-Missus Goes to Market  
 WCB-D. J. C. O'Hair  
 WCFL-Jack Kelly's Orch.  
 WENR-News; What's the News?  
 WFA-Baseball Scores; News  
 WFBM-Tea Time Tunes  
 WGN-Little Orphan Annie  
 WHA-Univ. Concert Band  
 WBA-University Concert Band  
 WIND-Listen to Yourself  
 WIRE-Yes or No  
 WJBC-ΔChristian Messengers  
 WMBD-Bargain Counter

WOC-Man on the Street  
 WOWO-American Family  
 WROK-Children's Hour  
 WSUI-Radio Columnist; Daily Iowan of the Air  
 WTAQ-Bureau of Public Service  
**5:00 CST** NBC-Easy Aces, sketch (Anacin): WENR WMT WIRE (sw-11.87)  
 NBC-Don Winslow of the Navy (Kellogg's): WLW WMAQ  
 CBS-Eddie House, organist: WTAQ WOC WKBH  
 KMOX-Organ Melodies  
 KWK-Home-Plate Interviews  
 WAAF-Half & Half  
 WBBM-John Harrington, sports  
 WBOW-Merry-Go-Round  
 WCB-D. J. C. O'Hair  
 WCCO-Livestock  
 WCFL-News  
 WFBM-Crimecasts  
 WGN-Concert Orch.  
 WHO-Adv. of Jimmie Allen  
 WIND-German Hour  
 WISN-Diamond Dope  
 WJLD-Supper Time Frolic  
 WKBH-Kiddies' Hour  
 WMBD-Happy Train  
 WOWO-Organ Reveries  
 WROK-Music by Cugat  
 WSUI-Spanish Reading  
 WTAD-Freshest Thing in Town  
 WTMJ-News; Gabriel Heatter  
**5:15 CST** NBC-Vocal Varieties (Tums) Smoothies; DeVore Sisters; Wm. Stoess' Orch.: WHO WLW WMAQ WIRE KSD WTMJ WBA (sw-9.53) (also at 9:15 p.m.)  
 NBC-Mr. Keene, Tracer of Lost Persons, drama (Amer. Home Prod.): WENR WMT (sw-11.87)  
 CBS-Eddie House, organist: WBBM  
 KMOX-Adv. of Jimmy Allen  
 KWK-Al Sari's Jan Session  
 WCCO-Musical Prgm.  
 WCFL-Varieties  
 WFA-Dinner Dance  
 WFBM-ΔChristian Science Prgm.  
 WKBH-Gems of Melody  
 WGN-Evening Serenade  
 WISN-Show Window  
 WMBD-Window Shopper  
 WOC-Sunset Serenade  
 WOWO-To be announced  
 WROK-Sport Review  
 WTAD-Four Buddies  
 WTAQ-Xavier Cugat's Orch.  
**5:30 CST** NBC-Dorothy Thompson, commentator (Pall Mall): WENR  
 CBS-Helen Menken in "Second Husband," drama (Bayer Aspirin): KMOX WBBM (sw-11.83)  
 News: WKBH WHO WBA  
 WTAD WMAQ  
 MBS-Headlines: KWK  
 Dick Tracy, sketch: WMT WISN  
 KSD-Vic Arden's Orch.  
 WAAF-There Was a Time When  
 WCB-D. J. C. O'Hair  
 WCCO-To be announced  
 WCFL-Musical Prgm.  
 WFA-Wel Salute  
 WFBM-Girl Scout Prgm.  
 WIRE-Dick Tracy, sketch  
 WGN-Sports Review  
 WKBH-Echoes of Stage & Screen  
 WLW-County Courier  
 WMBD-Sports  
 WOC-Organ Moods  
 WROK-Organ Reveries  
 WSUI-Musical Moods  
 WTMJ-Heinie's Grenadiers  
**5:45 CST** MBS-Famous Fortunes, drama (Richland Shoe Corp.): WGN  
 For details of contest on this program turn to the inside back cover.  
 NBC-Vivian della Chiesa, sop.: WBOW WMAQ  
 Sports: WCFL WKBH WTMJ WISN  
 News: WFBM WMBD  
 To be announced: WCCO WLW  
 KSD-Alpine Varieties  
 KWK-Sports Review; News  
 WAAF-Harmony Hall  
 WENR-Dinner Date  
 WFA-Amer. Family Robinson  
 WHO-Little Orphan Annie, sketch  
 WBA-Today's Birthdays; Sports  
 WIRE-Little Orphan Annie  
 WMT-Sports; News  
 WOC-Musical Fur Revue  
 WROK-Dance Hour  
 WSUI-Radio Columnist; Daily Iowan of the Air  
 WTAD-Bates Trio  
 WTAQ-Ramblin' Trio

## NIGHT

**6:00 CST** NBC-Johnny Presents Russ Morgan & His Orch. (Philip Morris); Jack Johnstone's dramas; Genevieve Rowe; Swing Fourteen; Floyd Sherman, tnr.;

# Frequencies

KMOX-1090  
KOA-830  
KSD-550  
KWK-1350  
WAAF-920  
WBA-890  
WBBM-770  
WBOV-1310  
WCB-1080  
WCO-810  
WCFL-970  
WENR-870  
WFAM-1200  
WFBM-1230  
WGN-720  
WHA-940  
WHAS-820  
WHO-1000  
WIBA-1280  
WIND-560  
WIRE-1400  
WISN-1120

MBS-The Green Hornet, drama:  
WGN  
KWK-To be announced  
WCB-D.Gems of Music  
WCFL-Colonial Musicale  
WFAM-George E. Sokolsky  
WKB-amer. Family Robinson  
WKBH-Dinner Music  
WLV-Tonic Time  
WMT-Style Talk; Musical Interlude  
WOC-Twilight Musicale  
WROK-Italian Hour  
WSUI-Madrigal Singers  
WTAD-Dust Off the Diamond  
WTAQ-Wings Over the World  
**6:45 CST 7:45 CDT**  
Famous Fortunes: WLW WMT  
WCFL-Dance Orch.  
WFAM-Symphonietta  
WKB-News  
WKBH-Sentimental Music  
WOC-Boy Scouts Prgm.  
WSUI-The Negro Dramatized  
WTAQ-Ray McMonigle, tr.

CBS-Benny Goodman's Orch. & Guest (Camel Cigarettes):  
WMBD KMOX WCCO WHAS  
WBBM WFBM WSBT WTAQ  
WISN WJR WKBH (sw-11.83)  
NBC-Jamboree; Harry Kogen's Orch.: WBOW WOWO WENR WMT (sw-11.87)  
KWK-Charlie Chan, sketch  
WCFL-News  
WGN-Ennio Bolognini's Orch.  
WIND-Two Pianos  
WKB-World Dances  
WOC-Bennie Goodman's Orch.  
WROK-American Legion Prgm.  
WSUI-Mexican Orch.  
**7:45 CST 8:45 CDT**  
NBC-Benay Venuta & Quartet: KWK  
WCFL-Herr Louie & The Weasel  
WGN-News; Sports Celebrity Parade  
WIND-Job Market  
WKB-Gaslight Harmonies  
WROK-Joe Gerken's Orch.  
WSUI-The Negro Dramatized  
**8:00 CST 9:00 CDT**  
MBS-True Detective Mysteries (Lambert Co.): WLW WGN  
CBS-Time to Shine (Griffin Mfg. Co., Inc.); Hal Kemp's Orch.; Judy Starr; Bob Allen: WJR WBBM WCCO KMOX WHAS WFBM (sw-11.83)  
NBC-Robert L. (Believe-It-Or-Not Ripley) (Post Bran Flakes); Linda Lee, vocalist; B. A. Rolfe's Orch.; Guests: KSD WTMJ KOA WIRE WHO WMAQ WIBA WTAM (sw-9.53)  
Guests: John T. Smith, professional shadow caster; H. T. Chadbourne, horned toad racer; Bruce Kippuska, kissing researcher; and Edward Albany, double-speed talker.  
CBS-To be announced: WSBT WTAQ  
NBC-Jamboree: WOWO WBOW KWK  
WCFL-Townsend Plan  
WIND-Freddy Martin's Orch.  
WISN-Down by Herman's  
WKB-World Entertains  
WKBH-Rapid Ad  
WMBD-Personalities  
WOC-Voices of Friendship  
WROK-Let's Swap  
WSB-Musical Comedy Echoes  
WSUI-Evening Musicale  
**8:15 CST 9:15 CDT**  
NBC-Jamboree: (sw-11.87)  
MBS-Charioters: WGN  
WCFL-Favorite Melodies  
WIND-Ted Weems' Orch.  
WKBH-John Gruber, pianist  
WLV-Headline Heroes  
WROK-News; Ten Minutes with You  
WSUI-The Woodland Rambler  
**8:30 CST 9:30 CDT**  
CBS-Poly Follies (Phillips): WOC WCCO WFBM WSBT KMOX WBBM WMBD WOC

NBC-Jimmie Fidler's Hollywood Gossip (Drene): KSD KOA  
WIBA WTAM WMAQ WTAM  
WLW WHO WIRE  
For news of Hollywood read "Hollywood Showdown" in every issue of Radio Guide.  
NBC-Northwestern Univ. Candle Lighting: WENR WBOW WMT  
Speakers: Chancellor Chase of New York U.; President R. B. Von Kleinsmid of the U. of Southern California; President Walter Dill Scott of Northwestern U. There will be music by Northwestern's A Cappella Choir.  
CBS-Ray Heatherton, bar.: WJR (sw-11.83)  
MBS-Jimmy Dorsey's Orch.: KWK  
To be announced: WJR WKBH  
WCFL-Perry Como, songs  
WGN-The Northerners  
WHAS-Here's to You  
WIND-Tommy Ott, organist  
WISN-Songs of the Island  
WKB-Supper Club  
WOWO-Ranch Boys  
WROK-Musicale  
WSUI-Commonwealth Symphony and State Chorus  
WTAQ-Dance Orch.  
**8:45 CST 9:45 CDT**  
NBC-How to Win Friends & Influence People, Dale Carnegie (Colgate Palmolive Peet): KSD WIRE KOA WMAQ WHO WLW WTAM (sw-9.53)  
CBS-Talk by Wm. Allen White: WJR (sw-11.83)  
In celebration of the 50th anniversary of the founding of this House, settlement house in New York's lower East Side, a dinner is being given at the Plaza Hotel in New York, during which William Allen White's talk to the guests will be broadcast. His subject is "Festus, I Plunge."  
NBC-To be announced: WIBA  
News: WIND WOWO  
WCFL-Isham Jones Orch.  
WISN-Fiddlers Three  
WMT-A Trip Through Niagara  
WROK-Grange Prgm.  
WSUI-Daily Iowan of the Air  
WTMJ-Guess Who?  
**9:00 CST 10:00 CDT**  
NBC-Amos 'n' Andy (Campbell's Soup): WMAQ WIRE KOA WHO KFI KSD WLW WTAM  
CBS-Just Entertainment with Jack Fulton, tr.; Andrews Sisters; Carl Hohengarten's Orchestra (Wrigley's Gum): WJR KMOX WHAS WBBM WCCO WFBM  
NBC-King's Jesters: WBOW  
CBS-Abe Lyman's Orch.: WSBT (sw-11.83)  
NBC-Dick Gasparre's Orch.: News: WOWO  
MBS-Developments of Music: WGN  
Sports: WKB WIBA  
KWK-Easy Aces, sketch  
WCFL-Make Believe Danceland

WENR-Globe Trotter  
WIND-Mickey Isley's Orch.  
WISN-Boake Carter  
WKBH-Supper Club  
WLW-Paul Sullivan, news  
WMBD-Bob Black's Orch.  
WMT-News  
WOC-Tuesday Presents  
WROK-Howard LeRoy's Orch.  
WTMJ-Musical Moments  
**9:15 CST 10:15 CDT**  
NBC-Vocal Varieties (Tums): KOA KFI (also see 5:15 p.m.)  
CBS-George McCall's Screen Scoops (Old Gold Cigarettes): WFBM WBBM KMOX WHAS WJR WISN WOC WCCO  
NBC-Dick Gasparre's Orch.: News: WHO (sw-9.53)  
CBS-Abe Lyman's Orchestra: WTAQ  
NBC-Ink Spots: WOWO  
Dance: WKB WMJ  
KWK-Tracer of Lost Persons  
WENR-Charlie Agnew's Orch.  
WGN-Ennio Bolognini's Orch.  
WHO-Sports Review  
WIBA-Music by Cugat  
WIRE-News; Basonology  
WLV-Allan Franklyn, sports  
WMBD-Value Hints  
WMT-Vic Arden's Orch.  
WROK-Wrestling  
WTAM-Musical Moments  
**9:30 CST 10:30 CDT**  
NBC-Johnny Presents Russ Morgan & His Orch. (Philip Morris): KOA KFI WIBA (also see 6 p.m.)  
NBC-Ruby Newman's Orchestra: WBOW (sw-9.53)  
CBS-Happy Felton's Orch.: WOC WTAQ WSBT WISN WKBH WMBD WKBH WHAS (sw-11.83)  
NBC-Lou Breese's Orch.: WIBA WMAQ  
MBS-Bunny Berigan's Orch.: KWK WGN  
Sports: KMOX WFBM WBBM-News  
WCCO-Victor Arden's Orch.  
WENR-Andy Kirk's Orch.  
WIND-Freddy Martin's Orch.  
WIRE-Baseball Roundup  
WJR-The Beachcomber  
WLT-To be announced  
WMT-Baseball; Waterloo vs. De-catur  
WTAM-Sammy Watkins' Orch.  
**9:45 CST 10:45 CDT**  
CBS-Happy Felton's Orchestra: WFBM WBBM  
MBS-Intl. Liars Fraternity: WIRE  
To be announced: WBBM WHO  
KMOX-Headline Highlights  
WCCO-Happy Gilmans  
WLV-Intl. Liars Fraternity  
WROK-News  
WTMJ-Today's Events  
**10:00 CST 11:00 CDT**  
CBS-Artie Shaw's Orch.: WHAS WSBT WKBH WBBM KMOX  
NBC-Herbie Kay's Orch.: KSD WIRE WBOW

# TUESDAY May 3

MBS-Art Kassel's Orch.: WGN  
News: WMBD WFBM WOC  
WHO WJR WISN  
NBC-Chick Webb's Orch.: WCFL  
KOA-My Secret Ambition  
KWK-Sports Review  
WCCO-Tandy MacKenzie  
WIBA-Gems of Melody  
WIND-Ted Weems' Orch.  
WKBH-News; Music  
WLW-Paul Sullivan, news  
WMAQ-Andy Kirk's Orch.  
WTAM-Musical Bulletin Board  
WTMJ-Last Word in Sports  
**10:15 CST 11:15 CDT**  
CBS-Artie Shaw's Orch.: WKBH  
WJR WFBM WISN  
NBC-Herbie Kay's Orch.: KOA  
WLW  
KWK-Organ Moods  
WCCO-Cedric Adams  
WHAS-World News  
WHO-To be announced  
WMBD-Sports Review; Program Review  
WOC-Jack Austin's Orch.  
WTAM-Music You Want  
WTMJ-Dance Orch. to 1:00  
**10:30 CST 11:30 CDT**  
CBS-Herbie Holmes' Orch.: WJR  
WKBH WHAS WMBD WFBM  
WBBM KMOX WISN WSBT  
(sw-6.12)  
NBC-Jack Marshand's Orch.:  
WCFL WBOW  
MBS-Johnny Johnson's Orch.:  
WIRE WMT WGN  
NBC-Carvel Craig's Orch.: WIBA  
(sw-6.14)  
KOA-Westernaires  
KWK-News  
WCCO-Rollie Johnson  
WIND-Night Club of the Air  
WLW-Dick Barrie's Orch.  
**10:45 CST 11:45 CDT**  
CBS-Herbie Holmes' Orch.: WOC  
WCCO  
NBC-Carvel Craig's Orchestra:  
WENR  
KMOX-Carl Lorch's Orch.  
WIBA-Club Chanticleer  
WLW-Val Olman's Orch.  
**11:00 CST 12:00 CDT**  
CBS-Jimmy Noone's Orch.: WOC  
WCCO WMBD WFBM WBBM  
WISN WIBA  
NBC-Dance Orch.: WENR WBOW  
KOA  
MBS-Bert Block's Orchestra:  
WMT WGN WIRE  
To be announced: KMOX WJR  
KWK-Glenn Hardman's Orch.  
WHAS-Phil Levant's Orch.  
WIND-Nite Watch  
WKBH-Weather Report  
WLW-Twenty-four Hour Review  
WTAM-Emerson Gill's Orch.  
End of Tuesday Programs

Glenn Cross & Beverly: WHO  
WTMJ WLW WIRE WTAM  
KSD WMAQ (also at 9:30 p.m.)

CBS-Big Town, newspaper drama;  
Edward G. Robinson & Claire Trevor; Fran Fry's Orch. (Rinso): KMOX WJR WISN WCCO (sw-11.83) (also KNX at 9:30 p.m.)

NBC-Enric Madriguera's Orch.: WLS (sw-11.87)

MBS-Morton Gould's Orch: WGN KWK WMT

Sports: WTAD WKB WOC  
WAAF-Don Bolt, commentator  
WBOV-Dance Hour  
WCFL-News

WFAM-The New Yorkers  
WIBA-Concert Ensemble  
WIND-Re-creation White Sox vs. Cleveland Game

WKBH-To be announced  
WROK-Evening Melodies  
WSUI-Dinner Hour Program  
WTAQ-Pearl Island Troubadours

**6:15 CST 7:15 CDT**  
WAAF-Roller Derby  
WBOW-Our Neighbors  
WCFL-Pop Tunes  
WFAM-The Violin Speaks  
WKB-Sweetheart Serenade  
WOC-News  
WSUI-Television  
WTAD-Cy & Freckles

**6:30 CST 7:30 CDT**  
CBS-Al Jolson Show with Martha Raye, Parkyakarkus & Victor Young's Orch. (Life-buoy): WBBM KMOX WISN WFBM WCCO WJR WHAS WMBD (sw-11.83) (also KNX KSL at 10:30 p.m.)  
Guests: E. E. Clive and Mrs. Martini Johnson.

NBC-Wayne King's Orch. (Lady Esther): WHO WTMJ WMAQ WIBA KSD WIRE WTAM (sw-9.53)

NBC-It May Have Happened: WLS WBOW

**7:00 CST 8:00 CDT**  
CBS-Watch the Fun Go By (Ford); Al Pearce's Gang; Arlene Harris, human chatter-box; Carl Hoff's Orch.: WJR WHAS WISN WSBT WTAQ WBBM WCCO KMOX WFBM WMBD WKBH (sw-11.83) (also KNX KSL at 10 p.m.)

NBC-Vox Pop (Molle Shave) conducted by Wallace Butterworth & Parks Johnson: KSD WHO WIRE WTAM WMAQ (also see Mon. prgms. at 10:30 p.m.)

NBC-Horace Heidt's Brigadiers (Alemite): WLW WLS KWK WMT (sw-11.87)

MBS-Melodyland: WGN  
WBOW-Marian Mace, songs  
WCB-Swing Session  
WCFL-Labor Flashes  
WIBA-Money Matters  
WIND-News & Music  
WKB-Dubuque Star Revue  
WOC-There Was a Time When  
WROK-Piano Moods, Gene Robinson  
WSUI-Children's Hour  
WTMJ-Let's Dance

**7:15 CST 8:15 CDT**  
WBOW-Easy to Remember  
WCFL-Teachers Union, talk  
WGN-Foreign Affairs, talk  
WIBA-Master Singers  
WIND-News Behind the News  
WKB-Musical Moments  
WOC-W.P.A. Prgm.  
WROK-Musicale  
WSUI-Television Prgm.

**7:30 CST 8:30 CDT**  
NBC-Fibber McGee & Co. (Johnson's Wax); Jim Jordan; Hugh Studebaker; Bill Thompson; Clark Dennis, tr. Betty Winkler; Billy Mills' Orch.: WIRE WMAQ KSD WIBA WHO WTAM WLW WTMJ

**8:00 CST 9:00 CDT**  
MBS-True Detective Mysteries (Lambert Co.): WLW WGN  
CBS-Time to Shine (Griffin Mfg. Co., Inc.); Hal Kemp's Orch.; Judy Starr; Bob Allen: WJR WBBM WCCO KMOX WHAS WFBM (sw-11.83)

NBC-Robert L. (Believe-It-Or-Not Ripley) (Post Bran Flakes); Linda Lee, vocalist; B. A. Rolfe's Orch.; Guests: KSD WTMJ KOA WIRE WHO WMAQ WIBA WTAM (sw-9.53)  
Guests: John T. Smith, professional shadow caster; H. T. Chadbourne, horned toad racer; Bruce Kippuska, kissing researcher; and Edward Albany, double-speed talker.

CBS-To be announced: WSBT WTAQ  
NBC-Jamboree: WOWO WBOW KWK  
WCFL-Townsend Plan  
WIND-Freddy Martin's Orch.  
WISN-Down by Herman's  
WKB-World Entertains  
WKBH-Rapid Ad  
WMBD-Personalities  
WOC-Voices of Friendship  
WROK-Let's Swap  
WSB-Musical Comedy Echoes  
WSUI-Evening Musicale

**8:15 CST 9:15 CDT**  
NBC-Jamboree: (sw-11.87)  
MBS-Charioters: WGN  
WCFL-Favorite Melodies  
WIND-Ted Weems' Orch.  
WKBH-John Gruber, pianist  
WLV-Headline Heroes  
WROK-News; Ten Minutes with You  
WSUI-The Woodland Rambler  
**8:30 CST 9:30 CDT**  
CBS-Poly Follies (Phillips): WOC WCCO WFBM WSBT KMOX WBBM WMBD WOC

WTAD-Bill Sohm's News  
WTMJ-Top of the Morning  
**7:15 CST 8:15 CDT**  
NBC-Person to Person: KSD (sw-21.5)  
CBS-Madison Ensemble: News: WFAM WTAQ WKBH (sw-21.52)  
News: WCCO WHO WMT WLS  
KWK-Sunnytime  
KMOX-Popular Melodies  
WCB-Christians in Action  
WKBH-Rise & Shine  
WLV-Peter Grant, news  
WMBD-Musical Clock  
WROK-Morning Parade  
WTAD-Morning Melodies  
**7:30 CST 8:30 CDT**  
CBS-The Road of Life, sketch (Chipso): WBBM KMOX (sw-21.52)  
NBC-Breakfast Club; News: WOWO WCFL  
NBC-Landt Trio; News: KSD (sw-21.5)  
Morning Devotions: WKBH WLS  
Musical Clock: WHO WROK WMT  
WBOW-Open Your Eyes  
WCB-Family Bible League  
WFAM-Your Engagement Book  
WIBA-News: Music for School & Home  
WIND-Hawaiian Melodies  
WJJD-The Toastmaster  
WLV-Gospel Singer  
WMAQ-Whistler & His Dog; News  
WMBD-Weather Report  
WSUI-Daily Iowan; Morning Melodies; Service Reports

WTAD-Around the Breakfast Table  
WTAQ-Wake Up & Live  
**7:45 CST 8:45 CDT**  
CBS-Bachelor's Children, sketch (Old Dutch Cleanser): KMOX WCCO (sw-21.52)  
NBC-Amanda Snow, songs: (sw-21.5)  
News: WIND WIRE  
KSD-Day by Day  
KWK-News; Rapid Service  
WBBM-Linda's First Love  
WBOW-Musical Clock  
WFAM-Morning Devotions  
WHO-Favorite Melodies  
WIRE-Better Health; Rose Room Melody; Footnotes  
WJJD-Chicago Tuberculosis Institute Prgm.  
WKB-Tune Tossers  
WKBH-Breakfast Melodies  
WLS-Jolly Joe's Pet Pals  
WLV-Voice of Experience  
WMAQ-To be announced  
WMBD-Police Flash  
WTAD-Bill Sohm's News  
WTAQ-Coffee Hour  
**8:00 CST 9:00 CDT**  
NBC-Cabin at the Crossroads, sketch (Aunt Jennima): WLS WTMJ WMT WOWO KWK (sw-15.21)  
CBS-Pretty Kitty Kelly, sketch (Wonder Bread): WOC WBBM WFBM KMOX WCCO (sw-21.52)  
NBC-Mrs. Wiggs of the Cabbage Patch, sketch (Old English Wax): WMAQ WIRE  
Musical Clock: WIBA WROK  
News: WKBH WMBD

WAAF-Don Bolt, news  
WCB-Italian Musicale; News  
WCFL-Swingtime  
WFAM-Current Events  
WGN-Martha Crane & Helen Joyce  
WHA-Band Wagon  
WHO-Coffee Pot Inn  
WIND-H. Zimmermann, organist  
WJJD-Bosworth Broadcast  
WKB-Canal Steps  
WLV-Hymns of All Churches  
WSUI-Within the Classroom: Prgm. Calendar and Weather  
WTAQ-Mid-Morning Revue  
**8:15 CST 9:15 CDT**  
CBS-Myrt & Marge, sketch (Super Suds): WBBM WCCO KMOX WFBM WMBD (sw-21.52)  
NBC-Margot of Castlewood sketch (Quaker Oats): WLS WTMJ WOWO WMT KWK WLW (sw-15.21)  
NBC-John's Other Wife, sketch (Louis Philippe): WMAQ WIRE  
WAAF-Rhythm Rhapsody  
WCFL-Double in Stars  
WFAM-Concert Time  
WHA-Morning Melodies  
WHO-Melody Time  
WIND-Your Favorite Band  
WKB-Salon Sketches  
WKBH-Uncle Bob  
WOC-Musical Clock  
WTAQ-Stars Over Hollywood  
**8:30 CST 9:30 CDT**  
NBC-Attorney at Law, sketch (Johnson's Floor Wax): WLS KWK (sw-15.21)

NBC-Just Plain Bill, sketch (Kolyons): WMAQ WIRE  
CBS-Hilltop House, Bess Johnson (Palmolive Soap): WBBM KMOX WCCO WMBD WISN (sw-21.52)  
NBC-Josh Higgins of Finchville: WCFL  
Morning Melodies: WGN WHO  
WAAF-Canary Serenade  
WBOV-Radio Gospel  
WCB-Deutsche Liederstunde  
WFAM-Morning Musicale  
WFBM-Roundup  
WIBA-Today's Almanac; Society Reporter  
WIND-Eb & Zeb, sketch  
WJJD-School for Taxpayers  
WKB-Musical Breakfast  
WKBH-Olive Hagen, organist  
WLW-Myrt & Marge, sketch  
WMT-Musical Clock  
WOWO-Richard Trojan  
WROK-Morning Devotions  
WSUI-Daily Iowan of the Air  
WTAD-Interchurch Revival  
WTAQ-Melody Lane  
WTMJ-Your Home Town  
**8:45 CST 9:45 CDT**  
NBC-To be announced: WBOW KWK  
NBC-Kitchen Cavalcade: (sw-15.21)  
NBC-Woman in White, sketch (Pillsbury): WMAQ KSD WHO WTMJ WIRE  
CBS-Stepmother, sketch (Colgate): WBBM WFBM KMOX WCCO (sw-21.52)  
CBS-Morning Moods: WOC  
WCFL-Bittersweet Melodies  
WGN-Dr. Friendly, drama

WIND-Swing Melodies  
WISN-Early Risers Club  
WJJD-Sentenced Men  
WKB-Tonic Tunes  
WKBH-March of the Blues  
WLS-News; Helpful Harry  
WLW-Betty & Bob, sketch  
WMBD-Jay's Women of Today  
WOC-News  
WOWO-Modern Home Forum  
WROK-Town Crier  
WSUI-Morning Melodies  
WTAD-Thru Life's Window  
**9:00 CST 10:00 CDT**  
NBC-The Story of Mary Marlin, sketch (Ivory Soap): WLS WLW (sw-15.21)  
NBC-Viennese Ensemble: WIBA WBOW WCFL  
CBS-Pappy Cheshire & Nat'l Hill-billy Champions: WISN WTAQ WFBM KMOX WKBH WKBH WOC (sw-21.52)  
NBC-David Harum, sketch (Eab-O): KSD WMAQ WHO WIRE  
MBS-Get Thin to Music: WGN  
News: WROK WIND  
KWK-Singing Cowboys  
WAAF-Woman's Page of the Air  
WBBM-Heart of Julia Blake  
WCB-Uncle John  
WCCO-Judy & Jane  
WFAM-Shoppers' Guide  
WHA-Your Health  
WJJD-Stringin' Along  
WMBD-Messenger; Weather  
WMT-News; Hit Tune of the Day  
WSUI-Within the Classroom  
(Continued on Next Page)

# Wednesday May 4, 1938

May 4, 1938

# Wednesday

**MORNING**  
**7:00 CST 8:00 CDT**  
NBC-Breakfast Club; News  
WCFL WBOW  
CBS-Kentucky Derby Workouts: WTAQ WKBH WFAM (sw-21.52)  
Ted Husing will describe the early morning workouts and interview trainers and jockeys.  
NBC-Herman & Banta: (sw-21.5)  
Musical Clock: WBBM WIBA WIRE WKBH WOC  
KMOX-Sing, Neighbor, Sing  
KSD-News; Dick Leibert, organist  
KWK-Hits & Encores  
WAAF-Breakfast Express  
WCB-Morning Meditations  
WCCO-Air Almanac  
WFBM-Early Birds  
WGN-Everyday Words; Good Morning Prgm.  
WHO-Lem & Martha  
WIND-H. Zimmermann, organist  
WISN-Early Risers Club  
WJJD-Bob Atcher & Bonnie Blue Eyes  
WKBH-Uncle Josh & Hired Hands  
WLS-Grace Wilson, contr.  
WLW-Merrymakers  
WMAQ-Your Neighbor  
WMBD-Morning Hit Parade  
WMT-Country Home; Musical Clock  
WOWO-Radio Bible Class  
WROK-Earl Risers

WTAD-Bill Sohm's News  
WTMJ-Top of the Morning  
**7:15 CST 8:15 CDT**  
NBC-Person to Person: KSD (sw-21.5)  
CBS-Madison Ensemble: News: WFAM WTAQ WKBH (sw-21.52)  
News: WCCO WHO WMT WLS  
KWK-Sunnytime  
KMOX-Popular Melodies  
WCB-Christians in Action  
WKBH-Rise & Shine  
WLV-Peter Grant, news  
WMBD-Musical Clock  
WROK-Morning Parade  
WTAD-Morning Melodies  
**7:30 CST 8:30 CDT**  
CBS-The Road of Life, sketch (Chipso): WBBM KMOX (sw-21.52)  
NBC-Breakfast Club; News: WOWO WCFL  
NBC-Landt Trio; News: KSD (sw-21.5)  
Morning Devotions: WKBH WLS  
Musical Clock: WHO WROK WMT  
WBOW-Open Your Eyes  
WCB-Family Bible League  
WFAM-Your Engagement Book  
WIBA-News: Music for School & Home  
WIND-Hawaiian Melodies  
WJJD-The Toastmaster  
WLV-Gospel Singer  
WMAQ-Whistler & His Dog; News  
WMBD-Weather Report  
WSUI-Daily Iowan; Morning Melodies; Service Reports

WTAD-Around the Breakfast Table  
WTAQ-Wake Up & Live  
**7:45 CST 8:45 CDT**  
CBS-Bachelor's Children, sketch (Old Dutch Cleanser): KMOX WCCO (sw-21.52)  
NBC-Amanda Snow, songs: (sw-21.5)  
News: WIND WIRE  
KSD-Day by Day  
KWK-News; Rapid Service  
WBBM-Linda's First Love  
WBOW-Musical Clock  
WFAM-Morning Devotions  
WHO-Favorite Melodies  
WIRE-Better Health; Rose Room Melody; Footnotes  
WJJD-Chicago Tuberculosis Institute Prgm.  
WKB-Tune Tossers  
WKBH-Breakfast Melodies  
WLS-Jolly Joe's Pet Pals  
WLV-Voice of Experience  
WMAQ-To be announced  
WMBD-Police Flash  
WTAD-Bill Sohm's News  
WTAQ-Coffee Hour  
**8:00 CST 9:00 CDT**  
NBC-Cabin at the Crossroads, sketch (Aunt Jennima): WLS WTMJ WMT WOWO KWK (sw-15.21)  
CBS-Pretty Kitty Kelly, sketch (Wonder Bread): WOC WBBM WFBM KMOX WCCO (sw-21.52)  
NBC-Mrs. Wiggs of the Cabbage Patch, sketch (Old English Wax): WMAQ WIRE  
Musical Clock: WIBA WROK  
News: WKBH WMBD

WAAF-Don Bolt, news  
WCB-Italian Musicale; News  
WCFL-Swingtime  
WFAM-Current Events  
WGN-Martha Crane & Helen Joyce  
WHA-Band Wagon  
WHO-Coffee Pot Inn  
WIND-H. Zimmermann, organist  
WJJD-Bosworth Broadcast  
WKB-Canal Steps  
WLV-Hymns of All Churches  
WSUI-Within the Classroom: Prgm. Calendar and Weather  
WTAQ-Mid-Morning Revue  
**8:15 CST 9:15 CDT**  
CBS-Myrt & Marge, sketch (Super Suds): WBBM WCCO KMOX WFBM WMBD (sw-21.52)  
NBC-Margot of Castlewood sketch (Quaker Oats): WLS WTMJ WOWO WMT KWK WLW (sw-15.21)  
NBC-John's Other Wife, sketch (Louis Philippe): WMAQ WIRE  
WAAF-Rhythm Rhapsody  
WCFL-Double in Stars  
WFAM-Concert Time  
WHA-Morning Melodies  
WHO-Melody Time  
WIND-Your Favorite Band  
WKB-Salon Sketches  
WKBH-Uncle Bob  
WOC-Musical Clock  
WTAQ-Stars Over Hollywood  
**8:30 CST 9:30 CDT**  
NBC-Attorney at Law, sketch (Johnson's Floor Wax): WLS KWK (sw-15.21)

NBC-Just Plain Bill, sketch (Kolyons): WMAQ WIRE  
CBS-Hilltop House, Bess Johnson (Palmolive Soap): WBBM KMOX WCCO WMBD WISN (sw-21.52)  
NBC-Josh Higgins of Finchville: WCFL  
Morning Melodies: WGN WHO  
WAAF-Canary Serenade  
WBOV-Radio Gospel  
WCB-Deutsche Liederstunde  
WFAM-Morning Musicale  
WFBM-Roundup  
WIBA-Today's Almanac; Society Reporter  
WIND-Eb & Zeb, sketch  
WJJD-School for Taxpayers  
WKB-Musical Breakfast  
WKBH-Olive Hagen, organist  
WLW-Myrt & Marge, sketch  
WMT-Musical Clock  
WOWO-Richard Trojan  
WROK-Morning Devotions  
WSUI-Daily Iowan of the Air  
WTAD-Interchurch Revival  
WTAQ-Melody Lane  
WTMJ-Your Home Town  
**8:45 CST 9:45 CDT**  
NBC-To be announced: WBOW KWK  
NBC-Kitchen Cavalcade: (sw-15.21)  
NBC-Woman in White, sketch (Pillsbury): WMAQ KSD WHO WTMJ WIRE  
CBS-Stepmother, sketch (Colgate): WBBM WFBM KMOX WCCO (sw-21.52)  
CBS-Morning Moods: WOC  
WCFL-Bittersweet Melodies  
WGN-Dr. Friendly, drama

WIND-Swing Melodies  
WISN-Early Risers Club  
WJJD-Sentenced Men  
WKB-Tonic Tunes  
WKBH-March of the Blues  
WLS-News; Helpful Harry  
WLW-Betty & Bob, sketch  
WMBD-Jay's Women of Today  
WOC-News  
WOWO-Modern Home Forum  
WROK-Town Crier  
WSUI-Morning Melodies  
WTAD-Thru Life's Window  
**9:00 CST 10:00 CDT**  
NBC-The Story of Mary Marlin, sketch (Ivory Soap): WLS WLW (sw-15.21)  
NBC-Viennese Ensemble: WIBA WBOW WCFL  
CBS-Pappy Cheshire & Nat'l Hill-billy Champions: WISN WTAQ WFBM KMOX WKBH WKBH WOC (sw-21.52)  
NBC-David Harum, sketch (Eab-O): KSD WMAQ WHO WIRE  
MBS-Get Thin to Music: WGN  
News: WROK WIND  
KWK-Singing Cowboys  
WAAF-Woman's Page of the Air  
WBBM-Heart of Julia Blake  
WCB-Uncle John  
WCCO-Judy & Jane  
WFAM-Shoppers' Guide  
WHA-Your Health  
WJJD-Stringin' Along  
WMBD-Messenger; Weather  
WMT-News; Hit Tune of the Day  
WSUI-Within the Classroom  
(Continued on Next Page)

# WEDNESDAY May 4

(9:00 a.m. Continued)

WTAD-Homemaker's Prgm.; Petrie  
WTMJ-Dan Harding's Wife

**9:15 CST 10:15 CDT**  
NBC-Lorenzo Jones, sketch (Phillips); WMAQ WHO WIRE  
CBS-ΔGreenfield Village Chapel; WCCO WISN WTAQ (sw-21.52)

NBC-Viennese Ensemble; WMT  
NBC-Pepper Young's Family (Cam; Soap); WLS (sw-15.21)

For details of contest on this program turn to the inside back cover.

MBS-Bachelor's Children (Old Dutch Cleanser); WGN  
News; WKBB WMBD

To be announced: WTMJ KSD WIBA

KMOX-Houseboat Hannah, sketch

KWK-Great Works of Man

WAAF-Mid-Morning Varieties

WBBM-Editor's Daughter

WBOW-Mid-morning Music

WFBM-Apron Strings

WHA-International Scene

WIND-Sons of the Pioneers

WJJD-Sports Edition Handicap per

WKBH-Your Home

WLW-The Goldbergs, sketch

WOC-Party Line

WOWO-Editor's Daughter

WROK-On the Mall

WSUI-Yesterday's Musical Favorites

**9:30 CST 10:30 CDT**

CBS-Big Sister, sketch (Rinso);

WBBM WISN WCCO WMBD

KMOX WFBM

NBC-How to Be Charming, beauty talk (Phillips); WMAQ

WTMJ WIRE WIBA WHO

KSD

NBC-Vic & Sade, sketch (Crisco);

WLS (sw-15.21)

For details of contest on this program turn to the inside back cover.

NBC-Breen & de Rose; WMT

KWK WBOW

WAAF-News; Swing High

WCFL-Peekers in the Pantry

WFAM-Morning Melodies

WGN-Painted Dreams

WHA-Nature Tales

WIND-Hollywood Reporter

WJJD-Harry Zimmerman, organist

WKBH-Eb & Zeb, sketch

WKBH-Morning Melodies

WLW-Short, Short Story

WMBI-Shut-in Request Prgm.

WOC-Musical Variations

WOWO-Linda's First Love

WROK-Radio Rhythm

WSUI-Book Shelf

WTAD-Ma Perkins

WTAQ-News; Merry Go Round

**9:45 CST 10:45 CDT**

NBC-Edward MacHugh, Gospel

Singer (Ivory Soap); WLS (sw-15.21)

CBS-Aunt Jenny's Stories (Spry)

WCCO KMOX WFBM WMBD

WBBM WISN

NBC-Hello Peggy, sketch (Draao);

WHO KSD WMAQ

NBC-Originalities; WBOW WOWO

WMT

To be announced: KWK WKBH

WAAF-Foolish Questions

WFAM-Dick Cover

WGN-Stella Dallas, sketch

WIBA-ΔChurch of the Air

WIND-Livestock Markets; News

WIRE-Linda's First Love

WJJD-Today's Heroine

WKBH-Rhythm & Romance

WOC-Screen Fans Prgm.

WLW-Kitty Keene, sketch

WROK-Musicale

WSUI-Prgm. Calendar

WTAD-Bee & Vee

WTMJ-Morning Melodies

**10:00 CST 11:00 CDT**

CBS-Mary Margaret McBride, columnist (Minute Tape);

WBRM KMOX WFBM WISN

WOC WFAM WCCO WMBD

NBC-Vaughn de Leath, songs; WBOW

NBC-Dan Harding's Wife, sketch (Nat'l Biscuit Co.);

WMAQ KSD-Night Letter; Rhythm Makers

KWK-Morning After

WAAF-Melody Parade

WGN-Women in the Store

WHA-Homemakers

WHO-The Goldbergs, sketch

WIBA-Editor's Daughter

WIND-Sketches in Melody

WIRE-Dessa Byrd

WJBC-Personality Hour

WJJD-Bureau of Missing Persons  
WKBB-Hollywood Reporter  
WKBH-Home Economics  
WLS-Market Reports; News  
WLW-Dr. Friendly, sketch  
WMT-Willie's Gang  
WOWO-Bill Board  
WROK-News and Markets; Organ  
WSUI-Magazine Notes  
WTAD-News  
WTAQ-Hollywood on Parade  
WTMJ-What's New in Milwaukee?

**10:15 CST 11:15 CDT**

CBS-The Goldbergs, sketch (Oxydol);

WBBM

CBS-Kitty Keene, Inc., sketch (Dreft);

KMOX WCCO

NBC-Kidoodlers; KWK WMT

NBC-The O'Neills, sketch (Ivory Soap);

WLW WMAQ

News; WISN WHO

Linda's First Love; WMBD WIBA

KSD-Lady Courageous

WAAF-Don Bolt, commentator

WBOW-Stars Over Manhattan

WCFL-New Songs

WFAM-Visitors Welcome

WFBM-Lee Winter

WGN-Morning Melodies

WIND-Twentieth Century Serenade

WIRE-Singin' Sam

WJBC-Riddle Time

WJJD-Criminal Court Interviews

WKBH-House of McGregor

WKBH-Your Home Prgm.

WLS-Don & Helen

WOC-Rhythm Rambles

WROK-Musicale

WSUI-Yesterday's Musical Favorites

WTAD-Musical Prgm.

**10:30 CST 11:30 CDT**

NBC-Nat'l Farm & Home Hour;

Speakers: WIBA WBOW WMAQ (sw-15.21)

Speakers: Susan Z. Wilder, South Dakota State College;

"Development of School Lunches in Rural Schools";

Miss Gladys Gallup, home economist;

"Community Improvement by Home Demonstration Club Members";

CBS-Romance of Helen Trent (Edna Wallace Hopper);

WBBM KMOX

KSD-Dan Harding's Wife

KWK-News; Wake Up & Sing

WAAF-This Feminine World

WCCO-Happy Gilman

WCFL-Harmony High Spots

WFAM-P. T. A. Prgm.

WFBM-Mrs. Farrell's Kitchen of the Air

WGN-Quin Ryan, News

WHO-Myrt & Marge, sketch

WIND-Harry Zimmerman & Les Paul

WIRE-News; Rose-room Melody

WISN-Morning Musicale

WJBC-Dollar Daze

WJJD-Safety Court

WKBH-Mixing Bowl

WKBH-Shopping Prgm.

WLS-Ma Perkins

WLW-News; Livestocks; River; Weather; Markets

WMT-Scotty; Music for Today

WMBD-Sweetheart Time

WOC-Radio Bazaar

WROK-Kaye Kreamer, Woman's Forum

WSUI-The Book Shelf

WTAQ-Mailman

WTMJ-Kitty Keene

**10:45 CST 11:45 CDT**

NBC-Nat'l Farm & Home Hour;

WLW KWK

CBS-Our Gal, Sunday, sketch (Anacin);

WBBM KMOX

NBC-Emerson Gill's Orch.;

KSD WCFL

WAAF-Markets; Sweet and Slow

WCCO-Grandma Travels

WFAM-Luncheon Dance

WGN-Music for Today

WHA-Music Album

WHO-Hilltop House, sketch

WIND-Popular Melodies

WIRE-Party Line

WISN-Ann Leslie's Scrapbook

WIBC-Peggy Payne & Pioneers

WKBH-Musical Almanac

WLS-Short, Short Stories

WMBD-Bandwagon

WMT-Music Memory

WOC-Screensfans Prgm.

WOWO-Ohio Agricultural Prgm.

WROK-Music Graphs

WTAD-Betty & Bob

WTAQ-Farmhands

WTMJ-Merry-Go-Roundup

**11:00 CST 12:00 CDT**

NBC-Emerson Gill's Orch.; (sw-15.33)

CBS-Betty & Bob, sketch (Gold Medal);

WFBM KMOX WISN

WBBM WCCO

MBS-The Happy Gang; WIRE

KSD-Sports Preview

WAAF-Symphonic Hour

WBAA-Amer. Institutions

WCFL-Hit Review

## Good Listening for Today

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated

### NIGHT

**6:00 CST (7:00 CDT) CAVALCADE OF AMERICA, dramatization, CBS.**

**6:00 CST (7:00 CDT) ONE MAN'S FAMILY, NBC-Red.**

**6:30 CST (7:30 CDT) BEN BERNIE AND ALL THE LADS with Lew Lehr, Buddy Clark; guest, CBS.**

**6:30 CST (7:30 CDT) TOMMY DORSEY'S ORCHESTRA, vocalists, Paul Stewart, m.c., NBC-Red.**

**7:00 CST (8:00 CDT) TOWN HALL TONIGHT with Fred Allen, Portland Hoffa, quartet, Peter Van Steeden's orchestra; guest, NBC-Red.**

**7:00 CST (8:00 CDT) CHESTERFIELD PROGRAM with Grace Moore, Andre Kostelanetz' orchestra, Deems Taylor; Ronald Graham, guest, CBS.**

**7:30 CST (8:30 CDT) BOSTON "POP" CONCERT, Arthur Fiedler, conductor, NBC-Blue.**

**8:00 CST (9:00 CDT) KAY KYSER'S MUSICAL KLAS AND DANCE, NBC-Red.**

**8:30 CST (9:30 CDT) IT CAN BE DONE; Edgar A. Guest, Marian Francis, Frankie Masters' orchestra; guest, CBS.**

**10:30 CST (11:30 CDT) LIGHTS OUT, experimental drama, NBC-Red.**

WGN-Man on State Street  
WHA-Talking Book  
WHO-Dan Harding's Wife, sketch  
WIND-Musical Interlude  
WJBC-Take It For Granted  
WJJD-News  
WKBH-Treasure Chest  
WKBH-Musical Moods  
WLS-Melody Roundup  
WMBD-Number, Please  
WMBI-ΔMid-day Gospel Hour  
WMT-Toby's Courtmessel Nooz  
WOC-Studio Swingtappers  
WOWO-Consolaires  
WROK-Morning Varieties  
WSBT-Harlan Hogan  
WSUI-Within the Classroom  
WTAD-Women's Variety Prgm.  
WTMJ-Blue Room Ensemble

**11:15 CST 12:15 CDT**

NBC-Bennett & Wolverton, instrumentalists; WCFL (sw-15.33)

NBC-Mrs. Wiggs of the Cabbage Patch (Old English Wax);

WHO KSD

CBS-Betty Crocker, cooking talk (Gold Medal);

WBBM KMOX

WCCO WFBM WISN

WGN-Noontime Melodies

WIND-Tommy Ott, organist

WIRE-Singin' Sam

WJBC-Parade of Bands

WJJD-ΔNoon Day Service

WKBH-What's New?

WKBH-Club Calendar

WMBD-Swingsters

WMT-Tom Owens' Cowboys

WOC-Inquiring Mike

WOWO-News

WROK-Affairs of Mrs. Swenson

WSBT-News; Stork Report

**11:30 CST 12:30 CDT**

NBC-John's Other Wife (Louis Philippe);

KSD WHO

CBS-Arnold Grimm's Daughter, sketch (Gold Medal);

KMOX

WFBM WCCO WBBM WISN

NBC-Words & Music; WMAQ

WIRE KWK WIBA (sw-15.33)

WBOW-Presenting

WCFL-Noon-day Concert

WGN-Markets; Mid-day Service

WHA-Organ Gems

WIND-Livestock

WJBC-Singin' Sam

WKBH-Farm Flashes

WKBH-Hits & Encores

WLS-Markets; News

WLW-Livestocks; News

WMBD-Thrift Message; Dr. Kadesky Prgm.;

Melody Miniature

WMT-Sweet and Swing

WOC-Hymns of All Churches

WOWO-Man on the Street

WROK-Helene Kimberley, Songs

WSBT-In Movieland

WTAD-Police News

WTMJ-Dinty

**11:45 CST 12:45 CDT**

NBC-Just Plain Bill (Kolynos);

WHO KSD

CBS-Valiant Lady, sketch (Gold Medal);

KMOX WBBM WCCO

# Frequencies

KMOX-1090  
KOA-830  
KSD-550  
KWK-1350  
WAAF-920  
WBAA-890  
WBBM-770  
WBOW-1310  
WCBM-1080  
WCB-810  
WCFL-970  
WENR-870  
WFAM-1200  
WFBM-1230  
WGN-720  
WHA-940  
WHAS-820  
WTO-1000  
WIBA-1280  
WIND-560  
WIRE-1400  
WISN-1120

WIRE-Baseball Game  
WMBI-Question Hour  
WTAQ-Swing Session

**3:00 CST** CBS-Nat'l Catholic Social Action Conference: WFAM WKBH WOC WFBM WKBK (sw-15.27)

NBC-Neighbor Nell: Dean Fessler, organist: WIBA (sw-15.21)  
NBC-Bennett & Wolverton WENR KSD

Baseball Game: KWK WMT WAAF-Rhumba Beat  
WBAA-Home Decorator  
WBOW-Baseball; St. Louis vs. Boston

WHA-Know Your Child, Dr. Little

WHA-Kitty Keene, Inc., sketch  
WJBC-Devotional Hour  
WLW-Houseboat Hannah, sketch  
WMAQ-Tea Time Varieties  
WMBD-Trading Post  
WOWO-News

WROK-Kave Kreamer, Women of the Hour  
WSUI-Forensic Forum  
WTAQ-Novel Hour  
WTMJ-Those Happy Gilmans

**3:15 CST** NBC-Don Winslow of the Navy sketch: WIBA WOWO  
CBS-To be announced: WFAM WFBM WKBH WMBD WKBK WOC (sw-15.27)

NBC-Vagabonds: WMAQ KSD-Washington University  
WAAF-Kay Armen  
WBAA-American Scene  
WENR-Music Circle

WHA-Houseboat Hannah, sketch  
WLW-Life of Mary Sothern  
WMBI-Gospel Music  
WSUI-Chamber Concert Orch.  
WTMJ-To be announced

**3:30 CST** NBC-Kellogg's Singing Lady Irene Wicker: WLW (sw-15.21)  
Story: Cinderella.

NBC-Chas. Sears, tr.: WENR  
NBC-Your Family & Mine, sketch (Sealtest): WMAQ WTMJ WIBA (sw-9.53)

CBS-March of Games: WFBM WKBK WOC (sw-15.27)  
KSD-Interview with Dr. Joseph F. Bredeck

WAAF-Organ Melodies  
WBAA-Music With the Masters  
WFAM-Young America on the Air; Pop Concert

WHA-Deutsche Musik Stunde  
WHO-Way Down East  
WJBC-Mental Hygiene Class  
WKBH-Magic Violin  
WMBD-Canton Salute  
WMBI-Tract League  
WOWO-William Vincent

WROK-ΔSwedish Gospel Service  
WSUI-American Legion Auxiliary  
WTAQ-Herman Daumler, violins

**3:45 CST** NBC-Little Orphan Annie (Ovaltime): (sw-9.53)  
CBS-Exploring Space: WMBD WKBH WKBK WOC WFAM (sw-15.27)

NBC-Joseph Gallicchio's Orch.: WIBA  
NBC-Choral Art Society of Boston Univ.: WENR WOWO

KSD-News; Tempos of the Day  
WAAF-Diana Clifton, sop.  
WBBM-Tenth Inning  
WFBM-Wings Over the World  
WHO-To be announced

WJBC-Classified Time  
WLW-Editor's Daughter  
WMAQ-Romance & Rhythm  
WROK-Martha K. Johnson, Magic Carpet

WSUI-Iowa History Week  
WTAQ-Sport Wheel  
WTMJ-Down a Country Road

**4:00 CST** CBS-News; Four Clubmen: WOC WTAQ WFAM WKBK WOC WKBH WFBM

NBC-Junior Red Cross Prgm.: WIBA (sw-9.53)

CBS-News; Ed Thorgersen, sport-cast: (sw-15.27)

NBC-Fran Eichler's Orchestra: WOWO WMAQ  
WAAF-Salon Concert  
WBAA-Reflections  
WBBM-Chicago Hour  
WCFL-Rainbow Melodies  
WENR-Malcolm Claire, children's stories

WGN-Bill Anson  
WHA-Poems That Live  
WHO-Party Line  
WIND-Baseball Scores  
WJBC-Wesleyan Recital  
WJJD-Sports Edition  
WLW-Dick Tracy, sketch  
WMBD-ΔWayside Chapel  
WROK-Markets and News; Musicale

WSUI-Iowa State Medical Society Prgm.  
WTMJ-Variety Revue

**4:15 CST** NBC-Concert Ensemble; News: WMT WOWO  
CBS-Dance Time: WTAQ WOC WFAM WCCO WKBH WFBM NBC-Red Cross Prgm.: WIBA WCFL (sw-9.53)

CBS-Popeye the Sailor: (sw-15.21)  
MBS-Ruby & His Music: WGN WAAF-Tea Dance; Strike Up the Band

WBAA-Stamp Club of the Air  
WBBM-Truman Bradley, comm.  
WENR-What's the News?  
WHO-Baseball Resume  
WIND-Ben Kanter, pianist  
WKBK-Univ. of Dubuque Air Forum

WLW-Jack Armstrong, sketch  
WMBD-News; Pet Corner  
WROK-Albert Ammons, pianist  
WSUI-Women's Symphony of Boston

**4:30 CST** CBS-Boake Carter, commentator (Huskies & Post Toasties): WMBD WFAM WTAQ WKBK WISN WCCO WKBH WFBM WOC (sw-15.27)

NBC-Alma Kitchell, songs: WIBA WCFL  
NBC-Chesterfield Daily Sports Column; Paul Douglas: WENR WLW KSD WOWO (sw-15.21)

MBS-To be announced: WGN WAAF-Sport Shorts  
WBAA-Baseball Previews  
WBBM-Kitty Keene, sketch  
WHA-U. S. Weather Bureau  
WIND-Swing Melodies  
WIRE-Terry & the Pirates  
WJBC-News

WKBH-Kiddies' Hour  
WMAQ-Dick Tracy, sketch  
WROK-Musicale  
WSUI-Speech Clinic of the Air

**4:45 CST** NBC-Nola Day, songs: WMAQ WIBA (sw-9.53)  
NBC-Dinner Concert: WENR  
NBC-Lowell Thomas, news commentator (Sun Oil) WLW (sw-15.21)

CBS-Lum & Abner (Postum): WBBM (sw-15.27) (also at 9:15 p.m.)  
NBC-Little Orphan Annie (Ovaltime): KSD

CBS-To be announced: WKBH WCCO  
WAAF-Tower Tunes  
WCFL-Jack Kelly's Orch.  
WENR-News; What's the News?  
WFAM-Baseball Scores; News  
WFBM-Tea Time Tunes  
WGN-Little Orphan Annie  
WIND-Listen to Yourself  
WIRE-It's Not Right  
WISN-Diamond Dope  
WJBC-Original Poetry  
WKBK-Voice of Columbia College

WMBD-Bargain Counter  
WOC-Man on the Street  
WOWO-American Family  
WROK-Music by Cugat  
WSUI-Daily Iowan of the Air  
WTAQ-Bureau of Public Service; Safety Prgm.

**5:00 CST** NBC-Easy Aces, sketch (Anacrin): WENR WMT WIRE (sw-11.87)

NBC-Don Winslow of the Navy, sketch (Kelloggs): WMAQ WLW  
CBS-Obligato: WTAQ WKBK WOC

KMOX-Organ Melodies  
KWK-Home-Plate Interviews  
WAAF-Shadowland  
WBBM-John Harrington, sports  
WBOW-Merry-Go-Round  
WCCO-Livestock  
WCFL-News  
WFAM-Crimecasts  
WGN-Sweet & Low  
WHO-Adv. of Jimmie Allen  
WIBA-Bob White & Whippoorwill

**5:15 CDT** NBC-Uncle Ezra's Radio Station (Alka Seltzer): WMAQ WJBC WIRE WTMJ WIBA (sw-9.53) (also at 9:15 p.m.)

NBC-Mr. Keen Tracer of Lost Persons, drama (Amer. Home Products): WMT WENR (sw-11.87)

CBS-Better Parenthood Week: WTAQ WKBK WBBM WCCO WOC WJR  
A program for Better Parenthood Week, with George J. Hecht, editor of Parents' Magazine, introducing Neysa McMein and Eddie Cantor.

KMOX-Adv. of Jimmy Allen  
KSD-Joe Rines' Orch.  
KWK-Al Sari's Jam Session  
WCFL-Tune Teasers  
WFAM-Dinner Dance  
WFBM-ΔWheeler Mission  
WGN-Buddy Clark & Orch.  
WIRE-Three Little Words  
WLW-The Perk Uppers  
WMBD-Speed Gibson  
WOWO-To be announced  
WROK-Sport Reivew  
WTAD-Marcella Cheek

**5:30 CST** CBS-Barry Woods' Orch.: WFAM WCCO WFBM WMBD WKBK WOC (sw-11.83)  
NBC-Rose Maria, songs: KWK NBC-Edwin C. Hill, commentator: (sw-9.53)

News: WTAD WMAQ WKBH WHO WIBA  
Dick Tracy, sketch: WISN WMT WIRE  
KMOX-Household Hints; Organ Melodies  
KSD-Charlie Chan, sketch  
WAAF-The Bandstand  
WBBM-Hollywood Food Secrets  
WCFL-Hired Hands  
WENR-Dinner Date  
WGN-Sports Review  
WLW-Earl Rines' Orch.  
WROK-Organ  
WSUI-The Stamp Collector  
WTMJ-Heinie's Grenadiers

**5:45 CST** CBS-History's Headlines, drama: WCCO KMOX WFAM WKBK WMBD WTAQ (sw-11.83)  
NBC-Happy Jack, songs: WBOW NBC-Science on the March: WENR  
Little Orphan Annie, sketch: WIRE WHO  
Sports: WCFL WKBH WTMJ WISN

KSD-Alpine Varieties  
KWK-Sports Review; News  
WAAF-Harmony Hall  
WBBM-We the Wives  
WFBM-News  
WGN-Songs at Twilight  
WIBA-Today's Birthdays  
WLW-Tunes for Two  
WMAQ-Let's Celebrate  
WMT-Sports; News  
WOC-Musical Fur Revue  
WROK-Dance hour  
WSUI-Daily Iowan of the Air  
WTAD-Nocturnal Strings

**6:00 CST** CBS-Cavalcade of America (DuPont): Don Voorhees Orch.: KMOX WFBM WBBM WCCO WHAS WJR (sw-11.83) (also KNX KSL at 10 p.m.)  
"Songs of the Mississippi," the stories of the songs which have been written about the great river, will be dramatized. Program, directed by Don Voorhees assisted by Aiden Edmonds quartette: Waters of the Minnetonka, Father of Waters, Roll Out Heave That Cotton, One More River to Cross, I see Gwine to Alabama, Oh Susanna, Waitin' for the Robert E. Lee, Steamboat Bill, Mardi Gras and Old Man River.

NBC-One Man's Family (Tenderleaf Tea): WTMJ KSD WMAQ WIBA WHO WLW WTAM WIRE (also see Sun. Prgms. at 10:30 p.m.)

NBC-Roy Shield's Revue; Orch. & Vocalist: WMT WOWO KWK  
MBS-Ennio Bolognini's Orch.: WGN  
Sports: WOC WKBK WTAD

WIND-German Hour  
WISN-Show Window  
WJJD-Supper Time Frolic  
WKBH-Kiddies' Hour  
WMBD-Happy Train; Auction of the Air

WOWO-Organ Reveries  
WROK-Songs at Twilight  
WSUI-Len Carroll's Orch.  
WTAD-Freshest Thing in Town  
WTMJ-News; Gabriel Heatter

**6:15 CDT** News: WMBD WOC  
WAAF-Roller Derby  
WBOW-Our Neighbors  
WCFL-Pop Tunes  
WFAM-Odd Facts  
WISN-Fiddlers Three  
WKBK-Speed Gibson  
WKBH-Dinner Music  
WSUI-Views & Interviews  
WTAD-Cy & Freckles  
WTAQ-Piano Musings

**6:30 CDT** NBC-Harriet Parsons, commentator (Bromo Seltzer): WMT WLS WOWO KWK (sw-11.87)

CBS-Ben Bernie & All the Lads; Lew Lehr; Buddy Clark (U. S. Rubber): WJR WOC WBBM WHAS WCCO WMBD WFBM WISN WSBT KMOX WKBH (sw-11.83) (also KNX at 9:30 p.m.)

NBC-Tommy Dorsey, His Trombone & Orch. (Raleigh & Kool); Edythe Wright; Jack Leonard; Three Esquires; Paul Stewart, m.c.: WMAQ WTAM WHO WIRE WLW KSD (also at 11 p.m.)

MBS-Lone Ranger, drama (Silvercup) WGN  
NBC-To be announced: WIBA WBOW-To be announced  
WCFL-Colonial Melodies  
WIBA-Concert Ensemble  
WKBK-Hits & Encores  
WROK-Evening Melodies  
WSUI-Evening Musicale  
WTAD-Dust Off the Diamond  
WTMJ-For Ladies Only

**6:45 CST** NBC-Barry McKinley, baritone: WLS WMT WBOK KWK (sw-11.87)  
WCFL-Dance Orch.  
WKBK-News  
WROK-Musicale  
WSUI-Stage Door Review  
WTMJ-Let's Dance

**7:00 CST** CBS-Chesterfield Presents Grace Moore, sop., with Andre Kostelanetz' Concert Orch.: Deems Taylor, commentator; Guest: WFBM WHAS WKBK WKBH WBBM WCCO KMOX WOC WTAQ WISN WSBT WMBD WJR (sw-11.83)  
Guest: Ronald Graham, baritone.

NBC-Town Hall Tonight (Sal-Hepatica); Fred Allen & Portland Hoffa; Quartet; Peter Van Steeden's Orch.; Guest: WIBA WTAM WMAQ WTMJ WIRE WLW WHO KSD (sw-9.53) (also KFI at 10 p.m.)

NBC-Tune Types, variety Prgm.: WOWO WMT KWK WLW  
MBS-Bob Crosby's Orch.: WGN  
WFBM-Music Graphs  
WCFL-Labor Flashes  
WIND-News and Music  
WROK-Dance Hour  
WSUI-Children's Hour

**7:15 CST** WBOW-Vic Arden's Orch.  
WCFL-Judge John H. Lyle, talk  
WIND-Contemporary Problems  
WLS-International Looking-Glass  
WSUI-Views and Interviews

**7:30 CST** CBS-Word Game: WCCO WTAQ WHAS WJR WISN WKBK WMBD KMOX WSBT WKBH WOC (sw-11.83)  
NBC-Boston Pop Concerts: WENR WOWO  
Program: Marche Joyeuse (Chabrier), Dances of Galante (Kodaly), "Delirium" Waltzes (Josef Strauss), and Overture Solennelle, 1812 (Tchaikovsky).

MBS-Jazz Nocturne: WMT KWK-Charlie Chan, sketch  
WBBM-Salute to Cities  
WBOW-The Honeybunners  
WCFL-News  
WFBM-Piano Twins  
WGN-Jack Russell's Orch.  
WIND-The Law of Life  
WROK-Little Theater of the Air  
WSUI-Evening Musicale

**7:45 CST** KWK-Piano Portrait  
WCFL-Herr Louie & The Weasel  
WFBM-To be announced  
WGN-News; Sports Celebrity Parade

To be announced: WKBH WLS WKBH  
WAAF-Don Bolt, commentator  
WBOW-The Dance Hour  
WCFL-News  
WFAM-The New Yorkers  
WIND-Re-creation Baseball Game  
WISN-Down by Herman's  
WMBD-Paul Welton's Ensemble  
WROK-News; Evening Melodies  
WSUI-Dinner Hour Prgm.  
WTAQ-Clara Dawes, sop.

**6:15 CST** News: WMBD WOC  
WAAF-Roller Derby  
WBOW-Our Neighbors  
WCFL-Pop Tunes  
WFAM-Odd Facts  
WISN-Fiddlers Three  
WKBK-Speed Gibson  
WKBH-Dinner Music  
WSUI-Views & Interviews  
WTAD-Cy & Freckles  
WTAQ-Piano Musings

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WFBM-To be announced  
WGN-News; Sports Celebrity Parade

WIND-Dance Orch.  
WSBT-Quizo quest  
WSUI-Stage Door Review  
**8:00 CST** NBC-Kay Kyser's Musical Klass & Dance (Lucky Strike Cigarettes); Virginia Sims, Harry Babbitt & Sully Mason, vocalists: WTMJ WHO WTAM WIBA WIRE KSD KOA WLW WMAQ (sw-9.53)

**9:00 CDT** CBS-Gang Busters (Palmolive Shave Cream); Col. H. N. Schwarzkopf, dir.; True Crime, drama: WBBM WFBM WHAS WJR KMOX WCCO WISN (sw-11.83) (also KNX at 11 p.m.)

NBC-Pop Concert: WOWO WENR MBS-Symphonic Strings: WGN WMT WJK  
Program: Boyce's Symphony No. 11 and Beethoven's Concert for Two Violins.

WCCO-Musical Prgm.  
WCFL-L. Fish Co. Games  
WIND-Freddy Martin's Orch.  
WKBK-World Varieties  
WKBH-Dr. Knowlton  
WMBD-Spelling Bee  
WOC-German Band  
WROK-Musical Workshop  
WSBT-Vic Arden's Orch.  
WSUI-American Legion Prgm.  
WTAQ-Dance Orch.

**8:15 CST** NBC-Pop Concert: WBOW WENR WOWO (sw-11.87)  
WCFL-Favorite Melodies  
WIND-Ted Weems' Orch.  
WKBH-Rapid Ad  
WROK-News; Ten Minutes with You  
WSBT-You Shall Have Rhythm

**8:30 CST** CBS-It Can Be Done (Household Finance); Edgar A. Guest; Frankie Masters' Orch.: WJR WFBM WBBM WHAS KMOX WBOW WOC (sw-11.83)  
Futurer James Flanagan as hero of story and guest.

NBC-Minstral Show WENR WBOW (sw-11.87)  
CBS-Jack Shannon, tr.; Ruth Carhart, organist: WMBD MBS-Melodies from the Skies: WGN WMT  
KWK-Lone Ranger, sketch  
WCCO-Musical Prgm.  
WCFL-Perry Como, songs  
WIND-Tommy Ott, organist  
WISN-Reflections  
WKBK-Sentimental Music  
WKBH-To be announced  
WMBD-The Shadow  
WOWO-Unemployment Compensation

WROK-Ted Westin, songs  
WSBT-Answer Me This  
WTAQ-Continental Nights  
**8:45 CST** News: WIND WOWO  
WCFL-Isham Jones Orch.  
WISN-Catholic Conference  
WJR-Musical  
WKBK-Gems of Melody  
WMT-A Trip Through Niagara  
WROK-Vic Arden's Orch.  
WSUI-Daily Iowan of the Air  
WTAQ-To be announced

**9:00 CST** NBC-Amos n' Andy (Campbell's Soup): WMAQ WIRE KOA WLW KSD WTAM WHO KFI

CBS-Just Entertainment with Jack Fulton, tr.; Andrews Sisters; Carl Hohengarten's Orch. (Wrigley's Gum): WCCO WFBM WBBM KMOX WHAS WJR  
NBC-Dick Gasparre's Orchestra WBOW (sw-9.53)  
CBS-Frank Dailey's Orchestra: WSBT (sw-11.83)  
NBC-Ben Cutler's Orch.: WOWO News: WKBK WMT  
Vic Arden's Orch.: WKBH WOC WMBD  
KWK-Easy Aces, sketch  
WCFL-Make Believe Danceland  
WENR-Globe Trotter  
WIBA-Night News Edition  
WIND-Swedish Prgm.  
WISN-Boake Carter  
WROK-Howard LeRoy's Orch.  
WTMJ-Kilowatt Hour

**9:15 CDT** NBC-Uncle Ezra's Radio Station (Alka-Seltzer): WIBA KOA KFI (also at 5:15 p.m.)

CBS-Lum & Abner (Postum): WFBM WHAS KMOX WCCO (also see 4:45 p.m.)

CBS-Frank Dailey's Orchestra: WKBK WTAQ WISN WBBM WOC  
NBC-Dick Gasparre's Orchestra: News: WTAM  
NBC-Ben Cutler's Orch.: WENR WMT  
MBS-Ray Keating's Orch.: WGN KWK-Tracer of Lost Persons

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# WEDNESDAY

May 4

WHO-Sports Review  
WIBA-Musical Moments  
WIRE-News; Basonology  
WJJD-Harry Owen's Orch.  
WJR-Musical Prgm.  
WKBH-Rudolph Kuelve  
WLW-Allan Franklyn, sports  
WMBD-Value Hints  
WOC-Gwen Bower  
WROK-Musacle  
WTMJ-Easy Aces

**9:20 CST** CBS-Art Kassel's Orch.: WTAQ WSBT WKBH WHAS WOC WKBK WCCO WMBD KMOX WISN (sw-11.83)

NBC-Rhyme Night. Horace Heidt's Orch.: WENR WBOW WTAM WIBA WOWO (sw-9.53)  
MBS-Operetta Series: WGN KWK WLW  
KOA-Light on the West  
WBBM-News  
WMBD-Spelling Bee  
WOC-German Band  
WROK-Musical Workshop  
WSBT-Vic Arden's Orch.  
WSUI-American Legion Prgm.  
WTAQ-Dance Orch.

# THURSDAY

May 5

## MORNING

**7:00 CST 8:00 CDT**  
 NBC Breakfast Club. News  
 WCFL WBOW  
 NBC-Ward & Muzzy, piano duo: (sw-21.5)  
 CBS-Arthur Godfrey, songs: (sw-21.52)  
 CBS-As You Like It; News: WTAQ WFAM  
 Musical Clock: WOC WKBB  
 WIBA WBBM WIRE  
 KMOX-Temple Bells  
 KSD-News; Dick Leibert, organist  
 KWK-Hits & Encores  
 WAAF-Breakfast Express  
 WCBD- $\Delta$ Meditations  
 WCCO-Air Almanac  
 WFBM-Early Birds  
 WGN-Everyday Words; Good Morning Prgm.  
 WHO-Lem & Martha  
 WIND-Morning Varieties  
 WISN-Early Risers Club  
 WJJD-Bob Atcher & Bonnie Blue Eyes  
 WKBB-Uncle Josh & Hired Hands  
 WLS-Hoosier Philosopher  
 WLW-Merrymakers  
 WMAQ-Your Neighbor  
 WMBD-Morning Hit Parade  
 WMT-Country Home; Musical Clock  
 WOWO- $\Delta$ Radio Bible Class  
 WROK-Early Risers  
 WTAD-News  
 WTMJ-Top of the Morning

**7:15 CST 8:15 CDT**  
 CBS-As You Like It; News: (sw-21.52)  
 NBC-Person to Person: KSD (sw-21.5)  
 News: WMT WHO WCCO WLS  
 KMOX-Popular Melodies  
 KWK-Sunshine  
 KMOX-Ozark Varieties  
 WCBD- $\Delta$ Nazarene Prgm.  
 WIND-Harry Zimmerman, organist  
 WKBB-Rise & Shine  
 WLW-Peter Grant, news  
 WMBD-Musical Clock  
 WROK-Morning Parade  
 WTAD-Morning Melodies

**7:30 CST 8:30 CDT**  
 NBC-Breakfast Club. News  
 WOWO WCFL  
 CBS-The Road of Life, sketch (Chipso): WBBM KMOX (sw-21.52)  
 NBC-Landt Trio; News: KSD (sw-21.5)  
 MBS-Victor H. Lindlahr (Journal of Living): WGN  
 $\Delta$ Morning Devotions: WLS WKBB  
 Musical Clock: WROK WMT  
 WBOW-Open Your Eyes  
 WCBD- $\Delta$ Family Bible League  
 WFAM-Your Engagement Book  
 WHO-Yodeling Jerry Smith  
 WIBA-Today's Almanac; Society Reporter  
 WIND-Hawaiian Melodies  
 WJJD-The Toastmaster  
 WKBB-News  
 WLW-Gospel Singer  
 WMAQ-Whistler & his Dog; News  
 WMBD-Weather Report  
 WSUI-Daily Iowan; Morning Melodies; Service Reports

**7:45 CST 8:45 CDT**  
 CBS-Bachelor's Children, sketch (Old Dutch Cleanser): KMOX WCCO (sw-21.52)  
 NBC-Frances Adair, contr.: (sw-21.5)  
 News: WTAD WIND  
 KSD-Day by Day  
 KWK-News; Rapid Service  
 WRBM-Linda's First Love  
 WBOW-Musical Clock  
 WFAM- $\Delta$ Morning Devotions  
 WHO-Favorite Melodies  
 WIRE-News; Today's Best Buy  
 WJJD-Illinois League of Women Voters  
 WKBB-Tune Tossers  
 WKBB-Breakfast Melodies  
 WLS-The Old Music Chest  
 WLW-Voice of Experience  
 WMAQ-To be announced  
 WMBD-Police Flash  
 WTAQ-Coffee Hour

**8:00 CST 9:00 CDT**  
 NBC-Cabin at the Crossroads, sketch (Aunt Jemima): WOWO  
 WMT KWK WTMJ WLS (sw-15.21)  
 CBS-Pretty Kitty Kelly, sketch (Wonder Bread): WOC WBBM  
 WFBM KMOX WCCO WISN (sw-21.52)

NBC-Mrs. Wiggs of the Cabbage Patch, sketch (Old English Wax): WMAQ WIRE  
 Musical Clock: WROK WIBA  
 News: WKBH WMBD  
 WAAF-Don Bolt, news  
 WCBD- $\Delta$ Morning Meditations  
 WCFL-Swingtime  
 WFAM-Concert Time  
 WGN-Martha Crane & Helen Joyce  
 WHA-Band Wagon  
 WHO-Coffee Pot Inn  
 WIND-Priscilla Holbrook, pianist  
 WJJD-Bosworth Broadcast  
 WKBB-Chancel Steps  
 WLW-Hymns of All Churches  
 WSUI-Within the Classroom  
 Calendar & Weather  
 WTAD-Storyland Lady  
 WTAQ-Mid-Morning Revue

**8:15 CST 9:15 CDT**  
 NBC-John's Other Wife, sketch (Louis Philippe): WMAQ WIRE  
 CBS-Myrt & Marge, sketch (Super Suds): WFBM KMOX  
 WISN WBBM WCCO WMBD (sw-21.52)  
 NBC-Margot of Castlewood, sketch (Quaker Oats): WLS  
 WMT KWK WTMJ WOWO  
 WLW (sw-15.21)  
 WAAF-Rhythm Rhapsody  
 WCFL-Double in Stars  
 WHA-Morning Melodies  
 WHO-Melody Time  
 WIND-Your Favorite Band  
 WKBB-Salon Souvenirs  
 WKBB-Uncle Bob  
 WOC-Musical Clock

**8:30 CST 9:30 CDT**  
 NBC-Attorney at Law, sketch (Johnson's Floor Wax): WLS  
 KWK (sw-15.21)  
 NBC-Just Plain Bill, sketch (Bi-So-Dol): WMAQ WIRE  
 CBS-Hilltop House, Bess Johnson: KMOX WCCO WBBM  
 WISN WMBD (sw-21.52)  
 NBC-Josh Higgins of Finchville: WCFL  
 WAAF-Canary Serenade  
 WBOW- $\Delta$ Radio Gospel  
 WCBD-Deutsche Liederstunde  
 WFAM-Morning Musicale  
 WFBM-Morning Chat  
 Morning Melodies: WHO WGN  
 WIBA-News; Music for School & Home  
 WIND-Eb & Zeb, sketch  
 WJJD-Illinois Medical Society  
 WKBB-Musical Breakfast  
 WKBB-Olive Hagen, organist  
 WLW-Myrt & Marge, sketch  
 WMT-Musical Clock  
 WOWO-Norm & Bob  
 WROK-Morning Devotions  
 WSUI-Daily Iowan of the Air  
 WTAD- $\Delta$ Interchurch Revival  
 WTAQ-Melody Lane  
 WTMJ-To be announced

**8:45 CST 9:45 CDT**  
 NBC-The Woman in White (Pillsbury): WMAQ WTMJ  
 KSD WHO WIRE  
 NBC-Kitchen Cavalcade: (sw-15.21)  
 CBS-Stepmother, sketch (Colgate): WBBM KMOX WCCO  
 WFBM (sw-21.52)  
 CBS-Morning Moods: WKBB  
 WKBB WOC  
 NBC-To be announced: WBOW  
 MBS-Good Morning from Cleveland: KWK  
 WCFL-Bittersweet Melodies  
 WGN-Dr. Friendly, drama  
 WIND-Swing Melodies  
 WISN-Early Risers Club  
 WJJD-Sentenced Men  
 WKBB-March of the Blues  
 WLS-News; Music  
 WLW-Betty & Bob, sketch  
 WMBD-Women of Today  
 WOWO-Modern Home Forum  
 WROK-Town Crier  
 WSUI-Morning Melodies  
 WTAD-Thru Life's Window

**9:00 CST 10:00 CDT**  
 NBC-The Story of Mary Marlin, sketch (Ivory Flakes): WLW WLS (sw-15.21)  
 NBC-David Harum, sketch (Bab-O): KSD WIRE WMAQ WHO  
 NBC-Viennese Ensemble: WIBA  
 WBOW WCFL  
 CBS-Mary Lee Taylor (Pet Milk): WBBM WMBD WFBM  
 WOC KMOX (sw-21.52)  
 MBS-Get Thin to Music: WGN  
 KWK-Singing Cowboys  
 WAAF-"I Am" Program  
 WCBD-Uncle John  
 WCCO-Judy & Jane  
 WFAM-Shoppers' Guide  
 WHA-Your Health  
 WIND-Traffic Court  
 WISN-Hits of Today & Yesterday  
 WJJD-Stringin' Along  
 WKBB-Your Home  
 WMT-News; Melody Time  
 WROK-News  
 WSBT-Two-Way Harmonies  
 WSUI-Within the Classroom

## Good Listening for Today

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated

### AFTERNOON

5:30 CST (6:30 CDT) WE, THE PEOPLE, Gabriel Heatter, Mark Warnow's orchestra; guests, CBS.

### NIGHT

6:00 CST (7:00 CDT) KATE SMITH HOUR; Ted Straeter Chorus, Jack Miller's orchestra; guest, CBS.

6:00 CST (7:00 CDT) RUDY VALLEE'S VARIETY HOUR; guest, NBC-Red.

6:00 CST (7:00 CDT) THE MARCH OF TIME, news dramatizations, NBC-Blue.

7:00 CST (8:00 CDT) GOOD NEWS OF 1938, Robert Taylor, m.c.; Frank Morgan; Judy Garland, and other film stars, chorus, Meredith Willson's orchestra; Ted Pearson, announcer; NBC-Red.

8:00 CST (9:00 CDT) "MR. MIRGENTHWIRKER'S LOBLIES," dramatization, MBS.

8:00 CST (9:00 CDT) KRAFT MUSIC HALL with Bing Crosby, Bob Burns, Johnny Trotter's orchestra; Walter Huston, Alec Templeton, pianist, guests, NBC-Red.

9:15 CST (10:15 CDT) ELZA SCHALLERT in interviews, NBC-Blue.

WTAD-Homemaker's Prgm.; Petrie  
 WTAQ-Hawaiian Melodies  
 WTMJ-Dan Harding's Wife

**9:15 CST 10:15 CDT**  
 NBC-Pepper Young's Family (Camay Soap): WLS (sw-15.21)  
 For details of contest on this program turn to the inside back cover.  
 CBS-Instrumentalists: WISN  
 WKBB WCCO (sw-21.52)  
 NBC-Viennese Ensemble: WMT  
 NBC-Lorenzo Jones, sketch (Philips): WIRE WMAQ WHO  
 MBS-Bachelor's Children: WGN  
 News: WMBD WKBB  
 KMOX-Houseboat Hannah, sketch  
 KWK-Great Works of Man  
 WAAF-Hog 'n' Harmony  
 WBBM-Editor's Daughter, sketch  
 WBOW-Mid-morning Music  
 WFBM-Apron Strings  
 WHA-Keeping Up With Science  
 WJJD-Sports Edition Handicapper  
 WLW-The Goldbergs, sketch  
 WOWO-Editor's Daughter, sketch  
 WROK-On the Mall  
 WSUI-Yesterday's Music  
 WTAQ-Rhythm & Romance

**9:30 CST 10:30 CDT**  
 NBC-Vic & Sade, sketch (Crisco): WLS (sw-15.21)  
 For details of contest on this program turn to the inside back cover.  
 NBC-Homemakers' Exchange (Nat'l Ice Adv. Inc.): KSD  
 WHO WMAQ WTMJ WIRE  
 CBS-Big Sister, sketch (Rinso): WCCO WBBM WISN KMOX  
 WMBD WFBM  
 NBC-Originalities: WBOW KWK  
 WAAF-News; Swing High  
 WCFL-Peekers in the Pantry  
 WFAM-Hollywood Fashion Parade  
 WGN-Painted Dreams  
 WHA-Music for Children  
 WIBA-Music Graphs  
 WIND-Your Hollywood Reporter  
 WJJD-Women's Exchange Prgm.  
 WKBB-Eb & Zeb  
 WKBB-Venetian Varieties  
 WLW-Hello Peggy  
 WMBI-Missionary Music  
 WMT-Louise Hathaway  
 WOC-Melody Variations  
 WOWO-Linda's First Love  
 WROK-Radio Rhythm  
 WSUI-Book Shelf  
 WTAD-Ma Perkins  
 WTAM-Women's Hour  
 WTAQ-News; Merrv-Go-Round

**9:45 CST 10:45 CDT**  
 NBC-Cobwebs & Cadenzas: WBOW KSD  
 NBC-Edward MacHugh, Gospel Singer (Ivory Soap): WLS (sw-15.21)  
 CBS-Aunt Jenny's Stories (Spry): WMBD WFBM KMOX WBBM  
 WISN WCCO  
 MBS-To be announced: WMT  
 To be announced: KWK WKBB  
 WAAF-Foolish Questions  
 WFAM-Dick Cover  
 WGN-Stella Dallas, sketch  
 WHO-Peggy Tudor  
 WIBA- $\Delta$ Church of the Air  
 WIND-Livestock Markets  
 WIRE-Linda's First Love  
 WJJD-Love Tales  
 WKBB-Rhythm & Romance  
 WLW-Kitty Keene, sketch  
 WMAQ-Happy Jack Turner, songs  
 WMBI-Echoes from Mission Fields

WOWO-Farm Credit Administration  
 WROK-Musicale  
 WSUI-Prgm. Calendar  
 WTAD-Bee & Vee  
 WTMJ-Morning Melodies

**10:00 CST 11:00 CDT**  
 NBC-Vaughn de Leath, songs: WBOW  
 CBS-Mary Margaret McBride, columnist (Minute Tapioca): WBBM WFBM KMOX WISN  
 WMBD WCCO WFAM WOC  
 NBC-Dan Harding's Wife, sketch (Nat'l Biscuit Co.): WMAQ  
 NBC-Frontiers in Skepticism: WCFL  
 KSD-News; Dick Leibert, organist  
 KWK-Morning After  
 WAAF-Melody Parade  
 WGN-Silver Serenade  
 WHA-Homemakers  
 WHO-The Goldbergs, sketch  
 WIBA-Editor's Daughter  
 WIND-Sketches in Melody  
 WIRE-Dessa Byrd  
 WJBC-Personality Hour  
 WJJD-Bureau of Missing Persons  
 WKBB-Hollywood Reporter  
 WKBB-Home Economics  
 WLS-Market Reports; News  
 WLW-Dr. Friendly, sketch  
 WMT-Willie's Gang  
 WOWO-Bill Board  
 WROK-News and Markets; Organ  
 WTAQ-Theater Organ  
 WSUI-Homemaker's Chat  
 WTAD-News  
 WTMJ-What's New in Milwaukee?

**10:15 CST 11:15 CDT**  
 CBS-Kitty Keene, sketch (Dreft): KMOX WCCO  
 CBS-The Goldbergs, sketch (Oxydol): WBBM  
 NBC-George Griffin, bar.: WBOW  
 KWK WMT  
 NBC-The O'Neills, sketch (Ivory Soap): WLW WMAQ  
 KSD-Organist; Rhythm Makers  
 WAAF-Don Bolt, commentator  
 WBAA-PTA Council  
 WCFL-New Songs  
 WFAM-Visitors Welcome  
 WFBM-Music Box  
 WGN-Len Salvo, organist  
 WHO-News; Women in the News  
 Linda's First Love: WMBD  
 WIBA  
 WIND-Friscilla Holbrook, pianist  
 WISN-News  
 WJBC-Riddle Time  
 WJJD-Criminal Court Interviews  
 WKBB-House of McGregor  
 WKBB-Your Home Prgm.  
 WLS-Phil Kalar & John Brown  
 WMBD-Linda's First Love  
 WMBI-Music Faculty Prgm.  
 WOC-Weekly Shopper  
 WROK-Musicale  
 WSUI-Yesterday's Musical Favorites  
 WTAD-Musical Prgm.

**10:30 CST 11:30 CDT**  
 NBC-Al & Lee Reiser, pianists: WCFL  
 NBC-Nat'l Farm & Home Hour; Spkrs.: WMAQ WBOW WIBA (sw-15.21)  
 Speakers: Ruth Van Deman, "Good Nutrition Speeds Children on the Road to Health"; Howard Zahniser, Bureau of Biological Survey, "Wildlife Conservation for All."

CBS-Romance of Helen Trent (Old English Wax): WBBM  
 KMOX  
 KSD-Dan Harding's Wife  
 KWK-News; Musical Interlude  
 WAAF-This Feminine World  
 WCCO-Happy Gilman  
 WFAM-Four-Eleven Alarm  
 WFBM-Mrs. Farrell's Kitchen of the Air  
 WGN-News  
 WHO-Myrt & Marge, sketch  
 WIND-Harry Zimmerman & Les Paul, organist & guitarist  
 WIRE-News; Rose Room Melody  
 WISN-Mrs. Shiras  
 WJBC-Petite Musicale  
 WJJD-Safety Court  
 WKBB-Homemakers' Exchange  
 WKBB-Songtime  
 WLS-Ma Perkins  
 WLW-News; Livestocks; River; Weather; Markets  
 WMBD-Sweetheart Time  
 WMBI-Continued Story Reading  
 WMT-Scotty: Music for Today  
 WOC-Radio Bazaar  
 WOWO-Markets  
 WROK-Kaye Kremer, Woman's Forum  
 WSUI-The Book Shelf  
 WTMJ-Kitty Keene

**10:45 CST 11:45 CDT**  
 CBS-Our Gal Sunday, sketch (Old English Floor Wax): WBBM KMOX  
 NBC-Nat'l Farm & Home Hour: KWK  
 NBC-Three Romeos: KSD WCFL  
 WAAF-Markets; Sweet & Slow  
 WCCO-Grandma Travels  
 WFAM-Luncheon Dance  
 WGN-Music for Today  
 WHA-Song Favorites  
 WHO-Hilltop House, sketch  
 WIND-Farm Talk  
 WIRE-Party Line  
 WISN-Ann Leslie's Scrapbook  
 NBC-Peggy Payne & Pioneers  
 WKBB-Musical Almanac  
 WKBB-Pianology  
 WLS-Across the Mike  
 WMBD-Bandwagon  
 WMT-Jimmie Smith's Orch.  
 WOC-Screenfans' Prgm.  
 WOWO-Roundabouts  
 WROK-American Fam. Robinson  
 WTAD-Betty & Bob  
 WTAQ-Farmhands  
 WTMJ-Merry-Go-Roundup

**11:00 CST 12:00 CDT**  
 NBC-Emerson Gill's Orch.: (sw-15.33)  
 CBS-Betty & Bob, sketch (Gold Medal): WBBM WCCO KMOX  
 WFBM WISN  
 News: WJJD WIND  
 KSD Sports Preview  
 WAAF-Symphonic Hour  
 WBAA-Dick Curtner, pianist  
 WCFL-Hit Parade  
 WGN-Man on State Street  
 WHA-Music Appreciation Course  
 WHO-Dan Harding's Wife, sketch  
 WIRE-To be announced  
 WJBC-Take It For Granted  
 WKBB-W. P. A. Prgm.  
 WKBH-Tonic Tunes  
 WLS-Melody Roundup  
 WMBD-Messenger; Weather  
 WMBI- $\Delta$ Mid-day Gospel Hour  
 WMT-Toby's Crantussel Nooz  
 WOC-Studio Swingapators  
 WOWO-Consolaires  
 WROK- $\Delta$ Tabernacle Hour  
 WSBT-Harlan Hogan  
 WSUI-Within the Classroom;  
 Farm Flashes  
 WTAD-Women's Variety Prgm.  
 WTMJ-Blue Room Ensemble

**11:15 CST 12:15 CDT**  
 NBC-Mrs. Wiggs of the Cabbage Patch (Old English Wax): KSD WHO  
 CBS-Hymns of All Churches (Gold Medal): WBBM WCCO  
 KMOX WFBM WISN  
 NBC-Betty & the Escorts: WCFL (sw-15.33)  
 WBAA-P.T.A. Council  
 WGN-Noontime Melodies  
 WIND-Tommy Ott, organist  
 WIRE-Singin' Sam  
 WJBC-Parade of Bands  
 WJJD- $\Delta$ Noon Day Service  
 WKBB-What's New?  
 WKBB-Club Calendar  
 WMBD-Jack Lyon, organist  
 WMT-Tom Owen's Cowboys  
 WOWO-News  
 WROK-NYA Drama  
 WSBT-News; Stork Report

**11:30 CST 12:30 CDT**  
 NBC-Words & Music: WMAQ (sw-15.33)  
 CBS-Arnold Grimm's Daughter, sketch (Gold Medal): KMOX  
 WCCO WBBM WFBM WISN  
 NBC-John's Other Wife (Louis Philippe): KSD WHO WIBA  
 MBS-Rex Battle's Orch.: WIRE  
 KWK  
 WBAA-Charlotte F. Stewart, sop.  
 WBOW-Presenting  
 WCFL-Noontime Concert

WGN-Markets; Mid-day Service  
 WHO-Markets & Weather  
 WIBA-News; Markets  
 WIND-Markets  
 WJBC-Singin' Sam  
 WKBB-Farm Flashes; Do You Want a Job?  
 WKBB-Hits & Encores  
 WLS-Markets; News  
 WLW-Livestocks; News  
 WMBD-Thrift Message; Swingers  
 WMT-Sweet and Swing  
 WOC-Hymns of All Churches  
 WOWO-Hey! Mr. Motorist  
 WROK-Helene Kimberley, Songs  
 WSBT-Paul Powell  
 WTAD-Police News  
 WTMJ-Span

**11:45 CST 12:45 CDT**  
 NBC-Glenn Darwin, bar.: WOWO  
 WIBA  
 CBS-Valiant Lady, sketch (Gold Medal): WCCO WFBM KMOX  
 WBBM WISN  
 NBC-Just Plain Bill (Kolyos): KSD  
 News: WIND WBAA  
 KWK-Voice of the Farm  
 WCFL-Know Yourself  
 WHO-Far E. Mav Prgm.  
 WIRE-Farm & Home Hour  
 WJBC-Morning Concert  
 WKBB-Livestock Quotations  
 WLS-Dinner Bell Prgm.  
 WLW-Betty Moore  
 WMBD-Musical Painters  
 WMT-News; Hillbillies  
 WOC-Betty and Bob  
 WROK-Round the Town  
 WSBT-Man on the Street  
 WTAQ-News; Musical Interlude  
 WTMJ-Heinie's Grenadiers

## AFTERNOON

**12:00 CST 1:00 CDT**  
 NBC-N. Y. C. Hospital Music Committee: KWK  
 CBS-Oxydol's Own Ma Perkins, sketch: WKBB WKBB WOC  
 KMOX WCCO (sw-15.27)  
 NBC-Music Guild: WMAQ (sw-15.33)  
 MBS-Harold Turner, piano: WGN  
 CBS-To be announced: WTAQ  
 News: WTAD WMBD WJBC  
 KSD-Dance Music  
 WAAF-Don Bolt, news  
 WBAA-Rosalind McCleanahan, soprano  
 WBBM-Manhattan Mother  
 WBOW-Street Reporter  
 WCBD-J. C. O'Hair  
 WCCO-Home Folks' Tunes  
 WCFL-Theatre Lobby  
 WFBM-Markets; Farm Bureau Prgm.  
 WHA-Musicale  
 WHO-Hymns of All Churches  
 WIBA-Noon Interlude  
 WIND-Italian Hour  
 WISN-Even As You & I  
 WJJD-Livestock Markets  
 WLS-Touring the World: Cuba  
 WLW-Linda's First Love, sketch  
 WMT-Cedar Valley Hillbillies  
 WOWO-Purdue Agricultural Prgm.  
 WSBT-News; Farm Security Admin.  
 WUSI-Rhythm Rumbles

**12:15 CST 1:15 CDT**  
 CBS-The O'Neills, sketch (Ivory Soap): WBBM KMOX WCCO  
 WISN (sw-15.27)  
 Man on the Street: WTAQ  
 WKBB  
 WAAF-Encores  
 WBAA-Town Crier  
 WBOW-Let's Get Together  
 WCFL-Spotlight Parade  
 WFBM-Hoosier Farm Circle  
 WGN-To be announced  
 WHO-Betty & Bob  
 WIBA-News; Market Reports  
 WJBC-Inquiring Mike  
 WJJD-Mid-Day Roundup  
 WKBB-News  
 WLS-Voice of the Farm  
 WLW-Hilltop House, sketch  
 WMBD-Town Crier; Markets  
 WMT-Question Man; Voice of Iowa  
 WOC-Farm Bureau & Stock Markets  
 WOWO-Walt Sears' Orch.  
 WROK-Column Left, News  
 WSBT-Notes  
 WTAD-Cy & Freckles

**12:30 CST 1:30 CDT**  
 CBS-American School of the Air: WTAQ WSBT (sw-15.27)  
 NBC-To be announced: (sw-15.33)  
 NBC-Dot & Pat, songs: WOWO  
 WCFL  
 Man on the Street: WBBM  
 WKBB  
 News: WHO WOC WMAQ  
 KMOX-Linda's First Love  
 KSD-Judy & Jane  
 WAAF-Markets; Meat Board  
 Talk; Waltz Interlude

# Frequencies

KMOX-1090  
KOA-830  
KSD-560  
KWW-1350  
WAAF-920  
WBA-890  
WBBM-770  
WBOW-1310  
WCBD-1080  
WCCO-810  
WCFL-970  
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  
WKBB-1380  
WLS-870  
WLW-700  
WMAQ-670  
WMBD-1440  
WMBI-1080  
WMT-600  
WOC-1370  
WOWO-1160  
WRJN-1370  
WROK-1410  
WSBT-1360  
WSUI-880  
WTAD-900  
WTAM-1070  
WTAQ-1350  
WTMJ-620

WBAA-Dance Time  
WBOW-On the Mall  
WCBD-Musical  
WCCO-Musical Prgm.  
WFBM-Bohemians  
WGN-June Baker, talk  
WHA-Farm Prgm.  
WIRE-Reporter  
WISN-Musical Heat Wave  
WKBB-Luncheon Music  
WLS-Jim Poole; Livestock Mkt.  
WLW-To be announced  
WMBD-Farm News  
WMT-Markets; Hillbillies  
WROK-Couple on the Street; Treasure Chest  
WTAD-Farm; Weather; Markets  
WTMJ-Luncheon Concert

**12:45 CST** **1:45 CDT**  
CBS-American School of the Air:  
WTAQ WSBT  
NBC-Johnnie Johnston, bar.; Rex  
Maupin's Orch.: WCFL WOWO  
KWK  
MBS-A Radio Romp, from Lon-  
don: WGN  
News: WKBH WFBM  
KMOX-Editor's Daughter, sketch  
KSD-Contract Bridge Lesson  
WAAF-Sylvia Stone, contralto  
WBAA-Markets & Weather  
WBBM-Houseboat Hannah, sketch  
WBOW-Tune of the Day  
WCCO-Home Folk Tunes  
WHO-Earl E. May Prgm.  
WIBA-Melody Moments  
WIND-Tommy Ott, organist  
WIRE-Non-day Headlines  
WJJD-Ben Kanter, pianist  
WKBB-Song Hit of the Day  
WLS-Gabriel Heatter, commenta-  
tor; Closing grain markets  
WMBD-Melodies; Oddities  
WMT-Iowa Cornhuskers  
WOC-Inquiring Mike  
WROK-Leonard Condon, Seeds;  
Home Folks Hour  
WTAD-Musical Moments  
WTMJ-Sidewalk Reporter

**1:00 CST** **2:00 CDT**  
NBC-Piano Recital: WBOW KWK  
(sw-15.33)  
CBS-Ray Block's Varieties: WOC  
WSBT WTAQ WFBM WKBB  
(sw-15.27)  
NBC-Pepper Young's Family  
sketch (Camay): WMAQ KSD  
WHO WTMJ WLW  
For details of contest on this pro-  
gram turn to the inside back cover.  
MBS-A Radio Romp: WIRE WGN  
News: WTAD WIND  
KMOX-Inquiring Reporter  
WAAF-Sunshine & Happiness  
WBAA-Drama in Industry  
WBBM-Radio Gossip  
WCBD Polish Prgm  
WCFL-Make Believe Danceland  
WCCO-Thomas Sawyer  
WHA-Farm Organization Forum  
WIBA-Concert Trio  
WIRE-Police Court  
WISN-Mary Ann Presents  
WJJD-Doug Hope Review  
WKBB-Parade of Hits  
WLS-Touring the World  
WMBD-Men on the Street  
WMT-Many Happy Returns; Ger-  
man Band  
WOWO-The Observer  
WSUI-Illustrated Musical Chats

**1:15 CST** **2:15 CDT**  
NBC-Oxydol's Own Ma Perkins  
sketch: WMAQ WTMJ WHO  
KSD  
CBS-Ray Block's Varieties:  
KMOX WISN WKBB WFBM  
NBC-Silhouettes of the West:  
WBOW (sw-15.21)  
KWK-Silver Serenade  
WBAA-You & Your Health  
WBBM-Meet the Missus  
WCCO-Peggy Tudor  
WHA-Musical Varieties  
WIND-Priscilla, pianist  
WIRE-To be announced  
WLS-Homemakers' Hour  
WLW-Mad Hatterfields, drama  
WMBD-His Majesty, the Baby  
WMT-Earl E. May, talk  
WSUI-Organ Recital  
WTAD-Quincy Marches On  
**1:30 CST** **2:30 CDT**  
NBC-Joe Green's Orch.: KWK

**1:45 CST** **2:45 CDT**  
CBS-Army Band: WCCO  
NBC-The Guiding Light, sketch  
(White Naptha): WMAQ WHO  
WLW KSD WTMJ  
KMOX-Editor's Daughter, sketch  
WBAA-Arsene Summers, contr.  
WBBM-Dugout Dope  
WCBD-Rhythm Men  
WCFL-Baseball Interviews  
WGN-The Lead-Off Man  
WIBA-Rhythm & Romance  
WIND-Baseball Highlights  
WIRE-Matinee Varieties  
WJJD-Warren Brown Talks Base-  
ball  
WMBD-Matinee Melodies  
WMT-Rev. Wells  
WOWO-Women in the News  
WROK-Modern Marco Polo  
WSUI-The Bookman

**2:00 CST** **3:00 CDT**  
NBC-Backstage Wife, sketch  
(Dr. Lyons): WTMJ KSD  
WIRE WMAQ WHO WIBA  
CBS-Adventures in Science: WOC  
WKBH WISN WKBB WSBT  
WFBM WTAQ (sw-15.27)  
Speaker: Dr. P. L. Rieker of  
U. S. Dept. of Agriculture on  
"Taming the Wild Flowers."  
NBC-Club Matinee: WENR WMT  
WBOW (sw-15.21)  
Baseball; Cubs vs. Phillies:  
WCFL WIND WJJD WBBM  
WGN  
KMOX-Singin' Sam  
KWK-Today at Two  
WAAF-News Flashes; Weather  
WBAA-Geography in the News  
WCCO-Ladies First  
WHA-English As You Like It  
WLW-Dan Harding's Wife  
WMBD-Editor's Daughter  
WMBI-Feature Hour  
WOWO-Old Time Religion  
WROK-News; Two Minutes with  
You  
WSUI-Campus Activities

**2:15 CST** **3:15 CDT**  
CBS-Eton Boys, vocal quartet:  
WMBD WSBT WFBM WTAQ  
WOC WKBB WKBH WISN  
(sw-15.37)  
NBC-The Story of Mary Marlin,  
sketch (Ivory Flakes): WHO  
WMAQ  
MBS-Helen Daniels, songs; Orch.:  
WIRE  
KMOX-One Woman's Opinion  
KWK-Swing Organ  
WAAF-Matinee Melodies  
WBAA-The World We Live In  
WLW-Ma Perkins, sketch  
WROK-Two Guitars  
WSUI-Organ Recital  
WTMJ-News; Police, Weather &  
Mercantile; Badger Spotlight  
**2:30 CST** **3:30 CDT**  
NBC-The Hughes Reel with Rush  
Hughes (Borden Co.): WHO  
WMAQ WIRE  
See how Rush Hughes builds a  
radio column on pages 22 and 23.  
NBC-Club Matinee: WENR KWK  
WTMJ WIBA (sw-15.21)  
CBS-To be announced: WKBB  
WCCO WKBH WFAM WOC  
WFBM WISN (sw-15.27)  
KMOX-Judy & Jane  
KWK-Baseball Warm-up  
WBAA-You & Your Child  
WHA-Music of the Masters  
WLW-Charlie & Jane  
WMBD-Petticoat Parade  
WMBI-Gospel Message  
WMT-Court Hussey's Orch.  
WROK-Rhythm Before Three  
WSUI-Far Lands  
WTAQ-Gems of Melody

**2:45 CST** **3:45 CDT**  
CBS-Current Questions Before  
the Senate: WOC WISN WTAQ  
WFAM WKBH WKBB WCCO  
(sw-15.27)  
NBC-The Road of Life, sketch  
(Chipso): WMAQ WTMJ WLW  
KMOX-Dope from the Dugout;  
Baseball Game  
KSD-St. Louis Police Quartet  
KWK-Man in the Stands  
WAAF-Piano Novelties  
WBAA-Treasure Chest  
WCBD-Famous Orchestra  
WFBM-N. Y. A. Prgm.  
WHO-Judy & Jane, sketch

WBA-Today's Front Page  
WMBI-Amateur Hour  
WSUI-The Bookman  
**3:00 CST** **4:00 CDT**  
NBC-The Four of Us; Dean Fos-  
sler, organist: WIRE  
NBC-Bennett & Wolverton: KSD  
WENR  
CBS-To be announced: WISN  
WFAM WKBH WFBM WOC  
WKBH WIBA (sw-15.27)  
KMOX-Let's Compare Notes  
Baseball Game: KWK WMT  
WAAF-The Rhumba Beat  
WBAA-For Women Only  
WBOW-Baseball; St. Louis vs.  
Boston  
WCCO-Musical Prgm.  
WHA-Youth Looks Ahead  
WHO-Kitty Keene, Inc.  
WJBC-Prophetic Hour  
WLW-Houseboat Hannah  
WMAQ-Tea Time Varieties  
WMBD-Trading Post  
WOWO-News  
WROK-Kaye Kreamer, Women of  
the Hour  
WSUI-Geography in the Week's  
News  
WTAQ-Novel Hour  
WTMJ-Those Happy Gilmans

**3:15 CST** **4:15 CDT**  
NBC-Don Winslow of the Navy;  
sketch: WOWO WIBA  
CBS-Jack Shannon, tr.: WFAM  
WKBH WFBM WMBD WKBB  
WISN WOC (sw-15.27)  
NBC-Benno Rabinoff, violinist:  
WMAQ  
To be announced: WIRE WTMJ  
KSD-Washington University  
WAAF-Concert Master  
WBAA-Paul Worcester, tr.  
WENR-Music Circle  
WIRE-To be announced  
WLV-Life of Mary Sothern  
WMBI-Foreign Language Service  
WOC-News  
WSUI-Piano Interlude  
**3:30 CST** **4:30 CDT**  
NBC-Kellogg's Singing Lady;  
Irene Wicker: WLW (sw-  
15.21)  
Story of Brahms will be told.  
CBS-Nila Mack's Let's Pretend:  
WKBB WOC WISN (sw-15.27)  
NBC-Edward Davies, bar.: WENR  
NBC-Your Family & Mine (Seal-  
test): WMAQ WIBA WTMJ  
(sw-9.53)  
KSD-Careful Children's Club  
WAAF-News; Weather  
WBAA-Morey Doyle, pianist  
WFAM-Young America on the  
Air; Pop Concert  
WFBM-Footnotes  
WHA-In Deutscher Sprache  
WHO-Way Down East  
WIRE-To be announced  
WJBC-Mental Hygiene Class  
WKBH-Magic Violin  
WMBD-Lacon & Henry Salute  
WOWO-Will O' the Wisp  
WROK-Stanley Carbine, popular  
songs  
WSUI-Far Lands  
WTAQ-Music Appreciation

**3:45 CST** **4:45 CDT**  
CBS-Nila Mack's Let's Pretend:  
WCCO WKBH (sw-15.27)  
NBC-Little Orphan Annie, sketch  
(Ovaltine): (sw-9.53)  
NBC-Washington Calling; Orch.  
& vocalist: WENR WOWO  
WIRE  
NBC-Joseph Gallicchio's Orch.:  
WIBA  
KSD-News; Gabriel Heatter,  
commentator  
WAAF-Jimmie Kozak, pianist  
WBAA-Interesting People in the  
News  
WBBM-Tenth Inning  
WFBM-D. A. R. Prgm.  
WHO-To be announced  
WJBC-Classified Time  
WLW-Editor's Daughter, sketch  
WMAQ-Jimmie & Gyp, on invi-  
sible trails  
WROK-Margaret Eklof, Piano  
Reveries  
WTMJ-Down a County Road  
**4:00 CST** **5:00 CDT**  
CBS-News; George Hall's Orch.:  
WKBB WTAQ WFAM WFBM  
WKBH WCCO WISN  
NBC-Rakov's Orchestra: WIRE  
WOWO  
CBS-News; Ed Thorgensen, sport-  
casts: (sw-15.27)  
NBC-Geo. R. Holmes, commen-  
tator; Orch.: (sw-9.53)  
KSD-Terry & Pirates  
WAAF-James Hamilton, bar.  
WBAA-Melody Moods  
WBBM-Chicago Hour  
WCBD-J. C. O'Hair  
WCFL-Piano Recital  
WENR-Malcolm Claire, children's  
stories  
WGN-Bill Anson  
WHA-Concert Orch.  
WHO-Party Line  
WIBA-Madison Concert Orch.  
WIND-Baseball Scores  
WJBC-Music School Group

WJJD-Sports Edition  
WLW-Dick Tracy, sketch  
WMBD-Wayside Chapel  
WOC-News  
WROK-Markets and News; Birth-  
day Club  
WSUI-Junior Academy of Science  
Prgm.  
WTMJ-Variety Revue  
**4:15 CST** **5:15 CDT**  
CBS-Kentucky Derby Interviews:  
WTAQ WFAM WKBH WCCO  
WOC WFBM (sw-15.27)  
NBC-Rakov's Orch.: WMAQ  
MBS-Henry Weber's Concert  
Orch.: WGN  
WAAF-City Manager Committee  
Talk; Tea Dance  
WBAA-Bob Hildebrandt, pianist  
WBBM-Truman Bradley, comm.  
WCBD-Robinson Family  
WCFL-To be announced  
WENR-What's the News?  
WMBD-Trading Post  
WOWO-News  
WROK-Kaye Kreamer, Women of  
the Hour  
WSUI-Geography in the Week's  
News  
WTAQ-Novel Hour  
WTMJ-Those Happy Gilmans

**4:30 CST** **5:30 CDT**  
NBC-Chesterfield Daily Sports  
Column; Paul Douglas: WOWO  
WENR WLW KSD (sw-15.21)  
CBS-Boake Carter, commentator  
(Huskies & Post Toasties):  
WKBB WFAM WFBM WKBH  
WTAQ WISN WMBD WCCO  
WOC (sw-15.27) (also KNX  
KSL at 6:45 p.m.)  
NBC-Tune Twisters: WCFL WIRE  
MBS-Sophisticated Ladies: WGN  
WAAF-Sport Shorts  
WBAA-Wings Over the World  
WBBM-Kitty Keene, sketch  
WCBD-Circus Topics  
WHA-Weather Report  
WIBA-Western Dane County  
Schools  
WIND-Swing Melodies  
WJBC-News  
WMAQ-Dick Tracy, sketch  
WROK-Radio Rhythm  
WSUI-Elementary French  
**4:45 CST** **5:45 CDT**  
CBS-Barry Wood, songs: WKBB  
WKBH WCCO WISN (sw-  
15.27)  
NBC-Dinner Concert: WENR  
NBC-Lowell Thomas, news com-  
mentator (Sun Oil): WLW  
(sw-15.21)  
NBC-Little Orphan Annie (Oval-  
tine): KSD  
NBC-Blue Barron's Orch.: WMAQ  
WAAF-Eventide Echoes  
WBAA-Story Book Hour  
WBBM-Missus Goes to Market  
WCBD-Lutheran Prgm.  
WCFL-Jack Kelly's Orch.  
WENR-News; What's the News?  
WFAM-Baseball Scores; News  
WFBM-Tea Time Tunes  
WGN-Little Orphan Annie  
WIND-Inquiring Reporter

WIRE-Yes or No  
WJBC-Christian Messengers  
WMBD-Bargain Counter  
WOC-Man on the Street  
WOWO-American Family  
WROK-Jack Russell, songs  
WSUI-The Radio Columnist; Daily  
Iowan of the Air  
WTAQ-Bureau of Public Service  
**5:00 CST** **6:00 CDT**  
NBC-Easy Aces, sketch; Jane  
Ace (Anacin): WENR WMT  
WIRE (sw-11.87)  
CBS-Songs for You: WTAQ  
WKBB  
NBC-Don Winslow of the Navy,  
sketch (Kellogg's): WMAQ  
WLW  
KMOX-Organ Melodies  
KWK-Home-Plate Interviews  
WAAF-Harmony Hall  
WBBM-John Harrington, sports  
WBOW-Merry-Go-Round  
WCBD-Dinner Dance  
WCCO-Livestock  
WCFL-News  
WFAM-Crimecasts  
WGN-Concert Orch.  
WHO-Jimmie Allen, sketch  
WIBA-Wisconsin Wildlife Fed.  
WIND-German Hour  
WISN-Dick Tracy, sketch  
WJJD-Suppertime Frolic  
WKBH-Kiddies' Hour  
WMBD-Sports Review  
WOC-Musical Fur Revue  
WOWO-Organ Reveries  
WROK-Bob Kail, Cowboy Songs  
WSUI-Musical Miniatures  
WTAD-Freshest Thing in Town  
WTMJ-News; Gabriel Heatter

**5:15 CST** **6:15 CDT**  
NBC-Vocal Varieties (Tums);  
Smoothies; DeVore Sisters,  
Wm. Stoewes' Orch.: WHO KSD  
WLW WIRE WMAQ WIBA  
NBC-Mr. Keen, Tracer of Lost  
Persons, drama (Amer. Home  
Prod.): WENR KWK WMT  
(sw-11.87)  
MBS-Outdoors with Bob Edge:  
WGN  
Sports: WOC WROK WISN  
To be announced: WCCO WOWO  
KMOX-Adv. of Jimmy Allen  
KWK-Al Sarli's Jam Session  
WAAF-Hollywood Brevities  
WBBM-Boake Carter, comm.  
WCFL-Tune Teasers  
WFAM-Dinner Dance; News  
WFBM-Christian Science Prgm.  
WKBB-Hits & Encores  
WMBD-News  
WOC-Sports  
WOWO-To be announced  
WSUI-With the Authors  
WTAD-Harmony Four  
WTAQ-Pearl Island Troubadours  
WTMJ-Heinie's Grenadiers  
**5:30 CST** **6:30 CDT**  
CBS-We, the People, Gabrie-  
Heatter, dir. Mark Warnow's  
Orch. (Sanka Coffee): WBBM  
KMOX WISN WCCO WOC  
WMBD (sw-11.83)

WIRE-Yes or No  
WJBC-Christian Messengers  
WMBD-Bargain Counter  
WOC-Man on the Street  
WOWO-American Family  
WROK-Jack Russell, songs  
WSUI-The Radio Columnist; Daily  
Iowan of the Air  
WTAQ-Bureau of Public Service  
**5:00 CST** **6:00 CDT**  
NBC-Easy Aces, sketch; Jane  
Ace (Anacin): WENR WMT  
WIRE (sw-11.87)  
CBS-Songs for You: WTAQ  
WKBB  
NBC-Don Winslow of the Navy,  
sketch (Kellogg's): WMAQ  
WLW  
KMOX-Organ Melodies  
KWK-Home-Plate Interviews  
WAAF-Harmony Hall  
WBBM-John Harrington, sports  
WBOW-Merry-Go-Round  
WCBD-Dinner Dance  
WCCO-Livestock  
WCFL-News  
WFAM-Crimecasts  
WGN-Concert Orch.  
WHO-Jimmie Allen, sketch  
WIBA-Wisconsin Wildlife Fed.  
WIND-German Hour  
WISN-Dick Tracy, sketch  
WJJD-Suppertime Frolic  
WKBH-Kiddies' Hour  
WMBD-Sports Review  
WOC-Musical Fur Revue  
WOWO-Organ Reveries  
WROK-Bob Kail, Cowboy Songs  
WSUI-Musical Miniatures  
WTAD-Freshest Thing in Town  
WTMJ-News; Gabriel Heatter

# THURSDAY

May 5

MBS-Headlines: KWK  
News: WKBH WIBA WTAD  
WHO WMAQ  
KSD-Victor Arden's Orch.  
WAAF-Shadowland  
WCBD-Salon Group  
WCFL-Varieties  
WENR-Dinner Date  
WFBM-Louis Bruggner  
WFBM-Bohemians  
WGN-Sports Review  
WIRE-Dick Tracy, sketch  
WKBH-Amer. Family Robinson  
WLW-To be announced  
WMT-Dick Tracy, sketch  
WROK-Organ Reveries  
WSUI-Musical Moods

**5:45 CST** **6:45 CDT**  
NBC-Steinie Bottle Boys Swing  
Club: WENR (sw-11.87)  
NBC-Dick Stabile's Orch.: WBOW  
MBS-Ennio Bolognini's Orch.:  
WGN  
Sports: WKBH WTMJ  
KSD-Alpine Varieties  
KWK-Sports Review; News  
WCFL-Hal Totten, sports  
WFAM-Amer. Family Robinson  
WFBM-News  
Little Orphan Annie, sketch:  
WHO WIRE  
WIBA-Today's Birthdays; Sports  
WLW-To be announced  
WMAQ-Let's Celebrate  
WMT-Sports; News  
WROK-Dance Hour  
WSUI-Radio Columnist; Daily  
Iowan of the Air  
WTAD-Bates Trio  
WTAQ-Fed. of Labor Talk

# NIGHT

**6:00 CST** **7:00 CDT**  
NBC-Rudy Vallee's Variety Hour  
(Royal Gelatin): WTMJ WHO  
WLW KSD WIRE WTAM  
WIBA WMAQ (sw-9.53)  
CBS-Kate Smith's Hour with  
Jack Miller's Orch.; Ted  
Straeter Chorus (Swans Down  
Cake Flour & Calumet Bak-  
ing Powder): WJR WBBM  
WCCO WISN WOC WFBM  
KMOX WTAQ WKBH WSBT  
WHAS WMBD (sw-11.83) (also  
at 9:30 p.m.)

MBS-Alfred Wallenstein's Sinfon-  
ietta: WGN  
Program: Gossec's Symphony,  
G. Major; Glinka's Dance No. 7,  
Life of the Czar and Frohliches-  
wandler (Kaun).  
(Continued on Next Page)

# MR. FAIRFAX KNOWS ALL

For personal replies enclose stamped, self-addressed envelope. Please state questions as briefly as possible.—Ed.

The MEN ABOUT TOWN TRIO is composed of the following members: Scrapy Lambert, tenor; Jack Parker, tenor; Phil Duey, baritone; Will Donaldson, accompanist-arranger.—L. D. L., New York, N. Y.

and Harriet Brewer, contraltos; John Naher and Robert Speaker, bassos. Fred Jacky is the director, Eric Sagerquist conducts the music.—I. W. R., King City, Mo.

JOE EMERSON'S "Hymns of All Churches" choir is composed of the following members: Betty Pietsch and Edna Thompson, sopranos; Kenneth Stevens and Russell Pyle, tenors; Betty Huston



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City..... State.....

# THURSDAY

## May 5

(6:00 p.m. Continued)

NBC-March of Time (Electrolux Refrigerators): WMT WLS KWK WOWO (sw-11.87) (also at 11:15 p.m.)

WAAF-Don Bolt, commentator  
WBOW-Dance Hour  
WCFL-News  
WFAM-The New Yorkers  
WIND-Re-creation of Baseball Game  
WKBB-Star Revue  
WROK-News; Evening Melodies  
WSUI-Dinner Hour Prgm.

WTAD-Sports  
**6:15 CST 7:15 CDT**

WAAF-Roller Derby  
WBOW-Our Neighbors  
WCFL-Pop Tunes  
WFAM-Music of the Nations  
WKBB-Sweetheart Serenade  
WMBD-News  
WROK-Nick & Pete  
WSUI-Television Prgm.

WTAD-Cy & Freckles  
**6:30 CST 7:30 CDT**

NBC-To be announced: WENR KWK WMT WOWO  
MBS-Green Hornet, drama: WGN Evening Melodies: WROK WSUI WBOW-George E. Sokolsky, talk  
WCBD-Gems of Music  
WCFL-Colonial Musicale  
WFAM-Dick Cover  
WKBB-Amer. Family Robinson  
WTAD-Dust Off the Diamond

**6:45 CST 7:45 CDT**

NBC-Norsemen Quartet: WBOW WLS (sw-11.87)  
WCFL-Dance Orch  
WFAM-Symphonetta  
WKBB-News  
WMT-Refreshing Rhythms  
WROK-Al Horst, Hymns at Even tide  
WSUI-Iowa League of Women Voters

**7:00 CST 8:00 CDT**

CBS-Major Bowes' Amateur Hour (Chrysler): WBBM WHAS KMOX WMBD WISN WCCO WJR WOC WFBM WTAQ WKBH (sw-11.83)

NBC-Good News of 1938 (Maxwell House); Fannie Brice; Judy Garland; M-G-M Film Stars; Meredith Willson's Orchestra; Robert Taylor, m.c.; Ted Pearson, announcer: KSD WIBA WTMJ WMAQ WTAM WHO WIRE WLW (sw-9.53)  
For news of Hollywood read "Hollywood Showdown" in every issue of Radio Guide.

NBC-To be announced: WOWO KWK WLS WMT (sw-11.87)

WBOW-News Views  
WCBD-Swing Session  
WCFL-Labor Flashes  
WGN-Harmonaires  
WIND-News & Music  
WKBB-Dubuque Star Revue  
WROK-Boy Scouts of America  
WSBT-Hayloft Jamboree  
WSUI-Children's Hour

**7:15 CST 8:15 CDT**

WBOW-To be announced  
WCFL-Union Labor League  
WGN-Bob Crosby's Orch.  
WIND-Advance of Medicine  
WKBB-Musical Moments  
WLS-Howard Peterson, organist  
WSUI-Television Prgm.

**7:30 CST 8:30 CDT**

NBC-Univ. of Rochester Music Week: WENR WOWO WBOW (sw-11.87)  
MBS-Moonlight Rhythms: WMT KWK Charlie Chan, sketch  
WCFL-News  
WIND-Night Court  
WKBB-World Dances  
WROK-Musical Scrapbook  
WSUI-Evening Musicale

**7:45 CST 8:45 CDT**

MBS-Moonlight Rhythms: KWK WCFL-Herr Louie & The Weasel  
WGN-News; Sport High Light  
WKBB-Gaslight Harmonies  
WROK-Musical Scrapbook  
WSBT-Quiz-o-Quest  
WSUI-National Parks

**8:00 CST 9:00 CDT**

NBC-Kraft Music Hall, starring Bing Crosby; Bob Burns, comedian; Johnny Trotter's Orch.; Guests: KSD WTAM WIRE WHO WMAQ WIBA WTMJ KOA WLW (sw-9.53)  
Guests: Walter Huston and Alec Templeton.  
Pictures of Mr. and Mrs. Bob Burns and Barbara Ann may be found on page 17. Read what James Street has to say about Bob Burns on pages 2 and 3.

MBS-Mr. Mergenthwirker's Lobbies, drama: WGN KWK  
The Federal Theater Radio Division begins a series based on Mr. Mergenthwirker's adventures. Inspired by Nelson Pond's original story in Scribners Magazine, Ashley Buck will direct with Barry Williams, who adapted Bond's tale for radio, writing all subsequent scripts for the series.

CBS-Essays in Music: WOC WJR WFBM WSBT WKBB WCCO KMOX (sw-11.83)

The vocal solos, Mai (R. Kahn) and Die Mainnet (J. Brahms) will be offered. The Columbia Quartet will offer May Day Carol (Deems Taylor) and the orchestra will play Marday (Finucane), May - Night (S. Palmgren), Overture to "May-night" (Rimsky-Korsakoff) and May-Day Dance (W. Collins).

NBC-Under Western Skies: WMT WBOW WENR (sw-11.87)

WBBM-On to Adventure  
WCFL-Nat'l Radio Forum  
WHAS-Your Favorite Hymns  
WIND-Freddie Martin's Orch.  
WISN-Baseball Banquet  
WKBB-Evening Serenade  
WMBD-Real Life Dramas  
WROK-Let's Swap  
WSUI-Univ. of Iowa Sports Rev.

**8:15 CST 9:15 CDT**

CBS-Essays in Music: WHAS KMOX-France Laux, sports  
WIND-Ted Weems' Orch.  
WKBH-To be announced  
WMBD-Music Hall  
WROK-News; Ten Minutes with You  
WTAQ-Dance Time

**8:30 CST 9:30 CDT**

CBS-Americans at Work: KMOX WSBT WCCO WFBM WBBM WOC WMBD WHAS WKBH WJR (sw-11.83)  
NBC-Promenade Concert; Orch. & Vocalist: WENR WMT  
MBS-Henry Weber's Concert Review: WGN  
KWK-Schools on the Air  
WBOW-Teachers' College Prgm.  
WCFL-Perry Como, songs  
WIND-Tommy Ott, organist  
WKBB-Radio-Torial  
WOWO-Ranch Boys  
WROK-Farm Prgm.

**8:45 CST 9:45 CDT**

CBS-To be announced: WBBM News: WOWO WIND  
WCFL-Isham Jones' Orch.  
WMT-A Trip Through Niagara  
WROK-Rock River Barn Dance  
WSUI-Forum String Quartet  
WTAQ-Cinderella

**9:00 CST 10:00 CDT**

CBS-Just Entertainment with Jack Fulton, tr.; Andrews Sisters; Carl Hohengarten's Orch. (Wrigley's Gum): WBBM WFBM WHAS KMOX WCCO WJR

NBC-Amos 'n' Andy (Campbell's Soup): WMAQ KOA KFI WTAM WLW KSD WHO WIRE

NBC-Sports Question Box: WBOW (sw-9.53)

CBS-Duke Ellington's Orch.: WSBT (sw-11.83)

NBC-Eddie Le Baron's Orchestra: WOWO

News: WIBA WKBB WMT

KWK-Easy Aces, sketch

WCFL-Make Believe Danceland

WIND-Jimmy Jackson's Orch.

WISN-Boake Carter

WKBB-Rapid Ad

WMBD-Harry Hill's Orch.

WOC-George Sokolsky, talk

WROK-Girl Scout, child health talk

WTMJ-Musical Moments

**9:15 CST 10:15 CDT**

CBS-Geo. McCall's Screen Scoops (Old Gold): WFBM WBBM WHAS KMOX WISN WCCO WOC WJR

NBC-Eiza Schallert Reviews: WOWO

NBC-Charlie Agnew's Orch.: KOA WBOW WENR (sw-9.53)

CBS-Duke Ellington's Orch.: WOC WTAQ (sw-11.83)

Dance Time: WKBB WKBB

KWK-Tracer of Lost Persons

WGN-Jack Russell's Orch.

WHO-Sports Review

WIBA-Club Chanticleer

WIRE-News; Basonology

WLW-Allan Franklyn, sports

WMBD-Value Hints

WMT-Victor Arden's Orch.

WROK-Howard LeRoy's music

WTAM-Romance in Song  
WTMJ-Let's Dance

**9:30 CST 10:30 CDT**  
CBS-Kate Smith (Swans Down Cake Flour & Calumet Baking Powder): WMBD (also see 6 p.m.)

CBS-Happy Felton's Orch.: WSBT WTAQ WKBH WHAS WKBB WOC WMBD WISN (sw-11.83)

NBC-Lou Breese's Orch.: WMAQ KOA WBOW (sw-9.53)

NBC-Enric Madriguera's Orch.: KWK

KMOX-Sports Review

WBBM-News

WCCO-Vic Arden's Orch.

WENR-Andy Kirk's Orch.

WFBM-Sports Review

WHA Musical Varieties

WHO-To be announced

WIBA-Evening Concert Hour

WIND-Freddy Martin's Orch.

WIRE-Baseball Roundup

WJR-Marked Hours

WLW-Theater Digest

WMT-Baseball; Waterloo vs. Evansville

WROK-Joe Gerken's Orch.

WTAM-Cambrian Choir

WTMJ-Dance Orch.

**9:45 CST 10:45 CDT**

CBS-Happy Felton's Orch.: WCCO WFBM WBBM KMOX

NBC-Lou Breese's Orch.: WHO WTAM

NBC-Enric Madriguera's Orch.: WIRE

MBS-Theater Digest: WGN WLW

News: WIND WROK

KWK-Rhythm & Romance

WFAM-Music Group

WIBA-Club Chanticleer

WTMJ-Today's Events

**10:00 CST 11:00 CDT**

CBS-Orrin Tucker's Orch.: WKBB WBBM WSBT WHAS WTAQ KMOX

NBC-Dance Orch.: KSD WMAQ KOA WIBA

NBC-Henry Owens' Orch.: WCFL

MBS-Dance Orch.: WGN WIRE

News: WFBM WHO WJR WOC WLW WMBD

KWK-Sports Review

WOWO-Amateur Auditions

WCCO-Tandy MacKenzie

WENR-Music As You Desire It

WIND-Ted Weems' Orch.  
WISN-News; Wrestling Matches  
WKBH-News; Music

WLW-Paul Sullivan, news  
WTAM-Musical Bulletin Board  
WTMJ-Last Word in Sports  
**10:15 CST 11:15 CDT**  
CBS-Red Norvo's Orch.: WKBH WOC WJR WFBM

To be announced: WBOW WHO

KWK-Organ Moods

WCCO-Cedric Adams

WHAS-World News

WLW-Sweet Adeline

WMBD-Sports; Prgm. Review

WTAM-Music You Want

WTMJ-Dance Orch.

**10:30 CST 11:30 CDT**

NBC-Andy Kirk's Orch.: WIBA WBOW (sw-6.14)

CBS-Frank Dailey's Orch.: WKBH WHAS WKBB WBBM WMBD WOC WFBM WSBT WJR (sw-6.12)

MBS-Bob Crosby's Orch.: WMT WLW WIRE KWK WGN

KMOX-Headline Highlights

KOA-Dance Hour

WCCO-Rollie Johnson

WCFL-Armand Buisseret's Ens.

WIND-Night Club of the Air

WTAM-Andy Kirk's Orch.

**10:45 CST 11:45 CDT**

CBS-Frank Dailey's Orch.: WCCO

KMOX-Carl Lorch's Orch.

KOA-Glen Lee's Orch.

WIBA-Club Chanticleer

**11:00 CST 12:00 CDT**

NBC-Charlie's Agnew's Orch.: WIBA

CBS-Jimmy Noone's Orch.: WCCO WMBD WKBB WSBT WOC WFBM WBBM KMOX WISN

NBC-Dance Orch.: WENR WBOW

MBS-Jan Garber's Orch.: WMT WGN WIRE

WKK-Gleen Hardman's Orch.

WHAS-Phil Levant's Orch.

WIND-Nite Watch

WJR-To be announced

WKBH-Weather Report

WIND-Twenty-four Hour Review

WTAM-Emerson Gill's Orch.

**11:15 CST 12:15 CDT**

NBC-March of Time (Electrolux Refrigerators): KOA KFI (also see 6 p.m.)

End of Thursday Programs

# Friday

## May 6, 1938

# Friday

### MORNING

**7:00 CST 8:00 CDT**

NBC-Breakfast Club; News: WCFL WBOW

CBS-Arthur Godfrey, songs: (sw-21.52)

NBC-Herman & Banta: (sw-21.5)

CBS-Metropolitan Parade; News: WTAQ

News: WLS WTAD

Musical Clock: WOC WKBB WIBA WBBM WIRE

KMOX-Sing, Neighbor, Sing

KSD-News; Dick Leibert, organist

KWK-Hits & Encores

WAAF-Breakfast Express

WCBD-Morning Meditations

WCCO-Air Almanac

WFAM-Kitchen Clinic

WFBM-Early Birds

WGN-Everyday Words; Good Morning Prgm.

WHO-Lem & Martha

WIND-Morning Varieties

WISN-Early Risers Club

WJJD-Bob Atcher & Bonnie Blue Eyes

WKBB-Uncle Josh & Hired Hands

**7:15 CST 8:15 CDT**

CBS-Metropolitan Parade; News: WFAM (sw-21.52)

NBC-Person to Person: KSD (sw-21.5)

Musical Clock: WMBD WHO

News: WLW WMT WCCO

KWK-Sunnytime

WTAM-Popular Melodies

WCBD-Christianity in Action

WGN-Carolyn Price

WIND-Harry Zimmerman, organist

WKBB-Breakfast Melodies

WROK-Morning Parade

WTAD-Morning Melodies

**7:30 CST 8:30 CDT**

NBC-Breakfast Club; News: WCFL WOWO

NBC-Landt Trio; News: KSD (sw-21.5)

CBS-The Road of Life, sketch (Chipso): WBBM KMOX (sw-21.52)

Musical Clock: WROK WMT WHO

WBOW-Open Your Eyes

WCBD-Family Bible League

WFAM-Your Engagement Book

WGN-Good Morning

WIBA-News; Music for School & Home

WIND-Hawaiian Melodies

WJJD-The Toastmaster

WKBB-News

WKBB-Rise & Shine

WLS-Morning Devotions

WMAQ-Gospel Singer

WMAQ Whistler & his Dog; News

WMBD-Weather Report

WSUI-Daily Iowan of the Air; Morning Melodies; Service Reports

WTAD-Around the Breakfast Table

WTAQ-Wake Up & Live

**7:45 CST 8:45 CDT**

NBC-Amanda Snow, songs: (sw-21.5)

CBS-Bachelor's Children, sketch (Old Dutch Cleanser): KMOX WCCO (sw-21.52)

News: WIND WTAD

KSD-Day by Day

KWK-News; Rapid Service

WBBM-Linda's First Love

WBOW-Musical Clock

WFAM-Morning Devotions

WHO-Favorite Melodies

WJJD-Know Your Postal Service

WKBB-Tune Tossers

WKBB-Morning Devotions

WLS-Jolly Joe's Pet Pals

WLW-Voice of Experience

WMAQ-To be announced

WMBD-Police Flash

WTAQ-Coffee Hour

**8:00 CST 9:00 CDT**

CBS-Pretty Kitty Kelly, sketch (Wonder Bread): WOC KMOX WCCO WISN WBBM WFBM (sw-21.52)

NBC-Cabin at the Crossroads, sketch (Aunt Jemima): WLS KWK WMT WOWO WTMJ (sw-15.21)

NBC-Mrs. Wiggs of the Cabbage Patch, sketch (Old English Wax): WMAQ WIRE

News: WKBH WMBD WAAF

Musical Clock: WIBA WROK

WCBD-Italian Musicale & News

WCFL-Swingtime

WFAM-Concert Time

WGN-Martha Crane & Helen Joyce

WHA-Band Wagon

WHO-Coffee Pot Inn

WIND-Harry Zimmerman, organist

WJJD-Bosworth Broadcast

WKBB-Chancel Steps

WLW-Hymns of All Churches

WSUI-Within the Classroom, Calendar & Weather

WTAQ-Mid-Morning Revue

**8:15 CST 9:15 CDT**

NBC-Margot of Castlewood, sketch (Quaker Oats): WOWO KWK WMT WLS WTMJ WLW (sw-15.21)

CBS-Myrt & Marge, sketch (Super Suds): WFBM KMOX WISN WBBM WCCO WMBD (sw-21.52)

NBC-John's Other Wife, sketch (Louis Philippe): WMAQ WIRE

# Frequencies

**KMOX-1090** WJBC-1200  
**KOA-830** WJJD-1130  
**HBD-550** WJR-750  
**KWK-1250** WKB-1500  
**WAAF-920** WKBH-1380  
**WBA-890** WLS-870  
**WBBM-770** WLW-700  
**WBOW-1310** WMAQ-670  
**WCBD-1080** WMBD-1440  
**WCCO-810** WMBI-1080  
**WCFL-970** WMT-600  
**WENR-870** WOC-1370  
**WFAM-1200** WOWO-1160  
**WFBM-1230** WRJN-1370  
**WGN-720** WKOK-1410  
**WHA-940** WSBT-1360  
**WHAS-820** WSUI-880  
**WHO-1000** WTAD-900  
**WIB-1250** WTAM-1070  
**WIND-580** WTQ-1330  
**WIRE-1400** WTMJ-620  
**WISN-1120**

WIND-Sketches in Melody  
 WIRE-Dessa Byrd  
 WJBC-Personality Hour  
 WJJD-Bureau of Missing Persons  
 WKBB-Hollywood Reporter  
 WKBH-Home Economics  
 WLS-Market Reports; News  
 WLW-Dr. Friendly, sketch  
 WMBI-Friday Morning Songsters  
 WMT-Little Willie & His Gang  
 WOWO-Bill Board  
 WROK-News and Markets; Organ  
 WSUI-Are You a Collector  
 WTAD-News  
 WTQ-Hollywood on Parade  
 WTMJ-What's New in Milwaukee?

**10:15 CST** **11:15 CDT**  
 NBC-The O'Neills, sketch (Ivory Soap): WMAQ WLW  
 CBS-The Goldbergs, sketch (Oxydol): WBBM  
 CBS-Kitty Keene, Inc., sketch (Dreft): KMOX WCCO  
 NBC-Edward Gamage, tnr.: WMT  
 MBS-Radio Garden Club: KWK  
 KSD-Lady Courageous  
 WAAF-Don Bolt, commentator  
 WBOW-Stars Over Hollywood  
 WCFL-New Songs  
 WFAM-Visitors Welcome  
 WFBM-Syncopators  
 WGN-Len Salvo, organist  
 WHO-News; Women in the News  
 WBA-Linda's First Love  
 WIND-20th Century Serenade  
 WISN-News  
 WJBC-Riddle Time  
 WJJD-Criminal Court Interviews  
 WKBB-House of McGregor  
 WKBH-Your Home Prgm.  
 WLS-Don & Helen  
 WMBD-Linda's First Love  
 WOC-Radio Bazaar  
 WROK-Musicale  
 WSUI-Yesterday's Musical Favorites  
 WTAD-Musical Prgm.

**10:30 CST** **11:30 CDT**  
 CBS-Romance of Helen Trent, sketch (Old English Floor Wax): WBBM KMOX  
 NBC-Nat'l Farm & Home Hour: WIBA WMAQ WBOW (sw-15.21)  
 Speakers: Morse Salisbury and Josephine Memphis of Forest Products Laboratory, Madison, Wis., on "Painting the Farm."  
 KSD-Dan Harding's Wife  
 KWK-News: Wake Up & Sing  
 WAAF-The Feminine World  
 WCCO-Happy Gilman  
 WCFL-Harmony High Spots  
 WFAM-Reader's Review  
 WFBM-Mrs. Farrell's Kitchen of the Air  
 WGN-Quin Ryan's News  
 WHO-Myrt & Marge, sketch  
 WIND-Harry Zimmerman & Les Paul, organ & guitar  
 WIRE-Footnotes; News; Rose-room Melody  
 WISN-Morning Musicale  
 WJBC-Dollar Daze  
 WJJD-Safety Court Broadcast  
 WKBB-Mixing Bowl  
 WKBH-Songtime  
 WLS-Ma Perkins, sketch  
 WLW-News; River; Weather; Livestock  
 WMBD-Sweetheart Time  
 WMBI-Continued Story Reading  
 WMT-Scotty  
 WOC-Screenfans' Prgm.  
 WOWO-Market Service  
 WROK-Kaye Kreamer, Woman's Forum  
 WSUI-The Book Shelf  
 WTAQ-Mailman  
 WTMJ-Kitty Keene

**10:45 CST** **11:45 CDT**  
 NBC-Nat'l Farm & Home Hour: WLW KWK  
 CBS-Ou Gal Sunday, sketch (Old English Floor Wax): WBBM KMOX  
 NBC-To be announced: KSD  
 WCFL  
 WAAF-Markets; Sweet and Slow  
 WCCO-Grandma Travels  
 WFAM-Luncheon Dance  
 WGN-Music for Today  
 WHA-Alpine Melodies

WHO-Hilltop House, sketch  
 WIND-Popular Melodies  
 WIRE-Party Line  
 WISN-Ann Leslie's Scrapbook  
 WJBC-Peggy Payne & Pioneers  
 WKBB-Musical Almanac  
 WKBH-Beauty Box Revue  
 WLS-Short, Short Stories  
 WMBD-Bandwagon  
 WMT-Music Memory  
 WOWO-Sari 'n' Elmer  
 WROK-Mercedes Bryan  
 WTAD-Betty & Bob  
 WTAQ-Farm Hands  
 WTMJ-Merry-Go-Roundup

**11:00 CST** **12:00 CDT**  
 CBS-Betty & Bob, sketch (Gold Medal): WCCO KMOX WBBM WFBM WISN  
 NBC-News; Carlile & London: WMAQ (sw-15.33)  
 MBS-Happy Gang: WIRE  
 News: WJJD WIND  
 KSD-Sports Preview  
 WAAF-Symphonic Hour  
 WBA-A Appreciation of Shakespeare's Art & Thought  
 WCFL-Hit Review  
 WGN-Man on State Street  
 WHA-Talking Book  
 WHO-Dan Harding's Wife, sketch  
 WJBC-Take It For Granted  
 WKBB-Treasure Chest  
 WKBH-Musical Moods  
 WLS-Melody Parade  
 WMBD-Number, Please  
 WMBI-Δ Midday Gospel Hour  
 WMT-Today's Cornussel Nooz  
 WOC-Studio Swingapators  
 WOWO-Consolaires  
 WROK-Ogle County Community Hour  
 WSBT-Harlan Hogan  
 WSUI-Men Behind the Classics  
 WSUI-Organ Recital  
 WTAD-Women's Variety Prgm.  
 WTMJ-Blue Room Ensemble

**11:15 CST** **12:15 CDT**  
 NBC-Mrs. Wiggs of the Cabbage Patch (Old English Wax): KSD WHO  
 CBS-Betty Crocker, cooking talk (Gold Medal): WBBM WCCO WISN KMOX WFBM  
 NBC-Betty & Escorts: WCFL (sw-15.33)  
 WGN-Noontime Musical  
 WIND-Tommy Ott, organist  
 WIRE-Singin' Sam  
 WJBC-Parade of Bands  
 WJJD-Loop Noon-Day Service  
 WKBB-What's New?  
 WKBH-Club Calendar  
 WMBD-Swingsters  
 WMT-Tom Owens' Cowboys  
 WOWO-News  
 WROK-Affairs of Mrs. Swenson  
 WSBT-News; Stork Report:

**11:30 CST** **12:30 CDT**  
 NBC-Words & Music; Soloists & Organist: WMAQ WIBA (sw-15.33)  
 CBS-Arnold Grimm's Daughter, sketch (Gold Medal): KMOX WBBM WCCO WFBM WISN  
 NBC-Music Guild: (sw-15.21)  
 NBC-John's Other Wife (Louis Philippe): KSD WHO  
 MBS-Rex Battle's Orch.: WIRE KWK  
 WBOV-Presenting  
 WCFL-Noon-Day Concert  
 WGN-Markets; Δ Midday Service  
 WHA-Organ Gems  
 WIND-Livestock Markets  
 WJBC-Singin' Sam  
 WKBB-Farm Flashes; Do You Want a Job?  
 WKBH-Hits & Encores  
 WLS-Markets; News  
 WLW-Livestocks  
 WMBD-Thrift Message; Miss Electrolux  
 WMT-Sweet and Swing  
 WOC-Betty Crocker  
 WOWO-Man on the Street  
 WROK-Helene Kimberley, Songs  
 WSBT-Moment Musicale; Quint Questions  
 WSUI-Book Chat  
 WTAD-Police News  
 WTMJ-Dinty

**11:45 CST** **12:45 CDT**  
 NBC-Jack & Loretta Clemens, songs & patter: WOWO  
 CBS-Valiant Lady, sketch (Gold Medal): WBBM WCCO KMOX WISN WFBM  
 NBC-Just Plain Bill (Kolynos): KSD  
 MBS-Voice of Experience (Lydia E. Pinkham): WCFL KWK  
 News: WIND WBA  
 WHO-Markets  
 WIRE-Farm Hour & Markets  
 WJBC-Reid & Vin  
 WKBH-Livestock Quotations  
 WLS-Dinner Bell Program  
 WLW-Thomas Conrad Sawyer  
 WMBD-Window Shopper  
 WMT-News; Hillbillies  
 WOC-Betty & Bob, sketch  
 WROK-Round the Town  
 WSBT-Man-on-the-Street  
 WSUI-Farm Flashes  
 WTMJ-Heimie's Grenadiers

# AFTERNOON

**12:00 CST** **1:00 CDT**  
 CBS-Oxydol's Own Ma Perkins, sketch: WCCO KMOX WKBH WOC WKBH (sw-15.27)  
 NBC-Oratorical Contest: KWK WMAQ (sw-15.33)

The winners of the National Oratorical Contest held annually under the auspices of the National Forensic League will present a program of oratory, extemporaneous speaking, humorous and dramatic reading.  
 NBC-Marine Band: (15.21)  
 MBS-Harold Turner, pianist: WGN  
 News: WMBD WJBC WTAD  
 KSD-Luncheon Dance Music  
 WAAF-Don Bolt, news  
 WBA-Agricultural Forum  
 WBBM-Manhattan Mother  
 WBOW-Street Reporter  
 WCBD-J. C. O'Hair  
 WCFL-Theater Lobby  
 WFBM-Markets; Farm Bureau Prgm.

WHO-Betty Crocker, sketch  
 WHA-Musicale  
 WIBA-Noon Interlude  
 WIND-Italian Hour  
 WISN-Even As You & I  
 WJJD-Livestock Markets  
 WLS-School Time  
 WLW-Linda's First Love, sketch  
 WMT-Cedar Valley Hillbillies  
 WOWO-Wilbur Fickett's Orch.  
 WSBT-News; Farm Flashes  
 WSUI-Rhythm Rumbles

**12:15 CST** **1:15 CDT**  
 CBS-The O'Neills, sketch (Ivory Soap): WBBM KMOX WCCO WISN (sw-15.27)  
 Man on the Street: WTAQ WKBH WJBC  
 KSD-Songs of Jean Carmen  
 WAAF-Encores  
 WBA-A Sports Review  
 WBOW-Let's Get Together  
 WCFL-Spotlight Parade  
 WFBM-Hoosier Farm Circle  
 WGN-Quarter Hour Musical  
 WHO-Betty & Bob, sketch  
 WIBA-News; Market Reports  
 WKBB-News  
 WLS-This Business of Farming  
 WLW-Hilltop House, sketch  
 WMBD-Town Crier; Markets  
 WMT-Question Man; Voice of Iowa  
 WOC-Farm Bureau; Stocks  
 WOWO-Walt Sears' Orch.  
 WROK-Column Left, News  
 WSBT-Notes  
 WTAD-Cy & Freckles

**12:30 CST** **1:30 CDT**  
 CBS-American School of the Air: WSBT WTAQ (sw-15.27)  
 NBC-Oratorical Contest: WMAQ News: WOC WHO  
 Man on the Street: WKBH WBBM  
 KMOX-Linda's First Love  
 KSD-Judy & Jane  
 WAAF-Live Stock Market; Health Talk  
 WBA-Lou Schilling's Orch.  
 WBOW-On the Mail  
 WCBD-Musicale  
 WCFL-Varieties  
 WFBM-Bohemians  
 WGN-June Baker, talk  
 WHA-Farm Prgm.  
 WIND-Women's Relief Prgm.  
 WIRE-Reporter  
 WISN-It's Fun to Keep House; Musical Heat Wave  
 WKBH-Luncheon Music  
 WLS-Voice of the Feed-lot; Market Reports  
 WLW-To be announced  
 WMBD-Farm News  
 WMT-Markets; Hillbillies  
 WOWO-Three of Us  
 WROK-Couple on the Street; Service Sam  
 WTAD-Farm; Weather; Markets  
 WTMJ-Rhythm Rascals

**12:45 CST** **1:45 CDT**  
 NBC-Natl. Folk Festival Prgm.: KWK WMAQ  
 CBS-American School of the Air: WCCO  
 MBS-Quiet Sanctuary: WIRE  
 News: WKBH WFBM  
 KMOX-Editor's Daughter, sketch  
 KSD-Heart of Julia Blake  
 WAAF-Waltztime  
 WBA-A Markets & Weather  
 WBBM-Houseboat Hannah, sketch  
 WBOW-Tune of the Day  
 WGN-Hits of Today  
 WHO-Earl E. May Prgm.  
 WIBA-Melody Moments  
 WIND-Tommy Ott, organist  
 WIRE-Noon-day Headlines  
 WJJD-Happy Harmonies  
 WKBB-Song Hit of the Day; Pet Corner  
 WLS-Gabriel Heatter; Markets  
 WMBD-Noon-day Melodies  
 WMT-Iowa Cornhuskers  
 WOC-Inquiring Mike  
 WOWO-Book Revue

WROK-Leonard Condon, Seeds; Home Folks Hour  
 WTAD-Luncheon Music  
 WTMJ-Sidewalk Reporter  
**1:00 CST** **2:00 CDT**  
 NBC-Radio Guild Drama: WBOW (sw-15.33)

CBS-Marine Band: WOC WKBH WSBT WISN WTAQ WFBM WCCO (sw-15.27)  
 NBC-Pepper Young's Family, sketch (Camay): WMAQ KSD WHO WLW WTMJ

For details of contest on this program turn to the inside back cover.  
 News: WIND WTAD  
 KMOX-Meet the Missus  
 KWK-Musical Prgm.  
 WAAF-Sunshine & Happiness  
 WBA-A Concert Review  
 WBBM-Radio Gossip Club  
 WCBD-Polish Prgm.  
 WCFL-Make Believe Danceland  
 WGN-Marriage License Romances  
 WHA-Workers Education Today  
 WIBA-Concert Trio  
 WIRE-Police Court  
 WJJD-Doug Hope Review  
 WKBH-Avanelle De Witt  
 WLS-Recreation; Outdoor Games  
 WMBD-Men on the Street  
 WMT-Many Happy Returns; German Band  
 WOWO-The Observer  
 WSUI-Illustrated Musical Chats

**1:15 CST** **2:15 CDT**  
 NBC-Oxydol's Own Ma Perkins, sketch: WMAQ WTMJ WHO KSD

To be announced: KMOX WIRE  
 KWK-Great Works of Man  
 WBBM-Meet the Missus  
 WGN-Moods in Music  
 WHA-Musical Varieties  
 WIND-Henry Yohanan, pianist  
 WKBH-Venetian Varieties  
 WLS-Homemakers' Hour  
 WLW-Mad Hatterfields  
 WMBD-His Majesty, the Baby  
 WMT-Earl E. May, talk  
 WTAD-Quincy Marches On

**1:30 CST** **2:30 CDT**  
 CBS-Kate Smith Speaks: WOC WKBH WTAQ WKBH WSBT WFBM WISN WMBD (sw-15.27)  
 NBC-Vic & Sade, sketch (Crisco): WMAQ WLW WHO KSD WTMJ

For details of contest on this program turn to the inside back cover.  
 MBS-Jam Session: WGN  
 KMOX-Magic Kitchen  
 KWK-News  
 WBA-A Monitor Views the News  
 WBBM-Flanagrams  
 WCBD-Dr. Rudolph in Pianoland  
 WCCO-Markets; News  
 WCFL-News  
 WHA-Independence for the Philippines, Professor Kirk  
 WIBA-WTCU Prgm.  
 WIND-Stars Over Hollywood  
 WIRE-Indiana Univ. Prgm.  
 WJJD-Happy Harmonies  
 WMT-News; Novelty Parade  
 WOWO-Men of Notes  
 WROK-Melodies from the Sky  
 WTAD-Baseball Game

**1:45 CST** **2:45 CDT**  
 NBC-The Guiding Light, sketch (White Naptha): WHO WMAQ WTMJ KSD WLW  
 CBS-Al Bernard's Minstrels: WOC WKBH WTAQ WSBT WISN WKBH WFBM (sw-15.27)  
 KWK-To be announced  
 WBA-A-Frank Triboulet, tnr.  
 WBBM-Dugout Dope  
 WCBD-Rhythm Men  
 WCCO-Julia Blake  
 WCFL-Baseball Interviews  
 WGN-Leadoff Man

WIBA-Rhythm & Romance  
 WIND-Baseball Highlights  
 WIRE-Matinee Varieties  
 WJJD-Warren Brown Talks Baseball  
 WMBD-Matinee Melodies  
 WMT-Δ Rev. Wells  
 WOWO-Women in the News  
 WROK-Community News

**2:00 CST** **3:00 CDT**  
 NBC-Backstage Wife, sketch (Dr. Lyons): WMAQ WHO WIRE KSD WTMJ WIBA  
 NBC-Club Matinee, variety WMT  
 WOWO WENR WBOW (sw-15.21)

CBS-Chicago Varieties: WISN WKBH WKBH WSBT WFBM WTAQ WOC (sw-15.27)  
 Baseball: Boston Bees vs. Cubs: WCFL WBBM WGN  
 KMOX-Singin' Sam  
 KWK-Today at Two  
 WAAF-News & Weather  
 WBA-A America's Hour of Destiny  
 WCCO-Ladies First  
 WHA-Rhythm & Games  
 WLW-Dan Harding's Wife, sketch  
 WMBD-Editor's Daughter  
 WMBI-Δ School of the Bible  
 WROK-News; Ten Minutes with You  
 WSUI-Iowans in the News

**2:15 CST** **3:15 CDT**  
 NBC-The Story of Mary Marlin, sketch (Ivory Soap): WHO WMAQ

CBS-Chicago Varieties: WTAQ  
 KMOX-One Woman's Opinion  
 KWK-Swing Organ  
 WAAF-Matinee Melodies  
 WBOW-Baseball; St. Louis vs. Pittsburgh  
 WHA-Organ Interlude  
 WIRE-Matinee Varieties  
 WLW-Ma Perkins, sketch  
 WMBD-Singing Sam  
 WROK-Johnny Murphy, Songs  
 WSUI-Within the Classroom  
 WTMJ-News: Varieties

**2:30 CST** **3:30 CDT**  
 NBC-The Hughes Reel with Rush Hughes (Borden Co.): WHO WIRE WMAQ

See how Rush Hughes builds a radio column on pages 22 and 23.  
 NBC-Club Matinee: (sw-15.21)  
 CBS-Eton Boys: WCCO WKBH WFBM WISN  
 CBS-Stage Relief Spkrs.: (sw-15.27)  
 NBC-To be announced: WTMJ  
 KMOX-Judy & Jane  
 KWK-Baseball Warm Up  
 WBA-A-True or False  
 WHA-Music of the Masters  
 WKBH-What's New?  
 WLW-Heart of Julia Blake  
 WMBD-Petticoat Parade  
 WMBI-Gospel Music  
 WOWO-Δ Old Time Religion  
 WROK-Rhythm Before Three  
 WTAQ-Fiddlers Three

**2:45 CST** **3:45 CDT**  
 CBS-World Economic Cooperation Prgm.: WFAM WOC WISN WFBM WKBH WKBH (sw-15.27)

Ernest H. Wilkins, president of Oberlin College, will speak on "World Economic Cooperation."  
 NBC-The Road of Life, sketch (Chipso): WMAQ WTMJ WLW  
 NBC-Cadets Quartet: KSD  
 Baseball Game: WCCO WIRE  
 KMOX-Dope from the Dugout; Baseball Game  
 KWK-Man in the Stands  
 WAAF-Jimmie Kozak, pianist  
 WHO-Judy & Jane, sketch  
 WIBA-Today's Front Page  
 WMBI-Δ Jewish Sabbath Service  
 WTAQ-Swing Session

# FRIDAY

May 6

**3:00 CST** **4:00 CDT**  
 NBC-Neighbor Nell, philosophy; News: WIBA (sw-15.21)  
 CBS-Natl. Debating Championship: WFAM WKBH WKBH WFBM (sw-15.27)

The climax of the eighth annual speech tournament of the high schools of America, the national championships debate, will be heard in summary from Cleveland, Ohio.  
 NBC-Bennett and Wolverson: WENR KSD  
 Baseball Game: WISN KWK WMT  
 WAAF-Int'l Potpourri  
 WBA-A-High School Band  
 WBOW-Baseball; St. Louis vs. Philadelphia  
 WHA-Better Speech  
 WHO-Kitty Keene, Inc., sketch  
 WJBC-Δ Int'l Sunday School Lesson

WLW-Houseboat Hannah, sketch  
 WMAQ-Tea Time Varieties  
 WMBD-Peoria Schools  
 WOC-Afternoon Recess  
 WOWO-News  
 WROK-Kaye Kreamer, Women of the Hour  
 WSUI-Forensic Forum  
 WTAQ-Novel Hour  
 WTMJ-Those Happy Gilmans

**3:15 CST** **4:15 CDT**  
 CBS-Natl. Debating Championship: WOC  
 NBC-Don Winslow of the Navy, sketch: WIBA WOWO  
 NBC-Cadets Quartet: WMAQ  
 KSD-Washington University  
 WENR-Music Circle  
 WHO-Houseboat Hannah, sketch  
 WKBH-Air Forum  
 WLW-Life of Mary Sothorn  
 WMBI-True Stories in Soul-Winning

WJBC-News  
 WTAQ-Fiddlers Three  
 WJBC-News  
 WKBH-Magic Violin  
 WLW-Drifting Pioneers  
 WMBI-Auditorium Choir  
 WROK-Δ Church in the Wild-wood  
 WSUI-Magazine Rack  
 WTAQ-Herman Daumler, violinist

**3:45 CST** **4:45 CDT**  
 NBC-Orphan Annie, sketch (Ovaltine): (sw-9.53)  
 CBS-Music for Fun: WKBH  
 NBC-Happy Jack, songs: WENR  
 MBS-Johnson Family, sketch: KWK  
 KSD-News; Tempos of the Day  
 WAAF-Diana Clifton, sop.  
 WBBM-Tenth Inning  
 WFBM-Tea Time Tunes

(Continued on Next Page)



# FRIDAY

May 6

(3:45 p.m. Continued)

WIBA-Voice of Wisconsin  
 WJBC-Classified Time  
 WLW-Editor's Daughter, sketch  
 WMAQ-Romance and Rhythm  
 WROK-Travel Talk, Chicago Motor Club  
 WIAQ-Jungle Jim  
 WTMJ-Down a Country Road  
**4:00 CST 5:00 CDT**  
 CBS-News; Kentucky Derby Interviews; WFBM WTAQ WFAM WKBB WCCO WKBB  
 NBC-Education in the News: (sw-9.53)  
 CBS-News; Ed Thorgersen, sports: (sw-15.27)  
 NBC-Washington Calling: WOWO WMAQ  
 KSD-Bill Wirges' Orch.  
 WAAF-Jimmie Kozak, pianist  
 WBAA-Jane Robinson, songs  
 WBBM-Chicago Hour  
 WCFL-Rainbow Melodies  
 WENR-Malcolm Clarke, children's stories  
 WGN-Bill Anson  
 WHA-Don Reynolds, tnr.  
 WHO-Party Line  
 WIND-Baseball Scores  
 WJBC-Dramatic Group  
 WJJD-Sports Edition  
 WLW-Dick Tracy, sketch  
 WMBD-△ Wayside Chapel  
 WMBI-Twilight Musings  
 WOC-News  
 WROK-Markets and News; Birthday Club  
 WSUI-Baseball Game  
 WTMJ-Variety Revue  
**4:15 CST 5:15 CDT**  
 NBC-Marlowe & Lyon, piano duo; News: WMT WMAQ WOWO  
 CBS-Jack Shannon, tnr.: WTAQ WKBB WFAM WOC  
 NBC-Piano Time; News: WCFL WIBA (sw-9.53)  
 CBS-Popeye the Sailor: (sw-15.27)  
 WAAF-Tea Dance; Strike Up the Band  
 WBAA-Campus Quizzer  
 WBBM-Truman Bradley, comm.  
 WCCO-Jack Armstrong  
 WENR-What's the News?  
 WFBM-Butler Forum  
 WGN-Armechair Melodies  
 WHA-Organ Reverie  
 WHO-Baseball Resume  
 WIND-Ben Kanter, pianist  
 WIRE-Three Little Words  
 WKBB-Univ. of Dubuque Air Forum  
 WLW-Jack Armstrong, sketch  
 WMBD-News; Pet Corner  
**4:30 CST 5:30 CDT**  
 NBC-Chesterfield Daily Sports Column; Paul Douglas: WOWO WLW KSD WENR (sw-15.21)  
 CBS-Boake Carter, commentator (Huskies & Post Toasties): WKBB WFBM WFAM WTAQ WISN WMBD WKBB WCCO WOC (sw-15.27) (also KNX KSL at 6:45 p.m.)  
 NBC-Johnnie Johnston, bar.: WCFL  
 WAAF-Sport Shorts  
 WBAA-Exponent Air Edition  
 WBBM-Kitty Keene, sketch  
 WGN-The Airliners  
 WHA-U. S. Weather Bureau  
 WIND-Swing Melodies  
 WJBC-News  
 WMAQ-Dick Tracy, sketch  
 WROK-Radio Rhythm  
 WSUI-Poems, Old & New  
**4:45 CST 5:45 CDT**  
 CBS-Lum & Abner (Postum): WBBM (sw-15.27) (also at 9:15 p.m.)  
 NBC-Vagabonds, quartet: WENR WIBA  
 NBC-Lowell Thomas, news commentator (Sun Oil): WLW (sw-15.21)

NBC-Orphan Annie, sketch (Ov-  
 altine): KSD  
 NBC-Blue Barron's Orch.: WMAQ  
 MBS-Buddy Clark, bar.; Orch.  
 (American Tobacco Co.): WGN  
 WAAF-Tower Tunes  
 WBAA-Story Book Hour  
 WCFL-Jack Kelly's Orch.  
 WFAM-Baseball Scores; News  
 WFBM-Tea Time Tunes  
 WGN-Little Orphan Annie  
 WIND-Listen to Yourself  
 WRIE-It's Not Right  
 WISN-Tenth Inning  
 WJBC-Radio Guide Gossip  
 WKBB-Voice of Columbia Col-  
 lege  
 WKBB-College of St. Theresa  
 WMBD-Bargain Counter  
 WOC-Man on the Street  
 WOWO-American Family  
 WROK-Fifteen Minutes With  
 Evelyn  
 WSUI-Daily Iowan of the Air  
 WTAQ-Bureau of Public Service  
**5:00 CST 6:00 CDT**  
 NBC-Don Winslow of the Navy  
 (Kellogg's): WLW WMAQ  
 NBC-The Four of Us, instrumen-  
 tal trio: WIRE WMT WOWO  
 (sw-11.87)  
 NBC-Jack Baker, tnr.: WENR  
 CBS-Northwestern Univ. Book  
 shelf: WTAQ WOC WKBB  
 KMOX-Organ Melodies  
 KOA-Girls of the West  
 KWK-Home-Plate Interviews  
 WBBM-John Harrington, sports  
 WBOW-Merry-Go-Round  
 WCCO-Livestock  
 WCFL-News  
 WFAM-Crimecasts  
 GWN-Sweet & Low  
 WHO-Adv. of Jimmie Allen  
 WIBA-Silver Springs Prgm.  
 WIND-German Hour  
 WISN-Show Window  
 WJJD-Cumberland Ridge Runners  
 WKBB-Kiddies' Hour  
 WMBD-Happy Train  
 WROK-Songs at Twilight  
 WTAD-Freshest Thing in Town  
 WTMJ-News; Moment Musical  
**5:15 CST 6:15 CDT**  
 NBC-Uncle Ezra's Radio Station  
 (Alka-Seltzer); Pat Barrett:  
 WMAQ WIRE WTMJ WIBA  
 WHO (sw-9.53) (also see 9:15  
 p.m.)  
 NBC-Story Behind the Headlines:  
 WMT WENR  
 CBS-Maxine Sullivan, songs:  
 WFBM  
 KMOX-Adv. of Jimmy Allen  
 KOA-Music by Cugat  
 KSD-Joe Rines' Orch.  
 KWK-Al Sarli's Jam Session  
 WBBM-Boake Carter, comm.  
 WCCO-Musical Prgm.  
 WCFL-Tune Teasers  
 WFAM-Dinner Dance; Garnitz  
 Players  
 WGN-Buddy Clark & Orch.  
 WKBB-Hits & Encores  
 WLW-The Perk Uppers  
 WMBD-Speed Gibson  
 WOC-Organ Moods  
 WOWO-To be announced  
 WROK-Sport Review  
 WTAD-Marcella Cheek  
 WTAQ-Pearl Island Troubadours  
**5:30 CST 6:30 CDT**  
 CBS-Maxine Sullivan, songs:  
 WHAS WFAM WKBB KMOX  
 WOC (sw-11.83)  
 NBC-Edwin C. Hill, commenta-  
 tor: WBOW KWK  
 News: WTAD WKBB WIBA  
 WMAQ WHO  
 Dick Tracy, sketch: WMT WISN  
 KSD-Charlie Chan  
 KWK-Sport Review; News  
 WAAF-Hollywood Brevities  
 WBBM-N. W. Univ. Bookshelf  
 WCCO-To be announced  
 WCFL-Hired Hands  
 WENR-Dinner Date  
 WFBM-Girl Scout Prgm.  
 WGN-Sports Review  
 WIRE-Dick Tracy  
 WLW-Earl Rines' Orch.  
 WMBD-Trading Post

## Good Listening for Today

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated

### MORNING

9:00 CST (10:00 CDT) TALK BY JOHN H. FAHEY, CBS.

### NIGHT

6:00 CST (7:00 CDT) CITIES SERVICE CON-  
 CERT with Lucille Manners, Dr. Frank Black,  
 conductor; NBC-Red.

6:30 CST (7:30 CDT) PAUL WHITEMAN'S OR-  
 CHESTRA, Joan Edwards; guest, CBS.

7:00 CST (8:00 CDT) HOLLYWOOD HOTEL  
 with Frances Langford, Frank Parker, Anne  
 Jamison, Louella Parsons, Ken Murray and  
 Oswald, Marlyn Stuart, Raymond Paige's  
 orchestra; Fred MacMurray, Harriet Hilliard  
 and Ben Blue, guests, CBS.

WROK-Organ Reveries  
 WTMJ-Heinie's Grenadiers  
**5:45 CST 6:45 CDT**  
 CBS-Science vs. Society: WHAS  
 WFAM WKBB WTAQ WCCO  
 (sw-11.83)  
 NBC-Three Romeos: WBOW  
 MBS-Ennio Bolognini's Orch.:  
 WGN  
 Sports: WKBB WTMJ WMBD  
 WISN KWK  
 KSD-Alpine Varieties  
 WAAF-Harmony Hall  
 WBBM-We the Wives  
 WCFL-Hal Totten, sports  
 WENR-Vocal Varieties  
 WFBM-News  
 WHO-Little Orphan Annie, sketch  
 WIBA Today's Birthdays; Sports  
 WIRE-Little Orphan Annie  
 WLW-Memory Bouquet  
 WMAQ-Let's Celebrate  
 WMT-Sports; News  
 WOC-Musical Fur Revue  
 WROK-Dance Hour  
 WSUI-Daily Iowan of the Air  
 WTAD-Our Schools

WCFL-Colonial Musicale  
 WROK-Italian Hour  
 WSUI-Evening Musicale  
 WTAD-Dust Off the Diamond  
**6:45 CST 7:45 CDT**  
 WBOW-Melody Time  
 WCFL-Dance Orch.  
 WSUI-American Scene  
**7:00 CST 8:00 CDT**  
 NBC-Royal Crown Revue (Nehi,  
 Inc.); Tim & Irene, comedy  
 team; Graham McNamee;  
 Golden Gate Jubilee Quartet;  
 Fredda Gibson; Teddy Berg-  
 man; George Olsen's Orch.:  
 WLS KWK WLW WOWO WMT  
 (sw-11.87) (also KFI at 10:30  
 a.m.)  
 For details of contest on this pro-  
 gram turn to the inside back cover.

NBC-Waltz Time (Phillips);  
 Frank Munn, tnr.; Abe Ly-  
 man's Orch.: WMAQ WTAM  
 KSD WIRE WHO (sw-9.53)  
 Mr. Munn will sing Always  
 and Always and A Garden in  
 Granada. The chorus will sing  
 Old Kishwaukee River and Mex-  
 icanie Rose. The orchestra will  
 play Dealer of Dreams, Tales of  
 Vienna Woods, Chimes of Spring  
 and Delysee.

### NIGHT

**6:00 CST 7:00 CDT**  
 NBC-Cities Service Concert;  
 Lucille Manners, sop.; Frank  
 Black's Orch.: WMAQ WTMJ  
 WIBA WIRE WTAM WHO KSD  
 (sw-9.53)  
 MBS-Johnnie Presents What's  
 My Name? (Philip Morris)  
 With Budd Hulick, m.c.; Ar-  
 lena Francis & Ray Bloch's  
 Orch.: WGN WLW

CBS-The Ghost of Benjamin  
 Sweet, drama: WTAQ KMOX  
 WCCO WBBM WHAS (sw-  
 11.83)  
 NBC-Sophisticated Strings: WLS  
 (sw-11.87)  
 KWK-Improve My Music Club  
 WAAF-Don Bolt, commentator  
 WBOW-The Dance Hour  
 WCFL-News  
 WFAM-The New Yorkers  
 WFBM-Favorite Melodies  
 WIND-Baseball  
 WISN-Down by Herman's  
 WJR-Vocal Varieties  
 WKBB-Sports Review  
 WKBB-Musical Appetizers  
 WMBD-Standard Swing Men  
 WMT-Musical Varieties  
 WOC-Sports Summary  
 WROK-News; Evening Melodies  
 WSUI-Dinner Hour Prgm.  
 WTAD-Sports

**6:15 CST 7:15 CDT**  
 News: WMBD WOC  
 WAAF-Roller Derby  
 WBOW-Our Neighbors  
 WCFL-Pop Tunes  
 WFAM-Odd Facts  
 WFBM-Musical Moods  
 WJR-Musical Prgm.  
 WKBB-Speed Gibson  
 WKBB-Dinner Music  
 WOC-Perk's News of the Hour  
 WSUI-Highway Safety Prgm.  
 WTAD-Cy & Freckles

**6:30 CST 7:30 CDT**  
 CBS-Paul Whiteman's Orchestra  
 (Chesterfield Cigarettes), Joan  
 Edwards; Guest: WFBM WOC  
 WMBD WTAQ WISN WFAM  
 WJR WKBB WCCO WBBM  
 KMOX WHAS WKBB (sw-  
 11.83) (also KNX KSL at 9:30  
 p.m.)

NBC-Death Valley Days, drama  
 (Borax): WLS WLW WMT  
 KWK WOWO (sw-11.87)

MBS-Lone Ranger, drama (Sil-  
 vercup): WGN  
 WBOW-To be announced

CBS-Hollywood Hotel (Campbell's  
 Soup); Frances Langford; Anne  
 Jamison, sop.; Frank Parker,  
 tnr.; Ken Niles; Ken Mur-  
 ray, m.c.; Oswald; Marlyn Stuar-  
 t; Raymond Paige's Orch.:  
 WFBM WJR WBBM KMOX  
 WHAS (sw-11.83)  
 Guests: Fred MacMurray, Har-  
 riet Hilliard and Ben Blue in a  
 preview of Paramount's "Coco-  
 nut Grove."  
 For news of Hollywood read "Holly-  
 wood Showdown" in every issue  
 of Radio Guide.

WBOW-Studio Party  
 WCFL-Labor Flashes  
 WGN-Bob Crosby's Orch.  
 WBA-Concert Orch.  
 WIND-News & Music  
 WISN-Game Time  
 WKBB-Dubuque Star Revue  
 WKBB-Singing Strings  
 WMBD-Brooks Brain Teaser  
 WOC-Questions and Answers  
 WROK-Alice Blue, Songs  
 WSBT-Sports  
 WSUI-Children's Hour  
 WTAM-Hockey Game  
 WTAQ-Balladiers  
 WTMJ-Let's Dance

**7:15 CST 8:15 CDT**  
 WCFL-Stars of Tomorrow  
 WGN-Graphic Previews  
 WIND-Your Vote  
 WISN-American Weekly  
 WKBB-News  
 WOC-W.P.A. Prgm.  
 WROK-Livingston Trio  
 WSBT-20th Century Serenade  
 WSUI-Highway Safety Prgm.  
 WTAQ-House of Peter MacGregor

**7:30 CST 8:30 CDT**  
 NBC-A. L. Alexander's True  
 Stories (True Story Magazine):  
 WMAQ WHO KSD WTAM  
 WIRE

NBC-Spelling Bee: WENR WIBA  
 WBOW WOWO  
 To be announced: WTMJ WKBB  
 KWK-Charlie Chan, sketch  
 WCFL-News  
 WIND-Tommy Ott & Henry Yo-  
 lanan, organ & piano  
 WISN-Adrian Rollini  
 WKBB-World Dances  
 WLW-Minstrel Man  
 WMBD-Irene Allan, organist  
 WMT-Swing Revue  
 WOC-Maple Leaf Quartet  
 WROK-Penthouse Players  
 WSBT-Little Jamboree  
 WSUI-Evening Musicale

**7:45 CST 8:45 CDT**  
 KWK-To be announced  
 WCFL-Herr Louie & The Weasel  
 WGN-News; Sports

WIND-Evening Serenade  
 WISN-Reflections  
 WKBB-Gems of Melody  
 WLW-Arthur Godfrey  
 WMBD-Bob Black's Orch.  
 WMT-Style Talk; Band Wagon  
 WOC-Rhythm Rendezvous  
 WROK-Three Charms  
 WSUI-The American Scene  
 WTAQ-Organ & Poetry

**8:00 CST 9:00 CDT**  
 NBC-Campana's First Nighter,  
 drama: WHO WTMJ WIBA  
 WMAQ WTAM WLW KSD  
 WIRE KOA (sw-9.53)  
 Title: "Brown Eyes, Smiling."

CBS-Columbia Square: WISN  
 WCCO KMOX WFBM WBBM  
 WMBD WSBT WOC WJR  
 WBB (sw-11.83)

NBC-Paul Martin's Music: WENR  
 WBOW WOWO  
 MBS-Johnny Messner's Orch.:  
 WMT KWK

WCFL-L. Fish Co., Games  
 WGN-Enno Bolognini's Orch.  
 WIND-Freddie Martin's Orch.  
 WKBB-Concert Hall  
 WROK-Hi Cole's Polyphonians  
 WSUI-The Parade of Events  
 WTAQ-Dance Orch.

**8:15 CST 9:15 CDT**  
 WCFL-Favorite Melodies  
 WHAS-Music to Your Taste  
 WIND-Ted Weems' Orch.  
 WROK-News; Ten Minutes with  
 You

WSUI-Manhattan Concert Band  
 WTAQ-Vic Arden's Orch.  
**8:30 CST 9:30 CDT**

NBC-Jimmie Fidler's Hollywood  
 Gossip (Drene): KSD WLW  
 WMAQ WTAM WIRE KOA  
 (sw-9.53)

For news of Hollywood read "Holly-  
 wood Showdown" in every issue  
 of Radio Guide.

CBS-To be announced: WISN  
 WCCO KMOX WHAS WFBM  
 WMBD WSBT WOC WJR  
 WKBB (sw-11.83)

NBC-To be announced: WENR  
 WMT WBOW (sw-11.87)  
 MBS-Invitation to Waltz: WGN  
 To be announced: WENR WHO  
 KWK-Lone Ranger, sketch  
 WBBM-Tom Sawyer Looks at the  
 World

WCFL-Perry Como, songs  
 WIBA-Lawyers' Guild  
 WIND-Tommy Ott, organist  
 WKBB-Local History Sketches  
 WMT-Swing Revue  
 WOWO-Vic Arden's Orch.  
 WROK-Your Reader  
 WSUI-History in Review  
 WTAQ-Sports Talk  
 WTMJ-Screen-Radio Preview

**8:45 CST 9:45 CDT**  
 NBC-Dorothy Thompson, com-  
 mentator (Pall Mall): WIRE  
 WTAM WMAQ KOA KSD  
 WLW (sw-9.53)

CBS-American Viewpoints: WTAQ  
 WCCO WKBB WKBB KMOX  
 WMBD WSBT WBBM WHAS  
 WISN WOC (sw-11.83)

Vic Arden's Orch.: WFBM WHAS  
 WCFL-Isham Jones' Orch.  
 WFBM-James Melton  
 WIBA-Master Singers  
 WIND-News Commentator  
 WJR-To be announced  
 WMT-A Trip Through Niagara  
 WOWO-News

WROK-Musicale  
 WSUI-Daily Iowan of the Air  
 WTMJ-Dance Orch.

**9:00 CST 10:00 CDT**  
 NBC-Amos 'n' Andy (Campbell's  
 Soup): WMAQ WIRE KOA  
 WLW KSD WTAM WHO KFI

CBS-Just Entertainment with  
 Jack Fulton, tnr.; Andrews  
 Sisters; Carl Hohengarten's  
 Orch. (Wrigley's Gum): WJR  
 WFBM WBBM KMOX WHAS  
 WCCO

CBS-Jimmy Dorsey's Orch.:  
 WSBT (sw-11.83)  
 NBC-Emerson Gill's Orch.: KWK  
 WBOW WOWO (sw-9.53)

News: WKBB WIBA WMT  
 WCFL-Novena Broadcast  
 WENR-Globe Trotter  
 WIND-Swedish Prgm.  
 WISN-Boake Carter  
 WJBC-Personality Hour  
 WKBB-Vic Arden's Orch.  
 WMBD-Sports & Sportsmen  
 WROK-Howard LeRoy and His  
 Music

WTMJ-Kilowatt Hour  
**9:15 CST 10:15 CDT**  
 NBC-Uncle Ezra's Radio Station  
 (Alka Seltzer): KOA KFI (also  
 see 5:15 p.m.)

CBS-Lum & Abner (Postum):  
 WFBM WHAS KMOX WCCO  
 (also see 4:45 p.m.)

CBS-Jimmy Dorsey's Orch.: WISN  
 WTAQ  
 NBC-Dance Orch.: WTAM

MBS-Xavier Cugat's Orch.: WMT  
 WGN  
 WBBM-Vic Arden's Orch.  
 WENR-Freddie Henkel's Orch.  
 WHO-Sports Review  
 WIBA-Club Chanticleer  
 WIRE-News; Basonology  
 WJR-Let's Celebrate  
 WKBB-Dance Time  
 WKBB-Rapid Ad  
 WLW-Allan Franklyn, sports  
 WMBD-Value Hints  
 WOC-Jimmy Chase's Orch.  
 WROK-Musicale  
 WTMJ-Easy Aces

**9:30 CST 10:30 CDT**  
 NBC-Ruby Newman's Orchestra:  
 WBOW WHO KWK (sw-9.53)  
 CBS-Kentucky Colonel's Dinner:  
 WKBB KMOX WJR WHAS  
 WMBD WSBT WKBB WISN  
 WOC WTAQ (sw-11.83)

Ted Husing will give a word  
 picture of the Kentucky Col-  
 onel's Dinner at the Kentucky  
 Hotel. Ferde Grofe will intro-  
 duce his newest composition,  
 "The Kentucky Derby Suite,"  
 which will be presented by a  
 23-piece orchestra.

NBC-Dance Orch.: WIBA WOWO  
 News: WHO WBBM  
 KOA-Golden Melodies  
 WCCO-Sportsmen's Special  
 WENR-Andy Kirk's Orch.  
 WFBM-Sports Review  
 WIBA-Continental Nights  
 WIND-Freddy Martin's Orch.  
 WIRE-Baseball Roundup  
 WKBB-Buddy Rogers' Orch.  
 WLW-Salute to City  
 WMAQ-Lou Breese's Orch.  
 WMT-Baseball; Cedar Rapids vs.  
 Decatur

WROK-Joe Gerken's Orch.  
 WTAM-Emerson Gill's Orch.  
 WTMJ-Let's Celebrate

**9:45 CST 10:45 CDT**  
 MBS-Eddie Leonard's Orch.: WGN  
 CBS-Kentucky Colonel's Dinner:  
 WFBM WBBM

NBC-Dance Orch.: (sw-6.14)  
 KWK-Rhythm & Romance  
 WIBA-Club Chanticleer  
 WIRE-Musical Post Office  
 WROK-News  
 WTMJ Today's Events

**10:00 CST 11:00 CDT**  
 NBC-Ben Cutler's Orch.: WBOW  
 WMAQ KSD KOA  
 NBC-Frank Trumbauer's Orches-  
 tra: WOWO WIBA  
 CBS-Red Norvo's Orch.: KMOX  
 WTAQ WSBT WKBB WBBM  
 WHAS

MBS-Art Kassel's Orch.: WGN  
 News: WFBM WJR WOC WLW  
 WMBD WISN  
 KWK-Sports Review  
 WCCO-Let's Celebrate  
 WCFL-Emil Flindt's Orch.  
 WENR-Music As You Desire It  
 WHO-To be announced  
 WIND-Ted Weems' Orch.  
 WKBB-News; Music  
 WTAM-Musical Bulletin Board  
 WTMJ-Last Word in Sports

**10:15 CST 11:15 CDT**  
 CBS-Red Norvo's Orch.: WKBB  
 WOC WJR WFBM WISN  
 NBC-Frank Trumbauer's Orch.:  
 WCFL

MBS-Art Kassel's Orch.: WIRE  
 KMOX-Vic Arden's Orch.  
 KWK-Organ Moods  
 WCCO-Cedric Adams  
 WHAS-World News  
 WHO-Oshkosh B'Gosh  
 WLW-Henry Busse's Orch.  
 WMBD-Sports; Program Review  
 WTAM-Music You Want  
 WTMJ-Dance Orch. to 1:00

**10:30 CST 11:30 CDT**  
 NBC-Dance Orch.: WIBA KOA  
 WLW WBOW WOWO  
 CBS-Ozzie Nelson's Orch.: WHAS  
 WKBB WMBD WKBB WFBM  
 WBBM WOC WJR WSBT  
 WISN (sw-11.83)

MBS-Bob Crosby's Orch.: WMT  
 WIRE KWK WGN  
 KMOX-Tomorrow Morning's  
 Headlines  
 WCCO-Rollie Johnson  
 WCFL-Emil Flindt's Orch.  
 WIND-Night Club of the Air

**10:45 CST 11:45 CDT**  
 CBS-Ozzie Nelson's Orch.: WCCO  
 NBC-Dance' Orch.: WENR  
 KMOX-Carl Loreh's Orch.  
 WIBA-Club Chanticleer

**11:00 CST 12:00 CDT**  
 CBS-Husk O'Hare's Orch.: WCCO  
 WKBB WSBT WFBM WBBM  
 WMBD WOC WJR KMOX  
 WISN

NBC-Val Olman's Orch.: WBOW  
 KOA WIBA  
 NBC-Barney Rapp's Orchestra:  
 WMAQ

MBS-Bert Block's Orch.: WMT  
 WGN WIRE KWK  
 WIND-Nite Watch  
 WKBB-Weather Report  
 WLW-Twenty-four Hour Review  
 WTAM-Geo. Hessherger's Orch.  
 End of Friday Programs

## BOYS WANTED

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 ambitious boys to sell RADIO  
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**MORNING**

**7:00 CST 8:00 CDT**  
NBC-Breakfast Club; News: WCFW WWOV WBOV (sw-15.21)  
CBS-Eton Boys, quartet: WFAM WTAQ WKBB (sw-21.52)  
NBC-The Wise Man: (sw-21.5)  
Musical Clock: WBBM WIBA WKBB WOC WIRE  
**7:15 CST 8:15 CDT**  
CBS-Richard Maxwell, songs: WFAM WTAQ (sw-21.52)  
NBC-Sunshine Express; News: KSD (sw-21.5)  
News: WCCO WMT WHO  
**7:30 CST 8:30 CDT**  
CBS-Fiddler's Fancy; News: WBBM WFAM KMOX (sw-21.52)  
Musical Clock: WMT WROK WBOW-Open Your Eyes  
WCBD-Dr. Gustav Edwards  
**7:45 CST 8:45 CDT**  
NBC-Landl Trio: KSD WMAQ (sw-21.5)  
News: WIND WTAD  
KWK-News; Rapid Service  
WBOW-Musical Clock  
WCCO-Mother Hubbard  
WHO-Favorite Melodies  
WIBA-Society Reporter  
WJJD-Salvation Army Choristers  
WKBB-Tune Tossers  
WKBH-Breakfast Melodies  
WLS-Don Wilson & His Singing Guitar  
WSBT-The Laff Parade  
WTAQ-Coffee Hour  
**8:00 CST 9:00 CDT**  
CBS-Lew White, organist: WOC WFBM KMOX (sw-21.52)  
NBC-Breen & de Rose, songs: WWOV WCFW WLW (sw-15.21)  
NBC-Amanda Snow, songs: KSD WMAQ (sw-21.5)  
MBS-Marriage Clinic: WIRE  
News: WAAF WKBB WMBD  
KWK-Musical Prgm.  
WBBM-Saturday Sunshine  
WCBD-Italian Musicale & News  
WFM-Sunshine Express  
WGN-Martha Crane & Helen Joyce  
WHA-Band Wagon  
WHO-Coffee Pot Inn  
WIND-Priscilla Holbrook, pianist  
WJJD-Bosworth Broadcast  
WLS-Junior Stars  
WROK-Musical Clock  
WSUI-Chamber Music Hour; Prgm. Calendar; Weather  
WTAD-Storyland Lady  
WTAQ-Mid-Morning Revue  
**8:15 CST 9:15 CDT**  
NBC-Viennese Ensemble: WWOV WLW WMAQ (sw-15.21)  
NBC-Charioteers: KSD WCFW (sw-21.5)  
CBS-Lew White, organist: WCCO WFBM WKBB WMBD (sw-21.52)  
KWK-It's a Natural  
WAAF- Bible Stories for Children  
WHA-Morning Melodies  
WHO-Melody Time  
WIND-Your Favorite Band  
WKBH-Uncle Bob  
WOC-Musical Clock  
WTAD-Musical Prgm.  
**8:30 CST 9:30 CDT**  
NBC-The Child Grows Up: KWK WWOV WMAQ (sw-15.21)  
CBS-Jewell Cowboy's Hillbilly Singers: WFBM WFAM WTAQ WCCO WKBB WMBD KMOX (sw-21.52)  
NBC-Music Internationale: WLW WCFW (sw-21.5)  
MBS-Tall Corn Time: WIRE  
Morning Melodies: WGN WHO  
WAAF-Canary Serenade  
WBOW- Radio Gospel  
WCBD-Rhythm Men  
WIBA-Today's Almanac; Society Reporter  
WIND-Eb & Zeb, sketch  
WJJD-III. Fed. of Women's Clubs  
WKBB-Musical Breakfast  
WLS-Prairie Ramblers  
WMT-Musical Clock  
WROK-Morning Devotions  
WSUI-Daily Iowan of the Air  
WTAD-Interchurch Revival  
**8:45 CST 9:45 CDT**  
CBS-Jewel Cowboys: WKBB  
NBC-Swing Serenade: WMAQ KWK KSD WBOW WIRE (sw-15.21)  
News: WLS WOC  
KMOX-Better Films Council; Organ Interlude  
KWK-Singing Cowboys  
WBBM-Saturday Sunshine  
WCFW-Bitter-Sweet Melodies  
WGN-Len Salvo, organist  
WHO-To be announced  
WIND-Swing Melodies  
WJJD-Story Book Lane  
WLW- Synagogue of the Air  
WMBD-Women of Today

WOWO-Modern Home Forum  
WROK-Town Crier  
WSUI-Morning Melodies  
WSUI-Service Reports  
WTAD-Thru Life's Window  
**9:00 CST 10:00 CDT**  
CBS-Cincinnati Conservatory of Music: WISN WKBB WFBM WOC (sw-21.52)  
Program: Trio for Piano, Violin and Cello, Opus 87 in B flat major (Beethoven), group of soprano solos—Le Temps des Lilas (Chasson), Les Abeilles (Fouadain) and L'Invitation au Voyage (Duparc), and a group of piano solos, Nocturne Op. 48, No. 1 in C minor (Chopin), The Prophet Bird (Schumann) and Triana (Albeniz).  
NBC-Florence Hale Radio Forum: WBOW WMAQ WIBA (sw-21.5)  
NBC-Vaughn de Leath, songs: WCFW WIRE (sw-15.21)  
MBS-Get Thin to Music: WGN  
News: WIND WROK  
KMOX-Carolyn Pryce  
KSD-Robert Hood Bowers' Band  
KWK-Top o' the Morning  
WAAF-Memory Lane  
WCBD-World of Sports  
WCCO-Musical Prgm.  
WFM-Shoppers' Guide  
WHO-May I Suggest?  
WJJD-Sons of the Pioneers  
WKBB-Rhythm & Romance  
WLS-High School on Parade  
WLW-Mail Bag  
WMBD-Messenger; Weather  
WMT-News; Melody Time  
WSUI-Chamber Music Hour  
WTAD-Man for the Right Job  
WTAQ-Hawaiian Melodies  
WTMJ-Carla Pestalozzi  
**9:15 CST 10:15 CDT**  
CBS-Cincinnati Conservatory of Music: WCCO KMOX  
NBC-Minute Men Quartet: WLS WWOV (sw-15.21)  
NBC-Ford Rush & Silent Slim: WMAQ WIBA WHO KSD (sw-21.5)  
MBS-Leo Freudberg's Orch.: WGN  
News: WKBB WMBD  
WAAF-Hog 'n' Harmony  
WBBM-Saturday Sunshine  
WBOW-Mid-morning Music  
WCBD-Lutheran Prgm.  
WCFW-To be announced  
WHA-News & Views  
WIND-Sons of the Pioneers  
WIRE-Old-Fashioned Hymn Singer  
WJJD-Sports Edition Handicapper  
WMT-Joe Fisher's Orch.  
WROK-On the Mall  
WSUI-Yesterday's Music  
WTAD-Round-Up  
WTAQ-Rhythm & Romance  
WTMJ-Don Alvarados  
**9:30 CST 10:30 CDT**  
NBC-Instrumental Ensemble: KSD WMAQ WHO WIBA WBOW (sw-21.5)  
CBS-Cincinnati Conservatory of Music: WFAM WMBD WKBB  
NBC-Our Barn, children's forum: WLS WIRE WWOV (sw-15.21)  
MBS-Army Band: KWK WGN  
WAAF-News; Swing High  
WCCO-Stocks  
WCFW-Peekers in the Pantry  
WHA-Musical Varieties  
WIND-Your Hollywood Reporter  
WJJD-Dental Society  
WKBB-Eb & Zeb, sketch  
WKBB-Venetian Varieties  
WLW-Hillbilly Tryouts  
WMBI-K. Y. B. Club  
WMT-Scotty  
WROK-Radio Rhythm  
WSUI-Book Shelf  
WTAQ-News; Merry-Go-Round  
WTMJ-Boy Scouts  
**9:45 CST 10:45 CDT**  
NBC-Serving the Consumer, talk: WMAQ WHO WIBA WBOW (sw-21.5)  
MBS-Army Band: WMT WLW  
WAAF-Foolish Questions  
WBBM-Saturday Sunshine  
WCCO-Dr. O'Brien  
WIND-Valparaiso Univ. Prgm.  
WKBB-Garden Club of the Air  
WKBB-Songtime  
WROK-Musicale  
WSUI-Prgm. Calendar  
WTAD-Bee & Vee  
WTMJ-Morning Melodies  
**10:00 CST 11:00 CDT**  
CBS-Melody Ramblings: WCCO WFAM WISN WKBB KMOX WOC (sw-21.52)  
NBC-Call to Youth: WWOV WCFW WIBA  
NBC-Abram Chasin's Music Series: WBOW WHO WMAQ KSD  
MBS-This Wonderful World: KWK Magic Kitchen: KMOX WMT  
WAAF-Front Page Drama  
WBBM-Meet Chicago  
WFBM-Morning Serenade  
WGN-Poetry, New and Old  
WHA-Homemakers

WIND-Sketches in Melody  
WIRE-To be announced  
WJBC-Personality Hour  
WJJD-High School Hour  
WKBH-Home Economics  
WLS-Program Review; Markets  
WLW-My Health  
WMBD-Adventures in Scoutland  
WMT-Magic Kitchen  
WROK-News and Markets; Organ  
WSUI-Iowa State Teachers Assn. Prgm.  
WTAD-News  
WTAQ-Piano Improvisations  
WTMJ-What's New in Milwaukee?  
**10:15 CST 11:15 CDT**  
NBC-Carl Weymann, sop.: WIBA WWOV (sw-15.21)  
CBS-Armour Institute Glee Club: WCCO WFAM WBBM WMBD WOC  
MBS-Tall Corn Time: WMT KWK WLW  
News: WAAF WISN  
WBOW-Stars Over Manhattan  
WCBD-Famous Orchestra  
WCFW-New Songs  
WGN-Musical Mail Box  
WHO-Women in the News  
WIND-Priscilla Holbrook, pianist  
WJBC-Riddle Time  
WKBB-Your Home  
WLS-Wm. O'Connor, trn.  
WMBI-Teen-Age Bible Study  
WROK-Musicale  
WTAD-Variety Prgm.  
WTAQ-Hollywood on Parade  
**10:30 CST 11:30 CDT**  
NBC-Nat'l Farm & Home Hour: WBOW WMAQ WIBA (sw-15.21)  
Speakers: Kenben Brigham, "4-H Club Members Capitalize on Opportunities at Home"; 4-H Club members from Washington state discuss topic "It's Camp Time."  
NBC-Rex Battle's Ensemble: KSD WHO WIRE  
CBS-George Hall's Orch.: WKBB WCCO WOC WKBB WFAM KMOX WISN (sw-21.52)  
KWK-News; Musical Interlude  
WAAF-This Feminine World  
WBBM-American Dental Assn  
WCFW-Youth 'Round the World  
WFBM-Children's Hour  
WGN-Quin Ryan's News  
WIND-Gary Civic Theater Prgm.  
WJBC-Petite Musicale  
WJJD-Judge J. M. Braude, talk  
WLS-Howard Peterson, organist  
WLW-News; Livestocks  
WMBD-Sweetheart Time  
WMBI- Church School Hour  
WMT-To be announced  
WOC-Radio Bazaar  
WOWO-Market Service  
WROK-Woman's Forum, Kaye Kreamer  
WSUI-The Book Shelf  
WTAQ-Mailman  
WTMJ-Farm Roundup  
**10:45 CST 11:45 CDT**  
NBC-Nat'l Farm & Home Hour: KWK WLW  
NBC-Rex Battle's Ensemble: WCFW  
WAAF-Markets; Sweet & Slow  
WBBM-Old King Cole  
WGN-Quarter Hour Musical  
WHA-Chantarelle Trio  
WHO-To be announced  
WIND-Fred Beck, organist  
WJBC-Peggy Payne & Pioneers  
WJJD-Debator's Forum  
WLS-Across the Mike  
WMBD-Bandwagon  
WMT-Kiddies Revue  
WOC-Screenfans' Prgm.  
WOWO-Fun & Stuff  
WROK-Kiddies Club  
WSUI-Farm Flashes  
WTAD-Y.M.C.A. Prgm.  
WTAQ-Farmhands  
WTMJ-Mello Cello  
**11:00 CST 12:00 CDT**  
CBS-Oriental: WCCO WBBM WOC WKBB WKBB WSBT WISN (sw-21.52)  
NBC-Val Olman's Orch.: WMAQ WIRE (sw-15.33)  
News: WIND WJJD WTAD  
KMOX-Magic Kitchen  
KSD-Sports Preview  
WAAF-Symphonic Hour  
WBAA-Just Kids  
WCFW-Hit Review  
WGN-Man on State Street  
WHA-Parents' Question Box  
WJBC-Take It For Granted  
WLS-Merry-Go-Round  
WLW-To be announced  
WMBD-Juvenile Theater  
WMBI-Piano & Organ Duets  
WSUI-High School News Exch.  
WTAD-Women's Variety Prgm.  
WTMJ-Blue Room Ensemble  
**11:15 CST 12:15 CDT**  
CBS-Rhythmairs: WCCO WOC WBBM WKBB WKBB WSBT WISN (sw-21.52)  
WBAA-Don't Listen  
WCFW-Luncheon Concert  
WGN-Alice Blue, pianist  
WHA-Old Song Book

WIND-Swing Melodies  
WJBC-Parade of Bands  
WJJD-Chic MacGregor's Orch.  
WKBH-Club Calendar  
WLS-Grain Market Summary  
WMBI-Gospel Message  
WMT-Rhythm & Romance  
WROK-Bob Wilson  
WROK-Helen Benson, Cowgirl  
WSUI-Musical Varieties  
**11:30 CST 12:30 CDT**  
NBC-Ray Kinney's Orch.: KWK WLW WMAQ WWOV (sw-15.21)  
CBS-Buffalo Presents' WSBT WKBB WOC WKBB WCCO WBBM WIBA (sw-21.52)  
NBC-Your Host Is Buffalo: WCFW (sw-15.33)  
MBS-Carnegie Tech Symphony Orch.: KWK  
WBAA-H. S. Guest Prgm.  
WBOW-Presenting  
WFBM-Mid-day Meditation  
WGN-Markets; Midday Service  
WHA-Consumer Facts  
WIND-Bob Atcher, songs & guitar  
WISN-German Hour  
WJBC-Morning Concert  
WJJD-Uncle Joe & Aunt Sally  
WLS-Markets; News  
WMBD-Thrift Message; Police Bulletins  
WMBI-Young People's Hour  
WMT-Ralph Slade's Orch.  
WROK-Helene Kimberley, Songs  
WSUI-Scene News  
WTAD-Police News  
WTMJ-Spam  
**11:45 CST 12:45 CDT**  
KSD-News; Markets  
WBBM-Chicago Park District  
WCCO-Safety Talk  
WCFW-Know Yourself  
WFBM-March of Farm Credit  
WHA-Organ Melodies  
WIRE-Safety Club  
WJBC-Guest Artists  
WLS-Market Summary  
WLW-Voice of the Farm  
WMBD-Window Shopper  
WMT-News  
WOC-Governor Kraschel  
WROK-Round the Town  
WSBT-Man on the Street  
WSUI-Farm Flashes  
WTAD-YMCA Prgm.  
WTAQ-News; Musical Interlude  
WTMJ-Personal Interview

**AFTERNOON**

**12:00 CST 1:00 CDT**  
CBS-Madison Ensemble: WOC WSBT WKBB WTAQ KMOX WCCO WKBB  
NBC-Jean Ellington, songs: KWK WMAQ WWOV WIRE (sw-15.21)  
NBC-Music for Everyone: WCFW WLW (sw-15.33)  
MBS-Spotlight Revue: WGN  
News: WJBC WMBD WTAD  
KSD-St. Louis Police Quartet  
KWK-To be announced  
WAAF-Don Bolt, news  
WBAA-Market Reports  
WBOW-Street Reporter  
WBBM-Man on the Street  
WCBD-J. C. O'Hair  
WCCO-Markets

WFBM-Markets; Farm Bureau Prgm.  
WHA-Musicale  
WHO-Corn Belt Hour  
WIBA-Noon Interlude  
WIND-Lupi, Italian Prgm.  
WISN-Musical Heat Wave  
WJJD-Kinney's Hawaiians  
WLS-Poultry Service Time  
WMT-Cedar Valley Hillbillies  
WSUI-Len Carroll's Orch.  
WTMJ-Heinie's Grenadiers  
**12:15 CST 1:15 CDT**  
NBC-Music for Everyone: KSD  
NBC-Kiddoodlers, vocal & instrumental quartet: WWOV WMAQ (sw-15.21)  
WAAF-Soliloquy  
WBAA-Saturday Musical Review  
WBBM-Meet the Missus  
WBOW-To be announced  
WFBM-Hoosier Farm Circle  
WJBC-Inquiring Mike  
WJJD-Doug Hope Review  
WKBB-News  
WKBB-Man on the Street  
WLS-Home Talent Prgm.  
WMBD-Town Crier; Markets  
WMT-Question Man; Voice of Iowa  
WROK-Column Left, News  
WTAD-Cy & Freckles  
WTAQ-Man on the Street  
**12:30 CST 1:30 CDT**  
NBC-Bill Krenz' Orch.: WWOV WMAQ WLW (sw-15.21)  
CBS-Motor City Melodies: WSBT WTAQ KMOX  
NBC-Campus Capers; Orch. & Vocalist: KSD WHO WCFW (sw-15.33)  
News: KWK WHO WOC  
WAAF-Markets; Waltztime  
WBAA-Lou Schilling's Orch.  
WBOW-On the Mall  
WBBM-Flanagrams  
WCBD-Rhythm Men  
WCCO-First Edition  
WFBM-Bohemians  
WHA-Farm Prgm.  
WIND-Musical Varieties  
WIRE-Reporter  
WKBB-Man on the Street  
WKBB-Luncheon Music  
WLS-Man on the Farm  
WMBD-Farm News  
WMT-Markets; Hillbillies  
WROK-Couple on the Street; Treasure Chest  
WSUI-Forensic Tournament, debate  
WTAD-Farm; Markets; Weather  
WTMJ-Home Harmonizers  
**12:45 CST 1:45 CDT**  
CBS-Motor City Melodies: WCCO WOC  
To be announced: WIND WJJD  
WAAF-Charlie Johnson, Duke of the Uke  
WBAA-Tune Time; Chas. Powell  
WBBM-Dugout Dope  
WBOW-Tune of the Day  
WCBD-Front-Page Drama  
WCFW-Baseball Interviews  
WGN-The Lead-Off Man  
WHO-Earl E. May Prgm.  
WIBA-Melody Moments  
WIRE-Noon-day Headlines  
WKBB-Song Hit of the Day  
WKBB-News  
WMBD-Townsmen Quartet; Oddities

**SATURDAY  
May 7**

WMT-Iowa Cornhuskers  
WROK-Leonard Condon, Seed Talk, Home Folks Hour  
WTMJ-Y. M. C. A. Talk  
**1:00 CST 2:00 CDT**  
CBS-Merrymakers: WOC WSBT WFBM WCCO WTAQ WKBB WISN  
NBC-Musical Arts Chorus of Easton, Pa.: WWOV WIBA (sw-15.21)  
Program will consist of a portion of "The Pilgrim's Progress" by Edgar Stilleman Kelley, dean of American composers, who celebrates his 81st birthday this month.  
NBC-Golden Melodies: WHO KSD WLW KWK WBOW WMAQ (sw-15.33)  
MBS-Music Hall From London: WIRE WMT WMAQ  
KMOX-Inquiring Reporter  
WAAF-Sunshine & Happiness  
WBAA-Radio Stage  
WBBM-Baseball; Chicago Cubs vs. Boston Bees  
WCBD-Polish Prgm.  
WCFW-Baseball Game  
WHA-Taxation in Wisconsin  
WKBB-Avanelle De Witt  
WLS-Home Talent Prgm.  
WMBD-Man on the Street  
WTAD-News  
WTMJ-News; Police & Weather; Luncheon Concert  
**1:15 CST 2:15 CDT**  
NBC-Musical Arts Chorus: WWOV WIBA (sw-15.21)  
CBS-Merrymakers: KMOX  
WHA-Deutsche Musik Stunde  
WHO-To be announced  
WKBB-Kal Kalsow's Orch.  
WLS-Homemakers' Hour  
WMBD-Party Line Melodies  
WTAD-Quincy Marches On  
**1:30 CST 2:30 CDT**  
CBS-Music Festival: WOC KMOX WISN WKBB WSBT WTAQ WFBM (sw-15.27)  
Program from Southern California Music College.  
NBC-Swingology, variety prgm.: WMAQ WHO WBOW KSD (sw-15.33)  
NBC-Ricardo's Orch.: WWOV WIBA WLW (sw-15.21)  
KWK-News  
WBAA-Mother's Day Prgm.  
WCBD-Famous Orchestra  
WCCO-Tax Payer's Ass'n  
WIND-Dance Orch.  
WMBD-To be announced  
WROK-Junior Air Stars  
WTAD-Baseball Game  
WTMJ-Garden Talk  
**1:45 CST 2:45 CDT**  
CBS-Music Festival: WKBB WCCO  
WIND-Remote Control  
WMBD-Matinee Melodies  
WROK-Melody Time  
WTMJ-Luncheon Concert  
**2:00 CST 3:00 CDT**  
NBC-Calling All Stamp Collectors: WHO WBOW WMAQ (sw-9.53)  
(Continued on Next Page)

**HOOSIER HOT SHOTS**

**The Rural Rhythm Boys**  
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7:00 to 8:00 P.M., CST

**The Alka-Seltzer National Barn Dance**

# SATURDAY

## May 7

(2:00 p.m. Continued)

**CBS-Excelsior Handicap:** WOC WISN WMBD WKBH KMOX WKBB WTAQ WFBM WSBT WCCO (sw-15.27)  
The Excelsior Handicap, run at Jamaica, will be called by Brian Field.

**NBC-Club Matinee, variety prgm.:** WTMJ WIBA WENR WMT WIRE WOWO WLW (sw-15.21)  
KWK-Baseball Warm-up WAAF-News Flashes; Weather WBAU-Baseball; Chicago vs. Purdue  
WGN-Baseball; Cubs vs. Boston  
WHA-Music of the Masters  
WMBI-String Choir  
WROK-News; Ten Minutes with You  
WSUI-Baseball Game

**2:15 CST 3:15 CDT**  
NBC-Men of the West, quartet; WBOW WHO WMAQ (sw-9.53)  
KMOX-Dope from the Dugout; Baseball Game  
KWK-Man in the Stands  
WAAF-Matinee Melodies  
WFBM-Jordan Conservatory  
WROK-Two Guitars

**2:30 CST 3:30 CDT**  
CBS-Charles Paul, organist: WOC WKBB WTAQ WMBD WFAM WISN KMOX WKBH WFBM (sw-15.27)  
NBC-Top Hatters; Jan Savitt's Orch.: WHO WMAQ WBOW (sw-9.33)  
Baseball Game: KWK WIRE  
WMBI-△ Radio Bible School  
WROK-Rhythm Before Three

**2:45 CST 3:45 CDT**  
CBS-Kentucky Derby Scratches: WKBH WKBH WMBD WFAM WISN WOC WFBM WTAQ (sw-15.27)  
KWK-Musical Prgm.  
WAAF-Jimmie Kozak, pianist  
WBBM-Tenth Inning  
WCCO-Baseball  
WFBM-Rhythm Rendezvous  
WISN-Musicale

**3:00 CST 4:00 CDT**  
NBC-Great Plays: WHO WMAQ WIBA WTMJ KSD (sw-9.53)  
CBS-Big Twelve Music Festival: WKBH WKBH WMBD WFAM WOC WTAQ WBBM (sw-15.27)  
NBC-Rakov's Orch.: WENR WLW WOWO (sw-15.21)  
Baseball Game: WISN WMT  
WAAF-Rhubaba Beat  
WBOW-Baseball; St. Louis vs. Philadelphia  
WCFL-Rainbow Melodies  
WGN-Bill Anson  
WHA-Players  
WJBC-Children's Hour  
WMBI-Mother Ruth  
WROK-Melodettes Trio

**3:15 CST 4:15 CDT**  
CBS-Big Twelve Music Festival; News: WMBD  
MBS-Bill Butler's Ramblers; WGN WAAF-American Legion Band  
WBOW-Baseball; St. Louis vs. Chicago  
WCFL-Afternoon Musicale  
FWBM-Jordan Conservatory  
WROK-Musicale

**3:30 CST 4:30 CDT**  
NBC-Jimmy Richards' Orch. WLW WENR WOWO  
CBS-Will McCune's Orch.: WFAM WBBM WOC WTAQ WMBD (sw-15.27)  
MBS-Art Kassel's Orch.: WGN WAAF-Organ Melodies  
WHO-To be announced  
WJBC-News Flashes  
WKBH-Student Recital  
WLW-Truly American  
WMBI-Sacred Music  
WROK-△ Children's Bible Story Hour

**3:45 CST 4:45 CDT**  
CBS-Will McCune's Orch.: WKBH WAAF-Jimmie Kozak, pianist  
WFBM-Flanner House  
WJBC-Classified Time  
WMBI-Foreign Language Service  
WROK-Easy to Remember

**4:00 CST 5:00 CDT**  
CBS-News; Ben Feld's Orch.: WMBD WTAQ WKBH WFAM  
NBC-El Chico Spanish Revue; News: WMAQ WIBA WHO (sw-9.53)  
NBC-Tune Twisters: WOWO WENR WMT  
CBS-Ed Thorgersen, sports: (sw-15.27)  
MBS-Len Salvo, organist: WGN WIRE  
KSD-News; Gabriel Heatter, commentator  
WAAF-James Hamilton, bar.  
WBBM-Truman Bradley, comm.  
WCBD-J. C. O'Hair

WCCO-Jingling Sam  
WFBM-Scholarship Hour  
WGN-Swing It  
WHA-Organ Reverie  
WIND-The Stamp Man  
WJBC-High School Group  
WJJD-Kinney's Hawaiians  
WKBH-To be announced  
WLW-Truly American  
WROK-News; Musicale  
WTMJ-Variety Revue

**4:15 CST 5:15 CDT**  
CBS-The Kentucky Derby: WTAQ WKBH WFAM WISN WBBM WOC (sw-15.27)  
Ted Husing and Bob Trout will describe the 64th running of the famed Blue Grass Classic. The Kentucky Derby was first run in 1875 when the great Aristides captured the winner's share of the \$2,850 purse. Last year War Admiral took down the victor's portion of a \$52,050 prize. This year the sensational Stagehand, trained by Earl Sante, and winner of the Santa Anita Handicap and Derby, is a heavy winter book favorite.

NBC-To be announced; News: WOWO (sw-15.21)  
NBC-El Chico, Spanish Revue; News: KSD  
MBS-"Schemes That Skin," drama: WGN  
WAAF-City Manager Committee, talk; Tea Dance  
WCBD-American Legion  
WCCO-Tourist Bureau  
WCFL-To be announced  
WENR-Music Circle  
WGN-Afternoon Serenade  
WHO-Baseball Resume  
WIND-Let's Dance  
WISN Show Window  
WJJD-Suppertime Frolic  
WMBD-News; Pet Corner  
WROK-Two Little Girls in Blue

**4:30 CST 5:30 CDT**  
CBS-Kentucky Derby: WMBD WKBH WTAQ WCCO KMOX WOC (sw-15.27)  
NBC-Chesterfield Daily Sports Column with Paul Douglas: WENR WOWO WHO WLW KSD (sw-15.21)  
NBC-Chick Webb's Orch.: WIBA WMAQ  
MBS-Jam & Jive: WGN WIRE  
News: WIND WJBC  
To be announced: WMAQ WMBD WCBD  
KSD-Sportlights  
WAAF-Sport Shorts  
WBBM-Howard Neumiller  
WCBD-Jungle Jim  
WCFL-Musical Prgm.  
WFAM-Playshop of the Air  
WHA-U. S. Weather Bureau  
WIRE-Jam & Jive  
WKBH-Rose Green, pianist  
WLW-Allan Franklyn, sports  
WROK-Radio Rhythm

**4:45 CST 5:45 CDT**  
CBS-Kentucky Derby: WKBH WTAQ WKBH (sw-15.27)  
NBC-Religion in the News: WHO WMAQ (sw-9.53)  
NBC-Chick Webb's Orch.: WENR WOWO WLW (sw-15.21)  
KSD-Camera Club of the Air  
WAAF-Hollywood Brevities  
WBBM-Missus Goes to Market  
WCBD-B'nai Brith  
WCFL-Hit Revue  
WFAM-Baseball Scores; News  
WIND-Musical Interlude  
WISN-Tenth Inning  
WJBC-Shimmin Sisters Trio  
WJJD-Suppertime Frolic  
WMBD-Bargain Counter  
WROK-Musicale  
WSUI-Daily Iowan of the Air

**5:00 CST 6:00 CDT**  
CBS-Winners of Columbia's Chorus Quest: WCCO WOC WFAM WISN WTAQ WMBD WKBH WOWO (sw-11.87)  
NBC-Kaltenmeyers Kindergarten Variety Prgm.: WMAQ KSD WHO WBOW WIRE WIBA (sw-9.53)  
NBC-△ Message of Israel: WENR WOWO (sw-11.87)  
MBS-Marry Welks' Orch.: WGN KMOX-Piano Recital  
KWK-Home-Plate Interviews  
WAAF-Shadowland  
WBBM-John Harrington, sports  
WCFL-News  
WFBM-Safety Question Box  
WIND-German Hour  
WKBH-Kiddies' Hour  
WLW-Soil Conservation  
WMT-Tonic Tunes  
WROK-Mastertone Studios  
WSUI-Dinner Hour Prgm.  
WTAD-Missouri Express  
WTAM-Emerson Gill's Orch.  
WTMJ-News: Gabriel Heatter

**5:15 CST 6:15 CDT**  
CBS-Winners of Columbia's Chorus Quest: KMOX WFBM KWK-Al Sarli's Jam Session  
WBBM-Dave Bacal & Four Notes  
WCFL-Armour Institute of Technology Speaker  
WGN-To be announced  
WHA-Dr. Charles Welch

# Good Listening for Today

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated

## AFTERNOON

4:15 CST (5:15 CDT) KENTUCKY DERBY, CBS.  
5:30 CST (6:30 CDT) COLUMBIA WORKSHOP, dramatization, CBS.

## NIGHT

6:30 CST (7:30 CDT) JOHNNY PRESENTS Russ Morgan's orchestra; Jack Johnstone's dramas; Genevieve Rowe and the Swing Fourteen; Glenn Cross; Floyd Sherman, CBS.  
7:00 CST (8:00 CDT) PROFESSOR QUIZ, CBS.  
7:00 CST (8:00 CDT) NATIONAL BARN DANCE, Joe Kelly, m.c.; guests, NBC-Blue.  
8:00 CST (9:00 CDT) LUCKY STRIKE HIT PARADE, Mark Warnow's orchestra, vocalists, quartet; Mady Christians, guest, CBS.  
7:00 CST (8:00 CDT) SYMPHONY ORCHESTRA, Pierre Monteux, guest conductor; John Powell, guest, NBC-Red.

WMT-Parade of Features  
WROK-Sport Review  
WTMJ-Heinie's Grenadiers

**5:30 CST 6:30 CDT**  
NBC-Uncle Jim's Question Bee (G. Washington Coffee): WMAQ (sw-11.87)  
CBS-Columbia Workshop: WKBH WFAM WCCO WOC (sw-11.83)  
NBC-Joe Sudy's Orch.: KSD KWK WOWO  
News: WIBA WKBH WTAD WHO  
KMOX-Musical Interlude  
WAAF-There Was a Time When  
WBBM-Shirley Sadler  
WBOW-Medical Ass'n  
WCBD-Jungle Jim, sketch  
WCCO-Tourist Bureau  
WCFL-Evening Serenade  
WENR-Dinner Date  
WFBM-S. A. R. Prgm.  
WGN-Sports  
WIRE-Outside Looking In  
WISN-Show Window  
WMBD-Feoria's Church World  
WMT-Gov. Kraschcel, talk  
WROK-Organ

**5:45 CST 6:45 CDT**  
NBC-Joe Sudy's Orch.: WENR NBC-Barry McKinley, bar.: WHO  
MBS-Pancho's Orch.: WGN News: WFBM WKBH WLW Sports: WKBH WMBD  
KSD-Alpine Varieties  
WAAF-Bandstand  
WBBM-We the Wives  
WBOW-Welfare Prgm.  
WCBD-B'nai Brith  
WCCO-To be announced  
WCFL-Hal Totton, sports  
WIBA-Today's Birthdays; Sports  
WISN-Sports Parade  
WMT-Sports; News  
WROK-Dance Hour  
WSUI-Daily Iowan of the Air  
WTAD-What's Your Answer  
WTAQ-Frankie & Johnny  
WTMJ-Sport Flash

WHA-Dr. Charles W. Welch  
WHO-To be announced  
WKBH-Sweetheart Serenade  
WLS-Howard Peterson, organist  
WMBD-News  
WTAD-Cy & Freckles  
WTMJ-Sports Pelldown

**6:30 CST 7:30 CDT**  
CBS-Johnny Presents Russ Morgan & His Orch. (Philip Morris); Jack Johnstone dramas; Genevieve Rowe and the Swing Fourteen; Glenn Cross, tr.; Floyd Sherman, tr.: WJR WFBM WBBM (sw-11.83) (also at 9:30 p.m.)

MBS-To be announced: WGN  
NBC-Enric Madruguera's Orch.: KSD WIBA WIRE WBOW WMAQ KWK WHO (sw-9.53)  
MBS-Original Play: WMT WCFL "John Keats, Human Being," an original play by Benjamin Lee, will be dramatized.  
To be announced: KMOX WISN WLW  
KWK-Feature Parade  
WCBD-Gems of Music  
WCCO-Musical Prgm.  
WFAM-The New Yorkers  
WHA-Studio Talent  
WIBA-Univ. International Club  
WKBH-Hits & Encores  
WKBH-Dinner Music  
WLS-Barn Dance Party  
WMBD-Happy Family  
WOC-Twilight Musicale  
WROK-Evening Melodies  
WSUI-Mother's Day Dinner  
WTAD-Dust Off the Diamond  
WTAM-Jewish Fed. Prgm.  
WTAQ-American Weekly  
WTMJ-Dance Orch.

**6:45 CST 7:45 CDT**  
NBC-Original Play: (sw-11.87)  
WCBD-The Sport of Kings  
WHO-This Business Week  
WKBH-News  
WKBH-Evening Serenade  
WOC-Jungle Jim, sketch  
WTAQ-Sports Column of the Air

**7:00 CST 8:00 CDT**  
CBS-Prof. Quiz with Bob Trout (Nash Motor Car Co.): WFBM KMOX WHAS WBBM WCCO WJR WISN (sw-11.83) (also KNX KSL at 10 p.m.)  
Guest: Gov. Happy Chandler. For details of contest on this program turn to the inside back cover.

NBC-Alka-Seltzer National Barn Dance; Henry Burr; Verne Lee & Mary, Hoosier trio; Lulu Belle & Scotty; Uncle Ezra; Lucille Long & Joe Kelly, m.c.; Guests: WLS WLW WMT WIBA WTMJ (sw-11.87) (also see 9 p.m.)

NBC-Symph. Orch.: WTAM WHO WBOW KSD WMAQ WIRE (sw-9.53)  
Guest: John Powell, pianist-composer.  
MBS-Drums, drama: WGN KWK WCBD-Swing Session  
WCFL-Labor Flashes  
WIND-News & Music  
WKBH-Dubuque Star Revue  
WKBH-To be announced  
WMT-Rhythm & Romance  
WOC-Organ Moods  
WROK-△ Fireside Bible Talks  
WSBT-Curtain Calls  
WTAQ-Pearl Island Troubadours

**7:15 CST 8:15 CDT**  
NBC-Symph. Orch.: WIRE KSD-News; Dick Leibert, organist  
WCFL-Montparnasse  
WIND-Book Review  
WKBH-Sentimental Music  
WMT-Bohenian Frolic  
WTAQ-House of Peter McGregor

7:30 CST 8:30 CDT  
CBS-Saturday Night Serenade (Pet Milk); Mary Eastman, sopr.; Bill Perry, tr.; The Serenaders: Gus Haenschen's Orch.: WMBD WBBM WHAS KMOX WJR WBBM  
NBC-Symph. Orch.: WTAM WMAQ WIRE  
CBS-Rhythm Rendezvous: WOC (sw-11.83)  
MBS-Pat Barnes & Barnstormers: WGN  
KSD-Community Forum  
KWK-Feature Parade  
WBOW-Musical Workshop  
WCCO-Musical Prgm.  
WCFL-Herr Louie & the Weasel  
WIND-Jimmy Jackson's Orch.  
WKBH-Bordertown Barbecue  
WKBH-Rapid Ad  
WISN-Curtain Calls  
WROK-Battle of Music  
WSBT-Beauty for Sale  
WTAQ-News

**7:45 CST 8:45 CDT**  
WBOW-Central Singers  
WCCO-Musical Prgm.  
WIND-Rhythm in Brass  
WKBH-Jimmie Jones Trio  
WROK-The Wanderers  
WTAQ-Dance Orch.

**8:00 CST 9:00 CDT**  
CBS-Lucky Strike Hit Parade; Marek Warnow's Orchestra; Fredda Gibson & Buddy Clark, vocalists; Songsmiths Quartet; Guest: WISN WCCO WMBD WBBM KMOX WTAQ WHAS WJR WOC WKBH WKBH WFBM WSBT (sw-11.83)  
Guest: Mady Christians, one of Samuel Goldwyn's foreign screen finds.

MBS-Renfro Barn Dance (Allis Chalmers Co.): WLW  
NBC-Symph. Orch.; Guest Cond.: KSD WTAM WMAQ WTMJ WIRE  
The music detail for this program may be found on page 7 this week.  
NBC-Design for Music: WBOW WMT KWK (sw-11.87)  
KOA-Comedy Stars of Broadway  
WCFL-Insurance talk  
WGN-Ennio Bolognini's Orch.  
WIBA-Charles Rehl  
WIND-Freddy Martin's Orch.  
WLS-Barnyard Jamboree  
WCCO-Musicale

**8:15 CST 9:15 CDT**  
KOA-Sports  
WCFL-Musical Prgm.  
WIBA-Club Chanticleer  
WIND-Ted Weems' Orch.  
WROK-News; Symphonic Hour

**8:30 CST 9:30 CDT**  
NBC-Family Party (Allis Chalmers); Everett Mitchell, m.c.; Annette King; Joe Du Mond; Joseph Gallicchio's Orchestra: KOA WLS WTMJ WIBA WMT WBOW

NBC-Al Roth's Orch.: WIRE WTAM KSD WMAQ (sw-9.53)  
NBC-Dick Gasparre's Orch.: KWK (sw-11.87)  
MBS-Bunny Berigan's Orch.: WGN KWK  
WCFL-Perry Como, songs  
WHO-Sunset Corners Frolic  
WIBA-The Family Party  
WIND-Tommy Ott, organist  
WLW-Plantation Party

**8:45 CST 9:45 CDT**  
CBS-Capital Opinions: WKBH WBBM WTAQ WISN WOC KMOX WSBT WCCO WKBH WMBD WFBM (sw-11.83)  
News: WROK WIND  
WCCO-Sportsmen's Special  
WCFL-Isham Jones' Orch.  
WFBM-Home Life Hour  
WHA-Kentucky Play Party  
WJR-Musical Prgm.  
WKBH-Dance Orch.  
WMBD-Value Hints

**9:00 CST 10:00 CDT**  
NBC-Alka-Seltzer Barn Dance: WTMJ KOA KWK WBOW WMT (also at 7 p.m.)  
CBS-Jack Crawford's Orch.: WISN WJR WFBM WSBT WBBM WMBD WKBH WCCO (sw-11.83)  
NBC-To be announced: WIRE WMAQ KSD WTAM (sw-9.53)  
MBS-Jack Russell's Orch.: WGN KMOX-Five Star Final News  
WCFL-Make Believe Danceland  
WIBA-News  
WIND-Jimmy Jackson's Orch.  
WJJD-Sons of the Pioneers  
WLS-Tall Story Club  
WLW-Henry Busse's Orch.  
WOC-Turner Hall Prgm.  
WROK-Howard LeRoy's Music

**9:15 CST 10:15 CDT**  
CBS-Jack Crawford's Orch.: WKBH WKBH WTAQ WFBM  
MBS-Jimmy Dorsey's Orchestra: WGN  
Sports Review: KMOX WHO WIBA-Club Chanticleer  
WIRE-News

# Frequencies

KMOX-1090	WJBC-1200
KOA-830	WJJD-1130
KSD-550	WJR-750
KWK-1350	WKBH-1500
WAAF-920	WKBH-1380
WBAA-890	WLS-870
WBBM-770	WLW-700
WBOW-1310	WMAQ-670
WCBD-1080	WMBD-1440
WCCO-810	WMBI-1080
WCFL-970	WMT-600
WENR-870	WOC-1370
WFAM-1200	WOWO-1160
WFBM-1230	WRJN-1370
WGN-720	WROK-1410
WTA-940	WSBT-1360
WHAS-820	WSUT-880
WHO-1000	WTAD-900
WIBA-1280	WTAM-1070
WIND-560	WTAQ-1330
WIRE-1400	WTMJ-620
WISN-1120	

WLW-Allan Franklyn, sports  
WMBD-Value Hints  
WROK-Musicale

**9:30 CST 10:30 CDT**  
CBS-Johnny Presents Russ Morgan (Philip Morris): WHAS WFBM KMOX WISN WCCO WOC (also see 6:30 p.m.)

CBS-Benny Goodman's Orch.: WJR WFBM WSBT WTAQ (11.83)  
NBC-Horace Heidt's Orch.: WLW NBC-George Crook, organist: WTAM (sw-9.53)  
News: WBBM WKBH  
WFBM-Sports Review  
WIBA-Saturday Concert  
WIND-Freddy Martin's Orch.  
WIRE-Baseball Roundup  
WKBH-Dance Orch.  
WLS-Fireside Party  
WLW-To be announced  
WMAQ-Charlie Agnew's Orch.  
WMBD-Harry Hill's Orch.  
WROK-Joe Gerken's Orch.

**9:45 CST 10:45 CDT**  
NBC-King's Jesters: KSD WTAM WIRE (sw-9.53)  
CBS-Benny Goodman's Orch.: WBBM  
WCCO-Cecil Hurst's Orch.  
WFBM-To be announced  
WKBH-World Dances  
WROK-News  
WTMJ-Today's Events

**10:00 CST 11:00 CDT**  
NBC-Val Ohnan's Orch.: WTAM KSD  
CBS-Art Kassel's Orch.: WISN WTAQ WKBH WBBM WSBT KMOX WCCO  
NBC-Horace Heidt's Orch.: WBOW WIBA (sw-6.14)  
MBS-Dance Orch.: WGN WIRE  
News: WFBM WHO WMBD WJR WOC  
KOA-Junior Police Band  
KWK-Sports Review  
WCFL-Emil Flindt's Orch.  
WFBM-News  
WHA-Kentucky Play Party  
WIBA-Indian Room  
WIND-Ted Weems' Orch.  
WKBH-News; Music  
WLS-National Barn Dance  
WLW-Paul Sullivan, news  
WMAQ-Andy Kirk's Orch.  
WMT-Electric Park Band  
WTMJ-Last Word in Sports

**10:15 CST 11:15 CDT**  
CBS-Art Kassel's Orch.: WJR WKBH WFBM WOC  
MBS-Dance Orch.: KWK WLW KMOX-Carl Lorch's Orch.  
WCCO-News  
WHO-To be announced  
WMBD-Sports; Program Review  
WTMJ-Dance Orch. to 1:00

**10:30 CST 11:30 CDT**  
NBC-Freddy Martin's Orch.: WMT KWK WCFL  
CBS-Nat Brandwynne's Orch.: WKBH WMBD WOC WSBT WISN KMOX WJR WFBM WBBM (sw-6.12)  
NBC-Blue Barron's Orch.: WLW WTAM WBOW  
MBS-Bob Crosby's Orch.: WGN WIRE  
KOA-Girls of the West & West-ernaires  
WCCO-Rollie Johnson  
WIBA-Club Chanticleer

**10:45 CST 11:45 CDT**  
CBS-Nat Brandwynne's Orch.: WCCO  
NBC-Freddy Martin's Orch.: WIBA  
WCFL-Emil Flindt's Orch.  
**11:00 CST 12:00 CDT**  
NBC-Paul Christenson's Orch.: WBOW WIBA  
CBS-Jimmy Noone's Orch.: WISN WFBM WCCO WMBD WSBT  
MBS-Jan Garber's Orch.: WMT WIRE WGN  
KMOX-Barnyard Follies  
KWK-Glenn Hardman's Orch.  
WHA-Phil Levant's Orch.  
WKBH-Weather Report  
WLW-Twenty-four Hour Review  
WOC-Bill Voss' Fun Club  
WTAM-Geo. Hessberger's Orch.  
End of Saturday Programs

## NIGHT

**6:00 CST 7:00 CDT**  
CBS-Saturday Night Swing Club: WFAM WISN WKBH WBBM KMOX WFBM WTAQ WMBD WCCO (sw-11.83)  
NBC-To be announced: WHO WBOW KSD WMAQ WIBA (sw-9.53)  
NBC-Melody Serenade; Erwin Glucksmann's Orch.: (sw-11.87)  
MBS-Ernie Fiorito's Studies in Contrast: WIRE WLW WGN KWK  
Sports: WKBH WTAD WOC  
WAAF-News Flashes  
WCBD-Chi. Boy's Club  
WCFL-News  
WHA-World News  
WIND-Re-creation of Baseball Game  
WJR-News Comes to Life  
WLS-Don & Helen  
WMT-Welcome Stranger  
WROK-News; Evening Melodies  
WSUI-Dinner Hour Prgm.  
WTAM-Sammy Watkins' Orch.  
WTMJ-Sue Archer

**6:15 CST 7:15 CDT**  
NBC-Erwin Glucksmann's Orch.: WMT  
CBS-Sat. Night Swing Club: WOC  
WAAF-Roller Derby  
WCBD-Future Major League  
WCFL-Colonial Musicale  
WGN-Ennio Bolognini's Orch.

# So You Like Contests?

**A** MONTH ago RADIO GUIDE brought readers of its contest department face-to-face with contest judges' own problems. Five entries which had failed to win in the contests in which they had been submitted were reprinted, and readers were asked to see how well they could spot the reasons why. Below are the entries themselves, with remarks by readers under each entry:

"I like Ivory Soap because I trust its purity, gentleness and softness to share my responsibility in guarding and taking care of my baby's health and beauty."—L. E. T.

"This entry lacks originality. P & G have always stressed Ivory for baby's skin. It does not praise Ivory when it speaks of 'its softness.' Suds are soft; soap should not be. The statement is extravagant . . . One would hardly trust the baby's health to any soap. Health is more than just cleanliness. Every word counts in a short statement. L. E. T. did not require both 'guarding' and 'taking care.'"—Mrs. P. Cannon, 5717 Swope Parkway, Kansas City, Mo.

"I like Ivory Soap because I adore digging in my garden, but soil chaps my hands and I need a mild yet cleansing soap like Ivory to check irritation."—T. W. S.

There was one word practically none of the reader-judges liked: "like." As Jean Murray, of Casselton, N. D., wrote: "A mild soap like Ivory kills your entry. Ivory must be the one and only soap!"

Another common criticism was this one, as presented by Staunton B. Moran, 252 Sixth St., San Francisco, Cal.: "This statement does not sell Ivory Soap; it induces women to buy gloves and hand lotions!" Miss Merry Berry, of Route 2, Lowell, Ark., called it "an excellent example of the good contest idea poorly handled." Other critics seemed to agree.

"I consider Oxydol the perfect laundry soap because for an 'enviable white' wash Oxydol is complete in itself without the use of any other 'whitening aids.'"—C. M.

"Envy" was the word that made trouble in this entry. Many critics pointed out that the idea is old; others felt that stimulation of envy was immoral. Discussing the entry as a whole, Innes Whalen, Box 578, Omaha, Neb., wrote:

"Firstly: Why inclose phrases in quotation marks? If you write intelligible English, they're unnecessary. If they're necessary, your words are not the crisp, forceful ones that make rushed, jaded readers take notice, and sponsors pay.

"Secondly: Oxydol's slogan is *The Complete Household Soap* . . . Why should Oxydol pay you for telling them what they told you in the first place?

"Thirdly: *You're buying Oxydol*. You're the person to be gratified, or the sponsor loses a customer . . . If you're envied because of it, that's of incidental, not prime, importance."

"I like Ivory Soap because when hard times come and costly skin aids must go, it provides a simple, safe, thrifty way to retain complexion loveliness."—D. C.

## YOUR OPPORTUNITY GUIDE

Times shown under radio contests are Eastern Daylight Saving; for EST subtract 1 hour; CDT, 1 hour; CST, 2 hours; MST, 3 hours; PST, 4 hours

### \$15,000.00 CASH

PRIZES: (Grand) 1st, \$10,000; 2nd, \$2,500; 3rd, \$1,000; 4th, \$500; 5th, \$100; 6th, \$50; four prizes, each \$25; fifty prizes, each \$10; fifty prizes, each \$5.

TO ENTER: Write a letter of not more than 250 words on the subject, "What the word 'Home' means to me, and the three things I learned from 'The Home Idea Book' that appealed to me most for my home." Each letter should have two parts. In the first, simply tell what "home" means to you, in not more than 100 words. In the remaining 150 words, discuss the three things learned from the "Home Idea Book" that appealed to you most. In other words, each of the latter will be discussed in about 50 words each, although there is no word-limit for the subdivisions of the second part of the letter. The book may be obtained from the Johns-Manville Corp., Dept. AH-4, 22 East 40th St., New York, or from Johns-Manville dealers, for ten cents. Mail your entry to Johns-Manville Contest, 22 East 40th Street, New York City.

### \$92,340.00 CASH, MERCHANDISE

PRIZES: (Weekly) 1st, \$1,000 cash; two hundred prizes, each a Westinghouse vacuum cleaner.

TO ENTER: Finish in twenty-five additional words or less the sentence, "Crisco is my favorite shortening because—" Use official entry blank or one side of a plain sheet of paper. Attach outside wrapper of a can of Crisco to the entry. Contest open to Canada. There will be six weekly contests, the first opening March 21, and the last closing May 1. Send entries to Crisco Contests, Box 28, Cincinnati, Ohio.

For more facts, listen to "Vic and Sade," Monday through Friday, NBC-Blue, 11:30 a.m. EDT, and NBC-Red, 3:30 p.m. EDT.

### 40,183 PRIZES!

PRIZES: (Qualifying) Five thousand prizes, each six cans of tuna fish each month for eight months. (Grand prizes) \$10,000 in 183 cash prizes (\$5,000 first).

TO ENTER: Simply fill in three words to complete the following sentence: "I like this quality tuna because it is —, — and —." Use three words most descriptive of Chicken of the Sea Tuna or White Star Tuna. Attach two labels from either brand and send to Contest Dept., Van Camp Sea Food Co., Terminal Island, Calif. The qualifying prizes will be paid for the 5,000 best entries each month (March through October). Winners in these contests will be eligible to enter the \$10,000 cash contest, based on a statement titled "It's the natural thing to say."

### \$50,000.00 CASH

PRIZES: (Weekly) 1st, \$1,000 cash; ten prizes, each \$50 cash; fifty prizes, each \$10 cash.

TO ENTER: Complete the sentence, "I like Royal Crown Cola because—" in twenty-five additional words or less. Contestants may send as many entries as they desire, but each must include the top from a bottle of Royal Crown Cola. Mail entries to Royal Crown Cola, Columbus, Georgia. There will be twenty-five weekly contests, and entries will be judged as received. First ten winners each week announced on the air.

For more facts, listen to the "Royal Crown Review," NBC-Blue, Friday, 9 p.m. EDT. For the West, 8:30 p.m. PST.

### \$1,000.00 A DAY

PRIZES: (Daily) One \$1,000 bill and forty Emerson radios.

TO ENTER: Complete the sentence, "I believe Camay is best for my complexion because—" in twenty-five additional words or less. Send three Camay wrappers with each entry. There are thirty separate daily contests, one each day, except Saturday and Sunday, from March 28 through May 6. Entries must be postmarked before midnight, May 6. Entries received on any contest day will be entered in that day's contest; those received before March 28 will be entered in the first day's contest; the May 6 contest will include all entries received that day and those postmarked before midnight of that day, but received later. Send entries to Camay, Box 668, Cincinnati, Ohio.

For more facts, listen to "Pepper Young's Fam-

ily," Monday through Friday, NBC-Blue, 11:15 a.m. EDT, and NBC-Red, 3 p.m. EDT.

### AUTOMOBILE, VOYAGE

PRIZES: (Grand) 1st, 1938 Buick automobile; 2nd, round-trip ticket to Bermuda; 10 prizes, each six pairs of "Fortune" shoes.

TO ENTER: Name the person, living or dead, whom you consider the world's most fortunate man. State why he is "fortunate" in a letter of 50 words or less. Use official entry blank available where Fortune shoes are sold. Mail to "The Judges, 'Famous Fortunes,' Richland Shoe Co., Division of General Shoe Corp., Nashville, Tenn." Contest closes May 10.

For weekly facts about the contest, listen to "Famous Fortunes," MBS, Tuesday, 7:45 p.m. EDT.

### \$9,500.00 FOR LIMERICKS

PRIZES: (Grand) 1st, \$1,000; 2nd, \$500; 3rd, \$250; 25 prizes, each a 1938 Leonard electric refrigerator, price, \$190; 60 prizes, each \$50 cash.

TO ENTER: Obtain a booklet of ten limericks, each pertaining to some Leonard refrigerator feature, from your dealer. Each limerick lacks a last line. Write last lines for five of the ten limericks, fill these in in ink or with a typewriter on the Official Entry Blank on the back of the booklet, and mail the entry blank only (not the whole booklet) to Leonard Refrigerator Limerick Contest, 14260 Plymouth Road, Detroit, Mich. Sign your name and address in ink in space provided on blank, as well as the name and address of dealer from whom blank was obtained. Mail entries before June 15. Submit as many entries as you like.

### SIX \$25.00 PRIZES

PRIZES: (Weekly) Six prizes of \$25 each.

TO ENTER: Submit five questions suitable for use on the air, with correct answers, to "Professor Quiz," c/o CBS, New York City. Listen to the program to get an idea of type of questions wanted.

For more facts, listen to "Professor Quiz," CBS, Sat. 9 p.m. EDT. For West, 9 p.m. MST, 8 PST.

### \$50,000.00 CASH

PRIZES: (Monthly—for 10 months) 1st, \$1,000; 2nd, \$500; 3rd, \$250; 4th, \$150; 5th, \$100; 20 prizes, each \$50; 40 prizes, each \$25; 50 prizes, each \$10; 100 prizes, each \$5.

TO ENTER: Send a suggestion for a picture feature for Click magazine to "Click, P. O. Box 8245, Philadelphia, Pa." Entry may be as short as three words, but no more than a hundred. There will be ten monthly contests with prizes as listed above in each; the first closes March 1, 1938. Entries considered for the month when received. No limit on number of entries from each person.

For more facts, see current issue of Click or Radio Guide, Feb. 12, 1938.

### \$30,000.00

PRIZES: (Grand) 1st, \$1,000 a year for life or \$12,000 cash; 2nd, \$2,000 cash; 10 prizes, each \$100 cash; 50 prizes, each \$50 cash; 100 prizes, each a \$25 merchandise certificate; 100 prizes, each a \$10 certificate; 1,000 prizes, each a \$5 certificate; 2,000 prizes, each a \$2 certificate.

TO ENTER: Complete in thirty additional words or less the sentence, "My favorite Libby Food is Libby's . . . because—" Enclose labels from three different Libby canned foods with each entry. Sign full name and address and full name and address of your dealer. Send entries to Libby Contest Judges, Howard Clark Bldg., Chicago, Ill. Entries must be postmarked before midnight, July 9.

### ICE REFRIGERATORS

PRIZES: (Weekly) Two air-conditioned ice refrigerators.

TO ENTER: Tell in a letter of not more than fifty words "Why I would like to own a new, modern ice refrigerator." Send to Contest Judges, National Association of Ice Industries, 228 North La Salle St., Chicago, Ill. Contest closes May 21.

RADIO GUIDE's reader-judges were more than ninety-nine percent unanimous in their major criticism of this entry! Voicing one opinion with the rest of the critics, Mrs. Roy Widner, of 315 Court St., Ellsworth, Kan., said: "The sponsor will not be flattered to learn that Ivory is a depression-enforced substitute for 'costly skin aids.' The implication is that the writer, with more money, would again use the costlier aids. Poor winning psychology—when the prizes are that 'more money' which would turn her from the sponsor's products!"

Other critics emphasized this defect time and again. Priscilla Evans, 10 Anthony Ave., Pawtucket, R. I., wrote: "The statement is possibly the true reason why she uses Ivory Soap, so we can call it sincere—but is it tactful?" Maudia Glenna Lowe, Box 668, Farmington, N. M., pointed out that the "entry has 'customer appeal,' in that it really solves a problem for many of us—but what about 'sponsor appeal'?"

"I consider Oxydol the perfect laundry soap because it enables me at the age of 77 to put out every Monday a wash so white it is the envy of my neighbors."—A. J. K.

On this entry, critics simply could not agree! Some praised the obvious sincerity of the entry while questioning other points. Others doubted its sincerity, calling it exaggerated. (RADIO GUIDE is informed that the writer was telling absolute truth.) Some said it had no new ideas; others called it original. A majority agreed that it dealt too much with the writer and not enough with the soap, but Mrs. Reid Evans, 3 Bruce St., Nashua, N. H., thought: "It would have been of more interest had she been able to state, truthfully, that she was a grandmother assisting her daughter with the weekly wash of grubby little children's clothes that had been made sweet and clean with the help of Oxydol." Mrs. William H. Duls, 4320 Arcady Ave., Dallas, Tex., wrote: "I think the writer has a good thought that she did not express. She implies that Oxydol has such cleansing powers that it does not require strength of effort to make clothes clean and white."

Most of the critics agreed that this entry came closest of the five to winning standards. The disagreements of the unofficial judges themselves would indicate as much. Probably its greatest possible improvement would have been to state so clearly what Oxydol does and how it does it that the writer's conclusion would clearly apply to others not yet 77.

Perhaps there is no reason for the failure of this entry except that when thousands are submitted, many good entries must fall by the way. Small consolation, that, but a perfect truth in all big contests!

As promised, RADIO GUIDE awards \$5.00 for the best criticism submitted each time losing entries are printed for criticism. This time the most complete, constructive criticism was submitted by Mrs. Reid Evans, who dissected the final entry in detail and demonstrated corrective improvements. A check has already been mailed to Mrs. Evans. Congratulations to her—and to the writers of the non-winning entries, may these criticisms help bring you many fine prizes!



☆ Beautiful Eyes  
 HELP "MISS TYPICAL AMERICA"  
 ☆ WIN HOLLYWOOD CAREER

Eleanor Fisher  
 "Miss Typical America"  
 appearing in  
 Paramount's  
 "True Confession"

Radiant Eleanor Fisher—chosen from thousands of America's most dazzling beauties in a great magazine's nationwide search for "Miss Typical America!"—Her crowning reward now a chance at Hollywood heaven in Paramount's new romantic achievement, "True Confessions!"

Of supreme importance in helping her to win, were Miss Fisher's beautiful eyes, framed with the glamour of long, romantic lashes. The charm of beautiful eyes, with natural-appearing long, dark, luxuriant lashes can be yours too, instantly, with but a few simple brush strokes of Maybelline Mascara, in either Solid or Cream-form. Both forms are harmless, tear-proof and non-smarting.

Do as America's loveliest women do—form graceful, expressive eyebrows

with Maybelline's smooth-marking Eyebrow Pencil.

Frame your eyes with glamour—accent their color and sparkle with a faint, misty tint of harmonizing Maybelline Eye Shadow, blended lightly on upper lids.

Guard against crows-feet, laugh-lines and wrinkles around the eyes—keep this sensitive skin soft and youthful—by simply smoothing on Maybelline Special Eye Cream each night.

The name Maybelline is your absolute assurance of purity and effectiveness. These famous products in purse sizes are now within the reach of every girl and woman—at all 10c stores. Try them today and see what an amazing difference Maybelline Eye Beauty Aids can make in *your* appearance.



Maybelline famous, economical Solid-form Mascara in brilliant gold metal vanity. Black, Brown, Blue. 75c. . . Refills, 35c.  
 Maybelline popular Cream-form Mascara with Brush, in dainty zipper bag. Black, Brown, Blue. . . 75c.  
 Maybelline smooth-marking Eyebrow Pencil. . . Colors to match your Mascara. Black, Brown, Blue.  
 Maybelline creamy, harmonizing Eye Shadow. Blue, Blue-Gray, Brown, Green or Violet.  
 Maybelline Eye Cream—to soften, protect and smooth the tender skin around your eyes.

Maybelline  
 THE WORLD'S LARGEST  
 SELLING EYE BEAUTY AIDS