

Read about DICK POWELL HONEYMOONING *in the Tropics*

Radio Guide

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THE NATIONAL WEEKLY OF PROGRAMS AND PERSONALITIES

WEEK ENDING OCT. 31, 1936

10

CENTS



FRANCES
LANGFORD

Amateurs!
WHAT TO
DO WITH
Your
Talent

TEN *Ways* NOT
TO GET A DIVORCE

WIRE-HAIRED LISTENERS

THIS WEEK

BROADCASTING has millions of contented listeners. Like the two complacent kittens resting atop a recent copy of Radio Guide, while sweet music (probably Shep Fields') lulls their senses, they like what they hear. If they don't like it, they turn it off.

Broadcasting has a few wire-haired listeners. They don't like what they hear—and they tell us about their dislikes in no uncertain terms. Occasionally, I believe, it is desirable to hear what they have to say; because, listening to them may save us from the cardinal sin of smugness.

M. J. Pearly of Denver writes about studio laughs that interrupt the progress of a show. "There I sit," he protests, "smiling cordially at a good comedian's efforts, when into my loud-speaker there booms the most obnoxious racket known to mankind. And I know it's a packet of something-for-nothing guys who got in free and are beating their hands off in appreciation. In the meantime, there I sit, my smile turned to a frown, waiting and waiting . . ."

Another wire-haired listener who has a similar complaint is Mrs. Aden Lake of Chicago who writes: "Are all the fools in the world enlisted as Democrats and Republicans? Listening to the radio, it would seem so. I've heard Governor Landon make a dozen speeches and President Roosevelt, too. Either of them can hardly say a dozen or so lines without having twenty thousand idiots rare up and cheer. I don't mind cheers when they are deserved, but to hear grown-up citizens whistle and stomp because their candidate says something as significant as 'pigs is a four-footed animal' is to give me a great big pain."

Miss Abby Sheeley writes to me

from her home in Nebraska:

"I'm a new listener to the Good Will Court. I admire the fine work its sponsors are attempting to perform for a distressed and suffering type of humanity which is always having trouble and—with nobody to guide it. But I do wonder if it is so necessary to have that Mr. Alexander talking so much. More than once, he has interfered with a

ico to try to catch Villa quite a few years ago. I'm still young enough to join another army if its aim were to wipe out those Mexican stations that are keeping me from hearing some of our best American programs. Where I live in Oklahoma, their signals come in right on top of some network hours I used to like a lot. Now, all I can hear is about ruptures and cancer cures.

Isn't there something you can do about that?"

Friends, those letter-writers are wire-haired listeners. They think certain things are wrong and they go to the trouble to attempt to correct them. Being a contented listener is a lot more comfortable, but to be contented can also be dangerous. It can be dangerous if our contented purring drowns out completely the legitimate barks of wire-haired listeners who seek to improve the quality of the broadcasts to

which we find ourselves listening.

Of course, many of the objections expressed and many of the criticisms voiced are unreasonable. There are people in every walk of life who are constitutional objectors; who, when they listen to radio programs, must find fault with them—no matter how nearly perfect those programs may be. They are people who see tomorrow's clouds in today's sunlit sky. They are people who can be happy only when they can find something to grumble about. However, there are other wire-haired listeners who bark only if there is reason to bark. To them, we should listen.

Let's not be so contented—and purr so loudly that we cannot hear and take into account criticisms of radio when those criticisms are justified. Let's all insist that faults and flaws in broadcasting be corrected, that radio be made even more enjoyable than it is already. Sincerely



Two purring kittens on a Radio Guide cover: Are they hearing Rippling Rhythm—Shep Fields on Radio's Court of Honor?

poor man or woman who is trying to get help and sometimes he even tells the judge that he is wrong. I don't know who Mr. Alexander is, but if he knows more than the judges, why does he invite the judges to be present at all?"

Freddie Brandstetter protests all the way from Oregon. He says: "I hear that a great many stations broadcast phonograph records made by various orchestra leaders—but I hear, too, that the orchestra leader does not get any money from those stations. If that is true, I think every listener who is interested in the creation of good music should boycott every station which plays records. When such a record is played, it is played for the station's benefit. In other words, the station makes money out of playing it and I think the fellow who made that record is entitled to part of that money."

Jim Atterbury, farmer, writes: "I followed Pershing into Mex-

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Curtis Mitchell

ANYWHERE, ANYTHING—AT ANY COST: THE BOLD CREDO OF DARE-DEVIL MIKEMEN, DEFYING CREATION—FOR YOU!

WITH South American jungles full of empty baked-bean cans, with Australian head-hunters scanning Paris fashion books for styles, and with coolies trooping into Shanghai theaters to see Mickey Mouse, it seemed for a while that adventure was as dead as the proverbial "dodo bird." But then radio—in the guise of "special-events programs"—began to go places. And adventure took a new lease on life!

For special-events programs are pledged to this bold creed: The radio mike will go *anywhere* where *anything* of interest to the radio audience is happening—and it will get the program *at any cost*.

Backed by radio's money, engineering skill and prestige, this is no idle bluff. "Anywhere" may mean—as it already has meant—Bali and Brooklyn; Johannesburg and Jerusalem; Luxembourg and Little America; the bathysphere and the stratosphere. "Anything" may mean—and already has meant—floods and frog races; Dillinger's death and the cooing of the Dionne quintuplets; Selassie's plea before the League of Nations, and Schmelling's massacre of Joe Louis. And "at any cost" may mean—and has already meant—making refunds totaling thousands of dollars to sponsors in order to broadcast several bulletins of a mine disaster; losing precious technical equipment in the crater of erupting Vesuvius, and having announcer Ken Carpenter tear his best pair of pants when jumping from one U. S. Navy destroyer to another during a special broadcast!

THE interesting part is that radio—which can hardly be accused of modesty—has been unusually reticent in talking about what is perhaps its most thrilling work. Of course, there have been attempts at ballyhoo of the events themselves—but very little has been said about the back-breaking labor, the nervous pressure and the headache that is involved in putting these special-event shows on.

Take this matter of scoops.

There always has been a premium on getting the public's ear and attention first. But it wasn't a fine art until radio came on the scene with its special-event programs.

When word was flashed from Moose River, in Canada, that a sensational mine cave-in had occurred, both big radio chains busied themselves making arrangements for direct broadcasts from the scene of the accident. But NBC seemed to have the jump on its rivals with a tip-off from Canada that a rescue would be effected within three hours. Immediately they arranged for two-minute bulletins every hour, regardless of the fact that these would cut right into valuable commercial programs. A hook-up was made with the Canadian Communications Com-

mission, and NBC executives patted each other on the back. Losing six minutes of commercial time—for a scoop in a disaster which thrilled the entire world—seemed a small price!

But it worked out differently. Instead of talking for two minutes at a time that evening, the Canadian announcer, exhausted and excited, spoke for six and seven minutes, and because of the difficulty of establishing connections again, could not be cut off. Also, instead of the rescue coming in three hours, it took almost three days. CBS had ample time to come in for the actual rescue. NBC made refunds totaling \$6,700 to their sponsors. But the boys in the special-events department will tell you it was worth it—they did make the first actual announcement!

In the Moberly, Missouri, mine disaster recently, the CBS special-features department saw its chance to get

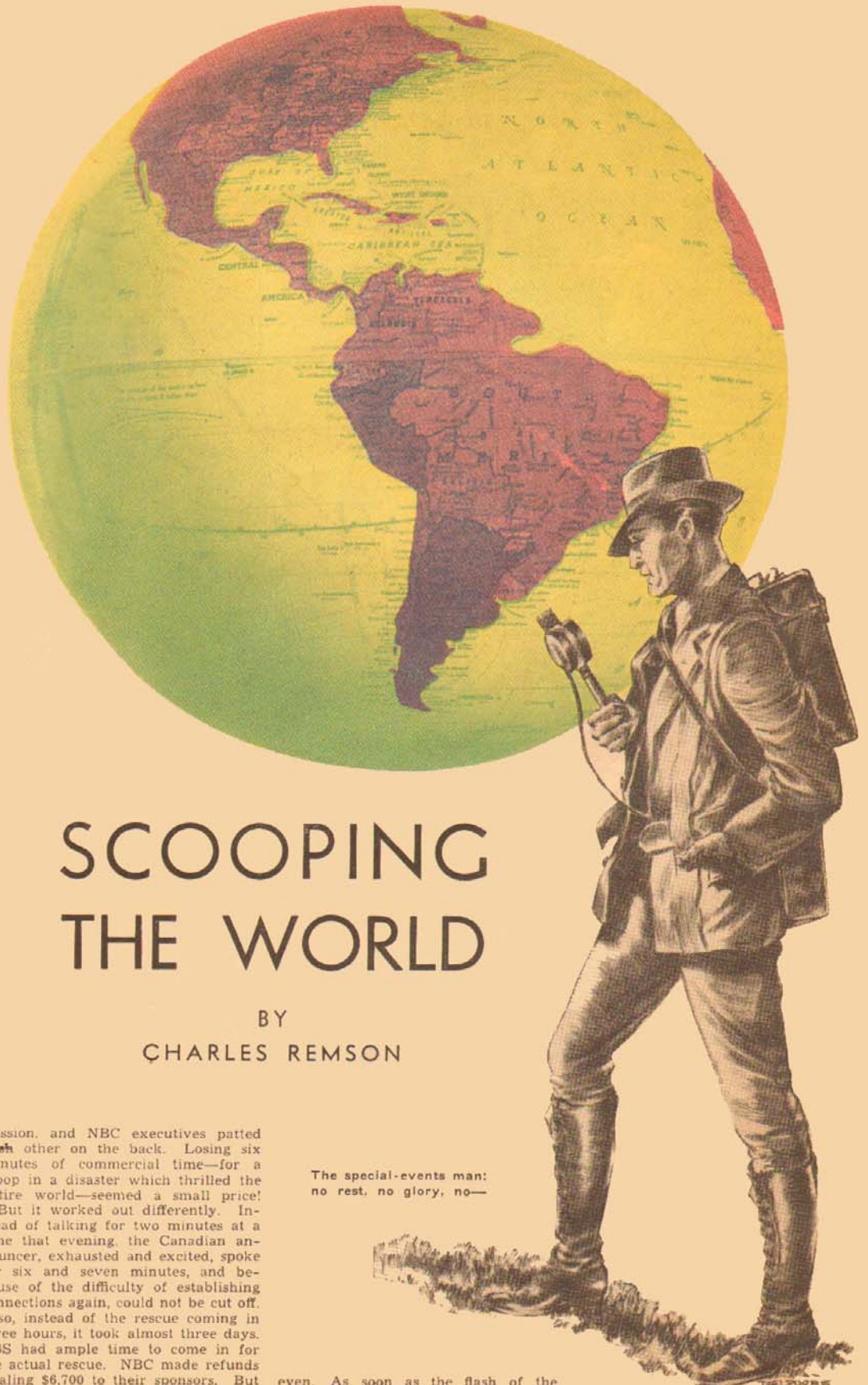
The special-events man:
no rest, no glory, no—

even. As soon as the flash of the accident came in, the engineers were called in, the lines were kept open, and havoc was played with CBS commercials—a scoop was in the making!

But sudden misfortune ruined the CBS plans for a broadcast of the rescue. All week long, the network had

had its microphone at the scene, broadcasting bulletins of the long, difficult task of rescuing the crew. When the entombed miners were finally found, CBS started its triumphant program. Then it was switched off!

(Continued on Page 15)



SCOOPING THE WORLD

BY
CHARLES REMSON

NEVER SAY DIE— SAY DIET!



BY
KAY PROCTOR

AT NINETEEN she was a pudgy, hesitant and frumpy kid who looked like an old-fashioned matron of thirty-five.

Today, at twenty-nine, she is a young matron of extraordinary beauty, charm and poise—who looks like a chic debutante of twenty.

She is Marion Talley, a living, joyous and healthy proof to women the world over that real beauty is not impossible for anyone. She's proof—and a challenge!

Marion and I have been intimate friends during those ten years. Smugly I thought I knew everything about her. Certainly I've known how tirelessly she worked, and how much she sacrificed to achieve her sensational success at the Metropolitan Opera and her later successes in radio and on the screen. I was with her when she signed her initial contract last March for her Sunday broadcasts over the NBC chain, and recently I helped her celebrate the inauguration of the new half-hour program that was her reward for making the Talley program one of the most popular on the networks. I've shared personal secrets about her ambitions and family, about her light romances and her great loves.

And now suddenly I discover I've been missing the most exciting thing about her: the true and heretofore unrevealed story of exactly how and why she managed that reverse physical metamorphosis from matron to debutante. I know, of course, that she now weighs only 105 pounds, while before, to put it mildly, she was "pleasingly plump." I guess I took that for granted.

I might have gone on missing it, had we not gone a few nights ago to the Hollywood preview of her first movie, "Follow Your Heart." We were being jostled by the crowd as we left the theater; Marion abhors the spotlight and hence was so quietly dressed and so retiring in manner that the crowd failed to recognize her as a new movie queen and make way for her. A couple directly in back of us was discussing the picture.

"What a glorious voice that Talley girl has," said the man.

"Yes," the woman agreed, "and what a positively divine figure!"

WE WERE chuckling over the remarks a little later in my home, where we had gone for a midnight snack. I asked which of the compliments pleased her more, the voice or the figure.

She thought a moment, and then ran through a difficult arpeggio, beautifully sounding each note. She lifted one shapely leg and viewed it critically.

The new Talley—and the old! Above, right: Marion Talley ten years ago—her voice was divine, her figure—was not! Just above: 25 pounds later!

"To be honest, I appreciate a lot more the one about my figure," she said, "because it was harder to achieve."

I scoffed, thinking of the fifteen

years of work and study that had gone into the making of her voice.

"No, seriously, I mean it," she insisted. "Look, it's like this. A voice such as mine is a gift. I know that. Either it is there to begin with, or it is not there at all. If it isn't there, then no amount of work will bring it. But think! Any woman can have a lovely figure—if she is willing to work for it, fight for it—yes, and suffer for it."

I insisted she could not mean she had worked harder to reduce than she had to perfect her voice.

"Yes, I did," she countered. "I had my voice given me, but I had to struggle for what beauty I have. Why, you remember what I was like when we first met?"

I remembered. It was back in 1926 that I saw her first. I had interviewed her as she passed through a western city on a triumphal concert tour. But as I looked at her now as she sat in a deep chair, with the lamp highlighting her vitally alert face and its deli-

cately chiseled features and exquisitely clear skin, it did not seem possible this could be the same girl as the one of that memory. For that girl, of years before, to be brutally frank, had been anything but attractive.

TRUE, she had just electrified the music-loving world with her Metropolitan debut as Gilda in "Rigoletto"—a nineteen-year-old Gilda who had come out of Kansas City to put such "Met" oddities as Lauri-Volpi, De Luca, Galli-Curci, Tibbett and the rest of them on their mettle. But she was not at all beautiful, for all of that.

For one thing, she seemed to be all body—just soft flesh, through which could be detected no hint of her personality. Her brilliant eyes, the most beautiful feature in her face, seemed lost. She wore her hair long and arranged low, which added to the impression of facial bulk. And even her clothes were wrong, although to be fair, I realize that the styles of the

NEW FIGURE, NEW FACE, NEW FAME, NEW FORTUNE! WHEN MARION TALLEY VOWED TO MAKE HERSELF OVER, REWARDS CAME THICK AND FAST! HERE IS HER STORY—FROM PUDGY SCHOOLGIRL TO BEAUTIFUL STAR! YOU CAN DO IT, SHE SAYS, IF—



Above: Microphone magic has brought new success to Marion Talley. Left: As the color camera sees the Kansas City girl now.



day may have been responsible in some measure for that.

As I remember, I reported back to my city editor, from the smirking superiority of my own twenty-three years, that if that was a great opera star, I'd take vanilla. (Such a devastating remark as that was then!)

YOU thought I was fat then, didn't you?" Marion accused. "So did everyone, I guess. Everyone but me I didn't feel fat. And as a matter of fact, I weighed only 130 pounds, which is just what those height-and-weight charts said my five-foot, three-and-one-half should be. Incidentally, it is what they say today, so I guess the doctors and insurance agents just won't make any concessions to the permanency of the boyishly slim figure.

"But I looked fat. Photographs prove that. Maybe it was my moon-shaped face. Maybe it was the 1926 styles. Remember them? The dresses hung straight from the shoulder, were cut very full, and were belted around the hips, of all places! And they were short, just below the knees. I defy even Harlow to have a figure in a get-up like that!"

So, for the next seven years, she went on being perfectly satisfied with the poundage nature had given her. She was much too busy attending to the Talley voice to pay any attention to the Talley figure, she said.

Little wonder! Among other things, during that time she starred at the Metropolitan for four years—and then shocked everyone by leaving it flat at the peak of her success, because she was tired! She bought and operated a farm in Kansas. She made a radio appearance in 1929 as a guest artist for which she was paid the record price—then—of \$7500. She went to Germany to study and married her German coach, Michael Raucheisen, who was nineteen years her senior. Then, five months later, she divorced him, and spent two crowded years on the concert stages of two continents.

This brings us to the year 1933, the month, June. She was 26, still tipped the scales at 130, and said "Sixteen" when clerks asked "What size please?"

In September of the same year the scales said 110—and clerks no longer
(Continued on Page 18)

BOY MEETS GIRL. BOY WINS GIRL—AND
DICK POWELL AND JOAN BLONDELL ARE
AWAY—DREAM-LIVING A GAY HONEY-
MOON, UNDER BLUE SOUTHERN SKIES!

BY
LEW C.
BARRISON

IN THE six movies in which Dick Powell and Joan Blondell have played opposite each other, the formula has always been the same: Dick meets Joan, Dick likes Joan (and vice versa), Dick wins Joan—and they both appear in the fadeout clinch, which from nickelodeon days up to the present has meant that wedding bells will soon be ringing and all is well with the world.

Boy meets girl. Boy wins girl. Boy weds girl. There never seems to be any more to the story—in the movies. Movie fans know it, expect it and applaud that long, last kiss.

Well, Dick and Joan have discovered that they meant every word of the tender nonsense the script-writers made them whisper. And so they were married.

But radio fans are different from movie fans. They expect to listen in on anything from a murder trial to a

pitched battle in Spain—and they usually do. They are not satisfied with the traditional clinch and fadeout. Real life does not trail off into a rosy haze when marriage comes. Why should the story of their favorite master of ceremonies of the "Hollywood Hotel" end abruptly with orange blessings?

Hence the assignment: What happened on the seventeen-day honeymoon trip from San Francisco to New York? How was the honeymoon in the big city?

And hence the story—with pictures which Dick himself took of the honeymoon and which no other magazine or newspaper has been able to get!

The honeymoon just had to be grand. Dick and Joan are such nice kids. They have the capacity for laughter and fun. They are, obviously, very much in love. Each has had a disappointing marriage before, and each is anxious to make this one a success. They have economic security—no worries about budgets and bills.

AND, of course, they had a perfect setting for their honeymoon. Their itinerary included such places as Mazatlan, Mexico, Guatemala, La Libertad, El Salvador, Balboa and Cristobal, Canal Zone, Cartagena and Puerto Colombia, and Havana, Cuba—the very names are romantic! The liner, *Santa Paula*, while not as elaborate as some of our ocean-going palaces, had all the conveniences—and the Powells used them all.

The daily routine during the honeymoon was something as follows: Dick and Joan got up early—well, pretty early—and had their breakfast in their suite, which, by the way, was a bedroom, a tiny sitting-room and a bathroom.

After breakfast, they took walks around the deck, and then played deck-games with the other passengers.

Dick's favorite was skeet-shooting, and all the passengers admit he was good at it. His record for the trip was 23 hits out of 25 tries and he claims that he would have had a perfect score if they had been out at sea a few days more. Joan's favorite game was ping-pong, played on the sun-deck. You may be sure, Joan never had any difficulty in getting partners!

AFTER a morning of activity, Dick and Joan usually went to the swimming-pool. They made a great many friends on board. Among the passengers were Helen Kane, the boop-boop-a-doop girl, Roger Wolfe Kahn, the bandleader, and his wife, and many others whom the newlyweds got to know. For all of these, the swimming-pool became the meeting-place each day at noon.

The swimming-pool was so much fun that no one wanted to leave it to get dressed. Therefore, luncheon was usually brought right to the edge of the pool and everybody had informal, picnic-style meals near the water. It was just like Coney Island—but much more comfortable, with no sand in the sandwiches.

The afternoons were, as a rule, sunny and full of fun. There were luxurious hours of rest in the comfortable steamer chairs—a treat which both Dick and Joan fully appreciated, having had to work in the studios right up to their wedding. There were, also, delightful hours of making amateur movies, with Dick as the director-cameraman, Joan as star and the other passengers as extras.

Then, too, many afternoons were spent ashore. You see, there were no less than nine stops in glamorous Central American countries. These stops were usually several hours in length and allowed for shore-trips.

And on these there were so many things to do. Luncheons with prominent people. Pictures. Interviews.

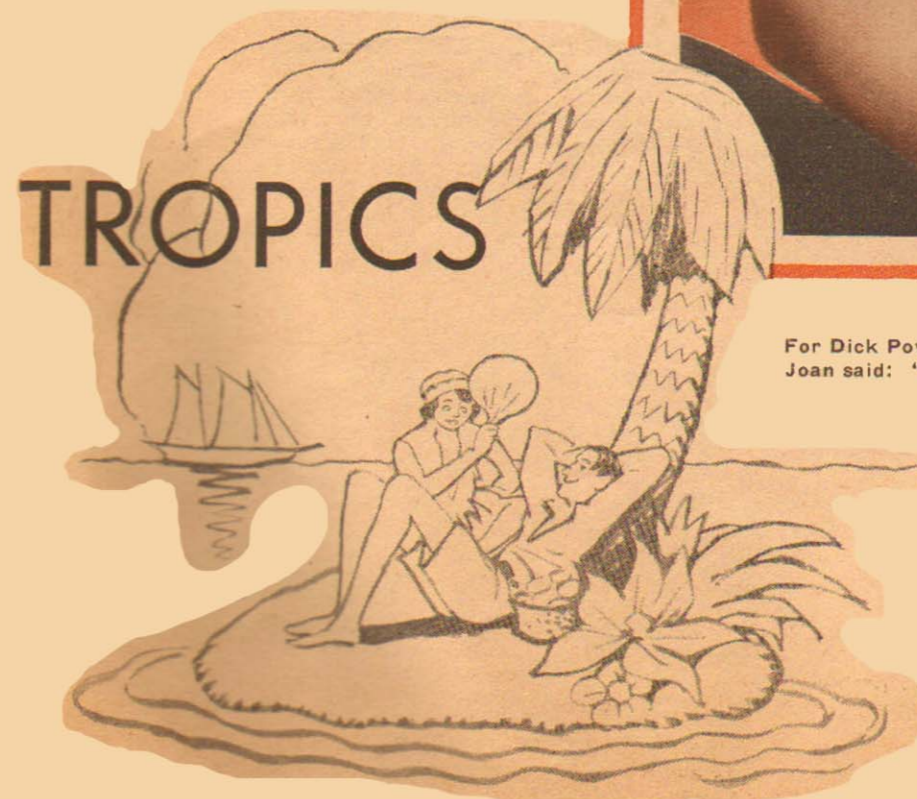


For Dick Powell, an astrologer predicted an unsuccessful marriage. And of star-gazing, Joan said: "If you worried about those globe peeper-inners, you'd never do anything!"

But twice at least Dick and Joan were able to escape from reception committees and spend time absolutely by themselves. In Mazatlan, Mexico, for instance, where the ship stayed three hours, Dick and Joan scared up some reels and rods and went fishing. They had no bait and had to use pieces of Danish pastry. They didn't catch anything, of course, but it was a lot of fun trying. When they came back they made up for their failure as Isaac Waltons by ordering fish and making believe it came from the muddy waters of Mazatlan Bay. In Santa Jose, Guatemala, they invaded the quaint market-place. Joan shopped for gad-

gets and perfumes—her greatest weakness. Dick was fortunate enough to buy a beautifully carved wooden box which he is going to make into a humidifier for the study of their new home. It was in Havana, however, that they had their most exciting adventure. The local police must have underestimated the popularity of Dick and Joan. Anyway, they gave permission for fans to board the ship.

Well, you can imagine! The honeymoon suite—cabins 16 and 18 on the main deck—was nearly dismantled. Dick and Joan were mobbed. But it was all in fun, and after signing autographs (Continued on Page 17)



HONEYMOON IN THE TROPICS

Left: Said Dick, after it was all over: "—and I hope we will be happy—forever!"



Above: Wedding bells—and Joan Blondell. For Dick Powell, they were the beginning of a new life



Exclusive! Dick and Joan took this "honeymoon newsreel" especially for RADIO GUIDE—and you!

Ten

WAYS NOT TO GET A DIVORCE

THIS is a story you won't believe. For one thing, the theme is married happiness.

And the scene is Hollywood!

Married happiness is a dime-a-dozen commodity in several places I know, but try to find it in the neighborhood of Sunset and Vine streets, Hollywood. It just doesn't exist, not if you can believe the newspaper headlines. Or rather, it didn't exist until Something Big happened.

That Something Big, you should know, was a westward-ho movement on the part of a dozen or so big radio

stars as well as your troubles with her, and your mate will share hers with you."

What better advice, now, could one possibly demand in mapping out a campaign to relieve distress in the well-known double estate? A man of the world for all his clowning before the public, Cantor's words are the expression of experience, and reflect, boiling matrimony down to fundamentals, the foundation of all successful marriages.

"Tolerance is the quality that does most towards making a happy mar-



Above: Al Jolson, Mrs. Jolson, and Al, Jr. A happy home life—theirs!



Gladys Swarthout and her husband

shows and their stars. Now, in the once-naughty Cinema City there is sweetness and light and the gutters are running with brotherly love. All because those radio stars are showing their pals in the picture business that temperament and domestic tranquillity can proceed down the years hand in hand.

If you still doubt it, look at Eddie Cantor. I interviewed him; indeed, I interviewed every one of this year's missionaries from the East, and this is what I learned about How To Be Happy Though Married.

Eddie said:

"Apply common sense in the everyday matters of life. Treat your wife as a human being, a pal. Give her an even break. If you want a happy partnership, treat her as a partner, not as a necessary evil.

RUN your own end of the business . . . and don't interfere with the manner in which your wife runs her end. Consult her about your business and teach her to consult with you about hers.

"Learn to give and take. In other words, a successful marriage is like a baseball team. Don't expect to be the pitcher all the time. It's all right to pitch part of the time, but be willing to be catcher also. Share your plea-

sure," says Gladys Swarthout, wife of Frank Chapman, Jr., the well-known concert singer. "Tolerance in regard to each other's faults, friends or hobbies . . . it doesn't matter which. If there is constant bickering over these, what chance is there for success in your home life?"

Gladys speaks as one of radio's happiest wives. There is much truth in what she professes as her own code, and uncongenial couples might well follow her lead. It's a good one.

James Cagney, roughneck supreme on the screen and lately on the air, but somewhat of a philosopher and thinker in his home, asserts: "You must have not only love but a deep-rooted respect for your life partner. At the same time, you must conduct yourself so that your partner can respect you." Words of wisdom, these. Remember Jimmy pushing Mae Clarke in the face with a half-grapefruit in "Public Enemy," on the screen? And enacting the tough fight manager only a few



Grace Moore took Husband Valentin Parera as he was with no regrets!

weeks ago in the radio condensation of "Is Zat So!" over Lux' "Theater of the Air"? He's scarcely like that in private life.

Helen Hayes advances a novel idea for success in marriage. It's a grand thought, too, ladies, and pul-lenty of divorces have resulted where it hasn't been followed.

DON'T be just a wife," Helen prescribes. "Always act like a sweetheart. Try to remember how you treated your husband before marriage and continue along that same vein. Do not permit the irritating details of running a house to intrude themselves between yourself and your husband.

"If you are a relaxation for the man of your choice, he won't go seeking it elsewhere, in card games or with other women. He'll find his greatest pleasure in being in your company, around you. You will enjoy one another." Lucky Charlie MacArthur, Helen's playwright-husband!

Don Ameche, too, believes that a couple should be as courteous, thoughtful and considerate after marriage as before. After the ceremony and in later years, "Try to bring about a fifty-fifty arrangement in matters of interests, recreation and friends. Learn to like the same things. If your wife likes bridge and you do not, make a

ALL ROADS LEAD TO
RENO! THAT'S WHAT
THEY SAID IN HOLLY-
WOOD: BEFORE RADIO
STARS TAUGHT THEM
LESSONS IN LOVE!

bargain . . . that you will learn and play, say, once or twice a week. If she doesn't care for your enthusiasm in golf or tennis, make her promise to learn or never interfere with your time devoted to the game." Both Ameche and his wife have succeeded admirably in abiding by this code. Were more marriages based upon this understanding the divorce courts would have fewer patrons.

TAKE marriage seriously and really work at making it a success," is Harriet Hilliard's advice. Harriet, although still comparatively young in experience, voices the sentiment of the younger generation on the subject. With characteristic candor, she adds: "Don't nag and don't ever say, 'I told you so.' Nothing hurts the pride quite so much as this annoying phrase."

"Cheerfulness is the most important point to remember," Al Jolson says, "plus a highly developed sense of observation. Never fail to say a cheery good morning, even if the effort is great. Start the day right and it will usually end right."

"Never fail to notice your wife's new frock, or her hat or wrap. Never fail to remember small holidays and anniversaries, such as St. Valentine's Day, her birthday or the annual date of the day you met. Women are so constituted that these practises mean much to them, and it is a small tax upon one's energies to please them along these lines."

Twinkling Ruby Keeler can vouch for the sincerity of Al's comments. He follows his own advice, and when a

RADIO'S TEN COMMAND-
MENTS FOR A HAPPY
MARRIAGE

1. "Always give your wife an even break."—Eddie Cantor
2. "An inch of tolerance can go several miles."—Gladys Swarthout
3. "Remain your husband's sweetheart."—Helen Hayes
4. "Keep the partnership on a fifty-fifty basis."—Don Ameche
5. "Don't nag."—Harriet Hilliard
6. "Remember small holidays and anniversaries."—Al Jolson
7. "Don't try to make a man over."—Grace Moore
8. "Speak softly."—Fred Astaire
9. "Be a good listener."—Marion Talley
10. "Never harbor a secret grudge."—Gracie Allen

man does this, and is as happy as Al and his fast-dancing wife, there must be unusual merit in his beliefs.

"Remember that marriage does not change a person's individuality," says Grace Moore, "so do not attempt to remake or remould your husband. There is bound to be dissention if the wife proceeds upon the old theory of changing her husband to meet her own standards."

Fred Astaire, whose home life borders on the ideal, takes matrimony as one of life's most important and most pleasant institutions. "The good old maxim of counting ten before retorting when angry works perfectly and safeguards marriage. It is the harsh words spoken during anger that are so hard to forget, even after peace has been restored."

Marion Talley's advice may be thought rather capricious, but any wife will tell you the depth of its wisdom. "Learn to be a listener . . . a

good listener!" she declares. "Men love to talk. They love to boast, to settle world problems and decide the fate of nations. It doesn't cost anything to let them talk all they want . . . and you'll be surprised in what high esteem your husband holds you when he can have the floor uninterruptedly."

JOHN BOLES' rule for success in marriage shows how broad-minded he is, in a city of handsome men. "Don't be jealous of your wife," he advocates. "Trust her as you would wish her to trust you." An application of the Golden Rule.

Gracie Allen, having weathered the connubial seas blissfully for a number of years with her equally amusing husband, George Burns, advances this axiom, and seriously, for once: "Never go to sleep with a kick on your mind. Tell your husband you're sorry before dropping off to sleep and you'll awake

refreshed, with no feeling of resentment to bother you during the day. Patch up your quarrel—if there is one—as soon as you can."

And there you are. It's all the gospel truth.

No mirrors, no Hindu herbs, no love-potions keep these radio friends of yours out of the divorce mills. The trick of staying married is much simpler than that. It is a trick my great-grandmother learned from her great-grandmother and I think that her great-grandmother got it straight from Eve herself.

The funny thing is that most of the movie folk in Hollywood are just hearing about it. Hearing about it, they are readjusting their lives in their typical bustling fashion. Their new motto is "Get yourself a Golden Rule."

Capricious divorces are out of date. It isn't the thing to do anymore. The stars are going to live happily ever after, they vow, even if it kills them.



"Always act like a sweetheart," says winsome Helen Hayes. "Don't be just a wife!"

WHAT TO DO WITH YOUR TALENT

During the eventful Summer just closed—the Summer preceding radio's greatest season—**RADIO GUIDE** has brought you a series of intensely enlightening articles, designed to serve you as a Summer School of the Air. We have had experts in their own fields tell you how to become a radio announcer; a comedian; an orchestra leader; an actor or actress on the air; a swing singer, or an opera singer; a master of ceremonies, or a radio writer. In addition, the curriculum has given you articles on the future for your talented child, on what to wear for your audition.

Now we have secured a veteran radio reporter to tell you what to do after you have followed the advice of our other experts. In two articles, he will tell you what to do now. We don't leave you as an orphan on the doorstep of radio. These articles will take you inside and give you a personal introduction! I hope you profit from this excellent advice.—C. M.

PART I

SO—YOU have read all the articles of **RADIO GUIDE's** Summer School of the Air. You have followed the advice of the experts who wrote for that series. You have studied. You have worked hard. You have prepared yourself to the best of your ability.

Now you are ready for the air. What to do next? How to go about it? What are the chances of success in your particular field? How can you make the most of them?

To answer those questions is a big job for any man, but I will try to give them to you up to the limit of the knowledge and experience I have. Let's start with a few facts.

There are 22,869,000 homes in the United States today with radio sets. Servicing them are 623 radio stations. Of these 623 stations, 443 are independent and 180 are associated with networks. The two big networks are the National Broadcasting Company and the Columbia Broadcasting Corporation, both with headquarters in New York.

Primarily the radio stations sell one thing: Time. Ticks of the clock are their stock in trade, at prices ranging from ten dollars all the way up to two hundred dollars a minute. A person may buy these minutes and fill them with whatever he likes, within certain limits. However, in the sixteen-odd years in which the business has been developing, certain practices have been developed. At present the networks offer four services. (1) They will sell the time alone. (2) They will sell the time and a program to fill it. (3) They will sell the time and fill it with a program prepared by an advertising agency. (4) They will help to prepare and put on a program arranged by an advertising agency and a sponsor. Note that this is the networks.

You would naturally suppose, therefore, that the place for you to land a job in radio, whatever you want to do, is in a big network station where all this business is going on—or in one of the advertising agencies acting as go-betweens for the networks and the sponsors. This is just the mistake that has caused thousands before you to fail. And, in telling you why, I believe **RADIO GUIDE** is the first publication ever to reveal in print the facts

YOU'VE WORKED, STUDIED, SLAVED—TO GET IN RADIO. WHAT NOW? SEEK SUCCESS—BUT DON'T GO TO NEW YORK!

BY JACK JAMISON



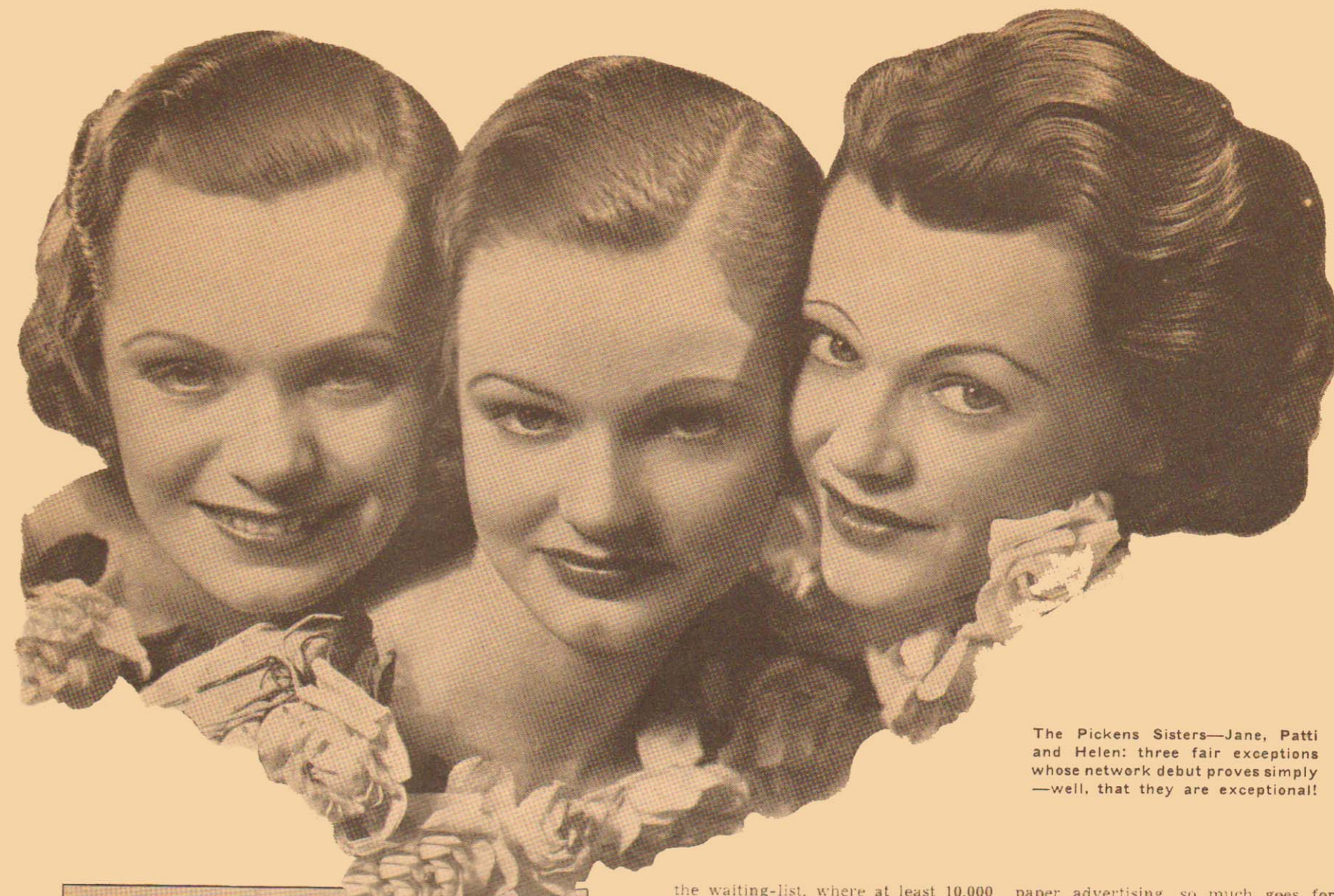
Home fires burn brightest! Kay Thompson (above) got her start at KMOX, in St. Louis. Frank Black (right) began his star-rise locally in Philadelphia



a dinner is classed as a "dump." Then, by letter or in person, you get in touch with the NBC audition department at 50th Street and Fifth Avenue, or the CBS audition department at 485 Madison Avenue. A representative will ask you what experience you have had. Definitely, you will be expected to have (a) experience; (b) training under a competent instructor whose name is known to the studio staff, or (c) a recommendation from someone who is known to have a good eye for talent.

IF YOUR credentials are satisfactory you will be given a chance to stand before a microphone and demonstrate your wares. (A writer may be asked to submit a sample script. On the other hand, he may be told to try the advertising agencies, which is pretty hopeless, since all of them already have their staffs.) If you pass this first audition, under the tutelage of the audition board, you will be given a second one before the program board.

The program board, in voting on you, will then ask itself two questions. First, are you better than anyone else, now under contract, in your especial field? Second, do you fit into a program spot which happens to be vacant at the moment and must be filled? If the answer in either case is "Yes" you will be offered a contract carrying a starting salary of approximately \$25 a week. Otherwise you will be put on



The Pickens Sisters—Jane, Patti and Helen: three fair exceptions whose network debut proves simply—well, that they are exceptional!



Begin at the bottom—and rise to the top! Rudy Vallee (above) put his foot on the first rung of his success-ladder at an independent New York station

the waiting-list, where at least 10,000 names are ahead of yours.

Thus your only chance to land an immediate contract with a network is for you to be better than Jack Benny as a comedian, better than Jessica Dragonette as a classical singer—or to happen to get your audition on the very day when a program is open which needs your particular brand of talent and your personality.

The Advertising Agencies. If your knowledge of the inside set-up of radio is limited to the programs which you hear coming out of your loud-speaker, you may wonder just what connection advertising agencies have with broadcasting. The connection is this: When large manufacturing firms decide upon their advertising appropriations for the year, they do not, themselves, decide just where and how the money will be spent. They are manufacturing experts, not advertising experts, if you want to put it that way. But these appropriations are very large. (The total amount spent on radio advertising last year alone, for instance, was \$87,500,000.) They are so large, in fact, that advertising agencies have been built up merely to spend such great firms' money for them. Thus the manufacturing companies turn over their advertising appropriations for the year to various advertising agencies. Some of the larger ones are J. Walter Thompson; Lord and Thomas; Benton and Bowles; Batten, Barton, Durstine and Osborn; N. W. Ayer and Son, and Ruthrauff and Ryan—and you can get the names of dozens, even hundreds of others, if you are interested, from the Advertising Federation of America, 330 West 42nd Street, New York City.

The agencies then take the money, which has been given to them for the purpose, and parcel it out according to a budget. So much goes to news-

paper advertising, so much goes for space in magazines, so much to bill-boards and car cards—and so much to radio. The larger agencies are equipped to offer complete service to the advertiser. They will not only buy a network program for him, but, if he prefers it, they will prepare the program themselves. Thus, in a way, they are in competition with the networks at the same time that they cooperate with them in the preparation of programs.

YOU can, then, ask an advertising agency for an audition in the same way you can ask a network station for one. And there are more agencies than there are networks, so at first glance you would appear to have a better chance with the agencies. But—and it is this "but" which has broken many a heart, and might well break yours—unfortunately the human factor enters into it. For the agency has its specialists, also, and the preparation of a program is left to a man known as a program director.

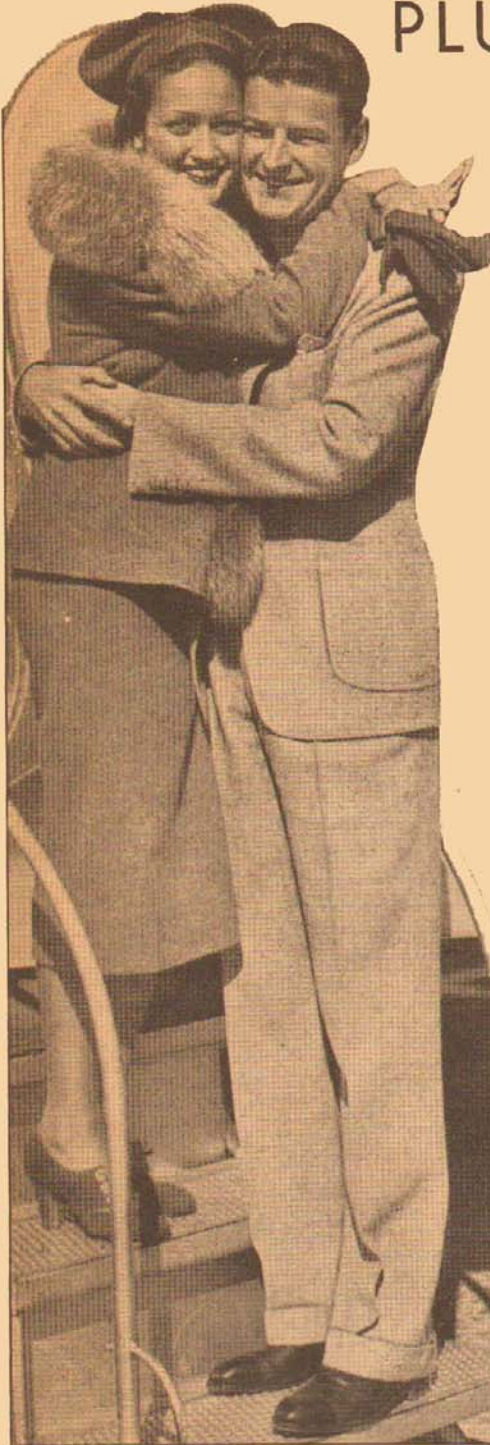
He is putting together an hour, let us say, on which he will need a soprano, three actors, and a jazz orchestra. You are a singer. (Or an actor, or the leader of an orchestra.) You audition for him. He likes you. You're pretty good, and he thinks you might do. He is about ready to tell you you're hired—when suddenly he thinks of a program of his that flopped last week.

Now, the agency can't afford to put on programs which fail. And if the director puts on bad programs, he's out of a job. So he begins to worry. Maybe he'd better use Anna Smith or Bill Jones in your place. They may not be quite as good as you are, but he's used them dozens of times before. He knows them. He knows what they

(Continued on Page 18)

PLUMS & PRUNES

BY EVANS PLUMMER



Absence couldn't have made these hearts very much fonder. Here's Herbie Kay, orkman, recently at Chicago's Edgewater Beach Hotel, as he greeted his film - and - radio star wife, Dorothy Lamour, in Chicago

Ted tells me he may use the defense that "the horse, hungry, ate the chickens whose bones stuck in his throat, killing him." Fio-Rito seriously adds that while he ate (at the farmer's invitation) the chickens, he positively did NOT eat the horse!

ROMANCE CORNER: Rosa Ponselle is very secretly romancing with Arturo Del Campanero, Spanish embassy attache . . . which reminds me that when Kay Thompson does those love lyrics, she's usually singing straight at Jack Jenny, sax player in the Kostelanetz unit . . . Also holding hands are Fern Buckner, Fred Waring's lady violinist, and Roy Ringwald . . . Neill O'Malley, the popular "Tex" of the Bobby Benson script, is back from a short honeymoon with his wife, the former Jean Dahl, young radactress—and graduate of Carnegie Tech . . . The long-time romance of CBS glorifier, Ruth B. Betz, and Fred Weber, veteran radio exec (who now general manages the Mutual web) ended in matrimony October 10.

Giovanni Martinelli has two good reasons for liking radio. Paid once for an appearance October 10 on the CBS Speedshow which was canceled, he was paid a second time October 17—although he had to sing but once!



new picture . . . Radio's recent "Honey Chile," alias Patricia Wilder, has a role in RKO's current musical romance starring Lily Pons and Gene Raymond . . . From Peoria, Ill., to NBC's Madge Tucker show to Hollywood in three years: That's the record of Billy and Bobby Mauch, twins, who'll play alternately the title role in Warner Brothers' "The Prince and the Pauper" . . . Dorothy Page has deserted her Malibu Beach cottage for a Hollywood apartment . . . Marion Talley is a thrifty star. She has no swimming pool; is still living in the same hotel suite she registered into when she was called by Hollywood, which is really something of a record for that town . . . That's Josef Koestner's 10-year-old son, Pat, whose voice you hear during Bing Crosby's Music Hall broadcasts.

Fred Allen's return show was a marvel. By the way, Fred is searching for a substitute for Jack Smart, now making films. If you want the job, all you are required to know and do are all dialects—including the Scandinavian.

PLUMS AND—: Our American politicians might like to know what English short-wave tuners think of their speeches. A Yorkshire man notes: "I'm thankful we don't have to listen to sponsored election programs."

A Surrey woman writes: "We like them, especially the way in which your women speakers run down their opponents."

Most unhappy to me are Ethel Barrymore's first two air dramas. It seems that Miss Barrymore needs vehicles more particularly adapted to radio presentation . . . Plums to the Magic Key of October 11—and other Sundays, too. This show whisks you off to foreign lands in the twinkling of an eye; enlarges your horizons. Its music is always tops . . . Pittsburgh Symphony is another plumful program. I wish it did not conflict with Magic Key . . . Another stage name-of-names that needs better radio material is Fannie Brice. She should concentrate on the fact that she is being heard—not seen . . . For Jerry Belcher's "Our Neighbors" opener, I say simply prunes—and leave it at that.

TAG LINES: Don Wilson, the Jack Benny announcing stooge, hasn't let it go to his head. Again this year he's announcing a series of coast grid tilts heard only over a Western NBC net. . . . News from Dad Pickard: "Here we are 'way down here in old New Orleans, acarryin' on over WWL."

OFF a Live Mike: That gum magnate and ex-sponsor of Myrt and Marge is still undecided whether his new script, tentatively slated for CBS starting November 4, will be "Peggy and Joe," by William Hazlitt Upson, or "Scattergood Bains," by Clarence Buddington Keland . . . Your Hollywood Gossip, Jimmie Fidler, will be back on NBC stations November 10 . . . which is the same day the National Corn Husking Bee will be aired by NBC . . . Skipping back to Nov. 1, that's the day Mabel Albertson (ex-Phil Baker aid) and Morton Bowe will debut "Dress Rehearsal," a comic revue . . . Next night, Phil Spitalny's "Hour of Charm" will return to a matinee spot on NBC . . .

Other resumers: America's Town Meeting, NBC, Nov. 5; National Radio Forum, NBC, Nov. 9, and the Smith Brothers, NBC, Nov. 15 . . . Hoot mon! The smart ones are saying that Harry Lauder's next farewell tour may travel the airlines. A big American booker has made overtures to the Scot . . . Gloria Grafton, widowed by the air tragedy of Orville Knapp, has emerged from her retirement and is appearing currently as Gloria Grafton Knapp at a New York nitery. She insisted that her late husband's name be billed.

Brought into court by the farmer whose place he'd leased last Summer, Ted Fio-Rito was asked to explain the absence of forty chickens and a horse.

"Slide, Kelly, Slide!" yells Billy (Rush) Idelson as Art Van Harvey tries to beat him and Bernardine Flynn to the next street corner

FLICKER FLASHES: Author Carlton E. Morse almost had a car smash-up last week. Commuting to his country home at night, three deer appeared on the highway and stood there, dazed by the lights . . . Cliff Arquette, former Luke Ferguson of "Welcome Valley," has a part in Shirley Temple's



After their premiere triumph, the "Twin Stars" beam through their floral tributes. Their names: Rosemarie Brancato (left), and Helen Claire

INSIDE STUFF

BY MARTIN LEWIS

AS YOU undoubtedly expected, the networks will broadcast complete election returns as soon as the presidential race is decided. . . . NBC will broadcast the first of the national returns at 6:35 p.m. EST (5:35 CST; 4:35 MST; 3:35 PST), November 3. Then throughout the evening, reports will be given to you. . . . Col. Roscoe Turner proved he isn't superstitious when he signed a contract with NBC on the 13th of October to star in the aviation serial, "Flying Time." However, previous engagements will prevent the flying ace from starting his radio work for a month.

Gertrude Niesen, one of the best of the femme warblers, makes a guest appearance on Irvin Cobb's program on October 31, which will be in the nature of an audition. If they like her singing, she's due for a contract, I hear.

Lanny Ross isn't being seen about town very much these days. Reason: he's preparing for his debut on the concert stage at New York's Town Hall on November 15. . . . Don Johnson, more familiarly known to you tuner-inners as Professor Figgstottle, has a very profitable sideline. Some of his other work is the scripting of the Andy Gump series, writing the comedy lines for the Sunday night community sing-fests, besides doing some work for Goodman Ace. . . . Bob Benchley, they tell me, has interested himself in writing for radio with several sponsors lis-

Here's the "Show Boat" of the air! In the cast of radio's wave-creator are: Front row: Lanny Ross, Irene Hubbard, Tiny Ruffner, "Molasses 'n' January." In back: Al Goodman, Helen Jepson, Ross Graham, Honey Dean and funster Sam Hearn



You know Shep Fields' "Rippling Rhythm." Now meet Ripple! That's the tag Shep has for his wire-haired fox terrier, his constant companion between Radio Guide's Friday night Courts of Honor when Shep brings his band to the NBC airwaves. Playing to a night-after-night crowd at New York's great Waldorf - Astoria, Shep's music is tops

Niela Goodelle is quite busy these days making a movie short for Educational Films. During the filming an amateur photographer is on the sidelines with his own camera doing some shooting of his own. The cameraman, if you didn't guess, is Rudy Vallee, and when the day's work is over, he and Niela drive off together.

George Fields, one of the Honeyboy and Sassafras team, while playing a vaudeville engagement in Baltimore, Maryland, collapsed in his dressing-room last week from a bad case of ptomaine poisoning. . . . Victor Young, the Chateau maestro, has been laid low by a bad case of flu. He insisted upon arranging his music for a recent broadcast from his bed. A special phone was installed by his bedside and connected with the NBC studio where the rehearsal for the program was in progress. Maestro Young listened in for three and a half hours giving instructions to his stand-in conductor, who had earphones strapped to his head. He insisted on conducting at the broadcast next day even though he was suffering with a very high fever.

A record, I believe, for long-distance traveling to witness her favorite radio star broadcast was established by an old white-haired lady, who after saving her small change for years, traveled all the way by bus from Des Moines, Iowa, in order to be in the studios when Jessica Dragonette made a double appearance on the Cities Service program and RADIO GUIDE'S Court of Honor, Friday, October 9. It was the lady's greatest thrill.

Ralph Kirbery is going to make some of his femme admirers jealous on Friday, November 27. The Dream Singer will entertain thirty young ladies from Teaneck, New Jersey, who have asked to see him broadcast.

A new cigarette sponsor changed Ed Wynn's mind about returning to radio when he waved a juicy contract under the comic's nose. The new show makes its debut over the NBC-blue network on November 14.

BAND NEWS: Glen Gray is packing them to the doors at the Congress Hotel's new Casino Room in the Windy City. Certain facts about the band will interest you, I think. Any member of the band caught smoking is fined ten dollars—drinking, seventy-five dollars. Thus far not much has gone into the kitty, which accounts for the boys being such gentlemen. Profits over and above all salaries and expenses go into a trust fund which will be shared by the members of the band when they grow too old to dream—I mean, play. One week \$4,700 went into the fund. Some fund, eh?

REEL NEWS: Does it pay to have friendly enemies? Ask Walter Winchell and Ben Bernie, who increased their income tax for 1937 considerably when they signed to make a picture together for Twentieth Century-Fox. And to think that some listeners took their ribbing of each other seriously—that's a laugh in itself. . . . Jack Benny's new movie, "The Big Broadcast," kides the radio business. Jack takes the role of an advertising executive and Gracie Allen, that of the sponsor. I'm laughing already just thinking about it!

Al Goodman makes his third return engagement to the Hit Parade cigger program on Saturday, October 31. Bob Haring, the current ork pilot on this hour, is a firm believer in Walter B. Pitkins' theory that "Life Begins at Forty." Bob got his Hit Parade job on his fortieth birthday.

Tony Martin, another graduate from radio to films, romances with Hollywood's "Meonglow Girl," Frances Langford. His film is "Sing, Baby, Sing"

tening to terms. Bob, however, has scared them off, I'm told, because his price is too high. . . . Vee Lownhurst, pianist and songstress, also writes. Her work is songs. Each week Vee plans to use her own tunes on her programs.

BAA, BAA, BLACK SHEEP!

TO MOTHERS, JOE PENNER WAS A MENACE—TO OTHERS, A THREAT! BUT TO HIMSELF, HE WAS A YOUNG MAN TO WHOM HAD COME—TOO MUCH SUCCESS!

IS JOE PENNER a menace? Yes, say parents. No, say child psychologists. Maybe, says Joe Penner.

By menace, please understand, they don't mean the kind that Clark Gable has. No one has ever accused Joe of that. They mean the standard dictionary menace, synonymous with threat. Is Joe Penner, then, a threat to life, liberty and the pursuit of happiness? Is he a menace to the child mind, the happy home and national sanity?

Parents of the more high-brow kind vote "yes" and shudder at the prospect of his return to the air this fall. "Do we have to live through it all over again?" they cry.

In the year and a half since Joe left

the air, "Wanna buy a duck?" has become once again merely a butcher's query. But they remember those other days of the Joe Penner cult—as who doesn't?—when the vocabulary of normally intelligent children was reduced to three illiterate sentences.

Many a parent worried for his child's sanity at first. Later they worried for their own. You remember how it was.

It was dinner-time—or any old time. Junior squirmed in his chair. His eyes were glazed with concentration. He mumbled to himself. Mother and Father exchanged glances, but being modern parents, they ignored him. "A little child's problems," their smiles said, "are just as important to him as

ours are to us. Let him work it out!"

Junior's lips continued to move. Presently he said, "Wanna buy a duck?" His words were slurred, his tone nasal and flat.

"Do I want to what?" asked Father. "Wanna buy a duck?" Junior looked ineffably pleased with himself.

To his parents he looked like a nitwit. "Certainly not," Father snapped.

At Mother's frown, Father remembered that book he had read on child psychology. Perhaps there was something significant in Junior's question. One should reason with a child intelligently, the book said. "Why," he asked, "do you think I want a duck?"

"You haven't got a duck?" wailed Mother.

"Please!" Father said, and turned again to Junior. "You haven't a duck, have you?" But Junior's eyes were again glassy with thought.

"Come now, son. Pay attention. Why did you think I wanted a duck? What would I do with a duck . . . or you either?" he added hastily. To settle this thing once and for all, he continued. "You see, Son, little ducks are very nice, little round yellow ducks, but when they grow up . . . well, they're hardly the thing for a pet, are they, now? Nobody really *likes* ducks!" Junior's lips moved as if in silent prayer.

"Junior! Answer me. Answer your father!" There was complete silence.

Junior's eyes brightened. "You nasty man!" he said and looked seraphic. There was a shocked silence and Junior said it again.

While Mother wept, Father forgot all about child psychology and spanked Junior. "Don't never doo that!" yelled Junior. It was a fine and useful sentence. It became Junior's own, together with the Penner accent.

AND there was nothing parents could do about it. Punishment would increase its importance. If the radio was turned off when Joe Penner came on the air, Junior heard him, or heard him imitated elsewhere. He mumbled and practised to perfect his mimicry. Around Joe Penner formed a cult, with Pennerisms its litany. If one was young one no longer said, "Hello." One said, "Wanna buy a duck?" If male or female acted out of turn one said, "You nasty man!" and "Don't never doo that!" It was no fad. It lasted for over two years. Why? No one knows.

Now he's coming back. Parents cringe at the thought, complain to each other, wonder if "there's anything we can do about it." They may well worry, unless they have nerves of iron and infinite tolerance, for Joe is returning as the Black Sheep, the bad boy who always gets into trouble.

Even the psychologists, who smile at the "menace" in Pennerisms, look

(Continued on Page 18)



BY
HALLY POMEROY

He reached the top, and quit—just so he wouldn't have so far to fall! And now he's back, in a new role—Mr. Penner, of the Park Avenue Penners!

SCOOPING THE WORLD



Moose River, Nova Scotia: a mine disaster—and NBC had a scoop!

(Continued from Page 3)

After a week-long vigil, the engineer at the controls had suddenly collapsed from sheer exhaustion! And no one was available to do his work.

NBC switched in—but it had similar bad luck. As one of the two surviving miners was brought to the surface, an announcer took the mike over to ask, "Have you anything to say for the radio audience?" The miner had exactly one word—"No!"

It isn't always possible to "buy" a scoop with money, either. At the time of the Johnstown flood, both radio chains were vying to get to the scene for a direct broadcast. Engineers for both radio chains, with all their equipment ready, stayed at the Newark airport for two days—waiting for the signal to go. The signal didn't come, because reports from Pennsylvania revealed that it was impossible to get closer than forty miles to Johnstown.

But the scoop came anyway—in Pittsburgh, two CBS men—Tony Wakeman, announcer, and Bob Moe, engineer—vowed they'd get through. They did, in a battered car and over roads which disappeared under water as they passed over them. Incredibly, they staggered into Johnstown.

A FAT man thinks of eating. A woman thinks of a mirror. A radio engineer thinks of a place to set up a mike. No simple problem in a city full of swirling, muddy water! If you saw newspaper and airplane photographs at the time, you know what Johnstown was like.

Finally, they saw a couple of pianos float out of a warehouse. Like cowboys they mounted them, and as they were swept along what was once a busy Johnstown thoroughfare, barely avoiding being crushed by the debris, they hunted up their equipment. In a few minutes they were telling the world what the flood was like—from the very center of it! This stunt won for Wakeman and Moe the Atlantic City Headliners Club's award.

Another thing about radio scoops: Time is their essence. Where newsreels can scoop each other by days and newspapers can scoop each other by hours, radio scoops are often a question of minutes—even seconds!

Radio knows that, and it takes elaborate precautions to "be there" first.

When a tip came over the wires that a man claiming to be the missing Judge Crater showed up out West, NBC got busy. Immediately it got in touch with John B. Kennedy, its star announcer, who happened to be in Los Angeles. Over the long-distance telephone he was given orders to go right to San Francisco. There a police escort would be ready to take him to the "mystery man." He rushed. Lines were cleared. Long-distance telephone wires hummed. The rumor proved to be false. But it might have been correct. And radio takes no chances—even if it takes a lot of money, interrupted vacations and midnight work!

The story behind the dramatization of Dillinger's capture is another example of radio's attempt to rival lightning in its tempo.

No doubt you remember that Dillinger was shot and killed by G-Men after leaving a movie theater. Word

of his death came from Chicago late at night—too late for anything but a flash broadcast that night. But Dillinger was the sensation of the hour—his exploits had attracted the attention of the world. In news value, he was worth anything that could be done. Dillinger's story had to go on the air—and soon—before the newspapers appeared and splashed the sensational details all over their front pages.

clever enough to imitate almost every conceivable sound, right in the studio. Why risk lives and equipment and sacrifice thousands of dollars to broadcast a forest fire—when a plumber's blow-torch held near the mike, accompanied by the breaking of wooden matches, so well conveys the sound of crackling timber in a raging fire? Or why have Antarctic expeditions, when a clever sound-effects man can get the sound of grinding ice in the Far North simply by rubbing his hand over an inflated toy balloon?

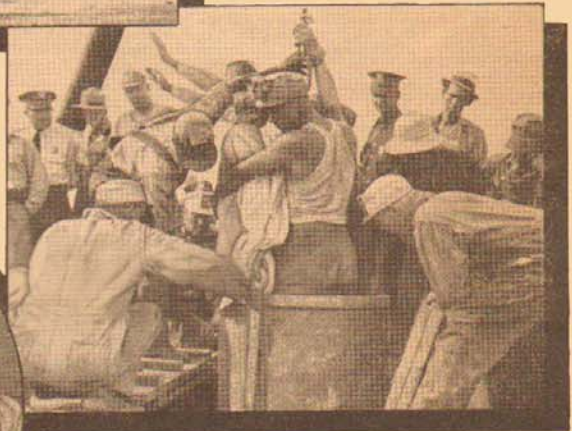
The answer to these questions is that special-events broadcasting is the lifeblood of radio. Radio executives, according to William Burke Miller, now night program director at NBC, and once head of its special-events department, are smart enough to understand that if broadcasting degenerates into a cut-and-dried routine of putting on the air one commercial after another, and that if the greatest thrill which the radio audience can expect is



The Johnstown flood—CBS announcers floated by atop two pianos!



Above: In disaster, in death, is news all the world must hear. Left: A game of tiger-wrestling is thrill-stuff for a broadcast



to hear an announcer stumble on a word, radio will not be able to hold the attention of its listeners. There are so many other sources of entertainment to turn to: movies, the theater, newspapers.

That is why radio must keep its unique role as the magic carpet which can take you anywhere and take you there quicker than anything else. That is why you will continue to have suspense, drama and color in the simple act of turning the dial of your radio.

SOME time tonight you may hear a broadcast of an event of international importance—an event you would otherwise hear about hours later. Tomorrow you may hear a special broadcast direct from a stratosphere balloon, and share in the thrill which otherwise would be available only to a chosen few. And the very next night you may hear the broadcast of a championship fight—hear it as clearly as if you were right at the ring-side, hear it as soon as the blows are struck, and hear it described so vividly and competently that you can actually see as well as hear.

Suspense—radio is willing to pay a high price for it. And suspense is what those unpredictable, Johnny-on-the-spot special-events programs have! Paul Douglas, of CBS, is given the assignment of going out for an eye-

(Continued on Page 49)

THE COVER PORTRAIT

SOONER or later there is going to be a Rudy Vallee Alumni Club, just as one now honors Paul Whiteman. Frances Langford will be one of the charter members—because it was Rudy who brought her out of Florida and put her on the air.

Now Frances is the collegiates' girl friend. Nor are the college lads the only ones to approve of the Moonglow Girl who came out of Lakeland, Florida. But if it hadn't been for her tonsils, you might never have heard of her. As a soprano she was pretty good, but possibly not quite topflight. Then

along came tonsillitis, and away went her tonsils. When the scars were healed and the vocal chords tried anew, poor Frances found nothing there.

Finally the notes came, but differently. They were *contralto* notes—and sensational. That was about the time Rudy caught her program over WFLA, in Clearwater, Florida. From then on Frances Langford's name in lights grew brighter and brighter.

So did her face. At one of its brightest moments, RADIO GUIDE caught it—and transported its likeness to this week's cover for you. Here she is, "Hollywood Hotel's" Moonglow Girl.

GO INTO YOUR TRANCE

BY ADAM STREET

WHO LOVES Mickey Mouse most? That's not a question asked on the KMBC "Crystal Gazers" program, but it is one that was answered, nevertheless. Which makes it a phoanier fifteen minutes than it is usually taken for by the dialers who tune in at 10:15 Friday mornings.

Being seers, or fortune-tellers, the two personalities on this program give it a touch of the Orient. The quarter-hour begins with a shimmering and reverberating sound—a Chinese cymbal—then a shadowy-voiced announcer blends in with, "The Crystal Gazers," and a haunting piano strikes up in the strains of the Prelude in C-sharp Minor.

Before two somber measures of the tune have wafted themselves into the ether, the prelude suddenly lurches

submersion of talent proved good for her because it stimulated other outlets. Now she is as apt a comedienne as she is a crooner. With Paul Henning, she knows all the answers.

She has to know them all. Otherwise Paul would have her backed off the air. Following the lead of Funnyman Ed Wynn, Paul styled his show with a batch of anonymous questions.

Then no one has his fur rubbed the wrong way; everybody is amused; and more and more questions come piling in day after day. They could make up the whole program of questions and answers a la Henning and Ward, because Paul has the knack of whipping out dizzy answers as fast as the questions are read. His gags are sure-fire as a rule, but he isn't tempting fortune too greatly.

He's not taking any chances on being tedious, and he realizes what a

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A COMPARISON CONVINCED ME I SHOULD HAVE A MIDWEST. IT IS A SPLENDID PERFORMER.

(PARAMOUNT FEATURED PLAYER) *Fred Mac Murray*

You'll Be Excited over MIDWEST'S DIAL-A-MATIC tuning and ELECTRIK SAVER!



Your radio enjoyment is doubled with Dial-A-Matic Tuning, the amazing new Midwest feature that makes this radio practically tune itself. Now, even a child can bring in ten perfectly tuned programs in ten seconds! It's a big thrill to whirl the dial . . . and then hear the station you want . . . come in instantly, automatically, perfectly.

Send for big FREE 40-page 1937 Midwest radio catalog—before you buy any radio—Midwest radios are preferred by famous stars for yourself, why scores of thousands movie stars, orchestra leaders, musicians, et al. radio purchasers have saved up to 50% by ordering the Midwest factory radio purchasers everywhere.



NEW 1937 AIR-TESTED 9.6 2200 METERS

16-Tube MIDWEST 5-BAND Radio

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Once again, Midwest demonstrates its leadership by offering this amazingly beautiful, bigger, better, more powerful, 16-tube, 5-band world-wide radio—a startling achievement that gives you EVERYTHING on the air today! Out-performs \$150 radios on point-for-point comparison. Powerful Triple-Twin Tubes (two tubes in one) give 20-tube results. Become your own radio dealer and buy at wholesale prices direct from the Midwest factory. Save the jobber's-retailer's profits that often amount to 50% of ordinary retail prices. Never before so much radio for so little money! Why pay more? This super deluxe Midwest radio is so amazingly selective, so delicately sensitive, that it brings in distant foreign stations with full loud speaker volume on channels

adjacent to powerful locals. You'll thrill over its marvelous super performance . . . glorious crystal clear "concert realism" and magnificent world-wide foreign reception. Scores of marvelous Midwest features, many of them exclusive, make it easy to



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parade the nations of the world before you. You can switch instantly from American programs . . . to Canadian, police, amateur, commercial, airplane and ship broadcasts. . . to the finest and most fascinating world-wide foreign programs. Before you buy any radio, send for big FREE 40-page catalog—and take advantage of Midwest's sensational factory-to-you values. You have a year to pay and terms are as low as 10¢ per day—and you secure the privilege of 30 days' FREE trial in your own home. In addition you are triple protected with Foreign Reception Guarantor, 1-Year Warranty & Money-Back Guarantee.

MAIL COUPON TODAY for Free 30-DAY TRIAL OFFER and 40-PAGE FOUR-COLOR Free CATALOG

MIDWEST RADIO CORPORATION Dept. E-95, Cincinnati, Ohio

Name

Address

Town State

Without obligation on my part, send me your new FREE catalog and complete details of your liberal 30-day FREE trial offer. This is NOT an order.



Swingtime and trance time go hand in hand as Paul Henning and Madelyn Ward gaze into their crystal

into a rollicking swing-song and the "Crystal Gazers" are off on their streamlined quarter-hour of—well—just entertainment.

There's a foolish and lifting parody to the tune of "Doing the Uptown Lowdown" that strikes the general theme and trend of the program. Then it's a rippling, sometimes roaring, fifteen minutes of phoney fortune-telling and popular songs. It's all because Paul Henning, clever KMBC writer and singer, had some very definite ideas about morning entertainment and Madelyn Ward was included.

Housewives and other daytime listeners don't want to listen to talks and dramas and educational features and advice and household hints all day long. They appreciate a little j. p. e. (just plain entertainment).

NOWADAYS Madelyn plays "feminine interest" opposite Paul every day and proves that she is more than KMBC expected when it first used her on its broadcasts.

Madelyn Ward came to Kansas City from Pittsburgh, with very little in the way of radio experience but a background crowded with good, solid theater lore. The glamorous land of footlights and greasepaints had seen her reach stardom in roles opposite such stars as Dick Powell, Little Jackie Heller, Buddy Rogers and Joe (Baa-Baa-Black-Sheep) Penner.

As a behind-the-footlights personality she was a singer and dancer. As a radio figure, she was reduced to becoming merely a warbler. Such

lovely-voiced partner he has. He can get along himself pretty well in the crooning line. Hence the interspersed songs every now and then. And the type of music varies as widely as the questions.

Only recently Madelyn ripped off an aria from "Rigoletto," with Paul Henning interpolating an unoperatic tenor part. Some times the songs are sudden impromptu affairs, and that calls upon the genius of Paul Sells.

SELLS is a Kansas City musician who sits by the piano during the program for two reasons: he plays the previously planned accompaniments and he plays those which have to be improvised on the spur of the moment. It's an exciting job when he realizes he is on the air. He's used to excitement, however, having been a dance-band director for several years before joining the KMBC staff. Then, too, he is given his moments on the show when he takes off on a "feetly" (as Fred Astaire might say) piano and torments torrid tunes. One favorite is "Three Little Pigs."

Which returns us to Mickey Mouse. One day the "Crystal Gazers" announced a startling offer. For every wrapper of their sponsor's product, they promised to send a Mickey Mouse toy balloon. Although it was in the morning while children were at school, close to ten thousand wrappers came in in two weeks.

And that proves who loves Mickey Mouse, doesn't it? Not to mention how conclusively it proves the popularity of "The Crystal Gazers."

HONEYMOON IN THE TROPICS

(Continued from Page 7)

a hundred autograph books, order was restored on the *Santa Paula*.

Havana, too, was the scene of most elaborate entertainment for Dick and Joan. For one thing, the ship made its longest stop of the trip there—from morning to night—and there was time for entertainment. Emilio Bacardi, maker of the famous liquor which bears his name—played host. An elaborate luncheon was arranged for the newlyweds at Havana's showy Sevilla-Biltmore. Most of the prominent members of Havana society were there to greet them. Dick was prevailed upon to sing and he was doing well, when—presto!—the rumba orchestra which accompanied him started to "swing it" in its best Cuban manner. Poor Dick, who didn't expect the change of tempo, was stumped. Chaos reigned for a minute, and everybody had a good laugh.

DICK and Joan were the favorites of the ship's crew—probably the toughest class of people in the world to please, because they have seen too many celebrities. Said Miss Lucille Carlisle, the nurse-stewardess who attended the Powells during the entire trip: "They are the most adorable couple I've ever traveled with—they've been just wonderful to all of us." Said the ship's barber: "Mr. Powell is a grand guy. Generous, friendly—and he has such lovely hair!" Said the waiter: "They never even sent a single dish back to the kitchen!"

You can see that the seventeen days must have passed quickly for Dick and Joan. They did—and too soon the ship was steaming into New York harbor.

And right here, the first part of the honeymoon was over. It ceased to be anything personal—but became much more exciting. For Warner Brothers—at a cost of \$12,000—arranged the noisiest and most elaborate welcome that any movie stars had received in a number of years.

From the moment when your reporter, along with other newspapermen and cameramen, boarded the government cutter which took us to the ship at Quarantine, to the time we stepped off on the 21st Street pier, New York harbor was full of noise. Two airplanes (chartered by the enterprising Warner Brothers) swooped perilously close to the ship, long trailers, bearing the legend "Welcome Dick and Joan," floating behind them. Thirteen tugboats surrounded the ship, their whistles tied down and their sides decorated with honeymoon greetings.

AT THE dock there were hundreds of fans. Gloria Blondell, Joan's sister and a Broadway actress, was there, dancing with excitement; she hadn't seen her sister for eight months. Regis Toomey, the screen actor who served as best man when the Reverend Tweedie married Dick and Joan at San Pedro on September 19th, and who came east by train, was there, a big smile on his face. A special crew of publicity men was there.

Dick and Joan tried to oblige everyone. They posed on the settee in the stateroom. They posed beside the coffee urn, with Joan acting as the hostess. They posed by the swimming-pool, at the foot of a gangway, at the rail. They posed against a background of the welcoming tugs and they pecked at the lenses through a life preserver. They posed for the newsreels and they talked for the sound-effects men. Said Joan: "Girls, I've got him!" Dick smiled meekly, husband-like.

At the Waldorf, too, Dick and Joan had a magnificent suite, but little privacy. Male reporters swarmed around Joan; the girls around Dick. Questions were shot at them. Answers were jotted down.

Said Dick: "It was a wonderful honeymoon. It was a lot of fun and I

hope we will be happy—forever!"

Joan was reminded that the astrologer who last year predicted Mr. Powell's marriage has also predicted it wouldn't be a success. "Oh really?" she said. "Well, if you worried about globe peepers—you wouldn't do anything. Why, one of them told me six years ago that I was going to inherit a million dollars, and I am still waiting."

Said both Dick and Joan, when asked if theirs was going to be one of those Hollywood marriages that will last: "All we can do is hope. There is no reason why it shouldn't. Neither one of us is the fighting type."

You can get an idea of what kind of honeymoon the New York interlude was from the following incidents. A photographer asked for a pair of Joan's

shoes—he said he wanted to put them next to Dick's outside the door for a picture. The first package that came to the honeymoon suite was addressed "Mrs. William Powell." Joan is already scheduled to make a guest appearance on the Rudy Vallee hour. Dick will be tuned in from New York to join the Hollywood Hotel show on the coast. Both expect to see a lot of shows, do a great deal of shopping for their new home, and meet a lot of their old friends. The telephone didn't stop ringing for a minute.

But apparently they don't mind all this excitement. They have already had two weeks of a honeymoon at sea. They will have a chance to rest up on their train-ride back to Hollywood, to work, to their new home and to the new life they are going to have.

PATIENCE, PLEASE!

This was a gala week in the contest offices of RADIO GUIDE. The ballot compilers began to see the end of the tremendous task at which they've been working—counting the votes you cast in this year's "Radio Queen" contest.

We know that the thousands of you who have participated in this contest and sent in your ballots will be patient. We also know that you'd like to see the results as soon as possible. You shall! You'll have the name of this year's Radio Queen soon.—C. M.

I'LL SEND MY FIRST LESSON FREE



J. E. Smith, President National Radio Institute

The man who has directed the home study training of more men for the Radio Industry than any other man in America.



Service Manager For Four Stores

"I was working in a garage when I enrolled with N. R. I. In a few months I made enough to pay for the course three or four times. I am now Radio service manager for the M— Furniture Co., for their four stores."—JAMES E. RYAN, 1535 Slade St., Fall River, Mass.

510 Week in Spare Time



"My work has consisted of Radio set servicing, with some Public Address Systems work—all in my spare time. My earnings in Radio amount to about \$10 a week."—WILLIAM MEYER, 705 Ridge Road, Hobart, Ind.



Earnings Tripled By N.R.I. Training

"I have been doing nicely, thanks to N. R. I. Training. My present earnings are about three times what they were before I took the course. I consider N. R. I. Training the finest in the world."—BERNARD COSTA, 201 Kent St., Brooklyn, N. Y.

It Shows How I Train You at Home in Your Spare Time for a GOOD JOB IN RADIO

Clip the coupon and mail it. I will prove to you that I can train you at home in your spare time to be a RADIO EXPERT. I will send you my first lesson FREE. Examine it, read it, see how clear and easy it is to understand—how practical I make learning Radio at home. Then you will know why men without Radio or electrical experience have become Radio Experts and are earning more money than ever as a result of my Training.

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

Radio broadcasting stations employ engineers, operators, station managers and pay up to \$5,000 a year. Spare time Radio set servicing pays as much as \$200 to \$500 a year. Full time jobs with Radio dealers, manufacturers and dealers as much as \$30, \$50, \$75 a week. Many Radio Experts open their own full time or part time Radio sales and service businesses. Radio manufacturers and jobbers employ testers, inspectors, foremen, engineers, servicemen, paying up to \$5,000 a year. Radio operators on ships get good pay and see the world besides. Automobile, police, aviation, commercial Radio, and loud speaker systems are newer Radio offering good opportunities now and for the future. Extra money promises to open many good jobs soon. Men I have trained are holding good jobs in these branches of Radio. Read their statements. Mail the coupon.

There's a Real Future in Radio for Well Trained Men

Radio already gives jobs to more than 200,000 people. In 1925 over \$200,000,000 worth of sets, tubes and parts were sold. An increase of 20% over 1924. Over 1,000,000 sets sold. Radio sets sold in 1925, 27% more than in 1924. 22,000,000 homes are today equipped with Radio, and every year millions of these sets go out of date and are replaced with newer models. Millions more need servicing, new tubes, repairs, etc. Broadcasting stations pay their employees (exclusive of artists) more than \$25,000,000 a year! And Radio is a new industry, still growing fast! A few hundred \$30, \$50, \$75-a-week jobs have grown to many thousands in less than 20 years.

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

Practically every neighborhood needs a good spare time serviceman. The day you enroll I start sending you Extra Money Job sheets. They show you how to do Radio repair jobs that you can cash in on quickly. Throughout your training I send you plans and ideas that have made good spare time money—from \$200 to \$500 a year—for hundreds of fellows. My training is famous as "the course that pays for itself."

I Give You Practical Experience

My course is not all book training. I send you special Radio equipment and show you how to conduct experiments and build circuits which illustrate important principles used in



modern Radio receivers, broadcast stations and loud speaker installations. I show you how to build testing apparatus for use in spare time work from this equipment. Read about this 50-50 method of training—how it makes learning at home interesting, quick, fascinating, practical. Mail coupon.

Money Back Agreement Protects You

I am so sure that I can train you successfully that I agree in writing to refund every penny you pay me if you are not satisfied with my Lessons and Instruction Service when you finish. I'll send you a copy of this agreement with my Free Book.

Find Out What Radio Offers You

Mail coupon for sample lesson and 61 page book. Both are free to anyone over 16 years old. My book describes Radio's spare time and full time opportunities and those coming in Television; tells about my training in Radio and Television; shows you actual letters from men I have trained, telling what they are doing and earning. Find out what Radio offers YOU! MAIL THE COUPON in an envelope, or paste it on a penny post-card—NOW!

J. E. SMITH, President Dept. 6KT6C, National Radio Institute, Washington, D. C.



GOOD FOR BOTH 64 PAGE BOOK SAMPLE LESSON FREE

J. E. SMITH, President, Dept. 6KT6C, National Radio Institute, Washington, D. C.

Dear Mr. Smith: Without obligating me, send the sample lesson and your book which tells about the spare time and full time opportunities in Radio and explains your 50-50 method of training men at home in spare time to become Radio Experts. (Please write plainly.)

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

MAIL COUPON NOW!

The Tested Way to BETTER PAY

WHAT TO DO WITH YOUR TALENT

(Continued from Page 11)

can do. He knows they will deliver. He's sure of them—and he isn't sure of you, because he doesn't know you well enough. So . . . you don't get the job.

Thus, much as they need new talent, your chance with the agencies is hampered by the very fact that you are new to them.

We haven't even spoken of competition, as yet, but here are some figures on it.

The number of independent stations as against the number of network stations is in the ratio of 443 to 180. This means that there are two-and-a-half times as many local stations as there are network stations; that your chances are two-and-a-half times better if you stay away from the networks.

Now put it into terms of hours on the air. Figuring that the average station is on the air for 18 hours a day, the total daily output of our 623 stations is 11,214 hours. As against this total, the network stations in New York, counting split networks and repeat programs, such as those rebroadcast at a later evening hour for Pacific Coast outlets, aggregate only 70 hours altogether.

REMEMBER, we said that what a radio station sells is time. What you are after is a share of that time. Would you rather fight for a share of 11,214 hours or a share of 70 hours? The local output is 160 times as much as the networks—and this means that your chances are 160 times better if you stay out of New York.

Add to this the fact that at this minute, in Los Angeles or Detroit or Cincinnati, there are probably not more than twenty people angling for your particular kind of job on the radio. In New York there are at least a thousand. Here again, if you like mathematics you can see that there are 50 times as many people out for your job in the big city, and, again, your chances are 50 times better outside of New York.

Now, figures don't lie, but there are some people, hard to convince, who ask for proof. All right. The proof of these figures is—out of all the thousands of people who have gone to New York to break into radio in the past two or three years, how many have succeeded? Begin with the Pickens Sisters. They did it. Now, add all the names to the list that you can think of. How many are there? If you can think of half a dozen, you know a lot more about radio than anyone at CBS or NBC.

ON THE other hand, consider a few of those who have arrived in the big time via local stations. There is Kay Thompson, who came from KMOX in St. Louis; Boake Carter, formerly of WCAU; Rudy Vallee, who was on an independent station in New York; Frank Black, who was first heard in Philadelphia.

About this time, I am afraid you are getting discouraged. But here again there are figures for you, and facts. What kinds of talent stand the best chance of success; what programs are increasing and decreasing in demand; just what to do? I'll tell you soon, and with more facts and figures.

What should you say in your letter to a program director? What experience must you have to get on the air? What does radio need—and what needs are increasing? In an early issue Jack Jaminson will answer these questions, and more, in a searching analysis. Coming soon—in RADIO GUIDE!

BAA, BAA, BLACK SHEEP

(Continued from Page 14)

scientifically askance at the prospect of a Black Sheep becoming a juvenile hero.

"Parents who agitate against such programs as Penner had are seeking to protect themselves, not their children," says Dr. George S. Stevenson of the National Committee for Mental Hygiene. "There's no particular harm in catch phrases. Children are natural conformers. What one does others will do. That's inevitable. But these blood-and-thunder programs . . ." Dr. Stevenson and all the others have to have their say on that subject. In comparison, Joe Penner is as harmless as Mother Goose.

DR. MARION COWIN of the Neurological Institute of New York asked sarcastically to see any child who had been harmed by imitating Joe Penner. "Unless the family unit is very strong—which is rare these days—a child takes as admirable and true anything he reads in print and anything he hears on the radio. However, it is useless to forbid a child to listen to or read what he wishes. Whatever is forbidden takes on glamor. If parents wish to escape the annoyance of constantly repeated nonsense, they must wean the child to other programs."

Dr. Christina Leonard, a psychiatrist on the staff of the behavior clinic at the Columbia Medical Center laughed at the idea of Joe Penner being really harmful. "In all the children I've had here," she said, "I've never found one in any way affected by Joe Penner. Children, particularly young children, are decidedly affected by radio programs. Often they don't take it as fiction. Many of their fears are definitely traceable to horror programs. As to the black sheep character . . . that certainly is suggestive. How harmful, if at all, will depend on how it is handled. 'Peck's Bad Boy' and 'Penrod' were mischievous, but hardly a bad influence in the past."

It is ironic that Joe should be considered in any way harmful to children. More than once his career was endangered by his insistence on material that was fit for children to hear. When I asked him if he thought he was a menace, friendly, diffident Joe looked aghast. Then he laughed. "Maybe I was, at that."

Joe, who has been called "you nasty man," more times than any hundred people, is, in fact, almost too good to be true. Only once did he try to give

an audience what it seemed to demand . . . an off-color act. Still in his teens he got a job in a carnival tent-show. It was his first performance. He suffered, and so did the audience.

A BURLY, tough guy (no doubt a respected citizen off a carnival lot) rose from the audience. "Young feller," he yelled, "I want my money back. I didn't calculate to come to no Sunday-school show. If you can't come across with some hot jokes, save your wise-cracks for the kids. Maybe they'll like them." In a guffaw of applause the man left.

Joe stood there paralyzed. The man was right, he knew. Old stagers had warned him, "When an audience gets restless, get dirty." Joe wracked his brain for a dirty story, remembered one and tried to tell it. He stuttered; he blushed; he squirmed with embarrassment. The audience roared. He never had to tell that story. He had them without it. The next performance was packed with families and children to see the "kid show."

It is regrettable, but true, that the public at large did not find him for many years. "Good clean fun" was a sarcastic crack, not a form of entertainment. Joe struggled along, stubbornly. He played burlesque, the low comedian . . . and how low in most cases . . . and treated the audience to innocent merriment. "Wanna buy a duck?" he asked, and in reply they rolled in the aisles.

Of all branches of entertainment, radio was the only one that wanted "good clean fun." Joe hadn't thought of radio. His funny old hat, his big cigar, his foolish gestures were too much part of his act. Without them he thought he'd be lost.

RUDY VALLEE thought otherwise, but even he could not foresee the success Joe would have on his program. Those who heard it said to startled friends, "Wanna buy a duck?"—and felt themselves not mad, but clever.

Joe at last had found his market. He was signed on a three-year contract. He was a success for two years, a big-time, top-hole success. Then he quit. It was a strange thing to do. Gossip whispered "sponsor trouble"; said that he was a flop, had gone high-hat. It was none of those things. Joe had to beg his sponsor to release him; promise not to appear, even as guest star, on programs sponsoring rival products.

He was too successful. The higher you are the harder you fall. Joe had, and has, no intention of falling with a dull, dull thud . . . and nothing is duller than the fall of a comedian. He wanted to leave radio and come back later with a new set-up, something less insane, less hard to sustain than the nonsense of the Penner-cult Penner. At the time he left, he had twenty-four people, including an Episcopal minister, working on his scripts. The brood hadn't been spoiled yet, but you know what too many cooks do.

IN COMPARISON, Hollywood was quiet. His pictures, "College Rhythm" and "Collegiate," made him international. American children who had grown bored with ducks were supplanted by French and English youngsters. He found that out this Summer when he was over there. Monsieur Pennaire, he was in Paris; Mr. Pennah, in London, but still the man with the duck.

The duck is retired to a farm now and forgotten, Joe hopes, by the radio audience. Flying high with a duck, one is apt, perhaps, to fall with that fatal thud. A black sheep is a less flighty pet, but safer in the long run.

"I don't think I'll be as great as I was at first," he says, hopefully. "You can hit the peak only once. I've done that. What I want is to get a happy medium . . . just somewhere near the top. Happy mediums last longer."



Tom Waring, first man in the Waring organization. He recently celebrated his fifteenth radio anniversary

NEVER SAY DIE— SAY DIET

(Continued from Page 5)

asked. They gave her a brief glance and trotted out fetching little creations in size twelve.

Four months—and twenty pounds of Talley had melted away! What could have happened?

A miracle? Perhaps. But one that was wrought by human hand; one into which courage, self-denial, effort and even suffering had been poured. And one, Marion insists, which any woman with good health and a reasonable body frame can work.

Granted, I said, that another woman would have the same courage and determination, how would Marion advise her to go about losing weight? "What was her secret road to beauty?"

"Well, in the first place, I would warn her that the way I started was all wrong!" Marion said seriously. "I endangered my health, because I was too impatient."

It developed that Marion started by starving herself. And I mean literally starving! What else could you call three or four apples or oranges and two cups of black coffee a day? True, twice a week she permitted herself the treat of "a square meal." But even that "square meal" was one stripped of sweets, fats and starches!

On top of that terrific starvation diet, Marion walked between six and eight miles a day!

In less than three weeks she had lost ten pounds—but she was a sick girl.

"Then I realized I was going about it in the wrong way," she said. "So I mapped out a new program."

THIS was that program. She drank a tall glass of fruit juice early in the morning. Sometimes it was orange, sometimes grapefruit, sometimes prune. Frequently she combined them. An hour later she had a cup of hot beverage, tea or coffee. With it she had either cream or sugar, but never both. For lunch, her menu included a fruit or vegetable salad, preferably the latter. Bread she eliminated.

If a pang of emptiness came along about four in the afternoon she remedied it in short order with a cocktail. But not of the usual variety, you may be sure. Into hers went tomato juice or the juice of an orange, into which the yolk of an egg had been beaten.

"I hate to think of all the little white lies I told during that time," she reminisced. "It takes Spartan cour-

(Continued on Page 49)



Tweed hat, loud tie, throaty chuckles and all—that's Joe Penner. But he's a different Joe in his new series

RADIO GUIDE'S COURT OF HONOR ON THE AIR PRESENTS CONTESTDOM'S GREATEST SCOOP

A "DOUBLE HEADER" CONTEST

The Third Big Week—Everybody Has a Chance to Win

RADIO GUIDE offers you an unusual contest—a search for the most characteristic and distinctive handwriting to be found among its readers. Forty-two prizes weekly—in a twelve-week contest! Also, 705 additional prizes, in a companion contest, for the best slogans submitted in the handwriting competition. One entry—and you may win both contests!

THESE CONTESTS WILL BE CONDUCTED IN FULL VIEW OF THE PUBLIC, ON THE CONCOURSE OF THE RCA BUILDING, RADIO CITY, NEW YORK, FOR THEIR FULL DURATION!

When in New York City, be RADIO GUIDE'S guest. See this spectacular contest "in a goldfish bowl." RADIO GUIDE invites you to come behind the scenes and see how your contest is being judged.

AWARDS FOR HANDWRITING CONTEST

First Award	1	\$100
Second Award—2 prizes of \$50 each	2	100
Third Award—4 prizes of \$25 each	4	100
Fourth Award—5 prizes, each one an RCA-Victor Record Player and ten Shep Fields records.	5	
Fifth Award—10 prizes of \$10 each	10	100
Sixth Award—20 prizes of \$5 each	20	100
Total per week		\$500
Total for 12 weeks		\$6,000

SLOGAN CONTEST AWARDS

First Award	1	\$1,000
Second Award	1	500
Third Award	1	250
Fourth Award	1	200
Fifth Award	1	100
Sixth Award—200 prizes of \$5 each	200	1,000
Seventh Award—500 prizes of \$2 each	500	1,000
TOTAL AWARDS		\$10,050

RADIO GUIDE CONTEST RULES

- In each issue of RADIO GUIDE printed during the contest, there will be a coupon which you may use as an entry blank. It is not necessary to use this, but all entries should be sent on paper the same size as the coupon, to facilitate handling. You may copy or trace the coupon. RADIO GUIDE may be examined at its offices or at public libraries free of charge.
- You are invited to submit an original slogan of not more than 10 words—in your own handwriting. This slogan should refer to RADIO GUIDE Weekly, and express its features and purposes, or both. RADIO GUIDE'S present slogan is: "The National Weekly of Programs and Personalities." We want YOU to write us a better one. During the 12 weeks, handwriting prizes will be awarded weekly for the most distinctive and unusual handwriting. YOU DO NOT NEED A BEAUTIFUL SCRIPT TO WIN. Some of the most illegible styles of writing show the most unusual characteristics. Each week's handwriting contest closes on Wednesday at 5 p.m., following the broadcast of the previous week. All entries received after 5 p.m. will be judged for the following week's awards. At the end of 12 weeks ALL entries will again be judged for slogan value. Thus if you do not win a prize for your handwriting you still have an opportunity of winning in the slogan group. The slogan contest entries must be received not later than December 30, 1936, at 5 p.m.
- You may submit as many entries as you wish. Winning in one contest does not eliminate you from winning in another.
- Send all entries to RADIO GUIDE, care of National Broadcasting Company, New York, or in care of the station over which you hear the program. All winners will be announced through RADIO GUIDE.
- Be sure your name and address are written plainly in your entry. Entries with insufficient postage will be returned to the Post Office. In fairness to all, RADIO GUIDE positively cannot enter into any correspondence concerning this contest. No entries will be returned, and all entries become the property of the sponsor.
- This offer is open to every man, woman and child, everywhere, except employees of RADIO GUIDE and their families, their advertising agents, employees of the National Broadcasting Company and Certified Contest Service. Judges for the slogan contest will be Certified Contest Service and the editors of RADIO GUIDE. Judge for the handwriting contest will be Helen King, President of the American Graphological Society. In the event of ties, duplicate awards will be made.
- Entrants in this contest must accept the decisions of the judges as final.
- Your entry in this contest is an express acceptance of all the rules printed here.

OFFICIAL ENTRY BLANK Radio Guide Handwriting-Slogan Contest

No More Than 10 Words

The above is my entry in your Handwriting-Slogan Contest.

Name.....
Address.....
(Address: Radio Guide, c/o National Broadcasting Co., New York, N. Y.)

HANDWRITING CONTEST VICTORY LIST

Following are the first winners of RADIO GUIDE'S great handwriting contest—lucky contestants for the week ending October 14:

First Award—\$100

Blume Shiffman, 401 Monroe Avenue, Scranton, Pa.

Two Second Awards—\$50 Each

H. R. Vaughn, Roosevelt Hotel, Montgomery, Ala.
Samuel J. Hall, 139 East 18th Street, New York, N. Y.

Four Third Awards—\$25 Each

Govna G. Browder, 2414 Ballentine Blvd., Norfolk, Va.
E. Anderson, 203 Somonauk Street, Sycamore, Ill.
H. Ben Bolt, Lakeside, Ohio
Grace E. Hewett, 5845 Ashland Avenue, Philadelphia, Pa.

Five Fourth Awards—Each One RCA-Victor Record Player and Ten Shep Fields Records

Solon S. Bloom, 3503 Woodbrook Avenue, Baltimore, Md.
Glissette Thayer, 2231 35th Street, Astoria, N. Y.
Minnie Morris, Newberry, S. C.
W. L. Curbin, 1128 So. 4th Street, Paducah, Ky.
W. N. Stowe, 1124 37th Street, Galveston, Texas

Ten Fifth Awards—\$10 Each

Kathleen Mallory, 119-20 Union Turnpike, Kew Gardens, N. Y.
Russell C. Young, 1620 N. Grant Avenue, Indianapolis, Ind.
P. E. Paulson, 347 Washington, Pierre, S. D.
David K. Stephen, 69 Farnham Avenue, Toronto, Canada
Mrs. J. H. Elbert, 107 6th Street, Wellsburg, W. Va.
Jean A. Fortier, Birchwood, Wis.
Thomas Swing, 2327 Maplewood Avenue, Winston-Salem, N. C.
L. V. Cass, 409 Wellington Street, Kitchener, Ontario, Can.
Martin Mensel, State Hospital, Marcy, N. Y.
C. Redmond Wolf, 850 Prospect Avenue, Shreveport, La.

Twenty Sixth Awards—\$5 Each

James Callahan, 10 Summit Road, Media, Pa.
Frances Gorman, 2823 South Kingshighway, St. Louis, Mo.
Charles Myers, 1204 Quincy Street, N. W., Washington, D. C.
Martena Olson, 1037 Chippewa Highway, Eau Claire, Wis.
Mrs. H. B. Gregory, 1622 Chase Avenue, Chicago, Ill.
Jess. H. Rubert, 82 Summit Avenue, Phillipsburg, N. J.
Serena Bailey, Lake Morton Drive, Lakeland, Fla.
Frederick Toulson, 130 Englewood Avenue, Pawtucket, R. I.
John H. Riley, 164 Delaware Avenue, Jersey City, N. J.
Louise Colmar, 11 State Avenue, Northfield, Vt.
J. P. French, 692 Baylston Street, Newton Highlands, Mass.
Mrs. O. Umstead, Route 2, John's Island, S. C.
Lorna Spaulding, 824 Eighth Street, So., Fargo, N. D.
Anabel Power, 411 Amite Street, Jackson, Miss.
John O'Brien, 2119 Washington Street, Vicksburg, Miss.
Charlotte Mesmer, 22 W. Villa Place, Ft. Thomas, Ky.
Helen Phillips, 900 So. 8th Street, Burlington, Iowa
Edna Barr, 1321 So. D Street, Elwood, Ind.
Carl Frank, 307 E. 44th Street, New York, N. Y.
Mary Desmond, 811 So. 30th Street, Omaha, Neb.



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SHORT WAVES



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

Log of Foreign Stations Whose Programs Are Listed

(Megacycles or thousands of kilocycles shown.)

CFC Chile	10.07	JVM, Japan	10.74
CRO Canada	8.15	JVN	10.68
CJRX	11.72	KIO, Hawaii	11.68
COCD Cuba	6.13	KKP	10.03
COCO	6.01	LRX, Argentina	9.66
DJB Germany	15.2	OLR, Czechoslovakia	
DJB	11.77	vakin	11.87
DJL	15.11	PCJ, Holland	15.23
EAQ Spain	9.87		9.87
GBE England	9.51	PHI	17.78
GSC	9.58	PRADO, Ecuador	6.92
GSD	11.75	PRF5, Brazil	9.50
GSP	15.14	RAN, Russia	9.40
GSG	17.70	RKI	15.08
GRM	21.47	RNE	12.00
GSI	15.20	RVP6	15.13
GSL	6.11	SPW, Poland	12.64
GSO	15.18	TFJ, Iceland	12.33
GSP	15.31	TPPO, Costa Rica	7.41
HASS Hungary	15.37	TANRN, Iceland	9.47
HAT4	9.12	TF42, France	15.24
HBI Switzerland	9.40	TPAS	11.89
HBF	7.80	TPA4	11.81
HGBL Ecuador	4.66	ZKO, Italy	11.81
HIN Dem. Rep.	11.24	YKME, Australia	9.49
HJABE Colombia	9.5	YKME	9.51
HJU	9.51	YKLE	9.58
HPSJ Panama	8.60	YF22, Fiji	9.58
HKD Honduras	6.23	YV2C, Venezuela	5.40
HRN	9.57	XEOR, Mexico	7.38
HSPJ, Siam	9.30	XEFT	6.12
HVJ Vatican City	11.12	ZBW, China	15.19
IYH Japan	14.6		

Time given is CST; for MST subtract one hour. Short-wave programs of American stations are shown along with the regular listings beginning on page 38. These are indicated, for example, by (S-11.87) in parentheses following a program listing. This means that on 11.87 megacycles the same program may also be heard over an American short-wave station. Please note that foreign stations do not always adhere precisely to their announced program schedules.

Figures in parentheses denote megacycles.

ENJOYABLE reception from Europe's leading stations has come to be considered as a matter of course. Reception from Central and South America is available over numerous stations which offer the colorful and interesting Latin music and culture for which these countries are noted. Australian stations have been heard in this country with very recent results for several years.

Now, excellent reception from Asia is available. Japanese native music may be heard each morning at 7:40 a.m. EST (6:40 CST), over JVN (10.66) of Nazaki. The "American Hour from Tokio" is transmitted by the same station on Mondays and Thursdays at 4 p.m. EST (3 CST). Every day near 5 p.m. EST (4 CST), or a little later, Japanese setting-up exercises may be heard over JVH (14.6). The 12 m.p. EST (11 p.m. CST) "Overseas Hour," radiated by one or both of the above stations, is particularly well heard on the Pacific coast. Chinese programs may be tuned in early mornings from XGOX (6.82) in Nanking, but the best reception is from ZBW of Hong Kong. This station, which has been operating recently on 9.525 megacycles, moved to a frequency of 15.19 megacycles on Monday, Oct. 12. On this morning the broadcast consisted entirely of native Chinese music with no English announcements, but on Tuesday, Oct. 13, an all-English program was radiated. At 8 a.m. EST (7 CST), the newscast from Daventry, England, was rebroadcast by ZBW. Reception was excellent and far superior to direct transmissions from Daventry, although the signals by way of Hong Kong had traveled over 20,000 miles before reaching the loudspeaker. A lady announcer stated in English after each item, "This is Hong Kong calling, station ZBW." The program was also relayed on 8.75 megacycles. The station signs off near 10 a.m. EST (9 CST). Hong Kong, China, on this frequency is furnishing the best reception ever heard from the Orient. Many fans report it.

The afternoon session from Prague, Czechoslovakia, which signs off at 4:35 p.m. EST (3:35 CST) with the chiming of cathedral bells, is being heard at present on a new frequency of 11.875 megacycles. American programs from Prague, heard Mondays and Thursdays at 9 p.m. EST (8 CST), use this frequency or 15.23 megs.

Irving Goodeve, of Kalamazoo, Mich., claims remarkable reception of 20-meter amateur stations on a novel aerial consisting of a paper-mill cylinder screen in a semi-vertical position. Some of the best heard are Australian stations VK3BW (14.02), VK5-TR (14.08), VK4IW (14.31), VK2NV (14.01), VK2TI (14.1), VK3OC (14.07), VK2HF (14.27), VK2AC (14.08), VK3-DQ (14.01); Netherland Indies stations PK1QU (14.08), PK3AW (14.15) and VS2AK in the Federated Malay States . . . Church services, relayed by Bandoeng, Java, PLE (18.82) and PMA (19.345) are being heard Saturdays at 9:30 p.m. EST (8:30 CST) . . . The English newscast from that elusive DX station "Radio Colombo" (6.16) at Colombo, Ceylon, is being heard by California listeners at 9:30 a.m. PST (8:30 CST).

There seems to be no limit to the distance that weak short-wave signals will travel. An amateur in Cape Province, South Africa, picked up messages from an airliner 5,000 miles away between Alor Star and Singapore; while another plane communicated over 6,000 miles with Sydney, Australia.

THERE is little doubt that the range of television transmissions will be much greater than anticipated. Pictures sent by the Alexandra Palace station at London, England, were received in nearly all parts of England . . . New Venezuelan station YVIRG has been operating on various frequencies but has finally settled down near 6.39 megacycles. The complete identification is "Onda del Lago," followed by a burst of music by orchestra and then piano, after which is heard "YVIRG and YVIRH. Emisora Philco en Maracaibo, Venezuela, America de Sud." The station is on until late every night. Address reports to P. O. Box 261, Maracaibo, Venezuela . . . YVIRV, Radio Valera (6.35) at Valera, Venezuela, is being heard again . . . A letter from Juan Suarez Castro, one of the proprietors of YV5RMO, "Ecos del Zulia" (5.85) at Maracaibo, Venezuela, states the station is on the air Tuesdays, Thursdays and Saturdays at 8:45 a.m. PST (7:45 CST); daily at 10:45 a.m. EST (9:45 CST); and daily except Sundays from 4:45 to 9:45 p.m. EST (3:45 to 8:45 CST). Reports should be mailed to P. O. Box 37, Maracaibo, Venezuela.

(Continued on Page 41)

- 5 p.m.—Patriotic songs and anthems: ZRO
- 5 p.m.—Music from the films: GSC GSD GSP
- 5 p.m.—OPERA, RIGOLETTO, by Giuseppe Verdi: DJB DJD
- 5:30 p.m.—"Topics of General Interest": ZRO
- 5:40 p.m.—Science talk: GSC GSD GSP
- 6 p.m.—London Ensemble, Harold Fairhurst, violin; Helen Just, cello; Hetty Bolton, piano: GSC GSD GSP
- 6 p.m.—Happy Hour program: PCJ (9.59)
- 6 p.m.—Symphonic concert: ZRO
- 6:30 p.m.—Request concert: DJB DJD
- 7:30 p.m.—Scott quartet: YV2RC
- 7:30 p.m.—Stories in songs: DJB DJD
- 8 p.m.—National Tourist program: TPGG
- 8:15 p.m.—Light music: DJB DJD
- 9 p.m.—BBC dance orchestra: GSC GSD

Thursday, October 29

- 9:30 a.m.—Talk from Wales: GSB GSF GSH
- 9:45 a.m.—H. M. Royal Marine band: GSB GSF
- 12:20 p.m.—Swansea Police band: GSB GSD GSI
- 1:15 p.m.—"THE THREE-CORNERED HAT," operetta based on the old Arabian folk story: GSB GSD GSI
- 1:20 p.m.—Annual Dinner of the Royal African Society: Earl of Athlone; Hon. Malcolm MacDonald; Hon. W. G. A. Omsby Gore, speaker: GSB GSD GSI
- 3 p.m.—Overseas hour: JVN JVN
- 3:50 p.m.—Northern Ireland brass band; William Martin, baritone: GSB GSD GSI
- 4 p.m.—Light music: DJB DJD
- 5 p.m.—Commencement for Bolke, hero of aviation: DJB DJD
- 5:15 p.m.—"What Would You Do Without Your Car?" Imtraut Huggins: DJB DJD
- 6 p.m.—Empire Magazine review: GSC GSD
- 6 p.m.—Gerholm Parkington quintet: GSC GSD GSP
- 6:45 p.m.—Folk songs: YV2RC
- 7 p.m.—IBC trio: YV2RC
- 7:30 p.m.—Trio B flat major Op. 99, Franz Schubert: DJB DJD
- 8 p.m.—Great composers: YV2RC
- 8 p.m.—American program from Prague: OLR (15.23)
- 8 p.m.—Popular Ecuadorian music: PRADO
- 8:15 p.m.—Solution to musical riddles: DJB DJD
- 8:50 p.m.—Harold Ramsay, organ: GSC GSD
- 9:25 p.m.—Starlight: GSC GSD

Friday, October 30

- 8 a.m.—Monologues in melody: GSB GSF GSH
- 10:30 a.m.—Polish hour: SPW
- 11:15 a.m.—"Number Please," Story of the telephone: GSB GSD GSI
- 12:25 p.m.—BBC theater organ: GSB GSD GSI
- 2 p.m.—Kentucky Minstrels; Kentucky banjo team; Harry S. Pepper and Doris Arnold, pianists: GSB GSD GSI
- 4 p.m.—Stories from every day life: DJB DJD
- 5 p.m.—A stroll through theater and film: DJB
- 5:30 p.m.—SELECTIONS FROM OPERA, "The Girl of the Golden West," Puccini: ZRO
- 5:30 p.m.—BBC Empire orchestra; GSC GSD GSP
- 6 p.m.—"Rome's Midnight Voice," Amy Bernard: ZRO
- 6:15 p.m.—Sardinian songs: ZRO
- 6:30 p.m.—Review of month's periodicals: DJB DJD
- 6:45 p.m.—Sonata in G major Op. 30, Beethoven: DJB DJD
- 7:30 p.m.—Talk, "The German Sugar Industry": DJB DJD
- 7:45 p.m.—Concert orchestra: YV2RC
- 7:45 p.m.—Night songs: DJB DJD
- 8 p.m.—Empire Magazine review: GSC GSD
- 9 p.m.—Music from the films: GSC GSD

Saturday, October 31

- 9:35 a.m.—Carl Kyles Players: GSB GSF GSH
- 11:15 a.m.—Children's hour: GSB GSD GSI
- 12:25 p.m.—BBC theater organ: GSB GSD GSI
- 1:30 p.m.—In Town Tonight: GSB GSD GSI
- 3:25 p.m.—Music Hall: GSB GSD GSI
- 4 p.m.—Songs from the Indies: DJB DJD
- 4:15 p.m.—H. Y. Program: DJB DJD
- 4:30 p.m.—Brahms' Variations on an Hungarian Theme; Albert Schmitz, pianist: DJB DJD
- 4:30 p.m.—League of Nations: HBJ
- 5 p.m.—Military concert: DJB DJD
- 5 p.m.—Recital; Arie McGinley, soprano; Joseph Bell, piano: DJB DJD
- 6 p.m.—Pan-American program: W3XAL (6.1)
- 6 p.m.—Charles Euseo quintet; Webster Booth, tenor: GSC GSD GSP
- 6:15 p.m.—Musical travels: YV2RC
- 6:30 p.m.—Wagon evening: HBJ DJD
- 6:30 p.m.—Jose Cerecillo, songs: YV2RC
- 7:15 p.m.—Club of Nations: YV2RC
- 7:30 p.m.—Native songs: YV2RC
- 8 p.m.—BBC dance orchestra: GSC GSD
- 8:55 p.m.—Concert marches; BBC Military Band: GSC GSD
- 10:30 p.m.—DX program: T14NRH

News Broadcasts

- Daily—2:55 a.m., GSB, GSF, 3:45, TPA3; 6, LRU; 7, GSF, GSH; 8, ZRO; 10:30, GSB, GSF; 11, LRU; 12 noon, GSB, GSD, GSI; 12:20 p.m., ZHO; 1:30, TPA3; 2, GSB, GSD, GSI; 4:15, EAQ; 5, ZRO; 6, RAN; 6:40, GSC, GSD, GSP; HPSJ; 7, TPA4; 7:15, DJB, DJD; 8:45, CJRO, CJRX; 9, COCD; 9:40, GSC, GSD; 9:45, CJRO; 10:20, TPA4; 11:40, JVN.
- Sundays—3:30 a.m., VK2ME.
- Sun., Mon., Wed., Fri.—3 p.m., RNE.
- Sun., Tues., Wed., Fri., Sat.—5:30 a.m., ZBW.
- Daily except Sundays—5 a.m., VK3ME.

Sunday, October 25

- 8 a.m.—Baseball game: YV2RC
- 9 a.m.—"The Fractious of Shipping in War Time," Sir Arthur Salter: GSB GSF GSH
- 9:30 a.m. Daily—Vatican City topics: HVJ
- 10 a.m. Daily—Czechoslovak program: OLR (15.23)
- 10:10 a.m.—Symphonic concert: DJB
- 11 a.m.—NBC Salute: WXND (sw 15.33)
- 12 noon—Dance music: COCD
- 12:40 p.m.—Iceland Hour: TFJ
- 1 p.m. Daily—Latin American music: COCD
- 1 p.m. Daily—Czechoslovak program: OLR (11.875)
- 1:15 p.m.—Horse races: YV2RC
- 1:55 p.m.—Congregational services: GSB GSD GSI
- 3 p.m. Daily—Setting up exercises: JVN
- 3:20 p.m.—Covestry Hippodrome orchestra: GSB
- 3:55 p.m.—Listener greetings: DJB DJD
- 4 p.m.—A new song and a new word: DJB DJD
- 4:30 p.m.—Bear skin and buffalo horns: DJB
- 4:30 p.m.—Classical music: HC2RL
- 5 p.m.—Sunday concert: DJB DJD
- 5:30 p.m.—Symphonic concert: YV2RC
- 5:45 p.m.—H. M. Coldstream Guard band: GSC GSD GSP
- 6 p.m. Daily—Moscow broadcast: RAN
- 6 p.m.—Popular music and talks: XECR
- 6:15 p.m. Daily—Sound pictures: DJB DJD
- 6:30 p.m.—Little evening entertainment: DJB
- 7 a.m.—Two Hours with Cuba: COCD
- 8:15 p.m.—Orchestral concert: DJB DJD
- 8:50 p.m.—Ross Pratt, Canadian pianist: GSC GSD
- 9 p.m.—Music Appreciation Hour: HRN
- 9 p.m.—DX program: HRD
- 9:45 p.m.—Program highlights: DJB DJD
- 11 p.m.—Overseas hour: JVN

Monday, October 26

- 10 a.m.—Harry Farmer, organ: GSB GSF GSH
- 10:30 a.m.—Polish hour: SPW
- 10:50 a.m.—Hotel Victoria orchestra: GSB GSF
- 12:20 p.m.—Emilio Colombo Octet; Theresa la Cava, soprano: GSB GSD GSI
- 2 p.m.—BBC orchestra; Joan Cross, soprano: GSB GSD GSI
- 3:25 p.m.—BBC Military band: GSB GSD GSI
- 3:40 p.m. Weekdays—Dominican folk music: HIN
- 4 p.m.—Harold Drake organ: GSB GSD GSI
- 4 p.m.—A new song and a new word: DJB DJD
- 4 p.m. Weekdays—Mayor's program: COCD
- 4:30 p.m.—Brazilian Hour: PHS
- 5 p.m.—Entertainment concert: DJB DJD
- 5:30 p.m.—Selections from opera, "Il Maestro di Cappella," Paer: ZRO

- 6 p.m.—Business Women's Club program: ZRO
- 6 p.m.—Pan-American program: W3XAL (6.1)
- 6 p.m. Weekdays—South American program: COCD
- 6 p.m.—Talk, "The Policeman's Lot": GSC GSD
- 6:15 p.m.—Enzo Aita, American songs: ZRO
- 6:25 p.m.—Mail bag: ZRO
- 6:30 p.m.—Little German reader: DJB DJD
- 6:45 p.m.—Two musicians strutting along: DJB
- 6:45 p.m.—Song contest: YV2RC
- 7 p.m. Weekdays—Argentina Hour: LRX
- 7 p.m. (Also Wed., Fri.)—National Railways program: HJU
- 7 p.m.—Little folk music: DJB DJD
- 7:30 p.m.—Gaspar Cassado, songs: DJB DJD
- 8 p.m.—American Hour from Prague: OLR
- 8:30 p.m.—DX program: HJABE
- 9:20 p.m.—BBC dance orchestra: GSC GSD
- 9:30 p.m. Weekdays—Opportunity program: COCD
- 11:30 p.m.—Hawaii Calls: KIO KKP

Tuesday, October 27

- 8 a.m.—Talk, "Imperial Affairs": GSB GSF GSH
- 9 a.m.—Torquay Municipal orchestra; Irene Baker, soprano: GSB GSF GSH
- 11:45 a.m.—Cedric Sharpe Sextet; Leslie Jones, baritone: GSB GSD GSI
- 12:40 p.m.—From the London Theater: GSB GSD
- 1:50 p.m.—Van Phillips and his two orchestras: GSB GSD GSI
- 2 p.m.—Cafe Colette orchestra: GSB GSD GSI

- 3:20 p.m.—Science talk: GSB GSD GSI
- 3:40 p.m.—BBC theater organ: GSB GSD GSI
- 4 p.m.—German abroad: DJB DJD
- 5 p.m.—Amateur hour: COCD
- 5 p.m.—Entertainment concert: DJB DJD
- 5:30 p.m.—Margaret Pirie, Australian contralto: GSC GSD GSP
- 6 p.m.—Frederic Bayco, organ: GSC GSD GSP
- 6:25 p.m.—Two in a bar, Miles Clifton and Ernest Selton: GSC GSD GSP
- 6:30 p.m.—Aloha from Hawaii; Hasapuzen Walter, tenor: DJB DJD
- 7:30 p.m.—The Centennials: YV2RC
- 7:30 p.m.—German marches: DJB DJD
- 8 p.m.—Classical music: HC2RL
- 8:15 p.m.—Variety evening: DJB DJD
- 8:45 p.m.—Greetings to Pacific America: DJB DJD
- 9:15 p.m.—Street Symphony Program; Music from the Streets of London: GSC GSD

Wednesday, October 28

- 8 a.m.—BBC Welsh orchestra; Mary Maddock, soprano: GSB GSF GSH
- 9:30 a.m.—Percy Male, pianist: GSB GSF GSH
- 12:20 p.m.—Garda Hall, South African soprano: GSB GSD GSI
- 1:15 p.m.—Stavel's bachelor party: GSB GSD
- 4 p.m.—Empire Magazine review: GSB GSD GSI
- 4:30 p.m.—Life in a German Training Center: DJB DJD



MOLASSES
'N' JANUARY

Photo by Ben Pinchet

Someone is sure to get trimmed when those two carefree, happy-go-lucky cannibals of comedy, "Mo-

lasses 'n' January," get together. Here they are between their happy make-believin's of "Show Boat"



LORETTA
POYNTON

She's petite. She's cute. In short, she's a darling, this Loretta Poynton. Here she is away from the micro-

phones that bring her to you in "Dan Harding's Wife," the domestic serial, and the thrilling "Flying Time"



**BOB
BURNS**

It might be his "happy" pipe, but chances are that smile comes to Bob Burns because he has heard re-

ports on the grand job he did on the "Music Hall" during the absence of Bing Crosby, Hawaiian vacationer

HARMLESS— But They'll Slay YOU!

HUSKY MEN STAGGER, WEAK
MEN BREAK, AS SACK AFTER
SACK OF THE DAY-IN-AND-DAY-
OUT FAN-MAIL HITS STUDIOS

From a few letters a
day to millions a year!
A fan-mail baby grows
into a radio giant!



Above: A sailor who met a young lady on a bus picked on radio as "Cupid's Helper." Right: A "spinster," age fifteen, wrote for beauty aid!

IF YOU like to read the "personals" columns in the newspapers you'd have a perfectly marvelous time in the Audience Mail department of any of the big radio chains—if you could get in one of those departments. For, in the millions of letters that radio receives, you will find—multiplied a thousand times—the same pathos, humor, drama and sheer goofiness which characterize the human race whenever it gets confidential.

Fan mail is radio's own phenomenon. It grew up with broadcasting. From a dozen letters which the stage matinee idols used to receive, and the hundreds of letters which came to movie juveniles, it is a dizzy jump to the thousands of letters which any number of radio programs receive on any given day. And in back of this situation there is a colorful story.

Radio needs fan mail; fan mail tells radio a number of things it must know.

Who is listening to the programs. What these people think of them. What they want to hear. What they don't want to hear. How big an audience is being reached.

But radio pays a price for fan mail. Not only does the handling of the mail require a complicated and expensive organization, but it has been known to send sensible and long-suffering people screaming out of the busy rooms where it is sorted, read and, if possible, answered.

IT'S not hard to understand why that might happen. When you receive a letter (unless it is a bill) you have a delicious feeling of suspense. What happened? Who married whom? Who died? Imagine, then, what you can expect to find in bulging sacks of mail—mail from the gushing and gullible, the serious and silly, the wise-cracking, quite often even the witless!

Let us divide fan letters into several broad classes, pick out a few representative letters from each class, try to find out what kind of people wrote them, why they went to the trouble, and what procedure the stations followed as far as these letters were concerned.

We can start with the let's-help-the-suffering-world letters:

"Could you not see that some of the many sponsors on the radio speak to the general public and tell them to kindly leave a pan of fresh water daily outside their houses, so that the poor



BY JULIAN FUNT

cats and dogs can get a lap of water? I do this every day. I hope you can broadcast this message for the sake of God's unfortunate thirsty creatures."

That's not bad for a starter. But soon cats and dogs become small fry and the radio listeners' attention is turned to the beast that is man.

"I have been reading in the papers every day of people dying and suffering from the terrific heat wave.

"Now I have a little Oriental secret which I use to keep myself cool. Radio being the only way to get to the public quickly, you can save lives if you broadcast the following: In the heat wave, stop breathing through the right nostril and breathe only through the left nostril. A little ball of cotton placed in the right nostril will do the trick. It works, because I know from experience."

And if you want really grandiose schemes, consider this fan letter:

"Please let me know what it would cost to broadcast the following:

The origin of crime and how to prevent it.
The origin of underpaid labor and how to prevent it.
The origin of unemployment and how to prevent it.
The origin of how to make the

overalls pocket contains a plan for the salvation of the world. These people will always be with us, and their kind is well known to psychologists. To them the radio station is a dazzling, tempting bait. For the small price of a stamp, they can tell their pet scheme to the world (they hope). So they write and write and write.

These people are exhibit number one in our gallery of fan-letter writers.



Wanted: A haunted house, palace or mansion! The writer of this letter planned to set himself up as a "ghost scarer!"

ifying the listeners' goofiest wish. Here are three request letters which came recently to NBC:

"I notice that every time a newsreel in a theater presents a political speech, just below the microphone of the speaker's stand there is a banner bearing the letters NBC. I have taken quite a fancy to it. Could you send me such a banner for my living room? I will be very grateful to you. I am a steady listener."

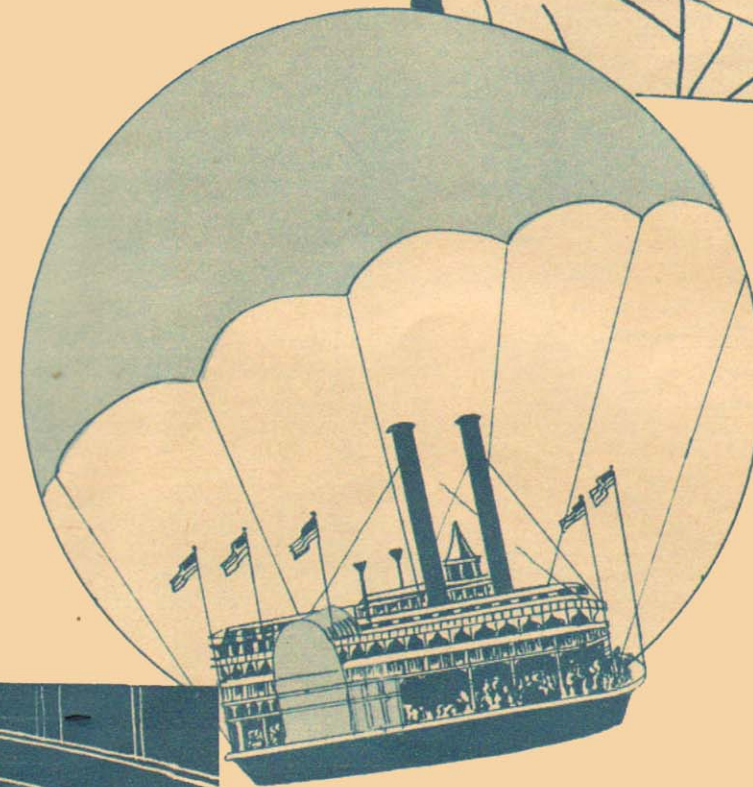
"I would like to have some of your stars dedicate a song or two for my birthday, November 8th., and I thought that, perhaps, if you gave a real big broadcast in my honor, everybody would enjoy it and there would be a great deal of publicity in it for you as well. I would like to have the following stars on that program: Bing Crosby, Kate Smith, Lily Pons and Joe Penner. Thank you in advance!"

"You are cordially invited to sell our house by radio and take a commission. You are located in the Eastern part of the United States and people there would be more interested in coming to Oregon than those already West, which makes it favorable for you to sell the property."

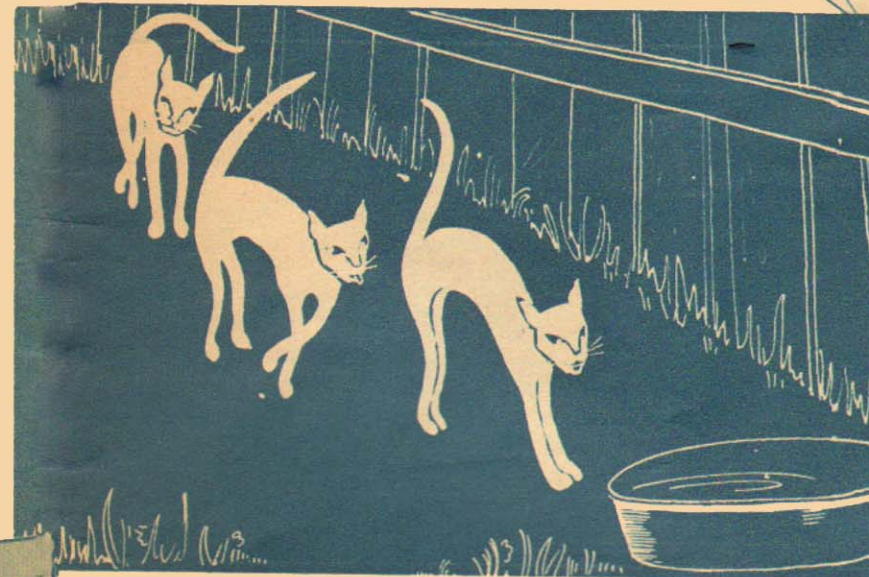
Requests for radio to help true love run smooth range from this circus-spect appeal:

"We are two lonely and lonesome ladies, Christians, no flappers or fools, striving to get some information and assistance in regards to what is best for two ladies to try to do for an honest living in these days when everyone is saying 'hard times.'"

"We would appreciate letters from
(Continued on Page 48)



An announcement that the "Show Boat" would honor two New York cities brought a letter asking if it was possible to bring children on board!



Radio is asked to note the plight of thirsty pooches and pussy-cats—and to assist in a place-a-pan-of-water-outside-your-home campaign to help take care of them

rich richer and the poor rich. "I am willing to pay for the broadcast of the above in spite of the fact that I will receive no remuneration nor thanks for it.

"I believe I have discovered a means as to how we can better the conditions of humanity the world over. I have listened to the best minds that the world now has and have read the highest ideas that were left behind by the most beloved dead, and they are all childish in comparison with my ideas. "Hoping that the rate will not be too high, as I am only a poor Janitor, myself, I am . . ."

Every batch of letters brings at least one from one of these types—the woman whose heart bleeds for poor little thirsty cats, the man with a precious Hindu secret and the janitor whose

The second exhibit deals with listeners who write for information or advice.

A great many of these letters are routine. There are any number of requests from college graduates for information that may be used in masters' theses. Some of the topics in which students are interested are, "radio music," "news broadcasting," "the educational force of radio," and "radio drama." In answer to these letters, the radio chains compile exhaustive bibliographies and send out sheaves of schedules, reports and transcripts.

Hundreds of letters are also received from teachers in public and private schools asking for an advance schedule of educational programs. In building their curricula, the teachers explain, they are anxious to incorporate certain



Radio Guide Presents GIANT-GRAVURE

The Omaha boy who didn't want to take dancing lessons! FRED ASTAIRE, everybody's favorite dancing star and radio's newest sensation, has covered more ground than mere tap steps could ever take him. His name in lights meant the "sold out" sign was put on London box offices—then on Broadway's. In Hollywood he saw his face on the cutting-room floor after his first picture. Now, in "Swing Time," as a dinky dancing demon, Fred reaches a new high in tap routines. Here's his "Bajanglex"

Photo by RKO Radio Pictures



FRED
ASTAIRE

SINGING THROUGH WITH NELSON EDDY

LIFE

BY
MARGE KERR

FOR TWENTY YEARS
HE WORKED, THEN
GAMBLLED FAME
AGAINST A GREATER
FAME—TO WIN A
LONG-ODDS BET!

LITTLE Tommy Tucker sang for his supper—and a certain little boy in New England went without his.

Those of you who remember your nursery rhymes will recall the Mother Goose musical hero who liked to sing, but preferred to eat.

Accomplishing both, Tucker, you remember, traded his talent for his bread and butter, and (this is pure supposition of course) grew into an elephantine tenor with a kangaroo paunch and a voice that wavered like a waltzing mouse whenever it came within hailing distance of high C.

Unlike canny Tom Tucker, a small New England caroler was not disposed to make so ungallant a compromise. He liked to eat, but singing meant more to him than anything else in the world.

This sad preference cost him innumerable square meals, a number of adolescent jobs, and piloted him straight into the front ranks of radio, so that today he stands first choice in *RADIO GUIDE's* poll for the most popular male singer of operatic songs on the air.

Of course, I'm referring to Nelson Eddy, whose six-ply career includes excursions into business, journalism, advertising, concert work, radio and motion pictures.

Only a short time ago Nelson Eddy was a little boy with nothing but a soprano voice, a set of trap drums and a fife fashioned out of a piece of lead pipe.

Today, he's a world-famous baritone with the *haute monde* of two continents at his feet. He has everything that most of us hope for but seldom achieve—money, fame, talent,

acclaim—and the power that accompanies them wherever they go.

These things are not gifts from a fairy godmother conveniently able to transform pumpkin coaches into Rolls-Royces. They are not treasures from an accommodating lamp-genie willing to deposit at his feet the priceless booty of a twentieth century Aladdin.

No, Nelson Eddy's success did not come as easily as that. His climb, far from spectacular, represents a series of not always too steady steps which border on good old-fashioned plugging.

LIKE the man in the street, like you, like me, his career tottered many times in its embryonic stages, and like you and me, he was more than once discouraged by problems that threatened to down him before he was started.

The bank-book bugaboo was his biggest poser.

And once, if it hadn't been for his indomitable will, it might well have vanquished him for all time.

For instance, that time in Philadelphia when friends told him that in order to make singing a lucrative business, he needed the training that only William W. Vilonat could give him.

Vilonat was willing enough. "Hard work is necessary," he said, "and money for you to study abroad." Money for studying abroad! Where could Nelson Eddy, the boy who plugged the switchboard in the iron-works, the boy who wrote want-ads for newspapers, the copy-writer who lost his job—where could he get money for studying abroad?

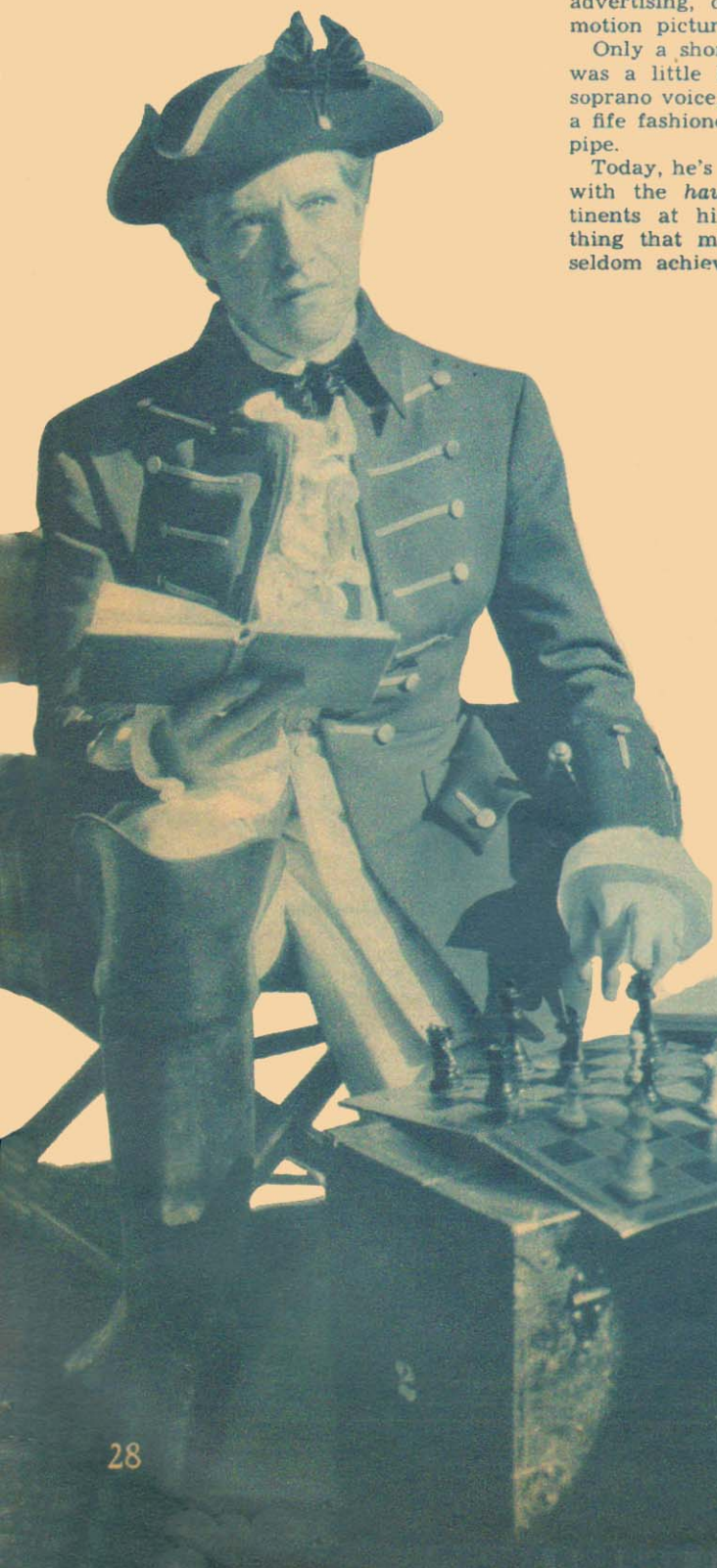
Many stories have been told about how Nelson Eddy solved this particular problem. The one most often published in Eddy biographies is the one that tells how he borrowed the money from a banker friend of the family.

Simply and directly, according to these stories, he went to the banker and spoke honestly.

"I need money to study," he said, "and when I have finished my education, I'll pay you back from the proceeds from my concert appearances."

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Left: Nelson Eddy rose to fame in "Naughty Marietta." Below: Jeanette MacDonald and Nelson Eddy starred in "Rose Marie"



Nelson Eddy: Hollywood is his first real home

ONE day a guy named Nero fiddled a swing chorus while Rome burned and got into all the history books for doing it. Nobody knows whether the old boy actually felt a song coming on and just couldn't suppress it, or whether the Roman Senate put him up to it for a publicity stunt. Anyway, his press notices have been plenty heavy for thirty or forty centuries, and he's still getting 'em.

The point is, Nero was a piker. When it comes to making music at the most outlandish times, I know a man who puts the Roman's famous performance in the ham class.

My man's name is Dick Leibert. He played an organ while his bride went off on a groomless honeymoon. He played an organ while his two little girls were being brought into the world. He has played an organ straight through nine years of nights and Sundays and vacations and anniversaries and Christmases and special occasions and everything else. And since none of this playing was for inspiration's or publicity's sake, but just plain work that had to be done, it's high time Dick got some elegant press



come to him in his then new career, and Mary Leibert wouldn't hear of his turning the offer down. So she stayed in Washington, a very lonely and frightened little bride, and had her baby. As soon as it was old enough to travel, she carried it out to Pittsburgh to see its "pop" for the first time.

When the second baby was expected last Winter the Leiberts had everything planned. This time nothing was going to happen to keep them apart. The doctor said he could arrange it so that the infant would arrive precisely at six a.m., which is just about the only time that Dick is free.

Everything was all set and Mary was established at Polyclinic Hospital, the closest hospital they could find to the stage door of Radio City Music Hall.

Dick knocked off work at the theater about midnight and began pacing the corridors of Polyclinic. He paced until eight in the morning and nothing had happened. So he dashed to the theater, played his early broadcast, dashed back and—there was still no news. He hung around until the last second be-

PART-TIME HUSBAND

notices of his own. He certainly deserves 'em.

Any of the cops-on-horseback around Fiftieth Street can tell you that the long yellow roadster that stays parked eighteen hours a day in the strictly "No Parking" area outside Radio City Music Hall belongs to the blond chap who plays the organ in the theater. The reason the long yellow roadster has never been decorated with a ticket is because the police commissioner is a papa himself and knows what it means to a young fellow to see his children for, say twenty minutes a day instead of ten minutes, or ten minutes instead of not at all. So he gave radio's busiest star (which is what Dick is by actual fact) a special permit to keep his auto by the stage door so that he can jump into it and hit for his home on Central Park, whenever he gets a chance.

Whenever he gets a chance—that's the hitch. He's up and out of the house every morning before nine-months-old Joan is cooing in her cradle, off to the theater to do his rehearsing before the first performance begins.

At eight-fifteen he has a broadcast, at eleven he plays a show, at one, four and seven o'clock he plays some more shows, then he has another broadcast, then another show to play. Finally, he takes an elevator up to the Rainbow Room where he keeps on playing until the wee small hours. On Sundays he has two extra broadcasts and six shows to play instead of five. Holidays simply mean more shows and more work. And between times he's making records and transcriptions and arrangements, trying to nap in his dressing-room and doing all the zillion other things he has to do to hold down one of the very biggest organ-playing jobs in the world.

So you can see how much leisure he has to be with his pretty wife Mary,

Dick Leibert, console-idol of millions, works from dawn till dawn to earn his well deserved title, "radio's busiest star!"

Maryette, age six, and the baby. Here, for a change, is a man with the old career vs. marriage problem on his hands. Eight years he's been wed, and he's never yet had time to take his missus to the movies after supper, or his kiddie to the circus, or have the neighbors in for a game of bridge. Often he goes as long as a week without having a meal at home or seeing the children when they're awake.

YOU'D think the busiest star in radio is taking chances with happiness, wouldn't you? And naturally you'd feel sorry for the neglected young wife who has had to play second fiddle to an organ so many times at the very moments when she needed her young husband most.

Like on the occasion of the birth of their first baby. Just six days before the Big Event, Dick was suddenly shifted from the Palace Theater in Washington to play at the opening of a new Pittsburgh movie house. It was the grandest opportunity that had ever

fore time for the first show, raced to the theater, did his bit, raced back and—still nothing had happened. He kept it up that way all day until he had himself and his chauffeur and his secretary and all the folks backstage at Music Hall in a very fine dither.

The chauffeur took a fender off a taxi, the secretary had to go home with acute indigestion, Dick played the same accompaniment twice in the wrong key and the Rockettes got out of step for the first time in history.

Finally, at nine minutes after nine that night, baby Joan made her arrival to the opening crescendo of *O Sole Mio* with harp variations as her daddy played it at the console a few blocks up the street.

You'd have to know Dick and Mary Leibert, the kind of folks they are, and the very smart way they're managing
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A CAREER-WIDOW'S HOUR
MAY MEAN MORE THAN A
LIFE OF HALF-HAPPINESS

BY MARY WATKINS REEVES



CRACKER-BOX KILLER

"Well, well," said Inspector Griffin, "it's Felix Cutcher of the old 'Quail Hunter' mob!"



AROUND the turn of the century, when many of our Best People still carried pistols, when kerosene lamps smartened the newest buggies, and when some darned fools were saying that buggies could be made to run without horses, there lived a little Kansas boy named Felix Cutcher. And little Felix Cutcher had an ambition.

He did not want to be President. He wanted to be a great train robber like "The Quail Hunter." Indeed, he wanted to become a member of The Quail Hunter's band. Often, in the mellow light of the coal-oil lamps down at the general store, little Felix had listened and thrilled while village loafers chuckled, munched crackers, and told of the exploits of that laconic gunman.

Time passed and the lieutenant of the "Quail Hunter" band came to be one Felix Cutcher, that boy who had listened too eagerly to the cackles of cracker-crunching loafers in a Kansas general store.

Time after time this robber band's speed flouted the law. Speed of attack. Speed of getaway. And always they severed telegraph wires. Only once was young Cutcher caught, and that was after his chief's death.

AT THAT time, he met an astute detective named William T. Griffin. And that is the first part of our true story. The end was tersely told in Memphis last year—over the police radio.

On this May morning of 1935 two

policemen, Officers Jeffries and Lucchesi, were patrolling a Memphis street; they were seated in an automobile that could travel 90 miles an hour, and ever anon the voice of an announcer, miles away, spoke to them crisply through their radio loudspeaker.

Suddenly that voice said:

"Calling all cars . . . All cars . . . Cover all streets leading south and east from North Second . . . Watch for payroll bandit car fleeing from Anderson-Tully offices . . . Black Ford V-8 . . . License number 164-518 . . ."

"Anderson-Tully!" cried Lucchesi. "Why, they have four- and five-thousand-dollar pay-rolls!" He headed the car out North Seventh Street, with throttle and siren wide open.

At the same instant, Officers McDaniel and Smalley, in Car Number 42, swerved and headed back into town. From a dozen different directions there suddenly sprang up that dreadful scream of sirens which seems to make the very sky reverberate.

Head on, Car 42 met Car 1—containing Lucchesi and Jeffries—at the intersection of Chelsea and Thomas. The drivers swerved. Brakes rasped and wheels spun. The two cars seemed almost to side-step the impending collision—and they passed within inches of each other! In Number 42, Officer McDaniel shouted to Officer Jeffries in Number 1:

"We just met 'em! We're turning . . . If you step on it, you . . ."

The rest of the shout was lost, but no more was needed. While Car 42 spun around the intersection, Lucchesi shot Car 1 ahead. His buddy, Jeffries, unlimbered the riot-gun.

AND there, ahead of them, was a black Ford V-8. Lucchesi set his jaws and settled down to a grim race. Their own siren drowned out the scream of Car 42's, chasing behind. Steadily, Lucchesi coaxed out of his machine that extra five—six—eight miles an hour which enabled them to crawl up on the bandit car—"crawling" at 90 miles an hour!

"That's the number!" howled Jeffries. Now he could read the license plate—164-518. Then the nose of the police car crept up beside the rear fender of the black bandit-car. As the grounds of Guthrie School flashed past, the two cars were almost abreast—and Officer Jeffries was leveling his riot-gun at the back of the middle-aged driver's head.

"Stop or I'll shoot!" he yelled. Cool as ice, the holdup man half-turned his head and smiled ironically at Jeffries. Actually smiled, with death lurking at any street-corner, death peering at him one-eyed from the muzzle of that gun! And beside this middle-aged daredevil sat a younger man who appeared just as unconcerned, just as cool.

For one brief instant, Jeffries was uncertain. Despite his long experience and the evidence of his senses, he actually doubted for a minute that these

two men could be members of the gang that had hijacked the payroll. They were so utterly calm! So unlike the typical, desperate, cornered rat that the average criminal is in such a tight spot. Why, flashed through Jeffries' mind, didn't they shoot at the police car?

Then by an effort of reason he banished doubts. His duty was clear.

"Halt!" he bellowed, "or I'll let you have it!"

And again that cool, middle-aged devil smiled sardonically at Jeffries and his murderous riot-gun. Smiled as one might smile when for years he had had a nodding acquaintance with Death, and so had ceased to fear.

"Boom!"

The gun roared. The bandit car swerved. It dropped behind, just as they approached Kney Street. Jerking his head around, Jeffries saw it veer as if to turn the corner.

LUCCHESI braked hard as he dared, fighting the wheel as the car plunged and bucked to a stop. But behind them the occupants of Car 42 had less luck. Officer Smalley saw the black bandit car careen into Kney Street. With reckless courage he wrestled his own car half-way around the corner. Half-way only—then centrifugal force seized it like a huge invisible hand. There were two crashes. First the suspect car leaped the sidewalk and plunged into a low mound of earth. Then Car 42 crashed into the curb.

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A CALLING ALL CARS STORY — BY ARTHUR KENT

ALL PAY AND NO WORK MADE NELSON EDDY YEARN TO LEAVE HOLLYWOOD!

(Continued from page 28)

And the banker, so the story goes, let him have it.

But there is another story—an entirely new one unearthed by *RADIO GUIDE*—which seems more plausible.

And this story furnishes that certain romantic touch to Nelson Eddy's life, a life which up to now has been singularly void of romance.

NELSON EDDY, if our information is correct, did not borrow the money from a Philadelphia banker.

He received it, allegedly, from a wealthy Philadelphia society woman—a patroness of the arts—a woman who loved good music and a fine voice so much that she was willing to make Nelson Eddy her *protege*.

That isn't unusual. Such things happen almost every day.

Many great artists have patrons, who, though they are unable to create themselves, are willing to further, financially, the creative ability of someone else.

Beethoven had a patron. So did Cardinal Richelieu. And Leonardo da Vinci had one, too.

Strangely enough, or perhaps it isn't so strange at all, Nelson's patroness is not unlike his own mother.

One writer, describing Mrs. Eddy in a recent periodical, called her "hurried, vibrant, red-headed, laughing."

A striking similarity is seen in the description of the Philadelphia socialite who is described by *RADIO GUIDE*'s informant as "red-headed, snappy, cosmopolitan, and fun-loving."

But whether it was the banker or the society woman who provided the funds, the fact remains that Nelson Eddy's indomitable will was the thing that really sent him abroad.

Without this will, he wouldn't have had the courage to go in the first place, and without it, he wouldn't have dared to risk borrowed money on the slender chance that he would be able to repay it "out of concert proceeds." For all he knew, there might not be any concerts—or any proceeds, either.

But he had two heritages, remember. A will and a voice.

So he and Vilonat went to Dresden—and to Paris.

Paris ten years ago! The Leftists were a state of mind and not a ruling political party, the streets were filled with sidewalk cafes and violet vendors instead of with rioting Communists and secret police!

SULTRY Apaches were making cellar whoopee for wide-eyed American tourists . . . and cocottes, clad in imitation Chanel and reeking of cheap scent, rolled amorous eyes at the boys from Yale, seeing the world through the second-hand eyes of Mr. Cook.

Paris! Intimate handholding in cozy *fiacres*—illicit romance in shady *stellers*.

That's the idea most of us have of life in Paris.

But it's not the kind of life that Nelson Eddy led.

The cafe and boulevard life of Paris was as alien to him then as the Trocadero and Coconut Grove life of Hollywood are alien to him now.

"I never really 'did' Europe in the accepted sense of the word," he explains, "I didn't have time. I arose and ate and worked and slept, then got up in the morning and did it all

over again. I learned opera roles in four languages. I practised and rehearsed and practised again. I had no time for gadding—or for girls."

His indifference to femininity and his devotion to work must have been hard for the French girls to take, for then, even as now, the tall, rugged, blond brute of a man generated that strange quality of excitement that makes him attractive to women wherever he goes.

"When I returned to America," Nelson continued, "Arthur Judson, one of the biggest concert managers in the country, took me in charge and from that time on I began to branch out as a concert singer."

"Branch out" is a modest term for the manner in which Nelson Eddy stormed into the hearts of American music-lovers. In the space of a few years after his return from abroad, he had sung with the Philadelphia Symphony, the Detroit Symphony, the Los Angeles Philharmonic, the San Francisco Symphony, the Boston Symphony—and the conductors he worked with included Leopold Stokowski, Frederick Stock, Alexander Smallens, Albert Reiner, Alberto Bimboni, Sir Hamilton Harty, Alfred Hertz—almost everybody of any importance whatsoever in the world of music.

"Then suddenly," Nelson says, flicking a fleck of ash off the cuff of his blue-flannel suit, "right in the midst of my concert work, the air was filled with talk about radio. Everywhere I went, this miraculous new business of

each time his glorious voice paid the station dividends in the form of fan mail which came in stacks.

EVENTUALLY he landed a commercial show. Eastern listeners will remember the year and a quarter he was heard on the Hoffman hour. And ever since then, at frequent intervals, radio has occupied a prominent part in his work.

"Radio," Nelson said to me. "Has paid me more in actual cash than all my concert tours and movie work combined."

But even his radio career was not as easy as I have made it sound. As for all of his other careers, he had to prepare for radio with a campaign of strenuous work. A return engagement with the Philadelphia Grand Opera Company, where he sang under the batons of Stokowski and Reiner, strengthened his popularity with the public at large.

Then, singing with equal ease in intimate recitals as well as before audiences of ten and twenty thousand listeners, Nelson Eddy was swept across the country on a tidal wave of applause.

Feminine applause. For wherever he went, whatever he did, he was the center of feminine attention. In small towns, card-playing contingents of love-starved women discussed him ardently over their bridge tables. In cities, bored debutantes considered him thoughtfully over their cocktails,

It wasn't until the Spring of 1933, while Nelson was appearing in the Philharmonic auditorium in Los Angeles, that the hint of a new and even more important turn in his career came.

There were, it developed, movie scouts among that highbrow Philharmonic audience. And when a great, broad-shouldered platinum male walked out on the stage and sang a love song so unrestrained that even the most sophisticated of the movie queens shivered in their sables, the talent scouts simply dropped their opera-glasses and ran. Backstage they rushed—waving contracts.

PERHAPS that's a bit exaggerated.

But the fact remains, Louis B. Mayer wanted to sign Nelson Eddy on a seven-year contract the very next day after the concert.

That, you may say, looked like a cinch job. But it wasn't.

No job in Hollywood is a cinch. Besides, Nelson was not sure of a Hollywood career. Artists before him had shunned the screen like a plague. Tubb, for instance, had tried it once or twice and had returned, thankfully, to the "Met" after one or two mediocre pictures.

Nelson felt that he couldn't afford to fail in anything now . . . not even in the movies. Twenty years of exhaustive preparation had gone into his work. He couldn't bear to see them undermined by a few hundred feet of unsuccessful celluloid.

Then, too, there were a great many risks connected with a film career. His voice might not hit the sound tracks to its best advantage. His acting might be "hammy." The camera might make him look too fat, or too thin, or too blond, or not blond enough . . .

A GAINST these grave hazards he nervously weighed the possibilities. Picture work could be the security he and his mother had slaved for. Here was a chance for a permanent home, the kind of a home he had always longed for and never had—a place to store his books and his records. Here was a chance to settle down. Here, too, was the challenge of a new job.

Why shouldn't two-job Eddy, with his radio and concert work, try to do three jobs at once?

At last, after hours of indecision, Nelson signed the contract.

Immediately he sent for his mother and the two of them moved into a fashionable Beverly Hills home—the first real home they have ever known.

But that isn't the end of the story. Nelson Eddy had forgotten the "ah sweet mystery of Hollywood." He had forgotten how actors and singers and writers and directors are hired and fired without ever having done any work at all for the films. He had forgotten how script-writers are imported only to be deported before a line of theirs ever finds its way into a picture.

He had forgotten how many Hollywood "discoveries" turn into "forgotten men" instead of stars, as soon as they get to Hollywood.

Nelson Eddy was to remember all the stories he had ever heard after he had loafed around for awhile, waiting for the studio call that never came.

Days multiplied into weeks. Weeks doubled and tripled into months. And

(Continued on Page 48)



Joan Crawford: Two stars-to-be, Nelson Eddy and Fred Astaire, were in her picture, "Dancing Lady"

broadcasting was the topic of conversation.

"So, more from curiosity than in search of profit, I sang over a couple of local stations in Philadelphia."

His first broadcast was for WCAU. Then he appeared before WFI microphones. Each time without pay. And

while everywhere, in towns both large and small, department-store clerks and dime-store girls swooned in romantic ecstasy at the mere mention of his name.

There hadn't been anyone like him since the days of Valentino, the greatest lover of them all!



EVENTS OF THE WEEK

THURSDAY, Oct. 22—Follow the swallow through NBC 9:45 a.m. The preparation and departure for flight across the Pacific of three thousand birds, the mysterious swallows of San Juan Capistrano Mission of California, will be described over a coast-to-coast net today and Friday, St. John's Day, at the same time. If you wonder how it is possible to estimate the time of such an event so closely, be informed that these golden-breasted swallows have followed this same procedure to the day for the past 160 years . . . Highlights of the American Royal Livestock and Horse show from the arena in Kansas City, Missouri, will be broadcast during the National Farm and Home Hour, NBC at 11:30 a.m. . . . Fibber McGee and Molly will appear as Kate Smith's guests over CBS at 7 p.m. . . . and at the same hour over NBC Noel Coward and Gertrude Lawrence, as announced last week, will be Valley's guests. They will perform a bit from "Tonight at 8:30." Sinclair Lewis also makes a guest appearance this date . . . San Antonio will contribute a guest soprano and St. Paul will be the object of a mythical visit of the NBC Show Boat at 8 p.m. . . . Get prepared to do some fancy listenin' when screen star Francis Lederer and songstress Ethel Shutta appear for "Then and Now" over CBS at 9 p.m.

FRIDAY, Oct. 23—Mme. Guiomar Novaes, distinguished Brazilian pianist, will play a guest visit with the Cincinnati Symphony Orchestra, CBS at 1:45 p.m. . . . For tonight's fare, Jessica Dragonette will sing an all-request program of operatic, concert and popular numbers, Time: 7 p.m. via NBC . . . The amusing story of a woman's club in an early Nevada mining camp will be told by the Old Ranger over the NBC net at 7:30 p.m. . . . Lucille Wall and Ned Weaver, heading an all-star cast, will be heard over NBC in another Court of Human Relations drama, "The Hell We Went Through," 8:30 p.m. . . . We (RADIO GUIDE'S Court of Honor) will have with us tonight Errol Flynn and Olivia de Havilland, who will be relayed from Hollywood, and Frank Parker from New York. NBC and you get this break at 9 p.m.

SUNDAY, Oct. 25—The musically proficient crowd the headlines today . . . but for a starter let me tell about the details of "The World Is Yours" series. Today's program is concerned with Indian carvings and writings including a dramatization of Sitting Bull's diary, NBC at 10:30 a.m. . . . An international relay from Brussels, Belgium, will bring that country's greeting to NBC's Tenth Anniversary at 11 a.m. . . . Frank Mannheim, talented American pianist, plays the recently rediscovered Broadwood piano which Chopin used on his English tour in 1848, CBS at 12:30 p.m. . . . Reed Kennedy will make another of his bi-monthly appearances with the Pittsburgh Symphony Ork over CBS at 1 p.m. . . . Magic Key guests Herbert Eroh, tenor, Saul Goodman, instrumentalist and Robert Benchley, humorist; NBC, 1 p.m. . . . "The 1847 Musical Camera," a new series, makes its debut over NBC at 3:30 p.m. Josef Cherniavsky's concert orchestra, Willie Morris, soprano, and a choral group will attempt to paint tone pictures of classical and popular music . . . Professor Quiz begins a CBS series at 6 p.m. in which he will conduct an oral questionnaire with his studio audience . . . Helen Marshall, distinguished in radio for her beauty as well as her soprano voice, replaces the above mentioned Willie Morris as feminine star of Fireside Recitals, NBC at 6:30 p.m. . . . Richard Bonelli, famous Met baritone, will be guest soloist of the CBS Sunday Evening Hour at 8 p.m. Also worthy of note is the fact that Alexander Smallens succeeds Fritz Reiner as director of the Detroit Symphony Orchestra . . . The famous child prodigy, Ruth Slezczynski, eleven-year-old concert pianist, will perform as guest soloist at the Motors Concert, NBC at 9 p.m.

MONDAY, Oct. 26—Sidelights of a telephone operator's job by Alice Trainor and a talk by Margery Wilson, expert on the art of charm, will be offered during the Magazine of the Air broadcast over CBS at 10 a.m. . . . The American Education Forum, NBC at 1 p.m., will be directed by Dr. Grayson N. Kefauver, of Stanford U. . . . Tonight's tempting offer is brought by the Radio Theater at 8 p.m. when Robert Taylor and Olivia de Havilland appear in scenes from "Graustark." CBS is the net.

TUESDAY, Oct. 27—The Navy Day celebration, Irene Beasley, Franchot Tone with Joan Crawford, Beatrice Lillie and Shep Fields' music fill this day with hard-to-be-duplicated variety . . . First let me give you a new coast-to-coast series, Eleanor Howe's Homemakers Exchange, which will be aired via CBS at 10:45 a.m., also Thursdays . . . CBS' broadcast of the Navy Day program will be at 3:30 p.m. NBC has scheduled its airing of the celebration at 9 p.m. and will present Navy Day festivities from Washington, Chicago and San Francisco. Sec'y of the Navy Claude A. Swanson will speak from Washington . . . There's

(Continued on Page 46)

WAKE UP AND LISTEN



COMPLETE PROGRAMS for the entire week

MAY THESE PAGES BRING THE WHOLE WORLD INTO YOUR HOME

Network Changes

Sunday

Our Neighbors formerly 2:15 p.m., now NBC 2:30 CST (1:30 MST)

October 25

MORNING

7:00
NBC-William Meeder, organist: WOV
CBS On the Air Today; Organ Reveille: (sw-21.52)
NBC-Melody Hour; KWK WMT KWT-Breakfast Ballads
WHB-△Today's Sermon

7:15
KWT-WPA Concert

7:30
NBC-Tone Pictures: KWK
CBS-Lyric Serenade: KLRA (sw-21.52)
NBC-Children's Concert: WDAF KVOO WOW
KMBC Thoughts to the Day
KMOX Rise & Shine
KWT-Breakfast Ballads
WHB Musical Clock
WMT-△Family Altar

7:45
CBS-Radio Spotlight: (sw-21.52)
KLRA-Organ Moods (CBS)
KSCJ-△Christian Service
WDAF-News from the Churches

8:00
NBC-Antobal's Cubans: WOV
The Vendor, Lost Army, King Baby King, The Lovers, Zalamea, A Gait, Abandonment, Manana, Hat Tamale, Street Vendor Song 1, Vena La Concha, Lamento Berinqueño
CBS-Sunday Morning at Aunt Susan's; News: KMBC WNAX WIBW KSCJ KFH KMOX (sw-21.52)
NBC-Coast to Coast on a Bus: KWK WREN KOIL (sw-15.21)
KFBI-△Rev. Langemede, Devotions
KFEQ-WPA Prgm.
KLRA-Funnies
KVOO-△Ministerial Alliance
KWT-△Rev. Thompson's Bible Discourse
WDAF-Birthday Bell
WMT-Sunday Comics
W9XBY-Top O' the Mornin'

8:15
KWT-Sacred Concert
WDAF-Antobal's Cubans (NBC)

8:30
NBC-Concert Ensemble: KVOO WDAF
Die Lorelei, Liegt, I Love Life, Lucia, Home On the Range, My Jubilee Was a Shoemaker, Tangle: A Dream, Grief, Rondino, Kreisler, Serenade (King, Amie, Slender), Legend
KFH-Reading the Funnies
KLRA-Sunday Morn. at Aunt Susan; News (CBS)
KMBC-Thoughts for the Day
KWT-Uncle George & the Funnies
WHB-Master's Music Room
WIBW-Big Brother & Jimmie
WOW-△Chapel Service
W9XBY-△Church of the Nazarine

8:45
KMOX-Salvation Army Brass Ensemble
WDAF-Dr. Boris A. Jenkins

9:00
NBC-△Sabbath Reveries; "The Convert's Pledge"; Dr. Charles L. Goodell: WDAF (sw-15.33)
CBS-△Church of the Air; Rev. John Ray Ewers: KFAB KSCJ KFH KLRA WIBW KMOX KMBC (sw-21.52)
NBC-Southernaires: WREN (sw-15.21)
KFBI-△Devotions
KOIL-Sunday Serenade
KSOO-Organogue
KVOO-Shannon's Shamrocks
KWK-△Bible Auditorium
KWT-Sunday Bouquets
WHB-Hits from Hollywood
WHO-Southern Folk Songs
WMT-Lou Webb, organist
WNAX-△Religious Service
W9XBY-Breakfast Timetable

9:15
KSOO-△Rev. Strong
KVOO-Fireside Quartet
KWK-Southernaires (NBC)
WHO-△Seventh Day Adventists

9:30
NBC-Walberg Brown String Ensemble: KOIL WREN KWK (sw-15.21)
★ CBS-Children's Hour: (sw-21.52)
CBS-Beethoven Sonata Series; Alexander Semler, pianist: KMBC KMOX WNAX KLRA KSCJ KFH WIBW

NBC-Music & American Youth: WDAF (sw-15.33)
KFAB-△Watchtowers Prgm.
KFBI-Mission Church Quartet
KVOO Judge Rutherford; Sunday Morn. Reveries
KWT-△Rev. Floyd Hitchcock
WHO Hour of Music
WMT-News
W9XBY-Sunday at Half-Past

9:45
KFAB-Sonata Series (CBS)
KFBI-Souvenirs of Song
KMOX-Fascinating Melodies
KSOO-Out of the Past to You
KVOO Glenn Condon
KWK-Royal Echoes
WMT-Morn. Matinee

10:00
NBC-News; Ward & Muzzy, piano duo: WDAF KVOO WOW (sw-15.33)
NBC-News; Alice Remsen, contralto: KTHS WMT KWK
CBS-Day Dreams: KMBC KSCJ KFH WIBW KFAB KMOX KLRA WNAX
KFBI-Veterans of Foreign Wars
KOIL-Chamber of Commerce
KWT-Album Leaves
WHB-Musical Encores
WHO-Bird Prgm.
WREN-Prgm. Highlights
W9XBY-Organ Rhapsody

10:15
★ NBC-Nellie Revell: WREN
WMT KVOO KWK
NBC-Songs We Left Behind Us: WDAF WOW WHO (sw-15.33)
KFBI-Masters of Music
KFEQ-Interstate Quartet
KMOX-Book Review
KOIL-Labor Union Speaker
KSOO-△Adventists Service
KTHS-Watch Tower Prgm.
KWT-Sunday Morn. Concert

10:30
NBC-The World Is Yours: WREN
KOIL KVOO KTHS KWK
★ CBS-Major Bowes' Capitol Family; Helen Alexander, sop.; Edw. Matthews, Nicholas Costantino; Charles Magnante; Sam Herman: WIBW KMOX KFH KLRA KMBC KFAB KSCJ WNAX (sw-21.52)
KFBI-Metropolitan Moods
KFEQ-On the Mall
KWT-Karl Zomar's Serapbook
WHB-Jan Garber's Orch.
WHO-Carveth Wells
WMT-△Trinity Lutheran Church
W9XBY-Mailbox Forum

10:45
NBC-Peerless Trio: WDAF WOW (sw-15.33)
In a Persian Market, Kiteleg, Camis, Jododia, Thompson, Johnny, Kellner; Homing, Division; In the Flow of Trial, Lane
KFBI-Silver Strains
KSOO-△Lutheran Hour
KWT-△Christ's Episco. Church
WHB-LeRoy, piano
W9XBY-Classical Interlude

11:00
NBC-American Packet of Youth; Variety Show; Pinky Mitchell, comedian; Johnny Johnson's Orch. The Four Bars Quartet, Girl's Trio "Pep," Vim & Vigor," Billy Pape, hillbilly, Cy Bofird, baritone, Margaret MacLaren, soprano, Ginger Snap, Ezra Stone & Sandy Douglas, comedians: (sw-15.21)
NBC-Happy Jack, songs: WREN KOIL

★ NBC-Int'l B'cast from Brussels, Belgium; Salute to NBC's 10th Anniversary: KVOO WOW WDAF (sw-15.33)
△Baptist Church: KFEQ KFBI
△Church Services: KTHS WHO KFAB
KMBC-Stone Church Choir
KWK-Musical Varieties
WHB-Easy Chair Revue
WIBW-△Methodist Church
W9XBY-△Unity Sunday Service

11:15
NBC-Hollywood High Hatters: KOIL
KFBI-Americana
KSOO-△Gospel Tabernacle
WREN-Melodie Music
WDAF-Peck's on the Air

11:30
NBC-Univ. of Chicago Round Table Discussion: WOW (sw-15.33)

(Continued on Next Page)

Sunday

October 25



Col. Stoopnagle
See 4:30 p.m.

(Continued from Page 33)

11:30 a.m. (continued)

*** NBC-Radio City Music Hall:** Symph. Orch.; Jan Peerce & Viola Philo. WREN KVOO KWK KOINL (sw-15.21)
Planes Will Sing "Die Meinacht" and "O Liebliche Wagnen" By Brahms; Miss Philo, Korngold's "Die Tote Stadt"; Orchestra, Variations and Scherzo from Mendelssohn's "Midsummer Night's Dream," and "Daphnis and Chloe," from Handel's Second Suite

*** CBS-Salt Lake City Tabernacle Choir & Organ:** KFJ KSCJ KLRA (sw-21.52)

KMBC-New Tunes for Old KMOX Headlines of the Week WDAF-Carveth Wells
WFB-Melodies from Painterville WNA-X-Warner Imig

11:45
KFBI-Methodist Services
WFB-Travel Man
WMT Music Hall (NBC)
WNA-Maurice Ford

AFTERNOON

12:00
NBC-Lucille Manners, sop.; Orch.: WOW WDAF (sw-15.33)

CBS-Church of the Air; Rev. Eugene J. Callahan; KFJ KLRA KFAB KMOX WIBW KSCJ (sw-15.27)

KFBI-Gene Peiper's Orch.
KFJQ-Pipe Organ
KMBC-News; Dog Stories
KTHS Music Hall (NBC)
KWTO-Luncheon Lyrics
WFB-Dance Melodies
WHO-Hour of Smiles
WNA-X-Sacred Service
W9XBY-Chuck Wagon Opera

12:15
KMBC-Metropolitan Moods
K500-Music of All Churches
KTHS-Dance Orch.
WDAF-Pepper-Uppers

12:30
NBC-Highlights of the Bible; "Moral Neutrality," Dr. Frederick K. Stamm; Glee Club, dir. Charles A. Baker; KOIL KTHS WREN

CBS-Frank Mannheim; piano; KFJ WIBW KSCJ KMBC (sw-15.27)
First Sonata, Opus 4, (A) Minor, (F) Largo, (C) Presto, Chopin

NBC-Roger Williams Tricentenary. Speakers: WOW WDAF KSD
Carveth Wells; KMOX KFAB KLRA Ben M. Bogard
K500-S. D. Education Assn.
KVOO-Music You Remember
KWK-Smoke Dreams
KWTO-Midday Meditations
WFB-Zerlin Nash
WMT-Music of the Moment
WNA-X-Waltz Melodies

12:45
CBS-Eddie Dunstetter Entertains: WIBW KMBC KSCJ KFJ (sw-15.27)

KFBI-Lois, Joe & Ernest
KSD-Moving Stories of Life
K500-News
KVOO-Music for Men
WFB-Booker Carter
W9XBY-Gypsy Stardust

1:00
* CBS-Pyppagh Symph. Orch.: Reed Kennedy, bar., guest; KLRA KFAB KMOX KMBC (sw-15.27)

Mr. Kennedy's Numbers Include the Orpheus from Verdi's "Otello"; Schubert's "Benedetto"; "The Hills of Home," Fox; and "You Are Free" from Joseph's "Apple Blossoms." The Orch. Conducted by Antonio Medarilli, Presents "March Dances" from Liszt's "Ballet Dances"; the Intermezzo from "Cavalleria Rusticana" by Mascagni; "The Merry Dance from Blue"; "Garden"; "Funeral March of a Marionette," Gounod and "Requiem's Third Journey" from Wagner's "Gottterdammerung."

*** NBC-Magic Key; Symphony** Orch.; Herbert Eroh, tr.; Saul Goodman, instrumentalist; Robt. Benchley, humorist; Scenes from "White Horse Inn," guests: KVOO KOIL KTHS WREN WMT KWK (sw-15.21)
NBC-Landt Trio & White: (sw-15.33)
Travels with Mary Ward: KFJ KWTO
KFBI-Mary Ellen Rathbun
KSCJ-School Hour
KSD-Community Forum
K500-B. A. Rolfe's Orch.
WDAF-Headlines of the Week
WFB-Broadway Melodies
WHO-News
WJBW-Coleman Family
WNA-X-Lawrence Welk's Orch.
WOW-Swing Time
W9XBY-Stars Over Manhattan

1:15
KFBI-Lois & Joe
KFJ Quartet
WFB-Karveth Hour
KSCJ-Carveth & Sally
K500-Music You Remember
KWTO-News
WFB-Power Parade
WHO-Super Songsters
WOW-Whitney Ensemble (NBC)

1:30
NBC-Thatcher Colt Mysteries
KSD WHO WOW WDAF (sw-15.33)

KFBI-Betty Huxell, Council Grove, Kans.
KFJ-Variety Concert
KFJ Carveth Wells, Explorer
KSCJ Harlan McKelvey
K500-Musical Gems
KWTO-Colonial Courtesy
WFB-Swing Fiesta
WJBW-Concert Master
WNA-X-Bohemian Band
W9XBY-A Toast to Melody

1:45
CBS-Al Roth's Orch.: KMBC KSCJ WIBW KLRA (sw-15.27)

KFAB-Governor Cochran
KMOX-Horner for Gov., speaker
KWTO-Melody Matinee
WFB-News of the Week

2:00
* NBC-Metropolitan Opera Auditions; Solists; Orch.: KSD WHO WDAF WHO (sw-15.33)
CBS-Everybody's Music; Howard Barlow, cond.; KSCJ KMBC KMOX KLRA KFAB WIBW (sw-15.27)
Today's All-Sibelius Concert Class
The Series with the "Ballad from the 'King Christian Reuben Suite, and Pansophy No 2 K500 (F) Major

NBC>Your English: KOIL KVOO KTHS WMT WREN
KFBI-Hour of What is Worth While
KFJQ-Amateur Show
KFJ Town Tattler
K500-Hi Hilarities Comedy
KTHS Dance Orch.
KWK Amateur Prgm.
KWTO-Singing Strings
WFB-Modern Melodies
WNA-X-Roseland Kids
W9XBY-Unity Concert Band

2:15
NBC-Christine Johnson, sop.; Orch.: KOIL KTHS KVOO WREN
KFBI-Ralph Heald, bass
KFJ Talk by John Houston
K500-Quartette
WFB Reminders
WMT>Your English Sons of the Pioneers

2:30
* NBC-Grand Hotel; Anne Seymour; WHO WOW WDAF (sw-15.33)
NBC-Our Neighbors: KTHS WREN KOIL (sw-15.21)
KFBI-Alert Male Quartet
KFJ-Everybody's Music (CBS)
K500-Dance Parade
KVOO-Songs That Never Grow Old

LOG OF STATIONS

LISTED IN EDITION B-CENTRAL SOUTHWEST

Call Letters	Kilo-cycles	Power Watts	Location	Net-work
KFAB	770	10,000	Lincoln, Nebraska	CBS
KFBI	1050	5,000	Abilene, Kansas	Local
KFEQ	680	2,500	St. Joseph, Missouri	Local
KFH	1300	5,000	Lawrence, Kansas	CBS
KFKU	1220	5,000	Wichita, Kansas	Local
KGBX	1230	500	Springfield, Missouri	NBC
KGNF	1430	1,000	Lincoln, Nebraska	Local
KLRA	1390	2,500	Little Rock, Arkansas	CBS
KMBC	950	5,000	Kansas City, Missouri	CBS
KMOX	1090	50,000	St. Louis, Missouri	CBS
KOAT	830	50,000	Denver, Colorado	NBC-B
KOIL	1260	2,500	Omaha, Nebraska	NBC-B
KRNT	1320	1,000	Des Moines, Iowa	CBS
KSCJ	1330	5,000	Sioux City, Iowa	CBS
KSD	550	1,000	St. Louis, Missouri	NBC-B
KSO	1430	1,000	Des Moines, Iowa	NBC-B
KSOO	1110	2,500	Sioux Falls, South Dakota	Local
KSTP	1460	25,000	St. Paul, Minnesota	NBC
KTHS	1060	10,000	Fort Springs, Arkansas	NBC
KUOA	1260	1,000	Fayetteville, Arkansas	Local
KVOO	1140	25,000	Tulsa, Oklahoma	CBS
KWK	1350	5,000	St. Louis, Missouri	NBC-B
KWTO	560	1,000	Springfield, Missouri	NBC
WBAP	800	50,000	Fort Worth, Texas	NBC & TQN
WBMM	770	50,000	Chicago, Illinois	CBS
WCCO	810	50,000	Minneapolis, Minnesota	CBS
WDAF	610	5,000	Kansas City, Missouri	NBC-B
WENR	870	50,000	Chicago, Illinois	NBC-B
WFAA	800	50,000	Dallas, Texas	NBC & TQN
WGNT	720	50,000	Chicago, Illinois	MBS
WHO	1000	50,000	Kansas City, Missouri	Local
WIBW	580	5,000	Des Moines, Iowa	NBC-B
WLST	870	50,000	Topka, Kansas	NBC-B
WLWT	700	500,000	Cincinnati, Ohio	NBC & MBS
WMAQ	670	50,000	Chicago, Illinois	NBC-B
WMT	600	2,500	Cedar Rapids-Waterloo, Ia.	NBC-B
WNA-X	570	5,000	Yankton, South Dakota	CBS
WOW	590	5,000	Omaha, Nebraska	NBC-B
WREN	1220	5,000	Lawrence, Kansas	NBC-B
WSMT	650	50,000	Nashville, Tennessee	NBC
W9XBY	1530	1,000	Kansas City, Missouri	Local

SHORT WAVES
Symbol after a program, like (sw-9.53), means that program is broadcast on short waves on 9.53 megacycles.

TQ-N-Texas Quality Network
-Night Programs Only
-Special Programs Only

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

Bell Δ indicates religious services and programs. Star \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.

WE EXPLAIN

RADIO GUIDE begs your pardon for sometimes failing to list Presidential and political broadcasts, but the editors are powerless to remedy this situation. The omission of such listings occurs only when these special programs are scheduled by the broadcasting companies too late for RADIO GUIDE's date of going to press. RADIO GUIDE is strictly non-partisan and impartial. It is our endeavor to list every program on the air, you may be assured

EWTO-University of the Air
WFB-Belle Neving
WMT-Clark Tabernacle
WNA-X-Variety Matinee
W9XBY-Afternoon Arias

2:45
KVOO-Movie Reporter
KWTO-Melody Palette
WFB-Havana Casino

3:00
NBC-Widow's Sons: WOW WHO (sw-9.53)
CBS-Ma & Pa, sketch: KSCJ KLRA KMBC KMOX WIBW KFJ KFAB (sw-5.27)

NBC-National Vespers; Dr. H. Emerson Fosdick; "Six Ways in Which Modern Man Can Pray"; WREN KOIL KWK KTHS
KFBI-Emporia Sunshine Band
KFJQ-Colonel Courtesy
KVOO-Carveth Wells, explorer
KWTO-Ave Maria Hour
WDAF-Sunday Players

WFB-Vocal Varieties
WMT-to be announced
WNA-X-Barn Dance Show
W9XBY-A World of Music

3:30
NBC-1847 Musical Camera; Josef Cherniavsky, dir.; Willie Morris, sop.; Choral Singers; Concert Orch. (Premiere); WOW (sw-9.53)
CBS-Sunday Serenade: WIBW KFJ KSCJ KMBC KLRA KMOX (sw-15.27)
NBC-Sen. Fishface & Prof. Figgibottle; Orch.: WREN KOIL KTHS
 Δ Lutheran Hour: KFAB KWK
KFBI-Ministerial Alliance
KFJQ-True Confessions
KWTO-Airport Pickup
KWTO-Jewel Box
WDAF-Variety Prgm.
WFB-Shades of Black & White
WHO-Dance Rhythms
WMT- Δ Walnut Street Church
W9XBY-The Dictators

3:45
KFEQ-Travels of Mary Ward
KVOO-Musical Prgm.; Δ Judge Rutherford
KWTO-To be announced
WDAF-Gateway Liar's Club
WHO-Service men

4:00
* NBC-Marion Talley, sop.; Josef Koestner's Orch.: WDAF WHO KSD WOW (sw-9.53)
"Glimmering Mtn." Prim.; "Little Boy Blue." Berens; "March of the Winds." Gallo; "Panna, City of My Dreams, and 'The Old Swagel Cruise." Paul Taylor Chorus Will Present Taylor's Arrangement of "Liebestraum" by Liszt
NBC-We, the People; Phillips Local, dir.; Mark Warnow's Orch.; KWK WMT KTHS
WREN KOIL KVOO (sw-15.21)
Five Persons, Each More Than 100 Years Old, Will Come to New York to Appear on Program. Also, Robert Ashby, Resident of Duluth, Who's Teeth Are Studded with Diamonds, If Bad Weather, Commentaries May Not Appear
CBS-Your Unseen Friend: KFAB KMOX (sw-11.83)
"Can Mothers Love Replace a Husband's Love?"

KFBI- Δ Swedish Services
KFEQ-Minstral Show
KFJG-Guy Snyder, organist
KLRA-Variety Musicale
KMBC-Musicale
KSCJ-Morningside College Prgm.
K500-Whispering Strings
KWTO-Little Audrey
WFB-Missouri Maids
WIBW-Union Swing Time
WNA-X-Ranch House Boys
W9XBY-Townsend Prgm.

4:15
KFJ Prince of the Piano
K500-WPA Concert
KWTO-Literary Miscellany
WFB-Donald Novis
WIBW-To be announced

4:30
CBS-Eddie House, organist:
KSCJ KFAB
KSCJ-Smiling Ed McConnell; Palmer Clark's Orch. & Choral Group; Irma Glen, organist;
WHO WDAF WOW KSD (sw-9.53)

* NBC-Col. Stoopnagle & Budd; Don Voorhees' Orch.: WMT KWK KOIL WREN (sw-15.21)
CBS-Guy Lombardo's Orch.: KMBC KFJ KMOX (sw-11.83)

KFBI-Blue Aces, Bohemian Band
KLRA Popular Tunes
K500-Salon Sketches
KTHS-Art. Musicale
KVOO Glenn Condon
KWTO-Boy Scout Band
WFB-Spotlight Revue
WIBW-Colonel Courtesy
WNA-X-Univ. of South Dakota
W9XBY-Vocal Varieties

4:45
KFEQ-Variety Prgm.
K500-Harry Hadley Schyde, basso
KVOO-Southland World of Sports
WFB-Jerome Carrington
WIBW- Δ Christian Science Prgm.
W9XBY-Pages from An Old Hymnal

5:00
NBC-Catholic Hour; "St. Therese & the Missionary," Rev. Thomas J. McDonnell; KTHS WDAF WOW KVOO (sw-9.53)
* CBS-Joe Penner, comedian; Jimmie Grier's Orch.: KMBC KFAB KMOX (sw-11.83)
NBC-Echoe from the Orch. Pit: KWK WREN KOIL
KFBI-Mrs. Alfonso Klenda Puppils
KFJ Sunflame Singer
KLRA-Carveth Wells
KSCJ-Democratic State Comm.
KSD-Office Girls, Allan Clarke, bar.
K500-News
WIBW-Embassy Club
WHO-Air Is Yours
WIBW-Petite Musicale
WMT-Cupid's Court
WNA-X-Amer. Legion Prgm.
W9XBY-Home Sweet Home

5:15
KFBI-Sports Review
KFJ-Graham Quarter Hour
KSD-Bandmaster
K500-Sports Review
KWTO-P. T. A. Council
WFB-Twilight Hour

5:30
* NBC-PRINCESS PAT Presents A Tale of Today; Joan Blaine; WROW (sw-9.53)
* CBS-CHEVROLET PRESENTS Rubenoff & His Violin; Jan Peerce, Virginia Rea; Orch.: KMON KLRA KSCJ KMBC KFAB KFJ (sw-11.83)
Rubenoff Will Offer "I Can't Escape from You," from "Rhythm on the Range"; Mr. Peerce, "As My Love," Miss Rea, "Tales of the Vienna Woods"
NBC-To be announced: KOIL
KWK WREN
Pepper-Uppers: KSD KVOO
KFBI-Amateur Hour
KFEQ-News
* KFOR-RADIO GOSSIP (1210 kc)
K500-Timely Tunes
* KUOA-News; RADIO GOSSIP
KWTO Sports Center
WDAF-True Stories of Men in the Street
WHO-Northerners
WIBW-To be announced
WMT-Party Line
WNA-X-Southern Normal Prgm.
W9XBY-The Dictators

NIGHT

5:45
NBC-Armchair Quartet: WREN KOIL (sw-15.21)
Flora Gentry Sings Alton, Spillman, Turner in the Town; Come Where My Love Lays Dreaming, Foster; Lullaby, Brahms
KCMO-Melodrama Quartet
KGBX-Assembly Vespers
KWK-Sports Review
WMT-Playbox, drama

6:00
CBS-Prof. Quiz Brainbusters: KLRA KMOX KFAB KFJ (sw-11.83)
* NBC-Jack Benny & Mary Livingstone; Kenny Baker, tr.; Don Wilson, m.c.; Phil Harris' Orch.: KSD WHO WOW WDAF KVOO (sw-9.53)
NBC-To be announced: KOIL WREN (sw-11.87)
KFBI-Mary Ellen Rathbun
KGBX-News
KMBC- Δ Radio Vespers
KSCJ-Professor Quiz
KWK-Music You Remember
WNA-X- Δ Religious Service
W9XBY- Δ Vesper Hour

6:15
KFBI-Sports Review
KGBX-Disk Singer
KMOX-Travelogue
KOIL-Dem. State Comm.
KWK-String Symphony (NBC)
WMT-To be announced (NBC)
W9XBY-Variety Prgm.

6:30
NBC-Fireside Recitals; Sigurd Nilssen, basso; Helen Marshall, sop.; Frank St. Leger, cond.; KSD WDAF WOW WHO
* CBS-Phil Baker; Hal Kemp's Orch.; Agnes Moorehead; Foster's Δ vocal septet: KLRA (sw-11.83)
That Inexpressible Editor (Phil Baker) of "The Gazette," Montreal Newspaper, Says You Saw Him, That of "Gossip" & "Music Critic"

* NBC-STANDARD BRANDS Present Robt. L. "Believe it or Not" Ripley; Orzue Nelson's Orch.; Shirley Lloyd, vocalist; KWK WMT KOIL WREN KVOO (sw-11.87)
CBS-Herbert Foote's Musicale: KSCJ KFAB WNA-X
KFBI-Amateur Hour
KFJ-Mrs. Newman Presents
KGBX-Pepper-Uppers
KMBC Thank You Stusia
KMOX-Horner for Governor
WBBM-History in the Making
WIBW-Music Box
W9XBY-Futura

6:45
NBC-Sunset Dreams: KSD WHO WDAF WOW (sw-9.53) (also at 10 p.m.)
KGBX-Frank Parton
KMBC-Melody Palette
WIBW-Variety Prgm.
W9XBY-Sunday Night Supper Dance

7:00
* CBS-VICK CHEMICAL CO. presents Open House, starring Nelson Eddy, bar.; Francis White, sop.; Josef Pasternack's Orch.: KRNT KLRA WBBM KMBC KFAB KMOX WCCO KSCJ WIBW WNA-X KFJ (sw-11.83)

PLEASE NOTE: Symbol in parentheses, such as (sw-9.53), appearing after a program listing indicates that this program may be heard by tuning to 9.53 megacycles frequency on your short-wave dial. For foreign short-wave programs, please see page 20.

★ NBC-Good Will Court: WDAF KV00 KSD WFAA WHO WOV WMAQ KSTP WLW KOA WSM (sw-9.53)
 NBC Symphonique Moderne: KSO WREN WMT KOIL (sw-11.87)
 KFBI Christian Science
 KGBX Love Story
 KWR State Committer Speaker WENR Symp. Orch.
 WGN Diamond City News
 W9XBY Vagabonds of the Prairie

7:15

KFBI Mary Ellen Rathbun
 KGBX Toots Bennett, songs
 WGN News; Sports Shots
 W9XBY Postal Oddities

7:30

★ CBS-TEXAS CO. PRESENTS The Fire Chief Prgm., Starring Eddie Cantor; Parkyakarkus; Bobby Breen, Deanna Durbin; Jacques Revard's Orch.; KFAB KMOX KLRA KMBC KSCJ KFH WBBM WCCO KRNT WIBW WNAX (sw-11.83)
 NBC Romance of '76: WREN WENR WMT KOIL KSO (sw-11.87)
 KGBX Amer. Family Robinson KWK Musical Prgm.
 WGN Harold Stokes' Orch.
 W9XBY Rio Grande Serenades

7:45

KGBX 20th Century Serenade
 KWK Voice of Friendship
 WMT Political Talk

8:00

★ NBC-ANDREW JERGENS CO. Presents Walter Winchell: KWK KSO WLW WMT WENR KOIL WREN (sw-11.87)
 ★ CBS-Sunday Evening Hour; Richard Bonnell, bar., guest; Orch., dir. Alexander Smallens: KMOX KFH KRNT KFAB KLRA KMBC WNAX WCCO KSCJ WBBM WIBW (sw-11.83)
 NBC Manhattan, Merry - Go-Round, Pierre La Kreun, thr.; Men About Town; Rachel Carley, vocalist; Andy Sannella's Orch.; KOA WFAA WHO KSD WDAF WSM KSTP WMAQ WOW KTHS (sw-9.53)

KGBX Americana
 KV00 Musical Prgm.
 WGN Wonder Show
 W9XBY Tarvel Revue

8:15

★ NBC-Paul Whiteman's Musical Varieties; Ramona; Roy Bargy; Durelle Alexander; Bob Lawrence, bar.; The King's Men; Guests: WLW KOIL WMT KSO KWK WREN WENR (sw-11.87)

8:30

★ NBC-BAYER ASPIRIN PRESENTS American Album of Familiar Music; Frank Munn, tenor; Bertrand Hirsch, violinist; Gus Haenschen's Orch.; KOA WSM WFAA WDAF KSTP KSD WHO WMAQ WOW (sw-9.53)
 KGBX People in the News
 KTHS Dance Orch.
 W9XBY Metropolitan Church

8:45

KGBX World Dances

9:00

★ NBC-Edwin C. Hill, the Speculator; Harry Sosnik's Orch.; KWK WREN WMT WENR KSO WLW KOIL (sw-6.14)
 CBS Community Sing; Milton Berle, comedian; Billy Jones & Ernie Hare, interviews & songs & Wendell Hall, sing leader; Andy Sannella's Orch.; WBBM KRNT KMBC KFAB KMOX KLRA WCCO KSCJ WIBW KFH WNAX (sw-6.12)
 NBC Motors; Concert Symphony Orch., dir. Erno Rapce; Ruth Slezeynski, child concert pianist, guest; WOW KSTP KTHS WMAQ WSM WBAP KTHS WHO KOA WDAF (sw-9.53)
 KGBX Human Side of Music KSD Sports; Musical Cocktail
 WGN Dick Jurgen's Orch.
 W9XBY Associated Music Hall

9:15

WGN Freddy Martin's Orch.

9:30

NBC Dreams of Long Ago, dramatization of Old Time Songs
 WENR WREN
 KGBX Nick Sturialy's Orch.
 KOIL News
 KSO Gems of Rhythm
 KWK News; Musical Interlude
 WGN Kay Kyser's Orch.
 WLW Unsolved Mysteries, drama
 WMT Jimmy Jackson's Orch.
 W9XBY Evening Memories

9:45

CBS-Kaltenborn Edits the News: KFAB KLRA KFH KSCJ KRNT WBBM WNAX (sw-6.12)
 KGBX Three Rhythm Kings
 KMBC-Erle Smith
 KMOX To be announced
 KOIL E. P. Chase, editor
 KSO Hadassah Conv. (NBC)
 KWK Happy Valley Folks
 WCCO Bernie Bierman
 WIBW News
 W9XBY Evening at Country Club

10:00

NBC Judy & the Bunch; News: WSM WREN
 CBS News; Artie Shaw's Orch.; KLRA WBBM KFAB KRNT KSCJ WCCO WNAX KMOX
 NBC Henry Busse's Orch.; WOW WMAQ WHO (sw-9.53)
 NBC Sunset Dreams: WBAP KOA KTHS (also see 6:45 p.m.)
 Variety Prgm.: KMBC KFH News: KRNT WENR
 KGBX Gems from the Classics
 KSO Seven-Up Prgm.
 KSTP Beauty That Endures
 KWK Range Riders
 WDAF Soloist
 WGN Ted Fiorite's Orch.
 WIBW American Legion
 ★ WLW-Paul Sullivan, news room
 WMT Electric Park Broadcast
 W9XBY Gospel Tabernacle

10:15

★ NBC-ANDREW JERGENS CO. Presents Walter Winchell: KOA KTHS WSM WBAP
 CBS Artie Shaw's Orch.; KFH NBC Henry Busse's Orch.; KSD WDAF
 NBC Shandor, violinist: KOIL WREN
 Yesterday, Baucier; Little Bit of Heaven, Ball, Drink to Me Only with Thine Eyes; Afternoon; L'Amour Toujours, L'Amour, Pami

Sunday October 25

News: KRNT KSO WCCO WHO WMT KSO
 KMOX Lang Thompson's Orch.
 KSTP News; Sports
 KWK Happy Hal
 WENR Phil Levant's Orch.
 WIBW Radio Forum
 WLW Old Fashioned Girl

10:30

NBC News; Xavier Cugat's Orch.; WMAQ WDAF WHO (sw-9.53)
 ★ NBC-Jack Benny & Mary Livingstone; Orch.: KOA
 CBS Roger Pryor's Orch.; KFAB WCCO WNAX KSCJ WIBW KFH KRNT WBBM
 NBC Aretha Bleyer's Orch.; KSO KGBX WREN KSTP WMT
 ★ NBC-Paul Whiteman's Varieties: WSM WBAP KTHS
 MBS Little Jack Little's Orch.; WGN WLW
 KLRA Baptist Church
 KMOX Boyd Raeburn's Orch.
 KOIL Freddie Ebener's Orch.
 KSD News; Dem. City Central Committee
 KWK Virginia Homan, pianist
 WENR Glen Gray's Orch.
 WOW News
 W9XBY Rhythm Moods

10:45

KMOX Hal King's Orch.
 KWK Eddie Dundstedter's Orch.
 WCCO Cecil Hurst's Orch.
 WOW Xavier Cugat's Orch. (NBC)
 WREN Nat'l Youth Admin.

11:00

NBC Will Osborne's Orch.; KSD WDAF WHO WOW KGBX
 NBC Fletcher Henderson's Orch.
 KSO KSTP WMT KWK KOIL WREN WMAQ (sw-6.14)
 CBS Vincent Lopez' Orch.; KFAB KSCJ WNAX WIBW WBBM KRNT KMBC KLRA KFH
 KMOX Eddie Fitzpatrick's Orch.; WREN KSTP KOIL KSO KWK WMT (sw-6.14)
 MBS Louis Prima's Orch.; WGN WLW
 KOIL Freddie Ebener's Orch.
 WENR Jesse Crawford, organist
 WMAQ Phil Levant's Orch.
 WSM Francis Craig's Orch.
 W9XBY Stories of the Super-natural

11:15

NBC Will Osborne's Orch.; WSM WBAP
 KMOX Vincent Lopez's Orch. (CBS)

11:30

NBC Blue Barron's Orch.; KSD WOW WDAF WHO
 CBS Frank Bailey's Orch.; KFH KFAB WBBM KSCJ WNAX WCCO WIBW KRNT KMBC KMOX
 NBC Eddie Fitzpatrick's Orch.; WREN KSTP KOIL KSO KWK WMT (sw-6.14)
 MBS Louis Prima's Orch.; WGN WLW
 KOIL Freddie Ebener's Orch.
 WENR Jesse Crawford, organist
 WMAQ Phil Levant's Orch.
 WSM Francis Craig's Orch.
 W9XBY Stories of the Super-natural

11:45

KMOX When Day Is Done, organ
 WENR Louis Panico's Orch.
 News: KOA KSTP
 KMOX When Day Is Done; Organ
 KSO Rhythm Club
 WBBM News; Weather Man
 WLW Dance Orch.
 WOW Out of the Night to You
 W9XBY Midnight Frolic

12:15

KOA Bernie Cunnans' Orch.
 WBBM Carl Schroeder's Orch.
 WLW Johnny Lewis' Orch.

12:30

KOA Firelight Fanatics
 WLW Clyde Trask's Orch.
 WOW Musical Prgm
 W9XBY Pete Johnson's Orch.

12:45

WBBM Austin Mack's Orch.
 News: WBBM Roy Edralge's Orch.
 W9XBY Bus Motors' Orch.

1:00

End of Sunday Program:



Chevrolet presents

RUBINOFF

AND HIS VIOLIN

VIRGINIA REA
 JAN PEERCE

EVERY SUNDAY

*Columbia Network
 Coast-to-Coast*

5:30 P.M. CENTRAL STANDARD TIME

Network News Broadcasts

(For Nearest Station, Please Refer to Detailed Daily Program Listings)

CST Shown; For MST Subtract One Hour

SUNDAY

8:55 a.m.—CBS
 10:00 a.m.—NBC
 8:00 p.m.—Walter Winchell: NBC
 9:45 p.m.—Kaltenborn Edits the News: CBS
 10 p.m.—Paul Sullivan: WLW
 10:00 p.m.—CBS
 10:10 p.m.—NBC
 10:30 p.m.—NBC

MONDAY

8:55 a.m.—NBC
 9:00 a.m.—NBC
 5:30 p.m.—CBS
 5:30 p.m.—NBC
 5:45 p.m.—Lowell Thomas: NBC
 6:45 p.m.—Bea Ke Carter: CBS
 10 p.m.—Paul Sullivan: WLW

TUESDAY

Same as Monday
 WEDNESDAY
 Same as Monday
 THURSDAY
 Same as Monday except 5:30 p.m. CBS being omitted & with following additions:
 5:10 p.m.—CBS
 9:30 p.m.—March of Time: CBS

FRIDAY

Same as Monday except for following addition:
 6:30 p.m.—Edwin C. Hill: NBC

SATURDAY

9:00 a.m.—CBS
 9:00 a.m.—NBC
 5:10 p.m.—CBS
 5:30 p.m.—NBC
 11 p.m.—Paul Sullivan: WLW

Monday

October 26



Tito Guizar
See 5 p.m.

MORNING

6:30
KLRV Reveille

6:45
KLRV Musical Clock

7:00
NBC Morning Devotions: WREN KWK
CBS On the Air Today; The Oe-
nders: (sw-21.52)
★ NBC-Malcolm Clair: WOW
Musical Clock: KOIL KFEQ
News: WIBW WMT
KFAB-Oshkosh Slim
KFBI Timely Times
KFH Council of Churches
KGNF Morning Weather
KVOA Sunrise Prem.
KMBC-Tex Owens, songs
KSCJ Ye Town Criers
KSOO Sunrise Serenade
KVOO Breakfast Club: Home In-
stitute
WDAF Morning Bible Lesson
WHO Chores Gang
WNAX George B. Germain
W9XBY-Daily Devotional

7:15
NBC Good Morning Melodies:
WDAF WOW
NBC-William Meeder, organist:
WIBW
News: KMBW WHO KWK WHB
KFAB-Tunes 'n' Tunes
KFH Morning Exercises
KGNF Old Timers Music
KMOX Adm. Prgm. Works Prog-
ress
KGNF Round Up
KLRV Mystery Boys
KMOX Resettlement Adm. Prgm.
WIBW Hillbillies
WMT Chuck Wagon Boys
WNAX-Ranch House Boys
W9XBY-Top of the Morning

7:30
CBS-Lyric Serenade: KLRV (sw-
21.52)
News: KFEQ KOIL KUOA
KFWO
KFBI Joe & Ernest
KFH Fall of Party
KGNF Over the Coffee Cup
KMOX The Ramblers
KMBC Morning Musical Revue
KVOO Breakfast Club
KWK Mountain Minstrels
WDAF Melody Parade
WIB Musical Clock
WHO Musical Fashion Notes
WIBW Gospel Singers
WOW Variety Prgm.
W9XBY Ozark Opera

7:45
NBC Landt Trio & White, songs:
WREN WMT
CBS-Mantana Shim, yodeling row-
boy: KLRV (sw 21.52)
Musical Clock: WDAF KOIL
KFEQ
News: KSOO KVOO WOW
KFBI Cool Moments
KMBC Across the Breakfast Ta-
ble
KVOA Jovies
KWK Devotional Prgm.
KWTOT Hotshot Band
WNAX Howdy Brothers

8:00
★ NBC-Breakfast Club: WREN
KTHS (sw 15.21)
CBS Metropolitan Parade: KLRV
KFH (sw 21.52)
NBC Streamliners; News: WOW
KSD
Gene & Glenn: KMBC WIBW
KOIL WHO
KFBI Rev. Langmade
KGNF Morning Devotions
KMOX Views on News
KOIL Gene & Glenn
KSOO Musical Clock
KVOA God's Half Hour

KVOO Travels of Mary Ward
KWK German Band
KWTOT Dr. Pepper's Almanac
WDAF Birthday Bell
WMT Tim Brady's Roundup
WNAX Rosebud Kids
W9XBY Early Edition

8:15
KFAB-Jack Wells
KGNF Anson Weeks' Orch.
KMOX-Corn Huskers
KVOO Glenn Condon
KWK Musical Prgm.
KWTOT Tunes
WDAF Streamliners (NBC)

8:30
CBS Bill & Ginger: News: (sw-
21.52)
NBC Breakfast Club: KVOO
KOIL
CBS Richard Maxwell; News:
KLRV KFAB
KFBI-Hits & Encores
KGNF Round the Town
KMBC-Kitty Keene
KUOA Your Home
KWK Morning Melodies
KWTOT To be announced
WHB Kenneth Kay
WHO Musical Clock
WIBW-Unity School
WMT Morn. Music
WNAX Art Tatsum, pianist
W9XBY Morning Meditations

8:45
CBS Bachelor's Children: KMOX
(sw 21.52)
KTHS Helen & The Three Notes:
KFH
Party Line: KMBC WOW
KFAB News; Calendar
KFBI-Hollywood on Parade
KLRV-Morning Moods
KSCJ News
KSD Melodic Mementos
ESOO Singing Stars
KWK World Entertains
WHB Singing Strings
WIBW-Sarber Quarter Hour
WMT-Lou Webb, organist
WNAX Yodelin' Cowboy
W9XBY Coffee Cup Serenade

9:00
NBC News: Breen & de Rose:
WREN KTHS
NBC Mrs. Wiggs of the Cabbage
Patch, sketch: WDAF WOW
KSD (sw 15.33)
★ CBS-Betty & Bob, sketch:
KMBC KMOX KFAB (sw-
21.52)
News: KOIL WMT
Travels of Mary Ward: KFBI
KFH KWTOT KUOA
KFEQ-Friendly Hour
KGNF Quartet
KLRV-Variety Prgm.
KSCJ Pinto Pete
KSOO Markets & Melody
KVOO-Shannon's Shamrocks
KWK Musical Prgm.
WHB Regal Melodies
WHO Morning Melodies
WIBW Grocery Boys
WNAX Sacred Service
W9XBY News & Views

9:15
NBC Five Star Jones, sketch:
(sw 15.21)
NBC-Viennese Sextet: WREN
KTHS
NBC-John's Other Wife, sketch:
WDAF WOW KSD (sw 15.33)
CBS-Modern Cinderella, sketch:
KMOX KFAB KMBC (sw-
21.52)
News: WNAX KFBI KFH
KGNF Weather
KVOO-Orgen Revues
KLRV-Party Line
KOIL-Kitty Keene
KSOO Sketches in Melody
KUOA-Oddities
KVOO Handy Davis
KWK-Jean Davis, soloist
KWTOT-Souvenirs of Song
WHB-Missouri Maids
WHO-Hymns of All Churches
WIBW-Ma Perkins, sketch
WMT-Dana & Howdy
W9XBY-Friendly Neighbor

9:30
NBC-Josh Higgins of Finchville:
KTHS WREN WMT
CBS-John K. Watkins, News:
Betty Crocker; Hymns of All
Churches: KMBC KMOX
KFAB (sw 21.52)
NBC Just Plain Bill, sketch:
WDAF WOW (sw 15.33)
NBC Pepper Young's Family,
sketch: (sw 15.21)
KFBI Dude Rancher
KFEQ-Penny and His Accordion
KFH Grain & Stock Markets
KGNF-Paramount Organ
KLRV Magazine of the Air
KOIL Omaha Police Court
KSCJ To be announced
KSOO Markets; Slices of Life
Drama
KVOA Music Appreciation
KVOO Swing Session

KWK-Monticello Party Line
KWTOT News; Stockyards
WHB Songs by the Stars
WHO Betty & Bob
WIBW Housewives Prgm.
WNAX Lawrence Welk's Orch.
W9XBY Human Touch

9:45
★ NBC-Today's Children, sketch:
KSD WDAF WHO WOW (sw-
15.33)
NBC-Aristocratic Rhythm: WREN
(sw 15.21)
KFBI-World Bookman
KFH Prince of the Piano
KLRV Black & White Prgm.
KOIL Houseboat Hanna
KSCJ-Early Livestock Trade
KSOO Concert Hall
KTHS-Aunt Sammy's Chat
KVOO What's New at Vandevors
KWK News
KWTOT-Socialites; Weather
WHB-Story Behind the Song
WMT-Magic Kitchens
W9XBY-Remote Control

10:00
NBC-Herman & Banta, songs:
KTHS WREN KWK (sw-
15.21)
★ CBS-Magazine of the Air:
KFAB KMOX WNAX (sw-
21.52)
NBC David Harum, sketch: KSD
WHO WDAF WOW (sw-15.33)
KFBI-Lady of the House
KFEQ-Mary Ann, Home Maker
KFH Model Kitchen
KGNF-Opening Grain Markets
FLRA-The Dreamers
KMBC-Fashion Flashes
KOIL-Melody Lane; News
KSCJ News; Want Ad Rambles
KSOO Market & News
KVOO Women Voters; Commu-
nity Fund Broadcast; P. T. A.
Prgm.
KWTOT-Kitchen of the Air
WHB-Northside Municipal Sourt
WMT-Lou Webb, organist
W9XBY-Organ Rhapsody

10:15
NBC-Vagabonds: WREN KTHS
NBC To be announced: KSO
★ NBC-Backstage Wife, sketch:
KSD WDAF WOW WHO (sw-
15.33)
NBC-Home Sweet Home, sketch:
(sw 15.21)
KFBI News
KFEQ-Dairy Maid
KGNF Shoppers Prgm.
KLRV-Variety Prgm.
KMBC-Crystal Gazers
KOIL-Iowa Hour
KFH-The Home Maker
KMBC-Adrian L. Bowers
KSOO Dance Hour
KVOO Glenn Condon
KWK-Peggy Duncan, soloist
KWTOT-Nixy & Nicky
WMT-Homemaker's Matinee

10:30
★ NBC-Vic & Sade, sketch: (sw-
15.21)
CBS-Big Sister, sketch: WNAX
KLRV KFAB KMOX KFH
(sw 21.52)
NBC-The Honeyymooners: WREN
NBC-How to be Charming, sketch:
WOW WDAF KSD (sw 15.33)
KFBI Marie Gunzelman, organist
KFEQ-Interstate Old Timers
KGNF Words & Music
KMBC News; Notes
KSOO Bing Crosby
KTHS Home Lovers' Corner
KVOO-Orgen Revues
KWK-Rapid Service
KWTOT 4-Star Trio
WHB True Confessions
WHO-Party Line
WIBW-Protective Service
W9XBY-Good Morning Neighbor

10:45
★ CBS-Dr. Allen Roy Dafeo:
KMBC KMOX (sw 21.52)
★ NBC-Gospel Singer: WREN
KOIL WMT KWK (sw 15.21)
NBC-Voice of Experience: WOW
WHO WDAF KTHS KVOO
KSD (sw 15.33)
KFAB-Jangles
KFEQ-Mouty at the Piano
KFH Grain Markets; News
KGNF People of News
KLRV-Rhythmakers
KSCJ-Livestock Trade
KSOO Man on the Street
KWTOT-Paths of Memory
WHB-Modern Melodies
WIBW Party Line
WNAX Ragtime Band

11:00
NBC-Honeycomb, & Sassafras:
KTHS WREN KOIL
CBS-The Gumps, sketch: KMBC
KMOX (sw 21.52)
KFAB Markets; Weather Report

KFBI-Pa Perkins' Rural Rhythm
Boys
KFH To be announced
KGNF-Guy Lombardo's Orch.
KSCJ Ma Perkins, sketch
KSOO Markets; From Studio A
KUOA Farm & Home News
KVOO Party Line
KWK Sunshine Special
KWTOT Karl Zomar's Scrapbook
WDAF-Way Down East
WHB-Flashes from the Films
WHO Kitty Keene, Inc.
WIBW-Street Reporter
WMT-Variety Prgm.
WNAX Jimmy Barnett's Orch.
WOW-Album of Health & Beauty
W9XBY-Gus's Quarter Hour

11:15
NBC-Jack & Loretta Clemens:
WREN KOIL WMT
★ CBS-Between the Bookends:
KMOX KFAB KMBC (sw-
21.52)
★ NBC-Story of Mary Marlin,
sketch: KSD WDAF WOW
WHO (sw 15.33)
KFEQ-Prairie Schooner; Farm
Prgm.
KGNF Whispering Strings
KLRV-Songs that Never Grow
Old
KSCJ-Cecil & Sally
KTHS-Address by A. Copeland
Callen
KVOO News
KWK-Bing Crosby, songs
KWTOT-Chuck Wagner's Chuck
Wagners
WHB-Sweethearts on Parade
WIBW-Dinner Hour
W9XBY-Lather & Lyries

11:30
★ NBC-Nat'l Farm & Home Hr.:
WREN KVOO WOW WHO
KWK (sw 15.21)
CBS-Romance of Helen Trent,
sketch: KMBC KFAB KMOX
(sw 21.52)
CBS-Poetic Strings: KLRV
NBC Gene Arnold & Cadets:
KSD
KFBI-Lois & Joe Cook
KFH Reporter of Odd Facts;
Grain Market
KGNF-Livestock Markets
KOIL-Noonday Varieties
KSCJ-To be announced
KSOO-On the Mall
WDAF-Peck's on the Air
WIB-Melodies for Madame
WMT-German Band
WNAX-Pals of the Prairie
W9XBY-News & Views

11:45
CBS-Rich Man's Darling, sketch:
KMBC KMOX KFAB (sw-
21.52)
NBC-Rosa Lee, sopr.: KSD
News: WMT KFBI
KFH Shoppers' Trio
KGNF Open House
KSCJ-Farm Flash, News
KSOO-Hog Markets; Weather
KWTOT-Market Reporter
WDAF Star Gazer
WHB-Style & Smile Leaders
W9XBY-Television Flashes

AFTERNOON

12:00
NBC-Nat'l Farm & Home Hour:
KTHS WDAF
CBS-Merry-makers: KLRV (sw-
15.27)
NBC-Joe White, Inc.: (sw 15.33)
Crazy Water Hotel: WHB KOIL
Variety Prgm.; KFH WNAX
News: WIBW KGNF
KFAB Man on the Street
KFBI-Gene Peiper's Orch.
KFEQ-Markets
KMBC-News; Market News
KMOX-Let's Compare Notes
KSCJ-To be announced
KSD News; Markets
KSOO Grain Markets
KWTOT Luncheon Lyrics
WMT Hillbillies
W9XBY-What Shall I Do?

12:15
NBC-Hollywood High Hatters:
KTHS WDAF
CBS-Bluebirds, girls trio: KSCJ
(sw 15.27)
News: KOIL WNAX
KFAB Markets; Farm Prgm.
KFEQ-Thank You Susie
KFH To be announced
KGNF Rhythm Flyers
KLRV-National Bellas Hess
KMBC-Tex Owens, songs
KMOX Magic Kitchen
KSOO-Glancing Markets; Farm
Flashes
KUOA-Variety Prgm.
KWTOT Answer Man
WIBW News; Market Reports
WIBW-Market News

WMT-Question Man; Voice of
Iowa

12:30
NBC-Dan Harding's Wife, sketch:
(sw 15.33)
CBS-Rhythmaires: (sw 15.27)
NBC-Vaughn de Leath, songs:
KTHS KOIL
Variety Prgm.: KWK WDAF
News: KFEQ KWTOT
KFBI-Street Reporter
KFH To be announced
KGNF-Ambrose's Orch.
KLRV-Buckle Busters
KMBC-Midwesterners, quartet
KSCJ-Voice of the People
KSOO Markets; Rubinoff, violi-
nist
KVOO-Bob Mills' Playboys
WHB Noon-Time
WREN-Labor Party
WIBW Noonday Prgm.
WMT Markets; Hillbillies
WNAX-Brass Band
WOW News; Musicale
WREN-Tulsa Ted's Range Rider
W9XBY-Menu of Melodies

12:45
NBC-Dot & Will: WREN KOIL
★ NBC-Happy Jack, songs: KSD
WDAF (sw 15.33)
News: KSOO WHO
KFAB-Safety Sam, the Invest-
ment Man
KFBI Gene Peiper's Orch.
KFEQ Marge & Park
KFH Livestock Markets; Farm
Flashes
KGNF Terry Carpenter Talk
KLRV Rhythmaires (CBS)
KMBC-Woody & Songsmiths
KMOX-Inquiring Reporter
KSCJ-Livestock Trade
KTHS Jolly Cowboy
KWTOT Man in the Store
WIBW John Wahlstedt
WMT-Joe Doakes; Aunt Fanny;
Cornhuskers
WNAX-D. B. Gurney
WOW Man on the Street
W9XBY-20th Century Serenade

1:00
CBS-Big Sister, sketch: KMBC
★ NBC-Navy Band: WREN
KWK
NBC-American Education Forum:
WOW WDAF (sw 15.33)
CBS-News; Through A Woman's
Eyes: KFAB KFH KMOX
(sw 15.27)
KFBI-Lois, Joe & Ernest
KOIL-Curb Exchange
KSCJ-To be announced
KSD-George Hall's Orch.
KSOO-Cecil & Sally
KTHS Dance Orch.
KWTOT Organ Concert
WHB-Voice of Kansas City
WHO-Open House
WMT-Pointer Parade
WNAX Leo Terry Band
W9XBY-Television Flashes

1:15
CBS-American School of the Air:
KFH KSCJ KMBC KMOX
(sw 15.27)
KFAB-Mother Randall's Open
House
KFBI-Friendly Farmer
KLRV-Extension Lectures
KOIL-Kenneth Golden & Eddie
Belle
KSD-Norman Pauley, bar.
KSOO Hits & Bits
KTHS-Navy Band (NBC)
KOA-Variety Hour
KVOO-Embassy Ensemble
WHB-Harmony Hotel
WHO-Luncheon Music
WMT-Happy Returns; Interlude
W9XBY-Bands & Ballads

1:30
★ NBC-Music Guild: WOW (sw-
15.33)
News: KFAB KWK
KFBI-Ernest Kolman Bohemian
Orch.
KLRV-Ma Perkins
KOIL-Homemakers Club
KSD-News; Markets
KSOO Handy Davis
KWTOT Glenn, Jerry & Eddie
WDAF Houseboat Hannah
WIBW-Swing Fiesta
WHO-Market Report
WMT-Navy Band (NBC)
WNAX-Mother Randall

1:45
CBS-Happy Hollow, sketch:
KMBC KLRV KSCJ (sw-
15.27)
Judy & Jane: KFH KOIL WHO
WDAF KVOO
KFAB Markets
KFBI-Parade of Song
KFEQ-Mary, songs
KGNF-Sappers; Weather &
Markets
KMOX-Joe Karnes, pianist
KSD-Music Guild (NBC)
KSOO Drifting & Dreaming
KWK Navy Band (NBC)

KWTOT Nat'l Forest Prgm.
WHB-Romancing with Belle
Nevas
WNAX Hawaiians
WOW-Variety Prgm.
W9XBY Deep South

2:00
NBC-Pepper Young's Family
sketch: KSD WDAF WOW
WHO KVOO (sw 15.33)
★ CBS-Magazine of the Air:
KMBC
★ NBC-Rochester Civic Orch.:
Guy Fraser Harrison, con.:
WREN KOIL KWK (sw 15.21)
★ CBS-Al Pearce's Gang: KLRV
KSCJ KFAB (sw 15.27)
KFBI-Melody Matinee
KFH Grain & Livestock Market
KGNF-Peacock Court
KMOX-Barnyard Follies
KOIL-Police Bulletins
KSO-Hi & Lo
KSOO-In the Crimelight
KTHS-Rhythm Parade
KWTOT Market Reporter
WHB-Modern Melodies
WIBW-Kansas Homemaker
WMT-Freddy Hauck's Orch.
WNAX Bohemian Band
W9XBY-Leaders in Dance Time

2:15
★ NBC-Ma Perkins, sketch: KSD
KVOO WDAF WOW WHO
(sw 15.33)
KFBI Tonic Tunes
KFH All Request Hour
KGNF-Love Story Girl
KSOO-Club Sahara
KWK Soloist
KWTOT Jewel Box
WHB-Romancers
WNAX Ma Perkins, sketch

2:30
★ NBC-Vic & Sade, sketch: KSD
KVOO WDAF WHO WOW
(sw 15.33)
★ CBS-Concert Hall: E. Robert
Schultz, pianist: KFBI KSCJ
KLRV KFAB (sw 15.27)
KFBI-Lady of the House
KFBI Musical Prgm.
KGNF-Closing Grain Quotations
KMBC-Magazine of the Air
KSOO-World News Parade
KWK-Coyita Bunch
KWTOT Concert
WHB Dance Matinee
WIBW-Organalities
WMT-Rochester Civic Orch.
(NBC)
WNAX-Leo Terry Band
W9XBY-Afternoon Arias

2:45
NBC-The O'Nellis, sketch: KSD
WDAF WHO WOW KVOO
KFEQ-Memory Album
KGNF-Daily Musical Variety
KSOO-Peacock Court Dance
KWK-Way Down East
WHB-Harlem Harmonies
WIBW News
WNAX-The Uptowners

3:00
NBC-Marguerite Padula, songs:
WREN KWK KOIL WMT
(sw 15.21)
CBS-Dpt. of Education Ser-
vice; Safety Musketeers: KMBC
KLRV KFBI KSCJ (sw 15.27)
NBC-Operatic Gems: WDAF
WOW KTHS WHO KVOO
(sw 9.53)
Travels of Mary Ward: WIBW
KFEQ
News: KWTOT WNAX KSOO
KGNF
KFAB-Lose Harmony
KFBI-Lois & her Jolly Fellows
KMOX-Ma Perkins, sketch
WHB-Police Bulletins; Quizical
Quiz
W9XBY-Travel Time

3:15
CBS-Concert Miniatures: KLRV
KFH KMBC KSCJ KFAB (sw-
15.27)
★ NBC-Jackie Heller, Inc.: KWK
WREN KOIL WMT (sw 15.21)
KFBI-Tonic Tunes
KGNF-Harry Roy's Orch.
KMOX-Kitty Keene
KSOO-Question Box & Accor-
diana
KWTOT Brown-Eyed Blues Girl
WIBW-Sweet Music
WIBW-Kansas Roundup
WNAX-Pals of the Prairie

3:30
NBC-Landon Radio Clubs Prgm.:
WDAF WOW KVOO (sw 9.53)
CBS-Chicago Variety Hour: KFBI
KFAB KMBC KSCJ KLRV
(sw 15.27)
NBC-Tone Twisters: WREN
KWK (sw 15.21)
KFBI Musical Mart
KGNF-Cap Reporters
KMOX Houseboat Hannah
KOIL-Duane & Sally
KSOO-Skyride
KTHS-Matinee Melodies

Monday

October 26



Virginia Verrill
See 9:45 p.m.

Frequencies

KCMO-1370	KSO-550	WGN-730
KFB-770	KSO-1430	WHB-860
KFB-1050	KSO-1110	WHO-1000
KFH-1300	KSTP-1450	WIBW-880
KFKU-1220	KVOO-1140	WLS-770
KGBX-1230	KWV-1350	WLW-700
KBN-1430	KWV-560	WMAQ-670
KMOX-950	WBAF-900	WMT-600
KRDX-1090	WBBM-770	WNAK-570
KOA-830	WCCO-810	WOW-890
KOIL-1260	WDAF-610	WREN-1220
KRNT-1330	WENR-870	WSM-650
KSCJ-1330	WFAA-800	W9XB-1930

KFOA Secrets of Happiness
KWTO Rhythm & Romance
WHB Daily Staff Frolic
WHW Day Down East
WMT Dream Songs
W9XB Cocktail Hour
3:45
NBC Grandpa Burton, sketch:
KSD WHO
NBC Young Hickory, sketch:
KWTO WREN WMT KTHS
KWK (sw-15:21)
KLBB Ma Perkins, sketch
KGNF P.T.A. Prgm.
KMBC News Through a Woman's
Eye
KMOX Variety Hour (CBS)
KVOO News
WDAF The Puppet Maker
WNAK Swinging Strings
4:00
CBS Jr. Nurses Corps. (sw-
11:33)
NBC Joey Nash, tr.: WDAF
KSD WHO (sw-9:53)
CBS Howard Neumiller, pianist:
KFAB KSCJ KMBC KLRA
KFH
NBC Let's Talk It Over: KWK
KTHS KOIL WREN WMT
KFBI News
KMOX Organ Melodies; Medical
Securities
KSOO Harry Hadley Schyde,
bass
KVOO Musical Prgm.
KWTO Hits & Cures
WHB LeRoy, pianist
WIBW Sons of the Pioneers
WNAK Garden of Memories
WOW Interview with Aunt Sally
W9XB Black & White
4:15
NBC Tom Mix Straight Shooters
with Ranch Boys (sw-
9:53)
NBC Country Cousins, hillbilly
trio: WOV WDAF
CBS Dorothy Gordon's Children's
Corner: KLRA KSCJ KFH
(sw-11:33)
KFAB Baby & Betty
KFBI Rhythm & Romance
KGNF Victor Young's Orch.
KMOX Stardust
KMBC David Grooch's Sing Talk
KSD Emma Becker, sop.
KSOO Environmental Talk
KFOA University Prgm.
KVOO Michael Cooley's Orch.
KWTO Market Reporter
WHB News
WHB Landon Radio Club
WHB Carl Hadon's Hillbillies
WNAK March Kings
W9XB Musical Memoirs
4:30
CBS Treasure Adventures of Jack
Masters (sw-11:33)
CBS Distant, KLRA KSCJ
NBC String Ensemble: WOW
KTHS
★ NBC-The Singing Lady: (sw-
15:21)
NBC Glass Hatters: WREN WMT
KOIL
NBC Jack Armstrong, sketch:
(sw-9:53)
KFAB Crossroads of the Nation
KFBI Tunes in Black & White
KFEQ Apple Crier
KFH To be announced
KGNF Through Hollywood Lens
KMBC Gossip Club
KMOX Window Shoppers
KSD A Preaching Mission Spkr.
KSOO Jay Train
KVOO Twilight Serenade; Judge
Butcherford
KWR Young Men's Div. Chamber
of Commerce
KWTO Radio Parade
WDAF Star Gazer
WHB Sportlite Revue
WHO Rep. Nat'l Committee
WIBW Matinee
WNAK Rosebud Kids
W9XB Rural Rhythm
4:45
CBS Wilderness Road, sketch:
KMBC KSCJ KFH KLRA
(sw-11:33)
NBC Three Scamps: WDAF WOW
KTHS KND WHO (sw-9:53)
NBC Little Orphan Annie,
sketch: (sw-15:21)
NBC Donald McGibeny, commen-
tator: WREN KOIL KWTO
KFAB Master Singers
KFBI Fellowship Hour
ELEQ Quartet
KGNF Old Times Music
KMOX Piano Rental
KOA Mary Fisher
KWR Landa Ray, soloist
WHB Jerome Carrington
WMT Songs of Romance
5:00
NBC Education in the News:
KTHS WDAF WHO (sw-9:53)
CBS The Ginzar, tr.: KLRA
(sw-11:33)

CBS Three Queens & a Jack:
KFH
CBS Jr. Nurses Corps.: KFAB
KMOX KMB
★ NBC Army Band: KWK
News: WREN KSOO
KFEH Melodies
KGNF House of MacGregor
KOIL Sports Review
KSCJ To be announced
KSD News; Rhythm Makers
KVOO-Bill & Mary
KWTO Sports Center
WHB Embassy Club
WMT Peggy & Her Pals
WNAK Balladiers
WOW Curiosity Club
W9XB Super Serenade
5:15
NBC Tom Mix Straight Shooters:
KSD
CBS Bobby Benson, children's
sketch: (sw-11:33)
NBC Army Band: WREN KTHS
CBS Eddie House, organist:
KSCJ KLRA
NBC John Gurney, basso: WOW
(sw-9:53)
Wincklers: KFH KMOX
KFAB News
KFBI Evening Refrains-
KFEQ Sunbonnet Sue
KGNF Political Talk
KMOX Sonny & Buddy
KOIL Jack Armstrong, sketch
KSOO Sports Review
KLOA Story Book Land
KVOO Three on a Song
KWK Range Riders
KWTO Toby Tolliver's Tme-
smiths
WDAF Variety Show
WHB Twilight Hour
WHO Jr. Nurse Corp.
WNAK Yankton College
5:30
★ NBC-The Singing Lady: WMT
WREN KOIL
CBS News; Geo. Hall's Orch.:
KSCJ KFH (sw-11:33)
NBC News; Gale Page, contral-
to: WOW (sw-9:53)
Jack Armstrong, sketch: KMOX
WHO KLRA WDAF
News: KFAB KFEQ KVOO
KFAB-Diamond City News
KFBI Ralph Lewis, violinist
★ KFOR-1210 GOSSIP (1210
ke)
KGNF Hughesreel
KMBC Dick Tracy, sketch
KSD Terry & Tim Adventures
KSOO Diamond City News
★ KUOA-News: RADIO GOSSIP
KWK Chandu, the Magician
KWTO Florence Munsey, soloist
WHB Tonic Tunes
WIBW Jane Baker's Stories
WNAK Lone Cowboy
W9XB Invitation to the Waltz
5:45
★ NBC-Lowell Thomas, commen-
tator: (sw-15:21)
CBS-Rentrow of the Mounted:
KSCJ KMBC KFAB KFH
KLRA KMOX (sw-11:33)
NBC Orphan Annie, sketch: WMT
WREN KOIL
NBC Flying Time: (sw-9:53)
Little Orphan Annie, sketch:
KSD WNAK
KFBI Lois, Joe & Ernest
KRGX Toby Tolliver
KGNF Bart Woodyard's Orch.
KVOO Happy Fenton, accordion-
ist
KWK Basin Street Blues
WDAF Adventures of Frank Far-
rell
WHO Asher & Little Jimmie
WIBW News
WOW Musical Prgm.
W9XB Singing Strings
6:00
NBC Mary Small, songs: KVOO
WREN (sw-11:37)
CBS Sunset Serenade: KFH
★ NBC-Amos 'n' Andy, sketch:
KSD WHO (sw-9:53)
CBS-Wm. Hard, political com-
mentator: KFAB (sw-11:33)
NBC Otto Thurr's Orch.: WDAF
KFBI World Dances
KFKU Murder on the Potawato-
mie, drama
KGBX News Reporter
KLRA Uncle Mac
KMBC News, Band Plays
KMOX Headlines
KOIL Bob Summons
KSCJ Sports
KWK Rep. State Committee
WIPW To be announced
WMT Rhythm Club
WNAK Organ Melodies
WOW News Tower
W9XB Vagabonds of the Prairie
6:15
★ NBC-ALCA-SELTZER PRE-
sents Uncle Erza's Radio Sta-
tion: WDAF WOW KGBX
WHO

CBS Dixie Serenaders: KLRA
NBC Nationwide Poll Results;
John B. Kennedy, commen-
tator: KOIL KWK WMT (sw-
15:21) (also see 10:15 p.m.)
CBS Popeye the Sailor, sketch:
KMOX KFAB KMBC (sw-
11:33)
Rubinoff, violinist: KSCJ KSD
KFBI News
KFH Talk by John Houston
KLOA Sports Revue
KVOO Thank You Stusia
WIBW Presidential Poll
WREN Dinner Music
W9XB Futura
6:30
★ NBC-HORLICK'S MALTED
Milk Presents Lum & Abner,
sketch with Norris (Abner)
Gulf: WLW
★ CBS-COLGATE-PALMOLIVE-
Pect Co. Presents the Goose
Creek Parson, sketch: KFAB
KFH KMOX KLRA (sw-
11:33)
NBC John Herrick, bar.: WREN
News: KOIL WHO WNAK
Rubinoff, violinist: WDAF
KFBI
KGBX Monday Night Supper
Dance
KMBC Diamond City News
KSCJ Variety Prgm.
KSD Diamond City News
KVOO Colonel Courtesy
KWK Sport Review; News
WIBW This Rhythmic Age
WMT News; Political Parade
WOW To be announced
6:45
★ CBS-Boake Carter, commen-
tator: KMBC KMOX KFAB
(sw-11:33)
NBC Chas. Sears, tr.: WOW
Rubinoff, violinist: WNAK KOIL
KFBI Sports Review
KFH "Thank You, Stusia"
KGBX Collegiates
ELRA Musical Interlude
KSCJ Dr. Davies
KSD Illinois Repub. Org.
KVOO Head Drama; Sports
KWK-Gabriel Heatter
WDAF Hot Dates in Music
WHO Gene & Glenn
WIBW Gaieties
WMT Diamond City News
W9XB Theater of Sport
NIGHT
7:00
★ NBC-S. C. JOHNSON & SON
Present Fibber McGee & Molly,
sketch; Marion Jordan; Ted
Weems' Orch.: KSD WDAF
WHO WOW KSTP WMAQ
WSM WFAA KVOO (also see
11 p.m.)
CBS Horace Heidt's Brigadiers:
KMBC KMOX KLRA KRNT
KFAB WNAK WCCO WBBM
KFH (sw-11:33)
★ NBC-Helen Hayes in "Bam-
bi," drama; Jas. Meighan:
WLS KWK WMT KSO KOIL
WREN (sw-11:37)
KFBI Lamplighting Time
KGBX Radio Spotlight
FOA Sunset Serenade
KSCJ Eb & Zeb
WGN Clifton Utley
WIBW Metropolitan Moods
WLW For Men Only
W9XB Bunkhouse Party
7:15
KFBI Concert Hour
KGBX Al Stone
KSCJ Front Page Drama
WGN-Louis Prima's Orch.
WIBW Melodies
7:30
NBC Melodiana; Abe Lyman's
Orch.; Oliver Smith, tr. &
Bernice Claire, sop.: WREN
WENR KSO KWK KOIL WMT
(sw-11:37)
★ CBS-Pick & Pat; Benny Krue-
ger's Orch.: KMBC KFAB
KMOX WCCO KSCJ WBBM
KRNT KLRA (sw-11:33)
★ NBC-Margaret Speaks, sop.:
William Daly's Orch.: WDAF
WHO WOW KVOO KSD WSM
WLW WFAA WMAQ KSTP
(sw-9:53) (also see 10:30
p.m.)
KFBI Rubinoff, violinist
KFH Variety Prgm.
KGBX Diamond City News
KOA Dinner Hour Varieties
WGN The World of Sport
WIBW Rhythm Rhapsody
WNAK Ranch House Boys
W9XB Gene & Jack
7:45
KFBI Travels of Mary Ward
KGBX 20th Century Serenade
KOA Red Grange Contest

WGN State St. Seniors' Organi-
zation
WIBW Variety Revue
W9XB Ann Baker
8:00
★ CBS-Radio Theater: Robert
Taylor & Olivia de Havilland
in "Gruantak": WCCO KFAB
KLRA KMOX KFH WNAK
WBBM KMBC KRNT (sw-
11:33)
NBC Warden Lawes in "20,000
Years in Sing Sing": WDAF
WHO KSD WOW WMAQ KOA
(sw-9:53)
★ NBC-Greater Minstrels; Gus
Van; Bill Childs; Malcolm
Claire; Billy White; Joe Par-
sons; Harold "Red" Grange;
Guest: WLW KVOO KTHS
WFAA WREN KGBX WENR
WSM KSTP KOIL WMT KSO
KWK (sw-11:37)
KFBI Lamplighting Time
KSCJ To be announced
WGN-Gabriel Heatter
WIBW-Tuning Around
W9XB Union Station
8:15
KFBI Evening Refrains
KSCJ-Laux Brothers
WGN News; Sports Shots
W9XB One Night Bandstand
8:30
★ NBC-STUDEBAKER CHAM-
pions Present Richard Him-
ber's Orch.; Stuart Allen, bar.:
Guest: KSD KVOO WOW KOA
KSTP WFAA WMAQ WDAF
WLW WHO (sw-9:53)
WLB Meredith Wilson's Orch.:
WSM WENR WREN (sw-
11:37)
KGBX-Sol Bright's Holly-wai-
lians
KOIL Let's Go Places
KSCJ To be announced
KSO Eve Serenade
KTHS Dance Orch.
KWK Irish Minstrels
WGN Northerners
WIBW Variety Prgm.
WIBW Political Talk
WMT Political Talk
W9XB An Evening at the Coun-
try Club
8:45
KFBI Travels of Mary Ward
KGBX World Dances
KOIL Dem. State Committee
KTHS-Rubinoff, violinist
WIBW Tonic Tunes
WMT Rep. State Central Comm.
W9XB Edward McNamara
9:00
NBC-Ten Years in Retrospect,
drama: WENR WREN KOIL
KSO
★ CBS-Wayne King's Orch.:
KMBC KMOX WIBW WBBM
WCCO KRNT KFAB (sw-
6:12)
NBC Contented Prgm.; Vocalists;
Morgan L. Eastman's Orch.:
WOW WDAF WHO KOA KSD
WMAQ WSM KTHS WFAA
(sw-9:53)
MBS Famous Jury Trials: WGN
WLW
KFH Bethel College Prgm.
KGBX News
KLRA-Galaxy of Stars
KSCJ-Do You Believe in Ghosts?
KSTP Dem. State Central Comm.
WMT Organ Reveries
WNAK To be announced
W9XB-Walt Loehman & Ed
Cochrane
9:15
KGBX Hollywood on Parade
KSO-Curtain Calls
KSTP-Youngdahl Volunteer Com.

WMT Let's Talk About Books
W9XB March of the States
9:30
NBC Artie Hall's Radio Rubes:
WDAF WMAQ WOW KSD
CBS Roosevelt Progress: KMOX
KSCJ WIBW KFH WNAK
KRNT WBBM WCCO KFAB
(sw-6:12)
NBC-A Cappella Choir: WENR
KOIL WREN WMT KGBX
KSO WFAA
★ NBC-Musical Toast: (sw-9:53)
KLRA-Radio Night Club
KMBC-Engle Smith
KOA Ranger Serenade
KSTP-Sen. Frazer, talk
KWK News; Musical Interlude
WHO Songfellows
KTHS-Rep. John L. McClellan
WSM-Nat'l Fireade Hour
9:45
★ CBS-COLGATE-PALMOLIVE-
Pee Co. Presents the Goose
Creek Parson, sketch: KMBC
NBC-A Cappella Choir: KWK
CBS Vocals by Verrill: KSCJ
KLRA KFAB KRNT (sw-6:12)
MBS Dem. Prgm.: WGN WLW
KFH Otto Fischer, pianist
KMOX-Thank You Stusia
KSO-Stearns' Stylist
KSTP-Rep. State Vol Comm.
WBBM Bob McGrew's Orch.
WCCO Rubinoff, violinist
WDAF Variety Prgm.
WFAA-Jay Whiddon's Orch.
WHO-Horse Sense Philosophy
WNAK-Evening Meditations
W9XB-Fireside Fantasy
10:00
★ NBC-Amos 'n' Andy, sketch:
KOA WSM WDAF WBAF
WOW
CBS-Wm. Hard, commentator:
KMBC WCCO WIBW KFH
KMOX KRNT KSCJ
CBS-Ben Bernie's Orch.: KLRA
WNAK
NBC Tony Russell, songs: KGBX
KWK KSO WREN
NBC Charles Stenross' Orch.:
(sw-9:53)
CBS-Roger Pryor's Orch.: KFAB
WBBM
KOIL News
KSTP-Folk's Behind the News
KTHS-Joe Capraro's Orch.
WENR-Globe Trotter
WGN-Ted Furrto's Orch.
WHO Organ Melodies
★ WLW-Paul Sullivan, news room
WMAQ-Henry Busse's Orch.
WMT Wm. Hard, political com-
mentator
W9XB-Ten o'Clock Tunes
10:15
NBC Nationwide Poll Results;
John B. Kennedy, commen-
tator: WBAF WREN KTHS
(also at 6:15 p.m.)
CBS-Roger Pryor's Orch.: KSCJ
NBC Ink Spots: KOIL KGBX
(sw-6:14)
NBC-Henry Busse's Orch.: WOW
WDAF WSM (sw-9:53)
News: WHO KSO KRNT WCCO
WMT
KFH Dance Orch.
KMBC Nocturne
KMOX To be announced
KOA Thank You, Stusia
KSTP News; Sports
KWK Happy Hal
WENR-Phil Levant's Orch.
WIBW-Rhythm & Romance
WLW Old Fashioned Girl
W9XB-Rathskeller
10:30
★ NBC-Margaret Speaks, sop.:
Wm. Daly's Orch.: KOA (also
at 7:30 p.m.)

CBS-George Olson's Orch.: KSCJ
KFAB WBBM
NBC-Ray Noble's Orch.: WREN
WMT KSTP (sw-6:14)
CBS-Eddie Duchin's Orch.: KLRA
WNAK KRNT
NBC-Glen Gray's Orch.: WDAF
WSM KTHS KGBX WHO
KSTP WENR (sw-9:53)
News: WOW KOIL KMOX
MBS Dick Jurgens' Orch.: WGN
WLW
KMBC-Sports Review
KMOX-Headline Highlights
KWK Eddie Duchin's Orch.
WCCO-Rollie Johnson, Reports
WMAQ-Xavier Fugat's Orch.
W9XB-Don Torres' Orch.
10:45
CBS-George Olson's Orch.: WCCO
KFH To be announced
KMBC-Dance Time
KMOX Sports
KOIL-Freddie Eberne's Orch.
KWK-Ray Noble's Orch. (NBC)
WIBW-Nat'l Housing Prgm.
WOW-Glen Gray's Orch. (NBC)
W9XB-Danation
11:00
★ NBC-S. C. JOHNSON & SON
Present Fibber McGee & Molly:
KOA (also at 7 p.m.)
CBS-Joe Richman's Orch.: KSCJ
WBBM WNAK KRNT KFAB
KLRA
NBC-Shandar, violinist; Fletcher
Henderson's Orch.: WREN
WMAQ KSO KGBX KWK (sw-
6:14)
NBC-Magnolia Blossoms: WDAF
KSD WSM WOW WHO WENR
KFH News; King of the Vam-
pires
KMOX Eddie Duchin's Orch.
KSTP-Musical Comedy Revue
WCCO-Anson Weeks' Orch.
WGN Dance Orch.
WIBW News
WLW Moon River
End of Monday Programs

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WSB WSYR WLS WMC
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RICHARD HIMBER'S STUDEBAKER Champions
MONDAY
8:30 P.M. CST
WDAF - KSD
WHO - WOW
and Coast-to-Coast Network
NEW YORK'S SMARTEST DANCE MUSIC

Tuesday

October 27



Louise Massey
See 7 p.m.

Network Changes

Words & Music, formerly 1:15 p.m., now NBC 1 p.m. CST (12 noon MST)
Billy Mills & Co., formerly 3 p.m., now CBS 4:15 p.m. CST (2:15 MST)
Pop Concert, formerly 3:30 p.m., now CBS 4:15 p.m. CST (3:15 MST)

MORNING

7:00
★ NBC-Malcolm Claire: WOW CBS On the Air Today; Blue Links (sw-21:52)
NBC Morning Devotions: WREN KWK
Musical Clock: KFEQ KOIL KLRA
News: WMT WBW KFAB Oshkosh Slim KFBI Tonic Times
KFBI Choir of Churches
KGNF Morning Weather
KMBC Ted Owens, songs
KMOX World News Hour
KSCJ-TV Town Criers
KSOO News
KQOA Sunrise Prgm.
KVOO Breakfast Club; Home Institute
KWTO Sons of Pioneers
WDAF 2-Morning Bible Lesson
WHO Home Tang, Jr.
WNAAX George B. German
W9XBY Daily Devotional
7:15
NBC Good Morn. Melodies: WDAF WOW
CBS City Consumer's Guide: (sw-21:52)
NBC Organ Rhapsody: WREN News, WHO KMBC WBB KWK
KFAB Musical Almanac
KFBI Morning Exercises
KGNF Old Timers Music
KLRA Mystery Boys
WBW Hillbillies
WMT Chuck Wagon Boys
WNAAX Ranch House Boys
W9XBY Top 'O' The Morning
7:30
NBC Cheerio: WOW
CBS-Salon Musical: KLRA (sw-21:52)
Musical Clock: WDAF WBB News: KOIL KWTO KFEQ KUOA
KFAB Time 'n' Tunes
KFBI Lois, Joe & Ernest
KFBI Mr. Owen Show
KGNF Over the Coffee Cup
KMBC Steamboat Bill; Morning Musical Revue
KMOX The Ransdler
KVOO Breakfast Club
KWK Mountain Minstrels
WHO Fashion Notes
WBW Gospel Singer
W9XBY Ozark Opera
7:45
NBC Dandies of Yesterday: WREN WMT
Musical Clock: KFEQ KOIL News: KVOO WOW
KFBI Cool Moments
KMBC Across Breakfast Table
KQOA Jeeps
KWK Δ Devotional Prgm.
KWTO Hotshot Band
WNAAX Howdy Brothers
8:00
★ NBC-Breakfast Club: Orch.: KTHS WREN (sw-15:21)
CBS Chicago Parade: KLRA KMOX KFBI (sw-21:52)
NBC Streamliners: News: WOW KSD

Gracie & Glenn: KMBC KOIL
WHO WBW
KFBI Δ Rev. Langmade, Devotionals
KGNF Δ Morn. Devotions
KMOX Views on News
KSOO Musical Clock
KQOA Δ God's Half Hour
KVOO Travels of Mary Ward
KWK German Band
KWTO Dr. Pepper's Almanac
WDAF Birthday Bell
WMT Tim Brady's Roundup
WNAAX Rosebud Kids
W9XBY Early Edition
8:15
KGNF Anson Week's Orch.
KMOX Cornhuskers
KVOO Glenn Condon
KWK Musical Prgm.
KWTO Tonic Times
WDAF The Streamliners: News (NBC)
8:30
CBS Bill & Ginger, songs; News: (sw-21:52)
NBC Breakfast Club: KOIL KVOO
CBS Richard Maxwell, songs; News: KFAB KLRA KFBI
KFBI Hits & Encores
KGNF Music & Tune
KMBC Kitty Keene
KMOX Corn Huskers
KQOA Your Home
KWK Morning Melodies
KWTO To be announced
WBB Kenneth Kay
WHO Musical Clock
WBW Unity School
WMT Tonic Times
WNAAX Art Tatum, pianist
W9XBY Morning Meditations
8:45
CBS Bachelor's Children, sketch: KMOX (sw-21:52)
CBS Helen & the Three Notes: KFBI KLRA
KFBI News, Calendar
KFBI Hollywood on Parade
KMBC Party Line
KSCJ News
KSOO Singing Stars
KWK World Entertainers
WBW Singing Strings
WBW Variety Quarter Hour
WMT Lou Webb, organist
WNAAX Yodelin Cowboy
WOW Party Line
W9XBY Coffee Cup Serenade
9:00
NBC Mrs. Wiggs of the Calabaz Patch: WDAF WOW KSD (sw-15:33)
NBC News, Breen & de Rose: KTHS WREN
★ CBS-Betty & Bob, sketch: KFAB KMBC KMOX (sw-21:52)
Travels of Mary Ward: KFBI KFBI KWTO KUOA
Musical Prgm.: KWK KGNF KLRA
News: WMT KOIL
KFBI Friendly Hour
KGNF Quartet
KSCJ-WPA Prgm.
KSOO Markets & Melody
KVOO Shannon's Shamrocks
WBW Regal Melodies
WHO Morning Melodies
WBW Grocery Boys
WNAAX Δ Sacred Service
W9XBY News & Views
9:15
NBC Viennese Sextet: WREN KTHS KWTO
CBS Modern Cinderella sketch: KMOX KMBC KFAB (sw-21:52)
NBC John's Other Wife, sketch: WDAF WOW KSD (sw-15:33)
NBC Five Star Jones: (sw-15:21)
News: KFBI WNAAX
KFBI Songs That Will Never Grow Old
KGNF Weather Forecast
KLRA Party Line
KOIL Kitty Keene
KSOO Sketches in Melody
KQOA Oldies
KVOO Handy Ads
KWK Old Familiar Music
WBW Missouri Maids
WHO Hymns of All Churches
WBW Ma Perkins, sketch
WMT Louise Hathaway
W9XBY Friendly Neighbor
9:30
NBC Pepper Young's Family: (sw-15:21)
NBC Josh Higgins of Finchville: WREN KTHS WMT
CBS John K. Watkins; News: Betty Crocker; Hymns of All Churches: KMBC KFAB KMOX (sw-21:52)
NBC Just Plain Bill, sketch: WDAF WOW (sw-15:33)
KFBI Dame Rancher
KFBI Grad & Livestock Market
KGNF Paramount Organ
KLRA Magazine of the Air
KOIL Omaha Police Court
KSOO Markets; Songs That Never Grow Old
KUGA Music Appreciation
KVOO Swing Session
KWK Mantella Party Line
KWTO Radio Newsletters & Union Stockyards
WBW Song Stylists on Revue
WHO Betty & Bob
WBW Housewives Prgm.
WNAAX Leo Terry Band
W9XBY Human Touch
9:45
NBC Aristocratic Rhythms: WREN (sw-15:21)
★ NBC-Today's Children, sketch: WOW WHO KSD WDAF (sw-15:33)
KFBI World Bookman
KFBI Ben Henderson
KFBI Prince of the Piano
KLRA-Black & White
KOIL Houseboat Hanna
KSCJ Early Livestock Trade
KTHS Aunt Sammy's Chat
KVOO What's New at Vandeviers
KWTO Weather, Socialites
WBW Story Behind the Song
WMT Magic Kitchen
W9XBY Fashion Flashes
10:00
CBS Mary Lee Taylor: KFAB KMOX KLRA KFBI
KSOO Rhythm Boys: (sw-21:52)
★ NBC-Nellie Revell: KTHS KOIL WREN KWK (sw-15:21)
NBC David Harum, sketch: WOW WDAF KSD WHO (sw-15:33)
KFBI Lady of the House
KGNF Opening Grain Markets
KMBC Joanne Taylor's Fashion Flashes
KSCJ News; Want Ad Rambles
KSOO Markets & News
KVOO Come With Us
KWTO Kitehen of the Air
WBW Northside Municipal Court
WBW Lou Webb, organist
WNAAX Bohemian Band
W9XBY Organ Rhapsody
10:15
CBS Quality Times: East & Dumlee: KMOX (sw-21:52)
CBS Dr. Marrey, speaker: KSCJ KFAB
NBC Home Sweet Home, sketch: (sw-15:21)
★ NBC-Backstage Wife, sketch: KSD WOW WDAF WHO (sw-15:33)
NPC Vagabonds: WREN KTHS
KFBI Dairy Maid
KFBI Graham Quarter Hour
KWTO Nix & Nickey
KGNF Shoppers Prgm.
KLRA Variety Prgm.
KMBC Crystal Gazers
KOIL Iowa Hour
KSOO Dance Hour
KVOO Glenn Condon
KWK Peggy Duncan, soloist
KWTO Slim & Sharty
WMT Home-maker's Matinee
WNAAX J. P. DePester
10:30
NBC Mystery Chef: KSD (sw-15:33)
★ NBC-Vic & Sade, sketch: (sw-15:21)
NBC Moods: WDAF WOW
CBS Big Sister, sketch: WNAAX KLRA KFBI KMOX (sw-21:52)
NBC Honeymooners: WREN KTHS
KFBI Marie Gunzelman, organist
KFBI Paddy's Old Timers
KGNF Words & Music
KMBC News; Program Notes
KSCJ To be announced
KSOO Bing Crosby
KVOO Airport Pickup
KWK Rapid Service
KWTO Singing Salsalady
WBW Harmonizers
WHO Party Line
WBW Protective Service
W9XBY Good Morning Neighbor
10:45
★ NBC-The Gospel Singer: KWK WMT WREN KOIL KMOX (sw-21:52)
(BS Eleanor Howe's Homemakers Exchange: KMBC KLRA (sw-21:52)
NBC Walter Blustein's Orch.: KTHS WDAF WHO KSD (sw-15:33)
NBC Allen Prescott, Wife Saver: KFBI The Jangles
KFBI The Jangles
KFEQ Markets
KFBI Grain Market; News
KGNF Talk
KSCJ Livestock Trade
KSOO Man on the Street
KVOO Billy & Thelma
KWTO Playing the Song Market

WBW Modern Melodies
WBW Party Line
WNAAX Rhetoric Band
WOW Prudence Penny
11:00
NBC Christmas, songs: KSD (sw-15:33)
CBS The Gumps, sketch: KMBC KMOX (sw-21:52)
NBC Honeybug & Sasafra: WREN KTHS KOIL WMT
KFAB-Markets
KFBI-Pa Perkins' Rural Rhythm Bays
KFBI To be announced
KGNF Trade Guide
KLRA Morning Tunes
KSCJ Ma Perkins, sketch
KSOO Markets; From Studio A
KQOA Farm & Home News
KVOO Party Line
KWK-Bing Crosby, songs
KWTO Karl Zomer's Scrapbook
WDAF Was Down East
WBW Rhythm & Romance
WHO Kitty Keene, Inc.
WBW Street Reporter
WNAAX Leo Terry Band
WOW Album of Health & Beauty
W9XBY Δ God's Quarter Hour
11:15
★ NBC-Story of Mary Marlin, sketch: KSD WOW WDAF WHO (sw-15:33)
★ CBS-Between the Bookends: KMBC KMOX KFAB (sw-21:52)
NBC Women of '36, Political Talk: WREN KOIL KWK WMT (sw-15:21)
KFEQ Prairie Schooner; Farm Prgm.
KWTO Warner's Chuck Waggoners
KSCJ Cecil & Sally
KTHS Morning Melodies
KVOO News
KWTO Rhythm & Romance
WBW Sweethearts on Parade
WBW Dinner Hour
W9XBY Lather & Lyrics
11:30
CBS Romance of Helen Trent, sketch: KMBC KMOX KFAB (sw-21:52)
★ NBC-Hot Farm & Home Hour, Progress of the Agricultural Conservation Prgm.: WHO KVOO KTHS, KWK WOW WREN (sw-15:21)
CBS Salmo Musicals: KLRA NBC Gene Arnold & the Cadets: KSD (sw-15:33)
KFBI Lois & Joe Cook
KFBI Grain Mkt., Shoppers Trio
KGNF Livestock Markets
KOIL Noon-day Varieties
KSCJ To be announced
KSOO Dance Parade
WDAF Peck on the Air
WBW Melodies for Madame
WMT Political Talk
WNAAX Pals of the Prairie
W9XBY News & Views
11:45
CBS Rich Man's Darling, sketch: KMBC KMOX KFAB (sw-21:52)
NBC Jules Lande's Ensemble: KSD
News: WMT KFBI
KGNF Political Talk
KSCJ Farm Flash; News
KSOO Hog Markets; Weather; Round-Up
KWTO Market Reporter
WDAF The Star Gazer
WBW Style & Smile Leaders
W9XBY Television Flashes
AFTERNOON
12:00
CBS George Hall's Orch.: KLRA KSCJ (sw-15:27)
Variety Prgm.: WNAAX KFBI News: WBW KSO KGNF
KFBI Man on the Street
KFBI Gene Peiper's Orch.
KMBC Market News
KMOX Let's Compare Notes
KSD News; Markets
KSOO Markets; Round-Up
KQOA Rubinfeld, violinist
KWTO Luncheon Music
WDAF Nat'l Farm & Home Hour (NBC)
WBW Crazy Water Hotel
WMT Hillbillies
W9XBY Chuck Wagon Opera
12:15
NBC Hollywood High Hatters: (sw-15:33)
CBS Maybelle Jennings: (sw-15:27)
News: WNAAX KOIL WBW KLRA
Rubinoff, violinist: KGNF KFEQ KFAB-Markets; Farm Prgm
KLRA National Bellas Hess
KWTO Steamboat Bill

KMBC Ted Owens, songs
KMOX Magic Kitchen
KSOO Markets; Farm Flashes
KQOA Variety Prgm.
KWTO Anson's Man
WBW-Market News
WMT Question Man; Voice of Iowa
12:30
NBC Vaughn de Leath, songs: KOIL
★ CBS-Int'l Peace Broadcast: King Haakon of Norway; King Gustave of Sweden; King Christian of Denmark; Pres. Scheiwoof of Finland: (sw-15:27)
NBC Dan Harding's Wife: (sw-15:33)
News: KFEQ KWTO WOW
KFBI Duckwall Street Reporter
KFBI Rhythm Three
KGNF Louie Katzman's Orch.
KLRA Buckle Busters
KMBC Midwesterner, quartet
KSCJ Voice of the People
KSOO Markets; Rhythm Review
KTHS Musical Almanac
KVOO Bob Wills Playboys
KWK Variety Prgm.
WDAF Calendar of Melodies
WBW Noon Time
WHO Luncheon Music
WBW Noonday Prgm.
WMT Markets; Hillbillies
WNAAX Bohemian Orch.
WREN Tulsa Ted's Range Riders
W9XBY What Shall I Do?
12:45
CBS Merry-makers: KLRA KFAB (sw-15:27)
NBC Dol & Will, sketch: WREN KOIL
★ NBC-Happy Jack, songs: WDAF KSD (sw-15:33)
News: KSOO WHO
KFBI Gene Peiper's Orch.
KFBI Street Reporter
KFBI Livestock Market; Farm Flashes
KGNF Terry Carpenter Talk
KMBC Songsmiths
KMOX Eddie Dunstetter, organist
KSCJ Livestock Trade
KTHS Jolly Cowboy
KWTO Man in the Store
WBW John Wahlstedt
WMT Joe Doakes, Aunt Fanny; Cornhuskers
WNAAX D. B. Gurney
WOW Man on the Street
W9XBY Menu of Melody
1:00
NBC Big Sister, sketch: KMBC NBT Band Music Lessons: WOW WDAF KTHS KSD (sw-15:33)
CBS Song Stylists: KLRA KSCJ (sw-15:27)
NBC Words & Music: WREN KWK
KFAB Markets
KFBI Lois, Joe & Ernest
KFBI To be announced
KMOX-Queen's Favorites
KOIL-Curb Exchange
KSOO Market; Cecil & Sally
KWTO-Organ Concert
WBW-Voice of Kansas City
WHO-Gel in a Million
WMT German Band
WNAAX Jimmy Barnett's Orch.
W9XBY Television Flashes
1:15
CBS Amer. School of the Air: KFBI KMBC KSCJ KMOX (sw-15:27)
KQOA Variety Hour
KFAB-Siesta
KFBI Marie, the Bargain Finder
KFEQ Marge & Park
KGNF Ralph & Fuzzy
FLRA Musical Almanac
KOIL Keeneth Golden & Eddie Butler
KSOO Hits & Bits
KVOO Steamboat Bill; Embassy Ensemble
WBW Harmony Hotel
WHO Musical Almanac
WMT Happy Returns; Interlude
W9XBY Bands & Ballads
1:30
★ NBC-Music Guild, String Quartet, guests: WOW (sw-15:33)
Quartet: "Impassional"; Organ: "In Peace and Strife"; A Collection of sacred anthems, D'Almeida
NBC Modern Melodies: WREN WMT
News: KWK KFAB
KFBI Ernest Kolman's Orch.
KFEQ Hawaiian Melodies
KLRA Ma Perkins
KOIL Home-makers' Club
KSD News; Market Reports
KTHS Daily Orch.
KVOO Handy Ads
KWTO-World Entertainers
WDAF-Houseboat Hanna
WBW Swing Fiesta
WHO Market Report
WNAAX Yasha Borowsky

1:45
CBS Happy Hollow, sketch: KMBC KLRA KSCJ (sw-15:27)
NBC Golden Melodies: KWK Judy & Jane KFBI WHO KOIL WDAF KVOO
KFAB Markets
KFBI Parade of Song
KFEQ Mayme, songs
KGNF Swappers; Weather & Markets
KMOX-Windlow Shoppers
KSD Allan Clarke bar.
KSOO Eds & Zeds
KTHS Music Guild (NBC)
WBW Romancing with Bella Nevins
WNAAX Rhythmic Rascals
W9XBY Cafe Continental
2:00
NBC Pepper Young's Family, sketch: KSD WOW WDAF WHO KVOO (sw-15:33)
★ CBS-A Pearce's Gang: KLRA KFAB KSCJ (sw-15:27)
NBC Bailey-Aston, tr.: KOIL WREN
KFBI Melody Matinee
KFBI Grain & Livestock Market
KGNF Peacock Court
KMBC Metropolitan Moods
KMOX Barnyard Follies
KSOO Black Magic Mystery
KTHS Rhythm Parade
KWK Molly of the Movies
W9XBY-What Shall I Do?
WBW Modern Melodies
WBW Kansas Home-maker
WMT Freddy Mauck's Orch.
WNAAX Brass Band
W9XBY Leaders in Dance Time
2:15
★ NBC-Ma Perkins, sketch: Margaret Hamilton: KSD WDAF KVOO WOW WHO (sw-15:33)
NBC Continental Varieties: KWK WREN KOIL (sw-15:21)
KFBI Tonic Times
KFBI All Request Hour
KGNF Hawaiian
KMBC Al Pearce's Gang (CBS)
KSOO Club Calzara
KWTO Piano Improvisations
WBW Romancers
WNAAX Ma Perkins, sketch
2:30
CBS-Cleveland String Quartet: KSCJ KFBI KLRA KFAB (sw-15:27)
Quartet: "In a Mood"; "A Mood"
★ NBC-Vic & Sade, sketch: Bernardine Flynn: WOW WDAF KVOO KSD WHO (sw-15:33)
KFBI Lady of the House
KFEQ Δ Ministerial Alliance
KFBI Spanish Lesson
KGNF Closing Grain Markets
KMBC Magazine of the Air
KSOO World News Parade
KWK Coyra Birch
KWTO-Gel in a Melody
WBW Dance Matinee
WBW Organettes
WMT Continental Varieties
WNAAX Lloyd Wells' Orch.
W9XBY-Afternoon Arias
2:45
NBC Have You Heard?: WMT KOIL WREN (sw-15:21)
NBC The O'Neills, sketch: KSD WDAF WHO WOW KVOO
KFBI Books Old & New
KGNF Daily Musical Variety
KSOO Peacock Court Dance
KWK Was Down East
WBW Harlem Harmonies
WBW News
3:00
★ NBC-Cheerio: Musical Mosaic: WDAF WOW WHO (sw-9:53)
CBS Science Service Series: Dr. C. G. Aldot, Sec's Smithsonian Institution; Watson Davis, dir. "Power from the Sun": KFBI KFAB KSCJ KMBC (sw-15:27)
NBC George Hessberger's Orch.: KWK KOIL WREN (sw-15:21)
News: KGNF KSOO WNAAX KWTO
Travels of Mary Ward: WBW KFEQ
KFBI Lois & her Jolly Fellows
KMOX Ma Perkins, sketch
KVOO Musical Prgm.
WBW Police Bulletins; Quizzical Quiz
WMT Belle & Martha; News
W9XBY Say It With Music
3:15
NBC Three Marshalls, vocal trio: WOW WHO WDAF KVOO KTHS (sw-9:53)
CBS Billy Mills & Co.: KMBC KFAB KFBI KSCJ (sw-15:27)
KFBI Tonic Times
KGNF Sketches in Melody
KMOX Kitty Keene
KSOO Question Box & Pacific Echoes

Tuesday

October 27



Russ Morgan
See 7:30 p.m.

Frequencies

KCAG-1370	KSD-550	WGN-720
KFAB-770	KSO-1430	WMB-860
KFBI-1090	KSMO-1110	WHO-1000
KFH-1300	KSTP-1460	WIBW-580
KFRU-1220	KVOO-1140	WLS-670
KGRN-1200	KRWL-1350	WLM-700
KGNF-1430	KFTW-560	WMAQ-670
KMBC-900	WBAF-800	WMT-600
KMOD-1090	WENR-870	WVX-970
KOA-820	WCCO-810	WOW-590
KOIL-1280	WDFW-610	WREN-1200
KRNT-1280	WENR-870	WSS-650
KSCJ-1330	WFAA-900	W9XBY-1530

WCCO-Ernest Lundeen; WHO-American Legion Prgm. W9XBY-Dansapation
11:00
 NBC-Shandor, violinist; Johnny Hamp's Orch.; WREN KSO KSTP WSM KWK KGBX KOA WMT WBAF (sw 6.14)
 CBS-Tommy Dorsey's Orch.; KSCJ KMBC WBBM WNAX KLRA KFAB
 NBC-Stan Norris' Orch.; KSD WDAF WENR WOW WHO KFH News; Ave Maria Hour KMOX-Eddie Dunstetter's Orch. KRNT-Dance Orch. WCCO-Anson Weeks' Orch. WGN-Shep Fields' Orch. WLM-Moon River WMAQ-Fletcher Henderson's Orchestra W9XBY-Friendly Voice
11:15
 NBC-Johnny Hamp's Orch.; KOA-Comm. Chest Prgm. KMOX-Boyd Raeburn's Orch. WIBW-To be announced W5XBY-Don Torres' Orch.
11:30
 NBC-Jesse Crawford, organist; WDAF WHO KSD WENR WOW (sw 9.53)
 CBS-Maurice Spitalny's Orch.; WIBW KSCJ WBBM KFAB KMBC WNAX KRNT KFH WCCO
 NBC-Jimmy Dorsey's Orch.; KWK KSTP WSM WREN KGBX KWK WSM KOIL WMT
 MBS-Louis Prima's Orch.; WGN WLV
 KMOX-Jeeter Pillar's Orch. KOA-Joe Venuti's Orch. WMAQ-Phil Levant's Orch. W9XBY-Dance Orch.
11:45
 NBC-Louis Prima's Orch.; WHO WENR WOW WDAF KSD (sw 9.53)
 KMOX-Maurice Spitalny's Orch. End of Tuesday Programs

WIBW-Sweet Music
 WBW-Kansas Roundup
 WMT-Hessberger's Orch. (NBC)
 WNAX-Past of the Prairie
3:30
 NBC-Gran & Smith, piano duo; WMT WREN KWK
 CBS-Navy Day Prgm.; KSCJ KLRA KFH KMBC KFAB (sw 15.21)
 NBC-London Radio Club Prgm.; WOV WDAF KVOO (sw 15.21)
 KWTO-Rhythm & Romance KGNF-Club Reporter
 F-100X-Houseboat Hannah
 KOIL-Duane & Sally
 KSDO-Skyline
 KTHS-Matinée Melodies
 KFOA-Secrets of Happiness
 KWTO-What's New?
 WIBW-Staff Frolic
 WHO-Way Down East
 W9XBY-Cocktail Hour
3:45
 NBC-Consumers' Prgm.; General Fed. of Women's Clubs; WDAF KSD
 NBC-Young Hickory, sketch; WMT WREN KTHS KWTO KWK KOIL (sw 15.21)
 KFAB-Ma Perkins, sketch
 KGNF-Round the Town
 KMOX-Personal Column
 KVOO-News
 WHO-Dance Rhythms
 WNAX-Swinging Strings
 WOV-News; Belle & Martha
4:00
 NBC-While the City Sleeps; WDAF WHO (sw 9.53)
 NBC-Your Health; Dr. W. W. Bauer, speaker; KWK WMT KOIL WREN KTHS
 CBS-Jimmy Farrell, bar.; KSCJ KFAB KFH KLRA KMBC KMOX (sw 11.83)
 KFBF-News
 KFEF-Matinée
 KSD-Harry Kogen's Orch.
 KSDO-Organ Reveries
 KVOO-Musical Prgm.
 KWTO-Hits & Encores
 WIBW-LeRoy, pianist
 WIBW-Sons of the Pioneers
 WNAX-March Kings
 WOV-Interview with Aunt Sally
 W9XBY-Black & White
4:15
 NBC-Tom Mix' Straight Shooters; (sw 9.53)
 CBS-Pop Concert; Howard Barlow, cond.; KMBC KLRA KFAB KSCJ (sw 11.83)
 NBC-Country Cousins; Hillbilly Time; WDAF KSD WOW
 NBC-Your Health; (sw 15.21)
 KFAB-Babs & Betty
 KFBF-Rhythm & Romance
 KGNF-Boswell Sisters
 KMOX-Stardust
*** KSO-RADIO GOSSIP**
 KVOO-Michael Cooper's Orch.
 KVOO-Market Reporter
 WIBW-News
 WHO-London Radio Club
 WIBW-Carl Haden's Hillbillies
 W9XBY-Musical Memoirs
4:30
 NBC-Jack Armstrong, sketch; (sw 9.53)
 NBC-Glass Hatters; WREN KOIL KWK
*** NBC-Singing Lady;** (sw 15.21)
 NBC-Irna Glen, organist; KTHS KSD WOW WHO
 KFAB-Crossroads of the Nation
 KFBF-Tunes in Black & White
 KFEF-Apple Crie
*** KGNF-MOVIE GOSSIP**
 KMBF-Gossip Club
 KMOX-Joe Karnes, pianist
 KSDO-Jay Train
 KVOO-Twilight Serenade
 KWTO-Radio Parade
 WDAF-Star Gazer
 WIBW-Spotlight Revue
 WIBW-Matinée
 WMT-YMCA Prgm.
 WNAX-Rosebud Kids
 W9XBY-Rural Rhythm
4:45
 NBC-Little Orphan Annie, sketch; (sw 15.21)
 CBS-Wilderness Road, sketch; KMBC KFH KSCJ KLRA (sw 11.83)
 NBC-Jerry Sears' Orch.; KSD KTHS WOW WHO (sw 9.53)
 NBC-Donald McGlohen, commentator; KOIL WREN KWTO
 KFAB-Two Piano
 KFBF-The Fellowship Hour
 KFBQ-Quartet
 KGNF-604 Timbers Music
 KMOX-Navy Day Speaker
 KWK-Swingmasters
 WDAF-Public School Prgm.
 WIBW-Jerome Carrington
 WMT-Songs of Romance

KFBI-News
 KGBX-Supper Dance
 KLRA-Dinner Concert; Sports
 F-MBC-Thank You, Stusia
 KMOX-Show World Broadcast
 KOIL-Dev. State Committee
 KSCJ-Pinto Pair
 KVOA-Sports Revue
 WIBW-Presidential Poll
 WMT-Political Talk
 W9XBY-Futura
6:30
*** NBC-HORLICK'S MALTED**
 Milk Presents Lum & Abner, sketch; Norris Goff. WLW
 CBS-Doris Kerr, songs; KSCJ KLRA
 CBS-Irene Beasley & the Jesters; KMBC KFAB (sw 11.83)
 Sports Review; KWK WDAF Hubinolt, violinist; WREN
 WMBW KWBW KVOO KWA
 News; WHO KOIL WNAX
 KFBI-Let's Go Places
 KMOX-String Quartette
 KSD-Twilight Serenade
 WMT-News; Political Parade
6:45
 NBC-Vivian Della Chiesa, sop.; WREN
*** CBS-Boake Carter, commentator;** KMBC KMOX KFAB (sw 11.83)
 Sports Review; KFBI KWK KSD
 Diamond City News; KOIL WHO
 KFH-Dinner Melodies
 KLRA-Musical Moments
 KSCJ-To be announced
 KVOO-Music; World of Sports
 WDAF-Easy Aces
 WIBW-Eventide Echoes
 WMT-Rubinfeld, violinist
 WNAX-Sons of Pioneers
 WOV-John Herrick, bar. (NBC)
 W9XBY-Theater of Sport
NIGHT
7:00
 NBC-Dude Ranch; Louise Massey & the Westerners; WLS KWK WMT KSO KOIL WREN (sw 11.87)
*** CBS-Hammerstein Music Hall;** Ted Hammerstein & Luev Laughlin; Guests: KMOX KFAB KRNT WBBM (sw 11.83)
 NBC-Leo Reisman's Orch.; Phil Dury; Loretta Clemens, songs; Chas. Martin; WDAF WOW KSD WMAQ KSTP WLW WHO KVOO WBAF WSM
 KFBF-Lighting Time
 KFH-Evening Serenade
 KGBX-Radio Spotlight
 KLRA-Spot Slants
 KMBC-Dev. County Campaign
 KOA-Paul Martin's Music
 KSCJ-Eb & Zeb
 WCCO-Super Songsters
 WGN-Diamond City News
 WIBW-Gaieties
 WNAX-Pals of the Prairie
 W9XBY-Julie Lee
7:15
 KFBF-Concert Hour
 KGBX-Dance Orch.
 KLRA-Edie Thompson (CBS)
 KMBC-Horse Sense Philosopher
 WCCO-Sun Flame Singer
 WGN-Al Kavellin's Orch.
 WIBW-Melodies
 W9XBY-Missouri Review
7:30
 NBC-Wayne King's Orch.; KSD WHO WDAF KVOO WOV
WMAQ WBAF WSM KSTP
*** CBS-Ken Murray, m.c.; Harry Richman;** Russ Morgan's Orch.; KMOX KFAB KMBC KLRA KFH WNAX WCCO KRNT WBBM (sw 11.83)
*** NBC-Edgar A. Guest in Welcome Valley;** KWK WREN WMT KOIL WLW KSO WENR (sw 11.87)
 KFBF-Let's Go Places
 KGBX-Old Fashioned Girls
 KOA-Dinner Hour Varieties
 WGN-Repub. Volunteers
 WIBW-Rhythm Hapsody
 W9XBY-Gene & Jack
7:45
 KFBF-Travels of Mary Ward
 KGBX-News
 KSCJ-Black Magic
 WGN-Dick Jurgens' Orch.
 W9XBY-Dot Chapolette
8:00
*** NBC-Ben Bernie's Orch.;** Beatrice Lillo, guest; KTHS WENR KOA WREN WBAF WLW KVOO WSM WMT KSO KOIL KSTP KWK (sw 11.87)
*** NBC-Sidewalk Interview;** Wallace Butterworth & Parks Johnson; KSD WHO WDAF WMAQ KOA WOW (sw 9.53)

CBS-Fred Waring's Orch.; Rosemary & Priscilla Lane; Tom Warrack; KMOX KFAB KRNT WCCO KLRA KFH KMBC WIBW WBBM WNAX (sw 11.88)
 KFBF-Lighting Time
 KGBX-Gov. Landon
 KSCJ-To be announced
 WGN-Gabriel Heatter
 W9XBY-Union Station
8:15
 KFBF-Evening Refrains
 WGN-News; Sport Shots
 W9XBY-One Night Stand
8:30
*** NBC-PACKARD MOTOR CO.;** Presents Fred Astaire; Chas. Butterworth, comedian; Johnny Green's Orch.; Guests: WMAQ WDAF WSM WOW KSD KTHS WHO KSTP KOA KVOO WBAF (sw 9.53)
*** CBS-Caravan;** Georgie Stoll's & Benny Goodman's Orch.; Rupert Hughes, m.c.; Frank Forrest, Jr.; Norman Sper; Guests: KMOX WNAX KFH WBBM KMBC KRNT KSCJ KLRA KFAB WIBW WCCO (sw 11.83)
 NBC-Husband & Wives; WREN KOIL WENR KSO KWK WMT
 KGBX-News
 WGN-Pageant of Melody
 WLW-Detective Mysteries
 W9XBY-Δ Metropolitan Church
8:45
 NBC-Husbands & Wives; (sw 11.87)
 KFBF-Travels of Mary Ward
 KGBX-World Dances
9:00
 NBC-Special Navy Day Prgm.; U. S. Navy Band & Talks by Sec. of Navy Claude A. Swanson & Admiral William H. Standley, Chief of Naval Operations; Great Lakes Naval Band & Rear Admiral John Downs, speaker; U. S. S. Pennsylvania Band & Admiral Arthur Hepburn; WENR WREN KSO KOIL (sw 11.87)
 MBS-Bernarr Macfadden; WGN WLW
 KGBX-Close Harmony Four
 KTHS-Variety Hour
 KWK-News
 WMT-Political Talk
 W9XBY-Bunkhouse Party
9:15
 KGBX-Hollywood on Parade
 KOIL-Jack Wells
 KSO-7-Up Prgm.
 KWK-Eddie Dunstetter's Orch.
 WGN-Kay Kiser's Orch.
 WLW-Super Songsters
 W9XBY-Stars Over Manhattan
9:30
 CBS-"Roosevelt Progress"; WCCO WBBM KMOX KFAB KRNT KSCJ KFH WNAX WIBW (sw 6.12)
*** NBC-Portraits in Harmony;** Shep Fields' Orch.; KWK WREN WSM WBAF WENR WMT KSO KOIL KTHS (sw 6.14)
 NBC-Fletcher Henderson's Orch.; WDAF KSD WOW WMAQ WHO (sw 9.53)
 KGBX-Genius from the Classics
 KLRA-To be announced
 KMBC-Erle Smith
 KOA-Dev. State Central Comm.
 KSTP-Jack Randolph, bar.
 WGN-Fredde Martin's Orch.
*** WLW-Follies**
 W9XBY-Stars Over Manhattan
9:45
 NBC-Roy Campbell's Royalties; WOW KSD WMAQ (sw 9.53)

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KRNT-1380	WDR-770	WSM-650
KSCJ-1330	WFAA-800	WVXV-1330

NBC Fletcher Henderson's Orch.: WDAF WMAQ KSD WOW Dance Orch.: WGN WSM KMOX Eddie Dunstetter's Orch. WCCO Anson Weeks' Orch. WENR Roller Skating Derby WIBW News WJW Moon River W9XBY-Friendly Voice 11:15 CBS Ozzie Nelson's Orch.: WIBW KMOX NBC Bobby Hayes' Orch.: KOIL WENR WHO Fletcher Henderson's Orch. (NBC) W9XBY-Don Torres' Orch. 11:30 NBC Luigi Romanelli's Orch.: WREN WMT KSO KOIL KWK CBS Red Norvo's Orch.: KFH KFAB WNAX KSCJ WIBW WCCO KMBC WBBM NBC Lights Out, mystery drama: WSM KSTP WOW WMAQ WDAF KGBX KSD WHO (sw-9:53) MBS-Louis Prima's Orch.: WGN WLW KMOX Jeeter Pillar's Orch. KRNT-Dance Orch. WENR Phil Levant's Orch. W9XBY-Dance Orch. 11:45 KMOX Norvo's Orch. (CBS) WENR-Louis Panico's Orch. 12:00 MBS-Little Jack Little's Orch.: WGN WLW KMBC-Midnight Headlines KMOX When Day is Done KOA News KSO Rhythm Club KSTP News; Dream Ship WBBM News; Weather Man WOW Musical Prgm. W9XBY-Midnight Frolic 12:15 KOA Bernie Cummins' Orch. WBBM Carl Schreiber's Orch. 12:30 KOA Jimmie Grier's Orch. WLW Clyde Trask's Orch. W9XBY-Pete Johnson's Orch. 12:45 WBBM-Austin Mack's Orch. End of Wednesday Prgrms.

CBS-Gogo Delys, songs: KSCJ KFH KLRA (sw-15:27) NBC-Grandma Burton, sketch: WDAF KSD WHO KFAB-Ma Perkins, sketch KFDQ-Ben Henderson KGNF-Ave Maria Hour KMBF-News Through a Woman's Eyes KMOX-Personal Column KVOO News WNAK-Swinging Strings WOW-News; Belle & Martha 4:00 CBS Jr. Nurse Corps: (sw-11:83) NBC-Lee Gordon's Orch.: KSD (sw-9:53) CBS-Al Trace's Orch.: KMBC KFH KLRA KSCJ NBC-Harry Kogen's Orch.: Larry Cotton, tr.: KOIL WREN KVOO KTHS WMT KWK KFAB To be announced KFBI-News KFFQ-Matinee KMOX-Al Cameron & Joe Karnes, songs KSOO-Harry Hadley Schyde KWTO-Hits & Encores WDAF-Gentle Reader WGB-LeRoy, piano WIBW-Sons of the Pioneers WNAK-Garden of Memories WOW-Interview with Aunt Sally W9XBY-Black & White 4:15 NBC-Tom Mix' Straight Shooters: (sw-9:53) NBC-Men of the West, quarter: WREN KOIL WMT KWK KTHS (sw-15:21) CBS-Dorothy Gordon's Children's Corner: KSCJ KLRA KFH (sw-11:83) NBC-Country Cousins: WDAF WOW KFAB-Babs & Betty KFBI-Rhythm & Romance KGNF-Garden of Melody RMBC-Joseph Wildgen, tr. KMOX-Stardust KSD-Through Mission Spkr. KSOO-Through Hollywood Lens KVOA-University Trio KWTO-Michael Coopers' Orch. W9XBY-Rural Rhythm WBB-News WHO-Landon Radio Club WIBW Carl Haden's Hillbillies WNAX-March Kings W9XBY-Musical Memoirs 4:30 NBC-Strine Ensemble: KTHS WOW WHO NBC-Singing Lady: (sw-15:21) CBS-Treasure Adventures of Jack Masters: (sw-11:83) NBC-Jack Armstrong, sketch: (sw-9:53) CBS-Miniatures: KFH KLRA KSCJ NBC-Cross Hatters: WREN KOIL KWK KFAB-Crossroads of the Nation KFBI-Tunes in Black & White KFFQ-Apple Crick KFH To be announced KGNF-Duke Ellington's Orch. KMBC-Gossip Club KMOX-Window Shoppers KSD-Mario Golub, violinist KSL-Polo Matches KSOO-Joy Train KVOO-Twilight Serenade KWTO-Radio Parade WCCO-Melody Matinee WDAF-Star Gazer WIBW-Spotlight Revue WMT-Matinee WMT-YMCA Prgm. WNAK-Rosebud Kids W9XBY-Rural Rhythm 4:45 NBC-Donald McGeibney, comm.: WREN KWTO KOIL CBS-Wilderness Road, sketch: KMBC KSCJ KFH KLRA (sw-11:83) NBC-Lurline Fleming, sop.: KTHS KSD WOW WHO (sw-9:53) NBC-Orphan Annie, sketch: (sw-15:21) KFAB-Master Singers KFBI-The Fellowship Hour KFFQ-Quartet KGNF-Old Timers KMOX-Piano Recital KVOA-Maria Ray, soloist KWK-Linda Ray, soloist WDAF-Better Business Bureau WMB-Jerome Carlington WMT-Sons of Romance 5:00 CBS Jr. Nurse Corps: KMOX KFAB CBS-Three Queens and a Jack: KFH CBS-Buddy Clark, songs: KLRA KMBC (sw-11:83) NBC-Our American Schools: KTHS WDAF (sw-9:53) News: WREN KSOO KSD

KFBI-The Melodiers KGNF-House of MacGregor KOIL-Sports Review KSCJ-Jungle Jim KVOO-Bill & Mary KWK-Musical Prgm. KWTO-Sport Cluster, Lee George WBB-Embassy Club WHO-Pop Concert WMT-Peggy & Her Pals WNAK-Balldancers WOW-Curiosity Club W9XBY-Supper Serenade 5:15 NBC-Gladys Rice, mezzo-soprano: WOW KTHS (sw-9:53) CBS-Bobby Benson, children's sketch: (sw-11:83) NBC-Midge Williams, songs: KTHS WREN CBS-Eddie House, organist: KFH KSCJ KLRA NBC-Tom Mix' Straight Shooters; Ranch Boys: KSD KFAB News KFBI-Evening Refrains KFEQ-Wm. Hard Club KGNF-Political Talk KMBC-Sonny & Buddy KMOX-Safety Legion KOIL-Jack Armstrong, sketch KSOO-Sports Review KUOA-Sports Book Land KVOO-Trafford Robertson, soloist KWK-Range Riders KWTO-TV Talker WDAF-Variety Show WBB-Twilight Hour WHO-Jr. Nurse Corp. WNAK-Ranch House Boys 5:30 NBC-Singing Lady: WREN WMT KOIL CBS-News; Geo. Hall's Orch.: KFH KSCJ (sw-11:83) NBC-News; Clark Dennis, tr.: WOW (sw-9:53) Jack Armstrong, sketch: KMOX WHO WDAF KLRA News: KFEQ KVOO KFAB-Diamond City News KFBI-Ralph Lewis, violinist KFOR-RADIO GOSSIP (1210 kc) KMBC-Dick Tracy, sketch KSD-Terry & Tim Adventures KSOO-Diamond City News KVOA-News; RADIO GOSSIP KWK-Chanda, the Magician WBB-Tonic Tunes WIBW-Jane Baker's Stories W9XBY-Invitation to the Waltz 5:45 NBC-Lowell Thomas, commentator: (sw-15:21) CBS-Renfro of the Mounted: KLRA KSCJ KMBC KFAB KFH KMOX (sw-11:83) NBC-Little Orphan Annie, sketch: WREN WMT KOIL Little Orphan Annie, sketch: KSD WNAK KFBI-Lois, Joe & Ernest KGBX-Toby Tolliver KGNF-Bart Woodyard's Orch. KVOO-Happy Fenton, accordionist KWK-Basin Street Blues WDAF-Frank Farrell WHO-Asher & Little Jimmie WOW-Musicale W9XBY-Singing Strings 6:00 NBC-Easy Aces, sketch: WMT KWK KOIL (sw-15:21) CBS-Wm. Hard, commentator: KFAB (sw-11:83) NBC-Amos 'n' Andy, sketch: KSD WHO (sw-9:53) NBC-OTTO Thurin's Orch.: WDAF News: WOW KGBX WIBW KFBI-World Dances KFBI-Quartet KFBI-Plano Recital KLRA-Uncle Mac KMBC-News; Band Plays KMOX-Headlines KSCJ-Sports KVOO-Manhatters (NBC) WNAK-Dramatic Club W9XBY-Vagabonds of the Prairie 6:15 NBC-ALKA-SELTZER Presents Uncle Ezra's Radio Station: WDAF WOW KGBX WHO (sw-9:53) NBC-Nationwide Poll Results; John B. Kennedy, commentator: WLW KOIL KWK WMT (sw-15:21) CBS-Popeye, the Sailor, sketch: KMBC KFAB KMOX (sw-11:83) Rubinoff, violinist: KSD KSCJ KFH KFBI-News KFBI-Talk by John Houston KLRA-Dance Time; Sports KUOA-Sports Revue KVOO-Thank You Stusia WIBW-Presidential Poll W9XBY-Futura

6:30 NBC-HORLICK'S MALTED Milk Presents Lum & Abner, sketch: WLW NBC-COLGATE - PALMOLIVE-Peel Co. Presents The Goose Creek Parson, sketch: KFAB KMOX KLRA (sw-11:83) NBC-Frank Parker, tr.: WOW Diamond City News: KMBC KSD News: WHO KOIL WNAK Rubinoff, violinist: KVOO WDAF KFBI-Leis & Joe KFBI-Variety Prgm. KGBX-Supper Dance KSCJ-Dial Street Mission KWK-Sports Review; News WREN-Popular Melodies WIBW-Pacific Paradise WMT-News; Political Parade 6:45 NBC-Boake Carter, commentator: KMBC KMOX KFAB (sw-11:83) KFBI-Sports Review KFBI-Thank You, Stusia KGBX-Collegiates ELRA-Dinner Concert KOIL-Musical Moments KSD-Today's Sports KVOO-Health Drama; Sports KWA-Gabriel Heatter, comm. WDAF-Easy Aces WHO-Genie & Glenn WMT-Diamond City News WNAK-Rubinoff, violinist WOW-Cornushers W9XBY-Theater of Sport NIGHT 7:00 NBC-STANDARD BRANDS Presents One Man's Family, serial: Anthony Smythe; WSM WDAF WMAQ KSTP WFAA KVOO KSD WOW WHO KOA WLW CBS-Cavalcade of America; Drama & Music: WCCO KRNT KMBC KMOX KFAB WBBM (sw-11:83) NBC-Fannie Brice; Victor Arden's Orch.: WREN KWK WMT KOIL WLS KSO (sw-11:87) KFBI-Lamplighting Time KFBI-Voice of Color KGBX-Sully's Radio Spotlight KLRA-Fredie Grofe's Orch. KSCJ-Els & Zeb WGN-Dick Juggins' Orch. WIBW-Variety Revue WNAK-Pals of the Prairie W9XBY-Dixieland Band 7:15 KFBI-Concert Hour KFBI-Modern Moods KGBX-Al Stone, bar. KFBI-American Legion Pro. WIBW-Melodies W9XBY-Panofal Talk 7:30 NBC-BAYER ASPIRIN Presents Famous Actors Guild, starring Ethel Barrymore; "Alice Sit-by-the-Fire" WREN KWK KOIL WENR KSO WMT (sw-11:87) NBC-Wayne King's Orch.: WSM WDAF KVOO WHO WFAA KSD WOW WMAQ KSTP CBS-Burns & Allen, comedians; Jimmy Newell, tr.; Henry King's Orch.: WIBW KMOX KMBC KFAB WNAK KLRA KFH KSCJ WCCO KRNT WBBM (sw-11:83) MBS-Soloist, Orch. & Choir: WGN WLW KFBI-Musical Moments KGBX-News KOA-Richard Himber's Orch. KFCR-Happy Valley Folks W9XBY-Genie & Jack 7:45 KFBI-Travels of Mary Ward LGBX-Twentieth Century Serenade KOA To be announced KRNT-Rubinoff, violinist W9XBY-Annie Baker 8:00 CBS-CHESTERFIELD Cigarettes Presents Nino Martini; Andre Costantelari; Orch. & Chorus; David Ross: KMBC KFH KLRA WCCO WBBM KRNT KSCJ WIBW WNAK KMOX KFAB (sw-11:83) NBC-BRISTOL MYERS, INC. Presents Town Hall Tonight; Fred Allen; Fortland Hoffa; Amateurs; Peter Van Steeden's Orch.: WSM KTHS WHO WFAA WMAQ WDAF WLW KVOO WOW KSTP KSD (sw-9:53) NBC-Vivian della Chiesa, sop.: WENR WMT WREN (sw-11:87)

KFBI-Lamplighting Time KGBX News FOA-Dinner Hour Varieties KOIL-Jackson B. Chase KSO-Drake Univ. Presents KTHS-Dance Orch. KWK-Coyita Bunch WGN-Gabriel Heatter W9XBY-Union Station 8:15 KFBI-Evening Refrains KGBX-Fred Warnig's Orch. KOA-Night Editor KOIL-Let's Go Places KWK-Dem. City Committee Spkr. WGN-News; Sport Shots W9XBY-One Night Bandstand 8:30 NBC-The Bishop & Gargyle, sketch: WREN WENR NBC-Come On Let's Sing: KFAB KMOX WBBM WCCO KFH KLRA KRNT KMBC WNAK WIBW (sw-11:83) To be announced. KTHS WMT KOA-Opera House KOIL-Dem. Central Committee KSO-Open House KWK-Human Equation WGN-Dance Orch. & Soloists W9XBY-Tipica Tampico Orch. 8:45 KFBI-Travels of Mary Ward KGBX World Dances KSCJ-American Magazine KSO-Football Parade KWK-Musical Moments 9:00 NBC-LUCKY STRIKE Cigarettes Presents Your Hit Parade & Sweepstakes; Edith Dick; Harry Sosnik's Orch.: WSM WLW KOA WHO KTHS WDAF KSD KSTP WOW WFAA WMAQ (sw-9:53) NBC-Gang Busters; "Red McKenna Jailbreak"; Crime Drama with Phillips Lord: KMOX KFAB WCCO KMBC KLRA WBBM KRNT KFBI WIBW (sw-6:12) NBC To be announced: WENR WREN KGBX-Charlie King, pianist KSCJ-Do You Believe in Ghosts? KWK-Ray Dady, news WGN-Little Jack Little's Orch. WMT-Iowa Football Parade WNAK To be announced W9XBY-Dream Weaver 9:15 FGBX-Hollywood on Parade KOIL-Dem. State Committee KSO-Curtain Calls KWK-Judge Harry P. Rosecan WGN-Fredie Martin's Orch. W9XBY-Carnival 9:30 CBS-Roosevelt Progress: KRNT WCCO KMOX WBBM KFAB KFH KSCJ WIBW WNAK (sw-6:12) NBC-Meredith Willson's Orch.: WREN WENR KOIL KGBX-Gems from the Classics KLRA To be announced KMBC-Erle Smith KSO-Gems of Rhythm KWK-News; Musical Interlude WGN-Kay Kyser's Orch. WMT-Rhythm Club 9:45 NBC-COLGATE - PALMOLIVE-Peel Co. Presents The Goose Creek Parson, sketch: KMBC CBS-Vocals by Verrill: KLRA KSCJ KRNT WNAK KFAB (sw-6:12) KFBI To be announced KMOX-Thank You Stusia KSO-Stylists KWK-Eddie Dunstetter's Orch. WBBM-Bob McGrew's Orch. WCCO-Rubinoff violinist WMT-Political Talk 11:00 NBC-BRISTOL MYERS, INC. Presents Town Hall Tonight; Fred Allen; KOA NBC-Shander, violinist: Bobby Hayes' Orch.: WREN KSTP KWK WMT WBAW KGBX KSO (sw-6:14) CBS-Ozzie Nelson's Orch.: KFH KSCJ WNAK KFAB WBBM KRNT KMBC KLRA

SHORT WAVES

(Continued from Page 20) Enrique del Castillo, of Ma-a-o Central, Occ. Negros, Philippine Islands, writes that a few months ago experimental programs were given by KZRM, Manila, but the quality was not good and they were discontinued. Erlanger and Galinger, owners, are seeking a three-year subsidy by the government so that a modern high-power station may be erected. . . The new BBC theater organ, heard first on Davenport last week, is one of the finest organs in the world. Short-wave station W8XAL of Cincinnati, Ohio, relaying WLW, has been granted permission to transmit on an additional frequency of 9.59 megacycles.

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KFM 1430	KWQ 580	WMAQ 670
KNBC 950	WRFP 800	WMT 800
KMOX 1050	WGBW 770	WGN 570
FOA 830	WGO 810	LOW 930
KOL 1260	WDAI 610	WREN 1220
KRNT 1320	WGR 870	WSM 650
KSCJ 1370	WFAA 800	WXXY 1530

KOIL Harry Reser's Orch.
WXXY Don Torres' Orch.

11:30
NBC Bobby Hayes' Orch.; WLW
KWK KSO WREN WMT
KOIL (sw 6:14)
CBS Phil Harris' Orch.; KFH
KFAB KMB WBW WXXY
KSCJ WBW KRNT WCCO
NBC Phil Lecaun's Orch.; WOW
WOW WGO KVOO WDAF
KGBX WSM KSD KSTP
WMAQ
KMOX Jeeter Pillar's Orch.
WENR Crawford's Melody Parade
WGN Louis Prima's Orch.
WXXY Orchestra

11:45
KMOX Hal King's Orch.
WENR Louis Prima's Orch.

12:00
MBS Ted Fiorini's Orch.; WGN
WLW
KMBK Midnight Headlines
FMON When Day Is Done
KOA News
KSO Rhythmic Club
KSO News; Dream Ship
KVOO Bob Wiley's Orch.
WRBM News; Weather Man
WOW Musical Prem.
WXXY Midnight Frolic

12:15
KOA Bernie Cummins' Orch.
WBWM Carl Schrieber's Orch.

12:30
KOA Jimmie Creer's Orch.
KSTP Swing Time
WLW Dick Trask's Orch.
WXXY Pete Johnson's Orch.

12:45
KMOX When Day Is Done, organ
WBWM Austin Mack's Orch.

1:00
WBWM Roy Eldridge's Orch.
WXXY Roy Motten's Orch.

1:30
WXXY Dance Orch.

Disc of Thursday Prgrams.

WBB Staff Frolic
WHO Way Down East
WXXY Cocktail Hour

3:45
NBC Young Hickory, sketch:
WREN KWTW KTHS WMT
KWK (sw 15:21)
NBC Anisaver Me This; WDAF
KSD
KFAB Ma Perkins, sketch
KGNF Trade Guide
KMOX Personal Column
KVOO News
VHO Organ Melodies
WXXY-Swinging Strings
WOW News; Belle & Martha

4:00
NBC Noble Cain & A Cappella
Choir; WREN KOIL KTHS
KWK WMT
(CBS Salterna Arms Staff Band)
KSCJ KLRA KFAB KFH (sw
11:83)
NBC While the City Sleeps;
WDAF WHO (sw 9:53)
KFBI News
KFEQ Matinee
KMBK The Classic Hour
KMOX Football Highlights
KSD Emma Becker, sop.
KSOO Organ Reveries
KVOO Musical Pigm.
KWTW Hits & Encore
WBW LeRoy, pianist
WBW Sons of the Pioneers
WXXY March Knave
WOW Interview with Aunt Sally
WXXY Black & White

4:15
NBC Country Cousins, hillbilly
 trio; WOW WDAF KSD
CBS Clyde Barrow, bar; KLRA
KSCJ KMBK KFH (sw 11:83)
NBC Tom Mix' Straight Shoot
 ers; Ranch Boys (sw 9:53)
KFAB Habs & Betty
KFBI Rhythmic & Romance
KGNF Eton Boys
KMON Stardust
KSOO Through Hollywood Lens
KVOO Movie Reporter
KWTW Market Reporter
WBW News
WHO Landon Radio Club
WBW Carl Haden's Hillbillies
WXXY Musical Memoirs

4:30
NBC Jack Armstrong, sketch:
(sw 9:53)
NBC String Ensemble; KTHS
WOW KSD WIO
CBS Bluebirds, girls' vocal trio;
KSCJ KFH KLRA (sw 11:83)
★ NBC-The Singing Lady; (sw-
15:21)
NBC Glass Hatters; WREN
KOIL WMT
KFAB Crossroads of the Nation
KFBI Tunes in Black & White
KFEQ Apple Cider
KGNF Through Hollywood Lens
KMBK Gumbo Club
KMOX Joe Karnes, pianist
KSOO Joy Train
KVOO Twilight Serenade
KWK Musical Headlines
KWTW Radio Parade
WDAF Star Gazer
WBW Spotlite Revue
WBW Matinee
WXXY Rosebud Kids
WXXY Rural Rhythm

4:45
NBC Little Orphan Annie; (sw
15:21)
CBS Wilderness Road, sketch:
KSCJ KMBK KLRA KFH
KMOX (sw 11:83)
NBC Tune Twisters; KTHS KSD
WDAF WOW WHO (sw 9:53)
NBC Donald McGibney, comm.;
KOIL WREN KWTW
KFAB Two Pianos
KFBI The Fellowship Hour
KFEQ Quartet
KGNF Old Timers Music
KWK Swinginators
WBW Jerome Carrington
WMT Songs of Romance

5:00
NBC Southerners; WDAF (sw-
9:53)
CBS Patxi Chapin, songs; News;
KSCJ KLRA KFH KMBK
KFAB (sw 11:83)
NBC James Wilkinson, bar; Jo-
sel Hant's Orch.; KWK
News; KSD WREN KSOO
KFEQ Sundowner Sue
KGNF House of MacGregor
KMOX Jack Armstrong, sketch
KOIL Sports Review
KTHS Wirecrackers
KVOO Bill & Mary
I&TWO Sports, Lee George
WBW Embassy Club
WHO World Entertains
WMT Musical Mailbox
WXXY Balladers

WOW Curiosity Club
WXXY Supper Serenade

5:15
★ NBC-Larry Cotton, tr.; (sw-
9:53)
CBS News of Youth; Junior news
dramas; (sw 11:83)
CBS North-Western Univ. Book
shelf; KSCJ KFH
KWB Tom Mix' Straight Shoot
ers; Ranch Boys; KSD
NBC Annual Closeups; KTHS
KFAB News
KFBI Evening Refrains
KFEQ Wyn. Hurd Club
KGNF Benny Goodman's Orch.
KLRA Wirecrackers
KMBK Sweet Swingsters
KOIL Jack Armstrong, sketch
KSOO Sports Review
KVOA Story Book Land
KVOO Greenwood Avenue Speaks
KWB Range Riders
KMTV Toby Tolliver
WDAF Variety Show
WBW Twilight Hour
WXXY Yankton College
WOW Adventures of Tim
WREN Harry Reser's Orch.

5:30
CP Football Roundup; Eddie
Dooley; Ship Matean, guest;
KMOX (sw 11:83)
★ NBC-The Singing Lady; WMT
WREN KOIL
CBS Eddie House, organist; KFH
KSCJ
NBC News; Ruth Lyon, sop.;
WOW
Jack Armstrong, sketch; WHO
KLRA WDAF
News; KVOO KFEQ
KFAB Colonel Courtney
KFBI Ralph Lewis, vocalist
★ KFOR-RADIO GOSSIP (12:10
kc)
KGNF Garden of Melody
KMBK Dick Tracy, sketch
KSD Terry & Tim Adventures
KSOO Timely Tunes
★ KVOA-News; RADIO GOSSIP
KWK Chandi, the Magician
KWTW Rubinoff, violinist
WBW Jane Baker's Stories
WXXY Lone Cowboy
WXXY Gladys Brooks

5:45
NBC Little Orphan Annie, sketch:
WREN KOIL WMT
CBS Banquet of the Mounted;
KFAB KSCJ KMBK KFH
KLRA KMOX (sw 11:83)
★ NBC-Lowell Thomas, com-
mentator; (sw-15:21)
Orphan Annie, sketch; WXXY
KSD
KFBI Lois, Joe & Ernest
KGBX Toby Tolliver
KGNF Bart Woodard's Orch.
KWK Little Symphony
WDAF Wise Crackers
WHO Asher & Little Jimmie
WBW News
WOW Thank You, Stusia
WXXY Singing Strings

6:00
CBS Sunset Serenade; KFH
★ NBC-Amos 'n' Andy, sketch:
KSD WHO (sw 9:53)
(CBS Wm. Hard, commentator;
KFAB (sw 11:83))
★ NBC-Easy Aces, sketch; Jane
Aer; KOIL KWK WMT (sw-
11:87)
News; WOW KGBX
KFBI World Dances
KFEQ Overriding Your Child
KLRA Uncle Mac
KMBK News; Band Plays
KMOX Headline Highlights
KSCJ Sports
WDAF Evening Prelude
WBW Thank You Stusia
WXXY Dinner Hour
WXXY Vagabonds of the Prairie

6:15
NBC Music Is My Hobby; Chas.
L. Fleck, composer & Violin-
ist; KOIL WREN WMT
★ CBS-Sportscast; Ted Husing;
(11:83)
NBC Voice of Experience; KSD
WHO WDAF WOW (sw 9:53)
CBS Carl Schrieber's Orch.; KFH
KFAB
KFBI News
KGBX Supper Dance
KLRA Socialist Labor Party
KMBK Thank You Stusia
KMOX Show World Broadcast
KSCJ Pinto Pete
KVOA Sports Revue
KWK To be announced
WBW Presidential Poll
WXXY Variety Prem.

6:30
★ NBC-HORLICK'S MALTED
Milk Presents Lum 'n' Abner,
sketch; WLW

CBS Vee Lawburst & Charlot-
ers; KFAB KMOX (sw 11:83)
CBS Dixie Serenade, KLRA
Rubinoff, violinist; KMBK
WBW WREN WOW
News; KOIL WHO WXXY
KFBI Let's Go Places
KFH Children's Hour
KSCJ Dr. Hawthorne
KWB Twilight Serenade
KWK Sport Review; News
WDAF Sports Parade
WMT News, Political Parade
WXXY Futura

6:45
NBC Barry McKinley, bar; Ray
Sinatra's Orch.; WREN
★ CBS-Boake Carter, com-
mentator; KMBK KMOX KFAB
(sw 11:83)
NFC Terry Franconi, tr.; WOW
Diamond City News; KOIL WHO
Rubinoff, violinist; WMT KLRA
KFBI Sports Review
KFH To be announced
KGBX Sparty Thurman
KSCJ Red Hot Rhythm
KSD Today's Sports
KWK Gabriel Heater, comm.
WDAF Easy Aces
WBW Strutting Tom
WXXY Sons of Pioneers
WXXY Theater of the Sport

NIGHT

7:00
★ NBC-STANDARD BRANDS
Presents Rudy Vallee's Variety
Hour; Guests: WDAF KSD
WOW WLW KSTP WBAP
WHO KOA WMAQ (sw 9:53)
★ CBS-Band Wagon, Starring
Kate Smith; Jack Miller's
Orch.; Guests: KFAB KMOX
KMBK WCCO KRNT WBBM
sw 11:83)
NBC-Jamboree; WREN KOIL
WSM WLS KSO
KFBI Lamplighting Time
KFH Town Tattler
KGBX Sully's Radio Spotlight
KLRA Nat'l Dem. Campaign
KSCJ To be announced
KTHS Rubinoff, violinist
KWB Musical Prem.
WGN Diamond City News
WBW This Rhythmic Age
WMT Political Talk
WXXY Pals of the Prairie
WXXY Julia Lee

7:15
KFH To be announced
KGBX Dance Orch.
KLN Sports Slants
WGN Louis Prima's Orch.
WBW Melodies
WXXY Missouri Review

7:30
NBC Jamboree; WENR (sw
11:87)
KFBI Let's Go Places
KFH Amer. Legion Prem.
KGBX Amer. Family Robinson
KLRA To be announced
KSCJ Pinto Pete
WGN To be announced
WBW Gaeties
WMT Izzy & Amateurs
WXXY Bohemian Orch.
WXXY Gene & Jack

7:45
KFH Variety Prem.
KSCJ 20th Century Serenade
KSCJ Black Magic
KWK Friends of Stanley Wallach,
political talk
WGN Ted Fiorini's Orch.
WSM Numinastic Dramas
WXXY Dot Chaquette

WMT Senator Jim Reed
WXXY Union Station

8:15
KFBI Community Sing
KGBX World Varieties
WGN News; Sports shorts
WXXY One Night Bandstand

8:30
NBC To be announced; WREN
KOA KSO KWK KOIL (sw-
11:87)
WENR To be announced
WGS Henry Weber's Orch.
WXXY Clayton Harbor's Orch.

8:45
KFBI Travels of Mary Ward
KGBX World Dances

9:00
★ NBC-Cing Crosby; Bob Burns,
comedian; Jimmy Dorsey's
Orch.; Emanuel Feuermann,
concert singer; WBAP KSTP
WHO WDAF WLW WMAQ
KTHS KOA WOW WSM KSD
KVOO (sw-9:53)
★ CBS-Then & Now; Music &
Drama; Carleton Kelsey's
Orch.; WBBM WXXY KFH
KRNT KFAB KMBK KMOX
KLRA WCCO KSCJ WBW
(sw 6:12)
NBC 10th Anniversary Concert;
Symph. Orch.; WREN KSO
WENR (sw 6:14)
KGBX-Civic Music Club
KOIL Let's Go Places
KWK Ray Dady, news
WMT Rhythm Club
WXXY-Walt Loehman & Ed
Cochrane

9:15
NBC-Symph. Orch.; KOIL KWK
KGBX Hollywood on Parade
KSO Seven-Up Prem.
WGN Freddy Martin's Orch.
WXXY March of the States

9:30
NBC-Symph. Orch.; WMT
★ CBS-March of Time; WBBM
KRNT KFAB KMOX WCCO
KRID KMBK (sw 6:12)
To be announced; KSCJ WXXY
WBW
KFH Talk by Paterson
KGBX Gems from the Classics
KLRA Music, Old & New
KSCJ To be announced
KWK News; F. W. Baumann,
speaker
WGN Kay Kyser's Orch.

9:45
KFH To be announced
KLRA Dance Time
KWK Improve My Music Club
WXXY Dictators

10:00
★ NBC-Amos 'n' Andy; WSM
WDAF KOA WFAA WOW
CBS Ben Bernie's Orch.; KLRA
WXXY
CBS Wm. Hard, commentator;
KRNT KMOX WCCO WBW
KFH KSCJ
NBC Vladimir Brenner, pianist;
Clay McCarthy, sports; (sw-
9:53)
CBS Roger Pryor's Orch.; KFAB
WBBM
KGBX Harlemania
KMBK Erle Smith
KOIL News
KSO Joe the Dope
KSTP Rubinoff, violinist
KTHS-Dance Orch.
KVOO Musical Prem.
KWK Range Riders
WBBM Roger Pryor's Orch.
WENR Globe Trotter
WGN Dick Jurgen's Orch.
WHO Songfellow

8:00
★ NBC-MAXWELL HOUSE
Coffee Presents The Show Boat;
Lanny Ross, tr.; Helen Jep-
son, sop.; Ross Graham, bar;
Honey Dean, songs; Sam
Hearn, comedian; Molasses
Eldridge, AI (Goddard's
Orch.); Guests: WSM WBAP
WMAQ WOW WHO KSTP
WLW WDAF KSD (sw 9:53)
(also see 11:15 p.m.)
★ CBS-Major Bowes' Amateur
Hour; WBBM KRNT KMBK
KFAB KMOX KLRA WCCO
KSCJ WBW WXXY KFH
(sw 11:83)
NBC Roy Shields's Orch.; KOIL
KWK KSO WREN (sw 11:87)
KFBI Lamplighting Time
KGBX News
KOA Dinner Hour Varieties
KTHS Barn Dance & Variety
show
WENR To be announced
WGN Gabriel Heater

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NAME
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WHAT USERS SAY
San Antonio, Tex. It might interest you to know that
with the Capacity Aerial Eliminator I get European sta-
tions, radio and in the winter get Australia, Brazil,
Honduras and many Japanese Short Wave Stations. I get all
Pacific Coast Stations on the broadcast band.
Daventry, I. Received your Radio Aerial Eliminator
and it sure works fine. Also works well on Short Wave
band. Wish I had found it long ago. Signed...

Friday

October 30



Oscar Shaw
See 7 p.m.

Network Changes

Benny Fields, formerly 6:30 p.m. Tuesday, now CBS 9:45 p.m. CST (8-45 MST)

MORNING

8:00
★ NBC-Breakfast Club; Orch.: News; WREN KTHS (sw-15.21)
CBS-Metropolitan Parade; KLRA (sw-15.24)
NBC-Streamliners; News; WOW K-D
Geo & Glenn; KMBC WIBW KOIL WHO
KFBI-TV Rev. Laughaud, devotionals
KFH Variety Hour
KGNF Morning Devotions
KMOX Views on News
KSOO Musical Clock
KLUA-God's Half Hour
KVOO Travels of Mary Ward
KWK German Band
KWB Dr. Peoples' Almanac
WDAF Birthdays Bell
WMT Tim Brady's Roundup
WNAX Roshod Kids
W9XBV Early Edition

8:15
KFAB Jack Wells
KGNF Ass'n Weeks' Orch.
KMOX-Corn Huskers
KVOO Glenn Gordon
KWK Musical Prgm.
WTO Tonic Tune
KWD-Streamliners (NBC)

8:30
CBS Bill & Ginger; News (sw-21.52)
CBS Richard Maxwell; songs; News; KFAB KLRA KFH
NBC-Breakfast Club; KOIL KVOO
KFBI Hits & Encores
KGNF Music & Time
KMBC Kitty Keene
KUOA-Your Home
KWK Musical Melodies
KWTO To be announced
WHB Kenneth Kay
WHO Musical Clock
WIBW-Unity School
WMT-Morn. Music
WNAX Art-Tatum, pianist
W9XBV-Morning Meditations

8:45
CBS Bachelor's Children; sketch; KMOX (sw-15.22)
CBS Lee Francis; pianist; KFH
CBS Novelists; KLRA
Party Line; KMBC WOW
KFAB News; Radio Calendar
KFBI Hollywood on Parade
KSD Melodic Mementos
KSOO-Singing Stars
KWK-World Entertainers
WHB Singing Strings
WIBW Sarber Quarter Hour
WMT Lou Webb
WNAX Yodelin' Cowboy
W9XBV Coffee Cup Serenade

9:00
NBC Mrs. Wiggs of the Cabbage Patch; sketch; WDAF WOW KSD (sw-15.33)
NBC News; Breen & de Rose; songs; WREN KTHS KWK
★ CBS Betty & Bob; sketch; KFAB KMBC KMOX (sw-21.52)
News; WMT KOIL
Travels of Mary Ward; KFBI
KWTO KFH KUOA
KFEQ Friendly Hour
KGNF Quartet
KLRA-Variety Prgm.
KSCJ Piano Pete
KSOO Markets
KVOO Shannon's Shamrocks

WHB Regal Melodies
WHO Morning Melodies
WIBW Grocery Boys
WNAX Sacred Service
W9XBV News & Views
WREN 15
NBC John's Other Wife; sketch; WDAF WOW KSD (sw-15.33)
NBC Five Star Jones; sketch; (sw-15.21)
CBS-Modern Cinderella; sketch; KFAB KMBC KMOX (sw-21.52)
NBC-Viennese Sextet; WREN KTHS
News; WNAX KFBI KFH
KGNF Quartet
KLRA Party Line
KOIL Kitty Keene
KSOO Markets; Sketches in Melody
KLUA-Oddities
KVOO-Handy Ads
KWK Joan Davis, soloist
KWK Souvenirs of Song
WHB Missouri Maids
WHO Betty Crocker
WIBW Ma Perkins; sketch
WMT Dana & Howdy
W9XBV-Friendly Neighbor

9:30
NBC Pepper Young's Family; sketch; (sw-15.21)
NBC Josh Higgins of Finchville; KTHS KVOO WREN WMT
CBS John K. Watkins; News; Betty Crocker; KFAB KMBC KMOX (sw-21.52)
NBC Just Plain Bill; sketch; WDAF WOW (sw-15.33)
KFBI-Dude Rancher
KFH Grain & Steak Quotations
KGNF-Paramount Organ
KLRA Magazine of the Air
KOIL Omaha Police Court
KSCJ-P.T.A. Prgm.
KSOO Markets; Music That Never Grows Old
KUOA Music Appreciation
KWK Monticello Party Line
KVOO News; Stockyards
WIBW Song Stylists on Revue
WHO Betty & Bob
WIBW Housewives' Prgm.
WNAX Jimmy Baroett's Orch.
W9XBV Human Touch

9:45
NBC Aristocratic Rhythms; Harold Levey's Orch.; WREN (sw-15.21)
★ NBC-Today's Children; sketch; KSD WOW WDAF WHO (sw-15.33)
KFBI World Bookman
KFH Prince of the Piano
KOIL Houseboat Hanna
KSCJ Livestock Trade
KTHS Scripts & Scraps
KVOO-What's New at Vandevors
KWK News
KWB-Socialeites; Weather;
WHB-Story Behind the Song
WMT-Magic Kitchen
W9XBV-Remote Control

10:00
NBC Herman & Banta; xylophone & piano duo; KTHS WREN KWK (sw-15.21)
★ CBS-Magazine of the Air; KFAB KMBC WREN (sw-21.52)
NBC-David Harum; sketch; KSD WDAF WHO WOW (sw-15.33)
KFBI-Lady of the House
KFEQ Housekeeper's Prgm.
KFH Model Kitchen
KGNF Opening Grain Markets
KLRA-Variety Revue
KMBC Joanne Taylor
KOIL Melody Lane; News
KSCJ News; Want Ad Rambles
KSOO Markets & News
KVOO Swing Session
KWTO Kitchen of the Air
WHB-Northside Municipal Court
WMT-Lou Webb; organist
W9XBV-Organ Rhapsody

10:15
★ NBC-Backstage Wife; sketch; KSD WOW WDAF WHO (sw-15.33)
NBC-Home Sweet Home; sketch; (sw-15.21)
NBC-Vagabonds; WREN
KGNF Shoppers' Prgm.
KLRA-Variety Prgm.
KMBC Crystal Gazers
KOIL Iowa Hour
KSOO-Dance Hour
KTHS Football Rally
KVOO-Football Condon
KWK-Peggy Duncan, soloist
KWTO Nax & Nicky
WMT Homemaker's Matinee

10:30
★ NBC-Vic & Sade; sketch; (sw-15.21)
CBS-Chicagoans; KFH KFAB KSCJ KLRA
NBC How to be Charming; sketch; KSD WOW WDAF (sw-15.33)
NBC The Honeydoers; WREN

CBS Roger B. Whitman, "The Better Home" (sw-21.52)
KFBI Marie Gonselman, organist
KFEQ Old Timers
KGNF Words & Music
KMBC News
KMOX-Caroly Pryce
KSOO-Bing Crosby
KVOO-Organ Reveries
KWK-Rapid Service
KWTO-4 Star Trio
WHB Harmonizers
WHO Party Line
WIBW Protective Service
WNAX Ragtime Band
W9XBV-Good Morning Neighbor

10:45
★ CBS-Dr. Allan Roy Dafeo; KMBC KMOX (sw-21.52)
★ NBC-Gospel Singer; WREN KOIL WMT KWK (sw-15.21)
NBC-Voice of Experience; WHO WDAF WOW KSD KVOO KTHS (sw-15.33)
KFAB The Jangles
KFEQ-Monty at the Piano
KFH-Grain Market; News
KGNF-World Observer Talk
KLRA-Concert Hall of the Air
KSCJ Livestock Trade
KSOO-Man on the Street
KVOO Paths of Memory
WHB Mid-Morning Melodies
WIBW-Party Line

11:00
CBS The Gumps; sketch; KMBC KMOX (sw-21.52)
NBC Honeyboy & Sassafras; WREN KTHS KOIL
NBC Christine; songs; KSD (sw-15.21)
KFAB Weather, Markets
KFBI-Pa Perkins' Rhythm Boys
KFEQ Markets
KFH To be announced
KGNF-Whispering Strings
KSCJ-Ma Perkins; sketch
KSOO Markets; From Studio A
KUOA-Farm & Home News
KVOO Party Line
KWK Sunshine Special
KWTO Karl Zoman's Scrapbook
WDAF Way Down East
WHB Flashes from the Films
WHO-Kitty Keene, Inc.
WIBW-Street Reporter
WMT Variety Prgm.
WNAX Leo Terry; Band
WOW Album of Beauty & Health
W9XBV-God's Quarter-Hour

11:15
★ NBC-Story of Mary Marlin; sketch; KSD WOW WDAF WHO (sw-15.33)
★ CBS-Between the Bookends; KFAB KMBC KMOX
NBC Jack & Loretta Clements; WREN KOIL KTHS WMT
KFEQ-Prairie Schooner; Farm Prgm.
KGNF-Hawanas
KSCJ Cecil & Sally
KVOO News
KWK-Bing Crosby; songs
KWTO-Rhythm & Romance
KWB-Sweethearts on Parade
WIBW-Dinner Hour
W9XBV-Lather & Lyrics

11:30
★ NBC-Nat'l Farm & Home Hr.; Conservation Day Prgm.; Howard Zahmsler, Bureau of Biological Survey; & Other Speakers; Uncle Sam's Forest Rangers, dramatic sketch; Walter Blaufuss' Homesteaders WREN KVOO KTHS WHO KWK WOW (sw-15.21)
CBS Romance of Helen Trent; sketch; KMBC KFAB KMOX (sw-21.52)
NBC Gene Arnold & Cadets; Quartet; KSD
CBS Captivators; KLRA
KFBI Lois & Joe Cook
KFH Reporter of Odd Facts; KGNF Market Prgm.
KMOX-Ma Perkins
KOIL Noon-day Varieties
KSCJ-Real Estate News
KSOO-On the Mall
WDAF-Peck's on the Air
WHB Melodies for Madame
WMT German Band
WNAX Pals of the Prairie
W9XBV-News & Views

11:45
NBC Gale Page; songs; WHO KSD
CBS-Rich Man's Darling; sketch; KMBC KMOX KFAB (sw-21.52)
News; KFBI WMT
KFH Shoppers' Tru
KGNF-Open House
KSCJ Farm Flash; News
KSOO Hog Markets; Weather; Round Up
KWTO Mid-Day Markets
WDAF Star Gazer

WHB Style & Suede Leaders
W9XBV Television Flashes

AFTERNOON

12:00
CBS-Frank Dailey's Orch.; KLRA (sw-15.27)
NBC Joe White, tr.; (sw-9.53)
Crazy Water Hotel; WHB KOIL Variety Prgm.; WNAX KFH
KFAB Man on the Street
KFBI-Gene Pepper's Orch.
KFEQ Markets
KGNF-News Reporter
KMBC News; Market Reports
KMOX-Let's Compare Notes
KSD To be announced
KSD News; Markets; Xavier Cugat's Orch.
KSOO-Grain Markets; Round Up
KWTO-Luncheon Lyrics
WDAF-Nat'l Farm & Home Hour
WIBW News
WMT-Hillbillies
W9XBV-Chuck Wagon Opera

12:15
NBC Hollywood High Hatters; (sw-15.33)
News; KOIL WNAX WHB
FAB Markets; Farm Prgm.
KFEQ Thank You Stussia
KFH To be announced
KGNF-Mr. E. C. Stickleman
KMBC Tex Owens; songs
KVOO-Magic Kitchen
KSCJ-Frank Dailey's Orch. (CBS)
KSOO-Farm Specials
KUOA-Variety Prgm.
KWTO Answer Man
WIBW-Market News
WMT-Question Man; Voice of Iowa

12:30
CBS-Rhythmairs; Jimmy Farrell; (sw-15.27)
NBC Dan Harding's Wife; (sw-15.33)
NBC Vaughn de Leath; songs; KOIL
News; KFEQ KWTO WOW
Variety Prgm.; KWK WDAF
KFBI-Duckwall Street Reporter
KFH-Swingsters
KGNF-Wayne King's Orch.
KLRA-Buckle Busters
KMBC-Midwesterners; quartet
KSCJ-Voice of the People
KSOO-Rubinioli; violinist
KTHS Dance Orch.
KVOO Bob Wills' Playboys
WIBW Noon-Time
WHO-Luncheon Music
WIBW-Noonday Prgm.
WMT Markets; Hillbillies
WNAX-Balsa Band
WREN-Tulsa Trail's Range Riders
W9XBV-What Shall I Do?

12:45
★ NBC-Happy Jack; songs; KSD WDAF (sw-15.33)
CBS-Rhythmairs; Jimmy Farrell; KLRA KFAB
NBC-Dot & Will; WREN KOIL
KFBI-Gene Pepper's Orch.
KFEQ-Street Reporter
KFH-Livestock & Grain Market
KFEQ-Terry Carpenters Talk
KMBC-Songsmiths
KMOX-Inquiring Reporter
KSCJ-Livestock Trade
KTHS-Jolly Cowboy
KWTO-Man in the Store
WHB John Wahlstedt
WHO-News
WMT-Joe Doakes; Aunt Fanny; Cornhuskers
WNAX D. B. Gurney
WOW Man of the Street
W9XBV 20th Century Serenade

1:00
★ NBC-Music Appreciation Hour
Dr. Walter Damrosch, cond.
WREN WDAF KTHS KWK
KSD WOW (sw-15.33-15.21)
CBS-News Through a Woman's Eyes; KFAB KFH KMOX (sw-15.27)
KFBI Lois, Joe & Ernest
KLRA-Musical Revue
KMBC-New Tunes for Old
KOIL-Curb Exchange
KSCJ To be announced
KSOO-Markets; Cecil & Sally
KVOO Chamber of Commerce
KWK-Drama & Music
KWTO-Organ Concert
WHB-Voice of Kansas City
WHO-Open House
WMT-Politzer Parade
WNAX Leo Terry Band
W9XBV-Television Flashes

1:15
CBS-American School of the Air; KMBC KSCJ KMOX KFH (sw-15.27)
Hits & Encores; KOIL WHO
KFAB Mother Randall's Open House
KFBI-Friendly Farmer

KFEQ Marge & Park
KSOO Hits & Bits
KOA Variety Hour
WHB Harmony Hotel
WMT Music Appreciation (NBC)
W9XBV Bands & Ballads

1:30
KFAB News; Commentator
KFBI-Ernest Kolman's Orch.
KLRA-Ma Perkins
KOIL-Homemakers' Club
KSOO-Eb & Sully
KVOO Handy Ads
KWK News
KWTO Glenn & Nick
WDAF-Houseboat Hannah
WHB-Swing Fiesta
WHO-Market Report
WNAX-Mother Randall's Open House

1:45
CBS-Happy Glow; sketch; KMBC KSCJ (sw-15.27)
Judy & Jane; KFH KOIL WHO
WDAF KVOO
KFAB Markets
KFEQ-Mayme; songs
KGNF-Weather & Markets
KMOX-Joe Karnes; pianist
KSOO-Drifting & Dreaming
KWK To be announced
WHB-Romancing with Belle Nevins
WNAX-Hawaiians
WOW-Musicale
W9XBV-Deep South

2:00
CBS-Columbia's Concert Hall; Kremer String Quartet; KSCJ KFAB (sw-15.27)
NBC-Edward Davies, bar.; WREN KOIL (sw-15.21)
CBS-Magazine of the Air; KMBC
NBC Pepper Young's Family; sketch; WDAF KSD WOW WHO KVOO (sw-15.33)
KFBI-Melody Matinee
KFH Grain & Livestock Market
KGNF-W.P.A. Musical Prgm.
KMOX-Barnyard Follies
KSOO-Black Magic Mystery
KTHS Rhythm Parade
KWK-Molly of the Movies
KWTO-Market Reporter
WHB-Two O'Clock Times
WIBW-Kansas HomeMaker
WMT-Freddy Mauck's Orch.
WNAX-Bonham Band
W9XBV-Leaders in Dance Time

2:15
★ NBC-Dorothy Drestlin; sop.; KOIL WREN KWK (sw-15.21)
★ NBC-Ma Perkins; sketch; WDAF KVOO WOW WHO KSD (sw-15.33)
KMO Midday Moods
KFBI Tonic Tunes
KFH All Request Hour
KGNF-Peacock Court
KSOO Club Cabana
KWTO-Jewel Box
WHB-Romancers
WNAX-Ma Perkins; sketch

2:30
NBC Radio Guild; KOIL WREN
CBS-Three Consoles; KFAB KFH KSCJ (sw-15.27)
★ NBC-Vic & Sade; sketch; KSD WDAF KVOO WOW WHO (sw-15.33)
KFBI-Lady of the House
KFEQ-Concert Hall of the Air
KFKU Debate
KGNF-Closing Grain Markets
KMBC-Magazine of the Air
KSOO-World News Parade
KWK-Coyita Bunch
KWTO-Success Story
WHB-Dance Matinee
WIBW-Organalities
WMT To be announced
WNAX-Lloyd Wells Orch.
W9XBV-Afternoon Arias

2:45
NBC-The O'Neills; sketch; KSD WDAF WHO WOW KVOO
KMO-Tea Time Tunes
KFBI-Evening Refrains
KFEQ-Memory Album
KGNF-Musical Variety
KMBC-Sonny & Buddy
KSOO-Peacock Court Dance
KUOA-Story Book Land
KWK-Way Down East
KWTO-WPA Concert
WHB-Harlem Harmonies
WMT-Waltz Time
W9XBV-Lather & Lyrics

3:00
CBS-Billy Mills' Orch.; KFAB KFH KSCJ (sw-15.27)
NBC To be announced; WHO
WOW KTHS WDAF KVOO (sw-9.53)
Travels of Mary Ward; KFEQ
WIBW
News; KSOO KWTO WNAX
KFBI Lois & her Jolly Fellows
KGNF-Monitor News
KMOX-Ma Perkins; sketch
KWK-World Entertainers
WREN-Musical Matinee

WHB Police Bulletin; Quiz
★ WMBH-MOVIE GOSSIP (1420 kc)
WMT Belle & Martha; News
W9XBV Travel Time
WREN 15
KFBI Tonic Tunes
KGNF-Shorties in Melody
KMOX Kitty Keene
KSOO-Pacific Echoes
KWTO-Brown Eyed Blues Girl
WHB-Sweet Music
WIBW-Kansas Roundup
WMT To be announced
WNAX Pals of the Prairie

3:30
NBC-London Radio Clubs Prgm.; WDAF KVOO KSO WOW (sw-9.53)
★ CBS-Army Band; KSCJ KFAB KMBC KFH KLRA (sw-15.27)
NBC Young Hickory; Ensemble; WREN KWK (sw-15.21)
KFBI-Musical Mart
KGNF-Cub Reporters
KMOX-Houseboat Hannah
KOIL-Duane & Sally
KSOO-Skyride
KTHS-Matinee Melodies
KLUA-Secrets of Happiness
KWTO-Rhythm & Romance
WHB-Staff Frolic
WHO-Way Down East
WMT-Dream Songs
W9XBV-Cocktail Hour

3:45
NBC-Grand Old Burton; sketch; WDAF KSD WHO
NBC-Young Hickory; sketch; KWTO WREN KTHS WMT KWK (sw-15.21)
KFAB-Ma Perkins; sketch
KFEQ-Ben Henderson
KGNF-Round the Town
KMBC-News Thru a Woman's Eyes
KMOX Personal Column
KVOO News
WNAX-Swinging Strings
WOW News; Belle & Martha

4:00
CBS Jr. Nurses Corps.; (sw-11.85)
CBS-Ar Trade's Orch.; KSCJ KFBI KFAB
NBC-Airbrakes; WREN KTHS
KVOO KWK WMT KOIL
NBC Meet the Orchestra; WDAF KSD WHO (sw-9.53)
KFBI News
KFEQ Matinee
FLRA-The Dreamer
KMBC News; Citizens League
KMOX-Three Queens & a Jack
KSOO-Mother Goose Parade
KWTO Hits & Encores
WHB-LeRoy; pianist
WIBW-Sons of Pioneers
WNAX Garden of Memories
WOW Interview with Aunt Sally
W9XBV-Black & White

4:15
NBC-Country Cousins; hillbilly trio; KSD WOW
CBS-Dorothy Gordon's Children's Corner; KSCJ KLRA (sw-11.83)
NBC-Tom Mix' Straight Shooters; Ranch Boys; (sw-9.53)
KFAB Babs & Betty
KFBI Rhythm & Romance
KFH Did You Know That?
KGNF-Bowwell Sisters
KMBC-Joseph Walden, tr.
KMOX-Stardust
KSOO-Through Hollywood Lens
KUOA-University Trio
KWTO-Union Stockyards
WDAF-Concert Orch.
WIBW News
WLO-London Radio Club
WIBW-Carl Haden's Hillbillies
WNAX-March Kings
W9XBV-Musical Mairns

4:30
NBC-Jack Armstrong; sketch; (sw-9.53)
CBS-Treasure Adventures of Jack Masters; (sw-11.83)
NBC-String Ensemble; KTHS WOW WHO
CBS-Dictators; KSCJ
NBC-Glass Hatters; WREN KWK WMT KOIL
★ NBC-Singing Lady; (sw-15.21)
KFAB-Crossroads of the Nation
KFBI Tunes in Black & White
KFEQ-Apple Cider
KFH To be announced
KGNF-Orchestra Variety
FLRA-Road Music
KMBC-Gossip Club
KMOX-Joe Karnes; pianist
KSD-Emma Becker; sop.
KSOO-Jay Train
KVOO-Twilight Serenade
KWTO-Radio Parade
WDAF-Star Gazer
WIBW-Spotlight Revue
WIBW-Matinee
WNAX-Roselud Kids
W9XBV-Rural Rhythm

Friday October 30



Singer's Sam
See 7:15 p.m.

Frequencies

KCMO-1370	KSD-530	WGN-720
KFAB-770	KSO-1430	WHR-860
KFBI-1050	KSOO-1110	WHO-1000
KFI-1300	KSTP-1460	WIBW-580
KFAU-1220	KVOO-1140	WLS-970
KGX-1230	KWK-1350	WLW-700
KGNF-1430	KWTO-560	WMAQ-670
KMBC-950	WBAF-800	WRT-600
KMOX-1090	WBBM-770	WNAX-570
KOA-830	WCCO-810	WOW-590
KOL-1260	WDSP-870	WREN-1220
KRNT-1320	WENR-870	WWS-650
KSCJ-1330	WFAA-800	WXYB-1530

CBS Guy Lombardo's Orch.,
KLA WBMM KSCJ KMBC
KFH KRNT
★ NBC-Fred Waring's Orch.,
KOA
NBC Shandor, violinist; Russ
Morgan's Orch.; WREN WMT
KWK KSO
KMOX Eddie Dunstetter's Orch.
KVOO Dance Orch.
WCO Arvon Weeks' Orch.
WENR Roller Skating Derby
WGN Dance Orch.
WIBW News
WLW Moon River; DeVore Sisters
(NBC)
WBAF Lloyd Snyder's Orch.
WSM Sports; Dauch Orch.
WXYB Dunsappan

11:30
NBC-Russ Morgan's Orch.; KOL
(sw-6:14)
KMOX Boyd Raeburn's Orch.
KOMA Dance Orch.
WENR To be announced
WIBW Guy Lombardo's Orch.
(CBS)
WSM San Francisco Opera (NBC)
WXYB Don Torres' Orch.

11:30
CBS Red Navarro's Orch.; WCO
KMBC KRNT WBBM KFH
WIBW WNAX KFAB KSCJ
End of Friday Programs

4:45
NBC Larine Fleming, sop.; KSD
KTHS WHO (sw-9:53)
CBS Wilderness Road, sketch
KSCI KMBC KLA RFH (sw-
11:83)
NBC Little Orphan Annie, sketch
(sw-15:21)
NBC Donald McGibeny, comm.;
KWTO WREN
KFAB Master Singers
KFBI The Fellowship Hour
KFQ Quartet
KGNF Old Timers Music
KMOX Window Shoppers
KOH Opportunities for Youth
K10A Mary Fisher
KWK Linda Glenn, organist
WDAF Safety Council Talk
WBH Jerome Carrington
WMT Songs of Romance
WOW American Weekly

5:00
CBS Three Queens and a Jack;
KFH
CBS Jr. Nurses Corps.; KFAB
KMOX KMBC
CBS Buddy Clark, tr.; KLA
(sw-11:83)
NBC Moorish Tales; KTHS
WDAF (sw-9:53)
News: KSOO WREN KSO
KFBI The Melodiers
★ KGNF-RADIO GOSSIP
KOH Sports Review
KSCJ To be announced
KSD News; Rhythm Makers
KVOO Bill & Mary
KWK Musical Pgm.
K10A Sports; Lee George
KHB Cocktail Hour
Who Headline News
WMT Peggy & Her Pals
WNAX Bulladeers
WOW Curiosity Club
WXYB Supper Serenade

5:15
CBS Eddie House, organist;
KLA KSCJ
NBC-Norsemen Quartet; WOW
(sw-9:53)
NBC Midge Williams, songs;
KTHS WREN (sw-15:21)
CBS Bobby Benson, children's
sketch; (sw-11:83)
NBC Tom Mix' Straight Shooters;
Ranch Boys; KSD
Wisecrackers; KMOX KFH
KFAB News
KFBI Ralph Lewis, violinist
KFQ Wm. Hard Club
★ KFOR-RADIO GOSSIP (1210
ke)
KGNF Political Talk
KMC Adv's. of Sunny & Buddy
KOH Jack Armstrong
KSOO Sports Summary
K10A Story Book Land
KVOO Three on a Song
KWK Range Riders
KWTO Tolo, Tolver
WDAF Variety Pgm.
WBH Twilight Hour
WHO Jr. Nurse Corp.
WMT Political Talk
WNAX Yankton College

5:30
NBC News; Jackie Heller, tr.;
WOW
CBS News; Theme Area; KSCJ
KFAB KMBC (sw-11:83)
★ NBC Singing Lady; WREN
WMT KOIL
Jack Armstrong; KMOX WHO
KLA WDAF
News: KFQ WIBW KVOO
KFH Beer Fox Club
KFBU Interview Between Prof.
E. C. Buchler & James Molloy
Freshman Debate coach
KGNF Hughesville
KSD Terry & Tim Adventures
KSOO Diamond City News
★ KUOA-News; RADIO GOSSIP
KWK Chandu, the Magician
KWB Florence Munsey
WIBW Tonic Tunes
WNAX Lone Cowboy
WXYB Invitation to the Waltz

5:45
★ NBC Lowell Thomas, com-
mentator; (sw-15:21)
NBC Little Orphan Annie,
sketch; WREN KOIL WMT
CBS Review of the Mounted;
KFAB KMBC KSCJ KFH
KLA KMOX (sw-11:83)
Little Orphan Annie; WNAX
KSD
KFBI Lois Joe & Ernest
KGNF Bart Woodard's Orch.
KWK Musical Pgm.
KWTO Tolo Tolver
WDAF Frank Farrell
Who Asher & Little Jamie
WIBW News
WOW Variety Pgm.
WXYB Singing Strangs

6:00
★ NBC Amos 'n' Andy, sketch;
KSD WHO (sw-9:53)

CBS Sunset Serenade; KFH
NBC Mary Small, songs; KOIL
KWK (sw-11:87)
CBS Wm. Hard, commentator;
KFAB (sw-11:83)
News: KGBX WOW WIBW
KFBI World Dances
KFBU Athletic Scrapbook
KLA Uncle Mac
KMBC News; Band Plays
KMOX-Headlines
KOH Opportunities for Youth
KSCJ Sports
WDAF Otto Thurn's Orch.
(NBC)
WMT Mile a Minute Revue
WNAX Dinner Hour
WXYB Vagabonds of the Prairie

6:15
★ NBC-ALKA SELTZER PRE-
sents Uncle Ezra's Radio Sta-
tion; WDAF WOW WHO
KGBX
NBC Nationwide Poll Re-
sults; John B. Kennedy, com-
mentator; WLW KOIL KWK
WMT (sw-15:21)
CBS Russell Door, bar.; KLA
CBS Popeye the Sailor, sketch;
KFAB KMBC KMOX (sw-
11:83)
Rubinoff, violinist; KSO KSCJ
KSD
KFBI News
KFH Talk by John Houston
KFBU Education Never Ceases
K10A Sports Revue
WIBW Presidential Poll
WXYB Futura

6:30
★ NBC-HORLICK'S MALTED
Milk Presents Lum & Abner
sketch; WLW
★ CBS-COLGATE - PALMOLIVE-
Pret Co. Presents The Goose
Creek Parson, sketch; KFAB
KLA KMOX KFH (sw-11:83)
NBC Dinner Concert; WREN
Rubinoff, violinist; WDAF KFBI
Diamond City News; KMBC KSD
News; KOIL WNAX WHO
KGBX Supper Dance
KSCJ Uncle Jerry
KWK Sports Review; News
WIBW Rhythm Rhapsody
WMT News; Political Parade
WOW Musical Pgm.

6:45
★ CBS Boake Carter, commenta-
tor; KMOX KMBC KFAB (sw-
11:83)
NBC Jean Dickenson, sop.;
KWK WREN
Rubinoff, violinist; KOIL WNAX
KFBI Sports Review
KFH Thank You, Stasia
KGBX Collegiate
KLA To be announced
KSCJ Variety Pgm.
KSD Today's Sports
K10A Rhythmic Orch
KWK Dem. City Committee Spkr.
WDAF Hot Dates in Music
Who Come & Glenn
WIBW Debates of Stage & Screen
WMT Diamond City News
WOW Conchuskers
WXYB Theater of Sport

NIGHT

7:00
★ NBC Concert: Jessica Dragon-
ette, sop.; Rosario Bourdon's
Orch.; Grandland River, Foot-
ball Talk; KSD WDAF WHO
WOW KOA KSTP WFAA
WMAQ (sw-9:53)
CBS Broadway Varieties; Oscar
Shaw, guest bar. & m.c.; Carme-
la Ponelle, mezzo-sop.; Eliza-
beth Lennox, contralto;
Victor Arden's Orch.; Guest
Stars: WBBM KRNT KMBC
KFAB KMOX WCO (sw-
11:83)
NBC Irene Rick, "Mary's Lamb,"
drama; WREN KWK WMT
KOIL WSM WLS KSO (sw-
11:87)
MBS Time Files; Commander
Hawks; WLW WGN
KFBI Lamplighting Time
KFH To be announced
KGBX Sully's Radio Spotlight
KSCJ Eli & Zeb
WNAX Pals of the Prairie
WXYB Mountain Spillman

7:15
NBC Singin' Sam; WREN KWK
KSO WMT KOIL WLS KSD
(sw-11:87)
KFBI News
KFQ Dinner Dance
KGBX Al Stone, bar.
KSCJ Hatfield Rep.
WSM Adv's. of Sir Kinmore Kin-
g
WXYB Metropolitan

7:30
★ CBS-CHESTERFIELD CIGA-
rette Presents Andre Koste-
lanoff's Orch.; Ray Thompson,
Ray Heatherston, The Rhyth-
m Singers & David Ross; WBBM
KRNT KFAB KMBC KMOX
KLA WCO KSCJ WIBW
WNAX KFH (sw-11:83)
NBC Death Valley Days, drama;
WREN KWK WMT KOIL
WLW KSO WENR (sw-11:87)
KFBI Musical Moments
KGBX News
WGN Behind the Camera Lines
WNAX Bohemian Band
WSM Jack Randolph, bar.
WXYB Gene & Jack

7:45
KFBI Sports Revue
KGBX 20th Century Serenade
WSM Ed McConnell
WXYB Ann Baker
8:00
NBC Waltz Time; Bernice Claire,
songs; Abe Lyman's Orch.;
WDAF KSD WMAQ WOW
(sw-9:53)
★ CBS-Hollywood Hotel, musical
revue, starring Dick Pow-
ell; Lois Ravel, sop.; Igor
Gorin, Anne Jamison, sop.;
Raymond Paige's Orch.; Ed-
ward Arnold in "Come & Get
It"; KMOX WBBM WNAX
WMAQ KMBC KFAB KRNT
WCO KSCJ KFH KLA
(sw-11:83)

★ NBC-Fred Waring's Orch.;
Rosemary & Priscilla Lane;
Tom Waring, bar.; WLW
WSM KWK WFAA WENR
WREN KSTP KOIL WMT
KSO (sw-11:87)
KFBI Lamplighting Time
KGBX News
KOA Richard Himber's Orch.
KTHS Dance Orch.
WGN Dick Jurgen's Orch.
Who World Dances
WXYB Union Station

8:15
KFBI Evening Refrains
KGBX Secrets of Happiness
KOA Dinner Hour Varieties
KTHS Rubinoff, violinist
WGN News; Sports Shots
Who Col. Courtesy
WXYB One Night Bandstand

8:30
★ NBC-NATIONAL BISCUIT CO.
Present Twin Stars, Rosemarie
Brancato, sop.; Helen Claire,
Josef Boumke's Orch.; WREN
KWK WMT KSO KOIL WSM
KTHS WENR WFAA KSTP
(sw-11:87)
★ NBC-Court of Human Rela-
tions; Drama; KSD WHO
WMAQ WOW WDAF (sw-9:53)
MBS Magazine of the Air; WGN
WLW
KGBX Sol Bright's Holly Wai-
ans
KOA Golden Melodies
WXYB Soft Lights & Sweet
Music

8:45
KFBI Travels of Mary Ward
KGBX World Dances

9:00
★ NBC-RADIO GUIDE'S COURT
of Honor, with Shep Fields'
Rippling Rhythm Orch.; Guests
of Honor: Donald Towne, Ra-
dio Gossip; Ben Grauer, an-
nouncer; WREN WENR KOIL
KSO WMT KWK (sw-6:14)
NBC First Nighting; "Ramona,"
drama with Don Ameche &
Barbara Luddy; KTHS WFAA
WDAF KOA WLW WHO
WOW WMAQ KSTP KSD
WSM KVOO (sw-9:53)
CBS To be announced; KMOX
ELRA KRNT KSCJ WNAX
KFAB KTUL WBBM (sw-
6:12)
KFH Talk by Patterson
KGBX Judy & Bill
KMBC Dem. Campaign Pgm.
WCO Elmer A. Benson
WGN Little Jack Little's Orch.
WIBW Moving Stories of Life
WSM Songsters
WXYB Dream Weaver

9:15
KFH To be announced
KGBX Hollywood of Parade
WBBM Bob McGren's Orch.
WGN Leslie Martin's Orch.
WIBW To be announced (CBS)
WXYB Carnival

9:30
★ NBC-Harold "Red Grange,"
football star, interviewing foot-
ball coaches & forecasting re-
sults of games to be played
the following day; Chas. Lyon,
announcer; KQA WDAF
KSD WOW KSTP KOA WFAA
WLW KTHS KVOO KGBX
(sw-9:53)

NBC Vivian della Chiesa, sop.;
WENR WREN
CBS Roosevelt Progress; KMOX
WCO KFAB KRNT KSCJ
WNAX WBBM WIBW KFH
(sw-6:12)
KOIL Let's Go Places
ELRA Radio Night Club
KMBC Erle Smith
KSO Gems of Rhythm
KWK News; Musical Interlude
WENR Globe Trotter
Who Jack Randolph's Music
WMT Political Talk
WREN Radio Night Club
WSM Tomorrow's Winners
WXYB Ten o'Clock Tunes

9:45
★ CBS-COLGATE - PALMOLIVE-
Pret Co. Presents The Goose
Creek Parson, sketch; KMBC
NBC Elza Schallert Reviews;
Juan Bennett, guest; WREN
WMT KOIL WENR
CBS Benny Fields, Your Minstrel
Man; KSO WBBM WNAX
KLA KFAB (sw-6:12)
NBC To be announced; KTHS
KGBX KSO
NBC Nat'l Campaign Committee,
Communist Party; Ell aReeve
Bloor, speaker; WMAQ KSTP
WDAF WOW KSD (sw-
9:53)
MBS Nat'l Democratic Com-
mittee; WGN WLW
Jack Randolph, bar.; KVOO
WFAA

Edinoff, violinist; WCO KWK
KFH Patterns in Black & White
KGBX Gems from the Classics
KMOX Thank You Stasia
EOA Col. Courtesy
KRNT Gold Under the Moon
Who Horse Sense Philosopher
WIBW Treasure Chest
WXYB Dictators

10:00
★ NBC-Amos 'n' Andy; WDAF
WSM WOW WBAF KOA
CBS Ozzie Nelson's Orch.; KLA
WNAX
NBC Henry Busse's Orch.;
WMAQ KGBX WREN
CBS Wm. Hard, commentator;
WIBW KRNT KMOX KMBC
KFH WCO KSCJ
NBC John Winters, organist;
George B. Holmes; (sw-9:53)
CBS Roger Pryor's Orch.; KFAB
WBBM

KOH News
KSO Stearn's Stylist
KSTP-Folks Behind the News
KTHS Joe Carraro's Orch.
KVOO Musical Pgm.
KWK Range Riders
WGN-Dick Jurgen's Orch.
Who Songfellows
★ WLW-Paul Sullivan, news room
WMT Wm. Hard, political com-
mentator

10:15
NBC-Phil Levant's Orch.; WOW
WDAF WENR (sw-9:53)

CBS Roger Pryor's Orch.; KSCJ
NBC Nationwide Poll Results;
John B. Kennedy, commenta-
tor; WBAF KTHS WREN
KVOO
NBC Ink Spots; KGBX (sw-
6:14)
News: WHO KSO KRNT WMT
WCO
EFH Dance Orch.
KMBC Nocturne
KMOX To be announced
KOA Thank You Stasia
KOIL American Weekly
KSTP News; Sports
KWK Happy Hal
WIBW Tonic Tunes
WLW Old Fashioned Girl
WSM Teachers College of the Air
WXYB Rathskeller

10:30
CBS Geo. Olsen's Orch.; KFAB
KRNT WNAX WBBM KSCJ
NBC Emil Coleman's Orch.; KSO
KTHS WREN WENR KGBX
KSTP
★ NBC-Court of Human Rela-
tions; KOA
NBC Singin' Sam; KECA KFSD
KJR KGA
CBS Benny Goodman's Orch.;
KLA
NBC Glen Gray's Orch.; WDAF
WMAQ (sw-9:53)
KMBC Sports Review
KMOX Headline Highlights
KOIL Stephen D. Cartright
KVOO Dance Music
KWK Eddie Dunstetter's Orch.
WBAP Frontier Troubadours
WCO Hollie Johnson; Reports
WGN Ted Florio's Orch.
Who Red Grange; Football
WIBW To be announced
WLW Salute to Ashland, Wis.
WMT Jimmy Jackson's Orch.
WOW News
WXYB Don Torres' Orch.

10:45
NBC Glen Gray's Orch.; WHO
WOW
KFH To be announced
KMBC Dance Time
KMOX France Laux
KOIL Freddie Ebener's Orch.
KVOO Archie Blyer's Orch.
WGN News
WBAF Lloyd Snyder's Orch.
WSM Sports; Dauch Orch.
WXYB Dunsappan

11:00
★ NBC-San Francisco Opera
Company from War Memorial
Opera House, San Francisco;
2nd Act of Halevy's "La
Juive"; Gaetano Merola, cond.;
Giovanni Martinelli as Eleazar;
Elisabeth Rethberg as Rachel;
Charlotte Boerner as Eudoxia;
Hans Clemens as Leopold; Ezio
Pinza as Cardinal de Brogni;
John Howell as Ruggero, &
Oliver Jones as Albert; WHO
WMAQ KSTP WDAF WBAF

Radio Guide

Presents a New Program, a New Idea, and a
New Host of Celebrities in a Bright New Show

Rippling Rhythm

—It's the newest style in music—the newest rage
in radio. Shep Fields has us all by the ears!
The parade of guest stars continues, featuring
such artists as Frank Parker, Errol Flynn, and
Olivia de Havilland, heard October 23! The big-
gest names in the entertainment world—in a
weekly revue brought to you by Radio Guide

Radio Guide's Court of Honor

EVERY FRIDAY NIGHT AT TEN O'CLOCK, EST
(Nine O'Clock, CST)
Over the NBC-BLUE NETWORK

Saturday

October 31



Jack Shannon See 12 noon

Network Changes

Your Hit Parade, formerly 9 p.m., now CBS 9:30 p.m. CST (8:30 MST)

MORNING

9:15
NBC-Vass Family: KSD WDAF WOW (sw 15:33)
CBS-Blubbards Trio: KFAB KSCJ KMBC KFH (sw 21:52)
NBC-Raising Your Parents: KOIL WREN KTHS WMT (sw 15:21)
News: WNAX KFBI KGNF Weather
KLRA-Magazine of the Air
KOIL Tonic Tunes
KSDO Markets; Sketches in Melody
KJQA Oddities
KVOO Handy Ads
KWK Old Familiar Music
WIB Missouri Mauds
9:30
NBC-Harold Nagel's Orch.: WOV WDAF WHO (sw 15:33)
★ CBS-Let's Pretend: KMBC KFAB KLRA KSCJ (sw 21:52)
KFBI Hits & Encores
KFH Grain Market: Stock Quotations
KFBI Dude Rancher
KGNF Paramount News
KOIL Omaha Police Court
KSDO Markets; Thru the Holly-wood Lens
KJQA Music Appreciation
KVOO Raising Your Parents (NBC)
KWK To be announced
KJWO News; Markets
WIB Songs by the Stars
WIB Housewives' Prgm.
WNAX Leo Terry Band
★ W9XBY-RADIO GOSSIP
9:45
NBC-Originalities; Clark Dennis, tor & Orch.: WREN KTHS KOIL (sw 15:21)
KFBI Hollywood on Parade
KFH Prince of the Piano
KFBI World Bookman
KSD Nagel's Orch.: (NBC)
KVOO What's New at Vanders?
KWK News
KJWO Societies; Weather
WIB Story Behind the Song
WLS-Henry Hornsbuckle; George Goebel; Four Hired Hands
WMT Magic Kitchen
W9XBY-Fashion Flashes

10:00
NBC-Julia Hoyt, writer & fashion com.: WREN WMT KWK NBC Our American Schools: WOV WDAF KTHS WOTO KSD KVOO WHO (sw 15:33)
★ CBS-Cincinnati Conservatory of Music: KFBI KFAB KLRA KSCJ (sw 21:52)
News: KOIL, WNAX
KFBI Today's Almanac
KFBE Home Maker's Prgm.
KFBI Lady of the House
KGNF Ongoing Grain Markets
KMBC Fashion Flashes
KMOX Better Films Council
KSDO Markets; News
★ KWB-MOVIE GOSSIP (1420 kc)
KJWO Mid-morning Melodies
WIB-Northside Municipal Court
WNAX-Pals of the Prairie
W9XBY-Organ Rhapsody
10:15
NBC-Bill Krenz' Orch.: WREN KFCB Doc Whipple, pianist: WOV WDAF KSD KTHS WHO (sw 15:33)
KFBI News
KGNF Shoppers' Prgm.
KMBC-Cincinnati Conservatory of Music (CBS)
KMOX-Lorraine Grimm, songs
KOIL-The Iowa Hour
KSDO Dance Hour
KVOO Glenn Condon
KWK Bing Crosby, songs
KJTO Nix & Nicky
WIB Kiddies Revue
WMT Home-Maker's Matinee
10:30
NBC-Mystery Chief: (sw 15:33)
NBC-Bromley House, bar.: WHO NBC-Magic of Speech: WREN WMT KTHS
KFEQ-Interstate Quartet
KGNF-Words & Music
KMOX-Mary Lou & Ambrose Haley
KSDO Bing Crosby
KVOO Kiddies Revue
KWK Rapid Service
KJTO Front Page Dramas
WIBW-Protective Service
WNAX-Rosebud Kids
WOW In the Playhouse
W9XBY-Good Morning Neighbor
10:45
NBC-Home Town, sketch: KSD WDAF WHO (sw 15:33)
KFBI The Jangles
KFEQ-Mooty at the Piano
KFH Grain Markets; News
KGNF-Lure of Perfume
KMOX-Travelogue
KOIL-Rhythm & Romance
KSCJ-Livestock Trade
KSDO Man on the Street
KWK Kiddie Klub
KJTO-Playing the Song Market
WIB Modern Melodies
WIBW-Monticello Party Line
11:00
★ NBC-Chasin's Music Series: KTHS KSD WDAF WHO (sw 15:33)
(CBS Captivator): KFBI KMBC KSCJ KMOX (sw 21:52)
NBC-Gena Fontanova, sop & Orch.: WREN WMT
KFBI Weather; Markets
KFBI Pa Perkins' Rhythm Boys
KFEQ-Prairie Schooner; Farm Prgm.
KGNF Quartet
KLRA-Booster Club
KOIL Duane & Sally
KSDO-Markets; From Studio A
KJQA-Farm & Home News
KVOO-Handy Ads
KJTO-Karl Zomar's Scrapbook
WIB-LeRoy, pianist
WIBW-Street Reporter
WNAX-Leo Terry Orch.

AFTERNOON

12:00
CBS-Jack Shannon, tor.: KSCJ KFBI KLRA (sw 15:27)
News: WIBW KGNF KSDO
KFBI Man on the Street
KFEQ-Markets
KFBI-Gene Peiper's Orch.
KMBC News; Markets
KMOX-Let's Compare Notes
KSD News; Rex Battle's Orch.
KJQA-Rubinfeld, violinist
KJTO-Luncheon Lyrics
WDAF Farm Forum (NBC)
WIB Sweet Music
WMT Hillbillies
WNAX-Variety Prgm.
W9XBY-Chuck-Wagon Opera
12:15
CBS-Jack & Gil: KFBI KSCJ KLRA (sw 15:27)
KSD Rex Battle's Ensemble: (sw 15:33)
Markets: KFBI WIBW
News: KOIL WIBW WNAX
Rubinfeld, violinist: KFEQ KGNF
KMBC-Tex Owens, songs
KMOX-Magic Kitchen
KJQA-Variety Prgm.
KJTO-Steambot Bill; Answer Man
WMT-Question Man; Voice of Iowa
WOW-Prudence Penny
12:30
NBC-Campus Capers: WDAF WHO (sw 15:33)
KCBS-**Buffalo Presents**: KMBC KFH (sw 15:27)
NBC-Old Skipper's Radio Gang: KOIL KWK KTHS
News: KJTO KFEQ WOW
KFAB-Farm Drama
KFBI-Street Reporter
KGNF-Sons of the Pioneers
KLRA-Buckle Busters
KSCJ-Voice of the People

2:00
NBC-Varieties: WDAF KTHS WOV (sw 15:33)
CBS-Football Souvenir Prgm.: KMBC KSCJ KLRA KFH KFAB
★ NBC-Country Cousins, hillbilly trio: KOIL (sw 15:21)
CBS-"Kickoff": (sw 15:27)
Football: Okla. A. & M. vs. Wash. U.: KMOX KSD
KFBI-Melody Matinee
KGNF-Peacock Court
KSDO W.P.A. Concert Orch.
KVOO News
KWK-Football: Ohio State vs. Notre Dame
E.W.O-Market Reporter
WNAX-Brass Band
W9XBY-Leaders in Dance Time
2:15
CBS-Football Game: KLRA KFH KMBC KSCJ KFAB (sw 15:27)
★ NBC-Gale Page, songs: Larry Larsen, organist: KOIL (sw 15:21)
KFBI Tonic Tunes
KFEQ-Vella, songs
KGNF-Dramas of Life
KSDO-Club Cabana
KVOO-Football; Kansas State vs. Tulsa Univ.
KJTO-Piano Improvisations
WNAX-Yodeling Cowboy
2:30
NBC-George Hassberger's Orch.: KOIL (sw 15:21)
★ NBC-Weekend Review: WDAF KTHS WOV (sw 15:33)
KFBI Lady of the House
KFEQ-Ministerial Alliance
KGNF-Closing Grain Markets
KSDO-World News Parade
KJTO-Let's Go Places
WIBW News
WNAX-Laurence Welk's Orch.
W9XBY-Afternoon Arias
2:45
KGNF Daily Musical Variety
KSDO-Peacock Court Dance
WIBW Football Game (CBS)
3:00
NBC-Herman Middleman's Orch.: KOIL (sw 15:21)
NBC-Week-End Review: (sw 9:53)
News: KJTO WNAX KGNF KSDO WOV
KFBI-Lou & her Jolly Fellows
KFEQ-Travels of Mary Ward
W9XBY-Say it with Music
3:15
KFBI Tonic Tunes
KFEQ-Home Folks Frolic
KGNF Popular Concert
KSDO-Question Box; Pacific Echoes
KJTO-Mid-Afternoon Melodies
WNAX Matinee
3:30
★ NBC-Continental: WOV KTHS WDAF (sw 9:53)
NBC-Joan & the Escorts: KOIL (sw 15:21)
KFBI Musical Mart
KGNF-Cub Reporters
KSDO-Skyride
KJQA-Secrets of Happiness
KJTO-Rhythm & Romance
W9XBY-Cocktail Hour
3:45
NBC-Concert Ensemble: KOIL KJTO (sw 15:21)
KFEQ-Ben Henderson
KGNF-Dance Matinee
WNAX-Swinging Strings
4:00
NBC-Top Hatters: WDAF WOV KTHS WHO (sw 9:53)
CBS-Football Game: (sw 11:83)
NBC-Cadet's Quartet: KOIL KFBI News

Football

A very complete schedule of stations broadcasting football games, the games to be heard and the times will be found on Page 51

KSDO-Organ Reverbs
E.W.O.-Sunday School Lesson
WNAX March Kings
W9XBY-Black & White
4:15
NBC-Timothy Makepeace, comedy: KOIL (sw 15:21)
KFAB-Babs & Betty
KFBI Rhythm & Romance
KGNF-Babs & Her Brothers
KSDO-Brown Koddies
KJTO-Market Reporter
W9XBY-Musical Memoirs
4:30
★ NBC-Kaltenmeyer's Kindergarten, comedy: Merrill Fugt; Bruce Kamman: WDAF WOV (sw 9:53)
NBC-Musical Adventures: KTHS KOIL WREN
KFAB-Crossroads of the Nation
KFBI-Tunes in Black & White
KFEQ-Apple Creak
KGNF Orch.
KMBC Gossip Club
KSDO Joy Train
KWK Football Scores
KJTO-Radio Parade
WHO-Pop Concert; News
WNAX-Choral Melodies
W9XBY-Rural Rhythm
4:45
NBC-Ruth & Ross, songs & patter: KTHS WREN KOIL WMT KJTO (sw 15:21)
CBS-Frank Dudley's Orch.: News-KMBC KMWB WKBW KFBI KFH KJQA KMOX (sw 11:83)
KFBI-The Fellowship Hour
KFEQ-Quartet
KGNF-Old Timers
KSD-Rhythm Makers
KWK-Linda Ray, soloist
5:00
NBC-Jesse Crawford, organist: WMT KWK KOIL
NBC-Otto Thurn's Orch.: WOV KSD KTHS WHO (sw 9:53)
News: WREN KSDO
KFAB-McBride Behind the Goal Post
KFBI-The Melodiers
KGNF-Front Page Dramas
KVOO-Twilight Serenade
KJTO-Sports; Lee George
WDAF-Star Gazer
WIB-Dorsey Brothers' Orch.
WNAX-Balldancers
W9XBY-Supper Serenade
5:15
NBC-Jesse Crawford, organist: WREN (sw 15:21)
CBS-News of Youth: (sw 11:83)
CBS-Ebba Sellers, organist: KFBI KFAB KSCJ KLRA WKBW KMBC
KFBI-Evening Refrains
KFEQ-Wm. Harp Club
KGNF-Fantasy of Melody
KMOX-Al Cameron, songs
KSDO Sports; Revue
KJQA Story Book Land
KWK-Range Riders
KJTO-Toby Tolliver
WDAF-Otto Thurn's Orch.
WIB-Twilight Hour
WMT-Parade of Features
WNAX-Three Brownies
5:30
★ CBS-Football Roundup with Eddie Dooley: KMOX (sw 11:83)

EVENTS OF THE WEEK

Irene Beasley's premiere over CBS at 8:30 p.m. and I'll have my dials tuned to Ben Bernie's broadcast tonight, NBC at 8, when Bea Lillie steps up to his mike for a guest visit . . . and when that's through I'm going to shift over to the Caravan on CBS to lend a welcome ear to Franchot Tone and his wife, Joan Crawford, cast in "Elizabeth, the Queen" . . . Our pride and joy, Shep Fields and his Rippling Rhythm, will fulfill a guest engagement for Portraits in Harmony. Time: 9:30 p.m., via NBC.

WEDNESDAY, Oct. 28—Ethel Cotton, conversational authority, and Lou Little, coach of Columbia U's football team, appear today on CBS for Magazine of the Air at 10 a.m. . . . Ethel Barrymore in the role of Mrs. Gray in a revival of "Alice-Sit-by-the-Fire" will be the Famous Actors Guild drama for tonight, NBC at 7:30 p.m.

(Continued from Page 33)

BY DON TOWNE

THURSDAY, Oct. 29—Mrs. Roberta Campbell Lawson, president of the General Federation of Women's Clubs, will speak at 1:30 p.m. . . . Charles L. Flicke, an editor of Philadelphia Enquirer whose hobby is composing and playing the violin, will guest for "Music Is My Hobby" over NBC at 6:15 p.m. . . . Emanuel Feuermann, concert singer, will be a Music Hall guest at 9 p.m. via NBC.

FRIDAY, Oct. 30—For the "Magazine of the Air" this date we have Brock Pemberton, well-known play producer, interviewing Margaret Sullivan, star of the picture "Little Man, What Now?" over a CBS net at 10 a.m. . . . The exciting adventures of a newspaper woman will be portrayed by Irene Rich in tonight's drama, "Mary's Lamb," 7 p.m. via NBC. . . . Hollywood Hotel offers Edward Arnold, famous cinema star, in "Come and Get It," CBS at 8 p.m. . . .

And you can bet your bottom dollar that Radio Guide's Court of Honor will have another gala array of dazzling, super-charged surprise guests for you at 9 p.m. on NBC . . . Elza Schallert at 9:45 p.m. over NBC will quiz Joan Bennett . . . The entire second act of Halevy's opera, "La Juive," will be brought to NBC listeners at 11 p.m., when the opening of the 14th annual season of the San Francisco Opera Company hits the air. Gaetano Merola will conduct the opera and Giovanni Martinelli, Elisabeth Rethberg and Ezio Pinza will be heard.

SATURDAY, Oct. 31—No new shows for Saturday, and, at the moment, no info on guest talent. However, Columbia Workshop presents another of its experimental dramas at 7 p.m. It is "Rhythm of the Jute Mill" by William Robson . . . Do you like my new column? Anyway, happy listenin'.



Victor Young
See 8:30 p.m.

WGN-Al Kavelin's Orch.
WLW Clyde Trask's Orch.
W9XBY-Pete Johnson's Orch.
12:45
KSL News
WBBM Austin Mack's Orch.
1:00
WBBM Carl Schreiber's Orch.
W9XBY Bus Mollen's Orch.
1:30
W9XBY Dance Orch.
End of Saturday Prgrms.

★ **NBC-News; Home Symphony;**
Ernest La Rube, cond. WREN
NBC-News: Robert Gately, bar.
& Orch.: KSD (sw 9:53)
CBS-Ann Leaf, organist: KLRA
CBS-Herbert Foote, organist:
KMBC KSCJ WBWB KFH
KFBAB
News: KFEQ KVOO
KFBI-Ralph Lewis, violinist
★ **KFOR-RADIO GOSSIP** (12:10
ke)
KGFZ-Top Tunes of Today
KOIL-Hits & Encores
KSOD-Today's Times
★ **KUOA-News: RADIO GOSSIP**
KWK-Musical Pgm.
KJWB-Ruhoff, violinist
WDAF-Parade of Directors
WFO-Football Scoreboard
WMT-Musical Mailbox
WNAX-Ranch House Boys
WOW-Civic Calendar
W9XBY-Dude Ranch

5:45
NBC-The Art of Living: KSD
(sw 9:53)
CBS-Saturday Night Swing Club:
WBWB KMBC KLRA KSCJ
KFH (sw 11:33)
NBC-Home Symp. Orch.: (sw
12:10)
News: KGBX WBWB
KFAB-To be announced
KFBI-Lou, Joe & Ernest
KMOX-Saturday Legion
KOIL-Football Scoreboard
WHO-Asker & Little Jimmie
WMT-Football Scores
WOW-Thank You, Stusia
W9XBY-Singing Strings

6:00
NBC-Harold "Red" Grange, foot-
ball comments: WDAF KSD
WOW WHO KGBX (sw 9:53)
NBC-Message of Israel: KOIL
(sw 11:37)
KFBI Church Revue
KFBU-Mu Phi Epsilon Musicale
KMBC News: Band Plays
EMAX-Headlines
KWK-Independent Coalition of
American Women; Speaker
WBWB-Thank you Stusia
WMT-Iowa Speaks
WNAX-Dinner Hour
W9XBY-Vagabonds of the Prairie

6:15
★ **CBS-Sportscast, Ted Husing:**
(sw 11:33)
NBC-Hampton Institute Singers:
WDAF KSD WHO (sw 9:53)
CBS-Carl Schreiber's Orch.: KFH
KSCJ WBWB
News: WOW KFBI
KGBX-Saturday Night Dance
KLRA-Dance Tunes; Sports
KMBC-Ruhoff, violinist
KMOX>Show World 'Breat'
KUOA-Sports Review
WRFB-Dinner Music
W9XBY-Futura

6:30
CBS-Edward D'Amico's Band:
KFAB KMOX KMBC (sw
11:33)
NBC-Uncle Jim's Question Bee:
(sw 11:37)
CBS-Sunset Serenade: KFH
News: WHO KOIL WNAX
Sports: WDAF KSCJ
Ruhoff, violinist: WBWB WREN
WOW
KFBI-Let's Go Places
KGBX-Jungle Jim
KLRA-To be announced
KSD-Colonel Courtesy
KWK-Sports Review; News
WMT-Interlude: Political; Parade

6:45
Sports Review: KFBI KSD
Ruhoff, violinist: KLRA WMT
Diamond City News: KOIL WHO
KSLJ-Dem State Committee
KWK-To be announced
WREN-Ran Wilde's Orch.
WDAF-Variety Pgm.
WBWB-To be announced (CBS)
WNAX-Sons of Pioneers
WOW-Cornhuskers
WREN-Eddie Fitzpatrick's Orch
W9XBY-Theater of Sport

C. N. Father Chas. E. Coughlin:
KWK WMI KOIL WREN
WGN WLW KSTP KSO
KFBI-Lighting Time
KGBX-Radio Spotlight
KLRA-Sport Slants
KMOX-Sports
KOA-Carl Ravazza's Orch.
WBAP-The Traffic Cop
WLS-Prairie Ramblers & Patsy
Montana
WNAX-Saturday Night Jamboree
WMT-Francis Craig's Orch.
W9XBY-Julia Lee

7:15
KFBI News
KGBX-Dance Orch.
KLRA-Swing Time (CBS)
KMOX-State Gov. speaker
WLVs-Melodies
WSM-Delmore Brothers
W9XBY-Missouri Review

7:30
NBC-Meredith Willson's Orch.:
WREN KOA KSO WMT (sw
11:37)
★ **CBS-Football Revue; Ed Thor-
gerson; Kay Kyser's Orch.;**
Sport Guests: WBBM KMBC
KMOX KRNT KFAB WCCO
(sw 11:33)
To be announced: KSCJ KLRA
KFBI-Let's Go Places
KFH Studio Presents
KGBX-Close Harmony Four
KOIL-Minute Mysteries
KSTP-Citizens State Wide Volun-
teer Committee
KWK-Swingopators
WBAP-Musical Pgm.
WGN-Repub. Volunteers
WBWB-Galettes
WLS-Barn Dance Party
WNAX-Bohemian Band
WSM-Jack's Missouri Mountaineers
W9XBY-Variety Pgm.

7:45
KFBI-Sport Revue
KGBX-20th Century Parade
KLRA-Rhythm Makers
KOIL-Let's Go Places
KSTP-Gen. Volunteer Comm.
KWK-Meredith Willson's Orch.
WBAP-Frontier Troubadours
WGN-Al Kavelin's Orch.
WMT-Political Tact
WSM-Hilltop Harmonizers
W9XBY-Dot Chaquette

8:00
★ **NBC-ALKA-SELZER Pre-
sents Nat'l Barn Dance:** KWK
WREN KOIL KSO WBAP WLS
WMT KGBX KTHS (sw
11:37)
★ **CBS-NASH MOTORS CO.**
Presents Speed show with Floyd
Gibbons; Vincent Lopez' Orch.:
WBBM KFAB KLRA KFH
KMBC KMOX WCCO KRNT
(sw 11:33)
NBC-Snow Village Sketches:
WMAQ KSTP WOW WDAF
KOA KSD (sw 9:53)
KFBI-Lighting Time
KSCJ-To be announced
WGN-Louis Prima's Orch.
WHO-Barn Dance Frolic
WBWB-Kansas Roundup
WLW Ed McConnell
WNAX-Pals of the Prairie
WSM-Passum Hunters; Uncle
Dave Macon; Gully Jumpers
W9XBY-Union Station

8:15
KFBI Evening Retrains
WGN News; Sports
W9XBY-One Night Bandstand

8:30
CBS-Democratic Nat'l Comm.
Pgm.: WBBM KMBC KFAB
KMOX KSCJ KLRA KFH
(sw 11:33)
★ **NBC-Chateaux; Smith Ballew,
m.c.;** Edward Everett Horton,
guest; Vinton Young's Orch.:
KSTP KSD WLW WOW KOA
WMAQ WDAF (sw 9:53)
KRNT Rhythm Revue
WCO-Harry H. Peterson
WGN Dance Orch.
WLW-Enoch Light's Orch.
WNAX-Variety Pgm.
WSM-Dixie Liners; Curt Poulton
W9XBY-Bath Night Frolics

8:45
KFBI Concert Hour
KSCJ-Hughes Revue
WCO-Rhythm Revue
★ **WSM-Smolin's Jack's Missouri
Mountaineers**

9:00
NBC-Nickelodeon: WREN KSO
KOIL (sw 6:14)
KGBX News
KTHS-Football Reporter
KVOO-Musical Pgm.
KWK-Dem. City Committee Spkr.
WCO-Demo. Nat'l Committee
WFAA-Jules Allan & Roadrun-
ners
WLS-Barn Dance Frolic

WMT-Hollywood Merry-Go-Round
WSM-Honey Widbs, Fruit Jar
Drinkers; Delmore Brothers
W9XBY-Dream Weaver

9:15
KGBX-Nickelodeon (NBC)
KSO-Curtain Calls
KTHS-Smolin Ed McConnell
KVOO-Harold "Red" Grange
KWK-Musical Pgm.
WBAP-Lloyd Snyder's Orch.
WGN-Kay Kyser's Orch.
W9XBY-March of the States

9:30
★ **CBS-LUCKY STRIKE CIGAR-
ettes Present Your Hit Pa-
rade & Sweepstakes;** Buddy
Clark & Edith Dick, vocalists;
Leaders Male Trio; Bob Har-
ing's Orch.: WBBM WCCO
KLRA WBWB WNAX KMOX
KFAB KSCJ KRNT KMBC
KFH (sw 6:12)
NBC-Emil Coleman's Orch.: KSO
KOIL WREN (sw 11:37)
★ **NBC-Irvin S. Cobb's Paducah
Plantation;** Dorothy Page, John
Mather, Norman Field; Hall
Johnson, Negro Choir; Clarence
Muse, bar.; Four Blackbirds;
Harry Jackson's Orch.: WDAF
WOW KSD WMAQ WBAP
KOA KVOO KTHS WLW
RSTP KGBX (sw 9:53)

KWK News
WGN-Freddie Martin's Orch.
WLS-Barn Dance Jamboree
WMT-Jimmy Jackson's Orch.
WSM-Georgia Wildcats; Ed Pop-
pin's Band; Sarge & Sallie; De-
ford Bailey

9:45
KWK-Eddie Dundstedter's Orch.
W9XBY-Dictators

10:00
★ **NBC-ALKA-SELTZER Pre-
sents Nat'l Barn Dance:** WLW
KOA
CBS-Tommy Dorsey's Orch.:
KFAB KRNT KLRA KFH
WNAX
NBC-Vladimir Brenner, pianist;
Clem McCarthy, sports: WDAF
WFAA KGBX WOW (sw 9:53)
NBC-Will Osborne's Orch.: KSO
KWK WREN
News: WBWB KSD KOIL
KSLJ
KMOX-Horse Sense Philosopher
L.MOX-Lang Thompson's Orch.
KSTP-Laurel Parade
KTHS-Dance Orch.
KVOO-To be announced
WBBM-Roger Pryor's Orch.
WCO-Hjalmar Peterson
WGN-Dick Jurgens's Orch.
WLS-National Barn Dance
WMAQ-Henry Busse's Orch.
WMT-Political Tact
WSM Sid Harkreader's Band;
Dixie Liners
W9XBY-Ten o'Clock Tunes

10:15
NBC-Blue Barron's Orch.: KSD
WDAF KGBX WOW KTHS
(sw 9:53)
CBS-Tommy Dorsey's Orch.:
WBWB
NBC-Will Osborne's Orch.: WFAA
(sw 6:14)
News: KRNT KSO WHO WCCO
WMT
KMBC-Dem. Campaign Pgm.
KMOX-Jeeter Pillars' Orch.
KOIL-Minute Mysteries
KSCJ-Roger Pryor's Orch.
KSTP-News; sports
WMAQ-Phil Levant's Orch.
WSM-Uncle Dave Macon; Crook
Brothers
W9XBY-Rathskeller

10:30
NBC-Ray Noble's Orch.: WMT
KWK KSO WREN
CBS-Geo. Olsen's Orch.: KRNT
KSLJ WNAX KFAB WBBM
KFH WBWB KLRA
NBC-Russ Morgan's Orch.:
KGBX (sw 9:53)
KMBC Sports
KMOX-Headline Highlights
KOIL-Stephen D. Cartright
KSD Rhythm Club
KSTP-Nat'l Barn Dance (NBC)
KTHS-Joe Capra's Orch.
KVOO Dance Orch.
WCO-Rolie Johnson; Reports
WDAF-Variety Pgm.
WFAA-Jay Whiddon's Orch.
WGN-Ted Fiorini's Orch.
WHO-Barn Dance Frolic
WMAQ-Xavier Cugat's Orch.
WOW News
WSM-Passum Hunters; Delmore
Brothers
W9XBY-Variety Pgm.

10:45
NBC-Ray Noble's Orch.: KOIL
NBC-Russ Morgan's Orch.: KSD
WOW KVOO WDAF KTHS
KMBC-George Olsen's Orch.
KMOX-Boyd Raeburn's Orch.

WCO-Cecil Hurst's Orch.
WSM-Robt. Lum, DeFord Bailey
Ed Poplin & Band
W9XBY-Dansapation

11:00
NBC-Johnny Hamp's Orch.: KOA
WREN KOIL KGBX KSTP
KSO KWK WMT (sw 6:14)
CBS-Joe Reichman's Orch.: KFH
WBBM KSCJ KFAB WNAX
KRNT KMBC KLRA
NBC-Jan Garber's Orch.: WDAF
WHO
Dance Orch.: WGN WOW
KMOX-Eddie Dundstedter's Orch.
KSD Rhythm Club
WCO-Dick Long's Orch.
WENR-Glen Gray's Orch.
WFAA-Zelman Braunoff & Orch.
WBWB-Daily Capital News
★ **WLW-Paul Sullivan, newsroom
WMAQ-Fletcher Henderson's Or-
chestra**
WSM-Curt Poulton
W9XBY-Friendly Voice

11:15
CBS-Joe Reichman's Orch.:
WCO KMOX
NBC-Jan Garber's Orch.: WHO
KSD
KOMA Dance Orch.
WLW Moon River
WSM-Cook Brothers' Band
W9XBY-Don Torres' Orch.

11:30
NBC-Griff Williams' Orch.: KOA
WREN WMT KSTP KSO
KOIL KGBX KWK

11:45
CBS-Phil Harris' Orch.: KFH
KMBC WBWB WNAX WCCO
KFAB WBBM KSCJ KRNT
NBC-Jerry Johnson's Orch.: KSD
WOW WDAF WHO
KMOX-Hal King's Orch.
KVOO-Hebrie King's Orch.
WBAP-Joe Venuti's Orch.
WENR-Louis Prima's Orch.
WGN-Louis Prima's Orch.
WMAQ-Phil Levant's Orch.
WSM-Gully Jumpers; Sam &
Kirk McGee; Gully Jumpers
W9XBY-Orchestra

11:45
KMOX-Phil Harris' Orch. (CBS)
MA Dance Orch.
KSD Rhythm Club
WLW-Velor & Yolanda's Orch.
WBWB-Daily Capital News
KMBC-Midnight Headlines
KMOX-Jeeter Pillars' Orch.
KOA-News
KSO Rhythm Club
KSTP-News; Postscripts
KVOO Bob Willis' Orch.
WBBM News; Weather Man
WCCO-Anson Weeks' Orch.
WGN-Ted Fiorini's ODrch.
WLW-Leon Belasco's Orch.
WOW-Musical Pgm.
W9XBY-Dictators

12:15
KOA-Swingopators
WBBM-Benny Dugall's Orch.

12:30
KOA-Jimmie Grier's Orch.
WBBM-Roy Eldredge's Orch.

CONTESTS ON THE AIR

SUNDAY

2 p.m. EST (1 CST), NBC network. Magic Key. Prizes weekly for composition about product. Entries must be mailed within six days after broadcast. Contest closes Oct. 31, 1936.
2 p.m. EST (1 CST), NBC network. Landl Trio and White. Weekly merchandise prizes for composition about product. Grand prizes awarded at frequent intervals. Weekly contests close Wednesday following broadcast.
7:45 p.m. EST (6:45 CST), NBC network. Sunset Dreams. Broadcast for West at 11 p.m. EST (10 CST). Jingle contest, wrist watch prizes.

MONDAY

10:15 a.m. EST (9:15 CST), NBC network. Monday through Friday: Five Star Jones. See 3:15 p.m. EST (2:15 CST) Monday. Same contest as Ma Perkins.
11:45 a.m. EST (10:45 CST), Monday, Wednesday and Friday; also 7:15 p.m. EST (6:15 CST), Tuesday and Thursday, NBC network. Voice of Experience. Twenty cash prizes of \$500 each for best letters on subject given on program. Contest closes Nov. 30, 1936.

3 p.m. EST (2 CST), also 10:30 a.m. EST (9:30 CST), NBC network, Monday through Friday. Pepper Young's Family. Grand prize of \$1,000 a year for life or \$12,000 cash. Also 201 cash prizes in each of five prize zones. Prizes to be given for best compositions on product. Contest closes Nov. 30, 1936.
3:15 p.m. EST (2:15 CST), NBC network, Monday through Friday. Ma Perkins. 703 cash prizes totaling \$10,000. Contest closes Nov. 16, 1936.
7 p.m. EST (6 CST), NBC network. Amos 'n' Andy. Broadcast for West at 11 p.m. EST (10 CST). 2,832 cash prizes totaling \$34,000 in a contest to name baby. Contest closes Nov. 15, 1936.
9 p.m. EST (8 CST), NBC network. Greater Minstrel. Automobile and 120 other prizes for guessing football scores.

TUESDAY

11:45 a.m. EST (10:45 CST), Tuesday and Thursday, NBC network. The Witte Saver. 1215 cash and merchandise prizes for most accurate entries. Contest closes Nov. 3, 1936.
9 p.m. EST (8 CST), NBC network. Sidewalk Interviews. Wrist watches weekly for questions or problems.
9:30 p.m. EST (8:30 CST), NBC network. Packard Hour. 12 automobiles as prizes for best answer to question about product. Contest closes Nov. 7, 1936.

WEDNESDAY

10 p.m. EST (9 CST), NBC network. Your Hit Parade. Flat fifty tin of cigarettes for guessing three leading hit songs of week.
7:30 p.m. EST (6:30 CST), CBS network. Vee Lawnhurst and the Charlottes. Wrist watch prizes and merchandise samples.

FRIDAY

10 p.m. EST (9 CST), NBC network. Radio Guide Weekly. Cash prizes for best handwriting and slogan entries. See page 19.
10:30 p.m. EST (9:30 CST), NBC network. Red Grange Football Forecast. Automobile and 120 other prizes weekly for guessing football scores.

SATURDAY

5:30 p.m. EST (4:30 CST), NBC network. Kattenmeyer's Kindergarten. 4,168 prizes totaling \$24,680 for naming picture.
7 p.m. EST (6 CST), NBC network. Red Grange Football Reports. Same contest as Friday.
7:30 p.m. EST (6:30 CST), NBC network. Uncle Jim's Question Bee. Merchandise prizes for questions and answers used on program.
10:30 p.m. EST (9:30 CST), CBS network. Your Hit Parade. Same contest as Wednesday.

Uncle Ezra
The Old Jumping Jenny Wren — HIMSELF —
Hear the Old Man with Young Ideas
EVERY SATURDAY NIGHT
over
61 NBC STATIONS Coast-to-Coast
Over 40 Radio Artists including the Maple City Four; Hoosier Hot Shots; Uncle Ezra; Otto and His Novelodians; Ardeness Woodchopper; Sally Foster; Henry Burr; Verne, Lee and Mary; Lucille Long; Bill O'Connor; Lulu Belle and Skyland; Scotty and Joe Kelly; Master of Cerebration; A rollicking program of old time singing, dancing and homespun fun. Brought to you direct from WLS, Chicago, every Saturday night over
WBAP or WREN
8:00 to 9:00 P.M., CST
Alka-Seltzer National Barn Dance

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International Typewriter Co., Dept. 1076, Chicago

Free Trial!

GET A HANDSOME TAN AT OUR EXPENSE!

Improve Your Appearance 100%

Now—right in your own home—in 10 days time, you can get that handsome, healthy TAN that everybody admires. We send you the DELICIOUS PALM BEACH SUN LAMP on 10 days free trial so you can actually SEE—at our expense—just how its magic ultra-violet rays actually improve your appearance—keep you looking and feeling like a million dollars all through the dangerous winter months. Multiplies the power of your personality—gives you the successful look of the man of affairs—increases your popularity—keeps you feeling as fit as you look.

Only 4 Minutes Daily!

It's fully to have that pale, puffy indoor look, when it only four minutes a night the Palm Beach Sun Lamp will give you the ruddy, bronzed, outdoor look that attracts men and women alike. This amazing new professional type sun lamp is the only TANNING LAMP on the market selling for such a ridiculously low price. This is possible because of large scale production and by selling direct from factory to you. We send it on free trial. If you keep it you pay small easy payments. It works just as fast as single-ray lamps. In approximately 4 minutes, at a distance of 20 inches, it assures you the equivalent effect of 50 minutes exposure to midsummer sunlight. Then the lamp shuts off automatically.

The new PALM BEACH LAMP helps to increase youthful vigor and vitality. Tends to stimulate glandular function. Remarkably beneficial in some forms of skin troubles. Often decidedly effective in cases of listlessness and anemia. Children respond rapidly to daily treatments. An invaluable aid in the treatment of rickets.

As Little As \$1.00 Down

Costs less than 2¢ per treatment! Because we eliminate all middle-man profits—sell direct from factory to you—we are able to sell this delicious Sun Lamp at an unbelievably low price—with a single dollar bill as first payment. With this startling new price, every home in America should have the many benefits it brings.

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Mail coupon below while this special offer is still open. Get our handsome 24-page book, "A Palm Beach Tan" Without Going to Florida! This fascinating book is crammed full of intensely interesting facts about your personality—how to improve your personal appearance—how to develop dynamic new vigor and energy—how to look and be more successful. Don't put it off but mail the coupon right now and we'll send you copy by return mail.

MAIL COUPON NOW!

Lamp Division, Keene Chemical Co., Inc., Dept. RG 199, 206 E. 23rd St., New York, N. Y.

Send me full details of your special FREE TRIAL OFFER on the PALM BEACH SUN LAMP.

(Please write Mr., Mrs., or Miss)

Name _____

Address _____

City _____ State _____

This is not an order—Ship nothing C. O. D.

HARMLESS—BUT THEY'LL SLAY YOU!

(Continued from Page 25)

ladies or gentlemen on views of religious standing, personal or business. Will answer all letters from ladies or gents from 35 years to 70 years. Will say we live in sunny Texas but would like to make a change.

"Can give A-I references to those who should care to correspond with us and feel they are worthy. Our characters are good and we will only give Box number until further acquaintance. Thanking you in advance for announcing this, we are..."

To this more direct appeal:

"I am asking if you will do me a great favor by announcing over your network several times the following message:

"Will the young lady who caught the 10:30 p.m. bus at Washington, D. C., for New York on Tuesday night, the 25th of August, please write to the friend who sat with her on Seat 16. This friend was to go back to the Navy, but he changed his mind. Address E. M., care SS Washington, Pier 60, North River, New York."

And, finally, to this one from a lonely lady:

"Dear radio friends, I hear of so many wonderful things you do for people, so wood you pleas be kind enuf to do a favor for me. for i am all alone out hear in the country, i have a lovely little home but i have no joy, my husband is at sea sailing and he onely gets home once in two months and i am young and afraid and get so l-on-come. i have all the house by my self and i wood like to get a real nice gentleman boarter. Enny one wood like to be hear for it is a nice place and my husband wants me to get some one to stay hear with me. i have a letter from him shewing his concert that i can show to enny one. thanks you."

The following letter marked "Rush—Special Delivery" came to the Lady Esther beauty program:

"May I have your booklet on healthy skin—in a hurry, please. I am a young girl, almost fifteen, and am always on the 'go.' I certainly do enjoy life. But I feel that I will lose my popularity because I am losing my youthfulness. My skin, which used to be so lovely, is becoming oily and old."

The Show Boat program drew this letter from an enthusiastic listener:

HITS OF THE WEEK

YES, sir. That "Swing Time" hit is getting well on to number one ranking as far as radio listeners are concerned. In "Your Hit Parade," "The Way You Look Tonight" has climbed up to second place. Then 'way down aroun' fourteenth place is that ditty which had the nation by the throat not so very many weeks ago—"When I'm with You."

All fifteen favorites as listed on "Your Hit Parade" appear in order below:

- | | |
|-------------------------------------|--|
| 1. When Did You Leave Heaven? | 9. I'm an Old Cow Hand |
| 2. The Way You Look Tonight | 10. Me and the Moon |
| 3. Did I Remember? | 11. When a Lady Meets a Gentleman Down South |
| 4. Until the Real Thing Comes Along | 12. A Fine Romance |
| 5. Sing, Baby, Sing | 13. You Turned the Tables on Me |
| 6. I Can't Escape from You | 14. When I'm with You |
| 7. Bye Bye Baby | 15. Until Today |
| 8. A Star Fell Out of | |

"Last Thursday night I heard the Showboat as usual, and heard Captain Henry say that he is coming this Thursday to Albany and Troy, N. Y. Could you please tell me just where they are going to land, for I always hoped to hear and see the Showboat in real life. Could you tell me, also, if children are allowed on board, or whether I will have to leave them home with their grandmother?"

Here is a typical view-with-alarm letter which came in the mail to the National Broadcasting Company:

"With this country in the condition it is at the present time, due primarily to Red agitation and Brain Trust failures, I fail to see where such a slogan as the 'Red Network of the National Broadcasting Company' is at all appropriate. The minds of some people are very easily swayed, you know, and I hope that you will change the name as a step towards true Americanism."

Which shows you that you never can tell about fan mail!

A CERTAIN number of letters must come from fans who are either surprisingly naive or who are willing to spend three cents for a little long-distance kidding. You decide which is which in the following letters:

"Will you please let me know whether you know of someone who has a house, palace or mansion to de-haunt or any other haunted buildings. I am interested in building up a de-haunting enterprise."

"I do not know whether you are the right party to address this letter to, but as you undoubtedly know more people in the industry of Radio Makers than I do, some of them might help you out. I have a very nice radio. The reception is all right, but recently it has been invaded by roaches. Now, how am I to meet the enemy? If I rout them with a liquid exterminator, I may destroy the fine sensitiveness of the metal work and if I apply powder among the tubes and wires I may be doing something not right. What shall I do?"

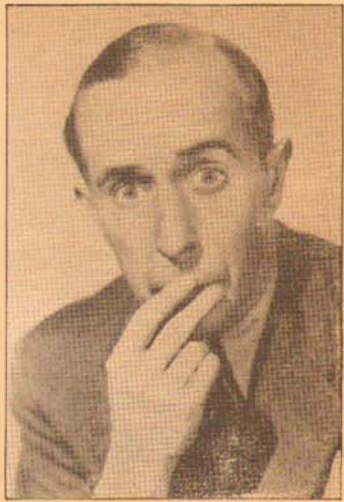
"I wish to go up in a zeppelin and crash. It will make a swell broadcast. Can it be arranged?"

FINALLY, there is the usual "crank fringe" in the fan mail. Both CBS and NBC Audience Mail departments have a few. There is, for instance, one woman in Washington who has been writing the same letter every day since 1930. This letter, four pages long and scribbled in pencil, recounts the same sad story of her being jilted at the altar. It asks the studio to announce that all will be forgiven if the young man will please come back. There is also Jasper, who has a persecution complex, and Minnie, who has the idea that people make nasty insinuations about her. She begs NBC not to believe the canard.

Fan mail is business—a big and boisterous business. It now furnishes employment at NBC alone, for between forty and seventy-five people, depending upon the season of the year. (Fan mail hits its peak during the Winter when commercials are going full-speed and offer their samples, prizes and booklets.) The boys at Columbia handle on an average of 400,000 letters per month.

At NBC, the artists received, during the first four months of 1936, exactly 3,048,308 pieces of mail.

Five letters came to CBS after that network's first program in 1927. Only a couple were received after NBC's debut in 1926. Only ten years old, Fan Mail is already a giant!



"Ulp... uh, what next?" Butterworth is caught short again, this time on the Astaire hour, where he's featured

CRACKER-BOX KILLER

(Continued from Page 31)

But not even this stopped McDaniel and Smalley. They leaped from their wrecked machine and arrested the middle-aged driver and his younger companion.

The former was bleeding from a shattered arm. None of the officers knew his face; it was not in the rogues' gallery of wanted criminals. But later, as they were taking him to a hospital to have the arm amputated, there appeared upon the scene Chief Inspector of Detectives William Griffin.

"Well, well!" said Griffin, "Felix Catcher of the 'Quail Hunter' mob!"

IT WAS Catcher. Dying, he remained game to the last, refusing to identify his companion—who later admitted that he was Catcher's nephew, Roy Holloway.

And so there passed away one who was, probably, the last active veteran of the bad old days of the West. A man who, as a boy, had had a bad ambition and achieved it. A man whose dazzling speed and talent for cutting telegraph wires had almost put him beyond the reach of the law—until radio's infinitely greater speed changed the rules of the game of cops and robbers. You can't cut a radio wave!

SINGING WITH NELSON EDDY

(Continued from Page 32)

Nelson Eddy felt only slightly better, when, after eight months of inactivity, his first eight months' option was taken up.

Soon afterward, he had his first studio call.

This call was not for "Naughty Marietta," as many believe, but for "Dancing Lady," with Joan Crawford.

Nelson Eddy wasn't the male lead, Clark Gable was.

And Nelson Eddy wasn't the only famous bit-player in the production. There was another national figure, too—a fellow who did a tricky little dance in one short scene.

Strangely enough, this dancer's work went almost entirely unnoticed, although, like Nelson Eddy, he is a box-office draw today.

His name was Fred Astaire, and like Nelson Eddy, he made his shadowy (Continued on Next Page)

MAN CAN NOW TALK WITH GOD

"A new and revolutionary religious teaching based entirely on the misunderstood sayings of the Galilean Carpenter, and designed to show how we may find, understand and use the same identical power which Jesus used in performing His so-called Miracles," is attracting world wide attention to its founder, Dr. Frank B. Robinson, noted teacher, author and lecturer.

"Psychiana," this new psychological religion, believes and teaches that it is today possible for every normal human being, understanding spiritual law as Christ understood it, "to duplicate every work that the Carpenter of Galilee ever did"—it believes and teaches that when He said, "the things that I do shall ye do also," He meant what He said and meant it literally to all mankind, through all the ages.

Dr. Robinson has prepared a 6000 word treatise on "Psychiana," in which he tells about his long search for the Truth, how he finally came to the full realization of an Unseen Power or force "so dynamic in itself that all other powers and forces fade into insignificance beside it"—how he learned to commune directly with the Living God, using this mighty, never-failing power to demonstrate health, happiness and financial success, and how any normal being may find and use it as Jesus did. He is now offering this treatise free to every reader of this magazine who writes him.

If you want to read this "highly interesting, revolutionary and fascinating story of the discovery of a great Truth," just send your name and address to Dr. Frank B. Robinson, 403-10th Avenue, Moscow, Idaho. It will be sent free and postpaid without cost or obligation. Write the Doctor today.—Copyright 1935, Dr. Frank B. Robinson.—Advertisement.

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Please send free booklet and 12 sample lesson pages.

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City _____ State _____ Age _____

SINGING THROUGH LIFE WITH NELSON EDDY

(Continued from Preceding Page)

motion-picture debut beneath the joint suns of Crawford and Gable.

BUT if Astaire went unnoticed by the public, Nelson Eddy didn't. Letters from all over America poured into the MGM lot—all of them asking the same thing:

"Who was the blond fellow who sang the song?"

A few months later, the "blond fellow" was given another singing bit in a college picture called "Student Tour."

His recording of "The Carlo" in that film was discovered to be absolutely perfect as a piece with which to test sound equipment!

Thus, when the time came to film "Naughty Marietta," originally intended as a starring vehicle for Jeanette MacDonald alone, Nelson Eddy got his first real Hollywood break.

The Hollywood moguls went to work. They rewrote the script to give Nelson Eddy a stronger role. They put their publicity department on the job, had it working night and day to build up Nelson Eddy.

Pictures and stories of this bright new star flooded the country. Pictures of him at work, at play, in swimming, on the studio lot—with this celebrity and that celebrity—with his dog.

As a result, when "Naughty Marietta" was finally released, the whole world was primed for Nelson Eddy's coming. He was a hero who had conquered in advance—the vanquished were only waiting to acclaim him!

WITH the California premiere of "Naughty Marietta," Hollywood, too, went to bat and treated the Philadelphia Quaker to the whole gaudy works.

SCOOPING THE WORLD

(Continued from Page 15)

witness story of the search for the debris of the dirigible Akron on the stormy Atlantic. He and Henry Grossman, chief of the Field Engineering department, pile short-wave equipment into a taxi, charter the only available plane—an uncomfortable, dangerous single-motor job—and fly over the Atlantic. They observe the search for the ill-fated dirigible. But they also observe a new drama in the making. They see the crack-up of the blimp J-3, which was on the way to the scene of the disaster. The radio audience got a double dose of drama!

There have been other queer quirks in on-the-spot broadcasting. Kenneth Carpenter, of NBC, was known around the studios as the "hard luck" champ. At the first Santa Anita Handicap, he was kicked by Azucar just as he and Clem McCarthy were about to put the winning nag on the waiting international hook-up. He has been hit on the head by a baseball bat, and pushed into a plateglass window by a crowd watching a parade.

And how does Ken feel about it? Why, just like "all the other" special-events boys! It's worth it, he says, and they're all with him. The show must go on!

Coming soon—another chapter in this thrilling description of behind-the-scenes adventures that bring the world into your home: news when it's news! Read it—in an early issue of RADIO GUIDE!

He had it all, the searchlights and the sables, limousines full of celebrities, the crowds which alternately clapped and cheered, the top hats and the tails—the orchids and the formals.

Almost overnight, Nelson Eddy became a world sensation.

You know the rest.

"Rose Marie" quickly followed. Then came a nation-wide concert tour with Nelson Eddy mobbed by frenzied claquees of women wherever he went.

It's a mighty big jump from the switchboard in an iron-works to the concert stage. It's an even bigger jump from there into a successful film career.

But Nelson Eddy, aided in a measure by worshipping matrons from Mayfair, ecstatic misses from Main street, glamor-seeking grande dames from places like Park Avenue, and "gals" from districts like the Bronx, has managed to make the jump in high gear.

And naturally, the subject of women recalls one woman, and leads right up to the question sizzling frantically in a million people's minds:

"Who is the woman in Nelson Eddy's life?"

Nelson Eddy may be heard Sundays on The Open House over a CBS network at 8 p.m. EST (7 CST; 6 MST; 5 PST).

Next week you will read the concluding chapter in this revealing life-story about Nelson Eddy! You'll get the answers to the question uppermost in the minds of a million women. Be sure you follow Nelson Eddy's life-story—in next week's issue of RADIO GUIDE!

NEVER SAY DIE— SAY DIET!

(Continued from Page 18)

age to say a plain 'No' when people call up and say 'Let's have a soda,' or 'How about lunch,' or 'What about dinner tonight,' and so I just formed the habit of lying out of such invitations by saying I was busy. It's a swell system."

SO THERE it was September, and her cherished goal of 110 pounds had been reached safely and sanely. (The loss of that extra five pounds did not come until late, for picture purposes; the camera exaggerates lines so greatly.) But still she had not accounted for the new Talley personality and knack of wearing clothes smartly.

"The new personality? Well, I'll tell you. When I got all that excess weight off, I felt like a new person, a different person. A young girl, for the first time. And I guess I just acted the way I felt.

"As for keeping the weight off, this is what I do now. I have black coffee and the juice of one lemon, one orange and one grapefruit for breakfast. Sometimes I have cream in my coffee, but I don't even want sugar any more. It sickens me. I never eat lunch, because I'm not hungry."

We checked off, one by one, all her present blessings—beauty, a radiant personality, a lucrative radio contract and movie stardom—which were attributable directly to the loss of those twenty pounds.

I'm not saying the same thing would happen to you, madame and made-moiselle, if you brought those hips down where they should be. But it might! And the possibility is certainly worth the effort—don't you think so?



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Clerks and carriers now get \$1,700 the first year regular and automatically increase \$100 a year to \$2,100 and \$2,300. The 40-hour week will bring hundreds of appointments—Men-women 18 to 45.

Railway Postal Clerks

Railway Postal Clerks get \$1,900 the first year, on regular, being paid on the first and fifteenth of each month. (\$79.17 each pay day.) Their pay is quickly increased to \$2,450 a year (\$204 a month.)—Men 18 to 35

Customs Inspector

Salary \$2,100 to start. Men 21 to 45. Work connected with examining merchandise entering the country from foreign parts.

File Clerk

Open to Men-Women 18 to 50. Entrance salary \$1,260-\$1,440 year. Appointments as File Clerks and Clerks in the Departments at Washington, D.C., are made from this examination.



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Gentlemen: Rush to me, FREE of charge, list of U. S. Government big pay jobs. Send me FREE 32-page book describing salaries, vacations, hours, work, and full particulars on how to get one of these jobs.

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Here's just the corn popper you've always wanted, the new Jolly Time Electric Popper. Big 3-quart capacity, rustless gunmetal finish. Pops corn perfectly. It's yours for only \$1 postpaid. Money back unless you agree it's the best you ever used.

For over 20 years, the producers of Jolly Time, America's largest selling pop corn, have tested corn poppers. They consider this new popper so amazing that they named it the Jolly Time Popper. They want every family to have one, so they sell it for only \$1. Over 30,000 users say it's the finest they ever saw.

Under Jolly Time's money-back offer, you take no risk. Send a dollar for your big Jolly Time Electric Popper. Test it any way you like. Unless you agree it's the finest ever, return the popper and get your dollar back.

Send for your Jolly Time Popper before November 15, and you get a full-size tin of Jolly Time Pop Corn free. You can't lose. Act promptly while supply of poppers lasts. Mail your dollar NOW, to AMERICAN POP CORN CO., World's Largest Pop Corn Producers, Box 1027-C, Sioux City, Iowa.

GUARANTEED TO POP

To pop perfectly, pop corn must contain just enough moisture. In bulk or paper cartons, pop corn dries out, loses moisture, hence fails to pop. But Jolly Time is volumized to perfect popping condition by a patented process, then sealed in air-tight tins so it can't dry out. That's why Jolly Time Pop Corn is unconditionally guaranteed to pop, even in an ordinary skillet or kettle. When buying pop corn, say "Jolly Time."

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For the intimate hours... the hours that you should be bathed in the warm, exotic odors of Nuit d'Amour (Night of Love) perfume. It will lend enchantment to your personality and leave those around you with a "haze" to be forgotten memory of your loveliness. A highly prized perfume, distributed exclusively by us, this introductory 2-ounce (1/2 dram) may be had for only 25¢. Obtainable solely from Toilettries Importing Co., 485 Fifth Ave., Dept. RQ-11, New York, N. Y.



FREE! 1/2 CARAT FACSIMILE DIAMOND

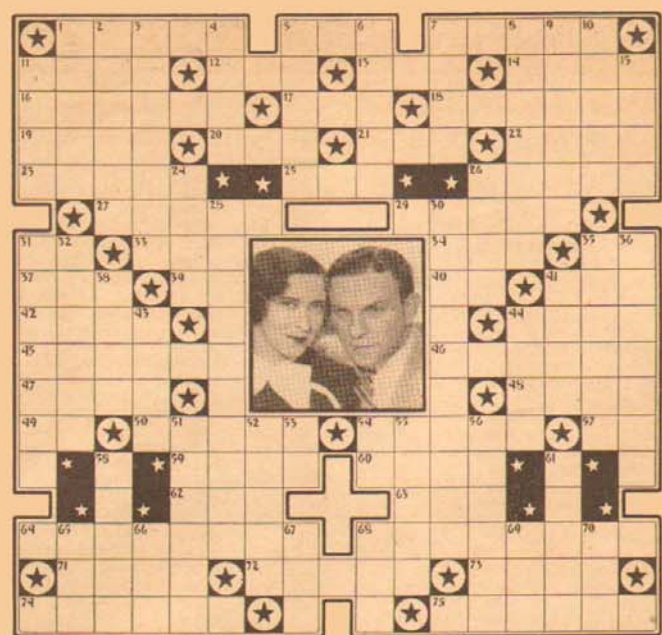
Solid gold set with richly designed ring for ladies or men set with brilliant, blue-white facsimile diamond. Look like a million dollars of prosperity. You and your friends will love it to their hearts!

FREE! In addition these gorgeous rings we will send you 1/2 CARAT FACSIMILE DIAMOND FREE. Simply send 2¢ stamp to help pay for handling and mailing. Only 1¢ to customer.

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Here's 2¢ stamp. Rush me 1/2 Carat Facsimile Diamond.

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RADIO GUIDE'S X-WORD PUZZLE



- HORIZONTAL**
- 5, 7—The stars in the portrait
 - Thomas —, English composer, 1710-1778
 - Increase
 - 4th letter of English alphabet (pl.)
 - Operatic melody
 - Robison and his
 - Backaroos
 - Hooting bird
 - Joe —, comedian
 - Not good
 - Sailor
 - In possession
 - A religious denomination
 - A tint of brown
 - First name, inventor of cotton gin
 - Stands up
 - Pop-eyed comedian (first name)
 - To sing a song
 - Initials of Patri Chapin
 - Organ of hearing
 - Tried on a sidewalk in July
 - Initials of Harry Price
 - Past of lay
 - Man's title (abbr.)
 - Like
 - Reisman, bandleader
 - He folds his tent and slowly steals away
 - Jack Benny's wife (first name)
 - Ruth —, singer
 - Lennie —, bandleader
- VERTICAL**
- Bold
 - Immature
 - To slide over
 - Entertain vocally
 - A sun dried hut
 - City in India
 - Small serpents
 - Capital of Michigan
 - Man's name
 - What relation is Grace Allen to her uncle?
 - Easy
 - Painting, music, etc.
 - First man
 - Four pieces of cloth
 - System of wetting fields by channels
 - Ray —, singer
 - An open carriage
 - News commentator
 - Wading birds
 - Loretta —, radio actress
 - Gathered facts
 - Tardy
 - Big — Childs
 - An invented story
 - Business headquarters
 - Driven
 - Compass point
 - Perkins, radio character
 - First name, composer "New World Symphony"
 - A rest during the day
 - Von Zell, announcer
 - Lulu —, singer
 - Served at four o'clock
 - Wilson, m.c.
 - Pick and —, comics
 - Devour
 - Wiley, songstress
- Solution to Puzzle Given Last Week**
- VERTICAL**
- Bold
 - Immature
 - To slide over
 - Entertain vocally
 - A sun dried hut
 - City in India
 - Small serpents
 - Capital of Michigan
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 - Pick and —, comics
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PART-TIME HUSBAND

(Continued from Page 30)

their lives together, to understand how a marriage like theirs can be the contented, happy relationship it really is. They met, these two, while they were students at George Washington University. Dick was a big, blond senior about to get his A. B. degree, and Mary McClinic was a shy little brunet co-ed from Oklahoma with a funny accent and a pair of enormous light-brown eyes. They met at a tea dance during fraternity rushing season, and by the time the "frats" had rounded up their pledges, Dick had Mary's—to marry him. Some day, that was.

So when June rolled around and Mary went back to Oklahoma for Summer vacation, Dick stayed in Washington selling want-ads for the Times.

Three Junes later they were to be married just the instant one of Dick's fine prospects for a theater job turned into a job instead of a prospect. Mary bought her trousseau and stayed on in

Washington until the end of the Summer while Dick busily wrote letters and saw people and auditioned and did all sorts of things. But he couldn't get a break, not even a church job in the country, so finally he started selling ads again on the Times. Mary, rather than go home and leave him, settled into the awful monotony of a government clerkship.

It was a very accommodating snowstorm that caked F Street with ice one night and caused the Palace Theater organist to sprain his ankle. Next morning it was swollen so badly that he couldn't work the pedals, but there was Dick, hanging around as usual. He was offered the job as a fill-in.

He didn't marry Mary right away because he wasn't making enough to support her; and it was really, they agree now, a very good thing that they had to wait a while longer. They made a pact that no matter how much Dick's work kept them apart they'd never be disappointed or unhappy. They vowed never to break the pact.

(Continued on Next Page)

I WANT MEN

FORDS GIVEN

TEA AND COFFEE ROUTES
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National company needs more men to make regular calls on local routes. No experience needed. Complete outfit sent you on trial without money risk. Fill five your brand new Ford car on loan. Reach name sent postpaid for \$10.00.
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DON'T DISCARD Your OLD SUIT

Wear the coat and vest another year by getting new trousers to match. Tailored to your measure. With over 100,000 patterns to select from we can match most any outfit of 1935 today, and we will submit FREE Sample of best match obtainable.

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Imagine a lovely natural color all day long, without irritating your skin... Put on this wonderful new makeup and it will give you more intense and longer lasting color than any other. Made of your own skin, it blends perfectly with your individual skin tone, giving you a natural, glowing complexion. Your own skin is your best friend. It will not clog your pores, irritate your skin, or cause any of the annoying skin troubles that make-up usually brings. Prevents dryness, itching, redness, and all the other troubles that come from the use of artificial makeup. For permanent skin beauty, use this once-a-day rouge. It is a special (patented) formula for \$1.98 per tin. Money back! Send no money. Send for both today. No obligation. No salesman will call. Write now.

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FOOTBALL BROADCASTS

* ASTERISK indicates probable but not definite game selection. Many stations may switch from the announced to a different game to provide the most interesting contest. FREQUENCIES of all stations listed are shown below. IF A STATION has an asterisk, broadcast by radio, the regular frequency, this means that the station also rebroadcasts its games over its short-wave transmitter using the megacycles frequency shown. The number after the "MHz" is the frequency in megacycles to be used. Daytime short-wave reception is usually very dependable.

CST Shown; for MST Subtract One Hour; for EST Add One Hour

DATE	STATION	TIME	GAME
OCTOBER 23	Central vs. Maryland	High: 3 p.m.	WROL
	Davis & Elkins vs. Xavier	7:30 p.m.	WCCO
	Oregon State vs. U. C. L. A.	3:45 p.m.	KOAC KECA KEX KTAR KNX
	Pennsylvania Military College vs. Franklin & Marshall	1:15 p.m.	WORL WQAL
OCTOBER 24	Football game to be announced		NBC WEAF WJZ Etc. & CBS-WABC
	Arkansas vs. Louisiana State	2:15 p.m.	WDSU
	Brown vs. U. of Pennsylvania	1 p.m.	WJAR
	Carnegie vs. Holy Cross	1:15 p.m.	WJSV
OCTOBER 25	Chicago Cardinals vs. Brooklyn	1 p.m.	WIND
	Detroit Lions vs. Chicago Bears	1 p.m.	WGN WJBK WCHM WDFW WJIM WIBM WKZO
	Pittsburgh vs. Philadelphia Eagles	1 p.m.	WOR
	Pittsburgh vs. Green Bay	2 p.m.	WTMJ
OCTOBER 26	U. of Texas vs. U. of Kentucky	1:45 p.m.	WHAS WRUF
	U. of Georgia vs. Alabama Poly	2:45 p.m.	WSB
	U. of Maryland vs. Syracuse	1 p.m.	WSYR WHAM WGR WOKO WFBL
	U. of Texas vs. Rice	2:15 p.m.	WFAA WBAP WOAI KPBC

Get Acquainted 25 Cigars 75¢

IN METAL HUMIDOR, POST PAID

Only 3¢ each for 25 mild, mellor, deliciously-fragrant cigars.

FRESH, HAND-MADE 15¢ GUARANTEED QUALITY

These cigars represent over-runs, etc. and cigars put aside for slight imperfections. But we guarantee on a money-back basis that you will smoke and enjoy every one of these fine cigars just as though you paid the full retail price. None shorter than 5 inches, mostly longer. These cigars contain the finest Conn. Shade-Grown and Broad-leaf tobacco blended with

GENUINE IMPORTED HAVANA

Handsome Pocket CIGAR CASE FREE WITH ALL "Get Acquainted" orders for this introductory offer.

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If you don't receive in YOUR OWN OPINION at least \$2.50 worth of supreme smoking pleasure from these 25 cigars, just write us and we will refund every penny of your money—and the smokes will be on us!

IF A \$1.00 BILL IS MORE CONVENIENT TO SEND.

We will include for the extra 25¢, one each of the five famous ALMENDARES Brands:

- 5¢ Straight
- 7¢ Straight
- 8¢ 150
- 8¢ Straight
- 10¢ Straight

Guaranteed perfect cigars made by expert cigarmakers from the finest tobaccos available.

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Let us send you a free copy of "Scientific Mind Training." An instructive book which explains an amazing system of mind training already used by more than 750,000 people. It will show you how and why it is the only system of teaching for developing all the mental powers at the same time. Endorsed by such distinguished men as Frank P. Walsh, Sir Harry Lauder, J. Edgar Hoover, Prince Charles of Sweden and hundreds of others. Write TODAY to THE PELMAN INSTITUTE OF AMERICA, 271 North Ave., Dept. 5910, New Rochelle, N. Y.

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PART-TIME HUSBAND

(Continued from Facing Page)

They never have. They've stuck to that pact all these years. Consequently their lives are full and content despite everything.

"I think I'm lucky," he said to me, "to have what time for life I do. I'm not entitled to any kick.

"People often ask me why I undertake such a heavy amount of work. Well, you work hard for a long time and finally you get somewhere. Then, of all times, you can't lie down on the job. You take every opportunity that comes your way even if it does work you overtime for a few years. I can take it. I'm strong. I've never been sick a day in my life despite the fact that all the exercise I'm getting now is sleeping between shows.

"Mary, thank heaven, understands that. If she didn't I don't know what would happen. She fills her life with the children and our home, and I fill mine with my work. The brief periods we do have together are just that much sweeter because they're brief.

"I guess," he added, "I guess by now I'd make a pretty terrible full-time husband anyway!"

Richard Leibert may be heard Tuesdays, Thursdays and Saturdays over an NBC network at 8:15 a.m. EST (7:15 CST; 6:15 MST; 5:15 PST).

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