

FRED ASTAIRE'S TRUE LIFE STORY

Radio Guide

E8CBDMT8DB7

THE NATIONAL WEEKLY OF PRO

WEEK ENDING SEPTEMBER 19, 1936

10
CENTS



JEAN DICKENSON
Ex-Hollywood Hotel Star

Painted by C. E. Rubino

8 STARS TELL WHAT BEAUTY IS REALLY WORTH

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Official Radio Queen Ballot

(Mail to Radio Queen Editor, Radio Guide, 731 Plymouth Ct., Chicago, Ill.)
See Back Cover for Details of Queen Contest

My Choice for Radio Queen of 1936 is

My Name is

My Address is

(The Editor of Radio Guide will also appreciate the following information)

I am a Mr..... a Mrs..... a Miss..... (check one)

My age is..... There are..... in my family (insert how many)

who read Radio Guide. How many are men?..... Women?..... Children?.....

What member of your family buys Radio Guide?.....

Do you buy Radio Guide each week?.....

(Can Be Pasted on a Penny Post-Card)

Readers of Radio Guide will choose Radio's Queen for 1936, using the ballot above. See page 10 of this issue for complete details of this amazing Queen contest

Medal of Merit

AWARDED TO
THE BREAKFAST CLUB



DO YOU get out of bed grumpy? Do you sneer at the reflection you see in the mirror? Do you kick the cat? Do you damn the alarm clock that woke you and the sunshine that blinds you?

Then, sister or brother, you need the Breakfast Club.

The Breakfast Club is a Believe-it-or-not organization which meets each week-day morning in the Chicago NBC studios. It is composed of miracle men and occasionally of miracle women. I call them miracle men because, when a man can wisecrack before breakfast and make people like it, that's a miracle. And when a group of musicians can play pulse-prodding music that

makes your heart leap and your toes tickle before you've had your corn flakes, that's a miracle.

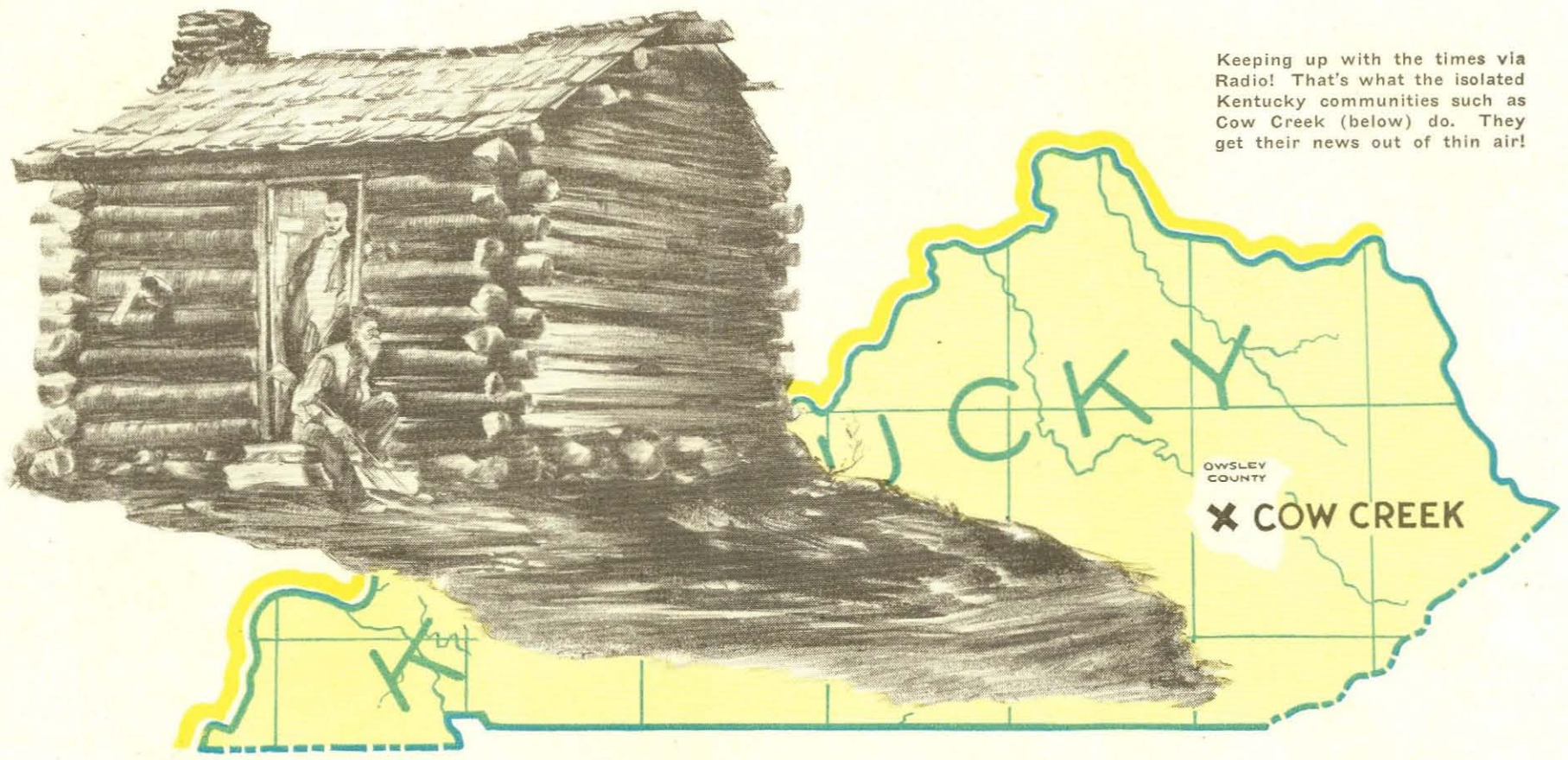
The Breakfast Club accomplishes that daily. And listeners like it. I have a drawer full of letters to prove it.

Most daytime programs labor in the anonymous desert of an

on-again-off-again career. It has become axiomatic that the biggest stars perform at night. So, for the best things on radio, we usually listen after dusk. But let me tell you, there's many a fine program broadcast while the sun still shines. And the best and most deserving of them all, according to many listeners whose tastes I respect, is the one that daily sweetens up millions of green persimmon dispositions. That is why we are happy to award to the Breakfast Club, to Don McNeill and Walter Blaufuss and Clark Dennis and Helen Jane Behlke and all the others who are such joyful eye-openers for a world of early morning grumps, the Radio Guide Medal of Merit.

Sincerely,

Curtis Mitchell



Keeping up with the times via Radio! That's what the isolated Kentucky communities such as Cow Creek (below) do. They get their news out of thin air!

YOU'VE never heard of Cow Creek, Owsley County, Kentucky, or of its population of forty souls, its "squirreling," its Reverend Albert Tull or as Grandpap Adum.

For that matter, Cow Creek most likely never heard of your fine town (unless you happen to live in New York or in Washington or in Lexington, Kentucky). The fact that your town's automobile club boasts of ten thousand members, or that it has the biggest motion-picture theater in the county, means nothing, because only four Cow Creekers ever saw an automobile, and only two ever saw a movie.

But you and Cow Creek probably listen to the same comedians, dance to the same music and follow the same recipes for home-made crab-apple jelly.

For radio has come to Cow Creek! It came only a short time ago, came in a battered old car, up the ten miles of dust and dirt which separates the little village from the outside world.

came into a nudging, even hostile crowd of lean, long-legged mountaineers in faded overalls, women in calico dresses, children with flaxen hair and wide-open blue eyes. It came plumb into an atmosphere of:—

"Cain't be done! Anybody with a mite of gumption knows you cain't hear voices in the air unless you're one of God's prophets or filled up to the gills with corn likker!"

And in the manner in which radio came to Cow Creek and what it did to Cow Creekers lies a story—a story which is as much a part of radio's annals as sending out programs from the middle of the sea or saying "Hello, world; Happy New Year!" from every capital of Europe in three minutes.

TAIN'T so!" Grandpap Adum shifted his chaw and brought the butt of his squirrel rifle to the ground with a thump. "'Tain't so, I tell you! Why, anybody with any sense at all . . ."

"But Grandpaw, it is too so," cried Willy Adum, wriggling his toes excitedly in the dust of the lane.

"Teacher was atellin' us all about it in school today. He says the University 'way down to Lexington is

RADIO COMES TO Cow Creek

"It Cain't Be Did!" Kentucky Mountaineers Said About Broadcasting. Then Voices Started "Comin' Right Out'n the Air!"

by JULIAN FUNT

again' to send us a radio set and that Brother Tull is agoin' to run it for us. Why, he says, we can even hear the President talkin' in Washington sometimes . . ."

"The President! I don't want no more of your sass, boy!" Grandpap sat down on the steps of the Community House, one of the few frame buildings in Cow Creek.

"But there's the sign," insisted Willy, pointing to a new and shiny square of sheet-iron affixed to a near-by post. (This announced in neat black letters: "Listening Center No. 1.") "A feller is bringin' the radio in an auty-mobile."

"Cain't read it, but it makes a right peart target," answered his grandfather. "I figger to put a shot through the center of that little curlycue in the middle." He picked up his battered rifle. His hand was steady de-

spite his seventy-odd years. Before Willy could protest, the gun cracked, the sign resounded like a drum and a neat hole appeared exactly in the middle of the C in "Center."

AND as for what you said about an auty-mobile," Grandpap continued imperturbably, "I seen some of them contraptions on the big road once when I was squirrel-huntin' down in the valley. But if you think one of 'em could get here up the crick-bed—well, you've got another think acomin'."

"I'm afraid you're mistaken this time, Mr. Adum," boomed a genial voice at his elbow.

The Reverend Albert Tull, a big fellow wearing a coat in defiance of all Cow Creek custom, had stepped out of the Community House upon hearing the shot. Now he stood listening intently as he looked down the stony

trail which was the village's only means of contact with the outside world. "I think I hear a car coming now."

But it was an hour before the automobile actually appeared around a bend in the gully. Its radiator was battered. One side sagged drunkenly, the result of a broken spring. A front tire was flat. But at last the car stood panting and boiling in front of the new sign—the first car ever to have made the ten-mile trip from the main road into Cow Creek.

A grimy and sweat-soaked individual, whom Brother Tull introduced as Elmer G. Sulzer of the University of Kentucky, crawled out of the driver's seat. With the help and advice of the Adums and most of the other forty residents of Cow Creek he managed to extract a clumsy old battery-operated radio from the tonneau. This had ridden up the gully in the arms of Sulzer's assistant, who now staggered forth and rubbed his arms and legs, groaning loudly. Despite his care, however, two of the legs of the cabinet, which had projected out of the car window, were broken.

THE damage was repaired with hay-baling wire, and the "contraption" finally was set up in the yard of the Community House. Next, the storage batteries were connected and an aerial was strung between two trees.

"Well," sighed Sulzer, "I thought for a while I'd have to put a joint in the car to get it around those bends in the trail. Bugged down to the axles five times, had to jack the rear end off of rocks nine other times, and got a fellow with a team of mules to haul us up one steep grade. But we made it. Now let's see what we can pick up."

He threw the switch. From the loudspeaker emerged the most astounding collection of shrieks and howls ever heard by man.

"Be that the President aspeakin'?" inquired Grandpap Adum with a straight face.

Sulzer pretended not to notice the spreading grins on the faces of the people who were standing around him.

(Continued on Page 20)

Does a Woman's Appearance Help Her to Get Jobs—Make Friends—Attract Men? Here's the Truth Told by Eight Stars!



WHAT

THE creation of beauty is America's fourth greatest industry. Women pay a terrific price for beauty. They have their faces lifted; they have steam roller-like devices pass over their bodies; they go on seven-day diets, eighteen-day diets, grapefruit diets, banana diets, orange-juice diets. Whenever somebody thinks of a new diet women are ready to try it!

Beauty surgery flourishes; women who want Irish noses or Greek noses order what they want just the way they order their daily meals.

If their hair is straight, they will sit under permanent-wave machines that look like instruments of torture to have waves put in. If it's naturally dark, they'll bleach it blond; if it's naturally blond, they dye it red; if it's platinum, they go "brunette." And it's all supposed to be in the interests of beauty.

But no one has ever gone thoroughly into the question: What is beauty really worth? Does it help women get jobs? Make friends? Attract the men they want? Or is it possible that beauty is sometimes a nuisance? That

instead of helping it keeps women from getting what they want?

I made up my mind to find out from the women best qualified to answer—women nationally acknowledged as beauties. I went to Ray Lee Jackson, famed NBC photographer, and Joe McElliott, the official CBS photographer, and asked these two men, who have photographed thousands of beautiful women, to name the most beautiful women in radio. Among the women mentioned were Jessica Dragonette, Niela Goodelle, Alice Reinheart, Joan Marsh, Carol Deis, Rosemary and Priscilla Lane and Margaret Johnson (Honey Chile). With this list in mind, I went to see these eight women and I asked them my question.

THERE'S no doubt," said blond, blue-eyed Margaret Johnson, "that having 'show-girl' looks usually cinches things for you.

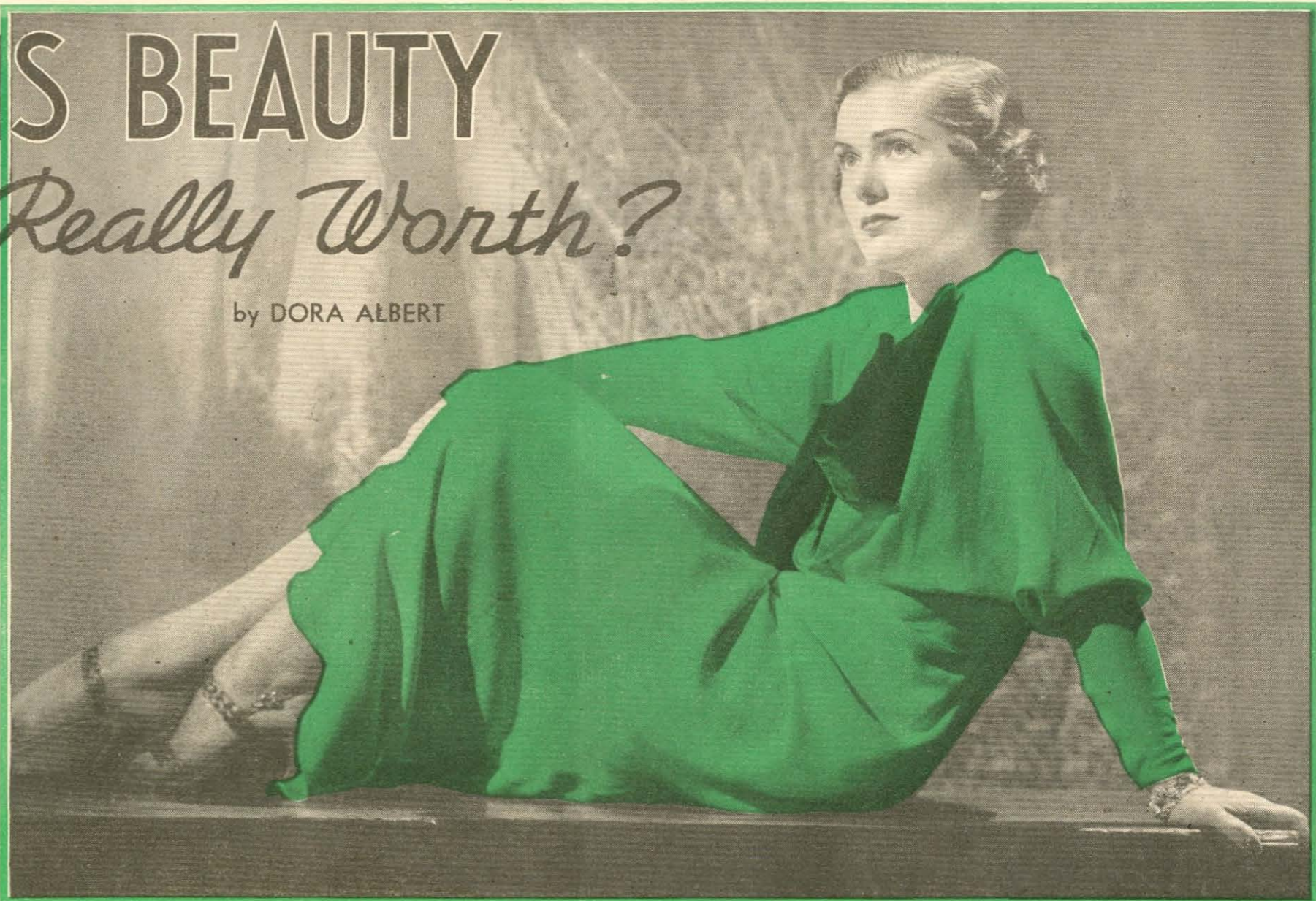
"I know that even when I was going to school, I'd never do anything for a teacher who wore orthopedic shoes and had a knot in her hair. I liked to work for the prettier teachers.

"That sort of thing holds true all

Priscilla Lane (above, left) found good looks an aid to her career. Niela Goodelle (above) dislikes having to "dress up," although it isn't much of an effort for her to look lovely

IS BEAUTY Really Worth?

by DORA ALBERT



"The voice of a singer isn't the only thing that counts." That's what Carol Deis says. She tells why beauty is important to women in radio

through life. I came to New York with the idea of becoming a pianist and took a job selling candy in order to earn expenses. One day a photographer came into the store where I was working and asked me if I'd like to pose for commercial photographs. That was the first job that I got because of my personal appearance.

LATER on, I was one of a trio of girls that included my twin sister and a beautiful red-headed friend of hers. None of us could sing very well, but we got a great many jobs making movie shorts because we were considered a good-looking threesome.

"And it was largely because of personal appearance that I got my present job in radio, playing 'Honey Chile' on Bob Hope's program. A girl from Mississippi was favored for the job. Bob had heard records of her voice and had been impressed favorably by her southern accent.

"But when she finally came to New York, the executives didn't know what to do. Though she had had dramatic experience, she was unattractive in appearance.

"My agent urged me to go down to see Bob Hope. I went, but I came late, and was told to wait in the rehearsal room. Then Bob Hope walked in. We were introduced and began to chat. Every time he wise-cracked, I came back with some dumb remark, just as Honey Chile would.

"Wait here," he said. 'I'm going to tell the other girl that we've already picked Honey Chile. We have. It's you!'

"The other girl was given her fare to Mississippi," Margaret added with her typical simplicity.

"A pleasing personal appearance helps professionally, but is a nuisance socially," said Joan Marsh, whom you hear singing each week on the "Flying Red Horse Tavern." Her blue eyes sparkled. She has honey-colored hair and a lovely figure.

"People are very critical of an attractive woman," Joan added. "Then, too, her attractiveness may stand between her and other women. If Margie and Dinah and Grace and Sophie go to a party, and the men all flock around Sophie, that builds a wall around Sophie. Sophie may be a perfectly nice girl, but the other women will resent her presence."

Only recently Joan was one of a group of eight people, four men and four women, invited to a dinner party. During the course of the evening, all four men drifted over to her chair.

Perhaps her vanity might have been flattered by this, except for the fact that she knew that she was making three bitter enemies. She tried to include the other women in the conversation, but they seemed to bristle like

porcupines. She whispered to the men: "Listen, you're not being fair. Why don't you talk to the other women? After all, you came with them, don't you think you should . . ."

One of the men asked, "Can't we talk to whomever we want?"

"Personal attractiveness may not even help professionally. It didn't help me to get into radio," Joan continued. "A year ago I appeared on a theater stage with Rudy Vallee in Toronto, Canada, and as a guest on his radio program. I confided to Rudy my ambition to get ahead in radio.

"I think you're making a mistake," Rudy Vallee assured me. "Radio is not your field. You have to be seen to be convincing."

The Lane Sisters—Priscilla and Rosemary—admit that their youthful good looks did help them to get into radio. They had had no previous theatrical experience when they met Fred Waring casually in a publishing-house, yet he offered to give them an audition right then.

"Keeping yourself well-groomed helps, of course," said Rosemary. "Being pretty is an asset, but being beauti-

ful—really beautiful—may be a handicap. I know a woman who has a lovely voice, but she is so beautiful that no one is willing to believe that she can really sing. She is dark and vivid, and could be a professional model if she wished. But it's a singing career she's really after, and she has never been given the recognition she deserves.

"Then there's Ann Sothern of the movies. Did you know she has a beautiful voice? You didn't? That proves my point. When you see her in the movies, you're so busy paying attention to what she looks like that you don't even listen to her when she sings."

"A pleasing personal appearance is an asset in a radio career," Jessica Dragonette admitted. She looked exquisitely beautiful in a white-satin gown with a long train. She had white orchids in her hair.

I'VE always laughed at the way in which men are smitten by Jessica—at the way in which they insist on regarding her as an angel instead of as a human being. Now I can understand it. There is something ethereal-looking about her.

Jessica's sponsors have told her that they are delighted with the pains she takes with her appearance. They feel that her studio audience would be disillusioned if Jessica did not look so exquisite, and they are happy that she helps to preserve the aura of beauty her voice creates.

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Alice Reinheart's radio chance came because she looked like Lupe Velez!

Tune In, America!



Sound effects man to the right of him, sound effects man to the left of him. Phillips Lord (center) puts the finishing touches on a "thrill" he will bring to the air



"Come On, Let's Sing!" Homer Rodeheaver (above) shouts to the studio audience so they, in turn, will inspire the listeners-in to join the "Come On, Let's Sing" program which he directs. (Right) Helen Brown, talented actress who plays the dramatic part of the mysterious widow in the popular "Pepper Young's Family," heard regularly over NBC



Rudy Vallee (left), the bandleader, drops in to see Judy Starr and Paul Douglas during a rehearsal of the show they're preparing for their next broadcast



"Henry Busse and His Orchestra" is the unusual title given to a new show featuring Henry Busse, the trumpet-playing maestro, and his dance orchestra. The show, which began over the National Broadcasting Company's red network on September ninth, brightens an afternoon spot, and spells "good news" to Busse fans from coast to coast



Left, standing: Honey Dean, blues-singer extraordinary, adds her talents to the great galaxy of stars who have been recruited for this year's "Show Boat." Left, above: Orchestra leader Al Goodman raises his baton as a sign that the "curtain" is about to go up for the evening's show



Show Boat

1936 Style

Right, standing: Helen Jepson fans are being treated to one of the arias which have made her such a radio favorite. Right: Lanny Ross, with Tommy Donnelly, now a permanent "Show Boat" personality. Left, center: Ross Graham (attired in white) leads and inspires the "Modern Choir"



What's Happened to

BROKENSHIRE?

*The Odds Were 1,000 to One
Against Him When He First
Started. They Still Are. But—*



Norman Brokenshire, the mellow-voiced announcer, who has made radio history with his ups and downs on the ladder of success and failure

NORMAN BROKENSHIRE, the "How DO you do" radio man, is not doing so well right now. Doing nothing, in fact, but he's having a lot of fun doing it.

For "good old Broke" is that way again.

He's the announcer whose voice is as mellow as a desert moon, who talked himself into the upper brackets, then talked himself right out again. Who could name his price in any studio, and who, at 38, is virtually a hermit, spending his time contemplating what price fame and realizing it's cheap at any price.

They called him "good old Broke"

when he had money. He went through two fortunes—he saw the world beat a path to his door. He took his fun where he found it. And now he has come at last to seclusion in a cozy little cabin at Lake Ronkonkoma, a sparkling little lake on Long Island where pines parade down the ridges and weeping willows sigh and swish and murmur lullabies in the twilight winds.

There sits "good old Broke," penning his memoirs by the timid flare of a kerosene lamp. He's too broke to have electricity.

"But I'm coming back," says Brokenshire, the man who has had a hundred last chances.

And the chances are he will come

back. Some day radio's forgotten man will come tearing out of the wilderness, saluting the world again—"How do you do, ladies and gentlemen, how DO you DO—this is Norman Brokenshire, the prodigal son, home from his wanderings."

And the studio tycoons probably will say as they have said before, "Here comes that DO-you-DO man again. Well, give him another chance."

Life has been just one chance after another for Norman Brokenshire—christened Norman Ernest by his Scotch father, who was a Presbyterian missionary in Murcheson, Ontario, when "good old Broke" was born on June 10, 1898. He learned early the story of "The Prodigal Son" and to look not on wine that is red. Ambitious even then, the lad walked three miles daily to school. And he did a man's job, firing the school's furnace, chopping wood, sweeping the classrooms and in extra minutes learning that all Gaul was divided into three parts. As janitor, he earned \$25 a year.

HE CAME to the United States when his father became pastor of the Wood Memorial Congregational Church at Cambridge, Massachusetts. "Good old Broke" entered and was graduated from Harvard Grammar School, thence from a manual-training school where he learned to use his hands.

When his family moved to Hollowell, Maine, the smallest "city" in the United States—with a population of 3,000 on Saturday—Norman opened a printing-shop in a woodshed. Within two years he had run all opposition out of business.

War came and the family was split. His father went to France; his mother to London to nurse an older son, Laurence, who was a war casualty. "Broke" went broke for the first time. He lost his print-shop, so he got a job as inspector in a shoe factory.

"Inspectors ran their fingers inside the finished shoes to make sure there were no nails sticking up," Broke explained. "My fingers lasted two weeks and so did the job."

He was a truck-driver for one week. The next week he was secretary to the firm's owner! But that went the way of other jobs, and Broke went to the White Mountains, opened a garage, went broke again, and took work with a general electric shop.

Still just a youngster, he joined the army, but, with typical Brokenshire luck, the Armistice was signed before he finished his training. So he became a Y. M. C. A. secretary—"good old Broke" teaching American youth to stay sober! He was only 19 then, the youngest "Y" hut secretary among

3,000. His job was to arrange entertainments, and there was born the yen to act. The DO-you-DO man came a long way from huts to penthouses—and then back to a hut!

Next he joined the ill-fated Interchurch World Movement as a campaigner, but soon he was again jobless and broke. He entered Syracuse University, where he studied forestry. Always he had liked the out-of-doors. As a lad he had hoped to be a mounted policeman. (Later in life he learned more about cops.)

"Good old Broke" suffered a breakdown as a welfare worker for the Near East Relief, and then tried working for an air-reduction company. When that went the way of Brokenshire jobs, it seemed nothing new would ever come again. Finally, nothing better showing itself, Norman Ernest Brokenshire poked his head into a tiny studio on West 42nd Street. A sign on the door said WJZ.

"What," asked Broke of a gum-chewing girl, "is the chance of getting a job as an announcer?"

"About 1,000 to 1," said the chewer, never missing a bite.

Broke wasn't such a gambler then. He took the girl at her word, and walked right out of the studio.

But later, scanning the want-ad section of a Sunday paper, he saw an interesting blind advertisement. Answering it, he was led right back to that same studio! There was a place open for an announcer.

There were 400 applicants. Four were accepted—Herbert Glover, Lewis Reid, Milton Cross and Norman Ernest Brokenshire—the Four Horsemen of radio.

"I didn't know music terms then, but Keith McLeod taught them to me" said Broke. "Announcers were not allowed to give their names in those days. I signed 'OON,' meaning 'Oh, Oh Nothing.' Another station was struggling along then—WEAF—and my biggest competitor was a fellow named Graham McNamee."

PROSPECTS were rosy for young Brokenshire. His smooth voice made him a sensational announcer. But even then Broke was beginning his role of "good fellow." He learned the stolen joys of night-clubbing, of card-playing.

Suddenly he got his punishment. He was sent to Washington to WRC. He settled down. He built the station new shows, and was rewarded with novel "plugs" by the Radio Corporation of America. Finally, he got back to his WJZ in New York. The station had gone to 50,000 watts, and he was

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by JAMES H. STREET

I'M SITTING on the porch of my cabin by the lake. I've been like this for many days—just sitting—thinking. Cars go by my place more often than they used to and they slow up as they pass. I can hear soft voices. Then someone points—they're saying "That's where Norman Brokenshire is hiding away. Remember him? He could have been the biggest man in radio."

Then they speed away and forget all about it.

But I don't!

Things happened all of a sudden a few days ago that prompted RADIO GUIDE to ask me to write a story of my life, and so now, as I sit on my porch, I'm dreaming of the past. The title of a song comes to me. Remember it—"I'm building up to an awful let-down?" Well, my great radio audience has built me up to a series of awful let-downs.

Now, I'm going to tell you when, how, and why . . .

All this began in 1924 because I was fired from my first job in the business world. It seems I was never meant to sit in an office. While looking for another place, I happened to be at 33



On Top Yesterday and Discouraged Now, Radio's Ex-"How Do You Do" Man Tells His Own Riotous Story!

lous way, I did it. I guess I will always be grateful to the memory of Tschai-kovsky, Saint-Saens, Rachmaninov and the rest—for I was told to report that evening at six to read the market and Dow Jones reports.

My very first assignment in radio was, as I see it now, an evil omen of what was to befall me. I was late! Had been too busy telling the good

"..SO SHALL YE REAP!"

By NORMAN BROKENSHIRE

West Forty-second Street and passed the door marked "Broadcast Central."

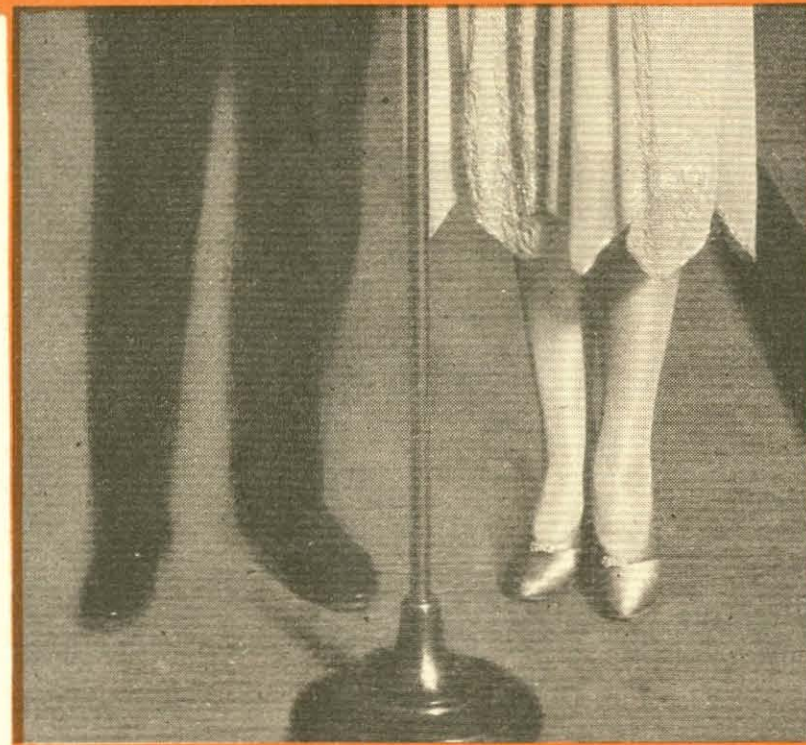
So I walked right in and asked "What are the chances of being a radio announcer?"

The quick answer was "One in a thousand."

So I walked right out again. But later I saw a blind advertisement, answered it, and to my surprise, the reply asked me to appear at 33 West Forty-second Street, Room 601—the same room I had paid such a short visit to, weeks before.

IT SEEMED the biggest thing in my life, so far, this little clipping from the *Times* and the printed card inviting an interview. And my hopes of getting the job seemed so small, for the advertisement read plainly: "Must

Brokenshire in happier days, with Fay Lamphier, "Miss America of 1925," after a history-making broadcast of the Atlantic City Beauty Pageant



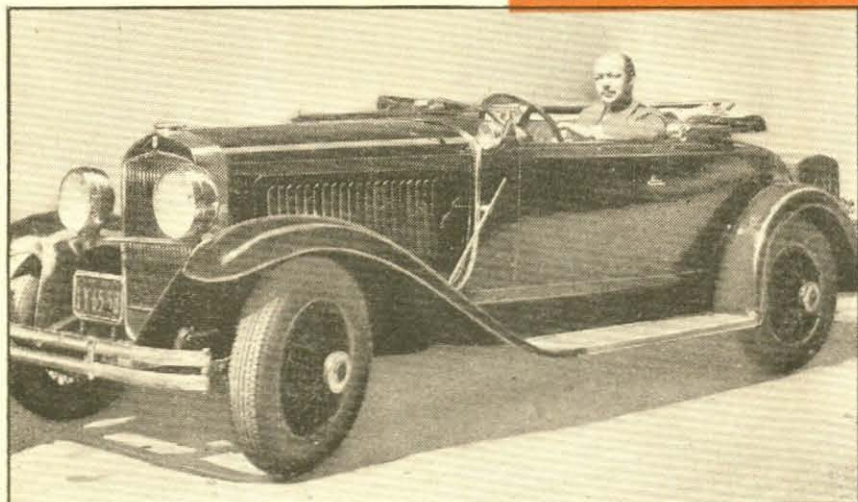
news and came rushing in, covered with perspiration and white with fear to find a regular announcer doing my work. Fortunately I was put on a later musical program and was accepted. The station, of course, was WJZ, of the Radio Corporation of America.

Although my programs were hit-and-miss, in a surprisingly short time my fan-mail was the largest the station had ever seen. Letters by the hundreds every day; gifts galore—everything from sturdy oak trees to home-knitted socks. Soon Mr. Popenoe disregarded prepared scripts and told the boys to do what I did—make it up as I went along, talk to the audience, not at it. It was I who fought and won the battle for the announcers' right to use our names. It developed it was I who was given all the important assignments.

IMAGINE my thrill when I was appointed the first radio reporter to bring to you such outstanding programs as the Democratic National Convention, the first Dawn-to-Dusk Flight, the Zev-Epinard Race, reception to the Round-the-World Fliers, the Woodrow Wilson Memorial services, the first broadcast of a circus, the Edison Memorial services, the inauguration of President Coolidge—in addition to the multitude of studio programs and the nightly parade of dance music from hotels and night clubs.

Yes, to me it was like a big dream—a never-ending vacation, for I loved music and excitement. But behind it all was brewing a storm that was to darken my bright pathway. It seemed to trail me through all my years in radio—sometimes quieting, but more often reaching the proportions of a hurricane. Petty jealousies developed in the station, new and dangerous ways of living outside. The night clubs were getting free advertising and were only too happy to supply abundant food and

(Continued on Page 45)



Fast cars, fast living—they seemed to be a natural heritage to a man whose voice thrilled millions of radio fans each day

have a knowledge of music terminology"—and I didn't even know what that was! Then, when I saw over seventy men waiting ahead of me, the little hope I had was shattered. However, later, when Mr. Popenoe, manager of the station, spoke so highly of me during the voice and diction tests before the microphone, I had more courage when it came to this problem in music.

I was first asked to pronounce a list comprising the names of all the famous composers—a list that looked to me then like a Chinese laundry ticket. I said confidently that if my voice and manner were suitable to this new work, surely a man could memorize a list like that in five or six minutes. They gave me exactly five! In my youthful zeal, in some miracu-

Picking RADIO'S QUEEN

How They Stand! Here Is the First Published List Showing the Leaders in the Annual Radio Queen Contest!



Flash! Jessica Dragonette, last year's Radio Queen, takes the lead again in this year's poll!

Above: (left) "Honey Chile" Margaret Johnson gets the laughs on "Atlantic Family on Tour"; Bernardine Flynn (above) provides drama on "Vic and Sade"; Ramona (right) sings songs, tickles the ivories for Paul Whiteman

KNOCK, knock!" Here are those words again, but this time it's no gag. It's opportunity that's knocking—the opportunity for you to do your bit for your favorite feminine radio performer.

As each week rolls around and you get your copy of RADIO GUIDE, you receive another ballot upon which to express your opinion of the leading ladies of radio. As usual, the coupon is on page two of this issue of RADIO GUIDE.

What type of radio shows do you like the best?

Comedy? If comedy's your forte, perhaps you'll feel that Margaret

STANDINGS TO DATE

- | | | |
|------------------------|-----------------------|----------------------|
| 1. Jessica Dragonette | 18. Lily Pons | 35. Vaughn De Leath |
| 2. Joan Blaine | 19. Sally Foster | 36. Gertrude Niesen |
| 3. Lulu Belle | 20. Helen Jane Behlke | 37. Kay Thompson |
| 4. Frances Langford | 21. Durelle Alexander | 38. Julia Sanderson |
| 5. Gracie Allen | 22. Irene Beasley | 39. Judy Starr |
| 6. Vivian Della Chiesa | 23. Dolly Dawn | 40. Connie Boswell |
| 7. Kate Smith | 24. Rosemary Lane | 41. Betty Lou Gerson |
| 8. Harriet Hilliard | 25. Ethel Shutta | 42. Marion Jordan |
| 9. Margaret Speaks | 26. Ruth Etting | 43. Mary Sothorn |
| 10. Grace Moore | 27. Helen Hayes | 44. Myrtle Vail |
| 11. Muriel Wilson | 28. Rosaline Greene | 45. Rachel Carlay |
| 12. Irene Wicker | 29. Helen Ward | 46. Donna Damerel |
| 13. Betty Winkler | 30. Mary Pickford | 47. Eleanor Powell |
| 14. Gladys Swarthout | 31. Irene Hubbard | 48. Portland Hoffa |
| 15. Loretta Lee | 32. Lysbeth Hughes | 49. Virginia Rea |
| 16. Mary Livingstone | 33. Rosemary Dillon | 50. Leah Ray |
| 17. Louise Massey | 34. Bernardine Flynn | 51. Irene Rich |

week to start. If you've been voting every week, this is the home stretch. Now, more than ever, your votes, and those of your friends, will count!

This Radio Queen contest is an important contest. To be crowned Radio's Queen by the nation is an honor for which many strive, an honor which can be bestowed upon but one.

Help to make your radio favorite the queen of stars this year. Help her to achieve a great honor. Vote for her this week. Every week!

Turn to page two of this issue of RADIO GUIDE. Clip the coupon you'll find there, fill it out and mail it to:

Radio Queen Editor, RADIO GUIDE, 731 Plymouth Court, Chicago, Illinois.

Bob Burns' GLORY ROAD

by HEZEKIAH JONES

THE other night after Bob Burns' broadcast I was "just settin'" with him in his dressing-room at NBC's studio in Hollywood when we got to talking about old times.

I asked Bob what was just about the finest recollection he had when he looked back at his early life among his kinfolk in Van Buren, Arkansas. Well sir, Bob lit the new pipe Bing Crosby has just given him and began to puff. He rared back in his chair and a kind of thoughtful look came into his eyes.

"Well, now, I'll tell you, Hezy. If you ask me, I can't think of nothing more wonderful right now than watching a sunrise on the Arkansas river. Maybe that doesn't sound like much to other folks, but you know what I mean. Why, I've seen the sun come up over the ocean, on the battlefields of France and almost anywhere in this country you can name. But anybody who wants a real thrill should go to Van Buren and get up real early some morning.

"I remember when I was a kid. We used to climb into a flat-bottom boat and row up the Arkansas river, almost to where it is joined by Lee's Creek. Now anybody who does that will see how beautiful the Ozark Mountains are where they chop right off at the river. That's where there is a high bluff covered with trees. When the sun gets up it looks just like a big gold bar shining through. I can't think of any-

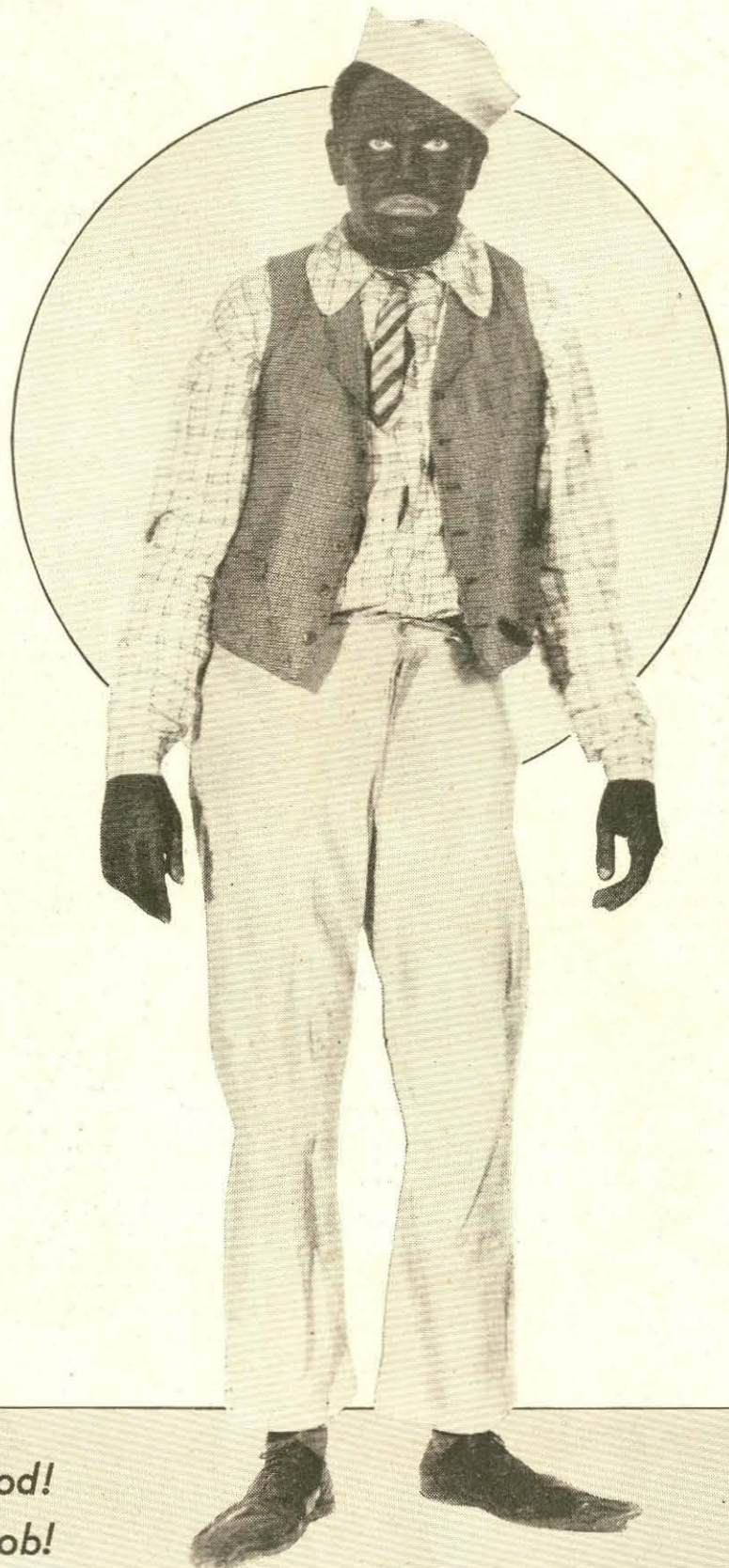
thing I'd like to do more than be able to row up the Arkansas river."

Maybe it's the way Senator Joe Robinson said once: "Bob Burns may look like a wrestler, but he has the soul of a poet."

Anyway, when the war was over, Bob was in an awful hurry to get home. Here he was, the champion rifle-shot of the whole A. E. F. and hadn't had one chance to shoot at the enemy. Bob was sure in an awful hurry to climb out of his marine uniform and get back to Van Buren.

I guess he wanted to make sure that everything he loved so much was just like he left it. That the river looked like it did in those days when he used to sit on a bale of oakum just day-dreaming and reading about pirates in Fields' Scrap Book, which Capt. Tom Arnold had given him and which was the only book young Bob ever gave a hang about. He wanted to climb those bluffs above the river again, find that clump of bushes which hid the entrance to Counterfeiters' Cave and crawl down inside like we used to do when Bob and I were kids pretending that we were pirates and outlaws.

BUT the bazooka wouldn't let him go right back to Van Buren. He had to stay in France with the Marine Band, playing around at hospitals. That's how it happened that Bob met and played his now famous bazooka before the former King of Spain.



*From Adventure to Adventure to Hollywood!
Ride the Rods, Go Hungry with Bazooka Bob!*



Bob, as he appeared in the Atlantic City days. He prospered briefly, but it began to rain—and he went broke!

Today, it's the laughs that count with Bob Burns, but when he played vaudeville in blackface, it was the meals that counted

"When I met King Alphonso, I was flabbergasted," Bob says. "So I told him, 'What am I supposed to say? I never met a king before.'"

"The king just laughed and answered, 'Say anything you want, old boy. It will be all right with me.' That made him all right with me so I let him try the bazooka. He didn't do any better than General Pershing, who couldn't get a note out of it. But I'll always believe that if the king had stayed with the bazooka long enough to master it, he might still be king."

Now while Bob Burns was still in France with the Marine Band he still did some shooting at rifle-meets just to keep his trigger-finger oiled up, and that reminds me of one of the funniest things he ever did. This happened on

the rifle-range while he was still teaching recruits. Bob was in back of the targets showing rookies how to push them up and pull them back down again when the shooting was over. Well, it just happened that Bob had been carrying a steel-jacket bullet for a pocket-piece. When the rookie heard those 30-30's begin to pop he got a little nervous. So to cover his shakiness up, he said to Bob:

"Those bullets must get pretty hot, whizzing through the air like that."

Well sir, Bob just pulled his hand out of one pocket, stuck it up above the targets while the shooting was still going on and pulled it down again with that bullet in his palm. Calm-like, he handed it over to the rookie and said,

(Continued on Page 18)



Bullets may zip past, shells may flash on the horizon, but steel-helmeted and smiling H. V. Kaltenborn "Edits the News" from war-torn Spain as he did in his sound-proof New York studio—he's brisk, calculating, precise

On September 27, NBC will present its first new detective series of the year. It will be called "Adventures of Thatcher Coff" and tends to make heroes of the police for a change. Hanley Stafford will have the leading role.

KILOCYCLE CHATTER: The Portraits of Harmony program, making its bow next Tuesday night over an NBC network, will feature a different maestro and band each week. The orchestras of Eddy Duchin, Hal Kemp and Phil Harris already have been signed . . . After all these years on NBC, Major Bowes switches his Sunday morning Capitol Theater program to the CBS network . . . Jesse Owens, the world's fastest runner, will not be on Eddie Cantor's radio show despite rumors to the contrary. Jesse's contract with the comedian calls for stage work only . . . Edith Dick is the name of the unannounced femme singer on the NBC Lucky Strike Hit Parade . . . Fred Allen returns to Town Hall October 7 . . . Amos 'n' Andy will do their broadcasting from Chicago after their broadcast of October 2 . . . The Mutual Network is out to grab big names for its chain. Benay Venuta, Welcome Lewis and Joey Nash are the first to be signed.

INSIDE STUFF

by MARTIN LEWIS

THE big news of the week—which is sad news to me—is the announcement that the March of Time, one of my favorite programs, will cease marching over the air-planes on September 25. The chewing-gum sponsor has decided to call it quits and until a new bank-roller is found, the cast will be taking those vacations that were taken away from them several months ago. It is said that a new sponsor is interested for a half-hour weekly show, but not for five times a week.

Last week I mentioned how popular Saturday nights will be as far as new radio shows are concerned. The new Elgin Football Revue makes its debut over the CBS net on October 3 and will feature Ed Thorgersen, sports commentator, and the music of Kay Kyser's orchestra which will be heard in its first network commercial program. I predict right here and now that Kyser, who has a style that is very entertaining, will go over in a big way with his listeners. See if I'm not right.

FOLLOWING this program on the same net and night, another new program will make its bow. This airing will feature Floyd Gibbons, famous reporter, and the music of Vincent Lopez. About two or three guest stars are also scheduled to make regular weekly appearances.

Jerry Belcher's new program, "Our Neighbors," in which typical American homes will be transformed into radio studios for one night to interview members of the families, will start early next month. Which reminds me to wonder what caused the split-up between Belcher and his partner, Parks Johnson, of Vox Pop fame. It was exactly one year ago last month that I mentioned something to the effect that the boys did not get along so well together away from the microphone. They called me while I was in New

In circle: Lyric soprano Anne Jamison, co-star with Dick Powell, Frances Langford and Louella Parsons on "Hollywood Hotel," flashes her smile



York to say it wasn't so. Was I right—or was I right?

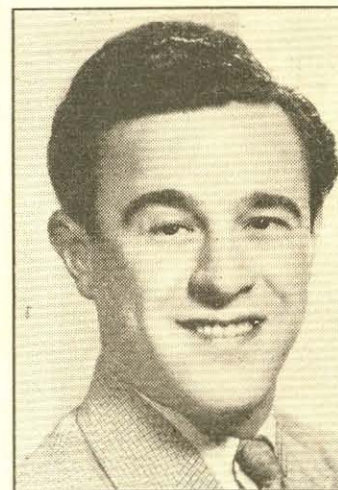
Latest news from the Good-Will Court sector brings forth a report that NBC has issued to A. L. Alexander a list of "13 Don'ts" for his guidance. Sex problems and religious issues are two of the thirteen.

My Hollywood snooper passes on a bit of interesting news. It seems that the sponsors of the First Nighter show will endeavor to hide the fact that this program originates in California. They are attempting to maintain the illusion of the Little Theater Off Times Square and they have instructed NBC to refrain from mentioning any reference to Hollywood or the fact that Don Ameche is now a famous movie star.

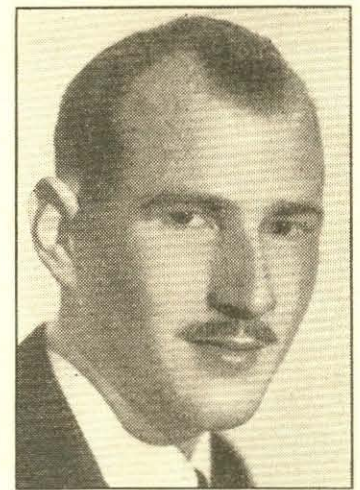
Meanwhile Don is making quite a name for himself in the film colony. Twentieth Century-Fox is giving him a big build-up with the hope of making him a prominent star. His latest assignment will be one of the three leading roles in "The Last Slaver."

ALSO from Hollywood comes the news that Nelson Eddy will bar studio audiences from his radio broadcasts because, as the report states, the singer likes to shed his coat and unbutton his collar. But the real inside story is that Eddy is also to make a concert tour and his manager will take no chances on losing cash customers because of a free "look and listen" at their star performer.

IMEDIATELY following Dick Powell's next broadcast, he will catch a steamer bound for New York, where he will spend a short vacation. While Dick is making merry in the big town, Burns and Allen will pinch-hit for him on the Hollywood Hotel show. Another favorite of the same show will also vacation soon. Frances Langford leaves October 10 and will stay away till the end of October on a long-awaited rest.



When Tuesday night rolls around and it's time for Hammerstein's Music Hall, it's Jerry Mann you hear singing those novelty swing tunes



It took more than two refusals to daunt Alan Kent, NBC announcer in New York. Hard work on small stations was finally rewarded by net bids

PLUMS & PRUNES

by EVANS PLUMMER

MOST ambitious will be the celebrations broadcast on Sundays from September 20 to November 15 in token of the tenth anniversary of the National Broadcasting Company. These will be salutes relayed from broadcasting companies and stations located in fifteen countries.

The NBC network came into being on November 15, 1926. Since then it has become a great organization, doing many millions of dollars worth of business annually and having a scope that is world wide.

The cream of the world's radio artistry will contribute to the series of programs from England, France, Germany, Italy, Austria, Russia, Japan, Norway, Poland, Switzerland, Australia, the Philippines, Canada, Hawaii and Alaska. The broadcasts will be carried by the NBC-WEAF network.

It feels good to be back from my vacation . . . Thought I'd like the idea of not listening to a program for two weeks, but the silence was appalling. Thank you, Wilson Brown, for pinch-hitting.

AND speaking of vacations, Fred Allen's sure helped Stoopnagle and Budd. They did so well that General Foods have signed them to go to the mike for tapioca starting Sunday, October 4, at 5:30 p.m. EST (4:30 CST; 3:30 MST; 2:30 PST) over an NBC-WJZ net. This was the job for which Tim and Irene had been considered . . . Also beginning the same day and hour over the NBC-WEAF net will be a new show tagged "The People's Program" and directed by Phillips Lord. The latter will be the answer to the listener's prayer. The people will decide what each week's program is to be like—so it's up to you!

The networks missed a bet by not relaying Harry Richman's singing voice from over the Atlantic during his recent flight. That would have been dramatic—and something new for radio.

OFF A LIVE MIKE: Lum and Abner, whose contract with the malted

Below is attractive Helen Webster, but "Confidentially Speaking"—and that's the name of her women's program—her name is, in reality, Mary Alkus



Harpist Verlve Mills well might be concerned over the fate of her precious instrument when two such fun-lovers as Andre Baruch and Buddy Clark gather about with those mischievous smiles. All three are together on "Your Hit Parade." Andre announces, Buddy chants his romantic songs as the nation's choice of popular tunes goes out over the network airwaves during the week

milk maker still has six months to run, have been renewed for another eighteen months, thus starving the wolf for at least two years. And here's a laugh: Abner's doctor, to save wear on the performer's nerves, prescribed a chauffeur for his car! . . . On exhibit in Chicago at the horticultural exposition starting September 12 will be America's most famous back fence—the one over which Clara, Lu 'n' Em are supposed to do their gossiping . . . Very nice of NBC and CBS . . . They're calling the new studio No. 9 of the Chi-CBS layout "cockeyed" inasmuch as no two walls are parallel, nor is the floor with the ceiling. But the reason, engineers tell me, is scientific. Idea is to cut out cross echoes. Looks verra modernistic.

Romance Corner: They've smothered it in secrecy, but the truth is that CBS mikeman John King and Jean Elizabeth Abbott, non-professional, slipped away August 26 and were married! . . . Trouble with Ben Pollack and Doris Robbins seems to have been that they couldn't swing it!

ACCORDING TO SCREEN GUIDE, Bing Crosby and Dixie Lee, who usually is too busy with the family for anything else, have just made a phono record together . . . Ruth Chatterton, who'll thrill us next Monday night on the Radio Theater, is one of the most generous and kind of Cinema City's citizens. The workers on her sets adore her . . . Nino Martini's heart is aflutter and his flower and telephone

bills terrific all because of Elissa Landi . . . That decree became final for Joan Blondell the first week of this month and any minute—maybe by now—she'll be signing her name Mrs. Dick Powell.

YOU ALL KNOW about the destitute circumstances in which Norman Brokenshire recently found himself. But here's a story you may have forgotten. About five years ago when he was on top of the world, he had a habit of running a stream of dimes from one hand to another. One of his friends asked the why of the small change. His answer:

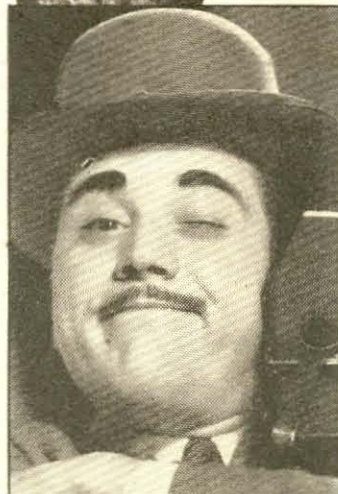
"I always keep a pocketful of dimes for handouts. With all this unemployment, I can't refuse one of those poor devils who have no place to sleep and have to beg for a few pennies for food. I know what it is to be hard up, myself."

Don't fail to read his story on Page 9, this issue.

THE WONDER SHOW of the Mutual network moved most auspiciously into Chicago's Civic Opera House last Sunday night. Horse-drawn vehicles, led by a tallyho (not Portland Hoffa's), drew up to the theater and unloaded celebrities galore, wearing amazing costumes of the horse era. Inside the sacred portals of the auditorium, reserved hitherto for the classical voice, were genuine one-sheet posters of Barnum's time, plastered over busts of Puccini. "In Deepest India" was the theme of the foyer decorations.



Every professor is adept in one special subject. "Professor" Charley Wilson, Barn Dancer, is no exception. His tangled talks are gems of fun



Ken Murray starts his show with a child's whine, "Mamma, that man's here again," and Tony (Oswald) Labriola, above, answers, "Oh, Yeah!"



PRESENTING
RADIO GUIDE'S
SUMMER SCHOOL OF THE AIR



ADVISORY FACULTY: Jack Benny, Kate Smith, Lanny Ross, Nelson Eddy, Irene Wicker, Lowell Thomas, Jessica Dragonette

So You Want to be a Master of Ceremonies

The line at which a master of ceremonies ceases to be an "M. C." and becomes a comedian or dramatic actor, is becoming harder and harder to define. When you can see a master of ceremonies, you know he's the good-looking, wise-cracking pilot of the show. When he is a radio "M. C.," however, he is likely to be called upon to do almost anything, from acting as "stooge" to providing dramatic suspense. This week, Rudy Vallee, Ken Murray and Captain Henry discuss the problem of "how to become a master of ceremonies." They have been chosen to advise you, not because they are "typical" of the "M. C." profession, but because they are successes in it.—C. M.

INSTRUCTORS: Rudy Vallee, Ken Murray, Captain Henry



Rudy Vallee

Ken Murray

Captain Henry

REPEATED study of the way Rudy Vallee works discloses his secret in one word. That word is "showmanship." It has made him one of the outstanding masters of ceremonies on the air today. When Rudy Vallee began to broadcast, the word "crooner" was something of a national joke. He found it necessary to cultivate his personality and his voice until every word he spoke into the mike carried a sense of friendly, dignified competence.

The first goal in Rudy's battle was "to make himself likable." That quality should be the first aim of anyone who desires to follow in his footsteps.

You must work deliberately and painstakingly to get a quality of likableness into your voice. Practise—and practise—does it!

Because variety is called the "spice of life," Rudy decided upon his "Varieties"—an hour of entertainment which is always different, always surprising, never twice the same. Instead of hogging the show himself, he brings in as many top-notch performers as he can. Some of them have "names." Others are beginners. But, old-timers or beginners, they all are excellent performers. Rudy is a living example of the first rules to be followed by a master of ceremonies of his type. Here they are: *Don't be an egotist. Forget yourself. The more good performers you add to your show, the better it will be for the show—and for you.*

For the rest, Rudy takes his performers, his raw material, and builds them into the hour with every trick of showmanship at his command. See

how cleverly he has done it! Study the construction of one of his programs. Notice how humor follows music, drama follows humor. He is where he is because he gives us variety.

Entirely different from the Vallee style of showmanship is that of Ken Murray, whom you hear with Phil Regna and Russ Morgan's orchestra. Ken typifies the "gag" type of master of ceremonies. On the first essential of his job, however, he agrees one hundred percent with Vallee.

"The first and most important asset to any master of ceremonies is geniality," he says. "Notice that almost every leading performer on the air has a regular phrase of greeting with which he opens his programs. That is because *your very first word must make people like you.* What you say doesn't make so much difference. How you say it means the difference between failure—and success!

"As a master of ceremonies, you are really the 'master'

You must have command of the entire program, and the public must know it. But any feeling of bossiness or cockiness on your part will turn people against you. Hence the importance of making the public like you at once, and of making them keep on liking you. Every beginner must try for that.

"The function of the master of ceremonies is to tie the show together, to blend one part of it into the next. There are several ways in which to do this. You can do it with a joke, as Ray Perkins does. My style is based on psychology. Phil Regan sings a song. When he finishes, and it's my job to introduce the next number, I say sincerely, 'Gee, Phil, that was swell.' Why?

"Because it really was swell and the audience knows it, and is applauding. By giving expression to the thought in the audience's mind, I agree with them. When you agree with people, they like you. You'll notice I am again stressing the business of making people like you. The master of cere-

monies must have his audience with him every inch of the way.

"I'll give you a practical example: Not long ago, Jack Oakie was on our show. It would have been a simple thing for me to play for a laugh in introducing him. I could have said, 'Well, folks, here's Jack Oakie. I guess you've never heard of him, but he's played in a couple of pictures out in Hollywood, and he thinks he's funny.' That would have caught a laugh. Why didn't I do it?

"Because, although people would have laughed, they would have been left with a bad after-taste in their mouths. 'Oh, so Murray thinks he's better than Oakie,' they would have begun to think. Therefore, I gave Jack an enthusiastic, admiring introduction. It was easy for me to do it because, as it happens, he really is my favorite comedian.

"Some masters of ceremonies themselves give fine performances. That's one way to go about it. My theory is that the master of ceremonies is less important than the program. Therefore he should play himself down. For instance, I once saw a comedian who carried a girl singer with his act. While she was singing, he clowned and made wise-cracks at her. You could actually feel the resentment growing in that audience! When the girl finished, the comic asked, 'Shall I kiss her?' The whole audience shouted, 'No!' They were so angry with him they didn't want to see him get a kiss!

"As a master of ceremonies, much of the responsibility for the timing of the show will fall upon you. You must learn at just what moment to come in, when an act has finished and is being applauded, and you must achieve perfect timing for your own jokes. There are a dozen ways of timing a gag. I'll tell you the one I happen to use myself! In a gag, I build towards the climax with lots of enthusiasm and then—throw the punch away, let it down, mumble it as if I've lost interest in it. *This is under-emphasis.*

"Contrast, as well as under-emphasis, lends punch to comedy. You will do well to study Eddie Cantor's use of sentimentality. If you ever find it necessary to use sentimentality or realism on a comedy program, though, remember one thing:

"Don't make it too real!
 "When I started my 'Find a wife for Murray' gag, the publicity boys got excited and said, 'Swell! We'll make

COURSES AVAILABLE

The RADIO GUIDE Summer School of the Air teaches you how to become:

- | | |
|----------------------|------------------|
| Opera Singer | Announcer |
| Comedian | Orchestra Leader |
| Master of Ceremonies | Actor |
| News Commentator | Actress |
| Swing Singer | Radio Writer |

IN ADDITION:

- How Clothes Help Make the Star
- What to Do with Your Talent
- Developing Talent in a Child

people think you're really hunting for a wife.' I put a stop to that one, fast. Why?

"Because, when you deal with wives and love and marriage, you're playing with real life and the things that are most sacred in it. The thing to try for is a kind of half-reality, like the Fresh Air Taxi Co. We all know that's no real taxi company, and yet we half believe in it, and it's funny to us.

"If you decide to go in for my kind of master of ceremonies work, you'll be faced with the problem of whether or not to use 'stooges.' Stooges are secondary comedians who supply you with material. I watched radio for three solid years before I made up my mind as to my mode of attack. I noticed that the big comedians today were no longer making 'funny noises,' with the single exception of Ed Wynn. The trend was changing. They were surrounding themselves with funny noises, but they weren't making them themselves.

"Watch Benny, Baker and the rest of the boys, and I think you will agree with me that this is the coming style.

"You might write that down in your hat as a tip, if a master of ceremonies is what you plan to become."

LAST, comes "atmospheric" announcing, the kind done by the master of ceremonies on an extravaganza production such as "Show Boat."

"Captain Henry has the most difficult master of ceremonies job on the air," says Frank McIntyre, who ought to know, since he is Captain Henry.

"I have to be master of ceremonies, announcer and actor. There's hardly a week that I'm not called upon to act in everything from 'East Lynne' to Shakespeare.

"The finest compliment I've had lately is a letter from a fan who wrote, 'I could see the worried look on your face that night the Show Boat caught on fire.'

"The master of ceremonies on a program like Show Boat must lend color to the whole hour, blend it together, with only his voice to help him. Here is the method I use. The band plays a hot number and finishes. I chuckle, and say:

So that was the King of Swing, eh, Gus? I reckon that makes you the power behind the throne.

"The next number is a romantic solo to be sung by Lanny Ross. My job is to make a transition from the mood of the band number to the mood of the solo. The orchestra begins the faint background music to introduce Lanny. I temper my voice to the mood and say, in a gentle, dreamy tone:

Just sit back in your seats for a minute, folks. Close your eyes and think of the things we all love to dream about—Springtime—romance—stars—youth and moonlight. These are the things our dreams are made of—and they are the things our handsome leading man is singin' about, right now! Lanny Ross, folks, singing 'A Rendezvous With A Dream.'

"Introducing Tim and Irene, I use 'traum,' played by the orchestra, I take a tone suited to the worthy and dignified number which the 'Liebestraum' is. This is how you blend the parts of the program together and prepare the audience for what is coming.

"There are three types of men who are suited for a master of ceremonies job like that on Show Boat.

"One is an old-timer from the legitimate theater, preferably a fellow with years of experience in stock companies, so he can handle the acting end of it. He should, by choice, be someone with a genial, jolly nature. It is possible for a younger man to break into the master of ceremonies game by working in stock companies, or in the 'Little Theater' which today has taken their place to such a great extent. A radio talent scout is quite likely to come along and say, 'There is a man with the

right qualities,' and pick you up.

"The second suitable type for a master of ceremonies is a man with no experience. He is the man who happens to have a perfect natural voice for the job; he is a man who is a master of the labials, the words we form with our lips. He has perfect enunciation and projection. (The only way to find out whether or not you have those qualities, is to ask for an audition.)

"The third type is another natural. In every town there is one fellow who, because of his wit, good nature and popularity, is always asked to run things in the entertainment line. The chances are that he is a natural-born showman with a gift for ballyhoo. You always see him running a wheel of fortune at the Elks' benefit, or introducing the actors in a home-talent show. He has the makings of a professional master of ceremonies.

"Given these basic and natural talents, it is simply the difference between small time and big time—a matter of developing your native gift—if you have it. On that score, I'll offer a word or two of advice on the main things for which to watch.

"I never speak directly into the mike. Some voices cut through others. If yours does, you must do as I do, and turn slightly away from it.

"Never read a line before you come to it. In school, you were undoubtedly taught to let your eye run ahead of the print. In radio, while you should study the thought of what you are to read beforehand, you cannot risk doing this. You may miss a word.

AT THE same time, out of the corner of your eye, you must keep watch over everything that is going on. Someone may drop a script, or read the wrong line. Then you'll have to cover it up. The script may have been corrected, and the new page thrown away instead of the old one. In fact, here is a way to test yourself to see if you have the makings of a master of ceremonies.

"A girl has lost page three of her script. At the bottom of page two she reads:

'A bird in the hand is—'

"Now she turns the page. At the top of page four she reads into the commercial. The whole line, as she delivers it to two or three million listeners, is:

'A bird in the hand is good to the last drop!'

"All right, Mr. Master of Ceremonies! Step in! What are you going to say to cover the situation?

"You have just three seconds!—"



Left to right: Robert Taylor, Barbara Stanwyck and Dick Powell go over a funny "Hollywood Hotel" script

MUSIC IN THE AIR

By Carleton Smith

ANY day now, \$2,250 will drop into the laps of three deserving composers. And did you ever hear of a composer of good music who wasn't in need?

But what is even more important to hungry composers, their brain-children will live! Their compositions will be performed and be heard. No more painful starvation exists for the talented creator than to see his compositions gathering dust on his own closet shelf.

Thus the composers will be rewarded doubly when the results of the National Broadcasting Company Music Guild contest are announced soon. The contest was for new and original chamber music. It closed on last February 29, but since more than six hundred works were submitted, the winners have not yet been chosen.

Of the total number of entries received, only 287 met all the requirements stipulated in the contest announcements.

Our radio networks are to be congratulated for their forethought in taking an interest in creative musicians.

As soon as the awards are announced all manuscripts will be returned except the three chosen to share in the \$2,250 of rewards, and photostatic copies of the winning works will be made for those who composed them. The prizes are:

\$1,000, first; \$750, second, and \$500, third. Unlike many contests, there are no smaller "consolation" prizes.

The seven judges who decide the awards are: Serge Koussevitzky, conductor of the Boston Symphony; Frederick Stock, conductor of the Chicago Symphony Orchestra; Frank Black, general music director of the National Broadcasting Company; Harold Bauer, concert pianist; Oliver Strunk, chief of the music division of the Library of Congress; Adolpho Betti, first violinist of the former Fonzaley string quartet; and George Barrere, flutist.

THE compositions submitted are of surprising quality, according to Frank Black, who has found it difficult to make any decision between them.

"At no time in history have so many persons in any country been engaged in such serious creative effort," he says. "And this is only one more evidence that the United States today is the most musical country in the world. It has already been proved that through the medium of radio more persons are listening to art music here than in any other land, that Americans are spending more money for good music than any other people. Today our performing talent has proved its excellence at home as well as abroad. That such creative talent is beginning to flourish in the United States is therefore doubly significant."

WHAT IS BEAUTY WORTH?

(Continued from Page 5)

Jessica's gowns for her broadcasts are altogether different from the ones she wears in private life. They are made of the most fragile of materials, and Jessica buys a new gown for almost every broadcast.

It isn't altogether because of the studio audience that she does this. She believes that her personal appearance influences the way she sings.

IOWE my being in radio to the fact that I'm supposed to look like Lupe Velez," Alice Reinheart confessed. I looked at her flawless heart-shaped face, her blue-green eyes, her soft chestnut hair, and I could understand why people might think she looked like Lupe. A younger, softer Lupe without Lupe's hoyden ways.

"They wanted a double to read Lupe Velez's lines on a radio program one evening," Alice continued. "And because they thought I looked like Lupe, the men at the agency handling the program asked me if I could imitate her voice. During rehearsals I doubled for Lupe and was considered satisfactory. But after awhile, Lupe decided that she wanted to read her own lines.

"That meant that I was out of a job. Later I began to appear on the Warden Lawes program and on other dramatic air shows. A friend of mine wrote the script of 'Romance, Inc.' in which I'm now appearing.

"Personal appearance means a great deal to a radio actress. In fact, very recently an unofficial edict went out to all the agencies that hereafter they were to use only girls who could be considered good-looking," Niela Goodelle, the exotic star of radio, told me.

"There was a man I knew in New York for quite a long time. Usually when I went out with him I dressed showily. But after I had known him for quite a while I thought: I know John so well I can be myself. We were going to the beach that day. I put on a low pull-on hat and a cotton

dress, which was perfectly appropriate for a day at the beach.

"John looked at me in surprise. The glow that had been in his eyes went out of them. 'Don't tell me you're going out looking like that,' he said.

"I wore the dress I had chosen. But that was the last time I ever saw John."

Niela Goodelle arose to go. That very same day the news broke that Rudy Vallee had fallen in love with Niela. As I write this, Radio Row is buzzing with speculation about this romance.

"Personal appearance helps a great deal," Carol Deis told me frankly. "I know it helped me get my first job in a law office. A girl who was fairly attractive was wanted. She would receive the people who came to the office and she should make a favorable impression on them. Several girls had been tried out and fired. Finally I got the job and stayed eight years."

GOOD looks are an asset even in radio. Anyone who tells you that only the voice of a singer counts isn't telling the whole truth. I remember the time when I had a certain program on one of the major networks. The girl who had had the program before me was doing a perfectly satisfactory job.

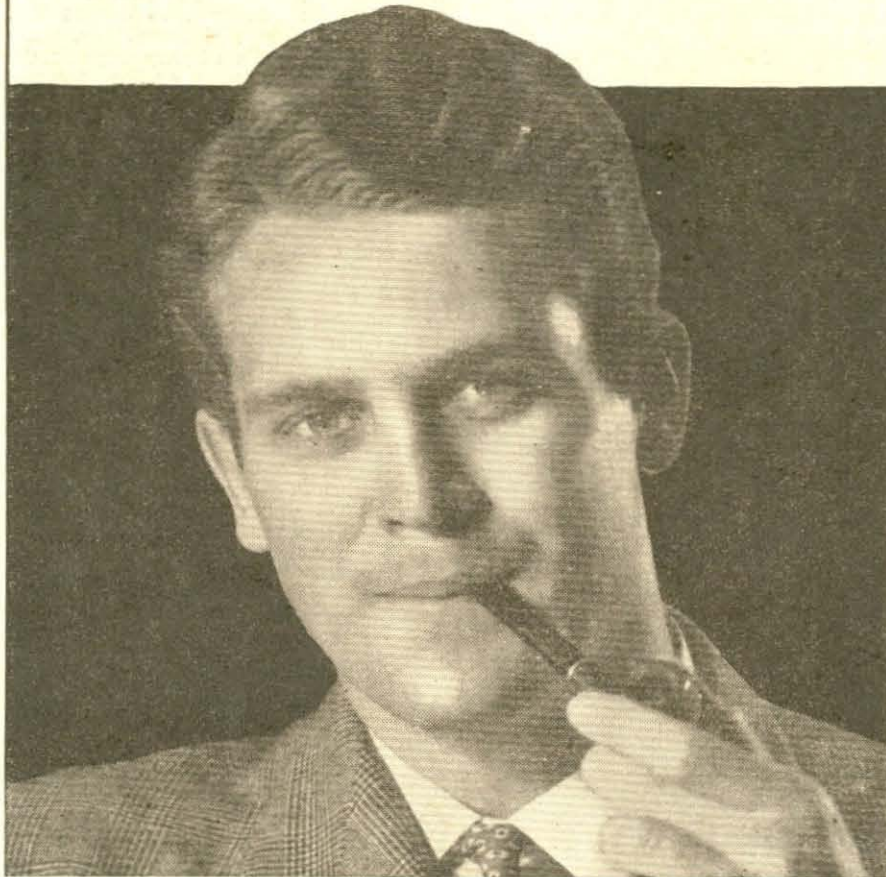
"She had paid no attention to their warnings. And so, in the end, they fired her and gave me the job.

"But no girl need resent the fact that personal appearance counts so much today. For there are girls who would have been considered plain in the last generation, who are considered attractive now, simply because women today know how to make the most of their looks!"

So perhaps there's some sense to the price women pay for beauty—to the endless diets and exercises, the mud-packs and the lemon-packs they use. On the whole these professional beauties admit that beauty has been worth a great deal to them. And fifty thousand beauty parlors can't be wrong entirely! So that's your answer.

Orville Revelle

There is NO EXCUSE for a Rupture Cripple



RUPTURE is a drag. It pulls you down physically. It gives you a cripple complex—makes you feel "out of things." Since the invention and perfection of the Brooks Automatic AIR-CUSHION Support there is NO EXCUSE for being a Rupture Cripple. If you have a reducible rupture, there is NOW a sure way to restore your physical and mental well-being at once.

The Brooks Patent brings two wonderful advantages to every ruptured person—man, woman or child: (1) Perfect support at once, in such comfort that you soon forget you were ever ruptured. (2) The kind of support that gives Nature the greatest possible chance to close the opening.

An Air Cushion

The patented feature of the Brooks Support is the Automatic AIR-CUSHION, hollow in the center, which figuratively "breathes" as you move. It closely follows every movement of the body and gives perfect support in every position. Gone are hard pads, stiff, punishing springs, rusty metal parts. The Brooks is cool, clean, light in weight and inconspicuous. It can be worn night and day with positive safety and in perfect comfort. Thousands of physicians have

ordered Brooks Appliances for their patients as well as for personal use.

Sent on Trial

While a Brooks Appliance will be made to your individual measurement for your particular case, yet it costs no more than a store truss. It will be sent to you on trial. Slip into it. See how your normal physical activities are restored at once. Experience the joyous mental freedom it brings you. See for yourself the simple principle embodied in the Brooks Appliance that gives Nature the greatest chance to heal Reducible Rupture in a Natural way. THEN if you don't find that your cripple complex has vanished—your poise and assurance returned, send back the Brooks and the trial costs you nothing.

• INFORMATION FREE •

Complete description of the Brooks Patent together with a simple measuring chart which you can use in the privacy of your home, will be sent without charge and without obligation. All transactions are held in professional confidence. Write today or mail the coupon and see why we say there is NO EXCUSE for being a Rupture Cripple.

BROOKS APPLIANCE CO.

351-B State Street, Marshall, Mich.

Since 1897 Specialists in the Manufacture and Fitting of Appliances for all forms of Reducible Hernia.

CONFIDENTIAL COUPON

Brooks Appliance Co.
351-B State St., Marshall, Mich.

Without obligation please send your free book on Rupture, proof of results and Trial Offer in plain envelope.

Name

Address

City.....State.....

MARK WHETHER FOR Man Woman Child

PARTY Line: Hello, reader, let's hang on and find out what the gossips know . . . If Dick Bray's receiver is up he'll learn that an eastern outfit is seeking his services as a football caster . . . Fred Edwards changed stations over the week-end, going from WHIO to WKRC . . . Back home minus his tonsils is Olin (Mutual) Soule for a short rest before returning to mike duty.

Coney Island's next big band name will be Eddie Duchin, who carries his own SRO sign for Cincinnatians . . . Although it's been reported that Henry Weber, the musical director, was visiting the East on WGN business, Central has it that Marion Claire, his comely missus, was the real reason. They'll be resort-bound when Friday rolls around.

Everybody's invited down to the village store tonight where Al Helfer's preparing to hand out the smokes—it was a boy! . . . WCPO's "Hullabaloo" has proved so popular with the listeners that George Case and Bernie Deins have taken it on tour.

No wonder WLW's "Magazine of the Air" ranks with etherdom's topnotchers; here's a few of the graduates: Jane Froman, Mary Steele, the Mills Brothers, Bob Brown and Barry McKinley. This year's edition boasts of names such as Charles Seel, Sydney Mason, Bess McCammon, Flo Golden, Louis Levy, Stanley Waxman and Bob Morrison. Vicki Chase and Herb Spiekerman, the vocalists, are newcomers from Broadway.

That Marjorie Beattie-Bill Collins (both Paul Pendarviwarblers) romance which ended at the altar has a heroic background. They fell in love at a hospital where Bill was a four-time donor to the Beattie transfusions.

VICKI CHASE thinks Ray Perkins grand . . . and vice versa . . . WLW grabbed off a big plum in getting the *Literary Digest* presidential poll on Mondays, Wednesdays and Fridays until election, with John B. Kennedy reporting the returns . . . How do ya like that new Hilltop newscaster? So do I. Stan Conrad's the name . . . Lee Neal Hollywood-bound with a stop-over scheduled for Nevada for Renovations!

While some of the news-spreaders catch up with their breathing I'll unfold Lee Goldsmith's latest: *The bigger the Summer vacation the harder the Fall!*

The networks are fighting over scripts labeled "Created by Don Becker" after only two weeks of "Give 'Em the Heat" and "Loves of the Southern Seas."

Duane Snodgras leaves WKRC to try his luck in the East . . . Jimmy Scribner's "Johnson Family" didn't desert you; he's vacationing this week . . . Harvey Harding is treading on air. Just can't take love and his first song published all at the same time . . . One of you married men tell him the short cut back to earth.

Laurette Fillbrandt, this hamlet's own contribution to NBC's dramatic staff, was home on a visit last week and the local postmaster (who in his up-to-date way knock-knocks instead of ringing twice these days) says that three-fourths of the post-cards passing through his hands were from her fans wanting to know something about the Annette Dupre and Mabel Kloomin (she plays both) of "Dan Harding's Wife" . . . Here goes: Laurette was born in Zanesville, Ohio, some 21 years ago, raised here in Cincinnati where she attended Hughes High and University of Cincinnati where she was dramatically active.

First trip to the mike was up at old WFBE, now WCPO, then on to Chicago. Did stage work and now a network star . . . Married to Russell Young, a Mutual announcer . . . Prefers Winter to Summer, likes dark clothes and gets her biggest thrill out of attending college football games . . . Says radio has it all over the stage.

The stay-up-laters are raving over Peter Grant, Sydney Mason and the de Vore sisters. In so many words Moon River is worth waiting up for until almost milking time.

THE so-ing circle gals swear to the authenticity of this next one: Jimmy Lee, while vacationing with some wealthy friends over Maryland way, awoke his first morning to find every-one gone. During breakfast he queried the maid about their whereabouts. The maid told him they had all departed to ride the hounds. "Good grief," exclaimed Lee, "if I had their dough I'd buy horses!"

From Crossed Wires: Red Barber will mike all of Notre Dame's football schedule . . . Elmer Dressman, snappy bow ties and all, back at work after a siege of illness . . . It's in the air that Frank Zwygart will be offered a full-time baseball job next season! And why not? He deserves it . . . Milton Rosen, recently injured in an auto accident, is reported as improving in the Bronson Hospital at Kalamazoo, Michigan.

It's Hero Jack Curran since the saving of seven horses from a burning barn, just off his favorite golf course . . . Pete Grant has his twenty announcers get together every Wednesday for schooling.

Wonder how true it is that Crosley's Community Sing moves indoors with the first frost? The program was only slated for the park season but WSAI's listeners demand more . . . Gene Perazzo again at the organ after a two weeks' vacation . . . Reese Taylor deserts radio temporarily to appear in the Chicago legit production of "Dead End" . . . Question: Why do gossipers lay off of Charles (WLW) Gussman? Answer: He was a heavyweight rasser before his radio days.

The Heidt of long contracts: Horace (Mutual) Heidt will be held over at the Hotel Drake in Chicago until after October 15 . . . Jimmy (WGN) Cornell hospitalized after an appendectomy . . . Charlie Flynn also on sidelines due to a broken arm he received while playing ball.

Down to my last nickel, so it won't be long now . . . Bill (WCKY) Frick underwent a sad experience only recently when he was beaten by two youths. In court Bill told the judge that the two youths asked him for a cigarette and when he explained that he smoked a pipe, they went to work on him. It's the new way of saying, "Thanks, just the same!"

HARRY HARTMAN'S latest heart-throb is that cashier at the Grand Theater . . . Gene Karst, another baseballer, will vacation in the Orient after the regular season . . . There are two Jimmy Leonards at Crosleys. One is the veteran engineer, who is married; the other is a newcomer on the announcing staff, who is not . . . Bachelor Jimmy almost had heart failure the other afternoon when informed that his wife was calling him from home. Later he learned that there was another Jimmy Leonard on the WLW payroll, so Bachelor Jimmy breathed a sigh of relief and returned to his work . . . (Another nickel, please.) Just a minute, operator, I'm just saying "Good bye." So long folks, I'll be . . .

By Charles A. Morrison
President, Int'l DX-er's Alliance

Figures in Parentheses Denote Megacycles, or Thousands of Kilocycles

WITH the return of cooler weather short-wave reception conditions have become more settled and fine reception is available on all bands . . . Excellent signals from the South American stations on the 31- and 49-meter bands during the past few nights remind me that the regular Fall transition period will soon be with us and our Latin friends will be assuming an increasingly larger portion of the limelight.

The first transmission of DJL (15.11) of Zeesen, Germany, with its new morning program for North America, heard on September 1, was a huge success, for with the other 19-meter stations hardly audible DJL came rollicking in with full loudspeaker strength. After an hour of enjoyable music DJL signed off.

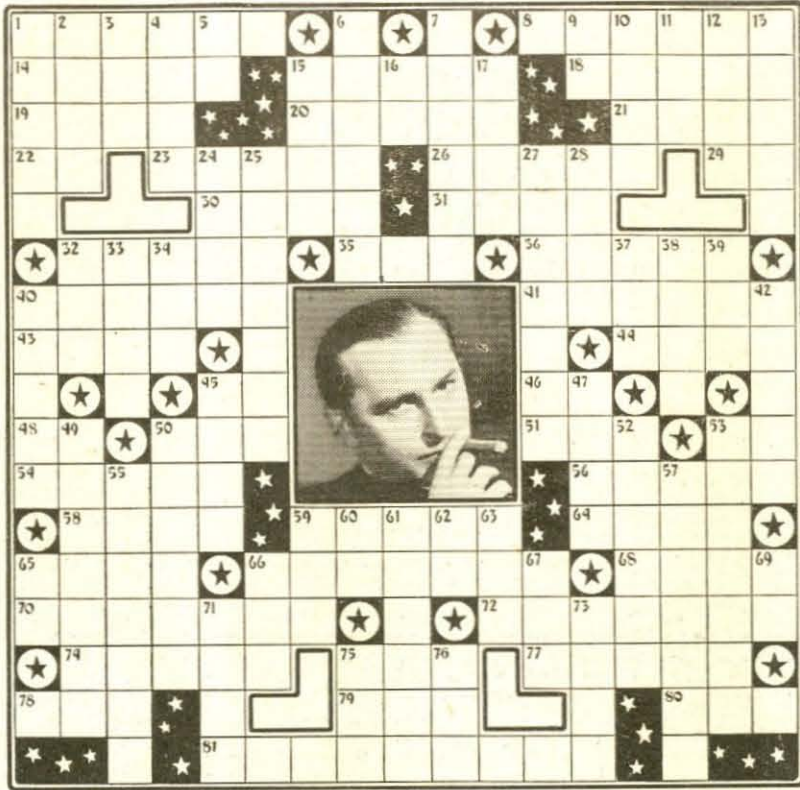
SCOOP! From Akifusa Saito of Tokio, Japan, via *China Clipper*, comes exclusive information concerning the adoption of a regular broadcasting schedule for the overseas transmissions from Nazaki, Japan. Daily transmissions to Europe, with announcements in Japanese, English and French, will be radiated at 2 p.m. EST (1 CST), on one or more of the following frequencies: JVP (7.51), JVN (10.63), JVH (14.6) or JVA (18.91). Daily transmissions to South America and the Atlantic coast of North America, with announcements in Japanese and English, will be radiated at 4 p.m. EST (3 CST), over JVN, JVH or JVA. Daily transmissions to Hawaii and the Pacific coast of North America, with announcements in Japanese and English, will be radiated at 12 mid. EST (11 p.m. CST), over JVN or JVH.

Later this Fall, all overseas transmissions will be over the new 50,000-watt transmitters, as soon as they are completed. The following are the new frequencies and calls that will be adopted for the overseas transmissions as soon as the new superpower transmitters take the air: JZH (6.095), JZI (9.535), JZJ (11.8), JZK (15.16), JZL (17.785) and JZM (21.52). These new transmitters and frequencies will not only assure daily enjoyable programs from the land of Nippon but place Japan in the front ranks of the world's leading short-wave broadcasters, along with Daventry and Zeesen.

RADIO Suva of Suva, in the Fiji Islands, using the call VPD2, is testing daily on a new frequency of 9.548 megacycles, near 5:30 a.m. EST (4:30 CST). The signals from this station are almost as strong as those from VK3ME of Melbourne, Australia. The station leaves the air at 7:10 a.m. EST (6:10 CST), which is 12:10 p.m. in Suva, with the "Song of the Islands."

Mrs. Inna Marr of Moscow, U.S.S.R., informs me that throughout the whole of the recent flight of the Ant-25 from Moscow to Mikolaevak-on-Amur, covering a distance of 5,208 miles, mostly over Arctic territory, constant contact with land was maintained by means of short-wave radio. The first part of the flight was over uncharted stretches of the Arctic. All radio stations in the vicinity were constantly on the alert and sending out special signals to give the airmen their bearings. Many radio operators remained on duty during the entire two days of the non-stop flight without sleeping. Stations receiving messages from the plane immediately retransmitted them via Dickson Island to Moscow Radio Center with a delay of no more than three or four minutes.

For short-wave programs for the week see pages 31 to 43 inclusive.



HORIZONTAL

- 1—The star in the photo
- 8—College grounds
- 14—At a distance
- 15—Works hard
- 18—Henry —, bandleader
- 19—Metal-bearing vein
- 20—Little Orphan —
- 21—Legal claim
- 22—Wynn
- 23—Penitentiary warden, formerly on the air
- 26—River in France
- 29—Musical note
- 30—Frank Parker's favorite game
- 31—Fruit of the blackthorn
- 32—Young ox
- 35—Denial
- 36—Seethes
- 40—Hastens
- 41—Native of America
- 43—Descriptive of Tiny Ruffner
- 44—Female voice
- 45—Famous flying combination
- 46—Otherwise
- 48—Like
- 50—A fish
- 51—Short sleep
- 53—Japanese measure of length
- 54—Entwined
- 56—Wayne King and Johnnie Green collect these as a hobby
- 58—Lily —, prima donna
- 59—Joe Parsons' voice

- 64—Alois Havrilla is one
- 65—Tall vases
- 66—Janitors
- 68—Curved moulding
- 70—Bob Burns' famed weapon
- 72—Lying in the east
- 74—Not timid
- 75—Seed vessels of peas
- 77—Flat table-lands
- 78—Sun
- 79—"A long time —"
- 80—Fisherman use one
- 81—Those who listen

- 12—Second hand
- 13—Spanish title
- 15—Chinese coin
- 16—Within
- 17—Marine mammal
- 24—Mimicked
- 25—Spun out of woolen yarn
- 27—Willard and Carson —
- 28—Kind of gas
- 32—Mineral spring
- 33—to relate
- 34—Slippery fish
- 37—Woman's name
- 38—First name 58 horizontal
- 39—Was seated
- 40—Summer hat
- 42—Donald —, singer
- 45—Tony the philosopher
- 47—Quick sharp blows
- 49—Voice of Gladys Swarthout
- 50—One who censures
- 52—Ships' guides
- 53—to turn backward
- 55—Announcer, Harry —
- 57—Pompous spectacle
- 59—Miss "—" Lillie
- 60—Cutting tool
- 61—A star's "fall guy"
- 62—Thus
- 63—Unit
- 65—United Brokers (abbr.)
- 66—Heavenly expanse
- 67—Harry Frankel, Singin'

VERTICAL

- 1—Unit of cotton
- 2—Electrical force
- 3—Fishing pole
- 4—Man's name
- 5—Supposing that
- 6—Mildred —, soprano
- 7—Slight weak
- 9—Jewish month
- 10—Beast of burden
- 11—Greek letter



- 1—Unit of cotton
- 2—Electrical force
- 3—Fishing pole
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- 59—Miss "—" Lillie
- 60—Cutting tool
- 61—A star's "fall guy"
- 62—Thus
- 63—Unit
- 65—United Brokers (abbr.)
- 66—Heavenly expanse
- 67—Harry Frankel, Singin'
- 69—Half an em
- 71—Elliptical in shape
- 73—Bodies of water
- 75—Padgett, comic
- 76—Wilson, announcer

COVER PORTRAIT

JEAN DICKENSON is a star. She traveled a long path to stardom, but she did it in a minimum of years. Jean was born in Montreal, Canada, and educated in India, Africa, San Francisco and Denver. *Cosmopolitan* is a mild word for her. Her musical education was begun at the age of fifteen in Denver, when a music-teacher heard her untrained high C's. A brief and whirlwind early career led to coast-to-coast network airings from the Colorado city and a trip to New York. There, Lily Pons heard her. Sight unseen, Miss Pons offered to adopt Jean as her protegee. No sooner had the girl been informed of the generous and startling offer than the "Hollywood Hotel" sponsors were after her for their West Coast broadcast. One could hardly blame the girl for accepting the latter, with its progress, its glamor and its stardom. Now Jean is back in the East and can be heard Wednesdays in the afternoon.

HITS OF THE WEEK

Checking up on itself in musical fashion this week, America asks, "Did I Remember?" It's the hit of the week in your Hit Parade. Down on the tail end of the first fifteen is a song that everybody has been singing although it never crashed through until now. It's the Bing Crosby lament—if you could call it that—"I'm an Old Cow Hand." "Knock Knock" is still hanging on, possibly helped by the street peddling of nickel copies, although it's down to thirteenth spot in the nation's voting. Following is a complete list in the order of their standing:

- 1—Did I Remember?
- 2—When I'm With You
- 3—A Star Fell Out of Heaven
- 4—Until the Real Thing Comes Along
- 5—Take My Heart
- 6—These Foolish Things
- 7—No Regrets
- 8—On the Beach at Bali Bali
- 9—Rendezvous with a Dream
- 10—Bye Bye Baby
- 11—You're Not the Kind
- 12—It's a Sin to Tell a Lie
- 13—Knock, Knock, Who's There
- 14—Me and the Moon
- 15—I'm an Old Cow Hand



WHO'S going to be our next president? Only the election, itself, can settle that question.

But the next best indication is—the Literary Digest Nationwide Poll for President. And—this year—radio fans are in for a rare treat from now until election time.

Goodyear will broadcast the Literary Digest Presidential Poll on "The People's Choice" program three times each week from now till right up to the night before election.

Listen in every Wednesday, Friday and Monday, over the NBC Blue Network. The first broadcast is Wednesday, Sept. 2nd.

John B. Kennedy, noted news and political commentator, will give you the results of the poll. Many important guest speakers will address you from week to week.

And—from any Goodyear dealer in your town—get your free "Poll-O-Meter" so you can keep a running record of the "vote" polled by your favorite candidate.

Goodyear is happy to bring this unique series of broadcasts to its millions of motorist friends. Nobody knows, yet, who will be the nation's first choice for president. But there's no doubt about the world's first-choice tire! This year, for the 21st consecutive year,



MORE PUZZLE-PIX WINNERS

\$100 PRIZE WINNERS

MISS RUBY LANGSTON
1325 LANIER BOULEVARD, N. E.
ATLANTA, GEORGIA

MR. ALFRED H. BLAIR
1322 NEWPORT
CHICAGO, ILLINOIS

\$50 PRIZE WINNERS

MRS. EDNA BOGGS
c/o ALBERT C. HEIN
MARSHALL, WISCONSIN

MRS. J. W. ANGEL
1115 NORTH MAIN STREET
HUTCHINSON, KANSAS

C. M. THOMAS
2999 WASHINGTON STREET
SAN FRANCISCO, CALIFORNIA

MR. JOE LUDWIG
ROUTE 2, BOX 7-B
KENOSHA, WISCONSIN

MISS LOA G. WINEGAR
BYRON CENTRE, MICHIGAN

\$25 PRIZE WINNERS

Mabel D. Abramson
2906 Columbus Ave.
Minneapolis, Minn.

Mrs. M. R. Savage
Seaforth, Ontario

Mrs. Faye Bartlebaugh
812 S. Fountain Ave.
Springfield, Ohio

Lillian Salwin
6810 Lakewood Ave.
Chicago, Illinois

Harry N. Aldrich
6848 Wentworth Ave.
Chicago, Illinois

Mrs. D. J. Hodges
1116 Partridge Ave.
Beloit, Wisconsin

Fanny M. Ellis
598 Court Ave.
Marengo, Iowa

Miss Marion E. Langdell
Route 3, Box 103
Eau Claire, Wisconsin

Mrs. Mildred M. Sanborn
416 Brighton Ave.
Portland, Maine

Hardie Stom
Route 1
Paducah, Kentucky

L. B. Aseltine
503 1/2 Unon St.
Joliet, Illinois

Miss Gladys Shaw
Veterans Administration Facility
American Lake, Wash.

Mrs. Blanche Wright
806 Audubon St.
New Orleans, La.

Mrs. Roy Phinney
19214 Five Points
Ave.
Detroit, Michigan

Marie Virginia Pelletier
3218 S. Jefferson Ave.
St. Louis, Missouri

Walter E. Johnson
6242 St. Lawrence
Ave.
Chicago, Illinois

Mrs. Zella Boteler
6805 Forty-sixth St.
Chevy Chase, Md.
Richard Lukens
1901 W. 103rd St.
Chicago, Illinois

Mrs. Florence Sickle
627 Chelton Hill Rd.
Elkins Park, Pa.
Mrs. L. E. Holloway
Box 397
Columbiana, Ohio

\$10 PRIZE WINNERS

Myrtle M. Williams
117 Adrian Street
Durham, N. C.

Paul Hilton
1235 Pacific Mutual
Bldg.
Los Angeles, Calif.

Mrs. Minnette Miller
620 N. Graham St.
Charlotte, N. C.

Miss Dorothea E. Fischer
26 Kenyon Court
Utica, New York

Victor Angove
42 Mount Street
Bonne Terre, Mo.

Wm. Howard Fletcher
P. O. Box 115
Carrollton, Georgia

Irma F. Richardson
Main Street
Marlboro, N. H.

Miss Bertha V. Westley
1924 W. Chestnut Ave.
Altoona, Pennsylvania

Mary Whelan
1424 N. 51st St.
Milwaukee, Wisconsin

Mrs. Gertrude Magee
4127 Brown St.
Philadelphia, Pa.

Edna L. Maddocks
11 Bearce Ave.
Lewiston, Maine

Mrs. Arthur Lam-brecht
1513 Schilling Ave.
Chicago Heights, Ill.

Elsie Simon
1650 S. Trumbull Ave.
Chicago, Illinois

Lorraine E. Grant
224 N. Grinnell
Jackson, Michigan

Charles E. Newton
44 Hoyt Street
Danbury, Connecticut

Peg Lupton
3 May Street
Glens Falls, N. Y.

Mrs. Val Mahn
P. O. Box No. 22
Pebble Beach, Cal.

Mildred A. Bradley
Box 62
Sheldonville, Mass.

Miss Edith G. Crump
37 Watson Court
Petersburg, Virginia

Helen Holloway
Box 87, R. F. D. 4
Wheeling, W. Va.

Mary Kay Barnett
202 N. LeClaire Ave.
Chicago, Illinois

Mrs. Charles A. Haff
Haff Hospital
Northampton, Pa.

Mrs. E. D. Keilman
108 E. 12th Street
Topeka, Kansas

C. D. Curren
R. D. No. 1
Elmira, New York

Gene W. Cook
900 Liberty Street
Fella, Iowa

Raymond Long
1214 Cincinnati St.
Lafayette, Indiana

S. R. High
254 High Street
Sellersville, Pa.

Miss Helen G. Erickson
20 Briarwood Road
Belmar, New Jersey

LAST week the editors of Radio Guide took pleasure in announcing first, second and third prize winners in its great Puzzle-Pix Contest.

This week additional winners are announced here. Checks are being mailed to these successful contestants.

Space does not permit the publication of names of all winners. Next week you will find more winners of cash prizes for their Puzzle-Pix entries!

Lucille Knight
R. F. D. No. 1
Bound Brook, N. J.

Mrs. Sylvia Bennet
5341 S. Maryland Ave.
Chicago, Illinois

Mrs. Konita Hommon
441 W. Waggoner St.
Decatur, Illinois

Mrs. Annie G. Bishop
29 Harvard Avenue
New Brighton, Staten
Island
New York, New York

Lloyd Ira Miller
1031 North 21st St.
Allentown, Pa.

Charles E. Stritmater
705 Oak Street
New Castle, Pa.

Mrs. Thomas McLaughlin
222 Maple Street
St. Paul, Minnesota

Herman S. Rappaport
215 Sterling Street
Brooklyn, New York

Mrs. J. P. Steffen
201 East 5th Street
Atlantic, Iowa

Mrs. Ralph J. Moorcroft
c/o U. S. Post Office
Carriers' Division
Cedar Rapids, Iowa

Mrs. Al Stein
2858 North Shepard
Avenue
Milwaukee, Wisconsin

Miss Anna Wieskamp
Oostburg, Wisconsin

Eileen MacKay
273 Chicago Street
Elgin, Illinois

John A. Leslie
Box 511
Columbus, Ohio

Ann Bengston
75 Vine Street
Middletown, Conn.

Leah Elliott
345 E. 76th Street
Chicago, Illinois

John B. Hager
Smyrna, Tennessee

Mrs. J. F. Brooks
177 Carlisle Street
Spartanburg, S. C.

Mrs. Lulu S. Carpenter
300 McKinley Avenue,
N. W.
Canton, Ohio

Mrs. Homer T. Carter
1411 Woodbine Ave-
nue, S. E.
Atlanta, Georgia

Esther E. Wick
920 New Hampshire
Street
Lawrence, Kansas

Mrs. Estelle Acuff
411 North College St.
Franklin, Kentucky

*More Puzzle-Pix Winners to be
announced next week*

BOB BURNS' GLORY ROAD

(Continued from Page 11)

"I dunno as they get so hot at that." To this day, that soldier must still be wondering how Bob ever picked that bullet right out of the air.

Finally Bob Burns did get back from France, but he didn't get to go back to Van Buren right away like he hoped he would. The Marine Band was sent on recruiting duty through New England, which was a funny thing to do considering the war was over. As you can imagine, the boys in the band were mighty anxious to get paid out of the army. They were getting homesick. And, besides, they had a big offer to play in Joe Zelli's cabaret in Paris. But when the time came to get out of uniform, they decided that they'd simply have to see the home-folks. One by one, they went back to their old home towns, met old girl friends, got married, took new jobs. So that was the end of the famous Marine Band.

MEANTIME, Bob got a telegram one day asking him to go back to work in Chicago for a magazine called *Home Life*, which had hired him not long before he enlisted. Bob, who needed money badly just then, went. But he was a rambler, as I said before, and that's why the job didn't last long. He was walking down Dearborn street one morning with the bazooka under one arm when he bumped into an old friend he had known during the war.

Well, the first thing Bob knew he and the bazooka were in New York. It was Gil Boag, the "Night Club King" back in 1919, who signed them up at \$150 a week playing in the Bal Tabarin. That was more money than Bob had seen in a long time and New York went stark raving mad over the bazooka—just like the whole country has

ever since they first heard of it. "I figured that I'd be a millionaire in no time at all," Bob recalls. "Day-times I worked in a factory to improve on the bazooka. You know, I made the first one back in 1905, and in 1916 when it was plumb wore out from blowing and toting around I made another. Well, this time I put in some improvements, like the double strand of wire that leads up to the part that flares



Radio-actresses Betty Winkler (left) and Betty Lou Gerson enjoy amusement parks—ferris wheels, especially

out. A big concern offered to manufacture bazookas for me. They guaranteed to sell a hundred thousand the first year and I was supposed to get two dollars for every one they sold.

"Everybody thought just like I did. That \$200,000 was the least I could possibly earn the first year. I tell you, I was invited to more banquets than you can imagine. Everything was wonderful—except that before I knew what was happening the firm went on the rocks and I didn't have a nickel. Those people who had wined and dined me lit out like a bunch of scared jack-rabbits, leaving me up against it for sure."

All this time, Bob Burns was staying at a little hotel near Times Square. He had to eat, so he got to talking around with some boys in the lobby. There were two fellows there who had an invention called "Clearglass."

Maybe you remember it—the stuff that was supposed to keep the windshield of your car clear in "storm, hail, fog or mist, or your money back."

Finally he said, "Listen, you aren't going to sell any of this stuff here in the lobby of this hotel. If you declare me and the bazooka in on this deal we'll all clean up."

That's how it happened that along the latter part of 1921 you could hear the bazooka booming away on the streets of Newark, New Jersey, almost any day. Bob and his two friends began to sell a lot of Clearglass. Things looked pretty good, but of course it didn't last. One day there was a big crowd gathered around the old car they used for demonstrating. Bob was telling the folks that pretty soon there would be a law compelling people to use this marvelous product because anybody who didn't would be a menace

to public safety. Well sir, while Bob was spiling away it started to mist and that Clearglass might as well have been soup for all it did to keep a windshield clear.

"We got an official escort out of town," Bob recalls. "The motorcycle cop was a nice fellow and a friend of ours, but he said that the mayor had personally invited us never to come back inside the city limits."

Where are we now? Oh yes, Bob Burns was broke again just outside Newark, and it wasn't the first time, as you know. I remember him telling me about another experience he had in Idaho. This was another time when he didn't have a penny and was hanging around the railroad station waiting for something to happen. There were a couple of cars full of men. Each one had a large red check in his hat so that the conductor would know that they were members of a construction crew on their way to work. Bob hadn't been hired for the job, but he walked on to the train anyway. He found one man sound asleep and snoring.

I JUST took the red ticket out of his hat, put it in mine, and sat down a few seats ahead. Nobody said a word and I piled off at Nampa, Idaho, with the rest.

"I'm telling you that by this time I was pretty hungry. I went into a little restaurant by the tracks and fished out a stickpin that I had carried for years. It had a pearl surrounded by false diamonds which sparkled and made it a right-smart piece of jewelry. 'Is this good for a meal?' I asked the proprietor. He said it was and dished me out some steak and eggs.

"That night I slept in a hay loft, and I'm tellin' you right now that's darn good sleepin'. Next morning I was hungry all over again. So I went back

* Editor's Note: No reference here to any commercial product which may now be manufactured.



The "Listening Center" at Pippa Pass, Knott County, is typical of the "Centers" being established by the State University in remote regions

(Continued from Page 3)

"It's the coal beds which underlie all this part of eastern Kentucky," his assistant spoke up. "Their high carbon content reduces amplification so much that only static comes through. We'll have to change the aerial, Mr. Sulzer."

THERE followed an hour of tinkering and experimenting, during which the set squawked at intervals. The mountaineers hung about hopefully as the sun sank between two knife-like ridges and the mountains turned blue. Grandpap sat on the steps of the veranda and whittled.

"There, I think that does it," exclaimed Sulzer at last.

He snapped the switch once more. Clear and sweet in the cool twilight came the music from a dance orchestra playing in a studio of one of the great networks in New York.

"Dog my cats!" shouted Grandpap. His foot began to tap and he nodded his head in time to the rhythm. Willy was dancing around with excitement. "I told you so, Grandpaw," he kept on repeating. "I told you so!"

Sulzer frowned. He had no desire to get these people accustomed to tuning in only on music. Waiting until the song was completed, he twisted the dial.

"This is station WHAS, Louisville, Kentucky," said the announcer briskly. "The weather forecast for tomorrow is fair and warmer, followed by rain on Thursday."

"Rain!" exclaimed Bill Corum, looking up at his farm, which ran up the mountain back of the village at such an impossible angle that it seemed no horse nor plow could ever cultivate it. "That means I'll have to get my oats in tomorrow. Say, this radio thing may be a good idea, although . . ." he hesitated and looked at Brother Tull, "although how anybody but God can tell what the weather's agoin' to be in advance is more'n I can understand."

The seance lasted far into the night—farther in fact than most of the residents of Cow Creek had ever remained awake before except when "settin' up" with a sick person.

The radio was brought inside the Community House where Sulzer tuned in on a wide variety of speeches, dramas and musical programs. The listeners, none of whom had ever heard such a thing before, with the



Transportation in the Kentucky log-cabin country is still primitive—but the hill-folk are up-to-date in one respect. They have radio!

exception of the minister and the school-teacher, and many of whom had never traveled more than four miles from their log-cabin homes, showed a decided preference for music, but were quick to see the advantages of the educational and agricultural programs which Sulzer told them were broadcast daily from the studios at the University. Before the oil lamps were blown out and the meeting dispersed, a "Listening Center" group—comprising every one at Cow Creek—was organized.

Sulzer's automobile limped away the next morning and Cow Creek settled down to enjoy the new marvel. They would have used it continuously if it hadn't been for Tull's protests, and as it was they ran down the battery in the course of two weeks.

"Somebody will have to go down to a garage at the county-seat and get it recharged," the preacher announced to his disappointed listeners on the day when the loudspeaker refused to emit even a whisper.

"Laws!" exclaimed Aunt Creech, as

she laid aside a bit of basket-weaving with which she occupied her gnarled hands while at the Community House. "That's nigh on eighteen miles away. Why, none of we'uns has ever traipsed that far from home except you, Brother Tull, and the storekeeper and the school-teacher."

"I was down to Lexington in '65 when I jined up to fight the Rebs," Grandpap Adum announced proudly. "Guess Willy and I can get as far as the county-seat!"

BUT Grandpap's trip was complicated by the fact that it had been raining in Owsley County ever since the radio had made that first weather announcement. The result was that the road to the outside was in the creek, wherever the creek was not in the road. Nothing daunted, the old man and the boy wired that battery on their mule's back and started off. All went well until, a few miles down the stream-bed, the animal slipped and some acid splashed onto its hide.

As Grandpap expressed it when he

tramped ruefully back to the village that night:

"That there battery jigger must have been full of greased lightnin'. When it slopped over, Maud gave a squeal, kicked higher'n the moon and lit out right straight up the mountain. I've been tryin' to get that critter to plough on level ground for well nigh on ten years, 'thout'n any luck at all. If Willy brings her back, though, I'm agoin' to use her to hunt rabbits. She could run 'em down 'thout half tryin'."

THE foregoing events all happened more than two years ago. Since that time, Maud has been brought back into the fold and Cow Creek has come to take its radio as a matter of course.

Today, the University of Kentucky has approximately twenty Listening Centers operating in such picturesque sections of eastern Kentucky as Gander, Vest, Pippa Pass, Flat Gap and Dry Hill. They are located in community centers, mountain schools, general stores and, in a few instances, private homes.

Applications from ten other locations are on file, awaiting only funds for equipment. Funds will undoubtedly come. For Listening Centers are an important experiment in radio.

Since 1929, the University of Kentucky has broadcast, from its extension studios in Lexington, three or more programs daily over WHAS, 50,000-watt Columbia Broadcasting affiliate in Louisville. However, it was early realized that such programs were received largely by those in the most populous areas of the state. These people already had the advantage of food, schools and modern contacts.

But, in eastern Kentucky, there was a large percentage of population—pure-bred Anglo-Saxon descendants of early pioneers, alert to opportunity and quick to take advantage of it when offered—to whom, owing to their under-privileged conditions for many years, cultural, educational and recreational advantages of radio were not available.

Therein was born the unique idea of "Radio Listening Centers," an experiment that has since attracted wide attention among those interested in education. This experiment is paralleled only by the work of this type now going on in Russia.

THE University projected the idea of placing sets in charge of reliable persons in remote locations. No funds were available for such a purpose, and gifts of funds from service clubs and of sets from interested individuals had to be relied upon. Battery receivers were required, for few power lines extend into that isolated region.

"During the time the Listening Center system has been in operation, many satisfactory results have been achieved," Mr. Sulzer, director of the Radio Studios of the University, declares. "For one thing, a desire for personally owned sets has been built up, and in such communities as Cow Creek, many of the natives have bought their own receivers. Furthermore, the University programs, as well as the wealth and breadth of such broadcasts as 'Science Service,' 'Public Opinion,' 'The Church of the Air,' 'The American School of the Air' and the abundant material for child listeners, has created many new interests in the minds of the mountaineers."

"News broadcasts are of special utility to these people because the daily papers reach most of the area one, two or three days late, while many of the old folks do not know how to read anyway. In Winter and Spring, when the creeks are high, many parts of eastern Kentucky are entirely without mail deliveries for as long as a week."

Of course, the residents of these communities, if they had their choice, would probably tune in on musical programs almost exclusively, just as does the rest of America's radio audience. But the Listening Centers are operated by men who have other plans for their audiences. As a result the

(Continued on Page 45)



THE BREAKFAST CLUB

Start the day right! The BREAKFAST CLUBBERS do, with their early morning bites right along with their broadcast. One of the most happy-go-lucky, carefree programs on the air, it usually manages to make all of its thousands of listeners happy. From left: Carl Fasshauer, violinist; Bill Short, bass fiddle and tuba; Earl Roberts (he plays 13 instruments); Walter Blaufuss, conductor; Helen Jane Behlke, contralto; Don McNeill, master of ceremonies; Frank Papile, accordionist; Clark Dennis, tenor; Bill Krenz, pianist; and Eddie Ballentine, who plays the trumpet. They wake you up smiling!

Life Story of a DANCER

He's Sensationally Successful—Yet He Fears Failure. Why? This Intimate Story About Fred Astaire Tells!

by HELEN HOVER

FRED ASTAIRE—sophisticated, smooth, suave, self-assured, successful Fred Astaire has found an early fear besetting him again. And all because of his new radio contract!

It is the fear of failure! This past Summer an astute agent for a big automobile company managed to sign Fred for a radio series. It was a lovely day when Fred put his name on the dotted line. The next morning the old fear returned. How could he turn out so many dance routines every single week? How could he put over a song on the air with no one to see him?

He phoned the agent. "You've got to get me out of this," he said nervously. "I can't go through with it."

But the astute agent was astuter than ever. There was the Astaire signature on a certain dotted line. There was the radio program already "in the works." No getting out of it.

And there, strange as it seems, was the Astaire inferiority complex! No getting out of that either.

To those who know him, the most remarkable thing about Fred Astaire is not that he is such an amazing dancer. That fact theater-goers had known for years before Fred ever thought of going to Hollywood. Nor is it the fact that he has such a pleasing personality that radio listeners adore his singing even though his voice is often off-pitch. Movies have made him so well known that you actually can hear the charm in his untrained voice. Nor is the most remarkable thing about Fred the fact that, though born of middle-class people in the Midwest, he is married to a society girl and is an accepted member of the "Top Hat" crowd. The Horatio Alger heroes of screen and radio—the Gary Coopers and the Eddy Duchins—have worn the edge off news like that.

No, the most remarkable thing about Fred Astaire is that he has achieved his greatest success standing (or dancing!) on his own two feet—without sister Adele pushing him!

Adele, quite innocently, is largely the reason for his fear complex! And that complex is a habit of over twenty years' standing—a habit which it is hard for Fred to break.

Let's look back at Fred's career. Fred was born on May 10, 1899, in Omaha,

Nebraska, where his father, Frederick Austerlitz, was a beerbrewer. (Beer is still Fred's favorite drink.) Although Adele was less than a year older than Fred, she was always the "big sister." Elfin-faced Adele, with her pointed chin and curly hair, was the white hope of the family. She was the star pupil at the local dancing school and was already appearing at ice-cream socials ere Fred learned his first dance.



Fred and Adele Astaire, the "toast of Broadway." When Adele married, Fred didn't know what to do

"No one pointed me out as a dancing prodigy," Fred said to me. "But I was a hot second baseman."

When he was five, in fact, Fred had special stationery printed on a pal's home-made hand-press. In irregular letters, it read:

FRED AUSTERLITZ
President of the National League
Besides being baseball crazy, Fred



Above: Fred Astaire. Left: Fred and Adele, together in the hit New York revue, "The Bandwagon"

was marble crazy. Soon, too, he became football crazy. And it wasn't long before he became the champion bottle-cap thrower in his block in Omaha.

He was a typical healthy, pesky, American small boy, even when it came to teasing his sister, "Delly," about her dancing lessons. He would look at her and say, "You can't hit a home run, why?"—with deepest contempt — "you can't even spit as far as I can!"

Thus you can imagine with what chagrin he heard his mother announce firmly one sunny afternoon:

"Well, Freddy, I've made arrangements for you to join Adele in her dancing class. You'll keep her company."

So this small-boy class followed:

"DANCING! Aw, Mother—it's so sissyish. What'll the fellahs say?"

"Adele will show you what sort of dancing slippers you're to get and you'll start next week," his mother answered with finality.

Beauty-loving Mrs. Ann Austerlitz, an American by birth who had fallen in love with the fun-loving Austrian who was her husband, had determined that her children should take dancing lessons. To Adele, of course, they were important. The girl, lithe and graceful, would surely make her mark in the world as a great dancer. For Freddy, however, she had no such hopes. But

the boy was as skinny as a string. Perhaps dancing would build him up, she thought.

Fred was far from being the best pupil in his dancing class, the teachers observed sadly. He was such a wild little boy. And he'd never listen to them. While the other boys went through their waltzes and minuets like perfect little gentlemen, Fred would leave them to go into a corner and invent his own goofy steps to the rhythm of a blaring gramophone. It was a waste of money they tsk-tsk-ed, but—well, if Mrs. Austerlitz wanted to throw away her good money, who were they to stop her?

Adele, however, didn't think Fred hopeless. After classes she and Fred would get together and click in and out of their unorthodox dance routines. When Adele had mastered a new step, she taught it to Fred. When Fred invented a particularly good step, he proudly showed it to Adele. Finally the two would no more dream of dancing without each other than the Siamese twins would of separating.

Even their school teachers observed how fine a devotion there was between brother and sister. When the school presented the play, "Cyrano de Bergerac," Adele was given the male lead, while Fred, being the shorter of the two, was forced, very much against his will, to don a long, blond wig and play the part of Roxanne!

Always it was Adele who was the leader in whatever the two undertook. Pert-faced, impetuous Adele, who in later years was to delight London society with her biting wit, led. Fred, quiet and shy, followed.

No Omaha function was complete unless the little Austerlitz girl and her kid brother performed. Their father, being a Teuton, didn't pay very much attention at first to the dancing talents of his son and daughter. However, when one effervescent newspaper-woman announced in her columns that the two children were clever and would surely go far on the stage, the taciturn Mr. Austerlitz looked the children over himself next time they did their little dance at a local strawberry festival and decided the lady was right.

When Fred and Adele were eight and nine and after the death of their father, Mrs. Astaire (the name had been simplified) took them to live in New York so that Adele's dancing education could be continued.

One day Adele was given a small part in a charity ballet at New York's famed Metropolitan Opera House. Fred tagged

along to rehearsal because he was too small to be left at home alone. While "Delly" danced with the others, Fred quietly went off behind a piano off-stage and followed the same intricate steps. The ballet master saw him and immediately put him in the show with Adele.

Soon Fred and Adele—"The Astaires" they were called—were clogging and hoofing it in vaudeville at \$200 a week, which was big lollypop-and-marbles money. They couldn't play New York, though. The Gerry Society, in those days, thought children, however, she had no such hopes. But



George Gershwin, friend of Fred

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Radio Guide Presents
GIANT-GRAVURE
As a Regular Feature

MARION TALLEY, still flashing all the pent-up brilliance acquired during her six years of retirement from the Metropolitan, hits a new high in two careers this Fall with her radio contract successfully renewed. Her first movie, "Follow Your Heart," will make your heart beat faster. Radio Guide is pleased to present this stunning Giant-Gravure of the firmament's latest triple-threat star: She's great in radio, grand opera and on the silver screen



MARION TALLEY

Sure Fire Inc.

by GERALD BREITIGAM



Fred Waring, in whose fertile mind the publishing idea originated, hurried to share it with Whiteman and Lombardo

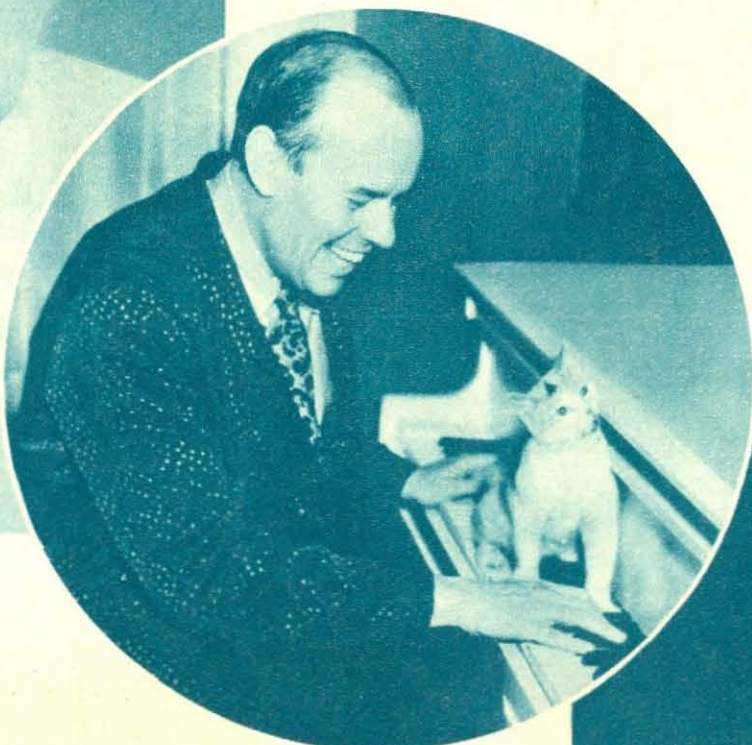
cerned with immediate profit. Indeed, "Words and Music" so far has shown very little dollars-and-cents profit on the ledger, yet its owners are highly delighted just the same.

And rightly so. For though they aren't building any new banks to hold the proceeds from the sale of sheet music and orchestral arrangements, they are creating what every orchestra leader dreams of—popular hits over which they have sole control.

Now the way a hit is born may be

news to some. Perhaps, for instance, you think that the catchiness of a tune is what puts it across. Well, in nine cases out of ten, you're wrong. A tune to become a hit must be plugged, plugged consistently and long. And the modern way of plugging it is to have a well-known maestro play it frequently on the air!

Of course, the tune must possess intrinsic merit. But that isn't the first requisite for success. It might be the catchiest tune ever warbled, yet with-



Left: Jack Denny joined the first three music masters in song plugging venture. Below: Hal Kemp and Ray Noble were other recruits

WHEN the great idea came to him one day last Spring, Fred Waring knew just where to turn with it. He turned to the "Sylvan Glades." You might search New York's Broadway up one side and down the other and never find that restaurant. It's a private name the maestros and the music publishers have for it. Actually, it's the Automat on Broadway near 55th St., and there—every Thursday at 1 o'clock—the music publishers convene for lunch; and the last man in pays the bill.

Straight as a homing bee for her hive, the tall young bandleader made for a certain corner. In a group of familiar faces, he saw the two he sought. They were Paul Whiteman, keeping himself thin on a leaf of lettuce, and Guy Lombardo. Between them Fred Waring sat down; and under cover of the general conversation, whispered tersely, "Let's slide out as quickly as possible. Got something to tell you both."

It wasn't much later that all three were closeted in his private office in a near-by building. Through an open door down the hall came the rapid click of a ping-pong game and the

laughter of some of Waring's Pennsylvanians, limbering up in the game-room he provides for them.

"What's the big idea?" demanded Lombardo, while Whiteman nodded assent.

"Just this," said Waring. "You're going to become a music publisher. All of us are going to become music publishers."

"Is it a gag?" asked Whiteman. "Listen," said Waring. They did. When he was through, the new music publishing firm of "Words and Music, Inc.," owned by the three bandleaders, had been born.

SINCE then, the three old friends who founded the firm last April have been joined by other bandleaders—Abe Lyman, Jack Denny, Richard Himber, Hal Kemp and Ray Noble. All have become enthusiastic about the project, for they well know the truth of what Waring said in first propounding the idea: That, if you're a bandleader, it's more profitable to be plugging your own songs than those of some other fellow!

The reasons for this are many and various, and not all of them, contrary to what you might expect, are con-



Above: Guy Lombardo, standing. Left to right (below) his three brothers, Leibert, Carmen and Victor. They're interested in Tin Pan Alley tunes

Read How Fred Waring's New Music-Publishing Scheme Turned Out to Be an Ace Song-Selling Idea

out constant plugging by a big-league band, you'd never hear 'em singing it wherever you go and whistling it next-door when you want to sleep.

So the customary method of procedure on the part of music publishers used to be to give some big leader, preferably one with vocalists, the exclusive right to the use of a song for a period of, say, a month. During that time the maestro and his merry men would play and sing the tune on every broadcast. And if the customers liked it and ordered sheet music at 35 cents per—well, a hit would be born.

It was costly for the bandleader. Frequently, all the publisher gave him was the skeleton of the tune. He had to put flesh on the bones, so to speak, at his own expense. That is, he had to make his own orchestral arrangements—a hard job for any of the big bands. But so hungry are bandleaders for good new tunes that they'd pay the bill without a squawk.

Now, that was all right, too, provided the maestro could keep the tune in his repertoire and return to it oc-

asionally after its popularity had become established. For then his investment still worked for him, still brought returns. However, last New Year something happened which wiped out many of those investments on the part of all big bandleaders. That was when Warner Brothers withdrew from ASCAP (the American Society of Composers, Authors and Publishers) and took with them more than 20 per cent of all popular tunes. No longer could bandleaders play these hits from Warner screen musicals.

IT'S estimated that Paul Whiteman alone had more than \$100,000 tied up in his own orchestral arrangements for Warner Brothers tunes, including his theme song. He couldn't play any of them, not even his theme song, when Warners clamped down. Now, however, Warners again allow their tunes to be aired.

Merely to decide to launch a music-publishing business was one thing. But to carry it on was something else again. That was a matter calling for



Right: Among maestros tuning up in "Words and Music" was big batoneer Abe Lyman

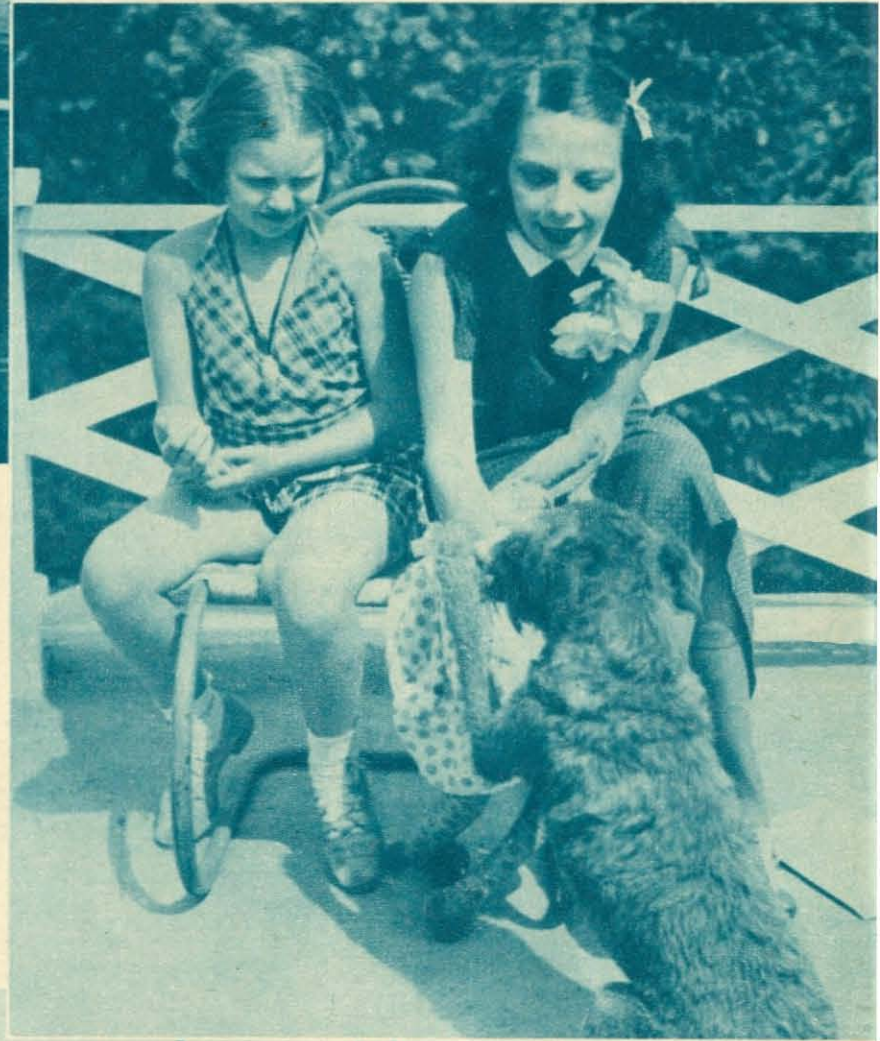
special talents, which none of the young orchestra leaders possessed. In the Tin Pan Alley veteran, George Piantadosi, however, they found the man they required. "Remember him? ('I Didn't Raise My Boy to Be a Soldier')." For twenty years George had been picking tunes for music publishers. He knew what to look for in tune construction, lyric and melody unity, title and general catchiness.

He was given the final say. And he has played no favorites. Fred Waring, one of the founders and owners of "Words and Music," has a brother Tom, also not unknown to fame. And Tom Waring is a song writer with plenty of hits to his credit. Guy Lombardo has his brother Carmen, who makes arrangements and writes songs, too, such as "You'd Better Play Ball With Me."

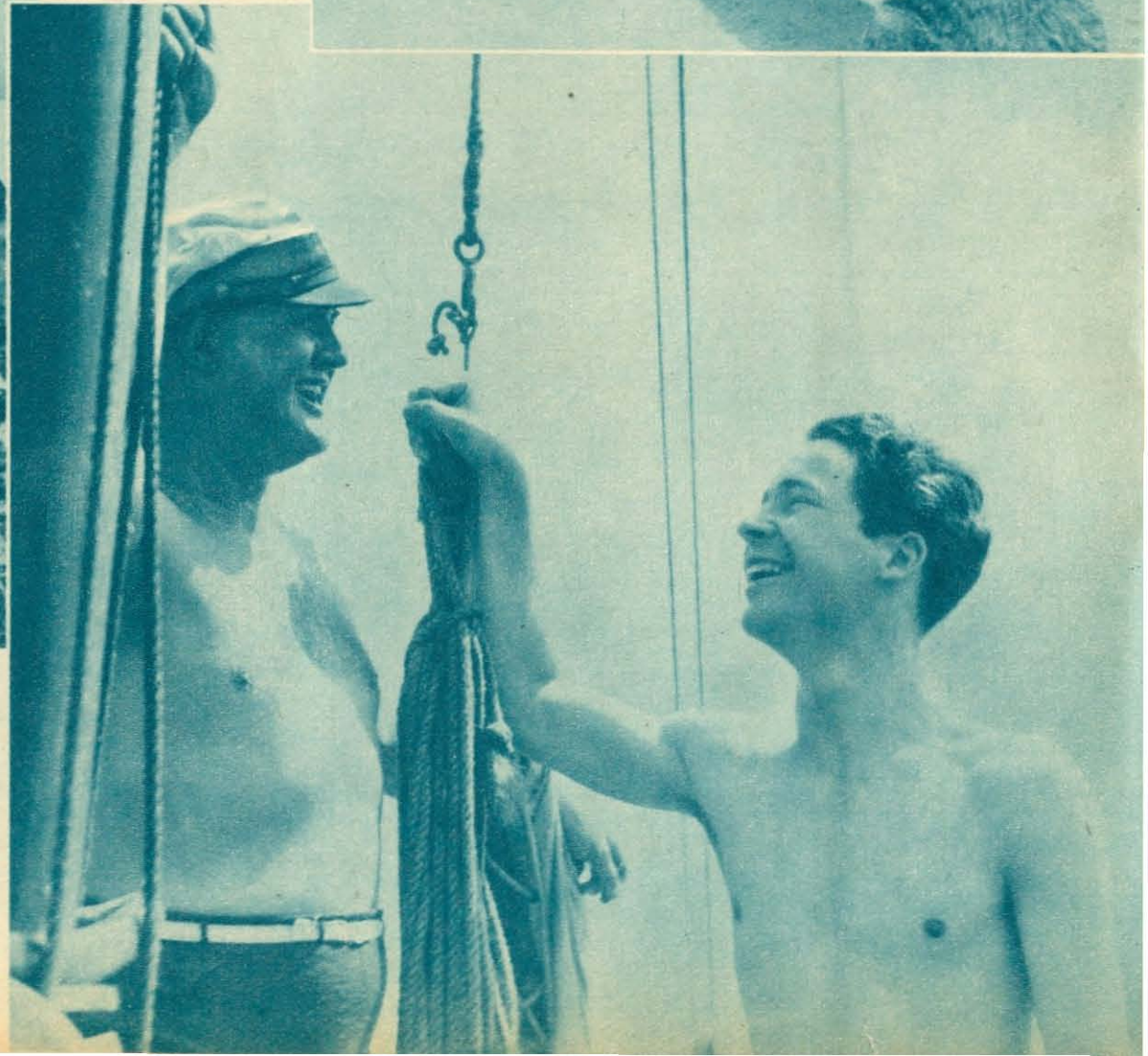
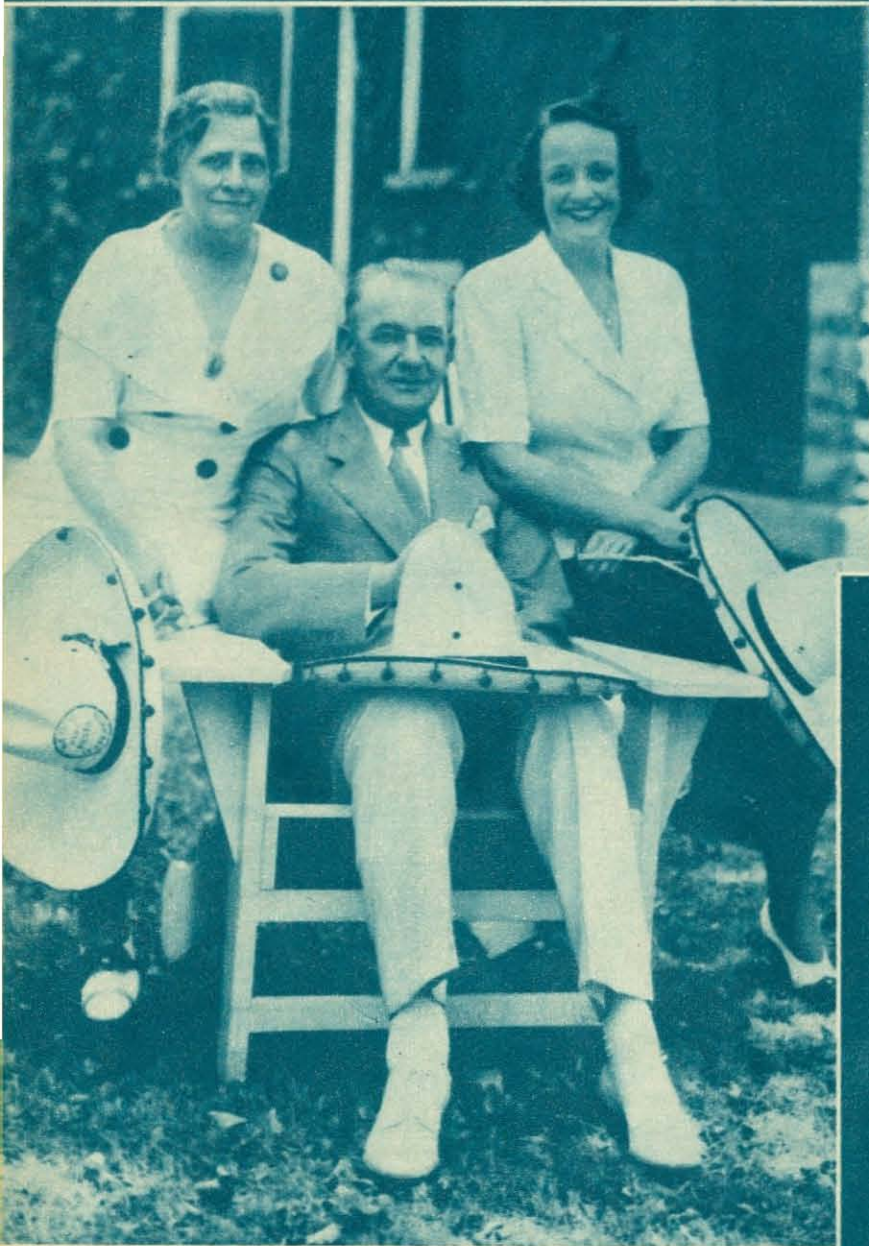
But, take it from George Piantadosi: Neither Tom Waring nor Carmen Lombardo can get a song produced by "Words and Music" merely on the strength of relationship. If George takes a song, it is solely because he

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Outdoors with THE STARS



It may be Ohio that made Ken Murray (above) an Admiral, but it is a Central Park lagoon in New York where he sails his boat. Marlyn Stuart is with him. At the right, the Singing Lady, Irene Wicker, and daughter Nancy, teach their new dog old tricks



Texas can have its Centennial, but so can Mexico, Missouri, and faithful Willie Morris rushed there to help celebrate. It's her home town. She is shown here with her father and mother. Right: It's a sea-going life for Don Wilson and his timid guest. That's right, it's Kenny Baker, and they were snapped on Don's schooner off Long Island

COMING EVENTS

The Daily Listings Will Show Your Nearest Station for These Programs



Eastern and Central Time Are Shown For MST Subtract One Hour from CST

SUNDAY, SEPT. 13

BEETHOVEN SERIES

Alexander Semmler, concert pianist recently returned from abroad, will begin a new series of programs devoted to performance of the Beethoven sonatas for piano. He will be heard each Sunday morning over CBS stations at 9:35 a.m. EST (8:35 CST).

NEWS FROM FRANCE

Pierre de Lanux, foreign editor of the "Courrier des Etats-Unis," resumes his series of talks over the CBS network from Paris at 12:30 p.m. EST (11:30 a.m. CST).

HARVARD CELEBRATION

A special CBS program from Stratford-on-Avon, England, will celebrate the tercentenary of the death of John Harvard, founder of Harvard University, who emigrated to America in 1637. The program will be heard from 12:45 to 1 p.m. EST (11:45 a.m. to 12 noon CST). Other Harvard celebration programs will be heard later today over NBC, and again Wednesday and Thursday over the same network.

FONDA, JUNE WALKER, GUESTS OF MAGIC KEY

Cinema stars Henry Fonda and June Walker will give a radio version of "The Farmer Takes a Wife," and highlights of the Clay County Fair at Spencer, Iowa, will be given by John B. Kennedy and William Dripps during the Magic Key Hour over NBC at 1 p.m. EST (12 noon CST). Introduction of winners of 4-H Club prizes will be included during the tour of the fair.

PITTSBURGH SYMPHONY

The Music You Love will be featured by the Pittsburgh Symphony Orchestra in a new series making its debut on this date, and to be heard every Sunday henceforth from 1 to 1:45 p.m. EST (12 noon to 12:45 p.m. CST) over the CBS network. The weekly broadcasts will be conducted by Antonio Modarelli and will include solos by famous guest artists.

TENNIS TOURNAMENT

Ted Husing, CBS announcer, will describe the fast action and smooth playing as it takes place in the National Singles Tennis Championship Finals. The CBS network will be cleared from 3 to 4:30 p.m. EST (2 to 3:30 CST) for the event.

TONE POEMS

Tone Poems by Irving Szathmari and his Symphonique Moderne replaces Musical Comedy Revue in a new weekly series over NBC at 7 p.m. EST (6 CST).

WOMEN'S SYMPHONY

The Women's Symphony Orchestra of Cleveland, Ohio,

will present a full hour concert of fine symphonic music from 8 to 9 p.m. EST (7 to 8 CST) over the CBS network.

MOTORS CONCERTS

The General Motors Concerts will be resumed tonight at 9 p.m. EST (8 CST) over NBC for the fourth successive season. Erno Rapee directs the series which features a 70-piece symphony orchestra and guest artists. Albert Spalding, American violinist, and Harold Bauer, internationally known pianist, will be guests today.

KALTENBORN SERIES

H. V. Kaltenborn, CBS news commentator of distinction, returns to the United States from his travels and observations abroad, and begins a new Sunday night series, to be heard each week from 9:45 to 10 p.m. EST (8:45 to 9 CST).

MONDAY, SEPT. 14

DRAMATIC SKETCHES

"Backstage Wife" and "How to be Charming" return to the air this date over NBC. "Backstage Wife," a five-a-week dramatic series, will be heard at 10:15 a.m. EST (9:15 CST). "How to be Charming" will be presented Mondays, Wednesdays and Fridays at 10:30 a.m. EST (9:30 CST).

MARY MARLIN BACK

The Story of Mary Marlin, popular dramatic serial of last season which has been off the air for the Summer, begins a new five-a-week series over NBC at 11:15 a.m. EST (10:15 CST).

Returning in the feature roles will be Joan Blaine as Mary Marlin; Robert Griffin as Joe Marlin; Carlton Brickert, David Post; Elinor Harriot, Sally; Betty Lou Gerson, Henrietta; Murray Forbes, Doc Sharpe; June Meredith, Eve Underwood; Jesse Pugh, Peter Fortune; Isabel Randolph,

Since last week's issue was printed, the following program changes have reached RADIO GUIDE. They are presented in the hope that they will come to your attention in time to be of service?

THURSDAY, SEPTEMBER 10

5:15 p.m. EST (4:15 CST), CBS network: Dick Crayne, backfield man of Iowa University and member of the All-Star football team, will be guest speaker on the News of Youth.

7 p.m. EST (6 CST), NBC network: Rudy Vallee will bring his father, Charles Alphonse Vallee, to share honors with George Jessel and John Boles, during the Variety Hour broadcast.

8 p.m. EST (7 CST), CBS network: Morton Downey, recently returned from European tour, sings as guest star with Mark Warnow's orchestra.

8:30 p.m. EST (7:30 CST), CBS network: The Rt. Hon. Lord Harry

Nora; and Judith Lowry, who plays the part of Annie.

GRACE CASTAGNETTA

Columbia's Concert Hall presents Grace Castagnetta, young American pianist at 2:30 p.m. EST (1:30 CST) over CBS.

AMATEUR GOLF

Daily summaries and a description of the final game of the National Amateur Golf Tournament will be covered by NBC beginning today at 4:45 p.m. EST (3:45 CST).

CHATTERTON FOR LUX

Under the personal direction of Cecil B. De Mille, "Quality Street," starring Ruth Chatterton and Brian Aherne, will be presented on the Lux Radio Theater over CBS from 8 to 9 p.m. EST (7 to 8 CST).

CUMMINGS CAMPAIGNS

At 9:45 p.m. EST (8:45 CST) Attorney General Homer S. Cummings will deliver a campaign address over CBS on behalf of the Democratic Party.

SOFT BALL TOURNAMENT

Finals of the world's Amateur Soft Ball Championship Tournament at Soldier's Field, Chicago, will be described for NBC listeners by Hal Totten from 10:45 p.m. to 12 mid. EST (9:45 to 11 p.m. CST).

TUESDAY, SEPT. 15

HAMMERSTEIN GUESTS

Veteran music comedy stars Nancy McCord and Frank Moulin, together with David Putterman, will be guests of the Hammerstein Music Hall at 7 p.m. EST (6 CST) on CBS.

RAMONA BERNIE GUEST

Ramona, singing pianist, celebrated as a protegee of Paul Whiteman, will make a guest appearance on the "Old Maestro's" broadcast at 8 p.m. EST (7 CST) over NBC.

AS WE GO TO PRESS

Snell, of Plumstead, England, chairman of the London County Council and leader of the Labor Party in the House of Lords, speaks on "England and the Empire."

10:05 p.m. EST (9:05 CST), NBC network: A broadcast from the Third World Power Conference in Washington presenting Cabinet members, distinguished power executives and technicians as speakers.

10:15 p.m. EST (9:15 CST), NBC network: Fashion editors reporting on styles observed at the show in progress at the Waldorf-Astoria Hotel.

FRIDAY, SEPTEMBER 11

1:45 p.m. EST (12:45 CST), NBC network: Gustav Heintze and his sister, Greta Heintze Nimmerichter, noted pianists of Vienna, Austria, will present a program of music during the General Federation of Women's Clubs program.

2:30 and 3:30 p.m. EST (1:30 and 2:30 CST), CBS network: The Na-

ROBERT TAYLOR, ET AL

Robert Taylor, latest cinema toast, and Gladys Swarthout, star of the Metropolitan and films, will be guests on the Camel Caravan broadcast from 8:30 to 9:30 p.m. EST (7:30 to 8:30 CST) over CBS.

NAME BAND SERIES

Vincent Lopez and his orchestra will be featured on the premiere broadcast of Portraits in Harmony, a new commercial which will bring a different leading maestro and his band to NBC listeners each week at 9:30 p.m. EST (8:30 CST).

WEDNESDAY, SEPT. 16

CARLETON SMITH

In an international broadcast from Helsinki, Finland, at 3:15 p.m. EST (2:15 CST) Carleton Smith, RADIO GUIDE music critic, will again address NBC listeners.

NARRAGANSETT SPECIAL

Clem McCarthy, ace broadcaster of horse races, will describe an annual turf event, the Narragansett Special, over NBC at 3:45 p.m. EST (2:45 CST).

THURSDAY, SEPT. 17

COLLEGE CAPERS

A broadcast devoted to the Class of 1940, consisting mostly of candid and spontaneous interviews with freshmen students entering Northwestern University, will take place over the CBS network at 1:45 p.m. EST (12:45 CST).

EDDIE DOOLEY

Eddie Dooley, sports writer, commentator and former All-American quarterback, inaugurates a bi-weekly series of forecasts and scores of football games all over the country over the CBS network on this date. He will be heard every Thursday and Saturday from 5:30 to 5:45 p.m. EST (4:30 to 4:45 CST).

KATE SMITH RETURNS

Kate Smith, singing star of the airwaves, returns with a full hour musical variety show from 7 to 8 p.m. EST (6 to 7 CST) over CBS. Jack Miller's orchestra, augmented to twenty-three pieces, will provide musical settings and accompaniment. Kate also plans many unique features, including the introduction of champions, personalities "in the news" and remote control pick-ups of time events. The Le Brun Sisters are guests this week.

MAJOR BOWES ON CBS

Major Bowes' Amateur Hour makes its debut over the CBS network from 8 to 9 p.m. EST (7 to 8 CST). This new series will be heard over the largest single hook-up the Bowes' hour has ever received.

BOB BURNS' GUESTS

Film cowboy Hoot Gibson lovely Betty Grable, Jackie Coogan, Guy Kibbee and Gertrude Niesen will dominate the Kraft Music Hall tonight. Music will be by Jimmy Dorsey and the show will go on NBC at 9 p.m. EST (8 CST).

THEN AND NOW

A new musical and dramatic show, with talent still unannounced, is scheduled to appear on the CBS network Thursday nights from 9 to 9:30 p.m. EST (8 to 8:30 CST). It will be known under the general title of "Then and Now."

FRIDAY, SEPT. 18

ROOSEVELT GREETINGS

As a special feature of the Harvard broadcasts, President Franklin Roosevelt will extend his greeting to America's oldest educational institution. The program will be carried over NBC at 1:30 p.m. EST (12:30 CST) and will also bring a talk from London by Prime Minister Stanley Baldwin.

HOLLYWOOD HOTEL

"Valiant Is the Word for Carrie" with Gladys George, Arline Judge, Isabell Jewell and John Howard, will be presented as a feature of the Hollywood Hotel broadcast tonight over CBS at 8 p.m. EST (7 CST).

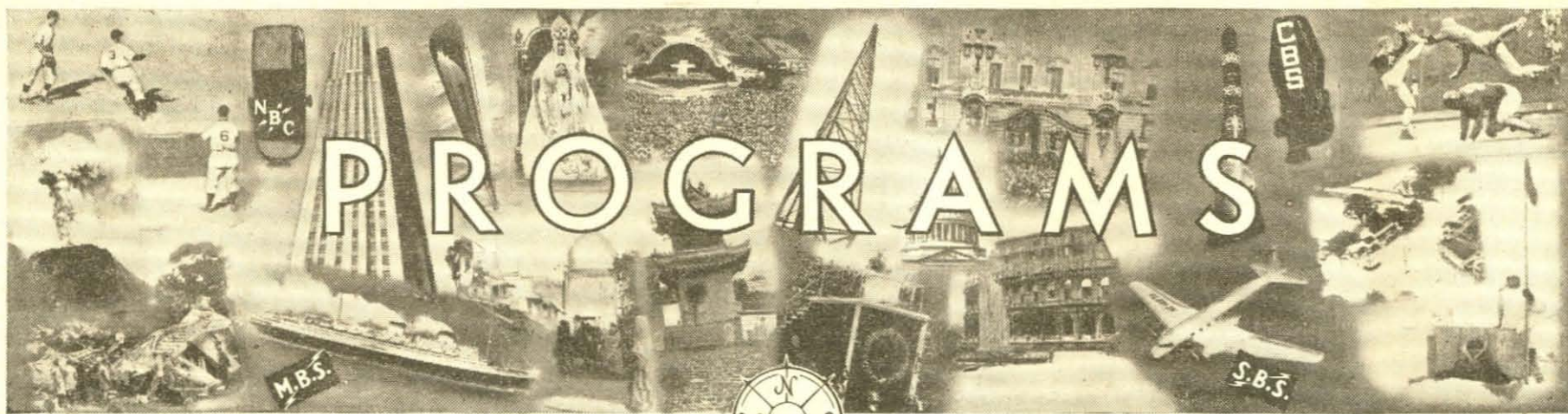
SATURDAY, SEPT. 19

CONCERT HALL

Columbia's Concert Hall presents a Saturday morning recital at 10:30 a.m. EST (9:30 CST), featuring Nicolai Beresowski, violinist, and Frank Sheridan, pianist.

CHATEAU GUESTS

Lois January, the actress and singer, screen star Joan Bennett and Olsen and Johnson will be introduced by Smith Ballew during the Chateau program at 8:30 p.m. EST (7:30 CST) on NBC.



MAY THESE PAGES BRING THE

WHOLE WORLD INTO YOUR HOME

Network Changes

Musical Comedy Revue, formerly 7 p.m., now NBC 10:30 a.m. EST (9:30 CST)
 St. Louis Blues, formerly 1:30 p.m., now CBS 1:45 p.m. EST (12:45 CST)
 Echoes from the Orchestra Pit, formerly 5:45 p.m., now NBC 6 p.m. EST (5 CST)

News

10:00 a.m.—NBC-WCKY
 5:30 p.m.—CBS-WKRC
 8:00 p.m.—Walter Winchell: NBC-WJZ
 10:30 p.m.—NBC-WEAF
 11:00 p.m.—Paul Sullivan: WLW

Classical Music

11:30 a.m.—Radio City Music Hall: NBC-WAVE
 2:00 p.m.—Symphony Orchestra: CBS-WSMK
 6:30 p.m.—Fireside Recitals: NBC-WTAM
 8:00 p.m.—Cleveland Women's Symph. Orch.: CBS-WABC

Comedy

3:30 p.m.—Senator Fishface: NBC-WLW
 6:00 p.m.—Tim & Irene: NBC-WTAM

Drama

5:30 p.m.—Tale of Today: NBC-WTAM

Talks

11:30 a.m.—Univ. of Chi. Round Table: NBC-WTAM
 2:00 p.m.—Julia Hoyt: NBC-WSM
 5:30 p.m.—Int'l Broadcast from London; Alistaire Cooke: NBC-WAVE

Morning

7:30 EST 6:00 CST
 CBS-On the Air Today; Organ Reveille: (sw-21.52)
 NBC-Melody Hour: WTAM
 WWVA-L. P. Lehman & Staff
 7:30 EST 6:30 CST
 CBS-Lyric Serenade: (sw-21.52)
 NBC-Tone Pictures: WSAI
 WOWO-Old Time Religion
 7:45 EST 6:45 CST
 CBS-Radio Spotlight (sw-21.52)
 8:00 EST 7:00 CST
 NBC-Antobal's Cubans: WTAM
 WCKY WHIO
 NBC-Coast to Coast on a Bus, children's prgm.: WLW KDKA
 WMAQ (sw-21.54)
 CBS-Sunday Morning at Aunt Susan's; News: WFBM WMMN
 WKRC (sw-21.52)
 WCPo-Morning Salute
 WLS-Ralph Emerson, organist
 WSAI-Gypsy Fortunes
 8:15 EST 7:15 CST
 WCPo-Uncle Bob

WSAI-Church Forum
 WSMK-Aunt Susan's (CBS)

8:30 EST 7:30 CST
 NBC-Concert Ensemble: WCKY
 WTAM
 KMOX Rise & Shine
 WHIO-Δ Christian Tabernacle
 WKRC-Δ Wayside Church
 WLS-Everybody's Hour
 WWVA-Aunt Susan's (CBS)
 8:45 EST 7:45 CST
 WSAI-Plantation Moods
 9:00 EST 8:00 CST
 NBS-Δ Sabbath Reveries;
 "An Ancient Preaching Mission,"
 Dr. Chas L. Goodell;
 Mixed Quartet, dir. Charle A.
 Baker: WHIO WSM WAVE
 WTAM WCKY WIRE
 CBS-Δ Church of the Air:
 WSMK KMOX WKRC WHAS
 WLAC WMMN WWVA (sw-
 21.52)
 NBC-The Southernaires: WSAI
 KDKA WMAQ (sw-15.21)
 WCPo-Glady's & Mary
 WFBM-Solving Today's Problems
 WGBF-Δ Gospel Home Circle
 WGN-Sunday Morning Concert
 WLW-Δ Church Forum
 WOWO-Δ Christian Science
 9:15 EST 8:15 CST
 WCPo-Δ County Jail Services
 WFBM-Pacific Paradise
 WLS-Everybody's Hour
 WOWO-Rosario Bourbon's Orch.

9:30 EST 8:30 CST
 NBC-Walberg Brown String Ensemble: KDKA WLW (sw-15.21)
 CBS-Beethoven Sonatas: WWVA
 WSMK KMOX WHAS WMMN
 NBC-Artie Hall's Southern Rubes: WCKY WAVE WTAM
 WHIO WIRE WSM
 ★ CBS-Children's Hour: (sw-21.52)
 WFBM-Δ Little Church
 WGBF-Δ First Church of the Fundamentals
 WKRC-Jim Lightfield Prgm.
 WLAC-News; Δ Judge Rutherford
 WLS-Δ Little Brown Church
 WMAQ-Sunshine Hour
 WOWO-News: Sunshine Melodies
 WSAI-Municipal Interviews

9:45 EST 8:45 CST
 KMOX Fascinating Melodies
 WCPo-Galvano & Cortez
 WHAS-Reading the Funnies
 WLAC-Sonatas (CBS)
 WSAI-News
 10:00 EST 9:00 CST
 NBC-News; Ward & Muzzy,
 piano duo: WCKY WHIO WSM
 WAVE (sw-15.33)
 CBS-Romany Trail: WSMK
 KMOX WMMN WLAC WHAS
 WKRC
 NBC-News; Alice Remsen, contr.:
 KDKA (sw-15.21)
 News: WIRE WLW
 WCPo-Hillbilly Hullabaloo
 WFBM-Jake's Entertainers
 WGBF-Δ German Church
 WGN-N. U. Reviewing Stand
 WSAI-Herbert Spiekerman
 WTAM-News; Current Interlude
 WWVA-Δ Judge Rutherford;
 Tamburitza Orchestra
 10:15 EST 9:15 CST
 NBC-Peerless Trio: WAVE WSM
 WHIO WCKY WIRE (sw-
 15.33)

EDITION 7—EAST CENTRAL—LOG OF STATIONS

Call Letters	Kilo-cycles	Power Watts	Location	Net-work
KDKA	980	50,000	Pittsburgh, Pennsylvania	NBC-B
KMOX	1090	50,000	St. Louis, Missouri	CBS
WABC†	860	50,000	New York City	CBS
WAVE	940	1,000	Louisville, Kentucky	NBC
WBBM†	770	50,000	Chicago, Illinois	CBS
WCKY	1490	5,000	Cincinnati, Ohio	NBC
WCPO	1200	250	Cincinnati, Ohio	Local
WEAF†	660	50,000	New York City	NBC-R
WENR	870	50,000	Chicago, Illinois	NBC-B
WFBM	1230	1,000	Indianapolis, Indiana	CBS
WGBF	630	500	Evansville, Indiana	Local
WGN	720	50,000	Chicago, Illinois	MBS
WGY†	790	50,000	Schenectady, New York	NBC-R
WHAM†	1150	50,000	Rochester, New York	NBC-B
WHAS	820	50,000	Louisville, Kentucky	CBS
WHIO	1250	5,000	Dayton, Ohio	NBC
WIRE	1400	1,000	Indianapolis, Indiana	NBC
WJRT	750	50,000	Detroit, Michigan	CBS
WJZ†	760	50,000	New York City	NBC-B
WKRC	550	1,000	Cincinnati, Ohio	CBS
WLAC	1470	5,000	Nashville, Tennessee	CBS
WLS	870	50,000	Chicago, Illinois	NBC-B
WLW	700	500,000	Cincinnati, Ohio	NBC & MBS
WMAQ	670	50,000	Chicago, Illinois	NBC-R
WMMN	890	500	Fairmount, West Virginia	CBS
WOWO	1160	10,000	Fort Wayne, Indiana	CBS
WSAI	1330	2,500	Cincinnati, Ohio	NBC
WSM	650	50,000	Nashville, Tennessee	NBC
WSMK*	1380	200	Dayton, Ohio	CBS
WTAM	1070	5,000	Cleveland, Ohio	NBC-R
WWVA	1160	5,000	Wheeling, West Virginia	CBS

NBC—National Broadcasting Company
 CBS—Columbia Broadcasting System
 MBS—Mutual Broadcasting System
 NBC-B—National Broadcasting Company Basic Blue Network
 NBC-R—National Broadcasting Company Basic Red Network
 †—Night Programs
 *—Network Programs

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

Bell Δ indicates religious services and programs. Star ★ indicates high spot selections.

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

★ NBC-Nellie Revell: KDKA WLW (sw-15.21)
 WGN-Sunday Morning Concert
 WLS-Old Music Chest
 WSAI-Dr. Courboin, organist
 WTAM-Shero Trio
 10:30 EST 9:30 CST
 CBS-Major Bowes Capitol Family: KMOX WKRC WOWO WSMK WMMN WLAC (sw-21.52)
 NBC-Musical Comedy Revue: WIRE WTAM WCKY WHIO WMAQ (sw-15.33)
 NBC-The World Is Yours, drama: WAVE KDKA WLW (sw-15.21)
 WFBM-Δ Christian Men Builders
 WGN-Edna Sellers, organist
 WHAS-Δ Sunday Jail Service
 WLS-Otto Marek, trn.
 WSM-John Ford
 WWVA-L. P. Lehman & Staff
 10:45 EST 9:45 CST
 WGBF-Honolulu Serenaders
 WGN-Keep Chicago Safe
 WMMN-Δ First Presby. Church
 WSM-Δ First Baptist Church
 11:00 EST 10:00 CST
 CBS-Capitol Family: (sw-9.59)

11:45 EST 10:45 CST
 CBS-Salt Lake City Tabernacle:
 WSMK WOWO WKRC
 WLS-Tone Pictures
 1:15 EST 12:15 CST
 WGN-Palmer House Ensemble
 WSAI-Sermonette & Hymn Time

Afternoon

12:00 EST 11:00 CST
 CBS-Δ Church of the Air: WHAS
 WWVA WKRC KMOX WMMN
 WSMK (sw-15.27-9.59)
 NBC-Harold Nagel's Orch.:
 WTAM WMAQ WCKY (sw-15.33)
 WENR-Music Hall (NBC)
 WCPo-Salvation Army Prgm.
 WGN-Reading the Comics
 WHIO-Clara Oglesby Lyman
 WLAC-Δ Church of Christ
 WOWO-Mayfair Revue
 WSAI-Amer. Family Robinson
 WSM-Δ Methodist Church
 12:15 EST 11:15 CST
 WCPo-Happiness Ahead
 WHIO-Harold Nagel's Orch. (NBC)
 WSAI-Console & Keyboard
 12:30 EST 11:30 CST
 NBC-While the City Sleeps:
 WHIO WCKY WIRE WMAQ
 WTAM (sw-15.33)
 ★ CBS-Int'l B'cast from Paris;
 News Exchange: WHAS
 WKRC WWVA KMOX WOWO
 WSMK WFBM WMMN (sw-
 15.27-9.59)
 NBC-Highlights of the Bible;
 "Where the Crowds of Men Go By,"
 Dr. Frederick K. Stamm: WENR WAVE WLW
 MBS-Ted Weems Orch WSAI
 WGN
 KDKA-Concert Echoes
 WCPo-Baseball; Reds vs. Boston
 WFBM-Community Salute

1:30 EST 12:30 CST
 NBC-Peter Absolute sketch:
 WMAQ WTAM WCKY (sw-15.33)
 WGN-Baseball; Chicago White Sox vs. Washington
 WHIO-Vikings Quartet
 WIRE-News
 WKRC-Sunday Players
 WMMN-Meditations
 1:45 EST 12:45 CST
 CBS-St. Louis Blues: WMMN
 WFBM WHAS WOWO WSMK
 WWVA (sw-15.27-9.59)
 Baseball; Cincinnati vs. Boston:
 WSAI WHIO
 KMOX-Horner for Governor
 WIRE-Rob't Hood Bowers' Band
 WKRC-Sunday Players
 WLAC-Δ Adventists Hour
 2:00 EST 1:00 CST
 NBC-South Sea Islanders: WMAQ
 WTAM WIRE WCKY (sw-15.33)
 CBS-Everybody's Music; Orch.,
 dir. Howard Barlow; Guest:
 WHAS WLAC WSMK WFBM
 KMOX WMMN (sw-15.27-9.59)
 Symphonic Dance Nos. 1 and 2,
 Gipsy: New World Symphonic
 NBC-Julia Hoyt, talk: KDKA
 WENR WSM (sw-15.21)
 WAVE-True Life Story
 WLW-String Ensemble
 WOWO-Δ Missionary Hour
 WWVA-L. P. Lehman & Staff

2:15 EST 1:15 CST
 NBC-Cloister Bells: KDKA WSM
 WAVE WENR (sw-15.21)
 WKRC-Everybody's Music
 2:30 EST 1:30 CST
 NBC-Lucille Manners, sop.;
 John Gurney, basso; Orch.:
 WSM KDKA WENR WLW
 (sw-15.21)
 NBC-Words & Music: WTAM
 WIRE WCKY WMAQ (sw-
 15.33)
 WAVE-While the City Sleeps
 WCPo-Musical Matinee
 WGBF-Δ East Side Tabernacle
 WOWO-Δ Temple Service

1:00 EST 12:00 CST
 CBS-To be announced: WSMK
 WMMN WWVA
 ★ NBC-Magic Key; Symph. Or-
 chestra, dir. Frank Black;
 Henry Fonda & June Walker
 in "Farmer Takes a Wife";
 Wm. Drripps, guest: WENR
 WAVE KDKA WSM WLW
 (sw-15.21)
 CBS-Pittsburgh Symph. Orch.;
 Antonio Modarelli, cond. (Pre-
 miere): WHAS KMOX WKRC
 WLAC WFBM (sw-15.27-9.59)
 American Fantasy, Heibel; March
 from "Tosca"; Wagner; An-
 dante, Tchaikovsky; Waltz from
 Tales from the Vienna Woods,
 Strauss; Träumerei, Schumann;
 Prologue from "Pagliacci," Leon-
 cavallo; Pale Moon, Logan;
 Gipsy to Heaven, Wolfe; Annie
 Laurie

NBC-Beau Geste de Musique:
 WMAQ WHIO WTAM WCKY
 WIRE (sw-15.33)
 WCPo-Dixie Trio
 WGBF-Musical Masterpiece Hour
 WGN-Alice Blue, pianist
 WOWO-George Hall's Orch.
 WSAI-News
 3:30 EST 2:30 CST
 NBC-Senator Fishface & Prof.
 Figgshot: WENR WAVE
 WLW WSM

Monday

September 14



Red Grange
See 8 p.m. EST (7 CST)

Network Changes

The Streamliners, formerly 8:15 a.m., now NBC 8 a.m. EST (7 CST), Monday through Saturday.
Happy Jack, songs, formerly 9 a.m., now NBC 11:30 a.m. EST (10:30 CST), Monday through Friday.
Young Hickory, sketch, formerly 3 p.m., now NBC 3:45 p.m. EST (2:45 CST), Monday through Friday.
Education in the News, formerly 6:45 p.m., now NBC 5 p.m. EST (4 CST).
Mary Small, songs, formerly Friday 6 p.m., now NBC 6 p.m. EST (5 CST).

News

8:55 a.m.—NBC-WTAM
5:30 p.m.—CBS-WSMK
5:30 p.m.—NBC-WAVE
7:45 p.m.—Lowell Thomas: NBC-WLW
6:30 p.m.—Edwin C. Hill: NBC-WMAQ
6:45 p.m.—Boake Carter: CBS-WHAS
10:00 p.m.—NBC-WJZ
10:30 p.m.—NBC-WEAF
11:00 p.m.—Paul Sullivan: WLW

Classical Music

7:30 p.m.—Florence Vickland: NBC-WEAF

Morning

7:00 EST 6:00 CST
NBC-Malcolm Claire: WTAM
CBS-Oleanders, male quartet: (sw-15.52)
NBC-Morn. Devotions: WSAI
KMOX-Home Folks' Hour
WCKY-Morn. Roundup
WCPO-Tuma Cowboys
WGN-Good Morn. Prgm.
WKRC-Breakfast Express
WLW-Family Prayer Period
WMAQ-Suburban Hour
WMMN-Musical Clock
WOWO-Dress Parade
WWVA-L. P. Lehman & Staff
7:15 EST 6:15 CST
NBC-William Meeder, organist;
Alden Edkins bar.: WSAI
KDKA News, Musical Clock
WCKY-Musical Clock
WCPO-Old Time Tunes
WGN-Golden Hour
WLS Pat Buttram & Oshkosh Boys
WLW-Morn. Devotions
WMMN-Mountaineer Girls
WTAM Ford Rush
7:30 EST 6:30 CST
BS Lyric Serenade: (sw-21.52)
NBC-Cheerio, inspirational talk:
WTAM WCKY WLW
Musical Clock: WCPO WSM
KDKA-Kiddies' Klub
KMOX-Markets; News
WFBM-Chuck Wagon
WHAS-College Devotions
WIRE-Morning Devotions
WLAC-News Scoops & Melodies
WLS-Otto & His Tunetwisters
WMMN-Mountain Boys
WOWO-News
WSAI-Daily Sun Dial
7:45 EST 6:45 CST
NBC-Landt Trio & White: WSAI
KDKA-Musical Clock
KMOX-Resettlement Adm. Prgm.
WIRE-News
WLS-Hotan Tonka, Indian Legends
WMMN-Cap, Andy & Flip
WOWO-Breakfast Club

NBC-Aristocratic Rhythms:
KDKA WSM (sw-15.21)
KMOX-Fascinating Melodies
WAVE-Devotional Service
WFBM-Hollywood Highlights
WGN-Making the Constitution
WHAS-Strollers
WLAC-Shopping the Movies
WLS-Martha Crans; Helene Joyce Homemakers
WLW-Mail Bag
WSAI-Today's Happenings
WWVA-Chuck & Don
10:00 EST 9:00 CST
NBC-David Harum, sketch:
WTAM WSAI WMAQ (sw-15.33)
CBS-Magazine of the Air; Guests:
WKRC-WFBM WHAS KMOX (sw-21.52-9.59)
NBC-Herman & Banta: WSM
KDKA WHIO WAVE (sw-15.21)
CBS-To be announced: WMMN
WCKY-Magic Melodies
WCPO-Lawrence Rolano's Orch.
WGN-Friendly Neighbor's House Party
WIRE-Happy Long
WLAC-News, Melody Lane
WLS-Homemakers Prgm.
WLW-Hymns of All Churches
WOWO-Song Stylist
WWVA-Hoosier Merry-makers
10:15 EST 9:15 CST
NBC-Metro. Echoes: WSM WAVE
WCKY WIRE WHIO
NBC-Backstage Wife (Premiere): WTAM WMAQ WSAI (sw-15.33)
NBC-Home Sweet Home, sketch:
KDKA WLW WLS (sw-15.21)
WCPO-Dot Club News
WGN-Radio Cooking Club
WLAC-To be announced (CBS)
WOWO-Home Folks Frolic
10:30 EST 9:30 CST
CBS-To be announced: WMMN
WLAC WHAS WSMK WKRC (sw-21.52)
NBC-How to be Charming (Premiere): WMAQ WTAM WSAI WAVE (sw-15.33)
NBC-Vic & Sade, sketch: WLS
KDKA (sw-15.21)
To be announced: KMOX WGN
WCPO-Leo Kosloff's Orch.
WFBM-Kitchen of the Air
WIRE-Tuneful Topics
WLW-Jane Emerson, songs
WOWO-News; Markets
WWVA-Rapid Ad Service
10:45 EST 9:45 CST
NBC-The Voice of Experience
WLW WTAM WMAQ (sw-15.33)
CBS-Hubert Hendrie, bar.; Orch.:
WKRC WSMK WLAC WHAS (sw-21.52)
NBC-Edward MacHugh, Gospel Singer: WLS KDKA (sw-15.21)
KMOX-To be announced
WAVE-Morn. Moods
WCKY-On the Mall
WCPO-Clarence Berger
WGBF-Household Hour
WGN-Bachelor's Children
WHIO-Morning Varieties
WMMN-Kentucky Hill-Billies
WOWO-Party Line
WSAI-Barbara LaMarr
WSM-Strings
WWVA-Two Guitars
11:00 EST 10:00 CST
NBC-Girl Alone, sketch: WLW
WMAQ WTAM (sw-15.33)
★ CBS-Between the Bookends:
WFBM WKRC WLAC WSMK
WWVA (sw-21.52-9.59)
NBC-Navy Band: WSM WIRE
WHIO WAVE WCKY
News, KDKA WCPO
KMOX-News Through a Woman's
Eyes
WGBF-Mister & Missus
WGN-Painted Dreams
WHAS-The Strollers
WLS-Musical Roundup
WMMN-Mystery Melody
WOWO-Mr. & Mrs.
WSAI-Household Hints
11:15 EST 10:15 CST
CBS-Montana Slim, yodeling cowboy: WFBM WLAC WHAS
WKRC KMOX WSMK (sw-21.52-9.59)
★ NBC-KLEENEX PRESENTS
Story of Mary Marlin, sketch
(Premiere): WTAM WMAQ
WCKY WAVE WHIO (sw-15.33)
NBC-Honeyboy & Sassafras:
WIRE WSM
Markets: WLS WLW
KDKA-Strollers
WCPO-Carter Family

WGBF-Bill & Ginger
WGN-We Are Four
WMMN-Ranch Hands
WWVA-Elmer Crowe
11:30 EST 10:30 CST
CBS-The Merry-makers: WSMK
WHAS WFBM WMMN WOWO
(sw-21.52-9.59)
NBC-Happy Jack, songs: WCKY
WHIO WAVE WTAM WSM
KMOX-Ma Perkins
WCPO-Nonday Musicales
WGBF-Baby Shop
WGN-Paul Small, Harold Turner & Len Salvo
WIRE-In the Crime Light
WKRC-Woman's Hour
WLAC-Betty & Bob
WLS-Guest Artist
WLW-The Gospel Singer (NBC)
WMAQ-King's Jesters
WSAI-This Olympic Age
WWVA-Rhythm Rangers
11:45 EST 10:45 CST
CBS-The Merry-makers: WLAC
WKRC
NBC-Merry Madcaps: WCKY
WHIO WIRE WAVE WSM
MBS-The Kid Sister: WGN WLW
KMOX-Kitty Keene
WGBF-Hoosier Philosopher
WLS-Old Kitchen Kettle
WMAQ-Home Service Prgm.
WMMN-Farm Prgm.
WOWO-Bob & Norm
WSAI-Navy Band (NBC)
WTAM-Noonday Resume

Afternoon

12:00 EST 11:00 CST
CBS-Betty & Bob, sketch:
WFBM WHAS KMOX
NBC-Joan & The Escorts: WAVE
WMAQ WSAI
CBS-Matinee Memories: WWVA
(sw-15.27-9.59)
NBC-Joe White, tnr.: WIRE
(sw-15.33)
WCKY-Question Box; News
WCPO-Radio Bible; Neapolitan
Concert Band
WGBF-Wedding Anniversaries
WGN-Life of Mary Sothorn
WHIO-News; Weather; Markets
WKRC-News; Fire Dept. of Air
WLAC-Garden & Home Prgm.
WLS-Cornhuskers & Chore Boy
WLW-Queen's Minstrel
WMMN-News
WOWO-Geo. Hall's Orch.
WSM-Music from Texas
WTAM-Ray Morton
12:15 EST 11:15 CST
CBS-Modern Cinderella: WHAS
WFBM KMOX
NBC-Dot & Will: WMAQ WSM
WAVE
CBS-Matinee Memories: WLAC
WKRC WMMN
NBC-Rhythm Parade: WIRE
WHIO WCKY
MBS-Tom, Dick & Harry: WGN
WLW
News: WOWO WWVA
KDKA-Slim & Jack
WCPO-Happiness Ahead
WLS-Melody Parade; Hometown-
ers & Orch.
WSAI-Larry Duran, guitarist
WTAM-At the Exposition
12:30 EST 11:30 CST
CBS-John K. Watkins, news;
Betty Crocker; Hymns of All
Churches: WHAS WFBM
KMOX
NBC-Nat'l Farm & Home Hour:
WMAQ WAVE WSM KDKA
(sw-15.21)
CBS-The Rhythmaires: WLAC
(sw-15.27-9.59)
NBC-Summer Promenade; Solo-
ists & Orch.: WCKY WHIO
(sw-15.33)
WCPO-Man on the Street
WGN-Markets; Midday Service
WIRE-Farm & Home Hour
WKRC-Luncheon Lyrics
WLS-Weather, markets, news
WLW-River & Market Reports
WMMN-Inquiring Reporter
WOWO-Happy Herb
WSAI-Don Hall Trio
WTAM-Livestocks; Hank Miller's
Boys
WWVA-Luncheon Club
12:45 EST 11:45 CST
CBS-Romany Trail: WKRC
WLAC (sw-15.27-9.59)
WCPO-Alys Michot School
WLS-Dinnerbell Prgm.
WLW-Farm & Home Hr. (NBC)
WMMN-Mixing Bowl
WOWO-Maury Cross' Orch.
WSAI-Day Dreams
WTAM-Summer Prom. (NBC)

1:00 EST 12:00 CST
NBC-Forum on Character Build-
ing; Guest Speakers: WCKY
WHAM WTAM (sw-15.33)
CBS-Romany Trail: WHAS
WFBM WMMN WWVA
KMOX-Medical Society
WCPO-Conservatory of Music
WGBF-Church & School News
WGN-Blackstone String Trio
WHIO-Hymn Time
WLAC-Luncheon Musicales
WOWO-Buccaneers
WSAI-Receding Frontiers
1:15 EST 12:15 CST
CBS-Happy Hollow, sketch:
WKRC WMMN (sw-15.27)
KMOX-Magic Kitchen
WFBM-Farm Bureau
WGBF-Markets; Farmer Purcell
WGN-Sally Jo Nelson, songs
WHAS-College of Agriculture
WHIO-Question Box
WIRE-News
WOWO-Purdue Prgm.
WSAI-Larry & Sue
WWVA-Salon Moods
1:30 EST 12:30 CST
NBC-Waltz Favorites: WCKY
WTAM WHIO (sw-15.33)
CBS-Manhattan Matinee: WKRC
WOWO (sw-15.27)
News: WIRE WSM
KDKA-Home Forum
WAVE-Savings Talk
WCPO-Swing Session
WFBM-Hoosier Farm Circle
WGN-Palmer House Ensemble
WHAS-Savings Talk; Weather
WLAC-Church of Christ
WLS-Jim Poole, markets
WLW-Rubinoff, violinist
WMAQ-Superintendent's Round
Table
WMMN-Shopping Notes
WSAI-Affairs of Rex Stevens
WWVA-Dr. Lamont
1:45 EST 12:45 CST
NBC-Waltz Favorites: WIRE
WMAQ
KMOX-Manhattan Matinee
WAVE-Carly Fox's Hunters
WCPO-Musical Matinee
WGBF-Curbstone Reporter
WGN-Marriage License Bureau
WHAS-Shopping Guide
WHIO-Homemaking
WLS-Markets; News
WLW-Kitty Keene
WMMN-Cap, Andy & Flip
WSAI-Baseball; Reds vs. Boston
WSM-Dept. of Agriculture
WWVA-L. P. Lehman & Staff
2:00 EST 1:00 CST
NBC-Pepper Young's Family,
sketch: WTAM WMAQ WSM
(sw-15.33)
CBS-Mabelle Jennings, commen-
tator: WMMN WKRC WFBM
WLAC (sw-15.27)
NBC-The Manhattaners: WCKY
KDKA WIRE (sw-15.21)
MBS-Molly of the Movies: WLW
WGN
KMOX-Inquiring Reporter
WAVE-Man on the Street
WCPO-Baseball; Reds vs. Boston
WGBF-To be announced
WHAS-University of Kentucky
WHIO-News
WLS-Homemakers' Hour
WOWO-Salon Orch.
2:15 EST 1:15 CST
NBC-Manhattaners: WAVE
CBS-Milton Charles, organist:
WMMN WKRC WSMK (sw-15.27)
NBC-Ma Perkins, sketch, with
Margery Hannon: WLW WLS
WTAM WSM (sw-15.33)
KMOX-Barnyard Follies
WFBM-News
WGN-June Baker, home man-
agement
WHIO-Baseball; Cincinnati vs.
Boston
WLAC-Memories
WMAQ-Tuneful Topics
WOWO-Guest Revue
WWVA-Home Time
2:30 EST 1:30 CST
NBC-Vic & Sade, sketch: WLW
WTAM WMAQ WSM (sw-15.33)
CBS-Concert Hall; Grace Cas-
tagnetta: WHAS WKRC WLAC
WOWO WMMN WSMK (sw-15.27)
NBC-Beatrice Mack, sop.: WAVE
WCKY
KDKA-Human Values
WFBM-Mary Baker's Album
WGN-Len Salvo, organist
WIRE-Matinee Varieties
WLS-Homemakers' Hour
WWVA-Ma Perkins, sketch

2:45 EST 1:45 CST
NBC-The O'Neills, sketch: WLW
WTAM WSM WMAQ (sw-15.33)
NBC-Originalities; Clark Dennis,
tnr.: WCKY WHIO KDKA
(sw-15.21)
WAVE-Afternoon Melodies
WFBM-W. P. A. Prgm.
WGN-Baseball; Chicago White
Sox vs. Washington
WIRE-To be announced
WOWO-Homemakers Hour
WWVA-Pioneers; News
3:00 EST 2:00 CST
NBC-Women's Radio Review:
WAVE WTAM WSM WMAQ
(sw-15.33)
CBS-Dept. of Education Series:
WHAS WKRC WMMN WFBM
WSMK WOWO (sw-15.27)
★ NBC-Nellie Revell: KDKA
WENR WIRE WCKY (sw-15.21)
WENR-To be announced
WLAC-Aft. Melodies
WLW-Gene Perazzo, organist
WWVA-Cowboy Loye's Blue Bon-
net Boys
3:15 EST 2:15 CST
NBC-Jackie Heller, songs:
KDKA WCKY WIRE WENR
(sw-15.21)
CBS-Concert Miniatures: WHAS
WKRC WFBM WSMK WOWO
(sw-15.27)
KMOX-Window Shoppers
WLW-News; Financial Notes
WGBF-Radio Revival
WLW-Labor & Nat'l Security
WMMN-News for Women Only
3:30 EST 2:30 CST
NBC-Bobby Grayson's Orch.:
WENR KDKA WLW (sw-15.21)
CBS-Concert Miniatures: WMMN
WLAC WWVA (sw-9.59)
NBC-Gene Arnold & Ranch Boys:
WMAQ WCKY WAVE WIRE
WSM (sw-15.33)
KMOX-Queen's Favorites
WOWO-Old Time Religion
WSAI-Let's Have a Party
WTAM-Art Museum
3:45 EST 2:45 CST
NBC-Young Hickory, sketch:
WAVE WSM WENR KDKA
(sw-15.21)
CBS-Chicago Variety Hour:
WKRC WMMN WSMK WHAS
WLAC WWVA WFBM (sw-15.27)
NBC-Grandpa Burton, sketch:
WCKY WIRE WTAM
KMOX-Dope from the Dug Out
WLW-Rex Griffith
WMAQ-Lawson YMCA Glee Club
WSAI-Baseball; Reds vs. Cubs
4:00 EST 3:00 CST
NBC-Let's Talk It Over; Alma
Kitchell, contralto & m.c.;
Ethel Cotton, author, guest:
WAVE WMAQ WSM (sw-15.21)
NBC-Great Lakes Exposition
Band: WIRE WCKY WTAM
WENR (sw-9.53)
KDKA-Kiddies' Klub
KMOX-Baseball; Browns vs. New
York
WGBF-Sunshine Hour
WHAS-Weekday Devotions
WLW-Betty & Bob, sketch
WOWO-Little Joe
WWVA-Hoosier Merry-makers
4:15 EST 3:15 CST
CBS-Eton Boys, male quartet:
WMMN WSMK WFBM WKRC
WHAS WLAC
KDKA-Hank Keene & Gang
WCPO-Season's Hits
WHIO-Great Lakes Exposition
Band (NBC)
★ WLW-Life of Mary Sothorn,
sketch
4:30 EST 3:30 CST
NBC-Jack Armstrong, sketch
WTAM (sw-9.53)
NBC-String Ensemble: WAVE
WMAQ WHIO
CBS-Vocals by Verrill: WOWO
WFBM WMMN WSMK WLAC
(sw-15.27-9.59)
NBC-The Singing Lady: KDKA
WLW (sw-15.21)
NBC-Irma Glen, organist: WENR
To be announced: WHAS WKRC
WCKY-Afternoon Concert
WGBF-News
WIRE-Rudolph Friml, Jr.'s Orch.
WSM-Organ Reveries
WWVA-Shopping Hour
4:45 EST 3:45 CST
NBC-Little Orphan Annie: KDKA
WLW (sw-15.21)

NBC-Nat'l Amateur Golf Tournament Resume: WTAM WAVE WSM WIRE WMAQ WHIO (sw-9.53)

CBS-Wilderness Road, sketch: WOWO WFBM WHAS WMMN WSMK WLAC (sw-15.27)

WCKY Dick Tracy, sketch

WCPO-Ensemble

WENR-Cadet's Quartet

WGBF Musical Masterpieces

WGN-After the Ball Game

WKRC-Musical Calendar

5:00 EST 4:00 CST
NBC-Education in the News: WAVE WCKY WMAQ WIRE WSM (sw-9.53)

CBS-Dictators: WFBM WLAC WSMK WBBM WHAS WMMN WWVA (sw-11.83)

NBC-Army Band: WSAI News: KDKA KMOX WCPO WGN-Armchair Melodies

WHIO-Piano Novelties

WKRC-Four Jolly Bakers

WLW-Toy Band

WOWO-Master Singers

WMAQ-Musical Cocktail

5:15 EST 4:15 CST
NBC-Army Band: KDKA (sw-15.21)

CBS-Eddie House, organist: WSMK WKRC WLAC WMMN

NBC-Don Jose, songs: WSM WCKY WIRE WAVE (sw-9.53)

CBS-Bobby Benson & Sunny Jim. (sw-11.83-9.59)

WBBM-Dramatic Prgm.

WCPO-Moods

WMAQ Tea Time Tunes

WHAS-Sputter & Whine

WHIO-Buddy & Ginger

WLW-Adrian O'Brien & Organ

WMAQ-Malcolm Claire (NBC)

WOWO-Amer. Family Robinson

WTAM-Old Man Sunshine

WWVA-Economy Notes

5:30 EST 4:30 CST
NBC-News; Gale Pace, contralto: WIRE WAVE WCKY (sw-9.53)

CBS-News; Marion Carley, pianist: WLAC WSMK

NBC-The Singing Lady: WGN

CBS-News; Sports Resume: (sw-11.83)

NBC-News; Three X Sisters. WSAI

Jack Armstrong, sketch: WLW WMAQ

Tarzan, sketch: WKRC WHIO

KDKA-Baseball Scores: Weather

WCPO-Edmund Clair's Orch.

WENR-News

WHAS-Melody Cruise

WMMN-Boggie

WOWO-News; Harry Reser's Orch.

WSM-Financial News

WTAM-News; Gov. Davey

WVA-Industrial Labor Party

5:45 EST 4:45 CST
CBS-Rentrow of the Mounted. WFBM WWVA WSMK (sw-11.83)

★ NBC-Lowell Thomas, commentator: KDKA WTAM WLW (sw-15.21)

NBC-News; Three Scamps: WMAQ (sw-9.53)

Baseball Resume: WSAI WOWO WAVE-Here Are Songs

WCKY-Civic Club

WCPO-Glenn & Shay

WENR-Musical Revue

WGN-Little Orphan Annie (NBC)

WHIO-Jimmy Allen, sketch

WIRE-Sketches of Melody

WKRC-20th Century Serenade

WLAC-Tonic Tunes

WMMN-Shopping Notes

WSM-Leon Cole, organist

6:00 EST 5:00 CST
★ NBC-Amos 'n' Andy: (sw-9.53)

CBS-Wm. Hard, political commentator: (sw-11.83)

CBS-Loretta Lee, songs: WLAC WFBM KMOX

NBC-Mary Small, songs: WENR WAVE

NBC-Otto Thurn's Orch.: WIRE WCKY WMAQ

MBS-Blackstone String Trio: WGN WSAI

KDKA-Dance Orch.

WCPO-Dinner Music

WHAS-Dick Tracy

WHIO-Bessie Lee

WKRC-Jimmy Allen, sketch

★ WLW-Johnson Family

WMMN-News

WOWO-Bob Valentine

WSM-Strings; Pan American Broadcast

WTAM-Sports Review

★ WWVA-RADIO GOSSIP

6:15 EST 5:15 CST
NBC-Gran & Smith, piano duo: WAVE WSAI

★ NBC-GOODYEAR TIRE & Rubber Co. Presents Literary Digest Nationwide Poll Results; John B. Kennedy, commentator: KDKA WENR WLW (sw-15.21)

★ NBC-ALKA-SELTZER Presents Uncle Ezra's Radio Station: WHIO WIRE WMAQ WCKY WTAM

CBS-Popeye, The Sailor: WFBM WSMK WHAS WKRC (sw-11.83-9.59)

CBS-Russell Dorr, bar.; Ann Leaf, organist: WMMN WWVA WLAC

KMOX-Rentrow of the Mounted

WGBF-Tarzan, sketch

WGN-Palmer House Ensemble

★ WHBC-MOVIE GOSSIP (1200 kc.)

WOWO-Thank You, Stusia

6:30 EST 5:30 CST
NBC-Edwin C. Hill, news: WMAQ WIRE

CBS-Russell Dorr, bar.: WSMK

★ NBC-HORLICK'S MALTED Milk Presents Lum & Abner sketch with Norris (Abner) Goff: WLW WENR WSM

CBS-Chariteers; Judy Starr: WKRC KMOX WFBM (sw-11.83-9.59)

KDKA-Singing Seven

WAVE-Round the Town

WCKY-Rubinoff, violinist

WCPO-Merchants' Bulletins

WGN-Lone Ranger

WHAS-Song Master; Paul Sutton

WHIO-Si Burick; Dance Music

WOWO-Amer. Family Robinson

WSAI-Johnny Lewis' Orch.

WTAM-Hot Dates in Music

6:45 EST 5:45 CST
★ NBC-GOODYEAR TIRE & Rubber Co. Presents Literary Digest Nationwide Poll Results; John B. Kennedy, commentator: WTAM

★ CBS-Boake Carter, commentator: WHAS WKRC KMOX (sw-9.59-11.83)

News: WCKY WFBM

KDKA-Dan & Sylvia

WCPO-Secretary Hawkins

WLW-Gov. Davey, talk

WGBF-Club Time

WHIO-News; Weather; Drama

WIRE-Sport Slants

WLAC-Sons of the Pioneers

WLW-To be announced

WMAQ-Keith Beecher's Orch.

WMMN-Tick, Tack & Toe

WSAI-Knot Hole Club

WSM-Musical Prgm.

WWVA-Parade of the Stars

Night

7:00 EST 6:00 CST
NBC-Jean Dickenson, sop.: WJZ WSAI KDKA WAVE WSM (sw-11.87)

★ CBS-Horace Heidt's Orch.: WABC WLAC WHAS WFBM WBBM WKRC KMOX WJR (sw-11.83-6.06)

★ NBC-Fibber McGee & Molly; Marion & Jim Jordan; Ted Weems' Orch.: WEAFF WGY WTAM WMAQ WCKY WIRE

WCPO-Gladys Catron

WGBF-Rhythm Revue

WGN-Sports Review

WHAM-Salon Orch.

WHIO-Claude Hoagland's Orch.

WLS-III. League Women Voters

WLW-Waltzing Thru Europe

WMMN-Organ Reveries

WWVA-Samuels & Idahl

7:15 EST 6:15 CST
NBC-Jean Dickenson, sop.: WLS

WCPO-Cliff Miles' Orch.

WGN-Rubinoff, violinist

WHAM-Super Songsters

WHIO-Harry Kalb's Orch.

WLW-The Smoothies

WMMN-Bland Singers

WWVA-Sons of Guns

7:30 EST 6:30 CST
CBS-Pick & Pat; Dramatic & Musical; Benny Krueger's Orch.: WABC WBBM WKRC WJR (sw-11.83-6.06)

NBC-Melodiana; Abe Lyman's Orch.; Oliver Smith; Bernice Claire: WJZ WHAM KDKA WCKY WLS (sw-11.87)

★ NBC-Florence Vickland, sop.; Mixed Chorus; William Daly's Orch.: WEAFF WTAM WAVE WGY WHIO WLW WIRE WSM WMAQ (sw-9.53)

KMOX-Songs of Old

WCPO-Sport Review

WFBM-Bohemians

WGN-Ozzie Nelson's Orch.

WHAS-Hot Dates in Music

WLAC-Lamplighting Time

WMMN-Rubinoff, violinist

WSAI Green Bottle Tavern

WWVA-Musical Varieties

7:45 EST 6:45 CST
KMOX-Three Queens & a Jack

WCPO-Gordon Bros.' Orch.

WGBF-Looking Out on the World

WHAS-Leland Brock

WLAC-Talks to Men

WMMN-Jr. Marcota Club

WWVA-News

8:00 EST 7:00 CST
NBC-To be announced: WEAFF WIRE WHIO WCKY WMAQ WGY WTAM (sw-9.53)

★ CBS-Radio Theater; Ruth Chatterton, Brian Aherne, "Quality Street," guests: WABC WKRC WJR WBBM KMOX WFBM WHAS WLAC (sw-11.83-6.06)

NBC-Greater Minstrels; Gus Van; Malcolm Claire, Bill Childs & Joe Parsons; Billy White, tr.; Harold "Red" Grange, guest: WJZ WSM WAVE WLS KDKA WHAM WLW (sw-11.87)

WCPO-Soft Light, Sweet Music

WGN-News; Sports Shots

WOWO-Ft. Wayne Military Band

WSAI-Cincinnati Sings

8:15 EST 7:15 CST
WGN-Joe Sanders' Orch.

WMMN-Monday Varieties

WOWO-Organalities

8:30 EST 7:30 CST
NBC-Carefree Carnival: WJZ WCKY WHAM WENR

★ NBC-STUDEBAKER CHAMPIONS Presents Richard Humber's Orch.; Stuart Allen, vocalist; Dick Merrill, transatlantic aviator, guest: WEAFF WTAM WMAQ WLW WGY (sw-9.53)

Rhythm Revue: WIRE WHIO WSM

KDKA-Political Talk

WLW-Wards Prgm.

WGN-To be announced

WOWO-Variety Prgm.

8:45 EST 7:45 CST
NBC-Carefree Carnival: WHIO KDKA WSM WIRE (sw-11.87)

WAVE-Music Memory Game

WCPO-William Hogue

WMMN-Concert Pianist

9:00 EST 8:00 CST
NBC-Contented Prgm.; Morgan L. Eastman's Orch.; Guest: WEAFF WTAM WCKY WGY WMAQ WIRE WHIO (sw-9.53)

★ CBS-Wayne King's Orch.: WABC WHAS KMOX WKRC WBBM WFBM WJR (sw-6.12-6.06)

NBC-Henrietta Schumann, pianist: WJZ WENR KDKA WHAM (sw-11.87)

WAVE-Ferde Grofe's Orch.

WCPO-Dance Parade

WGN-With Banners Flying

WLAC-Herman & Mary

WLW-Unsolved Mysteries

WMMN-Amer. Family Robinson

WOWO-Hot Dates in Music

WSAI-Concert Hall

WSM-Francis Craig's Orch.

9:15 EST 8:15 CST
NBC-To be announced: WJZ KDKA WENR WSAI WAVE WSM (sw-11.87)

WHAM-Rubinoff, violinist

WLAC-Pop Concert

WMMN-Invitation to the Waltz

WOWO-Musical Masterpieces

9:30 EST 8:30 CST
★ CBS-March of Time: WABC KMOX WFBM WKRC WBBM WJR (sw-6.12-6.06)

NBC-Great Lakes Symph. Orch.: WCKY WAVE WSM WIRE WMAQ

NBC-Nickelodeon: WJZ WENR WHIO

NBC-Republican State Com.: WEAFF WHAM WGY (sw-9.53)

MBS-Shep Field's Orch.: WSAI WLW

KDKA-Behind the Law

WGN-The Northerners

WHAS-Herbert Koch, organist

WLAC-Sports

WMMN-News

WOWO-Rubinoff, violinist

WTAM-Stars Over the Great Lakes

9:45 EST 8:45 CST
CBS-Atty. Gen. Homer S. Cummings, political talk: WABC WMMN WOWO WLAC WBBM WKRC WHAS (sw-6.12)

NBC-Great Lakes Symph. Orch.: WEAFF (sw-9.53)

Rubinoff, violinist: WFBM WJR WHIO

KDKA-Sammy Fuller

KMOX-News & Sports

WGY-The Waltz Is On

WHAM-Nickelodeon (NBC)

10:00 EST 9:00 CST
NBC-Riley & Farley's Orch.: WEAFF WGY (sw-9.53)

CBS-Wm. Hard, political commentator: WOWO WMMN WBBM WKRC WFBM WWVA WJR KMOX WSMK

★ NBC-Amos 'n' Andy: WSM WLW WMAQ WTAM

NBC-(News, WJZ only) King's Jesters: WJZ WHAM WENR

CBS-Clyde Lucas' Orch.: WABC News: WIRE WCKY

KDKA-News; Sports; Weather

WAVE-Music Box

WCPO-Bradford's Orch.

WGBF-To be announced

WGN-The World of Sport

WGY-News; Musical Prgm.

WHAS-Dance Time

WHIO-Harry Kalb's Orch.

WLAC-Around the Town

WSAI-Billy Snider's Orch.

10:15 EST 9:15 CST
★ NBC-GOODYEAR TIRE & Rubber Co. Presents Literary Digest Nationwide Poll Results; John B. Kennedy, commentator: WAVE WSM

NBC-Fletcher Henderson's Orch.: WCKY WHIO

CBS-Clyde Lucas' Orch.: WABC WFBM WMMN WBBM WSMK

NBC-Ink Spots, quartet: WJZ WHAM

MBS-Ozzie Nelson's Orch.: WGN WSAI

KDKA-Sky-Club Orch.

KMOX-Tom Baker, tr.

WENR-King's Jesters' Orch.

WIRE-Rep. Nat'l Committee

WJR-Sports; Musical

WKRC-Louis Prima's Orch.

WLW-Old Fashioned Girl

WMAQ-Tommy Mills, sports

WOWO-Bob Crosby

WTAM-Gov. Davey

10:30 EST 9:30 CST
CBS-Pick & Pat: WFBM WHAS WLAC KMOX

NBC-Al Donahue's Orch.: WJZ WHAM WSAI

NBC-(News, WEAFF only) Magnolia Blossoms, Choir: WEAFF WCKY WSM WIRE WHIO WGY WTAM (sw-9.53)

CBS-Bernie Cummins' Orch.: WABC WKRC WMMN

MBS-Follies: WGN WLW

News: WBBM WGBF WENR

WAVE-Melody Road

WCPO-Starlight & Dreams

WJR-In the Gloaming

September 14

WMAQ-Henderson's Orch.

WOWO-The Dreamers

10:45 EST 9:45 CST
NBC-Al Donahue's Orch.: WENR KDKA (sw-6.14)

CBS-Bernie Cummins' Orch. WBBM

NBC-Amateur Softball Championship; Hal Toffen, announcer: WEAFF WCKY WIRE WTAM WSM WHIO WGY WAVE (sw-9.53)

WGBF-To be announced

WMAQ-Jesse Crawford organist

WOWO-Xavier Cugat's Orch.

11:00 EST 10:00 CST
NBC-Shandor, violinist; Henry Busse's Orch.: WJZ KDKA WSAI WHAM WENR (sw-6.14)

CBS-Geo. Givot' Radio Circus: WABC KMOX WFBM WKRC WJR WMMN WSMK WLAC WOWO WHAS WBBM

NBC-Softball Championships: WMAQ

WAVE-Wingy Manone's Orch.

WGN-Dance Orch.

★ WLW-Paul Sullivan News R'm

11:15 EST 10:15 CST
WAVE-Busse's Orch. (NBC)

WFBM-News

WLW-Enoch Light's Orch.

11:30 EST 10:30 CST
NBC-Herman Middleman's Orch.: WJZ WSM KDKA WAVE WSAI WHAM WENR WMAQ (sw-6.14)

CBS-Hawaii Calls: WABC WKRC WHAS WFBM WLAC WBBM WSMK WMMN WJR

KMOX-News

WGN-Dance Orch.

WLW-Organ and Poems

WOWO-Maury Cross' Orch.

11:45 EST 10:45 CST
KMOX-Hawaii Calls (CBS)

12:00 EST 11:00 CST
NBC-Fletcher Henderson's Orch.: WAVE WENR WHIO WSM WLW

CBS-Nocturne: WBBM WFBM KMOX

NBC-King's Jesters' Orch.: WIRE WMAQ WSAI

WGBF-Coral Room

WGN-Joe Sanders' Orch.

WHAS-Dance Band

Monday



Horace Heidt
See 7 p.m. EST (6 CST)

Frequencies

KDKA-980	WGN-720	WLW-700
KMOX-1090	WGY-790	WMAQ-670
WABC-860	WHAM-1150	WMMN-890
WAVE-940	WHAS-820	WOWO-1160
WBBM-770	WHIO-1250	WSAI-1330
WCKY-1490	WIRE-1400	WSAZ-1190
WCPO-1200	WJR-750	WSM-650
WEAF-660	WJZ-760	WSMK-1380
WENR-870	WKRC-550	WTAM-1070
WFBM-1230	WLAC-1470	WWVA-1160
WGBF-630	WLS-870	

WLAC-Malcolm Tate, organist

WMMN-Time & Weather

WTAM-Midnight Revue

12:15 EST 11:15 CST
CBS-Austin Mack's Orch.: KMOX WBBM WFBM

NBC-Gentlemen of Rhythm: WSAI WMAQ WIRE

WAVE-Wingy Manone's Orch.

WGBF-Brown Derby

12:30 EST 11:30 CST
NBC-Keith Beecher's Orch.: WIRE WMAQ

CBS-Mark Fisher's Orch.: WBBM WFBM KMOX

NBC-Alfred Barr's Orch.: WAVE WENR

MBS-Horace Heidt's Orch.: WGN WLW

WHAS-Dream Serenade

WHIO-Sleepy Valley

WSAI-News; Slumber Hour

WSM-Yesterday's Music (NBC)

WTAM-Sammy Watkins' Orch.

12:45 EST 11:45 CST
KMOX-When Day Is Done

End of Monday Programs

7 p.m.—Pan-American program: W3XAL (6.1)

7:15 p.m.—Tina Tassi: 2RO

7:25 p.m.—Mail bag: 2RO

7:30 p.m.—Homeland evening: DJB DJD

8 p.m.—National Railways program: HJU

8:30 p.m.—Tovar brothers: YV2RC

8:30 p.m.—German lessons: DJB DJD

8:45 p.m.—Rhine songs: DJB DJD

9:20 p.m.—Six serenaders: GSC GSF

9:45 p.m.—Organ concert: GSC GSF

10:30 p.m.—Opportunity program: COCD

11:30 p.m.—Hawaii Calls: KKP KIO

12:35 a.m.—Fiji hour: VPD

2:30 a.m.—BBC dance orchestra: GSB GSD

FOREIGN SHORT-WAVE PROGRAMS FOR MONDAY

Short-wave programs of American stations are shown along with the regular program listings. See page 31 for frequencies of foreign stations. Time shown is EST; for CST subtract one hour.

2 p.m.—Latin-American music: COCD

2:30 p.m.—Play, "The Crows": TPA3

4 p.m.—Overseas hour: JVM JVH

5 p.m.—Mayor's program: COCD

5:30 p.m.—Brazilian hour: PRF5

6 p.m.—BBC Empire orchestra: GSC GSD GSP

6:15 p.m.—1936 Reich Party Day: DJB DJD

6:30 p.m.—Opera, La Favorita: 2RO

6:50 p.m.—Johannesburg Exhibition: GSC GSD

FIVE STUDEBAKER PRESIDENT SEDANS FREE

FOR COMPLETE DETAILS TUNE IN Richard Humber and His

STUDEBAKER CHAMPIONS

Stations **WLW WTAM WMAQ**

8:30 EASTERN STANDARD TIME



Madge Marley
See 1:30 p.m. EST (12:30 CST)

Frequencies

KDKA-980	WGN-720	WLW-700
KMOX-1090	WGY-790	WMAQ-670
WABC-860	WHAM-1150	WMMN-890
WAVE-940	WHAS-820	WOWO-1160
WBBM-770	WHIO-1250	WSAI-1330
WCKY-1490	WIRE-1400	WSAZ-1190
WCPO-1200	WJR-750	WSM-650
WEAF-660	WJZ-760	WSMK-1380
WENR-870	WKRC-550	WTAM-1070
WFBM-1230	WLAC-1470	WWVA-1160
WGBF-630	WLS-870	

News: WIRE WCKY
KDKA-News; Sports; Weather
WAVE-Music Box
WCPO-Bradford's Orch.
WENR-King's Jesters
WGBF-Mysterious Pianist
WGY-News; Musical Prgm.
WHIO-Harry Kalb's Orch.
WLAC-Around the Town

10:15 EST 9:15 CST
CBS-Willard Robison's Orch.:
WFBM WBBM WMMN
NBC-Nano Rodrigo's Orch.:
WEAF WGY WHIO WCKY
WSM WAVE (sw-9.53)
To be announced: WOWO WWVA
KDKA-Sky Club Orch.
KMOX-Judy & Her Jesters
WENR-Keith Beecher's Orch.
WGN-Kay Kyser's Orch.
WIR-Rep. Nat'l Committee
WJR-Baseball Scores; Rhythm
WRC-Dem. State Committee
WLW-Queen's Minstrel
WMAQ-Tommy Mills, sports
WTAM-Brad & Al

(Tuesday Programs Are Continued on Page 43)

WHIO-Piano Novelties
WKRC-Four Jolly Bakers
WLW-Wise Crackers
WTAM-Musical Cocktail
WWVA-Economy Notes

5:15 EST 4:15 CST
NBC-Mid-Week Hymn Sing: WSM
WTAM WCKY WAVE WIRE
WHIO (sw-9.53)
CBS-News of Youth, news drama
for children: WWVA
(sw-11.83-9.59)
NBC-Animal Closeups: WENR
WSAI
CBS-Marion Carley, pianist:
WLAC WMMN
KDKA-Thank You Stusia
WCPO-Jed Shaynes' Orch.
WFBM-Tea Time Tunes
WHAS-Spitter & Whine
WKRC-News; Cocktails for Two
WLW-Steven Merrell & Organ
WMAQ-Malcolm Claire (NBC)
WOWO-Amer. Family Robinson

6:00 EST 5:00 CST
NBC-Easy Aces, sketch: KDKA
WCKY WENR WHIO WIRE
(sw-15.21)
CBS-Wm. Hard, political commen-
tator: (sw-11.83)
★ NBC-Amos 'n' Andy: (sw-9.53)
(also see 10 p.m.)
CBS-Herbert Foote's Concert
Ensemble: KMOX WFBM
NBC-Console Capers: WAVE
WMAQ
WGBF-Evansville College
WGN-Wisecrackers
WHAS-Dick Tracy
WKRC-Jimmy Allen, sketch
★ WLW-Johnson Family
WMMN-News
WOWO-Bob Valentine
WSAI-Dinner Hour
WSM-Strings; Pan American
Broadcast
WTAM-Sportsman
WWVA-Radio Gossiper; Sports

6:45 EST 5:45 CST
★ CBS-Boake Carter, commen-
tator: WHAS KMOX WKRC
(sw-11.83-9.59)
WCKY-News; Musical Cocktail
WCPO-Seketary Hawkins
WENR-Totten on Baseball
WFBM-News
WGBF-Seroco Club
WGN-Palmer House Ensemble
WHIO-News; Weather; Music
WIRE-Sport Slants
WLAC Sons of the Pioneers
WLW-Crusaders
WMAQ Keith Beecher's Orch.
WMMN-Movie Reporter
WSAI-Knot Hole Club
WSM-Two Girls
WTAM-John Herrick, bar. (NBC)
WWVA-Parade of the Stars

NBC-Edgar A. Guest, in Wel-
come Valley, sketch: WJZ
WLW KDKA WHAM WLS
(sw-11.87)
★ NBC-Wayne King's Orch.:
WEAF WTAM WGY WAVE
WHIO WCKY WSM WIRE
WMAQ
WCPO-Sport Review
WGN-Ozzie Nelson's Orch.
WMMN-Bland Singers
WSAI-Barney Rapp's Orch.
WWVA-Musical Majors

8:45 EST 7:45 CST
WHAM-World Entertains
WMMN-Dance Tunes

9:00 EST 8:00 CST
NBC-To be announced: WJZ
WHAM KDKA WENR (sw-
11.83)
MBS Bernarr McFadden's Edi-
torials: WGN WLW
WCPO-Dance Time
WMMN-Nine O'clock Varieties
WSAI-Concert Hall

5:30 EST 4:30 CST
NBC-Singing Lady: WGN
CBS-News; Alexander Cores, vio-
linist: WWVA WSMK WLAC
WHAS WMMN
CBS-News; Sports Resume; Paul
Douglas: (sw-11.83)
NBC-News; Jackie Heller, trn.:
WCKY WAVE WIRE (sw-
9.53)
Jack Armstrong, sketch: WMAQ
WLW
KDKA-Baseball; Weather
WCPO-Ramona, songs
WENR-News
WHIO-Tarzan of the Apes
WKRC-Dixieland Band
WOWO-News; H. Reser's Orch.
WSAI-Hollywood Reporter
WSM-News; Financial News
WTAM-News; Old Man Sunshine

6:15 EST 5:15 CST
CBS-Musical Toast; Jerry Cooper;
Sally Singer; Ray Blocks'
Orch.: (sw-11.83)
NBC-Voice of Experience: WLW
WMAQ WTAM (sw-9.53)
CBS-Herbert Foote's Concert En-
semble: WLAC WMMN WWVA
WHAS
NBC-Tony Russell, songs: WHIO
WSM WCKY WAVE
MBS-Palmer House Ensemble:
WSAI WGN
KDKA-Jack Randolph's Orch.
KMOX-Renfrew of the Mounted
WCPO-Gov. Martin Davey Prgm.
WENR-Palace Varieties
WFBM-Δ Christian Science Prgm.
WIRE-Say it with Music
WKRC-Dem. State Committee
WOWO-George Hall's Orch.

7:00 EST 6:00 CST
NBC-Leo Reisman's Orch.; Lo-
retta Clemens, songs; Phil
Duey & Johnny; Three
Sweethearts, trio; Chas. Mar-
tin introducing guest speaker:
WEAF WMAQ WTAM WGY
WLW (sw-9.53) (also see 10:30
p.m.)
CBS-Hammerstein's Music Hall;
Ted Hammerstein, m.c.; Lucy
Laughlin, sop.; Jerry Mann,
comedian; Nancy McCord,
Frank Moulin, David Putter-
man, guests: WABC WFBM
WKRC WHAS KMOX WBBM
WJR (sw-11.83-6.06)
NBC-Bishop of Gargoyles, crime
drama: WJZ WIRE WHAM
WLS WCKY WSM KDKA
(sw-11.87)
CBS-Elsie Thompson, organist:
WWVA WSMK WLAC WMMN
WAVE-Dinner Music
WCPO-Chamber of Commerce
WGN-Sports Review
WHIO-To be announced
WSAI-Mel Snyder's Orch.

8:00 EST 7:00 CST
★ NBC-Ben Bernie's Orch.; Ra-
mona, pianist; Guest: WJZ
WLS WHAM WLW WAVE
WSM KDKA (sw-11.87)
★ CBS-Fred Waring's Orch.:
Priscilla Lane: WABC KMOX
WBBM WKRC WHAS WLAC
WMMN WOWO WFBM WJR
(sw-11.83-6.06)
★ NBC-Vox Pop; The Voice of
the People: WEAF WGY
WTAM WCKY WHIO WIRE
WMAQ
WCPO-Soft Lights & Sweet Mu-
sic
WGN-News; Sports Shots
WSAI-Witches Tale

9:15 EST 8:15 CST
NBC-To be announced: WSAI
WGN-Ozzie Nelson's Orch.
WLW-Super Songsters

9:30 EST 8:30 CST
NBC-Portraits of Harmony; Vin-
cent Lopez' Orch. (Premiere):
WJZ WHAM KDKA WENR
WHIO WCKY WIRE WAVE
WSM (sw-11.87)
★ CBS-March of Time: WABC
WKRC WBBM KMOX WFBM
WJR (sw-6.12-6.06)
NBC-Barry McKinley, bar.: WEAF
WMAQ (sw-9.53)
WCPO-Parade of Dance Hits
WGN-Pageant of Melody
WGY-John Sheehan; Piano Pals
WLAC Sports
WLW-To be announced
WMMN-News
WOWO-Colonel Courtesy
WTAM-Otto Thurn's Orch.

5:45 EST 4:45 CST 6:30 EST 5:30 CST
NBC-News; Dorothy Dreslin:
WMAQ
CBS-Renfrew of the Mounted:
WSMK WWVA WBBM WFBM
(sw-11.83)
★ NBC-Lowell Thomas, commen-
tator: KDKA WTAM WLW
(sw-15.21)
Baseball Resume: WSAI WOWO
WAVE-Here are Songs
WCKY-Musical Moods
WCPO-Dinner Music
WENR-Musical Revue
WGN-Little Orphan Annie (NBC)
WHAS-Melody Cruise
WHIO-Jimmy Allen, sketch
WIRE-Cocktail Time
WLAC-World Review
WKRC-Harmony Highways
WMMN-Shopping Notes
WSM-Dance Hour

★ NBC-HORLICK'S MALTED
Milk Presents Lum & Abner,
sketch: WLW WENR WSM
CBS-To be announced: WWVA
WHAS KMOX WFBM (sw-
9.53)
NBC-John Herrick, bar.: WIRE
WCKY WMAQ
JDKA-Pittsburgh Varieties
WAVE-Round the Town
WCPO-Merchants' Bulletins
WGBF-Hoffman's Boys Club
WGN-Blackstone String Trio
WHIO-Si Burick; Dance Music
WKRC-Sports
WLAC-News; Variety Prgm.
WMMN-Baseball Scores; Eloise
Hall
WOWO-Amer. Family Robinson
WSAI-Billy Snider's Orch.
WTAM-Twilight Tunes

7:15 EST 6:15 CST
WCPO-Beachcombers
WGN-Rubinoff, violinist
WSAI-Headliners
WWVA-Twilight Reverie

7:30 EST 6:30 CST
CBS-Ken Murray, comedian; Russ
Morgan's Orch.; Phil Regan,
trn.: WABC WHAS WKRC
WBBM WFBM WJR WLAC
KMOX (sw-11.83-6.06)

8:15 EST 7:15 CST
WGN-Joe Sanders' Orch.

8:30 EST 7:30 CST
★ NBC-PACKARD MOTOR CAR
Co. Presents Fred Astaire;
Johnny Green's Orch.; Guests:
WEAF WAVE WMAQ WGY
WTAM WHIO WCKY WIRE
WSM (sw-9.53)
★ CBS-The Caravan; Rupert
Hughes, m.c.; Nat Shilkret &
Benny Goodman's Orch.;
Gladys Swarthout, Robt. Tay-
lor, guests: WABC WHAS
WFBM WBBM WOWO KMOX
WKRC WLAC WJR (sw-6.06-
11.87)
NBC-Meetin' House: WJZ KDKA
WENR (sw-11.87)
WCPO-Ward's Orch.
WGN-Horace Heidt's Orch.
WHAM-Let's Sing, Neighbors
WLW-True Detective Mysteries
WMMN-Nan Johnson
WSAI-Music for Today

9:45 EST 8:45 CST
NBC-Roy Campbell's Royalists:
WEAF WMAQ WTAM WGY
(sw-9.53)
CBS-Happy Days; Speaker &
Orch.: WABC WHAS WFBM
WKRC WBBM KMOX WOWO
(sw-6.12-6.06)
Hot Dates in Music: WJR
WLW
WLAC-Frances Hill
WMMN-Tuesday Varieties

10:00 EST 9:00 CST
★ NBC-Amos 'n' Andy: WSM
WMAQ WLW WTAM (also at
6 p.m.)
CBS-Wm. Hard, political commen-
tator: KMOX WBBM WMMN
WKRC WFBM WOWO WWVA
WJR WSMK
NBC-(News, WJZ ony); Paul
Martel's Orch.: WJZ WHAM
NBC-Clem McCarthy, sports:
WEAF (sw-9.53)
CBS-Willard Robison's Orch.:
WABC WHAS

TUESDAY'S FOREIGN SHORT-WAVE PROGRAMS

Short-wave programs of American stations are shown along with the regular program listings. See page 31 for frequencies of foreign stations. Time shown is EST; for CST subtract one hour.


- 6 a.m.—Talk, South Africa: GSG GSH
- 6:15 a.m.—Organ and violin: VK3ME
- 8 a.m.—Johannesburg Exhibition: GSG GSH
- 10:30 a.m.—Vatican City hour: HVJ
- 11 a.m.—Commerce hour: COCD
- 11:15 a.m.—Penny colored: GSF GSG GSH
- 1 p.m.—Cuban dance music: COCD
- 1:30 p.m.—English folk songs: GSB GSD GSO
- 2 p.m.—Tchaikovsky concert: GSB GSD GSO
- 2:30 p.m.—Concert: TPA3
- 4:20 p.m.—Play, "Daylight Robbery": GSB GSF
- 4:55 p.m.—Listener greetings: DJB DJD
- 5 p.m.—Variety hour: DJB DJD
- 5 p.m.—Mayor's program: COCD
- 6 p.m.—Amateur hour: COCO
- 6 p.m.—Market man: GSC GSD GSP
- 6 p.m.—Opera, "Der Corregidor": DJB DJD
- 7 p.m.—Moscow broadcast: RAN
- 7 p.m.—BBC dance orchestra: GSC GSD GSP
- 7 p.m.—South American program: COCD
- 7:15 p.m.—Sound pictures: DJB DJD
- 7:30 p.m.—Woman's hour: DJB DJD
- 7:30 p.m.—Mariblanca, songs: YV2RC
- 7:45 p.m.—Rudolf Watzke, songs: DJB DJD
- 8 p.m.—Argentina hour: LRX
- 8:30 p.m.—Continental: YV2RC
- 8:45 p.m.—English guest songs: DJB DJD
- 9:15 p.m.—Light music: DJB DJD
- 9:20 p.m.—Ecuadorian program: HC2RL
- 9:35 p.m.—Play, Daylight Robbery: GSC GSF
- 10:25 p.m.—Talk, Imperial Affairs: GSC GSF
- 10:45 p.m.—Listener greetings: DJB DJD
- 12 mid.—Overseas hour: JVH
- 12:35 a.m.—Fiji hour: VPD
- 1:15 a.m.—Johannesburg Exhibition: GSB GSD
- 2 a.m.—Play, Daylight Robbery: GSC GSF

Gaby: Do you have your dog on a leash?
Doty: No, we bought him outright.
—Vallee's Variety Hour

★ ★ ★

LONDON'S - BROADWAY'S - HOLLYWOOD'S

MOST VERSATILE ENTERTAINER!



On Radio's Smartest Show

THE PACKARD HOUR

★

FRED ASTAIRE

WITH JOHNNY GREEN
AND HIS ORCHESTRA

★

And a Dazzling Array of
Hollywood Guest Stars and Novelties!

Tonight and Every Tuesday Night

8:30 to 9:30 EST

NBC-WCKY

★ ★ ★



George Hall
See 5 p.m. EST (4 CST)

Network Changes

Poetic Strings, formerly 10:30 a.m., now CBS 10:45 a.m. EST (9:45 CST)
 Kreiner String Quartet, formerly Sunday 1 p.m., now CBS 3 p.m. EST (2 CST)
 Walter Logan's Musicale, formerly 4 p.m., now NBC 4:15 p.m. EST (3:15 CST)

News

8:55 a.m.—NBC-WTAM
 5:30 p.m.—CBS-WSMK
 5:30 p.m.—NBC-WCKY
 5:45 p.m.—Lowell Thomas: NBC-WLW
 10:00 p.m.—NBC-WJZ
 10:30 p.m.—NBC-WEAF
 11:00 p.m.—Paul Sullivan: WLW

Classical Music

1:00 p.m.—Music Guild: NBC-WTAM

Talks

10:00 p.m.—Wm. Hard: CBS-WKRC

Morning

7:00 EST 6:00 CST
 NBC-Malcolm Claire: WTAM
 CBS-On the Air Today; Oleaners, male quartet: (sw-21.52)
 NBC-Morn. Devotions: WSAI
 KMOX-Home Folks' Hour
 WCPO-Tuma Cowboys
 WCKY-Morning Roundup
 WGN-Good Morn. Prgm.
 WKRC-Jerry Foy
 WLS-News; Julian Bentley
 WLW-Δ Family Prayer Period
 WMAQ-Suburban Hour
 WMMN-Musical Clock
 WOWO-Δ Radio Bible Class
 WWVA-L. P. Lehman & Staff

7:15 EST 6:15 CST
 NBC-Good Morning Melodies: WSM
 NBC-Wm. Meeder organist; Hazel Arth & Alden Edkins, soloists: WSAI
 KDKA-News Musical Clock
 WCKY-Musical Clock
 WCPO-Old Time Tunes
 WGN-Golden Hour
 WLS-Pat Buttman & Boys
 WLW-Δ Morn. Devotions
 WMMN-Mountaineer Girls
 WTAM-Ford Rush

7:30 EST 6:30 CST
 CBS-Maurice Brown, cellist: (sw-21.52)
 NBC-Cheerio: WLW WTAM WCKY
 Musical Clock: WSM WCPO
 KDKA-Kiddies' Klub
 KMOX-Livestock Market; News
 WFBM-Chuck Wagon
 WHAS-Δ Asbury College Devotions
 WIRE-Δ Morn. Devotions
 WLAC-News & Melodies
 WLS-Otto & His Tunetwisters
 WMMN-Mountain Boys
 WOWO-News
 WSAI-Daily Sun Dial

7:45 EST 6:45 CST
 CBS-Larry Vincent, songs: (sw-21.52)
 KDKA-Musical Clock
 KMOX-Home Folks Hour
 WIRE-News
 WLS-Indian Legends
 WMMN-Cap, Andy & Flip
 WOWO-Breakfast Club

9:45 EST 8:45 CST
 NBC-Aristocratic Rhythms: KDKA WSM (sw-15.21)
 NBC-Today's Children, sketch: WTAM WMAQ WHIO WIRE WCKY
 KMOX-Fascinating Melodies
 WAVE-Δ Devotional Service
 WCPO-Morning Serenade
 WFBM-Hollywood Highlights
 WGN-Making the Constitution
 WHAS-Strollers
 WLAC-Shopping the Movies
 WLS-Homemakers' Prgm.
 WLW-Jeannine Macy & Organ
 WSAI-News
 WWVA-Chuck & Don

10:00 EST 9:00 CST
 NBC-David Harum, sketch: WTAM WMAQ WSAI (sw-15.33)
 CBS-Magazine of the Air; Guests: WKRC WHAS WFBM KMOX (sw-21.52)
 NBC-The Trail Finder: WAVE WSM KDKA (sw-15.21)
 WCKY-Magic Melodies
 WGN-Friendly Neighbor's House Party
 WGY-News; Marc Williams
 WHIO-Charms for Sale
 WIRE-Happy Long
 WLAC-To be announced (CBS)
 WLW-Hymns of All Churches
 WMMN-Dance Rhythms
 WOWO-Song Stylists
 WWVA-Hoosier Merrymakers & Grandpa Jones

10:15 EST 9:15 CST
 NBC-Breen & de Rose: WSM WHIO WCKY WAVE WIRE
 NBC-Backstage Wife, sketch: WTAM WMAQ WSAI (sw-15.33)
 NBC-Home Sweet Home, sketch: KDKA WLS WLW (sw-15.21)
 WCPO-Dot Club News
 WGN-Radio Cooking School
 WMMN-Ranch Hands
 WOWO-Fields & Hall

10:30 EST 9:30 CST
 ★ NBC-Nellie Revell: WCKY WSM WHIO
 CBS-To be announced: WLAC WKRC KMOX WHAS WSMK (sw-21.52)
 NBC-How to be Charming: WSAI WTAM WMAQ WAVE (sw-15.33)
 NBC-Vic & Sade, sketch: WLS KDKA (sw-15.21)
 WCPO-Music By Floyd Bailey
 WFBM-Kitchen of the Air
 WGN-To be announced
 WIRE-Tuneful Topics
 WLW-Arthur Chandler, Jr., organist
 WMMN-Theater Party
 WOWO-Market Reports
 WWVA-Rapid Ad Service

10:45 EST 9:45 CST
 CBS-Poetic Strings: WKRC WLAC WSMK KMOX (sw-21.52)
 NBC-The Voice of Experience: WTAM WMAQ WLW (sw-15.33)
 NBC-Edward MacHugh, songs: WLS KDKA (sw-15.21)
 Monticello Party Line: WHAS WOWO
 WAVE-Morning Moods
 WCKY-On the Mall
 WCPO-George Dupree' Orch.
 WGBF-School for Brides
 WGN-Bachelor's Children
 WHIO-Around the Band Stand
 WMMN-Kentucky Hill-Billies
 WSAI-Marilyn Duke
 WSM-Leon Cole, organist
 WWVA-Chief Myhr, U.S.N.

11:00 EST 10:00 CST
 ★ CBS-Between the Bookends: WFBM WLAC WSMK WWVA (sw-9.59-21.52)
 NBC-Girl Alone, sketch: WMAQ WLW WTAM (sw-15.33)
 NBC-Jack & Loretta Clemens: WCKY WAVE WIRE WSM WHIO
 News: WCPO KDKA
 Mister & Missus: WGBF WOWO
 KMOX-News Through a Woman's Eyes
 WGN-Painted Dreams, sketch
 WHAS-The Strollers
 WKRC-Jean Abbey
 WLS-Musical Roundup
 WMMN-Mystery Melody
 ★ WPAD-MOVIE GOSSIP (1420 kc.)
 WSAI-Household Hints

11:15 EST 10:15 CST
 ★ NBC-KLEENEX PRESENTS
 Story of Mary Marlin, sketch: WTAM WMAQ WHIO WCKY WAVE (sw-15.33)

NBC-Honeyboy & Sassafras: WIRE WSM
 CBS-Montana Slim, yodeling cowboy: WKRC KMOX WFBM WHAS WLAC WMMN WSMK (sw-21.52-9.59)
 Markets: WLW WLS
 KDKA-Strollers
 WCPO-Clarence Berger
 WGBF-Bill & Ginger
 WGN-We Are Four
 ★ WHIS-RADIO GOSSIP (1410 kc.)
 WWVA-Elmer Crowe

11:30 EST 10:30 CST
 NBC-Happy Jack, songs: WTAM WCKY WSM WHIO WAVE
 CBS-The Merrymakers: WHAS WFBM WSMK WOWO WMMN (sw-21.52-9.59)
 KMOX-Ma Perkins
 WCPO-Child Welfare Court
 WGBF-Baby Shop
 WGN-Paul Small, Harold Turner, Len Salvo
 WIRE-In the Crime Light
 ★ WKRC-Woman's Hour; MOVIE GOSSIP
 WLAC-Betty & Bob, sketch
 WLS-Henry Burr, ballads
 WLW-Gospel Singer (NBC)
 WMAQ-King's Jesters
 WSAI-This Rhythmic Age
 WWVA-Rhythm Rangers

11:45 EST 10:45 CST
 NBC-Words & Music: WAVE WSM WSAI
 CBS-The Merrymakers: WLAC WKRC
 NBC-Merry Madcaps: WIRE WCKY WHIO
 MBS-The Kid Sister: WGN WLW
 KMOX-Kitty Keene
 WCPO-Orville Revelle
 WGBF-Hoosier Philosopher
 WLS-Old Kitchen Kettle
 WMAQ-Home Service Prgm.
 WMMN-Farm Prgm.
 WTAM-Noonday Resume

Afternoon

12:00 EST 11:00 CST
 NBC-The Three Naturals: (sw-15.33)
 CBS-Waltz Time: WWVA (sw-15.27-9.59)
 CBS-Betty & Bob, sketch: WFBM WHAS KMOX
 NBC-Joe White, tr.: WIRE
 News: WCKY WMMN
 WCPO-Fats Fuller's Time
 WGBF-Wedding Anniversaries
 WGN-Life of Mary Sothorn
 WHIO-News; Weather; Markets
 WKRC-News; Fire Dept.
 WLAC-Garden & Home Prgm.
 WLS-Cornhuskers & Chore Boy
 WLW-Queen's Minstrel
 WOWO-Happy Herb
 WSM-Music from Texas
 WTAM-Ray Morton

12:15 EST 11:15 CST
 CBS-Modern Cinderella: WHAS WFBM KMOX
 NBC-Dot & Will: WSM WMAQ WAVE
 CBS-Art Giles' Orch.: WMMN WLAC (sw-15.27-9.59)
 NBC-Three Naturals: WIRE WHIO WCKY
 MBS-Tom, Dick & Harry: WGN WLW
 News: WOWO WWVA
 KDKA-Slim & Jack
 WCPO-Happiness Ahead
 WKRC-Luncheon Lyrics
 WLS-Melody Parade
 WSAI-Larry Duran, Guitarist
 WTAM-At the Exposition

12:30 EST 11:30 CST
 NBC-Nat'l Farm & Home Hour: WMAQ WAVE WSM KDKA (sw-15.21)
 CBS-John K. Watkins, news; Betty Crocker; Hymns of All Churches: WFBM WHAS KMOX
 NBC-Charles Stenross' Orch.: WCKY WHIO (sw-15.33)
 Man on the Street: WOWO WCPO
 WGN-Markets; Δ Services
 WIRE-Farm & Home Hour
 WLS-Weather, markets, news
 WLW-River, Weather and Market
 WMMN-Inquiring Reporter
 WSAI-Don Hall Trio
 WTAM-Livestocks; Hank Miller's Boys
 WWVA-Luncheon Club

12:45 EST 11:45 CST
 CBS-Harmonies in Contrast: WKRC WLAC (sw-15.27-9.59)

WCPO-Gene Granville's Orch.
 WGBF-Bulletin Board
 WLS-Dinnerbell prgm.
 WLW-Farm & Home Hour (NBC)
 WMMN-Mixing Bowl
 WOWO-Maury Cross' Orch.
 WSAI-Day Dreams
 WTAM-C. Stenross' Orch. (NBC)

1:00 EST 12:00 CST
 NBC-Music Guild; Guests: WTAM WCKY (sw-15.33)
 CBS-Melody Weavers: WWVA WHAS WFBM KMOX WKRC WMMN WOWO (sw-15.27-9.59)

WCPO-Ad Club Luncheon
 WGBF-Church & School News
 WGN-Blackstone String Trio
 WHIO-Dance Parade
 WLAC-Luncheon Musicale
 WOWO-Perfection Melodies
 WSAI-Receding Frontiers
 1:15 EST 12:15 CST
 CBS-Happy Hollow, sketch: WKRC WMMN (sw-15.27)
 KMOX-Magic Kitchen
 WFBM-Farm Bureau
 WGBF-Markets; Farmer Purcell
 WGN-Margot Rebei, sop.
 WHAS College of Agriculture
 WHIO-Los Angeles Dance Band
 WIRE-News
 WOWO-Betty Barthell
 WSAI-Larry & Sue
 WWVA-Variety Prgm.

1:30 EST 12:30 CST
 CBS-Aft. Recess: WOWO WKRC (sw-15.27)
 NBC-Rosa Lee, sop.: WCKY WTAM WHIO WMAQ WSAI (sw-15.33)
 News: WIRE WSM
 KDKA-Home Forum
 WAVE-Savings Talk; Livestock Reports
 WCPO-Miss Gladys Catron
 WFBM-Hoosier Farm Circle
 WGN-Palmer House Ensemble
 WHAS-Savings Talk; Markets
 WLAC-Δ Church of Christ
 WLS-Jim Poole, Livestock
 WLW-Rubinoff, violinist
 WMMN-Shopping Notes
 WWVA-Dr. H. Lamont

1:45 EST 12:45 CST
 NBC-Old Refrain; String Ensemble: WHIO WCKY WTAM WMAQ WIRE (sw-15.33)
 KMOX-Afternoon Recess (CBS)
 WAVE-Carly Fox' Fox Hunters
 WCPO-Consolation Meditations
 WGBF-Curbstone Reporter
 WGN-Marriage License Bureau
 WHAS-Shopping Guide
 WLS-Markets, News
 WLW-Kitty Keene
 WMMN-Cap, Andy & Flip
 WSM-Dept. of Agriculture
 WWVA-L. P. Lehman & Staff

2:00 EST 1:00 CST
 NBC-The Hollywood Highhatters: WCKY KDKA WHIO WIRE (sw-15.21)
 CBS-Ann Beaf, organist: WKRC WFBM (sw-15.27)
 NBC-Pepper Young's Family, sketch: WTAM WMAQ WSM (sw-15.33)
 MBS-Molly of the Movies: WLW WGN
 KMOX-Inquiring Reporter
 WAVE-Man on the Street
 WGBF-To be announced
 WHAS-Univ. of Kentucky
 WLAC-Memories
 WLS-Homemakers Hour
 WMMN-Harmony Five
 WOWO-On the Mall
 WSAI-Affairs of Rex Stevens

2:15 EST 1:15 CST
 NBC-Ma Perkins, sketch, Margery Hannon: WTAM WLW WSM WLS (sw-15.33)
 NBC-Harvard Tercentenary Program: WIRE WCKY WAVE KDKA WHIO (sw-15.21)
 KMOX-Barnyard Folles
 WCPO-Pop. Rhythms
 WFBM-News
 WGBF-Front Page Drama
 WGN-June Baker, economist
 WMAQ-Tuneful Topics
 WSAI-Beauty Hints
 WWVA-Home Time

2:30 EST 1:30 CST
 CBS-Jimmie Brierly, tr.; Orch.: WSMK WOWO WLAC WHAS WKRC WMMN (sw-15.27)
 NBC-Vic & Sade, sketch: WLW WTAM WMAQ WSM (sw-15.33)
 WFBM-Mary Baker's Album
 WGN-Len Salvo, organist
 WLS-Homemakers' Orch.
 WSAI-Matinee Varieties
 WWVA-Ma Perkins, sketch

2:45 EST 1:45 CST
 NBC-The O'Neills, sketch: WTAM WSM WLW WMAQ (sw-15.33)
 CBS-Gogo Delys, songs: WKRC WSMK WHAS WOWO WFBM WMMN WLAC KMOX (sw-15.27)
 NBC-Joan & the Escorts: WCKY KDKA WHIO (sw-15.21)
 WAVE-News; Aft. Melodies
 WCPO-Musical Matinee
 WGN-Baseball; New York vs. Chicago White Sox
 WIRE-Black Magic
 WLS-Homemakers Hour
 WSAI-Petticoat on Air
 WWVA-Pioneers; News

3:00 EST 2:00 CST
 NBC-To be announced: WAVE WSM WSAI
 NBC-To be announced: WENR KDKA WIRE WCKY (sw-15.21)
 CBS-Concert Hall; Kreiner String Quartet: WKRC WHAS WFBM WSMK (sw-15.27)
 NBC-Henry Busse's Orch.: WTAM WMAQ (sw-15.33)
 WCPO-Today's Winners
 WGBF-To be announced
 WHIO-Organ Melodies
 WLAC-Afternoon Melodies
 WLW-Gene Perazo, organist
 WMMN-For Women Only
 WOWO-All Aboard
 WWVA-Cowboy Loye's Boys

3:15 EST 2:15 CST
 ★ NBC-Int'l Br'cast from Helsinki, Finland; Carleton Smith, Radio Guide Music Critic: WSM KDKA (sw-15.21)
 KMOX-Window Shoppers
 WLW-News and Financial Notes
 WMMN-Concert Hall (CBS)
 3:30 EST 2:30 CST
 NBC-The Tunetwisters: KDKA WENR WLW (sw-15.21)
 CBS-Instrumentalists: WMMN WKRC WFBM WHAS WLAC WSMK (sw-15.27)
 NBC-Gene Arnold & Ranch Boys: WMAQ WTAM WCKY WAVE WSM WHIO WIRE (sw-15.33)
 KMOX-Piano Recital
 WGBF-Deaconess Hospital
 WOWO-Δ Old Time Religion
 WSAI-Tuning Around
 WWVA-West Liberty Salute

3:45 EST 2:45 CST
 NBC-Narragansett Special; Description of Races by Clem McCarthy: WCKY WIRE WSM WTAM WAVE WHIO WMAQ
 CBS-Clyde Barrie, bar.: WHAS WSMK WLAC WKRC WMMN WFBM (sw-15.27)
 NBC-Young Hickory, sketch: WENR KDKA (sw-15.21)
 KMOX-Dope from the Dugout
 WLW-Larry Duran

4:00 EST 3:00 CST
 NBC-Narragansett Special: (sw-9.53)
 CBS-Margaret McCrae, songs: WSMK WMMN WKRC WLAC WFBM (sw-15.27)
 NBC-Harry Kogen's Orch.; Joan & the Escorts: WENR WSAI KDKA-Kiddies' Klub
 KMOX-Baseball; Browns vs. Washington
 WHAS-Δ Week-day Devotions
 WLW-Betty & Bob, sketch
 WOWO-Little Joe
 WWVA-Hoosier Merrymakers & Grandpa Jones

4:15 EST 3:15 CST
 NBC-Walter Logan's Musicale: WTAM WAVE WCKY WMAQ WIRE WSM WHIO (sw-9.53)
 CBS-Venida Jones, organist: WSMK WHAS WKRC WMMN WLAC (sw-15.27)
 NBC-Men of the West: WENR WSAI
 KDKA-Hank Keene & Gang
 ★ WLW-Life of Mary Sothorn

4:30 EST 3:30 CST
 NBC-The Singing Lady: KDKA WLW (sw-15.21)
 CBS-Buddy Clark, songs: WHAS WSMK WLAC WOWO WMMN WFBM (sw-15.27-9.59)
 NBC-Jack Armstrong, sketch: WTAM (sw-9.53)
 NBC-Hollywood Highhatters Orch.: WHIO WAVE WMAQ
 WCKY-Afternoon Concert
 WCPO-Hits from the Show
 WENR-Irma Glen, organist
 WGBF-News
 WIRE-George Hall's Orch.
 WKRC-To be announced
 WLS-Homemakers' Orch.
 WSM-Organ Reveries
 WWVA-Shopping Hour



John B. Kennedy See 6:15 p.m. EST (5:15 CST)

Frequencies

Table with 3 columns: Station, Frequency, Station. Lists various radio stations and their frequencies.

WSM-Dance Orch. WTAM-Midnight Revue

12:15 EST 11:15 CST CBS-Austin Mack's Orch.: KMOX WBBM

12:30 EST 11:30 CST NBC-To be announced: WIRE CBS-Mark Fisher's Orch.: WBBM WFBM

12:45 EST 11:45 CST CBS-Geo. Givot's Circus: WBBM WFBM KMOX-When Day is Done

End of Wednesday Prgrams.

WGN-Gabriel Heatter, commentator WHAS-Dance Time WHIO-Rubinoff, violinist WLAC-Around the Town

10:15 EST 9:15 CST NBC-Henry Busse's Orch.: WEAF WCKY WIRE WMAQ WGY WHIO WTAM (sw-9.53)

11:15 EST 10:15 CST CBS-Joe Reichman's Orch.: WHAS KMOX WLAC WKRC WAVE-Donahue's Orch. (NBC) WFBM News WLW-Mel Snyder's Orch.

11:30 EST 10:30 CST NBC-Lights Out, mystery drama: WEAF WAVE WTAM WMAQ WSM WCKY WHIO WIRE WGY (sw-9.53)

11:45 EST 10:45 CST KMOX-Cummins' Orch. (CBS) WGBF-Coral Room

12:00 EST 11:00 CST CBS-Nocturnes: WBBM KMOX NBC-King's Jesters: WSAI WMAQ WAVE WHIO WIRE WENR-Henderson's Orch. WFBM-Louie Lowe's Orch. WGBF-Brown Derby WGN-Ted Fiorito's Orch. WHAS-Dance Band WLAC-Malcolm Tate, organist WLW-Barney Rapp's Orch. WMMN-Time & Weather

12:45 EST 11:45 CST CBS-Geo. Givot's Circus: WBBM WFBM KMOX-When Day is Done

End of Wednesday Prgrams.

12:45 EST 11:45 CST CBS-Geo. Givot's Circus: WBBM WFBM KMOX-When Day is Done

End of Wednesday Prgrams.

FOREIGN SHORT-WAVE PROGRAMS FOR WEDNESDAY

Short-wave programs of American stations are shown along with the regular program listings. See page 31 for frequencies of foreign stations. Time shown is EST; for CST subtract one hour.

CONTESTS ON THE AIR

SUNDAY 6:45 p.m. EST (5:45 CST), NBC network. Sunset Dreams. Broadcast for West at 10 p.m. EST (9 CST). Jingle contest, wrist watch prizes.

4:45 EST 3:45 CST NBC-Nat'l Amateur Golf Tournament: WTAM WHIO WAVE WSM WIRE WMAQ (sw-9.53)

5:00 EST 4:00 CST NBC-Flying Time: WSM WCKY WAVE WMAQ WIRE (sw-9.53)

5:15 EST 4:15 CST CBS-Ital Munro's Orch. WKRC WSMK WLAC WMMN

5:30 EST 4:30 CST NBC-News; Castles of Romance: WAVE WSAI

5:45 EST 4:45 CST NBC-News; Three Scamps: WMAQ

6:00 EST 5:00 CST NBC-Amos 'n' Andy, sketch: (sw-9.53)

6:15 EST 5:15 CST CBS-Eton Boys, quartet: WLAC WWVA

6:30 EST 5:30 CST NBC-Alfred Barr's Orch.: WCKY WIRE

6:45 EST 5:45 CST NBC-Goode Year Tire & Rubber Co. Presents Literary Digest Nationwide Poll Results; John B. Kennedy, commentator: WTAM

7:00 EST 6:00 CST NBC-Willie & Eugene Howard; Fifi D'Orsay & Victor Arden's Orch.: WJZ WLS WHIO WHAM KDKA WIRE WCKY (sw-11.87)

7:15 EST 6:15 CST WPCO-Silver Shears WGN-Rubinoff, violinist WMMN-Happy Havlicheck WSAI-Headliners WWVA-Jack Lloyd, songs

7:30 EST 6:30 CST CBS-Burns & Allen; Jimmie Newell, tr.; Henry King's Orch.: WABC WKRC KMOX WBBM WFBM WJR WHAS WLAC (sw-11.83-6.06)

7:45 EST 6:45 CST WPCO-Soft Lights & Sweet Music WMMN-Invitation to the Waltz WWVA-News

8:00 EST 7:00 CST NBC-Col. Stoopnagle & Budd; Amateurs & Peter Van Steeden's Orch.: WEAF WTAM WAVE WMAQ WSM WLW WGY (sw-9.53)

8:15 EST 7:15 CST MBS-Joe Sanders' Orch.: WGN WSAI

8:30 EST 7:30 CST CBS-Come On, Let's Sing; Homer Rhodebeaver, leader: WABC WOWO WHAS WFBM WBBM WJR WLAC KMOX WKRC (sw-11.83-6.06)

8:45 EST 7:45 CST WCKY-World Dances WHIO-Claude Hoagland's Orch. WKRC-Symphony Orch. WMMN-Dance Tunes

8:45 EST 7:45 CST WCKY-World Dances WHIO-Claude Hoagland's Orch. WKRC-Symphony Orch. WMMN-Dance Tunes

9:00 EST 8:00 CST CBS-Gang Busters; Crime Drama by Phillips Lord: WABC WHAS WKRC WBBM KMOX WOWO WFBM WJR WLAC (sw-6.12-6.06)

9:15 EST 8:15 CST WENR-Keith Beecher's Orch. WMMN-Dance Varieties WSAI-News

9:30 EST 8:30 CST CBS-March of Time: WABC WFBM WBBM WKRC KMOX WJR (sw-6.12-6.06)

9:45 EST 8:45 CST WABC-Jack Shannon, tr.: WABC WLAC WBBM WMMN WOWO (sw-6.12)

10:00 EST 9:00 CST NBC-News, WJZ only; King's Jesters: WJZ WHAM WENR CBS-Wm. Hard, political commentator: WKRC WFBM WWVA WMMN WOWO WBBM KMOX WJR WSMK

10:15 EST 9:15 CST NBC-Nano Rodrigo's Orch.: WEAF WGY (sw-9.53)

10:30 EST 9:30 CST NBC-News, WJZ only; King's Jesters: WJZ WHAM WENR CBS-Wm. Hard, political commentator: WKRC WFBM WWVA WMMN WOWO WBBM KMOX WJR WSMK

10:45 EST 9:45 CST CBS-Benny Goodman's Orch.: WHAS WBBM

11:00 EST 10:00 CST CBS-Goose Creek Parson: WFBM WHAS KMOX WLAC

11:15 EST 10:15 CST NBC-News, WJZ only; King's Jesters: WJZ WHAM WENR CBS-Wm. Hard, political commentator: WKRC WFBM WWVA WMMN WOWO WBBM KMOX WJR WSMK

11:30 EST 10:30 CST NBC-News, WJZ only; King's Jesters: WJZ WHAM WENR CBS-Wm. Hard, political commentator: WKRC WFBM WWVA WMMN WOWO WBBM KMOX WJR WSMK

11:45 EST 10:45 CST CBS-Benny Goodman's Orch.: WHAS WBBM

12:00 EST 11:00 CST CBS-News; Three Scamps: WMAQ

12:15 EST 11:15 CST CBS-News; Three Scamps: WMAQ

12:30 EST 11:30 CST NBC-News; Three Scamps: WMAQ

12:45 EST 11:45 CST CBS-News; Three Scamps: WMAQ

12:55 EST 11:55 CST CBS-News; Three Scamps: WMAQ





Gale Page
See 3 p.m. EST (2 CST)

Network Changes

The Chicagoans, formerly 10:30 a.m., now CBS 10:45 a.m. EST (9:45 CST)
Mark Warnow's Orchestra, formerly 8 p.m., now CBS 6:15 p.m. EST (5:15 CST)
Major Bowes' Amateur Hour, formerly NBC Sunday 7 p.m., now CBS 8 p.m. EST (7 CST)

News

8:55 a.m.—CBS-WHAS
8:55 a.m.—NBC-WTAM
5:30 p.m.—NBC-WAVE
5:30 p.m.—CBS-WSMK
5:45 p.m.—Lowell Thomas: NBC-WLW
6:45 p.m.—Boake Carter: CBS-KMOX
10:00 p.m.—NBC-WJZ
10:30 p.m.—NBC-WEAF
11:00 p.m.—Paul Sullivan: WLW

Morning

7:00 EST 6:00 CST
NBC-Malcolm Claire: WTAM
CBS-On the Air Today: Song Stylists (sw-21.52)
NBC-Morning Devotions: WSAI
KMOX-Home Folks' Hour
WCKY-Morning Roundup
WCPO-Tuma Cowboys
WGN-Good Morn. Prgm.
WKRC-Breakfast Express
WLW-Nation's Family Prayer
WMAQ-Suburban Hour
WMMN-Musical Clock
WOWO-Radio Bible Class
WWVA-L. P. Lehman & Staff

7:15 EST 6:15 CST
NBC-Dick Leibert, organist: WSAI
NBC-Good Morn. Melodies: WSM
Musical Clock: WMMN WCKY
KDKA-News Musical Clock
WCPO-Old Time Tunes
WGN-Golden Hour
WLS-Pat Buttram & Boys
WLW-Morr. Devotions
WTAM-Ford Rush

7:30 EST 6:30 CST
CBS-Salon Musicale (sw-21.52)
NBC-Cheerio: WCKY WTAM WLW
Musical Clock: WCPO WSM
KDKA-Kiddies' Klub
KMOX-Markets; News
WFBM-Chuck Wagon
WHAS-Δ College Devotions
WIRE-Δ Morn. Devotions
WLAC-News & Melodies
WLS-Tumble Weed; Sodbusters
WMMN-Mountain Boys
WOWO-News
WSAI-Daily Sun Dial

7:45 EST 6:45 CST
KDKA-Musical Clock
KMOX-Home Folks Hour
WIRE-News
WLS-Hoosier Sodbusters
WMMN-Cap. Andy & Flip
WOWO-Breakfast Club

8:00 EST 7:00 CST
CBS-Morning Varieties: WHAS
WSMK KMOX (sw-21.52)
★ NBC-Breakfast Club; News: KDKA WCKY WSM WAVE (sw-21.54)
News: WLAC WLW WWVA
WFBM Early Birds
WGBF-Δ East Side Tabernacle
WHIO-Almanac
WIRE-Musical Clock
WLS-Jolly Joe & His Pet Pals

WLW-The Gaieties
WOWO-Shumaker & Rudig
WSAI-News
WWVA-Chuck & Don

10:00 EST 9:00 CST
NBC-Herman & Banta: WSM
KDKA WAVE WCKY WHIO (sw-15.21)
CBS-Blue Flames: WKRC WHAS
WFBM WSMK WOWO WLAC
WMMN KMOX (sw-21.52)
NBC-David Harum, sketch:
WMAQ WTAM WSAI (sw-15.33)
WCPO-Emilio Mureno's Music
WGN-Friendly Neighbor's House
Party
WIRE-Happy Long
WLW-Hymns of All Churches
WWVA-Hoosier Merry-makers & Grandpa Jones

10:15 EST 9:15 CST
NBC-Backstage Wife: WTAM
WMAQ WSAI (sw-15.33)
NBC-Breen & de Rose: WIRE
WHIO WCKY WAVE WSM
CBS-Madison Ensemble: WMMN
WHAS WLAC WSMK KMOX
WKRC WFBM (sw-21.52)
NBC-Home Sweet Home, sketch:
WLS WLW KDKA (sw-15.21)
WCPO-Dot Club News
WGN-Cookery Question Box
WOWO-Fields & Hall

10:30 EST 9:30 CST
NBC-Ralph Kirbery, the dream singer: WMAQ WTAM WLW (sw-15.33)
CBS-To be announced: WHAS
WKRC WMMN WSMK WLAC
KMOX (sw-21.52)
NBC-Honeymooners, Grace & Eddie: WSM WAVE WCKY WHIO
NBC-Vic & Sade, sketch: WLS
KDKA (sw-15.21)
WCPO-Beauty Prgm.
WFBM-Kitchen of the Air
WGN-Morning Serenade
WIRE-Tuneful Topics
WOWO-Market Reports
WSAI-Organ Recital
WWVA-Rapid Ad Service

10:45 EST 9:45 CST
NBC-Edward MacHugh, songs: WLW WLS KDKA (sw-15.21)
CBS-Chicagoans: WKRC WSMK
WLAC WHAS KMOX (sw-21.52)
NBC-Wife Saver: WTAM WMAQ
WSAI (sw-15.33)
WAVE-Morning Moods
WCKY-Souvenirs of Song
WCPO-Jesse Crawford, organist
WGBF-Household Hour
WGN-Bachelor's Children
WHIO-Morn. Varieties
WMMN-Kentucky Hill-Billies
WOWO-Party Line
WSM-Morning Moods
WWVA-Elmer Crowe

11:00 EST 10:00 CST
★ CBS-Between the Bookends: Ted Malone: WLAC KMOX
WMMN WKRC WSMK WFBM
WWVA (sw-21.52-9.59)
NBC-Girl Alone, sketch: WMAQ
WLW WTAM (sw-15.33)
NBC-Jack & Loretta Clemens: WAVE WSM WIRE WHIO WCKY
Mr. & Mrs.: WKBF WOWO
KDKA-News
WCPO-Today's Headlines
WGN-Painted Dreams, sketch
WHAS-The Strollers
WLS-Musical Roundup
WSAI-Household Hints
WWVA-The Ol' Pardner

11:15 EST 10:15 CST
CBS-Mary Lee Taylor, talk: WWVA WHAS WOWO WLAC
KMOX
★ NBC-KLEENEX PRESENTS
Story of Mary Marlin, sketch:
WTAM WAVE WHIO WCKY
WMAQ (sw-15.33)
NBC-Honeyboy & Sassafras: WIRE WSM
CBS-Rhythm Boys: (sw-21.52-9.59)
Markets: WLW WLS
KDKA-Slim & Jack
WCPO-Dixieland Band
WFBM-To be announced
WGBF-Bill & Ginger
WGN-We Are Four
WJR-Poetic Strings
WKRC-Bulletin Board
WMMN-Jack & Ranch Hands

11:30 EST 10:30 CST
NBC-Harvard Tercentenary: WHIO WSM WCKY WAVE
WTAM WIRE (sw-15.33)

CBS-Summer Rhythm: WHAS
WSMK WMMN WOWO (sw-21.52-9.59)
NBC-Jules Lande's Ensemble: KDKA WSAI (sw-15.21)
KMOX-Ma Perkins
WCPO-Concert Favorites
WGBF-Baby Shop Man
WGN-Len Salvo, organist
WKRC-Woman's Hour
WLAC-Betty & Bob
WLS-Fed. Housing Speaker
WLW-Old Fashioned Girl
WMAQ-King's Jesters
WWVA-Rhythm Rangers

11:45 EST 10:45 CST
NBC-Words & Music: Ruth
Lyon: WAVE KDKA WSAI
WMAQ (sw-15.21)
CBS-Summer Rhythm: WLAC
WKRC WFBM
MBS-The Kid Sister: WGN WLW
KMOX-Kitty Keene
WGBF-Hoosier Philosopher
WMMN-Farm Prgm.
WOWO-Varieties
★ WPAR-MOVIE GOSSIP (1420 kc)
WTAM-Noonday Resume

Afternoon

12:00 EST 11:00 CST
NBC-Words & Music: WLW
WSM
CBS-Matinee Memories: WWVA
(sw-15.27-9.59)
NBC-Mary Dietrich, sop.; Orch.: WIRE
CBS-Betty & Bob, sketch:
WFBM WHAS KMOX
News: WCKY WHIO WMMN
WCPO-Δ Radio Bible; Bernard
Lewison, cond.
WGBF-Wedding Anniversaries
WGN-Life of Mary Sothern
WKRC-News; Fire Dept.
WLAC-Garden & Home Prgm
WLS-Old Kitchen Kettle
WOWO-George Hall's Orch.
WSAI-Encores
WTAM-Betty Brunn

12:15 EST 11:15 CST
CBS-Modern Cinderella: WHAS
WFBM KMOX
NBC-Mary Dietrich, sop.; Orch.: WCKY WHIO WMAQ WAVE (sw-15.53)
CBS-Matinee Memories: WLAC
WMMN
NBC-Dem. Nat. Comm.; Women of '36: WLS KDKA WLW (sw-15.21)
News: WWVA WOWO
WCPO-Luncheon Music
WGN-Doring Sisters
WKRC-Jane Grey
WSAI-Darktown Meeting Time
WSM-Farm Credit Interview
WTAM-At the Exposition

12:30 EST 11:30 CST
CBS-John K. Watkins, news; Betty Crocker; Hymns of All Churches: WHAS WFBM KMOX
NBC-Nat'l Farm & Home Hour: WMAQ WAVE KDKA WSM (sw-15.21)
CBS-Academy of Medicine Prgm.: (sw-15.27-9.59)
NBC-Chas. Stenross' Orch.: WCKY WHIO (sw-15.33)
Weather & Markets: WLS WLW
WCPO-Man on the Street
WGN-Markets; Δ Midday Service
WIRE-Farm & Home Hour
WKRC-Luncheon Lyrics
WLAC-News; Variety Prgm.
WMMN-Inquiring Reporter
WOWO-Home Folks Frolic
WSAI-Larry Duran & guitar
WTAM-Livestocks; Hank Miller's Boys
WWVA-Luncheon Club

12:45 EST 11:45 CST
CBS-Doris Kerr, songs: WKRC
WLAC (sw-15.27-9.59)
WCPO-Don Moran's Orch.
WGBF-Bulletin Board
WLS-Dinnerbell prgm.
WLW-Farm & Home Hour (NBC)
WMMN-Mixing Bowl
WOWO-Maury Cross' Orch.
WSAI-Day Dreams
WKRC-Bulletin Board
WMMN-Jack & Ranch Hands

1:00 EST 12:00 CST
CBS-Eton Boys, male quartet: WOWO WMMN WHAS KMOX
WFBM WKRC WWVA (sw-15.27-9.59)

NBC-Braggiotti & Shefter, piano duo: WTAM WCKY WHIO (sw-15.33)
WCPO-Conservatory of Music
WGBF-Church & School News
WGN-Palmer House Ensemble
WLAC-Luncheon Musicale
WSAI-News

1:15 EST 12:15 CST
CBS-Happy Hollow, sketch: WMMN WHAS WKRC (sw-15.27-9.59)
KMOX-Magic Kitchen
WFBM-Farm Bureau
WGBF-Market Report
WGN-Lawrence Salerno & Organ
WHAS-College of Agriculture
WIRE-News
WOWO-Purdue Prgm.
WSAI-Johnny Lewis
WWVA-Variety Prgm.

1:30 EST 12:30 CST
NBC-Jos. Littau's Orch.; Carol Deis, sop.: WTAM WMAQ WSAI (sw-15.33)
CBS-Music in the Air: WOWO
WKRC (sw-15.27)
NBC-Harvard Tercentenary: WCKY WIRE WHIO KDKA (sw-15.21)
MBS-Blackstone String Trio: WGN WLW
WCPO-Familiar Melodies
WFBM-Hoosier Farm Circle
WHAS-Savings Talk; Livestock
Market Reports
WLAC-Δ Church of Christ
WLS-Livestock Markets
WMMN-Shopping Notes
WSM-News
WWVA-Dr. Lamont

1:45 EST 12:45 CST
CBS-Northwestern U. Registration Day Prgm.: WOWO
WKRC (sw-15.27)
KMOX-Eddie Dunstedter, organist
WFBM-Downtown Chatter
WGBF-Curbstone Reporter
WGN-Palmer House Ensemble
WHAS-Shopping Guide
WLS-Markets; News
WLW-Kitty Keene
WMMN-Cap. Andy & Flip
WSM-Dept. of Agriculture
WWVA-L. P. Lehman & Staff

2:00 EST 1:00 CST
CBS-Mabelle Jennings, commentator: WKRC WFBM WSMK
WLAC WMMN KMOX (sw-15.27)
NBC-Pepper Young's Family, sketch: WTAM WMAQ WSM (sw-15.33)
MBS-Molly of the Movies: WLW
WGN
WCPO-Musical Matinee
WGBF-To be announced
WHAS-University of Kentucky
WLS-Homemakers Hour
WOWO-Hazel, Homer & Bob
WSAI-Affairs of Rex Stevens

2:15 EST 1:15 CST
NBC-Ma Perkins, sketch; Virginia Payne: WLW WTAM
WLS WSM (sw-15.33)
CBS-Howells & Wright, pianists
WOWO WSMK WKRC WLAC
WMMN WWVA
KMOX-Barnyard Follies
WCPO-Baseball; Reds vs. Pittsburgh
WFBM-News
WGN-June Baker, economist
WHIO-Baseball Game; Cincinnati vs. Pittsburgh
WMAQ-Tuneful Topics
WSAI-Songs of the Islands

2:30 EST 1:30 CST
NBC-Angelo Vitale's Band: WCKY WAVE KDKA
NBC-Vic & Sade, sketch, with
Bernardine Flynn WTAM
WLW WMAQ WSM (sw-15.33)
CBS-"Constitution Day," talk by
Glenn Frank, Pres. U. of Wis.:
WHAS WKRC WLAC WOWO
WSMK WMMN (sw-15.27)
WFBM-Mary Baker's Album
WGN-Len Salvo, organist
WIRE-Matinee Varieties
WLS-Homemakers' Hour
WSAI-Freudberg's Orch.
WWVA-Ma Perkins, sketch

2:45 EST 1:45 CST
NBC-The O'Neills, sketch: WSM
WTAM WLW WMAQ (sw-15.33)
NBC-Originalities; Helen Jane
Behlke, vocalist: KDKA WIRE
(sw-15.21)
WAVE-News
WCKY-Carl Kennedy
WFBM-Front Page Drama

WGN-Baseball; Boston vs. Chicago White Sox
WLS-Homemakers' Hour
WSAI-Studio Orch.
WWVA-Pioneers; News

3:00 EST 2:00 CST
★ NBC-JOHN MORRELL & CO.
Presents Tea Time at Morrell's,
variety show; Gale Page, con-
tralto; Charles Sears, tr.; Jo-
seph Gallicchio's Orch.; Don
McNeill, m.c.: WCKY WMAQ
WSM WIRE WTAM WHIO
(sw-15.33)

CBS-All Hands On Deck: WHAS
WSMK WKRC WFBM WOWO
(sw-15.27)
NBC-Harvard Tercentenary:
KDKA WENR WAVE (sw-15.21)
WGN-Baseball; Cleveland vs. De-
troit
WLW-Gene Perazzo, organist
WLAC-Aft. Melodies
WLW-Johanna Grosse, organist
WMMN-News for Women Only
WSAI-To be announced
WWVA-Cowboy Loye's Blue Bon-
net Boys

3:15 EST 2:15 CST
CBS-All Hands On Deck: WMMN
KMOX-Window Shoppers
WHAS-Songs in the Afternoon
WLW-News and Financial Notes

3:30 EST 2:30 CST
NBC-Gene Arnold & Ranch Boys
WMAQ WTAM WCKY
CBS-Greetings from Old Ken-
tucky: WLAC WSMK WFBM
WHAS WKRC WMMN WWVA
(sw-15.27)

NBC-Harvard U. Prgm.: WIRE
KDKA-Kiddies' Klub
KMOX-Queen's Favorites
WLW-To be announced
WGBF-Deaconess Hospital
WHIO-Baseball Game
WLW-Pepper Young's Family,
sketch (NBC)
WOWO-Δ Old Time Religion
WSAI-Don Alfredo's Orch.

3:45 EST 2:45 CS
NBC-Answer Me This: WTAM
WMAQ WCKY WSAI
KDKA-Hank Keene & Gang
KMOX-Dope from the Dugout
WLW-Constitution Day
WLW-Jane Emerson and Organ

4:00 EST 3:00 CST
NBC-While The City Sleeps:
WMAQ WHIO WCKY WIRE
(sw-9.53)
CBS-Lewis Gannett, books:
WMMN WSMK WKRC WFBM
WLAC (sw-15.27)
NBC-Light Opera Co.: WENR
WLS WAVE
NBC-Madge Marley, songs: WSAI
KMOX-Baseball; Browns vs.
Chicago
WHAS-Δ Weekday Devotions
WLW-Betty & Bob, sketch
WOWO-Little Joe
WTAM-Every Man's Treasure
House
WWVA-Hoosier Merry-makers

4:15 EST 3:15 CST
NBC-Madge Marley, songs: WHIO
WMAQ WCKY WIRE (sw-9.53)
CBS-Clyde Barrie, bar.: WOWO
WKRC WFBM WSMK WMMN
WLAC WHAS (sw-15.27)
KMOX-To be announced
★ WLW-Life of Mary Sothern
WTAM-Jerry Brannon, tr.

4:30 EST 3:30 CST
NBC-Cadets Quartet: WMAQ
WAVE WHIO (sw-9.53)
CBS-Constitution Day Prgm.:
WKRC WOWO WMMN WHAS
WLAC WSMK WFBM (sw-15.27-9.59)
NBC-Singing Lady: KDKA WLW
(sw-15.21)
NBC-Jack Armstrong, sketch:
WTAM (sw-9.53)
WCKY-Afternoon Concert
WCPO-Whiteman's Tempos
WENR-Irma Glen, organist
WGBF-News
WIRE-Sons of Pioneers
WSAI-Arthur Arturries' Orch.
WSM-Organ Reveries
WWVA-Shopping Hour

4:45 EST 3:45 CST
NBC-Nat'l Amateur Golf Tourna-
ment: WTAM WSM WIRE
WMAQ WAVE WHIO (sw-9.53)

Friday

September 18



Billy Mills
See 3 p.m. EST (2 CST)

Frequencies

KDKA-980	WGN-720	WLW-700
KMOX-1090	WGY-790	WMAQ-670
WABC-860	WHAM-1150	WMMN-890
WAVE-940	WHAS-820	WOWO-1160
WBBM-770	WHIO-1250	WSAI-1330
WCKY-1490	WIRE-1400	WSMJ-1190
WCPO-1200	WJR-750	WSP-650
WEAF-660	WJZ-760	WSMK-1380
WENR-870	WKRC-550	WTAM-1070
WFBM-1230	WLAC-1470	WWVA-1160
WGBF-630	WLS-870	

WJR-Songs You Remember
WLW-Wayside Waterfront
WOWO-Dance Hour
WLAC-Malcolm Tate, organist
WLW-Johnny Lewis' Orch.
WMMN-Time & Weather
WTAM-Midnight Revue

12:15 EST 11:15 CST

CBS-Austin Mack's Orch.: KMOX
WBBM
WAVES-Wingy Manone's Orch.
WGBF-Brown Derby
WMAQ-Gentlemen of Rhythm

12:30 EST 11:30 CST

NBC-When Day Is Done: WIRE
WMAQ
CBS-Mark Fisher's Orch.: WFBM
WBBM
NBC-Jimmie Grier's Orch.: WSM
WMAQ
MBS-Joe Sanders' Orch.: WGN
WLW

12:45 EST 11:45 CST

KMOX-Jeeter Pillars' Orch.
WENR-Alfred Barr's Orch.
WHAS-Dream Serenade
WHIO-Sleepy Valley
WOWO-Earl Gardner's Orch.
WSAI-News; Slumber Hour
WTAM-Sammy Watkins' Orch.

12:45 EST 11:45 CST

KMOX-When Day Is Done
End of Friday Programs

4:45 EST 3:45 CST
NBC-Nat'l Amateur Golf Tournament: WTAM WAVE WMAQ WIRE WHIO WSM (sw-9.53)
CBS-Wilderness Road, sketch. WOWO WFBM WHAS WSMK WLAC WMMN (sw-15.27)
NBC-Orphan Annie, sketch: WLW KDKA (sw-15.21)
WCKY-Geo. W. Hill
WENR-Gentlemen of Rhythm
WGBF-Musical Masterpieces
WGN-After the Ball Game
WKRC-Musical Calendar

5:00 EST 4:00 CST
NBC-Animal News Club: WSAI WENR
NBC-Flying Time: WSM WCKY WAVE WMAQ WIRE (sw-9.53)
CBS-Buddy Clark, songs: WHAS WFBM WOWO WMMN WLAC WWVA WSMK (sw-11.83-9.59)
News: KDKA WCPO
WLW-Toy Band
WGN-Armchair Melodies
WHIO-Piano Novelties
WKRC-Four Jolly Bakers
WLW-Wander in the Orient
WTAM-Musical Cocktail

5:15 EST 4:15 CST
CBS-Bobby Benson & Sunny Jim: (sw-11.83-9.59)
NBC-Norsemen Quartet: WCKY WTAM WIRE (sw-9.53)
CBS-Hal Munro's Orch.: WSMK WLAC WKRC WMMN
NBC-Midge Williams, songs: WSM WENR WAVE KDKA WSAI (sw-15.21)
WFBM-Tea Time Tunes
WHAS-Sputter & Whine
WHIO-Buddy & Ginger
WLW-Jane Emerson, sop
WMAQ-Macoolm Claire (NBC)
WOWO-Amer. Family Robinson
WWVA-Economy Notes

5:30 EST 4:30 CST
NBC-News; Three X Sisters: WAVE WSAI
CBS-News; Sports Resume: (sw-11.83)
CBS-News; Victor Bay's Symph. Orch.: WLAC WHAS WSMK WWVA WOWO
NBC-News; Dorothy Page, contralto: WCKY
Tarzan of the Apes: WKRC WHIO
KDKA-Baseball Scores: Weather
WCPO-Cliff Miles' Orch.
WENR-News
WGN-The Singing Lady (NBC)
WIRE-News; Sketches of Melody
WLW-Jack Armstrong, sketch
WMAQ-Jack Armstrong, sketch
WMMN-Boggie
WSM-News; Financial News
WTAM-News; Old Man Sunshine

5:45 EST 4:45 CST
★ NBC-Lowell Thomas, commentator: WLW KDKA WTAM (sw-15.21)
CBS-Renewal of the Mounted: WSMK WWVA WFBM (sw-11.83)
NBC-Moorish Tales: WMAQ
WAVE-Here Are Songs
WCKY-Civic Club
WCPO-Dinner Music
WENR-Musical Revue
WGN-Little Orphan Annie (NBC)
WHAS-Melody Cruise
WHIO-Jimmie Allen, sketch
WKRC-20th Century Serenade
WLAC-Charlie & Red
WMMN-Tea Dance
WOWO-Ball Scores
WSAI-Red Barber
WSM-Dance Hour

6:00 EST 5:00 CST
CBS-Wm. Hard, political commentator: (sw-11.83)
★ NBC-Amos 'n' Andy: (sw-9.53)
CBS-Russell Dorr, bar.: WSMK WLAC KMOX WFBM (sw-11.83)
NBC-Dr. O. H. Caldwell, "Is Your Radio O.K.?" : WENR KDKA WAVE (sw-15.21)
NBC-Otto Thurn's Orch.: WCKY WHIO WMAQ
MBS-Palmer House Ensemble: WGN WSAI
WCPO-Dinner Music
WIRE-The Old Scout Master
WKRC-Jimmy Allen, sketch
★ WLW-Johnson Family
WMMN-News
WOWO-Bob Valentine
WSM-Strings; Pan American Broadcast
WTAM-Sportsman
WWVA-Radio Gossiper; Baseball Scores

6:15 EST 5:15 CST
★ NBC-GOODYEAR TIRE & Rubber Co. Presents Literary Digest Nationwide Poll Results; John B. Kennedy, commentator: KDKA WLW WENR (sw-15.21)
CBS-Russell Dorr, bar.: WMMN WWVA
★ NBC-ALKA-SELTZER PRESENTS Uncle Ezra's Radio Station: WTAM WCKY WHIO WIRE WMAQ
CBS-Popeye the Sailor: WKRC WFBM WHAS WSMK (sw-9.59-11.83)

NBC-Gran & Smith, piano duo: WSAI
KMOX-Renewal of the Mounted WAVE-Round the Town
WCPO-Post Homefinders
WGBF-Tarzan, sketch
WGN-Romance in Melody
WLAC-Church of Christ
WOWO-Thank You, Stusia
WSM-Fannye Rose Shore

6:30 EST 5:30 CST
CBS-To be announced: WWVA WHAS
★ NBC-HORLICK'S MALTED Milk Presents Lum & Abner, sketch; Norris (Abner) Goff: WLW WENR WSM
CBS-Goose Creek Parson: WKRC (sw-11.83-9.59)
NBC-Edwin C. Hill, commentator: WCKY WMAQ WIRE
KDKA-Singing Seven
KMOX-The Wiscracker
WCPO-Merchants' Bulletins
WFBM-Bohemians
WGBF-Hoffman's Boys Club
WGN-Lone Ranger
WHIO-Si Burick; Dance Music
WMMN-Baseball Scores
WOWO-Amer. Family Robinson
WSAI-Billy Snider's Orch.
WTAM-Hot Dates in Music
WWVA-Royal Serenaders

6:45 EST 5:45 CST
★ CBS-Boake Carter, commentator: KMOX WKRC WHAS (sw-11.83-9.59)
★ NBC-GOODYEAR TIRE & Rubber Co. Presents Literary Digest Nationwide Poll Results; John B. Kennedy, commentator: WTAM
NBC-Charles Sears, tr.: WCKY Sports: WIRE WSAI
KDKA-Dan & Sylvia
WCPO-Post Home Finders
WENR-Totten on Baseball
WFBM-News
WGBF-Club Time
WHIO-News; Weather; Music
WLAC-Sons of the Pioneers
WLW-Singin' Sam (NBC)
WMAQ-Keith Beecher's Orch.
WMMN-Movie Reporter
WSM-Musical
WWVA-Parade of the Stars

Night

7:00 EST 6:00 CST
★ NBC-Concert: Jessica Dragonette, sop.; Rosario Bourdon's Orch.: WFAE WHIO WTAM WGY WSAI WMAQ (sw-9.53)
★ CBS-Flying Red Horse Tavern; Walter Woolfe King, m.c.; Joan Marsh, songs; Lyn Murray & His Tavern Singers; Lenny Hayton's Orch.; Guests: WABC WHAS WKRC WBBM KMOX WJR WFBM (sw-6.06-11.83)
NBC-Irene Rich: WJZ WAVE KDKA WSM WLS WHAM WCKY WIRE (sw-11.87)
MBS-Time Flies with Hawks: WLW WGN
WCPO-Secretary Hawkins
WLAC-Bernhardt Thall's Orch.
WMMN-Organ Reveries
WWVA-Royal Serenaders

7:15 EST 6:15 CST
NBC-Singin' Sam: WJZ WHAM KDKA WLS (sw-11.87)
NBC-To be announced: WAVE WIRE
WCKY-Paths of Memory
WCPO-Waltz Time
WSM-Variety Prgm.
WMMN-Happy Havlichek
WWVA-Rubinoff, violinist

7:30 EST 6:30 CST
CBS-Broadway Varieties: Oscar Shaw m.c.; Carmela Ponselle, mezzo-sop.; Elizabeth Lennox; Victor Arden's Orch. & Guests: WABC WHAS KMOX WKRC WJR WBBM WFBM (sw-11.83-6.06)

NBC-Death Valley Days, drama: WJZ KDKA WLS WHAM WLW (sw-11.87)
WAVE-Dick Leibert, organist
WCPO-Sport Review
WGN-Ozzie Nelson's Orch.
WGY-Farm Forum
WIRE-Top Tunes of the Day
WLAC-Carefree Capers
WMMN-Rubinoff, violinist
WSM-Dinner Music
WWVA-Musical Varieties

7:45 EST 6:45 CST
WAVE-Hearth & Spire
WCPO-Bricker
WGBF-Regular Fellows
WLAC-Laif Parade
WMMN-Invitation to the Waltz
WSM-Francis Craig's Och.
WWVA-Swing Time

8:00 EST 7:00 CST
NBC-Waltz Time, Frank Munn, tr.; Abe Lyman's Orch.: WFAE WTAM WMAQ WGY WSAI (sw-9.53)
★ NBC-Fred Waring's Orch.: Rosemary Lane: WJZ WHAM KDKA WAVE WSM WLW WLS (sw-11.87)
★ CBS-Hollywood Hotel; Dick Powell; Anne Jamison, sop.; Frances Langford; Ieor Gorin, bar.; Raymond Paige's Orch.; Gladys George, Arline Judge, Isabell Jewell, John Howard, guests, in "Valiant": WABC WFBM WBBM WHAS KMOX WKRC WJR WLAC (sw-11.83-6.06)

WCKY-Melody Lane
WCPO-Dance Orch.
WGN-News; Sports Shots
WHIO-Harry Kalb's Orch.
WIRE-Home Town Frolics
WMMN-Rep. Convention
WWVA-To be announced

8:15 EST 7:15 CST
WGN-Horace Heidt's Orch.
WHIO-Claude Hoagland's Orch.
WIRE-Gilbert Mershon
WWVA-Family Album

8:30 EST 7:30 CST
NBC-Clara, Lu 'n' Em; Ted Fiorito's Orch.; Charles Lyon, m.c.: WJZ WHAM KDKA WAVE WLW WSM WENR WHIO WIRE (sw-11.87)
★ NBC-Court of Human Relations, drama: WFAE WTAM WGY WMAQ (sw-9.53)
WCPO-Football; Xavier vs. Transylvania
WGN-Behind the Camera Lines
WSAI-Barney Rapp's Orch.
WWVA-News

8:45 EST 7:45 CST
WCKY-Rubinoff, violinist
WSAI-Your Community
WWVA-Plantation Echoes

9:00 EST 8:00 CST
NBC-Harvard Tercentenary Program: WJZ KDKA WSAI WIRE WENR WHIO WHAM (sw-6.14)
★ CBS-CHESTERFIELD CIGARETTES Presents; Andre Kostelanetz' Orch.; Kay Thompson; Ray Heatherton; Rhythm singers; David Ross: WABC WKRC WBBM WHAS WOWO WJR WFBM WLAC WMMN KMOX (sw-6.12-6.06)
NBC-First Nighter, drama: Don Ameche: WFAE WSM WAVE WGY WTAM WMAQ WLW (sw-9.53)
WCKY-On the Mall
WGN-Dance Orch.

9:15 EST 8:15 CST
WENR-Keith Beecher's Orch.

9:30 EST 8:30 CST
NBC-Vivian Della Chiesa: WSAI WHAM
★ CBS-March of Time: WABC KMOX WKRC WFBM WBBM WJR (sw-6.12-6.06)
NBC-Red Grange interviews football coaches: WFAE WTAM WAVE WMAQ WGY WLW (sw-9.53)
WPA Music: KDKA WCKY
WGBF-To be announced
WGN-Freddy Martin's Orch.
WHAS-Herbert Koch, organist
WLAC-Sports
WMMN-News
WOWO-Rubinoff, violinist
WSM-Super Songsters

9:45 EST 8:45 CST
NBC-To be announced: WFAE WMAQ WTAM WSM (sw-9.53)
CBS-Jimmie Brierly, tr.: WABC WMMN WOWO WLAC (sw-6.12)
Rubinoff, violinist: WHAS WJR WFBM
KMOX-News & Sports
WAVE-Music Box
WBBM-Super Songsters
WLW-Hot Dates in Music
WGN-Ozzie Nelson's Orch.
WGY-Gypsy Trail
WKRC-Rhythm Revue
WLW-Vincent Traver's Orch.

10:00 EST 9:00 CST
★ NBC-Amos 'n' Andy: WSM WLW WMAQ WTAM
CBS-Wm. Hard, political commentator: WOWO WMMN WBBM WSMK WWVA WFBM WKRC WJR
NBC-George R. Holmes, news: WFAE (sw-9.53)
NBC-(News, WJZ only); King's Jesters: WJZ WHAM
CBS-Joe Reichman's Orch.: WABC News: WIRE WCKY
KDKA-News & Sports
WENR-Keith Beecher's Orch.
WGY-News; Musical Prgm.
WHAS-Dance Time
WHIO-News; Harry Kalb's Orch.
WLAC-Around the Town
WSAI-Mel Snyder's Orch.

10:15 EST 9:15 CST
★ NBC-GOODYEAR TIRE & Rubber Co. Presents; Literary Digest Nationwide Poll Results; John B. Kennedy, commentator: WSM WAVE
NBC-Fletcher Henderson's Orch.: WFAE WCKY WHIO WMAQ WGY (sw-9.53)
CBS-Joe Reichman's Orch.: WFBM WBBM WOWO WMMN
NBC-Ink Spots: WJZ WHAM KDKA (sw-6.14)
KMOX-Tom Baker, tr.
WENR-King's Jesters
WGN-Freddy Martin's Och.
WIRE-Rep. Nat'l Committee
WJR Sports; Rhythm
WKRC-Clyde Trask's Orch.
WLW-Old Fashioned Girl
WSAI-Enoch Light's Orch.
WTAM-Stars Over the Great Lakes
WWVA-To be announced

10:30 EST 9:30 CST
NBC-(News, WFAE only); Jesse Crawford, organist: WFAE WTAM WMAQ WIRE WSAI WGY (sw-9.53)
CBS-Benny Goodman's Orch.: WABC KMOX WKRC WMMN WFBM WLAC
News: WGBF WBBM WENR WHAS
NBC-Leon Navara's Orch.: WJZ WHAM WSM
KDKA-Dance Orch.
WAVE-Melody Road

FOREIGN SHORT-WAVE PROGRAMS FOR FRIDAY

Short-wave programs of American stations are shown along with the regular program listings. See page 31 for frequencies of foreign stations. Time shown is EST; for CST subtract one hour.

6:15 a.m.—Classical music: VK3ME
6:40 a.m.—BBC Dance orchestra: GSG GSH
8:30 a.m.—Concert: TPA2
9 a.m.—Organ recital: GSF GSG GSH
10:30 a.m.—Vatican City hour: HVJ
11 a.m.—Commerce hour: COCD
11:15 a.m.—Sports review: GSF GSG GSH
11:30 a.m.—Polish hour: SPW
1 p.m.—Cuban dance music: COCD
2:30 p.m.—Play, "Escaped with a Fright": TPA3
2:55 p.m.—Promenade concert: GSB GSD GSO
4 p.m.—Coon songs: GSB GSF GSG
4 p.m.—Talk, "Theater of People's Art": RNE
4:55 p.m.—Listener greetings: DJB DJD
5 p.m.—Folk music: DJB DJD
5 p.m.—Mayor's program: COCD
5:05 p.m.—Penny colored: GSB GSF GSG
6 p.m.—Empire magazine: GSC GSD GSP
6 p.m.—Popular concert: DJB DJD
6:30 p.m.—Opera, Conchita: 2RO
7 p.m.—BBC Empire orchestra: GSC GSD GSP
7 p.m.—Midnight voice: 2RO
7 p.m.—Moscow broadcast: RAN
7 p.m.—South American program: COCD
7:15 p.m.—Merzio Giovagnoli, songs: 2RO
7:30 p.m.—Musical play: DJB DJD
8 p.m.—Argentina hour: LRX
8 p.m.—National Railways program: HJU
8:30 p.m.—Woman's hour: DJB DJD
8:30 p.m.—Jesus Paiva, songs: YV2RC
8:45 p.m.—Concert orchestra: YV2RC
9:15 p.m.—Light music: DJB DJD
10 p.m.—Celebrity trio: GSC GSF
10:30 p.m.—Opportunity program: COCD
10:45 p.m.—Listener greetings: DJB DJD

12 mid.—Overseas hour: JVH
12:35 a.m.—Fiji hour: VPD
2 a.m.—Empire magazine: GSB GSD
2:30 a.m.—Scottish dance music: GSB GSD

LUM AND ABNER
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WJZ WLW WBZ WBZA WSB
WSYR WENR WSM WMC

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333 SIXTH AVENUE, NEW YORK
DEPT. 919

Saturday

September 19



Patti Chapin
See 6 p.m. EST (5 CST)

Network Changes

Concert Miniature, formerly 11:30 p.m., now NBC 12:30 p.m. EST (11:30 CST)

News

9:00 a.m.—CBS-WHAS
9:00 a.m.—NBC-WAVE-WCKY
5:30 p.m.—NBC-WENR-WSM
10:00 p.m.—NBC-WJZ
10:30 p.m.—NBC-WEAF
11:00 p.m.—Paul Sullivan: WLW

Classical Music

10:30 a.m.—Grieg Sonata Series: CBS-WHAS
9:30 p.m.—Stringtime: NBC-WEAF

Comedy

4:30 p.m.—Kaltenmeyer's Kindergarten: NBC-WTAM

Talks

5:45 p.m.—Art of Living: NBC-WTAM

Morning

7:00 EST 6:00 CST

NBC-Malcolm Claire: WTAM
CBS-On the Air Today; Lyric Serenade. (sw-21.52)
NBC-△Morn. Devotions: WSAI
KMOX-Home Folks' Hour
WCKY-Morning Roundup
WCPO-Tuna Cowboys
WGN-Good Morn. Prgm.
WKRC-Breakfast Express
WLS-News, Julian Bentley
WLW-△Family Prayer Period
WMAQ-Suburban Hour
WMMN-Ranch Hands
WOWO-Wake Up Melodies
WWVA-L. P. Lehman & Staff

7:15 EST 6:15 CST

NBC-Good Morning Melodies: WTAM
NBC-Dick Leibert, organist: WSAI
Musical Clock: WMMN WCKY
KDKA-News
WCPO-Old Time Tunes
WGN-Golden Hour
WLS-Pat Buttram & Boys
WLW-△Morn. Devotions

7:30 EST 6:30 CST

CBS-Lyn Murray, songs: (sw-21.52)
NBC-Cheerio: WTAM WCKY WLW
KMOX-Markets; News
WCPO-Musical Clock
WFBM-Chuck Wagon
WHAS-△College Devotions
WIRE-△Morn. Devotions
WLS-News & Melodies
WLS-Jr. Broadcasters Club
WMMN-Mountain Boys
WOWO-News
WSAI-Daily Sun Dial
WSM-Musical Clock

7:45 EST 6:45 CST

CBS-Oeanders: (sw-21.52)
KMOX-Home Folks Hour
WIRE-News
WLS-Tommy Tanner, Hoosier Sodbusters

10:00 EST 9:00 CST

NBC-Herman & Banta, songs & patter: WAVE WMAQ WLW
CBS-Ozark Melodies: WMMN
WKRC WFBM WLAC WHAS
WOWO (sw-21.52)
NBC-Doc Whipple, pianist: WHIO
WAVE WIRE WCKY WTAM
WSM (sw-15.33)
KDKA-Sammy Fuller's Starlets
KMOX Better Film Council
WCPO-Dot Club News
WGN-Friendly Neighbor's House Party
WSAI-Mary Etta Vore, organist
WWVA-Hoosier Merrymakers & Grandpa Jones

10:15 EST 9:15 CST

NBC-Sweethearts of the Air: WCKY WSM WAVE WIRE (sw-15.33)
NBC-Cadets Quartet: WSAI WMAQ
KMOX Musical Prgm.
WCPO-Kiddies Radio Club
WGN-Rhythm Rambles
WHIO-4-H Clubs
WKRC-Woman's Hour
WLS-Smoky's Fire Stories
WLW-Virginians, quartet
WTAM-The Tinker Kids

10:30 EST 9:30 CST

NBC-Mystery Chef: WCKY WHIO WAVE WTAM (sw-15.33)
CBS-Concert Hall: WLAC WFBM WHAS WKRC WMMN KMOX (sw-21.52)
NBC-Bill Krenz' Orch.: WMAQ WLW
WGN-Chubby Kane
WIRE-Tuneful Topics
WLS-Ralph Emerson
WOWO Markets
WSAI-Jesse Tryon
WSM-Home Makers Chat
WWVA-Rapid Ad Service

10:45 EST 9:45 CST

NBC-Bill Krenz' Orch.: KDKA WSM (sw-15.21)
NBC-Jerry Sears' Orch.; Marie de Ville, songs: WCKY WHIO WAVE WTAM (sw-15.33)
WCPO-News
WGBF-School for Brides
WGN-Len Salvo, organist
WIRE-Lone Star Boys
WLS-The Bergstroms
WOWO-Old Timers
WSAI-Treasure Chest
WWVA-Variety Prgm.

11:00 EST 10:00 CST

NBC-Genia Fonariova, sop.: WLW
CBS-Larry Vincent, songs: KMOX WHAS WKRC WSMK WFBM WMMN (sw-21.52-9.59)
NBC-Chasin's Music Series: WSM WMAQ WCKY WTAM WAVE WIRE (sw-15.33)
Mr. & Mrs.: WGBF WOWO KDKA-News
WCPO-Concert Hour
WGN-Painted Dreams, sketch
WHIO-Opportunity Speaks
WLAC-News; Popeye Club
WLS-Musical Roundup
WSAI-Household Hints
WWVA-Kiddie Prgm.

11:15 EST 10:15 CST

CBS-Orientele: KMOX WSMK WHAS WKRC WLAC WFBM (sw-21.52-9.59)
Markets; News: WLS WLW
KDKA-Luncheon Dance
WGN-Mark Love, basso
WHIO-Chasin's Music Series
WMMN-Little Sammy Ash

11:30 EST 10:30 CST

NBC-Words & Music: WMAQ WAVE KDKA WSM (sw-15.21)
CBS-Geo. Hall's Orch.: WHAS WMMN WSMK WFBM WLAC WOWO (sw-21.52-9.59)
NBC-Merry Madcaps; Orch.: WIRE WCKY WHIO
KMOX-Lets Compare Notes
WGBF-Baby Shop Man
WGN-Len Salvo, organist
WKRC-Woman's Hour
WLS-Rocky & Ted
WLW-Old Fashioned Girl
WSAI-Steven Merrill; Organ
WTAM-Federal Adult Education
WWVA-Rhythm Rangers

11:45 EST 10:45 CST

CBS-Geo. Hall's Orch.: KMOX WKRC
WGBF-Variety Prgm.
WGN-Melody Time
WLS-Old Kitchen Kettle
WLW-Words & Music (NBC)

WMMN-Farm Prgm.
WSAI-Dance Orch.
WTAM-Noonday Resume

Afternoon

12:00 EST 11:00 CST

NBC-Rex Battle's Concert Ensemble: WTAM
CBS-Jack Shannon, tr.: KMOX WFBM (sw-15.27-9.59)
NBC-Old Skipper's Radio Gang: WSM WMAQ WLW WAVE
News: WCKY WMMN WHIO
KDKA-Luncheon Dance
WCPO-Noon-day Rhythms
WGBF-Audition for Young Folks
WGN-June Baker, home management
WHAS-The Strollers
WIRE-Safety Club
WKRC-News; Tune Time
WLAC-Garden & Home Prgm.
WOWO-Home Folks Frolic
WWVA-Melodies

12:15 EST 11:15 CST

NBC-Rex Battle's Ensemble: WCKY WHIO (sw-15.33)
CBS-Jack & Gil: WMMN WHAS WKRC WLAC KMOX WFBM (sw-9.59-15.27)
KDKA-Slim & Jack
WGN-Melody Time
WLS-Closing Grain Markets
WOWO-News
WSAI-Darktown Meeting Time
WTAM-At the Exposition
WWVA-Stock Quotations; News

12:30 EST 11:30 CST

NBC-Concert Miniature: WHIO WCKY WTAM (sw-15.33)
CBS-Buffero Presents: WKRC WHAS WLAC WFBM KMOX WOWO (sw-15.27-9.59)
NBC-Nat'l Grange Prgm.: WAVE WMAQ KDKA WSM (sw-15.21)
WCPO-Man on the Street
WGN-Markets; △Midday Service
WIRE-Ind. Farm & Home Hour
WLS-News; markets; weather
WLW-News & Financial Notes
WMMN-Inquiring Reporter
WSAI-Johnny Lewis' Orch.
WWVA-Luncheon Club

12:45 EST 11:45 CST

WCPO-Enric Madriguera's Orch.
WLS-Poultry Service Time
WLW-Nat'l Grange Prgm.
WMMN-Shopping Notes
WSAI-Bide Dudley
WSMK-Buffero Presents (CBS)
1:00 EST 12:00 CST
NBC-Chas. Stenross' Orch.: WHIO WTAM WCKY (sw-15.33)
CBS-Al Roth's Syncopaters: WKRC KMOX WWVA WSMK WFBM WHAS WOWO WMMN (sw-15.27-9.59)
WCPO-Luncheon Music
WGBF-Church & School News
WGN-Harold Turner, pianist
WLAC-Luncheon Musicale
WLS-4-H Club Prgm.
WSAI-California Ramblers

1:15 EST 12:15 CST

NBC-Running account of the National Amateur Golf Tournament intermittently between the hours of 1:15 and 5 p.m.
NBC-Chas. Sears, tr.: WMAQ WAVE KDKA WSM WLW (sw-15.21)
MBS-Palmer House Ensemble: WGN WSAI
KMOX Magic Kitchen
WFBM-Farm Bureau Prgm.
WGBF-Markets; Farmer Purcell
WIRE-News
WLS-Home Talent Show
WWVA-Variety Prgm.

1:30 EST 12:30 CST

NBC-Whitney Ensemble: WAVE WLW WMAQ KDKA (sw-15.21)
CBS-Madison Ensemble: WKRC WSMK (sw-15.27)
NBC-Sammy Watkins' Orch.: WTAM WCKY WIRE WHIO (sw-15.33)
Savings Talk; Livestock Reports: WAVE WHAS
News: WSM WCPO
WFBM-Hoosier Farm Circle
WGN-Len Salvo, organist
WLAC-△Church of Christ
WLS-Weekly Livestock Market Review, Jim Clark
WMMN-Studio Gang

WOWO-Around the Bandstand
WSAI-Guy Lombardo's Orch.
WWVA-Dr. Lamont

1:45 EST 12:45 CST

CBS-Clyde Barrie, bar.: WKRC KMOX WSMK (sw-15.27)
WAVE-Carly Fox' Fox Hunters
WCPO-Musical Matinee
WFBM-Downtown Chatter
WGBF-Curbstone Reporter
WGN-Baseball; Chicago Cubs vs. St. Louis
WHAS Mrs. Randolph, Shopping Guide
WLS-Homemakers Prgm.
WOWO-Howard Ropa
WSM-Whitney Ensemble (NBC)
WWVA-L. P. Lehman & Staff

2:00 EST 1:00 CST

NBC-Hollywood High Hatters: Orch.: WLW WMAQ KDKA (sw-15.21)
CBS-Down by Herman's: WKRC WLAC-WOWO WHAS WSMK (sw-15.27)
NBC-Varieties: WTAM WCKY WAVE WIRE WSM (sw-15.33)
Baseball; Cincinnati vs. Pittsburgh: WSAI WCPO WHIO
KMOX-Window Shoppers
WFBM-△Midday Meditation
WLS-Homemakers' Prgm

2:15 EST 1:15 CST

NBC-Gale Page, songs; Larry Larsen, organist: WLW WMAQ KDKA (sw-15.21)
KMOX-Barnyard Follies
WCPO-Musical Matinee
WFBM-News
WSAI-Organ Recital
WWVA-Parents & Teachers

2:30 EST 1:30 CST

NBC-Weekend Revue: WIRE WTAM WCKY WAVE WSM (sw-15.33)
CBS-Tones in Tone: WKRC WHAS WLAC WWVA WSMK (sw-15.27)
NBC-Walter Blaufuss' Orch.; Joe Parsons, basso: WMAQ KDKA WLW (sw-15.21)
WFBM-Mary Baker's Album
WGBF-CCC No. 2553
WLS-Merry-Go-Round
WMMN-Rep. Convention
WOWO-Holiday Moods

2:45 EST 1:45 CST

WFBM-Tours in Tone (CBS)
3:00 EST 2:00 CST
NBC-Herman Middleman's Orch.: WENR KDKA (sw-15.21)
CBS-Ann Leaf, organist: WHAS WKRC WFBM WSMK (sw-15.27)
WLA-At Aft. Melodies
WLW-To be announced
WMAQ-Week-End Revue (NBC)
WMMN-News for Women Only
WWVA-Cowboy Loye's Blue Bonnet Boys

3:15 EST 2:15 CST

KMOX-Dope from the Dug Out
WGBF-Gentlemen of Rhythm
WMMN-Ann Leaf's Musicale (CBS)

3:30 EST 2:30 CST

NBC-Joan & the Escorts: KDKA WAVE WENR WLW (sw-15.21)
CBS-Rainbows End: WLAC WHAS WKRC WMMN WOWO WWVA WFBM WSMK (sw-15.27)
NBC-Continental: WTAM WIRE WCKY WSM (sw-15.33)
KMOX-To be announced
WMAQ-Tuneful Topics

4:00 EST 3:00 CST

CBS-Angelo Vitale's Band: WKRC WHAS WSMK WOWO WLAC WMMN WFBM (sw-15.27)
NBC-Blue Room Echoes; Orch.; Soloists: WTAM WIRE WCKY WMAQ WHIO WSM WAVE (sw-9.53)
WCPO-Gordon Bros.' Orch.
WWVA-Hoosier Merrymakers & Grandpa Jones

4:15 EST 3:15 CST

NBC-Timothy Make Peace, sketch: KDKA WENR WLW (sw-15.21)
WCPO-Bernard Lewison's Eas.
WGN-Pancho's Orch.

4:30 EST 3:30 CST

NBC-Musical Adventures: WCKY WAVE WENR WHIO WSM
CBS-Charlie Barnet's Orch.: WHAS WFBM WMMN WLAC WKRC WOWO (sw-15.27)
NBC-Kaltenmeyer's Kindergarten, with Bruce Kamman & Merrill Fugit: WTAM WMAQ WLW (sw-9.53)
KDKA-Political Talk
KMOX-Baseball Game
WIRE-Buccaneers
WWVA-Shopping Hour

4:45 EST 3:45 CST

NBC-Ruth & Ross, songs & patter: WAVE WCKY WIRE WENR WSM WHIO
CBS-Charles Barnet's Orch.: (sw-9.59)
WCPO-Tango Tunes
WGN-Harold Turner, pianist
WKRC-Musical Calendar

5:00 EST 4:00 CST

NBC-Jesse Crawford, organist; Vocalist: WLW WENR
CBS-Frederick Wm. Wile, "The Campaign to Date": WHAS WWVA WOWO WSMK WLAC WFBM WKRC (sw-11.83-9.59)
NBC-Otto Thurn's Orch.: WIRE WAVE WHIO WCKY WMAQ WSM WTAM (sw-9.53)
KDKA-News
WCPO-Glee Club
WGBF-Novelly Trio
WGN-Sally Jo Nelson, songs
WMMN-Kleever Kiddie Klub
WSAI-Let's Have a Party

5:15 EST 4:15 CST

NBC-Jesse Crawford, organist: KDKA (sw-15.21)
CBS-Oeanders, male quartet: WLAC
CBS-News of Youth: WWVA (sw-11.83-9.59)
WCPO-Roy Wilson
WFBM-Tea Time Tunes
WGN-Afternoon Serenade
WHAS-Melody Cruise
WKRC-To be announced
WOWO-Green Bros. Orch.
WSAI-Close Harmony

5:30 EST 4:30 CST

NBC-News; Sonia Esson, contralto: WMAQ WAVE WSM WTAM WCKY WIRE WHIO (sw-9.53)
CBS-Ann Leaf, organist: WWVA WLAC WSMK WOWO (sw-9.59)
NBC-News; Noble Cain & A Capella Choir: WENR
CBS-Football Roundup; Eddie Dooley: WHAS KMOX (sw-11.83)
KDKA-Baseball Scores; Weather
WCPO-Dinner Music
WGN-Val Ernie's Orch.
WLW-The Smoothies
WMMN-Boggie
WSAI-Hollywood Reporter

5:45 EST 4:45 CST

NBC-Noble Cain: KDKA (sw-15.21)
CBS-Al Roth's Orch.: WFBM KMOX WMMN WHAS (sw-11.83)
NBC-The Art of Living; "What 15 Million Do Each Week," Dr. Norman Vincent Peale: WHIO
WIRE WTAM WCKY WSM WAVE WMAQ (sw-9.53)
WENR-Totten on Baseball
WGBF-News
WGN-Aft. Serenade
WKRC-Harmony Highways
WLW-Alfred Gus Karger
WSAI-Red Barber
WWVA-Front Page Drama

6:00 EST 5:00 CST

NBC-Harold "Red" Grange, football comments & scores: WSM WMAQ WTAM WAVE WLW (sw-9.53)
CBS-Patti Chapin, songs: WLAC WOWO KMOX WHAS WSMK WKRC (sw-9.59)
NBC-Saturday at Connie's: WSAI WENR KDKA WIRE WCKY (sw-15.21)
WCPO-Ray Noble's Orch.
WFBM-Bohemians
WGBF-Mysterious Pianist
WGN-Blackstone String Trio

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THE STORY OF A DANCER

(Continued from Page 23)

dren had to go to school to amount to anything, and thus the two Astaires had to go on the road, playing small cities, avoiding the big ones.

Following one of their early professional performances, it is odd to note that one critic said: "The girl is all right, but the boy ought to go back to his marbles."

The theaters weren't always clean, the talk they heard wasn't the best and back-stage morals were as bad as they were cracked up to be. Mrs. Astaire traveled with them, and it is to her everlasting credit that neither of her two children ever was affected by any of these demoralizing influences.

When they were old enough so that the Gerry Society couldn't make them return to school, they got their first real chance in New York. Their hearts were high with hope as they saw their names on the call-board. They got an added thrill when they noticed that Douglas Fairbanks was on the same bill as star. Fairbanks got over very well. But after the first show Fred and Adele sadly saw their own names scratched from the board. It was a neat and painless way of telling them they were through.

HOWEVER, they weren't stopped. Adele couldn't be stopped. As for Fred, he didn't care very much either way, because—by this time—he would much rather have been a song-writer than anything else. He played a pretty hot piano. Between rehearsals he would dash to the piano and thump out some mean jazz, improvising his own lyrics. Some of them weren't half-bad. This song-writing bug led to two interesting friendships that have endured to this day; one with George Gershwin when that composer was a song-plugger for Remick's; the other with Johnny Green, the orchestra leader. (I shall tell you about that later.)

Fred and Adele finally appeared in a big Broadway show. It was "Over The Top," in 1917. Ed Wynn was the star. Next came "Passing Show of 1918." It was strange to see the naive Fred and Adele and their distinguished, white-haired mother in the company of such wise-cracking and worldly-wise Broadwayites as Frank Fay, Willie and Eugene Howard and many others.

Fred didn't drink, smoke or play poker. Consequently he was ribbed unmercifully by other stage people.

In those days, Adele was still the main attraction.

THE Astaires danced through success after success: "Lady, Be Good," for which Fred's friend, George Gershwin, had written the score; "Apple Blossoms"; "For Goodness' Sake"; "The Bunch and Judy"; "Funny Face" (inspired by the nickname Fred had given Adele); "Smiles"; and a number of other hits.

At that time, the gap between Broadway and Park Avenue was more than a matter of four blocks. Broadway was the Gaudy White Way, and Park Avenue sniffed at its wild antics. Fred and Adele, however, were unobtrusively, but definitely, accepted by the Park Avenue set. Not that they were "climbers." It was just that the duo seemed so different from the average run of Broadwayites.

Fred's shy charm and Adele's sparkling personality: Both delighted society supper parties.

In 1923 when Fred and Adele went to London to appear in "For Goodness' Sake," they immediately became the rage of the smart set.

They were wined in London, dined in Paris, and, upon their return, partied on Park Avenue and feted on Fifth. And although Adele had many wealthy suitors and Fred met many beautiful girls, neither married. It was a sort of unspoken pact between the

two that neither would marry, for the sake of the team.

They were at their peak for years, with not even a sign of a decline, topping one hit with an even greater one. In 1932, when they were in "Bandwagon" (remember "I Love Louisa"? that was Fred and Adele's number), they eclipsed Helen Broderick and Frank Morgan, who were in the cast.

One afternoon, right after a matinee, Adele took Fred aside. Her eyes were sparkling. "Freddy—I have wonderful news. You know Lord Charles Cavendish? Well—" she sighed a long sigh—"I'm going to marry him. It's going to be on your birthday, too. Isn't it thrilling? He proposed at the party last night, and I just spoke to him on the phone and said yes, and I'm so happy and—there you are!"

Fred was silent for a moment. Then he remembered the congratulations. "But—but what about the team? Will he let you continue—"

"Oh, no. We're going to live in England. He has a darling castle in Lis-more that needs fixing, and we're going to sail as soon as the show closes."

NO ADELE any more? What could he do? Continue on the stage? His name alone didn't mean very much. Start another team? Where could he find a dancer who could master in a few months, the difficult routine that he and Adele had evolved in their twenty-five years together? Go to Hollywood? Not enough sex-appeal. Radio? He wasn't such great shakes as a singer or dramatic actor that he could rely on his voice alone. Retire on his income? He shivered at the thought.

What could he do?

What decision did Fred Astaire make? And what disappointment did it lead to? What is the inside story of his romance and marriage? Why did he "flop" in his first picture? All this is revealed in the next instalment of Fred Astaire's true life story! Read it next week in your RADIO GUIDE!

Fred Astaire may be heard Tuesdays over an NBC network at 9:30 p.m. EDT (8:30 EST; 8:30 CDT; 7:30 CST; 6:30 MST; 5:30 PST).



June Lang, who was heard in "Cheating Cheaters" on a recent Radio Theater show which originated in Hollywood

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RADIO COMES TO COW CREEK

(Continued from Page 20)

mountaineers get a well-balanced diet of programs that entertain, and others that inform. Directors are discouraged from using their sets promiscuously and catching what they may. For one thing, this runs down batteries unduly, although the fact that storage-battery sets are gradually being replaced by equipment using a two-volt aircell, which operates at full efficiency for an entire year, has clarified the problem considerably.

The residents of the areas served have been very responsive, University check-ups show. All have their favorite broadcasts now, and hardly a day passes without five or more individuals coming to hear certain pet programs. As many as two hundred have been reported listening at one time in a single center. The "Fireside Chats" of President Roosevelt always drew a good crowd, as do speeches by politicians of all shades of opinion.

AND the Reverend Albert Tull, who still runs the original center at Cow Creek, rises to remark in a recent report:

"For real community service, the Listening Center has been most helpful in connection with the school, which is in a building about 100 feet away. By watching the University Bulletins and newspaper announcements, we are able to give direction to the best in radio. Last year we operated what is known as 'Winter School.' The public school is over in January, but through our Community Center we give two extra months of schooling.

"We adults enjoy the programs, too, of course. The younger men like to follow the sports via the radio. Also, they often stay after their Christian Endeavor meeting on Sunday night and listen to orchestra selections.

"Older folks like to be kept posted on the weather forecasts and the price of tobacco, while for those of us who have been used to the ways and conveniences of town, it is a great blessing to be able to turn a dial and instantly to be taken to the midst of the world's activities."

What does Grandpap Adum think of the radio now? He has his own set, let it be known, and consumes pounds of long-green while listening in, especially during rainy weather, when he can't work his hilly farm.

"I'm gettin' a mite rheumatic these days," he says, "but the radio helps ease the twinges a bit somehow. Willy does most of the farm work now when he's not in school, but he listens in too, whenever he gets a chance. Somethin' funny about that there boy . . .

TWO years ago, Willy was mighty timid an' bashful. After the Listenin' Center was put in, he got to goin' down there and jes' sittin' an' listenin'. I was right smart worried for a spell. Why, on Saturday nights he'd set for three hours at a time jes' starin' at nothin'. Then one day he begged me for money to buy him a guitar and an instruction book. Said he could be a danged sight better than some of them fellers in New York. Now he's in the Glee Club at the county-seat high school an' they say he can sing and play blues like nobody's business.

"As for me, I've been a settin' here and a listenin' to the Democrats and the Republicans an' the Townsend planners until I'm fair dizzy. But they don't talk about the things we need here. I was atellin' Brother Tull only yesterday that we'd better get a road up here from the valley." He leaned forward to tune out a crooner—a "sobbin' feller," he called him—then concluded, "—so's an older like me could get outside and raise a little hell afore he dies."

SO SHALL YE REAP

(Continued from Page 9)

drink. I was a happy-go-lucky kid who got into lots of trouble because of thoughtlessness.

Then suddenly the storm broke. I overlooked too many rules. There was card-playing, rough-housing, the accidental breaking of the glass in the control-room door, and the greatest sin of all—tardiness! It all ended with my suspension. I spent two miserable days alone in my hotel room, waiting—waiting like a prisoner for the verdict of the jury.

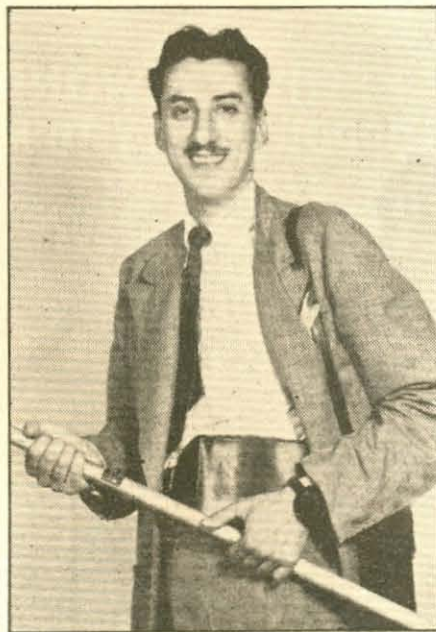
Finally, it came: Demotion and transfer to the R. C. A. station in Washington—WRC.

At first my work in Washington was almost unbearable, for it was only a few weeks before that I had handled the biggest broadcast in history from the Capitol steps, single-handed—the inauguration—and as the representative of the key station.

However, at the end of six months' service, when I learned that my old love, WJZ, was going on superpower (50,000 watts) and I still had not been called back, I resigned. Before the resignation was accepted, I received a long-distance call from my former chief. A great conference had been held, and you can imagine my happiness when I was offered the post of chief announcer at WJZ. Of course I accepted. There was a real celebration, which, among other things, caused my first serious automobile accident as I was driving to Canada for a short vacation. It happened in Baltimore, and the publicity wasn't so good.

THERE were many changes and new faces when I reported back to 42nd Street. Among them were those interesting "test broadcasts" late at night and early in the morning to ascertain how our new transmitter and tremendous power was turning out.

My popularity now was such that there was great demand for public appearances. Civic organizations wanted me to speak, night clubs wanted me to appear in person, conventions asked that I handle their entertainment programs. This the station permitted me to do, but it refused to let me accept any remuneration. My work was just another gift of the Radio Corporation of America and I was good publicity. All too soon, however, the storm was about to break again. I remember my boss saying "Nothing doing" to sev-



Bob Trout, CBS announcer, here demonstrates the latest in portable transmitters: Its range: About a mile

eral requests. "Brokenshire has hardly been on the air for the last three weeks." But when I was asked to be master of ceremonies and announcer of the famous Atlantic City Beauty Pageant of 1925 they felt that this was too good to miss. I was allowed to go, but again—no pay!

And so, when that hectic week was over, I made a decision. I was riding back from the City of Boardwalks with Mr. Popenoe when I resigned.

I INVESTED all my money with an organization called Arrow Amusement, which gave me lavish offices in the Palace Theater Building. Immediately I began my work of writing scripts and preparing an itinerary of public appearances throughout the East and Midwest. Truly, I was sitting on top of the world. Some months passed in this seventh heaven, when suddenly the head of the firm—the man to whom I had entrusted my everything—was missing. His colleagues covered this up for a while, but I felt that something was wrong. And so one morning as I leisurely read the paper, I was startled with the item that told of this man's arrest in a far-distant state!

Again the undercurrent started—mumbling voices—pointing fingers. Everywhere, I heard "I told you so." And so I started at the bottom again, and lower than I had ever been before. Followed weeks and months of searching, searching for something to do. I couldn't, with my pride, go back to the big station I had deserted. So I took a place with one of the smallest of the thirty that New York and vicinity boasted—WFBH, long since dead.

But there's one thing at this period of my life that stands out like a shining jewel. It was this—

While at WJZ I had met and fallen deeply in love with a charming girl, beautiful in face and character, who was destined to be my guiding star. She was married. Her husband had married her hurriedly in Pittsburgh, brought her to New York City, and after a short time, gone away with someone else.

It was the day after she secured her position with the station that I met her. Immediately we were drawn to each other. I felt her loneliness and soon we were lunching together. Later she took my dictation for scripts as we sat together in Central Park. When I was in trouble at WJZ, she was heartbroken. When I resigned, she resigned also. We were together during the dark days at WFBH. My faithful Eunice was program manager, and I was chief announcer.

One day, our good break came. Eunice, I think, was happier than I. Through my work on the beauty pageant, I was offered a ten-months contract as chief announcer at WPG, Atlantic City, at the largest salary a radio announcer had ever received.

I started away on this new adventure, leaving my sweetheart behind, but promising that soon all would be happiness again. I shall skip lightly over those joyous months, for the most important thing to me was that I was able to secure a divorce for Eunice just before the contract in Atlantic City expired.

We were married in December, 1927, and left immediately for a honeymoon on the Mediterranean. Filled with the greatest happiness that had ever come to me, I couldn't dream then that a new and greater storm was brewing over my head. But it was. I found that out when I got back.

Next week—Norman Broken-shire continues this startling human document—revealing more candid details about his amazing career. Don't miss it!

8 INCHES OFF WAISTLINE

"Director reduced waistline from 42 to 34 in. Feel 10 years younger. CONSTIPATION GONE—No tired, bloated feeling after meals."
G. Newton, Troy, N. Y.

WORKS AWAY FAT

Massage reduces—so does Director. Its elastic action, with every movement of your body, causes a gentle, changing, vibrating pressure that easily, comfortably works away abdominal fat.

RESTORES VIGOR

Director puts snap in your step, helps to relieve "short breath," restores vigor. You look and feel years younger as soon as you wear Director Belt.

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Habit Loose, fallen abdominal muscles go back where they belong. Massage-like action of Director increases elimination and regularity in a normal way without the use of harsh, irritating, harmful cathartics.

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NEXT WEEK:

- Television—Its Sun Rises—Read the story of this great new development in radio. It is a story that staggers the imagination. Read what Eddie Cantor tells you about television, the discovery that was yesterday's dream, that is today's task, and a near-tomorrow's reality!
- That's My Mom!—Sandra Jean Burns, the adopted daughter of Gracie Allen and George Burns, writes in her own charming child's manner of her "mom" and her daddy. Read this fascinating real-life tale by one of the most talented children in Hollywood. It will be in next week's RADIO GUIDE.
- What I Know About Don Ameche—Loretta Young, the glamorous star of many a film triumph, tells in her own charming manner about the impression that Don Ameche, famed radio star, has made upon her during the filming of "Ramona," the new all-color movie in which she co-stars with Don. Next week in RADIO GUIDE!

IN RADIO GUIDE

GIVEN AWAY!



Ladies Pendant Watch

5,000 OF THESE GORGEOUS WATCHES TO BE GIVEN AWAY. Latest rage sweeping the country. This pendant watch is smartly designed. The case comes in black and red, black and white, or clear composition combined with chrome. Unbreakable crystal. Good time keeper. Nothing to buy. Merely send your name and address on a post card for our **FREE WATCH PLAN.** Hurry. Be the first in your neighborhood. It's great fun.

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Join the many thousands of satisfied stamp collectors who now deal with us. As a special offer we are giving 7 valuable "dead country" stamps catalogue appraisal \$1.24 for only .10c together with our famous magazine "Stamp Lore" and an attractive selection on approval. Write today! **GLORIOUS STAMP COMPANY, 298-4th AV Dept. 117, New York, N. Y.**

Television—Its Sun Rises—Read the story of this great new development, in **RADIO GUIDE next week.**

IF YOU AGREE TO SHOW THEM TO YOUR 2 ACTUAL FRIENDS, I'LL SEND YOU 2 ACTUAL SAMPLES AMAZING SNAG PROOFED SILK HOSE FREE

AND SHOW YOU HOW TO EARN UP TO \$22 IN A WEEK! Thrilling new! Show FREE ACTUAL SAMPLES wonderful Snag-Proofed Hosiery to friends. Earn up to \$22.00 in a week—easy! Patented process RESISTS snags and runs. Wear twice as long—cut hosiery bills in half. Individual lengths. Low prices. No experience needed—no house-to-house selling. SEND NO MONEY. Write for two actual samples silk hose FREE. **AMERICAN SILK HOSIERY MILLS, Dept. G-83, Indianapolis, Ind.**

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EARN EASY EXTRA MONEY

Pleasant, spare time work brings big cash rewards. Take orders from friends, neighbors, business people for beautiful Christmas stationery with customers' names from album of 100 samples.

ALSO SPECIAL LOW PRICED LINE OF PERSONAL HUMOROUS CARDS—newest thing in greeting cards. Largest commissions paid daily. No experience needed. Early starters make most money. Also the master creation of 1935, the new 21 folder Xmas assortment. Sells for \$1—your profit 50c. Quality—Style—Value—plus latest innovations bring quick sales, big profits. **SAMPLES FREE**

Humorous, Religious, DeLuxe, Gift-Wrapping, Extra Bonuses. Established 16 years. **WRITE TODAY** for 21 card box on approval and FREE sample personal cards.

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Full size, heavy duty Aladdin Electric ARC WELDER only \$39.25 with De Luxe Accessories! Has efficiency of machines costing \$145.00 to \$800.00. Welds all weldable metals and alloys—everything from heavy castings to light sheet metal. Also fine for soldering and brazing. Fully guaranteed. Approved by Automotive Test Laboratories. Easily portable on casters.

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Details FREE! Full instructions included. **AMAZING DETAILS FREE!** Write today for sensational facts about Aladdin Arc Welder for \$39.25 including De Luxe Accessories!

COMMONWEALTH MFG. CORP. Dept. K-72, 3785 Beechmont Ave., Cincinnati, Ohio

SURE-FIRE INC.

(Continued from Page 27)

considers it to be a potential hit. His aim is to have a limited group of tunes on his current catalog, with one "top" tune which can receive most of the plugging. For the "top" he wants a ballad or melody number. The others can be nursed along. When he finally selects a tune, he decides which maestro is best suited to launch it.

Waring, for instance, he considers ideal for launching novelty tunes; Jack Denny, Hal Kemp or Guy Lombardo for introducing rhythm melodies; and Paul Whiteman or Ray Noble for making the public like a ballad.

So Piantadosi, having picked his bandleader, makes his offer. The maestro accepts and names the day when he'll launch the tune. Then the plugging begins.

It's now that "Words and Music" proves the value of co-operative organization. For, besides the half-dozen bandleaders owning stock, others are affiliated with it. In fact, the idea of being associated with the leading maestros of the country has a powerful appeal to many a young leader just climbing the ladder.

"It's a break for the song-writers," said George Piantadosi, "because we give a new song twelve of the biggest plugs in the country. And not just once, but time after time, week after week."

YOU may have an idea that a tune catches on overnight. Not so, however, as any music publisher can tell you to his sorrow. Even with the best of plugging it takes time. And Tin Pan Alley's contact men campaign day and night, with letters, wires and personal visitations, to get the maestros of the nation to keep tunes alive.

In Tin Pan Alley (which isn't an alley at all, but the building at 1619 Broadway, New York, in which most music publishers nowadays are located) they've got it figured out that a novelty number develops a public in from one to three months, a ballad in from two to five months, and a waltz in from three to six months. The songs you're crooning now were launched months ago.

The competition is terrific. And every bandleader on the air is under constant pressure from the song-pluggers to get their numbers played. And that's another reason why "Words and Music" hopes in time to make a killing. It doesn't have to worry about getting this orchestra or that to plug its product. Twelve of the biggest orchestras in the country are waiting to swing into its numbers as soon as they are born.

Like every other music-publishing firm, however, "Words and Music," while in the market for new tunes to publish, fights shy of the amateurs. It's hard on the people who think they can write popular songs, but that's the way it is. And here's the reason: The publisher has no way of checking on the unknown who sends in a song. He's been sued for plagiarism before. And he's gun-shy.

So back goes the song submitted by an unknown, and it goes by registered mail, return receipt requested, with a note something like this: "We are returning your MS of recent date. We thank you for your interest. But as we use only standard numbers, we are unable to consider your work. Best of luck."

This looks like slamming the door in the unknown song-writer's face. And, of course—in a way—it is just that. All hope, however, is far from lost. The amateur has open to him a method of procedure which many others have followed with success.

As a first step he should copyright his song. Then he should provide himself with clean copies. After that, let



Lyn Murray and Walter Woolf King (standing) fatten Ken Murray (right) for the "killing" in a "friendly" poker game. Watch Walter's right hand, Ken!

him arrange to meet his local bandleader.

And—this may be news for the amateur—those home-town orchestras are heard. Yes, they are heard right in New York. And if the amateur's song is good, he'll hear about it. The reason is that hope springs eternal. And the song-pickers are genuine optimists.

They sit with ears glued to the radio every night from 10 o'clock—when the commercials end—until 3 in the morning. What are they waiting for?

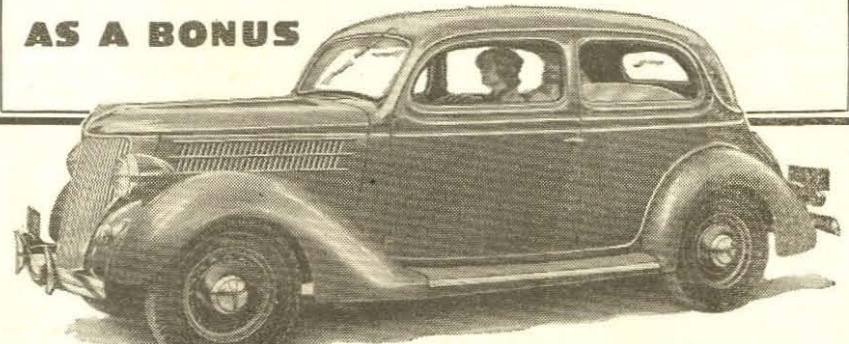
Why, brother, they're waiting for some orchestra out in the sticks to play the big one, the tune that nobody ever heard of—the tune that'll be a hit!

George Piantadosi of "Words and Music" also has his ear to the radio every night after the commercials sign off. And maybe he'll pick the big one some day.

When he does, all the top-flight bandleaders of the country will plug it at once. And it will become a genuine hit tune overnight. It's sure to!

... I'LL GIVE YOU THIS NEW FORD TUDOR SEDAN

AS A BONUS



BESIDES A WONDERFUL OPPORTUNITY TO MAKE UP TO \$60.00 IN A WEEK

If you are out of work or on part time and need cash at once to pay your bills and live on, you are just the person I am looking for. I have a good offer for you right now—a wonderful opportunity to start right in as a Food Distributor and make as high as \$10.00 in a day. No experience or previous training necessary. Simply follow easy instructions—pick up orders from your customers, deliver the goods, handle the money and keep a big share of every dollar you take in as your profits. I give the Ford Sedan to you as a bonus—over and above your cash earnings.

\$96.00 IN ONE WEEK

You may wonder at making so much money in such a pleasant, simple manner. But my Food Distributors have reported amazingly big earnings with my plans. For example: Clare C. Wellman, N. J., wrote me that he cleared \$96.00 in a week. Hans Coordes, Neb., reported making \$27.95 in a day and \$96.40 in a week. Ruby C. Hansen, W. Va., sent a sworn statement saying she netted \$73.00 in one week. These are only a few of the scores of exceptional earning reports I have received as positive evidence of the amazing possibilities of my offer to you. This opportunity is given to you by a large, million dollar company established in business for well over a quarter of a century.



30-DAY TRIAL
If you are honest and reliable I'll give you a 30-Day Trial to demonstrate how you can make a good living, up to \$60.00 in a single week. You don't risk a cent to try the complete business outfit and simple instructions which will be sent to you. Send for free book of facts. **ACT AT ONCE.**

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I need you at once. Send me your name—no money—so I can lay the facts before you, then you can decide if the earning possibilities are satisfactory. Don't miss this chance. It doesn't cost you anything to investigate. You can't lose by mailing the coupon or a penny postcard for free details. Do it today—NOW.

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Send me the free facts. Tell me how I can make up to \$60.00 in a week and get a new Ford Tudor Sedan as a bonus in addition to my cash earnings.

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I SEND EVERYTHING YOU NEED

to make big money as Local Food Distributor—including valuable Display Outfit, complete business forms and instructions. No money-risk to you. Send now for free details.



WHERE'S BROKENSHERE?

(Continued from Page 8)

made chief announcer. His happiness knew no bounds. There were more celebrations; new "friends" flocked to the side of "good old Broke."

He got famous then. He was called on to promote entertainments for conventions, to speak at luncheons, dinners, banquets. Everywhere there was a "real fellow" to buy "good old Broke" a dinner—and to offer him a drink. Everyone was getting free publicity through him, and everybody was his friend. But Broke was not paid for his work outside the studio. The Radio Corporation of America donated his services everywhere.

FINALLY, after acting as master of ceremonies at the Pageant of Beauty in 1925 at Atlantic City, he resigned his position with WJZ. He decided to go on his own, to make his money as an entertainer, and to charge his own fees. "Good old Broke" made a mistake. He invested his fortune in an amusement company. It flopped. And Broke was broke again. He went to Atlantic City next as the highest-paid radio announcer in the world.

He got married, went to Europe. When he came back his job was gone. Stations had banded together into chains, networks, and there was no place for him. Finally, he got a job at WCAU, an affiliate of the new Columbia Broadcasting System.

The perfect Brokenshire voice carried him upward in his profession again. He handled the inauguration of Herbert Hoover, as he had handled the inauguration of Coolidge before.

Immediately he was taken on by Columbia's own staff. Dizzily he sky-rocketed upward, dazed by his good fortune. Money slipped through his fingers in celebrations of each success.

Finally he was rated better than any other announcer. And just as he had been dissatisfied before when he reached his goal, again he went freelance. This time he worked for an advertising agency. Movies, vaudeville, commercials of all sorts—new incomes from all these, and Broke was satiated. He spent his money foolishly, and had a glorious time. Parties every night. Rich food. Drinks. Glamour surrounded him. Then he slipped again.

Then, when he was practically starving—as he had before, and as he has since—a break came to him. His greatest show, the cigarette program

in which he popularized "How do you do, how DO-you-DO," came to him through a boost by a friend.

That's when he talked himself from the top of the ladder to the bottom rung. One of the favorite expressions of the DO-you-DO man was "Make mine straight, with water for a chaser." He said even that musically.

And when his program was discontinued, he was out. So closely was he associated with his program that other sponsors wouldn't hire him. No matter what he advertised, he was known by his last program.

In 1934, Broke, already back-sliding, hit the skids. He had purchased a cabin on Long Island when he was in the big money; after courts had wrung him dry the cabin was all he had. He got a job as a carpenter, but lost it. He tried strike-breaking as an elevator operator, but lost out again. Then he went to his cabin and began reflecting on the folly of his ways.

Brokenshireana deserves a niche in radio's hall. Many men are not remembered by the good they did, but by their follies. Good old Broke still is a young man. He has courage and that mellow voice. The public has forgotten him, maybe, but his friends haven't. They know that Broke was irrepressible. They recall his capers.

He would chase fire-wagons like Longfellow Deeds; if he wanted to go anywhere he would shun a taxi and hire a van.

He was often late for jobs. Sometimes he was in no condition to do his work. Broke says now that the gossips gave him a dirty deal. They did. But Broke was in religious work long enough to learn that gossip is the original sin, that all the world wants is one fact against a fellow.

BROKE ran afoul of the law so often it wasn't news. Most of his escapades were harmful to none but himself. With NBC he got so many "last chances" that someone called him "Last Chance Broke." One of his great last chances came with the Roosevelt inaugural. Broke had announced the Coolidge and Hoover ceremonies and asked for the Roosevelt assignment. Reluctantly, his boss gave him the job. When the inauguration began, Broke couldn't do any part of the job. He had had to celebrate getting the assignment! And the party kept him away from it!

I have never met Norman Brokenshire. It's a wonder I didn't on one of those van rides. And this is no sermon, but as a radio fan I do contend that it's selfish for a man with so many talents to withhold from the public the enjoyment he can furnish.

He'll come back—remember they took a bottle from Ulysses S. Grant's hand when they gave him a last chance.

Bankrupt but proud, broke and proud of it, "good old Broke" appealed a few weeks ago for a WPA job. The world remembered him then—the DO-you-DO man broadcasting for relief! He quit scanning the want-ad sections and saw his name again on Page One. A few hours after the story appeared, the New York World-Telegram, which broke the story of "good old Broke," was flooded with offers for him. One was from a distiller! Another was from the "Nut Club" of Greenwich Village! He took the Nut Club job, how DO-you-DOing as master of ceremonies.

A few nights later he quit. He said he couldn't stand the public stares. "They point their fingers at me," lamented "good old Broke"—he who had spoken to millions, covered the greatest assignments of modern times.

So he went back to his cabin. His last job was painting a barn for a neighbor.

Wonder whether he painted that barn as red as he often did the town?



Arch Oboler, author of "Lights Out," scary spook-thriller, views how the show affected painter Maury Balkan

The 97-Pound Weaking..

who became "The World's Most Perfectly Developed Man"

"I'll Prove to You in 7 Days that YOU, too, Can be this NEW MAN!" — Charles Atlas

WHEN I say I can make you over into a man of giant-power and energy, I know what I'm talking about. I've seen my new system of body development, *Dynamic-Tension*, transform hundreds of weaker, punier men than you into Atlas Champions.

Take myself, for instance. I used to weigh only 97 pounds. I was a sickly scare-crow. Then I discovered *Dynamic-Tension*. It gave me a body that twice won me the title "The World's Most Perfectly Developed Man." It'll work just as big a change in you, too! I'm so sure of it that I make you this amazing offer: At my own risk I'll give you **PROOF** in even the first 7 days that I can make you over into this **NEW MAN**. I'll begin training you on *approval*. If you don't notice a marvelous change in yourself *within a week* you don't owe me a cent.

No "ifs," "ands," or "maybes." Just tell me where you want handsome, steel-like muscles. Are you fat and flabby? Or skinny and gawky? Are you short-winded, peepish? Do you hold back and let others walk off with the prettiest girls, best jobs, etc. Give me just 7 days! I'll **PROVE** to you that I can make you a healthy, confident, powerful **HE-MAN**.

Dynamic-Tension is an entirely **NATURAL** method. No mechanical gadgets to strain your heart and other vital organs. No pills, special foods or other unnatural, artificial contraptions. Only a few minutes of your spare time daily is enough to show amazing results—and it's actually fun. *Dynamic-Tension* does the work.

THIS STERLING SILVER LOVING CUP BEING GIVEN AWAY BY
This valuable cup, made of solid sterling silver, stands about 14 inches high on a black mahogany base.

Charles Atlas

I will award it to my pupil who makes the most improvement in his development within the next three months. Get my free book by mailing coupon below!

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Mail the coupon right now for full details and I'll send you my illustrated book "Everlasting Health and Strength." Tells all about my "Dynamic-Tension" method. Shows actual photos of men I've made into Atlas Champions. Supplies the facts you need to know about your condition. It's a valuable book! And it's **FREE**. Send for your copy today. Mail the coupon to me personally. **CHARLES ATLAS**, Dept. 127J, 115 East 23rd Street, New York, N. Y.

Name

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Address

City State

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DISCARD YOUR OLD AERIAL

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

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