

# Radio Guide

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Bess Johnson

Voice of the People—Cugat's Radio Zoo

# News and Views of the Week

**Educators Fail Again** "It is much easier to be critical than correct," was one of the brilliant observations of Disraeli, philosopher and statesman of Victorian memory.

We wonder if Doctor Joy Elmer Morgan, who resigned as chairman of the National Committee on Education by Radio, ever heard of the statement—or, in view of developments, of its author.

For five years he had at his disposal a fund of \$200,000, along with a most willing group of workers—the broadcasting industry. The latter were not educators; they were seeking advice and guidance. A close scrutiny of the record of the accomplishments of the National Committee on Education by Radio shows a volume of criticism against our present system of sponsored support of radio—and not a hint on how to better conditions, except to turn broadcasting over to the government.

It is unfortunate that the Payne Fund is not to be continued under the administration of a more liberal, analytical, sympathetic group.

Second only in importance to entertainment, education by radio should be encouraged in every possible way. The purpose of the fund was to help broadcasters in the general dissemination of educational material. The Committee took a typical pedagogic attitude and did nothing but find fault. Its passing will not be felt because it accomplished nothing of lasting value.

In 1930 a high percentage of stations throughout the country were owned by, or affiliated with, colleges. Today there are comparatively few so owned or affiliated, and many of these are being offered for sale.

The most recent action in this field is the reported negotiation for the sale of WJTL, of the Oglethorpe University, at Atlanta, Georgia, to a commercial firm, for \$16,500.

The National Committee on Education by Radio could not get together with their own kind and convince them.

The entire action of the Committee seemed bent on reform. Radio didn't need reform. It does need guidance in highly technical fields such as education, but all it received was criticism which wasn't even constructive.

Educators have failed miserably in their approach to radio, and the passing of the N.C.E.R. is just another failure to be chalked up against them. They have failed to utilize the greatest medium at their disposal. It may be that commercialization of education was not to be disturbed by radio if the educators could help it.

**Federal Program Control** The Federal Communications Commission may not have the teeth to enforce its edicts, but it has a running mate that has not only teeth but claws, and uses them when necessary.

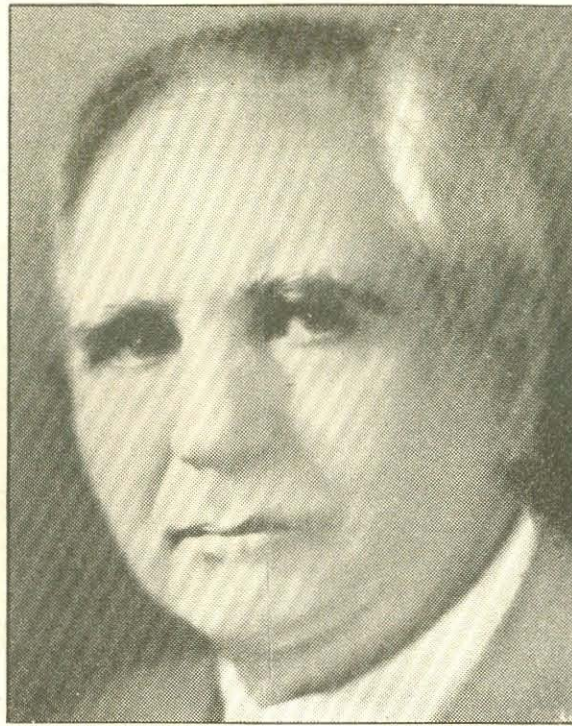
The Federal Trade Commission is the strong arm squad for the F. C. C. The two Commissions are working so smoothly that few abuses of broadcasting privileges or radio practices escape their jurisdiction or discipline.

Broadcasters who took advantage of the Radio Commission's inability to censor programs and stop misleading commercial plugs found themselves face to face with the F. C. C.'s big brother, the Federal Trade Commission.

The older and sterner Commission knows all the answers and just how to apply the necessary pressure to make recalcitrant sponsors, broadcasters and radio folk in general behave in the best interests of the public.

It is only a few weeks ago, at the behest of the Federal Communications Commission, that the Federal Trade Commission forced some coffee broadcaster to eliminate misleading statements from his radio announcement.

Recently an over-enthusiastic Minneapolis television company incurred the displeasure of the twin commissions. The Commissioners didn't like the bonanza aura that surrounded this firm's advertising. It was mislead-



*Edwin L. Davis: He heads radio's newly augmented Strong Arm Squad*

ing and dangerous. The company now has agreed to eliminate the exaggerations.

A closer cooperation between the two Commissions is in the making. Anning Prall, Chairman of the F. C. C., says that this Commission will seek to dovetail its activities with that of the trade agency.

Edwin L. Davis, Chairman of the Federal Trade Commission, is arranging a working committee of six members, three from his branch and three from the F. C. C., to follow through on the campaign to purge the air and radio of all advertising of a questionable nature.

**Do We Need A Reallocation?** The question of a reallocation of stations, classifications and cleared channels, has been threatened ever since 1927. Eight years ago the old Federal

Radio Commission fell heir to a condition of utmost chaos in the air. A breakdown of Federal control and regulation permitted hundreds of opportunists a chance to cash in on unfortunate conditions.

The Commission was hurriedly formed and it did its best to bring order to a sorely tried industry. Its efforts, although criticized, had the desired effect. The rules and regulations were arbitrary. They had to be. The industry was developing so rapidly that seemingly unsurmountable obstacles were overcome almost as soon as they were recognized.

The fact that the fundamental structure has stood for eight years without radical change is a testimony to the vision, ability and fine understanding of radio's future by the group that set up the structure.

Shortly after the first of the coming year the findings of a survey by the F. C. C. will be made. It is based upon the returns from 100,000 cards sent to farmers throughout the country, also eight observation posts established by the Commission.

Whether the sweeping changes demanded by some

Congressman will be justified by the result of the survey is problematical. There is this to be remembered—radio reached its highest point of development under the existing system. It is the model for other nations. Radio represents one of America's leading industries today. The system that fostered and permitted this development cannot be so rank that it needs to be wrecked or even overhauled.

The finding of this survey represents about one seven-hundred and fiftieth of one per cent of the listening audience, and it is a pretty small percentage on which to base a change if one is indicated.

Move slowly, Mr. Commissioner. There are a lot of people who like the present radio system—and millions whose livelihood depends upon its unhampered growth—broadcasting is the life blood of the industry and should not be tampered with to satisfy some political pressure.

**What Price Sponsorship?** Is there such a thing as a broadcast trademark? If there is, what is it?—Has it any value?

These are a few questions disturbing the rank and file of broadcasters. The recent switching of stars and personalities who long have been identified with certain sponsors, gives rise to the confused state of mind.

Recent reports of Ben Bernie losing his malt account and going over to a gasoline sponsor, coupled with the ham to gasoline jump of Phil Baker and the soap to cheese switch of Bing Crosby, plus the dropping of Paul Whiteman, naturally gives rise to some confusion.

The public naturally associates a star with some product. Especially is this true where the sponsor spends millions to weld the idea of the two things in every listener's mind. Then after working with every instrumentality at his command to make the star's name synonymous with the product, it is all upset in a grand shuffle.

Trading stars may and probably will be an effective way of getting new audiences for a product, but once a star has been branded with the trade-mark, it will be difficult to eradicate it from the minds of the listeners.

Billie Jones and Ernie Hare will be the Happiness Boys to millions of radio folk, no matter who pays their bills. The same goes for Goldy and Dusty, and for any other star or team that has been branded.

A manufacturer hardly would throw away a trademark that had taken years to register with the public—why do they play badminton with a radio possession that is just as priceless?

**Another Press-Radio Skirmish** The actions of the Associated Press would lead one to believe that they had a pre-emption to all news. Once again they bob up in this press-radio controversy. This time the A. P. is

crossing swords with station KVOS, of Bellingham, Washington. The case involves the right of the station to broadcast news obtained from member newspapers of the Associated Press.

This case was tried once before and was decided in favor of the radio station.

News has been decided by the Supreme Court to be a non-copyrighted substance. No one has the exclusive right to news. It is everyone's property. From the attitude taken by the A. P., one might believe that news was enacted for their exclusive benefit, or that they paid a special price to have things happen so that they might sell reports. They are not creators of news, and until they do enact it they cannot control it any more than they can keep the sun from shining because they predicted rain.

The campaign of the A. P. is just one of embarrassment, but their action makes them look foolish because their principal competitors now are selling a service to radio stations as well as to newspapers.

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# How's Trix?— Simply Delightful

Who But a Girl Like Beatrice Churchill—  
Betty of Betty and Bob—Could Walk into  
a Bank and Walk Out with \$800—on No  
Security Except Her Personal Charm?

By Lorraine Thomas

**I**F, DURING the first seventeen years of her life, Beatrice Churchill—Betty, of NBC's Betty and Bob series—ever heard the adage that one mustn't cross a bridge until he comes to it, the import of it must have eluded her completely. So unmindful was she of the very sage precept that out of the dark environment of a motion-picture theater one afternoon she materialized a bridge for herself—a sort of practical rainbow which would span the seemingly vast distance between her small-town isolation and success in some great metropolis.

And with a perception out of all proportion to her youthfulness, she went directly to a man whose business is that of building bridges. And between them they devised the very structure of which the yearning lass had dreamed. By that time Beatrice was all mixed up in her proverbs. What she was trying to justify in her mind was an improvised platitude—that you could build your bridge and have it, too—or something like that.

The man she called upon was Frank Doyle, a Santa Rosa, California, bank president and executive of the company which is constructing the vast span that shortly will connect San Francisco and Oakland. Beatrice didn't know Mr. Doyle. But she did know that he was an important figure in Santa Rosa finances, and at the moment her particular problem was economics.

**B**EATRICE, one of two children, was born in Lakeport, California, a town of 1,200 people. Lakeport further boasts of having been the birthplace of Horticulturist Luther Burbank. Her father was a firmly entrenched, solid business man, her mother practically unaware of the professional entertainment sphere of life. Yet Beatrice, still in pig-tails and pinafores, was a potential actress. Almost every little girl at one time or another frets about the possibilities of attaining theatrical fame. But in most instances diversions come along to crowd out Thespian visions.

When the Churchills migrated to Santa Rosa, little Beatrice packed her ambitions right in with her petticoats and kerchiefs, spurning the lavender and mothballs of shelved hopes.

After the move to the larger town, schooling and other teen-age activities kept Beatrice in a narrow orbit; but all of her mental relaxation found her haunting the imaginary footlights of the world. Here was an urge that wouldn't down. Its apparent evanescence was mere camouflage for its qualities of endurance and tenacity. Then came that afternoon in the movie theater when the whole plot crystalized.

**T**HERE had been many family conferences about the child's fixed determination to prepare for the stage. There was no opposition to her ambitions. The family gladly would have borne all the expense for an education along dramatic lines. But her father, her mother and that brother who was three years her senior, balked at any plans that would bring about a separation. If Beatrice wanted to train in California, all well and good. But her dream of going to Chicago to take up her studies, was sternly vetoed.

Beatrice held out for Chicago. It was a literal case of East is East and West is West with high emphasis on the tenet that the twin were not destined to meet, at least not through the Churchill medium. And that was when 17 began to think as 27. The rebellious girl counted her enterprise as something tangible and negotiable, and

she knew that a banker was the man to see if you needed an underwriting job done. Hence the visit to the marble-railed headquarters of Mr. Doyle.

"I want a thousand dollars," Beatrice told the banker, with no other accompaniment save an amiable smile.

"Who doesn't?" retorted President Doyle. "What do you want it for; and what have you to offer for security—and, when can you pay it back?" were the routine rejoinders. What a flood of persuasive oratory they unleashed!



It was all so unorthodox that Mr. Doyle settled for an advance of \$800. He even accepted the notes of Beatrice, still a minor in years but a major when it comes to a sales talk. With an \$800 credit in the bank Beatrice went home and ended all argument by packing her bags, giving her family the same promises she had made the surprised financier, and making a hurried getaway before her card-house of personal faith collapsed.

That was just seven years ago. Only \$400 of the

The most recent camera study of Beatrice Churchill shows her on an outing with her favorite companion, her Chow. Below, in circle, Miss Churchill as she may appear on any of her frequent broadcasts



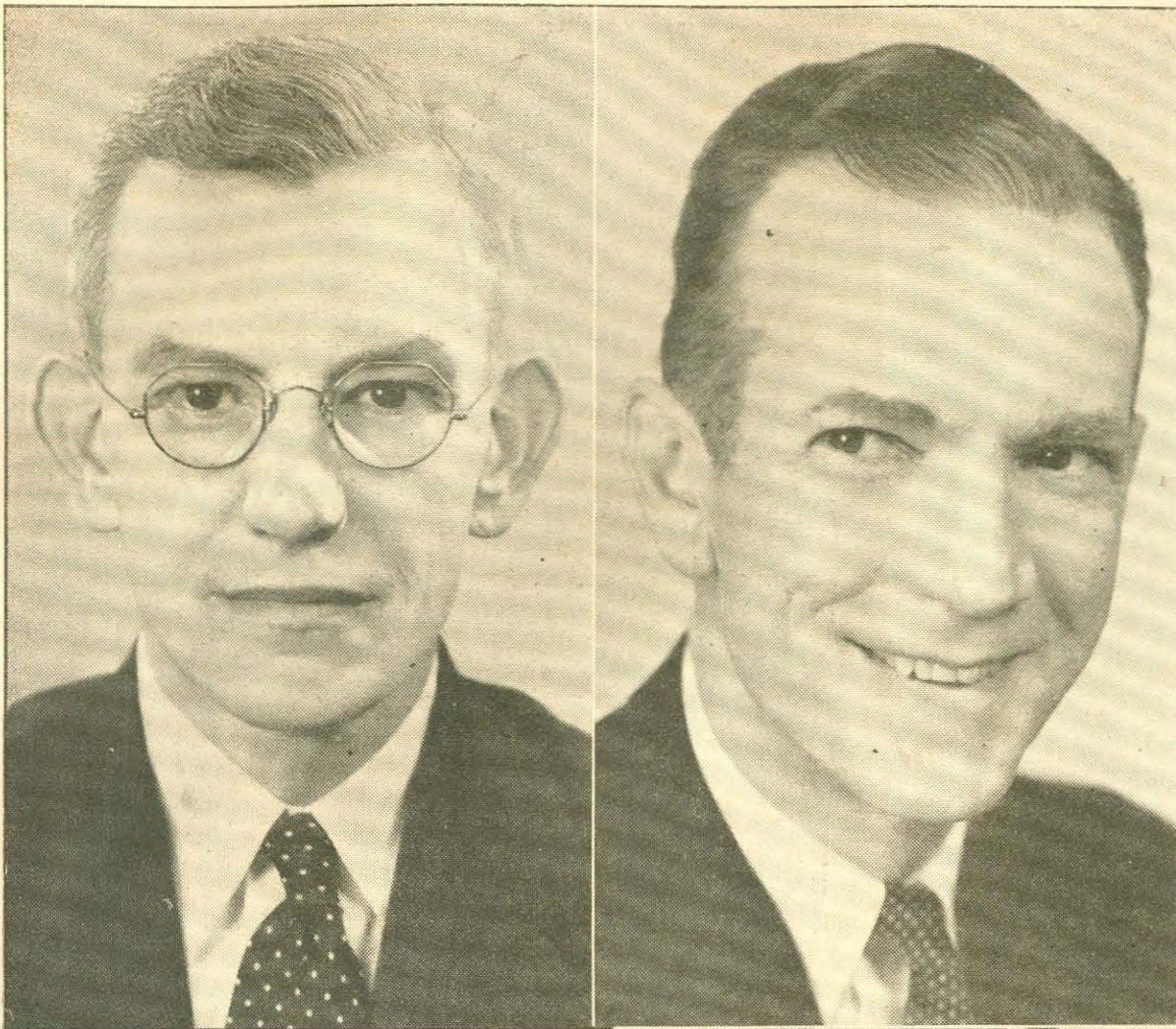
bank credit was drawn upon, and the other \$400 long since has been returned, with interest in full. As a seer prognosticating her own merits Beatrice had been one hundred percent correct.

When she reached Chicago with only her bank book and her faith for assets, she lost no time enrolling in the Goodman Theater school. She lived meagerly and studied eagerly until material rewards began to overbalance expenses. Only then did the budding Bernhardt dare to write home dilating a bit on her substantiated confidence in Beatrice Churchill, Ltd. If there was a hint of girlish exultance in those letters to the folks, surely the most rigorous critic hardly could be intolerant about it.

**O**NE of Beatrice's most dependable allies in those parlous days of struggle and hope was Flo Campbell, also a dramatic student, now in Miss Eve Le Gallienne's Cape Cod repertory company. It was Miss Churchill's heart-rending fate to have to usurp her friend's first opportunity as a stepping-stone to her own success. But their friendship stood even that trying test.

Being a bit more advanced in her work than her room-mate, Miss Campbell had applied to an advertising agency for an opportunity to audition for radio. Hungrily the two waited for the call, waited until hope nearly had spent itself. Perhaps it was the enervating effect of disappointment which made Flo vulnerable to an attack of flu. At any rate the elusive microbes had her completely down when the summons came to make the hoped-for test. Miss Campbell's physician chanced to be in the little apartment when the phone call came, and in his sternest bedside manner he forbade the young actress to move from her bed. She acquiesced in tears—and as soon as his coupe door had slammed, she hastened into her clothes.

Weakness impelled her to ask Beatrice to accompany her. Just in case . . . (Continued on Page 21)



# Vox Pop—And How!

## Here's the Inside Story of the Peoples' Program That in a Few Brief Weeks Has Set a Nation Talking and Staying Up Nights

to sell the idea to the next representative of John Q. Public that he should make his national radio debut instantaneously. Mike shy? Not Mr. Public. He wades right in providing, of course that someone else has waded first. This is just another good old bit of American psychology. The masses say, "If someone else does it, we'll do it." And they do it.

SO THAT'S why Parks and Johnson have their first victim properly stanced in front of the microphone, fears somewhat assuaged by the glib tongues of the questioning pair, before their sponsor's announcer, Ben Grauer, turns over the show to the sidewalks of New York.

What if during an exciting moment, a flabbergasted person would resort to profanity in order to express himself emphatically? Well, that problem has never come up in all the months, and years if you count the Belcher-Johnson time in Houston, Texas, that the boys

However, that is merely a guard against their forgetting. They word it differently when they broadcast. Jerry Belcher and Parks Johnson are two smart fellows. They have to be. They must prove themselves smarter than the people they question, and they must handle a very difficult microphone setup along with every conceivable kind of an individual's personality, without blowing up. That means alertness of the first water. They had to be alert when they were working at station KTRH in Houston, Texas. Parks was one of the station's executives. Jerry was commercial manager. KTRH would sell time on the air to some Houston firm. Then the problem—how to give that program the best possible stuff at the lowest possible price—invariably would come up. The Vox Pop program was the Belcher-Johnson answer. No paid talent; no cost.



Many a man has been made a monkey—in a gentleman's way and all in fun—by the Vox Pop posers

The answer grew to be a toast of the Southwest; it finally became a sustaining feature of the Southwest Broadcasting System network. Still Jerry and Parks never dreamed of the big Broadway break. But the wheels of fate were grinding.

Richard Marvin, the J. Walter Thompson advertising agency executive, was suffering from an acute attack of the jitters, almost a breakdown, following his staging of the two gigantic motor car sponsored shows heard nationally last Christmas and New Year's Days. He went to Florida to recuperate, heard people there talking about the Vox Pop show, wired the Southwest network for records of the Belcher-Johnson work, and agreed that the boys were great. They had something. So he took an option on them.

MARVIN returned North and interested prospective sponsors in this new type of program. But meantime, Johnson and Belcher grew restless, and in characteristic type wired him:

WHO SHOULD CLEAN THE RING OFF THE BATH-TUB STOP WHERE IS THE ISLE OF CAPRI STOP CAN YOU DESCRIBE THE PATTERN OF THE WALL-PAPER IN YOUR LIVING ROOM STOP AND BY THE WAY WHEN DO WE SIGN PARKS AND JERRY

They were answered shortly afterward when a great food manufacturing corporation decided they were good enough to replace that previously very satisfactory combination of Joe Penner, Harriet Hilliard and Ozzie Nelson's orchestra.

An insight on Parks' and Jerry's private lives reveals what you might suspect—that the latter is the gag man and the former the more serious sort of chap.

You'll observe it in the kind of questions they ask. Watch.

Belcher is a long, lean, raw-boned, red-headed native Texan. He edited his high school's paper and later the college comic at the University of Texas. During the World War he spent eight months in the Air Service, Twelfth Squadron. While in uniform he spent many waking hours pondering such vital questions as: When do we eat? When do we get paid? What's French for "Give me a kiss"? and Who won the war?

Turns at selling advertising in farm papers and conducting his own mail-order business, followed by several years of work for the Houston *Post-Dispatch*, kept Jerry busy until radio came into his life.

JOHNSON is the son of the son of a Georgia Methodist preacher. Parks does not smoke, drink or swear, thus dispelling the previous beliefs about ministers' sons.

Early in his career he wrote ad copy for the Atlanta drink that refreshes. He did his bit in the big war, too. Later

By Mel Palmer

THE whole nation's talking and the conversation goes like this:  
"Well, I say that he made thirty dollars."  
"And I say he did nothing of the kind. Why, it's as plain as the nose on your face that he made only ten dollars."  
"How do you figure?"

And so it goes, on and on, and sometimes far, far into the night. The important thing doesn't seem to be what the town is talking about, but that it is talking, and the two Southern gentlemen from Texas, who started this national avalanche of loquaciousness with their Sunday evening Vox Pop broadcasts, aren't letting the fire of fan enthusiasm die. No indeed, Jerry Belcher and Parks Johnson, the agile interviewers of passing-by Manhattanites, blow upon the embers and renew the blaze to conflagration magnitude each week with such weighty matters as the number of spots on a leopard, whether an elephant drinks through its trunk or its mouth, where a giraffe has tonsils, and whether you could say you walked around a monkey if said simian twisted about so as to face you continually as you circled it.

If you will pardon the interruption, it is our observation that if that monkey could talk, he would no doubt utter some caustic comments about how many of the so-called human race had been made into monkeys since Messrs. Belcher and Johnson got under way.

But the public, both at the microphone and the loudspeaker end, love this game. What care they if sometimes they are made to appear a bit solid in the cranium? Didn't they have fun?

RIGHT here and now is a good time to squelch that rumor that the people selected by Jerry and Parks for their Sunday verbal melees are nothing but stooges, selected ahead of time and rehearsed in their lines—bright or dumb. Nothing of the sort. The only preparation the inquisitive Texans make for their on-the-air signal is to select the first victim a few minutes in advance. But even he or she doesn't know what the questions are going to be. Number one is simply to start the ball rolling on time.



Parks Johnson, upper left, and Jerry Belcher, next to him, are the persons behind the snappy hour, and, above, an informal shot taken at the very moment when some impromptu smart broadcaster is trying to answer one of their questions: "How broad is Broadway?"

After that—well, the boys soon find themselves in the middle of a traffic jam. That's not a gag when you hear Parks or Jerry ask someone to clear the way so that the next person can be brought to the microphone. As an extra precaution against tying up the entire pedestrian and automobile traffic of downtown New York City, the scene of the broadcast is changed each week and the next week's location never is revealed until the moment of the program's presentation.

The crowd begins to gather as soon as the passerby sees a microphone. They know something is about to happen, and they stop to watch. Even curious motorists, seeing the crowd, stop, park and crane their necks. It's the old steam-shovel-excavation complex of the American public brought up to date.

And once Parks or Jerry has his first question-answer at the mike, it's not the least bit of trouble

have been Vox-Popping. Somehow the ladies and gentlemen called to the microphone always remember that they are ladies and gentlemen, a living tribute to the innate decency of people.

Then, too, both Jerry and Parks are Southern gentlemen themselves, born and bred, and their politeness and drawl seem to soothe their victims and keep them from being offended the way they might be if snapped at by a hard-speaking syllable-clipping Northerner. And, though a great number of the questions are answered incorrectly, as you well know, Belcher and Johnson rarely correct the persons who make the mistakes, and when they do mention the right answer they call attention to it so deftly as not to embarrass their radio guests.

THE freshness of the Vox Pop program is twofold. Not only are the interviewees not permitted a rehearsal, but Parks and Johnson work entirely ad lib. They have in mind the questions they intend to ask—but in mind only. Sometimes the one particular featured question is noted down on a card by the interrogators.

## Try These on Your Guests

- How many legs has an octogenarian? Have you ever been bitten by one?
- What does the "O" in A. W. O. L. stand for?
- Why is the wrong number never busy?
- If it takes one man three days to do a certain task and another man four days to do the same task, how long would it take for the two men to do the task together?
- What state of the United States has the longest shore line?
- On what holiday was it that George Washington was born?
- Define the word "if". (Not so easy, sister!)
- If a man buys a horse for \$70 and sells it for \$80,
- If you saw an escalator, would you pick it up?
- Does beeswax really come from bees?
- If an auto is traveling at a speed of sixty miles an hour, how far will it go in thirteen and a half minutes?
- Where is the Electoral College located?
- Would you say that a nickel is 20 per cent of a dollar?
- At twelve cents a dozen how much would 125 eggs cost?
- How high is up and how low is down?

(Answers to these questions will be found on page 17)

he turned cotton buyer for seven years. Next he joined the staff of the Houston *Chronicle*. Then he turned to KTRH, where he met Jerry Belcher.

They get along perfectly, despite stories to the contrary. You see, Jerry's red hair is no problem to Parks, inasmuch as Mrs. Parks Johnson is also red-headed. And that the Parks and his Mrs. have passed sixteen years of nuptial bliss is attested by the existence of Betty Johnson, age 14, and Parks, Junior, age 12, who, by the way, are the source of many of the Vox-Poppers' questions.

And now, since you know all, the next Sunday you tune in Vox Pop and give it your undivided attention, to reassure yourself how superior is your wisdom to that of those people Jerry and Parks are questioning, just pause and consider:

Do you really have any basis for suspicion as to who killed Cock Robin? When do lagoons migrate? How long is a short-circuit?

Voice of the People, with Jerry Belcher and Parks Johnson, is broadcast every Sunday at 7:30 p. m. EST (6:30 CST; 5:30 MST; 4:30 PST) over an NBC-WJZ network.



# Dynamite—Air Conditioned

By Alice Pegg

**Y**OU sit at home, comfortable in your easy-chair, and turn on your radio. You have at hand, as you know, the finest musical and educational and laugh-provoking entertainment anyone can get, anywhere on the globe. You enjoy your vocalist, your comedian, your orchestra, your lecturer. Yet how often have you paused to consider the many steps that must be taken before your entertainment is brought over your loudspeaker?

Consider briefly just one of those steps, performed by the department behind scenes at the networks known as Continuity Acceptance. Its function is to prevent advertisers and speakers and others from going berserk, and jarring your sensibilities with offensive language, off-color wisecracks, statements that pillory your religious beliefs, shatter your soul's peace.

Guardian of the sensibilities of any or all of 125,000,000 people appears on its face as an almost incomprehensible task. Yet Janet McCrorie of the National Broadcasting Company accepts the assignment and attends to it with the eagerness of a shepherd, and doesn't count it a colossal job, either.

For it is Miss McCrorie whom the big network's officials have elected to enforce the taboos which keep radio broadcasting on a moral and spiritual plane acceptable to all who listen. She is not the dogmatic figure that such a brief description might imply. She is to radio what the umpire is to the baseball game, the referee to the gridiron contests. Hers to interpret the rules, to stand as the buffer between advertisers and performers too brash and a public far too gullible.

Radio has become such an accepted feature of our daily lives that many uninitiated listeners are prone to accept as literal fact, anything claimed through the medium of broadcasting. It is up to Miss McCrorie to see to it that nothing is transmitted over the air that the most unsuspecting listener could not believe in safety.

The dictum, to be or not to be, is strictly in her hands and it is placed there with the backing of a terse but telling paragraph incorporated in the written policy of the broadcasting company. It says that it is the firm's avowed duty "to see that all material offered for broadcasting meets the requirements of NBC policies, of fairness to radio listeners, of ethical advertising, common sense and good taste." And those briefly stated requirements seem to encompass all that is necessary for the satisfaction of the listener.

**T**HE full technical name for the bureau under Miss McCrorie's able guidance is Department of Continuity Acceptance. Until a script has received its O. K., it is not deemed acceptable, and any attempt to place it on the air would be thwarted by alert studio executives trained to detect the illegal aspects of any projected presentation. The department was created early in 1934 although vigilance over possible offenses has been maintained ever since the network was created.

Miss McCrorie was selected to superintend her department because of a sound training in fields which reveal public taste. She has had valuable experience as a newspaper reporter, editor, feature writer and advertising executive and is quick at the perception of any chaff in the wheat of radio offerings.

Her job is not one of sitting around and giving arbitrary decisions on proffered continuities. As is the case wherever conduct is regulated by laws, there must be a certain flexibility of judgment, a sense of discrimination between actual infringements and borderline insinuations. Many a script which complies with the

## Lest No Offense Be Given Your Religious, Moral or Conventional Beliefs, Janet McCrorie Sits in Judgment upon All That Passes Through NBC Microphones

letter of the law still contains material calculated to be disagreeable to some class of listeners.

For instance there is nothing misleading or immoral about speaking of members of certain races as Polacks. Neither is it an imposition upon good taste to dilate on cemeteries, mortuaries or related topics. Yet these are never permitted under the rules Miss McCrorie is called upon to impose, simply because the one might readily be an offense to any number of hearers and the other, smacking of morbidity, could pointedly affect many whose happiness has recently been touched by tragedy of which either a cemetery or something of its ilk would be an agonizing reminder.

**T**HE most indifferent listener, even the so-called sophisticate who does not reject an off-color jest in private, may rebel at questionable humor on the air. So that the department must scan all comedy scripts with a keen eye is axiomatic. But it is not so readily apparent that innumerable other offenses might creep



Janet McCrorie looks like a mild, well-tempered person. But she should be seen when on the trail of sponsors, comedians and others who go too far!

into broadcasting to breed dissatisfaction and it is enlightening to disclose the pitfalls into which performers and continuity writers are prone to stumble.

A concise list of don'ts includes air-tight injunctions against: 1, Advertising that will cause injury to health or bring about financial loss; 2, Advertising likely to keep a listener from seeking adequate medical attention, namely such copy as claims cure-alls; 3, Advertising of products purporting to treat successfully major ailments such as kidney trouble, lung ailments, sight, etc.; 4, Advertising which solicits funds except for recognized charities such as Community Funds; 5, Wording that may mislead listeners, as for instance the claim that any particular product is the best. In instances like this the continuity must be altered to read, "There is no better—than this."; 6, The embracing of competitive advertising slogans to win a laugh; 7, The use of such offensive words as pimples, boils, acne, nausea, pregnancy and similar terms; 8, Cure claims which must be modified to be interpreted as bringing relief or aiding the cure of certain ailments.

**T**HUS do listeners hear what might best be described as air-conditioned programs. It is from these and less pointed flats that Miss McCrorie can define the restrictions on continuity. Certain conditions escape any given set of rulings and it is in instances like these that Solomon-like discrimination must be practiced if both audience and broadcaster are to be kept in an amiable humor.

For instance there is the word God. Devoutly used it is in impeccable taste; but because of the pronounced sensitivity of one type of listener, it has to be barred from the air except when used reverently or as a part of a standard, classic work. Covered by the same taboo is any statement, suggestion or jest which reflects upon religious views, racial traits or similar matters. Definitely banned is any commercialized broadcast in which listeners are urged to appeal to their representatives for any specific type of legislation.

There are vast differences of opinion between Miss McCrorie's division and the performers and advertisers who must dwell by its edicts. Perhaps the most common of these is in the case of comedians—particularly those who have been recruited from the theater. Jesters who have been developed in broadcasting are fairly familiar with the restrictions and do not pit their judgment against that of the broadcasting moguls. But those accustomed to the recently un-reined theatrical license are a bit more arbitrary. They are the soundest argument against the privileges of ad libbed or extemporaneous speech.

**T**HE ban against unsubmitted comedy scripts has in several cases resulted in a definite hardship for a few performers. Even one team whose fun was as wholesome as a child's breakfast cereal and as innocuous, but who could not prepare a script in advance, practically were driven from the air. They were the victims of the unprincipled jesters who will not stay within bounds unless tethered, literal martyrs to the principal that the innocent must suffer with the guilty.

But just enough evil-odored offenses have crept into radio through ad lib comedy to make it imperative that all scripts, whether dialogue, monologue or commercial plugs, must be in the hands of Miss McCrorie's department at least one week before date of broadcasting. This provides ample time in which to eliminate or rephrase anything which might come under the head of undesirable. Exceptions to this rule, of course, are special events broadcasts and news, but these phases of radio are entrusted only to persons of tested and dependable taste and judgment.

"There isn't any decided (Continued on Page 31)

# Cugat's Radio Zoo

Maybe Xavier Cugat, the Maestro, Believes in Reincarnation—and Maybe He Is Bobbie Burns Come Back—or Maybe We're ALL in a Crazy Nightmare

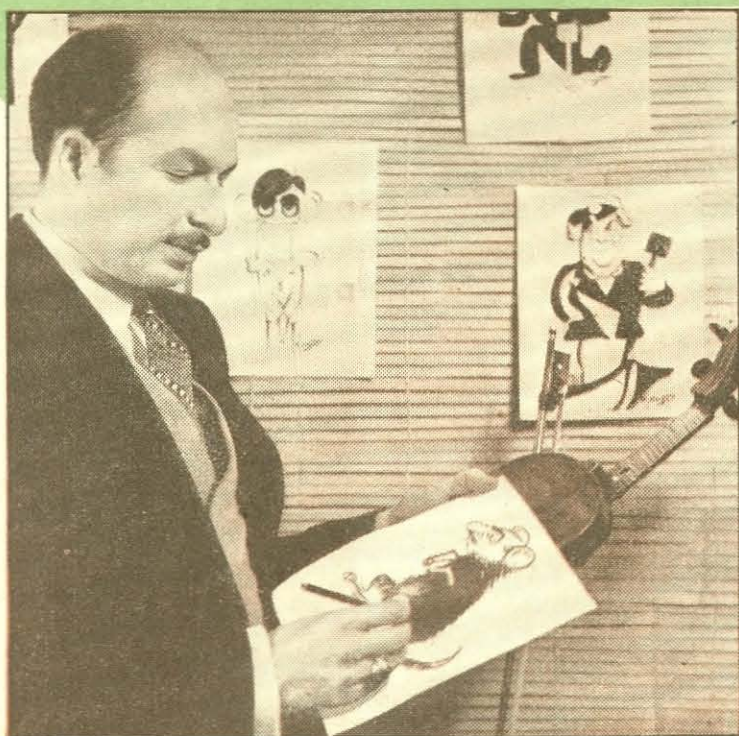
By Jack Banner



A conception sure to make Alexander Woolcott simply 'owl



Thereby hangs a tale—and thereby hangs Ed Wynn, hat, glasses and all



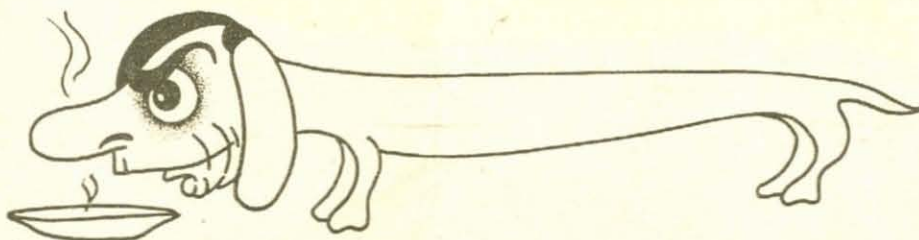
When it comes to lampooning figures occupying lofty pinnacles in the amusement world, Maestro-Artist Cugat doesn't spare himself. This is his sketch of Maestro Cugat



Pan sans pants is Xavier's unsaintly idea of Rudy Vallee

*Oh wad some power the gistic gie us  
To see oursel's as others see us!  
It wad frae monie a blunder free us,  
And foolish notion.*

—Bobbie Burns



This zoo-ish comedian is Eddie Cantor, so drawn because of his long stretch on the air

from a limb is none other than—ah! you've guessed it: Ed Wynn himself. The Fire Chief, you see, is cutting his customary monkey shins.

That leonine beastie, Frank Black, has a ferocious look, but really he's quite tame. The large schnozzled kangaroo is none other than the great Guy Lombardo. The babes in his pouch are the Lombardo freres, Carmen, Leibert, and Victor. Over to the left—can that be the Great God Pan blowing so merrily upon his flute? No! It's our own Rudy Vallee in one of his rare appearances in a pelt skirt.

That's a noble brow on the smirking giraffe at the left. Yup, it's Ray Noble hissself. What could have occurred to bring such a dolorous expression to that owl pinnacled upon that low bough in the panel in the upper left corner? But no matter—Woolcott the owl, doesn't give a hoot so why should we?

**T**HE prolific Spanish-American maestro, Xavier Cugat, whose pen is as mighty as his baton, has taken time out between tangos to indulge another form of artistic expression.

Lest you be lead to forswear your daily ration of Martinis and side-cars as a result of viewing this phantasmagoria, be it known that acute alcoholism was not the artistic urge. Credit (or blame) is due only to Mr. Cugat's irrepressible sensayuma—a priceless possession these trying days and times.

It has been rumored that the inspiration for this colorful group came to the artist in a dream—of all things—between siestas snatched when he wasn't engaged in serving his languorous Castilian ditties to the distinguished customers of the Waldorf-Astoria Hotel in New York. If the story be true, it is small wonder that the continued nightly exposure to such a galaxy of scintillating ether luminaries as that popular rendezvous presents, affected the impressionable mind of this simple musician to the extent of perpetrating this vagary. Still, we may be in error. Perhaps Mr. Cugat is presenting his conception of a present-day Mount Ararat. If so, we are paging that lusty old mariner, Noah, and his Ark, that these species may be preserved for posterity. Poor posterity!

**O**NLY the artist himself can set us straight on this point. We've asked him—but he merely smiles enigmatically and remarks: "Dun't esk"—or its Iberian equivalent. But that is, as the lawyer chaps say, beside the point.

Crane your necks, if you will, towards the panels on this page and meet some of Mr. Cugat's beauties in person. That bespectacled simian impishly swinging



Kanga-rude sketch of Guy Lombardo and brothers—with Gi-raffish concept of Ray Noble

**A**ND last, but by no means least, we come to that goggle-eyed daschund who responds to the name of Eddie Cantor.

This jungle grotesquery may perhaps leave in its wake some bruised egos, some damaged dignities, some injured feelings. Some folks can't take a joke, you know. At this very moment Radio Row may be rising in arms and girding for its attack upon the prankish artist. If so, let us in strictest confidence assist those who would beset the provocative Mr. Cugat, by giving a clew to his present whereabouts. Poison-pen letters, bombs, and other lethal agencies, threats, lawsuits and orchids may be addressed to him care of Waldorf-Astoria Hotel, in New York, where he is assisting the visiting firemen to forget the rigors of the Old and enjoy the blessings of the New Deal, to the rhythms of his paprika-seasoned melodies, picked up by NBC.

Or perhaps all damaged dignities may be appeased by the self-inflicted caricature of the artist, who has depicted himself as a self-satisfied and paunchy-looking rodent. Or, as he expressed it, "a rat to you".

# The Beloved Loafer

By Jeff Stevens  
(Conclusion)

**O**FTEN Bing and Dixie had battles, fierce battles, in which Dixie would declare that she knew all along she shouldn't have married a loafer who didn't have a scrap of ambition, who didn't have any plans for action after his contract with Gus Arnheim expired . . . Bing would allow as how something would turn up. It always had!

He would take himself off after one of their quarrels and go into a coma of whistling and whittling. Bing's exterior gave no indication that he was actually very worried. He realized that singing in night clubs and playing in slapstick comedies, had made life very satisfactory as a bachelor. But it was no good now that he had married. It was not a happy life for Dixie, having him away every evening working on the bandstand.

During one of these thoughtful whittling periods Bing sat considering that Gus Arnheim was closing at the Coconut Grove, and that his only immediate prospects of work were more recordings. But Bing's luck was busily at work for him.

All through Bing's career, when black moments came and the immediate future looked none too bright, he had a remedy for the blues. He would take himself off to a quiet spot, whittle and whistle, and go into a thoughtful coma. To a casual observer, unacquainted with the functioning of the Crosby mind, it might have seemed an utterly irresponsible way to behave in the face of a problem. Dixie Lee, a bride of only a short time, was somewhat piqued herself when she first saw her husband retire into such a trance.

Bing had a reason for it. He was worried. He had been willing to count on his luck when he was a bachelor, responsible for nobody's livelihood except his own. But it was different with a young wife who always had been a bit afraid of his lazy streak.

He didn't want Dixie to have a moment's doubt about him. He knew that in order to build for a secure future and a happy family life, he somehow must contrive to make a lasting, certain success of his singing. At the moment he was vocalizing with Gus Arnheim's band, making a few records on the side. But there was no telling how long that job would last, or what would come next.

**B**ING realized that he never had been the sort of person to plow through life driven by overwhelming ambition. Leisure and a good time always had come first. It was a combination of luck and youthful desire for excitement which had carried him, five years before, from Spokane to Hollywood in a broken-down flivver. It was a break, pure and simple, which had brought Paul Whiteman, on his night off, to view the show in a small vaudeville theater where Bing and Al Rinker were singing. It was an accident of the vocal chords—not long years of training—which had given him the melodious vibrato for which a new word was coined—crooner. His sense of rhythm was innate, his development of it natural. He loved to sing. He loved to play around with arrangements. But when it came to carrying out a future like a business man—he was helpless.

His career had been a cinch so far. His association with Whiteman and the Rhythm Boys had given him prestige and training. The years of knocking about Hollywood singing with countless bands, clowning through Mack Sennett comedies, had been sufficiently lucrative to enable him to have a good time. But now he was married to Dixie and possessed of a new responsibility. He realized that she was ambitious for him, had given up a promising career as a screen star to marry him, and that he must, somehow or other, deliver the goods.

**W**HILE Bing pondered over his whittling, his lucky stars—which he had begun to distrust of late—were working for him in a big way. The implements of fate were a portable phonograph and a record of I Surrender, Dear—which an executive of the Columbia Broadcasting System was playing to while away the time on a trans-Atlantic voyage.

The executive was greatly impressed with the baritone which delivered the lyrics of the song. Bing had written the lyrics himself, for Dixie, during the stormy periods of their romance. The executive surrendered to

## Would Bing Crosby's Devoted Wife Succeed in Remaking His Lazy Nature—or Take Him as Is?



Bing can stop whittling and whistling when his first-born, Little Gary, want' a wide. But nothing else can jar his lethargy

the natural talent of that lazy, persuasive voice. He immediately cabled his staff at Columbia to get hold of Bing Crosby and put him under contract.

Not long thereafter Bing was notified. Luck had come to his aid again! But there were complications, personal and otherwise. In the first place, Bing had signed dozens of small contracts on the Coast during his happy-go-lucky period. Getting out of them would involve strategy and no small amount of money. In the

second place, leaving California would be depriving Bing of the life he loved. He already was dreaming of the home he would build for Dixie in an ideal spot out there.

But Bing—who has a great deal of common sense—saw clearly that a gamble for success on the radio would be worth every sacrifice he would have to make. Knowing that he was helpless himself in managing business affairs, he wired for his brother Everett to help extricate him from the contracts.

It took thousands of dollars and all of Everett's strategy to release Bing from the contracts. Then the three Crosbys, Bing, Dixie, and Everett, packed up and left for New York.

**W**HEN Bing went on the air with his famous theme—When the Blue of the Night Meets the Gold of the Day—there was a wake of palpitations over the network, indicated by a deluge of fan mail. His style of singing, romantic and boyish, had an intriguing undertone of comedy—especially in hot numbers like Dinah. With Victor Young's orchestra, the immortal guitar of Eddie Lang and the hot fiddle of Joe Venuti close by, Bing went to town.

He would give the production men heart failure by sitting down on the floor during orchestral interpolations, whistling idly and scanning a funny paper until his turn came to sing. Then he would rise lazily, incline his head to the microphone, and stunt through the melody with his tricky voice.

Brother Everett set up an office to take care of Bing's business. One room was stacked with fan mail. Bing rarely showed up at the office himself. He was busy painting the town red with Dixie. They had more time together than they ever had on the Coast.

Bing's rise to fame from that moment on was a cinch. He went smoothly from one commercial to another, reaching a great pitch of accomplishment on Chesterfield, accompanied by Lennie Hayton. The Hayton arrangements were the last word in syncopation.

Then came a combination of circumstances which took the Crosbys back to California. First of all, Bing was receiving bids to make pictures, and it was arranged that he could continue broadcasting from Columbia's West Coast studios. There had developed also an important personal reason for the Crosbys to turn their footsteps West. Dixie was going to have a baby, and they wanted to settle down in their own home.

As for pictures—Bing was aghast over the prospect. "I can't act!" he complained to his brother Everett.

Everett turned a deaf ear to his brother's objections. As it happened, the very fact that Bing decided not to take the Barrymore business seriously made him a grand romantic comedian. With a twinkle in his eye, and his tongue in his cheek, he scored on the screen in a way that astonished everybody, Bing most of all.

People began to sit up and take notice of Bing's rule, Take it easy. It began to look like a good idea!

**U**NDER the management of Everett, Bing had tucked away a tidy sum. He went ahead, and built a home, the sort of home he had always dreamed would be his—rambling and comfortable, the sort of place where a man could read in a favorite armchair—and spill cigarette ashes on the floor.

Gary Evans was born while his famous father scored in pictures, radio and recordings. The Crosby fame and fortune went right on piling up. Bing and Dixie led a quiet life, spending evenings at home with their closest friends. The crooner remained the same—always a problem child to brother Everett—sneaking out of business appointments to play golf or go fishing, yelling himself hoarse at football games with no regard for his precious vocal chords! But why waste time worrying about Bing? He's done all right for an incurable lazybones.

Later on, the twins arrived. Bing as a family man lost none of his prestige. He has succeeded in every way—he has fame and fortune and a happy family. And he still loves to sing!

He enjoys every aspect of his work except the boredom of applying makeup and getting groomed to play his various romantic roles in pictures. Everett says Bing's favorite part so far was the one in Mississippi—because he had to let a full beard grow, to be trimmed down to side-whiskers for the role!

**B**ING hasn't changed one iota from the lad who left Spokane in a flivver to seek excitement in Los Angeles. Yet he finds himself the center of Big Business enterprises. Two brothers, Larry and Everett, and Pop Crosby, work at running his office on the Paramount lot in Hollywood. He owns a stable of blooded horses, two big ranches, and his own home. He still whistles and whistles when he runs up against a problem.

But Bing's biggest problem has been solved. He made the world love a loafer!

Bing Crosby will be on the air with a new series, featuring Jimmy Dorsey's orchestra and guest stars, commencing Thursday, December 5, over an NBC-WEAF network.



# They Wouldn't Believe Me

Mary Small, the Tiny Tot with the Grown-up Voice, Has Her Own Problems with a Skeptical Radio Audience

By Mary Small



I have to rehearse with my mother every day, but I like to sing and to play the piano

**I** HAVE the hardest time in the world making people believe the simplest of truths. At least 100,000 persons who have written to me and have talked to me, doubt that truth. They refuse to believe I am a little girl. They insist that I am a grown woman.

I was thirteen years old last May. I went on the air two years ago. I sing, and the reason people won't accept the truth about my age is that they say I "sing like a grown-up."

Mother and I used to worry as to how to answer these doubting letters. We didn't want people to believe that we were putting something over on them.

After all, a deception of that sort is not impossible, in view of the fact that I can only be heard and not seen on the air—at least until television comes, anyway. It was my father, however, who finally suggested a solution.

"Why not," said my daddy, "have photographs—or photostatic copies—made of Mary's birth certificate? When a listener writes to Mary expressing doubt as to her age, we can reply by sending the copy of the birth certificate!"

It has worked out very nicely. But still some listeners refuse to believe. They write again, saying that Mary Small, whose birth certificate they received, is a child all right, but not the person they hear on the air! We haven't figured out a practical solution to that one. Theater appearances all over the country have helped to convince some of the doubters. The rest will be convinced when television arrives—and it cannot be too soon.

**T**HE kind of letters I like the best are from girls and boys of my own age. I receive many of these. I like them because the kids never doubt my age, and write to me as if they liked me and my work.

I'm glad I am growing up. I'm thirteen now, and it won't be very long before I become a full-grown lady, and then I won't have to answer so many questions about my age.

Even when I appear in vaudeville, people will come backstage and ask many more questions. One man I remember was particularly hard to convince. He refused to accept the birth certificate as proof. He was a friend of the theater manager's, so we tried to answer all of his questions. My mother told me afterwards that he had cross-examined me in an attempt to trip me up about my age. He finally left with the parting statement that I was a midget!

Every week my mail from people all over the country whom I am glad to call my friends, brings in new questions. One of the most frequently asked is, "Do you get nervous before the microphone?"

The answer to that question is "No." I have been singing since I was six years old. Because I like singing so much, I am never afraid when I stand before the microphone. The only thing that might make me nerv-



At Mary Small's thirteenth birthday party (left to right) the Three X Sisters, William Wirges (in the rear) Mary, Irene Noblette and Tim Ryan

It's hard to be a child, is little Mary Small's only complaint as she contemplates the future

watch, so that I could always be reminded of the time and the fact that I was on the air. Whenever I meet Mr. Vallee now he smiles and asks me the time, and then asks what time I go on the air.

**I** AM happy to have a friend like Rudy Vallee. Two years ago I was brought to New York—I was eleven years old then—and I was given a chance on Mr. Vallee's program. After the first broadcast he came to me and said that I was a great singer, and that he wanted me to sing on his program many times again. I was never so happy in all my life! I asked Mr. Vallee for his auto-

graph. He gave it to me—and then asked me for mine! I can play the piano. I have been taking piano lessons for five years, and hope some day to be able to play for myself as I sing.

I like to draw, and when I appear in vaudeville I spend the hours between shows—that is, when I'm not studying—drawing objects and people around me.

A lot of people ask me how I manage to keep up with my school work if I appear in theaters and have to rehearse pretty often for my broadcast. The answer is very simple. My broadcasting is never permitted to interfere with my school work. I attend the Bentley School every day I am in New York. When I go out of town for theater appearances, a special tutor who knows just how much work the children in school will accomplish while I am away, accompanies me. When I return I go to classes again, and so I am just as advanced in my studies as the other children.

I love to collect autographs. I started with Rudy Vallee's, and now I have the autograph of almost every radio artist I have ever met. Another autograph I treasure highly is that of Governor Ritchie, of Maryland, and also that of Mayor Jackson, of Baltimore. Both these lovely and important people heard me sing when I was nine years old, and predicted that some day I would be important. I hope I can live up to that.

There are three lovely ladies to whom I owe a great deal. They are Vi and Pearl Hamilton, and Jessie Fordyce, whom you hear on the radio as the Three X Sisters. It was they who heard me in Baltimore when I was eleven years old and really got me started.

And, oh, yes, I've got a brother and a sister, back in Baltimore. I almost forgot. Neither of them sings, but my brother likes to visit the radio stations to see the machinery. He goes into the control room instead of staying outside to listen to me. But he says he might like to announce.

Maybe some day he would be my announcer when we both get big. Wouldn't it be funny if he could say, "Now, folks, my little sister will sing for you?"

Mary Small is now heard on a sustaining series on Wednesdays at 6:15 p. m. EST (5:15 p. m. CST; 4:15 p. m. MST; 3:15 p. m. PST) over an NBC-WEAF network.



# Reviewing Radio

By Martin J. Porter

**A** THREE-CORNERED switch involving two friendly enemies and two real ones, will be effected this week: BEN BERNIE'S beer sponsor is quitting the air. And AL JOLSON will be through on the Chateau programs September 28. The Ol' Maestro Bernie will step into the Chateau show October 12—and in the interim, that one vacant Saturday that is thus left starless, no less a person than WALTER WINCHELL will pinch-hit. So goes radio!

Burlesque on a major scale is one phase of showmanship that has been touched only lightly and timorously where radio programs are concerned. It is a type of comedy that has been backward and difficult to develop, perhaps because of an overdeveloped sense of dignity where sponsors are concerned. Yet it is a durable, dependable type of fun-making which needs only a courageous pioneer to develop—and of all people, Mr. Henry Ford is first to encourage this venture into a new sector of radio! That is, he is the first sponsor to do so. Preceding him into the field was the sustaining Itty Bitty Kiddy Hour at WHN, New York, which gave Broadway some idea of how hilarious a good burlesque might become.

Mr. Ford has permitted FRED WARING to do a bit of caricaturing, and Waring last week did a really deft and inoffensive job when he took that cigarette show for a hectic ride, burlesquing LENNIE HAYTON, the presentation of the week's hit songs, and even reproducing with characteristic lustiness the show's theme song.

Undoubtedly Mr. Hayton will be moved eventually to reciprocate, and I hope that he does so before the freshness of the idea wears off. The notion will pave the way into a new and badly needed field of comedy.

**T**HIS section of your favorite radio publication always has prided itself—ahem—on bitter crusading against rackets growing out of the broadcasting industry. One of the most unfair of these, I believe, is the abuse of recordings.

It is the habit of many a small station to use records made by celebrities like GUY LOMBARDO and WAYNE KING, and either mumble the necessary announcement that it is a recording, or deliberately fool the public by having the announcer say, "This is Guy Lombardo's recorded orchestra," which sounds when said rapidly like, "This is Guy Lombardo's recording orchestra." In the stations' program releases, the listing frequently reads merely "Guy Lombardo."

Bandleaders thus kicked around the kilocycles have protested vigorously against the use of records not

licensed for broadcasting, but they've never landed anywhere with their complaints. But now Mr. Lombardo is very, very peeved; and he has called upon the Music Corporation, which manages his band, to file suit in one instance and make a national test case out of it so that the record racket may be stopped. He wouldn't mind the use of his records so much, except that the small stations insert advertising plugs with them. The particular Carolina station to be sued is one which Guy charges not only with using misleading phrases, local advertising, et cetera, along with his canned music, but actually put on his records simultaneously with his



Here are the Sisters, microphone, antics and all—Ralph Dumke and Ed East. The name they picked for the housewives' union, Sisters of the Skillet, has stuck to them for years

Monday night commercial programs over CBS—making him compete with himself on another nearby station.

Some time ago ELSA MAXWELL, society arbitrator or something, for some purpose—probably publicity—announced to a waiting world that in her opinion there were no more than ten real gentlemen in the entire world, and these favored ten did not include anybody in Hollywood, radio or the other branches of show business.

MR. LEO REISMAN thinks this is a kind of a slander, and so he arbitrarily names herewith ten obvious gentlemen of radio, modestly leaving his own name out of the list. Do you agree with him?

John Charles Thomas, Edwin C. Hill, Rudy Vallee, Major Bowes, Boake Carter, Phil Duesy, Lanny Ross, Lawrence Tibbett, Xavier Cugat and James Melton.

*A gentleman, I should say, is a guy not merely possessing manners but masterful tact, diplomacy, suave conversation, sartorial taste, et cetera. Personally, I believe there are an easy hundred such gents in radio, notably Lowell Thomas, David Ross, Mario Chamlee—and even Marty Lewis.*

**T**HE people I should like to disqualify for any such genteel honors would be: Announcers who say "folks," sponsors who use half their programs for spiels, bandleaders who won't play tunes as they are written, and guys who make puns out of song titles.

Screwiest event of the week: When Vox Pop went on the air last, and the two inquiring reporters accosted a woman and asked her what a ladies' man is, she replied, "Oh, I know. This is the Jello proram." It would have tickled JACK BENNY, but it didn't make the aspic-selling sponsors laugh.

The lowdown on the WHITEMAN show's passing at the end of November to give way to BING CROSBY and JIMMY DORSEY'S orchestra: Paul turned down a renewal of the series because it had become merely a glorified vaudeville turn. Whiteman has other offers which will permit him to go a-pioneering for new modern music idioms, which is his forte, as he no longer considers his outfit a dance band.

The fact is, Whiteman may quit the series long before the end of November.

Did you know—and do you care?—that you can't use the word *cocaine* in a song lyric if it goes over the air? The dopey word is deleted whenever a crooner groans out the words of I Get a Kick Out of You.

## Plums and Prunes

By Evans Plummer

**T**HERE is justification for the species of *homo sapiens* known as the Radio Fan, especially after you have heard the story of the Gilbertera family who are three—Momma, her daughter Carmelita and her son Jimmy—a very interesting and a very destitute threesome.

They were always interesting but not poor, not until the head of the family, Signor Gilbertera, a well-known Italian tenor, took ill suddenly with pneumonia and passed away.

Then one day a few weeks after the tragedy, Jimmy turned on the radio and heard in amazement the last trailing notes of an Italian song being rendered by a beautiful tenor voice—his father's voice! Jimmy ran madly to his Momma shouting, "Mother! Mother! Papa's on the radio! I heard him!"

But the anguished family too soon learned that it wasn't Papa Gilbertera. The voice was that of LAWRENCE SALERNO, the young Italian tenor who is heard so frequently on the air. And now the three Gilberteras are glad he sings so often, for to them he is the symbol of Papa. Ever since that first day Lawrence Salerno has been their "patron Saint."

THEY SAY IT IS bad journalism to grow too sentimental. It is also notably poor writing to refer to the dead. Why? Life and death are always about us. We cannot escape either. So on with another yarn—this time about one of the live ones to tab for the future, a girl who made her first broadcast from a place usually reserved for the sign-off programs of us mortals.

Truly in the case of MARY JANE WALSH, now featured singer with SEYMOUR SIMONS' orchestra over CBS stations, you might say that her premiere was a voice from the dead. It happened several years

ago at WOC, Davenport, Iowa. Mary Jane wished organ accompaniment for her ether singing debut, and the best available organ in town was located in a mortuary. So WOC engineers placed a mike in the chapel, and amid such somber surroundings Miss Walsh really put feeling into her two songs, Please Handle with Care, and Lover Come Back to Me!

**A**LTHOUGH CLEM McCARTHY won the blow-by-blow assignment for the big Baer vs. Louis fight, nationwide auditions were conducted previous to his selection, and in Chicago an unique plan was adopted by HAL TOTTEN, NORMAN ROSS, BOB BROWN and WARREN BROWN, all contenders for the fight mike, in order to file their applications.

Two young followers of the manly art were hired at George Trafton's gym and put into a ring in one of NBC's studios. Then, with the two fighters actually going it for four three-minute rounds, each of the four Windy City mikemen broadcast one round while a recording machine took down their efforts

*What with the Louis-Baer fisticuffs just aired, loud-speakers about to be tightened up for the World Series, and pigskins in the air, it is worth a line to record the fact that FORD BOND, the NBC mikeman, has just completed a post-graduate short course in football under Columbia's Lou Little. The curriculum included, we naturally suppose, several lectures on "The Proper Usage of the Word Putrid."*

**TIME MARCHES ON (in reverse):** Responsible for this neat trick of tempus fugit calculus are EASY AND DUMKE, pictured elsewhere on this page. Recently they threw their combined 500 pounds avoirdupois behind the gentle task of lacing America's ladies into a certain brand's foundation garment. One listener inquired why John Doe, Junior, the fiddling bandleader's son, who was seventeen years old two years ago, was now claimed to be much younger. The Skillet Sisters' answer was that John, Senior, was 39 years old two years ago, but that now he is but 37, thus making John Junior, fifteen. See?

*But regardless of the direction of time, we take a fleeting minute by the tail to burl prunes at the phonograph record choosers behind that invaluable Musical Clock of Station WBBM, in Chicago, for its monotonous repetition of the His Honor march. Not long ago the sponsor of this show claimed it had broken a record—but evidently the wrong one suffered.*

**P**LUMS to the work of THE WESTERNERS, ex-National Barn Dance ensemble, for their music of late on the SHOW BOAT hours . . . and PRUNES to one SALLY RAND who must have lost a lot of fans by her failure to appear on N.T.G.'s choline show Tuesday, September 10 . . . More PRUNES to NBC for kicking around the MASQUERADE sketch after begging for its return to meet listener demand . . . PLUMS to CBS for its announced plans to air the PHIL-HARMONIC-SYMPHONY'S 1935-36 concert series in the detail already made public . . . And more of the same to General Motors for their plan to include radio talent at next Winter's series of new model shows.

# Inside Stuff

## Along the Airialto By Harry Steele

*Substituting for Martin Lewis, Whose Pulse Is Down to Normal and Whose Temperature Is High from Worry About What Lesser Contributors Do with His Column While He Convalesces*

**T**HE answer to those who have been wondering why the name of Melvin Purvis, G-Man headliner, has been notably ignored on the Saturday night Department of Justice dramatizations, may be found in the announcement that the series will come to an end after this week. Why? The boys in the Federal manhunters' division are squabbling over who should get credit for various achievements highlighted in the scripts. The glorified, self-sacrificing sleuths are exposed as just human beings after all.

Another vanishing program turns up one of those characteristic radio scrambles. When BING CROSBY replaces the WHITE MAN show, his accompanists will be the Dorsey Brothers' orchestra which not long ago featured BOB CROSBY, Bing's lustiest and youngest brother, whose own band will have a commercial show shortly. Paul's reflections on that gratis guest appearance recently staged by Bing should be interesting.

*JOHNNY HAUSER of NBC'S Hit Parade says it is only as a stimulant to his frequently wavering courage that he keeps conspicuously posted on his picture-plastered bedroom wall a photo of himself, inscribed to himself by himself and on which the legend reads: "To Johnny Hauser who is the berries, from Johnny Hauser."*

"They left when I sat down at the piano," reports JESSE CRAWFORD, consort of the console. But it's a fact, he says, that he began his career on the revolving stool of a Steinway when he was only 12 years old. By the time he reached that age he had discarded a harmonica and a cornet, neither of which he could master.

**O**NE of the only unregistered sub-post-offices in existence is the automobile of MALCOLM CLAIR, the Spareribs of NBC and WLS. When Mal pulls up in front of his home he leaves one window of the car partially opened. Into it neighborhood admirers, particularly tots who go for fairy stories, drop their screeds of devotion.

*One hundred and eighty minutes for tributes but not one second for explanation of why they jade songs and interrupt dialogue to make station announcements which have to be repeated within a minute or two, is one summary of the expansive WMAQ power-boost ceremonies on Sunday, September 15. Auditors were conscious of the fact that the wallage was not the only thing boosted, and many Chicago artists, well aware of radio history in those parts, were amazed at the comprehensive list of firsts set up to the credit of the former newspaper outlet.*

MYRT (le Vail) and daughter MARGE (Donna Kretsinger) back from their pre-broadcast vacation, were permitted to land with all the background they had acquired in Hawaii for their radio sketches—but had to abandon their Mynah bird, a gift from the captain of the liner, *Malolo*, which bore them from Honolulu. This species of parrot, said to be as common in Hawaii as is the sparrow in our own country, is a glib talker but this one couldn't orate with sufficient conviction to circumvent the ban placed on the breed by federal edict.

**F**AMILIARS of the screen moguls report those worthies as convinced that one of the most recent discoveries will make up, in part, to the movies the box-office magnetism that was lost with the death of Will Rogers. He is EDDIE GUEST, the Bard of Detroit, whose naturalness, critics say, is on a par with that of the lamented cowboy philosopher. Carl Laemmle, the old fox of films, has backed his judgment with a seven-year contract and no one ever has accused Uncle Carl of buying a pig in a poke.

*The practice of announcing a commercial account with the name of the talent to be given later, is reversed in the communicado from NBC. This tells of the return to America of LUCIENNE BOYER, premier songstress of France, for an unnamed sponsor.*

A chap whose running-mate was immortalized in American song, I Played Fiddle for the Czar, was featured on a recent NBC Symphony Orchestra broadcast. He was VLADIMIR BRENNER, former pianist for the Russian Court, and who consistently played piano for the Czar.



Myrt and Marge displayed unusual elation over the prospect of importing their chattering Mynah bird—but they would have had to stay in Honolulu if they were to keep the feathered pet

Suavity in its various forms doubtless will clash again on October 6. The sophisticated type, as dispensed by the returning ALEXANDER WOOLLCOTT, presumably will be tendered at the same hour as the homespun brand in the hands of JACK BENNY.

The promised importation of JACK HYLTON, named England's No. 1 dance band leader, doesn't threaten to panic Maestro RAY NOBLE. Ray has just been awarded an extension of his present contract, which will permit him to round out 34 broadcasts for his present sponsor, and will dominate the Pause That Refreshes programs when the Atlanta pop mill resumes its broadcasts shortly.

*The ubiquitous office volunteer tenders a reply to the Vox Pop question of a recent Sunday night, "Why did Adam take only one skunk into the Ark?" After disposing of the proper identity of the first of all the admirals he suggests the reply should be, "After he got one in he probably had scents enough to leave the other one out."*

The above paragraph, being obviously extraneous matter, is included merely to lend a flavor of the column's original conductor. It is Marty's own premise that a pun is the Lewis form of humor. Which might be just the spot to drop in the cheerful information that M. Lewis is waging a brave battle against his multiple

infirmities. He has reached the stage where he is a trifle critical of the fact that his night nurse is a brunette—because if Marty is nothing else he is a gentleman.

Fiddler RUBINOFF prefers missing big public openings to having to acknowledge an introduction with a solo. But a Manhattan debut which he particularly desired to attend was slated for a recent date, and a druggist's clerk is responsible for the story that on the afternoon preceding the ceremony the Russian violinist dropped in to have his hand bandaged. Solicitous inquiry as to the nature and extent of the injury revealed, the young man says, that there was nothing wrong with the paw offered for wrapping. "I'll never know why he wanted it bandaged," the clerk is reported to have said.

It looks as if JOHNNY GREEN, the composer and conductor, will be the next guy with whom JACK BENNY is going to have trouble. In advance of the debut on September 29, Johnny has been practicing up on his talent as a dialectician, hoping to confound the ace jester with some impromptu clowning that will help to make the listeners forget the spats that featured the last chapter of the series.

*The picture of Major Bowes' Amateur Hour functioning as a marriage bureau is presented by the results of the show of Sunday, September 15. One of the first telegrams received offered matrimony to the Irish lass who admitted in her interview with the inquisitive master of ceremonies that an underlying reason for her trip to America was the shortage of spouses in Old Erin.*

**W**HILE their erstwhile maestro leads new charges into action in the BENNY programs from the West Coast, JOHNNY GREEN'S band, deserted in the wilds of Manhattan, doubtless will find a job en masse. Under the title of Johnny Green's Band but under the baton of a substitute conductor, MAX METH, they are expected to work in the oil show which has been featuring Green and VIRGINIA VERRILL. Starred on the programs which are to be given national airing will be TIM RYAN and IRENE NOBLETTE, CONNIE BOSWELL and a male quartet.

There is an air of innovation about the launching of British JACK HYLTON'S American oil series. Because of arrangements which prevent his leaving Albion on schedule, Jack will do his first program via short wave from Europe October 13 and will transmit his second by way of the same medium from the salon of the S. S. *Normandie*, which will be in mid-ocean with Hylton and his musicians en route to this country. CBS will pick up both short-wave programs for rebroadcasting over its networks here.

**M**ANY a radio artist complains that his only contact with his sponsor is through the medium of kicks because of some fancied weakness in the program and the weekly check. But NORM SHERR, CBS (Chicago) staff pianist, has a permanent memento of the advertiser who backs his programs. He is the manufacturer of one of the better grades of pianos, and Norm was surprised and elated to receive from him a specially-constructed grand instrument as a gift. Sherr is afraid that it will be another case of Skinner's Dress Suit and call for an elevation of his living standards. The first move will be to find an apartment that will accommodate the piano with suitable setting.

*The theme song idea is infectious. MADAME SYLVIA, the terrestrial divinity who has shaped endless beauties, while molding some excess tonnage on (or off) one of the better known radio sopranos recently, was heard to hum, You're All I Knead.*

NBC's interesting new series revealing that many of our commercial and professional giants make music their avocation reflects how completely the diversion can succeed the normal life work in an opposite field. An instance in point is WILLIAM DALY, one of the country's outstanding conductors, whose orchestra is a featured one in top-notch network programs. Daly formerly was editor of *Everybody's Magazine*, but never too busy with his shears and blue pencil to permit his interest in music to lag. With the shifting conditions in the publication field Daly permanently shelved the tools of that trade and made music his metier.

# Coming Events

EST and CST Shown



Fred Allen busied himself before his return to the air by trying to figure out which of the 600,000 Carlo combinations would win for him. But Patsy Kelly, movie comedienne, knows every one of them!

## SUNDAY, SEPTEMBER 29

**T**HE Solemn Pontifical Mass opening the National Conference of Catholic Charities will be broadcast over the CBS-WABC network at 11 a. m. EST (10 CST) from St. Mary's Cathedral, Peoria, Illinois.

HONORABLE HAROLD NICHOLSON replaces Commander Stephen King-Hall on the international news events program from London heard over the CBS-WABC network Sundays at 12:45 p. m. EST (11:45 a. m. CST).

The MAGIC KEY OF RCA, a variety program which will introduce most of the country's leading artists as guest stars, makes its debut over an NBC-WJZ net-

work at 2 p. m. EST (1 CST). The program is sponsored by the Radio Corporation of America.

YOUR ENGLISH, a program dedicated to the improvement of national speech and diction, and dramatized to stress the power of the spoken word, will have its premiere performance over an NBC-WJZ network at 3 p. m. EST (2 CST). The series is sponsored by the Better Speech Institute of America.

Description of play in the RYDER CUP GOLF TOURNAMENT will be broadcast over the CBS-WABC network from Ridgewood, New Jersey, at 4:45 p. m. EST (3:45 CST).

A new series with the famous writer

and canine authority, ALBERT PAYSON TERHUNE, will make its debut over the Mutual Broadcasting System, at 5:30 p. m. EST (4:30 CST). The program, which will be heard each Sunday at the same hour, will be highlighted by Terhune's comments on the dramatizations of animal stories which will feature the programs.

The series featuring JACK BENNY and MARY LIVINGSTONE makes its Fall debut over an NBC-WJZ network at 7 p. m. EST (6 CST) to be heard each Sunday at this hour. JOHNNY GREEN'S orchestra and MICHAEL BARTLETT, tenor, also will be heard. There will be a repeat broadcast to the West Coast at 11:30 p. m. EST (10:30 CST). The series is sponsored by General Foods, Inc.

The opening program of the series featuring PHIL BAKER as the Great American Tourist will be heard over the CBS-WABC network at 7:30 p. m. EST (6:30 CST). The new series will introduce HAL KEMP'S band and the SEVEN G's, a new choral septet; Baker brings back his previous aids, BOTTLE and BEE-TLE. The broadcasts are sponsored by the Gulf Oil Company.

A salute of welcome to WJR, which joins the network of the Columbia Broadcasting System, will be broadcast over the entire CBS-WABC hookup at 8 p. m. EST (7 CST).

The FORD SUNDAY EVENING HOUR resumes its Fall and Winter schedule over the CBS-WABC network and will make its debut at 9 p. m. EST (8 CST). The opening program will feature JASCHA HEIFETZ, violinist, as guest artist. VICTOR KOLAR will conduct the Ford Symphony orchestra. The Ford Motor Co. sponsors the series.

## MONDAY, SEPTEMBER 30

The resumption of standard time brings a schedule change for MRS. WIGGS OF THE CABBAGE PATCH, heard daily excepting Saturday and Sunday over the CBS-WABC network. From this date the

sketches will be heard at 11:30 a. m. EST (10:30 CST).

THE O'NEILLS, a dramatic sketch heard daily except Saturday and Sunday, begins its Fall schedule and will be heard over an NBC-WFAP network at 3:45 p. m. EST (2:45 CST).

The TOM MIX ADVENTURES, heard each Monday, Wednesday and Friday at 5:30 p. m. EST (4:30 CST) resume broadcasting over an NBC-WFAP network.

OG, SON OF FIRE, a dramatic program sponsored by Libby, McNeill and Libby, makes its debut at 5:45 p. m. EST (4:45 CST) over the CBS-WABC network with a split network repeat broadcast for the Northwest at 6:15 p. m. EST (5:15 CST). The program will be heard at the same hours each Monday, Wednesday and Friday.

VANISHED VOICES, a combination musical and dramatic program, makes its debut over the CBS-WABC network to be heard each Monday and Wednesday at 6:35 p. m. EST (5:35 CST). The series will be based on historical and fictional events and is sponsored by the Delaware, Lackawanna and Western Coal Co.

The backstage dramatic series, MYRT AND MARGE, sponsored by the William Wrigley, Jr. Co., launches its fifth year on the air over the CBS-WABC network. The sketches are heard daily except Saturday and Sunday at 7 p. m. EST (6 CST) with a repeat broadcast at 11 p. m. EST (10 CST) for Western and Midwestern listeners.

A novel broadcast in which stars of the vanished theatrical era will be featured along with those of today, and to be known as HAMMERSTEIN'S MUSIC HALL, will have its premiere over an NBC-WFAP network to be heard each Monday at 8 p. m. EST (7 CST). The master of ceremonies and producer will be Ted Hammerstein, grandson of the theatrical genius whose variety theater he is immortalizing in the title, Oscar Hammerstein. The series is sponsored by the makers of Kolynos toothpaste.

Because of the requirements of splitting networks the premiere of the new dramatic series starring the film and stage star, HELEN HAYES, will be broadcast to Western listeners at 12 midnight

(Continued on Page 15)

## Music in the Air

By Carleton Smith

**O**N MY trip abroad this Summer I found that old London town is pretty much the same, except that there seem to be several thousand more topheavy buses lumbering down Piccadilly and across Trafalgar Square. The speed with which they travel would make New York or Chicago taxicab drivers envious.

One of the first places I dropped in, of course, was Broadcasting House—that modern pile of masonry that houses His Majesty's radio system. They're still talking about the recent whirlwind visit of JOHN F. ROYAL, NBC's vice president in charge of programs. The English are delighted that there is to be an even more extensive exchange of programs.

"We are really very fond," I was told, "of your dance music. It is very popular over here, and the people never get enough of it." That's true not only of London, but of all European cities. And that is why almost any good dance-band from this country makes a hit abroad.

When I asked why short-wave listeners in the United States and other parts of the world were given such dead programs (many of them have been programs of phonograph recordings), I was given a typically British answer: Because all bus and subway services close down a little after midnight and there's no way of getting the musicians and artists home except by automobiles and taxis!

And it is perfectly true that if a full-sized symphony orchestra were put on the air after midnight, the problem of transportation would be a major one to be solved only by the combined brains of those in charge of transport. And, besides, it would be ruinously expensive—according to the thrifty English notion.

Certainly, in the matter of all-night transport services, London is the hickest of hick towns.

SERIOUSLY, however, the BBC is beginning to attack the problem, and from another angle. Since shortwave broadcasting came to stay at Broadcasting House, the imposing structure has become the roosting place for a lot of night owls. Food may be obtained at the Canteen, which now is open 24 hours a day. For announcers who remain on duty until 1 or 2 a. m. and others who begin work at 4 or 5 a. m., there are sleeping accommodations.

The night owl contingent also includes a control room staff, a skeleton staff of commissionaires and elevator attendants. While some artists and musicians have the experience of chugging home in their Baby Austins when early newspaper vans are making the streets unsafe, others arrive

by foot or on motorcycle at a time when the milkman is placing the bottles on the doorsteps of a London still slumbering.

I listened to several programs—studio orchestras and music hall shows mostly—and observed that split-second timing had not caught up with them yet—and, for that matter, probably never will catch up with them. Time is not valuable; it isn't bought and paid for by a sponsor who wants every second coming to him. And so programs run over or under, announcements are made in a leisurely manner, and there are many minutes of blank waiting. As I was told, "It isn't the end of the world if we run over the scheduled time. What does a few minutes matter? Timing makes broadcasting too machine-made."

ONE thing the English simply can not understand is how we rave about amateur hours. They consider them downright disgusting, evidence of a depraved taste. It's too much like throwing beginning animal trainers to the lions, as they see it. The jests, the thwarted ambitions, the embryonic hopes, the embarrassment—these are "interesting but intensely cruel," according to JOHN WATT, producer of the BBC.

British programs lean to the educational

side, though they don't like to call them educational, because people get the idea that something very highbrow is going on the air. DOCTOR ADRIAN BOULT told me, and even wrote me later, that it was certainly the intention of the BBC to improve taste in music. The Director-General some years previously coined the maxim (applying to all broadcasting, not only music) that their aim should be to give the public not what it wants but something better than it thinks it wants!

DOCTOR BOULT said, further: "I think we definitely can quote our audience, for instance at the Promenade Concerts, which is young, and (we feel) drawn to Queen's Hall by hearing the enthusiasm when listening to the wireless relays of the Concerts, as evidence that wireless music has stimulated interest among listeners. A further point for which we should like to claim considerable credit is that the sale of pianos in this country began to boom some two years before there was any sign that the financial depression was coming to an end."

The favorite popular program, I learned, is a music hall show. Short acts are staged in a theater to give the proper atmosphere, and these shows are definitely planned and rehearsed for broadcasting. It's really a vaudeville bill. For example, instead of a comic taking a half-hour, as in the U. S., he gets but seven minutes.

# "Give a Fellow a Break"

## Calling All Cars

Frank Anderson, of Jersey City, Did Just That—and Forthwith Stepped into a Peck of Trouble  
By Marshall Graves

**H**USKY Frank Anderson, driver of a newspaper truck, whistled as he walked home from the barber shop, that day in June of 1934. There is a warm, exciting feeling about the streets of Jersey City on a late June day, when the trees bend with the weight of new leaves and every block is full of playing children but lately let out from school. Anderson, big, young and healthy, felt the goodness of life in the air about him, and the goodness of life in his own veins. He had a job, a haircut, and a home. So he whistled.

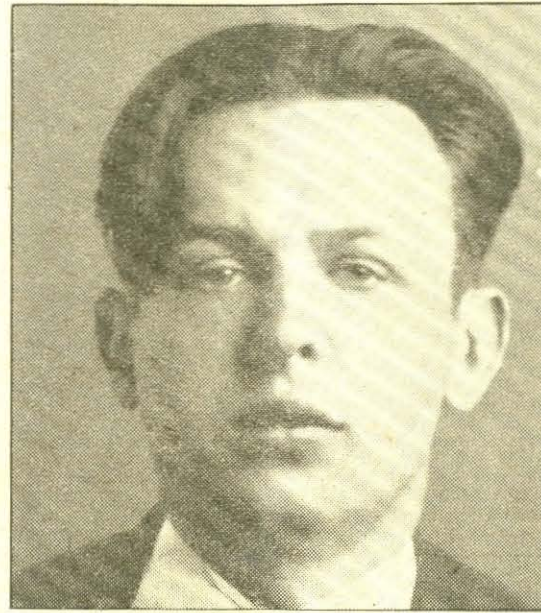
But when he reached his apartment at No. 507 Summit Avenue, Frank stopped whistling in sudden perplexity. The door was unlocked. For an instant he paused and puzzled about this. Then his brow cleared. Probably, he concluded, his wife had returned suddenly from her shopping expedition. So, puzzled no longer, he stepped over the threshold and closed the door.

But some lingering doubt—or perhaps an instinct—caused him to close the door gently. He looked around. There was no sign of anything wrong, but neither was there any sign of his wife.

For all the bulk of his well-muscled body, Anderson stepped quietly down the hall. Suddenly he stopped dead.

**F**ROM the bedroom a tiny sound had come. Like the opening of a drawer. Anderson relaxed, grinned and strode to the bedroom door. So it was his wife, after all, who had unlocked the door which he positively remembered having locked. He threw the door open.

It wasn't his wife, after all. In the middle of the room stood a tall and handsome stranger. In his hand he held a brief-case. His blue eyes, wide with surprise, bored into Anderson's own startled ones—then shifted, flicked over the driver's face and body, sizing him up in swift, piercing glances.



Simon Zeruba: He was a salesman officially; but off the records he tried to make crime pay

"Wait, buddy!" he pleaded, in a soothing and almost hypnotic voice. "I'm up against it, or I wouldn't do a thing like this. Honest! Won't you give a fellow a break?"

This appeal halted Anderson in his tracks; uncertainty filled his mind and drove out the impulse to commit mayhem. His instinctive masculine intent to give battle had been met by a plea.

Quickly the burglar followed up his advantage. He opened the brief-case and poured its contents on Anderson's bed. The truck-driver saw several articles of his wife's jewelry, a roll of bills, his own gold watch and chain and a number of other articles flop there and bounce gently upon the neatly-made bed.

"Look!" murmured the housebreaker tensely. "I'm giving you all your own stuff back. Give a guy a break, won't you? I'm up against it."

**I**F THE man only had let it go at that, Anderson might very well have permitted him to walk out into the street a free man. For in the prodigality of his own youth and health, the big man was good-natured and kindly. The men he worked with used to kid him because he was an easy mark for every needy beggar or peddler who chose to put the touch on him.

But just at that moment, when the intruder's fate rested in the balance, the nattily-dressed and smooth-voiced fellow made his one mistake.

He reached his hand back into that brief-case! Instantly, into Anderson's mind flashed the thought: "Perhaps he's going for a gun!" And instantly rage surged back into his brain, supplanting the rising tide of compassion.

"Drop that thing!" he roared, and lunged recklessly forward.

The man obeyed—but too late. Already Anderson's muscular hands were upon him. And then an amazing thing happened.

Like a dew-worm that has been grazed by a robin's bill, the entire body of the burglar shrank—in one sudden jerk. Too late Anderson realized that beneath the smoothly-cut clothes of this slick-looking, slim fellow there lurked muscles like drawn steel. Gone, now, was the smooth-tongued appeal. Stark brutality, the brutality of the jungle and the underworld, was in the swift downthrust of clenched hands with which the burglar broke Anderson's hold upon him. It was an old wrestling trick, done with consummate skill—and it hurled the bigger, heavier man against the wall as if he had been a baby.

**T**HEN the burglar jumped. Not at Anderson, but towards the open door he skipped with all the grace of an adagio dancer—or a boxer. He vanished into the hall.

Bellowing with rage, Anderson recovered his balance and rushed after him. But he wasn't quick enough. He reached the hall just in time to see the burglar rip open a window and slip out.

"Good grief!" cried the awestruck Anderson. For that window had been stuck tight for months—so tight that he, himself, had not been able to open it. Swift recollection of this made him all the madder. He ran down the stairs, two at a time, shouting for the police.

Thus it was that a neighbor, hearing but not knowing what it was all about, ran to her telephone and called the police. And thus it was that Detectives John Woods and M. Kierstead, patrolling in the Jersey City two-way police radio car Number Six, suddenly heard this broadcast:

"Calling Car Six . . . Car Six . . . A disturbance reported at 507 Summit . . . Investigate and report disturbance at 507 Summit, Number Six."

Throwing the sending switch, Kierstead reported back:

"Car Six . . . Kierstead reporting . . . Now proceeding to 507 Summit to investigate."

Even before they reached their destination, another message came to them from Headquarters. Anderson and neighbors had pieced together a description of the fleeing crook, and it reached Kierstead and Woods as follows, from Headquarters:

"Calling All Cars . . . Particularly Car Six . . . Further bulletin on disturbance at 507 Summit. Wanted for breaking and entering at that address . . . A fugitive loose in the district as follows . . . Man is about five feet eight . . . wearing blue pin-stripe double-breasted suit . . . hair combed back . . . very good-looking . . . Car Fourteen, join Car Six at 507 (Continued on Page 31)



Three Jersey City police sergeants discuss the pursuit and capture of Simon Zeruba and compare the swiftness of justice with radio as an ally with the days of the hit and miss system. They are Sylvester D. Sullivan, radio chief, and Sergeants Wilson and Dunphy

For a moment Anderson was so surprised that he could come to no conclusion. The stranger was so smartly turned out, so thoroughly smooth-looking, that he didn't fit into the householder's concept of a housebreaker. He looked like a particularly smart salesman—and the brief-case in his hand added just the semi-professional touch that completed the picture of brisk respectability. For one fleeting instant Anderson's mind held the notion that this might be the insurance salesman to whom his wife paid small weekly sums.

**A**ND then the incongruity of the idea—of an insurance salesman standing alone in the Anderson bedroom—smote the startled husband's mind. Besides, the bureau drawers were all pulled out, and—outrageously—many of his wife's most intimate garments were cascading over their edges like tiny waterfalls of fabric. Anderson's hands jerked into great chunks of muscle and knuckle.

"What the hell are you doing here?" he said, stepping forward on the balls of his feet. The intruder held up his hand, palm forward, in mankind's age-old and instinctive gesture of peace.

WILLIAMSON, West Va. September, 11, 1935

Honorary Editors Chairman  
Care Radio Guide  
Chicago, Illinois

Dear Sirs:

There are three members of the local detachment of the Department of Public Safety and we read with interest each issue of RADIO GUIDE and especially the section of the magazine devoted to CALLING ALL CARS.

We are devoted to protecting the lives of the citizens of West Virginia, this state beautiful, and we are thankful that your magazine sees fit to print the true fact crime stories. The nation as a whole will have a less crime wave if only the young people can be made to understand that CRIME DOES NOT PAY.

More power to CALLING ALL CARS and may it never be absent from an issue of RADIO GUIDE.

Yours very truly,  
L. A. Taylor  
Trooper C. H. Kierstead  
Trooper J. H. Dunphy

Reproduced above is an official recommendation of the Calling All Cars series featured in RADIO GUIDE. It is a glowing letter of approval signed by a trio of Honorary Editors

# Programs for Sunday, September 29

## Notice

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

Look for the Bell ⚡ for Religious Services and Prams.

**7:30 a.m. EST 6:30 CST**  
 WWVA—△Gospel Tabernacle

**8:00 a.m. EST 7:00 CST**  
 NBC—Melody Hour, Guest Soloists; Internat'l Trio: WFAW WSAI

CBS—On the Air Today; Organ Reveille WABC

NBC—William Meeder, organist. WJZ WLW

WFBE—△Our Daily Thought WKRC—Along Melody Lane WLW—△Church Forum

WTAM—△Cathedral Echoes WWVA—△Wheeling Gospel Tabernacle

**8:15 a.m. EST 7:15 CST**  
 WFBE—Uncle Bob

**8:30 a.m. EST 7:30 CST**  
 CBS—Lyric Serenade: WABC NBC—Tone Pictures; Ruth Pepler, pianist; Mixed Quartet, Mary Merker, soprano; Gertrude Forster, contralto; Richard Maxwell, tenor; Leon Salthiel, baritone; WJZ

**8:45 a.m. EST 7:45 CST**  
 CBS—The Radio Spotlight WABC

**9:00 a.m. EST 8:00 CST**  
 NBC—The Balladeers: WFAW WGY WTAM WSAI WAVE WSM

CBS—Sunday Morning at Aunt Susan's; William Hargraves, baritone: WABC WHAS KMOX

NBC—Coast to Coast on a Bus, children's prem.: WJZ WLW KDKA WCKY (sw-15.21)

WFBE—Serenaders WGBF—△Gospel Home Circle WKRC—△Sunday School WLS—Romelia Kay, organist

**9:15 a.m. EST 8:15 CST**  
 NBC—Gould and Shefter, piano duo: WFAW WTAM WAVE WSM WGY

WFBE—Pat & Bill WKRC—Sunday Morning at Aunt Susan's (CBS) WSAI—△Church Forum

**9:30 a.m. EST 8:30 CST**  
 NBC—Peerless Trio: WFAW WGY WTAM WAVE WSM

WFBE—Jewish Community Program

WGBF—△First Church of Fundamentals

WLS—Lois & Reuben Bergstrom; John Brown

WWVA—Sunday Morning at Aunt Susan's (CBS)

**9:45 a.m. EST 8:45 CST**  
 NBC—Alden Edkins, baritone: WFAW WGY WCAE WSAI WTAM WAVE WSM

WFBE—Morning Concert WLS—News; George Harris

**10:00 a.m. EST 9:00 CST**  
 NBC—△Sabbath Reveries; Dr. Charles L. Goodell: WFAW WAVE WTAM WGY WSM WSAI WLW

NBC—Samovar Serenade: WJZ WCKY KDKA (sw-15.21)

CBS—△Church of the Air: WABC WHAS WSMK KMOX WWVA

WGBF—△German Church Services

WGN—Sunday Morning Concert WKRC—Salvation Army WLS—Sycamore and Cypress

**10:15 a.m. EST 9:15 CST**  
 WFBE—Bob Koledin

**10:30 a.m. EST 9:30 CST**  
 NBC—Walberg Brown String Quartet: WJZ KDKA WCKY WLW WAVE WSM (sw-15.21)

CBS—News; Dale Carnegie: WABC WSMK

NBC—Mildred Dilling, harpist: WFAW WGY WTAM WSAI (sw-15.33)

KMOX—News; Organ Melodies

WFBE—Jimmy Lee  
 WHAS—△News; Sunday Jail Service

WLS—△Little Brown Church  
 WWVA—News; Morning Serenade

**10:45 a.m. EST 9:45 CST**  
 NBC—Norsemen Quartet: WFAW WGY WTAM WSAI (sw-15.33)

KDKA—△First Presbyterian Church Services

KMOX—Three-Quarter Time

WFBE—Galvano & Cortez

WGBF—Honolulu Serenaders

WSM—△First Baptist Church

**11:00 a.m. EST 10:00 CST**  
 NBC—News; Mexican Marimba Orch.: WFAW WSAI WLW

NBC—News; Frances Adau, soprano: WJZ WCKY

CBS—△Solemn Pontifical Mass Opening Nat'l Conference of Catholic Charities: WABC WKRC KMOX (sw-15.27)

WAVE—△Devotional Service

WFBE—Gens of Music

WGBF—△Agoga Tabernacle

WGN—Northwestern Univ. Reviewing Stand

WGY—News; Musical Program

WHAS—△Temple Adath Israel

WTAM—News; Betty Lee Taylor

WWVA—△Judge Rutherford

**11:15 a.m. EST 10:15 CST**  
 NBC—Neighbor Nell; WJZ WSM WCKY WAVE

NBC—Rudd and Rogers: WFAW WGN—Sunday Morning Concert WGY—△College Services WLS—Concert Orchestra WWVA—△Pontifical Mass Opening Charities Conf. (CBS)

**11:30 a.m. EST 10:30 CST**  
 ★ NBC—Major Bowes Family, Waldo Mayo, conductor and violinist; Tom McLaughlin, baritone; Nicholas Cosentino, tenor; Helen Alexander, soprano; Roy Campbell's Royalists: WFAW WTAM WSM WAVE WSAI (sw-15.33)

NBC—Southernaires, male quartet: WJZ WLW WCKY

WFBE—Margie & Betty

WHAS—△Solemn Pontifical Mass (CBS)

WWVA—△Wheeling Gospel Tabernacle

**11:45 a.m. EST 10:45 CST**  
 WFBE—Salvation Army, Program

WGBF—Better Vision

WLS—Henry Burr

WLW—Smilin' Ed McConnell

WSM—△First Baptist Church

## Afternoon

**12:00 m EST 11:00 a.m. CS**  
 NBC—"The Opportunity Matinee": Johnny Johnson's Orch.; Guests: WJZ WCKY KDKA (sw-15.21)

CBS—Salt Lake City Choir: WABC WKRC WHAS KMOX (sw-15.27)

NBC—Major Bowes: WGY WLS (sw-15.33)

WAVE—△Devotional Service

WFBE—Bob & Roy

WLW—Tabernacle Choir

WSM—△First Presbyterian Church Services

**12:15 p.m. EST 11:15 a.m. CS**  
 NBC—Sugar Cane; juvenile singer and impersonator: WFAW

WFBE—To be announced

**12:30 p.m. EST 11:30 a.m. CS**  
 NBC—Univ. of Chicago Round Table Discussion; Guest Speakers: WFAW WGY WTAM WSAI (sw-15.33)

CBS—Musical Footnotes; Vivian Della Chiesa, soprano; Franz Imhof, tenor; Ralph Ginsburgh's Ensemble: WABC WKRC KMOX WHAS (sw-15.27)

★ NBC—Radio City Music Hall; Symphony Orch.; Jan Pearce, tenor; Viola Philo, soprano: WJZ WCKY KDKA WAVE WLW (sw-15.21)

WFBE—Future Stars

WGN—Wilbert Lieblich, boy soprano

WLS—Camera Club

**12:45 p.m. EST 11:45 a.m. CS**  
 ★ CBS—Trans-Oceanic Broadcast from London; Hon. Harold T. Nicholson: WABC WHAS WSMK KMOX (sw-15.27)

## Log of Cincinnati Stations

Call Letters	Kilo-cycles	Power Watts	Location	Net-work
KDKA	980	50,000	Pittsburgh, Pennsylvania	N
KMOX	1090	50,000	St. Louis, Missouri	C
WABC	850	50,000	New York City, New York	C
WAVE	940	1,000	Louisville, Kentucky	N
WBBM†	770	50,000	Chicago, Illinois	C
WCKY	1490	5,000	Cincinnati, Ohio	N
WEAF	660	50,000	New York City, New York	N
WENR	870	50,000	Chicago, Illinois	N
WFBE	1200	250	Cincinnati, Ohio	L
WGBF	630	500	Evansville, Indiana	L
WGN	720	50,000	Chicago, Illinois	L & M
WGY	790	50,000	Schenectady, New York	N
WHAM†	1150	50,000	Rochester, New York	N
WHAS	820	50,000	Louisville, Kentucky	C
WJZ	760	50,000	New York City, New York	N
WKRC	550	1,000	Cincinnati, Ohio	N
WLS	870	50,000	Chicago, Illinois	N
WLW	700	500,000	Cincinnati, Ohio	N & M
WSAI	1330	2,500	Cincinnati, Ohio	N
WSM	650	50,000	Nashville, Tennessee	N
WSMK*	1380	200	Dayton, Ohio	N
WTAM	1070	50,000	Cleveland, Ohio	N
WWVA	1160	5,000	Wheeling, West Virginia	C

C—CBS (Columbia Broadcasting System)  
 L—Local Programs  
 M—MBS (Mutual Broadcasting System)  
 N—NBC (National Broadcasting Company)  
 †—Night Programs  
 \*—Network Programs

If your favorite station is not listed at quarter or half hour periods, consult the time listings immediately above. The chances are that a network program of 30 or 60 minutes' duration is on the air at a quarter-hour when you do not find your station listed.

## Star ★ Indicates High Spot Selections

WKRC—Bowling Alley  
 WLS—Keep Chicago Safe: Mar kets: Weather

**1:00 p.m. EST 12:00 m CS**  
 CBS—△Church of the Air: WABC WSMK WWVA WKRC KMOX WHAS (sw-15.27)

NBC—Road to Roman: WFAW WTAM WGY (sw-15.33)

NBC—Radio City Music Hall: WENR WSM

WFBE—Musical Program

WGBF—Golden Hour of Music

WLW—Reading the Comics

**1:15 p.m. EST 12:15 CST**  
 WCKY—Russian Melodies

WENR—Larry Larsen, organist

WFBE—Joseph A. Link, Jr.

WSAI—△Sermonette and Hymn Time

**1:30 p.m. EST 12:30 CST**  
 NBC—Words and Music: WFAW WGY WTAM WSAI (sw-15.33)

CBS—Eddie Dunstetter Presents: WABC WHAS WSMK KMOX WKRC WWVA (sw-15.27)

NBC—△Highlights of the Bible, Dr. Frederick K. Stamm; Male Quartet, direction Chas. A. Baker: WJZ WCKY WAVE WENR WSM

O Worship the King  
 Thy Will Be Done  
 Now the Day Is Over

KDKA—Mac and Bob

KMOX—Russell Brown; Edith Karen, songs

WFBE—Safety Club

WLW—△Lutheran Hour

**1:45 p.m. EST 12:45 CST**  
 CBS—Sisters of the Skillet: WABC WHAS WKRC KMOX WHAS (sw-15.27)

KDKA—While the City Sleeps

WFBE—Treasure Tunes

WWVA—Chas. Braddock, tenor

**2:00 p.m. EST 1:00 CST**  
 ★ NBC—The Magic Key; John B. Kennedy, m. c.; Dr. Walter Damrosch, Paul Whiteman & Frank Black, guests: WJZ WENR KDKA WAVE WSM (sw-15.21)

CBS—Johnny Augustine's Orch.; Patti Chapin, vocalist: WABC WHAS WWVA WKRC (sw-15.27)

NBC—Bible Dramas: "Loaves & Fishes": WFAW WSAI WTAM WGY (sw-15.33)

KMOX—This and That

WCKY—News

WFBE—Baseball Resume

WGN—To be announced

WLW—Soloists, concert recital

**2:15 p.m. EST 1:15 CST**  
 KMOX—Frank Hazzard, tenor; Orchestra

WFBE—Laura Shields

WGN—Len Salvo, organist  
 WTAM—Organ Melodies

**2:30 p.m. EST 1:30 CST**  
 ★ CBS—Between the Bookends: WABC WHAS WKRC WWVA (sw-15.27)

NBC—Temple of Songs: WFAW WSAI WTAM WGY (sw-15.33)

KMOX—Favorite Melodies

WFBE—Musical Revue

WGBF—△East Side Tabernacle

WGN—Alice Blue, pianist

WLW—Jacob Tarshish, the Lamp Lighter

**2:45 p.m. EST 1:45 CST**  
 CBS—Blue Flames, quartet: WABC WSMK WHAS WKRC WWVA (sw-15.27)

KMOX—To be announced

WFBE—To be announced

WGN—Palmer House Ensemble

**3:00 p.m. EST 2:00 CST**  
 ★ NBC—Int'l Broadcast from Stockholm, Sweden: WFAW WTAM WGY WSAI (sw-15.33)

★ CBS—Symphony Hour; Victor Bay, conductor: WABC WHAS WSMK WKRC KMOX (sw-15.27)

NBC—Your English: WJZ WSM KDKA WLW WENR WAVE (sw-15.21)

WFBE—Blue Rhythms

WGN—Soloist and Organ

WWVA—△Gospel Tabernacle

**3:15 p.m. EST 2:15 CST**  
 NBC—To be announced: WJZ WSM KDKA (sw-15.21)

WAVE—To be announced

WENR—Jack Major, songs (NBC)

WFBE—Donald Novis, songs

WGN—Palmer House Ensemble

WLW—To be announced

**3:30 p.m. EST 2:30 CST**  
 NBC—△Sunday Vespers; Dr. Paul Scherer; Music and Quartet: WJZ WSM WCKY WAVE WENR

Call to Worship  
 Onward Christian Soldiers  
 The Son of God Goes Forth to War

Answers to Questions  
 Jesus Still Leads On  
 Benediction

★ NBC—Penthouse Serenade; Don Mario, romantic tenor; Dorothy Hamilton, Hollywood beauty advisor; Charles Gaylor's Orch.: WFAW WTAM WGY WSAI (sw-15.33)

KDKA—△Shady-side Church Vespers

WFBE—Salon Music

WGN—Alice Blue, pianist

WLW—Marucci's Ensemble

**3:45 p.m. EST 2:45 CST**  
 WFBE—Jesse Crawford's Musical

WGN—Afternoon Serenade  
 WLW—Albert Payson Terhune

**4:00 p.m. EST 3:00 CST**  
 NBC—Jesse Crawford's Musical Diary: WFAW WGY WTAM WSAI

NBC—Willard Robison's Orch.: WJZ WCKY WSM WAVE WENR

CBS—St. Louis Parade: WABC WSMK KMOX WHAS WKRC (sw-15.27)

WFBE—Michelson's Orchestra

WGBF—△Church Hour

WLW—Father Coughlin

**4:15 p.m. EST 3:15 CST**  
 NBC—Jesse Crawford, organist: (sw-9.53)

**4:30 p.m. EST 3:30 CST**  
 NBC—A Garden Party: WJZ WCKY WSM WAVE WENR WLW KDKA (sw-15.21)

NBC—Dorothy Dreslin, soprano: WFAW WTAM WGY WSAI (sw-9.53)

WFBE—To be announced

**4:45 p.m. EST 3:45 CST**  
 NBC—The Wise Man: WFAW WTAM WGY (sw-9.53)

CBS—Ryder Cup Golf Tournament: WABC WHAS WKRC (sw-15.27)

WENR—Musical Program

WFBE—Mose & Rufus

WGBF—Aloha Hawaiians

WSAI—Curtain Calls

**5:00 p.m. EST 4:00 CST**  
 NBC—Roses and Drums; "Girl in Uniform," dramatic sketch with Helen Claire, Reed Brown Jr., and John Griggs; WJZ KDKA WENR WLW (sw-15.21-11.87)

★ NBC—America's First Rhythm Symphony; De Wolf Hopper, narrator, with 86 artists from the Kansas City Philharmonic Orchestra: WFAW WSM WTAM WAVE WSAI WGY (sw-9.53)

Signature: Only a Rose Friml Page Miss Glory  
 The Simple Things in Life  
 I Wish I Were Aladdin  
 Truckin'  
 Leone  
 Paris in the Spring  
 You Are My Lucky Star  
 I Feel a Song Coming On

CBS—Melodiana; Abe Lyman's Orch.; Bernice Claire, soprano; Frank Luther, tenor: WABC WHAS KMOX WKRC (sw-15.27)

WCKY—Rhythm Makers

WFBE—Miniature Concert

WGBF—American Legion

WGN—Dance Orchestra

WWVA—On Wings of Song

**5:15 p.m. EST 4:15 CST**  
 WFBE—Williams & Fey

WSVA—Royal Serenaders

**5:30 p.m. EST 4:30 CST**  
 CBS—Crumit and Sanderson; Jack Shilkret's Orch.; Three Jesters; Guests: WABC KMOX WHAS WWVA (sw-15.27)

NBC—Bob Becker's Chats About Dogs: WJZ WCKY WENR KDKA (sw-15.21-11.87)

NBC—Dream Drama: WFAW WGY WSAI WTAM (sw-9.53)

WAVE—Frank Lashbrook, songs

WFBE—Music by Ramona

WGBF—Vocal Chorus

WGN—Albert Payson Terhune

WKRC—Tune Time

WLW—Musical Style Show, Wm. Stoess' Orch.; Charlie Dameron, tenor; News

WSM—Leon Cole, organist; Fred Waller, tenor

**6:15 p.m. EST 5:15 CST**  
 NBC—Ray Heatherton, baritone; Lucille Manners, soprano; Orchestra: WFAW WTAM WCKY WGY WLW WSM (sw-9.53)

NBC—Week-End News Review; Gabriel Heatter: WJZ KDKA WENR WSAI (sw-15.21-11.87)

WAVE—Dance Music

WFBE—The Vesper Singer

WGN—Alice Blue, pianist

WKRC—Musical Interlude

**6:00 p.m. EST 5:00 CST**  
 KDKA—Comedy Stars of Hollywood

WENR—Footlight Melodies

WFBE—Irene Reynolds

WGN—Jan Garber's Orchestra

WWVA—The Cosmopolitans

**6:30 p.m. EST 5:30 CST**  
 NBC—Invitation to the Dance: WFAW WSAI WSM (sw-9.53)

★ CBS—Smilin' Ed McConnell: WABC WKRC WHAS KMOX WWVA WDDO (sw-11.83)

NBC—Grand Hotel; Drama; Anne Seymour & Don Ameche: WJZ KDKA WENR WCKY (sw-11.87-15.21)

WAVE—Twilight Gems

WFBE—△Church Federation

WGY—Horse Sense Philosophy, Andrew Kelley

WLW—Court of Human Relations

WTAM—To be announced

**6:45 p.m. EST 5:45 CST**  
 CBS—The Voice of Experience: WABC WKRC WWVA KMOX WHAS (sw-11.83)

WAVE—Dance Music

WGN—Wayne King's Orchestra

WGY—Miners' Quartet

WJR—Donald Novis, tenor

WSAI—Baseball Resume

**7:00 p.m. EST 6:00 CST**  
 ★ NBC—Jack Benny and Mary Livingstone; Johnny Green's Orch.; Michael Bartlett, tenor: WJZ KDKA WENR WHAM WAVE WCKY WSM WLW (sw-11.87)

NBC—K-7 Secret Service Spy Stories; "Chemistry Spy": WEA FWSAI WGY (sw-9.53)

CBS—Freddie Rich's Penthous Party; Robert Fredrick, guest: WABC WHAS KMOX WKRC WSMK (sw-11.83)

WBBM—Don Pedro

WBBB—String Duo

WGN—Palmer House Ensemble

WTAM—Leisy Sportsman; Baseball Scores

WWVA—Harold Hess; Baseball Scores

**7:15 p.m. EST 6:15 CST**  
 WFBE—The Ginger Boys

WGBF—Sport Facts

WGN—Henry Weber's Intime

WTAM—Dick Fidler's Orchestra

WWVA—Freddie Rich (CBS)

**7:30 p.m. EST 6:30 CST**  
 ★ CBS—Phil Baker, the Great American Tourist; Beetle and Bottle; Hal Kemp's Orchestra: WABC WKRC WHAS WWVA WSMK WBBM (sw-11.83)

NBC—Fireside Recitals; Sigurd Nilssen, basso; Hardesty Johnson, tenor; Graham McNamee: WFAW WGY WTAM WSAI (sw-9.53)

Pilgrim Song Tchaikowsky  
 Sing Me to Sleep Green  
 Lover Come Back to Me  
 Annie Laurie (Old Scotch)  
 NBC—Voice of the People: Jerry Belcher and Patks Johnson, interviewers: WJZ KDKA WCKY WHAM WLS (sw-11.87)

KMOX—News

WAVE—Galaxy of Stars

WBBM—Money Music

WFBE—Sport Review

WGBF—German Band

WGN—Bob Becker dog dramas

WLW—Smilin' Ed McConnell

WSM—Concert

**7:45 p.m. EST 6:45 CST**  
 NBC—Sunset Dreams; Morin Sisters & Ranch Boys: WFAW WTAM WGY WLW (sw-9.53)

KMOX—After Sundown

WFBE—Emma Scully, violinist

WGN—All-Star Radio Revue

WHAS—Mammoth Cave

WSAI—To be announced

## Night

**5:45 p.m. EST 4:45 CST**  
 CBS—Nat'l Amateur Night; Ray Perkins, m. c.; Arnold Johnson's Orch.: WABC WHAS WKRC KMOX WSMK (sw-11.83)

Numerals in Program Listings Show Short-Wave Rebroadcasts in Megacycles

# Coming Events

(Continued from Page 12)

EST (11 p. m. CST) with the formal network debut scheduled for Tuesday, October 1, at 9:30 p. m. EST (8:30 CST) over an NBC-WJZ network.

## TUESDAY, OCTOBER 1

**STUDIO 7**, a series of musical programs featuring **JACK** and **LORETTA CLEMENS**, will be heard each Tuesday, Wednesday and Thursday at 11:15 a. m. EST (10:15 CST) over an NBC-WJZ network, makes its debut on this date. The series is sponsored by the Delaware, Lackawanna and Western Coal Co.

**Jacob Tarshish, THE LAMPLIGHTER**, previously heard locally over WOR, resumes his Fall series and will be heard over the stations of the Mutual Broadcasting System Tuesdays, Wednesdays and Thursdays at 11:15 a. m. EST (10:15 CST) and Sundays at 2:30 p. m. EST (1:30 CST).

Town Topics with **LOIS LONG** as Editor inaugurates a new weekly series featuring the famous writer and newspaper woman with guest stars and **MARK WARNOW'S** orchestra. The program will be heard each Tuesday over the CBS-WABC network at 3 p. m. EST (2 CST).

The premiere of **COFFEE TIME** with **KATE SMITH** as featured artist will be broadcast over the CBS-WABC network at 7:30 p. m. EST (6:30 CST). The program will be every Tuesday, Wednesday and Thursday evening at the same hour and is sponsored by the Great Atlantic and Pacific Tea Co. Guest stars and unique features will be introduced from time to time. **JACK MILLER'S** orchestra will provide the music and **TED COLLINS**, Miss Smith's manager, will act as announcer for the series.

A schedule change brings **WASHINGTON MERRY-GO-ROUND** to the Mutual Broadcasting System network at a new hour. From this date it will be heard Tuesdays and Saturdays at 7:45 p. m. EST (6:45 CST) with the originators of the National Capital gossip program, **DREW PEARSON** and **ROBERT S. ALLEN**.

**ETHEL BARRYMORE** will make a guest appearance with the Welcome Valley broadcast—Eddie Guest's show—over an NBC-WJZ network at 8:30 p. m. EST (7:30 CST).

A half-hour program featuring **ISHAM JONES'** orchestra, the **ETON BOYS**, quartet, and **LORETTA LEE**, blues sing-

er, makes its debut over the Mutual Broadcasting System at 8:30 p. m. EST (7:30 CST) to be heard each Tuesday at the same hour. The program is sponsored by the United Cigar Stores Corp.

The 1935-36 renewal of the **CAMEL CARAVAN**, featuring Comedian **WALTER O'KEEFE**, **DEANE JANIS**, vocalist, and **GLEN GRAY'S** Casa Loma orchestra will make its debut over the CBS-WABC network at 9 p. m. EST (8 CST) with a rebroadcast at 11:30 EST (10:30 CST). The program will be heard each Tuesday and Thursday at the same hours.

**WENDELL HALL**, the red-headed music maker, begins his fourth year for the same sponsor, the F. W. Fitch Company, at 10 p. m. EST (9 CST) over an NBC-WJZ network.

## WEDNESDAY, OCTOBER 2

Extensive NBC and CBS networks will bring to listeners the entire **World Series**, opening Wednesday at Detroit, and continuing each day until either team has won four games. The broadcasts on Wednesday and Thursday will begin at 1:15 p. m. EST (12:15 CST); on Friday and Saturday they will start an hour later, at 2:15 p. m. EST (1:15 CST). The series broadcast again is sponsored by the Ford Motor Company.

The premiere of a new series of Wednesday programs featuring **GEORGE BURNS** and **GRACIE ALLEN** will be broadcast over the CBS-WABC network at 8:30 p. m. EST (7:30 CST). The series is sponsored by the manufacturers of Campbell's tomato juice.

(Continued on Next Page)

## 46 Represent this YEAR OLD HOSIERY MILL

HERE'S your chance to make a good living or earn extra money for special needs. You sell ladies', men's and children's hose that "really wear", made by a mill continuously in business for 46 years. Our Selling Helps and suggestions enable you to get customers quickly and keep them. Many of our agents make over \$20 a week. Smart styles, lowest prices. Write right away for details of our "Can't Lose" Selling Plan.

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Did You Ever Read of Wholesale Killings by a Love-Crazed Maniac?  
Don't Overlook  
**Mass Murder on the Mesa**



## I'LL TRAIN YOU AT HOME In Your Spare Time For A GOOD RADIO JOB

**MAIL THE COUPON NOW.** Get the facts about Radio—the field with a future. N. R. I. training fits you for jobs in connection with the manufacture, sale and operation of Radio equipment. It fits you to go in business for yourself, service sets, operate on board ships, in broadcasting, television, aviation, police Radio and many other opportunities. My FREE book tells how I train you quickly at home in spare time to be a Radio Expert.

**Many Radio Experts Make \$30, \$50, \$75 a Week**

Why struggle along in a dull job with low pay and no future? Start training now for the live-wire Radio field. I have helped many men make more money. Hundreds of successful men now in Radio got their start through N. R. I. training.

**Many Make \$5, \$10, \$15 a Week Extra in Spare Time While Learning**

Hold your job. I'll not only train you in a few hours of your spare time a week, but the day you enroll I start sending you Extra Money Job Sheets which quickly show you how to do Radio repair jobs common in most every neighborhood. I give you Radio Equipment for conducting experiments and making tests that teach you to build and service practically every type of receiving set made. James R. Ritz, 3525 Chapline St., Wheeling, W. Va., writes: "During my training my spare time earnings netted me an average of \$1000 to \$1500 yearly."



**J. E. SMITH, President National Radio Institute**  
The man who has directed the Home-Study Training of more men for the Radio industry than any other man in America.

## HERE'S PROOF that my training pays

**\$3,200 IN 1933**

"My books show that for the year 1933 I ran \$3200. Radio service doesn't come too tough for me now. You know who taught me Radio?—N. R. I.—J. P. WILSON, Box 43, Westville, Okla.

**MORE WORK THAN HE CAN DO**

"At times I have more work than I can do and I also sell quite a few new Radios. I average \$400 to \$500 profit a year in my spare time. I can always make a good living or better, in Radio, thanks to the N. R. I. Course."—GOLDON ANGIN, 1815 Barrett Ave., Richmond, Calif.

**PICKED UP \$1,800 WHILE STUDYING**

"My opinion of the N. R. I. Course is that it is the best to be had at any price. I picked up \$1,800 while studying, and I call that easy money—the time I gave my Radio work did not interfere with my other business."—OTIS DENTON, 14105 Lorain Avenue, Cleveland, Ohio.

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My book has shown hundreds of fellows how to make more money and win success. It's FREE to any ambitious fellow over 15 years of age. Investigate. Find out what Radio offers you. Read what graduates are doing and making, about my Money Back Agreement, and the many other N. R. I. features. Mail the coupon in an envelope, or paste it on a 1c. post card TODAY.

**J. E. SMITH, President, Dept. 5KT6, National Radio Institute, Washington, D. C.**

**J. E. SMITH, President, Dept. 5KT6, National Radio Institute, Washington, D. C.**

Dear Mr. Smith: Without obligating me, send your book which points out the spare-time and full-time job opportunities in Radio and your 50-50 method of training men at home in spare time to become Radio Experts. (Please Print Plainly)

NAME.....AGE.....

ADDRESS.....

CITY.....STATE.....



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This valuable Bed Set is made of gorgeous Taffeta, beautifully trimmed. Comes in 6 colors. Write at once for FREE Bed Set Plan.

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100 Fifth Ave., Dept. 250, New York

## NEW Deodorizer for Bathrooms

**AGENTS...UP TO \$5 & 8 IN A DAY**

HERE'S an invention that housewives everywhere eagerly welcome. The new improved patented Bowl-Itzer inside the toilet bowl actually seems to absorb odors and replace them with a delicate perfume that everybody likes. Guaranteed as advertised in Good Housekeeping Magazine. Every home a prospect! One of 10 Red HOT SELLERS. Agents clean up \$5 to \$8 in a day. (Splendid distributor's proposition also on request.) Write at once for details and full size Free Sample.

**BRAND NEW-FREE SAMPLE**

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We pay highest cash prices for old coins. Large Copper Cents up to \$1,000.00 each; Indian Head Cents, \$40.00; 1909 Cent, \$5.00; Liberty Head Nickel, \$50.00; Dimes, \$150.00; Half Cents, \$200.00; Silver Dollars, before 1874, \$2,000.00. Look in Your Pockets NOW. See what you have. Fortunes made in old coins. Send 10c TODAY for large illustrated catalog to

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Many people with defective hearing and Head Noises enjoy Conversation, Movies, Church and Radio, because they use Leonard Invisible Ear Drums which resemble Tiny Megaphones fitting in the Ear entirely out of sight. No wires, batteries or head piece. They are inexpensive. Write for booklet and sworn statement of the inventor who was himself deaf.

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DEAL DIRECT. Factory Prices. Many models: AC-DC, All wave, Farm, Car and Home Metal Tube Models. Postcard brings you NEW 24-page Bargain Catalog FREE. Get 30-day trial plan and Agent offer. GOLDENTONE RADIO CO., Dept. 315, Detroit, Mich.

30 DAY TRIAL \$6.98

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Typists earn extra money home typing authors manuscripts. Good pay. A real opportunity for those who really want to work. Send 3c stamp for details.

Earn \$50.00 to \$100.00 A Month Spare Time

TYPISTS BUREAU, Dept. RG, Westfield, Mass.

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See the Super-Thriller  
What Really Happened to Howard Carter Dickinson

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\$50.00 to \$100.00 a month

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DON'T DISCARD OLD SUIT!  
Wear your coat and vest another year by getting new trousers to match. Tailored to your measure. With over 100,000 patterns to select from we can match almost any pattern. Send vest or sample of cloth today, and we will submit Free Sample of best match obtainable. AMERICAN MATCH PANTS CO. 6 W. Randolph St., Dept. 10-D, Chicago

### New Perfume!

SUBTLE, alluring, enticing. Sells regularly for \$12.00 an ounce. Made from the essence of flowers. Exquisite!  
A single drop lasts a week! It is—  
**"Splendor"**

Send for free trial bottle. Send only 10¢ To pay for postage and handling, enclose only 10c silver or 12c stamps.

Paul Rieger (Est. 1872) 147 Davis St., San Francisco

Redwood Treasure Chest: Contains 4—60c bottles of perfume selling at \$2.00 to \$5.00 an ounce—(1) Hollywood, (2) Persian Night, (3) Black Velvet, (4) Samarkand. Chest 6x3 in, made from Giant Redwood Trees of California. Send only \$1.00 check, stamps or currency. An ideal gift. \$1.00!

# Coming Events

(Continued from Preceding Page)  
The Fall resumption of the CHESTERFIELD series, featuring ANDRE KOSTELANETZ' orchestra and LILY PONS, soprano, makes its debut over the CBS-WABC network at 9 p. m. EST (8 CST). Kostelanetz will present a greatly augmented orchestra on this series which will be heard at the same hour each Wednesday and Saturday, sponsored by the manufacturers of Chesterfield cigarettes.

FRED ALLEN returns to the Town Hall Tonight series broadcast each Wednesday at 9 p. m. EST (8 CST) over an NBC-WEAF network with a rebroadcast for a split network at 12 midnight EST (11 p. m. CST).

**THURSDAY, OCTOBER 3**  
The Atwater Kent program, heard each Thursday at 8:30 p. m. EST (7:30 CST), will have as guest artist on this date GRETE STUECKGOLD, opera concert and radio soprano. The programs are broadcast over the CBS-WABC network.

## Short Waves

KEY TO FREQUENCIES  
Megacycles, or thousands of kilocycles, shown.

ZRO (Rome)	9.64	PCJ (Huizen, Holland)	15.22
CJRX (Winnipeg, Canada)	11.72	PHI (Huizen, Holland)	17.77
DJC (Zeelen)	6.02	Pontoise	11.72
DJD (Zeelen)	11.77	PRADO (Riobamba, Ecuador)	6.62
EAQ (Madrid)	9.87	RNE (Moscow)	12.00
FYA (Paris)	11.71	VK2ME (Sydney, Australia)	9.59
GSB (Davenport)	9.51	VK3LR (Melbourne, Australia)	9.58
GSC (Davenport)	9.58	VK3ME (Melbourne, Australia)	9.51
GSD (Davenport)	11.75	VUB (Bombay, India)	9.65
GSE (Davenport)	11.86	VUC (Bombay, India)	6.11
GSF (Davenport)	15.14	VV2RC (Caracas, Venezuela)	6.11
GSG (Davenport)	17.79	W2XAF (Schenectady, New York)	9.53
GSI (Davenport)	15.26		
GSL (Davenport)	6.11		
HC2RL (Guayaquil, Ecuador)	6.66		
HJ1ABE (Cartagena, Colombia)	6.12		
HJ4ABJ (Ibague, Colombia)	6.30		

**NEWS BROADCASTS**  
Daily—2 a. m., GSD, GSB; 8 a. m., GSG, GSJ; 11:30 a. m., GSG, GSF; 5 p. m., GSF, GSB; 7:45 p. m., GSD, GSC; 10:45 p. m., GSD, GSG; 9:15 p. m., DJD; 10:50 a. m., VUC; 7 a. m., VK2ME; 7 p. m., Pontoise.  
Sunday, 7:45 a. m., PCJ.  
Monday, Wednesday, Friday—11:15 a. m., VUB; 7:15 p. m., ZRO.  
Tuesday, Thursday, Saturday—10:45 a. m., VUB.  
Monday, Thursday, Friday, Saturday—7:45 a. m., PHI.  
Daily except Sunday—5:50 a. m., VK3LR.

**SUNDAY, SEPTEMBER 29**  
4:30-8:30 a. m.—Sunday programs (VK2ME).  
9:55 a. m.—Jacob Ros, pianist (PCJ).  
10:10 a. m.—Roman Catholic Ass'n (PCJ).  
2:45-5:30 p. m.—Horse races (VV2RC).  
4 p. m.—History of Russian revolution (RNE).  
5 p. m.—Grenadier Guards' band (CJRX).  
5:10 p. m.—Children's hour (DJC).  
6 p. m.—BBC Empire orchestra (GSB, GSC).  
6 p. m.—Sunday evening program (DJC).  
6:30 p. m.—Dance music (VV2RC).  
7 p. m.—Religious service (GSB, GSC).  
7:45 p. m.—Songs and verses (DJC).  
8:10-10:30 p. m.—BAND CONCERT (VV2RC).  
9:15 p. m.—Military music (DJC).  
10 p. m.—Backstage London (GSC, GSL).  
**MONDAY, SEPTEMBER 30**  
9:25 a. m.—Mrs. E. Maarschalk, soloist (PHI).  
9:40 a. m.—Bands across the sea (GSF, GSG).  
2:25-5:30 p. m.—PROMENADE CONCERT, Wagner (GSB, GSD, GSL).  
2:55 p. m.—Brumaire, play (GSB, GSD, GSL).  
3:40 p. m.—Bands across the sea (GSB, GSD, GSL).  
4 p. m.—Women's half hour (RNE)..  
5:10 p. m.—Songs by Robert Schumann (DJC).  
6 p. m.—Catalonia Radio Association (EAQ).  
6 p. m.—German Folk Songs (DJC).  
6:05 p. m.—Annibale Alberti, talk (ZRO).  
6:15-7 p. m.—Opera, IGANNO FELICE (ZRO).  
6:30 p. m.—Bands across the sea (GSB, GSC).  
7:10 p. m.—Cetra orchestra (ZRO).  
7:15 p. m.—Quentin MacLean, organist (GSB, GSC).  
7:30 p. m.—Dance music (DJC).  
8 p. m.—Sergio Codes' orchestra (VV2RC).  
8:30-9 p. m.—THE SONG HIT (DJC).  
8:30-9 p. m.—AMATEUR HOUR (VV2RC).  
9 p. m.—Dance music (VV2RC).  
9:15 p. m.—Raul Isquierdo, crooner (VV2RC).

TO ARMS FOR PEACE, a new weekly series in connection with World Peace-week, will be heard over the CBS-WABC network at 9:30 p. m. EST (8:30 CST). The program, sponsored by E. R. Squibb and Sons, will present prominent economics leaders, guest artists, DEEMS TAYLOR as master of ceremonies and HOWARD BARLOW'S Symphony orchestra.

**FRIDAY, OCTOBER 4**  
The NBC MUSIC APPRECIATION HOUR with WALTER DAMROSCH, makes its debut on the 1935-36 Fall and Winter program and will be heard over both NBC networks at 11 a. m. EST (10 CST).

A change of artists features the BROADWAY VARIETIES programs formerly heard on Wednesdays and from this date to be broadcast over the CBS-WABC network each Friday at 8:30 p. m. EST (7:30 CST). Performers to be introduced include OSCAR SHAW, musical comedy tenor; CARMELA PONSELLE, grand opera mezzo-soprano; ELIZABETH LENNOX, contralto, and VICTOR ARDEN'S orchestra. The programs are sponsored by the manufacturers of Bi-So-Dol.

The first of the new series of programs

to be known as the ELGIN CAMPUS REVUE, featuring the FOUR MILLS BROTHERS; HAL TOTTEN, commentator, and ART KASSEL'S orchestra will be broadcast over an NBC-WEAF network at 10:30 p. m. EST (9:30 CST). The series, sponsored by the Elgin Watch Co., will be heard weekly at this hour.

**SATURDAY, OCTOBER 5**  
A schedule change brings CHARLES HANSON TOWNE'S Town Talks at a new hour. They will be heard Saturdays from this date at 8:30 p. m. EST (7:30 CST) over the CBS-WABC network.

On the Chesterfield program (heard twice weekly) NINO MARTINI, tenor, will be the featured artist with ANDRE KOSTELANETZ' orchestra. The broadcasts are heard over the CBS-WABC network at 9 p. m. EST (8 CST).

Another CBS-WABC time change brings the MARTY MAY-TIME broadcasts to the air on Saturdays at 9:30 p. m. EST (8:30 CST). These broadcasts heretofore have been heard on Thursdays.

EX-PRESIDENT HERBERT HOOVER'S address to the Young Republicans' Assembly of California will be broadcast over an NBC-WJZ network at 10:30 p. m. EST (9:30 CST).

## Sunday — Continued

(Continued from Page 14)

**8:00 p. m. EST 7:00 CST**  
★ NBC—String Symphony; Frank Black, conductor; WJZ WLS WHAM KDKA (sw-11.87)  
★ CBS—Salute of Welcome to WJR, Detroit; WABC WVVV WHAS KMOX WKRC WBBM KMOX (sw-6.12)  
★ NBC—Major Bowes' Amateur Hour; WEAF WTAM WLW WSM WAVE WGY (sw-9.53)  
WCKY—Variety Revue  
WFBE—Quartet Songs  
WGN—Dance Orchestra  
WSAI—To be announced

**8:15 p. m. EST 7:15 CST**  
MBS—Veloz & Yolanda's Orch.: WGN WSAI  
WFBE—Michelson's Orchestra

**8:30 p. m. EST 7:30 CST**  
MBS—Band Box Revue WGN WBBM—Highway Traffic Report  
WCKY—String Symphony (NBC)  
WFBE—Bill Mandell  
WSAI—To be announced

**8:45 p. m. EST 7:45 CST**  
NBC—Hendrik Willem van Loon, author; WJZ WCKY WLS KDKA WHAM (sw-11.87)  
WFBE—Calvin Bell

**9:00 p. m. EST 8:00 CST**  
★ CBS—Sunday Evening Hour; Jascha Heifetz, violinist, guest; Victor Kolar, conductor; WABC WHAS KMOX WKRC WSMK WBBM (sw-6.12)  
★ NBC—Manhattan Merry-Go-Round, featuring Famous Acts of the American Theater; Rachel Carlay, blues singer; George Metaxa, tenor; Pierre Le Kreun, tenor; Men About Town, trio; Orchestra, direction Andy Sannella; WEAF WTAM WGY WSAI (sw-9.53)  
NBC—Silken Strings; Charlie Previn's Orch.; Betty Bennett, contralto; WJZ WENR WLW KDKA WHAM (sw-6.14)  
WAVE—All-Star Round 'Up  
WCKY—Musical Revue  
WFBE—Carl Kennedy  
WGN—Fiddle Riddles  
WSM—Francis Craig's Orchestra

**9:15 p. m. EST 8:15 CST**  
WAVE—Bert Kenney Parade  
WFBE—Two Spanish Guitars  
WGN—Concert Orchestra

**9:30 p. m. EST 8:30 CST**  
★ NBC—American Album of Familiar Music; Frank Munn, tenor; Vivienne Segal, soprano; Bertrand Hirsch, violinist; Gus Haenschen's Orchestra; WEAF WTAM WSM WGY WSAI WAVE (sw-9.53)

**11:30 p. m. EST 10:30 CST**  
NBC—News; Glenn Lee's Orch.: WEAF WCKY WGY WSAI WAVE WTAM (sw-9.53)  
NBC—Eddie South's Orchestra; WJZ KDKA WHAM (sw-6.14)  
CBS—Frank Dailey's Orchestra; WABC WSMK WBBM  
KMOX—Bobbie Meeker's Orch.  
WENR—Earl Hines' Orchestra  
WGN—Earl Burtnett's Orchestra  
WHAS—Dance Time  
WKRC—Red Birds' Orchestra  
WSM—Sunday Night Serenade

**11:45 p. m. EST 10:45 CST**  
CBS—Frank Dailey's Orchestra; WHAS WKRC KMOX  
WGN—Jan Garber's Orchestra  
WLW—Dance Orchestra

**12:00 Mid ES 11:00 p. m. CS**  
CBS—Frankie Masters' Orchestra; WABC WKRC WSMK KMOX WBBM  
NBC—Dancing in the Twin Cities; Bob McGrew's Orch.: WJZ KDKA WHAM WAVE WLW (sw-6.14)  
NBC—Dick Fidler's Orchestra; WEAF WGY WTAM (sw-9.53)  
WENR—Jack Russell's Orchestra  
WHAS—Gray Gordon's Orch.  
WSM—Dance Orchestra

**12:15 a. m. ES 11:15 p. m. CS**  
WGN—Veloz & Yolanda's Orch.

**12:30 a. m. ES 11:30 p. m. CS**  
NBC—Earl Hines' Orch.: WJZ KDKA WHAM WLW (sw-6.14)  
CBS—Dick Messer's Orchestra; WABC WKRC WSMK WBBM KMOX  
NBC—Sammy Kaye's Orchestra; WEAF WGY WTAM WAVE WENR—Jess Hawkins' Orch.

**12:45 a. m. ES 11:45 p. m. CS**  
KMOX—When Day Is Done  
WGN—Veloz & Yolanda's Orch.

**1:00 a. m. ES 12:00 Mid CS**  
MBS—Continental Gypsies WGN WENR—Glenn Lee's Orchestra  
WLW—Moon River, organ and poems  
WTAM—Moonglow

**1:15 a. m. EST 12:15 CST**  
MBS—Jan Garber's Orchestra; WGN  
WTAM—Gene Baker's Orch

**1:30 a. m. EST 12:30 CST**  
MBS—Joe Sanders' Orch.: WGN WENR—Jack Russell's Orchestra  
WTAM—Paul Nielson's Orch.

**1:45 a. m. EST 12:45 CST**  
WGN—Continental Gypsies

**2:00 a. m. EST 1:00 CST**  
WGN—Veloz & Yolanda's Orch.

**2:30 a. m. EST 1:30 CST**  
WBBM—Bob Pacelli's Orchestra

# Programs for Monday, September 30

**7:00 a.m. EST 6:00 CST**  
 KDKA—Musical Clock  
 KMOX—Novelty Boys  
 WCKY—Bert Layne's Fiddlers  
 WFBE—Musical Clock  
 WKRC—This and That  
 WLS—Smile-a-While; Markets & Weather  
 WLW—Nation's Family Prayer Period  
 WSAI—Good Morning  
 WWVA—Blue Grass Roy

**7:15 a.m. EST 6:15 CST**  
 KMOX—Hour Harvest Hands  
 WCKY—Musical Clock  
 WKRC—God's Bible School  
 WLW—To be announced

**7:30 a.m. EST 6:30 CST**  
 NBC—Jolly Bill & Jane: WEAF  
 CBS—Organ Reveille: WABC  
 NBC—Pollock and Lawnhurst, piano duo: WJZ  
 KMOX—Harry, Johnny and Aunt Sarah  
 WGY—Early Bird Musical Clock  
 WHAS—To be announced  
 WKRC—Fiddlin' Farmers  
 WLS—Farm Bulletin Board  
 WLW—Morning Devotions, organ, vocalist and sermon  
 WSAI—News  
 WSM—Paul and Bert  
 WTAM—Sun Up  
 WWVA—The Eye Opener

**7:45 a.m. EST 6:45 CST**  
 NBC—Yoichi Hiraoka, xylophonist: WEAF  
 NBC—Roads in the Dawn: WJZ  
 KMOX—Ambrose Haley and the Ramblers  
 WCKY—Yodeling Twins  
 WLW—To be announced  
 WSAI—Musical Sun Dail  
 WSM—Morning Devotion

**8:00 a.m. EST 7:00 CST**  
 NBC—Sparteribs: WEAF  
 CBS—Oleanders, male quartet: WABC  
 NBC—Morning Devotions: WJZ  
 WAVE KDKA WCKY (sw-21.54)  
 Gospel Tabernacle: WWVA  
 WGBF  
 KMOX—News; Home Folks' Hour  
 WFBE—Our Daily Thought  
 WGN—Good Morning  
 WGY—Musical Clock  
 WHAS—To be announced  
 WKRC—To be announced

**8:15 a.m. EST 7:15 CST**  
 WLS—News; Program Summary  
 WLW—Aunt Mary, Child Training Talk  
 WSAI—Church Forum  
 WSM—To be announced (NBC)  
 WTAM—Slim Eberhardt

**8:30 a.m. EST 7:30 CST**  
 NBC—Pals: WJZ KDKA WAVE (sw-21.54)  
 CBS—Leon Goldman, violinist: WABC  
 NBC—Morning Glories: WEAF  
 WTAM WLW  
 WCKY—News  
 WFBE—The Southern Drifters  
 WLS—The Hilltoppers; Hawaiian Novelities

**8:45 a.m. EST 7:45 CST**  
 NBC—Larnt Trio & White WJZ KDKA WCKY (sw-21.54)  
 WGBF—Timely Topics

**9:00 a.m. EST 8:00 CST**  
 NBC—William Meeder, organist; Rosa Lee, soprano: WEAF  
 WGY WSAI  
 CBS—Metropolitan Parade: WABC WSMK WHAS WKRC  
 \*NBC—Breakfast Club; Edna Odell, contralto; Merry Macs; Dance Orchestra: WJZ KDKA WCKY WAVE WSM (sw-15.21)  
 KMOX—Views on News  
 WLS—Morning Devotions  
 WTAM—Source of Power of Famous Lives  
 WWVA—News

**9:15 a.m. EST 8:15 CST**  
 KMOX—Musical Jewel Box  
 WGBF—City Court  
 WLS—Jolly Joe & His Pet Pals  
 WTAM—Console Capers

WWVA—Tex Harrison's Buckaroos

**9:30 a.m. EST 8:30 CST**  
 NBC—Fields and Hall, songs and patter: WEAF WTAM WGY WSAI  
 KMOX—The Corn Huskers  
 WFBE—To be announced  
 WGN—Good Morning  
 WLS—Ford Rush and Ralph Emerson  
 WLW—Musical Program  
 WWVA—Morning Dance Tunes

**9:45 a.m. EST 8:45 CST**  
 NBC—Morning Melodies: WEAF  
 CBS—Cadets Quartet WABC  
 WSMK WKRC WHAS KMOX  
 KDKA—Style & Shopping Service  
 WCKY—Dick Newton  
 WFBE—Morning Headlines  
 WGY—Musical Program  
 WLS—Hoosier Sod Busters; Weather; Artist Bookings: News  
 WLW—Back Stage Wife  
 WSAI—On the Mall  
 WTAM—Vaughn King

**10:00 a.m. EST 9:00 CST**  
 NBC—News; Frank Luther, tenor: WEAF WTAM WAVE  
 WSM  
 NBC—News; City Voices: WJZ  
 KDKA (sw-15.21)  
 CBS—News; Harmonies in Contrast: WABC WKRC WHAS  
 KMOX  
 WCKY—News; Hollywood Newsreel  
 WFBE—Carence Berger  
 WGN—Golden Melodies  
 WGY—News; Market Basket  
 WLS—Prairie Ramblers; Patsy Montana; Hiram & Henry  
 WLW—Musical Program  
 WSAI—Household Hints  
 WWVA—Cowboy Loye and Just Plain Bill

**10:15 a.m. EST 9:15 CST**  
 NBC—Home Sweet Home, dramatic sketch: WEAF WTAM  
 WGY WLW  
 NBC—Edward MacHugh, Gospel Singer: WJZ WCKY WAVE  
 WSM KDKA (sw-15.21)  
 KMOX—Let's Compare Notes  
 WFBE—Dot Club News  
 WGBF—Household Hour  
 WGN—Margery Graham

**10:30 a.m. EST 9:30 CST**  
 NBC—Breen and de Rose; Andy Sannella, guitarist: WEAF  
 WSM WSAI  
 CBS—Carlton and Shaw: WABC  
 WHAS  
 NBC—Today's Children, drama: WJZ KDKA WCKY WLS (sw-15.21)  
 KMOX—The Happy Hunters  
 WAVE—Devotionals Service  
 WFBE—Little Black Joe  
 WGN—Antonio's Continentals  
 WGY—Mid-morning Devotions  
 WKRC—Womans' Hour  
 WLW—The Morning Housewarming; Orchestra  
 WTAM—Health and Home  
 WWVA—Phil Cook's Notebook

**10:45 a.m. EST 9:45 CST**  
 NBC—Joe White tenor: WEAF  
 WTAM WGY WSAI WAVE  
 CBS—Saundra Brown, songs: WABC KMOX WHAS WKRC  
 NBC—Herman and Banta, xylophonist & piano: WJZ KDKA WCKY (sw-15.21)  
 WFBE—Jay Kay Jamboree  
 WGBF—Your Home  
 WGN—Backstage Wife  
 WLS—Morning Minstrels  
 WLW—Live Stock Reports; News  
 WSM—Leon Cole, organist  
 WWVA—Flyin' X Round-Up

**11:00 a.m. EST 10:00 CST**  
 NBC—Morning Parade: WEAF  
 WGY WSAI  
 NBC—The Honeymooners: WJZ  
 WCKY WAVE WSM WLW  
 CBS—Famous Babies; Dialogue and talk; Dr. Louis I. Harris; Guest: WABC WKRC KMOX  
 WHAS (sw-15.27)  
 KDKA—Uncle Tom and Betty  
 WFBE—Annette Patton Cornell  
 WGBF—Mister and Missus  
 WGN—Friendly Neighbor's House Party  
 WLS—Martha Crane; Helen Joyce; Morning Homemakers Hr.

**11:15 a.m. EST 10:15 CST**  
 NBC—Wendell Hall, songs: WJZ  
 WSM WCKY WAVE

CBS—Blanche Sweet, beauty talk: WABC (sw-15.27)  
 KDKA—Grab Bag  
 KMOX—To be announced  
 WFBE—Musical Program  
 WGN—Through the Looking Glass  
 WHAS—Chats with Dolly Dean  
 WKRC—Irene Righter  
 WLW—The Mail Bag  
 WTAM—Morning Parade (NBC)  
 WWVA—Rapid Ad Service

**11:30 a.m. EST 10:30 CST**  
 NBC—Hour of Memories; U. S. Navy Band: WJZ WSM WAVE  
 WCKY KDKA (sw-15.21)  
 CBS—Mrs. Wiggs of the Cabbage Patch: WABC WKRC KMOX  
 (sw-15.27)  
 WFBE—Homespun Philosopher  
 WGBF—Baby Shop  
 WGN—Bachelor's Children  
 WHAS—To be announced  
 WLS—News Report; Markets  
 WLW—Chandler Chats

**11:45 a.m. EST 10:45 CST**  
 CBS—Just Plain Bill: WABC  
 WKRC KMOX (sw-15.27)  
 MBS—Minstrels: WLW WGN  
 WENR—Variety Program  
 WFBE—Frigid Facts  
 WGBF—Hoosier Philosopher  
 WHAS—Monticello Party Line  
 WLS—Wm. O'Connor, tenor; Sue Roberts  
 WWVA—Your Helpful Helper

## Afternoon

**12:00 m ES 11:00 a.m. CS**  
 NBC—Pat Barnes in Person: WLW  
 NBC—Jerry Joy and Jubileers: WEAF WSAI WAVE WSM  
 CBS—The Voice of Experience: WABC WKRC KMOX WWVA  
 WHAS (sw-15.27)  
 WFBE—Olympia Rosiello  
 WGBF—Wedding Anniversaries  
 WGN—We Are Four  
 WGY—Musical Program  
 WTAM—Vets of Foreign Wars  
 WLS—Roundup; Variety Acts  
 WTAM—Doc Whipple

**12:15 p.m. ES 11:15 a.m. CS**  
 NBC—Honeyboy and Sassafras: WEAF WSAI  
 CBS—The Gumps: WABC WHAS  
 WKRC KMOX (sw-15.27)  
 NBC—Navy Band: WSM WAVE  
 WCKY—News  
 WFBE—Noontime Tunes  
 WGN—Tom, Dick and Harry  
 WGY—Doe Schneider's Cowboys  
 WLS—The Old Kitchen Kettle  
 WLW—Music  
 WTAM—Cardinal Hayes  
 WWVA—Patterns in Organdy

**12:30 p.m. ES 11:30 a.m. CS**  
 NBC—Merry Madcaps: WEAF  
 WSAI WTAM  
 CBS—"Mary Marlin," sketch: WABC WKRC KMOX WHAS  
 (sw-15.27)  
 NBC—Nat'l Farm and Home Hour; Guest Speakers; Walter Blaufuss' Orch.: WJZ WSM  
 WAVE WLW KDKA WCKY  
 (sw-15.21)  
 WFBE—Luncheon Melodies  
 WGN—Markets; Good Health & Training  
 WGY—Farm Program  
 WLS—Tommy Tanner

**12:45 p.m. ES 11:45 a.m. CS**  
 CBS—Five Star Jones: WABC  
 WKRC KMOX (sw-15.27)  
 WGN—Painted Dreams  
 WHAS—To be announced  
 WLS—Weather; Produce Markets; News  
 WWVA—Gertrude Miller

**1:00 p.m. ES 12:00 m CS**  
 NBC—Market and Weather Reports: WEAF  
 CBS—Blue Flames Quartet: WABC WKRC WWVA WSMK  
 KMOX (sw-15.27)  
 NBC—Silverburg Ensemble: WGY WSM WTAM  
 WFBE—Jean Harris  
 WGBF—Church & School News  
 WGN—The Love Doctor  
 WHAS—College of Agriculture  
 WLS—Dinnerbell Program  
 WSAI—Police Flashes

**1:15 p.m. EST 12:15 CST**  
 CBS—Radio Gossip Club; Eddie & Fannie Cavanaugh: WHAS  
 KMOX

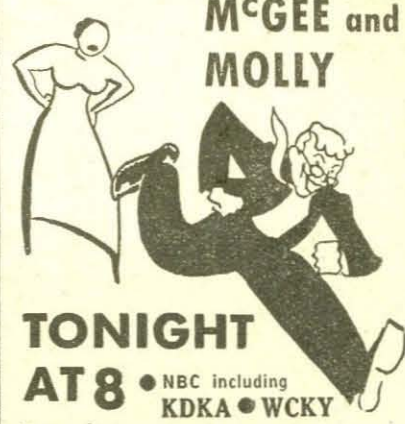
(Continued on Next Page)

# Vox Pop Answers

To Questions Given in Box on Page 5:

1. Either two, one or none. They seldom bite, even with false teeth, as they happen to be persons between 80 and 90 years old.
2. The "O" stands for the word *out*. The phrase has been in use for centuries—even before "with" and "out" were compounded.
3. Because, young fellow, you'd never know it was a wrong number if someone didn't answer.
4. One and five-sevenths days, according to the CPA's.
5. The state of Michigan.
6. His birthday, February 22, but it wasn't a holiday when he was born.
7. A conjunction meaning: on the supposition that, allowing that, although, because, at the time when, whenever, or whether.
8. He would make \$20.
9. No, but keep away from 'em if you don't want to be picked up yourself.
10. Yes.
11. Thirteen and a half miles.
12. The Electoral College is composed of Presidential Electors from every state, who meet in their separate state capitals and cast their votes, which then are forwarded under seal to Washington, D. C.
13. If you know your sales taxes, it's only five per cent.
14. Why, \$1.25, of course.
15. I give up, you've got me down!

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**MOLLY**



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(Continued from Preceding Page)

NBC-Two Hearts in Song: WEAF WTAM WSM WGY
CBS-Alexander Semmler, pianist: WABC (sw-15.27)
WFBE-Studio Selections
WGBF-Market Report
WGN-Rich Man's Darling
WKRC-Melodious Measures
WSAI-Dave Upson
WVVA-News

KDKA-Stroller's Matinee
KMOX-Ma Perkins
WFBE-Rumba Rhythms
WGBF-On the Air
WGY-Musical Program
WLW-Doctors of Melody

3:15 p.m. EST 2:15 CST
NBC-Ma Perkins, dramatic sketch: WEAF WGY WLW
WTAM WLS (sw-15.33)
NBC-The Wise Man, sketch: WJZ WAVE WSM
KDKA-Romance of Dan and Sylvia

1:30 p.m. EST 12:30 CST
CBS-Jan Savitt's Orchestra: WABC WKRC WVVA (sw-15.27)
NBC-The Kilmer Family: WJZ WAVE WCKY
NBC-Rex Battle's Ensemble: WEAF WGY

5:30 p.m. EST 4:30 CST
NBC-Tom Mix Adventures: WEAF WAVE WSM WTAM WGY WSAI
CBS-Jack Armstrong: WABC (sw-15.27)
NBC-Irene Wicker, the Singing Lady: WJZ KDKA WLW (sw-15.21-11.87)
KMOX-St. Louis Medical Society

KDKA-Salt and Peanuts
KMOX-Magic Kitchen
WFBE-Conservatory of Music
WGBF-Farmer Purcell
WGN-Markets; Mid-day Service
WHAS-Savings Talk; Weather; Markets Temperature
WLW-Gene Burchell's Orch.
WSAI-Treadwells on Tour
WSM-State Department of Agriculture
WTAM-Dick Fidler's Orchestra

3:30 p.m. EST 2:30 CST
NBC-Vaughn de Leath, contralto: WJZ WAVE WSM WCKY
CBS-Dictators: WABC WSMK WHAS WKRC (sw-15.27)
NBC-Vic and Sade, comedy sketch: WEAF WGY WLW
WTAM (sw-15.33)
KDKA-To be announced
KMOX-To be announced
WFBE-Teatime Tunes
WGN-The Mail Box
WLS-Dale Carnegie; Radio Commentator
WVVA-Ma Perkins

1:45 p.m. EST 12:45 CST
CBS-Jan Savitt's Orchestra: WSMK
NBC-Happy Jack: WJZ WAVE WCKY

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

KDKA-To be announced
WGBF-Curbstone Reporter
WHAS-Mrs. Randolph, shopping
WLS-Livestock Market; Jim Poole
WLW-Dance Orchestra
WSM-Farm Credit Interview
WTAM-Noonday Resume
WVVA-Luncheon Music

3:45 p.m. EST 2:45 CST
NBC-Kings Jesters: WJZ WSM WCKY WAVE
NBC-The O'Neils, dramatic sketch: WEAF WTAM WGY WLW (sw-15.33)
KDKA-Clarm
KMOX-The Dictators (CBS)
WFBE-Pablo Casals Music
WGN-Afternoon Serenade
WLS-Homemakers Program
WVVA-The Dictators (CBS)

2:00 p.m. EST 1:00 CST
NBC-Melody Mixers: WJZ WAVE WCKY
NBC-Revolving Stage, variety show: WEAF WSAI

4:00 p.m. EST 3:00 CST
NBC-Woman's Radio Review: WEAF WAVE WSM WTAM WCKY WSAI
CBS-Visiting America's Little House: WABC WSMK WKRC KMOX (sw-15.27)
NBC-Betty & Bob, drama: WJZ KDKA WLW WENR (sw-15.21)
WFBE-Harry Ogden
WGBF-Sunshine Hour
WGY-Betty and Bob, sketch
WHAS-A Week-day Devotions
WVVA-Cowboy Loyal and Just Plain Bill

2:15 p.m. EST 1:15 CST
CBS-Romance of Helen Trent: WABC KMOX WKRC WGN (sw-15.27)
WFBE-Studio Masterpieces
WGY-Household Chats
WVVA-Musicals
2:30 p.m. EST 1:30 CST
NBC-The South Sea Islanders: WEAF WGY
CBS-Between the Bookends: WABC WSMK WKRC WHAS (sw-15.27)
NBC-Music Guild: WJZ WAVE WCKY WSM
KDKA-To be announced
KMOX-Exchange Club
WGN-Gene Burchell's Orch.
WLS-Markets
WSAI-Today's News
WVVA-Musical Program

4:15 p.m. EST 3:15 CST
NBC-Songs and Stories: WJZ CBS-Chicago Variety Hour: WABC WSMK WHAS KMOX WKRC (sw-15.27)
KDKA-Market Report
WENR-Madame de Sylvara
WGY-Woman's Radio Review (NBC)
WLW-News & Financial Notes

2:45 p.m. EST 1:45 CST
CBS-Happy Hollow, dramatic sketch: WABC WKRC WHAS WSMK (sw-15.27)
MBS-George Duffy's Orchestra: WGN
KDKA-Mac and Bob
KMOX-Window Shoppers
WFBE-Musical Program
WGN-Blackstone Ensemble
WLS-Homemakers Program
WSAI-The South Sea Islanders (NBC)
WSM-Ma Perkins
WVVA-Wheeling Gospel Tabernacle

4:30 p.m. EST 3:30 CST
NBC-Masquerade, sketch: WEAF WTAM WSAI
NBC-Bert Stevens' Orchestra: WJZ WSM WCKY WAVE KDKA (sw-15.21)
WENR-Mme. de Sylvara
WFBE-Rudy Vallee, songs
WGBF-News
WGY-Book News
WKRC-Eddie Schoeber
WLW-To be announced
WVVA-Chicago Variety (CBS)

3:00 p.m. EST 2:00 CST
NBC-To be announced: WEAF WLW WGY WTAM (sw-15.33)
CBS-Salon Musicale: WABC WSMB WKRC KMOX WHAS (sw-15.27)
NBC-Roy Campbell's Royalists: WJZ WSM WCKY WAVE
MBS-Palmer House Ensemble: WSAI WGN

4:45 p.m. EST 3:45 CST
NBC-Grandpa Burton, sketch: WEAF WSAI
CBS-Do Re Mi, trio: WABC WVVA WHAS WKRC KMOX (sw-15.27)
WENR-Umberto Egizis' Orch. (NBC)
WFBE-Poets Gems
WGBF-Musical Masterpieces
WGY-Stock Reports
WLW-Questions and Answers
WTAM-Musical Cocktail

2:45 p.m. EST 1:45 CST
CBS-Happy Hollow, dramatic sketch: WABC WKRC WHAS WSMK (sw-15.27)
MBS-George Duffy's Orchestra: WGN
KDKA-Mac and Bob
KMOX-Window Shoppers
WFBE-Musical Program
WGN-Blackstone Ensemble
WLS-Homemakers Program
WSAI-The South Sea Islanders (NBC)
WSM-Ma Perkins
WVVA-Wheeling Gospel Tabernacle

4:55 p.m. EST 3:55 CST
NBC-Eddie South's Orchestra: WEAF WTAM WGY WSAI WENR
NBC-To be announced: WJZ WCKY
CBS-Bobby Benson & Sunny Jim: WABC (sw-11.83)
NBC-Army Band: KDKA WSM (sw-15.21-11.87)
KMOX-Og, Son of Fire (CBS)
WAVE-Musical Program
WFBE-Dance Rhythms
WKRC-Sports Cast
WLW-To be announced
★ WSMK-GOSSIP PROGRAM
WVVA-Economy Notes

3:00 p.m. EST 2:00 CST
NBC-To be announced: WEAF WLW WGY WTAM (sw-15.33)
CBS-Salon Musicale: WABC WSMB WKRC KMOX WHAS (sw-15.27)
NBC-Roy Campbell's Royalists: WJZ WSM WCKY WAVE
MBS-Palmer House Ensemble: WSAI WGN

5:00 p.m. EST 4:00 CST
NBC-Teddy Hill's Orch.: WJZ WENR
CBS-The Manhattan Matinee: WABC WHAS WSMK WKRC KMOX (sw-15.27)
★ NBC-Al Pearce's Gang: WEAF WSAI WTAM
KDKA-Plough Boys
WFBE-Treasure Tunes
WGY-Musical Program
WLW-Dick Tracy, drama
WSM-To be announced
WVVA-Cap, Andy and Flip

Star ★ Indicates High Spot Selections

5:15 p.m. EST 4:15 CST
NBC-Al Pearce's Gang: WGY KDKA-Kiddies Klub
WFBE-Salon Music
WLW-Jack Armstrong, drama
WVVA-Manhattan Matinee (CBS)

WENR-Ranch Boys Trio (NBC)
WFBE-News Oddities
WGBF-Seroco Club
WGY-Lang Sisters
WHAS-Dream Train
WKRC-Safety Director
WSAI-Knot Hole Club
WTAM-Lee Gordon's Orchestra

5:30 p.m. EST 4:30 CST
NBC-Tom Mix Adventures: WEAF WAVE WSM WTAM WGY WSAI
CBS-Jack Armstrong: WABC (sw-15.27)
NBC-Irene Wicker, the Singing Lady: WJZ KDKA WLW (sw-15.21-11.87)
KMOX-St. Louis Medical Society

7:00 p.m. EST 6:00 CST
★ NBC-Amos 'n' Andy: WEAF WLW WGY (sw-9.53)
★ CBS-Myrt & Marge: WABC WKRC (sw-11.83)
NBC-Dinner Concert; Richard Leibert, organist: WJZ KDKA WCKY WENR (sw-11.87)
CBS-Buck Rogers: WHAS KMOX
NBC-Lee Gordon's Orchestra: WAVE WSM

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

7:15 p.m. EST 6:15 CST
★ NBC-ALKA-SELTZER Presents Uncle Ezra's Radio Station: WEAF WTAM WGY WSAI (sw-9.53)
CBS-Vocals by Verrill: WABC (sw-11.83)
NBC-Capt. Tim Healy: WJZ KDKA WENR WHAM (sw-11.87)
MBS-Lilac Time: WLW WGN
KMOX-Frank Hazzard, tenor; Orchestra

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

7:45 p.m. EST 6:45 CST
NBC-Herbert "Fritz" Crisler, commentator on football news: WEAF
★ CBS-Boake Carter, news: WABC WHAS WKRC KMOX WBBM (sw-11.83)
NBC-Dangerous Paradise, sketch; Elsie Hitz & Nick Dawson: WJZ WSM WENR KDKA WAVE WLW WHAM (sw-11.87)
WCKY-Musical Moments
WFBE-Will Hauser's Orch.
WGBF-All-Star Revue
WGN-Quin Ryan's Amateur Night
WGY-Victor Young's Orch. & Guest Artist
WSAI-My Count y
WTAM-Gould and Shefter
WVVA-Amer. Family Robinson

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

8:00 p.m. EST 7:00 CST
★ NBC-S. C. JOHNSON & SON Present Fibber McGee & Molly: WJZ WHAM KDKA WCKY WLS WAVE WSM (sw-11.87)
CBS-Land o' Dreams: WSMK
★ NBC-Hammerstein's Music Hall: WEAF WTAM WSAI WGY
★ CBS-Guy Lombardo's Orch.: WABC WVVA (sw-6.12)
KMOX-Comedy Stars of Hollywood
WBBM-Beverly Entertainers
WFBE-Accordion Sweetheart & Buddy
WGN-Lone Ranger
WHAS-Musical Moments
WKRC-Frank Black's Orch.
WLW-Hot Dates in History

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

8:30 p.m. EST 7:30 CST
★ NBC-Margaret Speaks, soprano; Mixed Chorus; William Daly's Orch.: WEAF WTAM WSM WAVE WGY (sw-9.53)
NBC-Evening in Paris; Vocalists: WJZ KDKA WHAM WLS WCKY (sw-11.87)
★ CBS-One Night Stands; Pick & Pat: WABC WBBM WKRC WHAS KMOX (sw-6.12)
MBS-Grandstand Thrills: WLW WGN
WFBE-Alice Stuenerberg
WSAI-To be announced
WVVA-Musical Moments

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

8:45 p.m. EST 7:45 CST
WFBE-Amateur Night
WVVA-"Strange as it Seems"
9:00 p.m. EST 8:00 CST
★ NBC-Harry Horlick's Gypsies: WEAF WTAM WSAI WGY (sw-9.53)
NBC-Greater Minstrels: WJZ WHAM KDKA WLS WLW WSM (sw-6.14)
★ CBS-Radio Theater: WABC WHAS WKRC KMOX WBBM (sw-6.12)
WAVE-All Star Revue
WCKY-Strange as it Seems
WGN-Joe Sanders' Orchestra
WVVA-News

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

9:15 p.m. EST 8:15 CST
WAVE-Bert Kenney Parade
WCKY-Mystery Maid
WFBE-Musical Program
WGN-Comedy Stars of Hollywood
WVVA-Ev and Ory
9:30 p.m. EST 8:30 CST
NBC-Princess Pat Players; WJZ KDKA WENR WCKY WHAM (sw-6.14)
★ NBC-Grace Moore, soprano; Josef Pasternack's Orchestra: WEAF WGY WAVE WTAM WSM WLW (sw-9.53)
WFBE-To be announced
WGN-Follies, variety revue
WSAI-To be announced

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

9:45 p.m. EST 8:45 CST
WFBE-The Troubadours
WSAI-Rheiny Gau, songs
10:00 p.m. EST 9:00 CST
★ NBC-Ray Knight's Cuckoo Hour: WJZ KDKA WHAM WENR WSM WAVE (sw-6.14)
★ CBS-Wayne King's Orch.: WABC WHAS KMOX WKRC WBBM (sw-6.12)
NBC-Contented Prgm.: WEAF WTAM WGY WSAI (sw-9.53)
WCKY-News
WFBE-Michelson's Orchestra
WGN-News; Quin Ryan's Sports
WLW-Famous Jury Trials

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

10:15 p.m. EST 9:15 CST
WCKY-Ray Knight's Cuckoo Hour (NBC)
WFBE-Studio Selections
WGN-Musical Moments
WLW-The Follies
10:30 p.m. EST 9:30 CST
NBC-Nat'l Radio Forum; guest speakers: WEAF WTAM WSAI WGY (sw-9.53)
CBS-The March of Time: WABC WHAS WKRC WBBM KMOX (sw-6.12)
WFBE-Will Hauser's Orch.
WGN-The Northerners
WLW-To be announced
WSM-Musical Moments

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

10:45 p.m. EST 9:45 CST
CBS-Manhattan Choir: WABC KMOX WKRC WHAS (sw-6.12)
WBBM-Homecoming
WSM-Souvenirs
11:00 p.m. EST 10:00 CST
NBC-Manny Laporte's Orch.: WEAF WGY
★ CBS-Myrt & Marge: WHAS KMOX
NBC-Dorothy Lamour, soprano: WJZ KDKA WCKY (sw-6.14)

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

11:15 p.m. EST 10:15 CST
NBC-Ink Spots; Negro Quartet: WJZ KDKA WCKY (sw-6.14)
NBC-Leonard Keller's Orch.: WEAF WENR WGY WSAI (sw-9.53)
KMOX-Variety Program
WAVE-Nite Club
WBBM-Tommy Dorsey's Orch. (CBS)
WCKY-Dick Carrol
WGN-Fiddle Riddles
WHAS-Dance Time
WKRC-Red Bird's Orchestra
WLW-To be announced
WSM-To be announced (NBC)
WTAM-Civic Reception

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

11:30 p.m. EST 10:30 CST
NBC-Glenn Lee's Orch.: WEAF WSAI WGY (sw-9.53)
CBS-Jerry Freeman's Orch.: WABC WBBM WHAS WKRC
NBC-Ray Noble's Orch.: WJZ WCKY WAVE WHAM WSM
KDKA-Radio Night Club
KMOX-Bobbie Meeker's Orch.
WBN-Albert Socarras' Cuban Orchestra
WENR-Earl Hines' Orchestra
WGN-Earl Hill's Orchestra
WKRC-Amateur Show
★ WSMK-RADIO GUIDE presents Calling All Cars

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

11:45 p.m. EST 10:45 CST
NBC-Jesse Crawford, organist: WEAF WGY WSAI (sw-9.53)
CBS-Jerry Freeman's Orchestra: WABC
KMOX-To be announced
WENR-Chas. Boulanger's Orch.
WLW-Gene Burchell's Orch.
WSM-Ray Noble's Orch. (NBC)
12:00 Mid ES 11:00 p.m. CS
NBC-Lugi Romanelli's Orch.: WEAF WGY WTAM
NBC-Shandor; Griff Williams' Orch.: WJZ KDKA WHAM WSM (sw-6.14)
CBS-Leon Belasco's Orchestra: WABC WHAS WSMK WBBM WKRC KMOX
WAVE-Dance Orchestra
WENR-Jack Russell's Orchestra
WGN-Veloz & Yolanda's Orch.
WLW-To be announced
★ WSMK-RADIO GUIDE presents Orville Revelle and Cora Spondon in "The Gossip Room"

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

12:15 a.m. ES 11:15 p.m. CS
WAVE-Garden Nite Club
12:30 a.m. ES 11:30 p.m. CS
NBC-Al Lyons' Orch.: WJZ KDKA WHAM WENR WSM (sw-6.14)
CBS-Seymour Simons' Orch.: WABC WKRC WBBM WSMK KMOX
NBC-To be announced: WEAF WGY WTAM
WGN-Charlie Gaylord's Orch.
WHAS-Dream Serenade
12:45 a.m. ES 11:45 p.m. CS
KMOX-When Day Is Done
WAVE-Al Lyons' Orch. (NBC)
1:00 a.m. ES 12:00 Mid CS
WENR-Glenn Lee's Orchestra
WGN-The Midnight Flyers; Joe Sanders' Orchestra
WLW-Dance Orchestra
WTAM-Dick Fidler's Orchestra

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

1:15 a.m. EST 12:15 CST
WLW-Gene Burchell's Orch.
1:30 a.m. EST 12:30 CST
WENR-Jack Russell's Orch.
WLW-Moon River, organ and poems
WTAM-Paul Nielson's Orch.
2:00 a.m. EST 1:00 CST
WBBM-Maurie Steins' Orchestra
2:30 a.m. EST 1:30 CST
WBBM-Bob Pacelli's Orchestra

5:45 p.m. EST 4:45 CST
NBC-Adventures of Sam and Dick, sketch: WEAF WAVE WSAI WTAM WGY WSM
CBS-Og, Son of Fire: WABC WKRC (sw-15.27)
NBC-Little Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)
KMOX-Hawaiian Sunlight
WCKY-Civic Club
WENR-Rhythm Rammers
WFBE-Dinner Music
WGBF-Sport Facts

Night

6:00 p.m. EST 5:00 CST
NBC-U. S. Army Band: WJZ WCKY WAVE
NBC-Flying Time: WEAF WGY WENR
CBS-L. Nazir Kurkdjic's Ensemble: WSMK
CBS-Buck Rogers, sketch: WABC (sw-11.83)
KDKA-News-Reeler
KMOX-To be announced
WGN-Dinner Music
WHAS-Shadow Time
WKRC-Smillin' Dan
WLW-Old Fashioned Girl
WSAI-"Omar the Mystic"
WSM-Marjorie Cooney; Pan American Broadcast
WTAM-Twilight Tunes
WVVA-The Keystoners

WBBM-Elena Moneak's Ensemble
WFBE-Michelson's Orch.
WHAS-Amateur Contest
WLW-To be announced

CBS-Tommy Dorsey's Orch.: WABC KMOX WSMK
★ NBC-Amos 'n' Andy: WSM WTAM
WAVE-Nite Club
WENR-Globe Trotter
WGN-College Broadcast
WHAM-Lew Davies' Orchestra
WHAS-Sweet Music
WKRC-News
WLW-News Flashes
WSAI-Today's News

8:30 p.m. EST 7:30 CST
★ NBC-Margaret Speaks, soprano; Mixed Chorus; William Daly's Orch.: WEAF WTAM WSM WAVE WGY (sw-9.53)
NBC-Evening in Paris; Vocalists: WJZ KDKA WHAM WLS WCKY (sw-11.87)
★ CBS-One Night Stands; Pick & Pat: WABC WBBM WKRC WHAS KMOX (sw-6.12)
MBS-Grandstand Thrills: WLW WGN
WFBE-Alice Stuenerberg
WSAI-To be announced
WVVA-Musical Moments

11:15 p.m. EST 10:15 CST
NBC-Ink Spots; Negro Quartet: WJZ KDKA WCKY (sw-6.14)
NBC-Leonard Keller's Orch.: WEAF WENR WGY WSAI (sw-9.53)
KMOX-Variety Program
WAVE-Nite Club
WBBM-Tommy Dorsey's Orch. (CBS)
WCKY-Dick Carrol
WGN-Fiddle Riddles
WHAS-Dance Time
WKRC-Red Bird's Orchestra
WLW-To be announced
WSM-To be announced (NBC)
WTAM-Civic Reception

7:00 p.m. EST 6:00 CST
★ NBC-Amos 'n' Andy: WEAF WLW WGY (sw-9.53)
★ CBS-Myrt & Marge: WABC WKRC (sw-11.83)
NBC-Dinner Concert; Richard Leibert, organist: WJZ KDKA WCKY WENR (sw-11.87)
CBS-Buck Rogers: WHAS KMOX
NBC-Lee Gordon's Orchestra: WAVE WSM
WFBE-The Cincinnati Players
WGN-Bob Elson, sports
WHAM-Sportcast
WSAI-Modernization of Homes
WTAM-Sportsman; Baseball Scores
WVVA-Sports: Baseball Scores

11:30 p.m. EST 10:30 CST
NBC-Glenn Lee's Orch.: WEAF WSAI WGY (sw-9.53)
CBS-Jerry Freeman's Orch.: WABC WBBM WHAS WKRC
NBC-Ray Noble's Orch.: WJZ WCKY WAVE WHAM WSM
KDKA-Radio Night Club
KMOX-Bobbie Meeker's Orch.
WBN-Albert Socarras' Cuban Orchestra
WENR-Earl Hines' Orchestra
WGN-Earl Hill's Orchestra
WKRC-Amateur Show
★ WSMK-RADIO GUIDE presents Calling All Cars

7:15 p.m. EST 6:15 CST
★ NBC-ALKA-SELTZER Presents Uncle Ezra's Radio Station: WEAF WTAM WGY WSAI (sw-9.53)
CBS-Vocals by Verrill: WABC (sw-11.83)
NBC-Capt. Tim Healy: WJZ KDKA WENR WHAM (sw-11.87)
MBS-Lilac Time: WLW WGN
KMOX-Frank Hazzard, tenor; Orchestra
WAVE-To be announced
WBBM-Pat Flanagan's Sports
WCKY-Stamp Club (NBC)
WFBE-To be announced
WGBF-Zoo News
WHAS-Hot Dates in History
WKRC-All Star Radio Roundup
WSM-Jack and His Buddies
WVVA-Dinner Music

11:45 p.m. EST 10:45 CST
NBC-Jesse Crawford, organist: WEAF WGY WSAI (sw-9.53)
CBS-Jerry Freeman's Orchestra: WABC
KMOX-To be announced
WENR-Chas. Boulanger's Orch.
WLW-Gene Burchell's Orch.
WSM-Ray Noble's Orch. (NBC)

7:45 p.m. EST 6:45 CST
NBC-Herbert "Fritz" Crisler, commentator on football news: WEAF
★ CBS-Boake Carter, news: WABC WHAS WKRC KMOX WBBM (sw-11.83)
NBC-Dangerous Paradise, sketch; Elsie Hitz & Nick Dawson: WJZ WSM WENR KDKA WAVE WLW WHAM (sw-11.87)
WCKY-Musical Moments
WFBE-Will Hauser's Orch.
WGBF-All-Star Revue
WGN-Quin Ryan's Amateur Night
WGY-Victor Young's Orch. & Guest Artist
WSAI-My Count y
WTAM-Gould and Shefter
WVVA-Amer. Family Robinson

12:00 Mid ES 11:00 p.m. CS
NBC-Lugi Romanelli's Orch.: WEAF WGY WTAM
NBC-Shandor; Griff Williams' Orch.: WJZ KDKA WHAM WSM (sw-6.14)
CBS-Leon Belasco's Orchestra: WABC WHAS WSMK WBBM WKRC KMOX
WAVE-Dance Orchestra
WENR-Jack Russell's Orchestra
WGN-Veloz & Yolanda's Orch.
WLW-To be announced
★ WSMK-RADIO GUIDE presents Orville Revelle and Cora Spondon in "The Gossip Room"

7:00 p.m. EST 6:00 CST
★ NBC-Amos 'n' Andy: WEAF WLW WGY (sw-9.53)
★ CBS-Myrt & Marge: WABC WKRC (sw-11.83)
NBC-Dinner Concert; Richard Leibert, organist: WJZ KDKA WCKY WENR (sw-11.87)
CBS-Buck Rogers: WHAS KMOX
NBC-Lee Gordon's Orchestra: WAVE WSM
WFBE-The Cincinnati Players
WGN-Bob Elson, sports
WHAM-Sportcast
WSAI-Modernization of Homes
WTAM-Sportsman; Baseball Scores
WVVA-Sports: Baseball Scores

12:15 a.m. ES 11:15 p.m. CS
WAVE-Garden Nite Club
12:30 a.m. ES 11:30 p.m. CS
NBC-Al Lyons' Orch.: WJZ KDKA WHAM WENR WSM (sw-6.14)
CBS-Seymour Simons' Orch.: WABC WKRC WBBM WSMK KMOX
NBC-To be announced: WEAF WGY WTAM
WGN-Charlie Gaylord's Orch.
WHAS-Dream Serenade

7:15 p.m. EST 6:15 CST
★ NBC-ALKA-SELTZER Presents Uncle Ezra's Radio Station: WEAF WTAM WGY WSAI (sw-9.53)
CBS-Vocals by Verrill: WABC (sw-11.83)
NBC-Capt. Tim Healy: WJZ KDKA WENR WHAM (sw-11.87)
MBS-Lilac Time: WLW WGN
KMOX-Frank Hazzard, tenor; Orchestra
WAVE-To be announced
WBBM-Pat Flanagan's Sports
WCKY-Stamp Club (NBC)
WFBE-To be announced
WGBF-Zoo News
WHAS-Hot Dates in History
WKRC-All Star Radio Roundup
WSM-Jack and His Buddies
WVVA-Dinner Music

12:45 a.m. ES 11:45 p.m. CS
KMOX-When Day Is Done
WAVE-Al Lyons' Orch. (NBC)
1:00 a.m. ES 12:00 Mid CS
WENR-Glenn Lee's Orchestra
WGN-The Midnight Flyers; Joe Sanders' Orchestra
WLW-Dance Orchestra
WTAM-Dick Fidler's Orchestra

7:45 p.m. EST 6:45 CST
NBC-Herbert "Fritz" Crisler, commentator on football news: WEAF
★ CBS-Boake Carter, news: WABC WHAS WKRC KMOX WBBM (sw-11.83)
NBC-Dangerous Paradise, sketch; Elsie Hitz & Nick Dawson: WJZ WSM WENR KDKA WAVE WLW WHAM (sw-11.87)
WCKY-Musical Moments
WFBE-Will Hauser's Orch.
WGBF-All-Star Revue
WGN-Quin Ryan's Amateur Night
WGY-Victor Young's Orch. & Guest Artist
WSAI-My Count y
WTAM-Gould and Shefter
WVVA-Amer. Family Robinson

1:15 a.m. EST 12:15 CST
WLW-Gene Burchell's Orch.
1:30 a.m. EST 12:30 CST
WENR-Jack Russell's Orch.
WLW-Moon River, organ and poems
WTAM-Paul Nielson's Orch.
2:00 a.m. EST 1:00 CST
WBBM-Maurie Steins' Orchestra
2:30 a.m. EST 1:30 CST
WBBM-Bob Pacelli's Orchestra

8:00 p.m. EST 7:00 CST
★ NBC-S. C. JOHNSON & SON Present Fibber McGee & Molly: WJZ WHAM KDKA WCKY WLS WAVE WSM (sw-11.87)
CBS-Land o' Dreams: WSMK
★ NBC-Hammerstein's Music Hall: WEAF WTAM WSAI WGY
★ CBS-Guy Lombardo's Orch.: WABC WVVA (sw-6.12)
KMOX-Comedy Stars of Hollywood
WBBM-Beverly Entertainers
WFBE-Accordion Sweetheart & Buddy
WGN-Lone Ranger
WHAS-Musical Moments
WKRC-Frank Black's Orch.
WLW-Hot Dates in History

1:45 a.m. EST 12:45 CST
NBC-Dorothy Lamour, soprano: WJZ KDKA WCKY (sw-6.14)

8:30 p.m. EST 7:30 CST
★ NBC-Margaret Speaks, soprano; Mixed Chorus; William Daly's Orch.: WEAF WTAM WSM WAVE WGY (sw-9.53)
NBC-Evening in Paris; Vocalists: WJZ KDKA WHAM WLS WCKY (sw-11.87)
★ CBS-One Night Stands; Pick & Pat: WABC WBBM WKRC WHAS KMOX (sw-6.12)
MBS-Grandstand Thrills: WLW WGN
WFBE-Alice Stuenerberg
WSAI-To be announced
WVVA-Musical Moments

2:00 a.m. EST 1:00 CST

# Programs for Tuesday, October 1

6:30 a.m. EST 5:30 CST

KMOX—Home Folks' Hour  
WLW—Top of the Morning, McCormick Fiddlers

7:00 a.m. EST 6:00 CST

KDKA—Musical Clock  
KMOX—Four Harvest Hands  
WCKY—Bert Layne's Fiddlers  
WFBE—Musical Clock  
WKRC—This and That  
WLS—Smile-a-While

7:15 a.m. EST 6:15 CST

WLV—Nation's Family Prayer Period  
WSAI—Good Morning  
WVVA—Blue Grass Roy

7:30 a.m. EST 6:30 CST

WCKY—Musical Clock  
WKRC—God's Bible School  
WLW—To be announced

7:30 a.m. EST 6:30 CST

NBC—Jolly Bill & Jane: WEAF  
CBS—Organ Reveille: WABC  
NBC—Pollock & Lawnhurst, piano duo: WJZ

8:00 a.m. EST 7:00 CST

KMOX—Harry, Johnny and Aunt Sarah  
WGY—Musical Clock  
WHAS—To be announced  
WKRC—Fiddlin' Farmers  
WLW—Morning Devotions  
WSAI—Today's News  
WSM—Delmore Brothers  
WTAM—Sun Up  
WVVA—The Eye Opener

7:45 a.m. EST 6:45 CST

NBC—Yuchi Hiraoka, xylophonist: WEAF

NBC—Rise and Shine: WJZ  
KMOX—Ambrose Haley and the Ramblers

WCKY—Yodeling Twins  
WLW—To be announced  
WSAI—Musical Sun Dial  
WSM—Morning Devotions

8:00 a.m. EST 7:00 CST

NBC—Spareribs: WEAF  
CBS—Bluebirds: WABC  
NBC—Morning Devotions: WJZ

8:15 a.m. EST 7:15 CST

WAVE—KDKA WCKY (sw-21.54)  
KMOX—News; Home Folks' Hour  
WFBE—Our Daily Thought  
WGBF—Gospel Tabernacle  
WGN—Good Morning  
WGY—Musical Clock  
WHAS—To be announced  
WKRC—To be announced  
WLS—News  
WSAI—Church Forum  
WSM—To be announced (NBC)

8:30 a.m. EST 7:30 CST

WTAM—Slim Eberhardt  
WVVA—Gospel Tabernacle  
NBC—Morning Glories: WEAF  
WTAM WLW  
CBS—City Consumer's Guide: WABC  
NBC—Pals: WJZ KDKA WAVE (sw-21.54)  
WCKY—News  
WFBE—Arkansas Fiddlers  
WGN—Romance Time  
WLS—Morning Roundup

8:45 a.m. EST 7:45 CST

NBC—Ross Graham, baritone, William Meeder, organist: WJZ KDKA WCKY (sw-21.54)  
CBS—Salon Musicale: WABC  
NBC—Cheerio: WEAF WTAM WLW WGY  
KMOX—Tick-Tock Revue  
WAVE—Musical Clock  
WFBE—Morning Concert  
WGN—Good Morning Program  
WSAI—McCormick's Old Time Fiddlers

9:00 a.m. EST 8:00 CST

NBC—Organ Rhapsody; Richard Leibert, organist: WEAF WTAM WSAI  
CBS—All Hands on Deck: WABC WSMK WHAS WKRC  
★ NBC—Breakfast Club; Edna Odell, contralto; Ranch Boys: WJZ WAVE KDKA WSM WCKY (sw-15.21)  
Hymns of All Churches: WGN WGY  
KMOX—Views on News  
WLS—Morning Devotions  
WVVA—News

9:15 a.m. EST 8:15 CST

NBC—Richard Leibert, organist: WLW WGY  
KMOX—Musical Jewel Box  
WGBF—City Court  
WLS—The Hilltoppers  
WVVA—Tex Harrison's Buckaroos

9:30 a.m. EST 8:30 CST

NBC—Doc Schneider's Yodeling Cowboys: WEAF WTAM WSAI  
KMOX—The Corn Huskers  
WFBE—Smoky Mountain Boys  
WGY—Little Jack Little  
WLS—Ford Rush and Ralph Emerson  
WLW—Variety Program  
WVVA—Morning Dance Tunes

9:45 a.m. EST 8:45 CST

NBC—The Wife Saver: WEAF  
CBS—Men of Manhattan: WABC  
WKRC—Style & Shopping Service  
KDKA—Style & Shopping Service  
WFBE—Morning Headlines  
WGBF—Timely Topics  
WGY—Musical Program  
WLS—Tommy Tanner and Sodbusters  
WLW—Back Stage Wife, drama  
WSAI—On the Mall  
WTAM—Vaughn King

10:00 a.m. EST 9:00 CST

NBC—News; Ralph Kirbery, the Dream Singer: WJZ  
NBC—News; Tune Twisters: WEAF WSM WAVE  
CBS—News; Romany Trail: WABC WKRC WHAS  
NBC—News; Cleo Brown, pianist and songs: KDKA (sw-15.21)  
KMOX—News Thru a Woman's Eyes  
WCKY—News; Model Melodies  
WFBE—To be announced  
WGN—Hymns of All Churches  
WGY—News; Market Basket  
WLS—Prairie Ramblers; Patsy Montana; Hiram & Henry  
WLW—The Virginians, male quartet  
WSAI—Household Hints  
WTAM—News; Smith's Tennesseans  
WVVA—Cowboy Loyce and Just Plain Bill

10:15 a.m. EST 9:15 CST

NBC—Home Sweet Home, dramatic sketch: WEAF WGY WLW WLW  
NBC—Edward MacHugh, baritone: WJZ KDKA WCKY  
WAVE WSM (sw-15.21)  
KMOX—Let's Compare Notes  
WFBE—Dot Club News  
WGBF—Household Hour  
WGN—Margery Graham

10:30 a.m. EST 9:30 CST

NBC—Gypsy Trail: WEAF WSAI  
CBS—U. S. Navy Band: WABC WHAS KMOX  
NBC—Today's Children: WJZ KDKA WLS WCKY (sw-15.21)  
MBS—Antonio's Continentals: WGN  
WAVE—Devotional Service  
WFBE—Studio Program  
WGY—Banjoleers and Radio Sweethearts  
WKRC—Woman's Hour  
WLW—The Morning Housewarmers; Orchestra  
WSM—Leon Coe, organist  
WTAM—Health and Home  
WVVA—Flyin' X Round-Up

10:45 a.m. EST 9:45 CST

NBC—Three Shades of Blue: WEAF WGY WTAM WSM WSAI WAVE  
NBC—Herman & Banta, xylophone and piano: WJZ WCKY KDKA (sw-15.21)  
WFBE—Piano Melodies  
WGN—Backstage Wife  
WKRC—U. S. Navy Band (CBS)  
WLS—Morning Minstrels  
WLW—Live Stock Reports; News  
11:00 a.m. EST 10:00 CST  
NBC—Ida Bailey Allen: WEAF WGY WSAI  
CBS—Brad & Al: WABC (sw-15.27)  
NBC—The Honeymooners: WJZ WLW WCKY WAVE WSM KDKA (sw-15.21)  
CBS—Mary Lee Taylor: WHAS KMOX  
WFBE—Jerry Jordan  
WGBF—Mister and Missus  
WGN—Friendly Neighbor's House Party  
WKRC—To be announced  
WLS—Martha Crane; Helen Joyce; Morning Homemakers Hr.  
WTAM—Board of Education  
WVVA—Variety Program  
11:15 a.m. EST 10:15 CST  
NBC—Wendell Hall, songs: WJZ WAVE WCKY WSM  
CBS—Clyde Barrie, baritone: WABC WHAS (sw-15.27)

11:30 a.m. EST 10:30 CST

NBC—George Hessberger's Bavarian Orch.; Vocalists: WJZ WCKY KDKA (sw-15.21)  
CBS—Mrs. Wiggs of the Cabbage Patch: WABC WKRC KMOX (sw-15.27)  
NBC—Morning Parade: WEAF WSM WAVE WGY  
WFBE—Homespun Philosopher  
WGBF—Baby Shop Man  
WGN—Bachelor's Children  
WHAS—To be announced  
WKRC—Tuning Around  
WLS—News Report; Markets  
WLW—Chandler Chats  
WVVA—Your Helpful Helper

11:45 a.m. EST 10:45 CST

CBS—Just Plain Bill: WABC WKRC KMOX (sw-15.27)  
NBC—George Hessberger's Orchestra: WAVE WSM  
MBS—Minstrels: WGN WLW  
WFBE—Frield Facts  
WGBF—Hoosier Philosopher  
WGY—Yodeling Cowboys  
WHAS—Monticello Party Line  
WLS—Wm. O'Connor, tenor; Sue Roberts  
WSAI—Morning Parade (NBC)  
WVVA—Hank's Hillbillies

12:00 p.m. EST 11:00 a.m. CS

NBC—Three Scamps: WEAF WSAI WSM WAVE  
CBS—The Voice of Experience: WABC WKRC KMOX WVVA WHAS (sw-15.27)  
NBC—Simpson Boys of Sprucehead Bay: WJZ KDKA WCKY (sw-15.21)  
WFBE—College of Music  
WGBF—Wedding Anniversaries  
WGN—We Are Four  
WGY—Musical Program  
WLS—Roundup; Variety Aces  
WLW—Farmyard Follies, hillbilly revue  
WTAM—Doc Whipple

12:15 p.m. EST 11:15 a.m. CS

NBC—Merry Maes: WJZ WAVE WCKY WSM  
NBC—Honeyboy and Sassafras: WEAF WTAM WSAI  
CBS—Rhythm Bandbox: WABC WHAS WKRC WSMK KMOX (sw-15.27)  
MBS—The Housewarmers: WGN KDKA—Cy King, news  
WCKY—News  
WGY—Weavers  
WLS—Old Kitchen Kettle Mary Wright  
WLW—To be announced  
WVVA—Patterns in Organdy

12:30 p.m. EST 11:30 a.m. CS

NBC—Merry Madcaps: WEAF WTAM WSAI  
CBS—"Mary Marlin," sketch: WABC WKRC KMOX WHAS (sw-15.27)  
NBC—Nat'l Farm & Home Hour; Guest Speakers; Walter Blaufuss' Orch.: WJZ WCKY WSM WAVE KDKA (sw-15.21)  
WFBE—Noontime Tunes  
WGN—Markets: Good Health & Training  
WGY—Farm Program  
WLS—Little Bits from Life; William Vickland

12:45 p.m. EST 11:45 a.m. CS

NBC—Five Star Jones, sketch: WABC KMOX WKRC (sw-15.27)  
MBS—Painted Dreams: WGN  
WFBE—Luncheon Melodies  
WGBF—Bulletin Board  
WHAS—Dream Train  
WLS—Weather; Produce Report; News  
WVVA—Gertrude Miller

1:00 p.m. EST 12:00 m CS

NBC—Dick Fidler's Orchestra: WTAM  
CBS—Ramblings in Rhythm: WABC WSMK WKRC KMOX (sw-15.27)  
NBC—Market and Weather Reports: WEAF

WTAM

WTAM—Rapid Ad Service  
NBC—Studio 7: WEAF WTAM WGY  
KDKA—Grab Bag  
KMOX—Exchange Club  
WAVE—Devotional Service  
WFBE—To be announced  
MBS—Jacob Tarshish: WLW WGN  
WKRC—Jean Abbey  
WSAI—To be announced  
WVVA—Rapid Ad Service

# Mr. Fairfax

**F**RANK PACHELLI is the child mascot on the Silken Strings program. He is ten years old and has been in juvenile dramatics in Chicago since he was seven. (Miss B. A. B., Beaver Falls, Pa.)

**MUZZY MARCELLINO**, novelty singer with TED FIORITO'S orchestra, was born in San Francisco, California, November 27, 1913, was educated there and made his air debut there in 1928. He is single, has chestnut hair and green eyes, weighs 136 pounds and is 5 feet 5½ inches tall. His favorite sports are sailing and basketball, and his hobby is collecting photographs. (Miss E. D., Williamsport, Pa.)

**THE THREE LITTLE WORDS** are BILLIE SEVERANCE of San Antonio, Texas; BETH RABORN of Ryan, Oklahoma, and FRANCES JOY of Meridian, Mississippi. (Mr. L. J., Kingfisher, Okla.)

**VIRGINIA VERRILL** was born in Santa Monica Canyon in California on November 20, 1916. She is interested only in evening clothes, and hates sports attire. She wears no jewelry but a diamond ring formerly worn by her mother and grandmother. To her friends she is known as Vee. Was christened Catherina Virginia. (Miss V. V., West Lafayette, Ind.)

**GRACE ALLEN** and **FRED ALLEN** are not related. Fred's real name is Sullivan. His wife, PORTLAND HOFFA, was named after the city in Oregon in which she was born on January 25, 1910. (Jerry P., Schenectady, N. Y.)

**RALPH GINSBURGH** was born in Chicago. He began the study of the violin at the age of 8 and at 10 gave his first concert there, the local critics claiming him a prodigy. Seven years ago he became the musical director at the Palmer House, a post he has held ever since. (John F. A., Kankakee, Ill.)

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(Continued on Next Page)

Tuesday - Continued

(Continued from Preceding Page)

WFBE—Musical Masterpieces  
WGBF—Church and School News  
WGN—Francis X. Bushman  
WGY—Bag and Baggage  
WHAS—College of Agriculture  
WLS—Dinnerbell Program  
WVAI—Police Flashes  
WVVA—Tony and Dominic

1:15 p.m. EST 12:15 CST  
NBC—Dick Fidler's Orchestra:  
WEAF WGY

CBS—Radio Gossip Club; Eddie  
& Fannie Cavanaugh; WHAS  
KMOX

WGBF—Farmer Purcell  
WGN—Rich Man's Darling  
WKRC—Melodious Measures  
WSAI—Dance Interlude  
WVVA—News

1:30 p.m. EST 12:30 CST  
NBC—Dandies of Yesterday:  
WEAF WGY

CBS—Milton Charles, organist:  
WABC WHAS WKRC WVVA  
(sw-15.27)

NBC—The Kilmer Family: WJZ  
WAVE WCKY  
KDKA—Salt and Peanuts  
KMOX—Magic Kitchen  
WFBE—Laura Karch  
WGN—Markets; ΔMid-day Ser-  
vices

WHAS—Savings Talk; Weather;  
Markets; Temperatur  
WLW—Gene Burchell's Orch.  
WSAI—Treadwells on Tour  
WSM—State Department of Ag-  
riculture  
WTAM—Noonday Resume

1:45 p.m. EST 12:45 CST  
NBC—Music Guild: WEAF WGY  
NBC—Happy Jack: WJZ WAVE  
WCKY

KDKA—To be announced  
WFBE—Studio Program  
WGBF—Curstone Reporter  
WHAS—Mrs. Randolph shopping  
WLS—Dinnerbell Program  
WLW—Dance Orchestra  
WSM—William A. Burnett's  
Farm Book  
WSMK—Milton Charles, organist  
(CBS)

WVVA—Luncheon Music

2:00 p.m. EST 1:00 CST  
NBC—Words and Music: WJZ  
WAVE WCKY WSM

CBS—Marie, Little French Prin-  
cess: WABC WKRC KMOX  
(sw-15.27)  
KDKA—Home Forum  
WFBE—Ivory Interludes  
WGBF—Rotary Club  
WGN—Palmer House Ensemble  
WGY—Health Hunters, sketch  
WHAS—Agriculture Talk  
WLS—Jim Poole; Livestock Re-  
ports  
WLW—School of the Air  
WSAI—Music Guild (NBC)

2:15 p.m. EST 1:15 CST  
CBS—Romance of Helen Trent,  
skit: WABC WKRC KMOX  
WGN (sw-15.27)

WFBE—Miniature Concert  
WGBF—Farmer Purcell  
WGY—Household Chats  
WHAS—Georgia Wildcats  
WLS—Hometowners and Grace  
Wilson

WSAI—Dance Interlude  
WVVA—Musical

2:30 p.m. EST 1:30 CST  
NBC—Rhythm Octet, variety;  
Maded Marley, vocalist; Gould  
& Shefter, piano duo: WEAF  
WTAM WGY (sw-15.33)

★ CBS—Between the Bookends:  
WABC WKRC WSMK KMOX  
WHAS (sw-15.27)

NBC—Golden Melodies: WJZ  
WAVE WSM WCKY  
KDKA—Artist Service Revue  
KMOX—Fascinating Melodies  
WGBF—Billboard

WGN—Gene Burchell's Orchestra  
WLS—Grain Market  
WSAI—Today's News  
WVVA—Musical Program

2:45 p.m. EST 1:45 CST  
CBS—Happy Hollow: WABC  
WHAS WKRC WSMK (sw-  
15.27)

KMOX—Russell Brown; Edith  
Karen, songs  
WAVE—Afternoon Interlude  
WFBE—Jesse Crawford's Music  
WGN—Blackstone Ensemble  
WLS—Homemakers Program  
WSAI—Rhythm Octette (NBC)  
WSM—Ma Perkins  
WVVA—Δ Wheeling Gospel Tab-  
ernacle

3:00 p.m. EST 2:00 CST

NBC—To be announced: WEAF  
WTAM  
CBS—Town Topics with Lois  
Long: WABC WSMK WHAS  
WKRC (sw-15.27)

NBC—Silver Flute: WJZ WSM  
WCKY WAVE  
MBS—Palmer House Ensemble:  
WGN WSAI

KDKA—To be announced  
KMOX—Ma Perkins  
WFBE—John Chas. Thomas,  
songs

WGY—Musical Program  
WLS—Book Review  
WLW—Musical Program  
WSAI—To be announced

3:15 p.m. EST 2:15 CST  
NBC—Ma Perkins, dramatic  
sketch: WEAF WGY WLS  
WTAM WLW

KDKA—Romance of Dan and  
Sylvia  
KMOX—To be announced  
WFBE—Musical Comedy Gems  
WGN—June Baker, home man-  
agement

WSAI—To be announced  
WVVA—The Ol' Pardner

3:30 p.m. EST 2:30 CST

NBC—Vic and Sade, comedy  
sketch: WEAF WGY WTAM  
WLW  
NBC—Nellie Revell at Large:  
WJZ WSM WCKY WAVE

KDKA—To be announced  
KMOX—News  
WFBE—Teatime Tunes  
WGBF—Sunshine Hour  
WGN—Mail Box  
WLS—Dale Carnegie, Radio  
Commentator  
WVVA—Ma Perkins

3:45 p.m. EST 2:45 CST

NBC—King's Jesters: WJZ  
WCKY  
NBC—The O'Neils, dramatic  
sketch: WEAF WGY WTAM  
WSM WLW

KDKA—Congress of Clubs  
FMOX—To be announced  
WAVE—Your Navy; Siesta Sere-  
nade  
WFBE—D. A. R. Program  
WGN—Afternoon Serenade  
WLS—Homemakers Program

4:00 p.m. EST 3:00 CST

★ NBC—Betty & Bob, dramatic  
sketch: WJZ KDKA WENR  
WLW (sw-15.21)  
CBS—Bolek Musicale: WABC  
WSMK WKRC KMOX (sw-  
15.27)

NBC—Woman's Radio Review:  
WEAF WAVE WCKY WTAM  
WSM WSAI

WFBE—Band Concert  
WGY—Betty and Bob, sketch  
WHAS—Δ Week-day Devotions  
WTAM—Δ Eucharistic Congress  
WVVA—Cowboy Loyce and Just  
Plain Bill

4:15 p.m. EST 3:15 CST

NBC—To be announced: WJZ  
KDKA (sw-15.21)  
NBC—Woman's Radio Review:  
WGY  
WENR—To be announced  
WFBE—Dance Rhythms  
WHAS—Bolek Musicale (CBS)  
WLW—News & Financial Notes

4:30 p.m. EST 3:30 CST

NBC—Castles of Romance: WJZ  
WSM WAVE WCKY WENR  
CBS—Science Service: WABC  
WSMK WHAS WVVA KMOX  
(sw-15.27)

NBC—Masquerade: WEAF WSAI  
WTAM  
KDKA—Market Report  
WGBF—News  
WGY—Matinee Players  
WKRC—Eddie Schoelwer

4:45 p.m. EST 3:45 CST

NBC—Olga Vernon, soprano.  
WEAF  
CBS—Three Little Words: WABC  
WSMK WHAS WVVA WKRC  
KMOX (sw-15.27)  
NBC—Harry Kogan's Orchestra:  
WJZ WCKY WENR KDKA  
WSM WAVE (sw-15.21)  
WFBE—Studio Selections  
WGBF—Musical Masterpieces  
WGY—Stock Reports  
WLW—Questions and Answers  
WSAI—Dealers Salute  
WTAM—Musical Cocktail

Star ★ Indicates High Spot Selections

NBC—American Medical Ass'n  
Prgm.: WJZ WCKY WENR  
WAVE  
KDKA—Plough Boys  
KMOX—Broadway Melodies  
WFBE—Treasure Tunes  
WGY—Musical Program

WLW—Dick Tracy, drama  
WVVA—Cap. Andy and Flip

5:15 p.m. EST 4:15 CST

CBS—Dick Messner's Orchestra:  
WVVA KMOX  
NBC—Pan-American Program:  
WGY

KDKA—Kiddies Klub  
WFBE—Salon Music

WLW—Jack Armstrong, drama  
5:30 p.m. EST 4:30 CST

CBS—Jack Armstrong: WABC  
(sw-15.27)

NBC—Civic Orchestra: WEAF  
WAVE WTAM WCKY WSM  
WGY

NBC—Irene Wicker, the Sing-  
ing Lady: WJZ WLW KDKA  
(sw-15.21-11.87)

KMOX—Piano Recital  
WENR—Music and Comments  
WFBE—Shoppers Special  
WHAS—Herbert Koch, organist  
WKRC—Tune Time

WSAI—George Elliston, poems  
WVVA—Shopping Syncopations

5:45 p.m. EST 4:45 CST

NBC—Little Orphan Annie: WJZ  
KDKA WLW (sw-15.21-11.87)

CBS—Tito Guizar, tenor: WABC  
WHAS WSMK WKRC KMOX  
(sw-15.27)

NBC—Betty Marlowe and Her  
Californians; Guest Soloist:  
WTAM

WCKY—Iva Thomas  
WENR—"That Certain Four"  
WFBE—Vocal Variety  
WGN—Armchair Melodies  
WGY—Microphone Discoveries  
WSAI—To be announced

Night

6:00 p.m. EST 5:00 CST

NBC—Flying Time: WEAF WGY  
WENR

CBS—Buck Rogers, sketch:  
WABC (sw-11.83)

NBC—Otto Thura's Orch.: WJZ  
WCKY WAVE

CBS—Cadets Quartet: WSMK  
KDKA—News-Reeler  
KMOX—To be announced  
WFBE—Dinner Music  
WHAS—Shadow Time  
WKRC—Smilin' Dan  
WLW—Old Fashioned Girl, Helen  
Nugent, contralto, orchestra  
WSAI—Omar, the Mystic  
WSM—Marjorie Cooney; Pan  
American Broadcast  
WTAM—Twilight Tunes  
WVVA—The Keystoners

6:15 p.m. EST 5:15 CST

NBC—Mid-week Hymn Sing;  
Kathryn Palmer, soprano;  
Joyce Allmand, contralto; John  
Jamison, tenor; Arthur Bill-  
ings Hunt, baritone & direc-  
tor; Lowell Patton, organist:  
WEAF WGY WSM WSAI  
WTAM WENR

NBC—Dot and Will: WJZ WCKY  
CBS—Benay Venuta, songs:  
WABC WSMK KMOX (sw-  
11.83)

KDKA—Comedy Stars of Holly-  
wood  
WKRC—News; Sports Cast  
WLW—To be announced  
WVVA—Economy Notes

6:30 p.m. EST 5:30 CST

NBC—Irene Wicker, the Sing-  
ing Lady: WGN  
NBC—News; Gale Page, songs:  
WEAF WSAI

CBS—Kuban Cossack Choir; Or-  
chestra: WABC (sw-11.83)

NBC—News; Walter Cassel, bar-  
itone: WJZ WCKY  
KDKA—The Texans  
KMOX—Jack Armstrong (CBS)  
WENR—What's The News  
WFBE—Serenaders  
WGBF—Singing Cowboy  
WGY—News; Evening Brevities  
WHAS—Herbert Koch, organist  
WKRC—Evening Serenade  
WLW—Bob Newhall, sports  
WSM—News; Financial News  
WTAM—News; Stories of Song  
WVVA—News

6:45 p.m. EST 5:45 CST

NBC—Orphan Annie: WGN  
WSM WAVE

NBC—Billy & Betty: WEAF  
CBS—Kuban Cossack Choir;  
News: WVVA WSMK WHAS  
WKRC KMOX

NBC—Lowell Thomas, news:  
WJZ KDKA WLW (sw-11.87-  
15.21)  
WCKY—Baseball  
WENR—The Charioteers (NBC)  
WFBE—Sketches from Life  
WGBF—Serooco Club  
WGY—Musical Program  
WTAM—Knot Hole Club  
WTAM—Two Men and a Maid

7:00 p.m. EST 6:00 CST

NBC—Easy Aces, comedy sketch:  
WJZ KDKA WENR WCKY  
(sw-11.87)

★ CBS—Myrt & Marge: WABC  
WKRC (sw-11.83)

NBC—Reflections on the Water:  
WSM WAVE  
★ NBC—Amos 'n' Andy: WEAF  
WLW WGY (sw-9.53)

CBS—Buck Rogers: WHAS  
KMOX  
WFBE—Rumba Rhythms  
WGBF—Musical Moments  
WGN—Bob Elson, sports  
WHAM—Sportcast  
WSAI—Gene Burchell's Orch.  
WTAM—Sportsman; Baseball  
Scores  
WVVA—Sports Final

7:15 p.m. EST 6:15 CST

NBC—Popeye, the Sailor: WEAF  
WTAM WSAI WGY (sw-9.53)

CBS—Patti Chapin and Jimmy  
Farrell, songs: WABC WHAS  
(sw-11.83)

NBC—Norseman Quartet: WJZ  
KDKA WHAM WCKY WENR  
(sw-11.87)

MBS—Lilac Time: WGN WLW  
KMOX—Frank Hazzard and  
Orchestra

WAVE—Round the Town  
WBBM—Pat Flanagan's Sports  
Show  
WBEN—Lou Breese's Amateur  
Show  
WFBE—Carl Kennedy  
WGBF—Zoo News  
WKRC—Victor Young's Orch.  
WSM—Studio Program  
WVVA—Dinner Music

7:30 p.m. EST 6:30 CST

NBC—Jackie Heller, tenor:  
WEAF WSAI

★ CBS—Kate Smith; Guests;  
Jack Miller's Orch.: WABC  
WKRC WHAS KMOX

★ NBC—Lum and Abner, comedy  
sketch: WJZ WENR WLW  
KDKA—Pittsburgh Varieties  
WBBM—Elena Moneak's Ensem-  
ble  
WCKY—News  
WFBE—Sport Review  
WGBF—Historical Facts  
WGN—Blackstone Ensemble  
WGY—Miners' Quartet  
WHAM—News  
WSM—Comedy Stars of Holly-  
wood

WTAM—Youth and Experience

7:45 p.m. EST 6:45 CST

NBC—You & Your Government:  
WEAF WAVE WSAI WTAM

★ CBS—Boake Carter, news:  
WABC WHAS KMOX WKRC  
WBBM (sw-11.83)

NBC—Mario Cozzi, baritone:  
WJZ WENR WHAM WCKY  
WFBE—Will Hauser's Orch.  
WGBF—Scanning the Past  
WGN—Palmer House Ensemble  
WGY—Musical Program  
WLW—Washington Merry-Go-  
Round  
WSM—Studio Program  
WVVA—Amer. Family Robinson

8:00 p.m. EST 7:00 CST

NBC—Leo Reisman's Orchestra;  
Phil Ducey & Johnny: WEAF  
WAVE WTAM WGY WSM  
NBC—Crime Clues; "The Ami-  
able Stranger," drama: WJZ  
KDKA WLW WHAM WLS  
(sw-11.87)

CBS—Lavender and Old Lace;  
Lucy Monroe, soprano: WABC  
WKRC WHAS KMOX WBBM  
(sw-6.12)

WCKY—Bavarian Amateur Con-  
test  
WFBE—Lunken Airport  
WGN—Comedy Stars of Holly-  
wood

WSAI—To be announced  
WVVA—Iridescent Melodies

11:00 p.m. EST 10:00 CST

NBC—Stanley High, talk: WEAF  
CBS—Frank Dailey's Orchestra:  
WABC

8:30 p.m. EST 7:30 CST

★ NBC—Welcome Valley, drama,  
with Edgar A. Guest; Bernar-  
dine Flynn; Ethel Barrymore,  
guest; Sidney Ellstrom; Betty  
Winkler; Joseph Gallicchio's  
Orchestra: WJZ WLS WLW  
KDKA WHAM (sw-11.87)

★ CBS—Lawrence Tibbett, bar-  
itone; Don Voorhees' Orchestra:  
WABC WHAS WKRC KMOX  
(sw-6.12)

★ NBC—Wayne King's Orch.:  
WEAF WTAM WGY WAVE  
WSAI (sw-9.53)

WBBM—Speaker; News  
WCKY—Selected Numbers  
WFBE—Fairy Tales  
WGN—Isham Jones' Orchestra  
WSM—To be announced  
WVVA—Waring's Pennsylvan-  
ians

8:45 p.m. EST 7:45 CST

WBBM—Edouardo Varzo's En-  
semble  
WCKY—To be announced  
WFBE—To be announced  
WGBF—Scanning the Past  
WGN—Horace Heidt's Orchestra  
WSM—Francis Craig's Orchestra

9:00 p.m. EST 8:00 CST

★ NBC—Ben Bernie's Orch.;  
Gertrude Nielsen, guest: WEAF  
WTAM WSAI WGY (sw-9.53)

NBC—Nils T. Granlund & His  
Girls: WJZ WHAM KDKA  
WCKY WAVE WLS WSM (sw-  
6.14)

★ CBS—The Caravan; Walter  
O'Keefe; Deane Sanis; Glen  
Gray's Orch.: WABC WHAS  
WKRC WBBM KMOX (sw-  
6.12)

WFBE—Parisian Ensemble  
WGN—Fiddle Riddles  
WLW—To be announced  
WVVA—News

9:15 p.m. EST 8:15 CST

WFBE—Dance Parade  
WVVA—Ev and Ory

9:30 p.m. EST 8:30 CST

★ NBC—Helen Hayes in "The  
New Penny," with all-star  
cast; Mark Warnow's Orch.:  
WJZ KDKA WHAM WENR  
WCKY (sw-6.14)

★ NBC—Eddy Duchin's Orch.:  
WEAF WTAM WAVE WGY  
WSM WLW (sw-9.53)

★ CBS—Fred Waring's Orch.;  
Col. Stoopnagle and Budd:  
WABC KMOX WBBM WKRC  
WHAS (sw-6.12)

WFBE—Detective Story Hour  
WGN—Doring Sisters  
WSAI—To be announced

9:45 p.m. EST 8:45 CST

WGN—Joe Sanders' Orchestra  
WHAM—Musical Moments  
WSAI—Rheiny Gau, songs

10:00 p.m. EST 9:00 CST

★ NBC—SWIFT & CO. PRE-  
sent The Studio Party; Sig-  
mund Romberg; Deems Tay-  
lor, m. c.; Helen Marshall,  
soprano; Morton Bowe, tenor;  
Rise Stevens, contralto; Geo.  
Britton, baritone; Chorus; Or-  
chestra: WEAF WGY WHAM  
WTAM WLW (sw-9.53)

NBC—Wendell Hall, songs: WJZ  
WENR WSM WAVE

KDKA—Pittsburgh Round Table  
WCKY—News

WFBE—Michelson's Orchestra  
WGBF—Mysterious Pianist  
WGN—News; Quin Ryan  
WSAI—To be announced

10:15 p.m. EST 9:15 CST

NBC—Roy Shield's Orch.: WJZ  
WAVE WSM WCKY  
MBS—Veloze & Yolanda's Orch.:  
WGN

WFBE—Popular Rhythms  
WSAI—Gob Geltman's Orch.

10:30 p.m. EST 9:30 CST

NBC—Great Moments in History:  
WEAF WCKY WAVE WSM  
WGY WSAI (sw-9.53)

CBS—March of Time, drama:  
WABC WBBM WHAS WKRC  
KMOX (sw-6.12)

NBC—Heart Throbs of the Hills:  
WJZ KDKA WENR (sw-  
6.14)  
WFBE—Will Hauser's Orch.  
WGBF—News  
WGN—Lawrence Salerno; Con-  
cert Orchestra

WLW—Cotton Queen Showboat  
10:45 p.m. EST 9:45 CST  
CBS—Jerry Cooper, baritone:  
WABC WBBM WKRC KMOX  
(sw-6.12)

WGBF—Wrestling Matches  
WHAS—Amateur Contest

NBC—Dorsey's Orch.: WJZ  
WHAM WCKY

★ CBS—Myrt & Marge: WHAS  
KMOX

★ NBC—Amos 'n' Andy: WTAM  
WSM  
News: WSAI WLW WKRC  
KDKA—Sports, Ed Sprague  
WAVE—Johnny Burkarth's Orch.

WBBM—Musical Moments  
WENR—Globe Trotter  
WGN—College Broadcast  
WGY—Musical Program

11:15 p.m. EST 10:15 CST

NBC—Leonard Keller's Orch.:  
WEAF WGY WENR WSAI  
WSM (sw-9.53)

CBS—Frank Dailey's Orchestra:  
KMOX WBBM

NBC—Dorsey Brothers' Orch.:  
KDKA (sw-6.14)  
WAVE—Paul Miner  
WGN—The Dream Ship  
WHAS—Dance Time  
WKRC—Red Birds' Orchestra  
WLW—Los Amigos, Virginia Ma-  
russi's Orch.; Octavio Bermu-  
dez

WTAM—Gene Baker's Orchestra  
11:30 p.m. EST 10:30 CST

CBS—Dick Gardiner's Orchestra:  
WABC WHAS WBBM WVVA  
WKRC

NBC—Paul Whiteman's Orch.:  
WJZ WHAM WCKY

NBC—Glenn Lee's Orch.: WEAF  
WGY WTAM (sw-9.53)

KDKA—Radio Night Club  
KMOX—Bobbie Meeker's Orch.  
WAVE—Jimmy Joy's Orch.  
WBEN—Albert Socarra's Cuban  
Orchestra

WENR—Earl Hines' Orchestra  
WGN—Earl Burnett's Orchestra  
WSAI—To be announced

WSM—Dance Orchestra  
11:45 p.m. EST 10:45 CST

NBC—Jesse Crawford, organist:  
WEAF WGY WTAM (sw-9.53)

KMOX—Miles Haggell Presents  
WENR—Chas. Boulanger's Orch.  
WGBF—Coral Room

WGN—Jan Garber's Orchestra  
WLW—Gene Burchell's Orch.  
WSMK—Orchestra (CBS)

12:00 Mid ES 11:00 p.m. CS

NBC—Jack Russell's Orchestra:  
WEAF WGY WENR

CBS—Johnny Hamp's Orchestra:  
WABC WKRC WBBM WVVA  
KMOX

NBC—Shandor, violinist; Ranny  
Weeks' Orch.: WJZ WAVE  
KDKA WHAM WSM (sw-6.14)

WHAS—Gray Gordon's Orch.  
WLW—Dance Orchestra  
WTAM—Pinky Hunter's Orch.

12:15 a.m. ES 11:15 p.m. CS

# Programs for Wednesday, October 2

**6:30 a.m. EST 5:30 CST**  
 KMOX—Home Folks' Hour  
 WLW—Top of the Morning

**7:00 a.m. EST 6:00 CST**  
 KDKA—Musical Clock  
 KMOX—Novelty Boys  
 WKCY—Bert Layne's Fiddlers  
 WFBF—Musical Clock  
 WKRC—This and That  
 WLS—Smile-a-While  
 WLW—A Nation's Family Prayer Period  
 WSAI—Good Morning  
 WWVA—Blue Grass Roy

**7:15 a.m. EST 6:15 CST**  
 KMOX—Four Harvest Hands  
 WKCY—Musical Clock  
 WKRC—God's Bible School  
 WLW—To be announced

**7:30 a.m. EST 6:30 CST**  
 NBC—Jolly Bill & Jane; WEAF  
 CBS—Organ Revielle; WABC  
 NBC—Pollock & Lawnhurst, piano duo; WJZ  
 KMOX—Harry, Johnny and Aunt Sarah  
 WGY—Musical Clock  
 WHAS—To be announced  
 WKRC—Fiddlin' Farmers  
 WLW—Morning Devotions  
 WSAI—Today's News  
 WSM—Paul and Bert  
 WTAM—Sun Up  
 WWVA—The Eve Opener

**7:45 a.m. EST 6:45 CST**  
 NBC—Yoichi Hiraoka, xylophonist; WEAF  
 NBC—Rise and Shine; WJZ  
 KMOX—Ambrose Haley and the Ramblers  
 WKCY—Yodelling Twins  
 WLW—To be announced  
 WSAI—Musical Sun Dial  
 WSM—Morning Devotion

**8:00 a.m. EST 7:00 CST**  
 NBC—Spareribs; WEAF  
 CBS—Oleanders, male quartet; WABC  
 NBC—Morning Devotions; WJZ  
 WAVE KDKA WKCY (sw-21.54)  
 KMOX—News; Home Folks' Hour  
 WFBF—Our Daily Thought  
 WGBF—A Gospel Tabernacle  
 WGN—Good Morning  
 WHAS—To be announced  
 WKRC—To be announced  
 WLS—News  
 WLW—Garden Club Talk, "Shaded Nooks in the Garden Picture"  
 WSAI—A Church Forum  
 WSM—To be announced  
 WTAM—Slim Eberhardt  
 WWVA—A Gospel Tabernacle

**8:15 a.m. EST 7:15 CST**  
 NBC—Twenty Fingers of Harmony; WEAF WTAM WLW  
 CBS—Sidney Raphael, pianist; WABC  
 NBC—Pals; WJZ KDKA WSM WAVE (sw-21.54)  
 WKCY—News  
 WFBF—Southern Drifters  
 WLS—Morning Roundup

**8:30 a.m. EST 7:30 CST**  
 NBC—Walter Cassel, baritone; William Meeder, organist; WJZ KDKA WKCY (sw-21.54)  
 NBC—Cheerio; WEAF WLW WTAM WGY  
 CBS—Chapel Singers; WABC  
 KMOX—Tick-Tock Revue  
 WAVE—Musical Clock  
 WFBF—Morning Concert  
 WGN—Fireside Melodies  
 WSAI—McCormick's Old Time Fiddlers

**8:45 a.m. EST 7:45 CST**  
 CBS—The Bluebirds; WABC  
 NBC—Lantl Trio and White; WJZ KDKA WKCY (sw-21.54)  
 WGBF—Timely Topics

**9:00 a.m. EST 8:00 CST**  
 NBC—Organ Rhapsody; Richard Leibert, organist; WEAF WTAM WSAI  
 CBS—Dear Audience, variety show; WABC WSMK WHAS WKRC

**★ NBC—Breakfast Club; Edna Odell, contralto; Morin Sisters; WJZ KDKA WSM WAVE WKCY (sw-15.21)**  
 KMOX—Views on News  
 WGN—Good Morning  
 WGY—Hymns of All Churches  
 WLS—A Morning Devotions  
 WLW—Hymns of All Churches  
 WSAI—McCormick's Old Time Fiddlers  
 WWVA—News

WTAM—Board of Education  
 WWVA—Blaine and Dene

**11:15 a.m. EST 10:15 CST**  
 NBC—Studio 7; WEAF WTAM WGY  
 CBS—Blanche Sweet, beauty talk; WABC (sw-15.27)  
 NBC—Wendell Hall, songs; WJZ WAVE WKCY WSM  
 KDKA—Grab Bag  
 KMOX—News Thru a Woman's Eyes  
 WGN—Through the Looking Glass  
 WHAS—Chats with Dolly Dean  
 WKRC—Irene Righter  
 WLW—Musical Program  
 WSAI—To be announced  
 WWVA—Rapid Ad Service

**11:30 a.m. EST 10:30 CST**  
 NBC—Army Band; WJZ KDKA WAVE WSM WKCY (sw-15.21)  
 CBS—Mrs. Wiggs of the Cabbage Patch; WABC WKRC KMOX (sw-15.27)  
 NBC—To be announced; WEAF WTAM WGY  
 WFBF—Homespun Philosopher  
 WGBF—Baby Shop Man  
 WGN—Bachelor's Children  
 WHAS—To be announced  
 WLS—News; Butter, Egg and Poultry Markets; Livestock Markets  
 WLW—Chandler Chats

**11:45 a.m. EST 10:45 CST**  
 NBC—Magic Recipes; Bill Bradley & Jane Ellison; WEAF WTAM WAVE WSM WGY WSAI  
 CBS—Just Plain Bill; WABC WKRC KMOX (sw-15.27)  
 MBS—Minstrels; WGN WLW  
 WFBF—Frigid Facts  
 WGBF—Hoosier Philosopher  
 WHAS—Monticello Party Line  
 WLS—William O'Connor, tenor; Sue Roberts  
 WWVA—Your Helpful Helper

## Afternoon

**12:00 m ES 11:00 a.m. CS**  
 NBC—Pat Barnes in Person; WLW  
 CBS—The Voice of Experience; WABC WKRC KMOX WWVA WHAS (sw-15.27)  
 NBC—Ward and Muzzy, piano duo; WEAF WSAI WSM WAVE  
 CBS—Fred Feibel, organist; WSMK  
 NBC—Simpson Boys of Sprucehead Bay; WJZ KDKA WKCY (sw-15.21)  
 WFBF—Gladys Catron  
 WGBF—Wedding Anniversaries  
 WGN—We Are Four  
 WGY—Musical Program  
 WLS—Roundup  
 WTAM—Doc Whipple

**12:15 p.m. ES 11:15 a.m. CS**  
 NBC—The Merry Maes; WJZ WAVE WSM  
 NBC—Honeyboy and Sassafras; WEAF WTAM WSAI  
 CBS—The Gumps; WABC WHAS KMOX WKRC (sw-15.27)  
 MBS—Tom, Dick & Harry; WGN WLW  
 KDKA—News-Reeler  
 WKCY—News  
 WFBF—Noontime Tunes  
 WGY—Doc Schneider's Cowboys  
 WLS—"Old Kitchen Kettle," Mary Wright  
 WWVA—Patterns in Organdy

**12:30 p.m. ES 11:30 a.m. CS**  
 CBS—"Mary Marlin," sketch; WABC WKRC KMOX WHAS (sw-15.27)  
 NBC—Merry Madcaps; WEAF WTAM WSAI  
 NBC—Nat'l Farm & Home Hour; Guest Speakers; Walter Blaufuss' Orch.; WJZ WKCY WSM WAVE KDKA WLW (sw-15.21)  
 WFBF—Margaret Beaver  
 WGN—Markets; Good Health & Training  
 WGY—Farm Program  
 WLS—Tommy Tanner

**12:45 p.m. ES 11:45 a.m. CS**  
 CBS—Five Star Jones, sketch; WABC WKRC KMOX (sw-15.27)  
 MBS—Painted Dreams; WGN  
 WFBF—Studio Program  
 WGBF—Bulletin Board  
 WLS—Weather; Produce Markets; News  
 WWVA—Gertrude Miller

# How's Trix?

(Continued from Page 3)

Beatrice did, and with her piquant face aglow with the novelty of this new experience Beatrice sat outside the audition room awaiting a verdict on her best friend's efforts. When one of the executives walked past her she was acreep with curiosity, but lacked the temerity to ask what progress was being made behind those mysterious doors. So she made conversation by saying that she, too, was destined for big things in the drama, and asking if it would be too much of an intrusion if she were permitted at least to read a script.

The result of that chance request should be obvious by now. Flo Campbell, good enough for the part without the competition she had brought along, had to bow to Beatrice's more highly approved reading of the script. It was the leading part in Bill the Barber, later to be known as Just Plain Bill.

And then came Betty and Bob. It was placed through the same agency. And no sooner did the sponsor's idea penetrate the minds of the producers than they unanimously thought of Beatrice Churchill.

At 24 (she was born December 21, 1910) she still is single—and if she is to be believed, she's not threatened with any of the complications which she adjusts so readily in her daily scripts. Each year finds her taking time to go back to the mountains which she loves, there to reassure her parents who still believe that little Trix is far too young to brave the pitfalls of so big a city as Chicago.

And how's Trix? Well, if you must know, she is simply delightful!

Betty and Bob, with Beatrice Churchill, may be heard daily except Saturday and Sunday, over an NBC-WJZ network at 4 p. m. EST (3 CST; 2 MST; 1 PST).

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(Continued from Preceding Page)

1:00 p.m. EST 12:00 m CS  
NB-C-Markets and Weather Reports; WFAF  
CBS-Martha Holmes, Fed. Housing Administration Speaker; WABC WSMK WKRC KMOX (sw-15.27)  
NBC-Lee Gordon's Orch.: WGY WTAM  
WFB-E-Gladys Catron  
WGBF-Church & School News  
WGN-The Love Doctor  
WHAS-College of Agriculture  
WLS-Prairie Farmer Dinnerbell Program  
WSA-Police Flashes  
WMS-Strings and Christine Lamb, contralto  
WWVA-Dominic and Tony  
1:15 p.m. EST 12:15 CST  
★ CBS-World Series Baseball Game WABC KMOX WBBM WHAS WKRC WSMK WVA (sw-15.27)  
★ NBC-World Series Baseball Game: WFAF WJZ KDKA WAVE WCKY WGN WGY WHAM WLS WLW WSAI WSM WTAM (sw-15.21)  
3:15 p.m. EST 2:15 CST  
NBC-The Wise Man WJZ WCKY WSM WAVE  
NBC-Ma Perkins, dramatic sketch: WFAF WGY WLW WTAM WLS  
KDKA-Romance of Dan and Sylvia  
WFB-E-George Olsen's Music  
WGN-June Baker, home management  
WWVA-The Ol' Pardner  
3:30 p.m. EST 2:30 CST  
NBC-Vic & Sade, comedy sketch: WFAF WTAM WLW WGY  
CBS-"Whoa Pincus," sketch: WABC WHAS WSMK WKRC (sw-15.27)  
NBC-Spotlight Revue: WJZ WCKY WSM WAVE  
Ma Perkins: WWVA WHAM  
KDKA-To be announced  
KMOX-To be announced  
WFB-E-Johnny Marvin, songs  
WGB-E-Sunshine Hour  
WGN-The Mail Box  
WLS-Dale Carnegie, radio commentator  
3:45 p.m. EST 2:45 CST  
NBC-The O'Neils, dramatic sketch: WFAF WTAM WGY WLW (sw-15.33)  
CBS-"Whoa Pincus": WWVA KMOX  
WFB-E-Hawaiian Melodies  
WGN-Afternoon Serenade  
WLS-Homemakers' Program  
4:00 p.m. EST 3:00 CST  
NBC-Woman's Radio Review: WFAF WCKY WTAM WAVE WSM WSAI  
CBS-The Hoosier Hop: WABC WSMK WKRC-KMOX (sw-15.27)  
★ NBC-Betty and Bob: WJZ KDKA WENR (sw-15.21)  
Betty and Bob, sketch: WLW WGY  
WFB-E-Quartet Songs  
WHAS-Week-day Devotions  
WWVA-Cowboy Loy and Just Plain Bill

4:15 p.m. EST 3:15 CST  
NBC-To be announced: WJZ KDKA (sw-15.21)  
KMOX-Window Shoppers  
WENR-Madame de Sylvara  
WFB-E-Miniature Concert  
WGY-Woman's Radio Review  
WHAS-Hoosier Hop (CBS)  
WLW-News & Financial Notes  
4:30 p.m. EST 3:30 CST  
NBC-Masquerade: WFAF WSAI WTAM  
CBS-Opening of the New Hayden Planetarium: WABC WSMK WHAS WWVA KMOX (sw-15.27)  
NBC-Fascinatin' Rhythm; Rany Weeks' Orch.: WJZ WSM WCKY WAVE  
CBS-Vivian Della Chiesa, soprano: WABC WHAS WKRC WSMK (sw-15.27)  
KDKA-Market Report  
WFB-E-Brass Band Concert  
WGBF-News  
WGY-Scissors and Paste  
WKRC-Eddie Schoelwer  
4:45 p.m. EST 3:45 CST  
CBS-Loretta Lee; The Clubmen: WABC WSMK WHAS KMOX WKRC (sw-15.27)  
NBC-Fascinatin' Rhythm: WENR  
NBC-Grandpa Burton, sketch: WFAF WTAM  
KDKA-Market Reports  
WFB-E-Waltz Time  
WGBF-Musical Masterpieces  
WGY-Stock Reports  
WLW-Dorothea Ponce, songs  
WSAI-Dealers Salute  
5:00 p.m. EST 4:00 CST  
CBS-Mounty & Gest, piano team: WABC WSMK WKRC KMOX (sw-15.27)  
NBC-Crosscutts from Log of Day: WJZ WCKY WENR  
★ NBC-AI Pearce's Gang: WFAF WSAI WAVE WCKY WGY WSM  
KDKA-Plough Boys  
WFB-E-Treasure Tunes  
WHAS-Eastern Kentucky State  
WLW-Dick Tracy  
WTAM-Musical Cocktail  
WWVA-Cap, Andy and Flip  
5:15 p.m. EST 4:15 CST  
CBS-Waltz Time: WABC WSMK WKRC KMOX (sw-15.27)  
KDKA-Kiddies' Klub  
WLW-Jack Armstrong, drama  
★ WWVA-GOSSIP PROGRAM  
5:30 p.m. EST 4:30 CST  
NBC-Irene Wicker, the Singing Lady: WJZ KDKA WLW (sw-15.21)  
CBS-Jack Armstrong: WABC (sw-15.27)  
NBC-Tom Mix's Adventures: WFAF WGY WSAI WSM  
KMOX-Strolling Bard  
WAVE-Children's Hour  
WCKY-Jane and Bob  
WFB-E-Shoppers Special  
WHAS-Herbert Koch, organist  
WKRC-Gold Period  
WWVA-Shopping Syncopation  
5:45 p.m. EST 4:45 CST  
NBC-Adventures of Dick and Sam: WFAF WGY WAVE  
WSM WSAI WTAM WCKY  
CBS-Og, Son of Fire: WABC WKRC WHAS (sw-15.27)

## ★ Indicates High Spot Selections

NBC-Orphan Annie: WJZ KDKA WLW (sw-15.21)  
KMOX-Cubanettes  
WENR-That Certain Four  
WFB-E-Mose & Rufus  
WGBF-Musical Masterpieces  
WGN-Armchair Melodies

### Night

6:00 p.m. EST 5:00 CST  
NBC-Flying Time: WFAF WGY WENR  
CBS-L. Nazir Kurkdjia's Ensemble: WSMK  
NBC-Animal News Club: WJZ WCKY  
CBS-Buck Rogers: WABC (sw-11.83)  
KDKA-News-Reeler  
KMOX-To be announced  
WAVE-Musical Program  
WFB-E-Dinner Music  
WHAS-Shadow Time  
WKRC-Smilin' Dan  
WLW-Old Fashioned Girl, Helen Nugent, contralto, orchestra  
WSAI-"Omar the Mystic"  
WMS-Marjorie Cooney; Pan American Broadcast  
WTAM-Twilight Tunes  
WWVA-The Keystones

6:15 p.m. EST 5:15 CST  
★ NBC-Mary Small, songs: WFAF WSM WGY WSAI  
NBC-To be announced: WJZ WCKY  
CBS-Bobby Benson and Sunny Jim: WABC (sw-11.83)  
NBC-Ken Sparrow's Ensemble: WENR  
KDKA-Operetta Snap Shots  
KMOX-Og, Son of Fire (CBS)  
WKRC-Sport Cast  
WLW-To be announced  
WTAM-Armchair Explorers  
WWVA-Economy Notes

6:30 p.m. EST 5:30 CST  
NBC-Irene Wicker, the Singing Lady: WGN  
NBC-News: Ray Heatherton, baritone: WFAF  
CBS-News: Vanished Voices: WABC (sw-11.83)  
NBC-News: The Charioteers: WJZ  
KDKA-Those Three Girls  
KMOX-Jack Armstrong (CBS)  
WCKY-News  
WENR-What's the News?  
WFB-E-Star Serenaders  
WGBF-Singing Cowboy  
WGY-News: Evening Brevities  
WKRC-Evening Serenade  
WLW-Jack Armstrong drama  
WSAI-Headlines in the News  
WSM-News: Financial News  
WTAM-News: Don Jose  
WWVA-News Reporter

6:45 p.m. EST 5:45 CST  
CBS-Poetic Strings; News: WABC WSMK (sw-11.83)  
NBC-Orphan Annie: WSM WGN WAVE  
NBC-Billy and Betty, sketch: WFAF  
NBC-Lowell Thomas, news: WJZ KDKA WLW (sw-11.87-15.21)

KMOX-To be announced  
WCKY-Baseball  
WENR-Ranch Boys Trio (NBC)  
WFB-E-Miami Aces  
WGBF-Seroco Club  
WGY-Annette McCullough, songs  
WHAS-Dream Train  
WKRC-To be announced  
WSAI-Knot Hole Club  
WTAM-Silverborg Ensemble  
WWVA-Congress of Rhythm

7:00 p.m. EST 6:00 CST  
★ NBC-Amos 'n' Andy: WFAF WLW WGY (sw-9.53)  
★ CBS-Myrt and Marge: WABC WKRC (sw-11.83)  
NBC-Easy Aces; Comedy Sketch: WJZ KDKA WENR WCKY (sw-11.87)  
CBS-Buck Rogers: WHAS KMOX

NBC-Silverborg Ensemble: WAVE WSM  
WFB-E-Hornberger Trio  
WGBF-Stock Markets  
WGN-Bob Elson, sports  
WHAM-Sportcast  
WSAI-Bob Geltman's Orchestra  
WTAM-Sportsman; Baseball Scores  
WWVA-Sports Final

7:15 p.m. EST 6:15 CST  
★ NBC-ALCA-SELTZER PRESENTS Uncle Ezra's Radio Station: WFAF WGY WTAM WSAI (sw-9.53)  
NBC-Capt. Tim Healy: WJZ KDKA WENR WHAM (sw-11.87)  
CBS-Jerry Cooper, baritone: WABC (sw-11.83)  
MBS-Lilac Time: WGN WLW  
KMOX-Frank Hazzard with Orchestra

WAVE-To be announced  
WBBM-Pat Flanagan on Sports  
WCKY-Stamp Club  
WFB-E-Pat & Bill  
WGBF-Baseball Results  
WHAS-All Star Revue  
WKRC-All Star Radio Roundup  
WSM-Jack and His Buddies  
WWVA-Dinner Music

7:30 p.m. EST 6:30 CST  
NBC-Our American Schools: WFAF WSAI WAVE  
★ CBS-Kate Smith's Hour: Jack Miller's Orchestra; Ted Collins, announcer: WABC WKRC WHAS KMOX (sw-11.83)  
★ NBC-Lum & Abner, comedy sketch: WJZ WENR WLW  
KDKA-Lois Miller and Rosey Rowsell  
WBBM-Edouardo Varzo's Ensemble  
WCKY-News  
WFB-E-Sport Review  
WGBF-Historical Facts  
WGN-Milky Way Winners  
WGY-Jim Healey, commentator  
WHAM-News  
WSM-Musical Moments  
WTAM-Youth and Experience

7:45 p.m. EST 6:45 CST  
NBC-Dangerous Paradise, drama: Elsie Hitz and Nick Dawson: WJZ KDKA WENR WAVE WSM WLW WHAM (sw-11.83)  
★ CBS-Boake Carter, news: WABC WHAS KMOX WKRC WBBM (sw-11.83)  
NBC-Charley Bowers' Orch. & Three Scamps: WFAF WSAI WTAM WCKY  
WFB-E-Will Hauser's Orchestra  
WGN-Quin Ryan's Amateur Show  
WGY-Victor Young's Orchestra; Guest Artist  
WWVA-Amer. Family Robinson

8:00 p.m. EST 7:00 CST  
★ NBC-One Man's Family, sketch: WFAF WSM WTAM WAVE WGY WLW  
CBS-Johnny and the Foursome: WABC WKRC WHAS WBBM KMOX (sw-6.12)  
NBC-The Rendezvous: WJZ KDKA WCKY WHAM WLS (sw-11.87)  
WFB-E-Dave & Henry  
WGN-The Lone Ranger  
WSAI-To be announced  
WWVA-Family Album

8:15 p.m. EST 7:15 CST  
CBS-Dr. Robert M. Hutchins, Pres. U. of C. "The Relation of the University to the Community: WABC WSMK WHAS WKRC KMOX (sw-6.12)

WBBM-George Olsen's Orch.  
WFB-E-Michelson's Orchestra  
WHAM-The Forty-Niners

8:30 p.m. EST 7:30 CST  
★ NBC-"The House of Glass," sketch with Gertrude Berg, Joe Greenwald, Paul Stewart, Helen Dumas, Bertha Walden, Bill Artzt's Orch.: WJZ KDKA WHAM WLS (sw-11.87)  
★ CBS-Burns & Allen; Orch.: WABC WKRC KMOX WHAS WBBM (sw-6.12)

★ NBC-Wayne King's Orch.: WFAF WTAM WGY WSAI  
MBS-Heatrolatow: WGN WLW  
WAVE-To be announced  
WCKY-Musical Cocktail  
WFB-E-To be announced  
WSM-Strings  
WWVA-Musical Moments

8:45 p.m. EST 7:45 CST  
WCKY-Musical Moments  
WFB-E-Bob Jones  
WSM-Poom and this Song  
WWVA-The Seven of Us

9:00 p.m. EST 8:00 CST  
★ CBS-Lily Pons, soprano; Andre Kostelanetz' Orch.; Chorus: WABC WKRC WHAS WSMK WBBM KMOX (sw-6.12)  
★ NBC-Town Hall Tonight; Fred Allen, Portland Hoffa, Art Players, Amateurs & Peter Van Steedens' Orch.: WFAF WTAM WSM WAVE WLW WGY (sw-9.53)

★ NBC-John Charles Thomas & Neighbors; Frank Tours' Orch.: WJZ WLS KDKA WCKY WHAM (sw-6.14)  
WFB-E-Boxing Matches  
WGN-Arch Ward  
WSAI-Community Chest Program  
WWVA-News

9:15 p.m. EST 8:15 CST  
WBBM-Johnny Hamp's Orch.  
WGN-Horace Heidt's Orchestra  
WSM-Poem and the Song  
WWVA-Ev and Ory

9:30 p.m. EST 8:30 CST  
★ NBC-Warden Lawes; Twenty Thousand Years in Sing Sing; "Wanted": WJZ WENR KDKA WCKY WHAM WLS (sw-6.14)  
CBS-Six Gun Justice: WABC WKRC WHAS WBBM (sw-6.14)  
KMOX-Comedy Stars  
WBBM-Fox Hunters  
WGN-Wallenstein Sinfonietta  
WSAI-To be announced

9:45 p.m. EST 8:45 CST  
KMOX-To be announced  
WSAI-Rheinay Gau, songs

10:00 p.m. EST 9:00 CST  
CBS-On the Air with Lud Gluskin: WABC KMOX WKRC WBBM (sw-6.12)  
NBC-Committee on Religious Life in the Nation's Capitol: KDKA WSM WAVE WHAM (sw-6.14)  
NBC-Musical Revue; Conrad Thibault, baritone; Harry Salter's Orch.: WFAF WTAM WGY WSAI (sw-9.53)  
WCKY-News  
WENR-Shoestring Castle, dramatic sketch  
WGN-News; Quin Ryan's Sports  
WHAS-Down on the Farm

★ WLW-KEN-RAD PRESENTS Unsolved Mysteries, drama  
10:15 p.m. EST 9:15 CST  
WCKY-Selected  
WGN-Musical Moments  
WHAS-On the Air with Lud Gluskin (CBS)

10:30 p.m. EST 9:30 CST  
CBS-March of Time: WABC WHAS KMOX WBBM WKRC (sw-6.12)  
NBC-Ray Noble's Orchestra: WFAF WGY WTAM WLW (sw-9.53)  
NBC-Stones of History: WJZ WHAM KDKA WCKY WENR WAVE (sw-6.14)  
WGN-Attilio Baggiore; Orch.  
WSAI-To be announced  
WSM-Francis Craig's Orch.

10:45 p.m. EST 9:45 CST  
CBS-Nat'l Conference of Catholic Charities; Alfred E. Smith, speaker: WABC WHAS WKRC WBBM (sw-6.12)  
KMOX-News  
WFB-E-Will Hauser's Orchestra

11:00 p.m. EST 10:00 CST  
NBC-Manny Laporte's Orch.: WFAF WGY (sw-9.53)  
CBS-Claude Hopkins' Orch.: WABC WBBM WSMK  
NBC-Dorothy Lamour, soprano: WJZ WHAM WCKY  
★ NBC-Amos 'n' Andy: WTAM WSM  
★ CBS-Myrt and Marge: KMOX WHAS  
KDKA-Sports, Ed Sprague  
WAVE-To be announced  
WENR-Globe Trotter  
WGN-College Broadcast  
WKRC-News Cast  
WLW-News  
WSAI-Today's News

11:15 p.m. EST 10:15 CST  
NBC-Opening of the Hayden Planetarium: WJZ WHAM WCKY  
NBC-Leonard Keller's Orch.: WENR WSAI WGY (sw-9.53)  
KDKA-Dream Ship  
KMOX-Claude Hopkins' Orch. (CBS)  
WGN-Fiddle Riddies  
WHAS-Dance Time  
WKRC-Red Birds' Orchestra  
WLW-Salute to the Cities  
WSM-Jack Shook and Beasley Smith  
WTAM-Gene Baker's Orchestra

11:30 p.m. EST 10:30 CST  
★ NBC-House of Glass, dramatic sketch: WSM WAVE  
CBS-Johnny Hamp's Orchestra: WABC WSMK WHAS WKRC  
NBC-Glenn Lee's Orch.: WFAF WSAI WCKY WTAM WGY (sw-9.53)  
NBC-Luigi Romanelli's Orch.: WJZ WHAM  
KDKA-Radio Night Club  
KMOX-Bobbie Meeker's Orch.  
WBBM-Seymour Simons' Orch.  
WENR-Earl Hines' Orchestra  
WGN-Earl Burton's Orchestra

11:45 p.m. EST 10:45 CST  
NBC-Jesse Crawford, organist: WFAF WCKY WTAM WSAI WGY (sw-9.53)  
KMOX-To be announced  
WENR-Chas. Boulanger's Orch.  
WGN-Jan Garber's Orchestra  
WLW-Gene Burchell's Orch.

12:00 Mid ES 11:00 p.m. CS  
NBC-Ben Bernie's Orch.: WFAF WENR WGY WSAI  
CBS-George Olsen's Orchestra: WABC WKRC WBBM KMOX  
NBC-Shandor, violinist; Bob Chester's Orch.: WJZ KDKA WSM WAVE WHAM (sw-6.14)  
WHAS-Gray Gordon's Orch.  
WLW-To be announced  
WTAM-Pinky Hunter's Orch.

12:15 a.m. ES 11:15 p.m. CS  
NBC-Bob Chester's Orchestra: WAVE WSM  
WGN-Veloz & Yolanda's Orch.  
WSMK-George Olsen's Orch. (CBS)

12:30 a.m. ES 11:30 p.m. CS  
NBC-Lights Out, drama: WFAF WENR WAVE WTAM WGY WSM  
CBS-Merle Carlson's Orchestra: WABC WKRC WSMK WBBM KMOX  
NBC-Billy Bissett's Orchestra: WJZ KDKA WHAM (sw-6.14)  
WGN-Charlie Gaylor's Orch.  
WHAS-Dream Serenade

12:45 a.m. ES 11:45 p.m. CS  
KMOX-When Day Is Done  
WGN-Joe Sanders' Orchestra  
1:00 a.m. ES 12:00 Mid CS  
WENR-Glenn Lee's Orchestra  
WGN-Continental Gypsies  
WLW-Dance Orchestra  
WSM-Dance Orchestra  
WTAM-Dick Fidler's Orchestra

1:15 a.m. EST 12:15 CST  
WGN-Jan Garber's Orch.  
1:30 a.m. EST 12:30 CST  
NBC-Meredith Willson's Orch.: WAVE WSM  
WENR-Jack Russell's Orchestra  
WGN-Joe Sanders' Orch.  
WLW-Moon River, organ and poems  
WTAM-Stan Wood's Orchestra  
1:45 a.m. EST 12:45 CST  
WGN-Charlie Gaylor's Orch.  
2:00 a.m. EST 1:00 CST  
WBBM-Maurie Steins' Orchestra  
WGN-Veloz & Yolanda's Orch.  
2:30 a.m. EST 1:30 CST  
WLW-Moon River

## Bulls and Boners

MIKE GALLAGHER: "Make sure your child will not be handicapped by having his eyes examined."-Charles Cochran, Weatherford, Texas. (September 11; KTAT; 12:42 p. m.)

ELEANOR HOWE: "While you are keeping an eye on the mixture keep an eye on the bowl and an eye on the spoon as well."-Mrs. A. W. Voedisch, Rockford, Ill. (September 4; WMAQ; 2 p. m.)

ANNOUNCER: "And if Allison plays as well today as he did tomorrow he should have no trouble winning the cup."-Earle Nicklas, Amherst, Mass. (September 11; WFAF; 4:27 p. m.)

DON CARR (Presenting Amateur Award): "It's the same watch we give the contestant each week."-Mrs. J. Bohren, Jr., Patterson, N. J. (September 9; WMCA; 9:16 p. m.)

ANNOUNCER: "Call Walnut 0300 and you can get all the information you want about this coal for \$8.75 a ton."-Myrtle

Jokumsen, Waterloo, Iowa. (September 2; WAAW; 3:45 p.m.)

ANNOUNCER: "... at the headquarters of the Nile."-Phyllis Lerner, Melrose, Mass. (August 31; WEEL; 12:18 p. m.)

ANNOUNCER: "McGuire and Hanson are departing from their usual policy and for the first time are offering a bona fide 20 per cent reduction—a legitimate reduction."-Mrs. B. Zimmerman, East Lansing, Michigan. (August 28; WJZ; 12:13 p. m.)

SPORTS ANNOUNCER: "In the American League all the games played were postponed on account of rain."-Esther Young, Dixfield, Maine. (September 4; WTIC; 6:45 p. m.)

One dollar is paid for each Bull and Boner published. Include date, name of station and hour. Send your contributions to Bulls and Boners Editor, care of RADIO GUIDE, 731 Plymouth Court, Chicago, Ill.

# Programs for Thursday, October 3 On Short Waves

**6:30 a.m. EST 5:30 CST**  
KMOX—Home Folks' Hour  
WLW—Top of the Morning

**7:00 a.m. EST 6:00 CST**  
KDKA—Musical Clock  
KMOX—Novelty Boys  
WCKY—Bert Layne's Fiddlers  
WFBE—Musical Clock  
WKRC—This and That  
WLS—Smile-a-While  
WLW—The Nation's Family Prayer Period  
WSAI—Good Morning  
WWVA—Blue Grass Roy

**7:15 a.m. EST 6:15 CST**  
KMOX—Four Harvest Hands  
WCKY—Musical Clock  
WKRC—God's Bible School  
WLW—To be announced

**7:30 a.m. EST 6:30 CST**  
NBC—Jolly Bill & Jane; WEAF  
CBS—Organ Reveille; WABC  
NBC—Pollock & Lawnhurst, piano duo; WJZ  
KMOX—Harry, Johnny and Aunt Sarah  
WGY—Musical Clock  
WHAS—To be announced  
WKRC—Fiddlin' Farmers  
WLS—Bulletin Board  
WLW—Morning Devotions  
WSAI—Today's News  
WSM—Delmore Brothers  
WTAM—Sun Up  
WWVA—The Eye Opener

**7:45 a.m. EST 6:45 CST**  
NBC—Yoichi Hiraoka, xylophonist; WEAF  
NBC—Rise and Shine; WJZ  
WCKY—Yodelling Twins  
WLS—Smile-a-While  
WLW—To be announced  
WSAI—Musical Sun Dial  
WSM—Morning Devotion

**8:00 a.m. EST 7:00 CST**  
NBC—Sparteribs; WEAF  
CBS—The Bluebirds; WABC  
NBC—Morning Devotions; WJZ  
WAVE WCKY KDKA (sw-21.54)  
KMOX—News; Home Folks' Hour  
WFBE—Our Daily Thought  
WGBF—Gospel Tabernacle  
WGN—Good Morning  
WHAS—To be announced  
WKRC—To be announced  
WLS—News  
WLW—To be announced  
WSAI—Church Forum  
WSM—To be announced  
WTAM—Slim Eberhardt  
WWVA—Gospel Tabernacle

**8:15 a.m. EST 7:15 CST**  
NBC—Morning Glories; WEAF  
WTAM WLW  
CBS—Sidney Raphael, pianist; WABC  
NBC—Pals; WJZ WAVE KDKA (sw-21.54)  
WCKY—News  
WFBE—Arkansas Fiddlers  
WGN—Romance Time  
WLS—Morning Roundup

**8:30 a.m. EST 7:30 CST**  
NBC—Walter Cassel, baritone, William Meeder, organist; WJZ WJR KDKA WCKY (sw-21.54)  
CBS—Saison Musicale; WABC  
NBC—Cheerio; WEAF WTAM WLW WGY  
KMOX—Tick-Tock Revue  
WAVE—Musical Clock  
WFBE—Morning Concert  
WGN—Good Morning Program  
WSAI—McCormick's Old Time Fiddlers

**8:45 a.m. EST 7:45 CST**  
NBC—Lundt Trio and White; WJZ WCKY KDKA (sw-21.54)  
WGBF—Timely Topics  
WSM—Morning Devotion

**9:00 a.m. EST 8:00 CST**  
NBC—Organ Rhapsody; Richard Leibert, organist; WEAF WTAM WSAI  
CBS—Review of Revues; WABC WSMK WKRC WHAS  
★ NBC—Breakfast Club; Edna Odell, contralto; Ranch Boys; WJZ WSM KDKA WAVE WCKY (sw-15.21)  
Hymns of All Churches; WGY WLW  
KMOX—Views on News  
WGY—Hymns of All Churches  
WLS—Morning Devotions  
WWVA—News

**9:15 a.m. EST 8:15 CST**  
NBC—Organ Rhapsody; WLW WGY  
KMOX—Musical Jewel Box  
WGBF—City Court

WLS—The Hilltoppers  
WWVA—Tex Harrison's Buckaroos

**9:30 a.m. EST 8:30 CST**  
NBC—Fields and Hall, songs and patter; WEAF WTAM WSAI  
KMOX—The Corn Huskers  
WFBE—Smoky Mountain Boys  
WGY—Little Jack Little  
WLS—Ford Rush and Ralph Emerson  
WLW—Musical Program  
WWVA—Morning Dance Tunes

**9:45 a.m. EST 8:45 CST**  
NBC—Doc Schneider's Yodeling Cowboys; WEAF  
CBS—Men of Manhattan; WABC WSMK WKRC WHAS KMOX  
KDKA—Style & Shopping Service  
WFBE—Morning Headlines  
WGY—Musical Program  
WLS—Announcements and News  
WLW—Back Stage Wife  
WSAI—On the Mall  
WTAM—Vaughn King

**10:00 a.m. EST 9:00 CST**  
NBC—News; Frank Luther, tenor; WEAF WSM WAVE  
NBC—News; Cleo Brown, pianist and songs; WJZ KDKA (sw-15.21)  
CBS—Morning Moods; WABC WKRC WHAS  
MBS—Hymns of All Churches; WGN  
KMOX—News Thru a Woman's Eyes  
WFBE—Gladys Catron  
WGY—News; Market Basket  
WLS—Prairie Ramblers; Patsy Montana; Hiram & Henry  
WLW—The Virginians  
WSAI—Household Hints  
WTAM—News; Tennesseans  
WWVA—Cowboy Loye and Just Plain John

**10:15 a.m. EST 9:15 CST**  
NBC—Edward MacHugh, the Gospel Singer; WJZ KDKA WCKY WAVE WSM (sw-15.21)  
NBC—Home Sweet Home, dramatic sketch; WEAF WTAM WGY WLW  
KMOX—Let's Compare Notes  
WFBE—Dot Club News  
WGBF—Household Hour  
WGN—Margery Graham  
WLS—Wm. O'Connor, tenor; Sue Roberts

**10:30 a.m. EST 9:30 CST**  
NBC—Today's Children; WJZ KDKA WCKY WLS (sw-15.21)  
CBS—The Gothamaires; WABC WHAS KMOX  
NBC—Breen & de Rose; Andy Sannella, guitarist; WEAF WSM WSAI  
KMOX—The Corn Huskers  
WAVE—Devotional Service  
WFBE—Studio Program  
WGN—Antonio's Continentals  
WGY—Banjolectors and Radio Sweethearts  
WKRC—Woman's Hour  
WLW—Morning Housewarmers  
WTAM—Health and Home with Vaughn King  
WWVA—Flvin' X Round-Up

**10:45 a.m. EST 9:45 CST**  
NBC—Herman & Banta, xylophone and piano; WJZ WAVE WCKY KDKA (sw-15.21)  
NBC—Morning Parade; WEAF WTAM  
WFBE—Dr. Enlein  
WGN—Backstage Wife  
WGY—Mid-Morning Devotions  
WKRC—Gothamaires (CBS)  
WLS—Morning Minstrels  
WLW—Live Stock; News  
WSAI—On the Mall  
WSM—Leon Cole, organist

**11:00 a.m. EST 10:00 CST**  
NBC—The Honeyymooners; WJZ WAVE WCKY WLW KDKA WSM (sw-15.21)  
CBS—Brad & Al, songs & patter; WABC (sw-15.27)  
NBC—Ida Bailey Allen; WEAF WSAI WGY  
CBS—Mary Lee Taylor; WHAS KMOX  
WFBE—Modern String Duo  
WGBF—Mister and Missus  
WGN—Friendly Neighbor's House Praty  
WKRC—Bulletin Board  
WLS—Martha Crane and Helen Joyce  
WTAM—Board of Education  
WWVA—Blaine and Dene

**11:15 a.m. EST 10:15 CST**  
NBC—Wendell Hall, songs; WJZ WCKY

CBS—Madison Ensemble; WABC WKRC WHAS (sw-15.27)  
NBC—Studio 7; WEAF WAVE WGY WSM WTAM  
KDKA—Grab Bag  
KMOX—Fascinating Melodies  
WFBE—Alma & Jane  
WGN—Jacob Tarshish  
WLW—Musical Program  
WSAI—To be announced  
WWVA—Rapid Ad Service

**11:30 a.m. EST 10:30 CST**  
NBC—The Carnival; Chas. Sears, tenor; Roy Shield's Orchestra; Don McNeill, m. c.; WTAM  
CBS—Mrs. Wiggs of the Cabbage Patch; WABC WKRC KMOX (sw-15.27)  
NBC—Navy Band; WJZ WSM WCKY WAVE KDKA (sw-15.21)  
NBC—Fountain of Song; WEAF WGY  
WFBE—Homespun Philosopher  
WGBF—Baby Shop Man  
WGN—Bachelor's Children  
WHAS—To be announced  
WKRC—Along Melody Lane  
WLS—News; Butter, Egg and Poultry Markets; Livestock Markets  
WLW—Chandler Chats  
WWVA—Your Helpful Helper

**11:45 a.m. EST 10:45 CST**  
CBS—Just Plain Bill; WABC WKRC KMOX (sw-15.27)  
MBS—Minstrels; WGN WLW  
WFBE—Frigid Facts  
WGBF—Hoosier Philosopher  
WGY—Yodelling Cowboys  
WHAS—Monticello Party Line  
WLS—William O'Connor, tenor; Sue Roberts  
WWVA—Hank's Hillbillies

**Afternoon**

**12:00 m. ES 11:00 a.m. CS**  
NBC—Marie De Ville, vocalist; WEAF WSM WAVE WSAI  
NBC—Simpson Boys of Sprucehead Bay; WJZ KDKA WCKY (sw-15.21)  
CBS—The Voice of Experience; WABC WKRC KMOX WWVA WHAS (sw-15.27)  
WFBE—Gwen Williams  
WGBF—Wedding Anniversaries  
WGN—We Are Four  
WGY—Musical Program  
WLS—Roundup  
WLW—Farmyard Follies  
WTAM—Doc Whipple

**12:15 p.m. ES 11:15 a.m. CS**  
CBS—The Merry-makers; WABC WHAS WKRC WSMK KMOX (sw-15.27)  
NBC—Honeyboy and Sassafras; WEAF WTAM WSAI  
NBC—The Merry Maes; WJZ WAVE WSM  
MBS—Morning Housewarmers; WGN  
KDKA—News-Reeler  
WCKY—News  
WFBE—Noontime Tunes  
WGY—Olson Weavers  
WLS—"Old Kitchen Kettle," Mary Wright  
WLW—To be announced  
WWVA—Pattens in Organdy

**12:30 p.m. ES 11:30 a.m. CS**  
NBC—Merry Madcaps; WEAF WTAM WSAI  
CBS—"Mary Marlin," sketch; WABC WKRC KMOX WHAS (sw-15.27)  
NBC—Nat'l Farm and Home Hour; Guest Speakers; Walter Blaufuss' Orch.; WJZ WAVE WCKY WSM KDKA WAVE (sw-15.21)  
WFBE—Luncheon Music  
WGN—Markets: Good Health & Training  
WGY—Farm Program  
WLS—"Little Bits from Life," William Vickland

**12:45 p.m. ES 11:45 a.m. CS**  
CBS—Five Star Jones; WABC WKRC KMOX (sw-15.27)  
MBS—Painted Dreams; WGN WLW  
WFBE—Frank Zwargart, baritone  
WGBF—Bulletin Board  
WHAS—Dream Train  
WLS—Weather; Produce Markets; News  
WWVA—Gertrude Miller

**1:00 p.m. ES 12:00 m. CS**  
NBC—Rex Battle's Ensemble; WTAM WSAI WGY  
NBC—Market and Weather Report; WEAF

(Continued from Page 16)

10 p. m.—Troise and his mandoliers (GSC, GSL).  
10:30 p. m.—Program dedicated to American short wave clubs (HJIABE).

**TUESDAY, OCTOBER 1**  
9:35 a. m.—Light and Shade (GSF, GSG).  
1:2 p. m.—AIR-DO-WELLS (GSB, GSD, GSL).  
2 p. m.—Game, Set and Match (GSB, GSD, GSL).  
2:30 p. m.—Rifle Corps Band (GSB, GSD, GSL).  
2:45 p. m.—Ballad concert (GSB, GSD, GSL).  
3:15 p. m.—Backstage London (GSB, GSD, GSL).  
6 p. m.—New German tunes (DJC).  
6:7 p. m.—MUSICAL COMEDY MOMENTS (GSB, GSC).  
6:35-6:45 p. m.—Mail Bag, Eugene Darlington (W2XAF).  
6:45 p. m.—Backstage in Schenectady (W2XAF).  
7 p. m.—Backstage in London (GSB, GSC).  
7 p. m.—Typical Venezuelan music (YV2RC).  
7:15 p. m.—Living in the French Capital (FYA).  
7:15 p. m.—Rosario Yozada, vocalist (YV2RC).  
7:30 p. m.—Harvest Means Bread (DJC).  
8:30-9 p. m.—SPECIAL BROADCAST FOR CHICAGO SHORT WAVE RADIO CLUB (YV2RC).  
8:30 p. m.—Musical jokes (DJC).  
9:20 p. m.—Evening concert (HC2RL).  
10 p. m.—Light and Shade, a play (GSC, GSL).

**WEDNESDAY, OCTOBER 2**  
6 a. m.—Mail Bag (VK3ME).  
10 a. m.—Under Big Ben, talk (GSF, GSG).  
1:30-2 p. m.—THE ROCKY MOUNTAINEERS, presented by Bill Campbell (GSB, GSD).  
2-3 p. m.—PROMENADE CONCERT, Brahm's (GSB, GSD, GSL).  
3 p. m.—Harry C. Lange, speaker (RNE).  
3 p. m.—Bryan Michie (GSB, GSD, GSL).  
4:30 p. m.—Dusk Before Helvellyn (GSB, GSC).  
5:10 p. m.—German Girls' Association (DJC).  
6:15 p. m.—Bonfire in Autumn (DJC).  
6:45 p. m.—Under Big Ben, talk (GSB, GSC).  
7 p. m.—Maurice Winnick's Orch. (GSB, GSC).  
7:30 p. m.—Rosario Lozada, vocalist (YV2RC).  
8:30 p. m.—Operatic arias (YV2RC).  
8:30 p. m.—String trio (DJC).  
9 p. m.—Dance music (YV2RC).  
9:15 p. m.—Musical riddle hour (DJC).  
10 p. m.—Bands across the sea (GSC, GSL).

**THURSDAY, OCTOBER 3**  
9:25 a. m.—Talk on literature (PHI).  
11:15 a. m.—Mantovani's orchestra (GSF, GSG).  
1:30 p. m.—West End shows (GSB, GSD, GSL).  
1:30 p. m.—Medvedeff's balalaika orchestra (GSB, GSD, GSI).  
2:3-10 p. m.—PROMENADE CONCERT, Mozart and Haydn (GSB, GSD, GSI).  
3:15 p. m.—Military band (GSB, GSD, GSL).  
5:10 p. m.—Zupfgeigenhansi (DJC).  
6:15-7:15 p. m.—SCENES FROM FAUST (DJC).  
6:40-7:40 p. m.—EMPIRE MAIL BAG (GSB, GSC).  
6:40 p. m.—Troise and his mandoliers (GSB, GSC).  
7:15 p. m.—National quartet (YV2RC).  
7:30 p. m.—Hawaiian music (YV2RC).  
7:30 p. m.—German army band (DJC).  
8:30 p. m.—Trio (YV2RC).  
8:30 p. m.—Piano, violin and cello (DJC).  
9:10 p. m.—BAND CONCERT (YV2RC).  
9:15 p. m.—Light music (DJC).  
9:20 p. m.—Ecuadorian music (PRADO).  
10 p. m.—BBC Empire orchestra (GSC, GSL).  
10 p. m.—News bulletins, weather (CJRX).

**FRIDAY, OCTOBER 4**  
10:15 a. m.—Dance music (PHI).  
11:50 a. m.—Zigeuner orchestra (GSF, GSG).  
2:25-3:35 p. m.—PROMENADE CONCERT, Beethoven (GSB, GSD, GSI).  
3:35 p. m.—ROYAL FOLLIES (GSB, GSD, GSL).  
4:10 p. m.—I Knew a Man, talk (GSB, GSC).  
5:10 p. m.—Autumn in Germany (DJC).  
5:25 p. m.—Papillons by Schumann (DJC).  
6 p. m.—Opera music (DJC).  
6:45 p. m.—Light and Shade, play (GSB, GSC).  
7:30-8:15 p. m.—HASSE CHAMBER ORCHES-TRA (DJC).  
7:30 p. m.—Martin del Llano, crooner (YV2RC).  
8:30 p. m.—Grand opera selections (YV2RC).  
8:45 p. m.—Wilf Carter, hillbilly songs (CJRX).  
9 p. m.—The Happy Bunch (YV2RC).  
10 p. m.—EMPIRE MAIL BAG (GSC, GSL).

**SATURDAY, OCTOBER 5**  
8:15 a. m.—Renova quartet (PHI).  
10:30 a. m.—Mepawafana cocktail (PHI).  
1:1-4:5 p. m.—SATURDAY MAGAZINE (GSB, GSD, GSI).  
2:45-3:45 p. m.—JACK HYLTON'S RADIO REVIEW (GSB, GSD, GSI).  
4:15-4:40 p. m.—PROMENADE CONCERT (GSB, GSC).  
6:7-15 p. m.—GALA DANCE NIGHT (DJC).  
6 p. m.—Novelty band presentation (GSB, GSC).  
6:45 p. m.—I Knew a Man (GSB, GSC).  
7 p. m.—BBC Empire orchestra (GSB, GSC).  
7 p. m.—Typical Venezuelan music (YV2RC).  
7:30 p. m.—Folk music (DJC).  
8-10 p. m.—SPECIAL PROGRAM FOR INTERNATIONAL DX'ERS ALLIANCE (HJ4ABJ).  
8:30 p. m.—South American composers (DJC).  
10 p. m.—Alfredo Campoli trio (GSC, GSL).

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(Continued from Preceding Page)

**CBS**—Jack Shannon, tenor: WABC WKRC WSMK KMOX (sw-15.27)  
**WBFB**—Ben Pollack's Music  
**WGBF**—Church & School News  
**WGN**—Francis X. Bushman  
**WHAS**—College of Agriculture  
**WLS**—Prairie Farmer Dinnerbell Program  
**WWVA**—Dominic and Tony

**1:15 p.m. EST 12:15 CST**  
**\* NBC**—World Series Baseball Game: WFAF WJZ KDKA WAVE WCKY WGY WHAM WGY WLS WLW WSAI WSM WTAM (sw-15.21)  
**\* CBS**—World Series Baseball Game: WABC KMOX WBBM WHAS WKRC WSMK WWVA (sw-15.27)

**3:15 p.m. EST 2:15 CST**  
**NBC**—Ma Perkins, dramatic sketch: WFAF WLW WTAM WGY WLS  
**CBS**—Union Label Trades Dept. Convention: WABC WKRC WHAS WSMK (sw-15.27)  
**NBC**—The Wise Man, sketch: WJZ WCKY WSM WAVE  
**KDKA**—Romance of Dan and Sylvia  
**KMOX**—To be announced  
**WBFB**—Tedra Miller  
**WGN**—June Baker, home management  
**WWVA**—The Ol' Pardner

**3:30 p.m. EST 2:30 CST**  
**NBC**—Vaughn de Leath, contralto: WJZ WCKY WAVE WSM  
**CBS**—Do You Remember?: WABC WSMK WHAS KMOX WKRC (sw-15.27)  
**NBC**—Vic and Sade, comedy sketch: WFAF WTAM WLW WGY  
**KDKA**—To be announced  
**WBFB**—Afternoon Concert  
**WGBF**—Sunshine Hour  
**WGN**—The Mail Box  
**WLS**—Dale Carnegie, radio commentator  
**WWVA**—Ma Perkins

**3:45 p.m. EST 2:45 CST**  
**NBC**—Norsemens Quartet: WJZ WCKY  
**NBC**—The O'Neils, dramatic sketch: WFAF WTAM WGY WSM WLW  
**KDKA**—State Fed. Pa. Women Wave—Siesta Serenade  
**WBFB**—Lee Morse Melodies  
**WGN**—Afternoon Serenade  
**WLS**—Homemakers' Program  
**WWVA**—Do You Remember?

**4:00 p.m. EST 3:00 CST**  
**\* NBC**—Betty and Bob: WJZ KDKA WENR (sw-15.21)  
**CBS**—Salvation Army Band: WABC WSMK WKRC KMOX (sw-15.27)  
**NBC**—Woman's Radio Review: WFAF WAVE WSM WCKY WTAM WSAI  
 Betty and Bob, sketch: WLW WGY  
**WBFB**—Song Variety  
**WHAS**—Week-day Devotions  
**WWVA**—Cowboy Loye and Just Plain John

**4:15 p.m. EST 3:15 CST**  
**NBC**—To be announced: WJZ KDKA (sw-15.21)  
**CBS**—Steel Pier Hawaiians: WABC WSMK KMOX WWVA WKRC (sw-15.27)  
**WENR**—To be announced  
**WBFB**—Popular Piano Melodies  
**WGY**—Woman's Radio Review (NBC)  
**WHAS**—To be announced  
**WLW**—News & Financial Notes

**4:30 p.m. EST 3:30 CST**  
**NBC**—Masquerade: WFAF WTAM WSAI  
**CBS**—Greetings from Old Kentucky: WABC WHAS WSMK WWVA KMOX (sw-15.27)  
**\* NBC**—Radio Guild; "Rosmersholm," sketch: WJZ WENR WCKY WAVE WSM KDKA (sw-15.21)  
**KDKA**—Market Reports  
**WBFB**—Tea Time Tunes  
**WGBF**—News  
**WGY**—Limsey Bill  
**WKRC**—Eddie Schoelwer  
**WLW**—To be announced

**4:45 p.m. EST 3:45 CST**  
**NBC**—Tintype Tenor: WFAF KDKA—Drama of F. H. A.  
**WGBF**—Musical Masterpieces  
**WGY**—Stock Reports  
**WKRC**—Greetings from Old Kentucky (CBS)  
**WSAI**—Dealers Salute  
**WTAM**—Musical Cocktail

**5:00 p.m. EST 4:00 CST**  
**NBC**—Edith Warren, songs: WFAF WSM WTAM WGY WSAI  
**CBS**—Howell and Wright, piano duo: WABC WSMK WKRC (sw-15.27)  
**KDKA**—Rhythm and Rhyme  
**KMOX**—Broadway Melodies  
**WBFB**—To be announced  
**WHAS**—Southern Baptist Theological Seminary  
**WLW**—Dick Tracy  
**WWVA**—Cap. Andy and Flip

**5:15 p.m. EST 4:15 CST**  
**NBC**—Three Scamps: WFAF WSM WTAM WSAI  
**CBS**—The Instrumentalists: WABC WWVA WKRC KMOX (sw-15.27)  
**KDKA**—Kiddies' Klub  
**WBFB**—Treasure Tunes  
**WGY**—Musical Program  
**WLW**—Jack Armstrong, drama

**5:30 p.m. EST 4:30 CST**  
**NBC**—Matinee Musicale; Vocalists: WFAF WTAM WAVE WSM WCKY WGY WSAI  
**CBS**—Jack Armstrong: WABC (sw-15.27)  
**NBC**—Irene Wicker, the Singing Lady: WJZ KDKA WLW (sw-11.87-15.21)  
**KMOX**—Three Quarter Time  
**WENR**—Footlight Melodies  
**WBFB**—Trotters Special  
**WHAS**—Herbert Koch, organist  
**WKRC**—Tune Time  
**WWVA**—Shopping Syncopation

**5:45 p.m. EST 4:45 CST**  
**NBC**—Betty Marlowe and Her Californians; Guest Soloist: WTAM  
**CBS**—Tito Guizar, tenor: WABC WHAS WKRC KMOX (sw-15.27)

Star ★ Indicates High Spot Selections

**NBC**—Orphan Annie: WJZ KDKA WLW (sw-15.21-11.87)  
**WENR**—Music and Comments  
**WBFB**—Dinner Music  
**WGBF**—Musical Masterpiece  
**WGN**—Armchair Melodies

Night

**6:00 p.m. EST 5:00 CST**  
**NBC**—Flying Time: WFAF WGY WENR  
**CBS**—Cadets Quartet: WSMK  
**CBS**—Buck Rogers, sketch: WABC (sw-11.83)  
**NBC**—Arthur Lang, baritone: WJZ WCKY  
**KDKA**—News  
**KMOX**—To be announced  
**WAVE**—Musical Program  
**WHAS**—Shadow Time  
**WKRC**—Smilin' Dan  
**WLW**—Old Fashioned Girl  
**WSAI**—"Omar the Mystic"  
**WSM**—News; Marjorie Cooney  
**WTAM**—Twilight Tunes  
**WWVA**—The Keytoners

**6:15 p.m. EST 5:15 CST**  
**NBC**—Dot and Will: WJZ WCKY  
**CBS**—Jimmy Farrell, songs: WABC WSMK (sw-11.83)  
**NBC**—Lee Gordon's Orchestra: WFAF WTAM WSAI WGY  
**KDKA**—Comedy Stars of Hollywood  
**WENR**—Adult Education Council  
**WBFB**—To be announced  
**WKRC**—Sport Cast  
**WLW**—To be announced  
**WSM**—Strings  
**WWVA**—Economy Notes

**6:30 p.m. EST 5:30 CST**  
**NBC**—Irene Wicker, the Singing Lady: WGN  
**NBC**—News; Frances Adair, soprano: WFAF WSAI (sw-9.53)  
**CBS**—News; Kuban Cossack Choir; Orch.: WABC (sw-11.83)  
**NBC**—News; Kurt Brownell, tenor: WJZ WCKY  
**KDKA**—The Texans  
**WENR**—What's The News  
**WBFB**—Star Serenaders  
**WGBF**—Singing Cowboy  
**WGY**—News; Evening Brevities  
**WKRC**—Evening Serenade  
**WLW**—Bob Newhall, sports  
**WSM**—News; Financial News  
**WTAM**—News; George Hartrick  
**WWVA**—News

**6:45 p.m. EST 5:45 CST**  
**NBC**—Orphan Annie: WAVE WSM WGN  
**CBS**—Kuban Cossack Choir: WSMK WHAS WWVA WKRC  
**NBC**—Lowell Thomas, news: WJZ KDKA WLW (sw-11.87-15.21)  
**NBC**—Billy & Betty: WFAF WCKY—Baseball  
**WENR**—The Charioteers  
**WBFB**—Romeo

**6:50 p.m. EST 5:50 CST**  
**NBC**—"Music Is My Hobby," Lewis M. Isaacs, pianist, guest: WFAF WSAI WTAM  
**\* NBC**—Lum & Abner, sketch: WJZ WENR WLW  
**\* CBS**—Kate Smith's Hour: Jack Miller's Orch.: WABC WHAS WKRC KMOX (sw-11.83)  
**KDKA**—Suwanee Singers  
**WAVE**—Dorsey Brothers' Orch.  
**WBBM**—Edouardo Varzo's Ensemble  
**WCKY**—News  
**WBFB**—Harry Hartman's Sport Review  
**WGBF**—Historical Facts  
**WGN**—Milky Way Winners  
**WGY**—Musical Program  
**WHAM**—News  
**WSM**—Comedy Stars of Hollywood

**7:00 p.m. EST 6:00 CST**  
**\* NBC**—Amos 'n' Andy: WFAF WGY WLW (sw-9.53)  
**\* CBS**—Myrt & Marge: WABC WKRC (sw-11.83)  
**NBC**—Easy Aces, comedy sketch: WJZ KDKA WENR WCKY (sw-11.87)  
**CBS**—Buck Rogers: WHAS KMOX  
**WAVE**—Beckloff and Zohn  
**WBFB**—Galvano & Cortez  
**WGBF**—Musical Moments  
**WGN**—Bob Elson, sports  
**WHAM**—Sportcast  
**WSAI**—Gene Burchell's Orch.  
**WSM**—Curt Poulton; Sports Review  
**WTAM**—Sportsman; Baseball Scores  
**WWVA**—Sports Final

**7:15 p.m. EST 6:15 CST**  
**NBC**—Ann Lester, contralto: WJZ WCKY WHAM KDKA (sw-11.87)  
**CBS**—Buddy Clark, songs: WABC (sw-11.83)  
**NBC**—Popeye, the Sailor: WFAF WSAI WTAM WGY (sw-9.53)  
**MBS**—Lilac Time: WLW WGN  
**KMOX**—Frank Hazzard, tenor  
**WAVE**—Round the Town  
**WBBM**—Pat Flanagan's Sports  
**WENR**—Gale Page, contralto (NBC)  
**WBFB**—Salon Music  
**WGBF**—Baseball Results  
**WHAS**—Musical Moments  
**WKRC**—Gold Period  
**WSM**—Studio Program  
**WWVA**—Dinner Music

**7:30 p.m. EST 6:30 CST**  
**NBC**—"Music Is My Hobby," Lewis M. Isaacs, pianist, guest: WFAF WSAI WTAM  
**\* NBC**—Lum & Abner, sketch: WJZ WENR WLW  
**\* CBS**—Kate Smith's Hour: Jack Miller's Orch.: WABC WHAS WKRC KMOX (sw-11.83)  
**KDKA**—Suwanee Singers  
**WAVE**—Dorsey Brothers' Orch.  
**WBBM**—Edouardo Varzo's Ensemble  
**WCKY**—News  
**WBFB**—Harry Hartman's Sport Review  
**WGBF**—Historical Facts  
**WGN**—Milky Way Winners  
**WGY**—Musical Program  
**WHAM**—News  
**WSM**—Comedy Stars of Hollywood

**7:45 p.m. EST 6:45 CST**  
**NBC**—Life Studies, Tom Powers: WFAF WSAI  
**\* CBS**—Boake Carter, news: WABC WHAS KMOX WKRC WBBM (sw-11.83)  
**NBC**—Phil Regan, tenor; Harry Jackson's Orch.: WJZ WCKY KDKA—The Marines  
**WENR**—Star Dust  
**WBFB**—Will Hauser's Orchestra  
**WGN**—All-Star Radio Round-Up  
**WGY**—Florence Rangers' Band  
**WHAM**—Comedy Stars of Hollywood  
**WLW**—Overall on Parade, musical varieties  
**WTAM**—Youth and Experience  
**WWVA**—Amer. Family Robinson

**8:00 p.m. EST 7:00 CST**  
**CBS**—Harv and Esther; Teddy Bergman, comedian; Jack Arthur, baritone; Audrey Marsh, soprano; Rhythm Girls; Victor Arden's Orch.: WABC WKRC KMOX WHAS WSMK WBBM (sw-6.12)  
**\* NBC**—Vallee's Variety Hour: WFAF WTAM WLW WGY (sw-9.53)  
**NBC**—Nickelodeon: WJZ WSM KDKA WAVE WCKY WLS (sw-11.87)  
**WBFB**—Studio Program  
**WGN**—Dance Orchestra  
**WHAM**—Charles Panico's Orch.  
**WSAI**—To be announced  
**WWVA**—Dizzy Fingers and Bud Taylor

**8:15 p.m. EST 7:15 CST**  
**WBFB**—Michelson's Orchestra  
**WGN**—Dance Orchestra

**WHAM**—The Forty-Niners  
**WWVA**—Jack and Velma

**8:30 p.m. EST 7:30 CST**  
**NBC**—Cyril Pitts, tenor: WJZ WCKY KDKA WLS WAVE (sw-11.87)  
**\* CBS**—Musical Hour; Grete Stueckgold, soprano; William Daly's Orch.: WABC WBBM WKRC WHAS KMOX  
**WBFB**—Two Spanish Guitars  
**WGN**—Veloz & Yolanda's Orch.  
**WHAM**—State Troopers, drama  
**WSAI**—Barn Dance  
**WSM**—To be announced  
**WWVA**—Witt Sisters, trio

**8:45 p.m. EST 7:45 CST**  
**NBC**—Hendrik Willem van Loon, author, talk: WJZ KDKA WCKY WLS WAVE  
**WBFB**—Jimmy Lee  
**WWVA**—Victor Young's Orch.; Blue Birds

**9:00 p.m. EST 8:00 CST**  
**\* NBC**—The Show Boat, starring Lanny Ross, tenor, with Frank McIntyre; Muriel Wilson, soprano; Helen Oelheim, contralto; Molasses 'n' January; Gus Haenschen's Orch.: WFAF WTAM WAVE WSM WGY WSAI (sw-9.53)  
**NBC**—Death Valley Days: WJZ KDKA WLW WLS WHAM (sw-6.14)  
**\* CBS**—The Caravan; Walter O'Keefe; Deane Janis; Glen Gray's Orch.: WABC WHAS WKRC KMOX (sw-6.12)  
**WBBM**—Life of Mary McCormick  
**WCKY**—Selected Numbers  
**WBFB**—Wrestling Matches  
**WGBF**—Blue Room  
**WGN**—Fiddle Riddles  
**WWVA**—News

**9:15 p.m. EST 8:15 CST**  
**WGN**—Continental Gypsies  
**WWVA**—Ev and Ory

**9:30 p.m. EST 8:30 CST**  
**\* CBS**—"To Arms for Peace"; Deems Taylor, m. c.; Howard Barlow's Orch.; Chorus; speakers; soloists and dramatization: WABC WKRC KMOX WHAS WBBM (sw-6.12)  
**NBC**—Roy Shield's Concert Orchestra: WJZ KDKA WCKY WENR WHAM (sw-6.14)  
**WGBF**—Variety Program  
**WGN**—Earl Burnett's Orchestra  
**WLW**—Crusaders

**9:45 p.m. EST 8:45 CST**  
**WGN**—Jan Garber's Orchestra  
**WHAM**—Musical Moments  
**WLW**—To be announced

**10:00 p.m. EST 9:00 CST**  
**\* NBC**—Paul Whiteman's Orch.: Morton Downey, tenor; Ernest Hutcheson, pianist; Sheila Barrett and Ruth Brent, vocalists, guests: WFAF WTAM WLW WAVE WSM WGY (sw-9.53)  
**\* CBS**—Horace Heidt's Brigadiers: WABC WHAS WBBM KMOX WKRC (sw-6.12)  
**NBC**—Symphony Orch.: WJZ KDKA WHAM WENR (sw-6.14)  
**WCKY**—News  
**WGBF**—Mysterious Pianist  
**WGN**—News; Quin Ryan's Sports  
**WSAI**—To be announced

**10:15 p.m. EST 9:15 CST**  
**WCKY**—Symphony Orchestra  
**WGN**—Money Music Makers, octet  
**WSAI**—Bob Geltman's Orch.

**10:30 p.m. EST 9:30 CST**  
**CBS**—March of Time, drama: WABC WKRC KMOX WBBM WHAS (sw-6.12)  
**WGBF**—News  
**WGN**—The Symphonette  
**WSAI**—To be announced

**10:45 p.m. EST 9:45 CST**  
**CBS**—Clyde Barrie, baritone: WABC WBBM WHAS WKRC KMOX (sw-6.12)  
**WBFB**—Will Hauser's Orchestra  
**WGBF**—Colonial Club

**11:00 p.m. EST 10:00 CST**  
**NBC**—John B. Kennedy, commentator: WFAF  
**CBS**—Guy Lombardo's Orch.: WABC WSMK  
**NBC**—Dance Orchestra: WJZ WCKY  
**\* NBC**—Amos 'n' Andy: WTAM WSM

**11:15 p.m. EST 10:15 CST**  
**NBC**—Leonard Keller's Orch.: WFAF WENR WGY WSAI  
**CBS**—Guy Lombardo's Orch.: WBBM KMOX  
**KDKA**—Plough Boys  
**WGN**—The Dream Ship  
**WHAM**—Law Davies' Orchestra  
**WHAS**—Dance Time  
**WKRC**—Red Bird's Orchestra  
**WLW**—Dark-Town Meetin' Society  
**WSM**—To be announced  
**WTAM**—Gene Baker's Orchestra

**11:30 p.m. EST 10:30 CST**  
**NBC**—Meredith Willson's Orch.: WFAF WTAM WGY WSAI (sw-9.53)  
**CBS**—Johnny Hamp's Orchestra: WABC WSMK WBBM WHAS WWVA WKRC  
**NBC**—Joe Rines' Orch.: WJZ WCKY  
**KDKA**—Radio Night Club  
**KMOX**—Bobbie Meeker's Orch.  
**WENR**—Earl Hines' Orchestra  
**WGN**—Earl Burnett's Orchestra  
**WSM**—Dance Orchestra

**11:45 p.m. EST 10:45 CST**  
**NBC**—Jesse Crawford, organist: WFAF  
**KMOX**—Johnny Hamp's Orch. (CBS)  
**WENR**—Chas. Boulanger's Orch.  
**WGN**—Jan Garber's Orchestra  
**WHAM**—Joe Rines' Orch. (NBC)  
**WLW**—Gene Burchell's Orch.

**12:00 Mid ES 11:00 p.m. CS**  
**NBC**—Shandor, violinist; Ranny Weeks' Orch.: WJZ KDKA WHAM WAVE WSM (sw-6.14)  
**NBC**—Ben Bernie's Orch.: WFAF WGY WENR  
**CBS**—George Olsen's Orch.: WABC WKRC WBBM KMOX WWVA  
**WHAS**—Gray Gordon's Orch.  
**WLW**—Dance Orchestra  
**WTAM**—Pinkey Hunter's Orch.

**12:15 a.m. ES 11:15 p.m. CS**  
**WGN**—Veloz & Yolanda's Orch.  
**WLW**—Bob Geltman's Orch.

**12:30 a.m. ES 11:30 p.m. CS**  
**NBC**—Joe Reichman's Orchestra: WFAF WSAI WGY WTAM  
**NBC**—Charles Dornberger's Orchestra: WJZ WAVE WHAM WSM KDKA (sw-6.14)  
**CBS**—Henry Busse's Orchestra: WABC WSMK WKRC WWVA WBBM KMOX  
**WENR**—Earl Hines' Orchestra  
**WGN**—Charlie Gaylord's Orch.  
**WHAS**—Dream Serenade  
**WLW**—To be announced

**12:45 a.m. ES 11:45 p.m. CS**  
**KMOX**—When Day Is Done  
**WGN**—Joe Sanders' Orchestra

**1:00 a.m. ES 12:00 Mid CS**  
**WENR**—Glenn Lee's Orchestra  
**WGN**—Continental Gypsies  
**WKRC**—Red Bird's Orchestra  
**WLW**—Dance Orchestra  
**WTAM**—Paul Nielson's Orchestra  
**WWVA**—Pipe Dreams

**1:15 a.m. EST 12:15 CST**  
**WGN**—Jan Garber's Orchestra  
**WLW**—Gene Burchell's Orch.  
**WTAM**—Moonglow

**1:30 a.m. EST 12:30 CST**  
**WGN**—Joe Sanders' Orchestra  
**WENR**—Jess Hawkins' Orchestra  
**WLW**—Moon River, organ and poems

**1:45 a.m. EST 12:45 CST**  
**WGN**—Horace Heidt's Orchestra  
**KMOX**—When Day Is Done  
**WGN**—Charlie Gaylord's Orch.

**2:00 a.m. EST 1:00 CST**  
**WBBM**—Maurie Sherman's Orch.  
**WGN**—Veloz & Yolanda's Orch.

**2:30 a.m. EST 1:30 CST**  
**WBBM**—Bob Pacelli's Orchestra

**3:00 a.m. EST 2:00 CST**  
**WBBM**—Floyd Town's Orchestra

*There Is Only ONE*

## RADIO GUIDE

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**RADIO GUIDE**  
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# Programs for Friday, October 4

**6:30 a.m. EST 5:30 CST**  
 KMOX—Home Folks' Hour  
 WLW—Top o' the Morning

**6:45 a.m. EST 5:45 CST**  
 KMOX—Texas Blue Bonnets

**7:00 a.m. EST 6:00 CST**  
 KDKA—Musical Clock  
 KMOX—Novelty Boys  
 WKCY—Bert Layne's Fiddlers  
 WFBE—Musical Clock  
 WKRC—This and That  
 WLS—Smile-a-While  
 WLW—A Nation's Family Prayer  
 Period  
 WSAI—Good Morning  
 WWVA—Blue Grass Roy

**7:15 a.m. EST 6:15 CST**  
 KMOX—Four Harvest Hands  
 WKCY—Musical Clock  
 WKRC—God's Bible School  
 WLW—To be announced

**7:30 a.m. EST 6:30 CST**  
 NBC—Jolly Bill & Jane; WFAE  
 CBS—Organ Reveille; WABC  
 NBC—Pollock Lawnhurst, piano duo; WJZ  
 KMOX—Harry, Johnny and Aunt Sarah  
 WGY—Musical Clock  
 WHAS—To be announced  
 WKRC—Fiddlin' Farmers  
 WLW—Morning Devotions  
 WSAI—Today's News  
 WSM—Paul and Bert  
 WTAM—Sun Up  
 WWVA—The Eye Opener

**7:45 a.m. EST 6:45 CST**  
 NBC—Yoichi Hiraoka, xylophonist; WFAE  
 NBC—Rise and Shine WJZ  
 KMOX—Ambrose Haley and the Ramblers  
 WKCY—Yodelling Twins  
 WSAI—Musical Sun Dial  
 WSM—Morning Devotion

**8:00 a.m. EST 7:00 CST**  
 NBC—Morning Devotions; WJZ KDKA WKCY WAVE (sw-21.54)  
 CBS—Oleanders, male quartet; WABC  
 NBC—Spararibs; WFAE  
 KMOX—News; Home Folks' Hour  
 WFBE—Our Daily Thought  
 WGBF—A Gospel Tabernacle  
 WGN—Good Morning  
 WGY—Musical Clock  
 WHAS—To be announced  
 WKRC—To be announced  
 WLS—News  
 WLW—Academy of Medicine Talk  
 WSAI—A Church Forum  
 WSM—To be announced  
 WTAM—Slim Eberhardt  
 WWVA—A Gospel Tabernacle

**8:15 a.m. EST 7:15 CST**  
 NBC—Twenty Fingers of Harmony; WFAE WTAM WLW  
 CBS—Ray Block, pianist; WABC  
 NBC—Pals; WJZ KDKA WSM WAVE (sw-21.54)  
 WKCY—News  
 WFBE—Southern Drifters  
 WLS—Morning Roundup

**8:30 a.m. EST 7:30 CST**  
 NBC—Walter Cassel, baritone; William Meeder, organist; WJZ KDKA WKCY (sw-21.54)  
 CBS—Sunny Melodies; WABC  
 NBC—Cheerio; WFAE WTAM WLW WGY  
 EMOX—Tick-Toek Revue  
 WAVE—Musical Clock  
 WFBE—Morning Concert  
 WGN—Fireside Melodies  
 WKRC—To be announced  
 WSAI—McCormick's Old Time Fiddlers

**8:45 a.m. EST 7:45 CST**  
 NBC—Landt Trio & White; WJZ KDKA WKCY (sw-21.54)  
 CBS—The Bluebirds; WABC  
 WGBF—Timely Topics  
 WSAI—Musical Sun Dial

**9:00 a.m. EST 8:00 CST**  
 NBC—Breakfast Club; Edna Odell, contralto; June, Joan & Jeri; WJZ KDKA WSM WKCY WAVE (sw-15.21)  
 CBS—Dear Columbia; WABC WSMK WHAS WKRC  
 NBC—Organ Rhapsody; Richard Leibert, organist; WFAE WTAM WSAI  
 KMOX—Views on News  
 Hymns of All Churches; WLW WGY  
 WGN—Good Morning  
 WLS—A Morning Devotions  
 WWVA—News

**9:15 a.m. EST 8:15 CST**  
 NBC—Organ Rhapsody; WLW WGY  
 KMOX—Musical Jewel Box  
 WGBF—City Court  
 WLS—The Hilltoppers  
 WWVA—Tex Harrison's Buckaroos

**9:30 a.m. EST 8:30 CST**  
 NBC—Fields & Hall, songs and patter; WFAE WTAM WGY WSAI  
 KMOX—The Corn Huskers  
 WFBE—To be announced  
 WLS—Ford Rush and Ralph Emerson  
 WLW—Musical Program  
 WWVA—Morning Dance Tunes

**9:45 a.m. EST 8:45 CST**  
 NBC—The Upstaters, male quartet; WFAE  
 CBS—Cadets Quartet; WABC WSMK WKRC WHAS  
 KDKA—Style & Shopping Service  
 WKCY—Dick Newton  
 WFBE—Morning Headlines  
 WGY—Musical Program  
 WLS—Announcements and News  
 WLW—Back Stage Wife  
 WSAI—Fire Statistics  
 WTAM—Vaughn King

**10:00 a.m. EST 9:00 CST**  
 NBC—News; The Sizzlers; WFAE WSM  
 NBC—News; Ralph Kirbery, the Dream Singer; WJZ  
 CBS—News; The Stringers; WABC WKRC WHAS KMOX  
 NBC—News; Cleo Brown, pianist and songs; KDKA (sw-15.21)  
 WAVE—William Nast  
 WKCY—News; Hollywood Newsreel  
 WFBE—To be announced  
 WGN—Hymns of All Churches  
 WGY—News; Market Basket  
 WLS—Otto's Tunelisters  
 WLW—Musical Program  
 WSAI—Household Hints  
 WTAM—News; Tennesseans  
 WWVA—Cowboy Loy and Just Plain John

**10:15 a.m. EST 9:15 CST**  
 NBC—Home Sweet Home dramatic sketch; WFAE WGY WLW WTAM  
 CBS—The Continentals; WABC WKRC WHAS  
 NBC—Edward MacHugh, baritone; WJZ WKCY WAVE KDKA WSM (sw-15.21)  
 KMOX—Betty Crocker  
 WFBE—Dot Club News  
 WGBF—Household Hour  
 WGN—Margery Graham

**10:30 a.m. EST 9:30 CST**  
 NBC—Breen and de Rose; Andy Sannella; WFAE WSM WSAI WLW  
 CBS—Carlton & Shaw; WABC  
 NBC—Today's Children; WJZ KDKA WLS WKCY (sw-15.21)  
 KMOX—The Happy Hunters  
 WAVE—A Devotional Service  
 WFBE—Little Black Joe  
 WGN—Markets; Continentals  
 WGY—Musical Titbits; John Sheehan, tenor  
 WKRC—Woman's Hour  
 WTAM—Health and Home with Vaughn King  
 WWVA—Phil Cook's Notebook

**10:45 a.m. EST 9:45 CST**  
 CBS—Sandra Brown, songs; WABC KMOX WHAS WKRC  
 NBC—Herman & Banta, xylophone and piano; WJZ KDKA WAVE WKCY (sw-15.21)  
 NBC—Betty Crocker; WFAE WTAM WGY  
 WFBE—Jay Kay Jamboree  
 WGBF—Your Home  
 WGN—Backstage Wife  
 WLS—Morning Minstrels  
 WLW—Live Stock; News  
 WSAI—To be announced  
 WSM—Leon Cole, organist  
 WWVA—Flyin' X Round-Up

**11:00 a.m. EST 10:00 CST**  
 NBC—Music Appreciation Hour; Dr. Walter Damrosch, conducting; WFAE WJZ WGY WSAI WSM WAVE WLW WKCY KDKA (sw-15.21)  
 CBS—Cooking Closeups; WABC KMOX WKRC (sw-15.27)  
 WFBE—Garden of Verse  
 WGBF—Mister and Missus  
 WGN—Friendly Neighbor's House Party  
 WHAS—To be announced  
 WLS—Martha Crane and Helen Joyce; Morning Homemakers' Program

WTAM—Board of Education  
 WWVA—Alexander's Musical Footnotes

**11:15 a.m. EST 10:15 CST**  
 CBS—Blanche Sweet, beauty talk; WABC (sw-15.27)  
 WGN—Through the Looking Glass  
 WHAS—Chats with Dolly Dean  
 WKRC—Jane Grey  
 WLS—William Vickland; Chuck and Ray; Ralph Emerson  
 WTAM—Morning Parade  
 WWVA—Rapid Ad Service

**11:30 a.m. EST 10:30 CST**  
 CBS—Mrs. Wiggs of the Cabbage Patch; WABC WKRC KMOX (sw-15.27)  
 WFBE—Homespun Philosopher  
 WGBF—Baby Shop Man  
 WGN—Bachelor's Children  
 WHAS—To be announced  
 WLS—News; Butter, Egg and Poultry Markets; Livestock Markets

**11:45 a.m. EST 10:45 CST**  
 CBS—Just Plain Bill; WABC WKRC KMOX (sw-15.27)  
 WFBE—Frigid Facts  
 WGBF—Hoosier Philosopher  
 WGN—Mountain Mornings  
 WHAS—Monticello Party Line  
 WLS—William O'Connor, tenor; Sue Roberts  
 WWVA—Your Helpful Helper

**12:00 m ES 11:00 a.m. CS**  
 NBC—Simpson Boys of Sprucehead Bay; WJZ KDKA WKCY (sw-15.21)  
 NBC—Martha and Hal; WFAE WSAI WSM WAVE WKCY  
 CBS—The Voice of Experience; WABC WKRC KMOX WWVA WHAS (sw-15.27)  
 NBC—Pat Barnes in Person; WLW  
 WFBE—Ivory Interludes  
 WGBF—Wedding Anniversaries  
 WGN—We Are Four  
 WGY—Musical Program  
 WLS—Roundup  
 WTAM—Doc Whipple

**12:15 p.m. ES 11:15 a.m. CS**  
 CBS—The Gumps, sketch; WABC WHAS KMOX WKRC (sw-15.27)  
 NBC—Honeyboy and Sassafras; WFAE WTAM WSAI  
 NBC—Merry Macs; WJZ WAVE WSM  
 MBS—Tom, Dick & Harry; WGN WLW  
 KDKA—Cy King  
 WKCY—News  
 WFBE—Noontime Tunes  
 WGY—Doc Schneider's Cowboys  
 WLS—The Old Kitchen Kettle  
 WWVA—Patterns in Organdy

**12:30 p.m. ES 11:30 a.m. CS**  
 NBC—Merry Madcaps; WFAE WTAM WSAI  
 NBC—Nat'l Farm & Home Hour; Guest Speakers; Walter Blaufuss' Orch.; WJZ WLW WSM WKCY WAVE KDKA (sw-15.21)  
 CBS—"Mary Marlin," sketch; WABC WKRC KMOX WHAS (sw-15.27)  
 WFBE—Luncheon Music  
 WGN—Markets; Good Health  
 WGY—Farm Program  
 WLS—Tommy Tanner

**12:45 p.m. ES 11:45 a.m. CS**  
 CBS—Five Star Jones; WABC WKRC KMOX (sw-15.27)  
 MBS—Painted Dreams; WGN WLW  
 WGBF—Bulletin Board  
 WLS—Weather; Produce Markets; News  
 WWVA—Gertrude Miller

**1:00 p.m. ES 12:00 m CS**  
 CBS—Blue Flames Quartet; WABC KMOX WSMK WKRC (sw-15.27)  
 NBC—Market and Weather Reports; WFAE  
 NBC—Joe White, tenor; WSAI WSM WTAM WGY  
 WFBE—Paul Whiteman's Music  
 WGBF—Church & School News  
 WGN—The Love Doctor  
 WHAS—College of Agriculture  
 WLS—Dinnerbell Program  
 WWVA—Dominic and Tony

## Afternoon

# In Cincinnati With— Orville Revelle

**K**EN SEAMAN took a few moments out after a lengthy rehearsal of *Calling All Cars* on Saturday to utter a few words of wisdom on the ways of etherdom. Ken started off by telling his cast that radio differs from the screen and stage in many ways but the one that stood out the most was that **THEY NEVER COME BACK IN RADIO!!!**

The young maestro went on to say, that "In the cinema or on the stage one may be down but never out—in this radio game if they ever find you down **THEY'LL KICK YOU OUT!!**"

All of which reminded this paragrapher to ask "What does become of the stars of yesteryear?"

Bill (Thomas) of *Audrey and Bill*, former WKCY artist, is now an office toiler. Audrey married Bill and is a housewife in Dayton, Kentucky. *Kitty Burke* gave up radio for night club work. *Bill Erwin* is an advertising salesman. *Bill Haley* was returned to his home town.

Many have been called out but only a few have remained and answered!

**JACK SNOW** is another who wants to prove that the spoken word is much more personal than the printed one. He cites the example of **SIDNEY TENYCKE'S** question of, "Do you think Huey Long would have become a greater man had he lived?" which was used as the feature question on the *Man on the Street* broadcast on the day the Senator died. This particular question raised the ire of many a Dayton listener, yet on that same day

(Continued on Page 26)

## Hits of Week

**CLIMAXING** a steady climb to popularity, the tuneful I'm in the Mood for Love last week swept into first place as the most popular number heard on the kilocycles. Top Hat, the hit tune from the flicker of that name, was voted as the individual hit of the week by the radio-maestros. Following is the poll:

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

Song	Times
In the Mood for Love	30
Cheek to Cheek	28
You're All I Need	25
Top Hat	21
Lulu's Back in Town	19
East of the Sun	16
Accent on Youth	14
And Then Some	12
In a Little Gypsy Tea Room	11
Page Miss Glory	9

### BANDLEADERS' PICK OF OUTSTANDING HITS:

Song	Points
Top Hat	30
I Wished on the Moon	28
That's What You Think	25
Cheek to Cheek	23
East of the Sun	20
Page Miss Glory	18
Rhythm and Romance	15
Lulu's Back in Town	13
Every Now and Then	12
Paris in Spring	11

Following are a few of the hit tunes most frequently requested from the maestros:

Guy Lombardo: Isn't It a Lovely Day, Paris in Spring, In the Mood for Love.

Fred Waring: Page Miss Glory, In the Mood for Love, East of the Sun.

Paul Whiteman: Top Hat, I Wished on the Moon, Simple Thing.

**RICHARD HIMBER'S  
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CHAMPIONS**

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## Star ★ Indicates High Spot Selections

(Continued from Preceding Page)

**1:15 p.m. EST 12:15 CST**

NBC—Silverberg Ensemble: WEAF WGY WTAM  
CBS—Radio Gossip Club, Eddie & Fannie Cavanaugh: WHAS KMOX  
CBS—Mount and Guest, piano duo: WAE WWVA (sw-15.27)  
WGBF—Farmer Purcell  
WGN—Rich Man's Darling  
WKRC—Melodious Measures  
WLW—Weather; Markets  
WSAI—Woman's Club Forum  
WWVA—News

**1:30 p.m. EST 12:30 CST**

NBC—The Kilmer Family: WJZ WCKY  
CBS—Jan Savitt's Orchestra: WKRC WWVA  
NBC—Dick Fidler's Orchestra: WEAF WTAM WGY  
KDKA—Salt and Peanuts  
KMOX—Three Brown Bears  
WAVE—To be announced  
WFBE—Lawrence Tibbett, songs  
WGN—Markets;  $\Delta$ Mid-day Service  
WHAS—Savings Talk: Weather; Markets; Temperature  
WLW—Gene Burchell's Orch.  
WSAI—Treadwells on Tour  
WSM—State Department of Agriculture

**1:45 p.m. EST 12:45 CST**

NBC—Happy Jack: WJZ WCKY  
KDKA—To be announced  
KMOX—Let's Compare Notes  
WFBE—Musical Masterpieces  
WGBF—Curbstone Reporter  
WHAS—Mrs. Randolph, shopping  
WLS—Jim Poole, Livestock Market Summary  
WLW—Dance Orchestra  
WSM—To be announced  
WTAM—Noonday Resume  
WWVA—Luncheon Music

**2:00 p.m. EST 1:00 CST**

NBC—Words and Music: WJZ WCKY  
NBC—Magic of Speech: WEAF WTAM WAVE WSM WSAI  
CBS—Marie, Little French Princess: WABC WKRC KMOX (sw-15.27)  
KDKA—Home Forum  
WGBF—Billboard  
WGN—Palmer House Ensemble  
WGY—Helen Hathaway, soprano  
WHAS—University of Kentucky  
WLS—Cornhuskers and Chorus Boy

**2:15 p.m. EST 1:15 CST**

★ CBS—World Series Baseball Game: WABC WKRC KMOX WBBM WHAS WSMK WWVA (sw-15.27)  
★ NBC—World Series Baseball Game: WEAF WJZ KDKA WAVE WCKY WGN WGY WHAM WLS WLW WSM WTAM

**4:15 p.m. EST 3:15 CST**

NBC—Woman's Radio Review: WEAF WAVE WCKY WTAM WSM WSAI WGY  
CBS—Grab Bag: WABC WHAS WSMK WWVA WKRC KMOX (sw-15.27)  
NBC—Jackie Heller, tenor: WJZ WENR KDKA (sw-15.21)

WENR—Madame de Sylvara  
WFBE—Salon Music  
WLW—News & Financial Notes  
WWVA—Cowboy Loyal and Just Plain John

**4:30 p.m. EST 3:30 CST**

NBC—Masquerade: WEAF WSAI WTAM  
CBS—Army Band: WABC WHAS WSMK WWVA KMOX (sw-15.27)  
NBC—Ward and Muzzy, piano team: WJZ WCKY WAVE WSM  
KDKA—Karen Fladoes  
WFBE—Variety Hour  
WGBF—News  
WGY—Works Progress Admin.  
WKRC—Eddie Schoelwer  
WLW—To be announced

**4:45 p.m. EST 3:45 CST**

NBC—To be announced: WJZ WCKY KDKA (sw-15.21)  
NBC—Grandpa Burton, sketch: WEAF WSM  
KDKA—D. A. R. Program  
WAVE—Jolly Coburn's Orchestra (NBC)  
WENR—To be announced  
WFBE—Popular Piano Melodies  
WGBF—Musical Masterpieces  
WGY—Stock Reports  
WKRC—U. S. Army Band (CBS)  
WSAI—Dealers Salute  
WTAM—Musical Cocktail

**5:00 p.m. EST 4:00 CST**

CBS—Mark Warnow's Orchestra: WABC WHAS WSMK WKRC (sw-15.27)  
NBC—Don Rodolfo's Orchestra: WJZ WENR WSM  
★ NBC—Al Pearce's Gang: WEAF WSAI WTAM WAVE WSM  
KMOX—Broadway Melodies  
KDKA—P'ough Boys  
WCKY—Zoo Club  
WFBE—Treasure Tunes  
WGY—Lang Sisters  
WLW—Dick Tracy  
WWVA—Cap. Andy and Flip

**5:15 p.m. EST 4:15 CST**

NBC—Al Pearce's Gang: WGY  
CBS—Mark Warnow's Orchestra: WWVA KMOX  
KDKA—Kiddies' Klub  
WCKY—Don Rodolfo's Orchestra (NBC)  
WFBE—To be announced  
WLW—Jack Armstrong

**5:30 p.m. EST 4:30 CST**

NBC—Tom Mix Adventures: WEAF WTAM WSM WGY WSAI  
NBC—Irene Wicker, the Singing Lady: WJZ KDKA WLW (sw-15.21-11.87)  
CBS—Jack Armstrong: WABC (sw-15.27)  
KMOX—The Strolling Bard  
WAVE—Strolling Songsters (NBC)  
WCKY—Wanda Edwards  
WENR—Music and Comments  
WFBE—Shoppers Special  
WHAS—Herbert Koch, organist  
WKRC—Tune Time  
WWVA—Shoppin' Syncopation

**5:45 p.m. EST 4:45 CST**

CBS—Og, Son of Fire: WABC WKRC WHAS (sw-15.27)

NBC—Adventures of Sam and Dick, sketch: WEAF WAVE WGY WSM WTAM WSAI  
NBC—Orphan Annie: WJZ WLW KDKA (sw-15.21-11.87)  
KMOX—Cubanettes  
WCKY—Civic Club  
WENR—That Certain Four  
WFBE—Dinner Music  
WGBF—Sport Facts  
WGN—Armchair Melodies

NBC—Orphan Annie: WAVE WSM WGN  
NBC—Billy and Betty: WEAF WCKY—Sports  
WENR—Ranch Boys, trio (NBC)  
WFBE—Sketches from Life  
WGBF—Serocho Club  
WGY—Arthur Lane, tenor  
WSAI—Knot Hole Club  
WGBF—Ensemble Music  
WWVA—Congress of Rhythm

## Night

**6:00 p.m. EST 5:00 CST**

NBC—Flying Time: WEAF WGY WENR  
CBS—Kaltenborn Edits the News: WABC WSMK KMOX (sw-11.83)  
NBC—Animal News Club: WJZ WCKY  
KDKA—News-Reeler  
WAVE—Musical Parade  
WHAS—Shadow Time  
WKRC—Smilin' Dan  
WLW—Old Fashioned Girls  
WSAI—“Omar the Mystic”  
WSM—Marjorie Cooney; Pan American Broadcast  
WTAM—Twilight Tunes  
WWVA—The Keystones

**6:15 p.m. EST 5:15 CST**

NBC—Three Scamps: WEAF WTAM WENR WSAI WGY  
CBS—Bobby Benson and Sunny Jim: WABC (sw-11.83)  
NBC—Ken Sparnon's Ensemble: WJZ WCKY KDKA (sw-15.21-11.87)  
KMOX—Og, Son of Fire (CBS)  
WAVE—To be announced  
WFBE—Dance Rhythms  
WGBF—Singing Cowboy  
WKRC—Dick Bray  
WLW—To be announced  
WSM—State Game and Fish Department Talk  
WWVA—Economy Notes

**6:30 p.m. EST 5:30 CST**

NBC—Irene Wicker, the Singing Lady: WGN  
NBC—News: Gale Page, songs: WEAF (sw-9.53)  
CBS—News: Football Results and Predictions: WABC (sw-11.83)  
NBC—News: The Chariteers: WJZ  
KDKA—The Texans  
KMOX—Jack Armstrong (CBS)  
WCKY—News  
WENR—What's the News?  
WFBE—Star Serenaders  
WGBF—Home Town Headlines  
WGY—News; Evening Brevities  
WKRC—Evening Serenade  
WLW—Bob Newhall  
WSAI—News  
WSM—News; Financial News  
WTAM—News; Don Jose  
WWVA—News

**6:45 p.m. EST 5:45 CST**

NBC—Lowell Thomas, news: WJZ WLW KDKA (sw-11.87-15.21)  
CBS—Loretta Lee, songs: WABC WHAS WSMK WKRC KMOX

**7:00 p.m. EST 6:00 CST**

★ NBC—Amos 'n' Andy: WEAF WGY WLW  
★ CBS—Myrt & Marge: WABC WKRC (sw-11.83)  
NBC—Dinner Concert; Richard Leibert, organist: WJZ KDKA WENR (sw-11.87)  
KMOX—Russell Brown; Edith Karen, songs  
WAVE—Walter Logan's Concert  
WCKY—To be announced  
WFBE—Roy Wilson, pianist  
WGBF—Stock Markets  
WGN—Bob Elson, Sports  
WHAM—Sportscast  
WHAS—Hot Dates in History  
WSAI—American Family Robinson  
WSM—News  
WTAM—Sportsman; Baseball Scores  
WWVA—Sports Final

**7:15 p.m. EST 6:15 CST**

★ NBC—ALKA-SELTZER PRESENTS Uncle Ezra's Radio Station: WEAF WSAI WTAM WGY  
CBS—Lazy Dan, “The Minstrel Man”: WABC WKRC WSMK WHAS WBBM KMOX (sw-11.83)  
NBC—Capt. Tim Healy: WJZ WENR WHAM KDKA (sw-11.87)  
MBS—Lilac Time: WLW WGN  
WAVE—Round the Town  
WFBE—Rev. Herbert S. Bigelow  
WGBF—Baseball Results  
WSM—Studio Program  
WWVA—Dinner Music

**7:30 p.m. EST 6:30 CST**

NBC—March Thru Life: WEAF  
★ NBC—Lum & Abner, sketch: WJZ WENR WLW  
NBC—Kathleen Wells, songs: WGY WSM WAVE  
KDKA—The Singing Seven  
WFBE—Harry Hartman's Sport Review  
WGBF—Historical Facts  
WGN—Winners  
WGY—Jim Healey, commentator  
WHAM—News  
WSAI—To be announced  
WTAM—Hot Dates in History

**7:45 p.m. EST 6:45 CST**

NBC—Ruth Denning and Bertrand Hirsch's Trio: WEAF  
★ CBS—Boake Carter, news: WABC KMOX WKRC WHAS WBBM (sw-11.83)  
NBC—Dangerous Paradise, drama: Elsie Hitz and Nick Dawson: WJZ WENR KDKA WSM WLW WHAM WAVE (sw-11.87)  
WCKY—Golden Voiced Canaries  
WFBE—Will Hauser's Orchestra  
WGBF—Regular Fellows  
WGN—Quin Ryan's Amateur Night  
WGY—Victor Young's Orchestra  
WSAI—My County  
WTAM—Beckloff and Zohn  
WWVA—American Family Robinson

**8:00 p.m. EST 7:00 CST**

NBC—Irene Rich sketch: WJZ WAVE KDKA WSM WLS WHAM WCKY (sw-11.87)  
CBS—Sketch Book; Johnny Green's Orch.; Virginia Verill, songs; Christopher Morley: WABC WHAS WKRC (sw-6.12)  
★ NBC—Concert; Jessica Drag-onette; Orch.: WEAF WGY WTAM WSAI (sw-9.53)  
WBBM—Beverly Entertainers  
WFBE—Galvano & Cortez  
WGN—Lone Ranzler  
WLW—Hot Dates in History

**8:15 p.m. EST 7:15 CST**

NBC—Lucille Manners, soprano: WJZ KDKA WSM WAVE WLS (sw-11.87)  
WBBM—Pat Flanagan, sports  
WFBE—Michelson's Orchestra  
WHAM—The Forty-Niners  
WLW—Singing Sam  
WWVA—News

**8:30 p.m. EST 7:30 CST**

CBS—Broadway Varieties; Oscar Shaw m.c.; Carmela Ponselle, mezzo-soprano; Elizabeth Lennox, contralto; Victor Arden's Orch. and Guests: WABC WHAS KMOX WKRC (sw-6.12)  
NBC—College Prom; Ruth Etting, songs; Red Nichols' Orchestra: WJZ KDKA WLS WHAM WLW (sw-11.87)  
WAVE—To be announced  
WBBM—News; Elena Moneak's Ensemble  
WCKY—Strange as it Seems  
WFBE—Calling All Cars  
WGN—Joe Sanders' Orch.  
WGY—Farm Forum  
WSM—To be announced  
WWVA—Musical Moments

**8:45 p.m. EST 7:45 CST**

WBBM—Dance Orchestra  
WCKY—Musical Moments  
WGN—Veloz & Yolanda's Orch.  
WSM—Francis Craig's Orch.  
WWVA—“Strange as it Seems”  
**9:00 p.m. EST 8:00 CST**  
★ NBC—Beauty Box Theater; “Student Prince”; Guests; John Barclay baritone, and Others; Al Goodman's Orchestra: WJZ WHAM WENR WCKY WAVE KDKA WSM (sw-6.14)  
NBC—Waltz Time; Frank Munn, tenor; Vivienne Segal, soprano: WEAF WTAM WLW WGY (sw-9.53)

**9:30 p.m. EST 8:30 CST**

★ CBS—Hollywood Hotel: Dick Powell, Anne Jamison, Frances Langford, Raymond Paige's Orchestra; Igor Gorin, bari-WABC WBBM WWVA WHAS WKRC KMOX (sw-6.12)  
WFBE—Mme. Alys Michot Concert  
WGN—The Mardi Gras  
WSAI—To be announced

**9:45 p.m. EST 8:45 CST**

NBC—Court of Human Relations, drama: WEAF WTAM WGY (sw-9.53)  
WFBE—Dance Parade  
WGBF—Fred Waring's Orch.  
WGN—Earl Burnett's Orchestra  
WLW—Music Box Hour; Orchestra, chorus, soloists, dramatic sketch  
WSAI—Metropolitan Moods

**9:55 p.m. EST 8:55 CST**

WFBE—Dance Hits  
WGN—Jan Garber's Orchestra  
WSAI—Rheiny Gau, songs  
**10:00 p.m. EST 9:00 CST**  
★ NBC—First Nighter, drama: WEAF WLW WTAM WSM WGY (sw-9.53)  
★ CBS—STUDEBAKER CHAMPIONS Present Richard Himmer's Orch.; Stuart Allen, vocalist: WABC WBBM WKRC KMOX WHAS WADC (sw-6.12)

**10:15 p.m. EST 9:15 CST**

NBC—Meetin' House: WJZ WENR WHAM  
KDKA—Air Wave Theater  
WAVE—To be announced  
WCKY—News  
WFBE—Michelson's Orchestra  
WGN—News; Quin Ryan's Sports  
WSAI—To be announced  
WCKY—Selected Numbers  
WFBE—Studio Selections  
WGN—Musical Moments  
WSAI—Bob Geltsman's Orchestra

**10:30 p.m. EST 9:30 CST**

★ NBC—Campus Revue; Mills Bros.; Art Kassel's Orch.; Hal Totten, sports: WEAF WTAM WGY WSAI WENR WAVE (sw-9.53)  
CBS—The March of Time: WABC WHAS KMOX WKRC WBBM (sw-6.12)  
NBC—Sinfonietta: WJZ KDKA WCKY WHAM (sw-6.14)  
MBS—The Music Box Hour: WLW WGN WOR  
WFBE—Will Hauser's Orchestra  
WGBF—News  
WLW—Follies  
WSM—Theatre of the Air

**10:45 p.m. EST 9:45 CST**

CBS—Mary Eastman, soprano: WABC WBBM WHAS WKRC  
KMOX—Sport Page of the Air  
WGBF—Boxing Matches  
**11:00 p.m. EST 10:00 CST**  
NBC—Dorothy Lamour, soprano: WJZ WCKY  
CBS—Claude Hopkins' Orchestra: WABC WBBM  
NBC—George R. Holmes, news: WEAF

★ CBS—Myrt & Marge: WHAS KMOX

★ NBC—Amos 'n' Andy: WTAM WSM  
KDKA—Organ Reveries  
WENR—Globe Trotter  
WGN—College Broadcast  
WGY—Dance Music (NBC)  
WHAM—Beaux and Belles  
WKRC—Newscast  
WLW—News  
WSAI—Today's News

**11:15 p.m. EST 10:15 CST**

NBC—Leonard Keller's Orch.: WEAF WENR WGY WSAI (sw-9.53)  
NBC—Ink Spots: WJZ WHAM WCKY  
KDKA—Trojan Quartet  
KMOX—To be announced  
WGN—Fiddle Riddles  
WHAM—Federal Housing Talk  
WHAS—Dance Time  
WKRC—Red Bird's Orchestra  
WLW—Dance Orchestra  
WSM—Radio Ripples  
WTAM—Gene Baker's Orchestra

**11:30 p.m. EST 10:30 CST**

NBC—Glenn Lee's Orch.: WEAF WGY WCKY WTAM WSAI (sw-9.53)  
NBC—Enric Madriguera's Orch.: WJZ WHAM  
CBS—Jerry Freeman's Orch.: WABC WSMK WHAS WBBM WKRC  
★ NBC—Beauty Box Theater; “Student Prince”; Guests; John Barclay, baritone, and Others; Al Goodman's Orch.: WLW  
KDKA—Will Ryshaneck's Orch.  
KMOX—Bobbie Meeker's Orch.  
WAVE—Amateur Night  
WENR—Earl Hines' Orchestra  
WGN—Earl Burnett's Orchestra  
WSM—Dance Orchestra

**11:45 p.m. EST 10:45 CST**

NBC—Jesse Crawford, organist: WEAF WGY WSAI WTAM WCKY (sw-9.53)  
KMOX—Jerry Freeman's Orch. (CBS)  
WENR—Chas. Boulanger's Orch.  
WGBF—Colonial Club  
WGN—Jan Garber's Orchestra  
**12:00 Mid Est 11:00 p.m. CS**  
NBC—Ben Bernie's Orchestra: WEAF WSM WGY WAVE WENR

**12:15 a.m. ES 11:15 p.m. CS**

WGN—Radio Ripples  
**12:30 a.m. ES 11:30 p.m. CS**  
NBC—Billy Bissett's Orchestra: WJZ WENR WHAM  
CBS—Dick Messner's Orchestra: WABC WSMK KMOX  
NBC—Griff Williams' Orchestra: WEAF WGY WTAM WAVE WSM  
KDKA—DX Club  
WBBM—Floyd Town's Orchestra (CBS)

**12:45 a.m. ES 11:45 p.m. CS**

WGN—Horace Heidt's Orchestra  
WHAS—Dream Serenade  
WKRC—Red Bird's Orchestra  
**12:55 a.m. ES 11:55 p.m. CS**  
KMOX—When Day Is Done  
WGN—Joe Sanders' Orchestra  
**1:00 a.m. ES 12:00 Mid CS**  
WENR—Glenn Lee's Orchestra  
WGN—Continental Gypsies  
WLW—Dance Orchestra  
WTAM—Paul Nielson's Orchestra

**1:15 a.m. EST 12:15 CST**

WGN—Jan Garber's Orchestra  
WLW—Gene Burchell's Orch.  
**1:30 a.m. EST 12:30 CST**  
NBC—Jack Russell's Orchestra: WENR  
WBBM—Bob Pacelli's Orchestra  
WGN—Joe Sanders' Orchestra  
WLW—Moon River, organ and poems  
WTAM—Dick Fidler's Orchestra  
**1:45 a.m. EST 12:45 CST**  
WGN—Horace Heidt's Orchestra  
**2:00 a.m. EST 1:00 CST**  
WBBM—Maurie Stein's Orch.  
WGN—Veloz & Yolanda's Orch.  
**2:30 a.m. EST 1:30 CST**  
WBBM—Floyd Town's Orchestra

## In Cincinnati

(Continued from Page 25)

newspapers condemned Long's dictatorship on their front pages along with the news of his death and yet not one reader was known to complain!

MARY ELLEN LEDWIN has decided to take a few nights off away from the microphones each week this Winter to study Russian at the University of Cincinnati! Her one ambition is to journey to Petrograd (or is it *St. Petersburg, again?*) in the Fall of 1937 and do a series of plays!

Scripps-Howard are planning big things for WFBE and don't be surprised to hear that the call letters are to be changed!

MARTHA GOWDY, after years of

treading the boards, has settled down to the directing of dramatics in Dayton, Ohio, presenting *Calling All Cars* over WSMK, and raising a family—one husband and a daughter, who celebrates her first birthday in the near future. Miss Gowdy's radio family, with which she has surrounded herself for broadcasting, reads as though it were a Who's Who of the footlights with such names as HERBERT F. MAY, a former member of the famous Pike Stock Company, also recently heard over WLW; ROLAND LYNN of WCBD, who played the lead in *The Silver Cord* during its lengthy run in Chicago in 1933, and others who earned reputations on Broadway and in stock. Truly, Broadway with all its glamour has nothing on the WSMK studios when this cast assembles on Monday evenings!

Many of you probably know Herbert F. May for his fine portrayal of *Scrooge*,

(Continued on Page 28)

**6:30 a.m. EST 5:30 CST**  
 KMOX—Home Folks' Hour  
 WLW—Top o' the Morning

**7:00 a.m. EST 6:00 CST**  
 KDKA—Musical Clock  
 KMOX—Novelty oBys  
 WCKY—Bert Layne's Fiddlers  
 WFBE—Musical Clock  
 WKRC—This and That  
 WLS—Smile-a-White  
 WLW—Nation's Family Prayer Period  
 WSAI—Good Morning  
 WWVA—Blue Grass Roy

**7:15 a.m. EST 6:15 CST**  
 KMOX—Four Harvest Hands  
 WCKY—Musical Clock  
 WKRC—God's Bible School  
 WLW—To be announced

**7:30 a.m. EST 6:30 CST**  
 NBC—Jolly Bill & Jane: WEAF  
 CBS—Organ Reveille: WABC  
 NBC—Pollock & Lawnhurst, piano duo: WJZ  
 It's the Animal in Me  
 The Simple Things in Life  
 Debutante Waltz  
 Hotcha China Joe  
 Smoke Rings

KMOX—Harry, Johnny and Aunt Sarah  
 WGY—Musical Clock  
 WHAS—To be announced  
 WKRC—Fiddlin' Farmers  
 WLW—Morning Devotions  
 WSAI—Today's News  
 WSM—Delmore Brothers  
 WTAM—Sun Up  
 WWVA—The Eye Opener

**7:45 a.m. EST 6:45 CST**  
 NBC—Yoichi Hiraoka, xylophonist: WEAF  
 NBC—Rise and Shine: WJZ  
 WCKY—Yodelling Twins  
 WLW—To be announced  
 WSAI—Musical Sun Dial  
 WSM—Morning Devotion

**8:00 a.m. EST 7:00 CST**  
 NBC—Morning Devotions: WJZ  
 WAVE KDKA WCKY (sw-21.54)  
 CBS—On the Air Today; Lyric Serenade: WABC  
 NBC—Spareribs: WEAF  
 KMOX—News; Home Folks' Hour  
 WFBE—Our Daily Thought  
 WGBF—Gospel Tabernacle  
 WGN—Good Morning  
 WHAS—To be announced  
 WKRC—To be announced  
 WLS—News  
 WSAI—Church Forum  
 WSM—To be announced  
 WTAM—Slim Eberhardt  
 WWVA—Gospel Tabernacle

**8:15 a.m. EST 7:15 CST**  
 NBC—Pals, dramatic sketch: WJZ KDKA WAVE (sw-21.54)  
 NBC—Morning Glories: WEAF  
 WTAM WLW  
 WCKY—News  
 WFBE—Arkansas Fiddlers  
 WLS—Morning Round-Up

**8:30 a.m. EST 7:30 CST**  
 NBC—Walter Cassel, baritone; William Meeder, organist: WJZ KDKA WCKY (sw-21.54)  
 CBS—Chapel Singers: WABC  
 NBC—Cherico: WEAF WTAM  
 WLW WGY  
 KMOX—Tick-Tock Revue  
 WAVE—Musical Clock  
 WFBE—Morning Concert  
 WKRC—To be announced  
 WLS—Arkansas Woodchopper  
 WSAI—McCormick's Old Time Fiddlers  
 WSM—Delmore Brothers

**8:45 a.m. EST 7:45 CST**  
 CBS—Waltz Time: WABC  
 NBC—Landt Trio and White: WJZ KDKA WCKY (sw-21.54)  
 WGBF—Timely Topics  
 WLS—News, Julian Bentley  
 WSAI—Musical Sun Dial  
 WSM—Morning Devotions

**9:00 a.m. EST 8:00 CST**  
 NBC—Richard Leibert, organist: WEAF WTAM WSAI  
 \*NBC—Breakfast Club: Edna Odell, contralto; Three Flats; Don McNeill, m.c.; Jack Owens, tenor: WJZ WSM KDKA WAVE WCKY (sw-15.21)  
 CBS—Top o' the Morning: WABC WSMK WHAS WKRC  
 Hymns of All Churches: WGY  
 WLW  
 KMOX—Views on News  
 WLS—Morning Devotions  
 WWVA—News

**9:15 a.m. EST 8:15 CST**  
 NBC—Richard Leibert, organist: WLW WGY  
 KMOX—Musical Jewel Box  
 WGBF—City Court  
 WLS—Jolly Joe and His Pet Pals  
 WWVA—Top o' the Morning

**9:30 a.m. EST 8:30 CST**  
 NBC—Junior Radio Journal: WEAF WTAM WGY WSAI  
 KMOX—The Corn Huskers  
 WFBE—Studio Selections  
 WLS—Ford Rush; Ralph Emerson, organist  
 WLW—Rhythm Jesters  
 WWVA—Morning Dance Tunes

**9:45 a.m. EST 8:45 CST**  
 CBS—Men of Manhattan: WABC  
 WSMK WKRC WWVA WHAS  
 KMOX  
 NBC—The Vass Family: WEAF  
 WLW  
 WFBE—Morning Headlines  
 WGY—Musical Program  
 WLS—Announcements and News  
 WSAI—Fire Statistics  
 WTAM—Vaughn King

**10:00 a.m. EST 9:00 CST**  
 CBS—News; Mellow Moments: WABC WKRC WHAS  
 NBC—News; Cleo Brown, pianist & songs: WJZ KDKA (sw-15.21)  
 NBC—News; Frank Luther, tenor: WEAF WGY WSM  
 WTAM WAVE  
 KMOX—News Thru a Woman's Eyes  
 WCKY—News  
 WFBE—Gladys Catron  
 WGN—Hymns of All Churches  
 WLS—Prairie Ramblers; Patsy Montana; Hiram and Henry  
 WSAI—Household Hints  
 WWVA—Cowboy Loyal and Just Plain John

**10:15 a.m. EST 9:15 CST**  
 NBC—The Banjoers: WEAF  
 WGY WTAM  
 CBS—Clyde Barrie, baritone: WABC WWVA WKRC WHAS  
 KMOX  
 NBC—Edward MacHugh, baritone: WJZ WCKY KDKA  
 WAVE WSM (sw-15.21)  
 WFBE—Dot Club News  
 WGBF—Household Hour  
 WGN—Margery Graham  
 WSAI—Traffic Court Cases

**10:30 a.m. EST 9:30 CST**  
 NBC—Marie de Ville, songs: WJZ WCKY  
 CBS—Let's Pretend: WABC  
 WKRC WHAS  
 NBC—Nicholas Mathay's Orch.: WEAF WGY WSAI  
 KDKA—Home Forum  
 KMOX—Better Films Council  
 WAVE—Devotional Hour  
 WFBE—Smile Club  
 WGN—Markets; Serenade  
 WLS—Jolly Joe's Junior Stars  
 WLW—News Room  
 WSM—Homemakers' Chat  
 WTAM—Health and Home  
 WWVA—Flyin' X Round-Up

**10:45 a.m. EST 9:45 CST**  
 NBC—Originalities; Jack Owens, tenor; Orch.: WJZ KDKA WCKY (sw-15.21)  
 NBC—Nicholas Mathay's Orch.: WSM WTAM WAVE  
 KMOX—Let's Compare Notes  
 WSM—News & Live Stock Reports

**11:00 a.m. EST 10:00 CST**  
 NBC—Morning Parade: WEAF  
 WTAM WGY WSAI  
 CBS—Milton Charles, organist: WABC WHAS WKRC WWVA  
 KMOX (sw-15.27)  
 NBC—The Honeymooners: WJZ  
 WLW WAVE WCKY WSM  
 KDKA—Kiddies Klub  
 WGBF—Mister and Missus  
 WGN—Friendly Neighbor's House Party  
 WLS—Martha Crane and Helen Joyce

**11:15 a.m. EST 10:15 CST**  
 CBS—Tito Guizar, tenor: WABC  
 WHAS WKRC WWVA KMOX (sw-15.27)  
 NBC—Wendell Hall, songs: WJZ  
 WCKY WSM WAVE  
 KMOX—Piano Interlude; Better Films Council  
 WFBE—Ethel Knapp Behrmann  
 WGBF—Boy Scouts  
 WGN—Len Salvo, organist  
 WWVA—Rapid Ad Service

**11:30 a.m. EST 10:30 CST**  
 NBC—Whitney Ensemble: WJZ  
 WCKY WAVE WSM

CBS—Diversity: WABC WHAS  
 WWVA WKRC KMOX (sw-15.27)  
 WAVE—Devotional Service  
 WFBE—Junior Aviators  
 WGBF—Baby Shop Man  
 WGN—Carl Spaeth's Orchestra  
 WGY—Children's Theater of the Air

**11:45 a.m. EST 10:45 CST**  
 KDKA—Grab Bag  
 WFBE—Frigid Facts  
 WGBF—Auditions for Young Folks  
 WLS—Junior Roundup

**Afternoon**

**12:00 m ES 11:00 a.m. CS**  
 NBC—Simpson Boys of Sprucehead Bay: WJZ KDKA WCKY (sw-15.21)  
 CBS—Orientale: WABC WSMK  
 WKRC KMOX WHAS (sw-15.27)  
 NBC—Minute Men, male quartet: WEAF WSAI WSM WAVE  
 WFBE—College of Music  
 WGN—Three Treys  
 WGY—Musical Program  
 WLS—Otto's Tunetwisters  
 WLW—News  
 WTAM—Doc Whipple  
 WWVA—Kiddie Program

**12:15 p.m. ES 11:15 a.m. CS**  
 NBC—Honeyboy and Sassafras: WEAF WTAM WSAI  
 NBC—Genia Fonariova, soprano: WJZ WSM WAVE WLW  
 Aupes De Toi  
 Dreams  
 Malaguena  
 Babyland  
 KDKA—News-Reeler  
 WCKY—News  
 WFBE—Ethel Knapp Behrmann  
 WGBF—Boy Scouts  
 WGN—Len Salvo, organist  
 WGY—Doc Schneider's Cowboys  
 WLS—"The Old Kitchen Kettle," Mary Wright

**12:30 p.m. ES 11:30 a.m. CS**  
 NBC—Merry Madcaps: WEAF  
 WTAM WSAI  
 NBC—Nat'l Farm & Home Hour: 4-H Club Prgm.; Guest Speakers; U. S. Marine Band: WJZ  
 WCKY KDKA WAVE WSM  
 WLW (sw-15.21)  
 CBS—Al Roth's Syncopators: WABC WKRC WSMK WHAS  
 WWVA (sw-15.27)  
 KMOX—Magic Kitchen  
 WFBE—Noontime Tunes  
 WGN—Markets; Harold Turner, pianist  
 WGY—Farm Program  
 WLS—"Little Bits from Life," William Vickland

**12:45 p.m. ES 11:45 a.m. CS**  
 WFBE—Dept. of the Interior  
 WGBF—Bulletin Board  
 WGN—Painted Dreams  
 WLS—Weather; Produce Markets; News

**1:00 p.m. ES 12:00 m CS**  
 NBC—Lee Gordon's Orchestra: WEAF WTAM  
 CBS—Jack Shannon, tenor: WABC WHAS WSMK WKRC  
 KMOX (sw-15.27)  
 WFBE—Salon Music  
 WGBF—Church & School News  
 WGN—Luncheon Music  
 WGY—Stock Reports  
 WLS—Poultry Service Time  
 WSAI—Police Flashes  
 WWVA—Dominic and Tony

**1:15 p.m. EST 12:15 CST**  
 CBS—Jack & Gil: WABC WHAS  
 KMOX (sw-15.27)  
 WFBE—Gladys & Mary  
 WGBF—Farmer Purcell  
 WGN—Doring Sisters  
 WGY—Bag and Baggage  
 WKRC—Magic Melodies  
 WSAI—Woman's Club Forum  
 WWVA—News

**1:30 p.m. EST 12:30 CST**  
 NBC—Dick Fidler's Orchestra: WEAF WTAM WGY WSAI  
 WKRC  
 CBS—Billy Mills and Company: WABC WSMK KMOX (sw-15.27)  
 NBC—Charles Boulanger's Orch.: WJZ WCKY WAVE WSM  
 KDKA—Salt and Peanuts  
 WFBE—Band Concert  
 WGBF—Auto Club

Hot off the Gridiron  
**OLD GOLD**  
 PRESENTS  
**ALL-AMERICA FOOTBALL NEWS**



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- OCT. 12,** NOBLE KIZER of Purdue
- OCT. 19,** JOSH CODY of Vanderbilt
- OCT. 26,** ELMER LAYDEN of Notre Dame
- NOV. 2,** JOCK SUTHERLAND of Pitt
- NOV. 9,** SLIP MADIGAN of St. Mary's
- NOV. 16,** ANDY KERR of Colgate
- NOV. 23,** FRANK THOMAS of Alabama
- and HOWARD JONES of So. California

**GUEST STAR:**  
 October 5  
**COACH**  
**LOU LITTLE**  
 of  
**COLUMBIA**

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**SATURDAY, OCT. 5**

**WEAF 7 P.M. E.S.T.**

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(Continued on Next Page)

## Star ★ Indicates High Spot Selections

(Continued from Preceding Page)

WGN—Markets; Mid-day Service  
 WHAS—Savings Talk; Weather; Markets; Temperature  
 WLS—Jim Clark, Chicago Producers; Grain Market  
 WLW—Gene Burchell's Orch.  
 WWVA—Luncheon Music

**1:45 p.m. EST 12:45 CST**  
 CBS—Billy Mills & Company  
 WWVA  
 WFBE—Mary Jane Schriever  
 WGBF—Curbstone Reporter  
 WHAS—Mrs. Randolph, shopping  
 WLS—4 H Club Program  
 WLW—Dance Orchestra

**2:00 p.m. EST 1:00 CST**  
 NBC—Words & Music: WJZ  
 WCKY WAVE WSM  
 NBC—Rex Battle's Ensemble:  
 WEAFF WGY WTAM WSAI  
 (sw-15.33)

CBS—The Captivators: WABC  
 WSMK WWVA WKRC KMOX  
 WHAS (sw-15.27)  
 WFBE—Tango Tunes  
 WGBF—Billboard  
 WGN—Palmer House Ensemble  
 WLS—Home Talent Show

**2:15 p.m. EST 1:15 CST**  
 ★ NBC—World Series Baseball  
 Game: WEAFF WJZ KDKA  
 WAVE WCKY WGN WGY  
 WHAM WLS WLW WSAI  
 WSM WTAM (sw-15.21)

★ CBS—World Series Baseball  
 Game: WABC KMOX WBBM  
 WHAS WKRC WSMK WWVA  
 (sw-15.27)

**4:15 p.m. EST 3:15 CST**  
 NBC—Teddy Hill's Orch.: WJZ  
 WCKY KDKA WAVE WSM  
 WENR (sw-15.21)

CBS—To be announced: WABC  
 WHAS KMOX WKRC WSMK  
 (sw-15.27)  
 NBC—Norsemen, male quartet  
 WEAFF WGY WTAM WSAI  
 WWVA—Cowboy Loye and Just  
 Plain John

**4:30 p.m. EST 3:30 CST**  
 NBC—Fascinating Rhythm: WJZ  
 WAVE KDKR (sw-15.21)  
 NBC—Our Barn: WEAFF WTAM  
 WSAI

**4:45 p.m. EST 3:45 CST**  
 WFBE—Tea Time Tunes

**5:00 p.m. EST 4:00 CST**  
 NBC—Blue Room Echoes: WEAFF  
 WSAI WGY

CBS—Allan Leifer's Orchestra:  
 WABC WWVA WHAS WKRC  
 KMOX (sw-15.27)  
 NBC—Musical Adventures: WJZ  
 WENR WCKY WAVE WSM  
 KDKA (sw-15.27-11.87)  
 WFBE—Salon Music

**5:15 p.m. EST 4:15 CST**  
 NBC—Jackie Heller, tenor: WJZ  
 WCKY WSM WAVE WENR  
 KDKA—A Recreo: Bill and Alex  
 WFBE—Vocal Variety

**5:30 p.m. EST 4:30 CST**  
 NBC—Ken Sparnon's Ensemble:  
 WJZ WCKY WENR KDKA  
 WAVE WSM (sw-15.21-11.87)

CBS—Elsie Thompson, organist:  
 WABC WSMK WHAS WWVA  
 WKRC KMOX (sw-15.27)  
 NBC—Temple of Songs: Chicago  
 A Capella Choir, direction of  
 Noble Cain; Ruth Lyon, so-  
 prano; Edward Davies, bari-  
 tone; WEAFF WCAE WGY  
 WTAM

WFBE—Shoppers Special  
 WSAI—Sports Review  
**5:45 p.m. EST 4:45 CST**  
 NBC—Gabriel Heatter, Week  
 End News Review: WJZ WLW  
 KDKA WENR WCKY WSM  
 (sw-11.87-15.21)

WFBE—Dinner Music  
 WGBF—News  
 WGN—Armchair Melodies  
**Night**

**6:00 p.m. EST 5:00 CST**  
 NBC—Kearney Walton's Orch.:  
 WEAFF WSAI WTAM WAVE  
 WLW WGY

CBS—Frederic Wm. Wile, politi-  
 cal highlights: WABC WKRC  
 WSMK WWVA KMOX (sw-  
 11.83)  
 NBC—Otto Thurn's Bavarian  
 Orch.: WJZ WCKY  
 KDKA—News-Reeler  
 WENR—Kaltenmeyer's Kinder-  
 garten (NBC)  
 WFBE—Musical Comedy Gems  
 WGBF—Fourth Street Market  
 WHAS—Shadow Time  
 WSM—Bobby Tucker; Pan  
 American Broadcast

**6:15 p.m. EST 5:15 CST**  
 CBS—Three Little Words:  
 WABC WWVA WSMK WKRC  
 KMOX (sw-11.83)  
 NBC—Dot & Will: WJZ WCKY  
 KDKA—Plough Boys  
 WAVE—Musical Parade  
 WLW—To be announced  
 WSM—Sunday School Lesson

**6:30 p.m. EST 5:30 CST**  
 NBC—News: Alma Kittell, con-  
 tralto: WEAFF WSAI (sw-9.53)  
 CBS—News: Football Results:  
 WABC WKRC KMOX WSMK  
 WHAS (sw-11.83)  
 NBC—News, Morn Sisters: WJZ  
 WCKY

KDKA—On the Mall  
 WENR—What's the News?  
 WFBE—To be announced  
 WGBF—Stock Markets  
 WGY—News: Evening Brevities  
 WLW—Bob Newhall  
 WSM—News; Bobby Tucker  
 WTAM—News; Organ Melodies  
 WWVA—News

**6:45 p.m. EST 5:45 CST**  
 NBC—Eddie South's Orchestra:  
 WJZ WENR WCKY KDKA  
 (sw-11.87-15.21)  
 NBC—Religion in the News:  
 Speaker: WEAFF WSM WSAI  
 WTAM  
 CBS—Saundra Brown, songs:  
 WABC (sw-11.83)

**7:00 p.m. EST 6:00 CST**  
 CBS—The Family on Tour with  
 Frank Parker, tenor: WABC  
 WSMK WWVA (sw-11.83)  
 CBS—L. Nazir Kurkdjie's En-  
 semble: WHAS WKRC  
 ★ NBC—OLD GOLD CIGAR-  
 ettes Present The Sport Page  
 of the Air, with Thornton  
 Fisher; Coach Lou Little, of  
 Columbia Univ., guest: WEAFF  
 WAVE WSM WGY WLW  
 (sw-9.53)

KDKA—A. B. C. of Faith;  
 Dr. Bernard Clausen  
 KMOX—This and That  
 WBBM—Norm Sherr pianist  
 WGBF—Musical Moments  
 WGN—Bob Elson's Sports Re-  
 view  
 WHAM—Sportstast  
 WSAI—Gene Burchell's Orch.  
 WTAM—Sportsman, Baseball  
 Scores

**7:15 p.m. EST 6:15 CST**  
 NBC—Popeye, the Sailor: WEAFF  
 WSAI WTAM WGY (sw-9.53)  
 NBC—The Master Builder: WJZ  
 WENR KDKA WCKY WAVE  
 WSM (sw-11.87)  
 KMOX—Frank Hazzard, tenor;  
 Orchestra  
 WBBM—Pat Flanagan sports  
 WFBE—To be announced  
 WGBF—Zoo News; Baseball Re-  
 sults  
 WGN—Palmer House Ensemble  
 WHAM—Charlie Panica's Orch.  
 WKRC—Dick Bray  
 WLW—Gene Burchell's Orch.

**7:30 p.m. EST 6:30 CST**  
 NBC—The Sizzlers, trio: WEAFF  
 WSAI WAVE  
 NBC—A Message of Israel; Rabbi  
 Jonah B. Wise, director: WJZ  
 WENR  
 CBS—Chicagoans with Marshall  
 Sosson: WABC WKRC KMOX  
 WHAS WBBM (sw-11.83)  
 KDKA—Ryshaneck's Orchestra  
 WFBE—Sport Review  
 WGN—Dance Orchestra  
 WGBF—Historical Facts  
 WGY—Variety Program  
 WHAM—News  
 WLW—To be announced  
 WSM—Comedy Stars of Holly-  
 wood  
 WTAM—Sohio's Football  
 WWVA—Dinner Music

**7:45 p.m. EST 6:45 CST**  
 NBC—To be announced: WEAFF  
 WTAM WSM WAVE WCKY  
 WBBM—Eddie House, organist  
 WFBE—Will Hauser's Orchestra  
 WGN—Macy and Her Men  
 WHAM—Waltz Time  
 WLW—Washington Merry-Go-  
 Round  
 WSAI—To be announced  
 WWVA—Where To Go To Churen

**8:00 p.m. EST 7:00 CST**  
 ★ NBC—The Hit Parade; Lennie  
 Hayton's Orch.; Kay Thomp-  
 son; Charles Carlile; Three  
 Rhythmic Kings, Melody Girls:  
 WEAFF WTAM WLW WAVE  
 WGY WSM (sw-9.53)  
 CBS—Club Columbia, Musical  
 Comedy direction Leith Ste-  
 vens: WABC WHAS WKRC  
 WWVA (sw-6.12)  
 NBC—El Chico Spanish Revue:  
 WJZ WCKY KDKA (sw-11.87)  
 KMOX—Comedy Stars of Holly-  
 wood  
 WBBM—Elena Moneak's Ensem-  
 ble  
 WFBE—Dave & Henry  
 WGN—Continental Gypsies  
 WHAM—Hank and Herb  
 WLS—Otto's Tune Twisters  
 WSAI—Dance Orchestra

**8:15 p.m. EST 7:15 CST**  
 KMOX—Club Columbia (CBS)  
 WBBM—Seymour Simons Orch  
 WFBE—Michelson's Orchestra  
 WGN—Veloz & Yolanda's Orch  
 WLS—Barn Dance Acts

**8:30 p.m. EST 7:30 CST**  
 NBC—Jamboree Variety Show:  
 WJZ WHAM KDKA WCKY  
 (sw-11.87)

CBS—"Town Talks", Charles  
 Hanson Towne: WABC WWVA  
 WKRC WHAS KMOX (sw-  
 6.12)  
 WBBM—Edouardo Varzo's En-  
 semble  
 WFBE—Football: U. C. vs. S.  
 Dakota State  
 WGN—Joe Sanders' Orchestra  
 WLS—Barn Dance Party  
 WSAI—To be announced

**8:45 p.m. EST 7:45 CST**  
 CBS—The Troopers: WABC  
 WKRC WHAS KMOX WBBM  
 (sw-6.12)  
 WGN—Palmer House Ensemble  
 WSM—Delmore Brothers  
 WWVA—Football Reporter

**9:00 p.m. EST 8:00 CST**  
 NBC—G Men, authentic cases  
 from Official Dept of Justice  
 Files, Dramatized by Phillips  
 Lords: WEAFF WTAM WLW  
 WGY WAVE (sw-9.53)  
 ★ CBS—Nino Martini, tenor;  
 Andre Kostelanetz' Orch. &  
 Chorus: WABC WHAS KMOX  
 WKRC WBBM (sw-6.12)  
 NBC—Jamboree: (sw-6.14)  
 WGN—Concert Orchestra  
 WLS—Barn Dance Party  
 WSAI—World Review  
 WSM—Possum Hunters; Uncle  
 Dave Macon  
 WWVA—News

**9:15 p.m. EST 8:15 CST**  
 WSM—Paul Warmack's Gully  
 Jumpers  
 WWVA—Sunday School Les-  
 sons

**9:30 p.m. EST 8:30 CST**  
 ★ NBC—Chateau; Al Jolson;  
 Victor Young's Orch.: WEAFF  
 WGY WTAM WLW (sw-9.53)  
 ★ CBS—Marty May-Time, com-  
 edian; Johnny Augustine's Or-  
 chestra: WABC WKRC KMOX  
 WBBM WHAS WBBM WWVA  
 (sw-6.12)  
 ★ NBC—ALKA-SELTZER PRE-  
 sents National Barn Dance;  
 Maple City Four; Henry  
 Burr, tenor; Uncle Ezra; Lulu  
 Belle; Verne, Lee & Mary;  
 Hiram & Henry; Hoosier Hot  
 Shots; Ridge Runners; Lucille  
 Long and Others: WJZ KDKA  
 WHAM WLS WAVE (sw-6.14)  
 WCKY—Selected Numbers  
 WGN—Orville Knapp's Orchestra  
 WSAI—Today's News  
 WSM—Comedy Stars of Holly-  
 wood

**9:45 p.m. EST 8:45 CST**  
 KMOX—Sport Page of the Air  
 WGN—Jan Garber's Orchestra  
 WSM—Jack's Missouri Mountain-  
 eers

**10:00 p.m. EST 9:00 CST**  
 ★ CBS—California Melodies:  
 WABC KMOX WHAS WBBM  
 WWVA (sw-6.12)  
 WAVE—Larry Funk's Orch.  
 WCKY—News  
 WGN—News, Quin Ryan's Sports  
 WKRC—Red Bird's Orchestra  
 WSM—Fruit Jar Drinkers

**10:15 p.m. EST 9:15 CST**  
 WAVE—Harry Diekman's Orch  
 WCKY—Selected Numbers  
 WGN—The Concert Orchestra—  
 WKRC—Fiesta

**10:30 p.m. EST 9:30 CST**  
 NBC—Dorsey Brothers' Orch.  
 WEAFF WGY WTAM WSAI  
 (sw-9.53)  
 ★ NBC—Herbert Hoover, talk:  
 WJZ WCKY WHAM WAVE  
 CBS—Guy Lombardo's Orch.:  
 WABC WWVA KMOX WHAS  
 WBBM WKRC (sw-6.12)  
 KDKA—Will Ryshaneck's Orch.  
 WGN—Dance Orchestra  
 WLS—Tune Twisters & Evelyn  
 WLW—News  
 WSM—Ed Poplin's Band

**10:45 p.m. EST 9:45 CST**  
 WFBE—Will Hauser's Orchestra  
 WLS—Chuck & Ray; Hoosier  
 Sodbusters  
 WLW—Gene Burchell's Orch.  
 WSM—Delmore Brothers; De-  
 cord Bailey

**11:00 p.m. EST 10:00 CST**  
 ★ NBC—ALKA-SELTZER PRE-  
 sents National Barn Dance,  
 Maple City Four; Henry Burr,  
 tenor; Lulu Belle; Uncle Ezra;  
 Verne, Lee and Mary; Hoosier  
 Hot Shots: WLW  
 CBS—Abe Lyman's Orchestra:  
 WABC WHAS WKRC KMOX  
 WBBM WSMK

NBC—Joe Reichman's Orchestra:  
 WEAFF WTAM WGY WCKY  
 (sw-9.53)  
 NBC—Dance Orch.: WJZ WHAM  
 KDKA—Sports, Ed Sprague  
 WAVE—To be announced  
 WGBF—Colonial Club  
 WGN—Horace Heidt's Orchestra  
 WLS—Barn Dance Varieties  
 WSAI—Dance Orchestra  
 WSM—Curt Poulton; Dixie Lin-  
 ers  
 WWVA—Waring's Pennsylvan-  
 ians

**11:15 p.m. EST 10:15 CST**  
 NBC—Joe Reichman's Orch.:  
 WSAI  
 KDKA—Behind the Law  
 WGBF—News  
 WCN—Charlie Dornberger's Or-  
 chestra  
 WSM—Possum Hunters

**11:30 p.m. EST 10:30 CST**  
 NBC—Enric Madrignera's Orch.:  
 WEAFF WGY WCKY WTAM  
 WSAI (sw-9.53)  
 CBS—Claude Hopkins' Orch.:  
 WABC WKRC WBBM WHAS  
 NBC—Ray Noble's Orch. WJZ  
 WHAM KDKA WSMB (sw-  
 6.14)  
 WGBF—Coral Room  
 WGN—Wayne King's Orchestra  
 WSM—Robert Lunn; Band

**11:45 p.m. EST 10:45 CST**  
 KMOX—Claude Hopkins' Orch.  
 (CBS)  
 WGBF—Colonial Club  
 WGN—Jan Garber's Orchestra  
 WSM—Crook Brothers' Band

**12:00 Mid ES 11:00 p.m. CS**  
 NBC—Al Lyon's Orch.: WEAFF  
 WGY WTAM  
 CBS—Sterling Young's Orch.:  
 WABC KMOX WKRC  
 NBC—Shandor, violinist; Bob  
 Chester's Orch.: WJZ WSM  
 WHAM KDKA (sw-6.14)  
 WBBM—George Olsen's Orch.  
 (CBS)  
 WGBF—Dance Orchestra  
 WHAS—Gray Gordon's Orch.  
 WLS—Night Time in Dixie  
 WWVA—Organ Prologue

**12:15 a.m. ES 11:15 p.m. CS**  
 WAVE—Al Lyon's Orchestra  
 (NBC)  
 WGN—Veloz & Yolanda's Orch.  
 WHAM—Tom Grierson, organist  
 WLS—Barn Dance  
 WSM—Arthur Smith and Dixie  
 Liners  
 WWVA—Midnight Jamboree

**12:30 a.m. ES 11:30 p.m. CS**  
 NBC—Paul Pendarvis Orch.  
 WEAFF WGY WAVE  
 NBC—Chas. Dornberger's Orch.:  
 WJZ KDKA WHAM WSM  
 (sw-6.14)  
 CBS—Dick Messner's Orchestra:  
 WABC WKRC WSMK WHAS  
 KMOX  
 MBS—Horace Heidt's Orchestra  
 WGN  
 WBBM—Floyd Town's Orchestra  
 WLW—To be announced  
 WTAM—Gene Baker's Orchestra

**12:45 a.m. ES 11:45 p.m. CS**  
 MBS—Joe Sanders' Orch.: WGN  
 WLW  
 WSM—DeFord Bailey; Crook  
 Brothers' Band  
 WTAM—Paul Nielson's Orchestra

**1:00 a.m. ES 12:00 Mid CS**  
 WENR—Glenn Lee's Orchestra  
 WGN—Continental Gypsies  
 WHAM—Lew Davies' Orchestra  
 WLW—Dance Orchestra  
 WTAM—Pinky Hunter's Orch.

**1:15 a.m. EST 12:15 CST**  
 WGN—Jan Garber's Orchestra  
 WLW—Gene Burchell's Orch.  
 WWVA—Vivian Miller, organist

**1:30 a.m. EST 12:30 CST**  
 NBC—Jess Hawkins' Orchestra:  
 WSM WENR  
 WGN—Veloz & Yolanda's Orch.  
 WLW—Moon River, organ and  
 poems  
 WTAM—Dick Fidler's Orchestra  
 WWVA—Organ Interlude

**1:45 a.m. EST 12:45 CST**  
 WWVA—"Midnight Jamboree"  
**1:00 a.m. ES 12:00 Mid. CS**  
 WBBM—Eddie Neibaur's Orch.  
 WGN—Joe Sanders' Orchestra

**2:00 a.m. EST 1:00 CST**  
 WBBM—Bob Pacelli's Orchestra  
 WGN—Horace Heidt's Orchestra  
**2:30 a.m. EST 1:30 CST**  
 WBBM—Maurie Stein's Orch.

# In Cincinnati

(Continued from Page 26)

Charles Dickens' famous character in the Christmas Carol. This year Cincinnati and Dayton listeners are in for a treat when he makes this meanest man of all centuries!

KNOWING THAT COLLEGE daze have arrived again, Dorothea Duncan sent this one in claiming she heard it on Northwestern's campus last June.

**Junior:** "How was that date you had with the professor last night?"

**Senior:** "Just PASSable!"

WLW's Continuity Staff has a new mascot—a lethargic, one-year-old alligator!

THIS CORNER never fails to treat itself to the best in radio. That's why we remain up till 1:30 a. m. EST each morning waiting for Crosley's highlight of all of its 18 hours of daily broadcasting—the Moon River offering!

On September 29, Wayne King completes a seven-year dance engagement at the Aragon Ballroom, during the later part of that period broadcasting nightly over WGN, and more recently WLW and the MBS network. Long live the King.

AS YOU LIKE IT (we hope): George Case's SMILE CLUB now boasts of 17,000 members—all kiddies of grade school age... JIMMY ALDERMAN and DON BECKER belong in the "lads who have made good" class with the former now directing all of WCKY's program activities and the latter acting as WLW's assistant manager... JUNE RICHART'S favorite dish is spinach! But she thinks Mickey Mouse has it all over Popeye as an entertainer... VIRGINIA (Helen Trent) CLARK is a speedboat enthusias-

and will buy her own for next Summer's sport.

## WSMK Snowdrifts

BY JACK SNOW

WE CAN imagine with what mingled emotions dyed in the wool readers of RADIO GUIDE scan the above heading. Not since November of 1932—nearly three calendar years ago—has a hint or murmur of the Snowdrift column reached the readers of radio's first program weekly. And in that time, RADIO GUIDE has acquired hundreds of thousands of new readers, so we may be coming back as a total stranger to the vast majority of regular readers.

And as a get-acquainted offer I'll inform you of a few of the goings-on around the Gem City station.

GUY LOMBARDO—BENNY GOODMAN—these are only two of the name bands welcomed to WSMK listeners by way of the Columbia network during the past few weeks. If someone could only lure Ambrose out of England and if Paul Whiteman would persuade Reginald Forsythe to come out of his English retreat where he is writing a symphony, what a Winter of thrills we dance fans would have!

As WSMK moves into the Fall season, we're happy to report that HELENE BLUE, our program director and blues singer, is in better voice than ever before. She sings like she's inspired. And with TOM DUNKELBERGER at the piano and JACK WYMER announcing, here's a program that should rate the tops with any sponsor.

CHARLEY ROBERTS returns from his honeymoon and once more the WSMK staff is intact. Dayton's Radio City looks fine and fit to go places this Winter—and as a parting warning, the SNOWDRIFT INFORMATION program is liable to return to the air at any minute. All letters of protest will be opened but not read.

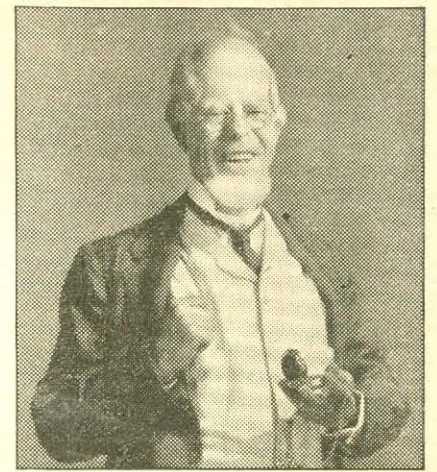
# Program Locator

(Programs in EST. Subtract One Hour for CST)

Acme White Lead & Color Works	See McConnell, Smilin' Ed	3:45 p.m.	Life Savers, Inc.	See Rendezvous	
Alemite	See Heidt, Horace	Tuesday & Thursday	Little Orphan Annie	NBC 5:45 & 6:45	
Alka Seltzer	See Nat'l Barn Dance	See Barnes, Pat	Log Cabin Revue	Daily ex. Sat. & Sun.	10 p.m.
Allen, Ida Bailey	Uncle Ezra	See Manhattan Merry-Powder	Log Cabin Syrup	NBC	only
American Album of Favorites	NBC 11 a.m.	Go-Round	Lombardo, Guy, orch.	Wednesday	only
American Home Products	NBC 9:30 p.m.	Duchin, Eddy, orch.	Lucky Strike Cigarettes	See Hit Parade	
American Radiator Co.	See Fireside Recital	Eagle Brand Milk	Lum and Abner	NBC 7:30 p.m.	
Ames, Mary Ellis, talk	CBS 11 a.m.	East & Dumke	Lux	Daily ex. Sat. & Sun.	
Amos 'n' Andy	NBC 7 and 11 p.m.	Easy Aces	Lyman, Abe, orch.	See Radio Theater	
Anacin	See Easy Aces	Edna Wallace Hopper	Magic Key	NBC 2:00 p.m.	
Armstrong, Jack, sketch	CBS 5:30 & 6:30 p.m.	Elgin Watches	Magic Recipes	Sunday	only
Atlantic Family on Tour	CBS 7 p.m.	Eno Salts	Major, Jack	NBC	11:45 a.m.
Atwater Kent Radio Hour	CBS 8:30 p.m.	Etting, Ruth, soloist	Manhattan Merry-Go-Round	Wednesday	only
Baker, Phil	CBS 7:30 p.m.	Evaporated Milk	March of Time	CBS 10:30 p.m.	
Barbasol	See Singin' Sam	Evening in Paris	Marie, Little French	Daily ex. Sat. & Sun.	2 p.m.
Barnes, Pat, in person	NBC 12 noon	Famous Babies	Princess	Daily ex. Sat. & Sun.	5:45 p.m.
Bayer Aspirin	See Lavender and Old Lace; Amer. Album of Familiar Music	Feen-a-Mint	Marlow, Betty	NBC	Tuesday & Thursday
Beauty Box Theater	NBC 9 & 11:30 p.m.	Fels Naphtha Soap	Marrow, J. W., Co.	See Marlow, Betty	
Becker, Bob, dog talk	NBC 5:30 p.m.	Fireside Recitals	Martini, Nino	CBS 9:00 p.m.	
Benny, Jack	NBC 7 & 11:30 p.m.	First Nighter, drama	Maybelline	See Penthouse S'nade	
Benson, Bobby & Sunny Jim	CBS 6:15 p.m.	Fisher, Thornton, sports	Maxwell House Coffee	See Show Boat	
Bernie, Ben, Orch.	NBC 9 p.m.	Fitch Shampoo	McConnell, Smilin' Ed	CBS 6:30 p.m.	
Best Foods, Inc.	See Allen, Ida Bailey	Five Star Jones	McGee, Fibber & Molly	NBC	8 p.m.
Better Speech Institute of America	See Your English	Fleischmann Yeast	Melodiana	Monday	only
Betty and Bob, sketch	NBC 4 p.m.	Footsaver Shoes	Mix, Tom	NBC	5:30 p.m.
Big Ben Clocks	See Dream Dramas	Ford Car Dealers	Mohawk Carpet Mills	See Five Star Jones	
Bi-So-Dol	See Broadway Varieties	General Foods Corp.	Morin Sisters and Ranch Boys	NBC 7:45 and 11 p.m.	
Bisque	See Betty and Bob	G-Men, authentic cases	Moore, Grace	NBC	9:30 p.m.
Bond Bread Bakers	See Crumit and Sanderson	Gold Medal Flour	Morris, Phillip, Cigarettes	See Reisman, Leo	
Bowes, Major, Amateur Hour	NBC 8 p.m.	Goodelle, Niela	Mrs. Wiggs of the Cabbage Patch	CBS 11:30 a.m.	
Brad and Al	CBS 11 a.m.	Grand Hotel, drama	Musical Footnotes	CBS 12:30 p.m.	
Broadcast Corn Beef Hash	See Cavanaugh, Eddie and Fanny	Great A & P Tea Co.	Myrt & Marge	CBS 7 & 11:00 p.m.	
Broadway Varieties	CBS 8:30 p.m.	Gulf Motor Oil & Gas Co.	Nat'l Amateur Night	CBS 6 p.m.	
Bromo Seltzer	See N.T.G. and Girls	Gumps, The	National Barn Dance	NBC 9:30 & 11 p.m.	
Burjois	See Evening in Paris	Hammerstein's Music Hall	Noble, Ray, Orch.	NBC 10:30 p.m.	
Burns and Allen	CBS 8:30, 11:30 p.m.	Harv and Esther	N.T.G. and Girls	NBC	Tuesday
Camay Soap	See Dr'ms Come True	Harvester Cigars	Og, Son of Fire	CBS 5:45 & 6:15 p.m.	
Camel Cigarettes	See Caravan	Hayes, Helen	Old English Floor Wax	See Lazy Dan	
Campana's Dreskin	See Grand Hotel	Heatter, Gabriel	Old Gold Cigarettes	See Fisher, Thornton	
Campana's Italian Balm	See First Nighter	Heidt, Horace, Brigadiers	One Man's Family	NBC 8 p.m.	
Campbell Soup Co.	See Hollywood Hotel	Hecker, H-O Cereal	O'Neils	NBC 3:45 p.m.	
Campus Revue	NBC 10:30 p.m.	Himber, Richard, orch.	One Night Stands	CBS 8:30, 11:30 p.m.	
Caravan	CBS 9 & 11 p.m.	Hit Parade	Outdoor Girl Cosmetics	See Sweet, Blanche	
Carnation Evaporated Milk	See Contented Prgm.	Hollywood Hotel	Ovaltine	See Little Orphan Annie	
Carnegie, Dale	CBS 10:35 a.m.	Home Sweet Home	Oxydol	See Perkins, Ma	
Carter, Boake, news	CBS 7:45 p.m.	Horlick, Harry, Gypsies	Packard Motor Cars	See Tibbett, Lawrence	
Cavanaugh, Eddie and Fanny	CBS 1:15 p.m.	Horlick's Malted Milk	Palmolive Soap	See Beauty B. Theater	
Charis Garments	See East & Dumke	Household Finance Corp.	Penthouse Serenade	NBC 3:30 p.m.	
Chase & Sanborn Coffee	See Major Bowes	House of Glass	Pep Cereal	See Etting, Ruth	
Chesterfield Cigarettes	See Pons, Lily; Martini, Nino	Ipana Toothpaste and Sal Hepatica	Pepodent Toothpaste	See Amos 'n' Andy	
Chevrolet Motor Co.	See G-Men	Ivory Soap	Perkins, Ma, sketch	NBC 3:15 p.m.	
Chicken Dinner and Denver Sandwich Candy Bars	See Major, Jack	Jad Salts	Pet Milk	Daily ex. Sat. & Sun.	
Chipso	See Home Sweet Home	Jello	Philco Radio and Television Corp.	See Taylor, Mary Lee	
Cities Service Co.	See Dragonette, Jessica	Jergen's Lotion	Phillips Dental Magnesia	See Lyman, Abe; Melodiana; Waltz Time	
Climalene	See Climalene Carniv'l	Johnny and the Foursome	Phillippe, Louis, cosmetics	See Marie, the Little French Princess	
Climalene Carnival	NBC 11:30 a.m.	Johnson's Wax	Pillsbury Flour Mills	See Today's Children	
Cocoma!	See Rogers, Buck	Johnson, Johnny, Orch.	Pons, Lily	CBS 9:00 p.m.	
Contented Program	NBC 10 p.m.	Jolson, Al	Popeye, the Sailor	NBC 7:15 p.m.	
Coty Cosmetics	See Noble, Ray, Orch.	Just Entertainment	Previn, Charles, orch.	NBC 9 p.m. & 12 mid.	
Crime Clues	NBC 8 p.m. & 12:30 a.m.	Just Plain Bill	Princess Pat Cosmetics	See Princess Pat Players	
Crisco	See Vic and Sade	Kellogg Rice Krispies	Princess Pat Players	NBC 9:30 p.m.	
Crocker, Betty, talk	NBC 10:45 a.m.	King, Wayne, orch.	Premier Pabst Beer	See Bernie, Ben	
Crumit and Sanderson	CBS 5:30 p.m.	Kleenex	Procter & Gamble	See O'Neils	
Cutex	See Goodelle, Niela	Kolynos Toothpaste	Radio Corp. of America	See Magic Key	
Dangerous Paradise, drama	NBC 7:45 p.m.	Kraft Phenix Cheese	Radio Theater	CBS	
D. L. & W. Coal Co.	See Studio 7	Kre-Mel, Karo, Mazola	Ralston Purina Co.	See Mix, Tom	
Death Valley Days	NBC 9 p.m.	Lady Esther Cosmetics	Real Silk Hosiery	See Previn, Charles	
Dill's Best and Model Smoking Tobaccos	See One Night Stands	Lavender and Old Lace	Red Heart Dog Food	See Becker, Bob	
Dragonette, Jessica	NBC 8 p.m.	Lazy Dan, the Minstrel Man	Reisman, Leo, orch.	NBC 8 & 11:30 p.m.	
Dream Dramas	NBC 5:30 p.m.			Tuesday	only

# Uncle Ezra

The Old Jumping Jenny Wren—Himself—



The Old Man with the Young Ideas  
Full of Pep—and Rarin' to Go

Every Saturday Night

## The NATIONAL BARN DANCE

Hear It Over

43 NBC STATIONS  
Coast-to-Coast

Over 40 Radio Artists including the Cumberland Ridge Runners, Maple City Four, Lulu Belle, Hoosier Hot Shots, Uncle Ezra, Dean Brothers, Henry Burr, Verne, Lee and Mary. A rollicking program of old time singing, dancing and homespun fun. Brought to you direct from WLS, Chicago, every Saturday night over

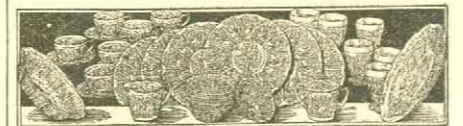
**KDKA or WLS**

9:30 P.M., EST—8:30 P.M., CST

Sponsored by ALKA SELTZER

## Old Money and stamps WANTED

POST YOURSELF! It pays! I paid J. D. Martin, Virginia, \$200 for a single copper cent. Mr. Manning, New York, \$2,500 for one silver dollar. Mrs. G. F. Adams \$740 for a few old coins. I want all kinds of old coins, medals, bills and stamps. I pay big cash premiums.  
**I WILL PAY \$100 FOR A DIME**  
1894 S. Mint; \$50 for 1913 Liberty Head Nickel (not buffalo) and hundreds of other amazing prices for coins. Get in touch with me. Send 4c for Large Illustrated Coin Folder and further particulars. It may mean much profit to you. Write today to  
**B. MAX MEHL, 152 Mehl Bldg., FORT WORTH, TEXAS**  
(Largest Rare Coin Establishment in U. S.)



**GIVEN—LADIES! 34 pc. COLORED GLASS DINNER SET**  
or big cash commission. Send name and address. Beautiful Cherry Blossom design. CHOICE of green or pink glass: 6 plates, 6 tumblers, 6 cups, 6 saucers, 6 napkins, 1 each, sugar, cream, vegetable and platter. This is only one of nearly a hundred articles featured in our catalog, which we GIVE for selling our famous WHITE CLOVERLINE SALVE for cuts, burns, sores, chaps, etc. to friends at 2c a box with a beautifully colored Art Picture FREE and remitting us per new premium plan book, 30th year. WE ARE FAIR AND SQUARE. Start now by sending for one dozen boxes. SEND NO MONEY—We trust you. BE FIRST!  
**WILSON CHEM. Co., Inc. Dept. 85-A, Tyrone, Pa.**

## AMAZING NEW INVENTION! Wanted: Local County Managers

The new mechanical eye fire alarm. Sends out loud warning when fire starts. No batteries or wires. Big demand stores, factories, schools, hospitals, homes, country estates, stock farms, etc. Bears Re-examination Service. Marker of Underwriters' Laboratories. Endorsed by fire chiefs. Write for this money making opportunity.  
**FIRE-CRY COMPANY, Dept. 39-A, 1300 E. First Street, Dayton, Ohio**

(Continued on Next Page)

**HOW NEW HAIR GROWS**

and  
**WHY Men**  
**Go BALD!**



**Learn FREE!**

Baldness may come from several causes. A germ called "Plank Bacilli of Unna" gets deep into the scalp, causing one of the most dangerous types of dandruff, yet is seldom suspected. The refuse it produces clogs the pores and hair follicles, causing itchy scalp, falling hair and prevents the dormant hair roots from growing new hair. No wonder so many stay bald. All the hair tonics, ointments and soaps in the world will not grow new hair, as they treat only the surface conditions. But now a new method enables those with thin, falling hair and bald spots to quickly remove this clogged up thin outer skin of the scalp, thus permitting pores and follicles to absorb air, sunshine and receive the stimulating influence of a scalp compound, thereby activating the dormant hair roots to function and grow new hair in many instances. It is believed in certain scientific circles this new method will completely outdo all other means of growing hair. Full instructions on how to proceed are published in a treatise called "HOW HAIR GROWS" now being mailed absolutely free to readers of this magazine. Send no money. Just name and address to Dermolay Lab, Desk 312-E, No. 1700 Broadway, New York, N. Y., and treatise will come by return mail postpaid, free. If pleased tell friends.

Send **RADIO GUIDE**  
to Your Boy or Girl at  
School—\$1.25 for 6 Mos.

**Voice of the Listener**

This department is solely for the use of the readers as a place in which to voice opinions and exchange views about radio. Address your letters, which **MUST NOT** exceed 100 words, to VOL, RADIO GUIDE, 731 Plymouth Court, Chicago, Illinois

**It's Half and Half**

Dear VOL: Do the farmers and others really like hillbilly music or do the radio entertainers just think they do? The sponsors of a program catering to farmers consider songs like Pale Moon and I Love Life too hightoned for their reception. Can this be true? I wish a survey could be taken to find out just what type of music rural people like to have over the radio.  
Moorhead, Minn. L. H. N.

**Hale Columbia, NBC**

Dear VOL: My family and I think Vic and Sade and Ma Perkins are two of the best programs on the air, but the announcers on both programs are abusing them something terrible.

Today Bob Brown took six minutes time for advertising and left nine minutes for the actual program. Jack Brinkley took seven minutes time for advertising and left eight minutes for the actual program.

The advertising is getting to be so boring and distasteful, it really turns one away from the product. We realize the fact that advertising supports our programs but cannot see why the sponsors don't wake up.

Reeder, N. D. Lorne B. Hale

**All in Step But Lanny**

Dear VOL: We, too, enjoy Jerry Cooper's romantic voice, Wayne King's smooth music, Conrad Tibbault's excellent performances and in spite of, or because of, his showmanship, Eddy Duchin's gay piano offerings. Ted Fiorito's band and vocalists might well be sponsored without additional talent which would be superfluous with his clever entertainers available. As Verne suggested, the talented maestro should be required to play more

of his piano solos which are as delightfully unique as his orchestral arrangements. Speaking of lionizing—ballyhoo made a star of a man with a mediocre voice and I mean—HELP!—Lanny Ross.  
San Francisco, Cal. Wilda Smith

**Allen-ation Suit?**

Dear VOL: I should like to ask Evans Plummer why he dares to be sarcastic toward Fred Allen. In his column he stated what he would do if he claimed to be a comedian. Did it ever occur to you, Mr. Plummer, that Fred is a comedian and not just by his assertion? His winning sixth place in the popularity poll proves that the public hasn't tired of his humor even if you don't approve of it. Let's give plums to original (no, his jokes weren't heard by our grandfathers) Fred and prunes to Plummer. What do other Allen fans think?  
Cumberland, Md. Peg

**Mere Alle-Gory**

Dear VOL: You don't want to receive letters of more than 100 words. Well, I could give you just one that would describe the supposedly most gruesome program on the air, Lights Out, but I'm afraid you would not print it. I certainly am sorry that I stayed up until 12:30 to listen to a program that was no more thrilling than a bed-time story. Whoever writes these plays is the bunk. You can throw a pancake at him unless he writes more thrilling plays. If he does I guess I can wait up until 12:30 again.  
Montreal, Quebec, Can. Montrealer No. 5

**We Want Parker!**

Dear VOL: You say you don't get letters commenting on Frank Parker. This is the second time I've written about him, and I did not see my opinion voiced in RADIO GUIDE. I certainly agree with Miss C. M. Keffer that we should hear more about such a marvelous singer as Mr. Parker. Gerry Riordan does not listen to the Gypsies or the Benny program when Frank isn't there. He isn't the only one who feels disappointed because of the change. Frank always has been and always will be my favorite radio star. May he have all the success due him on his new program!  
Chicago, Ill. A.A.N.

**An Open Letter**

Dear VOL: To those who come under the "I like anything" class of listeners—this letter will mean little.  
For those who accept radio in, shall we say, more or less of a serious vein, may I ask, what is their answer to the question, "Why do such programs and artists as these: Breakfast Club, NBC; Words and Music, NBC; Star Dust, WAAT; Ted Malone, CBS; Happy Jack Turner, NBC; J. L. Fogarty, and several others, remain unsponsored while many others rating way below these mentioned, obtain sponsors?"  
I firmly believe that to the best of their ability listeners will cooperate with sponsors when their programs please. Don't the sponsors want to please their public?  
Bloomfield, N. J. L. C. Girvan

**Program Locator**

*(Continued from Preceding Page)*

Remington Rand Type-writers	See March of Time	Thomas, Lowell	NBC	6:45 p.m.
Rendezvous	NBC 8 p.m. only	Thrive Dog Food	Daily ex. Sat. & Sun.	
	Wednesday 1:15 a.m.	Tibbitt, Lawrence	CBS 8:30 p.m.	
	Thursday only	Time Magazine, Inc.	See March of Time	
Rhythm Symphony	NBC 5 p.m. only	Today's Children, sketch	NBC 10:30 a.m. Daily ex. Sat. & Sun.	
Rich, Irene	NBC 8 p.m. only	Town Hall Tonight	NBC 9 p.m. & 12 mid. Wednesday only	
Rogers, Buck, Adventures	CBS 6 & 7 p.m. Mon., Tue., Wed., Fri.	True Story Court of Human Relations	NBC 9:30 p.m. Friday only	
Romance of Helen Trent	CBS 2:15 p.m. Daily ex. Sat. & Sun.	True Story Magazine	See True Story Court of Human Relations	
Roses and Drums	NBC 5 p.m. Sunday only	Twenty Mule Team Borax	See Death Valley Days	
Scott's Emulsion	See Heatter, Gabriel	Uncle Ezra	NBC 7:15 p.m. Mon., Wed. and Fri.	
Shell Oil and Gas	See Jolson, Al	Union Central Life Insurance Co.	See Roses and Drums	
Show Boat, variety	NBC 9 p.m. Thursday only	United Drug Co.	See Rhythm Sym.	
Sinclair Gas and Oil	See Sinclair Minstrels	Vallee, Rudy, Variety Hour	NBC 8 p.m. Thursday only	
Sinclair Minstrels	NBC 9 p.m. Monday only	Vanished Voices	CBS 6:35 p.m. Monday & Wednesday	
Singing Lady	NBC 5:30 & 6:30 p.m. Daily ex. Sat. & Sun.	Vic and Sade	NBC 3:30 p.m. Daily ex. Sat. & Sun.	
Singin' Sam	CBS 7:30, 11:15 p.m. Monday only	Vick's Vapo-Rub	See Moore, Grace	
Sloan's Liniment	See Warden Lawes	Vince	See Thomas, John Charles	
Smith, Kate	CBS 7:30 p.m. Tues., Wed. & Thu	Voice of Experience	CBS 12 noon Daily ex. Sat. & Sun.	
Socony Vacuum Oil Co.	See Sketch Book	Wedge Grape Juice Co.	See Rich, Irene	
Sketch Book	CBS 8 p.m. Friday only	Welcome Valley	NBC 8:30 p.m. Tuesday only	
Songs and Stories	NBC 4:15 p.m. Monday only	Western Clock Co.	See Dream Dramas	
Spearmint Gum	See Just Entertainment	Wheatena	See Popeye, the Sailor	
Squibbs Products	See World Peaceways	Whenties	See Armstrong, Jack	
Stamp Club	NBC 7:15 p.m. Mon., Wed. and Fri.	White Flash Oil and Gas	See Atlantic Family	
Standard Oil and Gas	See Lombardo, Guy	Whiteman, Paul, orch.	NBC 10 p.m. Thursday only	
Stoopnagle and Budd	CBS 9:30 p.m. Tuesday only	Winchell, Walter	NBC 9:30, 11:15 p.m. Sunday only	
Story of Mary Martin	CBS 12:30 p.m. Daily ex. Sat. & Sun.	Woodbury Facial Cream	See Dangerous Paradise, drama	
Studebaker Cars and Trucks	See Himer, Richard	World Peaceways	CBS 9:30 p.m. Thursday only	
Studio Party	NBC 10 p.m. Tuesday only	Wrigley Gum	See Myrt & Marae	
Studio 7	NBC 11:15 a.m. Tues., Wed. & Thurs.	Your English	NBC 3:00 p.m. Sunday only	
Sun Oil Co.	See Thomas, Lowell	Z. B. T. Baby Powder	See Famous Babies	
Sunday Evening Hour	CBS 9:00 p.m. Sunday only			
Super Suds	See House of Glass			
Sweet, Blanche	CBS 11:15 a.m. Mon., Wed. and Fri.			
Swift Products	See Studio Party			
Tastyyeast, Inc.	See Johnson, Johnny			
Taylor, Mary Lee	CBS 11 a.m. Tuesday & Thursday			
Tender Leaf Tea	See One Man's Family			
Texaco Gas and Oil	See Duchin, Eddy			
Thomas, John Charles	NBC 9 p.m. Wednesday only			

**—Here Are the Answers!**

**Smashing Collection of True Detective Stories, All Taken from Real Life:**

**Mass Murder on the Mesa**

By Captain William Bright of the Los Angeles Homicide Detail

**What Really Happened to Dickinson**

By Chief of Detectives Fred Frahm of the Detroit Police

**The Riddle of the Nude in the Cemetery**

By Detective Lew Barker of the Peoria, Illinois, Police

**The March of Crime—November**

The Situation Back 100 Years

**Sterilization—Fritz Haarman, The Cannibal Butcher**

By Ex-Operative 48

**Horror on the Fourth**

By Aubrey C. Hopkins, Captain of Detectives, San Antonio Police Department

*These and Others Make an Assortment of True Detective Reading Matter Unequaled. See*

**OFFICIAL DETECTIVE STORIES**

November Issue—On Sale at All Newsstands, 10c

# "Give a Fellow a Break"

(Continued from Page 13)

Summit . . . Car Fourteen."

At No. 507 Summit, Kierstead and Woods found an excited mob of neighbors, the enraged Mr. Anderson, a policeman—but no evidence whatever that an intruder had been present. The slippery burglar had disappeared—and how!

"We chased him across a parking lot," related Anderson. "When he came to an eight-foot fence I thought we had him. But no sir! He just stuck his hand on top of that fence and vaulted over it like it was a skipping rope! He . . ."

But Kierstead waited for nothing more. He did a little vaulting himself—into the two-way radio car, and this was the message he sent back to Headquarters:

"Car Six, Kierstead reporting . . . House-breaker has escaped from 507 Summit, but probably is in hiding in the district."

And Headquarters replied:

"Patrol the district as well as you can with Car Fourteen . . . We're sending more men and further instructions."

Kierstead hardly could hear the last part of this message for the siren of Car 14, which had just pulled up beside him. And out of it leaped the famed Four Horsemen of the Jersey City police force—they're all Sergeants now: Detectives Keating, Curtin, McDermott and Maglone—men who for long had been the spearhead of police thrusts against major crimes. Needless to say, that spearhead had been directed by radio.

From then on, there followed one of the neatest, most scientific bits of police organization in the entire history of the Jersey City police. To appreciate it to the fullest, one must remember that to look for a vanished crook in crowded Jersey City

—where there are no crook hangouts—is like looking for a needle in a haystack. But perhaps the best way of locating a needle in a pile of hay is to use a powerful electro-magnet—and the magnet chosen by the Jersey City police was radio.

From Headquarters, order after order ripped through the ether to cruising patrol cars.

"Car Four . . . Proceed to Van Riepen Street at the corner of . . ."

"Car Eight . . . Take your station at the corner of Summit and . . ."

So it went on, until six radio cars and the big emergency car, loaded with policemen, had blocked off completely the four squares around the home of Frank Anderson. Then, with cars cruising along each side of this square, with guards posted, dozens of policemen began to search the streets, lanes, back yards, cellars, deserted buildings, even the bushes within the blockaded area.

And—such is the power of the two-way police radio system—each cruising car knew at once whenever anything interesting was sighted by any other car. For, routed through Sergeant Sullivan's main switchboard back at Headquarters, Car Four could talk to Car Six—or to any other car and every other car engaged in the chase!

In all those four squares there wasn't a back yard that had not been searched. And for almost three hours everyone who tried to leave the suspected area by street or alley was scrutinized closely by the police and—if it happened to be a man who answered even remotely to the broadcast description—stopped and questioned, quietly but firmly.

And then, by a sort of poetic justice,

the criminal was discovered by Kierstead—the very officer who had received the first radio flash!

Kierstead had been assigned the job of searching one-fourth of a city block. He had done so with supposed thoroughness—and found nothing. Again he had covered this beat, and again until . . .

It was in the back yard of a house at No. 27 Van Riepen Street. Twice before Kierstead had scrutinized every available detail of this well-kept back yard. This time he looked around and made a mental inventory of the place. Neat back porch, he noted, with an iron grille extending from its edge to the ground. It was a strong, unbroken iron grille, and it seemed to fit tightly. But then Kierstead noticed something which, up until that moment, had escaped even his careful eye.

It had been raining earlier in the day. The ground was still wet. And in the earth just outside of that apparently tight-fitting grille, there were faint marks. They arced outward from one edge of the grille.

Warily, Kierstead peered into the gloom beneath that back porch. As he did so, he drew his gun.

Far inside, up against the wall, was a shadowy figure.

"Come on out," said Kierstead. "It won't do you any good to resist. We've got the whole district surrounded."

"Okay," murmured a weary and dejected voice from the semi-darkness.

His name was Simon Zeruba, and his front was salesmanship. He always saw to it that he had a job as salesman, on commission, working for some firm or other. Thus, whenever at any time the police might choose to question him, he always could prove that he had respectable employment. This, however, had not prevented him from going to jail for larceny in Baltimore, Maryland, on two occasions—once for three months and once for a year. Nor had it saved him from a two-year stretch for burglary in New York, where he had operated under the name of Lester Fredsall.

Zeruba was sentenced to serve from three to seven years, by Judge Brown of Jersey City. Immediately after receiving sentence he announced his intention of going straight upon his release.

"Trouble with crooks is," he confided to a kindly policeman, "that we get away with it a few times and think we're pretty good. But the dice are loaded against a crook. Sooner or later the law gets you. If police radio had been going full blast when I was a kid, I think I'd have stayed straight. Nowadays a crook just hasn't got a chance."

Which, coming from one who speaks from experience, seems to be pretty shrewd philosophy.

## Radio Goes Overboard

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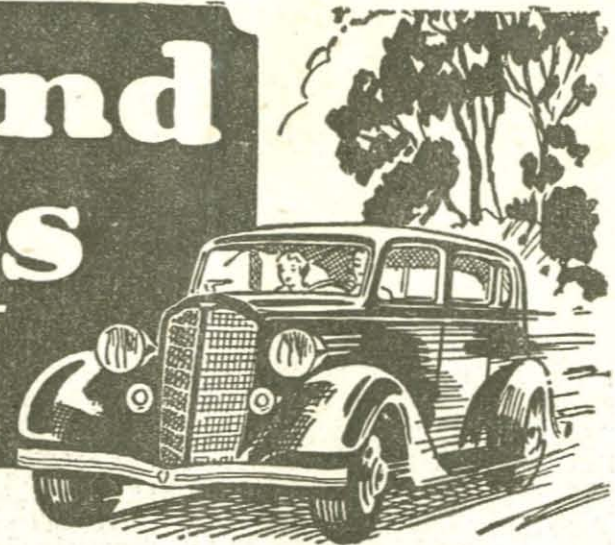
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**A FEW HAPPY PRIZE WINNERS**  
Names on Request



Study the picture of the country road and see if you can find ten of the hidden faces. Sharp eyes may find them. Some of them look straight at you, some are upside down, others are sidewise. Look for them in the clouds, tree, around the dog's legs, in the bushes, etc. It is not as easy as some people may think. Don't give up—keep looking, you may find them. Mark the faces you find and send to me quick with the coupon.

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Think of it! Now thousands and thousands of dollars to be paid to new prize winners. Our Company is reliable and if you are declared first prize winner, you take absolutely no risk, according to plan which your answer brings, then you get new Buick 8 Sedan and if prompt \$1,250.00 cash besides or \$2,250.00 if all cash is preferred.

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**\$1,250.00  
CASH**

Send answer quick and we will tell you how the winner gets \$1,250.00 cash

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Remember send not one penny with your answer. All you do now is to find ten faces if you can and mail the coupon. Send answer right away. Three prominent and reliable judges will see that the prizes are awarded honestly and promptly. Thousands of dollars in special cash awards. Over 100 grand prizes in all and many special prizes.

### PRIZE MONEY NOW IN BANK

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**G. F. STAYTON, Pres., Dept. 4-A,  
1912 Grand Ave. Des Moines, Iowa**

You will receive the Buick 8 Sedan and if prompt, \$1,250.00 cash besides, or if all cash is preferred, you get \$2,250.00, if you win first prize according to the plan which the answer will bring. Send your answer quick. Don't delay. There is a \$1,250.00 cash prize for promptness if declared first prize winner. Mail this coupon today.

Oh boy, what you could do with \$2,250.00 cash all at one time. Think of the joy of having the money to provide the better things of life. New clothes, furniture, bills paid, a new home, education, travel, etc. Nothing hard to do now. But act quick.



Dept. 4-A, I found \_\_\_\_\_ faces.

My Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

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