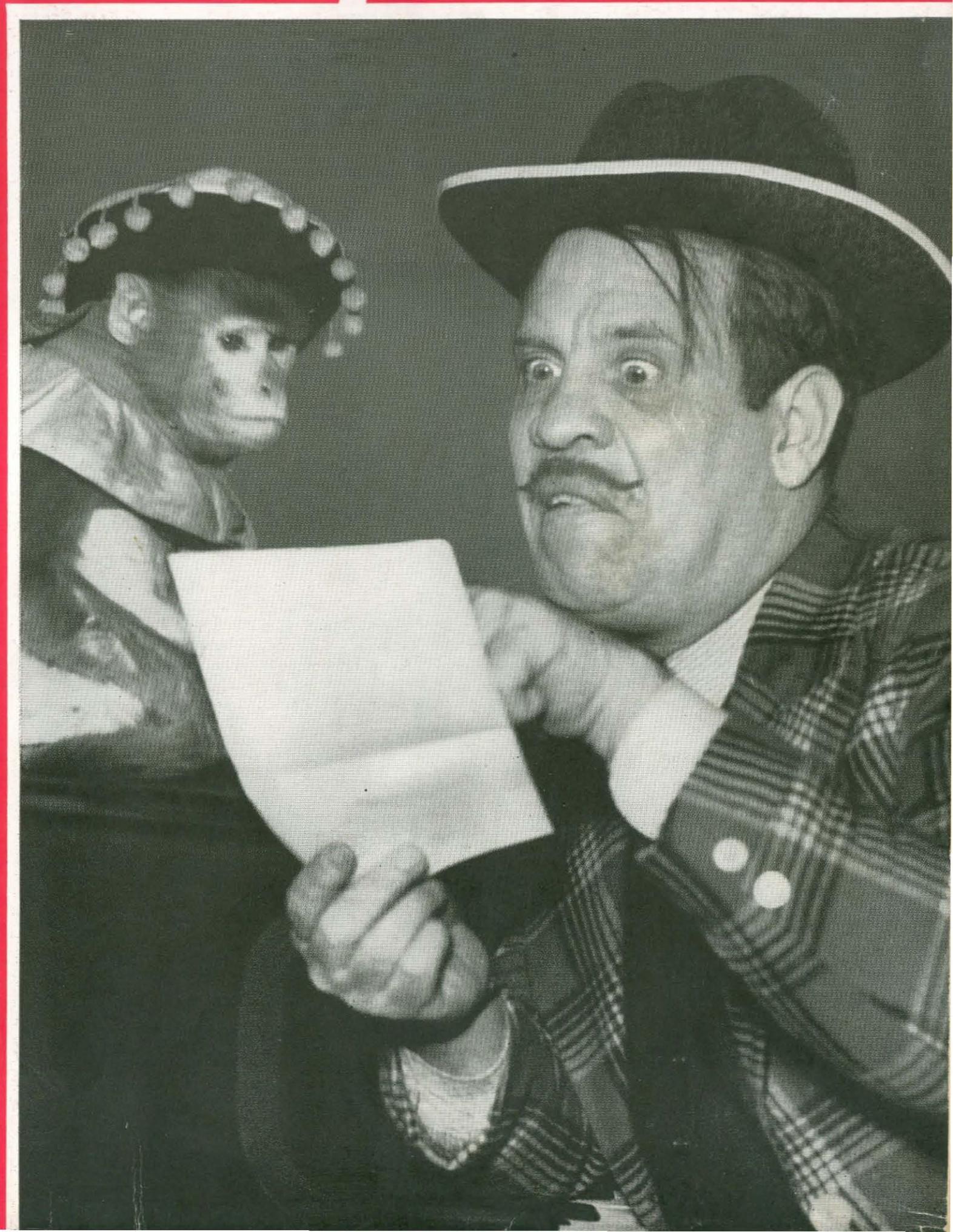


COMPLETE PROGRAMS FOR WEEK ENDING APRIL 9

Radio *Guide*

TEN CENTS



VISIT THE TOWN
THAT AL JOLSON
RULES AS MAYOR

HAVE FUN AFTER
DARK AT EDGAR
BERGEN'S PARTY

Lew Lehr appears with Ben
Bernie on CBS Wednesdays

OFFICIAL STAR OF STARS BALLOT

Mail to: Star of Stars Editor,
Radio Guide,
731 Plymouth Court,
Chicago, Illinois.

4

My Choice for the Best Actor Is

My Choice for the Best Actress Is

My Name Is

My Address Is

(This Ballot May Be Pasted on a Penny Postcard)

The ballot above is for this week's election only. Read the instructions below before you vote. This ballot must be mailed by midnight this Saturday, April 9

RADIO GUIDE'S ANNUAL STAR OF STARS POLL

THIS WEEK—MOST POPULAR ACTOR AND ACTRESS

THE entertainment business, as has been bruited about for quite some several seasons, is not like other businesses. The people in it are not like those who peddle life insurance or build lawn mowers or are "in" real estate.

The difference is that in the entertainment business the customers run the show—and that the people in the business love it. As everyone who has ever dealt with a shoe salesman knows, that is not true elsewhere.

Right now the broadcasters who are responsible for the radio programs we hear are awaiting orders from their customers—the listeners. Those orders may come in the form of votes; for instance, in the fifth annual Stars of Stars Poll, conducted by Radio Guide for the benefit of listeners and broadcasters alike.

In earlier polls, held during the past four years, listeners voted each week in every division of the poll. This year, however, each division has a separate election during one week, and that week only. The first, for instance, named the most popular musical programs—and the results of that poll are given this week on page 13. The second poll named the most popular dramatic program, and the third, the best children's program. Re-

sults of these polls will be announced each week.

This week's election will determine the most popular actor and the most popular actress on the air. The ballot above is good only in this election, and it is the only ballot that can be used. None of the earlier ballots can be used for this poll. This ballot cannot be used later in any other election. The ballot for the most popular actor and actress must be mailed before midnight on Saturday, April 9.

Last year listeners voted top honors to Don Ameche, Nelson Eddy, Lanny Ross, Jack Benny, Michael Raffetto, Robert Taylor, Bing Crosby, Fred MacMurray, Clark Gable and Lester Tremayne, among the actors. Most

popular actresses were Helen Hayes, Jeanette MacDonald, Joan Blaine, Rosaline Greene, Anne Seymour, Elsie Hitz, Barbara Luddy, Myrna Loy, Joan Crawford and Irene Rich.

Every listener owes it to himself and to those who give him his entertainment to register his selections in all the Star of Stars Polls. Fill in the ballot at the top of the page—now, while you're thinking about it. Paste the ballot on a postcard, if you like. And, don't forget—it must be mailed before midnight, Saturday, April 9!



Turn to Page 13 for results in the Musical Program Election!

WEEKLY SCHEDULE OF THE STAR OF STARS POLLS

4. Most popular actor and actress—April 9 issue, on sale March 31
5. Most popular singer of popular songs—April 16 issue, on sale April 7
6. Most popular classical singer—April 23 issue, on sale April 14
7. Most popular comedian or comedy program—April 30 issue, on sale April 21
8. Most popular dance orchestra—May 7 issue, on sale April 28
9. Most popular announcer—May 14 issue, on sale May 5
10. Most popular commentator—May 21 issue, on sale May 12
11. Most popular promising new star—May 28 issue, on sale May 19
12. The Star of Stars—June 4 issue, on sale May 26

Vote for your favorite every week!

RADIO GUIDE

M. L. ANNENBERG, Publisher
CURTIS MITCHELL, Editor

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Vol. 7, No. 25
April 9, 1938

THIS WEEK

PREVIEWS OF SOME OF THE BETTER REGULAR AND SPECIAL BROADCASTS

SUNDAY, APRIL 3

Lotte Lehmann . . . soprano guest
"Magic Key"—NBC-Blue, 2 p.m. EST.

Lotte Lehmann has achieved world-wide fame in recent years because of her superb vocal and dramatic interpretations of various Wagnerian roles. She hails from the small town of Perlenberg, Germany, has been a member of the "Met" since 1933.

George Jessel . . . celebrates
"Jell-O Show"—NBC-Red, 7 p.m. EST.
(For the West, 8:30 p.m. PST.)

George Jessel has been in show business since he was nine years old, began by singing childish ballads at a theater where his widowed mother sold tickets. In celebration of his thirty-ninth birthday Sunday, he will be Jack Benny's guest.

Nelson Eddy, Jose Iturbi . . . for Ford
"Sunday Evening Hour"—CBS, 9 p.m. EST.

Fans everywhere will cheer the opportunity to hear the glorious voice of the truly great Eddy. As guest for Ford, he'll be heard singing under the direction of Jose Iturbi, who returns to conduct the orchestra for three weeks.

Irene Rich . . . in prize-fight drama
"Love With a Wallop"—NBC-Blue, 9:45 p.m. EST.
(For the West, 8:15 p.m. PST.)

The prize-ring—and the hard-punching men who

make its history—forms the background for Irene Rich's radio play. Her efforts in bringing "culture" to a fighter provide an amusing story. Don't miss this uproarious comedy.

MONDAY, APRIL 4

Barbara Stanwyck . . . "Dark Victory"
"Lux Radio Theater"—CBS, 9 p.m. EST.

"Dark Victory" tells the story of a young surgeon who operates on a young girl with brain tumor. A tragic tale of romance and death, this play offers a fine starring role for the talents of the highly dramatic Miss Stanwyck.

Painters and sculptors . . . their story
"Brave New World"—CBS, 10:30 p.m. EST.

"Art Endures" will be the subject of "Brave New World's" dramatization. The story of typical Latin-American painters and sculptors, both ancient and modern, and the development of ecclesiastical art will be told on the program.

TUESDAY, APRIL 5

Charlie Ruggles . . . visits Al
"Jolson Show"—CBS, 8:30 p.m. EST.
(For the West, 8:30 p.m. PST.)

Charlie Ruggles, prominent comedian of the stage and screen, will join up with Al and his radio crew this Tuesday for a special guest appearance. Best beloved for this bashful type of humor, Charlie will be heard in an amusing skit.

Jane Froman . . . visits Al Pearce
"Watch the Fun Go By"—CBS, 9 p.m. EST.
(For the West, 9 p.m. PST.)

Lovely Miss Froman will sing on the program originating in her home town—St. Louis—where the Pearce funsters are personal-appearing this week at the Fox Theater. On hand will be Arlene Harris, Tizzie Lish, Carl Hoff and his orchestra.

WEDNESDAY, APRIL 6

Merritt family . . . their story
"Cavalcade of America"—CBS, 8 p.m. EST.
(For the West, 9 p.m. PST.)

Hepzibeth Merritt and her seven sons founded an industrial empire in northwest Minnesota. Settling there in 1857, the Merritts were largely instrumental in opening up rich iron lands, became operators of the largest open-pit mine in the world.

Edgar A. Guest . . . net switch
"It Can Be Done"—CBS, 10:30 p.m. EST.

"It Can Be Done," the program in which Edgar A. Guest presents different dramatic sketches showing how individuals have struggled to success in spite of handicaps, switches from NBC to the CBS network this Wednesday. Guest will be M. M. Kinley, oil-well fire-fighter.

Boris Karloff . . . in thriller
"Lights Out"—NBC-Red, 12:30 a.m. EST.
(For the West, 10:30 p.m. PST.)

Karloff, famous for his "monster" roles in the



Bill Robson, director of the Columbia Workshop, presents "The Broken Feather" on CBS Sat.

movies, is appearing in a special series of broadcasts for radio's greatest horror show—"Lights Out." "Dance Macabre" by Arch Oboler will be the title of this week's midnight thriller.

THURSDAY, APRIL 7

Bunny Berigan . . . hot trumpeter
"Steinie Bottle Boys Swing Club"—
NBC-Blue, 7:45 p.m. EST.

Like Goodman, who specializes on the clarinet, Bunny plays almost every number and directs his band at the same time! He sets the pace for the band and they swing along right behind him. Fans can hear him with the Steinie Boys Thursday.

Rudolph Ganz . . . Bing's guest
"Kraft Music Hall"—NBC-Red, 10 p.m. EST.

Ganz, eminent Swiss pianist-conductor-composer, becomes the victim of Bing Crosby in a "humanized" interview. Ganz was a conductor of the St. Louis Symphony Orchestra from 1921 to 1927, has since headed the Chicago Musical College.

SATURDAY, APRIL 9

Social Security . . . in meet
Eleventh Annual Conference—CBS, 2 p.m. EST.

CBS will broadcast two talks from the luncheon meeting at the Hotel Astor in New York. Speakers will be Senator Guy M. Gillette, of Iowa, and Marion B. Folsom, treasurer of the Eastman Kodak Company and member of the Federal Advisory Council on Social Security.

Bill Robson . . . presents "Broken Feather"
"Columbia Workshop"—CBS, 8 p.m. EST.

Robson is a product of George Pierce Baker's "47 Workshop" in playwriting at Yale. Following four years at Paramount and Universal, he joined CBS on the Pacific Coast, became permanent director of the "Columbia Workshop" last year.

Lauritz Melchior . . . pride of the "Met"
"Your Hit Parade"—CBS, 10 p.m. EST.

Hailed as world's greatest Wagnerian tenor, Melchior is a Dane by birth. He made his "Met" debut the same day as did Marion Talley; is best beloved for his thrilling characterizations of the title roles in "Siegfried" and "Tannhauser."



Hot-lick Bunny Berigan guests on the Steinie Bottle Boys Swing Club on NBC-Blue Thurs.

A WOMAN OF COURAGE

BY JAMES STREET

The problem child of the networks is impish "Baby Snooks," brain-child of Fannie Brice. Below: Miss Brice as the famous baby

LITTLE Fannie Borach of Brooklyn stared down her long nose at the grimy twenty-five-cent piece she clutched in her sweaty hand, then glanced forlornly at the theater sign which announced an admission price of forty cents.

Tears flooded her eyes and she sniffed and rubbed her sleeve across her nose. Fannie Borach was only twelve, and it's easy to weep at twelve when a hope has been shattered. It was amateur night at Frank Keeney's theater on Fulton Street, hard by the oily, dirty East River. She had wanted to see that show, but Papa Borach couldn't spare the twenty-five cents, so little Fannie had worked all day helping a neighbor make a dress. She had been paid a quarter, and, grasping the coin in her hand, had raced to the theater.

She got there just as the matinee prices went off and evening prices went on, and Fannie Borach lacked fifteen cents of having enough to sit in the peanut gallery for amateur night.

If she had possessed that fifteen cents perhaps you would never have heard these famous words, sung in a deep, sad contralto:

"It's cost me a lot but there's one thing that I've got

"It's my man . . .

"Oh, my man I love him so,

"He'll never know.

"All my life is just despair, but I don't care."

If little Fannie Borach had possessed that fifteen cents perhaps you never would have heard of Fannie Brice, a woman of courage—born with two strikes on her but who has scored time and again by delivering sacrifice hits in the pinches.

Because she lacked the fifteen cents she went to the stage door and walked into the theater with the amateurs. The manager spied her.

"**H**HEY, kid," said he, "what do you do?"

"I sing," said little Fannie Borach—Fannie Brice to you.

She planned to watch the show until her appearance was called, then she would skip. But before she could catch her breath the manager shoved her onto the stage and said:

"O.K., kid—sing!"

Fannie gulped, rubbed her sleeve across her nose again and believed Providence had turned His back on her. But out in the audience was a newsboy she knew.

"Hey, Fannie," shouted the youngster. "Sing 'When You Know You're Not Forgotten By the Girl You Can't Forget!'"

She grinned at her friend.

"That kid," said Fannie Brice years later, "had confidence in me. He was my pal. I couldn't throw him down. So I sang."

She won the prize of \$5 and ran home to her mother. She was out of breath.

"Look, Mama!" she held up the \$5. "I won—"

"Wipe your nose," commanded Mama Borach.

"I'm going to be an actress," confessed Fannie after wiping her nose.

That was 33 years ago. The \$5 meant a lot to the Borach family. Papa Borach was very poor. He was an Alsatian Jew and when he came to the New World he opened a saloon fast in New York's Ghetto, where Fannie was born in 1893. She used to steal beer from Papa Borach and give it to nursing mothers in the neighborhood. She began life by helping others and she never got out of the habit. She played in the gutter.

She played hopscotch with newsboys, and the streets taught her their lessons. Life flowed quickly in the ghetto, the sweating, steaming, smelly ghetto of New York. Only the courageous survived.

Papa Borach sent Fannie to school, but she was not a good student and she played truant. In the mornings, she would slip into the neighborhood theaters when they were being cleaned and lie flat on her stomach until the shows began. She simply wouldn't study. Papa Borach scolded, and Mama Borach wrung her hands, but little Fannie Borach kept right on playing hookey from school.

SHE got a job in a dressmaker's shop and worked while her family thought she was in school. A child of weird complexes, Fannie puzzled her employer and even the customers. Once she told a customer her family was starving and that her mother was

dying. The customer wept and gave her old clothes and bread. The next day Fannie came to work in her Sunday best, which wasn't very good. But she wore two earrings in each ear—her mother's and her sister's. She acted even in childhood.

She spent on herself all the money she made because she didn't want her folks to know she was working! Her whole life has been a crazy-quit—incredible! An Alger story? Why, if Alger had dared write her life he would have been ridiculed. The things that happened to Fannie Brice couldn't have happened even in an Alger story.

After winning \$5 for her first appearance, she became a "professional amateur." That was more than thirty years before the Major Bowes programs began.

"I played every theater in Brooklyn, Manhattan and Newark," laughed Fannie, "and once I made \$35 a week



as an amateur. The customers would throw coins to us on the stage. The polite thing to do was to wait until after the act to pick up the money, but I picked up mine as I sang. I was afraid the money would get away."

She changed her name from Borach to Brice. She was irked because friends called her Fannie Bore-act. She just happened to pick Brice. There was no rhyme or reason for it, but, too, there's no rhyme or reason to her entire life.

She was a gawky girl when she got her first steady job at a Second Avenue theater, selling tickets, cleaning, watching the scenery and playing the piano between times.

"I played after a fashion," she admitted, "a terrible fashion."

Her job was to bang the piano while stereopticon slides were being shown on the screen. The house often sent her up to Tin Pan Alley to learn the songs.

"I had a pal at one of the publishing houses," she said, proudly. "He had nice brown eyes. Every time I went to the house he would help me with the music. I'll never forget that guy."

Who could, Fannie? Who could ever forget Irving Berlin?

She was working in the ticket office one day and read that Cohan and Harris wanted chorus girls for a new show.

"I'll never forget those guys," said Fannie wistfully.

Who could, Fannie? Who could ever forget those two grand beings, George

Fannie did all right until she tried to dance. But she couldn't shift from left to right unless she waded her fingers—"sky writing" the craft calls it. And every time she tried to shift, she threw the chorus off balance and there was a tangle of pretty legs.

"Everybody was out of step but me," Fannie moaned.

George M. Cohan was not pleased, and neither was Mr. Harris. So one day Mr. Cohan pointed his finger at Fannie and roared:

"Back to the kitchen!"

THAT'S the show business' way of saying you are fired. But Fannie wouldn't go to the kitchen, but hooked on with a troupe in which she played the part of an alligator and ate up the leading man. But she wasn't a good alligator even with her nose. Mama Borach heard that little Fannie was playing the role of an alligator and took her home. Next she got a job with a burlesque troupe.

"They wouldn't let me dance," Fannie said. "They put me in a box, turned a spotlight on me and let me sing. But I wanted to dance. I gave a girl my underwear and shirtwaists to teach me the steps, and by the time I worked my way from the back row of the chorus to the front row I was almost naked."

She was fifteen then!

Her first love came to her early. Fannie never talks about him. He was a barber and his name was White. He used most of his profits to buy his own hair tonic.

"God, but he smelled good," said Fannie.

She never had much money and there are a few things in the turbulent childhood that cling to her mem-

"I told Max I had dozens of specialties," she said. "He told me to appear before the Friars that week. I nearly collapsed—I was just that scared. I hurried to Irving Berlin and told him my problem. It was Irving who wrote 'Sadie Salome' for me and told me to sing with a Yiddish dialect."

The rest is theater history. The venerable Friars rolled in the aisle and almost got tangled in their tails and stumbled over their top-hats when Fannie sang the immortal "Sadie Salome." Max Spiegel almost broke his wrist shoving a contract in front of her. It called for \$85 a week. Fannie almost broke an arm signing it. She didn't know there was so much money in the world.

The contract was for seven years and she was to get a \$10 raise each year. Seven years of Fannie Brice's time for about \$40,000! Great Land o' Goshen! But somehow the fates always look after the courageous. The contract was no good, because Fannie was only seventeen and as a minor her signature wouldn't stand in court.

MAX SPIEGEL lost a gold mine, and Flo Ziegfeld found one, for in 1910 he sent for her.

"Want to go to work for me?" said the Great One.

"Yes," said another Great One.

"How much?" asked Ziegfeld.

"Forty a week," said Fannie.

"What!" Ziegfeld, accustomed to big money, almost fainted. "No! Make it \$75 and I'll hire you."

When her contract was signed, Fannie showed it to so many persons around Times Square that she wore it out.

"I showed it to Berlin five times—honestly," she said. "I sang 'Lovie Joy' for Ziggy first. I had a great accompanist. I'll never forget that guy."

Who could, Fannie? Who could ever

After her performance she went to a supper given by a New York play-boy.

"It was the first party I ever attended where men wore evening clothes. There were two \$100 bills under my plate that night. I'll never forget that guy."

Who could, Fannie? Who could ever forget Diamond Jim Brady?

AFTER her hit in her first show, Ziggy gave her a contract for \$100 a week and put her in the Follies. That's the last contract she ever had with the Great One, although at times she earned \$3,000 a week from him. She worked for him sixteen years.

"I remember once," said Fannie, "when Ziggy took a \$2,000,000 beating with a shrug of his shoulders. He told me he was broke again. But he came back. Ziggy always did come back. He had courage."

Ziegfeld said the same thing about you, Miss Brice.

She was a Follies star when John Wanamaker, the merchant prince, took to her apartment one evening a bashful young man with a timid look.

"He looked like a scared little boy," said Fannie. "I'll never forget that guy."

Who could, Fannie? Who could ever forget the Prince of Wales?

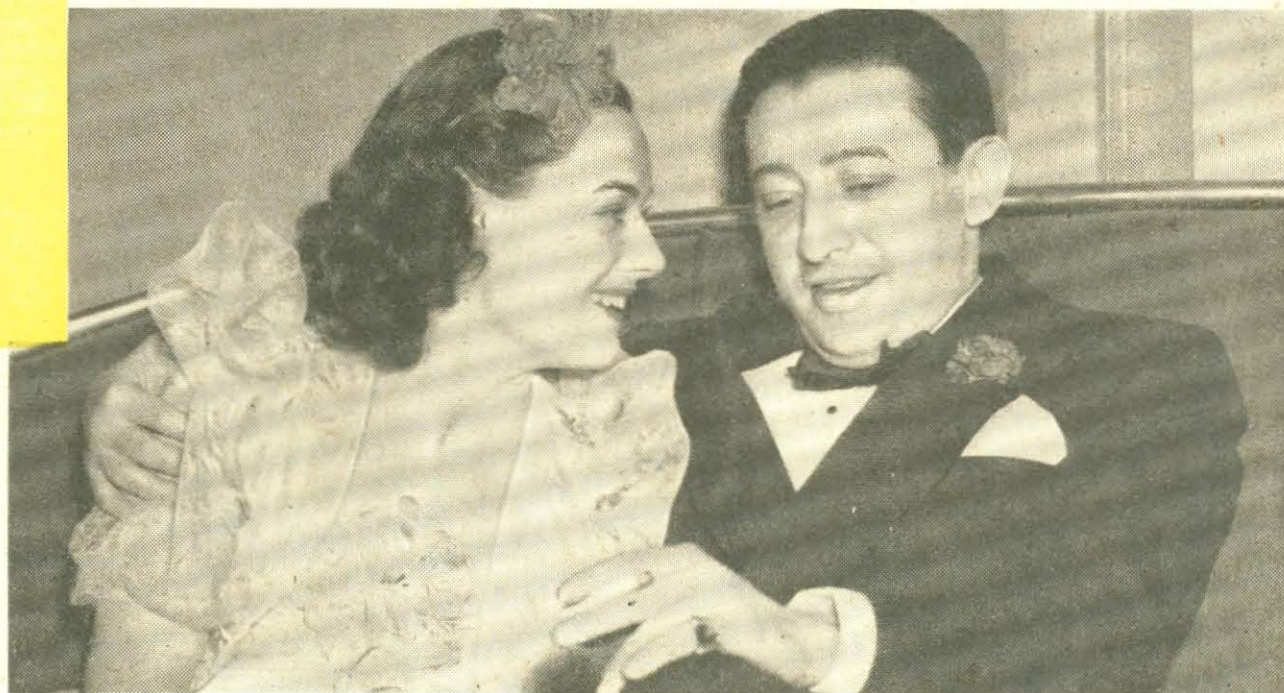
The great passed before her eyes—Lillian Russell, Eddie Cantor, Ann Pennington. Name any star—Fannie was his friend.

Nicky Arnstein, the crook, entered her life while she was in the Follies. He was a handsome fellow, suave. She fell for him—hard. He went to England. She pawned her jewelry to follow him. It's the way with a woman in love. In 1918, she married him—little Fannie Borach of Brooklyn.

Nick was a confidence man. Fannie said he was not the master-mind of a

A CHILD OF SORROW,
FANNIE BRICE GREW
UP TO MAKE PEOPLE
LAUGH, CRY. LISTEN
TO HER ON "GOOD
NEWS OF 1938" THURS.

Billy Rose and Eleanor Holm Jarrett. Billy says they'll soon wed



M. Cohan and Sam H. Harris?

Harris hired her for \$23 a week when she fibbed and told him she could dance. She sat by the piano for days waiting to be called for the chorus. Then one day Harris told her to sing with the chorus. Fannie was from the part of town where the boys liked their songs loud, so she gave it all she had and drowned out the chorus.

"No solos!" said Harris, and scowled at her.

A beautiful blonde was near her, and she looked disapprovingly at little Fannie Borach from Brooklyn.

"I'll never forget that girl," Fannie laughed. "She had lots of blond hair and looked like a valentine."

Who could, Fannie? Who could ever forget Mae Murray?

ory—trouping, trouping. She lived on twenty-five cents a day, played the water-tank towns, climbed out of a window in Pittsburgh, bribed hotel attendants to let her use her own iron.

Her marriage with the barber didn't last very long. Mama Borach heard about it and had it annulled, and Fannie came back to New York City. Max Spiegel offered her a job when she fibbed about her specialty numbers.

forget talented George Gershwin?

She pronounced the words of "Lovie Joy" as she had heard the Harlem Negroes pronounce them. Abe Erlanger, backer of the show, didn't like the song that way, and she was pushed out of the show. Fate grinned at her again, however, and when the show opened in Atlantic City she had to be used for an emergency. Little Fannie was the hit of the show.

ring of crooks as the police charged. She should know.

"He was just a vain, juvenile, masterless mind," she said, sadly. "He was a tool in the hands of others."

But she loved him.

Nicky played the rackets to Monte Carlo and back and finally was indicted, then disappeared. Fannie was questioned. It's the strangest chapter

(Continued on Page 15)

HELL-BENT FOR FAME



—Bruno of Hollywood

Genevieve Rowe has already won one \$500 Sealtest award and sings again Sunday for more honors. In 1929 she won the national Atwater Kent award, in 1932 the MacDowell Club award and in 1933 the National Federation of Music Clubs prize



—Desfor

Arnold Eidus, 13, is already a \$500 Sealtest winner, and is now competing with Kathleen Kersting, Leonard Warren, Genevieve Rowe and Arnold Belnick for the \$1,000 grand award to be presented April 10



Arnold Belnick, 13, won a \$500 Sealtest prize, appears again Sunday



Kathleen Kersting is doubly honored—a finalist in both programs



Leonard Warren also tries for final awards in both programs

ON SUNDAY Genevieve Rowe and Arnold Belnick make their bid for the \$1,000 prize offered by the "Rising Musical Star" program in its search for new talent. Kathleen Kersting, Leonard Warren and Arnold Eidus have already been heard; all have \$500 elimination prizes; all look forward to announcement of the winner April 10.

Last Sunday the "Metropolitan Auditions of the Air" announced winners of its competition, awarded each a contract with the Metropolitan Opera and \$1,000. Radio Guide next week prints new photos of the winners.



John Carter, tenor on the Chase & Sanborn Hour, was pitted against 6 others for the Metropolitan plum



Margaret Codd (above) and Miss Kersting were the only two women in the Metropolitan final rounds



—Ray Lee Jackson

Felix Knight (above) and Mr. Carter were the only two tenors who reached the Metropolitan finals



—NBC

Phil Duey, a familiar radio name, shared baritone honors with Mr. Warren in Metropolitan auditions



\$1,000,000 worth of talent honor their manager, George Engels, on his 10th year as NBC Artists Bureau head. Front, from left: Mischa Levitzki (who plays with the N. Y. Philharmonic Sun.), Gladys Swarthout, Frank Chapman,

Marjorie Lawrence, Efrem Zimbalist. Rear, from left: Rosina Lhevinne, Elisabeth Rethberg, Florence Easton, Doris Doe, Kirsten Flagstad, Lauritz Melchior "Hit Parade," Sat.), Mr. Engels, Walter Damrosch, Poldi Mildner

HIGHLIGHTS OF THE WEEK

RADIO GUIDE BRINGS NEWS ABOUT THE STARS — IN PICTURES



—Wm. Haussler

Rudy Vallee presents safety songs by Irving Cesar this Thursday



—Maurice J. J. Moore

Commentator Kathryn Cravens winds up her CBS broadcasts Friday



Minneapolis reporter Kenneth Ruble is on "Johnny Presents" Sat.

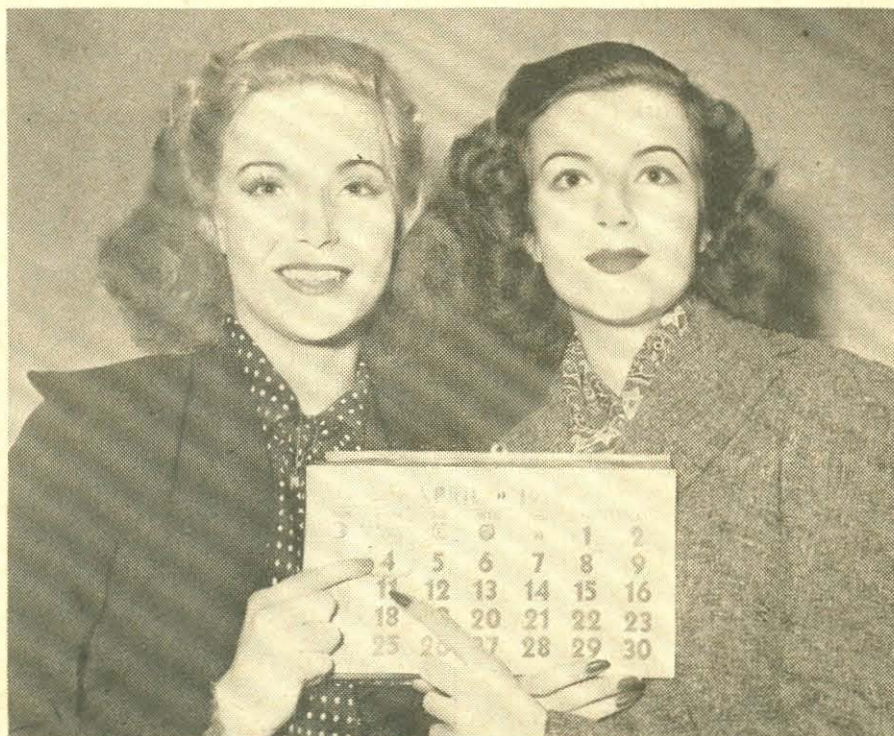


U. S. Surgeon General Thomas Parran speaks on tuberculosis Tues.

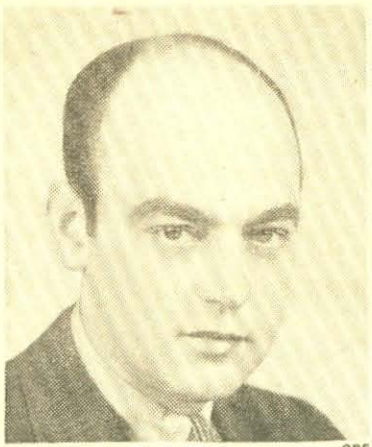


—Gene Lester

Commentator Rush Hughes, right, interviews Comedian Jack Benny in preparation for his broadcast of Tuesday on NBC, during which Hughes will tell the full story of how Benny and his cast prepare their weekly program



Nan Grey, left, and Helen Wood, of the cast of "Those We Love," dramatic serial, remind listeners that the show changes time this week and will henceforth be heard each Monday at 8:30 p.m. EST over an NBC network



Mischa Levitzki, pianist
with Philharmonic Sunday

SUNDAY, APRIL 3
at 3 p.m. EST on CBS

The New York Philharmonic
Orchestra

John Barbirolli, conductor
Mischa Levitzki, pianist

Overture to "The Secret of Suzanne"
(Wolf-Ferrari)
Symphony No. 1 (First Performance)
(Quincy Porter)
The Orchestra

Concerto in E Flat (Liszt)
Mischa Levitzki

Divertimento No. 11 in D Major
(Mozart)

Prelude to "Ermeline" (Delius)
The Three-Cornered Hat (De Falla)
The Orchestra

ENTHUSIASTS in the cause of American music will feel grateful to John Barbirolli for introducing them to a new symphony by one of our native composers—Quincy Porter.

The Porter symphony, his first work in that form, has three movements, the first and last rhythmically prominent, the second of lyric expression. The music tells no specific story, but suggests moods and feelings in consonance with spiritual America.

SUNDAY, APRIL 3
at 9 p.m. EST on CBS

The Ford Sunday Evening Hour

Jose. Iturbi, conductor
Nelson Eddy, baritone

Overture to "L'Italiana in Algeri"
(Rossini)
The Orchestra

"O Was Ich Mich Betruere" from "The Bartered Bride" (Smetana)

"An Jenem Tag" from "Hans Heiling"
(Marschner)
Nelson Eddy

"Festivals" from "Three Nocturnes"
(Debussy)
The Orchestra

Because (d'Hardelot)

"Who Are We to Say?" from "The Girl of the Golden West" (Romberg)
The Blind Ploughman (Clarke)
Nelson Eddy

Les Preludes (Liszt)
The Orchestra

POPULARITY in double emphasis is represented by the joining of Eddy and Iturbi in this array of bright numbers juxtaposed with more serious matter.

Heinrich Marschner (1795-1861) is a composer who does not deserve the neglect he has been receiving. His operas (of which "Hans Heiling" is the best) once delighted all Germany.

The March of Music

Edited by Leonard Liebbling

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

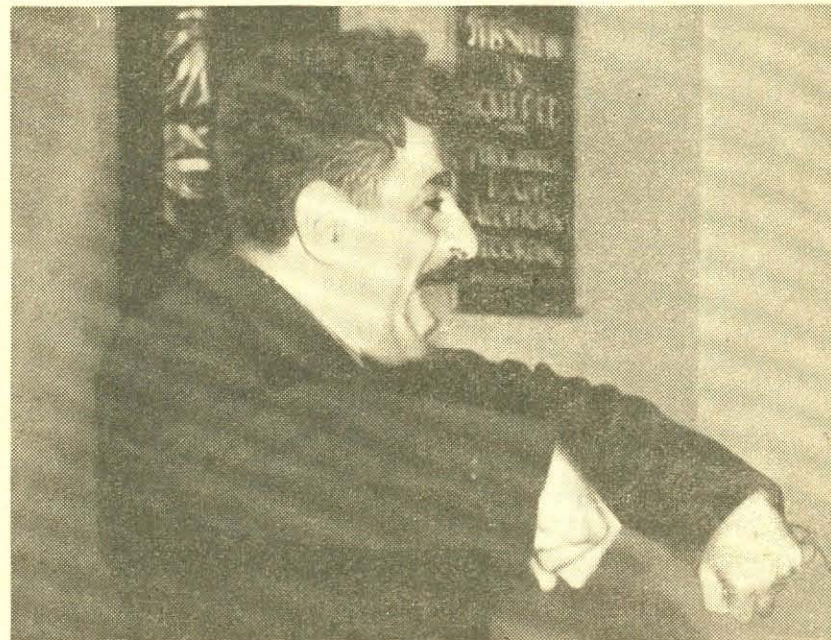
AFTER nearly a whole season of listening to music on the radio, one is astonished that certain symphonic works are repeated so often, while other worthy compositions hardly ever come to hearing. Is it because conductors choose selections most in vogue at the moment, or because, having acquired the standard repertoire, they lack the initiative or the time to learn less-hackneyed material? In either case, there is justification for the performers, but that does not lessen the discontent of those radio auditors anxious to have a wider survey of the world's best music.

The past months brought an astonishing number of repetitions of Weber's "Oberon" and Mozart's "Don Giovanni" overtures, Schubert's "Unfinished" symphony, the Rossini overtures, and excerpts from Tchaikowsky's "Nutcracker Suite" and Johann Strauss' "The Bat." Likewise we had abundant meetings with De Falla's "Fire Dance" and Brahms' "Hungarian Dances." All good music, of course, and it should be broadcast often, but not too many times during any one month.

Schubert wrote a monumental C Major Symphony, Tchaikowsky did several excellent suites; Beethoven composed outstanding overtures; Brahms' orchestral works include also several "Serenades," Franck created the lovely symphonic poems "Les Eolides" and "Le Chasseur Maudit"—and certainly if dance music is to enliven concert programs, American composers have furnished some examples rich in melody and of striking originality in rhythm.

We should hear more of Ernest Bloch, Liszt, Richard Strauss, Scriabin, Schumann, Saint-Saens, Respighi, Rachmaninoff, Mahler, Bruckner, d'Indy, American and English works, Honegger, Glazounow, Hindemith, Prokofieff and the latest Russian school.

Here is the story of a man—I can't resist telling it—whom I have seen repeatedly at the Wagner operas in the Metropolitan, at the Philharmonic and at the last Toscanini broadcast in Radio City. There, after the concert, I rode in the elevator with the versatile music-lover and his party. To one of the women he expressed his delight with the Maestro and explained why he is superior to Stokowski, Bodanzky, Reiner and others. "I didn't know you were so technically versed in music," said the woman. "I have made a thorough study of it ever since I became a devotee through listening on the radio," answered the man. It may surprise you that his name was Gene Tunney.



—George Black

Dynamic Alexander Smallens, "Rising Musical Star" director, ends the search for a new star with the programs of April 3 and 10



Artur Rodzinski directs the
NBC Symphony on Saturday

SUNDAY, APRIL 3
at 10 p.m. on NBC-Red

Rising Musical Star

Alexander Smallens, conductor
Genevieve Rowe, soprano
Arnold Belnick, violinist
Daniel Harris, baritone

Country Gardens (Grainger)
The Orchestra

Pamina's Aria from "The Magic Flute"
(Mozart)

"Caro Nome" from "Rigoletto"
(Verdi)

Genevieve Rowe

Polonaise Brillante (Wieniawski)
Arnold Belnick

"Toreador" from "Carmen" (Bizet)
Daniel Harris

IN "COUNTRY GARDENS," Percy Grainger further exhibits his love for orchestral employment of music in English folk-manner. He treats such examples with notable skill.

Miss Rowe will be called upon for vocal altitude and dexterity in her arias. Pamina is the heroine of Mozart's "Magic Flute" and a most lucky heroine, too, for unlike most of her soprano sisters in opera, she does not die in the last act but marries her sweetheart, a real prince.

"Caro Nome" (Dear Name) is Gilda's celebrated aria in the second act of "Rigoletto." Let us hope that Miss Rowe will go on to some of the fame achieved in the flute-companioned aria by Patti, Sembrich, Galli-Curci, Tetzlaff and Pons.

MONDAY, APRIL 4
at 9 p.m. EST on NBC-Blue

The Philadelphia Orchestra

Eugene Ormandy, conductor
Josef Hofmann, pianist

Concerto No. 4 (Beethoven)
Josef Hofmann and the Orchestra

A group of solos played as encores by
Josef Hofmann

THIS evening, radio extends to Josef Hofmann its tribute in honor of his golden jubilee year, by devoting an entire program to the celebrant.

For the number with orchestra, our pianist delivers Beethoven's imposing Fourth Concerto in G Major, in which may be traced his evolutionary striving (fully realized in the fifth, the "Emperor") to make the form not a solo display but a symphonic whole in partnership with the orchestra. However, Beethoven, himself a virtuoso, had not quite the heart to sink the individuality of the piano entirely.

For his group of solos, Hofmann will suit his preference of the moment.

THURSDAY, APRIL 7
at 10 p.m. EST on CBS

Essays in Music

The Columbia Concert Orchestra

Victor Bay, conductor

"The Nocturne"

Nocturne from "Belshazzar" (Sibelius)

Nocturne Opus 15, No. 2 (Chopin)

"Fetes" (Debussy)

Nocturne from Second String Quartet
(Borodin)

Special composition written for the
program by Alex Sammler

VICTOR BAY continues his unconventional listings with this seance devoted entirely to the Nocturne as it appealed to various composers.

The title, an adaptable one, suggests the somber colorings, the restfulness, the mystery, the romance, and even the drama, of darksome night. Chopin's nocturnes, voicing all those phases, are the best known of their kind, although he was not the inventor of the form. John Field (1782-1837), Irish pianist, who spent many years in Russia, originated the piano nocturne, and all other composers who wrote "night-pieces" owe much to Field's fragrant and fanciful models. His nocturnes were the first piano compositions to depart from the classical formulas based on sonata or rondo construction.

To gain an idea of the flexibility of the nocturne, one has only to contrast the comparatively simple one of Chopin with the actual and evocative tale told in Debussy's "Fetes."

SATURDAY, APRIL 9
at 10 p.m. EST on NBC-Red

The NBC Symphony Orchestra

Artur Rodzinski, conductor

Old Dances and Airs for the Lute
(Respighi)

Symphony No. 5 (first time in America)
(Shostakovich)

Suite No. 3 in G Major (Tchaikowsky)
Russian Easter Overture (Rimsky-Korsakoff)

ANCIENT music with its simple tunes and sparse accompaniments always has tempted later composers to modernize such works by supplying them with fuller resonance and a richer basis of harmony. The success of these retouchings is gauged by the degree of reverence which they display in preserving the authentic melodies and stylistic atmosphere of the originals.

Ottorino Respighi's arrangements show real taste and piety in the pages programmed today. The four old examples, by 16th and 17th century masters, served as solos for the lute. The second of the pieces, "Gagliarda" (a lively movement), is by Vincenzo Galilei, father of Galileo, the famed astronomer, who first asserted that the earth rotated—and was jailed for it.

The Shostakovich symphony being an American premiere, and the score not yet having fallen into my hands, I cannot report on its nature. The thirty-year-old Soviet composer is best known to concert listeners through his vivid and compelling first symphony, written when he was twenty.

In Rimsky-Korsakoff's overture, based on themes from the Russian church service (Sixty-seventh Psalm and Resurrection scene in St. Mark's Gospel), one notes the chorus of angels, the fluttering seraphim, archangel's trumpets, priests singing the "Resurrexit," and the chimes of triumphant bells.

Josef Hofmann Demonstrates "Superb Keyboard Art" with Philadelphia Orchestra Mon.

The Philadelphia Orchestra, 9 p.m. EST, NBC-Blue

JOSEF HOFMANN, a-touring this season, has aroused added interest everywhere because the year 1938 marks the fiftieth anniversary of his first appearance in America. Recently I was in Miami, Fla., where they expected the pianist shortly in Beethoven's G Major Concerto with orchestra, and I had to answer many questions about the remarkable celebration held in his honor a few months ago at the Metropolitan Opera House. I felt happy too, to tell about Hofmann's superb keyboard art on that occasion, and also how he even capped it later, at two Philharmonic concerts, with sensational and unsurpassable performances.

Music-critics are frequently asked to rate the leading pianists (as tennis

his next recital. "Good gracious," said Hofmann, "I'm glad you reminded me. I play day after tomorrow in Washington and, as usual, I haven't practised for the concert. But the worst of it is that I put Chopin's E Major Scherzo on the program, and I haven't played it in nearly ten years." Then the pianist lapsed into a long silence, which was finally broken by Steinway, who remarked, "Next station is ours, Josef." "Sh-h-h, don't disturb me," came from Hofmann, "I'm practising the Scherzo."

I once asked his young son Anton what he would like to be when he grows up. "Anything but a concert pianist, like father." "Don't you like music?" I inquired. "Oh yes," replied the child, "I do, and that is why, when



Left to right: Josef Hofmann, his son Frederich, and Theodore Steinway. Hofmann will be heard with the Philadelphia Orchestra Mon.

cracks or football heroes are rated) in order of importance, and naturally such invitations are almost always refused, usually with explanations that "comparisons in art are odious," "every great player excels in some particular specialty," etc. Nevertheless, it is my belief that if all the critics were to take a poll in their own ranks relative to that question of pianistic superiority, the choice would fall (and probably unanimously) upon Josef Hofmann.

One feels that whatever Hofmann performs, he masters absolutely in musical understanding and style, and, of course, in execution. He has a technique that seems to grow rather than lessen through the years, and his facility of fingers and wrists, brilliancy and endurance, are not outmatched by the most masterful technicians among his younger colleagues. As for Hofmann's tone, its sound is noble, whether he thunders or whispers on the piano. Sometimes he creates qualities of tone entirely unique, as in his crisp scales, effects with the pedal, and clangorous resonance of chords.

The supreme wonder about Hofmann is how he retains his technique, for his practise is negligible, consisting only of a few hours of exercises before each concert. His memory is as phenomenal as his execution. An amusing anecdote illustrates both functions. He was riding in the New York subway with Theodore Steinway, the piano manufacturer, when the latter asked him where to send an instrument for

I get to be a man, I would wish to play sometimes at home. Father never does."

The lad is named after Hofmann's teacher, the mighty Anton Rubinstein, with whom Josef studied in Dresden from his fifteenth to his seventeenth year. It is a period which he remembers with reverence and almost awe, for the master was the pianistic lion of his day and his appearance was no less leonine than his playing. A massive head, burning eyes, rugged features and a great shock of hair were not indicative of Rubinstein's character, however, for he was kindness itself and he guided young Hofmann's studies with the most tender care and love. Hofmann told me that when he learned of Rubinstein's sudden death in 1894, he had intermittent attacks of heart-broken sobbing for weeks afterward.

Doubtless some of Hofmann's heroic manner of performance was inspired by Rubinstein, whose style had an epical grandeur that made him the leading pianist of the world after the death of his mighty contemporary, Liszt—for whom he had profound admiration. In Leipzig the two men met at a dinner given for Rubinstein. The toastmaster referred to the latter as "the king of pianists," but instantly the compliment was refuted when its recipient jumped to his feet and protested with, "What is a king when the emperor is present? Let us drink to Franz Liszt."

Also Recommended

For Stations, See Our Program Pages

Sunday, April 3

Dr. Charles Courboin, organist, 12 noon EST, MBS: Compositions of Benoit, Mendelssohn, Lang, Couperin, Bach.

Radio City Music Hall of the Air, 12:30 p.m. EST, NBC-Blue.

Symphony Club Orchestra of Philadelphia, 1:30 p.m. EST, NBC-Red: Amateur group featuring first radio performances of works by Spendiarioff, Aubert, Coleridge Taylor.

The Magic Key, 2 p.m. EST, NBC-Blue: Symphony orchestra, soloists.

Monday, April 4

Handel Series, 4 p.m. EST, CBS: Columbia Chamber Orchestra, Bernard Herrmann, conductor; Concerto Grosso No. 5 (Handel).

Voice of Firestone, 8:30 p.m. EST, NBC-Red (8:30 p.m. PST for the West): Augmented symphony orchestra, Alfred Wallenstein, conductor; Richard Crooks, tenor.

Operetta Series, 9:30 p.m. EST, MBS: Excerpts from "Pagliacci" and "The Red Mill."

Tuesday, April 5

NBC Music Guild, 2:30 p.m. EST, NBC-Blue: Brenner Piano Quartet: Adagio and Rondo (Schubert).

Wednesday, April 6

Curtis Institute of Music, 3:45 p.m. EST, CBS: Lynne Wainwright, harpist; Frederick Vogelgesang, violinist.

Chesterfield Program, 9 p.m. EST, CBS: Kostelanetz orchestra; Grace Moore, soprano, featuring Kostelanetz arrangements, opera arias and light songs. Miss Moore will present a different male vocalist each week in a search for a leading man in her new picture.

Thursday, April 7

NBC Music Guild, 2 p.m. EST, NBC-Red.

Sinfonietta, 8 p.m. EST, MBS.

Books

Franz Liszt, by James Huneker (Charles Scribner's Sons, New York). A vivid and picturesque life of Liszt, with a splendid analysis of his works.

Franz Liszt, by Guy de Pourtales (Henry Holt and Co., New York). More romantically written than the Huneker book, it is nevertheless equally authoritative.

Orpheus in Paris: Offenbach and the Paris of his Time, by S. Kracaueer (Alfred Knopf, New York). The biography of the composer of "The Tales of Hoffmann," with a background of the social, political and artistic life of the Second Empire. Darling of the court of Napoleon II, Offenbach was a noted dandy, wit, poet and composer.

Minute Sketches of Great Composers, by Eva v. B. Hansl and Helen L. Kaufmann (Grosset and Dunlap, New York). Brief, entertaining and anecdotal lives of the best-known composers, with 74 full page portraits by Samuel Nisenson.

Records

On the Air This Week

Russian Easter Overture (Rimsky-Korsakoff), Stokowski, Philadelphia Orchestra, V-7018/9, \$2.50.

Concerto No. 4 (Beethoven). Artur Schnabel, London Philharmonic Orchestra, V-1309, \$1.50.

Fetes (Debussy). Stokowski, Philadelphia Orchestra, VM-156, \$8.00.

BIGGEST news of the Hollywood week starting March 20 was Don Ameche's absence, because of an infected jaw and sinus, from the Chase & Sanborn Hour. For several days previous to the airing, Don had to be excused from work on the 20th Century-Fox lot, where he is making "Alexander's Ragtime Band." Then, suddenly, his doctors ordered an emergency hospital extraction of the abscessed tooth that had been causing the trouble. Don rallied and his fever of 105 degrees dropped to a safe level—but not in time for him to take his usual place in the Bergen-McCarthy-Lamour line-up. Instead, as you know, Fred MacMurray substituted, and did right well . . . as also did Donald Dickson, who was a pinch-hitter for John Carter. Glamorous, blond Carole Lombard, who had such an attack of the giggles during her first rehearsals with Charlie McCarthy that she feared she'd never be able to do the broadcast, fooled everyone with a marvelous performance—but what you don't know, because she didn't want any publicity, is that Carole turned over the \$5,000 fee she earned for the radio appearance to the Los Angeles Flood Relief Fund, along with the ten percent commission her agent should have been paid, but also donated . . . for which plums to both.

Charlie McCarthy has moved onto the Universal lot, and is letting Edgar Bergen share his dressing-room. They are starting production on "My Letter of Introduction." And did you know that Charlie's make-up is paint mixed with powdered pumice? The latter, after long experimentation, was the method hit upon to avoid highlights on the dummy's beardless cheeks and chin.

Charlie, Bergen and Dorothy Lamour were floor-show stars assisting Dorothy's husband, Bandleader Herbie Kay, when he opened on Tuesday night, March 21, at the Cocoanut Grove of the Ambassador Hotel. What's more, they'll continue to appear Tuesdays and Thursdays at the Grove during Kay's stay, although a clause in Dorothy's Paramount picture contract prohibits the hotel from advertising her name! Miss Lamour—or shall I say Mrs. Kay—was indeed a happy person when Herbie hit town. A measure of their joy at reunion overflowed in the form of a gala cocktail party for friends preceding the Grove opening . . . Incidentally, you'll like Dorothy's latest Paramount picture, "Her Jungle Love." It's in Technicolor, the scenery, of which Miss Lamour is no mean part, is beautiful, and it's exotic.

Robert Taylor, your "Good News" m.c., who was absent March 24 from the air because of heavy picture work, has been having trouble again escaping from the El Capitan Theater studio following his airings. Back doors were tried with partial success. But last week Bob fooled his feminine ravers. He exited—of all things—by the front door!

Interesting it was to meet Edward Startz, "Happy Hour" announcer of Short-Wave Station PHI, Hilversum, Holland, after the Burns and Allen airing of March 21. Startz had just American-Airlined in from the East and wanted to meet George and Gracie, whom he tuned in regularly Tuesdays at 2 a.m., Holland time. "I enjoy their informality," he told me. "They don't sound so stilted, so mechanical, so precise as many of your American programs" . . . Speaking of B. & A., that afternoon they were having pictures made with Jan Garber. Gracie wasn't satisfied with one pose. "Don't take it that way," she warned the photographer, "because I think it'll make me look silly!"

The Stroud Twins aren't that any longer, because on March 21 Claude had his tonsils clipped—and Clarence still has his. But if Clarence had his removed it would not be a tonsillectomy; it'd be a tonsillectomy. On

HOLLYWOOD SHOWDOWN

BY EVANS PLUMMER



Here's a worm's-eye view of fat and jolly Jack Smart, veteran comic character actor, heard for a long time on Fred Allen's "Town Hall Tonight," but more recently on various dramatic episodes coming from Hollywood

March 22 Claude could not be reached. Gloria Brewster was nursing him.

Live Mikings: The lackadaisical Bing Crosby will absent himself from Kraft Music Hall come August and the reopening of Bing's Del Mar race-track season. Robin Burns will carry on . . . Mrs. Andy Devine, in the hospital (March 22) for observation, which all hope will not dissuade the poised Dr. Stork . . . Pinky Tomlin gave up his bachelor papers Tuesday, March 22, when he made Joanne Alcorn his better half at a Santa Barbara ceremony. Their honeymoon tour will take them through the Midwest and on to New York . . . Other recent wedders were Patricia (Duchin warbler) Norman and Jack Meakin, NBC's San Francisco musical director, who did it at Yuma, Ariz. . . Martha Raye thinks enough of Cedars of Lebanon Surgeon Dr. Howell Wiggins that she dashed off March 20 with him from an exciting late dancing party when he was called

to perform an emergency appendectomy . . . Alyce King, the ex-Heidt songstress, well after a nose operation, is making tests at the Metro-Goldwyn-Mayer lot . . . Lanny Ross, at the moment making concert appearances along the West Coast, will fly to New York for a guest date on Your Hit Parade April 16.

Most surprised person in the world March 21 was Eddie Anderson, the colored actor who plays "Rochester" for Jack Benny. At 9:30 in the morning Jack phoned him, told him to hop on the Santa Fe Chief leaving at 11:30 a.m. It seems that Jack had a dream on the eve of his departure for the New York broadcast of March 27, and that dream provided Benny with an idea in which to use Rochester. Yes, Eddie caught the train.

Ken Murray, who, by the way, has just received a nice renewal of contract which will keep him on Hollywood

Hotel through July 29, deserves plums for his humanity in writing a check for \$250 to provide Jack Rose, poor blind man, with a new Seeing-Eye dog to replace the one who had guided him for years but had been condemned to death after catching rabies. Ken, reading newspaper stories about the blind man's misfortune, tried to make his donation anonymously—but the story of his generosity leaked out.

Incidentally, Virginia Verrill narrowly escaped from rabies infection week before last when her eight-months-old pet Chow, "Woo-Woo" by name, suddenly went mad and leaped at Virginia's throat. Police had to be called to kill the puppy . . . and break Ginny's heart.

Back Stage Stuff: At "Good News," March 17: Polly Moran teaching Fannie Brice the proper cockney that Fannie must use in her to-be-aired role of an English charwoman . . . And Conductor Meredith Willson presenting a dozen BLUE golf balls to producer Louis K. Sidney after the latter had been correct, the former incorrect, in an argument over the composers of "Blue Moon" . . . At Hollywood Hotel, March 18: Louella Parsons, posing with Amos 'n' Andy on their tenth anniversary, having her picture made for the first time with an NBC mike present . . . and later during the broadcast, becoming so fussed that she blew up on her lines . . . John McCormack, the Irish tenor, at Vallee Hour, March 17: After his airing, in which he promised to run for the Irish Free State's presidency, if the people of Ireland wanted him, McCormack invited Vallee to play at his Inaugural Ball, if and when . . . which Rudy accepted . . . At the Jolson Show, March 15: Edna May Oliver and Martha Raye holding gift boxes behind one another's backs—and when they exchanged them, finding Martha had bought lilies of the valley for Edna and the latter had purchased orchids for Miss Raye . . . At the Feg Murray-Ozzie Nelson "Baker's Broadcast," March 20: Ex-light-heavyweight champion Maxie "Slapsy" Rosenbloom arriving for rehearsals glorified with manicured fingernails, flowing scarf for a tie and a rather noisy sport suit. Then, seeing the conservative attire of likewise ex-athletes Murray and Nelson, he hurried home and changed before the airing to a business suit.

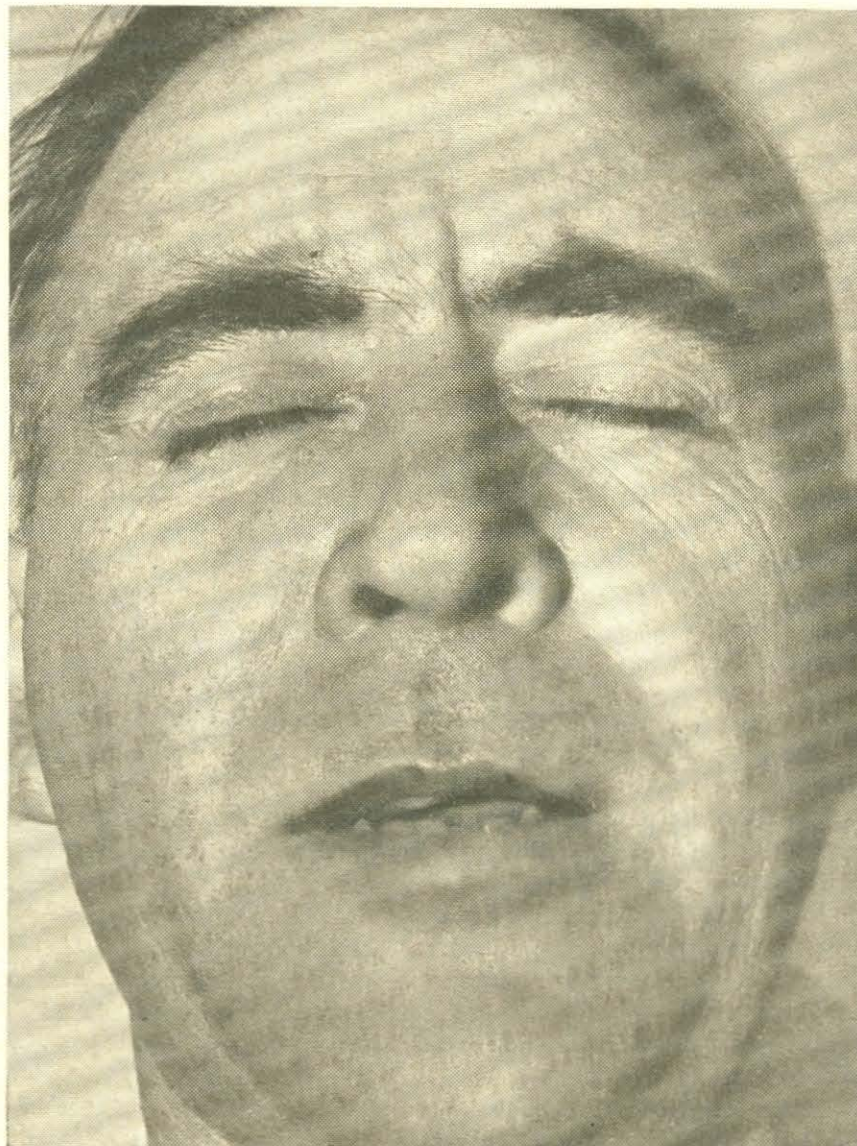
Jack Haley Junior, whose pa winds up aircracking April 2 for Log Cabin syrup, on March 18 was host to a sixth-birthday party given for George Hull, one of Warren's trio of kids, and among the celebrity youngsters present were Ronnie and Sandra Burns, who probably will carry on for George and Gracie in 1955. A mother present, commenting on the fact that George Hull had missed being a St. Patrick's Day baby by only one day, said "Too bad he was late." So George, curious, asked, "Mother, why was I late?"

George (Old Gold Screenscooper) McCall is taking a two-week appearance tour with the Al G. Barnes-Sells-Floto circus during its Coast showings, returning Tuesdays and Thursdays to Hollywood for his gossip airings. McCall, associated with the circus for several years, was tickled to be invited to take a few bows. Which reminds me that George has been championing the comeback of William S. Hart to the screen and has had a tremendous mail on the subject. So on March 22, when Hart appeared on McCall's broadcast, CBS page-boys and other employes crowded around and made much more of a stir than if the Screenscoops' guest had been a gorgeous glam-girl. What is it these cowboys have that I don't have?

Why does Robert Taylor continue to go with Barbara Stanwyck without a hint of matrimony? Does he love her? Does she love him? Why doesn't she marry him? Mr. Plummer's logical explanation will appear in next week's "Hollywood Showdown."

AIRIALTO LOWDOWN

BY MARTIN LEWIS



The only radio novelty since the ether birth of Charlie McCarthy is the tobacco auctioneer who is heard on "Your Hit Parade" and "Kollege of Musical Knowledge." He's F. E. Boone, shown here doing his machine-gun chant

studio audience which immediately follows the regular broadcast. When queried about it, he explained that it was not the idea of the show leaving the air that affected him so, but it was the termination of so many wonderful associations. The entire gang that worked with Mr. McCormack on the show, including the cast, orchestra and production men, presented him with a solid-gold cigarette case as a parting gift. At present writing "Mac" is vacationing in Hollywood, where he will stay for six weeks.

Conspicuous by its absence for the past couple of weeks is the voice of Phil Stewart announcing the Wayne King program. Naturally, I was curious to find out the reason for it, and am passing on the story to you as it was given to me. During the rehearsal of the program on Monday night, March 14, Stewart was informed that the sponsor wanted him to discontinue mentioning his name on the program.

This came after six and one-half years of identifying himself on the show. Though the man who pays the bills has the say, Phil felt it unwarranted and unjust, so he signed off the show as always, "Phil Stewart announcing . . ." The following night, when he arrived at the studio for the NBC program, he was informed that he was off the program and Announcer Lynn Brandt was assigned to do the job anonymously. So, I repeat, after six and one-half years he was out of a job without notice or salary equivalent. I anticipate plenty of squawks from the listeners.

Naturally, anything requested by the man who pays the bills is law. Unless, of course, he can be persuaded to change his mind. That is what Kay Kyser succeeded in doing with his ciggie boss, Mr. George Washington Hill, who also pays the bills for the "Hit Parade" program. Mr. Hill likes mammoth orchestras, and when he

brought Kay Kyser's program to New York he wanted Kay to increase the size of his band to fifty pieces. The orchestra pilot didn't like the idea, claiming (and I'm inclined to agree with him) that it would ruin the style he had made famous. It required a lot of selling, but Kay won out.

Incidentally, after Kyser's first program on the air for this sponsor, I mentioned in this department that his boss was going to bring the show to New York. After the item appeared, Kyser wrote to your correspondent, and I am quoting a paragraph from his letter: "Everybody seems to know more than I about where the show is going, and when. However, that remains to be seen." Professor Kyser is now broadcasting from New York.

If you are curious to know the reason for the outburst of laughter from the studio audience when the Mad Russian makes his entrance on Eddie Cantor's program, read on, my children, and you will learn. Believe it or not, it's his ears! He folds them together in some way before he comes on the stage, and when he gives his "How DO ya DO!" greeting, his ears spring out again and it's really a funny sight to behold.

It's also funny to watch a Horace Heidt broadcast. All the members of the program really have a swell time before, during, and after the program. Heidt must have rushed out of his apartment in a hurry a few broadcasts ago, because that night he wore midnight-blue tails with black trousers—or maybe it's a new style. Every time Heidt stumbles over a word in the script while he's on the air the boys give him a loud Bronx cheer, and it's very funny to watch them razz their boss.

It was funny and amazing to watch Heidt perform for the studio audience by juggling three balls and, later, three Indian clubs; and believe you me, he is plenty good. After the program goes off the air, Horace's first words are, "You're the best audience we ever had," and you can bet he tells that to all the audiences. Before the program he asks the onlookers not to boo, hiss or whistle, but when he twists the tails of his coat, that is the cue to applaud.

Here's a cute story: Vox Popa Wally Butterworth included in the Christmas gifts to Wally, Jr., a pair of boxing-gloves. When Sr. came home the other night and noticed the gloves tied to the knobs on the door of their radio, he called his son into the room and asked for an explanation. Junior replied, "If Jimmy Braddock can hang up his gloves, so can I."

Personal nomination for the silliest commercial plug: "Blah-blah's drink is made for today's thirst taste." What will they say next? . . . Found: The person who doesn't enjoy Charlie McCarthy—a reader from Miami, Fla. Her letter states, "I suppose I'll have my head examined for this some day . . ." . . . Talk about loyal fans, I received a wire of 105 words from a reader who agreed with this department's recent paragraph regarding Franklyn McCormack being dropped from the "Poetic Melodies" broadcast.

KILOCYCLE CHATTER: CBS Announcer Charles Stark has a swell idea for a new audience-participation program and I understand an auto sponsor is very much interested in it . . . Frank Parker may go to the West Coast to replace Jerry Cooper on the "Hollywood Hotel" show . . . The Merry Macs are no longer billed as guest artists on the Fred Allen show. They clicked with listeners and will be on regularly.

Incidentally, many readers are addressing their letters to me at our Chicago office, 731 Plymouth Court. My headquarters are at 551 Fifth Avenue, in New York City, and mail should be sent to me at this address.

THREE weeks ago I started to name a few of the programs that will fade from the air. Here are a few more to add to that list: Heinz' "Magazine of the Air," featuring Mark Warnow's orchestra and Channing Pollock, departs after the broadcast of Sunday, April 10 . . . "Rising Musical Star" leaves within the next two weeks . . . Jack Armstrong, one of the favorite shows of the youngsters, goes off April 25 . . . Tyrone Power says "au revoir" on May 1, but returns in the fall . . . As does Fred Allen, who bows out June 29 . . . The Hammerstein Music Hall, Edwin C. Hill and Tony Wons have already left, and "Melody Puzzles" winds up after Monday night's broadcast . . . Phil Baker's show folds on June 26, and an informant tells me his sponsor is looking for a new show for the fall.

Make a record of some of the shows that have changed their schedule or will do so in the near future. The serial "Those We Love" becomes a Monday night feature starting this week. It will be heard on the NBC-Blue net at 8:30 p.m. . . . The Mutual network announces the shifting of Morton Gould from Monday to Tuesday night at 8 p.m. . . . Vic Erwin and Benay Venuta are now heard the same evening at 9:30 p.m. . . . "Witch's Tale" is heard at 10:30 p.m. . . . Bob Ripley's program leaves its Saturday night spot and moves to Tuesday night at 10 p.m. beginning April 26. The last Saturday night broadcast will be April 23 . . . All times given herein are EST.

Spring is here, so Easter can't be far behind. If you want to know more about the latest fashions that are being worn around the country on Easter Sunday, tune in on the NBC-Red network on April 17 and listen to the broadcast of the Easter parade along New York's Fifth Avenue, Washington's fashionable Connecticut Avenue, and Main Street in a small Illinois town. George Hicks, in his top-hat and frock coat, will ride along Fifth Avenue and describe the fashion pageant. I hope it doesn't rain! (Lewis, the pessimist.)

Grace Moore is going to make some singer happy. She has started a search for a group of singing stars to appear with her on her new Wednesday night series with Andre Kostelanetz. Each week she will present a different singer, and at the conclusion of the series Miss Moore will select one of them for a regular berth on the program. The winner also has a chance to appear with the songstress in a new picture scheduled to go into production next summer.

Chalk up a victory for our side! As Edgar Guest would say, "It can be done." Two weeks ago I told you about the overwhelming number of letters I had received from listeners who were anxious to hear Richard Maxwell on the air again. Well, my friends, those letters got results. In case you are not already aware of it, Richard Maxwell started a new series of his programs of songs and philosophies on Monday, March 28. You will be able to hear him Mondays, Wednesdays and Fridays at 10:30 a.m. EST, and Saturdays at 9:15 a.m. EST. This is Mr. Maxwell's tenth year on the air and he should be mighty proud of his loyal fans. I have never met him, and I have never heard his programs, but if any advertiser would like to be convinced of this man's huge following, a pile of letters from all parts of the country attesting to this fact can be inspected upon request.

Franklyn McCormack is another man who has a large, loyal following. Three weeks ago I mentioned Mr. McCormack was given his walking-papers by his sponsor. I understand that the chewing-gum magnate's office was flooded with protests after the item appeared. My informant also advises that Franklyn broke down and sobbed while reading a farewell poem during the extra show put on for the



Dr. William Dow Boutwell directs three program successes for Office of Education—Radio Project

National Leaders Featured on NBC Forum

Mondays, 10:30-11 p.m., NBC-Blue

"Evolved as a sincere effort to acquaint the American people with the problems confronting the government and the means suggested or being used to solve them," the *National Radio Forum*, NBC Monday-night round-up of names and brains in the potpourri of public affairs, is the oldest network program devoted to the uncensored consideration of questions in the national and international scene.

The variety of the questions treated and the authority of the speakers heard keeps this one of the most lively, provocative of air-forum sessions. Questions discussed are as diverse as the endless scope of political, social and economic problems. Current emphasis, perforce, is on foreign policy and national defense, with the bugbear of unemployment and government-business relations running behind.

Diplomats and Children Salute Pan-American Day

Major Networks Feature International Programs, April 7-8

The United States salutes the American nations from the Rio Grande to Cape Horn in their annual celebration of Pan-American Day, April 7, with two international good-will programs.

Thursday, 10:30-11 p.m., NBC-Blue

Thursday evening Secretary of State Cordell Hull will address an international audience over the NBC-Blue network and three NBC short-wave transmitters (W 3 X A L, W 2 X A F, W 8 X K). His talk will be heard as part of a special concert dedicated to the cultural links that blend the democratic traditions of the North and South American nations.

The Secretary's intensive efforts to expand and unite the commercial and social interests of the two Americas have created tangible proof of the practical value of international good sense.

Friday, 2:30-3 p.m., CBS

During the regular *School of the Air* period the Columbia Broadcasting System will link Buenos Aires and Washington for an exchange of greetings, voiced and musical, by the youth of the Argentine and the U. S. Adults may well enjoy a special *visitors' day* in this vital classroom of the air.

Listening to Learn

"And this cuff was but to knock at your ear, and beseech listening."—Shakespeare.

Disorder in the Court

LISTENER—you can prove the wise men fools. Hark to this. A famous scientist stepped to the "Adventures in Science" microphone recently and told an amazing story of research with plants that may some day bear intimately on your own health and happiness. He spoke simply of findings that have upset long-held theories. He suggested possible implications of his discoveries for the improvement of man's welfare—through better understanding of nature's ways. He made a few small facets of fundamental, scientific knowledge, *live for a moment . . .* outside of texts and test-tubes and the laboratory. And without once pandering to "popular" appeal—*he put on a good show.*

For many listeners his broadcast was a superior listening experience. *But for him it was a double ordeal.*

An ordeal, first, of unaccustomed air-appearance—mike-fright and a real sacrifice of time away from his work. But more important, an ordeal of struggle with his colleagues for their approval of his broadcast. These wise men feared you—the listener . . . feared your misinterpretations of his story, your probable failure to understand the significance of his findings. They feared your misinterpretation of the scientist's effort to *find facts* for the sake of expanded knowledge only—and without the restricting reference of discovered fact to the immediate business of living. They feared the highly publicized "eighth-grade mentality" of the radio listening audience.

These things the wise men feared—*how wisely only you can say.*

The "Importants" of Radio

These same fears beset every man and woman who sweats to better radio.

Thus the disorder in radio's court. *But you are judge and jury—the case for better radio is strictly in your hands—and your decision can prove the wise men fools.*

How? Let the "importants" of radio determine your dial selections. Listen for enjoyment *plus* enlightenment, and the sensitive voice of radio will soon reflect your true discernment. Just as product purchases commend commercial programs to sponsors' attention, so interest in educational broadcast projects enhances the listeners' stature in the minds of the wise men.

The recommendations opposite are markers for this week's explorations in superior listening enjoyment.



"Dear Teacher" is a program for fun as well as learning. Listen to it as the youthful participants take interesting question-hurdles to new knowledge each Monday and Wednesday at 5 p.m. EST over CBS



Rep. Wright Patman (Dem. Tex.) decries "Absentee Ownership of Business," Mon. 7:45 p.m. NBC-R

Thomas Jefferson is Radio "Portrait" Subject

Saturday, 9:30-10 p.m., NBC-Red

Thomas Jefferson, apostle of intellectual and political democracy, lives again as the NBC biographical series, "American Portraits," revives the brilliant story of the man who wrote the Constitution, Saturday night at 9:30 p.m. EST.

Many men have laid flagrant claims to Jefferson's political mantle—few have worn it with distinction. Listeners will learn why when they review the life of the great Virginian in radio's revealing mirror. They will discover little-known backgrounds that colored the whole fabric of his thrilling contribution to colonial and early United States history. They will discover surprisingly that Jefferson advocated the emancipation of the slaves nearly a hundred years before Lincoln's proclamation.

"American Portraits" is recommended antidote for the hasty substitutes for political thinking—the headlines.

Learning is Fun With "Dear Teacher"

Mon. & Wed., 5-5:15 p.m. CBS

Exponent of the fun process in child teaching, "Dear Teacher" welcomes an increasing host of self-enrolled students to Columbia's classroom of the air each Monday and Wednesday afternoon at 5 p.m.

The only classroom rule is "enjoy yourself." The curriculum consists of children's most vital learning interests, selected by child listeners. The "Dear Teacher" appeal is simple: *learning is a game—enjoy the game and learn.*

As the program takes the air, four grade-school pupils step to the figurative starting-line before the CBS microphones, primed for a mental race over question-hurdles sent in by child members of the listening classroom. A twin goal is their objective: more knowledge about some intriguing subject and a gold, silver or bronze award for their mental skill.

"Dear Teacher" turns the question track this week to Switzerland, land of cheeses, skis and enduring peace. Have a glance at the encyclopedia first—then join the inquisitive pack at the starting-line, Monday or Wednesday at 5 p.m. *See what you know about Switzerland.*

Astronomical Program Tells Story of Moon

Wednesdays, 5:15-5:30 p.m. CBS

Scientists of the heavens are about to cross their light-year bridges before they come to them, and you may join the Hayden Planetarium party on its explorations in space each Wednesday afternoon. The Columbia Broadcasting System provides the space-ship. The weekly take-off is scheduled for 5:15 p.m. First stop: *the moon*. Your expedition leaders are Hans Christian Adamson of the American Museum of Natural History and William H. Barton, Jr., executive curator of New York's famous Hayden Planetarium*.

Listeners will find the program pattern interesting. Hollywood, in the person of an ambitious motion-picture producer, comes to the astronomers for advice on how to prepare and equip for movie-making on location at the moon, on Saturn, Venus, Polaris, around the belt of Orion and along the handle of the Great Dipper. "Exploring Space" will plan the producer's kit, and in the planning bring to listeners a sharp picture of conditions and life—if any—on the bodies that stud the heavens. Come this week to the moon—enjoy a scientific jaunt under cloudless lunar skies.

*Planetarium: an apparatus, consisting of mounted globes to show the movements of the planets around the sun, and their relative distances and magnitudes. New York's Hayden Planetarium is a half-globe—seats seven hundred and thirty-three persons. For fun and science astronomers roll back time and the movements of the stars—reproduce the first Christmas Eve, make long-lost comets rerun their courses—speed up the universe to show the heavens a thousand years hence.)

Conference Speakers Discuss Social Security

Saturday, 2-2:30 p.m., CBS

Senator Guy M. Gillette (Dem., Iowa) and Marion B. Folsom, finance executive of the Eastman Kodak Company, will cut the haze of controversy and throw new light on the objectives and operation of the Social Security Act when they keynote the proceedings of the eleventh annual conference of the Federal Advisory Council on Social Security, Saturday at 2 p.m. They will be heard nationally over the CBS network.



Margery Graham reviews best current literature on MBS "Book-A-Week" program, Mon. thru Fri.

Recommended Programs

Times indicated on these pages are for Eastern Standard Time. For CST subtract 1 hour; for MST, 2 hours; for PST, 3 hours.

Recommendations are based on cultural-informational values. Omissions do not imply lack of recommendation. Please see program stories on these pages for additional recommendations.

ECONOMICS—BUSINESS

Monday, April 4

Absentee Ownership of Business. 7:45-8 p.m. NBC-Red. Rep. Wright Patman (Dem. Tex.) speaks briefly on absentee vs. local ownership of business.

EDUCATIONAL NEWS

Wednesday, April 6

America's Schools. 6-6:15 p.m. NBC-Red. National Education Ass'n program on current developments in the nation's school system.

Friday, April 8

Education in the News. 6-6:15 p.m. NBC-Red. Shannon Allen of the Office of Education and the Radio Project discusses activities and issues behind the efforts of the educators. Of popular as well as professional interest.

HISTORY

Monday, April 4

Brave New World. 10:30-11 p.m. CBS. "Art Endures"—new, interesting light on the cultural life of Latin America. The story of her painters and sculptors, ancient and modern. A must program on smart listening schedules.

Wednesday, April 6

Cavalcade of America. 8-8:30 p.m. CBS. (For the West, 9 p.m. PST.) "Hepzibeth Merritt and Her Sons." The saga of the pioneer family that discovered and developed the iron deposits of northern Minnesota. A woman's iron will opens the West to the age of steel.

Friday, April 8

Story Behind the Headlines. 7:15 to 7:30 p.m. NBC-Blue. Caesar Searchinger discovers historical antecedents for headline events.

INSPIRATION

Sunday, April 3

Radio Pulpit. 10-10:30 a.m. NBC-Red. Dr. Ralph W. Sockman, "The Life of a Large Outlook."

National Vespers. 4-4:30 p.m. NBC-Blue. Dr. Harry Emerson Fosdick, "Christian Faith—Fantasy or Reality?"

The Lutheran Hour. 4:30-5 p.m. MBS. Dr. Walter A. Maier, talk.

Saturday, April 9

The Message of Israel. 7-7:30 p.m. NBC-Blue. Rabbi Samuel Goldenson.

MUSIC

Thursday, April 7

Essays in Music. 10-10:30 p.m. CBS. Victor Bay and the Columbia Concert Orchestra essay "The Nocturne." Selections include Sibelius' "Nocturne from Belshazzar," Chopin's "Nocturne—Opus 15, No. 2," Debussy's "Fetes," the Nocturne from Borodin's "Second String Quartet" and an original composition by Alex Semmler, program soloist, written especially for this broadcast.

Friday, April 8

Music Appreciation Hour. 2-3 p.m. NBC-Red and Blue. Dr. Damrosch and the NBC Orchestra turn to "The Symphonic Poem" (selections from the works of Richard Strauss) and to "Modern American Composers"—representative selections from Gershwin, Braine and Chasins.

PEOPLE—THOUGHT—COMMENT

Sunday, April 3

Europe Calling. 1:30 to 1:45 p.m. CBS. Americans abroad report eyewitness reactions to international developments.

Monday, April 4

New Horizons. 5:15-5:30 p.m. CBS. Peer over the edge of volcanic craters—down into the earthquake's schism—with Dr. Harold E. Vokes. A descriptive tour of "Restless Earth."

Wednesday, April 6

American Viewpoints. 7:15-7:30 p.m. CBS. Herbert Morrison, British M. P. and leading figure in England's Labor Party discusses "British Labor and the European Crisis." Some facts beneath the headline froth on the Chamberlain-Eden controversy.

Thursday, April 7

America's Town Meeting. 9:30-10:30 p.m. NBC-Blue. The week's top in forum-fire. Essential timeliness of discussion subjects makes advance listing of topics impossible—listen for the town crier and his bell.

Friday, April 8

American Viewpoints. 10:45-11 p.m. CBS. Succinct comment on the national scene—speakers selected for leadership in American thought or action.

PERSONAL—SOCIAL PROBLEMS

Monday, April 4

Human Relations Forum. 2:30-3 p.m. CBS. "What is the meaning of democracy for human relations?" Student forum discussion. (American School of the Air program.)

Tuesday, April 5

Highways to Health. 4-4:15 p.m. CBS. "Arthritis—its cause and care." Dr. M. H. Dawson, associate professor College of Physicians and Surgeons, Columbia University.

Wednesday, April 6

Your Health. 2-2:30 p.m. NBC-Red. "How to Get Along with People." See story, page 8.

SCIENTIFIC DEVELOPMENTS

Sunday, April 3

The World Is Yours. 4:30-5 p.m. NBC-Red. Dramatic introduction to "Birds of Prey"—Meet the American Eagle and birds of like feather and claw.

Wednesday, April 6

Science on the March. 7:45 to 8 p.m. NBC-Blue. Dean Earl McKinley, medico, George Washington University, interprets scientific facts—biological angles.

Thursday, April 7

Adventures in Science. 4-4:15 p.m. CBS. Watson Davis presents horticultural expert, Dr. David Lumsden. They discuss "Orchids for You."

Design for Listening

Theme of the Week:
Getting Along with People

Ask your boss—
Ask your best friend—
Ask yourself—

The most troublesome stumbling-block on the highroad to personal happiness and financial success for most persons is an inability to get along with other people.

The difficulty arises because self-appraisal is the most difficult of the mental arts—because it's so easy to find the other fellow at fault whenever personal frictions thwart our plans. We wonder at the smallness of asylum populations when psychologists show us to what lengths we go to defend and justify our peculiar little egos—yet seldom have we the courage to seek and recognize our own "queer" traits, the peculiarities that we nourish unchallenged in our make-up, and that act like sand in the machinery of our relations with other people.

How can we scale the stumbling-block? How can we make the personality adjustments that will clear our paths to a larger share of social and financial success and clinch our intended rewards of personal charm and happiness?

A re-evaluation of your own personality and a re-examination of your own ideas and inhibitions and rationalizations is the most personal of all our problems.

Reliable authorities have compounded a helpful prescription. Here it is:

"Is the Public a Moron?"—Psychologist's Theme

Monday, 7:15-7:30 p.m., NBC-Blue

Do you enjoy a mental challenge? Then hear Dr. Joseph Jastrow and come up with some bright new brain-tools for getting along with people. You'll have to listen like a hawk to follow him, but there's a gem in every phrase.

If you are a radio-hearer you will rail at this recommendation . . . If a listener, you'll join a select legion of men and women who are enjoying a smart mental rap each Monday night as Dr. Jastrow tells why "The Devil Takes the Hindmost." His topic this week: "Is the Public a Moron?" You can count on sprightly clues to happier living in this discussion.



Madeline Gray, "Dear Teacher," is a disciple of fun-in-learning Mon. & Wed. 5-5:15 p.m. CBS



The "unwanted" love interest in the script prior to Mary Sothern's marriage, Billie McDaniels (Jeanne Colbert) caused many despairing moments, as did Joe Julian, member of a holding corporation



Married life takes an important part in the story. At left, Phyllis (Florence Golden) is the recent bride of Danny Stratford. But Mary Sothern (above), played by Minabelle Abbott, is now facing life with her second script husband

A YOUNG WOMAN'S DILEMMA

UNTIL television becomes a practicality, periodicals must serve as the host for radio casts and radio listeners. Perhaps some of the illusions that have been created by followers of "The Life of Mary Sothern" will be shattered by these pictures. If so, they should be, for everyone in the cast of this Monday through Friday WLW and WMCA serial, which is aired at 4:15 p.m., EST, looks like the person he portrays. A fast-paced story of a young mother who finds it difficult to keep her well-meaning husband's "two feet on the ground," the program, sponsored by Hinds Honey and Almond Cream, has been on the air four years.



Cast in the title role, Minabelle Abbott is more often called Mary Sothern. It's easier to remember



A friendly battle between Max Tilley (Jay Jostyn, left) and Dr. John Benson (Jerry Lesser) for Mary's hand, finally was won by Max. Now he copes with problems brought on by a shady financier

Photographed by Gene Lester and Gus Gale



To hold their parts, actors must not vary their style. The entire cast of "The Life of Mary Sothern," playing their roles so often, is now a stable, realistic unit



Impulsive Max Tilley (Jay Jostyn) is in constant need of Mary, his practical, loving young wife



A nation's dears, as well as the cast's, twins Jimmy and Susan Phyllis are adroitly used in the serial. If it be heart-throbs or happiness needed, they fit in very well



Most popular musical program in Star of Stars Poll is the Chase & Sanborn Hour. To Charlie McCarthy and Edgar Bergen go much credit for winning

WON BY A BLOCKHEAD

CHASE & SANBORN IS MOST POPULAR MUSICAL IN STAR OF STARS POLL

DID you vote for your favorite in the first division of the Star of Stars Poll—the election held to determine the most popular musical programs on the air? Whether or not your vote was cast, thousands of loyal listeners registered their preferences—and this week the results are available.

The tabulations in **RADIO GUIDE'S** Star of Stars Poll represent the most authentic rating of stars in radio. The returns below show how listeners themselves rate the stars; they tell how these stars will be evaluated during the coming year.

In this musical division poll, which closed at midnight, Saturday, March 19, the Chase and Sanborn Hour scored a spirited victory, with over 13 percent of all the votes cast. Edgar Bergen and his Charlie McCarthy have engaged the enthusiasm of the entire nation, and their several musical colleagues, including Nelson Eddy, Don Ameche, Dorothy Lamour, Robert Armbruster, John Carter and Donald Dickson have amply earned this recognition.



Bing Crosby's Kraft Music Hall is second

Second place in the musical division went to Bing Crosby's Kraft Music Hall. Bing's program drew almost 12 percent of the votes! Behind these two leaders came the Ford Sunday Evening Hour, with 6 percent, and Jeanette MacDonald's Vick's Open House, with well over 5 percent. Other programs finished in the order shown in the table below. Behind these thirty leaders were scores of other programs whose votes were widely scattered.

This year's poll focuses each week on one classification of program or talent only. The dramatic programs and children's programs have already had their elections, and results will be announced here as quickly as possible. This week the actors and actresses are having their inning. Turn now to the inside front cover of this issue; read the instructions there, fill in the ballot at the top of that page, and become one of the legion of listeners whose interest in their favorites is sincere and outspoken. Help those who entertained you most—vote for them!

Turn to the inside front cover for this week's ballot!

Results in Musical Division of the Star of Stars Poll

- | | | |
|-------------------------------|-------------------------------------|--------------------------------------|
| 1. Chase and Sanborn Hour | 11. Good News of 1938 | 21. Benny Goodman |
| 2. Kraft Music Hall | 12. National Barn Dance | 22. American Album of Familiar Music |
| 3. Ford Sunday Evening Hour | 13. Hollywood Hotel | 23. Chesterfield Presents |
| 4. Vick's Open House | 14. New York Philharmonic Orchestra | 24. Guy Lombardo |
| 5. NBC Breakfast Club | 15. NBC Symphony Orchestra | 25. Philadelphia Orchestra |
| 6. Your Hit Parade | 16. Voice of Firestone | 26. Carnation Contended Hour |
| 7. The Hour of Charm | 17. Cities Service Hour | 27. Radio City Music Hall |
| 8. Rudy Vallee's Variety Hour | 18. Horace Heidt's Brigadiers | 28. Kate Smith |
| 9. Metropolitan Opera | 19. Coca Cola Song Shop | 29. Show Boat |
| 10. Lady Esther Serenades | 20. Hollywood Mardi Gras | 30. Music Appreciation Hour |

VOICE OF THE LISTENER

PRO AND CON

VOL: Why don't you publish more pictures and articles on the radio serials? I used to buy **RADIO GUIDE** every week but I've quit.—Mrs. E. M. Menkhaus, Carlyle, Ill.

VOL: There are no programs left during the day worth listening to. Everything is serials and more serials and each more inane than the other.—Mrs. John Karrow, Winona, Minn.

NOW IN MOURNING

VOL: I have held in long enough; I must speak or explode. Last year almost all serials had babies by the carload. Now they are killing off our favorite actors right and left. It gets funny when all programs copy each other and we say "another redskin bit the dust." My radio is draped in black silk. While I do my work radio makes it hard to bake a cake without adding a tear or two when it calls for a cup of milk.—Mrs. Mabel Farrington, Ludington, Mich.

SEEKS MEDAL

VOL: Please award us some kind of medal. Instead of joining the millions (?) who seem to have listened intently to the Mae West broadcast and then yelled about it later, we decided we did not care for the "one-and-only line of patter" and did not turn on the radio.—Mrs. B. S. Clayton, Belle Glade, Fla.

CRITICIZES CRITICS

VOL: Kindly tell me who writes the letters for the burnt-up unpaid critics and fault-finders of radio programs which spoil their free radio entertainment and send their blood pressure up so high?—F. Shaw, Holmes, N. Y.

WAVE Your HAIR AT HOME with "JACKEY" Wave Setter

New amazing device gives you professional wave in 5 minutes—also re-sets your permanent. Jackey does for you, mechanically, exactly what the beauty operator does with her fingers and a comb, when she gives you a finger wave. It took her 6 months to learn it; you can do it instantly by placing "Jackey" on your hair and merely pushing your thumb and forefinger together. It automatically draws any type of wave, void of amateurish look—best suited to your personality—saves \$13.50 to \$26.00 a year on beauty bill. Uses no heat; no electricity; no dangerous chemicals. Made of sturdy comb-like material, lasts many years. Light as a feather, a child can handle it. Costs little. Just send us \$1.00 for "Jackey". That's all this amazing device costs or if you would rather have us ship C. O. D. just send in your name and address and pay postman \$1.00 plus charges, when "Jackey" arrives. If not delighted we insist you return it within ten days for your DOLLAR BACK. Order today.



PAT. NO. 2100538

JACKEY PRODUCTS, Box 61-F, Louisville, Ky.

The Strange Condition That Causes Hay-Fever

There is an unknown condition about Hay-Fever which causes many people to believe that nothing can be done for it. Mr. R. O. Murphy, Box 597, Stillwater, Minn., who relieved himself from the suffering of Hay-Fever, will explain this condition without charge to anyone who writes him. Just send your name and address at once, because strange as it may seem this is the time of the year to treat and prevent Hay-Fever suffering. Adv.

STOP Itching TORTURE This Quick Way

For quick relief from the itching of eczema, blotches, pimples, athlete's foot, scales, rashes and other externally caused skin eruptions, use cooling, antiseptic, liquid **D.D.D. PRESCRIPTION**. Original formula of Doctor Dennis. Greaseless and stainless. Soothes the irritation and quickly stops the most intense itching. A 35c trial bottle, at drug stores, proves it—or your money back. Ask for **D.D.D. PRESCRIPTION**.

GETTING BALD?

STOP IT NOW!

Sensational New Vacuum Helmet Invention sweeping country, restores life-giving blood circulation to hair roots in scalp, stops falling hair and grows new hair in many cases.

FREE SCALP CHART ON YOUR OWN CASE

If your falling hair and baldness is due to deficient blood circulation (as many cases are) there is new hope. The HYDRO-VAC is a scientific machine designed to draw rich, nourishing blood to the hair roots. No electricity—attaches to any water faucet. So cheap anyone can now take regular home treatments in privacy.

Feel results first treatment. Iron clad money back agreement if you are not satisfied with results. Send your name with this ad. Mail today. FREE information, prices, guarantee, etc., will be sent with Chart on your own scalp condition. All correspondence confidential.

HYDRO-VAC, Incorporated
Dept. 174-A, Walnut Bldg.
DES MOINES, IOWA

DISCARD YOUR OLD AERIAL

It is Most Likely Corroded and Has Poor or Loose Noisy Connections
NO MORE BUZZES, CLICKS and shorts from summer rains and winter snow and sleet when using an F & H Capacity Aerial Eliminator. Anyone can connect it in a moment's time to the radio set—occupies only 1 1/2 inch by 4 inch space behind the set, yet enables your radio to operate without an aerial and tune in stations over the entire broadcast band frequencies and short wave channels.

ELIMINATE THE AERIAL FOR GOOD
Attach this unit to your radio—make your set complete in itself—forget aerial wires and troubles—move your set anywhere—no more roof climbing, unsightly lead-in or aerial wires.

NOT NEW—VALUE ALREADY PROVED
On the market five years, 100,000 customers in U.S. and foreign countries. In use from the Arctic Region of Norway to the Tropics of Africa. Each factory tested on actual long distance reception. Cannot harm set—Easily connected to any radio, including radios having no ground or radios for doublet aerial. Note: It will not operate on battery or automobile radios.

5 DAYS TRIAL Mail coupon at once. Pay postman \$1.00 plus a few pennies postage on delivery. If not entirely satisfied, return within five days and your dollar will be refunded without question.

JUST MAIL THIS COUPON:
F & H Radio Laboratories, Dept. 93, Fargo, N. Dak.
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 guaranteed. Check here if interested in dealer's proposition.

NAME.....
ADDRESS.....
CITY.....STATE.....

Davenport, Ia. Received your Radio Aerial Eliminator and it sure works fine. Also works swell on Short Wave band. Wish I had found it long ago. Signed:.....

A WOMAN OF COURAGE

(Continued from Page 3)

in the strange life of an incredible woman, and nothing would be served here by rehashing the story. It took a courageous woman to take it as she did. She was pointed out—the wife of Nicky Arnstein, the crook.

Nick came out of prison in 1925, after serving five years. Fannie wanted to wipe the slate clean and begin all over. She had been giving him much of her money, and didn't seem to mind. But the publicity Nicky got as a "master mind" of racketeers seems to have gone to his head and he got uppity.

WHAT strange things men do! A man trying to high-hat little Fannie Borach of Brooklyn.

Fannie divorced Nick in 1927.

By that time she had immortalized the song that the public always associates with the tragedies of her life. It was Ziegfeld who went to her one day and handed her a manuscript.

"Think you can make 'em cry with this?" he asked.

She doubted it, but Ziegfeld had a hunch. Fannie had been a comic a long time. She provoked laughter wherever she went. Ziegfeld knew, however, that in her heart was a deep yearning. No actress is as appealing as a comic who suddenly does a tragic role. The song he gave her was from a French song, *Mon Homme—My Man*.

That night Fannie first sang:

"It's cost me a lot but there's one thing that I've got

"It's my man . . ."

She kept right on singing it while Nick was being tried, while he was doing time.

"For no matter what he is, I am his—forever more."

Hollywood soon claimed her and she moved there, where she still lives. And, of course, she moved on to radio, where she stars each Thursday night as "Baby Snooks" in the *Good News of 1938*, an NBC-Red program. She has been playing "Baby Snooks" for many years. It all began while she was appearing in "Sweet and Low," a Broadway musical. She took the character with her to radio.

SHE believes the radio audience likes to mingle tears with laughter. "People like to feel sorry for themselves," she said. "When I sing 'My Man' the audience is not thinking about my man at all, but about some lover who broke their heart."

Two years after she divorced Nick Arnstein, Fannie married Billy Rose, the showman. Everybody hoped Fannie would be happy again, and "My Man" took on a different meaning, but the words were the same.

Mister Rose, the showman, has announced now that he and Fannie Borach of Brooklyn will be divorced. The announcement took the breath away from Broadway. It will all be over soon—in Reno. Mister Rose will marry, so he says, Miss Eleanor Holm. She, Eleanor Holm, is the swimmer who likes champagne. Mister Rose likes publicity. I like Fannie Borach of Brooklyn.

Fannie Brice may be heard Thursdays on "Good News of 1938" over an NBC-Red network at:

EST 9:00 p.m. — CST 8:00 p.m.
MST 7:00 p.m. — PST 6:00 p.m.

Meet Tomorrow's Lady

SHE LICKED HER PROBLEMS— TELLS YOU HOW TO LICK YOURS

BY GEORGE MARSHALL

THOUGH Elizabeth Hart's youthful brunet vivacity would never let you believe other than that she just stepped out of some young ladies' finishing-school, she has worked in radio for five years. Or had, rather, for these five years were followed by a year's leave. After that time Elizabeth decided that she had been away from radio as long as she could stand to be, and back she came.

One afternoon she dropped into the studios of WORL in Boston, and there met W. Cort Treat, the general manager. When she quizzed him about the possibilities of a job at the station, he was more than amenable. He told her that if she could do a program and sell what she did, he would let her do and sell for WORL.

That was on a Friday, and Treat said that she could start work on Monday. His knowledge of her previous radio experience had given him such confidence in her that he put the WORL airplanes at her disposal from 9:30 to 10:00 a. m. Monday through Saturday. Elizabeth walked out of his office that day feeling quite set-up—elated at the prospect of being back on the air, and chipper at having won such a promising position.

As she got home, her perkiness clouded a trifle. Three days wasn't long to prepare a daily half-hour program! And the knowledge that this program must be good enough to win a sponsor frightened her. So much depended on her opening broadcast!

Elizabeth surveyed her field. From the program director she secured a copy of the week's programs. On studying the schedule she perceived that WORL had no woman's program. That would be her job—to give women the things they wanted to hear.

By Sunday night—after two days of research in books, newspapers, magazines, pantries, and stories—she had her continuity prepared. One problem still remained—the name of her show. Because of the variety of subjects she had chosen to include in the woman's angle of things, it seemed impossible to select a suitable title.

"What shall I do tomorrow?" she moaned to herself. Tomorrow?—That gave her a clew—"Why, I'll be the WOMAN OF TOMORROW!"

Personality, ingenuity, and sales-womanship brought instant success to the Woman of Tomorrow. One half-hour to talk about anything, with the added attraction of some good musical numbers, and the spot announcements began to sell like hot cakes. Elizabeth had become a saleswoman.

She divides her program into three departments; the sentimental department, consisting of readings from unusual modern poets; her success-story department, in which she sketches the biography of some famous modern woman here or abroad; and lastly, her beauty department—not the usual beauty advice but rather tried and true facts, such as how many times to brush your hair, and "Ladies, please never let your slip show."

"**C**AME the day when I wanted some sort of check to substantiate the statement I made to every advertising agency in Boston, 'I have a tremendous listening audience.'"

Originality being one of her outstanding characteristics, she decided to read one name and telephone number out of the big Boston phone book each day, asking the owner to be kind enough to call her at the studio as soon as she was off the air. The results of the idea were as amazing as the

proverbial rabbits out of the magician's hat. The second day of her experiment, the woman whose name was read on the air called. Exultant over her success, Elizabeth went around the corner and ordered a bouquet of fresh cut flowers to be delivered to her first "proven" listener. After two more women responded in the next three days, Elizabeth sold the florist the idea of joining her in sending the flowers to each person who called, to be paid for by a spot on her program.

IN ONE week, six out of seven of the names read found listeners on the receiving end, and no week has yet passed without at least one phone call at 10:00 a. m. when she goes off the air.

A while back Elizabeth had to go to New York on business, and asked Marion Clark, also of the WORL staff,



Elizabeth Hart, "The Woman of Tomorrow," is heard daily over WORL

to take her program for her. Marion was pretty skeptical about the telephone business, thinking that Elizabeth probably used friends' names, so she called a name in the "Q's" one day, and one in the "Z's" on the next. Imagine her surprise when, not only did both parties call the studio promptly at 10 o'clock, but two persons called for the "Z" name—one saying that it was her maiden name and therefore wasn't she entitled to the flowers, too? Marion has nothing more to say about the Woman of Tomorrow phone calls being "phony."

Another product of her ingenuity is a comparatively new program, steadily growing in popularity over WORL, called "Round Copley Square." It consists of fifteen minutes of all-request music played by pianists Ella Wilson and Bob Perry, two accomplished pianists. Elizabeth announces it, and injects newsy little notes which she finds time to pick up around Copley Square section, while she is going from one appointment to another.

"But there is no program," says Elizabeth Hart proudly, "that I have done on the air in the past five years, or that I am doing now, that I have the same deep, sentimental feeling for, as the program, WOMAN OF TOMORROW."



RELIEVES ACID INDIGESTION UNBELIEVABLY FAST

Y brings amazing quick relief from indigestion, heartburn, sour stomach, gas, and constant burning caused by excess acid. For TUMS work on the true basic principle. Act unbelievably fast to neutralize excess acid conditions. Acid pains are relieved almost at once. TUMS contain no laxatives; no harmful drugs. *Guaranteed to contain no soda.* Over 1 1/2 billion TUMS already used—proving their amazing benefit. **Try TUMS today.** Only 10c for 12 TUMS at all druggists. Most economical relief. Chew like candy mints. Get a handy 10c roll today, or the three roll economy package with metal container for only 25c.



FREE TRIAL of My Rupture INVENTION

STOP YOUR RUPTURE WORRIES
I show you how to hold rupture no Nature has a chance to heal. **ALL FREE!** Write to me.

DON'T BUY BLINDLY. I send you my Air-Cushion Invention for reducible rupture **ON TRIAL.** It must: (1) Restore normal physical activities at once. (2) Be so light and comfortable you'll forget you have it on. (3) Hold your rupture in exactly the right way to give Nature the chance to heal.

If It Doesn't Stop Your Rupture Worries I'll Take The Loss
Send no money. Simply send your name and address in complete confidence. I will send you my FREE Book showing how to get a Brooks Air-Cushion Truss appliance on trial, for men, women, children. **H. C. BROOKS, 351-H STATE ST., MARSHALL, MICH.**

GENUINE WALNUT CABINET
NEW! Sensational! MIDGET POCKET RADIO
Comes complete—ready to use. No batteries, tubes or electrical connections needed. Beautiful tone, clear reception. Guaranteed. Works immediately. Use anywhere in auto, hotel, office, hotel, etc. Not a Toy. A practical set that will bring you music, sports, announcements, etc. **GENUINE Walnut Cabinet. Send No Money!** Pay postman \$2.99 plus few cents postage. On cash orders we pay postage. American Leader, 1616 W. 78th St., Dept. 229, Chicago. (Attractive proposition for agents.)

Amazing New Popular PICTORIAL RING
ANY PHOTO OR PICTURE reproduced, permanently on exquisite gem-like ring. A new, new secret process! A priceless keepsake! Guaranteed! Sample ring from any photo you send only . . . 59c. **SEND NO MONEY—Everyone makes money!** Show ring—take orders—make money! Just send photo with strip paper trimmed so ends meet around finger for size. Pay postman only 59c, plus few cents postage. Photo returned with ring money back if not delighted. Order NOW! **PICTORIAL RING CO., Dept. m-34, Cincinnati, O.**

U.S. GOVERNMENT JOBS
START \$1260 to \$2100 Year
Many 1938 Appointments Expected
Common education usually sufficient
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FRANKLIN INSTITUTE
Dept. R199, Rochester, N. Y.
Gentlemen: Rush FREE list of U. S. Government big pay positions. Send FREE 32-page book describing salaries, hours, work, and telling how to qualify for a position.

Name
Address



Child winners with their donors of awards (l. to r.): Gloria Perkins, Stuart Canin, radio's Tony Wons, Vick's Lunsford Richardson, Dolores Miller, Harry Cykman

PROMISING VIOLIN VIRTUOSOS

FOUR youthful child violinists, two boys and two girls, tugged at the skirts of fame and possible fortune recently when the national judges of the Federation of Music Clubs audition series picked them as the outstanding musicians among forty-four city-audition winners. Each of the four children received a beautiful violin from Tony Wons, radio philosopher; a \$250-cash scholarship award by the Vick Chemical Company, Wons' sponsor, and a trip to New York to broadcast over the CBS network.



Besides his philosophizing, Tony Wons is expert at violin-making, presented each winner with a violin he had fashioned himself



Twelve-year-old Dolores Miller hails from St. Richmond, Calif., is in the 7th grade. She'd never seen snow until her trip east



Stuart Canin, eleven, was winner in the New York City area audition. He's studied violin for 6 years



Gloria Perkins, fifteen, is pride of Winston-Salem, N. C. She's played with symphonic orchestras



Purpose of the contest was not only to find the most talented violinists of sixteen or under, but those with talent who were most deserving of assistance. Above: Harry Cykman, fifteen, winner in local Philadelphia audition



MONKEY BUSINESS

THROUGH the years comics of all nations have won the hearts of people by aptly mixing words and pronunciations. Just such humor is the style of Lew Lehr. Featured in newsreels and always sure of greatest laughs when photographed with animals, Lehr currently appears on the Ben Bernie CBS half-hour which is heard Wednesdays at 8:30 p.m. EST and 8:30 p.m. PST. Listeners have come to know that whenever "Monkeys are the cwaziest people!" is heard, the man behind the mike is none other than the famed newsreel comic. So, for the radio audience, Radio Guide presents a man, monkeys, and some colossal photos!

Photographed by Charles P. Seawood and Gus Gale



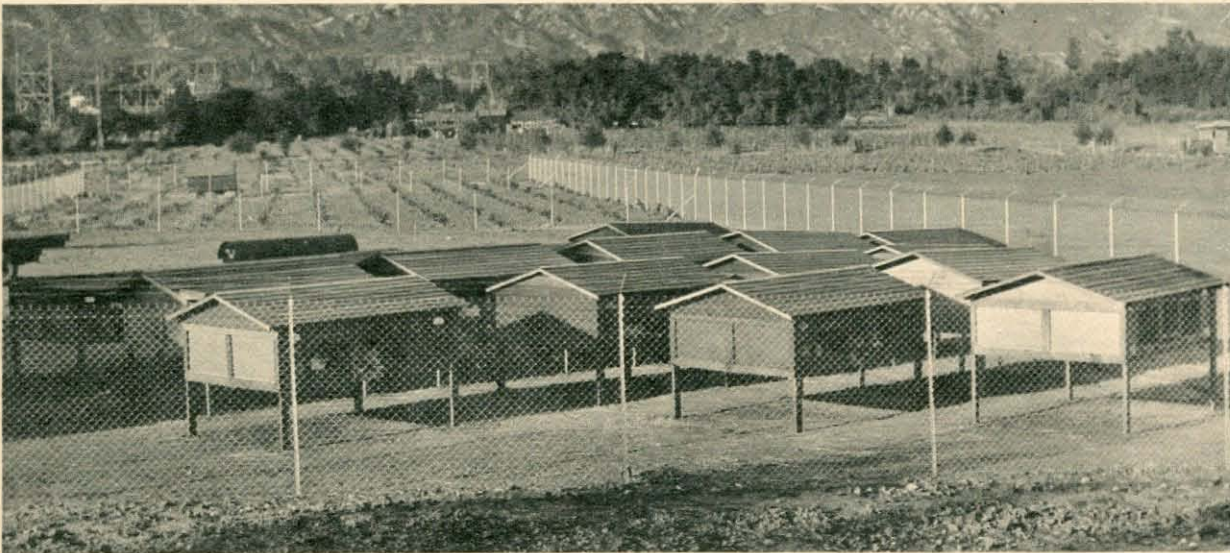
WOOL FOR SALE: From Irene Rich's Angora Rabbit Hutches



Irene Rich, heard Sunday nights on NBC, obtains pedigreed Angora rabbits from Harrods, Ltd., London. They are bred for the length and quality of the silk-like wool they yield



Prices range from \$5 to \$25, depending upon pedigree. Rabbits can be fed for \$1.50 each per year. They multiply rapidly, one pair being able to produce over 40 "children," hundreds of "grandchildren" and hundreds of "great-grandchildren" in a year



THE raising of Angora rabbits for profit is an old industry, yet only two entertainers—Irene Rich and Helen Jepson—are engaged in the business. On these pages Miss Rich shows how she conducts the business—from importation of pedigreed rabbits to spinning of yarn and knitting of sweaters. Wool can be marketed through the Angora Wool Growers Assn., whose 60 members sell over 3,000 pounds at an average of \$4 per pound each year. This does not supply the demand, and 900,000 pounds of the wool are imported annually from France and England. The industry in America is still in its infancy. Few realize warmth, lightness and wearing strength of Angora garments, because price of such garments has been too high for the average buyer.

Exclusive Radio Guide Photos by Gene Lester



These 5-day-olds will be taken from the mother rabbit when six and a half weeks old, will be trimmed for wool when eight weeks old, clipped every twelve weeks thereafter

Miss Rich keeps her brood at the Manchester Boddy's Rancho Del Descanso, near Hollywood. Hutches, above, cost \$30 apiece, house four rabbits. They are elevated to avoid dampness, allow better air circulation and more sunlight. Floors are of open net



This is Mr. Bing-of-the-Muffs, an imported buck with a three-month growth of wool, almost 3 inches long



Miss Rich finds prepared rabbit food best, but also uses cabbage and any greens. Carrots are laxative, may give diarrhea



Clipping of the wool is done by an electric clipper while the rabbit is strapped onto a table. This process requires a great deal of skill so the wool won't be ruined



There are four grades of wool. Grade 1 comes from the back, is long and silky, is worth \$5 to \$6 a pound; grade 2, the shorter fur from the sides, is valued at \$4 a pound; grade 3, short leg and under fur, worth \$3 per pound; grade 4, short wads, sells at \$1.50 a pound



Grade 4 is good only for felt-making. The other grades can be spun into yarn as Miss Rich does above, and can be used for any purpose that any ordinary wool would be used. One rabbit produces four ounces of wool, enough to make a sleeveless sweater for an adult



The yarn spun, it is now wound into balls. It may be dyed before knitting if a colored garment is desired. This yarn is one-third as heavy and 5 times as warm as sheep wool



The yarn can be knitted or crocheted, both of which are favorite pastimes with Miss Rich. In New York, George Possell, husband of Helen Jepson, wears nothing but Angora wool socks knitted by his operatic wife



This charming short-sleeved salmon-colored evening sweater was made entirely by Miss Rich and her rabbits, and set a new style for Hollywood. Now many stars of Cinemaland, including Joan Crawford, are knitting

FUN AFTER DARK: It's a Surprise Party for Edgar Bergen



To add Hollywood glamour to the party, Ken Murray hired kleig lights to brighten up the neighborhood. Another gag was to picket the house with the sign: "After much delay, Bergen finally came through with a party"



While Comedian W. C. Fields and Singer Dorothy Lamour relieved the picket line, Mrs. Nellie Bergen rushes to kiss her son as he is surprised in his own home. The clock wasn't running. It was actually 8 o'clock



Shirley Ross, one of the airwaves' rhythm singers, is first to present the ventriloquist with a gift. The Ross-Murray twosome is one of Hollywood's latest romances



While guests made merry, Charlie McCarthy was tucked away in his suitcase—forgotten



Mother Bergen made the birthday cake, iced on it the message, "Good luck, success, happiness now and always." Murray provided forty-odd kinds of foods



Many gifts were addressed to Charlie, so he was released from his suitcase, became the center of attraction. Gag gifts included book on ventriloquism, toupee

EDGAR BERGEN, nationally famous "mouthpiece" of Charlie McCarthy on the NBC-Red network each Sunday night, celebrated his thirty-fifth birthday February 16—but he didn't intend to do any celebrating. It was all the result of some scheming on the part of Ken Murray, Hollywood Hotel m.c., who, with Mrs. Nellie Bergen, Edgar's mother, set up a genuine surprise party. That day Bergen worked hard, suggested to Murray, his friend of more than fifteen years, that they go to some night club. "But first let's have dinner at your house," suggested Ken. At the Bergen home they were greeted by kleig lights and a house full of friends gleefully singing "Happy Birthday to You."

Photographed by
Gene Lester



Dorothy Lamour brought a wooden birthday cake. Bergen, used to such gags, had a saw handy. Another gift was a box of rubber cigars addressed to Charlie



Left to right, around the table, are: Frances Langford, Hollywood Hotel singer; Jon Hall, star of the movie "Hurricane"; Dorothy Lamour, singer on Bergen's show; and Cal Kuhl, radio program producer



Mrs. Phil Harris (Marcia Ralston of Warner films); Mrs. Ed Sullivan, wife of the Broadway columnist; and Mr. and Mrs. Don Ameche have a table together. Many uninvited persons, who heard about the party, came anyway



Diana Bourbon, Hollywood Hotel's associate producer, and Louella Parsons, of the same show, look on as Shirley Ross and W. C. Fields wish Bergen long life. Fields formerly worked in radio with Bergen



Claire Dodd, of the movies, and Claude Stroud, one of the twins on Bergen's Sunday night program, were teamed for the party. The appearance of Frances Langford and Jon Hall (right) together gave weight to rumors of their romance



Maestro Robert Armbruster of the Chase & Sanborn Hour; Shirley Warde, script-writer, and Don Ameche refill their plates. Jackie Coogan, James Fidler, John Carter, Lew Ayres came too late for photos



A singfest is always a part of any party. Singers here are, left to right, front: Mrs. Bergen, Groucho Marx, Charlie McCarthy and his voice, Edgar Bergen. In rear are Bob Hope, Shirley Ross, Dorothy Lamour and Ken Murray

HIS HONOR, MAYOR JOLSON: ENCINO, CALIF.,



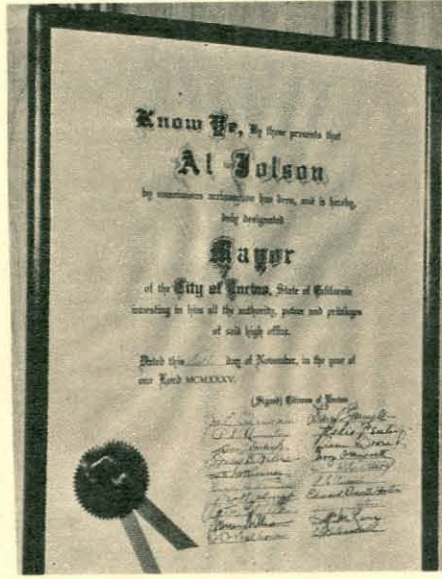
His honor, Al Jolson, mayor of Encino, Calif., has his shoulders heaped with civic duties, but must permit interruptions to rehearse with Ted Shapiro for his salaried job—his CBS show on Tuesdays at 8:30 p.m. EST and 8:30 p.m. PST

ABOUT 85 years ago the first stage stop northwest of Los Angeles was a tiny roadhouse set among rows of giant oaks. In 1917 an enterprising Californian bought the grounds, divided it into estates, named the place "Encino," Spanish for "live oak." With the coming of good roads, Encino was within 30 minutes of Hollywood and artists went there to live. Al Jolson was one of the first. Interested in the new community, Al soon found himself a civic leader, was elected the village's first mayor. On January 13 last this radio-movie star was re-elected for a third term, and citizens say he'll be their mayor for life if he continues to live there.

By Gene Lester, Radio Guide Staff Photographer

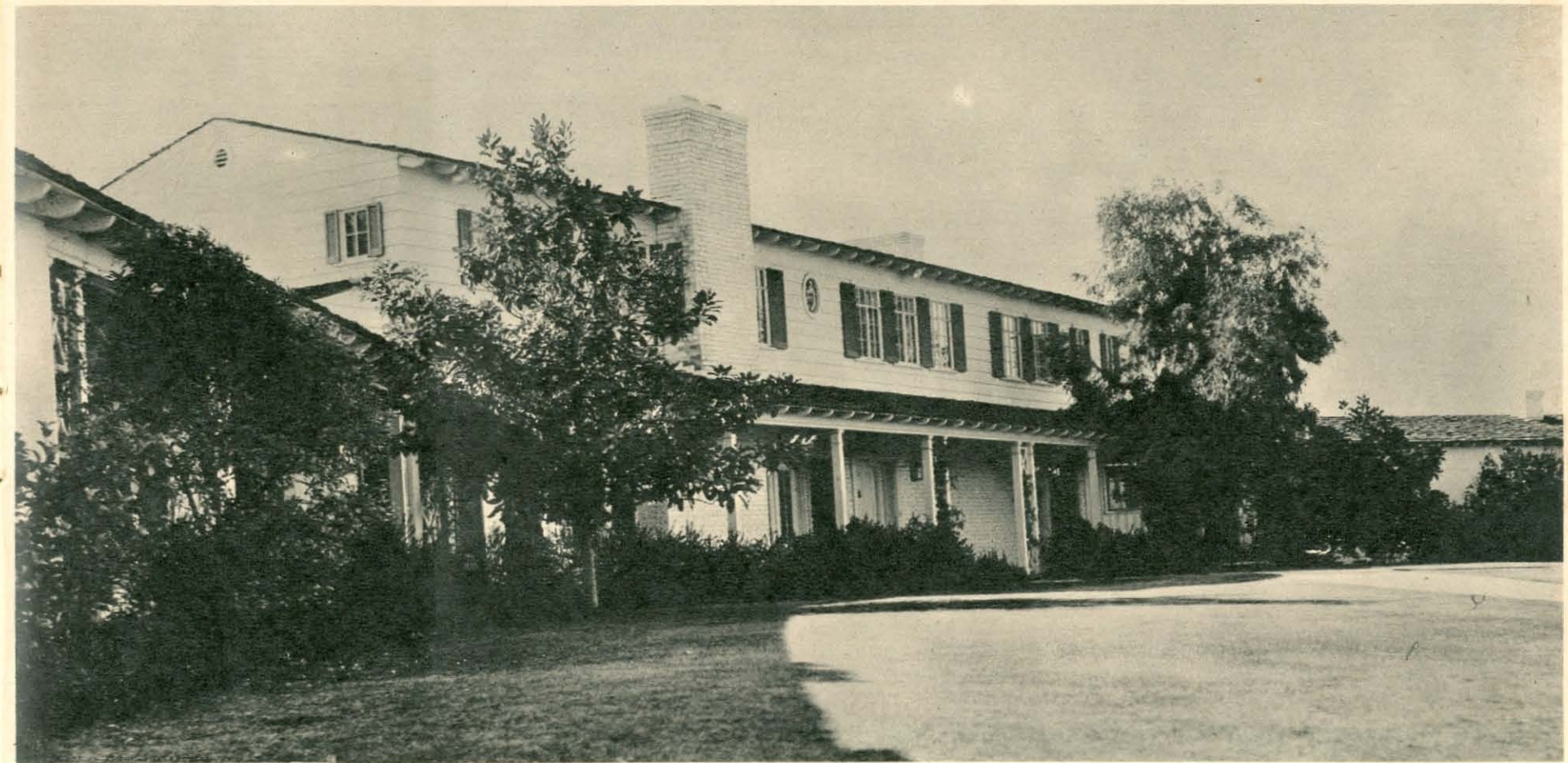


Al's village has 2,000 residents. Taxes are \$5.27 per \$100, or one cent less than Los Angeles proper



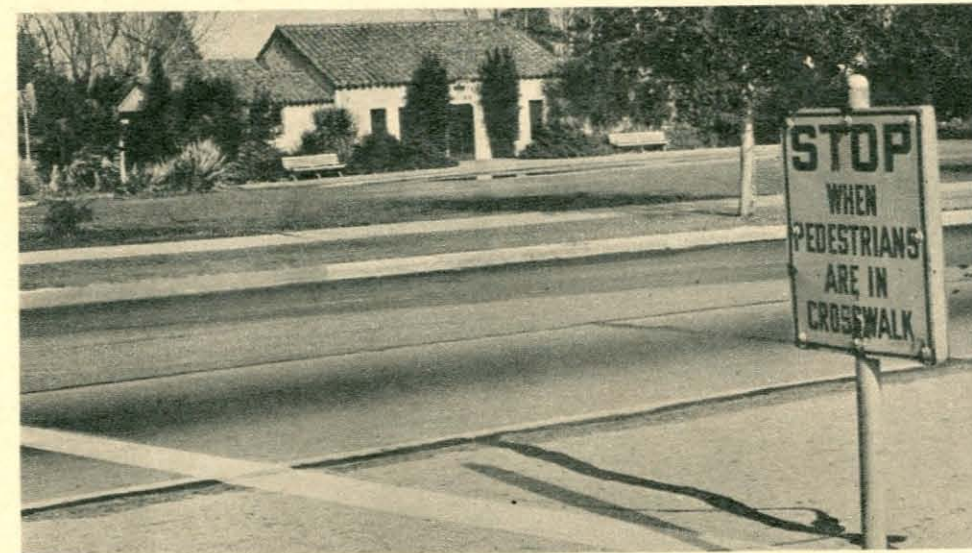
Land is \$2,000 to \$5,000 per acre. Fire insurance is 80c per \$100. There is one grade school

RE-ELECTS RADIO STAR FOR THIRD TERM . . .



Mayor Al and Wife Ruby Keeler live in the 15-room, \$150,000 house shown above. It sets on a 12-acre landscaped tract, is planted with lemon and orange trees

The Jolson home has no particular architectural style, was built for comfort. Part is of one story, part two, and knotty pine is used generously inside



The city hall, above, was built 5 years ago at a cost of \$12,000. It is used by Encino women's clubs and the Chamber of Commerce. Only permanent offices it houses are those of the 5-acre-park attendant and the building janitor



The above scene is Encino's business section during a "rush" hour. Only businesses are small one-clerk mercantile stores, gasoline stations, restaurants. Biggest business is done by real-estate operators



The Jolsons built their home in 1935, included the traditional Hollywood swimming-pool equipped with radio dials around the edge with loudspeakers overhead



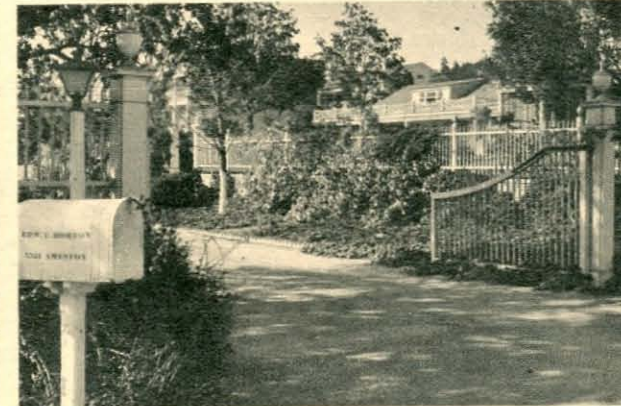
Planting trees is an official duty of every mayor, so Al digs in. The job pays nothing, costs Al \$500 per year



Al is a working mayor, attends all meetings and presides. There is no city council, as the Chamber of Commerce handles most of the city's problems



Many famed artists live in Encino. Don Ameche rents the 12-room house above, will soon build a new home on a recently purchased 14-acre tract



Edward Everett Horton has lived in Encino since 1928, has the \$300,000 home shown above furnished with rare furniture secured in Europe



Horton is president of the Board of Control and a Chamber of Commerce director, uses his barn as the town's Community Center



Frank Buck came to Encino in 1928, has the 8-room house above, keeps none of his famed animals there, but does have many rare birds



Actor Spencer Tracy has lived in Encino since 1936, breeds race and polo ponies on his 8-acre tract. His Mexican-type home has 10 rooms



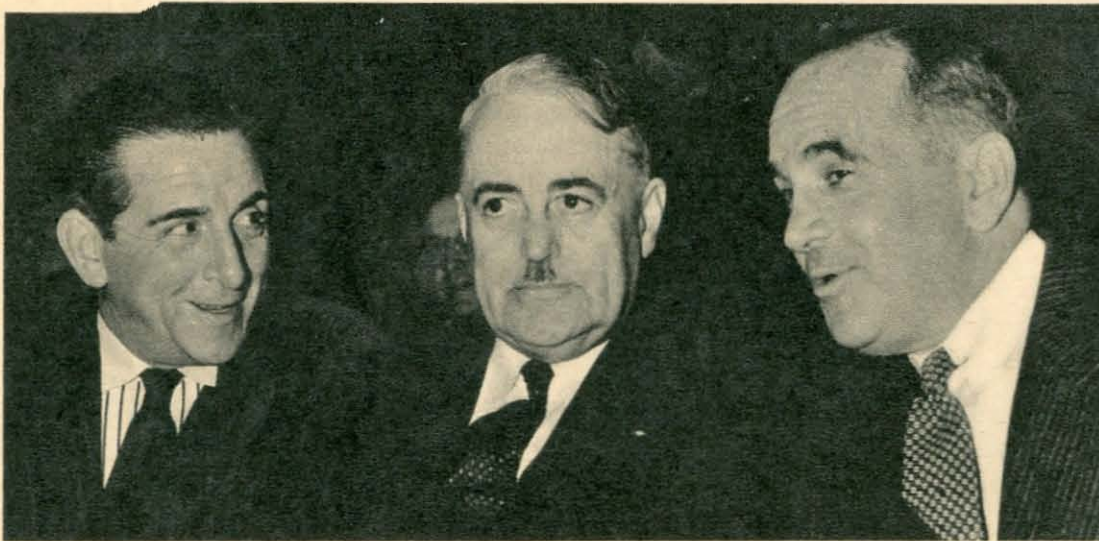
Adjoining Jolson estate is home of Phil Harris and his actress wife, Marcia Ralston. Windows in fore corner open from Phil's bedroom

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PRECEDING PAGE

Other famed Encino residents include Warren William, Norris (Abner) Goff, Darryl Zanuck, Paul Muni, Leslie Fenton and Wallace Beery. When Jolson first became mayor there were no paved streets or lighting. Town now has the best. Al, above, speaks to a gathering



Between Edward Everett Horton, left, and Al Jolson, right, is Mayor Frank Shaw of Los Angeles. Comedian residents of Encino, California, say Horton and Jolson will be annexing Los Angeles next if Shaw doesn't keep a watchful eye on the politically minded two



Chamber of Commerce meetings are held alternate Thursdays in Horton's barn. Citizens agree that Jolson's broadcast plugging is the town's best advertising



Fred Allen's favorite line, "It's Town Hall Tonight," would fit here. Encino citizens turn out in Horton's barn to discuss civic matters, boost their town and to play host to visiting Mayor Shaw of Los Angeles



Encino's fire department consists of a 1923 Model T truck driven less than 5,000 miles and housed in a \$300 shed. Fire Chief Forrer doubles as school janitor. His helpers are volunteer citizens summoned by a siren



RUSS MORGAN "Johnny Presents" orchestra leader Tues. 8 pm EST

(7:30 p.m. Continued)

Y.N.-These People Make News: WRDO WLLH... CBS-Organ Recital: CFCY CFNB... MBS-Famous Fortunes, drama...

CBS-La Maison du Reve... WFLA-Hacker Headlines... NBC-Johnny Presents (Philip Morris)...

CBS-Al Jolson Show; Martha Raye; Parkyakarkus & Victor Young's Orch. (Life-Buoy)... NBC-To be announced: WJZ...

WMEX-Variety Hour... MBS-Johnson Family: WAAB WSAR WLLH WOR WBY...

CFNB-From Heart of Empire... CBS-To be announced: CFRB (sw-11.83)...

NBC (News, WJZ only); Don de Vodi's Orch.: WJZ... NBC-Ink Spots: WFAF...

MORNING

7 am EST CBS-Morning Almanac; News: WABC (sw-21.52)...

WJAR-Carefree Capers... NBC-Rise & Shine; News: WJZ... NBC-Malcolm Claire: WFAF (sw-21.5)...

NBC-William Meeder, organist: WJZ WHAM... Y.N.-Weather Service: WSAR... NBC-Do You Remember? Instrumental Trio...

CBS-Eton Boys: WABC CKAC WMAS (sw-21.52)... C.N.-Andrew Jacobson's Rhythm: WEAN WAAB WSAR WRDO... NBC-Breakfast Club: Soloists...

CBS-Madison Ensemble; News: WABC WDRC WMAS WPRO... Y.N.-Gretchen McMullen: WEAN... NBC-Landt Trio; News: WFAF...

9:45 CBS-Bachelor's Children, sketch (Old Dutch Cleanser): WABC... 10:00 CBS-Pretty Kitty Kelly, sketch (Wonder Bread): WABC...

Friday

April 8



GERTRUDE BERG
Molly of "The Goldbergs"
Fri. 4:30 pm EST

(10:45 a.m. Continued)

Home Forum: CFCY WBZ
WCOP-Ivory Tower
WDRC-To be announced
WLW-Dr. Friendly
WNBX-Morning Musicale
WOR-Bide Dudley's Theatre Club
WOCR-Music by Cugat
WORL-Mass. Women's Clubs
WPRO-Amer. Family Robinson
WRDO-Central Maine Melodies
WSAR-Housewives' Exchange

11:00
NBC-Story of Mary Marlin, sketch (Ivory Flakes): WJZ WHAM WBZ WLW (sw-15.21)
CBS-Ruth Carhart, songs: WABC WDRG WLW WNBX WMAS WOKO WORC WFBL
NBC-David Harum, sketch (Bab-O): WEAF WGSW WGY WNAC WTIC WJAR WTAG (sw-9.53-15.33)
MBS-Reminiscing: WRDO WLLH WNBH WAAB WBRY
CFCY-Luncheon Music
CFNB-Chic Martin
CKAC-Sonia, ses Melodies au Piano
WCAU-Heart of Julia Blake
WCOP-Gems of Melody
WEEI-Woman Speaks
WFEA-Home Folks Frolic
WHDH-Farm and Home Chat
WMEX-Van Clemens, songs
WOR-Pauline Alpert, pianist
WPRO-News
WSAR-Italian Prgm.

11:15
NBC-Backstage Wife, sketch (Dr. Lyons): WEAF WTAG WJAR WGY WCSW WTIC WNAC
CBS-Deep River Boys, trio: WABC WEEI WOKO WPRO WCAU WDRG WLW WNBX WMAS
NBC-Pepper Young's Family (Camay Soap): WJZ WHAM (sw-15.21)
C.N.-Melody Strings: WAAB WRDO WBRY WNBH WFEA WLLH WSAR
CFCY-Memories in Music
CFNB-Dance Music
CKAC-Le Vieux Professeur
WBZ-Women & News
WCOP-Hits and Encores
WHDH-Caravan of Song
WLW-News; River; Weather
WMEX-Cooking School
WOR-Myrt & Marge, sketch
WOCR-Musicale; News
WORLD-This Rhythmic Age

11:30
CBS-Big Sister, sketch (Rinso): WABC WEEI WCAU WFBL WLW WDRG WMAS WORC CKAC WPRO WOKO
NBC-How to Be Charming (Philips); Beauty Talk: WEAF WNAC WTIC WJAR WTAG WCSW WGY
NBC-Vic & Sade, sketch (Crisco): WJZ WHAM WBZ (sw-15.21)
CBC-Big Sister: CFNB CFCY
C.N.-Highlights & Half Tones: WRDO WBRY WAAB WLLH
WCOP-Voice of Italy
WFEA-Fred French, bar.
WHDH-Morning Musicale
WLW-Thomas Sawyer
WMEX-Organ Concert
WNBH-Monitor News
WNBX-Good Morning Neighbor
WOR-Hilltop House
WORLD-American Family Robinson
WSAR-Buyers' & Sellers' Club

11:45
CBS-Aunt Jenny's Stories (Spry): WABC WCAU WEEI WOKO WDRG WORC WPRO WFBL WMAS WLWZ

NBC-Edward MacHugh, Gospe Singer (Ivory Soap): WJZ WBZ WHAM (sw-15.21)
NBC-Hello Peggy, sketch (Dra no): WEAF WTIC WNAC WJAR WTAG WCSW WGY
MBS-Jimmy Shields, trn.: WOR WAAB WRDO WEAN
CFCY-Band Music
CFNB-News
CHN'S-What's New?
CKAC-Parade des Melodies
WBRY-Gert Cole, songs
WCOP-Clemente Giglio Players
WHDH-Henry King's Orch.; Odd Facts
WLLH-Hear Ye
WLW-Goldbergs
WMEX-News; Breed Walker
WNBH-Rhythm Makers
WNBX-Rhythm & Romance
WORLD-Lazy Rhapsodies
WSAR-Your Lucky Number

AFTERNOON

12:00
NBC-At Home in the World: WJZ
NBC-Girl Alone, sketch (Kelllogg): WEAF WLW
CBS-Mary Margaret McBride, columnist (Minute Tapioca)
WABC WEEI WMAS WDRG WORC WFBL WPRO WCAU (sw-9.59)
Y.N.-Getting the Most Out of Life: WLLH WRDO WFEA WLWZ WNAC WNBH WTAG WTIC WEAN WCSW
News: WOR WAAB CFCY CFCY-Band Music
C.N.-Concert Hall
CKAC-Giulio Romano's Orch.
WBRY-Tune Up Time
WBZ-News; Odd Facts; Dance Revue
WCOP-Frolic Makers
WGY-Rhythm Makers; News
WHDH-Weather; Time; News
WHAM-Hit of the Day; News
WJAR-The Listener Speaks
WMEX-Italian Aids
WNBX-News; Musical Prgm.
WOR-Rhythmic Minstrels
WSAR-Shopping Guide

12:15
NBC-The O'Neills, sketch (Ivory Soap): WEAF WGY WNAC WJAR WLW
CBS-The Manhattan Serenaders: WABC WMAS WDRG WPRO WOKO WFBL WEEI WCAU WLWZ WNBX WORC (sw-9.59)
BC-Edward Gamage, trn. (News, WJZ only): WJZ WFEA
MBS-Radio Garden Club: WOR
C.N.-Agricultural Series: WAAB WEAN WRDO
CFCY-Chick Martin
WBRY-News
WCOP-Zeke Manners' Hillbillies
WCSH-Cowboy Caravan
WHAM-Novelodeons
WHDH-Old Gardner; Thru the Hollywood Lens
WLLH-Shopping News
WMEX-Italian Radio Review
WNBH-Surprise Party
WORLD-The Inner Light
WTAG-Farm Flashes
WTIC-Studio Prgm.

12:30
CBS-Romance of Helen Trent, sketch (Old English Wax): WABC WORC WDRG WEEI WOKO WFBL WCAU WPRO (sw-9.59)
NBC-Emerson Gill's Orch.: CFCY WTIC
NBC-Stella Dallas, sketch: WEAF
NBC-Nat'l Farm & Home Hour: Guests: WJZ WLW WBZ (sw-15.21)
Y.N.-La Rosa, Prgm.: WAAB WEAN
News: WOR WMAS WFEA WLWZ
Noonday Revue: WRDO WTAG
CFNB-Radio Parade
CKAC-Nonette et Rin-Tin-Tin
WBRY-Eat, Drink & Be Merry
WCOP-Voice of the Community
WCSH-Six Men and a Girl
WGY-Farm Prgm
WHAM-Ma Perkins
WHDH-Noonday Revue
WJAR-State College Prgm.
WLLH-Question Box
WMEX-Hits of the Day
WNAC-Singin' Sam
WNBX-Theater of the Air
WORLD-Stocks
WSAR-Mid-day Melodies

12:45
NBC-Emerson Gill's Orch.: WEAF
NBC-Nat'l Farm & Home Hour: WHAM

Good Listening for Today

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated

NIGHT

8:00 EST (7:00 CST) CITIES SERVICE CONCERT with Lucille Manners, Frank Black, conductor, NBC-Red.
8:30 EST (7:30 CST) PAUL WHITEMAN'S ORCHESTRA, guest, CBS.
9:00 EST (8:00 CST) HOLLYWOOD HOTEL with Frances Langford, Anne Jamison, Frank Parker, Louella Parsons, Ken Murray and Oswald, Marlyn Stuart, Raymond Paige's orchestra; guest, CBS.
10:00 EST (9:00 CST) THE SONGSHOP with Dell Sharbutt, Nadine Conner, Alice Cornett, quartet, glee club, orchestra; Reed Kennedy, guest, CBS.

CBS-Our Gal Sunday, sketch (Old English Floor Wax): WABC WEEI WORC WDRG WOKO WPRO WFBL WCAU (sw-9.59)
News: WSAR WCOP
Singin' Sam: WTIC WJAR
CFCY-Luncheon Music
CKAC-La Province en Progres
WBRY-Ann Erichette, songs
WFEA-Organ Reveries
WLLH-News; Shopping News
WMAS-The Open Book
WMEX-Monitor Views the News
WNAC-Dan Harding's Wife
WNBH-The Radio News
WOR-Quiz Club
WORLD-Fishing Time

1:00
CBS-Betty & Bob, sketch (Gold Medal): WABC WPRO WORC WCAU WOKO WFBL WDRG WEEI WMAS (sw-9.59-15.27)
NBC-News; Weather & Market Reports: WEAF
NBC-Carlisle & London, piano duo: (sw-15.33)
CBC-Happy Gang: CFCY CFNB
Y.N.-News: WTAG WGSW WEAN WNBH WLLH WSAR WLWZ WNAC WRDO WFEA
News: WJAR WTIC WNBX
CKAC-Stock Quotations
WAAB-News of Woman's Clubs
WBRY-News; Markets; Musicale
WCOP-Journal of the Air
WGY-Myrt & Marge
WHDH-Variety Boys, instrumentalists
WMEX-Musical Mail Box
WOR-Health Talk; Melody Moments
WORLD-News; Continental Rhythms

1:15
CBS-Betty Crocker, cooking talk (Gold Medal): WABC WCAU WORC WPRO WMAS WDRG WOKO WFBL WEEI (sw-9.59-15.27)
NBC-Escorts & Betty: WEAF (sw-15.33)
MBS-Carson Robison's Buckaroos (Musterole) WOR WEAN WAAB
Y.N.-Joyce Jordan, Girl Interne: WNAC WTAG WTIC
CKAC-News
WBRY-Piano Moods
WCOP-Rhythm & Romance
WCSH-Hits & Encores
WFEA-Extension Service
WGY-Household Chats
WHDH-Phil Levant's Music
WAAB-Brevity Matinee
WLWZ-Chic Martin Prgm.
WLLH-Shopping News
WNBH-Salt & Pepper
WNBX-Hits & Encores
WORLD-Reynolds Sisters
WRDO-Zeke Manners' Gang
WSAR-Your Home & You

1:30
NBC-Words & Music: WEAF (sw-11.53)
CBS-Arnold Grimm's Daughter (Gold Medal): WABC WEEI WORC WDRG WOKO WPRO WFBL WCAU WMAS (sw-15.27-9.59)
NBC-Mother-in-Law, sketch: WJZ
Y.N.-Marjorie Mills: WTIC WCSH WNAC WEAN WTAG WLWZ
CBC-Rex Battle's Orch.: CFCY
CFNB-Birthday Prgm.
CKAC-Feminine World
WAAB-Leroy, pianist
WBRY-Music Appreciation
WBZ-Matinee Melodies
WCOP-I.B.S. Oddities
WFEA-Magic Strings
WGY-Houseboat Hannah

WHAM-News Today
WHDH-Jean Harper, contr.
WLLH-Lonesome Singer
WLW-Ma Perkins
WMEX-Roy Gobey, bar.
WNBH-Talks on Enland
WNBX-Dance with Larry Earle
WOR-Wifesaver
WORLD-Sporting Life
WRDO-Afternoon Melodies
WSAR-This Rhythmic Age

1:45
NBC-Jack & Loretta Clemens, songs & patter: WJZ
CBS-Valiant Lady, sketch (Gold Medal): WABC WPRO WFBL WCAU WOKO WORC WDRG WEEI WMAS (sw-9.59-15.27)
MBS-Voice of Experience (Lydia E. Pinkham): WOR WAAB
WBZ-Fashion Chatter
WCOP-WPA Presents
WGY-Dan Harding's Wife
WHAM-8th Grade Science
WHDH-The Cub Reporters
WJAR-Concert Echoes
WLLH-Question Box
WLW-Kitty Keene, Inc.
WMEX-Jacob List
WNBH-To be announced
WNBX-On the Air Today
WORLD-Musical Numerology
WRDO-Glad & Happy
WSAR-There Was a Time

2:00
NBC-Music Appreciation Hour: Dr. Walter Damsrosch: WJZ WBZ WHAM (sw-15.21)
NBC-Music Appreciation Hour: Dr. Walter Damsrosch: WEAF WGSW WJAR WTAG WGY WLW WTIC CFNB (sw-15.33)
CBS-News Through a Woman's Eyes (Pontiac) Kathryn Crauens: WABC WEEI WFBL WOKO WORC WDRG WCAU WLWZ WPRO (sw-9.59-15.27)
CBC-London Calling: CFCY
CKAC-Capsules of Melody
WAAB-Consumers' Council
WBRY-Master Singers
WCOP-Radio Orchestral Hall
WHDH-Continental Varieties
WLLH-Al Forrest, organist
WMAS-Heinie's Radio Chats
WMEX-Gems of Melody
WNAC-Way Down East
WNBH-Home Folks Frolics
WNBX-Gems of Melody
WOR-Kitty Keene, Inc.
WORLD-News
WRDO-Piano Varieties
WSAR-Oklahoma Outlaws

2:15
CBS-The O'Neills (Ivory Soap): WABC WFBL WMAS WORC WEEI WLWZ WDRG WCAU (sw-9.59-15.27)
MBS-World Traveler: WRDO WAAB WLLH WSAR WBRY
"KAC La Rue Principale"
WFEA-Let's Listen to the Leader
WHDH-Don Humbert's Strings
WNAC-Donald Van Wart
WNBH-Agriculture Talk
WNBX-Matinee Dance
WOR-Way Down East
WORLD-Homespun Harmonies
WPRO-News

2:30
CBS-American School of the Air: WABC WPRO WLWZ WEEI WNBX WDRG WMAS WORC WOKO WFBL CKAC (sw-15.27)
MBS-Harold Turner, pianist: WRDO WNBH
CBC-The City of Quebec: CFCY
WAAB-Racing Matinee
WBRY-Perry Lafferty, organist
WCAU-Womens Club
WFEA-Anchors Awake

WHDH-The Mandoleer
WLLH-Neapolitans
WMEX-Ruth Lenard, songs
WNAC-Musical Roundup
WOR-Houseboat Hannah
WSAR-Farm & Home News

2:45
C.N.-Stage Door Memories: WAAB WBRY WRDO WLLH WNBH
The Heart of Julia Blake: WOR WNAC
CFNB-Musical Comedy Memories
WFEA-Modern Melodies
WHDH-Stamp Man
WMEX-Sweet & Hot
WORLD-Crystal Strings
WSAR-Voice at the Microphone

3:00
NBC-Radio Guild: WJZ WHAM WBZ WFEA WEAN (sw-15.33-15.21)
CBS-U. S. Marine Band: WABC WDRG WORC WNBX WOKO CKAC WPRO WLWZ WMAS (sw-15.27)
NBC-Pepper Young's Family sketch (Camay): WEAF WGY WTAG WCSW WTIC WJAR WLW WNAC
CBC-London Calling: CFCY
C.N.-Connecticut Colonials: WRDO WBRY WNBH WLLH WLWZ WAAB WSAR
News: WORL WEEI WCOP WLLH
CFNB-Marconi Band Concert
WCAU-Get Going
WMEX-Earle Foxe's Orch.
WOR-Martha Deane

3:15
NBC-Oxydol's Own Ma Perkins, sketch: WEAF WJAR WTIC WTAG WGSW WNAC WGY
WCOP-Bordertown Barbecue
WEEI-Health Review
WHDH-Merchant Marine Book
WLDH-Mad Hatterfields
WMEX-Earle Foxe's Orch.
WORLD-Stock Market:

3:30
NBC-Vic & Sade, sketch (Crisco): WEAF WNAC WJAR WLW WTIC WTAG WCSW WGY
CBS-Captivators: WABC WORC WDRG WNBX WMAS WOKO WLWZ WPRO WFBL (sw-15.27)
CFCY-Outports Hour
CFNB-Organ Music
CKAC-Dance Music
WAAB-Racing Matinee
WBRY-Chamber of Commerce
WCAU-News; Organ Serenade
WEEI-Meet the Author
WHDH-Eb & Zeb, comedy
WLLH-Agricultural Series
WMEX-Today's Winners
WNBH-Musical Workshop
WORLD-Adult Recreation Prgm.
WRDO-Hillbilly Hits
WSAR-Matinee Melodies

3:45
NBC-The Guiding Light, sketch (White Naptha): WEAF WTIC WTAG WGY WCSW WJAR WNAC WLW
CBS-Lincoln Cathedral Choir: WABC WOKO WLWZ WPRO WORC WDRG WNBX WMAS WFBL CKAC (sw-15.27)
MBS-Good Health & Training: WLWZ WRDO WLLH WAAB WSAR
CFCY-Outports Hour
CFNB-News
WBRY-Hidden Melodies
WCAU-Dr. Friendly
WCOP-Farm Tee to Green
WFEI-Charles Hector's Music
WHDH-Hawaiian Shadows
WNBH-Quotations; Honeymooners
WCOP-Farm Tee to Green
WOR-David Harum
WORLD-Movie Shots with Kay Addison
WPRO Melodies Old & New

4:00
CBS-Chicago Varieties: WABC CKAC WOKO WNBX WDRG WLWZ WMAS WORC WFBL (sw-15.27)
NBC-Lorenzo Jones, sketch (Phillips): WEAF WGSW WJAR WTIC WTAG WNAC WGY
NBC-Club Matinee, Harry Kog en's Orch.; Ranson Sherman, m.c.: WJZ WFEA
C.N.-Rhode Islanders' Orch.: WNBH WAAB WBRY WRDO WEAN WSAR WLLH
CFNB-Dick Tracy
WBZ-Stocks; Swingsters
WCAU-Dixie Plowboys
WCOP-Four O'Clock Revue
WHAM-Matters Musical
WHDH-House of Peter MacGregor

WLW-Dan Harding's Wife
WMEX-Rhythm & Stuff
WOR-News
WORLD-Variety Quiz

4:15
NBC-Story of Mary Marlin, sketch (Ivory Flakes): WEAF WGY WNAC WTAG WCSW WTIC WJAR
NBC-Club Matinee: WBZ
CBC-Club Matinee: CFNB
WAAB-Racing Matinee
WCOP-Your Personality Guide
WEEI-Boston Hour
WHAM-Catholic Courier
WHDH-Fishermen's Broadcast
WLW-Life of Mary Sothern
On page 12 you will find a story about this program.
WMEX-Today's Winners
WOR-Young Widder Jones
WORLD-Official Detective
WPRO-Italian Radio Review

4:30
NBC-The Hughes Reel with Rush Hughes (Borden Co.): WEAF WTIC WNAC WTAG WCSW WGY WJAR
CBS-The Goldbergs (Oxydol): WABC WEEI WCAU WFBL (sw-9.59-15.27)
NBC-Club Matinee: WEAN (sw-15.21)
MBS-Ted Malone's Between the Bookends: WNBH WOR WRDO WLLH
CBC-Hughes Reel: CFCY CFNB
CKAC-Social Announcements
WAAB-Racing Matinee
WBRY-Better Homes Prgm.
WCOP-Gaslight Harmonies
WDRG-Those Happy Guitans
WHAM-Ernie Stemmer Bavarians
WHDH-Variety Musicale
WLWZ-Greetings & Uncle Ezra
WLW-The Heart of Julia Blake
WMAS-Markets
WMEX-Kay & Buddy Arnold
WNBX-Your Home
WORLD-Organ Reveries
WORLD-Melodies of the Moment
WSAR-Buyers' & Sellers' Club

4:45
CBS-Four Clubmen: WABC WEEI WCAU WOKO (sw-15.27-9.59)
NBC-Road of Life, sketch (Chipso): WEAF WTIC WCSH WGY WNAC WLW WJAR
MBS-Book a Week: WNBH WLLH
CFNB-News
CKAC-Light Classics
WCOP-Aloma Hawaiians
WDRG-Vincent Sargent, organist
WLWZ-Campus News
WMAS-Pappy, Zee, Ezra & Elton
WMEX-Variety Sports Revue
WNBX-Christian Science Program
WOR-Restful Rhythms; Wake Up & Sing
WORC-The Never Never Land
WPRO-Americanization
WRDO-School & Studio Play
WSAR Musical Newsy
WTAG-To be announced

5:00
NBC-Neighbor Nell, philosophy; News: WJZ WFEA
NBC-Dick Tracy, sketch (Puffed Wheat & Rice): WEAF WJAR WTIC WNAC WGY
CBS-Music for Fun; Howard Barlow, cond.; Concert Orch.: WABC WEEI WCAU WOKO (sw-9.59-15.27)
Program: Haensel and Gretel (Humperdinck), Orientale (Cui), Bohemian Dance (Bizet), Musical Snuff Box (Lindoff) and Hungarian March (Berlioz)
NBC-Junior Nurse Corps, sketch (Sunbrite): WLW (sw-15.21)
MBS-Ruby & His Music: WLLH CFCY-Memory Lane
CFNB-Jimmie Allen, sketch
CKAC-Musical Colours
WBRY-Advs. of speed Gibson
WBZ-Dance Interlude; News
WCOP-World Dances
WCSW-Easy Aces
WDRG-Ad-Liner
WHDH-Variety Musicale
WHAM-Women Only
WLWZ-Shoppers Variety Revue
WMAS-Markets
WNBH-Musical Messages
WNBX-News; Monitor News
WOR-Women Make the News
WORLD-Home Folks Frolic
WORLD-Weather; It Happens Every Day
WPRO-Man on the Street
WRDO-Shoppers Variety Revue
WSAR-Italian Prgm.
WTAG-Famous Composers

5:15
NBC-Don Winslow of the Navy: WJZ WEAN WBZ WFEA
NBC-Elmira College Glee Club: WEAF WJAR WTAG WTIC WNAC



ABE LYMAN
"Waltz Time" orchestra leader
Fri. 9 pm EST

Frequencies

CFNY-630	WHDH-830
CFNB-550	WJAR-890
CFRB-690	WJZ-760
CKAC-730	WLBZ-620
DEGW-1370	WLLH-1370
KDKA-980	WLW-700
WAAB-1410	WMAS-1420
WABC-960	WNEC-1500
WBRY-1530	WNAC-1230
WZLW-930	WVBE-1310
WZLW-930	WVBE-1310
WCAU-1170	WVBE-1310
WCOP-1120	WVBE-1310
WCBH-940	WVBE-1310
WDRC-1330	WVBE-1310
WEAF-690	WVBE-1310
WEAN-780	WVBE-1310
WEEL-590	WVBE-1310
WFBL-1380	WVBE-1310
WFEA-1340	WVBE-1310
WGY-790	WVBE-1310
WHAM-1150	WVBE-1310

MBS-Ruby & His Music: WSAR
CFNY-Sleepytown Express
CFNB-Dance Music
CKAC-La Fantastique Odissee de
Richard Beauchamp
WBRY-Dine & Dance
WCSH-Johnny Doherty, singing
pianist
WGY-Count of Monte Cristo
WHAM-Radiograms
WHDH-Top Tunes of the Day
WLW-Jack Armstrong
WMAS-Hits & Bits
WMEX-Today's Winners
WNBX-Theater Billboard
WOR-Charlie Chan, sketch
WORC-Funnies on Parade
WORLD-Bert Muller
WPRO-News; Mastersingers
5:30

CBS-Stepmother, sketch (Col-
gate): WABC WEEL WDRC
WCAU (sw-15.27-9.59)
NBC-Rakov's Orch.: WJZ WBZ
(sw-15.21)
NBC-Jack Armstrong, sketch
(Wheaties): WEAF WNAC
WTIC WGY WJAR WTAG
WCSH (sw-9.53)
MBS-Decibel, novelty instrumen-
tal group: WLBZ
CFNY-Frank Crumit
CFNB-Melody Masters
CKAC-Continental Varieties
WBRY-Kathleen Harris, pianist
WCOP-WPA Special Feature
WFEA-Dance Hour
WHAM-Pete & Joe
WHDH-Depot Dialogues
WLLH-Hit Time
WLW-Little Choir
WNBH-News
WNBY-For Men Only
WOR-Little Orphan Annie, sketch
WORC-The Enchanting Hour
WORLD-Twilight Dance Tunes
WPRO-Musical Hotel
WRDO-Many Happy Returns of
the Day
WSAR-Musical Shopping Tour
5:45

NBC-Little Orphan Annie, sketch
(Ovaltine): WEAF WNAC
WTIC WTAG WJAR WCSH
WGY (sw-9.53)
CBS-Hilltop House, sketch
(Palmolive Soap): WABC
WFBL WMAS WEEL WPRO
WLBZ WORC WCAU WDRC
(sw-9.59-15.27)
NBC-Washington Calls: WJZ
WHAM WEAN WBZ (sw-15.21)
News: WSAR WBRY
CFNY-Music for the Moment
CFNB-Dance Music
CKAC-Fireside Prgm.
WHDH-Master Strings
WLLH-Encore Time
WLW-Hilltop House
WMEX-Reading the Comics
WNBH-Music by Cugat
WOR-Junior G-Men
WORLD-Eventide Echoes
WRDO-Richard Cookson, songs

NIGHT

6:00

CBS-News; George Hall's Orch.:
WABC
NBC-(News, WJZ only) Maurice
Spitalny's Orch.: WJZ
NBC-Education in the News,
Shannon Allen, comm.: WEAF
(sw-9.53)
Y.N.-News: WLBZ WNAC WNBH
WFEA WCSH WEAN WLLH
WRDO WSAR
News: WJAR WTIC WORC
KDKA WEEL WMAS CFNB
WDRC WHAM WPRO WHDH
WCOP
CFNY-Uncle Mel
CFNB-Musical Prgm.; News
CFRB-Musical Interlude
WAAB-Dinner Concert
WBRY-Waste of Time
WZLW-News; Dance Revue
WCAU-Ben Alley, trn. & Organ

WGY-News; Dinner Dance Music
WLW-Editor's Daughters
WNBX-News; Value Parade
WMEX-Monitor Views the News
WOR-Uncle Don
WORLD-News; The Sports Page
WTAG-Evening Revue
WTAM-News; Evening Prelude
6:15

NBC-Maurice Spitalny's Orch.:
WEAN WHAM
CBS-George Hall's Orch.: WORC
WMAS WNBX WOKO
NBC-Rhythmaires Dance Orch.:
WEAF WTAG WNAC (sw-
9.53)
C.N.-Dinner Concert: WRDO
To be announced: KDKA WBZ
CFNB-Memoirs of Dr. J. O. Lam-
bert
CFRB-Claire Wallace
CKAC-The Don Juan of Song
WCAU-Bill Dyer, sports talk
WCOP-Along Dance Avenue
WCSH-The Seven Cheers
WDRC-String Ensemble
WEEL-Rhythm Revue
WFEA-Mountaineers
WHAS-Jack Armstrong
WHDH-German Orch.
WJAR-Dancing Melodies
WLBZ-Johnny & Herbie
WLLH-Around the Town
WLW-Short, Short Story
WMEX-Italian Radio Review
WNBH-Rhythm Makers
WORLD-Music for Milady
WPRO-General Assembly Review
WSAR-Musical Shopping Tour
WTAM-Under the Sea
WTIC-The Reveliers
6:30

CBS-Boake Carter, commentator
(Huskies & Post Toasties):
WABC WDRC WCAU WORC
WPRO WFBL WOKO WEEL
(sw-11.83-9.59) (also KNX
KSL at 8:45 p.m.)
NBC-News; Piano Time: WEAF
NBC-Organ; Revelers: WJZ
CBC-Dancing Strings: CFNB
News: WTAG WBRY CFCY
WOR
Sports: WFEA WPRO WLW
WHAM WNBX
CFRB-Jim Hunter, reporter
Sports
CKAC-Radio-Reportage
KDKA-Weather; Dot & Pat
WABI-Movie Gossip (1200 kc)
WBZ-Revelers
WCSH-Let's Talk It Over
WGY-News; Reveliers
WHDH-Jimmie McHale's Orch.
WJAR-Spied Gibson
WLBZ-Dance Treats
WLLH-News; Interlude
WMAS-Public Forums
WMEX-Today's Winners
WNAC-Musical Rendezvous
WNBH-Easy to Remember
WTAM-News; Tom Manning
WTIC-Wrightville Clarion
6:45

NBC-Lowell Thomas, news com-
mentator (Sun Oil): WJZ
WEAN WLW WTAM KDKA
WBZ WHAM (sw-15.27)
CBS-Lum & Abner (Postum):
WABC WOKO WCAU WDRC
WPRO WFBL WEEL (sw-
9.59-11.83) (also KNX KSL
at 11:15 p.m.)
NBC-Blue Barron's Orch.: WEAF
WFEA WCSH
MBS-Console & Keyboard: WOR
C.N.-Racing Results: WAAB
WLLH
Sports: WGY WJAR WMAS
CFNY-Green Room
CFRB-Spotlight
CKAC-Melodies Francaises
WBRY-Vic Arden's Orch.
WHDH-Gene Nickerson's Orch.
WLBZ-Hits & Encores
WMAS-In the Spotlight
WMEX-Vin Vincent's Orch.
WNBX-Front Page Drama
WNBH-Count of Monte Cristo
WORC-Modern Melodies
WRDO-Earle R. Hayes, songs
WSAR-Ensemble
WTAG-Sketch Book
WTIC-History in the Headlines
7:00

CBS-Just Entertainment With
Jack Fulton, trn.; Andrews Sis-
ters; Carl Hohengarten's Orch.
(Wrigley's Gum): WABC
WFBL WDRC WPRO WEEL
WCAU WOKO (sw-11.83-9.59)
(also KSL KNX at 11 p.m.)
NBC-Amos 'n' Andy (Campbell's
Soup): WEAF WNAC WTIC
WGY WCSH WJAR WTAG
WTAM WLW (also KFI KOA
at 11 p.m.)
NBC-Krueger Sports Reel by
Clem McCarthy: WJZ

NBC-Nola Day, songs: KDKA
(sw-11.87)
CBC-Luigi Romanelli's Orch.:
CFNB
MBS-Fulton Lewis, Jr., commen-
tator: WLLH WNBH
News: WAAB WLBZ WRDO
FRB-Ming Broadcaster
CKAC-Music for Madam
WBRY-Sports; Band Music
WBZ-To be announced
WFEA-Neighborhood Ned Norton
WHAM-Vocal Varieties
WHDH-Duane Marshall's Orch.
WMAS-Rangeland Quartet
WMEX-Jimmie McHale's Orch.
WNBH-Merry-Go-Round
WOR-Sports
WORC-Rhythm Makers
7:15

NBC-Uncle Ezra's Radio Station
(Alka-Seltzer): Pat Barrett.
WEAF WJAR WTAG WNAC
WTAM WCSH WGY WTIC
(sw-9.53) (also KOA KFI at
11.15 p.m.)
CBS-Arthur Godfrey (Barbasol)
with John Sulb, organist:
WABC WOKO WEEL WDRC
WCAU WPRO WFBL WORC
(sw-9.59-11.53) (also KNX
KSL at 12 mid.)
NBC-Story Behind the Headlines:
WJZ WBZ WHAM WFEA
CBC-Major Bill: CFNB
MBS-Lawrence Welk's Orch.:
WLBZ WRDO WLW
CFNY-Musings
CFRB-Family Doctor
CKAC-Le Cure de Village
KDKA-Political Talk
WAAB-Dance Orch.
WBRY-News of New Haven
WHDH-Mickey Anton's Orch.
WLLH-News; Sports
WMAS-Eunice Dorsey, songs
WMEX-Five Star Final
WNBH-Torrid Tones, Ltd.
WNBX-World Economic Prgm.
WOR-Answer Man
WSAR-Social Security
7:30

MBS-The Lone Ranger, sketch
(Silvercup): WOR WAAB
NBC-The Four of Us: WJZ
WBZ
NBC-New York on Parade: WEAF
CBS-Hollace Shaw, sop. & Orch.:
WABC WOKO WMAS WORC
WNBX WLBZ (sw-11.83)
CBC-Organ Recital: CFNB CFCY
Y.N.-Sports: WNAC WFEA
WTAG WLLH WNBH WRDO
WSAR WCSH WEAN
CFRB-Movie Reporter
CKAC-Rimettes et Chansonnettes
KDKA-Let's Celebrate
WBRY-Elk's Safety Campaign
WCAU-Vocal Varieties
WDRC-Money Matters
WEEL-Dinner Concert
WGY-Jim Healey, news
WHAM-To be announced
WHDH-International Strings
WJAR-Dancing Melodies
WLW-Country Courier
WMEX-△Voice of Israel
WPRO-The Family Doctor
WTAM-Safety Police Club
WTIC-George & Bea
7:45

NBC-Three Romeos: WJAR
WTAG
CBS-Hollace Shaw, sop.: CFRB
NBC-Creagh Mathues, trn.:
WJZ WEAN
MBS-Lawrence Salerno, bar. &
Organ: WAAB
CKAC-Le Soir A La Veillee
KDKA-Songs of Long Ago
WBRY-Dee Petersen's Orch.
WBZ-Musical Workshop
WCAU-Golden Music
WCSH-△Religious News
WDRC-Negro Health Week Prgm.
WFEA-Hacker Headlines
WGY-Vic Arden's Orch.
WHDH-Jason Tobias's Orch.
WLLH-Week on Beacon Hill
WLW-Arthur Godfrey
WMAS-Around the Town
WNAC-Let's Celebrate
WNBH-To be announced
WNBX-Front Page Drama
WPRO-Money Matters
WRDO-Waltz Time
WSAR-Dance Time
WTIC-Chandu, The Magician
8:00

NBC-Cities Service Concert; Lu-
cille Manners, sop.; Quartet;
Frank Black's Orch.: WEAF
WCSH WNAC WTIC WTAG
WJAR WGY WTAM (sw-9.53)
MES-Johnny Presents What Is
My Name?: Ray Block's Orch.;
Budd Hulick, m.c. (Philip Mor-
ris): WOR WLW

NBC-Grand Central Station,
sketch (Listerine): WJZ WBZ
WHAM KDKA WEAN (sw
11.87) (also KGO at 10:30
p.m.)

CBS-The Ghost of Benjamin
Sweet, drama: WABC WEEL
WCAU WPRO WORC WDRC
WMAS WOKO WLBZ CFRB
(sw-6.06-11.83)
C.N.-Musical Album: WAAB
WLLH WBRY WFEA
CBC-Let Us Sing: CFNB CFCY
CKAC-Gratien Gelinus et le
Carrusel de la Galette
WMEX-Staley Players, dramatiza-
tion
WNBH-Spelling Bee
WNBX-Auto Show
WRDO-Chamber of Commerce
WSAR-Portugese Hour
8:15

Unemployment Commission:
WLBZ WRDO
WBRY-Del Fimo's Orch.
WHAM-Public Enemies
8:30

CBS-Paul Whiteman's Orchestra:
(Chesterfield): Guest: WABC
WDRC WEEL WLBZ WCAU
WOKO WMAS WFBL WPRO
WORC (sw-5.06-11.83) (also
KNX KSL at 11:30 p.m.)
NBC-Death Valley Days (Bo-
ax): WJZ WHAM KDKA
WLW WBZ WEAN (sw-11.87)
CBC-Topics of the Day: CFNB
MBS-Topics of the Day: WAAB
WRDO WLLH WBRY
CFRB-Air Breaks
CKAC-Radio-Encyclopedia
WFEA-Spelling Bee
WGY-Farm Prgm.
WMEX-Nat Brusiloff's Orch.
WNBH-French Radio News
WNBX-Musical Comedy Moments
WOR-Andrew F. Kelley, philoso-
phy
8:45

MBS-Charioters: WOR WAAB
WNBH WRDO
CBC-The Fusbys, sketch: CFNB
WBRY-Musical Workshop
WLLH-Guest Night
WMEX-Johannes steel, commen-
tator
WNBX-Safety Prgm.
9:00

NBC-Abe Lyman's Waltz Time
(Phillips); Frank Munn, trn.;
Chorus: WEAF WGY WCSH
WTAG WNAC WTIC WTAM
WJAR (sw-9.53)
CBS-Hollywood Hotel (Camp-
bell's Soup) Frances Lang-
ford; Ken Murray, m.c.; Os-
wald; Marilyn Stuart; Frank
Parker, trn.; Anne Jamison;
Ken Niles; Raymond Paige's
Orch.: WABC WMAS WCAU
CFRB WOKO WPRO
WDRC WLW WFBL
KDKA (sw-6.06-11.83)

NBC-Royal Crown Revue (Nehi,
Inc.); Tim & Irene, comedy
team; Graham McNamee &
Golden Gate Jubilee Quartet;
Fredda Gibson; Teddy Berg-
man; George Olsen's Orch.:
WJZ WEAN KDKA WHAM
WBZ WLW (sw-11.87) (also
KFI at 12:30 a.m.)

CBC-Hollywood Hotel (Camp-
bell's Soup): CFCY CFNB
MBS-Lee Allen's Orch.: WNBH
WLLH WAAB WSAR WRDO
WBRY-Billy Brookes' Orch.
WFEA-Swing Club
WMEX-Front Page Drama
WNBX-Larry Bradford's Orch.
WOR-Gabriel Heatter
9:15

MBS-Dance Orch.: WBRY
WNBH-Hollywood on Parade
WOR-Victor Arden's Orch.
WMEX-Sweet Music
9:30

NBC-A. L. Alexander's True Sto-
ries (True Story Magazine):
WEAF WNAC WTAM WJAR
WTIC WTAG WCSH WGY
NBC-Address by Col. Frank
Knox: WJZ KDKA WBZ
WEAN WHAM WFEA (sw-
11.87)
MBS-Bamberger Symphony Orch.:
WSAR WAAB WNBH WBRY
WLLH WRDO WOR
WLW-News Review
WNBX-Vic Frazer's Orch.
9:45
WLW-Minstrel Man

10:00
NBC-Campana's First Nighter,
Starring Lester Tremayne &
Barbara Luddy: WEAF WTIC
WCSH WTAG WNAC WLW
WJAR WGY WTAM (sw-9.53)
CBS-Song Shop (Coca-Cola):
Dell Sharbutt, m.c.; Reed Ken-
nedy, bar.; Alice Cornett;
Songshop Quartet: 22-Voice
Glee Club; Gus Haenschen's
Orch.; Guest: WABC WLBZ
WOKO WFBL WDRC WMAS
WPRO WEEL WCAU WORC
(sw-11.83-6.06)

NBC-Paul Martin's Orch.: WJZ
WFEA WEAN WHAM WBZ
CBC-Words & Music: CFNB
CFCY
MBS-Twenty Years Ago & To-
day: WSAR WLLH WOR
WRDO WAAB WLBZ WBRY
News: WNBX WNBH
CFRB-Ask Another
CKAC-Sports
KDKA-Fore Fathers Day Prgm.
WMEX-Vin Vincent's Orch.
10:15

MBS-Twenty Years Ago & To-
day: WNBH
CKAC-News
WMEX-Gypsy Orch.
WNBX-Waltzing in the Twin
States
10:30
NBC-Jimmie Fidler's Hollywood
Gossip (Dreene): WEAF WLW
WGY WTAG WTIC WCSH
WJAR WTAM WNAC (sw
9.53)
For news of Hollywood, read "Hol-
lywood Showdown" in every issue
of Radio Guide.
MBS-Curtain Time WAAB
WBRY WLBZ WRDO
NBC-To be announced: WJZ
WEAN WHAM WFEA WBZ
CBC-Lloyd Huntley's Orch.:
CFCY CFNB
CFRB-Bert Niosi's Orch.
CKAC-Federation des Oeuvres de
Charite
KDKA-Spring Frolics
WLLH-Al Forrest, organist
WNBH-Melody Time
WOR-The Bamberger Symphony
Orch.
WSAR-Concert Master

10:45
NBC-People in the News; Dor-
othy Thompson, commentator
(Pall Mall): WEAF WCSH
WJAR WTIC WNAC WTAM
WGY WTAG WLW (sw-9.53)
CBS-American Viewpoints: WABC
CFRB WLBZ WOKO WEEL
WPRO WORC WDRC WNBX
(sw-11.83)

CBC-I Shall Never Forget: CFCY
CFNB
To be announced: CKAC WNBH
WCAU-Mac Parker
WLLH-News; Interlude
WMAS-Salon Concert
WMEX-Monitor Views the News
WRDO-Evening Serenade
11:00
NBC-(News, WJZ only) Jerry
Blaine's Orch.: WJZ
CBS-Jimmy Dorsey's Orch.:
WABC (sw-6.12)
NBC-Dance Orch. (News, WEAF
only): WEAF
CBC-News: CFCY CFNB

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JOE KELLY "National Barn Dance" m.c. Sat. 9 pm EST

MORNING

7:00 a.m. EST Musical Clock: WCOP CFNB Top o' the Morning: WLW WGY 7:15 News: CFNB WNAC 7:30 NBC-Morning Greetings: WEA...

NBC-Breakfast Club: WBZ Y.N.-Food News: WEAN WCHS WNAC WTIC 9:45 NBC-Landt Trio: WEA...

Good Listening for Today

Stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated

AFTERNOON

2:00 EST (1:00 CST) SOCIAL SECURITY CONFERENCE, speakers, CBS. NIGHT 8:00 EST (7:00 CST) COLUMBIA WORKSHOP, dramatization, CBS.

CFCY-Luncheon Music CFNB-Old Time Dance Music WBZ-4-H Club

WBRY-Tune Up Time WBZ-News; Dance Revue WCOP-Frolic Makers

11:15 NBC-Musical Tete-a-Tete: WEA WTAC WNAC WTIC WGY

12:15 CBS-Captivators: WORC WLBZ NBC-Carol Weymann, sop. (News, WJZ only): WJZ

11:30 NBC-Instrumental Ensemble: WEA WGY WTIC WJAR WNAC WTAC WCHS (sw-21.5)

NBC-Rex Battle's Orch.: WEA NBC-American Farm Bureau Fed.: WJZ WHAM WLW WBZ (sw-15.21)

11:45 MBS-Army Band: WEAN Y.N.-March of Diesel: WFEA WNAC

NBC-Geo. Hall's Orch.: WABC WCAU WORC WPRO WOKO WFBL (sw-9.59-21.52)

AFTERNOON

12:00 NBC-Abraham Chasin's Music Series: WEA WJAR WTIC WCHS WTAC (sw-15.33)

NBC-Rex Battle's Orch.: WJAR WNAC CBS-George Hall's Orch.: WMAS News: WSAR WLBZ WCAU WOP

WHDH-4-H Club Prgm. WLLH-News; Shopping News WMEX-Monitor Views the News

CBS-Orientele: WABC WDRS WORC WMAS NBC (News, WEA only); Ernie Holst's Orch.: WEA (sw-15.33)

NBC-Your Host Is Buffalo. WEA WJAR WCHS WTIC WGY CFYC (sw-15.33)

NBC-Three Jigglers WTAC Man on the Street 1:45 NBC-Your Host Is Buffalo: WTAC

NBC-Three Girls & a Boy: WNAC WNBH WRDO WLBZ WEAN WBRY-Cheer podist

NBC-Jean E'Mington, songs: WJZ WHAM WEAN WLW WBZ (sw-15.21)

CFNB-Marconi Band Concert CKAC-Parade des Amateurs WCOP-Lithuanian Darbininkas

NBC-Kiddlers: WJZ WFEA WHAM WEAN WLBZ WLW (sw-15.21)

NBC-Merrymakers: WABC WLBZ WORC WPRO WEEI WDRS WMAS WOKO CKAC WNBX (sw-15.27)

NBC-Phil Saltman Presents WHDH-Two Pianos WMEX-Gem of Melody

NBC-Calling All Stamp Collectors: WEA WTAC WJAR WCHS WTIC WGY (sw-9.53)

NBC-Club Matinee, variety prgm.: WJZ WHAM WLBZ WFEA WEAN WLW



MARY EASTMAN "Saturday Night Serenade" soprano Sat. 9:30 pm EST

CKAC-De LaSalle Cavaliers WCAU-Labor Problems & Solutions WLLH-News WMEX-Monitor Views the News WPRO-The Hour Glass 11:00 NBC-(News, WJ Zonly); Ruby Newman's Orch.; WJZ CBS-Buddy Rogers' Orch.: WABC (sw-6.12) Y.N.-News: WNBH WEAN WLBZ WCHS WBRV WRDO News: WOR WORC WEEI WMAS CFRB WLW WPRO KDKA CKAC-Sports Reporter WBA-News; Radio Roundala; WCAU-Ben Alley, tr.; News WDRS-Sports; News WGY-News; Organ Reveries WHAM-News; Musical Hits WLLH-Al Forrest, organist WMEX-Roland Russell's Orch.

11:15 MBS-Abbe Lyman's Orch.: WOR WAAB Y.N.-Weather Service: WNBH WEAN WLBZ WBRV WRDO KDKA-Music You Want WGY-Gene Beecher's Orch. WHAM-Bobby Lyons' Orch. WLW-Ace Brigade's Orch. 11:30 CBS-Benny Goodman's Orch.: WABC (sw-6.12) NBC-(News, WEAF only) Dick Stabile's Orch.: WEAF NBC-Horace Heidt's Orch.: WJZ CBC-News: CFCY CFNB News: WTIC WTAG WNAC WNBH WFEA WHAM WSAR WLLH WMEX-Garden of Dreams WTAM-Barry Conrad's Orch. 11:45 Y.N.-Weather Service: WTAG WCHS WFEA WMEX-Billy Brooks' Orch. 12:00 NBC-Ernie Holst's Orch.: WEAF CBS-Sammy Kaye's Orch.: WABC NBC-Dance Orch.: WJZ MBS-Isham Jones' Orch.: WOR WAAB-News WLW-Twenty-Four Hour Review

End of Saturday Programs

Frequencies

- CFCY-630 WHDH-830
CFNB-550 WJAR-890
CFRB-690 WJZ-760
CKAC-730 WLBZ-620
CKCW-1870 WLLH-1370
KDKA-980 WLW-700
WAAB-1410 WMAS-1420
WABC-960 WMEX-1500
WBRV-1630 WNAC-1230
WBZ-WBZA-990 WNEH-1310
WCAU-1170 WNBX-1260
WCOP-1120 WOKO-1430
WCSH-940 WOR-710
WDRS-1830 WORC-1280
WEAF-660 WORL-920
WEAN-780 WPRO-630
WEEL-590 WRDO-1370
WFBL-1360 WSAR-1450
WFEA-1340 WTAG-580
WGY-790 WTAM-1070
WHAM-1150 WTIC-1040

WNBX-Theater Billboard WSAR-Musical Shopping Tour 5:45 C.N.-Jack Onslow's Baseball School; WAAB WRDO News: WSAR WBRV CFNB-On the Mall WBZ-Dance Interlude WHAM-Carson Robison Buckaroos WHDH-Master Strings WNBH-Music by Cugat WNBX-Odds & Ends WOR-What Do You Know? WORL-Eventide Echoes

NIGHT

6:00 CBS-Columbia Chorus Quest; News: WABC WMAS CFRB WNBX The Bethany College Choir, Hagbard Brase, director, offers Our Father (Gretchanoff), All Blessed, All Holy, Lord God (Kastalsky), Only Begotten Son (Gretchanoff), Miserere Cordis Domini (Durante), O. Brightness of the Immortal Father's Face (Lutkin) and Wake, Awake (Christiansen). NBC-(News, WJZ only); Tune Twisters: WJZ NBC-El Chico Spanish Revue WEAF WTAG WGY WLW (sw-9.53) Y.N.-News: WNAC WLBZ WLLH WFEA WEAN WNBH WCHS WSAR WRDO News: WTIC WORC WMAS WDRS WHAM WPRO WHDH WCOP CFNB-Motors & News CKAC-Critique Litteraire KDKA-News; Sports WAAB-Dinner Concert WBRV-Hall of Fame WBZ-News; Dance Revue WCAU-Vincent's Varieties WEEL-News; Sportshots WMEX-Monitor Views the News WOR-Uncle Don WORL-News; Sports Page WTAM-News; Evening Prelude 6:15 NBC-Master Builder Program: WJZ WFEA KDKA (sw-15.21) CBS-Columbia Chorus Quest; WORC Y.N.-Fred Hoey's Sports Roundup: WEAN WNAC WLBZ WTAG WTIC WCHS CFCY-Chiffon Jazz CFNB-Concert Music CKAC-Pianologue WBRV-Dinner Hour WCAU-Bill Dyer, sports WCOP-Along Dance Avenue WDRS-Sports; Better Business Bureau WEEL-Rhythm Revue WHAM-The Master Builder WHDH-German Orch. WJAR-Dancing Melodies WLLH-Around the Town WMAS-Caravan WMEX-Italian Radio Review WNBH-Rhythm Makers WORL-Music for Milady WPRO-Helen Young, songs WRDO-Old Favorites WSAR-Musical Shopping Tour WTAM-Welfare Federation 6:30 CBS-Art Shaw's Orch.: WABC WORC WLBZ WMAS WNBX WOKO WEEI WDRS WCAU WFBL (sw-11.83) NBC-News; Chick Webb's Orch.: WJZ WBZ NBC-News; Sports Question Box: WEAF WCHS (sw-9.53) CBC-Wilfrid Charettes' Orch.: CFNB C.N.-Dinner Concert: WRDO WNBH News: WBRV WTAG WOR WSAR CFCY Sports: WLW WFEA WHAM WPRO CFRB-Talking Reporter; Sports; Spotlight CKAC-Radio-Reportage KDKA-Weather; N.Y.A. Talk WGY-News; Dance Music WHDH-Jimmie McHale's Orch. WJAR-Concert Orch. WLLH-News; Interlude WMEX-Today's Winners WNAC-Musical Roundup WTAM-News; Tom Mannion WTIC-Wrightville Clarion 6:45 NBC-Religion in the News: WEAF WTAM (sw-9.53) CBS-Art Shaw's Orch.: WMAS NBC-Chick Webb's Orch.: WHAM WFEA Y.N.-Advertising Drama: WEAN WNAC WTAG WLLH WNBH WRDO

CBC-Wilfrid Charettes' Orch.: CFCY To be announced: KDKA WTAG CKAC-Folk Songs of the People WAAB-Racing Results WBRV-Religious Forum WCHS-State Employment Service WEEL-Hour Glass WGY-Moana Hawaiians WHDH-Gene Nickerson's Orch. WLW-Saturday Evening News WMEX-Vin Vincent's Orch. WOR-Camera Speaks WPRO-Public Affairs in Rhode Island WRDO-Dinner Dance Music WSAR-Ensemble WTIC-Medical Talk 7:00 MBS-Renfro Barn Dance (Allis-Chalmers Manufacturing Co.): WLW CBS-To be announced: WABC WEEI WPRO WDRS WNBX WMAS WORC WFBL WOKO (sw-11.83) NBC-Kaltenmeyer's Kindergarten: WEAF WNAC WTAG WTIC WCHS (sw-9.53) NBC-Message of Israel: WJZ WFEA WEAN WLBZ KDKA (sw-11.87) CBC-Kaltenmeyer's Kindergarten: CFCY CFNB News: WAAB WRDO WLBZ Sports: CFRB WOR WJAR CKAC-Pierre et Pierrette WCAU-Golden Music WGY-Modern Melodies WHAM-Hank & Herb WHDH-Duane Marshall's Orch. WLLH-Good News of Lowell WMEX-Jimmie McHale's Orch. WNBH-Studio Party WTAM-Emerson Gill's Orch.

7:15 MBS-Outdoors with Bob Edge: WOR WAAB WNBH WBRV WLW WLBZ CFRB-Memories of Dr. Lambert CKAC-Piano Recital WHDH-Mickey Anton's Orch. WJAR-Harmonica Band WLLH-News; Sports WMAS-Around the Town WMEX-Irish Echoes WRDO-Down Easters WSAR-Romantic Tenor WTAM-Sammy Watkin's Orch. WTIC-Behind the Scenes 7:30 NBC-Uncle Jim's Question Bee (Washington Coffee): WJZ WBZ WGY WTAM KDKA (sw-11.87) CBS-Saturday Night Swing Club: WABC WEEI WPRO WFBL WNBX CFRB WDRS WLBZ WOKO WORC WCAU CKAC WMAS (sw-11.83-9.59) NBC-Alistair Cooke, dramatic critic: WEAF WTAG CBC-Book Review: CFNB CFCY MBS-Xavier Cugat's Orch.: WOR WAAB WRDO WLLH C.N.-The Lone Ranger: WEAN WSAR WNBH Y.N.-These People Make News: WLBZ WBRV-Jimmy Lacey's Gang WCHS-Schools on the Air WHAM-To be announced WHDH-International Strings WJAR-John MacDonal WLW-Renfro Valley Barn Dance WMAS-Tune Teasers WNAC-News Reporter WTIC-Harry Gilbert's Orch.

7:45 NBC-Jean Sablon, songs: WEAF WTAG Y.N.-Sports of the Week with Jack Stevens: WLLH WBRV WSAR WTIC WNAC WRDO CFNB-Hockey Interview WAAB-Jack Fischer's Orch. WFEA-Hacker Headlines WHDH-Jason Tobias's Orch. WJAR-Bar Association Prgm. WMAS-Around the Town WMEX-Jungle Jim, sketch 8:00 NBC-Robert L. (Believe-It-Or-Not) Ripley (Post Bran Flakes); Linda Lee, vocalist; B. A. Rolfe's Orch.: WEAF WCHS WNAC WTAM WTIC WGY WJAR WTAG WLW (sw-9.53) (also KFI at 12 mid.) CBS-Columbia Workshop; Wm. N. Robson, dir.: WABC WMAS WEEI WPRO WCAU WFBL WORC WDRS WLBZ WOKO WNBX CFRB (sw-6.06-11.83) NBC-Krueger Sports Reel by Clem McCarthy: WJZ NBC-To be announced: WBZ WEAN WHAM KDKA WFEA (sw-11.87)

CBC-Let's All Go to the Music Hall: CFCY CFCY MBS-Studies in Contrast: WOR WRDO WSAR WLLH WAAB WBRV WNBH CKAC-Old Fashioned Spelling Bee WMEX-Melody Ensemble WSM-Francis Craig's Orch. 8:15 NBC-Dance Orch. (RCA Victor): WJZ NBC-Dance Orch.: WBZ WEAN WHAM KDKA WFEA (sw-11.87) WBRV-Del Fino's Orch. WHDH-When Day Is Done WMEX-Dance Melodies

8:30 CBS-Johnny Presents (Philip Morris); Russ Morgan & His Orch.; E. R. Johnstone's Dramas; Genevieve Rowe & the Swing Fourteen; Glenn Cross, tr.; Floyd Sherman, tr.: WABC WPRO WFBL WOKO WDRS WEEI WCAU (sw-6.06-11.83) (also KNX KSL at 11:30 p.m.) Guest: Kenneth D. Rubie of Minneapolis Journal. NBC-To be announced: WEAF WJAR WNAC WCHS WTIC WTAM WGY WTAG WLW (sw-9.53) MBS-Pat Barnes & His Barnstormers: WLBZ WSAR WOR WRDO WNBH WAAB WLLH CBC-Reflections: CFCY CFNB What Do You Know?: CKAC CFRB WBRV-Dee Petersen's Orch. WMAS-Workingmen's Circle WMEX-Four Aces WNBX-Auto Show WORC-Studio Party

8:45 NBC-To be announced: WBZ WHAM WFEA KDKA WEAN (sw-11.87) NBC-Campus Kids: WJZ WMAS-Modern Melodies 9:00 CBS-Prof. Quiz with Bob Trout (Nash Motor Car Co.): WABC WFBL WOKO WEEI WCAU WMAS WDRS WORC WPRO (sw-6.06-11.83) (also KNX KSL at 12 mid.) NBC-Alka-Seltzer Nat'l Barn Dance; Guests: Henry Burr, Verne Lee & Mary, Hoosier Hot Shots, Novelodeons, male trio, Lulu Belle & Scotty, Uncle Ezra, Joe Kelly, m.c.: WJZ WLW WLBZ KDKA WHAM WEAN WEBR (sw-11.87) (also KGO at 11 p.m.) NBC-Al Roth's Orch.: WEAF WTIC WTAG WJAR WLW WFEA WNAC WCHS WTAM WGY (sw-9.53) MBS-John Steele from London: WRDO WNBH WAAB WLLH WLBZ WSAR WOR CBC-Hockey Broadcast: CFCY CFNB CFRB CKAC-Gala Musical et Humouristique WBRV-Search for Talent WHN-Robert Saunders' Orch. WMEX-Travel Talk WNBX-Request Prgm.

9:15 MBS-Chicago Symphony Orch.: WRDO WBRV WLLH WAAB WOR WNBH WSAR WHN-Zinn Arthur's Orch. WLBZ-Saturday Night Jamboree WMEX-Down Memory Lane 9:30 CBS-Saturday Night Serenade; Mary Eastman, sop.; Bill Perry, tr.; The Serenaders; Gus Haenschen's Orch. (Pet Milk): WCAU WFBL WEEI (sw-9.59) NBC-American Portraits, drama: WEAF WCHS WNAC WTAG WTIC WFEA WTAM WGY WLW (sw-9.53) Title: "Thomas Jefferson." CBS-By Popular Demand; Book Review: WABC (sw-11.83) WDRS-Concert Hall of the Air WJAR-Dancing Melodies WMAS-Melodies of the Masters WMEX-Frank Littlefield's Orch. WNBX-WPA Concert WORC-In the Spotlight, drama WPRO-Frank Littlefield's Orch.

9:45 CBS-Nan Wynn, songs: WABC (sw-11.83) C.N.-Symphony Orch.: WSAR News: WNBX WJAR 10:00 NBC-Symphony Orch.: Artur Rodzinski, Guest Cond.: WEAF WCHS WJAR WTAG WNAC WGY WTAM WTIC (sw-9.53) The music detail for this program may be found on page 7 this week.

CBS-Your Hit Parade (Lucky Strike Cigarettes) Carl Hoff's Orchestra; Buddy Clark, soloist; Songsmiths' Quartet; Guest: WABC WPRO WLBZ WNBX WFBL WDRS WMAS WOKO WORC WEEI WCAU (sw-6.06-11.83) Guest: Lauritz Melchior.

NBC-Design for Music: WJZ WHAM KDKA WFEA WBZ WEAN (sw-11.87) MBS-Symphony Orch.: WRDO WOR WAAB WNBH WBRV WLLH WSAR CKAC-Derniere Heure WLW-Good Will Hour WMEX-Vin Vincent's Orch. WNBH-News

10:15 C.N.-Symphony Orch.: WNBH CKAC-Leo Lesieur, organiste WMEX-Jimmie McHale's Orch.

10:30 NBC-Symphony Orch.: WEAF WCHS WJAR WTIC WTAG WNAC WGY (sw-9.53) NBC-Dick Gasparre's Orch.: WJZ WEAN WHAM KDKA WFEA WBZ (sw-11.87) MBS-Symphony Orch.: WOR WRDO WBRV WLLH WSAR WNBH WAAB NBC-Symphony Orch.: CFCY CFNB CFRB-Bert Niosi's Orch. CKAC-Voyage au Pays Des Mots WLW-Henry Busse's Orch. 10:45 CBS-Capital Opinions: WABC WMAS WOKO WLBZ WEEI WORC WNBX WDRS WPRO (sw-11.83)

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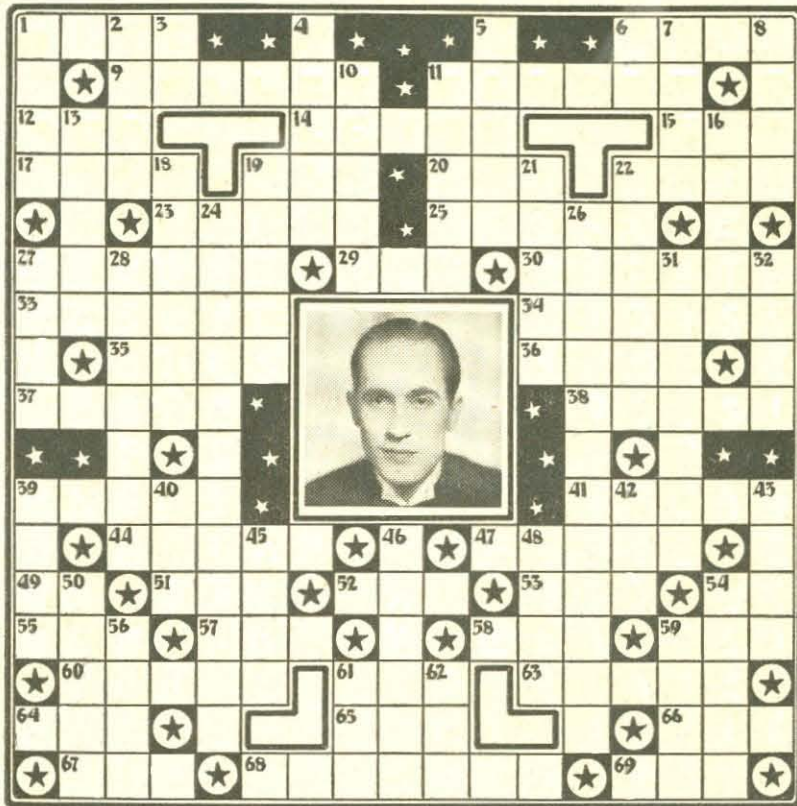
Baby Rose Bushes
Tiny Rose Bushes that flower in 8 weeks from planting seed. We Guarantee this. Bloom Every Ten Weeks from Spring to Fall. Bush when 3 years old will be literally covered with Roses, be perfectly hardy, and can be planted in the open ground and the frost will not hurt them.

New Climbing Cucumber
SAVE GARDEN SPACE. Vines climb readily and may be grown on fences, poles, etc., thus saving much valuable space in small gardens. One hill will keep a good sized family supplied all summer. Bear early and continue to produce fruit throughout the season. One plant will bear from forty to fifty fruits.

Delicious New Peaches
Ripe fruit in 80 days. Resemble oranges in color, shape and size and grow on vines like melons. Beautiful and Tempting appearance when canned, make delicious preserves and sweet pickles. Fine for pies, easy to grow. All 5 pkgs. of seed for only 10c and 2c postage. Catalog of rare & unusual seeds Free.

E. J. Murvon, Dept. 58, So. Norwalk, Conn.

RADIO GUIDE'S X-WORD PUZZLE



- HORIZONTAL**
- Impartial
 - Hay, announcer
 - Jackie —, singer
 - Russ —, bandleader
 - Hubbub
 - Fulcrum for raising a weight
 - A number
 - Short dozes
 - Charge for service
 - Reisman, bandleader
 - Morton —, tenor
 - Fatigued
 - In what radio play did Helen Hayes star?
 - Le Kreun, tenor
 - Mineral spring
 - Blunders
 - To classify
 - Having knots or nodes
 - Last word of an actor's speech
 - Excursion on a boat
 - Conducts with the hand
 - Vouchsafe
 - Leg joint (pl.)
 - Person born in Asia
 - The devil
 - Pertaining to a base
 - Ted Husing was born in this state (abbr.)
 - Man's nickname
 - Westbrook — Voorhees, radio actor
 - It is
 - Charles Lindbergh wrote what book?
 - A comedian's joke
 - Fight with gloves
 - Yale
 - Well nourished
 - Riles
 - Drink slowly
 - Type of drum
 - Selvin and Bernie
 - Shoshone Indian
 - Ostrich-like bird
 - Call letters of Oakland, Cal., station
 - Helena is the capital here
 - Thing, in law
 - Asiatic country
 - College degree (abbr.)
 - Preposition
 - Rosemary —, songstress
 - Pastoral pipes
 - Nellie —, Australian dramatic soprano
 - Bette —, screen star
 - Large water jugs
 - The — twins, comics
 - Worries
 - Signs of some future event
 - Golf term
 - Not to be resisted
 - Sending a program "over the air"
 - Middle name, star in the portrait
 - Flees from danger
 - Pertaining to limestone
 - Had observed
 - Last name, star in the portrait
 - Devour
 - Short for sister
 - Urgent want
 - Character played by Freeman Gosden
 - Jan —, bandleader
 - Feels pain
 - Weber, orchestra leader
 - Ted —, bandleader
 - Heard on Major Bowes' program
 - Gratis
 - Source of light
 - In a pod
- VERTICAL**
- First name, star in the portrait
 - The "Song —"
 - Symbol for Tellurium
 - Hand-to-hand scuffle
- Solution to Puzzle Given Last Week**
- | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| A | I | R | E | E | N | E | W | I | C | K | E | R | B |
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| N | P | A | M | S | E | L | I | M | P | O | S | E | S |
| E | L | I | T | E | A | W | L | N | I | L | E | S | |
| I | A | O | R | T | A | E | G | R | E | S | S | O | |
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| P | O | R | G | A | N | W | A | L | T | Z | P | | |
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| S | L | O | W | E | R | H | O | M | A | G | W | R | A |
| T | O | R | U | N | A | L | O | D | C | O | P | | |
| A | V | E | P | P | R | U | N | R | W | E | L | P | |
| Y | E | S | O | T | I | S | S | C | A | R | S | L | V |

MR. FAIRFAX KNOWS ALL

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

PHIL HARRIS was born in Linton, Indiana. He is five feet eleven inches tall, weighs 168 pounds, has dark hair and a light complexion.—A. M., San Diego, Calif.

VIN HAWORTH took the part of Jack Arnold in the "Myrt and Marge" serial. After leaving the serial he assumed the name "Jack Arnold" for his professional work, making pictures in Hollywood.—F. W. P., Little Rock, Ark.

BILLY IDELSON, Rush in "Vic and Sade," was born in Forest Park, Illinois, August 21, 1920.—D. B., Chicago, Ill.

MINABELLE ABBOTT plays the title role in "The Life of Mary Sothorn."—Mrs. J. W. P., Salisbury, N. C.

JOHNNIE JOHNSTON, NBC singer-guitarist, was born in St. Louis, Missouri, December 1, 1914. He was married at Shreveport, Louisiana, on June 22, 1936. Five feet eleven inches tall, he weighs 153 pounds, has a fair complexion, brown hair and eyes. Lucille of "LUCILLE and LANNY" was born in Cleveland, Ohio, about 19 years ago. Her last name is Linwood. Lanny's last name is Grey. They are unrelated, having met while working on the same radio program.—R. M. K., Hazelton, Pa.

TONY MARTIN'S real name is Al Norris.—M. H. V., Utica, N. Y.

GALE PAGE is preparing for picture work in Hollywood. At present she is not making any regular radio appearances. The role of KAREN ADAMS in "Woman in White" is taken by Luise Barclay.—B. S., Englewood, N. J.

\$27,000,000 in CONTEST PRIZES
Now Given Away Each Year!

\$100,000 cash! \$30,000 cash! \$1,200 a year for life! \$600 a year for life! Homes! Automobiles! These are a few of the hundreds of thousands of prizes given away by contest sponsors yearly. Contesting is fun—and profitable! Why not get into the game!

YOU CAN WIN A SHARE!
Our subscribers won over \$50,000.00 last year alone, including a \$10,000 and a \$5,000 first prize. They write: "Last week I won a Benrus watch on Chipso, and I feel that the advance information given by your service helped me to win. The same day the watch came I was advised that I had won \$500 on Philco."—Mrs. E.E.D. Pueblo, Col. "I won again in the Swift Allsweet contest. I won the thousand dollar prize in the second contest. I was so happy. I am so glad I am taking your course."—Miss L.R.T., San Francisco. "Your contesting service is wonderful. It helped me to win an automobile in the Hind's Honey and Almond Contest."—Mrs. J.M.B., Vernon, Tex.

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Our service has the endorsements of Gilson V. Willets, director of National Contest Headquarters; Everett Lane, President of National Contesters' Association; D. L. Wadley, author of "Winning Ways" and other foremost contest authorities.

Let us show you how YOU can win a share of the millions given away. Send 10c (coin or stamps) to cover mailing costs, and receive a big 13-page mailing piece, filled with tested, proven, illustrated winning techniques, how-to-win tips on the current Camay, Crisco, Van Camp, Leonard, R. C. Cola, and other contests, and including 40 MAJOR PRIZE winning entries. Write today to:

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Dept. RG 604 W. Elm Urbana, Ill.

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Remove the hair permanently, safely, privately at home, following simple directions with proper care. The Mahler method positively prevents the hair from growing again. The delightful relief will bring happiness, freedom of mind and greater success. Backed by 45 years of successful use all over the world. Also used by professionals. Send 6c in stamps TODAY for Illustrated Booklet, "How to Remove Superfluous Hair Forever." D. J. Mahler Co., Dept. 55D, Providence, R. I.

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THERMO-MAGNETIC CUSHION
STOP THE CRY of those irritated nerves responsible for the pains of menstruation, of enlarged prostate, kidney and bladder troubles, lumbago, sciatica, etc. New and simple method applies deep soothing heat to the organs of the pelvis and abdomen. Write today.
CHICAGO THERMO-MAGNETIC CUSHION CO., 36 West Randolph St., Dept. D, Chicago, Ill. (Member of Illinois Chamber of Commerce)

IF YOU AGREE TO SHOW Your FRIENDS I'LL SEND YOU ACTUAL SAMPLE
SNAG-PROOFED SILK HOSE
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Thrilling news! Amazing New patented process makes women's Snag-Proofed Chiffon Hosiery resist snags and runs, wear twice as long, and cut hosiery bills in half. Individual lengths to fit all customers. Lowest prices. Write for actual sample to show your friends. Send no money. AMERICAN SILK HOSIERY MILLS, Dept. e-135, Indianapolis, Ind.

So You Like Contests?

LAST week this department was able to publish an expert's criticism of a winning contest entry—an analysis that emphasized the entry's strong features and showed the difference between it and the thousands of others that didn't win. This week, as another part of a long-range program of entry criticism, this department again publishes a series of non-winning entries for your criticisms. Twice before such non-winners have been presented, and each time enthusiastic critics have said they profited more from working on the other fellow's entries than they did from slaving with their own.

Here, then, are some typical non-winning contest entries. Why don't you select one, analyze it, compare it with the winning entries also on this page, and send in your criticism? The best evaluations of each entry will be published, and the person who writes the best letter will be paid \$5. Here are the entries:

"I like Ivory Soap because I trust its purity, gentleness and softness to share my responsibility in guarding and taking care of my baby's health and beauty."—L. E. T.

"I like Ivory Soap because I adore digging in my garden but soil chaps my hands and I need a mild yet cleansing soap like Ivory to check irritation."—T. W. S.

"I consider Oxydol the perfect laundry soap because for an 'enviable white' wash Oxydol is complete in itself without the use of any other 'whitening aids'."—C. M.

"I like Ivory Soap because when hard times come and costly skin aids must go, it provides a simple, safe, thrifty way to retain complexion loveliness."—D. C.

"I consider Oxydol the perfect laundry soap because it enables me at the age of 77 to put out every Monday a wash so white it is the envy of my neighbors."—A. J. K.

Select any one of these entries which you believe you could improve. Remember, the best letter wins \$5 for its writer! Send the criticisms to "So You Like Contests?" Dept. EC3, RADIO GUIDE, 731 Plymouth Court, Chicago, Illinois.

This Contest World

Its Latest Whirligigs

Even the churches are turning to contests! Helen King, the contest judge, sends the following clipping: ". . . Your viewpoint about religion in the church may win one of twelve cash awards. March 20 is still time to enter the church essay contest!" . . . Purchase-proof exchanges are prospering. They offer to buy or sell box-tops, labels, wrappers or anything else a sponsor might want contestants to send with their entries. Some of the exchanges are even conducting contests in which box-tops, etc., must be submitted—and the prizes are larger collections of box-tops and labels!

In the March 15 issue of *Contest News*, Mrs. E. E. Hanna has an interesting little yarn on "How Pen Pals Help Each Other." And they do, too! . . . In the same publication, Gilson

THIS WEEK'S PRIZE SPECIALS

\$15,000.00 Cash

PRIZES: (Grand) 1st, \$10,000; 2nd, \$2,500; 3rd, \$1,000; 4th, \$500; 5th, \$100; 6th, \$50; four prizes, each \$25; fifty prizes, each \$10; fifty prizes, each \$5.

TO ENTER: Write a letter of not more than 250 words on the subject, "What the word 'Home' means to me, and the three things I learned from 'The Home Idea Book' that appealed to me most for my home." Each letter should have two parts. In the first, simply tell what "home" means to you, in not more than 100 words. In the remaining 150 words, discuss the three things learned from the "Home Idea Book" that appealed to you most. In other words, each of the latter will be discussed in about 50 words each, although there is no word-limit for the subdivisions of the second part of the letter. The book may be obtained from the Johns-Manville Corp., Dept. AH-4, 22 East 40th St., New York, or from Johns-Manville dealers, for ten cents. Mail your entry to Johns-Manville Contest, 22 East 40th Street, New York City.

TO WIN: Smart contestants will locate Johns-Manville dealers who are sponsoring local contests in connection with this national competition. A copy of the letter entered in the local contest can be used in the national one. Judges of the contest include an editor, an architect, a women's club president. "Slant" entries for them, rather than for professional contest judges. The first part of the letter should be

used for originality and attention-arousing expression. In the second part, "merchandise" your ideas—that is, write to please the sponsor.

40,183 Prizes!

PRIZES: (Qualifying) Five thousand prizes, each six cans of tuna fish each month for eight months. (Grand prizes) \$10,000 in 183 cash prizes (\$5,000 first).

TO ENTER: Simply fill in three words to complete the following sentence: "I like this quality tuna because it is —, — and —." Use three words most descriptive of Chicken of the Sea Tuna or White Star Tuna. Attach two labels from either brand and send to Contest Dept., Van Camp Sea Food Co., Terminal Island, Calif. The qualifying prizes will be paid for the 5,000 best entries each month (March through October). Winners in these contests will be eligible to enter the \$10,000 cash contest, based on a statement titled "It's the natural thing to say."

TO WIN: Remember that this is the very simplest form of legitimate contest imaginable and it will have a tremendously wide appeal—so that almost all the adjectives in the language will be repeated many times. Look long and hard for appropriate, descriptive words which others may ignore. Because the prizes are small and widely distributed, "good-will" will doubtless increase as the contest progresses—which will make competition more intense each month. Enter as soon as possible.

Willetts agrees with this department's statement of March 12, 1938, chastising the outfit that sells complete contest entries. He says, "We do NOT approve of this sort of thing, but so far as can be ascertained, there is no possible way to stop it." We think there is. If contestants will be a little

more intelligent, realizing that if the entries were good enough to win they would not be sold "over the counter" as they are, the practise can be "starved out" . . . Willetts also points out that the real winners in the second Old Gold contest won't be known for six months or so; that those in the



Happiest man in Union, N. J., is Arthur H. Oliver, policeman. His entry in one of the six weekly Ivory Soap Contests won him a brand-new 1938 Studebaker, delivered by Procter and Gamble officials Howes (left) and Phillips

first one are just now being recognized. That's something many don't realize—that contesting has become so complex that a list of winners really means very little until some agency such as National Contest Headquarters has determined the people behind the names.

Willetts, who appears to be close to sponsors of the Golden Gate International Exposition contest, reports that 454,447 entries were received before the closing date (thousands more came in too late!). The winner should be announced in about two weeks . . . Dr. Robert C. Westenberg, pastor of the Congregational Church of Uxbridge, Mass., is writing letters to announced contest winners to add to his collection of "undeliverable" letters. When he has a large enough collection, he will try to instigate a Federal Communications Commission investigation of radio contests. His efforts are interesting, but certainly not authoritative, since many winners refuse to accept mail immediately after winning, unless it is from someone they know—to avoid getting all the crank letters. And as for the investigation, certainly every legitimate sponsor and every earnest contestant would welcome an investigation from this or any other responsible agency!

Speaking of cranks, a new name was added to our personal list of contest "nuts" when a gentleman suggested we send this telegram to the big winners in a recent contest, signing the sponsor's name: "G-MEN HAVE ALL FACTS. EUROPE FOR US. SUIT YOURSELF."

Some Winning Entries Ideas That Clicked

This week we are publishing some non-winning entries for your criticisms. They were submitted in the Ivory Soap and Oxydol contests. For comparison, read these winning entries in the same contests:

Wilmer Shepherd reports this \$100 winner:

"I consider Oxydol the perfect laundry soap because my husband, a fireman, wears heavy wool clothing, and Oxydol lifts out the soaked-in soot and dirt, even in the lukewarm water wool requires."

In the Ivory Soap contest, one of Shepherd's students won \$5 with this entry:

"I like Ivory Soap because the uniform of a waitress must look fresh and clean—Ivory Soap helps me keep mine spic and span, clear-colored with sunny yellow glow."

The Townsend-Friend Analytical Contest Bulletin unearthed this \$100 winner in the Oxydol contest:

"I consider Oxydol the perfect laundry soap because my washing is too varied to use separate soaps for silks, corduroys, white and colored clothes; Oxydol cleans everything quickly, safely, effectively, economically."

Can you spot the points of difference that made these entries winners where the others failed? If you can, this comparative listing of entries will have served its purpose, and your next Procter and Gamble effort will doubtless reflect your own observational prowess!

Unusual Features!



Baby Rikky—Radio Guide follows the career of the toughest little fellow in all radioland



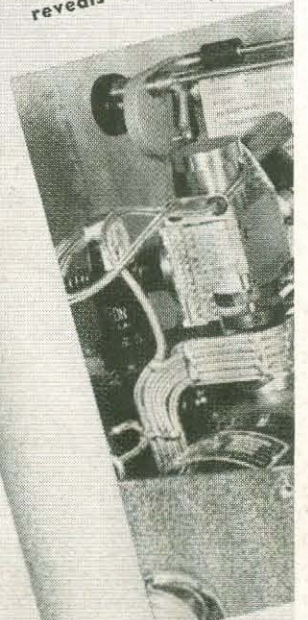
Capt. James Rosen—Radio Guide tells why he's "King of Midgets"



Cheerio—Radio Guide reveals his identity



Loretta Clemens—Radio Guide catches many stars off-guard



UNMASKING RADIO'S GREAT

RADIO GUIDE publishes scoop pictures! First pictures ever published of Cheerio, of Loretta Clemens at peace with the world—and a hotdog—are only examples of the smash pictures in RADIO GUIDE.

EVERY WEEK in its exclusive picture section, RADIO GUIDE sneaks you backstage in radio. It introduces you to the stars in their homes—with pictures. Its pictures tell the life stories of radio's great, reveal their likes, their dislikes, their hobbies, their heartaches.

EACH ISSUE of RADIO GUIDE is packed full of remarkable photographs. Don't miss a single issue. Know your favorites—through RADIO GUIDE's pictures.

RADIO GUIDE

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NEWSSTANDS

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