

Radio Guide

The National Weekly
Of Programs and
Personalities

Week Ending
March 16, 1935

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Volume IV
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Jane Froman

Cantor—Radio's Most Selfish Man
Ben Bernie Turns Columnist

CHAS. E. RUBINO

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The Air in
Traffic Courts

Dese Hare Crasy Fallers — Tony and Gus

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Star of Stars
Election Winners

Cornelia Otis Skinner
Modest Crown Princess

George Burns
and Gracie Allen

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Helen Claire

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Peg La Centra
See Page 3

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Priscilla Lane
(See Page 17)

Under Canvas—Singin' Sam at Home

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Jane Pickens
See Page 17

Grand Hotel — As Romeo Burns

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Jessica Dragonette
See Page 15

My Time Is Your Time—Radio's Super-Manhunt

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Virginia Verrill
See Page 15

It's the Gypsy in Him—"You Can't Beat Radio"

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Kathleen Wilson
See Page 15

CHAS. E. RUBINO
[Signature]

Combing the Globe for Headliners

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Irene Rich
See Page 15



Broadway Varieties—One-Cylinder Rebellion

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Francina White
See Page 21

Bing Crosby—The Beloved Loafer

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Elinor Harriot
See Page 21

CHAS. S. RUBINO
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Dragonette Elected Queen—Ray Knight's Cuckoos

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Loretta Lee
See Page 19

Fiddling for a Million—Ben Bernie's Life Story

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Mary Livingstone
See Page 15

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Irene Wicker
See Page 19

Every Bandleader's Secret—Bernie Goes West

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Lily Pons

For the Story of the Cover Girl See Page 4

Revelations of Lily Pons—Bob Becker's Dogs

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Lanny Ross

CHAS E. RABINO

For Story with Cover Portrait, See Page 19

Believe-It-or-Not Ripley—Lily Pons' Life Story

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For Story of the Cover Girl, See Page 19

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Ruth Etting

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Kate Smith

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Read How Kate Smith Shares Her Wealth

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James Melton

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Vivienne Segal

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Vera Van
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Cover Portrait See Page 19

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A Christmas Aunt Maria Never Will Forget

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Countess Olga Albani

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Gloria Grafton
of Jumbo

Bigger and Better Than Ever With:

Helen Hayes—Jane Froman

Irene Rich—Will Osborne

WANT A SCOTTIE FREE?
READ: YOU LUCKY DOG

See Page 14

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WEEK ENDING JANUARY 25, 1936

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Helen Marshall
of Sigmund Romberg's
Studio Party—Page 37

Read the Story **Bow Down, Hollywood** About Gladys Swarthout

Eleanor Powell's **Confessions of a Rising Star** in This Issue

Guess Why **No Girl Should Marry a Radio Star** See Page 24

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THE NATIONAL WEEKLY OF PROGRAMS

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E C B T S Y

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Betty Winkler
Please See Page 37

SCOOP!

————— Read the Sensational Story Behind:
“THE MUSIC GOES ROUND AND ROUND”—Page 6

Also—**“MY HUSBAND, BEN BERNIE,”** by Mrs. Bernie

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Harriet Hilliard
of the Baker's Broadcast—
Please Turn to Page 3

READ!

—WHEN KING EDWARD VIII PLAYED THE DRUMS

Harriet Hilliard's TELEPHONE HONEYMOON with Ozzie

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Leslie Howard and Leslie, Jr.
Featured Sundays in Leslie
Howard's Matinee. See Page 18

SCOOPS!

Why Connie
Boswell Waited
Four Years

EXPLODING THE
MAJOR BOWES MYTH

Revealing
Bing Crosby's
Radio Revolt

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WEEK ENDING FEBRUARY 29, 1936

Exploding

The
**Major
Bowes
Myth**



Rosemary Lane
Heard with Fred Waring Tues-
days and Fridays. See Page 16

**QUEEN MARY OF
HOLLYWOOD**

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RUDY VALLEE and HIMMEL—Please See Page 42

The *Truth* About:
MAJOR BOWES "HONOR CITIES"

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WINIFRED CECIL of SHOW BOAT—Please See Page 42

Life in a **MAJOR BOWES UNIT**

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LOUISE MASSEY of THE WESTERNERS—Please See Page 42

What Walter Winchell Knows About HAUPTMANN

A RADIO GUIDE REPORTER BECOMES MAJOR BOWES AMATEUR

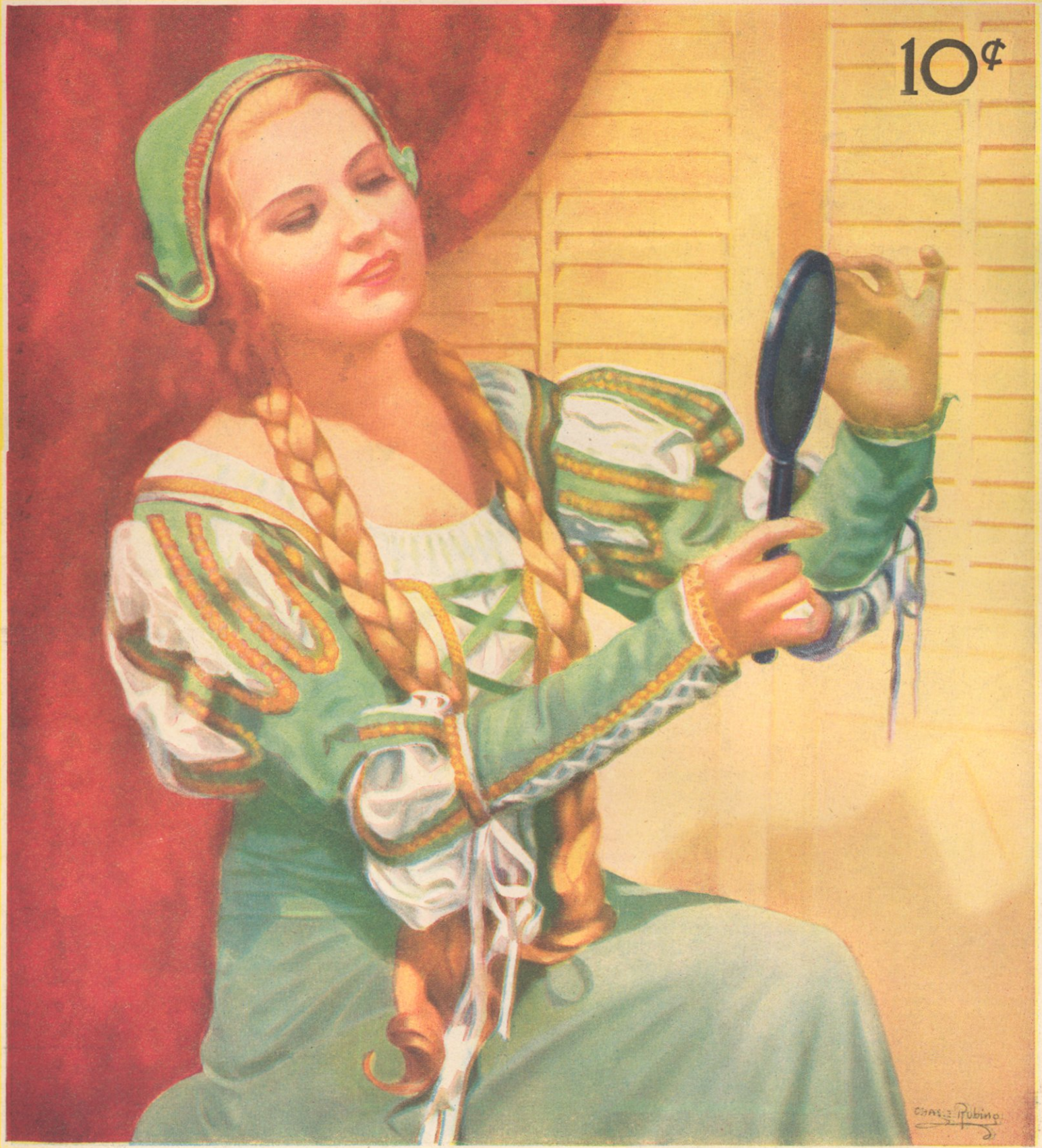
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VISIT

Edgar Guest

and WELCOME VALLEY

Helen Jepson

INCHHELL'S Inside Story of HAUPTMANN'S Guilt

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of ONE MAN'S FAMILY

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Ann Shelley of One Man's Family

MURDER! FLOOD! GLAMOUR!

—Page 24

—Page 3

—Page 4

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Grace Moore—See Page 20

\$5000.00 Contest Open to All
SCOOP! QUINTUPLETS *in* COLOR PHOTOS

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Morin

CHASE PUBINO

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**BEATRICE
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Solves
**TEN
PERSONAL
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**JANE PICKENS'
\$250,000
PREDICAMENT**

*The
RADIO CITY
TOURISTS
Don't See*

Virginia Clark

CHAS. E. DUNN

The Fall and Rise of Benny Fields

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Maxine

The **GRAND
DUCHESS
MARIE**
*Speaks Her
MIND*

**What
I Owe
My Mother**
by
MANY GREAT STARS

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Rampaging with **JANE** and **GOODMAN ACE**

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LULU BELLE
Goes to Town

♦♦♦

HOW THE
DUCHINS
ARE DOIN'
ONE YEAR AFTER

Lanny Ross



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RAMONA
BACK?

Gladys
Swarthout

Read:
Where **BIG TIME**
PRIZE MONEY Goes




DAILY SHORT-WAVE PROGRAM LISTINGS

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A stylized illustration of a woman with blonde hair, wearing a brown jacket and a colorful striped scarf. She is smiling and looking upwards, with her right hand raised in a gesture. A microphone is positioned in front of her. The background is a light, textured blue.

**ETHEL
SHUTTA'S
Double Life**

Loretta
Poynton

At HOME with the BING CROSBYS

NELSON EDDY Gives His Frankest Interview

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FIFI D'ORSAY

SCOOP!
*What Freedom Cost
Rudy Vallee*

Do the PLANETS Rule YOUR LIFE?

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What His
MARRIAGE
Meant to **RUDY**

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Vivian Fridell

Will
RUDY
LOVE AGAIN?

CHAS. E. RUDINO

NUMEROLOGY *Can Change Your Life*

SEE PAGE 3

What's Happening to AMOS 'N' ANDY

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Announcing
America's
10
FAVORITE
RADIO STARS

See the Amazing
NEW
GIANT-GRAVURE
of Burns and Allen



Why
SHIRLEY
TEMPLE
Can't Broadcast



Gale Page

Exclusive! THE VOICE OF EXPERIENCE'S OWN STORY

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Read.....
7
Secrets of
CONTEST
WINNING

Niela Goodelle

RADIO WANTS YOUR CHILD!

SEE
PAGE 3

FATHER COUGHLIN'S *Challenge to* ROOSEVELT *and* LANDON

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At Last!
**THE VOICE OF
EXPERIENCE
TALKS**
Don Ameche
in
GIANT-GRAVURE

Dorothy Page

Amateurs! ENROLL IN OUR Summer School of the Air

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CHAS. STUBBINS

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WAYNE KING in GIANT-GRAVURE

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The
MRS. LANDON
HER NEIGHBORS
KNOW

Eddie Cantor

Help
Elect the
NEW
RADIO
QUEEN

WANT TO GO ON THE AIR? *See Page 9*

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2 Commandments

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a Story for Unhappy Women

Rachel Carlay

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Loretta Clemens

IN MEMORY OF WILL ROGERS
His Favorite Picture in GIANT-Gravure

BEGIN "BOB BURNS' GLORY ROAD"

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Betty Lou Gerson

READ: *Lanny Ross'* **EUROPEAN TRAVEL DIARY**
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Bing Crosby



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WHAT THE STARS *Tell You* ABOUT YOURSELF

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of "Paul Whiteman's Varieties"

Chris Perkins

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in Beautiful
GIANT-Gravure

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Ex-Hollywood Hotel Star

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8 STARS TELL WHAT BEAUTY IS REALLY WORTH

WALK *the* GLORY ROAD *with* BOB BURNS

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CONNIE
GATES

Giant-Gravure!

*It's New! It's Thrilling! It's
the New Rage! See Page 24*

The TRUTH About CLARK GABLE'S Broadcasts

WAKE UP *and* LIVE *with* NELSON EDDY - *His Life Story*

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HELEN JEPSON
"Show Boat" Star

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BROADCAST
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HELEN
HAYES

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COAST-TO-COAST *Schedules* EVERY WEEK

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Of Waring's Pennsylvanians

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GRACIE ALLEN

Painted by C. E. Rubin

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NELSON EDDY BIDS FAREWELL to ROMANCE!

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Dance Star

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SHOULD the GOOD WILL COURT BE BANNED?

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4 RACKETS the GOOD WILL COURT EXPOSED
Special! The Newest PROGRAM LOCATOR Index!

WHY THE GOOD WILL COURT DIED!

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GLADYS SWARTHOUT

**WHY AMOS 'N' ANDY TURNED MINSTRELS
A CONTEST WINNER REVEALS HIS SYSTEM**

BEGINNING THE LIFE STORY OF IRENE RICH

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LUCILLE MANNERS

**WHY DRAGONETTE CHANGED SHOWS!
EDDIE GUEST'S OWN GOLDEN RULE**

HOW SAFE ARE NEW YORK NIGHT CLUBS?

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DON AMECHE

**TRAIL'S END—FOR PAUL WHITEMAN
HILDEGARDE—RADIO'S NEW SENSATION**

"LOVE BEGINS AT 30" SAYS FRANK PARKER

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JACK BENNY

**WHO IS HOLDING TELEVISION BACK?
ANNE SEYMOUR'S ANSWER TO TROUBLE**

HOW RADIO "CURED" KING GEORGE VI

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JESSICA DRAGONETTE

**JIMMY FIDLER'S "KEYHOLE CAREER"
7 FULL DAYS OF THRILLING PROGRAMS**

NEWEST LOG OF ALL AMERICAN STATIONS

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LILY PONS

EXTRA! WHY DICK POWELL LEFT THE AIR

COMPLETE PROGRAMS FOR WEEK ENDING DECEMBER 11

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this week

CLARK GABLE

*Plays in thrilling
drama*

LAWRENCE TIBBETT

Sings on "Ford" hour

DICK POWELL

*In premiere of new
"Lucky Strike" show*

KIRSTEN FLAGSTAD

"Chesterfield" guest

LEOPOLD
STOKOWSKI

*Conducts Philadelphia
Orchestra*

SALLY EILERS

*"Hollywood Hotel"
guest*

LISTEN TO THEM!



Tony Martin—NBC Monday night

SEE HOW GRACE MOORE BECAME OPERA'S CINDERELLA—IN PICTURES

COMPLETE PROGRAMS FOR WEEK ENDING JANUARY 8

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JIM AMECHE
Leaps to stardom

WALTER O'KEEFE
*Broadway hillbilly
returns*

MAREK WEBER
*Music sensation of
Europe*

AMOS 'N' ANDY
*New series for
blackface pair*

LISTEN TO THEM!



**YOUR
1938 RADIO LOG**
*Of all North American
Stations*



Mickey Mouse—on NBC Sunday

FLASH! INSIDE STORY OF THE MAE WEST-CHARLIE MCCARTHY BROADCAST

COMPLETE PROGRAMS FOR WEEK ENDING JANUARY 29

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this week

RICHARD CROOKS

*Tenor soloist on
"Ford" hour Sunday*

ARTHUR GODFREY

*Begins new series
Monday*

**MADELEINE
CARROLL**

*Visits "Kraft Music
Hall" Thursday*

**EDWARD
EVERETT HORTON**

*Al Jolson's guest
Tuesday*

MARGARET SPEAKS

*"Voice of Firestone"
Monday*

CONNIE BOSWELL

*Paul Whiteman's
songstress Friday*



LISTEN TO THEM!

Claire Trevor—CBS Tuesday night

MEET THE SATELLITES OF RADIO WHO HELP MAKE PHIL BAKER A STAR

COMPLETE PROGRAMS FOR WEEK ENDING FEBRUARY 5

A E A 8 7 B D C 2 5 4 T 3 1

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this week

LUPE VELEZ

*Visits Jack Oakie
show Tuesday*

KATE SMITH

*In "Command
Appearance" Thursday*

FRANK BLACK

*New "Cities Service"
conductor Friday*

NELSON EDDY

*In farewell
broadcast Sunday*

**ELISABETH
RETHBERG**

*"Ford's" soprano
star Sunday*

**OXFORD versus
HARVARD**

*In spelling-bee
Sunday*

LISTEN TO THEM!



Phil Baker—CBS Sunday Night

GO ON A TOUR OF THE RCA BUILDING IN NEW YORK CITY—HOME OF NBC

COMPLETE PROGRAMS FOR WEEK ENDING FEBRUARY 26

A E A 8 7 B

RADIO GUIDE

TEN CENTS

this week

GLADYS
SWARTHOUT

*Visits Charlie
McCarthy Sunday*

NADINE CONNER

*Sings on "The
Songshop" Friday*

JOE LOUIS

*Meets Nathan
Mann Wednesday*

WALTER
CONNOLLY

*On Al Jolson's
show Tuesday*

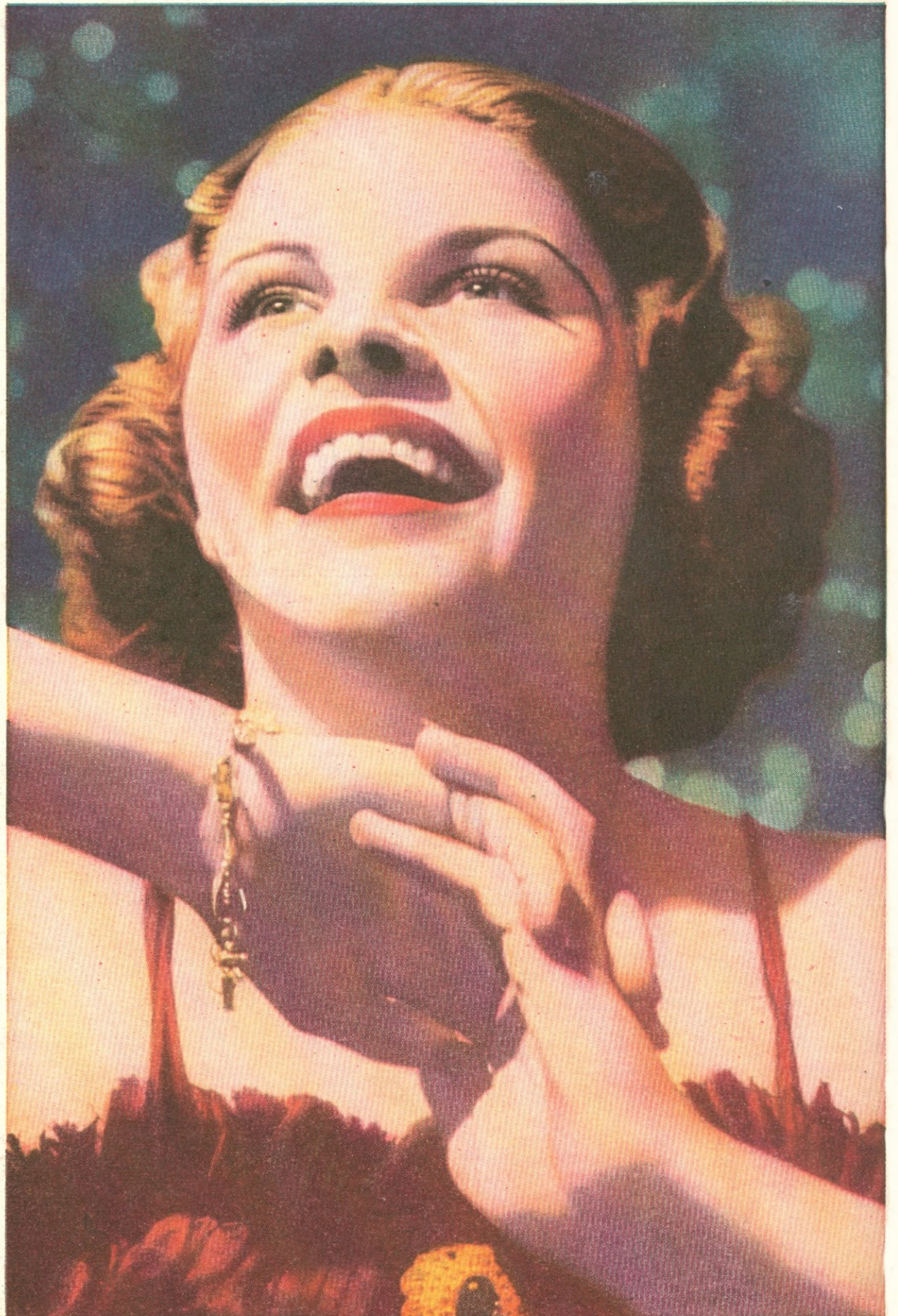
LOTTE LEHMANN

*Bing Crosby's guest
Thursday*

LAURITZ
MELCHIOR

*Talks on stamps
Saturday*

LISTEN TO THEM!



Martha Raye—CBS Tuesday night

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