

MOST COMPLETE PROGRAM LISTINGS PUBLISHED!

# RADIO GUIDE

TEN CENTS

E 8 B  
WEEK ENDING  
SEPTEMBER 11, 1937



LANNY ROSS  
Who returns to NBC  
Tuesday night of this  
week—See Page 22

WATCH BURNS AND ALLEN IN THE BIRTH OF A NATION'S LAUGHTER  
THE WEEK'S BIGGEST BROADCASTS—IN STORIES AND PICTURES

# RADIO GUIDE

M. L. ANNENBERG  
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CURTIS  
MITCHELL  
Editor

## Happy Listening

CAMELS don't get on our nerves," writes a customer, "but the studio audience of its program certainly does."

\* \* \*

Nelson Eddy may or may not be our best baritone, but he is herewith awarded the title of "radio's most defended man." Carleton Smith's recent evaluation of Mr. Eddy's abilities published in Radio Guide, aroused the ire of a host of the blond singer's admirers. We are still digging out from under the hurricane of letters they sent us. Nothing we have ever published, so far as we know, has raised the blood pressure of so many persons. By way of an answer to all who wrote, we must insist that Mr. Smith, who is a competent critic of music and singing, is old enough to know his own mind, and his own mind tells him that Mr. Eddy isn't quite the miracle man his fans think him. That's a Carleton Smith opinion, not Radio Guide's. To all those who accused us of having formed a vendetta to "get" Mr. Eddy and saw our publication of the Smith column as a sneaky business designed to put a dent in the Eddy tiara, we refer the forthcoming issue of September 25. Its cover will be a stunning Rubino portrait of Nelson Eddy all dressed up as an artist, flowing tie and all.

\* \* \*

Broadcasting is experiencing another "gold rush." Shows are stampeding to Hollywood at a tremendous rate. Every star in the business, it seems, is eager to soak up some of that golden sunshine while resting from his broadcasting labors. Right now, the big show radio cen-

ter is in California. But will it stay there? We asked a man who has just spent six months in Hollywood. He said: "It will. And here's why. Every radio star worth his salt gets a movie contract, so he goes to Hollywood to make a picture and his radio show follows him. Every picture star worth his salt can get on the radio as a guest or with a series of his own, and he has to stay in Hollywood to make pictures while he broadcasts on the side. So it's Hollywood, mister, whether you like it or not."

\* \* \*

These paragraphs recently begged broadcasters to bring into their temples America's acknowledged masters of writing so that the best brains in the creative business might be set to work concocting entertainment that would be something more than "penny-dreadful" material. We've just heard the news that our foremost dramatic poet has done a radio play for NBC. It is called "The Feast of Ortolans" and the immensely able Maxwell Anderson wrote it. Radio Guide will tell more about it next week. But here is the reason for this paragraph. We are told the words will be spoken by characters who will be nameless, that a mood will be created instead of a plot, that life will be interpreted by a multitude of thoughts which will pour into our ears, coming not from any one man but from voices representing a psychological force or an economic consciousness. Frankly, it has us worried. Either we are about to be dosed generously with genius or this advance news is a lot of goose-grease. At any rate, we can hardly wait for next week and "Feast of Ortolans."

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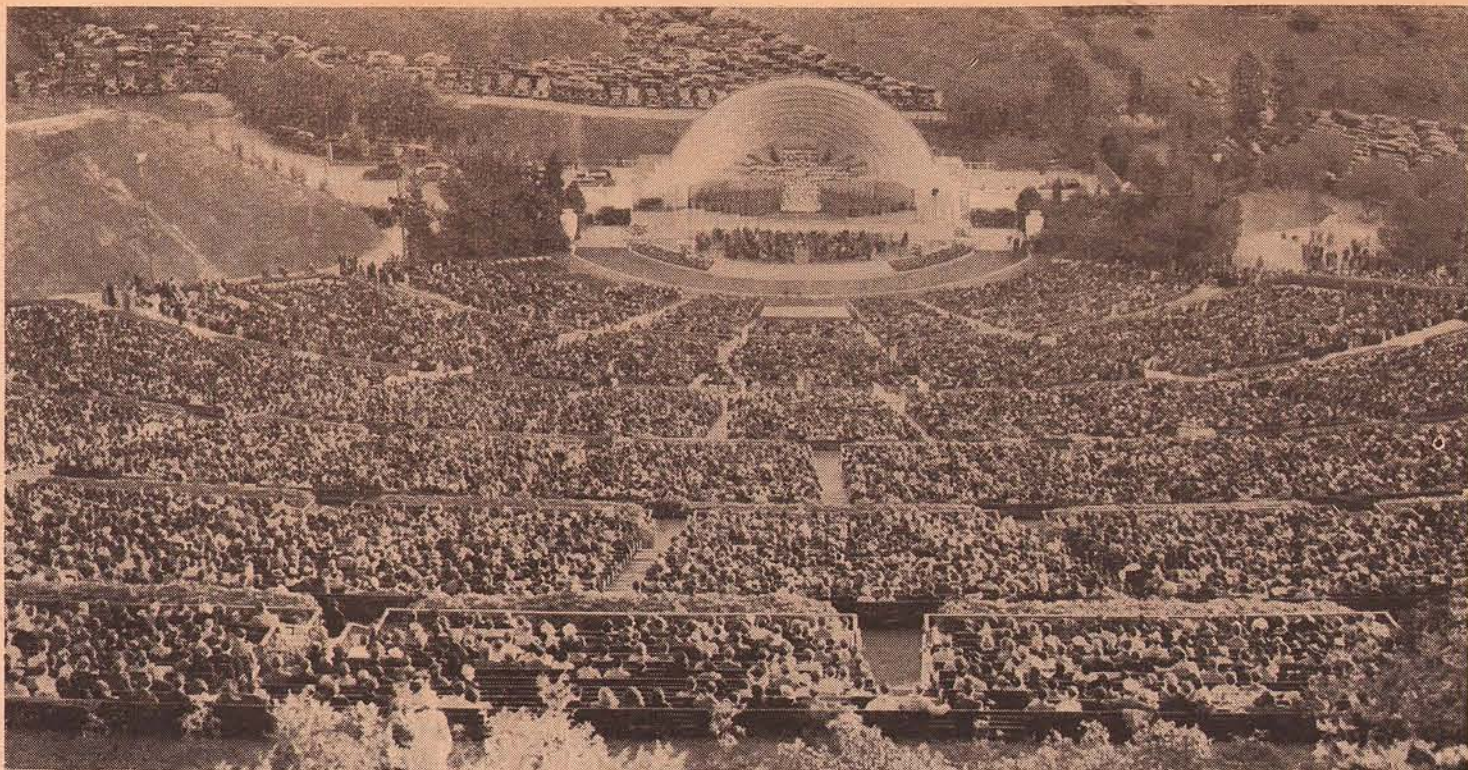
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(Wide World)

Hollywood Bowl, where thousands will gather in honor of the late George Gershwin

# MEMORIAL OF MUSIC

BY GUNNAR NORBERG

The detailed program for the Gershwin Memorial Concert to be aired from Hollywood on Wednesday night will be found on page 16.—The Editors.

A SMALL boy stood outside a penny arcade on a busy street in Brooklyn in 1904. He was barefoot, wore overalls, stood very still, did not see the people hurrying by on the crowded street. Inside the arcade a player-piano sounded the notes of Rubenstein's "Melody in F" as the small boy listened.

Thirty years later, the boy grown to manhood said, "The peculiar jumps in the music held me rooted."

In Hollywood, July 11, 1937, the Brooklyn boy of 1904 died. And all the world mourned. For he was George Gershwin.

Of radio, which honors his memory in a two-and-a-half-hour concert, September 8, as CBS broadcasts from the Hollywood Bowl, Gershwin said in 1930: "... There is a new kind of culture in the world, and particularly in America... And the voice, the instrument, the supreme interpreter of this new culture is radio, without which few of us could acquire it!"

To composers of his day, Gershwin said in 1934: "... to be true music and lasting, it must repeat the thoughts and aspirations of the people and the times. My people are Americans. My time is today."

And to the world, Gershwin brought great music, written in the tempo of his time. Said Dr. Walter Damrosch (who introduced his distinguished "Con-



George Gershwin: He is now immortal

**CBS AIRS HOLLYWOOD BOWL CONCERT IN MEMORY OF GEORGE GERSHWIN THIS WEDNESDAY NIGHT**

certo in F" in 1925): "Gershwin's passing is a great loss to all musical America." Said Paul Whiteman (who first directed a performance of his famed "Rhapsody in Blue" in 1924): "... he had only scratched the surface of the fame that would have been greater still had he lived to continue his works..."

Let's turn back the clock of the years to 1898. In that year George Gershwin was born, September 26, in Brooklyn. His father has been described as a man who "had more vocations in a decade than most men have in a lifetime." Once he was a designer of women's shoes; another time, owner of a cigar store and billiard parlor; another time still, he founded a chain of restaurants. Like the times, the Gershwins were constantly on the move, called 28 different places home during the first 17 years of George's life.

The boy George showed no unusual talents. He engaged in fist-fights, considered school a nuisance, home work drudgery, piano-playing sissified. "Little Maggies" was his name for boys who took music lessons while he was roller-skating champion of his block.

His mother's vanity caused the beginning of George's musical career when he was 13. Mrs. Gershwin bought a piano in 1911 to be on a social par with her sister, who had just purchased one. George's brother, Ira, was given music lessons; then George became interested, studied.

Two years later he quit high school, took a \$15-a-week job as a piano-pounding song-plugger at a New York music (Continued on Page 16)



Left to right: Bing Crosby, Gladys Swarthout, Fred Astaire, Lily Pons, Al Jolson. They will be among the stars to pay tribute to the genius of George Gershwin on Wednesday night. Each will sing a selection from one of the famed composer's five best-known musical-comedy hits



Frank Munn has been on the air thirteen years—never without a commercial! He knows how to say "No" to benefit-seekers—even presidents!

## MUNN'S the WORD

HE GAMBLER ON HIS VOICE—AND HE  
WON TWO WEEKLY PROGRAMS OVER NBC

**Y**A, YA, YA, your old man's a copper!" the kids yelled, and young Frank Munn would haul his fists out of his pockets and jostle his hecklers about.

His mother had died when he was scarcely a week old, and his father, a policeman, passed away when he was just twelve. So that left him a young orphan kid living in the Bronx.

Big for his age, sensitive, but tough. The gang called him "Ox" because he was hard enough to let a beer truck run over him and then he would get up and walk away, and he could heave a baseball down the alley with the speed of a bullet.

At fourteen he went to work in an embroidery factory at three dollars a week. And spent his spare time hanging around machine-shops. And dreamed about becoming a locomotive engineer or a race-track driver.

An average kid, with average ambi-

tions, struggling to keep his head above water, the sort of overgrown youngster that the world likes to kick around—and does.

He might have become almost anything, but nature gave Frank Munn a swell set of vocal cords. He liked to sing, and so he sang. Sang while he watched for empty bobbins in the embroidery factory. Sang on the steps of the gray frame house which belonged to his grandmother, and still stands in the Bronx. Saved what money he could out of his small salary for phonograph records—Caruso, McCormack and Thomas.

The War came along, and young Munn went to work in a Bronx factory which manufactured turbines for the government. He sang war songs to the workers in the factory at lunch hour, listened to their praise and advice, and then saved his money to be able to take voice lessons.

Nothing unusual or extraordinary about the boy in the Bronx factory, nothing unusual but his voice, sweet, simple, unaffected. He didn't want to go on the stage. He didn't look right for the stage—he was chubby-cheeked, hefty, and bashful. But he could make music with that voice of his—beautiful music.

Frank decided to follow in the footsteps of his idols and become a phonograph artist. He saved enough money at work to study under the noted voice teacher, Dudley Buck.

**A**S HIS voice developed, the dollars saved for lessons dwindled rapidly. Munn took a chance. Going to Gustav Haenschen, then musical director of a prominent phonograph-recording concern, he asked for an audition. And got it. And two weeks later made his first recording, for which he received three hundred dollars. Three hundred dollars is a lot of money to a Bronx kid who had never made over twenty-five a week in his life!

Frank Munn decided to give up his factory job and gamble on his voice. It would have been incentive enough for almost any youngster who had struggled through the hardships and denial that young Munn had endured during those factory years.

Once he had gained self-confidence, he was in constant demand for recordings. It was this work that kept him in bread and butter and shirts until the day in 1923 that he walked into a New Jersey radio station, at the suggestion of his friend, Gus Haenschen, to become a pioneer star of the air.

Now, if you are looking for something spectacular, or colorful, or exciting about the radio life of Frank Munn—you won't find it here. Or anywhere that the truth about him is printed. His private life, as well, is as old-fashioned and sentimental as the ballads he has been singing over the air for thirteen years.

He has always been a sore throat to publicity agents because he can never tell them anything more exciting than the last movie he has seen.

He is known around the studios as the "No man" because he refuses to attend any special benefits or performances or parties for important figures. The only way to hear the voice of Frank Munn is to tune in on one of the two programs that he has kept going for years.

He is still the same type of person as he was as a kid in the Bronx: short, fat, with quiet brown eyes, and an easy-going nature. His favorite expression is "take your time." Thirteen years on the air and he's never missed a broadcast! Thirteen years, and never without a commercial!

**M**UNN is the only performer on the air who is big enough to turn down an invitation to sing at the President's birthday party! And he was happy to to miss that! Frank Parker came back from the presidential party with a wry expression on his face and said to Munn:

"How in the deuce do you get out of these things? You don't know how lucky you were to miss that clam-bake! Everybody was talking, the only people who heard me sing were those in the first two rows. How do you get out of these clambakes?"

"I just say no," Munn answered with a grin.

He's the kind of fellow who still associates with the same bunch of fellows that he played with as a kid.

Most of the time you'll find him hanging around the new Roosevelt race-track near his home at Merrick, L. I. He tells with a childish glow about how he just met Wild Bill Cummings.

"Yes, sir, talked to him myself yesterday. Best driver in the country." Says, "I'm pretty lucky to have a race-track right at my back door."

Frank can tell you the day and the hour that race-track is to be opened; what drivers will be at the wheel, all about their records, how many of them he knows. He'll talk for hours about it—if you'll stay that long. And most of them have no idea he is a great singer. Just a genial guy who likes to hang around the track and talk about cars.

BY  
**JACK  
SHER**

All his life he has wanted to go to Indianapolis to see the great 500-mile classic—but never has been able to take off enough time from his broadcasts. And now he has a race-track a mile from his home and he is as happy as a kid about it.

When he isn't at the race-track or on a golf course trying to take off some of that 200 pounds, he is down at his old hideout in Harmon, New York.

He has never quite forgiven himself for not becoming a railroad engineer, so he spends much of his time around the roundhouse there—chatting with the boys. Over a period of years he has worked up a fast friendship with the superintendent, who lets him ride in the cab now and then. He could step into the cab and take almost any daily run that the regular engineers do. He's proud of that, and proud of what the boys around the yard think of him. Sometimes he'll even sing for them! He actually looks like a railroad engineer. Like the kind of a guy you probably waved to as a kid.

**M**OST of the page boys around the NBC studios don't even know him on sight. They come up and ask him if he is Mr. Casey or Joseph Hall! He is that quiet and unobtrusive. He always seems to be wearing the same dark-blue serge suit, and it looks like a press wouldn't do it any harm.

That doesn't bother Munn. It's how you can sing that counts!

He tells with a twinkle in his eyes about the old days. He talks about twelve years ago when he first went to work on Station WJZ. When there was no ventilating system and he worked for hours in nothing but a pair of shorts! (That may not sound like truth—but it is an actual fact, and Munn doesn't care whether anybody believes it or not.)

Talking to Frank is like going through an album of yesterday. He has worked on almost every station in New York; he watched Radio City being built, and was the first singer who was asked to sing on the dedication of that magnificent structure. He sang at the dedication with John McCormack. He sat right next to him and couldn't help thinking about how as a kid he had saved his money to buy the phonograph records that had made McCormack famous.

It is no small wonder that Munn gets peeved at certain young singers who walk around the radio stations with a high and mighty air. He doesn't mind telling them what jackasses they often are, either. He just walks up and tells them the direct proportion between their ability and their conceit. Sometimes it helps. There are two very popular young singers who  
(Continued on Page 14)

# "ANIMAL KINGDOM"

## ON THE AIR

JOHN AND ELAINE BARRYMORE HEAD CAST  
OF TRIANGLE PLAY MONDAY NIGHT (EDT)

ON MONDAY, September 6, John and Elaine Barrymore will play, over the NBC-Blue network, the Philip Barry stage hit of several seasons ago, "The Animal Kingdom." And thereby hangs a tale as fantastically romantic as any the stage has ever told.

Exotic as is the story of "The Animal Kingdom," that story is more than rivaled by the tangled personal stories of the people who will present it on the air Monday night. Theirs is a tale of love under difficulties, of love on the run, and the pursuer pursued; it's the story of the incredibly bizarre romance of a man of 54, rich, respected, one of the great figures of the American stage, and a girl barely out of her teens, obscure, unknown, a college student nobody had ever heard of—until Love beckoned! Played on a stage the width of America, and more, some of the lines in this strange drama were whispered in the soft blue silence of a moonlit night in Cuba—and some were frenziedly spoken into a radio microphone, for all the world to hear! It was a story that jarred even hard-boiled America, used as we are to the public love-making of the public idols.

But back to the beginning. The year is 1934. The place, the wealthy and exclusive Doctors' Hospital in New York. John Barrymore, a matinee idol as long ago as 1910, still one of the great artists of the American stage and screen, tosses on a bed in a private suite. He is ill, unhappy, bored. To while away the time and lift his spirits, Barrymore begins to run through a pile of fan mail. The letters are the usual thing, the ordinary, routine adoration of people he has never met and never will. But wait a minute — here's something! It's a spritely little note signed by a girl named Elaine Jacobs, a student in New York's Hunter College, a girl only nineteen years of age. This is no run-of-the-mill fan letter: it's bright, fresh, original. It rates an answer from John Barrymore himself!

SHE didn't know it then—although she soon found out—but when Elaine Jacobs came to Doctors' Hospital in response to Barrymore's invitation to visit him, she was taking a step that was to change her whole life. She was writing the first chapter of one of the most fabulous of modern-day Cinderella stories.

For John Barrymore fell in love with her. Barrymore the great lover, the greatly loved; Barrymore the matinee idol, who was so used to seeing women at his feet that the spectacle no longer roused him; Barrymore the veteran of four marriages—fell madly in love with a nineteen-year-old college girl! And the feeling was mutual. Love had come to Elaine Jacobs. (In

honor of that love, she changed her name to Barrie.)

No man in love stays long in a hospital if he can possibly get out, and so John Barrymore was soon up and about. A cruise on his \$60,000 yacht *Infanta* was next in order, and when the name of Elaine Barrie appeared on the roster of ship's guests—her parents came too—the romance made the front pages in earnest. For the fourth Mrs. Barrymore, lovely blond former Dolores Costello, the yacht trip was the last straw. She sued for divorce, and the decree was granted on October 9, 1935. Mrs. Barrymore was granted custody of the two children, Dolores, five, and John, Junior, three. Informed of the divorce by newspapermen, Elaine Barrie said she was "not particularly interested." Interested or not, she was married to John Barrymore exactly one month later.

BUT a storm had gone before, and more storms were to come after. On the night of May 21, 1935, in the Havana Country Club, John and Elaine had become engaged. The troth was sealed with an 8½-karat diamond ring, an item later to be of some interest to the United States customs authorities, who claimed that Barrymore owed \$3,200 in duty on it. Ecstatically happy, John and Elaine left the *Infanta* in Cuba, flew back to America. For a time the romance was in a quiescent stage, and the newspapers were able to devote some attention to the coming presidential election and other inconsequential matters. Suddenly it flared

up again. Barrymore had called at Miss Barrie's home, a quarrel had developed, at the peak of which, she said, he had snatched the diamond from her. The next thing anyone knew, Barrymore was California-bound by train. The train was not long on its way before Miss Barrie was in hot pursuit—by air. She was waiting in

Chicago, boarded the train, made a futile effort to get into the Barrymore compartment. To her angry poundings on the door, to her repeated "John, dear, please open the door!" Barrymore—or someone—turned an adamant ear. And during a lull in Miss Barrie's frontal attack, the actor was slipped off the train and away. Miss Barrie made an assault by radio.

"John, dear, I know you need me now more than ever before. I realize that certain people are keeping you from me," was her dispatch.

On the Coast, Barrymore said that reports of impending marriage were "hoovey." Elaine demanded that he return her ring. The United States government dealt itself a hand by bringing up the \$3,200 customs duty.

Elaine Barrie went West and a reconciliation was announced.

Hard on the heels of the reconcilia-

tion came a report that the whole thing had been called off.

"Recent events," said Miss Barrie, "have shown it would be impossible for us to play a happy married life together. With this realization I would infinitely prefer to terminate our blessed relationship at this time rather than when we were married."

"A man can't get along with a gal like that," was the rejoinder.

A month later they were married. The happy event took place at midnight, November 8, 1936, in Yuma, Arizona. Miss Barrie, whose theatrical aspirations had first attracted her to Barrymore, was appearing in a play at Jackson Heights, New York, when her lover summoned her to fly to the Coast. She gave her age as 21, Barrymore's was recorded as 54; the new Mrs. Barrymore expressed herself as "so thrillingly happy."

Since the marriage, Mrs. Barrymore has appeared in several unimportant legitimate-stage productions, has made one short film, "How to Undress Before Your Husband." Rumors of impending divorce have come to naught, although proceedings were once instituted, then allowed to default.

"Animal Kingdom" will give the Barrymores their first appearance together, will give the public the first opportunity it has had to appraise the talent of the former Elaine Barrie.

The play opened at the Broadhurst

Theater in New York on January 12, 1932, and ran out a highly successful season with Leslie Howard in the leading role as Tom Collier, the role that Barrymore will of course play on Monday night. The story of "Animal Kingdom" is the story of the wealthy but persistently unsuccessful Tom Collier, his one-time mistress, Daisy Sage, and his wife, Cecilia Henry. No mere conventional triangle play, "The Animal Kingdom" is a highly dramatic account of the unusual way in which some unusual people solve the age-old question of what to do when true love finds the road to happiness barred by convention. With John Barrymore, one of the few truly great actors of our time, in the leading role, supported by his wife, who has had the benefit of his vast stage experience, the broadcast of "The Animal Kingdom" should be the dramatic highlight of the week.

Perhaps it will be more than that. Perhaps in it John Barrymore will find an answer to the persistent rumors of marital discord. For his last line in "The Animal Kingdom" is this:

"I am going back to my wife . . . to my wife, I said!"

Elaine and John Barrymore may be heard Monday in "Animal Kingdom" over an NBC network at:

EDT 9:30 p.m. — EST 8:30 p.m.  
CDT 8:30 p.m. — CST 7:30 p.m.  
MST 6:30 p.m. — PST 5:30 p.m.



"No more separations," says John Barrymore, and proves it as he kisses Elaine outside the studio where they're practising for their play this week



Martha Raye, radio and screen singing sensation, and Little Jackie Heller (left), NBC tenor, frolic between stage engagements and broadcasts in Chicago. The lady of "swing," who's just finishing a personal-appearance tour 'round the country, returns to the air this Tuesday night on the Al Jolson show. Jackie, heard on many sustaining shows, and Martha have been friends for years

Veteran CBS News Analyst Boake Carter (at right) recently won RADIO GUIDE'S medal for being voted radio's most popular commentator in the Star of Stars election. The award was presented by Ace Gossip Sleuth Martin Lewis (left). Carter, heard thrice weekly, has been news-commentating for 8 years and has missed only 2 broadcasts

**THE PHOTO WEEK**  
 BETWEEN BROADCASTS THE STARS COME OUT TO PLAY, FORGET WORK

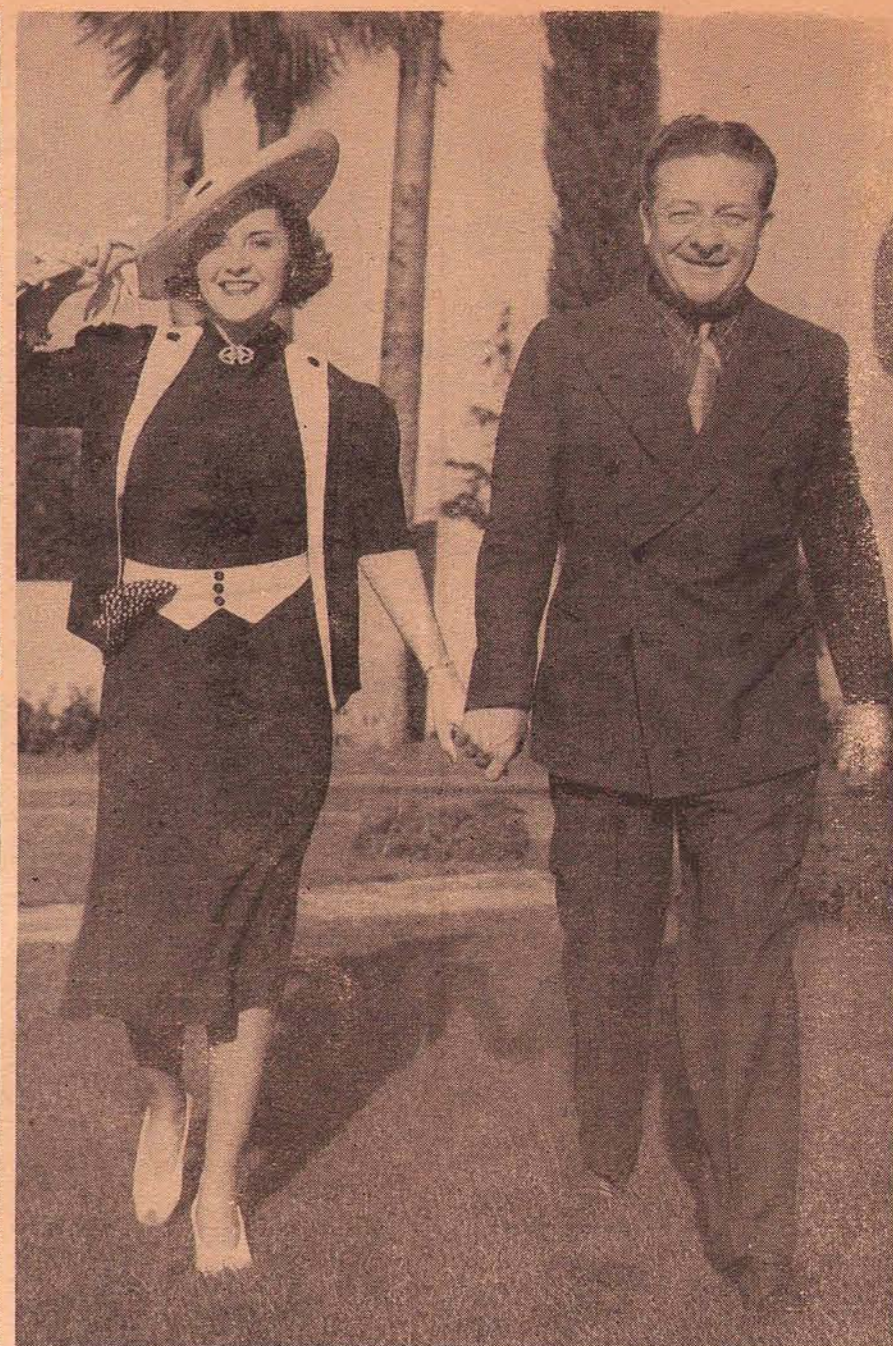


Movieland Bandleader Roger Pryor and his cinemactress wife, Ann Sothern (left), get together for a brief visit at Chicago's Edgewater Beach Hotel, where Pryor's band, heard nightly over CBS, is appearing. They're Hollywood's most separated married couple. She's picture-making, and he's road-touring

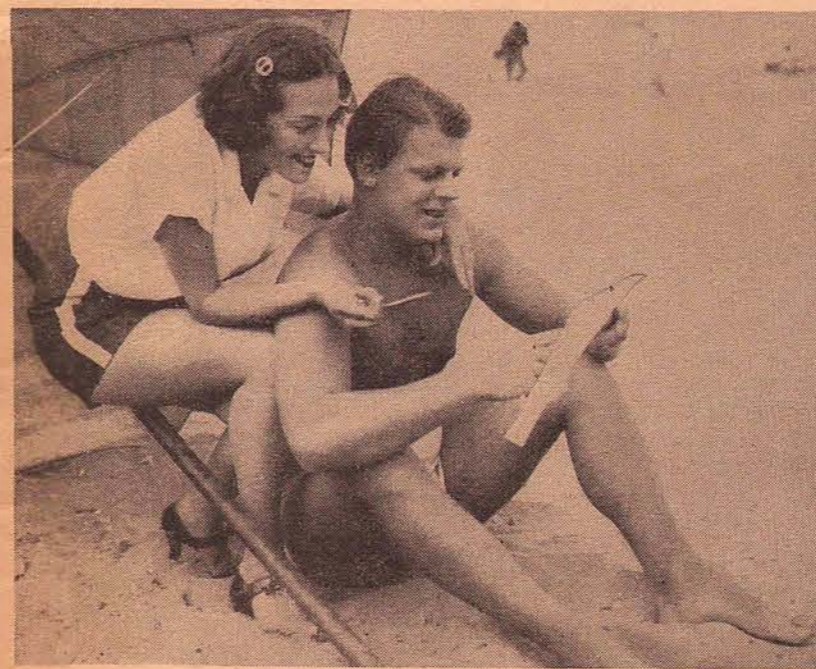
Following the presentation recently of a gold award for their Hollywood Bowl concert, which broke all attendance records last year, Diva Lily Pons and Conductor Andre Kostelanetz (front row, center) were entertained by Edward G. Robinson of the movies & Mrs. Robinson (standing)—at a dinner



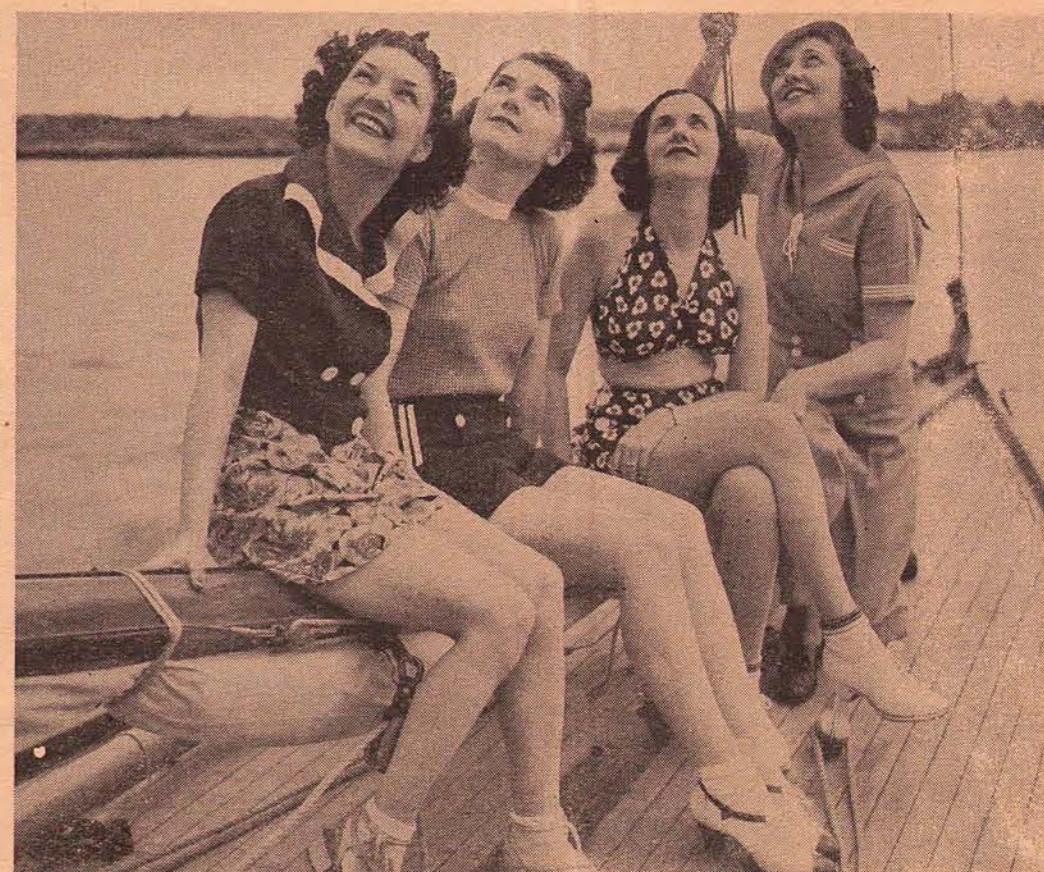
Al Jolson and his famous wife, Ruby Keeler, escaped serious injury at a prize-fight recently, when a swirling whisky bottle struck a post near by, showering them with glass. Al's fall CBS show opens Tuesday night



Tuesday night (EDT) Charles J. Correll, Andy of NBC's Amos 'n' Andy, guests on "Packard Hour" with Amos, & Saturday he'll wed Miss Alyce McLaughlin. The couple (above) will take a two-day honeymoon



Betty Winkler, NBC's "Girl Alone" star, finds the beach, with its cooling breezes & warm sun, an ideal hot-weather "workshop," goes over her lines there. With her (above) is Screen & Radiator Don Briggs



Right, left to right: Janet Logan, Alice Patton, Jeanne De Lee and Vivian Fridell have found a formula for keeping cool—in shorts. They're air actresses on NBC's popular week-day "Backstage Wife"

## NEW ON PACKARD HOUR, BUT NOT IN RADIO, LANNY ROSS AND NEW CAST OPEN SERIES TUESDAY

**A**NOTHER multi-star variety program of A-1 caliber will hit the airwaves on Tuesday night of this week when the Packard Hour resumes its fall and winter series over an NBC network with a talent line-up including Lanny Ross, Charles Butterworth, Don Wilson, Florence George, Cliff Arquette, the music of Raymond Paige—and as guest stars no less than Amos 'n' Andy! Sparkling in its cast and brilliant in its conception, the new weekly hour is a fit herald of the new radio year which is expected to be the greatest in radio history, to bring a greater array of stars to the microphone each night than ever before.

The program has contracted as its singing star handsome Lanny Ross, almost everybody's favorite tenor, and holds Charlie Butterworth over from last year as chief funmaker. Raymond Paige, until recently engaged as maestro of "Hollywood Hotel" and imported to radio previously for the program ideas he originated for the "California Melodies" hour several years ago, will direct the orchestra. Don Wilson, selected this year by RADIO GUIDE readers as the most popular announcer in America, will act in that capacity on this program as well as the Jack Benny show when it resumes.

The first Ross-Butterworth program plans two surprises for tuners-in. Number one will be the appearance of Amos 'n' Andy, premiere blackface script team, as guests in a different sort of vehicle than that for which they are famous. Number two will be the commercial program debut of Florence George, lovely young soprano, unknown to radio but a few months ago, who now is on the threshold of air and screen success.

Charles Correll and Freeman Gosden, as Amos 'n' Andy are known in private life, have been top-ranking network favorites for eight years. But seldom have they made appearances outside their own daily dramatic series, and they never before have been guest stars of a big, sponsored variety show. In fact, only last December, when they introduced their Friday night minstrels, did they break a long-standing rule that no one except an engineer and Announcer Bill Hay could watch their show in progress. This was the public's first opportunity to witness their work. Charlie Butterworth, in introducing Amos 'n' Andy to Packard Hour listeners, will reveal the pair in a new light—as comedians of another sort. And, while this will be a distinctly new radio picture of Correll and Gosden, it will not be a virgin field for them, for when they began working together as a team longer than fifteen years ago, they were stage headliners with their harmony and comic-patter act.

**A**MOS 'n' Andy were selected for the guest spot on the initial Ross-Butterworth show because of their tremendous following, one of the largest and most loyal in radio today.

The voice of Florence George is a brand-new one to big-time radio. Discovered less than a year ago by the Chicago City Opera, the beautiful blond coloratura was signed quickly by the NBC Artists Service in Chicago. First film tests were successful and she was transferred to the Hollywood Studios of NBC two months ago. Almost simultaneously she was tendered contracts to appear as prima donna of the Ross-Butterworth hour and in Paramount pictures.

As beautiful and possessed of as winning a personality as any singer on the airwaves, Miss George is a natural for television broadcasts when they finally do get around the mythical "corner." She is one girl in a million who can be photographed from any angle without make-up! Her classmates at Wittenberg College, in Springfield, Ohio, will remember her as Catherine Guthrie, voted the most beautiful co-ed on the campus a little more than a year ago. Miss George derived her professional name from the first names of her parents.

Listeners will be glad to learn of the return to the program of Cliff Arquette, who, as "Grandpa Sneed," was comedy foil for Charlie Butterworth in last winter's Packard Hour series. Arquette has been heard frequently during the summer months on the Burns and Allen shows.



Sonja Henie, skater (top): She'll Hollywood Hotel gueststar Friday night (EDT). Sunday night (EDT) Tenor Allan Jones (above) sings on Werner Janssen's Concert. Soprano Agnes Davis (below) will be at CBS Music Hall Friday night (EDT). Bottom: Commentator Jean Paul King—he joins MBS' Hecker's Information Bureau Tues. morning



LEARN THE HAPPINESS THAT SONGS BRING—LISTEN TO THE SONG SHOP FRIDAY NIGHT

**R**ADIO'S premiere-packed week comes to a climax Friday with a star-studded program christened "The Song Shop," which is in the business of selling the happiness that songs bring. The debut will be heard over a 95-station nation-wide CBS network.

In the role of star is black-eyed, black-haired Kitty Carlisle, already a star of the movies and the stage and frequently heard last season as a radio guest star. With her will be the jovial veteran master of ceremonies, Frank Crumit; Reed Kennedy, romantic baritone who is now heard on the CBS "Magazine of the Air"; Alice Cornett, petite rhythm singer who will be new to most listeners; a 47-piece concert orchestra under the direction of Gustav Haenschen; the vocalizations of the widely known Songsmiths' Quartet, retagged "The Song Shop Quartet" for this series; and a 22-voice glee club directed by Kenneth Christie.

The entire cast cooperates to serve as the purveyors of songs, old and new, and each program ends with a miniature Broadway musical production which Producer Walter Craig calls a "songalogue."

In the first program Friday the songalogue is a Viennese love story. The large salon orchestra begins the strains of the immortal "Blue Danube Waltz," which fades into conversation between an American businessman and his daughter, played by Mr. Crumit and Miss Carlisle. The father asks his daughter why she likes this Vienna restaurant, why she keeps coming back there, and then accuses her of looking for someone. She tells him that her heart is in Vienna; that his name is Karl. The orchestra then starts "A Waltz Was Born in Vienna" and Miss Carlisle starts to sing. But her heart is too heavy to continue. As she sobs, the orchestra, unnoticed, slips into "In Old Vienna" and then modulates into "Vienna Beauties" and "Vienna Dreams." Suddenly the baritone voice of Reed Kennedy, in the role of Karl, is heard singing. The young American girl recognizes him and together they sing the song Kitty didn't finish, "A Waltz Was Born in Vienna."

**M**ISS CARLISLE was picked because of her unusual success in her recent Broadway show, "The White Horse Inn," an international musical extravaganza which played all last season in the huge Center Theater in Radio City. Previously, Miss Carlisle appeared in the revival of Ziegfeld's "Rio Rita" and "Champagne Sec," as well as the motion pictures "Murder At The Vanities," "She Loves Me Not," "Here Is My Heart" and "A Night At The Opera."

Gustav Haenschen, the musical director, has been heard on "Show Boat," "The American Album of Familiar Music," "Lavender and Old Lace," "Saturday Night Serenade" and in many stage productions.

From 1923 until 1935, Reed Kennedy was president of two coal companies, director of a mining concern and director of a pump company. He inherited these corporations from his father. He "arrived," as radio trade says, when he soloed on Will Rogers' show.

## MONDAY BRINGS AIR THRILLS TO LISTENERS AS FLYERS VIE FOR RACING HONORS

**A**S THE ten fastest airplanes in the world roar overhead at Cleveland on Monday, a corps of NBC announcers and commentators, headed by Tom Manning, will bring the thrill of the week to listeners throughout the land.

The event they will cover is the eighth annual race for the Thompson Trophy, one of the most-coveted cups in aviation. Run over a quadrangular 10-mile course, the 200-mile race has no limitations as to the size or ratings of the planes entered. It's a free-for-all, with speed the important factor, and consequently most of the planes are enshrouded in a veil of mystery.

Not so with the pilots, however. They're the best-known aviators in the world. There's Col. Roscoe Turner, for instance, former holder of the transcontinental record, Lee Miles, Roger Don Rae, S. J. ("Oshkosh") Wittman and others of their caliber—flying planes known to have speeds up to 350 miles per hour!

**L**AST year's race was won by a Frenchman, Michel Detroyat, whose speed of 264.26 miles per hour still stands as the record. But even that burning speed won't be enough to take this year's event. Trials and tests have already proved that nearer 300 miles per hour is a certainty.

For the pilot making such a speed run—to win the Thompson Trophy, there will be a substantial reward, in addition to considerable prestige and glory. The total purse is \$28,000—and of this sum, \$20,000 goes on the final race, the race NBC airs Monday.

After a "race-horse start," in which the planes are lined up so as to give every pilot an equal chance, the first of the ten to cross the finish line will get 45% of the purse; the second, 25%; the third, 15%; the fourth, 10%; the fifth, 5%—after \$1,000 has been subtracted for consolation prizes for the remaining five. In addition, there is a \$2,000 purse for each of two qualifying trials, split the same way, \$100 prizes to the winners of the first lap and every odd-numbered lap following it, and an added \$2,000 for the flyer who sets a new Thompson record. Still, the real attraction is the elaborate F. C. Thompson Trophy.

In order to cover the race as completely as possible, NBC will air this thrilling sky-classic in two broadcasts. One, just before the race actually begins, will cover the start and earlier stages of the race. A second airing, three-quarters of an hour later, will pick up the race as it goes into its breath-taking final stages—and will continue until after the planes have landed. As the pilots come to earth after completing their 200-mile dash, NBC microphones will be awaiting them, and they will be interviewed for the radio audience. Thus the network not only will bring all the thrills and high-spots of this dangerous race to its listeners, but it will also give them the inside story—told by the very men who have taken part in it! Even those present will not get such a complete picture of the day's affair as this. With NBC covering the race so completely, all thrill-loving listeners will do well to be tuned in on this broadcast.



Gogo De Lys (top) joins "Song Time" over CBS on Friday night. Del Casino (above): On Tuesday he'll be added to "Blue Velvet Music." Glen Gray (below): He will be heard from the Cleveland Exposition Sunday night (EDT). Bottom: Wayne King, who will be aired from the State Fair in Detroit Tuesday, Wednesday nights



## AL JOLSON, MARTHA RAYE AND PARKYAKARKUS RETURN WITH A SPARKLING NEW SHOW TUESDAY

**T**HIRTEEN weeks of radio idleness end for Al Jolson, Martha Raye, Parkyakarkus and Victor Young's orchestra on Tuesday night of this week, when the Jolson banner is again run up on the Coast-to-Coast Columbia network.

Bringing George Jessel as the first in a series of guest stars, to appear on alternate weeks, Jolson will have his 1936-37 company intact.

The new show, strangely enough, will be the only radio program featuring four bona fide film personalities. Jolson has been under contract to Warner Bros. Miss Raye is now an established screen star, and Parkyakarkus works for RKO-Radio. Victor Young is one of Paramount's music directors.

No one program was the subject of more discussion than the Jolson show which took to the air last fall. Replacing Ken Murray and featuring Jolson, Miss Raye and Sid Silvers, the half-hour seemed to lack coordination and zip.

Critics throughout the country jumped on it almost gleefully, and for a time the show and Jolson's radio future hung in a precarious position. Sid Silvers was definitely a person who must be seen, and it was at his own suggestion that he severed connections with the show. Martha Raye, who had sky-rocketed to fame in the motion pictures, was still inexperienced in radio, and she was trying too hard to attain perfection. Only Young's orchestra and Jolson's courage held the show together.

Then the sponsors got busy. Silvers left and was replaced by Parkyakarkus. Tiny Ruffner was won away from "Show Boat" to act as announcer-producer.

Slowly the revised program began to take definite shape. Within a few weeks after Ruffner took the job, it was moving along at a rapid pace. Jolson's courage had burst into renewed enthusiasm, and Martha Raye had "found" herself. Six weeks later the half-hour variety show, which had held so little promise at first, had soared to a ranking reserved for only the best programs on the air.

**N**OW the company is returning intact—Jolson, Miss Raye, Parkyakarkus and Young—with Ruffner again producing and Ed Ettinger writing the material.

A new policy will be inaugurated with the first program. Jolson's dramatizations, so popular in last season's opus, will be presented on alternate weeks, with guest stars filling in the additional time on other weeks. Rather than just coming in for a song or a few lines of patter, the guests will be woven into the script as regular members of the company.

George Jessel will be the first guest on the new series. Others have not as yet been chosen.

Arthur Caesar, Academy Award winner, has been re-engaged to write Jolson's dramatizations.

The comedy pattern will be similar to that used last season.

Musically, Young's band has been augmented somewhat for the new series. Jolson, Miss Raye and the guest star will be heard in one song each week.

Tiny Ruffner's current status as producer of the show affords an interesting angle for discussion. A product of NBC's announcing staff, he got his first taste of producing when "Show Boat" began floundering a year ago. Ruffner was the choice for producer, and he rallied his forces with such skill that other advertising agencies opened negotiations for his services.

Shortly after the first of the year, Ruffner was rushed to Hollywood to whip the Jolson show into shape. That he accomplished his purpose was manifested in the high rating the program had in polls throughout the country.

Now Ruffner has his work cut out for him. In addition to producing and announcing the Jolson show, he will supervise the Joe Penner and Walt Disney "Mickey Mouse" broadcasts, among others.





Jessica Dragonette, "Beauty Box" star, forgets she exists when she faces a microphone!

## FAREWELL, Your FAILURE

BY MARGE KERR

SPARKS OF HOPE FAN INTO FLAME—WHEN STARS' SECRETS LIFT THE SMOKE SCREEN OF SUCCESS!

THERE'S a secret formula for success which the stars know but don't talk about.

It's the same formula that many great people know, but conceal. It's the formula that will mark a turning-point in your life, once you discover what it is and learn how to make the most of it.

It's your farewell to failure! Lloyd Douglas hinted at the secret when he wrote "The Magnificent Obsession." Walter Pitkin suggested it when he wrote "More Power to You." Brotherly love was the basis of the Douglas formula, and energy was the basis of Pitkin's.

Then Dorothea Brande came along and wrote "Wake Up and Live."

"Act as if it were impossible to fail," she told us.

And that, I think, is what the famous have been doing all along! It is the secret of the formula which turns strivers into stars.

For instance, you must have observed that the people who get places get there, apparently, because they have a secret source of power. Power in the form of an inner spark that smolders somewhere in every human, but one which only the initiated know how to blow into flame.

In radio, Jessica Dragonette knows how. So do Dick Powell and Ramona and Anne Seymour and Fibber McGee. Let me give you some anecdotes to prove it . . .

Take Jessica first. She uses the formula every time she sings . . . Jessica fans her spark into flame by pretending that she, Jessica, is not there at all! Only a mysterious singer is there—a singer haloed with a peculiar radiance that makes her seem more wraith than woman.

"I have to forget that I exist," Jessica told one writer, "otherwise, I am earthbound."

If you've ever seen her broadcast, you must know how well this pretense works—how ethereal she seems to be. No Cho-Cho San presented in the history of Metropolitan opera ever suffered more painfully, more realistically, for a lost love than does the little Dragonette when she sends Madame Butterfly's wistful sighs into the microphone.

Jessica's not one, but a hundred women all in one, and by throwing herself wholly into every part she sings, it's her way of acting as if it were impossible to fail.

THEN there's Dick Powell, who practices a secret formula too, although he probably won't admit it. If you were to ask him what his success formula is, he'd only grin engagingly and say that he was "lucky"; that he "had the breaks," or any one of a dozen stock phrases that successful people use to cover up the truth.

But I happen to know that Dick's success isn't the result of luck or breaks. To understand this, go back to the town of Little Rock, Arkansas, on a cool winter day almost fifteen years ago . . .

"Going to the dance tonight, Dick?" a freckled youth calls as he passes one of Little Rock's gayest blades on the street.

"Yeah," the red-headed fellow yawns back in elaborate unconcern. "I suppose so . . ."

But his unconcern is really not so elaborate as his yawn implies, for inwardly Dick Powell is seething with excitement. He's going to the dance, all right, and more than that, he's going with his new bride—the Louisiana girl with whom he'd eloped only a few weeks before.

As it turned out, the dance was much more momentous than the squir-

ing of a new wife seemed to presage! For later on in the evening, when fun ran riot around the dance floor, Dick's friends began urging him to sing.

"Dick hadn't done a lot of public singing before that time," one of his Arkansas intimates told me. "He'd only been singing around in church choirs and serenading girls on their front porches, so naturally we thought he'd be scared to death in public. We pushed him up on the platform, fully expecting him to blush, tremble, apologize—and climb down."

But his Ozark friends were badly fooled, for Dick Powell had his secret success formula well in mind, even as far back as fifteen years ago.

"Gosh," his Arkansas friend continued, "he just stood up there and sang as confidently as if he couldn't fail." And sure enough he didn't, for a few weeks later that same band

She had to sit all day long at the piano and play for everybody else . . . she accompanied the harmony girls, the boop-a-doop boys, the adenoidic hill-billies and the corny choirs until her soul rebelled. Then one day, Paul Whiteman played a concert in Cincinnati, and Ramona, compelled by disgust, asked him for an audition.

SHE was just a kid at the time," one of Whiteman's musicians explained, "but she sat down at the piano as regally as if she couldn't possibly be wrong, and she played with the passion of a feminine Paderewski."

As if she couldn't possibly be wrong! Different words, perhaps, but the magic formula just the same. A few weeks later Whiteman wired Ramona that she could join him in New York. But her confidence didn't stop with her first big-time radio contract, for



Marian Jordan (Molly of Fibber McGee and Molly, left) and Dick Powell have the same secret source of power—they couldn't fail!

wired him an offer and he went to work on his first professional engagement as a singer—for the Royal Peacock orchestra, then playing in Louisville, Kentucky.

Again those magic words—as if it were impossible to fail—had been the open sesame to success, and though Dick didn't know it then, they were to work a second wizardry later on in his career. This occurred in Indianapolis, when he got a job with Charlie Davis' band at the Indiana Theater.

DAVIS had hired Dick to be a singer, but he didn't want Dick sitting on the theater rostrum with a dead pan while the rest of the orchestra worked the stage show.

"You can't just sit between numbers," he told Dick. "You'll have to learn to play something."

"But what?" Dick asked.

"Banjo," said Charlie.

The average person would probably have thrown up the sponge then and there. But Dick, remember, already knew the formula. So he bought a banjo and almost immediately learned to play. Again he was acting as if it were impossible to fail, and again he was succeeding.

Ramona is another famous person who has her finger fastened firmly on the pulse of inner power. Many years ago she demonstrated this when she was working for Radio Station WLW in Cincinnati.

"When Ramona signed a contract at WLW," one of the fellow artists there told me, "she signed it with the understanding that she was to sing as well as play. But unfortunately for her, it didn't turn out that way."

In fact, she didn't get to sing at all.

three days before she was scheduled to start for New York, she suddenly decided to buy a second-hand Packard car. Before its purchase, she had never in her life driven or attempted to drive an automobile.

But she learned it all in three days. And she drove to New York—alone. She felt that she couldn't be a poor pianist—and she wasn't. She felt that she wouldn't turn out to be an incompetent driver—and she didn't!

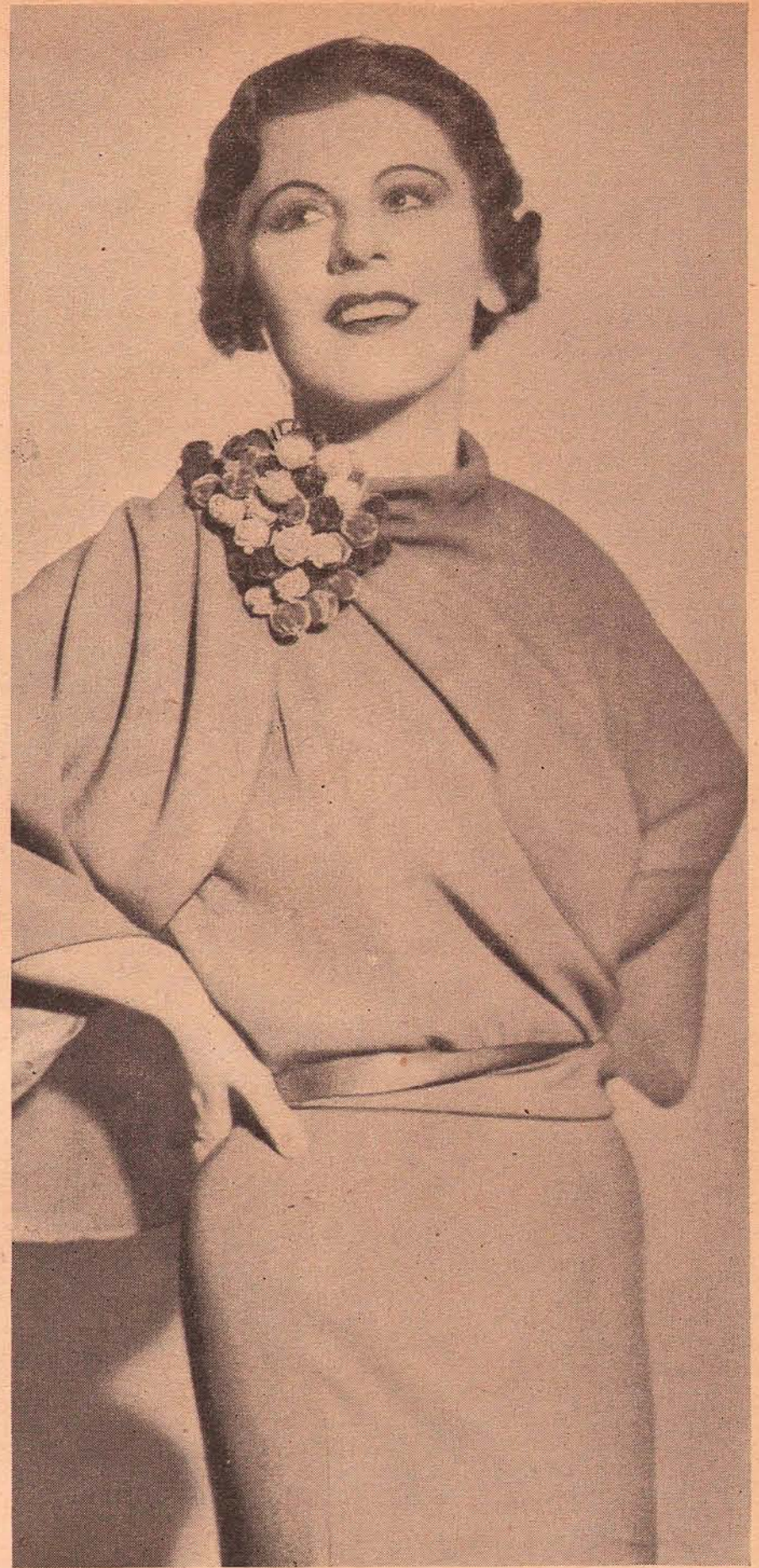
Anne Seymour, I know, has a secret formula too, and the first time she used it happened several years ago when Anne was a student in the Theater Guild dramatic school. "I worked like a slave," she told me. "Then one day they told me brutally . . ."

"Anne, you'll never be an actress!" But Anne knew better. She left the Guild school, enrolled in the American Laboratory theater, and started acting as if it were impossible to fail. A few years later, this formula paid her its first big dividend when Ethel Barrymore, first lady of the American stage, said, in a statement to the syndicated press . . .

"Anne Seymour, in my opinion, is the best dramatic actress on the air."

If you're still not convinced that confidence can put you where you want to be, consider the case of Fibber McGee and Molly. Ten years ago, they were no more than a bewildered pair of stage comedians, who saw the handwriting on the wall for vaudeville but still didn't know what to do about it.

One night, at dinner with friends, they chanced to tune in on a mediocre radio program. Suddenly Fibber, who is Jim Jordan away from the mike, jumped up and shouted . . .



Anne Seymour (above) was told she would never be an actress—it was then that she really started up the ladder of success!

"By gosh, Marian and I can do as well as these guys . . ."

His host challenged this remark. "Don't be too sure," he said scornfully. "You've got to be pretty good to get on the air."

"But we are good," Jim said angrily. And to prove it, he wagered his host ten dollars that he and Mrs. Jordan would be on the air before the week was over. The next day, he and Marian crashed the doors of a Chicago local station and requested an audition.

"When we faced that funny little mike—they used to call 'em bird-

cages in those days," Marian told me, "I was scared to death. But Jim told me to act like I knew what it was all about and we'd be sure to succeed." And they did, for after that first broadcast, they signed for radio and they've been on the air without intermission ever since.

So when you add it all up and analyze it—whether it's the case of Dragonette or Powell or Ramona or Seymour or the Jordans, the answer is the same—just as Mrs. Brande said—

"Act as if it were impossible to fail!" and sure enough, you probably won't!



# HOLLYWOOD SHOWDOWN

BY EVANS PLUMMER

to the altar Saturday of this week to music played by Joe Gallicchio and his Amos 'n' Andy ensemble. The affair, to which bids have been sent many friends, will be staged at a tiny chapel at Forest Lawn cemetery here, and a local judge will tie Andy's third knot. But the cemetery locale is not as odd as it sounds. Folk even have picnics and christenings at this unusual park of death. A&A, by the way, explain away the Elinor Harriot extra-work offer. It seems that they did not block her; the Olsen and Johnson script called for her to provide a colored character's voice, and she had no available voices not in use already on the A&A show . . . Which reminds me: Is Bill Hay to continue with this team when they change sponsors in January? Fans, as past tests prove, believe he's an integral part of the act—but there's been no announcement.

Show Boat's Virginia Verrill, who also will play a prominent part in Jack Haley's forthcoming Log Cabin show, is a happy-go-lucky youngster and a miniature of Myrna Loy. Dancing the other night at Catalina to Jan Garber's music, Jan spotted her and she obliged him by singing several songs. Conspicuous in the spotlight, she soon was besieged by tourists and autograph-hunters, the funniest of whom was the

to ride "the confounded thing." Looking much rested was Don Ameche, just arrived back from a golden-trout fishing-trip in the high Sierras, and, smiling happily, Dorothy Lamour whispered that Hubby Herbie Kay soon would make a musical short for Paramount "which may bring him a role in a featured picture."

*That swimming-pool of Burns and Allen's is wired so that it may be lighted beneath the water at night, but George says that they've quit using the lights since Gracie went for an evening dip and almost drowned. It seems she was swimming under water, came to a red light and parked there.*

While Bing Crosby looks over the ponies at Saratoga for possible additions to his stable of race-horses, Bob Burns is going in for another form of livestock—rabbits. His troubles began recently when Helen Jepson presented him with two white bunnies. These he housed in a hutch on one side of his "zoo." On the other side he has a coop for his pair of ducks. Having heard about the rapid multiplication feats of rabbits, Robin is wondering if he will have to buy more land . . . Kraft Music Hall's Johnny Trotter may continue on this fall for Bing if Georgie Stoll can't get a music-union



Kitty Carlisle, singing star of recent "White Horse Inn," Broadway musical, whose radio appearances have been confined to guest spots, becomes a regular member of the Coca Cola show, which premieres Friday night

Gregory Ratoff, left, well-known screen and stage comedian, guests on the first coast airing of Ben Bernie and all the lads this week; Frank Crumit, right, "Universal Rhythm" m.c., will add new Coco Cola show to his duties

**E**DDIE CANTOR will not buck Charlie McCarthy's Chase and Sanborn hour. The famous comedian let this be known last week when he announced plans for his return to the Texaco show. According to arrangements, the last summer Texaco program will be either that of September 12 or 19. But Cantor will not return to the air until Wednesday, September 29, when Texaco will take over the spot on CBS now occupied by the Ken Murray show. The latter, in turn, will be incorporated into the Friday night Hollywood Hotel presentation of Murray's present sponsor. Thus Cantor will conflict with no other comedian; Murray and his stooges will reinforce Hollywood Hotel into a top-

notch variety hour, and CBS will find itself with a vacant hour on Sunday that will be hard to sell to anyone.

*Said Showman Cantor: "It has been our feeling for some time that it was unfortunate to divide the listening audience on Sunday night between two important shows. When this new time became available, naturally we arranged for the change." His winter line-up, by the way, will include Deanna Durbin, Pinky Tomlin, Jimmy Wallington, Saymore Saymore, Jacques Renard and possibly the Raymond Scott (Mark Warnow's brother) Swing Quintet.*

Andy (Charlie Correll) will march

middle-aged lady from Kansas who asked Ginny, "Oh do tell me, aren't you Murr-inna Loy?"

Edgar Bergen's Charlie McCarthy was cocktail-party host to friends last Sunday at his Beverly Hills home, but W. C. Fields wouldn't take a sip until he was assured there wasn't any wood alcohol in his glass. Matter of fact, Fields is teetotaling. Which brings to mind my recent observation of W. C. going around his favorite golf course on one of those motor scooters. Asked if he was taking a short-cut to exercise, the owner of the bulbous nose confided that the scooting was by way of practise for his current picture assignment, in one scene of which he has

ruling straightened out. Speaking of Trotter, when Bing first brought him out west to arrange the music for "Pennies from Heaven," Johnny expressed out his favorite grand piano. Then he and the piano returned east. Then, when Crosby sought him to do the Kraft music, the piano had to travel west again. Trotter just can't arrange, he says, on any other piano!

*Little news wafts overseas from the vacationing Jack Benny, but his sponsor here announces that rasp-voiced Andy Devine has been re-signed for the Jell-O show. Andy also has been added to the cast of the picture "A Young Man's Fancy," the Ken Murray vehicle now being shot by Universal.*

# AIRIALTO LOWDOWN

BY MARTIN LEWIS

**N**OT once during my recent annual holiday did this reporter listen to a radio loudspeaker. However, I did ask some of my fellow pleasure-seekers a few general questions about radio programs.

It was amazing to hear the same complaint about one particular program from a good percentage of those questioned, despite the fact they all enjoyed the show. The sore spot is when Phil Lord interrupts his interviewer during Gang Busters at the most interesting point of the program in order for the announcer to come forth with a long-winded commercial. One man told me that he listened to the program regularly, but he would not buy the sponsor's product for this reason, stating that advertising at the beginning and end of a program should be sufficient without spoiling the entertainment. Mr. Sponsor, take note.

As for music, it seems Wayne King leads the field in popularity. The reason given by most people is that it is so restful, and he doesn't try to over-arrange his numbers. Them's my sentiments, too.

Al Pearce seems to have established more of a reputation for himself than this scribbler had even imagined. Young 'uns and grown-ups alike repeated any number of times his popular "I hope—I hope—I hope."

*Broadway with a friend, I met Dick Himber. As we stopped to talk, the friend took a package of cigarettes from his pocket and offered one to the maestro. Himber looked at the brand, and noticing that it wasn't his current sponsor's product, grabbed the package and threw it into the sewer. He then ran into the corner cigar store and purchased a carton of his boss's brand and handed it to the friend, who seemed to be quite bewildered and is undoubtedly still wondering what it was all about.*

Kate Smith has been spending most of the summer at her Lake Placid home. She leaves it next week for a trip to Virginia to visit her mother, returning to New York a few days before the debut of her new program. Henny Youngman will again supply the comedy, and Jack Miller, who begins his seventh year with Kate, will furnish the music.

*The auto sponsor that featured Rubinoff last season is auditioning talent for a new fall program. Last week they listened to Ted Lewis' orchestra with Jane Froman, The Modern choir and Morton Bowe. Although they're still listening to other talent, the above set-up sounds like a perfect combination to me for the new series.*



Tenor Richard Crooks, left, Metropolitan Opera favorite, will make a guest appearance on the "Magic Key" Sunday afternoon; lyric baritone George Griffin, right, will return to the NBC network on Tuesday night



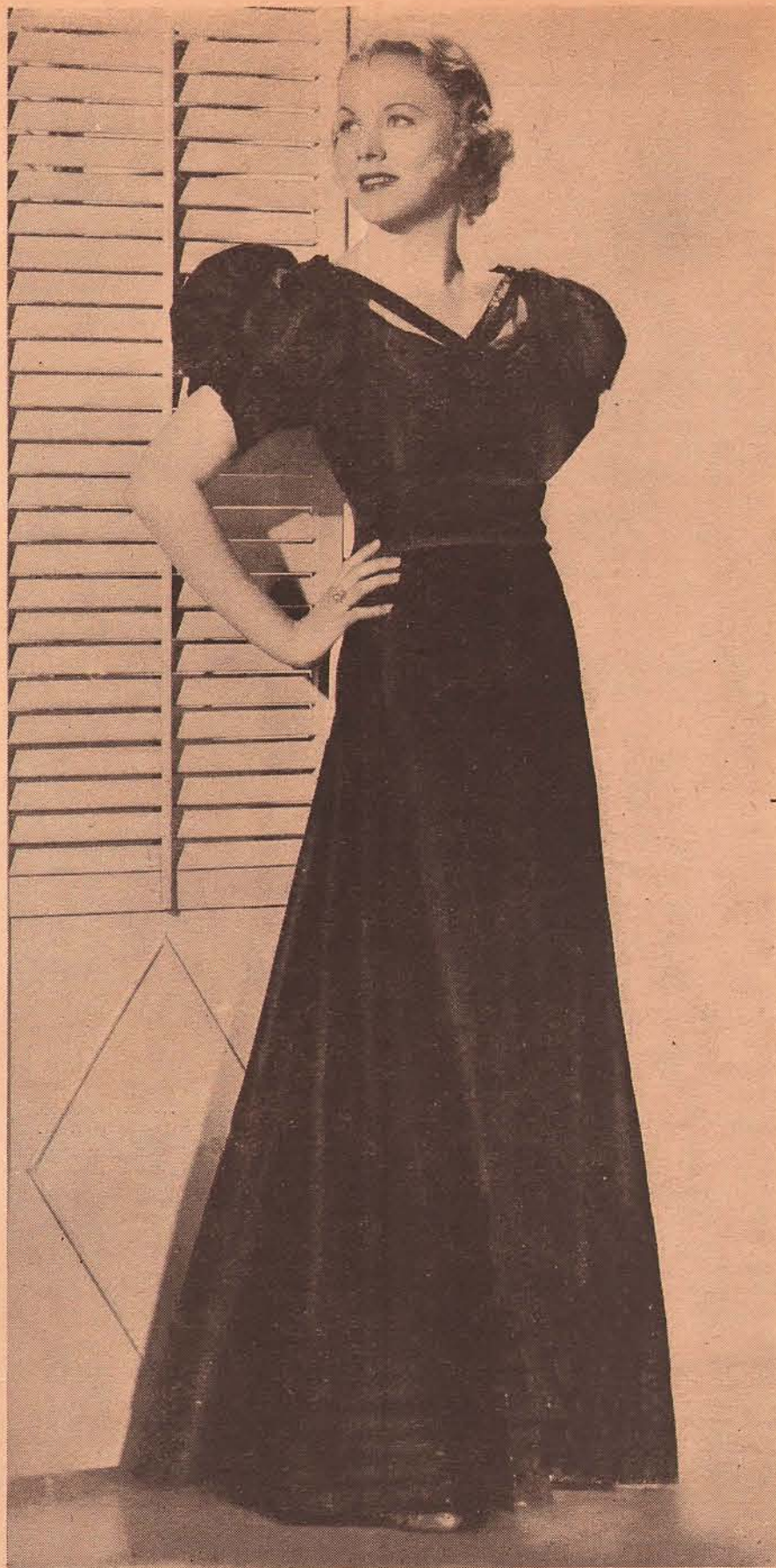
Very soon, the CBS "Magazine of the Air" will be heard five times a week instead of three. Reports have it that with this shift will come a change in the entire personnel of the program.

Bob Trout, who is familiarly known as the presidential announcer, replaces Arthur Godfrey on the Professor Quiz show. Some of you may remember that Trout was the professor's original assistant on the program, leaving it to go to Europe to attend the coronation of King George VI.

*If someone told it to me, I might think it was a press-agent's brainstorm, but I happened to be an eye-witness. The other sundown, walking along*

Went in to see the Ben Bernie broadcast before he left for the Coast and found the Ol' Maestro giving the studio audience instructions on how and when to laugh and applaud. He asked the ladies to remove their gloves, so that when they applauded the radio audience would think there were at least 90,000 people in the studio. After rehearsing them, he accused one lady in the last row of not taking off her gloves. If you wonder what the studio audience is laughing at during the musical numbers, it's because Bernie is either truckin' or making faces at the other artists on the show.

*Don Voorhees is going to have a workout for himself every Wednesday*



Beautiful Florence George rises from the ranks of the unknown to become soprano of the Lanny Ross-Charlie Butterworth Packard Hour Tuesday night, which replaces Johnny Green's excellent musical summer series

*night from now on. He is the leader of the orchestra in the new Broadway musical comedy "Virginia," which means that immediately after his CBS "Cavalcade of Music" program he must dash out of the studio and do double-quick time over to the theater for the overture. The curtain is held until he arrives.*

You can fool some of the people some of the time, but you can't fool all of the people all of the time. Which is my way of telling you that the next time you hear Pierre Le Kreun introduced on the Sunday night Manhattan Merry-Go-Round program, you should know that it's really Oliver Smith. And when you hear Abe Ly-

man's orchestra on Waltz Time, Friday night, don't think the maestro is in the studio. He's really three thousand miles away basking in the California sunshine. When you listen to the Town Hall Quartet on the Walter O'Keefe show and think you notice a resemblance to the Songsmiths heard on the Hit Parade, know ye all that it's the same four voices. On the new soft-drink show, featuring Kitty Carlisle, which debuts Friday night over CBS, the boys will be known as the Song Shop Quartet.

*Wyn Murray, my neighbor out at Jackson Heights, had to leave the Sunday Night Party program all of a sudden due to contract trouble.*

# MUNN'S THE WORD

(Continued from Page 4)

owe a great deal to Frank Munn and his hard-hitting way of putting them in their places.

"All I have to do is look at the lives of men like McCormack and Caruso to realize how unimportant but lucky I am. That's what makes me mad at some of these peacocks around here who think more of themselves than they do of the business they're in. It's a big business, as large and vast as the number of people who listen to it."

There is not an artist in radio who is as grateful or as loyal to his profession as Frank Munn. He loves his radio work, the routine of singing to people, the close, every-day friends the business has given him. He has turned down stage offers, he laughs at becoming a great operatic star, he won't even go on short concert tours. He knows he has a good thing, and he means to stick with it as long as he can. Frank has seen too many people climb and fall.

About his personal life: he has been married just a year. He waited until after he was forty to take the leap. There is never any hurry about anything that Frank does, and marriage

is one contract that a man like Munn would take seriously.

Frank will talk about his wife just enough to let you know that she has, in the short space of a year, made him a very happy home-body. She lets him go into the kitchen whenever he likes and cook up a meal of Hungarian goulash. Their life together is quiet and harmonious and will always go on being just that way.

Frank Munn is the kind of quiet, taciturn person who doesn't like to open his mouth unless it is necessary. And the only time it seems to be necessary is when the red light over the control-room says "On the Air." Then he opens his mouth—and you don't have to be told it is Frank Munn.

Frank Munn may be heard Sunday on American Album of Familiar Music over an NBC network at:

EDT 9:30 p.m. — EST 8:30 p.m.  
 CDT 8:30 p.m. — CST 7:30 p.m.  
 MST 6:30 p.m. — PST 5:30 p.m.  
 Also Fridays on Waltz Time at:  
 EDT 9:00 p.m. — EST 8:00 p.m.  
 CDT 8:00 p.m. — CST 7:00 p.m.  
 MST 6:00 p.m. — PST 5:00 p.m.

## DISCARD YOUR OLD AERIAL

It Is Most Likely Corroded and Has Poor or Loose Noisy Connections  
**NO MORE BUZZES, CLICKS** and shorts from summer rains and winter snow and sleet when using an F. & H. Capacity Aerial Eliminator. Equals an aerial 75 ft. long, strung 50 ft. high, yet occupies only 1 1/2 inch by 4 inch space behind your radio—guaranteed to give you nationwide reception or your money back.

**BETTER TONE AND DISTANCE GUARANTEED**  
 Sensitivity, selectivity, tone and volume improved. No lightning danger or unsightly lead-in and aerial wires. Makes your set complete in itself. Forget aerial wires and troubles—move your set anywhere.

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 On the market five years. 100,000 satisfied customers in U. S. and foreign countries. In use from the Arctic Region of Norway to the Tropics of Africa. Each factory tested on actual long distance reception. Cannot harm set—Easily connected to any radio, including radios having no ground or radios for doublet aerial. Note: It will not operate on battery or automobile radios.

**5 DAYS TRIAL** Mail coupon at once. Pay postman \$1.00 plus a few pennies postage on delivery. If not entirely satisfied, return within five days and your dollar will be refunded without question.

**JUST MAIL THIS COUPON**

F. & H. Radio Laboratories, Dept. 114, Fargo, N. Dak.  
 Send F. & H. Capacity Aerial. Will pay postman \$1 plus few cents postage. If not pleased will return within 5 days for \$1 refund. Check here  if sending \$1 with order—thus saving postage cost—same refund guarantee. Check here  if interested in dealer's proposition.

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OVER 42,000 APPOINTMENTS IN 1936 GOVERNMENT YEAR

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Most Government examinations include Mental Tests. Try yourself. Answer the following problems and mail at once. Our examiners will correct your work, rate, and return it. The result should tell you the possibility of a high rating on the U. S. Government Examination.

### MENTAL TEST

1. Supreme Court Judges are appointed by (1) Vice President. (2) President. (3) Secretary of State.  
 Give Number of Correct Answer .....
2. A salary is (1) an income. (2) an expense. (3) a deduction. (4) a mortgage.  
 Answer.....
3. If you earn \$2000 a year and spend \$195 for education and 30% for other expenses how much would you have left?  
 Answer.....
4. Consent means to (1) agree. (2) change. (3) differ.  
 Answer.....
5. Straight means (1) dishonest. (2) uneven. (3) direct.  
 Answer.....
6. At the rate of \$.65 an hour, how much would you earn working 40 hours a week for 52 weeks?  
 Answer.....
7. Chicago, Ill., is (1) North. (2) South. (3) East. (4) West, of New Orleans, La.  
 Answer.....
8. Out of the frying pan into the fire means most nearly: (1) From a good to a better job. (2) If you do good, you make things better for yourself. (3) Going from bad to worse.  
 Answer.....

Franklin Institute, Dept. H194,  
 Rochester, N. Y.

I send you my work on Mental Test No. 3. Kindly have your examiners correct this work and return to me with my rating and at no cost to me. Kindly send 32 page book "How to Get U. S. Government Job" and full information regarding Government Jobs. Send list of Jobs and tell me how to get one.

Name.....  
 Address.....  
 Age.....

# GAY LADY

BY VIOLET EVERS

CAROL GAY, woman commentator and directress of the "Let's Compare Notes" program, heard daily over KMOX, brings to her program a background of experience that assures proper presentation of subjects directed to women.

At one time she was engaged in sales-promotion work and special-feature writing, and later became editor of the magazine "Modern Home," in which she covered every item of interest to homemakers, including home decoration, cooking, entertaining and the care of children.

Her brilliant "book reviews" have been presented before almost every woman's club in the greater Mississippi valley. At present she appears once a week at the Fox Theater before the matinee audience, reviewing the best in current literature.

She is the mother of two charming young daughters, who show definite evidence of special guidance by their attentive mother. Carol Gay's exceptionally well-modulated voice and friendly personality present the sponsor's message with charm.

Here's a typical Carol Gay broadcast:

"Two fifteen-minute shows every day and the comments of well-meaning friends moved me to talk to you about one day in the life of the director of a woman's program, because when I began . . . and it still continues . . . my nice, correct, stay-at-home friends would say, vaguely, 'How nice . . . you're only on the air thirty minutes a day in all. What do you do the rest of the time? Perhaps we can have a bridge game one day . . . or shall we meet and do a movie?' I've started to explain a hundred times . . . what's the use? They wouldn't understand. Some continue to think I'm high-hatting them. If they only knew.

MY FIRST show is at seven-fifteen in the morning . . . the second at four-forty-five in the afternoon. So, let's begin with the alarm-clock . . . it's the rudest and most realistic beginning to anybody's day that I can think of. My alarm-clock rings at five o'clock . . . all winter, in the dead of night. Having dressed to a certain point, and gulped a cup of coffee while I'm doing my hair, I'm ready for the ten-mile drive downtown, putting on my face as I go. At the station (and have you ever seen a station at seven in the morning?) I pick up my copy and give it a hurried final review on my way to the studio. At the sound of my theme song and a nod from the production man I face the mike for the first time that day. Once there, I tell the females up and about (and in St. Louis they are up) what I can about styles, gardens, children and a few odd and funny bits in the news, occasionally a mention from Hollywood. Now it's seven-thirty . . . so I have breakfast in company with a sprightly announcer and a couple of hillbillies who have been on the air since five a.m. At eight I straighten my desk . . . clutch at a few stray thoughts, and slip three carbons in the typewriter. This will eventually be my afternoon show.

"At about nine the mail arrives. And let's talk about mail for a minute, because sometimes it's good for a laugh, and, of course, is always a good reminder of the fact that you do have listeners. Anyway, the mail of any woman's program indicates that Mrs. Public is interested in three things . . . her Figure . . . her Face . . . How to Hold a MAN. Children drop to a low fourth. Now, as my own figure is just a couple of bones held together by a little flesh, having no curves, as my face is really nothing you'd ever think about again, and as I have had the normal amount of confusion over a MAN, during eleven years of marriage, I can rarely quote from personal experience, but must rely upon the

better authorities to enlighten Mrs. Public. Next, about mail . . . one person's meat is another's poison . . . which calls to mind two letters I had in the same mail about the same show. Now the early show, being as early as it is, has probably as many men as women listeners. So we try not to tell the poor masculine darlings when to wear a blouse, but give them a little general news that will amuse them (we hope). So the morning mail brought two letters. One from a woman! 'Did YOU ever have to listen to Carol Gay (?) smirk and sneer and poke fun at everyone and everything . . . etc., etc.?' The other from a man: 'Who is this Carol Gay . . . she's good for a laugh from me at any time . . . and that's saying something . . . before eight in the morning.'

"But where were we? Writing the afternoon show. About half-past nine



KMOX's Carol Gay: When her friends say, "What an easy life!" she wilts!

the telephone starts. New copy . . . By ten-thirty the show is half finished. Catching my breath, I order groceries. After the groceries, the show again. By this time noon is a thing of the past, but I'm still hungry, so I have a sandwich sent up, and back to the typewriter, where I put a few fancy finishing touches to the afternoon show and start one for the next morning. It is now time to start for a woman's club to do a book review . . . and so I fly to the speaker's stand, then rush back, and there is the typewriter.

"Sometimes I finish at five . . . more often some time after six. I then pick up an exceedingly nice, patient husband, go home for dinner."

### "Hollywood Highlights"

Larry Sherwood, the energetic new manager of Radio Station KCMO, Kansas City, believes in capitalizing on programs which have definite listener appeal. Realizing the public's interest in news from Hollywood, Miss Betty LeVec, the station's movie gossip editor, was on August 14 dispatched, bag and baggage, to the film capital.

Miss LeVec will be in Hollywood two weeks, headquartered at the Ambassador Hotel. The station has made advance arrangements with various Hollywood agencies and studios which will insure her a very busy and entertaining visit.

On Miss LeVec's return, a full account of her daily experiences will be written into the daily broadcast, "Hollywood Highlights," which she conducts.

Miss LeVec, who presents an extremely fetching eye-ful herself, is expected back at KCMO on September 1.

## VOICE OF THE LISTENER

The "Voice of the Listener" letter-forum is a regular feature in RADIO GUIDE each week, offered to the readers as a means for expressing and exchanging opinions about radio.

Each week RADIO GUIDE will publish letters deserving our readers' attention.

### THAT EXTRA "R"

Dear VOL: Radio stars on our best sponsored dramas offend almost without exception by adding an "r" to words that end with a vowel. Examples: John in "John's Other Wife" says "Marther" instead of "Martha." It grates sickeningly to hear him, and this happens countless times on other dramatic programs. As I write, Boake Carter has said "Chiner" three times so far in two sentences when it obviously is China he is talking about. Please print this and see if any of these speakers via the airwaves will take notice.—Mrs. Maud Mair, Mukwonago, Wisconsin.

### AGAIN, SERIALS

Voice of the Listener: Is it really true that practically all of us housewives want to listen to a steady succession of radio serials most of the morning and on, on into the afternoon? Even if one isn't too lazy to turn the knob on the dial there isn't any relief from a Ma Perkins or a Mother Moran or a Daddy Jim spreading sweetness and light. And then, too, all of the serial characters get involved in such flimsy, transparent situations. Oh, well, maybe fifty million serials can't be wrong. Anyway, can't we have just a few more good daytime variety shows with music and comedy and, best of all, variety?—Mrs. C. L. Davis, Ralston, Iowa.

### LICORICE AND CAVIAR

VOL: Why in the name of radio entertainment does one hear Marion Anderson on the same program with a French cabaret singer; the m.c. relate a Scotch joke immediately following the rendition of a song by Richard Bonelli, and songs by Nelson Eddy interspersed by chattings by Mr. Fields and "Charlie"? It is really in very bad taste. One does not wear slacks to the opera, serve licorice-drops with caviar or place a Rembrandt in a gaudy frame.—Bertha X. Small, New York City.

### SHAKESPEARE VS. SHAKESPEARE

Dear VOL: May I raise my voice in protest against overlapping programs, not only in content, but in time? As I write, there are two Shakespearean programs on the same night, the only difference being that one comes on a half-hour earlier. It is certainly annoying to listeners who would like to hear both programs. Last week I was so provoked that I listened to neither.

It certainly seems incredible that program directors or broadcasting stations should be so short-sighted, especially when they are offering something so unusual and worth while. Please cut out the competition, and be sensible; it is to your benefit, program directors!—Miss Ann Dale, Baltimore, Maryland.

### ONLY 6% ILLITERATE

Dear Voice of the Listener: On June 23, 1937, I wrote you a letter regarding institutional radios. This letter was published in the July 24th issue of RADIO GUIDE. In said letter I misquoted a fact to the effect that 60% of all inmates were illiterate. I wish to correct a mis-statement to the effect that it should have been 6% instead of 60. A typographical error on my part.—Frank Politz, Eastern State Penitentiary, Graterford, Pa. (C-7795).

### NO STARS

VOL: The one thing to which I object is the stars placed next to some programs listed in RADIO GUIDE, while others receive none. Such outstanding shows as "Columbia Workshop," "Song

Time" and "Blue Velvet" receive nothing, but programs like "Town Hall Tonight," "National Barn Dance" and "Breakfast Club" do receive stars. In my opinion it should be the other way around. Everyone has a different taste in programs, so why not let them choose their own.—Philip Osbaum, Louisville, Ky.

### LO! THE POOR JUVENILE

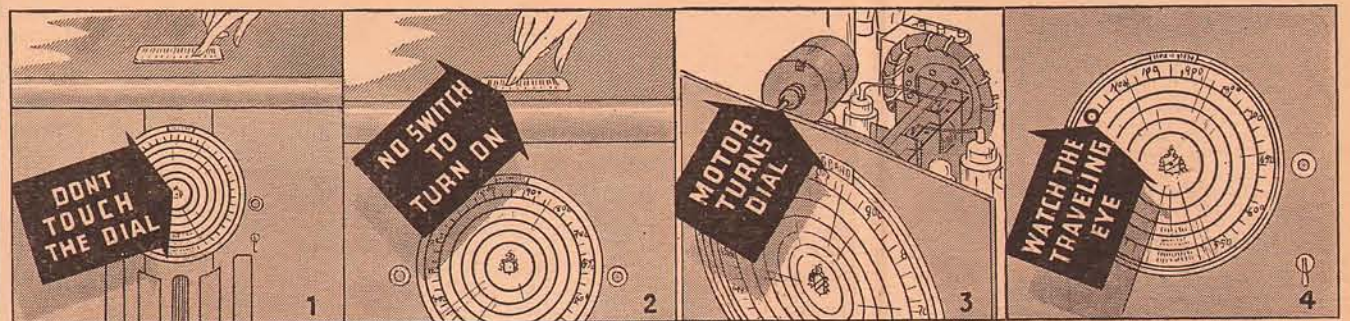
VOL: What's the matter with radio?

Well, for one thing, it's unfair to its juveniles. In the movies the child stars are the best-paid, most publicized and most fussed-over actors. Yet in radio they are practically unheralded. Surely, they are as talented as the movie children. The Halop children, Billy and Florence, Jimmy McCallion, Walter Tetley, Audrey Egan, Mickey O'Day and many others are veterans of countless successful programs. Fifteen-year-old Billy was the star of the so very successful play, "Dead End," and is now out in Hollywood making a picture version of it. Sixteen-year-old Jimmy McCallion was the star of

the Theater Guild production "But for the Grace of God" and was acclaimed an outstanding actor by all dramatic critics. Sweet Audrey Egan is a marvelous actress and possesses a voice as lovely as that of Deanna Durbin. Eleven-year-old Mickey O'Day cannot be equalled, and Walter Tetley—well, he's one of a kind. They're really swell kids. If Hollywood appreciates its juveniles, why shouldn't Radio City? C'mon, let's read and hear more about them. Give them some good publicity. They deserve it!—Miss Leona Johnspoll, Jamaica, Queens, New York City.

# JUST TOUCH BUTTON

## LATEST 18-TUBE MIDWEST TUNES ITSELF BY ELECTRIC MOTOR!



### Only MIDWEST'S Direct-From-Factory Policy Makes This And Other Sensational Features Possible At Amazingly Low Prices!

"The sensation of the radio world" . . . that's what experts said when they saw the amazing new 1938 MOTORIZED Midwest. No more dial twiddling—no more squinting! Now, you can enjoy the luxury of radio at its best—you can tune your Midwest by merely touching a button! You'll be astounded at the lightning-like motorized action—just touch a button (on top of the radio) . . . and its corresponding station zips in.

Zip . . . Zip . . . Zip . . . you can bring in 9 perfectly tuned stations in 3 seconds! All this happens in 1/3 second with Midwest Perfected Motorized Tuning: (See above illustration). (1-2) You touch button; (3) Electric motor speeds dial towards corresponding station; (4) Colorful Bull's Eye darts across dial and locates itself behind station; (5) Dial stops itself at the station's exact center of resonance and the eye "winks" as program comes in perfectly tuned.

**30 DAYS FREE TRIAL—Enjoy World's Most Advanced Radio for 30 Days in Your Home! Don't Risk a Penny!**

Act at once on this unusual factory-to-you offer. We send any Midwest radio you desire to your home. You use it 30 days, and compare it with other radios you have owned or heard. Then, you can return it to the factory, if you wish, without risking a penny. We trust you to give the Midwest a fair trial. You are triply protected with Foreign Reception Guarantee, One-Year Warranty and Money-Back Guarantee.

### 18 TUBES FOR PRICE OF 10

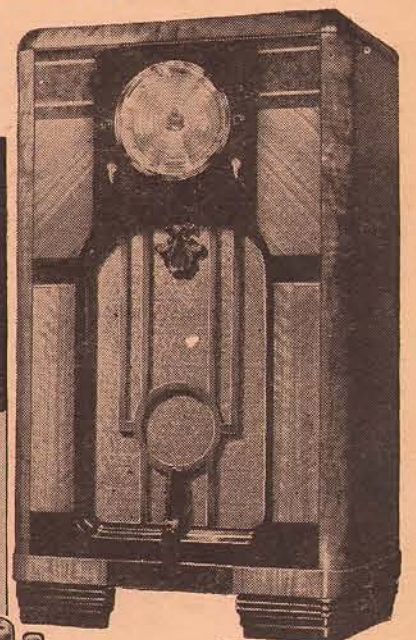
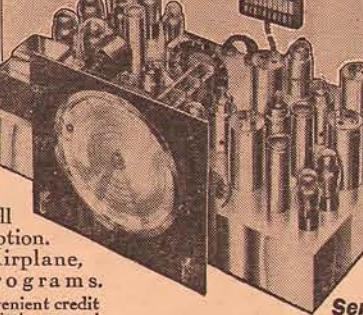
Why be content with an ordinary 10, 12 or 14-tube set when you can buy an 18-tube Super DeLux 101-feature Motorized Midwest for the same money. It will surprise and delight you with its brilliant world-wide reception on 6 bands, and a range of 12,000 and more miles! It will thrill you with its marvelous 6-continent overseas reception. Secures American, Canadian, Police, Amateur, Airplane, Ship broadcasts . . . and finest Foreign programs. You have a whole year to pay for your Midwest on easiest, most convenient credit terms. Never before have you been offered so much radio for so little money!

[SERVICE MEN: Join nation-wide Midwest service organization. Write for free details.] SEND FOR FREE 1938 CATALOG

**MIDWEST**  
WORLD-WIDE RADIOS  
MIDWEST RADIO CORPORATION  
DEPT. BB-94, CINCINNATI, OHIO, U.S.A.

The famous Midwest factory-to-you plan, proven by 18 years of success) is just as exciting. It enables you to buy at wholesale prices—to save up to 50%—to make your radio dollar go twice as far—to enjoy 30 days FREE trial in your own home—to pay as little as 50c a week.

**18 Tubes**  
6 WAVE BANDS  
only **\$39.95**  
FACTORY-TO-YOU  
NEW LOW BASE PRICE CHASSIS



**TERMS**  
As Low As  
**50c**  
A WEEK!  
Send No Money Now!

PASTE COUPON ON 1¢ POSTCARD...OR WRITE TODAY!

MIDWEST RADIO CORPORATION  
Dept. BB-94, Cincinnati, O.  
Send me your new FREE catalog and complete details of your liberal 30-day FREE trial offer. (Special offer and prices prevail only when dealing direct with factory by mail.)  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Town \_\_\_\_\_ State \_\_\_\_\_  
User-Agents Make Easy Extra Money. Check Here  for details  
 Check Here for 1938 BATTERY catalog

### PATCHY BALDNESS

Patchy Baldness of a temporary nature is often helped by persistent use of Glover's Mange Medicine with massage. Aiding the growth of new hair in these cases is one of the remarkable functions of Glover's. Try it! Shampoo with Glover's Medicated Soap for the added benefits it gives you. At all Druggists.

For FREE LEAFLET on Glover's System, write to GLOVER'S, Dept. 92, 462 Fourth Avenue, New York City.

**GLOVER'S MANGE MEDICINE**

**AGENTS UP TO \$14 IN A DAY**

**I'LL SEND THIS OUTFIT ON 30 DAY TRIAL**

**No Money Risk!**

Yes—I send everything needed to start making good profits at once with a line of over 250 daily home necessities. And you don't risk a cent. Your Outfit contains full-sized packages of fastest moving products, samples to give away, and such simple instructions you need no past experience. Just call, take orders, make deliveries, collect the money and pocket your profits on the spot. Once started, you can build big on my capital. Norman Geisler reported \$129 in a week; W. J. Way, with us 9 years, \$19.10 in a day; Mrs. H. H. Hosick, \$41.73 her first week. That shows your possibilities. \$500 CASH—OR BRAND NEW FORD AUTOMOBILE—GIVEN AS BONUS TO PRODUCERS. Get the Free Facts! Don't delay! Good territories going fast. Write TODAY. Albert Mills, 4206 Monmouth Ave., Cincinnati, Ohio

**FREE OVER \$10,000.00 IN CASH PRIZES**

You'll see hundreds of advertisements like this during the next few months, would you like to win some of the money? YOU CAN, but you need to know HOW to prepare an entry. Contest Magazine and Nuggets Monthly, America's largest and most popular contest mediums, will give you "the slant." In addition to this they list all the leading contests announced each month.

**Special Introductory Offer**  
That you may become acquainted with these popular contest helps, we will send (new subscribers only) both magazines, THREE MONTHS for only ONE DOLLAR. (Regular subscription rates are \$2.50 per year, each.) Ask your newsdealer for single copies or send 35c to us and receive current issues. (Canadian or foreign \$1.25)

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Eight beautiful, neverfade prints and two handsome enlargements from each roll of size 127, 120 or 116 . . . . . **25c**  
Panchromatic films at same low price . . . . .  
Highest Quality. Immediate Service. We Guarantee our work!  
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**CUT-RATE YARNS**  
New low prices! Silk Boncle (all colors) Worsteds, Shetlands, Velveens, etc. Quality guaranteed. Sample cards, needles and knitting bag given FREE with order. Prompt service on mail orders—write direct to:  
**\$1.19**  
**F & K YARN CO., (Est. 1916)**  
85 Essex St., Dept. R-9-11, New York City **1 LB.**

**BE A RADIO EXPERT**  
Learn at Home—Make Good Money  
Many men I trained at home in spare time make \$30, \$50, \$75, a week. Many make \$5, \$10, \$15 a week extra in spare time while learning. Illustrated 64-page book points out Radio's opportunities, also how you can learn to be a Radio Expert through my practical 50-50 method of training. Television training is included. Money Back Agreement given. Mail coupon today. Get book FREE.

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Send me, without obligation, your 64-page book "Rich Rewards in Radio" FREE. (Please write plainly.)

NAME.....AGE.....  
ADDRESS.....  
CITY.....STATE.....

## MEMORIAL OF MUSIC

(Continued from Page 3)

house. When he resigned at the end of two years, his salary was only \$25.

George's next job lasted only one day. He was pianist in the pit at a cheap 14th Street theater in New York. Ridiculed before the theater audience from the stage, he became furious, walked out without even taking his day's pay.

Soon he was heard in vaudeville as accompanist for Louise Dresser and Nora Bayes. It was while he had this job that he met Max Dreyfuss, head of an important music-publishing firm.

Dreyfuss hired George as a composer—at \$35 a week. His first tune was "Swanee," first sung from the stage of New York's Capitol Theater in 1919. Al Jolson sang it in the musical comedy, "Sinbad." It became a hit nine months after it was published.

It was in 1919, too, that George Gershwin had his first big chance. Producer Alex Aarons employed him to score his first musical comedy, "La La Lucille." It was a smash hit. For the next five years Gershwin wrote all the music for George White's "Scandals." Meanwhile he also composed for other musicals: "Tip-Toes," "Our Nell," "Sweet Little Devil," "Lady, Be Good!"—all produced in New York. Starred in "Lady Be Good!" were Fred and Adele Astaire. During the same years, Gershwin's "Primrose," "Rainbow" and "Stop Flirting" were produced in London. His fame as a popular-song writer had crossed the sea. In 1922 his first serious music, a one-act opera, "Blue Monday," was staged.

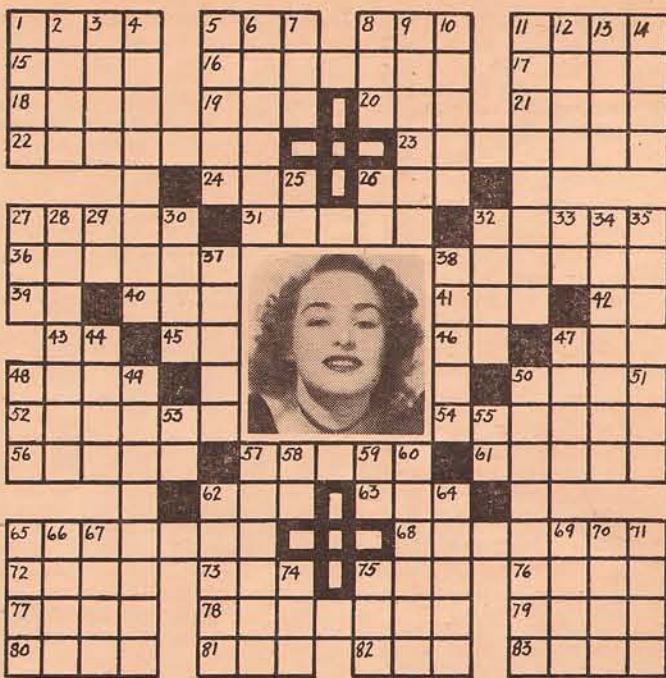
IN 1923 a newspaper story stated that Gershwin was at work on a symphony. He wasn't. But, reading the item, he decided to start work on the now-famous "Rhapsody in Blue." The following year an amazed New York audience heard what was called "jazz opera" given by a "jazz band," when Paul Whiteman introduced the "Rhapsody" at Aeolian Hall. The new music told the story of modern America to the world, the story of "... a culture of abundance, of many quick movements: Ball games, prize-fights, jazz, preaching, science, symphonies," as Gershwin termed it.

Dr. Walter Damrosch, then conductor of the renowned New York Symphony, heard the "Rhapsody," recognized the genius of its 26-year-old composer, commissioned him to write. The "Concerto in F" was the result. December 3, 1925, was a great day in George Gershwin's life. It was then that the New York Symphony first presented his new "Concerto," with Dr. Damrosch conducting and Gershwin himself at the piano.

At the age of 27, Gershwin was a great man. The whole world knew his name, applauded his work. The bare-foot boy of six who had heard the "peculiar jumps" in Rubenstein's "Melody in F" had gone a long way; he had written songs that millions loved; he had scored successful musical comedies; he had composed symphonic music that leaders in music called great. But he did not sit idly, listening to the soothing sound of applause.

Soon audiences heard more musical comedies by Gershwin: "Song of the Flame," "Tell Me No More," "Oh Kay," "Strike Up the Band," "Funny Face," "Treasure Girl," "Show Girl," "Girl Crazy," "Of Thee I Sing," "Let 'Em Eat Cake." For "Of Thee I Sing," Gershwin was awarded the 1931 Pulitzer Prize. New songs, too, came from his pen. Next to "Swanee," "The Man I Love" was his biggest hit. Gershwin music was heard in the great concert halls of America and Europe: "An American in Paris," "Second Rhapsody," "Cuban Overture." For the movies Gershwin scored Janet Gaynor's film, "Delicious," including in it his "Rhapsody of New York." Later he wrote music for Fred Astaire's picture, "Shall We Dance?" "Porgy and

## RADIO GUIDE'S X-WORD PUZZLE



### HORIZONTAL

- Thick slice
- Look secretly
- Linda —, songstress
- Window frame
- Learning
- Toward which the wind blows
- Lowest female voice
- State
- Contraction, it is
- Tier
- Low tide
- Climate
- Repasts
- River (Sp.)
- Pollock, bandleader
- Vivienne —, songstress
- Skinny —, songster
- Sylvia —, songstress-comedienne
- Pressed
- Beatrice —, comedienne
- Negation
- Female hare
- Greek letter
- WRVA is in this state (abbr.)
- Therefore
- Symbol for sodium
- Myself
- Pronoun
- Mannerisms
- Small insect
- Revolve
- Harvested
- Follow
- Fetch
- Colorers
- Insect
- Masculine pronoun
- Frankie —, bandleader

- Razed
- Great lake
- Noted Japanese statesman
- Guido's highest note
- Last name of star in the portrait
- Falsifier
- Humorer
- Beast
- Scotch caps
- Before
- Those holding office
- Formerly

- Eats away
- Hill, commentator
- Andy —, orchestra leader
- Away from the wind
- Celestial body
- Jumps
- Upon
- Prefix; two
- Vice
- The act of wearing away
- Proceed
- Belasco, orchestra leader
- Tell
- Pearce's Gang
- One who bolts steel together
- Parrot
- Janis, songstress
- Monkey-like mammal
- Worthless leavings
- Mop
- Measure of area
- Strolls aimlessly
- Girl's name
- Editors (abbr.)
- Symbol for tellurium
- Wynn, comedian
- Don —, bandleader
- Concerning (abbr.)
- New England state (abbr.)
- Dolores —, actress
- Fannie —, comedienne
- Martha —, songstress
- Diffuse
- A melody
- Asiatic country
- Den
- Son of Seth (Bib.)
- Small depression
- Poem
- High priest of Israel (Bib.)

### VERTICAL

- Raw chopped cabbage
- Adoration
- Extent of surface
- Hirsch, violinist
- More artful
- Howard —, announcer
- Affirmative
- Roman household god

### Solution to Puzzle Given Last Week

A	M	A	C	M	U	R	A	Y	R	E						
P	I	C	K	E	N	S	T	S	T	E	V	E	N	S		
E	X	T	E	N	T	K	E	N	T	A	L	A	N	T	S	
O	L	D	R	E	S	E	R	E	A	R	E	A	R			
F	O	R	T	C	A	M	W	O	N	W	R	A	P			
E	N	S	H	A	M	P	T	E	E	S	O	V	E			
R	E	M	A	R												
D	H	O	L	T	K	E	N	S	T	E	W	S				
I	G	O	R													
N	E	W	I	S	E	C	A	R	P	E	N	T	E	R		
A	M	N	A	G												
N	A	B	W	A	R	D	F	R	E	D	B	A	R			
D	R	A	W	D	E	E	L	U	D	M	A	R	Y			
L	I	A	R	A	L	L	E	N	B	E	N					
S	E	R	V	E	S	L	E	E	P	L	A	T	E	D		
A	N	N	E	T	T	E	A	I	S	O	L	A	T	E		
Y	E	S	S	Y	M	P	H	O	N	I	C	M	A	W		

Bess," his only full-length opera, was produced in 1935. It was a success.

And now, on September 8, CBS dedicates a great program to the memory of George Gershwin. Millions will listen to the CBS program, will remember the great man who is gone. For the small boy at the Brooklyn penny arcade in 1904 is no more. But his music—"true music and lasting"—lives on.

Gershwin Memorial Concert may be heard Wednesday over a CBS network at:  
EDT 12:30 a.m. — EST 11:30 p.m.  
CDT 11:30 p.m. — CST 10:30 p.m.  
MST 9:30 p.m. — PST 8:30 p.m.

### Program for the Gershwin Memorial Concert

- "Of Thee I Sing" overture  
Los Angeles Philharmonic-Symphony Orchestra
- "Concerto in F"  
Oscar Levant, piano soloist  
Otto Klemperer, conductor
- Songs  
George Jessel, master of ceremonies, will present:  
Fred Astaire—"You Can't Take That Away from Me"  
Bing Crosby—(not yet scheduled)  
Lily Pons—"Summertime"  
Al Jolson—"Swanee"  
Gladys Swarthout—"The Man I Love"  
Victor Young, conductor
- "An American in Paris"  
Nathaniel Shilkret, conductor
- (Intermission)  
Eulogy of George Gershwin and short remarks by stars attending the concert
- Gershwin Medley  
Nathaniel Finston, conductor
- Selections from "Porgy and Bess," with principals of original cast:  
Todd Duncan  
Anne Brown  
Ruby Elzy, and the Hall Johnson Choir of forty voices  
Alexander Steinert, conductor (Numbers played by permission of Merle Armitage)
- "Rhapsody in Blue"  
Jose Iturbi, conductor and piano soloist

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# MUSIC of the MASTERS

BY CARLETON SMITH

WITH all due respect to George Gershwin, it hardly seems plausible to cite him as the American Beethoven. His music is popular. It draws record-breaking crowds to the Stadium and elsewhere, and he may be said to have been "America's Musical Man of the Hour." He wrote melodies as they came into his heart. His desire was to please. Perhaps as he wrote there came into his mind a chord he knew from the work of a classic master. He may have now and then incorporated it into this piece or that. It was not plagiarism nor even imitation. It was absorption. For he wrote down music with a rhythm, a vitality that was like no other.

It was obviously music which could only be written in our time and our country. It traveled far and wide to the outposts of civilization. It was the hall-mark of American culture, the same to the Lapps I met beyond the Arctic Circle as to the Kurds in the deserts of Persia. It spoke in a patois which everyone recognized instantly as indigenous to the New World, as coming from the land of skyscrapers.

How did it rate at home? First, it was snobbishly undervalued and sneered at as "jazz." Then, after the sensational reception of "The Rhapsody in Blue," in which the composer showed he could set down a theme susceptible of symphonic treatment as well as create a new and original method of treating the outworn form of the piano concerto, it was riotously and patriotically over-rated. A Gershwin cult was formed. The slim, black-haired George became the symbol of the "Coming Age of Jazz."

The boy of poor immigrant parents who had risen from poverty as a song-plugger in a music shop became the most widely advertised American composer. He was sought after by singers, interviewers, photographers, celebrities, and most of all by society women who swooned and languished over drawing-room pianos when he played.

HIS was an Horatio Alger story. And the plain man, always awed by the bogus mysteries of writing music, looked upon George Gershwin as a man inspired, perhaps descended from above; anyway, a real, live composer living in this day.

It is said that when Gershwin, riding on the crest of his success, was asked by Walter Damrosch to write a concerto in three movements for performance by the New York Symphony, he went out and bought a book which would tell him what a concerto was. He made, in the opinion of New York critics, a good attempt at the big form. His writing had all the virtues of his defects as a craftsman, his ignorance of symphonic usage and tradition, his lack of musical background, and an environment which, fortunately, was not that of a standardized institution of learning, such as stifle most creative talents. He was relieved of the necessity of overthrowing useless formulas. He knew none.

Of course, he had difficulties in setting down his conceptions. Perhaps he could not harbor a conception that would require vast technique and extraordinary facility to execute. But he tried to improve his knowledge of music and of composition. He went to Stravinsky, who is supposed to have asked him, bluntly:

"What is your income per year?"  
 "\$100,000, about," was the reply.

"Then you should teach me composition," said the famous author of "Petrouchka," who certainly has no difficulty in putting down what he wants to say.

If Gershwin never overcame his lack of facility, it did not keep him entirely from realizing his message to his fellow man. As Olin Downes has said:

"He sang, essentially, one song. It is of the city, the music hall, the mechanical age. Granted the poetry in his concerto's slow movement: it is the peace of the twilight outside the stage-door. The doorkeeper puffs his cigar in the hot summer evening, he sees blue and yellow electric lights, hears the echoes of the street, and the hum of the approaching elevated. It is city music, tropical music, free of introspection or problems, written in a gay and thoughtless decade. It is sensuous, amorous and of a racy idiom, but it unfolds no broader horizon."

In his later works, Gershwin got little further than in his earlier ones. He stands revealed in no new emotional light. He is simply a representative of one phase of our nation's rapidly unfolding social evolution.

America has yet to find its great composer. We cannot name a single writer of music, living or dead, who is to us what Wagner is to Germany. There is no American equivalent of *Die Meistersinger*.

THE reason is not hard to find: We have been too busy growing. Great art comes only in the decaying years of a culture . . . or, at best, when the prime is reached. It cannot flower when the struggle for necessities is still paramount, when there is more land to be tilled, more mines to be opened, and a whole continent to be explored.

The interplay of economic and social forces has been so rapid and so hectic that no thoughtful artist has had an opportunity to seep himself in the substratum of our heritage and to blossom forth out of it. One impression after another has imposed itself upon the consciousness of our artists in unending succession. None has left a very definite imprint.

The lives of the so-called go-getting people are still more devoted to practical activities with the unfortunate result that the cultural aspects are lessened in importance. The scene changes too rapidly and too constantly. The art of music, all the arts, in fact, await the coming of a genius strong enough and big enough to set himself against the age, to perceive its need of expression and clarification . . . and to achieve it.

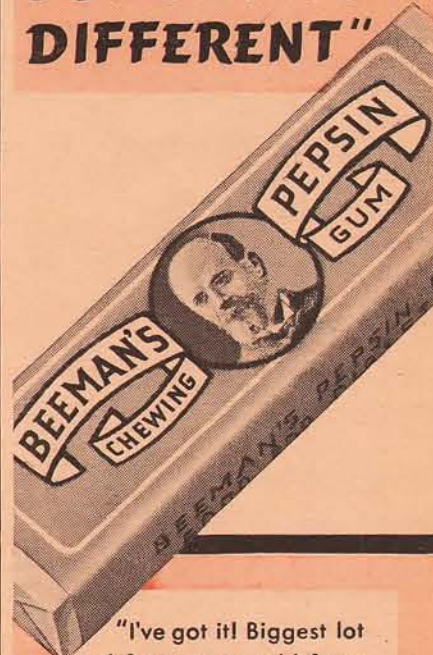
Meanwhile, we must wait and content ourselves with what we have had: Figures who catch the superficial, the elegant, the sentimental, the realistic; composers who are, in the ultimate sense, puppets of the time. They are not to be ignored or forgotten. By encouraging them, we prepare the ground for him who is to come.

Let us honor George Gershwin for what he was: A man who pointed the way, who showed the direction and who inspired confidence that some day we would enter, artistically speaking, into our own Promised Land. We must recognize that as yet we have not. For, if the compositions of MacDowell, of Victor Herbert, of Deems Taylor and the rest—even those of Gershwin himself, were really the expression of our national character, we should long ago have been but a coaling-station for the Japanese navy.

As you probably know, Thursday is the night set for Toscanini's broadcasts this winter. The great maestro, now resting in his Italian home, will conduct twice in Vienna, twice in London, and go to Palestine for fourteen concerts before sailing to us about Christmas time.

Artur Rodzinski returns next month to begin final preparations and rehearsals of the new NBC orchestra. It has been rumored that Bruno Walter will be a possible third conductor during the concert series.

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## NEXT WEEK

How do the radio stars live when they're away from the mike? Buy RADIO GUIDE and find out how a busy tenor escapes the world—

What is the unknown side of Paul Whiteman? See next week's issue for his revealing picture-story—and many other features in

**RADIO GUIDE**

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

(Megacycles or thousands of kilocycles shown)

CJRO, Canada	6.15	KKP, Hawaii	16.03
CJRX, "	11.72	LRU, Argentina	15.29
COBZ, Cuba	9.03	LRX, "	9.66
COCQ, "	6.13	LSX, "	10.35
COCO, "	6.01	OLR3A, Czecho-	
COCQ, "	9.76	slovakia	9.55
GSW, Portugal	9.97	OLR4A, "	11.84
DJB, Germany	15.20	OLR4A, "	15.23
DJB, "	6.02	ORK, Belgium	10.33
DJD, "	11.77	OXY, Denmark	11.805
DJL, "	15.11	PCJ, Holland	9.59, 15.22
EAQ2, Spain	9.49	PHI, "	17.775
FO8AA, Tahiti	7.11	PRADO, Ecuador	6.62
GSA, England	6.05	PRF5, Brazil	9.50
GSB, "	9.51	RAN, Russia	9.60
GSC, "	9.58	RKI, "	15.038
GSD, "	11.75	RNE, "	12.00
GSE, "	15.14	RV15, "	4.273
GSG, "	17.79	RV59, "	6.00
GSH, "	21.47	SFW, Poland	13.64
GSI, "	9.68	TFJ, Iceland	12.23
GSL, "	21.53	TIG, Costa Rica	6.41
GSO, "	6.11	TIANRH, "	9.698
GSP, "	15.18	TPA2, France	15.24
HAS3, Hungary	15.37	TPA3, "	11.88
HATA, "	9.12	TPA4, "	11.71
HBB, Switzerland	14.53	VE9DN, Canada	6.005
HBL, "	9.60	VK3ME, Australia	9.59
HBO, "	11.402	VK3LR, "	9.58
HBP, "	18.48	VK3ME, "	9.51
HCB, "	7.80	W1XAL, Boston, Mass.	9.54
HC2RL, Ecuador	6.66		15.25, 11.79 and 6.04
HH2S, Haiti	6.925	XEOR, Mexico, D.F.	7.33
HJ1ABE, Colombia	9.5	XEPT, "	6.12
HJ1ABP, "	9.618	XEUZ, "	6.12
HP5J, Panama	9.60	XEXA, "	6.172
HS8PJ, Siam	9.51, 19.02	YV5RC, Venezuela	5.80
HVJ, Vatican City	15.12	ZBW3, China	9.525
JVN, Japan	10.66	ZBW4, "	15.19
JVI, "	9.535	2R03, Italy	9.635
JZJ, "	11.80	2R04, "	11.81
JZK, "	15.16	9MI, S. S. Kanim-	
KIO, Hawaii	11.68	bla	6.01
KKH, "	7.52		

Time given is CST; for CDT add one hour. Short-wave programs of American stations are shown along with the regular listings beginning on page 27. 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—1:25 a.m., GSG, GSO, GSD, GSB; 2:40, TPA3; 5, TPA2; 7:30, GSJ, GSG, GSH; 10:10, GSI, GSG, GSH, GSF; 12 noon, GSG, GSI, GSD, GSB; 1:10 p.m., TPA3; 3, GSO, GSB, GSG, GSF, OLR4A; 3:30, JZJ, JZK; 5:30, EAQ2; 5:40, HP5J; 6, RAN; 6:15, CSW; 6:30, EAQ2; 7:10, GSF, GSD, GSP, GSO; 7:15, DJB, DJD; 9:30, DJB, DJD, TPA4; 9:40, GSG, GSD, GSI, GSB; 9:45, CJRO, CJRX; 11:30, JZK; 11:45, COCQ.  
Daily except Sundays—5 a.m., VK3ME; 6:30, VK3LR; 12:20 p.m., 2R04; 5, 2R03; 9, 2R04.  
Sun., Mon., Wed., Fri.—7 a.m., JZJ, JZK; 3 p.m., RNE.  
Mon. & Thurs.—7:30 p.m., OLR4A.

**Sunday, September 5**

6 a.m.—Program from S. S. Kanimbla: 9MI  
\*6:40 a.m.—International church: COCQ  
\*7 a.m.—Variety program: DJL  
\*7 a.m.—Overseas hour for Australia: JZK JZJ  
8:15 a.m.—Chimes and church services: W1XAL (15.25)  
8:30 a.m.—Holiday cruise: GSG GSJ  
8:55 a.m.—Lady chorus: PHI  
\*9:30 a.m.—Vatican City topics: HVJ  
10:30 a.m.—Polish hour: SPW  
11:20 a.m.—BBC Military band: GSG GSJ  
11:30 a.m.—Cultural activities: W3XAL (17.78)  
12:40 p.m.—Iceland hour: TFJ  
12:55 p.m.—Methodist services: GSG GSI  
2:05 p.m.—Folkestone Municipal orchestra: GSG GSI  
2:25 p.m.—Opera, "Bartered Bride": OLR4A  
\*3:30 p.m.—Overseas hour for the East Coast: JZK JZJ  
5:15 p.m.—Our Sunday concert: DJB DJD  
5:20 p.m.—Pini's tango orchestra: GSD GSP  
\*5:30 p.m.—Program from Denmark: OXY  
6 p.m.—Budapest program: HAT4  
\*6 p.m.—Program from Moscow: RAN RKI  
6:15 p.m.—H. M. Irish Guards band: GSD GSP  
\*6:15 p.m.—Sound pictures: DJB DJD  
6:30 p.m.—Two Hours with Cuba: COCO  
8 p.m.—Poetry and music: GSD GSG GSI  
\*8 p.m.—Cararo's tango band: LRX  
8:35 p.m.—"News in Science," O. J. R. Haworth: GSD GSG GSI  
\*9:45 p.m.—Dance music: LRX  
\*10 p.m.—English program from Mexico: XEXA  
\*11:30 p.m.—Overseas hour (Pacific Coast): JZK  
11:45 p.m.—English news: COCQ  
\*12 mid.—English DX programs: XEUZ  
12:20 a.m.—"News in Science": GSB GSD GSO  
12:35 a.m.—BBC Empire orchestra: GSB GSD  
\*2 a.m.—English program from Siberia: RV15

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

**Monday, September 6**

7 a.m.—Siamese broadcast: HS8PJ (19.02)  
8:20 a.m.—Vaudeville program: PHI  
11:30 a.m.—Polish hour: SPW  
12:20 p.m.—Letter-box: 2R04  
1 p.m.—PROMENADE CONCERT: GSG GSI  
2:25 p.m.—YUGOSLAV NATIONAL HOLIDAY: OLR4A  
†4 p.m.—Monitor news: W1XAL (11.79)  
4 p.m.—Argentina hour: LSX or LSY (14.115)

# SHORT WAVES

BY CHAS. A. MORRISON, president, INTERNATIONAL DX-ER'S ALLIANCE

(Figures in Parentheses Are Megacycles)

**O**N SUNDAY, August 22, at 6:30 p.m. EST (5:30 p.m. CST), a mysterious new short-wave station was tuned in on a frequency of 9.685 megs. Volume on the musical selections, which consisted solely of phonograph recordings, was very loud, but the announcements, which were in French, were weak and practically non-understandable. At 7:15 p.m. EST (6:15 p.m. CST) the program suddenly stopped, although the carrier wave, which had a bad hum, remained on the air. At 7:30 p.m. EST (6:30 p.m. CST), a recording of "La Marseillaise" was played. This was interrupted by the announcer's concluding announcement of "Bonsoir, Mesdames, Bonsoir, Messieurs," after which the anthem was finished and the station abruptly left the air at 7:35 p.m. EST (6:35 p.m. CST). Obviously this was a new French station testing preparatory to coming on the air, but, at the moment, I am unable to identify the broadcaster.

*COGF of Matanzas, Cuba, has shifted to 11.805 megs, thus completely blotting out reception of "The Danish Short-Wave Station," which for a time we were able to hear on that wavelength.*

On August 27, the Holden Expedition, which will carry on scientific exploration in the Amazonian jungles, left for Georgetown, British Guiana, on the Royal Dutch liner, *Van Rensselaer*. This group will be guided through the trackless wastes of the Akarai Mountains by special radio direction-bearings equipment, furnished by the Radio Corporation of America.

The expedition, headed by Dr. William Hall Holden, staff surgeon of the American Museum of Natural History, will maintain contact with the outside world from the deep interior of British Guiana and Brazil by means of direct short-wave linkage with the National Broadcasting Company. From the moment the party leaves Georgetown on the two specially built river boats, its progress will be described once or twice weekly, depending on technical conditions, in broadcasts relayed direct from the jungle through RCA Communications to the networks of the National Broadcasting Company.

Because of the world attention that will be focused upon this expedition by radio listeners everywhere, RADIO GUIDE has arranged to have a special representative meet the exploration party at Georgetown, British Guiana, and immediately forward all details concerning the short-wave radio angles of the story by air-mail, so that its readers may keep in close contact with this group as it heads into the unexplored regions ahead.

*HP5A (11.7), "Radio Teatro Estrella de Panama," the Star and Herald Theater, Panama City, Panama, is owned by Radio Teatro S. A., and broadcasts daily from 10 a.m. to 10 p.m. EST (9 a.m. to 9 p.m. CST). The musical theme of the station is the "Anvil*

*Chorus." Reports may be sent to P. O. Box 954, Panama City.*

Ashley Walcott of San Francisco, Calif., furnishes me complete details concerning the two new Japanese short-wave stations that have recently appeared on the air. JDY, using an announced frequency of 9.925 megs, and owned by the Manchurian Telephone and Telegraph Company of 7 Oyamagori, Dairen, Kwantung Peninsula, is relaying broadcast station JQAK, daily from 7:10 to 8 a.m. EST (6:10 to 7 a.m. CST). The program consists of Oriental and Occidental music, and latest news from North China, in Korean, Japanese and English, the latter bulletin being read by a Korean with a British accent, from 7:45 to 8 a.m. EST (6:45 to 7 a.m. CST). The English newscast is introduced thus: "Hello, dear friends, this is Darien calling. We will now give you the latest news in English." JDY may be heard at other times of the day in commercial contact with Tokyo . . . The new Japanese short-wave transmitter, located at Taihoku, Taiwan, relays JFAK of that city, week-days from 4 to 10:30 or 10:40 a.m. EST (3 to 9:30 or 9:40 a.m. CST) and on Sundays from 4 to 10:15 a.m. EST (3 to 9:15 a.m. CST), on a frequency of 9.625 megs. The last twenty minutes in each broadcast is given over to news in English, concerning the Sino-Japanese conflict in the North China area. Half-a-dozen chimes are sometimes used as an interval signal. Near 9:05 a.m. EST (8:05 a.m. CST), commercial station JIB (10.535) of Taihoku, joins the new station in the relay.

*The new Havana, Cuba, station, COCM, first reported in this column last week, may now be heard nightly from 7 p.m. to 12 mid. EST (6 to 11 p.m. CST) on a frequency of approximately 9.83 megs. The broadcaster relays CMCM, "Transradio Columbia," and reports may be sent to P. O. Box 33 or Calle 23, No. 482, Vedado, Havana Cuba. The station is broadcasting some very fine musical programs, which come in with great volume and clarity.*

The newest country to add its short-wave voice to the international radio menu is that tiny Central American Republic of El Salvador. YSN, on an announced frequency of 11.71 megs but actually heard closer to 11.705 megs, and located in San Salvador, El Salvador, was first heard on Sunday, August 15, from 9 to 10 p.m. EST (8 to 9 p.m. CST), testing out a new General Electric transmitter and asking for reports. There was a slight interference from HP5A, Panama, which broadcasts on the adjacent frequency of 11.70 megs.

*According to Sintonia, and Carlos R. Belevan, Secretary of "Radio Universal" of Ica, Peru, two new RCA transmitters have been purchased by the owners of OAX5A/OAX5B of that city, and one of these which works in parallel with OAX5B (11.8) is now broadcasting on 9.64 megs, with the call OAX5C.*

12:15 a.m.—Hawaii Calls: KKP  
12:30 a.m.—Empire exchange talk: GSB GSD  
12:45 a.m.—"The Crime and Trial of Charlotte Corday": GSB GSD GSO

**Tuesday, September 7**

3:30 a.m.—Happy program: PCJ (15.22)  
†4:30 a.m.—Fiji hour: VPD2  
7:50 a.m.—Music from the movies: PHI  
8:15 a.m.—Talk, "World Affairs": GSG GSJ  
9:15 a.m.—Hungaria Gypsy band: GSG GSJ  
1 p.m.—London merry-go-round: GSG GSI  
3:05 p.m.—Military band: OLR4A  
4 p.m.—German folk-music: DJB DJD  
5 p.m.—Short-wave amateurs' program: DJB DJD  
6 p.m.—Man-About-Town: W3XAL (17.78)  
6:35 p.m.—Welsh scene today: GSD GSP  
6:50 p.m.—Twilight Serenaders: GSD GSP  
7 p.m.—OPERA, "THE MASTER SINGERS OF NUREMBERG": DJB DJD  
7:30 p.m.—The Continentals: YV5RC  
8 p.m.—Talk, "World Affairs": GSG GSI  
9 p.m.—Stirling Castle: GSD GSG GSI  
9:30 p.m.—"Salute to Latin America": W3XAL (6.06)  
10 p.m.—Program from Tahiti: FO8AA  
12:15 a.m.—Hawaii Calls: KKP

**Wednesday, September 8**

8 a.m.—Town Moor Racecourse, Doncaster: GSG GSJ  
8:25 a.m.—BBC Empire orchestra: GSG GSJ  
11:20 a.m.—Concert party from Norfolk: GSG GSI  
1:25 p.m.—Frederic Curzon, organ: GSG GSI  
2:05 p.m.—Marie Tauberova, folk-songs: OLR4A  
3:20 p.m.—Harp quintet: GSG GSO  
4 p.m.—German choirs: DJB DJD  
5 p.m.—Operetta concert: DJB DJD  
5:30 p.m.—Chamber music concert: 2R04  
6 p.m.—Latin-American night: W3XAL (17.78)  
6:15 p.m.—Operas and folk-songs: 2R04  
6:25 p.m.—Maltese National Day: GSD GSP  
7:30 p.m.—Consuelo de Alvarez, songs: YV5RC  
8:15 p.m.—Haunting harmonies: GSD GSG GSI  
11:30 p.m.—Memorial to George Gershwin: W2XE (11.83)  
1:05 a.m.—"Let's Go to the Theater": GSB GSD

**Thursday, September 9**

7 a.m.—Oriental variety: ZBW  
7 a.m.—Siamese program: HS8PJ (9.51)  
7:50 a.m.—Phoix variety ensemble: PHI  
8:15 a.m.—H. M. Royal Marines band: GSG GSJ  
9:15 a.m.—The Phantom Five: GSG GSJ  
11:20 a.m.—Pini's tango orchestra: GSG GSI  
12:20 p.m.—BBC orchestra: GSG GSI  
1 p.m.—Favorites of the famous: GSG GSI  
3:05 p.m.—Selections from operettas: OLR4A  
3:20 p.m.—G. D. Cunningham, organ: GSG GSO  
4 p.m.—Light music: DJB DJD  
5:30 p.m.—Light entertainment: GSD GSP  
6:05 p.m.—Slovak folk-songs: OLR4A  
6:50 p.m.—"Let's Go to the Theater": GSD GSP  
6:55 p.m.—Moravian songs: OLR4A  
7:15 p.m.—Army concert: DJB DJD  
8 p.m.—Mail bag: OLR4A  
9 p.m.—Canadian hour: HH2S  
9:15 p.m.—Dvorak's Sonatina in G-major: DJB DJD  
9:45 p.m.—The Jazz Girls: YV5RC  
12:45 a.m.—Maltese National Day: GSB GSD

**Friday, September 10**

7:50 a.m.—Salvation Army band: PHI  
10:35 a.m.—Sydney Baynes' band: GSG GSJ  
11:30 a.m.—Polish hour: SPW  
12:30 p.m.—Program for England: W3XAL (17.78) W2XAD (15.33)  
1:35 p.m.—PROMENADE CONCERT: GSG GSI  
3:25 p.m.—Novelty numbers and solos: GSG GSO  
3:30 p.m.—"Pathways to Peace": W1XAL (11.79)  
4 p.m.—Argentina hour: LSX or LSY (18.115)  
4 p.m.—Colorful folk-music: DJB DJD  
5 p.m.—Variety evening: DJB DJD  
5:20 p.m.—BBC Empire orchestra: GSD GSP  
5:30 p.m.—Concert of request numbers: 2R04  
6 p.m.—Woman's Page program: W3XAL (17.78)  
6 p.m.—"Rome's Midnight Voice": 2R04  
8 p.m.—Concert orchestra: YV5RC  
8 p.m.—"A Man with a Past": GSD GSG GSI  
10 p.m.—Program from Tahiti: FO8AA  
10:30 p.m.—KDKA DX Club: W8XK (6.14)  
12:10 a.m.—BBC Empire orchestra: GSB GSD

**Saturday, September 11**

7 a.m.—Children's program: GSG GSJ  
7:40 a.m.—Microphone debutantes: PHI  
8:10 a.m.—Gypsy music: PHI  
8:50 a.m.—Concert from Amsterdam: PHI  
9:30 a.m.—AUTOMOBILE HILL CLIMB and the KING'S CUP AIR RACE: GSG GSJ  
11:30 a.m.—Wynford Reynolds octet: GSG GSI  
1 p.m.—Palace of varieties: GSG GSI  
1:40 p.m.—Selections from operettas: OLR4A  
1:50 p.m.—Automobile Hill Climb: GSG GSI  
2:25 p.m.—Variety program: OLR4A  
4:30 p.m.—League of Nations: HBL HBP  
5 p.m.—Program from Budapest: HAT4  
5:30 p.m.—Automobile Hill Climb: GSD GSP  
5:45 p.m.—Variety program from Switzerland: HBJ HBO  
6 p.m.—Cocktail musical program: W3XAL (17.78)  
6:40 p.m.—"The Heavenly Discord": GSD GSP  
7 p.m.—Cuban music: LRX  
7:45 p.m.—Equatorial music: YV5RC  
8:20 p.m.—Police Central band: GSD GSG GSI  
10 p.m.—Northern Messenger; messages to those in the Arctic: VE9DN CRCX  
12 mid.—"Tour of Cuba": COBZ



# WE APPLAUD

— DOROTHY LAMOUR,  
ONCE MISS NEW OR-  
LEANS, NOW RADIO'S  
NO. 1 GLAMOR GAL

The Dorothy below is a far cry from the sparkling, well-poised Dorothy at right—today's Dorothy! From beauty queen to glamorous star of the movies and the Sunday night (EDT) "Chase & Sanborn" hour—that's her story. Stardom's brought out her true charm, made her real beauty apparent—wrought a new Dorothy!



**YOU ASKED  
FOR THEM—  
and HERE THEY ARE**



Above: Nye Mayhew, whose smooth swing band at the Glen Island Casino is aired several times weekly over MBS, is serious-minded, modest, athletic. He's 34, stands 6' 4", has green eyes, brown hair, weighs 190 pounds



Above: Jean Dickenson, 22-year-old coloratura soprano of the "American Album of Familiar Music," is the protege of Lily Pons, reaches high G easily. She was born in Montreal, stands 5' 6", weighs 108 lbs.



Left: Hollace Shaw, red-headed "Blue Velvet" songstress, is 22, began in radio by winning an amateur contest. She auditioned for CBS with the same song, today uses it as the theme for her own program!

Right: Born in Paris, deep-throated Singer Jean Sablon won wide European repute before coming to America to sing over NBC. He's 5' 8", weighs 150 lbs., enjoys football, rugby and Cab Calloway. He's unmarried



A hit with the headliners...this  
**FRIENDLY  
 STIMULATION**

"AND A BIG HIT, TOO!" SAYS  
**BADMINTON CHAMPION J. F.  
 DEVLIN**, winner All-England  
 championships 1925-29, au-  
 thor "Badminton for All."



"PERKS ME UP!" SAYS ANN LEAF, well-known CBS organist. "When I'm tired, need a lift... there's nothing like the Friendly Stimulation of a cup of Maxwell House! And besides—it's *one* coffee that's always fresh!" (That's because Maxwell House is packed in the Vita-Fresh can, Miss Leaf!)



"THERE'S FLAVOR FOR YOU!" SAY ALAN MARSHAL, of Selznick International Pictures, and LOLA LANE, featured in "Marked Woman"... and millions of other discriminating coffee-drinkers agree. Maxwell House is a blend of the finest coffees grown—that's why it's so delightfully mellow and rich.

**FULL VALUE FOR YOUR MONEY.** Are you sure you are getting, in the coffee you buy, *all* the flavor you pay for? Are you sure you are getting *full* value for your money?

Science knows only one way to bring you coffee *without* loss of *flavor*... to bring you coffee as *fresh* and delicious as the hour it was roasted. And that is to pack it in the super-vacuum, Vita-Fresh can you open with a key.

Maxwell House is the *only* coffee that comes to you in just this way. You always get full value in flavor, freshness and rich, coffee goodness. A product of General Foods.

**TUNE IN!** Maxwell House Show Boat, with Charles Winninger, every Thursday night, over the NBC Red Network.



GOOD TO THE  
 LAST DROP

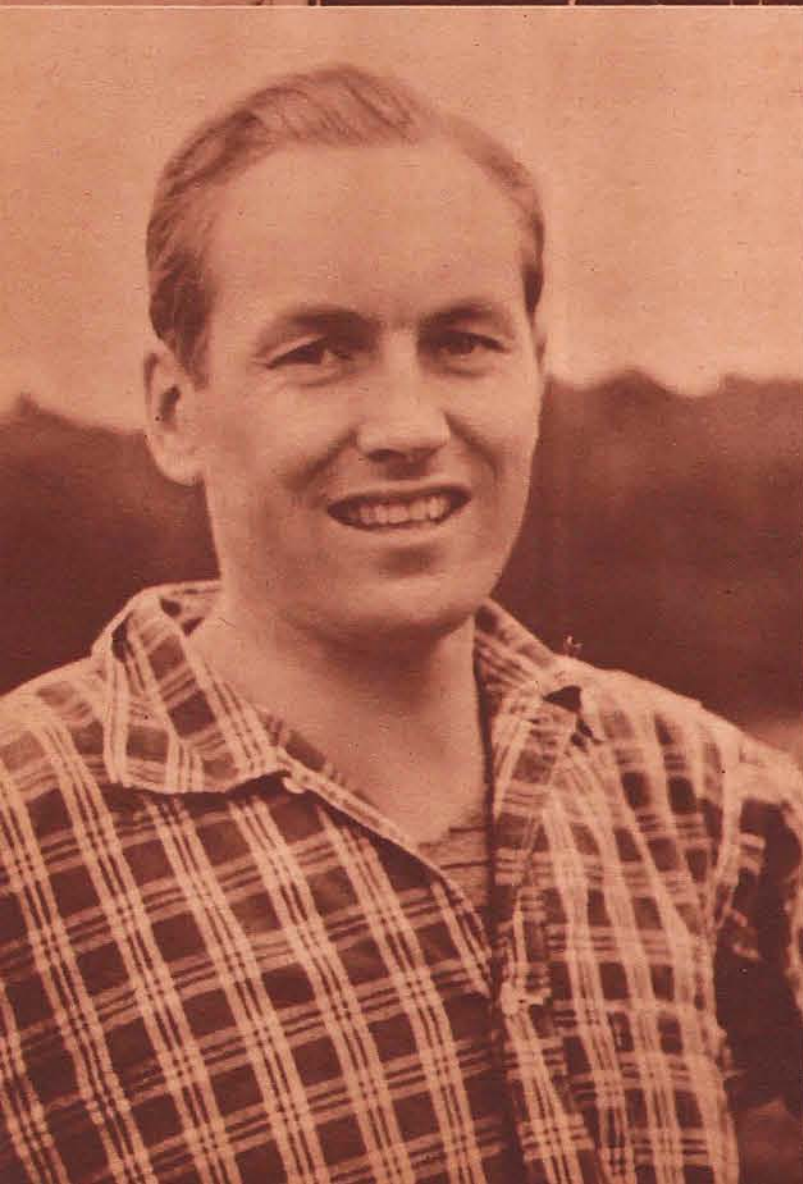
Copyright, General Foods Corp., 1937

**MAXWELL HOUSE COFFEE**



THE GOOD  
OLD SUMMER-TIME  
WITH  
LANNY ROSS

—WILL END SEPTEMBER 7 WHEN  
HIS AIRSHOW OPENS ON NBC



Before Lanny trekked west, RADIO GUIDE sent a cameraman for pix of him as a farmer. Ross has spent much time on his 500 acres relaxing. Above: For dinner, he dresses up!

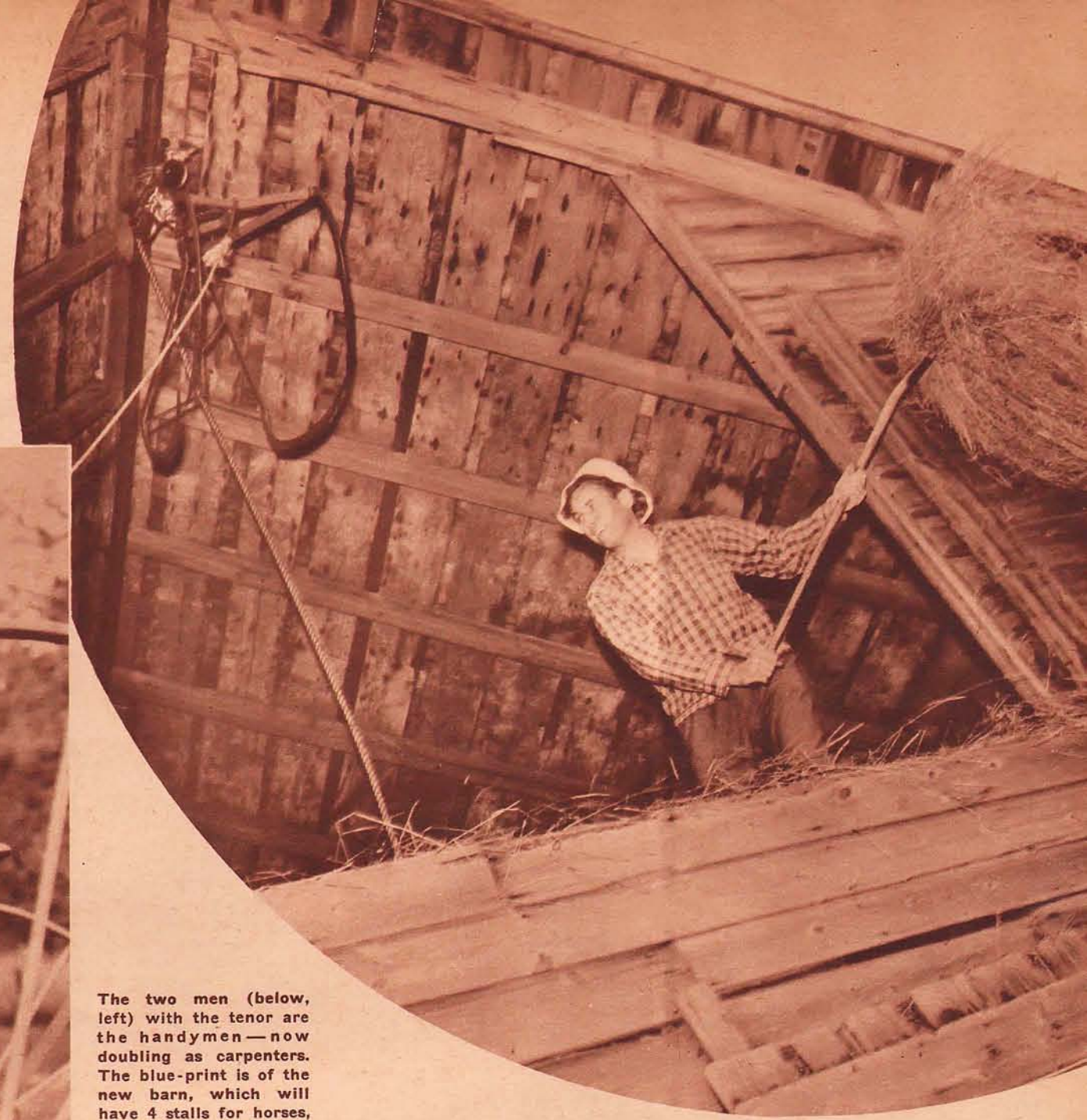
Lanny Ross headlines the new NBC Packard Airshow beginning September 7. The show will originate in Hollywood, which means Lanny will have to leave his beloved farm

Below: Lanny does a little gardening about the farmer's cottage, which serves as a home while the house is being completed. The farm is 93 miles from Manhattan, at Millbrook



Pitching hay, right, Lanny gets needed exercise. The old barn, dilapidated, will be replaced by a modern structure. The farm has given much pleasure to Ross, but while in Hollywood it will become a business matter to him

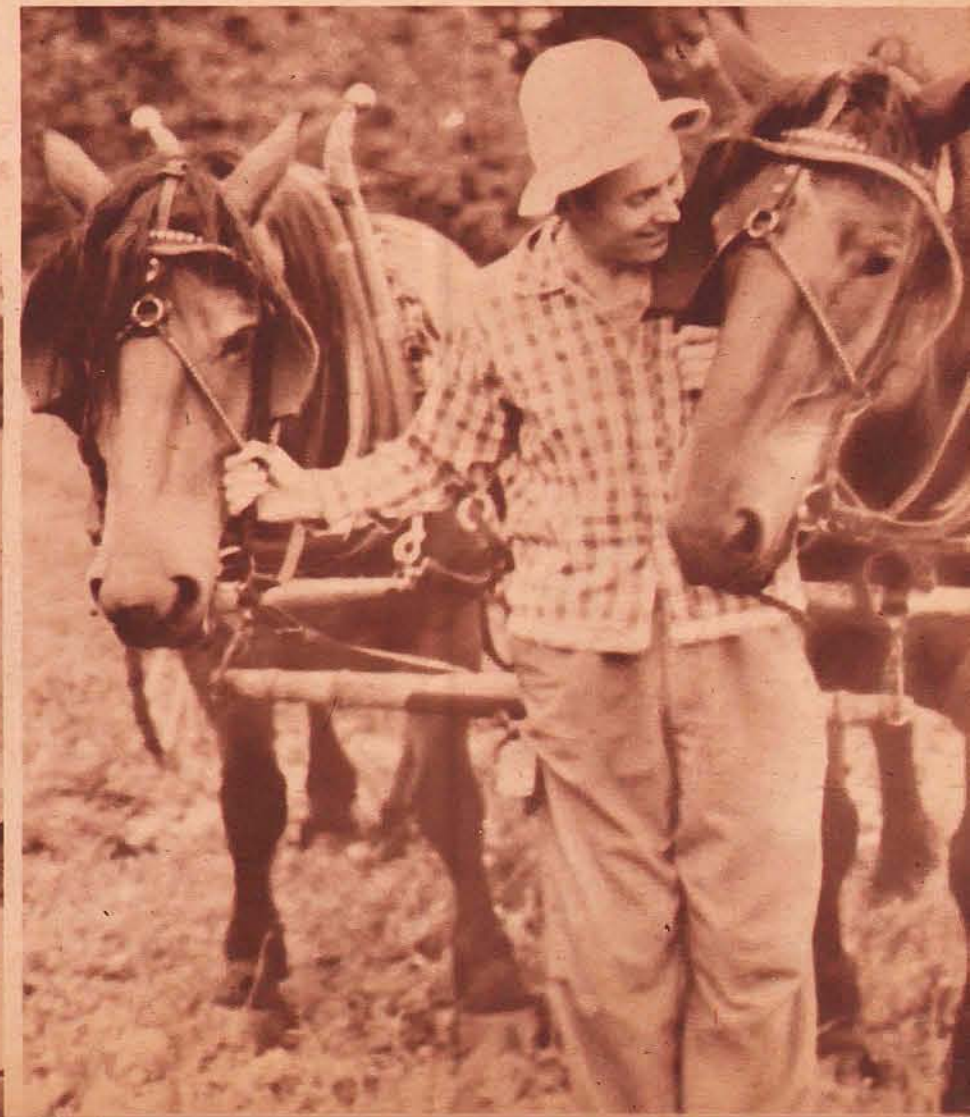
Lanny has been improving his acreage, which has hundreds of trees, two large ponds, cottage, resident's house, one barn. In contrast to western rust-ruined wheat crop, his was very plentiful. Below: Lanny atop his hay-rake



The two men (below, left) with the tenor are the handymen—now doubling as carpenters. The blue-print is of the new barn, which will have 4 stalls for horses, large space for beef cattle

A continent now divides Lanny and his farm—so if he returns east, that will be one of the reasons. Below, right: The singer leads two prize-winning \$1,500 Belgian horses from the barn

Photos by Sydney Desfor





**1** Humor flows easily, seems to come naturally on the Burns and Allen show—but each broadcast means plenty of work for George. Top, left: Leaving Gracie, he and Willie Burns (rear) go to a quiet hotel to work

**2** In a room at the hotel, the boys take comedy seriously, labor over gags. Above, at top: As Harvey Helm pounds a typewriter, George, John P. Medbury (center) and Willie Burns (right) do some heavy thinking

**3** Left: John P. Medbury thinks of a gag. The others consider it. All take turns suggesting ideas—but thinkers usually stand. There are 3 chairs for the 4. George feels that "it keeps things moving"

**4** The script is written Friday, polished up Saturday. Rehearsal (left, below) is Monday. Left to right: Ronald Drake, Ev. Meade, Willie Burns, George's brother, and George. The hat is Gracie's

**5** After working all ten Friday, polished up Saturday. Rehearsal (left, below) is Monday. Left to right: Ronald Drake, Ev. Meade, Willie Burns, George's brother, and George. The hat is Gracie's

**6** Script-writing the show is pretty much a stag affair, and Gracie drops in on it only occasionally. George, however, is in it from start to finish. And the arrangement works. Right: Announcer Ronald Drake at the microphone

**7** After rehearsal on Monday the program is ready for the air—and that night (EDT) it's broadcast over NBC. George does the lion's share of work preparing the show, is confident—except when Gracie goes into her song (below)

# The BIRTH of a NATION'S LAUGHTER

HERE'S HOW MONDAY'S MERRIMENT COMES FROM FRIDAY'S HARD WORK!

Photos by ART CARTER and JACK ALBIN



I WOULDN'T USE THIS GREASY DEODORANT IF I DIDN'T HAVE TO

YOU DON'T—THE NEW ODO-RONO ICE ISN'T GREASY AT ALL!

## New Cream Deodorant

No Grease... No Fuss... Vanishes and Checks Perspiration Instantly

JUST as the permanent wave antiquated the old-fashioned curling iron, so does this miraculous new "vanishing-cream" deodorant put all the greasy old cream deodorants out of date!

Not only does Odorono Ice disappear into your skin without a trace of stickiness or grease—as easily and pleasantly as vanishing cream—but also it actually checks perspiration, as well as odor!

No more stained dresses, no extra

cleaner's bills, no more embarrassing odors. You just smooth this fluffy, dainty cream in... and forget the whole problem for as much as three days!

ODORONO ICE has no strange smell to turn musty after a while. Just the clean, fresh odor of alcohol... and that evaporates completely the moment it's on!

It's so simple and pleasant to apply, and so effective, that 80% of the women who have tried it prefer it to any other deodorant they have ever used.

Odorono Ice is only 35¢ at all Toilet-Goods Departments. Don't risk your dresses and your charm another day... get a jar NOW!



**ODO-RO-NO**  
NON-GREASY **ICE**

SEND 10¢ FOR INTRODUCTORY JAR

RUTH MILLER, The Odorono Co., Inc.  
Dept. 9-G-77, 191 Hudson St., New York City  
(In Canada, address P. O. Box 2320, Montreal)

I enclose 10¢ (15¢ in Canada) to cover cost of postage and packing for generous introductory jar of Odorono Ice.

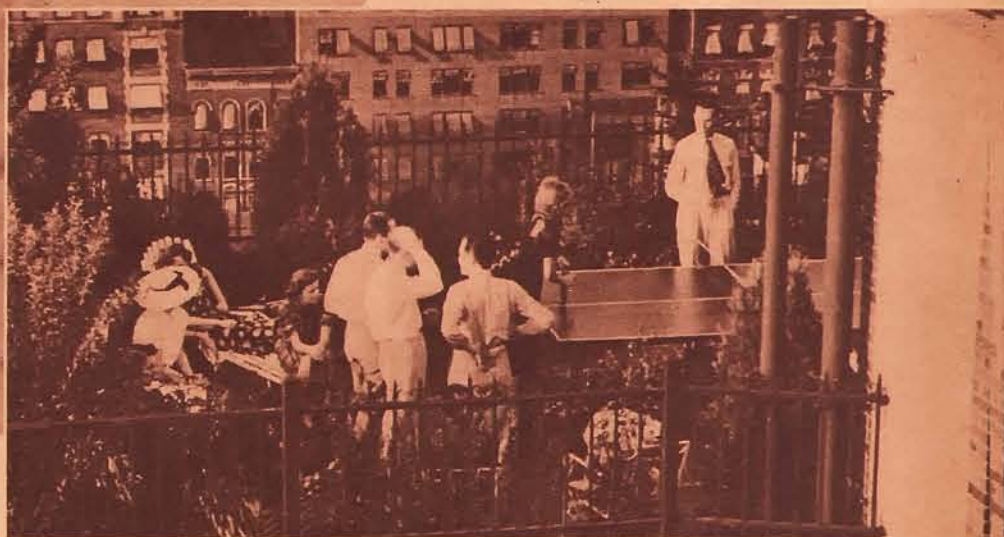
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# JANE and DON GIVE A PARTY

—IN THE "WIDE  
OPEN SPACES"—  
OF A PENTHOUSE  
ON 79TH STREET

Jane Froman and Husband Don Ross—pinch-hitters for Jack Benny on summer Jello program—give their first party of the season!



Seventeen stories up! The party gathered on the Ross terrace (above, right) for breezes (if any) and a view of Manhattan. The penthouse has six rooms, large terrace

Radio stars' guests included radioc celebs, singers, comedians, program sponsors. Games played: bridge, ping-pong, darts. Everyone there found something to enjoy!

Below, right: Host Don Ross, with back to camera, talks to recently married Mr. and Mrs. Robert Simmons (she's Patti Pickens) as Frank Luther, tenor, looks on

Lovely Jane pushed back her dark glasses (left), kept busy rushing cooling drinks to hot guests. Food included caviar, cakes, salads—but most important—Jello!

Photos by Gene Lester

















BENNY GOODMAN "Swing School" batoneer Tues. 7:30 pm CST

MORNING

7:00 a.m. CST
NBC-Breakfast Club; Orch.; Soloists; News: KTHS WREN KVOO KARK KGBX (sw 15.21)
CBS-Deer Columbia; News: KLRA KMOX (sw-21.52)
NBC-Streamliners; Fields & Hall, Orch.; News: WOW
News: KCMO KXBY WMBH WHO WIBW
Musical Clock KFEQ WDAF KOIL WHB
7:15 News KGNF WNAX KMBC WAAW WHB WOW
7:30 CBS-Richard Maxwell songs, KLRA (sw-21.52)
Musical Clock: KFBI WHB WOW
News: KFEQ KMMJ KWTO
7:45 CBS-Bachelor's Children, sketch (Old Dutch Cleanser): KMOX (sw-21.52)
NBC-Aunt Jemima (Quaker Oats): (sw-15.21)
CBS-Waltzes of the World KLRA
Musical Clock: KFAB KFEQ
8:00 CBS-PRETTY KITTY KELLY, sketch (Wonder Bread): KFH KSCJ KLRA KFAB KMOX
NBC-The Story of Mary Marlin (Ivory Snow): (sw-15.21)
MBS-Mrs. Wiggs of the Cabbage Patch, sketch (Old English Wax): (sw-15.33)
NBC-Josh Higgins of Finchville WOV KARK KVOO KTHS
MBS-Singing Strings: KWK
News: KFOR WMBH KOIL
8:15 NBC-Oxydol's Own Ma Perkins, sketch (sw-15.21)
CBS-Myrt & Marge, sketch (Super Suds): KLRA KMOX KFAB KFH
NBC-Vaughn de Leath, songs, KOIL
NBC-Bennett & Wolverton, pianists: WOW WDAF KARK KTHS KSD
NBC-John's Other Wife, sketch (Louis Philippe) (sw-15.33)
MBS-John Metcalf's Choir Loft: KWK
Musical Clock: WJAG KGBX KCMO-Songs of the Pioneers KFBI-Frank Gage
KGNF-News
KMBC-Rhythm in Rhyme KVOO-Glenn Condon
KWBG-Today's Birthdays
KWTO-Hits and Encores
KXBY-Δ Morning Meditations
KSCJ-Ye Town Criers
KMMJ-Gospel Singers
8:30 CBS-Winston & Sutton, pianists: KLRA
NBC-Dean Bros., songs: WREN
NBC-Weather for Luck serial: KSD KARK KGBX KVOO KTHS
NBC-Pepper Young's Family (Camay): KOIL KWK (sw-15.21)
NBC-Just Plain Bill, sketch (Anacin) (sw-15.33)
MBS-Marriage Clinic: KFOR WHB
Markets: KFEQ KFH WAAW
KCMO-Crown Show
KFAB-Morning Song
KFBI-News & Markets
KGNF-Music & Time
KMBC-Kitty Keene, Inc.
KMOX-Ozark Varieties
KUOA-Console Greetings
KWTO-Lonesome Rangers
KXBY-Swing Serenade

WDAF-Pecks on the Air
WHO-Morning Melodies
WMBH-Soap Box
WNAX-Lambert Bartak
WOW-Hymns of Cheer
8:45
★ NBC-TODAY'S CHILDREN, sketch (Pillsbury): WOW WHO KSD WDAF
NBC-Viennese Ensemble: KOIL WLW WREN
CBS-Madison Ensemble: KLRA KFOR
News: KARK WNAX KUOA KFH KFAB
KCMO-Day Book
KFBI-Coolerator Quarter Hour
KGBX-Home Folks Frolic
KMBC-Party Line
KMMJ-Coffee Boys
KMOX-Fashions in Melody
KTHS-Aunt Sammy's Chat
KVOO-You'll Like This
KWBG-Singin' and Swingin' (WKW Top o' the Morning
KWTO-Musical Meditations
WHB-Kenneth Kay
WIBW-Roy Faulkner
WMBH-Stock & Grain, Melodies
9:00
NBC-The O'Neills, sketch (Ivory Flakes): (sw-15.21)
CBS-Mary Lee Taylor (Pet Milk): KFAB KMOX KFH KLRA
NBC-Hollywood High Hatters: KTHS WREN KVOO
NBC-David Harum, sketch, Peggy Allenby (Bab-O): KSD WOV WDAF WHO
MBS-Get Thin to Music: KFOR WHB
News: KOIL KGBX
KARK-Happy Jack & Ward Ramblers
KCMO-News; Interlude
KFBI-Radio Work Shop
KFEQ-Mac & Jerry
KGNF-Club Cabana
KMBC-Fashion Flashes
KMMJ-Betty Ann Varieties
KSCJ-Lady About Town
KUOA-Δ God's Half Hour
KWTO-Sentimental Mood
KXBY-To be announced
WIBW-IGA Prgm.
WJAG-Russell Jensen, pianist
WMBH-Morning Musicale
WNAX-Bohemian Band
9:15
CBS-Romance of Carol Kennedy, sketch (Heinz): KMOX KFAB KFH WNAX
NBC-Backstage Wife, sketch (Dr Lyons) KSD WOV WDAF WHO
NBC-Personal Column of the Air (Chippo): (sw-15.21)
NBC-Young Hickory, sketch, WREN KTHS KGBX KOIL
Party Line: KMMJ KWK
Ma Perkins, sketch: WIBW KMBC
To be announced: KSCJ KFOR
KCMO-Winberre Prgm.; Interlude
KFEQ-Do You Remember?
KGNF-News
KTHS-Woman's Magazine of the Air
KVOO-A Quarter Hour
KWBG-Gayle Howard & Her Secretary
KWTO-Brown-Eyed Blues Girl
KXBY-Twentieth Century Revue
WAAW-Grain Markets
WHB-Regal Melodies
WJAG-Musical Gems
WMBH-Tango Tunes
9:30
★ NBC-Vic & Sade, sketch (Crisco): KWK (sw-15.21)
CBS-Big Sister, sketch (Rinso): WNAX KLRA KFAB KMOX KFH
Ruth Evans finds herself detesting Jack Collins, an escaped convict. Collins is the father of Joe Collins, a youth whom Ruth has befriended and who is visiting her at Faraway Farm. The senior Collins was attempting to see his son when he was discovered by Ruth and the housekeeper.
NBC-George Hartrick, bar.: KTHS KGBX WDAF KARK WOV KVOO WHO
Markets: KFEQ KMMJ WAAW
KCMO-Popular Varieties
KFBI-News & Mid-morning Melodies
KGNF-Paramount Organ
KMBC-News; Program Notes
KOIL-Vagabond Dreamer
KSCJ-Women's Review
KUOA-Program Resume
KVOO-Here's An Item

Guests and Special Events

AFTERNOON
2:45 CST THREE CHOIRS FESTIVAL from London, CBS.
5:45 CST GOVERNOR MYERS, farm credit talk, NBC.
NIGHT
6:30 CST AL JOLSON SHOW WITH MARTHA RAYE, PARKYAKARKUS AND VICTOR YOUNG'S ORCHESTRA, premiere of new series, CBS. (Story on Page 9.)
7:00 CST GREGORY RATOFF AND CONNIE BOSWELL, Ben Bernie's guests, NBC.
7:30 CST MILDRED BAILEY AND RED NORVO, guests on Benny Goodman's Swing School, CBS.
7:30 CST PACKARD HOUR WITH LANNY ROSS, CHARLES BUTTERWORTH, FLORENCE GEORGE, DON WILSON AND RAYMOND PAIGE'S ORCHESTRA, premiere of new series, NBC. (Story on Page 8.)

KWTO-News, Market Reporter
KXBY-News; Social Calendar
WHB-Morning Musicale
WIBW-Housewives Prgm.
WMBH-Newscastr
WREN-Δ Church in the Wildwood
9:45
NBC-Edward MacHugh, Gospel Singer (Ivory Soap): (sw-15.21)
Edward MacHugh offers: "The Rosary," "God's Tomorrow" and "In the Secret of His Presence."
CBS-Aunt Jenny's Real Life Stories (Spry): KFAB WNAX KMOX KFH
The true story of the weird experiences of an amnesia victim who lost his memory in an accident shortly after his marriage will be told by the homespun philosopher and story-teller, "Aunt Jenny." Bob Turner has been "missing" for four years and his wife has borne him a son. The details of what happened will be dramatized.
NBC-Originalities: KGBX KOIL
NBC-Hi, Boys; Vocal & Instrumental Trio: KVOO WHO KSD KTHS WDAF KARK
Myra Kingsley, astrology's new queen who deserted the Four Hundred for the planets, will bring her talks to a coast-to-coast audience today. This is the second time since the advent of radio that astrology has been given as prominent a place. Evangeline Adams did the first series, a highly successful one, and now Myra Kingsley is to do the second. The main difference between these two programs is that Evangeline Adams concentrated much of her work on prognostications by astrology, whereas Miss Kingsley will deal primarily with what she considers a more important branch of the subject, that is, the benefit of vocational advice, child guidance, character analysis and similar topics. These programs will feature, in addition to the astrologer, Jean Paul King, commentator, and various guest stars from the ranks of writers, fashion experts, beauty advisors, and others.
MBS-To be announced: KWK
KCMO-Δ Christian Science Talk
KLRA-Allay Presents
KMBC-Mary Lee Taylor
KMMJ-Bobby, Ted, Tommy
KSCJ-Thru a Hollywood Lens
KUOA-Signs in Science
KWBG-Shopping Notes
KWTO-News; Health Hints
KXBY-Timely Tunes
WHB-Weatherman; Story Behind the Song
WMBH-Morning Serenade
WOW-College of Agriculture
WREN-Nat Shilkret's Orch.
10:00
NBC-Terri Franconi, tnr.: KGBX WREN KTHS KARK KOIL KVOO
CBS-The Rhythmaires: KFH KMBC KLRA
NBC-Happy Jack, songs: KSD WDAF (sw-15.33)
MBS-Parents Club: KFOR KWK
KCMO-News; Interlude

KFAB-Weather; Markets
KFBI-Herb Lindsey, cowboy
KFEQ-Faye & Cleo
KGNF-News; Grain; Weather
KSCJ-To be announced
KMMJ-News
KMOX-Let's Compare Notes
KUOA-To the Ladies
KWBG-News; Derby Show
KWTO Women in the News
KXBY-Organ Rhapsody
WHB-Municipal Court
WHO-Hymns of All Churches
WJAG-Variety Prgm.
WMBH-Scrapbook
WNAX-Δ Sacred Service
WOW-Your Home Town
10:15
★ CBS-YOUR NEWS PARADE (Lucky Strike Cigarettes), Edwin C. Hill, commentator: KFH KLRA KSCJ WNAX KMBC KMOX KFAB
NBC-Story of Mary Marlin, sketch (Ivory Soap): WOW WDAF KSD (sw-15.33)
NBC-Grace & Scotty, songs: WREN KARK KVOO KTHS KOIL
MBS-Organ Recital: KFOR
KCMO-Milady's Serenade
KFBI-Gems of Melody
KFEQ-Next Door Neighbor
KGBX-Radio Band Wagon
KGNF-Shoppers Prgm
KMMJ-Ray, Squire, Cy
KUOA-Plumbing & Sanitation
KWBG-It's Graber Time
KXBY-Range Riders
KWTO-Billy Gilbert, tnr.
WAAW-Markets
WHO-Betty & Bob
WJAG-Voice of the Street
WLS-Chuck, Ray & Christine
WMBH-Piano Moods
10:30
NBC-Barry McKinley, bar.: KSD WDAF (sw-15.33)
NBC-Strollers Matinee: KGBX KARK KVOO KTHS WREN
CBS-Romance of Helen Trent, sketch (Edna Wallace Hopper): KMBC KMOX KFAB
CBS-Poetic Strings: KLRA Milky Way: KWTO WMBH
Party Line: WHO WOW
KCMO-Anne Hayes
KFBI-News & Pickin' the Air Pockets
KFEQ-Friendly Hour
KFH-Ma Perkins, sketch
★ KGNF-MOVIE GOSSIP
KMMJ-Bohemian Orch
KOIL-To be announced
KSCJ-Cecil & Sally
KUOA-Piano Moods
KWBG-Jane & Jim Bradford
KWK-News
KXBY-Enchanted Ballroom
WHB-Hollywood Spotlite
WIBW-Protective Service
WJAG-Week Point Prgm
WNAX-Melody Kings
10:45
★ MBS-We Are Four (Libby McNeill & Libby): KFOR
NBC-Strollers Matinee: KWK
CBS-Our Gal, Sunday (Anacin): KMBC KMOX KFAB
NBC-Armchair Quartet: WDAF WHO KSD (sw-15.33)

CBS-Poetic Strings: KFH
Markets: KGBX WOW
KARK-Sports Outlook
KCMO-Bob & Dick, songs
KFBI-Musical Jigsaw
KFEQ-Songs of Aloha Land
KGNF-The Round Up
KLRA-Health Talk
KOIL-Kay White
KSCJ-Want Ad Rambles
KUOA-Chemistry in Agriculture
KWBG-Δ Devotional Hour
KWTO-Hope Alden's Romance
WHB-Music in the Air
WIBW-Street Reporter
WMBH-News
11:00
★ CBS-Betty & Bob, sketch (Gold Medal): KMBC KMOX KFAB
NBC-Love & Learn WREN
KOIL KTHS KGBX KVOO
CBS-Fred Feibel, organist: KLRA
NBC-Escorts & Betty: WDAF KSD (sw-15.33)
MBS-Happy Felton's Orch.: KWK WHB
Markets: KFEQ WMBH KMMJ
KUOA-To the Ladies
KWBG-News; Derby Show
KWTO Women in the News
KXBY-Organ Rhapsody
WHB-Municipal Court
WHO-Hymns of All Churches
WJAG-Variety Prgm.
WMBH-Scrapbook
WNAX-Δ Sacred Service
WOW-Your Home Town
11:15
NBC-Mrs. Wiggs of the Cabbage Patch, sketch (Old English Wax): WOW WHO KSD WDAF
CBS-Hymns of All Churches, (Gold Medal): KMBC KMOX KFAB
NBC-Hal Gordon, tnr.: KTHS KGBX
NBC-Dan Harding's Wife: (sw-15.33)
CBS-Fred Feibel, organist: KFH
KCMO-Piano Moderne
KFBI-News & Markets
KFEQ-Missouri Organ
KMMJ-Sage Riders
KOIL-Women in the News
KSCJ-Round Up
KVOO-News
KWBG-Hollywood on Review
KWB-Rapid Service
KXBY-Melodies of the Moment
WIBW-Dinner Hour
WMBH-Elmo Donnelly, vocalist
WNAX-Dance Melodies
WREN-George Callahan
11:30
★ NBC-Nat'l Farm & Home Hr.: KVOO KARK KTHS WREN KGBX KWK KOIL (sw-15.21)
CBS-Arnold Grimm's Daughter (Gold Medal): KMBC KMOX KFAB
CBS-Sidney Raphael, pianist: KLRA
NBC-Words & Music: (sw-15.33)
NBC-John's Other Wife, sketch (Louis Philippe): WDAF WOV KSD WHO
MBS-Len Salvo, organist: KFOR
News: KFBI WAAW
Markets: KGNF KWTO
KCMO-Vocal Varieties
KFH-News; Marsh Murdock
KMMJ-Ray, Cliff, Squire
KSCJ-American Scene
KUOA-Farm & Home
KWBG-Organalities
WHB-Cavalcade of Song
WMBH-Today's Favorites
11:45
NBC-Just Plain Bill, sketch (Anacin): WDAF WOW WHO KSD
CBS-Montana Slim: KLRA
CBS-Hollywood in Person (Gold Medal): KMOX KFAB KMBC
The trailer studio will visit the Fox Lot today.
MBS-Concert Orch.: WHB KFOR
News: KSCJ KXBY
KCMO-World Book Man; Here Comes the Band -
KFBI-Luncheon Dance Music
KFEQ-Novelty Time
KFH-To be announced
KGNF-Golden Melodies
KMMJ-Ted & Bobby
KWBG-Anita Adams
KWTO-Singing Sam
WJAG-Modern Melodies

WLVW-Wil Osborne's Orch
WMBH-Refreshment Time
WNAX-Rhythm Lads
AFTERNOON
12:00
CBS-Big Sister, sketch (Rinso): KMBC
CBS-Romany Trail: KFH KLRA KSCJ
NBC-Matinee Musicale: WDAF WOV
MBS-Concert Orch.: KOIL WHB
News: WMBH WIBW KCMO
KGNF KMMJ
KFAB-Gus Haenschen's Orch
KFEQ-Markets
KMOX-Radio Shopper
KOIL-To be announced
KSD-News; Market Reports
KUOA-Musical Reveries
KWBG-News; High Noon Tunes
KWTO-Luncheon Lyrics
KXBY-The Farmers' Hour
WHO-Markets; Weather Report
WJAG-Andy Moats' Orch
WNAX-Happy Jack's Old Timers
12:15
CBS-Dr. Murray, Amer. Dental Ass'n: KLRA
CBS-Aunt Jenny's Real Life Stories (Spry): KMBC
Derby Show: KCMO WMBH
News; Markets: WJAG WNAX WHB
Markets: KFH KMMJ WIBW WAAW
KFAB-Man on the Street
KFBI-News; Close of Markets
KFEQ-Non-time Melodies
KGBX-Luncheon Dance Music
KGNF-Peacock Court
KMOX-Singin' Sam
KOIL-News
KSCJ-Voice of the People
KUOA-Organ Reveries
KWBG-Derby Show
KWTO-Luncheon Lyrics; Answer Man
WHO-Councilman Lem Turner
WJAG-Weather & Markets, News
WOW-Mid-day Melodies
12:30
CBS-Dalton Bros.: KSCJ KLRA
NBC-To be announced: KTHS (sw-15.33)
News: KFEQ KGNF KGBX
WOW KWTO) WHO KMBC
Varieties: KMMJ KOIL
KARK-Lightest Doughboys
KCMO-Musical Menu
KFAB-Univ. of Nebraska Prgm
KFBI-Voice of the People
KFH-Linda's First Love, sketch
KMOX-Magic Kitchen
KUOA-Dining Hall
KVOO-Bob Willis' Playboys
KWBG-Your Home
KWK-Man in the Street
WDAF-News; Service Reports
WHB-Dance Melodies
WIBW-Noon day Prgm.
WJAG-Weather & News
WMBH-Talk of the Town
WNAX-Piano Solos
WREN-Tulsa Ted's Range Riders
12:45
★ CBS-Ted Malone, Between the Bookends: KLRA KFH
NBC-Johnny O'Brien, harmonica player: KTHS KSD WHO KARK (sw-15.33)
MBS-Advice to the Lovelorn (Hecker Products): KWK
Man on the Street: KWTO WOW
KFAB-Come to the Fair
KFBI-Rhythm Rangers
KFEQ-Reporter
KGBX-Rhythm & Romance
KGNF-Noon Tunes
KMBC-Glad & Woody Smith
KMMJ-Squire & Cy
KSCJ-Livestock Trade
KWBG-Main Street Chatter
WDAF-Linda's First Love
WJAG-Variety Prgm.
WNAX-D B Gurney
1:00
NBC-Pepper Young's Family, sketch (Camay): KSD WOV WDAF WHO KVOO (sw-15.33)
CBS-Theater Matinee: KSCJ KMBC KLRA (sw-15.27)
NBC-Airbreaks: WREN
Dance Orch.: KTHS WHB
KARK-Luncheon Music
KCMO-News; Interlude
KFBI-Market Caster
KFH-Betty & Bob, sketch
KFOR-News
KGBX-Music By Cugat













# Thursday

September 9



**BILLY IDELSON**  
Rush in "Vic and Sade"  
Thurs. 1:30 pm CST

KCMO News, Swingtime  
KLRA-Linda's First Love  
KMMJ-Verne Wilson's Orch.  
KMOX-Ma Perkins  
KUA World Book Man  
KWBG-News; Rhythm Club  
KXBY Afternoon Arias  
WHB-Two O'Clock Tunes  
WIBW News  
WMBH-Tom Withrow & John Baggerly  
WNAX-Lambert, accordionist

2:15

★ **CBS-PRETTY KITTY KELLY**, sketch (Wonder Bread): KMBC  
NBC-Edward MacHugh, Gospel Singer (Ivory Soap): WOW KSD WHO WDAF  
CBS-Novelties: KFJ KFAB KSCJ KLRA (sw-15.27)  
NBC Personal Column of the Air (Chipso): (sw-15.33)  
NBC-Club Matinee: KVOD  
MBS-Ray Keating's Orch.: KFOR  
KFBI-Souvenir of Song  
KGNF-The Round-Up  
KMOX-Kitty Keene  
KUAO-Longworth Military Band  
KWTO-Piano Improvisations  
WHB-Staff Frolic  
WIBW-Kansas Homemaker  
WJAG-Afternoon Concert  
WMBH-Easy to Remember  
WNAX-Brass Band

2:30

★ **CBS-Army Band: KSCJ KLRA** KFOR KMBC (sw-15.27)  
NBC-Waltz Favorites, dir. H. Leopold Spitalny: KSD WDAF WHO (sw-9.53)  
MBS-Ray Keating's Orch.: WHB  
KFBI-Ma Perkins, sketch  
KFBI-News & Radio Work Shop  
KFEQ-Δ Ministerial Alliance  
KFH-Chamber of Commerce  
KGNF-Music of Today  
KMMJ-Dean Reed & Group  
KMOX-Houseboat Hannah  
KTHS-Easy to Remember  
KUAO-Afternoon Melodies  
KWBG-Concert Hall  
KWK-Baseball Warmup  
KWTO-Rhythm & Romance  
KXBY-Tom McDermott  
WIBW-Organ & Piano Moods  
WMBH-Morris Eisen, vocal  
WNAX-Ambassadors  
WOW-Markets

2:45

NBC-The Guiding Light, sketch (White Naptha): WDAF WHO KVOO WOW KTHS KGBX KSD (sw-9.53)  
News: KARK KFAB  
KCMO-Bert Buhrman, pianist  
KFEQ-Monty & His Piano  
KGNF-Karl Tunberg, pianist  
KMMJ-Pappy  
KMOX-Dope from the Dugout  
KWBG-Smilin' Dan; Shut in Hour  
KWK-Man in the Stands  
KWTO-Memoirs of a Concert Master  
KXBY-Tune Mixer  
WIBW-Shepherd of the Hills

3:00

★ **MBS-Radioland Orch.:** WHB  
NBC-Top Hatters: WHO WOW  
KTHS KVOO KARK KGBX  
CBS-Current Questions Before the Senate: KFJ KSCJ KLRA KFOR (sw-15.27)  
NBC-Lucille & Lanny, songs: WREN  
Baseball Game: KMOX KWK KFAB  
News: WNAX KGNF  
KCMO-News; Interlude  
KFBI-Happy Hammond Harmonies  
KMOX-Josephine Halpin, organist  
KTHS-Easy to Remember  
KWBG-Gaslight Harmonies  
KXBY-Leigh Havens  
WHB-Rhumba Rhythms  
WJAG-Russell Jensen, organist  
WMBH-Stock & Grain Quotations  
WNAX-Serenaders

2:00

★ **CBS-Howells & Wright**, piano duo: KFJ KFAB KSCJ (sw-15.27)  
The program: Sielienne (Bach-Maier); The Gallant Music Box (Harris); Coronation Scene (Moussorgsky-Pattinson)  
NBC-Lorenzo Jones, sketch (Phillips): WOW WHO KSD WDAF (sw-9.53)  
NBC-Club Matinee: WREN KOIL KTHS KGBX KARK KWK KVOO (sw-15.21)  
CBS-Myrt & Marge, sketch (Super Suds): KMBC  
Markets: KWTO KFEQ KGNF

3:15

CBS-Clyde Barrie, bar.: KMBC KSCJ KLRA KFOR (sw-15.27)  
NBC-Stuart Gracey, bar.: KWK WREN KOIL  
NBC-Archer Gibson, organist: WHO KARK KGBX KTHS (sw-9.53)  
MBS-Three Graces & Piano: WHB  
News: WOW KFJ

## Guests and Special Events

NIGHT

6:00 CST **NICOLAI BEREZOWSKI** conducting the Columbia Concert Orchestra, CBS.  
7:30 CST **SARATOGA SPA MUSIC FESTIVAL**, NBC.

KCMO-Poetry in Motion  
KGNF-Problems for Pamela  
KMMJ-Ray, Cliff, Ted  
KVOO-Have A Listen  
KWBG-Lonesome Cowhand  
KWTO-Slim & Playboys  
WDAF-Houseboat Hannah  
WIBW-Kansas Roundup  
WMBH-Tango Tunes  
WNAX-Kitty Keene

3:30

NBC-Don Winslow of the Navy: KARK WDAF KGBX WOW KTHS (sw-9.53)  
CBS-Elsie Thompson, organist: WNAX KLRA KSCJ KMBC KFOR (sw-15.27)  
NBC-Kellogg's Singing Lady: (sw-15.21)  
The story of the childhood of the renowned Swedish singer, Jenny Lind, will be related by Irene Wicker.  
NBC-Cleo Brown, songs: WREN KOIL  
MBS-Freddie Carlone's Orch.: WHB  
News: KMMJ WMBH KFBI  
KCMO-Easy to Remember  
KFH-Request Hour  
KGNF-Club Cabana  
KUAO-See America First  
KVOO-You'll Like This  
KWBG-John Norman, violinist  
KXBY-Salle Caprice Tunes  
WHO-Joe Green's Orch.

3:45

NBC-King's Men Quartet: KVOO WREN KOIL  
NBC-Johnnie Johnston, bar.: KGBX KARK KSD WDAF KTHS (sw-9.53)  
KCMO-Bobby the Bachelor  
KFBI-Dude Rancher  
KFEQ-Three Jays  
KGNF-Trade Guide  
KMBC-Sweet Swingsters  
KMMJ-Waltz Time  
KWBG-Easy to Remember  
WHO-Houseboat Hannah  
WIBW-Organalities  
WMBH-Richard Tripp, bar.  
WOW Aunt Sally

4:00

CBS-Del Casino, songs: KSCJ KLRA WNAX  
NBC-Norsemen Quartet: WDAF KVOO KARK KSD (sw-9.53)  
NBC-Harry Kogen's Orch.; Soloist: WREN KGBX KTHS  
MBS-Sandy Williams' Orch.: WHB KOIL  
News: KWTO KUAO  
Kitty Keene: KFJ WOW  
KCMO-News; Interlude  
KFBI-Concert Hour  
KFEQ-Faye & Cleo  
KMBC-News: Afternoon Melodies  
KMMJ-Ted & Tommy  
KWBG-Harry Collins' Orch  
KXBY-A Toast to Melody  
WHO-Dream Days  
WIBW-Edmund Denny  
WJAG-Δ Devotional  
WMBH-Make Believe Ballroom

4:15

CBS-Hobart Bosworth, Dean of Hollywood: KSCJ WNAX KLRA KFOR  
NBC-Turn Back the Clock: KSD KGBX KVOO (sw-9.53)  
NBC-Harry Kogen's Orch.: (sw-15.21)  
MBS-Studies in Black & White: KOIL  
News: WIBW KGNF WHB  
KCMO-Just Joan  
KFEQ-Matinee  
KFH-Let's Shop the Eagle  
KMBC-Romance of Hope Alden  
KMMJ-Women in the News  
KUAO-Covered Wagon Jubilee  
KWTO-Market Reporter  
WDAF-Birthday Bell  
WHO-Baseball Resume  
WJAG-News; Radio Detectives  
WMBH-Book Worm  
WOW-Police Bulletins

4:30

NBC-News; Bert & Lew: KTHS KGBX KARK WOW

★ **CBS-NEWS; DAILY SPORTS** KFJ KLRA WNAX KSCJ  
**Resume (Chesterfield):** KMBC  
NBC-News: Tony Russell, tr.: WREN KSO KOIL  
News: WDAF WAAW  
KCMO-Tea Time  
KFBI-News & Keyboard Stylist  
KFEQ-Apple Crick  
KGNF-Through Hollywood Lens  
KMMJ-Squire Perkins' Gang  
KSD-Ebony & Ivory Studies; Joseph Milsteen, violinist  
KUAO-American Scene  
KVOO-Musical Prgm.  
KWBG-Δ Country Church of Hollywood  
KWBG-Piano Reflections  
KWTO-Radio Band Wagon  
KXBY-And What Do You Think?  
WBT-Frank Voelker, organist  
WHB-To be announced  
WIBW-Matinee  
WJAG-Story Lady  
WMBH-Concert Hall of the Air

4:45

★ **MBS-Johnson Family:** WHB KFOR  
NBC-Lowell Thomas, news commentator (Sun Oil): (sw-15.21)  
CBS-George Hall's Orch.: KSCJ KMBC WNAX KFJ KLRA  
NBC-Escorts & Betty: KOIL WREN  
NBC-Singing Strings: WDAF KSD WOW KGBX KARK KVOO  
KCMO-Derby Show  
KFBI-Herb Lindsey  
KFEQ-Songs of the Times  
KGNF-Rhythm Revue  
KUAO-Walter Knight's Orch.  
KWBG-Breezin' Along  
KWTO-Rhythm Roundup  
WJAG-Front Page Drama  
WMBH-Rural Rhythm

5:00

★ **NBC-AMOS 'N' ANDY**, sketch (Pepsodent): WHO (sw-9.53) (also see 9 p.m.)  
★ **NBC-Easy Aces**, sketch (Anacin): KOIL (sw-11.87)  
CBS-Herbert Foote, organist: KSCJ WNAX KFJ  
CBS-Poetic Melodies (Wrigley's Gum): (sw-11.83) (also see 9 p.m.)  
NBC-Don Fernando's Orch.: KTHS WDAF KARK KGBX  
MBS-A Night in Vienna: KFOR WHB KWK  
KCMO-News; Jubilesta  
KFBI-World Dances  
KFEQ-Marge & Park  
KGNF-Nat'l Re-Employment Service Prgm.  
KLRA-American Family Robinson  
KMBC-Songs from the Wayside  
KMMJ-Bobby  
KMOX-Travelogue  
KSD-News; Green Brothers' Orchestra  
KUAO-Kiddies Prgm.  
KVOO-Calling All Tourist Cars  
KWBG-Variety Prgm.  
KXBY-Racing Resume  
WJAG-Musical Roulette  
WMBH-5 O'Clock Serenade  
WOW-Little Man  
WREN-Rhythm Makers

5:15

CBS-Song Time with Gordon Graham, bar., host; Doris Kerr & Russell Dorr: KSCJ KMBC KMOX KLRA WNAX  
NBC-Tennis Resume: KOIL KGBX WREN (sw-11.87)  
NBC-Vocal Varieties (Tums): KSD WOW WHO WDAF  
News: KMMJ KGNF  
KARK-Democrat Funnies  
KCMO-Master Merchants  
KFAB-News & Baseball Results  
KFEQ-Swinging Along  
KFH-News & Interviews  
KTHS-Salvation Army Prgm  
KUAO-Three Rancheros  
KVOO-Spotlight Revue  
KWBG-Long About Sundown  
KWTO-Chuck, Squint & Midnight  
KXBY-Musical Memoirs

5:30

★ **CBS-Elmer DavTs**, commentating on the News: WNAX KMBC KSCJ WIBW KLRA KFAB  
NBC-Carlile & London, piano duo: KGBX KTHS WDAF KSD  
News: KVOO KMBH KOIL WHO  
Terry & Ted, sketch: WOW KFJ  
KARK Sports  
KCMO Sports; Chansonette  
KFBI-Cocktail Capers  
KFEQ-Dailey Sisters  
KGNF-The Stamp Man  
KMMJ-Ray, Squire, Cliff  
KMOX-Sidewalk Reporter  
KUAO-World Light Opera Co.  
KWBG-Amer. Family Robinson  
KWK-Rolla Coughlin's Orch.  
KWTO-Piano Pot Pourri  
KXBY-Dixieland Band  
WHB-John Wahlstedt, tr.  
WREN-Ronnie Ashburn & Veri Bratton

5:45

CBS-Patti Chapin, songs: KLRA KMBC KFAB KFJ KSCJ (sw-11.83)  
NBC-Kidoddlers: KTHS WREN News: KFEQ WOW WIBW KMOX  
News & Sports: KWK WNAX  
Derby Show: KWBG WMBH  
KCMO-Grtrude Wilkerson  
KGBX-Supper Club Music  
KGNF-Dorothy & Gene  
KMMJ-Squire & Cy  
KOIL-The Maestro Swings It  
KSD-Sports  
KVOO-Sports; Music; Baseball Scores  
KWTO-Dinner Salon Music  
KXBY-Walt Lochman  
WDAF-Dance Cavaliers  
WHB-Embassy Club  
WHO-Singing Cowboy

## NIGHT

6:00

★ **NBC-RUDY VALLEE'S VARIETY HOUR** (Royal Gelatin): Guest: WFAA WLW KBAP WHO KOA WOW WSM KARK WDAF WMAQ KSTP KVOO KSD (sw-9.53)  
★ **MBS-Music by Bill Wirges:** WHB KOIL KSO  
★ **CBS-Columbia Concert Orch.:** KMBC WBBM KRNT KFAB KMOX WCCO KLRA (sw-11.83)  
Nicolai Berezowski will be the guest conductor of the "Take the Baton" series. Berezowski is the former assistant conductor of the Columbia Symphony Orchestra, and is both a composer and a violinist of note. His work, "Introduction and Allegro" (Berezowski); Symphonic Dance in A Minor (Grieg); "Haffner" Symphony in D Major (Mozart).

6:15

NBC-Gun Smoke Law, drama: WREN WLS WMT (sw-11.87)  
News: KCMO KFOR KGBX KWTO  
Sports: KSCJ KGNF KSTP KUAO  
KFBI-Musical Prgm.  
KFEQ-Music By Cugat  
KFH-Δ Church of Christ  
KMMJ-County Agent's Quarter Hour  
KWBG-News; Music; Spotlight  
KWK-Piano Portrait  
KXBY-Vagabonds of the Prairie  
WGN-Tom, Dick & Harry  
★ **WIBW-MARLING RADIO GOSSIP**  
WJAG-Highlights  
WNAX-Metz Bakers Revue

6:15

CBS-Columbia Concert Orch.: KSCJ KFJ  
MBS-Music by Bill Wirges: KFOR  
News: KMMJ KXBY KUAO WAAW  
Sports: KFBI KWTO  
KCMO-Musical Menu  
KFAB-Harry Balkin  
KGBX-Concert Hall of the Air  
KGNF-Today's Rhythm  
KWK-St. Louis Cardinals Prgm

WGN-Gus Haensch's Orch. & Guests  
WIBW-Eventide Echoes

6:30

NBC-Helen Traubel, sop.: WLS WREN (sw-11.87)  
CBS-Concert Orch.: WNAX  
MBS-Fred Waring's Orch.: WGN KOIL WHB WMI KSO  
KFOR KWK  
KFBI-All Star Varieties  
KFEQ-Organ Reveries  
KGBX-Master Singers  
KGNF-Peacock Court  
KMMJ-Views of the News  
KUAO-Δ Bible Conference Service  
KWK-St. Louis Cardinals Prgm.  
KXBY-International Nights  
WIBW-Musical Moments  
WJAG-Hawaiian Melodies

6:45

KCMO-Hit Shows  
KFEQ-Organ Echoes  
KFBI-Fellowship Hour  
KFH-Variety Prgm.  
KGBX-Dance Hour  
KLRA-Drs. Murphy & Murphy Health Talk  
WIBW-This Rhythmic Age

7:00

★ **NBC-CAPT. HENRY'S MAXWELL HOME SHOW BOAT**; Nadine Conner, sop.; Virginia Verrill; Warren Hull; Hattie McDaniel, comedienne; Alma Kruger; Thomas L. Thomas, bar.; Edie Green, comedian; Meredith Willson's Orch.: KSD WHO WSM WBAP WDAF WLW WMAQ KSTP WOW (sw-9.53) (also see 9:15 p.m.)  
★ **CBS-Major Bowes' Amateur Hour** (Chrysler): WBBM KFJ KSCJ WIBW WNAX KMBC KRNT KFAB KMOX KLRA KFOR WCCO (sw-11.83)  
Albany, N. Y., will be the honor city.

NBC-To be announced: WREN WLS KWK (sw-11.87)  
MBS-Joe Sanders' Orch.: WGN KFOR WMT KSO  
KARK-Sketch; News  
KCMO-News; Johnny on the Spots  
KFBI-World Concert Hall  
KGBX-Minute Dramas  
KOA-Girls from the West  
KOIL-Omaha Civic Symphony  
KWBG-Sports  
KXBY-Hollywood Reporter  
WHB-Parke Carrol, sports

7:15

Sports: KCMO KOA  
KARK-Federal Music Project  
KGBX-Eventide Reflections  
KXBY-Twilight Tunes

7:30

★ **MBS-Sinfonietta:** KOIL WMT KFOR  
★ **NBC-Saratoga Spa Music Festival:** WREN KWK (sw-11.87)  
To be announced: KSO WJAG  
KARK-Down the Avenue  
KCMO-Joan & Jimmie  
KFBI-News  
KGBX-20th Century Serenade  
KOA-Concert Hall  
KWK-Del Courtney's Orch.  
KXBY-One-Night Bandstand  
WENR-Grant Park Concert  
WGN-Freddy Martin's Orch.

7:45

KCMO-Melody Time  
KFBI-Moonlight Serenade  
KGBX-News  
KOA-Your Government at Your Service  
KWRG-News; Dick Leibert  
KXBY-Union Station  
WGN-News; Sport Celebrities

8:00

★ **CBS-YOUR ADVENTURE** with Floyd Gibbons (Colgate): WBBM KRNT KFJ WCCO KMBC KFAB KMOX KLRA (sw-11.83)  
★ **NBC-Kraft Music Hall:** Bob Burns; Johnny Trotter's Orchestra: WDAF WMAQ WBAP KSTP KTHS WOW KOA WSM KSD WHO WLW (sw-9.53)  
★ **MBS-Witch's Tale:** KOIL KSO KWK WMT  
NBC-To be announced: WREN WENR (sw-6.14)  
KARK-The American Scene  
KCMO-News; Moonlight Musicale  
KFOR-News  
KGBX-Concert Under the Stars  
KSCJ-Peacock Court  
KXBY-Twentieth Century Revue  
WGN-Dick Gasparre's Orch.  
WIBW-The Green Room  
WNAX-Segar Ellis' Orch.

# Frequencies

KARK-890  
KCMO-1370  
KFAB-770  
KFB-1050  
KFBQ-680  
KFH-1300  
KFOR-1210  
KGBX-1230  
KGNF-1430  
KLRA-1390  
KMEC-950  
KMMJ-740  
KMOX-1090  
KOA-830  
KOIL-1260  
KRNT-1320  
KSCJ-1330  
KSD-650  
KSO-1430  
KSTP-1460  
KTHS-1060  
KUOA-1260  
KVOO-1140  
KWBG-1420

KWK-Alan Dale, songs, & Organ  
WMT-Teהל's Bohemians  
8:45  
MBS-Musical Revue: WMT  
KARK-Gordon Bros.' Orch.  
KFH-Fox Quizzar  
KGBX-Gaslight Harmonies  
KWK-Easy Aces  
WBBM-On Wisconsin  
9:00  
★ NBC-AMOS 'N' ANDY, sketch (Pepsodent): WDAF  
WBAP WOW WMAQ KSTP  
WSM WLW KOA KSD KFI (also at 5 p.m.)  
CBS-Frank Dailey's Orch. (sw-11.83)  
NBC-Planist; Footnotes on Headlines; John B. Kennedy, news commentator: (sw-9.53)  
CBS-Poetic Melodies (Wrigley's Gum) Jack Fulton, tr.: KMOX KLRA KFAB WBBM KMBC KRNT WCAO KSL (also at 5 p.m.)  
Sports Review: WIBW WREN News: WMT KCMO KWK KSO KARK-Cliff Miles' Orch.: News KGBX-American Scene KOIL-Night Reporter KSCJ-Cub Reporter KTHS-Musical Moments KVOO-Bob Wills' Playboys WENR-Globe Trotter WHO-Songfellows WNAX-Cleo Brown, pianist  
9:15  
★ NBC-CAPT. HENRY'S MAX-well House Show Boat; Orch.: KFI KOA (also at 7 p.m.)  
NBC-Lou Breese's Orch.: WOW KLBX KARK KTHS KSTP (sw-9.53)  
CBS-Frank Dailey's Orch.: KFH KSCJ KFAB KLRA KRNT

NBC-King's Jesters' Orch.: WREN WENR  
MBS-Freddy Martin's Orch.: WGN KOIL WMT KSO  
★ KCMO-RIPPLING RHYTHM  
KMBC-Music of the Moment  
KMOX-France Laux, sports  
KWK-Rolla Coughlin's Orch.  
WBAP-Dance Music  
WBBM-Melodie Time  
WCCO-Teeling Off  
WDAF-Easy Aces  
WHO-Today's Winners  
WIBW-Kitty Keene  
WLW-Phil Davis' Orch.  
WMAQ-Andy Kirk's Orch.  
WNAX-News  
WSM-Variety Program  
9:30  
NBC-Eddie Varzos' Orch.: WREN WENR  
CBS-Geo. Olsen's Orch.: KLRA KSCJ KMOX WNAX KFAB WIBW (sw-11.83)  
NBC-Lee Gordon's Orch.: KARK KGBX WHO WBAP (sw-9.53)  
MBS-Nye Mayhew's Orch.: KSCJ KSO WMT News: WBBM WOW Gus Haenschen's Orch.: WDAF KVOO KSD  
KCMO-Drama Recording  
KFH-Dance Orch.  
KMBC-News; Musical Interlude  
KOIL-Sports Review  
KSTP-Sports Oddities  
KTHS-Dick Huddleston's Neighbors  
KWK-Range Riders  
WCCO-Easy Aces  
WGN-Ted Weems' Orch.  
WLW-Dick Stable's Orch.  
WMAQ-News; Carlos Molina's Orchestra  
WSM-To be announced

9:45  
CBS-Geo. Olsen's Orch.: WCCO KFOR  
KMBC-Success Doctor  
KOIL-Orchestral Revue  
KSD-Ted Weems' Orch.  
KSTP-Home Folks' Frolic  
KVOO-Thank You, Stusia  
KWK-Sport Review  
WBBM-Manhattan Mother  
WDAF-Winthrop Williams  
WFAA-Sports & News  
WIBW-Melodies  
WOW-Musical Moments  
WSM-Summer Melodies  
10:00  
NBC-Jerry Blaine's Orch.: KGBX KVOO WDAF KTHS WENR WFAA  
CBS-Roger Pryor's Orch.: KLAR WIBW KFAB KMBC WNAX KFH WBBM  
NBC-Henry Busse's Orch.: WMAQ WREN KOIL  
MBS-Eddie Elkin's Orch.: WGN KFOR KSO WMT KWK News: WSM KSCJ WHO WCCO KARK-Vocalist; News KCMO-Ben Selvin's Orch.  
KMOX-Baseball Highlights  
KSTP-Mr. Editor  
WLW-Paul Sullivan, commentator  
10:15  
CBS-Frankie Masters' Orch.: KRNT WBBM KFAB KMBC WNAX KSCJ  
NBC-Jerry Blaine's Orch.: WSM KARK  
MBS-Eddie Elkin's Orch.: WGN News: KSTP KFH KCMO-Derby Show KMOX-Headline Highlights  
KOA-Thank You, Stusia  
KXBY-Swing Time

WCCO-Rollie Johnson  
WLW-Clyde Trask's Orch.  
WFAA-Evening  
WHO-Your Favorite Songs  
10:30  
CBS-Benny Goodman's Orch.: WBBM KFAB WNAX KRNT KSCJ WIBW KMBC KFH  
NBC-Garwood Van's Orch.: WREN WMAQ (sw-6.14)  
NBC-Andy Kirk's Orch.: KVOO WDAF KARK KGBX KOA KSTP WENR (sw-9.53)  
MBS-Dick Gasparre's Orch.: KSO WGN WMT KOIL KFOR  
KCMO-Lights and Shadows  
KLRA-Stern Brau  
KMOX-Seven Star Review  
KTHS-Night Club of the Air  
KWK-News  
KXBY-Emile Chaquette's Orch.  
WCCO-Baseball Summary  
WFAA-Orrin Tucker's Orch.  
WHO-The Blue Ribbon State  
WLW-Barney Rapp's Orch.  
WOW-Dance Orch.  
WSM-Adrian McDowell's Orch.  
10:45  
NBC-Andy Kirk's Orch.: WHO  
CBS-Benny Goodman's Orch.: KLRA  
MBS-Dick Gasparre's Orch.: KWK  
KCMO-Club Continental  
KOA-Modern Miracles; Your Colorado  
KXBY-News  
WCCO-Mack Dale's Orch.  
WENR-Bob Peary's Orch.  
WMT-Electric Park Band  
11:00  
NBC-Don Fernando's Orch.: KGBX WREN WENR KOA

# Thursday

September 9



KATHRYN WITWER  
"Musical Revue" soprano  
Thurs. 8:30 pm CST

CBS-Nocturne: WIBW WBBM KMBC KSCJ WNAX KFAB KFH KRNT KMOX  
NBC-Eddie Varzos' Orch.: WSM WMAQ WHO KOA KARK KSTP KVOO  
MBS-Jimmy Joy's Orch.: KFOR KOIL WMT WGN KSO  
Dance Orch.: WOW WDAF  
KSD-Ted Weems' Orch.  
KWBG-News  
KWK-Stuart Johnson's Orch.  
KXBY-Eve. at the Country Club  
WCCO-To be announced  
WFAA-Summer Variety  
WLW-Jack Sprigg's Orch.  
WMT-Stop, Look & Listen  
End of Thursday Programs

8:15  
News: KFBI KARK  
KCMO-Jam Session  
KSCJ-Eb & Zeb  
KXBY-Baseball Game  
8:30  
★ CBS-March of Time (Time): WBBM KRNT KMOX WCCO WNAX KMBC (sw-11.83)  
★ MBS-Musical Revue; Henry Weber's Orch.: WGN KOIL KSO  
To be announced: KFBI KFAB KARK-Vocal Symphony  
KCMO-Tipica Tampico Orch.  
KFBI-Dancing Party  
KGBX-Amer. Family Robinson  
KLRA-Frank Ashcraft's Variety Revue  
KSCJ-Hawaii Calls  
KWBG-Baseball Game

# Friday

September 10

# Friday

**MORNING**  
7:00 a.m. CST  
★ NBC-Breakfast Club; Orch.: News: WREN KVOO KGBX CBS-Metropolitan Parade: KLRA KMOX (sw-21.52)  
News: KCMO KXBY WMBH WIBW  
Musical Clock: KFEQ KOIL WDAF WHB  
Sing, Neighbor, Sing: KARK KTHS WOW  
KFAB-Time 'n' Tunes  
KFBI-Timely Tunes  
KFH-△Council of Churches  
KGNF-Top of the Morning  
KMBC-Good Morning Melodies  
KSCJ-Ye Town Criers  
KUOA-Sing Before Breakfast  
KWBG-News; Farm Chats  
KWK-Tonic Tunes  
KWTO-Billy, Bob & Buddy  
WHO-Hardware News  
WJAG-Variety Prgm.  
WLS-Pokey & Arkie  
7:15  
CBS-Richard Maxwell, songs; News: KLRA (sw-21.52)  
NBC-Breakfast Club: KARK News: KGNF WNAX KMBC WAAW WHB WOW  
Tic Toc Tunes: KCMO KMOX  
KFH-Let's Shop the Eagle  
KMMJ-LeRoy's Piano  
KWBC-Musical Clock  
KWK-Grady Cantrell  
KWTO-Sue & Odie  
KXBY-The Singing Parson  
WHO-Musical  
WIBW-Ezra Hawkins' Show  
WJAG-Good Morning Club  
WMBH-Hotshots  
7:30  
CBS-Jack Berch's Boys (Fels & Co.): KMOX KMBC (sw-21.52)  
NBC-Breakfast Club: KTHS  
CBS-Novelters: KLRA  
Musical Clock: KFBI WHB WOW  
News: KFEQ KMMJ KWTO  
KFAB-Singing Salesman  
KFH-Variety Prgm.  
KGNF-Pageant of Melody  
KUOA-Sons of the Pioneers  
KVOO-Home Inst.; Alarm Clock  
KWBG-News; Good Morning  
KWK-Pep-Up Parade; News  
KXBY-Early Edition  
WMBH-Time 'n' Tunes  
WNAX-Russ Pike

7:45  
CBS-Bachelor's Children, sketch (Old Dutch Cleanser): KMOX (sw-21.52)  
NBC-Aunt Jemima (Quaker Oats): (sw-15.21)  
Musical Clock: KGBX KFEQ  
KGNF-Peacock Court  
KMBC-Texas Rangers  
KMMJ-Ray & Cliff  
KVOO-News  
KWTO-Sons of the Pioneers  
WIBW-Gospel Singers  
WNAX-Happy Jack's Old Timers  
8:00  
★ CBS-PRETTY KITTY KELLY, sketch (Wonder Bread): KFH KSCJ KLRA KFAB KMOX (sw-21.52)  
NBC-Story of Mary Marlin (Ivory Soap): (sw-15.21)  
NBC-Breen & de Rose, songs: KWK  
NBC-Josh Higgins of Finchville: KTHS KVOO KARK WOW  
NBC-Mrs. Wiggs of the Cabbage Patch, sketch (Old English Wax): (sw-15.33)  
News: KFOR WMBH KOIL  
KCMO-News; Tic-Toc Tunes  
KFBI-Bit o' Cheer and Sunshine  
KGBX-Odie & Sue  
KGNF-△Morning Devotions  
KMBC-To be announced  
KMMJ-Dean, Carl, Mike  
KSD-News; Melody Moods  
KUOA-Orchestra Time  
KWBG-Variety Prgm.  
KWTO-Old Family Almanac  
WDAF-△Bible Lesson  
WHO-Time & Temperature  
WJAG-△Congregational Church  
WNAX-Melody Kings  
WREN-George Callahan  
8:15  
NBC-Oxydol's Own Ma Perkins: (sw-15.21)  
CBS-Myrta & Marge, sketch (Super Suds): KLRA KFH KFAB KMOX (sw-21.52)  
NBC-John's Other Wife, sketch (Louis Philippe): (sw-15.33)  
NBC-Bennett & Wolverton: KTHS WDAF KSD KARK  
NBC-Vaughn de Leath, songs: KOIL  
MBS-John Metcalf's Choir Loft: KWK  
Musical Clock: KGBX WJAG  
KCMO-Carlton Briggs, hymns  
KFBI-Frank Gage  
KGNF-News  
KMBC-Rhythm in Rhyme  
KMMJ-Gospel Singers

KSCJ-Ye Town Criers  
KVOO-Glenn Condon  
KWBG-Today's Birthdays  
KWTO-Hits and Encores  
KXBY-△Morning Meditations  
NBC-Neighbor Jim  
WIBW-△Unity School  
WMBH-△Christian Church  
WOW-Heralds of Destiny  
WREN-Musical Ecores  
8:30  
CBS-Winston & Sutton, pianists: KLRA  
NBC-Pepper Young's Family, sketch (Camay): KOIL KWK (sw-15.21)  
NBC-Dean Brothers, songs: WREN  
NBC-Feather for Luck, serial: KTHS KVOO KARK KGBX KSD  
NBC-Just Plain Bill, sketch (Anacin): (sw-15.33)  
MBS-Marriage Clinic: WHB  
Markets: KFEQ KFH WAAW  
KCMO-Crown Show  
KFAB-Katherine Stone  
KFBI-News & Markets  
KGNF-Music & Time  
KMBC-Kitty Keene  
KMOX-Ozark Varieties  
KUOA-Console Greetings  
KWBG-Swap Center; Markets  
KWTO-Lonesome Rangers  
KXBY-Mkts.; Swing Serenade  
WDAF-Pecks on the Air  
WHO-Morning Melodies  
WIBW-News  
WMBH-Soap Box  
WMT-Day Dreamer  
WNAX-Russ and Lambert  
WOW-Hymns of Cheer  
8:45  
★ NBC-TODAY'S CHILDREN, sketch (Pillsbury): KSD WOW WHO WDAF (sw-15.33)  
NBC-Viennese Ensemble: WREN WLW KOIL  
CBS-Ruth & Bill: KLRA News: KARK KFH WNAX KUOA KFAB  
KCMO-Day Book  
KFBI-Coolerator Quarter Hour  
KGBX-Home Folks Frolic  
KMBC-Party Line  
KMMJ-Coffee Boys  
KMOX-Fashions in Melody  
KTHS Aunt Sammy's Chat  
KVOO-Marguerite Munselle, harpist  
KWBG-Singin' & Swingin'  
KWK-Top o' the Morning  
KWTO-Tonic Tunes  
WHB-Kenneth Kay  
WIBW-Neighbor Jim  
WMBH-Stock & Grain

9:00  
★ CBS-Heinz Magazine of the Air; Julia Sanderson & Frank Crumit, songs; B. A. Rolfe's Orch.; Romance of Carol Kennedy, sketch: KFAB KMOX WNAX KFH  
NBC-The O'Neills, sketch (Ivory Flakes): (sw-15.21)  
NBC-Hollywood High Hatters: KTHS WREN KVOO  
NBC-David Harum, sketch (Bab-O): KSD WDAF WHO WOW  
MBS-Get Thin to Music: WHB KFOR  
News: KGBX KOIL  
KARK-Happy Jack & Ward  
Rambles  
KCMO-News; Interlude  
KFBI-Radio Work Shop  
KFEQ-Roy & Lonnie  
KGNF-Problems for Pamela  
KLRA-Woman's Magazine of the Air  
KMBC-Fashion Flashes  
KMMJ-Betty Ann Varieties  
KSCJ-Employment Service  
KUOA-△God's Half Hour  
KWBG-News; World Bookman  
KWTO-Singing Saleslady  
KXBY-To be announced  
WIBW-IGA Prgm.  
WJAG-Russell Jensen, pianist  
WMBH-Melody Time  
9:15  
NBC-Backstage Wife, sketch (Dr. Lyons): KSD WOW WDAF WHO  
NBC-Young Hickory, sketch: WREN KTHS KGBX KOIL  
NBC-Personal Column of the Air (Chipso): (sw-15.21)  
Ma Perkins, sketch: WIBW KMBC  
Party Line: KMMJ KWK  
KCMO-Wineberre Prgm.  
KFEQ-Do You Remember?  
KGNF-News  
KSCJ-Want Ad Rambles  
KVOO-Lend An Ear  
KWBG-Gayle Howard & Her Secretary  
KWTO-Harmony Jesters  
KXBY-Twentieth Century Revue  
WHB-Regal Melodies  
WJAG-Musical Gems  
WMBH-Piano Moods  
9:30  
★ NBC-Vic & Sade, sketch (Crisco): KWK (sw-15.21)  
CBS-Big Sister, sketch (Rinso): KLRA KMOX KFH WNAX KFAB  
NBC-How to Be Charming, sketch (Phillips): WOW WHO WDAF KVOO

MBS-Martha & Hal: KFOR  
Markets: KMMJ WAAW  
KARK-Lee Winter, organist  
KCMO-For the Ladies  
KFBI-News & Mid-morning Melodies  
KGBX-Music Graphs  
KGNF-Paramount Organ  
KMBC-News; Musical Interlude  
KOIL-Vagabond Dreamer  
KSCJ-Women's Review  
KTHS-Vera Blood Fletcher  
KUOA-Program Resume  
KWTO-News; Market Reporter  
KXBY-News; Social Calendar  
WHB-Morning Musicales  
WIBW-Housewives' Prgm  
WMBH-Newsweek  
WREN-Kilocycle Limited  
9:45  
NBC-Edward MacHugh, Gospel Singer (Ivory Soap): (sw-15.21)  
CBS-Aunt Jenny's Real Life Stories (Spry): WNAX KFAB KFH KMOX  
NBC-Hello Peggy, sketch (Drano): WDAF KSO WHO WOW KSD  
NBC-Rhythm Parade: KTHS KOIL KARK KGBX  
MBS-Rhythm Orch.: KWK  
KLRA-Allay Presents  
KMBC-Organ Melodies  
KMMJ-Ted & Bobby  
KSCJ-Early Livestock Trade  
KUOA-Signs in Science  
KVOO-Steamboat Bill; Happy Fenton  
KWBG-Neighbor Jim  
KWTO-News; Health Hints  
KXBY-Markets; Interlude; Safety Talk  
WHB-Story Behind the Song  
WMBH-Morning Serenade  
10:00  
NBC-At Home in the World; Talk by Dr. Leslie Bates Moss: KTHS KVOO KGBX KARK KWK KOIL  
CBS-Rhythmaires: KFOR KFH KMBC KLRA  
NBC-Happy Jack, songs: WDAF KSD (sw-15.33)  
KCMO-News; Sweet Music  
KFAB-Weather; Markets  
KFBI-Herb Lindsey, cowboy  
KFEQ-Faye & Cleo  
KGNF-News; Weather; Grain  
KMMJ-News  
KMOX-Let's Compare Notes  
KSCJ-To be announced  
KUOA-To the Ladies  
KWBG-News; Derby Show

KWTO-Women in the News  
KXBY-Organ Rhapsody  
WHB-Municipal Court  
WHO-Betty Crocker  
WJAG-Variety Prgm.  
WMBH-Scrap Book  
WNAX-Russ Pike  
WOW-Your Home Town  
WREN-Organ Reveries  
10:15  
★ CBS-YOUR NEWS PARADE (Lucky Strike Cigarettes); Edwin C. Hill, commentator: KSCJ WNAX KLRA KMBC KFAB KMOX KFH  
★ NBC-Story of Mary Marlin sketch (Ivory Soap): WOW WDAF KSD (sw-15.33)  
★ NBC-Marine Band: KTHS KARK WREN KVOO  
MES-Len Salvo, organist: KFOR KOIL  
KCMO-Today & Tomorrow with Kansas City Club Women  
KFBI-Gems of Melody  
KFEQ-Next Door Neighbor  
KGBX-Radio Band Wagon  
KGNF-Shoppers' Prgm.  
KMMJ-Ray, Squire, Cy  
KUOA-Economic Drift  
KWBG-It's Graber Time  
KWK-Range Riders  
KWTO-Slim, Smokey & Senator  
WAAW-Markets  
WHO-Betty & Bob  
WJAG-Voice of the Street  
WLS-Chuck, Ray & Christine  
WMBH-Swing Time  
10:30  
NBC-Cadets Quartet: KGBX WDAF KSD  
CBS-Romance of Helen Trent, sketch (Edna Wallace Hopper): KMBC KFAB KMOX  
CBS-Captivators: KLRA Party Line: WHO WOW  
KARK-Neighbor Jim  
KCMO-Anne Hayes  
KFBI-News & Pickin' the Air Pockets  
KFEQ-Friendly Hour  
KFH-Ma Perkins, sketch  
KGNF-For Women Only  
KMMJ-Bohemian Orch.  
KOIL-To be announced  
KSCJ-Cecil & Sally  
KUOA-Piano Moods  
KWBG-Jane & Jim Bradford  
KWK-News  
KWTO-Little Miss Nobody  
KXBY-Enchanted Ballroom  
WHB-Music in the Air  
WIBW-Protective Service  
(Continued on Next Page)







ANN LEAF  
CBS organist  
Sat. 12:15 pm CST

MORNING

7:00 a.m. CST  
★ NBC-Breakfast Club; Orch.; Soloists; News: WREN KVOO KARK KGBX (sw-15.21)  
CBS-Ray Block, pianist: KLRA KMOX (sw-21.52)  
NBC-Streamliners: WOW  
Musical Clock: KOIL WDAF KFEQ WHB  
News: WMBH KXBY KCMO WIBW  
KFAB-Time 'n' Tunes  
KFBI-Timely Tunes  
KFH-Reveille Rhythms  
KGNF-Round-Up Music  
KMBC-Good Morning Melodies  
KSCJ-Ye Town Criers  
KUOA-Sing Before Breakfast  
KWBG-News; Poultry Chats  
KWTO-Breakfast Timetable  
WHO-Hardware News  
WJAG-Variety Prgm.  
WNAX-Lambert Bartak  
7:15  
CBS-Dalton Brothers: KLRA KMOX (sw-21.52)  
News: WNAX KMBC WHB WAAW WOW  
KCMO-Tic Toc Tunes  
KFH-Let's Shop the Eagle  
KGNF-Trade Guide  
KMMJ-LeRoy's Piano  
KWBG-Musical Clock  
KWK-Grady Cantrell  
KWTO-Sue & Odie  
KXBY-Singing Parson  
WHO-Musical Roundup  
WIBW-Ezra Hawkins' Show  
WJAG-Good Morning Club  
WMBH-Yesterday's Favorites  
WNAX-Russ Pike  
7:30  
CBC-Fiddlers Fancy; News: KLRA (sw-21.52)  
News: KMMJ KWTO  
Musical Clock: KFBI WHB WOW  
KFAB-Singing Salesman  
KFH-Supreme Hour  
KMBC-Morning Musical Revue  
KMOX Tick Tock Revue  
KUOA-Sons of the Pioneers  
KVOO-Home Institute; Alarm Clock  
KWBG-News; Good Morning  
KWK-Pep-Up Parade; News  
KXBY-Early Edition  
WHO-Concert Gems  
WMBH-Time 'n' Tunes  
WNAX-Dick Saunders  
7:45  
NBC-Aunt Jemima (Quaker Oats): (sw-15.21)  
KFAB-Musical Clock  
KGNF-House of Peter MacGregor  
KMMJ-Ray, Cliff, Cy  
KMOX-Better Film Council  
KVOO-News of the Hour  
KWBG-Devotional Hour  
KWTO-Sons of the Pioneers  
WIBW-Gospel Singer  
WNAX-Happy Jack's Old Timers  
8:00  
NBC-Breen & de Rose: KARK KWK (sw-15.21)  
CBS-The Strangers, instrumental trio: KFH KMOX KMBC KLRA  
NBC-Charioteers: KSD WOW WHO KTHS  
News: WMBH KFOR KOIL KCMO-News, Tic-Toc Tunes  
KFAB-U. S. Forestry Service  
KFBI-Musical Prgm  
KGBX-Odie & Sue  
KGNF-Morning Devotions  
KMMJ-Dean, Carl, Tommy  
KUOA-Orchestra Time  
KVOO-Farm Facts and Music  
KWBG-Variety Prgm.  
KWTO-Old Family Almanac  
WDAF-Morning Bible Lesson  
WHO-Push-em-up Tony  
WJAG-Devotional

WNAX-Ragtime Band  
WREN-Ronnie Ashburn  
8:15  
NBC-Vass Family: KSD WDAF WOW  
CBS-Richard Maxwell, songs: KFAB KFH KLRA  
NBC-Raising Your Parents: WREN KTHS KOIL KARK KWK (sw-15.21)  
KCMO-Songs of the Pioneers  
KFBI-Bit o' Cheer & Sunshine  
KGBX-Musical Clock  
KGNF-News  
KMBC-Linger Awhile  
KMMJ-Gospel Singers  
KMOX-Ozark Varieties  
KVOO-Glean Condon  
KWBG-Today's Birthdays  
KWTO-Hits & Encores  
KXBY-Morning Meditations  
WHO-Frolies  
WIBW-Unity School  
WJAG-Baseball & Musical Clock  
WMBH-Church in the Wild-wood  
8:30  
CBS-Let's Pretend, children's prgm.: KMBC KLRA KFAB  
NBC-Manhattans: KSD WOW  
Markets: KFEQ WAAW  
KCMO-Crown Show  
KFBI-News & Markets  
KFH-Grain; Livestock Markets  
KGNF-Round the Town  
KUOA-Console Greetings  
KVOO-It's My Turn Now  
KWBG-Swap Center; Markets  
KWTO-Lonesome Rangers  
KXBY-Swing Serenade  
WDAF-Pecks on the Air  
WHB-Regal Melodies  
WHO-Morning Melodies  
WIBW-News  
WMBH-Soap Box  
WNAX-Lambert Bartak  
8:45  
NBC-Bill Krenz' Orch.: WREN KTHS KOIL KARK KWK KGBX (sw-15.21)  
NBC-Manhattans: WDAF WHO  
News: KFH KUOA WNAX  
KCMO-Day Book  
KFBI-Coolerator Quarter Hour  
KMMJ-Coffee Boys  
KMOX-Fashions in Melody  
KVOO-Hear Ye! Hear Ye!  
KWBG-Singin' & Swingin'  
KWTO-Musical Meditations  
WIBW-Roy Faulkner  
WLW-Synogue of the Air  
WMBH-Stock & Grain Quotations  
9:00  
★ MBS-Ed Fitzgerald & Co.: KFOR KWK WHB  
NBC-Patricia Ryan, songs: KSO WREN WMT KVOO  
CBS-Fred Feibel, organist: KFH KSCJ KFAB  
NBC-Three Rancheros: WDAF KTHS WOW (sw-15.33)  
News: KOIL KGBX  
KARK-Happy Jack & Ward Ramblers  
KCMO-News; Interlude  
KFBI-Radio Work 'Shop  
KFEQ-Mac & Jerry  
KGNF-Talking Drums  
KLRA-Woman's Magazine of the Air  
KMBC-Fashion Flashes  
KMMJ-Betty Ann Quarter Hour  
KMOX Carolyn Pryce  
KSD-Amateur Varieties  
KUOA-God's Half Hour  
KWBG-News; Secrets of Happiness  
KWTO-Sentimental Mood  
KXBY-To be announced  
WHO-Death Rides Again  
WIBW-Variety Prgm.  
WJAG-Russell Jensen, pianist  
WMBH-Morning Musicales  
WNAX-Bohemian Band  
9:15  
NBC-Nancy Swanson, songs: WDAF KTHS KGBX WHO WOW (sw-15.33)  
NBC-Minute Men: WREN KOIL  
CBS-Fred Feibel, organist: KMBC KMOX  
News: WNAX KGNF  
KCMO-WPA Prgm.  
KFAB-Morning Reveries  
KFEQ-Do You Remember?  
KMMJ-Reemployment Prgm.  
KSD-Musical Varieties  
KVOO-Musical Prgm.  
KWBG-Gayle Howard & Her Secretary  
KWTO-Brown-Eyed Blues Girl  
KXBY-20th Century Revue  
WAAW-Grain Markets  
WIBW-Oklahoma Outlaws  
WJAG-Musical Gems  
WMBH-Piano Moods

Guests and Special Events

AFTERNOON  
2:15 CST JUNIOR CHAMPION STAKES AND EDGEMERE HANDICAP from Aqueduct Race Track, MBS.  
2:30 CST FOXCATCHER NATIONAL STEEPLECHASE described by Chris Wood, NBC.  
2:45 CST NARRAGANSETT SPECIAL from Pawtucket, R. I., NBC.  
4:45 CST NATIONAL TENNIS SINGLES CHAMPIONSHIPS, resume by John Tunis, NBC.  
NIGHT  
8:00 CST SARATOGA SPA MUSIC FESTIVAL, NBC.

9:30  
★ MBS-Army Band: KOIL KWK KFOR KSO  
★ CBS-Columbia Concert Hall; Compinsky Trio: KSCJ KFH KLRA KFAB  
NBC-Harold Nagel's Orch.: KSD WREN (sw-15.21)  
NBC-Jerry Brannon, tr.: WHO WOW WDAF KARK KVOO KGBX  
NBC-Mystery Chef: (sw-15.33)  
Markets: KMMJ WAAW  
KCMO-You Shall Have Rhythm  
KFBI-News & Mid-morning Melodies  
KGNF-Paramount Organ  
KMBC-News; Refreshing Moments  
KMOX-Let's Compare Notes  
KTHS-Kiddies Jamboree  
KUOA-Program Resume  
KWTO-News; Market Reporter  
KXBY-News; Vocal Varieties  
WHB-Morning Musicales  
WIBW-Housewives' Prgm.  
WMBH-News  
WNAX-Happy Jack's Old Timers  
9:45  
NBC-Melody Men: KSD WDAF KARK KGBX WHO KVOO (sw-15.33)  
CBS-Columbia Concert Hall: KMBC  
KMMJ-Ted & Bobby  
KMOX-Travelogue  
KUOA-Signs in Science  
KWBG-Shopping Notes  
KWTO-News; Health Hints  
KXBY-Timely Tunes  
WHB-Story Behind the Song  
WMBH-Morning Serenade  
WNAX-Hawaiian Melodies  
WOW Aunt Sally  
10:00  
NBC-Continental; Beatrice Lind, sopr.: WDAF KTHS KVOO WHO KARK KGBX KSD (sw-15.33)  
NBC-Call to Youth; Guest spkr.: KOIL WREN  
CBS-Jack Shannon, tr.: KFH KMBC KLRA KSCJ  
MBS-To be announced: KFOR Variety Prgm.: KWBG WJAG  
KCMO-News; Interlude  
KFAB-Weather & Markets  
KFBI-Herb Lindsey, cowboy  
KFEQ-Faye & Cleo  
KGNF-News; Weather; Grain  
KMMJ-News  
KMOX-Pappy Cheshire's Hill-billy Band  
KUOA-To the Ladies  
KWK-Musical Prgm.  
KWTO-Front Page Dramas  
KXBY-Organ Rhapsody  
WHB-Municipal Court  
WMBH-Scrap Book  
WNAX-Sacred Service  
WOW-Your Home Town  
10:15  
NBC-Three Marshalls: WREN KOIL  
CBS-Orientele: KFAB KSCJ KFH KLRA KMBC  
KCMO-Picture Previews  
KFBI-Gems of Melody  
KFEQ-Next Door Neighbor  
KGBX-Radio Band Wagon  
KGNF-Shoppers' Prgm.  
KMMJ-Ray, Squire, Cy  
KUOA-Home Nurse  
KWBG-It's Graber Time  
KWK-News; Musical Interlude  
KWTO-Billy Gilbert, tr.  
WHB-Kiddies' Revue  
WJAG-Voice of the Street  
WLS-Chuck, Ray & Christine  
WMBH-News  
WNAX-Russ & Lambert  
WOW-Continental  
NBC-Rex Battle's Ensemble: KSD WDAF  
CBS-George Hall's Orch.: KSCJ KFH KLRA KFOR KMBC  
NBC-George Hessberger's Orch.: WREN KTHS KGBX (sw-15.21)  
KARK-Lee Winter, organist  
KCMO-Anne Hayes  
KFAB-Children's Theater  
KFBI-News & Pickin' the Air Pockets  
KFEQ-Friendly Hour  
KGNF-Sketches in Melody  
KMMJ-Bohemian Orch.  
KUOA-Piano Moods  
KVOO-Kiddies' Revue  
KWBG-Jane & Jim Bradford  
KWK-Uncle Dick's Kiddie Klub  
KWTO-Piano Pot Pourri  
KXBY-Enchanted Ballroom  
WHO-Tabor College Talk  
WIBW-Protective Service  
WJAG-West Point Prgm.  
WMBH-Saturday Birthday Party  
WNAX-Melody Kings  
WOW-Uncle Tom's Playhouse  
10:45  
NBC-George Hessberger's Orch.: KOIL  
NBC-Rex Battle's Ensemble: WHO  
MBS-Organ Recital: WHB  
KARK-Sports Outlook  
KCMO-Bob & Dick  
KFBI-Musical Jigsaw  
KFEQ-Hawaiian Trio  
KGNF-Jungle Jim  
KGBX-Market Reports  
KSCJ-Want Ad Rambles  
KUOA-Chemistry in Agriculture  
KWBG-Devotional Hour  
KWTO-County Farm Agent, chats  
WIBW-Street Reporter  
11:00  
CBS-Captivators: KFH KSCJ KMBC KFAB  
NBC-Our Barn: KTHS KGBX KOIL  
NBC-Happy Jack, songs: KSD WHO  
Markets: KFEQ WAAW WMBH  
News: KGNF KFOR KUOA  
KARK-Nazarene Church  
KCMO-News; Sweet Music  
KFBI-Down Melody Lane  
KLRA-Booster Club  
KMMJ-Little Ray & Laura Belle  
KMOX-Religious Talk  
KVOO-Musical Prgm.  
KWTO-Farm & Home Hour  
KXBY-God's Quarter Hour  
WDAF-Young Thespians  
WIBW-Ezra Hawkins & Fay  
WJAG-Musical Masterpieces  
WLW-Fed. of Women's Clubs  
WNAX-Dance Melodies  
WOW-Heralds of Destiny  
WREN-The Ranch Boys  
11:15  
NBC-Escorts & Betty: WDAF KSD WHO  
CBS-Jimmy Shields' tr.: KSCJ KFH KFAB KMBC  
MBS-Steve Severn's Pet Club: KFOR  
News: KVOO KOIL  
KCMO-Piano Moderne  
KFBI-News & Markets  
KFEQ-Missouri Organ  
KGNF-Peacock Court  
KMMJ-Sage Riders  
KMOX-Junior Radio Parade  
KWBG-Hollywood on Review  
KWK-Rapid Service  
KXBY-Markets; Melodies

WHB-Sweet Music  
WIBW-Dinner Hour  
WOW-Markets  
WREN-Ronnie Ashburn  
11:30  
★ NBC-American Farm Bureau Federation: WREN KGBX KVOO KTHS KOIL KARK KWK (sw-15.21)  
Edward A. O'Neal, president of the American Farm Bureau, will speak.  
CBS-Buffalo Presents: KSCJ KLRA KFOR  
NBC-Cosmopolitan Rhythms: WDAF KSD WOW WHO (sw-15.33)  
MBS-Happy Felton's Orch.: WHB News: KFBI WAAW  
Markets: KGNF KWTO  
KCMO-Vocal Varieties  
KFAB-Consolations  
KFH-News; Marsh Murdock  
KMBC-Council of Churches  
KMMJ-Arkansas Travelers  
KUOA-Farm & Home News  
KWBG-Organalities  
WMBH-Today's Favorites  
WNAX-Novely Boys  
11:45  
CBS-Buffalo Presents: KMOX KFH  
News: KXBY KSCJ  
KCMO-World Bookman; Here Comes the Band  
KFBI-Luncheon Dance Music  
KFEQ-Novely Time  
KGNF-Musical Memoirs  
KWBG-Anita Adams  
KWTO-Farm & Home Hour  
WJAG-Modern Melodies  
WLW-Buster Locke  
WMBH-Easy to Remember  
WNAX-Brass Band

AFTERNOON

12:00  
MBS-Mary Williams, sop.: KOIL WHB  
CBS-Madison Ensemble: KMBC KFH KLRA KSCJ KMOX  
NBC-Your Host Is Buffalo: WDAF (sw-15.33)  
News: WMBH WIBW KMMJ KGNF KCMO  
KFAB-Gus Haenschen's Orch.  
KFEQ-Markets  
KSCJ-Voice of the People  
KSD-News; Market  
KUOA-Melodies of Yesterday  
KWTO-Luncheon Lyrics  
KXBY-Farmers' Hour  
WHO-Corn Belt Hour  
WJAG-Andy Moates' Orch.  
KWBG-News; High Noon Tunes  
WNAX-Happy Jack's Old Timers  
WOW-Your Home Town  
12:15  
CBS-Ann Leaf, organist: KMBC KFH KLRA KMOX  
News; Markets: WHB KFBI WNAX  
Derby Show: KWBG WMBH KCMO  
Markets: KMMJ WIBW  
KFAB-Man on the Street  
KFEQ-Noon-time Novelties  
KGBX-Luncheon Dance Music  
KGNF-Gus Haenschen's Orch.  
KOIL-News  
KSCJ-Voice of the People  
KUOA-Organ Reveries  
KWTO-Luncheon Lyrics; Answer Man  
WJAG-Weather & Markets  
WOW Mid-Day Melodies  
12:30  
CBS-Ann Leaf, organist: KSCJ NBC-Don Fernando's Orch.: KWK (sw-15.21)  
NBC-Golden Melodies: (sw-15.33)  
News: KFEQ KGNF WOW KMBC KGBX KWTO WHO  
MBS-Palmer House Ensemble: WHB  
KARK-Light Crust Doughboys  
KCMO-Musical Menu  
KFAB-Musical Treasure Chest  
KFBI-Voice of the People  
KMMJ-Varieties  
KMOX-Magic Kitchen  
KOIL-Noonday Varieties  
KTHS-Dance Orch.  
KUOA-Dining Hall  
KVOO-Bob Wills' Playboys  
KWBG-12:30 Club  
WDAF-News; Service Reports  
WIBW-Non-day Prgm.  
WMBH-Talk of the Town  
WNAX-Piano Solos  
WREN-Tulsa Ted's Range Riders  
12:45  
CBS-Tours in Tone: KMBC KFH KSCJ KFAB KLRA  
NBC-Cadets' Quartet: KARK KWK (sw-15.21)  
NBC-Golden Melodies: WDAF KTHS  
Man on the Street WOW KWTO  
Variety Prgm.: WJAG KMMJ  
KFBI-Rhythm Rangers  
KFEQ-Street Reporter  
KGBX-Rhythm & Romance  
KGNF-Swing Session  
KSD-Bert Block's Orch.  
KWBG-Mainstreet Chatter  
WHB-Rhythm Club  
WHO-Lem Turner & Four Dons  
WNAX-Oklahoma Outlaws  
WMBH-Cool Clinic  
1:00  
NBC-Whitney Ensemble: WREN KGBX KWK KTHS  
CBS-Down by Herman's: KFH KMBC KSCJ KMOX KFAB KLRA (sw-15.27)  
NBC-Concert Miniature: WHO KARK WOW KSD  
MBS-Ray Keating's Orch.: WHB KCMO-News; Interlude  
KFBI-Market Caster  
KFOR-News  
KGNF-The Swappers  
KMMJ-Ray, Cliff, Cy  
KOIL-Golden Hour  
KUOA-From the Bookshelf  
KWBG-News; Midget Theater  
KWTO-Glenn Stambach, organ; Al Stone, bar  
KXBY-June Marchant  
WDAF-Dance Orch.  
WJAG-Gus Haenschen's Orch.  
WNAX-Ragtime Band  
1:15  
NBC-Concert Miniature: KSD KGBX  
MBS-Ray Keating's Orch.: KSO KFOR  
KARK-Livestocks  
KCMO-Organ Melodies  
KFBI-Three Merry Men  
KFEQ-Studio Roundup  
KGNF-Ralph at the Studio Grand  
KMMJ-Ted & Bobby  
KOIL-Homemakers Club  
KVOO-Attention to This  
KWBG-Rhythm & Romance  
KXBY-Junior Revue  
WMBH-Cross Country Club  
1:30  
NBC-Ricardo & His Caballeros: WREN KTHS KGBX KARK KVOO (sw-15.21)  
CBS-Waltzes of the World: KFH KFOR KSCJ KMBC KLRA (sw-15.27)  
NBC-Week-End Revue WDAF WOW WHO KSD  
News: KFBI WAAW KWK  
KCMO-Dance Hour  
KFAB-Howdy Neighbor  
KFBU-Univ. of Kansas Band  
KGNF-In the Crimelight  
KMMJ-Tommy Watson  
KMOX-Med. Society Prgm.; Piano Interlude  
KOIL-Curb Exchange  
KUOA-Organ Concert  
KWBG-Janorvin Ensemble  
KWTO-Boys & Girls Club  
WMBH-Organ Melodies  
WNAX-Russ Pike  
1:45  
CBS-Dictators: KMBC KFOR KSCJ KLRA KFH (sw-15.27)  
NBC-Ricardo's Caballeros: KOIL KWK  
MBS-Leo Freudberg's Orch.: KSO WHB  
KCMO-Belle Nevins, songs  
KFBI-Harmony Kings  
KFEQ-Four H Club Prgm.  
KGNF-Today's Rhythm  
KMMJ-Sons of the Pioneers  
KMOX-Josephine Hapin, organist  
KWBG-Gaslight Harmonies  
★ KXBY-BEHIND THE MICROPHONE  
WJAG-Russell Jensen, organist  
WMBH-News  
WNAX-Ragtime Band  
2:00  
NBC-Club Matinee: KSO KTHS WREN KARK KGBX KVOO KOIL KWK (sw-15.21)  
CBS-Dictators: KFOR  
KCMO-News; Swingtime  
KFAB-Baseball Game  
KFEQ-Concert  
KGNF-Market Review  
KMMJ-Verne Wilson's Orch.  
KUOA-World Book Man  
KWBG-News; Rhythm Club  
KWTO-Market Reporter  
KXBY-Afternoon Arias  
WHB-Two O'Clock Tunes  
WMBH-Kiddies Revue  
WNAX-Brass Band



**AT RIGHT**... New 1938 RCA Victor Model 813K, 13-tube Electric Tuning Model (Armchair Control available... This allows you to sit across the room and change from station to station by pushing a button) with Sonic-Arc Magic Voice, Magic Brain, Magic Eye, RCA Metal Tubes, Overseas Dial, Beauty-Tone Cabinet and many other special features. Gives you a new idea of how fine radio can be. \$200\*

**BELOW**... This RCA Victor Model 86E nestles against a chair or sofa and forms a convenient end table. The new Sunburst Dial is tuned from above but without disturbing objects on the top. The Beauty-Tone Cabinet is designed to insure lasting beauty in both tone and design. A fine superheterodyne radio with foreign and domestic reception. \$89.95\*



*A Truly Amazing  
New Improvement*  
**RCA VICTOR  
ELECTRIC TUNING**

**Push a Button-**  
**THERE'S YOUR STATION!**

**YOU'VE** always wanted radio reception *that is truly automatic*. Now it's yours with a 1938 RCA Victor Electric Tuning Model. Just "Push a button—there's your station." Already thousands have discovered that it's simple as pushing a light button...that stations are tuned "right on the nose"—as clear and true as if you had a radio engineer working for you. Best of all, families of modest incomes have found that they can afford one of these wonderful new RCA Victor Electric Tuning Models. Reasonable

prices, generous trade-in allowances and really convenient terms, make this possible for almost everyone.

**Foreign stations easy to get**

You'll also find new radio wonders in the RCA Victor Overseas Dial. Its broad curved glass is a showcase where world radio stations are given 50 times more dial space than ever before. There is no more crowding together of foreign programs. All short wave stations have plenty of "elbow room"... are as easy to locate accurately as local stations.

These 1938 RCA Victor instruments present such a totally new conception of radio that at sight you'll want to trade in your present set. With 39 models from which to choose, you'll find it easy to select an instrument that suits you exactly as to price and design. And whichever RCA Victor you choose, you get radio that is RCA All the Way. See the new 1938 RCA Victor radios at your dealer's store. The world's greatest radio season will start in a few weeks. Now is the time to get ready for it.

**Why RCA All the Way means radio that's a step ahead**

RCA engineers have continuous practical experience in every branch of radio. Through the National Broadcasting Company, RCA creates and broadcasts the majority of network programs. Through Victor, RCA has the benefit of 39 years' leadership in sound production. RCA engineering, NBC broadcasting skill, Victor mastery of tone are combined in every RCA Victor radio. They bring you radio that is RCA All the Way—an extra value, a step ahead that is yours only with an RCA Victor.

You can buy RCA Victor radios on C. I. T. Easy Payment Plan! Any radio is better with an RCA Antenna System. \*All prices f. o. b. Camden, New Jersey, subject to change without notice.

**NEW!**

**AT RIGHT**... Handsome Bakelite box of Armchair Control. Band shell which is basis of Sonic-Arc Magic Voice. The amazing and exclusive Overseas Dial.



RCA presents the "Magic Key" every Sunday, 2 to 3 P. M., E. D. T., on NBC Blue Network

**RCA Victor**

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