

Radio *And AMUSEMENT* Guide **5¢**

The NATIONAL WEEKLY of PROGRAMS and PERSONALITIES

Volume 2

Chicago, Ill., Week of December 4-10, 1932

Number 7

Hillbilly Craze Sweeps

BROADWAY

SOMETHING strange has jolted the syncopated rhythm of blase Broadway. It was born in the East, in a pioneer Virginia, and it swept westward with the covered wagons. It lay dormant for decades, in lumber camps, and mining shacks, and at
(Turn to Page Twenty)



Walter O'Keefe, at upper right, the sophisticated pilot of the Magic Carpet Hour, was one of the first cosmopolites to recognize the trend of the metropolis towards Hillbilly songs. The "Three Little Maids," at left, are popular Hillbilly singers, while Gene Autry, at right, has done much to popularize this music.

News! News! News!

To Beer or Not to Beer

Like a thirsty man with a bottle of home brew in front of him—but a prohibition agent knocking at the door—broadcasters await the return of legitimate beer. Networks know that part of the golden flow will be diverted into advertising channels, know that big brewers of pre-prohibition times are already dickering for air time. But will advertising beer on the air offend a certain percentage of listeners? Broadcasters do not know, are frankly doubtful of accepting beer advertising. Impartial observers believe that eventually beer will go on the air. Reasons: Newspapers will certainly accept brewery ads; broadcasters now give time to products as "shocking" as beer.

WIBO Versus WBBM

Nine hundred thousand dollars WIBO alleges it has been hurt; WBBM, Ralph and Leslie Atlas, targets of the WIBO damage suit are nonplussed, and a new page is written in radio wave channel squabbles. The fracas between the Chicago stations and owners results from efforts of the Atlas brothers, alleged part owners of WJKS, Gary, Ind., to obtain the WIBO air road for itself.

WJKS first used the official path in an endeavor to get the franchise; first appealing to the Federal Radio Commission on the basis that Illinois, a few miles away, was over its radio station legal quota, and that Indiana did not have its share of air facilities. WJKS won preliminary bouts and WIBO took the battle to the Court of Appeals of the District of Columbia where a decision has long been awaited.

Meantime, WIBO had difficulty selling time because of its legally unsettled state. With no revenue coming in, financial troubles began. WIBO claims other ulterior moves on the part of WJKS-WBBM interests caused embarrassment and its damage action charges "conspiracy by the proprietors of WBBM" to compel WIBO to sell or abandon its franchise and wave length "as a result of certain actions by the alleged conspirators calculated to ruin the operations of WIBO financially."

Also alleged by WIBO's complaint: that WBBM and CBS attempted to buy WIBO in August, 1929, but were turned down; that malicious statements regarding WIBO's stability and credit standing were circulated; that WIBO's programs were slandered; that efforts were made to stop WIBO's use of copyrighted music; that employees were tampered with and hired away; that parallel programs were broadcast by the "conspirators" to confuse the public.

\$1,000 for Critics

Caustic comments on outmoded radio advertising has induced General Electric's Circle program to seek new ideas on advertising from the listeners themselves, a move startling to most broadcasters. G. E. not only invites criticism but has offered prizes of \$1,000 to the best advice, plans to remodel its commercial announcements according to the suggestions of listeners. Prime mover to revise sales talks is Heywood Brown, G. E. Circle star, respected newspaper columnist. Said Brown: "Commercial announcements now on the air are criticized as being too dry, too long, offensive, and uninteresting to the public."

Hearst's Combination

America's two greatest newspaper chains this week were moving in opposite directions in their viewpoint towards radio. From New York came news that William Randolph Hearst, who broadcasters suspect will found a third nation-wide network, had decided to sell radio time in combination with advertising space in his gargantuan American Weekly (world's largest circulation). From Cincinnati came news that Scripps-Howard had decided to drop its lone radio station, WFBE, after January 1. WFBE will revert back to its original owners.

Voice of the Soil

Thomas L. Stix, genial host to literary celebrities on Columbia's "America's Grub Street Speaks" program, brings Martha Ostense before the microphone Sunday, December 4. Literary students gladly welcome the Ostense voice, wonder whether it will be touched with the same breath of the soil that has made her pen rank high in contemporary writing. Miss Ostense spent her girlhood in the Northwest's wide spaces, will chat with Stix about those folk she knows so well, who wrest their living from the soil.

Flattery for Ford?

Possibility of a Ford sponsored program loomed again this week as NBC readied a melody of old tunes and folk songs to be dedicated to the motor manufacturer in a special broadcast at 8:30 p. m. Tuesday, December 6, over an NBC network. Ford's favorite instrument, the organ, will be used, under the sure, nimble fingers of organist Archer Gibson. Numbers to be played, all Ford favorites, include "The Lost Chord," "Silver Threads Among the Gold," "The Gospel Hymn," and "Love's Old Sweet Song."

Broadcasters know that Ford has been dickering with the networks, see NBC's Fordfest as subtle flattery designed to bring him into the list of radio advertisers.

Paddling Engineers

Stranded very nearly on a lonely island in northern New Jersey was the staff of engineers manning the ultra-modern 50,000 watt CBS-WABC transmitter last week when torrential rains surrounded its location. Forgetting present-day inventions, Chief Engineer R. W. Newby turned back to pioneer days for relief, borrowed a second-hand canoe, and paddled his staff from and to work in relays, while Jupiter Pluvius snickered.

Pain in the Neck

Minstrel endmen wear comical elongated wing collars, hard to obtain. An hour before the 200th anniversary performance of the Sinclair Minstrels, prize NBC commercial, endman Mac McCloud found that his battered, indispensable collar was missing. Hastily he taxicabed through Chicago's loop, seeking a shop selling 19th century collars. In a dingy combination antique and costume shop he saw a dummy dressed in oldtime minstrel fashion. Dashing inside he demanded the price, staggered when he was told \$10. Endman McCloud paid the outrageous price, rushed to the studio, arrived just in time for the show, and found the collar too small. Meticulous, he had it sewed on, played his part as if nothing had happened.

RADIOODDITIES



MARY STEELE
ON N-B-C
TAKES OFF
HER SHOES
WHEN
BROADCASTING

HARRIET CRUISE
CBS-WBBM-SONGBIRD
USED TO PLAY SECOND
BASE ON A BASEBALL TEAM

HAL TOTTEN
SPORTS ANNOUNCER
KNOWN TO MILLIONS
FOR HIS BROADCASTS
USED TO SNEAK INTO
THE BASEBALL PARK
BY THE "OVER THE
FENCE" ROUTE

NORMAN CORDON
WHO SINGS BASS WITH
THE NBC MEN OF SONG
WAS A BOY
SOPRANO FOR
7 YEARS

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The Stebbins 'Murder'

(An Editorial)

A few weeks ago the Stebbins Boys were taken off the air without warning. Thousands of radio listeners throughout the United States wrote in to their local radio editors demanding an explanation. To the office of RADIO GUIDE came hundreds of queries. Many followers of this lovable radio team insisted that we print an explanation.

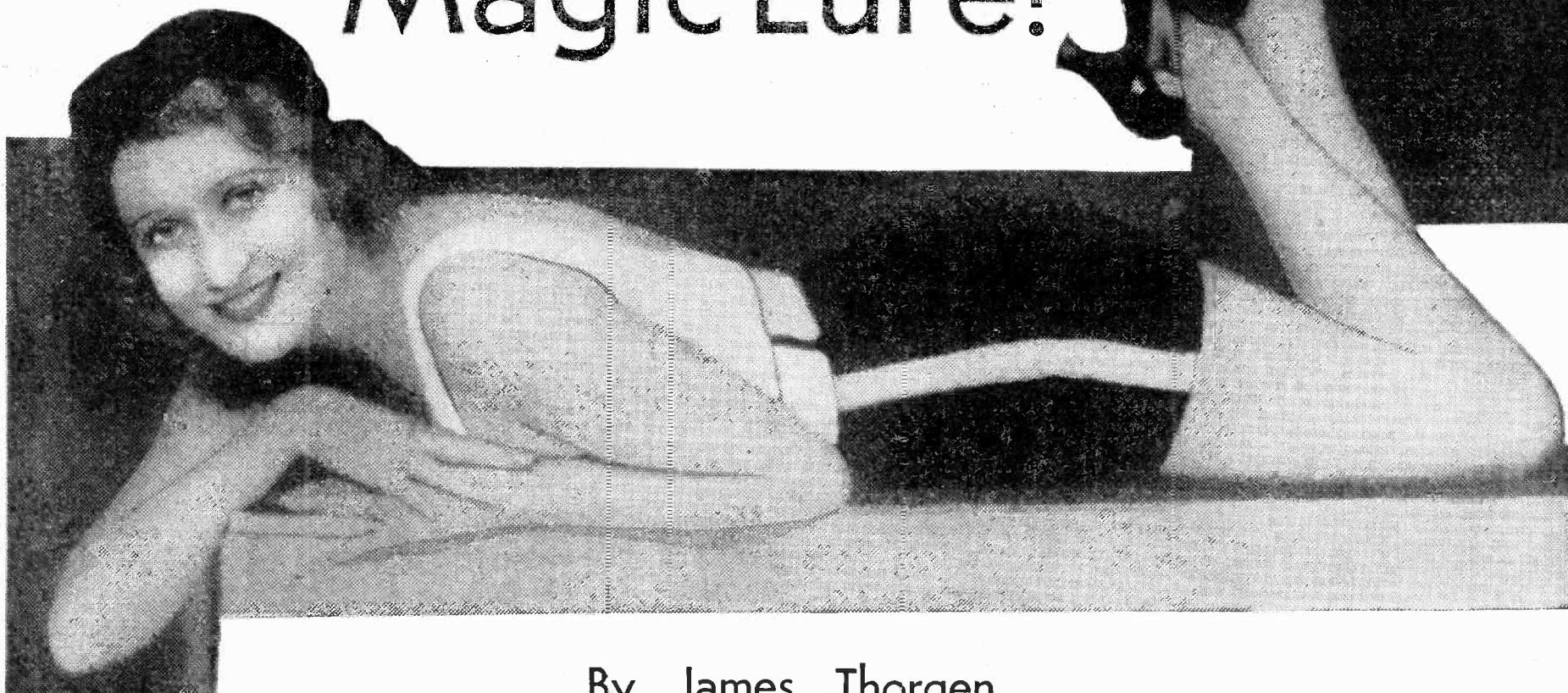
RADIO GUIDE feels that it is the duty of the broadcasters to reinstate the Stebbins Boys on the air even though Swift and Company, the former sponsors of this rural skit, dropped the Stebbins Boys because of a change in merchandising ideas.

The broadcasting stations throughout the United States are spending hundreds of thousands of dollars each year in an effort to give the public entertainment. Their existence depends solely upon the public. The Stebbins Boys skit had a tremendous radio audience. As a rightful duty to the radio listeners, the National Broadcasting Company should bring this act back again on a non-commercial sustaining basis, if necessary.

Hundreds of radio programs are constantly being placed on the air in the hope that they carry enough listening audience to be sold to sponsors. During this experimentation much money is spent by the broadcasters. Usually a very small percentage of the programs tried on the air succeed in procuring sponsors.

Why not continue a tested and proved feature?

Ruth Etting's Voice Magic Lure!



By James Thorgen

THERE have been great voices on radio. There have been voices that were applauded by millions; voices that drew thousands of fan letters a week; voices that were hailed by musical critics as perfect in range and tone.

But Ruth Etting has magic in her voice, because Ruth Etting's voice makes people DO things. It doesn't only stir them. It leads them to action, and its remarkable color and throaty power is again causing a sensation in the radio firmament.

RADIO GUIDE has just learned that Miss Etting has again been signed on Chesterfield "Music That Satisfies" program, and she will probably broadcast after the first of the year with Isham Jones' Orchestra. Bing Crosby, it is said, had also been signed by Chesterfield.

Ruth Etting won second place in RADIO GUIDE's "IT" Girl Popularity Poll and millions of listeners throughout the country who applauded her remarkable singing in the past, will be glad to hear that she will continue on this broadcast.

She came from a little Nebraska farm, rose from cabaret to the famed Ziegfeld Follies, and from the Follies to stardom on the stage and radio. She won success in the heartless battleground of Broadway, won success because she had a sob in her voice that made people ACT. She conquered the hard-boiled White Way with kindness. She even made Walter Winchell's heart beat when she unloosened the magic tones with a tear.

SHE proved that popular songs have another virtue besides just being popular. She proved it with "Ten Cents a Dance." When Ruth Etting sang that song she felt it deep within her, felt the injustice that the little dancers in taxi dance halls feel when they grind around the floor, hour after hour, with any man, ANY man who buys a ticket. Her heart went into that song—and she got results.

It is said on Broadway, and the New York police department admits it, that Ruth Etting's rendition of "Ten Cents a Dance" focused attention on the "Ten Cents a Dance" girls and led to the restrictions which have made their life

cleaner. Ruth Etting is proud of that.

Then there was the time that Ruth visited New Haven, home of Yale University, when she was on a personal appearance tour. The proprietor of a music store

inserted an advertisement in a newspaper which said that Miss Etting would be at the store to autograph her recordings at a certain hour.

Hours before the announced time Yale

students began to arrive at the emporium. When Miss Etting arrived, the place was jammed to capacity and the street was packed outside. A riot almost developed as the collegians fought for the autographed records and it took the police to rescue the girl with the magic voice.

Miss Etting has twenty-five thousand newspaper clippings which praise her singing! Of course she's proud of them, but she keeps them hidden. There are two she cherishes above all others. One appeared in the column of Whitney Bolton of The New York Morning Telegraph. It reads: "Ruth Etting . . . out of place in the Follies, she ought to be in a hospital . . . anyone with a voice like that can sing paralytics into life and heal wounds with her emotional croon . . . she should sing where the little structure casts heavy shadows on human misery . . . there is in the slums and spread sunlight . . . ultra-violet rays in them thar golden notes . . . she makes blues singers sound like doxologists or the man who gives the Arlington time signals."

THEN there is another clipping, quoting a talk over the air by the late Florenz Ziegfeld. It reads:

"And speaking of Broadway—I'd like to tell you about a girl who has been a great success on Broadway and still has not gone Broadway—Ruth Etting. Ruth has never forgotten the fact that I gave her her first chance on Broadway—I brought her from a little cafe in Chicago. Her opening night in the Follies in New York, she scored such a tremendous hit that there wasn't a manager in the country that didn't make her an offer and while I had no contract with Miss Etting and worried considerably as to whether I would be able to hold her or not, she turned down many offers. I consider her the greatest singer of songs that I have managed in my forty years in the theater."

She was Ziegfeld's greatest "singer of songs." That's commendation. And what the great showman, Ziegfeld, thought of Etting, has been transmitted to every part of the continent. America is glad that her voice will continue on the air, glad to let its emotions be swayed by the magic voice of a girl.



A famous portrait of Ruth Etting

Programs for Sunday, December 4

LOG OF CHICAGO STATIONS

Call Letters	Kilo-cycles	Power, Watts	Location and Phone Number
WLS	870	50,000	1230 W. Washington St. Haymarket 7500
WENR	870	50,000	222 North Bank Drive Superior 8300
WGN	720	25,000	Drake Hotel Superior 0100
WBBM	770	25,000	410 North Michigan Ave. Whitehall 6000
WJBT	1130	20,000	Palmer House State 5466
WIBO	560	10,000	Chicago Theater Bldg. Andover 5600
KYW	1020	10,000	Strauss Building Wabash 4040
WMAQ	670	5,000	Merchandise Mart Superior 8300
WMBI	1080	5,000	153 Institute Place Diversey 1570
WCFL	970	1,500	666 Lake Shore Drive Delaware 9600
WJKS	1360	1,000	Gary, Indiana Gary 25032
WAAF	920	500	836 Exchange Avenue Yards 0084
WGES	1360	500	128 N. Crawford Ave. Sacramento 1166
WSBC	1210	100	13th & Michigan Ave. Calumet 1530
NBC—Chicago Office			Merchandise Mart Superior 8300
CBS—Chicago Office			Wrigley Annex Whitehall 6000

Every effort is made to insure the accuracy of our programs at the time of going to press; however, there is the possibility of late changes.

6:00 A.M.
WAAF—Old Timers

6:30 A.M.
WAAF—Dawn Patrol

7:00 A.M.
WAAF—Morning Devotions

7:20 A.M.
WJJD—Mooseheart Catholic Service

7:30 A.M.
WAAF—Favorites of Yesterday
WIBO—Morning Reveries

8:00 A.M.
KYW—Sunshine program: Paul McClure
WAAF—The Eight O'clock Concert
WCFL—Highlights of Music
WENR—Children's Hour (NBC)
WGES—German Hour
WIBO—Swedish Services

8:30 A.M.
WAAF—Organ Melodies
WCFL—Religious Program
WJJD—Hymn Time

8:45 A.M.
WJJD—International Buckle Busters

9:00 A.M.
WAAF—Sacred Songs
WBBM—Church of the Air (CBS)
WCFL—German Entertainment
WENR—Modern Instrumentalists (NBC)
WGES—Home Folks
WGN—Grand Old Hymns; The Old Testament
WMAQ—Bible Story dramatization

9:15 A.M.
WGES—Fashion Preview
WJJD—Howard L. Peterson, organist

9:30 A.M.
WAAF—Hi, Folks!
WBBM—Modern Living; Lindlar's Magazine
WCFL—Rogers Highlights
WENR—Fiddlers Three (NBC)
WGES—Band Parade
WGN—Victor Stonebrook, tenor
WMAQ—Musical program

9:45 A.M.
WENR—Mood Continentale (NBC)
WGN—Leonard Salvo, organ
WGES—Happy Hits
WJJD—Mooseheart Protestant Services

10:00 A.M.
WAAF—Sunday Serenade
WBBM—Jackson Melodies
WCFL—Highlights of Music
WENR—Russian Symphonic Choir (NBC)
WGN—Sunday Morning Concert; Lewis White, baritone
WGES—Memory Lane
WSBC—John Stamford

10:15 A.M.
WBBM—Rhoda Arnold and Charles Carlile (CBS)
WGES—Emil Pope, tenor

10:30 A.M.
WBBM—American Bird Products, Singing Canaries
WCFL—Seventh Church of Christ, Scientist
WGN—Melody Makers; orchestra (CBS)
WJJD—Happy Go Lucky Time; Art Linick
WJKS—Watch Tower Program
WMAQ—University of Chicago Organ Recital
WSBC—Sandy Mac Tavish, Sketch

10:45 A.M.
WBBM—Cooper Musicale
WJKS—Rogers Review

11:00 A.M.
WAAF—Goldenrod Revue
WBBM—Peoples' Church
WENR—Church Services; Dr. Frederick Shannon
WGN—Mormon Tabernacle Choir and Organ (CBS)
WJKS—Salt Lake City Choir and Organ (CBS)
WMAQ—U. of C. Chapel Service

11:15 A.M.
WAAF—Estelle Barnes, pianist
WJKS—Jackson Musicians

11:30 A.M.
WAAF—Bendix Favorite Bands
WENR—Waldorf-Astoria Organ Recital (NBC)
WGN—Some of Your Favorites Allan Grant

11:45 A.M.
WAAF—Rhein's Musical Gems
WGN—Reading of Tribune Comics
WGES—Our Lady of Sorrows Catholic Church

12:00 NOON
KYW—Uncle Bob's Junior Johnson Club
WAAF—Sears-Roebuck Musical Moments
WCFL—Miller Melodies
WMAQ—Roxy and his Gang (NBC)

12:30 P.M.
WCFL—Swedish Program
WIBO—Art Hour
WLS—Polish Music Hour

12:45 P.M.
WBBM—Norm Sherr, popular pianist
WGN—Whistler and his Dog

1:00 P.M.
KYW—The Watchtower Program
WAAF—Hoosier Philosopher
WBBM—Smilin' Ed McConnell
WCFL—Lithuanian Program
WGN—Palmer House Ensemble
WIBO—German Hour
WJKS—Bread of Life Hour
WMAQ—Mystery Tenor (NBC)

1:15 P.M.
KYW—Oak Ridge Abbey, Meditations
WAAF—Julia King Musical Sweets

WENR—National Youth Conference (NBC)
WGES—Poland in Song
WIBO—National Gospel Singers
WJJD—Jewish Program
WMAQ—International Broadcast from Vienna, Austria (NBC)

3:45 P.M.
WAAF—Jimmy Kozak at the piano
WMAQ—Mrs. R. R. Thomas, soprano

4:00 P.M.
KYW—June Rae, ballads
WAAF—Ford Waldo
WCFL—Bergin Debating Society; St. Viator's College
WENR—The Revelers, male quartet (NBC)
WGES—Symphonies of the Nations
WGN—Roses and Drums, drama (CBS)
WIBO—The Byzantine Ensemble
WJJD—Greek Hour
WMAQ—National Vespers (NBC)

4:30 P.M.
KYW—Pages of Romance (NBC)
WBBM—Foreign Legion (CBS)
WCFL—Studio Program
WGES—Camptown Minstrels
WGN—Wayne King's Orchestra
WENR—Big Ben's Drama (NBC)
WIBO—Salon Recital
WJJD—Judge Rutherford
WMAQ—Glee Club

4:45 P.M.
WENR—Josef Koestner's Orchestra
WJJD—Neighborhood Store
WMAQ—"Bring 'Em Back Alive," Frank Buck

4:50 P.M.
WGN—Bernie Cummins' Orchestra

5:00 P.M.
KYW—Edgewater Beach Hotel Twilight Musicale
WBBM—America's Grub Street Speaks (CBS)
WCFL—Father Justin's Rosary Hour from Buffalo
WENR—Catholic Hour (NBC)

WBBM—Husk O'Hare's Band
WGN—Roxy Theater Symphony (CBS)
WJJD—Paul Rader's Tabernacle
WJKS—R. C. A. Victor Program
WLS—Musical Program

7:45 P.M.
KYW—Chandu, the Magician
WJKS—Frank Cambria, Roxy Ensemble (CBS)

8:00 P.M.
KYW—Old Time Melodies (NBC)
WBBM—Theme in Tempo; Jack Brooks and Westphal's Orchestra
WCFL—Religious Talk, Franklin Ford
WENR—Our Government; David Lawrence (NBC)
WGN—Fred Allen's Bath Club Revue
WJKS—WJKS Artists Variety Hour
WMAQ—Chicago Sunday Evening Club
WSBC—Italian Program

8:15 P.M.
KYW—Smith Bros.; Trade and Mark (NBC)
WBBM—Belle Forbes Cutter, soprano and Al Nelson
WENR—American Album of Familiar Music (NBC)

8:30 P.M.
KYW—Walter Winchell, columnist (NBC)
WBBM—Jack Russell's Orchestra
WCFL—Swedish Program
WGN—Pennzoil Parade of Melodies (CBS)
WJKS—Jimmy Carr's Orchestra (CBS)

8:45 P.M.
KYW—Ohman and Arden, piano duo and orchestra (NBC)
WBBM—The Band of Distinction
WENR—Sheaffer Lifetime Revue; orchestra (NBC)
WJKS—Irish Program
WMAQ—Ohman and Arden (NBC)

9:00 P.M.
KYW—Balkan Melodies (NBC)
WBBM—Ben Pollack's Orchestra
WGN—Canada Dry Program; Jack Benny, humorist; Weems' Orchestra (CBS)
WJKS—Edmund Garish, violinist

9:15 P.M.
KYW—Carl Moore's Orchestra
WBBM—WBBM Drama
WENR—Edison Symphony Orchestra
WIBO—Hockey; Blackhawks vs. N. Y. Rangers
WJKS—Babe and Bea
WMAQ—The Old Singing Master (NBC)

9:30 P.M.
WBBM—Elk's Memorial Program (CBS)
WCFL—Judge Rutherford
WGN—Tomorrow's Tribune
WJKS—Praise and Promise Hour
WMAQ—The Orange Lantern; mystery drama (NBC)

9:40 P.M.
WGN—Headlines of Other Days

9:45 P.M.
KYW—Sunday at Seth Parker's (NBC)
WCFL—Workmen's Circle Program
WENR—Terrace Gardens Orchestra

10:00 P.M.
WGN—The Serenaders
WJKS—The Gauchos (CBS)
WMAQ—Soloist (NBC)

10:15 P.M.
KYW—The Globe Trotter; Teaberry Sports
WENR—Donald Novis (NBC)
WJKS—Thorsen and Miller
WMAQ—Lavender and Old Lace (NBC)

10:25 P.M.
WGN—Time; Weather Forecast

10:30 P.M.
KYW—Chicago Gospel Tabernacle
WENR—Ben Bernie's Orchestra
WGN—Wayne King's Orchestra
WJKS—Jimmy Carr's Orchestra (CBS)
WMAQ—Auld Sandy and Harold Van Horne

10:45 P.M.
WCFL—A Bit of Moscow; orchestra

10:50 P.M.
WGN—Bernie Cummins' Orchestra

11:00 P.M.
WCFL—Fritz Miller's Orchestra
WENR—College Inn Orchestra
WGES—Dick Rock's Orchestra
WMAQ—Vincent Lopez' Orchestra
WSBC—Variety Program

11:10 P.M.
WGN—Wayne King's Orchestra

11:15 P.M.
WMAQ—Art Kassel's Orchestra

11:30 P.M.
KYW—Hotel Adelpia Orchestra (NBC)
WENR—Gus Arnheim's Orchestra (NBC)
WGES—John Van Kanegan
WGN—Bernie Cummins' Orchestra

11:45 P.M.
KYW—Mack Swain's Orchestra
WCFL—Bit of Moscow; Orchestra
WGES—Paradise Orchestra
WGN—Hal Kemp's Orchestra

12:00 MIDNIGHT
KYW—Dan Russo's Orchestra
WBBM—Around the Town; dance orchestras
WGES—Owl Car
WGN—Russian Music

12:15 A.M.
WGES—Jamboree

12:20 A.M.
WGN—Hal Kemp's Orchestra

12:30 A.M.
KYW—Vincent Lopez' Orchestra
WGES—On with the Dance

12:45 A.M.
KYW—Mack Swain's Orchestra
WGES—The All Nighters

SPECIALS FOR TODAY

FOR LOG OF LOCAL STATIONS SEE PAGE 4

2:00 p.m. WGN-CBS—New York Philharmonic Symphony Orchestra
4:00 p.m. WGN-CBS—Roses and Drums; drama
5:00 p.m. WBBM-CBS—America's Grub Street Speaks
8:30 p.m. KYW-NBC—Walter Winchell, columnist
9:30 p.m. WBBM-CBS—Elk's Memorial Program

WBBM—"Sunday Matinee of the Air"
WMAQ—Stamp Talk; Ralph A. Kumble

1:30 P.M.
KYW—Charlie Agnew's Orchestra (NBC)
WAAF—Tom Thumb's Theater
WGN—Bridge Club of the Air
WLS—Little Brown Church
WMAQ—Moonshine and Honeysuckle (NBC)
WMBI—Italian Gospel Service
WSBC—Jewish Hour Music and Song

1:45 P.M.
WAAF—Harlem Harmony Boys
WBBM—Hoosier Editor (CBS)

1:50 P.M.
WMBI—Spanish Gospel Service

2:00 P.M.
KYW—Wayne King's Orchestra (NBC)
WAAF—Knutte and Sven
WBBM—Sport Notes
WCFL—Polish Program
WGN—N. Y. Philharmonic Orchestra (CBS)
WJKS—Matinee Dance
WLS—Association of Real Estate Taxpayers
WMAQ—Musical Pilgrimages (NBC)

2:10 P.M.
WMBI—Bible Exposition with Sacred Music

2:15 P.M.
WAAF—Della Bartell
WBBM—Football Game; Bears vs New York Giants
WJJD—David Adler

2:30 P.M.
KYW—Musi-Comedies
WAAF—The Spotlight
WIBO—Norwegian Hour
WJJD—Religious Talk
WLS—Weather Report; WLS String Trio
WMAQ—Manhattan Merry-Go-Round (NBC)

2:45 P.M.
WAAF—The Troubadours, male quartet
WJJD—Lithuanian Program
WJKS—Organ Melodies
WLS—Willard Program; Three Contraltos

3:00 P.M.
KYW—Father Coughlin
WAAF—Drama; "Phantom Fingers"
WCFL—Evans Polish Program
WJKS—Presbyterian Quartet
WLS—Evans Musical Comedy; Melody Men
WMAQ—Jodent Program (NBC)
WSBC—Polish Hour Music and Song

3:15 P.M.
WCFL—Organ Recital; Eddy Hanson
WJKS—Al Green, pianist
WLS—John Brown, pianist
WMAQ—Wildroot Program

3:30 P.M.
WAAF—Three of Us
WCFL—Fritz Miller's Orchestra

WGES—Italian Opera
WIBO—Marquett Memorial Program
WJJD—Flo Gardener Mystery Drama
WMAQ—Paul Whiteman's Orchestra (NBC)
WSBC—All Colored Hour

5:10 P.M.
WGN—Wayne King's Orchestra

5:15 P.M.
WBBM—Little Jack Little, piano and songs (CBS)
WIBO—Hockey News

5:30 P.M.
WBBM—Wm. Hall, Do-Re-Mi and Orchestra (CBS)
WENR—Our American Schools (NBC)
WGN—Allan B. Churchill, Men Teacher's Union
WIBO—WPC
WJJD—Retail Druggist
WMAQ—Chicago Bible Society

5:35 P.M.
WGN—Rhythm and Melodies

6:00 P.M.
WBBM—Frank Wilson, tenor; Fashion Parade
WCFL—German Radio Hour
WGES—Polish Theater of the Air
WGN—Across the Footlights
WIBO—The Copeland Smith League
WJJD—Armour Institute
WLS—Eva Jessye Choir (NBC)
WMAQ—Blue and White, Marimba Band (NBC)

6:10 P.M.
KYW—Teaberry Sports Reporter

6:15 P.M.
KYW—Home Folks, drama
WGN—Concert Orchestra
WLS—Harmonica Rascals (NBC)
WMAQ—Wheatonville, dramatic sketch (NBC)

6:30 P.M.
KYW—Dan Russo's Orchestra
WBBM—Flanagan Sports Review
WGN—Musical Memories (CBS)
WJJD—Buckle Busters
WLS—Great Moments in History (NBC)
WMAQ—U. of C. Round Table

6:45 P.M.
WBBM—Kruschen's Krooning Kolonels
WGN—Angelo Patri; Your Child

7:00 P.M.
KYW—Carl Moore's Orchestra
WBBM—Billy White, tenor; Westphal's Orchestra
WCFL—Irish Program
WGN—Children's Concert
WJJD—Thirty Golden Minutes
WJKS—William Hall, baritone (CBS)
WLS—Russian Gaieties (NBC)
WMAQ—Eddie Cantor; Chase and Sanborn Hour (NBC)

7:15 P.M.
WBBM—Andre Kostelanetz Presents (CBS)

7:30 P.M.
KYW—Vincent Lopez' Orchestra

What's Wrong with Radio?

By Rev. Charles E. Coughlin

Editor's Note—One of the greatest authorities on radio today is Rev. Charles E. Coughlin, beloved pastor of The Shrine of the Little Flower, whose talks each Sunday over a great independent network are heard by a listening audience numbering millions of every creed. Many readers have requested Father Coughlin's views on the current radio situation. Radio Guide, in turn, asked Father Coughlin, and he kindly consented to write this article, which Radio Guide is proud to present to its readers.

LIKE everybody else who is interested in the welfare of radio and of broadcasting I prefer that the broadcasting stations should remain in the hands of private individuals. I am opposed to State ownership of radio stations and support this belief with the same arguments that would impel me to be opposed to the State ownership of all newspapers.

Because radio is a human thing, naturally it is subject to many human ailments. These can be corrected just the same as low blood pressure, as a tooth-ache, or any other human ailment can be repaired in the human body.



There are some extremists who advocate the dissolution of our present radio system. But I feel that their argument if carried out to its logical conclusion would force them to advocate suicide whenever a case of appendicitis arises in the human body.

I would be more interested in saying what is right with radio. Considering the few short years of its existence it has gone on cleanly and courageously. The few exceptions which have marred the past ten or twelve years of radio's activities rather emphasize the fact that the general rule of cleanliness and orthodoxy has not been broken.

OF course, there is always the danger that some radio advertising managers will succumb to the error of dollar chasing, forgetful of the fact that real lasting dollars come to him who makes principle his objective instead of money.

Perhaps radio could take a lesson from some of the better newspapers of the country. Bear in mind that the front page of the better newspapers never carries advertising. Advertising is always relegated to the back pages. While it is always attractive it is never obtrusive.

I hope to see the day when the advertising of any broadcasting hour will be circumscribed by a definite limitation, and when the advertising itself will be dressed up both as to language, as to content, and as to expression in a more attractive manner.

"SELDOM but sumptuous" is a motto as old as advertising itself. The idea contained herein is not in harmony, I realize, with the advertising of cheap commodities which demand constant plugging.

The old principle of making the people want you instead of forcing yourself upon the people pays bigger dividends in the long run. Is this not true of Eddie Cantor? We believe that it is true in the case of "The Golden Hour".

All of this is subject to much discussion and to honest disagreement.

Nevertheless, I think we are totally in harmony with the thought that radio must remain in the hands of private individuals; that these private individuals must use radio not only for the purpose of making money at any cost, but must always keep in mind that being a sort of public utility their radio stations should educate, instruct, please, entertain and cheer the American public. He who does this best will receive the greatest remuneration as a result of his clean, thoughtful advertising.

• Plums and Prunes •

By Evans E. Plummer

ANY of you big city playboys who feel that dial-spinning is an unimportant part of Americana, should entertain visitors from a small town for a few days. Such an opportunity came to me a few weeks ago. The experience corrected my perspective in no small way. I didn't know I had become so warped; so blase.

The couple who visited were in their thirties and hailed from a city of not more than five thousand noses. Almost immediately the sociable conversation became centered on etherdom's pet microphone mistreaters. Try as I would to turn the talk to sports, the theater, films, books or politics (because I get quite fed up on glaring at loud speakers), they'd execute a double twist and have me back on the air before I could duck.

What, I asked, did they think of Candidate So-and-So? Well, John would answer, I think he has a rotten radio voice. And Mary would chime in about him reminding her of McNamee or was it Ed Wynn? Theater chatter brought a counter attack of air drama. Gab of talkies echoed the visitors' recitation of flicker favorites they had tuned in from Hollywood. Sports, of course, brought their opinions of Totten, Elson, Flanagan, Husing and "Socker" Coe. The athletes didn't have a chance. Then parrying with a sure-fire religious topic, I sank a little deeper in my chair when the tete-a-tete turned to the Rev. Charles E. Coughlin and other less dynamic gospel mikes.

I gave up and as suddenly had an inspiration. "Let's take a run over to the Umpty-Ump Club and dance to the music of Slide Horn and his band," I meekly mentioned.

"But I never heard of him," Visitor John complained. "Is he on the air?"

This department is growing too popular with fan mail hecklers, pro and con. Hereafter, when hissing or kissing us, will you please accompany your remarks with a life-sized prune or plum? All returns will be given to relief agencies.

Prune to Propagandist—

I am amused by the comment of a daily newspaper columnist who reports that an advertising agency, endeavoring to learn the size of the Chicago radio audience, telephoned two hundred, found but four listening in and reckoned that the potential audience was 20,000.

His paragraph smelled strongly of anti-radio propaganda. It becomes my duty, therefore, to tear it apart.

First of all, the survey could not have been typical with only two hundred people phoned. Secondly, even if but 20,000 were tuned in, that's a fair audience. And finally, the number is inconsequential so long as the program pays for itself.

Advertisers have flocked to radio because it sells goods profitably! They haven't had time, many of them, to worry about the "circulation" because they have been kept too busy filling orders for their products.

Off a Live Mike—

Things aren't so rosy in the station tills . . . What station was sued for involuntary bankruptcy last week? . . . And KYW has no orchestra for its night programs these days. Idea is to save money . . . Another big local reports business "fifteen per cent ahead of next year," but don't believe it. Beer up for times will be beery much better.

That young Hugh Hipple, WOC miker-man that Peggy Davis, the Princess Pat drama star, married, is a handsome guy with brush mustache and green suede oxfords.

Radio stars won't find many RKO vaudeville houses in which to greet their invisible audiences after December 15. Chicago's State-Lake goes dark next Saturday . . . But Al Quodbach won't stay licked. Last Monday he put Henri Gendron in the Granada Cafe, with Mildred Harris Chaplin, Sally Rand, no cover charge, no minimum check and all the gingerale you can drink for one dollar, as supporting cast.

Poor Harry Coon, veteran ace arranger for Feist, is dying . . . And acute gastritis almost nipped Margaret (WLS press agent) McKay last week, but she left the hospital Monday.

Eddie and Fanny Cavanaugh, the star gossipers of WIBO were given a round-trip, all

side trips included, pass on the Greyhound bus lines to California as a gesture of appreciation . . . Carmen Lombardo is lyricist of that good new tune, "I'll See It Through" which also happens to fit the spirit and be the slogan of the Emergency Unemployment Relief Committee . . . WGN held announcer auditions this week and Orphan Annie may have a new hooley voice soon.

Nayland Smith informs that Sax (Fu Manchu) Rohmer's real monicker is Arthur Sarsfield Ward . . . With Earl Burnett voluntarily bankrupt in L. A., Jesse Kirkpatrick and others have left the band.

Pat Flanagan (Lord help him!) is having a tooth cut from the jawbone every couple of weeks, and he's panicky for fear the plate will click or make him "lithp" . . . Harriet (WBBM torch) Cruise will feed a flock of poor folks Christmas. She's making up a list . . . Betty (producer) McClean to N'Yawk and back by plane this week . . . Unsung Heroes return to CBS March 1.

Those All-Star Minstrels of KYW are still intact minus one sprout who has gone to WCFL with the idea that he's a large part of the show. But the 4:15 p. m. Saturday KYW bill sounds still better to me.

Frankie Masters finally cinched that long-wavering and much-sought Winter Garden spot . . . George O'Hare is scouting for a handsome band torch . . . The lowdown on that Art Jarrett-Gilda Gray yarn was that he was framed and shanghai'd innocently into the "engagement" by overzealous Boston theater press agent, so weep no more my lady. Gilda and Art mean nothing to one another.

Reviewing the Chains—

CHEVROLET'S AL JOLSON (Friday, Nov. 18 and 25 at 9 p. m. CST on NBC). America's greatest entertainer, as he has become known, premiered a bit nervously with splendid support by Ted Fiorito's orchestra.

(Continued on Page Fifteen)

DOROTHY JOYCE



WITH DAN RUSSO'S ORCHESTRA
KYW-NBC

Programs for Monday, December 5

5:45 A.M.
WGES—Cheerio

6:00 A.M.
WAAF—Farm Folks' Hour
WGES—Toasts, Requests
WJJD—Good Morning
WLS—WLS Smile a While Program

6:15 A.M.
WJJD—International Buckle Busters
WLS—Weather Report; livestock

6:30 A.M.
WIBO—Uncle John's Family
WLS—Cumberland Ridge Runners
WMAQ—Setting Up Exercises

6:45 A.M.
WBBM—Farm Information

6:55 A.M.
WBBM—Musical Time Saver

7:00 A.M.
KYW—Marshall Field & Co.'s Musical Clock
WAAF—Breakfast Express
WCFL—Morning Shuffle
WGES—Musical Toasts
WGN—Good Morning
WJJD—Frankie Marvin, tenor
WLS—Paul Rader's Tabernacle
WMAQ—Littlest Girl (NBC)
WMBI—Sunrise Service

7:15 A.M.
WGES—Cecil and Sally
WJJD—Muscle Tone Gym Class
WMAQ—Morning Worship

7:30 A.M.
WBBM—Christian Science Church of Illinois
WCFL—Cheerio; inspirational talk and music. NBC
WGES—Polish Earlybirds
WIBO—Melodies
WJJD—Happy Go Lucky Time
WLS—Steamboat Bill, Campbell Cereal
WMAQ—Pepper Pot; orchestra (NBC)

7:45 A.M.
WBBM—Musical Time Saver
WLS—Jolly Bill and Jane (NBC)

8:00 A.M.
WCFL—WCFL Kiddies' Aeroplane Club
WGES—Bohemian Melodies
WLS—Gene and Glenn, comedy and songs (NBC)

8:15 A.M.
WCFL—Time Parade
WLS—Ralph Emerson; Organ Concert

8:30 A.M.
WBBM—Modern Living
WCFL—Dance Music
WGN—French Lick Spring Program
WIBO—Musical Varieties
WMAQ—Vic and Sade, comedy duo (NBC)

8:35 A.M.
WLS—Produce Market Reporter

8:45 A.M.
WGN—Good Morning
WLS—Livestock Receipts
WMAQ—Otto Gray's Cowboys (NBC)

8:50 A.M.
WLS—Sears Tower Topics Time

9:00 A.M.
KYW—Soloist (NBC)
WAAF—Sing and Sweep
WBBM—J. Wilson Doty and Val Sherman in Lake-side Melodies
WCFL—German Entertainment
WGES—Canary Concert
WGN—Charlie White's Gym of the Air
WIBO—YMCA Exercises
WMAQ—Flying Fingers (NBC)

9:10 A.M.
WLS—News Reporter

9:15 A.M.
KYW—Breen and de Rose (NBC)
WBBM—Organ Interlude
WCFL—Famous Soloists
WGN—The Super Suds Girls; "Clara, Lu 'n' Em" (NBC)
WLS—Mac and Bob, Knoxville Boys
WMAQ—Neysa Program

9:20 A.M.
WBBM—News Flashes

9:30 A.M.
KYW—U. S. Navy Band (NBC)
WAAF—Helen Joyce's Women's Hour
WBBM—Burnham's Beauty Chat
WCFL—Highlights of Music
WGES—Musical Comedy
WGN—Board of Trade Market Reports
WIBO—Little Harry's Cookin' School
WLS—Ralph Emerson, organist
WMAQ—Our Daily Food; Colonel Goodbody

9:35 A.M.
WGN—Top of the Morning

9:45 A.M.
WBBM—American Medical Association
WGES—Erma Gareri; Piano Symphonies
WGN—Leonard Salvo, organist
WIBO—You and Your Clothes
WLS—Ralph and Hal, Old Timers
WMAQ—DuPont Cellophane Program (NBC)

9:50 A.M.
WBBM—J. Wilson Doty, organist

10:00 A.M.
KYW—Happy Jack, songs (NBC)
WAAF—Songs of the Islands
WBBM—Ruth Roger's Radiobldt
WCFL—Dance Music
WGES—Washboard Blues
WGN—Irene Wicker
WIBO—Crazy Quilt

WJJD—Yesterday's Favorites
WLS—Livestock Markets; poultry markets
WMAQ—Board of Trade
WSBC—John Stamford

10:05 A.M.
WBBM—Morning Moods (CBS)
WMAQ—Melody Three (NBC)

10:15 A.M.
KYW—Radio Household Institute (NBC)
WBBM—Red Cross Melodies
WGES—Rhythm Revue; Ethel and Harry
WGN—Leonard Salvo's Favorites
WIBO—Market Reports
WJJD—Neighborhood Store
WMAQ—Musical Hodge Podge

10:25 A.M.
WGN—Board of Trade Reports

10:30 A.M.
KYW—Elsie Mae Gordon Characterizations (NBC)
WAAF—Effie Marine Harvey's Personal Progress Club
WBBM—Doris Low, beauty hints
WENR—Jackie Heller; Phyllis and Frank, sketch
WGES—Camptown Minstrels
WGN—Digest of the News
WIBO—News of the day
WJJD—Allegheny Moonshiners
WMAQ—Sonata Recital (NBC)
WMBI—Devotional Hour

10:35 A.M.
KYW—Interlude; instrumental music

10:45 A.M.
KYW—Sonata Recital (NBC)
WAAF—Musical Calendar
WBBM—Rumford Radio School of Cookery
WGN—Grand Old Hymns
WJJD—Mary Alden, home talk
WMAQ—Today's Children

11:00 A.M.
KYW—Morning Melodians
WAAF—Band Stand
WBBM—Art Gillham, Whispering Pianist
WCFL—Red Hot and Low Down Program
WENR—Johnny Marvin, tenor (NBC)
WGN—Music Weavers Request Program
WIBO—Musical Masterpiece, organ
WJJD—Frankie Marvin, tenor
WJKS—Buddy Harrod's Orchestra (CBS)
WMAQ—Spanish Lessons

11:15 A.M.
WAAF—World News Reports
WBBM—Virginia Clark; Gene and Charlie
WENR—Smack Out (NBC)
WJJD—David Adler

11:30 A.M.
KYW—National Farm and Home Hour (NBC)
WAAF—Bulletin Board
WBBM—Concert Miniatures (CBS)
WENR—Organ Melodies
WGN—Board of Trade Reports
WIBO—Peter Pan
WJKS—Columbia Revue (CBS)
WMAQ—On Wings of Song (NBC)
WMBI—Continued Story Reading

11:35 A.M.
WAAF—Rhythm Serenade
WGN—Painted Dreams

11:45 A.M.
WJJD—Sunshine for Shut-Ins
WJKS—Daily Times News Flashes
WLS—Weather Report; Livestock Estimate
WMAQ—Parent's Teacher Ass'n

11:50 A.M.
WGN—Music Weavers

11:55 A.M.
WLS—News Reporter

12:00 NOON
WAAF—Noon-time Melodies; Weather
WBBM—Hotel Taft Orchestra (CBS)
WCFL—Popular Music
WGN—"Mid-day Services"
WIBO—Waltzes
WJKS—Jackson Musicians
WLS—Caterpillar Crew—Maple City Four and John Brown
WMAQ—Golden Pheasant Orchestra (NBC)
WMBI—Noonday Loop Evangelistic Service

12:15 P.M.
WBBM—Local Markets
WIBO—Market Reports
WJJD—Piano Instructions
WJKS—Farm Flashes
WLS—Dinnerbell Program

12:20 P.M.
WBBM—News Flashes

12:25 P.M.
WMAQ—Board of Trade

12:30 P.M.
KYW—Lotus Garden Orchestra (NBC)
WBBM—Julia Hayes' Household Hints
WGN—Atlantic City Musicale (CBS)
WIBO—Reading Room
WJJD—Farmer Rusk's Dinner Program
WJKS—Atlantic City Musicale (CBS)
WMAQ—Van and Dow (NBC)

12:45 P.M.
KYW—Luncheon Dance
WBBM—Walkathon News
WCFL—Farm Talk
WMAQ—Princess Pat; beauty talk

12:50 P.M.
WBBM—Cafe de Alex Orchestra
WMAQ—Lotus Gardens Orchestra (NBC)

1:00 P.M.
KYW—Earle Smith's Orchestra (NBC)
WAAF—Down South
WBBM—Chicago Hour
WCFL—Coliseum, Walkathon
WGN—Allan Grant, pianist
WIBO—Ahead of the News
WJJD—Illinois Medical Society
WJKS—National Student Federation of America Program (CBS)
WLS—Slim and Spud, comedy skit
WMAQ—Words and Music
WMBI—Organ program

1:10 P.M.
WCFL—Barton Organ recital; Eddy Hanson with Grace Wilson

1:15 P.M.
WBBM—Sylvia Sapira; Well Tempered Clavi-chord (CBS)
WGN—Palmer House Ensemble
WIBO—Women's Club Speaker
WJJD—Waltz Program
WJKS—Sylvia Sapira (CBS)
WLS—Livestock Markets; Grain Markets
WMAQ—Dave Rose, pianist

1:20 P.M.
WMAQ—Board of Trade

1:30 P.M.
KYW—Prudence Penny, talk
WAAF—Pianoesque
WBBM—American School of the Air
WJJD—Thor Concert
WJKS—Ready-To-Go, quartet
WLS—The Bicycle Boys
WMAQ—Public Schools Program

1:45 P.M.
KYW—Godfrey Ludlow (NBC)
WAAF—Live Stock Market; Weather Summary
WCFL—Variety Program
WGN—Allan Grant, pianist and Lawrence Salerno
WIBO—B. & K. Reporter
WJKS—Poet's Corner
WLS—Phil Kalar, baritone

2:00 P.M.
KYW—Concert Echoes; Teaberry Sports
WAAF—Chicago on Parade
WBBM—Burnham's Beauty Chat
WGN—Palmer House Ensemble
WIBO—Radio Gossip
WJJD—Concert Favorites
WJKS—Elizabeth Barthell, songs (CBS)
WLS—Betty and Bob (NBC)
WMAQ—Want Ad Program
WMBI—Gospel Message

2:10 P.M.
WGN—Evelyn Renee

2:15 P.M.
WBBM—Columbia Salon Orchestra (CBS)
WJKS—Columbia Salon Orchestra (CBS)
WLS—Homemakers—"Unusual Women" Series
WMAQ—U. S. Marine Band (NBC)

2:20 P.M.
WGN—Palmer House Ensemble

2:30 P.M.
KYW—Women's Radio Review (NBC)
WAAF—Contract Bridge. Mrs. Catherine Lewis
WBBM—Pedro Espino, tenor and Eddie Freckman, pianist
WGN—June Baker, home management
WIBO—Parents Magazine
WJJD—Home Decoration
WJKS—Sam Prager and Helen Nugent (CBS)
WMBI—Gospel Music

2:45 P.M.
WBBM—Brooks and Ross
WCFL—Ilka Diehl Travelogues
WIBO—Market Reports
WJJD—RADIO GUIDE'S; EDITOR'S ROUND TABLE
WJKS—Four Eton Boys (CBS)
WLS—Melody Men

3:00 P.M.
KYW—Three Strings
WGN—Afternoon Musicale
WJJD—Women's Club
WLS—Wm. Vickland's Book Shop, with Ralph Waldo Emerson
WAAF—World News Reports
WBBM—Frank Westphal's Orchestra (CBS)
WCFL—Afternoon Frolics
WIBO—Classical Gems
WJKS—Frank Westphal's Orchestra (CBS)
WMAQ—Radio Guild, drama (NBC)
WMBI—Book Table

3:15 P.M.
KYW—Dr. Herman N. Bundesen, health talk
WAAF—A Mood in Blue
WIBO—Dell Reed, tenor
WJJD—Dreams of Hawaii
WLS—Shoppers' Service; Anne and Sue

3:20 P.M.
WMBI—Gospel Music

3:30 P.M.
KYW—Two Doctors with Aces of the Air
WBBM—Daughters of the American Revolution Program
WENR—Radio Rubes (NBC)
WIBO—Radio Gossip; Eddie and Fannie
WJJD—Briggs Family
WJKS—Columbia Artist Recital (CBS)

3:40 P.M.
WBBM—Organ Interlude
WMBI—Gospel Service in Greek

3:45 P.M.
WAAF—Ray Waldron's Sports Review
WENR—Lady Next Door (NBC)
WGN—Mrs. Marshall Field; talk

WJJD—Bridge Class of the Air
WJKS—National Tuberculosis Association Program

3:50 P.M.
WBBM—News Flashes

4:00 P.M.
WAAF—Piano Novelties. Jimmy Kezak
WBBM—The Norsemen
WCFL—Junior Federation Club
WENR—Piano Moods (NBC)
WGN—Afternoon Musicale
WIBO—Cartoonist of the Air; Nick Nichols
WJJD—Afternoon Tea Tunes
WJKS—Gene and Charlie (CBS)
WMAQ—Women's Calendar

4:15 P.M.
WBBM—J. Wilson Doty, organist
WENR—Dorredary Caravan, drama (NBC)
WIBO—"Sis" Gleason
WJJD—Young Mother's Club
WJKS—Daily Times News Flashes

4:30 P.M.
KYW—Earle Tanner, tenor
WBBM—Art Gillham
WCFL—Day Dreamer
WENR—Old Pappy (NBC)
WJJD—Mooseheart Children
WJKS—Kiddies Club
WMAQ—The Flying Family (NBC)

4:45 P.M.
KYW—Three Strings
WBBM—Grandpa Burton Stories
WCFL—Organ Recital
WENR—Slow River (NBC)
WIBO—Dusk Dreams
WJKS—Indian Council Fire
WMAQ—Slow River (NBC)

5:00 P.M.
KYW—Illinois Federation Reporter
WBBM—Captain Jack
WCFL—Peter Pen
WENR—Waldorf-Astoria (NBC)
WGES—Poland in Song
WGN—The Devil Bird
WJJD—Chicago School Teachers
WMAQ—The Spellbinder
WSBC—Mallers Studio Program

5:10 P.M.
KYW—Mel Stitzel at the piano

5:15 P.M.
KYW—Penrod and Sam
WBBM—Tarzan of the Apes
WCFL—John Maxwell, Food Talk
WGN—Concert Orchestra
WIBO—WPC North Shore Church
WJJD—The Pied Piper
WMAQ—Johnny Hart in Hollywood (NBC)

5:30 P.M.
KYW—Uncle Bob's Hydrox Ice Cream Party
WBBM—Skippy, children's skit (CBS)
WCFL—Esther Hammond with Organ
WENR—Air Juniors
WGN—Kellogg's Singing Lady (NBC)
WJJD—Piano Instructions
WMAQ—Drifting and Dreaming (NBC)

5:45 P.M.
WBBM—Lone Wolf Tribe (CBS)
WENR—Little Orphan Annie (NBC)
WCFL—Coliseum Walkathon
WGN—Little Orphan Annie; children's playlet. NBC
WIBO—Skit
WJJD—Isle of Dreams
WMAQ—Dance Masters; orchestra

6:00 P.M.
KYW—Earle Smith's Orchestra
WBBM—Schlagenhauer's Party
WCFL—Hotel Allerton Orchestra
WENR—What's the News?
WGES—Gaytime
WGN—Dinner Music
WIBO—German Program
WJJD—Leo Boswell, songs
WMAQ—General Electric Circle (NBC)

6:15 P.M.
WBBM—Gene and Charlie
WCFL—Vibraharp and Organ Program
WENR—Century of Progress Program
WGES—Cecil and Sally
WGN—The Secret Three
WJJD—Sports Reel
WMAQ—Wheatonville, dramatic sketch (NBC)

6:25 P.M.
KYW—Teaberry Sports Reporter

6:30 P.M.
KYW—Three Strings
WBBM—Flanagan's Sport Review
WCFL—Hotel Allerton Orchestra
WENR—Lotus; Garden Orchestra
WGES—State-Lake Revue
WGN—Tom, Dick and Harry
WIBO—Ahead of the News
WJJD—Farm Yard Frolic
WMAQ—To be announced

6:40 P.M.
WIBO—Hockey News; Joe Springer

6:45 P.M.
KYW—Earle Smith's Orchestra
WBBM—Kruschen Krooning Kolonels
WCFL—Sports Review
WENR—The Goldbergs, comedy sketch (NBC)
WGES—Fashion Preview
WGN—Mandel's Bridge Club of the Air
WIBO—"The Jacksonians"
WMAQ—Song Fellows (NBC)

7:00 P.M.
KYW—Men Teachers Union Speaker
WBBM—Pedro Espino, tenor; Neumiller and Salerno (CBS)
WCFL—Tony and Joe

Monday Programs [Continued]

WGES—First Slovak Hour
WGN—Whispering Jack Smith; Humming Birds (CBS)
WIBO—Songs for Sale, Chauncey Parsons, tenor
WJJD—Frankie "Half Pint" Jaxon
WLS—El Toro Revue (NBC)
WMAQ—Mr. Twister
7:15 P.M.
KYW—Hotel Hollenden Orchestra (NBC)
WBBM—"The Band of Distinction"
WCFL—Harry Scheck, A Neighborly Chat
WGN—Singin' Sam. The Barbasol Man. CBS
WIBO—The Old Trader
WJJD—Dr. and Mrs. Jerry
WMAQ—The Daily News of the Air
7:30 P.M.
KYW—Dr. Bundesen for the Milk Foundation
WBBM—The Cook Sisters; Harmony team
WCFL—Women's Trade Union League
WGN—Kate Smith: La Palina Program; Swanee music (CBS)
WIBO—Railey's Sport Program
WJJD—Club Mayfair Orchestra
WLS—College Inn Orchestra (NBC)
WMAQ—Voice of Firestone; Lawrence Tibbett, baritone (NBC)
7:45 P.M.
KYW—Chandu, the Magician
WBBM—Standard Oil Funfest
WCFL—Labor Flashes; Chas. F. Stein Program
WGN—Campana's "Fu Manchu" (CBS)
WIBO—Golden Voice
WLS—Charles Hamp, songs and philosophy
8:00 P.M.
KYW—Lew Diamond's Orchestra
WBBM—Themes In Tempo
WCFL—Vera Gotzes, soprano
WIBO—Aeolian Ladies Quartet
WJJD—Concert Orchestra
WJKS—Polish Hour

WLS—Sinclair Minstrels (NBC)
WMAQ—A. and P. Gypsies (NBC)
WSBC—Lithuanian Program
8:15 P.M.
WBBM—Jack Russel's Orchestra
WCFL—Night Court
WGN—The Mills Brothers; male quartet
WJJD—Arthur Wright, songs
8:30 P.M.
KYW—The Cadets, quartet
WBBM—Princess Pat Pageant, drama
WCFL—Minstrel Show
WGN—Evening In Paris; mysteries (CBS)
WIBO—Orlando Van Gunten, World's Fair Talk
WJKS—Hot Stove League
WMAQ—Buick Program; Paul Whiteman's Orchestra (NBC)
8:45 P.M.
KYW—Three Strings
WCFL—Harlem Harmony Hounds
WIBO—Clem and Harry
WJKS—R. Paul Smith, tenor
9:00 P.M.
KYW—Mark Fisher's Orchestra
WBBM—Ben Pollack's Orchestra
WCFL—Jean Hannon, soprano
WENR—Carnation Program (NBC)
WGN—Music That Satisfies (CBS)
WIBO—Organ Tunes
WJKS—Synchronizers
WMAQ—Country Doctor; Phillips Lord (NBC)
9:15 P.M.
WBBM—Eddie South's Orchestra
WCFL—Armour Glee Club
WGN—Easy Aces; comedy sketch (CBS)
WIBO—Jack Burnett, tenor
WJKS—Phantom Violinist
WMAQ—Soloist (NBC)
9:30 P.M.
KYW—Lew Diamond's Orchestra

WBBM—Columbia Revue (CBS)
WENR—National Radio Forum (NBC)
WGN—Tomorrow's Tribune
WIBO—Betty and Jean, the Mavis Twins
WJKS—Jackson Musicians
WMAQ—Radio Rubes; hill billy songs (NBC)
9:40 P.M.
WGN—Headlines of Other Days
9:45 P.M.
KYW—Mack Swain's Orchestra
WBBM—Myrt and Marge; drama (CBS)
WCFL—Adult Education Council
WGN—Minstrel Show
WIBO—B. and K. Reporter and News
WJKS—Isham Jones' Orchestra (CBS)
WMAQ—Mildred Bailey, blues singer (NBC)
10:00 P.M.
KYW—Teaberry Sports Reporter; The Globe Trotter
WCFL—School Teachers' Talk
WENR—Amos 'n' Andy; blackface comedians (NBC)
WIBO—Bost's Sparkling Melodies
WJKS—Columbia Symphony Orchestra (CBS)
WMAQ—Amos 'n' Andy (NBC)
10:10 P.M.
KYW—Dance Orchestra
WCFL—Musical Weather Report
10:15 P.M.
WCFL—Coliseum Walkathon
WENR—Hotel Pennsylvania Orchestra
WGN—Dream Ship
WIBO—Radio Dan, the Answer Man
WMAQ—Dan and Svlvia
10:25 P.M.
WGN—Time; Weather Report
10:30 P.M.
KYW—Earle Smith's Orchestra
WCFL—Irish Melodies
WENR—College Inn Orchestra (NBC)
WGN—Guy Lombardo's Orchestra
WIBO—WPCC Church of the Air

WJKS—Norman Care's Orchestra
WMAQ—Harold Van Horne, pianist
10:45 P.M.
WCFL—A Bit of Moscow; orchestra
WJKS—Wandering Minstrels
WMAQ—Via Lago Orchestra
11:00 P.M.
KYW—Lew Diamond's Orchestra
WCFL—Shirley Linder, Skit
WENR—Donald Novis (NBC)
WIBO—Musical Tapestry
WGN—Hal Kemp's Orchestra
WJKS—Eddie Duchin's Orchestra (CBS)
WMAQ—Waldorf Astoria Orchestra (NBC)
WSBC—Jerry Sullivan "Song Special"
11:05 P.M.
WENF—Roger Wolfe Kahn's Orchestra (NBC)
11:15 P.M.
WCFL—Tripoli Trio
WGN—Russian Music
11:30 P.M.
KYW—Mark Fisher's Orchestra (NBC)
WCFL—WCFL Orchestra
WENR—Bellevue Stratford Hotel Orchestra (NBC)
WGN—Late Evening Dance Orchestras
WJKS—Leon Navarro's Orchestra (CBS)
WMAQ—Via Lago Orchestra
11:45 P.M.
WCFL—A Bit of Moscow; orchestra
WGN—Maisonette Russe
12:00 MIDNIGHT
KYW—Earle Smith's Orchestra
WBBM—Around the Town; dance orchestras
WMAQ—Earl Hines' Orchestra
WMBI—Midnight Hour: Gospel and Music
12:30 A.M.
KYW—Mack Swain's Orchestra
WENR—Grand Terrace; Earl Hines
WMAQ—Via Lago Orchestra

Programs for Tuesday, December 6

5:45 A.M.
WGES—Sunshine Special
6:00 A.M.
WAAF—Farm Folks' Hour
WGES—Dunker's Club
WJJD—Good Morning
WLS—Smile a While Time
6:10 A.M.
WLS—Sears Fur Reporter
6:15 A.M.
WLS—Weather Report; Produce Reporter; Livestock Estimates
WJJD—International Buckle Busters
6:30 A.M.
WIBO—Uncle John and his Family
WGES—Shorthand Dictation
WLS—Cumberland Ridge Runners
WMAQ—Setting Up Exercises
6:45 A.M.
WBBM—Farm Information
6:55 A.M.
WBBM—Musical Time Saver
7:00 A.M.
KYW—Marshall Field & Co.'s Musical Clock
WAAF—Breakfast Express
WCFL—Morning Shuffle
WGES—Musical Toasts
WJJD—Frankie Marvin, tenor
WLS—Paul Rader's Tabernacle
WMAQ—Wife Saver, humorous sketch (NBC)
WMBI—Sunrise Service
7:15 A.M.
WGES—Cecil and Sally
WJJD—Muscle Tone Gym Class
WMAQ—Morning Worship
7:30 A.M.
WBBM—Christian Science Churches of Illinois
WCFL—Cheerio (NBC)
WGES—Polish Program
WGN—Good Morning
WIBO—Melodies
WJJD—Happy Go Lucky Time
WLS—Steamboat Bill, Campbell Cereal
WMAQ—Pepper Pot; orchestra (NBC)
7:45 A.M.
WBBM—Musical Time Saver
WLS—Jolly Bill and Jane (NBC)
8:00 A.M.
WCFL—WCFL Aeroplane Club
WGES—Bohemian Melodies
WLS—Gene and Glenn (NBC)
8:15 A.M.
WCFL—Time Parade
WLS—Happyville Special
8:30 A.M.
WBBM—Modern Living
WCFL—Dance Music
WGN—French Lick Springs Program
WIBO—Musical Varieties
WLS—Musical Program
WMAQ—Vic and Sade, comedy duo (NBC)
8:35 A.M.
WLS—Produce Market Reporter; livestock receipts
8:45 A.M.
WGN—Good Morning
WMAQ—Pie Plant Pete (NBC)

8:50 A.M.
WLS—Sears' Tower Topics Time with Gene Autry, Oklahoma Yodeler
9:00 A.M.
KYW—Musical Melange (NBC)
WAAF—Sing and Sweep
WBBM—Jean Abbey
WCFL—German Entertainment
WGES—Canary Concert
WGN—Charlie White's Gym of the Air
WIBO—YMCA Exercises
WMAQ—Chicago Ensemble (NBC)
9:10 A.M.
WLS—News Reporter
9:15 A.M.
KYW—J. B. and Mae
WBBM—Piano Interlude
WCFL—Famous Soloists
WGN—Clara, Lu 'n' Em, The Super Suds Girls. NBC
WLS—Mac and Bob in Willard Program
WMAQ—Souvenirs of Melody (NBC)
9:20 A.M.
WBBM—News Flashes
9:30 A.M.
KYW—Interlude; instrumental music
WAAF—Helen Joyce's Women's Hour
WBBM—Burnham's Beauty Chat
WCFL—Highlights of Music
WGES—Timely Tunes
WGN—Board of Trade Market Report
WIBO—Little Harry's Cookin' School
WLS—Ralph Emerson, organist
WMAQ—Colonel Goodbody; A. & P. Program (NBC)
9:35 A.M.
KYW—Garfield Park Garden Program
WGN—Top of the Morning
9:45 A.M.
KYW—Happy Jack, songs (NBC)
WBBM—U. S. Navy Band (CBS)
WGES—Erma Gareri, pianist
WGN—Leonard Salvo's Mail Box
WLS—Ralph and Hal; Old Timers
WMAQ—Breen and de Rose; vocal and instrumental duo (NBC)
10:00 A.M.
KYW—Popular Favorites
WAAF—Fireside Philosopher
WBBM—Red Cross Melodies
WCFL—Dance Music
WGES—Vodvil
WGN—La Choy Chopsticks (CBS)
WIBO—Popular Echoes
WJJD—Yesterday's Favorites
WLS—Livestock and Poultry Markets
WMAQ—Singing Strings
WMBI—Parents Bible Story Hour
WSBC—Home Hour
10:05 A.M.
KYW—Popular Favorites
10:15 A.M.
KYW—Household Institute; drama (NBC)
WAAF—Piano Rambles
WBBM—Pebeco Playboys (CBS)
WENR—Kathleen Stewart, pianist (NBC)
WGES—Rhythm Review; Ethel and Harry
WGN—Melody Favorites
WIBO—Market Reports
WJJD—Neighborhood Store

WMAQ—Here's to Charm
WSBC—Bobby Danders, Jr., songs
10:25 A.M.
WGN—Board of Trade Reports
10:30 A.M.
KYW—Through the Looking Glass with Frances Ingram (NBC)
WAAF—Jim Hamilton, the Silent Glow Man
WBBM—Vincent Sorey's Orchestra (CBS)
WENR—Jackie Heller; Phyllis and Frank; sketch
WGES—Italian Serenade
WGN—Digest of the day's news
WIBO—News of the Day
WJJD—Allegheny Moonshiners
WMAQ—U. S. Marine Band Concert (NBC)
WMBI—Gospel Music
WSBC—Duo Melodik
10:45 A.M.
KYW—U. S. Army Band (NBC)
WAAF—Musical Calendar
WBBM—Julia Hayes Household Hints
WENR—Rhythm Ramblers; Stoke's Orchestra (NBC)
WGN—Music Weavers
WJJD—Mary Alden; home talk
WMAQ—Today's Children
WMBI—Missionary Message and Gospel Music
11:00 A.M.
KYW—Morning Melodians
WAAF—Meat Recipe Talk, Mildred Batz
WBBM—Buddy Harrod's Orchestra (CBS)
WCFL—Red Hot and Low Down Program
WENR—Men o' Song; male quartet (NBC)
WGN—Hank Harrington and Arthur Oberg
WIBO—Musical Masterpieces
WJJD—Madame "X"
WJKS—Buddy Harrod's Orchestra (CBS)
WMAQ—U. of C. Program—Prof. Schurman
11:15 A.M.
WAAF—World News Reports
WBBM—Virginia Clark; Gene and Charlie
WENR—Smack Out (NBC)
WJJD—David Adler
WSBC—Estelle Lewis, songs
11:30 A.M.
KYW—National Farm and Home Hour (NBC)
WAAF—Bulletin Board
WBBM—Frank Wilson and Jules Stein
WENR—Home Service
WGN—Board of Trade Market Reports
WIBO—Peter Pan
WJJD—Buckle Busters
WJKS—Columbia Revue (CBS)
WMAQ—On Wings of Song (NBC)
11:35 A.M.
WAAF—Variety Program
WGN—Painted Dreams
11:45 A.M.
WAAF—Estella Barnes, pianist
WBBM—Pat Flanagan's Bowling Congress
WJJD—Sunshine for Shut-Ins
WJKS—Daily Times News Flashes
WLS—Weather Report; Livestock Estimate
WMAQ—Parent Teacher Ass'n
11:50 A.M.
WGN—Good Health and Training Program
12:00 NOON
WAAF—Noon-time Melodies
WBBM—George Hall's Orchestra (CBS)
WCFL—Popular Music

WGN—Mid-day Services
WIBO—Waltzes
WJKS—Jackson Musicians
WLS—Dinnerbell Program
WMAQ—Classic Varieties (NBC)
WMBI—Loop Evangelistic Service
12:15 P.M.
WBBM—Local Markets
WIBO—Market Reports
WJJD—Piano Instructions
WJKS—Farm Flashes
12:20 P.M.
WBBM—News Reports
12:25 P.M.
WMAQ—Board of Trade

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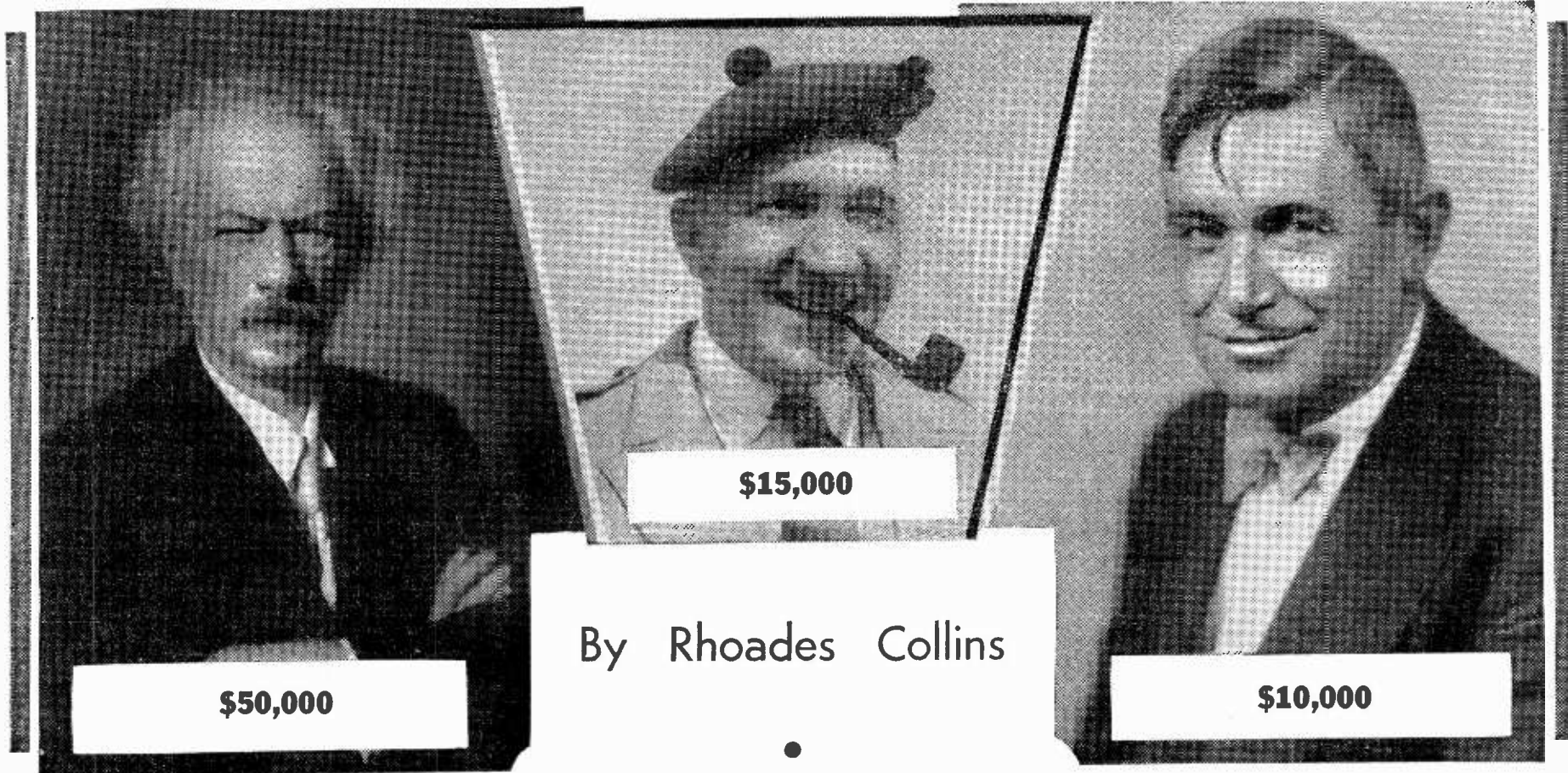
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\$50,000 for Paderewski Broadcast?



IGNACE PADEREWSKI will broadcast for \$50,000! For the startling sum that is almost as much as the annual salary of the President of the United States, the master of all pianists will face the microphone for one appearance, RADIO GUIDE has learned. This figure, named at last by the managers of the 72-year-old genius of the keyboard, establishes a new high in the price scale of radio entertainment.

Is he worth it? And will he get it?

Compared to the sums paid headline popular entertainers on the air today, Paderewski has set his price at seven times that of the highest, Ed Wynn, the Fire Chief, whose weekly pay for one program is \$7,500. Others have received more than Wynn. There are Will Rogers and Harry Lauder, for example.

Rogers' last air series, two years ago, of thirteen weeks duration was said to have brought him \$10,000 a broadcast. Lauder did several fifteen minute programs at \$15,000 a program. There is little basis of comparison for internationally renowned concert stars approaching the ability of the celebrated musician who once was the Premier of Poland.

Attempting to guess the drawing power of Paderewski's name is virtually impossible. His infrequent concert tours in America, however, give an idea of his boxoffice value. Last February 8 in Madison Square Garden, New York City, the eminent pianist gave a concert for the benefit of unemployed musicians. The gross receipts were over \$40,000! In 1923 the king of classical pianists brought \$24,595 into the till when he gave a regular concert in San Francisco. During the same year his Cleveland appearance sold \$15,000 worth of tickets. His managers have always insisted on a guarantee of \$5,000 per concert where small halls were employed and a high percentage rate in the case of larger auditoriums.

But Paderewski's concerts are few. Were he to appear nightly, as is required of the star singers and comedians of the stage, there is no doubt that his boxoffice gross would be less. A host of music lovers and many inquisitive people pay the price to hear his infrequent recitals, but the latter are quickly satiated, and the former are a questionable quantity.

Scaling down the air entertainment cost price list, Al Jolson is reported to be receiving \$6,000 a broadcast; Eddie Cantor, \$5,000; Rudy Vallee, \$2,000; Morton Downey, \$2,000; Amos 'n' Andy, \$2,000 apiece weekly for

Is Paderewski worth \$50,000 a broadcast? If Will Rogers, who you see at right, got \$10,000 for a single appearance, and Sir Harry Lauder, in center, received \$15,000 for one time on the air, is Paderewski worth \$50,000? Highest paid air star of today is Ed Wynn, who receives \$7,500 an appearance. The President of the United States receives \$60,000 a year. Is the world's greatest pianist worth \$50,000 an hour? It's answered in this story!

five programs; and Kate Smith, \$4,000 weekly for three performances.

THE incomparable Paderewski would hardly go into radio on a wholesale basis. His age, seventy-two years last month, would almost surely be an obstacle to a heavy air routine. He is enjoying life, as the end of its span draws near, in his villa at Morges, Switzerland. There he keeps his fingers, insured for \$1,000,000, as nimble as ever with daily practice, and between times enjoys contract bridge and American movies as his recreation. His favorite motion pictures, incidentally, are comedies, and Charles Chaplin and Harold Lloyd are his preferred comedians.

He will be in America within a few months to begin his third consecutive concert tour under the management of the NBC Artists Service, who have announced his first concert at Yale University, in New Haven, on February 6. The pianist-composer is touring Egypt, England and France before coming here, where he expects to spend two months.

Twenty-two cities, in addition to New York and Chicago, are on his itinerary, which he will cover in a private car. His New York appearances include a Carnegie Hall concert February 18 and a recital at Columbia University on April 1.

Fifty thousand dollars for a single broadcast! Yes, some sponsor will come forward and pay that amount to have the honor of presenting Ignace Jan Paderewski's first, and perhaps only, radio recital. For a national announcement of great importance, such an attraction would have the whole of the nation at their loud-speakers intently listening.

Wide and considerable would be the attendant publicity. The signing of the peer of pianists for an ether concert would be a drawing room topic for weeks prior to the event.

There are those who say that the day of raucous

brass and screaming vocalists is on the wane. Radio, they claim, is making the world better-music conscious and America, with more receivers in use than in any other country, is developing the musical highbrow most rapidly. If this is true, Paderewski will find a willing, anxious audience anticipating the radio event of the century.

This tendency of the American public to go in for the better things in music is, according to authorities, due to the influence of radio! Through this modern medium of entertainment and education, every member of every radio-owning family from baby to grandfather, is becoming familiar with the musical masterpieces that heretofore were known only to a limited few—those who had the means of acquiring the expensive knowledge of the masters.

Walter Damrosch, in presenting his gigantic program of musical education for grade and high school pupils, was most agreeably surprised when he discovered that his adult audience outnumbered that of the listening audiences in the schools. Yet, it is but natural that the public should turn to such masters as Mendelssohn, Beethoven and Dvorak. They have learned that such music is not too classical, too highbrow, too intricate for them to like.

Bill Jones, twisting his dial in an attempt to pull in a football game in New York, suddenly hears something that is extremely pleasing to his ear and natural sense of musical appreciation. He is finding Schubert, Mozart and others to be true companions.

BRAHMS, Bach, Wagner and Beethoven did not write their compositions for virtuosos, music critics and other composers. They composed their symphonies for men and women who struggled and dreamed and carried the terrific burden of everyday life on their shoulders. Radio has brought this great music and the everyday man together in a casual manner that is bound to result in but one thing:

The public swinging their musical patronage to such programs that include a fine musician presenting these old masters' favorites.

Recently the Columbia Broadcasting Company conducted a correspondence test of certain features of the New York Philharmonic Symphony Orchestra. The responses of the public to the questionnaire were so far beyond the most optimistic calculations of officials that they were termed sensational. People are finally discovering that it is pleasing to listen to masterpieces.

And there is no greater exponent of piano interpretation of the classics than the great Polish patriot, Paderewski. When his price is met, and he does return again to America, he will find millions of appreciative ears tuned in—millions who before radio never had the opportunity of hearing good music, let alone music such as that produced by the fingers of his million dollar hands.

So Paderewski wants \$50,000 for a single broadcast! It's worth it in musical education alone.

Tuesday Programs [Continued]

12:30 P.M.
 KYW—Rex Battle's Ensemble (NBC)
 WBBM—Cafe de Alex Orchestra
 WGN—Madison String Ensemble (CBS)
 WIBO—Reading Room
 WJJD—Farmer Rusk's Dinner Program
 WJKS—Madison Ensemble (CBS)
 WMAQ—Hotel New Yorker Orchestra (NBC)

12:45 P.M.
 WBBM—Walkathon News
 KYW—Luncheon Dance
 WCFL—Farm Talks
 WMAQ—Princess Pat Beauty Talk

12:50 P.M.
 WBBM—Piano Interlude
 WMAQ—Hotel New Yorker Orchestra (NBC)

12:55 P.M.
 WBBM—Chicago Dental Society Program

1:00 P.M.
 KYW—Dan Russo's Orchestra (NBC)
 WAAF—Hoosier Philosopher
 WBBM—Aunt Jemima, songs (CBS)
 WCFL—Coliseum, Walkathon
 WENR—Words and Music, string ensemble (NBC)
 WGN—Allan Grant, pianist
 WIBO—Ahead of the News
 WJJD—Joe Grein
 WJKS—Frederick Peel, tenor
 WLS—Slim and Spud, comedy skit
 WMAQ—Adult Education
 WMBI—Organ Program

1:05 P.M.
 WGN—Rotary Club Luncheon

1:10 P.M.
 WCFL—Barton Organ recital; Eddy Hanson
 WMAQ—Dave Rose, pianist

1:15 P.M.
 WAAF—Paul Van Sande
 WBBM—Ann Leaf, organist (CBS)
 WIBO—Pop Concert
 WJJD—Waltz Program
 WJKS—Ann Leaf, organ (CBS)
 WLS—Livestock and Grain Markets

1:20 P.M.
 WMAQ—Board of Trade

1:30 P.M.
 KYW—Prudence Penny, household hints
 WAAF—Pianoesque
 WBBM—American School of the Air (CBS)
 WJJD—Thor Concert
 WJKS—Alabama Boy; Ralph Robertson
 WLS—Wm. Vickland's Book Shop
 WMAQ—Public Schools Program

1:45 P.M.
 KYW—Strollers Matinee (NBC)
 WAAF—Live Stock Market; Weather Summary
 WCFL—Variety Program
 WGN—Allan Grant and Lawrence Salerno
 WIBO—B & K, Reporter
 WJKS—Irwin Porges, pianist
 WLS—Quarter Hour of Three Fourths Time; Three Contraltos

2:00 P.M.
 KYW—Concert Echoes
 WAAF—Chicago on Parade
 WBBM—Burnham's Beauty Chat
 WGN—Palmer House Ensemble
 WIBO—"Radio Gossip," Eddie and Fannie Cavanaugh
 WJJD—Concert Favorites
 WJKS—Columbia Artist Recital (CBS)
 WLS—Betty and Bob (NBC)
 WMAQ—Vocal Art Quartet (NBC)
 WMBI—Question Hour and Gospel Music

2:15 P.M.
 WBBM—Chicago Hour
 WCFL—Radio Troubadours; Orchestra (NBC)
 WLS—Homemakers; Arm Chair Travels

2:30 P.M.
 KYW—Women's Radio Review, NBC
 WBBM—Frank Westphal's Orchestra (CBS)
 WCFL—Radio Dan
 WGN—June Baker, home management
 WIBO—Jeanette Barrington, reader
 WJJD—Home Decoration
 WJKS—Frank Westphal's Orchestra (CBS)
 WMAQ—Ambassadors; male quartet (NBC)

2:45 P.M.
 WAAF—World News Reports
 WCFL—Ilka Diehl Travelogues
 WIBO—Market Reports
 WJJD—RADIO GUIDE'S; EDITOR'S ROUND TABLE
 WLS—"Princess Pat Pageant"
 WMAQ—Brown Palace Hotel Orchestra (NBC)

3:00 P.M.
 KYW—Three Strings; Teaberry Sports
 WAAF—Helen Gunderson
 WBBM—Tito Guizar, tenor (CBS)
 WCFL—Afternoon Frolics
 WGN—Afternoon Musicale
 WIBO—Classical Gems, Cerny Ensemble
 WJJD—Women's Club
 WJKS—Tito Guizar, tenor (CBS)
 WMAQ—Culbertson's Bridge Club
 WMBI—Radio School of the Bible

3:15 P.M.
 KYW—Dr. Herman N. Bundesen, Health Commissioner, talk
 WAAF—Drama, "The Officer and the Gent"
 WBBM—Organ Melodies
 WJJD—Dreams of Hawaii
 WJKS—Curtis Institute of Music (CBS)
 WLS—Shopper's Service; Anne and Sue

3:30 P.M.
 KYW—Two Doctors' with Aces of the Air; Teaberry sports

3:45 P.M.
 WAAF—Ray Waldron's Sports Review
 WENR—Outstanding Speaker (NBC)
 WJJD—Tune Parade
 WMAQ—Lady Next Door; Children's program (NBC)

3:50 P.M.
 WBBM—News Flashes

4:00 P.M.
 WAAF—Piano Novelties; Jimmy Kozak
 WBBM—Meet the Artist (CBS)
 WCFL—Junior Federation Club
 WENR—College Inn Orchestra
 WIBO—Mary Birmingham, reader
 WGN—Afternoon Musicale
 WJJD—Walt and Herb
 WJKS—Meet The Artist
 WMAQ—The Women's Calendar

4:15 P.M.
 WBBM—Brooks and Ross
 WENR—Swanee Serenaders
 WIBO—Howard Byer, tenor
 WJJD—Young Mothers' Club
 WJKS—Daily Times News Flashes

4:30 P.M.
 KYW—Harold Bean, baritone
 WBBM—Art Gillham, pianist
 WCFL—Harlem Harmony Hounds
 WENR—Old Pappy (NBC)
 WJJD—Mooseheart Children
 WJKS—Kiddies Club
 WMAQ—Melodic Thoughts (NBC)

SPECIALS FOR TODAY

FOR LOG OF LOCAL STATIONS SEE PAGE 4

6:45 p. m. WGN-CBS—Georgie Price and Benny Kreuger's Orchestra

7:15 p. m. WGN-CBS—Magic of a Voice

8:00 p. m. WLS-NBC—Ben Bernie's Orchestra

8:15 p. m. WGN-CBS—Threads of Happiness

8:30 p. m. WMAQ-NBC—Ed Wynn and Fire Chief Band

4:45 P.M.
 KYW—Three Strings
 WBBM—This is Your Program; vocalists (CBS)
 WCFL—Organ Recital
 WENR—Concert Echoes
 WGN—Jane Carpenter, organist
 WIBO—Dusk Dreams, organ
 WJKS—Indian Council Fire
 WMAQ—Concert Echoes (NBC)

5:00 P.M.
 KYW—Mel Stitzel, piano
 WBBM—Captain Jack
 WCFL—Peter Pen
 WENR—Waldorf-Astoria Orchestra
 WGES—Footlight Favorites
 WGN—The Devil Bird
 WJJD—Neighborhood Store
 WMAQ—The Spellbinder
 WSBC—Variety Program

5:15 P.M.
 KYW—Penrod and Sam
 WBBM—Tarzan of the Apes
 WCFL—John Maxwell, food talk
 WGN—Concert Orchestra
 WIBO—WPCC
 WJJD—The Pied Piper
 WMAQ—Johnny Hart in Hollywood (NBC)

5:30 P.M.
 KYW—Uncle Bob's Curb is the Limit Club
 WBBM—Skippy; children's program (CBS)
 WCFL—Esther Hammond with Organ
 WENR—Air Juniors
 WGN—Kellogg's Singing Lady (NBC)
 WGES—Johnny Van
 WJJD—Piano Instructions
 WMAQ—Ralph Kirby, the Dream Singer (NBC)

5:45 P.M.
 WBBM—Rock Oak Champions
 WENR—Little Orphan Annie; playlet (NBC)
 WCFL—Coliseum Walkathon
 WGN—Little Orphan Annie; children's playlet, NBC
 WGES—Southern Moods
 WIBO—Clem and Ira
 WJJD—Isle of Dreams
 WMAQ—Seckatary Hawkins (NBC)

6:00 P.M.
 KYW—Dan Russo's Orchestra
 WBBM—Schlagenhauer's Party
 WCFL—Hotel Allerton Orchestra
 WENR—What's the News?
 WGES—Highlights
 WGN—Dinner Music
 WIBO—German Program

6:15 P.M.
 WBBM—Norm Sherr, pianist
 WCFL—Ed. Fitzgerald, baritone
 WENR—Tangee Musical Dreams; orchestra (NBC)
 WGES—Cecil and Sally
 WGN—The Secret Three
 WJJD—Sports Reel
 WMAQ—Wheatonville, dramatic sketch (NBC)

6:25 P.M.
 KYW—Teaberry Sports Reporter

6:30 P.M.
 KYW—Carson Robison's Pioneers (NBC)
 WBBM—Flanagan Sport Review
 WCFL—Hotel Allerton Orchestra
 WENR—Soloist (NBC)
 WGES—State-Lake Revue
 WGN—Tom, Dick and Harry, harmony trio
 WIBO—Ahead of the News
 WJJD—Farm Yard Frolic
 WMAQ—The Daily News of the Air

6:40 P.M.
 WIBO—Hockey News; Joe Springer

6:45 P.M.
 KYW—Dan Russo's Orchestra
 WBBM—Kruschen Krooning Kolonels
 WCFL—Ilka Diehl Players
 WENR—The Goldbergs; drama (NBC)
 WGES—Fashion Preview
 WGN—Georgie Price, humorist; Kreuger's Orchestra
 WIBO—"The Jacksonians"
 WMAQ—Last Word in Rhythm (NBC)

7:00 P.M.
 KYW—Blackstone Plantation; Julia Sanderson and Frank Crumit, NBC
 WBBM—Radio Spelling Bee

7:15 P.M.
 WCFL—Bakery and Confectionery Workers
 WGES—Songs of Lithuania
 WGN—Lyman's Orchestra; Hollywood Newsboy (CBS)
 WIBO—North Shore Church
 WJJD—Frankie "Half Pint" Jaxon
 WLS—Musical Program (NBC)
 WMAQ—National Advisory Council (NBC)

7:30 P.M.
 WBBM—Gorde Birch's Orchestra
 WCFL—Talk by Joe Grein, City Sealer
 WGN—Magic of a Voice (CBS)
 WJJD—Dr. and Mrs. Jerry

7:35 P.M.
 KYW—Back Home with Frank Luther
 WBBM—Billy White, tenor
 WCFL—Chicago Photo Engravers Union
 WGN—Kate Smith; La Palina (CBS)
 WJJD—Club Mayfair Orchestra
 WLS—Adventures in Health; Dr. Bundesen (NBC)
 WMAQ—Wayne King's Orchestra (NBC)

7:45 P.M.
 KYW—Chandu, the Magician
 WBBM—Standard Oil Funfest
 WCFL—Labor Flashes
 WENR—Pat Barnes (NBC)
 WGN—Presto; Concert Orchestra
 WLS—Chas. Hamp, songs and philosophy

7:50 A.M.
 WCFL—Chas. Frederick Stein Program; Arthur Koch, pianist

8:00 P.M.
 KYW—Vincent Lopez' Orchestra
 WBBM—Themes in Tempo
 WCFL—Songs of Yesterday
 WGN—Music that Satisfies (CBS)
 WIBO—Wharton's Plantation Days
 WJJD—Concert Orchestra
 WJKS—Polish Hour
 WLS—Ben Bernie's Blue Ribbon Orchestra (NBC)
 WMAQ—Musical Memories; Edgar A. Guest, poet (NBC)
 WSBC—Italian Program

8:15 P.M.
 WBBM—Association of Real Estate Tax Payers of Illinois
 WCFL—Night Court
 WGN—Threads of Happiness (CBS)
 WJJD—Mooseheart Boys' Band

8:30 P.M.
 KYW—Mark Fisher's Orchestra
 WBBM—Jack Russell's Orchestra
 WCFL—Eddie Clifford, tenor with orchestra
 WENR—Organ Reveries (NBC)
 WGN—Talk by Allen B. Churchill
 WIBO—Hockey; Blackhawks vs. Ottawa Senators
 WJKS—Hot Stove League
 WMAQ—Ed Wynn and Fire Chief Band (NBC)

8:35 P.M.
 WGN—The Concert

8:45 P.M.
 WBBM—"The Band of Distinction"
 WCFL—Jim Forsyth with "Big City"
 WJKS—California Melodies (CBS)

9:00 P.M.
 KYW—Carl Moore's Orchestra
 WBBM—WBBM Theatre of the Air Drama
 WCFL—Seeley Program
 WENR—Lucky Strike Hour, drama and orchestra (NBC)
 WGN—Round the World
 WJKS—Church of Christ Chorus
 WMAQ—Country Doctor; Phillips Lord (NBC)

9:15 P.M.
 KYW—Tune Detective (NBC)
 WBBM—Correy Lynn's Orchestra (CBS)
 WCFL—Mona Van, soprano
 WGN—Big Leaguers and Bushers
 WJKS—Italian Hour
 WMAQ—Concert Orchestra

9:30 P.M.
 KYW—Inspector Stevens and Son of Scotland Yard
 WBBM—Edwin C. Hill (CBS)
 WCFL—Fritz Miller's Orchestra
 WGN—Tomorrow's Tribune
 WJKS—Jackson Musicians
 WMAQ—Al and Pete (NBC)

9:40 P.M.
 WGN—Headlines of Other Days

9:45 P.M.
 KYW—Ed Cary's Orchestra
 WBBM—Myrt and Marge, drama (CBS)
 WGN—Lights and Shadows
 WJKS—William O'Neil, tenor (CBS)
 WMAQ—Corinnis Program

10:00 P.M.
 KYW—Teaberry Sports Reporter; Globe Trotter
 WCFL—School Teachers' Talk
 WENR—Amos 'n' Andy; blackface comedians (NBC)
 WGN—Dances of the Nations
 WIBO—Bost's Sparkling Melodies
 WJKS—Columbia Symphony Orchestra (CBS)
 WMAQ—Amos 'n' Andy, NBC

10:10 P.M.
 KYW—Vincent Lopez' Orchestra
 WCFL—Musical Weather report
 WIBO—Organ Program

10:15 P.M.
 WCFL—Coliseum Walkathon
 WENR—National Grand Opera (NBC)
 WGN—The Dream Ship
 WIBO—Hockey Broadcast; Blackhawks vs. Ottawa Senators
 WMAQ—Dan and Sylvia

10:30 P.M.
 KYW—Dan Russo's Orchestra
 WCFL—Radio Dan
 WENR—National Grand Opera (NBC)
 WGN—Wayne King's Orchestra
 WIBO—WPCC Church of the Air
 WJKS—Isham Jones' Orchestra (CBS)
 WMAQ—Art Kassel's Orchestra

10:45 P.M.
 WCFL—A Bit of Moscow; orchestra
 WMAQ—Hotel Waldorf Orchestra (NBC)

10:50 P.M.
 WGN—Bernie Cummins' Orchestra

11:00 P.M.
 KYW—Carl Moore's Orchestra
 WCFL—Polyphonians
 WIBO—Musical Tapestry
 WJKS—Don Redman's Orchestra (CBS)
 WMAQ—Vincent Lopez' Orchestra

11:10 P.M.
 WGN—Wayne King's Orchestra

11:15 P.M.
 WENR—Terrace Gardens Orchestra
 WSBC—Jerry Sullivan, song special

11:20 P.M.
 WGN—Late Dance Orchestras

11:30 P.M.
 KYW—Mark Fisher's Orchestra
 WCFL—Merry Garden Ballroom Orchestra
 WENR—Dancing in Milwaukee (NBC)
 WJKS—Harold Stern's Orchestra (CBS)
 WMAQ—Art Kassel's Orchestra

11:45 P.M.
 WCFL—A Bit of Moscow; orchestra

12:00 MIDNIGHT
 KYW—Dan Russo's Orchestra
 WBBM—Around the Town; dance orchestras
 WENR—Grand Terrace; Earl Hines
 WMAQ—Jimmy Green's Orchestra
 WMBI—Midnight Hour; Gospel Message and Music

12:30 A.M.
 KYW—Vincent Lopez' Orchestra
 WMAQ—Via Lago Orchestra

12:45 A.M.
 KYW—Ed Cary's Orchestra

Short Wave—DX

DX Editor:

Now that the DX season is well under way again, I hope that any RADIO GUIDE readers who have information to offer will help give us a column or two of DX tips every week. I have only picked up a few myself so far during a couple of nights, but here they are:

WHOM, Jersey City, N. J., 1450 kc., 250 watts, offers a special dance program every night except Tuesday and Friday, from 10 to 11 p. m. I picked them up on a test program after 1 a. m. on a Thursday morning, but their letter of verification does not say whether they plan further test programs at a similar time.

WENC, Americus, Ga., 1420 kc., 100 watts, is on the air with a DX program, each Thursday at midnight.

WWRL, Woodside, N. Y., 1550 kc., 100 watts, is on the air every Saturday night beginning at 11 p. m., and continuing on into Sunday morning. A useful feature of their program is the giving out of DX information. I have picked them up but not sufficiently for verification.

Card from WTFI, Athens, Ga., 1450 kc., 500 watts, informs me that they are on the air each Sunday morning from midnight until—?

Hoping to see the DX section pick up along with the season, I am.

Yours sincerely,
Ray H. Zorn.

All DX fans will be interested in the announcement that a special DX broadcast will be held Saturday, December 17, from 2 a. m. to 4 a. m. at station WHA, the University of Wisconsin Station, Madison, Wis. 940 Kilocycles, 1000 watts. The student band will give a concert, and other University talent will perform. They will broadcast this entertainment from Sterling Hall Studio on the campus. The station will verify correct reports, and all telegrams received during the broadcast will be acknowledged over the air.

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ANNIVERSARY
NUMBER

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You'd pull rabbits out of a hat too, if you had the inspiration of lovely Loretta Poynton, nineteen-year-old ingenue heard each Thursday and Friday evening with Howard Thurston, dean of American magicians, in the dramatized episodes from his life. The show is broadcast both nights at 7:45 p. m. over an NBC-WLS network.

• **REVIEWING RADIO** •

By Mike Porter

RADIO is a fair business thermometer. It was one of the first industries to feel the depression, though it was not terribly affected until the middle of last summer—and it is one of the first to indicate a national recovery. I have been looking over some imminent accounts, and find that this winter, without doubt, will see more business turned into the microphone than ever before.

The gentlemen in the studios no longer look worried, and there are signs all about, which read: "Wasn't the Depression Terrible?"

There is in my mind, however, a question whether an unmistakable business pick-up is wholly responsible for the prosperity of radio. Personally, I think an increasingly progressive movement of improvement has had a great deal to do with luring bigger and better sponsors into the field.

For instance, when the Texas Oil Company quite unexpectedly made its big hit with Ed Wynn, the nature of the program appealed to so many listeners that sales were increased to a phenomenal degree.

Naturally, the other oil companies sat up and took notice, and immediately began to plot a way to top the Ed Wynn show. One of them has taken the air this week—the Standard Oil of New Jersey—which is sharing the expenses of the Five Star programs, divided between Columbia and National.

This is the first sponsor to go in for alternate shows, advertising the same product, for any length of time. Lucky did it, but ballyhooed cigarettes on one network and cigars on another.

Vacuum Oil will follow shortly with a journalistic feature—and there are at least two dozen other major sponsors in the offing. Best Foods will change the Jones and Hare idea shortly, and employ Victor Moore and Billy Gaxton, and George Olsen's orchestra, for a country grocery store skit that has possibilities.

If you have an ear for music, you can listen to some of the slickest revenge imaginable. Throughout a week, I have listened to a dozen arrangements of popular songs. The arrangers, who gain little if any recognition, and who rankle perhaps, because they don't get breaks and fame and such things, are doing some funny little tricks, which may have an aggravating reaction on the Tin Pan Alley Composers. When they take a new song to arrange for orchestra, they work in several bars—which reveal to an

astute listener the name of the master from whom the song melody was stolen.

SATURDAY nights on the networks are the evenings with the weakest shows, with few exceptions. For some mysterious reason, those gents who make surveys, and agencies who believe them, have convinced sponsors that Saturday is a bad listening night. They theorize that people go out to shop or visit. Therefore, it's a waste of money to advertise by radio on that evening. The same theory is applied to the hours after eleven o'clock any night. You couldn't induce any man to buy time on the air at that period.

The truth of the matter is that there are more people, in the urban territories at least, on the job on Saturday nights, and any night at eleven. Parties are just beginning. Dinner is over, and music is wanted.

Proof of this, despite surveys, is that orchestras are today the most popular form of radio entertainment, and orchestra leaders acquire more fame than any other artists. That is because there is a continuous flow of orchestra music from 11 p. m. up to closing time.

Surveys, mostly, are the bunk. They can't prove anything, but the gents who conduct them have found that they can make a lot of dough by selling statistics to agencies. There is no possible way to gauge the size of a radio audience. Any attempt, organized or not, is nothing more than guesswork.

But at last, it appears that something is going to be done about those Saturday nights. Not by the sponsors, however, but by the networks themselves.

Mr. John Royal, vice president of the NBC in charge of programs, was telling

(Continued on Page Seventeen)

Purely Personal

CHARLES PROBSTEIN, the man whose little daughter's infantile paralysis is being treated through Connie Boswell's generosity, has formed a Boswell Sisters' Radio Friend Club and is eager for other Boswell admirers to join up with it. He plans a banquet for the trio in the not very distant future. If you're interested, write Mr. Probstein in care of RADIO GUIDE.

Ted Collins, who started in with Kate Smith as her manager and then became her permanent announcer, is to portray the same role that he plays in real life in Kate's movie picture. Publicity's spotlight has turned suddenly and sharply on Collins after two years of no fanfare.

Finnette Walker, CBS television star and wife of Teddy Bergman, CBS actor, has deserted the broadcasting studios temporarily to appear in the new Broadway operetta, "Music in the Air."

Donald Novis and his wife plan to spend Christmas out in California, their home state, if those in charge of network broadcasts and personal appearances can be persuaded to relinquish their present ties for a couple of weeks.

Patricia Ann Manners, ex-Shubert star now relegated to the dumb chorine but important part of "Gwen" in Myrt and Marge, has kept up her singing practice and lessons for the past five years she has been away from the footlights and, in reward, may star in a new music comedy program now in the audition stage.

Bill Baar, young character actor in much demand at the Chicago network studios, is a jack of all trades. In Myrt and Marge he's Sam, the elevator man; in Judy and Jane he plays Mr. Sargent, the store owner; in KYW's "Girl at the Cigar Counter" he's George, the bell hop, and in his own "Grandpa Burton" program over WBBM, he works at everything from lion tamer to locomotive engineer.

One of Eunice "Hello-Marie" Howard's favorite away-from-the-mike diversions is to create ensembles that best suit her type. She has just completed a chic French blue semi-military coat, every stitch of which was sewn by hand. A black seal cape, tiny muff and hat are the last-word accessories.

Gene Byron, NBC dramatic actress, left New York last Wednesday to return for a visit to her home in London, Ontario. During her stay there she will undergo a minor operation which will necessitate an absence from the air for a month.

Leo O'Rourke, popular NBC Irish tenor, was quietly married on Monday, November 21. The little lady is Patricia Rooney, who was introduced to O'Rourke following a studio broadcast of the Cities Service program.

Pat Barnes, creator of the NBC Jimtown sketch now temporarily off the air, celebrated his first vacation in several years with a dinner party for friends last Saturday night at the Chicago Athletic Club.

Charles E. Hughes, "First Nighter" producer who is about to launch a "talkie" program along similar lines, is collecting formal canes and historic opera hats. If you have some, write him care of NBC Studios, Chicago.

Ned Wever, well known to NBC listeners as a dramatic actor, also has a number of song hits to his credit, such as "Sing a New Song," "Ain't Cha Kinda Sorry Now," which was introduced by Paul Whiteman. His newest song hit, "But Think of the Fun We Had," is to be sung for the first time by Eddie Cantor during a forthcoming Chase and Sanborn Hour.

Wednesday, December 7

5:45 A.M.
 WGES—Sunshine Special

6:00 A.M.
 WAAF—Farm Folks' Hour
 WGES—Dunker's Club
 WJJD—Good Morning
 WLS—Smile A While Time

6:15 A.M.
 WJJD—International Buckle Busters
 WLS—Weather Report; produce reporter

6:30 A.M.
 WGES—Musical Speedway
 WIBO—Uncle John and his Family
 WJJD—International Buckle Busters
 WLS—Cumberland Ridge Runners
 WMAQ—Setting Up Exercises

6:45 A.M.
 WBBM—Farm Information

6:55 A.M.
 WBBM—Musical Time Saver

7:00 A.M.
 KYW—Marshall Field and Company Musical Clock
 WAAF—Breakfast Express
 WCFL—Morning Shuffle
 WGES—Musical Toasts
 WGN—Good Morning
 WJJD—Frankie Marvin, tenor
 WLS—Paul Rader's Gospel Tabernacle
 WMAQ—Littliest Girl (NBC)
 WMBI—Sunrise Service

7:15 A.M.
 WGES—Cecil and Sally
 WJJD—Muscle Tone Gym Class
 WMAQ—Morning Worship

7:30 A.M.
 WBBM—Christian Science Churches of Illinois
 WCFL—Cheerio; inspirational talk and music (NBC)
 WGES—Polish Earlybirds
 WIBO—Melodies
 WJJD—Happy Go Lucky Time
 WLS—Steamboat Bill; Campbell Cereal
 WMAQ—Pepper Pot; orchestra (NBC)

7:45 A.M.
 WBBM—Musical Time Saver
 WLS—Jolly Bill and Jane (NBC)

8:00 A.M.
 WCFL—WFL Kiddie's Aeroplane Club
 WGES—Bohemian Melodies
 WLS—Gene and Glenn; comedy and songs (NBC)

8:15 A.M.
 WCFL—Time Parade
 WLS—Ralph Emerson, organist

8:30 A.M.
 WBBM—Modern Living
 WCFL—Dance Music
 WENR—Friendship Town (NBC)
 WGN—French Lick Program
 WIBO—Musical Varieties
 WLS—John Brown, pianist
 WMAQ—Vic and Sade; comedy duo (NBC)

8:35 A.M.
 WLS—Produce Market Reporter; livestock receipts

8:45 A.M.
 WGN—Good Morning
 WMAQ—Flying Fingers

8:50 A.M.
 WLS—Sears' Tower Topics Time with Gene Autry, Oklahoma Yodeling Cowboy

9:00 A.M.
 KYW—Soloist (NBC)
 WAAF—Sing and Sweep
 WBBM—J. Wilson Doty and Val Sherman
 WCFL—German Entertainment
 WGES—Canary Concert
 WGN—Charlie White's Gym of the Air
 WIBO—YMCA Exercises
 WMAQ—Banjoleers

9:10 A.M.
 WLS—News Reporter

9:15 A.M.
 KYW—Jane Grant's program (NBC)
 WBBM—Organ Interlude
 WCFL—Famous Soloists
 WLS—Mac and Bob in Willard Program
 WMAQ—Neysa Program
 WGN—Clara, Lu 'n' Em; The Super Suds Girls (NBC)

9:20 A.M.
 WBBM—News Flashes

9:30 A.M.
 KYW—Swingin' Along (NBC)
 WAAF—Helen Joyce's Women's Hour
 WBBM—Burnham's Beauty Chat
 WENR—Radio Rubes (NBC)
 WGES—Musical Comedy Gems
 WGN—Board of Trade Market Reports
 WIBO—Little Harry's Cookin' School
 WLS—Old Hickory Smoked Salt featuring "Ramblin' Red Foley"
 WMAQ—Our Daily Food, Colonel Goodbody (NBC)

9:35 A.M.
 WGN—Top of the Morning

9:45 A.M.
 KYW—Betty Crocker (NBC)
 WBBM—American Medical Association
 WENR—Mildred Bailey (NBC)
 WGN—Leonard Salvo's Mail Box
 WIBO—You and Your Clothes
 WLS—Ralph and Hal, "Old Timers"
 WMAQ—Board of Trade

9:50 A.M.
 WBBM—Organ Melodies
 WMAQ—Happy Jack, songs and patter (NBC)

10:00 A.M.
 KYW—U. S. Army Band (NBC)
 WAAF—Problems of Parenthood; Richard Russell
 WBBM—Ruth Roger's Radioboldt
 WCFL—Dance Music
 WENR—U. S. Army Band (NBC)
 WGES—The Housekeeper
 WGN—Irene Wicker
 WIBO—Crazy Quilt
 WJJD—Yesterday's Favorites
 WLS—Livestock and Poultry Markets
 WMAQ—Breen and de Rose, vocal and instrumental duo (NBC)
 WMBI—Shut-In Request Program
 WSBC—Home Hours

10:05 A.M.
 KYW—Musical Interlude
 WBBM—Organ Melodies

10:15 A.M.
 KYW—Household Institute, dramatization (NBC)
 WAAF—Piano Rambles
 WBBM—Red Cross Melodies
 WGES—Rhythm Revue; Ethel and Harry
 WGN—Melody Favorites
 WIBO—Market Reports
 WJJD—Neighborhood Store
 WMAQ—Musical Hodge Podge

10:25 A.M.
 WGN—Board of Trade Reports

10:30 A.M.
 KYW—Romantic Bachelor (NBC)
 WAAF—Effie Marine Harvey Presents Speaker
 WBBM—The Fitch Professor (CBS)
 WENR—Rhythm Ramblers; Stokes' Orchestra (NBC)
 WGES—Goldenrod Minstrels
 WGN—Digest of the Day's News
 WIBO—News of the day
 WJJD—Hollywood Briefs
 WMAQ—Army Band (NBC)

10:40 A.M.
 WMAQ—Honey Butter Chef

10:45 A.M.
 KYW—Pianist (NBC)
 WAAF—Musical Calendar
 WBBM—Doris Low, beauty hints
 WENR—Sweetheart Program; talk and music (NBC)
 WGN—Grand Old Hymns
 WJJD—Mary Alden, home talk
 WMAQ—Today's Children

11:00 A.M.
 KYW—Morning Melodians
 WAAF—Songs of the Islands
 WBBM—Art Gillham, Whispering Pianist
 WCFL—Red Hot and Low Down
 WGN—Hank Harrington and Joseph Hassmer
 WIBO—Musical Masterpieces
 WJJD—Frankie Marvin, tenor
 WJKS—Buddy Harrod's Orchestra (CBS)
 WMAQ—U. of C.; Prof. Fred L. Schuman

11:15 A.M.
 WAAF—World News Reports
 WBBM—Gene and Charlie and Virginia Clark
 WENR—Smack Out (NBC)
 WJJD—David Adler

11:30 A.M.
 KYW—National Farm and Home Hour (NBC)
 WAAF—Bulletin Board
 WBBM—Frank Wilson and Jules Stein
 WENR—Ted Weems' Orchestra (NBC)
 WGN—Board of Trade Reports
 WIBO—Peter Pan
 WJJD—Buckle Busters
 WJKS—Columbia Revue (CBS)
 WMAQ—On Wings of Song (NBC)

11:35 A.M.
 WAAF—Interlude
 WGN—Painted Dreams

11:45 A.M.
 WAAF—Estelle Barnes, pianist
 WBBM—Pat Flanagan's Bowling Congress
 WJJD—Sunshine for Shut-Ins
 WJKS—Daily Times News Flashes
 WLS—Weather Report; Livestock; Butter and Egg Markets
 WMAQ—Parent Teacher Ass'n

11:50 A.M.
 WGN—Good Health and Training Program

11:55 A.M.
 WLS—Harry Steele; WLS News Reporter

12:00 NOON
 WAAF—Noon-time Melodies; Weather
 WBBM—Local Markets
 WCFL—Popular Music
 WGN—Mid-Day Services
 WIBO—Waltzes
 WJKS—Jackson Musicians
 WLS—Caterpillar Crew—Maple City Four and John Brown

12:05 P.M.
 WMAQ—Golden Pheasant Orchestra
 WMBI—Loop Evangelistic Service

12:05 P.M.
 WBBM—Cafe de Alex Orchestra

12:15 P.M.
 WBBM—Edna Wallace Hopper
 WIBO—Market Reports
 WJJD—Piano Instructions
 WJKS—Farm Flashes
 WLS—Dinnerbell Program

Just Spending Some Time With

WJJD

Never having attempted a column before (you'll most likely find this out before you get half-way started), it's a problem as to where to start to tell you about this radio station ... it seems, however, that a good time would be when the station starts, so maybe we'll be on the right track ... do you like to get up early in the morning ... or rather, do you *have* to get up early in the morning? ... well ... here's a good way to start the day right ... six o'clock a.m. and it's good old "good morning" time at WJJD ... news that you didn't get in last night's paper ... weather forecasts and a general outlook for the day ... by that time you should be fully awake, and be all set for those *international buckle busters* ... these are the boys who set 'em up and then tear 'em right down ... but we'll bet you never heard a sweller bunch of old time singers and players before ... and they carry on for an hour ... by that time the rest of the family should be awake ... and if they aren't ... pull them out of bed and get them set for the *muscle tone gym class* ... that's at 7:15 a.m. and *sammy strong* is the boy that puts them through their paces .. what a man and what a tonic .. get the gym habit ... it will do you some good ... and right after the gym class comes the cheery "hellllloooo everrrryboddy" ... and you know that it's *art linick* ... the famous "*mr. schlaganhauer*" ... and here's something we'll bet you didn't know ... WJJD listeners don't have to worry about getting down on time in the morning ... they don't have to ... they just set their dials for "happy go lucky time" and from 7:30 until 9 in the amen, as art says, they listen to the correct time *every five minutes* ... isn't that an idea? ... set your dials for WJJD and finish your cup of coffee ... (what a slogan) ... then, for two and a half hours, "happy go lucky time" fills the air ... old songs, new songs, hot songs, blue songs ... any kind of songs and the day is under way ... the children are off to school by this time ... and here's a real hint ... listen to *mary alden*, WJJD's household expert ... she is the one who gives out these wonderful household hints ... and she can be heard from 10:45 to 11:00 ... and at 11 o'clock on Tuesdays and Fridays ... you can hear "madame x," America's first teacher of self-hairdressing ... and just about then we come to WJJD's "sunshine program" ... our own little official sunshine spreaders take the air for a half hour ... from 11:45 to 12:15 ... *billy and mary sunshine* ... he has caused more heartthrobs than any five people we know ... but ... and we should emphasize that ... billy may be the reason girls leave home ... but little mary is the reason why men come back ... listen to the two of them ... they sing and they play and they fill your requests and do their job in an inspired way ... we started to tell you more about WJJD, but there doesn't seem to be enough room here ... so that will have to be all until some time soon when we'll take you through an afternoon and an evening with WJJD and it's folks ... so long.

d. k.

—ADVERTISEMENT—

Who's Who in Fu Manchu

By Margaret King

THE CAST

Nayland Smith Charles Warburton
 Karameneh, slave girl Sunda Love
 Dr. Fu Manchu John C. Daly
 Dr. Petrie Bob White
 Inspector Weymouth Norman McDonald

Supporting cast includes Robert Fiske, Peggy Davis, John Stamford and Isabel Randolph.

The entire broadcast is under the direction of Fred Ibbet.



We present the four stars of the radio version of *Fu Manchu*, mystery drama, heard on the Columbia chain. At top we present *Fu Manchu* himself—in costume—portrayed by John C. Daly, acknowledged one of radio's greatest actors. In center is Charles Warburton, British born and bred, who takes the part of Nayland Smith. Warburton, too, is considered one of the finest of the ether dramatics. Next to him is exotic Sunda Love, who portrays Karameneh, *Fu Manchu*'s slave girl. She has attended three great universities, is an accomplished actress. And below we introduce Bob White, who portrays, to perfection, Dr. Petrie of the melodrama. He, like most of the others, is English.

THE chimes of old Big Ben, London's historic clock, ring out; a sharp rap on a door is heard; the door creaks and warns of a stealthy entrance; a girl gasps and piercingly screams; a shot is fired; the demon Dr. Fu Manchu laughs terrifyingly and sends shivers through millions of listeners from coast to coast.

Dr. Fu Manchu, master mind of crime, is on the air!

Sax Rohmer's Oriental mystery, although a youngster among the offerings of the Columbia Broadcasting System, has become an old friend of thrill lovers in but a few weeks. Authenticity of sound effects and skillful casting and portrayal of characters are responsible.

The solemn notes of Big Ben and the background traffic noises on the Thames embankment are true as can be. They are actual recordings especially made and imported for the series of dramas. Fred Ibbet, director of radio for the McCann-Erickson Company, in whose charge the production is, will have nothing but exact sound effects. And he knows his native London, having been an engineer for the British Broadcasting Company previous to his service with NBC and CBS.

When Nate Caldwell, with an option on the radio rights to Rohmer's mystery in his pocket, convinced Mr. Ibbet that *Fu Manchu* was a radio "natural," the radio director agreed, convinced the Campana Company to sponsor the dramas, and began a diligent search for the right actors and actresses to make Rohmer's characters living people—exact portrayals.

But most of the characters were thoroughly British, with a wide variety of types required, and the problem of finding them in Chicago was a hard one to solve. From all corners of the world, even far off China itself, the cast was drawn. Luck at the outset greeted the search with the selection for the "insidious Dr. Fu Manchu" of John C. Daly, born in Bombay, India, and having forty years of experience on the English and American stage acting and directing, twelve years of which were spent in China.

NEXT to find a Nayland Smith. That WAS hard! Chicago failed to produce the man. New York was combed and brought forth Charles Warburton, English born and bred; grandson of England's leading romantic actor, Charles Dillon; experienced over a decade in over a hundred Shakespearean roles. Warburton took time off to fight in France, where he was wounded once and gassed several times. He came to America and hit Broadway first in "March Hares." A tour with Southern and Marlowe, a season of road stock playing, and a return to Broadway in "The Poor Little Man."

Warburton first faced a microphone as Shylock. A few years later he returned to the New York radio studios to be starred in thirty-five big dramatic programs. Among them were Sherlock Holmes, the Crime Club, K-7, Mystery House and Thrillers.

Karameneh, the slave girl, was discovered in Sunda Love, schooled in the William Owen Shakespearean Company, the University of Illinois, Northwestern, and the University of California. Stock company, club work and local broadcasts prepared her for stardom in the CBS Foreign Legion and Photoplay series.

DR. PETRIE is Bob White, born in England and experienced on the stage there and here. Betty, his wife, is also an experienced radio actress specializing in juvenile parts. When not excelling as Dr. Petrie, White heads his own successful radio producing company, or may be heard, as he has been for the past three years, in Rin Tin Tin Thrillers.

Inspector Weymouth was found in Norman McDonald, another actor of the old English school who was starred long at the Savoy theater in London. Peggy Davis, born in Northumberland, England, and John Stamford, who first saw light of day in Scotland, do incidental character parts.

Many hours are spent daily for the week preceding the Monday night broadcast of Dr. Fu Manchu which takes but thirty minutes. Sound effects and their volume are checked and rechecked.

And speaking of sound effects, you may have noted that there is no music in this production. Mr. Ibbet was asked why. "The chance of irritating the listener," he replied, "instead of creating a mood fitting the play, is too great. I prefer to omit music which might distract from the setting."

What a marvelous opportunity presents itself to stage the radio production of "Dr. Fu Manchu" in costume so that fans may attend and be thrilled by the spectacle of the Oriental settings! And that is the dream of the producer of the program. Right now he is drafting plans for the scenery and lighting effects. Within a few months listeners may be invited to attend the "horror chambers" of the criminally-brilliant doctor.

Shhh! Winchell Is Back!

By Randolph Scott

"SAY, Mike, they found that kidnaped kid wandering around a subway station. They're working on a Lindbergh hookup..."

"Gimmie the city desk, will you, Babyface? H'ya, Mike. I been over the city in that Zepp. Got a rewrite man to take the story off me? Hello, you want me to describe it? Well, it's a classy looking vehicle. Looks kinda like a see-gar. Sa-ay, I'm a reporter, not a writer. If I knew how to write I'd write the paper, then I wouldn't have to read it..."

The subterranean growl of roaring presses, the sharp staccato of chattering typewriters, howls for "copy boy," shouted city desk orders—all these, and more—will form the dramatic background for Walter Winchell's new air program which takes the air Sunday, December 4 at 8:30 p. m. over KYW-NBC. It will be sponsored by Jergens, who aim to keep the farmer's wife, daughter, and brindle cow, Bessie, supplied with the last minute Broadway jabber as fast as it reaches Winchell.

IT is the most romantic, glamorous, melodramatic background in the world—the city room of a metropolitan daily where stalk the word-ghosts of thugs and thieves, heroes and hoodlums, nabobs and notables.

Walter was born in New York, exactly three years before the dawn of the twentieth century.

For the first thirteen years not a soul but Mrs. Winchell had the faintest idea her little boy Walter was going to set the world ablaze. She never doubted it. At thirteen Walter stopped school. He was in the sixth grade. There is somewhere a myth to the effect that a line in the school paper saying the principal and that new blonde who taught 4-B were "in the throes" caused Walter's abrupt departure from the regime of the hickory stick. Walter, however, spikes the rumor, maintaining staunchly that he quit because he was stagestruck.

At the same time two other boys decided they too knew too much. Couldn't they read? Couldn't they write? The two others were Eddie Cantor and Georgie Jessel. They formed the "Imperial Trio," got a job as theater ushers, singing during intermission for pennies, dimes and once—it was January 19, 1911, Cantor remembers—a quarter. They invested their first week's wages in a pair of longies and took turns wearing them.

THE trio made good. Gus Edwards put them into a revue. They kept on making good. And then the lure of the press proved too much for Walter. He gave up a job that was bringing a hundred dollars a week in vaudeville for a newspaper job that brought one-fourth that much—not counting the expense account of course. But the job that only paid for coffee and cakes has ended up buying Walter caviar by the quart and diamond studs by the carat.

At first they wouldn't even hire him as copy boy. He haunted newspaper offices, wrote columns, jokes, anything.

Then he got the bright idea of printing and publishing and distributing his own column. That sounds like a Herculean task. But this is the way Walter accomplished it. He wrote two typewritten sheets of gossip about show folks, posted a copy, up in each theater beside the mail box. He called it "Daily, News Sense," because there wasn't any sense to it, says Walter.

A theater owner showed it to Glenn Condon, editor of the N. V. A. Vaudeville News. Walter landed as a reporter at twenty-five dollars a week.

In a month Walter was getting fifty dollars, and then Condon agreed to pay him twenty percent of the advertising. Walter ended up with a bigger salary than the managing editor.

THEN the jazz era penetrated to the citadel of newspaperdom. and New York saw the birth of its first tabloid. Winchell got a hundred dollars as dramatic critic, amusement critic, amusement editor, columnist and Broadway specialist. For the next three years his salary jumped exactly a hundred dollars a week each year.

When Winchell transferred to the Mirror five years ago his column alone brought \$25,000 a year. He probably makes more than \$100,000 a year now.

Winchell's radio career has been no less meteoric. His first air tryout came under Saks department store sponsorship. Three year ago Bill Paley of Columbia offered him \$250 a program. The Gerardine program topped that, giving him a thousand a broadcast. With the Lucky Strike program Winchell rated \$3,500.

His new program is to be called "Tomorrow's News Tonight." His fast, breezy chatter will be heard from Ontario to Oshkosh.

When Winchell broadcasts he sits alone at a small table. He is usually the only person in the studio wearing his hat, and his collar and tie is awry. Those moments he's not on the air he strolls around the studio, chatting with friends in a whisper. When he was on the Lucky Strike Hour, the studio rules were amended to permit him to smoke.

What he brings will be news. Because Walter Winchell is Broadway's reporter de luxe. He always thinks of himself as a reporter, not an air celebrity.

DID YOU KNOW?

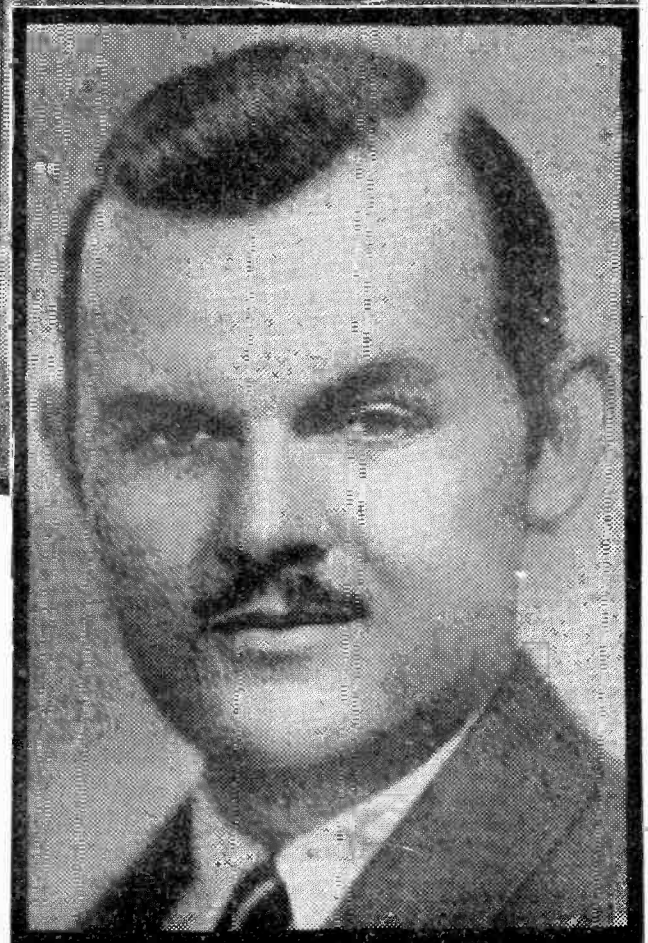
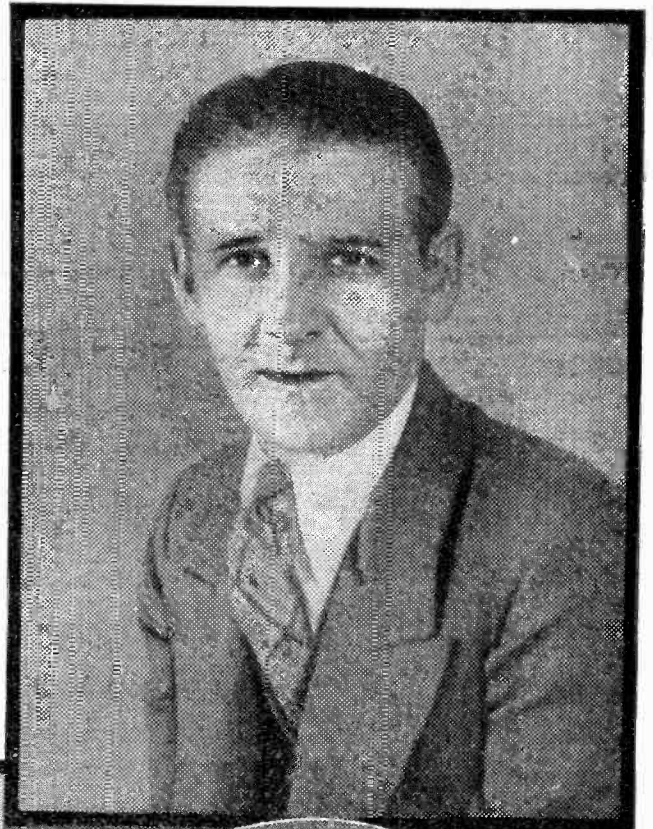
That Walter Winchell's income is more than \$100,000 a year?

That Winchell landed his first job as a reporter at \$25 a week?

That he considers himself a reporter rather than an air celebrity?

That he wears his hat in the studios and a special rule was amended to allow him to smoke during the broadcasts?

That his news sources reach to every part of the world?



Four stars who are going places and doing things this week on the air. At top is the one and only Walter Winchell, who returns to the ether Sunday, December 4, with a weekly program of Winchellian gossip. His story is told on this page. In the center is Lanny Ross, who is scoring an individual success on the Show Boat hour. Fans are clamoring for a solo program for Lanny. The lovely young lady is Irene Wicker, the "Singing Lady" whose program was designed for children, but is applauded by adults as well. And at the bottom is the incomparable Lawrence Tibbett, leading baritone of the Metropolitan opera who will bring fine singing to the home in the "Voice of Firestone" series beginning Monday, December 12, over NBC.

Wednesday Programs [Continued]

12:20 P.M.
WBBM—News Flashes

12:25 P.M.
WMAQ—Board of Trade

12:30 P.M.
KYW—Rex Battle's Ensemble (NBC)
WBBM—Julia Hayes; talk
WGN—Palmer House Ensemble
WIBO—Reading Room
WJJD—Farmer Rusk's Dinner Program
WJKS—Madison Ensemble (CBS)
WMAQ—Van and Doa (NBC)

12:45 P.M.
KYW—Luncheon Dance
WBBM—Walkathon News
WCFL—Farm Talk
WJKS—Gary Yard and Garden Program
WMAQ—Princess Pat, beauty talk

12:50 P.M.
WBBM—Cafe de Alex Orchestra
WGN—Robert L. Van Tress
WMAQ—Rex Battle's Ensemble (NBC)

1:00 P.M.
KYW—Dan Russo's Orchestra (NBC)
WAAF—Hoosier Philosopher
WBBM—Aunt Jemima, songs (CBS)
WCFL—Coliseum Walkathon
WGN—Allan Grant
WIBO—News
WJJD—Illinois Medical Society
WJKS—Pianoland, Johnny Tamiazzo
WLS—Slim and Spud, comedy skit
WMAQ—Words and Music (NBC)
WMBI—Organ and Piano Duets; Bible Reading

1:10 P.M.
WCFL—Barton Organ recital; Eddy Hanson

1:15 P.M.
WAAF—Salon Music
WBBM—Chicago Hour
WGN—Palmer House Ensemble
WIBO—The Golden Voice
WJJD—Waltz Time
WJKS—Columbia Artist Recital (CBS)
WLS—Livestock and Grain Markets
WMAQ—Dave Rose, pianist

1:20 P.M.
WMAQ—Board of Trade

1:25 P.M.
WGN—Elbert Wheeler, tenor

1:30 P.M.
KYW—Prudence Penny, talk
WAAF—Pianoesque
WBBM—American School of the Air (CBS)
WJJD—Thor Concert
WJKS—Universal Quartet
WLS—The Bicycle Boys
WMAQ—Public Schools' Program
WSBC—John Stanford

1:35 P.M.
WGN—Palmer House Ensemble

1:40 P.M.
KYW—Concert Petite (NBC)
WAAF—Live Stock Market; Weather Summary
WCFL—Variety Program
WGN—Allan Grant and Lawrence Salerno
WIBO—B. & K. Reporter
WJKS—Poet's Corner
WLS—"The Spinning Wheel"; Orchestral Program

2:00 P.M.
KYW—Concert Echoes
WAAF—Chicago on Parade
WBBM—Burnham's Beauty Chat
WGN—Ruth Atterbury Wakefield, Historical Sketch
WIBO—"Radio Gossip" Eddie and Fannie Cavanaugh
WJJD—Concert Favorites
WJKS—Elizabeth Barthel, songs (CBS)
WLS—Betty and Bob (NBC)
WMAQ—Salon Concert Ensemble (NBC)
WMBI—Special Musical Program and WMBI Tract League

2:10 P.M.
WGN—Palmer House Ensemble

2:15 P.M.
WBBM—Belle Forbes Cutter and Westphal's Orchestra (CBS)
WCFL—Salon Concert Ensemble (NBC)
WJKS—Madame Belle Forbes Cutter, songs (CBS)
WLS—Homemakers and "Little Dramas from Life"; Mrs. Blanche Chenoweth

2:30 P.M.
KYW—Women's Radio Review (NBC)
WAAF—Century of Progress Speaker Presented by Effie Marine Harvey
WCFL—Radio Dan
WGN—June Baker, home management
WIBO—Specialties
WJJD—Home Decorations
WMAQ—Ambassadors; male quartet (NBC)

2:45 P.M.
WAAF—World News Reports
WBBM—The Continental Duo
WCFL—Ilka Diehl Travelogues
WIBO—Market Reports
WJJD—RADIO GUIDE'S; EDITOR'S ROUND TABLE
WJKS—Four Eton Boys; quartet (CBS)
WLS—Max Terhune with Red Foley
WMAQ—Rhythmic Serenade

3:00 P.M.
KYW—Three Strings; Teaberry sports
WAAF—Della Bartel
WBBM—Claude Hopkins' Orchestra (CBS)
WCFL—Afternoon Frolics
WGN—Afternoon Musical
WIBO—Classic Gems, Cerny Ensemble
WJJD—Women's Club

WJKS—Claude Hopkins' Orchestra (CBS)
WLS—Wm. Vickland's Book Shop with Ralph Waldo Emerson
WMAQ—Symphony Orchestra (NBC)
WMBI—Sunday School Lesson

3:15 P.M.
KYW—Dr. Herman N. Bundesen, Health Commissioner, talk
WAAF—A Thought for Today
WIBO—Dell Reed, tenor
WJJD—Dreams of Hawaii
WLS—Shopper's Service; Anne and Sue

3:30 P.M.
KYW—Two Doctors and Aces of the Air; Teaberry sports
WAAF—Hess Melody Time
WBBM—Daughters of the American Revolution
WENR—Outstanding Speaker (NBC)
WIBO—Radio Gossip
WJJD—Briggs Family
WJKS—Jack Brooks and Westphal's Orch. (CBS)
WMAQ—Tea Dansante (NBC)
WMBI—Russian Service

3:40 P.M.
WBBM—Organ Melodies
WMBI—Lithuanian Gospel Service

3:45 P.M.
WAAF—Ray Waldron's Sports Review
WENR—College Inn Tea Music (NBC)
WJJD—Bridge Class of the Air
WJKS—Bill Schudt's "Going to Press" (CBS)
WMAQ—Lady Next Door (NBC)

3:50 P.M.
WBBM—News Flashes

4:00 P.M.
WAAF—Piano Novelties; Jimmy Kozak
WBBM—The Norsemen
WCFL—Junior Federation Club
WENR—Swanee Serenaders (NBC)
WIBO—Nick Nichols; Cartoonist of the Air

WENR—Little Orphan Annie; playlet (NBC)
WCFL—Coliseum Walkathon
WGN—Little Orphan Annie; childhood playlet. NBC
WGES—Shorthand Dictation
WIBO—Windy and Sven
WJJD—Isle of Dreams
WMAQ—Dance Master (NBC)

6:00 P.M.
KYW—Dan Russo's Orchestra
WBBM—Schlagenhauer's Party
WCFL—Hotel Allerton Orchestra
WENR—What's the News
WGES—Gaytime
WGN—Dinner Concert
WIBO—German Program
WJJD—Leo Boswell, songs
WMAQ—General Electric Program (NBC)

6:15 P.M.
WBBM—Gene and Charlie
WCFL—The Polyphonians
WENR—The Royal Vagabonds, impersonations (NBC)
WGES—Cecil and Sally
WGN—The Secret Three
WJJD—Sports Reel
WMAQ—Wheatenaville; drama (NBC)

6:25 P.M.
KYW—Teaberry Sports Reporter

6:30 P.M.
KYW—Three Strings
WBBM—Flanagan's Sport Review
WCFL—Hotel Allerton Orchestra
WENR—Soloist (NBC)
WGES—Emil Pope, tenor
WGN—Tom, Dick and Harry, harmony trio
WIBO—Ahead of the News
WJJD—Farm Yard Frolic
WMAQ—To be announced

6:40 P.M.
WIBO—Hockey News; Joe Springer

6:45 P.M.
KYW—Dan Russo's Orchestra

8:15 P.M.
WBBM—The Four Norsemen
WCFL—Night Court
WIBO—Mimo Bonaldi, baritone
WJJD—Arthur Wright, songs
WMAQ—RKO Theater of the Air

8:30 P.M.
KYW—Carl Moore's Orchestra
WBBM—Gertrude Lutz and Westphal's Orchestra
WCFL—Henrietta Kuehl, soprano
WENR—Friendship Town (NBC)
WGN—Eno Crime Club; mystery dramatization. CBS
WIBO—Organ Tunes
WJKS—Hot Stove League
WMAQ—Erno Rapee's Symphony Orchestra (NBC)

8:45 P.M.
WBBM—Ben Pollack's Orchestra
WCFL—Roustabouts
WIBO—Clem and Harry
WJKS—Ben Pollack's Orchestra (CBS)

9:00 P.M.
KYW—Mark Fisher's Orchestra (NBC)
WBBM—Belle Forbes Cutter, songs
WCFL—World's Fair Minstrels
WENR—Cora Cob Pipe Club of Virginia (NBC)
WGN—Music That Satisfies; Ruth Etting, songs (NBC)
WIBO—Wendell Hall
WJKS—Hungarian Hour
WMAQ—Country Doctor; Phillips Lord (NBC)

9:15 P.M.
KYW—Andy Sanella (NBC)
WBBM—Jack Russell's Orchestra
WGN—Easy Aces, comedy sketch (CBS)
WIBO—Jack Burnett, tenor
WMAQ—Poetry Magic

9:30 P.M.
KYW—Inspector Stevens and Son of Scotland Yard
WBBM—Columbia Revue (CBS)
WCFL—Grace Wilson, contralto
WENR—In Memory to Mary Queen of Scots (NBC)
WGN—Tomorrow's Tribune
WIBO—Betty and Jean, the Mavis Twins
WJKS—Jackson Musicians
WMAQ—Exploring America; Carveth Wells (NBC)

9:40 P.M.
WGN—Headlines of Other Days

9:45 P.M.
KYW—Ed Cary's Orchestra
WBBM—Myrt and Marge, drama (CBS)
WGN—Arzen Melody Hour with Lawrence Salerno
WIBO—B. & K. Reporter
WJKS—Eddie Duchin's Orchestra (CBS)

10:00 P.M.
KYW—Teaberry Sports Reporter: The Globe Trotter
WCFL—School Teachers' Program
WENR—Amos 'n' Andy (NBC)
WIBO—Bost's Sparkling Melodies
WJKS—Columbia Symphony Orchestra (CBS)
WMAQ—Amos 'n' Andy (NBC)

10:10 P.M.
KYW—Vincent Lopez' Orchestra
WCFL—Musical Weather Report

10:15 P.M.
WCFL—Coliseum, Walkathon
WENR—Three Keys (NBC)
WGN—The Dream Ship
WIBO—Radio Dan, the Answer Man
WJKS—Norman Care's Orchestra
WMAQ—Dan and Sylvia

10:30 P.M.
KYW—Dan Russo's Orchestra
WCFL—Eva Briggs, soprano
WGN—Wayne King's Orchestra
WENR—Ben Bernie's Orchestra
WIBO—WPCC Church of the Air
WJKS—Isham Jones' Orchestra (CBS)
WMAQ—Art Kassel's Orchestra

10:45 P.M.
WCFL—A Bit of Moscow; orchestra
WMAQ—Beach View Orchestra

10:50 P.M.
WGN—Bernie Cummins' Orchestra

11:00 P.M.
KYW—Carl Moore's Orchestra
WCFL—Patricia O'Hearn
WENR—Ralph Kirbery, the Dream Singer (NBC)
WIBO—Musical Tapestry, organ
WJKS—Don Redman's Orchestra (CBS)
WMAQ—Vincent Lopez' Orchestra
WSBC—Jerry Sullivan, songs special

11:05 P.M.
WENR—Vincent Lopez' Orchestra (NBC)

11:10 P.M.
WGN—Wayne King's Orchestra

11:15 P.M.
WCFL—Tripoli Trio

11:20 P.M.
WGN—Late Dance Orchestras

11:30 P.M.
KYW—Mark Fisher's Orchestra
WCFL—WCFB Orchestra
WENR—Hotel Pennsylvania Orchestra (NBC)
WJKS—Leon Belasco's Orchestra (CBS)
WMAQ—Art Kassel's Orchestra

11:45 P.M.
WCFL—A Bit of Moscow; orchestra

12:00 MIDNIGHT
KYW—Celebrity Night with Dan Russo's Orchestra
WBBM—Around the Town; dance orchestras
WENR—Grand Terrace; Earl Hines
WMAQ—Beach View Orchestra
WMBI—Radio School of the Bible, and music

12:30 A.M.
WMAQ—Vincent Lopez' Orchestra

12:45 A.M.
KYW—Ed Cary's Orchestra

SPECIALS FOR TODAY

FOR LOG OF LOCAL STATIONS SEE PAGE 4

- 4:00 p. m. **WMAQ-NBC**—Eastman School Little Symphony
- 8:00 p. m. **WGN-CBS**—Guy Lombardo's Orchestra with Burns and Allen
- 8:00 p. m. **WMAQ-NBC**—MacDowell Festival Program
- 8:30 p. m. **WGN-CBS**—Eno Crime Club Mystery
- 9:30 p. m. **WMAQ-NBC**—Exploring America with Carveth Wells

WJJD—Afternoon Tea Tunes
WJKS—Gene and Charlie (CBS)
WMAQ—Eastman School Little Symphony (NBC)

4:15 P.M.
WBBM—Cafe de Alex Orchestra
WENR—Joseph Gallicchio's Orchestra (NBC)
WIBO—"Sis" Gleason
WJJD—Young Mothers' Club
WJKS—Daily Times News Flashes

4:30 P.M.
KYW—Earle Tanner, lyric tenor
WCFL—Day Dreamer
WENR—Old Pappy (NBC)
WJJD—Mooseheart Children
WJKS—Kiddie Klub
WMAQ—The Flying Family (NBC)

4:45 P.M.
KYW—Three Strings
WBBM—Grandpa Burton Stories
WCFL—Organ Recital
WENR—Concert Echoes
WGN—Jane Carpenter, organist
WIBO—Dusk Dreams
WJKS—Indian Council Fire
WMAQ—Dr. Tonney's Laboratory Chats

5:00 P.M.
KYW—Century of Progress Program
WBBM—Captain Jack (CBS)
WCFL—Peter Pan
WENR—Palais d'Or Orchestra (NBC)
WGES—Grab Bag
WGN—The Devil Bird
WJJD—Neighborhood Store
WMAQ—The Spellbinder
WSBC—Variety Program

5:10 P.M.
KYW—Mel Stitzel at the piano

5:15 P.M.
KYW—Penrod and Sam
WBBM—Tarzan of the Apes
WCFL—John Maxwell, food talk
WENR—Our City
WGES—Don's Song Book
WGN—Concert Orchestra
WIBO—WPCC
WJJD—Piano Instructions
WMAQ—Johnny Hart in Hollywood (NBC)

5:30 P.M.
KYW—Uncle Bob's Hydrox Ice Cream Party
WBBM—Skippy; children's skit
WCFL—Esther Hammond with Barton Organ
WENR—Air Juniors
WJJD—Piano Instructions
WGES—Melody Parade
WGN—Kellogg's Singing Lady (NBC)
WMAQ—Drifting and Dreaming (NBC)

5:45 P.M.
WBBM—The Lone Wolf Tribe (CBS)

WBBM—Kruschen Krooning Kolonela
WCFL—Sports Review
WENR—The Goldbergs, drama (NBC)
WGES—Fashion Preview
WGN—Angelo Patri, Your Child (CBS)
WIBO—"The Jacksonians"
WMAQ—Piano Moods; Lee Sims (NBC)

7:00 P.M.
KYW—Vincent Lopez' Orchestra
WBBM—Correy Lynn's Orchestra (CBS)
WCFL—Tony and Joe
WGES—Italian Idyls
WGN—Whispering Jack Smith; Humming Birds (CBS)
WIBO—Songs for Sale
WJJD—Frankie "Half-Pint" Jaxon
WLS—L'Amour Melodique (NBC)
WMAQ—Mr. Twister

7:15 P.M.
KYW—Girl at the Cigar Counter
WBBM—"The Band of Distinction"
WCFL—Golden Melodies by Bernice Higgins and Al Knox
WGN—Singin' Sam; the Barbasol Man (CBS)
WIBO—Dandy First Homecoming
WJJD—Dr. and Mrs. Jerry
WLS—College Inn Orchestra
WMAQ—The Daily News of the Air

7:30 P.M.
KYW—Melody Lane
WBBM—Ben Pollack's Orchestra
WGN—Kate Smith; La Palina Program. CBS
WIBO—Bailey's Sport Program
WJJD—Club Mayfair Orchestra
WLS—Harriet Lee and her Leaders (NBC)
WMAQ—Art Kassel's Orchestra

7:45 P.M.
KYW—Chandu, the Magician
WBBM—Standard Oil Funfest
WCFL—Labor Flashes; Chas. F. Stein Program
WGN—Smith Brothers; Trade and Mark (CBS)
WIBO—Organ Tunes
WLS—Chas. Hamp, songs and philosophy
WMAQ—The Whitman Sampler Program; Jack Denny's Orchestra (NBC)

8:00 P.M.
KYW—Chamber Music Ensemble (NBC)
WBBM—Themes In Tempo
WCFL—Mrs. Gilbert
WGN—Guy Lombardo's Orchestra; Burns and Allen (CBS)
WIBO—Y. M. C. A. Chorus
WJJD—Concert Orchestra
WJKS—Polish Hour
WLS—Sherlock Holmes, drama (NBC)
WMAQ—MacDowell Festival Program (NBC)
WSBC—Polish Program

Music in the Air

By Carleton Smith

A NEW conductor will be on the air this week. Issay Dobrowen is his name. Not yet forty, and a comparative stranger in our midst, this young Russian will step on the podium left vacant last week by the departure of Arturo Toscanini, now enjoying a mid-season vacation.

Mr. Dobrowen's path to the baton of our country's finest symphonic band began in Nijin Novgorod. He studied first in Moscow, graduating from the conservatory and becoming a professor in the Academy after the revolution. From there, his reputation spread to other parts of the Continent and he was invited to Dresden and later Berlin, Sofia and Oslo, conducting for a winter in each city.

Two seasons ago Mr. Dobrowen came to the United States as guest conductor of the San Francisco Symphony. He was an immediate success, and has many loyal admirers on the Pacific coast who will be listening in Sunday. In addition to composing, Mr. Dobrowen is a piano virtuoso. He has written two piano sonatas dedicated to the memory of Scriabin, "Hebrew Melody" for violin and piano, a number of songs and smaller pieces.

Thoroughly steeped in Russian musical tradition himself, he has chosen to give us Russian music and will open his program this Sunday with the overture to "Russlan and Ludmilla," Glinka's operatic version of one of Pushkin's poetic fairy tales. Two short pieces, "Le Lac Enchante," and "Kikimora," by Liadoff, of "Music Box" fame, precede the only music on the program that is not Slavic. Strauss' tone poem, "Death and Transfiguration," speaks for itself.

The poem, on which it was based, pictures a man lying half-conscious in a dim chamber, fever-tossed, awaiting his death. A candle, flickering as uncertainly as the life that is in him, casts wavering shadows, and the book of life is turned back page by page as the exhausted man dreams. Death comes nearer, and retreats, finally ending all but the sounds of the voices adoring God. Strauss has given us a blinding climax that is one of the greatest in modern music. When the work ends, no hearer will remain unconscious of the agony, the compassion and the faith, for which it stands.

Fifth Symphony Next

The final half of the program is Tchaikowsky's Fifth Symphony. This is the work that received such a cool reception when the composer first conducted it (as is generally the case with composers, Tchaikowsky was a poor orchestra leader).

"There is something repellent, superfluous, and insincere (in this work) which the public instinctively recognizes . . ." These words prove very little except that a composer is rarely a sound judge of his own works. Many musicians, however, share his opinion as to the greater sincerity of the Fourth and Sixth Symphonies.

Disputes have centered around the short in all movements. Some say that it stands "motto" theme expressive of dejection, heard for Fate, a premonition of death; but probably it was the question which haunted Tchaikowsky as it haunted Wagner and Michel-Angelo and all creative geni: *Am I played out?*

Tschaikowsky, the child of the earth, is all feeling. He speaks in his music as one of the insulted and injured. He cries out, shakes his fist at the skies, remembers the agony of thwarted love, and the end of every man's desire. Mr. Dobrowen will be in his glory when he conducts this Symphony.

Future Programs

Next Sunday, we are promised the first performance anywhere of a new orchestral transcription from Bach's "Well-Tempered Clavichord," MacDowell's "Indian Suite" and Brahms' "Second Symphony." In the final two of Mr. Dobrowen's four broadcasts, he will be joined by Mr. Egon Petri, Dutch pianist, who is said to have petri-fied many of his listeners last season. They will play the popular Liszt Concerto in E Flat,



ISSAY DOBROWEN

and Brahms' great piano concerto, No. 2, in B Flat.

Unfortunately, the Thursday-Friday concerts of Christmas week are not broadcast. At that time, Mr. Dobrowen will conduct the Rachmaninoff Third Concerto in D, with the composer at the piano.

Mr. Dobrowen concludes his visit on Christmas Day, and the New Year will bring to the radio audience again the sensitive, sentimental and soulful Bruno Walter, who won his way into our hearts last season.

Voice of Firestone

RESERVE a half hour early Monday night hereafter for the Voice of Firestone. Richard Crooks and Lawrence Tibbett, favorite voices from last season, will be heard on alternate groups of broadcasts. Mr. Crooks inaugurates the series this week and will sing the fifth of the first six recitals. Mr. Tibbett is scheduled for the other four, unless his appearance at the Metropolitan interferes. By the way, if you miss the early evening broadcast and want to hear the program repeated, tune in the Pacific Coast stations three hours later.

"Well-Tempered Clavichord"

The National Federation of Music Clubs is sponsoring the first complete radio performance in history of Johann Sebastian Bach's "Well-Tempered Clavichord." Monday afternoon brings us the third in the series of twenty broadcasts when Miss Sylvia Sapira will play numbers seven, eight and nine in the monumental collection. This collection of preludes and fugues in every musical key was originally intended by Bach as merely an object lesson in the tuning of the clavichord of his day. They have come to be considered, because of their originality, the bible of piano composition, and have formed the basis upon which the greater part of our piano masterpieces were built.

THE PLAY'S THE THING

(Programs are listed in Central Standard Time)

SUNDAY

Moonshine and Honeysuckle—WMAQ-NBC, 1:30 p. m.
Roses and Drums—WGN-CBS, 4 p. m.
Big Ben's Dream Dramas—WENR-NBC, 4:30 p. m.
Foreign Legion—WBBM-CBS, 4:30 p. m.
Pages of Romance—KYW-NBC, 4:30 p. m.
Frank Buck "Bring 'Em Back Alive"—WMAQ-NBC, 4:45 p. m.
Wheatenaville—WMAQ-NBC, 6:15 p. m.
Great Moments in History—WLS-NBC, 6:30 p. m.
Sunday at Seth Parker's—KYW-NBC, 9:45 p. m.

MONDAY

Clara, Lu 'n' Em—WGN-NBC, 9:15 a. m.
Household Dramatization—KYW-NBC, 10:15 a. m.
Today's Children—WMAQ, 10:45 a. m.
Painted Dreams—WGN, 11:35 a. m.
Betty and Bob—WLS-NBC, 2 p. m.
Radio Guild—WMAQ-NBC, 3 p. m.
Lady Next Door—WENR-NBC, 3:45 p. m.
Dromedary Caravan—WENR-NBC, 4:15 p. m.
Johnny Hart in Hollywood—WMAQ-NBC, 5:15 p. m.
Skippy—WBBM-CBS, 5:30 p. m.
Little Orphan Annie—WENR-NBC, 5:45 p. m.
The Lone Wolf Tribe—WBBM-NBC, 5:45 p. m.
Wheatenaville—WMAQ-NBC, 6:15 p. m.
The Secret Three—WGN, 6:15 p. m.
The Goldbergs—WENR-NBC, 6:45 p. m.
Chandu, The Magician—KYW, 7:45 p. m.
Evening In Paris Mysteries—WGN-CBS, 8:30 p. m.
Princess Pat—WBBM, 8:30 p. m.
Country Doctor—WMAQ-NBC, 9 p. m.
Easy Aces—WGN-CBS, 9:15 p. m.
Myrt and Marge—WBBM-CBS, 9:45 p. m.
Amos 'n' Andy—WENR—WMAQ-NBC, 10 p. m.
Dan and Sylvia—WMAQ, 10:15 p. m.

TUESDAY

Happyville Special—WLS, 8:15 a. m.
Clara, Lu 'n' Em—WGN-NBC, 9:15 a. m.
J. B. and Mae—KYW, 9:15 a. m.
Today's Children—WMAQ, 10:45 a. m.
Painted Dreams—WGN, 11:35 a. m.
Betty and Bob—WLS-NBC, 2 p. m.
Princess Pat Pageant—WLS, 2:45 p. m.
Lady Next Door—WMAQ-NBC, 3:45 p. m.
Johnny Hart in Hollywood—WMAQ-NBC, 5:15 p. m.
Skippy—WBBM-CBS, 5:30 p. m.
Seketary Hawkins—WMAQ-NBC, 5:45 p. m.
Little Orphan Annie—WENR-NBC, 5:45 p. m.
Rock Oak Champions—WBBM, 5:45 p. m.
Wheatenaville—WMAQ-NBC, 6:15 p. m.
The Secret Three—WGN, 6:15 p. m.
The Goldbergs—WENR-NBC, 6:45 p. m.
Adventures in Health—WLS-NBC, 7:30 p. m.
Chandu, The Magician—KYW, 7:45 p. m.
Country Doctor—WMAQ-NBC, 9 p. m.
Police Dramatization—WENR-NBC, 9 p. m.
Myrt and Marge—WBBM-CBS, 9:45 p. m.
Amos 'n' Andy—WENR—WMAQ-NBC, 10 p. m.
Dan and Sylvia—WMAQ, 10:15 p. m.

WEDNESDAY

Clara, Lu 'n' Em—WGN-NBC, 9:15 a. m.
Household Dramatization—KYW-NBC, 10:15 a. m.
Today's Children—WMAQ, 10:45 a. m.
Painted Dreams—WGN, 11:35 a. m.
Betty and Bob—WLS-NBC, 2 p. m.
Little Dramas from Life—WLS, 2:15 p. m.
Lady Next Door—WMAQ-NBC, 3:45 p. m.
Johnny Hart in Hollywood—WMAQ-NBC, 5:15 p. m.
Skippy—WBBM-CBS, 5:30 p. m.
The Lone Wolf Tribe—WBBM-CBS, 5:45 p. m.
Little Orphan Annie—WENR-NBC, 5:45 p. m.
Wheatenaville—WMAQ-NBC, 6:15 p. m.
The Secret Three—WGN, 6:15 p. m.
The Goldbergs—WENR-NBC, 6:45 p. m.
Chandu, The Magician—KYW, 7:45 p. m.
Adventures of Sherlock Holmes—WLS-NBC, 8 p. m.
Eno Crime Club—WGN-CBS, 8:30 p. m.
Country Doctor—WMAQ-NBC, 9 p. m.
Easy Aces—WGN-CBS, 9:15 p. m.
Myrt and Marge—WBBM-CBS, 9:45 p. m.
Amos 'n' Andy—WENR—WMAQ-NBC, 10 p. m.
Dan and Sylvia—WMAQ, 10:15 p. m.

THURSDAY

Happyville Special—WLS, 8:15 a. m.
J. B. and Mae—KYW, 9:15 a. m.
Today's Children—WMAQ, 10:45 a. m.
Painted Dreams—WGN, 11:35 a. m.
Betty and Bob—WLS-NBC, 2 p. m.
WLS Home Theater—WLS, 2:15 p. m.
Lady Next Door—WENR-NBC, 3:45 p. m.
Johnny Hart in Hollywood—WMAQ-NBC, 5:15 p. m.
Skippy—WBBM-CBS, 5:30 p. m.
Seketary Hawkins—WMAQ-NBC, 5:45 p. m.
Rock Oak Champions—WBBM, 5:45 p. m.
Little Orphan Annie—WENR-NBC, 5:45 p. m.
The Secret Three—WGN, 6:15 p. m.
Wheatenaville—WMAQ-NBC, 6:15 p. m.
Johnny Hart in Hollywood—WMAQ-NBC, 6:45 p. m.
The Goldbergs—WENR-NBC, 6:45 p. m.
Rin Tin Tin Thriller—WLS-NBC, 7:30 p. m.
Chandu, The Magician—KYW, 7:45 p. m.
Howard Thurston—WLS-NBC, 7:45 p. m.
Death Valley Days—WLS-NBC, 8 p. m.
Omar Khayyam—WGN-CBS, 8:30 p. m.
Country Doctor—WMAQ-NBC, 9 p. m.
Myrt and Marge—WBBM-CBS, 9:45 p. m.
Amos 'n' Andy—WENR—WMAQ-NBC, 10 p. m.
Dan and Sylvia—WMAQ, 10:15 p. m.

FRIDAY

Clara, Lu 'n' Em—WGN-NBC, 9:15 a. m.
Today's Children—WMAQ, 10:45 a. m.
Painted Dreams—WGN, 11:35 a. m.
Betty and Bob—WLS-NBC, 2 p. m.
The Lady Next Door—WMAQ-NBC, 3:45 p. m.
Dromedary Caravan—WENR-NBC, 4:15 p. m.
Johnny Hart in Hollywood—WMAQ-NBC, 5:15 p. m.
Skippy—WBBM-CBS, 5:30 p. m.
Little Orphan Annie—WENR-NBC, 5:45 p. m.
The Lone Wolf Tribe—WBBM-CBS, 5:45 p. m.
The Secret Three—WGN, 6:15 p. m.

The Goldbergs—WENR-NBC, 6:45 p. m.
Big Leaguers and Bushers—WGN, 7 p. m.
March of Time—WGN-CBS, 7:30 p. m.
Adventures in Health—WLS-NBC, 7:30 p. m.
Howard Thurston—WLS-NBC, 7:45 p. m.
First Nighter—WLS-NBC, 8 p. m.
Country Doctor—WMAQ-NBC, 9 p. m.
Easy Aces—WGN-CBS, 9:15 p. m.
Myrt and Marge—WBBM-CBS, 9:45 p. m.
Amos 'n' Andy—WENR—WMAQ-NBC, 10 p. m.
Dan and Sylvia—WMAQ, 10:15 p. m.

SATURDAY

J. B. and Mae—KYW 9:15 a. m.
Household Dramatization—KYW-NBC, 10:15 a. m.
Painted Dreams—WGN, 11:35 a. m.
Skippy—WBBM-CBS, 5:30 p. m.
Little Orphan Annie—WENR-NBC, 5:45 p. m.
Seketary Hawkins—WMAQ-NBC, 5:45 p. m.
Rock Oak Champions—WBBM, 5:45 p. m.

Plums and Prunes By Evans Plummer

(Continued from Page Five)

Advance note from Jolson said he didn't want to be compared to the air comedians. He wasn't. Trying to forget the many times Al has sold his mammy songs over the footlights, I made him do it again without the pantomime. And he did. Second show much superior to first, which was roughened some by his nervousness but still plumb full of plumbful melody.

LUCKY STRIKE HOUR (Thursday, Nov. 24, 9 p. m. CST on NBC) continues to panic 'em every week with Jack Pearl's ludicrous 1932 Munchausens. And hopping back to Tuesday, November 22, I'll give a double-barreled bunch of plums to Lucky just because Eddie Duchin's orchestra, then picked up, had a natural and smooth quality that relaxed my nerves no end.

METROPOLITAN OPERA (Thursday, Nov. 24, 2:15 p. m. CST on NBC) opened on the air with Pons and Martinelli in part of "Lakme." One of our favorite operas, the arias were excellently sung and the pickup of the orchestra was almost all that could be desired. Plums are awarded in return for a fine program, but the belief is expressed that opera in English would be more popular in America.

CITIES SERVICE CONCERT (Friday, Nov. 25, 7 p. m. CST on NBC) with Dragonette and the Cavaliers. Need I give this show a bushel of plums? So long has it been an accepted treat of the Friday evening air, however, that this critic feels the public needs a reminder now and then of how good, well-balanced and pleasing it is.

MAXWELL HOUSE SHOW BOAT (Thursday, Nov. 24, at 8 p. m. CST on NBC) continues its glamorous path, but if this prune-hurler had his way, Lanny Ross would get more songs and something less popular would be cut. Idea: why not divide this hour into four distinct quarter hours? Coherence of revue is strained as is.

ENO CRIME CLUB (Wednesday, Nov. 23, 8:30 p. m. CST on CBS) cast Edwin Reese with British accent, made a very prunish Broadway hotel clerk, but being a subordinate character it mattered little. On the other hand, the columnist adventure made a good drama and the player who acted the part of Columnist Tracy did a great bit of work. Two plums for the latter features.

THURSTON'S MAGIC DRAMAS (Thursday, Nov. 24 at 7:45 p. m. CST on NBC) show a distinct improvement in technique, lines and commercial treatment. Heretofore smacked with a bushel of prunes by this department, these are recalled and a bunch of plums are sparingly awarded—sparingly until we are sure this night's standard is maintained. The dramas are MUCH better.

NATIONAL GRAND OPERA (Wednesday, Nov. 23, 10:15 p. m. CST on NBC) shows what can be done when opera is cut and adapted especially for radio. Perhaps the singers of the radio studios do not match with Metropolitan's finest, but their microphone pickup and the abbreviated scores make for far superior production. A bushel of plums!

Programs for Thursday, December 8

5:45 A.M.
WGES—Sunshine Special

6:00 A.M.
WAAF—Farm Folks' Hour
WGES—Dunker's Club
WJJD—Good Morning
WLS—Smile a While Time

6:10 A.M.
WLS—Johnny Muskrat, Fur Reporter

6:15 A.M.
WJJD—International Buckle Busters
WLS—Weather Report; Musical Jamboree

6:30 A.M.
WGES—Musical Speedway
WIBO—Uncle John and his Family
WLS—Cumberland Ridge Runners
WMAQ—Setting Up Exercises

6:45 A.M.
WBBM—Farm Information

6:55 A.M.
WBBM—Musical Time Saver

7:00 A.M.
KYW—Marshall Field and Company musical clock
WAAF—Breakfast Express
WCFL—Morning Shuffle
WGES—Musical Toasts
WGN—Good Morning
WJJD—Frankie Marvin, tenor
WLS—Rader's Gospel Tabernacle
WMAQ—The Wife Saver, humorous sketch (NBC)
WMBI—Sunrise Service

7:15 A.M.
WGES—Cecil and Sally
WJJD—Muscle Tone Gym Class
WMAQ—Morning Worship

7:30 A.M.
WBBM—Christian Science Churches of Illinois
WCFL—Cheerio; inspirational talk and music. NBC
WGES—Polish Earlybirds
WIBO—Melodies
WJJD—Happy Go Lucky Time
WLS—Steamboat Bill
WMAQ—Pepper Pot; orchestra (NBC)

7:45 A.M.
WBBM—Musical Time Saver
WLS—Jolly Bill and Jane (NBC)

8:00 A.M.
WCFL—WCFL Kiddie's Aeroplane Club
WGES—Poland's Music
WGN—French Lick Salts Program
WLS—Gene and Glenn (NBC)

8:15 A.M.
WCFL—Time Parade
WLS—Happyville Special; Spareribs and Jack

8:30 A.M.
WBBM—Modern Living
WCFL—Dance Music
WIBO—Musical Varieties
WLS—Musical Program
WMAQ—Vic and Sade; comedy duo (NBC)

8:35 A.M.
WLS—The Produce Market Reporter

8:45 A.M.
WGN—Good Morning
WMAQ—Pie Plant Pete (NBC)

8:50 A.M.
WLS—Sears Tower Topics with Sue Roberts

9:00 A.M.
KYW—Musical Melange (NBC)
WAAF—Sing and Sweep
WBBM—Melody Parade; orchestra (CBS)
WCFL—German Entertainment
WGES—Canary Concert
WGN—Charlie White's Gym of the Air
WIBO—YMCA Exercises
WMAQ—Chicago Ensemble

9:10 A.M.
WLS—Harry Steele, news reporter

9:15 A.M.
KYW—J. B. and Mae
WBBM—Honey Butter Chef
WCFL—Famous Soloists
WGN—Clara, Lu 'n' Em, gossip (NBC)
WLS—Mac and Bob
WMAQ—Young Artists Trio

WGN—Board of Trade Market Reports
WIBO—Little Harry's Cookin' Club
WMAQ—Our Daily Food (NBC)

9:35 A.M.
WGN—Leonard Salvo's Mail Box

9:45 A.M.
KYW—Irma Glen, organist and Chas. Howard, tenor (NBC)
WBBM—Have You Heard? (CBS)
WLS—Ralph and Hal, "Old Timers"
WMAQ—Emily Post; DuPont Program (NBC)

10:00 A.M.
KYW—In the Spotlight
WAAF—Songs of the Islands
WBBM—U. S. Navy Band (CBS)
WGES—The Housekeeper
WGN—La Choy Chopsticks (CBS)
WIBO—Popular Echoes
WJJD—Yesterday's Favorites
WLS—Livestock Markets; Jim Poole, Poultry Markets; weather
WMBI—Parents Bible Study Hour
WMAQ—Mrs. A. M. Goudiss, talk (NBC)
WSBC—Home Hours

10:05 A.M.
KYW—Interlude, instrumental music

10:15 A.M.
KYW—Radio Household Institute (NBC)
WAAF—Salon Music
WBBM—Red Cross Melodies
WCFL—Health Talk by Dr. Bundesen
WENR—Singing Strings (NBC)
WGES—Rhythm Review; Ethel and Harry
WGN—Leonard Salvo's Favorites
WIBO—Market Reports
WJJD—Neighborhood Store

11:45 A.M.
WAAF—Estelle Barnes, pianist
WBBM—Pat Flanagan's Bowling Congress
WJJD—Sunshine for Shut-Ins
WJKS—News Flashes

11:50 A.M.
WGN—Good Health and Training

11:55 A.M.
WLS—News Reporter

12:00 NOON
WAAF—Noon-time Melodies; Weather
WBBM—Julia Hayes Household Hints
WCFL—Popular Music
WGN—Mid-day Services
WIBO—Waltzes
WJKS—Jackson Musicians
WLS—Radio Guide Program
WMAQ—Popular Varieties (NBC)
WMBI—Loop Evangelistic Service

12:15 P.M.
WBBM—Local Markets
WIBO—Market Reports
WJJD—Piano Instructions
WJKS—Farm Flashes

12:20 P.M.
WBBM—News Flashes

12:25 P.M.
WMAQ—Board of Trade

12:30 P.M.
WBBM—Husk O'Hare's Band
KYW—Rex Battle's Concert Ensemble (NBC)
WGN—Atlantic City Musicale (CBS)
WIBO—Reading Room
WJJD—Farmer Rusk's Dinner Program
WJKS—Atlantic City Musicale (CBS)
WMAQ—Hotel New Yorker Orchestra (NBC)

12:45 P.M.
KYW—Luncheon Dance
WBBM—Walkathon News
WCFL—Farm Talk
WMAQ—Princess Pat Beauty Talk

12:50 P.M.
WBBM—Organ Interlude
WMAQ—Hotel New Yorker Orchestra (NBC)

12:55 P.M.
WBBM—Chicago Dental Society

1:00 P.M.
KYW—Dan Russo's Orchestra (NBC)
WAAF—Hoosier Philosopher
WBBM—Aunt Jemima, songs (CBS)
WCFL—Coliseum, Walkathon
WGN—Allan Grant, pianist
WIBO—News
WJJD—Chicago Motor Club
WJKS—Danny Glenn, pianist
WLS—Slim and Spud, comedy skit
WMAQ—Century of Progress Talk
WMBI—Organ Program and Bible Reading

1:10 P.M.
WCFL—Barton Organ recital; Eddy Hanson with Grace Wilson
WMAQ—Dave Rose, pianist

1:15 P.M.
WAAF—Evelyn Siegling
WBBM—Cheri McKay and Eddie Freckman
WGN—Palmer House Ensemble
WIBO—Pop Concert, organ
WJJD—Waltz Time
WJKS—American Museum of Natural History Program (CBS)
WLS—Jim Poole; Grain Market

1:20 P.M.
WMAQ—Board of Trade

1:25 P.M.
WGN—Ruth Wood Meyer, songs

1:30 P.M.
KYW—Prudence Penny, household hints
WAAF—Pianoesque
WBBM—American School of the Air (CBS)
WJJD—Thor Concert
WJKS—The English Rose
WLS—Bob and Harve on prohibition
WMAQ—Public Schools Program

1:35 P.M.
WGN—Palmer House Ensemble

1:45 P.M.
KYW—Concert Petite (NBC)
WAAF—Live Stock Market; Weather Summary
WCFL—Nat'l League American Pen Women
WGN—Allan Grant and Lawrence Salerno
WIBO—B & K Reporter
WJKS—Virginia McWhorter
WLS—Garden of Melody; Three Contraltos

2:00 P.M.
KYW—Concert Echoes
WAAF—Chicago on Parade
WBBM—Burnham's Beauty Chat
WCFL—Carl Formes, baritone
WGN—Woman's City Club
WIBO—"Radio Gossip," Eddie and Fannie Cavanaugh
WJJD—Concert Favorites
WJKS—Van Hoosen, pianist
WLS—Betty and Bob (NBC)
WMAQ—Three Mustachios (NBC)

2:10 P.M.
WGN—Palmer House Ensemble

2:15 P.M.
WBBM—Chicago Hour
WCFL—U. S. Navy Band (NBC)
WLS—WLS Home Theater
WMAQ—To be announced

SPECIALS FOR TODAY

FOR LOG OF LOCAL STATIONS SEE PAGE 4

- 7:15 p. m. **WGN-CBS**—Jack Benny, humorist; Ted Weems' Orchestra
- 7:45 p. m. **WGN-CBS**—Jack Denny's Orchestra
- 8:00 p. m. **WLS-NBC**—Death Valley Days
- 8:00 p. m. **WGN-CBS**—Boswell Sisters; Music That Satisfies
- 9:00 p. m. **WENR-NBC**—Jack Pearl, comedian

9:20 A.M.
WBBM—News Flashes

9:30 A.M.
KYW—Swingin' Along (NBC)
WAAF—Helen Joyce's Women's Hour
WBBM—Burnham's Beauty Chat
WCFL—Highlights of Music
WGES—Shorthand Dictation

WMAQ—Here's to Charm
WSBC—Bobby Danders Jr.; Songs

10:25 A.M.
WGN—Board of Trade Reports

10:30 A.M.
WAAF—Jim Hamilton, the Silent Glow Man
WBBM—Ruth Rodgers Radioboldt
WCFL—Dance Music
WENR—Jackie Heller; Phyllis and Frank
WGES—Circus Echoes
WGN—Digest of the day's news
WIBO—News of the Day
WJJD—Allegheny Moonshiners
WMAQ—Rhythm Ramblers
WMBI—Gospel Music

10:40 A.M.
WMAQ—Honey Butter Chef
WMBI—Short Story Hour and Gospel Music

10:45 A.M.
KYW—Hugo Mariani's Orchestra (NBC)
WAAF—Musical Calendar
WBBM—Radio School of the Air
WGN—La Gerardine (CBS)
WJJD—Mary Alden; home talk
WMAQ—Today's Children

11:00 A.M.
KYW—Morning Melodians
WAAF—Meat Recipe Talk; Mildred Batz
WBBM—Buddy Harrod's Orchestra (CBS)
WCFL—Red Hot and Low Down Program
WENR—Men o' Song; male quartet (NBC)
WGN—Hank Harrington and Dick Hayes
WIBO—Musical Masterpieces
WJJD—Frankie Marvin, tenor
WJKS—Buddy Harrod's Orchestra (CBS)
WMAQ—U. of C.; Prof. Fred L. Schuman

11:15 A.M.
WAAF—World News Reports; Markets
WBBM—Virginia Clark; Gene and Charlie
WENR—Smack Out (NBC)
WJJD—David Adler
WLS—Weather Reports; Livestock Estimates
WSBC—Estelle Lewis, songs

11:30 A.M.
KYW—National Farm and Home Hour (NBC)
WAAF—Bulletin Board
WBBM—Frank Wilson and Jules Stein
WENR—Home Service
WGN—Board of Trade Reports
WIBO—Peter Pan
WJJD—Buckle Busters
WJKS—Columbia Revue (CBS)
WMAQ—On Wings of Song (NBC)
WMBI—Continued Story Reading

11:35 A.M.
WAAF—Waltz Interlude
WGN—Painted Dreams

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That tough voice and wise-crackin' character heard in the "Myrt and Marge" Columbia skits as "Billie" is taken by the lovely lady pictured above. Eleanor Rella's the name. She has won thousands of fans for her excellent characterization of the veteran chorus girl.

Reviewing Radio —By Mike Porter

(Continued from Page Ten)

me the other night that it is his ambition to fill in the spots somewhere between 7 and 11 p. m. on Saturdays, with a two-hour show. He will go ahead with the plan if the associated stations are agreeable. This program, as it shapes up, will be an extravaganza of talent, staged with Ziegfeldian splendor, with great orchestras for background. It will be in a way, a parade of celebrities of the stage, screen and air, and part of the show will be a revival each week, along David Griffith lines, of old time melodramas, somewhat modernized, and treated musically.

The strange thing about this plan is that it is also being voiced by the Columbian officials, and I shouldn't be surprised to discover that the two networks will engage in some sort of race to stage the idea first. The only thing that may impede them are restricted budgets up to February.

IT was while I was talking with Mr. Royal that the question "How old mentally, is the radio audience?" was brought up.

Those who pay for and produce shows via the mike, have become convinced that the average age of the audience is twelve years.

"Maybe," said Mr. Royal, reluctantly. "I don't think we appreciate fully, the height of listener intelligence. But even so, have you ever stopped to think how really intelligent a twelve-year-old of this day might be?"

I agree with Mr. Royal that shows are not tintured with a sufficient amount of sophistication; that they are generally too subversive to the lower intelligences. The trouble is, many of them would insult the sophistication of a twelve-year-old.

You'll find kids of that age today, who can fly planes, drive autos, and repair them, where you and I would not even know where to begin to look for mechanical trouble. You'll find the kids know more about the air artists than we do. They know the names and locations of all the orchestras, the history of the business, and they buy more radio literature than adults.

I have seen many grown folks who could not remember the dial settings of a radio station, nor its call letters. Yet I have never seen a child over seven who couldn't go to the receiver and tune in any station for which you might ask.

So if our mental ages average up only twelve years, we might feel rather proud.

Along the Airialto

By Martin Lewis

PROVING that I'm taken seriously even when I'm kidding, my desk found itself deluged with bits of information in response to that watery grave want-ad I ran in last week's column. Does RADIO GUIDE pull or does it pull? Read on, oh you brave and noble readers. And tell me that you agree with me when I take up the stand for Eddie Cantor's family-airing. Folks there are who give Eddie the bird (verbal and printed) for his use of family affairs for wise-cracking. They're the sort of boys with a couple of alimony payments every week and no kids to show for it. Believe me, five daughters is no laughing matter. The fact that Cantor can kid about it is an excellent example of Cantor's irrepressible spirits. It may be sad to Eddie that his youngest girl child eats on the average of one shoe a day, but if he could use it to make you laugh, he'd probably buy up a whole leather factory and put all five daughters to work . . . eating. Ye gods, a man ought to get something out of supporting five women and a wife to boot!

Bing Crosby enters the ring to add a crooning note . . . Bing, by the way, has a contract with Paramount which provides for starring in four more pictures. The first two for 1933 and the other couple for 1934 . . . Rumor has it that William Gaxton and Victor Moore, the chief exec's of "Of Thee I Sing" are aerial minded and that Hugh O'Connell, the nut-cracker of "Once in a Lifetime" is auditioning . . . Trek of legit actors to mike continues heavy but forecast from high-up promises trouble ahead.

Rubinfoff, the fiddler who stepped up from the Steppes into Stardom, gets contract renewed by java magnates for calendar year 1933. Which reminds us that his chief introducer-to-radio, Rudy Vallee, is displaying remarkable showmanship in his eat-yeast programs. If sponsor would eliminate those fake voices testifying to yeast's potency in general and Fleischmann's superiority in particular, we wouldn't have to go put the cat out until the sign-off theme. Anyhow Vallee's distinctive discrimination and good taste in program-building, subordinating his own orchestra and highlighting Broadway celebs, who haven't had the opportunity to wear out their aerial welcome, proves our old contention. Crosbys may come and Columbos may go but Vallee goes on forever. Because Vallee's more than a crooner. When time was ripe for crooning, Rudy got on the bandwagon, or rather he started the bandwagon that others got on . . . he crooned. Now time being ripe for big variety shows with packed audiences, Rudy again hops on the bandwagon. And he's not thru yet my lads. The envious may claim good breaks for Vallee but he had to have more to keep on top.

THE Tito Guizars anticipate a little Tito with Maytime finding Senor Guizar crooning lullabys instead of those romantic love songs he now strums . . . the Guizar esposa (frau to you) is so beautiful she makes Lupe Velez look like one of those Mexican brand of cactus . . . Fred Uttal put out a fire in between announcements at Yoeng's Chinese Restaurant not so long ago. Egg Foo Yong (maybe his name was something different, how should I know?) left a hot iron on a back-room upstairs table and when the Uttal nostrils discovered flames, an iron-shaped hole appeared where the iron had been. Fred doused water . . . made announcement "Next selection Buddy Harrod plays, etc" . . . dashed back with more water . . . ran to mike with next announcement . . . and it kept on for some little time until Fred had extinguished the whole mess and not one Chink the wiser . . . Scoop on Believe It Or Not Ripley reveals Ray Knight authored 2,350,000 words in past five years of air scripts.

Whiteman has to pay \$24 for his own arrangement of Ravel's Bolero every time he plays it which probably explains why you don't hear it often . . . Ferdinand Van Grofe (Ferde Grofe to you) couldn't compose a cloudburst for his Grand Canyon Suite until a friend persuaded him to visit Wisconsin woods and pray for one . . . the Lord provided two days later

and inspired "Cloudburst" with heap big storm . . . Ferde's composing a number entitled "Sing Sing" for Perry Charles' big Sing Sing show, December 18. Each of the Boswell sisters has picked out two families to make a merry Xmas for . . . while Johnny Marvin, lonesome singer of the air, will bask in the donation spirit by donating baskets to a number of families of unfortunate actors he knew when he trod the vaudeville boards . . . Walter O'Keefe spends more time "in" than "on" the air . . . he flies to Chicago every week-end to see wife, Roberta Robinson who sings "Of Thee" (I hope, Walter) and it's no Magic Carpet ride, either.

NIGHT and DAY

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BROADCASTING—

I am a boy eleven years old, and I sell thirty-five copies of Radio Guide every week.

I am in the 6th grade at school. I like most sports, but my favorites are football and baseball. I like to listen to them over the radio. Amos and Andy are my favorite radio stars, and I hear them every night.

This is how I came to sell Radio Guides: A friend told me I could make money selling them, so I decided to try. If other boys could do it, I was sure that I could, too. To get my first customer I went from door to door telling them about the Guide. At first I thought it would be hard, but I soon discovered it was very easy. I am going to keep knocking at doors, too, until I have at least 50 customers.

It is lot's of fun making money and deciding what to do with it. Part of it I save, and the rest I spend on clothes.

I like Radio Guide a whole lot and so do my customers. It tells such interesting things about radio performers that I like to read it.

Yours for Radio Guide,

Carlton Staben



You too—any boy in America—can earn GOOD spending money by becoming a Radio Guide salesman. When you become a Star Salesman we will publish your picture in Radio Guide. In addition, we will give you free 200 letterheads carrying your picture, name and identification as a representative of Radio Guide. We will also send you a fine copper engraving of your photograph which you can use to print pictures of yourself.

Write, Phone or Call

RADIO GUIDE

423 Plymouth Court, Chicago, Ill.

Telephone WABash 8848

Thursday Programs [Continued]

2:30 P.M.
 KYW—Woman's Radio Review (NBC)
 WAAF—Mabel Van
 WBBM—Frank Westphal's Orchestra
 WCFL—Radio Dan
 WGN—June Baker
 WIBO—Parents Magazine
 WJJD—Armour Institute
 WJKS—Frank Westphal's Orchestra (CBS)
 WSBC—John Stamford
 WMAQ—To be announced

2:45 P.M.
 WAAF—World News Reports
 WCFL—Ilka Diehl Travelogues
 WIBO—Market Reports
 WJJD—RADIO GUIDE'S; EDITOR'S ROUND TABLE
 WLS—Ralph Emerson, Organ Sketch

3:00 P.M.
 KYW—Three Strings
 WAAF—The Bookworm; "Vienna Roast"
 WBBM—U. S. Army Band (CBS)
 WCFL—Afternoon Frolics
 WGN—Afternoon Musicale
 WIBO—Classic Gems, Cerny Ensemble
 WJJD—Women's Club
 WJKS—U. S. Army Band (CBS)
 WLS—Wm. Vickland's Book Shop with Ralph Waldo Emerson

3:15 P.M.
 WMAQ—Kaltenmyer's Kindergarten (NBC)
 WMBI—Radio School of the Bible

3:30 P.M.
 KYW—Talk by Dr. H. N. Bundesen
 WJJD—Dreams of Hawaii
 WLS—Shoppers' Service; Anne and Sue

3:45 P.M.
 KYW—Two Doctors with Aces of the Air; Teaberry sports
 WAAF—Hess Melody Time
 WBBM—Brooks and Ross
 WENR—Tea Dansante (NBC)
 WGN—U. S. Army Band (CBS)
 WIBO—Radio Gossip
 WJJD—Indian Princess
 WMAQ—Thursday Special (NBC)
 WMBI—German Service

4:00 P.M.
 WAAF—Ray Waldron's Sports Review
 WENR—Lady Next Door (NBC)
 WJJD—Tune Parade
 WJKS—American Legion Campaign (CBS)

4:15 P.M.
 WBBM—News Flashes

4:30 P.M.
 WAAF—Piano novelties; Jimmy Kozak
 WBBM—Ben Alley, tenor (CBS)
 WCFL—Junior Federation Club
 WENR—Neal Sisters (NBC)
 WGN—Afternoon Musicale
 WIBO—Mary Birmingham, reader
 WJJD—Walt and Herb
 WJKS—Ben Alley, tenor (CBS)
 WMAQ—Women's Calendar

4:45 P.M.
 WBBM—Organ Melodies
 WENR—Soloist (NBC)
 WIBO—Howard Byer, tenor
 WJJD—Young Mothers' Club
 WJKS—News Flashes

4:55 P.M.
 KYW—Harold Bean, baritone
 WBBM—Art Gillham, pianist
 WCFL—Christy Valvo
 WENR—Old Pappy (NBC)
 WJJD—Mooseheart Children
 WJKS—Kiddie Klub
 WMAQ—Soloist (NBC)

5:00 P.M.
 KYW—Three Strings; Teaberry sports
 WBBM—Frank Salerno, Accordionist; Cheri McKay; Eddie Freckman, pianist
 WCFL—Organ Recital
 WENR—Musical Moments
 WGN—Jane Carpenter, organist
 WIBO—Dusk Dreams, organ
 WJKS—Indian Council Fire

4:50 P.M.
 WJKS—Vaughn de Leath (CBS)
 WMAQ—Concert Echoes (NBC)

5:00 P.M.
 KYW—Adult Education Council
 WBBM—Captain Jack, Adventure series (CBS)
 WCFL—Peter Pen
 WENR—Waldorf-Astoria Orchestra (NBC)
 WGES—On With the Show
 WGN—The Devil Bird
 WJJD—Neighborhood Store
 WMAQ—The Spellbinder
 WSBC—Variety Program

5:15 P.M.
 KYW—Penrod and Sam
 WBBM—Tarzan of the Apes
 WCFL—John Maxwell, food talk
 WENR—Waldorf-Astoria Orchestra (NBC)
 WGN—Jane Carpenter's Recital
 WIBO—WPC; North Shore Church
 WJJD—The Pied Piper
 WMAQ—Johnny Hart in Hollywood (NBC)

5:30 P.M.
 KYW—Uncle Bob's Curb-is-the-Limit Club
 WBBM—Skippy; children's skit (CBS)
 WCFL—Esther Hammond with Barton Organ
 WENR—Air Juniors
 WGES—Vodvil
 WGN—Kellogg's Singing Lady (NBC)
 WJJD—Piano Instructions
 WMAQ—Ralph Kirbery, the Dream Singer (NBC)

5:45 P.M.
 WBBM—Rock Oak Champions
 WENR—Little Orphan Annie; playlet (NBC)
 WCFL—Coliseum Walkathon
 WGN—Little Orphan Annie; children's playlet. NBC
 WIBO—Clem and Ira, skit
 WJJD—Art Wright, songs
 WBAQ—Seckatary Hawkins (NBC)

6:00 P.M.
 KYW—Dan Russo's Orchestra
 WCFL—Allerton Hotel Orchestra
 WBBM—Schlagenhauer's Party
 WENR—What's the News
 WGES—Dine and Dance
 WGN—Palmer House Ensemble
 WJJD—German Program
 WJJD—Leo Boswell, songs
 WMAQ—General Electric Program (NBC)

6:15 P.M.
 WBBM—Norm Sherr, pianist
 WCFL—Vibraharp and Organ
 WENR—The Royal Vagabonds; impersonations (NBC)
 WGES—Cecil and Sally
 WGN—The Secret Three
 WJJD—Sports Reel
 WMAQ—Wheatonville, drama (NBC)

6:25 P.M.
 KYW—Teaberry Sports Reporter

6:30 P.M.
 KYW—Carson Robison's Pioneers (NBC)
 WBBM—Flanagan's Sport Review
 WCFL—Hotel Allerton Orchestra
 WENR—Louise Bernhardt, soloist (NBC)
 WGES—State-Lake Revue
 WGN—Tom, Dick and Harry, harmony trio
 WIBO—Ahead of the News
 WJJD—Farmyard Frolic
 WMAQ—The Daily News of the Air

6:40 P.M.
 WIBO—Jo Springer; Hockey News

6:45 P.M.
 KYW—Dan Russo's Orchestra
 WBBM—Kruschen Krooning Kolonels
 WCFL—Ilka Diehl Players
 WENR—The Goldbergs, drama (NBC)
 WGES—Fashion Preview
 WGN—Georgie Price, humorist and Kreuger's Orchestra (CBS)
 WIBO—"The Jacksonians"
 WMAQ—Song Fellows (NBC)

7:00 P.M.
 KYW—Star Dust; Ulmer Turner
 WBBM—Billy White and Westphal's Orchestra (CBS)
 WCFL—Bernice Karasick
 WENR—College Inn Orchestra
 WGES—Polish Composers
 WGN—Abe Lyman's Orchestra; Hollywood Newsboy (CBS)
 WIBO—Sylvia Stone, contralto
 WJJD—Frankie "Half Pint" Jaxon
 WLS—College Inn Orchestra (NBC)
 WMAQ—Fleischmann Hour; Rudy Vallee's Orchestra (NBC)

7:15 P.M.
 KYW—Song Sleuth (NBC)
 WCFL—Brotherhood of Sleeping Car Porters
 WGN—Canada Dry Program; Jack Benny, comedian and Weems' Orchestra (CBS)
 WIBO—David Jackson's talks on Securities
 WJJD—Dr. and Mrs. Jerry

7:30 P.M.
 KYW—Dr. H. N. Bundesen for the Milk Foundation
 WBBM—Gertrude Lutzi and Howard Neumiller
 WCFL—Union Label Talk
 WIBO—B. & K. Reporter
 WJJD—Club Mayfair Orchestra
 WLS—Rin-Tin-Tin Thriller, drama (NBC)

7:40 P.M.
 WBBM—Emergency Welfare Fund Program

7:45 P.M.
 KYW—Chandu, the Magician
 WBBM—Standard Oil Funfest
 WCFL—Labor Flashes
 WGN—The Whitman Sampler Program; Jack Denny's Orchestra (CBS)
 WIBO—Organ Program
 WLS—Howard Thurston, magician (NBC)

7:50 P.M.
 WCFL—Chas. Frederick Stein Program; Arthur Koch, pianist

8:00 P.M.
 KYW—Vincent Lopez' Orchestra
 WBBM—Themes In Tempo
 WCFL—WCFL Orchestra
 WGN—Music That Satisfies (CBS)
 WIBO—Edna de Lee, operatic soprano
 WJJD—Concert Orchestra
 WJKS—Polish Hour
 WLS—Death Valley Days, drama (NBC)
 WMAQ—Capt. Henry's Maxwell Showboat (NBC)
 WSBC—Italian Program

8:15 P.M.
 KYW—Three Strings
 WBBM—Association of Real Estate Taxpayers
 WCFL—Night Court
 WGN—Mills Brothers (CBS)
 WJJD—Mooseheart Boys' Band

8:30 P.M.
 KYW—Carl Moore's Orchestra
 WBBM—Jack Russell's Orchestra
 WCFL—President Wheynen, Cook County Board Speaker
 WENR—Dancing Strings (NBC)
 WGN—Omar Khayyam Dramatization (CBS)
 WIBO—Hockey; Blackhows vs. Detroit Red Wings
 WJKS—Hot Stove League

8:45 P.M.
 WBBM—"The Band of Distinction"
 WCFL—Jim Forsyth, with "Big City"
 WJKS—Golden Jubilee Female Chorus
 WMAQ—Marian and Jim

9:00 P.M.
 KYW—Mark Fisher's Orchestra
 WBBM—WBBM Air Theatre Drama
 WCFL—Vella Cook, contralto
 WENR—Lucky Strike Hour; Jack Pearl, comedian (NBC)
 WJKS—Berger Wedberg, tenor
 WMAQ—Phillips Lord, the Country Doctor (NBC)

9:15 P.M.
 WBBM—Ben Pollack's Orchestra
 WGN—Big Leaguers and Bushers

9:30 P.M.
 KYW—Inspector Stevens and Son of Scotland Yard
 WBBM—Edwin C. Hill (CBS)
 WCFL—Fritz Miller's Orchestra
 WGN—Tomorrow's Tribune
 WJKS—Jackson Musicians
 WMAQ—Al and Pete (NBC)

9:40 P.M.
 WGN—Headlines of Other Days

9:45 P.M.
 KYW—Ed Cary's Orchestra
 WBBM—Myrt and Marge, drama (CBS)
 WGN—Arch Bailey, baritone
 WJKS—Three Buddies
 WMAQ—Corinnis Program

10:00 P.M.
 KYW—Teaberry Sports Reporter; The Globe Trotter
 WCFL—School Teachers' Talk
 WENR—Amos 'n' Andy; blackface comedians (NBC)
 WGN—Hal Kemp's Orchestra
 WIBO—Bost's Sparkling Melodies
 WJKS—Columbia Symphony Orchestra (CBS)
 WMAQ—Amos 'n' Andy. NBC

10:10 P.M.
 KYW—Vincent Lopez' Orchestra
 WCFL—Musical Weather Report

10:15 P.M.
 WCFL—Coliseum, Walkathon
 WENR—Francis Powers, sport talk
 WGN—The Dream Ship
 WIBO—Radio Dan
 WMAQ—Dan and Sylvia

10:30 P.M.
 KYW—Dan Russo's Orchestra
 WCFL—Radio Dan
 WENR—Ben Bernie's Orchestra
 WGN—Wayne King's Orchestra
 WIBO—WPC Church of the Air
 WJKS—Isham Jones' Orchestra (CBS)
 WMAQ—Art Kassel's Orchestra

10:45 P.M.
 WCFL—A Bit of Moscow; orchestra
 WMAQ—Vincent Lopez' Orchestra

10:50 P.M.
 WGN—Bernie Cummins' Orchestra

10:55 P.M.
 WAAF—Marmola Thumbnail Drama

11:00 P.M.
 KYW—Carl Moore's Orchestra
 WCFL—Fritz Miller's Orchestra
 WENR—Waldorf Astoria Orchestra (NBC)
 WIBO—Musical Tapestry
 WJKS—Eddie Duchin's Orchestra (CBS)
 WMAQ—Beach View Orchestra

11:10 P.M.
 WGN—Wayne King's Orchestra

11:15 P.M.
 WSBC—Jerry Sullivan, song special

11:30 P.M.
 KYW—Mark Fisher's Orchestra
 WCFL—Polyphonians
 WENR—Charlie Agnew's Orchestra (NBC)
 WGN—Clyde McCoy's Orchestra
 WJKS—Riviera Orchestra (CBS)
 WMAQ—Art Kassel's Orchestra

11:45 P.M.
 WCFL—A Bit of Moscow; orchestra
 WGN—Maisonette Russe

12:00 MIDNIGHT
 KYW—Dan Russo's Orchestra
 WBBM—Around the Town Dance Orchestras
 WENR—Grand Terrace; Earl Hines
 WGN—Late Dance Orchestras
 WMAQ—Jimmy Green's Orchestra

12:30 A.M.
 KYW—Ed Cary's Orchestra
 WMAQ—Via Lago Orchestra

Programs for Friday, December 9

5:45 A.M.
 WGES—Sunshine Special

6:00 A.M.
 WAAF—Farm Folks' Hour
 WGES—Dunker's Club
 WJJD—Good Morning
 WLS—WLS Smile A While Time

6:15 A.M.
 WJJD—International Buckle Busters
 WLS—Weather Report; produce reporter; livestock

6:30 A.M.
 WGES—Musical Speedway
 WIBO—Uncle John and His Family
 WLS—Cumberland Ridge Runners
 WMAQ—Setting Up Exercises

6:45 A.M.
 WBBM—Farm Information

6:55 A.M.
 WBBM—Musical Time Saver

7:00 A.M.
 KYW—Musical Clock
 WAAF—Breakfast Express
 WCFL—Morning Shuffle
 WGES—Musical Toasts

7:15 A.M.
 WGN—Good Morning
 WJJD—Frankie Marvin, tenor
 WLS—Paul Rader's Tabernacle
 WMAQ—Littlest Girl (NBC)
 WMBI—Morning Glory Club

7:30 A.M.
 WBBM—Christian Science Churches of Illinois
 WCFL—Cheerio; inspirational talk. NBC
 WGES—Polis' Program
 WIBO—Melodies
 WJJD—Happy Go Lucky Time
 WLS—Steamboat Bill; Campbell Cereal
 WMAQ—Pepper Pot; orchestra (NBC)

7:45 A.M.
 WBBM—Musical Time Saver
 WLS—Jolly Bill and Jane (NBC)

8:00 A.M.
 WCFL—WCFL Kiddies' Aeroplane Club
 WGES—Bohemian Melodies
 WLS—Gene and Glenn; comedy and songs (NBC)

8:15 A.M.
 WCFL—Time Parade
 WLS—Ralph Emerson: Organ Concert

8:30 A.M.
 WBBM—Modern Living; Lindah's Magazine
 WCFL—Dance Music
 WGN—French Lick Springs Program
 WIBO—Musical Varieties
 WLS—John Brown, pianist
 WMAQ—Vic and Sade; comedy duo (NBC)

8:35 A.M.
 WLS—Produce Market Reporter; livestock receipts

8:45 A.M.
 WGN—Good Morning
 WMAQ—Banjoers (NBC)

8:50 A.M.
 WLS—Sears Tower Topics Time

9:00 A.M.
 KYW—Soloist (NBC)
 WAAF—Sing and Sweet
 WBBM—J. Wilson Doty and Val Sherman
 WCFL—German Entertainment
 WGES—Canary Concert
 WGN—Charlie White's Gym of the Air

9:10 A.M.
 WLS—Harry Steele; WLS News Reporter

9:15 A.M.
 KYW—Popular Favorites
 WBBM—Honey-Butter Chef
 WCFL—Famous Soloists
 WGN—Clara, Lu 'n' Em; The Super Suds Girls NBC
 WLS—Mac and Bob; Willard Program
 WMAQ—Breen and de Rose (NBC)

9:20 A.M.
 WBBM—News Flashes

9:30 A.M.
 KYW—The Strolling Fiddler (NBC)
 WAAF—Helen Joyce's Woman's Hour
 WBBM—Burnham's Beauty Chat
 WCFL—Highlights of Music
 WGES—Roxy Ramblings
 WGN—Board of Trade Market Reports
 WIBO—Little Harry's Cookin' School
 WLS—The Monarch Hostess; Martha Crane and Quartet
 WMAQ—Our Daily Food; Colonel Goodbody. NBC

Friday Programs [Continued]

9:35 A.M.
WGN—Top o' the Morning

9:45 A.M.
KYW—Betty Crocker (NBC)
WBBM—Ruth Rodger's Radioboldt
WGN—Leonard Salvo's Mail Box
WIBO—You and Your Clothes
WLS—Ralph and Hal, "Old Timers"
WMAQ—Board of Trade

9:50 A.M.
WMAQ—Happy Jack, songs (NBC)

10:00 A.M.
KYW—NBC Music Appreciation Hour (NBC)
WAAF—Piano Rambles
WBBM—Magic Piano Twins (CBS)
WCFL—Dance Music
WGES—Timely Tunes
WGN—Irene Wicker and Allan Grant
WIBO—Crazy Quilt
WJJD—Yesterday's Favorites
WLS—Livestock Markets, Poultry Markets
WMAQ—Stokeley Vegetables
WSBC—Home Hours

10:15 A.M.
WAAF—Salon Music
WBBM—Red Cross Melodies
WGES—Rhythm Revue; Ethel and Harry
WGN—Melody Favorites
WIBO—Market Reporter
WJJD—Neighborhood Store
WMAQ—Musical Hodge Podge

10:25 A.M.
WGN—Board of Trade Reports

10:30 A.M.
WAAF—Effie Marine Harvey Presents Speaker
WBBM—Thru the Looking Glass with Frances Ingram
WENR—Jackie Heller; Phyllis and Frank; sketch
WGES—Goldenrod Minstrels
WGN—Digest of the News
WIBO—News Flashes
WJJD—Allegheny Moonshiners
WMAQ—Singing Strings (NBC)
WMBI—Gospel Music

10:40 A.M.
WMAQ—Honey Butter Chef

10:45 A.M.
WAAF—Musical Calendar
WBBM—Doris Low, Beauty Hints
WGN—Grand Old Hymns
WJJD—Mary Alden; home talk
WMAQ—Today's Children
WMBI—Radio School of the Bible

11:00 A.M.
KYW—Morning Melodians
WAAF—Song of the Islands
WBBM—Buddy Harrod's Orchestra (CBS)
WCFL—Red Hot and Low Down
WENR—Men o' Song (NBC)
WGN—Hank Harrington and Bob Forsans
WIBO—Musical Masterpieces
WJJD—Madame "X"
WJKS—Buddy Harrod's Orchestra (CBS)
WMAQ—U. of C.; Prof. Fred L. Schruman

11:15 A.M.
WAAF—World News Reports
WBBM—Virginia Clarke; Gene and Charlie
WENR—Smack Out (NBC)
WJJD—David Adler

11:30 A.M.
KYW—National Farm and Home Hour (NBC)
WAAF—Bulletin Board
WBBM—Frank Wilson and Jules Stein
WENR—Home Service
WGN—Board of Trade Reports
WIBO—Peter Pan
WJJD—Buckle Busters
WJKS—Columbia Revue (CBS)
WMAQ—Hotel Madison Orchestra (NBC)
WMBI—Continued Story Reading

11:35 A.M.
WAAF—Interlude
WGN—Painted Dreams

11:45 A.M.
WAAF—Estelle Barnes, pianist
WBBM—Pat Flanagan's Bowling Congress
WJJD—Sunshine for Shut-Ins
WJKS—Daily Times News Flashes
WLS—Weather Reports; Livestock Estimates

11:50 A.M.
WGN—Good Health and Training Program

11:55 A.M.
WLS—News Reporter

12:00 NOON
WAAF—Noon-time Melodies
WBBM—Julia Hayes, Household Hints
WCFL—Popular Music
WGN—Mid-day Service
WIBO—Waltzes
WJKS—Jackson Musicians
WLS—Caterpillar Crew; Maple City Four and John Brown

12:15 P.M.
WMAQ—Hotel New Yorker (NBC)
WMBI—Noonday Loop Evangelistic Service

12:20 P.M.
WBBM—Edna Wallace Hopper
WIBO—Markets
WJJD—Piano Instructions
WJKS—Farm Flashes
WLS—Prairie Farmer Dinnerbell Program

12:25 P.M.
WMAQ—Board of Trade

12:30 P.M.
KYW—Palais d'Or Orchestra (NBC)
WBBM—Local Markets
WGN—Palmer House Ensemble
WIBO—Reading Room
WJKS—Atlantic City Musicale (CBS)

12:35 P.M.
WJJD—Farmer Rusk's Dinner Program
WMAQ—Hote' New Yorker Orchestra (NBC)

12:45 P.M.
WBBM—Husk O'Hare's Band

12:50 P.M.
KYW—Luncheon Dance
WBBM—Walkathon, News and Organ Interlude
WCFL—Farm Talk
WMAQ—Princess Pat. beauty talk

12:55 P.M.
WMAQ—Palais d'Or Orchestra (NBC)
WBBM—American Dental Society

1:00 P.M.
KYW—Dan Russo's Orchestra
WAAF—Hoosier Philosopher
WBBM—American School of the Air (CBS)
WCFL—Coliseum, Walkathon
WGN—Executive Club
WIBO—News
WJJD—Illinois Medical Society
WJKS—Danny Glenn, pianist
WLS—Slim and Spud, comedy skit
WMAQ—Words and Music (NBC)
WMBI—Organ Program and Bible Reading

1:10 P.M.
WCFL—Barton Organ Recital

1:15 P.M.
WAAF—Salon Concert
WIBO—Pop Concert; organ
WJJD—Waltz Time
WJKS—The Melody Girl
WLS—Livestock and Grain Markets
WMAQ—Dave Rose, pianist

1:20 P.M.
WMAQ—Board of Trade

1:30 P.M.
KYW—Prudence Penny, talk
WBBM—Philadelphia Symphony Orchestra (CBS)
WJJD—Thor Concert
WJKS—Philadelphia Symphony Orchestra (CBS)

3:15 P.M.
WMAQ—Speaker
WMBI—Special Program

3:30 P.M.
KYW—Dr. Herman N. Bundesen, Health Commissioner, talk
WAAF—A Thought for Today
WIBO—Dell Reed, tenor
WJJD—Dreams of Hawaii
WLS—Shopper's Service
WMAQ—Colorado Cowboys (NBC)

3:30 P.M.
KYW—Two Doctors with Aces of the Air; Teaberry Sports

3:40 P.M.
WAAF—Radio Chatterbox
WBBM—Illinois Federation of Women's Clubs
WENR—Rice String Quartet
WIBO—Eddie and Fannie Cavanaugh
WGN—U. S. Army Band (CBS)
WJJD—Briggs Family
WJKS—U. S. Army Band (CBS)
WMBI—Dano-Norwegian Service

3:40 P.M.
WBBM—The Continental Trio

3:45 P.M.
WAAF—Ray Waldron's Sports Review
WENR—Concert Artists Program (NBC)
WJJD—Bridge Class of the Air
WMAQ—The Lady Next Door (NBC)

3:50 P.M.
WBBM—News Flashes

4:00 P.M.
WAAF—Novellets
WBBM—Gene and Charlie (CBS)
WCFL—Junior Federation Club
WGN—Afternoon Musicale
WIBO—Nick Nichols, Cartoonist of the Air
WJJD—Afternoon Tea Tunes
WJKS—Gene and Charlie (CBS)
WMAQ—Women's Calendar

4:15 P.M.
WBBM—Barton Organ

6:00 P.M.
KYW—Dan Russo's Orchestra
WBBM—Schlagenhauer's Party
WCFL—Hotel Allerton Orchestra
WENR—What's the News?
WGES—Gaytime
WGN—Dinner Concert
WIBO—German Program
WJJD—Leo Boswell, songs
WMAQ—G. E. Circle (NBC)

6:15 P.M.
WBBM—Gene and Charlie
WCFL—The Polyphonians
WENR—The Royal Vagabonds; impersonations (NBC)
WGES—Cecil and Sally
WGN—The Secret Three
WJJD—Sports Reel
WMAQ—Mr. Twister

6:25 P.M.
KYW—Teaberry Sports Reporter

6:30 P.M.
KYW—Three Strings
WBBM—Flanagan Sport Review
WCFL—Hotel Allerton Orchestra
WENR—Melodic Choir (NBC)
WGES—State-Lake Revue
WGN—Tom, Dick and Harry, harmony trio
WIBO—Ahead of the News
WJJD—Farm Yard Frolic
WMAQ—Speaker

6:40 P.M.
WIBO—Jo Springer; Hockey News

6:45 P.M.
KYW—Dan Russo's Orchestra
WENR—The Goldbergs (NBC)
WBBM—Kruschen Krooning Kolonels
WCFL—Sports Review
WGES—Fashion Preview
WGN—Mandels' "Bridge Club of the Air"
WIBO—"The Jacksonians"
WMAQ—Piano Moods; Lee Sims (NBC)

7:00 P.M.
KYW—Cities Service Concert; Jessica Dragonette (NBC)
WBBM—Edwin C. Hill (CBS)
WCFL—Thelma and Jack
WGES—Novak Players
WGN—Big Leaguers and Bushers
WIBO—Chauncey Parsons, tenor
WJJD—Frankie "Half Pint" Jaxon
WLS—Nestle's Program, guest and orchestra (NBC)
WMAQ—Art Kassel's Orchestra

7:15 P.M.
WBBM—The Band of Distinction
WCFL—World's Fair Century of Progress
WGN—Sirgin' Sam, the Barbasol Man (CBS)
WIBO—Judge John H. Lyle; "Epics of History"
WJJD—Dr. and Mrs. Jerry
WMAQ—Daily News of the Air

7:30 P.M.
WBBM—Pedro Espino, Mexican Tenor
WCFL—WCFL Orchestra
WGN—March of Time (CBS)
WIBO—Bailey's Sport Program
WJJD—Club Mayfair Orchestra
WLS—Adventures in Health; Dr. H. N. Bundesen
WMAQ—Kresge Varieties

7:45 P.M.
WBBM—Standard Oil Funfest
WCFL—Labor Flashes
WIBO—Golden Voice
WLS—Howard Thurston, magician (NBC)

SPECIALS FOR TODAY

FOR LOG OF LOCAL STATIONS SEE PAGE 4

- 1:30 p. m. WBBM-CBS—Philadelphia Symphony Orchestra
- 7:30 p. m. WGN-CBS—March of Time; dramatized news events
- 8:00 p. m. WGN-CBS—All-American Football Show
- 8:30 p. m. WGN-CBS—Morton Downey, tenor
- 9:00 p. m. WENR-NBC—Al Jolson, comedy and songs

WLS—The Bicycle Boys
WMAQ—Public Schools Program

1:45 P.M.
KYW—Concert Petite (NBC)
WAAF—Live Stock Market; Weather Summary
WBBM—Elizabeth Barthell, songs (CBS)
WCFL—Variety Program
WGN—Allan Grant and Lawrence Salerno
WIBO—B. & K. Reporter
WLS—Evans Program with Phil Kalar, soloist

2:00 P.M.
KYW—Concert Echoes
WAAF—Chicago on Parade
WBBM—Burnham's Beauty Chat
WGN—Palmer House Ensemble
WIBO—"Radio Gossip," Eddie and Fannie Cavanaugh
WJJD—Concert Favorites
WLS—Betty and Bob (NBC)
WMAQ—Echoes of Erin (NBC)
WMBI—Home Hour

2:10 P.M.
WGN—Evelyn Renee and Allan Grant

2:15 P.M.
WBBM—Columbia Salon Orchestra (CBS)
WLS—WLS Fanfare; Margaret Morton McKay
WMAQ—U. S. Marine Band (NBC)

2:20 P.M.
WGN—Palmer House Ensemble

2:30 P.M.
KYW—Women's Radio Review. (NBC)
WAAF—Health Talk
WBBM—Chicago Hour
WCFL—Radio Dan
WGN—June Baker, home management
WIBO—Jeannette Barrington, reader
WJJD—Home Decoration
WLS—Hess Musical Program
WMAQ—Men o' Song (NBC)

2:45 P.M.
WAAF—World News Reports
WBBM—Four Norsemen
WCFL—Ilka Diehl Travelogues
WIBO—Markets
WJJD—RADIO GUIDE'S; EDITOR'S ROUND TABLE
WLS—Variety Artists

3:00 P.M.
KYW—Three Strings; Teaberry sports
WAAF—Della Bartell
WBBM—The Grab Bag (CBS)
WCFL—Afternoon Frolics
WGN—Afternoon Musicale
WIBO—Classical Gems, Cerny Ensemble
WJJD—Women's Club
WJKS—The Grab Bag (CBS)
WLS—The Book Shop; Wm. Vickland and Ralph Emerson, organist

WENR—Dromedary Caravan, drama (NBC)
WIBO—"Sis" Gleason
WJJD—Young Mothers' Club
WJKS—Daily Times News Flashes

4:30 P.M.
KYW—Earle Tanner, lyric tenor
WBBM—Art Gilham, pianist
WCFL—Day Dreamer
WENR—Old Pappy (NBC)
WJJD—Mooseheart Children
WJKS—Kidies Klub
WMAQ—The Flying Family (NBC)

4:45 P.M.
KYW—Three Strings
WBBM—Grandpa Barton's Stories
WCFL—Organ Recital
WENR—Neal Sisters (NBC)
WGN—Jane Carpenter, organist
WIBO—Dusk Dreams, organ
WJKS—Indian Council Fire
WMAQ—Musical Moments (NBC)

5:00 P.M.
KYW—Mel Stitzel at the piano
WBBM—Captain Jack; Adventure series (CBS)
WCFL—Peter Pen
WENR—Waldorf-Astoria Orchestra (NBC)
WGES—Poland in Song
WGN—The Devil Bird
WJJD—Chicago School Teachers
WMAQ—The Spellbinder
WSBC—Jewish Program

5:15 P.M.
KYW—Perrod and Sam
WBBM—Tirzan of the Apes
WCFL—Joan Maxwell, food talk
WGN—Concert Orchestra
WIBO—WPCC
WJJD—The Pied Piper
WMAQ—Johnny Hart in Hollywood (NBC)

5:30 P.M.
KYW—Uncle Bob's Curb-is-the-Limit Club
WBBM—Skippy; children's skit (CBS)
WCFL—Esther Hammond with Barton Organ
WENR—Palais d'Or Orchestra (NBC)
WGN—Kelogg's Singing Lady (NBC)
WJJD—Piano Instructions
WMAQ—Betty Boop Drama (NBC)

5:45 P.M.
WBBM—Lone Wolf Tribe; Indian Story (CBS)
WCFL—Coliseum, Walkathon
WENR—Little Orphan Annie, playlet (NBC)
WGES—Ho: Harmonies
WGN—Little Orphan Annie, sponsored by Ovaltine (NBC)
WIBO—Windy and Sven
WJJD—Isle of Dreams
WMAQ—Dance Masters; orchestra (NBC)



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ALBERT C. SCHROEDER
"The Best for Less"
423 Plymouth Court, Chicago, Ill.

Clubroom Exchange

Believing that many Radio Guide readers are interested in forming, or expanding, clubs devoted to radio stars, Radio Guide this week starts "The Clubroom," a new feature. "Fan Clubs," so called, are rapidly attaining new importance in the radio life of today. Clubs like those devoted to Kate Smith or Rudy Vallee, number their members by the thousands. Radio Guide readers who are forming clubs, or wish to exchange club news, are invited to write to "The Clubroom," Radio Guide.

Dear Editor:

I have recently organized a Frankie Trumbauer "King of the Saxophone" club and wish to thank RADIO GUIDE for your picture and interesting articles about Frankie, which were published a few copies ago.

Frankie Trumbauer is the hottest saxophone player this side of heaven and many fans remember him when he was with Paul Whiteman.

Frankie Trumbauer fans and saxophone players, let's get together.

Norman Hange,
2901 Colfax Avenue,
Minneapolis, Minnesota

Dear Editor:

In answer to a Lombardo fan's inquiry in this week's GUIDE, may I ask you to inform her that information regarding the Lombardo Club will be forwarded her by writing to Miss Margaret Krell, 1372 Ogden Ave., Bronx, New York, or to me. She failed to furnish name and address. Please pardon me for troubling you. Thank you.

Christyne Huass,
7320 25th Avenue,
Kenosha, Wisconsin

Dear Editor:

Have been reading your GUIDE for several months, and can hardly wait for the new ones each week.

Won't you please publish my letter so I can get in touch with these "Sunshine for Shutins" fans? Come on girls, it's up to us! Three cheers and a couple of rahs for Billy Sunshine! Isn't he O.K.?

"A Sunshine Booster"

Dear Sir:

Here is some information for the Lombardo fans. There is a "Club Lombardo," Margaret Krell, of 1372 Ogden Avenue, Bronx, New York, is president of this club. Write to her for information.

Peggy Scholpp,
5424 N. Oak Park Avenue,
Chicago, Illinois

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ALBERT C. SCHROEDER

"The Best for Less"
423 Plymouth Court, Chicago, Ill.

Hillbilly Songs Take U. S. by Storm—Even Broadway

(Continued from Page One)

the boat landings of the Mississippi. But now it is awake and alive again, and its beat is pulsing in the heart of Manhattan. America once again jigs to the folk songs of its fathers—commonly called Hillbilly songs—and it likes it! If two years ago you had told the broadcasting moguls of New York that they'd be sending hillbilly songs into the air instead of jazz they'd have snickered. "Hillbilly songs will become popular when we sell Manhattan back to the Indians," they might have said.

They didn't pay any particular attention when the some of the larger independent stations, notably WLS in Chicago, began to devote much of their time to hillbilly tunes. You see, the big executives decided that hill-

boy tunes over the country, and Columbia is reported to be frantically seeking a first class hillbilly act. And in Chicago, WLS, the station which has consistently plugged the hillbilly motif, is sitting on top of the world. It has, under contract, a group of the best known folk song singers, including Gene Autry, Linda Parker, the Three Little Maids, and the Cumberland Ridge Runners.

Every Saturday night WLS holds a barn dance in a theater in the heart of Chicago. They send it over the air for hours. And those who believe that America has passed the folk song era should see that barn dance! Chicago's motion picture theater owners turn green with envy when you mention it. Before the doors open, a line has formed in front of the theater which is often three



The Cumberland Ridge Runners

billy songs appealed to only the rural listeners. They failed to take into consideration the fact that the root of the hillbilly song lies deep in our past, that it is a part of American tradition. One of the first Broadway-lites to recognize the hillbilly trend was Walter O'Keefe, the cosmopolitan pilot of the Magic Carpet Hour.

"Broadway," says Walter, "has gone hillbilly and doesn't know it. The hillbillies once came from Pine Notch, Kentucky, and Dead Man's Gulch, Missouri, but now you find them in every hotcha cranny in this man's town—and that includes the hottest spots on Broadway.

"Why, you'll find Columbia University grads, who haven't been west of Morning-side Heights, in the disguise of overalls, whiskers, and straw hats. They even wear felt boots.

"In fact, musicians who never ventured west of Weehawken or south of Perth Amboy are banging away at 'Louisiana Hayride,' at Wayne King's 'Goofus,' or some local version of 'Arkansas Traveller.'"

Chains Meet Demand

That's what O'Keefe sees, and it's a fact. From Greenwich Village's country night club, the Village Barn, to the newest hayseed ginnery in hottest Harlem, New York is being swept by a countrified craze. Naturally, such a move is having its effect on the big network studios.

The National Broadcasting Company is now sending Otto Gray's Oklahoma Cow-

blocks long and that packs the sidewalk from building line to curb. There are sophisticates in evening clothes, college boys, business men with their wives, and a great group of visitors from Iowa and Nebraska, anxious to see, in person, the stars they have heard on the air.

Vallee Stages Barn Dance

But it took Rudy Vallee to place officially the stamp of approval on radio's "back to the soil" movement.

For weeks Rudy brought Broadway and Hollywood notables before the microphone in his famed Fleischmann Hour. Such favorites of the theater and screen as Irene Bordoni, Beatrice Lillie, and Marie Dressler.

Then, the other day, Rudy Vallee staged a barn dance! Hillbilly tunes, hillbilly singers! When the radio audience recovered from its surprise it began to flood the studios with telephone calls and telegrams. It wrote letters by the thousands. Rudy Vallee's barn dance was acclaimed the hit program of the season. They beseeched him to put on another.

So now you can turn the dial almost any day and catch the rhythm of "Turkey in the Straw"—if you call it rhythm.

The song writers of Tin Pan Alley scowl and shrug their shoulders. There's no accounting for public taste, they say, but if America wants to revert back to the mountain tunes of its fathers, America will get those tunes. This is hillybilly season!

Winning Mikritics

RADIO GUIDE will pay one dollar for any Mikritic accepted and printed in this column. Mikritics are remarks of any kind made on the air which will interest other people. They may be amusing, inspiring, funny, pathetic or queer.

Here are the rules: The quotation should not exceed fifty words. It must be accompanied by the name of the person who made it, the exact time it was heard, and the station from which it was heard. The name and address of the sender must be attached. Any number of Mikritics may be sent by one person. Address your letters to Mikritic, care of RADIO GUIDE.

THIS WEEK'S WINNERS:

Lucky Strike Hour—November 17—9:15 p. m.—WENR:

Pearl: "One day I went into the stable and saw my horse with needle and thread." Charlie: "I don't believe you, what was she doing?"

Pearl: "She was sowing her wild oats."
Anne Ellen Weigel, Racine, Wis.

Burns and Allen—November 16—8:24 p. m.—WGN:

Gracie: "Look, George, a telegram from my sister, saying she's got a new baby."

George: "What is it; a boy or a girl?" Gracie: "She didn't say. I can't wait to know. I wonder what I'm going to be—an aunt or an uncle!"

Rose E. Gull, Kenosha, Wis.

Sinclair Minstrels—November 14—9:05 p. m.—WJZ:

Gene: "So your boy has started to school?"

Cliff: "That's right." Gene: "Well, you ought to buy him an encyclopedia."

Cliff: "No sir, let him walk the same as I did."

G. Ogne, Drake, N. D.

Ben Bernie—November 18—10:45 p. m.—WENR:

Ben Bernie (After a "request" number by an aviator): "I don't go in for aviation, myself. I believe in terra firma—the more firma, the less terra."

Mrs. E. M. Chadwick, Chicago, Ill.

Kresge Varieties—November 18—7:38 p. m.—WMAQ:

Charlie: "What did you warn your girl about college boys, Wally?"

Wally: "Nature in the 'Rah-Rah' is seldom mild."

Violette M. Schutz, Kenosha, Wis.

Sinclair Minstrels—November 14—8:25 p. m.—WFAA:

Gene: "Say, Chick, why were you late again, tonight?"

Chuck: "Well, Gene, my wife presented me with a boy."

Gene: "She would have done better to have presented you with an alarm clock."

Chuck: "I think she did."
Ernest Melton, Allen, Texas

Texaco Program—November 15—8:52 p. m.—WDAF:

Ed Wynn: "All this talk of yours, Graham, of oil and gas, and gas and oil—oh, you're talking fuelish!"

Molly Burnstein, Platte City, Mo.

Easy Aces—November 17—9:25 p. m.—WGN:

Jane: "Our anniversary is this week, dear."

Ace: "Yes sir, Nov. 18, 1929 was the happiest day of my life."

Jane: "Why, we were married on the 19th!"

Ace: "That's what I said, the 18th was the happiest day of my life."
P. H. Reitenbach, Chicago, Ill.

Friday Programs [Continued]

8:00 P.M.
 KYW—Vincent Lopez' Orchestra
 WBBM—Husk O'Hare's Orchestra
 WCFL—Phil Clark, baritone
 WGN—All-American Football Show; chorus and orchestra (CBS)
 WIBO—Songs of Romance
 WJJD—Concert Orchestra
 WJKS—Polish Hour
 WLS—First Nighter, drama (NBC)
 WMAQ—Clicquot Club; Harry Reser's Orch. (NBC)
 WSBC—Polish Program

8:15 P.M.
 KYW—The Book Theater
 WBBM—Four Norsemen
 WCFL—Night Court
 WJJD—Arthur Wright, songs

8:30 P.M.
 KYW—The Cadets, quartet
 WBBM—Jack Russell's Orchestra
 WCFL—Orchestral Program
 WENR—Pond's Program; Leo Reisman's Orchestra (NBC)
 WGN—Morton Downey; Woodbury Program (CBS)
 WIBO—George Anderson, real estate information
 WJKS—Hot Stove League
 WMAQ—Armour Program, Roy Shield's Orch. (NBC)

8:45 P.M.
 KYW—Carl Moore's Orchestra
 WBBM—Belle Forbes Cutter and Orchestra
 WCFL—Grace Wilson, songs
 WIBO—Clem and Harry
 WJKS—Polish Hour

9:00 P.M.
 KYW—Mark Fisher's Orchestra
 WBBM—Air Theater Dramatization
 WCFL—German Program
 WENR—Chevrolet Program with Al Jolson; Ted Fiorito's Orchestra under the direction of Louis Silvers (NBC)
 WGN—Music That Satisfies (CBS)
 WIBO—Wendell Hall
 WMAQ—Phillip Lord, the Country Doctor (NBC)

9:15 P.M.
 WBBM—Honey-Butter Chef
 WGN—Easy Aces; comedy sketch
 WIBO—Jack Burnett, tenor
 WJKS—Helene Vernson Oden
 WMAQ—Marian and Jim

9:30 P.M.
 KYW—Ed Cary's Orchestra
 WBBM—Charles Carlile, tenor
 WCFL—Eric Russell Cook, baritone
 WGN—Tomorrow's Tribune
 WENR—Elgin Adventurers' Club; Floyd Gibbons (NBC)
 WIBO—Nu-Grape Twins
 WJKS—Jackson Musicians
 WMAQ—The Northerners

9:40 P.M.
 WGN—Headlines of Other Days

9:45 P.M.
 KYW—Mildred Bailey, blues singer (NBC)
 WBBM—Myrt and Marge (CBS)

WCFL—Speaker's Bureau
 WENR—Irma Glen's Lovable Music
 WIBO—B and K Reporter, news
 WJKS—Isham Jones' Orchestra (CBS)

10:00 P.M.
 KYW—Teaberry Sports Reporter; Globe Trotter
 WCFL—School Teachers' Talk
 WENR—Ames 'n' Andy; blackface comedians (NBC)
 WGN—Troubadours with Lawrence Salerno
 WIBO—Bost's "Sparkling Melodies"
 WJKS—Columbia Symphony Orchestra (NBC)
 WMAQ—Amos 'n' Andy. NBC

10:10 P.M.
 KYW—Vincent Lopez' Orchestra
 WCFL—Musical Weather Report

10:15 P.M.
 WCFL—Coliseum, Walkathon
 WENR—Anson Week's Orchestra (NBC)
 WGN—The Dream Ship
 WIBO—Radio Dan, the Answer Man
 WMAQ—Dan and Sylvia

10:30 P.M.
 KYW—Carl Moore's Orchestra
 WCFL—Russel Kirkpatrick
 WENR—Ben Bernie's Orchestra
 WGN—Wayne King's Orchestra
 WIBO—WPCC Church of the Air
 WJKS—Songs of the Disc
 WMAQ—Art Kassel's Orchestra

10:45 P.M.
 WENR—College Inn Orchestra

WCFL—A Bit of Moscow; orchestra
 WMAQ—Hotel New Yorker Orchestra (NBC)

10:50 P.M.
 WGN—Bernie Cummins' Orchestra

11:00 P.M.
 KYW—Dan Russo's Canton Tea Garden Orchestra
 WCFL—Allerton Hotel Orchestra
 WENR—Grand Terrace Orchestra; Earl Hines (NBC)
 WIBO—Musical Tapestry
 WJKS—Ben Pollack's Orchestra (CBS)
 WMAQ—Art Kassel's Orchestra
 WSBC—Jerry Sullivan, Song Special

11:10 P.M.
 WGN—Late Dance Orchestras

11:30 P.M.
 KYW—Mark Fisher's Orchestra
 WJKS—Midnight Melodies
 WMAQ—Vincent Lopez' Orchestra

11:45 P.M.
 WCFL—A Bit of Moscow; orchestra

12:00 MIDNIGHT
 KYW—Dan Russo's Orchestra
 WBBM—Around the Town Dance Orchestras
 WENR—College Inn Orchestra
 WMAQ—Beach View Orchestra
 WMBI—Midnight Musical and Gospel Hour

12:30 A.M.
 KYW—Ed Cary's Orchestra
 WENR—Terrace Gardens Orchestra
 WMAQ—Via Lago Orchestra

Programs for Saturday, December 10

5:45 A.M.
 WGES—Sunshine Special

6:00 A.M.
 WAAF—Farm Folks' Hour
 WGES—Dunker's Club
 WJJD—Good Morning
 WLS—Smile A While Time

6:10 A.M.
 WLS—Sears; Fur Market

6:15 A.M.
 WJJD—International Buckle Busters
 WLS—Weather Report; produce reporter; livestock

6:30 A.M.
 WGES—Musical Speedway
 WIBO—Uncle John and his Family
 WLS—Cumberland Ridge Runners
 WMAQ—Setting Up Exercises

6:45 A.M.
 WBBM—Farm Information

6:55 A.M.
 WBBM—Musical Time Saver

7:00 A.M.
 KYW—Marshall Field and Co.'s Musical Clock
 WAAF—Breakfast Express
 WCFL—Morning Shuffle
 WGES—Musical Toasts
 WJJD—Frankie Marvin, tenor
 WLS—Paul Rader's Tabernacle
 WMAQ—The Wife Saver, humorous sketch (NBC)
 WMBI—Sunrise Service

7:15 A.M.
 WGES—War Aces
 WJJD—Muscle Tone Gym Class
 WMAQ—Morning Worship

7:30 A.M.
 WBBM—Christian Science Churches of Illinois
 WCFL—Cheerio. NBC
 WGES—Polish Early Birds
 WGN—Good Morning
 WIBO—Melodies
 WJJD—Happy Go Lucky Time
 WLS—Steamboat Bill; Campbell Cereal
 WMAQ—Pepper Pot; orchestra (NBC)

7:45 A.M.
 WBBM—Musical Time Saver

8:00 A.M.
 WCFL—WCFL Kiddies' Aeroplane Club
 WGES—Bohemian Melodies
 WIBO—Smiles
 WLS—Gene and Glenn (NBC)

8:15 A.M.
 WCFL—Time Parade
 WLS—Happyville Special; Spareribs and Jack

8:30 A.M.
 WBBM—"Modern Living;" Lindlahr's Magazine
 WCFL—Dance Music
 WGN—French Lick Springs Program
 WIBO—Musical Varieties
 WLS—John Brown, pianist
 WMAQ—U. of C. News from the Quadrangles

8:35 A.M.
 WLS—Produce Market Reporter; livestock receipts

8:45 A.M.
 WGN—Good Morning
 WMAQ—Pie Plant Pete (NBC)

8:50 A.M.
 WLS—Sears' Tower Topics Time with Gene Autry
 Oklahoma Yodeler

9:00 A.M.
 KYW—Musical Melange (NBC)
 WAAF—Sing and Sweep
 WBBM—Melody Parade; orchestra (CBS)
 WCFL—German Entertainment
 WGES—Canary Concert

WGN—Charlie White's Gym of the Air
 WIBO—Y. M. C. A. Exercises
 WMAQ—University of Chicago; The Professor at the Breakfast Table

9:10 A.M.
 WLS—News Reporter

9:15 A.M.
 KYW—J. B. and Mae
 WCFL—Famous Soloists
 WGN—Edward Smith, readings
 WLS—Willard Program with Mac and Bob
 WMAQ—Neysa

9:20 A.M.
 WBBM—News Flashes

9:30 A.M.
 KYW—Soloist (NBC)
 WAAF—Helen Joyce Women's Hour
 WBBM—Burnham's Beauty Chat
 WCFL—Highlights of Music
 WGES—Musical Comedy Gems
 WGN—Board of Trade Reports
 WIBO—Little Harry's Cookin' School
 WLS—Monarch Hostess; Martha Crane and Quartet
 WMAQ—Our Daily Food; Colonel Goodbody. NBC

9:35 A.M.
 WGN—Leonard Salvo's Mail Box

9:45 A.M.
 KYW—Happy Jack, songs (NBC)
 WBBM—Ruth Roger's Radioboldt
 WGES—Timely Tunes
 WLS—Daddy Hal and his Helpers
 WMAQ—Board of Trade

9:50 A.M.
 WMAQ—Breen and de Rose (NBC)

10:00 A.M.
 KYW—Melodies of the South (NBC)
 WAAF—Fireside Philosopher
 WBBM—Ruth Rodger's Radioboldt
 WCFL—Dance Music
 WGES—College Capers
 WGN—N. Y. Philharmonic Orchestra; Children's Concert (CBS)
 WIBO—Popular Echoes
 WJJD—Yesterday's Favorites
 WLS—Livestock and Poultry Markets
 WMAQ—Krafft Cheese Program (NBC)
 WSBC—Home Hours

10:05 A.M.
 KYW—Interlude, instrumental music

10:15 A.M.
 KYW—Household Institute; drama. NBC
 WAAF—Piano Rambles
 WBBM—Red Cross Melodies
 WENR—Rhythm Ramblers; Stokes' Orchestra (NBC)
 WGES—Rhythm Revue; Ethel and Harry
 WIBO—Market Reports
 WJJD—Neighborhood Store
 WMAQ—The Woman's Calendar

10:20 A.M.
 WAAF—Salon Music

10:30 A.M.
 KYW—Rhythm Ramblers (NBC)
 WAAF—Jim Hamilton, the Silent Glow Man
 WBBM—Art Gillham, Whispering Pianist
 WENR—Jackie Heller, Phyllis and Frank; sketch
 WGES—Italian Shopper
 WIBO—News Flashes
 WJJD—Allegheny Moonshiners
 WMBI—Gospel Music

10:40 A.M.
 WMBI—Church School Period

10:45 A.M.
 KYW—Musical Comedies
 WAAF—Musical Calendar
 WBBM—Julia Hayes Household Hints
 WENR—Spanish Idylls, string ensemble (NBC)
 WJJD—Mary Alden, home talk
 WMAQ—Swenson's Swedeharts (NBC)

11:00 A.M.
 KYW—Morning Melodians
 WAAF—Songs of the Islands
 WBBM—Organ Program
 WCFL—Red Hot and Low Down Program
 WIBO—Musical Masterpieces; organ
 WJJD—Frankie Marvin, tenor
 WJKS—New York Philharmonic Society (CBS)
 WMAQ—French; Jules Duc
 WMBI—K. Y. B. Club

11:15 A.M.
 WAAF—World News Reports
 WBBM—Virginia Clarke; Gene and Charlie
 WENR—Our City
 WJJD—David Adler

11:30 A.M.
 KYW—National Farm and Home Hour (NBC)
 WAAF—Bulletin Board
 WBBM—Frank Wilson and Jules Stein
 WENR—Home Service
 WIBO—Peter Pan Program
 WJJD—Buckle Busters
 WJKS—Buddy Harrod's Orchestra (CBS)
 WMAQ—Hotel Madison Concert Orchestra (NBC)
 WMBI—Jewish Sabbath Service

11:35 A.M.
 WAAF—Variety Program
 WGN—Painted Dreams

11:45 A.M.
 WAAF—Estelle Barnes, pianist
 WBBM—Buddy Harrod's Orchestra (CBS)
 WJJD—Sunshine for Shut-Ins
 WJKS—News Flashes
 WLS—Weather Report; Livestock Estimates
 WMAQ—Parent Teacher Talk

11:50 A.M.
 WGN—Good Health Training

11:55 A.M.
 WLS—News Reporter

12:00 NOON
 WAAF—Near-time Melodies
 WBBM—Local Markets
 WCFL—Popular Music
 WGN—Mid-day Services
 WIBO—Waltzes
 WJKS—Jackson Musicians
 WLS—Poultry Service Program
 WMAQ—Hotel Lexington Orchestra (NBC)

12:05 P.M.
 WBBM—Husk O'Hare Band
 WMAQ—Board of Trade

12:10 P.M.
 WMAQ—Hotel Lexington Orchestra (NBC)

12:15 P.M.
 WIBO—Market Reports
 WJJD—Piano Instructions
 WJKS—Farm Flashes

12:20 P.M.
 WBBM—News Flashes

12:30 P.M.
 KYW—Lotus Garden Orchestra (NBC)
 WBBM—Cafe de Alex Orchestra
 WGN—Palmer House Ensemble
 WIBO—Reading Room
 WJJD—Farrar Rusk's Dinner Program
 WJKS—Madison Ensemble (CBS)

WLS—Intercollegiate debate
 WMAQ—Lotus Gardens Orchestra (NBC)

12:45 P.M.
 WCFL—Farm Talk
 WMAQ—Princess Pat Beauty Talk

12:50 P.M.
 WMAQ—Lotus Garden Orchestra (NBC)

1:00 P.M.
 KYW—Mel Stitzel at the piano
 WAAF—Hoosier Philosopher
 WBBM—Chicago Hour
 WCFL—Coliseum, Walkathon
 WGN—Leonard Salvo, organist
 WIBO—News
 WJJD—Century of Progress Program
 WJKS—Saturday Syncopators (CBS)
 WLS—Jim Goddard, bass
 WMAQ—Words and Music
 WMBI—Citizenship Hour

1:10 P.M.
 WCFL—Federation of Women's High School Teachers

1:15 P.M.
 KYW—Vincent Lopez' Orchestra
 WAAF—Willard Barton, tenor
 WGN—Palmer House Ensemble
 WIBO—Pop Concert, organ
 WJJD—Waltz Program
 WLS—Phil Evans; livestock
 WMBI—Gospel Music and Bible Reading

1:20 P.M.
 WCFL—Barton Organ Recital—Eddy Hanson

1:25 P.M.
 WLS—F. C. Bisson's Grain Market

1:30 P.M.
 KYW—Luncheon Dance
 WAAF—Pianoesque
 WBBM—Columbia Salon Orchestra (CBS)
 WJJD—Thor Concert
 WJKS—Columbia Salon Orchestra (CBS)
 WLS—Max Terhune
 WMAQ—Syncopators; orchestra (NBC)
 WMBI—Young Peoples' Hour
 WSBC—John Stamford

1:45 P.M.
 WAAF—Live Stock Market; Weather Summary
 WCFL—Illinois Womens' Press Association
 WGN—Joseph Hassmer, baritone
 WIBO—B. & K. Reporter
 WLS—Legal Forum; Edmund Burke
 WMAQ—To be announced
 WSBC—Bobby Danders, Jr., songs

2:00 P.M.
 KYW—Dan Russo's Orchestra
 WAAF—Chicago on Parade
 WBBM—Burnham's Beauty Chat.
 WCFL—Variety Show
 WGN—Football Game; Notre Dame vs. Southern California
 WIBO—Radio Gossip
 WJJD—Concert Favorites
 WJKS—The Round Towners (CBS)
 WLS—Merry-Go-Round
 WMBI—Mother Ruth period for girls

2:15 P.M.
 WSBC—Estelle Lewis, songs

2:30 P.M.
 KYW—Concert Echoes
 WBBM—Studio Program
 WIBO—Studio Gems
 WJJD—Home Decoration
 WJKS—Rhythm Kings (CBS)
 WMAQ—Ambassadors; male trio (NBC)
 WMBI—Gospel Music

2:35 P.M.
 WBBM—Chicago Hour



Voice of the Listener



Telling the Sponsors

Cleveland, Ohio

Dear Sirs:

Allow me to express my appreciation for the column of Evans E. Plummer. We listeners who can have so little voice in letting the sponsors know what we like certainly thank your magazine and Mr. Plummer for the frank opinions of what is on the air today.

"An Admirer"

We'll Tune in Rose

Philadelphia, Pa.

Dear Sir:

RADIO GUIDE is great! Much more interesting than a movie magazine. I've been in San Francisco, New York and Philadelphia, and have met quite a few radio stars. I must admit that most of the best orchestras are in New York, but why not give the Philly boys a break? How about Hal Thompson, Billy Hays and Harold Knight? Ethel Shutta and Ruth Etting are great—but how about Rose Gallo, Philadelphia's personality girl? She is my favorite.

"Blue Eyes"

Does Our Hat Fit?

Freeport, Illinois

Dear Editor:

Since we started buying the RADIO GUIDE we have truly found our biggest nickel's worth. We enjoy every page of it, and most of all we like the pictures of our favorite artists. "Meet the Artist" is a wonderful column.

Mrs. A. C. S.

More Lanny Ross

Chicago, Illinois

Dear Editor:

May I add one more voice to the chorus of fans who are singing the praises of Lanny Ross, and calling for a program which features him as a solo artist? Incidentally, has anyone been able to figure out why they are giving us less of Lanny, and more of artists that nobody seems to be clamoring to hear? I hope that some discriminating sponsor will hear our plea, and give us "radio's fascinating tenor" on a program all his own—very soon.

"A loyal Ross fan"

New Canada Dry Okay

La Crosse, Illinois

Dear Voice of the Listener:

The new Canada Dry series is a wow! And so is Ted Weems and Andrea Marsh and Parker Gibbs. I certainly enjoy every program this great band plays in. I feel right in saying that Ted Weems plays rings around George Olsen.

R. O. Baum

And Another—

Fargo, North Dakota

Dear Sirs:

I enjoy the RADIO GUIDE very much, especially the pictures and articles about orchestras.

Recently I read letters in your V. of L. comparing Ted Weems with George Olsen, which certainly got under my skin. Olsen couldn't even hold music for Weems, and I wouldn't compare vocalists, either.

"A Weems Fan"

Armour Skidding?

Butte, Montana

Dear Editor:

Last Friday evening I listened to the Armour program and I think that it has fallen down from last year's program. Why don't they have Irvin Cobb and a real good orchestra?

"Constant Reader"

Rubinoff MUST Be Good

Brooklyn, New York

Dear Editor:

To Rubinoff—and his violin:

The day had been cheerless. The evening was worse. If the moon was shining, the unhappy heart could not see it, for morbidity and gloom were playing havoc with the discontented soul. Raucous noises, loud and piercing, made the very air shiver and shudder! Would peace never come?

And then—out of the night came a ray of light. A moonbeam stole into the darkened heart. Peace and happiness routed gloom. The moon was high in the heavens. The stars, happy allies, were there, too. Rubinoff and his violin were on the air!

The music was brought from the heart of the violin into the heart of my soul by magic fingers. The melody hung suspended for a moment—and then crept away, glad that it had brought happiness.

Rubinoff—and his violin—and magic music. How can one merely say "Thank you"?

Sylvia Portnoy

Hurrah for Burns and Allen

Lafayette, Louisiana

Gentlemen:

Pardon me, but I'd rather think someone has been "joking"—or else the taste for radio entertainment is at wide variance as between our good neighbors of the north and ourselves.

When read by fans down here in Lafayette that Gracie Allen and George Burns are losing popularity, we nearly fell out of the proverbial "Christmas Tree." As a matter of fact, it is because of the inimitable novelty sketch by this popular couple—combined with our favorite orchestra, Guy Lombardo—that we sit close to our radios and invariably subordinate other engagements on Wednesday evenings.

R. Bill Williamson

Lafayette, Downey Is Here

Lafayette, Indiana

RADIO GUIDE:

Hurrah! Morton Downey is back. But what a disappointment, on the air only once a week!

It's a shame—when we get a real voice to listen to—we've got to stand a lot of crooning and second-hand tenors all week (and every day of the week, too) to get a half hour of bliss.

I waited all summer long for Mr. Downey to be put on the air again and I hunted high and low in the GUIDE when I came back East to see whether I had missed him and had been on the air—but I didn't find a thing. Then, suddenly, last Friday night, I tuned in WGN, and only heard a few notes of a song and I knew he was back.

I appreciate a beautiful voice and so do a lot of other people I know, and we all want to know why we can't have lots more of Downey—since it's such a pleasant voice to hear. We all thought (and still do) that "The Camel Quarter Hour" was about the most perfect fifteen minutes of entertainment on the air. Now not only are Tony Wons and Downey separated, but we have to be satisfied with only a half hour a week of Downey, and a little of Wons now and then.

Mary Gattenio

Mad About Prunes

Cincinnati, Ohio

Dear Editor:

I saw the letter in the Voice of the Listener that gave a prune to Plummer, and I'm mad—plenty. He is by far the best critic that I have ever read, and I think he is always fair. Just because his views don't happen to jibe with those of some people is no reason to prune him. Personally, I find that when he says a program is bad, it usually is BAD.

Julian Kurten

More Serial Comedy

Glen Ellyn, Illinois

Dear Editor:

Why are the best humorous skits over the air leaving us? The "Stebbins Boys," which many began to think was about the best left to choose from, and then "Thompkins Corners," the most elaborate humorous sketch, seems to be gone, and the never-tiring "Amos 'n' Andy" make a cut of another day out of the week. I appreciate that "Amos 'n' Andy" need this one day besides Sunday off for their own pleasure, but why can't the famous down East Yankees of "Thompkins Corners" and the "Stebbins Boys" be brought back again?

Another thing about a good skit: many business men and others that cannot hear "Clara, Lou 'n' Em" forenoons would like to see them brought back on an evening or supertime program.

Let us hope that "Easy Aces" and a few other funny ones will not leave us entirely.

And another little peeve: aren't we getting a "mouthful" of preparations for the teeth and antiseptic gargles? A change of text every other night would help some and help the continual sameness. Enough's enough, and every day the same is muy mucho, as they say in old Madrid.

A. de Franco

Weems Vs Olsen

Lincoln, Illinois

Dear Sirs:

It may be that Ted Weems and his orchestra are out of place on the Canada Dry program, but please let's not run down one of the greatest dance bands of the country.

George Olsen and Ted Weems are graduates of two entirely different "schools" of dance music, and for that reason, I believe that no true comparison of the two maestros can be made.

If Ted Weems music does not fit in with the patter of the incomparable Jack Benny, it may be due to the fact that the Weems organization is composed of a group of entertainers which needs none of the Benny garnish.

And here's another ballot marked for Gus Arnheim.

S. B. S.

Her Favorites Are—

Danville, Illinois

Gentlemen:

Times are hard and money harder to get hold of, so I cut out a popular five cent magazine in order to have RADIO GUIDE on hand for a guide to good music and entertainment.

I have noticed that some of my favorites are never mentioned in the "Voice of the Listener," so am going to tell the world and all the kickers (Why must people kick when it's so easy to turn a dial?) where to locate good music and entertainment.

Gene and Glenn are fine, followed by Spareribs and they always bring a laugh and start the day off in a burst of cheer.

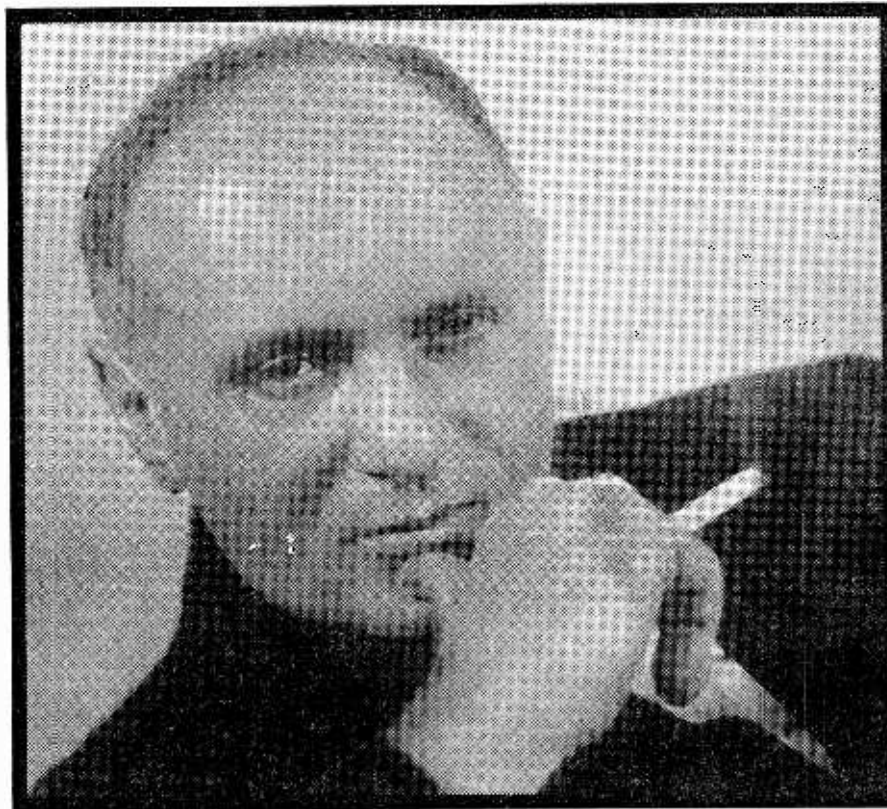
Allan Grant and Lawrence Salerno, and the Palmer House Ensemble are both hard to beat. Maxwell House program is always fine, and since Lanny Ross is back I certainly will switch to Maxwell House Coffee again. Jessica Dragonette is also a favorite of mine, and I can't understand how a talented singer like her did not win that contest just run for an "IT" Girl.

Delighted to learn this morning that the finest of them all and the man from my own home state, (Sunny California) is to be back with Firestone—Lawrence Tibbett.

The Street Singer must be mentioned and in the Big Broadcast he put all the rest in the shade.

"A Friend"

VETERAN ROXY IN NEW POSE



A splendid new camera study of a splendid old showman—S. L. Rothafel or "Roxy" to you. The beloved impressario is back again with his famous "Gang" in a series of Sunday broadcasts from Radio City in the new Rockefeller Center development. His one hour programs begin at 12 noon over an NBC-WMAQ network. Remember when Roxy's concerts were about the only good thing on the air?

For Chicago's children .. her sick .. her unfortunates

\$7,500,000 IS URGENTLY NEEDED

We must count on the State for direct unemployment relief . . . Chicago must provide hospitalization, child and family care, neighborhood welfare

There's a job to be done. Chicago's hospitals, clinics, orphanages, social agencies face a call for aid grown tenfold over normal times.

For abnormal needs alone Chicago will need \$7,500,000 during the next 12 months. That sum Chicago citizens are now asked to give.

It is only a small part of the entire relief need. In Cook County, the State is now spending close to a million dollars a week for direct relief. Over 650,000 men and women walk our streets in want.

But—if Chicago does for herself this one task which is distinctly *her own job* and always has been, then the State must care for those directly unemployed. It must feed them. It must give them shelter.

Where Chicago's Responsibility Lies

Over the city today are thousands of babies who are sick, cold, facing lack of food. In crowded tenements wait mothers whose only hope lies in the aid provided by this fund.

Increasing numbers who are ill, emaciated, broken, come to our hospitals daily.

And there is a danger more serious than that. About to be turned into the streets — into gangdom and crime—are unnumbered children whom someone must guard.

We may be, and are, unable to take up the job of feeding and housing the unemployed. We are not, we cannot be, unable to care for our boys and girls, our sick, our babies who must have help or die.

With every possible economy, with rigorous stinting by every relief agency, \$7,500,000 in addition to their own resources is needed for this work.

Help Finish the Job

So Chicago faces the test—the zero hour. Our purses are thin, but we still have much that is worth protecting. Chicago can succeed in this necessary task only if every citizen who has a job or an income gives to his utmost.

Children, mothers, cry for help today to you and to me. Can Chicago forsake her own? Shall pinched little faces, thin little hands, find no succor among us? It cannot be.

The drive to raise this \$7,500,000 is now under way. For Chicago's own charities, *give!*

EMERGENCY WELFARE FUND

OF COOK COUNTY

(This Space Donated by RADIO GUIDE)