

**HELP SPEND \$30,000 SUNDAY NIGHT (P.2)**

Complete Programs to Be Broadcast Week Ending January 21

# RADIO *Guide*

TEN CENTS



Carole Lombard  
bows in brand-  
new air series  
Sunday over NBC

# RADIO *Guide*

DOUBLES YOUR RADIO ENJOYMENT

731 PLYMOUTH COURT, CHICAGO, ILL.



## Flash!

"Flash! The Joe Doaks Company interrupts this program to announce the greatest fur sale in the history of mankind."

Remember that announcement or something like it during your 1938 listening? You won't hear so much of it in 1939. You can thank that fantastic Orson Welles' "Man from Mars" broadcast for the favor. In a friendly conference between network heads and Mr. Frank McNinch, head of the Federal Communications, it was agreed recently that radio broadcasters would limit the use of the word "flash" and similar new presentation techniques to legitimate news. Advertising or fake news will not be so distinguished. We are grateful that our listening will not be interrupted so much with such ear-jerking and attention-compelling assaults on our sales resistance as "Flash! Ten thousand Chinese soldiers die in great battle. Ten thousand Minneapolis housewives say Sheen is the best hair oil."

To Mr. Welles, our grateful salaams.

## Mr. Eden's Broadcast

"Mr. Eden is here to sell the American nation a bill of goods," says the astute *New York News*. "Mr. Eden is here to persuade the leaders of American opinion that the United States ought to make common cause with Great Britain and France against the Fascist nations."

"We were sold the same bill of

goods in 1917. Then, it was the German brutality toward the Belgians which aroused our indignation, on which the war mongers were able to capitalize. We were told it was our sacred duty to make the world safe for Democracy, just as we are now being told we might fight the Fascists some day. We didn't make the world safe for Democracy before. We only made it safe for Messrs. Hitler, Mussolini and Stalin.

"As we listen to Mr. Eden's delightful Oxford accent on the radio, let us bear in mind just what it is that he has been sent here to sell

us. Let us make up our minds, uninfluenced by propaganda, as to whether we want to buy a lottery ticket on another war."

By the way, you can read exactly what Mr. Eden said in RADIO GUIDE's new sister publication, *Radio Digest*. Ask for it at any newsstand.

## Who's Foolish Now?

George Burns has devoted his life to making Gracie Allen look silly. Jack Benny has spent years making dunces out of an assortment of stooges. But a slick New York acquaintance recently made

both these gentlemen look pretty daffy in their own right. The acquaintance was an international smuggler who brought in precious stones and sold them duty-free to stage and radio stars. Whether the radio stars did what they did knowingly and whether what they did was wrong is not the subject here. We have been more interested in the friendship of listeners for those performers whose names have been connected with the big smuggling case. On all sides we have heard disbelief that any wrong was intended. On all sides, we have heard "I'll keep tuning in just the same." We wonder if those radio stars who have pleased us for a period of years will ever really understand just how great and deep is the friendship of their listeners.

## Baby On the Cover

In answer to a great many inquiries, the baby on the RADIO GUIDE cover for January 7 is Robert Burch, Jr., of Winnetka, Ill. His father is a Chicago lawyer. The picture was taken three years ago, when Robert was one year old, by photographer Arthur Dailey of Chicago. The Burches are his friends, and when he was commissioned to secure unusual photographs of a baby's face he went to them. Another Dailey photograph, taken at the same time, was once published in *Time* with a story about Baby Burch. Many readers wrote to *Time* asking if they could adopt Bobby. Radio listeners, children particularly, know photographer Dailey better as the creator and author of an erstwhile program for children named "The Lone Wolf Tribe."

## Tip

The new funnyman of the year, if we can believe our ears, is Bob Hope. People are talking about him, writing about, listening to him. Tune in some Tuesday night and see if you like him, too.

## QUINTUPLETS — 1939 MODEL

### CONTENTS

Freedom of Radio	1	The Radio Tattler	13
\$30,000 Worth of Stars	2	Educational Program	
Highlights of This Week	4	Classifier	14
Playbill: "Jane Arden"	6	Records of the Week	15
The March of Music	8	Letters to the Editor	17
Howdy, Neighbor	10	Puzzle, Birthdays	19
Airialto Lowdown	11	This Week's Programs	20-35
Hollywood Showdown	12	On Short Waves	36
		Mr. Fairfax Replies	37

M. L. ANNENBERG, Publisher

CURTIS MITCHELL, Editor

Vol. 8. No. 14

January 21, 1939

RADIO GUIDE (Trade Mark Registered U. S. Pat. Office). Volume VIII. Number 14. Week ending January 21, 1939. Published weekly by The Cecelia Company, 731 Plymouth Court, Chicago, Illinois. Entered as second-class matter at the Post Office, Chicago, Illinois, February 24, 1932, under act of March 3, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Copyright, 1939, by The Cecelia Company. All rights reserved. M. L. Annenberg, President; Arnold Kruse, Secretary; George d'Utassy, General Manager; Ed Zoty, Circulation Manager. Unsolicited manuscripts should be accompanied by stamped, self-addressed envelope for return. Ten cents per copy in the United States. Subscription rates in the U. S. and possessions and countries of the Pan-American Postal Union: six months, \$2.50; one year, \$4.00. Subscription rates in foreign countries: six months, \$3.50; one year, \$6.00. Remit by postal money order, express money order, or check drawn to order of RADIO GUIDE. Currency sent at subscriber's risk.

# Great Americans

## THINK ABOUT RADIO

THESE are days when democracy is being subjected to attack from without, and to doubt from within. Yet there is no other form of government under the sun in which the elements which we consider the most essential and the most precious to American life are allowed to exist. In the dictatorships of the world, the freedoms of religion, of speech, of the press, and of radio have been destroyed.

The American people have a free radio because they have a broadcasting industry that pays its own way. Those who object to commercial announcements on the air are apt to forget that it is the revenue from these announcements which makes it possible for them to hear regularly a symphony orchestra conducted by Toscanini, the broadcasts of the Metropolitan Opera, America's Town Meeting of the Air, the National Farm and Home Hour, the Damrosch Music Appreciation Hour, and many other costly sustaining features of the networks. I think I am making a simple statement of fact when I say that the people of the United States are provided with the finest and most varied radio programs produced anywhere in the world. And our traditional liberties have been forfeited with a new freedom—freedom of radio—which takes its place with our older freedoms, of religion, speech, and press.

If any illustration is needed of the effect of undemocratic controls over broadcasting, it is supplied by the autocracies of the Old World, where broadcasting has been converted into the most powerful instrument of dictatorship.

There certain governments now tell their people which programs they may hear and which they may not. In some parts of Europe, to listen to a radio program originating in another country is to invite a jail sentence. I am told that in one country authorities are now discussing the prohibition of all radio reception by their citizens. The only type of receiver that would then be allowed in the home would be one limited to receiving government programs transmitted over telephone or electric-light wires. On the other hand, it is apparently not contemplated that transmission of propaganda programs originating in that country would stop. It would go on—aimed like a machine-gun at the people of other nations. The objective is to permit export but not import of ideas.

I was in Europe during the first half of the recent crisis; then, after a week on the Atlantic, I was at home during the final critical days. In order to get the full news of Europe while abroad I had to listen to programs sent by short wave from the United States. American listeners were better and earlier informed on events in Europe than the Europeans themselves. Seventeen minutes after the completion of the Munich conference, NBC had the terms of the four-power agreement on the air. I have read grateful letters from citizens of European countries commenting on this historic broadcast, saying that it brought them their first relief from fearful tension.

Human liberty was not lost in those countries through any lack of desire on the part of the individual to be free. It was lost through his blindness to the forces that enslaved him, and through his failure to cherish and protect the institutions that would have kept him free.

In this time of world crisis, it is of vital importance that every American citizen should recognize, in the freedom of our American system of broadcasting, one of the essential guarantees of his own personal freedom. In freedom of broadcasting lies our liberty.



## FREEDOM OF RADIO

BY DAVID SARNOFF

PRESIDENT, RADIO CORPORATION  
OF AMERICA

*Radio has elected a president. It has prevented a World War. Its power is mighty and awe-inspiring. How shall this power be controlled and directed for man's own benefit? RADIO GUIDE has asked several American leaders of thought to think about broadcasting. Their guest editorials will appear in this space each week.—THE EDITOR.*



"Not a dramatic genius—not a youngster—not an angel; but—number-one glamour-girl—a top comedienne—a regular fellow—the one and only Carole Lombard"

# \$30,000 WORTH OF STARS

A BRILLIANT TALENT GALAXY WORTH EIGHT AND ONE-THIRD DOLLARS PER SECOND BOWS  
OVER NBC SUNDAY AT 10:00 P.M. EASTERN TIME IN RADIO'S NEWEST AND BIGGEST SHOW

**T**UNE in "The Circle" Sunday night over NBC at 10:00 p.m. eastern time.

"The Circle" will be a new show and a mighty show. It will be a \$30,000 package of talent with probably the most brilliant and most expensive cast yet assembled on the air. It will be an extravaganza of drama, music and fun. "The Circle" is a new idea, too. The program is to be conducted as a regular club or circle of friends, with the entire cast participating in an atmosphere of informal camaraderie. The party will proceed as if it were taking place in one's own home, as indeed it will be.

There will be electric personalities—Carole Lombard, Ronald Colman, Cary Grant; supreme singing—Lawrence Tibbett; hilarious comedy—the Marx Brothers (if negotiations are completed); novelty pop tunes—the Foursome; fine modern music—Robert Emmett Dolan and his orchestra. There may be even more great names.

Carole Lombard is the lone feminine

representative, but there is good reason for the choice. Carole is not a dramatic genius. She is not among the first ten box-office attractions. She is not a youngster any more. Not an angel. But, paradoxically, she is the nation's number-one glamour girl. She is one of the top comediennes. She's a regular fellow—the one and only Carole Lombard. Why?

Let us look at this glamour-girl Lombard and see some of the things that make her a "one and only." Let's see, for instance, what she said last year that made a national headline and drew a vivid portrait of the speaker:

"I'm glad to pay my country's taxes. For all the things this country has done for me, for the things it has made possible, for the things it is doing for its citizens, the price is not too high."

**T**HOSE words were spoken seriously and sincerely by Carole Lombard after she had earned \$465,000, more than any other screen star, and then had

seen it dwindle through taxes and expenses to \$20,000 for herself.

It tells the story of Carole Lombard and her unique success. Ten years ago such a statement by the same person would not have rated a filler paragraph in the papers. Carole Lombard didn't mean much to the public, and Lombard's salary didn't mean much to the government. She was a blond, beautiful kid trying to get a foothold on the bottom rung by exhibiting her figure and her pie-throwing propensities in Mack Sennett comedies.

But it is the Carole Lombard of today's screen—and radio—that interests us. Today she still has the figure, exquisite—more stylishly draped than in Sennett bathing-suits. She still has the muscle and the will for pie-throwing and other sports. She has many things, though, that nothing but those ten years could bring her: Dramatic ability, business sense, great good humor, material substance for herself and others, praise of critics, the adoration of the public

millions, a reputation as the number-one screen comedienne, a tiny scar on her face, the admiration of Clark Gable, and the radio spotlight.

Call her "Ma." All her other friends do, when they don't call her "Tag-along." She is said to be the most regular gal in Hollywood, despite the inevitable glamour glitter which she wriggles out of as if it were a straight-jacket at every occasion. Ma doesn't try to be natural; she just doesn't try to be unnatural. She has too swell a time being Ma Lombard.

At home she is Jane Peters, as she has been actually since she was born. She has one car and no chauffeur; she does her driving from the steering-wheel position. Her San Fernando Valley ranch home is simple but adequate. There is a houseman and his wife, who does the cooking. There's a personal maid and a secretary. They all swear by Ma, who sometimes swears at them—fondly. There is also a veritable menagerie of furred and feathered folk

about the place. They also swear by Ma, for they have privileges at her home.

Jewels? Very few. Wardrobe? "Ah!" sigh the ladies. The envy is wasted. Hunting, fishing and sports togs rather than evening gowns occupy the prominent racks. Her pet fur coat is a short sporty affair that isn't as new as it once was.

Ma has no enemies. She gets along with everybody. Of course, there must be petty animosities, for there still are suppressed desires and envy in human nature, but people don't admit those characteristics for public record.

Lombard's best women friends are those whose likes parallel her own, especially in her hankering for outdoor life. One of her closest pals is Dorothy Devine, wife of comedian Andy Devine of the rusty vocal chords. Says Dorothy: "We have lots of fun. She loves to come over and stretch out in front of the fireplace and talk small talk." Also included among her cronies are "Liz" Goff, wife of Norris (Abner) Goff, and Mascotte Harris, wife of bandleader Phil Harris and known as Marcia Ralston of the screen.

ALL three of these female comrades and their renowned hubbies are Nimrods and Isaak Waltons; and all of them are wholehearted and enthusiastic in their praise of Ma as a good sport, a good friend, and a good neighbor to the less fortunate.

Ma's love-affairs have always grown from the genuine palpitations of her own heart, not the artificial organ of studio publicity. When she married Bill Powell in 1931 it looked like a real match to them and to the public. Both, however, were utterly absorbed in their separate careers and were exerting all their time and energy in those directions. Divorce was inevitable. There were a few other heart interests, luke-warm compared to the present long-standing comradeship with king-of-hearts Clark Gable. That, too, is bona fide and kept singularly clean as far as

Hollywood matters are concerned in the press gossip, perhaps because of the general respect for both Carole and Clark.

Ma Lombard was first cast opposite Gable in 1932, but nothing unusual happened, except that Carole gave Clark a ham sealed with his portrait after the picture was finished instead of complimenting him on his work. Several years passed, in which Rhea Gable separated from Clark and Carole divorced Bill Powell, before Carole arrived in an ambulance at a "Nervous Breakdown" party given by Donald Ogden Stewart. He-man Gable was amused by Tomboy Lombard.

In spite of the efforts of both to keep their comradeship a private affair, it makes the print consistently, for the public will be served with the gravy of such a palatable dish of gossip. The romance set a fast news tempo when Carole gave Clark for a 1936 valentine a battered white Ford with a big red heart painted on it. The jalopy is representative of the elemental humor, whimsy, camaraderie and breeziness in the similar make-ups of both.

Those practical jokes form a juicy piece of Lombard lore. One of the latest and neatest illustrates why they all shake hands with her heartily but with their fingers crossed.

Her agent, Myron Selznick, sent her a renewal contract to sign, and shortly received it back duly signed. At the end of the month she phoned him and asked where her check was. "What check?" asked Selznick. "The check for ten percent of all the business you did last month," Carole explained. "You signed the contract. Look at it. It entitles me to ten percent of everything you earn." Frantically Selznick dug out the contract. He found to his chagrin that Lombard had carefully substituted pages so as to bind him to pay her instead of her paying him the customary agents' fee! Of course she later signed the correct contract after a good laugh at her agent's expense.

Carole is one of the few stars who

ever have taken a keen interest in film publicity—not pieces in the papers about herself but the inner workings of a press department. That interest is illustrative of her restless energy and keen insight. There was the time that the actress marched into the office of Russell Birdwell, publicity director of Selznick International, and announced her desire to work there for a week. The office was turned over to her—lock, stock and barrel—and she gave the job both barrels. Carole electrified the office staff and the press with the same vigor which characterizes all her activities. She made assignments, called conferences, and handled the planting of stories for the entire week; and she brought the organization one of its biggest publicity campaigns.

CAROLE is always looking for an outlet for that natural excess energy. It has always been like that. When she was yet a youngster there was a period when her vim found expression regularly on Friday nights at the Ambassador Hotel, where they were holding dance contests open to all comers. That was the Charleston era. Week after week, the finalists were the same two girls, Jane Peters and Lucille LeSeuer. Whenever Jane won she sold the prize, a gold cup, back to the hotel. Now Jane has grown up to be Carole Lombard and Lucille has attained fame as Joan Crawford. Both can still dance, and Carole still has that business instinct.

The reason they call her Ma is that she's everybody's pal and everybody likes to unburden his or her weight of woe to her sympathetic ear. She helps people because she likes people. One afternoon, for instance, Ma met a pretty typist on the studio lot. Disarmed by the actress' sympathetic interest, the girl poured out her story. The typist wanted to be an actress, but instead of being introduced to a director, she had been shown the business side of a typewriter. The result of the conversation was an interview for the typist with a producer. Now Margaret Talli-

chet, the former typist, is a rapidly rising actress.

Alice Marble, the tennis champion, is another protege whom Lombard has inspired along the way. Alice wants a screen career, and in appreciation of Carole's help, she sent the star as a gift the Seabright tennis cup, which she won by virtue of three successive singles victories.

Carole Lombard has come up the long, hard way and deserves her present spotlight position, for, zany as she is, she used her head shrewdly and her heart earnestly in the climb. That dark period when it seemed that her beautiful face might be ruined by an auto accident is only one of the obstacles she hopped over, and the unnoticeable scar on her face is symbolical of the way Carole keeps the sunny side up. But she doesn't forget. That's why she meant it about being happy to pay her taxes.

Ma is a swell cook, but can't sew a stitch. She's a real athlete with women or men, and loves to hunt and fish, especially with Clark. She isn't so much of a playgirl anymore, but when she does go to a party or give one, it's bound to be exciting.

Carole added the "e" on the end of her first name upon the advice of a numerologist. Maybe her later achievement was purely coincidental, but numerology stock probably went up sharply upon the strength of it.

She is still a leading candidate for the Scarlett O'Hara role in the prodigal "Gone With the Wind."

Ma Lombard's favorite home occupation is listening to the radio—especially on Sunday! It's too bad for Ma, but it's a big break for her many friends and admirers that she can't listen to the radio on Sunday night any more because now she's on the other end of the ether waves herself.

"The Circle" may be heard each Sunday beginning this week over NBC: 10:00 p.m. EST — 9:00 p.m. CST 8:00 p.m. MST — 7:00 p.m. PST

## RONALD COLMAN

RONALD COLMAN will be inaugurated this week as the first president of "The Circle." He will simultaneously make his debut as a regular radio performer.



Despite his reputation as one of the screen's most accomplished actors, Colman has continually held out against a radio contract. Only twice before has he even been heard on the air, both times on the broadcasts of special affairs.

As president of "The Circle" Colman is entrusted with the duty of directing the various activities of music, make-believe and merriment for the greatest benefit of the performers and the listeners. He must keep the party informal and lively, as if it were really being staged in our own midst. If a member during the week has come across a choice bit of poetry or philosophy or an outstanding anecdote, it will be included.

Colman comes to radio fresh from hit roles in the screen successes, "Lost Horizon" and "If I Were King."

## LAWRENCE TIBBETT

LAWRENCE TIBBETT will have a prominent voice in "The Circle," and Tibbett has a voice that can be prominent anywhere — it's lusty, it's loose, and it's friendly.



It's almost superfluous to say that Lawrence Tibbett is one of the greatest dramatic singers of our time, so well is his magnificent baritone known. Ever since he stopped the show at the Metropolitan in 1935, when he sang Ford in "Falstaff" in support of the famous Scotti, he has been a dominating figure at the Met. Since he brought glamorous musical action to the screen in "The Rogue Song," many more thousands have become Tibbett fans. Radio, too, has been graced often by the Tibbett style. He was the first native American male singer to achieve stardom with the Metropolitan, the first opera star to be drafted by Hollywood, and the first operatic singer to sing popular tunes extensively.

Tibbett will have to commute between the Metropolitan Opera in New York and Hollywood.

## CARY GRANT

CARY GRANT is a happy choice. He is enough of a screwball to match ideally Carole Lombard's antics opposite him and to balance the urbanity of Colman. His particular capacity in "The Circle" is somewhat of a mysterious one. He has the ominous title of "Beadle."



Like Lombard, Grant is pretty much the same fellow on and off the screen. He's a man's man who loves action and shuns social artificiality. He can be equally well the gallant courtier or the hard-fisted roughneck. Of course, he's also one of the feminine idolaters' biggest pulse-quickeners.

This will be the first regular radio show for Grant as well as Colman. Cary has, however, made a number of guest appearances on the air, and he has demonstrated his versatility by playing the piano and singing in addition to acting. He's the breezy, bantering, amiable type that will fit well into the scheme of "The Circle," whatever his mysterious "Beadle" role implies.

## MARX BROTHERS

THE MARX BROTHERS are upon us! —like a volcanic eruption of red-hot gags, like a hurricane of hot air, like a hail storm of assorted nuts, like—well, like nothing but



the Marx Brothers. There's Groucho, the incomparable busybody, with his stove-polish mustache, his insinuating eyebrows, his swaggering effrontery, and his magpie chatter. There's Chico, the incorrigible trouble-hunter, with his organ-grinder hat, his sheep's eyes, his Italian accent, and his deft, index-finger piano-playing. There's Harpo, the Marxian Dopey, with his woolly wig, his weird grimaces, his childish monkeyshines, and his penchant for blondes.

There they are. Take them for what they're worth. They should be worth plenty to the success of "The Circle," for they'll have everybody's head going round and round.

They have been scheduled to appear regularly if picture difficulties can be adjusted, and it appears likely the deal will be completed.



the perpetual appeal of NBC's Breakfast Club is due to the expert quip-cracking of Don McNeill, who always works without script

# HIGHLIGHTS

PREVIEWS OF SOME OF THIS

Brown Hair" worthy of their efforts. The story of Foster's life will be dramatized on the "Cavalcade of America" this week. (CBS: 8:00 p.m. EST, 7:00 p.m. CST; for the West, 10:00 p.m. MST, 9:00 p.m. PST.)

## THE KING SPEAKS —Sunday, CBS, NBC, MBS

Two weeks ago our feature story told of a date with kings—on the international series of salutes to the New York World's Fair of 1939. This week we meet our first king, and one of the most respected. King Christian X of Denmark will speak from Copenhagen. In addition to the talk, typical Danish music will be played by the Danish Symphony orchestra and the Royal Guards Band. King Christian has ruled for over a quarter of a century in the constitutional-monarchy government of the peaceful little agricultural country. Denmark's good-will wave will be heard all over the world by long wave and short wave.

1:30 p.m. Eastern Time; 12:30 p.m. Central Time  
11:30 a.m. Mountain Time; 10:30 a.m. Pacific Time

## STRIKE UP THE BAND! —Sunday, NBC

When Frank Simon and his renowned Armco Band returns to the network this week, it will be a special occasion for them as well as for their many eager listeners. It will mark the tenth anniversary of this distinguished aggregation as a radio feature. Veteran unit that it is, Frank Simon's band can recall the days of heavily draped, improvised studios, when Radio City was hardly a dream. In those days microphones were nothing more in principle than the ordinary carbon telephone transmitter, inadequate for the reproduction of a large band. Too much volume might even knock the station off the air. In recent years Frank Simon, experimenting with his band, has taken a leading part in the development of better band "pick-up." Dr. Simon is a colorful personality and is past president of the American Bandmasters' Association. The band is composed of fifty-two of the finest artists of musical Cincinnati, where the broadcasts originate. Its membership includes twelve former members of the Sousa Band, including Dr. Simon himself, formerly cornet soloist and assistant conductor with the March King. Dr. Simon will again this year present youthful guest soloists of national high-school championship caliber. This feature, initiated last season, won great popularity with listeners and acclaim of many well-known educators who recognized the merit of Dr. Simon's "Tribute to American Musical Youth."

3:00 p.m. Eastern Time; 2:00 p.m. Central Time  
1:00 p.m. Mountain Time; 12:00 noon Pacific Time

## WINNING RALLY —Sunday, MBS

When Paletiah Webster rose to open the very serious business of the first Constitutional Convention, there was a heckler present. "Before we start, let's hear a few stories!" interrupted a voice. It was Thomas Jefferson. Evidently Jefferson knew psychology as well as governmental philosophy. John B. Kennedy, who handles the serious discussions of the MBS "People's Rally," traces the precedent for the immensely popular fun-and-forensics formula of that program back to the eminent statesman. So when the "People's Rally" goes into its renewal series this week, fun will be the first order of business, with the irrepressi-

ble Bob Hawk presiding. Then when Kennedy takes over the gavel for sober discussion, the people's tongues, wits and facial muscles are loosened for action. That this unique quiz program has attained a huge following is attested by the fact that more than 100,000 pieces of mail were received during the first nine weeks. In response to many requests, Bob Hawk's Quixie-Doodles are being compiled in book form for distribution to radio listeners.

3:30 p.m. Eastern Time; 2:30 p.m. Central Time  
(Not available to West)

## COME AND GET IT! —Mon. through Sat., NBC

Like Topsy, a "Breakfast Club" program "jest grows." Every morning this week, and any week, when Don-who-gags-at-breakfast McNeill calls the club to disorder, you'll hear the usual starting and closing signals; but in between there will be not much of regular stock except the irregularity itself. That is the big secret of the show's perpetual appeal—and why keep it a secret? Don, the host and chief dunker, doesn't care for the world in general knowing that the program is completely impromptu, for there is many a quip twist cup ad lib! In a field where split-second timing is the backbone of the trade and where the director is the backbone chiropractor, the "Breakfast Club" moves right along without a regular



Patsy Kelly, long known as one of filmland's best comedienne, will visit Bob Hope's Peppodent program this Tuesday night, NBC

# OF THIS WEEK

WEEK'S BETTER PROGRAMS

director, without a script, without speech rehearsal, and with a very healthy spine. Don, who has a capacious appetite for fun as well as food, just comes into the studio and sits down at the head of the broadcast table as if he were seeing the do-re-mi-nuts and coffee for the first time. Then the rest of the guys and girls who sing and play wade into the bill of fare. We wade in, too, with relish.

9:05 a.m. Eastern Time; 8:05 a.m. Central Time  
(Not available to West)

## PATSY BATS —Tuesday, NBC

The knockabout Patsy Kelly takes her place this week on the list of famous zanies who have visited Bob Hope and his show. Anything can happen, for Patsy is a clown at heart and some of her best stuff has been thrown in without benefit of script-writer. No mike-jitters for Patsy. Her wealth of experience on the stage—which began when she was ten—has given her the sureness and ability to tackle any entertainment medium calmly, if crazily. If Patsy hadn't offered to coach her brother in dancing when he got a job in one of Frank Fay's shows, the screen might have missed one of its outstanding comedienne. Sister Patsy went over to the theater to coach her brother in his routine. The following week she went into the show. After three years with Fay, Patsy went



Many fans will cheer the return of Fred Astaire, dancer-comic-extraordinary, to radio as guest of the Screen Guild Show, Sunday, over CBS

into a succession of stage shows and thence in 1933 to Hollywood. Her popularity has been somewhat responsible for a return of punchy, slapstick comedy. Look out, Hope, she's untamed!

10:00 p.m. Eastern Time; 9:00 p.m. Central Time  
8:00 p.m. Mountain Time; 7:00 p.m. Pacific Time

## CATCH-AS-CATCH-CANTOR —Wednesday, CBS

New air comedian John Barrymore relinquishes his m.c. role on "Texaco Star Theater" this week and veteran comedian Eddie Cantor carries on in his stead as guest master. Barrymore hears once again the applause of a first-nighter audience and feels the glow of footlights in his eyes. He's answering again the call of Broadway and his beloved theater, to do a play with wife Elaine. John won new laurels for himself on this radio program, for he revealed, surprisingly to some, a real flair for comedy. This week's job of engineering the talent-sprinkled show falls to comical Cantor, an old hand at the game, both in swapping gags and introducing musical stars. In fact, the situation will parallel somewhat his own program, for he'll have struggles with Ruggles in place of his own Guffey, and he'll get all burned up with Sparks in his hair instead of the Mad Russian.

9:00 p.m. Eastern Time; 8:00 p.m. Central Time  
7:00 p.m. Mountain Time; 6:00 p.m. Pacific Time

## COUPLE IN TUNE —Thursday, CBS

Matrimonially "tuned up" are Joan Blondell and Dick Powell. That's because they keep their marriage "toned up" with fun and the determination not to let the Hollywood complex get them. The well-known couple are to visit "Tune-Up Time" on its second week's show. They're both considered "zanies" in private life. Maybe that's why they're happy. Anyhow there will be a lot of fun when comedian Walter O'Keefe entertains the lively pair. Heard also on the program will be the regulars, Andre Kostelanetz' orchestra and Kay Thompson's Rhythm Singers. O'Keefe, the Broadway Hillbilly, is the comedian-chairman of the show.

10:00 p.m. Eastern Time; 9:00 p.m. Central Time  
8:00 p.m. Mountain Time; 7:00 p.m. Pacific Time

## HIGHLIGHT FLICKERS

Fibber McGee has the wanderlust again; he's moving from Chicago to Hollywood again after this week's broadcast from the Windy City; he'll still be in Wistful Vista . . . Al Pearce and his Gang will edit a newspaper; the freedom of the press will take a beating . . . "Americans at Work" shows problems and technique of cartoon animators—the men behind the mice.

## Schedule Changes

(Consult the program listings for your local stations)

### New Programs

Screen Actors Guild (Gulf Oil), featuring movie stars and producers and writers of the Guild, began a series of programs Sunday, January 8.

7:30 p.m. Eastern Time; 6:30 p.m. Central Time  
5:30 p.m. Mountain Time; 4:30 p.m. Pacific Time



Myrna Loy, a first lady of Hollywood, will be heard in an original radio drama when she appears as guest of "Silver Theater," Sunday, CBS

Gateway to Hollywood (Wrigley's Gum), a new type of program seeking two future movie headliners, was premiered Sunday, January 8. The broadcast is directed by Jesse L. Lasky.

6:30 p.m. Eastern Time; 5:30 p.m. Central Time  
4:30 p.m. Mountain Time; 3:30 p.m. Pacific Time

Tune-Up Time (Ethyl Gasoline), starring comedian Walter O'Keefe, Andre Kostelanetz' orchestra and Kay Thompson and her Rhythm Singers, started a new series Thursday, January 12.

10 p.m. Eastern Time; 9 p.m. Central Time  
8 p.m. Mountain Time; 7 p.m. Pacific Time

Honolulu Bound (Hawaiian Pineapple Company), with Phil Baker, the heckled accordion-player comedian, began a new series of programs Saturday, January 14.

9 p.m. Eastern Time; 8 p.m. Central Time  
7 p.m. Mountain Time; 6 p.m. Pacific Time

Doc Bartley's Daughters (Petsonal Finance Company) will be heard Mondays through Fridays, starting Monday, January 16.

2 p.m. Eastern Time; 1 p.m. Central Time  
(Not available to the West)

The Circle (Kellogg's Corn Flakes), makes its debut to the airlines Sunday, January 15. This program, a new idea in broadcasting, stars such personalities as Ronald Colman, Carole Lombard, Cary Grant, Lawrence Tibbett, Robert Emmett Dolan's orchestra, and other names famous in the entertainment world.

10 p.m. Eastern Time; 9 p.m. Central Time  
8 p.m. Mountain Time; 7 p.m. Pacific Time

Armco Band Concert (American Rolling Mills), conducted by Frank Simon, will return to the air in a new series of Sunday afternoon concerts January 15.

3 p.m. Eastern Time; 2 p.m. Central Time  
1 p.m. Mountain Time; 12 noon Pacific Time

# THE RADIO PLAYBILL: THIS WEEK—"JANE ARDEN"



**BOB BRANDON** (played by Frank Provo) is a live, genial young cameraman who has established himself as indispensable to the Comet-Globe. He is a genuine comrade to Jane, though he prefers that their relationship be a more romantic one. Bob is involved with Jane in an effort to uncover the city's disreputable ambulance-chasing racket. Bob supports Jane in every issue



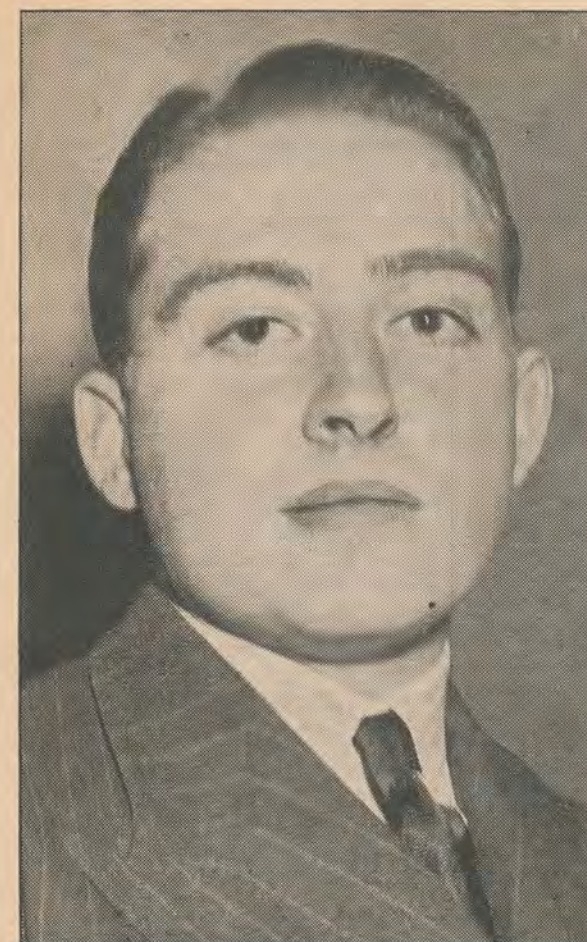
**LOUISE WEST** (played by Helene Dumas) is a favorite of the publisher and is very jealous of Jane's ability and reputation. Her envy and ill-will lead her into extremely shady and unscrupulous methods in trying to force Jane off the staff. She also tries to win the interest of Bob Brandon, press photographer, who is devoted to Jane. Louise is smugly sure of final triumph

**GONE** are the days when adventure was a man's monopoly. In these days of the single standard, a woman may be a miner, a soldier—or an ace reporter. Jane Arden (above) is the central character in the serial named for her, and she's a live wire from the word "go," which is a key word in her profession. The real plot of the story begins when Jane returns to her home city to find that her old paper, the Globe, has been sold to the Comet, and that her old editor, Jack Galloway, is city editor of the new merged publication. Most of the former Globe reporters have been forced out. Jane, too, is the victim of subversive influences, but her contract cannot be broken. Louise West, Jane's arch-rival girl reporter on the paper, is a favorite of the new publisher and she tries every underhand means to get Jane off the staff. On the other hand, the publisher has a stepson, "Alabama" Randall, who is fond of Jane and has ideas of his own about keeping her on the paper. At present Jane (whose role is enacted by Ruth Yorke) is on the trail of a big news break. Louise is trying by fair means or foul to beat Jane to the story. "Jane Arden" may be heard Monday through Friday over NBC at 10:15 a.m. EST, 9:15 CST. (Not available to the West.)

**NEXT WEEK, "MYRT & MARGE"**



**JACK GALLOWAY** (played by Howard Smith) is city editor of the Comet-Globe. His ability and efficiency bring him the respect of every earnest member of the staff. He has to absorb insulting treatment from Louise West. Only his wife's illness keeps him from quitting in disgust, but the encouragement of Jane and Bob helps him to bear up under the vicious persecution



**JACK FRASER** (played by Bill Baar) is Louise West's only ally on the staff. He strings along with her because of her promises to advance his career. He's really not a bad sort, for he can't help admitting an honest admiration of Jane Arden's fairness and talent. He is more misguided by ambition than viciously mean, despite his underhanded snooping activities for Louise



**E. J. WALKER** (played by Maurice Franklin), publisher of the Comet-Globe, is hopelessly entangled in the mesh of lies and intrigue of Louise West. He is aware of Jane Arden's value to the paper, but he is so blinded by his fondness for Louise that he is in a constant state of emotional turmoil. He is so confused by Louise that he doesn't know whom else he can trust



**"ALABAMA" RANDALL** (played by Henry Wadsworth) is a stepson of publisher Walker and he is coincidentally a former suitor of Jane's. He hasn't given up his romantic hopes, by any means, even though he is aware of Jane's preference for Bob Brandon. "Alabama" knows of Louise's treachery and intends to see that his stepfather gets a true idea about Louise



**ALAN KENT** is the forceful, cheery voice that presents "Jane Arden" to the listeners every day. He is a busy announcer, although he finds time for reading, boxing and studying singing. For Alan Kent it was a long, difficult transition from that of clothing salesman to NBC radio announcer, but he made the grade from expertness in one field to expertness in the other



**MANNY SIEGEL**, demon soundman, is dubbed a genius by radio actors, an honor which he modestly demurs. Nevertheless, he does exhibit extreme mental and physical agility when he manipulates five or six turntables, assorted "foot-step" contrivances, bells and all sorts of unique instruments. Manny has a vital part, for he makes the excitement of the sketch seem real



**LAWRENCE HOLCOMB** handles the direction and production of the serial in addition to his regular duties as radio director of the advertising agency which handles the show. He has had extensive experience in the continuity departments of the National Broadcasting Company in both Chicago and New York. Among his written works is included the "Skyscraper" script



Frank La Forge: His ensemble of mixed voices is heard Tues.

# The March of Music

Edited by  
**LEONARD LIEBLING**

... An ampler Ether,  
a diviner Air...—Wordsworth



Maurice Baron will conduct "Music Hall of the Air," Sunday

**T**HE questions most often asked of this department by its correspondents epitomize themselves into these: "How can I learn more about music in a quick and practical way? From phonograph records or from books? Is it necessary to have technical knowledge in order fully to appreciate the compositions of the masters?"

To me the answers seem simple enough. If mere enjoyment is desired from pleasant melodies and attractive rhythms, the listener need not concern himself with their technical elements or the methods of the composers. If he desires to make music an integral part of his education or culture, he should acquire working acquaintance with the history of art, the nature and varieties of harmony, the purposes and uses of counterpoint, the origin and development of the sonata, symphony, art-song and grand opera; the lives of the composers and the relation of their styles to the periods in which they lived.

The more one listens to good music, the greater will be the response of the ear and mind; they educate themselves automatically and refine and broaden one's reaction to tone. At first it appears necessary to the tyro dialer to have a "story" with his music, or at least a lead to give narrational or descriptive meaning to what he is hearing. Soon he surprises himself by discovering that when compositions have no such tags, he can trace patterns and designs which aid him in creating his own "story" or else enable him just to enjoy the ordered sounds as an artistic expression of beauty, emotional experience and stimulus to the imagination. He ends by completely understanding that if Richard Strauss' "Don Quixote" tone-poem seeks to portray the character and adventures of that romantic hero, a Mozart, Beethoven, or Brahms symphony makes its own appeal solely through abstract episodes (lyrical, dramatic, passionate, mournful, martial, tragic or joyful) joined together in related sequence. It does not take a lifetime of listening to determine what is subject, subsidiary matter, or mere ornament and decoration; what is noble and epical, what is classically serious and what poetical, mystical or sensual.

I have often advised the acquisition of phonograph records as supplemental to radio listening, and the reading of one or more of the many books written

for unprofessional music-lovers or those desiring to become such. Attendance at concerts and operas is another important adjunct to musical experience and enjoyment.

Let no listener worry about being untechnical. All of us may get intense pleasure from a painting without realizing that green and red make brown; and derive deep satisfaction from a book without knowing the difference between a nominative or objective word; and receive a marvelous message from Bach or Debussy and yet be ignorant of what key it is in, or how to analyze its chords.

## Speaking Up

By V. V.

Variety is the spice of life... according to the radio. Another mixed pro-



Eugene Conley, tenor, Popular Classics Sun., NBC Concert Tues.

gram, the Kellogg Circle, takes to the air this Sunday, presenting Carole Lombard, the Marx Brothers, Ronald Colman, Cary Grant and Lawrence Tibbett. It's been a long time since Tibbett has made regular radio appearances, and we are glad to welcome him back, but it comes as a mild shock to find him sandwiched between Carole Lombard and the Marx Brothers. (We like them too, don't get me wrong.)

In a determined effort to please all the people all of the time, radio has been offering too many ten-course din-

ners, and they are becoming slightly indigestible. From the smooth suavity of Ronald Colman to the hysterical horseplay of the Marx Brothers is a pretty big jump in itself. Then we are asked to key ourselves up for Carole Lombard's expert dramatic emoting, and in the middle of it all, relax and appreciate Tibbett's superb singing. It's a big order and not fair to Tibbett or the audience. Such art as his should be presented unadulterated.

Personally, we prefer our comedy, drama and baritoning straight, and yearn for the good old days when a singer was the main star of the program and not an additional attraction or guest spbt.

Some intelligent sponsor ought to introduce the D'Oyly Carte Gilbert and Sullivan Opera Company to the American radio, and give dialers a chance to hear the best and most authentic versions of those eternally popular operettas.

Richard D'Oyly Carte was the original producer of the Gilbert and Sullivan works in London, and the company he formed was and still is the only one with permission to use the original Sullivan orchestrations. Because of that, to hear other companies perform the operettas is like eating meat without salt.

During the last few years, the D'Oyly Carte Company has given enormously successful seasons of Gilbert and Sullivan in New York and around the country. To present them to radio audiences would be a real scoop.

Lately the style has been for pianists to turn conductor. One of the first was Ernest Schelling, and now he is reversing the order and going back to piano concertizing. Listeners will hear him Sunday when he plays Paderewski's "Polish Fantasie" with the New York Philharmonic Orchestra.

Jussi Bjoerling, heard for the second time this season on the Ford Sunday Evening Hour, January 15, is one of the few foreign tenors who started his career in America, at the tender age of eight. Bjoerling, his father and two brothers appeared here in Swedish churches and vaudeville houses as "The Bjoerling Quartet." When his father died, he went back to Sweden, where he studied. America didn't see him again until last year, when he sang on General Motors Concerts, resulting in a Metropolitan Opera contract.

## MUSICAL PROGRAMS

Times given are EST. For CST subtract 1 hour; MST, 2 hours; PST, 3 hours. For stations, see our program pages

### Sunday, January 15

Music Hall of the Air. 12 noon EST, NBC. Maurice Baron, conductor. All-French program. Overture "Patrie" (Bizet); Sorcerer's Apprentice (Dukas); two numbers (Baron); Suite Algerienne (Saint-Saens).

Salute to the New York World's Fair. 1:30 p.m. EST, CBS, NBC, MBS.

The Magic Key of RCA. 2 p.m. EST, NBC.

Joint Recital. Milton Katims, violist; Milton Kaye, pianist. 2:30 p.m. EST, WOR.

The New York Philharmonic Orchestra. 3 p.m. EST, CBS.

The Metropolitan Auditions of the Air. 5 p.m. EST, NBC. Metropolitan Opera tryouts. Edward Johnson, master of ceremonies; Wilfred Pelletier, conductor. Mimi Roselle, soprano, Scranton, Pa. Morton Bowe, tenor. Garfield Swift, baritone.

The New Friends of Music. 6 p.m. EST, NBC.

Bach Cantata Series. 7 p.m. EST, MBS. Alfred Wallenstein, conductor; Genevieve Rowe, soprano; Mary Hopple, contralto; William Hain, tenor; Raoul Nadeau, baritone; Chorus and orchestra. Christmas Oratorio, Part VI.

Ford Sunday Evening Hour. 9 p.m. EST, CBS.

Kellogg Circle. 10 p.m. EST, NBC. Lawrence Tibbett.

### Monday, January 16

The Rochester Civic Orchestra. 3 p.m. EST, NBC. Guy Fraser Harrison, conductor.

The Curtis Institute of Music. 3 p.m. EST, CBS.

The Voice of Firestone. 8:30 p.m. EST (for the West, 8:30 p.m. PST), NBC. Alfred Wallenstein, conductor. Margaret Speaks, soprano.

The WOR Symphony Orchestra. 9:30 p.m. EST, MBS. Eric DeLamarer, conductor.

Two Westminster College Choirs. 9:30 p.m. EST, NBC.

### Tuesday, January 17

The Story of the Song. 3:30 p.m. EST, CBS.

La Forge-Berumen Musicale. 5:30 p.m. EST, MBS. La Forge ensemble of 24 mixed voices, Ernesto Berumen, pianist; Jess Walters, baritone. The Balladeers.

### Wednesday, January 18

Indianapolis Symphony Orchestra. 3 p.m. EST, CBS. Fabien Sevitzyk, conductor.

Cincinnati Orchestra (College of Music). 8 p.m. EST, MBS.

### Thursday, January 19

Columbia Concert Orchestra. 3:30 p.m. EST, CBS. Howard Barlow, conductor.

Sinfonietta. 8:30 p.m. EST, MBS. Alfred Wallenstein, conductor. Variations in A flat major (Schubert) Lyric Suite (Grieg).

### Saturday, January 21

Cincinnati Conservatory of Music. 11 a.m. EST, CBS. Alexander von Kreisler, conductor. Beethoven Symphony No. 7; Suite in D Minor (Milford).



THE METROPOLITAN OPERA COMPANY

presents

"SIMON BOCCANEGRA"

by

Giuseppe Verdi

SATURDAY, JANUARY 21

On NBC at 2 p.m. EST; 1 p.m. CST; 12 noon MST; 11 a.m. PST

THE CAST:

<i>Simon Boccanegra</i>	Lawrence Tibbett
<i>Gabriele</i>	Giovanni Martinelli
<i>Fiesco</i>	Ezio Pinza
<i>Paolo</i>	Leonard Warren
<i>Pietro</i>	Louis D'Angelo
<i>Amelia</i>	Elisabeth Rethberg
<i>Amelia's Servant</i>	Pearl Besuner
<i>Gabriele</i>	Giordano Paltrinieri

Conductor — Ettore Panizza



Gertrude Pitzinger, soprano, on "New Friends of Music," Sunday

THE NEW YORK PHILHARMONIC ORCHESTRA

SUNDAY, JANUARY 15

On CBS at 3 p.m. EST; 2 p.m. CST; 1 p.m. MST; 12 noon PST

John Barbirolli, conductor  
Ernest Schelling, pianist

Overture to "Prometheus" (Beethoven)  
The Orchestra

Polish Fantasia (Paderewski)  
Ernest Schelling and Orchestra

Verklaerte Nach (Schoenberg)  
Petite Suite (Debussy)

Italian Symphony (Mendelssohn)  
The Orchestra

**P**ADEREWSKI'S "Polish Fantasia," not often performed publicly now, was immensely popular when that pianist-composer played it in his younger years. The piece has exotic national coloring, emphasizing the plaintive melodic vein, the sensuous languor and the passionate exuberance of Poland. The ending is a whirlwind of excitement, combining a wild dance and the majestic theme with which the work opens. Schelling, a pupil of Paderewski, always has been a glamorous performer of his "Fantasia."

Schoenberg's "Transfigured Night" (with its Wagnerian flavoring) makes one regret he ever abandoned melody for the cult of deliberate discord.

THE NEW FRIENDS OF MUSIC

SUNDAY, JANUARY 15

On NBC at 6 p.m. EST; 5 p.m. CST; 4 p.m. MST; 3 p.m. PST

The New Friends of Music Orchestra

Fritz Stiedry, conductor  
Gertrude Pitzinger, soprano

Orchestral Suite No. 1 (Bach)  
Solo Cantata (Bach)

Orchestral Suite No. 3 (Bach)

**S**OMETIMES one wonders whether great art is not the only stable human expression aside from the primal feelings of man. One of the indestructibles is the music of Bach, exemplified here in one of his monumental cantatas, sung by the expressive Mme. Pitzinger, and two of his four suites for orchestra. The latter are in the style of earlier French operatic overtures. Suite No. 1 is for strings and woodwinds; No. 3 (most generally liked) uses strings, trumpets, drums, oboes and bassoons. All four have a common form—an introduction contrasting quick and stately themes, and then a succession of dance movements. One critic said "the suites picture a vanished society . . . they are the ideal musical portrait of the rococo period in which Bach passed his life."

**T**HIS is one of Verdi's lesser-known operas and its infrequent performances are probably due to the extreme complexity of the plot and the lack of melodies of easy appeal so typical of the composer of the earlier Ernani, Traviata, Trovatore and Rigoletto. However, there is some fine music in "Simon," both solo and choral, and the orchestral characterizations represent a distinct advance in Verdi's mastery. An unusual feature of "Simon" is that the hero's role falls to a baritone.

Tibbett scored a triumph when he undertook the part at the Metropolitan revival several seasons ago.

PROLOG

A square in Genoa, fourteenth century

Simon Boccanegra, a corsair, comes to visit Maria Fiesco, secret mother of his illegitimate daughter. Maria's father opposes Boccanegra, and to gain power over the older man Simon agrees with conspirators in a plot to make himself Doge. Simon tries to enter Fiesco's palace but is stopped by him, with the demand that he de-

Simon with the aid of Gabriele, who is loved by Amelia. During the duet of Simon and Amelia he discovers her identity and, determining to help her marry Gabriele, refuses to give her to Paolo, who plans to kidnap the girl.

Scene 2—The council chamber

Paolo has abducted Amelia and Gabriele accuses the Doge of having done so. Paolo tries to escape, but Simon stops him and demands that he join in cursing the kidnaper, knowing that Paolo is the guilty one.

ACT II

The Doge's chambers

Paolo, frightened at the curse he has pronounced against himself, steals into Simon's room and puts poison in the latter's drinking-goblet. He tries to persuade Fiesco to kill Simon but Fiesco refuses. Paolo then convinces Gabriele that Simon has evil intentions against Amelia and suggests his murder. Gabriele accuses Amelia of loving Simon, but she declares that her affection is not sinful. Amelia hides Gabriele and, pleading for his life with



—Carlos Edwards

Boccanegra dies of poison as his daughter and her lover are united

liver to his keeping the child of Maria. The infant has disappeared, and when Simon finally enters the palace he finds Maria dead.

ACT I

Scene 1—The Grimaldi gardens twenty years later

Simon, who has become Doge, visits the Grimaldi Palace to ask for the hand of Amelia Grimaldi for his friend Paolo. He is unaware that she really is his own daughter (brought up by Grandfather Fiesco, who has changed his name to Andrea for political safety) and believes her to be a nameless orphan. Andrea is plotting against

the angry Simon, wins his pardon. As Gabriele tries to stab him, Simon unknowingly takes the poisoned drink. Amelia rushes between the two and tells Gabriele that Simon is her father. Noise of a revolt and Gabriele stays to help Simon quell it.

ACT III

Interior of the Ducal Palace

Paolo, instigator of the revolt, is captured and condemned to death, but tells Simon that he is to die first as a result of the poison. Fiesco reconciles with Simon, and as Amelia and Gabriele enter with their bridal attendants, Simon dies blessing the couple.



Margaret Speaks, soprano, on "Voice of Firestone" program, Mon.

THE FORD SUNDAY EVENING HOUR

SUNDAY, JANUARY 15

On CBS at 9 p.m. EST; 8 p.m. CST; 7 p.m. MST; 6 p.m. PST

The Detroit Symphony Orchestra

Fritz Reiner, conductor  
Jussi Bjoerling, tenor

Overture to "Il Signor Bruschino" (Rossini)  
The Orchestra

O Paradiso from "L'Africana" (Meyerbeer)

La Danza (Rossini)

Jussi Bjoerling and Orchestra

Alla Marcia from "Karelia" (Sibelius)  
Prelude to Act III and Barcarolle from "The Tales of Hoffmann" (Offenbach)  
The Orchestra

The Maiden Returned from the Trysting Place (Sibelius)

The Spring (Hildach)

Land of Walsing's Glory (Althen)  
Jussi Bjoerling and Orchestra

Funiculi, Funicula (Dance)

Jussi Bjoerling, Chorus and Orchestra

Emperor Waltz (Strauss)

The Orchestra

**B**JOERLING'S ringing tones and heartfelt manner are appropriately featured and framed. My own favorite moments are the beatific melody of the Meyerbeer aria, the exultant surge in Hildach's verdant song, and the always sweetly soothing strains from Offenbach's "Hoffman."

I know Johann Strauss enthusiasts who prefer the "Emperor Waltz" to all his others, but gracious as it is, my vote goes abidingly to "Tales from the Vienna Woods" with "The Bat" and "Artists' Life" tied for second place.

THE NBC SYMPHONY ORCHESTRA

SATURDAY, JANUARY 21

On NBC at 10 p.m. EST; 9 p.m. CST; 8 p.m. MST; 7 p.m. PST

Arturo Toscanini, conductor

Chaconne in G Minor (Purcell)  
Symphony No. 1 (Shostakovich)  
Symphony No. 4 (Brahms)

**P**URCELL is the Bach of England, even if he had not all the towering German's mastery and versatility. Purcell's pure and lovely melodic lines and his graceful treatment are an unending delight.

You will have interesting moments comparing the lofty thoughts of Brahms with some of the violent utterances of the young Russian revolutionary, Shostakovich.



Richard Maxwell, CBS tenor-philosopher, broadcasts morning programs of good cheer and directs activities of Good Neighbor Club



The group pictured above formed the glee club which furnished the musical background for the programs of the Good Neighbor Club of Northeastern Oklahoma in its tour of towns. Every member of the glee club belongs to the Junior Chamber of Commerce of Tulsa, sponsor of the activities dedicated to neighborliness

## HOWDY, NEIGHBOR

TULSA J. C. C. JOINS "GOOD NEIGHBORS" WEDNESDAY

**A**NOTHER worthy neighbor joins Richard Maxwell's Good Neighbor Club this week. On Wednesday morning (CBS, 9:00 o'clock EST; 8 CST. Not available to the West) Maxwell will salute and induct into full membership the chapter of the Good Neighbor Club of Northeastern Oklahoma. The candidate has fully and forcefully demonstrated its right to membership in good standing. This will be one of many chapters brought under the direction of Maxwell into a nation-wide Good Neighbor Club. Maxwell is billed as a "tenor-philosopher." For a long time his morning broadcasts over CBS have brought cheer and comfort and enjoyment to many thousands, especially to the shut-in listeners, who have made him a veritable idol. The immense and loyal following which his work built gradually brought home to him the full force of radio's potentiality for well-doing. That power of radio is finding expression now in the National Association of Neighbors, organized and directed by the tenor-philosopher, with chapters anywhere and everywhere that people have the true motive and initiative to organize themselves for doing good deeds. The charters are granted, however, only after the candidates have actually demonstrated their good-neighbor helpfulness. One of the organizations which has established a very substantial claim to membership is the Good Neighbor Club of Northeastern Oklahoma, to which Maxwell extends

a remote air welcome this Wednesday. It is a coincidence that this club has been doing its work independently and unconscious of Maxwell's project. The organization applied for membership after learning of Maxwell's club through a story printed in Radio Guide. The Oklahoma group, sponsored by the Tulsa Junior Chamber of Commerce, has conducted a series of radio programs in forty-two neighboring towns. The project was started with the idea of helping neighbors and getting better acquainted. The services of the club were offered in the attempt to solve any problem or answer any question submitted. Broadcasts from the different towns were built out of this servicing idea, with talks and variety to make a complete show. For these programs thirty active members traveled 25,000 miles, making two or more preliminary trips and one trip for the broadcast. Fifty-three hours of entertainment were given by the Junior Chamber of Commerce troupe. Programs were broadcast over seven radio stations. The shows were witnessed by 11,000 persons. Over 5,000 membership cards were issued in a radius of 150 miles of Tulsa. More important than the statistics, the project won the whole-hearted support of radio and press and the overwhelming approval of the people. Tulsa's Junior Chamber of Commerce and its Good Neighbor Club are to be congratulated for setting a fine example for other communities and organizations.



Loyal standbys Patsy Kelley, eight years old, and Elizabeth Ann Goldsmith, six, sang theme song for each broadcast and performed on show



Roy W. Smith, president, Tulsa Junior Chamber of Commerce and guiding hand in "neighbor" work



This is the manner in which the Good Neighbors of northeastern Oklahoma traveled 25,000 miles for itinerary broadcasts. The scores of accompanying boosters wore "Howdy, Neighbor" slogans on lapels

NEW YORK.—Mark Warnow will take over the baton from Leo Reisman on the "Hit Parade" a couple of Saturday nights from now . . . Richard Himber will lead his orchestra on a new show, starting early in April . . . CBS has added two new announcers to take the place of Bert Parks, who went west with Eddie Cantor, and Johnny Lang, who is now in Hollywood preparing for working in front of the Kleig lights. The new word-spielers are Ted Ream, formerly with WRVA in Richmond, Va., and Harry Clark, who announced at WTIC in Hartford, Conn. . . . When Gertrude Berg (Molly of "The Goldbergs") appeared with Orson Welles in "Counsellor-at-Law" the other Friday night, she turned over her salary check to various charity organizations—which is so typical of her . . . Marion Thompson, young sister of Kay Thompson, is one of the twelve rhythm-singers on the new Andre Kostelanetz show. Three members of the "Swing Fourteen," heard on the "Johnny Presents" program, are also members of Kay's singing group . . . Will Osborne's orchestra is to be featured on Mutual's "Show of the Week" this Sunday, to be followed (in the order named) by Johnny Green, Bob Crosby and his Bob-Cats, Leo Reisman, Al Goodman and Hal Kemp . . . Seth Parker (Phil Lord) has prepared a book of games that were popular years ago that can be played by every member of the family . . . The Blind Melody Publishing Co. has been formed to exploit the works of music composers who are totally blind. Abe Lyman's orchestra introduced their first number, called "The Harvest Moon is Shining," on Friday, January 6.

Santa Claus wasn't the only one kept busy during Christmas week. The sfork had plenty to do making deliveries to the homes of a few of your radio favorites. The Dave Elmans got a boy and Papa wanted to name him Hobby Lobby Elman, but Mama didn't like it, so they compromised by retaining the initials and the baby was named Howard Lawrence Elman . . . A seven-pound eleven-ounce boy arrived at the Fred Waring home, making it the third child for the Warings . . . The Lou Costellos (he's of the team of Abbott and Costello, the funny men of the Kate Smith hour) got a perfect Christmas present, as did the Dan Seymours and the Dell Sharbutts. Tom Slater, who is heard over the Mutual net, passed out cigars after the arrival of an eight-pound boy.

Mentioning babies reminds that Eddy Duchin is planning to fly to Palm Springs, California, after one of his weekly broadcasts, to visit his young son, who is recuperating at the desert resort . . . Clark Dennis, who sang on the Fibber McGee show in Chicago for quite some time, came to New York to walk down the well-known middle aisle with Jane Vance, former Paul Whiteman songstress . . . Regular readers of this pillar will probably recall reading here about six months ago an item to the effect that Martha Stephenson, a New York society deb, visited the Hotel Astor roof with a different boy friend every night, just so that she could be near Hal Kemp, of whom she was more than fond. Last week the newspapers reported their contemplated marriage on or about January 21 . . . Spent the Christmas week-end in Chicago and ran into announcer Harlow Wilcox with a lovely blonde on his arm whose face is very familiar in the Windy City office of RADIO GUIDE.

Fred Allen is still looking for Tony Gazzi, the bootblack who was to be the "Person you didn't expect to meet" and didn't on Fred's broadcast of December 28. The way the comic felt when Gazzi

didn't show up for the dress rehearsal and the program, I think if he could have laid his hands on him, he would have turned out to be the "Person you didn't expect to meet with a couple of black eyes and a bruised body." I've never seen Allen so mad, and his feelings were justified. Fred told your reporter it was one of the toughest scripts he ever had to write. As a matter of fact, he left his apartment just once in the entire week because of the script. What made it so tough was that the bootblack couldn't read English, which made it imperative for Fred to employ a new writing technique, which he did to perfection after a lot of work, and then he couldn't use it. From now on you can be sure the "Persons you didn't expect to meet" will either have a regular job or a place of business so that it won't be necessary to send out the police to look for them.

Jim Harkins, who digs up these unusual people, was rushed in at the last minute to fill in for the missing bootblack. Jim, who is an old-time vaudevillian, did a good job of singing "Roll On Mississippi, Roll On." After the program he received a flock of wires from old friends congratulating him on his performance. One wire read, "You sounded just like you did twenty years ago. Hope to send you the money I owe you very soon." It goes to prove the power of radio, Jim hadn't heard from the borrower in years and if he gets his money back, he'll be more than happy for that chance to sing.

Incidentally, if you enjoy Fred Allen—and who doesn't—get a load of the two pages of pictures in the new issue of *Click* magazine now on the newsstands. You're bound to get quite a few chuckles out of the pictures showing Allen's idea of how to be a picture-magazine editor. And that's Harry von Zell acting the part of Senator Guff.

Another thought about Mr. Allen. A couple of weeks ago, Fred made a guest appearance on "For Men Only." Before the program went on the air, F. A. came out on the stage and as a gag said, "We're awfully sorry, ladies and gentlemen, there will be no broadcast tonight because Major Bowes is sick." Obviously quite a number of guests didn't know what broadcast they were attending, because they took Allen seriously and started to walk out of the studio. Fred Uttal, who is emcee on the show, jumped up on his one good foot and yelled to the people to go back to their seats and assured them that Allen was only fooling.

**Run—Do Not Walk to the Nearest Exit**

Verlye Mills is the lass who strums the harp in the orchestras that play on the "Hobby Lobby" and Fred Allen programs. If you know your radio schedules, "Town Hall Tonight" immediately follows "Hobby Lobby" on the other NBC network, which means that each week Miss Mills has quite a workout running down the corridors from one studio into the other. Last Wednesday night she got into the Allen studio out of breath but just at the exact second she was due to run her fingers over the strings, which she did—and then fell back into her seat.

Behind the scene at Dave Elman's "Hobby Lobby" rehearsal: Studio 3B at NBC takes on the appearance of a museum every Wednesday when Elman gets his hobbyists together for a final rehearsal of the show. Here's a table loaded down with bells of every shape and material, and next to it is another table with a collection of stone arrow-

(Continued on Page 17)

# IN NEW YORK



Major Bowes (left) of "Amateur Hour" presents CBS commentator H. V. Kaltenborn scroll showing radio notables' appreciation of his work



"I could have 'swung' the election with Benny Goodman," thinks D. A. Thomas Dewey (right), with "Bugs" Baer and Goodman at banquet



Gene Hamilton, announcer of the NBC symphony program, models style pajamas conductor Arturo Toscanini bought himself for Christmas

# IN HOLLYWOOD



Jean Hersholt, heard in CBS' "Dr. Christian," accepts selection as patron of U. C. L. A. chapter of national honorary fraternity Phi Beta



Virginia Verrill (right) and Lucille Ball of Jack Haley's show look over hose situation, while clown Artie Auerbach just looks over!



"Here's a nice red apple for you," villain Bergen coaxes, but "Sherlock" McCarthy exclaims, "Unhand that hammer! The worm has turned"

HOLLYWOOD.—Joan Blondell and Dick Powell will cut their coming New York vacation short because of radio-guesting commitments—and because negotiations Dick has on with the Metro-Goldwyn-Mayer lot look hot for him to sign a picture-radio contract which will make him singer and master of ceremonies of "Good News of 1939"! . . . That program was embarrassed to the ears December 29 when Wallace Beery refused to return from his Idaho ranch vacation to star with Bob Taylor in a microphone preview of "Stand Up and Fight." Instead, an emergency substitute sketch was scheduled. Seems that M-G-M stars get no extra pay if called to do previews of their pictures on "Good News" and many stars don't like the idea . . . Scoop! "One Man's Family" author, Carleton Morse, has a brand-new dramatic show ready for launching and sponsorship details are being worked out. Incidentally, the OMF principals have signed a no-skiing pledge, so that none of them may be injured and thus hinder the telling of radio's favorite dramatic story . . . Another strong new show bidding for air time centers on dialectician Artie ("Could be!") Auerbach and drawl-singer Pinky Tomlin . . . What's this? Mary Livingstone without Jack at the Earl Carroll opening and Jack Benny without Mary at the "Zaza" preview two nights later . . . Which reminds me to tell you that the next best thing to the Benny and Hope shows on the Coast is the Grouch Club—and if my crystal is clear, it indicates that eastern and midwestern tuners will be tickled by its many laughs come April 18 this year . . . And maybe "Porky, the Pig" wouldn't be such a bad regular addition to the Sunday coffee hour, which is just now convalescing from an overdose of overburlesqued hillbillies . . . After testing everyone else in the world for the role, on the eve of her departure for New York David Selznick called Jane Froman to try out for the role of Scarlett O'Hara!

## L'Amours of Vallee, Etc.

Rudy Vallee has been leading the gossip-writers and his real heart, Judy Stewart, a merry chase. The Dorothy Lamour-Vallee dating of Christmas and the holiday following meant nothing; was sanctioned by Dot's hubby, Herbie Kay, who was asked permission by Rudy. Herbie granted it by wire and received the wire reply from wife Lamour, "I love you, darling. Good-by." Two days later Vallee hit the prints as a serious squire of Adrienne Ames. Then Judy decided to fly out from the East and visit Rudy. Hah! . . . Patricia (Honey Chile) Wilder is crowding in on Arleen Whelan and Nancy Kelly for the spare moments (in that order) of Richard Greene . . . Tyrone Power's rehearsal-watcher is still Annabella . . . Conrad Nagel's night-clubbing of Ann Evers would mean perhaps that the Joan Fontaine affair is over . . . Lana Turner and Gregory Bautzer back together, too . . . Martha Raye and Dave Rose held open house for their pals on Christmas Eve, and Dave still wore that glum expression—but maybe that means he's happy? . . . Joe Parker, the NBC announcer-producer, broke up his automobile and a few bones on Christmas morning, but vulcanized the affections between himself and his till-then estranged missus . . . Three dates in a row for Edgar Bergen and songbird Kay St. Germain must mean something. How about it, McCarthy?

## Stars Crowd Carroll Theater

Earl Carroll's new theater restaurant on opening night looked like a roster of who's who in radio and on screen. A few of those spotted were the Freeman (Amos) Goddens, Al Jolson, the Joe Penners,

Ed. Bergen, Frances Langford and Jon Hall, the Raymond Paiges, Charles Boyers, the John Barrymores and the Bing Crosbys, who were supplemented by brother Everett Crosby and Florence George. The beautiful spot with the many beautiful girls already is an acclaimed success. Building, by the way, is painted the same light blue-green color as NBC's Hollywood Radio City just across Sunset Blvd. One difficulty marring smooth operation on opening night was Ray Noble's argument with Carroll and subsequent walking off the bandstand. The bandleader (who could blame him?) objected to the arrangement of the musicians so that he couldn't face them and at the same time watch the Carroll cuties—and are they cute! Susan Miller, one of the show's two prima donnas, is none other than the Baltimore girl who, under her right name of Marilyn Miller several years ago, sang on the Shell Chateau series starring Joe Cook. She couldn't convince the public that it was her own name, so had to change it!

## Santa Anita Draws Them, Too

Santa Anita, most famous of all California race-tracks, drew its share of celebrities, too, at its opening December 31. Even Jimmie Fidler was on hand to invest his bit toward the propagation of thoroughbreds. Radio-stable entries are many this season. Bing Crosby, of course, has a big string present, but in addition this year sees the Chester (Lum) Lauck-Don Ameche colors riding, and Ted Fio-Rito also hopes to have a try at the \$100,000 Santa Anita Handicap, to be run March 4, with his "Tobacco Road" and "Cross Sign."

## Verrill, Queen of Duke

Ginny Verrill, one of radio's most popular songstresses, was selected to officiate as queen of Duke University at that school's alumni New Year's Eve ball at the Riverside Breakfast Club. Virginia, by the way, received over 3,000 birthday and 5,000 Christmas cards and is

still trying to read through the stack. Looks good for Verrill to renew her CBS "Vocal by Verrill" programs in addition to her work on the Jack Haley show, and here's your reporter hoping.

## Christmas Stocking Report

Now comes out news of the pet gifts received and given by the stars; you see them in use around the studios. Andy's Amos, for example, is intrigued by the solid-silver cigarette case, bearing a gold map of the United States, which his wife gave him. Each city on the map having a station carrying Amos 'n' Andy is marked by a bright ruby—making a total of forty-seven of them . . . Partner Andy likes the leather food-carrier for his airplane—which will come in handy if he ever decides to fly to Ireland . . . Mary Livingstone gave hubby Jack Benny a gold hunting-case watch containing an etched picture of herself on one side and on the other a picture of their daughter, Joan Naomi . . . Jack remembered dozens of his co-workers and friends with gold and silver cigarette cases engraved with his autograph—and to Eddie (Rochester) Anderson, he gave a gold-mounted rabbit's foot! . . . Joe E. Brown was sent a dozen pairs of fine Scotch tweed and English woolen socks by an English fan—and then had to pay the duty on them . . . and Bill (Curly) Demling, bald as a commercial plug, received a pair of military brushes, so his partner Frank Gill suggested he invert them and glue them on his pate! . . . Carole Lombard surprised her hairdresser with a bright new automobile, and Charlie McCarthy's master gave pals those little white radio sets bearing a figurine of the dummy . . . But Charlie would STILL like to know who sent him

(Continued on Page 15)

# HOLLYWOOD SHOWDOWN



BY EVANS PLUMMER

### Tidbits

CHICAGO.—Little Orphan Annie's sponsor, after successfully testing "Carters of Elm Street," in Chicago, will expand show to twenty-six more cities after January 15. Virginia Payne, "Ma Perkins," has joined the cast as Mrs. Carter . . . Eileen Palmer, who plays Mrs. Black in "Scattergood Baines," celebrating her eighth anniversary in radio. She started at KOIN, Portland, Oregon . . . Good to see a star coming to Chicago instead of leaving it. Exiting from Hollywood is "Doc" Hall, who is alternating with Ransom Sherman as m.c. of "Club Matinee" . . . Congrats to Sid Strotz, acting manager in Chicago. Mr. Strotz succeeds Niles Trammell, upped to spot of right-hand man to Lenox Lohr, the network's president . . . Also congrats to C. L. Menser, upped to program manager, and Jules Herbuveaux, new production manager.

### Chicago—Television Center No. 2

When and if television comes, Chicago will undoubtedly be center number two. NBC has already anticipated the importance of the Windy City as a television center by taking an option for top floors of three of the town's tallest skyscrapers. Another firm, the Zenith Radio Corporation, has received an okay from the FCC to construct a television station. Commander Eugene F. McDonald, Jr., Zenith president, however, warns too zealous televisionists that it will be a number of years before television is actually with us. That residents of Chicago and New York will be the first to "see" television on a large scale is generally agreed upon by engineers and executives.

### Keep An Eye On:

Ruth Glascott, Chicago comedienne who is now in New York, where she was recently heard as guest on Tommy Riggs' show. Went over so big that sponsor is breaking precedent by having her on a second time. Ruth also scored in her appearance on Vallee show when the Connecticut Yankee was in Chicago last summer. The comedienne, who does "Minerva Dimwittie," a take-off on a femme lecturer, has changed her last name to Fair for professional purposes . . . Also keep a peeled eye on Rosemary Lambricht, pretty dark-haired, blue-eyed young actress. You'll be hearing more of her in '39 . . . And watch "Those Happy Gilmans." It's one show that has no "trouble" befalling its leading characters. It's a "One Man's Family," "Vic and Sade" type of program.

### True Story

She was a good-looking actress and writer in Kansas City. He was a writer there and a handsome one at that. He got a job assisting on the Fibber McGee show in Chicago. Lonely, she came to the Windy City to be with him and succeeded in landing work both as an actress and as a writer. Two months ago he went to Hollywood, where he's reported doing some pun-working for Joe E. Brown. January 5 she entrained for Hollywood, and on the eighth the youngsters, both extremely popular in Chicago, said "I do" in Yuma, Ariz. The girl, Ruth Barth, the boy, a swell fellow even if he did beat me in tennis, Paul Henning. The best of luck, Mr. and Mrs. H.

### Hillbilly Items

Linda Lou Wiseman celebrated her third birthday on New Year's Day. You don't recognize the name? Parents are Lulu Belle and Scotty. Incidentally, Mama and Papa Wiseman will go out on personal appearances with the new picture, "Harvest Moon." Wrigley's should sponsor Lulu Belle. She's radio's number-one gum-chewer—a pack a day, and two

packs on Saturday when "Barn Dance" is broadcast . . . Breaking up after five years on "Barn Dance" are the Ozark sisters—Shelley, Edith and Barbara. Shelley is expecting a baby; Barbara plans on moving to Florida, and Edith will make her home in Hollywood. Her husband is one of Four Notes, vocal quartet going with Fibber.

### Kid Stuff

Sam Cowling, member of Three Romeos on "Breakfast Club" and "Club Matinee" programs, father of an eight-pound boy born December 29 . . . Speaking of babies, your Tattler's curiosity was aroused at the sight of Vivian Fridell making an angora bunting and bonnet. But Vivian (Mrs. Garrett de Gelleke) explained everything. It was for her niece—her first one—who was born December 27.

### Advance Celebration

Mother's Day was celebrated a couple of months ahead of time in Chicago when May Davenport Seymour, mother of Anne Seymour, star of "Story of Mary Marlin," entertained at a New Year's luncheon for a group of radio mothers. Held in the swank Buttery Room of the Ambassador Hotel, guests at the Seymour party were Betty Winkler's mother, Alice Hill's mother, Bob Bailey's mother, Betty Lou Gerson's mother, Peggy Fuller's mother and Don Widmer's mother. Some of those present were radio actresses themselves. For instance, Bob Bailey's mother is Grace Lockwood and Don Widmer's mother is Harriet Widmer. Mrs. Seymour herself is a famous stage star of several years ago.

### Sample Scream

NBC's horror show, "Lights Out," is now starting its sixth year on the air. Here are a few behind-the-scenes items about the show. When director Gordon Hughes has an actress listed for screams, he lets the lady undertake just one full-

size scream during rehearsal. The one yell is to give the engineer a chance to determine what the peak sound-level will be. Other screams written in the script are soft-pedaled during rehearsal so the actress won't strain her vocal chords and will be in fine trim for real ear-splitting screeches when the broadcast goes on the air.

### Success Story of the Week

Lilyan Kay, NBC's newest find, is at last realizing a dream that almost came true a year ago when she was placed under contract to the Chicago City Opera Company to sing with Feodor Chaliapin in "Boris Godounov." At that time, her hopes were dashed and her world premiere as a soloist postponed a year when Chaliapin died and the opera was canceled. Born in Chicago, Miss Kay was educated at the Lady Wood School in Indianapolis, and has studied voice under private tutors in Chicago. Her rich contralto voice is heard on the "Roy Shield Revue," "People I Have Known," "NBC Jamboree," and "Sunday Dinner at Aunt Fanny's."

### More Tidbits

Orson Welles lectured at Northwestern University on January 9. Welles is a midwestern product. Was born in Kenosha and did experimental stage work at Woodstock, Ill. . . . Look-alikes: Gladys Heen, who is Torchy in "Guiding Light," and Joan Crawford . . . Jack Barr, radio pianist and organist, out of hospital, where he was seriously ill, and planning early comeback . . . Friends have been kidding Les Tremayne ever since they saw the film version of "You Can't Take It With You," in which Lionel Barrymore and Edward Arnold play mouth organs. That pastime happens to be one of Les' hobbies.

## IN CHICAGO



It's a shame to eat such a nice cake. It was sent by a fan to June Lyon and Jerry Marlowe, popular NBC piano team, on second anniversary

# THE RADIO TATTLER



BY HAL TATE



James Roosevelt, the president's son (right), with George Olsen and Martha Tanner, entertainer, listen to Olsen's orchestra at Drake Hotel



"Music by Andre Kostelanetz, words by Edgar Guest." Famed conductor Kostelanetz (right), famed poet Guest meet and decide to write song

# LISTENING TO LEARN

## EDUCATIONAL PROGRAM CLASSIFIER

### DRAMA

#### Sundays

**Chimney House, NBC.** The heroes and villains of children's books are spun into an interesting serial plot for juvenile listeners. Time: 11:15-11:30 a.m. EST, 10:15-10:30 CST; 9:15-9:30 MST; 8:15-8:30 PST.

**Irene Wicker's Music Plays, NBC.** What Orson Welles and Cecil B. DeMille are to the adult drama enthusiast, the Singing Lady is to the juvenile listener. In this series she builds dramatizations from fairy-tales, mythology, folk-tales and grand opera and presents them against a musical background. Time: 11:30 a.m.-12 noon EST; 10:30-11 a.m. CST; 9:30-10 MST; 8:30-9 PST.

**Great Plays, NBC.** A panorama of the theater from the days of early Greek tragedies to the newest hits on Broadway that should be a sure-fire hit with playgoers, drama enthusiasts. Time: 1-2 p.m. EST; 12 noon-1 p.m. CST; 11 a.m.-12 noon MST; 10-11 a.m. PST.

#### Mondays

**Listeners' Theater, MBS.** Yale University, renowned for innumerable contributions to many fields, steps into radio in this series when the playwriting class and drama department cooperate with Mutual to present this half-hour of original dramatics every Monday night. Time: 9-9:30 p.m. EST; 8-8:30 CST; 7-7:30 MST; 6-6:30 PST.

**Radio Theater, CBS.** Master movie producer Cecil B. DeMille proves in this series that he is also apt in producing microphone dramatics. Time: 9-10 p.m. EST; 8-9 CST; 7-8 MST; 6-7 PST.

**Columbia Workshop, CBS.** Veteran experimental series, where Columbia tests the latest broadcasting-devices, tries revolutionary approaches in presentation, adapts unique writings for microphone treatment. Time: 10:30-11 p.m. EST; 9:30-10 CST; 8:30-9 MST; 7:30-8 PST.

#### Thursdays

**Hans Andersen's Fairy-Tales, NBC.** New interpretations of the famous Dane's tales will interest grown-ups as well as children. Time: 5:15-5:30 p.m. EST; 4:15-4:30 CST; 3:15-3:30 MST; 2:15-2:30 PST.

#### Fridays

**Playhouse, CBS.** Orson Welles and company promise surprises in this series; then deliver them. New techniques in presenting broadcast dramatization are used, fields of literature heretofore untouched by radio are explored. Time: 9-10 p.m. EST; 8-9 CST; 7-8 MST; 6-7 PST.

**The Nation's Playhouse, MBS.** This is a wise choice for the listener who likes to combine the practical with the entertaining. The flexible fields of biography and history are treated with authenticity in enjoyable dramatization. Time: 11:30 p.m.-12 mid. EST; 10:30-11 p.m. CST; 9:30-10 MST; 8:30-9 PST.

#### Saturdays

**Once Upon A Time, MBS.** Adults and children alike enjoy this series of

dramatic interpretations of the favorite fairy-tales of countries in all parts of the world. Modern radio devices give new life to old friends and make possible a fuller appreciation of the charm that has kept them popular for ages. Time: 10:30-11 a.m. EST; 9:30-10 CST; 8:30-9 MST; 7:30-8 PST.

### HISTORY

#### Arts and Sciences . . .

##### Sundays

**Great Plays, NBC.** See *Drama*.

**The World Is Yours, NBC.** Dramatizations, inspired by exhibits in the Smithsonian Institution and prepared by the U. S. Office of Education, treat history, the arts and sciences. Time: 4:30-5 p.m. EST; 3:30-4 CST; 2:30-3 MST; 1:30-2 PST.

##### Mondays

**Science on the March, NBC.** See "Astronomy" under *Science* (Page 16).

**Cavalcade of America, CBS.** See "Government."

##### Wednesdays

**Our American Schools, NBC.** See "Parent Aids" under *Personal-Social Problems* (Page 16).

##### Thursdays

**American School of the Air, CBS.** See "Classroom Aids" under *Personal-Social Problems* (Page 16).

##### Fridays

**Men Behind the Stars, CBS.** See "Astronomy" under *Science* (Page 16).

##### Saturdays

**Men Against Death, CBS.** Dramatizing science's fight against a multitude of scourges, this series is made to order for the leisure of the person who would like to learn of man's momentous sacrifices in the interest of humanity. Time: 2-2:30 p.m. EST; 1-1:30 CST; 12-12:30 MST; 11-11:30 a.m. PST.

**Lives of Great Men, NBC.** Distinguished as lecturer, author, critic, Dr. Griggs discusses the lives of great men, describes their work and its value to mankind. Time: 7:30-7:45 p.m. EST; 6:30-6:45 CST; 5:30-5:45 MST; 4:30-4:45 PST.

#### Government . . .

##### Sundays

**Americans All — Immigrants All, CBS.** In this series the contributions of all races and nationalities to the greatness of the United States are dramatized. Time: 2-2:30 p.m. EST; 1-1:30 CST; 12 noon-12:30 p.m. MST; 11-11:30 a.m. PST.

##### Mondays

**American School of the Air, CBS.** See "Classroom Aids" under *Personal-Social Problems* (Page 16).

**Cavalcade of America, CBS.** Emphasizing the character traits of the men and women who helped build this nation, this series features significant episodes in American history. Time: 8-8:30 p.m. EST; 7-7:30 CST. (For the West, 10-10:30 MST; 9-9:30 PST.)

### CURRENT EVENTS

#### Commentary . . .

##### Sundays

**H. V. Kaltenborn, CBS.** Veteran news analyst and dean of radio commentators, Kaltenborn interprets news of the day, word-paints its background, predicts its future. Time: 10:30-10:45 p.m. EST; 9:30-9:45 CST. (Not available to the West.)

##### Tuesdays

**Current Events Before the Senate, CBS.** A "must" for all who wish to keep up with the latest developments in the nation's capitol. In this series Senators come to the microphone to explain what they are doing, why they are doing it. Time: 5-5:15 p.m. EST; 4-4:15 CST; 3-3:15 MST; 2-2:15 PST.

##### Wednesdays

**Mark Sullivan and Jay Franklin, NBC.** Nationally known Washington correspondents, Sullivan a "conservative" and Franklin a "liberal," present opposing viewpoints and interpretations of the country's problems, suggest solutions for them. Time: 10:30-11 p.m. EST; 9:30-10 CST; 8:30-9 MST; 7:30-8 PST.

##### Thursdays

**Current Questions Before the House, CBS.** In this sister series to the Tuesday Senate programs, we find Representatives offering their "whats," "whys" and "wherefores" on current legislation in the House. Time: 5-5:15 p.m. EST; 4-4:15 CST; 3-3:15 MST; 2-2:15 PST.

##### Fridays

**George R. Holmes, NBC.** Direct from Washington, D. C., where news is made, the chief of the Washington bureau of International News Service reports on latest developments in the nation's capitol. Time: 6:30-6:45 p.m. EST; 5:30-5:45 CST; 4:30-4:45 MST; 3:30-3:45 PST.

**The Story Behind the Headlines, NBC.** Close association with great men and significant events in Europe endow Cesar Saerchinger with an uncanny ability to analyze current happenings across the Atlantic and pepper his discussions freely with accounts of his observations. Time: 10:45-11 p.m. EST; 9:45-10 CST; 8:45-9 MST; 7:45-8 PST.

##### Saturdays

**Capitol Opinions, CBS.** Opening of the Seventy-sixth Congress brings back this series of opportune talks from Washington, D. C., by the men who are there to make our laws. Time: 10:45-11 p.m. EST; 9:45-10 CST; 8:45-9 MST; 7:45-8 PST.

#### Forums . . .

##### Sundays

**The Reviewing Stand, MBS.** Ideal for the person who uses Sunday morning leisure to keep abreast of important issues. Authorities on current problems "hash over" outstanding events that affect the common weal. Time: 11:15-11:30 a.m. EST; 10:15-10:30 CST; 9:15-9:30 MST; 8:15-8:30 PST.

University of Chicago Round Table

**Discussion, NBC.** Lively treatment of timely topics characterizes this half-hour. Experts and prominent figures in both national and international affairs are matched to defend divergent viewpoints on subjects of momentous concern in spontaneous, straightforward, uncensored discussion. Time 12:30-1 p.m. EST; 11:30 a.m.-12 noon CST; 10:30-11 a.m. MST; 9:30-10 PST.

**The People's Platform, CBS.** Citizens chosen from all walks of life join with authorities and persons defending opposite viewpoints on a given subject to exchange ideas on outstanding problems of the day in the atmosphere of the dinner-table. Time: 7-7:30 p.m. EST; 6-6:30 CST; 5-5:30 MST; 4-4:30 PST.

**American Forum of the Air, MBS.** A series for the discussion of current problems from Washington, D. C., where, since the opening of Congress, is assembled the largest gathering of authorities on matters political and legislative in the country. Time: 8-9 p.m. EST; 7-8 CST; 6-7 MST; 5-6 PST.

##### Mondays

**National Radio Forum, NBC.** Men who make and administer our laws in Washington, D. C., come to the microphone to explain them and their oft-confusing applications. Unequaled for those who wish to keep posted on legislative measures before Congress. Time: 10:30-11 p.m. EST; 9:30-10 CST; 8:30-9 MST; 7:30-8 PST.

##### Thursdays

**America's Town Meeting of the Air, NBC.** In this most popular forum for the discussion of vital public affairs, authorities present opinion and interpretation of the proposed question, then submit to query by the audience. No censorship is imposed on either, other than that they keep on the subject and within good taste. Time: 9:30-10:30 p.m. EST; 8:30-9:30 CST; 7:30-8:30 MST; 6:30-7:30 PST.

##### Saturdays

**The Student Takes the Mike, CBS.** Have you ever wondered what college youth thinks and talks about? Here is your chance to listen in on their informal gabfests, when they gather to discuss the things that interest them. The program is unrehearsed, no particular subject is chosen for discussion, adults are not permitted in the studio, and the students themselves do not know when they are on the air. Time: 4-4:30 p.m. EST; 3-3:30 CST; 2-2:30 MST; 1-1:30 PST.

### INDUSTRY

##### Mondays

**National Farm and Home Hour, NBC.** Experts in all branches of farming and farm management pass on helpful hints, advice and news, making this daily hour indispensable to farmers. Time: 12:30-1:15 p.m. EST; 11:30 a.m.-12:15 p.m. CST; 10:30-11:15 a.m. MST; 9:30-10:15 PST. (Daily except Sundays.)

##### Thursdays

**Ideas That Came True, NBC.** See "Classroom Aids" under *Personal-Social Problems* (Page 16).

(Continued on Page 16)

# RECORDS OF THE WEEK

A department reviewing the recordings of your radio favorites

## Symphonic:

**TOSCANINI, MOZART & HINDEMUTH**—Arturo Toscanini, who can make the most exciting thing in the world out of a Rossini overture, hasn't got half the material, dynamics nor punch in his newly released *La Scala di Seta* overture as he had in last year's magnificent *Semiramide*. It is made by the BBC Symphony. (Victor 15191. \$2.)

Two typically Mozartian but seldom-heard overtures are performed by the Vienna Symphony on a new single record—the *Titus* and *La Finta Giardiniera* overtures—sprightly and short. (Victor-12526. \$2.)

Paul Hindemuth comes forth with something very clear and strong and new to say in his *Quartet No. 3*, just out, by the newly formed Coolidge String Quartet. Strictly modern, not without melodic strains, and always highly exciting and surprising, this work challenges the interest of any musically minded citizen. (Victor Album 524. \$6.50.)

## Other classical items of interest:

*Le Cid*, ballet excerpts, on two 10-inch records by the Grand Orchestre Symphonique, F. Ruhlmann conducting. (Columbia. \$1 ea.) *Tombeau de Couperin* by Ravel, by Piero Coppola and the Paris Conservatory Orchestra. (Victor 12320-1. \$3.) *Gloria In Excelsis* by the famous choir of the Russian Cathedral in Paris. (Victor 26081. 75c.)

## Swing: Three Toppers

Artie Shaw, without question, goes down as *the* band of 1938, having risen to top respect, especially since he went from Brunswick to Bluebird records, and cracked out with his fine versions

of *Begin the Beguine*, *Indian Love Call*, *Yesterdays*, *What Is This Thing Called Love*, *Copenhagen* and *Softly As In A Morning Sunrise*. Artie's clearstream and clever clarinet put him up in a challenging spot to the Goodman or any other aggregation. New records by the Shaw band are mostly of commercial tunes—*Deep In A Dream*, *They Say, Thanks For Everything, Day After Day* and *Between A Kiss And A Sigh*—all well done. (All Bluebird.)

Larry Clinton also gets the palm for his activities during 1938, mainly because of his better-than-average picking of tunes. He rang the bell with *You Go To My Head*, the *Gavotte* from "Mignon," *My Heart Belongs To Daddy*, and of course his sensationally successful adaptation of Debussy's *Reverie*. And now, his newest is a swing treatment of *The Kerry Dancers*, with the *Berceuse* from *Jocelyn* on the other side. (All Victor.)

To Bunny Berigan go more kudos for a strong band, good tunes, and particularly for his new triple-record treatment of Bix Beiderbecke compositions. Bix is revered as the greatest trumpeter of all time, but his pianistic and composing talents have been underplayed. The only Bix piano record is of his own *In A Mist*, and his other piano compositions have never been recorded until this week, when five of them come out by Bunny Berigan and a small picked band. Bunny is smart not to try to out-trumpet Bix in any way, and although the readings are a little slow and unspirited, they are well worth adding to your stacks. *Flashes*, *In The Dark*, *Candlelights*, *In A Mist* and *Davenport Blues* are the titles. (Victor 26121-3.)

—Joe Thompson

# HOLLYWOOD SHOWDOWN

(Continued from Page 12)

that box of live termites!

## Backstage Stuff

At Lux Theater's performance of "Snow White": So many "dwarfs" on the studio stage they had to use several mikes and wear earphones to pick up their cues; Snow White's singing voice being doubled by the lovely Beatrice Hagen . . . Ida Lupino, after her Christmas Day Silver Theater appearance and shaking hands with every Duke grid team player present, wondering how—with a practically paralyzed right hand—she'd be able to eat dinner . . . Business on Burns and Allen's December 30 Chesterfield show required a "drunk" (Jack Smart) to enter studio by mistake, thinking it was Carroll Theater Restaurant across the street, yelling "Happy New Year," then falling down stairs. Soundman Al Span, martyr for realism, fell down a real flight of stairs four times in rehearsal and twice at broadcast and rebroadcast! . . . Parkyakarkus, at Jolson show, boasting how he had lost ten pounds in one week merely by eating raw carrots (and bowling every day) . . . Musicians at Kraft Music Hall moving toward far side of studio as Bob Burns brings his bazooka solo to an end—so that they won't be hit on shins by the "plumber's big mistake" when he throws it to the floor . . .

Cracked-voiced Andy Devine relating the deluge of relatives with which his ranch had been afflicted at Yuletide and how the last two to arrive, his sister and brother-in-law, had to be put up in his de luxe trailer.

## Tag Lines

Our sympathies to Mrs. Jack Haley and Mrs. Norris (Abner) Goff, whose respective brother and brother-in-law passed away as the year ended . . . When you see Universal's "Son of Frankenstein," make a note of the author of the screenplay, Willis Cooper. He it was who originated and for its first few years made famous the NBC horror drama series known as "Lights Out" . . . Meredith Willson picks the "Lambeth Walk" as 1938's most significant popular number "because it marks the return to graceful, simple music"; second, "My Reverie" because it is a "tasteful adaptation of a beautiful classic" . . . CBS network officials making ready to greet Eddie Cantor on his return to Hollywood January 16 and NBC ditto getting out the welcome sign for Fibber McGee and troupe, who move to Glamourtown effective January 31 . . . To Hollywood, too, has come Alex Robb, former NBC Artists Service manager in Chicago, who now succeeds Dema Harshberger in charge of the bureau here. Few know that Alex managed Amos 'n' Andy in their darker dark-face days.

## OWN A ROYAL



"I do more work with my ROYAL"  
"Now—my home-work is always neat and business-like. I turn it out lots faster, too."

## PORTABLE ON



"We're glad we picked a Royal..."  
"A real friend! Handsome, sturdy and convenient—it's a real help to every one of us!"

## YOUR OWN TERMS



"I was a Secretary—I know typewriters..."  
"Our Royal is smooth and steady! Grand to use and it certainly does grand work!"

## FREE HOME TRIAL

for Every Member of the FAMILY!  
Without risking a penny—prove that a Royal will help the family's students write easier, faster—help them with their school-work, make it more interesting! Prove that it will help Dad to set down his ideas and reports legibly, impressively—so they mean something to his Boss . . . help Mother take care of her correspondence.

## READ WHAT ROYAL

GIVES YOU! Standard, full-sized keyboard, Easy, effortless action, Touch Control, Finger Comfort Keys, Genuine Dust Protection, Automatic Paper Lock, Touch-set Tabulator and many other office typewriter features.

Tested, proved, guaranteed!



\*Trade-mark for key tension device.

## Only a Few Cents a Day

SEE what a Royal will do! Then own it on your own terms—cash or only a few cents a day! Mail coupon today for up-to-minute facts!

### FREE!

Royal's Instant Typing Chart, shows you how to type RIGHT. INCLUDED with every Royal Portable at no extra cost—a handsome, all-weather Carrying Case.

ROYAL TYPEWRITER COMPANY, Inc. Dept. D-7. 2 Park Ave., New York, N. Y.

Tell me how I can own—for only a few cents a day—a latest model Royal Portable—with FREE HOME TRIAL. (DO YOU OWN A TYPEWRITER NOW? Then make it help pay! Write Make and Serial No. on coupon margin for full trade-in value.)

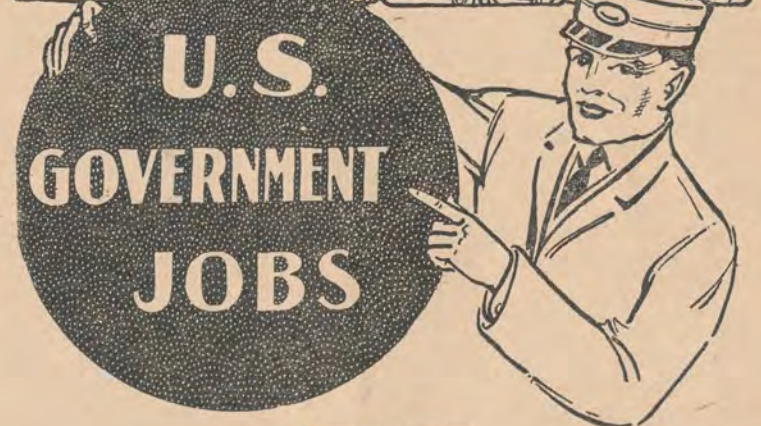
NAME \_\_\_\_\_ STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

## "I RESOLVE

—to get more enjoyment and mental profit in 1939."

If you didn't make that resolution, it isn't too late and it's a good resolution. If you did make it, then you must have resolved also to buy a copy of the first issue of RADIO DIGEST.

Tell Your Newsdealer to Reserve Your Copy of  
**RADIO DIGEST**  
Today!



**START \$1260 to \$2100 Year**

**MEN—WOMEN—**  
Many 1939 Appointments Expected.

Common education usually sufficient.

Get ready at once.

Mail Coupon today—SURE.

**FRANKLIN INSTITUTE**  
Dept. G190, Rochester, N. Y.

Rush to me, entirely free of charge (1) a full description of U. S. Government Jobs; (2) Free copy of illustrated 32-page book, "U. S. Government Positions and How to Get Them"; (3) list of U. S. Government Jobs; (4) Tell me how to qualify for a U. S. Government Job.

Name \_\_\_\_\_

Address \_\_\_\_\_

Use This Coupon Before You Mislaid It. Write or Print Plainly.

(Industry continued from Page 14)

## Saturdays

**Americans at Work, CBS.** Workmen busy at their jobs in tunnels, laboratories, ranches, filling-stations and shops throughout the country come within the range of Columbia's microphone. Time: 7-7:30 p.m. EST; 6-6:30 CST; 5-5:30 MST; 4-4:30 PST.

## SCIENCE

### Astronomy . . .

#### Mondays

**Science on the March, NBC.** Of the heavenly bodies—planets and satellites—the average man knows little. Many have professed interest, and for them Dr. F. R. Moulton presents this series. Time: 7:45-8 p.m. EST; 6:45-7 CST; 5:45-6 MST; 4:45-5 PST.

#### Fridays

**Men Behind the Stars, CBS.** Intimate glimpses into the lives of the men whose vision and courage have written the fascinating pages of astronomy presented chronologically and dramatically. Time: 5:30-5:45 p.m. EST; 4:30-4:45 CST; 3:30-3:45 MST; 2:30-2:45 PST.

#### Saturdays

**This Wonderful World, MBS.** Men who study the stars know well many of the wonders of this world, and in this series describe some of the most interesting aspects. Time: 12-12:15 p.m. EST; 11-11:15 a.m. CST; 10-10:15 MST; 9-9-15 PST.

### General . . .

#### Sundays

**The World Is Yours, NBC.** See "Arts and Sciences" under *History* (Page 14).

#### Mondays

**Science in the News, NBC.** For the many who are interested in the latest developments of science but cannot understand the technical language usually used to describe the advances and complex applications of scientific work. Time: 6-6:15 p.m. EST; 5-5:15 CST; 4-4:15 MST; 3-3:15 PST.

#### Tuesdays

**Science Everywhere, NBC.** See "Classroom Aids" under *Personal-Social Problems*.

#### Thursdays

**American School of the Air, CBS.** See "Classroom Aids" under *Personal-Social Problems*.

**Adventures in Science, CBS.** What is heavy water? Soilless vegetation? Hidden hunger? Interesting as these topics may sound, to the average man they imply little. In the world of science they are important, however, and in the 1938 "Adventures in Science" series these topics, among others, were explained and discussed by experts, their significance to the man on the street pointed out. In the current series, just starting, subjects at least as interesting as these will be treated by many of the top-ranking scientists of the country. Time: 7:15-7:30 p.m. EST; 6:15-6:30 CST; 5:15-5:30 MST; 4:15-4:30 PST.

#### Saturdays

**Men Against Death, CBS.** See "Arts and Sciences" under *History* (Page 14).

## PERSONAL-SOCIAL PROBLEMS

### Commentary . . .

#### Mondays

**Let's Talk It Over, NBC.** Ladies are treated to their own quarter-hour. Comments on cultural subjects are presented by distinguished educators, writers, musicians and nationally prominent people. Time: 1:15-1:30 p.m. EST; 12:15-12:30 CST; 11:15-11:30 a.m. MST; 10:15-10:30 PST. (Also Wednesdays, Fridays.)

#### Thursdays

**Metropolitan Opera Guild, NBC.** A musical preview of the following Saturday's "Met" presentation is offered in the form of intimate glimpses of themes, important melodies and excerpts, with interesting commentary by famous opera stars. Time 6-6:15 p.m. EST; 5-5:15 CST; 4-4:15 MST; 3-3:15 PST.

### Parent Aids . . .

#### Wednesdays

**Your Health, NBC.** See "Health."  
**Our American Schools, NBC.** A series directed at parents of school-age children that attempts to acquaint them with the changes that have taken place in the classroom since the era of the little red schoolhouse. Time: 6-6:15 p.m. EST; 5-5:15 CST; 4-4:15 MST; 3-3:15 PST.

**Wings for the Martins, NBC.** Through the every-day activities and experiences of an average family, the major problems facing parents and teachers today are brought into the open and solved. Time: 9:30-10 p.m. EST; 8:30-9 CST; 7:30-8 MST; 6:30-7 PST.

#### Saturdays

**The Child Grows Up, NBC.** A woman who has been active in social work for more than twenty-five years gives practical hints and expert advice on the problems of child-rearing. Time: 10:30-10:45 a.m. EST; 9:30-9:45 CST; 8:30-8:45 MST; 7:30-7:45 PST.

**Florence Hale Forum, NBC.** This is another series aimed principally at the parents of children of school age. The talks by Florence Hale, trustee of the NEA and editor of the *Grade Teacher*, explains the methods of classroom procedure in order that education may continue at home as well as in school. Time: 10:30-10:45 a.m. EST; 9:30-9:45 CST. (Not available to the West.)

**American Educational Forum, NBC.** Leading educators present round-table discussions on the problems confronting American teachers today. Ideal for teachers and parents of school children. Time: 12-12:25 p.m. EST; 11-11:25 a.m. CST; 10-10:25 MST; 9-9:25 PST.

### Health . . .

#### Tuesdays

**Highways to Health, CBS.** Medical talks and advice for laymen. Time: 4-4:15 p.m. EST; 3-3:15 CST; 2-2:15 MST; 1-1:15 PST.

#### Wednesdays

**Your Health, NBC.** Interesting and informative lessons in personal health. Dramatization and brief commentary accentuate rules of health, their value and application to every-day life. Time: 2-2:30 p.m. EST; 1-1:30 CST; 12 noon-12:30 MST; 11-11:30 a.m. PST.

### Classroom Aids . . .

#### Mondays

**Nation's School of the Air, MBS.** First period: Current events for junior and senior high schools. Second period: Nature study for elementary grades. Time: 10-10:30 a.m. EST; 9-9:30 CST. For the West at 12-12:30 p.m. MST; 11-11:30 a.m. PST.

**Adventures in Reading, NBC.** To heighten interest of listening school groups in the works of outstanding authors, episodes in their lives which best illustrate the influences that led them to their careers are dramatized. Though primarily designed to supplement classroom work, the series is a "must" for all book-lovers. Time: 2-2:30 p.m. EST; 1-1:30 CST; 12 noon-12:30 MST; 11-11:30 a.m. PST.

**American School of the Air, CBS.** Monday programs explore, by commentary and vivid dramatization, the fundamental principles guiding our democracy and the ways in which they affect our every-day life. Time: 2:30-3 p.m. EST; 1:30-2 CST; 12:30-1 MST; 11:30 a.m.-12 noon PST.

#### Tuesdays

**Nation's School of the Air, MBS.** First period: Vocational guidance for junior and senior high schools. Second period: Stories of the coming of white culture to the Northwest (for grades six, seven, eight, and nine). Time: 10-10:30 a.m. EST; 9-9:30 CST. For the West at 12-12:30 p.m. MST; 11-11:30 a.m. PST.

**Music Makers, NBC.** Radio music lessons by Dr. Maddy. Ideal for anyone with a musical instrument and the desire to play it. Time: 12:50-1:15 p.m. EST; 11:50 a.m.-12:15 p.m. CST; 10:50-11:15 a.m. MST; 9:50-10:15 PST.

**Science Everywhere, NBC.** An attempt to teach simple scientific facts to children by training their sense of observation in animal and plant life around them. Time: 2-2:30 p.m. EST; 1-1:30 CST; 12 noon-12:30 MST; 11-11:30 a.m. PST.

**American School of the Air, CBS.** Subtitled "Music of America," Tuesday programs are devoted to the idea that each country that has made significant contributions to music has done so by using its native folk-music and treating this in a way that is characteristic of the land in which it arose. Time: 2:30-3 p.m. EST; 1:30-2 CST; 12:30-1 MST; 11:30 a.m.-12 noon PST.

#### Wednesdays

**Nation's School of the Air, MBS.** First period: Dramatized fairy-stories for primary grades. Second period: "A Slice of Life As I Have Found It" is the subject discussed each week by distinguished American authors. Time: 10-10:30 a.m. EST; 9-9:30 CST. For the West at 12-12:30 p.m. MST; 11-11:30 a.m. PST.

**Your Health, NBC.** See "Health."

**American School of the Air, CBS.** Wednesday programs attempt to show the world as it actually is by broadcasts directed from the scenes of significant events, by dramatizing happenings where direct contact is not possible and by question-and-answer sessions, discussions and debates. Time: 2:30-3 p.m. EST; 1:30-2 CST; 12:30-1 MST; 11:30 a.m.-12 noon PST.

#### Thursdays

**Nation's School of the Air, MBS.** First period: Alternate weeks, radio visits to basic industries and dramatizations dealing with vocational agriculture. Second period: Broadcasts from the Capital to show how government departments operate. Time: 10-10:30 a.m. EST; 9-9:30 CST. For the West at 12-12:30 p.m. MST; 11-11:30 a.m. PST.

**Ideas That Came True, NBC.** The story of how present-day methods of communication and travel have developed is presented in the popular style of the historical short story. Time: 2-2:30 p.m. EST; 1-1:30 CST; 12 noon-12:30 MST; 11-11:30 a.m. PST.

**American School of the Air, CBS.** Taking a microphone direct to the exhibits in the American Museum of Natural History, Dr. Roy Chapman Andrews gives the story of adventure and scientific work that forms the background of the displays, answers visiting students' questions about them. Time: 2:30-3 p.m. EST; 1:30-2 CST; 12:30-1 MST; 11:30 a.m.-12 noon PST.

#### Fridays

**Nation's School of the Air, MBS.** To awaken an interest in music among elementary school children and foster enjoyment among students in the higher grades. Time: 10-10:30 a.m. EST; 9-9:30 CST. For the West at 12-12:30 p.m. MST; 11-11:30 a.m. PST.

**Music Appreciation Hour, NBC.** In this music workshop, types of composition are analyzed, functions and effects of instruments illustrated, works of outstanding composers reviewed and compared—an easily understandable approach to the study of music. Time: 2-3 p.m. EST; 1-2 CST; 12 noon-1 p.m. MST; 11 a.m.-12 noon PST.

**American School of the Air, CBS.** Outstanding works of American authors are analyzed to reveal how literature can be used to increase understanding of the world, to gain insight into the needs and experiences of others and for self-betterment. Time: 2:30-3 p.m. EST; 1:30-2 CST; 12:30-1 MST; 11:30 a.m.-12 noon PST.

## BOOKS

#### Mondays

**Adventures in Reading, NBC.** See "Classroom Aids" under *Personal-Social Problems*.

**Between the Bookends, NBC.** For the listener who can afford to devote fifteen minutes in the afternoon pleasantly and profitably on the wide scope of subjects found between any set of bookends. For the poetry-lover, one listener contribution is read each day. Time: 3:45-4 p.m. EST; 2:45-3 CST; 1:45-2 MST; 12:45-1 PST. (Daily except Saturday and Sunday.)

#### Wednesdays

**Of Men and Books, CBS.** Professor Frederick reviews contemporary books and comments about their authors with the keen understanding of a man who not only reads books but writes them as well. Time: 4-4:15 p.m. EST; 3-3:15 CST. (Not available to the West.)

#### Fridays

**American School of the Air, CBS.** See "Classroom Aids" under *Personal-Social Problems*.



# AIRIALTO LOWDOWN

(Continued from Page 11)

heads, axes, and knives. A third table displays colored cotton, while a fourth table holds miniature paintings and pinheads under glass. The hobbyists sit around reading their scripts, and when they tire doing this they start conversations. They tell each other all about their hobbies, how they started, and what they've done. Then they talk about their friends and children and the fine things about their native towns. These hobbyists are kindly folk of the next-door-neighbor type. Elman calls each one up to the mike and whispers encouraging things. I've never seen a more painstaking and patient man. He positively transmits confidence to each of these untrained performers. One woman eyes the mike apprehensively. So Elman sits down with her in a corner of the studio, puts the script aside, and talks to her about her hobby. Just a simple chat. The woman seems to forget her fright, so the scripts are brought out again, then another try in front of the mike. She's perfect. Elman calls the farmer who has dug up a collection of Indian relics from his own land. The routine is duplicated. No fuss, bother or fretting. Dave Elman is a past master at this sort of thing. Just as the final rehearsal gets under way, page-boys come in with five antique bicycles. Their appearance disrupts the rehearsal and Elman calls it off until everybody has inspected them. The owner, Walter Nilsson, who's in "Hellzapoppin," rides one around the studio while the drummer beats out a long roll. Then they settle down to lobby for their hobbies.

One minute before Art Millet was due to make an announcement between the "Big Sister" and "Aunt Jenny" programs, Art was nowhere to be found in the CBS studio, where the "Big Sister" program was being broadcast. Director Bourne Ruthrauff rushed a copy of Art's speech from the control-booth out to Fred Uttal, who was sitting at a microphone, with instructions that Fred should pinch-hit. Ruthrauff faded the organist playing the closing theme, then gave the go-ahead signal for Fred. Seems that just as Freddie was about to start, he heard the studio door open and looking up saw Art arrive. Uttal thrust the script into Millet's hand—and without showing the least sign of breathlessness, the scheduled announcer did his job. When it was all over, he nearly collapsed. Art had been delayed by a taxi accident in getting to the studio and finally made his appearance just in time to take the words right out of Freddie's hands.

Miss Kay Thompson visited the CBS photographer one day last week and had some pictures taken. In her haste to get away in order to keep another appointment, she left a lovely evening gown behind in the dressing-room. After Kay left, another radio miss walked in for a picture-sitting and saw the dress. Thinking it belonged to CBS and was used as a regular costume, she put it on and it fit perfectly. The pictures were taken in the gown, and not until the prints were developed did someone discover the error. Miss Thompson was called and asked if she minded if CBS released the pictures. Apparently she did mind, and what's more told the party at the other end not only to send over the dress but also \$2.25 to cover the cost of cleaning.

I hope RADIO GUIDE will crusade

# LETTERS TO THE EDITOR

## SWING: PRO AND CON

Editor, RADIO GUIDE:  
*Swing music is on the wane! And I know whereof I speak. Only recently I traveled 18,000 miles appearing in most key cities of the nation and I noticed that the appeal was more for sweet music. True, there are still enough alligators, jitterbugs and hep-cats to fill a stadium or an arena, but compared to the number of last year, there is a definite shortage of swingophils looming. From a recent survey I made at the Biltmore Bowl out here in Los Angeles, where they have been kind enough to renew my option for the third successive time, they definitely display a preference for sweet music. However, guys like Benny Goodman, Tommy Dorsey, Gene Krupa, Artie Shaw, et al., don't do badly, so there must be something to this swing music. But nobody was caught selling Guy Lombardo or Wayne King short. And remember, bands like Paul Whiteman, Abe Lyman, Ted Lewis, who have had great outfits for more than twenty years, still play sweet music and outdraw most of the bands. So there you have it. However, call it what you will—swing, sweet, jazz, or "Rippling Rhythm"—it's the melody that counts. Shep Fields, Los Angeles.*

Editor, RADIO GUIDE:  
*More than three years ago I started classical arrangements of jazz on my regular weekly programs over WOR-Mutual. Today requests still come in my fan mail crying for more jazz played in the manner of great composers.*

*What, I want to ask, is the opinion of your readers on this new and different angle on the controversy 'twixt swing and sweet? If they don't like swinging the old folk-songs, do they also disapprove of playing swing the way, for example, Beethoven would play it? And does that mean that alligators can't take swing played with classical dressing? Would lovers of good music frown to see Bach counterpoint laid on top of "Jazz Me Blues"?*

*What about all this? My mail makes me sure that radio listeners want more swing. They want it pure and simple and they want it dressed up with all the fine clothes that classics have fashioned.*

*What about it? Let's put some meat into this question.*

*Morton Gould, New York.*

*Let's!—Ed.*

## BOUQUET

Editor, RADIO GUIDE:  
*I'm not the type that goes throwing orchids around, but if I had one I'd send it to RADIO GUIDE for its swell and informative Playbill series. Actors on these programs are shrouded in anonymity. Why do they keep these Thespians in the back-ground while radio comics, singers and news commentators bathe in beautiful publicity?*  
*I've decided to do something about it. On our "Famous Jury Trials" on Mutual we are announcing from Coast to Coast the actors who play such an important part in the success of our series. Actors who appear regularly are Alice Frost, Ed Jerome, Bill Johnstone, Orson Welles, Betty Garde, Adelaide Klein, Sidney Slon, Kenneth Delmar, Jack Roseleigh, Eunice Howard and others.*

*I hope RADIO GUIDE will crusade*

against anonymity for radio's most distinguished actors.

Ralph Corbett, New York.

Mr. Corbett is only one of many who appreciate the series of "Play-bills" making the listeners better acquainted with the men and women behind the lines in the immensely popular serial dramas. We are happy to perform this service.—Ed.

Editor, RADIO GUIDE:  
*One of the problems in radio today is finding new material. Everywhere I go, performers, writers and producers worry about finding new situations to create, particularly in the comedy field. I feel that with Abbott and Costello, for whom I write, I have the problem solved. Instead of worrying about new ideas, I use the old ones, given modern treatment.*

*And just what is wrong with that? After all, it is admitted that there are only seven original jokes, upon which all present-day humor is founded. With Abbott and Costello we revise the seven originals into situations which fit their style.*

*Much has been said about the demise of the old-fashioned straight comedy, wherein one man feeds and the other follows. How do they account for the current success of Abbott and Costello on the Kate Smith program and before blase Casa Manana audiences if the old style is dead?*

John Grant, New York.

## ANNOYED

Editor, RADIO GUIDE:  
*Right now I am plenty burned up! Due to the topography here, there is only one NBC station that can be heard with any degree of satisfaction in the daytime. For the past several days this station, KSEI, carried special announcements of their broadcast of the Sugar Bowl and Rose Bowl football games.*

*Being one of the forty million rabid fans of this grand sport, I was elated. You can imagine my intense disgust when, with T. C. U. having a first and ten on the 2½-yard line, the local announcer steps up and says, "Due to previous commitments, we must leave this football broadcast." Then for thirty minutes I "fished" and fumed, wondering what was going on at New Orleans. At one-thirty I learned that Carnegie was ahead 7-6, though what happened, heaven knows. Again at 2:30 p.m., just as I was getting interested in the game again, and T. C. U. was starting another drive, the announcer says "previous commitments" again and I am still wondering what happened.*

*If the sponsor of these silly serials isn't courteous enough to relinquish radio time for such important sports events as World Series games and Sugar Bowl football games, may I hereby express my fervent hope that the vast number of sports fans join me in teaching the lesson at the grocery counter.*

E. H. Duncan, Pocatello, Idaho.

Editor, RADIO GUIDE:  
*I wonder if the companies with their serial programs over NBC that found it necessary to interrupt the Sugar Bowl football game broadcast believe they were gaining any favorable publicity or friends.*  
*It was very annoying to many football fans.*

Wallace Gotham, Ray, N. D.

# MIDWEST FACTORY SALE!



**SAVE %50% NEW!**  
PUT THIS NEW 14-TUBE WORLD WIDE CHASSIS IN YOUR CABINET  
Only **\$19.95** COMPLETE WITH TUBES AND SPEAKER  
Prices start as low as \$10.95. As Much As

**\$40 TRADE-IN ALLOWANCE**  
on the beautiful 17-tube, 5-band Model "D" shown on left. Money-back guarantee. Write for new FREE 1939 catalog. Dept. 94-KK, MIDWEST RADIO CORPORATION, Cincinnati, O.  
**EASY TERMS**  
Send me your new F.R.E.E. catalog, complete details of your liberal 30-day trial offer, factory-to-you wholesale prices and big TRADE-IN offer.  
**PASTE COUPON ON 1¢ POSTCARD...OR WRITE TODAY!**  
MIDWEST RADIO CORPORATION, Cincinnati, Ohio Name \_\_\_\_\_ Dept. 94-KK. Address \_\_\_\_\_ Town \_\_\_\_\_ State \_\_\_\_\_ User-Agents Make Easy Extra Money. Check here [ ] for details.

# YOU CAN WIN!

Get your share of CONTEST MILLIONS! My Students have already won ONE THIRD OF A MILLION DOLLARS in PRIZES for letters, statements, slogans, names, limericks, picture titles, ads, etc. FREE HELP! Write for a gift copy of my newest "CONTEST BULLETIN"—chock-full of Contest News, Winning Tips and Winning Entries. It will help you win!

Use the COUPON below or a penny postal. Write NOW! The supply is limited.

**WILMER S. SHEPHERD, JR.**  
1015 Chestnut St., Philadelphia, Pa.  
Please send me my FREE copy of your "CONTEST BULLETIN".  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_

## GET RADIO GUIDE FOR THE MOST COMPLETE PROGRAMS PUBLISHED

**Old Line Legal Reserve LIFE INSURANCE**  
ONLY **77c** PER MONTH PER \$1000 OF INSURANCE (AT AGE 21)\*  
HERE ARE LOW RATES AT YOUR AGE  
(Rates shown are one-half permanent rates beginning fifth year.)

Age	Monthly Premium less the 9 1/2% Dividend (at age nearest birthday), per \$1,000	Age	Guaranteed Dividend (at age nearest birthday), per \$1,000
21 \$ .77	30 \$ .97	39 \$ 1.29	48 \$ 1.87
22 .79	31 1.00	40 1.35	49 1.95
23 .81	32 1.03	41 1.39	50 2.04
24 .83	33 1.06	42 1.45	51 2.15
25 .85	34 1.09	43 1.51	52 2.27
26 .87	35 1.13	44 1.57	53 2.39
27 .90	36 1.16	45 1.64	54 2.53
28 .92	37 1.21	46 1.70	55 2.66
29 .95	38 1.25	47 1.79	

A further saving is made by paying premium annually or semi-annually. \*Owing to low rates at which this policy is offered, the minimum amounts issued are: ages 21 to 45, \$1,000; 46 to 55, \$1,000.  
**POSTAL'S FAMOUS "MODIFIED 4" POLICY**  
Cash and loan values; guarantee 9 1/2% dividends; automatic premium payment clause and all standard provisions.  
**OVER \$48,000,000.00 PAID OUT**  
by POSTAL LIFE OF NEW YORK to its policy holders and beneficiaries during thirty-three successful years.

**Send coupon for full details.**  
Postal Life Insurance Company, 611 Fifth Ave., Dept. M-492, New York, N. Y.  
Send me without obligation complete information about your low-cost Modified "4" policy at my age.  
Date of Birth \_\_\_\_\_  
Occupation \_\_\_\_\_  
Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# NEW - JUST OUT



## THE AIR IS FULL OF SO MANY GOOD THINGS

RADIO DIGEST gives you the best broadcasts of the month in brief. It plucks the exciting, thrilling highspots from the air and puts them in black and white. It prints in condensed form what you want to read and keep—things you may have missed. It gives you, in permanent, readable form, the most important, exciting, entertaining features that have been broadcast. Its articles are studded with famous names and brilliant snatches from the country's outstanding radio programs.

An important broadcast will suddenly be announced to the people of America, and you may be listening to your favorite comedian . . . An exciting drama will be enacted . . . and you may be dancing to the music of a swing king. Two interesting programs will be broadcast at the same hour and you can listen to only one.

NOW you needn't miss these great talks, great entertainments, and great plays . . . Each month they will be printed in condensed form for you to read and preserve. You can purchase RADIO DIGEST at your newsstand. The first issue is now on sale.

### PARTIAL LIST OF CONTENTS OF THE FIRST ISSUE:

"Why Not Have a Baby"	"That a Mother Might Live"
"I Introduced Wally and David"	"Don't Touch a Blind Man's Dog"
"Sixty Millions Will Die"	"Pretzel-Bending Is a Pleasure"
"Forgotten Emperor," by Dorothy Thompson	"He Said, Have the Fleet Ready"
"Why Sex Delinquency?"	"Five Minutes of Terror"
"As an Englishman, I Tell You," by Anthony Eden	"Fame in Reverse"
"God's Plan," by Dr. F. N. D. Buchman	"The Dutch Had a Word for It"
"FDR's First Fireside Chat"	"At Your Service"
"Help Wanted—Female"	"Honorable Men All"
	"Harvest of Violence"

### Special Charter Subscription Offer

To make it convenient for you to have RADIO DIGEST come to you regularly each month, we are making a special introductory subscription offer.

While the regular newsstand price of RADIO DIGEST is 25c per copy, we feel our charter subscribers are entitled to special consideration.

Therefore, although the regular subscription price of RADIO DIGEST will be listed at two dollars a year, we are offering, for a limited time, charter subscriptions at \$1.50 a year, or \$1.00 for six months.

Should you want to have some of your friends receive RADIO DIGEST on the basis of charter subscriptions, this offer can be extended to include them. Simply list their names and addresses and include the amount necessary with your remittance.

Please use the subscription blank coupon below for this purpose.

#### CHARTER SUBSCRIPTION COUPON

Charter subscription: One year, \$1.50—Six months, \$1.00

No charge for Canadian postage. Foreign postage  
—50c for 1 year; 25c for 6 months

RADIO DIGEST, 731 Plymouth Court, Chicago, Ill., Dept. J-21

For the enclosed \$.....please send RADIO DIGEST to:

Name.....

Address.....

**AGENTS UP TO \$50 IN A WEEK**

Big cash profits for you; full or spare time. Over 250 household necessities—things people must buy. Proven fast sellers; steady repeat earnings very first day. FORD TUDOR SEDAN GIVEN YOU AS BONUS. I'll show you how to start at once; send me everything—Big Display Outfit and quick cash plans. Details FREE—no obligation. Just send name on postcard. E. J. MILLS, 9247 Monmouth Ave., Cincinnati, Ohio



**BABY CALCULATOR**  
CHICAGO IS A PATENT APPLIED FOR

**Vest Pocket ADDING MACHINE**

Ideal for Income Tax. Does work of more costly machine. Counts up to million. Made of steel—weighs 8 oz. Simple, accurate. **FREE TRIAL! SEND NO MONEY!** Order from ad—not sold in stores. Just send name and address. On delivery, pay postman \$2.50 (plus postage). If not satisfied after 10 DAYS' Trial you get your money back. Thousands of Satisfied Users. Write for Agents' Proposition. Calculator Machine Co., Mfrs., P. O. Box 1118, Dept. 2701, Chicago, Illinois

**\$2.50 Total Cost**

**We Buy Your Birds**

**RAISE CANARIES**

Men and Women Get into this new profitable business. Small investment, huge profits. Send for free booklet. ILL. BIRD CO. Dept. 119, Olney, Ill.



**For Your Radio**  
World's Master of Airways

**MIRACLE RADIO CONTROL**

Marvelous—Unbelievable

For long and short wave amateur, police & ship calls; etc.—no fade out, foreign stations, clear and loud, in use two years from coast to coast; nothing like it on the market; easy to attach to radio. List price \$4.75. Five day trial; absolute satisfaction guaranteed or your money back. We will ship C.O.D. plus postage cash with order. **\$2.85** shipped prepaid. Special factory adv. price. **MIRACLE MFG. CO.,** Conshohocken, Pa.

**START A BUSINESS AT HOME... LIKE JOHN LEHMAN—WHO SAYS**

This popular Fyr-Fyter has provided me with a STEADY INCOME during the past Eight Years!

We need more men like John Lehman. Are you looking for a steady and permanent connection with a nationally known company which will offer you an opportunity for independence? No capital required for store, stock or fixtures. We deliver, collect and mail profit checks each Friday and help you with Direct Mail Advertising. Write today about your past experience and we will mail you a money making plan which has brought success to hundreds of others. Address **FYR-FYTER FACTORY,** Dept. 15-37, Dayton, Ohio

**AT LAST!**

All Your Snapshots in Natural Colors!  
Amazingly beautiful!  
Roll Developed, 8 Natural Color Prints for only **25c**

REPRINTS 3c EACH  
NATURAL COLOR PHOTO, Janesville, Wis.

**GENUINE WALNUT CABINET**

**NEW! Sensational! MIDGET POCKET RADIO**

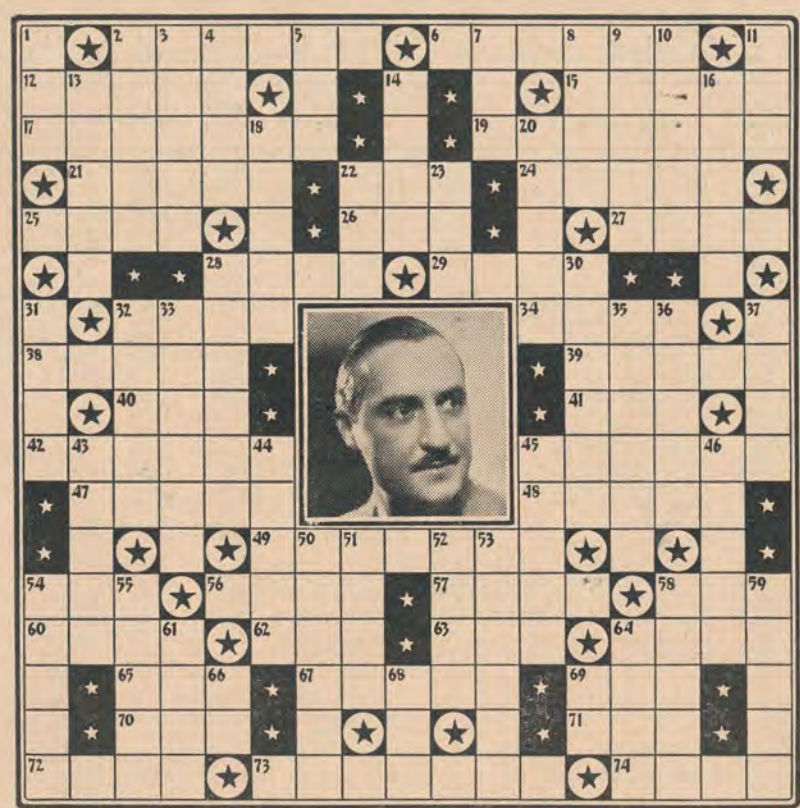
Comes complete—ready to use. No batteries, tubes or electrical connections needed. Beautiful tone, clear reception. Guaranteed. Works immediately. Use anywhere in bed, office, hotel, etc. Not a Toy. A practical set that will bring you music, sports, announcements, etc. Genuine Walnut Cabinet. Send No Money! Pay postman \$2.95 plus few cents postage. On cash orders we pay postage. American Leader, 4500 S. Wabash St., Dept. 2929, Chicago (Attractive proposition for agents.)

**Can Hair Grow On A Bald Head**

Three Day Test Sent Free To All Who Write

Thousands believe their hair gone forever and beyond help. Yet their case may not be hopeless. In many instances hair roots have been proved not dead but dormant and hair is made to grow again thick and luxuriant. Results that seem utterly amazing have been produced in thousands of cases by Frederick Godfrey, young English research worker. Sworn statement, actual photos clearly prove the success of his process. Mr. Godfrey makes no promises in any individual case but will send Free and without obligation a Test Package and full particulars of his easily used home process to all who write. You may, if you wish, enclose 10 cents for postage and packing. Address **FREDERICK GODFREY CO.,** Dept. 177, Adams, N. Y.

**RADIO GUIDE'S X-WORD PUZZLE**



- HORIZONTAL**
6. Star in the portrait
  12. A flower
  15. To make reparation
  17. Guarantees
  19. Grand — Station
  21. Victor —, orchestra-leader
  22. Pertinent
  24. — Taylor, m.c.
  25. Nickname of announcer Ruffner
  26. Small
  27. Price stated
  28. Edwin C. —, commentator
  29. To fall in drops
  32. — Sagerquist, orchestra-leader
  34. — Fitzgerald, songstress
  38. A demand
  39. Large marine duck
  40. Idle chatter
  41. Amos — Andy
  42. Marion —, soprano
  45. Behind a ship
  47. A measure (comb. form)
  48. Shabby
  49. Referees
  54. — Wiley, songstress
  56. Part of the leg
  57. The spoken word
  58. An Indian
  60. Antiques
  62. Motor fuel
  63. Utter
  64. Former
  65. Pronoun
- VERTICAL**
1. Cleft
  2. Harold —, orchestra-leader
  3. — Bergman, radio actor
  4. Impel
  5. Thing, in law
  7. Segment of a circle
  8. Mentally sound
  9. Mammal of the weasel family
  10. Carpenter's rule
  11. Honey (Latin)
  13. Killed with a weapon
  14. Bob —, comedian
  16. Dirty
  18. — Madriguera, band-leader
  20. — De Lange, bandleader
  22. Cobbler's tool
  23. — Lewis, bandleader
  28. Richard —, bandleader
  30. Information —
  31. A Scotsman
  32. Bird of prey
  33. A mart or exchange
  35. Horizontal top piece of a door
  36. Increased
  37. A broad smile
  43. Yellowish fossil resin
  44. Sterling —, bandleader
  45. To subject to analysis
  46. East Indian farmers
  50. More sordid
  51. Mexican dollar
  52. A flower
  53. Used for rubbing out pencil marks
  54. — Funk, bandleader
  55. — Owen, radio actress
  58. Pertaining to a town
  59. Characteristic spirit of a people
  61. Descend to the bottom
  64. Give rest or relief
  66. A state (abbr.)
  68. Peak
  69. Symbol for calcium

**Solution to Puzzle Given Last Week**




**BIRTHDAYS**

- JANUARY 16**
- John B. Kennedy, MBS, 1440 Broadway, New York, N. Y.
- Babs Ryan.
- Alexander Woolcott, CBS, 485 Madison Avenue, New York, N. Y.
- Norman Barry, NBC, Merchandise Mart, Chicago, Ill.
- JANUARY 17**
- Minetta Ellen (Fanny Barbour), NBC, Sunset and Vine, Hollywood, Calif.
- Warren Hull, NBC, Sunset and Vine, Hollywood, Calif.
- Marjorie Anderson, NBC, RCA Building, New York, N. Y.
- JANUARY 18**
- Ruth Lyon, NBC, Merchandise Mart, Chicago, Ill.
- Bradley Barker.
- JANUARY 19**
- Lanny Ross, NBC, RCA Building,
- JANUARY 20**
- Norman Cordon, NBC, RCA Building, New York, N. Y.
- Alan Rice, WLS, 1230 W. Washington Blvd., Chicago, Ill.
- JANUARY 21**
- Muriel Pollock, NBC, RCA Building, New York, N. Y.
- Ray Hedge, CBS, 485 Madison Avenue, New York, N. Y.
- Carveth Wells.
- Smith Ballew.

**RADIO GUIDE'S PROGRAM LOCATOR APPEARS IN THE ISSUE DATED THE SECOND SATURDAY OF EACH MONTH**

**WAVE Your Hair AT HOME With "JACKEY" Wave Setter**

New amazing device gives you professional wave in a few minutes—also resets your permanent. "Jackey" does for you, mechanically, what the beauty operator does with her fingers and a comb, when she gives you a finger wave. It took her six months to learn it, you can do it instantly by placing the "Jackey" on your hair and merely pushing your thumb and forefinger together. It automatically draws any type of wave, void of amateurish look, best suited to your personality; saves \$13.50 to \$26.00 a year on beauty bill. Uses no heat; no electricity; no dangerous chemicals. Made of sturdy comb-like material; lasts many years. Light as a feather, a child can handle it. Costs only \$1.00. Just send \$1.00 for "Jackey" postpaid. Or send your name and address and we'll ship C.O.D. Pay the postman \$1.00 plus charges. Guaranteed as advertised in GOOD HOUSEKEEPING. If not delighted we insist you return it within 10 days for your dollar back. ORDER TODAY. **JACKEY PRODUCTS, Inc.,** Box 61-AX, Louisville, Ky.



**Your HOSE FREE OF EXTRA COST**

**MAKE UP TO \$32.00 A WEEK**

CASH profits distributing unusual kind of hosiery. Replacement guaranteed as long as 8 months! Full or spare time. Everybody buys hosiery. Grace Wilbur earned \$39.10 in only nine hours! O'Nita Wilson sold \$196.52 worth the FIRST WEEK! Mr. Mills sold over \$400.00 worth in just one week! Liberal cash commissions and cash bonus besides; also a new Ford Car given as extra bonus. Rush Postal for this big offer for advancement; also free outfit details. Send hose size sure. **WILKNIT HOSIERY COMPANY** Midway A-4, Greenfield, Ohio



**FOR THE MOST COMPLETE PROGRAMS PUBLISHED GET RADIO GUIDE**

**Amazing, New, Popular PICTURE RING**

ANY PHOTO OR PICTURE reproduced, permanently on exquisite gem-like ring. Marvellous new secret process! Priceless keepsake! Guaranteed! Sample ring from anyone you send only .48c! SEND NO MONEY—Everyone wants PICTURE RING. Show ring—take orders—make money! Just send photo with strip of paper trimmed so ends meet around finger for size. Pay postman only 48c, plus few cents postage. Photo returned with ring. Money back if not delighted. Order from **PICTURE RING CO.,** Dept. YV34, Cincinnati, Ohio.



**WILL YOU WEAR THIS SUIT and Make up to \$12 in a Day!**

Let me send you a fine all-wool union tailored suit FREE OF ONE PENNY COST. Just follow my easy plan and show the suit to your friends. Make up to \$12 in a day easily. No experience—no house-to-house canvassing necessary. **Send for Samples—FREE OF COST** Write today for FREE details. ACTUAL SAMPLES and "sure-fire" money-getting plans. Send no money. H. J. Collin, PROGRESS TAILORING CO., Dept. N115 900 South Throop Street, Chicago, Illinois.



**Food Products FREE**

TEST THEM IN YOUR HOME!

\$6.00 worth of full size famous Blair Food and Household Products FREE to ambitious man or woman in your town. Just say you want to be money-making Blair Dealer. Show samples—take orders for 300 high quality, guaranteed home necessities. Earn Big Profits on every order. No experience—no money needed. Write today for Big Box of Full-Size Products to be sent to you FREE. **BLAIR LABORATORIES, DEPT. 94-EA, LYNCHBURG, VA.**

**HAWAIIAN GUITAR LESSONS**

Study my easy modern method by mail. Studying at home is less expensive and you get quicker results. If you can play the Hawaiian guitar write for my list of special guitar music.

**Free for Asthma During Winter**

If you suffer with those terrible attacks of Asthma when it is cold and damp; if raw, wintry winds make you choke as if each gasp for breath was the very last; if restful sleep is impossible because of the struggle to breathe; if you feel the disease is slowly wearing your life away, don't fail to send at once to the Frontier Asthma Co. for a free trial of a remarkable method. No matter where you live or whether you have any faith in any remedy under the Sun, send for this free trial. If you have suffered for a lifetime and tried everything you could learn of without relief; even if you are utterly discouraged, do not abandon hope but send today for this free trial. It will cost you nothing. Address **Frontier Asthma Co., 93-D Frontier Bldg. 462 Niagara Street, Buffalo, New York**













Table with 2 columns: Station and Frequency. Includes entries like KANS-1210, KUOA-1260, KARK-890, KVOO-920, etc.

11:00 CST 10:00 MST
CBS-Melody Weavers: KSCJ
NBC-Dan Harding's Wife, sketch: KGBX

11:15 CST 10:15 MST
CBS-Her Honor, Nancy James, sketch: KMBC KFAB KMOX KLZ

11:30 CST 10:30 MST
CBS-Romance of Helen Trent, sketch: KMBC KMOX KLZ KFAB

\*KFBI-News: Luncheon Lyrics
KFEL-In a Sentimental Mood
KFEQ-Old Timers

AFTERNOON

12:00 CST 11:00 MST
CBS-The Goldbergs, sketch: KLZ
MBS-The Happy Gang: KFOR KFKA

12:15 CST 11:15 MST
MBS-Little Jackie Heller's Orch.: KFKA KFEL
CBS-Life Can Be Beautiful, sketch: KMOX KLZ

12:30 CST 11:30 MST
CBS-Road of Life, sketch: KMOX
NBC-Rochester Civic Orchestra: KGHF

12:45 CST 11:45 MST
NBC-Words & Music: KARK
CBS-This Day Is Ours, sketch: KMOX KMBC

KWTO-Music: Man on the Street
WHO-Checkerboard Time
WVNX-Noon Day Talk

1:00 CST 12:00 MST
CBS-Irene Beasley, R.F.D. No. 1: KLRA KSCJ (sw-15.27)

1:15 CST 12:15 MST
CBS-Aunt Jenny's Stories: KLZ
NBC-Arnold Grimm's Daughter, sketch: WDAF KOA WHO WDW KSD (sw-15.21)

1:30 CST 12:30 MST
NBC-Little Variety Show: KOIL KANS KGBX WREN KTHS KGHF

1:45 CST 12:45 MST
MBS-Ed Fitzgerald's Revue: WHB KFKA
NBC-Little Variety Show: KARK KWK

2:00 CST 1:00 MST
NBC-Piano Recital: KVOO KANS
MBS-Songs That Sweethearts Sing: KFKA

KOIL-Rhythm and Romance
KTHS-Grade Schools
KUOA-Carlyle Sisters

2:15 CST 1:15 MST
NBC-Army Band: WREN KGHF KANS KVOD

2:30 CST 1:30 MST
CBS-Scattergood Bains: KLZ KFOR WDW
NBC-The Story of the Song: KSCJ KLRA KFOR (sw-11.83)

2:45 CST 1:45 MST
NBC-The Guiding Light: WDAF KSD WOV KVOO KOA KARK

3:00 CST 2:00 MST
CBS-Pretty Kitty Kelly, sketch: KMBC
NBC-Backstage Wife, sketch: WOV WDAF WHO KOA

3:15 CST 2:15 MST
MBS-Midstream, drama: KFKA WHB
CBS-Myrt & Marge, sketch: KMBC KLZ

CBS-Sing, Inc.: KFOR KSCJ KLRA
KARK-Tonic Tunes
KFAB-Jane Tucker

3:45 CST 2:45 MST
NBC-Girl Alone, sketch: WOV KSD WHO WDAF KVOO KARK KOA

4:00 CST 3:00 MST
CBS-Current Questions Before the Senate: KLZ KFH KFOR KSCJ KLRA KMBC KVOR (sw-11.83)

4:15 CST 3:15 MST
NBC-Fran Allison, contr.: KGHF WREN KTHS KARK KGBX KANS KVOO KWK

4:30 CST 3:30 MST
NBC-Don Winslow: (sw-15.21)
(Continued on Next Page)

TUESDAY January 17

NBC-Cadets Quartet: KOA WDAF KARK
NBC-Landt Trio: WREN KANS KVOO KOIL

4:45 CST 3:45 MST
NBC-Vaughn de Leath, songs: KGHF KWK KOIL
NBC-Tom Mix' Straight Shooters, sketch: (sw-15.21)

5:00 CST 4:00 MST
★KCSJ-News: Dance Time: KFH KSCJ KVOR
NBC-Eddie Rogers' Orch.: KANS

NBC-Don Winslow of the Navy, sketch: WREN KWK
NBC-Benno Rabinoff, violinist: KGBX KVOO KOA KTHS (sw-9.53)

OLD BOOKS WANTED

We pay big cash prices for thousands of different titles. We bought over 7,500 books in past twenty-one months, and have paid as high as \$500.00 for a single book...



















# PHIL BAKER

in a riotous new radio show



**PHIL BAKER**—ace comedian of stage, screen, and radio—heads the cast of "Honolulu Bound," the big, new variety show on the air every Saturday night.



**BOTTLE** is Phil's blundering British butler—the perfect stooge. And wait till you hear the mysterious "Man in the Box" heckle Baker unmercifully!



**EDDIE DeLANGE** and his orchestra—plus the Andrews Sisters, a smooth trio of vocalists—bring you popular rhythms. Don't miss this half-hour of mirth and music!

**EVERY SATURDAY NIGHT**  
**8:00 COLUMBIA CHAIN**

SPONSORED BY  
**THE HAWAIIAN PINEAPPLE CO., LTD.**

## SATURDAY

January 21

(10:15 a.m. Continued)

KWTO-Sons of the Pioneers  
WAAW-Markets  
KFKA-Morning Melody  
KWK-Health Speaker  
KWTO-Sons of the Pioneers  
WHB-Kansas City Kiddies' Revue  
WJAG-Voice of the Street  
WNAX-George B. German  
**10:30 CST 9:30 MST**  
CBS-Cincinnati Conservatory of Music: KMOX  
NBC-Our Barn: WREN KVOD  
NBC-Milstones in Music: KGBX WDAF KSD KTHS KOA (sw-21.5)  
MBS-Army Band: KOIL KFKA KFOR  
KARK-Toyland Amateur Hour  
KFAB-Milan & the Organ  
KFBI-Women's Hour  
KFEQ-Old Timers  
KGHF-Songs That Never Grow Old  
KGNF-Crimson Trail  
KUOA-Piano Moods  
KVOO-Kiddies Revue  
KVOR-Florence Chamberlain  
KWK-Texas Drifter  
KWTO-Adventures of Jungle Jim  
WIBW-Protective Service: Weather  
WJAG-West Point Prgm.  
★WMBH-News  
WNAX-The Jamineers  
WOW-Home Maker's Club  
**10:45 CST 9:45 MST**  
MBS-Army Band: WHB  
KFEQ-Weather Bureau  
KGBX-Markets: Popular Music  
KGHF-Tonic Tunes  
KGNF-Light Lyrics  
KTHS-Joe Capraro's Orch.  
KUOA-To be announced  
KVOR-Good Morning, Neighbor  
★KWK-News: Musical Prgm.  
KWTO-Market Reports  
WAAW-Markets  
WIBW-Henry & Jerome  
WLW-D.A.R. Prgm.  
WNAX-Happy Jack's Old Timers  
**11:00 CST 10:00 MST**  
American Educational Forum: WJZ  
CBS-In the Music Room: KSCJ KFH KMBC KLZ KFAB WNAX  
NBC-Norman Cloutier's Orch.: WDAF KOA KTHS KVOO  
CBS-Kate Smith Speaks: (sw-21.57)  
MBS-To be announced: KWK WHB  
This Wonderful World, referred to in the Educational Program Classifier, has been cancelled for this week.  
Markets: KFEQ KUOA WAAW  
To be announced: KGBX KGHF KARK-Nazarene Church  
KFBI-Selected  
KFKA-Kids Party  
★KFOR-News  
KGNF-Morning Variety  
KLRA-Booster Club  
KMOX-Let's Compare Notes  
★KOIL-Community Editor  
KSD-Tel-A-Tunes: Norman Cloutier's Orch.  
★KVOD-News: Saturday Session  
KWTO-Ozarkanna Corners  
★WHO-News & Views About Religion  
WIBW-Ezra & Fay  
WJAG-Book Review  
WOW-Uncle Tom's Playhouse  
WREN-The Range Riders  
**11:15 CST 10:15 MST**  
CBS-Melody Rambblings: KSCJ KMBC KLZ KMOX WNAX  
MBS-To be announced: KFKA WHB  
NBC-Norman Cloutier's Orch.: WHO  
KFAB-First Call for Dinner  
KFBI-Bohemian Orch. & Markets  
KFEQ-Blackie: Accordionist  
KFKA-Birthday Party  
KGHF-Songs of the Islands  
KGNF-Mutiny on the Bounty  
KLRA-Streets & Avenues  
KOIL-Waltz Time  
KUOA-Kiddies Revue  
★KVOO-News of the Hour  
KVOR-Rural School Prgm  
KWK-Pop McDonald & Others  
KWTO-Saturday Barn Dance  
WDAF-With the Poets  
WIBW-Dinner Hour  
WLW-Smoothies  
WOW-Eddie Butler, organist  
**11:30 CST 10:30 MST**  
CBS-Enoch Light's Orch.: KFH KSCJ KVOR KMOX KLRA (sw-21.57)

NBC-National Grange Program: KGBX KANS WREN KWK KARK KOA KVOO KGHF (sw-15.21)  
KFEL-The Woman's Page  
KFEQ-Man on the Farm  
KFKA-Dance Tunes  
KGNF-Markets  
KLZ-Music in the Denver Schools  
KMBC-Council of Churches  
KOIL-Memory Lane  
KSD-Royal Hawaiians  
KTHS-Merry-Go-Round  
KUOA-World Entertains  
WDAF-Young Thespians  
WHB-Man Behind the Wheel  
WHO-Agricultural Conservation  
WNAX-The Pied Pipers  
★WOW-People in the News  
**11:45 CST 10:45 MST**  
MBS-Walter Flandorf, organist: WHB  
NBC-Along Gypsy Trails: WDAF KVOD WHO WOW  
KFBI-Markets  
KFEL-Echoes of Stage & Screen  
KFKA-Morning Suggestions  
KGNF-Rambles in Rhythm  
KLRA-Bible Lover's Revival  
KOIL-Kid's Court  
KWTO-Man on the Farm  
WJAG-Modern Melodies  
WNAX-Farm & Home  
**AFTERNOON**  
**12:00 CST 11:00 MST**  
NBC-Matinee in Rhythm: WOW KGBX (sw-15.33)  
CBS-All Hands On Deck: KLRA KMOX KVOR KLZ  
MBS-University Life: KFOR KFKA  
★News: Markets: KSD KMBC  
Markets: KFEQ KFH  
★News: KFAB WAAW KGNF  
WIBW KTHS KSCJ  
KFBI-Sunflower Quartet  
KFEL-Chet Harper's Orch.  
KOIL-Community Editor  
KUOA-Militant Music  
★WDAF-Weather: News: Markets  
WJAG-Markets: Cradle-Roll & Hospital Report  
**12:15 CST 11:15 MST**  
NBC-To be announced: WDAF  
CBS-All Hands on Deck: KFH  
★News: KUOA WJAG KFBI  
KARK-Luncheon Music  
KFAB-Markets & Farm Notes  
KFEL-Echoes of the Stage and Screen  
KFEQ-Pauline Ferne & Old Timers  
KGBX-To be announced  
KGNF-Grandma Travels  
KMBC-Lora Lee's Prairie Pioneers  
★KSCJ-Voice of the People  
KTHS-Sons of the Pioneers  
KWTO-Swing Artists  
WHB-The Farmer's Hour  
WIBW-Kansas Farmer Markets:  
★WNAX-News & Markets  
WOW-Midday Melodies  
**12:30 CST 11:30 MST**  
NBC-Ray Kinney's Orch.: KANS KWK KTHS (sw-15.21)  
CBS-Lyn Murray Presents Moods for Moderns: KLRA KSCJ KVOR KMOX WNAX  
NBC-Campus Notes: WDAF  
MBS-Shirley Howard, blues; Orchestra: KFKA KFEL  
★News: KFEQ KOIL WHO WOW  
KGBX WREN KGNF KWTO  
KARK-Light Crust Doughboys  
KFAB-Barn Dance  
★KFBI-Voice of the People  
KLZ-Homemakers' Hour  
KMBC-Bud & Spud  
KOA-Traffic Lesson  
KUOA-Covered Wagon Jubilee  
KVOR-Bob Wills & His Playboys  
WIBW-Noonday Prgm.  
WJAG-Weather: Police: Funeral Notices: Visitors: Mail Bag  
**12:45 CST 11:45 MST**  
CBS-Music for Moderns: KFH  
NBC-Campus Notes: KGBX KOA  
★News: KFKA KGHF  
KARK-Hits & Encores  
KFAB-Federal Farm Prgm.  
KFBI-Frank Gage  
KFEL-Rhythm & Romance  
KFEQ-Street Reporter  
KGNF-The Swappers  
KMBC-Colorado Pete, songs  
KMOX-Music Education Prgm.  
KOIL-Men in Uniform  
KSD-Xavier Cugat's Orch.  
KWTO-Popular Music: Man on the Street  
WHO-Checkerboard Time  
WNAX-Noonday Visit  
WOW-Man on the Street  
WREN Royal Hawaiians  
**1:00 CST 12:00 MST**  
CBS-Men Against Death, drama: KLRA KFH KMBC KLZ KSCJ

NBC-Metropolitan Opera Co.: WHO KGHF KOA KGBX KVOO KSD  
Lawrence Tibbett sings the title role in "Simon Boccanegra," by Giuseppe Verdi.  
Music detail on page 9 this week.  
NBC-Joe Reichman's Orchestra: WREN KOIL KWK  
Farm Facts & Fun: WOW WJAG KGNF  
★KARK-News: Just a Little Swing  
KFAB-Man on the Street  
KFBI-The Forget-me-nots  
★KFEL-News: Organist  
KFEQ-Blackie: Accordionist  
KFKA-Luncheon Music  
★KFOR-News  
KGNF-Farm Facts and Fun  
KMOX-Music Education Prgm.  
KTHS-Half & Half  
KUOA-Concert Hall  
★KVOR-News While It's News  
WDAF-Dance Orch.  
WNAX-Bohemian Orch.  
**1:15 CST 12:15 MST**  
NBC-Opera Co.: WHO  
NBC-Joe Reichman's Orchestra: KANS (sw-15.21)  
CBS-Men Against Death, drama: WNAX KMOX  
KARK-Church of Christ  
KFAB-Master Singers  
KFEL-World Dances  
KFEQ-Bill's Hawaiian Players  
KFKA-Pioneers  
KMBC-To be announced  
KVOR-Hoosier Hot Shots  
KWTO-Organ Varieties  
WHB-Dance Orch.  
**1:30 CST 12:30 MST**  
NBC-Opera: WDAF KVOO KSD WOW KOA  
CBS-Buffalo Presents: KSCJ KMBC KVOR KLRA KMOX KFH (sw-15.27)  
NBC-Del Courtney's Orchestra: KANS WREN (sw-15.21)  
MBS-Anthony Candelori's Orch.: KFOR  
KFAB-Melodies with Milan  
KFBI-To be announced  
KFEQ-WPA Prgm.  
KFKA-H. E. Green  
KGNF-Top Tunes of the Day  
★KLZ-Voice of the News  
KOIL-Tune Types  
KTHS-Pacific Paradise  
KUOA-Siesta Serenade  
KVOD-Voice of Public Opinion  
★KWK-News  
WHB-Voice of Kansas City  
WNAX-Amateur Contest  
**1:45 CST 12:45 MST**  
NBC-Del Courtney's Orchestra: KOIL KANS WREN KWK (sw-15.21)  
NBC-Opera: KARK  
CBS-Fran Hines, trn.: KMOX KSCJ KMBC KVOR KLRA KFH (sw-15.27)  
MBS-Anthony Candelori's Orch.: KFKA  
KFAB-Gene & Verne  
★KFBI-News & Farmers Hour  
KFEQ-Pauline Ferne  
KLZ-Inquiring Reporter  
KTHS-Strange But True  
★KUOA-News for Women  
★KVOD-Varied Music: News  
KWBG-Homes of Today  
KWTO-For Novelty's Sake  
WHB-Dance Matinee  
WJAG-Russell Jensen, organist  
**2:00 CST 1:00 MST**  
CBS-Bucknell University School of Music Chorus: KSCJ KLRA KFH KMBC WNAX (sw-11.83)  
MBS-Music Hall from London: KFKA WHB  
Talent includes Elsie Carlisle, the Western Brothers, Ted Ray—Fiddlin and Follin—and Charles Shadwell's orchestra.  
NBC-Opera: KOA WOW KVOO  
NBC-Rakov's Orch.: KOIL KANS WREN (sw-15.21)  
KFAB-Songs Sacred  
KFBI-Music in Sentimental Mood  
KFEQ-St. Joseph School  
KGNF-Market Review  
KLZ-Farm Service Prgm.  
KMOX-One Woman's Opinion  
KTHS-Rhythm Roundup  
KVOD-Ray Sinatra's Orch.  
KVOR-Farm Prgm.  
KWK-Great Works of Man  
KWTO-To be announced  
★WAAW-News  
**2:15 CST 1:15 MST**  
CBS-Bucknell University School of Music Chorus: KVOR KLZ KMOX  
NBC-The Four of Us: KOIL KANS WREN KWK (sw-15.21)  
KFAB-To be announced  
KFBI-Otto Richert  
KGNF-Mutiny on the Bounty  
KUOA-Edmund Pierson  
KWTO-Rhythm Roundup  
WJAG-Afternoon Concert

**2:30 CST 1:30 MST**  
CBS-Poetic Strings: KLRA KFH KMBC KLZ KSCJ KVOR WIBW KMOX (sw-11.83)  
NBC-Opera: WOW KOA KVOD  
NBC-Al Roth's Orch.: KANS KOIL KWK WREN  
KFAB-Cornhusker Jamboree  
★KFBI-News & Selected  
KFEQ-Ministerial Alliance  
KGNF-World Bookman  
KTHS-Concert Master  
KUOA-Cowboy Jamboree  
WHB-Curtain Raiser  
WNAX-Amateur Contest  
**2:45 CST 1:45 MST**  
KFBI-Hit Review  
KFEQ-Lucille Jackson  
KGNF-On Wings of Song  
**3:00 CST 2:00 MST**  
CBS-College Students' Discussion: KVOR KLRA WIBW KMBC KFH KLZ KSCJ (sw-11.83)  
Students of the University of Chicago, Northwestern University and De Pauw University join in a round-table discussion known in collegiate parlance as a "bull session." Heard locally in Chicago for some time, this program now becomes a network feature.  
NBC-Address by James G. Stabman: WREN KOIL KVOD KANS (sw-9.53-15.21)  
James G. Stabman, president of the American Newspaper Publishers Association Convention, addresses the California Newspaper Publishers Association Convention.  
NBC-Opera: KOA WOW WDAF WHO  
MBS-The Hialeah Stakes: KFOR KFKA  
KFEQ-Pony Express Roundup  
★KGNF-Monitor News  
KMOX-Safety Brigade  
KTHS-Let's Dance  
KUOA-Salon Music  
KWK-Mid-Afternoon Madness  
KWTO-Hits & Encores  
WHB-Vine Street Varieties  
WJAG-Waltz with Me  
WNAX-Dakota Roundup  
**3:15 CST 2:15 MST**  
CBS-College Students' Discussion: KMOX  
NBC-Opera: KOA WOW  
KFBI-Console Capers  
KGNF-Know Your Composer  
KUOA-Three-Quarter Time  
KWTO-Marcia Dyer  
WJAG-Aimee Beth Raper  
**3:30 CST 2:30 MST**  
NBC-Club Matinee: WREN KOIL KVOD KANS (sw-9.53-15.21)  
CBS-Dancepartners: KFH KSCJ WIBW KLRA KFAB KMBC KMOX KVOR KLZ WNAX (sw-11.83)  
NBC-Opera: KOA WOW KARK KGBX  
MBS-Gloomchasers: KFOR  
★KFEQ-News  
KGNF-Musical Potpourri  
KUOA-Saturday Auditions  
KWTO-Market Reporter  
WJAG-Pupils of College of Music  
**3:45 CST 2:45 MST**  
KFAB-Roy, Lonnie & John  
KFEQ-Bill's Hawaiian Players  
KFBI-Dance Patterns  
KGNF-String Classics  
KUOA-Popular Tunes  
KWTO-Daily Record: Salon Music: Health Hints  
WJAG-Pupils of Mrs. Arthur Kaun  
**4:00 CST 3:00 MST**  
NBC-Library of Congress Chamber Music Concert: KVOO KGHF KANS (sw-15.21)  
NBC-Cosmopolitan Rhythms: WOW KOA KTHS KGBX KARK WHO KSD (sw-9.53)  
CBS-To be announced: KFH KLZ KSCJ KLRA KMBC KVOR WIBW (sw-11.83)  
MBS-It's the Law: KFOR KFEL KWK  
★News: KUOA KWTO  
KFAB-Bohemian Orch.  
KFBI-Concert Hour  
KFEQ-Ben Henderson  
KGNF-Tango Time  
KMOX-Barnyard Follies  
KOIL-Hits & Encores  
WHB-Dance Orch.  
WJAG-Devotional  
WNAX-Happy Jack's Old Timers  
WREN-Make Believe Ballroom  
**4:15 CST 3:15 MST**  
NBC-Calling All Stamp Collectors: WOW KOA KTHS KGBX KARK WHO KSD (sw-9.53)  
MBS-Sammy Kaye's Orch.: KFOR KWK KFEL KOIL  
★News: WHB WJAG  
KFEQ-Matinee  
KGNF-Studies in Contrast  
KWTO-Don't You Believe It  
**4:30 CST 3:30 MST**  
NBC-Eddie Rogers' Orch.: KGHF KANS WREN (sw-15.21)







## DEAF HEAR RADIO

With Amazing New Invention

Only \$7.95 Complete with Air or Bone Conduction Receiver

EZYTONE, invention of Electric Hearing Aid Engineer, enables many hard-of-hearing persons to enjoy good radio reception, CLEARLY and WITHOUT DISTORTION. Ends turning on full power and bending over radio to hear even faintly. Does not affect reception for others—works with regular speaker on or off. REQUIRES NO EXPENSIVE BATTERIES—powered solely by radio. Easily installed on any radio in few minutes. User says "Even better than my \$150.00 Electric Hearing-Aid for listening to radio". Also ideal for those with normal hearing for late-at-night listening without disturbing rest of family or neighbors. PRICE ONLY \$7.95 COMPLETE with Air or Bone Conduction Receiver, built-in speaker switch and volume control. Write QUICK for FREE details and 10-day TRIAL OFFER. EZYTONE INSTRUMENT CO., 409 Mc GREGOR, Dept. 21, Cincinnati, Ohio.

## New CACTUS



Grow these wonderfully interesting and beautiful flowering plants. Write for my new Free catalog, 16 pages of colored pictures and descriptions. A fascinating hobby for the window gardener or apartment house dweller. Grow anywhere! Johnson Cactus Gardens, Box 7, Hynes, Calif.

## FLOWER GARDEN 10¢



Send 10¢ to pay postage and packing for these 10 pkts. of easily grown flowers: Calliopsis, Centaureas, Pinks, Clarkia, Cosmos, Marigold, Larkspur, Snapdragons, Everlasting Flowers and Zinnias. Money back if not satisfied. Our colored catalog of High Quality Seeds, Plants and Shrubs. Coupon for Rare Premiums in each catalog. J. W. JUNG SEED CO., Dept. G, Randolph, Wis.

## IF YOU AGREE TO SHOW Your FRIENDS I'LL SEND YOU ACTUAL SAMPLE SNAG-PROOFED SILK HOSE



And Show You How To Earn Up To \$22 In A Week

Thrilling news! Amazing New patented process makes women's Snag-Proofed Chiffon Hosiery resist snags and runs, wear twice as long, and cut hosiery bills in half. Individual lengths to fit all customers. Lowest prices. Write for actual sample to show your friends. Send no money. AMERICAN SILK HOSIERY MILLS, Dept. PP-83, Indianapolis, Ind.

## IF YOU LIKE TO DRAW SKETCH OR PAINT

Write for Talent Test (No Fee). Give age and occupation. FEDERAL SCHOOLS, INC., Dept. RG 19, Minneapolis, Minn.

## Learn Profitable Profession in 90 days at Home



Earnings of Men and Women in the fascinating profession of Swedish Massage run as high as \$40 to \$70 per week but many prefer to open their own offices. Large incomes from Doctors, hospitals, sanitariums and private patients come to those who qualify through our training. Reducing alone offers rich rewards for specialists. Write for Anatomy Charts, and booklet—They're Free. THE College of Swedish Massage, 1601 Warren Blvd., Dept. 181, Chicago (Successor to National College of Massage)

## OPPORTUNITY BROADCAST!!

**MONEY FOR YOU IN PRIZE CONTESTS**

Contests are on the level, you CAN win, but you must know HOW. CONTEST MAGAZINE has helped thousands; it will help YOU. Biggest, best and most widely circulated contest medium in the field today. SEND US ONE DOLLAR, NOW, TODAY. We will send you the next five, big issues and give you our big, valuable thirty six page book of WINNING SECRETS FREE and postpaid. FREESE PUBLICATIONS, P.O. Drawer G, UPLAND, INDIANA

## WOMEN WANTED TO SELL DRESSES



As Low As \$1.24 to FRIENDS!

Easy to Earn Extra Money in Spare Time

It's easy to earn up to \$22 in a week demonstrating and taking orders from friends for newest, smartest Spring and Summer styles famous Harford Frocks. Amazing values. Complete line—all sizes. No experience—no money needed. No house-to-house canvassing. We send you beautiful style presentation FREE—also opportunity to get your own dresses FREE of extra cost. Please write fully about yourself. HARFORD FROCKS, Dept. PP-81, Cincinnati, O.

For the most complete programs ever published get

## RADIO GUIDE

On sale at all newsstands every Thursday

## MR. FAIRFAX REPLIES

No personal replies to questions unless accompanied by stamped, self-addressed envelope.

Mrs. A. P. Carter, Harlingen, Texas—In "One Man's Family" Michael Raffetto, who portrays Paul Barbour, was born December 30, 1900; Kathleen Wilson (Claudia) was born January 15, 1912; Page Gilman, who has the role of Jack, was born April 18, 1918; and Winifred Wolfe, known on the air as Teddy, was born August 26, 1924. Richard Svihus, who plays Pinky, is seven years old; Eleanor Taylor, who portrays Joan, is six years old, and Bobbie Larson, who takes the role of Hank, is six years old.

Miss Grace M. Smith, Charles City, Iowa—On the "Fibber McGee Show," Fibber is portrayed by Jim Jordan, Hugh Studebaker takes the role of Silly Watson, Bill Thompson portrays Nick De Populus and the Old Timer, and Donald Novis is the tenor singer. Harlow Wilcox announces this program, and the Four Notes, vocal quartet, is composed of Harold Peary, Dolores Gillen and Ethel Owen. Don Quinn authors the show. The theme song of Fibber's show is "Save Your Sorrow for Tomorrow."

Mr. James Smith, Miami, Fla.—Geographically speaking, the cast of NBC's "Pepper Young's Family" is predominantly western. Curtis Arnall, for instance, who plays the "Pepper" role, is a native of Omaha, Neb.; Jimmy Kreiger comes from San Francisco, Cal.; Marian Barney was born in Davenport, Ia.; Jack Roseleigh first saw the light of day in Austin, Tex.; Johnny Kane hails from Springfield, Ill., and Jean Sothern from Pittsburgh, Pa. Producer Ed Wolfe was born in Washington, D. C. The only native-born New Yorker in the cast is Betty Wragge.

Miss Alice Wells, Denver, Colo.—Clifton Fadiman, master of ceremonies on NBC's "Information, Please" show, is not a novice at asking questions. For two years after his graduation from Columbia University he was a school-teacher.

Miss Fleta Lee Richardson, Stark City, Mo.—William Elmo Tanner, whistler with Ted Weems' orchestra, was born at Nashville, Tenn., on August 8, 1904. Elmo says he learned to whistle because he used to have to pass a cemetery every night on his way home. He is an alumnus of the University of Tennessee. Besides his whistling, Elmo also plays the guitar with the band and occasionally he is featured in vocal numbers. Elmo is five feet eight and one-half inches tall, weighs 150 pounds and has blond hair and brown eyes. He is married. The theme song used by Ted Weems' orchestra is "Out of the Night."

Miss Alice Nesbitt, McLaughlin, S. Dak.—The theme song heard on the "Goldbergs" sketch, is "Serenade Toselli." Morton Downey always used "Wabash Moon" for his theme.

Mrs. Walter Landers, Corry, Pa.—The Ranch Boys are composed of Jack Ross, born June 18, 1904; Joe Bradley, born September 18, 1910, and Hubert (Shorty) Carson, born November 14, 1912.

Mrs. L. A. Morrow, Minneapolis, Minn.—Frances Carlon, known as Kitty Keene in "Kitty Keene, Inc.,"

was born in Indianapolis, Indiana, April 2, 1913. She is the granddaughter of John Carlon, the first man to print James Whitcomb Riley's poems; also the daughter of a publisher. Fran spent her high-school days in East Orange, N. J., where she took her first interest in school plays. When the Carlons moved to Chicago in 1930 she enrolled at the Goodman Dramatic School, where she studied for three years and attracted the attention of dramatic scouts. Fran landed a job as Eliza with an "Uncle Tom's Cabin" company which opened at the Studebaker Theater, Chicago, but wound up touring the Midwest in a tent. With money saved from the road tour, Fran went on to New York. There she took a screen test and was sent to Hollywood for appearances in "White Parade" and "Music in the Air." In 1935 she left the movies to appear in other legitimate stage productions, finally landing in Chicago and signing a contract with NBC. Fran is unmarried, stands five feet six inches tall, has dark hair and blue eyes.

Mrs. J. W. Reynolds, Assumption, Ill.—Peter Grant, WLW announcer, studied law for four years at Washington University, received a bachelor-of-laws degree and passed the Missouri State Bar examination before he discovered the fact that law as a career did not appeal to him nearly as strongly as a career in radio. Therefore, instead of entering a law office in St. Louis, Grant entered the studios of KMOX for an audition as an announcer . . . and was accepted. Grant remained on the announcing and dramatic staffs of KMOX for two and one-half years, then left St. Louis to join the announcers staff of WLW.

Mrs. Mary Izard, Galveston, Tex.—Matthew Crowley, who took the part of Anthony Link in the radio story "Myrt and Marge," is now taking the role of Marge's husband in the same serial. Santos Ortega takes the role of Lee Kirby in this sketch.

Miss Mary Lucia, York, Pa.—Sammy Kaye was born in Cleveland, Ohio, March 13, 1910. He is not married. Sammy is five feet nine inches tall, weighs 140 pounds, has blond hair and blue eyes. Tommy Ryan, Sammy Kaye's singer, is 23 years old. He is six feet one inch tall, weighs 155 pounds, has brown eyes and brown hair. Ryan is not married.

Miss Mary Edwards, Kansas City, Missouri—Horace Heidt was born in Alameda, California, on May 21, 1901. He was married to the former Florence Woolsey in 1924. They have one daughter, Patsy, age eight. Heidt attended Culver Military Academy and the University of California. While in school he was interested in sports and played football at the university until he received a serious injury of the vertebrae, which took seventeen operations to cure. His injury stopped his strenuous activity in sports, but he still plays golf regularly. Heidt made his professional debut at the age of 19, when he became a piano-player at a roadhouse. He organized his own orchestra while attending the university and was booked for a national tour upon being graduated. Heidt makes his own orchestra arrangements, plays the piano and writes music (he composed "I'll Love You in My Dreams"). Horace is six feet one inch tall, weighs 190 pounds, has blue eyes and brown hair.

## MEN THE WORLD OVER!



read and benefit from our ultra-modern magazine which publishes what intelligent men Really Want to Know about themselves socially, physically and hygienically—authentic and modern information on: Physical Fitness, Personal Hygiene, Social Prestige, Virile Manhood, Masculinity, Modern Social and Married Life, Sex Hygiene, Sex Efficiency, Incompatibility, Divorce, Psychology, Personality, Physical and Marital Difficulties and a score of similar topics gleaned and digested from professional and other publications the world over! Why read a dozen books when this ultra-modern magazine will give you all the latest dependable, understandable information you need? Not silly or cheap, but devoted seriously to subjects in which Men Always are really interested. Even many Doctors read it! If you are married or ever expect to be both you and wife will benefit—for IT IS NOT LIKE ANY OTHER MAGAZINE. Delighted men everywhere urge closest friends to get it! So take this tip yourself; be up-to-date, be informed, be a regular reader. It will supply you with information long wanted. Wives! Show this ad to your husbands. Not sold on newsstands—only by mail. CUT THIS OUT, send with \$1 now for Special Trial Offer of 8 months subscription with \$1 Worth of Back Issues Free; (a \$2 value). Sample Copy 25c. 100% satisfaction or refund. You take no chance to lose! Thousands of men have read and depended on it for past 14 years! You will know WHY when you see it. This is a fact. Be alert, vide awake, accept advice after a once! Be Wise! Be Safe! Be Smart! Wake up, Men!

Send \$1 for 8-month's Trial (Value \$2.00).

THE CONFIDANT, Dept. 338, Battle Creek, Mich.

## NOISE and AERIAL ELIMINATOR

Only \$1.00 Postpaid!



Eliminate your old aerial! Make your radio complete in itself and movable anywhere. Simply plug in our aerial eliminator. Why bother with troublesome messy appearing wires? Insure yourself of getting maximum radio broadcasting reception on long or short wave bands and minimum static interference. GUARANTEED. Try it for five days. If not absolutely satisfied return and your money will be refunded. Note: Will not operate on battery or auto radios. SEND NO MONEY. Simply pay Postman \$1.00 plus few cents postage or we will send postpaid for one dollar bill. UNITED PRODUCTS CO., 1612 W. 87th St., Dept. 501, Chicago. Attractive proposition for Agents.

## STRANGE MAGNETIC SPONGE

### CLOTHES BRUSH

CLEANS BY MAGNETIC ACTION



REVOLUTIONARY invention. DRAWS dirt out of fabrics. No messy bristles. No dust. Uses no electricity. 500 AGENTS WANTED. SAVES DRYCLEANING. Keeps clothing clean. Also cleans hats, drapes, upholstered furniture, etc. Long lasting. Low priced. Instantly brings attention wherever shown. H.O.P. SELLERS FOR AGENTS. Best sellers cleaning up big money. SAMPLE OFFER. Samples sent on trial to the first person in each locality who writes. No obligation. Get details. Be first—send in your name TODAY! KRISTE CO., 2957 Bar St., Akron, Ohio

## LIMITED TIME ONLY

4 x 6 NATURAL COLOR ENLARGEMENT FROM 10c YOUR NEGATIVE. . . . .

Natural Color Photo, Janesville, Wis.

## Start New Business WITH NEW GREASELESS DOUGHNUTS IN YOUR KITCHEN!

### Amazingly Popular FOOD IDEA!



A surprising new profit opportunity is now offered to every ambitious man and woman! A sensational new kind of food business has been invented that can be operated with no previous experience in either full or spare time. Big daily profits possible even in the smallest cities!

EVERYTHING SUPPLIED. We supply equipment and plans for making and selling delicious new greaseless Doughnut that is cooked in a remarkable electrical device. Easy to digest and more toothsome than old-style doughnuts ever were. This delicious new dainty—Brown Bobby—costs less to make and sells faster. No wonder so many people without one bit of experience are literally cleaning up "fortunes" with this new money-maker!

**COSTS NOTHING**

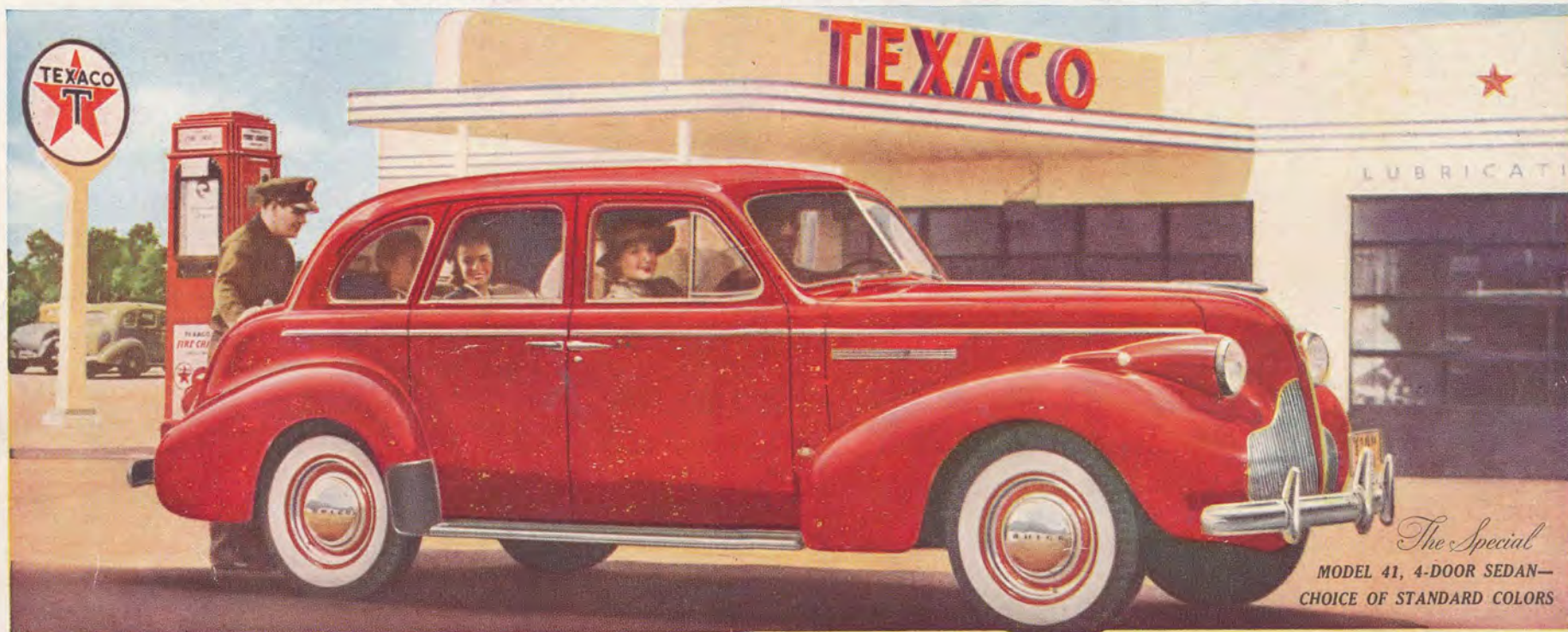
To learn all the facts about this wonderful home business. Amazing details sent absolutely FREE—show exactly how you can start at home and make good profits from the very first day. Send your name on a postcard for our special quick-starting offer. Do this at once, and soon you may actually be in a good business for yourself.

**BROWN BOBBY CO.**  
620 N. Michigan Ave., Dept. D-31, Chicago, Illinois

# 60 BUICKS FREE

Each with 1000 Gallons of Texaco **FIRE-CHIEF** Gasoline

★ ★ ★ ALSO 600 CASH PRIZES OF \$10<sup>00</sup> EACH ★ ★ ★



*The Special*  
MODEL 41, 4-DOOR SEDAN—  
CHOICE OF STANDARD COLORS

**6 BIG WEEKLY CONTESTS**  
**10 FIRST PRIZES EACH WEEK**

**EACH 1<sup>ST</sup> PRIZE IS A 1939 BUICK SEDAN**

Each with 1000 Gallons of Texaco FIRE-CHIEF Gasoline

**ALSO 100 CASH PRIZES OF \$10<sup>00</sup> EACH WEEK**

"BUICK'S THE BEAUTY" ★ FROM YOUR TEXACO DEALER  
A thrill to see—to drive ★ ... 1000 gallons of Fire-Chief!

It's not just the new beauty of line that will delight you—it's the superb action in Buick's great eight-cylindered engine. Space, comfort and good taste are built into "The Special," Model 41—the fine 8-cylinder, four-door sedan that you may win!

★ With each first prize you get 1000 gallons of fast-firing, quick-responding Fire-Chief gasoline... FREE!  
★ Delivered to you at your Texaco Dealer's, anywhere in America.  
★ With Fire-Chief you get, too, "Circle Service"—and Courtesy from the Gentleman who serves you.

**WIN! START NOW!**

(Just complete this sentence in 25 words or less)

*"I like Ivory Soap because"*

**ENTER TODAY!** Enter often in Ivory's thrilling new Buick contests! 6 separate weekly contests in all! Send in as many entries as you like. Here's your golden opportunity of 1939 to win a big beautiful new Buick with 1000 gallons of Texaco Fire-Chief Gasoline. Think of the carefree luxury of driving along green highways this Spring in your beautiful new Buick! ... And there are also 600 money prizes to be won—each \$10 in cash.

**THESE 660 WONDERFUL PRIZES** are offered because we want more people to learn what a pure gentle soap Ivory is—and how many uses it has in your home.

**HINTS TO HELP YOU WIN!** There are so many things to say about Ivory Soap ... **1.** Ivory is so pure and mild and gentle that doctors advise it for bathing the sensitive skin of little babies ... **2.** Millions of women have

learned that nightly cleansing with snowy-white gentle Ivory Soap is a wonderful foundation for skin loveliness. They've made baby's gentle Ivory their own beauty treatment ... **3.** And what else in the world is quite as relaxing as a lukewarm Ivory bath—with that big cake of Ivory floating conveniently within your reach? ... **4.** Don't forget dishwashing! Ivory in your dishpan helps you keep your hands smooth and attractive. And it actually costs less to wash dishes with "Large-Size" Ivory than with granulated package soaps.

**IT'S EASY!** So sit right down now and write your ending to this sentence—"I like Ivory Soap because..." in 25 words or less. Nothing fancy—just your own simple, sincere words telling your experience with Ivory Soap and how you use it—that's what we're after. And that's how the judges will decide.

**DON'T WASTE A MINUTE!** Send in your first contest entry today!

**SENTENCES LIKE THESE MAY WIN**

*"I like Ivory Soap because... only two weeks after I stopped using strong soap for washing dishes and changed to Ivory, my hands looked prettier and felt so much smoother."*

*"I like Ivory Soap because... I've always used Ivory for my complexion—and although I'm nearly 50, I'm proud to say my skin is still smooth and fine."*

*"I like Ivory Soap because... my doctor ordered Ivory for bathing my 6 weeks old baby—and that's proof enough for me that Ivory is a wonderfully pure soap."*

Surely you can write a sentence as good as these, if not better. Do it now!

FOR CONTEST NEWS AND PRIZE-WINNERS TUNE IN ON:

**RADIO** "The O'Neills," "Mary Marlin" and "Life Can Be Beautiful" Mondays thru Fridays—see newspaper for time and stations

**READ THESE EASY RULES**

1. Finish the sentence "I like Ivory Soap because..." in 25 additional words or less. Write on one side of a sheet of paper. Sign your name and address. Send no extra letters, drawings or photographs with your entry.
2. You can enter these contests as often as you like but each sentence must be accompanied by the wrappers from one large-size cake and one medium-size cake of Ivory Soap (or facsimiles). Mail to Ivory Soap, Dept. P.R. Box 778, Cincinnati, Ohio.
3. There will be six weekly contests, each with a separate list of prizes. Weekly prizes listed in panel below car illustration. Opening and closing dates:

CONTEST	OPENING	CLOSING
First	Sun., Jan. 22 (or before)	Sat., Jan. 28
Second	Sun., Jan. 29	Sat., Feb. 4
Third	Sun., Feb. 5	Sat., Feb. 11
Fourth	Sun., Feb. 12	Sat., Feb. 18
Fifth	Sun., Feb. 19	Sat., Feb. 25
Sixth	Sun., Feb. 26	Sat., Mar. 4

4. Entries received before Sunday, January 22nd will be entered in the first week's contest. Thereafter, entries will be entered in each week's contest as received. Entries for the final week's contest from United States and Canada must be postmarked before midnight, March 4. Hawaiian entries must be received before March 24.

5. Entries will be judged for originality, sincerity, and aptness of thought concerning the qualities and uses of Ivory Soap. Decision of the judges will be final. Fancy entries will not count extra. Duplicate prizes awarded in case of ties. No entries returned. Entries, contents and ideas therein become the property of Procter & Gamble.

6. Any resident of Continental United States, Hawaii or Dominion of Canada may compete, except employees of Procter & Gamble, their advertising agencies and the families of these employees. Contests subject to all regulations of the United States and Canada. Buick winners in Canada will receive cash equivalent in place of free gasoline.

7. Buick winners will be announced shortly after the close of each contest over Ivory's radio programs—"The O'Neills"—"Life Can Be Beautiful"—and "Mary Marlin." Winners of \$10 cash prizes will be notified by mail.

SAVE THIS INFORMATION ON HOW TO ENTER THIS CONTEST



★ Do you know that Ivory Soap is so pure that doctors advise it for bathing tiny babies? Perhaps your children were Ivory babies, so you know how gentle Ivory is.



★ Recently a leading medical journal wrote thousands of doctors asking them which soap they advised for complexions. More doctors replied "Ivory" than any other soap.



★ Have you tried Ivory Soap for washing dishes? Many women have found that changing to Ivory for dishes helps keep their hands smooth and soft. It costs only about 1¢ a day.

CUT OUT THESE HINTS: THEY WILL HELP YOU WRITE YOUR ENTRY



99<sup>44</sup>/100<sup>0</sup> PURE-IT FLOATS

TRADEMARK REG. U. S. PAT. OFF.

Send for list of winners—after March 4, 1939, the conclusion of the 6th and final weekly contest, write Ivory Soap, Cincinnati, Ohio, for a list of prize-winners. Enclose postage.

**This file including all text and images are from scans of a private personal collection and have been scanned for archival and research purposes. This file may be freely distributed, but not sold on ebay or on any commercial sites, catalogs, booths or kiosks, either as reprints or by electronic methods. This file may be downloaded without charge from the Radio Researchers Group website at <http://www.otrr.org/>**

**Please help in the preservation of old time radio by supporting legitimate organizations who strive to preserve and restore the programs and related information.**