WILL RUDY VALLEE RETIRE?

WILL RUDY VALLEE abdicate his throne as King of the Crooners? He will. But when Rudy steps away from the microphone for the last time, he will march into a high executive post in the radio world. Vallee may become the highly paid chieftain of the artists' bureau in a great network. Many believe it is more likely that he will be enshrined as the first Will Hays of radio—the dictator of the air needed to pour oil on the so frequently troubled ether waves. This is the consensus of opinions of those who have closely watched the latest chapters in the vivid, colorful Vallee saga.

Col. Charles A. Lindbergh flew the Atlantic and, from the status of a pilot, rose to become a financial power in the world of aviation. Rudy Vallee captured the applause and admiration of millions when he started this crooning business. After the first overwhelming rush of adulation had passed, he wisely reserved his personality and voice for a few selected broadcasts. Thus his public was not sated, and he retained his fame and popularity while other stars rose and then waned. He made a million or more dollars before the microphone.

He realized every ambition that a radio star can possibly entertain—and he knows that sooner or later every star must grow dim. He is as popular with the radio magnates as he is with the fans—because he has not developed temperamental complexes, and still works as

(Continued on Page Fifteen)
Roosevelt Speaks, Buys Air Time

Governor Franklin D. Roosevelt, Democratic nominee for the presidency, makes his third radio address over a coast-to-coast hook-up yesterday, August 20th. It will be carried over an NBC network at 3 p.m. (CDST).

This address, which marks the opening of Gov. Roosevelt's active campaign in Columbus, Ohio, is significant in radio history because it is the first speech in any presidential battle to be paid for by one of the political parties. Heretofore, the radio chains have been willing to bear the brunt and have given away network time as a public service.

This year, however, they balked, and beginning with the Governor's address, all time will be paid for.

While the Columbus speech inaugurates the Democratic nominee's active campaigning, he has spoken twice before over NBC networks since his nomination in Chicago on July 1st.

The first time was on July 2, when he delivered his address of acceptance to the delegates, after hurriedly flying to Chicago from Albany the day after his nomination. The second time was on July 31st, when he spoke from the Executive Mansion in Albany. At that time he outlined to millions of listeners from the Atlantic to the Pacific, the importance of the various planks of the Democratic platform.

Three Keys New Radio Sensation

Straight from the smoky basement of a black and tan cafe come three colored gents—NBC's latest singing find.

Three Keys—Bob, Slim and Bon Bon—are now sending warm negro harmonies over NBC networks each Thursday, Friday and Saturday at 9:30 p.m. (CDST) and on Sundays at 9:00 p.m. (CDST). Like the Mills Brothers, Three Keys have had no musical education and know no written arrangement to their music. Bon Bon, tenor, explains, "We just get together and let the music come out.

When white friends began crowding into the Submarine Grill, in Chester, Pa., negro quartet, to listen to the singing harmonies that no one else could reproduce, a Philadelphia radio station got busy.

They sang there for a while and then a New York NBC official tuned them in accidentally one night. A few days later, the three boys were established in the NBC New York studios.

Airicatures

Ten dollars will be awarded each week to the winners of RADIO GUIDE's airicature contest. Just identify the radio personage above and send the name, together with your comment of the artist's program, to AIRICATURES, care of RADIO GUIDE. $5.00 first prize, $3.00 second prize and $2.00 third prize will be awarded to the persons correctly naming the artist and sending in the best comment, not exceeding 200 words. All entries for this week's contest must be postmarked not later than Wednesday, August 24th.

Roosevelt Speaks, Buys Air Time

Governor Franklin D. Roosevelt, Democratic nominee for the presidency, makes his third radio address over a coast-to-coast hook-up yesterday, August 20th. It will be carried over an NBC network at 3 p.m. (CDST).

This address, which marks the opening of Gov. Roosevelt's active campaign in Columbus, Ohio, is significant in radio history because it is the first speech in any presidential battle to be paid for by one of the political parties. Heretofore, the radio chains have been willing to bear the brunt and have given away network time as a public service.

This year, however, they balked, and beginning with the Governor's address, all time will be paid for.

While the Columbus speech inaugurates the Democratic nominee's active campaigning, he has spoken twice before over NBC networks since his nomination in Chicago on July 1st.

The first time was on July 2, when he delivered his address of acceptance to the delegates, after hurriedly flying to Chicago from Albany the day after his nomination. The second time was on July 31st, when he spoke from the Executive Mansion in Albany. At that time he outlined to millions of listeners from the Atlantic to the Pacific, the importance of the various planks of the Democratic platform.

Three Keys New Radio Sensation

Straight from the smoky basement of a black and tan cafe come three colored gents—NBC's latest singing find.

Three Keys—Bob, Slim and Bon Bon—are now sending warm negro harmonies over NBC networks each Thursday, Friday and Saturday at 9:30 p.m. (CDST) and on Sundays at 9:00 p.m. (CDST). Like the Mills Brothers, Three Keys have had no musical education and know no written arrangement to their music. Bon Bon, tenor, explains, "We just get together and let the music come out.

When white friends began crowding into the Submarine Grill, in Chester, Pa., negro quartet, to listen to the singing harmonies that no one else could reproduce, a Philadelphia radio station got busy.

They sang there for a while and then a New York NBC official tuned them in accidentally one night. A few days later, the three boys were established in the NBC New York studios.

Airicatures

Ten dollars will be awarded each week to the winners of RADIO GUIDE's airicature contest. Just identify the radio personage above and send the name, together with your comment of the artist's program, to AIRICATURES, care of RADIO GUIDE. $5.00 first prize, $3.00 second prize and $2.00 third prize will be awarded to the persons correctly naming the artist and sending in the best comment, not exceeding 200 words. All entries for this week's contest must be postmarked not later than Wednesday, August 24th.

500 Radio Guide Boys Guests of White City

There'll be nothing blue about Monday, August 22nd for at least 500 of Chicago's population. The lucky ones are the Radio Glee Boys, Salammbo, who are to be the special guests of Herbert Byfield, President of White City Amusement Park.

Promptly at 7:30 p.m., all the boys who sell Radio Guides in Chicago will gather at the entrance gates of White City. Mr. Byfield, either personally or through a representative, will be there to greet them and turn the park over to them, stock, lock and barrel, for the rest of the evening. No tickets, no moneymakers will be needed for every step inside the gates will be ready to take them on, not only just but as many times as the boys want.

The loop-the-loop, pin wheel, whip, shoot-the-shoots, crazy house—all have received Mr. Byfield's personal instructions to see that the boys have a royal good evening.

Radio Guide Editor to Speak Over CBS

Edward J. Fisher, managing editor of Radio Guide, will speak over a national and international network of the Columbia Broadcasting System Wednesday, August 24th. He will be the guest speaker on Bill Schacht's Going to Press program at 4 p.m. (CDST).

Bill Schacht, in New York, will introduce Mr. Fisher to the air audience and the editor will speak from Chicago. Chicago listeners will get the program over KMOX, St. Louis.

Mr. Fisher will tell of the trends of radio during the current season, and he will predict radio's progress during the fall and winter months. The program will be carried by ninety CBS stations in the United States and Canada.

Myrt and Marge Back on Air Soon

Tanned to a mahogany hue that a stage actress would never dare attain, Myrtle Vail, author of "Thirties and Marge," is back in Chicago with a portfolio filled with scripts for the re-opening of this five-day-a-week show over the Columbia network on Monday, August 29th. The program will hold to its old-time, 6 p.m. (CDST) for stations remaining on Atlantic, to the midwest, and 9:45 p.m. (CDST) for Chicago and stations west.

Myrt spent her summer at Long Lake, a wilderness resort in the north end of Wisconsin, and it was there that day after day her typewriter echoed through the woods.

Max Schwartz, musical director of "Hayfield's Pleasures of 1932," will be one of the newcomers. Max will provide the comedy with his uncertain German dialect. Dave Andrews, dance director; Alice de Wald, society girl, and her playboy brother, Floyd, will be among other additions to the Myrt and Marge cast. The actors who will play the roles have not yet been selected.

Divie Lane, who heretofore has only talked about, will become a real character in the new series, and it is forecast she will be a most villainous one.

The venomous Billy will not be present for the first few weeks of the sketch, but she will make her appearance later under circumstances highly dramatic.

Donna Damereel, will, of course, resume the role of Marge. Myrt intimates that Marge will be in for even more romantic complications than the winter. Arnold, Vinton Haworth in real life, will return to Chicago any day now to start rehearsals, and all of the other characters are already on the scene.

KSL, Utah Station Joins CBS Chain

Station KSL, Salt Lake City, Utah, will join the Columbia Broadcasting System sometime between September 19th and October 1st of this year, thereby adding an increased energy of 5,000 watts to Columbia programs in the inter-mountain territory.

CBS will not only supply KSL the full time network program schedule, but will originate several presentations weekly there.

In point of tradition, few stations excel KSL. The station has carried scores of important national and international events. The station will continue to maintain studios in the Vermont Building in Salt Lake City, according to Sylvester Q. Cannon, its president.

Airicatures Winners

The Airicature for the Week of August 7 was Ted Harding

FIRST PRIZE—$5.00
Louis E. Bohler, 1022 St. Mary St., New Orleans, La.

SECOND PRIZE—$3.00
Henry Little, 5224 Moffett Ave., St. Louis, Mo.

THIRD PRIZE—$2.00
Doris Weber, 200 W. 79th St, New York City

HONORABLE MENTION
Jack Finkel, 1601 Papua Ave, Baltimore, Md.
Rudolph G. Jorgenson, 406 So. Madison St, Stoughton, Wis.
Walter Vocke, Jr. 99 No. Victoria St., St. Paul, Minn.
A. Mitsopoulos, 460 West 4th St, New York City
Dolly Rose, 1812 Galver St, Washington, D. C.
Dorothy E. Jones, Village Hall, Williamsville, N. Y.
Mikritic

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

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

This week’s winners:
Dan and Sylvia—August 8—9:28 p.m.—WMAQ
H. Van Horn: “If your skin is badly burned over the weekend, use Nivea Cold Cream.”

Miss Eunice Olson
Bill Vickland’s Book Shop—August 11—1:08 a.m.—WLS
“It’s all right for a woman to hang onto her youth, but not while hanging on to the steering wheel.”

Helga Long
Studio Frolic—August 8—8:38 p.m.—WCLG
Gordon: “My girl hates in her working clothes.”

I’d: is the crazy?”

Marguerite Carl
Sinclair Minstrels—August 8—7:21 p.m.—KSP
Gene: “Cliff, are you and your wife getting along these days?”
Cliff: “Oh, just like two love birds.”

Gene: “I suppose you think’s the goose that lays the Golden Egg.”

KDKA Little German Band—August 6—4:15 p.m.—WENR:
Gus: “I see you’re laying up something for a rainy day.”

Verna: “Just what do you mean?”
Gus: “Well, you see, you haven’t returned my umbrella yet.”

Barbara Lyon
Jones and Hale—August 5—5:30 p.M.—KWK:
Bill: “I came from a good family, Ernest.”
Ernie: “Every tree has its sap, you know.”

Henny Little
Chicago Philadelphia Double-Header—August 5—5:00 p.m.—WABM:
Put Hugman (after ballyhooing about Prusa Special Brew all afternoon): “I’ll give my left leg for a cup of coffee.”

J. Rosenberger
Sinclair Minstrels—7:20 p.m.—August 8—WOR:
Gene: “Setting is believing.”
Bill: “No, seeing is not believing.”
Gene: “How’s that?”
Bill: “Well, I see you every day.”

James K. Munnis
Radio Gossip Club—August 10—12:10 p.m.—WBGO:
Eddie Cavanaugh: “In less than a year, Kate Smith has become one of the biggest radio stars on the air.”

Mrs. Mable Yeager
Old Timers—August 9—11:35 a.m.—WLS:
Willie: “When I grow up, I’m gonna buy a hammam.”

Ralph: “A harem? Why, you can’t buy a hammam.”

Willie: “Oh, yes, I can. I saw a sign on a filling station that said: ‘6 gal.—$1.00.’”

Miss Margie Trout

KIDDIN’ ON THE KEYS

Purely Personal

When KATHRYN PARSONS, “Girl of Yesterday,” left on her vacation last week, she started off in the speedboat that’s named for her. It was a present from Gar Wood, the famous speedman. Miss Parsons commutes by plane from Schuylerville whenever it’s time for a broadcast.

PAUL TREMAINE and his orchestra got a big reception when they played Kansas City last week— Kansas City is Paul’s home town.

JANE FROMAN, NBC blues singer, has degrees from the University of Missouri in both journalism and music.

JUNE PURSELL is rapidly working up a grand tan, riding and swimming in Westchester.

IRMA GLEN, NBC organist, is vacationing in Virginia. She had a piano moved down to the beach so she wouldn’t neglect practicing.

SINGIN’ SAM has returned from a month’s vacation in Indiana.

BRAD REYNOLDS, tenor of the Round Towers Quartet, is on a motor tour to Missouri.

FRAY AND BRAGGOTTI’s piano concert at Newport proved such a success that they are booked for personal appearances at Bar Harbor. They will also make a European tour with Maurice Chevalier and may play at Pal Beach during the tour.

Since PAUL WHITEMAN started his Wednesday morning auditions at the Hotel Biltmore he has heard over 1,000 aspiring vocalists—most of them girls.

DAVE RUBINOFF took a few days off last week and visited his mother in Mt. Clemens, Michigan.

Contract of both GEORGIE PRICE and BENNIE KRUEGER on the Chase and Sanborn Tea Program have been extended to the end of 1952.

The LOMBARDO Orchestra came back to Pavilion Royal two weeks ahead of schedule because of poor business on the road. They’ll be back at the Hotel Roosevelt Grill October 13.

LITTLE JACK NITTLE appeared in vaudeville in Washington, D.C., last week.

KATE SMITH’s grandparents, Mr. and Mrs. B. 1. Earnby of Riverdale, Maryland, are giving their first broadcast the other evening when they come up to watch “The Songbird of the South” in action.

VIRGINIA REA, known as Olive Palmer, recently took her first vacation in five years, spent the entire time in New York City. There were too many things to see that she had missed, to go elsewhere, she said. Her next holiday will take her to Europe... if she ever has another holiday, she adds.

GRACE MOORE plans to sail for Europe before another month is over. One of her proudest possessions is the 350 orange tree grove on her estate at Cannes. She hopes to sample some of the 250 bottles of wine her vineyards there yielded last summer.

ERNO RAPEE gave up a weekly salary paid to exceed $500, to conduct the “Parade of the States” program. Mr. Raape went to Europe to conduct two concerts of the Budapest Philharmonic Orchestra which will yield him less than $10 in American dollars.

BEN ALLEY, vacationing in his home town, Charleston, West Virginia, sang for a half hour in front of the Brownie’s restaurant... by request. His pay was a real turkey dinner which is served only when the Brownie’s is open. The dinner would be considered for a commercial program for this fall.

Wise-cracking Ben Bernie, waive sophisticated, chief gig man, smoker of black cigars, and moving spirit of the Blue Ribbon Malt program, bangs out some ultra-continuity in anticipation of his return to the air on September 13. Ben and all the boys will open at the College Inn in Chicago on that date and the fun will be on! The NBC network will carry his programs.

• REVIEWING RADIO •

By Mike Porter

Along with other exclusive news that I stumbled across this week the most interesting item that the Lucky Strike executives are not entirely satisfied with the speed of their thrice-weekly programs. They have become convinced that the offerings are not maintaining the pace originally set—and so they are changing the master of ceremonies—and sit tight—they are planning, if contract obstacles can be removed, to strugle along without the assistance of Walter Winchell, a thing I am sorry to hear—and I hear it on the best of authority from Chicago.

Imitators on the air are in radio’s most hazardous and also its most interesting position. If their aging is not satisfactory they are immediately branded as cheap imitators. But they are simply repeated if they hit the grade. And sometimes, interesting reactions find their way into the record. There’s the incident that followed George Price’s impersonation of the well-remembered Billy B. Van. In order to add to the strength of the characterization, Price sang, after he had researched for it, Billy’s old song, “Add a Smile and Drop a Tear.” As all will do, Billy listened in on this imitation of himself, and afterwards telephoned to Price, requesting: “Will you please send me the lyrics of that song? It’s been so long since I sang it, I can’t remember the words.”

There’s another anecdote, which concerns the loyal Chicagoans, who was visiting New York. He was of the type that resents any reflections on his own town. He ran across Sid Gary on Broadway, and when they spotted a large crowd at 42nd Street, the visitor wanted to know what it meant.

That crowd is the breadline—the famous New York broadside explained Sid. “The biggest broadside in the world. "A wntors" directed the man from Chi. "Chicago has two breadlines as big as that—one for white bread, and the other for rye.”

Depression note: Gay Lombardo has just turned down $25,000 offered him by Metro-Goldwyn-Mayer, to take part in a film. Another depression note: The Mills Brothers have earned $115,000 in vaudeville between August 1011 and 1932.

And while we’re at it, Ninjaa Sam has become so affluent that during his vacation home in Indiana, he bought the side of his boyhood swimming hole, and will preserve it indefinitely “as is.”

Here’s what you’ll hear the gossips saying, if you wander along Radio Row:

“Amos ‘n Andy will tour this autumn, if they get the outrageous price they’re asking.”—Ted Weems will slightly emble to New York to grab a commercial... Ben Bernie is all set with a 12-week Blue Ribbon Malt, which goes NBC over WEA Septem-ber 13, and continues weekly at 9 p.m... Bing Crosby, who, like Russ Columbo and Art Jarrett, is off the air, has not only lost his microphone spots, but also twenty pounds... Ozzie Nelson will play in Florida this winter... John Royal, who heads the NBC program department, is recovering from a severe case of sunburn, acquired when he took the trip abroad the S. S. Manhattan... Kate Smith has already accepted an advance payment for Paramount Slim, which will be off long... If Eddie Cantor comes back to the air at all, it will be in November... Paul Whiteman may go on the stage this fall in a big show.

Did you know that radio artists are... (Continued on Page 5a)
### Programs For Sunday, August 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 A.M.</td>
<td>CST</td>
<td>WGN</td>
<td>AMUSEMENT GUIDE</td>
</tr>
<tr>
<td>6:00 A.M.</td>
<td>CST</td>
<td>WBBM</td>
<td>Variety Program</td>
</tr>
<tr>
<td>6:30 A.M.</td>
<td>CST</td>
<td>WMAQ</td>
<td>Musical Program</td>
</tr>
<tr>
<td>7:00 A.M.</td>
<td>CST</td>
<td>WGN</td>
<td>Leonard Horowitz, vocalist; with Virginia Arnold</td>
</tr>
<tr>
<td>7:15 A.M.</td>
<td>CST</td>
<td>WGN</td>
<td>Westminster Concert; with Robert Reichenberg; and Anne Obernauer; with Virginia Arnold</td>
</tr>
<tr>
<td>8:00 A.M.</td>
<td>CST</td>
<td>WBBM</td>
<td>Miniature Program with Paul Reynolds, piano; and Anne Obernauer; with Virginia Arnold</td>
</tr>
<tr>
<td>8:15 A.M.</td>
<td>CST</td>
<td>WJJ</td>
<td>Favorite Testimony</td>
</tr>
<tr>
<td>8:30 A.M.</td>
<td>CST</td>
<td>WGN</td>
<td>Symphony Program; with Robert Reichenberg; and Anne Obernauer; with Virginia Arnold</td>
</tr>
<tr>
<td>9:00 A.M.</td>
<td>CST</td>
<td>WBBM</td>
<td>Symphony Program; with Paul Reynolds, piano; and Anne Obernauer; with Virginia Arnold</td>
</tr>
<tr>
<td>9:30 A.M.</td>
<td>CST</td>
<td>WBBM</td>
<td>Symphony Program; with Paul Reynolds, piano; and Anne Obernauer; with Virginia Arnold</td>
</tr>
<tr>
<td>10:00 A.M.</td>
<td>CST</td>
<td>WBBM</td>
<td>Symphony Program; with Paul Reynolds, piano; and Anne Obernauer; with Virginia Arnold</td>
</tr>
<tr>
<td>10:30 A.M.</td>
<td>CST</td>
<td>WBBM</td>
<td>Symphony Program; with Paul Reynolds, piano; and Anne Obernauer; with Virginia Arnold</td>
</tr>
<tr>
<td>11:00 A.M.</td>
<td>CST</td>
<td>WBBM</td>
<td>Symphony Program; with Paul Reynolds, piano; and Anne Obernauer; with Virginia Arnold</td>
</tr>
<tr>
<td>11:30 A.M.</td>
<td>CST</td>
<td>WBBM</td>
<td>Symphony Program; with Paul Reynolds, piano; and Anne Obernauer; with Virginia Arnold</td>
</tr>
</tbody>
</table>

### SPECIALS FOR TODAY

#### SPECIALS FOR LOCAL STATIONS SEE PAGE 4

10:30 a.m. | WGN-CBS | Voice of St. Louis |
6:00 P.M. | WGN-CBS | Four Elton Boys; Novelty Quartet |
7:30 P.M. | WGN-CBS | Lewishon Stadium Concert |
8:15 P.M. | KYW-NBC | National High School Band |
9:30 P.M. | WJCS-CBS | Columbia Dramatic Laboratory |
SPECIALS FOR TODAY
FOR LOG OF STATIONS SEE PAGE 4

11:30 a.m.  WBBM-CBS—Columbia Review; Enmy Deutsch's Orchestra
7:30 p.m.  WMAQ-NBC—Voice of Firestone; Richard Crooks, tenor
7:45 p.m.  WGN-CBS—Gloomchmers; Colonel Stoppard and Buck
8:30 p.m.  WMAQ-NBC—Jack Benny; George Olsen's Orchestra
8:30 p.m.  WENR-NBC—General Motors Program! Special Banquet

WBBM-Fred Beam's Orchestra
WJJD—Kaminski Musical Band
WJY—Kaminski Ensemble
WJY—Interlude
9:00 A.M. (CDST) 10:15 A.M. (CDST)

WBBM—McDade Favorites
WMAQ—Musical Woodchopper
WJJD—Neighborhood Shows
WJJD—The Household Institute (NBC)
WJJD—Morning Melodies
10:15 A.M. (CDST) 9:25 A.M. (CDST)

WBBM—Board of Trade Show
WJJD—Hollywood Marvel Girl
WJY—Kaminski Ensemble
9:25 A.M. (CDST) 9:15 A.M. (CDST)

WBBM—Falla Haynes Household Hints
WMAQ—The Ventures (NBC)
WJJD—Farmer's Club; Roberts Brothers
11:45 A.M. (CDST) 10:45 A.M. (CDST)

WBBM—Lucky Time; Farmers Hour
WGN—Board of Trade Show
WJJD—Hollywood Marvel Girl
WJY—Kaminski Ensemble
8:00 A.M. (CDST) 8:45 A.M. (CDST)

WBBM—Bill Krause, pianist
WMAQ—Musical Woodchopper
WJJD—Miniature Orchestra
WJY—Kaminski Ensemble
12:15 P.M. (CDST) 12:15 P.M. (CDST)

WBBM—Fred Beam's Orcheata
WJJD—Kaminski Musical Band
WJY—Kaminski Ensemble
WJY—Interlude
12:20 P.M. (CDST) 12:20 P.M. (CDST)

WBBM—McDade Favorites
WMAQ—Musical Woodchopper
WJJD—Neighborhood Shows
WJJD—The Household Institute (NBC)
WJJD—Morning Melodies
10:15 A.M. (CDST) 9:25 A.M. (CDST)

WBBM—Board of Trade Show
WJJD—Hollywood Marvel Girl
WJY—Kaminski Ensemble
9:25 A.M. (CDST) 9:15 A.M. (CDST)

WBBM—Falla Haynes Household Hints
WMAQ—The Ventures (NBC)
WJJD—Farmer's Club; Roberts Brothers
11:45 A.M. (CDST) 10:45 A.M. (CDST)

WBBM—Lucky Time; Farmers Hour
WGN—Board of Trade Show
WJJD—Hollywood Marvel Girl
WJY—Kaminski Ensemble
8:00 A.M. (CDST) 8:45 A.M. (CDST)

WBBM—Bill Krause, pianist
WMAQ—Musical Woodchopper
WJJD—Miniature Orchestra
WJY—Kaminski Ensemble
12:15 P.M. (CDST) 12:15 P.M. (CDST)

WBBM—Fred Beam's Orcheata
WJJD—Kaminski Musical Band
WJY—Kaminski Ensemble
WJY—Interlude
12:20 P.M. (CDST) 12:20 P.M. (CDST)

WBBM—McDade Favorites
WMAQ—Musical Woodchopper
WJJD—Neighborhood Shows
WJJD—The Household Institute (NBC)
WJJD—Morning Melodies
10:15 A.M. (CDST) 9:25 A.M. (CDST)

WBBM—Board of Trade Show
WJJD—Hollywood Marvel Girl
WJY—Kaminski Ensemble
9:25 A.M. (CDST) 9:15 A.M. (CDST)

WBBM—Falla Haynes Household Hints
WMAQ—The Ventures (NBC)
WJJD—Farmer's Club; Roberts Brothers
11:45 A.M. (CDST) 10:45 A.M. (CDST)

WBBM—Lucky Time; Farmers Hour
WGN—Board of Trade Show
WJJD—Hollywood Marvel Girl
WJY—Kaminski Ensemble
8:00 A.M. (CDST) 8:45 A.M. (CDST)

WBBM—Bill Krause, pianist
WMAQ—Musical Woodchopper
WJJD—Miniature Orchestra
WJY—Kaminski Ensemble
12:15 P.M. (CDST) 12:15 P.M. (CDST)

WBBM—Fred Beam's Orcheata
WJJD—Kaminski Musical Band
WJY—Kaminski Ensemble
WJY—Interlude
12:20 P.M. (CDST) 12:20 P.M. (CDST)

WBBM—McDade Favorites
WMAQ—Musical Woodchopper
WJJD—Neighborhood Shows
WJJD—The Household Institute (NBC)
WJJD—Morning Melodies
10:15 A.M. (CDST) 9:25 A.M. (CDST)

WBBM—Board of Trade Show
WJJD—Hollywood Marvel Girl
WJY—Kaminski Ensemble
9:25 A.M. (CDST) 9:15 A.M. (CDST)

WBBM—Falla Haynes Household Hints
WMAQ—The Ventures (NBC)
WJJD—Farmer's Club; Roberts Brothers
11:45 A.M. (CDST) 10:45 A.M. (CDST)

WBBM—Lucky Time; Farmers Hour
WGN—Board of Trade Show
WJJD—Hollywood Marvel Girl
WJY—Kaminski Ensemble
8:00 A.M. (CDST) 8:45 A.M. (CDST)

WBBM—Bill Krause, pianist
WMAQ—Musical Woodchopper
WJJD—Miniature Orchestra
WJY—Kaminski Ensemble
12:15 P.M. (CDST) 12:15 P.M. (CDST)
Reveal Character of Mystery Girl

WHO is Norman Brokeshire's Mystery Girl?

Who is the girl whose unassigned letters for two years have begged for love from the great "Mikromaster"?

We cannot tell you, exactly, but we can tell you enough about her to make her recognizable— to someone.

Dr. Lorne A. Milne, probably America's most famous handwriting expert, has examined the Mystery Girl's letters for Radio Guine. He has dissected them, one by one, and here is what he says about Norman Brokeshire's Mystery Girl:

"The writer possesses a quick and energetic disposition. She is always helpful and kind. She will spend any amount of effort in carrying through her plans to their last detail.

"She also has a disposition which is extremely intuitive. She is quick of comprehension and her likes and dislikes are formed on the spur of the moment. Her first impressions usually prove the most trustworthy and the most nearly correct. She is quick to detect the motive underlying words and actions.

"A nature which will resent any criticism or analysis of her opinions is also indicated. She is well satisfied with her judgment in all matters in which she may be interested and she does not care to fortify them with arguments or explanations simply to confirm the skeptical.

"A man which is honest, straightforward and above all conscientious is also shown. This quality often causes her to be frank over trivial matters of propriety and honesty and she is likely to exaggerate the importance of her duty in respect to ful...

Short Wave—DX

Collingwood, N. J.

Dear Sir:

I read every word in "Short Wave-DX" each week, and find it filled with information, and very enjoyable. I have an eight tube Atwater-Kent tube Philco, and have recorded ninety-three stations on the former and 152 on the latter. Recently I have not been DX-ing, or I would have a longer log.

Some of my best catches on my Atwater-Kent are: WAPI—Birmingham, Ala., 1140 kc., WBBN—Chicago, III., 770 kc., WGCC—Minneapolis, Minn., 810 kc., WFAA—Dallas, Texas, 800 kc., WJIB—Kansas City, Mo., 750 kc., WHO—Des Moines, Iowa, 1000 kc.

Could anyone tell me the broadcasting schedules of WAAF, WIBA, WCAC, WCCU, WDCY, WEPS, WGBS, WHIQ, WIBW, WJJO, WLOE WMIB, WJL, WWBB, WSAZ, WTAR, KEXL, KFLY, KEFD, KGER, KGNU, KMPK, KREG, KTM, KWCW, KJZ, CNN RD, CMIA, CMCC and XEA?

I would like to communicate with some other DX'er. If there is one who has the same desire, I would like him to write me sometime.

I will answer, telling all my DX news.

Harry Fleetwood, Jr.

VJ Virginia Ave.

Chicago, Illinois

Dear Editor:

I agree with the many hundreds of Radio Guine readers who want a bigger and better DX column. I think that the majority of the readers buy the Guine just for the DX column. I do, that and the wonderful schedules of programs.

Saw that someone in the DX column a week ago told how the stations in Mexico, had changed the call letters to XEF. Is this so?

Can you tell me how, where and when I can join some DX Club?

Among my best are: WJ WHRM KMBC (KWW, WWL, WCO, WCAJ WXAL, WSSK VEBP, VEGW, XVA.) All verified except WSSK.

Lee H. Beilman

Edgewater Beach Hotel

RADIO POWER PACK CO.

Guaranteed Service and Repair Work

$1.00 Will Call Anywhere, Anytime Phone IRVING 2737

REDUCING TEA

Quick, Safe, Strengthening. Prized by Presidents, Uniformed by American Women, Enriched by English Gentry. Made from the finest tea leaves. 3.5 A.M. to 5 P.M. only, no corner agencies. Send 10c for 32-page catalog. 10c in US stamps. Also free sample package. VEIDON CO., Dept. 10, 84 West St., New York.
Monday Programs (Continued)

WMAR—Organ Program
6:15 P.M. (CST) 5:15 P.M. (CST)

WCAE—Century of Progress talk
6:25 P.M. (CST) 5:25 P.M. (CST)

WGN—Chicago Sports Report
6:30 P.M. (CST) 5:30 P.M. (CST)

WMBI—Beau Brummell
6:35 P.M. (CST) 5:35 P.M. (CST)

WMAQ—Top of the Morning
7:00 A.M. (CST) 6:00 A.M. (CST)

WBBM—Gus Westphal's Orchestra
7:15 A.M. (CST) 6:15 A.M. (CST)

WLS—Unsung Heroes
7:15 A.M. (CST) 6:15 A.M. (CST)

WMAQ—Alfalfa's Menstrual Cycle
8:00 A.M. (CST) 7:00 A.M. (CST)

WBBM—Unsung Hero, Sports Review
8:15 A.M. (CST) 7:15 A.M. (CST)

WLS—Miss Larue's Musical Program
8:45 A.M. (CST) 7:45 A.M. (CST)

WBBM—Ralph Willard's Orchestra
9:15 A.M. (CST) 8:15 A.M. (CST)

WLS—Good Morning
9:30 A.M. (CST) 8:30 A.M. (CST)

WBBM—Earl K. Dwire's Orchestra
10:00 A.M. (CST) 9:00 A.M. (CST)

WLS—Mark Treece's Orchestra
10:45 A.M. (CST) 9:45 A.M. (CST)

WBBM—Earl Dwire's Orchestra
11:00 A.M. (CST) 10:00 A.M. (CST)

WCFL—National Orchestra
11:30 A.M. (CST) 10:30 A.M. (CST)

WBBM—Earl K. Dwire's Orchestra
11:45 A.M. (CST) 10:45 A.M. (CST)

WCFL—Poly rhythms
12:00 (CST) 11:00 (CST)

WBBM—Earl K. Dwire's Orchestra
12:30 P.M. (CST) 11:30 A.M. (CST)

WCFL—Italian Opera
1:00 P.M. (CST) 12:00 P.M. (CST)

WBBM—Earl K. Dwire's Orchestra
1:45 P.M. (CST) 12:45 P.M. (CST)

WCFL—Radio Playhouse
2:00 P.M. (CST) 1:00 P.M. (CST)

WBBM—Earl K. Dwire's Orchestra
2:00 P.M. (CST) 1:00 P.M. (CST)

WCFL—Studio Program
2:30 P.M. (CST) 1:30 P.M. (CST)

WBBM—Earl K. Dwire's Orchestra
3:00 P.M. (CST) 2:00 P.M. (CST)

WCFL—Studio Program
3:45 P.M. (CST) 2:45 P.M. (CST)

WBBM—Earl K. Dwire's Orchestra
4:00 P.M. (CST) 3:00 P.M. (CST)

WCFL—Studio Program
4:30 P.M. (CST) 3:30 P.M. (CST)

WBBM—Earl K. Dwire's Orchestra
5:00 P.M. (CST) 4:00 P.M. (CST)

WCFL—Studio Program
5:30 P.M. (CST) 4:30 P.M. (CST)

WBBM—Earl K. Dwire's Orchestra
6:00 P.M. (CST) 5:00 P.M. (CST)

WCFL—Radio Playhouse
6:15 P.M. (CST) 5:15 P.M. (CST)

WBBM—Earl K. Dwire's Orchestra
7:00 P.M. (CST) 6:00 P.M. (CST)

WCFL—Studio Program
7:45 P.M. (CST) 6:45 P.M. (CST)

WBBM—Earl K. Dwire's Orchestra
8:15 P.M. (CST) 7:15 P.M. (CST)

WCFL—Studio Program
9:00 P.M. (CST) 8:00 P.M. (CST)

WBBM—Earl K. Dwire's Orchestra
9:30 P.M. (CST) 8:30 P.M. (CST)

WCFL—Studio Program
10:00 P.M. (CST) 9:00 P.M. (CST)

WBBM—Earl K. Dwire's Orchestra
10:30 P.M. (CST) 9:30 P.M. (CST)

WCFL—Studio Program
DOROTHY Deere

THE DOCTORS each day keep the Doldrums away! Something was wrong and even my best friends couldn't tell me. I went to bed and when I sat down at the piano and there wasn't any bench, the neighbors were beginning to whisper, "Do you inhale?"...my nameless, now becomes cluttered with requests to pose as a Before-taking...it was like my husband coming to see me that I had trouble waking. His body was so crowded with apples and pears. I'm afraid to have him sleep at night if I can be taught to take good care of his dog and not to neglect it or to lose his temper with it or tease it and if he can be taught to realize that his dog depends on him for exercise and food and for affection and some care and even if he can be taught all this, then the boy is learning his first life-lessons in responsibility and in looking out for the welfare and happiness of those that are foreigners or that are dependent on him.

That lesson can be made to last through the rest of the life. Only if the other, if he is allowed to neglect his dog or to bully him or to be cruel to him or to torment him, then the boy is learning another lifetime habit—the habit of oppressing the weak and of cruelty to those who resist it and of irresponsibility. Some day his wife and children and the world at large may have to suffer for it.

It's up to the lad's parents to watch closely the way he behaves toward his dog, and to make him understand his duty toward the animal.

The boy who treats his dog rightly is pretty certain to learn to treat his fellow humans rightly. Think that over, and you'll see it is true.

A friend of mine complained to me that his small boy smuggles his dog up to his room every night, and has fixed up a mat for it to sleep on, close beside the bed.

My friend said it was silly for the boy to want such a room-mate and that the house would be full of fleas.

I told him that dog-fleas don't infest a house and don't bite humans; and that his wife and children might be none the worse for the companionship of his dog during the long night hour.

I told him that one or another of my big Sunnybrook collies has always slept on a rug beside my bed, every night.

Lad and then Bruce and then Wolf and then Bobby and then Gray Dawn and now Sunnybank Sandstorm—one after another, each of them has been my roommate.

There was glory companionship for me in the company of these dogs in my room. I just think how much more it must mean for a boy.

Perhaps you think a dog costs too much to feed. He doesn't. I knew an old farmer up in Massachusetts many years ago, who had that thrifty idea. His little son had a female collie pup named Scamp that he loved better than anything else in the world.

The farmer said times were hard and that Scamp must go, shot, to save the price of her keep.

The boy didn't say anything when he heard this sentence of death passed on his four-legged chum. But that night he didn't sleep.

His mother went to his room to look for him. She found Scamp tied to the bedpost. On the dog's collar was a note scrawled in pencil. It read:

"Dad: I've gone away. So you won't have to pay for MY food any longer. Won't you please let Scamp stay after, and won't you and mother be nice to her, so she won't miss me? Her keep costs less than mine."

Well, the time was midwinter. The night was bitter cold, and a heavy snow had been going, a snow that looked like it might turn into a blizzard before morning.

None of the family knew which way the wind had been. It occurred to his mother to let Scamp loose and to send her along with the search party.

Scamp got the scent of her little master's tail inside of a minute. And she led the searchers straight through the woods for three miles, to the place where the boy had sunk down freezing and exhausted.

If it hadn't been for Scamp he would have frozen to death.

After that, there was no more talk about getting rid of the gallant dog in order to save food. In fact, they all fed Scamp much more, through gratitude for what she had done, that she became faster than any pig on the farm.
### Tuesday Programs [Continued]

**SPECIALS FOR TODAY**

**FOR LOG OF LOCAL STATIONS SEE PAGE 4**

**3:30 p.m.**

WGMB—Thorp Academy for Boys

WGMB—Trio in Harmony

WGN—Holling's Singing Lady

WGN—Canteen Service

WGN—Boy's Guide

WGN—Radio Philharmonic

WGN—Orch. of the World

**3:30 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**3:45 p.m.**

WGN—Little Jocks, vocal and piano

WGN—Evel and Ramirez

WGN—Holling's Singing Lady

**4:00 p.m.**

WGMB—Jewel in the Crown

WGMB—Lawrence Boys

WGMB—Orch. of the World

WGN—Holling's Singing Lady

WGN—Radio Komfort Orchestra

WGN—Boy's Guide

WGN—Radio Philharmonic

WGN—Orch. of the World

**4:15 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**4:30 p.m.**

WGMB—Jewel in the Crown

WGMB—Lawrence Boys

WGMB—Orch. of the World

WGN—Holling's Singing Lady

WGN—Radio Komfort Orchestra

WGN—Boy's Guide

WGN—Radio Philharmonic

WGN—Orch. of the World

**4:45 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**5:00 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**5:15 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**5:30 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**5:45 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**6:00 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**6:15 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**6:30 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**6:45 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**7:00 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**7:15 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**7:30 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**7:45 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**8:00 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**8:15 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**8:30 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**9:00 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**9:15 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**9:30 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**9:45 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**10:00 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**10:15 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man

**10:30 p.m.**

WGN—Radio Komfort Orchestra

WGN—Children's Hour

WGN—Johnnie Yan, the Melody Man
Good as He's Painted

This is how Bernadine Flynn, dramatic actress, spends her time between broadcasts from the NBC studios in Chicago. Here she is on the roof of the Merchandise Mart Building sketching the announcer, Jean Paul King, who stands nearby but became camera shy when the photographer suggested a picture. Bernadine and Jean Paul spent much of their time this way. You ask them why.

Programs For Wednesday, August 24

6:00 A.M. (CDST) 5:00 A.M. (CST)
WLS-WLS Smile A While Time
6:20 A.M. (CDST) 5:20 A.M. (CST)
WLS-Weather Report
6:25 A.M. (CDST) 5:25 A.M. (CST)
WLS-Fruit and Vegetable Produce Report
6:30 A.M. (CDST) 5:30 A.M. (CST)
WIBO-Uncle John's Family
6:35 A.M. (CDST) 5:35 A.M. (CST)
WIBO- Uncle John and his Family
WIBO-Farm Information
6:55 A.M. (CDST) 5:55 A.M. (CST)
WBBM-Farm Time
7:00 A.M. (CDST) 6:00 A.M. (CST)
WMAQ-Time for America
WCLF-Morning Shuffle
KYW-Marshall Field & Co.'s Musical Clock
WLS-Mot and Golly the Neville Boys
WJJD-Farmer Rick's Top o' the Morning
WAFF-Farm Folks Hour
WCMP-Morning Breakfast
WMER-Morning Worship Period
7:15 A.M. (CDST) 6:15 A.M. (CST)
WLS-Farm Bulletin Board; A.C. Page
7:30 A.M. (CDST) 6:30 A.M. (CST)
WMAQ-Morning Worship
WCLF-Church Women's Spiritual Talk and music, NBC
WLS-Ruley's TubaTone
WCBL-Church Women's Clubs of Illnois
WIBO-Organ Melodies
WJJD-Healthy and Lively Time, Art Linkletter
WGN-Weather and Time Service
7:45 A.M. (CDST) 6:45 A.M. (CST)
WBBM-Musical Time for Newcomers
WMAQ-John Forgety, tenor (NBC)
8:00 A.M. (CDST) 7:00 A.M. (CST)
WMAQ-Morning News Club
WGEF-Indian Melodies
WLS-Halloway Special with Jack Holden and Spivakoff
WCLF-WCLF's Athletic Association
WAAF-Breakfast Express
WIBO-Songs
8:15 A.M. (CDST) 7:15 A.M. (CST)
WGN-Melody Magic, CBS
WMAQ-Origin of the Morning (NBC)
WCLF-Time Parade
WLS-Stealaway Bullet
8:30 A.M. (CDST) 7:30 A.M. (CST)
WGN-Len Salvo's Mail Box
WCLF-Vir and Sally; the Neville Boys
WMAQ-Musical Bridge Pigeon
WIBO-Musical Varieties
WBBM-Modern Living
WIBO-Trioptique
8:35 A.M. (CDST) 7:35 A.M. (CST)
WLS-The Producers Market Reporter
8:45 A.M. (CDST) 7:45 A.M. (CST)
WMAQ-2:45 A.M. (CST)
WGN-From an Organizer's Album
WCLF-Ralph McLaughlin, organ concert
WIBO-Dinner Music
9:00 A.M. (CDST) 8:00 A.M. (CST)
WGN-Charlie Whiter's Gym of the Air
WBBM-Hartley Organs
KYW-Nothul But the Truth (NBC)
WIBO-Through Lighted Windows (NBC)
WIBO-Novelties
WGN-Kelly, Lotta V. Eni; the Sugar Girls (NBC)
WAAF-Food Economist, Margaret Door
WBBM-Catherine Mackenzie (CBS)
WGEF-Church Women's Clubs
WIBO-Waltz Time
9:20 A.M. (CDST) 8:20 A.M. (CST)
WLS-Evening Pals Reporter
9:30 A.M. (CDST) 8:30 A.M. (CST)
WMAQ-Day's Daily Facts, College Goodby, NBC
WGN-WGN-Sing and Sweep
WCLF-Dietician
WIBO-Church Women's Club
WBBM-Buchanan's Beauty Chat
WCLF-Health and Safety
WIBO-Songs Program
WGN-Board of Trade Report
WBSB-Cumberland Ridge Runners
9:45 A.M. (CDST) 8:45 A.M. (CST)
WGN-Carl Heflebower and Friends, NBC
WGEF-Music Makers' Quartet Hour
WIBO-Board of Trade Report
WBBM-The Four Cajunmen, male quartet
WGN-Musicians of the Air
WLS-John Brown, pianist
KYW-Carly Cooker (NBC)
9:50 A.M. (CDST) 8:50 A.M. (CST)
WGN-Outer Constables (NBC)
10:00 A.M. (CDST) 9:00 A.M. (CST)
WGN-Outside City Limit Poster
WMAQ-Columbia Choir
WCLF-Music of the Air
WIBO-A Days Early Birthday Chat
WJJD-Courier Journal
WJLD-Organist
WJLW-Grand Channel
WMAQ-Organist
WGN-Three Contraltos
WBCW-Sing and Sweep
WGN-Board of Trade Report
10:30 A.M. (CDST) 9:30 A.M. (CST)
WMAQ-Board of Trade Report
WGN-Weather
WCLF-Music of the Air
WIBO-Board of Trade Report
WJLD-Joyful and Lively Time, Art Linkletter
WMAQ-Board of Trade Report
10:45 A.M. (CDST) 9:45 A.M. (CST)
WGN-Weather
WCLF-Morning Shuffle
WIBO-Board of Trade Report
11:00 A.M. (CDST) 10:00 A.M. (CST)
WMAQ-Board of Trade Report
WGN-Weather
WCLF-Morning Shuffles
WIBO-Board of Trade Report
11:15 A.M. (CDST) 10:15 A.M. (CST)
WMAQ-Board of Trade Report
WGN-Weather
WCLF-Morning Shuffles
WIBO-Board of Trade Report
11:30 A.M. (CDST) 10:30 A.M. (CST)
WMAQ-Board of Trade Report
WGN-Weather
WCLF-Morning Shuffles
WIBO-Board of Trade Report
12:00 Noon (CDST) 11:00 A.M. (CST)
WMAQ-Board of Trade Report
WGN-Weather
WCLF-Morning Shuffles
WIBO-Board of Trade Report
12:30 P.M. (CDST) 11:30 A.M. (CST)
WMAQ-Board of Trade Report
WGN-Weather
WCLF-Morning Shuffles
WIBO-Board of Trade Report

www.americanradiohistory.com
FAME FOR A SONG—

Repitition of current song releases may become obnoxious after a week, but it is wise to note that most of radio’s biggest songshots have attained their fame for a song—a particular one. The youth who seeks an fortune in show, if experience is a teacher, suppress his versatility and wearie on one sure-fire number as a trade-mark until it and he have become famous.

In the case of every entertainer in Paramount’s “The Big Broadcast,” soon to be released, one song has turned the trick.

Witness Bing Crosby’s “I Surrender Dear” which he sang from one to four times every night for eight months, and still does. “Shout, Sister, Shout” did for the Boswell Sisters, and who doesn’t know Kate Smith’s insepable theme? Cab Calloway let “Min- nie, the Moocher” lift him; the Mills Brothers rose on “Tiger Rose,” and Arthur Street Singer (Street Singer) Tracy trilled the two and a half octave range of “Marta” until he was headlined.

But first be sure you have the permission of the copyright owner.

Was Willie Nelson explaining the recent victory of the Charlie Apgar sluggers over the nine of the music publishers, went a psalm. Said he, “You note that we didn’t let any orchestra trim us, don’t you?”

EVOLUTION OF A FIG LEAF—

At the point of a hot iron, Sobel, one of the more popular and professional tailors, answered my quiz with regard to the kind of clothes best beloved by the great ones of radio for whom he has taken stitches. Paul Whiteman, he said, likes nice conservative lines and has no favorite color. Wayne King prefers conservative English style tans and grays with pleats where his sleeves join the back so as to take off the iron waving room. Bennie Meroff wants his styles smart and pants loose so that he can jump around in them; Larry Simms, the tall, slim Penn- zoler, wants conservative blues and grays, and Olen and Johnson will take anything. It is a wonder, however, that Ted Wynn wears anything, for another tailor confides that this band leader never keeps his ap- pointments for fittings.

THE ES HAVE IT—

Irene Wicker wasn’t always misseled with the double vowel in the second syllable of her first handle. Being a superstitious person and going in for Mahraj luck and beauty charms, Halloween (KVKV) Martin’s palmist and Evangeline Adams’ astrology, Irene (note the single e) decided to engage a numerologist before embarking on her professional career.

“Eleven,” admonished the number seer, “you’ve the wrong count. Your name should have another letter in it!”

So the pair of them changed the extra vowel. Everything went swell. The newly dubbed Irene made the grade in many radio dramas.

But editors don’t like her. It seems that they have to make several trips daily to the composing room to convince proof-readers that it is IRENE, not Irene. And to “leave the extra e in her name.”

PASSING THE BUCK—

That was a laugh, that local remote control operator who borrowed a back from his announcing pal and bound himself to a roulette wheel. Quite unconscious of what he was doing, the operator blindly planked the dollar on number thirteen. It came in. Moreover, in the next few hours he amassed several hundred dollars mostly on the hoodoo number. Then his luck changed. His minded budly tried to lure him away from the table while he was still eighty dollars ahead. “Don’t lose anything,” the announcer ad- vised. “Remember my dollar. Crached the operator who by now was quite full of gingerale. ‘What dollar?’

INSIDE PICKUPS—

Two bands now playing Chicago and featuring women vocalists are beginning to wish their bands were all-male ones once. Kathleen Burke, picked by a local, movie ex-

PLUMS AND PRUNES

by Evans E. Plummer

hibitor as champ “Panther Woman,” was doing drama bits over the air last year.

Harold Van Horne, NBC-Whq announcer, and Ira are having piano trouble. Both hope to practice about four hours a day, but their landlords no like, so they’ve moved twice in the past eight months.

Patricia (“Gwen” of Myrth and Marge) Maners will double as a society gal when the chorine show in CBSA again August 29th . . . Standard Oil of Indiana getting ready to use two series of transcriptions. Bob White’s “Bricktown Frolic” and "Oh, Miss Miranda”

Tom Shirley, ex-WBBM, is new NBC an- nouncer after one of the older and more popular ones overlept a show . . . Local CBS operators babying in a big way Lucille Fischer working with Harry Lawrence on one of the biggest air program ideas to date.

Armour show wobbly and looking for something new . . . Alice Joy singing, WFTAM for an Ohio chain grocer . . . Best Johnson returning home from her vacation to find her daughter June, 3, had cut her own hair—and how! "Societary浣shing" will NBC three times weekly for Fsima, September 21st. Westclox Dream Dramas back on NBC September 29th . . .

PLUMS AND PRUNES—

A plum for Pierre Andre’s smooth, yet masculine, voice, and his observation that Rin Tin Tin’s death makes Tom Corwine, the Rin Tin Tin back Mincies, a ghost voice. . . and another big plum to Belle Forbes Curray for her splendid comeback, not forgetting the helpful guidance of her husband Neumiller.

A full basket of plums to good old Myrth and Marge and their return to air waves August 29th . . . and many sour, wrinkled plums to the studio parasites and soreheads who didn’t want to see Myrth achieve success and didn’t help her either.

Let’s hope Gene Austin gets his plum soon in the form of a sponsor, but as for “The Struggle Family” of KWW, be it suggested that they take one prune each and give up the struggle. Another plum for those who wrote “The Night When Love Was Born.” “A Shanty in Shanty Town” and “It Was So Beautiful.” A final, sweet one for CBS announcing Harrie Cruise, whose vocalizing this scribblor predicts is going to make his fame and fortune on the air.

A prima donna spends a day at home—and this is what happens! Ruth Lyon may be one of the most popular songstress heard on NBC networks, but she’s just a lulu in the kitchen. Besides her regular programs, Ruth is going to replace Jane fromon Sunday on the locket program while Jane goes vacationing.

MAKE A RECORD OF YOUR VOICE—

Our recordings for forever mean any station on the market today. Ask Myrth and Marge, Elsie and Fannie Cavanaugh, Lawrence Salsen, awful sherry, Howard Houser, Miss M Starz, Yvett Tychne, and other radio stars. Our prices are reasonable and our quality unexcelled. Auditions are free.

United States Sound & Recording Company at 4750 Sheridan Road—Te., Edgewater 4627

A GLORIOUS VACATION in WISCONSIN at PREMIER PLAYGROUND as low as $28 with book ROOMS and HEAT SPECIAL WEEK-END RATE $15.00 for DOUBLE LOG CABIN 15% PER WEEK MODERN HOTEL—SWIMMING—RIDING—DAMING

DINING—DANCING

Every night—NO COVER CHARGE EXCELLENT CUISINE—UNUSUAL SERVICE WENDER VEHICLES—LUXURY SERVICE

VENUE LARK—WISCONSIN

400 w. clinton & chicago, wab. 0992

The Schoenwald Corp.

(Phone Engraving is for Advertising)

Engraving Service

Complete overnight execution of engraving jobs is the service Schoenwald renders the advertiser whose plates MUST be ready “with the rising sun.” Here, waiting your command, is a corps of expert craftsmen trained for efficiency of production without the minutest loss of quality or detail.

You’ll like every part of Schoenwald service... from the moment your "phone brings our speedy messenger, till you see the per- fect reproduction of your copy.
### Wednesday Programs (Continued)

#### TENDER TENOR
Not only handsome, but talented, Cyril Fitz, Jr., has been a part of the broadcasts of the Commodores quartet heard regularly over NBC networks. Cyril is also featured on NBC commercials originating in the Chicago NBC studios, including the Carnegie program heard on Mondays at 7 p.m. over an NBC network. Local outlet WLS.

#### SPECIALS FOR TODAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30 p.m.</td>
<td>KTW-NBC</td>
<td>Nat'l Farm and Home Hour; talks and music</td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>KTW-NBC</td>
<td>American Taxpayers' League; talks</td>
</tr>
<tr>
<td>8:00 p.m.</td>
<td>WENR-NBC</td>
<td>WENR-NBC Motiliob; Gladys Rice, soprano</td>
</tr>
<tr>
<td>9:25 p.m.</td>
<td>WGN-Great Orchestra</td>
<td></td>
</tr>
<tr>
<td>7:45 p.m.</td>
<td>WGN-Hamilton's Orchestra</td>
<td></td>
</tr>
<tr>
<td>8:00 p.m.</td>
<td>WGN-NBC</td>
<td>WGN-NBC-Musical Program; Gladys Rice, soprano</td>
</tr>
<tr>
<td>9:15 p.m.</td>
<td>WGN-Adventures in Health</td>
<td></td>
</tr>
</tbody>
</table>

#### AMUSEMENT GUIDE
For Log of Local Stations See Page 4

- **2:15 P.M.** | **Kansas City Star** |
- **2:30 P.M.** | **Kansas City Star** |
- **3:00 P.M.** | **Kansas City Star** |
- **3:30 P.M.** | **Kansas City Star** |
- **4:00 P.M.** | **Kansas City Star** |
- **4:30 P.M.** | **Kansas City Star** |
- **5:00 P.M.** | **Kansas City Star** |
- **5:30 P.M.** | **Kansas City Star** |
- **6:00 P.M.** | **Kansas City Star** |
- **6:45 P.M.** | **Kansas City Star** |
- **7:00 P.M.** | **Kansas City Star** |
- **7:15 P.M.** | **Kansas City Star** |
- **7:30 P.M.** | **Kansas City Star** |
- **7:45 P.M.** | **Kansas City Star** |
- **8:00 P.M.** | **Kansas City Star** |
- **8:15 P.M.** | **Kansas City Star** |
- **8:25 P.M.** | **Kansas City Star** |
- **8:45 P.M.** | **Kansas City Star** |
- **9:00 P.M.** | **Kansas City Star** |
- **9:15 P.M.** | **Kansas City Star** |
- **9:45 P.M.** | **Kansas City Star** |
- **10:00 P.M.** | **Kansas City Star** |
- **10:15 P.M.** | **Kansas City Star** |
- **10:45 P.M.** | **Kansas City Star** |
- **11:00 P.M.** | **Kansas City Star** |
- **11:30 P.M.** | **Kansas City Star** |
- **11:45 P.M.** | **Kansas City Star** |
- **12:00 A.M.** | **Kansas City Star** |
- **12:30 A.M.** | **Kansas City Star** |

#### RADIO AND AMUSEMENT GUIDE

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:40 P.M.</td>
<td>CBHD</td>
<td>1:40 P.M. (CST)</td>
</tr>
<tr>
<td>2:45 P.M.</td>
<td>CBHD</td>
<td>1:45 P.M. (CST)</td>
</tr>
<tr>
<td>3:30 P.M.</td>
<td>CBHD</td>
<td>2:30 P.M. (CST)</td>
</tr>
<tr>
<td>4:15 P.M.</td>
<td>CBHD</td>
<td>3:15 P.M. (CST)</td>
</tr>
<tr>
<td>4:30 P.M.</td>
<td>CBHD</td>
<td>3:30 P.M. (CST)</td>
</tr>
<tr>
<td>5:00 P.M.</td>
<td>CBHD</td>
<td>4:00 P.M. (CST)</td>
</tr>
<tr>
<td>5:15 P.M.</td>
<td>CBHD</td>
<td>4:15 P.M. (CST)</td>
</tr>
<tr>
<td>5:30 P.M.</td>
<td>CBHD</td>
<td>4:30 P.M. (CST)</td>
</tr>
<tr>
<td>6:15 P.M.</td>
<td>CBHD</td>
<td>5:15 P.M. (CST)</td>
</tr>
<tr>
<td>6:30 P.M.</td>
<td>CBHD</td>
<td>5:30 P.M. (CST)</td>
</tr>
<tr>
<td>7:00 P.M.</td>
<td>CBHD</td>
<td>6:00 P.M. (CST)</td>
</tr>
<tr>
<td>7:20 P.M.</td>
<td>CBHD</td>
<td>6:20 P.M. (CST)</td>
</tr>
<tr>
<td>7:40 P.M.</td>
<td>CBHD</td>
<td>6:40 P.M. (CST)</td>
</tr>
<tr>
<td>8:00 P.M.</td>
<td>CBHD</td>
<td>7:00 P.M. (CST)</td>
</tr>
<tr>
<td>8:10 P.M.</td>
<td>CBHD</td>
<td>7:10 P.M. (CST)</td>
</tr>
<tr>
<td>8:30 P.M.</td>
<td>CBHD</td>
<td>7:30 P.M. (CST)</td>
</tr>
<tr>
<td>8:40 P.M.</td>
<td>CBHD</td>
<td>7:40 P.M. (CST)</td>
</tr>
<tr>
<td>9:00 P.M.</td>
<td>CBHD</td>
<td>8:00 P.M. (CST)</td>
</tr>
<tr>
<td>9:10 P.M.</td>
<td>CBHD</td>
<td>8:10 P.M. (CST)</td>
</tr>
<tr>
<td>9:20 P.M.</td>
<td>CBHD</td>
<td>8:20 P.M. (CST)</td>
</tr>
<tr>
<td>9:25 P.M.</td>
<td>CBHD</td>
<td>8:25 P.M. (CST)</td>
</tr>
<tr>
<td>9:45 P.M.</td>
<td>CBHD</td>
<td>8:45 P.M. (CST)</td>
</tr>
<tr>
<td>10:00 P.M.</td>
<td>CBHD</td>
<td>9:00 P.M. (CST)</td>
</tr>
<tr>
<td>10:10 P.M.</td>
<td>CBHD</td>
<td>9:10 P.M. (CST)</td>
</tr>
<tr>
<td>10:30 P.M.</td>
<td>CBHD</td>
<td>9:30 P.M. (CST)</td>
</tr>
<tr>
<td>10:45 P.M.</td>
<td>CBHD</td>
<td>9:45 P.M. (CST)</td>
</tr>
<tr>
<td>11:00 P.M.</td>
<td>CBHD</td>
<td>10:00 P.M. (CST)</td>
</tr>
<tr>
<td>11:15 P.M.</td>
<td>CBHD</td>
<td>10:15 P.M. (CST)</td>
</tr>
<tr>
<td>11:30 P.M.</td>
<td>CBHD</td>
<td>10:30 P.M. (CST)</td>
</tr>
<tr>
<td>11:45 P.M.</td>
<td>CBHD</td>
<td>10:45 P.M. (CST)</td>
</tr>
<tr>
<td>12:00 A.M.</td>
<td>CBHD</td>
<td>11:00 P.M. (CST)</td>
</tr>
<tr>
<td>12:15 A.M.</td>
<td>CBHD</td>
<td>11:15 P.M. (CST)</td>
</tr>
<tr>
<td>12:30 A.M.</td>
<td>CBHD</td>
<td>11:30 P.M. (CST)</td>
</tr>
</tbody>
</table>
AIR THIS PROFILE!

What, not a stage star? Not in the movies! No, she’s a budding radio star—and isn’t it a shame that you can’t put a profile on her! Her name is Lollie Pelton and she heard every night over an NBC network sing! Torch diva from the Chateau Club in Milwaukee. Night’s she’s not on the air, she sings anyway, which is a break for Milwaukee.

6:00 A.M. (CDST) 5:00 A.M. (CST)
WLS-WLS Smile A White Time

6:20 A.M. (CDST) 5:20 A.M. (CST)
WLS—Weather report

6:35 A.M. (CDST) 5:35 A.M. (CST)
WLS-rr and Vegetable Producers Report 6:30 A.M. (CDST) 5:30 A.M. (CST)
WIBO—Uncle John and his Family
WLS-WLS Family Circle; variety artists

6:45 A.M. (CDST) 5:45 A.M. (CST)
WBBM—Farm Information

6:55 A.M. (CDST) 5:55 A.M. (CST)
WBBM—Musical Time Saver

7:00 A.M. (CDST) 6:00 A.M. (CST)
WMAQ—Jane Marlowe

7:05 A.M. (CDST) 6:05 A.M. (CST)
WIBO—Weather and Time Service
WJJ—Happy Go Lucky Time, Art Linch

7:45 A.M. (CDST) 6:45 A.M. (CST)
WBBM—Japanese Flashes
WMAG—John Furguson, tenor (NBC)

8:00 A.M. (CDST) 7:00 A.M. (CST)
WBBM—Breakfast Express
WIBO—Special

8:30 A.M. (CDST) 7:30 A.M. (CST)
WSBC—Special with Jack Holden and Spare- time Orch.

WGN—Kidder’s Airplane Club
WIBO—Specials

8:35 A.M. (CDST) 7:35 A.M. (CST)
WLS—The Produce Market Report

8:45 A.M. (CDST) 7:45 A.M. (CST)
WLS—Helpful Tomato, organist
WBBM—Brad and Al

WMAQ—D’Arquer of Paris (NBC)

9:00 A.M. (CDST) 8:00 A.M. (CST)
WGN—Charlie Whitley’s Gym of the Air
WCLF—German Entertainment
WBBM—Melody Parade

WIBO—Novelties
WLS—South Tower Topless—Ann and Sue
WGS—Through Lighted Windows (NBC)
WAFT—Sing and Swing
KVBM—Weed Melodies (NBC)
WGES—Organland

9:15 A.M. (CDST) 8:15 A.M. (CST)
WCLF—Hammer Saitman, solo
WCLF—Mr. Greek’s Melodies (NBC)

9:25 A.M. (CDST) 8:25 A.M. (CST)
WLS—Live Stock Receipts and Flap Flap

9:30 A.M. (CDST) 8:30 A.M. (CST)
WCLF—Highlights of Music
WCLF—Our Daily Food; Called Goodbye, NBC
WGN—Board of Trade Reports
KVBM—The Three Orphans (NRC)
WCLF—Hammond’s Beauty Chat
WLS—High Crave; Smokey Mountain Boy
WBO—Song Program
WBO—Sing and Swing; Live Stock Market
9:35 A.M. (CDST) 8:35 A.M. (CST)
WCLF—Carl Hove, piano

9:45 A.M. (CDST) 8:45 A.M. (CST)
WGN—Scullery Girls; Factory Workers (Radio and Amusement Guide)

10:00 A.M. (CDST) 9:00 A.M. (CST)
WIBO—St. John (NBC)

10:15 A.M. (CDST) 9:15 A.M. (CST)
WIBO—Missy Ellen; WBG—Chuck rar; WCLF—Arthur Rogers

10:30 A.M. (CDST) 9:30 A.M. (CST)
WIBO—Missy’s Boys; WBG—Chuck rar; WCLF—Arthur Rogers

10:45 A.M. (CDST) 9:45 A.M. (CST)
WIBO—Missy’s Boys; WBG—Missy’s Boys

11:00 A.M. (CDST) 10:00 A.M. (CST)
WIBO—Mrs. Grace Miller; WBG—Missy Miller

11:15 A.M. (CDST) 10:15 A.M. (CST)
WIBO—On Wings of Song (NBC)
WGN—Petr Busk in person; imperfections. NBC
WIBO—Bridge Class of the Air
WGN—The Family Favorites
WBBM—Virginia Clarke, Jean and Charlie
WBBM—Inaugural of NBC Chicago
WGBS—Curtain Call

11:30 A.M. (CDST) 10:30 A.M. (CST)
WBBM—Home Service
WIBO—Organ Interlude (NBC)
WBBM—Long Young Mothers Club

11:45 A.M. (CDST) 10:45 A.M. (CST)
WCLF—Josephine Diversified musical program
WCLF—Eddie Fleck at the organ
WBBM—Elena Garrett, piano symphonies

WIBO—Organ Program
WBBM—Gian Carbone

12:00 P.M. (CDST) 11:00 A.M. (CST)
WLS—Ward Kneale; WBG—A. A. Horace; WCLF—Howard Roberts
WGG—Band Concert

12:15 P.M. (CDST) 11:15 A.M. (CST)
WIBO—Helen Runge and John Lair in Sketch
WBBM—Local Markets
WIBO—Broadcast Reports

12:20 P.M. (CDST) 11:20 A.M. (CST)
WIBO—Tone Flashes

12:30 P.M. (CDST) 11:30 A.M. (CST)
WIBO—Punch, card to
WBBM—Board of Trade
WIBO—Reading Room

12:45 P.M. (CDST) 11:45 A.M. (CST)
WIBO—Daily Times News Flashes

12:50 P.M. (CDST) 11:50 A.M. (CST)
WIBO—College; WBG—College; WCLF—College

1:00 P.M. (CDST) 12:00 P.M. (CST)
WIBO—Panic Button
WBBM—Joyland Girls; WBG—Joyland Girls; WCLF—Joyland Girls

1:15 P.M. (CDST) 12:15 P.M. (CST)
WIBO—Dance Band; WBG—Dance Band; WCLF—Dance Band

1:30 P.M. (CDST) 12:30 P.M. (CST)
WIBO—Legal; WBG—Legal; WCLF—Legal

1:45 P.M. (CDST) 12:45 P.M. (CST)
WIBO—Radio Market; WBG—Radio Market; WCLF—Radio Market

2:00 P.M. (CDST) 1:00 P.M. (CST)
WIBO—Dr. Bubba; WBG—Dr. Bubba; WCLF—Dr. Bubba

2:15 P.M. (CDST) 1:15 P.M. (CST)
WIBO—WLS—Market; WBG—WLS—Market; WCLF—WLS—Market

2:30 P.M. (CDST) 1:30 P.M. (CST)
WIBO—Press Flashes; WBG—Press Flashes; WCLF—Press Flashes

2:45 P.M. (CDST) 1:45 P.M. (CST)
WIBO—Local News; WBG—Local News; WCLF—Local News

3:00 P.M. (CDST) 2:00 P.M. (CST)
WIBO—Circus; WBG—Circus; WCLF—Circus

3:15 P.M. (CDST) 2:15 P.M. (CST)
WIBO—Wild West; WBG—Wild West; WCLF—Wild West

3:30 P.M. (CDST) 2:30 P.M. (CST)
WIBO—Saloon Boys; WBG—Saloon Boys; WCLF—Saloon Boys

3:45 P.M. (CDST) 2:45 P.M. (CST)
WIBO—Saloon Girls; WBG—Saloon Girls; WCLF—Saloon Girls

Back to Nature

Billy Jones and Ernie Hare, The Best Foods Boys, were recently faced with the necessity of posing for a vacation picture in a hurry. They dashed off to New York’s Central Park, and had themselves photographed fishing in the lake. They thought the picture had turned out all right, until a friend approached them and said he’d noticed they’d been away.

“Yes,” said Ernie. “It’s great to get up in the Adirondacks, if only for a short time.”

“He must be,” the friend replied, “for they’re certainly putting up tall buildings in the Adirondacks lately.”

The photograph had a skyscraper in the background.

RADIO AND AMUSEMENT GUIDE
Page 13

Programs For Thursday, August 25

SPECIALS FOR THE LOCAL STATIONS

FOR LOG OF LOCAL STATIONS SEE PAGE 4

Back to Nature

Billy Jones and Ernie Hare, The Best Foods Boys, were recently faced with the necessity of posing for a vacation picture in a hurry. They dashed off to New York’s Central Park, and had themselves photographed fishing in the lake. They thought the picture had turned out all right, until a friend approached them and said he’d noticed they’d been away.

“Yes,” said Ernie. “It’s great to get up in the Adirondacks, if only for a short time.”

“He must be,” the friend replied, “for they’re certainly putting up tall buildings in the Adirondacks lately.”

The photograph had a skyscraper in the background.

RADIO AND AMUSEMENT GUIDE
Page 13

Programs For Thursday, August 25

SPECIALS FOR THE LOCAL STATIONS

FOR LOG OF LOCAL STATIONS SEE PAGE 4

Back to Nature

Billy Jones and Ernie Hare, The Best Foods Boys, were recently faced with the necessity of posing for a vacation picture in a hurry. They dashed off to New York’s Central Park, and had themselves photographed fishing in the lake. They thought the picture had turned out all right, until a friend approached them and said he’d noticed they’d been away.

“Yes,” said Ernie. “It’s great to get up in the Adirondacks, if only for a short time.”

“He must be,” the friend replied, “for they’re certainly putting up tall buildings in the Adirondacks lately.”

The photograph had a skyscraper in the background.
Hint Valle as Radio’s Will Hays

(Continued from Page One)

hard as when his Connecticut Yankees were

So he believes that, just as Lindbergh be-

Walle is now studying law under Dean

Valle as Radio’s Will Hays

(Continued from Page One)

The camera caught Paul off his guard this time. Here he is in a characteristic pose,

Best radio that any man who has been in

The camera caught Paul off his guard this time. Here he is in a characteristic pose,

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and

We’re All Berned Up!

Dear Sir:

I have been a reader of your marvelous paper for the last ten editions. My only

and
Give Him Time
Phillips H. Lord will own an ocean liner yet! The young man who broadcasts "The Country Doctor" series over an NBC network five times a week, already owns a 60-foot fishing yacht—and now he is heering for a 160-foot, three-masted Gloucester fishing schooner, big enough to go anywhere in the world.

12:00 Noon (CDST) 11:00 A.M. (CST)
WAF—Bud and Earl's Big Band
WAF—Bill Bailey's Boogie Band
WAF—Meditations on Spaces (CBS)
WAF—The Three Stooges, sketch
WAF—(Continued)

SPECIALS FOR TODAY
FOR LOG OF LOCAL STATIONS SEE PAGE 4

1:30 P.M. WMAQ-NBC—Opening Ceremonies of Canadian Hall Exhibitions

2:00 P.M. KYW—NBC City Service Concert; Cavaliers and Countess Album

2:30 P.M. WMAQ—NBC—Opening Ceremonies of Canadian Hall Exhibitions

3:00 P.M. WMAQ—NBC—Symphony, Drama, and Dance

4:00 P.M. WMAQ—NBC—Symphony, Drama, and Dance

5:00 P.M. WMAQ—NBC—Symphony, Drama, and Dance

6:30 P.M. WMAQ—NBC—Symphony, Drama, and Dance

7:00 P.M. WMAQ—NBC—Symphony, Drama, and Dance

8:30 P.M. WMAQ—NBC—Symphony, Drama, and Dance

9:00 P.M. WMAQ—NBC—Symphony, Drama, and Dance
Programs For Saturday, August 27

6:00 A.M. (CDST) 7:00 A.M. (CDST) 8:00 A.M. (CDST) 9:00 A.M. (CDST) 10:00 A.M. (CDST) 11:00 A.M. (CDST) 12:00 P.M. (CDST) 1:00 P.M. (CDST) 2:00 P.M. (CDST) 3:00 P.M. (CDST) 4:00 P.M. (CDST) 5:00 P.M. (CDST) 6:00 P.M. (CDST) 7:00 P.M. (CDST) 8:00 P.M. (CDST) 9:00 P.M. (CDST) 10:00 P.M. (CDST) 11:00 P.M. (CDST) 12:00 A.M. (CDST) 1:00 A.M. (CDST) 2:00 A.M. (CDST) 3:00 A.M. (CDST) 4:00 A.M. (CDST) 5:00 A.M. (CDST) 6:00 A.M. (CDST)
Heywood Broun
Now Radio Star

Heywood Broun, noted author, columnist, painter, actor and politician, surprised the radio world by signing on the dotted line with the G.E. Daily Circle program. He is the first prominent journalist to become a regular announcer.

Heywood Broun is being heard daily five days a week as a news commentator, and he intersperses his programs with his own comments which have made him famous as one of the best known columnists and masters of ceremony in America.

Starting as a reporter in Brooklyn in 1888, Mr. Broun has served on the editorial staffs of many of the country's leading newspapers. He was a staff writer for the New York World Telegram, where his column still appears. In between he has found time to write several books, to produce a revue which lasted on Broadway for a season, to run for Congress, to give a one man show of his paintings and to be heard up and down the land as toastmaster and lecturer.
Saturday Programs [Continued]

2:20 P.M. (CDST) 1:20 P.M. (CST)
WBBM—Robert Davies, drama reader

2:25 P.M. (CDST) 1:25 P.M. (CST)
WBBM—Art Gillette

2:30 P.M. (CDST) 1:30 P.M. (CST)
WJ2D—Sunshine for Shut-ins
WJ2D—Robert Davies
KYYW—Concert Echoes
WMAQ—Guest (NBC)
WMAQ—Arlene Schnitzer, sax, NBC
WMAQ—Willie Nelson, NBC
WMAQ—Time of the Opera

2:40 P.M. (CDST) 1:40 P.M. (CST)
WBBM—Rabbits of the World

2:45 P.M. (CDST) 1:45 P.M. (CST)
WMAQ—Al Teitel's Question Box
WJ2B—Baseball Challenge

2:55 P.M. (CDST) 1:55 P.M. (CST)
WJ2D—Baseball, or Studio Program
WJ2D—Baseball Challenge

3:00 P.M. (CDST) 2:00 P.M. (CST)
WMAQ—Baseball Challenge

3:30 P.M. (CDST) 2:30 P.M. (CST)
WJ2D—Light Classic}

4:45 P.M. (CDST) 3:45 P.M. (CST)
WJ2D—Wilson Orgy

5:00 P.M. (CDST) 4:00 P.M. (CST)
WMAQ—Choirs of the World

5:30 P.M. (CDST) 4:30 P.M. (CST)
WMAQ—The Dance Masters

6:00 P.M. (CDST) 5:00 P.M. (CST)
WMAQ—On the Light (CBS)

7:00 P.M. (CDST) 6:00 P.M. (CST)
WMAQ—Seven League Boots

7:30 P.M. (CDST) 6:30 P.M. (CST)
WMAQ—Calamity Jane

8:00 P.M. (CDST) 7:00 P.M. (CST)
WMAQ—医学 Musical

8:30 P.M. (CDST) 7:30 P.M. (CST)
WMAQ—Masters' Orchestra

9:00 P.M. (CDST) 8:00 P.M. (CST)
WMAQ—The New York Orchestra (NBC)
LAST winter I noticed among the season’s books an excellent guide to the art of conversation. It was the first time in years that I’ve seen a new book on this subject. Men and women have cultivated the art of conversation; perhaps we are to have a revival of it.

True conversation is different from miscellaneous talk. In most groups everybody talks at once, or they give you the floor, grudgingly, in the hope of wiling your place when you get out of breath, or they break up uncontrollable, each two exchanging confidences. Talk between two occurs almost always at dinner parties, where you give your attention alternately to the person on the right, and when the hostess signals for a shift, to the person on your left. This is dining privately in public.

The first principle of conversation is that everybody present should take part in it. Not that all talk precisely the same number of minutes, but no one is silent.

The second principle is that any subject which two people could discuss, may be discussed by five or ten or twenty, but the larger the number of people, the lighter the tone of their remarks. At this point the art of conversation is difficult. Most of us can talk well with an intimate friend about serious things. We say we enjoy a heart-to-heart talk on a worthwhile subject and talk about nothing in particular. We think a crowd must be entertained with a small talk.

Until we have practice in sticking to the subject, while changing the tune, we can’t follow that first principle of conversation, that everybody present should be in it.

The art of conversation has been cultivated the seventeenth and eighteenth centuries. Then the rules were more exact, and made the examples of successful practice date from that age. There is the story of an ardent lover who was about to take a journey abroad, and was determined to propose to his lady before he set out. He found her at home just an hour before his coach left for the port, and as soon as the servant had placed the tea tray, and left the room, he started to declare himself. In the midst of his best sentence another caller was announced, an elderly gentleman, a friend of the house who evidently intended to spend the afternoon.

Now, what would the lover do, with the coach waiting, and the moment blocking the way? Well, being an artist in conversation, he went right on proposing, under the newcomer’s nose, conveying his sentiments in casual remarks which meant nothing to the public, but everything to the lady, who had the clue from his first words in private. He did not stop at the entrance, and left the bow perfectly cool and impassive.

A college alumnus may be hundreds of miles from his Alma Mater. But his own college may make it impossible for him to hear its game over the air. Invalids, football fans confined in hospitals, and others unable to attend the games in person are deprived of their pleasure—as the colleges can build bigger and better stadiums.

The Big Ten has wisely abandoned its ban against broadcasting. How about the other colleges and universities?

---

A column dedicated to Ruon Gaine readers. You and your friends are invited to write in for information concerning radio, radio stars, and your favorite broadcasts. If the information is forthcoming and interesting to us, Ruon Gaine readers, we will get it for you and put it in this column. No personal replies will be made.

Mrs. Elizabeth Mannion, of Brooklyn, N. Y., would like a personal description of Rudy Caputo, WPCH star. We hear he has the same name.

A. R. E. of Birdboro, Pa., writes in for information concerning Everett Mitchell, NBC announcer, heard on the National Farm and Home Hour, and also for news of Johnny Hart of the Big Time Sketches.

Mr. Mitchell has been in radio eight years, having started his career with an early station as continuity writer, actor, singer and director. He is one-sixteenth Indian, has a grandmother who was a western circuit rider and several ancestors who came over the Mayflower. Once sold insurance, is an amateur photographer, likes fishing, rowing, swimming, and travel books. Yes, he is married.

Johnny Hart has been soldier, actor, singer, dancer—and truck driver. The singing and dancing on the Big Time program is done by Johnny, and the dance is done with shoes on his hands. Perhaps we can run a picture of the Big Timer in an early issue.

Countless inquiries reach us these days about Ted Pearson, former NBC announcer heard from the Chicago NBC studios, L. R. N. of Beloit, Wis., is our latest correspondent.

For a while, after his departure from the Chicago studio five months ago, Ted was heard announcing programs from the NBC outlet in Cleveland. About two months ago he severed connections completely and he is not, at present, broadcasting.

Behind the Melody
How by Howard Barlow

BERLIoz OVERTURE to “BENVENUTO CELLINI”

WHEN Berlioz appeared in a recital before the King of Prussia, the King greeted him admiringly with the statement, "I understand that you are the composer who writes for five hundred musicians." “Your Majesty has been misinformed,” replied Berlioz, “I sometimes write for four hundred and fifty.” The magnitude of his conceptions is Berlioz’s chief claim to immortality. He was who took the relatively limited symphony orchestra of Beethoven and Haydn and increased it to the magnitude of the orchestra of Wagner, Strauss, and Mahler. He called the “Father of the modern symphony orchestra.” Berlioz laid the foundations on which the superstructures of Wagner, Strauss, Mahler, and Richard Strauss have been constructed.

It is primarily as a brilliant and audacious colorist that Berlioz made his mark in the annals of music. He had the capacity to harmonize the different instruments more thoroughly and with even greater unity than had been done before him, and he could foresee intuitively the effects of every sort of combination or arrangement of instruments. His conception of the ideal orchestra which would faithfully carry out his intentions included 242 strings, 30 grand pianos, 12 violins, 12 flutes, 12 clarinets, 12 bassoons, 12 horns, 12 trumpets, 12 drums, 12 harps, 12 flutes, 6 French horns, 6 oboes, 6 trombones, and 6 tubas. He was also the father of the modern art of orchestration. His colorful creations have enriched the repertory of the larger orchestras.

From the days of his childhood, Berlioz was an intimate with his parents because he refused to follow his father’s profession of medicine, in disgrace with his family, and was impatient of academic methods and contemptuous of the pedantry of the note-taking process. Every turn by unrelenting opposition and frequent failure, none the less maintained his purpose with unfaltering fidelity. His extreme poverty forced him to divide his time between literary and musical compositions, living on the proceeds from his critical and technical writings.

The excellent analytical works, “Les Soirées de l’Orchestrers,” and “A Travers Chants,” he produced at this time, rank with the most authoritative studies in music history.

The colorful Overture to “Benvenuto Cellini” is typical of Berlioz’s vigorous compositional artistry. It is expressly descriptive of the fire of Cellini’s character and at the same time the outward form of the composer. Like the more famous “Dunciad” of Field, the Overture reveals both the merits and defects of Berlioz. It is a selection now beautifully woven, now clum- sily constructed, with interrupted and haunting melodies alternating with imperfect modulations and phrases of wild violence; yet all coherently woven into a vivid and illustrative of Berlioz’s mastery of orchestral resource.

Here is the influence of Berlioz’s Overture to “Benvenuto Cellini” will be over a nationwide Columbia network, Friday, April 26, at 9:45 p.m. (EDST)

Local outlet WJZS.

---