

# AN ANSWER TO NELSON EDDY CRITICS

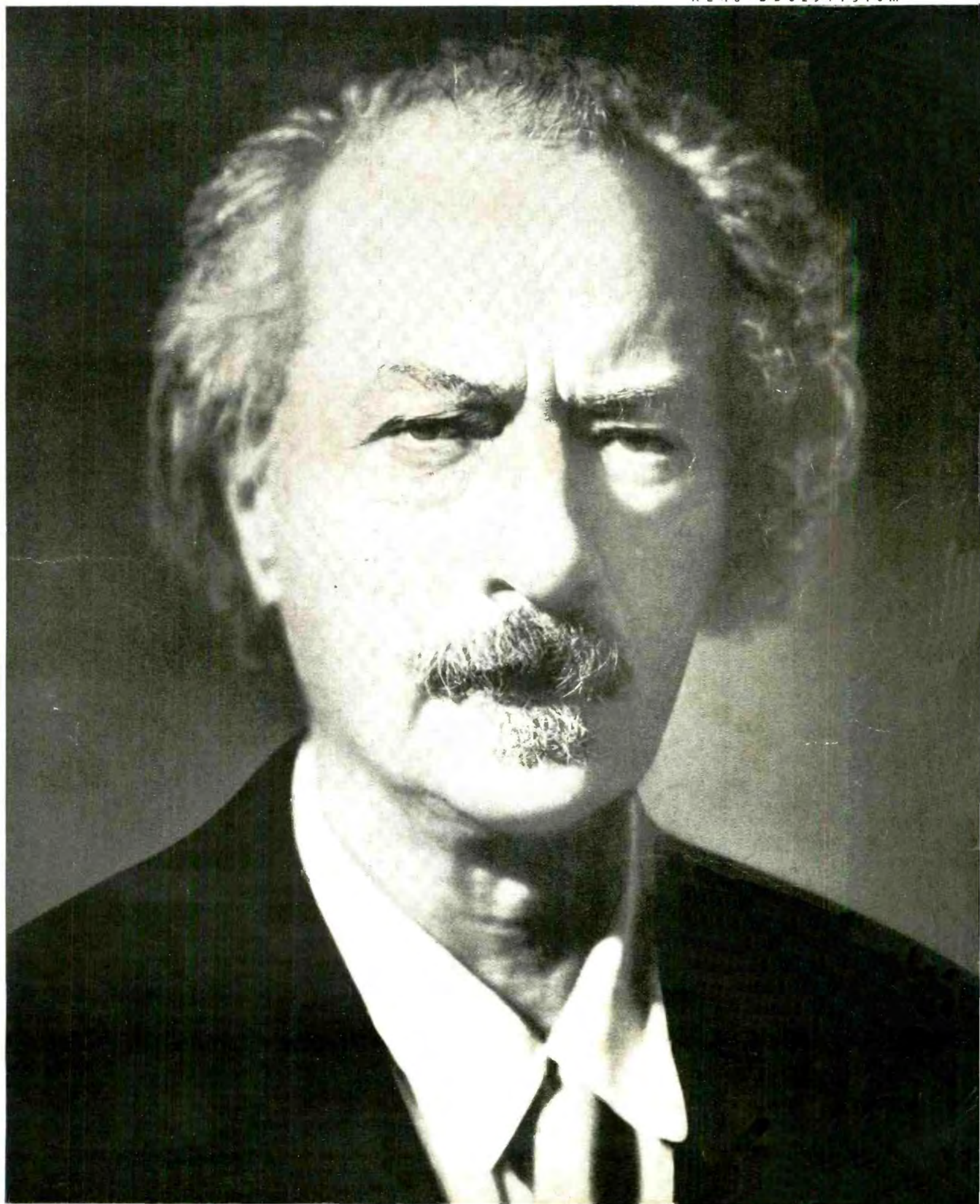
Complete Programs to Be Broadcast Week Ending March 4

# RADIO *Guide*

TEN CENTS

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Ignace Jan Paderewski, seventy-eight-year-old master of the pianoforte, inaugurates 20th tour of U. S. on Magic Key, Sunday, over NBC



# RADIO *Guide*

DOUBLES YOUR RADIO ENJOYMENT

731 PLYMOUTH COURT, CHICAGO, ILL.

## Writer's Plight

The plight of the radio-writer is the plight of every lone wolf. He is at the mercy of stronger, better-organized adversaries. Since the beginning of broadcasting, he has been the creator of programs which brought fame or fortune to others than himself.

Musicians were forced to organize to win themselves a place of respect in the radio pictures. Likewise, the radio artists. But the writer is still anybody's doormat.

We know of one case where a writer was invited to submit ideas for a new program series to one of the greatest advertising agencies. He submitted script after script, devoted three months to working on plans dictated by the agency, and was then kicked out the door without even a thank you. We know of a man who submitted a new show, was told that his idea wasn't wanted, and then heard his program on the air one week later. It had been stolen lock, stock, and barrel.

Surely it is time for a new deal for the writers. Surely both networks and agencies together can do something to encourage those creative minds which alone are able to make our entertainment either better or worse.

## That Rainy Day

The Gulf-Screen Actors Guild program is a remarkable show. It is also a remarkable instance of charity. For the actors don't get paid. That opening program in which Jack Benny made love to Joan Crawford, Reginald Gardiner clowned, and Judy Garland sang was done for free. And every program since.

This doesn't mean that Gulf doesn't pay handsomely for its parade of great names. It does, but the money goes into the treasury of the Motion Picture Relief Fund. And the money is \$10,000 a week. The actors are contributing their time for nothing as their part in building up the Motion Picture Relief Fund so it can take care of all the demands upon it.

Already, ground has been broken for a hospital which will give free service to indigent old-timers in the motion-picture business. An old actors home may be built. We believe that those who listen to these Gulf programs will be glad to know that though the broadcasts may mean only a pleasant half-hour to us, they mean renewed health and a fresh start in life for others.

## Ears Across the Sea

We are getting our feet wet in the aerial war already being waged by democracies and dictatorships. For instance, NBC's short-wave transmitter W3XL recently observed its eighteenth month of sending American news and music to the 5,000,000 German receiving sets equipped with short-wave circuits. Slowly, replies are trickling in.

"You succeed in giving us news of



## 1939's Forgotten Man is the Radio-Writer

what happens in Europe before Europe gives it," one said.

Another said: "Already a small group of listeners has formed which meets regularly and listens."

Another: "I have seldom heard so

much truth about the fate of the Jews as in your broadcast. We do not hear such manly words about humanity here."

Herr Hitler's people's radios are two-tubers and are supposed to hear

only German stations, but reports reach us that they can also pick up English news broadcasts. This is contrary to Herr Hitler's plans. American news and English news is truthful news, which is embarrassing no end to the Nazis.

We hope that German and Italian listeners tune more and more often to our American stations, for as William Penn put it, "The usefulest truths are plainest; and while we keep to them, our differences cannot rise high."

## Letters To The Editor

Editor, RADIO GUIDE:

I am in hearty agreement that the present-day children's programs are not at all suitable for young people. Many of them are too exciting and too upsetting. I tried to persuade my son, eight and one-half years old, to stop listening to them, but found he was going to the neighbors' homes.

This past summer he loved to listen by the hour to the weepy marital affairs on the soap hours. I believe these programs will encourage children to imagine that all marriages consist of unhappy, neurotic men and women and unhappy experiences. The movie stories, at least, usually have bright, happy-acting actors, happy endings.

MRS. JOHN COPENHEFER, Louisville, Ky.

Editor, RADIO GUIDE:

I have just been listening to "The O'Neills" over station WMAQ, and it made me so hopping mad I sat right down to write this to you.

"What will be Monty's answer?" Does anyone have to ask that? Only an insane man would say "Save the baby." I've heard of cases like "The O'Neills" have lots of times, but this is the first time I've ever heard of anyone making a decision as to whether his wife or unborn baby should live.

How anyone could be so unjust and inhuman to say "save the baby" after the torture and misery the mother goes through is beyond me.

Please print this so I'll have that much satisfaction anyway.

L. C. R., Davenport, Iowa.

Editor, RADIO GUIDE:

I was glad to see your letter in regard to the applause over the radio. I suppose you are in fair health, and if it is so bad for you, how do you think it affects the shut-ins and many in hospitals who, without that, could enjoy many programs? There are nearly two hundred in this home and I speak for others besides myself. I wish the broadcasters might adopt the Chautauqua salute for those they wish to honor. At Chautauqua, New York, I have seen an audience of seven thousand waving their handkerchiefs—a very pretty sight—and that would not hurt our ears.

Please use your influence to curb this practise. Thank you.

MISS F. M. ELY, Washington, D. C.

Editor, RADIO GUIDE:

Please! We do not want a Germanized radio. Put Boake Carter back on the air.

MRS. J. A. DALES, Sioux City, Iowa.

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# GREAT AMERICANS THINK ABOUT RADIO

## "WORLD-WIDE, UNIVERSAL STUFF"

BY HELEN HAYES  
AMERICA'S LEADING ACTRESS

**A**S AN actress, it is my job to make a real world and real life out of make-believe people and events. Making people live or relive, speak, think and act is to me a great and gratifying experience. That is why I am an actress. I can and do thank radio for making that experience more inspiring, fuller and more satisfying.

At first, I was scared to death of radio, despite the years of opportunity in the theater to absorb that something they call stage presence, or poise, or assurance. But it is true, I was afraid of the uncanny ramifications of radio, its all-powerful little microphone, its machine-like precision, its coldness and its staggering immensity. With a little orientation, however, and some thoughtful analysis, I learned to know radio, to understand it, to love it.

The amazing significance of radio to drama is that it can, paradoxically, make acting either harder or easier, according to how one schools oneself to look at it. If the actor or actress considers radio with the perspective that it is cold, impersonal and mechanical, then surely the job of breathing life into lines is difficult. The fact, too, that only the sense of sound can be employed, whereas on stage and screen sight is an added vehicle, makes the job harder—and more challenging.

On the other hand, if the performer projects himself beneath the surface, as most are capable of doing, then the job must become easier—but still more challenging. Consider that imagination is the soul of dramatic art, and that in radio the imagination is at its zenith of release, for radio is of world-wide, even universal stuff. Consider this also: Acting in a little studio for a total audience that may number millions and cover thousands of miles is much like life itself, wherein one lives almost alone but with his deeds available for the whole world to consider and judge.

If I may be pardoned for using a literary metaphor, it seems to me that film drama appears in two dimensions, stage drama in three dimensions, and radio drama, with an added element of imagination, in four dimensions.

That, it seems to me, is exactly what radio



—NEC Photo

means to drama from the standpoint of the artist.

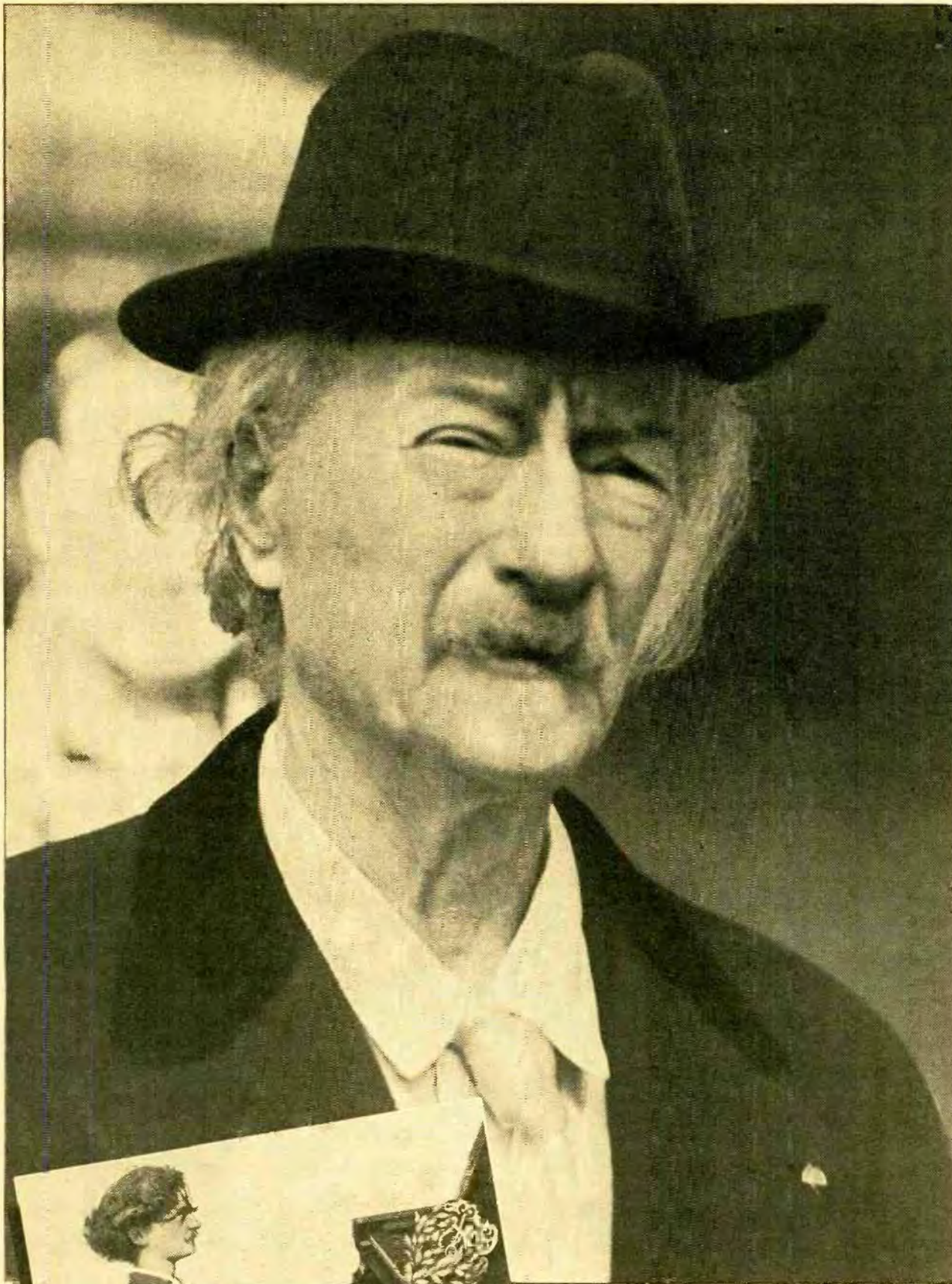
I sincerely believe that radio has a great mission to fulfill in dramatics as well as in many other phases of entertainment and instruction. How near it will come to fulfilling that mission depends, of course, largely upon radio itself. I strongly urge that radio recognize its great possibilities as a developing ground for talent as well as a medium for transmitting already established talent. I urge young actors and actresses to recognize the potentialities of this young medium and make the most of it by studying and practicing its unique requirements and opportunities.

What has been radio's contribution to the pub-

lic's collective enjoyment and benefit in the field of drama is widely and justifiably known. Back in "the good old days" the best dramatic offerings were available to only a comparative handful who were fortunate enough to live within range of the few dramatic centers and to possess the price of admission.

Then came radio—to bring the best in drama, among the many other good things, to the fingertips of the whole land—practically free.

I'm happy to be a small part of the phenomenon that has fulfilled that greatest of playwrights, Shakespeare's, declaration that "All the world's a stage."



Above: Recent portrait of Ignace Jan Paderewski, Poland's grand old man of music, who broadcasts piano recital on "Magic Key" this week. Left: "Paderewski at His Favorite Piano," cartoon appearing in Town Topics in 1896

# GOD'S OWN MUSIC

Sunday, February 26

The Magic Key Presents

IGNACE JAN PADEREWSKI

Playing

Sonata in C Sharp Minor "Moonlight" (Beethoven).

Ballade No. 3 in A Flat (Chopin).

Two Polish Songs (Chopin-Liszt).

Polonaise in A Flat (Chopin).

Melodie in B Major from "Chants Du Voyageur" (Paderewski.)

The "Moonlight" sonata, of which the first movement has always been a much-abused favorite of most amateur pianists, was not given the title by Beethoven himself. Reelstab, a music-writer, wrote that the first movement reminded him of moonlight on the lake of Geneva. The description attracted publishers and printers, who burdened the sonata with the name "Moonlight," which has stuck to it ever since.

Beethoven composed it in 1801, supposedly as a declaration of love for the Countess Giucciardi, to whom it is dedicated. However, except for the second allegretto movement, the piece expresses tenderness and grief more than passion. When played as it should be, the first movement possesses almost unearthly beauty.

Quite different in mood is Chopin's Polonaise in A Flat. Originally a Polish dance form, the polonaise was transformed by Chopin into martial music, expressing Poland's heroic struggle for freedom. In this particular example, we seem to hear a more triumphal note, and the middle part, with its monotonous accompaniment in the left hand, suggests an army approaching nearer and nearer and then gradually disappearing in the distance. Paderewski, who made Poland's independence one of the main struggles of his life, gives the Polonaise every bit of its meaning and makes it a thrilling experience.

|           |           |            |
|-----------|-----------|------------|
| Eastern   | Central   | Pacific    |
| 2:00 p.m. | 1:00 p.m. | 11:00 a.m. |

THE "Magic Key" this week unlocks the portals to "God's own music," as the piano-playing of Ignace Jan Paderewski has been called.

The musical genius is seventy-eight years old, but he is still young enough for a premiere. When on Sunday, NBC's "Magic Key" program (2:00 p.m. EST) presents an hour-long recital by the man of the magic keyboard, it will be the first time Paderewski has been heard on the air playing in America itself. His only other broadcast to America was on September 25, 1938, on the "Magic Key" program, when the master presented a concert from Lausanne, Switzerland.

This week's broadcast will launch

Paderewski on his twentieth concert tour of the United States. His last previous tour of this country was six years ago. His first visit was forty-seven years ago.

America was then a gaunt, gangling youngster in the throes of tremendous growing pains. Paderewski was not a youngster, but he was still growing in the stature of his musical mastery. The

two became well acquainted with each other and developed a very high mutual regard. American audiences, slowly at first, then more rapidly, opened the doors of appreciation to the artist with the superbly flowing hair and the superbly flowing music; and Paderewski quickly found a big place in his heart for America.

Such a huge, staggeringly beautiful and wondrously rich country made an indelible impression upon the man from Poland, a land in the heart of the hectic happenings of Europe. In spite, too, of the general impression abroad that Americans think almost exclusively of money, Paderewski soon became permanently convinced that America harbored more real idealism than any country on the globe. And contrary to the traditional fickleness of the American public, Paderewski found warm loyalty a common characteristic. He will find this week and thereafter that the loyalty and admiration still exist for the man whose mastery can so closely approach the ultimate sublimity of music.

But let us go back—far back to 1860 and far away to the Poland of that day.

It was a Poland of revolution to its populace—and a Poland of beauty to young Ignace. Both characteristics had profound influence on his later career. Because of political revolution and his early impressions, he later became one of Poland's greatest statesmen—its war-time premier. Because of the beauty of

seemed. The pianist, observing the unusual, if trivial, occurrence, suddenly changed the tone of his playing. The spider, as if provoked, scampered back to his perch. Back to the original music went the piano. Back to the piano came the spider and paused again. This happened several times, exciting the intense interest of Paderewski. The next day when the piano began that special composition, here came Mr. Spider. It can't be known whether this was a critic in disguise or just a spider with the soul of an artist, but the little fellow did for a long time haunt the piano for that one selection. Music—at least, the music of a Paderewski—does have charms to soothe the savage breast.

During his youth the budding virtuoso studied hard and worked hard, in spite of financial and other difficulties as well as pessimistic discouragement of several musical authorities. An obsession such as his is not easily shattered.

Came his first visit to America, after early triumphs abroad. America, still a rough, awkward, growing young country, was on the threshold of great expansion and progress in art, education, music and other esthetic values as well as mere territory. It was ripe for a conquest by a genius. Paderewski scored tremendously in spite of all kinds of handicaps, such as trouble with one of his hands because of the overwork demanded by his sponsors and the public. There was the time, too, that he was compelled to practise in a piano warehouse in the middle of the night because of fussy neighbors at his place of dwelling.

Since that first memorable tour there have been many other visits to America, always with a warm reception. The current tour, the twentieth, will probably be the last, for even though music itself is immortal, even a genius, the producer of "God's own music," or its



—Culver Service Photos

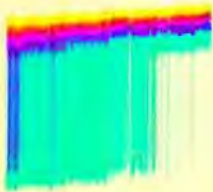
Above: The great pianist and Madame Paderewski with Jackie Coogan at Paderewski's ranch in Calif., during previous visit to the U. S.

## FAMED PIANIST SEEKS U.S. HAVEN

LAUSANNE, Switzerland, Sept. 24—(AP)—Ignace Jan Paderewski, 80-year-old pianist and former premier of Poland, left by automobile today on the first leg of a journey which will take him to the United States, where he hopes to spend the rest of his life.

He planned to motor across France and Spain en route to Lisbon, Portugal, there to sail for New York. He expects to go to his ranch in California.

He was accompanied by his sister, a secretary and his chauffeur.



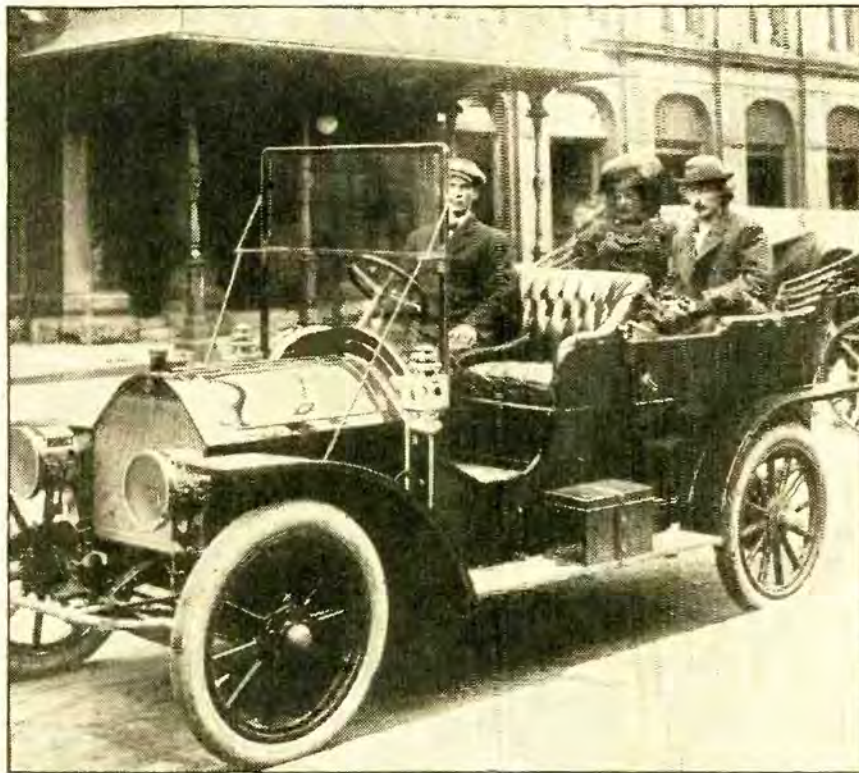
security. No rain. It was inevitable that he should see the hard reality—and the emotional depth—of life.

It is easy, then, to picture the boy interested in poetry, reading, digesting, memorizing, living poetry. For music is poetry and poetry is music. So the seemingly small currents began to flow together and swell into the mighty tide of His music.

Later in his young manhood those same impressions were still manifest. There is a story which illustrates the impressionism of the artist and may even illustrate the impressionism of animals, or, more specifically, insects.

The story goes that Paderewski was one day playing a particular musical study when a spider clambered down from the ceiling on a slender web and poised over the piano—listening, it

acks sur- Paderewski's desire Ignace, received his con- mbered and his n, an ob- d of his began to ry small elodies. wo vital gan to l which world's coun- es. iversity nulation n Paderewski's childhood, father—even nbrance was the s, being es from me. No



Once in Detroit a "big" car was placed at Paderewski's disposal. The driver started off at a forty-miles-an-hour clip. The pianist pleaded that the terrific pace caused the wind to hurt his hands and asked to be returned

nearest earthly approach, is only a mortal. And Paderewski is an old man, though a grand old man. He is still a legendary figure to Americans, and the forthcoming visit will perhaps take on the added aura of a swan-song.

Paderewski's personality is a conflicting make-up, or so it seems to the public. There are striking contradictions in his actions. For instance, he welcomes,

even craves the reaction and response of audiences, and he has been known to make available places in his audiences for many who applied to him. Yet when he made his radio broadcast from Lausanne last fall he requested that absolutely no audience witness the program visually. Perhaps it was consciousness of the medium, the responsibility, the anxiety to be transcendent.

At any rate, even Max Jordan, NBC European representative, had to hide himself behind a curtain in the studio in order to make his announcements.

Paderewski is not shy and ultra-modest. He is conscious of his great gift, but he does recognize that it is God-given and he is humble. He has been considered temperamental for some of his acts, such as quarrels over pianos and his demand for subdued light when playing. Such, however, is not temperament of the show-off variety. His acts are inspired and commanded by those keenly felt forces that dominate the nature of one whose every nerve is keyed to the pitch of near-perfection.

**PADEREWSKI'S** double claim to lasting fame rests solidly on his piano-playing perfection and distinctive service to his country as envoy to Washington and as Poland's first premier. In addition to his accomplishments as a virtuoso and a statesman, he has also gained distinction as a composer. His notable works include Minuet in G Major, Sonata in F Flat, Polish Fantasy for Piano and Orchestra, Variations and Fugue, Nocturne in B Flat, and Piano Concerto in A Minor, an opera, "Manru," and a Symphony in B Minor.

The public should be forever grateful to radio for making available to all—even though it may be approaching an echo—the miraculous music of the man who has felt the pulse of eternal melody, the man who loves America and its response to ideal harmony—Ignace Jan Paderewski.

# HIGHLIGHTS

## PREVIEWS OF SOME OF THIS WEEK'S BETTER PROGRAMS

### THE WEEK'S BEST DRAMA

Sunday, NBC

The need for a new spirit in the European and English theater at the close of the twentieth century was met in Henrik Ibsen's "A Doll's House." This play greatly influenced the more prominent English dramatists. Yet half a century ago drama students hotly debated over the place in drama of Ibsen, now recognized as one of the great figures. NBC's "Great Plays" this week presents an adaptation of "A Doll's House," with Vincent Price and Ruth Gordon in the leading roles. Both performers are well-known legitimate-theater stars.

|                      |                       |                       |
|----------------------|-----------------------|-----------------------|
| Eastern<br>1:00 p.m. | Central<br>12:00 noon | Pacific<br>10:00 a.m. |
|----------------------|-----------------------|-----------------------|

Sunday, NBC

The madcap daughter of a rich and doting father—a girl who believes in taking life in her own hands and playing the game her way instead of his—and gets the surprise of her life while doing it! That's the exciting start of "A Man and a Maid." This is a new and different type of starring role for Irene Rich, who has established herself as a leading radio-dramatic star after a long and distinguished movie career.

|                      |                      |                      |
|----------------------|----------------------|----------------------|
| Eastern<br>9:45 p.m. | Central<br>8:45 p.m. | Pacific<br>8:15 p.m. |
|----------------------|----------------------|----------------------|

Tuesday, CBS

"Puppy Love," a story by Ruth Adams Knight, is the fourth one to be heard on the "Dr. Christian" program concerning a seeing-eye dog. Mara, the dog owned by blind Peggy Foster, is poisoned by a woman who later repents and herself becomes interested in dogs.

|                       |                      |                      |
|-----------------------|----------------------|----------------------|
| Eastern<br>10:00 p.m. | Central<br>9:00 p.m. | Pacific<br>7:00 p.m. |
|-----------------------|----------------------|----------------------|

Friday, CBS

Although this week's offering has not yet been chosen, it is significant that Orson Welles and the Campbell Players are inaugurating a new policy in their dramatic presentations. Instead of dramatizations of older books and plays, the program will present new outstanding novels, "Four-Star Books," dramatized with famous guest stars appearing also.

|                      |                      |                      |
|----------------------|----------------------|----------------------|
| Eastern<br>9:00 p.m. | Central<br>8:00 p.m. | Pacific<br>6:00 p.m. |
|----------------------|----------------------|----------------------|

### THE WEEK'S BETTER PROGRAMS

KING SPEAKS Sun., NBC, CBS, MBS

King Leopold III of Belgium, preferring, perhaps, to forget the past for himself and his country, will speak on the subject "Toward the Future" in Belgium's salute to the New York World's Fair of 1939. The little country of Belgium, smaller than the state of Maryland, has had its share of tragedy. Heroic efforts failed to keep it from



War Admiral, great racing son of "Man o' War," shown above, left, in an early morning workout with a stablemate. will run Saturday at Hialeah Park, Miami, in Widener Challenge Cup race to be aired by CBS and MBS

suffering terribly as one of the pawns of the Great War. Then in 1934 the world was shocked by the news that King Albert had been killed by a fall from a rock precipice at the Marches Dames. The very next year Queen Astrid, wife of King Leopold III, died in an automobile accident near Lucerne, Switzerland. Still the royal ruler will rise above past tragedies to look "Toward the Future" of the world with a hopeful message from the Belgians, who certainly know how to appreciate peace and construction.

|                      |                       |                       |
|----------------------|-----------------------|-----------------------|
| Eastern<br>1:30 p.m. | Central<br>12:30 p.m. | Pacific<br>10:30 a.m. |
|----------------------|-----------------------|-----------------------|

BROTHERHOOD Sunday, CBS

With all the intolerance against race and creed in the world today, America

is one country which consistently tries to promote brotherhood between different religions and races within her shores. Of course, now and then cases of intolerance and prejudice crop out, but on the whole, America can pride itself upon a great measure of freedom of thought, speech and act, in comparison with other countries of the world. A special organization, for instance, the National Council of Jews and Christians, exists to encourage friendship and mutual aid between the two religions. Each year the council holds a brotherhood day. In a program this week celebrating that event, the main feature will be a reading by Fredric March and his wife, Florence Eldridge, of scenes from their current Broadway hit, "The American Way." Other fea-



President Franklin D. Roosevelt will address a joint session of Congress Saturday in commemoration of the 150th anniversary of the first Congress. Above: Mr. Roosevelt delivering annual message to 76th Congress Jan. 4

tures will be music by the Hall Johnson choir and a 50-piece orchestra directed by Mark Warnow.

|                      |                      |                      |
|----------------------|----------------------|----------------------|
| Eastern<br>5:00 p.m. | Central<br>4:00 p.m. | Pacific<br>2:00 p.m. |
|----------------------|----------------------|----------------------|

FREE SPEECH Sunday, CBS

Since the days when Patrick Henry pleaded for "liberty or death," America has prided itself upon being the land of freedom, including freedom of speech. There is today more than ever cause to give thanks for such liberty. The very fact that one can shout that there is no free speech proves in a measure that there is. Still, there are degrees, manners and interpretations of verbal liberties; and the whole question is being as hotly debated as ever before. There will, for instance, be plenty of zest in the question, "Propaganda and Free Speech," to be discussed by the "People's Platform" this week. The current dinner-table discussion will take place, for one night only, in the Cleveland Auditorium, where many of the 3,000 school-teachers and superintendents attending the annual convention of the American Association of School Administrators will gather to witness the broadcast. With Lyman Bryson as the regular host, the guest participants will be Clyde Miller, head of the Institute of Propaganda Analysis, Wilbur Forrest, executive assistant to the president of the New York *Herald Tribune*, Malcolm S. MacLean, dean of the General College of the University of Michigan, and J. Roscoe Drummond, executive editor of the *Christian Science Monitor*.

|                      |                      |                      |
|----------------------|----------------------|----------------------|
| Eastern<br>7:00 p.m. | Central<br>6:00 p.m. | Pacific<br>4:00 p.m. |
|----------------------|----------------------|----------------------|

"DAT'S SUMPIN!" Monday, NBC

"Ise de President," Andy tells Grover Whalen, director of the New York World's Fair of 1939, and the latter, for the sake of a radio program, will permit Andy to imagine he is the boss of the fair. The super-veteran blackface team, Amos 'n' Andy, will fly across the continent to give a preview—in character—of the fair this week. Coming at the close of the pair's eleventh year in the same radio series, the half-hour broadcast will be the first regular Amos 'n' Andy program with an audience present. Guided among the wonders of the big fair by its president, Mr. Whalen, Freeman F. Gosden and Charles J. Correll, in the make-up of Amos 'n' Andy, will describe in their familiar dialects the sights they see. Andy will undoubtedly get some big ideas for promoting a Harlem World's Fair—in cahoots with the Kingfish.

|                      |                      |                      |
|----------------------|----------------------|----------------------|
| Eastern<br>7:00 p.m. | Central<br>6:00 p.m. | Pacific<br>8:00 p.m. |
|----------------------|----------------------|----------------------|

BOOB BACK Monday, CBS

It was quite a while ago that Tom Howard was fired by his boss, the grocer, in Philadelphia for reciting "The

Face on the Barroom Floor" to all the customers. It was only a short while later that Tom bobbed up in vaudeville as the "boob" comedian. Then came the Greenwich Village Follies, Ziegfeld's "Smiles," movies with George Shelton, then radio. A boob incarnate, with his scarecrow clothes, horn-rimmed specs, and derby, the son of Ireland's County Tyrone is well known to radio, being especially associated with Rudy Vallee. The droll Howard with the Cassius-like "lean and hungry look" and his glib partner, George Shelton, have made many radio guest appearances in the past couple of years. Now they're back as regular stars, replacing veteran minstrel men Pick and Pat on the "Model Minstrels," beginning the new series on the air this week.

|           |           |           |
|-----------|-----------|-----------|
| Eastern   | Central   | Pacific   |
| 8:30 p.m. | 7:30 p.m. | 6:30 p.m. |

### ICKES SPEAKS Monday, NBC

Being the outspoken, hard-hitting speaker that he is, Harold L. Ickes sometimes leads our consciousness away from his actual official capacity—that of Secretary of the Interior. We are inclined to think of the blunt and brave Mr. Ickes as the man who tells Hitler where to get off, or as the accuser of the press on "America's Town Meeting," or as the handler of funds and projects. This week, however, listeners will hear Mr. Ickes speaking over the air strictly in his official realm. Speaking at a meeting in the Cleveland Auditorium, the Secretary of the Interior, under whose office is the supervision of all national parks and forests, will discuss "Our Natural Resources," a vital subject to Americans, who consider their land the most naturally wealthy in all of the world.

|           |           |           |
|-----------|-----------|-----------|
| Eastern   | Central   | Pacific   |
| 9:00 p.m. | 8:00 p.m. | 6:00 p.m. |

### OPERA UP TO DATE Monday, MBS

A couple out of the past will be brought up to date this week. "Samson and Delilah," Saint-Saens' intensely dramatic opera, will be presented by MBS as the seventh in its series of streamlined operas. The streamlining isn't so radical as to embrace giving Samson's hair an up-do. The modernization is chiefly in the libretto, which will be done in English, though with more appropriate language than ultra-modern slang and colloquialisms. The three major roles will be sung by opera stars. Attilio Baggio, formerly with La Scala in Rome, will be heard as Samson. Margery Mayer, young contralto of the Chicago City Opera, will appear as Delilah. The part of the Grand Priest will be handled by Mark Love, veteran Chicago City Opera basso. Henry Weber, well-known MBS maestro, is musical director for the streamlined series.

|            |           |           |
|------------|-----------|-----------|
| Eastern    | Central   | Pacific   |
| 10:30 p.m. | 9:30 p.m. | 7:30 p.m. |

### BRAINLESS TRUST Tuesday, NBC

Doc Rockwell, being himself somewhat of a screwball as radio comedians go, has decided that what this country—and radio—needs is a good five-cent screwball, even if he has to take plugged five-cent pieces. So he is gathering about him a group of associates called, for the sake of program titles, a "Brain Trust," and he is going to cure the country's ills with a forum. The new program, now in its second week, has boldly stolen the round-table idea,

but it has added such a twist of its own that the shape of the table wouldn't be recognized anyway. Forcing this capsule of dope down the throats of the public and chasing it with a shot of laughing-gas, Doc and his council, composed of such representatives of we, the people, as a club woman, a professional man and a businessman, will sit around and discuss unimportant topics of the day. The one inviolable rule is that all participants talk with their tongues in their cheeks.

|           |           |           |
|-----------|-----------|-----------|
| Eastern   | Central   | Pacific   |
| 9:30 p.m. | 8:30 p.m. | 6:30 p.m. |

### WOMEN ONLY Wednesday, NBC

"Adjusting Democracy for Human Welfare" is the slogan of the General Federation of Women's Clubs, and it will be the basis for a new type of radio forum to be inaugurated this week by the organization. The program will be a spirited symposium on the issue of the month as it affects women. The discussion will be continued at the conclusion of the radio program, with the active participation of a studio audience, something in the manner of "America's Town Meeting." All the stations carrying the program will be invited to have similar audiences, each under the chairmanship of a local member of the radio committee, so that individual expression is possible wherever the program is heard. Definite findings will be announced in a brief summary the following month, based on the opinions of all participating units. The first program will discuss the Patman Bill, vital to women as consumers.

|           |           |            |
|-----------|-----------|------------|
| Eastern   | Central   | Pacific    |
| 3:15 p.m. | 2:15 p.m. | 12:15 p.m. |

### SECOND WIND Thursday, NBC

Two guests who will appear on Bing Crosby's program this week are both beginning careers—or such are the indications. Both, moreover, are beginning their second careers. One is Joan Bennett. The other is John Payne. The lovely film star of the famous acting Bennett family has long been an established favorite, but her roles were of the more straight, solid type. She was grooved. Then she put on a brunet wig, unlimbered her sex attraction and shocked the public into recognizing her as a new glamour girl—a new Joan Bennett—with her role in "Trade Winds." John Payne, nephew of the man who wrote "Home, Sweet Home," was well on the way up the movie ladder once, then quit when they cut his pay. Now he's back with a bang. His feet have been planted on the ladder with notable parts in "Garden of the Moon" and "Wings Over the Navy."

|            |           |           |
|------------|-----------|-----------|
| Eastern    | Central   | Pacific   |
| 10:00 p.m. | 9:00 p.m. | 7:00 p.m. |

### HAPPY BIRTHDAY! Saturday, NBC, CBS, MBS

Towering back of the seat of Senator Borah, Daniel Webster thunders a warning or a prophecy. Fiery Calhoun smolders in the air above fiery Senator Glass. Henry Clay stands in the shadows back of Secretary of State Cordell Hull, quietly and forcefully driving the nails of construction. On the rostrum behind President Franklin D. Roosevelt sit thirty glorious imaginary figures—some of them spirits—presidents of the past. It is the 150th anniversary of the first Congress of the United States, and Congress has a



King Leopold III of Belgium, left with brother, Prince Charles, will salute World's Fair, Sun., all nets



Tom Howard (right) and George Shelton, comedy team, begin series on "Model Minstrels," Mon., CBS



Lovely film star Joan Bennett, who is gaining fresh screen attention, visits Bing Crosby, Thursday, NBC



Henry Weber, MBS musical conductor, directs streamlined version of "Samson and Delilah," Mon.

mighty tradition to carry on. Saturday of this week the two Houses will meet in joint session, along with the cabinet, Supreme Court members, diplomatic corps, and army, navy and marine officials, to commemorate the occasion. President Roosevelt will deliver an address to the assemblage in honor of the birth of our great democracy in 1789. The broadcast will be heard over nation-wide facilities, and will reach the rest of the world via short wave, with foreign translations of the speech.

|            |            |           |
|------------|------------|-----------|
| Eastern    | Central    | Pacific   |
| 12:00 noon | 11:00 a.m. | 9:00 a.m. |

### THEY'RE OFF! Saturday, CBS, MBS

The cream of the horseflesh crop will battle it out Saturday to determine which one can whip the rest of the cream for the Widener Challenge Cup with \$50,000 added. The race is at Hialeah Park, Miami, Florida. War Admiral, one of the greatest American race-horses of all time, will compete. Some of the other outstanding equine stars of the turf are expected to run—Stagehand, winner of last year's Santa Anita Handicap and Santa Anita Derby, Lawrin, winner of last year's Kentucky Derby, and Dauber, winner of last year's Preakness. War Admiral won this race last year. Can he repeat?

|               |           |           |
|---------------|-----------|-----------|
| Eastern       | Central   | Pacific   |
| MBS 4:00 p.m. | 3:00 p.m. | 1:00 p.m. |
| CBS 4:15 p.m. | 3:15 p.m. | 1:15 p.m. |

### SCHEDULE CHANGES

(Consult the program listings for your local station)

### NEW PROGRAMS

"Raymond Paige, 99 Men and a Girl" (U. S. Rubber Company) made its debut Wednesday, February 22. This program, headed by Raymond Paige conducting a 99-piece orchestra, and featuring Hildegard as vocalist, highlights unusual instrumental combinations and a male chorus of eight voices.

|            |           |           |
|------------|-----------|-----------|
| Eastern    | Central   | Pacific   |
| 10:00 p.m. | 9:00 p.m. | 7:00 p.m. |

### PROGRAM CHANGES

"It Can Be Done" (Household Finance Corporation), with the "poet of the people," Eddie Guest, was heard at a new time starting Wednesday, February 22.

|            |           |               |
|------------|-----------|---------------|
| Eastern    | Central   | Pacific       |
| 10:30 p.m. | 9:30 p.m. | Not Available |

Eugene Ormandy (Ford Motor Company), who is replacing Wilfred Pelletier on the "Sunday Evening Hour," takes over the baton for a series of concerts with the Ford Symphony Orchestra beginning Sunday, February 26.

|           |           |           |
|-----------|-----------|-----------|
| Eastern   | Central   | Pacific   |
| 9:00 p.m. | 8:00 p.m. | 6:00 p.m. |

Wilfred Pelletier (Sherwin-Williams Paint Company) returns to the podium of the "Metropolitan Opera Auditions" Sunday, February 26.

|           |           |           |
|-----------|-----------|-----------|
| Eastern   | Central   | Pacific   |
| 5:00 p.m. | 4:00 p.m. | 2:00 p.m. |

Tom Howard and George Shelton (Model Tobacco), vaudeville and radio stars, join the cast of "Model Minstrels" program as featured comedians. They supplant Pick and Pat on the broadcast starting Monday, February 27.

|           |           |           |
|-----------|-----------|-----------|
| Eastern   | Central   | Pacific   |
| 8:30 p.m. | 7:30 p.m. | 6:30 p.m. |



Nelson Eddy is a star of radio, screen and concert—with a legion of "die-for-dear-Eddy" fans

shrubbery grew. He turned for one farewell look at his home—security, food, mother—and his home was out of sight behind the shrubs. A horrible fear set upon him. His little world had vanished. His mother wasn't there to comfort him. Out yonder was the big world where boys called one another "Brick-Top" and "Skinny." And where they fought and clawed to acquire possessions, and schemed to keep them. It was an ugly world, and Master Nelson suddenly decided he wanted none of it, so he sat down and bawled.

His mother found him and soothed his fears.

Nelson Eddy vaguely remembers the incident, but it was the nearest he ever came to a great adventure. The Nelson whose name he bears was the scourge of an empire and blasted a path to Suez and opened the road to Mandalay. Now Nelson Eddy sings about them.

The story behind Nelson Eddy is the story of his mother, who had blue eyes, a wandering husband and a son who could sing. They came up the hill together. They never had much, and what little they had they worked for together. The boy had the flaming hair of a fighter but the soul of a poet, and his emotions were always scrambled. The only happiness he knew as a child was with his grandparents and mother and he was scarcely dry behind the ears before he had to choose between his father and his mother.

HE USED to write obituaries for a newspaper, and critics have tried to write his for many years with such sly digs as "fixation" and "introvert" and "egoist." But his fans will rise up and smite the critics who gouge Nelson, and the most powerful oracles in Hollywood weigh their words when they poke satire at him, for he is the idol of the masses. He is a camouflaged ballader, but he sings like a swash-buckler, and when he sings of Mandalay ten million Americans want to go there—they can hear the temple bells.

## CAMOUFLAGED BALLADER

IS NELSON EDDY THE DR. JEKYLL  
OF HIS MANY FRIENDS OR THE MR.  
HYDE OF HIS CRITICS—OR BOTH?

BY JAMES STREET

No singer of recent times has enjoyed a greater following than Nelson Eddy. Unfortunately, the sort of man he really is has been obscured by press-agents and writers. Colored stories and "stunt" yarns have been invented to excite the public. Naturally, critics have taken him to task and invited him to get off his high horse. But is he on a high horse? RADIO GUIDE invited James Street to get the facts and write whatever he learned for its readers. We present herewith the first of two articles on Nelson Eddy, unvarnished, without bunk, and true to life.

THE little red-haired fellow who lived in the big house at the foot of College Hill in Providence was very unhappy that morning and, in the grip of an emotional spasm, had decided to run away.

The other kids laughed at him and called him "Brick-Top." That seared his sensitive spirit, for his mother, his shield and buckler, had told him

he inherited his red hair from her. Mrs. Isabelle Eddy had auburn hair.

She sometimes called her only child "Darling," but generally she called him Nelson because she was proud of the name, and so was he. It was a good, solid name for a boy—Nelson Eddy, as British as raw beef, punk puddings and Cheddar cheese.

There was a strange stirring in Nelson's heart, a great yearning to see what was out there in the world beyond his mother's shadow. All boys suffer the same pangs. It's the yen that leads boys to cut the apron-strings and strike out, it's the yen that creates wandering minstrels, swash-bucklers, merchant princes, vagabonds.

And so little Nelson Eddy walked out of the front door and down the path that led to high adventure. No more would he suffer the outrages of "Brick-Top" and "Carrot Head," and he'd lick the boy who called him such.

Out of the garden and across the lawn and around the bend where



And being a democrat and not a critic, I say the masses can't be wrong.

The first Eddy who came to America spelled his name Eddy, and he must have been quite a guy.

"The family missed the *Mayflower* by about ten years," Nelson said. "John Eddy was the first over from England and he settled in Massachusetts. I don't know what he did for a living."

Mr. Eddy's means of livelihood apparently were subject for debate in the colony, for when Governor Winthrop decided to take a census of the colony and went around asking the boys what they did, he was stumped by Brother Eddy. So the Governor wrote in his roster, "John Eddy, Gentleman." Which was a nice way of saying Brother Eddy didn't do anything.

**NELSON'S** grandparents were Mr. and Mrs. Isaac N. Eddy of Pawtucket, R. I., where Mr. Eddy was president of the ice company and a solid citizen, a mixture of New England puritanic simplicity and British pride. The boy's father was William Darius Eddy, a mechanical engineer and maker of naval gadgets.

Mr. Eddy would never stay put. He apparently was not the type to sit down and cry when beyond the shadow of his home. He had a trace of that old wanderlust, a heritage from the English who sailed up the Road to Mandalay instead of singing about it. He married Isabelle Kendrick, daughter of Caroline Ackerman Kendrick, a well-known oratorio singer in her time. Mrs. Eddy was a mixture of Dutch and English.

Nelson says he inherited his love of music from his mother. He never says much about his father, but his father also was a musician, and so was Grandpa Eddy.

Nelson was born in Providence on June 29, 1901. His father worked at the naval torpedo station at Newport, and on Sundays Mr. Eddy sang bass in the Universalist Church Choir at Providence. Mrs. Eddy was soloist in the Church of Transfiguration. Even there was a split between his father and mother. The boy must have wondered why his mother and father didn't sing in the same choir.

Mr. Eddy also beat the bass drums, but he couldn't hold a candle-light to



Above: Nelson Eddy with grandparents Mr. and Mrs. Isaac Eddy. Nobody in Little Rhody could punish that big drum as Grandpa Eddy punished it. For 55 years he beat the same old drum!



Nelson Eddy led a normal childhood, boating and fishing on Narragansett Bay and playing baseball. His red hair was the object of much ridicule, and one time he got into a scrap over it

Grandpa Eddy. Now, there was a drummer! Nobody in little Rhody could punish the big drums as Grandpa Eddy punished them. For fifty-five years, come hell, high water, wars and depressions, Grandpa Eddy beat the same drum. He was a tower of strength in Reeves' American Band, and Brown University gave him a plaque for playing at the institution's commencement exercises for fifty years and never missing a beat.

Nelson's father was pretty good with the brass drum, however, and was drum-major with the First Regimental Band of the Rhode Island National Guard. During those happy days the

boy was rather close to his father.

"He used to take me along when the band went to encampments at Fort Greble," Nelson said. "I was the band mascot. The mascot had to wash dishes, too."

His home at the foot of College Hill was not in the city's most exclusive section, one acquaintance recalls. That's much in Nelson Eddy's favor, for the boys who cross the railroad tracks and storm the hills usually pass the boys who ride up the grade on their daddies' coat-tails.

He led a normal childhood, boating and fishing on Narragansett Bay and playing baseball in Roger Williams

Park. His red hair was the object of much ridicule, and once Master Nelson got in a fight because a fellow called him "Brick-Top." But Master Nelson made a mistake. The kid he jumped on was named Kelly! Dear! Dear! Mister Eddy! Won't you Englishmen ever learn to leave the Irish alone?

"The kid whipped me," said Nelson.

He spent some of his happiest days in the farmhouse of his grandparents at Pawtucket. "I couldn't tell any part of my life-story without talking about my grandparents," he said. "They are more important in my life than I am. Grampa died recently. I hope I will be able to carry on some of his noble traits for a long time.

"I spent most of my week-ends in their home, and it was there, with them, that I learned many of the lessons that have served me all my life. My grandmother taught me a reverence for the old things hallowed by long love and service, and the value of gentleness, kindness and simple living.

"I spent many dreamy hours among the old knickknacks and daguerreotypes of that sweet-smelling old house. I played with the toys my grandfather had as a boy, I ate the cookies Gramma made for me and no food ever tasted so good.

"Memories come today of ginger, stubble fields of timothy hay, apple trees, attics with trunks and castoffs, mahogany chests, chrysanthemums, feather beds, the large Bible on the organ, and hymns and church."

Bravo! And that, Mister Eddy, is a fancy bit of word-wrangling, a nostalgic spree of verbiage. It should be put to music, but I'll bet you dared not chuck those double-jointed words at your city editor when you were a reporter.

Nelson was never a brilliant student. He never had a chance to be, for every time he got settled his father would take another job and he away, and the boy had to swap schools. He attended New Bedford's Dartmouth Street Primary School, Rhode Island Normal School in Providence, Edgewood Grammar School in Providence and Grove Street Grammar School in Pawtucket.

(Continued on Page 35)



The story behind Nelson Eddy is the story of his mother, who had blue eyes, a wandering husband and a son who could sing. They came up the hill together and worked for what little they had. Above: Nelson and Mrs. Eddy



Alexander Smallens, although Russian-born, has been closely identified with musical developments in America for the last two decades. Under his direction, Eddy toiled through twenty-three operatic roles

# THE RADIO PLAYBILL: THIS WEEK—"BIG TOWN"

"BIG TOWN" is a radio phenomenon. In two and one-half years it has risen from a humble beginning to a place among the three top dramatic shows and the ten most popular

broadcasts on the air. It is not a magic miracle but a sound formula that accounts for such a sensational climb. The show presents well-written dramas, but more than that, it depicts bed-rock

and realistic American life without detracting from the excitement of newspaper publishing. It may be heard Tuesdays over CBS at 8 p.m. EST, 7 CST, 6 MST; for the West, 9:30 p.m. MST, 8:30 PST.

Photographs by Gene Lester and Ned Scott



**E**DWARD G. ROBINSON, screen star who became radio's top-paid dramatic star, plays the part of Steve Wilson, managing editor of "The Illustrated Press," the crusading newspaper of "Big Town," which might be any city



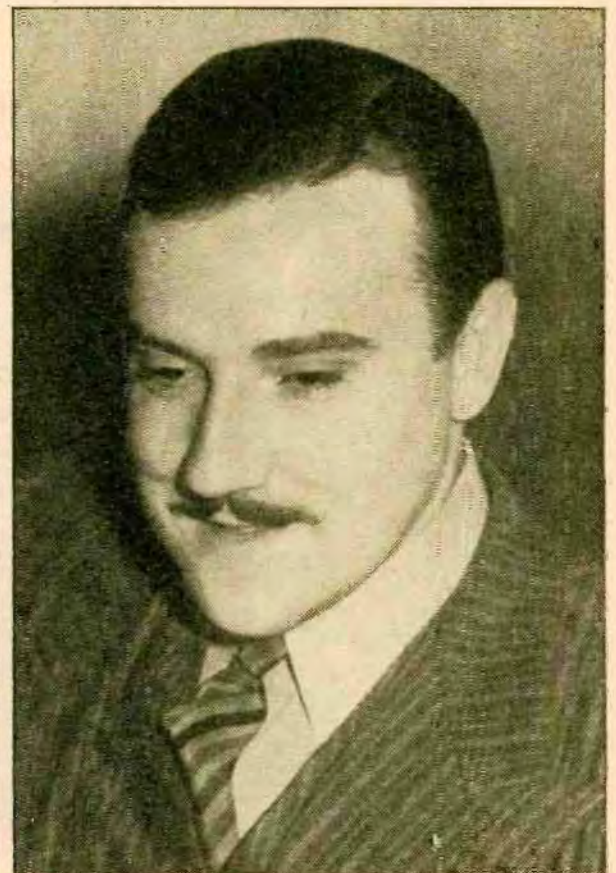
**C**LAIRE TREVOR, radio and film star, plays the part of Lorelei, the paper's society editor. Lorelei is first a woman, second a woman with a man's slant on politics and journalism. She aids Steve in his war on dishonesty



**T**OMMY HUGHES (played by Ed MacDonald) is a fearless, imaginative reporter. MacDonald is heard also in various emotional roles in the show



**L**OU MERRILL, whose resemblance to Robinson is pictured above, is actually the star's stand-in and portrays some of the sinister villains



**D**IST. ATT'Y MILLER (Gale Gordon) is sometimes embarrassed because Steve uncovers evidence the prosecutor has steered away from



**CY KENDALL**, veteran radio and screen actor, does heavy duty, for he portrays various political grafters that Steve is always fighting



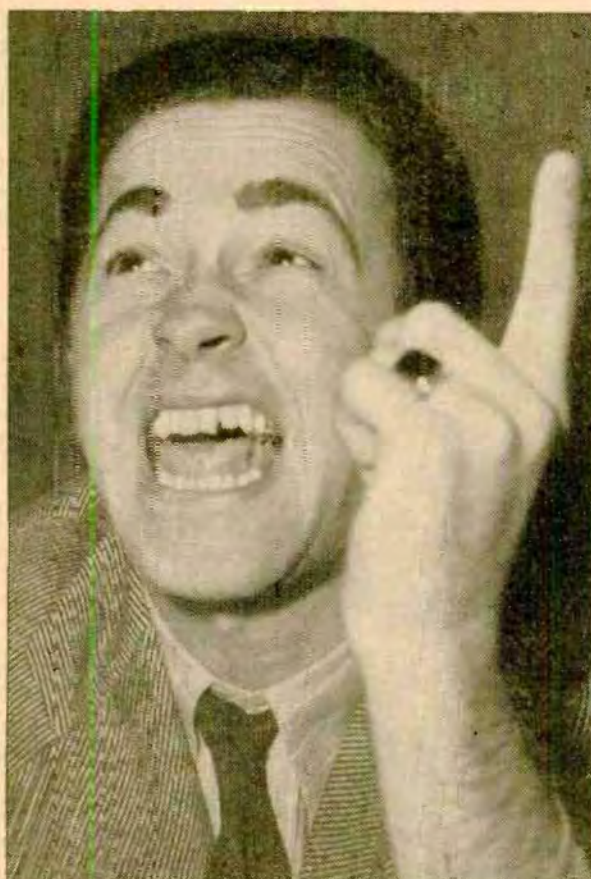
**MISS FOSTER** (Helen Brown) is Wilson's busy, long-suffering secretary. She is blustering and sly, adding a touch of her own to the office



**PAULA WINSLOWE** does emotional roles, such as heartbroken wives whose husbands are victims of gangsters. She formerly played Miss Foster



**JACK SMART**, versatile and prominent radio actor, does the comedy parts. He scored brilliantly as drunken Toby on Christmas week's show



**JERRY HAUSNER**, diminutive actor, is "Big Town's" jack-of-all-trades. He portrays anything from street urchin to a tough racketeer



**CARLTON KADELL**, handsome veteran announcer of the program, eats apples at rehearsal, collects phonograph records as a hobby



**CLARK ANDREWS** is producer of the show. Claire Trevor is his wife. The romance began soon after the program was introduced to radio

**NEXT WEEK:  
"THOSE HAPPY GILMANS"**



Radio has become a great aid in the educational work of formerly under-privileged country schools

That broadcast was not a single phenomenon. It was only the first in a regular new series of broadcasts, each one of which this year is now being presented from the auditorium of a different New York City public high school. It was presented with the enthusiastic approval of the New York City Board of Education and endorsed by the mayor and the United States commissioner of education as an "invaluable help to the educators of our nation." And it was a symbol of the cooperation that exists between radio and educational circles today.

Radio-education is coming of age in a manner undreamed of ten years back.

Today, educational radio programs not only come from schools but from all types of cultural centers—from colleges, libraries, museums, educational conferences, the book-lined studies of famous men, the star-strewn domes of observatories and planetariums. "New Horizons," for example—the Wednesday afternoon series of the "American School of the Air"—is produced from the very halls of the American Museum of Natural History. Each week our CBS radio actors and producers go up to its great brownstone building on Seventy-ninth Street and Central Park West. And there, amid the fossils of dinosaurs, the skeletons of giant whales, they set up their equipment and go on the air with stirring dramas of exploration. Dr. Roy Chapman Andrews, the museum's famous explorer-director, comes down from his office to appear on the program.

Great educational organizations now participate in the planning and production of radio-education programs. The National Education Association, which represents more than a quarter-million school-teachers and administrators, is now cooperating with CBS on two "American School of the Air" programs—"This Living World" and "New Horizons." The Progressive Education Association, which numbers about ten thousand teachers, assists in

# 100,000 CLASSROOMS CAN'T BE WRONG

IN AN AGE OF REVOLUTION WITH SWORDS AND GUNS AMERICA STRIKES A BLOW FOR PROGRESS WITH RADIO

BY STERLING FISHER

**A** REVOLUTION has taken place in the attitude of educators toward the use of radio in the classroom.

Nine or ten years ago, when the representative of a radio station went to call on the principal or superintendent of a school to make inquiries regarding the use of radio programs, he would more often than not be greeted with the icy rejoinder, "Sorry, but we have no place in our curriculum for entertainment."

But 1930 is not 1939—in radio-education as in many other fields. And something happened a few weeks ago—on the afternoon of February 9, to be exact—which proves it graphically.

On that day, a program in the CBS education series, "The American School of the Air," complete with cast, musicians, and sound-effects men, moved wholesale into the auditorium of a great high school in the city of New York. While 1,200 girls sat in rapt astonishment, looking on, that radio program went on the air from the stage of that school—broadcast out of the auditorium to thousands of classrooms, thousands of school auditoriums and thousands of homes all over the United States. Twelve hundred girls saw new facts about history, about current events unfolding before their eyes in a way altogether new and arresting to them. One hundred teachers saw the solid facts of their text-books brought vividly and accurately to life.



Radio-education is "catching on" today with educators, students and public. At least four hundred city school systems have installed radios so pupils can listen to educational programs. Above: Classroom listening-hour in city school

producing the Monday afternoon program, "Frontiers of Democracy." "Tales from Far and Near," the Friday afternoon literature series on the "American School of the Air," is a joint cooperative project of the Association for Arts in Childhood, the National Association of Teachers of English, and the American Library Association.

The services of distinguished writers, doctors, lawyers, astronomers, explorers, scientists, and professors are employed in presenting educational programs. The scripts produced on daytime hours are being written by some of the best radio-writers in the profession. They are performed by professional actors who are also heard on some of the biggest commercial hours. In other words, the broadcast standard of these programs, which are heard in the daytime hours, when most of the listeners are children in school or housewives in their homes, are of the highest.

**E**DUCATIONAL programs are coming of age not merely in their quality but in the growing breadth of their appeal.

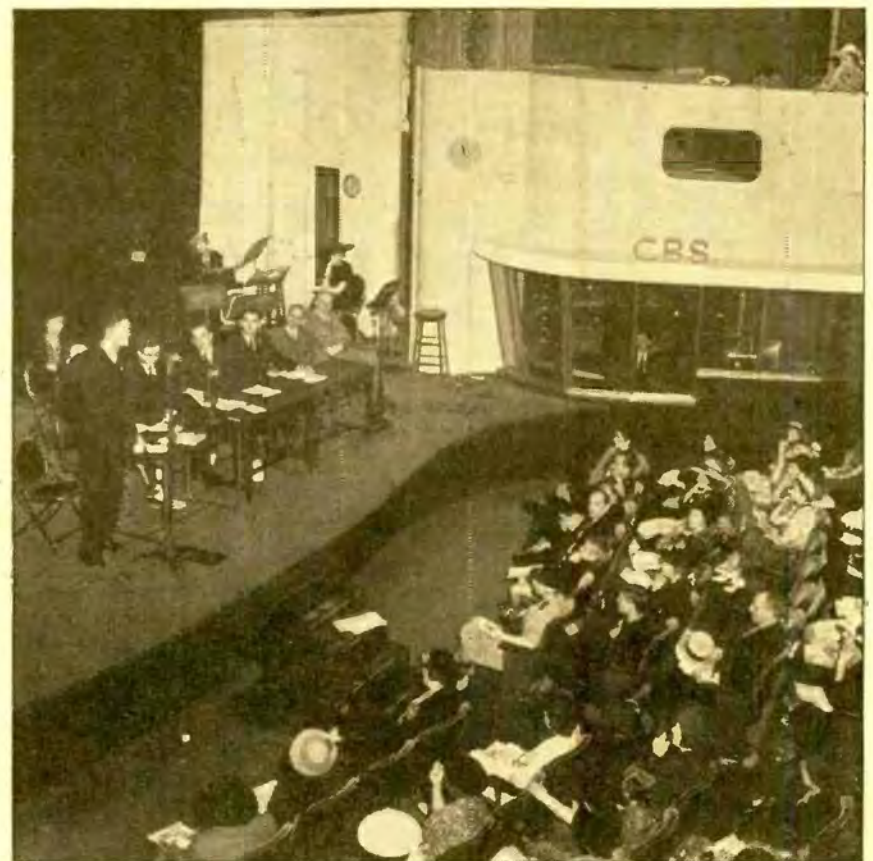
Today the "American School of the Air," which represents only one aspect of Columbia's many educational series, is heard in some 100,000 classrooms by an estimated 3,000,000 children every day. These include the cosmopolitan groups found in city schools, children sitting at the rustic desks of country schoolhouses, in "progressive" private schools, Indian children on reservations, and even orphans and the handicapped in private and public institutions. At least four hundred great city school systems have installed radios in their classrooms and auditoriums, so that the pupils can listen to radio-education during the week. The number is constantly growing. Columbia's station KLZ reports that the "American School of the Air" programs are now being listened to throughout the entire school system of Denver. In Chicago, where the "American School of the Air" is rapidly becoming a regular part of the school curriculum. Mrs. Lavinia Schwartz, education director at CBS station WBBM, received requests

for more than three thousand of its teachers' manuals. The New York City school system recently asked for ten thousand of these specially printed manuals, to be distributed among its teachers.

All we can think from these simple but exciting facts is that radio-education is "catching on" today as it has never done before.

How has this happened? First of all, there has been a very realistic basis for this revolution—and that is, I think, the change in attitude toward education on the part of the American public itself. The depression, with all its painful financial and spiritual crises, has turned people away from the pursuit of pleasure for pleasure's sake and made them realize the value of an education. Since 1930, people have been buying more books and more music and attending more free lectures and educational courses than ever before. Today the high schools and colleges are packed with young people, old people, anxious to perfect themselves still further for life.

Radio, like every other cultural force in this country, has responded to this challenge. Every new series CBS has added has been created and produced because of a popular de-



Sterling Fisher, CBS Director of Education, addressing first CBS Teachers' Institute held in 1938.



"Americans at Work," educational program, brings spot broadcasts of jobs such as tunnel work (above)

tonia, Japan, and many other countries, and picked up by short-wave the voices of children singing the songs of their native lands. To bring these authentic, picturesque programs into the American classroom, it was necessary to meet all the complicated problems of international broadcasting, including the differences in time.

For example, when a group of Japanese children broadcast their native songs from Tokyo, they had to go on the air at three o'clock in the morning in order to be heard in America at 2:30 p.m. the day before. They came from a little school in the country, and to get them all together Columbia's representative had to arrange for them to be lodged in a hotel for the night. At two o'clock in the morning he had to wake them up for the broadcast, get them down to the studio, and finally see that they were returned safely to their homes after they had rested up from the excitement of having broadcast to far-off America.

We have examined and tested many different educational subjects in an effort to find those that are peculiarly suited to the medium of radio, and experience has shown that certain subjects are much better adapted to the air than others. At present our "courses" on the "American School of the Air" are in the fields of vocational guidance, music, geography, natural history, current events, and literature. All are subjects that have a tested, universal appeal, and are "natural" to the medium of network radio.

In preparing our educational programs, we do not attempt to work alone in any single aspect of the job. Instead, radio now calls upon a host of educators to assist and advise it every step of the way.

mand. With statistics showing that all over the country older men and women were attending night school and colleges, CBS last year called in an adult-education board composed of thirteen eminent Americans and asked them to help work out additional educational programs. The programs, "Americans at Work," which brings tunnel-workers, fishermen, steel-workers, cowboys, to the microphone for a discussion of their daily jobs; "The People's Platform," radio's dinner and discussion party of the air; "Adventures in Science," and others, have all been the result of their conferences.

With its world-wide contacts and facilities, radio has sought to bring to classrooms great personalities, important events and resources of artistic talent available through no other agency. On a folk-music series for the "American School of the Air," for example, we went directly to France, Lithuania, Latvia, Wales, Es-

It requires many months to prepare the "American School of the Air" series for the airwaves. While the programs of one "school year" are still being produced, we are already conferring with our board of consultants, which is composed of school principals and superintendents, educa-



Distinguished men are giving their services to radio-education. Above: H. L. Mencken (left), discusses American speech with Dr. William Cabell Greet

# IN NEW YORK



—Gene Lester

Ray Noble, English bandleader, works with Burns and Allen whether they're in Hollywood or New York. Above: With pet kitten "Minor"



On her trip east, soprano Marion Talley (right) visited with soprano Mary Eastman at rehearsal of CBS "Saturday Night Serenade"



Joan Edwards, vocalist with Paul Whiteman's orchestra, Wednesday night over a CBS net, rehearses as maestro Whiteman listens

NEW YORK.—Although it's true the movie exhibitors are making every effort to have more of the movie stars taken off the air, just to keep the records straight, the "Good News" show is not folding after the broadcast of March 30, as you may have read. The program will continue at least until July 1 and perhaps longer . . . It will be sad news for many listeners, including your reporter, to learn that the Fred Waring airing will fold after this Saturday night's broadcast. I hope another sponsor will grab the Waring show before long. It's too good to be off the air . . . Another good show is being given consideration by several sponsors. I refer to "This Is New York," which has clicked big and is taking many listeners away from the Charlie McCarthy stanza . . . Amos 'n' Andy will be in New York for their broadcast this Monday night, which will be the first of their own shows to be put on before a visible audience. Edwin C. Hill is relinquishing his fifteen-minute spot so that A & A can have thirty minutes to give a preview—in character—of the New York World's Fair. I'll be there and will report the happenings . . . The networks are preparing to give a complete detailed report of the visit of King George and Queen Elizabeth to the United States and Canada. They are expected to arrive in the U. S. A. about June 7 . . .

Ted Collins is thinking of changing his mind about taking the Kate Smith show to the West Coast. He probably realizes that the Rudy Vallee show slipped considerably when it was in California because suitable talent was lacking.

A picture company is dickering with the authors of "Her Honor, Nancy James," to make the radio serial into a movie . . . Mel Allen bowed out as commentator on the CBS "Swing Session" because of the heavy work entailed in gathering material for his daily sports-casts . . . Announcer Ben Grauer, who assists Kay Kyser now, has a quiz show of his own on Sundays. It's called "Name the Place," in which contestants are asked to identify localities all over the world . . . "Just a Little Girl," which is the theme song of Jack and Loreita Clemens, was given to the radio stars by listener S. B. Fishburne of Asheville, North Carolina, who wrote the song and is now in New York working for a music publisher . . . Kay and Eileen Burns, who are the "Campus Kids" heard over the NBC networks, are really the son and daughter of the "Sylvesters," who are familiar to anyone who went to see vaudeville shows in the good old days . . . The voices of Jessica Dragonette and Lanny Ross will be heard in "Gulliver's Travels," which is being made by Max Fleischer, to be ready for the screens around Christmas time . . . The New York radio film critics have formed a "Circle" and will put their heads together and issue weekly reports on films . . . Now that the American Federation of Radio Artists won out and their demand for a higher wage scale is being met, I wonder if that man who conducts a weekly one-hour show hasn't a broken heart. Despite the fact that his salary has always been in four figures, he paid his announcer the huge sum of \$3.50 per broadcast, Ripley it or not. But now he has to pay the regular scale of \$35, which is still much less than any other announcer gets for a one-hour commercial program.

If the radio stars continue to get into trouble, it won't surprise me if the new radio contracts have an extra morality clause included, similar to those contained in most movie contracts. First it was George Burns and Jack Benny getting mixed up in the smuggling case, then we read about Pick (of

Pick and Pat) being arrested, charged with carrying a gun without a permit, and then Rudy Vallee having to answer a court summons for allegedly striking a waiter in Miami, Florida. Incidentally, CBS issued orders forbidding their regular news commentators from making any reference whatsoever to the George Burns case.

## Seen Behind the Scene

After they closed at the Pennsylvania Hotel, Kay Kyser and Ginny Sims caught a train for Florida and had a six-day vacation between broadcasts. They were all sunburned and looked disgustingly healthy when I saw them. Before the Kyser broadcast hits the air, a handsome usher brings out the bowl containing the numbered stubs to select the contestants. Kay looks at the good-looking lad and admonishes the head usher, "Next time I want a homely usher standing next to me; I don't want this contrast any more." One-half minute before airtime, Ben Grauer shouts into a dead mike, "This is WPA, New York" . . . I asked Sully Mason what he did during the six days he had off. He said, "I went to the movies during the day and listened to radio programs at night—and are some of those programs terrible."

CBS announcer John Allen Wolf was fingering his eye-glasses while reading his script during a program the other day. His glasses fell to the floor and broke in many pieces. John Carlile, head of the production department, suggested that Wolf go to his eye-doctor for an examination for new glasses, because he was one of the best in the city. He got an appointment that afternoon, and after the examination the doctor said, "Young man, you don't need glasses. Your eyes are the second best pair I've ever examined." When the announcer told me this story the other day, he added that his eyes have felt

# AIRIALTO LOWDOWN



BY MARTIN LEWIS

much better since he hasn't worn glasses.

Fred Allen dug way down in an old trunk to get those balls that he used for his juggling bit on the program the other Wednesday. You can take my word for it, Allen is an expert juggler, and although he's out of practise he was throwing three balls up in the air, let one hit his knee, then it would drop to his right foot and he kicked it back up in the air again—not bad at all . . . Pretty Betty Field, who plays the part of the daughter in the "Aldrich Family" sketches on the Kate Smith shows, comes to the microphone wearing dirty overalls and an old beret. Betty is playing in the Broadway play, "Primrose Path," and this is her first-act costume. When she is through broadcasting she has to rush right to the theater, as does the "son" and star, Ezra Stone, who is appearing in "What a Life."

Studio 3-C, where the "Valiant Lady" program starring Joan Blaine is in rehearsal, looks like one of those mystic mazes at an amusement park. You can't see what's going on, for when the members of the cast are working, they're hidden behind tall screens placed around each microphone. There's a break before the dress rehearsal and Joan comes out from behind one of the screens, followed by actor Bill Johnstone (Jim Barrett), who is ribbing her about her silly little bonnet—a heart-shaped morsel of black velvet on her forehead with a large red velvet rose in the center. Vincent Price (Paul Morrison), made up for a matinee performance of "Outward Bound," is deeply engrossed in his script—wants to be sure he doesn't pull any "fluffs" when he debuts in his first continuous radio part.

HOLLYWOOD.—Russell Birdwell, rising young publicist of this town, and former New York newspaperman, wrote a book about his adventures as a reporter. It is entitled "I Ring Doorbells." Inspired by his tome, lyricist W. W. Ferguson and tunesmith Lew Forbes turned out the song "I Ring Doorbells," which Shep Fields first aired last week. The song, whose lyrics are made up of newspaper headlines, *couldn't* be broadcast as it first was published (and is still available on the sheet-music counters) because—because, tsk! tsk!—the newspaper headlines making up the words were considered too naughty or something, so NBC and CBS insisted that they be purified for the radio. What do you think? Below are given first the original lines, and immediately following, in italics, the same with stingers removed:

King Loves Redhead, Vacates Throne  
*King Loves Princess, Gets New Throne*  
 Hitler-Mussolini Plot, I Ring  
 Doorbells to Find Out What;  
*Research Men-Professors Plot, I Ring*  
 Doorbells to Find Out What;  
 Gun Moll Sticks Up Petting Pair,  
*Night Club Fan Gets Breath of Air,*  
 Mae West Models Rigid Hip  
*Tarzan Trips in Tree Top Skit*

#### Off Live Mikes . . .

Catch the real lowdown of the movies vs. radio tempest later in this pillar . . . When Joan Crawford scanned the script first set for her appearance on Jesse Lasky's "Gateway to Hollywood" on February 12, she thumbed it down; insisted that material written by her very good number-one boy friend, Charlie Martin, be used. She won . . . But regardless, she was the usual sad, nervous wreck she always is after a broadcast . . . With Ronald Colman exiting from the show to take "a vacation" and Cary Grant serving notice he'd have to delay his four other contracted appearances

until he'd completed his currently shooting film, "Our Wives," your correspondent is beginning to wonder who is giving "The Circle" a runaround and why? What's that they say about sinking ships? . . . Meantime Basil Rathbone will stop-gap the panic and his first appearance indicates he can do it . . . Virginia Verrill proved a true heroine on Sunday, February 12, when her car, in which she had two cousins from Chicago sightseeing on Lookout Mountain, developed faulty brakes just as she started down the winding, steep grade. Sideswiping fences and dirt-cut sides of the road carefully, she finally arrested the mad flight of the vehicle with a minor crash against a parked car without injuring her passengers and limiting her own hurts to a cracked shoulder-blade and a possible rib fracture. Good girl! . . . Eddie Cantor is quietly gathering a collection of Will Rogers manuscripts and first editions . . . The new radio-artists union, AFRA, threw the scare into Sunday's "Screen Guild Show" and made Spencer Tracy and Olivia de Havilland join up an hour before airtime, although they were appearing gratis for a Guild benefit! . . . Now it comes out. When Noel Coward disappeared after his guest turn on "The Circle," he went roller-coaster riding with Ronnie Colman!

#### Purely Personal . . .

The ex-Ruby Taylor of Amos 'n' Andy fame, Elinor Harriot, and her hubby Frank Nathan, will be threeing in July . . . It's that serious between Irene Rich and cowboy film star Addison Randall that he's moved into a Sunset Towers apartment just to be near her . . . Claude Stroud and Gloria Brewster said their I do's in Miami, Florida, February 12 . . . Narrator Conrad Nagel escorted Joan

Fontaine, his sweetiepie, to February 12th's "Silver Theater."

#### Couldn't Be Halitosis

Dale Carnegie, illustrious author of "How to Win Friends and Influence People," lecturer, columnist and broadcaster, arrived here on the gravy-train bearing newspapermen to the San Francisco World's Fair—and promptly began mixing up all of the names of people he met. At NBC, his tour host, Lew Frost, became "Mr. Rice." Later, he met Donald Dickson, the baritone, and made a date to interview the singer a few hours later. But Carnegie forgot; stood Dickson up! . . . That night, while his tour pals were having a whale of a time at the Cocomanut Grove, Mr. Carnegie sat alone, looked quite dejected about the whole thing. Just as if he hadn't a friend in the world.

#### No Smoking in the Studios!

Next pet story of the week has to do with the "No Smoking" edict at NBC's new Hollywood Radio City. The no-smoking rule irks all smokers, particularly the stars who pay little heed to it. But last week Bing Crosby, who was sitting in his dressing-room going over the script with Bob

Burns, saw flames jump five feet high from a wastebasket. Bing and Bob beat a hasty retreat from the stifling fumes, then Bing calmly returned with a fire extinguisher and put out the blaze. Next Fireman Crosby conducted an investigation and determined that his pipe was guilty of the arson.

#### Dick Powell to Return?

Dick Powell made an unexpected guest appearance on the February 8 Texaco Star Theater performance which featured his wife, Joan Blondell . . . and you might write it in your hat that the handsome Dick, with the ebullient personality, may soon be back on the air as a

regular. Something big is in the wind . . . Incidentally, Miss Blondell gave one of the most plump performances of her career, a great dramatic rendition in the play "Page Five, Column Two." She confided, after the broadcast, that the radio role given her was so much bigger and deeper than any ever afforded her by the movies that there was no comparison. Yes, Joan likes radio, too.

#### Off to Gothamtown

New York City will borrow Amos 'n' Andy for a few days beginning February 23 in order that they may tour the Fair there over the air on their own period on Monday, February 27. But A&A will be keen—to return to the warm desert about Palm Springs where they'll spend four more weeks vacationing in March . . . Another Manhattan showgoer will be Edgar Bergen who'll take Charlie McCarthy under his arm and fly east for two weeks beginning March 1. Bergen and McCarthy will insert their Sunday stint into the coffee hour from the New York studios on March 5 and 12 . . . and next summer, the pair are hoping for a six-week rest in which to take a North Cape cruise.

#### Tag Lines . . .

Jack Benny had a new kind of trouble the other day; he couldn't find a tough kid actor to insult him properly! . . . Gracie Allen's youngsters, Ronnie and Sandra, visited mother on her Paramount set the other day, explaining that when daddy George Burns had offered them the choice of going to the monkey farm or of seeing her make movies, they thought she would be funnier . . . Pinky Tomlin is organizing a new band he'll lead . . . Ernest Truex is a regular at NBC's Saturday evening Hall of Fun.

## HOLLYWOOD SHOWDOWN



BY EVANS PLUMMER

## IN HOLLYWOOD



Carole Lombard is given honorary degree in "Lum and Abner's" Pine Ridge University by Lum (Chester Lauck) and Abner (Norris Goff)



Al Jolson followed an old Russian custom in greeting Grand Duchess Marie when she appeared as guest of his Tuesday CBS program



Fibber McGee (Jim Jordan) was greeted on arrival in Hollywood by movie stand-ins for Bette Davis (left) and Olivia de Havilland

# IN CHICAGO



A. S. Kirkeby of Chicago's Drake Hotel recently signed contract returning Wayne King to air. Looking on, CBS v.p. Atlas and Wayne (right)



Old friends met when Alla Nazimova, center, stopped off in Chicago to visit Edith Davis, NBC actress. Left: Nancy, daughter of Edith



Oddest broadcast this year was NBC Farm Radio News' airing of the shearing of a sheep. The sheep: Shear-A-Bella. The shearer: M. E. Smith

CHICAGO.—When Ransie Sherman bought his little daughter Anne a cocker spaniel pup he must have been humming "Get a-long little doggie," for he got a long-named doggie. Even a fellow with the verbal propensity of a Ransom Sherman wouldn't call a pup by its right name if its name happened to be Frieda Von Schlacherman of Butcheldorf and Von Haggstratten auf Wiedepuss con Slugnutty, according to the pedigree. So the pup became "Butch." Such is a dog's life!

### Strike Up the Band

Broadcasting of dance-orchestra music in this area is on the upbeat. In spite of the rule that still compels the entertainment spots to pay line charges for orchestral broadcasts, nearly all the prominent establishments are swinging back into line. At the present writing, coming to the listeners with night dance music over MBS or locally over WGN are Orrin Tucker from the Palmer House, Bob Crosby from the Blackhawk, Ina Ray Hutton from the Rose Bowl Cafe, Dick Jurgens from the Aragon, Bill Carlsen from the Trianon, Tiny Hill from Melody Mill, Jose Manzanaras, and Lou Fidler from the Colony Club. Over NBC or WMAQ or WENR locally, Lou Breese from the Chez Paree, Fletcher Henderson from the Grand Terrace, Charlie Agnew and Freddie Hankel from Merry Gardens. On CBS or local WBBM are Wayne King from the Drake Hotel, Herbie Holmes from the Edgewater Beach Hotel.

### Microphone Microbes

Radio people hereabouts will soon be developing a collective case of jitters over the hectic happenings of the past few weeks. The big snowstorm was taken in stride and the near-strike was sidetracked, but now the flu epidemic is lurking behind many microphones. A love-scene in "The Story of Mary Marlin" was especially warm. Anne (Mary Marlin) Seymour and Carlton (David Post) Brickert were both 102 degrees feverish. Harold Stokes did his MBS "Music Counter" recently with a super-hundred temperature. Many stars who usually stand at the mike have been doing sitting-acting to relieve the feverish aches.

### Persons Behind The Voices

Sunda Love is now a canary; Francis X. Bushman, who co-stars with Sunda in "Stepmother," has named his canary for the leading lady . . . Angeline Orr, also of "Stepmother," is a successful photographic model . . . Red Skelton, comedian of Cincinnati's "Avalon Time," has been in Chicago showing his wife the town . . . Vic (Art Van Harvey), Sade (Bernardine Flynn) and Rush (Billy Idelson) have been assessing themselves 25 cents for tardiness to rehearsal, but they don't know what to do with the \$8.00 in the kitty . . . Dolores Gillen, who has been a cry-baby (on the air) ever since she left the University of Illinois, was honored at a Theta Phi Alpha party in Chicago; Dolores squalls the part of Davey in "Mary Marlin" . . . With Ransom Sherman, comedian-of-many-shows, it's "Love me, love my bow tie"; the latest neckpiece is navy blue on one side, maroon on the other . . . More fashion: "Contented Hour" maestro Marek Weber wears a 20-year-old coat when making recordings because his first "gramophone record," a big hit, was made under the same wrap . . . Stanley Gordon, Pop Culver in "Scattergood Baines," aims at being poet laureate of radio; has number of verses published . . . If you want to send a gift to Virginia Clark, "Helen Trent" star, make it stamps; she's collecting for her young son . . . John Hearne, Hippocrates Brown in "Scattergood Baines," attains poise by

wearing his hat at the mike . . . Catherine McCune, of the same show, born in Honolulu and for four years a resident of Hollywood, really feels the Windy City's blasts.

### "First Nighter" Hit

If you tuned in the popular "First Nighter" show of February 10, perhaps you noticed how much Hugh Studebaker as the small-town editor sounded like Lionel Barrymore. If you'd seen the show and Hugh's mannerisms, you'd have been still further impressed with the similarity; not that the actor was imitating—it was just that kind of a role and the versatile veteran did it admirably. This was one of the program's best offerings, with Barbara Luddy and Les Tremayne getting a chance to sink their teeth into fine emotional roles. Little Frankie Paccelli as "Buttons" scored a big hit, too. Frankie, just a youngster, is a radio veteran of five years. He has appeared on the air with Al Jolson, Madame Schumann-Heink, and Countess Albani. Now plays as Junior Stephens in "Road of Life," Timothy in "Mary Marlin," Billy in "Tale of Today," and occasionally in "First Nighter." Honest compliments to this unusually appealing "First Nighter" show.

### Case For Poetry

Have you been wondering what has become of Franklyn MacCormack and his poetry-reading? Mac is now announcing "Jack Armstrong" and, harking back to his acting days, working in commercial movies. But he hasn't given up the poetry idea—not by a long shot. In fact, he's flying to New York early in March to do some serious conferring with a prospective soap sponsor. The show in prospect would be practically a revival of the former "Poetic Melodies," with Mac reading his poems and tenor Jack Fulton—if available—singing. Here's a unique—and admirable—case: MacCormack turned down

## LET'S LOOK BACKSTAGE



BY DON MOORE

two sponsors for this winter for his poetry program. One product he spurned as shady, the other he conscientiously felt his type of work would not sell. MacCormack is one of the few guys who can make sponsors realize that poetry sells stuff and pleases the public. His former program drew 4,000 letters a week unsolicited—and 40,000 letters of protest when the program went off!

### Reunion In Pennsylvania

Don McNeill and his "Breakfast Club" have accomplished a reunion between long-separated cousins. Breakfast McNeill dedicated a program to Alfred Seekopp, seaman of *S. S. Effingham*. Through hearing the program, Mrs. Elsie Mueller of Corwell Heights, Pa., located her cousin Seekopp. Both had long been "B. C." listeners.

### First Fans

Miss Hazel Anderson, R. R. 1, Farmington, Ill.—Dear Miss Anderson: Thanks for your kind remarks and helpful suggestions. Since you scored a first with your letter to my column, I'm answering via the column. I'm especially proud to receive and answer a letter from a shut-in such as yourself, for radio is not only one of your best friends but you also mean much to radio. You are its most purposeful and conscientious listeners, its most grateful beneficiaries, and its most constructive critics. I'll do my best to give you and other reader-listeners what you want . . . Yours sincerely.

Thanks also to Mrs. E. L. Hale, of Ridgway, also Illinois, for number-two helpful letter.

This is your column, folks. At your service. What'll you have? Any suggestions—favors—criticisms?



# LISTENING TO LEARN

## Person to Person

- Most-talked-of talker of the new year, Harold L. Ickes, will be heard again on February 27, when he discusses the country's natural resources at the Cleveland meeting of NEA school administrators. NBC will carry the Secretary of the Interior's speech from 9 to 9:30 p.m. EST; 8 to 8:30 CST; 7 to 7:30 MST; 6 to 6:30 PST

- Sixty thousand dollars has been granted the Hoosier Radio Workshop at Indiana University by the U. S. Office of Education for an extensive state-wide check-up on listening-habits. Following the Dr. Gallup plan, 250,000 individuals in the state of Indiana will be questioned, all stations in the state will be analyzed to determine the "listening areas" and relative popularity of programs.

- Extensive plans for coverage of the NEA school-administrators meeting in Cleveland have been made by CBS. Starting with a discussion of propaganda and free speech on *People's Platform* Sunday, the schedule also includes an address on Tuesday night by Dr. John Sexson, president of the American Association of School Administrators; a summary of the results of the convention by Lyman Bryson on Thursday, and the *Americans at Work* broadcast Saturday devoted to the job of the school-teacher.

- A recent report by the Regents Inquiry into the Character and Cost of Public Education in the State of New York advocates a state school of the air to cooperate with public schools and colleges in broadcasting lessons on citizenship, social sciences and current events. This report is the fourth of ten prepared under the direction of Dr. Luther Gulick, and deals with the use of motion pictures and radio in the classroom. Dr. Elizabeth Laine, member of the Regents' research staff, concludes that too little is done by the schools to utilize either of these fields. A most significant finding in the report: *This would mean that teachers would have to be trained to be aware of the potential values.* Here is a strike at the core of present-day problems regarding utilization of radio programs in the classroom. Teachers will have to be trained to the use of this new medium before they can be expected to use it wisely.

- Entering its ninth year of broadcasting, the *University of Chicago Round Table Discussions* is being subjected to a critical analysis by an expert in the writing and direction of radio shows to determine the particular qualities responsible for its national popularity. Mr. Sherman Dwyer, visiting lecturer in radio at the University of Minnesota, has been selected to make the study.

- The experiences of a fictional family—written, produced and acted by teachers and students of Toledo, Ohio, schools—is a light and buoyant radio script that reports on what Toledo schools are doing to educate children, and displays the functions, philosophy and pattern of education in that city. Here is a local unit using radio to good advantage, performing a necessary public service mission painlessly by blending educational subject-matter with a lively, personal, human-interest plot.

—J. H.



## "HAUNTS OF THE GORILLA"

**H**OME of strange animals and strange people is the Belgian Congo, where we go on Wednesday afternoon in the company of explorers and scientists of the American Museum of Natural History as Dr. Roy Chapman Andrews leads the way into

In the tropical mountain region, near the border of Uganda territory, live the gorillas, great man-like apes who were once labeled as ferocious killers and aggressive fighters. Actually these creatures are peaceful and contented, living on berries and wild celery. It was not until 1921, after great numbers of gorillas were killed by white hunters, that a really scientific expedition came to the Belgian Congo. This party, interested in conserving all that was best in the wild life of Africa, was headed by the American explorer and naturalist, Carl Akeley. It was mainly through Akeley's efforts that the Belgian government created the game preserve

the heart of mysterious Africa.

"Haunts of the Gorilla" is the title of the March 1 program in the "New Horizons" series of Columbia's American School of the Air. Time: 2:30-3 p.m. EST; 1:30-2 CST; 12:30-1 MST; 11:30 a.m.-12 noon PST.

In central Africa which protects the gorillas. The Congo is a land of the tallest people and the smallest. A section in the eastern part, bordering on Tanganyika territory, is the home of the giant Watusi, who are probably the tallest people in the world. The average height of this tribe is approximately seven feet, but some of the men attain the height of eight feet. Not far from this stately race live the smallest people in the world—the Pygmies—inhabiting the Ituri forests. Members of this tribe seldom grow to more than four and one-half feet in height. Mr. Armand Denis, guest on this program, lived among both tribes in Africa.

## "CAVE- AND CLIFF-DWELLERS"

**P**UEBLO Indians of Arizona and New Mexico were America's first tenement dwellers. To them Sunday's broadcast in "The World Is Yours" series will be devoted.

"The World Is Yours" is created by the Office of Education, U. S. Department of the Interior, with the cooperation of the Smithsonian Institution.

The picture below was supplied by the Smithsonian Institution to give RADIO GUIDE readers an accurate visualization of the dramatic events of the February 26 broadcast. Time: 4:30-5 p.m. EST; 3:30-4 CST; 2:30-3 MST; 1:30-2 PST.

Stage-setting of the broadcast is the dwelling of the Hopi Indians, pictured below, scene of action of the story of Cave- and Cliff-Dwellers. Out of the kiva, the sacred cave (shown in center), will echo strains of ceremonial rites as men of Hopi tribes gather in preparation for the snake dances. Most of the characters of the broadcast will enter the dwelling through the open doorway beyond the kiva. Notice the key shape of the doorway, characteristic in the building of cave-dwellers. Ladder in the foreground is an entrance to another kiva, which is roofed.

The Smithsonian Institution, on whose findings the script-writers based this program, reports that:

The basket-makers dwell in caves built under overhanging

ledges or scooped from caverns in the earth. Their stock in trade was basketry. In their caves have been found mummies, crude farming implements, wooden hairpins, fur-cloth blankets, woven bags and cradles—clues of a high civilization.

Tenement houses, the first in America, built not on stifling city streets but high on cliffs overlooking the vast desert, were the habitat of the Pueblos. These cliff dwellings were reached only by steep trails. The Pueblos originated pottery and earthenware. They lived on the meat of wild animals—deer, bear, elk and antelope; on small game of the prairies—wild turkeys, quails, prairie dogs and doves. In their granaries were corn, beans and squash.



Radio Guide's March Educational Program Classifier will appear in the issue dated March 18, 1939

## Radio, a College Course

Radio's youngest, most-promising child is the college and university "workshop" where students get practical training and instruction in program production and broadcasting. Besides fostering a keener appreciation and deeper understanding of the merits and possibilities of radio, the "workshop" has done much to change the "dry-as-dust" style of educational programs. There are more than 300 "radio workshops" in American colleges and universities today—each one an experimental laboratory in which educational programs are analyzed and created. The history of broadcasting at Syracuse University serves as an excellent example of the background and development of "radio workshops" throughout the country.

Syracuse University started broadcasting educational programs in 1927. From that date to 1930, programs were broadcast from studios of commercial stations with individual departments of the University making their own arrangements. Organization came in 1930 with the establishment of a radio committee responsible for the University's offerings. A contract with station WSYR permitted the University seventeen hours weekly and use of the station's facilities. Significant and interesting is the fact that the University seldom used more than five hours a week, and even these declined as it was learned that a few programs carefully planned and adapted to the requirements of radio were more effective than many hours filled in the more conventional educational manner.

In 1937 radical changes in SU's set-up were made with the beginning of a "radio workshop." By this time the University had its own facilities, including a large studio for audience presentations; a small studio for talks and discussion sessions; an observation-room for classes and others who wished to witness programs; a reception-room; control-room and office. These various units comprised the "workshop." Under a new agreement programs are supplied to stations WFBL and WSYR, all programs originate on the campus, and, with the exception of special events, must be rehearsed and auditioned in the "workshop." Instead of broadcasting a specified number of hours every week, radio time is now scheduled as it is needed, and so far there has been no instance where it was not available.

Under Professor Kenneth L. Bartlett's direction, the study of radio at SU has had a healthy growth and development. Although progress at first was slow, it was characteristic in this respect to its development in other institutions of higher learning. Proof of definite, tangible results of radio courses at Syracuse University may be found in the revelation that twenty-five former students are now engaged in commercial broadcasting, a highly specialized field. Other results, not so tangible, will come from those students who will not turn to radio for a livelihood but who have been made more appreciative of its merits and possibilities—influences that they will carry with them to other jobs and to the various communities where they will reside as citizens.

Three cheers for the movement that is making young America in college radio conscious.

# THIS WEEK'S PROGRAMS

**SUNDAY**  
February 26

**MORNING**

**7:00 PST 8:00 MST**  
KSFO-Sunrise Salute  
Radio Pulpit: KOA  
Church of the Air: KSL (sw-21.57)  
Russian Melodies: (sw-15.21-21.5)  
KDYL-The Revelers  
KJBS-Sunrise Concert  
KXN-With the Classics  
KRE-The Morning After  
★KSAN-News: Waking in Rhythm

**7:15 PST 8:15 MST**  
KDYL-Funny Paper Man

**7:30 PST 8:30 MST**  
KSFO-San Francisco Today  
Music & American Youth: KOA  
KDYL (sw-15.33)  
Aubade for Strings: KSL  
Horn & Hardart's Children's Hour: (sw-21.57)  
KSAN-Sons of the Pioneers

**7:45 PST 8:45 MST**  
KSL-Uncle Tom & the Comics

**8:00 PST 9:00 MST**  
KSFO-Church of the Air: KNX  
KARM KOH KROY  
KFRC-Fur & Feathers, animal talk  
★KGO-News: Julio Martinez Oyarzun guitarist: KFI  
★KGO-News: Alice Remsen: KWG KLO (sw-15.33)  
KYA-Freddie Rich's Orch.  
Helen Westbrook, organist: KQW  
KIEM  
Charles Paul, organist: KSL  
KDYL-Church of the Air  
KFBK-Morning Altar  
KHS-L-Sunday Eye-Opener  
KJBS-Musical Styles  
KMJ-Goble Gospel Messengers  
★KOA-News: Christian Science Prgm.  
KRE-Evangelical Free Church  
KROW-Good Morning Melodies  
★KSAN-News: Rhythm Concert

**8:15 PST 9:15 MST**  
KFRC-Reviewing Stand: KIEM  
KQW  
KPO-Chimney House, drama for children: KFI  
KGO-Neighbor Neil philosophy: KWG KFBK (sw-15.33)  
KJBS-Bert Hersh's Orch  
KLO-Ministerial Association  
KOA-Song Service  
KSL-Christian Science Service

**8:30 PST 9:30 MST**  
KSFO-Major Bowes' Capitol Family: Vocalists & Orch.: KSL  
KNX KOH KROY  
KFRC-Raoul Nadeau, bar.: KQW  
KIEM  
KPO-Tapestry of Melody: KDYL  
KFI  
KGO-Chronic Comics  
KYA-Today with God  
Southernaires, Negro male quartet: KWG KFBK KMJ KLO (sw-15.33)  
KARM-Goble Male Quartet  
KHS-L-E. W. Quartette  
KJBS-Dance Hits  
KOA-Agricultural Problems  
KRE-Rainbow Trio  
KROW-Swedish Meditations  
KSAN-WPA Concert

**8:45 PST 9:45 MST**  
KFRC-Canary Chorus: KIEM  
KYA-Racimo's Hawaiians  
Tapestry of Melody: KOA  
KHS-L-Studio Prgm.  
KMJ-Faith Tabernacle  
KQW-Weather Report: Melodies Old & New  
KRE-Church of Christ  
KSAN-Modern Melodies

**9:00 PST 10:00 MST**  
KFRC-Voice of Prophecy Choir: KQW  
KPO-Music for Moderns: KDYL  
KOA

**Log of Stations Listed in Edition M—San Francisco**

| Call Letters | Kilo-cycles | Power Watts | Location                  | Net-work | Call Letters | Kilo-cycles | Power Watts | Location                  | Net-work |
|--------------|-------------|-------------|---------------------------|----------|--------------|-------------|-------------|---------------------------|----------|
| KSFO         | 560         | 5,000       | San Francisco, California | CBS      | KNX          | 1050        | 50,000      | Los Angeles, California   | CBS      |
| KFRC         | 610         | 5,000       | San Francisco, Calif.     | MBS-DL   | KOA          | 830         | 50,000      | Denver, Colorado          | NBC-R    |
| KPO          | 680         | 50,000      | San Francisco, California | NBC-R    | KOH          | 1380        | 500         | Reno, Nevada              | NBC-R    |
| KGO          | 790         | 7,500       | San Francisco, California | NBC-B    | KQW          | 1010        | 1,000       | San Jose, California      | MBS-DL   |
| KYA          | 1230        | 5,000       | San Francisco, California | CRS      | KRE          | 1370        | 250         | Berkeley, California      | Local    |
| KARM         | 1310        | 100         | Fresno, California        | CBS      | KROW         | 930         | 1,000       | Oakland, California       | Local    |
| KDYL         | 1290        | 5,000       | Salt Lake City, Utah      | NBC-R    | KROY         | 1210        | 100         | Sacramento, California    | CBS      |
| KFBK         | 1490        | 10,000      | Sacramento, California    | NBC-CRS  | KSAN         | 1420        | 100         | San Francisco, California | Local    |
| KFI          | 640         | 50,000      | Los Angeles, California   | NBC-R    | KSL          | 1130        | 50,000      | Salt Lake City, Utah      | CBS      |
| KHSL         | 1260        | 250         | Chico, California         | Local    | KWG          | 1200        | 100         | Stockton, California      | NBC-CRS  |
| KIEM         | 1450        | 1,000       | Eureka, California        | MBS-DL   | WBAP         | 800         | 50,000      | Fort Worth, Texas         | NBC      |
| KJBS         | 1070        | 500         | San Francisco, California | Local    | WFAA         | 800         | 50,000      | Dallas, Texas             | NBC      |
| KLO          | 1400        | 500         | Ogden, Utah               | NBC-B    | WLW          | 700         | 500,000     | Cincinnati, Ohio          | NBC-MBS  |
| KLX          | 880         | 1,000       | Oakland, California       | Local    | WOAI         | 1190        | 50,000      | San Antonio, Texas        | NBC      |
| KMJ          | 580         | 1,000       | Fresno, California        | NBC-CRS  |              |             |             |                           |          |

KHSL-Maud Kottkamp, sop.; Maxwell Sypher, pianist  
KJBS-Marjorie Lee, pianist  
KLX-Hits and Encores  
KRE-Matinee Musicale  
KROW-Sparkling Melodies  
KROY-Black & White

**1:45 PST 2:45 MST**  
KJBS-Freddie Bernie's Orch.  
KLX-Records  
KROY-Viennese Waltzes: Bible Questions  
KROY-Gospel Meditations

**2:00 PST 3:00 MST**  
KSFO-Golden Afternoon: KNX  
KARM KROY KOH  
KFRC-Musical Steelmakers; (Wheeling Steel Corp.) Variety Prgm.: Soloists & Orch.: KQW  
KIEM  
KPO-Sunday Afternoon in Rosedale, sketch (Alka-Seltzer); Uncle Ezra; Vass Family; Henry Burr; Hot Shots; Mixed Octet; Orch.: KFI KDYL KOA (sw-9.53)  
KGO-Metropolitan Opera Auditions of the Air (Sherwin Williams Co.); Edward Johnson, m.c.; Wilfred Pelletier's Orch.: KLO KFBK KMJ KWG (sw-11.87)  
Wilfred Pelletier returns today from an engagement on the "Sunday Evening Hour" to conduct his Metropolitan Opera Orchestra.  
KYA-Jolly Time: Down the Mississippi  
Brotherhood Day Prgm.: (sw-11.83)  
Observing National Brotherhood Day, sponsored each year by the National Council of Jews and Christians to encourage friendship between the two religions, this program features Fredric March and his wife, Florence Eldridge, in scenes from "The American Way," saga of an immigrant in America written by Kaufman and Hart.  
More detail on page 4.

KHSL-Gospel Hour  
KJBS-Big Ten Hits  
KLX-Helen Wegman Parmelee, concert pianist  
KRE-Lutheran Brotherhood Hour  
KROW-Let's Dance  
★KSAN-News: Swing Time  
KSL-Concert Orch.  
**2:15 PST 3:15 MST**  
KSAN-Jewish Art Prgm.  
KSL-Fashions on Review

**2:30 PST 3:30 MST**  
KSFO-Problem Clinic (Creme of Milk): KARM KNX  
KFRC-Rabbi Egdar Magnin: KIEM KQW  
KPO-Cook's Radio Travelogue (Travel Service); Malcolm LaPrade; Lew White, organist: KFI KLO (sw-11.87)  
KGO-Paychecks Preferred  
KYA-Studio Orch.: KMJ KWG  
Paul Wing's Spelling Bee (Energine): (sw-9.53)  
Ben Bernie & All the Lads: (sw-11.83)  
KDYL-Musical Jewels  
KFBK-Centennial Hour  
KHSL-Afternoon Concert  
KJBS-Dancing Teacher  
KLX-Today's Almanac  
KOA-Lamont School of Music  
KOH-Sunday Afternoon Show  
KRE-Old Stamps; Parker Hayden, philatelist  
KROY-Precision in Industry  
KSAN-Tango Time  
KSL-Home Builders

**2:45 PST 3:45 MST**  
KFRC-Frank Wright, shortwave reporter.  
KPO-Thumbnail Drama: Concert Hall  
KGO-Chas. Sears, tnr.: KWG  
KLO KOA  
KYA-Moods in Ivory: KMJ  
Elinor Remick Warren: KIEM  
Otto Clare's Music: KFI  
Dog Heroes, sketch: (sw-11.87)  
KDYL-Afternoon Musicale  
KJBS-Theater Spotlight  
KLX-Records  
KQW-Current Favorites  
KRE-Melody Album  
KROY-The King's Jesters  
KSAN-King's Serenade  
KSL-Sunday Moods

**3:00 PST 4:00 MST**  
KSFO-Silver Theater (1847 Rogers Bros.); Dramatic Program; Conrad Nazel, m.c.; Guest Star: KNX KSL  
Cartwheel Polonaise (Chopin), and Melody in B Major from "Chants du Voyageur" (Paderewski)  
★KSAN-News: Hits of Today  
Story on page 2.

**10:15 PST 11:15 MST**  
KYA-Morning Concert  
KHSL-Musical Grab-Bag  
KJBS-Party Time  
KIEM-Congregational Church Service  
KROW-Tenth Avenue Baptist Church  
★KSAN-News: Songs of the Past

**11:15 PST 12:15 MST**  
KJBS-Musical Capers  
KQW-First Baptist Church  
KSAN-The Family Doctor

**11:30 PST 12:30 MST**  
KSFO-Norwin Corwin's Words Without Music: Vitalized Poetry: KARM KSL  
KFRC-The Old Craftsman  
KPO-The World We Live In  
Barry McKinley, bar.: KFI  
KHSL-Salute to New York's World Fair: KIEM KQW  
More detail on page 4.

**12:00 PST 1:00 MST**  
KSFO-Philharmonic Symphony Society of New York; John Barbirolli, cond.: KNX KARM KOH KSL (sw-11.83)  
Music detail on page 12 this week.  
KFRC-On a Sunday Afternoon: KQW KIEM  
KPO-Sunday Drivers: KFI KFBK KOA KQW  
KGO-Frank Simon's Armco Concert Band (American Rolling Mills); Guests: KLO (sw-11.87)  
15.33)  
Guests: Robert Stein, Hazel Wingate and Herbert L. Northcutt, composing a cornet trio.

KYARiviera Opera  
KDYL-House of Melody  
KHSL-Garden of Melody  
KJBS-Sophisticated Rhythm  
KLX-Records  
KMJ-Sterling Young's Orch.  
KRE-Chapel of the Chimes Organ  
★KSAN-News: Rhythm Contrasts

**12:15 PST 1:15 MST**  
Sunday Drivers: KDYL  
KJBS-Music for Everybody  
KROW-Music Box Request Prgm  
KROY-Concert Orch.  
KSAN-Gay Nineties Revue

**12:30 PST 1:30 MST**  
KFRC-Junior Chamber of Commerce

NBC—National Broadcasting Company  
CBS—Columbia Broadcasting System  
MBS—Mutual Broadcasting System  
CRS—California Radio System  
D.L.—Don Lee Broadcasting System  
NBC-B—National Broadcasting Company Basic Blue Network  
NBC-R—National Broadcasting Company Basic Red Network  
†—Night Programs Only  
‡—Night Programs 4:00 p.m. to Sign-Off

NOTICE: The information contained in the program schedules presented in these pages is supplied by the stations broadcasting those programs, and RADIO GUIDE should not be considered responsible for errors in announcements due to failure of stations to advise of weekly program changes.

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

PLEASE NOTE: Symbols in parentheses, such as (sw-9.53), after a program listing indicates that this program may be heard by tuning in 9.53 megacycles on your short-wave dial. For foreign short-wave programs, please see page 36.

Music detail on page 12 this week.  
KYA-Funny Paper Man  
Major Bowes' Capitol Family: (sw-15.27)  
KARM-Council of Churches  
KFI-Dr. William Casselberry  
KHSL-Uncle Bob & His Funnies  
KIEM-WPA Concert  
KJBS-Tomorrow's Hits  
KMJ-Bee Comics  
KRE-Sunday Morning Clam Bake  
KROW-Nuestros Amigos  
★KSAN-News: Vocal Varieties  
KWG-Inspiration Hour

**9:15 PST 10:15 MST**  
KFRC-Dr. Charles Courboin, organist: KIEM KQW  
Radio City Music Hall: (sw-15.33)  
Music for Moderns: KFI  
KHSL-Studio Prgm  
KSAN-Tango Time

**9:30 PST 10:30 MST**  
KSFO-Salt Lake City Tabernacle Choir & Organ: KNX KARM KSL KOH (sw-15.27)  
KFRC-The Lamplighter: KIEM KQW  
KPO-Univ. of Chicago Round Table Discussion: KDYL KOA  
KMJ KFBK KFI KWG  
KHSL Harmony Duo  
KJBS-Hits from the Past  
KROW-Spanish Prgm.  
KROY-Junior College Comics  
KSAN-Dance Time

**9:45 PST 10:45 MST**  
KFRC-Food for Thought  
KYA-Law of Life  
American Wildlife: KIEM KQW  
KHSL-Organ Melodies  
KJBS-Neopolitan Serenade  
KROW-Concert Miniature

**10:00 PST 11:00 MST**  
KSFO-Church of the Air: KNX  
KARM KSL KOH (sw-15.27)  
KFRC-Summer Prindle, concert pianist: KIEM KQW  
KPO-Irene Wicker's Musical Plays: KOA (sw-15.33)  
KGO-Great Plays: KWG KFBK KLO (sw-11.87)  
Henrik Ibsen (1828-1906), dynamic Norwegian playwright, is the writer of today's play, "A Doll's House." Living in poverty until he reached middle age, Ibsen struggled to gain an education and early in life interested himself in the theater. "The realism and social sense of his plays had a profound influence upon the whole theatrical world—an influence plainly apparent in the works of such English dramatists as Shaw and Galsworthy."  
More detail on page 4.

KYA-The American Home  
KDYL-Interlude  
KFI-Physical Well Being  
KHSL-Studio Prgm.  
KJBS-Columbia Concert

KMJ-Musical Prgm.  
KROW-Religious Talk  
KROY-Father Masante  
★KSAN-News: Hits of Today

**10:30 PST 11:30 MST**  
KSFO-Salute to New York's World Fair: KARM KROY KNX (sw-15.27)  
Leopold III, King of Belgium, greets the Fair, speaking from Brussels on the subject, "Toward the Future." The salute also includes a talk by Dr. Joseph Gavaert, Commissioner-General to the Fair, and music by a Belgian symphony orchestra.  
More detail on page 4.

KFRC-Salute to New York's World Fair: KIEM KQW  
More detail on page 4.

KPO-Frank Denke, pianist  
KYA-Cycles of Romance  
Salute to New York's World Fair: KFI KDYL KMJ KOA (sw-15.33)  
More detail on page 4.

KHSL-Classical Music  
KJBS-Modern Melody  
KOH-Studio Party  
KROW-Jewish Art Hour  
KSAN-Society for Hard of Hearing  
★KSL-News

**10:45 PST 11:45 MST**  
KSFO-Salute to New York's World Fair: KARM KSL KNX KROY (sw-15.27)  
KPO-This Changing World  
KRE-First Congregational Church  
KSAN-Waltz Time

**11:00 PST 12:00 MST**  
KSFO-Americans All-Immigrants All, drama: KARM KSL KROY KNX (sw-15.27)  
Orientals in America—Chinese, Indians, Japanese, Filipinos—have woven much of the ancient cultural and human fabric of eastern civilization into the pattern of American life. Today's episode dramatizes the inheritance of art, learning and mysticism which we have received from these people. It also shows their contribution in the form of efficiency, artistic technique and agricultural skill.

KFRC-Sinfonietta: KQW  
KPO-Sunday Dinner at Aunt Fanny's: KFI  
KGO-The Magic Key of RCA; Symphony Orch.; Frank Black, cond.; Milton Cross, m.c.; Guests: KWG KMJ KLO KDYL KFBK KOA (sw-11.87-15.33)  
Ignace Jan Paderewski, seventy-eight-year-old Polish musician and statesman, who is in this country for an extensive concert tour, presents a typical Paderewski program consisting of Moonlight Sonata in G Sharp Minor (Beethoven), A Flat Prelude, two Polish songs, and

**AFTERNOON**



**MONDAY**  
**February 27**

**MORNING**

**7:00 PST 8:00 MST**  
 KSFO-Sons of the Pioneers  
 KFRC-Rise & Shine  
 KPO-Musical Clock  
 KGO-Story of the Month, sketch: KLO (sw-15.21)  
 KYA-Musical Clock  
 Pretty Kitty Kelly, sketch (Wonder Bread): KSL  
 KARM-Tick Tock Tunes  
 KDYL-Morning Melody Mill  
 KFBK Johnnie Blaisdell  
 KFI-Off the Record  
 KHSL-Cheerio Club  
 KIEM-Rise and Shine  
 KJBS-Alarm Klok Klub  
 KMJ-Breakfast Broadcast  
 KNX-Sunrise Salute  
 KOA-Intangible Pair  
 ★KOH-Hotcake Headlines  
 ★KQW-News: Eddie Valder's Breakfast Club  
 KRE-Breakfast Melodies  
 KROW-Vernon Morgan  
 ★KROY-News  
 ★KSAN-News: Waking in Rhythm  
 KWG-Just About Time

**7:15 PST 8:15 MST**  
 KGO-Josh Higgins of Finchville, sketch: KLO  
 Jane Arden, sketch: (sw-15.21)  
 ★News: KFBK KWG KARM KFI  
 ★KMJ-Radio Headlines  
 KOA-Weavers of Melody  
 KROW-Commuter's Clock: Sport-light Parade  
 KROY-Top o' the Morning  
 KSL-The Buyers' Guide

**7:30 PST 8:30 MST**  
 KSFO-Swing Session  
 KPO-Financial Service: KOA  
 KGO-Musical Clock  
 ★News: KLO KNX  
 ★KARM-The Early Edition  
 KDYL-Bye, Bye, Blues  
 KFBK-Breakfast Club  
 KFI-Musical Newsy  
 KLX-Records: Stocks  
 KMJ-Breakfast Broadcast  
 KWG-Rhythm Roundup

**7:45 PST 8:45 MST**  
 ★KSFO-News  
 ★KFRC-News: KQW KIEM  
 ★KPO-News  
 Waltzes of the World: KSL  
 Breen & de Rose, songs: KWG KLO  
 Houseboat Hannah, sketch: (sw-15.21)  
 KDYL-On the Mall  
 KFI-Radio on Review with Bernie Smith  
 KNX-Sunrise Salute  
 KOA-Wells of Music  
 KROW-Commuter's Clock

**8:00 PST 9:00 MST**  
 KSFO-The Fact Finder, Clara Wright Smith: KOH KARM  
 KFRC-Breakfast Club  
 KPO-Ted White, trn.: KDYL KOA  
 KYA-Modern Melodies  
 Viennese Ensemble: KLO KFBK  
 Sons of the Pioneers: KQW KIEM  
 Story of Mary Marlin: (sw-15.21)  
 KFI-On the Job; State Employment Service  
 KJBS-Dance Orch.  
 KLX-Rhythm and Romance  
 KMJ-The Swap Center  
 KNX-Morning Melodies  
 KRE-Morning Watch  
 ★KSAN-News: Rhythm Concert  
 KSL-Words & Music  
 ★KWG-Monitor News

**8:15 PST 9:15 MST**  
 KSFO-Friendly Homemaker  
 KPO-Gladys Cronkhitte's International Kitchen  
 ★KYA-News  
 Viennese Ensemble: KWG KMJ  
 Vic & Sade, sketch: (sw-15.21)  
 Eton Boys, quartet: KOH KSL  
 KNX KARM  
 Crosscuts: KOA  
 Haven of Rest: KQW  
 ★News: KFI KROW  
 KDYL-Highlights of Harmony  
 KIEM-Stock Quotations  
 KJBS-It's Dance Time  
 KLX-Records  
 KROY-Markets: Quiet Hour  
 KSAN-Morning Devotional

**8:30 PST 9:30 MST**  
 KSFO-Today's Best Buys: Program Resume and Music  
 ★KFRC-News: Bess Bye, market scout  
 KPO-Old Refrains  
 KGO-Paul Page, songs: KWG KLO KFBK  
 KYA-Organ Concert  
 Jingtown Gazette: KOA KDYL KMJ  
 Russell Brown: KNX KOH KARM KROY  
 Pepper Young's Family, sketch: (sw-15.21)  
 Devotional Period: KHSL KIEM  
 KFI-The Optimism of an Optimist  
 KJBS-Just About Time  
 KLX-Popular Music  
 KRE-Harmony Hall  
 KROW-Hits from the Shows  
 KSAN-WPA Concert  
 KSL-The Jennie Lee Prgm.

**8:45 PST 9:45 MST**  
 KSFO-Ma Perkins, sketch  
 KFRC-Bide Dudley's Theater Club: KQW  
 KPO-Kitty Keene, sketch (Dreft): KDYL KOA KFI  
 KGO-World on Parade, News  
 KYA-Christian Science Prgm.  
 Getting the Most Out of Life: (sw-15.21)  
 Originalities: KWG KLO KFBK KMJ  
 To be announced: KARM KROY  
 KHSL-Studio Prgm.  
 KIEM-Charles & Glenn  
 KJBS-Popular Concert  
 KLX-Classical Music  
 KNX-Rhapsody in Rhythm  
 KOH-Lenten Services  
 KRE-Dr. Frank McCoy  
 KSAN-Modern Melodies  
 KSL-Rhythm Rambles

**9:00 PST 10:00 MST**  
 KSFO-Mary Margaret McBride, Columnist (La France & Satina): KNX KARM KROY  
 KFRC-Katz on the Keys: KQW  
 KPO-The Carters of Elm Street, sketch (Ovaltine): KFI KOA  
 KGO-Dorothy Dreslin, songs: KWG KMJ KLO  
 KYA-America Sings  
 ★News: KOH KRE  
 KDYL-Those Happy Gilmans, sketch  
 KFBK-Home Economic Prgm.  
 KHSL-Novelty Prgm.  
 ★KIEM-Dr. Linebarger: News  
 KJBS-Musical Meanderings  
 KLX-The Shopping List  
 KROW-The Curtain Rises  
 ★KSAN-News: Vocal Varieties  
 KSL-School Administration: Old Time Favorites

**9:15 PST 10:15 MST**  
 KSFO-Her Honor, Nancy James, sketch (Kleenex): KNX KARM KSL  
 KFRC-Home Town: KQW KIEM  
 KPO-The O'Neills, sketch (Ivory Soap): KFI KDYL KOA  
 KGO-On the Air  
 Kidoodlers Quartet: KMJ KLO (sw-21.5)  
 KOH-Today's Best Buys: Mill Herth: Club Meetings  
 KRE-Masterworks

**Good Listening for Monday**

Further details and stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated.

★ Star in program listings indicates news highlights

**MORNING**

**9:30 PST (10:30 MST) Farm and Home Hour.**  
 KROY-Sacramento & Valley News  
 KSAN-Cy Meyer  
 ★KWG-News

**6:00 PST (7:00 MST) Radio Theater; Cecil B. DeMille, Producer.**  
 KARM-Lest You Forget  
 KHSL-Master Melodies  
 ★KJBS-News  
 KLX-Police Dept. Safety Prgm.  
 KMJ-Domestic Science  
 KOH-Morning Variety  
 KROW-Variety Revue  
 ★KSAN-News: Hits of Today  
 KSL-Margot Manners  
 KWG-Home Science

**6:00 PST (7:00 MST) Spitalny's All-Girl Orchestra.**  
 With Dorothy Thompson, commentator.

**6:00 PST (7:00 MST) Address by Harold L. Ickes.**  
 Secretary Ickes' subject is "Conservation of Human Liberty."

**6:30 PST (7:30 MST) Eddy Duchin and His Orchestra, with Morton Downey, Tenor.**

**7:00 PST (8:00 MST) Contented Hour with Marek Weber.**  
 Opal Craven, the Lullaby Lady; Continentals Quartet.

**7:00 PST (8:00 MST) True or False; Quiz Program.**

**7:00 PST (8:00 MST) Guy Lombardo and His Orchestra.**

**7:30 PST (8:30 MST) Pageant of Melody.**  
 Henry Weber presents a streamlined version of the opera, "Samson and Delilah."

**7:30 PST (8:30 MST) Eddie Cantor, Comedian.**  
 Mad Russian; Sid Fields; Bert Parks; Edgar Fairchild's orchestra.

**7:30 PST (8:30 MST) Columbia Workshop, Drama.**  
 Tonight's production is "The Winged Victory," a study of divorce by David Redstone.

**8:00 PST (9:00 MST) Amos 'n' Andy; Comedy.**  
 The blackface comedians preview the New York World's Fair with its president, Grover A. Whalen.

**8:30 PST (9:30 MST) Symphony Orchestra with Margaret Speaks, Soprano.**

**8:30 PST (9:30 MST) Tom Howard and George Shelton; Comedy Team.**  
 A new pair of funsters replace the inimitable Pick and Pat on "Model Minstrels."

**9:00 PST (10:00 MST) Hawthorne House.**

**9:00 PST (10:00 MST) Cavalcade of America; Historical Drama.**

**9:30 PST (10:30 MST) Al Pearce's Gang; Comedy and Music.**  
 Elmer Blurt; Arlene Harris; Tizzie Lish; Carl Hoff's orchestra.

**9:30 PST 10:30 MST**  
 KSFO-Romance of Helen Trent, sketch (Edna Wallace Hopper): KNX KSL KARM  
 KFRC-Morning Hostess  
 KPO-Tena & Tim  
 KGO-Nat'l Farm & Home Hour; Speakers & Orch.: KLO KOA (sw-15.21)  
 KYA-Kitty Keene, Inc., sketch (Dreft): KMJ KWG KFBK  
 ★News: KDYL KHSL  
 KFI-Bridge Club  
 KIEM-Requests  
 KLX-Stocks: Records  
 KOH-Dance Hour  
 ★KQW-News: Today's Best Buys  
 KROW-Sparkling Melodies  
 KROY-Centennial Four

**9:45 PST 10:45 MST**  
 KSFO-Our Gal Sunday, sketch (Anacin): KNX KSL KARM  
 KFRC-Talk  
 KPO-Master Singers  
 KYA-Morning Inspirations  
 Nat'l Farm & Home Hour: KFBK  
 Toronto Trio: KQW  
 KDYL-Singin' Sam  
 KHSL-Popular Music  
 KMJ-Today's Best Buys: Church in the Wildwood  
 KOH-Church in the Wildwood  
 KROW-Songs of the Islands  
 KROY-Half & Half  
 KWG-Pacific Paradise

**10:00 PST 11:00 MST**  
 KSFO-Road of Life, sketch (Chipso): KNX  
 KFRC-Silhouettes in Blue

KPO-Dangerous Road, drama (Sperry Flour): KFI KDYL  
 KGO-Peables Takes Charge, sketch: KLO  
 KYA-Vic & Sade, sketch (Crisco): KMJ KFBK KWG  
 Words & Music: (sw-15.33)  
 KHSL-Songs of the Islands  
 KJBS-Dance Orch.  
 KLX-Studio Kitchen  
 KOA-Heart of Julia Blake, sketch  
 KRE-World's Waltzes  
 KROW-Dean of the Ivories  
 KROY-WPA Prgm.  
 KSAN-Anita Bartlett  
 KSL-Waltz Time

**10:45 PST 11:45 MST**  
 KSFO-Heart of Julia Blake  
 KFRC-Voice of Experience (Lydia E. Pinkham): KIEM KQW  
 KPO-Dr. Kate, drama (Sperry Flour): KDYL KFI  
 KGO-Charioteers: KLO (sw-15.33)  
 KYA-Ruby Newman's Orch.  
 Road of Life, sketch (Chipso): KFBK KMJ KWG  
 Yours Sincerely: KOH KROY KARM  
 Those Happy Gilmans, sketch (Corn Kix): KOA (sw-11.87)  
 KHSL-Yesterday's Favorites  
 KJBS-Gene Austin Sings  
 KNX-Tena & Tim  
 KSL-Melody Minutes

**11:00 PST 12:00 MST**  
 KSFO-Big Sister, sketch (Rinso): KNX KSL  
 KFRC-School Administrators Convention: KIEM KQW  
 KPO-Betty & Bob, sketch (Gold Medal): KFI KDYL KOA (sw-11.87)  
 KGO-Adventures in Reading: KFBK KMJ KWG KLO (sw-15.33)  
 Jean Baptiste Moliere (1622-1673), great French man of letters, is the subject of today's dramatization. Born in Paris of middle-class stock and educated by the Jesuits, most liberal teachers of the period, Moliere was only twenty-one when he joined a company of actors and began to write. His best plays were written during the last fourteen years of his life; all of them were mercilessly, but humorously, satirical. Manners, medicine, religion and women were only a few of the victims of his pen.

**11:15 PST 12:15 MST**  
 KSFO-Aunt Jenny's Stories (Spry): KNX KSL  
 KFRC-Nation's School of the Air: KIEM KQW  
 KPO-Arnold Grimm's Daughter, sketch (Gold Medal): KDYL KFI KOA (sw-11.87)  
 The World Today: KFBK KWG  
 KLX-Records  
 KOH-Home Folks Frolic  
 KRE-Fed. Women's Clubs  
 KROW-Your Show  
 ★KROY-News  
 KSAN-Family Doctor

**11:30 PST 12:30 MST**  
 KSFO-American School of the Air: KARM KROY KOH KNX (sw-15.27)  
 This program, titled "Merging Steams," deals with the American culture that has developed from the merging of contributions of immigrants.  
 KFRC-Pauline Alpert, pianist: KIEM  
 KPO-Valiant Lady, sketch (Gold Medal): Joan Blaine: KFI KDYL KOA (sw-11.87)  
 KGO-Today's Woman, Janet Baird  
 Alma Kitchell, contr.: KFBK KWG KMJ (sw-15.33)

**AFTERNOON**

**12:00 PST 1:00 MST**  
 ★KSFO-News  
 ★KFRC-News: Studio Prgm.  
 KPO-The Story of Mary Marlin, sketch (Ivory Flakes): KDYL KFI KOA  
 KGO-Dept. of Agriculture  
 KYA-Deista  
 Rochester Civic Orch.: KLO  
 Music detail on page 13 this week.

**12:15 PST 1:15 MST**  
 KSFO-Singin' Sam  
 KFRC-Concert Hall  
 KPO-Oxydol's Own Ma Perkins, sketch: KFI KDYL KOA  
 KGO-Agriculture Bulletin  
 Curtis Institute of Music: KOH

**12:30 PST 1:30 MST**  
 KSFO-Harvey Harding, singing organist: KNX KARM KROY KOH  
 KFRC-The Cats and the Fiddle: KQW  
 KPO-Pepper Young's Family, sketch (Camay): KFI KDYL KOA  
 KGO-Rochester Civic Orch.: KLO  
 KYA-Off the Sound Track  
 Curtis Institute of Music: (sw-11.83)  
 ★News: KJBS KIEM  
 KFBK-Did You Know?  
 KHSL-Gems of Melody  
 KLX-Anita & Orosco, novelty guitar duo  
 KROW-Concert Miniature  
 KSL-Along Melody Lane  
 KWG-Inquiring Reporter

**12:45 PST 1:45 MST**  
 KSFO-Fletcher Wiley: KARM KROY  
 KFRC-Good Health & Training: KQW  
 KPO-The Guiding Light, sketch (White Naptha): KDYL KOA KFI  
 KGO-Ted Malone's Between the Bookends; Jesse Crawford: KWG KFBK KMJ KLO  
 KIEM-Farm News: Stocks

















KLX-Rhythm & Romance
★KQW-News: Top of the Morning
KRE-Morning Watch
★KSN-News: Rhythm Concert
KSL-Worlds & Music
★KWG-Monitor News

THURSDAY

March 2

MORNING

7:00 PST 8:00 MST

KSFO-Sons of the Pioneers
KFRC-Rise & Shine
KPO-Musical Clock
KGO-The Story of the Month, sketch: KLO (sw-15.21)
KYA-Musical Clock
Pretty Kitty Kelly, sketch (Wonder bread): KSL
KARM-Tick Tock Tunes
KDYL-Timekeeper
KFBK-Johnnie Blaisdell
KFI-Off the Record
KHSL-Cheerio Club
KLEM-Rise & Shine
KJBS-Alarm Klok Klub
KMJ-Breakfast Broadcast
KNA-Sunrise Salute
KOA-Infallible Pair
★KOH-Hotcake Headlines
★KQW-News: Eadin Calder's Breakfast Club
KRE-Breakfast Melodies
KUDW-Vernon Morgan
★KROY-News
★KSN-News: Waking in Rhythm
KWG-Just About Time

7:15 PST 8:15 MST

KGO-Josh Higgins of Finchville, sketch: KLO
Jane Arden, sketch: (sw-15.21)
★News: KFBK KFI KWG KARM
★KMJ-Radio Headlines
KOA-Weavers of melody
KQW-Commuter's Clock: Sport-light Parade
KROY-Top of the Morning
KSL-The Buyers' Guide

7:30 PST 8:30 MST

KSFO-Swing Session
KPO-Financial service: KOA
KGO-Musical Clock
Smilin' Ed McConnell: (sw-15.21)
★News: KNX KLO
★KARM-The Early Edition
KDYL-Tune Parade
KRE-Breakfast Club
KFI-Musical Newsy
KLA-Records: Stocks
KMJ-Breakfast Broadcast
KWG-Rhythm Roundup

7:45 PST 8:45 MST

★KSFO-News
★KFRC-News: KQW KIEM
KPO-A Reporter Speaks
Breen & de Rose, songs: KWG KLO
Sidney Raphael, pianist: KSL
Houseboat Hannah, sketch: (sw-15.21)
KDYL-Xavier Cugat's Music
KFI-Radio on Review with Bernie Smith
KNA-Sunrise Salute
KOA-Wells of Music
KRE-Your Radio Pastor
KROW-Commuter's Clock

8:00 PST 9:00 MST

KSFO-It's My Turn Now, Helen Sawyer: KNX KOH KARM
KFRC-Breakfast Club
KPO-Ted White, tr.: KOA KFI
KYA-Modern Melodies
Viennese Ensemble: KLO KFBK KMJ
Story of Mary Marlin: (sw-15.21)
Sons of the Pioneers: KQW
KDYL-Woman to Woman
KIEM-Your Friend
KJBS-Dance Orch.

8:15 PST 9:15 MST

KSFO-Friendly Homemaker
★KYA-News
KPO-Gladys Cronkhit's International Kitchen
Viennese Ensemble: KWG
Vic & Sade, sketch: (sw-15.21)
Captivators: KSL KOH KARM KNX
Sam Moore, entertainer: KOA
Haven of Rest: KQV
★News: KFI KROW
KDYL-Melodic Interlude
KIEM-Stock Quotations
KJBS-Tin Pan Alley
KLX-Records
KROY-Markets: The Quiet Hour
KSN-Tidings Hour

8:30 PST 9:30 MST

KSFO-Today's Best Buys: Program Resume & Music
★KFRC-News: Bess Bye, market scout
KPO-Martha Meade, household headlines (Sperry Flour): KFI KDYL
KGO-Paul Page, songs: KWG KMJ KLO KFBK
KYA-Marimba Magic
Westerners Quartet: KNX KARM KOH
Pepper Young's Family, sketch: (sw-15.21)

8:45 PST 9:45 MST

KSFO-Ma Perkins, sketch
KFRC-Gloomchasers: KQW
KPO-Kitty Keene, Inc., sketch (Dreft): KDYL KOA KFI
★KGO-World on Parade, news
KYA-Calif. State Emp. Service
Getting the Most Out of Life: (sw-15.21)
Originalities: KWG KFBK
To be announced: KROY KARM
KHSL-Concert in Miniature
KIEM-Charles & Glenn
KJBS-Popular Concert
KLO-Doc Seller's True Stories
KLX-Classical Music
KMJ-Safety First
KNX-March Parade
KOH-Lenten Services
KRE-Dr. Frank McCoy
KROW-Singin' Strings
KSN-Modern Melodies
KSL-Vignettes

9:00 PST 10:00 MST

KSFO-Fed. of Women's Clubs Prgm
KFRC-Gloomchasers: KQW
KPO-The Carters of Elm Street, sketch (Ovaltine): KFI KOA
KGO-Southernaires: KMJ KLO
KYA-America Sings
Tower Town Tempos: KARM KROY
★News: KOH KRE
KDYL-Those Happy Gilmans, sketch
KFBK-Home Economic Prgm.
KHSL-California State Personnel Board
★KIEM-Dr. Linebarger: News
KJBS-Musical Meanderings
KLX-The Shopping List
KNX-Women's Committee L. A. Philharmonic
KROW-Sparkling Melodies
★KSN-News: Vocal Varieties

Good Listening for Thursday

Further details and stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated

★ Star in program listings indicates news highlights

MORNING

9:30 PST (10:30 MST) Farm and Home Hour.

AFTERNOON

5:00 PST (6:00 MST) Rudy Vallee's Variety Program.

5:30 PST (6:30 MST) Joe Penner, Comedian. Gay Seabrook; Roy Atwell; Dick Ryan; Tommy Lane; Cliff Hall; Tommy Mack; Ben Pollock's orchestra.

NIGHT

6:00 PST (7:00 MST) Major Bowes' Amateur Hour.

6:00 PST (7:00 MST) Good News of 1939; Comedy and Music. Frank Morgan; Fannie Brice; Tony Martin; Gertrude Niesen; Meredith Willson's orchestra.

6:30 PST (7:30 MST) America's Town Meeting. Topic: "Are the Schools Doing Their Job?" Speakers: Dr. John W. Studebaker, Mortimer J. Adler, Luther Halsey Gulick and J. A. Starck.

7:00 PST (8:00 MST) Tune-Up Time; Comedy and Music. Walter O'Keefe; Kay Thompson; Andre Kostelanetz' orchestra.

7:00 PST (8:00 MST) Bing Crosby and Bob Burns. John Payne, embryonic matinee idol, and Joan Bennett, long established screen star, are guests.

8:15 PST (9:15 MST) Standard Symphony Hour.

8:30 PST (9:30 MST) Kate Smith's Songs and Variety. Abbott and Costello; Ted Straeter's Choir; Aldrich Family; Jack Miller's orchestra.

9:30 PST (10:30 MST) I Want a Divorce.

Did You Know That . . .

The "March of Time" began its 1939 series with a reinforced staff of more than 400 individual news correspondents stationed in the new capitals of the world, supplementing the news magazine's regular world-wide wire and cable services.

KSL-Mary Lee Taylor
KWG-To be announced
KFRC-Pelham Richardson's Orchestra: KQW

9:15 PST 10:15 MST
KPO-Benny Walker's Tillamook Kitchen: KFI

KSFO-Her Honor, Nancy James, sketch (Kleenex): KNX KARM KSL
KYA-Morning Inspirations

KFRC-Home Town: KQW KIEM
Nat'l Farm & Home Hour: KFBK

KPO-The O'Neills, sketch (Ivory Soap): KFI KDYL KOA
KDYL-Singin' Sam
KHSL-Tango Tunes
KJBS-Mission Reporter
KMJ-Musical Prgm.

KOH-Church in the Wildwood
KROW-Concert Gems
KROY-Frankie Traumbauer's Orch.
KWG-Studio Orch.

10:00 PST 11:00 MST
KSFO-The Goldbergs, sketch (Oxydol): KNX

KFRC-Happy Gang: KIEM KQW
KPO-John's Other Wife, sketch (Edna Wallace Hopper): KFI KDYL

KYA-D'Arega & Orch.
Jean Ellington, songs: (sw-15.33)

KARM-Les You Forget
KHSL-Master Melodies
★KJBS-News
KLX-Police Dept. Safety Prgm.

KMJ-Domestic Science
KOH-Morning Variety
KROW-Al Perry's Hawaiians
★KSN-News: Hits of Today
KSL-Along Melody Lane
KWG-Home Science

10:15 PST 11:15 MST
KSFO-Life Can Be Beautiful, sketch (Ivory Soap): KNX KSL

KPO-Just Plain Bill, sketch (Anacin): KFI KDYL

KGO-Agriculture Today: KMJ KFBK
★KFRC-Eddie Albright, comm.: KIEM

Goodyear Farm Radio News: KOA KPO-Valliant Lady, sketch (Gold Medal); Joan Blaine: KDYL KFI KOA (sw-11.87)

The Jive Five: (sw-15.33)
Light Opera Selections: Concert Orch. dir. Harold Sanford: (sw-15.33)

KARM-Carnival
KJBS-Organ Serenade
KIEM-Arcata Prgm.
★KLX-Stocks: Weather: News
KQW-This Business of Homemaking

KRE-Piano Ramblings
KROW-London Westenders
★KROY-Monitor Views the News
KSN-Light Concert
KWG-Studio Orch.

KHSL-Homemakers Chit-Chat
KJBS-Rhythm Revue
★KLO-News
KLX-Gems of Melody
KQW-Theater News
KRE-Top Tunes
KSN-American Legion Auxiliary
★KSL-Market & News

10:30 PST 11:30 MST 11:45 PST 12:45 MST

KSFO-Road of Life, sketch (Chipso): KNX
KFRC-As You Like It

KPO-Dangerous Road, drama (Sperry Flour): KDYL KFI
KGO-Peables Takes Charge, sketch: KLO

KYA-Vic & Sade, sketch (Crisco): KWG KMJ KFBK
Words & Music: (sw-15.33)

KHSL-Sunshine Girl
KJBS-Dance Orch.
KLX-Studio Kitchen
KOA-Jack in the Box
KRE-World's Waltzes
KROW-The Dean of the Ivories
KROY-Chester Gay, organist
KSN-Anita Bartlett
KSL-Melodic Tapestries

KHSL-Sunshine Girl
KJBS-Dance Orch.
KLX-Studio Kitchen
KOA-Jack in the Box
KRE-World's Waltzes
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KJBS-Dance Orch.
KLX-Studio Kitchen
KOA-Jack in the Box
KRE-World's Waltzes
KROW-The Dean of the Ivories
KROY-Chester Gay, organist
KSN-Anita Bartlett
KSL-Melodic Tapestries

10:45 PST 11:45 MST
KSFO-Mary Lee Taylor, home economist (Pet Milk): KARM KNX

KFRC-Studio Prgm.
KPO-Dr. Kate (Sperry Flour) drama: KFI KDYL

KGO-Rakov's Orch.: KLO (sw-15.33)
KYA-Bert Block's Orch.

Road of Life, sketch (Chipso): KWG KMJ KFBK
Those Happy Gilmans, sketch (Corn Kix): KOA (sw-11.87)

KHSL-Studio Prgm.
KIEM-WPA Concert
KJBS-Rhythm & Close Harmony
KOH-Tropical Moods
KQW-Dance Orch.
KROY-Lennie Conn Quartette
KSL-Music for Madame

11:00 PST 12:00 MST
KSFO-Big Sister sketch (Rinso): KNX KSL

KFRC-Nation's School of the Air: KQW KIEM
KPO-Betty & Bob, sketch (Gold Medal): KDYL KFI KOA (sw-11.87)

KGO-Standard School Broadcast: KMJ KWG KFBK
KYA-Morning Concert

Social Science Prgm.: KLO (sw-15.33)
Subject: "Man Travels on Land and Water—The Old National Pike."

KARM-The Women's Corner
KHSL-Morning Concert Hour
KJBS-Homemakers
KLX-Health & Diet Talk
KOH-Mary Lee Taylor

KRE-Tunes from Tango Land
KROW-Your Show
KROY-Art Tatum
★KSN-News: Songs of the Past

11:15 PST 12:15 MST
KSFO-Aunt Jenny's Stories (Spry): KNX KSL

KPO-Arnold Grimm's Daughter (Gold Medal): KFI KDYL KOA (sw-11.87)

Life & Love of Dr. Susan, sketch: (sw-15.27)

KLX-School of Air Drama
KOH-Home Folks Frolic
KRE-About the Blind
★KROY-News
KSN-Love Tales

12:30 PST 1:30 MST
KSFO-Harvey Harding, singing organist: KNX KARM KROY KOH

KFRC-The Cats & the Fiddle: KQW
KPO-Pepper Young's Family, sketch (Camay): KFI KDYL KOA

KYA-Take It Easy
KGO-Hoosier Hop: KLO (sw-15.33)

Sonata Recital: (sw-11.83)
Music detail on page 13 this week.

★News: KJBS KIEM
KFBK-Stop Snoring
KHSL-Noon-Time Interlude
KLX-Anita & Orso, guitarists
KMJ-Inquiring Microphone
KROW-Luncheon Dances
KSL-Along Melody Lane
KWG-Inquiring Reporter















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## CAMOUFLAGED BALLADER

(Continued from Page 7)

When the Grove Street School gave "The Merry Company," a flimsy bit of drammer, Nelson was cast in a role where he sang and acted. He sang well even then, but as an actor he was a good soprano. His voice was high and childish and he got by in the play mostly because the audience was kind. To be blunt about it, Nelson couldn't act as a boy, and today he knows better than anyone else that he's not a great actor. He never tries to fool himself or his public.

In the evenings when his chores were done, his mother would play church hymns and he would sing with her. She took him with her to the choir, and his sweet soprano could be heard every Sunday. It was in 1911 and he was ten when he began singing in St. Stephen's Episcopal Church. Later, Arthur Lacy-Baker, organist for Grace Church, began training him, and eventually Nelson became a soprano soloist.

After Grace Church, Nelson began singing at All Saints Church. He was giving his song all he had one night when his voice cracked and tumbled from a soprano to croak. He grabbed up for another high note, but he couldn't make it. His voice had stopped somewhere about half-way of alto-baritone and there it stayed.

The choir director told him to forget singing for two years. Nelson was fourteen then. His father and mother had come to the parting of the ways. She wanted to settle down and build a home for her son. The boy was told to choose. He quit school and he and his mother went to Philadelphia.

"I had my knocks," Nelson said, "and I know they are necessary." Mrs. Eddy took a job with the University of Pennsylvania. Nelson got a job with his uncle, Clark Kendrick, at the Mott Iron Works. His mother protested when he quit school, but he assured her he would study on the side. He got \$8 a week working the telephone switchboard at the iron works.

"I started studying when I quit school," Nelson said. "I took all kinds of courses, including a business course by correspondence. I had to buy my books second-hand. Then I began to read. First it was 'The Wealth of Nations' by Adam Smith. Then Wells' 'Outline of History' and many more—Plutarch and compendiums of science, art, biology, geology, psychology. I read the books while walking to work."

Hold everything! That's Mr. Eddy's story and he sticks to it. He's a stickler for facts and is known never to embroider any of the details of his life. But that's hard to take—a boy of fourteen or sixteen walking to work and reading while he walked "compendiums of biology, geology" and stuff. I'll wager Philadelphia hadn't seen such a walking encyclopedia since Benjamin Franklin trod the streets as a boy. Maybe Philadelphia does such things to innocent boys.

His voice had settled to a baritone and he sang while he worked. It was quite disconcerting to customers of the iron works to do business through a singing telephone operator. They would call for a keg of nails or a bunch of nuts and be greeted with a blast of melody. Nelson was transferred from the switchboard to the shipping department and his pay was upped. But he didn't like the work. It was hard and his muscles ached.

Meanwhile, he and his mother took

an apartment. He still keeps it. Out of his earnings, he had purchased some drums. There was the heritage of the Eddys cropping out. He would be a drummer as was his father and his father's father. An orchestra-leader offered him a chance to play one night at Jenkintown, Pa., but the shipping-room foreman at the plant made him work overtime, and the world lost a great drummer and the mill lost a good hand, for Nelson quit.

He had decided there was no future in nuts and elected to be a banker. But there were no banks begging for singing tellers, so Nelson went from bad to worse and got a newspaper job. He became a night clerk for the Philadelphia Press at eight bucks a week. A fellow Nelson's size might have starved on that. He was a husky boy and the \$8 didn't go far, but he met a lot of interesting people.

A reporter friend taught him how to write obits. It's really not hard to do, you know. Just say So-an-So died, and pick up his life from *Who's Who*, if he was anybody. If he wasn't, the funeral director will give you the dope. Nelson got half space-rates for every obit. And he grew in knowledge, buying compendiums of science and art on dough he earned writing about dead folks.

He was sixteen when he high-pressed the city editor of the Philadelphia Evening Public Ledger into a staff job. He looked like a man and was doing all right until the hatchet gang of efficiency men came in and trimmed the staff, including Mr. Eddy.

THEN he hooked on at the *Evening Bulletin* and really became a reporter. Maybe that's why he sticks to facts now. Finally, he was washed up to the copy desk because he could make heads fit.

"Can you picture me shouting orders to reporters?" he asked. No! (And aside to Mr. Eddy: I don't know about Philadelphia, but in every city room I ever saw if one of those comma-and-colon guys on the copy desk "shouted orders to a reporter" there would be mayhem, murder and a page-one obit!)

A former Philadelphia reporter said, "Eddy was a hell of a regular guy, a gangling kid and a very conscientious and hard worker." Then he added, "But that was in 1919, before he got in the Social Register."

He did about every trick around the newspaper shop—police, politics, general assignments and even a turn at sob sistering. (Today he shuns sob sisters as if they had measles.) He did sports, and wound up his journalistic fling on a copy desk, chasing commas, uniting split infinitives, trapping periods and trying to squeeze headlines into a column.

He used to sing at the copy desk. It's a miracle, and a tribute to the City of Brotherly Love that he survived to tell it. Most newspapermen will gang a co-worker if he sings at his job, and whistling is an invitation to assault.

He couldn't afford a music-teacher, but he practised with his mother. He had no time, or took none, for girls, and was one of those fellows to whom "my mother is my sweetheart."

One night he was at a friend's house and was listening to the phonograph. Ruffo was singing an aria.

"An inspiration came to me," Nelson said. "I began singing with that trained voice of Ruffo's. I was surprised to note the difference between

(Continued on Page 37)

ZONITE—THE FAMOUS ANTISEPTIC THAT CAME OUT OF THE WORLD WAR\*



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So be prepared. Get Zonite from your druggist. The minute you feel rawness in your throat, start gargling. Use 1 teaspoon of Zonite to 1/2 glass of water. Gargle every 2 hours. Soon your throat feels better.

If you feel feverish or grippy, see your doctor at once.



## DANDRUFF ITCH? Here's an Antiseptic Scalp Treatment

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2. Massage head for 3 minutes with this Zonite solution. This gives head an antiseptic cleansing—stimulates scalp—kills germs on hair and scalp at contact!
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4. Rinse very thoroughly. This leaves scalp clean and sweet-smelling.
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Do this twice a week at first. And later, once a week.

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Lips  
Chin Arms Legs

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Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## BALLADER

(Continued from Page 35)

his voice and my own."

The next day he bought records by great baritones and spent all of his spare time by his phonograph following the singers. He would sing with them. He had quit the newspaper business and was working as a copywriter for an advertising agency when he met David Bispham, one of the great baritones of the age.

Bispham gave him an audition and shook his head. "Almost but not quite," Bispham told him. "You must study, study."

Nelson told Bispham he couldn't afford to quit his job to study.

"Advertising is a good game," Eddy said. "It pays well."

Bispham replied, "Singing, too, is a good game."

So Eddy threw away his pencil and forgot copy-writing and began studying with Bispham. Soon thereafter Bispham died. Nelson drifted from one teacher to another. Then came one of those breaks. Mrs. George Dallas Dixon produced "The Marriage Tax" at the Academy of Music in Philadelphia and Eddy was given the role of the King of Greece. But, alas! the program overlooked his name.

The show was one of the social things that get society editors in a dither. Everybody, my dears, had to be mentioned. But nobody could remember who had played the King of Greece. It became a sort of game—who was the king? And when the society writers discovered it was our hero, he got a gob of publicity. Then he met Alexander Smallens, conductor of the Philadelphia Civic Opera Company, who became Eddy's patron.

He was made a member of the Philadelphia Operatic Society and even got bits with the theater group known as the Plays and Players.

Those masters of the arts gave him roles only after they discovered he was listed in the Social Register!

UNDER direction of Alexander Smallens, Eddy toiled through twenty-three operatic roles. One afternoon, he had completed a rehearsal of "Tannhauser" when a voice behind him said, "You have a nice voice, Mr. Eddy. But you don't know how to use it."

Nelson wheeled and faced a little man. Angry at the man's presumption, Eddy stalked away in a huff. That night his role was as flat as Miss Floogie's feet, and the next day he telephoned the little man and learned he was Edouard Lippe.

Lippe might have been a great artist. He had the voice, but as a boy he injured his spine in a bicycle accident. He never had the physique but he still has the voice.

Eddy listened to Lippe (he still does), and it was Lippe who urged him to go to William W. Vilonat, the greatest maestro in Philadelphia. Vilonat was going to Dresden and told Eddy he would teach him if he went to Germany. Nelson was in dismay. He was broke.

"Borrow on your future," Lippe said.

They found a banker who was willing to take the chance, and Nelson went to sea. With him he took a picture that Bispham had given him. On the back of the picture, Bispham had written, "To Nelson Eddy, the coming baritone—or I am much 'mistook.'"

James Street's second and concluding true-to-life article about Nelson Eddy appears in next week's RADIO GUIDE.

## NO SKINNY WOMAN HAS AN OUNCE OF SEX APPEAL



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Ralph Loeffler, Arlington, Wash.

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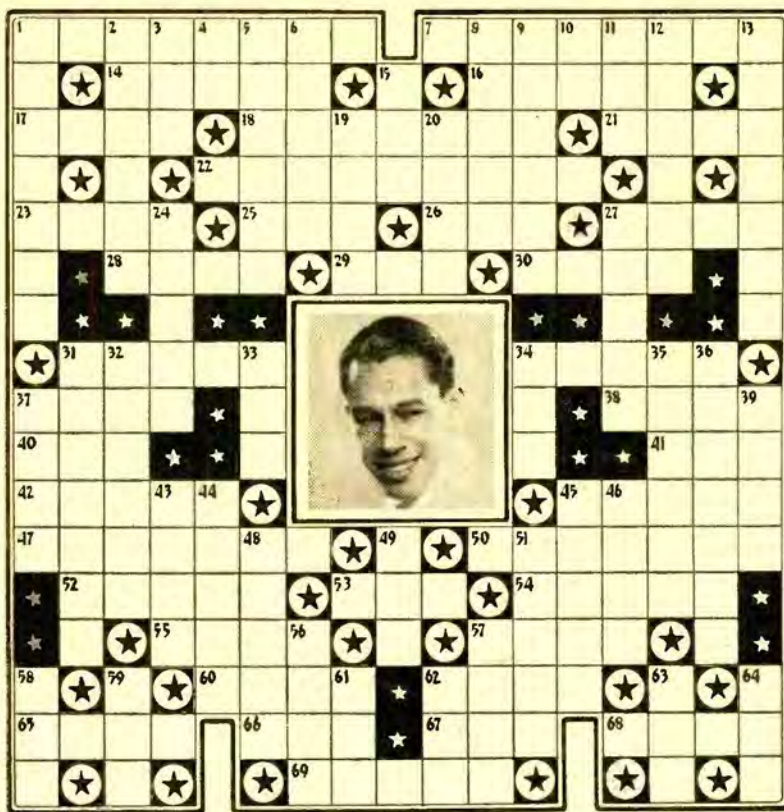
# Can Hair Grow On a Bald Head?

No, Says Traditional Opinion. Yes Say Thousands Who Have Made This Three Day Test

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# RADIO GUIDE'S X-WORD PUZZLE



### HORIZONTAL

1. Last name, star in the portrait
7. Misdeed
14. Masculine name
16. — Rodzinski, conductor
17. Tingle
18. Inclined to laugh
21. Small-winged insect
22. Instrument for measuring altitudes
23. Large-mouthed pitcher
25. — Seymour, announcer
26. Small serpent
27. To coagulate
28. Lairs
29. — Niles, announcer
30. Wearing shoes
31. Peter —, announcer
34. Charles —, tenor
37. Calf's flesh
38. Allows
40. Destroy
41. Sheep's cry
42. Inner parts
45. Correct
47. A military warehouse
50. — Saint-Saens, famous composer
52. In the front
53. Nickname of star in the portrait
54. To implicate evil
55. Yellowish-gray color
57. Flexible tube for conveying water

60. — Coleman, bandleader
62. Succeed
65. Frank —, tenor
66. Crafty
67. Feminine name
68. — Hoheingarten, orchestra-leader
69. Deviates from upright position

### VERTICAL

1. Charles —, "Andy"
2. Consisting in laud
3. Loiter
4. Either
5. Sphere, domain (pl.)
6. Feminine name

Solution to Puzzle Given Last Week



# BIRTHDAYS

FEBRUARY 26

Joseph Bonime, NBC, RCA Building, New York, N. Y.

Davidson Taylor, CBS, 485 Madison Avenue, New York, N. Y.

FEBRUARY 27

Frank Munn, NBC, RCA Building, New York, N. Y.

Malcolm Meacham, NBC, Merchandise Mart, Chicago, Ill.

FEBRUARY 28

Olan Soule, CBS, Wrigley Building, Chicago, Ill.

Harold Parkes.

FEBRUARY 29

Jimmy Dorsey, MBS, 1440 Broadway, New York, N. Y.

MARCH 1

Charles Lyon, NBC, Merchandise Mart, Chicago, Ill.

MARCH 2

Ozzie Nelson; Luther Ossenbrink (Arkansas Woodchopper), NBC, Merchandise Mart, Chicago, Ill.

MARCH 3

Kenneth Sargent, MBS, 1440 Broadway, New York, N. Y.

Donald Novis, NBC, Sunset and Vine, Hollywood, Calif.

Patricia Ann Manners.

MARCH 4

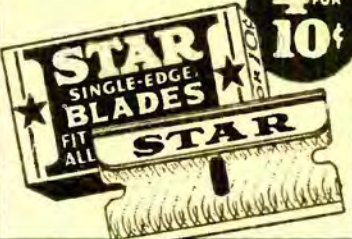
Lucy Gliman (Laura Parker of "One Man's Family"), NBC, Sunset and Vine, Hollywood, Calif.

Dorothy Page.

Madge Marley.

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(Continued from Page 38)

Kostelanetz, Andre, Orchestra. Tune-Up Time (Ethyl Gasoline), Thurs. 7 p.m. CBS.

Martin, Tony. Good News of 1939 (Maxwell House Coffee), Thurs. 9 p.m. NBC.

Trent, Thurs. Fri. 9:30 a.m. CBS.

RCA. Magic Key; Milton Cross; Frank Black's Orchestra, Sun. 11 a.m. NBC.

Sperry Flour. Dangerous Road, Mon. thru Fri. 10:30 a.m. NBC; Dr. Kate, Mon. thru Fri. 10:45 a.m. NBC; Martha Meade, Thurs. 8:30 a.m. NBC.

(Alka-Seltzer), Tues. Fri. 7:30 p.m. NBC.



# Nervous, Ankles Swollen, Backache, Kidneys Strained?

If you're feeling out o-sorts, Get Up Nights, or suffer from Dizziness, Nervousness, Backache, Leg Pains, Swollen Ankles, Burning Passages, Excess Acidity, or Loss of Energy and feel old before your time, functional Kidney Weakness may be the true cause.

Wrong foods and drinks, worry, colds or overwork may create an excess of acids and place a heavy strain on your kidneys so that they function poorly and need help to properly purify your blood and maintain health and energy.

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# 100,000 CLASSROOMS

(Continued from Page 11)

tional radio specialists, and noted professors of education, on new programs for the year to come. The chairman of this board is Dr. William C. Bagley of Columbia University. For weeks the discussion of ideas goes on. Then each "course" is assigned to a committee of educators who are experts in the particular field. They outline the curriculum week by week, just as a city board of education lays out a teachers' syllabus. When the outline of each "course" is completed, individual scripts are assigned to other educators, who gather the material, do research on it, and write it up in outline. This done, professional radio-writers turn the material into entertaining dramatic form.

Often the very educators who have helped in the writing and planning of these scripts appear on the finished programs as commentators or producers. Dr. Peter W. Dykema of Teachers College, who wrote our music scripts this year, did the commenting for the series. Dr. Alice V. Keliher, distinguished writer and educator of the Progressive Education Association, not only suggested the series, "Frontiers of Democracy," but conducted the weekly discussions on these broadcasts in CBS Radio Theater No. 1.

But this is not the whole picture. While utilizing the advice of these "faculty boards" who have helped out on our CBS programs for years, Columbia's own educational staff constantly augments it with its own observations of teachers' and principals' needs as reported under classroom conditions. Schools, school boards, parent-teacher associations, great education conferences and universities are always being visited by this staff. We want to aid not only the heads of great educational systems in the big cities but the little school-teacher in her country schoolhouse. We want to hear what the Negro child, the child of immigrant parents, the underprivileged child needs in our radio courses. For this is the business of education on the air.

In order to get still closer in touch with the needs of teachers and pupils, we have developed many techniques new to radio-education. One of these is the "demonstration forum," or "CBS Teachers Institute" now used on the Monday afternoon series "Frontiers of Democracy." The first conception we had of the part such forums might play in showing teachers how to use radio in their classrooms came last summer, when the National Education Association held its convention in New York City. At this time we offered to put on a "demonstration" broadcast in one of our radio theaters for the benefit of any visiting teachers who might be interested. Nine hundred teachers from all over the country packed into the theater—and unfortunately we had to turn several hundred more away. This response proved to us that teachers were definitely interested in the possibilities of radio, and we decided to introduce the demonstration forum from that time on as a regular feature of our programs.

Since then, each Monday afternoon "Frontiers of Democracy" has been broadcast direct from the stage of our Radio Theater No. 1. It is a course in American social and economic problems, conducted by Dr. Alice V. Keliher of the Progressive Education Association. Week after week, hundreds of teachers and pupils have come to

the theater to look, listen, and take part in the discussions Dr. Keliher leads afterward.

"In almost every case," says Dr. Keliher, "when we have had a guest speaker on the program, some child will ask him where he got the facts for his presentation. This indicates a severely critical attitude on the part of our children, a refusal to accept wholesale anything that is told them. Another thing these children usually ask is what they can do about the problem we are discussing. They are eager to add their bit toward solving the situation. And nearly always they ask what relation the problem has to a democracy. Even children ten years old have asked this question—and answered it in an intelligent way."

Everywhere in the country, individual teachers and pupils are finding radio-education an enjoyable and helpful experience. Miss M., a teacher of a school near Chicago, writes that her class has inaugurated "informal" listening-hours. At certain times of the day the radio is turned on, and the children can come or go as they wish. They usually choose to come. The listening-room is equipped with movable chairs, which the children arrange themselves, sitting with their friends near the radio or the window. There is no official discipline about listening, but after the program those who have heard best tell the next class about its most interesting features. Miss M. finds that the children learn very rapidly from radio programs.

SHE has also found radio-listening a great help to her slow students. Two of her pupils, Phoebe and Anna, who were always behind, were so interested in an "American School of the Air" broadcast about child labor that they volunteered information to the class about the subject. Phoebe said: "I'm glad we live today and go to school instead of working." Said Anna: "It's too awful to believe." Another boy of slow intelligence, George, was just as moved by a broadcast on the CBS "Science in Industry" program about the unemployment problems connected with the use of the mechanical cotton-picker. During the post-broadcast discussion, when the suggestion was made that the inventors of the machine refuse to lease it until the renter agreed to support men thrown out of work by it, he cried out, "But wouldn't that be the same as relief—money without work?" It was the first unprejudiced remark the teacher had ever heard him make.

I have often been asked by parents and teachers whether I think radio-education will ever take the place of the school system as it is today. Aldous Huxley, the novelist, has envisaged a "brave new world" in which children of the future are taught by radio. He pictures a scene with children lined up in their little white beds in great communal nurseries listening while above their heads a soothing voice comes from a loudspeaker informing them about subjects they need to know.

But such a scene is purely imaginative. The job of network radio in the field of education as we conceive it is a supplementary and stimulative one. It is there to help the teacher, to stimulate young minds, to help them take that last hurdle between the solid world of text-books and the imaginative world where knowledge becomes an integral part of one's being. That is what radio, with its magic and its facilities, can do.



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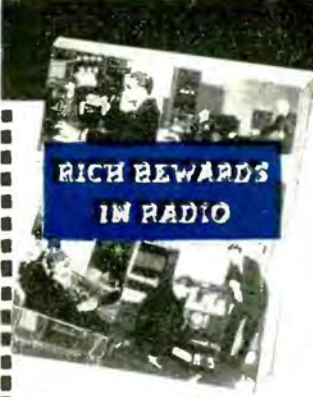
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