

Radio Guide

Vol. III. - No. 24

North Atlantic Edition

Week Ending April 7, 1934

5¢



**THE TRUTH
ABOUT RADIO
ADVERTISING**

**A STRIKING
EDITORIAL**



Tamara

BEN BERNIE'S OWN STORY "TELLING IT ALL"

DODGING HORSESHOES TO REACH THE AIR TOPS

YOU can take it from Helen Ward, the personable young singer with Eric Madriguera's NBC orchestra, superstition and numerology are the bunk! And Helen should know, for she gave both of them more than fair trials. Now she dodges horseshoes from any direction.

She can remember, even when she was a little girl in school, and lived in New York's Harlem, she was deeply superstitious. She had always heard, for instance, that it was good luck to pick up a horseshoe. One day on her way to school, where she was to play the piano and sing a solo in a class concert, she picked up a large equine slipper from the street. She tucked it into her schoolbag, and went blithely on her way. Going up the school steps, she dropped the bag on her foot, and the heavy horseshoe broke one of her toes.

When she grew older, she became interested in numerology. She learned that she was a "9" and must, consequently, associate herself only with "9's," or with "6's" and "3's" and "1's."

So the first time Eric Madriguera offered her a job singing with his orchestra, she turned it down because Madriguera is an "8." She took a job instead, singing at the West Chester Country Club, because the leader of the orchestra there was a "9." And later she sang with Rubinoff because the fiddler is a "1."

She played the piano and sang with a host of other "9's" and "6's" and "3's," but she rapidly got nowhere. So one day she tossed the whole numerology business overboard, and with one wave of determination, brushed aside the accumulated superstitions of years.

She went to Madriguera and asked him if the job he had once offered her was still open. "Absolutely!" the leader answered. Helen went to work that same night, and within two weeks she landed a recording contract.

Now, two months after she started her engagement, she has been re-signed by Madriguera for a long term contract, and she already has landed three commercial programs.

And it worries her not in the least that each of the three commercial programs is for thirteen weeks.

DECADE OF MIRACLES IN SHORT WAVE FIELD

COMMANDER E. F. McDONALD, Jr., claims to be the first man to put upon the market for the public's general use, a long and shortwave receiving set. He fixes the year as 1925!

Experimentation in those early days of short-wave broadcasting, took him into strange territory and on devious missions. Says the Commander:

"We have been working with short wave since 1923. In that year we recognized the need for tests made at great distance, and in unusual circumstances. In an attempt to fulfill this need, we persuaded the well-known Arctic Explorer, Donald B. MacMillan, to conduct an expedition into the far North. We equipped the Arctic Schooner *Bowdoin* for the trip. In June of 1923 MacMillan sailed.

"Immediately upon his return in September of 1924, MacMillan started making plans for another expedition into the Arctic, in 1925.

"While these plans were in preparation, I persuaded Admiral Ridley MacLean, who was then Director of Naval Communications, to commission a young amateur short-wave man. The object was to take this young man on the cruise of the Fleet to the Pacific, so that he could use his short-wave apparatus to demonstrate to the Navy what could be done with short wave. We selected Fred Schnell for the task; and he shipped with the Fleet, aboard the U. S. S. *Seattle*, as a Lieutenant.

"With the Fleet on its cruise, work progressed on fitting out MacMillan's second expedition. He was to take two ships this trip, the *Bowdoin* and the U. S. S. *Peary*. We built special transmitting and receiving short-wave apparatus for both ships. Commander MacMillan did me the honor of placing me in command of the *Peary*. We sailed in June, 1925.

"Our apparatus on both ships was now capable of going down to fifteen meters.

"On arriving at Etah, seventy-eight degrees, thirty minutes North latitude, within eleven degrees of the North Pole, we set up and maintained constant communication with the rest of the world. This is significant, considering that we were living and working in twenty-four hours of daylight.

"On August 5, 1925, while we were in Etah, we established two-way communication with Lieutenant Schnell. He was then on the *Seattle*, off the coast of Tasmania—within a few miles of being halfway around the world from us!

"While we were in twenty-four hours of daylight, we found that communications with other points of the globe that were also in daylight, came through best at 17 meters. During the period of our continued daylight, when the point with which we were communicating was in darkness, we found wave lengths from 38 to 55 meters to be most efficient.

"The results obtained with short-wave communication on this Arctic trip convinced us that the time had come to convert our experiments into practical use. I sent a radiogram from the Arctic, therefore, authorizing the building of short-wave sets for general distribution. This was the first to be placed on the market.

"Now the public can get a universal set which goes from 600 meters to 10 meters. That far have we progressed!"

For those of its readers who wish further detailed contact with short-wave broadcasting, RADIO GUIDE has prepared a log of the short-wave stations of the world. This log will be sent, free of charge, to any one who requests one. Send a stamped, self-addressed envelope for your log. All requests should be addressed: Short Wave Log Editor, in care of RADIO GUIDE, 423 Plymouth Court, Chicago, Illinois.



Helen Ward thought she had to bow to superstition. She did—and lost. Then she threw superstition to the winds and—

WHEN THEY LEAVE THE MIKE—

SO hectic is the hustle and bustle of the life of a radio star that few give thought to what they will do after they retire from the airwaves. There is no occasion to face the reality that the day must come when new voices will take the places of theirs on the ether. However, some foresighted celebrities have trained their attention beyond today. They are making plans for tomorrow.

There is, for instance, Charles Carlile, the Columbia tenor. Although at the peak of his fame and success, he knows that someday he, like all artists and all business men, will want to retire. Hence he now is providing for that time. Prosaic though they may seem, his plans are concrete. They embody the operation of a string of gasoline stations in his native Rhode Island. Already he owns three stations.

Ray Perkins, the red-haired NBC funny man, will spend his retirement amid his flowers on his estate outside New York City. His blooms have taken frequent flower show prizes, and Perkins longs secretly for the day when he will be able to devote more time to them.

It's domesticity for Vera Van. The blonde CBS songstress hasn't yet, so far as she knows, met the man with whom she will share it. Nevertheless, she is confident that he will come her way one of these days.

Edith Murray, also heard over a Columbia network is another charming young singer who after she has realized her ambition to star on the

screen, hopes to settle down to the permanent career of creating a home and rearing children.

Jack Denny, orchestra leader at the Pierre, heard over a CBS network, has two pet plans for the day when he finally lays away his baton. First, he wants to be able to provide a pension for all his musicians, none of whom has been with him for less than seven years. Secondly, he intends to buy a radio station, and put into practice a lot of pet theories he has formed in the years he has been a star of the air.

More sedentary is the idea of CBS's Tony Wons as to what he'll do when he bids farewell to the airwaves. Tony confides that he will go back to his Wisconsin farm and write a novel.

The Jesters, an instrumental and vocal trio heard over an NBC network, are three young men who, before they came to radio, were employed in a Hartford insurance office. When they retire, they plan to open an insurance agency.

Another CBS trio which plans to remain intact after its career on the radio is behind, is the de Marco Sisters—Anne, Mary, and Lilian. They intend to return to their native Boston, and there open a music school.

An exception is Phil Spitalny, in the CBS galaxy of celebrities. He is one of those who cannot envision retirement. He may, he admits, someday retire from radio, but from music—never! Until the end of his days, he declares, he wishes to continue his orchestra activities.

BEN BERNIE IN A NEW WHIMSY: "TAGGING THE OLD MILE POSTS"

could get you a good job tomorrow doing the same thing I'm doing—selling beer."

It wasn't until years later that I realized that his advice was something of a prophecy. Hey, sponsor, are you listening?

But it wasn't always "twenty a week" for Bernie and Baker. We had our palmy days, too. We played the Palace in New York, and we made Victor records which sold like hot cakes. Well, anyway, like warm cakes. (Now, we know you're an old-timer, Bernie.

Anybody who can remember when people bought phonograph records!)

I remember the night we decided that two "singles" could make more money than one "double," and Phil and I sat down to divide our professional belongings. These consisted, I believe, of a dozen or so orchestrations and a collection of gags—good, bad and Joe Miller.

"You take 'Waters of Venice' and I'll take 'St. Louis Blues,'" said Baker.

"I'll take the one about the red-head and you take the one about the fish peddler," said Bernie.

At about the same time Jack Benny and his partner were dissolving. Benny had been my rival for years in playing bad fiddle, but I believe I had the edge on him. No matter how badly he played, I always managed to be a little worse.

It was a period of radical changes in show business. Silent movies had reached their peak, and rumors went around that talking films would soon be perfected. Paul Whiteman had come out of the West with the new jazz rhythms and jazz bands were all the rage.

In 1923 the country was beginning to play with a new toy called radio, a development of that mysterious thing known as wireless telegraphy.

The Roosevelt was New York's newest hotel, just completed the year before, and opened with a new orchestra known as Ben Bernie and His Lads. Almost before the cornerstone was laid, my

brothers and I had persuaded the management to book Ben Bernie and his orchestra. Where the orchestra would come from, was a matter to be worked out between the cornerstoning and the grand opening.

But we found the orchestra. A collegiate band stranded in Philadelphia came to New York with me, rehearsed in a warehouse and opened at the Roosevelt for a five weeks' engagement. We stayed five years. Then they got wise to us—and we went to London.

The Roosevelt was one of the first hotels to broadcast direct from
(Continued on Page 27)



"The Ole Maestro" in a series of exclusive camera studies—"I see you peeking, Winchell," "Fo'give me, fo'give me," "The mosta of the besta," and "I hope you like it"

By Ben Bernie

GREETINGS, ladies and gentlemen! They've got the ole maestro doing a bit of reminiscing.

When I was asked to do an article on the "old days" for RADIO GUIDE, I said: "Hey! Is that a hint for Bernie to retire and write his memoirs? I'll bet Winchell is behind this!"

After all, a palmist in Philadelphia assured me (for five dollars) that my career was just beginning . . . that I was soon to find success in an entirely different field. She held my hand and predicted fame and fortune ahead. Boy! Was my palm read!

"Never look back," she said. "Always look ahead!" And then along comes RADIO GUIDE with its suggestion. Imagine my embarrassment! There I was, between the devil and the deep blue sea. Between a palmist and the RADIO GUIDERS.

So I flipped a coin to see what I should do, and youse RADIO GUIDE readers lost. I'm doing the article. And if the palmist in Philadelphia reads this . . . fo'give me. The ole maestro is looking back.

It's been a long time since I've done any looking back. Time was when I would challenge anybody to a good old-fashioned look-back.

Time was when I looked back to my early childhood and confessed to an interviewer that my father was the village blacksmith.

"Under the spreading chestnut tree?" asked the interviewer.

"Under the spreading chestnut tree," confirmed the ole maestro.

"So that's where you picked up those old chestnuts you use on the air," he remarked.

Well, I'm taking no chances now. I refuse to look back more than twenty years. Let me see . . . that takes me back to the "Bernie and Baker" days in 1914. Did any of youse folks ever catch our act?

There was no "Beetle and Bottle" in those days, but Phil Baker was a swell accordion player and a swell partner. Gosh, what memories! What laughs! In those days everything was a laugh. Even our salary was a laugh.

One thing about it, we were democratic. We refused no offers. And we had a fixed salary. You could fix it anywhere from twenty dollars a week to a hundred and fifteen. The latter included breakfast in bed.

Incidentally, I remember back in those days meeting a salesman for a well-known beer, who gave me some friendly advice.

"Why don't you get into a good game and stop fooling around with this music stuff?" he asked. "I

BIGGEST TREAT FOR LISTENERS

*Ever Presented in This Magazine
Will Be Announced in*

RADIO GUIDE NEXT WEEK

*Also in Next Week's Issue There
Will Be Original Stories*

By JIMMY DURANTE
By BEATRICE FAIRFAX
By GRAHAM McNAMEE
By IRENE RICH

THOMAS' TOSSING ROAD FROM PILLS TO OPERA

HEAR John Charles Thomas sing "Ol' Man River" or any one of a number of favorite ballads in that stirring, melodious baritone of his—and try to imagine him prescribing pills and taking pulses in some stuffy medico's office—if you can! Fifteen years ago Thomas was consumed with the idea that he would study medicine.

He didn't continue with his medical studies because he couldn't resist singing. In his earliest boyhood Thomas sang in a church choir. On outings and picnics he was the "tall, good-looking boy" who was called upon to sing a popular song.

While studying for his medical degree at Conway Hall Preparatory School, he entered a contest for singers held by Peabody Conservatory.—You have guessed it! His unusual voice won him a scholarship. And Thomas wanted to go on with his medical course!

Came the necessity of abandoning one for the other. He consulted his parents. Fortunately for the young man, they had more matured intelligence. "Decide for yourself," they told him. "It is your life you are shaping."

Right here must be revealed a character trait of Thomas that has piloted him through many difficulties. He decides momentous questions by tossing coins. Many persons do. But Thomas' method has its own secret.

He tossed a coin to decide between his medical and vocal training. "Heads it's music, tails it's medicine," he told himself.

The coin went ceilingward. It came down heads!—Medicine was abandoned.

At other critical periods in his life Thomas has used the coin-toss to help him reach decisions. Several years ago, for instance, he was in Paris, about to return to the United States to fulfill an engagement singing on concert tour. He was given an opportunity to go to Belgium, and stay for four years, in what he calls "apprenticeship for opera."

This time the coin came down heads. Thomas claims now that that sojourn in

Belgium was a most fortunate one for his experience there prepared him for the greatest feat of his colorful career—appearance in Grand Opera.

At the Metropolitan Opera House in New York he made a triumphal debut, February 2, in "Traviata."

A coin also decided—along with Thomas' secret of tossing coins—his appearance in radio Wednesday nights at 9:30 p. m., EST, over an NBC network, replacing John McCormack.

Just a few weeks ago Thomas flipped another coin. He wanted to decide whether to buy a houseboat or a yacht. One was as yet unfurnished, the other fully equipped for a voyage. Another "head" came up on top; consequently the houseboat—"The Masquerader"—is the latest addition to the Thomas properties.

An interested friend, hearing of the coin-tossing habit, and getting an inkling of the Thomas secret, undertook to question the celebrated singer.

"Mr. Thomas," the friend asked "do you always use the same coin when you toss?"

"Yes, I do," he replied.

"And do you always call 'heads'?" He nodded. There was a gleam of amusement in his eyes.

"There isn't any chance of a head being on both sides of the coin, is there?"

Two dimples appeared on Thomas' face. Then he laughed. He remarked that he had expected the question.

"Look for yourself," he said, and proffered the coin.

His friend looked. The coin was a twenty-five-cent piece. One side was a head, and on the other—was a tail!

His friend looked the next question crying to be asked.

Thomas anticipated it. He smiled—and then revealed his secret:

"You see," he explained, "I'm lucky—the coin *always falls the way I want it to!*"

John Charles Thomas flips a coin to defy Fate—and wins, heads up. He has a system all his own for influencing his decisions



WHO AND WHAT'S TABOO?

By Martin J. Porter

UNTIL now, censorship of radio, in matters of taste and decency, has been a voluntary matter, executives of broadcasting concerns having imposed censorship themselves. No one with Federal authority ever has issued any "don'ts", except as to the general technical conduct of a station.

Recent news dispatches from Washington heralded the first intimation of a proposed action regarding the type of program which shall be barred from the air. Senator Capper, of Kansas, who himself owns a radio station, would like the present Congress to pass his bill which would make it unlawful for radio broadcasters to accept and transmit programs advertising liquor. Up to now, although the Radio Commission has frowned upon liquor programs to the extent that very few have gone on the air, liquor advertising has been officially permitted.

This is the first disclosure of the real censorship problem with which radio has had to deal. Hitherto censorship, albeit self-imposed, has revolved around such items as decency and radicalism, and such minor things as the use of the words "hell" and "damn". Now, with changes imminent in the matter of Federal control of radio, and with the sagacity of such gents as Mr. Capper at work, radio is facing what some keen observers feel is a bureaucratic despotism. If allowed to progress, it will put the same crimp in American radio enterprise—so the opponents say—as domination by the Post Office Department in England has put into British broadcasting—than which there is

no more unsatisfactory type of entertainment. A tendency now toward dictation to the studios is unfortunate, because it comes at a time when radio broadcasting was moving toward a sensible liberalization. Anyone who doubts this progression needs only to recall that a few years ago the very mention of the word "Soviet" was regarded in bad taste, while now the fear of the Reds has been wiped out, and Russian music is flourishing everywhere, and Russian speakers, even direct emissaries of the reigning commissars, are welcomed everywhere to the microphones with open arms.

I think we have the Voice of Experience, the admirable Mr. M. S. Taylor, to thank for eliminating the sex bugaboo. Mr. Taylor, who started at WOR to solve the emotional problems of America, so amazed the radio barons with his truckloads of fan mail, and so intrigued sponsors by the same means, that he was allowed not only to go on with his work, but encouraged, moved to a coast-to-coast network, and then sponsored by as many as five patrons.

At one time, and quite recently, the immolation of the head men of radio, in their efforts to keep the shows clean—a commendable ambition, of course, but made only ridiculous by blanket rules—reached the point where Tin Pan Alley was required to write double lyrics for its song output. One set of lyrics was for the sophisticated populace who visited night clubs, movies and the theater; and the other highly expurgated, had to be written for those folks who bent an ear to the loud-speakers. The first of these song lyrics to be given renovation was the verse in a song titled "Paradise".

tracts from or adds to the ethical weight of radio broadcasting.

A few brief years ago, however, radio risked being classified with the narrowest of American diversions. It should be pointed out that even though the operators of broadcasting stations at that time were in deadly fear also of the Radio Commission, at no time did Uncle Sam ever bestow on the Commission the power of censorship.

The Commission's job was, and is, that of enforcing transmission and operation regulations. It is a technical job, and even though the Federal regulations are violated, the Commission must report to the courts to have licenses revoked. But it was fear, mostly of the listening Puritans, that led the broadcasters into the dangerous paths of suppression of free speech. Mr. Mitchell Dawson, writing in "The American Mercury," recalls the occasion when the (Continued on Page 12)

Do you remember, "And when I hold your hand, mm-mm-mm-mm!"?

Well, it was the "mm-mm-mm-mm," a sort of sigh combined with a moan, that certain persons regarded as suggestive of the sex motif. Therefore it was wicked, as all sex is, via radio. So "Paradise" was ruled off the air, until some happy oracle figured out that the lyric could be sung, and the passionate moaning could be left to the orchestra.

In the song, "Forty-second Street," the words, "sexy-ladies from the Eighties" occurred. That was too much for the puritanical censor. Childish ears must not be sullied by any reference to ladies who were sexy. In the radio world there was no such thing as sex, no matter at what disadvantage you were placed when asked to explain your existence. So, "sexy ladies from the Eighties" moved downtown, and became "little nifties from the Fifties."

All this sort of censorship is just mere play. It is, in the final analysis, innocuous, and in no way de-

Radio Guide, Vol. III, No. 24. Week Ending April 7, 1934. Issued Weekly by Radio Guide, Inc., 551 Fifth Avenue, New York, New York. Entered as second class matter at the Post Office, New York, N. Y., February 24, 1932, under Act of March 3, 1879. Copyright 1934 by Radio Guide, Inc. All rights reserved. Advertising offices, 551 Fifth Avenue, New York; Editorial and Circulation offices, 551 Fifth Ave., New York and 423 Plymouth Court, Chicago, Illinois. M. L. Aunenber, President and Publisher; Herbert Krancer, 1st V. P. and Gen. Mgr.; M. Koenigsberg, Editorial Dir.; Barrett Andrews, V. P. and Adm. Mgr. Unsolicited manuscripts received only at owner's risk and should be accompanied by stamped, self-addressed envelope for return. Five Cents per copy in United States. Subscription rates: six months \$1.25; one year \$2.00.

WATCH NEXT WEEK'S ISSUE—the BIGGEST NEWS for LISTENERS YET PUBLISHED in RADIO GUIDE

CONFESSIONS OF A BANDMASTER

The bandmaster is astride the world of music. More than any other figure in radio, he has become the cynosure of all listeners. To the countless millions who sway or smile or sigh to the music measured by his baton, his is the most interesting personality in radio.

In response to insistent requests for details of the lives, back-grounds, histories, hopes and struggles of orchestra leaders, a search was made for a composite type. Abe Lyman stood forth as the bandmaster whose career embraced the experiences, qualities and characteristics of so many of his colleagues that his story might serve as a typical biography.

My Lyman has written for the readers of RADIO GUIDE an intensely interesting document—a frank, unvarnished account of his struggles and his rise to eminence. It is a commanding autobiography. The loyalty with which he clings to the realistic phases of his work authorizes the use of the term "confessions."

What Abe Lyman has written might be the story of a dozen of his professional confreres; yet it is characteristically his—as definitely his as is his own individuality, his exclusive experience, his very breath.

The fourth instalment of the story follows:

By Abe Lyman

WE WERE a terrific hit in Chicago. Our popularity can be attributed to Moe Snyder, Ruth Etting's husband, who was known familiarly as "Colonel Gimpy" or "Gimpy." For us he turned shill for a night and proved to be most efficient.

Gimpy bought himself a seat in the front row of the balcony the night we opened. At the end of each number he would clap his hands, yell uproariously, whistle and stamp his feet. He would demand request numbers, which we immediately played. Before we had been on the stage five minutes the entire gallery

had followed Gimpy's example and was giving us the greatest riot of applause we ever have received. Our popularity with Chicago audiences was established. We drew "rave" notices in the theatrical pages of the newspapers, and the Palace was jammed during our engagement. I was the home town boy who had made good, the cab driver who had become a "name" in the world of the theater.

In other words, I had arrived." John Hertz, owner of the Yellow Cab Company, held a banquet in honor of the maestro who once had cruised the streets of Chicago in one of his cabs. I held the seat of honor, and the newspapers carried the picture.

It was a grand and triumphant return, and would have been perfect but for one thing. I was compelled to travel the back streets of Chicago wherever I went because a certain gangster was carrying a gun for the express purpose of loading me down with leaden tokens of the utter lack of esteem in which he held me.

It was like this: I had been engaged to marry his sister but had decided, during my long sojourn in California, that I must retain my bachelorhood if I wished to attain the popularity of a first-string band leader. Not that I didn't like the girl, I did. She was a swell person but, as I shall explain later, marriage and music (my kind of music) don't mix. I decided to end the engagement. Her brother in turn decided to end my career definitely and permanently. So



Abe Lyman caught in another important moment away from his bandmaster's rostrum. Checking to keep pace with current "phonograph" releases is another necessary part of his job. Note the gallery of pictures he keeps ever at hand.



Frankie James, professional performer, was one girl with whom Abe fell genuine. In love. Her answer to his proposal of marriage opened his eyes to an astonishing truth about himself.

when I came back to Chicago, he oiled his firearms and loaded them with fancy and staple ammunition.

During our engagement at the Palace Theater, the gangster, Davey Miller, was killed in the theater lobby by a rival gunman. This episode didn't help my state of mind, and I decided to lay low for my health's sake. Since that time I have always walked on the curb side of the street when passing a jeweler's window containing engagement rings.

Anyway, I lived to take the train for New York. That city looked extra good to me because it was my first visit to the big town. I took rooms in the Hotel Astor where I could look out on Times Square and across Broadway to the lights on the Palace Theater which read: "ABE LYMAN AND HIS CALIFORNIA ORCHESTRA."

By that time I was sold on the prospects of a future for myself. Our opening at the Palace convinced me that we had appeal. We "wowed" 'em. In fact we were so good that we played ourselves out of a job out of New York.

That last statement may sound like a contradiction, it is true. We were so good we had to leave town. A certain clique controlled show business in those days. When an act became so popular that it was in constant demand, agencies handling similar acts found a hard time getting bookings. The clique operated in an under-the-surface manner to get rid of the acts which became too popular.

The clique started operating against us, and it was so well organized that opposition was useless. We decided to accept the situation as it presented itself.

While we were in New York, however, we had made a big name for ourselves with our own interpretations of popular tunes. We played at the Palace Theater and doubled at the Astor Hotel Roof. We missed the Coconut Grove's informality. At the Astor we might as well have been hotel flunkies—musicians in a cafe dance band were regarded, in those days, in the raised-lorgnette manner. The boys didn't care for the job. Their wanderings were confined to the platform and their dressing rooms. It was unusually hot that Summer, to make matters worse.

I was discontented, too. My big headaches were beginning. This New York was a new experience to me. I was a pretty green business man in comparison with the shrewdness of New York's shrewdest.

For example, Zip Keyes, the saxophone player, had been protecting me from a seedy-looking little fellow who had been trying to talk with me for days. He owned a dance pavillion or auditorium in a smaller city north of New York, he said, and wanted to book my band for his place for the following New Year's Eve, which was about eleven months away. We didn't want the job and Keyes kept stalling off the seedy little guy. He persisted in coming (Continued on Page 14)

CLIMBING RADIO ON GIGGLES



THREE little fledglings from Houston, Texas, tried their wings. Like ducks to water, they took to the air. Now they are flying strongly, winging their way in the heaven of radio fame. They are Dot, Kay and Em, coming to you as the Harmony Trio with Henry Busse's orchestra.

Their lovely voices blend over the air four times a week. You can tune them in over a Columbia network Sunday nights at 12:30 a. m. EST (Monday morning, really); Tuesdays and Thursdays at 11 p. m. EST, and Fridays at 11:45 p. m. EST.

After hearing them, you'll want to meet them. They have giggled their way into the hearts of all who know them. And with all the charm of young things overflowing with enthusiasm, the trio comes up with a curtsy and makes known its intention of gratifying your wishes. Putting their heads together, they framed their own interview. They jump right in with:

"In the first place," they began methodically, "we all three are eighteen years old. We went to school together and have been good friends for the last four years. When we started singing we never dreamed we'd do anything professional. We did it more for fun and made quite a joke of it."

"Dot, Kay and Em," charming trio of fledglings, seem to think so well of their shoulders that they expose them for all to see

The three girls giggled lightly as memories were invoked by their reminiscence.

Dot became eager to get on with the story. "Now, for the interesting part," she began. "After we'd been at singing together for a month or two, we decided we'd really see if we couldn't get somewhere. We started singing on the radio over a Columbia network once a week."

"And then we made it twice," Kay interrupted. Dot continued, "Yes. And that went on for about six months. Then we got an opportunity to sing in one of the hotels."

But Em wanted to tell about that. She was a-twitter. Evidently the exciting part was about to be divulged. Out it came. "And, then, we met Mr. Busse!" she exclaimed. "We were singing in a Houston, Texas, hotel when Mr. Busse was playing the Hollywood Club in Galveston and doubling at the Metropolitan Theater in Houston. He used to drive back and forth every day."

"Tell about his hearing us," Dot urged.

"I'm coming to that now," and Em hurried on: "One day he happened to come up to the dining room and heard us sing. The following week we were billed at the Metropolitan Theater, so he drove up and heard us again. He came up to talk to us then, and we had many discussions about singing. He asked us to join him." Em paused to smile broadly with the other two girls.

Dot began, "We consider ourselves very fortunate in the break we got—"

"And in having the boss we have, and the band we work with," continued Kay.

"We couldn't ask for better," fervently finished Em. "I guess that is about all there is," Dot ruminated before summing up the facts. "We've been singing together almost a year and a half now. We joined Mr. Busse's band September 7, 1933—in the middle of the last Galveston storm."

"Isn't this a good opportunity to set the folks right?" Kay inquired. "I mean about the choir singing and us being sisters."

"Oh, yes," Em remembered. "People are always asking us two questions. One is, 'Did you girls really sing in a church choir?' and the other is, 'Are you sisters?' Well—we did sing in a choir, but we are not sisters, nor any relation at all."

"I hope this covers everything," the girls spoke up together. "Or would the folks like to know how we look?" Dot glanced around. "We're all about the same height, five feet, five. And nearly the same weight, except I'm heaviest, 120 pounds. Em's only 110 and Kay is in between. I have light brown hair and hazel eyes; Kay is a blue-eyed blonde, and Em is olive-complexioned, with black hair and hazel eyes."

"And, now, that is all there is," the trio chorused.

OH-H! WHAT THESE STARS MIGHT HAVE BEEN

FEW radio stars, in their youth, ever dreamed of the fame they were to achieve, if you can judge by the ambitions of their earlier days. Their footsteps fall into widely assorted fields of endeavor before they succumbed to the lure of the "mike."

For instance, what if the girlhood dreams of lovely Jane Froman had materialized? You might have seen "Mlle. Jane Modiste" on a Fifth Avenue gown shop, instead of "Jane Froman" in electric lights over the Follies. Jane wanted to be a dressmaker. Even now, she makes all her own individual clothes, and is considered one of radio's best dressed women. It is safe, perhaps, to assume that she would have been as successful a dressmaker as a radio entertainer.

The other night when Bert Wheeler and Bobby Woolsey emerged from an NBC studio where they had appeared as guest artists, the two comics confided that show business had not always been their goal. Woolsey wanted to be a jockey, and probably would have stuck to the ambition. However, in one of his early efforts to become another Earl Sande, his horse took a header, and Bobby's leg was broken. So he turned bell hop, and from there graduated into vaudeville. His partner, Wheeler, had ambitions to become a skating champion, and had become pretty fast on the ice when the stage

called. Cal York, witty commentator on the "Forty-five Minutes to Hollywood" program over CBS, wanted to be an undertaker, if you can fancy him at such a doleful occupation.

Frank Black, NBC musical director, started life as a piano player in a nickelodeon at the age of eleven, but his father caught him at it.

Lewis James, of the Revelers, wanted to become a professional middle-distance runner, after scoring several scholastic triumphs, but he became side-tracked. However, he claims his track work helped his breath control as a singer. Elliott Shaw, the Revelers' baritone, wanted to drive in sulky races, and tried a couple of times, with indifferent success. Frank Parker, top tenor of the quartet, had early ambitions for boxing. Wilfred Glen, the other member of the outfit, dreamed of being a sea captain, and actually did serve before the mast.

James Melton, the romantic tenor, started to succeed his father in the lumber business, but learned in time that he had less aptitude for that than for singing. So he cashed in on his voice.

Annette Hanshaw, the Show Boat songstress, wanted to be a commercial artist, while the nomadic career of a traveling salesman appealed to Tony Wons. Don

Bestor, in the family tradition, was once a piano salesman. Jack Denny just escaped being a banker in the days when such executives often achieved as great popularity as orchestra leaders.

Edith Murray wants to be a movie star. The young radio singer hasn't ever lost that ambition. She regards her radio work as a mere stepping-stone.

George Beatty, the comedian, still wishes he had become a doctor. Friends talked him out of that career, and into using his baritone voice professionally, before he took up his present clowning.

Johnny Marvin, the cowboy singer, can cut your hair or shave you, believe it or not. He started his career as a barber, and friends who "knew him when" will assure you that he was well on the way to becoming a star tonsorial artist when he forsook the shears for the stage.

Members of the Men About Town had varied ambitions. Frank Luther wanted to be an evangelist, and was, for a while. Phil Duey's aim was to become a pro football star, but athletics and music didn't mix. Will Donaldson, their arranger, wanted to stay an etcher, as he was before joining the Men About Town. Jack Parker, the high tenor, aspired to be a tap dancer, but those who saw his work advised him to stick to singing.

MAKING AN HOUR CLICK WITH GERSHWIN MUSIC

By George Gershwin
As Told to Charles Earle

FIRST of all, in building my programs, I strive for informality and balance. I have both aims in mind when I prepare a program for my series, "Music by Gershwin" on Mondays and Fridays at 7:30 p. m. over an NBC network. We can be sure that we achieve balance, because that can be worked out carefully from a purely musical standpoint. The matter of achieving informality—well, that is something that only public reaction can convince us we are getting.

When I set out to build a program, Finis Farr, a writer from the William Esty agency, and Edward Byron, the agency production man, drop up to my apartment. I run over a few of the tunes on the piano. Then we'll pick out one of my songs for discussion. Farr very quietly pulls a notebook out of his pocket and starts to ask questions about the "birth" of the song. For example, let us say that we have chosen the song "Liza." The conversation will run something like this:

FARR: What show was "Liza" in?

GERSHWIN: It was in Flo Ziegfeld's production of "Show Girl."

FARR: Did it take you very long to write it?

GERSHWIN: No indeed. It was the greatest rush job I've ever had on a musical score.

FARR: A rush job in writing music—what do you mean?

GERSHWIN: Well, you see I was working on another show for Mr. Ziegfeld when he suddenly decided to drop that one and produce "Show Girl" immediately.

FARR: That's a funny thing to do, isn't it?

GERSHWIN: Ziegfeld often did those things. He called me down to his office one day and said, "George I'm going to produce J. P. McEvoy's 'Show Girl' and you must write the score for it!"

FARR: But that's an almost impossible request, isn't it?

GERSHWIN: Wait, that isn't all—he told me the show was to go into rehearsal within two weeks!

FARR: How did you take that, sitting down?

GERSHWIN: I did not. I said, "But, Mr. Ziegfeld, I can't write a score in two weeks. That's impossible." Ziegfeld just smiled and said, "Why sure you can—just dig down in the trunk and pull out a couple of hits."

FARR: That still sounds impossible.

GERSHWIN: It was—but Flo Ziegfeld had a way of getting what he wanted.

FARR: So I suppose you started work

on the new show without any argument?

GERSHWIN: I did—furiously, with my brother Ira and Gus Kahn, who were the lyric writers. We turned out many songs, some of which pleased Flo and some of which didn't.

FARR: But how about the plot of the show—was that written in two weeks?

GERSHWIN: It was supposed to be, and we waited for the book to come from William Anthony McGuire. But all we got by the end of the first week was one scene! Mr. McGuire works that way.

FARR: But if the show was to go into rehearsal in two weeks—

GERSHWIN: The show went into rehearsal with half the musical score finished and about one third of the book completed. As you can imagine, it was all pretty hectic.

FARR: Was "Liza" part of the score you had planned, or did you write it as you have some of your songs, because a certain type of number was requested by the producer?

GERSHWIN: Mr. Ziegfeld walked into the office one day and said, "I would like to have a minstrel number in the second act with one hundred beautiful girls seated on steps that cover (Continued on Page 12)

HAIL, TAMARA

ONCE she knelt in terror and prayed that no one would see or hear her.

Now she lifts her voice in rejoicing and is delighted that it reaches thousands of listeners. She is Tamara, the dark-eyed Russian singer whose life has been fraught with dramatic dangers and achievements.

The "once" was in her native Odessa, during the Soviet revolution. Plundering bandits shattered the peace of her neighborhood. Together with her grandmother and a baby brother, Tamara, then in her teens, fled to a haystack and cowered in hiding for hours.

The marauders were firing the town, and flames crept to the haystack. Its dampness saved for the eventual radio audiences the girl now hailed a delightful entertainer. But it is an interesting coincidence that the song which she introduced in "Roberta" in which she is currently appearing, should be the now famous "Smoke Gets in Your Eyes." Radio audiences hear her every Sunday as the featured blues singer on the Manhattan Merry-Go-Round show at 9 p. m. EST, over an NBC network.

She came to America a few years ago and became a chorus girl. Just after being "fired" by the producer, he heard that she could sing. He asked that she sing for him, with her own guitar accompaniment. Immediately she was engaged again—but not to sing!



George Gershwin, builder of magic hours of entertainment, who starts the building from selections of his music, and then the fun begins

WHEN STUDIO LISTENERS TURN INTO PERFORMERS

ONE of the first solutions of a current radio controversy has just been recorded. The case is that of Studio Audiences versus No Studio Audiences.

But the deadlock finally has been broken. Walter O'Keefe, Broadway hillbilly, disregarding the current pros and cons, has gone ahead and done something about this matter.

This hillbilly sprung the idea cold one night on an especially large audience. The broadcast was his Friday night one, with Ethel Shutta and Don Bestor's orchestra, at 8 p. m. EST, over an NBC network. As each person entered the studio before the broadcast, ushers handed them mimeographed slips of paper. They bore

the words of the chorus of one of O'Keefe's hillbilly songs. Then, in a little speech before the show went on the air, O'Keefe told the guests that when he sang the number, he wanted them all to join in the chorus.

"Millions of people are listening to you," he reminded them. "Why, as you walk out of the door, you might even have a contract shoved into your hand."

To date, however, that has not happened. That first audience was very cold to O'Keefe's proposition. They had come there to be entertained, not to work in a vocal chorus. But midway in the first chorus, some hardy soul piped up timidly. Then another and another. Before the end was reached, they were singing lustily.

"I could see they were hanging back through downright timidity," O'Keefe recalled. "I saw that the only thing I could do was to give them a real incentive. That was the ticket. So I yelled, 'Come on and sing. Let 'em know out there that you're right here in the studio and that you are really broadcasting.'"

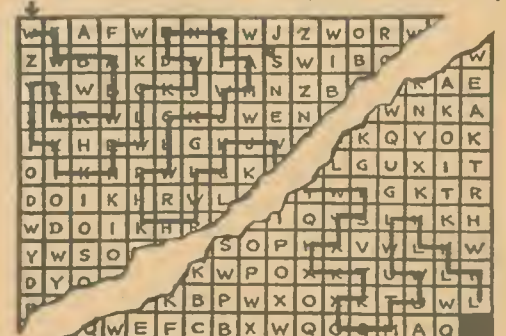
"Say, that did the trick! At first they were still a little timid, but before the end of the broadcast, they were all hollering so loud I was afraid they'd blow the tubes out. Now the audience seems to catch on at once."

O'Keefe has made 'em like it, and for him there is no longer the question of studio audience or no studio audience. The audience has become one of the features

of his program. That goes for this one broadcast. The solution so happily hit upon in this instance may or may not facilitate disposal of the same problem for other radio entertainers.

KEYS to RADIO PUZZLE

The following specimen of a correct start and a correct finish to a good trail is published here only for



the guidance of contestants in the Radio Stations Trail Puzzle to be found on the last page of this issue.

DON'T BUY ANY SOLUTIONS OF RADIO TRAILS PUZZLE
They Are Supplied By Professionals Whose Work Is Excluded From the Contest

NEXT, RADIOVOTING



John Barclay, veteran of many stage successes, in the costume of a favorite role. He is a prominent member of the Beauty Box Theater cast heard through NBC

pressing must be done within an interval of so many seconds.

At once, the powerhouse meters show an extra load. This extra load compared to the normal load, when charts are consulted, shows approximately, in each section, the number of receivers on the job.

Then comes the question from the announcer: "Do you like this program? If you do, press the button marked "yes." But nobody must press the "no" button until told.

All those in favor press the "yes" button. And THAT extra load is registered.

Then those who wish to vote "no" are asked to do so, and the extra load occasioned by their action is registered. There is, of course, a difference in the "yes" register and the "no" register, as shown in the variation of the loads, and at once the proportions (theoretically) are struck. Each community has reported "present," and on that basis, it is supposed to be easy to calculate how many "yes" votes were made, and likewise, how many "no" votes. The results are tabulated in each powerhouse and telephoned or telegraphed to the station which, within five or ten minutes after the vote, is ready to announce the result.

It's a swell idea—but it won't work!

It can't work because no man, not even a magician, can figure out powerhouse loads, and tell whether they are normal or not. Weather, seasonal and personal difficulties are forever present, as I shall explain.

It can't work, because the preliminary organization necessary to such a system would necessitate prohibitive expense. Such organization

possible, to take in seasonal and emergency changes in current supply, the discouraging fact remains that the pressing of buttons on radio sets, would not cause a sufficient change in loads to compensate for normal and natural fluctuations in ordinary house current.

Yes, it is a pity, but it won't work. I only wish that it would. What power such registration of reaction would give to the long suffering listener who has endured so many things in silence!

I can picture listeners with voting power on Sunday nights.

Jimmy Wallington comes rushing out in the NBC-WEAF studio and shouts:

"Haw! Haw! Haw! Hello! Well, there's Eddie,



Charming Elaine Melchior is "Ardala" in Buck Rogers' "In the 25th Century" programs



Henrietta Schumann is a young concert pianist and protege of Erno Rapee. She began her professional career as a child, in Russia

REVIEWING RADIO

By Martin J. Porter

THE radio audience ought to give a vote of thanks to Dr. Nevil Monroe Hopkins, research engineer, for trying.

The good doctor has been devoting years of tireless endeavor to figuring out a way by which the radio audience of America can talk back to the broadcasters—a system by which, first of all, the audience can impress the broadcasting studios with its force of numbers, then register directly whether it approves or disapproves a program, artist or play.

And now, the Doctor announces, he has practically diagrammed the plan, which, on paper, seems quite simple and inexpensive, and if it could work, highly satisfactory.

Here's how it would work,—I hope!

The local powerhouses in all communities would serve as voting polls.

Each radio receiver would be equipped with three buttons in the line of current supply.

One button would be marked "Present," another "yes," and the third bear the forceful word, "no."

The procedure of voting is as follows:

The announcer on a given program informs the listeners that a vote is to be taken. All those who wish to participate (and who wouldn't?) are asked first of all to press the button marked "present." The button-

would have to be accomplished on an enormous scale. The powerhouses would be required first of all to make a complete year's survey, to find an average of basic loads.

Then, even if it were practicable to establish a basis for load registry, it would have to be tested for months to achieve some fair amount of accuracy. This accuracy could not be figured without taking into consideration the other factors which change the current supplies.

But, even if an average over an entire year were

and, haw! Look! Eddie's wearing a high hat and a bathing suit. Haw Haw Haw!"

Yep, I can picture it.

Down go all the "no" buttons, without request. Every powerhouse in the country feels the tremendous shock of the load. The main fuses blow out. Lighting supplies from the rock-bound coast of Maine to the sun-kissed shores of California, are cut off. The country is in darkness. Motors and generators are paralyzed. The broadcasting stations are silent.

Mr. John Q. Listener has had his revenge!

TOP IN SINGLE SPONSORSHIPS

ALONG THE AIRIALTO

By Martin Lewis

NEVER before in the history of radio broadcasting have I witnessed so many ether stars step before the microphone during a half-hour broadcast as at the benefit held at the Astor Hotel for the Consumptive Relief Society of Denver, on a recent Sunday night. The arialto is still talking about it as a gigantic show. The broadcast was put on in a hurriedly manufactured studio on the second floor of the hotel. Nick Kenny, radio editor of the New York Mirror, who acted as M. C., can take his bow for bringing together under one roof a million dollars worth of talent. Kenny first introduced Vallee, and after the crooner did his turn, he brought forth Vallee's protege, Ed-die Peabody.

night. It was a great show. My congrats to you, Nick. You did a grand job.

Later, we walked a few block Along the Airialto to decide what to do. That is, Jack Pearl, Bob Taplinger, pretty Rosemary Lane of the Waring troupe, and myself. Mack Millar of the Hollywood Restaurant decided for us. He persuaded us to come in and take a look at the Rudy Vallee show, but we were not as successful in persuading Jack Pearl to stay with us. "My wife is in Florida and while she's away I don't do any chasing around," he told us. To which Taplinger came back with: "Baron, that's probably the biggest lie you ever told on or off the air." But knowing Jack as well as I do, I know he couldn't have spoken truer words.

In the Hollywood during the gay festivities, we witnessed Rudy Vallee actually giving his own orchestra the Bronx cheer—in other words, the raspberry, Sunday night being celebrity night at this spot, Vallee introduces the biggies present. Most of them come up on the floor to do a number. Vallee's boys were in trouble. They couldn't seem to hit the right key for any of the guests who vol-

and he'll be with us until the end of May at least. In case you didn't know, Jimmy Grier and his orchestra replaced Carol Lofner on the Crosby show.

If you can believe what you hear, one of the biggest execs in General Motors raised plenty of Cain when he finally found out Jack Benny had been permitted to get away. That exec ordered his program handlers to get him back at any cost, and then threatened to take Chevrolet off the air when he heard Benny had a new sponsor. There may yet be fireworks here.

Wayne King (and I guess I won't have to tell Radio Guide readers that he's called the "Waltz King") will be heard in an additional CBS Lady Esther half-hour Sundays at 10 p. m., starting April 15. It will be his second Sunday broadcast, for he also has a Sunday afternoon NBC half-hour. This makes Lady Esther the top single sponsor on the air. . . . Incidentally, the new CBS Sunday spot will be opposite the new NBC show of waltz music which succeeds the comedy of Jack Benny. . . . Irony of fate, yes, no?

"Roses and Drums," entering a new cycle of Civil War dramas, is again having an orgy of Broadway stage stars, with bunches of big names of the theater all in the same program. Among those to be heard frequently in the military series in coming weeks are James Kirkwood, George Gault, Gny Bates Post, Pedro de Cordoba, Harry Humphreys, Porter Hall, Thomas Chalmers, Vera Allen, and Charlotte Walker, in addition to the regulars of the cast.

There are few things that Kate Smith enjoys more than a good swim while on her present tour in vaudeville



The ever pleasing Boswell Sisters followed, with the announcer leaning across the piano holding a table mike in front of them. There were also fellows by the name of Jack Pearl with his side-kick Cliff Hall, Al Jolson, Eddie Cantor, Jack Benny, Jimmy Melton, Gals that go by the name of Gertrude Niesen, Vera Van, Belle Baker and Edith Murray, also did their bit to fill in this excellent half-hour.

If you had been there you would have enjoyed witnessing the sights. For instance, when the Baron and Sbarlie were in front of the mike, Jolson ran over and pulled Pearl's ear. If you've been reading Radio Guide regularly, you know how superstitious the Baron is, and what ear pulling means to him. Well, anyway, Jack became frantic. He couldn't wait to finish his turn at the mike for fear Jolson would leave the room and he wouldn't be able to pull the mammy singer's ear. I guarantee you, if Jolson had left the room, the Baron would have stayed up all night if necessary to find him, to return the ear-pulling compliment.

Later, Jolson sang his inevitable "Mammy" for the benefit of those present. Jack Benny, who is always prepared for a gag, chirps to me, "you know, Marty, it's remarkable the way Jolson can remember the lyrics of an old time song like that." It seemed every artist who was in New York appeared at the benefit that

unteered, and most of them had to quit in the middle of a song, much to the amusement of everyone. Finally, Vallee put his hand to his face and gave his boys the razz. They all came back in unison with "You're off key"!

Incidentally, those frequent calls from and to the Granite Exchange number in Hollywood and the Endicott number in New York prove to this writer at least, that, contrary to rumors, Rudy and Alice Faye are still very much concerned about each other.

FLASH: Bing Crosby was expected to leave the air in mid-April, at the end of his current contract. The baritone wanted surcease from radio for a time, after twenty-six weeks in both radio and films. Woodbury, however, has prevailed on him to sign for a seven-week extension.



Marjorie Anderson is a society girl who much prefers being busy to a round of social activities

THE VOICE OF THE LISTENER

This department is solely for the use of readers. It is offered as a place in which to voice your opinions on radio. You are at liberty to speak freely so LET'S ALL GET TOGETHER AND TALK THINGS OVER. You are cordially invited to contribute and urged to send in your photograph when

writing. RADIO GUIDE assumes no responsibility for returning your photograph but will be as careful as possible with them. Letters are used wherever practicable in the order of their receipt. Failure to send a photograph WILL NOT BAR YOUR LETTER from publication.

More About Sunday

Charleston, W. Va.

Dear VOL:

I quite agree with K. E. Bradley's selection of programs for Sunday in his letter in a recent edition of RADIO GUIDE, but—why on earth did the man stop with his program selections at 7:30 p. m.?



Dorothy Apgar

Can it be that he has to go to bed at 8 o'clock and therefore can't hear the really good Sunday radio programs? Perhaps he just neglected to read the program listings any further than 7:30. Anyway I would like to complete that list of his, so here goes:

8:00 p. m. (EST)—Eddie Cantor and Rubinoff
9:00 p. m. " —George M. Cohan
9:30 p. m. " —Walter Winchell
9:45 p. m. " —Album of Familiar Music
10:00 p. m. " —Jack Benny
10:30 p. m. " —Hall of Fame

In closing I should like to give one more bit of advice to Mr. Bradley and that is: "Wake up, sit up, and listen to the best of the better Sunday programs." Dorothy Apgar

Those Juvenile Terrors

Maywood, Ill.

Dear VOL:

Mrs. A. B. in a letter in your March 17 issue, is absolutely right when she protests against the children's program. She didn't mention all of them so I hope her nail-biting son won't read this: my girl's nails are down to the half-moons, when she is emotionally over-taxed—for love and fear of Wally in the Tip-Top Circus. Then Tom Mix at 5:30! The Singing Lady is for babies, she says.

One of the biggest troubles with these programs is that every one in the family is inflicted with them in order for the older children to be able to listen. Big boys used to take their Nick Carter to the woodshed, but now they bring him right into the living room, and make out of the living room, anything but that.

Orphan Annie could be a splendid program, interesting the children in painless geography. The Boy Reporter could be about amusing, comical, laugh-splitting and food-appetite-arousing incidents, just before dinner instead of hair-raising, nerve-racking excesses. Why buy a product to quiet the nerves of a child upset by the very program of the manufacturer?

Here is gossip about Wally of the Tip-Top Circus. He is a fine lad, very smart and gentle-

manly, but alleged so undersized for his fourteen years. He is said to be kept out of school for a half year for health reasons. Listen to the poor boy "work up excitement" on the program some afternoon at 5:15.

I hope, RADIO GUIDE, that "policy" will not keep you from printing this letter. I am not AGAINST the products advertised.

Let us hear from more mothers worn to a frazzle by the struggle to keep children from feeding on excitement. One of the worst features of the excitement is that it is carried over from day to day: "Be sure to listen in tomorrow night to find out if the shadow is that of a fiend," etc., etc., etc.

Mrs. L. G.

The Comedy of Airers

Winston-Salem, N. C.

Dear VOL:

From a seat on the sidelines, it is actually funny to watch your correspondents in the "word battle" of the century over who is funny and who is not. If it is true that beauty is in the eye of the beholder, it is equally true that humor is in the ear of the auditor. Each comedian of the air has a definite niche to fill from the suave Deems Taylor to the practically uncensored Eddie Cantor.

Bonita Allerdyce

1934 Model Chivalry

New Bedford, Mass.

Dear VOL:

I won't keep quiet any longer! So lend me your ears, complainers. Well, well, well. Because your favorites are not leading in the Radio Popularity Contest do you have to let the whole world know that you can't take it.

Always remember—"may the best man win." And am I burning up over the frequent protests against feminine voices on the radio? You'll never know.

To Lady Esther's assistance! Women all over the world have and always will be competing with men in business. So why not women announcers? Keep up the excellent work, Lady Esther and show the radio world it can be done.

John Mello



John Mello

Garber-Shop Accord

Morganfield, Kentucky

Dear VOL:

I heartily agree with the letter of Miss June Roy, of North Bay, Canada, in which she praised Jan Garber's Orchestra. If Genial Jan were given as many nation wide hook-ups as several other orchestras, I sincerely believe that he would be at the head of your Radio Guide Popularity Contest. His singers, Lee Bennett, Lew Palmer and Fritz Heilbron, can make any of them hide their faces. In regard to his style of music, he has soft, soothing, "Wayne King" music, (if you care to classify it in that fashion) in addition to a decided Lombardo effect.

Needless to say, he has won great popularity in Chicago, by his extended stays at the Tri-Union Ballroom, as well as the Blackhawk Restaurant. Now if he could win popularity in Chicago, why could he not win greater nation-wide fame? All he needs is a chance. Liston Waller

From Bread to Verse

Passaic, N. J.

Dear VOL:

Although I have been informed that you shun verse in your column I am submitting one because it relates to radio and I am hoping that you will make an exception just this once. So here it is:

Our Daily Bread
Those Droll TAYSTEE
LOAFERS

Just lie on their soafers
(When they should attend to their bakin')
To sing pretty ditties
And think up their witties

Our yen for their bread
to awaken



Louise Kay

There's a "HARE" in my loaf
Says BILLY, the oaf
Though a JONES, don't confuse him with ISHAM
As my work is my BOND
Of FRANK'S JULIA I'm fond
Yodeled ERNIE as though he were Bispham

The plot's getting phooey
Says good old PHIL DUEY
No WONDER! Their heads are so hollow
Let's sing it and strum it
Our bread, you can CRUMIT
While theirs; you must dunk it, to swallow.

Which you will realize, by now, was inspired by the various bread programs now on the air around the East and on the networks, too, I presume. Louise Kay

To Be or Not To Be from Hamlet

Binghamton, N. Y.

Dear VOL:



Helen Barton

This is for the benefit of John Molloy whose letter in a recent edition of RADIO GUIDE belittled Joe Penner. He stated in his letter that Penner's supporters doubtless come from hamlets or "tank towns" where they couldn't distinguish between a gag and a pun. And it raises the question whether it is better to be from some hamlet or one of the sophisticated big towns. It might interest Mr. Molloy to know that it is the combined opinions of these small-towners which keep our leading hands and foremost comedians in the limelight. Coming from a small town ourselves we wish to say that we know the difference between a gag and a pun as well as the different between a "regular guy" and a "punk".

Helen Barton and Doris Ilee



Doris Ilee

Strenuous Selling

Stratford, Conn.

Dear VOL:

I have been reading some of the letters in RADIO GUIDE. Now I do not believe that the idea of a government tax to finance radio would get very far with the people of this country. We all know that advertising by way of radio is expensive to sponsors and in all fairness to them they deserve the right of a few minutes at least to tell of their products.

Now my kick is this: Why not come down to earth with these advertisements? We hear from a coffee program that if we do not drink the sponsor's product we are apt to be poisoned by rancid oils. To be sure their brand is good but so are many other brands. The same is true of gasoline.

If we use this kind of gas we will get results never before heard of. There are many good kinds of gas which I have used and have received the same results from them all.

There are tooth pastes, chewing gum and face powders (which I know nothing of) and this, that and the other thing, which are all good products. What I mean is one brand of a product can be just as good as another.

And so it goes with many products. In the matter of shaving cream I can only say I have not tried them all but I have tried one on the strength of the extravagant claims and after one trial I threw it in the garbage heap.

So I repeat—let them come down to earth with the real facts about their products and not make the advertising quite so fantastic.

I know that I, for one, will not buy an article which is over-advertised and while maybe many are not as stubborn as I am, there must be many who feel just about the same way. H. S. Brown

No News Is Bad News

Fitchburg, Mass.

Dear VOL:

In my first letter to your column I would like to voice a protest against the Press-Radio Bureau. I dislike very much this new agreement by the broadcasting companies. Here are my reasons for protesting:

1. Before the Press-Radio Bureau began to operate I could tune in on news broadcasts five times a day from a Boston station at convenient times.

2. Now they are broadcast only twice a day at very inconvenient times. The after-9 a. m. broadcasts are heard mostly by housewives who are at home. I go to school and like many other high school students would like to hear the news before I leave home.

3. The station which broadcast the news to which I listened announced plainly when the bulletins used were from the Associated Press, etc., so I do not think many of them violated the laws.

There is no question but that the broadcasting of news helped to sell papers. Even those newscasters who had fifteen minutes could not relate full details. So the skeleton outlines which they gave only whetted the appetite.

Many of the independent stations are fighting this step and I am with them. Why not have the radio public decide which way news is to be broadcast? They are the ones who listen to it. A national election could be conducted similar to the RADIO GUIDE "Star of Stars" election.

I hope many others agree with me. DOWN WITH THE PRESS-RADIO BUREAU! Let each station broadcast the news in the way they think best. Isn't radio supposed to furnish information as well as entertainment? Then let's have more news on the air waves. Armas Luoma

Radio in Education

Middlebourne, W. Va.

Dear VOL:

Those who read should have a right to criticism and those who listen, a right to expression. My best friends, most beneficial to me are the 46 periodicals that come to my library. The most valuable voice is that of radio.

I have spent 24 years in the fields of ministry, social and writing, and consider radio the richest asset with which to combat ignorance, superstition, prudery, orthodoxy and traditionalism. I am happy for this phase of radio.

The RADIO GUIDE directs us to these programs. Let it not be made into a movie magazine. I'll admit we need the laugh as incited by the comedian; but we also need the serious. That which becomes lopsided soon deteriorates. I neither want the seriousness of the barnyard donkey nor the fool's laughing mania.

Why should Sunday only be made a day of sermons which border on a line of radicalism? Let's have an intermingling every day of the week. I love to listen after my day of teaching and preaching on Sunday, to programs like Will Rogers. We are too apt to become extremists. Clyde Walter Ehrhardt



Clyde Walter Ehrhardt

"DAT OL' DEBBIL RADIO" EXPOSED BY JOLSON

By Al Jolson

EVEN o'clock p. m. Thursday, and the broadcast over for another week . . . The producer comes and puts his arm on my shoulder. "That was good work, Al! Well, you've been working hard all week. Now go home and forget all about radio. Get it off your mind. Take a good long rest—until ten o'clock tomorrow morning!"

No rest, no let-up in radio. For one hour on the air, a whole week's rehearsal. No doubt about it, broadcasting means plenty of hard work, but, well—I can't help loving it.

Here's a rough idea of my schedule: The sketches I work in, of course, are planned five or six weeks ahead. Every so often the producer, Herb Polesie, and I get away from it all—as far from New York as Atlantic City, to be exact. We spend three days talking over possibilities. Other than that, we start work on the program a week ahead of the broadcast.

Friday morning we talk it over, work out the handling of the sketch. Saturday we work at the comedy spots. On Sunday I learn my songs; I do quite a few brand new ones. It's my last chance, for from then on I'm too busy to think much about them.

Monday we see the script for the dramatic sketch. We re-write, adapt the characterization. Tuesday I rehearse the sketch with actors, everyone of whom we cast from the Broadway stage. All day we go over and over it. More changes in the dialogue are made as we go along, sometimes re-casting. Then, late in the afternoon, we do it at the microphone.

Wednesday morning I go over my songs with Paul Whiteman. In the afternoon, more rehearsal, now with sound effects at the microphone. The sketch is timed, tightened up. Finally we hear, "Okay. Wrap it up." It sounds good, but it's far from the end.

On Thursday we go through the whole show with the orchestra, four hours of rehearsal; we time it to the second. And at nine that night we go over it lightly, doing the last minute polishing.

Every week there's a new play, a new character to create. And usually, work with a new set of actors every week. That makes it harder, because for some reason, most of them are timid the first day or so; they don't let themselves out. Why, I don't know. I don't scare anybody. Naturally they find that out, and by the last day they're all over it. Sometimes I work with colored actors. They're easier. I can do dialect with the best of them—I've been doing blackface so long, in fact, that their jaws sag in astonishment when they discover I'm really white.

During that week's work we must create a characterization that will be compared with presentations of the stage and the screen. There's no time for re-working, and no chance to check up on your yourself as you have on the screen, with previews and "first takes." Radio's a Frankenstein for hard work and eating up material.

It was Herb Polesie's idea to do the dramatic sketches I have been working in this year—I'll have to give him credit for that. He's pretty fine to work with, anyway. I can yell at him all I want to. I have always liked to introduce songs with dramatic characterizations, feel it gives me a friendlier contact with my listeners. Herb got the idea for that and started looking for bigger material. Scheduled soon are *Bad Man* and *Lilium*, with *The Emperor Jones* set for April 12. Don't forget—it's an NBC-WEAF network program.

OLD AIRS LEAD

EXCEPT for one new song, the last week has been marked by only slight shifts of favoritism. According to RADIO GUIDE's tabulation, the most popular melodies are presented as follows:

TEN SONGS PLAYED MOST OFTEN OVER THE NETWORKS LAST WEEK

Song	Times Played
Without That Certain Thing	21
Let's Fall In Love	19
You Ought to be in Pictures	18
Carioca	17
Goin' to Heaven on a Mule	17
Over Somebody Else's Shoulder	16
Do You Miss Me Tonight	16
Wagon Wheels	15
You Have Taken My Heart	15
There Goes My Heart	15

BANDLEADERS' CONSENSUS OF LAST WEEK'S OUTSTANDING HITS

Songs	Point
Carioca	19
Infatuation	18
Champagne Waltz	18
Do You Miss Me Tonight	18
In a Shelter From a Shower	17
Over Somebody Else's Shoulder	15
Little Grass Shack	14
Wagon Wheels	12
Love Locked Out	12
You Ought to be in Pictures	11



Al Jolson, whose story of the trials of a radio star gives the impression of wrestling with a monster—yet he loves it!

SPORTCASTS for the COMING WEEK

SCHEDULE OF EVENTS (Time Shown Is EST)

FRIDAY, March 30: 9 p. m., hockey, CKCL (580 kc) also March 31, April 2, 3, 6 and 7 at same time; 9:30 p. m., boxing, WMCA (570 kc). **SATURDAY**, March 31: 3:30 p. m., hockey, CKCL (580 kc); 9 p. m., hockey, CFRB (690 kc). **TUESDAY**, April 3: 11:45 p. m., wrestling, WGBF (630 kc). **THURSDAY**, April 5: 9 p. m., wrestling, CKCL (580 kc). **SATURDAY**, April 7: 3:30 p. m., hockey, CKCL (580 kc); 4 p. m., rugby, Cambridge vs. Harvard, CBS-WABC network.

A NEW SPORT makes its bow on the air channels when Columbia, with *Ted Husing* at the mike, brings to the sports-minded populace the rugby match between *Cambridge* and *Harvard*. For the first time in history the English fifteen will appear on an American grid and although the crowds are not apt to equal those of "merrie" England, it is expected that the sport will be given a good reception. Husing's account will come at 4 p. m. EST, April 7, over CBS-WABC network, directly from New York University's Ohio Field, where Gotham's citizens will be given first look at the big-time English sport. The Harvard match will be the first of a series for Cambridge. Other teams included on its schedule are Princeton, Yale and an All-Eastern aggregation.

HOCKEY BROADCASTS are soon to give way to baseball airings and the stations which have broadcast the winter sport are to be congratulated for the manner in which they served ice fans.

BELIEVE IT OR NOT, but *Robert L. Ripley*, o!

"tell me another" fame, who was one of the features of the Saturday Night Dancing Party on NBC, first intended to earn his way as a baseball player. His aspirations, however, came to naught when he broke his salary wing the first day of his tryout as a pitcher with the *New York Giants* several years ago . . . WMBD (1440 kc) the Peoria, Ill., station comes to the rescue of bowlers with two broadcasts daily of the results in the American Bowling Congress, being staged at the State Armory in that city . . . *Stuart Buchanan* makes future fights at the Hollywood rings more attractive by quizzing the principals in advance of their meeting . . . *Hal Totten's* fancy work at the mike during the recent bike race in Chicago brought results in the shape of many letters from cycle fans in various parts of the country.

**WARNING: DON'T RISK
A CASH PUZZLE PRIZE BY
BUYING A SOLUTION
SEE LAST PAGE**

MUSIC IN THE AIR

By Carleton Smith

LISTENERS WHO express alarm at the possible disappearance of finer programs of serious music should have no fear. The symphonies and the Metropolitan have come to stay. Lucky Strike will continue to broadcast the opera next season. Cadillac is hopefully anticipating an even better series next season. And in the fall we may reasonably expect a return to Bach, Beethoven, Brahms, Wagner, and the other great Masters of Music.

With the passing of Easter, the official music season nears its end. The Metropolitan Opera has closed its doors. Only a post-season performance of "Pelleas and Melisande" from Boston remains to be broadcast on April 7. The Boston Symphony broadcasts a final concert Friday afternoon, April 6. The Philharmonic and the Philadelphia Symphonies each have four more broadcasts. There are five programs left on the Library of Congress Musicals.

The Cadillac Hour concludes April 8 with Arnold Schoenberg conducting excerpts from his own 12-tone compositions. Leopold Stokowski's nightly symphonic interludes have been discontinued. Firestone will leave the air when Lawrence Tibbett goes to the coast for his movie. John Charles Thomas has three more broadcasts in the Vince series.

"Pelleas Et Melisande"

The final opera in the Metropolitan series this season will be the Debussy setting of Maeterlinck's "dream within a dream." Broadcast will be from Boston (NBC, April 7, at 1:55 p. m. EST). "Pelleas and Melisande" is undoubtedly the least known opera in the repertoire. It has rarely been heard outside the metropolitan centers and seldom there, because it is not a box office attraction. The vast majority have found it baffling. Because they have not understood the obscure events of the action, nor felt the music articulate this life of the spirit, they have thought it uninteresting.

"Pelleas" does not reveal itself at first hearing. It is not obvious, yet it discovers what is sought in the text. The listener is aware that he is not only watching fellow-beings in the grip of fate and of forces beyond their knowing, but that he is listening to their souls. He senses that mysterious affinity between the inner and outer worlds—"between the motions of the spirit and the falling of night

along the shore, the sinking of the winter sun."

The Metropolitan is to be congratulated on an attempt to make these rarified experiences communicable. And the sponsors, whether or not they are conscious of the value of their gift to music lovers, should be remembered for it and be "mentioned with honor."

Programs

(Time Given Is EST)

Boston Symphony Orchestra, Serge Koussevitzky conducting (NBC-WJZ, March 29, at 2:30 p. m.).

Symphony, No. 2.....Brahms
Pietro Yon, organ recital (NBC, Saturday, March 31, at 12 noon EST).

Resurrection Ceremony from Budapest, Hungary (NBC, Saturday, March 31, 12 noon EST).
Metropolitan Opera: Massenet's "Manon" (NBC, March 31, at 1:50 p. m.).

Manon Lescaut.....Lucrezia Bori
Des Grieux.....Richard Crooks
Lescaut.....Giuseppe de Luca
Count Des Grieux.....Leon Rothler
Louise Hasselmanns, conductor

Sunrise Services from the Walter Reed Hospital in Washington, D. C. (NBC, Easter Sunday at 7:30 a. m. EST).

Boys' Choir of St. Thomas' Church, broadcast from Lipsia, Germany (NBC, Easter Sunday at 11 a. m. EST).

Philharmonic Symphony, Arturo Toscanini conducting (CBS-WABC, Sunday, April 1, at 3 p. m. EST):

Symphony No. 2 in D Major.....Brahms
Symphony No. 3 in E Flat Major.....Beethoven ("Eroica")

Mario Chamlee with Quartet and Little Symphony (NBC-WEAF, Sunday, April 1, at 3:30 p. m. EST):

"Country Gardens" (Orchestra)
"I Look Into Your Garden".....Haydn-Wood (Solo)

Church Scene from "Cavalleria Rusticana" (Esemble)
March of the Toys from "Babe in Toyland".....Peerbert (Quartet)

"M'Appari" from Martha.....Von Flotow (Solo)

Hoover Sentinels with Edward Davies, baritone; Chicago A Capella Choir under direction of Noble Cain; Koestner's Orchestra (NBC-WEAF, Sunday, April 1, at 4:30 p. m. EST):

Hymn Exultant.....Clokey
Serenade.....Moszkowski
Gwine to Hebben.....Wolfe
Christ the Lord Is Risen Today

En Bateau.....Debussy
Beloved It Is Morn'g.....Aylward

Library of Congress Musicals: Desoff Choir (CBS-WABC, Monday, April 2, 4:15 p. m. EST).

Minneapolis Symphony, Eugene Ormandy conducting (NBC-WABC, Tuesday, April 3, at 9:30 p. m. EST):

Overture to "Russlan and Ludmilla".....Glinka
Andante Cantabile.....Tchaikovsky (From String Quartet)

Polovetzian Dances from "Prince Igor".....Borodin

"Sardar" from Caucasian Sketches.....Ippolitov-Ivanov
"In the Village" and "March of the Sardar" from Caucasian Sketches.....Ippolitov-Ivanov

Piano Solos Orchestrated. NBC Symphony Or-

chestra directed by Frank Black (NBC-WEAF, Friday, April 6, at 11 a. m. EST):

Hungarian Rhapsody
Liebestraume.....Liszt
Scherzino

Air de Ballet
Sparklets.....Moszkowski
Kamenel Ostrow.....Rubinstein

Scherzo.....D'Albert
Lyrie Suite.....Grleg
Shepherd's Boy

Norwegian Rustle March
Nocturne
March of the Dwarfs

Two Hungarian Dances.....Brahms
No. 5
No. 6

Metropolitan Opera: Debussy's "Pelleas et Melisande." Broadcast from Boston (NBC-WEAF-WJZ, April 7 at 1:50 p. m. EST):

Pelleas.....Edward Johnson
Melisande.....Lucrezia Bori
Des Grieux.....Ina Bourskaya
Ynold.....Ellen Dulosa
Golaud.....Ezio Pinza
Arkel.....Leon Rothler

Louis Hasselmanns, conductor

A reader reports that the Columbia Broadcasting System promises to find a Chicago outlet next year for every program of the Philharmonic series until the end of its season. Why not this month?

MAKING AN HOUR CLICK

(Continued from Page 7)

the entire stage." Mr. Ziegfeld was crazy about steps.

FARR: Did Ziegfeld have any singer in mind to do the song?

GERSHWIN: The song was to be sung and danced by the charming Ruby Keeler. With that in mind, we went to work on a minstrel number and wrote "Liza." The show opened in Boston. I think the last scene was rehearsed on the train going up from New York.

FARR: But how was the song "Liza" received?

GERSHWIN: On the opening night during the second act, the attractive and talented Ruby Keeler appeared to sing and dance "Liza."

FARR: And—

GERSHWIN: We got a "kick" we didn't expect. Imagine the audience's surprise—and mine—when Al Jolson, who was sitting in the third row on the aisle, jumped up without warning and sang a chorus of "Liza" to his bride. He and Miss Keeler had just recently been married at that time. It caused a sensation, and it gave the song a great start. After the New York opening, some of the critics failed to find any redeeming features in the music. But "Liza" was played all that season by the dance bands, which proved at least that I had one song hit in the show. I think that's enough about "Liza," isn't it?

FARR: Thanks—I've got the dope. You just tell it on the radio the way you told me about it, and it'll be good, informal continuity.

Well, whether it is or not, it'll be up to the reader to decide.

Then we decide on what overture we'll use in the program. With that selected, we follow it by the song I'm to talk about—in this program we are discussing it would be "Liza." After the song, I pick out some contemporary composer

and choose one of his works, which the orchestra then plays. After that I select another song I wrote, and with very little description about it we program that. Then I have to pick out the song for the next program so we can play a few bars of it like they use trailers in movie houses. That done, the program is built.

But of course building it isn't the only thing. We must go into rehearsal with twenty-five musicians, and Louis Katzman in the conductor's stand.

Then there are the commercials to be fitted into the program. These, as well as all the continuity, are rehearsed a couple of times before we are ready for a "dress" rehearsal. I might say right here that I guess I'm the only man doing my job in radio, who has final censorship on every word of commercial copy that goes into my programs.

The sponsor has given me that because he says the final responsibility for a completely rounded out program is on my shoulders. I like it!

When the show is all rehearsed, we run a "dress," and time the show. It generally runs a minute or two over, so we must go back over the music, page by page, cutting here and there. I may cut part of my own talk, part of a piano interlude, or part of the overture. We never cut the contemporary composer's music. I'll cut my own stuff—but I never touch the other fellow's.

Then we are all ready for 7:30 p. m. EST when Don Wilson takes his place at the announcer's microphone and Ed Byron stands in the control room with his hand raised counting ten seconds after the announcer in the studio has said, "WJZ, New York." Ten seconds tick on—Louis Katzman signals the orchestra to start our theme, "The Man I Love"—and from there on, you hear in fifteen minutes what I've been talking about for four times that long!

WHO'S WHO AND WHAT'S TABOO IN RADIO

(Continued from Page 4)

word "hell" raised quite a lot of furore.

It was when General Smedley Butler went on the air, and insisted upon emphasizing his remarks with the reference to Satan's abode. There was a great to do about it, because some timid soul recalled that if the word "hell" wasn't legal, the station transmitting it was technically subject to a \$5,000 fine, and its owner to a jail sentence. Of course, jurists are still in disagreement over whether "hell" is nice manners or not.

Only recently Norman Thomas, the New York Socialist leader, was invited to speak over a nation-wide hookup. Indeed, he has spoken many times during the presidential campaigns, but it wasn't so many years ago that he was barred because his prepared speech did not meet the fancy of the self-appointed censors, who were afraid, at that time, of a kick-back from the boys in Washington.

All that, fortunately, is over now. If you doubt that these old bugaboos are vanishing, just regard the lists of speakers who have been given time on all networks in which to take pot shots at President Roosevelt's policies—and at a time when such talks are considered so much treason.

Not so long ago Senator Borah was

given time and facilities to attack certain policies of Mr. Roosevelt. He had not been off the air twenty seconds when the telephone switchboards of the stations which had carried his talk, actually blushed. Every red light on them flashed, and every telephoning listener wanted to tell the station what he thought of a joint that would permit a Senator to talk that way about the President's ambitions.

No longer are the scripts of political or religious speakers scrutinized as of yore. Indeed, they are not even requested. The speaker is given to understand he must crowd his talk inside a certain time, or be cut off. There is no other procedure.

But that wasn't true a few years ago when Father Charles Coughlin, then on the Columbia network, spoke a bit too plainly for the network's comfort. Washington gentlemen who resented the fighting priest's remarks, got hussy. Pretty soon thereafter Father Coughlin wasn't on the network any more. But he financed his own network, and the stations which carry his talks now prefer the vast audience he commands to the patronage and good will of those gents who can't take it.

Senator James Reed was another who used to give the station censors a headache. His words have been tuned out by more control men than those of any other individual speaker. But today, he

could say exactly what he pleased—even though, if he were to utter libel, the station would be as liable to damages as the speaker.

In spite of the liberalization, I doubt if any network would permit Margaret Sanger, the birth-control crusader, to go on the air with a script that hadn't been carefully perused. She has been rebuffed by many stations. When H. V. Kaltenborn began to inject editorialism into his views on the news of the day, he ran into studio censorship a few years ago, and was often told to tone down his remarks. But today, Boake Carter says what he wishes.

I doubt, however, if any man or woman no matter in what capacity they took to the air, could possibly enjoy the freedom given to Will Rogers. Neither his sponsors nor the National Broadcasting Company ever has made any attempt to regulate the informal talks of the cowboy comic.

Stations with limited political influence cannot be blamed greatly for the fear which induces them to tread carefully and censor strictly. It must be remembered by the critical listener that not one of the 500-odd radio stations in America owns its wave-length. It may own all the facilities in the world, and have prodigious power in wattage, along with per-

fect equipment, but it is of no use to itself or anyone else if it loses its wave-length. That is owned by the people—therefore, the government; and when it commits a government offense, the government remembers. Sooner or later, when that station gets called on the carpet, a hearing on whether it deserves to maintain its wave-length comes up.

A self-imposed censorship is of course preferable to dictation. It is only natural that errors are made, sometimes apparently foolish ones. There are geographical problems to be considered, varying temperaments, etcetra. Gradually, sanity is becoming more apparent in all these matters. Doubtless, when the President's bureau for communications control relegates the Radio Commission to oblivion some general ethical code will be devised.

In view of all this, then, it is unfortunate that new Federal laws should be independently proposed, setting out to tell broadcasters how to run their business.

The mistakes of yesteryear have taught broadcasters much; their follies are few in this year. The only law of vital need is one authorizing a central bureau of regulatory supervision. Enforced censorship will kill enterprise—and business. And without business, radio broadcasting in the United States will become a very dull and stupid thing indeed.

SPURTS TIGHTEN STARS' RACE



"Myrt" of the popular team, "Myrt and Marge"

IN EVERY branch of the Star of Stars Election, sudden spurts were made, according to the latest tabulation. The race for top honors gathers momentum each week a daily count of ballots is made. Among the stars, the outstanding progression was made by Al Jolson, who came up from fortieth position last week to place number sixteen, which he holds now. Other forward strides were made by Ben Bernie, Bradley Kincaid, and Morton Downey.

Programs to make leaps ahead were White Owl and Pabst Blue Ribbon; notable among the Orchestras to improve their positions were Glen Gray and B. A. Rolfe.

It is only among the Teams that an upset is recorded among the five leaders. Myrt and Marge now are in fourth position, replacing Olsen and Johnson. Other Teams to forge to new positions are the Maple City Four and Betty and Bob.

According to the vast number of votes being tabulated for the coming week, the election has now become of commanding interest to readers.

Total count to date is as follows:

AMONG THE STARS:

Joe Penner	52,512	Irma Glen	366
Bing Crosby	39,018	Irene Wicker	354
Eddie Cantor	19,104	Tito Guizar	353
Jack Benny	14,542	Father Coughlin	341
Rudy Vallee	9,420	Uncle Ezra	332
Gertrude Niesen	5,139	Albert Spalding	318
Lanny Ross	3,105	Irene Beasley	317
Ben Bernie	3,010	Conrad Thibault	303
Will Rogers	2,274	Russ Columbo	302
Jessica Dragonette	1,861	Floyd Gibbons	297
Roy Shelley	1,694	Richard Maxwell	285
Ed Wynn	1,317	Connie Boswell	275
Gene Arnold	1,299	Richard Crooks	274
Phil Baker	1,288	Milton Cross	273
Edwin C. Hill	1,240	Little Jack Little	267
Al Jolson	886	Cheerio	259
Jack Pearl	817	Phil Harris	258
Frank Parker	807	Marge (of Myrt and Marge)	250
Wayne King	778	Raymond Knight	231
Don Ameche	759	Jackie Heller	224
Bradley Kincaid	754	Nino Martini	218
Alexander Woollcott	711	James Melton	217
Lowell Thomas	697	John McCormack	209
Jack Arnold	689	Boake Carter	202
Fred Allen	628	Fred Hufsmith	197
Tony Wons	620	Baby Rose Marie	188
John L. Fogarty	603	Walter O'Keefe	181
Morton Downey	576	Jack Denny	182
Lawrence Tibbett	532	Donald Novis	173
Guy Lombardo	531	Frank Munn	172
Alice Joy	489	Lulu Belle	168
Voice of Experience	477	Nancy Kelly	164
Pat Kennedy	464	Arthur Boran	151
Phillips Lord	462	June Meredith	148
Kate Smith	455	Pat Barnes	147
Mary Darling	448	Allyn Joslyn	146
Ruth Etting	442	Kenneth Sargent	143
Ralph Kirbery	441	Happy Jack Turner	139
Vera Van	408	Art Jarrett	138
Annette Hanshaw	400	Isham Jones	136
Elsie Hiltz	377		

Myrt (of Myrt and Marge)	135	Phil Cook	115
Edgar Guest	131	Mary Small	108
Alan Rice	118	Red Davis	105
Pat Flanagan	117	Dorothy (of Wizard of Oz)	103
Walter Winchell	116	Charles Winninger	100

AMONG THE PROGRAMS:

Fleischmann	41,717	Voice of Experience	273
Chase and Sanborn	25,393	Red Davis	272
Show Boat	20,252	Soconyland Sketch	268
Chevrolet	20,166	Betty and Bob	257
Old Gold	6,020	Crazy Crystals	252
Woodbury	5,396	N. Y. Philharmonic	241
Bakers Broadcast	3,839	U. S. Marine Band	240
White Owl	3,794	Goldbergs	237
Pabst Blue Ribbon	3,638	Aragon-Trianon Hour	236
Armour	3,512	Carnation Contented	229
One Man's Family	3,379	Terraplane	225
Sinclair Minstrels	3,145	Kaltenmeyer's Kindergarten	224
Ford	2,455	Whcatenaville	219
Lady Esther	2,441	Clara, Lu and Em	212
Camel Caravan	1,919	Royal Gelatin	210
Myrt and Marge	1,908	Gene and Glenn	209
Seth Parker	1,901	Byrd Expedition	208
Cities Service	1,474	Forty-Five Minutes in Hollywood	204
WLS Barn Dance	1,465	Billy Bachelor	203
Eno Crime Clues	1,458	Gems of Melody	202
Today's Children	1,391	Seven Star Revue	201
First Nighter	1,390	Corn Cob Pipe Club	199
March of Time	1,183	Farm and Home Hour	197
Swift Revue	1,180	Firestone	187
Kraft	1,164	Gulf Refining	183
Big Show	1,112	Musical Memories	172
Metropolitan Opera	1,074	Wizard of Oz	161
Texaco	1,052	Irma Glen's Lovable Music	163
Carefree Carnival	963	Hoofinghams	162
American Album of Familiar Music	962	Philharmonic Symphony	159
Death Valley Days	899	A. and P. Gypsies	153
Amos and Andy	584	Bar X Days	151
Roses and Drums	530	Edwin C. Hill	143
Nestle	468	Father Coughlin	150
Breakfast Club	443	Orphan Annie	142
Cheerio	431	Bundesen Hour	141
Fred Allen's Revue	427	M.J.B. Coffee Hour	140
Cadillac	424	Roxy	137
Pontiac	400	Sally's Studio Party	131
Vic and Sade	393	Grand Hotel	124
Easy Aces	390	Chesterfield	123
Warden Lawes	349	Richard Himber	112
Buck Rogers	327	Junis Facial Cream	107
Yeastfoamers	298		
Cutex	297		
Painted Dreams	277		

AMONG THE ORCHESTRAS:

Wayne King	62,383	Joseph Pasternack	110
Guy Lombardo	29,694	Boston Symphony	108
Ben Bernie	21,016	Joe Sanders	102
Rudy Vallee	15,826	Charlie Agnew	100
Fred Waring	14,084		
Jan Garber	4,140		
Glen Gray	3,430		
Rubinoff	3,021		
Paul Whiteman	2,999		
Eddie Duchin	2,273		
Hal Kemp	2,074		
Ozzie Nelson	1,952		
George Olsen	1,519		
Isham Jones	1,338		
Harry Sosnik	1,235		
N. Y. Philharmonic	1,152		
Philadelphia	1,090		
Little Jack Little	1,047		
Phil Harris	998		
Cab Calloway	996		
A. and P. Gypsies	900		
Richard Himber	819		
B. A. Rolfe	807		
Ted Weems	759		
Frank Black	724		
Jack Denny	722		
Abe Lyman	721		
Walter Damosch	601		
Ted Fiorito	563		
George Hall	518		
Lennie Hayton	488		
Don Voorhees	446		
Walter Blaufuss	431		
Rosario Bourdon	428		
U. S. Army Band	353		
Gus Haenschen	334		
Carlos Molina	327		
Danny Russo	315		
Buddy Rogers	308		
Claude Hopkins	307		
Cumberland Ridge Runners	268		
U. S. Marine Band	261		
Don Bestor	260		
Harold Sanford	231		
Vincent Lopez	225		
Harry Kogen	224		
Duke Ellington	214		
Gus Arnheim	207		
Ted Lewis	200		
Enric Madriguera	186		
Erno Rapee	178		
Vincent Sorey	162		
Victor Young	150		
Jacques Renard	149		
Xavier Cugat	147		
Morgan L. Eastman	139		
William Daly	120		
Noble Sissle	115		
Will Osborne	114		
Smith Ballew	113		

AMONG THE TEAMS:

Burns and Allen	54,217
Amos and Andy	47,116
Mills Brothers	13,464
Myrt and Marge	10,740
Olsen and Johnson	10,073
Stoopnagle and Budd	8,637
Jack Benny and Mary	3,529
Baron and Sharlic	3,146
Gene and Glenn	2,985
Boswell Sisters	2,551
Molasses and January	2,011
Landt Trio, White	1,839
Maple City Four (Sinclair Minstrels)	1,661
Sanderson and Crummit	1,562
Easy Aces	1,523
Tom, Dick, Harry	1,517
Baker and Bottle	1,389
Betty and Bob	1,290
Vic and Sade	1,273



"Marge," the other half of the team. Which is Mother, which Daughter?

Marian and Jim Cantor, Wallington	1,143	Ed Wynn and Graham	356
Elsie Hiltz and Nick Dawson (Gail and Dan)	1,038	Sims and Bailey	350
Lum and Abner	1,005	Eton Boys	319
Don Hall Trio	1,001	Lasses and Honey	254
Shutta and O'Keefe	923	Tom and Don	252
Revellers Quartet	750	Marx Brothers	246
Clara, Lu and Em	696	Breen and de Rose	239
Mac and Bob	683	Mike and Herman	238
Al and Pete	609	Bill and Ginger	235
East and Dumke	583	Phil Harris and Leah Ray	231
Pratt and Sherman	539	Fray and Braggiotti	224
Pickens Sisters	495	Munn and Rea	218
Goldbergs	467	Eddie and Fannie	
Hoofinghams	447	Fred Hufsmith and Muriel Wilson	201
Fred Allen and Portland Hoffa	421	Billy Bachelor and Janet Freeman	200
	358		

Suitable awards will be made to the star who polls the greatest number of votes, and to the leaders in the other three groups.

All entertainers, orchestras, programs and teams that have been on the air since October 1, 1933, are eligible.

Balloting closes June 1, 1934. Awards will be announced as soon thereafter as results can be verified. A ballot has been provided on this page, convenient in size for pasting on a one-cent post-card.

Along with it you will find a few questions that will help us to get better acquainted. However, your vote will not be invalidated by your failure to answer all the questions incorporated in the ballot. Vote now!

MR. FAIRFAX KNOWS ALL THE ANSWERS

Mrs. Elmer Schaus; Brantford, Ont., Can.—The Theme song used for "One Man's Family" is "Destiny Waltz."

Millie P.; Gary, Ind.—To you and many others who write to ask how to obtain photographs of radio artists—we repeat the suggestion to write them care of the network's New York headquarters or care of the station through which you hear them. These requests will be given to the persons whose pictures are wanted. CBS's New York address is 485 Madison Ave.; NBC's is 30 Rockefeller Plaza.

Mrs. M. E. Z.; Two Rivers, Wis.—It is doubtful that the "Smith Family" will ever return to the air. The cast is widely split up. However, odd things happen in radio so it is barely possible that the script may be recast and revived even though there is no talk of it at present. The Kaltenmeyer Kindergarten program is broadcast regularly from 6 to 6:30 p. m. on Saturdays over a split network of NBC. It does not always have a local outlet but can be heard on one of the stations in the "Northwest" group at that hour.

Margaret M.; Belmont, Okla.—We have no record of any fatalities in the Asher and Jimmy Sizemore family and do not doubt that you have been the victim of rumor mongers. Asher and Jimmy left Nashville for Dallas a month ago and have been on WFAA since their arrival there.

Lucille Fleury; New Orleans, La.—It would be impossible for any one to predict if or when the Boswell Sisters will return to the air as a trio. As you probably know, Connie Boswell is the only one of the three now broadcasting. She can be heard each Tuesday and Thursday night in the Camel Caravan on the CBS-WABC network at 10 p. m. EST. Should the girls return as a unit you will find them listed in the programs of RADIO GUIDE.

Clara P.; Rochester, N. Y.—The Rhythm Ramblers can be heard on an NBC-WMAQ network each Monday from 11:30 a. m. to 12 EST. They also have local programs on WENR (Chicago) every Tuesday from 10:30 to 10:45 and 10:50 to 11 a. m. CST and every Friday from 10:50 to 11 a. m. CST. The chap you asked about is not a member of the Ramblers.

Andromeda; Fargo, N. D.—Yes, Tito Guizar is his real name and not a euphonious nom de radio to coincide with the instrument which he twangs so melodiously. He was born in Guadalajara, Mexico, 26 years ago, is married and has a tiny daughter with the poetic

name of Nena. He has been in this country since 1929. If he has any commercial activities outside of radio and recordings, they are a dark secret. He can be heard on the CBS-WABC network sustaining programs Wednesdays at 6:45 p. m. EST, and Thursdays at 6:30 p. m. EST. His Sunday program is for Brillo and is aired on an eastern chain only. The hour is 12:30 p. m. EST.

Mrs. E. H. B.; Minneapolis, Minn.—Harlow Wilcox is now a highly esteemed member of the Chicago NBC announcers' staff and is heard regularly on the Sunday (3 p. m. CST) and Monday (9:30 p. m. CST) Princess Pat programs. He also does general announcing and you are apt to hear him any time on a program emanating from the NBC studios. We are a bit curious, too, about Norman Brokenshire but he seems not to be on

the air for the moment. Julius Tannen also is temporarily without a radio program but he is continually auditioning, so listen for him.

Mrs. G. F.; Denver, Colo.—We are compelled to answer you and many other inquirers with the rather unsatisfying information that the sponsors of the "Betty and Boh" programs no longer wish to provide the facts about the sketches for the general public. Of course, it is widely known that the lead parts are taken by Don Ameche and Beatrice Churchill so that is not violating a confidence. Ameche is married to a former Iowa school teacher, not to Miss Churchill. Sorry not to be able to give you the remainder of the information wanted.

A. P. G.; Berwyn, Ill.—Following is the list of stations included in the CBS network which broadcasts the Marx Brothers program each Sunday at 7 p. m. EST: WABC, WCAO, WNAC, WIIK, WDRG, WOAM, WCAU, WJAS, WJAN, WJSV, WPG, WLBB, WBT, WFEA, WTAR, WWVA, WORC, WKBN, WICC, WIII, WOKO, WFBL, WGST, WTOG and WMBR. There is no Chicago outlet.

Mrs. Grace M.; Chicago, Ill.—"Spareribs" of WLS fame is in reality Malcolm Clair, formerly of the vaudeville stage and a brother of Ethelyn Clair, motion picture actress. Malcolm also has done his bit on celluloid. He is white, 28 and is married to the formerillian Peterson, not of the stage or radio.

Jane Farnett; Syracuse, N. Y.—Jack Arnold is not in movies so far as we know although while in New York recently he may have made some shorts. He has been appearing very successfully in vaudeville in and around New York City and is interested in theatrical production.

Mrs. C. D. McNally, Manistique, Mich.—So far as can be learned Helen Ornstein, prima donna at the Hollywood World's Fair concession, is not singing on the air at present. She is not on any current WGN programs but may at any time be listed by another station.

Mrs. H. W. Macomb, Ill.—We regret that we do not make a practice of furnishing the private addresses of radio artists. However, we feel quite certain that a communication addressed to Poet Guest, care of the National Broadcasting Co., Merchandise Mart, Chicago, Ill., will be forwarded and receive the personal attention of the Detroit bard.

YOUR BIRTH CHART

RADIO GUIDE has obtained the exclusive services of that eminent authority, Professor Z. Rellek, to conduct a department of Astrology. This was brought about through numerous requests from readers. By following the Professor's observations as they relate to stars of radio, you will gain an insight into your own character and welfare

By Professor Z. Rellek

THE leaders in the world of radio whose birthdays will be celebrated during the coming week, attest amply the qualifications of Aries, the Ram. Those leaders represent a brilliant group, including George Jessel, comedian, master of ceremonies and raconteur, born April 3; Ted McMichael, member of the popular group, the "Merry Macs," born April 4; Keith McLeod, former NBC executive, in charge of music, born April 6; Lowell Thomas, radio reporter, world traveler and author, born April 6; also Charles Carille, celebrated tenor, born April 7; Walter Winchell, columnist and news purveyor, was born on April 7.

Aries children are born to be leaders; whether the field of activity be military, business life, or intellectual pursuits. The celebrities this week are true sons of the Ram.

But Aries people have their faults. Lack of patience is one of them; in persons born under this sign the lack is apt to be most marked. Stubbornness is another failing—growing out of the bull-dog tenacity which is theirs (when properly directed). Particularly must Aries children guard against stubborn resistance in discussions, in "arguments" when they sense that they are in the wrong.

CONFESSIONS OF A BANDMASTER—By ABE LYMAN

(Continued from Page 5)

after me, however, and I finally saw him just to get rid of him.

"I want you to play for me," he said, "so name your price."

I asked Keyes in private what he thought of it.

"Well," said Zip, "let's ask him for double what we're getting now (\$1,700) and then add \$500 for expenses. He won't accept that."

We returned to the seedy guy and told him our lowest terms. He didn't bat an eyelid. He accepted and brought forth a contract, ready to be signed.

We were stuck. We had to get back to Los Angeles to play at the Coconut Grove again, and we couldn't possibly

important committee, including the Mayor. We were given the key to the city.

That summer, Jack Dempsey made his first public appearance while wearing the new nose that a plastic surgeon had given him. He barged into the Ambassador one night with the new "Durante," but was not recognized either by myself or the boys in the band. It was a good testimonial to the efficiency of the surgeon's work. Jack was very careful of the nose for quite a while. He was afraid the surgeon's wax would melt and put him again in the same fix that several fighters had done some years before. His carefulness has resulted in the perfect profile he now carries around with him.

Atlantic City was a circus to us. We were in the company of the fairest in

and played for a party at the North Shore Country Club, a party given by a wealthy and influential Chicago banker. We were taken to the club in four private limousines, and we were paid \$1,500 for the job. When it was over we were quartered in private homes of the guests, given a case of liquor and a beautiful pair of silk pajamas each.

Back to the West Coast again, we opened at the Coconut Grove where we were welcomed with open arms. We remained for a short run and then opened at a neighborhood theater, the Uptown, which was known in theatrical parlance as a "flop-eroo." We made it popular, inaugurating Movie Star Nights. On those nights my friends of the movie lots came and took a bow.

I was through with women, so I moved to an apartment hotel and took up golf with a great deal of determination. I practiced on the boys, then took on such notable golfers as my friend Jack Dempsey and Ben Bernie, who frequented the Rancho Gold Club, a subsidiary of the Ambassador Hotel Corporation.

We closed our engagement at the Uptown and went to The Dells Cafe, just outside of Chicago, following Isham Jones—a tough assignment because Jones was very popular. We lived up to our worthy predecessor, however, and remained four months.

My boys would have you believe that I made a play for every good looking girl in the chorus. I deny that although I admit I was interested in one or two of them. The unfortunate part of it was that as soon as I became interested in one of the girls, the entire band immediately made a play for her. Too much

competition—I wanted to remain a bachelor, anyway. I mean I wanted to remain a bachelor if I could not marry the girl with whom I fell honestly in love when we were playing a former engagement there. That girl was Frankie James, the blues singer appearing in Al Jolson's show, "Big Boy." I proposed to her.

Frankie said "yes," but she imposed conditions.

"I'll marry you," she said, "if you give up the music racket."

Frankie was wise to the life of a musician's wife. She wanted none of it.

I thought it over for a long time and finally decided that Abe Lyman without his drums and his band would be like a chef without a stove.

I'm still leading the Californians, but it was a great sacrifice to give up Frankie

Meanwhile, I had a yen to go to Europe. On account of the conduct of two American bands in England about five years before, all American bands were barred from the country. I thought I could have the ban broken, so I negotiated with the powers in the game. I was more than anxious to make a European appearance. My vanity needed it. More, I was so determined about that I vowed I'd take my band to the continent or pack up the drums for good.

In next week's issue of RADIO GUIDE you will find further intriguing confessions of Abe Lyman. His trip to Europe, and his fight to remove the ban against American musicians—be and his "boys" footloose in Paris—escapades and romance—this and more will comprise the instalment in the issue dated Week Ending April 14. Don't wait. Order your copy NOW!

"WIFE'S MAIL INVIOLABLE" AGREE EXPERIENCE JURORS

READERS this week came to grips with one of the trickiest problems yet submitted for solution by the Voice of Experience. It was put by "Dentist's Wife": "Does a husband violate his wife's rights by opening mail addressed to her that comes to his dentist's office, which is connected with their home?"

As one of the mole hills from which mountains of domestic altercation have arisen, this point drew fire from a horde of persons. The consensus was that the husband who opens his wife's mail does violate her rights.

Some of the readers' letters answering "Dentist's Wife" and selected by the Voice of Experience are presented here:

NRA for Spouses

Dear "Dentist's Wife": Marriage should be a partnership. But partnership does not mean monopoly, nor the absorption of one's individuality. Even if given the permission to open your mail, your husband should not avail himself of the prerogative. And inasmuch as you believe that "one's mail is one's own private property" (which it is), your husband should regard your opinion.

Even a child feels his importance in the world when he is recognized as an individual, and his rights are respected. Then surely a wife is entitled to the consideration due her.

Common sense and common courtesy should convince any husband that his wife's letters are her's alone, and must not be intercepted. What husband would unwrap his wife's birthday or Christmas gifts? Letters are personal gifts, too, and no one need deny their owner the pleasure of opening them.

The husband who opens his wife's mail proves at least—(1) his disregard for her; (2) his lack of trust, and (3) his own thoughtlessness.

This gesture must have its ill effects. So husbands and wives, why not declare an NRA of your own—No Reading Another's mail first? And carry it out to the letter if you would avoid misunderstandings.

75 Woodrow Avenue, Dorchester, Mass., Gee Kaye

One Clergyman Speaks

Dear "Dentist's Wife": Perhaps I should say "Dear Dentist," as my advice is to your husband rather than to yourself.

Individualism is not entirely an anomaly, even in this age of mass thinking and mass action. And one indisputable function of an individual is the right to a certain amount of privacy. If a wife has the right to talk to her friends in private and tell her husband what she chooses to later, she certainly has the right to her own letters.

Later she may hand over to her husband what she thinks might be of interest to him.

I speak from personal experience when I say that this course is best. For one marital partner to spy on the other's mail, indicates only suspicion and possible jealousy. As a small town pastor, I receive a considerable amount of mail; and my wife receives nearly as large an amount. Except for letters from certain mutual close friends and relatives, one of us would no more dream of opening the other's letters than we

would dream of placing dictaphones around the house to listen in on each other's conversation.

After reading a letter, unless it is in strict confidence, I invariably pass it to my wife; and she does the same with me. Consequently there is no friction whatever, and no cause for jealousy or spite to creep in.

May I recommend this method to both you and your husband?

Lubec, Maine

Kenneth H. Cassens

Any Stranger's Rights

Dear "Dentist's Wife": Your mail is really as private as that of any other individual, regardless of the close relationship which your husband considers the justification for his opening your mail.

As you state, it is not the idea that you are ashamed of anything you receive, but one really feels that mail directed to himself is in reality his own personal property, and he has the feeling of being slighted and "gypped" when others have read it first. Somehow, too, when other eyes have pried into your mail, be it husband, brother, or friend, the enjoyment of receiving it is not half so keen.

Also, your husband might unknowingly be implanting into your mind the idea that you do not deserve the rights other women do, causing an inferior feeling to pass through you every time your mail is delivered to you already opened.

It is just another of the problems that will put a breach between you and your husband, so why not ask friend hubby to consider your rights equal to that of any stranger?

Ryder, North Dakota

Ruth Granum

From the solutions to this problem mailed in to The Voice, he selected ten for special award. Five of them received an autographed copy of the deluxe edition of his book, "The Voice of Experience." They included those whose letters are published here, and Mrs. Frank Indoe, 214 N. First Street, Paterson, New Jersey, and Mrs. R. T. Keys, 111 E. Elm Street, Florence, South Carolina.

The other fortunate letter writers were Blanche B. McCreger, 534 South Denver Street, Kansas City, Missouri; R. F. Kraher, Dixon, Illinois; William Childs, 7711 Berri Street, Villeray, Montreal, Canada; Thomas F. Carr, 2711 Huntington Avenue, Newport News, Virginia, and E. D. Moore, 1015 West Van Horn Road, Independence, Missouri.

Each of these five received a copy of the regular edition of The Voice's book.

Once again ten more persons have an opportunity to win a prize copy of the interesting and helpful volume. You may be one of them. The Voice submits a new problem to you this week.

He invites you to solve it.

Think over the situation involved. Use your best judgment.

Then write a solution letter not more than two hundred words long, written on one side of the paper only. Mail it, postmarked not later than April 10, to The Voice of Experience, in care of RADIO GUIDE, 551 Fifth Avenue, New York, N. Y. RADIO GUIDE reserves the right to print any letters received.



The Voice of Experience examining some of the letters readers have sent to him in answer to other readers' problems

This Week's Problem

Dear Voice of Experience:

Last week, instead of going home for the week-end, I ran into New York with my fiancé to attend the games at Madison Square Garden. I was dumbfounded to see my father there with his lady secretary.

I telephoned mother and asked her what dad did during the week-end. She said he had to make a business trip to Chicago.

Now, my problem is this: Should I confront my father with my discovery, which at the same time would let him know that I had gone to New York without permission? Please tell me. PUZZLED

EXTRA! MR. AND MRS. X GIVE THEMSELVES UP!

EVERY major mystery calls forth a host of persons who insist upon assuming the guilt. And the mystery of identification attendant upon RADIO GUIDE's search for Mr. X, the Average Radio Listener, is no exception. Hundreds of letters have been received from readers who claim that the finger of responsibility points unerringly to them. Herewith are some of the things said by a few of those who have come forward:

Dear Mr. X Editor: Who is Mr. X? Maybe I am. I'll give you my qualifications and let you be the judge. I'm quite certain there is not a more ardent radio listener than I am.

I am 31 years of age; married, and have two children, a boy 9, and a girl 5. They are both very fond of radio entertainment. I have been a bookkeeper for the past 13 years, and have owned a radio since 1925, when broadcasting was in its infancy. I might say now that I have noted the improvement in the programs from year to year.

I live in a city of about 4,000 population with no local station; the nearest high power station being WCCO at Minneapolis. At present I am earning only \$55.00 per month, which means that I must depend on my radio (a seven tube Philco) for most of my entertainment.

The stations to which I listen must be: WJZ, WEA, WBBM, WCCO, WGN, WLS, WOC, WIO, KOA, KSL, KPO, WENR, KDKA, WTMJ, WABC, WLW, WSM, and WSB, these being the ones I can bring in easiest. I think there are too many really good programs on the air to say definitely which one is the best, but personally I prefer sport broadcasts and newscasts. Next I like classical and other musical programs, with good clean comedy

mixed in. The children, of course, prefer "Orphan Annie", "Wizard of Oz" and other good children's musical programs. I think the News Service comes in first in any man's mind, and then good musical programs. I enjoy symphony orchestrations of the better varieties. Programs are not always at their best, and neither are the listeners always in a receptive mood. I enjoy different programs at different times.

I think we should have more of the better drama programs. By this I mean revised productions suitable for radio, giving the full production instead of just short parts of them, as is being done in most cases. We in the smaller cities, who do not have the advantage of seeing these productions, would appreciate more of them. I don't believe in criticizing too much, because I believe the artists are giving us their best efforts; and after all, it costs us nothing.

I think that more discussions such as the President's talks from more of our statesmen would be appreciated. I don't mean a long-drawn-out political speech, but terse, compact messages that mean something.

I think any radio listener will agree with me that the advertising on the air is not a necessary evil, but rather the means by which we can determine to whom we are indebted for the program to which we are listening. I believe they must all agree that we are indebted to the sponsors for the wonderful talent that is brought to us in our own homes. These are only some of my opinions and reactions. I could say a lot more.

Ladysmith, Wis.

ROBERT M. BEAUMONT

Dear Mr. X Editor: How about a Mrs. X of the radio audience? I am speaking of the middle class city woman whom the de-

pression has deprived of theater tickets and countless other pleasures that broaden the housewife's outlook.

Frankly, I think the advertiser under-rates the intelligence of the listener. We're educated; we know and like good things. The best program can be ruined by the same old hackneyed commercials, redressed to fit respective advertisers. I have never heard but one commercial that really made me want to go out and buy the product mentioned.

Then I ask you—what busy woman has time to stop in the midst of scrubbing the kitchen to listen to Mrs. Hinky Dink make a Fluffy Ruffles cake? A lively dance tune is more in order. The world is full of cook books. And beauty and household hints—Ye Gods! Sponsors, give Mrs. X a break! Kansas City, Mo.

BETTY BEAL SWEENEY

Are You Mr. or Mrs. X?

What are the signs by which you will recognize Mr. (or Mrs.) X? Perhaps you are that much sought person! Send in your qualifications. Present your opinions. Say you are Mr. X or Mrs. X, if you believe you are. Let your letters contain no more than 150 words describing Mr. X. Please write on one side of the paper only. Address Mr. X Editor, in care of RADIO GUIDE, 423 Plymouth Court, Chicago, Illinois.

RADIO GUIDE reserves the right to publish any letters received.

RADIO ADVERTISING

A Blessing Only, No Menace to Any Sound Institution

By M. L. ANNENBERG

President and Publisher of RADIO GUIDE

THE new thing is criticized foolishly, at first, then accepted placidly then understood and praised as it should be.

When the locomotive came, it was said that hundreds of stage coach drivers would be put out of work. The locomotive gave new jobs to millions of workers, and paid to the least of them, more than any stage coach driver ever got.

The first inventor of the sewing machine was persuaded by his wife to break up his model, "because it would put so many poor sewing women out of work." Another man made a sewing machine, somebody else attached electric power to it. And it has given work to millions of women who could not have found work with the slow hand needle, and enabled them to earn in eight hours more than Hood's poor woman in "The Song of the Shirt" could have earned in two weeks.

The linotype machine made the old-time "hand type" compositor fear that the world was coming to an end, for him, the printer was doomed. There are five times as many printers working on linotype machines as there ever were working at the ease, straining their eyesight picking out the letters one at a time by hand.

The printing press was denounced. It would spread harmful ideas among the people, only the upper class should do the thinking, the lower classes should obey. Printed books should be kept away from them.

To Suppress Books

England passed a law requiring every writer of a book to deposit his manuscript with the public authorities, and wait patiently, perhaps for a year, for permission to print, after proper censorship. By that stupid law, English literature might have been bound down indefinitely, and stupid, meddling legislation even now might interfere with the usefulness of the radio, unless public opinion should exert itself.

Fortunately, English freedom of thought found a defender in the great Milton. He wrote his "Aeropageticæ," denouncing arrogant stupidity that would have chained liberty of thought and speech. The printing of "Aeropageticæ" killed, once and for all, the attempt to control the written word in England, and it is undoubtedly thanks to Milton, so wisely selected by Cromwell as secretary to put Cromwell's iron thought into words, that this nation has freedom of the press incorporated in its constitution.

The people may some day have to insert in their constitution a clause specifically guaranteeing "freedom of the radio." Freedom of the press means *freedom of thought and its expression*. The radio, newest and greatest medium for thought-

expression, supreme medium for spreading thought throughout the world, should be free as the air through which radio's message travels.

Why Radio Advertising?

There have been foolish objections to using the radio as a medium for advertising. This country has even been advised to follow the example of England, and forbid use of advertising by radio.

The United States should not follow but be warned by the example of England, warned by its dull, dismal radio programs, warned by the fact that owners of British radio sets are taxed to pay for a program, stupid and unattractive, and must "tune in" on programs that originate in France, Germany, or elsewhere on the continent, to escape dull British programs based on "no radio advertising, and no money to pay for good programs."

For newspapers, advertising makes possible the production of newspapers that people want, and for weeklies and magazines the same.

Mr. Curtis of the Saturday Evening Post has issued editions that actually cost to produce as much as thirty-five cents each, and more, yet these publications were distributed to readers at five cents each, sold to boys that distribute them at a price giving them a good profit.

Would anybody suggest forbidding advertising in the Saturday Evening Post, the New York Times, the San Francisco Examiner or the Chicago Tribune? Such a suggestion would be considered simply *idiotic*.

The suggestion that advertising by radio be interfered with, for any alleged "reason" is similarly *idiotic*. Advertising makes possible radio programs of the highest value, makes it unnecessary to lay any tax on radio instruments, once they are bought. We are taxed enough without that, Heaven knows.

Few things in this country are free, they include air, water, sunshine, and now the radio. Let us hope that official meddling will never interfere with that important freedom.

The Hitherto Inaccessible Now Free to All

There was a time when Grand Opera, performed in New York's Metropolitan Opera House, could be enjoyed only by the few that sat in the "diamond horseshoe," the other few that could pay eight dollars, plus government tax, for a seat in the orchestra, or the young and old, real lovers of music, that crowded the galleries, paying high prices even there.

Now, thanks to a radio advertiser George Washington Hill of the American Tobacco Company, the programs of the Metropolitan Opera House are sent through the air, carried free, in all their perfection of voice, melody and orchestration, to millions of houses that joyfully welcome them.

What an education in music for children, what a delight, what a spiritual consolation for millions of mothers, who never

had hoped to know the world's finest music, interpreted by the greatest artists, and the finest orchestras.

Christmas Eve comes, and millions are inspired, filled with happiness and gratitude, when radio brings to them the magnificent voice of the great artist, Schumann-Heink, singing the most beautiful of all Christmas songs, "Silent Night, Holy Night," announcing the divine birth.

This, as is proper, not connected with any advertising program, is a public contribution by one of the great radio corporations, the National Broadcasting Company.

Radio advertising, thanks to Mr. Young and Mr. Swope, who rule the General Electric Company, engages the learned and capable master of music, Dr. Danrosch, to select for performance by a carefully chosen orchestra the finest of the world's music, interpreting it with his own voice for millions of American homes, where mothers and children listen respectfully and thankfully.

Such an artist as Eddie Cantor, from a mere entertainer of small crowds such as could be seated in a Ziegfeld show, or other theatre, has been made an intimate friend in millions of homes, thanks to Chase & Sanborn, who pay a very large sum to Cantor, although nothing like what his work deserves, and pay for the radio that carries his voice all over the nation.

Voices of Important Men

Indefinitely you could multiply instances of great service rendered by the radio, and advertising enterprise connected with radio.

It enables Henry Ford to address the nation, on subjects far from advertising, and his son Edsel Ford, to greet and encourage at the same moment every Ford dealer in the United States and Canada, and across the ocean in Great Britain, and elsewhere.

It enables Harvey Firestone, Jr., son of a brilliant father, to talk to millions that use his father's product, so well known that it is not necessary to mention its name.

Radio, thanks to advertising energy, enterprise and generosity, brings to the public the most important and delightful personalities, the most magnificent, inspiring music, the news as it occurs hour by hour, events of the world and views of the most important men. All these things are offered to all of the public, to the solitary dweller in a city hotel that advertises intelligently "a radio in every room," or the still more lonely man in his little cabin on the desert, or his log hut in the forest. There comes to them, through the ether all that is worth while and interesting.

Advertising Is the Commissariat of Radio

When an army sallies forth to conquer, it goes to redress a national wrong, protect from attack, or other reason. It does not go forth to eat, but *it must eat*. No army will go far without its commissary department providing food as the army marches. It is not true, as has been said, that "an army marches on its belly," but it is true that a hungry army, a half-starved army,

an army that is not paid is a discouraged and not very valuable army.

What the commissariat is to the army, and its efficiency in war, the advertising department is to the radio, and its efficiency in education, entertainment, and in establishment of close relations, mental brotherhood among men.

Helpful to True Newspaper Enterprise

Some newspaper editors object to what they call "competition of radio." They think money spent on radio advertising should be spent in newspapers, that advertising "belongs to them." In this country, advertising and other rewards belong to the man that can earn them. Nobody has any God-given right to anything.

Intelligent publishers know that, far from being harmful competitors, radio and radio advertising will, in the end, prove to be useful collaborators of true newspaper enterprise.

It is a timid publisher who has not enough confidence in his own newspaper to feel that it can survive honest competition. Such a man would do well to sell his newspaper and buy a soda water fountain. The radio cannot, as yet, supply ice cream sodas.

Advertising is minimized, kept in the background in radio broadcasts. Mr. Alfred P. Sloan, Jr.'s radio advertising of General Motors, for instance, admirably planned, is not *detailed advertising*. It is more a *reminder, an artistic awakening of interest*. It does not compete, or pretend to compete, with detailed advertising in newspaper, the magazine or weekly, in which exact reasons for buying a Chevrolet, Pontiac, LaSalle, Buick, Cadillac, etc., with "knee action" and "non-draft ventilation," are set forth in convincing words and striking pictures.

Mr. Sloan, advertising by radio, for General Motors, makes it necessary for his advertising department to concentrate more intelligently, intensively on advertising by the printed page, that his great organization may get the benefit of the nation-wide interest in his product, aroused by radio.

Neglecting Nothing—Utilizing Everything

What is true of Mr. Sloan, is also true of Mr. Chrysler, who talks directly to his agents and the public, through the ether, true of various special brands, true of every thoroughly American enterprise that realizes the importance of neglecting nothing and utilizing everything within reach.

Newspapers should help to build up the radio, and the intelligent newspaper will do so.

The radio will help to promote and increase advertising in newspapers, magazines, weeklies.

Whatever benefits all the people of the United States benefits every good worker, advertiser, manufacturer in the United States.

And the radio at this moment, apart from the Church and public schools, is the American people's greatest blessing.

Sunday, April 1

Log of Stations

(NORTH ATLANTIC EDITION)

Call Letters	Kilo-cycles	Power, Watts	Location	Network
KOKA	980	50,000	Pittsburgh, Pa.	NBC
WAAB†	1410	500	Boston, Mass.	CBS
WABC	860	50,000	N. Y. City, N. Y.	CBS
WBAL†	1060-760	10,000	Baltimore, Md.	NBC
WBZ	990	50,000	Boston, Mass.	NBC
WBZA	990	1,000	Springfield, Mass.	NBC
WCAU	1170	50,000	Philadelphia, Pa.	CBS
WCSH	940	1,000	Portland, Me.	NBC
WDRCT	1330	500	Hartford, Conn.	CBS
WEAF	660	50,000	N. Y. City, N. Y.	NBC
WEEI	590	1,000	Boston, Mass.	NBC
WFIT†	560	1,000	Philadelphia, Pa.	NBC
WGY	790	50,000	Schenectady, N. Y.	NBC
WHAM	1150	50,000	Rochester, N. Y.	NBC
WIP†	610	500	Philadelphia, Pa.	CBS
WJAS†	1290	1,000	Pittsburgh, Pa.	CBS
WJSV†	1460	10,000	Washington, D.C.	CBS
WJZ	760	50,000	N. Y. City, N. Y.	NBC
WLBZ†	620	500	Bangor, Maine	CBS
WLIT†	560	1,000	Philadelphia, Pa.	NBC
WLW*	700	50,000	Cincinnati, Ohio	NBC
WMAL†	630	500	Washington, D.C.	NBC
WNAC	1230	1,000	Boston, Mass.	CBS
WOKO†	1440	500	Albany, N. Y.	CBS
WOR	710	50,000	Newark, N. J.	
WRC†	950	500	Washington, D.C.	NBC
WRVA†	1110	5,000	Richmond, Va.	NBC
WTIC†	1060	50,000	Hartford, Conn.	NBC

†Network Programs Listed Only.
 §Full Day Listings; Night Network Only.
 *Evening Programs Listed Only.
 §Local Day, Full Night Programs Listed.

Notice

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

MORNING

8:00 A.M.
 NBC—Easter Sunrise Service from Walter Reed Hospital; WEAF WGY WRC
 CBS—Easter Sunrise Service; WABC
 NBC—Samovar Serenade; WJZ WBAL WBZ WBZA WMAL
 Y. N.—Radio Carollers; WNAC WLBZ

8:15 A.M.
 NBC—Melody Hour; Guest Soloist; Grande Trio; WEAF WGY WRC

8:30 A.M.
 CBS—Easter Sunrise Service; Hollywood Bowl; WABC WCAU WOKO WJSV
 NBC—Low White at the Dual Organ; WJZ WBAL WBZ WBZA WMAL
 NBC—The Balladeers, male chorus; Instrumental Trio; WEAF WGY WRC
 WCSH—Easter Service First Radio Parish

8:45 A.M.
 WNAC—News Flashes; Weather Reports

9:00 A.M.
 NBC—Mexican Typica Orchestra; WEAF WGY WRC
 NBC—Easter Sunrise Service from Mt. Davidson, San Francisco; WJZ WBAL WHAM WMAL KDKA WBZ WBZA
 WAAB—Easter Sunrise Service (CBS)
 WCSH—Thirteen Class
 WNAC—Bouquet of Memories

9:30 A.M.
 CBS—Sunday Morning at Aunt Susan's, children's program; WABC WOKO WJAS
 NBC—Norwegian Easter; Chorus; Soloist; Organist; WEAF WGY WRC
 WCAU—Prophetic Testimony of Philadelphia
 WNAC—Concert Musicale

9:45 A.M.
 NBC—Alden Edkins, bass-baritone; WEAF WGY WRC
 WCAU—Studio Program

10:00 A.M.
 NBC—The Radio Pulpit; Dr. S. Parkes Cadman, talk; WEAF WGY WRC
 CBS—Church of the Air; WABC WOKO WDRCT WJAS WJSV WIP WAAB WLBZ
 NBC—Southland Sketches; Southernaires, male quartet; vocal soloists; WJZ WBZ WBZA KDKA WBAL WHAM WMAL
 WCAU—Mario de Campo, tenor; Eric Wilkinson, organist
 WNAC—The Watchtower Program
 WRVA—Lessons in Living, Dr. Douglas S. Freeman

10:15 A.M.
 WCSH—Musical Program
 WNAC—Uncle Bob Houghton children's program

10:30 A.M.
 NBC—Road to Romany, Gypsy Music; WEAF WGY WCSH WEEI WLIT WRC WFI
 CBS—Melody Parade WOKO WDRCT WCAU WJAS WLBZ WJSV

Look for the Bell Δ for Religious Services and Programs

CBS—Ben Alley tenor; WABC
 NBC—Music and American Youth; Concert by Denver School Musicians; WJZ WBAL WBZ WBZA WHAM WMAL
 KOKA—Sacred Songs
 WOR—Newark Museum Talk

10:45 A.M.
 CBS—The Playboys; WABC WDRCT WJAS WOKO WJSV WCAU WNAC
 KOKA—First Presbyterian Church Services
 WOR—Current Legal Topics, Robert Daru

11:00 A.M.
 NBC—International Broadcast from Lipsia; Boys' Choir; WJZ WHAM WMAL WBAL WBZ WBZA
 NBC—Press Radio Bureau, news; WEAF WRC WGY
 CBS—Children's Hour, Juvenile Variety Program; WABC WCAU
 CBS—Rhoda Arnold and Taylor Buckley, duets; WOKO WJSV WLBZ
 KDKA—First U. P. Church
 WCSH—State Street Congregational Church Services
 WEEI—Morning Service, Old South Church of Boston
 WNAC—Morning Service, Temple Israel
 WOR—"The Moderns"; Dorothy Minty, violinist; Olga Zundel, cellist; Mercedes Bennet, pianist
 WRVA—Second Presbyterian Church Services

11:05 A.M.
 NBC—Hall and Gruen, piano team; WEAF WBZ-WBZA—Spiritual Singers
 WGY—Union College Chapel
 WHAM—St. Paul's Episcopal Church Service

11:15 A.M.
 NBC—Major Bowes' Capitol Family vocalists; male quartet; orchestra; WEAF WRC
 NBC—Morning Musicale; Musical Art Quartet; WJZ WHAM WMAL
 WBZ-WBZA—Safety Crusade

11:30 A.M.
 NBC—The Poet Prince; Anthony Frome, tenor; Dick Leibert, organist; WJZ WHAM
 CBS—Salt Lake City Tabernacle Choir and Organ; WOKO WJSV WLBZ
 WBAL—The Wheel of Life
 WBZ-WBZA—Radio Nimble Wits, Everett Smith
 WOR—George Shackley, organist

11:45 A.M.
 NBC—Phantom Strings; Aldo Ricci, director; WJZ WBAL WMAL WHAM
 WBZ-WBZA—Metropolitan Organ Recital, Arthur Martel

AFTERNOON

12:00 Noon
 NBC—Major Bowes' Capitol Family; WFI WGY
 CBS—Salt Lake City Tabernacle Choir and Organ; WABC WJAS
 WBZ-WBZA—Weather Reports; Studio Program
 WCAU—Watch Tower Program
 WOR—Uncle Don Reads the Comics

12:15 P.M.
 NBC—Gordon String Quartet; WEAF WEEI WFI WCSH WRC
 NBC—University of Chicago Round Table Discussion; Current Topics; WEAF WGY WEEI
 CBS—Salt Lake City Tabernacle Choir and Organ; WNAC WIP
 NBC—Baby Rose Marie, songs; WJZ WBZ WBZA WBAL KDKA WHAM WMAL
 WCAU—Ben Greenblatt, pianist
 WGY—Three Schoolmaids
 WRVA—Watch Tower Program

12:30 P.M.
 CBS—Tito Guizar, tenor; WABC WNAC WDRCT WCAU WJAS WJSV
 NBC—Radio City Concert; Symphony Orchestra; Chorus and Soloists; WJZ WBAL KDKA WBZ WBZA WHAM WMAL
 WCSH—Christian Science Program
 WOR—The New Poetry, A. M. Sullivan; Joseph Campbell, guest star

12:45 P.M.
 CBS—Easter Carol Service from St. George Chapel, England; WABC WCAU WNAC WOKO WJAS
 WCSH—Musical Program
 WJSV—Did You Know That?
 WLIT—U. of Chicago Round Table, discussion

1:00 P.M.
 NBC—The Easter Parade on 5th Avenue; WEAF WGY WLIT WRC
 CBS—Church of the Air; WABC WOKO WJAS WJSV WDRCT WIP WAAB WCAU
 WCSH—First Radio Parish
 WNAC—Catholic Truth Period
 WOR—Perole String Quartet; Joseph Coleman, conducting; Edward Lay, baritone

1:30 P.M.
 NBC—Surprise Party; Mary Small, juvenile singer; Guest Artists; William Wirge's Orchestra; WEAF WEEI WCSH WFI WGY WRC
 CBS—Lazy Dan, the Minstrel Man; Irving Kaufman; WABC WCAU WJAS WJSV WDRCT
 NBC—National Youth Conference; Dr. Daniel A. Poling, speaker; WJZ WBAL WBZ WBZA WMAL
 KOKA—Old Songs of the Church
 WHAM—Rochester Catholic Hour
 WRVA—Jewish Hour

1:45 P.M.
 KOKA—Charley Agnew's Orchestra
 WRVA—Beauty That Endures

2:00 P.M.
 NBC—Gene Arnold and the Commodores; WEAF WEEI WCSH WGY WRC
 CBS—Broadway Melodies, Helen Morgan, Jerry Freeman's Orchestra and Chorus; WABC WNAC WCAU WJAS WJSV
 NBC—Bar X Days and Nights, romance of the early West; WJZ WBAL WBZ WBZA KDKA WMAL
 WHAM—Down Melody Lane
 WOR—Radio Forum

2:30 P.M.
 NBC—Travelogues; Malcolm La Prade; WEAF WGY WCSH WRC
 CBS—The Big Hollywood Show; Abe Lyman's Orchestra and Accordion; WABC WOKO WNAC WCAU WDRCT WJSV
 NBC—Rings of Melody; Ohman and Arden, piano duo; Arlene Jackson, songs; Edward Nell Jr., baritone; WJZ KDKA WBAL WHAM WBZ WBZA WMAL
 WEEI—Garden of Melody
 WOR—Matinee Today; Variety Program; Orchestra and Soloists

2:45 P.M.
 NBC—Gems of Melody; Muriel Wilson, soprano; Fred Hulsmit, tenor; Harold Sanford's Orchestra; WEAF WCSH WGY WEEI WRC

3:00 P.M.
 NBC—Wayne King's Orchestra; WEAF WEEI WCSH WGY WLIT WRC
 CBS—New York Philharmonic Symphony Orchestra; Hans Lange conducting; WABC WOKO WAAB WDRCT WJSV WIP WLBZ WJAS
 NBC—Frances Langford; Three Scampys; Richard Hinber's Orchestra; WJZ WBZ WBZA WHAM KDKA WMAL
 WCAU—Studio Program
 WNAC—Behind the Microphone
 WOR—Talk by Dr. Thomas E. Little

3:15 P.M.
 WCAU—Rice Longaker's Orchestra
 WNAC—Bill Bigley's Orchestra

3:30 P.M.
 NBC—The Garden Program; Mario Chamlee, tenor; Karl Schulte Directing Orchestra; WEAF WLIT WGY WCSH WEEI WRC
 NBC—Jan Garter's Orchestra; WJZ WBAL WBZ WBZA KDKA WHAM WMAL
 WNAC—Francis J. Cronin at the console
 WOR—Pauline Alpert, The Whirlwind Pianist

3:45 P.M.
 WCAU—Diary of a Newspaper Man
 WNAC—Larry Thornton, tenor
 WOR—Madame Olyanova, graphologist

4:00 P.M.
 NBC—Looking Over the Week; John B. Kennedy; WEAF WLIT WEEI
 NBC—Albert Payson Terhune, dog drama; WJZ KDKA WBZ WBZA WHAM WBAL WMAL
 Coughlin Net—Rev. Father Charles E. Coughlin; WCAU WNAC WOR WOKO WJAS WDRCT WLBZ
 WCSH—Studio Program
 WGY—Carmelo Cascin, pianist

4:15 P.M.
 NBC—Dion Kennedy, organist; WJZ KDKA
 NBC—Lillian Bucknam, soprano; Instrumental Trio; WEAF WEEI WCSH WGY WLIT WRC WGY WRC
 WBAL—Watchtower Program
 WBZ-WBZA—Fascinating Facts
 WHAM—Choir Rehearsal

4:30 P.M.
 NBC—The Hoover Sentinels, concert; Edward Davies, baritone; Chicago A Capella Choir; orchestra director Joseph Koestner; WEAF WEEI WCSH WGY WFI WRC
 NBC—Princess Pat Players, dramatic sketch; WJZ WBZ WBZA WBAL WHAM KDKA WMAL

5:00 P.M.
 NBC—To be announced; WEAF WEEI WCSH WGY WFI WRC
 CBS—Roses and Drums, dramatization; WABC WAAB WJAS WJSV
 NBC—National Vespers; Dr. Harry Emerson Fosdick, talk; WJZ WBAL WBZ WBZA WHAM KDKA WMAL
 WCAU—Rev. Donald G. Barnhouse
 WNAC—Ted Hanson's Orchestra
 WOR—Phil Cook, "The Colonel and the Nut"

High Spot Selections For The Day

8:30 a. m.—Easter Sunrise Service, Hollywood Bowl; CBS-WABC network.
 1:00 p. m.—Easter Parade on 5th Avenue; NBC-WEAF network.
 2:30 p. m.—Hollywood Show; Abe Lyman; CBS-WABC network.
 3:00 p. m.—Philharmonic Symphony; Hans Lange; CBS-WABC network.
 3:30 p. m.—Mario Chamlee; NBC-WEAF network.
 4:00 p. m.—Father Coughlin's Address; Private network including WOR.
 4:30 p. m.—Hoover Sentinels concert; director Josef Koestner; NBC-WEAF net.
 6:00 p. m.—Lily Pons; Metropolitan chorus; Serafin conducting; NBC-WJZ network.
 6:30 p. m.—Ed McConnell; CBS-WABC.
 6:45 p. m.—Family Theater; Act II at 7:30 with scene from "Men In White"; CBS-WABC network.
 7:00 p. m.—Groucho and Chico Marx; Freddie Martin's orchestra; CBS-WABC.
 7:30 p. m.—Joe Penner; NBC-WJZ network.
 8:00 p. m.—Eddie Cantor; NBC-WEAF net.
 8:00 p. m.—Bourjois Evening in Paris; soloists; Shikret's orchestra; CBS-WABC.
 8:30 p. m.—Fred Waring; CBS-WABC net.
 9:00 p. m.—George M. Cohan; NBC-WJZ.
 10:00 p. m.—Jack Benny; NBC-WEAF net.
 10:30 p. m.—Hall of Fame; Irene Dunne, guest star; NBC-WEAF network.

5:15 P.M.
 NBC—Waves of Romance; Vincent Calendo, vocalist; WEAF WEEI WGY WRC WCSH
 WOR—Michael Bartlett, tenor; Trio

5:30 P.M.
 NBC—Talkie Picture Time, sketch; WEAF WEEI WCSH WGY WRC
 CBS—Frank Crumit and Julia Sanderson, songs; WABC WOKO WAAB WCAU WDRCT WJSV
 NBC—Grand Hotel, dramatic sketch; WJZ WBAL WBZ WBZA KDKA WHAM WMAL
 WNAC—Highways of Melody; Alice O'Leary, contralto; Adrian O'Brien, tenor and two pianos
 WOR—Robert Reud, "Town Talk"; Cobina Wright, soprano

5:45 P.M.
 WNAC—Musical Interlude

NIGHT

6:00 P.M.
 CBS—To be announced; WABC WCAU WJAS WJSV WOKO WDRCT
 NBC—Catholic Hour, Rev. Dr. Fulton J. Sheen; WEAF WEEI WCSH WLIT WGY WRVA WRC
 NBC—Symphony Concert Orchestra; Lily Pons and Metropolitan Opera Chorus; Guest Artists; Tullio Serafin, Guest Conductor; WJZ WBZ WBZA WHAM WBAL WLW KDKA WMAL
 CBS—Around the Console; WIP
 WNAC—News Service; Weather Forecast
 WOR—Uncle Don

6:15 P.M.
 WNAC—The Crusaders

6:30 P.M.
 CBS—Smiling Ed McConnell; WABC WCAU WDRCT WJSV WJAS
 NBC—Our American Schools; speaker; WEAF WLIT WGY WRC WRVA
 WCSH—Studio Program
 WEEI—Studio Program
 WNAC—George Hinkle and Arthur Anderson; "Street of Dreams"
 WOR—Bobby Burns Brotherhood of Youth

6:45 P.M.
 CBS—Family Theater, Act I; Lean and May field; James Melton and Orchestra; WABC WJAS WDRCT WOKO WNAC WLBZ WCAU
 NEN—The Fullerettes, Frim Sisters and Billy Payne; WCSH WEEI
 WOR—Talk on Lottery Bill, Cong. Ed. A. Kennedy

7:00 P.M.
 NBC—Court of Human Relations, drama; WEAF WGY WCSH WRC
 CBS—The Marx Brothers, Groucho and Chico, Freddie Martin's Orchestra; WABC WNAC WDRCT WCAU WJSV WJAS WOKO WLBZ
 NBC—Charlie Previn's Orchestra; guest artist; WJZ WBAL WBZ WBZA KDKA WLW WHAM WRVA WMAL
 WEEI—Maohaitan Merry-go-round
 WOR—The Milban String Trio

7:15 P.M.
 WOR—Comedy Stars of Hollywood

7:30 P.M.
 CBS—Family Theater; Act II; Guest Star; WABC WDRCT WOKO WJAS WNAC WLBZ WCAU
 NBC—Joe Penner, comedian; Harriet Hilliard, vocalist; Ozzie Nelson's Orchestra; WJZ WBAL WBZ WBZA KDKA WLW WRVA WHAM WMAL
 WEEI—Garden Talk
 WOR—The Bible Camera, Stokes Lot; organ music

WHAT WOULD
 \$5,000.00
 IN CASH
 MEAN TO YOU?
 See Last Page

BEHIND THE SCENES IN THE STUDIOS

(SUNDAY CONTINUED)

7:45 P.M.

NBC—Wendell Hall, songs and ukelele: WEA
WLIT WGSW WGY WRC
CBS—Rin Tin Tin Thriller WABC WNAC WCAU
WJSV WJAS WIP
WOR—Vera Brodskiy and Gold Triggs piano duo

8:00 P.M.

CBS—BOURJOIS EVENING IN PARIS; Milton
Watson, tenor; Katherine Carrington, so-
prano; Claire Majette; Nat Shilkret's Or-
chestra; Andre Baruch, M. C.: WABC WOKO
WNAC WCAU WJSV WJAS
NBC—Eddie Cantor, comedian; Rubinfoff's Orches-
tra: WEA WGSW WLW WGY WTIC WRVA
WLIT WBZ WBZA WRC
NBC—Barnhart Symphony Band: WJZ WBAL
WHAM
KDKA—Weather, Sports Reports
WEEI—The Jenny Concert
WOR—Melodoscope, Conductors Willard Rob-
son, George Shackley, Merle Johnson: Vocal
ists

8:15 P.M.

KOKA—Dance Orchestra
WMAL—Barnhart Symphony (NBC)

8:30 P.M.

CBS—Fred Waring's Orchestra: WABC WDR
WOKO WCAU WJSV WNAC WJAS WLBZ
WJAS
WHAM—Twilight Interlude

9:00 P.M.

NBC—Manhattan Merry Go Round, Tamara Rus-
sian blues singer; David Percy; Men About
Town, Orchestra: WEA WTIC WGY WFI
WRC
CBS—The Seven Star Revue, Nino Martini,
Erno Rapee's Orchestra, Jane Froman, Ted
Husing, Glee Club, WABC WOKO WNAC
WDR WCAU WJSV WJAS
NBC—The George M. Cohan Revue; Frank Park-
er, tenor; The Pickens Sisters, quartet; Al
Goodman's Orchestra: WJZ WBAL WBZ
WBZA WRVA WLW KDKA WHAM WMAL
WGSW—Kathadin Mountaineers
WEEI—Studio Program
WOR—Organ Reveries, Elsie Thompson; readings
Larry Reilly

9:30 P.M.

NBC—American Album of Familiar Music; Frank
Munn tenor Virginia Rea, soprano; Ohman
and Arden; Bertrand Hirsch, violinist; Con-
cert Orchestra: WEA WEEI WGSW WFI
WGY WRVA WRC
NBC—Walter Winchell WJZ WBAL WBZ
WBZA KDKA WLW WHAM WMAL
WOR—Harry H Balkin, character analyst

9:45 P.M.

NBC—Adventures in Health, drama: WJZ WBAL
KDKA WHAM WBZ WBZA WMAL
NBC—L'Heure Exquise; Vocal and Instrumental:
WJZ WBAL WHAM WMAL
KOKA—Romance of Dan and Sylvia
WBZ-WBZA—Joe and Bateese, skit
WCAU—House Warmine
WNAC—Jack Ingersoll's Sport Page
WLW—Unbroken Melodies
WOR—Los Chicos, Spanish revue

10:00 P.M.

NBC—Jack Benny and Mary Livingstone; Frank
Parker, tenor; Frank Black's Orchestra:
WEA WTIC WEEI WGSW WFI WRVA
WLW WGY WRC
CBS—Patri's Dramas of Childhood: WABC
WOKO WAAB WDR WCAU WJSV WJAS
NBC—K Seven, spy drama: WJZ WBAL WHAM
WMAL
CBS—Chappie Willet's Orchestra: WIP
KDKA—In a Garden
WBZ-WBZA—Old Farmer's Almanac
WNAC—Phil Harris' Orchestra
WOR—New York Opera Association; Mozart's
"Requiem"

10:15 P.M.

WBZ-WBZA—Sports Review Bill Williams

10:30 P.M.

NBC—L'Heure Exquise: WJZ WBAL WHAM
WMAL
NBC—Hall of Fame; Irene Dunne, guest artist;
Nat Shilkret's Orchestra: WEA WGY WFI
WEEI WTIC WGSW WLW WRC
CBS—Ernest Hutcheson, concert pianist; Con-
cert Orchestra; Howard Barlow, conductor:
WABC WOKO WAAB WDR WJAS WJSV
WLBZ

10:45 P.M.

KOKA—Nancy Martin
WBZ-WBZA—L'Heure Exquise (NBC)
WNAC—News Flashes Weather

11:00 P.M.

NBC—International Tid Bits: WJZ WBAL
CBS—H. V. Kaltenborn, news: WABC WOKO
WDR WJAS WIP WAAB WJSV
NBC—Siberian Singers: WEA WFI WEEI WGY
WGSW WRC WTIC
KDKA—Sports News Flashes
WBZ-WBZA—Weather Temperature: Organ Re-
cital
WCAU—Boake Carter talk
WHAM—Cato's Vagabonds
WLW—Dimmick's Orchestra
WNAC—News Service
WOR—"Moonbeams"

11:15 P.M.

NBC—Roxanne Wallace, contralto; Richard Leib-
ert, organist: WEA WFI
CBS—Little Jack Little's Orchestra: WABC
WDR WCAU WJAS WJSV WOKO WNAC
WLBZ
NBC—Ennio Bolognini, cellist: WJZ WBAL
WMAL WGY WGSW
KOKA—Missionary Broadcast
WLW—Johnny Hamp's Orchestra

ONE of radio's most unusual artists is the newly introduced Hazel Garrett, star of the "Sam Moore" programs on a CBS network. The program originates in the studios of WCAU, Philadelphia, and is heard at 8:45 a. m. on Tuesdays, Thursdays and Fridays.



HAZEL GARRETT

Miss Garrett is spoken of among musicians as the girl with the Theramin voice, as the quality of her tones is marked for its similarity to the rich timbre of the impulse-controlled instrument born of radio.

To produce the effect she sings with hands cupped in front of her mouth, an expedient which controls the quality of her high and low notes.

THE PRESIDENT'S SON, James Roosevelt, will resume his talks over the Yankee Network on Tuesday, April 3. The weekly chats will continue each Tuesday at 7:45 p. m. Until a month ago the eldest scion of the "first family" was heard in a series of these informal talks but retired from the microphone for a brief vacation. His return is welcomed by listeners who gleaned from his chats much information about national events and the personalities about whom they revolve.

RATHER THAN submit to the arbitrary ruling on news broadcasting, Station WEEI, Boston, has submitted a commentative feature by Breed Walker. He will confine himself to observations on New England life and people. The program is known as "Hello New England."

11:30 P.M.

NBC—Phil Harris' Orchestra: WEA WFI WTIC
WGY WGSW WEEI WLW WRC
NBC—Ben Pollack's Orchestra: WJZ WBAL WBZ
WBZA WHAM
WOR—Bud Fisher's Orchestra

11:45 P.M.

CBS—Fritz Miller's Orchestra: WABC WNAC
WDR WCAU WJSV WJAS WLBZ WOKO
WIP—Harry Sosnik's Orchestra (CBS)

12:00 Mid.

NBC—Frankie Master's Orchestra: WEA WLV
WGY WTIC WFI
CBS—Charlie Davis' Orchestra: WABC WJSV
WOKO WNAC WCAU
NBC—Jimmy Lunceford's Orchestra: WJZ WBZ
WBZA WBAL WHAM KDKA
WOR—Paul Tremaine's Orchestra

12:30 A.M.

NBC—Clyde Lucas' Orchestra: WJZ WBZ WBZA
WHAM WLW
CBS—Henry Busse's Orchestra: WABC WJSV
WCAU WOKO WNAC
NBC—Carlos Molina's Orchestra: WEA WFI
WEEI WFI
KDKA—DX Club

Famous Network Stars
LUM and ABNER

Lovable old characters from the hill country

NOW ON WCCO-10 P.M.
810 Kilocycles
Monday—Tuesday—
Wednesday—Thursday
Sponsored by
HORLICK'S
THE ORIGINAL
MALTED MILK

and is heard daily except Sunday at 6:30 and 11:05 p. m. WEEI particularly calls attention to the fact that Walker's talks are not intended as a substitute for news. WEEI also announces a full schedule of late dance programs, William Scott's, Ranny Weeks' and Morey Pearl's orchestras rounding out the schedules for the entire week.

RADIO'S CONQUEST of distance is

attested by the long-standing friendship between Fred Webber, KDKA announcer, and A. Gordon Lee of Capetown, South Africa. The two have never met but Lee began writing Webber some time ago and today they exchange correspondence regularly. The Capetown listener reported that he shaves every morning to the music from Webber's Chatterbox program at 11:30 p. m. Letters require a month and three days to reach the widely separated correspondents.

WINNIE'S WORRY

—by Gil



4 WEEKS LATER
New pounds for skinny figures —quick!

Thousands gaining 5 to 15 lbs. and lovely curves in a few weeks with amazing new double tonic

DOCTORS for years have prescribed yeast to build up health. But now with this new discovery you can get far greater tonic results than with ordinary yeast—regain health, and in addition put on pounds of firm, good-looking flesh—and in a far shorter time.

Not only are thousands quickly gaining beauty-bringing pounds, but also clear, radiant skin, freedom from constipation and indigestion, new pep.

Concentrated 7 times

This amazing new product, Ironized Yeast, is made from special brewers' ale yeast, imported from Europe, the richest yeast known, which by a new process is concentrated 7 times—made 7 times more powerful.

But that is not all! This marvelous, health-building yeast is ironized with 3 special kinds of strengthening iron.

Day after day, as you take Ironized Yeast, watch flat chest develop, skinny limbs round out attractively, new health come.

Results guaranteed

No matter how skinny and weak you may be, this marvelous new Ironized Yeast should build you up in a few short weeks as it has thousands. If you are not delighted with the results of the very first package, your money instantly refunded.

Special FREE offer!

To start you building up your health right away, we make this absolutely FREE offer. Purchase a package of Ironized Yeast at once, cut out the seal on the box and mail it to us with a clipping of this paragraph. We will send you a fascinating new book on health, "New Facts About Your Body", by an authority. Remember, results are guaranteed with the very first package—or money refunded. At all druggists. Ironized Yeast Co., Dept. 114, Atlanta, Ga.

Monday, April 2

MORNING

8:00 A.M.
 CBS—On the Air Today: WABC
 NBC—Organ Rhapsody; Richard Leibert, organist; WEAF WFI WCSI
 CBS—Salon Musicale: WCAU
 NBC—Morning Devotions; Soloists: WJZ
 WBAL WBZ WBZA KDKA WRC
 WEEL—Morning Train Catcher
 WGY—Musical Clock
 WHAM—Kindly Thoughts
 WJSV—The Sun Dial, Arthur Godfrey
 WNAC—Shopping Around the Town
 WOR—John, Joe and Frosini

8:05 A.M.
 CBS—Salon Musicale: WABC
 WOR—Daily Produce Reporter

8:10 A.M.
 WOR—Al Woods, songs and patter

8:15 A.M.
 NBC—Don Hall Trio: WJZ WBAL WHAM
 KOKA—Tummy and Sherlock
 WBZ-WBZA—Duke Dewey's Hickory Nuts
 WCSI—Morning Devotions
 WEEL—Caroline Cabot's Shopping Service
 WOR—Al Woods, songs and patter
 WRC—Organ Rhapsody (NBC)

8:30 A.M.
 NBC—Cheerio, Inspirational talk; Music: WEAF
 WGY WEEL WCSI WFI WRC
 CBS—Sunny Melodies; Mark Warnow, Conductor: WABC WCAU
 NBC—Lew White at the Dual Organ: WJZ
 WBAL KDKA WBZ WBZA
 WHAM—Among My Souvenirs
 WOR—Martha Manning

8:45 A.M.
 WCAU—Sam Moore's Meeting
 WHAM—Lew White, organist (NBC)
 WOR—Orchestral Program

9:00 A.M.
 NBC—Morning Glories; Dance Orchestra: WEAF
 WLIT WCSI
 NBC—Breakfast Club; Dance Orchestra: WJZ
 WBAL KDKA
 CBS—Andy Arcari; Three Naturals: WABC
 WOKO WNAC WDRC WCAU WJAS WLBZ
 WBZ-WBZA—Shopping News, Virginia Reade
 WEEL—Clothes Institute
 WGY—Musical Program
 WHAM—Tower Clock Program
 WJSV—Woman's Hour
 WOR—"Our Children," with Mary Olds; Edward Nell, Jr., baritone; George Shackley, organist

9:15 A.M.
 NBC—Landt Trio and White, songs and comedy: WEAF WLIT WCSI WGY WEEL WRC
 CBS—Madison Ensemble: WABC WDRC WJAS
 WNAC WOKO WIP WLBZ
 WCAU—Words and Music
 WHAM—Breakfast Club (NBC)
 WOR—Your Friendly Neighbor, talk

9:30 A.M.
 NBC—Bradley Kincaid, the Mountain Boy, songs: WEAF WCSI WGY WRC
 CBS—Metropolitan Parade: WABC WDRC
 WJAS WNAC WOKO
 NBC—Breakfast Club: WBZ WBZA
 KOKA—Style and Shopping Service
 WEEL—Shopping Service; Jean Abbey
 WOR—Musical Program

9:45 A.M.
 NBC—Florenda Trio: WEAF WCSI WFI WEEL WRC
 CBS—Metropolitan Parade: WCAU WLBZ
 KOKA—News, Minute Manners
 WBAL—Shopping with Nancy Turner
 WGY—Martha and Hal
 WOR—Phil Harris' Orchestra

9:55 A.M.
 NBC—Press-Radio Bureau, News: WJZ

10:00 A.M.
 NBC—Josephine Gibson, Hostess Counsel: WJZ
 WBZ WBZA WBAL KDKA WHAM WMAL
 NBC—Easter Egg Rolling Contest on White House Lawn: WEAF WCSI WEEL WRC
 WCAU—Lady Charms; Mary Catherine McDonough
 WGY—Hank Keene and his Gang
 WNAC—Buddy Clark, soloist
 WOR—Alfred W. McCann Pure Food Hour

10:15 A.M.
 NBC—Clara, Lu 'n' Em, gossip: WEAF WEEL WFI WRC
 CBS—Bill and Ginger, songs and patter: WABC
 WOKO WNAC WCAU WJAS WJSV
 NBC—Clara Lu 'n' Em: WJZ WBAL WBZ
 WBZA WHAM WCSI
 KDKA—Studio Program
 WGY—Mid-Morning Devotions

10:30 A.M.
 CBS—Press-Radio Bureau, News: WABC WJSV
 WCAU WJAS WDRC
 NBC—Today's Children, dramatic sketch: WJZ
 WBAL WBZ WBZA KDKA WMAL
 NBC—Press-Radio Bureau, News: WEAF WFI
 WCSI WRC
 WEEL—Contract Bridge; Mrs. Charles Geissler
 WGY—Market Basket
 WHAM—"Mrs. Thrifty Buyer"
 WNAC—Yankee Mixed Quartet

10:35 A.M.
 CBS—The Merry-makers: WABC WAAB WJSV
 WCAU WDRC WJAS
 NBC—Morning Parade: WEAF WEEL WCSI WFI
 WRC

10:45 A.M.
 NBC—Jack and Loretta Clemens, songs: WJZ
 CBS—Will Osborne's Orchestra; Pedro De Cordoba, philosopher: WABC WDRC WCAU
 WOKO WNAC WJAS WLBZ
 NBC—Press-Radio Bureau, News: WBAL WBZ
 WBZA WHAM WMAL
 E. T.—School of Cookery: WEEL WGY WFI
 KOKA—Sammy Fuller
 WJSV—Gene Stewart, organist

10:50 A.M.
 NBC—Musical Originalities; Dick Teala, tenor: WBAL WHAM WMAL KDKA
 WBZ-WBZA—Piano Etchings, Doris Tirrell

11:00 A.M.
 NBC—Hour of Memories: U. S. Navy Band: WEAF WLIT WGY WRC
 CBS—Cooking Closeups, Mary Ellis Ames: WABC
 WOKO WNAC WDRC WJAS WJSV WCAU
 NBC—The Wife Saver; Allan Prescott: WJZ
 NBC—Grace and Eddle Albert: WBZ WBZA
 WHAM
 E. T.—School of Cookery: WCSI WRVA
 KOKA—Uncle Tom and Betty
 WEEL—Friendly Kitchen Program
 WOR—Nell Vinick, beauty talk
 WRVA—Cookery School

11:15 A.M.
 NBC—U. S. Navy Band: WCSI WEEL
 CBS—One Quarter Hour in Three Quarter Time: WABC WJAS WDRC WJSV WCAU WOKO
 WNAC WLBZ
 NBC—Singing Strings, string ensemble: WJZ
 WBAL WBZ WBZA WMAL KDKA
 WHAM—Tom Grierson, organist
 WOR—School of Cookery

11:30 A.M.
 CBS—Tony Wons: WABC WOKO WNAC WJAS
 WJSV WCAU WLBZ
 NBC—Rhythm Ramblers, dance orchestra: Edna Odell, contralto: WJZ WBAL KDKA WMAL
 WBZ-WBZA—Metropolitan Stage Show
 WHAM—Home Bureau Talk
 WOR—News in the World of Women
 WRVA—Luxury Fiddlers

11:45 A.M.
 CBS—Keenan and Phillips: WABC WDRC WJAS
 WJSV WLBZ WIP
 NBC—Rhythm Ramblers: WBZ WBZA WHAM
 CBS—Peggy Keenan and Sandra Phillips, "Piano Pictures": WABC WIP
 KOKA—Ella Graubart
 WCAU—Irene Thomson, soloist; Orchestra
 WNAC—Five Minute Stories from Real Life
 WOR—Walter Ahrens, baritone; Orchestra

AFTERNOON

12:00 Noon
 NBC—Arlene Jackson, songs; Pollock and Lawnhurst, piano duo: WEAF WEEL WCSI WGY
 WRC
 CBS—The Voice of Experience: WABC WNAC
 WDRC WCAU WJAS WJSV
 NBC—Musical Varieties; Morin Sisters; The Nameless Quartet: WJZ WBAL KDKA
 WBZ-WBZA—News, Ernest Beaufort
 WHAM—Agricultural Forum
 WOR—The Craft of Glove-Making, Mrs. F. Pentecost Phillips
 WRVA—Organ Recital

12:15 P.M.
 NBC—Johnny Marvin, songs: WEAF WEEL WRC
 CBS—Betty Barthell, songs: WABC WOKO
 WDRC WCAU WJSV WLBZ
 NBC—Musical Varieties: WHAM WMAL
 KOKA—Honey Boy and Sassafras
 WBAL—Chick Larro
 WBZ-WBZA—Weather; Farm Forum
 WCSI—Farm Flashes
 WGY—Skip, Step and Happiana, sketch
 WNAC—News and Weather
 WOR—Bob Griffin, songs and chatter

12:25 P.M.
 WCSI—Stocks; Weather
 WHAM—Agricultural Forum
 WOR—"Minute Manners," Mrs. J. S. Reilly

12:30 P.M.
 CBS—Gossip Behind the Microphone: WABC
 NBC—National Farm and Home Hour; guest speakers; Walter Blaufuss' Homesteaders: WJZ WBAL WBZ WBZA WHAM WMAL

HIGH SPOT SELECTIONS FOR THE DAY

1:00 p.m.—Easter Egg Rolling at White House: CBS-WABC network.
3:00 p.m.—Radio Guild: Walter Hackett's "Captain Applejack": NBC-WJZ network.
7:30 p.m.—Music by Gershwin; George Gershwin in person with Lou Katzman's orchestra: NBC-WJZ network.
8:30 p.m.—Bing Crosby; Carol Lombard and Jimmy Grier's orchestra: CBS-WABC network.
8:30 p.m.—Lawrence Tibbett; William Daly's orchestra: NBC-WEAF network.
9:00 p.m.—Minstrel Show; Gene Arnold; Joe Parsons, basso; Maple City Four quartet; Harry Kogen, band director: NBC-WJZ network.
9:00 p.m.—Rosa Ponselle; Kostalanetz orchestra: CBS-WABC network.
9:30 p.m.—Ex-Lax presents The Big Show; Francine Larrimore; Hal Skelly; Gertrude Niesen, Erno Rapee's orchestra: CBS-WABC network.
9:30 p.m.—Ship of Joy with Capt. Dobbsie: NBC-WEAF network.
10:00 p.m.—Carnation Contented Hour; Morgan Eastman's orchestra: NBC-WEAF network.

2:45 P.M.
 NBC—Words and Music; Soloists; Narrator: WJZ
 WBZ WBZA WHAM WMAL
 WBAL—"A Little of This and That", Alyce Lytle
 WOR—Leo Freudberg's Orchestra; Talk

3:00 P.M.
 NBC—Ma Perkins, dramatic sketch: WEAF
 WFI WGY WCSI WRC
 NBC—Radio Guild; Dramatic Sketch: WJZ
 WBAL KDKA WMAL WHAM
 WBZ-WBZA—Ye English Tea Shoppe
 WCAU—Press-Radio Bureau, News
 WEEL—Twenty Fingers of Harmony (NBC)
 WOR—Elizabeth McShane, Fashions
 WRVA—Musical Program

3:15 P.M.
 NBC—The Wise Man: WEAF WEEL WRC
 WBZ-WBZA—Harry Schyde, messenger of cheer
 WCAU—Women's Club of the Air
 WCSI—Radio Guild (NBC)
 WGY—Health Hunters
 WOR—"Yuur Lover"

3:30 P.M.
 NBC—Women's Radio Review; Orchestra; Soloist: WEAF WCSI WFI WGY WEEL WRC
 WBZ-WBZA—Home Forum Cooking School
 WCAU—Philadelphia Symphony Orchestra (CBS)
 WOR—Radio Garden Club

3:45 P.M.
 WHAM—The Ramblers
 WOR—Waltz Time

4:00 P.M.
 NBC—Headlines in Song; Henry Nealy, narrator; Soloist: WEAF WCSI WGY WRC
 CBS—Artist Recital; Evan Evans, baritone; WABC WDRC WOKO WJSV WNAC WIP
 WLBZ
 NBC—Betty and Bob, dramatic sketch: WJZ
 WBAL WBZ WBZA KDKA WHAM WMAL
 WCAU—Universal Artists' Recital
 WEEL—News Flashes; Stock Quotations
 WOR—Dr. H. I. Strandhagen: "The Healthy Skin Club"
 WRVA—Forum

4:15 P.M.
 NBC—To be announced: WEAF WCSI WGY
 WRC
 CBS—Library of Congress Musicale: WABC
 WOKO WNAC WDRC WJSV WIP WLBZ
 WJAS
 NBC—Alice Joy, the Dream Girl: WJZ WBAL
 KDKA WHAM WBZ WBZA WMAL
 WEEL—Professional Woman's Club
 WOR—The Virginians, male quartet

4:30 P.M.
 NBC—Platt and Nierman, piano duo: WJZ WBZ
 WBZA WMAL
 NBC—Roxanne Wallace, songs: WEAF WTIC
 WCSI WGY WEEL
 KOKA—Market Reports
 WCAU—Dog Talk by Alf Delmont
 WHAM—The Rambler
 WOR—College Days

4:45 P.M.
 NBC—Concert Favorites: WJZ KDKA
 NBC—The Lady Next Door, children's program: WEAF WEEL WCSI WLIT WRC
 WCAU—Charlie Gaines' Orchestra
 WGY—Stock Reports
 WHAM—News Flashes
 WOR—Byron Holiday, baritone; Leo Freudberg's Orchestra

5:00 P.M.
 NBC—Len Zollo's Orchestra: WEAF WTIC WRC
 CBS—Sippy, Children's Sketch: WABC WOKO
 WAAB WDRC WCAU WJSV WJAS
 NBC—Your Health, talk: WJZ WBAL WHAM
 KDKA
 WBZ-WBZA—Agricultural Markets
 WCSI—South Sea Islanders (NBC)
 WEEL—Phil Saltman, pianist
 WGY—Three Schoolmasks
 WNAC—The Yankee Singers
 WRVA—Katy Boscher, songstress

5:15 P.M.
 CBS—Notre Dame Glee Club: WABC WAAB
 WJAS WDRC WJSV
 NBC—Jackie Heller, songs: WJZ WBAL WTIC
 NBC—Leo Zollo's Orchestra: WGY WEEL
 KDKA—Kiddies Club
 WBZ-WBZA—The Monitor Views the News
 WCAU—Eddie Sheppard
 WHAM—YMCA Trio
 WNAC—The Cosmopolitans, novelty quintet
 WOR—The Story Teller's House, Richard Blonde
 WRVA—Cecil and Sally

5:25 P.M.
 WRVA—Rhythm Parade

Radio's Greatest
 Contest Of All
 157
 CASH PRIZES!
 See Last Page

(MONDAY CONTINUED)

5:30 P.M.

NBC—Frank Merriwell's Adventures, sketch: WEAF WEEI WESH WTIC WLIT WGY WRC
CBS—Jack Armstrong, All American Boy. WABC WOKO WNAC WDRC WCAU WJSV WJAS
NBC—The Singing Lady, jingles, songs and stories: WJZ KDKA WBAL WBZ WBZA WHAM
WOR—Lina di Fiore, pianist
5:45 P.M.
NBC—Bunkhouse Songs; Margaret West and Her Rafter 5 Riders: WEAF WTIC WEEI WESH WGY WRC
CBS—Gordon, Dave and Bunny, songs: WABC WAAB WJAS WDRC WOKO WCAU
NBC—Little Orphan Annie: WJZ WBAL WBZ WBZA KDKA WHAM WMAL
WJSV—Evening Rhythms
WNAC—Bob White's Scrap Book
WOR—Dancing Around with Tom and Marion

NIGHT

6:00 P.M.

NBC—Peter Van Steeden's Orchestra: WEAF WRVA WRC
CBS—Buck Rogers in the 25th Century: WABC WOKO WAAB WCAU WJAS WJSV
NBC—U. S. Army Band: WJZ WBAL WBZ WBZA WMAL
KDKA—Evensong
WESH—News Flashes
WEEI—The Evening Tattlet
WGY—News Items; Evening Brevities
WHAM—Sportscast
WLW—Jack Armstrong, sketch
WNAC—Temperature, Weather; News
WOR—Uncle Don

6:15 P.M.

CBS—Bobby Benson and Sunny Jim: WABC WAAB WDRC WCAU WLBZ
NBC—U. S. Army Band: WHAM
CBS—Gene and Charlie: WJSV WJAS
KDKA—Sports; Program Preview
WESH—Al Buck's Sport Revue
WEEI—Gene and Glenn
WGY—Musical Program
WLW—Joe Emerson, songs; orchestra
WNAC—The Merry Go Round

6:25 P.M.

WHAM—One Act Playlet
WNAC—Studio Program
6:30 P.M.
NBC—To be announced: WEAF WTIC WRC
CBS—Sam Robbins' Orchestra: WOKO WAAB WJSV WDRC WLBZ
CBS—Music Box: WABC WCAU
KDKA—Comedy Stars of Hollywood
WBZ-WBZA—Old Farmers Almanac; Weather; Sports
WESH—Studio Program
WEEI—Breed Walker; "Hello New England"
WGY—Musical Program
WHAM—Hughie Barrett's Orchestra
WLW—Bub Newhall, "Mail Pouch Sportsman"
WNAC—Larry Funk's Orchestra
WOR—Itomance in Rhythm and Rhyme; Sylvia Cyde and Joseph Bier
WRVA—News Flashes

6:40 P.M.

WEEI—The Old Painter
6:45 P.M.
CBS—Ye Happy Minstrel and Tiny Band: WABC WCAU WDRC WNAC
NBC—To be announced: WEAF
CBS—Sam Robbins' Orchestra: WIP
NBC—Lowell Thomas, Today's News: WJZ WBZ WBZA KDKA WBAL WLW WHAM WMAL
WESH—Frojo Program
WEEI—Del Castillo's Twilight Hour
WGY—Musical Program
WJSV—Frank and Jim
WOR—Ray Perkins, the Fun Baker
WRVA—Evening Musicale

7:00 P.M.

NBC—Horse Sense Philosophy: WEAF WLIT WEEI WRC WTIC WESH
CBS—Myrt and Marge, drama: WABC WOKO WNAC WDRC WCAU WJAS WJSV
NBC—Anios 'n' Andy: WJZ WBAL WBZ WBZA WLW KDKA WHAM WRVA WMAL
WGY—Musical Program
WOR—Ford Frick, Sports Resume

7:15 P.M.

NBC—Billy Bachelor dramatic sketch: WEAF WEEI WGY WRC WESH
CBS—Just Plain Bill, skit: WABC WNAC WCAU WJAS WJSV
NBC—Baby Rose Marie, songs: WJZ WBZ WBZA KDKA WBAL WHAM WMAL
WLW—Henry Thies' Orchestra
WOR—The Jazz Judge
WRVA—Moments With The Masters

7:30 P.M.

NBC—Shirley Howard and The Jesters; Red, Wamp and Guy; Mill Rettenberg, pianist; Tony Callucci, guitar: WEAF WGY WESH WTIC WRC
CBS—Music on the Air; Jimmy Kemper's Orchestra: WABC WOKO WNAC WDRC WCAU WJAS WJSV WLBZ
NBC—Music by Gershwin; George Gershwin and Orchestra: WJZ WBAL WBZ WBZA KDKA WHAM WLW WMAL
WEEI—The After Dinner Revue
WOR—"Maverick Jim," drama
WRVA—Contract Bridge

7:45 P.M.

NBC—The Goldbergs, sketch: WEAF WEEI WLIT WESH WGY WRC
CBS—Boake Carter, News: WABC WNAC WCAU WJAS WJSV
NBC—Mario Cozzi, baritone: WJZ WBAL WMAL KDKA—Frances Ingram
WBZ-WBZA—Radio Nature League, Thornton W Burgess
WHAM—Rochester Evening School of the Air
WLW—Ponce Sisters, harmony duo
WRVA—Smoky and Pooky

8:00 P.M.

NBC—Soconyland Sketches, dramatic sketch: WEAF WTIC WEEI WESH WGY
CBS—Phil Dues, Frank Luther and Jack Parker, with Vivien Ruth: WABC WNAC WDRC WJSV
NBC—String Symphony, Frank Black, conducting: WJZ WBAL WHAM WMAL KDKA
WCAU—Billy Hays' Orchestra
WLW—Frolic; Franklin Beis; Orchestra
WOR—The Loafers; Billy Jones and Ernie Hare; Ben Selvin's Orchestra
WRVA—History of Virginia

8:15 P.M.

CBS—Edwin C. Hill, The Human Side of the News: WABC WOKO WNAC WCAU WDRC WJAS WJSV
WLW—Al and Pete, harmony team
WRVA—Souvenirs
8:30 P.M.
NBC—Lawrence Tibbetti, baritone; William Daly's Orchestra: WEAF WTIC WEEI WESH WGY WLIT WLW WRVA WRC
CBS—Bing Crosby; Carol Lombard, guest star; Jimmy Grier's Orchestra; The Mills Brothers: WABC WOKO WNAC WDRC WCAU WJAS WJSV
KDKA—Crazy Hillbillies
WBZ-WBZA—To be announced (NBC)
WOR—"Romantique"; Vincent Sorey's Orchestra

8:45 P.M.

KDKA—Studio Program
9:00 P.M.
NBC—Harry Horlick's Gypsies, Frank Parker, tenor: WEAF WTIC WEEI WESH WGY WLIT WRC
CBS—Rosa Ponselle, soprano; Andre Kostelanetz' Orchestra; Chorus: WABC WDRC WCAU WOKO WJAS WNAC WJSV WLBZ
NBC—Greater Minstrels: WJZ WRVA WBZ WBZA WLW KDKA WBAL WHAM
WOR—The Enchanting Hour; Jack Arthur; Helen Ward; Al and Lee Reiser; Roxanne's Orchestra

9:15 P.M.

WCAU—Story Behind the Claim
9:30 P.M.
NBC—Ship of Joy with Hugh Barrett Dobbs; guest artists; Doric and Knickerbocker Quartets; Meredith Willson, conducting: WEAF WEEI WESH WGY WRVA WLIT WRC
NBC—Melody Moments; Guest Artists; Josef Pasternack's Orchestra: WJZ WBAL WLW KDKA WHAM
CBS—Ex-Lax, The Big Show; Gertrude Niesen, Erno Rapee's Orchestra; Francine Larrimore and Hal Skelly, guest stars: WABC WBZ-WBZA—Durrell String Quartet
WOR—Harry H. Balkin, "Success"

9:45 P.M.

WOR—Alfred Wallenstein's "Sinfonietta"
10:00 P.M.
CBS—Wayne King's Orchestra: WABC WOKO WAAB WDRC WCAU WJAS WJSV
NBC—The Confidence Man, drama: WJZ WBAL WBZ WBZA WHAM WMAL
NBC—Carnation "Contented" Flour; Concert Orchestra, Morgan L. Eastman, conductor; Lullaby Lady; Gene Arnold, narrator; Male Quartet; Jean Paul King, announcer: WEAF WEEI WESH WLIT WTIC WLW WGY WRC
Y. N.—NRA Talk: WLBZ
KDKA—Graham Pioneers
WNAC—Fabien Sevitzyky's Orchestra
WRVA—Salute

10:15 P.M.

Y. N.—The Russian Artists: WNAC
KDKA—Samuel DiPrimo
WOR—Harlan Eugene Read, news
10:30 P.M.
NBC—National Radio Forum, speaker: WEAF WESH WGY WEEI WRC
NBC—Henry Deering, concert pianist: WJZ WBAL WHAM
CBS—Evan Evans, baritone; Concert Orchestra: WABC WAAB WDRC WJSV WIP WLBZ WOKO WJAS
NBC—Princess Pat Pageant: KDKA WBZ-WBZA—Joe Rines' Orchestra
WCAU—Theater of the Air
WLW—Follies; Orchestra; Solists; Dramatic Sketch
WNAC—NRA Talk
WOR—"Mr. Fixit", comedy skit
WRVA—Domino Lady and Orchestra

10:45 P.M.

NBC—Pappy, Ezra, Zeke and Elton, hillbillies: WJZ WBAL WBZ WBZA WMAL
WHAM—Dance Orchestra
WNAC—Jack Ingersoll's sport page
WOR—"The Hertznans", Novelty Musical Program
11:00 P.M.
NBC—John Fogarty, tenor: WEAF WTIC WGY WESH
CBS—Freddie Rich's Orchestra: WABC WJAS WJSV WAAB WDRC WOKO WIP
NBC—Ramona, songs and piano: WJZ WBAL WMAL
KDKA—Sports Report
WBZ-WBZA—Weather; Sports Reports
WCAU—Boake Carter, talk
WEEI—Breed Walker; "Hello New England"

WLW—Press Flashes
WNAC—News Service
WOR—"Moonbeams"
WRVA—Dance Orchestra
WTAM—Carlos Dallas' Orchestra
11:05 P.M.
WEEI—Ranny Weeks' Orchestra
WLW—Dance Orchestra
11:15 P.M.
NBC—Press-Radio Bureau, News: WEAF WGY WESH WTIC WFI WRC
NBC—Press-Radio Bureau, News: WJZ WHAM WBAL WBZ WBZA WMAL
CBS—Press-Radio Bureau, News: WABC WJSV WJAS WIP WDRC WLBZ
KDKA—Art Farrar's Orchestra
WCAU—Theater Revue
11:20 P.M.
CBS—Charlie Davis' Orchestra: WABC WDRC WJSV WLBZ WNAC WIP WJAS
NBC—Post Prince; Anthony Frome, tenor: WJZ WBAL WBZ WBZA WHAM WMAL
NBC—Vincent Lopez' Orchestra: WEAF WFI WESH WGY WTIC
11:30 P.M.
NBC—Clyde Lucas' Orchestra: WEAF WESH WTIC WLIT
CBS—Charlie Davis' Orchestra: WABC WOKO
NBC—Jack Denny's Orchestra: WJZ WRVA WHAM
KDKA—Lloyd Huntley's Orchestra
WBZ-WBZA—Midnight Frolics
WCAU—Luis Russel's Orchestra
WEEI—William Scott's Orchestra
WGY—Johnny Johnson's Orchestra
WLW—Songs of the Islands
WOR—Paul Whiteman's Orchestra

11:45 P.M.
CBS—Diek Messner's Orchestra: WABC WJSV WNAC WIP WDRC WOKO WLBZ
WCAU—Powers Gouraud Reviews
WLW—Johnny Hamp's Orchestra
12:00 Mid.
NBC—Hollywood on the Air: WEAF WGY WTIC WEEI WLIT
CBS—Leon Belasco's Orchestra: WOKO WNAC WCAU WJSV WJAS
NBC—Beu Pollack's Orchestra: WJZ WBZ WBZA WBAL WHAM WLW KDKA WMAL
WOR—Bide Dudley Reviews the New Play
12:30 A.M.
NBC—Frankie Masters' Orchestra: WEAF WEEI WGY WTIC WLIT
CBS—Pancho's Orchestra: WABC WOKO WNAC WCAU WJSV
NBC—Harold Stern's Orchestra: WJZ WBZ WBZA WHAM KDKA WLW WMAL
1:00 A.M.
CBS—Enoch Leigh's Orchestra: WABC
WLW—Johnny Hamp's Orchestra
1:30 A.M.
WLW—Moon River, organ and voice

"THE BIG SHOW"
featuring
GERTRUDE NIESEN-ERNO RAPEE
and DISTINGUISHED GUEST STARS
MONDAYS 9:30 C.B.S.
For Stations SEE RADIO GUIDE Listings
EX-LAX - THE CHOCOLATE LAXATIVE

EST
For Stations SEE RADIO GUIDE Listings
EX-LAX - THE CHOCOLATE LAXATIVE

EST
For Stations SEE RADIO GUIDE Listings
EX-LAX - THE CHOCOLATE LAXATIVE

EST
For Stations SEE RADIO GUIDE Listings
EX-LAX - THE CHOCOLATE LAXATIVE

EST
For Stations SEE RADIO GUIDE Listings
EX-LAX - THE CHOCOLATE LAXATIVE

EST
For Stations SEE RADIO GUIDE Listings
EX-LAX - THE CHOCOLATE LAXATIVE

EST
For Stations SEE RADIO GUIDE Listings
EX-LAX - THE CHOCOLATE LAXATIVE

EST
For Stations SEE RADIO GUIDE Listings
EX-LAX - THE CHOCOLATE LAXATIVE

EST
For Stations SEE RADIO GUIDE Listings
EX-LAX - THE CHOCOLATE LAXATIVE

EST
For Stations SEE RADIO GUIDE Listings
EX-LAX - THE CHOCOLATE LAXATIVE

EST
For Stations SEE RADIO GUIDE Listings
EX-LAX - THE CHOCOLATE LAXATIVE

EST
For Stations SEE RADIO GUIDE Listings
EX-LAX - THE CHOCOLATE LAXATIVE

LEARN AT HOME to make GOOD MONEY in RADIO

Be a Radio Expert Many men I trained at home in their spare time make \$10, \$60, \$75 a week. Many made \$5, \$10, \$15 a week in spare time while learning. Get facts about Radio's opportunities and my amazingly practical 50-50 method of training. Home experimental outfits make learning easy, practical, fascinating. Mail coupon today for free 64-page book. "Rich Rewards in Radio"

J. E. SMITH President, Dept. 4DT6 National Radio Institute Washington D. C. Send me your free book, "Rich Rewards in Radio." This does not obligate me (Please print plainly.)
Name Age
Address
City State

RAZOR BLADES Buy DIRECT
Double edge, blue steel, 30 blades \$1.00
Single edge, latest type, 65 blades \$1.00
Famous INGERSOLL BLADES
Eight shave blade 50 single or double edge blades \$1.00 Postpaid; Money back Guarantee.
NORWALK PRODUCTS CO.
431 1/2 E. MAIN ST., DANVILLE, ILL.

BOURJOIS PRESENTS



CLAIRE MAJETTE
Claire Majette, the vivacious French soprano and former star of The Opera Comique, every Sunday night on the

Evening in Paris

BROADCAST
Supported by an all star cast including Katherine Carrington and Milton Watson, favorite Broadway musical comedy singers, Nathaniel Schilkret and his famous orchestra, mixed vocal chorus and Andre Baruche as Master of Ceremonies
EVERY SUNDAY EVENING—COAST TO COAST
COLUMBIA NETWORK
8 o'clock Eastern Time

NEW! SCIENTIFIC AERIAL

The DUAL CONNECTION, a new feature exclusively our own, gives better distance and positive performance on all electric radios (pat. pend.) This aerial can be installed without tools by anyone in a minute's time. Goes right inside the radio completely out of view and it does not use any electric current.
NO OSCILLATING OR WHISTLING
This DUAL type aerial uses a new scientific principle which completely eliminates this annoyance as commonly experienced on inside aerials. It also eliminates lightning hazards, nearby poles, guy wires, etc. Enables the radio to be readily moved when desired. A complete aerial in itself—nothing extra to buy. Permanently installed and requires no adjustment.
Try One 5 Days at Our Risk—More Distance and Volume



\$1.00 Complete Postpaid
Enclosed find \$1.00 for Scientific Aerial prepaid. If not pleased will return after 5 day trial for refund.
Check here if desired sent P.P. O. O. D. \$1.00 plus few cents postage.
Name
Address
City State

GOITRE NOT A DISEASE
Milwaukee, Wis.—It has been brought to light by scientific research that goitre is not a disease and is not to be treated as such. Dr. A.A. Rock, Dept. 687, Box 737, Milwaukee, Wis., a prominent goitre specialist for over 30 years has perfected a different method of treatment which has proven highly successful. He is opposed to needless operations. Dr. Rock has published a copyrighted book at his own expense which tells about goitre and its treatment. He will send this book free to anyone interested. Write him today.

Tuesday, April 3

MORNING

8:00 A.M.
CBS—On the Air Today: WABC
NBC—Radio City Organ; Richard Leibert, organist; WEAJ WFI WCSI
CBS—Salon Musicale: WCAU
NBC—Morning Devotions: WJZ WBAL KDKA WBZ WBZA WRC
WEEI—Morning Train Catcher
WGY—Musical Clock
WHAM—Kindly Thoughts
WJSV—The Sun Dial, Arthur Godfrey
WNAC—Shopping Around the Town
WOR—John, Joe and Frosini
8:05 A.M.
CBS—Salon Musicale: WABC
8:10 A.M.
WOR—Al Woods, songs and patter
8:15 A.M.
NBC—Don Hall Trio: WJZ WBAL WHAM
KDKA—Tommy and Sherlock
WBZ-WBZA—Duke Dewey's Hickory Nuts
WCSH—Morning Devotions
WEEI—Caroline Cabot's Shopping Service
WOR—Al Woods, songs and patter
8:30 A.M.
NBC—Cheerio, inspirational talk and music: WEAJ WTIC WEEI WCSI WGY WFI WRC
CBS—Salon Musicale: WABC
NBC—Lew White, organist: WJZ WBAL KDKA WBZ WBZA WHAM
WOR—Martha Manning, sales talk
8:45 A.M.
CBS—Sam Moore's Meeting: WABC WCAU
WDR—Don Ross, songs
9:00 A.M.
NBC—Herman, xylophone; Banta, piano: WEAJ WLIT WCSI WGY
CBS—Round Towners Quartet: WABC WOKO WNAC WJAS WDRC WLBZ WCAU
NBC—Breakfast Club; orchestra: WJZ WBAL KDKA
WBZ-WBZA—Virginia Reade, talk
WEEI—Clothes Institute
WHAM—Tower Clock Program
WJSV—Dance Orchestra
WOR—Edward Nell, Jr., songs with Mary Olds and George Shackley
9:15 A.M.
NBC—Laudt Trio and White, songs and comedy: WEAJ WCSI WLIT WGY WEEI WRC
CBS—In the Luxembourg Gardens: WABC WIP WOKO WDRC WJAS WNAC WLBZ WCAU—Words and Music
WHAM—Breakfast Club (NBC)
WJSV—Woman's Hour
WOR—Sherman Keene's Orchestra
9:30 A.M.
NBC—Bradley Kincaid, the Mountain Boy; hill-billy songs: WEAJ WTIC WCSI WGY WEEI WRC
KDKA—Style and Shopping Service
WBZ-WBZA—Breakfast Club, orchestra (NBC)
WHAM—Tom Grierson, organist
WOR—"Smart Clothes," Fashion Dialogue
9:45 A.M.
NBC—Allan Prescott, the Wife Saver: WEAJ WTIC WEEI WCSI WFI WRC
CBS—The Mystery Chef: WABC WAAB WCAU WJAS
KDKA—News; Work-A-Day Thoughts
WGY—Martha and Hal
WHAM—Household Hour
WNAC—Song Album with Walter Kidder, baritone
WOR—The Lonely Cowboy, Tex Fletcher
10:00 A.M.
NBC—Breen and De Rose, songs and ukelele: WEAJ WEEI WCSI WRC
CBS—Bill and Ginger, Populair Songs: WABC WOKO WAAB WDRC WJAS WLBZ WCAU
NBC—Edward MacHugh, the Gospel Singer: WJZ WBZ WBZA KDKA WBAL WMAL
WGY—Ilank Keene's Gang
WNAC—McMullen Food and Homemaking School
WOR—Pure Food Hour
10:15 A.M.
NBC—Clara, Lu 'n' Em: WEAJ WEEI WCSI WRC
CBS—Current Questions Before Congress, talk: WABC WOKO WAAB WDRC WJAS WJSV WLBZ WCAU
NBC—Castles in the Air; Alice Remsen, contralto; Ray Heatherton, baritone: WJZ WBZ WBZA WBAL WHAM
KDKA—Studio Program
WGY—Musical Program
10:30 A.M.
NBC—Today's Children, dramatic sketch: WJZ WBZ WBZA KDKA WBAL WMAL
CBS—Press-Radio Bureau, News: WABC WJAS WJSV WCAU WDRC
NBC—Treasure Chest; Howard Phillips, baritone; Martha Lee Cole; Don Allen's Orchestra: WEAJ WRC WFI WTIC WCSI WGY WEEI
WHAM—Mrs. Thrifty Buys
WNAC—Musical Interlude
10:35 A.M.
CBS—Morning Moods: WABC WCAU WJAS WDRC WJSV WNAC WLBZ
10:45 A.M.
CBS—Academy of Medicine; Dr. Samuel J. Kopolzky, speaker: WABC WOKO WDRC WJAS WLBZ WJSV WNAC

NBC—Press-Radio Bureau, News: WJZ WBZ WBZA WHAM WMAL
NBC—Press-Radio Bureau, News: WEAJ WEEI WCSI WFI WTIC WRC
KDKA—Sammy Fuller
WCAU—Studio Program
WGY—Shopping Bag
10:50 A.M.
NBC—Morning Parade: WEAJ WEEI WCSI WFI WTIC WRC
NBC—Singing Strings: WJZ WMAL
WBZ-WBZA—Piano Etchings, Doris Tirrell
WHAM—Century Organ Program
11:00 A.M.
CBS—Mary Lee Taylor, kitchen talks: WJSV
CBS—The Frivolities: WABC WNAC WCAU WDRC
NBC—Pappy, Ezra, Zeke and Elton, hillbillies: WJZ WBAL KDKA WBZ WBZA WMAL
NBC—Galaxy of Stars: WGY WLIT
WEEI—Friendly Kitchen Program
WDR—Mrs. J. S. Reilly's Common Sense Talk
WRVA—Organ Recital
11:15 A.M.
CBS—Charm Secrets; Jean Merrill, beauty authority: WNAC WCAU WJSV
NBC—Morning Parade: WLIT WGY
CBS—The Frivolities: WABC
NBC—Morin Sisters, harmony trio: WJZ WBAL KDKA
WBZ-WBZA—Homemaking Hints
WOR—Singing Appreciation, Joseph Regneas
11:30 A.M.
NBC—Gale Page, contralto; Frank Hazard, tenor; King's Jesters; Orchestra: WLIT WGY
NBC—Your Child, Miss Ella Gardener: WEAJ WEEI WCSI WRC
CBS—Tenny Wons with Keenan and Phillips, Piano Team: WABC WNAC WCAU WJAS WJSV WOKO WDRC
NBC—U. S. Marine Band Shut-In-Hour: WJZ WBZ WBZA WBAL KDKA WHAM WMAL
WOR—"News in the World of Women", Gabriel Heatter
11:45 A.M.
CBS—Larry Tate; orchestra: WOKO WCAU WDRC WJSV WJAS WLBZ
NBC—Al Bernard the Minstrel Man: WEAJ WEEI WCSI WRC
CBS—Ben Alley, tenor: WABC
WNAC—The Melody Sweetbeats
WDR—"Personality Plus," Marie Hale

AFTERNOON

12:00 Noon
NBC—Pollock and Lawnhurst, piano team: WEAJ WGY WRC
CBS—The Voice of Experience: WABC WNAC WDRC WCAU WJAS WJSV
NEN—Larrow Milling Program: WCSI WEEI
WBZ-WBZA—The Monitor Views the News, Ernest Beaufort
WOR—Harmonees
12:15 P.M.
CBS—Connie Gates, songs: WABC WDRC WCAU WOKO WJSV WLBZ WAAB
NBC—Johnny Marvin, tenor: WEAJ WTIC WLIT WEEI WRC
WBZ-WBZA—Weather, Market Reports
WCSI—Farm Flashes; Stocks and Weather
WGY—Skip, Step and Itappiana, songs
WNAC—News and Weather
WDR—Musical Program
WRVA—Current Events
12:25 P.M.
WOR—Al Woods, songs and patter
12:30 P.M.
CBS—Gossip Behind the Microphone: WABC
NBC—Maurice Lee's Concert Ensemble: WEAJ WTIC
CBS—George Scherban's Gypsy Orchestra: WOKO WJSV WIP WLBZ WAAB
NBC—National Farm and Home Hour; Guest Speakers; Walter Blaufuss' Orchestra: WJZ WBAL WBZ WBZA WHAM WMAL
KDKA—Style Show; Markets
WCAU—Harold Knight's Orchestra
WCSI—Interlude
WEEI—Boston Farmers' Produce Market Report
WNAC—The Shopper's Exchange
WOR—Jan Brunesco's Gypsy Orchestra
12:45 P.M.
CBS—George Scherban's Russian Gypsy Orchestra: WABC
NBC—Maurice Lee's Concert Ensemble: WCSI WRC

HIGH SPOT SELECTIONS FOR THE DAY

8:00 p.m.—Little Jack Little's orchestra: CBS-WABC network.
8:30 p.m.—Your Friend and Adviser, The Voice of Experience: CBS-WABC network.
8:30 p.m.—Conrad Thibault; Lois Bennett and Harry Salter's orchestra: NBC-WEAF net.
8:45 p.m.—California Melodies; Raymond Paige's orchestra; guest stars: CBS-WABC network.
9:00 p.m.—Edgar A. Guest, poet; orchestra direction Josef Koestner: NBC-WJZ network.
9:00 p.m.—Ben Bernie and his Blue Ribbon Air Casino: NBC-WEAF network.
9:15 p.m.—Ruth Etting; Ted Husing; Johnny Green's orchestra: CBS-WABC network.
9:30 p.m.—Minneapolis Symphony orchestra; Eugene Ormandy, conducting: CBS-WABC network.
10:00 p.m.—Ray Perkins, comedian; Gale Page and orchestra: NBC-WJZ network.
10:00 p.m.—"The Vagabond King" with Gladys Swarthout, Paul Oliver; chorus; Nat Shilkret's orchestra: NBC-WEAF network.
10:00 p.m.—Glen Gray's orchestra; Colonel Stoopnagle and Budd; Connie Boswell, vocalist: CBS-WABC network.

KDKA—Lloyd Huntley's Orchestra
WCAU—Ilope LeBarr Roberts; Woman Looks at the World
WEEI—A Bit of This and A Bit of That
12:55 P.M.
WOR—Ohman and Arden, "The World's Most Beautiful Waltzes"
1:00 P.M.
CBS—Marie, the Little French Princess, drama: WABC WNAC WCAU
NBC—Market and Weather Reports: WEAJ
KDKA—Farm and Home Hour (NBC)
WCSI—Lyman B. Chipman Program
WGY—Alhany on Parade
WHAM—Rotary Club, speaker
WJSV—Afternoon Rhythms
WOR—Dr. Wynne's Health Talk
1:05 P.M.
WOR—Musical Revue with Mildred Cole, Tom Davis, Jack Towne
1:15 P.M.
CBS—Joan Marrow, music: WABC WNAC WJSV WJAS
NBC—Emil Velazco organist: WEAJ WEEI WTIC WCSI WFI WRC
WCAU—Waltzmakers
1:30 P.M.
NBC—Ned Parish's Orchestra: WEAJ WRC WCSI WFI
CBS—Easy Aces, Comedy: WABC WNAC WCAU WJAS
NBC—Vic and Sade, comedy sketch: WJZ WBAL WBZ WBZA KDKA WMAL
WEEI—Reading Circle
WHAM—School of the Air
WJSV—Gene Stewart, organ
WOR—Bide Dudley, Theater Club of the Air
WRVA—Market Reports
1:45 P.M.
CBS—Louis Panico's Orchestra: WABC WNAC WJAS WDRC WLBZ WOKO WIP WJSV
NBC—Merry Maes, male trio; Cheri McKay, contralto: WJZ WBAL WHAM WMAL
KDKA—Lloyd Huntley's Orchestra
WBZ-WBZA—Safety Committee; Organ Music, Health talk
WCAU—Bud Shays, songs
WOR—Mildred Cole, soloist; orchestra
2:00 P.M.
NBC—Merry Madcaps, Fred Wade, tenor; Norman Clutier directing Orchestra: WEAJ WTIC WEEI WLIT WGY WRC
CBS—Ann Leaf at the Organ: WABC WDRC WIP WLBZ WJSV WOKO
NBC—Meredith Willson's Orchestra: WJZ WBAL WBZ WBZA WHAM WMAL
KDKA—Congress of Clubs
WCAU—Cocoanut Islanders
WCSI—Lura Thomas Brown
WNAC—The Municipal Forum
WDR—Dr. Arthur Frank Payne, the Psychologist Says
2:15 P.M.
CBS—Romance of Helen Trent: WABC WCAU
KDKA—Meredith Willson's Orchestra (NBC)
WCSI—Merry Madcaps (NBC)
WGY—Household Chats
WHAM—School of the Air
WJSV—In the Music Room
WNAC—Ann Leaf at the Organ (CBS)
WOR—Nell Vinick, beauty talk
2:30 P.M.
NBC—Vocal Soloist: WEAJ WRC
CBS—Artist Recital; Rhoda Arnold, soprano: WABC WNAC WJAS WJSV WIP WLBZ WOKO
NBC—Snack Out, sketch: WJZ WBAL WHAM WBZ WBZA WJAL
NEN—Food Hour: WCSI WEEI
KDKA—Home Forum
WCAU—Women's Club of the Air
WGY—Three Schoolmaids
WOR—Otis Holley, soprano
WRVA—Herman Carow, violinist
2:45 P.M.
NBC—Nellie Revell at Large Interviews Pappy, Ezra, Zeke and Elton: WJZ WBZ WBZA WBAL WMAL
NBC—"Early Discovery of Tuberculosis in Childhood," talk: WEAJ WRC
WGY—Union College talk
WHAM—George Garis, organist
WOR—Party Lady, talk
2:55 P.M.
WOR—The Hitmakers
3:00 P.M.
NBC—Ma Perkins, drama: WEAJ WGY WFI WTIC WRC

CBS—Metropolitan Parade: WABC WNAC WJSV WIP WLBZ WOKO
NBC—Rochester Civic Orchestra; Guy Fraser Harrison, conductor: WJZ KDKA WBAL WBZ WBZA WHAM WMAL
WCAU—Baroness deCichiny, soprano
WCSI—Musical Program
WEEI—Del Castillo, organist
WDR—National Orchestral Association; Leon Barzin, conductor
3:15 P.M.
NBC—Blue Room Echoes, string ensemble: WEAJ WTIC WGY WRC WCSI
WCAU—Women's Club of the Air
3:30 P.M.
NBC—Women's Radio Review, guest speaker: Orchestra: WEAJ WGY WCSI WTIC WEEI WFI WRC
CBS—Gypsy Music Makers, Emery Deutsch, conducting: WABC WOKO WNAC WCAU WJSV WLBZ WJAS
CBS—Fats Waller, songs: WABC WOKO WNAC WCAU WJSV WLBZ WJAS
WBZ-WBZA—Home Forum Cooking School
4:00 P.M.
CBS—U. S. Navy Band, patriotic period: WABC WOKO WJAS WLBZ WDRC WNAC WIP WJSV
NBC—Horacio Zito's Orchestra: WEAJ WCSI WGY WRC
NBC—Betty and Bob, dramatic sketch: WJZ WBAL WBZ WBZA KDKA WHAM WMAL
WCAU—Around the Theater with Powers Gouraud
WEEI—News Flashes; Stock Quotations
4:15 P.M.
NBC—Prehistoric Game Trails, Carl Clausen, explorer: WEAJ WEEI WFI WCSI WRC WGY
NBC—Dramatic and Musical Program: WJZ WBZ WBZA WHAM WMAL KDKA
WBAL—Variety Program
WNAC—Spotlighting Modern Education
4:30 P.M.
NBC—Alice Joy, the Dream Girl: WJZ WBAL WMAL
NBC—To be announced: WEAJ WGY WEEI WCSI
CBS—Bob Standish, baritone: WABC WOKO WNAC WDRC WJAS WJSV WLBZ WIP
KDKA—Market Reports
WBZ-WBZA—Health Clinic
WCAU—"Thru the Looking Glass," with Frances Ingram
WHAM—Hochstein Recital Program
WDR—Marion Booth Kelley, Current Events
WRVA—Negro Health Week Program
4:45 P.M.
CBS—Madison Ensemble: WOKO WIP WJAS WJSV
NBC—Lady Next Door, children's program: WEAJ WEEI WLIT WCSI WRC
CBS—Ye Happy Minstrel and Tiny Band: WABC WNAC WDRC WCAU
NBC—Harry Owens' Orchestra: WJZ WBZ WBZA WBAL KDKA
WGY—Stock Reports
WHAM—News Service
WOR—William Hargrave, baritone; orchestra
WRVA—Rhythm Parade
5:00 P.M.
NBC—Music Box; Gloria La Vey, soprano; Male Chorus: WEAJ WEEI WCSI
CBS—Skippy, Children's Skit: WABC WOKO WAAB WDRC WCAU WJSV WJAS
WBZ-WBZA—Agricultural Markets
WGY—Lang Sisters
WHAM—Harry Owen's Orchestra (NBC)
WNAC—The Yankee Singers
WRVA—Rhythm Parade
5:05 P.M.
WOR—Musical Interlude
5:10 P.M.
WOR—Program Resume
5:15 P.M.
NBC—Jackie Heller, tenor; Harry Kogen's Orchestra: WJZ WBAL WHAM
CBS—On the Air Tonight: WABC
CBS—The Dictators: WAAB WDRC WJAS WIP WJSV WLBZ WOKO
KDKA—Kiddies Club
WBZ-WBZA—The Monitor Views the News; Henry Edison Williams
WCAU—Studio Program
WGY—The Music Box (NBC)
WNAC—Sam Bittel's Orchestra
WOR—Bernard Gabriel, piano recital
5:20 P.M.
CBS—The Dictators: WABC WJSV

**WHAT WOULD
 \$5,000.00
 IN CASH
 MEAN TO YOU?
 See Last Page**

(TUESDAY CONTINUED)

5:25 P.M.
WRVA—Aunt Pollyanna
5:30 P.M.
NBC—Nursery Rhymes, children's program;
WEAF WEEI WLIT WRC
CBS—Jack Armstrong, All American Boy,
WABC WOKO WNAC WDRC WCAU WJAS
WJSV
NBC—Singing Lady; nursery jingles, songs and
stories; WJZ WBAL WBZ WBZA KDKA
WHAM
WCSH—Studio Program
WGY—Princess Nacomee, Wigwam Club
WOR—"Girls and Boys of Many Lands" Marjorie
Wall
WRVA—Aunt Pollyanna; Sports
5:40 P.M.
WRVA—Sports Review
5:45 P.M.
CBS—Gordon, Dave and Bunny, songs; WABC
WOKO WDRC WCAU WAAB WJAS
NBC—Rex Cole's Mountaineers; WEAF
NBC—Little Orphan Annie WJZ WBAL WBZ
WBZA KDKA WHAM WMAL
NBC—Tattered Man; WCSH WGY WEEI
WJSV—Jean Bishop
WNAC—Bob White's Scrap Book
WOR—The Lonely Cowboy, Tex Fletcher

NIGHT

6:00 P.M.

NBC—"Women in Journalism," talk; WJZ WBZ
WBZA WBAL WMAL
NBC—Mrs. Frances Alda, soprano; WEAF
CBS—Buck Rogers in the 25th Century; WABC
WOKO WAAB WCAU WJAS WJSV
KDKA—Evensong
WCSH—News Flashes
WEEI—The Evening Tattler
WGY—Evening Brevities; News Items
WHAM—Sportscast
WLW—Jack Armstrong, sketch
WNAC—News Flashes; Weather
WOR—Uncle Don, children's program
WRVA—Hi-Plane Pilots

6:15 P.M.

CBS—Bobby Benson and Sunny Jim; WABC
WAAB WCAU WDRC WLW
CBS—Bob Nolan, tenor; Norm Sherr, pianist;
WJSV
NBC—Angelo Ferdinand's Orchestra; WJZ
WHAM
KDKA—Sports; Program Preview
WBZ-WBZA—Joe and Bateese
WCSH—Al Buck's Sports Review
WEEI—Gene and Glen with Jake and Lena
WGY—Ma Frasier's Boarding House
WLW—Joe Emetson, soloist
WNAC—The Merry Go Round

6:20 P.M.

WCSH—Musical Interlude
WHAM—Curt Parker, humorist
6:30 P.M.
CBS—Mischa Raginsky's Ensemble; WABC WJSV
WBZ
NBC—Mid-Week Harmon Sing. mixed quartet; or-
ganist; WEAF WGY WRC
NBC—Ivory Stamp Club; WJZ
KDKA—"No, No, Nanette," selections
WBAL—Twenty Fingers of Harmony (NBC)
WBZ-WBZA—Time; Old Farmers Almanac; Wea-
ther; Sports
WCAU—Comedy Stars of Hollywood
WCSH—Studio Program
WEEI—Musical Program
WHAM—Dance Orchestra
WLW—Bob Newhall, Mail Pouch Sportsman
WOR—Al and Lee Reiser, two pianos
WRVA—News Flashes

6:40 P.M.

WEEI—The Voice of the East
6:45 P.M.
NBC—Cherico Musical Mosaics; WEAF WFI
CBS—Tito Gutierrez, Mexican Tenor; WABC WOKO
WAAB WDRC WCAU
NBC—Lowell Thomas, Today's News; WJZ
WBZ WBZA WBAL KDKA WLW WHAM
WMAL

WCSH—White Cross Night Club
WEEI—Crystal Souvenirs
WGY—Hadio Court
WJSV—Marguerite Cromwell and Phil Crist
WNAC—Jack Fisher's Orchestra; Bette Brooks,
soloist
WOR—Josef Ronald, band analyst; Eddie Con-
ners, guitarist
WRVA—Book Review

7:00 P.M.

NBC—Mary Small, songs; WEAF WFI WRC
CBS—Myrt and Marge, drama; WABC WOKO
WNAC WDRC WCAU WJAS WJSV
NBC—Amos 'n' Andy; WJZ WBAL WBZ
WBZA KDKA WLW WRVA WHAM WMAL
WCSH—True Stories of the Sea
WEEI—Dr. Miriam Scirball, book reviews
WGY—Joe and Eddie, comedy
WOR—Ford Frick, Sports Resume
7:15 P.M.
NBC—Billy Bacher, sketch; WEAF WGY
WCSH WEEI WRC
CBS—Just Plain Bill, skit; WABC WNAC WCAU
WJAS WJSV
NBC—You and Your Government, speakers; WJZ
WBZ WBZA WMAL
KDKA—Pittsburgh Varieties
WHAM—On Wings of Song
WLW—Unbroken Melodies
WOR—Comedy Stars of Hollywood, sketch
WRVA—The Minstrels

7:30 P.M.

NBC—Arlene Jackson, blues singer; Orchestra;
WEAF WGY WCSH WRC



Carol Lombard, movie star, will be guest
artist on Bing Crosby's Monday night CBS-
WABC network, at 8:30 p. m. EST, April 2

CBS—The Serenaders, Paul Keast, baritone;
WABC WDRC WCAU WOKO WJAS WJSV
WEEI—After Dinner Revue
WLW—Melody Masters
WNAC—True Stories of the Sea
WOR—"Footlight Echoes"; Jack Arthur, baritone;
Verna Osborne, soprano; Veronica Wiggins,
contralto; Mary Mercker, soprano; The Cru-
saders Quartet
WRVA—Evelyn Harrison, soloist

7:45 P.M.

CBS—Buake Carter news WABC WNAC WCAU
WJAS WJSV
NBC—The Goldbergs, comedy sketch; WEAF WFI
WEEI WCSH WGY WRC
NBC—Cavalier's Quartet; WJZ WMAL
KDKA—True Stories of the Sea
WBZ-WBZA—Bob Becker, Dog Stories
WHAM—Manhattan Serenade
WLW—Dance Orchestra
WRVA—Tarzan of the Apes

8:00 P.M.

CBS—Little Jack Little's Orchestra; WABC
WNAC WJSV WDRC
NBC—Crime Clues, mystery drama; WJZ WBAL
WBZ WBZA KDKA WLW WMAL
NBC—Leo Heisman's Orchestra; Phil Ducey, bar-
itone; WEAF WEEI WCSH WFI WGY WRC
WCAU—True Stories of the Sea
WOR—Radio Vanities; Ferde Grofe's Orchestra;
Frank Parker, tenor
WRVA—Newspaper Adventures
8:15 P.M.
CBS—The Guardsmen; WABC WOKO WNAC
WCAU WDRC WJAS WJSV WLW
WHAM—"Behind the Headlines," Dr. Meyer
Jacobstein
WRVA—Souveira

8:30 P.M.

NBC—Courad Thibault; Lois Bennett; Harry
Salter's Orchestra; WEAF WEEI WCSH WFI
WGY WRC
CBS—The Voice of Experience; WABC WNAC
WDRC WCAU WJAS WJSV
NBC—To be announced; WJZ WBAL WBZ
WBZA KDKA WHAM WMAL
WLW—Johnny Hamp's Orchestra
WOR—Borrah Mineevitch's Harmonica Rascals
WRVA—Manhattan Merry Go-Round

8:45 P.M.

CBS—California Melodies; Raymond Palge's Or-
chestra; Guest Stars; WABC WOKO WDRC
WJSV WNAC WJAS WLW WCAU
NBC—Bavarian Peasant Band; Karl Weiss, con-
ducting; WJZ WBAL WMAL
WBZ-WBZA—"Twentieth Century Ideas," Prof.
Kirtley F. Mather, director
WHAM—Tim and Delia, Irish sketch
WLW—Nurserymen

9:00 P.M.

NBC—Ben Bernie's Blue Ribbon Air Casino;
WEAF WEEI WCSH WGY WLW WRVA WFI
WRC
NBC—Musical Memories, Edgar A. Guest, poet;
Alice Mock, soprano; Charles Sears, tenor;
Vocal Trio; Josef Koestner's Orchestra; WJZ
WBZ WBZA WBAL KDKA WHAM
WOR—"Back Stage" with Boris Morros
9:15 P.M.
CBS—Ruth Etting; Johnny Green's Orchestra,
Ted Husing, m.c.; WABC WOKO WNAC
WDRC WCAU WJAS WJSV
9:30 P.M.
NBC—Ed Wynn, the Fire Chief, with Graham
McNamee; male quartet; WEAF WCSH WFI
WGY WEEI WRVA WLW WRC
CBS—Minneapolis Symphony Orchestra; Eugene
Ormandy, conductor; WABC WOKO WDRC
WJAS WCAU WJSV WNAC
NBC—Eddie Duchin's Orchestra; WJZ WBZ
WBZA WBAL WHAM KDKA WMAL
WOR—Harry H. Balkin, character analyst

9:45 P.M.

WCAU—Newspaper Adventures
WOR—Book Play

10:00 P.M.
NBC—Beauty Box Theater; "The Vagabond
King," operetta; Orchestra, direction of Nat
Shilkret; WEAF WEEI WCSH WFI WGY
WRVA WLW WRC
CBS—Glen Gray's Orchestra; Colonel Snopnacle
and Budd; Connie Boswell; WABC WOKO
WDRC WCAU WJAS WJSV WNAC WLW
NBC—Ray Perkins, comedian; Gale Page, con-
tralto; orchestra direction, Harold Stokes;
Guest Artist; WJZ WBZ WBZA WHAM
WBAL KDKA WMAL
WOR—Liddy Brown, violinist; Orchestra

10:15 P.M.

WOR—Harlan Eugene Read, news
10:30 P.M.
CBS—Harlem Serenade; Claude Hopkins' Orches-
tra; Five Spirits of Rhythm and Orlando
Roberson, soloist; WABC WDRC WJAS WIP
WLW WOKO WJSV WAAB
NBC—Orchestra; Soloist; Chorus; Harold San-
ford Conducting; WJZ WBAL WHAM

10:45 P.M.

CBS—Harlem Serenade; WABC
KDKA—Nancy Martin
WBZ-WBZA—Orchestra, Soloist and Chorus
(NBC)
WCAU—Vincent Travers' Orchestra
WNAC—Larry Funk's Orchestra

10:50 P.M.

WNAC—Larry Funk's Orchestra
11:00 P.M.
NBC—To be announced; WJZ WBAL WCSH
CBS—Charles Carlie, tenor; WABC WIP WJAS
WOKO WAAB WJSV WDRC
NBC—John B. Kennedy, news; WEAF WGY
WFI

11:05 P.M.

KDKA—Sports Review
WBZ-WBZA—Weather; Temperature; Sports Re-
view, Bill Williams
WCAU—Itoake Carter, talk
WEEI—Morey Pearl's Orchestra
WHAM—Dance Orchestra
WLW—Press Flashes
WNAC—News Service
WOR—"Moonbeams"
WRVA—Old Tunes Jollification

11:05 P.M.

WEEI—Breed Walker; "Hello New England"
WLW—Johnny Hamp's Orchestra
11:15 P.M.
NBC—Press-Radio Bureau, News; WEAF WGY
WCSH WFI WRC
NBC—Press-Radio Bureau, News; WJZ WHAM
WBAL WBZ WBZA WMAL
CBS—Press-Radio Bureau, News; WABC WJAS
WJSV WIP WDRC
KDKA—Art Farrar's Orchestra
WCAU—Political Talk, Robert Gray Taylor
WLW—Marc Williams, cowboy singer

11:20 P.M.

CBS—Charles Barnett's Orchestra; WABC WJAS
WDRC WJSV WLW WIP WNAC
NBC—Dan Russo's Orchestra; WEAF WGY WFI
WCSH
NBC—Poet Prince; Anthony Frome, tenor; WJZ
WBAL WBZ WBZA WMAL
WHAM—News Service

11:25 P.M.

WHAM—The Poet Prince (NBC)
11:30 P.M.
NBC—Paul Whiteman's Orchestra; WEAF WCSH
WFI
NBC—Phil Harris' Orchestra; WJZ WHAM WBAL
WBZ WBZA
CBS—Ozzie Nelson's Orchestra; WOKO WCAU
KDKA—Lloyd Huntley's Orchestra
WGY—Sammy Kaye's Orchestra
WLW—The Cossacks' Russian Orchestra
WDR—Eddie Lane's Orchestra
WRVA—Dance Orchestra

11:45 P.M.

CBS—Enoch Light's Orchestra; WABC WNAC
WJSV WDRC WLW WCAU
NBC—Paul Whiteman's Orchestra; WEEI WLW
12:00 Mid.
NBC—Frankie Masters' Orchestra; WJZ WHAM
WLW WBZ WBZA WMAL
CBS—Harry Sosnik's Orchestra; WABC WNAC
WCAU WOKO WJAS WJSV
NBC—Itudy Vallee's Orchestra; WEAF WGY
WEEI WFI
KDKA—Marty Gregor's Orchestra
WOR—Bide Dudley Reviews the New Play

12:05 A.M.

WOR—Paul Tremaine's Orchestra
12:30 A.M.
NBC—Jack Denny's Orchestra; WEAF WEEI
WGY WFI
CBS—Pancho's Orchestra; WABC WOKO WNAC
WCAU WJSV
NBC—Seymour Simons' Orchestra; WJZ WBZ
WBZA WHAM KDKA WLW WMAL
1:00 A.M.
CBS—Sam Robbins' Orchestra; WABC
WLW—Dance Orchestra

1:30 A.M.

WLW—Moon River, organ and vocalists
2:00 A.M.
WLW—Oklahoma Bob Albright
2:15 A.M.
WLW—Johanna Grosse, organist
2:45 A.M.
WLW—Florence and Missouri Kinney, duo

BIG PAY IN BROADCASTING



FLOYD GIBBONS
Famous Radio
Broadcaster

IT ISN'T necessary to be a
"star" to make good money
in Broadcasting. There are hun-
dreds of people in Broadcasting
work who are practically un-
known—yet they easily make
\$8000 to \$5000 a year, while, of
course, the "stars" often make
\$25,000 to \$50,000 a year.

If you have talent—if you
have a good speaking voice, can
sing, act, write, direct or sell—
then here is an amazing new
method of practical training de-
veloped by Floyd Gibbons that
fits you—right in your own
home in your spare time—for
the job you want.

Millions of dollars paid to trained talent every
year. Men and women unknown today will be
the high salaried Graham MacNamee, Olive Pat-
ters and Floyd Gibbons of tomorrow. The Floyd
Gibbons School will train you in the technique of
Broadcasting so that you, too, may qualify for
one of the big paying Broadcasting jobs open to
men and women of talent and training.

Our FREE book "How to Find Your Place in
Broadcasting" gives full particulars regarding our
course. It tells you how to prepare for a good
position in Broadcasting—how you can turn your
hidden talents into money, without giving up your
present job or making a single sacrifice of any
kind. You learn at home in your spare time.
Send coupon at once for free book.

Floyd Gibbons School of Broadcasting
2000-14th St., N.W., Dept. 4D33 Washington, D.C.
Without obligation send me your free booklet
"How to Find Your Place in Broadcasting" and
full particulars of your home study course.

Name Age

Please Print or Write Name Plainly

Address

City State

BUNIONS Reduced Quickly



BUMP GOES DOWN!

It acts almost instantly. Then
blessed relief. Fatyfoot gradually reduces painful
ngly bunions. Enables you to wear smaller shoes.
No cumbersome appliances. No messy salves. Used
on over 2,000,000 feet since 1897. Write for Free
trial treatment. Fatyfoot Products Co., Chicago,
Ill., 1223 S. Wabash Ave. FREE Proof
Dept. 3534

SONGS WANTED FOR RADIO BROADCAST

Cash Payments Advanced Writers of Songs
Used and publication secured. Send us any likely
material (Words or Music, for consideration today.
Radio Music Guild 1650 Broadway New York

RETAIN THE Natural Beauty OF YOUR SKIN!



HAVE you looked at your complexion
lately? Really looked at it?... Is it soft,
smooth and clear? Or is it a little coarse,
a little rough? Spring days play havoc
with your skin. Dry air and harsh winds
exhaust its natural oils. Cause your face to
become lined and old-looking. Begin today
to use OUTDOOR GIRL Face Powder. Its
unique Olive Oil base gives the skin the
moisture it needs to remain soft, firm and
youthful. Yet OUTDOOR GIRL is fluffily-dry.
It doesn't "cake" or clog the pores.
In large economy sizes at drug and department
stores—50c and 25c. Mail the coupon if you want
to try 5 of these exceptional beauty preparations.

OUTDOOR GIRL OLIVE OIL FACE POWDER

CRYSTAL CORPORATION, DEPT. 1251D
WILLIS AVENUE, NEW YORK CITY
I enclose 10c. Please send me liberal trial pack-
ages of OUTDOOR GIRL Face Powder, Lip-and-
Cheek Rouge, Cleansing Cream, Olive Oil Cream,
and Perfume.
Name

Address

City State

Wednesday, April 4

MORNING

8:00 A.M.
CBS—On the Air Today: WABC
NBC—Organ Rhapsody; Soloists: Richard Leibert, organist: WFAE WFSH WFI
NBC—Morning Devotions; Lowell Patton, organist: WJZ WBAL WBZ WBZA KDKA WRC
WCAU—Louisiana Revival Singers
WEEI—Morning Train Catcher
WGY—Musical Clock
WHAM—Kindly Thoughts
WJSV—The Sun Dial, Arthur Godfrey
WNAC—Shopping Around the Town
WOR—John, Joe and Frosini

8:05 A.M.
CBS—Salon Musicale: WABC

8:10 A.M.
WOR—Al Woods, songs and patter

8:15 A.M.
NBC—Don Hall Trio: WJZ WBAL WHAM
KDKA—Tommy and Sherlock
WBZ-WBZA—Duke Dewey's Hickory Nuts
WCAU—Salon Musicale (CBS)
WCSH—Morning Devotions
WEEI—Shopping Service
WOR—Al Woods, songs and patter

8:30 A.M.
NBC—Cheerio, inspirational talk, and music: WFAE WEEI WFSH WFI WGY WRC
CBS—Sunny Melodies; Mark Warnow, Conductor: WABC WCAU
NBC—Low White, organist: WJZ WBAL KDKA WBZ WBZA WHAM
WOR—Martha Manning, sales talk

8:45 A.M.
WCAU—Sam Moore's Meeting
WOR—Sherman Keene's Orchestra

9:00 A.M.
NBC—Sam Herman, xylophone; Frank Banta, piano: WFAE WLIT WCSH
CBS—Eton Boys, Male Quartet: WABC WOKO WNAC WDRC WCAU WJAS WLBZ
NBC—The Mystery Chef: WJZ WBAL KDKA WBZ WBZA WMAL
WEEI—Clothes Institute
WGY—Scissors and Paste
WHAM—Tower Clock Program
WJSV—Woman's Hour
WOR—"Our Children" with Mary Olds; Edward Nell, Jr., baritone; George Shackley, organist

9:15 A.M.
NBC—Landt Trio and White, songs and comedy: WFAE WGY WCSH WEEI WLIT WRC
CBS—Madison Ensemble: WABC WOKO WNAC WDRC WJAS WIP WLBZ
NBC—Breakfast Club; orchestra: WJZ WHAM KDKA WBAL
WBZ-WBZA—Virgins Reade, talk
WCAU—Words and Music
WOR—Johnny Kane, "The Gossiper"

9:30 A.M.
CBS—Metropolitan Parade: WABC WOKO WDRC WNAC
NBC—Bradley Kincaid, the Mountain Boy; hill-billy songs: WFAE WCSH WRC
KOKA—Style and Shopping Service
WEEI—Good Morning Melodies
WGY—Billy Rose, tenor
WOR—French Diction

9:45 A.M.
CBS—Metropolitan Parade: WJAS WCAU WLBZ
NBC—The Southernaires, male quartet: WFAE WEEI WFI
KOKA—News; Minute Manners
WBAL—Shopping with Nancy Turner
WBZ-WBZA—Breakfast Club (NBC)
WCSH—Studio Program
WGY—Martha and Hal
WHAM—Tom Grierson, organist
WOR—Shopping with Jean Abbe

9:55 A.M.
NBC—Press-Radio Bureau, News: WJZ WHAM WBAL WBZ WBZA

10:00 A.M.
NBC—Breen and de Rose, songs and ukelele: WFAE WCSH WEEI WRC WFI
CBS—In the Luxembourg Gardens: WABC WJAS WDRC WAAB WLBZ
NBC—Josephine Gibson, hostess counsel: WJZ WBAL KDKA WHAM WBZ WBZA WMAL
WCAU—Lady Charin; Mary Catherine McDonough
WGY—Frank Keene and his Gang
WNAC—Buddy Clark, soloist
WOR—Pure Food Hour
WRVA—Betty Moore

10:15 A.M.
NBC—Clara, Lu 'n' Em: WFAE WCSH WEEI WFI WRC
CBS—Bill and Ginger, Songs: WABC WOKO WNAC WCAU WJAS WJSV
NBC—Young Artists' Trio: WJZ WBAL WBZ WBZA WHAM
KOKA—Studio Program
WGY—Musical Program

10:30 A.M.
NBC—Press-Radio Bureau, News: WFAE WCSH WFI WRC
CBS—Press-Radio Bureau, News: WABC WJAS WJSV WCAU WDRC
NBC—Today's Children, dramatic sketch: WJZ WBAL WBZ WBZA KDKA WMAL
WEEI—Studio Program
WGY—Market Basket

WHAM—Mrs. Thrilly Boyer
WNAC—Yankee Mixed Quartet

10:35 A.M.
CBS—Emery Deutch's Orchestra: WABC WAAB WDRC WJAS WJSV WCAU
NBC—Three Scamps, trio: WFAE WFI WCSH WRC

10:45 A.M.
CBS—Will Osborne's Orchestra; Pedro De Cordoba and his Friendly Philosophy: WABC WOKO WNAC WDRC WCAU WJAS
NBC—Betty Crocker, cooking talk: WFAE WEEI WFI WGY WCSH WRC
NBC—Jack and Loretta Clemens, songs and patter: WJZ WBAL WBZ WBZA WHAM WMAL
KOKA—Sammy Fuller
WJSV—American Red Cross Speaker

10:50 A.M.
KDKA—Originalities (NBC)
WBZ-WBZA—Piano Etchings, Doris Tirrell

11:00 A.M.
NBC—Juan Reyes, pianist: WFAE WCSH WLIT WGY WRC
CBS—Cooking Close-ups, Mary Ellis Ames, Home Economist: WABC WOKO WNAC WCAU WJAS WDRC WJSV
NBC—Allan Prescott, the Wife Saver: WJZ
NBC—Pappy, Ezra, Zeke and Elton: WBZ WBZA WMAL
KOKA—Uncle Tom and Betty
WEEI—Edison Program
WHAM—Half-Remember'd Rimes
WOR—Joseph Bier, baritone; Orchestra

11:15 A.M.
NBC—Singing Strings, ensemble: WJZ WBAL WMAL KDKA
NBC—Alice Itensen, contralto: WFAE WEEI WGY WCSH WLIT WRC
CBS—Fats Waller, songs: WABC WNAC WCAU WDRC WJAS WJSV WLBZ
WBZ-WBZA—Women's Club News, Frances A. Blanchard
WOR—Beauty Casting, songs and facial gymnastics

11:30 A.M.
NBC—U. S. Army Band: WJZ WBAL KDKA WBZ WBZA WHAM WMAL
NBC—Betty Moore, interior decorating; Lew White, organist: WFAE WLIT WGY WEEI WRC
CBS—Tony Wons: WABC WOKO WNAC WDRC WCAU WJAS WJSV WLBZ
WCSH—Musical Program
WOR—News in the World of Women, speaker
WRVA—Organ Recital

11:45 A.M.
NBC—Fields and Hall, songs and comedy: WFAE WEEI WCSH WGY WRC
CBS—Jane Ellison's Magic Recipes: WABC WJAS WJSV WOKO WCAU WDRC WNAC
WOR—The Magic Bowl, Claire Sueden

AFTERNOON

12:00 Noon
NBC—Gene Arnold and the Commodores: WFAE WEEI WGY WCSH WLIT WRC
CBS—The Voice of Experience: WABC WNAC WDRC WCAU WJAS WJSV
NBC—Eva Taylor, crooner: WJZ KDKA WBAL—Newspaper Adventures
WBZ-WBZA—The Monitor Views the News
WHAM—Tower Trio
WOR—Walter Ahrens, baritone

12:15 P.M.
NBC—Johnny Marvin, tenor: WFAE WEEI WRC
CBS—Betty Barthell, songs; Melodeers Quartet: WABC WOKO WJSV WDRC WCAU WLBZ
NBC—Neil Sisters, harmony trio: WJZ WHAM WMAL
KOKA—Honey Boy and Sassafras
WBAL—Chick Larro
WBZ-WBZA—Weather; Market Reports
WCSH—Farin Flashes
WGY—Skip, Step and Happiana, songs
WNAC—News and Weather
WOR—Bob Griffin, songs and patter
WRVA—Health Address

12:25 P.M.
WOR—"Minute Manners," Mrs. J. S. Reilly

12:30 P.M.
CBS—Smilin' Ed McConnell: WABC WDRC WCAU WJSV WOKO
NBC—On Wings of Song, String Trio: WFAE
NBC—National Farm and Home Hour; Guest Speakers; Walter Blaufuss' Homesteaders: WJZ WBZ WBZA WHAM WBAL WMAL
KOKA—Market Reports
WCSH—Stocks, Weather Reports
WEEI—Boston Farmers' Produce Market Report
WGY—Farm Program
WNAC—The Shopper's Exchange
WOR—Alexander Haas' Gypsy Orchestra

12:45 P.M.
CBS—Mischa Ruginsky's Ensemble: WABC WOKO WJSV WIP WLBZ WJAS
NBC—On Wings of Song: WCSH WRC
KDKA—Lloyd Huntley's Orchestra
WCAU—Today's Programs
WEEI—A Bit of This and A Bit of That

12:55 P.M.
WOR—Ohman and Arden, "The World's Most Beautiful Waltzes"

1:00 P.M.
NBC—Market and Weather Reports: WFAE

HIGH SPOT SELECTIONS FOR THE DAY

7:45 p.m.—Irene Rich in Hollywood: NBC-WEAF network.
 8:00 p.m.—Jack Pearl, the Baron; Cliff Hall; Van Steeden's orchestra: NBC-WEAF network.
 8:30 p.m.—Albert Spalding, violinist: CBS-WABC network.
 9:00 p.m.—Greta Stueckgold; Andre Kostalanetz orchestra: CBS-WABC network.
 9:00 p.m.—Fred Allen's Revue; Lennie Hayton's orchestra: NBC-WEAF network.
 9:00 p.m.—Raymond Knight's Cuckoos: NBC-WJZ network.
 9:30 p.m.—John Charles Thomas, baritone; William Oaly's orchestra: NBC-WJZ network.
 9:30 p.m.—Burns and Allen, comics; Guy Lombardo's orchestra: CBS-WABC network.
 10:00 p.m.—Old Gold Hour; Ted Fiorito's orchestra; the Debutantes Trio; Olck Powell, M. C.: CBS-WABC network.
 10:00 p.m.—Ed Sullivan, columnist; Three Scamps; Vincent Lopez' orchestra: NBC-WJZ.
 10:30 p.m.—Freddie Rich Entertains; Sylvia Froos; Fray and Braggiotti: CBS-WABC net.
 11:00 p.m.—Nick Lucas: CBS-WABC network.

CBS—Marie, the Little French Princess, drama: WABC WNAC WCAU
KOKA—National Farm and Home Hour (NBC)
WCSH—Musical Program
WGY—Albany on Parade
WJSV—Afternoon Rhythms
WOR—Dr. Wynne's Health Talk

1:15 P.M.
NBC—Close Harmony; Gloria La Vey, soprano: WFAE WEEI WFI
CBS—Screen Star Interviewed by Louella Parsons: WABC WOKO WNAC WDRC WJSV WCAU WJAS

1:30 P.M.
NBC—Orlando's Concert Ensemble: WFAE WEEI WCSH WRC
CBS—Easy Aces, Comedy: WABC WNAC WCAU WJAS
NBC—Vic and Sade: WJZ WBAL WBZ WBZA KDKA WMAL
WGY—Bradley Kincaid, mountain ballads
WHAM—School of the Air, science
WJSV—Gene Stewart, organist
WOR—Rosalind Genuet, Book Review
WRVA—Market Reports

1:45 P.M.
CBS—The Playboys: WABC WJAS WOKO WLBZ WJSV WIP
NBC—Harvest of Song; The Merrie-Men, male quartet; Irma Glen, organist; pianist: WJZ WBAL WMAL
KOKA—Lloyd Huntley's Orchestra
WBZ-WBZA—Safety Committee; Organ Music; Health Talk
WCAU—Emily Weyman, songs
WGY—Orlando's Concert Ensemble (NBC)
WNAC—Anne De Forest, beauty specialist
WOR—Rutgers Home Economics
WRVA—Sunshine Program

2:00 P.M.
NBC—Ned Parish's Orchestra: WFAE WEEI WLIT WRC
CBS—The Captivators: WABC WDRC WJSV WIP WLBZ WOKO
NBC—Happy Days in Dixie; Dixie Vagabonds: WJZ WBZ WBZA KDKA WHAM WMAL
WBAL—Poetry Recital
WCAU—Doris Havens
WCSH—Lora Thomas Brown
WGY—Hadley Rasmuson, baritone
WNAC—The Municipal Forum
WOR—Dr. Arthur Frank Payne, "The Psychologist Says"

2:15 P.M.
CBS—Romance of Helen Trent: WABC WCAU
CBS—Artist Recital; Crane Calder, bass: WNAC WLBZ
WBAL—Happy Days in Dixie (NBC)
WCSH—Ned Parish's Orchestra (NBC)
WGY—Matinee Players
WHAM—School of the Air, social study
WJSV—In the Music Room
WOR—College Inn Comedies

2:30 P.M.
NBC—Two Seats in the Balcony; orchestra: WFAE WLIT WGY WRC
CBS—Ann Leaf at the Organ: WABC WNAC WDRC WJAS WJSV WIP WLBZ WOKO
NBC—Snack Out, songs and comedy sketch: WJZ WBAL WHAM WMAL
KOKA—Home Forum
WCAU—Women's Club of the Air
WEEI—Kitchen of the Air
WOR—Milton Kaye, pianist

2:45 P.M.
NBC—Words and Music, soloist and narrator: WJZ WBZ WBZA WMAL WHAM
WBAL—Elmer F. Bernhart, baritone
WOR—Orchestral Program

3:00 P.M.
NBC—Joe White, tenor; Orchestra: WJZ WHAM WBAL KDKA WMAL
CBS—La Forge Berumen Musicale: WABC WNAC WJAS WIP WLBZ WOKO
NBC—Ma Perkins, drama: WFAE WGY WFI WRC

WBZ-WBZA—Tillotson-Wilson Musicale
WCAU—Ralph Schaffer
WCSH—Studio Program
WEEI—Del Castillo, organist
WJSV—Silver Years
WOR—Elizabeth McShane, "Fashions"

3:15 P.M.
NBC—The Wise Man: WFAE WCSH WGY WRC
NBC—Ileinie and His Grenadiers: WJZ KDKA WBAL WHAM WBZ WBZA WMAL
WCAU—Women's Club of the Air
WJSV—La Forge Berumen Musicale (CBS)
WOR—Your Lover

3:30 P.M.
NBC—Women's Radio Review; Orchestra; Claudine MacDonald: WFAE WGY WEEI WFI WCSH WRC
CBS—The Pickard Family: WIP WJSV
CBS—Mary Manning and the Knickerbockers: WABC WJAS WLBZ WNAC WOKO
WBZ-WBZA—Itoine Forum; Cooking School
WCAU—Bright Lights
WOR—Spanish Lesson, Professor Maxine Itturida

3:45 P.M.
NBC—Platt and Nieman, piano duo: WJZ WBAL WMAL
CBS—Columbia Salon Orchestra: WABC
KOKA—Herman Values
WHAM—George Garis organist
WNAC—Council of Massachusetts
WOR—Byron Holiday, baritone; orchestra

4:00 P.M.
NBC—Pop Concert: WFAE WTIC WGY WRC WCSH
CBS—Manhattan Moods; Do-Re-Mi Trio; Mark Warnow's Orchestra: WABC WOKO WNAC WDRC WJAS WJSV WLBZ WCAU
NBC—Betty and Bob, dramatic sketch: WJZ WBAL KDKA WBZ WBZA WHAM WMAL
WEEI—Stock Exchange Quotations
WOR—Dr. H. I. Stranilagen: "The Healthy Skin Club"

4:15 P.M.
NBC—Alice Joy, the Dream Girl: WJZ WBZ WBZA WBAL WHAM WMAL
NBC—Pop Concert: WFI WEEI
KOKA—Klaren Flautoes
WOR—The Virginians, male quartet

4:30 P.M.
NBC—Art Tatem, Negro pianist: WFAE WTIC
NBC—Waldo Heinrich's "Economic and Political Antagonisms in Palestine": WJZ WBAL
CBS—Science Service, talk: WABC WOKO WIP WDRC WJAS WJSV WLBZ WNAC
KOKA—Market Reports
WBZ-WBZA—The Painter and His Daughter, skit
WCAU—C. P. Shofner, "Topics in Season"
WCSH—Home and Foreign Missions
WEEI—Women Organists; Choral Group
WGY—Business and Professional Women's Club Talk
WHAM—The Rambler
WOR—Leo Freudberg's Orchestra

4:45 P.M.
NBC—Folk Music of the South; John Powell, composer: WFAE WCSH WEEI WTIC WRC
CBS—The Merry-makers: WABC WCAU WDRC WJAS WOKO WJSV WLBZ WNAC
NBC—Concert Favorites; Joseph Gallicchio's Orchestra: WJZ WBZ WBZA WMAL
KOKA—Tea Time Tunes
WGY—Stock Reports
WHAM—News Service
WOR—Frances Ingram, Thru the Hollywood Looking Glass

5:00 P.M.
CBS—Sippy, children's skit: WABC WOKO WAAB WDRC WCAU WJSV WJAS
NBC—Jack and Gale, songs; Itoy Shield's Orchestra: WJZ WBAL WHAM KDKA WBZ-WBZA—New England Agriculture
WCSH—Orchestral Program
WGY—Lang Sisters
WNAC—The Yankee Singers
WOR—Orchestral Program

5:15 P.M.
NBC—Ted Black's Orchestra: WFAE WTIC WCSH
CBS—Jack Brooks, tenor; Eddie Copeland's Orchestra: WAAB WDRC WJAS WIP WOKO
CBS—On the Air Tonight: WABC
KDKA—Kiddies Club
WBZ-WBZA—News, Henry Edison Williams
WCAU—Friend of Youth
WEEI—Studio Program
WGY—Orchestra and Soloist
WJSV—Fay Duncan and Fayette, songs
WNAC—The Cosmopolitans, novelty quintet
WOR—Amateur Astronomers Association
WRVA—Cecil and Sally

From \$5 to \$5,000
 IN CASH PRIZES
 See Last Page

Thursday, April 5

MORNING

8:00 A.M.
 CBS—On the Air Today: WABC
 NBC—Radio City Organ; Richard Leibert, organist; WEAJ WGSB WFI
 CBS—Salon Musicale: WCAU
 NBC—Morning Devotions: WJZ WBAL WBZ
 WBZA KDKA WRC
 WEEI—Morning Train Catcher
 WGY—Musical Clock
 WHAM—Kindly Thoughts
 WJSV—The Sun Dial, Arthur Godfrey
 WNAC—Shopping Around the Town
 WOR—John, Joe and Frosini

8:05 A.M.
 CBS—Salon Musicale: WABC

8:10 A.M.
 WOR—Al Woods, songs and patter

8:15 A.M.
 NBC—Don Hall Trio: WJZ WBAL WHAM
 KDKA—Tommy and Sherlock
 WBZ-WBZA—Duke Dewey's Hickory Nuts
 WGSB—Morning Devotions
 WEEI—Shopping Service
 WOR—Al Woods, songs and patter

8:30 A.M.
 NBC—Lew White, organist: WJZ WBAL WBZ
 WBZA KDKA WHAM
 NBC—Cherrio, inspirational talk and music:
 WEAJ WEEI WGSB WGY WTIC WFI WRC
 WOR—Martha Manning, sales talk

8:45 A.M.
 CBS—Sam Moore's Meeting: WABC WCAU
 WOR—Don Ross, songs

9:00 A.M.
 NBC—The Breakfast Club: WJZ WBAL KDKA
 CBS—Eton Boys, Male quartet: WABC WOKO
 WNAC WDRC WCAU WJAS WLBZ
 NBC—Sam Herman, xylophone; Frank Banla,
 piano: WEAJ WLIT WCSH
 WBZ-WBZA—Virginia Wade, talk
 WEEI—Clothes Institute
 WGY—Annette McCullough and Forrest Willis,
 duets
 WHAM—Tower Clock Program
 WJSV—Dance Orchestra
 WOR—Edward Nell, Jr., baritone; Songs; Mary
 Olds and George Shackley

9:15 A.M.
 NBC—Laudt Trio and White, comedy and songs:
 WEAJ WLIT WCSH WEEI WGY WRC
 CBS—In the Luxembourg Gardens: WABC WOKO
 WNAC WDRC WJAS WIP WLBZ
 WCAU—Words and Music
 WHAM—Breakfast Club (NBC)
 WJSV—Woman's Hour
 WOR—Sherman Keene's Orchestra

9:30 A.M.
 NBC—Bradley Kincaid, the Mountain Boy; hill-
 billy songs: WEAJ WTIC WCSH WGY WRC
 NBC—Breakfast Club; orchestra: WBZ WBZA
 KDKA—Style and Shopping Service
 WEEI—Irene Castle
 WOR—Interior Decorating, Mildred Lewis

9:45 A.M.
 CBS—The Mystery Chef: WABC WAAB WCAU
 WJAS
 NBC—The Sylvan Trio: WEAJ WTIC WEEI
 WFI WRC
 KDKA—Work-A-Day Thoughts
 WCSH—Thru the Shops with Margie
 WGY—Martha and Hal
 WHAM—Household Hour
 WNAC—Song Album, George Wheeler, tenor
 WOR—Phil Harris' Orchestra

10:00 A.M.
 NBC—Edward MacLugh, the Gospel Singer:
 WJZ WBAL KDKA WBZ WBZA WMAL
 CBS—Bill and Ginger: WABC WOKO WJAS
 WAAB WCAU
 NBC—Breen and De Rose, songs and ukelele:
 WEAJ WEEI WRC
 Y. N.—Food and Homemaking School: WNAC
 WLBZ
 WGY—Billy Rose and the Piano Pals
 WOR—Pure Food Hour

10:15 A.M.
 NBC—Clara, Lu 'n' Ein, gossip: WEAJ WFI
 WCSH WEEI
 CBS—Visiting with Ida Bailey Allen: WABC
 WJAS WOKO WAAB WJSV

NBC—Castles in the Air; Alice Remsen, contralto; Ray Heatherton, baritone: WJZ WBAL
 WBZ WBZA WHAM
 KDKA—Studio Program
 WCAU—Mario de Campo, tenor; Eric Wilkinson,
 organist
 WGY—Shopping Bag

10:30 A.M.
 NBC—Treasure Chest; Howard Phillips, baritone;
 Martha Lee Cole; Don Allen's Orchestra:
 WEAJ WRC WFI WGY
 CBS—Press Radio Bureau, News: WABC WCAU
 WJAS WJSV WDRC
 NBC—Today's Children, dramatic sketch: WJZ
 KDKA WBAL WBZ WBZA WMAL
 WCSH—Studio Program
 WEEI—The Happy Ramble
 WHAM—Mrs. Thrifty Buyer
 WNAC—Musical Interlude

10:35 A.M.
 CBS—Melody Parade: WABC WCAU WDRC
 WLBZ WNAC WJSV WJAS

10:45 A.M.
 NBC—Press Radio Bureau, News: WEAJ WCSH
 WEEI WTIC
 NBC—Press Radio Bureau, News: WJZ WBAL
 WBZ WBZA WRC WHAM WMAL
 E. T.—School of Cookery: WEEI WGY WFI
 KDKA—Sammy Fuller
 WRVA—Varieties

10:50 A.M.
 NBC—Morning Parade: WEAJ WCSH WHAM
 WTIC WRC
 NBC—Pappy, Ezra, Zeke and Elton, hillbillies:
 WJZ WBAL WMAL
 WBZ-WBZA—Piano Etchings, Doris Tirrell
 WEEI—Studio Program

11:00 A.M.
 CBS—Mary Lee Taylor, kitchen talk: WJSV
 NBC—U. S. Navy Band: WJZ WBAL KDKA
 WBZ WBZA WHAM
 CBS—Sunny Side Up: WABC WDRC WCAU
 WNAC WLBZ
 NBC—Galaxy of Stars: WGY WLIT
 E. T.—School of Cookery: WCSH WRVA
 WOR—Nell Vinick, beauty talk

11:15 A.M.
 CBS—Sunny Side up: WABC
 NBC—Frances Lee Barton, cooking school: WEAJ
 WTIC WLIT WGY WEEI WCSH WRC
 CBS—Charm Secrets: WJSV WNAC WCAU
 WMAL—U. S. Navy Band (NBC)
 WOR—School of Cookery
 WRVA—Bab and Lih

11:30 A.M.
 NBC—Gale Page, contralto; Frank Hazard, tenor;
 King's Jesters, trio; Orchestra: WLIT
 WGY
 NBC—Sweetheart Melodies; Vocalists; Talk: WJZ
 WBAL WBZ WBZA KDKA WHAM WMAL
 CBS—Tony Wons with Keenan and Phillips,
 piano team: WABC WNAC WCAU WJAS
 WJSV WOKO WDRC
 NBC—Jules Lande, Troubadour of the Violin;
 Morton Howe, tenor: WEAJ WCSH WEEI
 WTIC WRC
 WOR—"News in the World of Women", Gabriel
 Heatter
 WRVA—Luxury Fiddlers

11:45 A.M.
 CBS—Madison Ensemble: WABC WNAC WJSV
 WJAS WIP WOKO WLBZ WDRC
 NBC—Al and Lee Iteser, piano duo: WJZ WBAL
 KDKA WMAL
 WBZ-WBZA—Carl Lamson Musicale
 WCAU—Sunside Up
 WHAM—Tom Grierson, organist
 WOR—Marian Rich, mezzo-soprano; Orchestra

AFTERNOON

12:00 Noon
 NBC—Neil Sisters, harmony trio: WJZ WBAL
 WHAM

12:05 P.M.
 CBS—The Voice of Experience: WABC WNAC
 WDRC WCAU WJAS WJSV
 NBC—Piano Recital: WEAJ WGY WRC
 WEN—Larrow Program: WCSH WEEI
 KDKA—Studio Program
 WBZ-WBZA—The Monitor Views the News; Ernest
 Beaulort
 WOR—Harmonizers
 WRVA—Organ Recital

12:15 P.M.
 NBC—Wendell Hall, songs: WJZ WBAL WHAM
 WEEI WMAL
 CBS—Do Ite Mi Trio: WABC WOKO WDRC
 WCAU WJSV WLBZ WAAB
 NBC—Johnny Marvin, tenor: WEAJ WRC
 KDKA—Honey Boy and Sassafras
 WBZ-WBZA—Weather; Market Reports
 WCSH—Farm Flashes; Stocks and Weather
 WGY—Skip, Step and Happiana, songs
 WNAC—News Flashes
 WOR—Musical Program

12:20 P.M.
 WBZ-WBZA—New England Agriculture

12:30 P.M.
 NBC—National Farm and Home Hour: WJZ
 WBAL WBZ WBZA WHAM WMAL
 CBS—Gossip Behind the Microphone: WABC
 NBC—Maurice Lee's Concert Ensemble: WEAJ
 KDKA—Market Reports
 WCAU—The Noontimers

HIGH SPOT SELECTIONS FOR THE DAY

8:00 p.m.—Rudy Vallee's Variety Hour; guest stars and orchestra: NBC-WEAJ network.
 8:00 p.m.—Raffles, Amateur Cracksman, drama: CBS-WABC network.
 8:30 p.m.—Voice of America; Alex Gray; Mary Eastman; Nicholas Kempner's orchestra: CBS-WABC network.
 9:00 p.m.—Captain Henry's Show Boat; Lanny Ross, Annette Hanshaw, Molasses 'n' Janu-
 ary and Gus Haenschel's orchestra: NBC-WEAJ network.
 9:00 p.m.—Presenting Mark Warnow; Connie Gates; Melodiers' Quartet: CBS-WABC.
 9:30 p.m.—Fred Waring's orchestra and entertainers: CBS-WABC network.
 10:00 p.m.—Stoopnagle and Budd; Glen Gray's orchestra: CBS-WABC network.
 10:00 p.m.—Al Jolson with Paul Whiteman's orchestra; Ramona, Frankie Trumbauer,
 Rhythm Boys; Deems Taylor, narrator: NBC-WEAJ network.
 10:30 p.m.—Emery Deutsch and His Gypsy Violin: CBS-WABC network.
 11:30 p.m.—International Broadcast from Buenos Aires: NBC-WEAJ network.

WCSH—Stocks, Weather Reports
 WEEI—Boston Farmers' Produce Market Report
 WGY—Farm Program
 WNAC—The Shopper's Exchange
 WOR—Jan Bruneseo's Gypsy Orchestra

12:45 P.M.
 NBC—Maurice Lee's Concert Ensemble: WCSH
 WRC
 CBS—George Scherban's Orchestra: WABC
 KDKA—Lloyd Huntley's Orchestra
 WEEI—A Bit of This and A Bit of That
 WCAU—Today's Programs

1:00 P.M.
 NBC—Market and Weather Reports: WEAJ
 CBS—Marie, the Little French Princess; drama:
 WABC WNAC WCAU
 KDKA—National Farm and Home Hour (NBC)
 WCSH—Pedro Via's Orchestra (NBC)
 WGY—Albany on Parade
 WJSV—Afternoon Rhythms
 WOR—Dr. Wynne's Health Talk

1:05 P.M.
 WOR—Musical Revue; Myrtle Boland and M.
 Lucas, soloists

1:15 P.M.
 CBS—Joan Marrow, music: WABC WNAC WJSV
 WJAS
 NBC—Pedro Via's Orchestra: WEAJ WFI WEEI
 WTIC WRC
 WCAU—Harold Knight's Orchestra

1:30 P.M.
 NBC—Vic and Sade, sketch: WJZ WBAL KDKA
 WBZ WBZA WMAL
 CBS—Easy Aces, comedy: WABC WCAU WNAC
 WJAS
 NBC—Orlando's Concert Ensemble: WEAJ WTIC
 WCSH WGY WFI WRC
 WEEI—Reading Circle
 WHAM—School of the Air, science
 WJSV—Serenade
 WOR—Bide Dudley; Theater Club of the Air
 WRVA—Market Reports

1:45 P.M.
 NBC—The Merry Maes; Cheri McKay; Male Trio;
 Orchestra: WJZ WBAL WBZ WHAM
 CBS—Sweetheart Blues; Mark Warnow's Orches-
 tra: WABC WJAS WDRC WNAC WLBZ
 WOKO WJSV
 KDKA—Lloyd Huntley's Orchestra
 WBZ-WBZA—Safety Committee; Organ Music
 WCAU—Stanley Roberts, songs
 WOR—Mildred Cole, soloist

2:00 P.M.
 NBC—William Hain, tenor: WEAJ WLIT WRC
 NBC—Sleepy Hall's Orchestra: WJZ WBAL WBZ
 WBZA KDKA WHAM WMAL
 CBS—Ann Leaf at the Organ: WABC WJSV
 WLBZ WOKO
 WCAU—Eddie Sheppard, novelty pianist
 WCSH—Lura Thomas Brown
 WEEI—Silver Lining Hour
 WGY—Paul Curtis, tenor
 WNAC—The Municipal Forum
 WOR—Dr. Arthur Frank Payne, "The Psycholo-
 gist Says"
 WRVA—Edward Naff

2:15 P.M.
 NBC—Oswald Mazzucci, 'cellist: WEAJ WCSH
 WLIT WRC WEEI
 CBS—Romance of Helen Trent: WABC WCAU
 WNAC
 KDKA—State Federation Pennsylvania Women
 WGY—Household Chats
 WJSV—The Music Room
 WOR—The Melody Singer

2:30 P.M.
 WEN—Food Hour: WEEI WCSH
 NBC—Smack Out, comedy sketch: WJZ WHAM
 WBAL WBZ WBZA WMAL
 CBS—Emery Deutsch's Orchestra: WABC WNAC
 WJSV WIP WLBZ WJAS WOKO
 NBC—Trio Romantic: WEAJ WRC
 KDKA—Home Forum
 WCAU—Women's Club of the Air
 WGY—Three Schoolmasks
 WOR—Otis Holley, soprano

2:45 P.M.
 NBC—Dr. C. A. Winslow, health talk: WEAJ
 WRC
 NBC—Words and Music; Vocalists; Narrator;
 String Ensemble: WJZ WBAL WMAL
 WBZ-WBZA—Edwin Otis, baritone
 WGY—Barnacle Bill, the Sailor
 WHAM—George Garis, organist
 WOR—Orchestral Program

3:00 P.M.
 NBC—Ma Perkins sketch: WEAJ WEEI WGY
 WFI WRC

CBS—Metropolitan Parade: WABC WNAC WJSV
 WIP WLBZ WOKO
 WRVA—Aunt Pollyanna
 NBC—Reed Kennedy, baritone: WJZ WBAL
 KDKA WMAL
 WBZ-WBZA—"Animals in the News," Dr. Wes-
 ley A. Young
 WCAU—Tom Dawson, songs
 WCSH—Musical Program
 WHAM—Memorial Art Gallery Program
 WOR—The Love Racketeer, Myrtle Boland
 WRVA—Voice of Fredricksburg

3:15 P.M.
 NBC—The Upstagers, male quartet: WEAJ WCSH
 WEEI WGY WRC
 NBC—The Syncopators: WJZ WHAM KDKA
 WMAL WBZ WBZA
 WCAU—Women's Club of the Air
 WOR—"Old Man Sunshine"

3:30 P.M.
 NBC—Women's Radio Review; Orchestra: WEAJ
 WGY WFI WCSH WEEI WRC
 CBS—National Student Federation Program:
 WABC WNAC WJAS WJSV WIP WLBZ
 WOKO
 NBC—Twenty and Seven; Merrie Men, Neil Sis-
 ters; Earl Lawrence, pianist; Irma Glen, or-
 ganist: WJZ WBAL KDKA WHAM WMAL
 WBZ-WBZA—Home Forum Cooking School
 WCAU—Five Blue Spades
 WOR—The Musical Architects, Mildred Cole and
 Tom Davis

3:45 P.M.
 CBS—U. S. Navy Band: WABC WNAC WCAU
 WJAS WLBZ WJSV WOKO
 WOR—Sally and Sue, comedy and songs

4:00 P.M.
 NBC—Twentieth National Negro Health Week,
 speakers: WEAJ WRC WGY
 NBC—Betty and Bob, dramatic sketch: WJZ
 WBAL WBZ WBZA KDKA WHAM WMAL
 WCSH—Y.W.C.A. Program
 WEEI—Stock Quotations
 WOR—Dr. H. I. Strandhagen, "The Healthy Skin
 Club"

4:15 P.M.
 NBC—Alice Joy, the Dream Girl; Orchestra:
 WJZ WBAL WHAM WMAL
 CBS—Ranning the World Mysteries of Overseas
 Telephone: WABC WDRC WJSV
 NBC—Negro Health Week: WEEI WFI
 KDKA—P.T.A. Talk
 WBZ-WBZA—Academy of Music
 WNAC—Spotlighting Modern Education
 WOR—Freddy Farber and Edith Handman,
 Variety Act

4:30 P.M.
 NBC—Music Magic; Vocalists; Orchestra: WJZ
 WBAL WBZ WBZA WHAM WMAL
 CBS—Bob Staudish, baritone: WABC WOKO
 WNAC WDRC WJSV WIP WLBZ WJAS
 NBC—Hazel Glenn, soprano; Orchestra: WEAJ
 WCSH WEEI WRC
 KDKA—Business News and Markets
 WCAU—Dancapators
 WGY—John Sheehan, tenor
 WOR—College Days

4:45 P.M.
 NBC—Lady Next Door, children's program:
 WEAJ WEEI WCSH WRC
 CBS—Ye Happy Minstrel and Tiny Band: WABC
 WNAC WDRC WCAU
 CBS—Artist Recital; Theo. Carle, tenor; Barbara
 Maurel, contralto: WOKO WJAS WJSV WIP
 KDKA—Bucknell Men's Glee Club
 WGY—Stock Reports
 WHAM—News Flashes
 WOR—Byron Holiday, baritone; Leo Freudberg's
 Orchestra
 WRVA—Rhythm Parade

5:00 P.M.
 NBC—Armand Girard, basso: WEAJ WEEI
 CBS—Skippy, children's skit: WABC WOKO
 WAAB WDRC WCAU WJSV WJAS
 NBC—General Federation of Women's Clubs;
 guest speaker: WJZ WMAL
 WBAL—Talk of the Times
 WBZ-WBZA—New England Agriculture; E. J.
 Rowell
 WCSH—Studio Program
 WGY—Piano Pals; Dorothy Sherman and Monica
 Leonard
 WHAM—Allen Sisson, the Story-Book Man
 WNAC—The Yankee Singers
 WRVA—Rhythm Parade



3 Perfumes
 (Exquisite new odors)

SUBTLE, fascinating, alluring. Sells regularly for \$12.00 an ounce. Made from the essence of flowers—A single drop lasts a week!

Three odors: Send only
 (1) Romanza
 (2) Lily of the Valley
 (3) Esprit de France

30¢

To quickly introduce these new perfumes I'll send you with my compliments three trial bottles of all three for only 30¢ (silver or stamps) to pay for postage and handling. Only one set to each new customer.

PAUL RIEGER
 239 First St. San Francisco, Calif.

(THURSDAY CONTINUED)

5:05 P.M.
WOR—Musical Interlude

5:15 P.M.
CBS—George Hall's Orchestra: WAAB WDRS
WJAS WIP WOKO WLBZ
NBC—Max Dolin, violinist; Mdan Sinolen, pianist:
WJZ WBAL WHAM
CBS—On the Air Tonight: WABC
KDKA—Kiddies' Klub
WBZ-WBZA—Monitor Views the News
WCAU—Studio Program
WJSV—Evening Rhythms
WNAC—Armando Corea's Orchestra
WOR—The Cocktail Hour; Walter Ahrens, baritone

5:20 P.M.
CBS—George Hall's Orchestra: WABC

5:25 P.M.
WRVA—Aunt Pollyanna

5:30 P.M.
NBC—Winnie the Pooh, drama: WEAFF WLIT
WEEI WRC WGY
CBS—Jack Armstrong, All American Boy:
WABC WOKO WNAC WDRS WCAU WJAS
WJSV
NBC—The Singing Lady, children's program:
WJZ WBZ WBZA WBAL KDKA WHAM
WCSH—Studio Program
WOR—The Pheasant in Art and Decoration; Karl Freund

5:40 P.M.
WRVA—Sports Review

5:45 P.M.
NBC—Rex Cole Mountaineers: WEAFF
CBS—Stamp Adventurer's Club: WABC WOKO
WAAB WDRS WCAU WJAS WJSV
NBC—Little Orphan Annie: WJZ WBAL WBZ
WBZA KDKA WHAM WMAL
NBC—Echoes of Erin: WGY
Y. N.—Armando Corea's Orchestra: WLBZ
WCSH—Dramatization
WEEI—Radio Chat
WNAC—Bob White's Scrap Book
WOR—The Sophisticates Trio

NIGHT

6:00 P.M.
NBC—Xavier Cugat's Orchestra: WEAFF
CBS—Buck Rogers in the Twenty-Fifth Century:
WABC WOKO WAAB WCAU WJAS WJWB
NBC—Richard Himber's Orchestra: WJZ WBAL
WBZ WBZA WMAL
KDKA—Evensong
WCSH—News Flashes
WEEI—The Evening Tattler
WGY—Evening Brevities
WHAM—Sportcast
WLW—Jack Armstrong, sketch
WNAC—News Flashes; Weather
WOR—Uncle Don, kiddies' program
WRVA—Hi Plane Pilots

6:15 P.M.
CBS—Bobby Benson and Sunny Jim: WABC
WAAB WDRS WCAU WLBZ
CBS—Bob Nolan, tenor; Norm Sherr, pianist:
WJSV
KDKA—Sports; Program Preview
WCSH—Al Buck's Sports Review
WEEI—Gene and Glen with Jake and Lena
WGY—Sports Parade
WHAM—Richard Himber's Orchestra (NBC)
WLW—Joe Emerson, songs; orchestra
WNAC—The Merry Go-Round

6:30 P.M.
NBC—Ivory Stamp Club; Captain Tim Healy:
WJZ
CBS—Mischa Raginsky's Ensemble: WABC WOKO
WAAB WJSV WLBZ WDRS
NBC—John B. Kennedy: WEAFF WGY WFI
KDKA—Studio Program
WBAL—Twenty Fingers of Harmony (NBC)
WBZ-WBZA—Old Farmer's Almanac
WCAU—Comedy Stars of Hollywood
WCSH—Gene and Glenn, songs and comedy
WEEI—Breed Walker saying, "Hello, New England"
WLW—Bob Newhall, "Mail Pouch Sportsman"
WNAC—Larry Funk's Orchestra
WOR—Eddie Lane's Orchestra
WRVA—News Flashes

6:40 P.M.
WEEI—Voice of the East

6:45 P.M.
NBC—Grandmother's Trunk: WEAFF
CBS—Sylvia Froos, songs: WABC WOKO WJAS
WAAB WCAU
NBC—Lowell Thomas, today's news: WJZ WBAL
WBZ WBZA KDKA WLW WHAM WMAL
WCSH—Studio Program
WEEI—Crystal Souvenirs
WGY—Radio Court
WJSV—Marguerite Cromwell and Phil Crist
WNAC—George Hinkle and Arthur Anderson in
"Street of Dreams"
WRVA—Evening Musicale

7:00 P.M.
NBC—Mary Small, songs; Orchestra: WEAFF
CBS—Myrt and Marge, drama: WABC WOKO
WNAC WDRS WCAU WJAS WJSV
NBC—Amos 'n' Andy: WJZ WBAL WBZ WBZA
KDKA WLW WRVA WHAM WMAL
WCSH—True Stories of the Sea
WEEI—Edison Program
WGY—Musical Program
WOR—Ford Frick, Sports Resume

7:15 P.M.
NBC—Billy Bachelor, sketch: WEAFF WGY
WCSH WEEI WRC

CBS—Just Plain Bill, skit: WABC WNAC WCAU
WJAS WJSV
NBC—B. A. Rolfe's Orchestra: WJZ WHAM
WBAL WMAL
KDKA—Lois Miller, organist
WBZ-WBZA—Buccaners Male Quartet
WLW—Unbroken Melodies
WOR—Comedy Stars of Hollywood
WRVA—Irene Castle

7:30 P.M.
CBS—Oliver Naylor's Orchestra: WIP
NBC—Shirley Howard, vocalist; The Jesters;
Songs and Comedy; Piano and Guitar: WEAFF
WCSH WGY WRC
CBS—The Serenaders; Paul Keast, baritone:
WABC WDRS WCAU WOKO WJAS WJSV
NBC—Romantic Melodies; Orchestra; Sketch:
WJZ WBZ WBZA KDKA WMAL
WEEI—After Dinner Revue
WHAM—Bank Program
WLW—Melody Masters
WNAC—True Stories of the Sea
WOR—The Looe Ranger, sketch
WRVA—Evelyn Harrison

7:45 P.M.
NBC—The Goldbergs, comedy sketch: WEAFF
WEEI WCSH WGY WFI WRC
CBS—Boake Carter, News: WABC WNAC WCAU
WJAS WJSV
WLW—Southern Blackbirds
WRVA—Tarzan of the Apes, sketch

8:00 P.M.
NBC—Rudy Vallee's Orchestra; Guest Artists:
WEAFF WEEI WCSH WGY WFI WLW WRC
CBS—Raffles, the Amateur Cracksman: WABC
WNAC WDRS WOKO WIP WLBZ
KDKA—Studio Program
WCAU—True Stories of the Sea
WHAM—Rochester Evening School of the Air
WMAL—South Sea Islanders (NBC)
WOR—Little Symphony Orchestra; Phillip James,
conducting; Joan Pebbles, contralto
WRVA—Miller and Rhoads

8:15 P.M.
CBS—Raffles, the Amateur Cracksman: WJAS
WCAU—Chappie Willét's Orchestra
WHAM—"Behind the Headlines"; Dr. Meyer
Jacobstein
WRVA—South Sea Islanders (NBC)

8:30 P.M.
CBS—Voice of America; Mary Eastman, soprano;
Alex Gray; Guest Speaker; Nicholas Kemp-
er's Orchestra: WABC WOKO WNAC WJAS
WDRS WCAU WJSV
NBC—To be announced: WJZ WBAL KDKA
WHAM WBZ WBZA
WRVA—Souvenirs

8:45 P.M.
NBC—Robert Simmons, tenor; Jerry Sears' Or-
chestra: WJZ WBZ WBZA
KDKA—Fleetwing Travelers
WHAM—Through the Hollywood Looking Glass
WRVA—The Story Behind the Claim

9:00 P.M.
NBC—Captain Henry's Show Boat, vocalists and
Orchestra: WEAFF WEEI WCSH WGY WRVA
WFI WRC
CBS—Mark Warnow; Connie Gates; Melodeers
Quartet; Orchestra: WABC WNAC WDRS
WCAU WJAS WJSV WLBZ WOKO
NBC—Death Valley Days, dramatic story; WJZ
WBZ WBZA WLW KDKA WBAL WHAM
WMAL
WOR—The Co-Optimists

9:15 P.M.
CBS—Alexander Woolcott, the Town Crier:
WABC WNAC WDRS WOKO WJAS WJSV
WLBZ
WCAU—Studio Program
WOR—"That's Life," dramatized news headlines

9:30 P.M.
NBC—Eddie Duchin's Orchestra: WJZ WBAL
KDKA WBZ WBZA WHAM WMAL
CBS—Fred Waring's Orchestra: WABC WOKO
WDRS WJAS WJSV WNAC WCAU WLBZ
WLW—Captain Henry's Show Boat (NBC)
WOR—Harry H. Balkin, character analyst

9:45 P.M.
WOR—"The Witch's Tale"

10:00 P.M.
NBC—Paul Whiteman's Orchestra and Radio En-
tertainers; Al Jolson, singing comedian;
Decms Taylor master of ceremonies: WEAFF
WCSH WGY WLW WEEI WFI WRVA WRC
CBS—Glen Gray's Orchestra; Connie Boswell,
songs; Stoopnagle and Budd: WABC WOKO
WDRS WCAU WJAS WJSV WNAC WLBZ
NBC—Parade of the Provinces: WJZ KDKA
WHAM
WBZ-WBZA—Norwood Post, American Legion
Band

10:15 P.M.
WOR—Harlan Eugene Read

10:30 P.M.
NBC—Echoes of the Palisades; Organist; Vocal-
ist; Instrumental Trio: WJZ WHAM WBAL
WRVA
CBS—Emery Deutsch and his Gypsy Violin:
WABC WAAB WDRS WLBZ WOKO WJAS
KDKA—Romance of Dan and Sylvia
WBZ-WBZA—Joe Rincs' Orchestra
WCAU—Vincent Travers' Orchestra
WNAC—Over the Cameraman's Shoulder
WOR—"The Jolly Russians"; Adia Kuznetzoff

10:45 P.M.
CBS—Evan Evans, baritone: WJSV
KDKA—Nancy Martin
WBZ-WBZA—Evening Reveries, James J. O'Hara
WCAU—Billy Hays' Orchestra
WNAC—Larry Funk's Orchestra

THE OLE MAESTRO REMINISCES

(Continued from Page 3)

their grill. I remember the day they set up the microphone for our first broadcast. Frankly, I was scared of the darn thing. All the talk about watts and kilocycles made me certain that the evil-looking instrument was certain to give me a terrific shock at any moment.

To this day, even after years of broadcasting, I am still expecting that shock. Invariably I wince when I approach a new microphone. I don't know what makes me more nervous—a microphone or Walter Winchell.

To me, and I know this is true with other broadcasters, radio is the most exciting field in show business. Experiment, innovation and variety keep it so. I think I have only to cite one novel experience of my own to make you see what I mean.

Perhaps some of you remember the broadcast the ole maestro did a few seasons ago from Miami, Florida, with the orchestra playing in Chicago. At each end of the line we wore headphones to hear what the other was doing. And nothing I have ever done has given me the thrill I received while doing the lyrics to a song with the lads accompanying me two thousand miles away. Incidentally, that was the first broadcast of its kind in radio history. The old grizzly-bearded pioneer speaking again.

As I look back on that broadcast I wonder if radio will ever offer me a great-

er thrill. And as I look ahead I know that undoubtedly it will. So I shall stop looking back and start looking ahead. That's what I should be doing if I want all those swiftpredicacies of the Philadelphia palm-ist to come true.

The ole maestro is writing this from Miami, Florida. By the time you read this I shall be in Hollywood, California. And several issues later I shall be making faces at you from the movie screen. So until then let me wish you a fond cherio, a toodle-oodle, a tweet, tweet and pleeeeesant dree-ums. Yowsah!

11:00 P.M.
NBC—Viola Philo, soprano: WEAFF WFI WRVA
WGY WCSH
CBS—Vera Van, contralto: WABC WIP WAAB
WDRS WJSV WJAS WOKO
NBC—The Cavaliers, male quartet: WJZ WBAL
KDKA—Sports Review
WBZ-WBZA—Weather; Temperature; Sports
WCAU—Boake Carter
WEEI—Breed Walker saying, "Hello, New England"
WHAM—Dance Orchestra
WLW—Press Flashes
WOR—"Moonbeams"

11:05 P.M.
WLW—Theater of the Air, drama

11:15 P.M.
NBC—Press-Radio Bureau, News: WEAFF WGY
WCSH WFI WRC WTIC
CBS—Press-Radio Bureau, News: WABC WIP
WJSV WJAS WDRS
NBC—Press-Radio Bureau, News: WJZ WBAL
WHAM WBZ WBZA WRVA
KDKA—Art Farrar's Orchestra
WCAU—Jan Savitt, violinist
WEEI—Morcy Pearl's Orchestra

11:20 P.M.
CBS—Isham Jones' Orchestra: WABC WIP
WDRS WJSV WLBZ WJAS WNAC
NBC—Cyril Pitts, tenor: WEAFF WGY WCSH
WFI
NBC—The Poet Prince, Anthony Frome, tenor:
WJZ WRVA WBAL WHAM WBZ WBZA

11:30 P.M.
NBC—Harold Stern's Orchestra: WEAFF WCSH
WRVA WFI WEEI
NBC—Enric Madruguera's Orchestra: WJZ WBAL
WHAM WBZ WBZA
KDKA—Lloyd Huntley's Orchestra
WGY—Johnny Johnson's Orchestra
WLW—Los Amigos, Spanish music
WOKO—Isham Jones' Orchestra (CBS)
WOR—Val Olman's Orchestra

11:45 P.M.
CBS—Harry Sosnik's Orchestra: WABC WDRS
12:00 Mid.
NBC—George Olsen's Orchestra: WJZ WBZ
WBZA
NBC—Ralph Kirbery, baritone: WEAFF WGY
WEEI WFI WMAL
CBS—Charles Barnett's Orchestra: WABC WOKO
WNAC WJSV WCAU WJAS
KDKA—Marty Gregor's Orchestra
WHAM—Victor Wagner's Orchestra
WLW—Johnny Hamp's Orchestra
WOR—Jack Berger's Orchestra

12:05 A.M.
NBC—Jimmy Lunceford's Orchestra: WEAFF WGY
WEEI WFI WMAL

12:15 A.M.
WHAM—George Olsen's Orchestra (NBC)

12:30 A.M.
NBC—Dancog in the Twin Cities: WJZ WBZ
WBZA WHAM KDKA WLW
CBS—Charlie Davis' Orchestra: WABC WOKO
WNAC WCAU WJSV

12:45 A.M.
NBC—William Scott's Orchestra: WEAFF WGY
WEEI WFI WMAL
WGY—Sammy Kaye's Orchestra

1:00 A.M.
CBS—Dick Messner's Orchestra: WABC
WLW—Dance Orchestra

1:30 A.M.
WLW—Moon River, organ and vocalists

2:00 A.M.
WLW—Oklahoma Bob Albright

Hand Made

HAVANA FILLED

CONNECTICUT Shade Grown Wrapper Broadleaf Binder

50 Cigars \$1.50

PACKED IN A METAL HUMIDOR

Guaranteed 15¢ Quality

3¢

each for Factory-Fresh Cigars representing 50 of the 100 brands we manufacture, up to the 30¢ HAVANA Filled Cigars. Mild, mellow—deliciously fragrant cigars put aside by our inspectors for slight color variations, etc. We guarantee, on a money-back basis, that you will smoke and enjoy every one of these fine cigars—just as though you had paid the full retail price.

None shorter than five inches, and most of them longer.

MONEY BACK GUARANTEE

If you do not receive in YOUR OWN OPINION at least \$5.00 worth of supreme smoking pleasure from these 50 cigars, just write us and we will refund every penny of your money—and the smokes will be on us!

LORD EDWIN

FREE

for 30 Days Only! This Handsome

POCKET CIGAR CASE

included FREE OF CHARGE with all Get Acquainted orders for 50 of these high-grade cigars.

DELIVERED FREE TO ANY PART OF THE U. S. (We pay Postage). Send check or money order for \$1.50, or pay the postman when these cigars reach you. We have been making fine CIGARS for over 50 years. References: Dan Bradstreet, any bank in the U. S. or National City Bank, Calla Presidente Zayas, Havana, Cuba. Our Money-Back Guar-

since protects you

EDWIN CIGAR COMPANY EST. 1911
2341-P Third Ave. New York, N.Y. 10011

Friday, April 6

MORNING

8:00 A.M.

CBS—On the Air Today, WABC
NBC—Organ Rhapsody, Richard Leibert, organist
1st WEAFF WFI WCSI
CBS—The Ambassadors, male quartet: WCAU
NBC—Morning Devotions: WJZ WBAL WBZ
WBZA KDKA WRC
WEFF—Morning Train Catcher
WGY—Musical Clock
WHAM—Kindly Thoughts
WJSV—The Sun Dial; Arthur Godfrey
WNAC—Shopping Around the Town
WOR—John, Joe and Frosini

8:05 A.M.

CBS—The Ambassadors WABC

8:15 A.M.

CBS—Sunny Melodies; Mark Warnow, conductor: WABC
NBC—Don Hall Trio: WJZ WBAL WIAM
KDKA—Tommy and Sherlock
WBZ-WBZA—Duke Dewey's Hickory Nuts
WCSH—Morning Devotions
WEFF—Shopping Service
WOR—Al Woods, songs and patter

8:30 A.M.

NBC—Cheerio, inspirational talk and music: WEAFF WEEI WCSI WGY WFI WRC
CBS—Sunny Melodies; Mark Warnow, conductor: WABC WCAU
NBC—Lew White, organist: WJZ WBAL KDKA WBZ WBZA
WHAM—Among My Souvenirs
WOR—Martha Manning, talk

8:45 A.M.

CBS—Sam Moore's Meeting: WABC WCAU
WHAM—Lew White, organist (NBC)
WOR—Sherman Keene's Orchestra

9:00 A.M.

NBC—Sam Herman, xylophone; Frank Banta, piano: WEAFF WLIT WCSI WGY
CBS—Do Re Mi Trio: WABC WOKO WNAC
WDRG WCAU WJAS WLBZ
NBC—The Mystery Chef: WJZ KDKA WBAL
WBZ WBZA WMAL
WEFF—Clothes Institute
WHAM—Tower Clock Program
WJSV—Dance Orchestra
WOR—Our Children with Mary Olds; Edwin Nell, Jr., baritone and George Shackley, organist

9:15 A.M.

NBC—Breakfast Club, orchestra: WJZ WBAL KDKA WIAM
NBC—Lant Trio and White, songs and comedy: WEAFF WCSI WGY WLIT WEEI WRC
CBS—Metropolitan Parade: WABC WOKO WJAS WIP WLBZ WNAC
WBZ-WBZA—Virginia Reade, talk
WCAU—Words and Music
WJSV—Women's Hour
WOR—Your Friendly Neighbor, talk

9:30 A.M.

NBC—Bradley Kincaid, the Mountain Boy; hill-billy songs: WEAFF WCSI WRC
KDKA—Style and Shopping Service
WOR—Metropolitan Parade (CBS)
WEFF—Good Morning Melodies
WGY—Billy Rose, tenor
WNAC—The Broadway Hits
WOR—French Diction Classes

9:45 A.M.

NBC—Cyril Tobin, violinist: WEAFF WEEI WFI WRC
CBS—Madison Singers: WABC WNAC WJAS WLBZ
KDKA—News, Minute Manners
WBAL—Shopping with Nancy Turner
WBZ-WBZA—Breakfast Club (NBC)
WCSH—Broadway Hits
WGY—Martha and Hal
WHAM—Tom Grierson, organist
WNAC—Metropolitan Parade (CBS)
WOR—Phil Harris' Orchestra

9:55 A.M.

NBC—Press-Radio Bureau, News: WJZ WHAM WBZ WBZA
NBC—Breen and de Rose, guitar and songs: WEAFF WCSI WFI WEEI WRC
NBC—Josephine B. Gibson, hostess council: WJZ KDKA WBZ WBZA WIAM WBAL WMAL
CBS—Madison Singers: WAAB WDRG WLBZ WCAU WOKO
WGY—Mr. and Mrs.
WNAC—The Voice of the Apothecary
WOR—Emily Post; Sidney Nesbitt, baritone; Muriel Pollack and Her Singing Strings

10:15 A.M.

NBC—Clara, lu 'n' Em: WEAFF WEEI WCSI WFI WRC
CBS—Bill and Ginger, popular songs: WABC WOKO WNAC WJSV WCAU WJAS
NBC—Hazel Arth, soprano: WJZ WBAL WIAM WBZ WBZA
KDKA—Studio Program
WGY—Mid-Morning Devotions

10:30 A.M.

NBC—Press-Radio Bureau, News: WEAFF WFI WRC WGY
CBS—Press-Radio Bureau, News: WABC WDRG WJAS WJSV WCAU
NBC—Today's Children, dramatic sketch: WJZ WBAL WBZ WBZA KDKA WMAL

WCSI—Studio Program
WEFF—The Happy Rambler
WHAM—Mrs. Thrifty Buyer
WNAC—Yankee Mixed Quartet
WOR—"The Romance of Foods," Prudence Penny

10:35 A.M.

NBC—Ralph Kirbery, songs: WEAFF WFI WRC
CBS—Round Towners Quartet: WABC WDRG WCAU WJAS WJSV

10:45 A.M.

NBC—Betty Crocker, cooking talk: WEAFF WEEI WCSI WFI WGY WRC
CBS—Will Osborne's Orchestra; Pedro De Cordoba and His Friendly Philosophy: WABC WOKO WNAC WDRG WCAU WJAS WLBZ
NBC—Jack and Loretta Clemens, songs and patter: WJZ

NBC—Press-Radio Bureau, News: WIAM WMAL KDKA—Sammy Fuddler
WBZ-WBZA—Studio Program
WJSV—Serenade
WOR—Ensemble Music

10:50 A.M.

WBZ-WBZA—Piano Etchings, Doris Tirrell
NBC—Music Appreciation Hour: WEAFF WCSI WGY WEEI WLIT

11:00 A.M.

CBS—"Cooking Closeups," Mary Ellis Ames: WABC WOKO WNAC WDRG WCAU WJAS WJSV
NBC—Musical Art Quartet: WJZ WBAL WMAL WBZ WBZA WIAM KDKA

WOR—What to Eat and Why, Houston Goudiss
CBS—Fats Waller, songs: WABC WNAC WDRG WCAU WJAS WJSV WLBZ
NBC—Tony Wons: WABC WNAC WDRG WOKO WJAS WLBZ WIP

11:30 A.M.

NBC—Pedro Via's Orchestra: WJZ WBAL WMAL WBZ WBZA WHAM KDKA
CPG—Pete Woolery, tenor; orchestra: WCAU WJSV
WOR—News in the World of Women, speaker

11:45 A.M.

CBS—The Captivators: WABC WDRG WIP WJAS WJSV WLBZ
CBS—Ben Alley, tenor: WABC
WCAU—Patsy Darling and the Knickerbockers
WNAC—The Melody Sweethearts
WOR—Red, Black and Gold Trio

AFTERNOON

12:00 Noon

NBC—Gene Arnold and the Commodores: WEAFF WEEI WLIT WGY WCSI WRC
CBS—"The Voice of Experience," WABC WNAC WDRG WCAU WJAS WJSV
NBC—Month Health, talk: WJZ
NBC—Soloist: KDKA WBAL
WBZ-WBZA—The Monitor Views the News, Ernest Beaumont
WHAM—Tower Clock Trio
WOR—"Around the Wheel of Events," Mary L. Roberts

12:15 P.M.

NBC—Johnny Marvin, tenor: WEAFF WRC WEEI
CBS—Betty Barthell, songs, with Melodiers Quartet: WABC WOKO WCAU WDRG WJSV WLBZ
NBC—Wendell Hall, ukelele: WJZ WIAM WMAL KDKA—Honey Boy and Sassafras
WBAL—Farm Hints
WBZ-WBZA—New England Agriculture
WCSH—Farm Flashes; Stocks and Weather
WGY—Skip, Step and Happiana, sketch
WNAC—News and Weather
WOR—Bob Griffin, songs and chatter
WRVA—County Farm Notes

12:20 P.M.

WOR—Your Child, Dr. Elaine Elmore
NBC—Smilin' Ed McConnell: WJSV WOKO WCAU WNAC WLBZ
NBC—Rex Battle's Concert Ensemble: WEAFF
CBS—George Hall's Orchestra: WABC
NBC—National Farm and Home Hour, guest speakers; Walter Blaufuss' Orchestra: WJZ WBAL WHAM WBZ WBZA WMAL

12:30 P.M.

KDKA—Market Reports
WCSH—Stocks and Weather Reports
WEFF—Boston Farmers' Produce Market Report
WGY—Farm Program
WOR—Organ Recital

HIGH SPOT SELECTIONS FOR THE DAY

8:00 p.m.—Ethel Shutta, Walter O'Keefe and Oon Bestor's orchestra: NBC-WJZ network.
8:30 p.m.—The March of Time, dramatized news events: CBS-WABC network.
8:30 p.m.—Dangerous Paradise, dramatic sketch: NBC-WJZ network.
9:00 p.m.—Phil Harris' orchestra; Leah Ray, blues singer: NBC-WJZ network.
9:00 p.m.—Fray and Braggiotti, piano team: CBS-WABC network.
9:30 p.m.—Pic and Pat, blackface comics; Joseph Bonime's orchestra: NBC-WEAF network.
9:30 p.m.—Phil Baker; Harry McNaughton; orchestra: NBC-WJZ network.
9:30 p.m.—Jack Whiting; Jeannie Lang; Jack Oenny's orchestra: CBS-WABC network.
10:00 p.m.—Dramatic Guild play: CBS-WABC network.
10:00 p.m.—Liberty Magazine broadcast presents; Fulton Oursler in "Stories That Should Be Told": NBC-WJZ network.
10:30 p.m.—Jack Benny; Mary Livingstone; Oon Bestor's orchestra: NBC-WEAF network.
10:30 p.m.—Mario Cozzi, baritone; Lucille Manners: NBC-WJZ network.

12:45 P.M.

CBS—George Hall's Orchestra: WABC WOKO WAAB WIP WLBZ WJAS
NBC—Rex Battle's Ensemble: WRC WCSI
KDKA—Lloyd Huntley's Orchestra
WCAU—Hope Le Barr Roberts "A Year Ago Today"
WEFF—A Bit of This and A Bit of That
WJSV—The County Agent says: H. B. Derr
WNAC—The Shopper's Exchange

12:55 P.M.

WOR—Albert Bartlett, Tango King
1:00 P.M.

CBS—Marie, the Little French Princess, drama: WABC WNAC WCAU
NBC—Market and Weather Reports: WEAFF KDKA—Farm and Home Hour (NBC)
WCSH—Lyman B. Chipman
WGY—Athens on Parade
WJSV—Afternoon Rhythms
WOR—Dr. Wynne's Health Talk

1:05 P.M.

WOR—Musical Revue
1:15 P.M.

NBC—Emerson Gill's Orchestra: WEAFF WCSI WFI WRC
CBS—Hurdy Gurdy Man: WABC WOKO WNAC WDRG WIP WJSV
WCAU—Robert Mack, baritone
WEFF—State Department of Information

1:30 P.M.

CBS—Easy Aces, comedy: WABC WNAC WCAU WJAS
NBC—Maurice Lee's Concert Ensemble: WEAFF WCSI WEEI WGY WRC WFI
NBC—Vic and Sade: WJZ KDKA WBZ WBZA WIAM WBAL WMAL
WJSV—Gene Stewart, organist
WOR—Bobby Burns, Poetry Class of the Air
WRVA—Market Reports

1:45 P.M.

CBS—The Playboys: WABC WJSV WJAS WLBZ WOKO WNAC WIP
NBC—Seven Voices; Merrie-Men, male quartet; Neil Sisters, vocal trio: WJZ WBAL WMAL
KDKA—Lloyd Huntley's Orchestra
WBZ-WBZA—Organ Miniatures, Doris Tirrell
WCAU—Albert Bartlett, "The Tango King"
WCSH—Margaret Whittier, soloist
WGY—Bradley Kincaid, mountain ballads
WHAM—Cato's Vagabonds
WOR—Show Boat Boys
WRVA—Sunshine Program

1:50 P.M.

WCAU—Cocoanut Islanders
2:00 P.M.

NBC—The Magic of Speech; Vida Ravenscroft Sutton: WEAFF WEEI WRC
CBS—Bill Huggins, songs: WABC WDRG WJAS WJSV WIP WLBZ WOKO
NBC—Musical Originalities; Dick Teala, tenor; Mary Steele, contralto; Walter Blaufuss' Orchestra: WJZ WMAL WBZ WBZA
KDKA—Friday Revue
WBAL—The Book Shelf
WCAU—Mattie Curran and Orchestra
WCSH—Lura Thomas Brown
WGY—Antoinette Halstead, contralto
WHAM—Contract Bridge Talk, Mrs. Earl Cobey
WNAC—The Municipal Forum
WOR—Dr. Arthur Frank Payne, "The Psychologist Says"

2:15 P.M.

CBS—Mark Warnow's Novelty Orchestra: WNAC WDRG WLBZ
CBS—Romance of Helen Trent: WABC WCAU
NBC—Musical Originalities: WBAL WIAM
WCSH—Musical Program
WGY—Household Chats
WJSV—In the Music Room
WOR—College Inn Comedies

2:30 P.M.

NBC—Air Brakes; musicale variety show: WEAFF WCSI WGY WRC
CBS—Philadelphia Orchestra; Leopold Stokowski, conductor: WABC WNAC WJAS WJSV WIP WLBZ WOKO
NBC—Smack Out, comedy sketch: WJZ WIAM WBAL WMAL WBZ WBZA
KDKA—Home Forum
WCAU—Women's Club of the Air
WEFF—Kitchen of the Air
WOR—Milton Kaye, pianist

2:45 P.M.

NBC—Words and Music: WJZ WMAL
WBAL—Poetry Recital by the "Bentztown Bard"
WBZ-WBZA—Kay Fayre, soloist

WOR—Leo Freudberg's Orchestra

3:00 P.M.

NBC—Ma Perkins dramatic sketch: WEAFF WFI WGY WRC
NBC—U. S. Marine Band: WJZ KDKA WMAL
WBZ-WBZA—"Books and Authors"
WCAU—Carlotta Dale, songs
WCSI—Musical Program
WEFF—Twenty Fingers of Harmony (NBC)
WOR—Major General Lucius R. Holbrook, "Military Needs of the First Class Power"

3:15 P.M.

NBC—William Hain, tenor: WEAFF WCSI WEEI WGY WRC
WBZ-WBZA—Aidan Redmon baritone
WCAU—Women's Club of the Air
WOR—"Old Man Sunshine"

3:30 P.M.

NBC—Women's Radio Review; orchestra; Claudine MacDonald: WEAFF WGY WCSI WEEI WFI WRC
WBZ-WBZA—Home Forum Cooking School
WCAU—Charlie Gaines' Orchestra
WOR—Studio Program

3:45 P.M.

WOR—Moods in Music
4:00 P.M.

NBC—Horacio Zito's Tango Orchestra: WEAFF WGY WTIC WRC
CBS—Artist Recital; Evan Evans, baritone; Charlotte Harriman, contralto: WABC WOKO WNAC WJAS WCAU WJSV WDRG WLBZ
NBC—Betty and Bob, dramatic sketch: WJZ WBAL WBZ WBZA KDKA WHAM WMAL
WCSI—With the College Professor
WEFF—News Dispatches
WOR—Dr. H. I. Strandhagen: "The Healthy Skin Club"
WRVA—Why Do We Say?

4:15 P.M.

NBC—Nellie Revell at Large Interviewing Rudy Vallee: WEAFF WCSI WTIC WIAM WMAL
NBC—Musical and Dramatic Program: WJZ WBAL KDKA WEEI WHAM
WGY—Book News, Levere Fuller
WOR—The Virginians, male quartet

4:30 P.M.

NBC—Norman L. Clontier's Orchestra: WEAFF WEEI WTIC WRC WGY
NBC—Temple of Song: Chicago A Capella Choir, Direction, Noble Cain: WJZ WBZ WBZA WBAL WMAL
CBS—U. S. Army Band: WABC WLBZ WCAU WJAS WOKO WDRG WNAC
KDKA—Karen Fladoes
WCSH—Loring Short and Harmon
WGY—Musical Program
WHAM—Boy Scout Program
WOR—Guy Hunter, Blind Entertainer

4:45 P.M.

KDKA—D. A. R. Program
WGY—Stock Reports
WHAM—News Service
WOR—William Ilargrave, The California Vagabond

5:00 P.M.

NBC—Madame Sylvia of Hollywood: WEAFF WTIC WCSI WRC
CBS—Skippy, children's skit: WABC WOKO WAAB WDRG WCAU WJSV WJAS
NBC—Peter R. McCaffrey, interviewed by William Lundell: WJZ WBAL WHAM
KDKA—Business news and markets
WBZ-WBZA—Markets
WCSI—Musical Program
WEFF—Health Forum; Dr. L. Burbank
WGY—Lang Sisters
WNAC—The Yankee Singers
WOR—Stage Relief Fund, talk
WRVA—Rhythm Parade

5:05 P.M.

WOR—Your Radio Informer
5:10 P.M.
WEFF—Y. M. C. A. News
WOR—Program Resume

5:15 P.M.

CBS—Dick Messner's Orchestra: WDRG WOKO WJAS WIP
NBC—Concert Artists: WEAFF WGY WEEI
NBC—George Fleming Iluston, baritone: WJZ WBAL WIAM WTIC
CBS—On the Air Tonight: WABC
KDKA—Kiddies Club
WBZ-WBZA—Monitor Views the News, Henry Edson Williams
WCAU—Friend of Youth
WJSV—Jean Bishop
WNAC—The Cosmopolitans, novelty quintet
WOR—Going Places with T. Atherton Dixon
WRVA—Cecil and Sally

\$5,000.00
WOULD BUY YOU A
FINE CAR. WHY NOT
TRY TO WIN IT?
See Last Page

(FRIDAY CONTINUED)

5:20 P.M. CBS—Dick Messner's Orchestra: WABC WJSV—The Serenader 5:25 P.M. WRVA—Alice in Wonderland 5:30 P.M. NBC—Frank Merriwell's Adventures, sketch: WEAF WEEL WTIC WLIT WGY WRC CBS—Jack Armstrong, All American boy: WABC WOKO WNAC WDRC WCAU WJAS WJSV NBC—Singing Lady, children's program: WJZ WBAL WBZ WBZA KDKA WHAM WOR—Robert Rend, "Town Talk," Gypsy Orchestra 5:40 P.M. WRVA—Sports Review 5:45 P.M. NBC—Talk by Gerald Britzgan, Feature Editor N. Y. World Telegram: WEAF WGY WTIC WEEL WCSI WRC CBS—Gordon, Dave and Bunny, songs: WABC WAAB WDRC WOKO WJAS WCAU NBC—Little Orphan Annie: WJZ WBAL WBZ WBZA KDKA WHAM WLIT WGY WRC WJSV—Evening Rhythms WNAC—Bob White's Scrap Book WOR—A Clean Sweep, Mrs. Herbert Shipman

NIGHT

6:00 P.M. NBC—Xavier Cugat's Orchestra: WEAF WRVA CBS—H. V. Kaltenborn, news: WABC WOKO WAAB WDRC WJSV WIP WJAS NBC—Angelo Ferdinando's Orchestra: WJZ WBAL KDKA—Evensong WBZ-WBZA—O'Leary's Irish Minstrels WCAU—Harold Knight's Orchestra WCSI—News Flashes WEEL—The Evening Tattler WGY—Evening Brevities; News Items WHAM—Sportcast WLW—Jack Armstrong, sketch WNAC—News Service WOR—Uncle Don 6:15 P.M. CBS—Bobby Benson and Sunny Jim: WABC WAAB WDRC WCAU WLBZ CBS—Gene and Charlie: WJSV NBC—Angelo Ferdinando's Orchestra: WHAM WMAL KDKA—Sports and Program Preview WBZ-WBZA—Joe and Bateese, skit WCSI—M Buck's Sports Review WEEL—Gene and Glen, comedy and songs WGY—Musical Program WLW—Joe Emerson, songs WNAC—The Merry-Go-Round 6:25 P.M. WHAM—Studio Program WNAC—Anne De Forest, beauty specialist 6:30 P.M. NBC—Irene Beasley, blues singer: WEAF WTIC WRC CBS—Nick Lucas and Freddie Rich's Orchestra: WABC WCAU WAAB NBC—O'Leary's Irish Minstrels: WJZ WBAL KDKA—Comedy Stars of Hollywood WBZ-WBZA—Temperature; Sports Review WCSI—Club Car Special WEEL—Musical Program WGY—Musical Program WJSV—Frank and Jim WLW—Bob Newhall, "Mail Pouch Sportsman" WNAC—Musical Interlude WOR—Boys' Club WRVA—News Flashes 6:40 P.M. WEEL—The Old Painter 6:45 P.M. NBC—Your Folks and Mine, drama: WCSI WEEL WTIC NBC—To be announced: WEAF WFI CBS—Zoel Parenteau's Orchestra with Harold Van Emburgh; Margaret Daum, soloist: WABC WOKO WAAB WDRC WCAU WJSV WLBZ NBC—Lowell Thomas, today's news: WJZ WLW WBZ WBZA KDKA WBAL WHAM WMAL WGY—Musical Program WNAC—Larry Funk's Orchestra WOR—Ray Perkins, the Fun Baker WRVA—Musical Program 7:00 P.M. NBC—Morton Bove, tenor; Orchestra: WEAF WLIT WTIC WEEL WRC CBS—Myrt and Marge, drama: WABC WOKO WNAC WDRC WCAU WJAS WJSV NBC—Amos 'n' Andy: WJZ WBZ WBZA WBAL KDKA WLW WRVA WHAM WMAL WGY—Don Dixon, songs WOR—Ford Frick, Sports Resume 7:15 P.M. NBC—Billy Bachelor, sketch: WEAF WCSI WGY WEEL WRC CBS—Just Plain Bill, skit: WABC WNAC WCAU WJAS WJSV NBC—Stradivarius String Quartet: WJZ WBAL WHAM WMAL KDKA—Silvertoppers WBZ-WBZA—Joe Rines' Orchestra WLW—Henry Theis' Orchestra WOR—Front Page Dramas WRVA—Moments With The Masters 7:30 P.M. NBC—Fur Trappers: WEAF CBS—Music on the Air: WABC WOKO WNAC WDRC WCAU WJSV WLBZ WJAS

NBC—Music by Gershwin; George Gershwin and Orchestra: WJZ WBAL WBZ WBZA KDKA WHAM WLW WMAL NBC—Three X Sisters: WCSI WTIC WEEL—After Dinner Revue WGY—Play Gypsies, Play WOR—The Sizzlers, vocal trio WRVA—Musical Interlude 7:45 P.M. NBC—To be announced: WJZ WBAL WMAL NBC—The Goldbergs, comedy sketch: WEAF WEEL WCSI WLIT WGY WRC CBS—Boake Carter, news: WABC WNAC WCAU WJAS WJSV E. T.—True Stories of the Sea: KDKA WOR WBZ-WBZA—Bob Becker, Dog Stories WHAM—County Medical Society Program WLW—Ponce Sisters, harmony duo WRVA—Smoky and Poky 8:00 P.M. NBC—Concert; Jessica Dragonette, soprano; quartet; piano duo; Rosario Bourdon's Orchestra: WEAF WTIC WGY WEEL WCSI WLIT WRVA WRC CBS—Phil Ducey, Frank Luther and Jack Parker with Vivien Ruth, vocalists: WABC WNAC WDRC WJSV NBC—Ethel Shutta, Walter O'Keefe and Don Bestor's Orchestra: WJZ WBAL WBZ WBZA KDKA WHAM WMAL WCAU—Billy Hays' Orchestra WLW—Fruic; Franklin Bens, tenor; Orchestra WOR—The Loafers: Billy Jones and Ernie Hare, Ben Selvin's Orchestra 8:15 P.M. CBS—Edwin C. Hill, "The Human Side of the News": WABC WOKO WNAC WDRC WCAU WJAS WJSV WLW—Billie Jones and Ernie Hare 8:30 P.M. CBS—The March of Time, dramatized news events: WABC WOKO WNAC WDRC WCAU WJAS WJSV NBC—Dangerous Paradise, dramatic sketch: WJZ WBAL WBZ WBZA KDKA WLW WHAM WMAL WGY—Farm Program WOR—Military Review for Army Day; Guest Speakers 8:45 P.M. NBC—Carlos Gardel, baritone; Hugo Mariani's Orchestra: WJZ WBAL WHAM KDKA WLW—Radio Court 9:00 P.M. NBC—Waltz Time; Frank Munn, tenor; Muriel Wilson, soprano; Abe Lyman's Orchestra: WEAF WEEL WCSI WLIT WGY WRC CBS—Fray and Braggiotti, piano team: WABC WOKO WNAC WDRC WJAS WJSV WLBZ NBC—Phil Harris' Orchestra; Leah Ray, blues singer: WJZ WBZ WBZA KDKA WBAL WHAM WMAL C. N.—Will Osborne's Orchestra; Raddie Harris Interviewing Guest Star: Katherine Carrington; Milton Watson, soloist: WOR WLW WCAU—The Story Behind the Claim WRVA—Souvenirs 9:15 P.M. CBS—Ruth Etting, Johnny Green's Orchestra; Ted Husing: WABC WOKO WNAC WDRC WCAU WJAS WJSV WRVA—Dixie Spiritual Singers 9:30 P.M. NBC—One Night Stands; Pic and Pat, blackface comedians; Orchestra: WEAF WLIT WCSI WGY WTIC WRC CBS—Marvelous Melodies; Jack Whiting; Jeannie Lang; Jack Denny's Orchestra: WABC WOKO WNAC WDRC WCAU WJSV WJAS NBC—Phil Baker, Harry McNaughton, Orchestra: WJZ WBZ WBZA WBAL KDKA WRVA WHAM WEEL—Boston Emergency Air Parade WLW—Unsolved Mysteries WOR—Teddy Bergman, comedian; Betty Queen, contralto; Rondoliers Quartet; Harold Stern's Orchestra; Bill Smith; male trio 9:45 P.M. WOR—Willy Robyn, tenor; Marie Gerard, soprano 10:00 P.M. NBC—First Nighter, dramatic sketch: WEAF WEEL WTIC WCSI WLIT WGY WRVA WRC CBS—Dramatic Guild: WAB CWOKO WNAC WDRC WCAU WJAS WJSV WLBZ NBC—LIBERTY MAGAZINE PRESENTS "Stories That Should Be Told"; Fulton Oursler, editor of Liberty Magazine: WJZ WBAL WHAM WMAL KDKA WLW WBZ WBZA WOR—Willy Robyn, tenor; Marie Gerard, soprano 10:15 P.M. KDKA—Studio Program WLW—Roamis WOR—Harlan Eugene Read 10:30 P.M. CBS—Mary Eastman, soprano; Concert Orchestra: WABC WAAB WDRC WJSV WIP WOKO WLBZ WJAS NBC—Jack Benny; Margaret Livingstone; Don Bestor's Orchestra: WEAF WLIT WGY WTIC WLW WRC WEEL NBC—Mario Cozzi, baritone; Lucille Manners, soprano: WJZ WBAL WHAM WMAL WBZ WBZA KDKA—Dan and Sylvia WCAU—Taxineter Listens WCSI—Studio Program WNAC—Nick Parkyakakas WOR—Jack Arthur, baritone; Orchestra WRVA—Lives at Stake (NBC)

10:45 P.M. CBS—Mary Eastman, soprano; Concert Orchestra: WABC WJSV KDKA—Nancy Martin WCAU—Vincent Travers' Orchestra WHAM—Yodvil Program WNAC—News Flashes: Weather WOR—All Star Trio: Mitchell, Jaffee and Rouff 10:50 P.M. WNAC—Larry Funk's Orchestra 11:00 P.M. NBC—Talk by John Erskine: WEAF WGY WCSI WTIC CBS—Edith Murray, songs: WOKO WDRC WIP WJAS WJSV NBC—Three Scamps, male trio: WJZ WBAL WMAL KDKA—Sports WBZ-WBZA—Weather; Temperature; Sports WCAU—Boake Carter, talk WEEL—Breed Walker saying, "Hello, New England" WLW—Press Flashes WNAC—News Service WOR—"Moonbeams" WRVA—Dance Orchestra 11:05 P.M. WLW—Dance Orchestra 11:15 P.M. NBC—Press-Radio Bureau, News: WEAF WCSI WRC WGY WTIC CBS—Press-Radio Bureau, News: WABC WJAS WJSV WIP WDRC WLBZ NBC—Press-Radio Bureau, News: WJZ WBAL WBZ WBZA WHAM WMAL KDKA—Art Farrar's Orchestra WCAU—Ben Greenblatt, pianist WEEL—Ranny Weeks' Orchestra WLW—Dance Orchestra 11:20 P.M. CBS—Isham Jones' Orchestra: WABC WDRC WJSV WIP WLBZ WNAC WJAS NBC—The Poet Prince, Anthony Frome, tenor: WJZ WBAL WHAM WBZ WBZA WMAL NBC—B. A. Rolfe's Orchestra: WEAF WCSI WGY WTIC WLIT

11:30 P.M. NBC—American Legion Program: WEAF WEEL WCSI WLW WRVA WTIC WRC WBZ WBZA WLIT CBS—Isham Jones' Orchestra: WABC WCAU WOKO NBC—To be announced: WJZ WBAL WMAL KDKA—Lloyd Huntley's Orchestra WGY—Happy Felton's Orchestra WHAM—Sax Smith's Orchestra WOR—Ozzie Nelson's Orchestra 11:45 P.M. CBS—Henry Busse's Orchestra: WABC WCAU WDRC WNAC WJSV WLBZ WOKO 12:00 Mid. CBS—Leon Belasco's Orchestra: WABC WOKO WNAC WCAU WJAS WJSV NBC—Tom Gentry's Orchestra: WJZ WBAL WHAM WMAL WLIT KDKA—Marty Gregor's Orchestra WOR—Harold Stern's Orchestra 12:30 A.M. CBS—Louis Panico's Orchestra: WCAU NBC—Sevour Simons' Orchestra: WEAF WEEL WTIC WLIT CBS—Sam Robbins' Orchestra: WABC WNAC WOKO WJSV NBC—Ted Black's Orchestra: WJZ WHAM KDKA WLW WMAL WGY—Dick Fiddler's Orchestra

"PUT YOURSELF ON THE AIR FOR \$1.00" With this MILES GENUINE HOME BROADCASTER. This \$5.00 seller for only \$1.00 if you act quickly and have a clipping of this advertisement accompanying your dollar. FUN—THRILLS are yours. Fits in palm of hand or label—Reproduces voice clearly—Speak, sing, wisecrack from any part of home and your voice is heard coming through loud speaker of radio. Amuse your radio listeners—fool your friends. FIVE DAY MONEY BACK GUARANTEE IF DIS-SATISFIED. Act promptly while supply lasts. MILES REPRODUCER CO., INC. 244-246 West 23rd St. New York, N.Y.

STORIES THAT SHOULD BE TOLD!

Divulged, for the First Time, by FULTON OURSLER Editor, LIBERTY!



The story behind the story—the really true, the really interesting and often times the incredible, about great personalities and events—the facts, as are only disclosed to the great editor of a great magazine—related every Friday night over the air by Fulton Oursler, Editor of Liberty. Editor of a wideawake weekly, author of four plays and nine novels, a dozen motion pictures and intimate of powers in high and low places, Mr. Oursler has probably more sources of information at his command and more of "the inside" to tell than any editor in America; and in these revelations he "opens up" for the first time. His stories will fascinate you. They some-

times will startle, and even shock you. But always—they will enlighten and inform you. The first story unfolds Friday night at 10:00 E.S.T. over the stations listed below. Listen!

10:00 E.S.T. EVERY FRI. NIGHT Starting April 6th. N. B. C. Blue Network

Table listing radio stations for the broadcast: New York (WJZ), Boston (WBZ), Springfield (WBZA), Baltimore (WBAL), Washington (WMAL), Syracuse (WSYR), Rochester (WHAM), Pillsburgh (KDKA), Cleveland (WGAR), Detroit (WJR), Cincinnati (WLW), Chicago (WENR), St. Louis (KWK+), Cedar Rapids (KWCR), Des Moines (KSO), Omaha (KOIL), Kansas City (WREN), Indianapolis (WKBF), Toronto, Canada (CRCT), Montreal, Canada (CFCF). *To start April 20th, 1934

Saturday, April 7

MORNING

8:00 A.M.

CBS—On the Air Today: WABC
 NBC—Radio City Organ, Richard Leibert, organist: WEAFF WFI WCSI
 CBS—Salon Musicale: WCAU
 NBC—Morning Devotions: WJZ WBAL KDKA WBZ WRC
 WEEI—Morning Train Catcher
 WGY—Musical Clock
 WHAM—Kindly Thoughts
 WJSV—The Sun Dial, Arthur Godfrey
 WNAC—Shopping Around the Town
 WOR—John, Joe and Frosini

8:05 A.M.

CBS—Salon Musicale: WABC

8:15 A.M.

NBC—Don Hall Trio: WJZ WBAL
 NBC—Organ Rhapsody: WEEI WRC
 KDKA—Tommy and Sherlock
 WBZ-WBZA—Duke Dewey's Hickory Nuts
 WCSI—Morning Devotions
 WOR—Al Woods, songs and patter

8:30 A.M.

NBC—Cheerio Inspirational Talk and Music: WEAFF WEEI WCSI WGY WTIC WFI WRC
 NBC—Lew White, organist: WJZ WBAL KDKA WBZ WRC WHAM
 WOR—Sherman Keene's Orchestra

8:45 A.M.

CBS—The Ambassadors: WABC WCAU
 WOR—Dog Tales, Richard Meaney

9:00 A.M.

NBC—Morning Glories, dance orchestra: WEAFF WLIT WCSI WGY
 CBS—In the Luxembourg Gardens: WABC WOKO WNAC WDRC WCAU WJAS WLBZ
 NBC—The Breakfast Club: WJZ WBAL KDKA WBZ-WBZA—Virginia Reade, talk
 WEEI—Clothes Institute
 WHAM—Tower Clock Program
 WOR—The Story Teller's House, Richard Blondell

9:15 A.M.

NBC—Landt Trio and White, songs and comedy
 WEAFF WEEI WCSI WLIT WGY WRC
 NBC—Breakfast Club: WBZ WBZA WHAM
 WIP—In the Luxembourg Gardens (CBS)
 WOR—The Chinarberry, children's program

9:30 A.M.

NBC—Bradley Kincaid, the Mountain Boy: WEAFF WEEI WCSI WGY WTIC WRC
 KDKA—Style and Shopping Service
 WJSV—In the Luxembourg Gardens (CBS)
 WOR—The Cranky Crocodile, children's program
 WRVA—Children's Hour

9:45 A.M.

CBS—The Meistersinger: WABC WNAC WCAU WOKO WJSV WLBZ WJAS
 NBC—The Banjoers: WEAFF WEEI WCSI WTIC WRC
 KOKA—Work-A-Day Thoughts
 WGY—The Banjoers
 WOR—The Lonely Cowboy, Tex Fletcher

10:00 A.M.

NBC—Skip Step and Happiana, sketch: WEAFF WFI WRC WGY WEEI
 CBS—Paul Mason's Orchestra: WABC WAAB WCAU WJAS WJSV
 NBC—Edward MacHugh the Gospel Singer: WJZ KDKA WBAL WMAL
 WBZ-WBZA—Home Forum Looking School
 WCSI—Trade Musicale
 WHAM—Tom Grierson, organist
 WNAC—Buddy Clark, soloist
 WOR—Children's Hour

10:15 A.M.

NBC—Morning Parade, variety musicale: WEAFF WEEI WCSI WFI WGY WRC
 NBC—Singing Strings string ensemble: WJZ WBAL WHAM WMAL
 KDKA—Home Forum
 WNAC—Jane and John, dramatization
 WOR—Children's Hour; Hilda Norton; Marion Wall and children

10:30 A.M.

CBS—Press-Radio Bureau News: WABC WJAS WCAU WJSV WDRC
 NBC—Press-Radio Bureau News: WEAFF WCSI WFI WTIC WRC WGY
 NBC—Singing Strings: KDKA WBZ-WBZA—Doehler Trio, Harp, Violin and Organ
 WEEI—Organ Melodies
 WNAC—Musical Interlude
 WRVA—Mickey Mouse Club

10:35 A.M.

NBC—Morning Parade, Variety Musicale: WEAFF WRC WEEI WFI WCSI WGY WTIC
 CBS—Let's Pretend, children's program: WABC WCAU WOKO WDRC WJSV WNAC WLBZ WJAS

10:45 A.M.

NBC—Press Radio Bureau, News: WJZ WBAL WHAM WBZ WBZA WMAL
 KDKA—Helen Irwin
 WCSI—State Public Health Talk
 WOR—Dancing Class, Thomas E. Parson

10:50 A.M.

NBC—Originalities: Dick Teala, tenor: WJZ WBAL WHAM WBZ WBZA WMAL

11:00 A.M.

CBS—Cheer Up: WABC WOKO WCAU WDRC WNAC WJAS WJSV WLBZ

NBC—Alma Schirmer, pianist: WEAFF
 NBC—Pappy, Ezra, Zeke and Elton, hillbillies: WJZ WBAL KDKA WBZ WBZA WMAL
 NBC—Galaxy of Stars: WLIT WGY
 NEN—Food Hour: WCSI WEEI
 WHAM—Century Organ Program
 WOR—What to Eat and Why: C. Houston Goudiss

11:15 A.M.

NBC—The Vass Family Seven South Carolina children singing harmony: WEAFF WGY WRC
 NBC—Spanish Idylls, string ensemble: WJZ WMAL
 KOKA—Kiddies' Club
 WBZ-WBZA—Massachusetts Federation of Women's Clubs

11:30 A.M.

NBC—Down Lovers' Lane: Vocalists; Piano Duo; Narrator: WEAFF WCSI WRC
 CBS—Concert Miniatures: WABC WDRC WOKO WCAU WNAC WLBZ WJSV
 WEEI—Bob Emery's Gang
 WGY—Children's Theater of the Air
 WHAM—Spanish Idylls (NBC)
 WOR—"News in the World of Women", Gabriel Heatter

11:45 A.M.

NBC—Organ Melodies; Eddie Fitch, organist; Mary Steele, contralto: WJZ WHAM WBAL WMAL
 WBZ-WBZA—Adventuring with Postage Stamps
 WJAS—Concert Miniatures (CBS)
 WLIT—Down Lovers' Lane (NBC)
 WOR—Andrew Baxter, Jr., baritone and Orchestra

AFTERNOON

12:00 Noon

CBS—The Voice of Experience: WABC
 CBS—Vincent Travers' Orchestra: WDRC WCAU WNAC WLBZ WJAS WOKO WJSV
 NBC—Pietro You, organist: WEAFF WTIC WGY WEEI
 NBC—Army Day Program; General John Ross Delafield, speaker: WJZ KDKA WBAL WMAL
 WBZ-WBZA—The Monitor Views the News
 WCSI—South Sea Islanders
 WHAM—4-H Club Program
 WOR—Bird Day Program, Henry Boyd

12:15 P.M.

CBS—Abram Chasins, piano pointers: WABC WAAB
 NBC—Genia Fonarova, soprano; String Trio: WJZ WBAL WHAM WMAL
 KOKA—Honey Boy and Sassafras
 WBZ-WBZA—Weather; Temperature; Four H Club
 WCSI—Farm Flashes; Stocks and Weather
 WEEI—Studio Program
 WGY—Hank Keene's Radio Gang
 WNAC—News and Weather
 WOR—N. Y. Junior League Talk

12:20 P.M.

WOR—Scout News

12:25 P.M.

WEEI—Del, Jack and Ray

12:30 P.M.

NBC—Rex Battle's Ensemble: WEAFF WRC
 CBS—Chicago Wheat Pit Broadcast: WABC WOKO WJSV WLBZ WIP
 NBC—Four H Club Program; U. S. Marine Band; Guest Speakers: WJZ WBAL WHAM KDKA WBZ WBZA WMAL
 WCAU—Virginia Old Timers
 WCSI—Stocks and Weather Reports
 WGY—Farm Program
 WNAC—The Shoppers' Exchange
 WOR—Huger Elliott, Metropolitan Museum: "An Historic Room"

12:45 P.M.

NBC—Rex Battle's Ensemble: WCSI WRC
 WAAB—Chicago Wheat Pit Broadcast (CBS)
 WOR—Stamp Club

12:50 P.M.

WEEI—Stock Exchange Quotations

12:55 P.M.

E. T.—Albert Bartlett, the Taugo King: WOR

1:00 P.M.

CBS—Madison Ensemble: WABC WOKO WDRC WCAU
 NBC—Xavier Cugat's Orchestra: WEAFF WEEI WRC WFI
 WCSI—School Librarian
 WGY—Market Reports
 WJSV—Afternoon Rhythms
 WOR—Musical Revue: Gislon Sisters; Baby Rosamund, vocalists

1:15 P.M.

CBS—Madison Ensemble: WAAB WJSV
 NBC—Ted Black's Orchestra: WCSI WGY

1:30 P.M.

CBS—Harold Knight's Orchestra: WABC WOKO WCAU WDRC WNAC WJSV
 NBC—Vic and Sade: WJZ WBAL WBZ WBZA KDKA WHAM WMAL
 WCSI—Studio Program
 WOR—Rosalind Genet, Book Review

1:45 P.M.

NBC—Metropolitan Opera presentation of Pelleas and Melisande: WEAFF WJZ WEEI WCSI WRC WHAM WMAL KDKA

HIGH SPOT SELECTIONS FOR THE DAY

12:00 Noon—Army Day program; Gen. John Ross Delafield; NBC-WJZ network.
 1:45 p. m.—Metropolitan Opera performance of "Pelleas and Melisande"; NBC-WEAFF-WJZ.
 8:00 p. m.—Art in America: "Stuart and the Washington Portraits"; NBC-WJZ network.
 8:00 p. m.—Forty-Five Minutes in Hollywood; dramatized film previews; gossip by Cal York, screen reporter; CBS-WABC network.
 9:00 p. m.—Nino Martini; Andre Kostelanetz orchestra; CBS-WABC network.
 9:00 p. m.—Donald Novis, tenor; Frances Langford, contralto: NBC-WEAFF network.
 9:30 p. m.—The Eton Boys; Vera Van and Freddie Rich's Orchestra; CBS-WABC network.
 9:30 p. m.—Beatrice Fairfax dramatizations: NBC-WEAFF network.
 10:00 p. m.—Broadcast from Byrd Expedition: CBS-WABC network.
 10:30 p. m.—Alka-Seltzer presents WLS National Barn Dance; Linda Parker; Uncle Ezra; Spareribs; the Westerners; Maple City Four and other stars: NBC-WJZ network.
 11:30 p. m.—Peter the Great, drama: CBS-WABC network.

CBS—Harold Knight's Orchestra: WJAS WLBZ
 WNAC—Round Towners Quartet (CBS)
 WCAU—Burton Rogers' Orchestra
 WOR—Milton Kaye, piano recital

2:00 P.M.

CBS—Round Towners Quartet: WABC WOKO WDRC WJAS WJSV WLBZ WCAU
 WNAC—The Municipal Forum
 WOR—Byron Holiday, soloist; Leo Freudberg's Orchestra

2:15 P.M.

WNAC—Artist Recital (CBS)

2:30 P.M.

CBS—Dancing Echoes: WABC WOKO WDRC WNAC WJSV WJAS WLBZ WIP
 WCAU—University of Pennsylvania Debate
 WOR—Studio Program

2:45 P.M.

WOR—Alan Broms, Star Stories

3:00 P.M.

CBS—School of Music of University of Louisville: WABC WDRC WNAC WJSV WJAS WCAU WLBZ WOKO
 WOR—Louise Bave, soprano

3:15 P.M.

WOR—"Your Lover"

3:30 P.M.

CBS—Ann Leaf at the Organ: WABC WCAU WOKO WLBZ WNAC WJSV WDRC
 WOR—Mildred Cole, soloist; orchestra

3:45 P.M.

CBS—Ann Leaf at the Organ: WJAS

WOR—Genevieve Pitot, piano recital

4:00 P.M.

CBS—Cambridge vs. Harvard Rugby Match: WABC WOKO WJSV WDRC WNAC WJAS WLBZ

WCAU—Beaver College Glee Club

WOR—Dr. H. I. Strandhagen: "The Healthy Skin Club"

4:15 P.M.

WOR—Freddy Farber and Edith Handman, variety act

4:30 P.M.

WCAU—Sweet Sixteen Revue
 WIP—Cambridge vs. Harvard University; Rugby Match (CBS)

WOR—Gus Steck's Orchestra

5:00 P.M.

CBS—Pancho's Orchestra: WABC WAAB WDRC WCAU WJAS WJSV WOKO
 WNAC—The Yankee Singers

5:05 P.M.

WOR—Program Resume

5:15 P.M.

NBC—Leo Zollo's Orchestra: WEAFF WCSI WGY WLIT WEEI WRC
 NBC—Neil Sisters: WJZ WBAL WBZ WBZA
 CBS—On the Air Tonight: WABC
 WHAM—The Rambler
 WNAC—Sam Bittel's Orchestra
 WRVA—Cecil and Sally

5:20 P.M.

CBS—Pancho's Orchestra: WABC

5:25 P.M.

WRVA—Rhythm Parade

5:30 P.M.

NBC—Economics in the New Deal: WEAFF WCSI WEEI WRC

CBS—Jack Armstrong, All American Boy: WABC WOKO WNAC WCAU WDRC WJAS WJSV

NBC—Little Jackie Heller, tenor; Harry Kogen's Orchestra: WJZ WBAL WBZ WBZA WHAM WMAL

KOKA—A Recreo, Bill and Alex

WGY—Martha and Hal

WOR—"Just Dogs," Steve Severn

5:40 P.M.

WRVA—Sports Review

5:45 P.M.

CBS—Charles Carlike, tenor: WABC WOKO WDRC WLBZ WJAS WIP WAAB

NBC—Little Orphan Annie: WJZ WBAL WBZ WBZA KDKA WHAM WMAL

WCAU—Friend of Youth

WGY—Bradley Kincaid, hillbilly songs

WJSV—Evening Rhythms

WNAC—Boh White's Scrap Book

WOR—Dr. Thatcher Clark, French class

NIGHT

6:00 P.M.

CBS—"Meet the Artist," Bob Taplinger Interviews Radio Stars: WABC WOKO WAAB WDRC WCAU WJAS WJSV

NBC—Peter Van Steeden's Orchestra: WEAFF
 NBC—Al Pearce and his Gang: WJZ WBAL WBZ WBZA WMAL
 KOKA—Evensong
 WCSI—News Flashes
 WEEI—The Evening Tattler
 WGY—Evening Brevities
 WHAM—Sportcast
 WLW—Jack Armstrong, sketch
 WNAC—News Flashes, Weather
 WOR—Uncle Don, kiddies' program
 WRVA—In-Plane Pilots

6:15 P.M.

CBS—Ted Black's Orchestra; Tommy McLaughlin, baritone: WABC WAAB WCAU WDRC WJSV

KOKA—Sports, program preview
 WCSI—Al Buck's Sports Review
 WEEI—Gene and Glenn with Jake and Lena
 WHAM—Cato's Vagabonds
 WLW—Peter Van Steeden's Orchestra (NBC)
 WNAC—The Merry Go-Round

6:20 P.M.

WCSI—Musical Interlude

6:30 P.M.

NBC—Richard Himber's Orchestra: WEAFF WRC
 CBS—Frederic William Wile, talk: WABC WOKO WDRC WAAB WJSV WJAS WLBZ
 NBC—Stamp Club; Capt. Tim Healy: WJZ
 NBC—Twenty Fingers of Harmony: KDKA WBAL WHAM

WBZ-WBZA—Weather; Sports; News
 WCAU—Comedy Stars in Hollywood
 WCSI—Randall and MacAllister
 WEEI—Breed Walker saying "Hello, New England"

WGY—Ma Frasers' Boarding House
 WLW—Boh Newhall, Mail Pouch Sportsman
 WOR—Motor Tips, Clifford M. Sage
 WRVA—News Flashes

6:40 P.M.

WEEI—Voice of the East

6:45 P.M.

CBS—George Hall's Orchestra: WJSV WOKO
 CBS—Ye Happy Minstrel and Tiny Band: WABC WNAC WCAU WDRC
 NBC—Flying with Capt. Al Williams: WJZ WMAL
 NBC—Richard Himber's Orchestra: WCSI WEEI WGY
 KOKA—Dance Orchestra
 WBZ-WBZA—Edward MacFlugh, baritone
 WHAM—Old Timers
 WLW—"Land Marks of the Law," speakers
 WOR—Pauline Albert, "The Whirlwind Pianist"

7:00 P.M.

CBS—Elder Michaux's Congregation: WABC WOKO WDRC WCAU WJAS WJSV WAAB WLBZ

NBC—John Herrick, baritone: WJZ WBAL WMAL
 NBC—Three Seamps: WEAFF WEEI WCSI WRC WGY

KOKA—Lloyd Huntley's Orchestra
 WBZ-WBZA—World in Review
 WLW—R.F.D. Hour; Boss Johnston; Musical Varieties

WNAC—Front Page Drama
 WOR—Ford Frick, Sports Resume
 WRVA—Cross Roads Symphony

7:15 P.M.

NBC—A Religion in the News, Dr. Stanley High: WEAFF WRC

NBC—George Olsen's Orchestra: WJZ WHAM WBAL WMAL

WBZ-WBZA—Joe Rines' Orchestra
 WCSI—Wayside Philosopher
 WEEI—Ethel Grenier, songs
 WGY—The Municipal Series
 WNAC—The Old Apothecary
 WOR—Harry Hershfield

7:30 P.M.

CBS—Milton Kellam's Orchestra: WIP
 NBC—Martha Mears, contralto: WEAFF WFI WRC
 CBS—The Serenaders; Paul Keast, baritone: WABC WOKO WDRC WCAU WJAS WJSV

NBC—F.O.B. Detroit, talk; Orchestra: WJZ WBAL KDKA WBZ WBZA WMAL

WCSI—Gene and Glenn, songs and comedy
 WEEI—After Dinner Revue

WGY—Johnny Johnson's Orchestra
 WHAM—Evening Interlude
 WLW—Melody Masters

WNAC—Larry Funk's Orchestra
 WOR—Sam Robbins' Orchestra
 WRVA—Voice of Richmond

(SATURDAY CONTINUED)

7:45 P.M.

CBS—Isham Jones' Orchestra; WABC WNAC
WDRG WLBZ WCAU WOKO
NBC—Jules Lande, Troubadour of the Violin;
WEAF WRC
WCSH—Willis B. Hall
WEEI—Magazine of the Air
WJSV—Leading Industries in Washington
WLW—Dr. Glenn Adams, dog talk
WRVA—Tarzan of the Apes

8:00 P.M.

CBS—The Canadians; WIP
NBC—The Dream Hour; U. S. Marine Band;
WEAF WMAL WEEI
CBS—"Forty-Five Minutes in Hollywood"; Cal
York, Screen Reporter; Soloists; Orchestra;
WABC WOKO WNAC WDRG WCAU WJAS
WJSV
NBC—Art In America; Guest Speakers: WJZ
WBZ WBZA KDKA WBAL WHAM WRC
WCSH—Studio Program
WGY—Antoinette Halstead, contralto; string en-
semble; male quartet
WLW—Carnival
WOR—City Government Talk
WRVA—Tampa Revelers

8:15 P.M.

WFI—U. S. Marine Band (NBC)
WOR—The Three Bavarians, Instrumental Trio

8:20 P.M.

NBC—The Cavaliers, male quartet; WJZ WBAL
KDKA WHAM WRC WBZ WBZA

8:30 P.M.

NBC—Hands Across the Border; Soloists and
Orchestra; WJZ WBAL KDKA WHAM
WRVA
WBZ-WBZA—New England Community Singing
Clubs
WCSH—U. S. Marine Band (NBC)
WGY—Piano Pals, Dorothy Sterner and Monica
Leonard
WOR—Gabriel Heatter, news commentator

8:45 P.M.

CBS—The Bard of Erin; WABC WOKO WCAU
WNAC WJAS WDRG WJSV
NBC—The Salesman Recovers Under the N.R.A.,
Dan S. Hickey; WEAF
WBZ-WBZA—The Monitor Views the News
WGY—Utica Singers; Marion Williams, soprano;
Rogers Sweet, tenor
WOR—Briny and Crystal, sketch with music

9:00 P.M.

NBC—Harold Stern's Orchestra; Guest Stars:
WJZ WBAL WHAM KDKA
CBS—Nino Martini, tenor; Andre Kostelanetz'
Orchestra; WABC WNAC WDRG WCAU
WJAS WJSV WLBZ
NBC—House Party; Donald Novis, tenor; Frances
Langford, contralto; Arthur Boran, imper-
sonator; Brad Browne; Rhythm Girls; Mel-
ody Boys; Don Voorhees' Orchestra; WEAF
WCSH WGY WRVA WLW WFI WEEI WRC
WBZ-WBZA—Sammy Liner's Orchestra
WOR—Newark Civic Symphony Orchestra; Philip
Gordon, conducting

9:15 P.M.

WNAC—Over the Cameraman's Shoulder

9:30 P.M.

CBS—Vera Van; The Elon Boys; Freddie Rich's
Orchestra; WABC WCAU WJAS WDRG
WJSV WNAC WOKO WLBZ
NBC—Eddie Duchini's Orchestra; WJZ WBAL
WHAM WBZ WBZA KDKA WMAL
NBC—Beatrice Fairfax, dramatization; WEAF
WEEI WCSH WGY WFI WLW WRC
WRVA—Miniature Theater (NBC)

10:00 P.M.

NBC—Musical Program; WEAF WEEI WCSH
WFI WGY WLW WRVA WRC
CBS—Broadcast from Byrd Expedition; WABC
WOKO WNAC WCAU WDRG WJAS WJSV
WLBZ
NBC—1934, A National Park Year; guest speak-
er; U. S. Marine Band; WJZ WBAL WHAM
WMAL
KDKA—Behind the Law
WBZ-WBZA—Evening Reveries; James J. O'Hara,
organist

10:15 P.M.

WOR—Bronx Marriage Bureau, sketch
KDKA—Sports Review
WBZ-WBZA—News Reports
WHAM—Dance Orchestra
WOR—John Kelvin, tenor; Orchestra

10:30 P.M.

NBC—Kaleidoscope Variety Show; WEAF WCSH
WFI WGY WRVA WRC
CBS—Leaders In Action, II. V. Kaltenborn;
WABC WAAB WDRG WJAS WJSV WOKO
WIP WLBZ WCAU
NBC—ALKA SELTZER PRESENTS WLS BARN
DANCE; Uncle Ezra, Spareribs, Linda Parker,
Lulu Belle, The Hoosier Hot Shots; The West-
erners and Cumberland Ridge Runners; WJZ
WHAM WBAL KDKA WBZ WBZA WMAL
WLW

10:45 P.M.

WNAC—Over the Cameraman's Shoulder
WOR—Orgau Recital

11:00 P.M.

CBS—Ted Fiorito's Orchestra; WABC WOKO
WAAB WDRG WCAU WJAS WJSV WLBZ
WNAC—Jack Ingersoll's Sport Page
NBC—Eric Madriguera's Orchestra; WEAF WFI
WCSH
WCAU—Political Talk; Robert Gray Taylor
WEEI—Breed Walker saying "Hello, New Eng-
land"
WGY—Happy Felton's Orchestra

PLUMS AND PRUNES

By Evans Plummer

THE VOICE OF EXPERIENCE has referred a recent puzzling letter to a select committee of more experi-
enced gentlemen who at the moment are
residing temporarily (*they hope*) in Sing
Sing. It reads:

"Dear Voice: I've been robbed of nine
hundred dollars. Everybody says it was
an inside job. I listen in every day.
What is your experience on an inside job?"

That's that. But continuing on the sub-
ject of *The Voice*, now that he has been
mentioned, we wish to recall a time-worn
epigram you all know:

"Imitation is the sincerest form of
flattery."

And believe you us, *M. Sayle Taylor*,
which is the name of the gentleman hiding
behind those Voice-of-Experience whisk-
ers, should feel very proud of his program
and his work, considering the hordes of
imitators and similar broadcasts his right-
eous success has induced.

But here's one *The Voice* can't answer,
we'll bet:
"What's become of Norman Broken-
shire?"

Plums and Prunes

THE GREATEST broadcast ever offer-
ed by an actress, and we've heard nearly
every one, was that last Sunday a week
of *Helen Hayes*. As guest of Real-
silk, Helen promptly made herself your
guest—not the guest of the "invisible
millions" but *your own* invited company
in your living room. We strongly suspect
husband *Charhe MacArthur* of the grand
idea . . . but anyhow, Helen put it over.
Many plums, Miss Hayes—Mrs. MacAr-
thur, and may your lead be followed by
all, but we know it will never be trumped.

Previous to Miss Hayes' notable appear-
ance, *Edward Johnson*, tenor, was guest
of Cadillac. Never have we heard such
excellent singing diction . . . And after
Helen (note our Sabbath listening re-
volved around Miss Hayes as a nucleus),
good old *Joe Penner* clicked again. The
country is still Penner-wise, but it is this
column's worry how long the fans will

stay that way.

*Will Joe keep on and on, as Jack Benny
has, or will he be washed up a la Wynn
and other "jummy men" you can name,
within a year?*

Two more \$8.80 acts of that Sunday de-
serving carloads of plums were those of
Benny and Fannie Brice. Jack, at his
best, and Brice under the most favorable
conditions yet, were a splendid nightcap.
No one could have handled that rather
risque "little girl" hickout without of-
fense effectively more than the capable
Miss Brice.

Coming to the Chicago Theater, April 6,
JACK BENNY, and April 13, GEORGE
OLSEN and ETHEL SHUTTA . . . For a
novelty try NBC's *Surprise Show* Thurs-
days at 7:30 p. m. EST on NBC March
15 on this hill found *Don Ameche*, radio
love interest, playing straight man to the
comedy of *Cliff Soubier*, veteran mike
"heavy" . . . We're going to miss that guy
Weems on the *Realsilk* show when *Charles
Precin* replaces him April 1.

PRUNES to dear old Columbia Broad-
casting System for one of the silliest pro-
gram alterations of the year—we are re-
flecting to the butchery of *Bob Taplinger's*
more or less personalized "Meet the Ar-
tist" program. By conversion of this
somewhat spontaneous (*although scripts
were used*) interview program into a
dramatization of the glorified artist, Co-
lumbia has definitely arrived at a much
less desirable setup. "Tap" did a good
job. He might have been snappier . . .
without the script . . . but even with it,
he was never as ponderous and lifeless as
the "life" dramas. Please, Mr. Paley, you
listen to 'em and see what you think.

Deserting Columbia for the NBC
camp, comedy-song team Al and Pete
have become a three-station traveling
act with WLW, Cincinnati, WTAM,
Cleveland, and KDKA, Pittsburg, on
their weekly list.

*Birthdays for the week: April 3, Georgie
Jessel; April 4, Ted McMichael, of the
Merry Maas; April 6, Keith McLeod and
Lowell Thomas; April 7, Charles Carlile,
and—of all things!—Walter Winchell,
the old blessed-eventuator.*

What's What


ONE OF THE best-yet programs is that
promised by *Fulton Oursler*, Liberty Mag-
azine editor, who'll tell, come April 7,
stories that should be told . . . And if you
are searching for *Lum and Abner*, try dial-
ing WCCO, Minneapolis, from Monday to
Thursday, inclusive, at 11 p. m. EST
starting April 2. WCCO's an easy 50,000-
water to dial, so stay up and listen . . .
Another switch: *Dr. Bundesen's* drama-
tized "Adventures in Health" move to
Sundays, April 1, at 9:45 p. m. EST over
NBC stations. "Reducing" is the sub-
ject of the physician's All Fools' Day pro-
gram (no gag intended) . . . Among the
casualties of NBC-Chicago's recent slash
of sustaining talent are the *Merrie-Men*
quartet, the *Neil Sisters* and *Pat Barnes*.

That's the way it goes when no advertiser
is paying the weekly stipend . . . *Phil
Baker* is talking of bringing conductor
Leon Belasco back to Chicago with him
. . . *Howard Neumiller* and *Andy* (Charlie
Correll) used to shoot marbles together
years ago in Peoria, Ill.

**DO AWAY WITH AN
OUTSIDE
AERIAL**

Install a New
DU-WA

\$1



DU-WA improves every set. It eliminates
the nuisance of hearing two programs at
one time—cuts out powerful local stations
and brings in distance with ease. Works on
either electric or battery sets. Must do all
we claim or money refunded in 10 days.
DU-WA sent postpaid to your home upon re-
ceipt of cash or postal money order. Also
sent C. O. D. Canadian price \$1.25 prepaid.

Steinberg's

633 WALNUT

Dept. R. G. CINCINNATI, OHIO

Linda Parker
The "Sunbonnet Girl" with the
Cumberland Ridge Runners



**TUNE IN
WBZ-WBZA**
Every Saturday Nite
10:30 P.M. E.S.T. NBC Blue

When it comes to singing and playing the
old mountain hallads and hilly-billy tunes,
no one can equal Linda Parker and The
Ridge Runners on the "National Barn
Dance." It's a great Saturday night show,
with more than 40 radio artists, including
Uncle Ezra, Maple City Four, Lulu Belle,
Spare Ribs, Skyland Scotty, Hoosier Hot
Shots, Tom and Don, Louise Massey and
the Westerners. Not a dull moment in
the whole show. It sparkles with mirth
and melody. A whole hour of old-fashioned
singing and dancing. Every Saturday
night over NBC Coast to Coast Network.

**The NATIONAL
BARN DANCE**
COAST to COAST

Sponsored by
ALKA-SELTZER



BEATRICE
FAIRFAX

★ IN PERSON ★

Famous authority on prob-
lems of love and happiness
LISTEN IN!
9:30 P.M. E.S.T. Saturdays
N. B. C. Red Network

RADIO'S GREATEST CASH PRIZE OFFER

\$10,000.00

INTEREST in RADIO GUIDE's \$10,000 puzzle contest continues to mount, judging from the flood of requests for the souvenir log of stations that come pouring in. This is according to expectations, for never before has such a big sum in cash been offered for the solution to a radio puzzle. The efforts of an immense group were certain to be impelled, especially in view of the wide distribution of the prizes. 157 of them will be given.

The amounts of the prizes in cash range from 5.00 to \$2,500.00. The fact must not be overlooked that prize-winning contestants will receive double these amounts if at the time of the closing of the contest the winners are yearly subscribers to RADIO GUIDE.

Four weeks and more still remain. There is yet time to send for your copy of the radio station log, to solve the puzzle, and enter the contest.

The large diagram printed on this page contains 676 letters. A correct trail may be made through these letters starting in the square indicated with an arrow in the upper left corner. From this square containing the letter "W", the trail must pass through successive squares until the Goal in the lower right corner is reached.

The trail, drawn with a line, may move in either a horizontal or a vertical direction anywhere. It may not cross itself, nor may it enter the same square twice. It must always change at right angles, passing through successive squares until it reaches the Goal.

When the trail has been completed, the contestant should make a list of the letters contained in the squares through which the trail has passed. If he has a correct trail he will find 250 letters, and every letter in the alphabet will appear at least once. The 250 letters should be used to build up station calls of radio stations, and each of these 250 letters may be used only the same number of times as it appears on the trail.

Prizes will be awarded on the basis of correctness of the trail and the largest number of station calls built by any combination of letters touched in following the trail.

The stations must be properly identified. To illustrate: If WABC is shown, it will be necessary to indicate that that station is located in New York.

The list of prizes offered in the Radio Stations Trail Puzzle Contest is:

1st Prize	\$2,500.00
2nd Prize	1,000.00
3rd Prize	250.00
4th Prize	100.00
5th Prize	75.00
6th Prize	50.00
7th Prize	25.00

100 individual awards, \$5.00 each—500.00
50 individual awards, \$10.00 each—500.00

Total \$5,000.00

These awards will be doubled to any winner who is a yearly subscriber to RADIO GUIDE at the time of the closing of the contest, thus making the total cash available to prize winners **\$10,000.00**

RADIO STATIONS TRAIL PUZZLE

The trail begins where the arrow indicates and ends at the Goal, the black square in the lower right hand corner

W	E	A	F	W	E	N	R	W	J	Z	W	O	R	W	B	B	M	W	I	N	S	W	C	A	E
Z	W	B	A	K	D	W	I	A	S	W	I	B	O	K	D	K	A	K	F	I	K	G	O	D	X
Y	R	W	B	G	K	J	W	M	N	Z	B	R	B	O	K	D	B	L	G	J	L	H	P	E	K
X	H	R	W	L	G	K	J	W	E	N	U	I	R	B	W	V	W	M	H	K	M	I	Q	F	S
I	K	H	R	W	L	G	K	J	W	M	S	G	O	V	N	B	D	N	I	L	N	J	R	G	A
O	I	K	H	R	W	L	G	K	J	W	T	H	D	O	W	N	W	O	J	M	O	K	S	H	C
D	O	I	K	H	R	W	L	G	K	J	W	T	M	W	O	W	E	P	K	N	P	L	T	I	K
W	D	O	I	K	H	R	W	L	G	K	J	W	T	M	K	A	W	Q	L	O	Q	M	U	J	U
Y	W	S	O	I	K	H	R	W	L	G	K	W	W	K	U	M	O	W	M	P	R	N	V	K	S
D	Y	Q	D	O	I	K	H	R	W	R	E	K	O	W	C	W	A	O	W	Q	S	O	W	L	D
E	O	Y	Q	S	O	I	K	H	E	W	L	K	U	J	W	O	K	A	O	W	T	P	X	M	W
F	M	L	Z	W	S	O	I	K	W	R	E	L	G	W	J	W	A	K	A	O	W	Q	Y	N	K
C	O	F	Q	Z	W	S	O	W	K	H	R	W	L	G	K	J	W	N	K	A	O	W	Z	O	Z
A	C	F	G	H	Z	W	S	O	I	K	H	W	L	G	K	J	W	N	K	A	O	W	P	O	
B	A	C	F	G	H	W	K	K	O	I	K	H	R	R	E	L	G	K	J	W	N	K	A	O	W
D	W	B	A	C	K	K	B	X	W	S	O	I	K	H	R	W	L	G	K	A	W	N	K	A	E
E	W	C	S	A	K	F	K	W	Y	W	S	O	I	K	H	P	E	L	G	K	J	W	N	K	A
F	G	D	S	U	A	C	W	E	W	A	W	S	O	I	K	H	F	W	L	G	K	Q	Y	O	K
K	W	E	U	M	D	A	Z	F	E	B	Y	W	S	O	I	K	A	V	W	L	G	U	X	I	T
V	T	F	M	E	V	M	B	Z	F	E	B	Z	W	S	O	I	K	M	Y	W	L	G	K	T	R
L	I	G	E	I	E	O	L	C	Z	F	K	B	Z	W	S	O	Y	I	Q	Y	S	L	K	K	H
W	C	H	I	C	R	R	A	A	D	Z	P	E	B	Z	W	S	O	P	K	X	V	W	L	K	W
L	E	I	C	R	T	T	M	R	L	E	Z	F	K	B	K	W	P	O	X	K	T	U	W	L	K
W	L	O	E	K	V	L	O	E	I	G	F	E	F	K	B	P	W	X	O	X	K	T	U	W	L
K	F	J	R	W	E	V	D	W	M	A	Q	W	E	F	C	B	X	W	Q	Q	M	A	Q		

CONTEST RULES

This is open to all. The only exceptions are employees of RADIO GUIDE, their families and professional puzzle solvers. The use of fictitious names is prohibited.

A contestant may send in as many different solutions as he likes. More than one member of a family may compete.

The use of any mechanical device in making a tracing of the puzzle is not permissible. Completed puzzles showing the use of a mechanical device in their preparation will be rejected.

The contest closes Tuesday, April 10, 1934. All envelopes postmarked before midnight of that date will be accepted and the enclosed solution entered in the contest.

Neatness, and the importance of the stations selected, will be determining factors in designating the winners. Only correct trails will be considered.

The relative importance of stations will be rated according to their transmitting power. That is to say, a station with a 50,000-watt transmitter will be considered more important than a station with less power.

In order that each contestant may be fully informed, not only as to the names of stations

Copyright 1934 by Radio Guide, Inc.

available for the trail, but as to the relative importance of each unit, a log of all North American and neighboring stations will be supplied by RADIO GUIDE to every person who forwards a stamped envelope, self-addressed, requesting the list.

On page eight will be found brief diagrams that show the start and the finish of a good trail. These appear in this publication for your guidance only.

In case of ties for any of the prizes offered, the full amount of every prize for which there is a tie, will be awarded to each tying contestant.

Each contestant, by submitting a solution to the Radio Stations Trail Puzzle, thereby indicates his agreement to accept the decision of the Judges of the Contest as final in all matters. These Judges will be selected by RADIO GUIDE and will have full supervision of the Contest.

All solutions must be submitted on the form appearing in RADIO GUIDE, or a facsimile thereof. They should be mailed to: RADIO GUIDE PUZZLE CONTEST, c/o RADIO GUIDE, 423 Plymouth Court, Chicago, Illinois.