These Falling Stars!

The public has heard a lot about the rising stars of radio. From the broadcasting castles have spewed reams of publicity about those ascending the ladder to fame. The public is told about the rising stars, about the stars who gleam brightest at the top, and the public knows about the stars of yesteryear who have already "fallen". But who are those stars growing dimmer, stars on the wane? Nobody seemed to know, so Radio Guide set out to find out. First, we snooped around the big studios of New York and Chicago and gathered the private opinions of those on the inside—executives, production men, artists, orchestra leaders.

What they told us they said in whispers, with the proviso that their names not be mentioned. Next, Radio Guide conducted its own survey. We telephoned hundreds of listeners picked at random from the phone books of New York and Chicago.

There is something pathetic about the falling stars of radio. One moment they are at the top, their names are on the lips of millions, their salaries dwarf that paid the President of the United States. Then, perhaps overnight, they begin to slide, and it is a rare artist who can keep his popularity once he hits the toboggan—no matter how hard he fights, no matter how much he improves his act. The public has turned its eyes away. He is of the past.

Radio Guide presents the result of this survey as it was given, believing that it will be of interest to our readers and the broadcasting industry as a whole. Here it is:

The popularity of Amos 'n' Andy is said to be on the decline. Burns and Allen, the great comedy team who stormed the heights and won almost instant success, are slipping, in the estimation of the public. Graham McNamee, once the ace (Continued on Page Five)
Radio Guide Show
Heard On Thursday

Beginning Thursday, November 3, Radio Guide's WLS show, "The Fun Factory" with the Maple City Four, will be heard regularly on Thursdays at noon, instead of Fridays. The new "Fun Factory" program will produce a good old-time minstrel for you. With a bit of dancy dialogue, songs of the old southland and the bearing of tambourines, the "Fun Factory" will remind you of the days when minstrels were the most important kind of show business. Radio Guide noticed that one of the most frequently quoted jokes in the folklore column happened to be the Maple City Four when they presented their minstrels on the "Fun Factory," so it proved that you listeners liked these four Marx brothers of radio and now that Radio Guide is operating this Thursday business, we know you will be tuned in until the factory whistle blows for quitting time.

Now, what about these boys who have been Chicago's favorite quartet of entertainers for seven years? Unquestionably they are the oldest quartet in Chicago in point of time. They first started out in professional life as a quartet by singing before political meetings, churches and such entertainments in LaPorte, Indiana. The boys needed a name for their work in this city and so they chose "The Maple City Four," inasmuch as LaPorte is known as the Maple City.

However, advancement in the old home was limited and the boys headed toward Chicago. They auditioned for the old WLS Show-boat (incidentally, the first Show-boat program ever on the air), and were accepted. After being on WLS for a period of time, they signed on with CBS show-boat Unit 2, to tour in vaudeville from coast to coast. Now they're WLS stars.

Announcer In Blimp
Describes Corn-Husking

Riding over the corn in a blimp, with both eyes focused keenly upon the ground beneath, Wally Butterworth, NBC announcer, will describe to listeners the National Corn-Husking Contest to be held on Thursday, November 10, at 11:30 a.m., over WENR and a nationwide NBC network.

Champion farmers from nine corn belt states will clash in the contest to determine the speediest corn husker. Arthur C. Page, of WLS' Dinnerbell program and Dave Totten, of Prairie Farmer, will describe the actual contest over WLS.

Hal Totten and Butterworth will be at the microphone for NBC coverage and listeners will tune in WENR from 11:30 to 11:45 a.m. for their description. At 11:45 a.m. the feature will switch to WLS for the remaining forty-five minutes of the broadcast.

Columbia to Broadcast Election Results

Columbia has elaborate plans for bringing the presidential election returns to all dial listeners. They plan to scoop every newspaper in the country with their speed in telling the citizenry who is to be the next president—at least before he knows himself.

Beginning with a half-hour report at 5 p.m. on Election Day, Tuesday, November 8, returns will be broadcast over a coast-to-coast Columbia network periodically throughout Election Night until the successful candidate is officially announced. During the late morning and through the afternoon any early returns that come in will be broadcast in bulletin form.

Frederic William Wile, Columbia's political analyst; Edwin C. Hill, who broadcasts the human side of the news for CBS, and Ted Hilson will be on microphone duty from 5 p.m. on. Hilson will give out the returns and Wile and Hill will alternate in interpreting them. They will broadcast from a studio especially equipped with private wires for bringing in returns from every section of the country. A corps of operators and clerks will be on hand to tabulate and post all results on Federal, State and Municipal elections as they come in over the wires.

After the first half-hour broadcast, which will be a summary of all returns that have come in during the day, the regular program schedule will be resumed until 6:15. From then until all returns are in, an average of five minutes of every fifteen will be given over to the election.

NBC will do their duty by following Columbia's lead, but their plans are not completed at this writing.

Canadian Air Monopoly Creates Problem

Canada's new Radio Commission will have its hands full nationalizing Canadian broadcasting according to the dictates of a Parlia-

mentary act passed last spring. The act provides that the government will take over the sixty-nine private stations gradually, purchasing them from the owners as fast as funds are made available.

The fact that a neighboring country will have a broadcasting system similar to the European system of governmental monopoly creates certain problems for the United States.

For one thing, the listening public in this country tuning in Canada's high power stations will have a chance to compare the two systems of radio operation. If it should happen that the government ownership plan proves the more popular there is considerable chance that United States also will adopt it.

There is also the problem of avoiding interference on shared wave lengths both with Canada and with Mexico. Furthermore, in the Mexican and American stations are bound to share listeners.

Jack Benny's CBS
Debut Due Sunday

Comedian Jack Benny and Ted Weems' Orchestra will make their debut on the Canada Dry program Sunday, October 30, from 9 to 9:30 p.m. over the CBS network.

The Weems orchestra is playing an engagement in New Orleans so broadcasts for the first three weeks will originate in that city. Thereafter, the twice-weekly shows—Thursdays at 7:15 p.m. and Sundays at 9 p.m.—will be heard from the CBS studios in New York.

Sid Silvers, vaudevillian who will serve as "announcer" for Benny, will also be heard on the program. Silvers used to serve in that capacity with Phil Baker. He was the man planted in the audience who always managed to ball things up.

In addition to his regular orchestra soloists, Weems will present eighteen-year-old Andrea Marsh, soprano, in special numbers. She will also play in the Jack Benny skits.

Because every member of the Weems organization is a college man, the orchestra has been dubbed the All-American band. Instrumental solos will be given to newly-recruited from Ohio State, Columbia, Princeton and other universities.

Recently an entire glee club was added.

WIBO German Hour
Celebrates Anniversary

The German broadcast which originated six years ago over station WIBO is still giving daily broadcasts over that station, and will celebrate its birthday on Saturday, November 5 with a radio ball at the Stuenbergs. The birthday party will start with an orchestra and vocal concert, and will be followed by a dance for the guests.

Week's New Programs

The following new programs and changes in running time will go into effect this week:

**SUNDAY**

WGN—1:00 p.m., Thursday at 4:15 a.m. "Whodunnit and His Dog," featuring Tom Blanchard.

WGN—4:30 p.m., week days at 6:45 a.m. Jane Carpenter in piano and organ recitals from the Drake Hotel.

WMAQ-NBC—4:45 p.m. "Bring 'Em Back Alive," Frank Buck dramatizing his jungle adventures.

WGN—5:30 p.m. "Twilight Music" with the Temple Trio, Allan Grant and orchestra.

**MONDAY**

WLS—12 noon, also Wednesday and Friday, Caterpillar Crew, comedy with the Maple City Four.

WLS-NBC—4 a.m., daily except Sunday, Gene and Glenn change their broadcast time.

WGN-CBS—7 p.m., also Wednesday, Whispering Jack Smith, "Hunting Birds."

**TUESDAY**

WLS—2:45 p.m. Princess Pat Pageant. New drama each week.

**THURSDAY**

WLS-NBC—2:45 p.m., also Friday, Howard Thurston, the magician.

**FRIDAY**

WENR-NBC—3:45 p.m. Concert Affairs, Program originates in Chicago.
Ethel Shutta Takes Poll Lead; Marge Second

Ethel Shutta has taken the lead in the "IT" Girl poll! The charming young wife of George Olsen, formerly heard on the Canada Dry program and recently on the Lucky Strike Hour, is leading Marge Damerel by a scant four votes on the basis of the past week's returns. Marge, heroine of the "Myrt and Marge" skit, had been leading in the balloting since its second week, but for the past week Ethel Shutta has been cutting down her advantage and now Ethel is in the forefront, 1021 to 1017.

Rarely has a race for a popularity prize been so close. And four or five of those closely trailing Mrs. Olsen and Marge are within striking distance of the top and may yet catch and pass the leaders.

Connie Boswell, who started in first place and then dropped down to fourth, has jumped into the third position, while Kate Smith, who was fifth last week, is once again fourth. Jessica Dragontie is in sixth position.

In fifth place is Verna Burke, whose surprising jump from near the bottom to a place among radio's biggest stars has been one of the sensations of the contest. Verna Burke has been heard over WBBM, Chicago, the Columbia network, and she is now heard over WMCA, in New York, and on the Democratic National Committee broadcasts. In St. Louis, her home, are several Verna Burke fan clubs, and they have been actively supporting her favorite.

Within the past week more than 500 ballots were mailed to RADIO GUIDE for Ethel Shutta. Most of them came from small towns in New York and New Jersey and from the suburbs of the metropolis.

Besides Verna Burke, Dorothy Lamour has shown a sensational rise in popularity, and among the local favorites Linda Parker, the little southern mountaineer girl heard over WLS, Chicago, is advancing steadily towards the top. Mary Darling, of New York, and Lorena Potts, Philadelphia, are two other popular local favorites.

RADIO GUIDE's first annual "IT" Girl contest will close Saturday, November 12. All ballots must be in by midnight of that date. None which arrive later will be counted. The winner of the contest will be announced in the RADIO GUIDE which will be on the newsstands Thursday, November 17. To the winner will go a handsome loving cup and the honor of being elected the "First Lady of the Air" in the first nationwide radio popularity poll.

The number of votes arriving at RADIO GUIDE offices has been increasing daily. During the current week the contest editor expects them to mount past the 1,000 mark every day.

The time of the balloting is growing short. This week, and then one more, and the race will be over. Now is the time to vote!

My Choice for Radio's 'IT' Girl:

Voter: 
City: 

Mail your ballot to the Contest Editor, Radio Guide, 423 Plymouth Court, Chicago, Ill.

You can paste this ballot on a Postcard!

How They Stand

<table>
<thead>
<tr>
<th>Name</th>
<th>Votes</th>
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<tbody>
<tr>
<td>Ethel Shutta</td>
<td>1021</td>
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<tr>
<td>Marge Damerel</td>
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<tr>
<td>Connie Boswell</td>
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<td>Kate Smith</td>
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<td>Verna Burke</td>
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<td>Jessica Dragontie</td>
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<td>Irma Glen</td>
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<td>Irene Wicker (Singing Lady)</td>
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<td>Ruth Etting</td>
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<tr>
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<td>Myrtle Vail</td>
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<td>Irene Taylor</td>
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<td>Mary Darling (625)</td>
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<td>June Meredith</td>
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<td>Harriet Hurn (Bridgeport)</td>
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<td>Meri Bell</td>
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<td>Babe Miller (New York)</td>
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<td>Olive Palmer</td>
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<td>Ruth Joy</td>
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<td>&quot;The Frank and Paul&quot;</td>
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<td>Jean Carroll (N.Y.)</td>
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<td>Sue Bellard (Hartford)</td>
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<td>Dorothy LaSalle</td>
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<td>Katherine Smock</td>
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<td>Sylvia (Dan and Sylvia)</td>
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<td>Louise Weyman (N.Y.)</td>
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<td>Grace Hill</td>
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<td>&quot;Teresa Whittaker&quot;</td>
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<td>Jean Lee (Va and Sale)</td>
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<td>Jean Sargent</td>
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Every effort is made to ensure the accuracy of our programming press; however, there is the possibility of late changes.

6:00 A.M.

WAAF—Old Timers

WBAU—Dona Patrol

WAAF—Morning Devotions

WJJD—Moosheart Catholic Services

WDDO—Morning Revival

WAAF—Favorites of Yesterday

WNCR—Children's Hour (NBC)

WGES—German Hour

WAAF—The Eight O'Clock Concert

WBBM—Swedish Services

WCFL—Highlights of Music

WYRK—Sixth Hour of the Day

4:15 A.M.

WGES—Religious Services

WGES—Grand Old University Services (NBC)

WGES—Church of the Air (CBS)

WGES—Missionary Services (NBC)

WGES—German Entertainment

WGES—Stadium Fall

WMAQ—Stars Sunday dramatization

WCFL—Around the Football Field

9:15 A.M.

WGES—Fashion Hour

WGES—The Voice of the Century

WGES—Victor Starlight Hour

WGES—Modern Library: Lincoln's Magazine

WGES—Fiddlers Three (NBC)

WCFL—Band Parade

WCFL—Rogers Highlights

WJJD—Moosheart Protecting Services

WBBM—Chicago Continental (NBC)

WGES—Happy Life

WGES—Leonard Screen

WGB—Sunday Morning Concert; Leslie White, host

WCFL—Highlights of Music

WGES—Morning Musical

WGES—Literary Services

WJII—J. Jubal

WGES—Secretaries Bureau

WGES—Bible Exposition with Sacred Music

WGES—Football Game, Cardinal v. Benny Friedlander, football

WJII—Religious Talk

WGES—Rider Academy

WMAQ—Sixth Hour of the Day

WCFL—The Breakfast Club

WGES—Bible Talk

WGES—Polish Program

WGES—The Spaghetti

WGES—Kwik's Closet

WGES—Early Morning Talk

WGES—Public Relations

WGES—Morning Musical

WGES—Gospel Revival Service

WGES—Happy Life

WGES—Midday Musical

WJII—Locust Project

WGES—Talbot Pundit

WGES—Religious Talk

WGES—Band Talk

WGES—Friday Musical Program

WGES—Americans of the Century

WGES—Grand Old University Services (NBC)

WGES—Church of the Air (CBS)

WGES—Missionary Services (NBC)

WGES—German Entertainment

WGES—Sixth Hour of the Day

WMAQ—Friday Morning Talk

WCFL—Weekly Polish Program

WGES—Radio Gospel

WMAQ—Jubilee Program

WJII—Lithuanian Program

WGES—Career Guide, special suprasecond

WGES—Father Geylash

WCFL—Kwame Polish Program

WGES—Salvation Army

WGES—Jubilee Project (NBC)

WGES—Presbyterian Quartet

WGES—Jubilee Project

WGES—Wide World Program

WGES—Kwik's Restaurant

WGES—Musician:

WGES—Kwik's Musical

WGES—Salvation Army

WGES—Wide World Program

WGES—Kwik's Restaurant

WGES—Musician:
Survey Shows McNamara, Amos 'n' Andy Clipping

(Radio and Amusement Guide)

(Continued from Page One)

announcer of the ether, is rapidly losing his former once compelling popularity.

On the other hand, the survey showed some rather surprising reactions in the opposite direction. Listeners believe that Rudy Vallee, with his new technique of announcing and singing, coupled with the excellence of his hour as a radio show, are retaining their interest. They're crazy about Edwynn and Jack Pearl. They believe Morto Downey is as good as ever and ditto for Kate Smith.

They believe that male crooners are definitely through. What they want is singers and good songs. Trick stuff don't count any more. It has lost its originality.

What about Amos 'n' Andy, who for years have been the ace of the air? Radio Guide made a survey in Chicago during the evening hours. It showed that only twenty per cent of the listeners who were called now regularly listen to Freeman Godden and Charles Correll. Twenty-nine to thirty per cent of those listeners who were called now regularly but now tune in only on occasion. And the remaining forty-seven per cent won't listen to Amos 'n' Andy any more. This last group is divided into two classes: those who once listened. Those who have not listened to them, and half say their broadcasts have been so uninteresting during the past year that they just won't tune in.

We were pretty well astonished at this showing, so we conducted another survey in Chicago this one during the afternoon hours. The afternoon showed that thirty-six per cent never listened to Amos 'n' Andy any more, and that twenty-seven per cent of the remainder believed they had fallen off in the past year. In the Chicago pulpits there exists in all the homes contacted in these surveys and all the families listened to the radio almost every night.

Now shift to New York. Radio Guide's Manhattan survey showed that only twenty-two per cent of the homes contacted now listen to the blackface pair. Of the remaining seventy-eight per cent, half said they used to listen but have lost interest and don't tune in any more.

The Way It Happens

Here's the way one broadcasting official put it: "Remember the 'Black Crowes' series? It wasren't so many years ago they were the biggest hits on the air. Before they went into radio they made records. Records! Some old croonies could turn them out. Then the Two Black Crows, Moran and Mack, turned to radio. Their success was instantaneous, but it didn't last as long as had been hoped or expected. They were as good as ever, but in the public's eye it was repetition. That's what's happening to Amos 'n' Andy now."

Falling stars! Turn to Burns and Allen, whose swift rise was a sensation of last season. Look at them now, and compare your self for a shock. In Chicago, forty-three per cent once regularly listened to their patter, but don't any more. Twenty per cent are still ardent listeners, and like them, as well as ever. The remainder was either indifferent, or never heard of them.

In New York the survey shows that Burns 'n' Allen are losing a good many listeners. In the studio they must have a laughing fit that their chatter is getting monotonous. The public can't wait.

Cast your eyes on Graham McNamara, dean of sport announcers. A couple of years ago they thought you couldn't get a job unless you called a contest. At times he did get a trifle mixed up and call it a punt when it was an end run. But something happened to him at the Shelby-Schmeling fight. His announcing was "off," and besides that led down to the top of the stands, and one direction to go. That's what's happening.

Chevalier's Flop

There was Olive Palmer, of the Palmolive program. As Olive Palmer she was one of the most popular stars in America a few years ago. But when she ceased to be Olive Palmer, of the Palmolive program, her star fell. Now she's attempting a comeback under her real name, Virginia Rea, but she hasn't even come close, as yet, to the standard she once held.

Who was the biggest flop in radio? Around the studios they're willing Maurice Chevalier to knock the floor out from under the greatest singing sensation of the movies, but he lasted only a few months on the air. "You couldn't use his lip or his hands," one production chief explained, and his popularity was gone when you couldn't use them."

Do you remember Welcome Lewis, the lovely singer hailed as the Coty Melody Girl of radio? He's out. Wendell Hall, the "Redheated Music Maker." He was the outstanding star of the Everyready Hour on NBC and the Majestic Hour on Columbia. He's now doing a turn on a local station, springing for a comeback. Vaughan De Leath, the original radio girl, is also on the comeback curve.

A good many artists, when their stars dim, turn to the production end of radio—and many of them are succeeding. One of the most standing in front of the mike is Robert Brown, who has been chairman of the board of Westinghouse for the last five years. Now he's a director for the Myrt and Marge skit. Sam Kaylor, a big announcer and the voice of all radio commercials, is manager for NBC. Charlie Garland, the famous whopper announcer, is now a commercial program salesman and is doing well. Philip Carlin, who you probably remember of the Jack and the Radio show, is to be found in the NBC executive office.

There you have them—the falling stars of some of them fall... nobody knows where. But in this business, there is no way to go except one direction to go. That's what's happening.

Boys! Nowadays, when you hear the name of Edwynn C. Hill nothing but tremendous tide of popularity, with Floyd Gibbons and Lowell Thomas running second. Ted Hosang was well liked by sixty-five per cent of those contacted.

What happens to a falling star? If you remember, one of the leading crooners, popular, that doesn't mean that they'll leave the air waves. There are still millions and millions of listeners who take Amos Andy as a regular nightly diet. They swear by the guy, and if the spouses take them away from the microphone, such a bowl would reverberate over the nation as much as if the radio stars once held, however. To regain the popularity they once held, however, Godden and Correll would have to rid them of their act. And they probably won't do it.

RUS COLUMBO, the bob-bub-microphone and his sponsors, the NBC, are feeding in the childish manner with the air factory refusing to give him any air spots... So Con Conrad, Columbia's aide-de-camp is sticking his tongue out at the en-bee-ee lads, and threatens to jerk his boy from under their banner. But he's worried just what to do after NBC and he quit each of the others. They're calling it a "split."

Sid Gay who was recently zipped (off because he's out) from the Columbia Air-House, is vowing vengeance on the executives over there and claiming that he was given the "works." We can't figure why CBS let Gay go!...

(Continued on Page Two)

Rum Columbus (right) is feeding with NBC, and Paul Whiteman, seen egging on the NBC voice, hasn't made it with his ex-vocalist, Mildred Bailey, according to our Little Boy-Peppe, Jerry Wald.

He was clicking just like a taxi meter and after all that's all the big boys of broadcasting should be interested in... Despite all those stories concerning the kissing and making up between Paul Whiteman and Mildred Bailey, the feud between the two is raging heavier than ever... Bob Taplinger, Columbia's Ace Ballyhooy Boy, still recieves those itty bitty notes from Eleanor Holm, who is flickering for Warners on the coast.

At that time, Sig Rand was in the air as the crooners, the crooner any crooner, the crooner any crooner... A strawberry to Fredric Gold on the latest show of "Ike's Eye" and a raspberry to that called executive who is persisting in bringing Broadway auditions methods to radio and forcing the pretty princesses who would like to take a microphone to high-stepping with him... careful sir, we'll tell.

ERNIE GOLDEN, the lad who popularized "Next Num-Bah!" and whose band was quite the rage a couple of years ago, is aiming very seriously with the medicos holding no hope for his recovery... Bill Pauly, pilot of the Columbia Broadcasting has a cousin of the same name who is snaring the drums with Joe Sanders' Night Owls out the Chicago way... Despite all stories you'll hear, Rossy has engaged Lew White to pound the organ in his new movie theatrical in radio City... Rossy, by the way, receives a weekly pay check of four grand per week in this new enterprise... Bing Crosby's return to the airwaves is just a matter of weeks now, but to the air-channels he'll use, that's a different story... Bing told us the other sun-down that he has the commercial signed up but he and the sponsors are scouting around for a new home to work in this new enterprise... Bing doesn't want to go back to Columbia, says they gave him a dirty deal, but if Mister Sponsor who pays the bills, likes the Madison-Wheaties hit better than one on Fifth Avenue, then that's just where he'll do his singing..."

"Those next few lines, we guess, should indicate "Radio Gets It In The Neck"... Recall, if you will for a moment, the start of the film business! With everything in a chaotic condition and the quacks and charlatans all joining in the mad gold rush, things ran all over town, yet plenty of money was made... Made because the flickers were something new to the public, something different... So it continued for many years, with phonies reappee harvests with the legionaries and original creators were left shivering in the cold on the outside looking in... What happened to the vast motion picture industry is an old story... Finally annoyed with conditions and realizing the necessity for drastic measures, the banks and others stepped in to save the situation, with the blundering officials given the well known air that makes unemployment, or told to take a long cruise abroad to see their families... And so it goes with the broadcasting business today... Insensibly hounded by a mob of guys who were unnumbered and thus the industry more or less to the earth... True, there was money made in the microphone market, not because of the unusual amount of intelligence displayed by any of the executives in it, but rather due to the salient fact that radio was something different, it was a novelty and just but not least, it was something the public received for nothing!... And Prof. Troxel
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<td>WGN</td>
<td>Sunshine Special</td>
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<td>WJJD</td>
<td>Buckle Dinner</td>
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<td>WBBM</td>
<td>Musical Time Saver</td>
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<td>6:45 A.M.</td>
<td>WCFL</td>
<td>Morning Shuffle</td>
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<td>7:00 A.M.</td>
<td>WMAQ</td>
<td>8:00 A.M. Moods (CBS)</td>
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<td>WCFL</td>
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<td>WBBM</td>
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<tr>
<td>12:00 P.M.</td>
<td>WBBM</td>
<td>Noon Date and Time (NBC)</td>
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<td>12:30 P.M.</td>
<td>WJJD</td>
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**Programs For Monday, October 3**

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<tr>
<td>12:50 P.M.</td>
<td>WMAQ</td>
<td>Lotus Garden Orchestra (NBC)</td>
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<tr>
<td>1:00 P.M.</td>
<td>WGN</td>
<td>Allan Grant, pianist</td>
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<tr>
<td>1:05 P.M.</td>
<td>WJJD</td>
<td>Words and Music</td>
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<td>1:10 P.M.</td>
<td>WBBM</td>
<td>National Federation of American Women Program</td>
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<td>1:15 P.M.</td>
<td>WJJD</td>
<td>Boswell grayscale, Jimmy King</td>
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<td>1:30 P.M.</td>
<td>WBBM</td>
<td>Metropolitan Opera</td>
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<td>WJJD</td>
<td>Variety Program</td>
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<td>1:40 P.M.</td>
<td>WBBM</td>
<td>Public School Program</td>
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*Note: The above schedule includes a variety of programs such as musicals, morning shows, and news programs. The programs are scheduled throughout the day, indicating a comprehensive offering of entertainment and news content.*
Programs For Tuesday, November 1

4:45 A.M.  |  WGN—Dr. Charles M. Taylor  
5:45 A.M.  |  WGN—Dr. Charles M. Taylor  
6:45 A.M.  |  WGN—Dr. Charles M. Taylor  
7:45 A.M.  |  WGN—Dr. Charles M. Taylor  
8:45 A.M.  |  WGN—Dr. Charles M. Taylor  
9:45 A.M.  |  WGN—Dr. Charles M. Taylor  
10:45 A.M. |  WGN—Dr. Charles M. Taylor  
11:45 A.M. |  WGN—Dr. Charles M. Taylor
Music in the Air

By Carleton Smith

"It is my firm conviction that the musician is as much an instrument in the orchestra as the violin," was the statement of Leopold Stokowski, who next Friday afternoon conducts the Philadelphia Symphony Orchestra in its third broadcast of the season. "I feel that I am an integral part of the instrument producing the music which we broadcast, and that it is just as much with me as with the other soloists that should fill the listeners' minds—not earlier conceived the idea that artistry should be impersonal and that he would have to accept the orchestra's decision at any time I was at work. Only, when he subordinated the orchestra from view, he failed to include himself. If I remember correctly, his bloodhound head was left bathed in beams of sun-colored light. Perhaps he was only taking cognizance then of the value of his own appeal, for undoubtedly Stokowski has it.

Louise Bernhardt, contralto of the late Chicago Civic Opera, tells Carleton Smith the story of the famous shawl which Geraldine Farrar wore in her final performance of "Carmen" at the Metropolitan Opera Company. Miss Bernhardt just recently sang the title role of Bizet's opera in an aerial performance by the NBC Grand Opera Company.

any details of the background or personal life of the musician.

"I am convinced that all of these details which are printed about so many of our artists serve only as invention of the story-tellers, an artist, a means of interpreting to the music of the masters."

"One of the great troubles with Art today is the fact that the public is concerned not so much with Art as with artists. When we pick up a commentary on a piece of music, we read less about the work itself than about the artist who produced it. For my part, I prefer to dwell on the Art, to focus attention on the music which we play—and as far as possible to have no other public personality than that which is induced by the music which I interpret."

A rather curious statement, this—especially coming from Doctor Stokowski, whose career as Philadelphia's best advertised citizen presents so deft an admixture of merit and ballyhoo.

Orchestral Stunts

WAS it not he who first dispensed with a concertmaster, and had the members of the violin section rotate in the first chair for "psychological" reasons?

Did he not give up lecturing to late-concerts and successfully end their procrastinations by starting a concert with a single violinist on the stage, and continuing while the rest of the orchestra came in singly, in pairs, and in groups, chatting and disturbing as many other players as possible.

And was it not this Leopold who

• Plums and Prunes

By Evans E. Plummer

Chicago, Illinois

WAY back in 1922's cut-and-dry days of radio, at a time when dramatic and music critics cast their first sneers at the infant entertainment medium which was in but ten years to overshadow all, a chap named George Olsen, conductor, radio star and station WSB. I met Kay ten years later and interviewed him, a pioneering studio director, on what the radio audience preferred. In brief, he emphasized their taste for simple, homely things, with plenty of variety.

Kay was here last week to attend a broadcasters' meeting. I asked him again what WSB programs rated top hear. "Well, sub," he replied, "Ed Wynne is number one, with the Sinclair Minstrels a close second. And Amos 'n' Andy, I should say, good bread and butter." WSB is an NBC outlet. If Columbus features were heard over his station, Kay Smith probably would rate with the named leaders. I meant to ask him about Irma Glend. I'm sure she, if heard over WSB, would be a plum.

For the formula, you see, is still simplicity—sweetness—jokes that the people know realizes the art of radio that aren't overworked—homelessness and variety. What a shock for the high bows who would elevate us above our preference.

Reviewing the Chains—

YEARMANERS—(NBC, Sunday, Oct. 16, 1:30 p.m. CST) with Charles Agnew's Orchestra provide first break in Sabbath air full of too many symphonic programs. Agnew bill light and entertaining with many vocal choeuruses worth plums. Rare view of recent hits well done.

THE FUGITIVE EDITOR—(CBS, Sunday, Oct. 16, 2:45 p.m. CST) seems to make his last bid but why

September 16, 1935

I must to hear the Philadelphia broadcasts. Mr. Stokowski presents a highly polished symphonic instrument, he has brushed the orchestra from a sluggish, unrouted band to its present high state.

Credit is due to him, also, for his service to living composers. He takes endless pains with their works. In private rehearsal, multitudes of new scores are tried and re-tried in an endeavor to select those best fitted for public consumption. This is a real and rare opportunity for composers. They have frequently the chance of hearing their work, even though it does not reach the concert programs. Thus they can learn and improve as they could in no other way. For the only test of music is in its performance. It does not exist, really, until it is played. And you have to hear it—and re-hear it, before you can form judgments. These services Mr. Stokowski has performed, and he will continue to perform them whether for publicity or not—I leave to you.

A Worthy Service

In any event we are glad to hear the Philadelphia broadcasts. Mr. Stokowski presents a highly polished symphonic instrument, he has brushed the orchestra from a sluggish, unrouted band to its present high state.

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Ben Bernier's BLUE RIBBON MAIL BANANA—(CBS, Tuesday, Oct. 16, 8:55 p.m. CST). The Old Maestro had just lost his mother, and he had told the audience of his glue misery manner. Bernier kept sacred the tradition of "the show must go on," aided by George Olsen, and all concerned win plums. That is all concerned, except Secretary of State H. L. Stimson who pounced on the blue ribbons time and time again.

Lucky Strike Police Drama—(NBC, Thursday, Oct. 16, 8:30 p.m. CST). This program has been asking for something different, and I got it, so I suppose I have nothing to host plums about, but even to this Chicago's
SPECIALS FOR LOG OF LOCAL STATIONS SEE PAGE 4

3:30 p.m. | WKS-CBS - Natl Women's Business and Professional Clubs

4:30 p.m. | WGN-CBS - George Price, humorist; Keeneguer's Orchestra

5:00 p.m. | 3MAO-NBC - Ed Wynn and Fire Chief Band

Three Keys' Valet
Iron Bob, tenor key of the Three Keys, has a valet but he had to consult friends as to just what a valet's duties are. Slim and Bob, the banjoist and pianist, share the expense of Harry, the valet, whose chief duties seem to be the tooting of music from the theater to the NBC studios where the Three Keys sing four times each week over an NBC network.

10:00 p.m. | WIBO - Musical Prog.

10:45 p.m. | WIBO - Musical Prog.

National Committee (NBC)

5:45 p.m. | WBSM - Chicago Desert Society

6:15 p.m. | WBCF - Radio Group; Eddie and Fawda Cavanaugh

6:45 p.m. | WGEN - Women's Business

7:15 p.m. | WSEC - Women's Business

8:00 p.m. | WURS - Home Management

8:15 p.m. | WBCF - Women's Business

9:00 p.m. | WGEN - Women's Business

9:15 p.m. | WURS - Home Management

10:00 p.m. | WBCF - Women's Business

10:15 p.m. | WGEN - Women's Business

10:30 p.m. | WGEN - Women's Business
News! News! News!

'Station Breakdown'

THERE was a mean gleam in the eye of Democracy's Chief Bumming Bear, Davis Wilson last week when the speech of Senator Norris, scheduled to be networked across the Columbia Broadcasting System through station WIP-WFAN of Philadelphia, failed to reach Quaker City listeners. Station officials apologize, said that failure was due to "mechanical break down." Which made Chairman Wilson madder yet. "But investigation shows that explanation is nothing but bunk...The Federal Radio Commission will investigate the breakdown of a system which functions perfectly 365 nights a year...falls at a time like this." Mad was Wilson, mad WIP-WFAN. delighted the local press, always glad for a dig at radio. Columns were devoted to the incident. Wilson quoted lengthily and with subtle agreement. Inferior was the fact that Philadel-phia, Republican stronghold, was afraid to allow Norris's speech to go radion.

Friend in Washington

If "the copyright owners" want favors from Washington politicians, they are far more likely to get them now than they were a week ago. Ingratitating American Society of Composers Authors and Publishers announced last week that they would not lobby stations for political broadcasts. Under the recent arrangement with the copyright owners, broadcasters must pay three percent the first year, four percent the second year and five per cent the third year on their net receipts from the sale of sponsored time, whether or not copyrighted music is used. But copyright owners, knowing that a "Radio" in Washington is worth two in New York, royally have waived the tax on political broadcasts.

'Hottest Combination'

Dale Wimbrow, returning from the war where he suffered generous gashes, found his voice was somewhere between that of Bert Williams and Sir Harry Lauder. When he wrote and booked his own vaudeville act, in negro dialect, he never guessed audiences would like him, they did. Now CBS contracts freckle-faced Wimbrow to announce block harmony team, The Mills Brothers, and all-night maestro Don Redman on Columbia each Monday and Thursday at 8:15 p.m. Radio calls it "hottest combination."

Lamour at College

At Illinois State Normal University students anticipate the Saturday, November 9, homecoming football game, also the brief visit to the campus of Dorothy Lamour, vocalist to maestro Herbie Kay's Orchestra. Lamour, Kay and orchestra play engagements Friday and Saturday nights to noisy homecoming crowds. Already the campus has voted Lamour "most beautiful vocalist," is supporting her for the title of "IT" Girl.

Irish Blarney?

An Irish station reported to have a 60,000 watt power with a rated capacity of 120,000 swings into operation this week at Athlone. The new station, which operates on a frequency of 725 kilocycles, is described as "the most powerful English-speaking station in the world."

Education—Easy to Take

All over the country, progressive schools tune in classroom radios, listen eagerly to a new type education displayed on Columbia by the American School of the Air. Daily except Friday at 1:30 p.m. and Fridays.

(Continued from Page Eight)

Radio programs are a public service. Carry them! So they are being carried...it's a good yarn, true or not.

Frank Trowbridge's new Columbia record is twice a hootie, one side being "I Think You're a Honey" and the other "Business in Chicago," in which the. singing does some real speed saxophoning.

Ace Brancio, socked $15,000 (p by the union for leading his band on WCLF, for an unauthorized half hour, will have to quit if they don't cut the penalty..."Dick" (Marlin Hurt) of NBC's "Tom, Dick and Harry," was rushed to hospital last week to have his appendix clipped, so Carl Hoefle, manager and pianoist of the trio, felt lonely and had an acute attack next day with subsequent extraction...Homay Bailey, Lee Sims' ailing frau, out of hospital and in best health of year.

But maybe you didn't know Colonel Leonard Q. Snopagee does the writing for the pair. January 5 will find them interrupting a 10-minute General Motors show each week, the first G-M bill for CBS.

Truman Bradley, Easy Ace importation for their bridge fourth, now announcing also over CBS and WBBM...Patricia Ann Manlove's drew 40 letters, many from old WENR fans, in the first mail following her recent afternoon Gavanski interview over WIFI...Bebe Frankish, who warbles over WGN, is sweet on a non-radio somebody...Sailie Darling, "Of Thee I Sing" looper who first was glorified as a beauty by these Earl Carrol, formerly taught we lots singing lessons via the wires of WCAU and WPG! Joey Stool, Als big brother and De Sylvia's general manager, in Chicago and out again.

Vincent Pelletier, the French NBC nickel-man, only rolls his eyes so flattering when ad lib announcing in order to keep the scenery from distracting his mind from what he wishes to...

Harriet Cruise, with thirteen letters in her name, and thirteen characters in her address and phone number, does thirteen programs a week over WBBM and CBS. For another Ripley, on Sunday night between 8:45 and 9:00 p.m., you can hear her singing on two different programs over WGN-CBS and WBBM! Whitey Wilson should use only this ball for a handle to make the men quit writing those mail notes.

Windy City Windfalls—

A few plumful tuners: Lombardo rendition of "Just a Little Home for the Old Folks"...

Ben Bernie Lucky Striking "I Guess It Wasn't Meant to Be"..."We're Alone" by Jack Miles. Keep an ear on Eddie Clifford, WCLF Thursday at 8:35 p.m., a Jolson type who should go big in person.

And a couple of prunes: Hush Ollie's hand is very slick, but Hush, your potical domination is just beautiful! Evans Patten, Sunday afternoon on WLS, always some low and many high, the high ones piece too much to be comforted on an otherwise okay day.

Dr. Owen Rose O'Neil wins a plum for his cut on Life in South Africa given over WJJD at 6:45 p.m. October 21...as do the Northerners, Friday at 9:30 p.m. in WMAO, whose local concert broadcast is equal to anything on the chains And last but not least, a lowly program of records wins the coveted plum. It's Broadway Hits, caught Sunday at 2 p.m. on WAAI, with an neat a series of descriptive announcements as I've heard.

The Magic of Radio

cannot be realized till you hear the new

Majestic

America's favorite radio form...\n\nU s e s \\
standard leads and flints. Has large eraser. Equipped with safety supply of leads. Large anti-tight, leak-proof fuel chamber. Lights instantly. Style illustrated has Bakelite barrel and nickel-coated metal cap.

Sent stamped, Money Order or Check

ALBERT C. SCHROEDER

"The Best for Less"

423 Plymouth Ct., Chicago, Ill.

65.00

COME IN AND HEAR IT!

HOTEL BERKSHIRE

Convenient to the Merchandise Mart and the Furniture Mart...close to the shopping, theatre and wholesale districts...on the "Near-North Side."

The spacious, quota hotel of 17th Century design speaks of homeliness the minute you enter the hotel...while the modern service and equipment afford every convenience to its guests.

An attractive English Grill adjoins the lobby. Rates priced to meet present conditions. every room with bath...$1.75 and up.

SPECIAL WEEKLY RATES TO PERMANENT GUESTS

ONE OF THE POPULAR WENZEL HOTELS

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15 East Ohio Street

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WAKEM & WHIPPLE

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225 E. Illinois St., Chicago, Ill.

Phone Whitehall 6740

Plums and Prunes

(Continued from Page Eight)

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Plums and Prunes

(Continued from Page Eight)
Wednesday, November 2

5:45 A.M.  WGES—Sunshine Special
6:00 A.M.  WAAQ—Farm Folks' House
WGES—Train Schedule
WJID—Rutland Raiders
WLS—Smile a White Time
6:15 A.M.  WLS—Weather Report; produce report
6:30 A.M.  WJID—Frankie Marvin, tenor
WIDS—Uncle John and His Family
WLS—Cumberland Ridge Hunters
WUAQ—Getting Up Exercises
6:45 A.M.  WRAM—Farm Information
WJID—Buckle Busters
6:55 A.M.  WBBM—Music of the Saver
7:00 A.M.  WMAQ—Tune Time
WFCI—Morning Shuffle
WGN—Good Morning
WYVW—Marshall Field & Co.'s Musical Clock
WLS—Paul Rader's Gospel Tabernacle
WAAQ—Breakfast Express
WGES—Musical Symphony
WMJL—Exercise Service
7:15 A.M.  WJID—Morning Gym Class
7:30 A.M.  WAAQ—Morning Worship
WFCI—Children's familiar talk and music
WLS—Stainless Steel; Campbell Conunt
WJID—Great Art, songs
WBSM—Christian Science Churches of Illinois
WIBO—Melodies
7:45 A.M.  WJID—Happy Go Lucky Time
WBSM—Music Time Saver
WLS—Jelly Bill and Jane (NBC)
WMAQ—Willie (NBC)
8:00 A.M.  WGES—Boballina and WLS—Gene and Glenn; comedy and songs (NBC)
WMAQ—Melody Fugato, tenor (NBC)
WJID—Smile
8:15 A.M.  WLS—The Ward Surprise Review
WAAQ—Talk by Ann Hard (NBC)
WFCI—Time Parades
8:30 A.M.  WFCI—California Harmony Boys; Eddie Dyer and Howard Koster
WGN—French Link Program
WIRB—Musical Varieties
WLS—Musical Program
WBBM—Modern Strings
WMAQ—Vic and Sode; comedy duo (NBC)
8:35 A.M.  WWSM—Producer Market Reporter; livestock receipts
8:45 A.M.  WGN—Good Morning
WAAQ—Thyng Fingers
WFCI—Dance Music
8:50 A.M.  WLS—Sears' Tower Topic Time; Topic with Gene Autry, Oklahoma Entertainers
9:00 A.M.  WGN—Charlie Wiig Turn of the Air
WBBM—J. Wilson Deitl and Val Sherman
WJID—Tally Time
WFCI—German Entertainment
WLS—Nothing But the Truth (NBC)
WMAQ—Bangladeshers
WGBS—Junior Concert
WAAQ—Glee and Sweep
WIBO—WBC's Exercises
9:10 A.M.  WLS—Evening Past Report
9:15 A.M.  KYW—Jay Grant's program (NBC)
WLS—Mur and Bob in Willard Program
WMAQ—Nyssa Program
WFCI—Famous Headliners
WGN—Cara L. E. En; The Super Suda Girls (NBC)
WBBM—Widland Program
WAAQ—Food Economy; Margaret Dorr
9:20 A.M.  WGSW—News Flash
9:30 A.M.  WGES—Our Daily Food; Colorful Goodbody (NBC)
KYW—Jane Cune, bullocks
WLS—Old Hickory Smith's Salt
WGES—Musical Comedy Gems
WBBM—Burton's Berry Chest
WIBO—Little Harry's Cookin' School
WMAQ—Board of Trade Market Reports
WGBS—Sing and Sweep
9:45 A.M.  WLS—Evening Past Report
9:15 A.M.  WGES—Our Daily Food; Colorful Goodbody (NBC)
KYW—Jane Cune, bullocks
WLS—Old Hickory Smith's Salt
WGES—Musical Comedy Gems
WBBM—Burton's Berry Chest
WIBO—Little Harry's Cookin' School
WMAQ—Board of Trade Market Reports
WGBS—Sing and Sweep
9:45 A.M.  WLS—Evening Past Report

9:50 A.M.  WMAQ—Consolatives: Irena Glen, organist (NBC)
10:00 A.M.  KYW—Mammoth Thumb Nail Drum
WCLF—Musical Melodies
WMAQ—Romes and de Rose, vocal and instrumental duo (NBC)
WJS—Koniuga Musical
WIRD—Popular Echos
WMBG—Russell Nolen, tenor
WLS—Lavestock and Poultry Markets
WMAQ—Burton Organ
WAAQ—Piano Rambles
WIBO—House Hours
WGES—The Housekeeper
WMAQ—Shaila in Request Program
10:05 A.M.  KYW—Musical Interlude
10:15 A.M.  WGN—Melody Favorites
WBBM—Red Cross Melodies
WMAQ—Musical Hedge Pudge
KYW—Household Institute, dramatics on (NBC)
WIBO—Market Reports
WJID—Neighborhood Store
WAAQ—Jama Hamilton
WGES—Rhythm Review; Zelda and Harry
10:25 A.M.  WGN—Board of Trade Reports
10:30 A.M.  WGN—Direct of the Day's News
WBBM—Blind Ramblers; Stokes' Orchestra (NBC)
WMAQ—Ring Band (NBC)
WAAQ—Elle Marher Harvey portrays Mrs. Loretta Keller of the Illinois League of Women Voters
WBBM—The Pitch Professor (CBS)
WIBO—News of the Day
WGN—Russell Nolen, tenor
WJID—Variety Music
WGES—Capegan Minsnrels
KYW—Rose Vonderhocht, singing pianist
10:40 A.M.  WMAQ—Henry Butler Classics
10:45 A.M.  WJID—Waltz Menu
WGBS—Musical Calendar
WJSN—Sweatshirt Program; talk and music (NBC)
WGN—Grand Old Hymns
WJID—Today's Children
WIRB—Peninsan Garden
WBBM—American Medical Association
WBBM—Jerry Sullivan, Song Special
WJID—Schnell and Jekal, vocal duet
WJID—Mary Alden, home talk
KYW—Century of Progress Parade
10:50 A.M.  WBSM—Freeman and Dietrich
10:55 A.M.  WJID—Flute Arrangers
WJID—Red Hot and Low Down
WGN—Irish Harrington and Joseph Hamer
WIRB—Russell Nolen, tenor
11:00 A.M.  WMBG—Famous Bands of the World
WJID—Franke Marvin, tenor
WIAZ—Miracles of Marcella; negro sketch (NBC)
WMAQ—Gene and Charlie and Virginia Clark
WBBM—World News Reports
11:10 A.M.  WGBS—Swansea-haired strings
WJID—Music at the Illinois State Fair
WGN—Famous Band
WJID—Variety Music
WJID—Musical Gems
WGBS—Sing De' Hoar; Radio Chalet Box
WAAQ—Deb Bartell
11:15 A.M.  WJID—On the 11:15; famous dance orchestras
WJID—Frankie Marvin, tenor
WIAZ—Miracles of Marcella; negro sketch (NBC)
WMAQ—Gene and Charlie and Virginia Clark
WBBM—World News Reports
11:30 A.M.  WBSM—Frank Wilson and Janie Stein
WMAQ—On Wings of Song (NBC)
WGBS—Davy Finley
WJID—Sweep Board
WGBS—Swansea-haired strings
WJID—Variety Music
WJID—Musical Gems
WGBS—Sing De' Hoar; Radio Chalet Box
WAAQ—Deb Bartell
11:40 A.M.  WJID—various
WGBS—Waltz Menu
11:45 A.M.  WGBS—Davy Finley
WJID—Sweep Board
WGBS—Swansea-haired strings
WJID—Variety Music
WJID—Musical Gems
WGBS—Sing De' Hoar; Radio Chalet Box
WAAQ—Deb Bartell

WJJD Musical Director

WJJD takes great pride in their industrious musical director—Dave Bennett—and rightly so, for he is one of the most versatile of musicians and one of the country's best known arrangers and song writers.

He plays almost all the instruments in his band, but specializes on piano, piano accordion, saxophone, clarinet, flute and oboe... and we mustn't forget the lovely piccolo.

Probably the best known of his song compositions is 'Bye Bye Blues' and though it is a bit old here, it is quite a "hit" in Europe today. Dave's arrangements are played all over the country and he has made special arrangements for practically every "name" band during the past eight years.

One of the special Dave Bennett Orchestra programs is "Thirty Golden Minutes" on Sundays from 7:00 to 7:30 P.M.

MUSIC LOVERS ATTENTION

Deems Taylor suggests and music lovers all over the world listen. This most eminent of American composers, whose opera in English, Peter Ibbetson, was presented by the Metropolitan Opera Company last year, has prepared an hour program consisting entirely of standard and classical music, which is presented from WJID on Sundays at 3:00 P.M.

We suggest that you listen to "Deems Taylor Suggests," which is guaranteed to satisfy your desire for Better Music...
Call It Doggerel
By Albert Payson Terhune

I wonder how many times I have heard some proud dog owner say: “Fido understands every single word he hears us speak!” Now, as a matter of fact, Fido does nothing of the kind. He doesn’t understand one word in five, no matter how clever he is.

But the wonder of it is that he understands any of our language at all. For we understand almost none of his. Certain words of ours he picks up, often of his own accord and without our realizing it. Some other words he has to be taught. For instance:

I had a big auburn collie, here at Sunnybank, named Bobby. He was the son of Bruce, the hero of my dogbook of that name. He was my housedog and my chemist. Sometimes when we had luncheon guests, I used to say to him, quietly and without looking at him:

“Bobby, I’m going upstairs to get ready for lunch. If you want to come along, go up to the landing and then turn around and look back at me and wag your tail.”

Always Bobby would jump to his feet and trot out to the stairway and go up to the landing and stop there and glance back at me and wag his tail. Our guests used to think it was miraculous, and they used to exclaim: “Why, he knows every word!”

Bobby didn’t know every word. It was all a trick. When I spoke those sentences I emphasized ever so slightly the two words: “upstairs” and “go.” Those were words he had known from the time he was a puppy.

The average well-trained clever dog has about the same mentality as the average four-year-old child. You would not think wonderful if a four-year-old child should understand a few dozen simple words and commands, would you?

The sad part of it is—I mean, the sad part of it for the dog—that the child keeps right on improving in brain, and the dog stops short. A dog, two years old, has several times as much sense and education as a child two years old.

But a normal child of ten has fifty times as much sense and education as the average dog ever can hope to have. The dog’s brain stops at a certain point. The child’s goes on, getting better every year. It has almost no limits.

Speaking of a dog’s knowledge of certain words up northern New Jersey, back of Pompton Lakes, when I was a boy, lived a family that owned an uncommonly wise and loyal crossbreed dog. There was a baby in the family, and the dog was devoted to this youngster.

When anyone said: “Where is Baby?” the dog would dash in search of him, and always found him. It was a pretty trick, but it led to tragedy.

One day, the barn caught fire. The house was not in danger. But the family and a group of neighbors gathered on the lawn to watch the firemen at work. The dog was prancing around in great excitement. Some fool of a neighbor tried to be funny.

She pointed to the blazing barn and cried out: “Where’s Baby?” The dog followed the direction of her pointing finger. Then he barked furiously, and dashed into the barn.

He never came out again. He had thrown away his life gallantly as if the baby really had been in the burning building.

You see, he knew the meaning of words when he heard them, but he had not the wit to know when those words were spoken by a born fool.

(© G. E. Cirkle)

Do They Shut or Open Their Eyes?

When Alexander McQueen, NBC artist, went out and kissed one hundred women in the interests of science, he started something. McQueen discovered that most of them shut their eyes when they were being kissed. A curious Radio Guide reporter journeyed to the broadcasting stations last week to check up on the findings of McQueen. After trekking through the air castsle, the reporter finally came back with the sur-very. Some of the artists called for help when queries on the tender subject of osculation were brought to their attention. Others were reluctant but finally whispered their thoughts on the kissing problem. A few radio stars said that they closed their eyes because it shut out reality. The majority of the fair ladies of microphone fame didn’t know why they did it, but they thought it was the natural thing to do. After querying them however, many began to frown and wonder what brought it on. Everybody is interested in the process of osculation, even if most of us are too shy to admit it. Everyone wants to be kissed and also wants to kiss. Just what psychological, physical and
Mrs. Whitney—Sculptress
By Ida Bailey Allen

One of a series of articles on "Today's Pioneer Women" by Ida Bailey Allen, whose interesting talks on this subject are heard each Tuesday at 10:15 a.m. over the WBBM-CBS network, sponsored by the makers of Pebeco Tooth Paste.

GERTRUDE Vanderbilt Whitney, in the beginning of her career, suffered from a brilliant social position and one of the world's greatest fortunes.

Try to imagine, a rather earnest girl who feels she has a talent for sculpture and who longs to advance into the world of the great sculptors. By this time, in the second half of the 19th Century, Rodin, Rembrandt, Cezanne, and American artists in the world; suppose that this young person belongs to an illustrious family, marries a rich man, and cannot escape being a leader in smart society. Nobody takes her seriously. Mrs. Whitney waged a battle against the half-pitying smiles of her friends!

Born in New York City, the daughter of Cornelius and Alice Claypoole Vanderbilt, Gertrude Vanderbilt nevertheless claims pioneer blood, for she is the granddaughter of "Commodore" Cornelius Vanderbilt, the founder of the fortune, her ancestors settled in this country over three hundred years ago.

But then she broke tradition; instead of pursuing a snug life after a grand debut, she undertook a course in sculpture at the Art Students' League, from there she progressed to Paris and finally the great Rodin himself taught her. You may be certain Rodin didn't accept her as a student just because she was an heiress. He recognized her gift.

Her marriage to Harry Payne Whitney in 1896 actually set her back in her work, for her social duties as a hostess were many and she bowed under the responsibility of being mistress over another and much larger fortune. Cotillions and garden parties notwithstanding. Gertrude Vanderbilt Whitney toiled away on her statues. For years she would not exhibit her work and she sought no commissions. She was perfecting her technique, developing a style and putting into practice the lessons learned under O'Connor and Rodin. Incidentally, she was mothering a family, for she had three children, Flora Payne, Cornelius Vanderbilt, and Barbara Whitney. The little boy, about the age of three, called the figure of Walig, occupied the position of an American Crown Prince. In 1908 his mother started her set by winning a prize offered by the Architectural League for a figure of Pan.

Her success was immediate—and yet she was not selfish. Her studio grew to be the headquarters for ambitious young artists. She provided the means whereby many an artist was enabled to place his works before the public, and she patronized all the arts. Naturally enough, in a family of horsemen and horsewomen, Mrs. Whitney had certain obligations to sportsmanship. She modelled horses out of true love and appreciation. When engaged to make a likeness of Buffalo Bill for the town of Cody, Wyoming, Mrs. Whitney selected a horse from Buffalo Bill's own ranch in order that her hero might have a suitable mount.

For a time, however, it looked as if the World War had ended Mrs. Whitney's career. The whole Whitney family was bursting with patriotism.

But what might have been destruction turned into inspiration, for in the hospital and on the field Mrs. Whitney witnessed sights that she has recorded in marble.

Virginia Ware and Edmund Lowe, clasped in torrid embrace, supply the love interest in the movie version of Chandu, the Magician. The famous electrical transcription series is heard on local stations all over the country.

Movie Stars Solve the Kiss Question

On the right: Melvin Douglas, looking longingly into the eyes of temptress Gloria Swanson. Gloria's eyes are softly closing. Next Maureen O'Sullivan leaves her orbs half open while John Warburton looks blindly unconscious. Maybe Maureen isn't very much impressed with Warburton's kiss. The next photograph shows Mae Clark; her eyes completely closed in anticipation. Lew Ayres affects her that way. Allison Lloyd keeps hers provocatively open while Chester Morris begs her not to stay awake. But after all, these graphic glimpses are but movie kisses.
Orchestral Doings

Johnny "Chicago" the Room designed by CBS heard casts over WLW.

Andrea Marsh, featured vocalist with Ted Weems' orchestra, is often confused with Audrey Marsh, another radio artist heard on the networks. And the funny part of it is that Andrea changed her name when she entered radio work in order to avoid confusion.

Looks like the spirited rivalry of Los Angeles and San Francisco no longer exists. Jerry Hoffman, Los Angeles newspaper man, insists that the best dance music in the country is Ted Fiorito's—and Ted is now in San Francisco playing an engagement at the Hotel St. Francis for MCA. The Fiorito orchestra is heard regularly over the CBS network.

Frankie Masters and his orchestra are playing a series of engagements in the Bul- ahun and Katz theaters in Chicago before returning to the Terrace Gardens of the Morrison Hotel on November 1.

Henry Busse and his orchestra have suc- ceeded Gus Arnheim's "Ace Band of Movieland" at the Muthelbach Hotel in Kansas City with the Arnheim orchestra moving into the Netherland Plaza Hotel in Cincin- nati where they are heard in nightly broadcasts over W.L.W.

"Rhumba" is the name Hal Kemp gave to his wire-haired fox terrier. Incidentally, Hal and his orchestra have created a hit at the Blackhawk Cafe in Chicago and are now heard on Friday and Sunday nights over the CBS network.

"Husk" O'Hare of "Genial Gentlemen of the Air" fame, is using Hotel La Salle menu cards as invitations for his friends to visit him in the Blue Fountain Room of the Chi- cago hotel.

When the Chatterbox, the new supper room designed by Joseph Urban for the William Penn Hotel opened on October 26, Johnny Hamp and his orchestra will be the musical attraction. Hamp and his band will be heard nightly broadcasting over KDKA.

RADIO GUIDE GUEST

Esther Cadkins, golden voiced radio and concert soprano, will be the guest star on Radio Guide's "Art Studio" program this Friday evening, October 28, at 6:30 over WJJD. Although an American, Miss Cadkins received her musical training under European masters in Italy and Germany.

Goldman to Honor Memory of Sousa

Edwin Franko Goldman will honor the memory of John Philip Sousa on the occasion of the seventy-eighth birthday of the late dean of American bandmasters with a special hour concert on Sunday, November 6. The broadcast will be carried from 7 to 8 p.m. over NBC network.

Short talks by Goldman and Mrs. John Philip Sousa also will be features of the program. Goldman, regarded as logical suc- cessor to Sousa's crown, will direct his band with the harmonized lines of March King.

The musical program has been planned to include seven Sousa marches and four new Goldman compositions, one of them written last summer and called "A Tribute to Sousa." An unnamed march composed less than two weeks ago as a companion to "On the Mall," will be presented by a multi- quartet. Goldman will ask the radio aud- ience to suggest a name for it.

Radio in 60 Percent of American Homes

Every other city home in the United States, one out of every five rural-farm homes and about one out of every twenty rural non-farm homes contained radios when the 1930 census was taken. About forty-five per cent of the white families and 73 per cent of the Negro families owned radios.

These facts were revealed by the U. S. Census Bureau this week. As startling as they may be they still do not give an ac- curate picture of the radio situation in the United States today. They are two years old, and during that time the ownership of radios has increased tremendously. For in- stance, it is estimated that today sixty per cent of American homes have radios, whereas at the time of the census in 1930 only forty per cent owned them.

Laws To Slay Beggars

In Sweden where radio drama is taken seriously and dramatic classics are broadcast as a rule rather than an exception, Eugene O'Neill's trilogy, "Mourning Becomes Elec- tria," has been produced for radio in a serial of three evening performances. Americans are amused, a few delighted, that radio audiences in any part of the world receive the higher drama from their loudspeakers with enthusiasm. Is it possible the case for American broadcasters to desert faltering thrillers, flimsy love plots, and turn to a higher quality radio dramatic productions? Maybe so.

Radio in the Court

"In ten years American citizens will be able to sit in their homes and by radio and tele- vision, not only hear but see public events including trials," Judge Falk speaking apro- pos his decision that radio might be used in his court to broadcast proceedings of the David H. Clark murder trial. Listeners thoroughly enjoyed the Clark case before their radio sets. The American Bar Asso- ciation did not, declared it to be "a breach of decorum of judicial proceedings and interfer- ence with the administration of justice."

Will U. S. Grow Up?

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Musical Feast

It's a musical feast for lofty-browed music- lovers when Toscanini consents to conduct the intellectually powerful "Don Juan" by Strauss. Sunday, October 30, the number concludes a typical Toscanini program which includes little known Busoni's "Berceuse Elegane," and "Rondo Arlecchino," the Mendelssohn "Italian" Symphony, Soloist: tenor Michele Raggioli, who sings the Busoni numbers against a symphonic background.

Musical commentator: critic-author Olin Downs. Time: from 2 to 4 p.m. over Columbia.

WJSV and the Marines

Baliked was WJSV, new Columbia key station located at Alexandria, Virginia, last week when the Army, Navy and Marine bands withdrew at the last minute from its obligatory program. Remark, head of American Federation of Musicians John C. Weber's protest that such employment would keep unemployed union musicians away from "sorely needed work..." and the enlistment men were not permitted by law to take part in private business enterprises' activities. WJSV went Columbia a little badly. Army Marine and Marine Bands stayed home.

Burning McDonald

With a black microphone before him on snowy white linen, amid glittering silver and champagne glasses, half filled, Prime Minister Ramsay McDonald will burn gildedly across the Atlantic from London, England, on Wed- nesday, November 9. Occasion: the Minis- ter's address at the annual Lord Mayor's Banquet. NBC network 7:15 p.m.

The Latest Song Hit

Featured "Putting a Puzzle Together" and introduced by Wynn Yost St. George, Doreen's mom, "Put a Puzzle Together" is now an angle at all record stores or direct with VIOLET MUSIC PUBLISHERS 423 North Water St., Milwaukee, Wisc.

World Microphone

ONLY $1.85

TALK—SING—PLAY

THRU YOUR OWN RADIO

Entertain your friends with the new and Im- proved World Microphone. State radio jargon. Have your guests do their "bits." You'll have no end of fun—and you may surprise some inside radio publicity. Easy to install with microphones and super Stamps.

ALBERT G. SCHROEDER

"The Best for Less"

423 Plymouth Court, Chicago, Ill.
Programs For Thursday, November 3

WLS—Choral, in "Ears: The Super Sens" Girls (NBC)

WBBM—News Flashes

WCFL—Highlights of Music

WGN—Board of Trade Market Reports

WGN—French Jack Statis Program

WMAQ—John Foster, custom store (NBC)

WFCF—WCLF's Airplane Club

WGBE—Polka Music

WFCF—Time Parade

WJS—Mississippi Special; Syrupicides and Jack Morn.

WJS—"The Product Market Reporters."

WMAQ—Sherry and Spark

WBBM—Burnham's Beauty Chat

WJS—Five Girls (NBC)

WBBM—Lillie Hart's Cookin' Club

WJS—Leonard Smith's Banjo Mat

WJS—Mama's Old Time Tea Crooks

WJS—Ask Me Another

WJS—Women's Orchestra (NBC)

WJS—Boys and Girls, vocal and instrumental

WJS—The Happy Hour (CBS)

WJS—The Whittier and his Dog

WMAQ—Mrs. A. M. Goodrich, talk (NBC)

WJS—Faulkner's Knights

WJS—Burnett Butter Cleft

WJS—Glen Foster's Boys (CBS)

WJS—The Horsekeeper

WJS—Live Market Reports; poultry markets

WJS—Popular Sunday

WJS—Sunday Movies

WSBC—Home Hours

WJS—Piano Solos

WJS—Towne Artists Trio

Send Report of Local Stations See Page 4

11:05 A.M.

WGN—CBS—Canada Dry Program; Jack Benny, comedian

7:45 P.M.

WGN—CBS—The Whitman Sampler Program; Jack Benny's Orchestra

7:45 P.M.

WLS—N.B.C.—Howard Thurston, magician

8:30 P.M.

WGN—CBS—Omar Khayyam Dramatizations

9:00 P.M.

WENR—N.B.C.—Lucky Strike Hour; Jack Pearl, comedian

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FUNNY how a sponsor about to go on the air likes to shroud his plans in secrecy. I used to think it was because he was afraid some competitor would steal his idea, but that thought frittered away the day that new ideas can out, and now I am inclined to suspect that the secrecy is for the sole purpose of making scribbles like myself curious. Result: a bigger and better build-up. Mystify a reporter, hold out on him—and he will go to any lengths to get the facts, and even if they're not significant when he gets them, he'll play 'em up to justify his labors.

I know of no account on the air more secretive than Chesterfield. For months the sponsor's agency denied emphatically to me that the cigarette gentry would take the air, when all the while they were plotting the current bill. Well, I've found out that Chesterfield isn't planning to reverse the slogan and that it will undertake revolutionary changes in January. Arthur Tracy, the "Street Singer," and Ruth Etting will relinquish their spots to script acts and guests under the present plan, but the Bonnells will remain. Camel is airs conscious again, and is scouring the field for a novelty program to be so different from the old cigarette trademarks that featured Downey, Renard and Wons, that the contrast will be startling.

Still on the subject of smokes, Old Gold is radio-minded too, and is looking over dramatic scripts, with the plan of taking the air six times a week. CBS will get all these cigarette presentations.

Walter Chrysler, whose program of young, bearded Negroes staged the Flo Ziegfeld, has issued orders that his products are to be sheltered via WABC again, but this time on a permanent basis. This is a great showman to eclipse the sponsor. Chrysler wants a bum-up show and is holding auditions almost daily. One of the fairest of his prospects is Tom Howard, the movie comic, who undoubtedly will get a spot on the auto show.

Arthur Tracy, the "Street Singer," will be off the Chesterfield program in January, Mie Ponce has discovered. There were flocks of "Senials, but . . .

A blast of vocal power just won't fritter through the tender colorings are completely lost. As Doug Stanley insists, when you put a great singer in front of a mike and ask him to do his stuff, it's like asking a famous painter who uses every hue in the rainbow, to paint a picture with one color. The real singer has a prodigious range and lets out his voice as he ascends the scale.

Vocal music, normally, is written by words. But the best he gets now is a cut-down in the control room. Radio has limited vocal music to a single scale, and the only type of warbler who can attain decent registry, is forced to coo into the diaphragm. It is my contention, that although crooning may be passe, there won't be a respectable substitute until we get a microphone that doesn't shrink under a barrage of vocal power.

Just to settle a lot of arguments and to give you the low down, and incidentally, something to talk about, let's consider how many people on the air are using names not really their own. There's Ed Die Castor, for instance—his real name is Edward Isakowitz. And Al Jolson, who was originally Asa Yoelsen. He isn't Ed Wyman that you hear on the Fire Chief programs, but a guy named Edwin Leopold. (His stage name is a derivation of his "Edwin.") They've been telling me around New York that Arthur (Street Singer) Tracy's real tag is Harry Rosenberg. But it's a lie. The eminent minstrel Sid Skolbov published the other day that the real name of those "Senials" that's not the McCoy either. I saw a passport for the gentleman, and if you want to know the actual moniker in A. Prazowski.

Virginia Fleving—Phil Porterfield, Columbia baritone tail of the musical comedy stage, was the voice you heard on Sunday, October 16. Phi is about twenty-five, nine years old, has black wavy hair, blue eyes, and a ruddy smile. He is unwarried.

Angela Pepe—Curl Hackett takes the part of Dave Andrews on the Myty and Marge program. He is in his thirties, of medium stature, and has brown hair. Write him in care of the Columbia Broadcasting System, 750 Fifth Avenue Building, Chicago.


BROADCASTING—

I was at breakfast today when a letter came that had come from Bobby Ouide. I couldn't imagine what was in it, so when I opened it and read that you were going to put my picture in the next issue of the Guide, boy, was I surprised!

Bobby Brown is my name, I am nine years old and I live here in Rensselar, Indiana. It's a nice town, though not so big as big. I am in the fourth grade at school. My favorite radio star is Little Orphie Anne. Most of my friends like her best, too.

It is an interesting program. I don't see why people like some of the things on the radio that are so supposed to be popular. Maybe that's just because I'm a kid, anyway, that's what my big sister says. She likes Myty and Marge and my brother—he's bigger than I am, too—goes in for the jazz orchestras and Blue Crime Club.

My favorite sport is football. During the season, which you know I'm going to right now, I spend most of my afternoons out at the athletic field practicing after school. We have a swell team at school this year. Better than ever.

I sell twenty-five copies of each issue. But before long I hope to increase my sale of Radio Guides to at least thirty copies each week. When it gets cold a people stay home and listen to their radio programs, and the business will be better, I might even sell more than fifty a week.

I have been saving most of my money that I have earned to spend on my education. Each week I put some of it away and it's wonderful the way it counts up.

I guess that's all I have to say.

Bobby Brown

You too—any boy in America—can earn GOOD spending money by becoming a Radio Guide. When you become a Star Stansman we will publish your picture in Radio Guide. In addition, we will give you free 200 letterheads carrying your picture, name and identification as a representative of Radio Guide. We will also send you a fine copper engraving of your photograph which you can use to print pictures of yourself.

Write, Phone or Call

RADIO GUIDE
423 Plymouth Court, Chicago, III.
Telephone WABash 8648

HELLO FOLKS
THIS IS BOBBY BROWN
of Rensselar, Indiana

Ringo Gunn readers are invited to ask questions concerning their radio favorites and broadcasts. If the information is interesting, we will print it in this column.

No personal replies will be made.

O. D. Moses—Our music critic, Carleton Smith, broadcast regularly over WIBO, Chicago, last year. He will probably complete arrangements soon for more music appreciation broadcasts this season. When his plans are completed the Gunn will announce them.

Margaret Hollister—Janie Sherman's Orchestra is heard over NBC networks each Tuesday, Wednesday and Thursday at 4:30 p.m. (CST). The program comes from the College Inn, Chicago.

Florence Russell—No singer named John Provest on WJZ, New York. Do you know John Fogarty, tenor, who sings an early-morning program from that station?

Evelyn Kata—Carmen Lombardo plays the piano, compiles the music and sings. Gay is well able to play the violin, but doesn't. Does that settle your argument?

M. L. Kisor announces the formation of an old style band, Pan Chocolate, a group of the single and invites fans of the group to write her at 1005 Main St, Stourbridge, Pa., for further particulars.

"Ardent Pierce Wagner"—The attractive Irene, heard over NBC networks, sometimes is called Wacker, sometimes Wickenburg, "Today's Children," WMAQ, Chicago, sketch.

Mrs. H. L. Dowd; Nettie McCormick—"Hello Marie," former NBC sketch, was withdrawn from the air a few months ago. No arrangements for its return to the network have been announced.

L. R. Smith and Family—"The Three Doctors," Pratt, Sherman and Randolph, have disbanded as a comedy trio. Pratt and Sherman now broadcasting as "The Two Doctors," from KYW, Chicago.

Marrie—The real names of "Tom, Dick and Harry," are Bud and Gordon Vandover and Marlin Hurt. The Vandovers were born and reared in Chicago and migrated to places few years ago to find radio fame. They met Marlin Hurt in the Windy City and teamed him as "Tom, Dick and Harry."

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Anne Bath Rock—Harry Kayes is no longer under contract to NBC. His does still appear on the Rin Tin Tin Thirsters, and F. P. Mitchell invites the popular film star to come on the program. Bill Hay announces "The Goldberg's" from the Chicago studio, although the sketch originates in New York. "The Studio Across The Way," with Harvey Kellogg, is no longer on the NBC broadcast schedule. You hear Mr. Hay on Monday as part of the Farm and Ranch.

• REVIEWING RADIO •

By Mike Porter

Maybe you didn't know it, but Ed Wyman's real name is Edwin Leopold. Mike exposes a flock of other real cognomens in this column.
Thursday Programs (Continued)

### Programs For Friday, November 4

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<th>Program</th>
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<td>WGES—Sundance Special</td>
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<td>6:00 A.M.</td>
<td>WLS—Police News</td>
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<td>6:30 A.M.</td>
<td>WBBM—News (ABC)</td>
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<td>6:45 A.M.</td>
<td>WBBM—CBS Morning Edition</td>
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<td>4:50 P.M.</td>
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<td>6:00 P.M.</td>
<td>WBBM—CBS Evening Edition</td>
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<td>WLS—Police News</td>
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<td>WLS—Police News</td>
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SPECIALS FOR TODAY
FOR LEG OF LOCAL STATIONS SEE PAGE 4

Friday Program's Continued

Well, That's One Way
If you're thinking of starting a fire for a cause, like a group of neighbors trying to light a torch in the morning, you might consider Ray Kelly's method of simulating the crackling of flames during a Sherlock Holmes broadcast over

NBC networks. Kelly, chief sound technician in New York, does the trick by crumpling a bit of cellulose in the palm of his hand.

5:15 P.M.
WBBM—WGN-AM-AM and WGN—Full Program

WBBM—The WGN Hour

5:30 P.M.
WBBM—Red Oak (NBC)

6:15 P.M.
WBBM—Palladium (NBC)

6:45 P.M.
WBBM—The Melody Makers

7:00 P.M.
WBBM—The Benny Goodman Show (NBC)

7:15 P.M.
WBBM—The Lone Ranger (CBS)

7:30 P.M.
WBBM—The March of Time (CBS)

8:00 P.M.
WBBM—The Jack Benny Program (NBC)

8:15 P.M.
WBBM—WGN—AM and WGN—Full Program

WBBM—The WGN Hour

WBBM—Palladium (NBC)

WBBM—The Melody Makers

WBBM—The Benny Goodman Show (NBC)

WBBM—The March of Time (CBS)

WBBM—The Jack Benny Program (NBC)

WBBM—WGN—AM and WGN—Full Program

WBBM—The WGN Hour

WBBM—Palladium (NBC)

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WBBM—Palladium (NBC)

WBBM—The Melody Makers

WBBM—The Benny Goodman Show (NBC)

WBBM—The March of Time (CBS)

WBBM—The Jack Benny Program (NBC)
Winning Mikritics

RADIO GUIDE 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 other people. They may be amusing, inspiring, funny, pathetic, or quite unimportant.

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 it was heard, and the station from which it was heard. The name and address of the sender must 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:

Sinclair Montreux—October 17—8:12 p.m. WLS: 

Jane: "I remember, Chuck, how do you keep your house warm all winter with only two tons of coal? I use ten.

Chuck: "Well, about October first I invite my mother-in-law to spend the winter—and she makes it hot for us." 

M. J. Rogers

Texaco Fire Chief—October 11—9:50 p.m. WJZ: 

Chief: "The Rover Boys are practising law, but batters don't strike and they even give the pillow cases." 

Charles Woodburn

Top o' the Morning—October 18—8:29 a.m. WGW: 

Ed Smith: "Remember, a woman never makes a fool of a man. She merely directs the show." 

Bertram R. Braucher

Sinclair Montreux—October 17—8:13 p.m. WLS: 

Bill Bush: "The devil sends a wicked wind. To blow the skirts high, but heavens is just and sends the dust, to fill the bad man's eye." 

C. Dione

Strollers' Maritime—October 11—2:38 p.m. KDKN: 

Glenn Rigs: "When was the first radio brought out in this country?"

Sam: "When Paul Revere broadcast on one plug." 

Earl Polver

Lucky Strike—October 13—9 p.m. KYW: 

Charlie: "Do you have an ear for music?"

Jack Pearl: "I don't know, but I got a drum in there." 

Joe Mahler

Texaco Fire Chief—October 11—8:17 p.m. WJZ: 

Graham: "You need a car to win a chief." 

Chief: "Oh, I don't know. Solomon didn't have one, and he didn't do so badly." 

S. Banks

Canada Dry Program—October 17—8:42 p.m. WJZ: 

Jack Benny: "My father says you squeeze a penny so hard you put a permanent wave in Limburger cheese, but if you squeeze a nickel so hard you make hamburger out of the buffalo." 

Allen V. Harvey

Easy Aces—October 12—9:38 p.m. WGN: 

Jane: "How much would it take for this new proposition?"

Brad: "About 5000." 

Jane: "Dollars?"

Brad: "You don't think I'm talking cents?"

Alesia Hanley

AUGUT to be presented to you is the animated original of the picture you see here. And it is animated! It is so animated and so vivacious and so swiftly energetic, that one wonders how the four feet eleven inches comprising Irene Taylor can manage to travel. Even more wonderful yet, in the United States of America this venture is supported on a size three foot!

She may be brief, as this Taylor lacks ... but she's in plenty big places! I don't have to tell you that she's Chief Warner for the

em girls aren't supposed to work, you know. It is much too indecent. But Irene was one who was going to ... and any parental or geographical objections weren't going to de- tain her. At the age of nine years she started singing. Singing with orchestras in Dallas where she was born. Singing with the original Kansas City Nighthawks ... that Coon-Sanders Band that made Kansas City akin to the big big stage. Singing with Frank Loyd and Paul Ash, Abe Lymans and Charlie Agerow at the Edgewater Beach Hotel in Chicago. And making records. First of the old time Okeh discs that were recorded by benefit of megaphone. And then that famous "Mississippi Mud" with Paul Whiteman. Whiteman couldn't scrape that particular brand of Taylor- lor Mud off his person. He decided then and there he'd have Irene Taylor with him and bond at the first opportunity.

The opportunity finally arrived. Irene's been with Paul Whiteman only a few short weeks. But already she's a star in the hearts of the cadi- cing dancers at New York's Bilt- more Hotel ... just as she arrived in the hearts of fans all over the world ... even in New Zealand! She's arrived because she's sweet and sincere in addition to possessing that feminine control you get from someone who's not only flirty and cute and her merry brown locks wave all around her head and her big brown eyes that

are very hazy eyes, look at you with life and fire ... and a great deal of understanding and intelligence. She's not the least bit ballyhooed by a long and handsome clinch to fame.

And talking all the white. Telling me that she likes plain simple things for evening, white with sequins "like this one ... do you like this one, hon-Cher" or very, very red, or this pale peach one with white with sequins "like this one ... do you like this one, hon-Cher?" Or "It's been so much time for swimming these days" or "Yes, I adore to dance Hon-Cher.

All the while outmusic and begging my pardon for dividing her attention and raving about Paul Whiteman who is, she's convinced "the best and finest and loveliest man that ever lived ..."

And then finding time in her rush and space (not enough time to tell her that her grandmother "my best booster", in Witchita Fall, Texus, and always "Rounsome Groove" on the radio). She never says anything but she'll get in front of you and sing. She'll get in front of you and sing, and she can sing! I'm telling you you...
Programs For Saturday, November 5

6:45 A.M.  WGES-County Contest
6:55 A.M.  WCFL-Actress
7:00 A.M.  WBAM-Weather
7:40 A.M.  WJJD-variety
8:00 A.M.  WBAM-Weather
8:00 A.M.  WJJD-variety
8:20 A.M.  WJJD-variety
8:40 A.M.  WJJD-variety
9:00 A.M.  WJJD-variety
9:20 A.M.  WJJD-variety
9:40 A.M.  WJJD-variety
10:00 A.M.  WJJD-variety
10:20 A.M.  WJJD-variety
10:40 A.M.  WJJD-variety
10:50 A.M.  WJJD-variety
11:00 A.M.  WJJD-variety
11:20 A.M.  WJJD-variety
11:40 A.M.  WJJD-variety
12:00 NOON  WJJD-variety
12:10 P.M.  WJJD-variety
12:20 P.M.  WJJD-variety
12:40 P.M.  WJJD-variety
13:00 P.M.  WJJD-variety
13:20 P.M.  WJJD-variety
13:40 P.M.  WJJD-variety
14:00 P.M.  WJJD-variety
14:20 P.M.  WJJD-variety
14:40 P.M.  WJJD-variety
15:00 P.M.  WJJD-variety
15:20 P.M.  WJJD-variety
15:40 P.M.  WJJD-variety
16:00 P.M.  WJJD-variety
16:20 P.M.  WJJD-variety
16:40 P.M.  WJJD-variety
17:00 P.M.  WJJD-variety
17:20 P.M.  WJJD-variety
17:40 P.M.  WJJD-variety
18:00 P.M.  WJJD-variety
18:20 P.M.  WJJD-variety
18:40 P.M.  WJJD-variety
19:00 P.M.  WJJD-variety
19:20 P.M.  WJJD-variety
19:40 P.M.  WJJD-variety
20:00 P.M.  WJJD-variety
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20:40 P.M.  WJJD-variety
21:00 P.M.  WJJD-variety
21:20 P.M.  WJJD-variety
21:40 P.M.  WJJD-variety
22:00 P.M.  WJJD-variety
22:20 P.M.  WJJD-variety
22:40 P.M.  WJJD-variety
23:00 P.M.  WJJD-variety
23:20 P.M.  WJJD-variety
23:40 P.M.  WJJD-variety

The Sinton St. Nicholas

Whether your visit to Cincinnati be for a day or many days you’ll save money and get more real pleasure if you make The Sinton St. Nicholas your home.

175 rooms with both, shower and bath

2 rooms with bath, shower and electric

Free dancing services every evening

Rates at moderate prices

CINCINNATI

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Voice of the Listener

How About It, Ladies?

Dear Editor:

In Radio Guide for September 11-17 you printed an article on why the radio world doesn't like women announcers. It read, "Women don't like each other. And they most decidedly won't listen to each other on the air."

I wonder. I am one of the many who don't like women announcers. However, I also find many men that I tune out. So it isn't sex, but performance with me. I talked it over with some of my friends and they all were of the same opinion. They do like women announcers if they are good.

Why do women, when they get on the lecture platform or behind a mike, affect a high-strained voice, with an affected accent that is almost impossible to understand? Anne Oderburoff is a good example. She has a splendid program that I would love to hear, but I cannot stand her voice.

Have you ever heard anyone say they didn't like Anne Lindbergh or Cornelia Otis Skinner? No one, man or woman, ever tuned them off. Recently I heard the late William Jennings Bryan's daughter. I am a staunch Republican, but her personality and sincerity would win me over anyway.

Give us more of the above type and you will find the radio world, even the female part, will like women announcers.

Sincerely,

Mrs. X. R. Dodge

Lanny, as of Yore

Dear Editor:

Lanny Ross has the most fascinating tenor voice in the air and I am sorry we are not hearing him and him alone on Mondays, Wednesdays and Friday as of yet.

Music Lover

Exactly, Why?

Dear Editor:

Why all the fuss about legs and pretty women? Bah, why don't they listen to some good music such as "Candles in the Sands" and "You're Just the Girl for Me". If the singers and bands would play more of these songs I think there would be less about this leg and jealous stuff. Come on, everybody get together. Let's hear more of these two beautiful songs.

J. Anna Ipton

IT'S STILL GOOD FOR WALL PAPER

Sure Are Hot

Baltimore, Maryland

Dear Editor:

I have not seen any reviews on Don Redman and his Connie's Inn Orchestra, here is one band that can play hot enough to make "Hades look like a fireplace." Then they revolve and play music softer and sweeter than "all day taffy." Also let me recommend that vocalists do songs with Don Redman. Crosby, Columbo and Vallee should listen to him.

Harry Fox

Connie's Blues Sizzle

New York, N. Y.

Dear Mr. Editor:

My choice for radio's "It" Girl is Connie Boswell. Her blues songs just sizzle with the rhythm and syncopation of her own inimitable harmony. Ah, but when Connie sings her love songs it seems to still the air, 'cause the singing leaves you breathless. Need I say more?

Robert J. Tietze

It's the Songs, Not Artists

Jamesburg, New Jersey

Dear Editor:

I find it time for me to say something and it isn't ordinary. Why all the fuss about artists and orchestras? It's really the songs that deserve all the praise, and that make the artist famous. I heard an artist over a little station and he was rotten, but I heard him sing two very pretty numbers. I forgot he couldn't sing. I was just interested in what he was singing. The songs were "You're Just the Girl for Me" and "Little Elephants." These two songs made him my ideal singer of that station, which shows that it's the fellows who write the songs who deserve praise, not the singer. 

Henry B. Allen

Co-eds Go for Meredith

Evaston, Illinois

Dear Sirs:

At a tea in Evanston today a member of our sorority suggested that we discuss our content. As an overwhelming number of members preferred June Meredith's voice to all other women's voices on the air that we decided to get our bands and send them in. We are agreed that Miss Meredith is the only radio star who has that emotional quality in her voice that sends chills up and down even the most sophisticated spine.

Members of Delta Zeta Sorority

A New Idea—a Harp!

Chicago, Illinois

Dear Sirs:

Why is it no one has ever thought of having harpists on radio programs? A harp, I believe, is one of the most graceful looking musical instruments and its music is simply beautiful. Are there no good harpists looking for jobs these days? Any real music lover would, I am sure, enjoy a good program of harp music.

A. M. A.

Who Said Nitwit?

Little Rock, Ark.

You Womn:

I am casting my vote for Harriet Crueit. Not that she will benefit by winning, but perhaps some of your other readers will tune in on her program. All Miss Cruise needs is listeners.

As a song disseminator Miss Cruise ranks well above Ruth Etting, Helen Morgan, Nora Bayes or any other you can name. She has the basic voice appeal and is absolutely perfect, manner of delivery.

Perhaps your better ask your imbecile staff, as well as your mimicking readers to tune in some night if they want to hear the most charming of all interpretations of popular songs.

Lou Lowry

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Free Autographed Picture of Your Favorite Radio Star!

Everyone has a radio favorite. Radio Guide has arranged to send a free picture of your favorite star with each new subscription. And the photograph will be autographed personally to the new subscriber by the star! Order Radio Guide in your home every week. It's THE magazine for those who pick their programs as carefully as they pick their shows, and want to keep up with the very latest events of America's greatest entertainment field!

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Greetings:
Enclosed please find $ , for which send me the Radio Guide for (six months) (one year). 

Name ..............................................
Address ..........................................

City ..............................................State ...................................
Complete Log of American Stations
Listed in Alphabetical Order for the Convenience of D-X Fans

Letters Location Call Letters Location Call Letters Location Call Letters Location Call Letters Location Call

AKA- Anchorage, Ala. WBTB-Ft. Wayne, Ind. COC- Columbus, Ohio KAL- Kansas City, Mo.
AKJ- Anchorage, Ala. WEO- Erie, Pa. COX- College Park, Md. KAM- Kansas City, Mo.
AKS- Antelope, Calif. WER- Erie, Pa. CRD- Cleveland, Ohio KAMO- Seattle, Wash.
ALB- Augusta, Ga. WERS- Erie, Pa. CRL- Dallas, Texas KAN- Kansas City, Mo.
ALF- Albert, S. Dak. WES- Evansville, Ind. CRU- Columbus, Ohio KANV- Kansas City, Mo.
ALG- Alpena, Mich. WEX- Evansville, Ind. CTS- Cleveland, Ohio KAP- Kansas City, Mo.
ALH- Alpena, Mich. WYB- Butte, Mont. CWA- Covington, Ky. KAPN- Kansas City, Mo.
ALJ- Allentown, Pa. WYF- Buffalo, N. Y. CWL- Covington, Ky. KAPZ- Kansas City, Mo.
ALP- Albuquerque, N. Mex. WYI- Burlington, Vt. CWPC- Covington, Ky. KAR- Kansas City, Mo.
ALQ- Allentown, Pa. WYJ- Burlington, Vt. CWY- Covington, Ky. KAR- Kansas City, Mo.
ALA- Allentown, Pa. WYK- Burlington, Vt. CXL- College Park, Md. KAR- Kansas City, Mo.
ALJ- Allentown, Pa. WYL- Burlington, Vt. CY- Columbus, Ohio KAR- Kansas City, Mo.
ALP- Albuquerque, N. Mex. WYO- Butte, Mont. CYC- Columbus, Ohio KAR- Kansas City, Mo.
ALQ- Allentown, Pa. WZ- Boston, Mass. CYC- Columbus, Ohio KAR- Kansas City, Mo.
ALR- Arlington, Va. WZB- Boston, Mass. CYC- Columbus, Ohio KAR- Kansas City, Mo.
ALU- Anchorage, Ala. WZT- Boston, Mass. CYC- Columbus, Ohio KAR- Kansas City, Mo.
AMR- Alamosa, Colo. WZV- Boston, Mass. CYC- Columbus, Ohio KAR- Kansas City, Mo.
ANC- Anchorage, Ala. WZM- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
ANN- Anchorage, Ala. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
APW- Appalachian, W. Va. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
APX- Appalachian, W. Va. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
APT- Appalachian, W. Va. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
ARL- Arlington, Va. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
ARS- Arlington, Va. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
ARP- Arlington, Va. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
ARS- Arlington, Va. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
ARS- Arlington, Va. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
ARS- Arlington, Va. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
ARS- Arlington, Va. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
ARS- Arlington, Va. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
ASL- Allen, Tex. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
AST- Anchorage, Ala. WZV- Boston, Mass. CYC- Columbus, Ohio KAS- Kansas City, Mo.
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