

Radio Guide

And AMUSEMENT

5¢

The NATIONAL WEEKLY of PROGRAMS and PERSONALITIES

Volume 1

Chicago, Ill., Week of September 25-October 1, 1932

Number 49

CRIME PAYS— ON AIR

QUICK, Watson, the microphone! In their secluded dens all over the globe spinners of mystery tales are doffing their smoking jackets, packing their pigskin bags with the false bottoms, and flocking to the broadcasting castles of Gotham and Chicago. In these castles they are ensconced as Kings of Crime, and great pains are taken to inspire their fertile imaginations. They pour out scripts by the dozen. In turn radio pours into their pockets dollars by the

(Contin'd on Page Six)



Mystery stars!
Sunda Love, right, is the slave girl in the new Fu Manchu series. At upper left you have Malik (Stanley Andrews), the French detective, with Bernadine Flynn. Lower left is Sherlock Holmes (Richard Gordon) and in center is Edward Reese, of the Eno Crime Club.

Networks Lift Ban on Plugging Prices

One of radio's oldest taboos—the quoting of prices on commercially sponsored programs—had been lifted this week by both large networks.

The decision followed the demands of sponsors that radio bring them tangible results in sales, as well as good will.

Some months ago the National Broadcasting Company lifted the ban on price mentions during daytime programs, taking the stand that it regarded prices as being of interest to housewives. Now NBC allows one price quotation in each fifteen minute evening period.

The Columbia Broadcasting System, in announcing that it would allow two price mentions in each fifteen minute program, made the restriction that in a fifteen minute program the total "sales talk" shall not exceed one and one-half minutes. This is the most drastic step thus far in cutting down the sometimes tedious blurbs which clutter the air.

William S. Paley, President of Columbia, takes the position that the "sales talks" will be much more potent if the prices of the articles advertised are named, and therefore can afford to be briefer.

In part, Mr. Paley's statement follows: "The trend is visible, on many programs, in the more adroit wording of the advertiser's message, in increased emphasis frequently achieved by decreased length.

"The Columbia Broadcasting System wishes to do everything in its power to further this trend toward briefer, more effective treatment of the advertiser's story, believing that the interests of the audience, the advertisers, and the broadcasting systems are here identical.

"The inability to crystallize a selling story into the mention of the price of an advertised product has often made necessary hundreds of added words to compensate, in length, what the sales story lacked in definite price appeal. A single price mention would be worth hundreds of added words of product description or sales persuasion."

Mr. Paley said that no competitive price announcements would be allowed. In other words, no advertiser would be able to point to his product as being specifically cheaper than that of a competitor. Another feature of the new CBS plan will be the abolishing, as completely as possible, the conflict of commercial continuities in direct succession. In other words, if one program ends with a sales talk, the next one should not begin with a sales talk.

Impartial observers see in Columbia's new policy brighter and more concise advertising announcements. They see, in the new attitude of both networks, a tremendous bid for more advertising from companies which before have shunned radio because they could not state their product's price. They point out that radio advertising will enter into even more direct competition with newspaper advertising.

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Radioddities



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Both Networks Air World Series Play

Both National Broadcasting Company and CBS will broadcast the World Series between the New York Yankees and the Chicago Cubs.

NBC has announced that Hal Totten, Graham McNamee, and Tom Manning will handle the microphone for their chain. They have not yet officially announced what Chicago stations will carry the broadcasts, but it was understood that they would go over WMAQ, WENR-WLS, and possibly KYW.

Columbia will probably use Pat Flanagan and Ted Husing for their play by play descriptions, which will be heard over station WBBM.

The opening and second games will be played in New York on Wednesday and Thursday, September 28th and 29th. On Friday the two teams will rest en route to Chicago. The third, fourth, and fifth games will be played on October 1st, 2nd and 3rd respectively. The first game is scheduled to start at 12:30 (CST).

This World Series is expected to attract more radio listeners in Chicago than ever before, and most Chicago stations were rearranging their programs on series days in order to broadcast the play-by-play accounts.

(A picture of Amos 'n' Andy, posed with the Cubs, will be found on Page Fifteen.)

150,000 Watter Opens in Mexico

Norman T. Baker, the cancer cure gent who was put off the air by the Federal Radio Commission for operating his station, KTNT, contrary to the public welfare, now goes to Mexico.

In Mexico, blustering Baker is building XENT, at Nueva Laredo, opposite the Rio Grande from Laredo, Texas. The station, reported to be ready to swing into operation sometime next month, will start broadcasting with 50,000 watts but will soon increase its power to 150,000 watts.

With its increased power, XENT will become the most powerful transmitter in the Americas. It has chosen the wave length of 1115 kilocycles, which is mid-channel between the clear channel on which WRVA, Richmond, operates, and the Canadian-shared channel on which a score of American and Canadian stations operate.

In America, prominent engineers are of the opinion that the new station will interfere with the American and Canadian stations.

Baker left the air following a hearing at which his alleged cancer cure hospital was criticized.

New Programs of the Week

The following new programs, and old ones that have been off the air during the summer months, will be heard according to regular schedules beginning this week:

Fu Manchu—Mondays from 7:45 to 8:15 p. m., WGN-CBS.

Abe Lyman's Band—Tuesday, Thursday, Saturday at 7:15 p. m., WGN-CBS.

Easy Aces—Monday, Wednesday, Friday at 9:15 p. m., WGN-CBS.

Mrs. A. M. Goudiss on cooking—Thursdays at 10 a. m. WMAQ-NBC.

Jolly Bill and Jane—daily except Saturday and Sunday at 7:45 a. m., WLS-NBC.

Paul Whiteman's Rhythm Boys—Mondays at 3:30 p. m., WCFL-NBC.

There Is Beauty in Every Human Being

By Bruce Barton

(Author of "The Man Nobody Knows"; Noted Writer and Lecturer)

My feet were tired from standing up in the crowded train, and maybe that affected my eyesight. Anyhow, the folks in that car seemed to me woefully unattractive.

There were men with unshaven faces, and women with disheveled hair, and babies who put their dirty fingers in their dirty little mouths. Some sprawled and slept; some snored.

Our journey ended, and we were emptied into the depot.

There, behind a rope, awaiting our arrival, were more folks, as unattractive as ourselves.

But as we came pouring through the gates, behold a miracle! The homely horde rushed upon us. Cross-eyed men clasped unkempt women to their breasts. Withered old women planted kisses upon the cheeks of homely young women, exclaiming that they were "beautiful" and calling them "my dear" and weeping tears of happiness at their arrival.

And suddenly I was ashamed of myself; and I said to my wife: "What a magnificent thought it was, on the part of God, to give every human being somebody who thinks that he or she is wonderful."

Napoleon is supposed to have had more energy and will-power than any other modern man, but even he could not solve the relative problem. It is amusing to read his angry letters to his brothers, and see what trouble he had in trying to teach them to be kings. They persisted in making a mess of things, and caused him more worry than all his armies.

So relatives are not an unmixed blessing; yet what a sad world without them! Every once in awhile I go over to the Grand Central Station and see that welcoming scene repeated, and always it gives me a little thrill.

A hundred nondescript folks, from a hundred commonplace homes, waiting to welcome a hundred others. Yet by a certain divine stigmatism, each one of the hundred is supremely beautiful in the eyes of some one!

So long as he or she lives, there will be another who cares. Surely this is one of the splendors of life! And one of the great lines of literature is: "He setteth the solitary in families."

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Mikritic

RADIO GUIDE will pay one dollar for any Mikritic accepted and printed in this column. Mikritics are remarks of any kind made on the air which will interest other people. They may be amusing, inspiring, funny, pathetic, or queer.

Here are the rules: The quotation should not exceed fifty words. It must be accompanied by the name of the person who made it, the exact time it was heard, and the station from which it was heard. The name and address of the sender must be attached. Any number of Mikritics may be sent by one person. Address your letters to Mikritic, care of RADIO GUIDE.

This week's winners:

Texaco Fire Chief—September 13—8:55 p. m.—WMAQ:

Graham: "Say, Chief, can you tell me the difference between kissing your sister and kissing your sweetheart?"

Ed Wynn: "Yes, about twenty-five seconds."

Sue Banks

Burns and Allen—September 14 — 7:10 p. m.—WGN:

Burns: "Is your father bald, Gracie?"
Gracie: "I don't know, he never takes his toupee off."

M. L. Evans

Frankie Masters Orchestra—September 11 —8:50 p. m.—KYW:

Announcer: "Florie O'Day will sing, 'I Want To Go Home,' accompanied by the orchestra."

Eleanor Juns

Sinclair Minstrels — September 12 — 8:18 p. m.—WIBA:

Gene: "That's a nice pair of trousers you've got on. Where did you get them?"
Mac: "Oh, I bought 'em."

Gene: "Does your wife pick out your trousers?"

Mac: "No, she only picks the pockets."
Rudolph G. Jorgenson

Frank and Ernest—September 11—2:10 p. m.—KWK:

Ernest: "Did your girl friend ever give you long kisses, Frank?"

Frank: "I'll say she did, Ernie. Once on a country road she kissed me and when I opened my eyes I looked up at a skyscraper."

C. Doane

Barbasol Program—6:40 p. m.—KYW:

"The orchestra will now play, 'She Was Only a Stone Mason's Daughter, But He Learned How to Chisel From Her.'"

A. Burgstrom

Sinclair Minstrels—September 12—7:24 p. m.—WLS:

Gene: "Is it true your uncle Ezra died?"
Bill: "Yeah, he choked to death."
Gene: "How come?"

Bill: "Well, he was sitting in a restaurant eating horse meat and somebody hollered, 'Whoa,' and it stopped dead still in his throat."

M. McGill

Maple City Four—September 14—1:53 p. m.—WLS:

Interlocutor: "Wasn't that an amusing quarrel you had with your wife last night?"
End Man: "Yeah, wasn't it? When she threw that axe at me I thought I'd split."

Fred Johnson

Tom Patrick—September 13—10:15 p. m.—WTAM:

Tom Patrick: "I used to be a westerner, but Fleischmann brought me yeast."

Mrs. T. Filker

Dan and Sylvia—September 5—10:33 p. m.—WTAM:

Clem: "She certainly is polished."
Minnie: "Yes, everything she says casts a reflection on somebody."

Mrs. James C. Vaughan

'OH, YOU DARLING MOVIE MIKE'



Bing Crosby looks like he's having a sweet dream in this pose, but hold on—it's all a demonstration showing how different a movie studio microphone looks from the radio mike you are so familiar with. Photo was taken in Hollywood during the filming of a picture in which radio favorites will star. Rumor says he'll return to the air.

REVIEWING RADIO

By Mike Porter

IN all the radio dives where the wireless scribblers assemble to hunt news, they're talking nowadays in a serious vein about wired wireless—which means a system of radio entertainment, wired into the home, with a meter in the line into which you drop a coin and have the privilege of listening to a preferred program. Of course, the program would be in no way connected with the networks, but a special show or shows, staged in a studio to which the listener's home is linked.

I have heard talk of this project, which threatens a mean competition to the established networks, for several years, but until now, the subject seemed only a pleasant dream. But we seem to be on the threshold of this new service, which has had a successful test in several European countries. In America, the wired wireless seems to be ready for the public, and backed by Wired Radio, Inc. with headquarters in New York. What forces me to take the new system seriously is the fact that the corporation is busy acquiring patents and music copyrights—and also that the corporation is a subsidiary of that power giant, the North American Company. My understanding of the plan as affecting the listeners is that three classes of programs will be always available, and sets will be installed with meters, for a monthly subscription, or a slot, as the subscriber prefers. The sets will be maintained.

There is a certain amount of pity due the broadcasters. They have found themselves in a tough spot this season where clients are concerned—a fact that called for big concessions if more business was to be enticed into the studios. The broadcasters found themselves a choice of bowing to the sponsor or to the audience, and the sponsor won, wherefore aerial advertisers are now permitted on all networks to quote prices of whatever they happen to be exploiting. At first blush, perhaps, we are shocked by this, because the fastidious listener will regard the liberalization of policy as a tendency to the deterioration of broadcasting artistry. Indeed, this is true, and the only cheerful prospect is that some ingenious way will be developed by which a price quotation

can be made an innocuous part of a show. So far as the broadcasters are concerned, the curse of commercialism will be mitigated as far as possible, but the great fear that assails me is that the lower grade sponsors, with characteristic cupidity, will regard the price-quoting concession as vacillation, and will press further demands for high pressure tactics—a thing quite ruinous and offensive.

I have heard rumors from Washington that the Federal Commission, fearing just such a thing, has its ear to the ground, and will step in and chastise any abuse of the new privilege—and there is Mr. Oswald Schuette, the radio czar, who, if outraged sufficiently, may exercise his unique power of banishing from the air any flagrant program.

A BOWL OF CHATTER—

Blue Coal returns to Columbia with George Earle's music on October 2nd . . . The Sherlock Holmes stories resume at NBC on October 5th . . . Dr. Bundesen, the Chi Health Commissioner switches to NBC with those Horlick skits September 27th . . . Light and grand opera take up the NBC season immediately . . . George Hall, the Taft Hotel maestro was cracked up in a motor smash and is slowly recovering in a New York

(Continued on Page Eight)

Purely Personal

KATE SMITH is up at Lake Placid, New York, trying to recoup some strength and health she's expended so generously on radio and stage activities. Pneumonia was imminent unless Kate went away for a rest. WABC has put a line alongside Kate's hotel and Nat Brusiloff and his orchestra are making accommodations at the same hotel so that their broadcasts can go right along . . . as usual.

LOWELL THOMAS captained a baseball team in a game played near Pawling, New York recently. His teammates included Jack Foster, radio editor of the New York World-Telegram, Prosper Buranelli, creator of the cross word puzzle, and Count von Luckner, the German "Sea Devil."

MME. FRANCES ALDA, brilliant Metropolitan Opera Company star, who will broadcast once weekly this fall, opened a new studio at the Waldorf Astoria Hotel last week. In addition to coaching singers for radio, Mme. Alda will teach prospective concert and operatic artists.

THE FOUR MILLS BROTHERS, still touring around the East, are at the Century Theater in Rochester, New York, this week. Next week they'll go to Boston's Metropolitan, and from there to Washington, Philadelphia and Baltimore before they return to Harlem's "Lafayette" October 28th.

RUTH ETTING is taking her long awaited vacation at Lake Placid, New York. Fourteen days at her sponsor's expense . . . and then back to New York the end of this week.

ELLIOTT SHAW, baritone with the Revelers Quartet, is enjoying his annual attack of hay fever, which causes his voice to drop to a lower pitch. Frank Black, arranger for the quartet, is having to rearrange all music to fit Shaw's two months a year bass.

EMERY DEUTSCH, Nat Brusiloff and Vaughn de Leath add another candle to their birthday cakes this month.

JULIA SANDERSON and Frank Crumit open a week's engagement of personal appearances at the Memorial Theater in Boston starting October 1st. This is their first engagement outside of New York since going on the air more than three years ago.

MRS. MELDANIA BOSWELL, mother of *The Boswells*, is readying herself for her return to New Orleans. Mrs. Boswell just won't stay North after October first.

GEORGE HALL, orchestra leader, is in the New York Presbyterian Hospital suffering a broken shoulder and bruises received in an auto collision while he was returning from Harry Barris' opening in Greenwich Village last week. George missed his first broadcast in over 7000 unbroken attendances. Doctor advised him to fiddle his time away, by playing the violin . . . which is George's instrument, anyhow.

ALICE JOY, who has been singing from Cleveland, leaves October 3rd for Dallas, Texas, where she will head the "Dream Girl Revue," a special radio musical feature for the Texas State Fair.

LOUIS DEAN, CBS announcer, Doug Connah and Fred Wile, both of CBS press department, used to keep serene bachelor quarters on 50th Street . . . poker games in order until wee hours of the morn. Then Fred went and got married.

Accordingly, Louis, Doug and Carlile Stevens moved to a penthouse. Now Carlile is being married. Heaving a sigh, Doug and Dean and Bill Fineshriver, another pen publicity pusher at CBS, are looking for apartment quarters in the Village. But they don't know that Bill plans to desert his pals when winter sets in. Why? Three guesses.

Programs For Sunday, September 25

LOG OF CHICAGO STATIONS

Call Letters	Kilo-cycles	Power, Watts	Location and Phone Number
WLS	870	50,000	1230 W. Washington St. Haymarket 7500
WENR	870	50,000	222 North Bank Drive Superior 8300
WGN	720	25,000	Drake Hotel Superior 0100
WBBM	770	25,000	410 North Michigan Ave. Whitehall 6000
WJJD	1130	20,000	Palmer House State 5466
WIBO	560	10,000	6312 Broadway Sheldrake 6000
KYW	1020	10,000	Strauss Building Wabash 4040
WMAQ	670	5,000	Merchandise Mart Superior 8300
WMBI	1080	5,000	153 Institute Place Diverser 1570
WCFL	970	1,500	666 Lake Shore Drive Delaware 9600
WJKS	1360	1,000	Gary, Indiana Gary 25032
WAAF	920	500	836 Exchange Avenue Yards 0084
WGES	1360	500	128 N. Crawford Ave. Sacramento 1166
WSBC	1210	100	5 So. Wabash Avenue Dearborn 0206
NBC—Chicago Office			Merchandise Mart Superior 8300
CBS—Chicago Office			Wrigley Annex Whitehall 6000

Every effort is made to insure the accuracy of our programs at the time of going to press; however, there is the possibility of late changes.

6:00 A.M.
WAAF—Old Timers

6:30 A.M.
WAAF—Dawn Patrol

7:00 A.M.
WAAF—Morning Devotions

7:30 A.M.
WIBO—Morning Reveries
WAAF—Favorites of Yesterday

8:00 A.M.
WENR—Children's Hour (NBC)
WAAF—The Eight O'clock Concert
WIBO—Swedish Services, conducted by Olaf Nelson
WCFL—Highlights of Music
WJJD—Mooseheart Catholic Services
KYW—Sunshine program; Paul McClure
WGES—German Hour

8:15 A.M.
WCFL—Kroehler Program

8:30 A.M.
WAAF—Morning Concert
WCFL—Religious Program

9:00 A.M.
WGN—Grand Old Hymns; The Old Testament
WBBM—Synthetic Symphonies
WENR—Modern Instrumentalists (NBC)
WCFL—German Entertainment
WGES—Organland
WMAQ—Bible Story dramatization
WAAF—Across the Footlights

9:15 A.M.
WGES—Band Parade

9:30 A.M.
WMAQ—Musical program
WGN—Victor Stonebrook, tenor
WBBM—Modern Living; Lindlahr's Magazine
WENR—Fiddler's Three (NBC)
WAAF—Variety Program
WGES—Memory Lane
WJJD—Mooseheart Protestant Service
WCFL—Rogers Highlights

9:45 A.M.
WENR—Song for Today (NBC)
WGES—Happy Hits
WGN—Leonard Salvo, organ

10:00 A.M.
WGN—Sunday Morning Concert; Lewis White, baritone
WCFL—Italian Entertainment
WENR—Morning Musicals (NBC)
WGES—Waltz Tunes
WAAF—Hi, Folks!
WBBM—Julia Mahoney and Charles Carlile
WSBC—Midwest Program

10:10 A.M.
WJJD—Happy Go Lucky Time; Art Linick

10:15 A.M.
WCFL—Highlights of Music
WBBM—Synthetic Symphonies
WGES—Today in Music

10:30 A.M.
WGN—Melody Makers; orchestra (CBS)
WSBC—Gene Morton, songs
WBBM—Don Lang on Dogs
WAAF—My Favorite Band
WMAQ—Maj. Bowes Capital Theater Orch. (NBC)
WCFL—Seventh Church of Christ, Scientist
WJKS—Watch Tower Program

10:45 A.M.
WAAF—Estelle Barnes, pianist
WJKS—The Melody Makers (CBS)
WBBM—Peoples Church

11:00 A.M.
WENR—Central Church
WGN—Mormon Tabernacle Choir and Organ (CBS)
WMAQ—Major Bowes' Orchestra (NBC)
WJKS—Sunday Varieties
WSBC—Jewish Program Music
WAAF—Goldenrod Revue

11:15 A.M.
WJKS—California Echoes
WAAF—Melodies in Three-Quarter Time

11:30 A.M.
WGN—Interview with Sax Rohmer (CBS)
WMAQ—Legion of the Lost (NBC)
WENR—Mexican Typica Orchestra (NBC)
WAAF—Organ Melodies

11:45 A.M.
WGES—Our Lady of Sorrows Catholic Church
WAAF—Salon Music

12:00 NOON
WENR—Biblical Drama (NBC)
WGN—Reading of the Tribune Comics
WMAQ—Symphony Orchestra
WCFL—Rogers Musicals
KYW—Uncle Bob with the Funnies
WAAF—Sears, Roebuck Musical Moments

12:30 P.M.
WLS—Polish Music Hour
WIBO—Art Hour
WBBM—Gus Haenschen's Orchestra

12:45 P.M.
WBBM—Norm Sherr; Felz Motor

1:00 P.M.
WGN—Wurlitzer Program; Verne Buck, violinist
WIBO—German Hour
WBBM—Brooks and Ress

2:55 P.M.
WCFL—Baseball or studio program
WBBM—To be announced

3:00 P.M.
KYW—Jane Froman with orchestra (NBC)
WJKS—Baseball—White Sox vs. Cleveland
WIBO—Baseball
WAAF—Jimmie Kozak at the Piano
WLS—Evens Musical Comedy
WJJD—Deems Taylor Suggests

3:15 P.M.
WAAF—Sunday Serenade
KYW—Vee Lawnhurst, pianist (NBC)

3:30 P.M.
KYW—Studio Musical Program; Teaberry Sports
WAAF—Hits and Bits
WENR—Highlights of the Bible (NBC)

4:00 P.M.
WJJD—Greek Hour
WENR—Pastels (NBC)
KYW—The World of Religion (NBC)
WAAF—Ford Waldo

4:15 P.M.
WENR—Trio Charmante (NBC)
WAAF—In Old Vienna

4:30 P.M.
WJJD—Judge Rutherford
WAAF—Sunday Serenade
KYW—Road to Romany (NBC)
WENR—Pop Concert

4:45 P.M.
WJJD—Neighborhood Store
WAAF—Ray Waldron's Sports Review

5:00 P.M.
WENR—Catholic Program (NBC)
WGN—Bernie Cummins' Orchestra
WJJD—Criminal Parallels

KYW—Frankie Masters' Orchestra
WCFL—Irish Program
WGN—Children's Concert
WJJD—Dave Bennett's Orchestra
WGES—Polish Theater of the Air

7:15 P.M.
WLS—Russian Gaieties (NBC)

7:30 P.M.
WJJD—Paul Rader's Tabernacle
WLS—Borah Minnevitich's Harmonica Rascals (NBC)
KYW—Canton Tea Garden Orchestra
WGN—Frankie Trumbauer's Orchestra

7:45 P.M.
WLS—A Voice; A Violin (NBC)

8:00 P.M.
WENR—Our Government; David Lawrence. NBC
WBBM—Jack Russell's Orchestra
WGN—Musical Melange
WMAQ—Spirit of the Century of Progress
WCFL—Judge Rutherford, talk
WSBC—Educational Feature
KYW—Old Time Melodies (NBC)

8:05 P.M.
WJKS—Columbia Dramatic Laboratory (CBS)

8:15 P.M.
WENR—American Album of Familiar Music; quartet, piano duo; vocal solos. NBC
WBBM—Gus Arnheim's Orchestra, The Dells
KYW—Jimmie Kozak's Orchestra
WCFL—Kroehler Program

8:30 P.M.
WGN—Pennzoil Parade (CBS)
WCFL—Swedish Program
WBBM—Belle Forbes Cutter, soprano
WJKS—Irish Program

8:45 P.M.
WMAQ—Beachcomber, drama (NBC)
WENR—Shaeffer Lifetime Revue (NBC)

9:00 P.M.
WGN—Frankie Trumbauer's Orchestra
WJKS—Radio Review
WBBM—Ernest Hutcheson, pianist (CBS)
KYW—Frankie Masters' Orchestra

9:15 P.M.
WMAQ—The Old Singing Master (NBC)
WENR—Edison Symphony
KYW—L'Heure Exquise (NBC)
WGN—Tomorrow's Tribune

9:25 P.M.
WGN—Headlines of Other Days

9:30 P.M.
WCFL—Workingmen's Circle Program
WBBM—Day Before Yesterday
WJKS—The Gauchos (CBS)
WGN—Lawrence Salerno and Symphony Orchestra

9:45 P.M.
KYW—Sunday at Seth Parker's (NBC)
WMAQ—The Three Keys (NBC)
WENR—Phil Levant Orchestra

10:00 P.M.
WJKS—Ann Leaf, organ and Ben Alley, tenor (CBS)
WGN—Frankie Trumbauer's Orchestra
WMAQ—Malik Dramatization (NBC)

10:15 P.M.
WGN—The Dream Ship
KYW—The Globe Trotter; Teaberry Sports
WENR—Radio Rubes, hill billy act (NBC)
WCFL—Studio Program

10:25 P.M.
KYW—Teaberry Sports Review

10:30 P.M.
WENR—Melodic Serenade
WGN—Bernie Cummins' Orchestra
WMAQ—Auld Sandy and Harold Van Horne
KYW—Frankie Masters' Orchestra (NBC)
WJKS—Ozzie Nelson's Orchestra (CBS)
WCFL—Radio Dan

10:45 P.M.
WCFL—University Singers

11:00 P.M.
KYW—Chicago Gospel Tabernacle
WGN—Ivan Eppinoff's Orchestra
WCFL—Merry Garden Ballroom Orchestra
WENR—William Stoess' Orchestra (NBC)
WSBC—Maller's Studio Program
WJKS—Elks Toast
WGES—Paradise Orchestra

11:15 P.M.
WGN—Bob Treastor's Orchestra
WBBM—Around the Town; dance orchestras

11:30 P.M.
WGN—Frankie Trumbauer's Orchestra
WENR—To be announced
WGES—Cabaret Hits

11:45 P.M.
WGN—Late Evening Dance Orchestras

12:00 MIDNIGHT
WGES—Owl Car
WENR—Phil Levant's Orchestra
KYW—Dan Russo's Orchestra
WBBM—Around the Town; dance orchestras

12:15 A.M.
WGES—Jamboree

12:30 A.M.
KYW—Frankie Masters' Orchestra (NBC)
WENR—Bal Tabarin Orchestra
WGES—On With the Dance

12:45 A.M.
WGES—Sunshine Special

SPECIALS FOR TODAY

FOR LOG OF LOCAL STATIONS SEE PAGE 4

11:00 a.m. WGN-CBS—Salt Lake City Organ and Choir
8:00 p.m. WMAQ—The Spirit of the Century of Progress
8:45 p.m. WMAQ-NBC—Beachcomber; drama
10:00 p.m. WMAQ-NBC—Malik Mystery Drama
10:15 p.m. WENR-NBC—Radio Rubes

WAAF—Hoosier Philosopher
KYW—The Watchtower Program
WCFL—Lithuanian Program
WJKS—Hits and Bits

1:15 P.M.
KYW—Popular Favorites
WBBM—Frank Wilson and Jules Stein
WAAF—Redheaded Bluebird

1:30 P.M.
WMAQ—Moonshine and Honeysuckle (NBC)
KYW—Charlie Agnew's Orchestra (NBC)
WGN—"Bridge Club of the Air"
WSBC—Paul Van Sande, vocal
WMBI—Spanish Gospel Service
WJKS—Ann Leaf, organist (CBS)
WAAF—The Spotlight; Live Stock Receipts
WLS—Weather Report, music

1:45 P.M.
WBBM—Ann Leaf at the Organ (CBS)
WLS—Three Contraltos in Willard Tablet Program
WAAF—Voice of the Violin

1:50 P.M.
WMBI—Italian Gospel Service

2:00 P.M.
WCFL—Polish Program
WGN—Allan Grant and Lawrence Salerno
WJKS—Symphonic Hour (CBS)
WMAQ—Musical Pilgrimage; Marx and Anne Oberndorfer
WAAF—Musical Travel Tour
WBBM—Symphonic Hour (CBS)
KYW—Wayne King's Orchestra (NBC)
WIBO—Norwegian Hour

2:10 P.M.
WMBI—Bible Exposition with Sacred Music

2:15 P.M.
WGN—Palmer House Ensemble

2:30 P.M.
KYW—National Sunday Forum (NBC)
WBBM—Piano Interlude
WJJD—Sunday Musical Matinee
WSBC—Betty Citow, soprano
WMAQ—48th Highlanders Band (NBC)
WAAF—Ballad Hour

2:40 P.M.
WBBM—Flanagan Sport Hunches
WLS—Political Talk

2:45 P.M.
WLS—Little Brown Church
WGN—Baseball Game
WMAQ—Baseball; Cubs vs. Cincinnati

KYW—Edgewater Beach Hotel Twilight Musicals
WAAF—Broadway Melodies
WJKS—Dance Melodies
WBBM—Ballad Hour (CBS)
WIBO—Salon Recital
WCFL—Variety Program
WSBC—All Colored Hour

5:15 P.M.
WJJD—Billy Sunshine
WMAQ—Paul Whiteman's Orchestra (NBC)

5:30 P.M.
WIBO—WPCC
WENR—Sweetheart Days (NBC)
WJKS—Irene Beasley (CBS)
WJJD—WJJD Concert Orchestra
WAAF—Sacred Concert
WGN—Irene Beasley with Round Towners (CBS)
WBBM—Howard Neumiller and Phil Porterfield

5:55 P.M.
WIBO—B and K Reporter

6:00 P.M.
WMAQ—Donald Novis, tenor
WLS—Our Children (NBC)
WGN—Allan Grant, pianist
WJKS—Minute Rub Sports Review
WCFL—German Radio Hour
WIBO—The Copeland Smith League
WJJD—Armour Institute

6:10 P.M.
KYW—Teaberry Sports Reporter

6:15 P.M.
WBBM—Medinah String Ensemble
WLS—Pickens Sisters (NBC)
WMAQ—Wheatonville, dramatic sketch (NBC)
WGES—John Van Kanegan, pianist
WGN—Palmer House Ensemble
KYW—Home Folks, drama

6:30 P.M.
WBBM—Flanagan Sports Review
WLS—Studio Across the Way (NBC)
WJJD—Famous Composers
KYW—Dan Russo's Orchestra
WGES—Minstrel Show
WMAQ—Blue Ribbon Malt Sports

6:45 P.M.
WGN—Angelo Patri; Your Child
WMAQ—Orchestral Gems (NBC)

7:00 P.M.
WMAQ—Chase and Sanborn Hour (NBC)
WLS—Radio Luminaries (NBC)

Programs For Monday, September 26

6:00 A.M.
WJJD—Good Morning Program
WAAF—Farm Folks' Hour
WLS—WLS Smile a While Program

6:15 A.M.
WJJD—Int'l Buckle Busters
WLS—Weather Report; livestock

6:30 A.M.
WLS—Cumberland Ridge Runners
WJJD—International Buckle Busters
WMAQ—Setting Up Exercises
WIBO—Uncle John's Family

6:45 A.M.
WBBM—Farm Information
WJJD—Organ Melodies

6:55 A.M.
WBBM—Musical Time Saver

7:00 A.M.
WCFL—Morning Shuffle
WGES—Organland
WMAQ—Tune Time
WAAF—Breakfast Express
KYW—Marshall Field & Co.'s Musical Clock
WLS—Paul Rader's Tabernacle
WJJD—Old Time Ballad
WMBI—Morning Worship Period

7:15 A.M.
WJJD—Gym of the Air

7:30 A.M.
WCFL—Cheerio; inspirational talk and music. NBC
WGN—Leonard Salvo at the Organ
WMAQ—Morning Worship
WBBM—Christian Science Church of Illinois
WIBO—Melodies
WLS—Steamboat Bill, Campbell Cereal
WJJD—Happy Go Lucky Time; Art Linick

7:45 A.M.
WBBM—Musical Time Saver
WLS—Jolly Bill and Jane (NBC)
WMAQ—John Fogarty (NBC)

8:00 A.M.
WMAQ—Waltzes (NBC)
WIBO—Smiles
WLS—Ralph Waldo Emerson, organ concert
WCFL—WCFL kiddie's Aeroplane Club
WGES—Bohemian Melodies

8:15 A.M.
WMAQ—Top of the Morning (NBC)
WGN—Gypsy Music Makers (CBS)
WLS—The Arkansas Woodchopper
WCFL—Time Parade

8:30 A.M.
WLS—Musical Program
WBBM—Modern Living
WIBO—Musical Varieties
WCFL—California Program; Eddie Dyer and Howard Kaiser
WMAQ—Musical Hodge Podge
WGN—Grand Old Hymns

8:35 A.M.
WMAQ—Woman's Calendar
WLS—Produce Market Reporter

8:45 A.M.
WLS—Livestock Receipts
WGN—Leonard Salvo's Mail Box
WCFL—Dance Music

8:50 A.M.
WLS—Sears Tower Topics Time

9:00 A.M.
WBBM—J. Wilson Doty, organist
WMAQ—Jack and Jill (NBC)
WGES—Canary Concert
WGN—Charlie White's Gym of the Air
KYW—Nothing But The Truth (NBC)
WIBO—Novelettes
WAAF—Sing and Sweep
WCFL—German Entertainment

9:10 A.M.
WLS—Evening Post Reporter

9:15 A.M.
WGN—The Super Suds Girls; "Clara, Lu 'n' Em." NBC
WLS—Mac and Bob, the Knoxville Boys in Willard Program
WCFL—Famous Soloists
WMAQ—Neysa Program
KYW—Breen and de Rose (NBC)
WBBM—Melody Man
WAAF—Mrs. Margaret Dorr; Food Economy

9:30 A.M.
WIBO—Scintillating Rhythm
WGES—Timely Tunes
WMAQ—Our Daily Food; Colonel Goodbody. NBC
WBBM—Burnham's Beauty Chat
WJJD—Evans Revue
KYW—Flying Fingers
WLS—Piano Instruction
WCFL—Highlights of Music

9:35 A.M.
WGN—Allan Grant, pianist

9:45 A.M.
WIBO—Your Clothes
WLS—Mama's Old Time Tea Cookies; Ralph and Hal, Old Timers
WBBM—Vocal Art Trio (CBS)
WMAQ—Board of Trade
WGN—Music Weavers Quarter Hour
WJJD—Home Makers Hour
KYW—Consolaires (NBC)
WGES—Down The Old Back Road
WCFL—Kroehler Program
WAAF—Bill Baar's Bits of Life

9:50 A.M.
WMAQ—Musical Hodge Podge

10:00 A.M.
KYW—Marmola Thumb Nail Drams
WLS—Livestock Markets; poultry markets
WMAQ—Melody Three

WCFL—Dance Music
WGN—Irene Wicker and Allan Grant
WBBM—Morning Moods; orchestra (CBS)
WIBO—Popular Echoes
WAAF—Piano Rambles
WSBC—Home Hours
WGES—Melody Parade
WJJD—Komiss Musical

10:05 A.M.
KYW—Musical Interlude

10:15 A.M.
WGN—Melody Favorites
WMAQ—National Parent-Teacher Ass'n Talk
WENR—Market Reports and Organ Melodies (NBC)
WBBM—Fred Berrens' Orchestra (CBS)
WGES—Piano Symphonies; Ethel and Harry
WJJD—Neighborhood Store
WIBO—Market Reports
WAAF—Salon Music
KYW—Radio Household Institute (NBC)

10:25 A.M.
WGN—Board of Trade Reports

10:30 A.M.
WJJD—Billy Sunshine
WGN—Digest of the News
WBBM—Helen Mors
KYW—Rose Vanderbosch, singing pianist
WENR—In College Inn
WAAF—Effie Marine Harvey's Educational Chat
WMAQ—U. S. Navy Band (NBC)
WSBC—Eli Program
WIBO—News of the day
WGES—Camptown Minstrels
WMBI—Devotional Hour

10:45 A.M.
WMAQ—Today's Children
WSBC—Jerry Sullivan, Song Special
WBBM—American Medical Association
WENR—Singing Strings (NBC)
WIBO—Persian Garden
KYW—Illinois Federation Reporter

WIBO—North Shore Church
WAAF—Noon-time melodies; weather

12:15 P.M.
WCFL—Hill Billy Program
WBBM—Local Markets
WJJD—Popular Melodies
WLS—Dinnerbell Program
WIBO—Stock Markets

12:20 P.M.
WBBM—News Flashes

12:30 P.M.
WGN—Madison String Ensemble (CBS)
WJKS—Daily Times News Flashes
WCFL—Barton Organ Recital
WBBM—Household Hints
WMAQ—Board of Trade
KYW—Dan Russo's Orchestra
WIBO—Reading Room
WJJD—Farmer Rusk

12:35 P.M.
WMAQ—Lotus Gardens Orchestra (NBC)

12:40 P.M.
WJKS—Farm Flash, Ralph Robertson

12:45 P.M.
WBBM—Jimmy Garrigan's Orchestra
WCFL—Farm Talk
WJJD—Luncheon Dance Music
WMAQ—Princess Pat; beauty talk

12:50 P.M.
WMAQ—Musical Rambblings (NBC)

12:55 P.M.
WLS—Evening Post Reporter

1:00 P.M.
WGN—Allan Grant, pianist
WLS—Three Little Maids
WMAQ—Bill Kranz, pianist
WCFL—Barton Organ Recital

WMAQ—Smackout, comedy duo (NBC)
WMBI—Gospel Music
KYW—Laying of Cornerstone of New Postoffice Bldg. in Washington (NBC)
WJJD—Sunshine for Shut-ins
WGN—Knitting Guild
WIBO—Matinee Melodies
WJKS—Laying the Corner Stone of the New Postoffice Building (CBS)

2:40 P.M.
WGN—Allan Grant, pianist

2:45 P.M.
WBBM—Organ Recital
WMAQ—Rhythmic Serenade (NBC)
WCFL—Songs of other nations
WSBC—Jerry Sullivan Song Special
WIBO—Market Reports

3:00 P.M.
WJJD—Women's Club
WLS—Information Desk; Orchestra
WMAQ—Pop Concert (NBC)
WGN—Afternoon Musicale
WAAF—A Mood in Blue
WCFL—Dramatic Moments
WBBM—Frank Westphal's Orchestra (CBS)
WMBI—Book Table
WIBO—Studio Program

3:15 P.M.
WJJD—Dreams of Hawaii
WLS—Shoppers' Service; Anne and Sue

3:20 P.M.
WMBI—Gospel Music

3:30 P.M.
KYW—Two Doctors with Aces of the Air; Teaberry sports
WJJD—Popular Songsters
WJKS—Columbia Artist Recital (CBS)
WCFL—Variety Program
WMAQ—Soloist (NBC)
WBBM—Blue Monday Jamboree
WAAF—Tambourines and Castanets
WENR—Song Fellows (NBC)

3:40 P.M.
WMBI—Gospel Service in Greek

3:45 P.M.
WJJD—Bridge Class of the Air
WAAF—World News Reports
WENR—Joseph Koestner's Orchestra
WMAQ—Bill Krenz, pianist

4:00 P.M.
WJJD—Symphony Music
WJKS—Studio Frolics
WMAQ—Soloist
WCFL—Junior Federation Club
WBBM—Romance; Westphal's Orchestra (CBS)
WAAF—Piano Novelties; Jimmy Kosak

4:15 P.M.
WENR—Dromedary Caravan; drama (NBC)
WAAF—Dance Music
WMAQ—Paul Whiteman's Orchestra (NBC)
WAAF—Popular Potpourri

4:30 P.M.
WJJD—Mooseheart Children
WENR—O' Pappy (NBC)
WJKS—Popular Releases
WAAF—James Hamilton, baritone
WCFL—Day Dreamer
WMAQ—Schirmer and Schmidt, pianos (NBC)
WBBM—Art Gilham
KYW—Earle Tanner, lyric tenor

4:45 P.M.
KYW—Rhythm Revue; Teaberry Sports
WMAQ—Musical Moments (NBC)
WAAF—Ray Waldron's Sports Review
WENR—G. E. Circle Program (NBC)
WBBM—News Flashes

4:55 P.M.
WBBM—Organ Interlude

5:00 P.M.
WENR—American Legion War Memorial (NBC)
WJJD—Indian Princess
WMAQ—Waldorf-Astoria Orchestra (NBC)
WJKS—Joy Time with Irene Beasley (CBS)
WGN—Concert Orchestra
WBBM—Schlagenhauser Party
WAAF—The Book-Worm; Ransom of Red Chief
WSBC—Mallers Studio Program
WIBO—Dusk Dreams
KYW—Mel Stitzel at the piano
WCFL—Peter Pan

5:15 P.M.
KYW—Waldorf Orchestra. NBC
WIBO—Cartoonist of the Air, Nick Nichols
WJKS—Daily Times News Flashes
WCFL—John Maxwell, food talk
WBBM—Tarzan of the Apes
WMAQ—The Dance Masters
WJJD—Dave Bennett's Orchestra

5:30 P.M.
WENR—Air Juniors
WMAQ—Drifting and Dreaming, pianists (NBC)
WJKS—Dance
WAAF—Symphonic Studies
WGN—Kellogg's Singing Lady (NBC)
WBBM—Skippy, children's skit (CBS)
WJJD—The Pied Piper
KYW—Uncle Bob's "Curb-is-the-Limit Club"
WCFL—WCFL Orchestra
WIBO—WPCC

5:45 P.M.
WGN—Little Orphan Annie; children's playlet. NBC
WENR—Little Orphan Annie (NBC)
WBBM—Lone Wolf Tribe (CBS)
WJJD—Isle of Dreams
WMAQ—Opry House Tonight (NBC)
WJKS—House of Haunted Melody

SPECIALS FOR TODAY

FOR LOG OF LOCAL STATIONS SEE PAGE 4

- 4:15 p. m. WENR-NBC—Dromedary Caravan; drama
- 7:45 p. m. WGN-CBS—Fu Manchu Mysteries
- 8:30 p. m. WENR-NBC—Parade of the States; Rapee's Orchestra
- 8:30 p. m. WGN-CBS—Evening in Paris Mysteries
- 9:00 p. m. WENR-NBC—National Radio Forum; talks

WJJD—Mary Alden, home talk
WAAF—Musical Calendar

10:50 A.M.
WBBM—Barton Organ Recital
WGN—Pick of the Season

10:55 A.M.
KYW—Piano Patterns

11:00 A.M.
WGN—Happy Hank and Russell Nelson; readings
WMAQ—Johnny Marvin, tenor (NBC)
WBBM—Adele Nelson, Beauty Chat
WENR—Men O' Song (NBC)
WCFL—Red Hot and Low Down Program
WIBO—Musical Masterpiece, organ
WJJD—Musical Gems
WAAF—Band Stand
KYW—Prudence Penny, home economics

11:15 A.M.
WENR—Miracles of Magnolia (NBC)
WBBM—Virginia Clark; Jean and Charlie
WMAQ—On Wings of Song
KYW—On the 11:15; famous dance orchestra
WJJD—Concert Favorites
WAAF—World News Reports

11:30 A.M.
WGN—Board of Trade Reports
WJJD—Young Mothers Club
WBBM—Columbia Revue (CBS)
KYW—National Farm and Home Hour (NBC)
WIBO—Peter Pan
WENR—Organ Melodies
WMBI—Continued Story Reading
WAAF—Redheaded Bluebird

11:35 A.M.
WGN—Painted Dreams

11:45 A.M.
WLS—Ralph Emerson, organist; market reports
WMAQ—Library Association Talk
WJJD—Variety Music
WAAF—Estelle Barnes, pianist

11:50 A.M.
WGN—Noontime Organ Recital

11:55 A.M.
WLS—Evening Post Reporter

12:00 NOON
WCFL—The Red Invader by Mathew Wolf
WBBM—Brooks and Ross
WMAQ—Golden Pheasant Orchestra (NBC)
WGN—"Mid-day Services"
WMBI—Noonday Loop Evangelistic Service
WJJD—Illinois Medical Society
KYW—Canton Tea Garden Orchestra
WLS—Maple City Four and John Brown, pianist

WBBM—Ann Leaf at the Organ (CBS)
WIBO—Ahead of the News
WAAF—Down South
WJKS—Ann Leaf, organist (CBS)
KYW—Symphonic Favorites
WMBI—Organ program

1:15 P.M.
WGN—Palmer House Ensemble
WIBO—Pop Concert; Leo Terry
WLS—Livestock Markets; Grain Markets
WJJD—Waltz Program
WAAF—Helen Gunderson, soprano

1:20 P.M.
WMAQ—Board of Trade

1:30 P.M.
WIBO—Little Song Shop
WBBM—Four Norsemen
WCFL—Blink
WMAQ—Public Schools Program
WJJD—Hill Billy Time
WLS—The Book Shop
WJKS—Alabama Boy; Ralph Robertson
WAAF—Pianoesque

1:45 P.M.
WLS—Quarter Hour in Three-Fourths Time; WLS Trio
WGN—Allan Grant, pianist and Lawrence Salerno
WBBM—Chicago Hour
WCFL—The Queen and the Hooper
WIBO—B. & K. Reporter
WJKS—Columbia Salon Orchestra (CBS)
WAAF—Live Stock Market; Weather Summary

2:00 P.M.
KYW—Today's Tunes; orchestra and vocalists
WCFL—Don Frazier, baritone
WBBM—Burnham's Beauty Chat
WMAQ—Consolaires, Irma Glen, organist (NBC)
WMBI—Stories of Answered Prayer
WLS—Musical Program
WGN—Palmer House Ensemble
WJJD—Helpful Household Hints
WIBO—Radio Gossip
WAAF—Chicago on Parade
WSBC—Sports Review

2:15 P.M.
WCFL—Recital Miniatures
WMAQ—Want Ad Program
WBBM—News Flashes
WJJD—Late Dance Hits
WLS—Homemakers Program; Martha Crane

2:20 P.M.
WGN—Beebe Franklyn, contralto

2:25 P.M.
WBBM—Helen Mors

2:30 P.M.
WCFL—Radio Dan and Richard Elliott, baritone
WLS—Ball Bros, Canning Time

Crime Stories Swamp Air; Mystery Writers Imported



The shadow of the Octopus, symbol of the unseen menace of the Paris underworld, lurks over the heads of Elsie Hitz and John McGovern, starred in the "Evening in Paris" mysteries.

(Continued from Page One)

thousand—many more dollars than they could realize by the sale of their books. The shades of A. Conan Doyle stalk again as Sherlock Holmes; Malik, the fascinating Continental detective, always gets his man—or woman; the late Edgar Wallace makes members of the Eno Crime Club, lounging in their easy chairs, quiver with pleasant fright; the Octopus stalks his prey in the dives of Paris; and now that wily Oriental, Dr. Fu Manchu, is about to send his dread menace through the quaking ether.

It is all because the American drama has again come to the forefront. The executives of the networks, realizing the hunger of the radio audience for plays, have finally induced sponsors to present to the listeners a new gala season of mystery dramas. This move has naturally doomed last year's fashionable fifteen minute program, and now the listener will be able to hear a play for a half or an hour without twisting his dial.

The world's most brilliant writers have been called to wield their pens for the hungry microphones. Sax Rohmer, the famed British writer of Fu Manchu; D. Thomas Curtin, author of the Lucky Strike broadcasts; Booth Tarkington, noted author and Broadway playwright, are among the latest to be recruited into radio's army.

It is hardly necessary to state that these writers are high priced. And the sums that they are drawing from the broadcasting moguls make the salary of the average first class singer or actor seem picyune. There are many who say that this is as it should be—that the brains of radio have heretofore been underpaid—with the artists drawing down the Rolls-Royce and penthouse plums.

A newly noted and curious psychological factor has entered into the building of the

mystery plays which now predominate on the air. A listener, sitting alone, is able more vividly to visualize a spooky drama than if he saw it in the theater. Whatever Frankenstein the author has plotted is turned by the listener, into his own pet Frankenstein. Some may picture Dr. Fu Manchu as short, fat and greasy. To others he will be long and lean. But in whatever shape he is imagined, you may rest assured that Mr. Average Listener will picture him as the absolute incarnation of Oriental villainy. On the stage, he might not seem so fierce.

Sax Rohmer's Fu Manchu will slither out of the loud speakers and into darkened living rooms for the first time Monday, September 26th. It will be premiered on the Columbia network. Sax Rohmer has travelled across the Atlantic to be present when his stories are first placed on the air from Chicago.

The series will follow the original Rohmer plots. The characters will include Fu Manchu, Nalund Smith, the special investigator for the Crown; Dr. Petrie, his friend; and Karemeneh, the lovely slave girl. Each episode will be a complete drama and each will be on the air thirty minutes.

Fred Ibbett, formerly associated with the British Broadcasting Corporation, will direct the microphone dramas. American executives decided that authentic Scotland Yard atmosphere was a necessity.

It has been learned by RADIO GUIDE that Jack Daly, veteran character actor, will almost certainly take the part of Fu Manchu, one of the most coveted roles of radio drama this year. Sunda Love will play the slave girl, and Charles Warburton, noted English actor, has been engaged to take the part of Nalund Smith.

Not only are renowned playwrights turning

(Continued on Page Fifteen)

The Story of Helen Keller

By Ida Bailey Allen

One of a series of articles on "Today's Pioneer Women" by Ida Bailey Allen, whose interesting talks on this subject are heard each Tuesday at 10:15 a. m. (CST) over the CBS network, sponsored by the makers of Pebecco Toothpaste.

Local outlet WBBM.



IDA BAILEY ALLEN

NOT every college girl is asked to publish her English themes, but that was the honor that came to Helen Keller during her years at Radcliffe College. One morning as she sat in Latin class, listening not through her ears, but through her marvelously sensitive hand, to conjugations and rules of scansion, she was called outside to meet one of the editors of the *Ladies' Home Journal*, who asked permission to publish the story of her life as she had been setting it down in English composition from day to day. She agreed; and people discovered that Helen Keller was neither a myth nor a miracle, but a young girl, like any other, with a passionate love for the world she lived in, a girl who, through her two senses 'saw' more than many of us with five.

For Helen Keller insists that she does see, even though no light passes into her eyes. Her hand binds her to the world of men; and the world she sees with her fingers is alive and satisfying.

Helen Keller was born in Alabama in 1880—a healthy, normal child. But at eighteen months, a severe illness left her blind and deaf, and because she had not yet learned to speak intelligibly, she soon became dumb. She was a virtual prisoner in her own body, unable to communicate her desires and thoughts to those around her. Then the event happened which was to change Helen Keller's life and to release her from the fate ordained by that age, when to be blind and dumb was equivalent to idiocy.

A teacher came to her, Anne Mansfield Sullivan, a girl of twenty, herself partially blind. With infinite patience and understanding, she set to work to break down the barriers which separated the child from the world about her. Slowly she taught her the meaning of words, spelling them into the little girl's hand. She taught her to read lips by touch and to make known her own desires. She revealed to her the world of sight and sound that surrounded her. Miss Sullivan became, in a sense, the eyes and

ears and voice of Helen Keller. Indeed, some critics said that there was no real Helen Keller, but only the voice of Anne Sullivan—a point of view long since disproved.

As Helen Keller studied and grew to young girlhood, the ambition to enter college came to her, and, after many difficulties, she was admitted to Radcliffe College. College is hard enough for the normal boy or girl, who can go to classes, listen to discussions, skim over the required readings, and hastily dash off themes. But Helen Keller, blind and deaf, found two almost insurmountable obstacles, the scarcity of books written in raised print that she could read and lack of time to get the lessons and required reading translated, word by word, into her hand by Miss Sullivan. Every lecture had to be "listened to" in the same painstaking way. She missed the personal contact of students and professors. Yet, for all her difficulties, college opened the door of thought for her, and revealed the great minds of the past and present. She discovered Descartes, the philosopher; and his famous phrase, "I think; therefore I am," awakened her to a certainty that blindness and deafness were not a real part of her existence.

She took her degree from Radcliffe, and with her teacher went to live in a quiet country place. She continued writing for magazines and newspapers. She attempted to lecture, but discovered the inadequacy of her voice. For, although Helen Keller has learned to speak, it has not been by hearing sounds and watching lips, but by trying to reproduce in her own throat the muscular movements felt through her fingers in the throat of another. Consequently, her voice lacked resonance and volume. It was like an instrument without control. She never knew whether she was screeching in a high falsetto, or whispering inaudibly. Finally, after months of breathing and singing exercises, the glorious day came when she appeared before a group of East Side school children, and recited "Mary Had a Little Lamb." They understood every word. Helen Keller had one more achievement to her credit.

Today, however, Helen Keller, with her two senses, touch and smell, is vitally aware of the world, and keenly interested in its everyday life. For, she says, she treads the solid earth, she breathes the scented air, and out of these two experiences she forms numberless associations. Color is intensely real to her. Pink is like a baby's cheek, gray like a soft shawl around the shoulders. The city she knows by odors. If walking past a house, she can tell whether the door is open, whether there is a wood fire, whether candles are lit. She can distinguish, by odor, a Catholic church from a Protestant! She loves to come to New York, for it reveals to her that mankind is real flesh, and she herself not a dream.

Poetry Corner

The Poetry Corner is open to all RADIO GUIDE readers. One dollar will be paid for each poem accepted. Poems must pertain to radio or radio artists.

THE RADIO ANNOUNCER

The radio announcer's days
Are full of diphthongs and broad A's,
His nights are filled with recitations
And difficult pronunciations.
He must enunciate Tschaiakowsky
And Paderewski and Godowsky,
And if one consonant he misses,
His fan mail brings him jeers and hisses.
He must give art and soul appeal
To Diffendorfor's Pickled Veal,
And touch the hearts of listening fans
With Ginsberg's Gorgeous Garbage Cans.
He cannot win with charm and grace,
For no one ever sees his face;
And so he has to hold his job
With nothing but a vocal throb.
If he should get his facts confused,
He will be censured and abused;
While if his errors come to nil,
Men say he lacks dramatic skill.
He has no fun, he has no choice,
He's but a disembodied Voice
Cut off from the enraptured gaze,
Of goofy girls at matinees.
I'd rather fight a dance hall bouncer,
Than be a radio announcer!

—Emil J. Koszalka

Monday Programs [Continued]

<p>6:00 P.M. WENR—What's the News? WCFL—Hotel Allerton Orchestra WBBM—Jelke Program WGN—Dinner Music WMAQ—Piano Moods WIBO—German Program KYW—Canton Tea Garden Orchestra WJKS—Minit Rub Sports Review WJJD—Dave Bennett's Orchestra</p> <p>6:15 P.M. WGN—The Secret Three WIBO—Windy and Sven, skit WENR—Century of Progress talk WMAQ—Wheatonville, dramatic sketch (NBC) WCFL—The Polyphonians WBBM—Thorpe for Boys WJJD—Red Top Sports Reel WGES—Official Race Results by American Racing Record</p> <p>6:25 P.M. KYW—Teaherry Sports Reporter</p> <p>6:30 P.M. WENR—Stebbins Boys, comedy sketch (NBC) KYW—Willy's Dinner Music WMAQ—Blue Ribbon Malt Sports WCFL—Hotel Allerton Orchestra WBBM—Howard Neumiller, pianist WGES—Crusader Program WIBO—Ahead of the News WJJD—Walt and Herb</p> <p>6:45 P.M. WMAQ—Billy Jones and Ernie Hare (NBC) WENR—The Goldbergs; dramatic sketch. NBC WGN—Mandel's Bridge Club of the Air WJJD—WJJD Orchestra KYW—Chandu, the Magician WCFL—City Desk, skit</p> <p>7:00 P.M. WGN—Big Leaguers and Bushers WLS—Carnation Milk Program (NBC) WJJD—Frankie "Half Pint" Jaxon WMAQ—Mr. Twister WCFL—Arthur Koch, pianist WIBO—Songs for Sale, Chauncey Parsons, tenor KYW—Rex Maupin's Concert Orchestra WGES—First Slovak Hour</p>	<p>7:10 P.M. KYW—Men Teachers' Union Speaker</p> <p>7:15 P.M. WGN—Singin' Sam; The Barbasol Man. CBS WJJD—Dr. and Mrs. Jerry KYW—Edgewater Beach Hotel Orchestra WMAQ—Howard Vincent O'Brien WIBO—Speaker WCFL—Harry E. Sheek, A Neighborly Chat</p> <p>7:30 P.M. WCFL—Women's Trade Union League WGN—Kate Smith; La Palina Program; Swanee music. CBS WMAQ—The Revelers, quartet (NBC) KYW—Dr. H. N. Bundesen for the Milk Foundation WLS—Bobby Meeker's Orchestra (NBC) WJJD—International Buckle Busters WIBO—Golden Voice</p> <p>7:45 P.M. WCFL—Bulletin Board, Labor Flashes WGN—"Fu Manchu," mystery drama WLS—Pat Barnes; impersonations (NBC) WIBO—Land o' Song; organ KYW—Presidential Poll; songs and sermon WJJD—Adventuring with Lowell Thomas</p> <p>8:00 P.M. WMAQ—Atlantic and Pacific Gypsies; Harry Horlick's orchestra; Frank Parker, tenor. NBC WLS—Sinclair Weiner Minstrels (NBC) WSBC—Dynamo Dave Edelson WCFL—Vera Gotzes, soprano WIBO—Baskin; Big Ten WBBM—Medinah String Ensemble; Madame B. Cutter (CBS) KYW—Senescu Trio WGES—Lithuanian Melodies</p> <p>8:15 P.M. WGN—Mills Brothers WBBM—Four Norsemen WJJD—Farmer Rusk's Service KYW—Two Former Enemies WCFL—Night Court</p> <p>8:30 P.M. WGN—Evening in Paris; mysteries (CBS) WENR—Parade of the States (NBC) WIBO—Orlando Van Gunten, World's Fair talks WMAQ—George Olsen's Orchestra WBBM—Harriet Cruise, songs WCFL—Kroehler Program KYW—Edgewater Beach Hotel Orchestra WJKS—Polish Hour</p>	<p>8:45 P.M. WIBO—Terry Tunes WBBM—The Four Norsemen and Gertrude Lutz WCFL—Chicago Melody Four</p> <p>9:00 P.M. WMAQ—Country Doctor; Phillips Lord (NBC) WBBM—Harry Sosnik's Orchestra (CBS) WCFL—Carl Formes, baritone WIBO—Chicago Theater Program WGN—Music That Satisfies (CBS) KYW—Footlight Follies with the "Two Doctors" WJKS—Scrap Book WENR—National Radio Forum (NBC)</p> <p>9:15 P.M. WGN—"Easy Aces," comedy sketch WBBM—Unsung Heroes WCFL—The Roustabouts WJKS—Four Barons WMAQ—Soloists (NBC)</p> <p>9:30 P.M. WIBO—Nu Grape Twins WBBM—Unsung Heroes (CBS) WENR—Batter Up, dramatic skit (NBC) WGN—Tomorrow's Tribune WJKS—Guy Lombardo's Orchestra (CBS) WMAQ—Alice Joy, the Dream Girl (NBC) WCFL—Bernice Karasick, soprano KYW—Edgewater Beach Orchestra</p> <p>9:40 P.M. WGN—Headlines of Other Days</p> <p>9:45 P.M. WGN—Highlights of Saint John WBBM—Myrt and Marge, drama (CBS) WJKS—Alabama Boy; Ralph Robertson WENR—Dance Miniature (NBC) WCFL—Adult Education Council WIBO—B. and K. Reporter and News</p> <p>10:00 P.M. WENR—Amos 'n' Andy. NBC WMAQ—Amos 'n' Andy. NBC WJKS—Columbia Symphony Orchestra (CBS) WCFL—School Teachers' Talk WGN—Minstrel Show WIBO—The Old Music Box KYW—Teaherry Sports Reporter: The Globe Trotter</p> <p>10:10 P.M. KYW—Rex Maupin's Aces of the Air WCFL—Musical Weather Report</p>	<p>10:15 P.M. WCFL—Vibraharp and Organ WMAQ—Dan and Sylvia WENR—Maxwell House Program (NBC)</p> <p>10:30 P.M. WGN—Clyde McCoy's Orchestra WCFL—Irish Melodies, Barton Organ WENR—Phil Levant's Orchestra WMAQ—Padded Fists KYW—Summer Symphony (NBC) WIBO—Wendell Hall, Red Headed Music Maker WJKS—Sid Gary, baritone (CBS)</p> <p>10:45 P.M. WJKS—Freddie Martin's Bossert Orchestra (CBS) WGN—Frankie Trumbauer's WCFL—WCFL Orchestra WMAQ—Via Lago Orchestra WIBO—Songs of Other Lands; string trio</p> <p>11:00 P.M. WIBO—Musical Tapestry WCFL—Tent Show WGN—Earl Hoffman's Orchestra KYW—Canton Tea Garden Orchestra WJKS—Elks Toast WMAQ—Beach View Gardens Orchestra WSBC—Mallers Studio program WENR—Ralph Kirbery (NBC)</p> <p>11:05 P.M. WENR—Buddy Rogers' California Cavaliers (NBC) WJKS—Eddie Duchin's Orchestra (CBS)</p> <p>11:30 P.M. WGN—Late Evening Dance Orchestras WENR—Bellevue Stratford Orchestra (NBC) KYW—Edgewater Beach Hotel Orchestra (NBC) WMAQ—Via Lago Orchestra WJKS—Ted Weems' Orchestra (CBS)</p> <p>12:00 MIDNIGHT WENR—The Pacific Nomads (NBC) WBBM—Around the Town Dance Orchestras WMBI—Midnight Hour WMAQ—Beach View Gardens Orchestra KYW—Canton Tea Garden Orchestra</p> <p>12:30 A.M. WENR—Phil Levant's Orchestra KYW—Anson Weeks' Orchestra (NBC) WMAQ—Via Lago Orchestra</p>
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Programs For Tuesday, September 27

<p>6:00 A.M. WAAF—Farm Folks' Hour WJJD—Good Morning Program WLS—Smile a While Time</p> <p>6:10 A.M. WLS—Sears Fur Reporter</p> <p>6:15 A.M. WLS—Weather Report; Produce Reporter; Livestock Estimates WJJD—Int'l Buckle Busters</p> <p>6:30 A.M. WMAQ—Setting Up Exercises WJJD—International Buckle Busters WIBO—Uncle John and his Family WLS—Cumberland Ridge Runners</p> <p>6:45 A.M. WBBM—Farm Information WJJD—Organ Melodies</p> <p>6:55 A.M. WBBM—Musical Time Saver</p> <p>7:00 A.M. WCFL—Morning Shuffle WLS—Paul Rader's Tabernacle WMAQ—Tune Time KYW—Marshall Field & Co.'s Musical Clock WJJD—Old Time Ballad WAAF—Breakfast Express WMBI—Morning Worship Period</p> <p>7:15 A.M. WJJD—Gym of the Air</p> <p>7:30 A.M. WMAQ—Morning Worship WGN—Leonard Salvo at the Organ WCFL—Cheerio (NBC) WLS—Steamboat Bill, Campbell Cereal WBBM—Christian Science Churches of Illinois WIBO—Organ Melodies WJJD—Happy Go Lucky Time, Art Linick</p> <p>7:45 A.M. WLS—Jolly Bill and Jane (NBC) WMAQ—John Fogarty, tenor (NBC) WBBM—Brad and Al (CBS)</p> <p>8:00 A.M. WCFL—WCFL Aeroplane Club WLS—Gene and Glen (NBC) WMAQ—Waltzes (NBC) WAAF—Breakfast Express WIBO—Smiles WGES—Bohemian Melodies WBBM—Little Jack Little; piano and songs (CBS)</p>	<p>8:15 A.M. WBBM—Melody Parade; orchestra (CBS) WLS—Happyville Special; Spareribs and Jack WMAQ—Top of the Mornin' WCFL—Time Parade WGN—Melody Parade; Vincent Sorey, Cond., CBS</p> <p>8:30 A.M. WCFL—California Program; Eddie Dyer and Howard Kaiser WGN—Leonard Salvo's Mail Box WMAQ—Musical Hodge Podge WBBM—Modern Living WLS—Musical Program WIBO—Musical Varieties</p> <p>8:35 A.M. WMAQ—Woman's Radio Service WLS—Produce Market Reporter; livestock receipts</p> <p>8:45 A.M. WBBM—Brad and Al WCFL—Dance Music</p> <p>8:50 A.M. WLS—Sears Tower Topics Time</p> <p>9:00 A.M. WCFL—German Entertainment WGN—Charlie White's Gym of the Air KYW—Musical Melange (NBC) WBBM—Jean Abbey WMAQ—Through Lighted Windows (NBC) WAAF—Sing and Sweep WGES—Organland</p> <p>9:10 A.M. WLS—Evening Post Reporter</p> <p>9:15 A.M. WGN—Clara, Lu 'n' Em; The Super Suds Girls. NBC WLS—Mac and Bob in Willard Program KYW—Piano Patterns WCFL—Famous Solists WBBM—Melody Man WAAF—Food Economy, Margaret Dorr WMAQ—Souvenirs of Melody (NBC) WGES—Canary Concert</p> <p>9:30 A.M. WLS—Piano Instruction WCFL—Highlights of Music WMAQ—Colonel Goodbody; A. & P. Program (NBC) WGN—Allan Grant, pianist WJJD—Evans Revue WIBO—Hawaiian Melodies WBBM—Burnham's Beauty Chat</p> <p>9:35 A.M. KYW—Garfield Park Program WGN—Dance Hits</p>	<p>9:45 A.M. WGN—Music Weavers Quarter Hour WLS—Mama's Old Time Tea Cookies with Ralph and Hal, Old Timers WMAQ—Breen and De Rose, vocal and instrumental duo. NBC WAAF—Ask Me Another WCFL—Kroehler Program WBBM—U. S. Navy Band (CBS) KYW—Consolaires (NBC) WGES—Timely Tunes WJJD—Home Makers Hour</p> <p>10:00 A.M. WBBM—Smiling Ed McConnell (CBS) KYW—Novelettes WMAQ—National Parent Teacher Ass'n Talk WIBO—Popular Echoes WMBI—Parents Bible Story Hour WSBC—Home Hours WCFL—Dance Music WLS—Livestock and Poultry Markets WGN—La Choy Chopsticks (CBS) WGES—Star Dust WJJD—Koniss Music WAAF—Piano Rambles</p> <p>10:15 A.M. WGN—Melody Favorites WBBM—Today's Pioneer Women (CBS) KYW—Household Institute; drama (NBC) WMAQ—Here's to Charm WENR—Market Reports and Soloist WJJD—Neighborhood Store WIBO—Market Reports WAAF—Salon Music WGES—Morning Musicales</p> <p>10:25 A.M. WGN—Board of Trade Reports</p> <p>10:30 A.M. WMAQ—U. S. Army Band Concert (NBC) WBBM—Smiling Ed McConnell (CBS) WGES—Around the World; Scotland WENR—In College Inn WIBO—News of the Day WJJD—Billy Sunshine WAAF—The Fireside Philosopher WGN—Digest of the day's news WMBI—Gospel Music KYW—Through the Looking Glass with Frances Ingram (NBC)</p>	<p>10:45 A.M. WENR—Rhythm Ramblers (NBC) WMAQ—Today's Children WBBM—Julia Hayes' Household Hints WMBI—Missionary Message and Gospel Music KYW—Gardener Benedict, ballads WJJD—Mary Alden; home talk WAAF—Musical Calendar WGES—Jack In The Box</p> <p>10:50 A.M. WGN—Pick of the Season</p> <p>11:00 A.M. WMAQ—Johnny Marvin, tenor (NBC) WCFL—Red Hot and Low Down Program WENR—Men of Song (NBC) WGN—Hank Harrington and Arthur Oberg WBBM—Chicago Hour WIBO—Musical Masterpieces KYW—Prudence Penny; Home Economics WJJD—Musical Gems WAAF—Meat Recipe Talk, Mildred Batz WGES—Vodvil</p> <p>11:15 A.M. WENR—Miracles of Magnolia KYW—On the 11:15; famous dance orchestra WJJD—Concert Favorites WSBC—Estelle Lewis, songs WMAQ—On Wings of Song (NBC) WBBM—Kentucky Colonels WAAF—World News Reports</p> <p>11:30 A.M. WENR—Home Service WAAF—Varieties WJJD—Young Mothers Club WIBO—Peter Pan Program WGN—Board of Trade Reports WGES—Erma Gareri; Piano Symphonies WBBM—Frank Wilson and Jules Stein</p> <p>11:35 A.M. WGN—Painted Dreams</p> <p>11:45 A.M. WLS—Weather Report; Livestock; Butter and Egg Market WAAF—Estelle Barnes, pianist WBBM—News Flashes WJJD—Joe Groin, City Scaler WGES—Movie Reporter; Ethel and Harry</p> <p>11:50 A.M. WGN—Good Health and Training Program</p>
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HARRIET THE HONEY



Honey-ish Harriet Hilliard is one of radio's pretty young singers whose voice comes over the Columbia network from Glen Island, New Rochelle, during the programs of Ozzie Nelson and his Band.

Reviewing Radio By Mike Porter

(Continued from Page Three)

Hospital . . . Kate Smith, forced to cancel everything but radio, narrowly escaped pneumonia, and is resting at Lake Placid, where Ruth Etting is relaxing . . . Cliff Edwards gets back on the waves in a fortnight . . . Jacques Renard and Morton Downey are having separate feuds with Columbia, because they haven't been exploited (so they say) since the Camel Quarter faded. Renard plots to return to the night club racket in Boston . . . President Hoover probably won't appoint a new member of the Radio Commission to replace Major General Saltzman, resigned, so I hear . . . The Commission for economic reasons will carry on with three instead of the original seven members . . . Chevrolet is auditioning every big star it can find, including Morton Downey, Stoopnagle and Budd, Fanny Brice, Pola Negri, Frank Black, Crumit and Sanderson, etc., and plans a review to make radio history, and Columbia and NBC are fighting desperately to grab the account . . . Paul Whiteman is very likely to be given complete charge of all General Motors radio activities.

The United States Government has spiked the plot of the International Radio Telegraph Congress, now sessioning in Madrid, to revise the mechanics of radio by widening the broadcast band in this country, on the pretense of separating the stations and avoiding interference. There was the suspicion of a scheme to make the present-day receivers obsolete, by expanding the bands. For instance, if the bands extended higher than 700 meters and lower than 200 meters, no ordinary receiver would be capable of picking up the complete range, and a new set, or an expensive and un-gainly accessory would be necessary. This, naturally, would create a virgin market for the set manufacturers, whose business is decrepit now because of an almost complete saturation in America.

Last week, the American delegates to Madrid received instructions to oppose the scheme with all their strength, and since the scheme very probably had its origin in America, it seems that it won't be given a chance now to mature. Such a revolutionary change in broadcasting, demanding a reallocation of wave-lengths would obviously react upon the Hoover administration, and might very easily switch the radio fan vote to Roosevelt.

• Plums and Prunes •

By Evans E. Plummer

LESS OXFORD SUPERLATIVES—

The report of the American Bar Association's committee on communications is interesting. Particularly so is that part which recommends "no restrictions on radio advertising."

The law fraternity feels that "when normal times return" the broadcasters will trim the sales hooey or be tuned out. I feel flattered that they have come to this decision; the same doctrine I preached some eight years ago when air ad censorship threatened.

Now Bill (CBS headman) Paley has come out with the statement that hereafter fifteen-minute commercial programs on his network will be held down to ninety seconds of sales patter, or ten per cent of the time bought. That is nice of Bill to make such a ruling. I hope he sticks to it and doesn't let his sponsors engage Floyd Gibbons imitating mikemen just to pack their copy into the prescribed minute and a half.

It isn't always the length of the buying plea that irks. More often it is its unnaturalness and abruptness. It should not interrupt. It should be sincere, interesting and courteous. Henry Field, owner of KFNF and now candidate for the U. S. Senate, has probably uttered more sales talk over his station than have both chains combined. Yet, people like Henry and his homey way of describing what he has to sell. He says what he means in the language of his listeners, and he backs up his claims.

Field has made many friends and much money.

THE KICK IS OFF—

"All this here squabble about aircasting pigskin buddies," our sage Walla commentator, Tish Kluck, comments, "was evidently just a fake kick."

ADVENTURES OF A GAG—

June Provines, who writes a daily bit regarding bright (?) sayings of the highbats each day in a Chicago daily, some three months ago turned a neat job of reporting a clever long distance joke.

What was my surprise, therefore, about a month ago to see Gail Borden's column in a rival daily, blossom with the same story. Borden probably had not seen the earlier Provines' printing. So what was my surprise? Well, not so much, for my big shock came about ten days ago when Georgie Price pulled it with little change on his coffee peddling air period, and TWO DAYS LATER MOON MULLINS APPEARED WITH THE SAME OLD GAG DRESSED UP AS A COMIC STRIP!

Well, having had it told to me by Provines, Borden, Price and Frank (Moon Mullins) Willard, I suppose the piece might as well be told again. So bear up:

A Negro maid answered a ringing telephone with, "Yas'm," then a wait and again she said "Yas'm, it sho is," and hung up the receiver. This happened twice and the repetition aroused the curiosity of the maid's employer who asked who was on the wire.

"Why," her colored helper explained, "a lady asked if you is in, and I said 'Yes'm' and then she said it's a long distance from Washington, and I said 'Yes'm, it sho is.'"

OFF A LIVE MIKE—

Wilson (organist) Doty and his missus spend their spare time riding bicycles. And does it make the gas station men sore when they stop for free air! . . . Highly seasoned foods caused Harvey (NBC "Old Timer") Hayes to go under the ether last week. And here I thought everyone for the past two years had been living on corn meal mush!

The WLS tuning farmers even write in to praise the romantic reading of the livestock reports . . . The real lowdown on the discontinuance of the Wayne King Aragon broadcasts is to make you come in and pay to hear . . . Harold Teen sketch is still intact but off the air for lack of a sponsor.

David Itkin, DePaul U. drama professor and director of Fritz Block's current Chi-

cago hit, "The World Between," will shortly stage some terribly weird plays over WAAF, one of the better things about the stockyards . . . George (Myrt's hubby) Damerel plays no part in M. & M., but devotes his attention to poultry breeding, and that's no gag.

Harry Sosnik used to hate music and the piano in particular when in short pants. Then, about nine years ago, Ted Fiorito, while making a name at the Edgewater Beach Hotel with Dan Russo and their Russo-Fiorito Orioles, took Harry under his wing and Sosnik loved it.

PLUMS AND PRUNES—

A prune for each word of that double-barreled, long-winded commercial credit on the Lady Esther Serenade which succeeds admirably in making a punk show out of what might otherwise be an outstanding Sunday program.

Another for Nick Kenny, the N. Y. Mirror song-writing radio critic, who would give "the needle" to Harriet Cruise for "imitating" Rubt Etting. Fact is, she isn't. That's just her voice. And do you recall Kate Smith telling how she cranked the phonograph in the old days, and took her singing lessons from Gene Austin records?

The prune crop is bountiful this week . . . Shake the tree and let a flock of them fall on the head of Nell Mattingly, NBC's substitute for Irene Taylor on the Yeast-foamers show. Sounded more like a cafe table-hopper than an RKO star, but if she's the latter, don't stop her from going back to her old job.

Now for a plum or two, just to show you this department hasn't completely withered. Hurl a bouquet of them to Dr. Preston Bradley, who has a way of saying things that a lot of people must not like, but many more do . . . And another bunch of plums are sent in advance to Father Coughlin, of the Church of the Little Flower, soon to return to the air with his brave truths.

More plums are earned by Pat Manners who showed on her initial CBS chain bill of songs that she can sing well; in fact, she warbles as good as she can act "Gwen" and "Alice DeWald" of Myrt and Marge in which roles she is perfect . . . And another basket of plums goes to Frank Trumbauer and his orchestra at the Lincoln Tavern for one of the finest and most versatile dance bands on the air.

A prune to that station manager who bawled out his publicity representative for something which leaked in this column. This pillar has other ways, my dear station manager friends, of learning things than from your press agents. In fact, I prefer to have nothing whatsoever from press agents. They forget so many interesting and scandalous things.

Plums this time, several of them to Dave Bennett's orchestra and also the band of Jack Russell, both of whom have distinctive, likeable styles . . . Another for Ma and Pa Silo of Orphan Annie, who are very real . . . A plum-prune for Vic and Sade because it's a good script, well produced and cast except that Sade's voice should be older . . . A prune, incidentally, for overacted scripts in which class you might toss several recent Myrt and Marge shows, and a final moldy prune to NBC's Legion of the Lost, which doesn't begin to reach the CBS Foreign Legion at which, I suspect, it is directed.

SONGS ARRANGED

correctly, and to meet all requirements. If your song has commercial possibilities, my advice is to have it arranged professionally, so that it will not only seek attention, but DEMAND IT. If quality and good work are more important to you than price, write me. Three of my latest song numbers, regular piano copies, sent post-paid for \$1.

HERB JONES
865 Water St., Peterborough, Canada

BOYS --- GIRLS

Money--Money

Our Star Salesmen are boys and girls whose pictures you see every week in Radio Guide.

When you become a Star Salesman we will publish your picture in Radio Guide. In addition we will give you (FREE) 200 letterheads carrying your picture, your name and identification as a representative of Radio Guide. We will also send you a fine copper engraving of your photograph which you can use to print pictures of yourself.

Here's a Letter From One of Radio Guide's Star Salesmen:

Dear Mr. Kloch,
Circulation Manager—

I received the stationery and your letter notifying me of the same. Many thanks. You do not realize what it means to a boy to get honest-to-goodness stationery with a REAL picture of one's self. That is a goal which any boy will work towards, I'm sure.

My circulation has increased 35% in the last few weeks. The Radio Guide is such a wonderful paper, worth ten times a nickel, and with something to sell that you have full confidence in, you can't but help sell so many of them.

Again, thanks for the stationery. I will do all I can.

Robert W. Densmore



HAROLD FLITCROFT

Radio Guide's Star Sales- man For This Week

Henry Flitcroft, who lives at 348 Rosendale Ave., Fond du Lac, Wis., sold 36 copies of the Guide this week.

Write, Phone or Call

RADIO GUIDE

423 Plymouth Court, Chicago, Ill.
Telephone WABash 8848

Tuesday Programs [Continued]

11:55 A.M.
WBBM—Local Markets
WLS—Evening Post Reporter

12:00 NOON
WBBM—Husk O'Hare's Band
WIBO—WPCC
WGN—Mid-Day Services
KYW—Dan Russo's Orchestra
WLS—Maple City Four with John Brown, pianist
WGES—Italian Serenade
WCFL—The Red Invader by Mathew Woll
WJJD—Popular Melodies
WMAQ—Classic Varieties (NBC)
WAAF—Noon-time melodies; weather

12:15 P.M.
WBBM—Husk O'Hare's Band
WLS—Dinnerbell Program
WCFL—Hill Billy Program

12:20 P.M.
WBBM—News Flashes

12:30 P.M.
KYW—National Farm and Home Hour (NBC)
WJJD—Farmer Rusk
WCFL—Barton Organ Recital
WMAQ—Board of Trade
WMBI—Loop Evangelistic Service
WBBM—Jimmy Garrigan's Orchestra
WGN—Atlantic City Musicale (CBS)
WJKS—Daily Times News Flashes
WIBO—Reading Room

12:35 P.M.
WMAQ—Hotel New Yorker Orchestra (NBC)

12:40 P.M.
WJKS—Farm Flash; Irwin Porges

12:45 P.M.
WCFL—Farm Talks
WMAQ—Princess Pat Beauty Talk
WJJD—Luncheon Dance Music

12:50 P.M.
WMAQ—Hotel New Yorker Orchestra (NBC)

12:55 P.M.
WBBM—Art Gillham, pianist

1:00 P.M.
WGN—Allan Grant, pianist
WBBM—Aunt Jemima, songs (CBS)
WIBO—Ahead of the News
WAAF—Hoosier Philosopher
WLS—Musical Program
WMAQ—Adult Education
WMBI—Organ Program
WCFL—Barton Organ Recital
WCRW—Buyer's Guide
WJKS—Organ Melodies

1:10 P.M.
WMAQ—Bill Krenz
WBBM—Norm Sherr and Art Gould

1:15 P.M.
WJJD—Waltz Program
WLS—Livestock and Grain Markets
WGN—Palmer House Ensemble
WIBO—Pop Concert
WAAF—Paulus Van Sande

1:20 P.M.
WMAQ—Board of Trade

1:25 P.M.
WBBM—To be announced

1:30 P.M.
WJJD—Hill Billy Time
WLS—Wm. Vickland's Book Shop
WMAQ—Public Schools Program
WJKS—Alabama Boy; Ralph Robertson
WBBM—Columbia Salon Orchestra (CBS)
WIBO—Little Song Shop
KYW—Dan Russo's Orchestra
WCFL—Kollege Kampus Kaperr
WSBC—Larry Neville Songs
WAAF—Pianoesque

1:45 P.M.
WCFL—Pauline Stephens, soprano
WJKS—Irwin Porges, pianist
KYW—Mel Stitzel at the Piano
WIBO—B & K Reporter
WAAF—Live Stock Market; Weather Summary
WGN—Allan Grant and Lawrence Salerno
WLS—Melody Men and John Brown

2:00 P.M.
WJJD—Helpful Household Hints
WGN—Garden Club of Illinois
WMBI—Question Hour and Gospel Music
WBBM—Burnham's Beauty Chat
WCFL—Harlem Harmony Hounds
WIBO—"Radio Gossip," Eddie and Fannie Cavanaugh
KYW—Today's Tunes; orchestra and vocalists
WMAQ—Vocal Art Quartet (NBC)
WLS—WLS Concert Orchestra
WAAF—Chicago on Parade
WSBC—Sports Review
WJKS—Columbia Artist Recital (CBS)

2:10 P.M.
WGN—Palmer House Ensemble

2:15 P.M.
WCFL—Radio Troubadours (NBC)
WLS—Homemakers' Program; Martha Crane
WBBM—News Flashes
WJJD—Late Dance Hits

2:20 P.M.
WGN—Earl Wilkie, baritone

2:25 P.M.
WBBM—Organ Interlude

2:30 P.M.
WCFL—Radio Dan and John Barich, baritone
KYW—Women's Radio Review. NDC
WJKS—Frank Westphal's Orchestra (CBS)
WMAQ—Smackout, comedy duo (NBC)
WBBM—Frank Westphal's Orchestra
WGN—Knitting Guild

WJJD—Sunshine for Shut-ins
WIBO—Matinee Melodies
WSBC—Betty Citow, soprano

2:40 P.M.
WGN—Allan Grant, pianist

2:45 P.M.
WCFL—Songs of other nations
WMAQ—Meredith Willson's Orchestra (NBC)
WIBO—Market Reports
WGN—Tea Time Musicale
WLS—Piano Instruction

2:55 P.M.
WCFL—Baseball or Studio Program

3:00 P.M.
KYW—Three Strings; Teaberry sports
WJJD—Women's Club
WBBM—Boston Popular Revue (CBS)
WCFL—Dramatic Moments
WLS—Chuck, Ray and Frank
WMAQ—Slow River (NBC)
WJKS—Studio Frolics
WIBO—Studio Program
WMBI—Radio School of the Bible
WAAF—A Mood In Blue

3:15 P.M.
KYW—Dr. Herman N. Bundesen; Health Commissioner; talk
WJJD—Dreams of Hawaii
WLS—Shopper's Service; Anne and Sue

3:30 P.M.
WENR—Orchestra
WJKS—George Hall's Orchestra (CBS)
WBBM—Organ and Piano
WCFL—Variety Program
WJJD—Popular Songsters
WMAQ—Soloist (NBC)
WAAF—Organ Melodies
KYW—Two Doctors with Aces of the Air; Teaberry sports

MEET WIBO'S FAVORITE TWIN ENTERTAINERS



Nick Nichols, the "Cartoonist of the Air," sketched the Nu-Grape Twins last week during his School of the Air over WIBO. The novelty class swings into session each Monday, Wednesday and Friday at 5:15 p. m. (CST). Nick sketches a star or announcer each week and Radio Guide prints the finished sketch.

SPECIALS FOR TODAY

FOR LOG OF LOCAL STATIONS SEE PAGE 4

- 10:00 a. m. **WBBM-CBS**—Smiling Ed McConnell
- 3:45 p. m. **WENR-NBC**—Spotlights In Drama and Literature
- 5:00 p. m. **WJKS-CBS**—Current Events; H. V. Kaltenborn
- 8:00 p. m. **WLS-NBC**—Ben Bernie's Blue Ribbon Malt Orchestra
- 8:30 p. m. **WMAQ-NBC**—Ed Wynn's Fire Chief Band

3:45 P.M.
WENR—Spotlights In Drama and Literature (NBC)
WBBM—To be announced
WMAQ—Happy Jack, songs (NBC)
WJJD—Bridge Class of the Air
WAAF—World News Reports

4:00 P.M.
WENR—Frigidarians (NBC)
WJKS—Mills Brothers; quartet
WCFL—Junior Federation Club
WAAF—Piano Novelties; Jimmy Kozak
WBBM—Meet the Artist (CBS)
WJJD—Symphony Music
WMAQ—Garden of Melodies (NBC)

4:15 P.M.
WAAF—Dance Music
WBBM—Roy Dietrich, songs
WENR—Tangee Musical Dreams (NBC)

4:30 P.M.
KYW—Harold Bean, baritone
WCFL—Day Dreamer
WBBM—Art Gillham, pianist
WJJD—Moosheart Children
WJKS—Bing Crosby, baritone
WENR—O' Pappy (NBC)

4:45 P.M.
WMAQ—Musical Moments (NBC)
WBBM—Big Kernel Canaries
WJKS—Musical Comedy Memories (CBS)
KYW—Rhythm Revue; Teaberry Sports
WAAF—Ray Waldron's Sports Review
WENR—G. E. Circle; Heywood Brown (NBC)

5:00 P.M.
WGN—Concert Orchestra
WIBO—Dusk Dreams
WCFL—Peter Pan
WMAQ—Waldorf-Astoria Orchestra (NBC)
WBBM—Schlagenhaur's Party
WJJD—Indian Princess
WAAF—Song of the Strings
WJKS—Current Events (CBS)
KYW—Mel Stitzel, piano
WENR—Ted Black's Orchestra (NBC)

5:15 P.M.
KYW—Waldorf Sert Room Orchestra (NBC)
WAAF—Novellettes
WBBM—Tarzan of the Apes
WMAQ—Dance Masters; orchestra (NBC)
WJJD—Dave Bennett's Orchestra
WJKS—Daily Times News Flashes

5:30 P.M.
WCFL—WCFL Orchestra
WGN—Kellogg's Singing Lady (NBC)
WBBM—Shippy; children's Program (CBS)
WENR—Air Juniors
KYW—Uncle Bob's Curb is the Limit Club

7:00 P.M.
WLS—Merchandise Mart Revue
WMAQ—National Advisory Council for Education (NBC)
WCFL—Talk by Anton Johannsen
KYW—Blackstone Plantation; Julia Sanderson and Frank Crumit, NBC
WJJD—Frankie "Half Pint" Jaxon
WIBO—North Shore Church
WGES—Songs of Lithuania

7:05 P.M.
WCFL—Bakery and Confectionery Workers Talk

7:15 P.M.
WGN—Phillips Dental Magnesia Program (CBS)
WJJD—Dr. and Mrs. Jerry
WCFL—Talk By Joe Grein, City Sealer

7:30 P.M.
WGN—Kate Smith; La Palina, CBS
KYW—Back Home with Frank Luther
WJJD—Mooseheart Boys' Band
WCFL—Walter Duffy, tenor
WLS—Adventures in Health; Dr. Bundesen (NBC)
WMAQ—The Busy B's

7:40 P.M.
WCFL—Bulletin Board, Labor Flashes

7:45 P.M.
WGN—Musical Fast Freight (CBS)
WCFL—Studio Program
WMAQ—Radio Gossip, Charles Gilchrist
WLS—Pat Barnes; impersonations (NBC)
KYW—Presidential Poll Announcement
WJJD—International Buckle Busters

8:00 P.M.
WGN—Music that Satisfies (CBS)
KYW—Marmola Program
WMAQ—Household Finance Hour
WLS—Ben Bernie's Blue Ribbon Malt Orchestra (NBC)
WCFL—Songs of Yesterday
WJJD—Dave Bennett's Orchestra
WBBM—Medinah String Ensemble; Madame Bellé Cutter (CBS)
WSBC—Italian Program
WIBO—Plantation Days
WGES—Music of Poland

8:05 P.M.
KYW—Lew Diamond's Orchestra

8:15 P.M.
WCFL—Night Court
WJJD—Farmer Rusk's Service
WBBM—Association of Real Estate Tax Payers of Illinois
WGN—Threads of Happiness (CBS)

8:30 P.M.
WENR—Friendship Town; rural sketch (NBC)
WGN—Evo Crime Club, CBS
WMAQ—Ed Wynn, Texaco Fire Chief Band (NBC)
WBBM—Gus Arnheim's Orchestra
WJKS—Polish Hour
KYW—Friendship Town (NBC)
WIBO—The Old Trader
WCFL—Kroehler Program

8:45 P.M.
WCFL—Big City
WBBM—Harriet Cruise, songs
WIBO—Paramount Five

9:00 P.M.
WMAQ—Country Doctor; Phillips Lord (NBC)
WENR—Lucky Strike Dance Hour (NBC)
WBBM—To be announced
WGN—Frankie Trumbauer's Orchestra
KYW—Rex Maupin's Aces of the Air
WIBO—Wendell Hall
WCFL—Seeley Program
WJKS—Italian Program

Tuesday Programs [Continued]

9:15 P.M.
 WGN—With the Masters
 WCFL—M. S. Symczak, comptrroller, talk
 WBBM—Jay C. Flippencies (CBS)
 WMAQ—Musical Program
 WIBO—Organ Tunas

9:30 P.M.
 WBBM—Husk O'Hare's Band
 WGN—Tomorrow's Tribune
 WMAQ—Harold Van Horne, pianist
 WCFL—Merry Garden Ballroom Orchestra
 KYW—Lew Diamond's Orchestra
 WIBO—Nu Grape Twins
 WJKS—Ozzie Nelson's Orchestra (CBS)

9:40 P.M.
 WGN—Headliners of Other Days

9:45 P.M.
 WMAQ—Jane Froman's Orchestra (NBC)
 WIBO—B. and K. Reporter and News
 WGN—In An Old Cafe
 WJKS—Evening Melodies
 WBBM—Myrt and Marge, drama (CBS)

10:00 P.M.
 WMAQ—Amos 'n' Andy. NBC
 WENR—Amos 'n' Andy. NBC
 WGN—Frankie Trumbauer's Orchestra
 WCFL—School Teachers' Talk
 WJKS—Columbia Salon Orchestra (CBS)
 WIBO—The Old Music Box
 KYW—Teaberry Sports Reporter; Globe Trotter

10:10 P.M.
 KYW—Muriel LaFrance with orchestra
 WCFL—Musical Weather report

10:15 P.M.
 WMAQ—Dan and Sylvia
 WCFL—Koby and Koch
 WENR—Cesare Sodero and NBC Orchestra (NBC)
 WGN—The Dream Ship

10:30 P.M.
 WGN—Bernie Cummins' Orchestra
 WENR—Bobby Meeker's Orchestra
 WCFL—Radio Dan
 WJKS—Little Jack Little (CBS)
 WMAQ—Padded Fists

KYW—Dan Russo's Orchestra
 WIBO—Wendell Hall, The Red Headed Music Maker

10:45 P.M.
 WJKS—Don Redman's Orchestra (CBS)
 WCFL—WCFL Orchestra
 WIBO—Songs of Other Lands
 WMAQ—Via Lago Orchestra

10:50 P.M.
 WIBO—Organ Program

11:00 P.M.
 WGN—Clyde McCoy's Orchestra
 WENR—Heinie's Grenadiers (NBC)
 WCFL—Merry Garden Ballroom Orchestra
 WMAQ—Paul Whiteman's Orchestra (NBC)
 KYW—Frankie Masters' Orchestra
 WIBO—Musical Tapestry; Leo Terry's Program
 WJKS—Elks Toast

11:05 P.M.
 WJKS—Harold Stern's Orchestra (CBS)

11:15 P.M.
 WSBC—Jerry Sullivan; song special

11:30 P.M.
 WGN—Frankie Trumbauer's Orchestra
 WJKS—Gus Arnheim's Orchestra (CBS)
 WENR—Paul Whiteman's Orchestra (NBC)
 WMAQ—Beach View Gardens Orchestra
 KYW—Lew Diamond's Orchestra

11:45 P.M.
 WGN—Late Evening Dance Orchestras

12:00 MIDNIGHT
 WBBM—Around the Town Dance Orchestras
 WENR—Bobby Meeker's Orchestra
 KYW—Dan Russo's Orchestra
 WMAQ—Via Lago Orchestra

12:15 A.M.
 WMAQ—Beach View Gardens Orchestra

12:30 A.M.
 WMAQ—Via Lago Orchestra
 KYW—Frankie Masters' Orchestra (NBC)
 WENR—Lakeside Park Orchestra (NBC)

Programs for Wednesday, September 28

6:00 A.M.
 WAAF—Farm Folks' Hour
 WJJD—Good Morning Program
 WLS—Smile A While Time

6:15 A.M.
 WLS—Weather Report; produce reporter
 WJJD—Int'l Buckle Busters

6:20 A.M.
 WLS—Cumberland Ridge Runners

6:30 A.M.
 WIBO—Uncle John and his Family
 WJJD—International Buckle Busters
 WMAQ—Setting Up Exercises

6:45 A.M.
 WBBM—Farm Information
 WJJD—Organ Melodies

6:55 A.M.
 WBBM—Musical Time Saver

7:00 A.M.
 WMAQ—Tune Time
 WCFL—Morning Shuffle
 KYW—Marshall Field & Co.'s Musical Clock
 WLS—Paul Rader's Gospel Tabernacle
 WJJD—Old Time Ballad
 WAAF—Breakfast Express
 WCRW—Musical Breakfast
 WMBI—Morning Worship Period

7:15 A.M.
 WJJD—Gym of the Air

7:30 A.M.
 WMAQ—Morning Worship
 WCFL—Cheerio, inspirational talk and music. NBC
 WLS—Steamboat Bill; Campbell Cereal
 WBBM—Christian Science Churches of Illinois
 WIBO—Melodies
 WJJD—Happy Go Lucky Time, Art Linick
 WGN—Leonard Salvo at the Organ

7:45 A.M.
 WBBM—Musical Time Saver
 WLS—Jolly Bill and Jane (NBC)
 WMAQ—John Fogarty, tenor (NBC)

8:00 A.M.
 WMAQ—Waltzes (NBC)
 WGES—Bohemian Melodies
 WLS—Ralph Waldo Emerson, organist
 WCFL—WCFL Kiddie's Aeroplane Club
 WIBO—Smiles

8:15 A.M.
 WGN—Melody Magic. CBS
 WLS—The Arkansas Woodchopper
 WMAQ—Top of the Morning (NBC)
 WCFL—Time Parade

8:30 A.M.
 WGN—Grand Old Hymns
 WCFL—California Program; Eddie Dyer and Howard Kaiser
 WLS—Musical Program
 WMAQ—Musical Hodge Podge
 WIBO—Musical Varieties
 WBBM—Modern Living

8:35 A.M.
 WMAQ—Woman's Radio Service
 WLS—Produce Market Reporter; livestock receipts

8:45 A.M.
 WGN—Leonard Salvo's Mail Box
 WCFL—Dance Music

8:50 A.M.
 WLS—Sears Tower Topics Time

9:00 A.M.
 WGN—Charlie White's Gym of the Air
 WBBM—J. Wilson Doty, organist
 WJJD—Taylor Time
 KYW—Nothing But The Truth (NBC)
 WMAQ—Through Lighted Windows (NBC)
 WIBO—Novelettes
 WGES—Organland
 WAAF—Sing and Sweep

9:10 A.M.
 WLS—Evening Post Reporter
 WCFL—German Entertainment

9:15 A.M.
 KYW—Jane Grant's program (NBC)
 WLS—Mac and Bob in Willard Program
 WMAQ—Neysa Program
 WCFL—Famous Soloists
 WGN—Clara, Lu 'n' Em; The Super Suds Girls (NBC)
 WAAF—Food Economy, Margaret Dorr
 WBBM—Melody Man
 WGES—Canary Concert

9:30 A.M.
 WMAQ—Our Daily Food; Colonel Goodbody. NBC
 KYW—Soloist (NBC)
 WLS—Piano Instruction
 WJJD—Evans Revue
 WBBM—Burnham's Beauty Chat

WCFL—Kroehler Program
 WIBO—Hawaiian Melodies
 WGN—Allan Grant, pianist

9:35 A.M.
 WGN—Allan Grant, pianist

9:45 A.M.
 WIBO—Your Clothes
 WGN—Music Weavers' Quarter Hour
 WMAQ—Consolaires (NBC)
 WLS—Mama's Old Time Tea Cookies; Ralph and Hal, Old Timers
 WBBM—The Four Clubmen, male quartet
 WGES—Timely Tunes
 WJJD—Home Makers Hour
 KYW—Betty Crocker (NBC)
 WAAF—Bill Baar's Bits of Life

9:50 A.M.
 WMAQ—The Consolaires (NBC)

10:00 A.M.
 KYW—Marmola Thumb Nail Drama
 WCFL—Dance Music
 WMAQ—Breen and de Rose, vocal and instrumental duo (NBC)
 WJJD—Komiss Musical
 WIBO—Popular Echoes
 WGN—Irene Wickler and Allan Grant
 WLS—Livestock and Poultry Markets
 WBBM—Helen Mors and Eddie Freckman
 WAAF—Piano Rambles
 WSBC—Home Hours
 WGES—Among My Souvenirs
 WMBI—Shut-In Request Program

10:05 A.M.
 KYW—Musical Interlude

10:15 A.M.
 WENR—Market Reports
 WGN—Melody Favorites
 WBBM—Morning Moods; Orchestra (CBS)
 WMAQ—National Parent Teacher Ass'n Talk
 KYW—Household Institute; dramatization. NBC
 WIBO—Market Reports
 WJJD—Neighborhood Store
 WAAF—Salon Music
 WGES—Morning Musicale

10:25 A.M.
 WGN—Board of Trade Reports

10:30 A.M.
 WENR—In College Inn
 WBBM—Brooks and Ross
 WAAF—Effie Marine Harvey's Educational Chat
 WMAQ—U. S. Army Band (NBC)
 WIBO—News of the day
 WGN—Digest of the News
 WJJD—Billy Sunshine
 WGES—Band Parade
 KYW—Rose Vanderbosch, singing pianist

10:45 A.M.
 WENR—Beauty Talk (NBC)
 WAAF—Musical Calendar
 WIBO—Persian Garden
 WMAQ—Today's Children
 WBBM—American Medical Association
 WSBC—Jerry Sullivan Song Special
 WJJD—Mary Alden; home talk
 WGES—Happy Hits
 KYW—Century of Progress Program

10:50 A.M.
 WBBM—Ben Alley, tenor (CBS)
 WGN—Pick of the Season

10:55 A.M.
 KYW—Piano Patterns

11:00 A.M.
 WENR—Men O' Song (NBC)
 WCFL—Red Hot and Low Down
 WGN—Happy Hank and Joseph Hassmer
 WBBM—Adele Nelson; beauty talk
 WMAQ—Johnny Marvin, tenor (NBC)
 WIBO—Musical Masterpieces

KYW—Prudence Penny; Home Economics
 WJJD—Musical Gems
 WSBC—Ann De Haan; Radio Chatter Box
 WAAF—Bandstand
 WGES—Home Folks

11:15 A.M.
 WMAQ—On Wings of Song (NBC)
 KYW—On the 11:15; famous dance orchestra
 WJJD—Concert Favorites
 WENR—Miracles of Magnolia (NBC)
 WBBM—Gene and Charlie and Virginia Clark
 WAAF—World News Reports

11:30 A.M.
 WENR—Home Service; Mrs. Anna J. Petersen
 WBBM—Frank Wilson and Jules Stein
 WIBO—Peter Pan
 WGN—Board of Trade Reports
 WJJD—Young Mothers Club
 WGES—Erma Gareri; Piano Symphonies
 WAAF—Redheaded Bluebird

11:35 A.M.
 WGN—Painted Dreams

11:45 A.M.
 WJJD—Variety Music
 WBBM—Columbia Revue (CBS)
 WLS—Weather Report; Livetock; Butter and Egg Markets
 WAAF—Estelle Barnes, pianist
 WGES—Movie Reporter; Ethel and Harry



Four smilin' faces look coyly into the camera at you, and you, and you. They are, in case your memory fails you, the Maple City Four, that gay band of harmonizers heard from WLS several times weekly. Top to bottom: Art James, Fritz Meissner, Al Rice and Pat Pettersen.

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Tin-Pan Album

By DOROTHY DEERE

SO many ether satellites trodding the boards for the first time, so many foot-lite veterans playing to the mike . . . all of them with lessons to learn over again. The one must learn to walk on and off a stage, don make-up, cultivate facial expression, find something to do with his hands . . . in other words, acquire a "stage presence." The other



DOROTHY DEERE

no longer has scenery or costuming to help put his act across, gestures and tricks of expression don't mean a thing . . . the only part of him that can reach out to a far-away audience is his voice, and that must be newly modulated to a sensitive "mike's" moods.

Close association with radio personalities has, of course, treated me to many anecdotes of first stage appearances . . . combined with an old troupers' reaction to his first air-show they should make an interesting article on Somethingorother . . . they will someday, but not today. I assure you dear readers, it was with your interests first in my mind, and my pay-check running a close second, that I journeyed south to the Tivoli last week . . . and lit right in the middle of a glamorous situation that's just everyday stuff in a grease-painter's life.

"Last call" for the Ted Lewis troupe . . . everybody on stage and the Little-Man-with-the-Great-Big-Personality says "Good-bye" to his Chicago audience till Christmas time . . . Off stage again and the smile that's lasted clear into the wings, changes to a wince as he limps painfully on a sprained knee up to a crowded dressing-room . . . a dressing-room (somehow still reminiscent of Frankie Masters) over-run with the turmoil of a big troupe getting ready for an over-nite jump . . . Telephones ringing, "just called to wish you luck," "where do you want those orchestrations mailed to?" . . . instruments and costumes to be packed away, huge hooped skirts and fluffy ballet dresses that must be laid just so . . . a special box for the old high-hat that's glistened with the reflected glare of the big lights for almost twenty years, and became famous in every corner of the world that music's seeped into . . . a fluffy-headed toe dancer staggering in under a huge stack of Lewis fan mail (drawn from a WIBO air-interview) . . . autographed-picture seekers prancing out, prize in hand . . . an amateur song-writer pounding out a number and singing it "ala Lewis" (just as I thought, there's only one Ted) . . . a costume-maker with tape measure in hand, Ted calling "where's that black spasm?" . . . "Here ah is, pal" and "Ted Lewis Jr." (pint-sized measure of chocolate-flavored song and dance) stands on a chair for his fitting . . . More telephone calls, more knocks at the door, somebody's lost a make-up box, somebody's found an extra one . . . "What do you think of radio, Ted—was the Valspar program your first experience?" . . . Well, never mind—I couldn't hear the answer . . . Everybody Happy?

You'd never know to gaze on Jack Miles pink-cheeked and un-wrinkled countenance that he's a man struggling desperately to live down his past. In the first place, he looks too young to have had a past . . . but in the second place, it's true! Jack was one of the original Lombardo organization and made most of the Royal Canadian arrangements. Consequently, when he bought a baton of his own, people insisted on speaking of him as "ex-Lombardo" and when Al Quodbach signed him on a long-term contract to play for Granada Cafe dine-and-dancers, that past cropped up again in all the newspaper notices . . . Now, here am I, digging it up once more . . . Never mind, Jack, I just want to give a hand to the fellow who wants no other recommendation other than his own efforts . . . and here's to a great big FUTURE!



Cutting a few quiet capers aboard their yacht on Lake Michigan, Pratt and Sherman, the "Two Doctors" from KYW, spend a week end away from studio life. They have been heard on network programs and are slated for more chain broadcasts.

BEAUTY HER OPEN BOOK



Mary Mould, owner of the soft voice that dispenses beauty tips on the Burnham Beauty Chat programs every week day at over WBBM, has just returned to Chicago after nine weeks spent in Paris, London, Monte Carlo and the ultra fashionable watering places of Europe. She gathered advance information on fashions in beauty makeup, coiffures, styles—all of which will enrich her broadcasts this winter. Miss Mould returns to the air this Monday, September 26th, when she promises to answer letters from listeners who request information on advance modes.

Radio Guide-WLS Program Shifts

"Garden of Melody," RADIO GUIDE's program over WLS, has changed its time of broadcast to 1:45 p. m. (CST) each Thursday. The broadcast this Thursday, September 29th, will be sub-titled "A Country Garden." "To a Wild Rose," "The Old Oaken Bucket," "Telling It to the Daisies" and "Bird Songs at Eventide" are among the songs which the trio will present.

To those interested in foretelling the future there is something very significant in the birthdays of these three young artists.

Margaret Stafford, the pianist and vocalist of the trio, was born on the Fourth of July; Helen Brundage was born on Thanksgiving Day, and Adele Brandt just missed by two days being born on Lincoln's birthday.

More than that, Helen Brundage is a branch of the William Penn tree, and in her demure sort of beauty, looks the part of a Quaker girl. Adele Brandt is directly related to Franz Schubert and when she sings "Ave Maria," it's rather a thrilling experience to realize that you are listening to a blood relation of the famous composer of the song.

Margaret Stafford is of Canadian Scotch descent, making her a quiet, determined and artistic sort of person. Arriving on the fire-cracker day, she is a direct contrast to her birthday, being the type that would never wax "explosive." She was born in Chicago in 1905.

Helen Brundage, an Irish and Quaker lass, was also born in Chicago, twenty-four years ago. Adele Brandt, who was the first radio station hostess in Chicago, was born on a farm in Iowa, of German parents.

Studio Shavings

IT MUST HAVE BEEN FUNNY WHEN:

Benny Kreuger arrived to lead his orchestra at an important social function and found he was wearing one brown shoe . . . and one black one!

Fred Uttal took his best girl to the preview of his first movie film appearance . . . and all that was seen of Uttal was his feet!

Edward Reese acting, on the stage, the role of a criminal who had been shot dead, got up before the curtain fell.

Georgie Price gave a false name to gain admittance to a business man's office . . . and then discovered the executive knew who he was!

Louis Dean came home in his birthday clothes after some older boys had stolen his trousers while he swam about in the old swimming hole.

Sid Gary was reported by his teacher for misbehaving and his mother came to school and spanked him before the entire class.

Kenneth Roberts brought home some unbreakable glassware, demonstrated it to his wife . . . and smashed the entire set!

Nat Shilkret missed the last train for town where he was to appear as guest soloist with a symphonic ensemble.

Peggy Keenan locked her key in her trunk . . . and had to travel to Europe with only the clothes she had on!

Eleanor Rella

"Billy" in Myrt and Marge

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Wednesday Programs [Continued]

11:50 A.M.
WGN—Good Health and Training Program

11:55 A.M.
WLS—Evening Post Reporter

12:00 NOON
WJJD—Illinois Medical Society
WGN—Mid-Day Services
WBBM—Husk O'Hare's Orchestra
WMAQ—Golden Pheasant Orchestra
WMBI—Loop Evangelistic Service
WCFL—The Red Invader by Mathew Wolf
WAAF—Noon-time melodies; weather
WLS—Maple City Four and John Brown, pianist
WGES—Campdown Minstrels
WIBO—WPCC Program
KYW—Dan Russo's Orchestra

12:15 P.M.
WJJD—Popular Melodies
WBBM—Local Markets
WIBO—Market Reports
WCFL—Hill Billy Program
WLS—Dinnerbell Program

12:20 P.M.
WBBM—News Flashes

12:30 P.M.
WCFL—Barton Organ Recital
WBBM—Julia Hayes, household hints
KYW—National Farm and Home Hour
WGN—Palmer House Ensemble
WMAQ—Board of Trade
WIBO—Reading Room
WJKS—Daily Times News Flashes
WJJD—Farmer Rusk

12:35 P.M.
WMAQ—Palais d'Or Orchestra (NBC)

12:40 P.M.
WJKS—Farm Flash; Ralph Robertson

12:45 P.M.
WMAQ—Princess Pat, beauty talk
WBBM—Jimmy Garrigan's Orchestra (CBS)
WJJD—Luncheon Dance Music
WCFL—Farm and Poultry talk

12:50 P.M.
WGN—Robert L. Van Tress
WMAQ—Palais d'Or Orchestra (NBC)

12:55 P.M.
WLS—Evening Post Reporter

1:00 P.M.
WCFL—Barton Organ Recital by Eddy Hanson
WMAQ—Outstanding Speakers (NBC)
WLS—Three Little Maids
WBBM—Aunt Jemima Songs (CBS)
WIBO—News
WGN—Allan Grant
WAAF—Hoosier Philosopher
WJKS—Dance
WMBI—Organ program

1:15 P.M.
WGN—Palmer House Ensemble
WMAQ—Bill Krenz, pianist
WLS—Livestock and Grain Markets
WJKS—Columbia Artist Recital (CBS)
WBBM—Chicago Hour
WJJD—Walt Time
WIBO—Pop Concert; Leo Terry
WAAF—Mabel Vandepoeg

1:20 P.M.
WMAQ—Board of Trade
WBBM—Burnham's Beauty Chat

1:30 P.M.
WJJD—Hill Billy Time
WCFL—The Lighthouse
WBBM—Chicago Hour
WIBO—Little Song Shop
WLS—Bill Vickland's Book Shop
KYW—Dan Russo's Orchestra
WMAQ—Public Schools Program
WAAF—Pianoesque
WJKS—Alabama Boy; Ralph Robertson

1:40 P.M.
WBBM—Norm Sherr, pianist

1:45 P.M.
WGN—Allan Grant and Lawrence Salerno
WAAF—Live Stock Market; Weather Summary
KYW—Mel Stitzel at the Piano
WLS—The Ballad Box with the Three Contraltos
WIBO—B. & K. Reporter
WCFL—The Queen and the Hooper
WJKS—Piano Land

1:55 P.M.
WBBM—Flanagan's Sport Review

2:00 P.M.
WCFL—Gene O'Brien, popular singer and Kathryn McLaughlin, contralto
KYW—Today's Tunes; orchestra and vocalists
WSBC—Jos Springer Sports Review
WMAQ—Salon Concert Ensemble (NBC)
WBBM—News Flashes
WJJD—Helpful Household Hints
WLS—Musical Program
WMBI—Special Musical Program
WIBO—"Radio Gossip," Eddie and Fannie Cavanaugh
WGN—Ruth Atterbury Wakefield, Historical Sketch
WAAF—Chicago on Parade
WJKS—Gary Yard and Garden Program

2:10 P.M.
WGN—Palmer House Ensemble
WBBM—Baseball; Cubs vs. New York

2:15 P.M.
WCFL—Salon Concert Ensemble (NBC)
WJJD—Late Dance Hits
WLS—Homemaker's Program
WJKS—Madame Belle Forbes Cutter, songs (CBS)

2:20 P.M.
WGN—Bebe Franklin, contralto

2:30 P.M.
WLS—Ball Bros. Canning Time
WCFL—Radio Dan and Esther Hammond, contralto
WGN—The Knitting Guild
WMAQ—Smackout, comedy duo (NBC)
WAAF—Century of Progress Speaker Presented by Effie Marine Harvey
WJJD—Sunshine for Shut-ins
KYW—Women's Radio Review (NBC)
WIBO—Matinee Melodies

2:40 P.M.
WGN—Allan Grant, pianist

2:45 P.M.
WLS—Piano Instruction
WJKS—Four Eton Boys; quartet (CBS)
WGN—Afternoon Musicale
WIBO—Market Reports
WCFL—Songs of other nations
WSBC—Jerry Sullivan; song special.

2:55 P.M.
WMAQ—World Baseball Series

3:00 P.M.
WIBO—Studio Program
WCFL—Dramatic Moments
WJJD—Women's Club
WLS—Information Desk
WIBO—Studio Program
WJKS—The Captivators; orchestra (CBS)
KYW—Three Strings; Teaberry sports
WAAF—Organ Melodies
WMBI—Sunday School Lesson

3:15 P.M.
KYW—Dr. Herman N. Bundesen, Health Commissioner; talk
WLS—Shopper's Service; Anne and Sue
WAAF—A Thought for Today
WJJD—Dreams of Hawaii

KYW—Waldorf Orchestra. NBC
WMAQ—B. A. Rolfe's Orchestra (NBC)
WAAF—Novellettes
WENR—Our City
WJJD—Dave Bennett's Orchestra

5:30 P.M.
WMAQ—Drifting and Dreaming, pianists (NBC)
WBBM—Skippy; children's skit
WIBO—WPCC
WJJD—Pied Piper
WGN—Kellogg's Singing Lady (NBC)
WJKS—William Vincent Hall, baritone (CBS)
WENR—Air Juniors
KYW—Uncle Bob's "Curb is the Limit Club"
WCFL—WCFL Orchestra

5:45 P.M.
WMAQ—Donald Novis, tenor (NBC)
WJKS—Helen and Adelaide
WGN—Little Orphan Annie; childhood playlet. NBC
WAAF—The Spotlight
WJJD—Isle of Dreams
WENR—Little Orphan Annie; childhood playlet. NBC
WBBM—The Lone Wolf Tribe (CBS)

6:00 P.M.
WGN—Dinner Concert
WENR—What's the News
WMAQ—Harold Stokes' Orchestra (NBC)
WCFL—Hotel Allerton Orchestra
WIBO—German Program
WBBM—Jelke Program
WJJD—Dave Bennett's Orchestra
KYW—Willis Dinner Music
WJKS—Minute Rub Sports Review

6:15 P.M.
WBBM—The Golden Bird
WGN—The Secret Three
WMAQ—Wheatonsville; drama (NBC)
WENR—Royal Vagabonds (NBC)
WJJD—Red Top Sports Reel

WBBM—Medinah String Ensemble; Madame Belle Cutter (CBS)
WLS—Bobby Meeker's Orchestra (NBC)
WIBO—Acolain Male Quartet
WCFL—The Foursome
WSBC—Mallers Studio Program

8:15 P.M.
WCFL—Night Court
WIBO—Historical Hokus
WLS—RKO Theater of the Air (NBC)
WJJD—Farmer Rusk's Service
WBBM—Jack Russell's Orchestra

8:30 P.M.
WGN—Eno Crime Club; mystery dramatization. CBS
WMAQ—George Olsen's Orchestra
WENR—Mobiloil Concert (NBC)
WBBM—Gus Arnheim's Orchestra
WJKS—Polish Hour
WIBO—Paramount Five
WCFL—Kroehler Program
KYW—Frankie Masters' Orchestra

8:45 P.M.
WCFL—Four Dukes

9:00 P.M.
WGN—Music That Satisfies (CBS)
WMAQ—Country Doctor; Phillips Lord (NBC)
WENR—Corn Cob Pipe Club of Virginia (NBC)
WBBM—The Four Norsemen and Gertrude Lutzi
WCFL—Patricia O'Hearn Players
KYW—All-Star Minstrel Show
WIBO—Wendell Hall
WJKS—Hungarian Hour

9:15 P.M.
WGN—"Easy Aces," comedy sketch
WBBM—Adventures in Health; Dr. Herman N. Bundesen and Orchestra. CBS
WMAQ—Concert Orchestra

9:30 P.M.
WGN—Big Leaguers
KYW—Lew Diamond's Orchestra
WJKS—Harold Stern's Orchestra (CBS)
WBBM—Jack Miles' Orchestra (CBS)
WIBO—Nu Grape Program
WCFL—Barton Organ Recital by Eddy Hanson and Grace Wilson
WENR—Batter Up; drama (NBC)

9:40 P.M.
WGN—Headlines of Othe Days

9:45 P.M.
WGN—Eye-O-Eye Melody Hour
WIBO—B. and K. Reporter
WMAQ—Jane Froman's Orchestra (NBC)
WJKS—Alabama Boy; Ralph Robertson
WENR—Talk by N. Thomas (NBC)
WBBM—Myrt and Marge, drama (CBS)

10:00 P.M.
WCFL—School Teachers' Talk
WJKS—Scrap Book
WGN—Frankie Trumbauer's Orchestra
WMAQ—Amos 'n' Andy. NBC
WENR—Amos 'n' Andy. NBC
WIBO—Old Music Box
KYW—Teaberry Sports Reporter; The Globe Trotter

10:10 P.M.
WCFL—Musical Weather Report
KYW—Rex Maupin's Aces of the Air

10:15 P.M.
WGN—The Dream Ship
WJKS—Columbia Symphony Orchestra (CBS)
WCFL—Henrietta Kuehl, soprano
WENR—Maxwell House Program (NBC)
WMAQ—Dan and Sylvia

10:30 P.M.
WCFL—Vibraharp and Organ
WIBO—Wendell Hall, The Red Headed Music Maker
WENR—Bobby Meeker's Orchestra
WJKS—Charles Carlie, tenor (CBS)
WGN—Bernie Cummins' Orchestra
WMAQ—Padded Fists
KYW—Dan Russo's Orchestra

10:45 P.M.
WMAQ—Via Lago Orchestra
WCFL—WCFL Orchestra
WJKS—Riviera Orchestra (CBS)
WENR—Irma Glen's Lovable Music (NBC)
WIBO—Recitals in Miniature

11:00 P.M.
WGN—Clyde McCoy's Orchestra
WENR—Baron Lee's Orchestra (NBC)
WSBC—Mallers Studio Program
WMAQ—Beachview Orchestra
WCFL—Barton Organ Recital by Eddy Hanson
WIBO—Musical Tapestry; Leo Terry's Program
KYW—Frankie Masters' Orchestra
WJKS—Elks Toast

11:05 P.M.
WJKS—Eddie Duchin's Orchestra. (CBS)

11:15 P.M.
WGN—Late Evening Dance Orchestras

11:30 P.M.
WENR—Hotel Piere Orchestra (NBC)
WMAQ—Via Lago Orchestra
WJKS—Howard Lanin's Orchestra (CBS)
KYW—Lew Diamond's Orchestra (NBC)

11:45 P.M.
WMAQ—Beachview Orchestra

12:00 MIDNIGHT
WBBM—Around the Town Dance Orchestras
WMBI—Radio School of the Bible
WMAQ—Dancing in Milwaukee (NBC)
KYW—Dan Russo's Orchestra
WENR—Vanity Fair Orchestra

12:30 A.M.
WMAQ—Via Lago Orchestra
KYW—Frankie Masters' Terrace Garden Orch. (NBC)
WENR—Dancing in Milwaukee (NBC)

SPECIALS FOR TODAY

FOR LOG OF LOCAL STATIONS SEE PAGE 4

- 3:30 p. m.** WENR-NBC—Art Talk by Albert Duveen
- 4:15 p. m.** WENR-NBC—Dromedary Caravan; drama
- 8:00 p. m.** WMAQ-NBC—G. Washington Concert Orchestra
- 9:00 p. m.** WGN-CBS—Music That Satisfies
- 9:15 p. m.** WGN-CBS—Easy Aces; comedy sketch

3:30 P.M.
WMBI—Gospel Music
WJKS—Jack Brooks and Westphal's Orch. (CBS)
WJJD—Popular Songsters
WCFL—Variety Program
KYW—Two Doctors and Aces of the Air; Teaberry sports
WENR—Art Talk by Albert Duveen (NBC)
WAAF—Tambourines and Castanets

3:40 P.M.
WMBI—Russian Gospel Service

3:45 P.M.
WJJD—Bridge Class of the Air
WJKS—Bill Schudt's "Going to Press" (CBS)
WAAF—World News Reports
WENR—The Dance Masters (NBC)

4:00 P.M.
WENR—Frigidairians (NBC)
WCFL—Junior Federation Club
WJKS—Wayne King's Orchestra (CBS)
WJJD—Symphony Music
WAAF—Piano Novelities; Jimmy Kozak

4:15 P.M.
WENR—Dromedary Caravan; drama (NBC)
WJKS—Kathryn Parsons, "Girl o' Yesterday" (CBS)
WBBM—Norm Sherr, pianist
WAAF—Dance Music

4:30 P.M.
KYW—Earle Tanner, lyric tenor
WJJD—Mooseheart Children
WCFL—Day Dreamer
WJKS—Bing Crosby, baritone
WBBM—Art Gillham, pianist
WAAF—James Hamilton, baritone
WENR—Old Pappy (NBC)

4:45 P.M.
KYW—Rhythm Revue; Teaberry Sports
WBBM—News Flashes
WENR—G. E. Circle (NBC)
WAAF—Ray Waldron's Sports Review

4:55 P.M.
WBBM—Organ Interlude

5:00 P.M.
WENR—Waldorf Orchestra (NBC)
WGN—Concert Orchestra
WBBM—Schlagenhauer Party
WSBC—Dynamo Dave Edelson
WJKS—Joy Time with Irene Beasley
WCFL—Peter Pan
WIBO—Dusk Dreams
KYW—Mel Stitzel, pianist
WJJD—Indian Princess
WAAF—Song of the Strings

5:15 P.M.
WBBM—Tarzan of the Apes
WJKS—Daily Times News Flashes
WCFL—John Maxwell, food talk

WCFL—The Polyphonians
WIBO—Windy and Sven, skit
WGES—Official Race Results by American Racing Record

6:25 P.M.
KYW—Teaberry Sports Reporter

6:30 P.M.
WENR—The Stebbins Boys; Swift Program. NBC
WBBM—Flanagan's Sport Review
WGN—Tom, Dick and Harry, harmony trio
WMAQ—Blue Ribbon Malt Sports
WCFL—Hotel Allerton Orchestra
WIBO—News of the day; Norman Ross
KYW—Frankie Masters' Orchestra
WJJD—Walt and Herb
WGES—Crusader Program

6:45 P.M.
WENR—The Goldbergs; dramatic sketch. NBC
WGN—Angelo Patri, Your Child (CBS)
WMAQ—Best Foods Program (NBC)
KYW—Chandu, the Magician
WCFL—City Desk, skit
WJJD—WJJD Orchestra

7:00 P.M.
WGN—Big Leaguers and Bushers
KYW—American Taxpayers' League (NBC)
WMAQ—Mr. Twister
WLS—Big Time; humorous sketch (NBC)
WCFL—Arthur Koch, pianist
WIBO—Songs for Sale; Chauncey Parsons, tenor
WJJD—Frankie "Half Pint" Jaxon
WGES—Symphonies of the Nations

7:15 P.M.
WGN—Singin' Sam; the Barbarol Man (CBS)
WCFL—Golden Melodies; Higgins Knox
WIBO—State Banking Conditions
KYW—Soloists (NBC)
WMAQ—Concert Orchestra
WJJD—Dr. and Mrs. Jerry

7:30 P.M.
WGN—Kate Smith; La Palina Program. CBS
WLS—Melody Moments (NBC)
WIBO—Golden Voice
WGES—Memories of Italy
KYW—Girl at the Cigar Counter
WMAQ—In a Garden (NBC)
WJJD—International Buckle Busters

7:45 P.M.
KYW—Dan Russo's Orchestra
WCFL—Bulletin Board, Labor Flashes
WLS—Pat Barnes; impersonations (NBC)
WIBO—Land o' Song; organ
WGN—Musical Fast Freight (CBS)
WJJD—Flo Gardner Mystery

8:00 P.M.
WGN—Guy Lombardo's Orchestra (CBS)
WMAQ—G. Washington Concert Orchestra (NBC)
KYW—Goodyear Program; Revelers Quartet, NBC

Programs For Thursday, September 29

6:00 A.M.
 WAAF—Farm Folks' Hour
 WJJD—Good Morning Program
 WLS—Smile a While Time

6:10 A.M.
 WLS—Sears Fur Market

6:15 A.M.
 WLS—Weather Report; produce reporting; livestock

6:30 A.M.
 WIBO—Uncle John and his Family
 WJJD—International Buckle Busters
 WMAQ—Setting Up Exercises
 WLS—Cumberland Ridge Runners

6:45 A.M.
 WBBM—Farm Information
 WJJD—Organ Melodies

6:55 A.M.
 WBBM—Musical Time Saver

7:00 A.M.
 WMAQ—Tune Time
 KYW—Marshall Field and Company musical clock
 WLS—Rader's Gospel Tabernacle
 WJJD—Old Time Ballad
 WCFL—Morning Shuffle
 WAAF—Breakfast Express
 WMBI—Morning Worship Period

7:15 A.M.
 WJJD—Gym of the Air

7:30 A.M.
 WCFL—Cheerio; inspirational talk and music. NBC
 WBBM—Christian Science Churches of Illinois
 WMAQ—Morning Worship
 WIBO—Melodies
 WLS—Steamboat Bill
 WGN—Leonard Salvo at the Organ
 WJJD—Happy Go Lucky Time, Art Link

7:45 A.M.
 WLS—Jolly Bill and Jane (NBC)
 WBBM—Brad and Al (CBS)
 WMAQ—John Fogarty, tenor (NBC)

8:00 A.M.
 WMAQ—Waltzes (NBC)
 WLS—Gene and Glenn (NBC)
 WBBM—Little Jack Little; songs and piano (CBS)
 WCFL—WCFE Kiddie's Aeroplane Club
 WIBO—Smiles
 WGES—Poland's Music

8:15 A.M.
 WCFL—Time Parade
 WMAQ—Top of the Morning (NBC)
 WGN—Morning Moods (CBS)
 WLS—Happyville Special; Spareribs and Jack

8:30 A.M.
 WMAQ—Musical Hodge Podge
 WLS—Musical Program
 WBBM—Modern Living
 WIBO—Musical Varieties
 WCFL—California Program; Eddie Dyer and Howard Kaiser
 WGN—Leonard Salvo's Mail Box

8:35 A.M.
 WMAQ—Woman's Radio Service
 WLS—Produce Market Reporter; livestock receipts

8:50 A.M.
 WLS—Sears Tower Topics Time
 WBBM—Brad and Al
 WCFL—Dance Music

9:00 A.M.
 WGN—Charlie White's Gym of the Air
 WCFL—German Entertainment
 WBBM—Melody Parade; orchestra (CBS)
 WIBO—Novelettes
 WMAQ—Thru Lighted Windows (NBC)
 WAAF—Sing and Sweep
 KYW—Musical Melange (NBC)
 WGES—Organland

9:10 A.M.
 WLS—Evening Post Reporter

9:15 A.M.
 WCFL—Famous Soloists
 WLS—Mac and Bob
 WBBM—Whispering Pianist

KYW—Piano Potpourri
WMAQ—Souvenirs of Melody
WGN—Clara, Lu 'a' Em; The Super Suede Girls (NBC)
WGES—Canary Concert
WIBO—Waltz Time
WAAF—Mrs. Margaret Dorr; Food Economy

9:30 A.M.
 WCFL—Highlights of Music
 WJJD—Evans Revue
WMAQ—Our Daily Food; Colonel Goodbody. NBC
 WGN—Allan Grant, pianist
 KYW—Kroll Krooner
WBBM—Burnham's Beauty Chat
 WLS—Piano Instructions
 WIBO—Hawaiian Melodies

9:35 A.M.
 WGN—Dance Hits

9:45 A.M.
 WCFL—Kroehler Program
 WLS—Mama's Old Time Tea Cookies
 WJJD—Home Makers Hour
 WAAF—Ask Me Another
 WGN—Music Weavers Quarter Hour
 KYW—Consolaires (NBC)
WMAQ—Breen and De Rose, vocal and instrumental duo. NBC
 WBBM—Have You Heard? (CBS)
 WIBO—Popular Concert
 WGES—Timely Tunes

10:00 A.M.
WMAQ—Mueller and Co. Program
WBBM—Gus Haenschen's Orchestra
WGN—La Choy Chopsticks (CBS)
 WCFL—Highlights of Music
 WIBO—Popular Echoes
 WJJD—Komiss Music
 WLS—Livestock Markets; poultry markets

11:10 A.M.
 WGN—Hank Harrington and Dick Hayes

11:15 A.M.
 WSBC—Estelle Lewis, songs
 WENR—Miracles of Magnolia (NBC)
 WMAQ—National Parent Teacher Ass'n Talk
 WJJD—Concert Favorites
 KYW—On the 11:15; famous dance orchestras
 WBBM—Virginia Clarke, Jean and Charlie
 WAAF—World News Reports

11:30 A.M.
 WIBO—Peter Pan
 WENR—Home Service
 WJJD—Young Mothers Club
 WMBI—Continued Story Reading
 WMAQ—On Wings of Song (NBC)
 WGES—Erma Gareri, piano symphonies
 WGN—Board of Trade Reports
 WAAF—Rhythm Serenade
 WBBM—Frank Wilson and Jules Stein

11:35 A.M.
 WGN—Painted Dreams

11:45 A.M.
 WLS—Weather Report; Livestock
 WJJD—Chicago Motor Club Talk
 WGES—Movie Reporter; Ethel and Harry
 WBBM—Kentucky Colonels

11:50 A.M.
 WGN—Good Health and Training Program

11:55 A.M.
 WLS—Evening Post Reporter

12:00 NOON
WBBM—Jimmy Garrigan's Orchestra
WCFL—The Red Invader by Matthew Wall
 WLS—Maple City Four

1:20 P.M.
 WMAQ—Board of Trade
 WBBM—Ann Leaf at the Organ (CBS)

1:25 P.M.
 WBBM—Burnham's Beauty Chat

1:30 P.M.
 WJJD—Hill Billy Time
 WJKS—Alabama Boy; Ralph Robertson
 WIBO—Song Shop
 KYW—Dan Russo's Orchestra
 WBBM—Chicago Hour
 WLS—Wm. Vickland's Book Shop
 WAAF—Pianoesque
 WMAQ—Public Schools Program
 WCFL—The Benedicts, Entertainers

1:40 P.M.
 WBBM—Norm Sherr, pianist

1:45 P.M.
 WAAF—Live Stock Market; Weather Summary
 WCFL—Nat'l League American Pen Women
 WJKS—Organ Varieties
 WGN—Allan Grant and Lawrence Salerno
 WLS—Radio Guide's Garden of Melody
 WIBO—B. & K. Reporter

2:00 P.M.
 WJJD—Helpful Household Hints
 KYW—Today's Tunes; orchestra and vocalists
 WGN—Woman's City Club
 WCFL—James Hamilton, tenor
 WLS—Ralph Emerson, organist
 WMAQ—Three Mustachios (NBC)
 WBBM—News Flashes
 WIBO—"Radio Gossip," Eddie and Fannie Cavanagh
 WJKS—Columbia Salon Orchestra (CBS)
 WAAF—Chicago on Parade
 WSBC—Sports Review

2:10 P.M.
 WBBM—Baseball; Cubs vs. New York

2:15 P.M.
 WMAQ—Famous Loves (NBC)
 WCFL—Radio Troubadours (NBC)
 WJJD—Late Dance Hits
 WLS—Homemaker's Program

2:25 P.M.
 WBBM—Norm Sherr and Art Gould

2:30 P.M.
 KYW—Women's Radio Review. NBC
 WJJD—Sunshine for Suit-ins
 WCFL—James Hamilton, tenor
 WSBC—Betty Citow, soprano
 WJKS—Popular Releases
 WIBO—Matinee Melodies
 WMAQ—Smackout, comedy duo (NBC)

SPECIALS FOR TODAY

FOR LOG OF LOCAL STATIONS SEE PAGE 4

- 9:45 a. m. WBBM-CBS—Have You Heard? Radio News Column
- 10:00 a. m. WGN-CBS—La Choy Chopsticks
- 7:00 p. m. WMAQ-NBC—Fleischmann Hour; Vallee's Orchestra
- 8:00 p. m. WMAQ-NBC—National Advisory Council; talks
- 8:00 p. m. WLS-NBC—Virtuosos Concert Orchestra; Erno Rapen

WGES—Star Dust
 WSBC—Home Hours
 WMBI—Parents Bible Story Hour
 WAAF—Songs of the Islands

10:15 A.M.
 WBBM—Julia Hayes Household Hints
 KYW—Household Institute; dramatization. NBC
 WGN—Melody Favorites
 WCFL—Health Talk by Dr. Bundesen
 WJJD—Neighborhood Store
 WMAQ—Here's to Charm
 WENR—Market Reports; Singing Strings (NBC)
 WIBO—Market Reports
 WGES—Morning Musicals

10:25 A.M.
 WGN—Board of Trade Reports

10:30 A.M.
 WENR—In College Inn
 WGES—Heart Throb Harbor
 WBBM—Smiling Ed McConnell
 WMAQ—Hugo Mariani and his Marionettes (NBC)
 WIBO—News of the Day
 WCFL—Dance Music
 WGN—Digest of the day's news
 KYW—Adult Education
 WJJD—Billy Sunshine
 WMBI—Gospel Music
 WAAF—Fireside Philosopher

10:40 A.M.
 WMBI—Story Hour and Gospel Music

10:45 A.M.
 WENR—McKesson Musical Novelties (NBC)
 WMAQ—Today's Children
 WIBO—Old Music Shop
 KYW—Juanita Rae, ballads
 WJJD—Mary Alden; home talk
 WAAF—Musical Calendar
 WGES—Hot Hits
 WBBM—V. E. Meadows, beauty school

10:50 A.M.
 WGN—Pick of the Season

11:00 A.M.
 WCFL—Red Hot and Low Down Program
 WENR—Men O' Song (NBC)
 WGN—Eradication of Weeds
 WMAQ—Johnny Marvin, tenor (NBC)
 WBBM—Buddy Harrod's Orchestra (CBS)
 WIBO—Musical Masterpieces
 KYW—Prudence Penny; cooking hints
 WJJD—Musical Gems
 WAAF—Meat Recipe Talk, Mildred Batz
 WGES—Vodvil

WIBO—North Shore Church
 WJJD—Popular Melodies
 WGN—Mid Day Services
 WMAQ—Popular Varieties (NBC)
 KYW—Dan Russo's Orchestra
 WAAF—Noon-time melodies; weather
 WMBI—Organ Program
 WGES—Italian Serenade

12:15 P.M.
 WCFL—Hill Billy Program
 WLS—Dinnerbell Program
 WBBM—Local Markets
 WIBO—Market Reports

12:20 P.M.
 WBBM—News Flashes

12:30 P.M.
 WJJD—Instrumental Novelties
 KYW—National Farm and Home Hour
 WCFL—Barton Organ Recital
 WMAQ—Board of Trade
 WBBM—Husk O'Hare's Band
 WIBO—Reading Room
 WJKS—Daily Times News Flashes
 WGN—Atlantic City Musicals (CBS)
 WMBI—Gospel Message
 WJJD—Farmer Rusk

12:35 P.M.
 WMAQ—Hotel New Yorker Orchestra (NBC)

12:40 P.M.
 WJKS—Farm Flash; Danny Glenn

12:45 P.M.
 WJJD—Luncheon Dance Music
 WCFL—Farm Talk
 WMAQ—Princess Pat Beauty Talk

12:50 P.M.
 WMAQ—Hotel New Yorker Orchestra (NBC)

1:00 P.M.
 WCFL—Barton Organ Recital
 WBBM—Aunt Jemima Songs (CBS)
 WAAF—Hoosier Philosopher
 WMAQ—Century of Progress Talk
 WGN—Allan Grant, pianist
 WLS—Bob and Harve
 WIBO—Ahead of the News
 WMBI—Organ Program
 WJKS—Musical Melodies

1:10 P.M.
 WMAQ—Bill Krenz, pianist

1:15 P.M.
 WJJD—Waltz Time
 WGN—Palmer House Ensemble
 WIBO—Pop Concert; Leo Terry
 WBBM—Chicago Hour
 WAAF—Joyce Reed, soprano

TURN OF DAY
 T U R N O U R A L

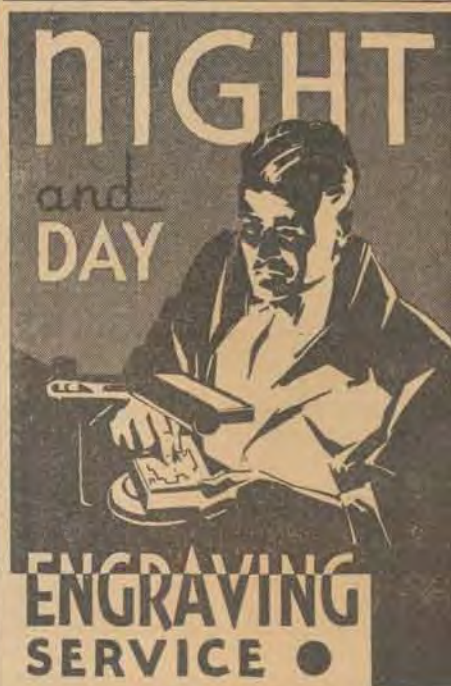
To
**RADIO GUIDE'S
 GARDEN OF MELODY**

The Three Contraltos and
 Jack Holden, narrator

Thursdays 1:45 P.M.

WLS

Prairie Farmer 870 Kilocycles



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Thursday Programs [Continued]

2:40 P.M.
WBBM—Flanagan's Sport Hunches

2:45 P.M.
WGN—Afternoon Musicale
WMAQ—World's Baseball Series
WLS—Piano Instruction
WIBO—Market Reports
WCFL—Songs of other nations

2:55 P.M.
WBBM—To be announced
WLS—Evening Post Reporter

3:00 P.M.
WJJD—Women's Club
KYW—Three Strings; Teaberry sports
WIBO—Baseball
WCFL—Dramatic Moments
WJKS—Studio Frolics
WAAF—A Mood in Blue
WLS—Chuck, Ray and Frank
WIBO—Studio Program
WMBI—Radio School of the Bible

3:15 P.M.
KYW—Dr. Herman N. Bundesen; health talk
WLS—Shoppers' Service; Anne and Sue
WJJD—Dreams of Hawaii

3:30 P.M.
WJJD—Popular Songsters
WJKS—Ben Bernie's Orchestra
WENR—U. S. Navy Band (NBC)
WCFL—Variety Program
WMBI—German Service and Gospel Music
WAAF—Organ Melodies
KYW—Two Doctors with Aces of the Air; Teaberry sports

3:45 P.M.
WJJD—Bridge Class of the Air
WAAF—World News Reports

4:00 P.M.
WJJD—Symphony Music
WCFL—Junior Federation Club
WENR—Frigidairians (NBC)
WJKS—George Hall's Orchestra (CBS)
WAAF—Piano novelties; Jimmy Kozak

4:15 P.M.
WENR—Tangee Musical Dreams (NBC)
WBBM—Norm Sherr, pianist
WAAF—Dance Music

4:30 P.M.
WJJD—Mooseheart Children
WBBM—Art Gillham, pianist
WCFL—Day Dreamer
KYW—Harold Bean, baritone
WJKS—Hits and Bits
WMAQ—Paul Whiteman's Rhythm Boys (NBC)
WENR—Old Pappy (NBC)

4:45 P.M.
WAAF—Ray Waldron's Sports Review
WJKS—Bridge by Willard Karn (CBS)
WBBM—Big Kernel Canaries
KYW—Rhythm Revue; Teaberry Sports
WGN—Afternoon Musicale
WENR—Musical Moments (NBC)

5:00 P.M.
WJJD—Indian Princess
WENR—Ted Black's Orchestra (NBC)
WSBC—Jerry Sullivan
WJKS—Current Events (CBS)
WBBM—Schlagenhauer's Party
WGN—Fred Meinken, pianist
KYW—Billy Tucker at the Piano; Teaberry Sports
WIBO—Dusk Dreams
WCFL—Peter Pan
WAAF—Song of the Strings

5:15 P.M.
WJJD—Dave Bennett's Orchestra
WAAF—Novelettes
WBBM—Tarzan of the Apes

WCFL—John Maxwell, food talk
KYW—Waldorf Sert Rooms Orchestra. NBC
WJKS—Daily Times News Flashes
WENR—John B. Kennedy (NBC)
WMAQ—The Dance Masters
WGN—Organ Concert

5:30 P.M.
WCFL—WCFL Orchestra
WMAQ—Ralph Kirbery, the Dream Singer (NBC)
WJKS—Lake County Medical Society
WENR—Air Juniors
WGN—Kellogg's Singing Lady (NBC)
WIBO—WPCP; North Shore Church
KYW—Uncle Bob's Golden Crisp Program
WJJD—The Pied Piper
WBBM—Skippy; children's skit (CBS)

5:45 P.M.
KYW—Uncle Bob's Curb Is The Limit Club
WGN—Little Orphan Annie; children's playlet. NBC
WJKS—Dance Program
WJJD—Isle of Dreams
WBBM—Rock Oak Champions
WMAQ—Purina Program
WAAF—The Spotlight
WENR—Little Orphan Annie; children's playlet. NBC

6:00 P.M.
WGN—Dinner Concert
WENR—What's the News
WBBM—Jelke Program
WCFL—Hotel Allerton Orchestra
WMAQ—Piano Moods
WIBO—German Program
KYW—Dan Russo's Orchestra
WJKS—Minute Rub Sports Review
WJJD—Dave Bennett's Orchestra

6:15 P.M.
WGN—The Secret Three
WMAQ—Wheatonville, drama (NBC)
WIBO—Clem and Ira
WBBM—Thorpe For Boys
WENR—Royal Vagabonds (NBC)
WCFL—The Polyphonians
WJJD—Red Top Sports Reel
WGES—Official Race Results by American Racing Record

6:25 P.M.
KYW—Teaberry Sports Reporter

6:30 P.M.
WENR—Stebbins Boys; Swift's Program. NBC
WGN—Tom, Dick and Harry, harmony trio
WBBM—Howard Neumiller, pianist
WMAQ—Blue Ribbon Malt Sports
WIBO—Ahead of the News
WCFL—Hotel Allerton Orchestra
KYW—Ray Perkins, Barbasol program (NBC)
WJJD—Walt and Herb
WGES—Crusader Program

6:45 P.M.
WMAQ—Red and Ramona
WGN—Georgie Price, humorist and orchestra (CBS)
WCFL—Tibbie Crump, skit
WIBO—Musical
KYW—Chandu, the Magician
WJJD—WJJD Orchestra
WENR—The Goldbergs; dramatic sketch. NBC

7:00 P.M.
KYW—Book Review Program
WMAQ—Fleischmann Program; Rudy Yaltes's Connecticut Yankees. NBC
WLS—Bobby Meeker's Orchestra (NBC)
WGN—Clyde McCoy's Orchestra
WCFL—Bulletin Board, Labor Flashes
WJJD—Frankie "Half Pint" Jaxon
WIBO—Speaker
WGES—Polish Composers

7:05 P.M.
KYW—Dan Russo's Orchestra

7:15 P.M.
KYW—Dan Russo's Orchestra
WGN—Clyde McCoy's Orchestra (CBS)
WIBO—David Jackson's talks on Securities
WJJD—Dr. and Mrs. Jerry
WCFL—Barton Organ Recital

7:30 P.M.
WIBO—B. & K. Reporter
WGN—Clyde McCoy's Orchestra
WJJD—Mooseheart Boys' Band
WLS—Rin-Tin-Tin Thriller, drama (NBC)
KYW—Dr. H. N. Bundesen for the Milk Foundation
WCFL—Union Label Talk

7:45 P.M.
WGN—Palmer House Ensemble
WCFL—Studio Program
WJJD—International Buckle Busters
WLS—National Oratorio Society (NBC)
WIBO—Land o' Song; organ
KYW—Lew Diamond's Orchestra

8:00 P.M.
WGN—Music That Satisfies (CBS)
KYW—Marmola Thumb Nail Drama
WBBM—Medinah String Ensemble; Madame Belle Cutter (CBS)
WIBO—Leonard Aldrich
WMAQ—Nat'l Advisory Council (NBC)
WLS—Virtuosos Concert Orchestra
WJJD—Dave Bennett's Orchestra
WCFL—Wm. Hale Thompson, talk
WGES—Polka Rhythm
WSBC—Mallers Studio Program

8:05 P.M.
KYW—Three Strings

8:15 P.M.
WGN—Mills Brothers (CBS)
WIBO—The Gadabouts
WJJD—Farmer Rusk's Service
WBBM—Association of Real Estate Taxpayers
KYW—Spratt's Dog Chats

8:20 P.M.
WCFL—Night Court; comedy

8:30 P.M.
WIBO—George Anderson
WJKS—Polish Hour
WENR—America in Revue, sketch (NBC)
KYW—Thompkins Corners (NBC)
WBBM—Gus Arnheim's Orchestra (CBS)
WMAQ—Harold Van Horne, pianist

8:35 P.M.
WCFL—Kroehler Program

8:45 P.M.
WIBO—Dad and Barbara
WMAQ—Marian and Jim

8:50 P.M.
WCFL—Bridge Chats

9:00 P.M.
WGN—Frankie Trumbauer's Orchestra
WIBO—Wendell Hall
WMAQ—Phil Lord, the Country Doctor (NBC)
WENR—Lucky Strike Dance Hour; guest orchestra (NBC)
WCFL—Vella Cook, contralto
WBBM—The Norsemen
WJKS—Scotch Program
KYW—Aces of the Air

9:15 P.M.
WMAQ—Soloist (NBC)
WBBM—Jack Russell's Orchestra
WGN—Clyde McCoy's Orchestra
WIBO—Organ Tunes

9:30 P.M.
WBBM—Jack Miles' Orchestra
KYW—Lew Diamond's Orchestra
WMAQ—Three Keys (NBC)
WCFL—Merry Garden Ballroom Orchestra

WIBO—Nu Grape Twins
WGN—Tomorrow's Tribune
WJKS—Eddie Duchin's Orchestra (CBS)

9:40 P.M.
WGN—Headliners of Other Days

9:45 P.M.
WBBM—Myrt and Marge; drama (CBS)
WIBO—B. and K. Reporter
WGN—Lawrence Salerno and Allan Grant
KYW—Frankie Masters' Orchestra
WMAQ—Jane Froman and orchestra (NBC)
WJKS—Three Buddies

10:00 P.M.
WMAQ—Amos 'n' Andy. NBC
WENR—Amos 'n' Andy. NBC
WCFL—School Teachers' Talk
WGN—Frankie Trumbauer's Orchestra
WIBO—Old Music Box
KYW—Teaberry Sports Reporter; The Globe Trotter
WJKS—Columbia Symphony Orchestra (CBS)

10:10 P.M.
KYW—Earle Tanner's Orchestra
WCFL—Musical Weather Report

10:15 P.M.
WENR—Cesare Soderio's Orchestra (NBC)
WMAQ—Dan and Sylvia
WCFL—WCFL Orchestra
WGN—The Dream Ship
WJKS—Monroe Bros. Old Timers

10:30 P.M.
WGN—Bernie Cummins' Orchestra
WIBO—Wendell Hall, the Red Headed Music Maker
WENR—Phil Levant's Orchestra
WMAQ—Padded Fists
KYW—Dan Russo's Orchestra
WCFL—Armour Glee Club
WJKS—Little Jack Little (CBS)

10:45 P.M.
WJKS—Ozzie Nelson's Orchestra (CBS)
WMAQ—Paul Whiteman's Orchestra (NBC)
WIBO—Recitals in Miniature

10:55 P.M.
WAAF—Marmola Thumb Nail Drama

11:00 P.M.
WCFL—Merry Garden Ballroom Orchestra
WENR—Hollywood on the Air (NBC)
WGN—Clyde McCoy's Orchestra
WMAQ—Via Lago Orchestra
KYW—Frankie Masters' Orchestra
WIBO—Musical Tapestry; Leo Terry Program
WJKS—Elks Toast

11:05 P.M.
WJKS—Noble Sissle's Orchestra (CBS)

11:15 P.M.
WSBC—Jerry Sullivan, song special
WMAQ—Hotel New Yorker Orchestra (NBC)

11:30 P.M.
WGN—Late Evening Dance Orchestras
WJKS—Freddie Martin's Orchestra (CBS)
KYW—Lew Diamond's Orchestra
WENR—Pacific Serenade
WMAQ—Beach View Gardens Orchestra

12:00 MIDNIGHT
KYW—Dan Russo's Orchestra
WBBM—Around the Town Dance Orchestras
WMAQ—Via Lago Orchestra
WENR—Hotel Pierre Orchestra

12:15 A.M.
WMAQ—Beach View Gardens Orchestra

12:30 A.M.
WENR—Carol Loftner's Orchestra
WMAQ—Via Lago Orchestra
KYW—Frankie Masters' Orchestra (NBC)

Programs For Friday, September 30

6:00 A.M.
WLS—WLS Smile A While Time
WJJD—Good Morning Program
WAAF—Farm Folks' Hour

6:15 A.M.
WLS—Weather Report; produce reporter; livestock
WJJD—Int'l Buckle Busters

6:20 A.M.
WLS—Slim and Spud, skit

6:30 A.M.
WIBO—Uncle John and His Family
WMAQ—Setting Up Exercises
WJJD—International Buckle Busters
WLS—Cumberland Ridge Runners

6:45 A.M.
WBBM—Farm Information
WJJD—Organ Melodies

6:55 A.M.
WBBM—Musical Time Saver

7:00 A.M.
WLS—Paul Rader's Tabernacle
WMAQ—Tune Time
WLS—Maple City Four and John Brown
WCFL—Morning Shuffle
KYW—Marshall Field and Co.'s Musical Clock
WJJD—Old Time Ballad
WAAF—Breakfast Express
WMBI—Morning Worship Period

7:15 A.M.
WJJD—Gym of the Air

7:30 A.M.
WCFL—Cheerio; inspirational talk. NBC
WMAQ—Morning Worship
WLS—Steamboat Bill; Campbell Cereal
WIBO—Melodies
WJJD—Happy Go Lucky Time, Art Link
WGN—Leonard Salvo at the Organ
WBBM—Christian Science Churches of Illinois

7:45 A.M.
WLS—Jolly Bill and Jane (NBC)
WMAQ—John Fogarty, tenor (NBC)
WBBM—Musical Time Saver

8:00 A.M.
WMAQ—Waltzes (NBC)
WCFL—WCFL Kiddies' Aeroplane Club
WGES—Bohemian Melodies
WIBO—Smiles
WLS—Ralph Waldo Emerson, organist

8:15 A.M.
WCFL—Time Parade
WGN—Morning Minstrels (CBS)
WMAQ—Top of the Morning (NBC)
WLS—Ward Baking Company Program

8:30 A.M.
WGN—Grand Old Hymns
WBBM—Modern Living; Lindlahr's Magazine
WCFL—California Program; Eddie Dyer and Howard Kaiser

WLS—Musical Program
WIBO—Musical Varieties
WMAQ—Musical Hodge Podge

8:35 A.M.
WLS—Produce Market Reporter; livestock receipts
WMAQ—Woman's Radio Service

8:45 A.M.
WCFL—Dance Music
WGN—Leonard Salvo's Mail Box

8:50 A.M.
WLS—Sears Tower Topics Time

9:00 A.M.
WCFL—German Entertainment
WMAQ—Kresge Varieties
WGN—Charlie White's Gym of the Air
WIBO—Novelettes
KYW—Nothing but the Truth (NBC)
WGES—Organland
WAAF—Sing and Sweep
WBBM—J. Wilson Doty, organist

9:10 A.M.
WLS—Evening Post Reporter

9:15 A.M.
WBBM—Whispering Pianist
WCFL—Famous Soloists
WGN—Clara, Lu 'n' Em; The Super Soda Girls, NBC
KYW—Flying Fingers
WLS—Mac and Bob in Willard Program
WAAF—Food Economy, Margaret Dorr
WGES—Canary Concert
WIBO—Waltz Time

9:30 A.M.
WCFL—Highlights of Music
WJJD—Evans Revue
WGN—Allan Grant, pianist
WBBM—Burnham's Beauty Chat
WMAQ—Our Daily Food; Colonel Goodbody. NBC
WLS—The Monarch Hostess; Martha Crane and Quartet

WIBO—Scintillating Rhythm
KYW—The Strolling Fiddler (NBC)

9:35 A.M.
WGN—Allan Grant, pianist

9:45 A.M.
WCFL—Kroehler Program
WBBM—Jean and Charlie
KYW—Betty Crocker (NBC)
WAAF—Bill Baar's "Bits of Life"
WIBO—Your Clothes
WLS—Mama's Old Time Teacookies; Ralph and Hal, Old Timers

WMAQ—Board of Trade
WGES—Timely Tunes
WGN—Music Weavers' Quarter Hour

9:50 A.M.
WMAQ—Consolaires (NBC)

CARLETON SMITH IN EUROPE

Visits Foreign Radio Stations

TO anyone who is even casually familiar with the broadcasting activities centered on Madison and Fifth Avenues in New York City, or with the smaller operating plants in the American radio system, a visit to the stations of central Europe affords a great surprise. The surroundings are antiquated and the simplicity of operation nothing short of startling.

Radio is a recent invention, and many of the countries of Europe have been too poor to provide new buildings to house the "infant." Consequently it must have its "growing pains" in quarters that have been discarded for other uses.

The leading—in fact, the only—station in Vienna has its largest studio several blocks distant from the smaller studios, and the executive offices. Having been told of the size, and having heard some programs which emanated therefrom, I was not prepared for what I saw.

Going up a wide staircase with heavy carpeting, I came to a stall that overlooked a large ball room, the walls still bedecked with full-length mirrors. Seated below, their images reflecting on every side so that there appeared to be many more, were some thirty men—the orchestra for "light" music. After the completion of the opera, which was being relayed from Munich, they would play for an hour and a half real Viennese music, interspersed with "William Tell," "Poet and Peasant," and other popular numbers.

Europeans are not excited about the radio, nor curious to see its back-stage operations. The tempo of their life is so different from our own that radio does not attract the attention it does here, where speed and newness are everywhere admired.

And so the programs do not move with that robot-like precision to which we are accustomed. The announcer or "speaker," as he or she is known, may have three or four silent minutes between numbers to give the orchestra a chance to rest. Time is not valuable. No one pays for it. There is no

commercial announcement to make. And the listeners are in the habit of taking their time and having another stein of beer in the interim.

Hence, the program may end at eleven-thirty or twelve-five. There is no hurry. Neither is the music measured by the clock during the day. No one objects if a seven o'clock program begins at seven-fifteen. So you don't set your watch by European programs.

But you can admire their quality. A cultivated taste is evident in the arrangement. And if the "finest" soloists are not employed, neither is one voice better than another. All is subordinated to the will of the conductor, who is likely to be as capable, if his forte is in operetta, as a conductor of "grand" opera. The latter, by the way, never seems as "grand" in Europe as at home. Somehow you feel the music is the thing to be admired, and not the performers.

European radio programs are presented, also, without that patch-work pattern that characterizes our own. A single program frequently continues two or three hours. But then, as you know, the tempo is different. We have the advantage or disadvantage, whichever you say, of variety.

One program which interested me was the "Hour of the Youngest," when new artists were given their chance. The untried musician who has passed a satisfactory audition is allowed to choose a classic and give his interpretation. Much promising talent has been thus discovered. But little opportunity for advancement is available. Musicians have suffered, and suffered horribly, during post-war years.

This you can easily detect if you listen to that other fascinating weekly feature called, "Works of the Moment." Suffering and sorrow find expression in the queerest media—almost idiotic—but unmistakable.

The "fan-mail"—what there is—offers complaints, chiefly. There is too much opera—too many classics—letters say. And the director told me the board was attentive to the voice of the people, and to the newspapers. Programs are planned six weeks in advance by a Committee of nine men who have charge of various fields of interest, such as music, literature, science and news. In friendly and informal chats, they decide the bill-of-fare for the week.



CARLETON SMITH



You'd never guess who we're introducing to you here. Look hard—and still you'd never guess. Amos 'n' Andy—you've heard of them—went out to the Cub's Park the other day and horsed around a bit with the boys before practice. And one sly photographer caught them when they weren't looking. The Chicago Cubs won the pennant. This is exactly right, according to the prediction of both Charles Correll and Freeman Gosden. The World Series will be broadcast (See Page Two).

THE PLAY'S THE THING

(Programs are listed in Central Standard Time)

SUNDAY

Moonshine and Honeysuckle—WMAQ-NBC, 1:30 p. m.
Roses and Drums—WBBM-CBS, 4 p. m.
Wheatonville—WMAQ-NBC, 6:15 p. m.
The Beachcomber—KYW-NBC, 8:45 p. m.
Sunday at Seth Parker's—KYW-NBC, 9:45 p. m.
Malik Mystery—WMAQ-NBC, 10 p. m.

MONDAY

Clara, Lu 'n' Em—WGN-NBC, 9:15 a. m.
Household Dramatization—KYW-NBC, 10:15 a. m.
Today's Children—WMAQ, 10:45 a. m.
Painted Dreams—WGN, 11:35 a. m.
Smackout—WMAQ-NBC, 2:30 p. m.
Skippy—WBBM-CBS, 5:30 p. m.
Wheatonville—WMAQ-NBC, 6:15 p. m.
The Secret Three—WGN, 6:15 p. m.
The Stebbins Boys—WENR-NBC, 6:30 p. m.
The Goldbergs—WENR-NBC, 6:45 p. m.
Chandu, The Magician—KYW, 6:45 p. m.
Big Leaguers and Bushers—WGN, 7 p. m.
Fu Manchu—WGN-CBS, 7:45 p. m.
Evening in Paris Mysteries—WGN-CBS, 8:30 p. m.
Country Doctor—WMAQ-NBC, 9 p. m.
Easy Aces—WGN-CBS, 9:15 p. m.
Myrt and Marge—WBBM-CBS, 9:45 p. m.
Amos 'n' Andy—WENR—WMAQ-NBC, 10 p. m.
Dan and Sylvia—WMAQ, 10:15 p. m.

TUESDAY

Happyville Special—WLS, 8:15 a. m.
Through Lighted Windows—WMAQ-NBC, 9 a. m.
Clara, Lu 'n' Em—WGN-NBC, 9:15 a. m.
Today's Children—WMAQ, 10:45 a. m.
Painted Dreams—WGN, 11:35 a. m.
Smackout—WMAQ-NBC, 2:30 p. m.
Skippy—WBBM-CBS, 5:30 p. m.
Wheatonville—WMAQ-NBC, 6:15 p. m.
The Secret Three—WGN, 6:15 p. m.
The Stebbins Boys—WENR-NBC, 6:30 p. m.
The Goldbergs—WENR-NBC, 6:45 p. m.
Chandu, The Magician—KYW, 6:45 p. m.
Tibbie Crump—WCFL, 6:45 p. m.
Adventures in Health—WLS-NBC, 7:30 p. m.
Friendship Town—KYW-NBC, 8:30 p. m.
Eno Crime Club—WGN-CBS, 8:30 p. m.
Country Doctor—WMAQ-NBC, 9 p. m.
Police Dramatization—WENR-NBC, 9 p. m.
Myrt and Marge—WBBM-CBS, 9:45 p. m.
Amos 'n' Andy—WENR—WMAQ-NBC, 10 p. m.
Dan and Sylvia—WMAQ, 10:15 p. m.

Braggs on Sax Tooting

Frank Trumbauer, king of the saxophone, whose orchestra is now filling an engagement at the Lincoln Tavern, Chicago, from whence it is heard nightly over WGN, issues a challenge to every saxophonist to "tongue" more notes a minute than he can. The sax king is twice as fast as a machine gun.

At a recent demonstration, Trumbauer tongued six notes per beat and 150 beats per minute, or a total of 900 notes in a minute's time.

Army machine guns, under the best of conditions, fire but 450 shots a minute. Thus Trumbauer doubles the speed of man's most rapid weapon.

WEDNESDAY

Through Lighted Windows—WMAQ-NBC, 9 a. m.
Clara, Lu 'n' Em—WGN-NBC, 9:15 a. m.
Household Dramatization—KYW-NBC, 10:15 a. m.
Today's Children—WMAQ, 10:45 a. m.
Painted Dreams—WGN, 11:35 a. m.
Smackout—WMAQ-NBC, 2:30 p. m.
Dromedary Caravan—WENR-NBC, 4:15 p. m.
Skippy—WBBM-CBS, 5:30 p. m.
Wheatonville—WMAQ-NBC, 6:15 p. m.
The Secret Three—WGN, 6:15 p. m.
The Stebbins Boys—WENR-NBC, 6:30 p. m.
The Goldbergs—WENR-NBC, 6:45 p. m.
Chandu, The Magician—KYW, 6:45 p. m.
Big Leaguers and Bushers—WGN, 7 p. m.
Big Time—WLS-NBC, 7 p. m.
Eno Crime Club—WGN-CBS, 8:30 p. m.
Country Doctor—WMAQ-NBC, 9 p. m.
Easy Aces—WGN-CBS, 9:15 p. m.
Myrt and Marge—WBBM-CBS, 9:45 p. m.
Amos 'n' Andy—WENR—WMAQ-NBC, 10 p. m.
Dan and Sylvia—WMAQ, 10:15 p. m.

THURSDAY

Happyville Special—WLS, 8:15 a. m.
Vic and Sade—WCFL-NBC, 8:30 a. m.
Through Lighted Windows—WMAQ-NBC, 9 a. m.
Clara, Lu 'n' Em—WGN-NBC, 9:15 a. m.
Today's Children—WMAQ, 10:45 a. m.
Pat Barnes—WENR-NBC, 11:15 a. m.
Painted Dreams—WGN, 11:35 a. m.
Famous Loves—WMAQ-NBC, 2:15 p. m.
WLS Home Theater—WLS, 2:15 p. m.
Smackout—WMAQ-NBC, 2:30 p. m.
Skippy—WBBM-CBS, 5:30 p. m.
The Secret Three—WGN, 6:15 p. m.
Wheatonville—WMAQ-NBC, 6:15 p. m.
The Stebbins Boys—WENR-NBC, 6:30 p. m.
Tibbie Crump—WCFL, 6:45 p. m.
The Goldbergs—WENR-NBC, 6:45 p. m.
Chandu, The Magician—KYW, 6:45 p. m.
Rin Tin Tin Thriller—WLS-NBC, 7:30 p. m.
Thompkins Corners—KYW-NBC, 8:30 p. m.
Country Doctor—WMAQ-NBC, 9 p. m.
Myrt and Marge—WBBM-CBS, 9:45 p. m.
Amos 'n' Andy—WENR—WMAQ-NBC, 10 p. m.
Dan and Sylvia—WMAQ, 10:15 p. m.

FRIDAY

Clara, Lu 'n' Em—WGN-NBC, 9:15 a. m.
Today's Children—WMAQ, 10:45 a. m.
Painted Dreams—WGN, 11:35 a. m.
Smackout—WMAQ-NBC, 2:30 p. m.
Dromedary Caravan—WENR-NBC, 4:15 p. m.
Skippy—WBBM-CBS, 5:30 p. m.
The Secret Three—WGN, 6:15 p. m.
The Stebbins Boys—WENR-NBC, 6:30 p. m.
The Goldbergs—WENR-NBC, 6:45 p. m.
Chandu, The Magician—KYW, 6:45 p. m.
Big Leaguers and Bushers—WGN, 7 p. m.
March of Time—WGN-CBS, 7:30 p. m.
Adventures in Health—WLS-NBC, 7:30 p. m.
First Nighter—WLS-NBC, 8 p. m.
Night Extra; Radio Guide skit—WIBO, 8:45 p. m.
Country Doctor—WMAQ-NBC, 9 p. m.
Easy Aces—WGN-CBS, 9:15 p. m.
Myrt and Marge—WBBM-CBS, 9:45 p. m.
Amos 'n' Andy—WENR—WMAQ-NBC, 10 p. m.
Dan and Sylvia—WMAQ, 10:15 p. m.

SATURDAY

Through Lighted Windows—WMAQ-NBC, 9 a. m.
Adventures of Helen and Mary—WBBM-CBS, 10 a. m.
Household Dramatization—KYW-NBC, 10:15 a. m.
Pat Barnes—WENR-NBC, 11:15 a. m.
Painted Dreams—WGN, 11:35 a. m.
Skippy—WBBM-CBS, 5:30 p. m.
The Goldbergs—WENR-NBC, 6:45 p. m.
Tibbie Crump—WCFL, 6:45 p. m.
K-7—KYW-NBC, 7:30 p. m.
Amos 'n' Andy—WLS—WMAQ-NBC, 10 p. m.

Crime Dramas Lure Famous Actors

(Continued from Page Six)

their energies towards radio, but the networks are luring the finest actors from the Broadway stage. There is the case of Richard Gordon, the Sherlock Holmes of the air. He was once the matinee darling of the White Way. He was the leading man and cast in important roles with such actresses as Ethel Barrymore, Judith Anderson, Violet Heming, Gertrude Lawrence, and Justine Johnstone.

But he has reached his greatest heights in radio. Just as William Gillette reveled in the role of Sherlock Holmes on the stage, so Richard Gordon loves the part in radio. Scotland Yard blunders along stupidly and falls down on the job—but not Sherlock Holmes. His breathless audience is spellbound when he disentangles baffling mysteries, and they have been able to visualize him—pipe and fore and aft checked cap—as clearly on the radio as on the stage.

All because Richard Gordon is one of the greatest actors who has learned to concentrate all his ability into one medium of expression—the voice—to the exclusion of pantomime.

Richard Gordon's fans take him literally as the world's most astute detective. Whenever a sensational murder is committed, he is swamped with letters asking him to give his solution. And people are always writing him, offering rewards if he will recover some lost heirloom. The Holmes series will be back on the air October 5th.

Edward Reese, the famous detective of the Eno Crime Club, is another who came from a

successful Broadway career to an even more successful career in radio. He was Margaret Wycherly's leading man in "The Verge," and was Fay Bainter's leading man in "East is West." New York playgoers also knew him well for his Theatre Guild productions.

Elsie Hitz, who takes the leading role in "Evening in Paris" mysteries, played in Broadway mystery plays, most famed of which was "The Cat and the Canary."

It's tricky, this mystery story writing, take it from John Gihon, who writes about the adventures of Detective Malik. John thinks that it is a lot harder to write for the radio than for magazines, because, in his own words: "Your radio listeners are sharper, catch on quicker, and are more alert for every possible clue."

"In radio drama, the clue must be audible—it must be spoken. There it is—cold and stark—with little chance of disguising it, since it is sound alone that conveys all action over the air. Yes, we must give clues, otherwise we're not being fair with our listeners. We have to point the way to them, and hope they won't seize upon it until we're ready to reveal the plot."

"Mystery story writing is principally a matter of matching wits with your audience."

If you can do that—and be fair with your audience too—the coffers of radio are open to you. But there aren't many writers who can do it, or they wouldn't have to import their mystery stories from Europe.

Friday Programs [Continued]

10:00 A.M.
WGN—Irene Wicker and Allan Grant
WBBM—Magic Piano Twins (CBS)
KYW—U. S. Marine Band (NBC)
WLS—Weather Report; Livestock; Butter and Egg Markets
WCFL—Dance Music
WIBO—Popular Echoes
WJJD—Komiss Musical
WAAF—Piano Rambles
WSBC—Home Hours
WGES—Among My Souvenirs

10:15 A.M.
WENR—Market Reports; Piano Novelties (NBC)
WBBM—Julia Hayes, Household Hints
WMAQ—Musical Hodgepodge; hourly nursing
WGN—Melody Favorites
WIBO—Market Reporter
WJJD—Neighborhood Store
WAAF—Salon Music
WGES—Morning Musicale

10:25 A.M.
WGN—Board of Trade Reports

10:30 A.M.
WGN—Digest of the News
WBBM—Through the Looking Glass (CBS)
WAAF—Effie Marine Harvey's Educational Chat
WJJD—Billy Sunshine
KYW—In the Spotlight
WENR—In College Inn
WIBO—Ahead of the News
WGES—Southern Moods
WMBI—Music
WMAQ—U. S. Marine Band (NBC)

10:40 A.M.
WMBI—Radio School of the Bible

10:45 A.M.
WJJD—Mary Alden; home talk
WIBO—Persian Garden
WBBM—Ben Alley, tenor (CBS)
WSBC—Jerry Sullivan, song special
WENR—Kresge Serenaders (NBC)
WAAF—Musical Calendar
WGES—"appy Hits
WMAQ—Today's Children

10:50 A.M.
WGN—Pick of the Season

11:00 A.M.
WBBM—Adele Nelson, beauty talk
WGN—Hank Harrington and Bob Forsans
WCFL—Red Hot and Low Down
WMAQ—Johnny Marvin, tenor (NBC)
WIBO—Musical Masterpieces; organ
WJJD—Musical Gems
KYW—Prudence Penny
WAAF—Bandstand
WGES—Radio Headliners

11:15 A.M.
WENR—Miracles of Magnolia (NBC)
WMAQ—National Parent Teacher Ass'n Talk
KYW—On the 11:15; famous dance orchestras
WGES—Curtain Calls
WJJD—Concert Favorites
WBBM—Virginia Clarke; Jean and Charles
WAAF—World News Reports

11:30 A.M.
WGES—Erma Gareri; Piano Symphonies
WBBM—Frank Wilson and Jules Stein
WJJD—Young Mothers Club
WMAQ—On Wings of Songs (NBC)
WGN—Board of Trade Reports
WIBO—Peter Pan
WENR—Home Service
WAAF—Readheaded Bluebird
WMBI—Continued Story Reading

11:35 A.M.
WGN—Painted Dreams

11:45 A.M.
WBBM—Columbia Revue (CBS)
WLS—Musical Program
WJJD—Variety Music
WGES—Movie Reporter; Ethel and Harry
WAAF—Estelle Barnes, pianist

11:50 A.M.
WGN—Good Health and Training Program

11:55 A.M.
WLS—Evening Post Reporter

12:00 NOON
WJJD—Illinois Medical Society
WLS—Maple City Four and John Brown, pianist
WGN—Mid-Day Services
KYW—Dan Russo's Orchestra
WMAQ—Hotel New Yorker (NBC)

WIBO—WPCC
WAAF—Noon-Time Melodies; Weather
WCFL—The Red Invader
WMBI—Noonday Loop Evangelistic Service
WGES—Camptown Minstrels

12:15 P.M.
WIBO—Markets
WBBM—Local Markets
WJJD—Popular Melodies
WLS—Dinnerbell Program; M. S. Szymczak
WCFL—Hill Billy Program

12:20 P.M.
WBBM—News Flashes

12:30 P.M.
WCFL—Barton Organ Recital
WGN—Palmer House Ensemble
WIBO—Reading Room
WMAQ—Board of Trade
WBBM—Husk O'Hare's Band
KYW—National Farm and Home Hour (NBC)
WJKS—Daily Times News Flashes
WJJD—Farmer Rusk

12:35 P.M.
WMAQ—Palais d'Or Orchestra (NBC)

12:40 P.M.
WJKS—Farm Flashes; Ralph Robertson

12:45 P.M.
WMAQ—Princess Pat, beauty talk
WJJD—Luncheon Dance Music
WCFL—Farm Talk

12:50 P.M.
WMAQ—Palais d'Or Orchestra

1:00 P.M.
WJKS—Musical Moments
WCFL—Barton Organ Recital; Eddy Hanson
WGN—Allan Grant, pianist
WLS—Three Little Maids
WBBM—Do Re Mi (CBS)

WLS—Homemakers' Program
WMAQ—Adventures in Hobby Riding (NBC)

2:20 P.M.
WGN—Earl Wilkie and Allan Grant

2:25 P.M.
WBBM—The Grab Bag; variety show (CBS)

2:30 P.M.
WJJD—Sunshine for Shut-ins
KYW—Women's Radio Review. (NBC)
WMAQ—Smackout, comedy duo (NBC)
WGN—Knitting Guild
WCFL—Radio Dan and Henrietta Kuehl, soprano
WIBO—Matinee Melodies
WAAF—Health Talk, Illinois State Medical Society

2:40 P.M.
WBBM—Flanagan Sport Hunches
WGN—Allan Grant, pianist

2:45 P.M.
WCFL—Songs of other Nations
WBBM—Alex Semmler, pianist (CBS)
WMAQ—World's Baseball Series
WLS—Piano Instruction
WIBO—Markets
WGN—Afternoon Musicale
WJKS—Alexander Semmler, pianist (CBS)

2:55 P.M.
WBBM—To be announced

3:00 P.M.
WJJD—Women's Club
KYW—Three Strings; Teaberry sports
WAAF—Organ Melodies
WBBM—Columbia Salon Orchestra (CBS)
WCFL—Dramatic Moments
WLS—Information Desk; Orchestra Program
WIBO—Studio Program
WMBI—Special Program
WJKS—Columbia Salon Orchestra (CBS)

WJJD—Indian Princess
WBBM—Schlagenhauer Party
WIBO—Dusk Dreams
WSBC—Jewish Program
WAAF—Joseph Belland

5:15 P.M.
WBBM—Tarzan of the Apes
WMAQ—Dance Masters
WENR—Palais d'Or Orchestra (NBC)
WIBO—Cartoonist of the Air
WCFL—John Maxwell, food talk
WAAF—Novelettes
WJKS—Daily Times News Flashes
KYW—Waldorf Orchestra (NBC)
WJJD—Dave Bennett's Orchestra

5:30 P.M.
WIBO—WPCC
WJKS—Popular Releases
WMAQ—Merry Madcaps (NBC)
WJJD—The Pied Piper
WBBM—Skippy; children's skit (CBS)
WCFL—Insurance Talk
WGN—Kellogg's Singing Lady (NBC)
KYW—Uncle Bob's Hydrox Ice Cream Party
WENR—Air Juniors

5:45 P.M.
WJKS—House of Haunted Melody
WCFL—WCFL Orchestra
WENR—Little Orphan Annie. NBC
WJJD—Isle of Dreams
WGN—Mandels Bridge Club of the Air
WAAF—The Spotlight
WBBM—Lone Wolf Tribe; Indian Story (CBS)

6:00 P.M.
WBBM—Jelke Program
WGN—Dinner Concert
WIBO—German Program
KYW—Dan Russo's Orchestra
WENR—What's the News?
WMAQ—Organ Reveries (NBC)
WJJD—Dave Bennett's Orchestra
WCFL—Hotel Allerton Orchestra
WJKS—Minute Rub Sports Review

6:15 P.M.
WGN—The Secret Three
WENR—Royal Vagabonds (NBC)
WIBO—Windy and Sven
WCFL—The Polyphonians
WJJD—Red Top Sports Reel
WBBM—The Golden Bird
WGES—Official Race Results by American Racing Record

6:25 P.M.
KYW—Teaberry Sports Reporter

6:30 P.M.
WENR—Stebbins Boys; Swift's Program. NBC
WGN—Tom, Dick and Harry, harmony trio
WBBM—Thora Martens and Howard Neumiller, pianist

6:45 P.M.
WMAQ—Blue Ribbon Malt Sports
WIBO—Ahead of the News
WJJD—Walt and Herb
WGES—Crusader Program
KYW—Frankie Masters' Orchestra
WCFL—Hotel Allerton Orchestra

7:00 P.M.
WENR—The Goldbergs; dramatic sketch. NBC
WGN—Mandels' "Bridge Club of the Air"
WMAQ—Best Foods Program. NBC
KYW—Chandu, the Magician
WCFL—City Desk, skit
WJJD—WJJD Orchestra
WIBO—Melodies

SPECIALS FOR TODAY

FOR LOG OF LOCAL STATIONS SEE PAGE 4

- 4:45 p. m. **WENR-NBC**—General Electric Circle; Heywood Brown
- 7:00 p. m. **KYW-NBC**—Cities Service Concert; Jessica Dragonette
- 7:30 p. m. **WGN-CBS**—March of Time; dramatized news events
- 8:00 p. m. **WLS-NBC**—First Nighter; drama
- 8:00 p. m. **WGN-CBS**—All-American Football Show; Chorus and orchestra

WIBO—Ahead of the News
WMBI—Organ Program
WAAF—Hoosier Philosopher
WMAQ—Soloist (NBC)

1:15 P.M.
WBBM—American Dental Society
WGN—Palmer House Ensemble
WLS—Livestock and Grain Markets
WMAQ—Bill Krenz, pianist
WIBO—Leo Terry, pop concert
WAAF—Salon Concert

1:20 P.M.
WMAQ—Board of Trade
WBBM—Helen Mors and Eddie Freckman

1:30 P.M.
WJJD—Hill Billy Time
KYW—Dan Russo's Orchestra
WBBM—Chicago Hour
WLS—Wm. Vickland's Book Shop
WMAQ—Public Schools Program
WCFL—Madame Marie DeParry, soprano
WIBO—Song Shop
WAAF—Pianoesque
WJKS—Alabama Boy; Ralph Robertson

1:45 P.M.
WAAF—Live Stock Market; Weather Summary
KYW—Mel Stitzel at the Piano
WLS—WLS Fanfare; Margaret Morton McKay
WGN—Allan Grant and Lawrence Salerno
WBBM—Chicago Hour
WIBO—B. & K. Reporter
WCFL—The Queen and the Hooper
WJKS—Columbia Artists Recital (CBS)

2:00 P.M.
KYW—Today's Tunes; orchestra and vocalists
WJJD—Helpful Household Hints
WLS—Musical Program
WBBM—Burnham's Beauty Chat
WJKS—The Grab Bag (CBS)
WCFL—Radio Troubadours (NBC)
WGN—Palmer House Ensemble
WMAQ—Three Shades of Blues (NBC)
WIBO—"Radio Gossip," Eddie and Fannie Cavanaugh
WMBI—Home Hour
WSBC—Sports Review
WAAF—Chicago on Parade

2:10 P.M.
WBBM—Art Gilham

2:15 P.M.
WCFL—Chicago Melody Four
WJJD—Late Dance Hits
WBBM—News Flashes

3:15 P.M.
WLS—Shopper's Service
WAAF—A Thought for Today
WJJD—Dreams of Hawaii
KYW—Dr. E. Herman N. Bundesen, Health Commissioner; talk

3:30 P.M.
WJJD—Popular Songsters
WBBM—Piano and Organ
WCFL—Variety Program
WENR—Tea Dansante
WJKS—George Hall's Orchestra (CBS)
WAAF—From the Far East
KYW—Two Doctors with Aces of the Air; Teaberry sports

3:45 P.M.
WENR—Lady Next Door
WJJD—Bridge Class of the Air
WAAF—World News Reports
WMBI—Dano-Norwegian Service

4:00 P.M.
WJKS—Wayne King's Orchestra
WBBM—Brooks and Ross
WCFL—Junior Federation Club
WJJD—Symphony Music
WENR—Rice String Quartet (NBC)
WAAF—Dancing Notes

4:15 P.M.
WENR—Dromedary Caravan; drama (NBC)
WJKS—John Kelvin, Irish tenor (CBS)
WBBM—John Kelvin, tenor (CBS)

4:30 P.M.
WJJD—Mooseheart Children
WJKS—Studio Frolics
WAAF—James Hamilton, baritone
WCFL—Day Dreamer
WBBM—Art Gilham, pianist
WENR—Old Pappy (NBC)
KYW—Earle Tanner, lyric tenor

4:45 P.M.
WENR—G. E. Circle; guest artist (NBC)
WGN—Afternoon Musicale
WBBM—News Flashes
KYW—Rhythm Revue; Teaberry Sports
WAAF—Ray Waldron's Sports Review

4:55 P.M.
WBBM—Organ Recital

5:00 P.M.
WGN—WGN Concert Orchestra
WJKS—Joy Time with Irene Beasley
WENR—Talk by Dr. Wm. Crocker (NBC)
KYW—Mel Stitzel at the piano
WCFL—Peter Pan

WIBO—Judge John H. Lyle on "Depressions Past and Present"
WGN—Big Leaguers and Bushers
WMAQ—Mr. Twister
WJJD—Frankie "Half Pint" Jaxon
KYW—Cities Service Concert. NBC
WLS—Nestle's Program, guest and orchestra (NBC)
WGES—Novak Players
WCFL—Arthur Koch, pianist

7:15 P.M.
WGN—Singin' Sam, the Barbasol Man (CBS)
WMAQ—Jingle Joe. (NBC)
WIBO—Organ Program
WCFL—World's Fair talk
WJJD—Dr. and Mrs. Jerry

7:30 P.M.
WGN—March of Time (CBS)
WMAQ—Legal Clinic of the Air
WLS—Adventures in Health; Dr. H. N. Bundesen
WJJD—International Buckle Busters
WIBO—Frank Hathaway and Orchestra
WCFL—E. J. Costello, talk

7:45 P.M.
WMAQ—Janet Fairbank, soprano
WCFL—Bulletin Board, Labor Flashes
WLS—College Inn Orchestra (NBC)
WIBO—Land o' Song; organ
WJJD—Doris and Bill, song skit

8:00 P.M.
WGN—All-American Football Show (CBS)
KYW—Frankie Masters' Orchestra
WLS—First Nighter, drama (NBC)
WJJD—Dave Bennett's Orchestra
WCFL—Frank Dane, crooner
WIBO—Songs of Romance
WBBM—Harriet Cruise
WMAQ—Clicquot Club; Harry Reser's Orch. (NBC)
WSBC—Polish Program
WGES—Neapolitan Nights

RADIO GUIDE

Presents

"NIGHT EXTRA"

A Playlet Over Station

WIBO

"Top O' The Dial"

Friday, September 30th
 8:45-9 p. m. (CST)

Friday Programs [Continued]

<p>8:15 P.M. WCFL—Night Court WJJD—Farmer Rusk's Service WBBM—Jack Russell's Orchestra</p> <p>8:30 P.M. WMAQ—Armour Program; Roy Shield's Orch. (NBC) WGN—Woodbury Program (CBS) WBBM—Gus Arnheim's Band WCFL—Kroehler Program KYW—Low Diamond's Orchestra WIBO—Joe Springer's Sport Views WENR—Leo Reisman's Orchestra. NBC WJKS—Polish Hour</p> <p>8:45 P.M. WIBO—Night Extra; Radio Guide Mystery Drama WCFL—Grace Wilson, songs WBBM—The Four Norsemen; Gertrude Lutzi</p> <p>9:00 P.M. WBBM—Belle Forbes Cutter, soprano and orchestra (CBS) WGN—Music That Satisfies WIBO—Wendell Hall WMAQ—Phil Lord, the Country Doctor (NBC) WCFL—German Program KYW—Rex Maupin's Aces of the Air WENR—Paul Whiteman's Orchestra (NBC)</p>	<p>9:15 P.M. WMAQ—Concert Orchestra (NBC) WGN—Easy Aces; comedy sketch WIBO—Terry Tunes WBBM—Frank Westphal's Orchestra</p> <p>9:30 P.M. WGN—Tomorrow's Tribune WJKS—Guy Lombardo's Orchestra (CBS) KYW—Low Diamond's Orchestra WENR—Mystery Drama (NBC) WMAQ—Northern Trust Northerners WIBO—Nu Grape Twins WCFL—Eric Russell Cook, baritone WBBM—Jack Mile's Orchestra</p> <p>9:40 P.M. WGN—Headlines of Other Days</p> <p>9:45 P.M. WIBO—B and K Reporter, news WBBM—Myrt and Marge; drama (CBS) WGN—Troubadours; Lawrence Salerno, songs KYW—The Boys WJKS—Alabama Boy; Ralph Robertson WCFL—Speaker's Bureau WENR—Irma Glen's Lovable Music (NBC)</p> <p>10:00 P.M. WMAQ—Amos 'n' Andy. NBC WGN—Frankie Trumbauer's Orchestra WENR—Amos 'n' Andy. NBC</p>	<p>WIBO—Old Music Box WCFL—School Teachers' Talk KYW—Teaberry Sports Reporter; Globe Trotter WJKS—Columbia Symphony Orchestra (CBS)</p> <p>10:10 P.M. KYW—Rex Maupin's Aces of the Air WCFL—Musical Weather Report</p> <p>10:15 P.M. WCFL—WCFL Orchestra WGN—The Dream Ship WENR—Maxwell House Program (NBC) WMAQ—Dan and Sylvia</p> <p>10:30 P.M. WMAQ—Padded Fists KYW—Frankie Masters' Orchestra WIBO—Wendell Hall WGN—Bernie Cummins' Orchestra WCFL—Hotel Allerton Orchestra WENR—Phil Levant's Orchestra WJKS—Charles Carlile, tenor (CBS)</p> <p>10:45 P.M. WJKS—Freddie Martin's Orchestra (CBS) WMAQ—Hotel New Yorker Orchestra (NBC) WCFL—WCFL Orchestra WIBO—Songs of Other Lands</p> <p>11:00 P.M. WCFL—Barton Organ Recital by Eddy Hanson WGN—Clyde McCoy's Orchestra</p>	<p>WENR—Cotton Club Orchestra (NBC) WMAQ—Via Lago Orchestra WIBO—Songs that Pass in the Night KYW—Dan Russo's Orchestra WJKS—Elks Toast WSBC—Mallera's Studio Program</p> <p>11:05 P.M. WJKS—Bernie Cumins' Orchestra (CBS)</p> <p>11:15 P.M. WMAQ—Beach View Orchestra</p> <p>11:30 P.M. WGN—Late Evening Dance Orchestras KYW—Low Diamond's Orchestra WENR—Terrace Garden Orchestra WCFL—Hotel Allerton Orchestra WIBO—Musical Tapestry; Leo Terry WJKS—Ozzie Nelson's Orchestra (CBS) WMAQ—Ted Black's Orchestra (NBC)</p> <p>12:00 MIDNIGHT WBBM—Around the Town Dance Orchestras WENR—Charlie Agnew's Orchestra (NBC) KYW—Dan Russo's Orchestra WMBI—Midnight Musical and Gospel Hour</p> <p>12:30 A.M. WENR—Ted Florito's Orchestra (NBC) WMAQ—Via Lago Orchestra KYW—Frankie Masters' Orchestra (NBC)</p>
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Programs For Saturday, October 1

<p>6:00 A.M. WLS—Smile A While Time WJJD—Good Morning Program WAAF—Farm Folks' Hour</p> <p>6:15 A.M. WLS—Weather Report; produce reporter; livestock</p> <p>6:20 A.M. WLS—Slim and Spud, skit WJJD—Int'l Buckle Busters</p> <p>6:30 A.M. WIBO—Uncle John and his Family WJJD—International Buckle Busters WMAQ—Setting Up Exercises WLS—Cumberland Ridge Runners</p> <p>6:45 A.M. WBBM—Farm Information WJJD—Organ Melodies</p> <p>6:55 A.M. WBBM—Musical Time Saver</p> <p>7:00 A.M. WCFL—Morning Shuffle WAAF—Breakfast Express WMAQ—Tune Time KYW—Marshall Field and Co.'s Musical Clock WJJD—Old Time Ballad WLS—Paul Rader's Tabernacle WCRW—Musical Breakfast WMBI—Morning Worship Period</p> <p>7:15 A.M. WJJD—Gym of the Air</p> <p>7:30 A.M. WCFL—Cheerio. NBC WGN—Leonard Salvo at the Organ WLS—Steamboat Bill; Campbell Cereal WBBM—Christian Science Churches of Illinois WIBO—Melodies WJJD—Happy Go Lucky Time; Art Link WMAQ—Morning Worship</p> <p>7:45 A.M. WMAQ—John Fogarty, tenor WLS—Children's Program WBBM—Musical Time Saver</p> <p>8:00 A.M. WMAQ—Waltzes (NBC) WLS—Gene and Glenn (NBC) WCFL—WCFL Kiddies' Aeroplane Club WIBO—Smiles WGES—Bohemian Melodies</p> <p>8:15 A.M. WCFL—Time Parade WLS—Happyville Special; Spareribs and Jack WMAQ—Top o' the Morning (NBC) WGN—The Commuters; Vincent Sorey's Orch. CBS</p> <p>8:30 A.M. WGN—Leonard Salvo's Mail Box WLS—Musical Program WBBM—Modern Living WCFL—California Program; Eddie Dyer and Howard Kaiser WMAQ—Jack and Jill; singing team (NBC) WIBO—Musical Varieties</p> <p>8:35 A.M. WLS—Produce Market Reporter; livestock receipts</p> <p>8:45 A.M. WMAQ—Nothing but the Truth (NBC) WCFL—Dance Music</p> <p>8:50 A.M. WLS—Sears Tower Topics Time</p> <p>9:00 A.M. WGN—Charlie White's Gym of the Air WGES—Organland WJJD—Taylor Time KYW—Musical Melange (NBC) WAAF—Sing and Sweep WCFL—German Entertainment WBBM—Ambassadors (CBS)</p>	<p>WMAQ—Through Lighted Windows (NBC) WIBO—Novelettes</p> <p>9:10 A.M. WLS—Evening Post Reporter</p> <p>9:15 A.M. WBBM—Whispering Pianist WGN—Voice of the Poet WLS—Willard Program with Mae and Bob KYW—Dance Masters (NBC) WMAQ—Neysa WGES—Canary Concert WCFL—Famous Soloists WAAF—Mrs. Margaret Dorr, Food Economy</p> <p>9:30 A.M. WGN—Board of Trade Reports WMAQ—Our Daily Food; Colonel Goodbody. NBC KYW—Flying Fingers WIBO—Tantalizing Harmonies WBBM—Burnham's Beauty Chat WLS—Monarch Hostess; Martha Crane and Quartet WCFL—Highlights of Music</p> <p>9:35 A.M. WGN—Dance Hits</p> <p>9:45 A.M. WGN—Music Weavers Quarter Hour WJJD—Home Makers Hour KYW—Consolaires (NBC) WMAQ—Board of Trade WCFL—Kroehler Program WLS—Variety Artists WAAF—Ask Me Another WBBM—Jean and Charlie WIBO—Popular Concert WGES—Timely Tunes</p> <p>9:50 A.M. WMAQ—Breen and de Rose (NBC)</p> <p>10:00 A.M. WCFL—Dance Music WGN—Irene Wicker and Music Weavers WJJD—Komiss Musical WMAQ—Cello Recital WAAF—Piano Rambles WIBO—Popular Echoes WLS—Livestock and Poultry Markets WBBM—Adventures of Helen and Mary (CBS) WSBC—Home Hours WGES—Star Dust</p> <p>10:15 A.M. WENR—Rhythm Ramblers (NBC) WMAQ—Happy Jack WGN—Melody Savers WJJD—Neighborhood Store WIBO—Market Reports WAAF—Salon Music WGES—Morning Musicale KYW—Household Institute; drama. NBC</p> <p>10:30 A.M. WBBM—Columbia Revue (CBS) WENR—In College Inn WIBO—Ahead of the News WJJD—Billy Sunshine WGN—Digest of the Days News WAAF—The Fireside Philosopher WGES—Tango Time WMBI—Gospel Music KYW—Novelettes WMAQ—Sven Swenson and his Swedhearts (NBC)</p> <p>10:40 A.M. WMBI—Church School Period</p> <p>10:45 A.M. WBBM—American Medical Association WIBO—Old Music Shop WGES—Rhythm Review WMAQ—YMCA Talk WJJD—Mary Alden; home talk</p>	<p>WAAF—Musical Calendar WENR—Spanish Idyll (NBC)</p> <p>10:50 A.M. WGN—Leon Benditsky</p> <p>11:00 A.M. WBBM—Julia Hayes Household Hints WMAQ—Johnny Marvin, tenor (NBC) WGN—Music Weavers Request Program WCFL—Red Hot and Low Down Program WENR—Our City WJKS—Daily Times News Flashes WIBO—Musical Masterpieces; organ WJJD—Musical Gems WAAF—Miss Helen's Children's Program WMBI—K. Y. B. Club WGES—Vodvil KYW—Prudence Penny, home economics</p> <p>11:15 A.M. WENR—Miracles of Magnolia (NBC) WJKS—Farm Flash; Danny Glenn WMAQ—On Wings of Song (NBC) KYW—On the 11:15; famous dance orchestras WBBM—Virginia Clarke; Jean and Charlie WJJD—Concert Favorites WAAF—World News Reports</p> <p>11:30 A.M. WJJD—Young Mothers Club WBBM—Frank Wilson and Jules Stein WIBO—Peter Pan Program WENR—Organ Melodies WAAF—Varieties WMBI—Jewish Sabbath Service WGES—Erma Gareri; Piano Symphonies</p> <p>11:35 A.M. WGN—Painted Dreams</p> <p>11:45 A.M. WLS—Weather Report; Livestock Estimates WJKS—Lake County Medical Society WBBM—Kentucky Colonels WAAF—Estelle Barnes, pianist WJJD—Century of Progress Talk WGES—Movie Reporter; Ethel and Harry WMAQ—Parent Teacher Talk</p> <p>11:50 A.M. WGN—Good Health Training</p> <p>11:55 A.M. WLS—Evening Post Reporter</p> <p>12:00 NOON WJJD—Popular Melodies WMBI—Organ Program and Gospel message WJKS—George Hall's Orchestra (CBS) WCFL—The Red Invader by Mathew Wolf WGN—Noonday Organ Recital WBBM—Jimmy Garrigan's Orchestra WIBO—WPCC WLS—Poultry Service; variety WAAF—Noon-Time Melodies; Weather Report KYW—Harold Stokes' Orchestra (NBC) WGES—Italian Serenade WMAQ—Dress Rehearsal (NBC)</p> <p>12:05 P.M. WMAQ—Board of Trade</p> <p>12:10 P.M. WMAQ—Dress Rehearsal (NBC)</p> <p>12:15 P.M. WBBM—Local Markets WCFL—Hill Billy Program KYW—Happy Jack (NBC) WIBO—Market Reports</p> <p>12:20 P.M. WBBM—News Flashes</p> <p>12:30 P.M. WJJD—Farmer Rusk WBBM—Husk O'Hare's Band WCFL—Barton Organ Recital WLS—National Farm Forum (NBC)</p>	<p>WGN—Madison String Ensemble (CBS) WMAQ—Hotel New Yorker Orchestra (NBC) KYW—The Farmers Union (NBC) WIBO—Reading Room WJKS—Madison Ensemble (CBS)</p> <p>12:40 P.M. WJKS—Farm Flash, Danny Glenn</p> <p>12:45 P.M. WJJD—Luncheon Dance Music WMAQ—Princess Pat Beauty Talk WCFL—Farm and Poultry Talk</p> <p>12:50 P.M. WMAQ—Hotel New Yorker Orchestra (NBC)</p> <p>1:00 P.M. WJKS—Saturday Syncopators (CBS) WGN—Leonard Salvo, organist WMAQ—Golden Pheasant Orchestra WIBO—News WCFL—Federation of Women's High School Teachers WAAF—Hoosier Philosopher WBBM—Saturday Syncopators (CBS)</p> <p>1:15 P.M. WJJD—Waltz Program WCFL—Barton Organ Recital WBBM—Columbia Salon Orchestra (CBS) WLS—Phil Evans; livestock WIBO—Leo Terry, pop concert WGN—Palmer House Ensemble WAAF—Willard Barton, tenor WMAQ—Constitutional Day Address (NBC)</p> <p>1:25 P.M. WLS—F. C. Bisson's Grain Market</p> <p>1:30 P.M. WLS—Musical Program WJJD—Hill Billy Time WIBO—Little Song Shop WMAQ—Symphonic Matinee (NBC) WMBI—Young Peoples Hour WAAF—Pianoesque WSBC—All Colored Kiddies Program WJKS—Alabama Boy; Ralph Robertson WCFL—World's Series Baseball Game KYW—Dan Russo's Orchestra WBBM—Chicago Hour</p> <p>1:45 P.M. WCFL—Illinois Women's Press Association WGN—Joseph Hassner, baritone WIBO—B. & K. Reporter WAAF—Live Stock Market; Weather Summary WBBM—Burnham's Beauty Chat WJKS—Columbia Salon Orchestra (CBS)</p>
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Fireman, Save My Train

Ed Wynn, the Texaco Fire Chief, after his broadcast over NBC networks recently,



hopped into a waiting automobile and was escorted by a motorcycle policeman to the Grand Central Terminal. Wynn had to catch a train for Boston, where his stage show opened the next day.



Voice of the Listener



Voices for Women!

New York, N. Y.

Gentlemen:

I observe with interest your article, "Radio Waits The Woman Announcer" in your issue of September 11-17th.

Have you ever heard Catherine Mackenzie on her own broadcast from Columbia at 10:15 a. m.? Here is a really very fine radio voice and personality. I recall her as "Mrs. Blake" of the Proctor and Gamble period last year. Especially for morning broadcasts—household period—the woman announcer or "Mistress of Ceremonies" seems to me to be far superior to men. At least when you get such natural ability as Miss Mackenzie's combined with her showmanship and tried experience.

As the author of "Empire Builders," "Historic Trials," "The Westinghouse Salute" and "Realities of Romance" I am naturally also interested in what you say about the comeback of radio drama. As a matter of fact, this field is largely untouched.

Edward Hale Bierstadt

And Here's Another

Hammond, Indiana

Dear Editor:

In answer to your article "Radio Waits The Woman Announcer," I hereby nominate Miss Cornelia Osgood as having the best voice on the air. She was formerly director of WJJD and is now with Myrt and Marge. Although I am on the air myself, I am well aware of the fact that the feminine voice does not register so well on radio. Most of them are naturally too high, and if deliberately placed lower are, of course, artificial. Miss Osgood's voice is naturally low and mellow; there are no squeaks or cracked inflections. It is very easy on the ears of the listener. Therefore, I believe she has the voice for radio.

Maysie Klein

You Get a Subscription— Printed or Not!

Osceola, Indiana

Dear Sir:

For the last nine months I have been lying on a Bradford frame with T. B. of the spine. About every two weeks or so I can get the money for a RADIO GUIDE, and I get so very much pleasure from it. So I am sending in a Mikritic and if it should be good enough to be printed please send me the RADIO GUIDE for the dollar.

Dalton Mellott

Consider the Kids, Stoop

Baltimore, Maryland

Gentlemen:

I have just read the RADIO GUIDE and have come across an article about Col. Stoopnagle and Budd. I am sure disappointed at their change of schedule. They used to be on the air at 7:45, and now they're on at 9:15 p. m.

The reason I'm so particular is because the average child cannot stay up that late. Doesn't the Columbia Broadcasting System consider the kiddies? I think they listen to the comedians just as much as the older folks.

I say this because I am only eleven myself. Please try to bring them back to their original time.

Harriette Small

The McCoy from Hawaii

Hilo, Hawaii

Mr. Clyde McCoy,
Care of RADIO GUIDE.

Dear Mr. McCoy:

Aloha from Hawaii!

It was just by chance that I heard you last night, as I had forgotten what time you were on the air. I just by chance tuned in on WGN, Chicago, and heard them announce that you would be on the air in a few minutes. I was reading the July 24-30 copy of the RADIO GUIDE at the time and was just reading about you being at the Drake Hotel.

I listened to your whole program and want

to take this opportunity to tell you how much I enjoyed it, even though there was quite a lot of static down here in Hawaii. You have a fine orchestra and I hope some day to be able to dance to it in one of the largest hotels in the U. S. I hate real jazz but do enjoy the newest selections when they are played nicely.

You may not believe that I really did hear your program so just to prove it to you, here are some of the selections you played: "I'm Yours For Tonight," "I've Got a Date With an Angel," "Three on a Match" and "Paradise." Now will you believe me?

Aloha Uui Loa,
Goldie Charlock

Have Your Little Say

Philadelphia, Pennsylvania

Editor:

Have been reading your GUIDE for a long time and enjoy the Voice of the Listener immensely. Now we would like to have our little say.

We have selected what we think are the ten best orchestras of the country. If any one disagrees, will he please write in his list so we can get other people's favorites?

1—Guy Lombardo; 2—Wayne King; 3—Hal Kemp; 4—Isham Jones; 5—Ben Bernie; 6—Ted Fiorito; 7—Clyde McCoy; 8—Jack Miles; 9—Don Bestor; 10—Paul Whiteman.
Ernest Welsh

A Pearl of Great Price

Chicago, Illinois

Dear Editor:

Just a line to say that I think the "Bunch o' Friends" who wrote in a recent issue of RADIO GUIDE, are sadly mistaken. The best thing that Lucky Strike ever did was to put Jack Pearl on in place of Walter Winchell. He is undoubtedly the most amusing character on the air.

It wasn't Winchell and his disgusting scandal-mongering that made the program famous. It was the hour of exquisite dance music. It's the snooty fellows like Winchell that have caused much unpleasantness for celebrities, as well as a good many divorces.

As to the threat to give up Luckies—foolishness! How many of that "Bunch o' Friends" smoke them?

"E. C."

We Like It, too

Chicago, Illinois

Gentlemen:

Just a few words to tell you how I enjoyed your new RADIO GUIDE broadcast known as "Night Extra," Friday night at 8:45 over WIBO.

It was a very exciting and an intense drama. I can't wait till next week to hear the continuance of the broadcast. I crave thrills and that is what I got when I listened to "Night Extra."

Fred Litwitz, Jr.

Here's the Solution

New Hyde Park, N. Y.

Gentlemen:

"How happy I could be with either,
Were t'other dear charmer away!"

I agree in part with your critic on program arrangements, but my love of fair play prompts me to remind him that if he had allowed his dial to remain firmly in place over WEA, he could have heard Lawrence Tibbett undisturbed by the "Git Along Li'l Doggies" program which was holding forth over WJZ at one and the same time. And my grouch is just that.

I love the glorious voice of Lawrence Tibbett and take advantage of every opportunity to hear him. But "The Li'l Doggies"

have a place in my heart all their own, and it does seem too bad that out of an entire week two such enjoyable programs should choose the same half hour.

Of course, most of us realize that John White's characterization of "The Lonesome Cowboy" is a part he is playing, and we don't expect him to be a really truly cowboy any more than we would expect to see Lawrence Tibbett running around with a cup of lather and a brush to justify his right to sing the part of "Figaro." A truly great performance.

E. M. Arker

Thank You, Professor

Beloit, Wisconsin

Gentlemen:

I very seldom write publications, but Mr. Carleton Smith's articles on Capri and Rome compel me to voice my enthusiasm for this young writer's talent. Several of my colleagues are readers of the RADIO GUIDE simply because of the excellence of Mr. Smith's columns. His criticisms assure the acceptance of your paper in discriminating circles.

I hope we can look forward to reading Mr. Smith again this winter.

William Bledsoe,
Professor of Economics,
Beloit College

It Sure Is a Honey

Trenton, New Jersey

Dear Editor:

I have been reading "Voice of the Listener" and I think it's marvelous. I saw a letter a few weeks ago signed, "Now Happy," and I want to say that is some song, for I was just another that heard it over the air.

"You're Just The Girl For Me"—I believe that song had me crying, too. It sure is one of the most beautiful songs I have heard this year. Here's hoping to hear more of it in the near future.

Mrs. Josephine L. Blackwell

Gee, We Aren't Sure

Dear Editor:

I am writing for our club members. We want to know lots of things.

First, we want to know why the ether is being crowded with a jam of poor singers. A few good crooners are all we need.

Then, we want to know why some one can't think up something original for the radio.

And, we want to know why Kate Smith's voice has been falling flat lately. Not enough of the good old pep she had two or three weeks ago.

We want to know why we can't tune in on the radio in the afternoon without hearing a baseball score droned in our ears.

We want to hear more of the Maple City Four's washboard band.

And most important, we want to know why someone can't do something about the large amount of time used for all advertising.

Don't think that we dislike or do not appreciate the radio. We do. It is our sincere interest which led to the above observations.

The R. R. C. Club (for women)

Ab, Jessica

Milford, New Hampshire

Dear Editor:

May I communicate my sincere thanks to Dorothy Lee Glass, who wrote such a fine tribute to Jessica Dragonette in the September 4-10 issue?

I heartily agree with Miss Glass that fans have gone in rather too heavily for discussion of "pet" crooners, and I enthusiastically join her in praising the supremely lovely voice of our favorite, Jessica Dragonette.

Her charming graciousness and sincere effort to please are evident in every song she sings. Listening to Miss Dragonette, one enjoys a sense of sheer gratefulness for the unaffected sweetness of her voice.

Elmer W. Peacock

HILL CASTS VOTE IN POLL



Edwin C. Hill, plus carnation and four pretty girls, stops to cast his straw vote in a corner of the big room where hundreds of girls are engaged in mailing out ballots in the *Literary Digest* presidential poll. Hill, a veteran newspaper man, is heard over the Columbia network at 7 p. m. (CST) in the midwest, every Monday, Wednesday and Friday.

Saturday Programs [Continued]

2:00 P.M.
 WJJD—Helpful Household Hints
 WJKS—Boston Popular Revue (CBS)
 WMBI—Mother Ruth period for girls
 WGN—Palmer House Ensemble
 WIBO—"Radio Gossip," Eddie and Fannie Cavanaugh
 KYW—Today's Tunes; orchestra and vocalists
 WLS—Merry-Go-Round
 WSBC—Sports Review
 WAAF—Chicago on Parade
 WMAQ—Merry Madcaps; orchestra (NBC)
 WBBM—News Flashes

2:10 P.M.
 WBBM—Art Gilham

2:15 P.M.
 WSBC—Estelle Lewis, songs
 WJJD—Late Dance Hits

2:20 P.M.
 WGN—Robert Ball, dramatic reader

2:25 P.M.
 WBBM—Norm Sherr and Art Gould

2:30 P.M.
 WJJD—Sunshine for Shut-ins
 WIBO—Matinee Melodies
 KYW—Concert Echoes
 WJKS—The Round Towners; quartet (CBS)
 WMAQ—Merry Madcaps; orchestra (NBC)
 WGN—Palmer House Ensemble
 WMBI—Gospel Music

2:40 P.M.
 WBBM—Flanagan's Sport Hunches

2:45 P.M.
 WMAQ—Smackout; comedy duo (NBC)
 WIBO—Interlude
 WGN—Afternoon Musicale

2:55 P.M.
 WMAQ—World's Baseball Series
 WBBM—Baseball; New York at Chicago

3:00 P.M.
 WJJD—Women's Club
 WJKS—Spanish Serenade (CBS)
 WIBO—Studio Program
 WLS—Smilin' Thru; Chuck, Ray and Frank with Elsie Mae Emerson
 KYW—Rhythmic Serenade
 WAAF—The Bookworm; "The Dummy Chucker"

3:15 P.M.
 WJJD—Dreams of Hawaii
 WMBI—Radio School of the Bible

3:30 P.M.
 WJJD—Popular Songsters
 WENR—Concert Favorites (NBC)
 WJKS—Rhythm Kings; orchestra (CBS)
 WAAF—Edward Ryan, baritone
 KYW—Two Doctors with the Aces of the Air

3:45 P.M.
 WJJD—Bridge Class of the Air
 WAAF—World News Reports

4:00 P.M.
 WJJD—Symphony Music
 WENR—Pacific Feature Hour (NBC)
 WJKS—George Hall's Orchestra (CBS)
 WAAF—Piano Novelties; Jimmy Kozak
 WMAQ—To be announced

4:15 P.M.
 WMAQ—Paul Whiteman's Rhythm Boys (NBC)
 WAAF—Saturday Ballads

4:30 P.M.
 WJJD—Mooseheart Children
 WJKS—Daily Times News Flashes
 WENR—Outstanding Speaker (NBC)
 KYW—Harold Bean, baritone

4:45 P.M.
 WGN—Afternoon Musicale
 WJKS—Tito Guizar, Mexican tenor (CBS)
 KYW—Rhythm Revue; Teaberry Sports
 WENR—Musical Moments (NBC)
 WAAF—Ray Waldron's Sports Review

5:00 P.M.
 WGN—Concert Orchestra
 WENR—Little German Band (NBC)
 WBBM—Flanagan's Sport Review
 WSBC—Jerry Sullivan
 WAAF—Song of the Strings
 WJKS—Happy Time with Irene Beasley (CBS)
 WCFL—Junior Federation Club
 KYW—Mel Stitzel, piano
 WJJD—Indian Princess
 WIBO—Dusk Dreams

5:15 P.M.
 WJJD—Dave Bennett's Orchestra
 KYW—Waldorf-Astoria Orchestra (NBC)
 WBBM—News Flashes
 WJKS—Daily Times News Flashes
 WMAQ—The Dance Masters

5:30 P.M.
 KYW—Uncle Bob's Curb-is-the-Limit-Club
 WENR—Air Juniors
 WCFL—WCFL Orchestra
 WBBM—Skippy; children's program (CBS)
 WIBO—WPCC
 WJKS—Lake County Medical Society
 WJJD—The Pied Piper

5:45 P.M.
 WGN—Little Orphan Annie; children's playlet. NBC
 WBBM—Ozzie Nelson's Orchestra (CBS)
 WJKS—Recorded Melodies
 WENR—Little Orphan Annie; children's playlet. NBC
 WJJD—Isle of Dreams
 WMAQ—Donald Novis, tenor
 WAAF—The Spotlight

6:00 P.M.
 WGN—Dinner Music
 WCFL—The Polyphonians
 WBBM—Thorpe for Boys
 WENR—What's the News
 WIBO—German Program
 WMAQ—Our City, talk
 WCRW—Musical Program
 WJJD—Dave Bennett's Orchestra
 WJKS—Minit Rub Sports Review
 KYW—Dan Russo's Orchestra

6:15 P.M.
 WCFL—John Maxwell, food talk
 WENR—Soloist (NBC)
 WBBM—Husk O'Hare's Orchestra
 WMAQ—Dance Masters
 WJJD—Red Top Sports Reel
 WGES—Official Race Results by American Racing Record

6:25 P.M.
 KYW—Teaberry Sports Reporter

6:30 P.M.
 WGN—Tom, Dick and Harry, harmony trio
 WBBM—Keenan and Phillips, song pictures (CBS)
 WMAQ—Blue Ribbon Malt Sports
 WCFL—Smiling Bill Engle, tenor
 WJJD—Walt and Herb
 WENR—The Rollickers (NBC)
 WGES—Dine and Dance
 WIBO—Ahead of the News
 KYW—Willys Dinner Music

6:45 P.M.
 WMAQ—Travel Talk
 WGES—Johnny Van, the Melody Man
 WENR—The Goldbergs; dramatic sketch. NBC
 WGN—Lights and Shadows
 KYW—Frankie Masters' Orchestra
 WJJD—WJJD Orchestra
 WCFL—Tibbie Crump, skit

8:00 P.M.
 WMAQ—Erno Rapee's Orchestra (NBC)
 WJKS—Vocal Varieties
 WCFL—Crosley Follies from Cincinnati over WLW
 WLS—International Old Time Party; Rube Tronson's Texas Cowboys

8:45 P.M.
 WCFL—Four Dukes
 WBBM—Jimmy Garrigan's Orchestra
 WJKS—Syracuse Variety Hour (CBS)
 WIBO—Dad and Barbara

9:00 P.M.
 WIBO—Dad and Barbara, skit
 WLS—Lucky Strike Orchestras; guest star (NBC)
 WMAQ—Bill Kranz, pianist
 WBBM—The Lawson YMCA Octet
 KYW—Rex Maupin's Aces of the Air
 WCFL—Seeley Program
 WJKS—Syracuse Variety Hour (CBS)

9:15 P.M.
 WCFL—Harry Brooks, trumpet soloist
 WIBO—Organ Tunes
 WJKS—Pumpkin Dusters
 WBBM—Columbia Public Affairs Institute (CBS)
 WGN—Clyde McCoy's Orchestra

9:30 P.M.
 WMAQ—Three Keys (NBC)
 WLS—National Barn Dance; variety show
 WCFL—Merry Garden Ballroom Orchestra
 KYW—Lew Diamond's Orchestra
 WGN—Clyde McCoy's Orchestra
 WIBO—Nu Grape

9:40 P.M.
 WGN—Headlines of Other Days

9:45 P.M.
 WMAQ—Concert Orchestra
 WJKS—Vaughn De Leath, songs (CBS)
 WIBO—B. and K. Reporter
 WGN—Old Favorites
 WBBM—Jack Miles' Orchestra

10:15 P.M.
 WMAQ—Merle Thorpe; talk (NBC)
 WCFL—WCFL Orchestra
 WLS—Kitchen Klenser Novelty
 WGN—The Dream Ship

10:30 P.M.
 WMAQ—Padded Fists
 WGN—Bernie Cummins' Orchestra
 WJKS—Harold Stern's Orchestra (CBS)
 KYW—Dan Russo's Orchestra
 WIBO—Wendell Hall

10:45 P.M.
 WCFL—Tony and Joe
 WMAQ—Paul Whiteman's Orchestra (NBC)
 WIBO—Songs of Other Lands

11:00 P.M.
 WGN—Clyde McCoy's Orchestra
 WIBO—Musical Tapestry; Leo Terry Program
 KYW—Frankie Masters' Terrace Garden Orchestra
 WCFL—Merry Garden Ballroom Orchestra
 WMAQ—Via Lago Orchestra
 WGES—Paradise Orchestra
 WJKS—Elks Toast
 WENR—To be announced

11:15 P.M.
 WSBC—Jerry Sullivan, song special
 WLS—Kitchen Klenser Novelty
 WMAQ—Hotel Penn Orchestra (NBC)

11:30 P.M.
 WGN—Late Evening Dance Orchestras
 KYW—Lew Diamond's Orchestra
 WGES—Cabaret Hits
 WMAQ—Beach View Gardens Orchestra

12:00 MIDNIGHT
 WMAQ—Via Lago Cafe Orchestra
 WGES—Owl Car; Paradise Orchestra
 KYW—Dan Russo's Orchestra
 WBBM—Around the Town Dance Orchestras
 WENR—Barn Dance

12:15 A.M.
 WGES—Johnny Van, the Melody Man
 WMAQ—Beach View Gardens Orchestra

12:30 A.M.
 WGES—Midnight Jamboree; Vodvil
 WMAQ—Via Lago Orchestra
 KYW—Lew Diamond's Orchestra
 WENR—Barn Dance (NBC)

1:00 A.M.
 WENR—Frankie Masters' Orchestra
 WGES—On with the Dance

1:30 A.M.
 WGES—Organland

SPECIALS FOR TODAY

FOR LOG OF LOCAL STATIONS SEE PAGE 4

- 7:15 p. m. WGN-CBS—Abe Lyman's Orchestra
- 8:00 p. m. WLS-NBC—El Toro Week-end Revue; Gus Van
- 8:30 p. m. KYW-NBC—S R O; comedy sketch
- 9:15 p. m. WBBM-CBS—Columbia Public Affairs
- 9:30 p. m. WMAQ-NBC—Three Keys; harmony trio

7:00 P.M.
 WGN—Seven League Boots
 WMAQ—Whoopie (NBC)
 WJKS—Minit Rub Sports Review
 WCFL—Arthur Koch, pianist
 WLS—Whoopie Program (NBC)
 WIBO—Joe Springer
 KYW—Tiny Theatre
 WJJD—Frankie "Half Pint" Jaxon
 WGES—Music of Poland

7:15 P.M.
 WCFL—Insurance Talk
 WIBO—Sylvia Stone; contralto
 WGN—Phillips Dental Magnesia (CBS)
 WJKS—Trinity Male Quartet
 WJJD—Dr. and Mrs. Jerry
 KYW—Dan Russo's Orchestra

7:30 P.M.
 WJJD—Mooseheart's Boys' Band
 WGN—Frankie Trumbauer's Orchestra
 WJKS—Isham Jones' Orchestra (CBS)
 KYW—K-Seven (NBC)
 WIBO—B. & K. Reporter
 WCFL—Barton Organ Recital
 WMAQ—Trio Romantique (NBC)
 WLS—Ralph Emerson, organist; Wm. O'Connor, tenor

7:45 P.M.
 WJJD—International Buckle Busters
 WMAQ—Mixed Doubles in Rhythm
 WGN—Concert Orchestra
 WIBO—Mr. Solomon-Law, speaker
 WLS—Oh and Henry, harmony team
 WCFL—Bulletin Board, Labor Flashes

8:00 P.M.
 WJJD—Dave Bennett's Orchestra
 KYW—Lew Diamond's Orchestra
 WJKS—Polish Hour
 WMAQ—Daily News of the Air
 WBBM—Jack Russell's Orchestra
 WSBC—Mallers Studio Program
 WGN—Music That Satisfies (CBS)
 WCFL—Dorothea Derrfuss, contralto
 WIBO—Melody Moments
 WLS—El Toro Week-end Revue; Gus Van (NBC)

8:05 P.M.
 WJKS—Trinity Male Quartet

8:15 P.M.
 WJKS—Ann Leaf, organist (CBS)
 WCFL—Night Court
 WJJD—Farmer Rusk's Service
 WGN—Everybody's Hour
 WBBM—Real Estate Payers

8:30 P.M.
 WIBO—Aviation News and Views
 KYW—SRO; comedy sketch (NBC)
 WBBM—Gus Arnheim's Orchestra

10:00 P.M.
 WMAQ—Amos 'n' Andy. NBC
 WJKS—Chicagoland Hawaiians
 WGN—Frankie Trumbauer's Orchestra
 WLS—Amos 'n' Andy; blackface comedians (NBC)
 WIBO—Old Music Box
 WCFL—School Teachers' Talk
 KYW—Teaberry Sports Reporter; The Globe Trotter

10:10 P.M.
 KYW—Rex Maupin's Aces of the Air
 WCFL—Musical Weather Report

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Editor's Mail Box Over the Air

RADIO GUIDE readers are invited to ask questions concerning your radio favorites and broadcasts. If the information is interesting, we will print it in this column. No personal replies will be made.

Mr. and Mrs. George Kellog—The speaker appearing on Century of Progress programs from WENR on Monday's at 6:15 p. m. is Mrs. Aaron Bodenweiser, one of the Century of Progress volunteer speakers. Mrs. Bodenweiser, who is about forty years old, is well known in mid-western circles.

Al Lubriqi—Helene Landshof, the WPCII singer you admire, is blonde, petite, twenty-two-years-old, and unmarried. She had no professional stage connections before radio. We'll try to print her picture soon.

William L. Millstein—Julian Woodworth, WOR orchestra leader, is twenty-seven years old, five feet ten and a half inches tall, and unmarried. To form a fan club in his honor, write Mr. Woodworth direct to WOR, Newark, N. J. As yet, there is no club banded together for the benefit of this leader.

May Jones—Charles Kusbin, WRNY baritone, lives in the Bronx, is twenty-seven, and has had extensive professional experience in vaudeville on RKO and in Broadway night clubs. Address him in care of WRNY. He'd enjoy hearing from you.

Agnes Van Voorhis—"The Voice of Experience" prefers to remain anonymous as far as radio audiences are concerned. This much about him is available: he was born in Kentucky and lived there until his early teens when he migrated to the Pacific Coast. After an accident which impaired the use of his fingers, he deserted his ambition to become a pianist and turned to psychology. He has his doctor's degree in that branch of science.

Paul Richards—Bing Crosby has no immediate plans for his return to the air. Watch RADIO GUIDE for further news of him.

W. R. E.—Amos 'n' Andy scripts average fifteen hundred words an episode. Your other question is unanswerable.

"Russ Columbo Fan"—Columbo, at present, is on tour. He is not broadcasting and not scheduled to return in the near future.

N. E.—Joe Kahn is the pianist heard on Sigmund Spaeth's "Tune Detective" programs. Spaeth himself plays the old time tunes. To reach Jane Froman write her in care of the National Broadcasting Company, Merchandise Mart Building, Chicago, Ill.

Elvera Beck—Anthony Wons has returned to the Columbia air waves. Tune him any day except Sunday over WABC and the Columbia network at 9:30 a. m. (EST).

Elsie May Bowers—Vinton Haworth, "Jack Arnold" of the Myrt and Marge Columbia broadcasts, is back again in the cast. Watch RADIO GUIDE for a picture of him. His address is the Columbia Broadcasting System, Wrigley Building, Chicago, Ill.

Mrs. W. Larkin—William Hall, the Columbia baritone, is twenty-four years old, over six feet tall, has a splendid athletic physique and very blue eyes. His broadcasts come from New York.

Matthew Donley—Gene, of Gene and Glenn, plays Jake and Lena on the NBC program. Glenn acts as pianist for the broadcast.

Meet the Artist

Jack Benny

BY LEE RONELL

WE sat and talked and watched many busy people scurrying around that thirteenth floor of the National Broadcasting Studios. Or rather I sat and talked and watched. Jack Benny did nothing but say "Hello, Pal" . . . "Howre yah, Westerner?" Well, well, well, if it isn't Ned, you old so and so." Because everybody on that thirteenth floor knows Jack Benny. The Canada Dry Orchestra members all have admiring smiles for Mr. Benny. The receptionist has a great big grin for him. And everybody else has many "hellos." In fact, every time he really got going on what promised to be an interesting statement about something or a revealing fact about himself . . . another person had shouted "hello" . . . and ankle over to see what Mr. Benny was doing at the moment.

Considering that the Canada Dry rehearsal had to start rehearsing in just a very few minutes, I thought it a bit inconsiderate of Mr. Benny to have so many friends, and inconsiderate of him to greet them so effusively. But that's Jack Benny, folks. Just a great big "hello" man. Cordial, beaming, unexcitable, very nonchalant. Wouldn't dream of snubbing anybody. Not the least bit high hat.

You'd hardly know Jack Benny off the air. I begged him to say something funny. He groaned. And his manager . . . only one of the various "stooges" that was hanging around, intercepted with, "He



JACK BENNY

can't say anything funny. Never does." And Mr. Benny said, "If even my manager says I'm not funny, I guess I'm not."

Most of his ideas for his continuity come to him on the golf course, he confided to me. Just as he gets his stance all perfect and his eye on the ball . . . he gets a thought. That's why his golf is so bad. But he loves it. He loves golf and his wife. They've been married for six years . . . I mean Benny and his wife. And still just as delirious. No scandal mongers have anything to do with the Benny's. They realize it's just unnecessary eye-strain . . . peeping through the Benny keyhole on Central Park West.

Mrs. Benny is known professionally by any one of a dozen names on the stage and air . . . and has recently put in some work for Jack's program. "She only appears to help me out," says Jack. "In fact she never had any connection with the stage before she met me. She married me and part of the marriage vows said something about being a 'help-mate' so she got included in my work. That's what you call utilizing a wife."

Jack Benny started trouping years ago. Started off from his home town, Chicago, Illinois, and traveled around the various vaudeville circuits in these United States. Several seasons with the Shuberts and Earl Carroll on Broadway. Several more seasons making Hollywood pictures for Metro-Goldwyn-Mayer . . . the biggest of which was "The Hollywood Revue." Some more time spent making "shorts" for Paramount and then back to New York to be master of ceremonies at the Capitol and other large playhouses on Broadway.

Canada Dry was Jack's first try before the

air . . . and it got him pretty panicky at first.

"The second time I was on the air I dropped one page from my continuity script without realizing it. When I came to that page, I stopped . . . dumb. I couldn't talk. I couldn't look around. I thought nine hours had passed and the end of the world had come. Ethel Shutta, standing next to me, discovered my plight and thrust the missing page into my perspiring palm. Nothing like that catastrophe could happen on the stage. You could bluff it out. But not over the air."

Jack's got no ambition. I mean he doesn't care about being president or anything pretentious like that. He wants to keep going on pretty much as he is. Wants to stay on the air as long as he doesn't go stale. He started off being terribly funny and he says very seriously that it's up to him to keep the pace. "You never compete against others on the air," says Jack. "You compete against yourself. It makes no difference if you're better than somebody else. You've got to be as good as you are at your best. If you start off with a bang . . . you've got to keep it up or you flop. Listening to others on the air doesn't mean a thing. What they're doing doesn't affect me directly. It's what I'm doing that makes the difference."

"Canada Dry" a page sang out. "That's me," said Mr. Benny. "Say, I forgot to tell you what I dislike. I dislike interviews. Not good at them at all. You should talk to the wife. She can tell you things about me that she never thought of before. Why don't you get in touch with her?"

Beauty—and How By V. E. Meadows

This is one of a series of articles on beauty by V. E. Meadows, internationally famous beautician of Hollywood, who talks on beauty every Thursday over the Columbia network on the Gerardine program.

WHEN the hair is shampooed it must be shampooed with soft water. This does not mean boiled water or that some softening agent can be put into the water. It means either rain or snow water or distilled water. The reason for the insistence on soft water is simply this—that in hard water there is lime and various other solids which, when applied to the hair, get underneath the scales on the outside of the hair and form solid masses which simply cannot be rinsed out and the hair gets very rapidly out of condition. Usually the hair is washed too frequently—the average person feeling that it must be washed at least once a week to be kept clean. The hair is kept clean by brushing which will be explained later, and should not be shampooed any oftener than once every two weeks, minimum, and longer, if possible. Some people have the idea that shampooing eliminates an oily condition or a dry condition, as the case may be. However this is not the case, as shampooing too frequently done only serves to irritate the follicle, causing it to function irregularly and make the condition worse, and as stated before, too frequent shampooing will cause premature grayness in practically every case.

The conditions that we find most prevalent are the following: Oily condition of the scalp and hair. Sometime with an oily condition only the scalp is oily and most of the length of the hair may feel dry. The way to determine this is to rub the fingers on the scalp and look and see whether or not the ends of the fingers become greasy with oil. The length of the hair could feel dry and the ends could be split and broken even with an oily condition. With this oily condition we usually have a condition which the average persons calls dandruff, which in reality is not dandruff, but scales. Real dandruff is a disease and exists in less than one out of one hundred cases. The flakes are microscopic in size and the disease of real dandruff must be cared for by a reputable dermatologist. Scales, however, will eliminate themselves if the hair is cared for as I will outline in this manual.

Dryness comes from shutting off of the oil supply below the scalp line. Tightness of the scalp accompanies this and usually the scalp is very "itchy." If this condition is allowed to continue the hair discolors rapidly and falls out. Frequent massage is necessary to overcome this condition as well as the regular care outlined hereafter.

Alopecia—commonly called spotty baldness. If not due to bad health is caused by continuance of the dry condition explained above, wherein certain spots are entirely shut off from their supply of oil and the hair falls out in spots. It is always wise to consult a reputable dermatologist when this condition becomes apparent.

(If you care to ask questions of Mr. Meadows write to him at 15 West 46th Street, New York City. Enclose a stamped and addressed envelope).

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