

RADIO FAN-FARE

COMBINING RADIO DIGEST

WHO IS RADIO'S MOST VERSATILE ACTOR?

SEX FINALLY CRASHES THE NETWORKS



LOU HOLTZ . . . Cigarettes join Vaudeville with Grand Opera . . . GRACE MOORE

TED HUSING PICKS THE TEN BEST

"I SING AS I HAVE LIVED"—TITO GUIZAR

Including **PROGRAM FINDER** Feature



**GLADYS
SWARTHOUT**

Photographed for Radio Fan-Fare by Herbert Mitchell

The lovely mezzo-soprano of the Metropolitan Opera Company has broken (or at least cracked) two old traditions: An opera star does not have to be fat, nor must she be trained abroad. Born in Deep Water, Missouri, all of Miss Swarthout's training has been American. At the beginning of her career, opera company managers wouldn't believe she had enough experience to play big roles. She looked too young . . . so she added a half dozen years to her age. Recently Miss Swarthout gave a series of recitals over NBC stations. You will probably be able to hear her colorful singing again soon . . . on a nationwide sponsored program.

SLIPPING *and* GRIPPING

THEY'RE ALL SLIPPING—The wraith who conducts this department is *Tuna*, a combination of *The Jolly Scrapbook Philosopher*, *The Mystery Dream Prince of Song*, *The Magic Voice of Experience*, and *The Silver-Mask Poet of The Organ*... all rolled into one and tied with baby-blue ribbon. He is also a sort of conglomerate Socrates, Solomon, and George Bernard Shaw, retaining the most venomous features of each. In other words, he is a master kibitzer. (To qualify for a job of this kind you have to remember only one thing. Don't say anything good about anybody if you can possibly help it.)

And so for the next few months *Tuna* has a chance to improve his reputation as a critic by putting all the radio programs in the "Slipping" column—by performing daily tearing-down exercises with the old hammer. And, what's more, that destructive attitude could be justified according to the broadcasters' own figures (and how these sponsors swear by their arithmetic!).

The reason so many programs will appear to be slipping is this:

No matter what broadcasters do, the total radio audience falls off during the summer months. Almost no programs, except a few new ones, increase their listener average. This department will, however, make the Supreme Sacrifice. It will consider conditions and continue to be as impartial as a Congressional investigation.

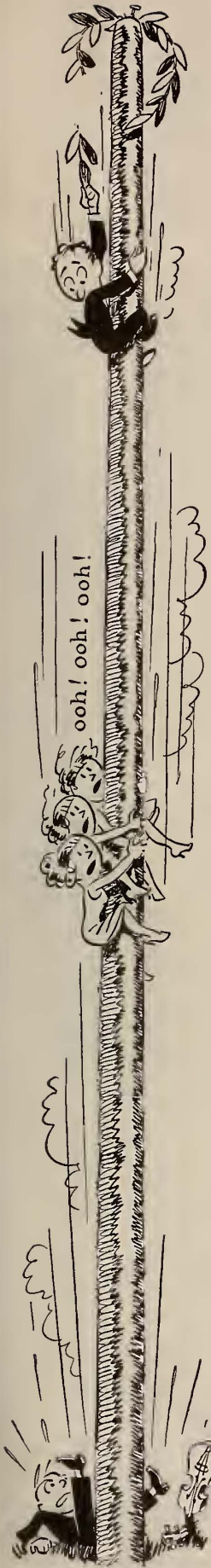
WORLD'S BEST TEAMWORK—One of the wonders of a changing age is the way those old standbys, *Amos 'n' Andy*, maintain their popularity year after year.

The fact that they are not slipping is real news. You may have stopped tuning in long ago, but almost the day you stopped someone else must have started. The boys deserve every bit of success they've had, for they've worked hard and intelligently. And they've unquestionably given enjoyment to millions with their pleasantly satirical reflections on the pleasures and tribulations of the average man.

Their formula has the aura of magic about it. It defeats analysis. To be sure, they have been smart enough to build their act up to tremendously exciting climaxes whenever interest seemed to be lagging. But usually it's just everyday stuff. Perhaps the only really great distinctiveness lies in their brand of humor. It is as nearly individual as anything on the air, in spite of widespread attempts at imitation. Add to genuine humor several basically human characters, just enough hokum, fine acting, expert story construction, good taste, and a clean point of view—and you should have an act that's good for some time to come. We hope we're right.

...

NO FAULT OF THEIR OWN—It is a reflection upon our whirlwind manner of living that the other Pepsodent program, *The Rise Of The Goldbergs*, has not attained wider popularity. The sketch was originally intended to take the place of *Amos 'n' Andy* when they stopped gripping. It hasn't worked that way. The only fault of the slipping *Goldberg* show, to the "modern" mind, is that it packs no terrific wallops. But it certainly has everything else—great emotional power of the sentimental sort; kindly, well man-



nered characters (especially Gertrude Berg's *Molly Goldberg*, a beautifully written and acted part); and a broad vein of humor that is real, if mild.

The Rise Of The Goldbergs and *Amos 'n' Andy* have a far higher average of excellence than any other sketches that have been kept on the air for any length of time. Bill Hay, the announcer, also deserves a big hand. But the present dramatized advertising plugs on both programs are a disgrace to the advertising business, and an insult to the intelligence of the listeners.

• • •



ADOLESCENT PHILOSOPHY—

The venerable Cliquot Club program is nearing its 400th performance on the air and Harry Reser should have credit for keeping life in it for almost eight years. The feat is becoming more and more of a *tour de force*, however. Aside from the Eskimos' music and Jimmie Brierly's warbling (both good but undistinguished), the show offers little. There is, of course, Rosey Rowswell, who is supposed to be able to talk faster than anybody on the air (328 words a minute). If he could talk twice as fast, what of it? He wouldn't take up half as much time, would he? No, sir—he'd just tell himself twice as many dull jokes and gush twice as much sophomoric philosophy. Perhaps his maunderings appeal to the same people who like Tony Wons, and surely his high speed delivery should, for a time, interest those who were fascinated by marathon dancing and flag pole sitting.

(Note to Mr. Reser: Can't you get *somebody* to laugh at those jokes of Mr. Rowswell's? What about the boys in the orchestra? You could probably work it for an extra five bucks apiece.)

• • •



SIFTING THE FACTS OF LIFE—

The news commentators are having their day now—especially those like Boake Carter and David Lawrence who try to segregate and interpret the many important but confusing influences in national and international affairs. So mixed up is the average person by all he hears and reads, that the explainer serves a useful function—unless he becomes merely one more bewildering factor.

Mr. Carter and Mr. Lawrence are able analysts. Mr. Lawrence's program has contained no advertising except a few unobjectionable mentions of his newspaper, *The United States Daily* (which is a weekly). Mr. Carter, we take it, is British, and occasionally his accent makes understanding of what he says a trifle difficult for the listener. The Carter delivery is, however, an



GERTRUDE BERG
She packs no wallops



AMOS 'N' ANDY
They've got the magic touch



HARRY RESER
His Eskimos should laugh



SINGIN' SAM
He makes his basso quaver

agreeable change from the usual type of radio announcing.

In Mr. Carter's program an attempt is made to bring Philco Radios into the talk in a natural manner by connecting them with a news event. The attempt does not always quite come off, but at least there is the surprise of never knowing when the plug will be sprung on you. On the whole, the advertising in this program is excellent.

• • •

RUNNING THE MIDDLEMAN RAGGED

—Have you noticed how many radio advertisers are again going after the good will of the doctor, the dentist, the grocer, and the baker? For four years, manufacturers have bedevilled and bulldozed the consumer with the decade's wildest advertising claims (euphemistically called "direct selling"). Now it may be that the advertising business will enter another phase . . . that it will spend less time wooing the consumer, the better to seduce the middleman.

• • •



WHAT EVERY PARENT SHOULD KNOW—

Angelo Patri has gradually added to his small but loyal audience.

Anyone who has youngsters or who is sincerely interested in them will do well to pay close attention to every word Mr. Patri says. He is established in an unassailable position as an authority on children. You may be sure that whatever he tells you has been carefully worked out and thoroughly tested. He speaks with deep understanding of the problems of both children and parents.

Mr. Patri is one of our truly great educators, as powerful an influence for good, perhaps, as any single person in the country today—a cultured gentleman in everything that the best interpretation of the phrase implies. Be sure to hear him when he returns to the air after his summer vacation.

• • •



PURE HOKUM—

Oi' Singin' Sam is slippin',
Yet his formula's a pippin'
For the folks who like their vocalizin'
sad.

Though he makes his basso quaver,
And from hokum doesn't waver,
Still he's slippin' just a little,
It's too bad.

The Barbasol radio formula is to mention names of listeners; to revive ("by request") all the old ditties that have a heart-tug in every line; and to plug the product heavily with contests. It has been sure-fire stuff for years, and there's no denying that Singin' Sam has a warmly appealing personality. But the program needs the transfusion of a big new idea if it is to increase its following.



PRIZES

How would you like to have Jeff Machamer send you his original drawing for this page of Radio-Grins? Here's your chance to get it: Write a four-line jingle on any subject at all. Make it as amusing as you can. It must include the names of at least two radio stars whose names appear above. The author of the best jingle gets the drawing. The next ten best verses will receive honorable mention, and an award of \$1 apiece. Entries for this contest must be received before midnight of July 31st. Address Contest Editor, Radio Fan-Fare, 420 Lexington Avenue, New York.

TIP TO SPONSORS—Some advertiser would do well to sponsor Belle Baker. She's a good bet for reaching the folks who like their heaving hot and heavy . . . who love to have the last tear wrung out of a lyric. When Belle gets through working on emotional listeners they should be pushovers for even the average radio advertising.

• • •

SYNTHETIC SUSPENSE—The last time we heard "The Magic Voice of Ex-Lax" the program included: (1) a phony villain from Zengovia who menaced the heroine by telephone—forgetting her name at one point and using the hero's name instead; (2) speeches by the hero such as, "No, I must be stern," and, "That's not the *real* June. Show me the *real* June—the June I fell in *love* with"; (3) a thoroughly ham story; (4) a lot of tiresome and slightly offensive advertising.

• • •

PASSE—"Easy Aces," the continued story about bridge, is now on the slide. The trouble is that contract bridge is not the big news it was a year ago. The skits have been intelligently written, and well played by Mr. and Mrs. Goodman Ace. The way each program starts (with an infectious chuckle breaking through the music and then the announcer saying "Easy Aces, ladies and gentlemen—Easy Aces") is one of the best send-offs a radio program ever had. If the Aces can get another idea as good as the one on bridge they should easily be able to repeat their first big radio success. (Editor's note: After this opinion was written "Easy Aces" went off the air—which may indicate that *Tuna* knows his programs.)

• • •

PRETTY GOOD TO THE LAST DROP—The *Maxwell House Showboat* is drifting slowly toward a sand bar. The fault does not lie with the entertainers, except in the case of *Molasses 'n' January*, two-outmoded blackface comics who never say anything especially funny (unless you count the cracks you used to hear in Coburn's and Fields' minstrels when you were very young). The others—Charles Winger, Lanny Ross, Conrad Thibault, Muriel Wilson, Annette Hanshaw, Helen Oelheim, and Don Voorhees and his orchestra—are all fine. They make the program musically and vocally pleasing, if not absorbing.

The trouble with the hour is that it gets nowhere. It has a thin romantic story that bobs up occasionally as if by accident—between variety numbers that are supposed to be part of a performance on a showboat.



MARY McCOY
She is better than her program



BEN BERNIE
You can't grasp him by the forelock



ELSIE HITZ
The villain forgot her name in "The Magic Voice"



MARY EASTMAN
She need not be seen to be appreciated

The show might just as well be in Madison Square Garden, for all the showboat atmosphere you get out of it. The whistles aren't enough.

The program tries to include a bit of everything, and yet it definitely lacks the completeness and climax of the well planned vaudeville bill. Maxwell House should either go in stronger for the story, or stage a lively variety show. As it is, you don't get interested enough in the characters to keep from feeling slightly bored at finding the same ones on hand week after week.

Compare the *Maxwell House* hour with Rudy Vallee's show. Fleischmann now has the least stereotyped of the regular air programs. Why? Because it has new personalities every week. Because it has enough contrasts in its different parts to create an illusion of wide variety. Because it is put on with a briskness that prevents it from ever taking itself too seriously.

Our opinion is that Vallee's program is on top right now. The fact that he writes for this magazine does not prejudice us—either way.

Another bad feature of the Maxwell House program is the attempt to insert bits of advertising here and there. A short blurb by an announcer (not a character) at the beginning and end of the show, and perhaps a long one in the middle, would be much more in keeping with the atmosphere of gracious hospitality Maxwell House has been trying to build up. After all, you don't keep springing a sales talk on your guests every few minutes—not even if business is bad.

• • •

BLUE RIBBON BANDSMAN—The high point in selective criticism will be reached when someone can tell the different torch singers, crooners, and dance orchestras apart. Even in the case of a band as well known as Ben Bernie's there is not much about the music that is individual. It is made to seem a little unique, however, by the strongly individual personality of the Old Boy. Bernie is gaining in popularity and will continue going up as long as his material is good. At one time he seemed to be hard up for fresh stuff. He got off the same gags for weeks. Recently Ben's material has improved, but it's still distinctly his own brand of stuff. Examples: Ben, the evening after the disclosures in Washington, saying of one of his vocalists, "Few people know that Pat Kennedy is a partner of J. P. Morgan. Pat hasn't paid any income tax for three years either—too many bookmakers among his dependents." And again, the hardly hirsute Mr. Bernie introducing a song called "Goin', Goin', Gone," by observing, "You can grasp Time by the forelock, ladies and gentlemen,

(Continued on page 41)

THE MAXWELL HOUSEHOLD



CHARLES WINNINGER—hearty old coffee-drinking Captain Henry of the Showboat.



DON VOORHEES—maestro of the excellent Showboat band.



ANNETTE HANSHAW—southern torch singer (who can't read a note) . . . and Scrappy Lambert—head man of the quartet.



MURIEL WILSON (above) and LANNY ROSS (below)

—the love interest (and we hope Lanny's press agent will pardon us for not referring to him as the "blond, silver-voiced tenor").



TINY RUFFNER (left)

—six feet, four inches of announcer and stage manager (who also sings "The Road to Mandalay"—privately).



PAT PADGETT and PICK MALONE —known as Molasses 'n' January to folks who like their humor very mild.



TITO GUIZAR SINGS AS HE LIVES

By HOPE HALE

formerly editor of "Love Mirror"

"PARDON *me*," I said. "I must be in the wrong dressing room. I'm looking for a Mexican tenor."

A young man dressed in a white linen suit stood up from before the makeup shelf. He was the dream of artists looking for a model of American athletic college youth. "I'm Tito Guizar," he said and held out his hand.

Now I am what is known as counter-suggestible. The very fact that a man gets two or three thousand love letters every week from strange women who have palpitated over him prejudices me against him. I am hard to thrill by professional thrillers. I am not keen about the typical screen idol. Musical comedy tenors leave me slightly more than

frigid. I can't help it for that's the contrary way I'm built.

So when I say that Tito Guizar utterly and absolutely charmed me, you can believe that he has more than regular features. Let me tell you something of what he has.

He has six-feet-two of height, and the breadth and thickness to go with it—all man and muscle.

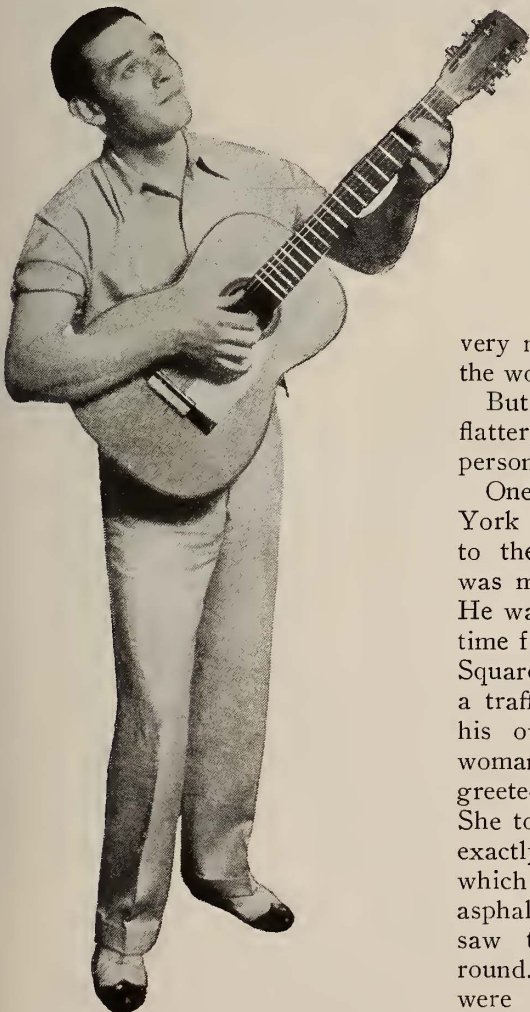
Unlike other Mexican boys, who are mostly too indolent for active sport, he has lived for athletics all his life. He captained his baseball nine in military school, and was boxing champion. That was all he cared about in the world then, except swimming, at which he copped a flock of trophies.

He has sparkling, eager eyes. They are surprisingly light in color—hazel. Under level brows and a fine forehead they meet your glance with bright, steady, open, tremendously appealing sincerity.

He has a strong jaw, a mobile, sensitive mouth, a quick, responsive smile. The flush of sun and woods glows under the clear tan of his cheeks so that the flash of his teeth and eyes is dazzling.

He is no sheik. There is nothing oily nor sleek nor practiced about his charm. The quality of spontaneity bubbles up in everything he says. His manners are not merely good manners—they are perfect. They are the natural courtesy of a truly live and friendly personality.

I think the captivating thing that Tito Guizar has is youth.



Any room he happens to be in is charged with vitality, infectious and exciting. Call it zest or gusto or animal spirits or personal magnetism—it all adds up to (excuse the phrase) sex appeal. And sex appeal of a completely devastating potency.

MY first thought was that it is too bad television hasn't caught up with radio. What a waste of so much visual charm on a medium meant for the ear alone. But then, I thought, maybe it's just as well. Because apparently this attraction of his goes over the ether waves in sufficiently high voltage as it is. His fan mail is proof of that. It might be just a little hard on Columbia's Hopeless Case Department if those girls all over the country who sigh over his songs could see their serenader while he sings to his guitar.

Tito is not blasé. He does not pretend to be indifferent to all that fan mail. He likes it. It delights him that he has pleased people, because that is what he is trying to do.

"But all those silly pash notes from people who've never seen you—don't they make you sick?" I asked.

Tito shook his dark head and smiled that boyish smile. "No, I'm glad to have people like me," he said. "When I sing love songs, it is natural that women should be romantic about me. Myself, I am romantic.

I believe in romance. I like very much to give more romance to the world these days."

But his head is not turned by flattery. He is the most unspoiled person I have ever met.

One day he was crossing New York from the broadcasting studio to the Capitol Theatre, where he was making a personal appearance. He was walking because he had no time for getting snarled up in Times Square traffic. But he got caught in a traffic jam, all the same. It was his own traffic jam. A Frenchwoman had recognized him and greeted him by a kiss on each cheek. She told him in no uncertain terms exactly what she thought of him, which was enough to melt the asphalt on the street. Other women saw the attraction and gathered round. Taxi drivers for two blocks were blowing their horns and



His songs inspire thousands of romantic women—but are inspired by only one . . . his wife.

swearing. When Tito sang his first song at the theatre that day he was still a little breathless. Not from excitement. Oh, no. From the physical exertion of extricating himself from his admirers.

TITO reads every postcard and letter that comes to him from his spellbound audience, but guess who helps him answer them? Senora Guizar!

Tito, at twenty-seven, has been married two years. "And happily," he says with a smile that makes his words ring true.

"Isn't she jealous?" I asked.

"No, I am the jealous one," he answered. "For she is very beautiful as well as full of the sense to cause her to be above jealousy."

"Is that good sense of hers a reason for your happiness?" I asked, because I wanted to know. It isn't often that you meet a man who not only is in luck but has the wit to realize and appreciate it.

"Absolutely," Tito said earnestly. "I think a woman should be intelligent and should try to get an education, if she wants to make a successful marriage."

"I thought brains scared men away," I objected.

"But the intelligent woman would have brains sufficient to tell her when to appear not to have education," he said with a sly narrowing of the eyes. "My wife's education is a great help to me. For example, I was lazy in school, cared for nothing but sports, and consequently missed many things I should know. When my wife met me I knew no

(Continued on page 41)

SEX

finally crashes the

NETWORKS



WITH our newspapers, magazines and books fairly reeking with suggestive pictures and sloppily salacious text, and with our movies already stressing sex interest to a point where one literally has to *hunt* for a film that isn't filled with sex appeal, people have naturally wondered how soon radio would go in for sex in a big way.

Well, sex has finally made the radio big time. But at least radio has succeeded in developing a new and more distinctive angle. Until television arrives on a widespread basis, radio cannot, of course, play up the pretty faces, intriguing garments, and exposed limbs which dare and dazzle the followers of the press and movies. Even then, radio "may not be quite so reckless of human consequences." Perhaps by that time radio will have seized upon its great opportunity to give the American people a New Deal (or New Dial) in the matter of sex—a deal no less interesting from a human standpoint, but vastly more significant when it comes to molding our lives. At least, radio's first great chain program which largely specializes on sex, The Voice of Experi-

ence, gives real hope in this direction.

Many may wrongly interpret The Voice of Experience as a radio adaptation of the advice-to-the-lovelorn columns which have appeared for years in the press. The conception goes much deeper; it is more sophisticated. The Voice of Experience concerns itself not only with the well of loneliness, the practice of kissing, the affairs which only the French have good names for, and other such things—but it also covers the remainder of the field of human emotions. To understand this distinctive program properly, one should first imagine all things divided into three types: things mental, things material, things emotional. Next, eliminate the first two and concentrate on things emotional. Then prepare yourself to discuss and ponder over the emotional side of the human being—meaning you, me, and the rest of the world.

YOU ARE now in the proper frame of mind to listen to The Voice of Experience. But with one important reservation: Get all ideas

of sex for sex's sake out of your mind—at least the superficial aspects so continuously and lightly flicked in our faces in print and on the screen. Imagine yourself learning about sex and other human emotions, not from the world's most seductive male or the world's most voluptuous vampire, but from one who *really* understands our emotional side and all that it means to us in making life truly worth while. Picture your friend to whom you are listening as a great philosopher of emotion, just as you visualize an internationally great figure in the practice of law. Also picture him as a great scientist in the field of human emotion—a Doctor of Emotion, if you please. That is the big idea behind The Voice of Experience. You can realize why it is infinitely more fascinating than the fictions of passion and the phantasies of romance. It is *real life*—human emotions as they are—brought before you and analyzed by one possessed not only of much experience, but of a seasoned philosophy and a background of medical study.

It is forbidden, of course, to print

or read over the radio many of the two million and more letters which have been written to The Voice of Experience. They are too intimate—and many of the words used could not be sent through the mails. But the letters are real and absolutely on the level. A few samples accompany this article and, while they have been expurgated in part, they still give some idea of the nature of the work being carried on by Dr. M. Sayle Taylor, who conducts this unique program.

BEFORE coming to the letters, however, you may be interested in a biographical sketch of the Voice, himself. His real name is not used on the air, in order that he may enjoy his private life with his family (yes, he is a family man) without the danger of being constantly harassed by men and women pressing for more and more advice.

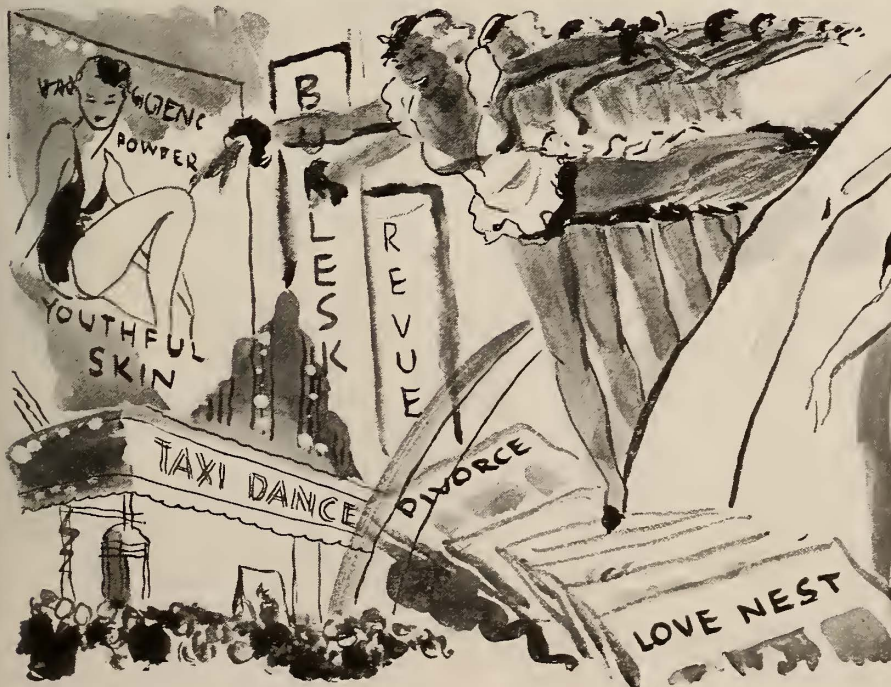
Dr. Taylor's father was an evangelist and his mother was a settlement worker. These occupations were their life work and thus the Voice received in boyhood the inspiration to serve humanity. Trained first for the clergy, the Voice later turned to surgery and music and made rapid strides in both fields. His career as an organist (which included engagements at the World's Fair in St. Louis and at the Alaskan-Yukon-Pacific Exposition) came to an abrupt halt in Seattle when an automobile accident smashed both of his hands. While his hands were still in plaster casts he heard a lecture by the man who was then medical

head of Johns Hopkins University. The doctor emphasized how little research had been done in the field of human emotions. After talking at length to him, Sayle Taylor forsook surgery in order to train himself in this newer and more obscure field of emotional reactions. He has been at it ever since.

THROUGH the help of an uncle, he devoted five years exclusively to research—and what research! It took him all over the world and even included serving a trumped-up prison sentence for the sake of experience. The complete story of these five years is far too frank and indelicate to print here. The Voice was then, as he is now, absolutely serious and sincere about his work. The facts he discovered about such things as repression and suppression are truly amazing and convincing. One of these days it will all be published as a set of books entitled "The Hidden Side of Life." The text will consist of several thousand actual biographies (including many case histories of residents of so-called red light districts). These volumes may well prove the most important contribution of modern times in proving the ultimate consequences of sex ignorance.

Following the research period came the period of lectures on Chautauqua and Lyceum circuits. Over a period of years, this work brought the Voice before thousands

(Continued on page 42)



REVIEWING THE CURRENT PROGRAMS

By DYAL TURNER

CHESTERFIELD

See front cover

(NBC-WABC, Friday at 10:00 PM-EST)

Cast—Lou Holtz, Grace Moore, Lenny Hayton's Orchestra, Norman Brokenshire, Benny Baker

Comment—This review is based on the first broadcast of the program, so allowances are made for weaknesses that were the obvious result of the usual first-night nervousness, which is even more noticeable in radio work than in stage productions. And so it was that the veteran Lou Holtz, and his veteran stooge, Benny Baker, were a little fast with their stuff—repeated some of the build-up lines for their gags unnecessarily—and generally showed tension during the first part of the program. These faults became less apparent, however, as the show progressed. With a few more broadcasts they will get all this out of their systems. Another thing: The Holtz and Baker voices as so much alike that it is often difficult to tell which is which, unless only one is doing dialect.

Which brings us to their material: Most of it was familiar to those who have followed Lou's stage work closely. Not much was new. But one point was proven conclusively. Mr. Holtz has got to keep hunting humor, whether dialect-situation stuff (which he can certainly put over with Baker) or straight gag and story material,



THE MEN ABOUT TOWN
... they rollic with Rolfe



COUNTESS OLGA ALBANI

... an antidote for over-contraltoed listeners

which I believe he could do successfully with his colorful delivery.

Grace Moore, Metropolitan Opera star, has little to worry about. Her voice is gorgeous, and the mike is particularly kind to her high notes ... a favor reserved for few sopranos. If she sticks to her singing she certainly can't go wrong.

Lenny Hayton's band is always an asset. His accompaniment of Miss Moore's rendition of the Puccini aria, "My Name Is Mimi," may not have been everything she has been accustomed to at the Metropolitan, but it was fifty percent better than anything most of the radio maestros could have provided.

The Plug—The usual Chesterfield claim of a milder cigarette that tastes better. The idea department should go into a huddle and see if it can't come up with something brighter, and more penetrating. And why does Mr. Brokenshire continue to talk like a necklace? I mean—to borrow from Mr. Holtz—that he sorter kinder strings his words together. Do the ladies, or somebody, like it? They must. For instance, when he says, "That's why it is," it sounds to me like, "Thad-szwi-i-dis." (Or am I, like my friend, Mr. Robert Benchley of *The New Yorker*, suffering from faulty hearing?)

Opinion—Should be a success ... with good comedy material.

CHASE AND SANBORN

(NBC-WEAF, Sunday at 8:00 PM-EST)

Cast—Bert Lahr, Dave Rubinoff and his orchestra, Lee Sims, Ilomay Bailey, and guest stars

Comment—The sponsors are evidently groping for a program idea. Mr. Lahr is being used (or was) on a week-to-week arrangement, and the rest of the program is a sort of surprise (even to the sponsors sometimes, perhaps). After Eddie Cantor left the show, they tried a Louis Joseph Vance gangster sketch for a



BERT LAHR

... his sponsors are still groping

couple of weeks and then discontinued it, which was smart. When this was written there were guest stars supporting Mr. Lahr. And it must be said, regretfully, that he needs support. As a stage comedian, Mr. Lahr has always relied a great deal on physical clowning to put over his lines—in fact he could always get laughs *without* lines. As yet he has not adapted his stage technique to the air, and I doubt if it can be done with complete success. I hope my prediction is entirely wrong, as Mr. Lahr has always been one of my favorite funnymen.

Rubinoff, the violinist, should

have no trouble retaining the popularity he gained while he was on this program with Eddie Cantor. Lee Sims, pianist, and Ilomay Bailey, vocal soloist, are also capable entertainers. Therefore, the two things the program has lost by the departure of Mr. Cantor are a definite idea, and a consistent humorous pace.

The Plug—Pretty reasonable, considering the amount of money the sponsors are spending to give you this hour show.

Opinion—Uncertainty in the humor and lack of showmanship in the guest-star feature are handicaps to the fine musical entertainment.

• • •

POND'S VANITY FAIR

(NBC-WEAF, Friday at 9:30 PM-EST)

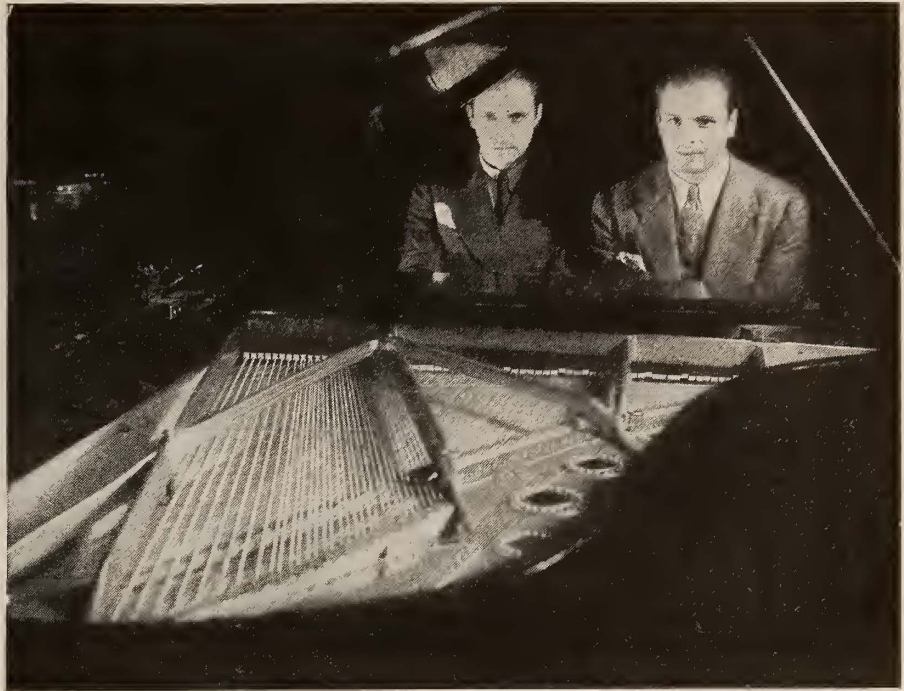
Cast—Pond's Players (orchestra) under Victor Young, Ilka Chase, Hugh O'Connell, Lee Wiley, and Paul Small

Comment—The title of this program is the tip-off that the sponsors want the show to have a class atmosphere. In an effort to provide this air of good manners and tasteful elegance, Mr. Young uses a musical combination in which the strings predominate, with the brass keeping modestly in the background. The effect is a sort of virile chamber music, with a jazz threat—the kind of orchestra you might hear if a Harlem society matron was entertaining the Liberian ambassador. The first few programs



ILOMAY BAILEY

... she and Lee Sims survived shake-ups in their show



JACQUES FRAY and MARIO BRAGGIOTTI

... their repertoire covers everything from lah-de-dah to hi-de-ho

probably left the average radio ear a bit confused. This was particularly true in the song accompaniments, when Vic soft-pedalled the band until it almost sounded as if they were walking out. As criticism, this cannot be seriously considered, however, as Mr. Young is too smart a conductor to let details stand uncorrected. Nor is it quite fair for me to judge the vocalists, Paul Small and Lee Wiley. They are both pleasant performers and seem to satisfy the customers, but neither is a favorite of the writer. And if Miss Wiley (or anybody else on the air) is going to sing "Stormy Weather," she should hear Ethel Waters at the Cotton Club. (And, Lee, don't leave out the line, "Just can't pull my poor self together." You might also try singing two notes on the word "time" instead of one.)

The Plug—Another of those little dramas of "real life," intended to mix a bit of fun and innocent amusement with the advertising. Reversing the usual radio routine of the smart husband and the dumb wife, in this set-up Ilka Chase is the smart wife, and Hugh O'Connell is the dumb mate. At home, the theatre, or anywhere at all, the talk between them drifts to Pond's Cold Cream and the "outer and under skin." Hugh, being a naive creature, has to have the details explained, and Ilka gives him the lowdown on how

she preserves her physical allure after years of the wear and tear of married life. If this were the only plug, it would be fine, but the announcer also has plenty to say, which runs the advertising into the usual error of overstatement.

Opinion—Good musical show. And the commercial angle introduces, in Miss Chase, a personality who deserves serious consideration as an air comedienne. With proper material she should be as successful on the air as she has been on the stage.

• • •

COUNTESS OLGA ALBANI

Comment—One of the few sopranos on the air who doesn't make me grit my teeth when she clamps down on a top note. Apparently the radio technicians find it almost impossible to transmit the ordinary trained soprano voice without getting noises like the scratching of a pin on a

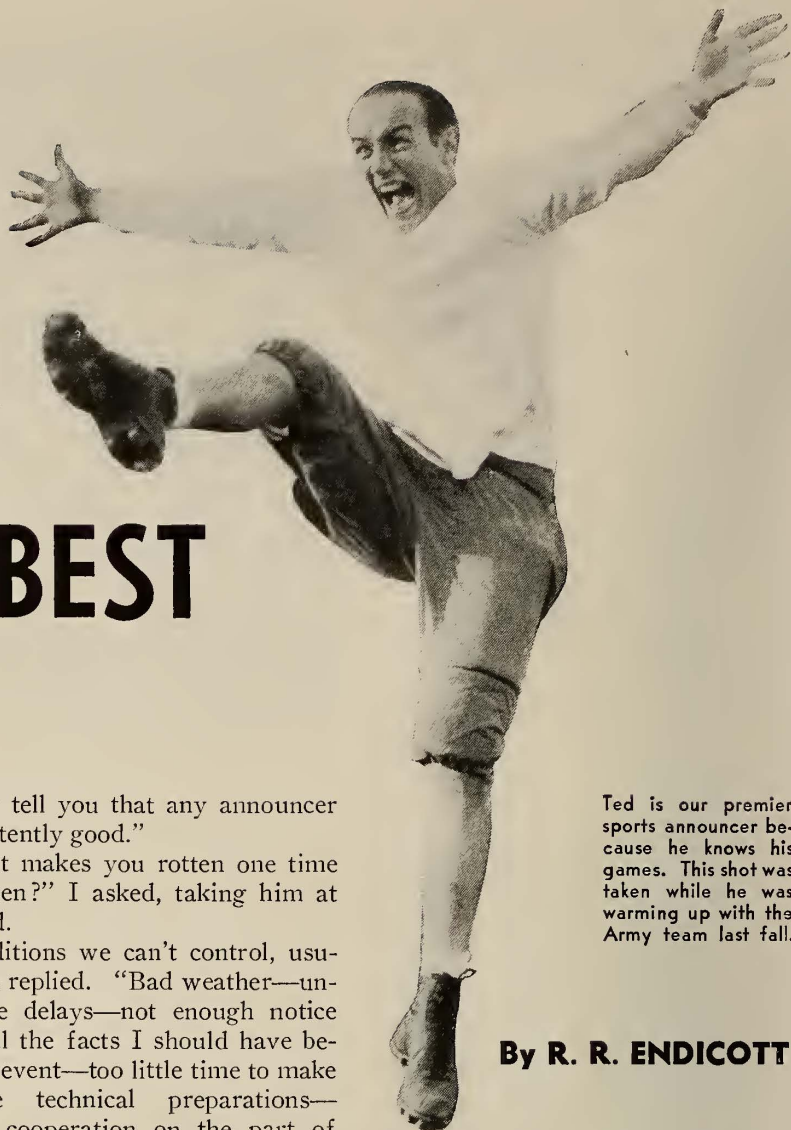
(Continued on page 43)

USE FAN-FARE'S PROGRAM FINDER

You will find it the most complete listing of artists, programs, and stations in any magazine or newspaper.

Ted Husing picks

THE TEN BEST



Ted is our premier sports announcer because he knows his games. This shot was taken while he was warming up with the Army team last fall.

By R. R. ENDICOTT

PICK out the most energetic, quick witted, enthusiastically glib person you know—add six—multiply by two—and the answer is Ted Husing. I listened to him talk informally for a couple of hours the other afternoon and if I got a story out of what he said it's only because I was able to keep up with a *few* of his mental gymnastics.

Husing is a really great showman. He's only about thirty, yet he is one of radio's old men in the kind of experience that comes from having to tell the world about hundreds of important events, no two of which have been alike. He has learned to talk and, more important, when to let the other fellow talk. He has developed an amazing versatility, change of pace, or whatever your phrase for it is. What's more, he has acquired a news sense that is perhaps unsurpassed among radio men and journalists.

My purpose in talking to Husing was to learn what he considered his "Ten Best Broadcasts." I hadn't been in his office three minutes before it became absolutely clear that his idea of "best broadcasts" was "toughest spots."

Husing talks in headlines, and his first remark about his work summed up everything he has ever done in radio. "Ten percent of my radio broadcasts," he said, "have been rotten—sixty percent have been fair—and thirty percent have been good. And I'm the first to know whether I'm good or rotten. Don't ever let

anybody tell you that any announcer is consistently good."

"What makes you rotten one time out of ten?" I asked, taking him at his word.

"Conditions we can't control, usually," he replied. "Bad weather—unavoidable delays—not enough notice to get all the facts I should have before the event—too little time to make adequate technical preparations—lack of cooperation on the part of local people—and unexpected things that happen at the last minute, such as important people getting ideas of their own about how the broadcast should be handled.

"Then I suppose you'd call your best broadcasts the ones in which you were able to get around some pretty appalling handicaps?"

"That's right," Husing said quickly. "Some of the best work we've done probably sounded to the listeners like commonplace stuff. Take the Pitt-Army football game in 1931.

THE Army team was playing in Pittsburgh for the first time, and the Cadets were scheduled to parade through the streets—starting at 9:15 in the morning. The whole town was out. There was such a mob that a parade was impossible. There were minor riots all along the line of march. The cops were helpless. We went on the air at 9:15. At 10:30 we were still on, and the parade hadn't even started. I'd gone to Pittsburgh with the idea that the tough part of the program would be

the game. I'd worked weeks getting the facts together. And then, for an hour and a quarter, I had to keep talking about something that hadn't happened!"

"What did you say?" I asked.

"I stalled as much as I could. I described everything in sight. I talked about the weather, about Pitt, about West Point, about the long and glorious record of the Army, the Navy, and the Government; about parades in general, about mobs in general—in fact, I said everything I could think of that had the remotest connection with that damned parade."

"Why can't you go quietly off the air in cases like that, and give the audience a musical interlude—or something?" I asked.

"You lose the people who want to hear about the event," Husing said. "It may start any minute, and if the announcers on other stations go on talking and you go into music, you never get your listeners back."

I was about to ask why *all* the stations couldn't go into their music, but Husing was too fast for me.

"THE end of the Democratic National Convention in Chicago last year was another tough spot," he continued. "Frederick William Wile, H. V. Kaltenborn, and I were covering the show. I knew nothing about politics then and I know little more now. I was working there purely in the capacity of 'color man.' My post was high up in the convention hall where I had a bird's-eye view of the whole gathering. Kaltenborn was on the speaker's platform and Wile was on the floor. When anything exciting happened I was usually able to spot it first from my point of vantage. I'd give the listeners a short description of what was going on and then I'd switch the mike to either Kaltenborn or Wile and he'd talk about the political significance—if any.

"That whole convention was a fascinating job because it took so much air sense . . ."

"What's air sense?" I interrupted. "Well, that's what any announcer-at-large has to have to do a good job," said Husing. "It's the ability to judge the news value of whatever happens the minute it takes place—so you can give it *enough* time, but not one bit more. And if you don't already know it, let me tell you that a political convention takes air sense. You're on the air almost continuously for several days. Much of the time nothing important is happening—and yet you've got to sustain the listener's interest. Do you recall that interminable hour Governor Roosevelt was delayed in getting from the airport to the convention hall last June? Well, that was the toughest spot in the whole convention for us. We'd built up the broadcast to a big climax—which was to be set off by his entrance. The people knew he'd arrived in the city. He was expected to come

through the door of the hall any minute. The delegates were all set to give him a tremendous ovation. And then we all waited for one solid hour! Just sat there and waited with absolutely nothing to say that we hadn't said a hundred times before that week."

"DOES it ever happen," I asked, "that, when you are so desperate for a subject to talk about, you say something offensive to a large part of your audience? That is, do you ever inadvertently get in such hot water that you only make it hotter if you try to get out?"

"Well, that's never happened to me," said Husing, "and I think the experienced announcer comes to know instinctively what type of thing he must not say—no matter how hard he's pressed. You undoubtedly know all about that incident at Cambridge when, during the Harvard-Dartmouth game of 1931, I described the playing of one of the Harvard fellows as 'putrid.' That wasn't because I was hard up for words. It was because that word seemed to describe best what happened.

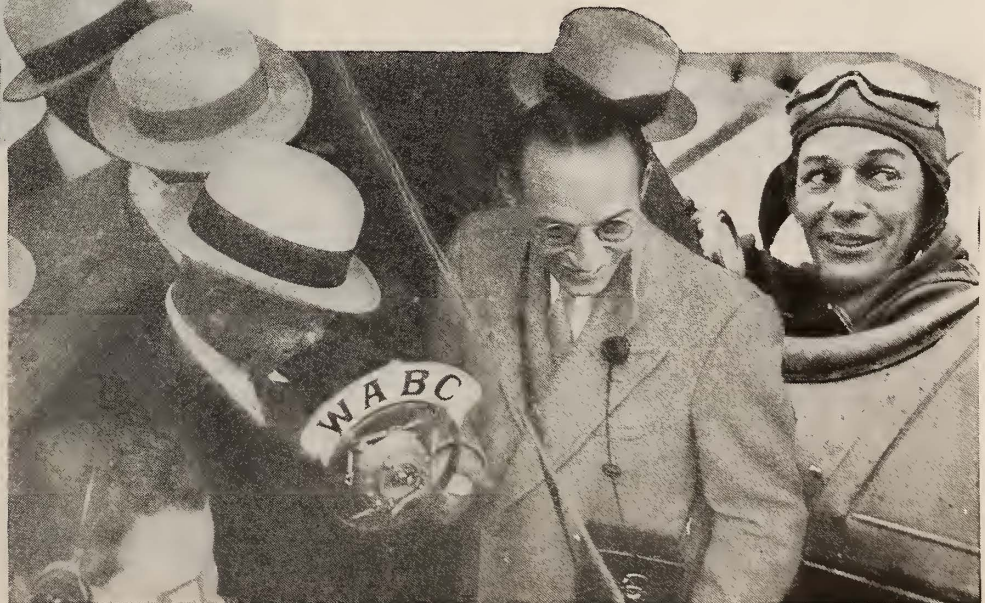
"And, by the way, put that broadcast down as one of my best ten—mostly because of the consequences of one word. The next day Columbia and I were front page news. And people haven't forgotten it yet, particularly in Boston."

"As a Harvard graduate," I put in, "I've always considered that the action of Harvard officials in barring you from the stadium was unfortunate. They were bound to get nothing but unfavorable publicity from it."

(Continued on page 44)



No wonder Mr. Husing likes to broadcast the horse races in Florida. Standing near his feet are two of the reasons. Below he is interviewing "the man in the street" in Harlem—and, to the right, we see him in the plane he is now learning to fly.



POPULAR TUNES

An Analysis and Opinion

By **RUDY VALLEE**

"STORMY WEATHER"

By **Harold Arlen and Ted Koehler.**
Published by **Mills Music, Inc.**

It was not until the appearance of Walter Winchell and Ben Bernie at the Paramount Theatre in New York that I fully appreciated Harold Arlen's genius as a song writer. I have admired him as a pianist and vocalist since he worked in Arnold Johnson's



band, and when he wrote "Happy Feet" I knew he had the mark of cleverness. But the Paramount show made me realize what a truly great song writer Harold is. He had arranged a medley of his popular songs, and as he went through the list I heard "Get Happy," "Hittin' The Bottle," "You Said It," "Sweet And Hot," "Kickin' The Gong Around," "The Devil And The Deep Blue Sea," "I've Got A Right To Sing The Blues," "I Love A Parade," and "I've Got The World On A String."

Associated with Harold as lyricist is the very capable Ted Koehler, and many of their songs have been used by the torrid colored singers at Harlem's Cotton Club. And after all the marvelous songs these two boys have turned out, they now top their work with "Stormy Weather." The first time you listen to it you may think it a bit disjointed and lacking in pattern, but the more you hear it, the more you will appreciate the true depth of the composition. As in other Arlen songs, this one shows the influence of Jewish religious melodies—in fact, Harold admits that his youthful days in the Synagogue left an indelible impression on his musical imagination.

"Stormy Weather" is one of the most unusual song hits in years. It has already been given a magnificent stage presentation at the Radio City Music Hall, and will doubtless be featured by amateur and professional showmen all over the world during the next year. It should be played slowly.

"I LAY ME DOWN TO SLEEP"

By **Allie Wruble.** Published by **Shapiro Bernstein & Co.**

During my college days in New Haven I associated myself with Messrs. Bolton and Cipriano, two Yale graduates who had been handling dance orchestras since their college days of 1913-1914. They, in turn, often worked for Ed Wittstein, who was the leading society dance orchestra leader in that New England territory. One weekend Mr. Wittstein brought down a young man from Wesleyan College named Allie Wrubel. My first impression of Allie was that he had a pointed chin and a rather humorous, eccentric disposition.

Wrubel's folks were wealthy furriers in Middletown, Connecticut, where Wesleyan is located. Allie not only played the saxophone well, but his chin seemed to have been designed to sustain the silver length of the flute. Crazy tricks on that instrument were his forte, and, while I made a specialty of tone, I also went



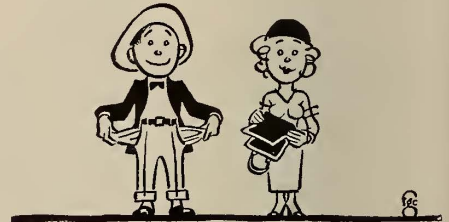
in for some of the trick stuff. Thus Allie and I were always friendly rivals. Shortly after I was graduated I moved to New York. When Allie decided to write songs he also invaded the Big Town.

That he had an unusual talent was demonstrated even before his college

days. He composed a little risqué song called, "You'll Do It Some Day, So Why Not Now?" Allie has always leaned a bit toward the double entendre and I believe he has furnished Morton Downey with some unusually clever material suitable for drawing room and night club work.

But Allie soon discovered that, in order to write good commercial music, the songs had to be tuneful and simple. As a result of his earnest efforts, we have "Now You're In My Arms," "Farewell To Arms," and "The Farmer's Daughter's Wedding Day." And now comes the lovely, almost concert type of melody, "I Lay Me Down To Sleep."

This song will unquestionably make radio history, though, of course, Allie's best is still "Farewell To Arms." We play "I Lay Me Down To Sleep" quite slowly, taking about one minute to the chorus.



"WHAT HAVE WE GOT TO LOSE"

By **Lou Alter, Gus Kahn, and Charlotte Kent.** Published by **Robbins & Co.**

This is more a note of apology than an opinion, because you certainly know by now that "What Have We Got To Lose" is a hit song. Which just goes to show how wrong I can be. Jack Robbins mailed me a "ditto," or mimeographed copy, long before the song was published, but I couldn't see that it had any merit until Helen Morgan sang it on one of our programs.

And so my belated congratulations, particularly to my good friend, Lou Alter.

The tune should be given a breezy, lilted treatment. We take about fifty seconds to play one 32-measure chorus.

"SHADOW WALTZ" AND "I'VE GOT TO SING A TORCH SONG"

By **Harry Warren and Al Dubin.** Published by **Remick Music Corporation**

These tunes are from the Warner picture, "Gold Diggers of 1933," and I mention them together because we recorded both of them for the Columbia Phonograph Company.

(Continued on page 48)

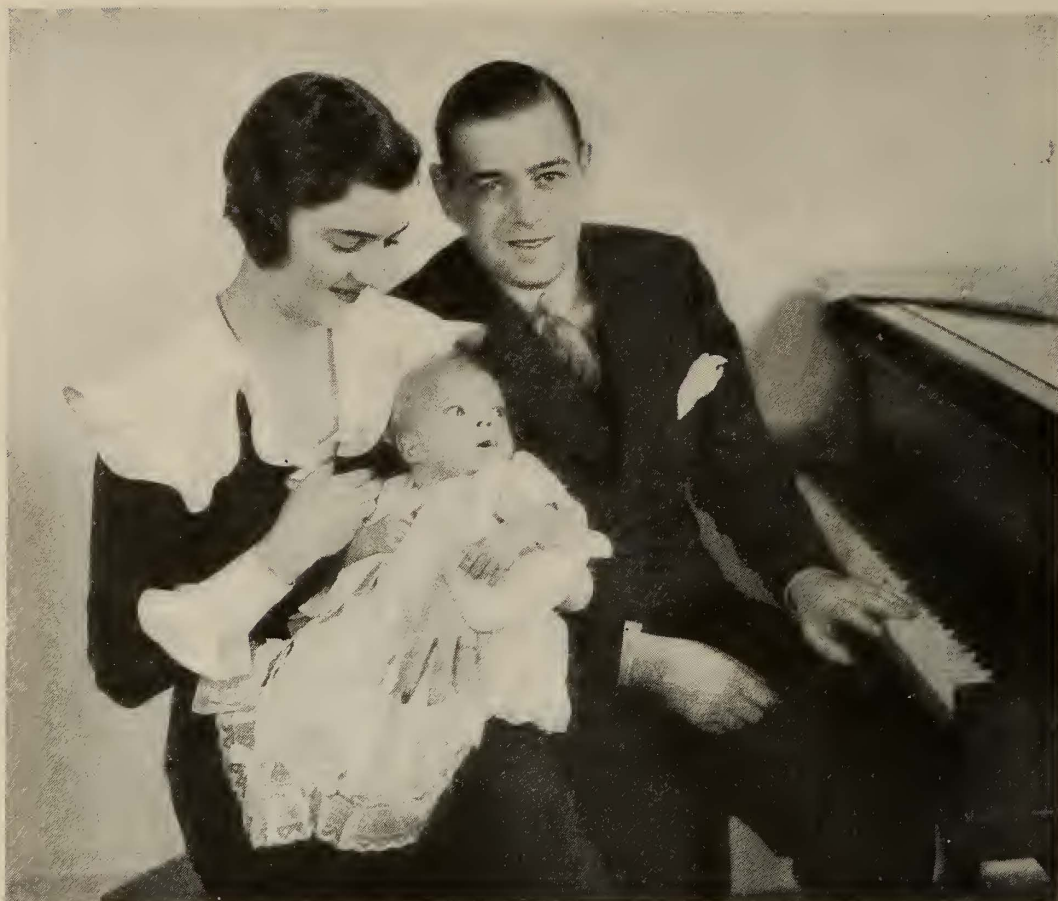


RADIO'S RAREST ASSET—AN AMUSING WOMAN

Ilka Chase, brilliant young stage comedienne, is one of the few women in the world who can be funny without costume and dialect. And her smart comedy registers as definitely through the microphone as it does in person. The air needs amusing ladies, so congratulations to the man who cast Miss Chase in the Pond's "Vanity Fair" program. (Further comment under Reviews, page 13.)

LUCKY IN LOVE

By JEAN CALVIN



THE story behind the marriage of Morton Downey and Barbara Bennett is romantic, but it is seldom told because that popular young Irishman has always displayed an unusual reticence in discussing his wife. Ask him about himself, and Morton will discuss everything from his views on nudism and the budget, down to the color of his underwear. Yet when you mention Barbara it is strictly "keep-off-the-grass."

It leaked out in the beginning of his radio fame (together with the fact that he had once sold magazines on trains as a "newsbutcher") that Mort referred to his wife as "Lover," that he sang all his romantic songs straight to her, that he talked to her continually on the telephone—even to putting through long distance calls to the Coast, and that after every personal appearance in New York Theatres, there was always a telegram from Barbara waiting for him in the dressing room. People noticed that Mort occasionally slipped in small messages to Barbara over the radio, . . . an almost inaudible "Good-night, Lover" would often follow his last song.

Everyone who has seen them together wonders at the effect "Bab" Bennett has had upon her wise-cracking, rambunctious husband. When she is around he plays a perfect Sir

Walter Raleigh to her Queen Elizabeth, and the "gags" take on another color. If you knew Mort well you would realize the import of this statement. He will go to any lengths for a laugh—loves a good joke better than almost anybody this writer has ever met—and doesn't mind if he has to be a bit risqué to get his giggles. All of which makes him the more popular with men, but sometimes shocks the ladies (though they seldom fail to laugh after being shocked).

So what? So this. When a girl can make a man pull his punches on his sense of humor, she has him pretty well under control. Not that Mort minds it, because he adores this girl, just as obviously as she adores him. And it's been like that since the day they married, four years ago.

BARBARA is a real contrast to Mort. She is slender, dark, and elegant. She has the bearing of a Bennett, and though her hair is darker than Connie's or Joan's, the shape of the face and the hair-line are much the same. She is quiet, and looks sophisticated and naive at the same time—a special gift of all the Bennett sisters.

It was about four years ago that Mort went out to the coast to take Hollywood by storm—at least, that's

why he went out. He'd served his term with the Leviathan band and made a reputation in European night clubs—so he planned to conquer Hollywood. Unfortunately talking pictures weren't what they are now—neither was Mort a suave actor, and the result was very sad.

The first picture was "Syncopation," and his leading lady was Barbara Bennett. The hit song from that movie was "I'll Always Be In Love With You." When he sang it to his leading lady, he meant it. He did some madcap courting off the sets as well as before the camera, and they were married in two weeks. Mort decided to brave another picture, and they starred him in "Mother's Boy."

Barbara and Mort went to the opening night. They stood about twenty minutes of it, then Mort whispered in his wife's ear, "Lover, as an actor I'm a large order of ham," and he took her arm and walked out of the theatre. Nothing she could say consoled him much. But in a short while the movie magnates again tempted him with their bags of gold, and he made "Lucky in Love." The opening night of that one wasn't much better, and Mort was convinced that he was no actor.

(Continued on page 47)

THE TRAGEDY THAT MADE CONRAD THIBAUT GREAT

By **GLADYS BAKER**

VARIOUS adjectives have been used to describe that "certain something" in Conrad Thibault's voice. Hundreds of women, young and not-so-young, run the gamut of their vocabularies to find a patly descriptive phrase. Poignant . . . poetic . . . wistful, some of the fair correspondents write. But all agree on one thing—that Conrad's voice has a sympathetic depth that is strangely moving.

And they are right, though they could never guess the story behind this unusual quality. It is not the result of years of training. Nor is it a studied trick of showmanship that projects this subtle something over the air with such effectiveness that women of all ages are immediately won to a Voice.

Behind the deeply stirring, warmly colored tones lies a romance as beautiful, as appealing, as *young* as any fairy-book legend out of the pages of Hans Anderson or the Brothers Grimm.

This story has not been told before, because beneath the calm assurance, which is one of the most satisfying assets of the Thibault vocal talent, is a shy, retiring personality and the innate sensitivity of an artist. There I found the answer to Conrad Thibault's peculiar ability to recreate romance for others, and there I came upon the reason for that unaffected pathos in his singing that goes straight to the listener's heart.

IT was not without curiosity that I went to meet the celebrated baritone. Though I had been told that he was in his late twenties I was not prepared for his extreme youthfulness. In spite of a lack of pose and a casual exterior, one knows that he is highstrung, temperamental. His

face is thin (much less oval in shape than any photograph I have seen of him), his nose aquiline, his mouth sensitive; hair, eyes and complexion are of that light bronze tone which accentuates his youthful, almost boyish, appearance.

We had tea late in the June afternoon in the baritone's apartment. The rain pattered monotonously against the windowpanes. The New York traffic rumbled dimly in the distance. The lamps were lighted against the drab grayness of the outside world. Inside was an atmosphere of quietness, relaxation, repose. Circumstances were in my favor. For

on that particularly dreary afternoon the popular radio star was just a tired, unhappy young man and the quiet setting was one to inspire confidences. On a sunshiny day, or in another mood, I felt certain that the doggedness with which he has guarded his private life from an inquisitive public would have kept him formal and aloof.

And there was another thing. The date on his calendar brought a vivid recollection of a tragedy which is ever with him. For on that same day of the month, just seven months before, Conrad Thibault had lost his wife—and with her most of the joy and meaning of life.

"I have only my memories now," he said, brown eyes gravely reminiscent.

Nor was it easy to disturb those memories. For a time it seemed as if our talk was to be over almost before it had begun. But Mr. Thibault seemed to appreciate the difficulty of my assignment, and it is a testimony to his considerate nature that he consented to talk to me frankly.

ONCE started, he talked readily—with something of the relief that comes from letting go of pent-up thoughts and emotions.

(Continued on page 48)





If you think we are going to say "Hay, Hay!" you're crazy. It is simply a picture of Ruth Etting in overalls playing in the hay, because somebody wanted a picture of Ruth in overalls playing in the hay.

"Look out, Everybody!" When Kate swings she takes a mean cut at that apple. And the strange part of it, Mr. Ripley, is that the buxom Katherine really plays good tennis.



Informal

STAR-GAZING

"WHEN THE MIKE'S AWAY THE CAST WILL PLAY"

OLD RADIO PROVERB

For programs on which these stars appear see Artist Schedule on pages 39 and 40



When Paul Whiteman stated he lost weight eating grapefruit—the whole world started eating grapefruit. Warner Brothers even used the angle in the film, "Hard To Handle." Citrus growers should endow Paul.

Al Smith takes Clara, Lou and Em to the top of the Empire State Building and shows the famous Chicago visitors his city. "It's just a little place," says Al, "but I call it home."



We were all set to talk about Norman Broken-shire, the Old Salt . . . when we noticed that conductor's hat he is wearing. Probably one of those "guest conductors" we've been hearing about. Norman is now one of the Big Four (the others being Grace Moore, Lou Holtz, and Lenny Hayton) on the Chesterfield program.



Fred Waring, head man of Waring's Pennsylvanians. According to the announcer, Old Golds (Fred's tobacco backer) are "as smooth as Waring's music." If they are that good, we are certainly going to give up snuff.



Alex Morrison, radio golf expert, instructs that Southern singer, Betty Barthell (howya honey chile?) by crooning his theme song—"It Don't Mean A Thing If You Ain't Got That Swing." Alex's talks (on the Richfield Country Club program) are recommended to all golfers. They really make sense.



Somebody told Phil Baker that Ann Neil was a ventriloquist, so he thought he had located the phantom heckler on the Armour program. Harry McNaughton is saying, "Don't chap, her old chop." And Phil replies, "Why not? Everybody else has taken a cut." (Boy, you certainly hit the Neil on the head that time.)

WHEN STARS COME

"YOU can't stop Winchell. He knows all the answers."

That sentiment has probably been expressed hundreds of times—and no wonder. This gossipy news trapper has made an astounding success as a journalist and radio informant because he has a nose for headlines, and an ear for paragraphs that end in exclamation points.

But when a friend made the remark the other day that Walter couldn't be stopped, I had the answer to that one, because I saw him stopped. It was the last time I met Walter before he left for California. The occasion was a party that was given by Nancy Ryan of the recent Broadway show, "Forsaking All Others." So, of course, Tallulah Bankhead, who was the star of the piece, was there.

When Tallulah Bankhead and Walter Winchell are present at the same time—that's news. All the guests were prepared for a duel of wits . . . or at least a friendly exchange of dynamic cracks. The stage was set when Walter seated himself on a sofa with Tallulah facing him in a chair. Grouped about them were Ruth Cambridge (Walter's *Girl Friday*), Mr. and Mrs. Alton Brodie (she's Irvin S. Cobb's daughter), Ilka Chase (in Tallulah's play, and also on the Pond's radio program), William Murray of NBC, and the writer.

"Well, well," said Tallulah, opening the show. "Here I am surrounded by writers. Winchell and Evans both looking for news, and, like all journalists, they are pushovers. By the way, boys, did I ever tell you what I think of newspapermen?" . . . and she was off.

You may have heard a great many stories about Miss Bankhead. For instance there is the line she is supposed to have handed Winchell the first time she saw him:

"Walter, you know those terrible things you've heard about me? Well, they're all true."

There are other remarks—hundreds of them—credited to this unusual girl. What Tallulah has said and done is a subject for conversation anywhere you may go in New York. But one of the things that is not generally known is that she has one of the most amazing mental ma-

chines ever installed in the bean of a human. I certainly found it out before she got thru at this Ryan party.

After she had told us all about newspapermen, she went right into a relevant line of anecdote about certain of her experiences in England, and she kept us in stitches for over an hour. Every one of us, including the loquacious Winchell, sat there with mouths open, hanging onto every word and gesture. She is simply amazing. Never have I met a person with such a flair for parlor showmanship. Nor have I known a comedienne with a finer sense of humorous values. Always the right word in the proper place to get a laugh . . . some of it risqué, but all of it interesting.

When we were leaving I went over to Walter and said,

"What do you think of that Bankhead gal? Isn't she something?"

"Never heard anything like her in my life," said Mrs. Winchell's bad boy, shaking his head. "She stops me."

And so my contention that Winchell can be stopped is based on his own confession.

• • •

THE mention of Mrs. Alton Brodie reminds me of another party. This one was given by her father, Irvin Cobb, in honor of some of the stars of the Ringling Brothers circus. In his past appearances on the air, Mr. Cobb has told several circus stories, all of which he has picked up from his friends of the Big Top. I hope he repeats some of them on his weekly broadcasts for Gulf Gasoline.

Late in the evening of the Cobb soiree, one of the most interesting groups of people I have ever seen was gathered in one small room, and I was fortunate enough to be able to horn in and listen to the chatter. Seated in a circle were Mr. Cobb; Gene Tunney; Nancy Carroll; Clyde Beatty, the world's greatest animal trainer; Herbert, probably the greatest horsewoman the circus has ever known; Colliano, the highest salaried tight-rope walker in the game; Dexter Fellows, internationally known press agent of the Ringling show; and the one and only O. O. McIntyre, famous columnist on the *New York American*.



TALLULAH . . . with her hero—Dickie Moore.



WINCHELL . . . stopped by a woman's wit.



BOBBE . . . named a radio star "Doc."

DOWN TO EARTH

By HARRY EVANS

You can imagine the different slants in the conversation. Beatty told about taming lions . . . Tunney gave us first-hand details about taming men . . . Miss Herbert told about the years of training it had taken for her to learn to do the amazing tricks she performs in a side-saddle . . . Nancy Carroll inveigled Colliano into recounting interesting episodes in the life of a high-wire man (and did he react to the inveigling!) . . . while Messrs. Cobb, McIntyre and Fellows had a story for every situation introduced.

If Mr. Cobb has not already repeated parts of this conversation in his radio work, I am sure he will. And inasmuch as it was his party, he has the right to the "material." I don't believe I ever had a more satisfactory evening. Every sentence was news.

THE one thing, however, that impressed me most was the natural charm and unassuming manner of Gene Tunney. I have met this big fellow a number of times, but this was the first time I had ever really heard him express his views on sports in general, and boxing in particular. It was the most intelligent commentary on the subject I have ever heard.

It seems to me that some sponsor is overlooking a bet by not signing Gene up for a series of air chats. He would not have to confine himself to the conversation of the ring. His ideas on politics, literature, or any other topic of general interest would make better listening than the ideas of many of the boys who are recognized as astute students (say that fast) of current events. I used to be one of the large group of people who thought Mr. Tunney's cultural manifestations were a lot of hoey, but now I realize that it is the same old story. You can't know the truth until you know the person.

RADIO seems to cover the entire field of advertising. I mean to say that there is hardly any article which can't be plugged over the ether. Hollywood proved this recently when the Hotel Knickerbocker went on the air and offered gigolos for hire.

It seems that the hotel stages a tea dansant between 12 and 2 P M called "The Woman's Hour" (proving that their arithmetic is terrible). Present at these functions are a flock of hanthome danthing men and, in the radio announcement, lonely ladies (with a yearning to shake their feet and stuff) are told that these boys will be happy to teach them the tango or rumba (the first for their feet, the second . . . well, never mind). The price is \$1 per whirl, and no holds barred. The announcer also informs you that the music is furnished by Don Cave's orchestra.

There must be some crack there about "Cave Men." If you think of it, let me know.

• • •

THE sweet things you hear about Ruth Etting are not the usual press agent imagination. I saw an incident recently that convinced me of this. When Miss Etting was starring in the late Flo Zeigfeld's "Hot Cha," there was a girl in the chorus named Mary Alice Rice. This girl, who is now doubling as a chorus girl and the principal understudy in "Music In The Air," was invited by Nick Kenny (New York *Daily Mirror* radio critic) to appear on one of his "Radio Scandals" programs. Nick was so impressed with her singing voice that he signed her up to appear in the Roxy Theatre with a group of young artists he was sponsoring.

One afternoon Miss Etting was in the audience. She had come there just to hear one of the performers, but after she recognized Mary Alice she waited until the girl had done her song. Then, instead of leaving, Miss Etting sat through the whole show, which took nearly two hours, and later went backstage. When the call boy knocked on Mary Alice's door and said, "Ruth Etting to see you," she thought it was a gag. You can imagine how she felt when the famous Miss Etting walked in, kissed her, and told her how swell she was.

Nor did she stop there. She gave the young girl several invaluable hints about singing over a microphone, and told her where she could go to get song arrangements that would suit her voice.

All of which is the answer to the

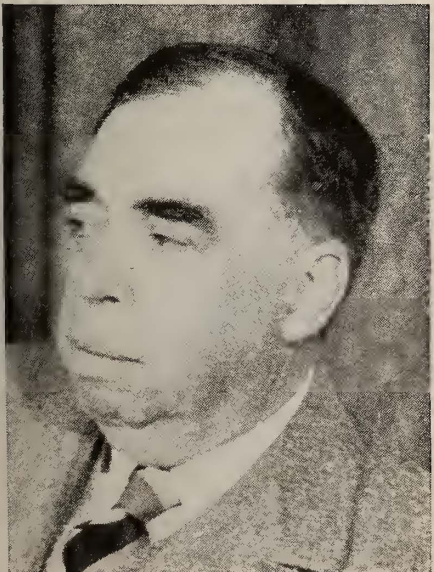
(Continued on page 50)



TUNNEY . . . is full of correct information



MARY ALICE . . . was visited by Ruth Etting.



COBB . . . invited acrobats and lion tamers.

"I HATE TO ACT" says JOHN BATTLE

Radio's Most Versatile Actor

By ROBERT RANTOUL



IF John Battle really hates to act, as he claims, his life must be almost all hatred—for he is probably the busiest actor on the air today. And in addition to acting he writes at least three programs every week and frequently more.

When I talked with him he was living in a small hotel room. This was a bit surprising as I knew he had an apartment only a few blocks away. "When I want to rest I have to go to a hotel," he said. "Too many people know my apartment phone number. What's more, I've got to move from *this* hotel tomorrow, because they're beginning to find out where I am. And by 'they' I don't mean creditors, either."

Now this all sounded as if Battle might be trying to build himself up as a much sought after young success. But during the two hours we talked the telephone bell rang a dozen times. And after he gave me an outline of a typical week, I was prepared to believe he had been modest in his complaint about people not leaving him alone. Here's a synopsis of a recent seven-day schedule for Battle's radio work, as he described it to me:

"FROM nine to eleven on Monday I rehearsed *Triple Bar X Days and Nights*. I played three parts—Old Man Harris, who runs the dude ranch; a young Mexican lover, and his father. For the next four hours I rehearsed *Roses and Drums*, which I had written on the preceding Saturday and Sunday. I took the roles of a negro servant, a Tennessee mountaineer, a Virginian army captain, and an Irish sentry from New York—all on this one program. From three to six there was the *Bar X* dress rehearsal, and from six to seven-thirty the rehearsal of the *Tydol Jubilee* show, which I write three times a week. At seven-thirty I went on the air for *Tydol* and at eight we put on *Bar X*."

"Just a minute," I interrupted. "That schedule went from nine in the morning till eight-thirty at night, without a break. How about food, and when did you write the *Tydol* script?"

"I got sandwiches and coffee sent into the studio," replied Battle, "and during rehearsals I was able to write parts of the *Tydol* show on the back of the scripts I was then rehearsing."

"That clears that up," I said, "and

on Tuesday what did you do?"

"Well," continued Battle, "from nine till one I made some recorded programs . . . *Sonny Baker* and *Penrod and Sam*. In the first I was a Portuguese pirate, and in the other a cowpuncher named Forty Rod. From two until six I rehearsed *Miss Lilla*, a Tennessee mountain dialect sketch in which my character is Lester Orville Lipscomb. Before playing on that program at ten o'clock I got a call to go on the air in *Eno Crime Clues* at eight. In it, without rehearsal, I played Caesar, a negro stable boy, and one of the voices in a dramatized commercial announcement."

AND that, dear reader, is what is known as being busier than a cow's tail in flytime. Mr. Battle should have been triplets.

Returning to his last remark, I said to him,

"What do you think of those dramatized commercials?"

"I don't like them personally, but I think that if they are intelligently done they make effective advertising. You do whatever you're asked to do

(Continued on page 49)

THE CIRCUIT JUDGE

A Department of Radio Information

Conducted by
ZEH BOUCK

TO drive an automobile, it is only necessary to demonstrate a moderate degree of skill in handling the steering wheel, clutch, brake, and gear shift. But the driver who knows something about the mechanics of his car—the difference between summer and winter gasoline mixtures and oils, the theory of ignition—will derive greater pleasure and more service from his automobile than the owner who merely knows how to start, steer and stop it. The same is true of radio. A child can tune a receiver, but the utmost in satisfaction and economical operation is secured only when the operator knows a bit more about the function of the dials, the purpose and limitations of antenna and ground, and the miracle of the vacuum tube.

—THE CIRCUIT JUDGE

BARGAIN COUNTER RADIOS

LET THE buyer beware" is a saying that started back in the old days of Rome, and was probably addressed to prospective purchasers of real estate in the swamps along the Appian Way. It applies to real estate equally well today—and to second hand autos and marked down radio sets. M. E. B. of Portland, Maine, brings up the subject: "Several of our sporting goods and department stores are selling new radios—some of well known makes—at prices often less than half their list value. I'd like to buy one of these, but I'm afraid of getting stuck. Are they good? If so, how can I tell a good one?"

Marked down radios are being bargain-counter throughout the country. Thousands of these are sold at ridiculously low prices for reasons that in no way reflect upon the actual worth of the receiver. Unfortunately thousands also are clucks.

If M. E. B. has a friend who is a radio expert in other than his own opinion, he should enlist his assistance in selecting a good receiver. If no such friend is on hand, his next best bet is to form his opinion with no prompting from the salesman.

Select a receiver in the price class that interests you. Determine by inspection whether it is a superheterodyne or not. All good supers carry etched plates on the chassis declaring the receiver to be licensed under the superheterodyne patents.

Count the number of tubes. A really satisfactory super should not have less than six tubes. Five tubes is the minimum for a first class tuned-radio-frequency job.

The number of tubes is an index of sensitivity. If you are interested in distant reception, you will hardly be satisfied with less than an eight tube superheterodyne. The number of tubes also has a bearing on selectivity, and if you are in a congested radio district, eight tubes again is the recommended minimum. If the receiver has eight or more tubes, automatic volume control should be among its features. Look for this in the literature and direction sheet—don't take the salesman's word for it.

Insist on new tubes of a nationally known make, and upon an adequate demonstration, preferably in your own home. Check the tone quality on low and high volume. Here you are the ultimate judge of the receiver, and can determine better than any radio engineer just how it meets your requirements.

A three months' service guarantee is an indication of confidence on the part of the dealer, and suggests a reliable receiver.

A MATTER OF TONE

THE tone control has several useful functions. It can be used to modify bad echoes when the receiver is installed in a large room with few draperies. The effects of static and similar disturbances can

BARGAINS IN RADIOS

●

TONE AND TONE CONTROL

●

NEW TUBES AND OLD SETS

●

WHAT TO DO ABOUT STATIC

be reduced by cutting down on the "highs" (adjusting for a muffled tone). And also, if the individual listener prefers the Philharmonic mellow, rather than sharp and brilliant, he can have it as he wants it.

However, H. A. D. of Schoharie, New York, ear atune to the highest treble of the woodwinds, asks—"How can I tell when my tone control is adjusted so that I hear an orchestra exactly as it is being played?"

Almost invariably the most authentic reproduction is secured when the tone control is adjusted for "brilliant." If you are not certain just which extreme this is, make the adjustment when listening to the announcer. At one end of the control the voice will be "mellow." (I'd call it muffled.) The other end will be the "brilliant" adjustment. It will also be the more noisy.

TO JUNK OR NOT TO JUNK

TUBES may come and tubes may go, and the question is how close to forever can the old set go on. R. O. T. of Rochester, New York, observes:

"It seems that every month in the last two years has seen a new crop of radio tubes. I'm wondering if their use results in a real improvement. I mean, is my present set becoming antiquated? I have a Radiola 48, employing the familiar '24, '45 and '80 tubes."

There are in existence some
(Continued on page 50)

FAN-FARE'S HUMOR CAFETERIA

**(RADIO COMEDIANS
HELP YOURSELVES)**

"I say, old fellow, why on earth are you washing your spoon in your finger-bowl?"

"Do you think I want to get egg all over my pocket?" —*Awgwan*

Advertisement from Reading (Mass.) Chronicle: "Wanted—Small apartment by couple with no children until May 1."

—*Buccancer*

"Pop, I need an encyclopedia for school."

"Encyclopedia hell; you can walk to school like I did!" —*Cajoler*

In spite of all the publicity given propaganda for world peace, there were the usual number of weddings in June.

—*Atlanta Journal*

"Waiter, two orders of Spumoni Vermicelli, please."

"Very sorry, sir, that's the proprietor, sir." —*Tiger*

A young daughter of a radio announcer who was called upon to say grace at a family dinner, bowed her head and announced in loud clear tones, "This food comes to us through the courtesy of Almighty God."

—*Christian Register*

"Eyes right!" thundered the negro lieutenant.

"You is wrong!" came back from the depths of the black troops.

—*Yellow Jacket*

"What do you mean by coming in so late?" demanded the angry parent.

A sudden thought came to the boy. "Oh, dad," he said, "I forgot to tell you—I knew you wouldn't mind—I was sitting up with the sick son of the sick man you are always telling mother you sat up with." —*Answers*

And if Adolf ever has nightmares we'll bet he dreams of being stranded in the Bronx. —*Judge*

"F-e-e-t. What does that spell?" asked the teacher.

Johnny didn't know.

"What is it that a cow has four of and I only have two of?"

Johnny's answer was as surprising as it was unexpected. —*Texas Battalion*

"Nature is an original artist," we read. That is why she so often scorns to copy the pictures on flower seed packets. —*Humorist*

"Where did you learn to kiss like that?"

"Oh, just clucking at horses."

—*Exchange*

The next war, according to Marconi, will be fought by radio. The crooners should be our first line of defense.

—*St. Louis Post-Dispatch*

Of father dear,
We are bereft—
(It said "Turn Right,"
But he turned left.)

—*Buffalo Evening News*

Headline: "Husband Leaves In Midst Of Wife's Bridge Party; Disappears."
Just a fugitive from the chin gang.

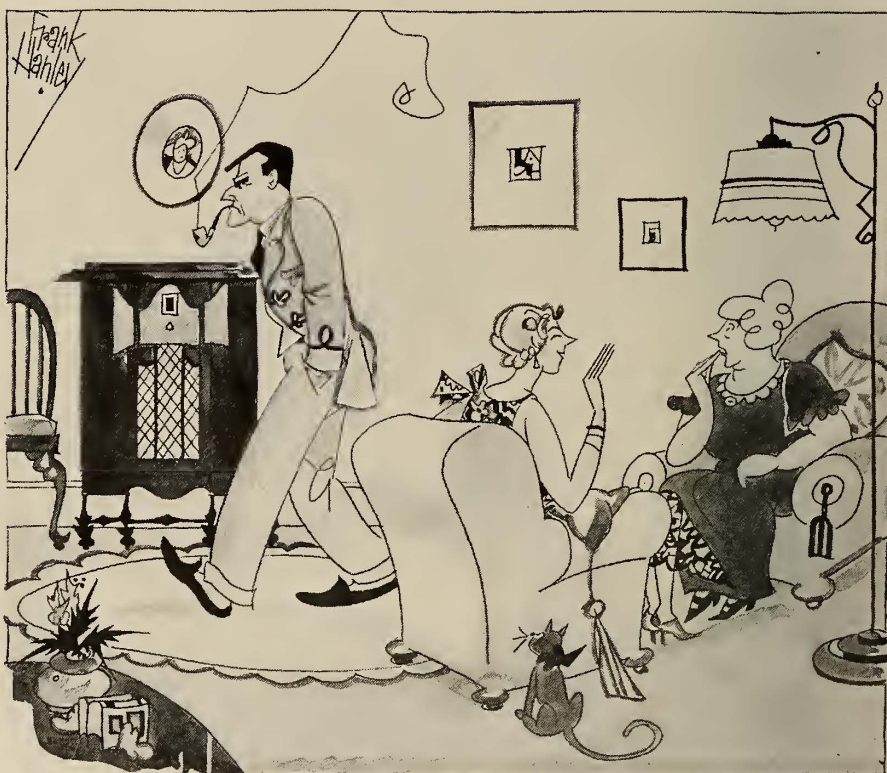
—*Atlanta Journal*

"Why did you break your engagement to Tom?"

"He deceived me. He told me he was a liver and kidney specialist, and then I found out that he only worked in a butcher's shop." —*Boston Transcript*

Five thousand students marched in Berlin's bonfire parade, "singing Nazi songs and college melodies." Such as "Keep the Tome Fires Burning"?

—*New York Herald Tribune*



"It's nothing, mother. He always dresses like that for the Eno Crime Clues program."

A little boy was saying his prayers in a very low voice.

"I can't hear you, dear," his mother whispered.

"Wasn't talking to you," said the youngster, firmly. —*Tit-Bits*

"See if you can laugh that off," said the fat man's wife as she wired a button on his vest. —*Boys' Life*

"I thought that you had died."

"Why?"

"I heard someone speak well of you this morning." —*V. P. I. Skipper*

Inflationists' theme song—"Buy, baby, buy." —*Three River Falls Times*

Customer (in drug store)—A mustard plaster.

Drug Clerk (from force of habit)—We're out of mustard; how about mayonnaise?

—*The Watchman-Examiner*

The way to cure hiccoughs, we read, is to scare the afflicted person. But what about the fellow who has them continuously for ten or fifteen days? If that in itself doesn't scare him, what can? —*Judge*

"If you print any more jokes about Scotchmen," writes a man from Aberdeen, "I shall cease borrowing your paper." —*Tit-Bits*

RADIO FAN-FARE PROGRAM FINDER

RADIO FAN-FARE PROGRAM FINDER

A Greater Service to Radio Listeners

RADIO Fan-Fare Program Finder offers a service to discriminating listeners who want more from radio entertainment than a mere background for a game of bridge, an evening of reading or a cocktail party. Radio audiences today are not satisfied to listen to whatever happens to be on the air but are selecting their radio programs as they choose the movies they attend or the Broadway shows they want to see.

THIS fast growing and discriminating audience can now, for the first time, select, by means of our *Program Finder*, programs which particularly appeal to them. All of the outstanding chain programs are grouped, in the *Classified Schedule* according to the type of program. If, for instance, you want to listen to organ music or to a humorous sketch, merely turn to that section of the *Classified Schedule* and you can

select the program which best suits your tastes. If you want to hear a particular artist or a special program turn to the *Artist and Program Schedule*, page 39-40. The index number opposite each name will enable you to turn to the *Classified Schedule* where you will find complete information about any given artist or program.

WE have listed what we deem to be the better programs, bearing in mind that we must restrict our choice to programs which are continuous enough to warrant inclusion in a monthly magazine. We cannot of course be responsible for last minute changes in programs nor stations but we will do everything humanly possible to limit errors and to extend the service rendered. Our readers are invited to suggest improvements.

CLASSIFIED SCHEDULE*

NOTE—Time zones are abbreviated as follows: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific. The index number appearing at the left of each program title is the key for reference from the *Artist and Program Schedule*. Where no station listing is given, hook-up is variable; best results can be obtained by tuning in the nearest key station of the network indicated. Write Fan-Fare Program Editor, 420 Lexington Ave., New York City, for further information, enclosing return postage.

CLASSIFICATIONS INCLUDED

Index	Type of Program	Page
A	Beauty.....	27
B	Books and Literature.....	27
C	Children's Program.....	27
D	Comedians.....	28
E	Food.....	28
F	General.....	28
	(Political, Educational, Philosophers, etc.)	
G	Health.....	29
H	Home and Garden.....	29
I	Music—Band.....	29
J	Music—Chamber.....	30
K	Music—Choruses, Glee Clubs, Quartets, etc.....	30
L	Music—Classical.....	30
M	Music—Dance.....	31
N	Music—Medley Programs.....	32
O	Music—Novelty.....	32
P	Music—Organ.....	32
Q	Music, Patter and Song.....	33
R	Music—Popular.....	33
S	Music—Religious.....	34
T	Music—Standard and Folk Songs.....	34
U	Music—Symphony.....	35
V	News Reports.....	35
W	Religious Services.....	36
X	Sketches—Dramatic.....	36
Y	Sketches—Detective and Mystery.....	37
Z	Sketches—Humorous.....	37
BB	Travel.....	37
DD	Variety Shows.....	37

A—BEAUTY

A1—BARBARA GOULD.	Thursday, ¼ hour.	M
10:45 AM—ED	9:45 AM—ES-ED	8:45 AM—CS 7:45 AM
WABC WAAB	WADC WCAO	KMBC KMOX
WKBW WDRC	WBBM WKRC	WGST WBRC
WCAU WJAS	WHK CKOK	WDSU KTRH
WEAN	WOWO WFBL	KOMA WCCO
	WSPD WJSV	
	WHEC WBT	
	WTR	

A—BEAUTY (Continued)

A3—LADY ESTHER SERENADE Sunday, ½ hour With Wayne King and Orchestra	1:00 PM—CS WJDX KSD WOC WHO WOW WDAF	M 12:00 PM KOA KDYL	P 11:00 AM KGW KHQ KGO KFI KOMO
3:00 PM—ED WEAF WTAG WEEL WCSH WGY WBEN WCAE WLIT WJAR	2:00 PM—ES-CD WLW WRC WTAM WWJ WJAX WFLA WWNC WIOD KYW	6:30 PM—CS WDMJ KSTP KVOO WKY WVAI KPRC WFSB WSM WSB	
Tuesday, ½ hour 8:30 PM—ED WEAF WTAG WCAE WEEL WBEN WJAR WFI WGY WCSH	7:30 PM—ES-CD WRC WTAM WWJ WSAI WFBR WMAQ	6:30 PM—CS WDAF	
Thursday, ½ hour 9:30 PM—ED WJZ WBZ WBZA	8:30 PM—ES-CD WBAL WGAR WJR WHAM WENR	7:30 PM—CS KWK KWCR KSO KOIL WREN	

B—BOOKS AND LITERATURE

B1—AMERICA'S GRUB STREET SPEAKS—Mon. ¼ hour. 5:45 PM—ED WABC WJAS WCAU WLBZ WDRC WOKO WEAN WORC WHP CFRB WICC	4:45 PM—ES-CD WADC WJSV WBIG WKBN WBT WLWB WCAO WMBG WDAE WQAM WDBJ WSJS WDBO WSPD WFBL WWVA WFEA CKLW WHK WTAR	3:45 PM—CS KFAB WGST KFH WHAS KLRA WIBW KMBC WLAC KOMA WMT KRLD WODX KTRH WSFA KTSB WTAQ WACO WREC WDSU	M 2:45 PM KLZ KSL
B2—POET'S GOLD, POETIC READINGS Sunday, ¼ hour David Ross	5:00 PM—ED WABC WOKO WNAC WGR WDRC WIP WJAS WEAN WLBZ WICC WHP WORC CFRB	4:00 PM—ES-CD WCAO WHK CKOK WSPD WFEA WLWB WKBN WTAR WDBJ WTOC WQAM WDBO WSJS	3:00 PM—CS KMBC WFBM WMBD WGST WBRC WDOD WREC WODX WSFA WLAC WDSU KRLD KTRH WIBW WTAQ WKBH KFAB WCCO WSBT WMT
B3—GOLDEN TREASURY BREWSTER—Tuesday, ½ hour 4:00 PM—ED WEAF WCSH WGY WTAG WJAR WCAE	3:00 PM—ES-CD WFBR WTAM WWJ WDAF WCKY WSAI WRC WMAQ	2:00 PM—CS WOW WOC WHO	John Brewster.

C—CHILDREN'S PROGRAM

C1—ADVENTURE OF HELEN AND MARY—Saturday, ½ hour. 11:00 AM—ED WABC WOKO WNAC WKBW WDRC WCAU WJAS WPG WLBZ WORC CFRB	10:00 AM—ES-CD WADC WFBL CKOK WJSV WPSD WFEA WCAH WHEC WLWB WKBN WWVA WQAM WBIG WDAE WTOC WSJS	9:00 AM—CS KMBC WGST WODO WREC WODX WSFA WLAC WDSU KTRH KLRA WACO WTAQ WCCO WMT	M 8:00 AM KVOR KLZ	P 7:00 AM KHJ KIN KGB KFR KOL KFPY
---	--	---	------------------------------------	--

LOCATES WHAT YOU LIKE BEST

*Notice of Copyright. Method of arrangement copyrighted. Infringement will be prosecuted.

RADIO FAN-FARE PROGRAM FINDER

C-CHILDREN'S PROGRAMS (Continued)

C2-CDLUMBIA JUNIOR BUGLE-Sunday. 3/4 hour. 9:00 AM-ED 8:00 AM-ES-CD 7:00 AM-CS

C7-LADY NEXT DDDR-Monday, Tuesday and Thursday. 1/4 hour. Madge Tucker, Director 4:45 PM-ED 3:45 PM-ES-CD 2:45 PM-CS

C8-LITTLE DRPHAN ANNIE Monday, Tuesday, Wednesday, Thursday, Friday and Saturday. 1/4 hour Shirley Bell, Allan Baruck, Henrietta Tedro, Harry Cansdale

5:45 PM-ED 4:45 PM-ES-CD 4:45 PM-CS WJZ WBZ WBAL WJR KSTP KOIL

C9-NBC CHILDREN'S HOUR-Sunday. 1 hour. Milton Cross. 9:00 AM-ED 8:00 AM-ES-CD 7:00 AM-CS

C10-NURSERY RHYMES Tuesday. 1/4 hour Lewis James, Milton Cross 3:45 PM-CS M P 2:45 PM 1:45 PM

C11-PAUL WING THE STRDY MAN-Monday, Wednesday and Friday. 1/4 hour. 5:45 PM-ED 4:45 PM-ES-CD

C13-THE SINGING LADY-Mon., Tues., Wed., Thurs. and Fri. 1/4 hour. 5:30 PM-ED 4:30 PM-ES-CD 3:30 PM-CS

C14-SKIPPY-Mon., Tues. Wed. Thurs., Fri. and Sat. 1/4 hour. 5:30 PM-ED 5:30 PM-ES-CD

C15-DON LANG, TRUE ANIMAL STORIES-Monday and Friday. 1/4 hour. 5:00 PM-ED 4:00 PM-ES-CD 3:00 PM-CS

C16-STAMP ADVENTURER'S CLUB-Friday. 1/4 hour. 9:00 PM-ED 6:00 PM-ES-CD

D-COMEDIANS

D1-PHIL BAKER, THE ARMDUR JESTER-Friday. 1/2 hour. The Armour Jester, Harry McNaughton, Roy Shield, Merrie-Men, Neil Sisters.

D-COMEDIANS (Continued)

D2-BEN BERNIE'S BLUE RIBBDN ORCHESTRA-Tuesday. 1/2 hour. P 8:30 PM

D3-PHIL CDDK AND HIS INGRAM SHAVERS-Mon., Wed., Fri. 1/4 hour. 8:45 PM-ED 7:45 PM-ES-CD 6:45 PM-CS

D5-GULF HEADLINERS-Sunday. 1/2 hour. 9:00 PM-ED 8:00 PM-ES-CD

D7-ED WYNN AND THE FIRE CHIEF BAND-Tuesday. 1/2 hour. M P 8:30 PM 5:30 PM

E-FOOD

E1-FRANCES LEE BARTDN Tuesday and Thursday. 1/4 hour 9:15 AM-CS

E2-BETTY CRDCKER-Wednesday and Friday. 1/4 hour. 10:45 AM-ED 9:45 AM-ES-CD 8:45 AM-CS

E3-FORECAST SCHOOL OF COOKERY-Saturday. 1/4 hour. Mrs. A. M. Goudiss. 11:00 AM-ED 10:00 AM-ES-CD 9:00 AM-CS

E5-RADID HOUSEHLDL INSTITUTE Wednesday and Saturday. 1/4 hour 9:15 AM-CS M 8:15 AM

E8-VISITING WITH IDA BAILEY ALLEN-Thursday. 1/4 hour. M 7:15 AM

F-GENERAL

F1-AMERICAN LEGIDN PROGRAM Thursday. 1/4 hour 3:45 PM-ES-CD KMBC WGST 1:45 PM

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED-Eastern Daylight, ES-CD-Eastern Standard, Central Daylight, CS-Central Standard, M-Mountain, P-Pacific. SEE NOTE PAGE 27

RADIO FAN-FARE PROGRAM FINDER

F—GENERAL (Continued)

F3—COLUMBIA EDUCATIONAL FEATURES—Fri. ¼ hour.				M	P
2:45 PM—ED	1:45 PM—ES-CD	12:45 PM—CS		11:45 AM	10:45 AM
WABC WOKO	WADC WCAO	KMBC WGST		KVOR	KHJ
WKBW WIP	WBBM CKOK	WDOD WREC		KLZ	KOIN
WJAS WEAN	WFBL WSPD	WODX WSFA			KGB
WPG WLBZ	WJSV WCAH	WLAC WDSU			KFRC
WHP WORC	WFEA WLBW	KTRH WTAQ			KOL
CFRB	WHEC WVA	WISN WSBT			KFPY
	WKBN WBIG	WMT			
	WTOC WQAM				
	WDBO WDAE				
	WSJS				

F4—COLUMBIA PUBLIC AFFAIRS INSTITUTE—Sat. ½ hour.				M	P
10:15 PM—ED	9:15 PM—ES-CD	8:15 PM—CS		7:15 PM	6:15 PM
WABC WOKO	WADC WCAO	KMBC WMBD		KVOR	KHJ
WAAB WKBW	WBBM WHK	WGST WDOD		KLZ	KOIN
WCAU WJAS	WFBL WSPD	WREC WODX			KGB
WEAN WPG	WJSV WFEA	WLAC WDSU			KFRC
WLBZ WICC	WLBW WHEC	KLRA K TSA			KOL
WHP WORC	WWVA WBIG	WIBW KFH			KFPY
	WDBJ WTOC	WCCO WSBT			
	WQAM WDBO				
	WDAE WWO				
	WTOC WFEA				

F7—GULF PROGRAM—Wednesday and Friday. ¼ hour. Irvin S. Cobb.				M	P
9:00 PM—ED	8:00 PM—ES-CD	7:00 PM—CS			
WABC WOKO	WCAO WKRC	WGST WBRC			
WNAC WKBW	WHK CKOK	WREC WDSU			
WDRG WCAU	WFBL WSPD	WLAC KTRH			
WEAN WORC	WJSV WCAH	KRLD K TSA			
WJAS WLBZ	WBT WBIG	KLRA WSFA			
	WDBJ WMBG	WHAS			
	WQAM WDBO				
	WDAE WWO				
	WTOC WFEA				

F8—INTERNATIONAL RADIO FORUM				M	P
Sunday. ¼ hour		12:15 PM—CS		11:15 AM	10:15 AM
2:15 PM—ED	1:15 PM—ES-CD	KWK KWCR		KOA	KGO
WJZ CFCF	WBAL WMAL	KSO WREN		KDYL	KFI
	WSYR KDKA	KOIL WDAY		KGIR	KOMO
	WRVA WPTF	KFYR WSM		KGHL	KHQ
	WWNC WIS	WAPI WMC			KPSD
	WJAX WMAQ	WSMB WERC			KTAR
		WJDX WKY			
		KVOO WFAA			
		KTBS KTHS			
		WOAI			

F13—MAGIC OF SPEECH—Friday. ½ hour. Vida Ravenscroft Sutton				M	P
2:00 PM—ED	1:00 PM—ES-CD	12:00 PM—CS		11:00 AM	10:00 AM
WEAF WJAR	WFBR WTAM	KSD WIBA		KOA	KPO
	WSAI WCKY	WEBC WSM		KDYL	
	WIS WWNC	WSMB KVOO			
	WIOD	KTBS WOAI			

F14—MEET THE ARTIST—Wed. ¼ hr. Bob Taplinger Interviews.				M	P
6:00 PM—ED	5:00 PM—ES-CD	4:00 PM—CS		3:00 PM	
WABC WJAS	WADC WHK	KFAB WDSU		KLZ	
WAAB WKBW	WBIG WMBG	KFH WGST		KSL	
WDRG WLBZ	WBT WQAM	KLRA WHAS		KVOR	
WICC WOKO	WCAO WSJS	KMBC WISN			
WIP CFCF	WDAE WSPD	KOMA WLAC			
	WDBJ WWVA	KTRH WMT			
	WDBO CKLW	KTSA WODX			
	WFBL WTAR	WACO WSBT			
	WFEA WBBM	WBRC WSFA			
		WCCO WTAQ			
		WDOD WREC			

F17—TALKS BY PRESIDENT'S CABINET—Tuesday. ½ hour.				M	P
10:30 PM—ED	9:30 PM—ES-CD	8:30 PM—CS			
WEAF WEF1	WFBR WJZ	WSMB WTAG			
WJAR WCSH	WIS WFLA	WIBA WERC			
WDAF WRVA	WTAM WRC	WDAY WOC			
WWNC WBEN	WJAX WSAI	WHO WMC			
WJDX WLIT	WIOD KYW	KTBS WSB			
WGY		WKY WFAA			
		WTMJ			

F19—CHEERIO—Mon., Tue., Wed., Thurs., Fri., Sat. ½ hour. J. Harrison Isles.				M	P
9:30 AM—ED	8:30 AM—ES-CD	7:30 AM—CS			
WEAF WTAG	WRC WTAM	WOW WDAF			
WEEL WJAR	WWJ WCKY	KTBS WKY			
WCSH WFI	WRVA WPTF	WJDX KPRC			
WGY WBEN	WWNC WFBR	WOAI WSM			
WCAE CKGW	WIS WJAX	WSB WAPI			
CFCF	WIOD WFLA	WMC			
	WSAI WCFL				

F20—THE POLITICAL SITUATION—Saturday. ¼ hour. Frederic Wile.				M	P
7:00 PM—ED	6:00 PM—ES-CD	5:00 PM—CS			
WABC WOKO	WADC WCAO	WFBR WGST			
WNAC WGR	WBBM WHK	WDOD WREC			
WDRG WCAU	WSPD WJSV	WODX WSFA			
WJAS WEAN	WCAH WFEA	WDSU			
WLBZ WICC	WLBW WHEC				
WHP WORC	WWVA WBIG				
	WDBJ WTOC				
	WQAM WDBO				
	WDAE				

F22—VOICE OF EXPERIENCE—Mon., Tues., Wed., Thurs., Fri. ¼ hour				M	P
11:00 AM—ED	10:00 AM—ES-CD	9:00 AM—CS			
WABC WNAC	WCAO WBBM	KMBC WHAS			
WGR WDRG	WKRC WHK	KMOX			
WCAU WJAS	WJSV				
WEAN					

F—GENERAL (Continued)

Wednesday. ¼ hour.		
8:00 PM—ED	7:00 PM—ES-CD	6:00 PM—CS
WABC WGR	WCAO WHK	KMBC
WNAC WCAU	WKRC	KMOX
WDRG WEAN	WBBM	WHAS
WJAS	WJSV	

F23—WOMEN'S RADIO REVIEW		1:30 PM—CS
Monday, Tuesday, Wednesday, Thursday, Friday. ½ hour.		
Joseph Littan, Claudine MacDonald.		KSD WOC
		WSMB WHO
		WOW WIBA
3:30 PM—ED	2:30 PM—ES-CD	KSTP WEBE
WEAF WJAR	WFBR WTAM	WDAY WSM
WGY WBEN	WWJ WWNC	WMC WKY
WCAE WCSH	WIS WIOD	KPRC KTBS
WFI WTAG	WJAX WFLA	WAPI WBAP
	WSAI WRC	KFYR WDAF
	KYW	

F24—YOUR CHILD—Tuesday. ¼ hour				M	P
11:00 AM—ED	10:00 AM—ES-CD	9:00 AM—CS		8:00 AM	7:00 AM
WEAF WTAG	WFBR WRC	WOC KFYR		KOA	KFSD
WVIC WJAR	WDAF WPTF	WIBA WEOC		KDYL	KGO
WCSH WLIT	WWNC WIOD	WOAL WKY		KDYL	KGO
WGY WBEN	WWJ WIS	WDAY WMC		KGIR	KFI
WCAE	WRVA	KTBS			KGW

F25—OUR AMERICAN SCHOOLS—Sun. ½ hour. 6:30 PM—ED—WEAF Network.	
--	--

G—HEALTH

G1—ADVENTURES IN HEALTH—Tues. ¼ hour. Dr. Herman Bundeson.				M	P
8:30 PM—ED	7:30 PM—ES-CD	6:30 PM—CS		4:30 PM	
WJZ WBZ	WBAL WHAM	KSO		KOA	KGO
WBZA KDKA	WLW WGAR	9:45 PM—CS		KDYL	KGW
CKGW	WLS	KSO		KDYL	KOMO
					KHQ
					KFI
					7:45 PM
					KGO
					KGW
					KOMO
					KHQ

Fri. ¼ hour. 8:30 PM—ED—WJZ Network.

G3—MODERN LIVING HEALTH TALK—Mon., Tues., Wed., Thurs., Fri. ¼ hour.	
9:30 AM—ED	8:30 AM—ES-CD
WABC WNAC	WJSV
WCAU WEAN	

G4—TOWER HEALTH EXERCISES—Mon., Tues., Wed., Thurs., Fri., Sat. 1 ¼ hours Arthur Bagley.			
6:45 AM—ED	5:45 AM—ES-CD		
7:45 AM—ED	6:45 AM—ES-CD		
WEAF WEEL	WRC		
WFI WGY			
WBEN WCAE			
CKGW			

G5—ACADEMY OF MEDICINE—Tuesday. ¼ hour.				M
11:30 AM—ED	10:30 AM—ES-CD	9:30 AM—CS		8:30 AM
WABC WOKO	WCAO CKOK	WDOD WREC		KVOR
WNAC WKBW	WSPD WJSV	WODX WSFA		KLZ
WDRG WJAS	WFEA WLBW	WLAC KRLD		
WEAN WPG	WWVA WBIG	KTRH KLRA		
WLBZ WHP	WQAM WDBO	WIBW WTAQ		
WORC CFCF	WDAE	WCCO		

H—HOME AND GARDEN

H1—AMERICAN TAXPAYERS—Saturday. ¼ hour.				M	P
7:00 PM—ED	6:00 PM—ES-CD	5:00 PM—CS		4:00 PM	3:00 PM
WJZ KDKA	WBAL WMAL	KWCR KSO		KOA	KPO
	WHAM WSYR	WIBA WEOC		KDYL	KJR
	WJR WWNC	WSB WMC			KEX
	WFLA	WSMB KTBS			KGA
					KFSD

H2—BENJAMIN MOORE TRIANGLE CLUB—Fri. ¼ hr. Lew White, Betty Moore		
4:15 PM—ED	3:15 PM—ES-CD	2:15 PM—CS
WEAF WVIC	WFBR WRC	WOC WHO
WEEL WGY	WTAM WWJ	WDAF KSTP
WFI CKGW	WLW WMAQ	WEBC WDAY
WCAE		WKY WOW
		WFAA

H5—NATIONAL FARM AND HOME HOUR—Mon., Tues., Wed., Thurs., Fri., Sat. 1 hour.			
1:30 PM—ED	12:30 PM—ES-CD	11:30 AM—CS	M
WJZ WBZ	WBAL WRC	KOIL KPRC	10:30 AM
WBZA KDKA	WLW WCKY	KWK WOC	KOA
	WJR WRVA	WREN WOW	
	WPTF WWNC	WHO KTBS	
	WIS WJAX	WDAF WIBA	
	WIOD WFLA	WKY WEBC	
	WHAM WSYR	KTBS KFYR	
	KYW	KSTP WSB	
		WDAY WJDX	
		WSM WFAA	
		WAPI WOAI	

I—MUSIC—BAND

I1—MUSIC OF THE AMERICAS			
U. S. Army Band—Capt. Wm. J. Stannard, Bandmaster.			
Tuesday. ½ hour.			
11:30 AM—ED	10:30 AM—ES-CD	9:30 AM—CS	M
WEAF WTAG	WWJ WSAI	WOW WOC	8:30 AM
WJAR WRC	KFBR WCKY	WHO KSD	KOA
WEEL WVIC	WTAM WDAF		
CFCF WGY	KYW		
WCSH CKGW			

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific. SEE NOTE PAGE 27

RADIO FAN-FARE PROGRAM FINDER

I—MUSIC—BAND (Continued)

Table with columns for day and time (Thursday, Friday), and rows for station call letters and program details.

Table for U. S. NAVY BAND on Tuesday, listing stations like WABC, WJAS, WCAO, etc.

Table for GOLDMAN BAND CONCERT on Wednesday, listing stations like WJZ, WBZ, KDKA, etc.

Sun. 1/2 hr. 9:30 PM—ED—WJZ Network.

J—MUSIC—CHAMBER

Table for COMPINSKY TRIO on Sunday, listing stations like WABC, WAB, WDR, etc.

J2—MADISON ENSEMBLE—Tues., Fri., and Sat. 1/2 hour. 1:30 PM—ED—WABC Network.

J3—MORNING MUSICALE—Sunday, 1 hour. 11:00 AM—ED—WJZ Network.

J4—CHAMBER MUSIC—Sun. 1/4 hr. 1:15 PM—ED—WJZ Network. 1/2 hr. 1:00 PM—ED—WEAF Network.

J5—BEETHOVEN CHAMBER OF MUSIC—Sun. 1/2 hr. 6:00 PM—ED—WJZ Network

K—MUSIC—CHORUSES, GLEE CLUBS, QUARTETS, ETC.

K2—CONTENTED PROGRAM—Mon. 1/2 hr. 10:00 PM—ED—NBC Network—Jean Arnold, Lullaby Lady, Morgan L. Eastman.

Table for ETHEL HAYDEN AND ARTHUR LANG on Wednesday, listing stations like WABC, WDR, WEAN, etc.

Table for MANHATTAN MOODS on Sunday, listing stations like WABC, WCAU, WDR, etc.

K—MUSIC—CHORUSES, GLEE CLUBS, QUARTETS, ETC. (Continued)

K8—THE MASTER SINGERS—Tuesday, 1/2 hour. 11:30 PM—ED—WJZ Network Charles Baker.

Table for ROUND TOWNERS QUARTET on Wednesday, listing stations like WABC, WAAB, WDR, etc.

K12—L'HEURE EXQUISE—Sunday, 1/2 hour. 6:30 PM—ED—WJZ Network. George Dilworth, Director.

K13—PILGRIM'S CHORUS—Sunday, 1/2 hour. 2:30 PM—ED—WEAF Network.

K14—TEMPLE OF SONG—Sunday, 1/2 hour. 4:30 PM—ED—WEAF Network. Noble Cain, Director.

K15—MORNING GLEE CLUB—Monday, Tuesday, Wednesday, Thursday, Friday and Saturday, 1/4 hour. 8:30 AM—ED—WEAF Network.

K16—THREE PEPPERS AND GEORGE WERDER—Sat. 1/4 hr. 2:15 PM—ED—WABC Network.

K17—THE PIONEERS, MALE QUARTET—Thurs. 1/4 hr. Gene Abridge and Dick Fulton, Tenors; Reed Kennedy, Baritone; Russ Mitchell, Bass; Anurin Bodycombe, Pianist.

Table for THE PIONEERS, MALE QUARTET listing stations like WJZ, CKGW, WBAL, etc.

K18—RUSSIAN SYMPHONIC CHOIR—Sunday, 1/2 hour. 7:30 PM—ED WEAF WTAG WJSH WTIC WJAR

L—MUSIC—CLASSICAL

(See also Band, Organ, Religious and Symphony Music)

Table for GRANDE TRIO on Wednesday, listing stations like WEAF, WEEI, WCSH, etc.

Table for BEN GREENBLATT, PIANIST on Tuesday, listing stations like WABC, WAC, WDR, etc.

Table for IMPRESSIONS OF ITALY on Sunday, listing stations like WEAF, WJZ, WDR, etc.

Table for LA FORGE BERUMEN MUSICALE on Thursday, listing stations like WABC, WAC, WDR, etc.

Table for MAUDE ROONEY, CONTRALTO on Thursday, listing stations like WABC, WAAB, WDR, etc.

Table for CHARLES GILBERT SPROSS on Friday, listing stations like WEAF, WJZ, WDR, etc.

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific. SEE NOTE PAGE 27

RADIO FAN-FARE PROGRAM FINDER

L—MUSIC—CLASSICAL (Continued)

L11—PARK CENTRAL STRING ENSEMBLE—Friday ½ hour. 12:30 PM—ED—WEAF Network. Esther Velas, Violinist.				
L12—DINNER MUSIC.				
Monday, Wednesday, Thursday, Friday and Saturday. ½ hour.	4:00 PM—CS	M	P	
6:00 PM—ED	5:00 PM—ES-CD		3:00 PM	2:00 PM
WEAF WCSH WCYK WWNC WLS WFBR WMO WDAY CKGW WFI WSAI WIOD WJJ WMAQ	KSD WIBA WSMB KPRC KYOO WGOI KTBS WSM WMC WOC WHO WDAF WAPI	WIBA KPRC KOA KDYL	WIBA KPO KFSB	
L13—CDNCERT MEDLEY—Thurs. ¼ hour. 7:30 PM—ED—WJZ Network. Maria Rosanoff, Emily Mickunas Adoll Schmid.				
L14—MADAME BELLE FDRBES CUTTER AND DRCEHSTRA—Wed. ½ hour				
3:15 PM—ED	2:15 PM—ES-CD	1:15 PM—CS	12:15 PM	
WABC WOKO WNAC WGR WDRC WIP WJAS WEAN WPG WLBZ WICC WHP WORC	WADC WCAO WBBM WHK CKOK WFBL WSPD WJWS WCAH WFEA WLBW WHEC WVVV WDBJ WTCO WQAM WDBO WDAE WSJS	WFBM WMBD WGST WDOD WREC WSFA WLAC WDSU KRLD KTRH KLRA WIBW WACO WTAQ KFAB WISN WSBT WMT	WFBM WMBD WGST WDOD WREC WSFA WLAC WDSU KRLD KTRH KLRA WIBW WACO WTAQ KFAB WISN WSBT WMT	KVOR KLZ KSL
L15—ESSEX HDUSE ENSEMBLE—Tues. and Fri. ½ hour. 1:30 PM—ED—WEAF Network. Richard Himber.				
L17—MEDLEY—Wed. ½ hour. 4 PM—ED—WEAF Network. Christian Kriens.				
L18—SAVITT STRING QUARTETTE—Sat. ½ hr.				
2:30 PM—ED	1:30 PM—ES-CD	12:30 PM—CS	M	P
WABC WOKO WNAC WGR WDRC WCAU WJAS WEAN WPG WLBZ WICC WHP WORC	WADC WCAO WBBM WHK CKOK WFBL WSPD WJWS WCAH WFEA WLBW WHEC WVVV WDBJ WTCO WQAM WDBO WDAE WSJS	KMBC WFBM WMBD WGST WREC WSFA WLAC WDSU KSCJ KTRH KLRA KTSa WIBW WACO WTAQ KFAB WISN WSBT WMT	11:30 AM	10:30 AM
L19—ALEX SEMMLER—Friday. ¼ hour.				
3:15 PM—ED	2:15 PM—ES-CD	1:15 PM—CS	M	P
WABC WOKO WGR WDRC WIP WJAS WPG WLBZ WICC WHP WORC	CKOK WHK WSPD WFBL WLBW WFEA WTAR WHEC WMBG WDBJ WQAM WTCO WSJS	KMBC WFBM WDOD WBRC WLAC WDSU KRLD KTRH WIBW WACO WTAQ KFAB WISN WCCO WSBT WMT	12:15 PM	11:15 AM
L21—KATHLEEN STEWART—Thursday. ¼ hour. 4:15 PM—ED—WEAF Network.				
L22—STRING SYMPHONY—Wed. ½ hour. 7:30 PM—ED—WJZ Network. Frank Black.				
L23—INSTRUMENTAL MUSIC—Wed. ¼ hour. 10:30 AM—ED—WEAF Network. Sylvia Altman, Julian Altman, Urban Intondi.				
L25—MELDDY HDUR—Sun. 1 hour. 8:00 AM—ED—WEAF Network.				
L26—NATIONAL OPERA CONCERT—Sun. 1 hr. 3:00 PM—ED—WJZ Network.				
L27—TID BITS—Sunday. ½ hour. 12:30 PM—ED—WEAF Network.				
L28—NINO MARTINI, TENDR, HDWARD BARLOW AND THE COLUMBIA SYMPHONY DRCEHSTRA—Tuesday. ½ hour.				
9:30 PM—ED	8:30 PM—ES-CD	7:30 PM—CS	M	P
WABC WOKO WNAC WKBW WDRC WJAS WEAN WLBZ WICC WHP WORC	WCAO WBBM CKOK WSPD WJWS WFEA WLBW WKBN WBIG WDBJ WMBG WQAM WDBO WDAE	KMBC WFBM WDOD WREC WODX WSFA WLAC WDSU KTRH KLRA KTSa WTAQ KFAB WISN WCCO WSBT WMT	KVOR KLZ KSL	
Friday. ½ hour. 8:00 PM—ED—WABC Network				
L29—HDEL PIERRE CDNCERT ENSEMBLE—Monday. ¼ hour. 1:15 PM—ED—WEAF Network.				
L30—HDWARD BARLOW AND SYMPHONY DRCEHSTRA—Monday, Wednesday, Thursday. ½ hour. 10:45 PM—ED—WABC Network.				

M—MUSIC—DANCE

M1—HDEL LEXINGTON DANCE DRCEHSTRA—Sat. ½ hr. 6 PM—ED—WJZ Network. Sat. ½ hr. 1:00 PM—ED—WEAF Network. Thurs. ½ hr. 12 Mid—ED—WJZ Network. Fri. ½ hr. 12:05 AM—ED—WEAF Network. Ernie Hobst.				
DON BESTORS ORCHESTRA—Tues., Thurs. ¼ hour. 6:15 PM—ED—WABC Network.				
M2—LEDN BELASCO AND HIS ORCHESTRA Saturday. ½ hour. 8:30 PM—ED—WABC Network				
M3—FRED BERRENS AND HIS ORCHESTRA—Monday. ¼ hour. 5:15 PM—ED—WABC Network.				
M4—HDEL BILTMORE CONCERT ENSEMBLE—Saturday. ½ hour. 1:30 PM—ED—WEAF Network. Friday. Saturday. ½ hour. 11:30 PM—ED—WEAF Network. Harold Stern.				
M6—ART COOGAN'S ORCHESTRA—Monday. ¼ hour. 6:15 PM—ED—WABC Net.				
M7—COLLEGE INN ORCHESTRA—Wed. ¼ hr. 12:05 AM—ED—WEAF Network. Ben Bernie.				
M8—COTTON CLUB ORCHESTRA—Tues. and Fri. ½ hr. 12:00 AM—ED—WJZ Network. Thursday. ½ hour. 12:05 AM—ED—WEAF Network.				
M9—DANCE MUSIC—Sunday. 2 hours. 11:00 PM—ED—WABC Network.				
M10—DANCE MUSIC—Sun. 1 hr. 12:00 Mid.—ED—WJZ Network. Including Leo Reisman.				

M—MUSIC—DANCE (Continued)

M11—DANCE MUSIC—Sun. 1 hr. 12:00 Mid.—ED—WEAF Network. Including Ted Black, Charlie Kerr.				
M12—DANCE ORCHESTRAS—Mon. 1½ hrs. 11:30 PM—ED—WABC Network. Including Ted Lewis, Leon Belasco, Ozzie Nelson.				
M13—DANCE ORCHESTRA—Wed. 1½ hrs. 11:30 PM—ED—WABC Network.				
M14—DANCE DRCEHSTRAS—Thurs. 1½ hrs. 11:30 PM—ED—WABC Network. Including Ted Lewis, Glen Gray.				
M15—DANCING IN THE TWIN CITIES—Thurs. ½ hr. 12:30 AM—ED—WJZ Network.				
M16—GUS ARNHEIM AND HIS DRCEHSTRA From San Francisco. Sat. ½ hour.				
12:30 AM—ED	11:30 PM—ES-CD	10:30 PM—CS	M	P
WABC WKBW WCAU WOKO WEAN WNAC WICC	WADC WHK WBT WJWS WCAO WLBW WDAE WMBG WDBJ WQAM WDBO WJSJ WFLB WSPD WHEC WTAR	WADC WHK WBT WJWS WCAO WLBW WDAE WMBG WDBJ WQAM WDBO WJSJ WFLB WSPD WHEC WTAR	10:30 PM	9:30 PM
M17—EDGEWATER BEACH HDEL ORCHESTRA—Tues. ½ hr. 12:30 AM—ED—WJZ Network. Wed. ½ hr. 12:30 AM—ED—WEAF Network. Fri. ½ hr. 12:30 PM—ED—WEAF Network. Sat. ½ hr. 12:00 AM—ED—WJZ Network.				
M18—PHIL HARRIS AND HIS DRCEHSTRA—Phil Harris and Leah Ray. Friday. 9:00 PM—ED—½ hour. WJZ Network.				
M19—GEORGE HALL AND HIS ORCHESTRA—Wed. ½ hr. 1:15 PM—ED—WABC Network. Thurs. ½ hr. 5:00 PM—ED—WABC Network. Sat. ½ hr. 1:00 PM—ED—WABC Network. Tues. ¼ hr. 5:45 PM—ED—WABC Network.				
M20—BUDDY HARROD AND HIS DRCEHSTRA—Thurs. ½ hour.				
12:00 N—ED	11:00 AM—ES-CD	10:00 AM—CS	M	P
WABC WOKO WGR WNAC WIP WJAS WEAN WLBZ WORC	WCAO WBBM CKOK WSPD WFEA WLBW WKBN WTAR WDBJ WMBG WTCO WQAM WDBO WSJS	KMBC WFBM WMBD WGST WREC WODX WSFA WLAC WDSU KTRH KTSa WACO KFH WTAQ WKBH WISN WSBT WMT	9:00 AM	8:00 AM
M21—BILLY HAYS AND HIS ORCHESTRA—Mon. ½ hr.				
1:00 PM—ED	12:00 N—ES-CD	11:00 AM—CS	M	P
WABC WOKO WAAB WGR WDRC WCAU WEAN WLBZ WICC WHP WORC	WBBM WHK CKOK WFBL WSPD WFEA WLBW WHEC WKBN WTAR WDBJ WMBG WTCO WQAM WDBO WSJS	KMBC WFBM WREC WODX WSFA WLAC WDSU KTRH KTSa WTAQ WKBH WISN WCCO WSBT WMT	11:00 AM	10:00 AM
M22—CLAUDE HDPKINS' ROSELAND DRCEHSTRA—Wednesday. ½ hour.				
3:45 PM—ED	2:45 PM ES-CD	1:45 PM—CS	M	P
WABC WJAS WAAB WLBZ WDRC WOKO WGR WORC WHP WPG WIP CFRB	WADC WLBW WBG WMBG WCAO WQAM WDAE WSJS WDBJ WSPD WDBO WTCO WFBM WVVV WFEA CKLW WHK WTAR WJSV	KMBC WFBM WREC WODX WSFA WLAC WDSU KTRH KTSa WTAQ WKBH WISN WCCO WSBT WMT	12:45 PM	
M25—DICK FIDDLER AND HIS LDTUS GARDENS ORCHESTRA—Fri. ¼ hr. 1:15 PM—ED—WEAF Network. Sat. ½ hr. 12:30 PM—ED—WEAF Network.				
M27—ST. REGIS DANCE DRCEHSTRA—Monday. ½ hour. Meyer Davis.				
12:00 Mid.—ED	11:00 PM—ES-CD	10:00—PM—CS	M	P
WJZ KDKA	WBAL WJR WCKY WSYR WGAR WENR WHAM	KOIL KWCR KSO		
WBZ WBZA WREN added at 12:15 AM ED Wed. Fri. ½ hour. 11:00 PM—ED—WEAF Network.				
M28—VINCENT LOPEZ AND ORCHESTRA—Sunday. ½ hour. (Starts July 9)				
6:30 PM—ED	5:30 PM—ES-CD	4:30 PM—CS	M	P
WJZ WBZ WBZA KDKA	WBAL WJR WGAR WLW WHAM WMAQ	WMC KSO WJDX KWK WREN WTMJ WBA KSTP WSM WSB KPRC WOI WSMB WKY WBAP	3:30 PM	2:30 PM
M29—HOTEL PIERRE DANCE ORCHESTRA—Wednesday. ½ hour. Irving Rose.				
12:30 AM—ED	11:30 PM—ES-CD	10:30 PM—CS	M	P
WJZ WBZ	WBAL WENR WCKY WGAR WHAM WLW WSYR	KOIL KWK KPRC WBAP KSO WKY KTBS WREN KWCR		
Thursday 2:00 PM—ED. ½ hour—WEAF Network Saturday. 12:05 Mid.—ED. ½ hour—WEAF Network.				
M30—HOTEL SHDREHAM ORCHESTRA—Saturday. ½ hour. 12:30 AM—ED—WJZ Network. Maxine Lowe.				

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific. SEE NOTE PAGE 27

RADIO FAN-FARE PROGRAM FINDER

M—MUSIC—DANCE (Continued)

M31—TED LEWIS AND HIS ORCHESTRA—Friday, ½ hour.
 11:30 PM—ED 10:30 PM—ES-CD 9:30 PM—CS
 WABC WOKO WADC WCAO KMBC WFMB KVOR KHJ
 WAAB WKBW WHK CKOK KMOX WMBD KLZ KOIN
 WDRC WCAU WFBL WSPD WGST WDOD KSL KGB
 WEAN WPG WJSV WCAH WREC WODX KFRG
 WLBZ WICC WLBW WHEC WLAC WDSU KOL
 WHP WORC WDBJ WTOC KTRH KLRA KVI
 CFRB WQAM WDBO WIBW WACO KFPY
 WDAE WSJS WISN WCCO WSBT WMT

M34—MERRY MADCAPS—Saturday, ½ hour. 3:00 PM—ED—WEAF Network.
 Norman L. Cloutier Orchestra, Fred Wade.

M35—HOTEL McALPIN ORCHESTRA—Wed. ½ hr. 11:30 PM—ED—WEAF Network.
 Thurs. ¼ hr. 11:15 PM—ED—WEAF Network. Sam Robbins.

M40—PALAIS D'OR ORCHESTRA—Thurs. ¼ hr. 1:15 PM—ED—WEAF Network.
 Wed. ½ hr. 2:00 PM—ED—WEAF Network.

M41—PALMER HOUSE ORCHESTRA—Wednesday, ½ hour. 11:30 PM—ED—WEAF Network.
 Richard Cole.

M42—DANCE MUSIC HOTEL PENNSYLVANIA RDDF—Saturday, ½ hour.
 Rudy Vallee.
 11:00 PM—ED 10:00 PM—ES-CD 9:00 PM—CS
 WEAF WFI WFBR WSAI WDAF WOC
 WCAE WGY WRC WTAM WHO
 WCSH
 Monday, ¼ hour—11:15 PM—ED—WEAF Network. 12:00 Mid ED—WJI Network.

M43—RADIO TROUBADDURS—Tues., Thurs. ½ hr. 3:15 PM—ED—WJZ Network.
 Sat. ½ hr. 3:00 PM—ED—WJZ Network. Mary Steele.

M44—POND'S PROGRAM—Fri. ½ hr. Victor Young, Lee Wiley, Paul Small.
 9:30 PM—ED 8:30 PM—ES-CD 7:30 PM—CS
 WEAF WTAG WWJ WFBR WDAF KSD
 WJAR WCSH WRC WTAM WOC WHO
 WLIT WGY WSAI WENR WOW
 WBEN WCAE

M45—SATURDAY NIGHT DANCING PARTY—Sat. 1 hr. B. A. Rolfe and Terraplane Orchestra.
 10:00 PM—ED 9:00 PM—ES-CD 8:00 PM—CS 7:00 PM 6:00 PM
 WEAF WTAG WRC WFBR KSD WOV KOA KGO
 WEEL WJAR WTAM WLW WDAF KSTP KDYL KFI
 WCSH WFI WWJ WOC WSB WSMB
 WGY WBEN WHO WCAE WBAP
 CKGW CFCF WMAQ

M47—GENE QUAW HOTEL COSMOPOLITAN ORCHESTRA—Friday, ½ hour. 4:00 PM—ED—WJZ Network

M48—PAUL WHITEMAN AND HIS ORCHESTRA—Monday 9:30 to 11:30 PM—ED over WEAF—9:30 to 10:30 PM—ED.
 WCSH WEEL
 WJAR WTAG
 WTIC

M49—VINCENT SOREY AND HIS ORCHESTRA—Tuesday, ¼ hour. 11:15 AM—ED—WABC Network

M50—SYNCOPTORS—Tues., Wed. ¼ hr. 2:30 PM—ED—WJZ Network. Harold Stokes, Dick Teela.

M51—HAL THOMPSON'S ORCHESTRA—Saturday, ½ hour. 3:30 PM—ED—WABC Network. Shirley Howard.

M55—VILLAGE BARN ORCHESTRA—Fri. ½ hr. 12:30 AM—ED—WJZ Network. Ted Black.

M56—WALDORF ASTORIA ORCHESTRA—Jack Denny. Monday, ½ hour. Thursday, ½ hour.
 11:30 PM—ED 10:30 PM—ES-CD 11:30 PM—ED 10:30 PM—ES-CD
 WEAF WTAG WRC WFBR WEAF WJAR WFBR WWJ
 WJAR WTIC WBEN WTAG
 WCSH WFI

M57—WEALTH OF HARMONY—Saturday, ½ hour. 3:30 PM—ED—WJZ Network.
 Joseph Gallicchio, Edward Davies.

M58—FRANK WESTPHAL'S DANCE ORCHESTRA—Mon. ½ hr. 4:00 PM—ED—WABC Network. Tues. Thurs. ½ hr. 3:30 PM—ED—WABC Network.

M60—BREAKFAST CLUB—Mon., Tue., Wed., Thur., Fri., Sat. ½ hour. 9:15 AM—ED—WJZ Network

N—MUSIC—MEDLEY PROGRAMS

N1—A. AND P. GYPSIES—Monday, ¼ hour. Harry Horlick, Frank Parker.
 9:00 PM—ED 8:00 PM—ES-CD
 WEAF WTIC WRC WTAM
 WTAG WEEL WWJ WSAI
 WJAR WCSH WMAQ
 WLIT WGY
 WBEN WCAE

N2—CITIES SERVICE CONCERT—Fri. 1 hr. Jessica Dragonette, The Cavaliers, Henry Shope, Frank Parker, John Seagle, Elliot Shaw, Lee Montgomery, Frank Banta, Rosarie Bourdon.

8:00 PM—ED 7:00 PM—ES-CD 6:00 PM—CS M
 WEAF WTIC WFBR WRC WDAF WOC 5:00 PM
 WCSH WCAE WTAM WWJ WDAI WHO KOA
 WLIT WGY WSAI KYW KSD WOV KDYL
 WBEN WTAG WSAI KYW KTBS WKY
 CKGW WEEL WEBC KVOO
 WJAR WFAA KTBS

M—MUSIC—MEDLEY PROGRAMS (Continued)

N4—FRAY AND BRAGGIOTTI—Saturday, ¼ hour.
 9:00 PM—ED 8:00 PM—ES-CD 7:00 PM—CS 6:00 PM
 WABC WJAS WADC WJSV KFH WDSU KVOR
 WCAU WOKO WBT WKBN KMBC WFMB KVOR
 WDRC WORC WCAO WLW KMOX WGST
 WGR WNBC WDBJ WQAM KOMA WISN
 WDBO WSJS KTRH WLAC
 WFBL WSPD WACO WODX
 WFEA CKLW WBRW WSBT
 WHEC WCCO WSAF
 WDOD

Tuesday and Thursday, ¼ hour. 9:15 PM—ED—WABC Network.

N6—JACK FROST MELLODY MDMENTS—Mon. ½ hr. Josef Pasternack.
 9:30 PM—ED 8:30 PM—ES-CD
 WJZ KDKA WBAL WHAM
 WGAR WLW
 WJR WENR

N7—RIESENFELDS VIENNESE PROGRAM—Sun. ¾ hr.
 8:00 PM—ED 7:00 PM—ES-CD 6:00 PM—CS
 WJZ WBZ WBAL WSYR KWK KWCR
 WBZA KDKA WGAR WCKY KSO WREN
 WMAL WLS KOIL

N9—MAJDR BDWES' CAPITOL FAMILY—Sunday, 1 hour.
 11:15 AM—ED 10:15 AM—ES-CD 9:15 AM—CS M P
 WEAF WJAR WFBR WRC WDAF KFR 8:15 AM 7:15 AM
 WTAG WLIT WTAM WFLA WAPI WSMB KOA KFSD
 WGY WWJ WSAI KPRC WBC KDYL KGO
 WIOD WWNC WHO WBA KHQ
 WMAQ WKY KSTP WBP KTAR
 KTBS WOAI WOC KGW
 WOC KOMO

N10—MERRIE MEN QUARTET—Mon., Wed., Fri. ¼ hr. 12:30 PM—ED—WJZ Network.
 Wesley Summerfield, Elliot Stewart, Bob Geddes, Norman Gordon, Earl Lawrence.

N14—THE SOUTHEASTERN REVUE—Thurs. ½ hour. 4:30 PM—ED—WJZ Network.

N15—THURSDAY SPECIAL—Thursday, ½ hour. 4:00 PM—ED—WJZ Network.
 Ruth Lyon, Edward Davies, Josef Koestner.

N16—TONE PICTURES—Sunday, 1 hour. 8:00 AM—ED—WJZ Network.
 George Blake, Mary Merker, Helen Janke, Richard Maxwell, Curt Peterson.

N17—VOCAL ART QUARTET—Tuesday, ½ hour.
 Alma Kitchell, Selma Johanson, Chester Evers, Earl Waldo. M
 3:00 PM—ED 2:00 PM—ES-CD 1:00 PM—CS 12:00 PM
 WEAF WTAG WFBR WRC WSM WSB KOA
 WEEL WJAR WIOD WWJ WAPI KSD
 WGY WCAE WCKY WDAF WOC WHO
 WFI WCSH WRVA WWNC WBA WBAP
 CKGW WBEN WSAI WFLA KFYR KTBS
 WLS WTAM WDAY WOW
 KSMB WMC

N20—MORNING PARADE—Saturday, 1 hour. 10:15 AM—ED—WEAF Network.

N21—RADID CITY CONCERT—Sunday, 1 hour. 12:15 PM—ED—WJZ Network.
 Erno Rapee, Director.

O—MUSIC—NOVELTY

O1—CLYDE DOERR'S SAXOPHONE OCTET—Sunday, ½ hour.
 5:30 PM—ED 4:30 PM—ES-CD 3:30 PM—CS
 WEAF WTAG WWJ WSAI WOV KSD
 WBEN WCAE WSM WAPI
 WGY CFCF WJDX WMC
 WJAR WCSH WSMB WFAA
 WOAI KTBS
 KTHS

O4—THE HAPPY RAMBLER—Thursday and Friday, ¼ hour. 10:30 AM—ED—WEAF Network.
 Irving Kaufman, Lucy Allen.

O6—BORRAH MINEVITCH AND HIS HARMONICA RASCALS. Sunday, ¼ hour.
 7:00 PM—ED 6:00 PM—ES-CD 5:00 PM—CS M
 WJZ CFCF WBAL WCKY KSO KOIL 4:00 PM
 WIS WRVA WREN WBA KDYL
 WWNC WIOD WBC WDAY KOA
 WFLA KFYR WSMB KVOO
 WLS KPRC KTBS
 WOAI WKY
 KWK

P—MUSIC—ORGAN

P1—ANN LEAF AT THE ORGAN—Tuesday, Wednesday, Thursday, ½ hour. Also on WABC Network, Monday at 3:00 PM—ED.

2:00 PM—ED 1:00 PM—ES-CD 12:00 PM—CS 11:00 AM
 WABC WOKO WCAO WBBM WGST WBRW KVOR
 WNAC WGR CKOK WFBL WDOD WREC KLZ
 WDRC WCAU WSPD WFEA WODX WSEA KSL
 WJAS WLBC WLW WHEC WLAC WDSU
 WICC WORC WTAI WDBJ KTRH KFH
 CFRB WMBG WTOC WTAQ WKBH
 WQAM WSJS WISN WCCO
 WSBT

P2—LARRY LARSEN—Saturday, ¼ hour.
 10:45 AM—ED 9:45 AM—ES-CD 8:45 AM—CS
 WJZ WBAL WJR KWK KWCR
 WMAL KYW WREN KOIL
 KSO

P4—RADIO CITY ORGAN—Monday, Tuesday, Wednesday, Thursday, Friday, Saturday ½ hour. Dick Leibert.
 8:00 AM—ED 7:00 AM—ES-CD 6:00 AM—CS
 WEAF WTAG WDAF WFBR WOW
 WJAR CFCF WTAM WSAI
 WCAE WGY WWJ
 WFI WBEN
 WEEL WCSH

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific. SEE NOTE PAGE 27

RADIO FAN-FARE PROGRAM FINDER

P—MUSIC—ORGAN (Continued)

P5—WALDORF ASTORIA ORGAN RECITAL—Sunday, 1/2 hour. Irene Harding.
 10:30 AM—ED 9:30 AM—ES-CD 8:30 AM—CS
 WJZ WBZ WGAR WIR KWK WREN
 WBZA WHAM WMAL
 WSYR KDKA
 WLW WENR

P6—FRANCES LANGFORD—Monday, Saturday, 1/2 hour. 6:45 PM—ED—WEAF Network. Dick Leibert, Rollickers Quartet.

P7—MATINEE GEMS—Sat. 1/2 hour. 3:30 PM—ED—WEAF Network. Lew White.

P8—QUIET HARMONIES—Sunday, 1/4 hour. 10:45 PM—ED—WABC Network.

P9—FRED FEIBEL AT THE ORGAN—Sunday, 1/2 hour. M
 1:00 PM—ED 12:00 N—ES-CD 11:00 AM—CS 10:00 AM
 WABC WOKO WADC WHEC KFAB WISN KLZ
 WAAB WORC WBT WLBW KMOX WMBD KVR
 WDRC WPG WCAO WQAM KOMA WMT
 WGR CFRB WDAE WSJS KTRH WODX
 WJAS WDBJ WSPD WCO WSBT
 WBO CKLW WDO WDTAQ
 WFBL WTAR WDSU WREC
 WGST

P10—IRMA GLEN—Thursday, 1/4 hour. 10:45 AM—ED—WJZ Network.

Q—MUSIC, PATTERN AND SONG

Q1—BLACKSTONE PLANTATION—Tuesday, 1/2 hour. Julia Sanderson, Frank Crumit Jack Shilkret. M
 8:00 PM—ED 7:00 PM—ES-CD
 WEAF WTAG WRC WTAM
 WEEI WJAR WWJ
 WSH WFL
 WGY WBEN
 WCAE

Q2—FRANK CRUMIT AND JULIA SANDERSON—Sunday, 1/2 hour. M
 5:30 PM—ED 4:30 PM—ES-CD 3:30 PM—CS
 WABC WOKO WADC WCAO KMBC WFBM
 WAAB WGR WHK CKOK WHAS KMOX
 WDRC WCAU WFBL WSPD WDSU KOMA
 WEAN WICC WCAH WJSV KFH KFAB
 WORC WWA WHEC
 WTAR

Q4—THE DXDL FEATURE—Wednesday, Friday, 1/4 hour. Dave Grant, Gordon Graham and Bunny Coughlin. M
 10:00 AM—ED 9:00 AM—ES-CD
 WABC WOKO WCAO WKRC
 WAAB WDRC WFBL
 WCAU WJAS
 WEAN

Q5—LES REIS AND ARTY DUNN—Monday, Tuesday, Thursday, Saturday 1/4 hour. M
 Assisted by Novelty Orchestra.
 9:45 AM—ED 8:45 AM—ES-CD 7:45 AM—CS
 WABC WJAS WADC WKBN KFAB WHAS
 WDRC WLBZ WBIG WLBW KFH WISN
 WEAN WOKO WBT WMBG KLRA WLAC
 WHP WORC WCAH WQAM KMBC WMBD
 WICC WPG WDAE WSJS KMOX WMT
 WIP CFRB WDBJ WSPD KOMA WODX
 WDO WWA WTRH WSBT
 WFEA CKLW KTRH WSFA
 WHEC WTAR KTSB WPAQ
 WHK WBBM WDSU WREC
 WJSV WGST

Q6—BILL AND GINGER—Mon., Wed., Fri. 1/4 hour. M
 10:15 AM—ED 9:15 AM—ES-CD
 WABC WJAS WFBL WJSV
 WEAN WKBW
 WIP

Q7—TUNE DETECTIVE, SIGMUND SPAETH—Tuesday, 1/4 hour. M
 9:30 PM—ED 8:30 PM—ES-CD 7:30 PM—CS
 WJZ KDKA WBAL WCKY KWCR KWK
 CFCF WJR WSYR KOIL
 WMAQ

Q8—MARION AND JIM JORDAN—Wed. 1/4 hour. 11:15 AM—ED—WJZ Network. M
 Also Saturday and Tuesday, 12:00 N—ED—WJZ Network.

Q10—SMILING ED McCONNELL—Sunday, 1/4 hour. P
 2:06 PM—ED 1:00 PM—ES-CD 12:00 PM—CS 11:00 PM
 WABC WNAC WBBM WKRC KMBC WHAS
 WGR WJAS WFBL WOWO KMOX
 WCAU WEAN WJSV WCO
 WOKO WHK

Q11—MARTHA AND HAL—Mon., Wed., Fri. 1/4 hour. 8:00 AM—ED—WJZ Network. M

Q12—CLAIRE WILSON AND GRANT ALLEN—Thursday and Friday, 1/4 hour. 2:30 PM—ED—WEAF Network. M

Q15—GOLDY AND DUSTY AND THE SILVER DUST TWINS—Mon., Tues., Wed., Thurs. and Fri. 1/4 hour. M
 9:15 AM—ED 8:15 AM—ES-CD
 WABC WOKO WFBL WHEC
 WGR WDRC WWA
 WCAU WJAS
 WHP WORC

R—MUSIC—POPULAR

(See also Dance and Variety Music and Pattern and Song)

R1—MILDRED BAILEY—Wednesday and Friday, 1/4 hour. M
 7:00 PM—ED 6:00 PM—ES-CD 5:00 PM—CS 4:00 PM
 WABC WLBZ WBIG WLBW KFH WHAS
 WDRC WOKO WBT WMBG KMBC WISN
 WEAN WORC WDBJ WQAM KOMA WLAC
 WGR CFRB WDBO WSJS KTSB WMT
 WJAS WNAC WFBL WSPD WACO WODX
 WFEA CKLW WBRC WSFA
 WKBN WDSU WREC
 WGST

R2—ALBERT BARTLETT, THE TANGD KING—Sunday, 1/4 hour. 2:15 PM—ED—WABC Network. M

R3—BETTY BARTHELL, SONGS—Thursday, 1/4 hour. M
 6:30 PM—ED 5:30 PM—ES-CD 4:30 PM—CS
 WABC WAAB WFBL WFEA WGST WODX
 WDRC WLBZ WCAH WBT WSFA WLAC
 WORC WBBM WOWO

R4—GENE ARNDL AND THE COMMDDDRES—1/4 hour. M
 Monday and Thursday at 12 Noon.
 12:00 N—ED 11:00 AM—ES-CD 10:00 AM—CS
 WJZ WBZ WBAL WJR KSO WFAA
 KDKA WBZA WCKY WMAL KWCR WREN
 WGR WSYR KWK
 WHAM
 Also 1/4 hour Sunday, 2:00 PM—ED—Wed. and Fri. 12:00 N—ED—WEAF Network.

R5—THE CAPTIVATORS—Monday, 1/4 hour. 2:30 PM—ED—WABC Network. M

R6—CHARLES CARLILE—Tuesday, 1/4 hour. 11:15 PM—ED—WABC Network. M

R7—WILL DORNE ORCHESTRA—Mon., Wed., Fri. 1/4 hr. Pedro De Corboda, "The Friendly Philosopher" M
 10:45 AM—ED 10:45 AM—ES-CD 9:45 AM—CS
 WABC WOKO WCAO WHK KMBC WHAS
 WNAC WGR WFBL WJSV KMOX WGST
 WEAN WCAH WBT KRDL WCO
 WTAR WMBG
 WBBM WOWO

R9—EVAN EVANS, DO RE MI, FREDDIE RICH'S ORCHESTRA M
 Thursday, 1/2 hour. 7:00 PM—ES-CD 6:00 PM—CS 5:00 PM
 8:00 PM—ED
 WABC WOKO WADC WCAO WFBM WGST
 WNAC WGR WHK CKOK WDO WREC
 WDRC WCAU WFBL WSPD WSFA WLAC
 WJAS WEAN WCAH WLBW WDSU KRDL
 WPG WLBZ WHEC WWA KTRH KLRA
 WHP CFRB WKBN WBIG KTSB WBBW
 WQAM WDO WDBJ WTOC KFH WTAQ
 WDAE WSJS WISN WMT

R10—AN EVENING IN PARIS—Monday, 1/2 hour. Mary McCoy. M P
 9:30 PM—ED 8:30 PM—ES-CD 7:30 PM—CS 6:30 PM 5:30 PM
 WABC WNAC WCAO WGN KMBC KMOX KLZ KHJ
 WCAU WJAS WHK CKOK WGST WDSU KSL KOIN
 WEAN WJSV WCAO WCO KOMA WCO KGB
 KFRC
 KOL
 KFPY

R14—HDT FROM HOLLYWOOD—Monday, Tuesday, Wednesday, 1/4 hour. M
 8:45 PM—ED 7:45 PM—ES-CD 6:45 PM—CS
 WABC WOKO WADC WCAO KMBC WFBM
 WNAC WGR WGN WKRC WHAS KMOX
 WDRC WCAU WHK CKOK WCO
 WJAS WEAN WFBL WSPD
 WJSV

R15—ARLENE JACKSON—Friday, 1/4 hour. M P
 5:00 PM—ED 4:00 PM—ES-CD 3:00 PM—CS 2:00 PM 1:00 PM
 WEAF WTAG WTAM WSAI WBA KSTP KOA KGO
 WGY WBEN WIS WJAX WDAY WSM KDYL KFI
 WIOD WAPI WSB KWG
 WMC WSMB WTKY KPRC KOMO
 KTBS WOAI KHQ

R16—KEENAN AND PHILLIPS—Thursday, 1/4 hour. 11:45 AM—ED—WABC Network. M

R17—LA PALINA—Monday, Tuesday, Wednesday, 1/4 hour. Kate Smith. M
 8:30 PM—ED 7:30 PM—ES-CD 6:30 PM—ES
 WABC WOKO WADC WCAO KMBC WFBM
 WGR WCAU WGN WKRC WHAS KMOX
 WJAS WHK CKLW WMT WCO
 WOWO WFBL KFAB
 WSPD WJSV
 WHEC WKBN

R18—LITTLE JACK LITTLE—Mon., Tues., Wed., Thurs., Fri., 1/4 hour. M
 9:00 AM—ED 8:00 AM—ES-CD 7:00 AM—CS
 WABC WOKO WADC WCAO KMBC WFBM
 WAAB WGR WHK CKOK WMBD WGST
 WDRC WIP WCAH WFEA WDO WREC
 WJAS WEAN WLBW WWA WSFA WLAC
 WPG WLBZ WBIG WDBJ WDSU KRDL
 WHP WORC WTOC WSJS KTRH KLRA
 CFRB WTAQ WISN
 WSBT WMT

Wednesday, 1/4 hour. M P
 11:15 PM—ED 10:15 PM—ES-CD 9:15 PM—CS 8:15 PM 7:15 PM
 WABC WOKO WCAO WHK KMBC WFBM KVR
 WAAB WKBW CKOK WFBL WMBD WGST KLZ
 WDRC WCAU WSPD WFEA WBRC WDO
 WJAS WEAN WLBW WTR WREC WODX
 WPG WLBZ WMBG WQAM WLAC WDSU
 WICC WHP WDBO WSJS KTRH WBBW
 WORC CFRB WCO WMT
Friday, 1/4 hour. 10:30 PM—ED—Same network

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific. SEE NOTE PAGE 27

RADIO FAN-FARE PROGRAM FINDER

R—MUSIC—POPULAR (Continued)

R19—YEASTDAMERS—Sunday. ½ hour.
Jan Garber and His Orchestra

2:30 PM—ED	1:30 PM—ES-CD	12:30 PM—CS	M	P
WJZ WBZ WBZA KDKA	WBAL WHAM WJAR WJR WLW WRVA WPTF WVNC WIS WIOD WFLA WJAX WSYR WMAL KYW	KWK WREN KOIL WTMJ WIBA KSTP WEBC WDAY KFYR WSM WSB WAPI WJDX WSMB KTHS KVOO KWCR WOAI WFAA WMC KSO KTBS	11:30 AM KOA KGIR KDYL KGHL	10:30 AM KTAR KFS KGW KGO KFI KOMO KHQ

R21—EVERETT MARSHALL—AL MITCHELL'S ORCHESTRA—Mon., Wed., ¼ hour

7:15 PM—ED	6:15 PM—ES-CD	9:15 PM—CS	M	P
WJZ WBZ WBZA KDKA	WBAL WMAL WJR WSYR WCKY 10:15 PM KYW	KWK KWCR KGO KOLL WREN WBA KSTP WEBC WMC WDAY KFYR WSB WJDX WSMB WKY KPRC KTHS WOAI WTMJ WFAA	8:15 PM KDYL	7:15 PM KGO KFI KGW KOMO KHQ

R23—THE HAPPY WNDER BAKERS—Mon., Wed. and Fri. ¼ hour

6:30 PM—ED	5:30 PM—ES-CD
WABC WDRS WAAB WORC WICC WKBW WMAS	WHEC

R24—THE MERRYMAKERS—Monday. ¼ hour. 10:30 AM—ED—WABC Network.
Fred Berrens, Conductor.

R25—GERTRUDE NIESEN—Sunday. ¼ hour.

7:45 PM—ED	6:45 PM—ES-CD	5:45 PM—CS	M
WABC WJAS WCAU WOKO WDRS WORC WGR WNAC	WADC WHEC WBT WJSV WCAO WKBN WDAE WLBW WDBJ WQAM WDBO WSJS WFBL WSPD WFEA CKLW	KFH WDSU KMBC WFBM KMOX WGST KOMA WISN KTRH WLAC WACO WODX WBRC WSBT WCCO WSFA WDOD WTAQ	4:45 PM KVOR

Saturday ¼ hour 10:45 PM—ED—WABC Network
Freddie Rich's Orchestra

R27—WILLIAM O'NEAL—Monday. ¼ hour. 11:15 PM—ED—WABC Network.

R32—SINGIN' SAM THE BARBASOL MAN—Monday. ¼ hour.

8:00 PM—ED	7:00 PM—ES-CD	6:00 PM—CS
WABC WOKO WNAC WGR WDRS WCAU WJAS WEAN	WADC WCAO WGN WKRC WHK CKOK WFBL WSPD WJSV	KMBC WFBM KMOX WCCO

R33—THE STREET SINGER—Monday, Wednesday, Friday. ¼ hour.

9:15 PM—ED	8:15 PM—ES-CD	7:15 PM—CS	M	P
WABC WGR WCAU WJAS WDRS WOKO WEAN WNAC	WADC WKRC WBT WSPD WCAO CKLW WFBL WGN WHK WOWO WJSV	KMBC WFBM KMOX WHAS KRLD KJH KOLN KOL KVI	6:15 PM KSL	5:15 PM KPPY KFRS KGB KJH KOLN KOL KVI

R37—MARK WARNDW'S NOVELTY DRCESTRA—Wednesday. ½ hour.

2:45 PM—ED	1:45 PM—ES-CD	12:45 PM—CS	M	P
WABC WLBZ WCAU WOKO WDRS WORC WEAN WPG WGR CFRB WICC WNAC WJAS	WADC WHK WBIG WJSV WBT WLBW WCAO WMBG WDAE WQAM WDBJ WSJS WDBO WSPD WFBL WVVV WFEA CKLW WHEC WTR	KFH WFBM KLRA WGST KOMA WISN KTRH WLAC KTSB WODX WBRC WSBT WCCO WSFA WDOD WTAQ WDSU WREC	11:45 AM KSL	11:45 AM KSL KFRS KGB KJH KOLN KOL KVI

Saturday. ½ hour. 4:15 PM—ED—Same Stations.

R39—JOHNNY MARVIN—Monday, Tuesday, Wednesday, Thursday, Friday, Saturday ¼ hour. 12:00 N—ED—WEAF Network.

R40—MANHATTAN MERRY-GD-RDUND—Sunday. ½ hour. Jean Sargent, David Percy, Gene Rodemich.

9:00 PM—ED	8:00 PM—ES-CD	7:00 PM—CS
WEAF WJAR WGY WTIC	WFRB WWJ WSAI WRC WENR	KSD WOW WDAF WOC WHO

R41—DDLPH MARTIN'S DRCESTRA—Mon., Wed., Fri. ¼ hour. The Travelers Quartet.

7:30 PM—ED	6:30 PM—ES-CD
WABC WOKO WNAC WGR WDRS WCAU WJAS WEAN WLBZ WHP WORC	WCAO WFBL WJSV WFEA WHEC

R42—MELDDY PARADE—Tuesday. ¼ hour. 10:45 AM—ED—WABC Network.
Vincent Sorey Conductor

R43—PHIL REGAN, TENDR—Thursday. ¼ hour. 11:15 PM—ED WABC Network.

S—MUSIC—RELIGIOUS

(See also Organ Music)

S1—MID WEEK HYMN SING—Tuesday. ¼ hour.

6:30 PM—ED	5:30 PM—ES-CD	4:30 PM—CS	M	P
WEAF WTAG WGY	WIS WSAI WWJ WWNC WMAQ	WDAF KSD KFYR WVOO WSB WOAI WIBA KTBS KTHS WJDX WOW	3:30 PM KGIR	2:30 PM KGO KGW KFS KTAR KHQ

S3—OLD SDNGS DF THE CHURCH—Thursday. ¼ hour.
Kathryn Palmer, Soprano; Joyce Allmand, Contralto; Richard Dennis, Tenor; Lowell Patton, Organist; Arthur Billings Hunt, Basso an J Director.

6:30 PM—ED	5:30 PM—ES-CD	4:30 PM—CS
WJZ	WSYR	KWK KWCR WREN

S5—SALT LAKE TABERNACLE CHDIR AND DRGAN—Sunday. 1 hour.

11:30 AM—ED	10:30 AM—ES-CD	9:30 AM—CS	M	P
WOKO WPG WLBZ WHP	WCAO CKOK WFBL WSPD WFEA WLBW WKBN WDBJ WTOC WQAM WDBO	KMBC WMBD WGST WDOO WREC WLAC WDSU KRLD KTRH WLBW WACO KFH WTAQ WKBH KFAB WCCO WSBT WMT	8:30 AM KVOR KLZ KSL	7:30 AM KHJ KON KGB KFRS KOL KFPY

WABC added at 11:45 AM—ED—for ¼ hour.

S6—CATHEDRAL HDUR—Sunday. 1 hour.
Channon Collinge, Conductor.

4:00 PM—ED	3:00 PM—ES-CD	2:00 PM—CS	M	P
WABC WJAS WCAU WOKO WDRS WORC WEAN WPG WGR CFRB WICC WNAC	WADC WJSV WBT WKBN WCAO WLBW WDAE WMBG WDBJ WQAM WDBO WSJS WFBL WSPD WFEA CKLW WHEC WTR	KFAB WDSU KFH WFBM KLRA WGST KMBC WISN KMOX WLAC KOMA WMBD KRLD WMT KTRH WODX WACO WSBT WBRC WSFA WCCO WTAQ WDOD WREC	1:00 PM KLZ	

T—MUSIC—STANDARD & FOLK

T1—AMERICAN ALBUM FAMILIAR MUSIC—Sunday. ½ hour. Gus Haenschen Frank Munn, Elizabeth Lenox, Dhan and Arden, Bertrand Hirsch.

9:30 PM—ED	9:30 PM—ES-CD	7:30 PM—CS	M	P
WEAF WCSH WJAR WTAG WFI WGY WBEN WCAE WEEI	WCKY WFBR WRC WTAM WWJ WSAI WIOD WFLA WRVA WJAX WENR WPTF	KSD WOC WHO WOW WSM WMC WSB WOAI WJDX KTHS WFAA WKY KPRC WSMB WAPI WTMJ KSTP WDAF	6:30 PM KOA KDYL	5:30 PM KGO KOMO KFI KGW KHQ

T2—ARCADIANS—Friday. ½ hour. 4:30 PM—ED—WJZ Network. Ruth Kelly Bello.

T3—RHDDA ARNDLD AND CHARLES CARLILE DUETS—Sunday. ½ hour. 11:00 AM—ED—WABC Network.

T4—FERDE GROFE'S DRCESTRA WITH CONRAD THIEBAULT—Mon. ¼ hour.

8:45 PM—ED	7:45 PM—ES-CD	6:45 PM—CS
WEAF WTIC WTAG WEEI WJAR WCSH WLIT WGY WBEN WCAE	WRC WTAM WWJ WLW	WTMJ

Wednesday, Saturday. ¼ hour.

9:00 PM—ED	8:00 PM—ES-CD	7:00 PM—CS	M	P
WEAF WTAG WJAR WCSH WGY WFI WCAE WEEI WBEN	WWJ WTAM WRC WLW	WMAQ KSTP WTMJ	6:00 PM KSD	5:00 PM WDAF

T5—CHASE & SANBDNR TEA PROGRAM—Wednesday. ½ hour. Fanny Brice, George Disen.

8:00 PM—ED	7:00 PM—ES-CD	6:00 PM—CS
WEAF WTIC WTAG WEEI WJAR WCSH WLIT WGY WBEN WCAE	WFBM WRC WTAM WWJ WSAI WCKY WLS	KSD WOW WDAF WOC WHO

T6—CDLUMBIA ARTISTS, RECITAL—Tuesday. ¼ hour.

3:00 PM—ED	2:00 PM—ES-CD	1:00 PM—CS	M	P
WABC WOKO WCAU WORC WDRS WPG WGR CFRB WJAS	WADC WHK WBT WJSV WCAO WLBW WDAE WMBG WDBJ WQAM WDBO WSJS WFBL WSPD WFEA CKLW WHEC WTR	KFAB WDOO KFH WDSU KLRA WFBM KMBC WGST KMOX WISN KOMA WLAC KRLD WODX KTRH WSBT WACO WSFA WBCR WTAQ WCCO WREC	12:00 N KSL KVOR	

Monday. ½ hour. 4:30 PM—ED—WABC Network.
Wednesday. ¼ hour. 2:30 PM—ED—WABC Network.

T7—CDLUMBIA SALON ORCHESTRA—Monday. ½ hour. 3:30 PM—ED—WABC Network.
Friday. ¼ hour. 3:00 PM—ED—WABC Network.

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific.
SEE NOTE PAGE 27

RADIO FAN-FARE PROGRAM FINDER

T—MUSIC—STANDARD & FOLK (Continued)

T8—CONCERT MINIATURES—Monday, Tuesday, Wednesday, Thursday, Friday. ½ hour. Emery Deutsch.

12:30 PM—ED WABC WOKO WGR WIP WJAS WEAN WPG WLBZ WHP CFRB	11:30 AM—ES-CD WADC WCAO WBBM CKOK WFBL WSPD WJSV WCAH WFEA WLBW WHEC WVA WBG WTCO WQAM WDBO WDAE WSJS	10:30 AM—CS KMBC KMOX WGST WODD WREC WSFA WLAC WDSU KTRH WIBW WACO KFH WTAQ WISN WSBT WMT	9:30 AM KVOR KLZ KSL
---	--	--	--------------------------------------

Saturday. ½ hour. Same stations as above. **11:30 AM—ED** **10:30 AM—ES-CD** **9:30 AM—CS** **8:30 AM**

T9—DANCING ECHOES—Saturday. ¼ hour. 2:00 PM—ED—WABC Network.

T10—EMERY DEUTSCH AND HIS ORCHESTRA—Sunday. ½ hour. 12:30 PM—ED—WABC Network.

T11—PHIL DUEY AND HIS FIRESIDE SONGS—Sunday. ¼ hour. 10:00 PM—ED—WJZ Network.

T15—TITO GUIZAR—Saturday. ¼ hour.

5:45 PM—ED WABC WOKO WAAB WGR WDRD WCAU WJAS WEAN WLBZ WORC CFRB	4:45 PM—ES-CD WCAO WHK CKOK WFBL WSPD WFEA WLBW WHEC WKBN WTAR WDBJ WMBG WTOC WQAM WDBO WSJS	3:45 PM—CS KMBC WGST WBRC WDOD WREC WSFA WLAC WDSU KRLD KTRH KTSa WACO KFH WTAQ WKBH KFAB WISN WMT	2:45 PM KVOR KLZ KSL	1:45 PM KHJ KOIN KGB KFRC KOL KFPY
---	---	--	--------------------------------------	---

Monday. ¼ hour. 9:45 PM—ED—WABC Network.

T16—GYPSY MUSIC MAKERS—Tuesday. ½ hour. 4:45 PM—ED—WABC Network.

T17—HOUSEHOLD MUSICAL MEMORIES—Tuesday. ½ hour. Edgar Guest, Josef Koestner, Alice Mock.

10:00 PM—ED WJZ WBZ WBZA KDKA	9:00 PM—ES-CD WHAM WSYR WJR WBAL WMAQ
--	---

T18—RAY HEATHERTON, BARITONE—Tuesday. ¼ hour. 7:45 PM—ED—WJZ Network.

T19—ITALIAN IDYLL—Saturday. ½ hour.

3:00 PM—ED WABC WOKO WAAB WGR WDRD WCAU WJAS WPG WLBZ WICC WHP WORC CFRB	2:00 PM—ES-CD WCAO WBBM WHK CKOK WFBL WSPD WFEA WLBW WDBJ WNBG WTOC WQAM WDBO WSJS	1:00 PM—CS KMBC WFBM WGST WBRC WDDO WREC WFSa WLAC WDSU KRLD KTRH KTSa WACO KFH WTAQ WKBH KFAB WISN WSBT WMT	12:00 N KVOR KSL	11:00 AM KHJ KOIN KGB KFRC KOL KFPY
--	--	---	-------------------------------	--

T20—RALPH KIRBERY—Tuesday, Wednesday, Thursday, Friday, Saturday. 5 Minutes. 12:00 Mid.—ED—WEAF Network.

T21—ANDRE KOSTELANETZ PRESENTS—Sunday. ½ hour.

Mary Eastman, Soprano; Male Chorus

9:30 PM—ED WABC WOKO WNAC WGR WDRD WJAS WEAN WLBZ WICC WHP WORC	8:30 PM—ES-CD WADC WCAO WBBM WHK CKOK WFBL WSPD WJSV WCAH WFEA WLBW WHEC WKBN WDBJ WDBO WDAE WSJS	7:30 PM—CS KMBC WFBM KMOX WGST WDDO WREC WFSa WLAC WDSU KRLD KTRH KLRA KTSa WIBW WISN WCOO WMT	6:30 PM KVOR KLZ KSL	5:30 PM KHJ KOIN KGB KFRC KOL KFPY
--	---	--	--------------------------------------	---

T22—JAMES MELTON, TENOR—Sunday. ¼ hour.

7:00 PM—ED WEAF WTAG WJAR WBN	6:00 PM—ES-CD WWJ WFBR WSAI WTAM WMAQ	5:00 PM—CS WDAF KSD
--	---	-------------------------------

Tuesday. ¼ hour.

6:45 PM—ED WEAF WTAG WFI WJAR	5:45 PM—ES-CD WRC WIS WFBR WSAI WMAQ	4:45 PM—CS WSM WSAI WOC WHO WOW KSD	3:45 PM KOA
--	--	---	-----------------------

Thursday. ¼ hour.

11:00 PM—ED WEAF CKGW WCAE WFI	10:00 PM—ES-CD WFBR WRC WWJ WCKY WTAM	9:00 PM—CS WOC WHO
---	---	------------------------------

T23—MORNING MOODS—Monday and Thursday. ¼ hr. 11:15 AM—ED—WABC Network. Vincent Sorey, Conductor.

T24—OLGA, COUNTESS ALBANI—Monday. ¼ hour.

7:30 PM—ED WEAF WTAG WCAE WJAR WBN	6:30 PM—ES-CD WFBR WIS WSAI WWNC WRC WJAX WMAQ	5:30 PM—CS WOC WHO WSM WSB WMC WOW	3:30 PM KGO KFSD KGW KOMO
--	---	--	--

Thursday. ¼ hour. 7:15 PM—ED—Same stations.

T25—RHYTHMIC SERENADE—Monday, Wednesday, Friday. ¼ hour. 12:45 PM—ED—WJZ Network. Josef Koestner's Orchestra, Mary Steele.

T26—DONALD NOVIS, TENOR; LEW WHITE, ORGAN—Sunday. ¼ hour.

11:15 PM—ED WEAF WGY WCAE WTAG WCSH WTIC WFI	10:15 PM—ES-CD WCKY WTAM WFBR WWJ WRC WENR WSAI	9:15 PM—CS WDAF
---	--	---------------------------

T—MUSIC—STANDARD & FOLK (Continued)

T28—GEORGE SCHERBAN'S RUSSIAN GYPSIES ORCHESTRA. Tuesday, ¼ hour.

6:30 PM—ED WABC WOKO WAAB WGR WDRD WIP WJAS WPG WLBZ WORC CFRB	5:30 PM—ES-CD WCAO WHK CKOK WFBL WSPD WFEA WLBW WHEC WKBN WTAR WMBG WTOC WQAM WSJS	4:30 PM—CS KMBC WGST WBRC WDOD WREC WODX WFSa WLAC WDSU KTRH WIBW WACO KPH WTAQ WKBH WISN WCOO WSBT WMT	3:30 PM KVOR KLZ KSL
---	--	--	--------------------------------------

T29—SOUTHLAND SKETCHES—Sunday. ½ hour. 10:00 AM—ED—WJZ Network. Southernaires, Homer Smith, Lowell Peters, Jay Tony, William Edmondson

T31—VASS FAMILY—Sat. ¼ hour. Seven South Carolina Children Singing.

9:15 AM—ED WEAF WEEI WJAR WTAG WGY WCAE WCSH WTIC	7:15 AM—CS KFYR KSD WOW KSTP
--	---

T32—THE BALLADEERS—Sunday. ½ hour. 9:00 AM—ED—WEAF Network.

T34—HIGHLIGHTS AND SHADOWS—Sunday. ½ hour. 10:15 PM—ED—WEAF Network.

T35—HOUR GLASS—Monday. 1 hour. 10:00 PM—ED—WJZ Network. Harold Sanford.

T36—MARY EASTMAN, SOPRANO

Tuesday. ¼ hour

8:00 PM—ED WABC WOKO WNAC WGR WDRD WCAU WJAS WEAN WPG WLBZ WHP WORC CFRB	7:00 PM—ES-CD WHK CKOK WFBL WSPD WFEA WLBW WHEC WKBN WTAR WDBJ WMBG WQAM WDBO WSJS	6:00 PM—CS KMBC WFBM WGST WBRC WDOD WREC WFSa WLAC WDSU KRLD KTRH WACO KFH WTAQ WKBH KFAB WISN	5:00 PM KVOR	4:00 PM KHJ KOIN KGB KFRC KOL KFPY
--	--	--	------------------------	---

T37—ORCHESTRAL GEMS—Sunday. ½ hour. 11:30 PM—ED—WEAF Network.

T38—RADIO RUBES—Sunday. ¼ hour. 11:00 AM—ED—WEAF Network.

U—MUSIC—SYMPHONY

U2—LIGHT OPERA GEMS—Tuesday. ½ hour.

Channon Collinge, Conductor.

10:45 PM—ED WABC WOKO WAAB WGR WDRD WJAS WEAN WLBZ WICC WHP WORC	9:45 PM—ES-CD WCAO WHK CKOK WFBL WSPD WFEA WLBW WHEC WTAR WDBJ WMBG WTOC WQAM WDBO WSJS	8:45 PM—CS KMBC WFBM WMBD WGST WBRC WDOD WREC WODX WLAC WDSU KTRH KTSa WIBW KFH WKBH WCOO WSBT WMT	7:45 PM KVOR	6:45 PM KHJ KOIN KGB KFRC KOL KFPY
---	--	--	------------------------	---

U3—SYMPHONIC HOUR—Sunday. 1 hour. 3:00 PM—ED—WABC Network.

U4—SYMPHONETTE—Sunday. ¼ hour. 4:15 PM—ED—WJZ Network. Cyril Pitts, Josef Koestner.

V—NEWS REPORTS

V1—BOAKE CARTER—Monday, Tuesday, Wednesday, Thursday, Friday. ¼ hour.

7:45 PM—ED WABC WNAC WGR WCAU WJAS	6:45 PM—ES-CD WCAO WBBM WHK CKOK WJSV WBT
--	---

V3—FLOYD GIBBONS THE WORLD'S FAIR REPORTER—Sun., Tues., Thur. ¼ hour.

8:45 PM—ED WJZ WBAZ KDKA WBZ	7:45 PM—ES-CD WBAL WMAL WGAR WSYR WHAM WLS WOR
--	---

V4—BACK OF NEWS IN WASHINGTON—Wednesday. ¼ hour.

6:30 PM—ED WEAF WBN WJAR	5:30 PM—ES-CD WFBR WCKY WNAC WIS WMAQ	4:30 PM—CS WJDX KSD WDAF KVOC WBA KTHS WOAI KTBS KFYR WECB WMC WAPI WSMB	3:30 PM KOA	2:30 PM KPO
---------------------------------------	---	--	-----------------------	-----------------------

V5—EDWIN C. HILL—"Human Side of News"

Monday, Tuesday, Wednesday. ¼ hour.

10:30 PM—ED WABC WOKO WAAB WKBW WDRD WJAS WEAN WPG WLBZ WICC WHP WORC CFRB	9:30 PM—ES-CD WADC WBBM WHK CKOK WFBL WSPD WJSV WCAH WFEA WLBW WHEC WKBN WBG WDBJ WTOC WQAM WDBO WDAE WSJS	8:30 PM—CS KMBC WFBM WMBD WGST WDDO WREC WLAC WDSU KTRH KLRA KTSa WIBW WISN WCOO WMT	7:30 PM KVOR KLZ	6:30 PM KHJ KOIN KGB KFRC KOL KFPY
--	---	---	-------------------------------	---

V6—JOHN B. KENNEDY—Thursday. 5 Minutes.

6:30 PM—ED WEAF WTAG WGY	5:30 PM—ES-CD WWJ WWNC WIS WSAI WCKY WMAQ	4:30 PM—CS WDAF WBA KFYR KSD KTBS WAPI WSMB WOAI KTHS WDAY WSB WOW	3:30 PM KOA	2:30 PM KECA KPO KFSD
---------------------------------------	---	---	-----------------------	---------------------------------------

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific. SEE NOTE PAGE 27

RADIO FAN-FARE PROGRAM FINDER

V-NEWS REPORTS (Continued)

V8-LOWELL THOMAS, TODAY'S NEWS-Mon., Tues., Wed., Thurs., Fri. 1/4 hour. 6:45 PM-ED 5:45 PM-ES-CD

V9-MERLE THORPE-Thursday, 1/4 hour. 7:45 PM-ED 6:45 PM-ES-CD 5:45 PM-CS 4:45 PM 3:45 PM

V10-INTERVIEW DN NATIDNAL AFFAIRS-Sunday, 1/4 hour. Col. Louis McHenry Howe and Walter Trumbull. 10:00 PM-ED 9:00 PM-ES-CD 8:00 PM-CS 7:00 PM 6:00 PM

V11-WDRLD TDDAY-Saturday, 1/4 hour. James G. McDonald. 7:45 PM-ED 6:45 PM-ES-CD 5:45 PM-CS

V12-WORLD ECDNDIC CONFERENCE FRDM LDNDN-Sunday, 1/4 hour. H. V. Kallenborn. 7:30 PM-ED 6:30 PM-ES-CD 5:30 PM-CS 4:30 PM

Also Tuesday and Thursday 1/4 hour 6:00 PM-ED-WABC Network Program scheduled for duration of World Economic Conference only

V13-ECNDMIC CDNFERENCE FROM LONDDN-Sunday, 1/4 hour. Wm. Hard. 2:15 PM-ED 1:15 PM-ES-CD 12:15 PM-CS 11:15 AM 10:15 AM

Also 1/4 hour Sunday, 7:15 PM-ED-and Friday 10:30 PM-ED-WJZ Network.

Wednesday, 1/4 hour. 9:15 PM-ED 8:15 PM-ES-CD 7:15 PM-CS 6:15 PM 5:15 PM

Also Monday, 1/4 hour, 8:30 PM-ED-WEAF Network. Program scheduled for duration of World Economic Conference only

W-RELIGIOUS SERVICES

W1-CATHLIC HOUR-Sunday, 1/2 hour. 6:00 PM-ED 5:00 PM-ES-CD 4:00 PM-CS 3:00 PM 2:00 PM

W4-ELDER MICHAUX AND CDNGREGATION-Saturday, 1/2 hour. 10:00 AM-ED 9:00 AM-ES-CD 8:00 AM-CS

W-RELIGIOUS SERVICES (Continued)

W5-THE RADID PULPIT-Sunday, 1/2 hour. Dr. Ralph W. Sockman. 8:30 PM-ED 2:30 PM-ES-CD 1:30 PM-CS 12:30 PM 11:30 AM

W6-MDRNING DEVDITDINS-Mon., Tues., Wed., Thurs., Fri., Sat, 1/4 hour, 9:00 AM -ED-WJZ Network. Kathryn Palmer, Joyce Allmand, Richard Dennis, Lowell Patton, Arthur Billings Hunt.

W7-THE WORLD OF RELIGIDN-Sunday, 1/2 hour. Dr. Stanley High. 5:00 PM-ED 4:00 PM-ES-CD 3:00 PM-CS 2:00 PM 1:00 PM

W8-SABBATH REVERIES-Sunday, 1/2 hour. 1:30 PM-ED-WJZ Network Dr. Charles L. Goodell

X-SKETCHES-DRAMATIC

X1-CAPTAIN DIAMDND'S ADVENTURES-Thursday, 1/2 hour. 8:00 PM-ED WJZ WBZ WJZ KDKA

X2-DEATH VALLEY DAYS-Thursday, 1/2 hour. Tim Frawley, Joseph Bell, Edwin W. Whitney, Joseph Bonime, Director. 9:00 PM-ED 8:00 PM-ES-CD 7:00 PM-CS

X3-CDLUMBIA DRAMATIC GUILD-Sunday, 1/2 hour. 8:00 PM-ED 7:00 PM-ES-CD 6:00 PM-CS 5:00 PM

X4-FAMDUS LDVES-Friday, 1/4 hour. Ulita Torgerson. 3:15 PM-ED 2:15 PM-ES-CD 1:15 PM-CS 12:15 PM

X5-THE FIRST NIGHTER-Friday, 1/4 Hour June Meredith, Don Ameche, Carlton Brickert, Cliff Soubier, Eric Sagerquist's Orchestra. 10:00 PM-ED 9:00 PM-ES-CD 8:00 PM-CS 7:00 PM 6:00 PM

X6-THE FDREIGN LEGIDN-Friday, 1/2 hour. 8:30 PM-ED 7:30 PM-ES-CD 6:30 PM-CS 5:30 PM 4:30 PM

X7-THE GDLDBERGS-Monday, Tuesday, Wednesday, Thursday, Friday, 1/4 hour. Gertrude Berg, James Waters.

7:45 PM-ED 6:45 PM-ES-CD 5:45 PM-CS WEA WTAG WRC WTAM WKY WFAA

X8-GREAT MDMENTS IN HISTDRY-Sunday, 1/2 hour. 7:30 PM-ED 6:30 PM-ES-CD 5:30 PM-CS 4:30 PM 3:30 PM

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED-Eastern Daylight, ES-CD-Eastern Standard, Central Daylight, CS-Central Standard, M-Mountain, P-Pacific. SEE NOTE PAGE 27

RADIO FAN-FARE PROGRAM FINDER

X—SKETCHES—DRAMATIC (Continued)

X9—JDHN HENRY—BLACK RIVER GIANT—Sunday and Thursday. ¼ hour.
 10:00 PM—ED 9:00 PM—ES-CD 8:00 PM—CS M
 WABC WJAS WADC WHK KLRA WDSU 7:00 PM
 WAAB WKBW WBT WJSV KMBC WFBM KLZ
 WCAU WOKO WCAO WKBW KMOX WGST KVOR
 WDRC WORC WDAE WLBW KOMA WISN
 WICC WPG WDBJ WQAM KRLL WLAC
 WDBO WSJS WMT KTRH WMT
 WFBL WSPD WBRW WODX
 WFEA CKLW WBCO WREX
 WHEC WTAR WCCO WBBM

X10—JUST PLAIN BILL—Monday, Tuesday, Wednesday, Thursday, Friday. ¼ hour.
 6:45 PM—ED 5:45 PM—ES-CD
 WABC WAAB WCAO WHK
 WKBW WCAU CKOK WJSV

X11—LIVES AT STAKE—Tuesday. ½ hour.
 10:00 PM—ED 9:00 PM—ES-CD 8:00 PM—CS M P
 WFAF WEEI WFBR WENR WKY KPRC KDYL KFI
 WCSH WTAG WRC WWTM KTHS WHO KOA KOMO
 WJAR WFT WOI WAPI WOAI WAPI KGO
 WBEN WGY WMC WBAP WMC WBAP KGW
 KTHS WOC KHQ
 WDAF KSD

X13—MARIE, THE LITTLE FRENCH PRINCESS—Tues., Wed., Thurs., Fri. ¼ hr.
 Ruth Yorke and James Meighan M P
 1:00 PM—ED 12:00 N—ES-CD 11:00 AM—CS 10:00 AM 9:00 AM
 WABC WGR WKRC WBBM KMBC WCCO KLZ KFPY
 WCAU WNAC CKLW KMOX KSL KFRK
 KGB
 KHJ
 KOIN
 KOL
 KVI

X15—SOCDNYLAND SKETCHES—Monday. ½ hour.
 8:00 PM—ED
 WFAF WTIC
 WTAG WEEI
 WJAR WCSH
 WGY WBEN

X16—SUNDAY AT SETH PARKERS Sunday. ½ hour.
 10:45 PM—ED 9:45 PM—ES-CD 8:45 PM—CS M P
 WFAF WJAR WFBR WRC WOC WHO 7:45 PM 6:45 PM
 WCSH WFL WTAM WWJ WTMJ WIBA KOA KGO
 WGY WBEN WSAI WRVA WDAF WDAF KGH
 WCAE CFCE WIS WJAX WDMY WBC WBCO
 CKGW WTAG WIOD WFLA WSB WMC WMC WMC
 WEEI WWCN WCKY WBDX WOI WBDX WOI
 KYW KTHS KPRC KTHS WBAP KOMO

X17—ROSES AND DRUMS—Sunday. ½ hour. M
 6:30 PM—ED 5:30 PM—ES-CD 4:30 PM—CS 3:30 PM
 WABC WGR WADC WJSV KFAB KTSR KLZ
 WAAB WJAS WBT WKRC KLRA WBRW
 WCAO CKLW WCAO CKLW KMBC WCCO
 WHK WBBM WHK WBBM KMOX WDSU
 KOMA WGST
 KRLL WHAS
 KTRH WREC

X18—WAYFARING MEN—Tues., Thurs. ¼ hour. M
 9:00 PM—ED 8:00 PM—ES-CD 7:00 PM—CS 6:00 PM
 WABC WKBW WADC WJSV KFAB WDOD KVOR
 WCAU WOKO WBT WKBW KFH WDSU
 WDRC WORC WCAO WLBW KLRA WFBM
 WEAN CFRB WDAE WMBG KMBC WGST
 WICC WNAC WDBO WQAM KMOX WISN
 WJAS WFBL WSJS KOMA WLAC
 WFEA WSPD KRLL WSFA
 WHEC CKLW WBRW WTAQ
 WHK WTAR WCCO WREX
 WFBM

X19—TRIPLE BAR X DAYS AND NIGHTS—Saturday. ½ hour. M
 9:45 PM—ED 8:45 PM—ES-CD 7:45 PM—CS 6:45 PM
 WABC WICC WADC WHK KFAB WGST KLZ
 WAAB WJAS WBIG WJSV KFH WHAS KSL
 WCAU WLBZ WBT WLBW KLRA WIBW KVOR
 WDRC WOKO WCAH WMBG KMBC WISN
 WEAN WORC WCAO WQAM KMOX WLAC
 WHP CFRB WDAE WSJS KOMA WMBD
 WDBJ WSPD KRLL WMT
 WDBO WWVA KTRH WODX
 WFBL CKLW KTHS WSFA
 WFEA WTAR WCCO WTAQ
 WHEC WDSU WREX
 WFBM

X20—JACK DEMPSEY'S GYMNASIUM—Tuesday, Thursday, Saturday. ¼ hour.
 7:30 PM—ED 6:30 PM—ES-CD
 WABC WKBW WCAO WKRC
 WCAU CFRB WHK

X21—BUCK RDGERS IN THE YEAR 2433—Mon., Tue., Wed., Thurs., Fri. ¼ hour.
 7:15 PM—ED 6:15 PM—ES-CD 5:15 PM—CS
 WABC WNAC WBBM WHK WHAS KMOX
 WGR WCAU CKOK WCCO

X22—THE MAGIC VOICE—Tuesday, Saturday. ¼ hour.
 Elsie Hitz, Nick Dawson.
 8:15 PM—ED 7:15 PM—ES-CD 6:15 PM—CS
 WABC WOKO WADC WCAO KMBC WFBM
 WNAC WGR WGN WKRC WHAS KMOX
 WDRC WCAU WHK CKOK KRLL
 WJAS WEAN WFBL WSPD
 WJSV WBT

X—SKETCHES—DRAMATIC (Continued)

X23—VIC AND SADE—Mon., Tue., Wed., Thurs., Fri., Sat. ¼ hr. 1:00 PM—ED—
 WJZ Network. Van Harvey, Bernadine Flynn.

Y—SKETCHES—Detective and Mystery

Y2—END CRIME CLUES—Tues. and Wed. ½ hour. Edward Reese, Georgia Backus.
 8:00 PM—ED 7:00 PM—ES-CD
 WJZ WBZ WHAM WGAR
 WBZA KDKA WBAL WLW
 WJR WMAL
 WMAQ

Y5—DRANGE LANTERN—Sunday. ½ hour.
 10:45 PM—ED 9:45 PM—ES-CD 8:45 PM—CS
 WJZ WBAL WHAM KSWR WREN
 WGAR WSYS KWK KSO
 WJR WMAL KOLL
 WMAQ

Y6—"K-7"—Saturday. ½ hour.
 9:30 PM—ED 8:30 PM—ES-CD 7:30 PM—CS
 WFAF WTAG WRC WFBR KSD WOC
 WEEI WCSH WTAM WSAI WHO WOW
 WJAR WFI WWJ WMAQ WDAF
 WGY WBEN
 WCAE

Z—HUMOROUS SKETCHES

Z1—AMOS 'N' ANDY—Mon., Tues., Wed., Thurs., Fri. ¼ hour. M P
 7:00 PM—ED 6:00 PM—ES-CD 9:00 PM—CS 8:00 PM 7:00 PM
 WJZ WBZ WLW WCKY KWK WREN KOA KHQ
 WBZA KDKA WMAL WRVA WDAF KOIL KDYL KGO
 CKGW WPTF WFLA WTMJ KSTP KFI
 WIOD WJR WSM WMC KGW
 WGAR WHAM WSB WMBM KOMO
 KTHS WBAP
 WOI
 10:00 PM—CD
 WMAQ WENR WKY

Z2—BETTY AND BOB—Monday, Tuesday, Wednesday, Thursday, Friday. ¼ hour.
 3:00 PM—ED 2:00 PM—ES-CD 1:00 PM—CS
 WJZ WBZ WBAL WGAR KWK KOIL
 WBZA KDKA WJR WLW
 WHAM WLS

Z5—CLARA, LU 'N' EM—Monday, Tuesday, Wednesday, Thursday, Friday. ¼ hour.
 Louise Starky, Isabelle Carothers, Helen King. M
 10:15 AM—ED 9:15 AM—ES-CD 8:15 AM—CS 7:15 AM
 WJZ WBZ WBAL WGAR KWK WREN KDYL
 WBZA KDKA WJR WCKY KOIL WTMJ KOA
 WRVA WPTF WIBA WBCB
 WWNC WIS WDAY KFYR
 WJAX WIOD WSM WSB
 WFLA WHAM WAPI WSBM
 WGN WFLA WHAM WAPI WSBM
 WJDX KVOO
 KPRC WOI
 WKY WBAP
 KSTP

Z6—CUCKDD PRDGRAM—Saturday. ½ hour. Raymond Knight, Robert Armbruster.
 7:30 PM—ED 6:30 PM—ES-CD
 WJZ KDKA WBAL WHAM
 WGAR WCKY
 WIS WJAX
 WIOD WWNC
 WRVA WFLA
 WSYS KYW

Z8—HDRSE SENSE PHILDSOPHY—Sunday. ¼ hour. Andrew F. Kelly.
 7:15 PM—ED 6:15 PM—ES-DC 5:15 PM—CS
 WFAF WEEI WRC WTAM WDAF WOC
 WJAR WLIT WWJ WMAQ WHO
 WGY

Z14—POTASH AND PERLMUTTER—Monday and Wednesday. ¼ hour. 8:30 PM—
 ED—WJZ Network.

BB—TRAVEL

BB3—SEEING THE DTHR AMERICAS—Sun. ¼ hour. Edward Tomlinson.
 12:15 PM—ED 11:15 AM—ES-CD 10:15 AM—CS
 WFAF WCSH WSAI WTAM WOC WDAF
 WFI WTAG WWJ WCKY WHO
 WGY WJAR

DD—VARIETY SHOWS

DD1—BEST FODDS MUSICAL GRDCERY STDR—Friday.
 ½ hour. Tom Howard, Jeannie Lang, Herbert Polesie,
 The Singing Clerks, Harry Salter's Orchestra. M 7:30 PM
 9:00 PM—ED 8:00 PM—ES-CD 7:00 PM—CS 8:30 PM
 WFAF WTIC WFBR WRC KSD WDAF KDYL
 WTAG WEEI WTAM WWJ WDAF KOA
 WJAR WCSH WMAQ
 WGY WBEN
 WLIT

DD2—CHASE & SANBDRN HDUR Sunday. 1 hour M P
 Bert Lahr, Lee Sims, Ilomay 5:00 PM 4:00 PM
 Bailey, Rubinoff Orchestra. KOA
 8:00 PM—ED 7:00 PM—ES-CD
 WFAF WTIC WTAM WWJ WDAY WFCB
 WTAG WBEN WLW WWNC WWNC KPRC
 WCAE CFCE WIS WIOD WKY WMC
 CKGW WJAR WFLA WPTF WJDX WSBM
 WCSH WGY WFBR WRC KVOO WFAA
 WMAQ WOI WSM
 WOW

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific.
 SEE NOTE PAGE 27

RADIO FAN-FARE PROGRAM FINDER

DD—VARIETY SHOWS (Continued)

DD3—CHEVROLET PROGRAM—Fri. ½ hr.				M	P
Jack Benny, Mary Livingstone, James Melton, Frank Black and his Orchestra				7:00 PM	6:00 PM
10:00 PM—ED		9:00 PM—ES-CD			
WEAF	WTIC	WFBR	WRC	KSD	WOC
WTAG	WLIT	WWJ	WTAM	WHO	WOW
WGY	WBEN	WIS	WRVA	WDAF	WTMJ
WCAE	WCSH	WWNC	WIOD	WIBA	WSM
WEEL	WJAR	WFLA	WJAX	WMC	WSB
		WLW	WENR	WJDX	WSMB
				KTBS	KVOO
				WKY	KTHS
				WFAA	KPRC
				WOAI	WPEC
				WDAY	KFYR

DD4—CHICAGO VARIETY PROGRAM—Sun. ½ hr. 8:30 PM—ED—WABC Network.

DD5—CLICQUOT CLUB ESKIMOS—Mon. ½ hr. "Rosey" Rowswell and Harry Reser.			
8:00 PM—ED		7:00 PM—ES-CD	
WJZ	WBZ	WBAL	WHAM
WBZA	KDKA	WGAR	WCKY
		WMAL	WLS

DD6—COLUMBIA REVUE—Sunday. ½ hour. M

10:15 PM—ED		9:15 PM—ES-CD		8:15 PM—CS		7:15 PM	
WABC	WJAS	WADC	WJSV	KLRA	WFBM	KLZ	KVOR
WAAB	WKBW	WBT	WKBN	KMBC	WGST		
WCAU	WOKO	WCAO	WLBW	KMOX	WISN		
WDRG	WORC	WDAE	WQAM	KRLD	WLAC		
WICC	WPG	WDBJ	WSJS	KTRH	WMBD		
		WDBO	WSPD	WBRG	WMT		
		WFBL	CKLW	WCCO	WODX		
		WFEA	WTAR	WDOO	WREC		
		WHEC	WBBM				

Friday, ½ hour. 9:30 PM—ED—Same Stations.

DD8—HARRISBURG VARIETY SHOW—Sunday. ½ hour.

10:30 AM—ED		9:30 AM—ES-CD		8:30 PM—CS	
WABC	WOKO	WADC	WHK	KLRA	WGST
WCAU	WORC	WCAO	WJSV	KMBC	WISN
WDRG	WPG	WDAE	WKBN	KOMA	WLAC
WEAN	CFRB	WDBJ	WLBW	KRLD	WMBD
WJAS		WDBO	WSJS	WCCO	WMT
		WFBL	WSPD	WDOO	WSFA
		WFEA	CKLW	WDSU	WTAQ
		WHEC	WBBM	WFBM	WREC

DD9—THE GRAB BAG—Fri. ½ hr. Helen Mors, Brooks and Ross, Billy White, Freddy Rose, Westphal's Orchestra

4:00 PM—ED		3:00 PM—ES-CD		2:00 PM—CS		1:00 PM		12:00 N	
WABC	WOKO	WADC	WCAO	KMBC	WGST	KVOR	KHJ		
WNAC	WGR	WBBM	CKOK	WDOO	WREC	KLZ	KOIN		
WDRG	WIP	WHK	WJSV	WSFA	WLAC	KSL	KGW		
WJAS	WEAN	WSPD	WFEA	WDSU	KRLD		KFCR		
WPG	WLBZ	WCAH	WWVA	KTRH	KLRA		KOL		
WICC	WORC	WLBW	WBIG	KTSA	WIBW		KFPY		
CFRB		WKBN	WTOC	WACO	KFH				
		WDBJ	WDBO	WTAQ	KFAB				
		WQAM	WSJS	WISN	WSBT				
		WDAE		WMT					

DD10—KALTENMEYER'S KINDERGARTEN—Sat. ½ hr. Bruce Kamman, Marion and Jim Jordan, Song Fellows, Merrill Fugit, Johnny Wolf, Loretta Poynton, Don Mangano.

8:30 PM—ED		7:30 PM—ES-CD		6:30 PM—CS	
WJZ	WBZ	WBAL	WMAL	KYW	KWK
WBZA	CKGW	WSYR	WHAM	KWCR	KSO
CFCF	KDKA	WCKY		KOIL	WREN

DD11—FLEISCHMANN HOUR—Thurs.

1 hr. Rudy Vallee, Connecticut Yankees.				M	P
8:00 PM—ED		7:00 PM—ES-CD		5:00 PM	4:00 PM
WEAF	WTAG	WFBR	WRC	WHO	WOW
WEEL	WCSH	WTAM	WWJ	WSB	KSTP
WFI	WGY	WIOD	WJAX	WDAF	WTMJ
WBEN	WCAE	WFLA	WRVA	WDC	WMC
CFCF	WJAR	WSAI	WCKY	WAPI	WDX
		WLW	WPTF	WSMB	WOAI
		WMAQ	KDYL	WKY	KFYR
		KOA		WDA	KPRC
				WSM	WBAP
				KVOO	

DD12—CAPT. HENRY'S MAXWELL HOUSE SHOW BOAT—Thurs. 1 hr. Charles Winninger, Lanny Ross, Annette Hanshaw, Muriel Wilson, Mellasses 'n' January, Don Voorhees.

9:00 PM—ED		8:00 PM—ES-CD		7:00 PM—CS		M		P	
WEAF	WEEL	WFBR	WRC	KSD	WOC	10:00 PM	9:00 PM		
WTAG	WJAR	WTAM	WWJ	WHO	WOW	KOA	KGW		
WCSH	WFI	WSAI	WRVA	WDAF	WTMJ	KDYL	KFI		
WGY	WBEN	WWNC	WIS	WJDX	WMC		KGW		
WCAE		WJAX	WIOD	WSB	WAPI		KOMO		
		WELA	WCKY	WSMB	KTBS		KHQ		
		WMAQ		WKY	KPRC		KFSD		
				WOAI	WSM		KTAR		
				KSTP	WBAP				

DD13—OLD GOLD PROGRAM—Wed. ½ hr. Fred Waring's Pennsylvanians and Mandy Lou.

10:00 PM—ED		9:00 PM—ES-CD		8:00 PM—CS		M		P	
WABC	WKBW	WADC	WJSV	KPH	WDSU	7:00 PM	6:00 PM		
WCAU	WLBZ	WBIG	WKRC	KLRA	WFBM	KLZ	KFPY		
WDRG	WOKO	WBT	WLRG	KMBC	WGST	KSL	KFCR		
WEAN	WORC	WCAH	WMBG	KMOX	WHAS	KVOR	KGW		
WHP	WPG	WCAO	WQAM	KOMA	WIBW		KHJ		
WICC	WNAC	WDAE	WSPD	KRLD	WISN		KOH		
WJAS		WDBJ	WTOC	KSCJ	WLAC		KOIN		
		WDBO	CKLW	KTRH	WMBD		KOL		
		WFBL	WTAR	KTSA	WMT				
		WFEA	WGN	WBRG	WODX				
		WHEC	WOWO	WCCO	WREC				
				WDOO					

DD—VARIETY SHOWS (Continued)

DD14—REVOLVING STAGE—Monday. 1 hour.					
2:00 PM—ED		1:00 PM—ES-CD		12:00 N—CS	
WEAF	WTAG	WRC	WFBR	WOC	WHO
WBEN	WJAR	WSAI	WTAM	WDAF	
WGY	WCSH	WWJ			
WCAE					

DD15—THE RICHFIELD COUNTRY CLUB—Mon. ½ hour. Alex Morrison, The Golden Orchestra, Betty Barthell.

10:00 PM—ED		9:00 PM—ES-CD	
WABC	WOKO	WCAO	WFBL
WAAB	WKBW	WJSV	WLBW
WDRG	WCAU	WHEC	
WJAS	WPG		
WICC	WHP		
WEAN	WMAS		

Friday, ½ hour.

10:30 PM—ED		9:30 PM—ES-CD	
WEAF	WEEL	WFBR	WRC
WTIC	WJAR		
WLIT	WGY		
WBEN	WCAE		

DD16—WHITE OWL PROGRAM—Wed. ½ hour. Guy Lombardo's Royal Canadians, Burns & Allen, Comedy, Phil Regan, Tenor.

9:30 PM—ED		8:30 PM—ES-CD		7:30 PM—CS		M		P	
WABC	WOKO	WADC	WCAO	KMBC	WFBM	KLZ	KHJ		
WNAC	WKBW	WGN	WKRC	KMOX	KTRH	KSL	KOIN		
WDRG	WCAU	WHK	CKOK	KTSA	KOMA		KGW		
WJAS	WEAN	WOWO	WFBL	KRLD	WCCO		KFCR		
WORC		WSPD	WJSV	WBT			KOL		
							KFPY		
							KVI		

DD18—SINCLAIR GREATER MINSTRELS—Mon. ½ hr. Jean Arnold, Chauncey Parsons, Joe Parsons, Bill Childs, Fritz Clark, Mac McCloud, Clifford Souhier, Harry Kogen.

9:00 PM—ED		8:00 PM—ES-CD	
WJZ	WBZ	WHAM	WGAR
WBZA	KDKA	WBAL	WWNC
		WIS	WJAX
		WIOD	WJR
		WFLA	WLW
		WLS	

DD19—WEEK-END REVIEW—Saturday. 1 hour. M

4:00 PM—ED		3:00 PM—ES-CD		2:00 PM—CS		1:00 PM	
WEAF	WTAG	WFBR	WRC	WOC	WHO	KOA	KDYL
WEEL	WJAR	WWJ	WTAM	WOW	WIBA		
WGY	WCAE	WSAI	WDAF	KSTP	WBEBC		
WBEN	WFI	WCKY	WRVA	WDAY	KFYR		
CKGW		WWNC	WIS	WSM	WSB		
		WJAX	WIOD	WMC	WSMB		
		WFLA	WMAQ	WKY	KPRC		
				KTBS			

DD20—RADIO GUILD

Monday, 1 Hour. 4:00 PM—ED—WJZ Network

DD21—CALIFORNIA MELODIES—Tuesday. ½ hour.

10:00 PM—ED		9:00 PM—ES-CD		8:00 PM—CS	
WABC	WJAS	WBIG	WFEA	KLRA	WLAC
WCAU	WKBW	WBT	WJSV	WDOO	WREC
WDRG	WOKO	WCAO	WSJS	WDSU	
WEAN	WORC	WFBL	WTAR		
WHP	WNAC				
WICC					

DD22—WINDY CITY REVUE—Thursday. ½ hour. M

10:15 PM—ED		9:15 PM—ES-CD		8:15 PM—CS		M		P	
WABC	WJAS	WADC	WKBW	KPH	WFBM	KLZ	KHJ		
WAAB	WKBW	WBIG	WKRC	KLRA	WGST	KSL	KOIN		
WCAU	WOKO	WBT	WLBW	KMBC	WISN	KVOR			
WDRG	WORC	WCAO	WMBG	KTRH	WLAC				
WEAN	WPG	WDAE	WQAM	KTSA	WMBD				
		WDBJ	WSJS	WBRG	WMT				
		WDBO	WSPD	WDOO	WODX				
		WFEA	WWVA	WDSU	WREC				
		WHEC	CKLW						
		WHK	WTAR						
		WJSV	WBBM						

DD23—CHESTERFIELD PROGRAM—Fri. ½ hr. Lou Holtz, Comedian; Grace Moore, Songs; Leonard Hayton's Orchestra.

10:00 PM—ED		9:00 PM—ES-CD		8:00 PM—CS		M		P	
WABC	WKBW	WADC	WJSV	KPH	WCCO	KLZ	KFPY		
WAAB	WLBZ	WBT	WKRC	KLRA	WDSU	KSL	KFCR		
WCAU	WOKO	WCAH	WMBG	KMBC	WFBM		KGW		
WDRG	WORC	WCAO	WQAM	KMOX	WGST		KHJ		
WEAN	WPG	WDAE	WSPD	KOMA	WHAS		KOH		
WJAS		WDBJ	WTOC	KRLD	WISN		KOIN		
		WDBO	CKLW	KTRH	WLAC		KOL		
		WFBL	WTAR	KTSA	WMT		KVI		
		WHEC	WGN	WBRG	WREC				
		WHK	WOWO						

DD25—COLONEL STOOPNAGLE AND BUDD. Thur. ½ hr. M P

9:30 PM—ED		8:30 PM—ES-CD		7:30 PM—CS		M		P	
WABC	WOKO	WADC	WCAO	KMBC	WFBM	KSL	KHJ		
WNAC	WKBW	WGN	WKRC	WHAS	KMOX		KOIN		
WDRG	WCAU	WHK	CKOK	WGST	WREC		KGW		
WJAS	WEAN	WOWO	WFBL	WDSU	WRR		KFCR		
		WSPD	WJSV	KOMA	KTSA		KOL		
		WHEC	WBT	KPH	WCCO		KVI		
		WCAH		KRLD			KFPY		

LOCATES WHAT YOU LIKE BEST

ABBREVIATIONS: ED—Eastern Daylight, ES-CD—Eastern Standard, Central Daylight, CS—Central Standard, M—Mountain, P—Pacific. SEE NOTE PAGE 27

RADIO FAN-FARE PROGRAM FINDER

ARTIST AND PROGRAM SCHEDULE

"Oh Where Is My Favorite Star Tonight?"

The days when it was a thrill just to hear a program over the air have passed. Mere reception is taken for granted now and listeners are picking and choosing the programs they want to hear. The movies went through the same stages. At first, all that was needed was a fairly clear image on the screen. Now movie fans have their favorite stars and wait for them to appear in a new film. Just so with radio. The listener of today wants to hear his favorite star or to select a particular program rather than merely turn in on whatever happens to be on the air.

Our *Artist and Program Schedule* makes this selec-

tion possible. Program titles, individual artists and teams are listed alphabetically. Look down the list for your favorite radio personality or the program you want to hear and the index number at the left of that name will show you where, in the *Classified Schedule* (pages 27-38) you can locate all the details regarding time of broadcast, stations included in the network, etc. Our readers are invited to send in comments on this new program service. We want to do everything we can to assist the discriminating listener in his search for programs and personalities which fit his or her tastes.

Index*	Artist	Index*	Artist	Index*	Artist	Index*	Artist
N 1	A. & P. Gypsies	Q 1	Blackstone Plantation	Q 1	Crumit, Frank	W 8	Goodell, Dr. Charles
G 5	Academy of Medicine	N 16	Blake, George	Q 2	Crumit, Frank	N 10	Gordon, Norman
G 1	Adventures in Health	D 2	Blue Ribbon Orchestra	Z 6	Cuckoo Program	E 3	Goudiss, Mrs. A. M.
T 24	Albani, Countess Olga	K 17	Bodycombe, Aneurin	L 14	Cutter, Mme. Belle Forbes and Orchestra	A 1	Gould, Barbara
K 17	Albridge, Gene	2 X	Bonime, Joseph	M 57	Davies, Edward	DD 9	Grab Bag, The
Q 12	Allen, Grant	N 2	Bourdon, Rosario	N 15	Davies, Edward	Q 4	Graham, Gordon
E 6	Allen, Ida Bailey	N 9	Bowes, Major	M 27	Davis, Meyer	L 3	Grande Trio
O 4	Allen, Lucy	M 60	Breakfast Club	X 22	Dawson, Nick	Q 4	Grant, Dave
S 3	Allmand, Joyce	B 3	Brewster, John	X 2	Death Valley Days	M 14	Gray, Glen
W 6	Allmand, Joyce	T 5	Brice, Fanny	R 7	DeCordoba, Pedro	X 8	Great Moments in History
L 23	Altman, Julian	X 5	Brickert, Carlton	X 20	Dempsey, Jack	Z 14	Greenwald, Joseph
L 23	Altman, Sylvia	DD 9	Brooks and Ross	S 3	Dennis, Richard	L 4	Greenblatt, Ben
X 5	Ameche, Don	G 1	Bundeson, Dr. Herman	W 6	Dennis, Richard	T 4	Grofe, Ferde Orchestra
T 1	American Album of Music	DD 16	Burns & Allen	M 56	Denny, Jack	T 17	Guest, Edgar
F 1	American Legion Program	K 14	Cain, Noble	T 8	Deutsch, Emery	T 15	Guizar, Tito
B 1	America's Grub Street	C 8	Cansdale, Harry	T 10	Deutsch, Emery	D 5	Gulf Headliners (Rogers)
Z 1	Amos 'n' Andy	R 5	Captivators	X 1	Diamond's Adventures, Capt.	F 7	Gulf Program (Cobb)
T 2	Arcadians	R 6	Carlile, Charles	K 12	Dilworth, George	T 1	Haenschen, Gus
Z 6	Armbruster, Robert	T 3	Carlile, Charles	O 1	Doerr, Clyde	M 19	Hall, George
D 1	Armour Jester, The	Z 5	Carothers, Isabelle	K 7	Do-Re-Mi (Trio)	DD 12	Hanshaw, Annette
M 16	Arnheim, Gus	V 1	Carter, Boake	R 9	Do-Re-Mi (Trio)	O 4	Happy Rambler
R 4	Arnold, Gene	S 6	Cathedral Hour	N 2	Dragonette, Jessica	R 23	Happy Wonder Bakers
DD 18	Arnold, Jean	W 1	Catholic Hour	T 11	Duey, Phil	V 13	Hard, William
K 2	Arnold, Jean	N 2	Cavaliers, The	T 36	Eastman, Mary	P 5	Harding, Irene
T 3	Arnold, Rhoda	DD 2	Chase & Sanborn Hour	T 21	Eastman, Mary	M 18	Harris, Phil
Y 2	Backus, Georgia	T 5	Chase & Sanborn Tea Program	K 2	Eastman, Morgan L.	DD 8	Harrisburg Variety Show
G 4	Bagley, Arthur	F 19	Cheerio	V 12	Economic Conference from London, H. V. Haltenborn	M 20	Harrod, Buddy
DD 2	Bailey, Ilomay	DD 23	Chesterfield Program	V 13	Economic Conference from London, Wm. Hard	K 3	Hayden, Ethel
R 1	Bailey, Mildred	DD 18	Chevrolet Program	M 17	Edgewater Beach Orchestra	M 21	Hays, Billy
K 8	Baker, Charles	N 2	Childs, Bill	T 29	Edmonson, William	DD 23	Hayton, Leonard
D 1	Baker, Phil	Z 5	Cities Service Concert	Y 2	Enos Crime Clues	T 18	Heatherton, Ray
T 32	Balladeers, The	DD 18	Clark, Fritz	L 15	Essex House Ensemble	C 1	Helen & Mary Adventure
N 2	Banta, Frank	DD 5	Clciquot Club Eskimos	R 9	Evans, Evan	X 9	Henry, John, Black River Giant
L 30	Barlow, Howard	M 34	Cloutier, Norman L.	R 10	Evening in Paris	W 7	High, Dr. Stanley
L 28	Barlow, Howard	F 7	Cobb, Irvin S.	N 17	Evers, Chester	V 5	Hill, Edwin C.
DD 15	Barthell, Betty	M 41	Cole, Richard	X 4	Famous Loves	L 15	Himber, Richard
R 3	Barthell, Betty	M 7	College Inn Orchestra	P 9	Feibel, Fred	T 1	Hirsch, Bertrand
R 2	Bartlett, Albert	U 2	Collinge, Channon	M 18	Fiorito, Ted and His Orch.	X 22	Hitz, Elsie
E 1	Barton, Frances Lee	S 6	Collinge, Channon	M 25	Fiddler, Dick	M 1	Hobst, Ernie
C 8	Baruck, Allan	T 6	Columbia Artist Recital	X 5	First Nighter	DD 23	Holtz, Lou
M 2	Belasco, Leon	C 2	Columbia Junior Bugle	M 17	Fisher, Mark	M 23	Hopkins, Claude
M 12	Belasco, Leon	DD 6	Columbia Revue	DD 11	Fleischmann Hour	N 1	Horlick, Harry
X 2	Bell, Joseph	L 28	Columbia Symphony Orch.	X 23	Flynn, Bernardine	Z 8	Horse Sense Philosophy
C 8	Bell, Shirley	R 4	Commodores, The	X 6	Foreign Legion	R 14	Hot from Hollywood
T 2	Bello, Ruth Kelly	J 1	Compinsky Trio	X 2	Frawley, Tim	T 17	Household Memories
DD 3	Benny, Jack	T 8	Concert Miniatures	N 4	Fray and Braggiotti	M 51	Howard, Shirley
X 7	Berg, Gertrude	DD 11	Connecticut Yankees	R 7	Friendly Philosopher, The	DD 1	Howard, Tom
D 2	Bernie, Ben	K 2	Contented Program	DD 10	Fugit, Merrill	V 10	Howe, Col. Louis McHenry
M 7	Bernie, Ben	M 6	Coogan, Art, Orchestra	K 17	Fulton, Dick	DD 25	Hulick, Budd
M 3	Berrens, Fred	D 3	Cook, Phil	M 57	Gallicchio, Joseph	S 3	Hunt, Arthur Billings
R 24	Berrens, Fred	M 47	Cosmopolitan Hotel Orchestra	R 19	Garber, Jan	W 6	Hunt, Arthur Billings
L 6	Berumen, LaForge	M 8	Cotton Club Orchestra	N 10	Geddes, Bob	L 5	Impressions of Italy
Z 2	Betty & Bob	Q 4	Coughlin, Bunny	V 3	Gibbons, Floyd	D 3	Ingram Shavers
Q 6	Bill & Ginger	E 2	Crocker, Betty	P 10	Glen, Irma	F 8	International Radio Forum
M 4	Biltmore Hotel Ensemble	C 9	Cross, Milton	X 7	Goldbergs, The	L 23	Intondi, Urban
DD 3	Black, Frank	C 10	Cross, Milton	I 3	Goldman, Edwin Franko	F 19	Isles, J. Harrison
L 22	Black, Frank	Q 15	Cross, Milton	Q 15	Goldy & Dusty	T 19	Italian Idyll
M 11	Black, Ted					N 6	Jack Frost Melody Moments
M 55	Black, Ted						

NOTE: *INDEX NUMBER refers to programs in *Classified Schedule* pages 27 to 38. To secure complete information regarding a particular program or an individual artist, locate the index number appearing at the left of the name on this page, in the *Classified Schedule*. Index numbers in the *Classified Schedule* are arranged alphabetically as to the letters which set off the different types of programs and numerically as regards the programs listed under each classification. See also, Note; page 27.

FOLLOW YOUR FAVORITE STAR

*Notice of copyright. Method of arrangement copyrighted. Infringement will be prosecuted.

RADIO FAN-FARE PROGRAM FINDER

ARTIST AND PROGRAM SCHEDULE

Index*	Artist	Index*	Artist	Index*	Artist	Index*	Artist
R 15	Jackson, Arlene	F 14	Meet the Artist	Y 2	Reese, Edward	R 33	Street Singer
C 10	James, Lewis	X 13	Meighan, James	DD 16	Regan, Phil	L 22	String Symphony
N 16	Janke, Helen	DD 3	Melton, James	R 43	Regan, Phil	N 10	Summerfield, Wesley
N 17	Johanson, Selma	T 22	Melton, James	Q 5	Reis & Dunn		
DD 10	Jordan, Marion and Jim	X 5	Meredith, June			F 13	Sutton, Vida Ravenscroft
Q 8	Jordan, Marion and Jim	N 16	Merker, Mary	M 10	Reisman, Leo	U 4	Symphonette
X 10	Just Plain Bill	D 1	Merric-Men (quartet)	DD 5	Reser, Harry	U 3	Symphonic Hour
Y 6	"K-7"	M 10	Merric-Men (quartet)	T 25	Rhythmic Serenade	M 50	Syncopators
V 12	Kaltenborn, H. V.	M 34	Merry Madcaps	DD 15	Richfield Country Club	M 19	Taft Hotel Orchestra
DD 10	Kaltenmeyer's Kindergarten	R 24	Merry Makers	R 9	Rich, Freddie		
		W 4	Michaux, Elder	R 25	Rich, Freddie, Orchestra	F 14	Taplinger, Bob
DD 10	Kamman, Bruce	L 13	Mickunas, Emily	N 7	Riesenfeld, Leo	DD 25	Taylor, H. Chase
O 4	Kaufman, Irving	M 8	Mills Blue Rhythm Band	M 35	Robbins, Sam	C 8	Tedro, Henrietta
R 16	Keenan & Phillips	O 6	Minevitch, Borrah	X 19	Robinson, Carson	M 50	Teala, Dick
Z 8	Kelly, Andrew F.	R 21	Mitchell, Al, Orchestra	R 40	Rodemich, Gene	K 14	Temple of Song
V 6	Kennedy, John B.						
		K 17	Mitchell, Russ	X 21	Rogers, Buck	M 45	Terraplane, Orchestra
K 17	Kennedy, Reed	T 17	Mock, Alice	M 45	Rolfe, B. A.	T 4	Thiebault, Conrad
M 11	Kerr, Charlie	G 3	Modern Living Health Talk	P 6	Rollickers Quartet	V 8	Thomas, Lowell
Z 5	King, Helen	DD 12	Molasses 'n' January	L 9	Roonney, Maude	M 15	Thompson, Hal, Orch.
A 3	King, Wayne	N 2	Montgomery, Lee	L 13	Rosano, Maria	V 9	Thorpe, Merle
T 20	Kirbery, Ralph						
		H 2	Moore, Betty	DD 9	Rose, Freddy	K 16	Three Peppers
N 17	Kitchell, Alma	DD 23	Moore, Grace	M 29	Rose, Irving	BB 3	Tomlinson, Edward
Z 6	Knight, Raymond	H 2	Moore's Triangle Club, Benjamin	M 23	Roseland Orchestra	N 16	Tone Pictures
N 15	Koestner, Josef	W 6	Morning Devotions	X 17	Roses and Drums	T 29	Toney, Jay
T 17	Koestner, Josef	T 23	Morning Moods	B 2	Ross, David	X 4	Torgerson, Ulita
T 25	Koestner, Josef						
		N 20	Morning Parade	DD 12	Ross, Lanny	G 4	Tower Health Exercises
U 4	Koestner, Josef	DD 15	Morrison, Alex	K 10	Round Towners, The	R 33	Tracy, Arthur
DD 18	Kogen, Harry	DD 9	Mors, Helen	DD 5	Rowswell, "Rosey"	R 41	Travelers Quartet, The
T 21	Kostelanetz, Andre	T 1	Munn, Frank	DD 2	Rubinoff, Dave	X 19	Trumble Bar X Days & Nights
L 17	Kriens, Christian	DD 1	Musical Grocery Store	K 18	Russian Symphonic Choir	V 10	Trumbull, Walter
A 3	Lady Esther Serenade	H 5	National Farm & Home Hour				
		D 1	Nell Sisters	DD 13	Ryan, Babs	C 7	Tucker, Madge
C 7	Lady Next Door	M 12	Nelson, Ozzie	X 5	Sagerquist, Eric	Q 7	Tune Detective
DD 2	Lahr, Bert	R 25	Niesen, Gertrude	M 27	St. Regis Hotel Orchestra	I 1	U. S. Army Band
DD 13	Lane Sisters	T 26	Novis, Donald	S 5	Salt Lake Tabernacle Choir	I 2	U. S. Navy Band
K 3	Lang, Arthur			DD 1	Salter, Harry	DD 11	Vallee, Rudy
C 15	Lang, Don						
		C 10	Nursery Rhymes	Q 1	Sanderson, Julia	M 42	Vallee, Rudy
DD 1	Lang, Jeanne	T 1	Ohman & Arden	Q 2	Sanderson, Julia	X 23	Van Harvey, Art
P 6	Langford, Frances	DD 13	Old Gold Program	T 35	Sanford, Harold	T 31	Vass Family
R 17	LaPalina, Program	T 5	Olsen, George	R 40	Sargent, Jean	L 11	Velas, Esther
P 2	Larsen, Larry	R 27	O'Neal, William	L 18	Savitt String Quartet	X 23	Vic & Sade
N 10	Lawrence, Earl						
		Y 5	Orange Lantern	T 28	Scherban, George	M 55	Village Barn Orchestra
P 1	Leaf, Ann	L 13	Schmid, Adolf	N 2	Schmid, Adolf	F 22	Voice of Experience
P 4	Leibert, Dick	N 2	Seagle, John	BB 3	Seeing the Other Americas	DD 12	Voorhees, Don
P 6	Leibert, Dick	M 41	Semmler, Alex	L 19	Semmler, Alex	M 34	Wade, Fred
T 1	Lennox, Elizabeth	S 3				N 17	Waldo, Earl
M 12	Lewis, Ted						
M 31	Lewis, Ted	W 6	Palmer, Kathryn	N 2	Shaw, Elliot	M 56	Waldorf Astoria Orchestra
M 1	Lexington, Hotel Orch.	L 11	Park Central Ensemble	D 1	Shield, Roy	P 5	Waldorf Astoria Organ
		N 1	Parker, Frank	Q 1	Shilkret, Jack	DD 13	Waring, Fred
K 12	L'Heure Exquise	N 2	Parker, Frank	N 2	Shope, Henry	K 7	Warnow, Mark
U 2	Light Opera Gems	X 16	Parker's Sunday at Seth	M 30	Shoreham Hotel Orchestra	R 37	Warnow, Mark
F 23	Littan, Joseph						
R 18	Little Jack Little	DD 18	Parsons, Chauncey	DD 2	Sims, Lee	X 7	Waters, James R.
R 18	Little Orphan Annie	DD 18	Parsons, Joe	DD 18	Sinclair Greater Minstrels	X 18	Wayfaring Men
C 8		N 6	Pastermack, Josef	C 13	Singing Lady, The	M 57	Wealth of Harmony
		S 3	Patton, Lowell	R 32	Singin' Sam	DD 19	Week-end Review
X 11	Lives at Stake	W 6	Patton, Lowell	DD 1	Singing Clerks, The	Z 14	Welch, Lou
DD 3	Livingstone, Mary						
DD 16	Lombardo, Guy	M 42	Pennsylvania Hotel Orch.	C 14	Skippy	K 16	Werder, George
M 28	Lopez, Vincent	R 40	Percy, David	M 44	Small, Paul	DD 9	Westphal's Orchestra
M 25	Lotus Gardens Orchestra	T 29	Peters, Lowell	T 29	Smith, Homer	M 58	Westphal, Frank
		L 29	Pierre Hotel Ensemble	R 17	Smith, Kate	DD 9	White, Billy
M 30	Lowe, Maxine			W 5	Sockman, Dr. Ralph	H 2	White, Lew
K 2	Lullaby Lady	M 29	Pierre Hotel Orchestra				
N 15	Lyon, Ruth	K 13	Pilgrims Chorus	X 15	Soconyland Sketches	P 7	White, Lew
M 35	McAlpin Hotel Orchestra	K 17	Pioneers, The	DD 10	Song Fellows, The	T 26	White, Lew
DD 18	McCloud, Mac	U 4	Pitts, Cyril	T 23	Sorey, Vincent	M 48	Whiteman, Paul
		B 2	Poet's Gold	M 49	Sorey, Vincent	X 2	Whitney, Edwin W.
Q 10	McConnell, "Smiling" Ed			R 42	Sorey, Vincent	DD 16	White Owl Program
R 10	McCoy, Mary	DD 1	Polesic, Herbert				
V 11	McDonald, James G.	M 44	Pond's Program	X 5	Soubier, Clifford	F 20	Wile, Frederic
D 1	McNaughton, Harry	Z 14	Potash and Perlmutter	DD 18	Soubier, Clifford	M 44	Wiley, Lee
F 23	MacDonald, Claudine	DD 10	Poynton, Loretta	N 14	Southeastern Review	Q 12	Wilson, Claire
		F 17	President's Cabinet, The	T 29	Southernaires, The	DD 12	Wilson, Muriel
J 2	Madison Ensemble			T 29	Southland Sketches	DD 22	Windy City Revue
F 13	Magic of Speech						
X 22	Magic Voice	F 4	Public Affairs Institute	Q 7	Spaeth, Sigmund	C 11	Wing, Paul
DD 13	Mandy Lou	M 47	Quaw, Gene	L 10	Spross, Charles Gilbert	DD 12	Winniger, Charles
DD 10	Mangano, Don	N 21	Radio City Concert	C 16	Stamp Adventures Club	DD 10	Wolf, Johnny
		P 4	Radio City Organ	I 1	Stannard, Capt. Wm. J.	F 23	Women's Radio Review
R 40	Manhattan Merry-Go-Round	DD 20	Radio Guild	Z 5	Starky, Louise	W 7	World of Religion
X 13	Marie, French Princess	E 5	Radio Household Institute				
R 21	Marshall, Everett	W 5	Radio Pulpit	M 43	Steele, Mary	V 3	World's Fair Reporter
O 11	Martha and Hal	T 38	Radio Rubes	T 25	Steele, Mary	D 7	Wynn, Ed.
R 41	Martin, Dolph	M 43	Radio Troubadours	M 4	Stern, Harold	R 19	Yeast Foamers, with Jan Garber
		N 21	Rance, Erno	N 10	Stewart, Elliott		
L 28	Martini, Nino	M 18	Ray, Leah	L 21	Stewart, Kathleen	X 13	Yorke, Ruth
R 39	Marvin, John					M 44	Young, Victor
K 8	Master Singers, The						
DD 12	Maxwell House Show Boat			M 50	Stokes, Harold		
N 16	Maxwell, Richard			DD 25	Stoopnagle and Budd, Col.	F 24	Your Child

NOTE: *INDEX NUMBER refers to programs in *Classified Schedule* pages 27 to 38. To secure complete information regarding a particular program or an individual artist, locate the index number appearing at the left of the name on this page, in the *Classified Schedule*. Index numbers in the *Classified Schedule* are arranged alphabetically as to the letters which set off the different types of programs and numerically as regards the programs listed under each classification. See also, Note; page 27.

FOLLOW YOUR FAVORITE STAR

SLIPPING AND GRIPPING

Continued

but you can't grasp the Old Maestro by the forelock—because there ain't no forelock. 'Goin', Goin', Gone'."

• • •

HIGHLY RECOMMENDED

—“Roses and Drums”—well told Civil War stories, with prominent Broadway stars in leading roles.

“Don Lang's Animal Stories”—a program that will interest youngsters without offending parents.

Andre Kostelanetz—his grand orchestra and choral group—Mary Eastman—and Evan Evans. These artists offer a program at 9:30 EST every Sunday evening that is certainly worth anyone's while. On each program an “Executive Message” from the Columbia Broadcasting System is read, and, in spite of the title, you'll find the message interesting.

Theo Karle, different from most radio tenors.

The Minneapolis Symphony Orchestra, one of the country's leading musical organizations, which unfortunately does not broadcast regularly or frequently.

• • •

SWEET-SCENTED LOVE—

Bourjois' *Evening In Paris* program fails to click as sustained entertainment in spite of some good talent. Nat Shilkret's orchestra is satisfactory (the drumming is something to hear), and the Woods Miller-Mary McCoy combination may please the customers who like a stiff shot of romance with their duets. The worst part of the show is the story, which is utterly pointless.

Agnes Moorehead is the country-girl comic relief and she does as well as anyone could with the material. But why in the world have this type of character at all?

The advertising, full of meaningless superlatives, is another weak spot. On one of the programs the announcer said, “I have been promised that this new perfume will thrill you.” Uh-huh. We'll promise you that the program won't. (And we suggest one of those dramatized plugs: *Gent*—“Baby, why do you use Attar of Violets...is it for witchery?” *Baby*—“You betcha, boy!” *Gent*—“Attar baby!”)

EARLY BIRD STUFF—Ever trying to give our public the best that's in us, we leapt sportively out of bed at 6:30 yesterday to cover the early morning radio offerings. We first heard the indoor athlete in charge of the Metropolitan Life Insurance Company's health program exhude synthetic good cheer. (You can't really be *that* cheerful that early.) He spoke of the “Happiness Day Drill” and asked his fans if they all had their exercise charts and their “coral pink exercise rugs.” Turning the dials quickly, we got a big blast of gladsome organ music from several stations. Then two happy pianists, a glee club, a lark-like sister team, and a joyful trio. Next we found *Jolly Bill*. It was too much. Funlover though we are, we crept back to bed aching in every joint from our joust with jollity.

TUNA



TITO GUIZAR

Continued

English, even though I was singing in New York. She did not allow this to continue. She forced me to learn.

BUT that is not all she teaches me,” he said proudly. “She is a very intelligent critic. Herself, she was a very good dancer and sang also before we married. She helps me in my work.”

“Does she keep on with her career?”

“Oh, no!” Tito's tone was horrified. “We are having a home.”

“And you don't think a woman can have both?” I asked.

“No!” Tito's denial had an em-

phasis and earnestness he had not shown before. “A place where two professional people live is no home.”

“Yet you chose a wife from your own line?”

“Ah, yes, but that is ideal. She knows the work, she can help me, can sympathize with my problems and understand my needs. She can give me the home I require. And she does. She is glad to do this for the love I bear her.”

Perhaps there is no way around it. Maybe a successful marriage must be built by the constant untiring creative effort of one of its partners. A woman must sacrifice her years of artistic achievement on the altar of the home, using it to keep the home fires burning.

Yet I'm not sure it is not worth while. I think the whole question lies in whether or not the man is worth the sacrifice. In the case of

the Guizars, I got my answer when I went to see Tito broadcast.

There before the microphone, tall and colorful in his Mexican costume, stood Tito Guizar, his guitar in his hands and on his face the rapt look of concentration of the true artist.

And there beside him, coming just to his shoulder, vivid and striking, breathtakingly attractive, stood Senora Guizar, purposeful, competent, intent. She, an artist of high rank in her own right, was turning the pages of her husband's music while he sang.

A man must be good to deserve such devotion. And Tito Guizar, ladies and gentlemen, *is* good.

J. E. Smith
President

National Radio Institute

I am Doubling and Tripling Salaries

Many of My Men Earn \$50, \$75, \$100 a Week



I'll Train You at Home to Fill a BIG PAY Job in Radio

Send for my book of information on the opportunities in Radio. It's FREE. Mail the coupon below. Get into a field with a future. N.R.I. training fits you for manufacturing, selling, servicing sets, in business for yourself, operating on board ships, in a broadcasting or commercial land station, television, aircraft Radio, and many other branches. My FREE book gives you full information on Radio's many opportunities for success and how you can quickly learn at home to be a Radio Expert.

Many Radio Experts Make \$50 to \$100 a Week

Why struggle along in a dull job with low pay and no future? Start training now for the live-wire Radio field. I have doubled and tripled salaries. Many men holding key jobs in Radio got their start through N.R.I. training.

Your Training Need Not Cost You a Cent

Hold your job. I'll not only train you in a few hours of your spare time a week, but the day you enroll I'll send you instructions which you should master quickly for doing 28 Radio jobs common in most every neighborhood. I give you Radio equipment for conducting experiments and making tests that teach you to build and service practically every type of receiving set made. Cleo T. Retter, 30 W. Beechwood Ave., Dayton, Ohio, wrote: "Working only in spare time, I made about \$1,500 while taking the course."

ACT NOW Get My Book—FREE

My book has shown hundreds of fellows how to make more money and win success. It's FREE to all residents of the U. S. and Canada over 15 years of age. Investigate. Find out what Radio offers you, read what my Employment Department does to help you get into Radio after graduation, about my Money-Back Agreement, and the many other N.R.I. features. Mail the coupon for your copy RIGHT NOW.

J. E. Smith, President
Dept. 3GR3
National Radio Institute
Washington, D. C.

MAIL NOW for FREE PROOF


J. E. SMITH, President
National Radio Institute
Dept. 3GR3
Washington, D. C.

Dear Mr. Smith: Without obligating me, send free book about spare-time and full-time Radio opportunities and how I can train for them at home. (Please print plainly.)

NAME..... AGE.....

ADDRESS.....

CITY..... STATE.....



VOICE OF EXPERIENCE

Continued

of men and women from coast to coast. Next he began making radio talks to supplement his lectures. More than fifty individual broadcasting stations welcomed him as a sustaining feature, but not one dollar did he accept from them. Then, about a year ago, he started a regular program on station WOR in Newark, N. J. It proved enough of a success so that a few weeks ago he was transferred by his sponsors to the chain network of the Columbia Broadcasting System.

NOW The Voice of Experience, on a nationwide hook-up, not only offers advice and counsel to those beset with emotional problems, but also carries on a great charitable activity to assist people in dire need. Only the sponsor's retainer goes to Dr. Taylor. The contributions from his immense audience is used to disseminate literature on the science of human emotions, and help defray the expense of charity to individuals. This service is characteristic of the Voice. During his years as a social worker, he has contributed more than \$500,000 to charity. Out of four thousand cases recently investigated (and all of his charity cases are investigated) only twelve proved unworthy because of misrepresentation of facts. The Voice evidently appeals principally to honest and serious-minded people, for in all the two million letters he has received, less than a hundred have been mash notes.

Carefully kept statistical records show that confidants and correspondents come largely from the better residential districts, with very few communications from slums and other illiterate areas. Perhaps the more lowly group takes its emotional problems with less concern and, if this is so, it indicates the great field still to be served in the matter of sex and emotion education. The majority of the letters received by the Voice run several pages. Some are freakishly long, in fact there was one that ran 17,000 words in length.

HERE are extracts from some typical letters recently received by the Voice:

"Dear Voice of Experience:
"Personally I do not believe in giving men too much liberty, but it seems different with the one you love. My sweet-

heart knows I am a moral person, and he expects me to remain so. But at the same time he demands certain liberties. These liberties are increasing with time, so the question is, just how much liberty should a girl allow? Often I feel guilty about the liberties I have already allowed, and unconsciously remark about them—but he seems to take it all as a matter of course. I want to hold on to my man and at the same time keep his respect, so I want to be sure of my actions. Please advise me."

• • •

"Dear Voice of Experience:
"After hearing some of your advice to others in your broadcast, I feel very anxious to have you solve my love problems. I am a young girl 22 years old and I support my mother. Three years ago I became acquainted with a man 25 years older than myself who works where I do. He is married, but tells me he does not love his wife and he goes his way and she goes hers. Soon after I became acquainted with him, he suddenly took me in his arms one night and asked me to kiss him. I resented at first as I did not care for him then, but after a while I found myself beginning to like him very much. He is very nice looking and everybody likes him.

"During the past two years I have been out with him alone quite regularly. He has tried hard to make me give myself to him and tells me that everybody in our age does what he wants me to do. I admit I let him go further than I should at times, but we never really did anything wrong. I really don't want to live an immoral life because I was raised very differently. Am I doing the wrong thing in keeping company with this man?"

• • •

"Dear Voice of Experience:
"My problem is of such an intimate nature I hesitated to write you before. I have been married 10 years. My husband is 37 and I am 36. Now, should a couple continue to live together without the intimate relations of marriage? Of course, it isn't his fault and I know there is no other woman. We have lived this way for several years. At times it has been almost unbearable for me. I have managed so far to suppress my desires but I am not happy by any means. He is very attentive and seems to think the world of me. All our friends think ours is an ideal marriage.

"Sometimes it seems beyond human endurance to live this way. He doesn't seem to mind. I have thought of leaving him and going to work, but jobs are so scarce these days and I doubt if he would let me go. I feel sorry for him, but what can I do? It's getting so I can't trust myself to be faithful to him any longer under the circumstances. Now, Voice of Experience, am I being unnatural or immoral in not wanting to live this way? Please help me."

• • •

"Dear Voice of Experience:
"I am married eight years and have a little boy seven years old. I am twenty-five years old. For the last four years I have been in love with someone else. I have been honest with my husband and asked him to free me. He refuses. I

have tried to forget this other man but I can't seem to get him out of my mind, I love him dearly. I have never loved my husband. The other man has been out of work and has no way to support me. I have no money of my own. Of course, I could find work. Should I run away? The little boy will be well cared for. He loves his father too much to take him with me. Please help me decide what to do. I am making myself sick with worry."

• • •
"Dear Voice of Experience:

"I am a young lady twenty-one years of age and considered above the average in looks and appearance, with a good education. My father, a ne'er-do-well, deserted my brother and myself some seven years ago and my aunt and uncle, the latter by marriage, took us into their comfortable home. They had no children of their own and were alone at the age of fifty or so. My brother and I were given all of the privileges of our age and were sent to schools to complete our educations. We were well clothed, did not have to earn our living, as my uncle is a good provider and is fairly wealthy. My brother married and left us some time ago and my beloved aunt passed away a year ago.

"Uncle mourned his great loss ever since until a few weeks ago when he began to be affectionate towards me in more than the former fatherly manner which used to show. He is now almost sixty years old and I love him dearly, in a fatherly way. I have tried vainly to secure employment so that I might be free and independent and my brother cannot take me as he is just able to support his wife and child. I am very proud of my character and mean to retain my chastity at all costs, but should my uncle's attentions become more arduous to combat, I do not know where to turn. It is heartrending for me as we have all been so very happy until lately. I have been given everything that I wish, within reason, having nothing to do except enjoy myself.

"I know my uncle is a good man for he helps all whom he possibly can, and he idolized his wife while she lived. He evidently misses the affection that she gave him and now has turned to me, thus far without the suggestions which I sense must soon come. I do not want to leave him and my wonderful home, but I must also retain my self respect. I know that many of the present day girls would submit to my uncle in order to have my present luxuries. I will not—but just don't know which way to turn."

• • •
"Dear Voice of Experience:

"I have a daughter seventeen years old who has always been a good respectable girl and a good help to me. One day last summer she and her younger brother went to a swimming pool. There she met a girl friend and two young men who seemed like two gentlemen. Her brother had to go to a scout meeting so he left the pool before his sister. These two young men offered to drive my daughter and her girl friend home, but instead they drove them out in a lonesome place, toward evening, and attacked

them. Instead of coming home and telling me about it, she had kept it a secret. And now she has told me too late. I cannot find the man as she only knows his first name."

PROGRAM REVIEWS

Continued

pane of glass. (Or maybe I'm developing the fits-and-snits, a condition contracted by radio critics in which the nerves do a cross between a hiccup and a nip-up.) Countess Albani's singing has warmth and color. Furthermore, she can step on the gas and climb to a high C without sounding like a locomotive calling to its mate.

Opinion—You can't expect most sponsors to star sopranos. In fact, sponsors are so opposed to the high singers that they are now inclined to load the air with contraltos of the whispery, husky-voiced school. In my opinion, the Countess would give excellent support to any variety program. And she should make a swell antidote for listeners who are over-contraltoed.

• • •
JACQUES FRAY AND MARIO BRAGGIOTTI

Comment—You never have to guess about this act. If you like double piano work (as I do), you look forward to the weekly appearances of these two talented lads. There is no more entertaining feature of its kind on the air. The boys make their own arrangements, which are always unusual—and their repertoire covers everything

from the lah-de-dah to the hi-de-ho. Their arrangement of Gershwin's "Rhapsody In Blue" and "S'wonderful," played together, is one of the things you must hear if you haven't. They get a number of requests for it every week, so you may hear it on their next broadcast.

Opinion—The last word in double piano teamwork.

• • •
LADY ESTHER SERENADE

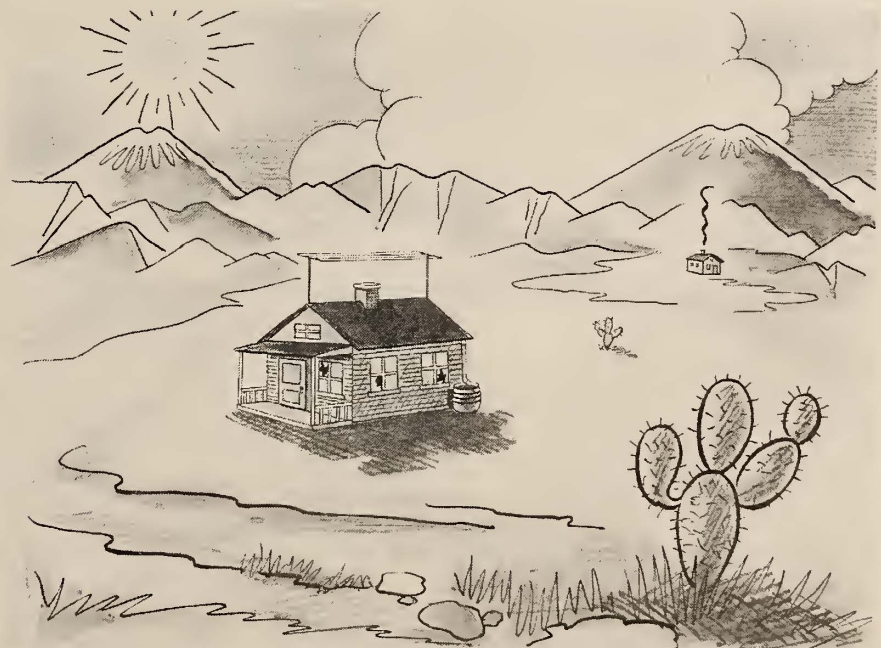
(NBC-WEAF, Sunday at 3:00 PM, Tuesday at 8:30 PM; WJZ, Thursday at 9:30 PM-EST)

Cast—Wayne King's orchestra and Bess K. Johnson

Comment—Mr. King's orchestra is always worth hearing. There is no need to discuss its merits, as the organization is well known to all regular listeners.

The Plug—It seems to me that some wise man in the advertising business once said that a man can sell cosmetics to women better than a woman can sell them. At any rate, it is hard to believe that the lady who plugs Lady Esther face powder is really selling a lot of the stuff. Listeners are advised to bite the powder, test it with chemicals, and go through other motions. All this sounded pretty silly to me, so I asked several girls to listen to the program with me one night. They didn't think it was "silly." The word they agreed on was "asinine."

Opinion—Enjoyable music. Very annoying announcement.



"Tune down th' radio, Lem—th' neighbors been a'kickin' "



DISCARD YOUR AERIAL

New Scientific \$1.00 Invention
DOES AWAY WITH AERIAL
ENTIRELY

Just place an F & H Capacity Aerial Eliminator within your set—forget outdoor aerial troubles—move your set freely, anywhere.

BETTER TONE AND DISTANCE GUARANTEED

Sensitivity, selectivity, tone and volume improved. After tests, the F & H Capacity Aerial Eliminator was chosen by the U. S. Government for use in Naval Hospital.

WE PREDICT THIS TYPE OF AERIAL WILL BE USED PRACTICALLY ENTIRELY IN THE FUTURE.

**EACH TESTED ON ACTUAL
1127-MILE RECEPTION**

Connected by anyone without tools in a moment. No light socket connection; no current used. Fully concealed (size 1½" x four inches).

*Satisfied Users Throughout The
World*

Cape Town, S. Africa—Received Capacity Aerial Eliminator and find it a very remarkable instrument. Our nearest station 1000 miles away comes in with full loud-speaker volume. I have also listened on my loud speaker to six overseas stations 6000 miles away, among them being London, Finland, etc. Kindly send us 72 more F. & H. Capacity Aerial Eliminators. Signed: Copper Slingsby Company.

Schenectady, N. Y.—I take pleasure in expressing my real satisfaction with the Capacity Aerial Eliminator. I can get with loud speaker-volume, KFI, Los Angeles, 3000 miles away. It is not only satisfactory—it is wonderful. Signed: Robert Woolley.

F. & H. RADIO LABORATORIES
Dept. 33 Fargo, N. Dakota

PHILIP MORRIS

(NBC-WEAF, Monday at 8:45 PM,
Wednesday and Saturday at
9:00 PM-EST)

Cast—Conrad Thibault and Ferde Grofe's orchestra

Comment—With Mr. Grofe supervising the music, this part of the Philip Morris cigarette program is an assured success. Mr. Thibault's full-throated baritoning is also certain to satisfy the majority of his audience . . . particularly the ladies. He is a marked improvement over Ranny Weeks, the singer who was first featured in this show.

The Plug—It seems a futile thing to keep telling sponsors that their commercial announcements are too long and too flowery, but while there is breath in this old body, I will continue to take my feeble socks at the boys who mess up your radio entertainment with their over-stuffed adjectives. Here are a couple of the little gems the word-weavers strung together for this cigarette plug:

On one broadcast the announcer intimated that people everywhere were asking themselves the question, "What is the best cigarette in all the wide, wide world?" Then, of course, he answered the query—and these, my friends, are the exact words that came over the air—

"That is the question in everybody's mouth—and in everybody's mouth you see the answer." Cute?

In the second one, the announcer

TRY ONE 5 DAYS AT OUR RISK! SEND NO MONEY

Mail coupon at once—pay postman \$1.00 plus few pennies postage upon delivery; if not entirely satisfied return in 5 days and your \$1.00 will be refunded without question, or sent postpaid, if you remit personal check, M-O or dollar-bill.

—JUST MAIL THIS COUPON—

F. & H. RADIO LABORATORIES,
Dept. 33, Fargo, N. D.

Send F. & H. Capacity Aerial. Will pay postman \$1 plus few cents postage. If not pleased will return within 5 days for \$1 refund.

Check here if sending \$1 with order—thus saving postage cost—same refund guarantee. Check here if interested in dealer's proposition.

NAME.....

ADDRESS.....

TOWN..... STATE.....

alluded to "The three great calls of history . . . The Call of Spring, The Call of Love, and The Call for Philip Morris." A program or two later the sponsors tried to kid themselves out of the spot by reading several substitute calls which they said had been suggested by listeners. The fun-pokers suggested "The Call of the Wild, Indian Love Call, Call Me 'Darling,' and The Last Call For Lunch, dining car forward." (They overlooked one important call . . . the one I made last week with four aces—against a small straight flush.)

Opinion—You get very little without paying for it. So sit patiently through the announcements, and you'll be rewarded with some excellent music.

• • •

**TERRAPLANE'S SATURDAY NIGHT
DANCING PARTY**
(NBC-WEAF, Sat., at 10:00 PM-
EST)

Cast—B. A. Rolfe and his orchestra, Men About Town, Billy Repaid.

Comment—The reason for calling this a Dancing Party is a bit hazy, as the speed, or tempo, which characterizes B. A. Rolfe's music makes dancing practically impossible. However, when the Rolfe musicians are not trying to establish new records for fast playing (and they actually claim one based on playing a certain tune in a certain number of seconds) their music is easy enough to take. The Men About Town, one of the better known radio quartettes, are consistently entertaining.

The Plug—It seems to us that most people would find Billy Repaid's rapid-fire announcements annoying. Perhaps Mr. Repaid is moved by the same incentive that prompts Mr. Rolfe's hurry. And maybe this business of trying to crowd a lot of words and music into a short space of time is supposed to give the listeners the suggestion of Terraplane speed and power. It does no such thing to this department—in fact we seem to retain a childhood animosity for fast-talking salesmen. "Look out for that fellow. He's a fast talker." You probably heard the same thing around your corner drugstore. If the big idea was for Mr. Repaid to say it quick, and get it over with, that would be one thing. But no. He takes up more time than he should—even if he talked slowly.

Opinion—Slow down the music—low down (and cut down) Mr. Repaid, and there will be no kick coming.

TED HUSING

Continued

"Well," Husing replied, "New Englanders are perhaps more highly sensitive to unfavorable comment. And some of them stay huffy a long time. Last year I was riding in a cab out to Cambridge. (where I've long since been reinstated, you know) to broadcast a game. It was raining and cabs were scarce, so I offered a ride to a fellow I didn't know who had to get out there in a hurry. After we started, we introduced ourselves to each other. He turned out to be a Harvard man and when he learned my name was Ted Husing, he graciously told me what he thought of me, asked the cab driver to stop, politely told me good-bye—and left."

AT this point Husing's assistant, Les Quailey, walked in the office. "Here's the bird," Husing said, "who should get plenty of the credit for whatever I do that's good. He's been my researcher, observer, and traveling companion for the last four years and, believe me, any events announcer is only about as good as the boys who help him with his material."

"Thank you awfully, awfully, awfully, dear Mr. Husing," said Mr. Quailey. "Was that little speech for publicity purposes or from way deep down in The Great Husing's heart that's as big as a house, hey! hey!"

"Only for publicity, Mr. Quailey—and I'll remember that snappy comeback, never you fear, my fellow," said Mr. Husing. "And now, Mr. Quailey, perhaps you can tell Mr. Endicott when you have seen me at my best—on the air, that is."

"Well," said Les, "there was the Southern California-Notre Dame game in 1932, and the Harvard-Yale boat race in 1931, and the first and only basketball game broadcast over Columbia, and the time you invited Knute Rockne to help you broadcast the 1930 Army-Navy game, and . . ."

"By the way," Husing interrupted, "that broadcast with Rock had its points. It was the last time he spoke on a network before he was killed in the plane accident. He was so crippled with rheumatism that he couldn't walk, but he had promised me he'd cover the game and so he came. The score was nothing to nothing at the half, and between halves Rock predicted that the break in the game would come when Stecker of the Army would break through for at least a fifty yard run and score. That's exactly what happened and it was the only score of the game."

"Did Rockne ever tell you how he picked that play?" I asked.

"Yes," answered Husing. "Rock said that Stecker was the only man on either team who seemed to be able to break through, and that sometime during the afternoon he was bound to get some interference and when he did he would get in the clear for a score."

"HAVE you told Mr. Endicott about your broadcast of the Floyd Bennett funeral?" Quailey asked.

"No," replied Husing, "and I consider that the best work I ever did. Columbia was a new network then. Today we have about ninety stations, but in those days we had only sixteen. The competition was terrific and it seemed doubtful if we would survive. We were a mere six months old and the radio public hardly knew we were alive."

"When Floyd Bennett became a great international hero because of his self-sacrificing attempt to carry medicine to three snowbound German flyers, it occurred to me that radio had a wonderful opportunity to render service to those who, though far away, wished to mourn

at his bier. We obtained permission from his widow and from government officials to broadcast the services.

"All our arrangements had to be made at the last minute. It was the first time, so far as I know, that a funeral had been broadcast—certainly the first time that there had been a broadcast from the national burial ground at Arlington. It was necessary to lay seventeen thousand feet of wire. The weather was miserable and we had to broadcast in a driving rain without protection for more than two hours.

"Well, the next day that broadcast was being talked about from coast to coast. Many people thought it was the greatest broadcast in the history of radio—many others thought it was in the worst possible taste. Other opinions were of every kind. But whether favorable or unfavorable, they got people talking about us. That single broadcast did more than any other one thing to put Columbia on the map.

"AND the Bennett funeral reminds me of a couple of other big broadcasts that we put on under difficult conditions," continued Husing, without any prompting from Quailey or me. "One was the first arrival of the Graf Zeppelin in this country. The other was the big celebration in connection with the Diamond Jubilee of Light. I had Frank Knight with me on the Graf Zeppelin occasion and we stood on top of the hangar with long-range glasses, waiting for the ship. By good luck, we were the first to spot her and got a scoop on that.

"Frank and I were hooked up to each other by short wave and, after I left the hangar and went tearing around the field picking up spot stuff, we could still talk back and forth and keep each other posted. I might be in the newspapermen's room, for instance, getting an interview with a prominent reporter. Frank, on the hangar, could tell me just what was going on outside. The radio public could listen in and hear every word we said. It was the first time a two-way conversation of that kind had been broadcast.

"When the Graf Zeppelin was moored and we finally got to Dr. Hugo Eckener, the commander, I found I'd had another good break. I was the only announcer there with a German background. I was able

SELECT THIS HOTEL FOR YOUR SUMMER VISIT TO NEW YORK

When you come to the "first city of the world" for a vacation of thrills and shopping, be sure to enjoy the added pleasure of living in the new, smart center of New York . . . at the modern Hotel Montclair. The Montclair is adjacent to all the railroad and important bus terminals, the better shops and the glamorous theatrical district. It offers you every comfort at rates that are surprisingly moderate.



800 ROOMS . . . EACH WITH BATH, SHOWER, RADIO

SINGLE
from \$2.50 to \$5.00 per day
Weekly from \$15.00

DOUBLE
from \$3.50 to \$6.00 per day
Weekly from \$21.00

HOTEL MONTCLAIR

Lexington Avenue at 49th St. N.Y.C.

to understand everything Eckener said and I asked him many questions. He talked freely to me—under the misapprehension, I think, that I was a member of the German society that was officially welcoming him. At any rate, we were able to get several scoops on his statements.”

“**H**OW about the Jubilee of Light broadcast?” I asked.

“That,” answered Husing, “was one we weren’t supposed to be able to broadcast at all. You’ll remember that the ceremony was really a publicity stunt. President Hoover, Thomas A. Edison, Henry Ford, and John D. Rockefeller, Jr., were there in Dearborn, Michigan. The whole place was crowded with celebrities. Everything was supposed to take place according to a script prepared by an advertising agency. We ‘obtained’ a copy of the script. Theoretically our principal competitor had the exclusive right to broadcast the event. We maintained that no one had an exclusive right to broadcast the public activities of the President. We won our point, but not until the day be-

fore the ceremony. Then came the real work. We had to lay all our wires the night before. We used anything we could lay our hands on. We tore down some of the wires between our Detroit station and the local night clubs, and took them to Dearborn. We even used chicken wire for part of our line. Our competitors had been making their preparations for three weeks. We made all of ours overnight.

“During the actual broadcast we also got some breaks. You’ll recall that the climax of the evening was to come when Mr. Edison reenacted the lighting of the first electric lamp. When that happened, the whole of Mr. Ford’s Early American Village was to be flooded with electric light. Until then only candles were to be used. Well, our competitors followed their printed script and things happened a little too fast for them. The lights all came on about five minutes before their announcer got to the place where the script said they should go on. I had been describing the electric lights for five minutes before he stopped talking about candles!

“**A**ND another amusing thing happened: Frederick William Wile was with us. During the period of candlelight, he read from our script and held a candle so he could see. The candle went out and he turned to someone behind him in the darkness and said, ‘Would you mind lighting this candle and holding it for me?’ The man lit the candle, and in the excitement after the lights came on he neglected to blow it out. Finally one of the fellows with us, Herb Glover, who has charge of the news broadcasts for Columbia, noticed it and said, ‘We don’t need that candle any longer. Thanks for holding it. Here’s my card. If you’re ever in New York and would like to see us broadcast, come up to the studio and ask for me.’ The man thanked Glover and gave him his card in return. Glover put it in his pocket without looking at it. When we got back to our hotel that night we were discussing all that had happened. Someone said, ‘Say, who was that fellow who kept on holding the candle after all the lights went on?’ ‘I don’t know,’ said Glover, ‘but I’ve got his card.’ He pulled it from his pocket. Neatly engraved on it was ‘John D. Rockefeller, Jr.’”

IN THE HEART OF NEW YORK



**TO STAY AT THE LINCOLN
... IS A HAPPY REMEMBRANCE**



Special suites and sample rooms for visiting sales representatives.

An interesting cosmopolitan atmosphere . . . Cheerful Rooms . . . Pleasant Service . . . Fine Restaurant . . . Moderately Priced . . . Around the corner are theatres, clubs and glamorous Times Square . . .

Conveniently accessible to railroad terminals, steamship piers, the business and shopping centers . . .

“A Perfect Hotel for The Visitor”

**ROOM with PRIVATE BATH,
RADIO and SERVIDOR**

\$2.50 single per day **\$3.50** double per day

Special weekly and monthly rates.

HOTEL LINCOLN

JOHN T. WEST, *Manager*

44th to 45th Sts.—8th Ave.—New York

UNDER NEW MANAGEMENT "A RELIANCE HOTEL"

INSTEAD of asking why all those experts on celebrities hadn’t recognized Mr. Rockefeller, I said, “What about big sports broadcasts. Some of them must have been hard to handle.”

“You’re right,” answered Husing. “The ones I recall most vividly are my first polo game, prizefight, World Series, and Kentucky Derby. When I first tackled a polo broadcast I’d never even *seen* a polo game. England was playing the United States at Meadowbrook. The night before my broadcast I had a chance to see just one chukker of polo. Then I sat up all night with Herbert Reed, the fellow who calls himself ‘Right Wing.’ He knows more about polo than any man in the country and he talked to me for about eight hours straight.

“By the time the game started I felt as if I’d cut my baby teeth on a polo mallet. All through the first half I talked like what I hoped was a ten-goal man. Part of the crowd went to the clubhouse for drinks during the intermission and many of them stayed there and listened to the broadcast instead of going

back to the game. *That's* how good Husing was that day—or how good the liquor was—or how bad the game was—or something.”

“But, anyway,” said Quailey, “it was because of your broadcasting that the U. S. Polo Association made us the official broadcasters of its matches that year and the next.”

“**W**HAT about the first prize-fight?” I asked Husing.

“That was several years ago, when all the newspapers and a good many radio fans were panning announcers for their inaccuracies in describing fights. Humbert Fugazy was putting on bouts every week at Ebets Field in Brooklyn. I was assigned to the scrap between Kid Chocolate and Fernandez. I made up my mind I was going to show them something about fight announcing.

“I got an expert to agree to sit behind me and check me on the blows as I called them. When I walked down to my ringside seat that night I had every sports reporter in town against me, except Dan Parker of the *Mirror*. But the next day every paper in town gave me a hand on the job I did. Chocolate must have hit Fernandez a thousand times in that bout and I didn't miss many of them. And if that sounds like overstatement, let me show you something.”

He got out a couple of scrapbooks and showed me the clippings of the fight. Every clipping mentioned Ted, of course, or it wouldn't have been in the scrapbook—but most of them said more about him than they did about the fighters.

“Listen,” said Husing, suddenly, as I was looking through the books. “I'm on the air in ten minutes with a talk on learning to fly a plane. Come up to the studio and on the way I'll tell you about that first World Series broadcast and the Derby of 1928. Come on Les.” He grabbed a script and we started.

“**B**EFORE those World Series games,” he continued as we waited for the elevator, “I'd never broadcast any baseball except local games in Boston. The only two men who had broadcast a World Series over a network were Graham McNamee and Andy White. So Husing was in another tough spot. I must have got away with it though, because I've broadcast the World Series every year since then.”

“You don't seem to have ever gone through any lengthy period of training for these tough spots.”

“Well, just remember I'm telling you only about the difficult broadcasts that turned out all right. If you've got a good memory and keep your mind on your number, you're pretty likely to be O. K. And whether you get the breaks or not has a lot to do with how good you are. I got a swell break at my first Kentucky Derby, for instance.

“The other announcer was a Kentuckian. The favorite in the race, Blue Larkspur, was a Kentucky horse. Everywhere around us were Kentucky people. They all had their minds on Kentucky.

The race wasn't even close. Clyde Van Deusen won it and I said so. The other announcer, still thinking about Kentucky, gave it to Blue Larkspur!”

We went into the studio where Husing was to talk about the flying lessons he's been taking at Roosevelt Field. It was the first time in months that he had broadcast from a studio and he seemed like an animal behind bars. He walked around, did tap steps, wisecracked with the engineers in the control room, took a voice test and kidded Quailey. From watching him those few minutes, I should say that although he's not at the studio often he is tremendously popular with the people there. And I should say, also, that if you put him in a cell for a week he'd burst from the pressure of nervous energy that had no outlet. It didn't seem to me quite in character for him to be doing anything so confining as sitting in the cockpit of a plane, learning to fly.

He made his talk about the delights of aviation and then we went out of the studio. At the elevator, as I was about to leave him, I asked if he really did like flying.

“Well,” he replied, “I lie like hell about it.”

MORTON DOWNING

Continued

Then suddenly, one morning, Mort happened to see a copy of a New York paper, and read this item in the column of one of New York's famous wise guys . . . “poor Morton Downey, he's all washed up.” Well, sir—was his face red! A small tornado passed through his mind, and he moved quickly. He'd made a big hit in London night clubs before. He could do it again. He wired the “Kit Kat Club” that he was coming, and he quietly told Barbara that they were leaving for merry England.

WINDS LIKE A WATCH

Are you “gauge-minded?” Then write with the sackless Conklin Nozac (no sack)—the new deal in pens. Full visibility of ink supply. Filled by the positive mechanical action of a new filling device tested by over two years of general use. \$5.00 and more. Ask your dealer.



VISIBLE INK SUPPLY

Another new Conklin with visible ink section \$3.50. You can buy a good Conklin (rubber sack) pen today for as little as \$2.75. Pencils \$1.00.

THE CONKLIN PEN CO.
Toledo, Ohio
Chicago San Francisco

Conklin
NOZAC

REG. U.S. PAT. OFF.
SATISFACTION GUARANTEED

After he had scored with the Britishers, and was once again tasting success, he decided, as suddenly as he had decided before, that the next move was America—and radio. So he and Barbara bounded back—made connections with CBS—sang to the sponsors of “Camel Quarter Hour” over a long-distance telephone—signed a contract . . . and the rest is history.

During her husband's whirlwind success, Barbara kept quietly but proudly in the background. She seldom appeared in the studios. Once, when his eyes were burned by a sunlamp, she escorted him to the microphone, and led him home again.

Then Barbara's health failed, and she was obliged to stay in the country most of the time. During this period there were the usual rumors that the Downey romance was going on the rocks, but the truth of the matter was that Morton spent every spare moment at her side.

A few days before this last Christmas, Morton, Jr., was born—and that night Mort sat up feverishly writing the song, “Welcome Home, Little Stranger.”

They have no plans for the son and heir. But Barbara has definitely given up professional life, and will devote all her time to her husband and baby.

And they are as much in love as ever. The first song Morton sang to Barbara was “I'll Always Be In Love With You.” He evidently meant it.

POPULAR TUNES

Continued

The writers, Harry Warren and Al Dubin, make an interesting team . . . Harry, a youthful, bright-eyed Italian boy, teaming up with a corpulent gentleman, Al Dubin, who looks as if he might be a night club bouncer. I often wonder what happened to the Al Dubin-Joe Burke combination which wrote such tremendous hits as "Dancing With Tears In My Eyes," "Tiptoe Thru The Tulips," "Many Happy Returns of the Day," and "Kiss Waltz."

Harry Warren is a melody man. Outstanding among his tunes have been "Crying For The Carolines," "Cheerful Little Earful," "Would You Like To Take A Walk," "Too Many Tears," and "Have A Little Faith In Me." With Joe Young, he wrote the songs for Ed Wynn's "Laugh Parade." Two of these, "Ooh That Kiss" and "You're My Everything," gave him the prominence he so richly deserved.

The Warren melodies in the Warner film, "42nd Street"—especially "Shuffle Off To Buffalo"—have given him yet greater prestige. In fact, I believe they are among the best

things out today. "Shadow Waltz" strikes me more as the kind of tune that the old vaudeville pit orchestras would play for a typical dancing or juggling act—yet I may be wrong. It may turn out to be a very popular vocal selection.

"I've Got To Sing a Torch Song," on the other hand, seems more like musical comedy material, as it probably is in the movie. Not having seen the songs in the picture—how they are executed or "spotted"—I should really not pass judgment on them too severely. I merely wish to give you my opinion of two songs about which publishers, phonograph recorders, and radio people are very much enthused.

CONRAD THIBAUT

Continued

He began by telling me of his first meeting with Madeleine Gagne. They were both seventeen when they appeared together in an amateur theatrical in their little home town of Northampton, Massachusetts. As the young girl sang in that performance, the footlights casting a radiance over her yellow hair and dark eyes, Conrad

thought she was the prettiest living thing he had ever seen. Madeleine was also immediately attracted to the young man with the serious eyes and quiet, retiring manner.

THE romance really began that night and came to a dramatic climax the following afternoon when Conrad and Madeleine went for a walk. "I'll never forget that day as long as I live," he declared. "If you've never seen the Berkshire hills in autumn you can't imagine anything so beautiful. The maples and elms were scarlet and gold, and—well it was just one of those perfect days. So there we were—just two kids telling each other that it was love at first sight. And that's how we became engaged."

But the marriage date had to be postponed for three years. Conrad, with his Latin impetuosity, was all for chucking his career and taking a job—any sort of job that would make it possible to support a wife. But Madeleine, ambitious and unselfish, wouldn't hear of it. She believed in her fiancé's talent. She knew the vital part that self-expression plays in the happiness of an artistic individual. She added her encouragement to that of other townspeople, including Calvin Coolidge, and Conrad came to New York.

He worked ten hours a day as floorwalker in a department store, taking singing lessons during his lunch hour. He practiced at night when he was too tired to see the music in front of him.

BUT Madeleine's letters spurred him on. Finally he won a scholarship in the Curtis Institute of Music in Philadelphia and became the pupil of the great Emilio de Gogorza. There were odd jobs on the side. Singing engagements for funerals and weddings. Some phonograph recording. And the day Conrad was twenty he returned to Northampton and brought Madeleine back to Philadelphia as his bride.

"It was pretty tough going," he recalled, "but we were terribly happy." The eyes had lost their usual gravity and were shining as he re-lived those days. "She gave up all thought of her own career and threw herself, heart and soul, into mine."

WHEN Conrad and Madeleine returned to Philadelphia they



In Choosing Your New York Hotel

REMEMBER THESE
SPECIAL FEATURES
of the NEW EDISON

- Sun - Ray Health Lamps
- New York's Newest Hotel
- In the Heart of Times Square
- Five Minutes to 50 Theatres
- 1000 Rooms • 1000 Baths
- 1000 Radios
- Extra - Large - Sized Rooms
- Many Windows — Large Closets
- Extremely moderate rates—

the
new

HOTEL
EDISON

47 ST. JUST WEST OF B'WAY

• N E W Y O R K •

Single from \$2.50 day
Double " \$4.00 "

found that the climb to artistic recognition was tedious and slow, as it always is with a young, unknown singer. "I'll never forget," the young baritone remarked, "how thrilled Madeleine was when I got my first role in the Philadelphia Opera Company. It wasn't a big part, but she felt that it was a start. And she was equally excited when I began to sing over the local radio station. But her chief ambition," he went on, "was to have me featured over one of the national networks. So her happiness was complete when I was called to New York for my first audition. The day I left she went to the hospital.

"You see, we were both crazy about youngsters and we wanted to have a child. My wife had been told that she couldn't ever hope to have one unless she underwent a very serious operation. Of course, I would never have given my consent." He made an effort to control the tremor that crept into the low, melodious voice. "And a week later—she was dead." He stopped and there was a long silence.

"And your audition?" I said at last, hoping to turn his thoughts to another subject.

"Oh, it went through. I signed the contract. But I can't help feeling that there was something cruel in Fate taking her away from me just at that time. You see," the voice faltered again, "she never knew."

"But at least," I went on, "you've had seven years of happy married life."

"Oh, yes, it was ideal," he replied, gravely, "we never lost our romance. But how could we with our companionship, our mutual interests? And, you see, we both believed that romance was the most important thing in life."

AND so as I left Conrad Thibault's apartment I realized the reason for that "certain something" in his voice. In his life there has been the rarest thing that life has to offer . . . a perfect romance. And if its passing has left him sad, the knowledge of having possessed it has left a vision of beauty and an understanding that is reflected in every note he sings.

JOHN BATTLE

Continued

in this business, whether you like it or not—unless, of course, you simply

haven't the time. It's all turkey or feathers. Two years ago I nearly starved. Some weeks I didn't earn a penny. And I considered I was pretty lucky other weeks if I had a chance to earn five dollars as one of the crowd in a *March of Time* program."

This statement was rather amazing in view of what Battle told me later—that within a year after the lean days he had made as much as \$780 in one week and had averaged between \$200 and \$300 a week ever since.

Of course, those figures are not startling when compared with salaries you see quoted for radio stars. But remember, Battle is no great star so far as the radio public knows. He plays many comedy parts, but he's not a featured comedian. He is frequently a "love interest," but he is never played up as a radio "Dream Lover." And when he does serious dramatic work, he is never given the publicity which would be accorded without question to a guest star from Broadway. No—the most he gets in the way of personal publicity is a mention of his name at the end of a program—usually after the listener has started looking for Amos 'n' Andy.

THERE is hardly a night in the year when you can't hear Battle on some program and, more often than not, he's on several. In fact, he is sometimes in direct competition with himself on the air! That is to say, he may be broadcasting in person from one station, while one of his "canned" programs (made on phonograph records) may be put on, at exactly the same time, over another station! He has even been on the air *three* times simultaneously.

"What's the explanation for this rush of work," I asked.

"Well," Battle replied, "I could tell you that I'm a great actor, but even if that is so it wouldn't mean much. My guess is that people hire me because they know that, in addition to the experience I've had, I have a faculty for living every part completely while I am in it. I don't just stand before a microphone and read a script. If I'm supposed to be strangling I can actually make myself think I'm struggling for breath. If the part calls for crying—I can, believe it or not, cry real tears."

When I said that this flair for realism was a great gift, he replied, "Well, it has its advantages, but it is probably a very bad thing for me. I find myself absolutely done up at the end of the evening. Once I worked as a tool dresser in the Mexican oil fields, swinging a sledge

hammer all day—and at no time during that period did I suffer the physical exhaustion I do from acting. My doctor says I've got to slow up or I may have a breakdown any day."

THEN, reverting to our earlier conversation, I said, "Is the last part of that week you were describing a while ago as difficult as the first two days?"

"Let's see, where were we? Oh, yes—Wednesday. Well, from ten to twelve I rehearsed *Crime Clues* and, from twelve to four, the *Maxwell House Showboat*. Then I made a transcription, and in the evening played in *Crime Clues* and the *Tyrol Jubilee*.

"Thursday morning from nine to eleven I played a Greek customs agent and a Russian droshky driver for two transcriptions of the travel program, *Happy Landings*.

"From one to five-thirty Thursday afternoon I hurried back and forth between rehearsals of *Maxwell House Showboat* and *Death Valley Days*. Both those programs were on at the same time that night and you should have seen me chase from one studio to another.

"The studios were on different floors. Page boys were assigned to hold doors open and elevators were kept waiting. Sometimes I had only one minute between the end of a line in one studio and my cue in the other.

"The next day—Friday—from nine to twelve I made records and from one to five, more records. That night the only show I had was *Tyrol*.

"Saturday morning I wrote scripts and all afternoon I rehearsed *Roses and Drums*.

"Sunday I rehearsed *Roses and Drums* from one to three and *Great Moments in History* from three until five-thirty. That evening I played in both shows. That finished my week, so I didn't have anything else to do except go home and start writing scripts for the next week."

"DO you get much fan mail?" I asked him.

"I got a good deal when I was playing young Southern lovers on the *True Story Hour*," he answered with a serious smile. "Spinsters in small towns used to propose to me in letters."

"They must have been amusing," I offered.

"No," he declared, "My letters never struck me as being particularly funny, somehow. The average batch of fan mail is about the most depressing reading you can find, I think. I have no great love for writing happy endings into my radio scripts, but I almost always do now, if I

possibly can. Reading fan mail has convinced me that, more often than you would believe, people look upon radio sketches as real life. The letters they write indicate that there is so much emptiness and loneliness in their existence that I see no point in adding to it with tragic climaxes to my stories."

"HOW many types of dialect can you do," I asked.

"It all depends on what you mean by dialect," Battle replied. "Most people put all kinds of Negro dialect, for instance, in the same category. As a matter of fact, there are a dozen or more important Negro dialects. I can imitate the Gulla Negro, who comes from the sea islands off the Carolinas; the Barbados and Jamaica Negro, who has a slight English accent; the Haitian-Creole Negro, who has a French accent; the African Negro, whose dialect differs greatly according to what part of Africa he comes from; the Porto Rican Negro, who has a Spanish accent; the Harlem Negro; the drawly Negro from the Mississippi levees; the educated Negro who hits his final g's; and the blackface vaudeville type.

"What dialects can't you do?"

"I do Cockney very badly, but it would fool almost anyone but a Cockney. I can't do Welsh or French. I've tried French and I was terrible."

"Can you tell by a person's speech where he's from?"

"Almost always," he declared.

"All right," I challenged, "where am I from?"

Battle thought several moments and then said:

"Well, I'm not sure of your speech because it's a mixture. But I should say that it's the speech of the district around the Great Lakes overlaid with New England dialect."

I gulped a big gulp. I had lived all my life in Michigan except for a few years in New Hampshire and Massachusetts!

"You win," I said, "and for that you deserve to be let off answering any more questions. But how about an explanation of why the most versatile actor in radio hates to act?"

"O.K." said Battle. "I don't want to act because I want to write, and acting takes so much out of me that I can't write as well as I should. There's no great satisfaction in writing or acting radio scripts. If you write a masterpiece and it goes on the air, within a few weeks at most it is entirely forgotten. Even the best radio acting is forgotten just as quickly. I want to start doing something a little more enduring than that."

WHEN STARS COME TO EARTH

Continued

sweet, human quality in Ruth Etting's radio voice. It is just an expression of her character.

• • •

ON a Chase and Sanborn show not long ago, the guest star was Leo Carillo, noted stage and screen star. In memory of the anniversary of the birth of the immortal Richard Wagner, Rubinoff and his orchestra were to play a medley of the great composer's works. Leo offered, as an introduction, a bit of verse:

"Here's to your music, Richard Wagner,

May it live a thousand years,
And sorta keep things lively,

In this vale of human tears."

(The slight rumble recorded by radios following this little gem was probably Mr. Wagner turning over in his grave.)

• • •

LATE one evening three of us were sitting in Dave's Blue Room. My companions were Bobbe Arnst (the former Mrs. Johnny Weismuller) and Eddie Duchin, the popular young man whose Central Park Casino orchestra is a feature on Columbia stations. Bobbe and I had been dancing at the Cotton Club to Duke Ellington's torrid tunes, and she complained that she thought she had become overheated and was catching a cold. Eddie began giving medical advice, and did it with such a professional air that Bobbe said:

"What do you know about remedies?"

"Everything," was the comeback. "Do you happen to know that I was a pharmacist before I became a pianist?"

And darned if he wasn't! We didn't believe it, so he took us up to his apartment in the St. Moritz Hotel and showed us his diploma from Pharmacy College, in Boston. He had taken piano lessons (because his parents made him) since he was 9 years old, but never considered music as a career. Then, in his junior year in college, he won a Leo Reisman audition. This gave him the hunch, and after graduating he deserted his father's chain of drug stores, joined the musicians' union, and here he is.

Bobbe was so impressed that she took the stuff he suggested, and it stopped the cold. So, just to show how ungrateful people can be, we started calling him "Doc," and I don't think he likes it.

THE CIRCUIT JUDGE

Continued

seventy-five different types of receiving tubes, half of which have probably come into being since R. O. T. bought his receiver. Any set which was a first class receiver in 1930 is a very good set today. A 1927 receiver was about 75% perfect, a 1930 model about 95% perfect, and a 1933 design is about 97% all that can be desired. (I am speaking of the really best sets of those respective years.) The new tubes are a little more economical, too. Results for results, a 1933 model receiver will cost about one dollar less per year to operate than a 1930 set. Perhaps, in another year or so, some radical development may antequate a lot of good sets today—but until then, R. O. T., you might as well hang on to your R. C. A. 48!

STATIC—A LOTTA NOISE

TO THE engineer, static means only one thing—to the fan, it is just about everything outside of his desired station. So it is rather doubtful exactly what C. H. of New York City has in mind when he complains:

"I am bothered by severe static noises, and have been told by an expert that nothing can be done about it."

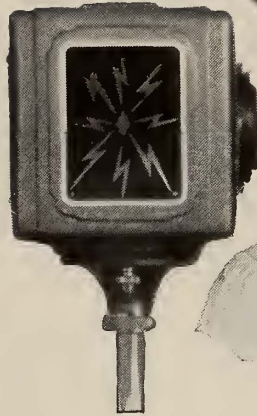
Maybe the expert is right—I don't know. When an engineer speaks of static, he refers to atmospheric electricity, such as lightning, which is picked up by the aerial in exactly the same manner as the signal. Obviously (as far as the broadcast fan is concerned) anything that is done to eliminate static, will also eliminate the signal. Static is worse in the summer than in winter, and is most violent during electrical storms. Many man-made electrical machines create a very good imitation of static, and if one is bothered by such sounds consistently, it is probable that a good bit of the disturbance is from artificial sources.

Artificial disturbances *can be eliminated*. They are usually very feeble, as compared with real static—and are therefore picked up almost altogether by the leadin, rather than by the antenna itself. Your serviceman can install a shielded or transposed leadin system which will reduce the effects of such interference to a marked degree.

WHO ELSE

wants to get into

BROADCASTING?



Let FLOYD GIBBONS, famous Radio Star, train you for a Broadcasting career. \$3,000 to \$15,000 a year and more paid to trained talent.

DO YOU want to get into the most fascinating, fastest-growing industry in the world today—Broadcasting? Do you want to perform for thousands and even millions over the air? Do you want to earn from \$3,000 to \$15,000 and more a year? If you have natural talent—if you have a good speaking voice or can sing, act, write, direct, read or sell—Broadcasting needs you and you can now easily secure the important training that qualifies for a big pay job.

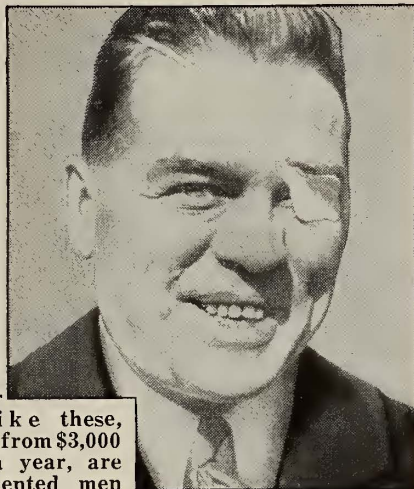
For now, thanks to Floyd Gibbons, famous "Headline Hunter of the Air," a remarkable new course in Broadcasting Technique prepares you for the position you want—right in your own home. No matter how much natural ability you possess, Broadcasting is different from any other medium and your own talents must be adapted to fit its special requirements. The Floyd Gibbons School of Broadcasting offers you a complete training in every phase of actual Broadcasting. It gives you the benefit of Floyd Gibbons' years of experience in Broadcasting. Under his guidance you can acquire, right at home in your spare time, the technique that makes highly paid Broadcasting Stars.

Biggest Opportunities in Broadcasting

No other industry today offers you as many opportunities for quick success and high pay as Broadcasting. For no other industry is growing at such an amazing rate of speed. Thousands of men and women of talent and training are needed—and are highly paid according to their ability and popularity.

Last year advertisers alone spent more than \$35,000,000 over the air. Broadcasting companies spent many more millions for talent. This year it is predicted that the amount spent for Broadcasting will be even more than this staggering total. Many more men and women will be employed.

Think of what this means to you! Think



Positions like these, often paying from \$3,000 to \$15,000 a year, are open to talented men and women who have mastered the technique of radio presentation:

Announcer Advertising
Singer Publicity
Actor Dramatist
Reader Musician
Writer Director
Musical Director
Script Writer
Program Manager
Sales Manager

Read how you, too, can prepare yourself for your share in Broadcasting.

FLOYD GIBBONS
Famous Radio Broadcaster

of the chance this gives you to get into this thrilling young industry. Think of the opportunities it offers you to get your share of these millions.

New Talent Needed

This year hundreds more talented men and women will make their bow over the "mike." New personalities will be heard—new stars will rise to the heights and sway millions—new fortunes will

be made for those who are fortunate enough to be trained in Broadcasting technique.

You may be one of these—if you have talent and the necessary training. If your speaking or singing voice shows promise, if you can act, if you are good at thinking up ideas, if you have any hidden talent at all—then let the Floyd Gibbons Course show you how to train successfully for Broadcasting fame and fortune.

Remember—talent alone is not enough. No matter how talented you are, that does not mean you will be successful in Broadcasting—unless you have a thorough knowledge of the technique of Broadcasting. Many a famous stage star or playwright has failed when brought face to face with the limitations of the microphone—while others, totally unheard of before, have sprung to fame almost overnight, because they grasped the technique.

Until recently it was difficult for the average person to get this necessary training for Broadcasting success. The Floyd Gibbons School of Broadcasting has changed all that. It was founded to bring to every talented man or woman the type of training that has made fortunes for the Graham MacNamees, Amos and Andys, Olive Palmers and Floyd Gibbonses.

Now, through this new, fascinating home-study Course you get a complete and thorough training in the technique of all branches of Broadcasting. In your spare time—right in your own homes—without giving up your present job or making a single sacrifice of any kind—through this remarkable Course you can train for the big-paying Broadcasting position you have dreamed of.

FLOYD GIBBONS Complete Course in Broadcasting Technique

The new, easy Floyd Gibbons Course trains you thoroughly in every phase of Broadcasting technique. It prepares you to step right into the studio and qualify for a place among the highly paid Broadcasters. A few of the subjects covered are: The Station and Studio, Microphone Technique, How to Control the Voice, How to Make the Voice Expressive, How to Train a Singing Voice for Broadcasting, the Knack of Describing, How to Write Radio Plays, Radio Dialogue, Dramatic Broadcasts, Making the Audience Laugh, How to Arrange Daily Programs, Money Making Opportunities Inside and Outside the Studio, and dozens of other subjects.

Send for FREE booklet

An interesting free booklet entitled "How to Find Your Place in Broadcasting" tells you the whole fascinating story of the Floyd Gibbons School of Broadcasting and describes fully the training offered by our Home Study Course. Here is your chance to enter a life-long richly paid profession—to qualify for an important role in one of the most glamorous, powerful industries in the world. Send today for your free copy of "How to Find Your Place in Broadcasting." See for yourself how complete and practical the Floyd Gibbons Course in Broadcasting is. No obligation on your part. Act now—send coupon below today. Floyd Gibbons School of Broadcasting, Dept. 3G61, U. S. Savings Bank Building, 2000 14th Street, N. W., Washington, D. C.

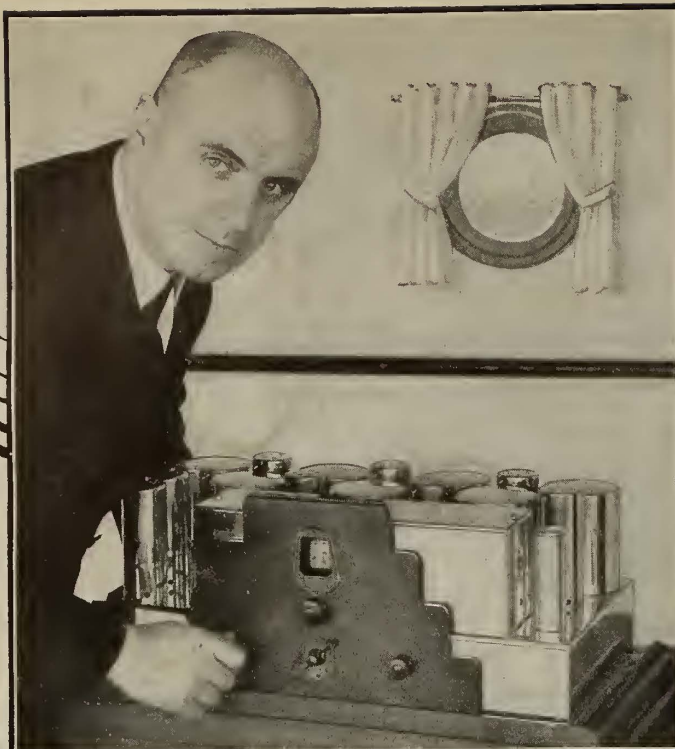
Floyd Gibbons School of Broadcasting,
Dept. 3G61, U. S. Savings Bank Bldg.,
2000 14th St., N.W., Washington, D. C.

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



Mr. E. H. Scott is shown here aboard the R. M. S. Maunganui, en route to New Zealand. On this 20,000-mile cruise to the South Seas he made constant tests of broadcast band reception under greatest difficulties.

Consistent, clear reception with loudspeaker volume of stations all over the U. S. A. is the definite, verified record of Mr. Scott's spectacular test, which included ship-board operation under most trying circumstances.



IN FAR-AWAY SIAM

From Lakon Lampang, Siam, Mr. George Wyga tells of natives who called priests to expel devils which they believed kept his SCOTT silent when it had two faulty tubes. He is "pleased with the set."



A FAMOUS BAND LEADER

Columbia Chain listeners all know Frank Westphal and his music from Chicago's WBBM. He says of his SCOTT, "Such marvelous tone quality is a delightful revelation . . . it not only rivals nature, it *is* nature."

From All Over the World Comes MORE AND MORE PROOF of SCOTT Superiority

WHEN A RECEIVER consistently, day in and day out, year after year, receives the universal acclaim of owners scattered from one end of the globe to the other for the most startling spectacular performance in all radio history . . . THAT MEANS SOMETHING!

Upon the world-wide, unassailable, documentary endorsement of the legion of written, verified reports of SCOTT ALL-WAVE Deluxe owners everywhere . . . this receiver rests its case.

The few expressions reproduced here are typical of those which pour in upon us continuously. They give an inkling of how this laboratory-precision custom-built receiver stands with its owners.

World-Wide Reception Guaranteed

Because the SCOTT ALL-WAVE Deluxe is constructed by skilled engineers to give the very brand of performance reported . . . fidelity of reproduction, sensitivity almost beyond measurement, selectivity to conquer the congestion of broadcast the world around . . . it carries the strongest guarantee ever offered. It is guaranteed to receive daily, with loud speaker volume, short wave broadcasts from stations 10,000 miles or more distant . . . and its every part (except tubes) is warranted for five years.

E. H. SCOTT RADIO LABORATORIES, Inc.
4450 RAVENSWOOD AVE., Dept. D73, CHICAGO, ILL.



IN CENTRAL MEXICO

Baron v. Turckheim reports daily reception of broadcasts from Germany, France, Spain and Australia. "The tone is faultless," he writes from Mexico City, and then adds, "This is my first great radio."



IN THE PHILIPPINES

U. S. Army Sergeant Frank Sublette, Fort Mills, Cavite, P. I., says, "Russia, England, France come in just wonderful. Will never buy any other receiver but a SCOTT." . . . And tropic reception is "tough."

SEND COUPON AT ONCE FOR COMPLETE INFORMATION

The SCOTT ALL-WAVE Deluxe gives perfected performance on all wave bands from 15 to 550 meters. It incorporates every worthwhile development of radio engineering, including Automatic Volume Control, Visual Tuning, Static Suppressor, etc. For all technical data, price quotations, and performance PROOFS, send coupon.



E. H. SCOTT RADIO LABORATORIES, INC.
4450 Ravenswood Ave., Dept. D73, Chicago, Ill.
Send me at once, without obligation, complete information regarding the SCOTT ALL-WAVE Deluxe, including performance PROOFS, technical data, etc.

Name.....
Address.....
City..... State.....