Are Air Stars Immoral?

Has the grimy finger of scandal permeated the ether waves? Are the studios becoming lascivious hatching posts of immorality? Or is it true that there are no scandals in radio compared to those that have occasionally blackened Hollywood. Or are there just as many scandals in radio-land, but are they more carefully hidden? A radio star could not afford a scandal. A (Continued on Page Five)
Both Chains Air Election Results

The largest studio in NBCs Fifth Avenue building will be turned over on the night of Tuesday, November 8, to receiving and dispensing election returns. In these temporary election headquarters a score of tabulators will be at work, keeping an up-to-the-minute picture of the national situation.

Associated Press and United Press have refused to supply NBC and CBS with any election reports, so the big chains have been forced to work out their own system of getting instantaneous returns on the election. They will have private wires, tabulators, clerks and an entire set up just as complete as the usual newspaper syndicates.

M. H. Aylesworth, NBC President, announces that there will be complete radio coverage over combined red and blue networks, extending to even the most remote districts. The NBC air reporters will be headed by William Hard, political commentator; David Lawrence, editor of the United States Daily, and others who are reputed to be experts in political reporting.

During the early evening when the first returns are reported, NBC networks will give them out at frequent intervals.

Election Score Card

How is the election going? A complete tally sheet, or presidential score card, will be found on the back page of Radio and Television Guide this week, along with a complete list of network stations, all of which will broadcast the returns as they come in. The tally sheet will enable you to figure out the winner of this Presidential election as the results in each state are broadcast.

Later, when the main flood of returns begins rolling in from all over the country, the coast-to-coast networks will be turned over to Hard, Lawrence and the others so that instantaneous reports of how the election is going can be given listeners.

CBS, as previously announced, will follow a similar schedule. Bulletin reports will be given over their networks beginning in the late morning and continuing throughout the afternoon. After 5 p.m., Frederic William Wise, Columbia's political analyst, Edwin C. Hill, who gives the human angle of the news, and Ted Husing will give a microphone duty. Husing will give out the reports and Wise and Hill will alternate interpreting them.

After the first half-hour broadcast, which will be a summary of all reports that have come in during the day, the regular program schedule will be resumed until 6:15. From then on until the President is officially announced, CBS will devote five minutes out of every fifteen to the election.

Radio City Goes on Air First Time

Radio City comes to life next week

With the initial broadcast of Roxy and his Gang on Sunday, November 13, from the Rockefeller Center, the largest and most spectacularly constructed radio center in the world looks for business.

The celebrated showman and his entertainers will be on the air billed as Roxy and his Gangster Itinerary—Radio City—New York. The show was broadcast at 12:30 p.m., Sunday, November 13, over NBC.

Roxy (S. L. Rothafel) gave the first full program ever broadcast from a theatre more than eleven years ago. During the past ten years he has broadcast, he has received more than six million letters from the radio audience.

Guide Fun Factory Artists Tell All

When you hear the new Radio Groove program on WLS, those old minstrel tunes and those versatile wits, the Maple City Four, each Thursday at noon, do you wonder what they are like when all the glamour of the studio is gone and they are people just like you and the rest of us?

Rao Groove's home scene and here is a thumb nail sketch of these four harmonists.

Art James, the baritone of the quartet, is a real Hoosier, born in La Porte, Indiana, the Maple City. His earliest life consisted of working on a famous Wisconsin dairy farm and about the raising of fine stock. Later, while still very young, he entered the French air service until the war was over. Upon his return to America he went to vaudeville and finally into radio. He likes his Royal pajamas, is tall and strongly built and of English and Scotch descent. He admitted, upon being interviewed, that his childhood ambition was to be a fireman, and that an aspiration seemed to be more or less realized when he had to climb out of his bed before daylight many a winter morning to meet a studio schedule. He recently married Linda Parker, one of the girls who is doing very well in Radio Grove's "IT" Girl contest.

Fritz Meissner, the tenor, attended the Culver Military Academy, mixed sodas in his father's drug store as a lad, and sang in church choir to help his non-professional wife select clothes, and insists that he would have been a designer if radio hadn't seemed like such a good idea at the time. He's a bridge builder in his spare time, was born in La Porte, Indiana, and is of German descent. He was once accepted by a Chicago professional baseball team as a player, that prefers the youngest member of the quartet but towers over six feet.

Al Rice, the second tenor of the quartet, conducted an orchestra in Canada and on the Eastern coast. When the Prince of Wales made one of his Canadian tours, Al's musical aggregation was made the official orchestra of the Canadian Government and toured with him throughout the country. Born in Bloomfield, New Jersey, his first orchestra consisted of his two brothers and himself. He writes a lot of tunes which the Maple City Four have added to their repertoire, among them being "I Got a Heap O Trouble" and "I See Ready Now Good Lord." which they frequently offer on the Minstrel program. He owns a 400 acre farm in New York state, where chickens, geese, pigs, ducks, monkeys, and turkeys are raised. He is unmarried, has blue eyes and brown hair and prefers bowling over all other sports.

Pat Peterson, the bass, was another orchestra leader and manipulated the drums. He likes the audience, bowing and connecting unusual dishes when his wife permits him to have a few hours of wreacking the kitchen. He is tall, black-eyed and of Norwegian extraction. He was born in Evanston, Illinois, and at one time campaigned for politicians.

Radio and Television Guide

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423 Plymouth Court, Chicago, Ill.
Telephone Webster 1-5500

Subscription $1.25 for 6 Months $2.00 for 1 Year

(Advertising Rates and Specifications available on request)

My Choice for Radio's 'IT' Girl Is:

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

You can paste this ballot on a Postcard!

Radio Commission Fears Election Upset

Washington, D.C.—A complete upset of the political powers-that-be of the broadcasting world looms on the eve of the current national election. The election of a President, Senators, Representatives, and at least one Governor will definitely reacts upon radio.

If President Hoover is re-elected, the status quo of the Federal Radio Commission will remain the same. But Mr. Hoover, whether elected or not, must soon appoint a successor to fill the vacancy in that body created by the resignation of Maj. Gen. Saltzman, former Chairman. It is whispered that President Hoover has in mind for the post a former employee of RCA and a friend of M. H. Aylesworth, President of NBC.

If Governor Franklin D. Roosevelt is elected it is extremely doubtful if Hoover's "lame duck" choice will be confirmed by a Democratic Senate. Rather they will wait until Roosevelt's inauguration March 4, when a Democrat will be named to the post and the Democrats will control the Federal Radio Commission. If the Democrats gain control it is certain that the greatest political power in the radio world will be Senator Dill, who probably is better informed on broadcasting matters than any Washington politician.

From the present radio powers mortally fear is the possible election of the Rev. Robert P. Shuler, of California, to the Senate, and election of Dr. John B. Brinkley to the governorship of Kansas. If either the "fighting pastor" or the "fighting doctor" is elected, the Federal Radio Commission is going to tremble to its last warth.

"Bob" Shuler's church station was barred from the air on the grounds that he used it contrary to the public interest to suite himself and uninvolved officials and citizens. There will be no mercy in Washington if Shuler enters the Senate. A fiery, enterprising, castigating speaker, he will certainly harass and play the Radio Commission at every opportunity.

Radio Oddities

FRANK READICK

NOTE FOR HIS IMPERSONATIONS OF PRIZE-FIGHTERS, CANGSTERS AND EVERY KIND OF "TOUGH" CHARACTER ON THE AIR—WEIGHS EXACTLY ONE HUNDRED AND THIRTY-FIVE POUNDS—IS SHORT AND BESPELTED AND ADMIRABLE BY EVERYONE BECAUSE OF HIS AFFABLE NATURE

KELVIN BEACH

ONCE TAUGHT A TROUPE OF WALES TO PLAY THE UKULELE. HE WAS A CHEMICAL ENGINEER, TRAVELED IN VADEVILLE—SERVED THE SIGNAL CORPS OF THE ARMY AND LED PICTURES AROUND THE CAPITALS OF EUROPE

TED DI CORSA

WAS CALLED UPON TO POSTER IN QUICK SUCCESSION; FREDERICK MAYOW, SPANISH DIPLOMAT, MADANER, CHAMBERLAIN THE PRIZE FIGHTER DURING A RECENT MARCH OF TIME

www.americanradiohistory.com
Last Chance to Vote in Poll!

This week you have your last chance to vote in Radio Guide's "IT" Girl Contest! The nation-wide balloting to select the Queen of the Air closes on a close Saturday, November 12. All ballots must be in to Radio Guide office by midnight of that date. The winner of this—the first radio popularity poll to cover the entire country—will be announced in the issue of Radio Guide appearing on the newsstands Thursday, November 17. To the winner will go a handsome loving cup.

With 134,425 ballots already received, the votes during this last week are expected to pour in at even greater numbers. And the race is close. Margie Damereel, the star of "Myrt and Marge," and Ethel Shutta, the "loving wife" of George Olsen, vocalist for its famed orchestra, are staging a terrific battle to attain the top. Last week Ethel Shutta was leading by four votes. This week Marge once again forged to the front, but her lead is so small that if Ethel Shutta receives 63 more votes than Marge during the final week, Ethel will win the title of Queen of the Air.

And rushing towards the top is vivacious Verna Burke. Her fan clubs in St. Louis, her home town, and New York, where she is now appearing, have been making every effort to put Verna Burke ahead. She now is in third place with 1329 votes. Marge has 1857 and Mrs. Olsen 1811.

Fourth is Connie Boswell with 832. Connie, you will remember, led the balloting in the first week, and her countless friends expect her to stage a comeback and win with a final spurt.

In fifth position this week is Kate Smith, with 808 while Irma Glen rose to sixth place, passing Jessica Dragonette, who is seventh. Irene Weller, the "Singing Lady," is eight, but her many admirers believe she will finish nearer to the top. Ninth is Ruth Etting, who hasn't been doing as well as her friends expected, and in tenth position is Dorothy L. Marm of New York, heard in her honors play on the radio's way to the rising stars. This is the top ten, and it's a big picture of the singing stars.

Linda Parker, of Chicago, is eleventh. She has been rising steadily for several weeks. Radio Guide believes that 20,000 ballots will be cast before the contest closes. Many readers have been saving their ballots for the final week, while they decided on their choice.

When the balloting ends, the Contest Editor will comment on the results. The choosing of radio's "IT" Girl will certainly point the way to the rising stars of the air waves, just as it shows what former "big names" are on the wane. It points to local favorites, who ought to be given a chance on nation-wide networks, and it settles, for this season at least, the question of popularity among the radio satellites.

Votes have been received from every state, as well as Canada and Mexico. They have boosted local favorites and nationally known feminine singers. Some girls who were virtually unknown throughout the country are coming to the forefront in their own home towns and attracting the attention of the broadcasting moguls. If a local favorite is well up the top towards the end of the poll it will be a pretty good sign that she will go far in the radio world.

With the contest drawing to a close finish, supporters of both Marge and Ethel Shutta were predicting victory. Ethel Shutta suffered a setback when George Olsen failed to follow the Canada Dry program from NBC to Columbia, but she has been heard on the networks several times since that date. Marge has the advantage of broadcasting five times a week.

The ballot to cast this, your final vote in Radio Guide's annual "IT" Girl poll, will be found on Page Two.

Watch For Radio Guide's Anniversary and Christmas Issue

Margie Damereel ... 1873
Ethel Shutta ... 1811
Verna Burke ... 1329
Connie Boswell ... 832
Kate Smith ... 808
Irma Glen ... 796
Jessica Dragonette ... 708
Irene Weller (Singing Lady) ... 693
Ruth Etting ... 484
Dorothy L. Marm ... 393
Linda Parker (Chicago) ... 323
Myrtle Vall ... 276
Irene Taylor ... 266
Peggy Healy ... 248
Mary Darling (New York) ... 241
June Meredith ... 199
"We, Southerns of W2XV" ... 196
Lauren Potts (Philadelphia) ... 187
Rose Gale ... 113
Harriet Cruise ... 93
Elise Edman ... 80
Du-TeMi Girls ... 80
Irene Beaner ... 77
Jane Age ... 69
Connie Schofield ... 66
Bess Johnson ... 63
Jeanne Burke ... 60
Dame Jane ... 56
Gracie Allen ... 45
Dorothy Vance (New York) ... 45
Julia Sandle ... 40
Edna Hurley ... 35
Andrea March ... 33
Frances Day (New York) ... 32
Fairly Hall ... 32
Doris Robinson ... 31
Lila Mac (Chicago) ... 31
Jane Pickens ... 24
Grace Wilson (Chicago) ... 24
Mel Ray (New York) ... 23
Helen King (New York) ... 22
Marge Toll ... 21
Mae West ... 21
Louis Rice (Chicago) ... 19
Vigh De La Lay ... 19
Helen Manning (Chicago) ... 18
Elizabeth Fay (New York) ... 18
Eurile Howard ... 15
Georgia Barks ... 10
Mary F#importa ... 10
Fanny May Baldridge ... 10
Villa Tittle ... 10
Francois Langford ... 10
Annette Randbow ... 10
Margaret Knight (New York) ... 10
Maureen Knapp (Chicago) ... 10
Jeanine Long ... 10
Syracuse Grace ... 10
Ruth Glenn ... 9
Gerritsen Morse (Chicago) ... 9
Fern Bryson (Cincinnati) ... 9
Ranma Davis ... 9
Marcella Shields ... 9
Geneva Harrison (Atlantic City) ... 9
Margaret McKay (Chicago) ... 9
Avi Lone ... 9
Jean Fay ... 9
Juliane Felder ... 9
Gertrude Kolby ... 9
Marian Kouv ... 8
Jane Vance ... 7
Jean Purcell ... 7
Ruth Lynn ... 7
Sylvia Elkins ... 7
Virginia Clark ... 6
Lucey Martin (Montreal) ... 6
Barbara Maurice ... 6
Harriet Welting (Cincinnati) ... 6
Harriet Burns (Bridgeport) ... 6
Mary Scott (New York) ... 6
Frances Call ... 6
Eleanor Ryeiman (Philadelphia) ... 6
Virginia Gardner ... 6
Betty Franklin (Chicago) ... 6
Virginia Rei ... 4
Estate Barry (New York) ... 4
Carleton Center ... 4
Viola Manick ... 4
Eleanor Cherry ... 3
Cornellia Opispo ... 3
Lucile Ord (Chicago) ... 3
"Waltz Girl" (Milwaukee) ... 2
Aileen Masse ... 2
Frizzie White ... 2
Jean Hannon (Chicago) ... 2
Ruth Thomas ... 2
Babe Waters ... 2
Orphan Annie ... 2
Babe Miller (New York) ... 2
Asdil Jason ... 2
Harry Jones ... 2
Kathryn Parsons ... 2
Lisa Clark ... 1
Audrey Marsh ... 1
Adelaide Cline ... 1
Meri Bell ... 1
Thura Marmon ... 1
Marcella Hengelbrook ... 1
Jean Carroll (N.Y.) ... 1
Minerva "Babe" (Men and Miami) ... 1
Lucille Wall ... 1
Ethel Prady (N. D.) ... 1
Mildred Hunt ... 1
Ethel Mowrer (Phil.) ... 2
Margaret Schaffer ... 2
Beth Chollis ... 2
Alicia Jay ... 2
(Ford's Note—Because of lack of space we are forced to omit the names of those who have received only one vote.)
 Programs for Sunday, November 6

8:00 P.M.  KYN—Oscar Lopez, dance

8:45 P.M.  KYN—Oscar Lopez, dance

8:00 P.M.  WMAQ—Chicago Symphony Orchestra (NBC)

8:05 P.M.  WBBM—Beaumont College Orchestra (NBC)

8:45 P.M.  WBBM—Chicago Symphony Orchestra (NBC)

9:00 P.M.  WBBM—The Band of Distinction

WBBM—Helen

WJKS—The

WSBC—Miller

WENR—Morning

WAAF—Morning

Pare

WKY—Happy Hour with Ruby Keeler

WGES—Romance Hour

WBBM—Julia

WGN—j

WJJD—Mooseheart Protestant Church

WCFL—Rogers

WGN—Victor

WAAF—Across the Air

WCFL—German Hour

NC'L—Religious Highlights

1VIB0—Morning Serenade

WCFL

KS—Morning Serenade

Every effort is made to insure the accuracy of our program listings. However, there is the possibility of last-minute changes.
Contrasting Morals of Radio, Hollywood

Chicago, Illinois

The week has been tough. M. H. Aylesworth, NBC headman, denies my scoop that Roxy or Whitman will soon substitute for Program Manager Roy Disney, whom readers know and love; because I haven’t been entertained by Mesars. Hoover and Roosevelt, and my darling missus skips on a plum pit and breaks her toe.

First, read my wire from NBC’s chief fact and fiction writer, G. W. Johnstone:

"Am authorized to give you complete denial on Royal Roxy Whitman paragraph in your column October thirteenth issue GUIDE, Mr. Aylesworth labeling it ‘the bunk.’ Would appreciate retraction.”

Ho, hum. What about that celebration the program department boys stage over the news? But I was right last week. I say, your boss may have changed his mind. However, the story not only persists, but grows to encompass more executives. Between you and me, I don’t think the public cares a hoot, except insofar as they are Roxy or Whitman fans. So let the matter drop. You may be right or may I...

A Prune to the Wald—

Next, Jerry Wald, my pal: Two weeks ago you said, “We’re warning you, we might say things about your radio favorites that might cause you to frown and fret, but remember, if you will, that what we say is truth, no pipe dreams of ours, created to provide copy for ourselves.”

So last column you wrote that Patricia Whitman was having serious husband headaches. May your typewriter pieces if it is true. While you and I were out of print, and we were the only two in the house, Mr. and Mrs. and her husband proved among my realest, and I know. There isn’t a more solid institution in radio.

Have your misinformed spy check on other Windy City studio couples. I know several on the verger. But get them right. And say, did you know Winchell will be back on the air December 4 at 3:30 CST?

Pardon Mr., Your Honor—

Finally, listeners forget me for leading you, several columns ago, to believe I disrepect our Chief Executive. Whitman was directed at the technique of the campaign broadcasts, not their content.

Windy City Windfalls—

Shake down a plum for Princess Pat Figgiana’s premiere, Monday, October 24, at 8:30 p.m., over WBBM, offering “Answer at Midnight,” a three-act romance with Alice Faye and Jack Oakie and the best of the best.

Put this on your weekly calendar and dry a prune for the over-abundance of shafts on WBBM Tuesday evening at 6:15... Merchandise Mart was the setting for the 1941 “Downtowners” before a sellout crowd on Monday.

Put your copy of Monday evening’s broadcast at 7 p.m. on WLS, is of chain caliber, but Mary Steele’s voice is not outstanding in a trend to the week’s latest—July 7.

At 9 p.m. catch Dorothy Orye singing with Dan Russo over KYW. Russo is twice as good as last year, and where did you hear him play a piano voice?

Want something different? Try Mr. Tru (Jim Jordan) on WMAQ Wednesday at 7 p.m. You’ll scratch your head.

And at 7:30 p.m. WBBM brings one of the greatest band leaders ever to the air, WJJD, but the heterodyne of another station persists unanswerable. While WJJD’s been improved, hasn’t it the Radio Company gave WJJD a better break in channels?

Of a Lime Mike—

My history dubbing spy would have you know that the father of Bill Hay and Winchell is both high officers in the Salva- tion Army. And Pat Aylesworth, head of Pat’s downtown, is a composite portrait of Pat’s own and the latter’s cateringupalin in the presence of responsibility scandal is carefully, studiously avoided.

Meet the new Paul Whitman! Trim of figure, more serious, more sophisticated, and with larger musical ambitions than ever, Whitman brings his symphonic jazz to the Buck program each Monday at 8:30 p.m., over WGBH/WMAQ network.

Whitman is sponsoring two concerts at Carnegie Hall this season devoted entirely to the works of modern American composers. You yourself, lead normal, clean lives. They are remote from the follies and frivolties of Hollywood as the average American business man...

Bing’s Romance

Much has been written pro and con about Bing Crosby. He has fearlessly faced the gaunt of critics, though a bit perplexed at the slams that have come to the crooners. Numbers of words have been written about him, but never has anyone pointed the finger of scorn at him. Why? Because Bing is happily married to Dixie Lee. His romance has been untouched, unbroken.

The Boswell, Kate Smith, Nat Shilkret, Ray Perkins, Meyer Davis, the Pickens Sisters, Singing Sam, Stoopnagle and Rudd, Amos ‘n’ Andy, Little Jack Little—glance at the list. They are people with homes and spotten reputations, men and women who the sponsors insist on protection. The answer is that those who pay the bills can’t be too certain. In radio, however, the sponsors are too generous, and like every other investment it must be safeguarded.

Recently, at a party given for radio people in Chicago, some of the girls discovered a new fad. They decided that it would be refreshing to take a shower in the bosom’s house. Doubtless it was refreshing. But at subsequent parties the fad was liked so well that the showers were in use all night the air. Comedians in Hollywood or on the stage have often carried their husbanded affairs. Bing is free from any such taint. Ed Wynn, the most popular comedian of the ether, and Jack Pearl, a close relation, keep their relations on clean wit. It is possible that Harry Richman’s failure to score as sensational a success as expected was due to his zest for some peaks which might be termed a trifle shabby.

The greatest part of radio stars and you see a group of people, who, like...
**Programs For Tuesday, November 8**

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<th>Time</th>
<th>Station</th>
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<td>5:45 A.M.</td>
<td>WGES—Sporites</td>
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<td>6:00 A.M.</td>
<td>WAWF — Farm Fall's Hour</td>
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<td>6:10 A.M.</td>
<td>WJID—Butler Bets</td>
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<td>6:15 A.M.</td>
<td>WLS—Sears Fair Results</td>
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<td>WJID—Butler Bets</td>
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<td>7:15 A.M.</td>
<td>WMEQ—Musical Morning</td>
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<td>7:45 A.M.</td>
<td>WMAQ—Morning Whirl</td>
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<td>7:50 A.M.</td>
<td>WLS—Sears Fair Results</td>
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<td>7:55 A.M.</td>
<td>WJID—Philadelphia Special</td>
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<td>8:15 A.M.</td>
<td>WGES—Sporites</td>
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<td>9:00 A.M.</td>
<td>WMAQ—Daily News of the Air</td>
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<td>9:05 A.M.</td>
<td>WIBO—Market Reports</td>
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**You’ll Enjoy These Burnham Beauty Chats**

These beauty chats are fully helpful suggestions for improving your personal appearance. Burnham beauty, the nationally known authority on beauty culture methods, is in a most interesting way. Burnham beauty service is preferred by thousands of discriminating women. It surely will pay you to listen to these beauty chats on your radio.
Purely Personal

ARTHUR TRACY (The Street Singer) and Miss Britwitke Morgan, a non-professional, were married last week and succeeded in surprising their friends, who hadn't expected the plunge into matrimony for some time. The Tracys spent their honeymoon in Philadelphia where Arthur appeared in vaudeville for a week, returning to New York on broadcast days.

MARION HOPKINSON who portrayed as her latest role on the March of Time the character Poppy Ponselle, opera star, is a New York society woman in a way her dramatics is as a hobby. Her real interest is studying for her artistic career.

LITTLE JACK LITTLE had to leave the air for a spell on the bill. He chose Bermuda and took his wife with him.

Announcer NORMI BROKENSHIRE became professor Norman Brookenshire recently when he delivered a class-room lecture on radio and broadcasting techniques to the public speaking department of New York University. "Brokes" was qualified to discuss the subject, having served nine years as announcer and program builder.

When Fred Allen opened his congratulatory telegram for his air debut he came across one signed A Walt Whitman. He read: "What's the idea of a Bath Club on Sunday? Don't you know any better?" Fred also got showers of praise and many were sure he had worked up the latter of success.

TED WEEMS orchestrating with Jack Benny these days is the great-grandson of Parson Weems, famed as George Washington's biographer, of other days.

THE BOSWELLS have started their third big book of humorous letters. Already pasted in the new volume are missives from an engineer in Rotterdam, a geologist in the Andean Peninsula, an American business man in Jerusalem and a British Army officer on duty somewhere in East Africa. VET, by the way, is suffering from toothaches these days...but he hasn't interfered with her singing.

OZZIE NELSON, BOSWELL SISTERS, COLUMBUS STROOPNAGLE and BUDD GLY LOMBARD, ABE LYMAN, BURNS AND ALLEN, MILLS BROTHERS, BIG BILL HALL, IRENE BEASLEY are several radio artists who have been vaudeville minded about this time.

ANDRE KOSTELANETZ, CBS musical director, has lost eight pounds in the past month due to reading the orchestra for "Threads of Happiness," coaching the male chorus for the "All American Football Show" and directing several sustaining programs, he devised the scores for "Flying Colors," a Broadway hit musical and composed a suite entitled "Cuban Impression."

Columbus's newswoman, announcer DON BALL, and pianist VIRGINIA ARNO have settled in a Jackson Heights, Long Island apartment just a block from announcer HARRY VON ZELL and his family.

MARGARET SPEARS, soprano of the Humming Birds, the trio heard with WINS, is the new singing partner of Jack Smith, a daughter of Oley Speaks, distinguished American composer.

Jack Benny, his wife "Mary" Livingstone are in New York City broadcasting their program with TED WEEMS ORCHESTRA who is filling an engagement in the south.

FRANK CRUMIT was elected sheriff of the Lamb's Club, the highest office in the famous old theatrical organization which has counted America's greatest actors as its members for the past 58 years.

When Elizabeth Barrell appeared in this white satin cape with the sable trimming she caused a flutter in fashion circles. Miss Barrell is a soprano who came from Nashville, Tenn. and conquered a post at Columbia. She is heard over CBS-WINS Monday and Wednesday at 2 p.m. and CBS-WBNY Friday at 1:45.

- REVIEWING RADIO -

By Mike Porter

EQUALLY concerned over the mass vote on election day, as Mears. Hoover and Roosevelt, are the gentlemen who conduct the radio chains. They have discovered that sponsors and prospective sponsors are putting broadcasting's influence on American family life to the acid test on election day.

Since the political campaigns have been waged mostly by means of the mike, this time, the theory is that if radio is an influence, the popular vote will be prodigious. If it is only average or lower, radio will suffer a loss of prestige.

I fear the vote will be disappointing, after looking over the results of a survey made by the psychology department of Yale University. The survey took in fifteen states and 419 average listeners. These people were questioned before a series of talks on unemployment and their views set down. The series was broadcast over several weeks, and the listeners were again questioned. Not one had changed a viewpoint. The only effect of the radio talks was to give them something to argue about.

It is the conclusion of keen observers that radio does not influence the public attitude on important issues; that listeners think for themselves and will vote according to their original convictions.

New York has developed something new in radio at last. At WINS they've established an idea factory. Anybody with an idea for a radio program is assured of a hearing under studio conditions, regardless of whether the idea has been rejected by other studios. Following the announcement of this plan for laboratory tests of radio ideas, the management has received 600 odd proposals. Some of them are excellent, but the majority pack a laugh—which goes to show that the general public is a bit shy on showmanship.

At any rate, one of the ideas submitted is worth mentioning. A Brooklyn gent suggested that all comedians be forced to pack the studio with professional laughers so that the audience would know when to join in the guffawing.

A NOTHER proposal was for a series of air dramas without actors or voices. The lady who submitted the idea explained that it all could be done with sound effects. Her subjects were of a chintzy nature, too, for she thought it would be swell to stage railroad wrecks, explosions, police raids and fires.

The radio audience, as I'm beginning to learn, is the biggest set of skeptics in the land. To judge from telephone calls, queries and fan mail, the vast majority of listeners don't want to be fooled, and they're suspicious of everything that comes out of a loudspeaker, except stale. The networks have a large problem on their hands trying to convince the audience that things are on the level, but until television skids around the corner, it can't be done.

It has been repeated a hundred times (Continued on Page Twenty)

News! News! News!

New Network

WALL Street retired into deep club chairs, with a cigar smoke, talked earnestly last week. So did fashionable women over bridge tables delicately clouded with blue-grey cigarette smoke. There's a new network brewing. This time Walter Whitestone and Walter Whitestone Jr. hold a large cautionary spoon made of money and stir the brew. Prominently mentioned with the project is former CBS engineer Paul Green. The Whestones now have interests in, or control of WSMG, WCDX and WBNX, New York, are expected to have eyes on numerous individual stations extending from Boston to Washington and reaching westward to Chicago. System will be known as the Metropolitan Network, is understood to be founded to stress regional coverage of thickly populated areas.

Britain's Black Maria

An irate John Bull and his fleet of bobbies are but after the latest row with radio set owners who refuse or neglect to pay the requisite tax of about $250 a year on their radios. With a large fanfare, "Black Maria," trucks equipped to detect the presence of a radio in any particular house without actual search. Black Maria, forays, and contrived to ferment out the pirates, punish them roundly. British Broadcasting Company, in a spirit of good, sportsmanship, notifies the public that such a search is in progress, advices people of the imminent danger before "Black Maria" strikes.

Her Master's Voice

In Roomed, Los Angeles last week, sixteen-year-old Ruth Russel left home, returned to the home of her musical parents telephoned her radio idol, Stuart Hamblin, and asked him to beg her to return. Scared in a dramatic moment, standing at her mother's side, she said for her idol to be her radio hero called her name, send her a message from her parents. She was back home in several hours after a week's absence.

Voices on Their Lapels

Dwindling in and out among Manhattan crowds, buttonholing the debaters, the job of the noisy "Singing Black Maria," trucks--which are missives to the public--was making itself heard. Walter Whitestone Jr. said the "Singing Black Maria," looks was a walking, talking Columbia broadcast every Tuesday. Ted: "Excuse me Madame, who are you going to vote for next Tuesday?" Madame: "At Capeone, you big sark! Scram!" an audience of fifty answers to his questions, Columbia listeners snared in the laugh--via their radio! The catch: Ted were a label mike the size of a half dollar piece, cocked it impudently toward each customer as they answered his question.

Radio's Boom

Radio, tired but happy, emerges from a six-month period of severe depression, pricks hopeful ears in the direction of a small business boom headed its way. September 1930, saw an increase over August of $3,000,000 worth of time on its several channels, compared with $5,851,856 during the same month last year. CBS in September secured $1,851,826 worth of time on all its networks, 1931, $1,807,795 worth of time on network stations extending from coast to coast, compared with $3,159,150 during same month of year before. In the first 11 months of 1932 shows a higher sales, for the two networks, than the first nine of '31.

Harriet's Threat

Almost off the CBS Peninsula Parade of Wahoos in September was aNebraska choir singer Harris Croft last week. Nebraskge programs a week, Chicago carpenter George Harris to develop "croft's threat."
Tuesday Programs [Continued]

WMAO—Hotel New Yorker Orchestra (NBC) 12:50 P.M.
WBBM—Chicago Dental Society Program 12:55 P.M.
WGN—Stuart Chat, Rotary Club Luncheon 13:15 P.M.
WBBM—Aunt Jemima 13:30 P.M.
WNR—Words and Music, string ensemble (NBC) 13:45 P.M.
WIBO—Aldred of the Air 14:00 P.M.
WAAF—Honore Philosopher 14:15 P.M.
WMAQ—Don Romeo's Orchestra (NBC) 14:30 P.M.
WGN—Adult Education 14:45 P.M.
WJU—Joe Grie 15:00 P.M.
WIBO—Organ Program 15:15 P.M.
WJKS—Kirby and Glenn 15:30 P.M.
WCLL—Columbia, Walkathon 15:45 P.M.
WJU—Waltz Program 16:00 P.M.
WLS—Lulu and Grain Markets 16:15 P.M.
WJKS—Irvin Gorges, pianist 16:30 P.M.
WBBM—Chic Music in CBS 16:45 P.M.
WIBO—Pep Concert 17:00 P.M.
WAAF—Paul Van Sande 17:15 P.M.
WIBO—Board of Trade 17:30 P.M.
WJU—Club luncheon 17:45 P.M.
WLS—W. Vickid's Book Shop 18:00 P.M.
WGN—Symphony Favorites 18:15 P.M.
WMAQ—To be announced 18:30 P.M.
WIBO—Kodiswalt, L. 18:45 P.M.
WBBM—American School of the Air (CBS) 19:00 P.M.
WCLL—Variety Program 19:15 P.M.
WAF—Pansooke 19:30 P.M.
WIBO—K. & R. Reporter 19:45 P.M.
WCLL—Quarter Hour of those Three Fourth Times; Three Coveralls 20:00 P.M.
WAF—Live Stock Market, Wheat Summary 20:15 P.M.
WGN—Allen Grant and Lawrence Silber 20:30 P.M.
WJU—C. H. Y. Machine Gun Football Game (CBS) 20:45 P.M.

 SPECIALS FOR TODAY FOR LEG OF LOCAL STATIONS SEE PAGE 4

1:15 p.m. WBBM—CBS—Charis Musical Review; vocalists 2:45 p.m. WGN—CBS—Georgie Price, humorist; Krueger's Orchestra 7:00 p.m. KYW—NABC—Blackstone Plantation 7:00 p.m. WGN—CBS—Abe Lynaas's Orchestra; Hollywood Newsboy 8:00 p.m. WIBO—Warton's Plantation Days

WCLL—Junior Federation Club
WAAF—Three Novelties; Kenny Kniek
WBNM—on the Air (CBS) 6:30 P.M.
WJU—Hot and Holy 6:45 P.M.
WMAQ—The Women's Calendar 7:00 P.M.
WGN—Swartz Ball, baritone, orchestra (NBC) 7:15 P.M.
WCLL—Arrasson 7:30 P.M.
WJU—Young Mothers' Club 8:00 P.M.
WIBO—Flying Notes 8:15 P.M.
WJU—Corgy Ensemble 8:30 P.M.
WJS—Daily Times News Flash 8:45 P.M.
WIBO—W. Betty Doty, organist 9:00 P.M.
WJU—To be announced 9:15 P.M.
WGN—Harold Bean, baritone 9:30 P.M.
WIBO—Elkins Club 9:45 P.M.
WMAQ—To be announced 10:00 P.M.
WBNM—Symphony Favorites 10:15 P.M.
WJU—Aunt Jemima 10:30 P.M.
WGN—Adventures of Mr. Paterson 10:45 P.M.
WIBO—Kodiswalt, L. 11:00 P.M.
WJU—H. equivalents 11:15 P.M.
WGN—Saint Patrick's Church, Chicago 11:30 P.M.
WIBO—Board of Trade 11:45 P.M.
WJU—Club luncheon 12:00 P.M.

In Horse Race Time Andre Kotelannef, Columbia conductor tells one. In his teaching days, he once gave a pupil a Bach Adagio. Next lesson the student started playing it in race-horse tempo. Andre stopped him and asked why. "Well," said the pupil, "at the rate your charging me, I'll have to play it faster in order to pay you."
CINCINNATI

ENGRAVING SERVICE

Complete overnight execution of engraving jobs is the service Schoenwald renders the advertiser whose plates MUST be ready with the rising sun.

Here, waiting your commands, in a corps of expert craftsmen, trained for efficiency of production without the minutest loss of quality or detail.

You'll like every part of Schoenwald service...from the moment your phone brings our speedy messenger, till you see the perfect reproduction of your copy.

Pat Flanagan at Helm of New Bowling Hour

A new program for bowling fans with Pat Flanagan at the mike is airing over WBBM each Tuesday, Wednesday, Thursday, Friday from 7:15 to 8:05. The play and technical points of the game are explained to the radio audience. The Greater Chicago Bowling Alley Owners' Association is sponsoring the series.

Winning Mikritics for This Week

Room Goon 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 queer.

Here are the rules: The quotation should not exceed fifty words. It must be accompanied by the name of the 25 persons 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 Room Goon.

This week's winners:
Telesco Fire Chief—October 18—9:40 p.m.
—WMAG

—Ed Wynn: "This line is like a good book it's red to the end."

C. Doane

Robert Burns Panatella Program—October 19—8:18 p.m. —WGN

—Gracie: "I'm giving you an imitation of a politician.

Burns: "Why, you don't even know what you're talking about."

Gracie: "That's what makes it a good imitation."

S. Banks

Lucky Strike—October 20—9:40 p.m. —WNEW

—Pearl: "I have a book by Volstead."

Charles: "What did Volstead ever write?"

Pearl: "The American Tragedy"

M. J. Rogers

Information Hour—October 22—12:22 p.m. —WCCO

—Al Chance: "And Bing Crosby photographs very well at all on snow who have seen him in shorts."

Leonard Peterson

Texaco Fire Chief—October 25—8:30 p.m. —WIBA

Fire Chief: "A parasite is a person who robs through a revolving door on somebody else's push."

Eleanor Davis

Sinclair Minstrels—October 24—9 p.m. —WJZ

Gene: "What were you ordering in the restaurant tonight?"

Mac: "I said I wanted a couple of hard boiled eggs to take out, but the waitress said, 'Mamie and I don't get off till 10 o'clock. You'll have to wait.'"

L. D. Handy

Sinclair Minstrels—October 28—8:18 p.m. —WLS

Gene and Glenn—October 25—8 a.m. —WLS

Gene: "Was your father-in-law surprised when you asked if you could marry his daughter?"

Mac: "Surprised? Why the gun almost fell out of his hand."

M. McGill

Gene and Glenn—October 25—8 a.m. —WLS

Gene: "I think long hair makes one look very distinguished, don't you?"

Lena: "I found a long hair on my husband's coat the other day and he certainly looked foolish."

George K. Harris

William Vickland's Book Shop—October 26—10 p.m. —WLS

"A bridge, when asked how she liked married life, replied, 'There's not much difference. I used to have to walk to the store. Now George has to go home and now I wait up half the night for him to come in.'"

B. Fackler
www.americanradiohistory.com
Reach the Top in Radio; and Then Keep Going Up

By Arthur Tracy, the Street Singer

DIEP deathly crescent gaze go up at every step. One false move, one unbalanced, ever the climber who sets his alpenstock toward the blue and gilded heights of Mt. Blanc hubbles to eternity five thousand feet below. No single rock, no sheer wall "climbers" have scrambled up. The climber risks all to reach the distant, dangerous heights. And the seeker of radio glory dares all to gain the rare edifices of fame.

The peak is there, a slightly ice precipice, jagged gliders for the mountaineer to surmount. Snow and ice voice one threat— "Thou Shall Not Pass." And so it is with the climb to fame. "Thou Shall Not Pass," says all the world. Mountain climber and radio candidate alike stake all to reach the heights.

Two things spur the mountaineer on to face disaster upon the silent, icy snows: First, there is an inner craving for beauty. Nature spreads her rarest treat, all the world clothed in beauty, for those on the heights to see. Second, the climber gains an inner self-satisfaction, a thrill of personal achievement.

Those who risk all to scale the heights of art also cherish dual rewards. First, there is the beauty of creation, the sheer artistic triumph in any case of making music. Second, there is the deep, warmly glowing inner satisfaction of personal accomplishment.

You wouldn't think she was superstitious to look at her, would you? But pretty Mary Strelte, NBC singing find, simply draws the line at using any sort of vehicle on Fridays. Instead, she walks to the studios for her broadcasts. We're superstitious enough to think that a brilliant radio career awaits Mary.

Air Goes Highbrow

By Margaret King

Radio is growing up. It has become more careful about what it does and says. The broadcast studio now draws upon the most famous writers of books, the stage and screen for better material than it has had in the past.

Available now with advanced studio technique and showmanship are the brains of the best thinkers of the world. A twist of the dial brings Booth Tarkington. John Erskine has become a popular figure of the air lanes.

Heywood Broun is not only read but listened to by many millions of people who never have had either the opportunity, or, perhaps, desire to ponder over the New York commentator's printed opinions.

Mary Roberts Rinehart's clever "Tab" serial was built for radio. Carmen Hamilton has the procession to the broadcast studios along with Henrik Van Looon, Edgar Guest and Albert Payson Terhune. Edgar Guest's weekly recitation of his lovely poems and Albert Payson Terhune's series of true stories about his collies have, during the past year, become outstanding broadcast successes.

Latest in the march to improved radio presentation is Vera Caspary, author of "Thicker Than Water," "White Girl," "Music in the Street" and the current smash-hit film, "The Night of June Thirteenth." Miss Caspary joins the air literal Monday night, November 7, as writer and producer of the Princess Pat Pageant comedy-romance, "A Woman's Place," to be broadcast at 8:30 o'clock over WHRB, later to be repeated November 15 at 2:45 p.m. CST over WLS and then placed on transcriptions for national release.

What effect this legia of best seller authors to the microphone will have on book and magazine publishing, the stage and the screen, is a matter for conjecture. Will it be harmful to their patrons? Perhaps. But one thing is certain—

Radio dramas are being elevated to the comparative stature of the books, stage and screen, and no longer will the inferior work of amateur writers be considered by sponsors as "good enough." The prices paid, likewise, for broadcast material are on the increase with the raising of the standard, and of course, many of the pioneering radio writers, who first became known for their work by the broadcast medium, will share in this golden age of radio literature.

There is no doubt in the minds of radio executives today of the potent quality of material which is steadily increasing on the airwaves. There is no reason why the radio drama cannot place itself on the same plane as that of the theater. With the ever-growing group of technical and literary advisors studying the future of radio dramatics, it is felt that within a short time, new and ingenious methods of dramatic delivery will be brought to light.

From flour merchant to drama god! Ralph Kirkby made the jump from obscurity to fame in one short year. He's been an advertising agent, soldier, surveyor, automobile dealer, flour salesman and radio artist all in thirty-one years. You hear him on guest programs over NBC networks.
Your Announcer Turns Columnist—for a Day
By John S. Young, of NBC

Europe's News—There are lots of announcers, and singers, and orchestra leaders who would like to be columnists, and there are lots of announcers who would like to be radio artists. Of course, we can't mention Mike Porter, or Jerry Wald, or Evans Plummer leading a band, but we thought it would be interesting if some of your radio favorites wrote a column. So we asked John S. Young, the handsome NBC announcer, to try his hand at columning. And here it is.

Give a man enough rope and he'll hang himself. Give a radio announcer a type-writer and enough paper and he's liable to do anything—and probably will. The least probable offenses he can commit against himself and the reading public will be spraining a thumb or splitting an indefinite.

A hopeful and ambitious cub reporter once called on a newspaper publisher and asked him how to run a newspaper.

"You've come to the wrong man," bitterly remarked the publisher. "You should ask any of my subscribers."

Every radio listener knows he can announce any program or describe a football game. By the same law of human nature every announcer is confident that he can write a radio column, until he is asked to do so. Well, here goes:

Harriet Lee and Her Leaders have a new mascot. It is a German police dog and she has named it "Leader." Returning from a broadcast late one night, she observed a hungry looking dog following a pack. Out of pity she took the animal in, fed and cared for it. In a few days Leader developed into such a fine, spirited fellow, that Miss Lee decided to adopt it.

Phil Lord, Seth Parker to you, is a great fisherman. Lanny Ross was voted the best looking member of his class at Yale. Incidentally Ross has been visiting Mal Stevens, Eli coach, recently and still is optimistic of his Alma Mater's chances on the gridiron this season.

Ward Wilson, the voice imitator, and Andy Sonnella, wizard of the guitar, are first rate "ham" radio operators and have their own amateur transmitters.

While wandering about the studios, an announcer observes the idiosyncrasies of radio artists more, perhaps, than anyone else. Here are a few that I noted.

Walter O'Keefe, the Oklahoma master of ceremonies, always removes his coat and tie while broadcasting. Walter Wuscheil and Jack Bennie insist on wearing their hats in the studio.

Two of the loveliest of the NBC sopranos, Virginia Rea and Jessica Dragootte, always appear in evening dress, usually all white, for their broadcasts.

William Merrigan Daly, George Gershwin's favorite conductor, invariably wears a black sweater under his coat because of neuritis. On one occasion the baton wielder wore the sweater under a tuxedo.

The habits of many years on the stage are too strong for Arthur Allen, who acts some of the better character roles, to drop before the microphone. He usually goes through the motions suggested by his part, or screws his physiognomy up to resemble the type he is portraying. Parker Fennelly, his partner, shows no outside reaction to his roles, always standing nonchalantly before the microphone, one hand holding the script and the other jabbed deep into a pocket.

Thaywood Bronn, columnist, and Albert Payson Terhune, the pigmy and armchair present an interesting study in contrasts during the G. E. Family Circle broadcast from an NBC studio.

Terhune, dignified and formal a banker receiving an L. L. D. from his alma mater, dresses in tuxedo and stiff shirt. He upholds his dignity throughout the program.

Bronn immediately removes his coat, exposes his slyly twisted tie and exposes wide expanses of missed shirt. He sits before a table and chats to the radio audience as though he were discussing Voltaire's philosophy with a group of thespians from the depth of a wicker chair. Tony's Bronn is the reincarnation of Dr. Johnson.

Another big man of the studios is Floyd Gibbons, the Headline Hunter, who strides in and out with characteristic breciness, ever wearing his tan overcoat, collar turned up, and his felt hat yanked down over his bad eye.

Richard Gordon, Sherlock Holmes on the air, vouches for the following yarn: "Irene Bordoni, famous for her bangs and French humor, was making her dramatic debut on the air. She had sung into the microphones with her Gallic accent before, but never attempted the drama. Miss Bor- doni was cast in a love scene opposite Gor- don. She performed before one mike, he before another, in conventional radio fashion.

In the midst of the dress rehearsal, the magnetic French woman grew nervous and missed cues.

"Oh, Meester Director," she suddenly exclaimed. "Will you please make Mr. Gordon come over to this microphone. I can't make love to a man when he is ten feet away."

That lovely soprano voice you hear on numerous special programs from Chicago over NBC networks belongs to romantic-lookin' Ruth Lyon, who smiles pensively for you here. Away from the microphone she's a flower on the Lincoln Park bridle path. Her pashminas are long ear rings and white ermine evening wraps.

Your Own Orchestra
By Peter Van Steeden

Europe's News—Believing that a large number of young men throughout the country are interested in organizing and conducting their own orchestras, the editors of Radio Guide have secured a series of articles (of which this is the first) on how to select the members of a dance orchestra. The author is Peter Van Steeden, whose band is heard with Ray Perkins on the Barbasol program over an NBC network on Tuesdays and Thursdays at 6:30 p.m.

In this, the first article on organizing a dance orchestra, I shall give you a few general principles which, I hope, will be of assistance to you in selecting your personnel.

First, unless you plan to use your band for amusement only, do not be too strongly skewed by friendship in choosing your men. If you plan to get an income from your playing, give your friends the first chance, if you like, but base your final choice upon merit alone.

We will assume that your orchestra is to use standard instrumentation which is generally employed by most professional dance orchestras. It consists of two violins, three saxophones, two trumpets, one trombone, one piano, one banjo or guitar, bass and drums.

In speaking of key positions in an orchestra, I refer to those of pianist, first saxophone, first trumpet, and first violin. On their work will largely depend the success of your orchestra, for it is these instrumentalists who lead the various sections of the band. If you compare the leader of the band to a general, the key-men are comparable to the captains, each of whom leads his own company.

It will be a help if either you or one of your men is able to make arrangements, or at the very least, to work special opening and closing passages into various numbers, so that there will be a touch of the distinctive to your band's rendition of them.

Once you have arranged for the nucleus of the band, selecting the rest of the men is much easier. You simply get a group of men you know can play, and start work. A band seldom comes into being "full growth." It is a process of evolution, and you will find that you will discard various members and take new ones in their places from time to time, and so even your own musical knowledge grows, you will become more and more exacting in your demands.

The exact number of instruments in your orchestra will depend upon the type of work you plan to do, and upon the music which is available. Few young conductors start out with a standard instrumentation, which I previously mentioned, and it is well to remember that you can save any small bands can get more work than the large ones, unless the large ones are well-established.

For private parties, the following instrumentation has been found good. It consists of one each of the following: violin, piano, banjo, guitar, drums and bass.
### Wednesday Programs [Continued]

<table>
<thead>
<tr>
<th>Time</th>
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<th>Program Description</th>
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<td>WGN-Good Morning Program</td>
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<td>W2BO-Information Desk</td>
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<td>WIBO-Ahead of the News</td>
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<td>3:10 P.M.</td>
<td>WIBO-Palmer House Ensemble</td>
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<td>3:20 P.M.</td>
<td>WIBO-Prisoners</td>
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<td>WIBO-Autobiography</td>
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<td>WIBO-Lady Next Door</td>
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### SPECIALS FOR TODAY

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<td>WKNB-Romantic Bachelor</td>
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<tr>
<td>7:00 a.m.</td>
<td>WMQ-AMERICAN School of the Air</td>
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<tr>
<td>6:30 p.m.</td>
<td>WGN-Whispering Jack Smith; Humming Birds</td>
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<td>6:30 p.m.</td>
<td>WENR-Radio Pledge; comedy sketch</td>
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<tr>
<td>8:30 p.m.</td>
<td>WMBI-Daily News</td>
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<tr>
<td>9:00 p.m.</td>
<td>WCFL-School Teachers Program</td>
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<tr>
<td>10:00 p.m.</td>
<td>WKNB-Department of the Arts</td>
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### RADIO AND AMUSEMENT GUIDE

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La Galiene the Great

By Ida Bailey Allen

One of a series of articles on "Today's Fouser Women" by Ida Bailey Allen who, inserting talk on this subject are heard each Tuesday at 10:15 a.m. over CBS Network, sponsored by the makers of Pronto Toothpaste. Local outlet WBBM.

EVA Le Galiene is the young woman who has cheerfully stepped down from her throne as a producer of the stage to put on plays for everybody. The explanation of Eva Le Galiene's amazing sacrifice is simple. Miss Le Galiene realized that anybody can hope from life is contentment. She saw where her contentment lay... and went after it.

Eva Le Galiene is the daughter of the poet, Richard Le Galiene, and his wife, the Danish writer, Julie Norregaard. Even the birthplace of Le Galiene was extra-ordinary... for she was born in an Elizabethan manor house in London suburb! She developed true to type by being a prodigy at the age of three she could read and write. Shortly afterwards her mother placed her in a unique Parisian school.

Eva Le Galiene had so little money that she used to walk to and from school, saving her pennies in order to attend the theatre. And why not, when she might sit entranced before such actors as Coquelin and Sarah Bernhardt? When Madame Bernhardt's "Memoirs" appeared in two thick volumes, the little girl longed for these books more than anything else on earth. But she was sure she could never buy them. So she spent every moment at the library, copying in long-hand and in French every word of the down-packed books.

Her friend, Edmond Rostand, told Madame Bernhardt about this fact; and the actress sent for the child. Upon the flyleaf of Eva Le Galiene's laboriously scribbled notebook, Madame Bernhardt inscribed this message: "Dear and adorable child, I am touched at the great pains you have taken to copy this book. I wish you great happiness throughout your life and I embrace you tenderly." After that event Eva Le Galiene couldn't avoid a stage career.

When informed of her ambition to be actress, Mrs. Le Galiene replied. "Very well. But you first must have an education."

She advanced during two years until she was able to carry the role of Elizabeth, in "The Laughing Fools", and, at His Majesty's Theatre, she played the part of Victoria, in "Peter Ibbetson." In the midst of this progress she abruptly halted, for she realized that London wasn't what she craved. Although art peripatetic, she and her mother set out for New York where there is hope of a part in a Belasco play there, but the play never went on. And the Le Galienes, threatened by their landlord and shivering from cold, were near starving to death. Then Harrison Gray offered Eva a bit in "oslav's Daughter." This pale and fragile English girl impersonated a colored maid. But she had a job. Just when Eva Le Galiene's career looked as if it was about to sink, a storm interrupted. The actress and her mother got fired during the rehearsals of "Mr. Lazarus." But she climbed up again to lead in "Not So Long Ago," with Sidney Blackmer; and then on that came the triumph in Molnar's "Lillom," for the Theatre Guild; and then the glorious role of the Princess in "The Swan."

She had an idea that wouldn't let her rest. She had observed how the cheaper seats in the theatre always sold first; this fact meant to her that people of small means loved the theatre best. She had noticed that every European town boasted a repertory theater, where the actors got their training, the classics remained on view, and the citizens enjoyed plays at small cost. She determined to start such a theatre in her adopted home, New York City. For long she had recognized the kinship between her pioneer soul and that of our country; so she had become an American citizen. Already she had put on by herself Ibsen's "The Master Builder" with great success. Almost before she could catch her breath, Miss Le Galiene was a theatrical producer.

She determined to find a civic repertory theatre, the highest-priced ticket to sell for one dollar and fifty cents, with good seats at half a dollar. She wanted to establish her theatre on Broadway, but no manager would rent her a house. So she finally leased a drab old theatre on 14th Street, a mile and a half from the theatrical district, and she didn't waste her small funds on re-decorating it. She just furnished it up a bit. And she put on plays for the people... the mellow "Cradle Song", a significant American drama, "The Inheritance", some more Ibsen, the classics, such as "Twelfth Night" and "Romeo and Juliet." She revived "Peter Pan" for the delight of children old and young; she enacted "Camille" without a single cough. Besides she staged with delicate understanding a drama titled "Allison's House" and the Pulitzer Prize Committee selected it as the best play of the year.

She built up her company from young people and from actors who were not famous, because Broadway stars wouldn't work for salaries the Civic Repertory could afford to pay. She invested every cent of her own money in this dream of hers. And it prospered. During one season their gross receipts were a hundred and eighty-nine thousand dollars. She signed contracts at last with other stars who shared her vision. Morgan Farley, Jacob Ben-Ami, Alla Nazimova. In June 1927, she leased the Civic Repertory Theatre for ten years and announced that the audience was to be the censor of plays shown there. While shots of victory rang in her ears, Miss Le Galiene drifted from the scene... to think it all out. Spiritually strengthened from her retreat, she returns this fall eager to enlist you young people as apprentices in her theatre. Her plans may alter, but her purpose stays the same. "That a greater majority of the people will thus see good plays will accede. She has turned her back on wealth. But she is the happiest woman I know.

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CHICAGO

Dr. Fay Cooper Cole

on Guide-WJJD Hour

Dr. Fay Cooper Cole, scientist of note and professor at the University of Chicago, will be the guest speaker on Radio Guide's Art Studio Party program heard over WJJD, Friday, November 1st, from 6:30 to 7:00 p.m. Dr. Cole is an authority on ancient Mayan culture. He is head of the Social Science division of the World's Fair.

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OUR mail bag has been so full in recent weeks of queries from men and women who want details of our Neighborhood representation plan that we believe there may be others who would like the same information.

With that thought in mind, the Radio Guide prints below a convenient blank for use by readers who are considering writing to us for the details of how to increase their incomes by becoming Neighborhood Representatives of the Radio Guide.

It is a pleasant way of adding to your bank account as people in all sections of the country have discovered. Full details of how to proceed as an official representative have been prepared in concise form and will be mailed to you. All you need do is fill in your name and address on the attached coupon and drop it in the mail. Complete information will be mailed to you immediately.

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WLS
Prairie Farmer
870 kilograms
Music in the Air

By Carleton Smith

COMPETITION for radio listeners exists among symphony orchestra conductors. This fact came to the front when three eminent musicians announced their varying views about the wisdom of The Gershwin "Rhapsody in Blue." The difference in opinion was occasioned by the attempt of Leopold Stokowski to make his Friday afternoon broadcasts take the place of the old-fashioned spelling-bee in the mind of the casual American. The conductor invited Mr. Mr. Damrosch and Mr. Goldmark to give their symphony concert as a capstone to their week's activity. The children would not feel that they were having a music appreciation lesson as with Walter Damrosch has been giving them for twenty years and he still forget to begin. We look at the lyrics first, and always seek for a simple and direct statement that will be understood readily.

Judging from Tibbets' choices, composers might well follow his advice.

Advice for Composers

STEWART WILLE, accompanist for Lawrence Tibbets and reputed to be the highest paid artist in his all too often neglected profession, gives us some advice for composers.

As you might easily imagine, many song writers wishing to have their products put across, send them to Lawrence Tibbets. Next to John McCormack, the American baritone, he probably receives more manuscripts than any other concert singer today.

Stewart Wille has the task of examining many of them with Tibbets. He went through more than three hundred songs this week alone. The baritone's favorite is "In the Garden" by Mrs. Mary Healy. "I doubt very much," he said, "that he will ever sing that song, since he is planning to retire from the stage."

"If composers would only stop writing songs that are not in character with the subject and the predicate in the right place, their songs would more often be singable. In most songs, the meaning of the words is lost in the protection of the music. Before you send the end of the sentence, you have forgotten the beginning. We look at the lyrics first, and always seek for a simple and direct statement that will be understood readily.

If the National Committee won't believe him, we can be grateful that the president remains in office for four whole years. A peaceful birth for the victory!

Fritz Kreisler

The New York Times announces that Fritz Kreisler is studying broadcasting technique, and that he will in due time be heard on the ether. Not only will he, in his opinion, could bring before the microphone a broader picture of the concert, a nobler feeling for music than Mr. Kreisler. Before his tone, listening becomes a spiritual faculty. No other section of the country has so much musical talent and Kreisler is one of the most popular and beloved personalities in the other voice, and not easily forgotten. The new record does not do Kreisler's voice justice, any more than did the old one.

Caruso's "New" Record

Have you heard Caruso's new record of "Vesti la Giubba" from "I Pagliacci" and "M'Appari" from "Martha"? If you own a phonograph, you will have it, and you may experience some difficulty in getting it, as the demand far exceeds the first pressing. It is said, however, that inquiries there were none to be purchased.

The announcement said that his voice had been restored to the power, brilliance, and, moreover, the quality which it would have if he were recording today.

While this is not exactly an accurate statement, the new release has a richer and more up-to-date setting. An orthophonic recording of an orchestra has been superimposed on the old record. My disappointment comes largely from the fact that the quality of Caruso's voice is not reproduced. He had the voice of a lifetime, and his record is not recorded as well as it might be. He has just one voice, and one voice only.

I was interested to find that the voice was not emitted in any other voice, and not easily forgotten. The new record does not do Caruso's voice justice, any more than did the old one.
Thursday Programs [Continued]
Fridays Programs [Continued]

12:15 P.M.  WIBO-Market  12:20 P.M.  WBBM—New Flashes
12:30 P.M.  WJJD-Season's Dance Hits  12:45 P.M.  WLS—Prairie Farmer Watermelon Program
12:50 P.M.  WMAQ—Organ Flashes  1:00 P.M.  WLS-Prairie Farmer Watermelon Program
1:05 P.M.  WIBO—Cerny’s Classics  1:15 P.M.  WLS—Prairie Farmer Watermelon Program
1:20 P.M.  WBBM—Armstrong Concert  1:30 P.M.  WLS—Prairie Farmer Watermelon Program
1:35 P.M.  WMAQ—Armstrong Memorial  1:45 P.M.  WLS—Prairie Farmer Watermelon Program
1:50 P.M.  WLS—Farmer's Piano Program  2:00 P.M.  WLS—Prairie Farmer Watermelon Program
2:15 P.M.  WJJD—Jubilee Women's Club  2:30 P.M.  WLS—Prairie Farmer Watermelon Program
2:45 P.M.  WKID—Aladdin's Thousand  3:00 P.M.  WLS—Prairie Farmer Watermelon Program
3:15 P.M.  WIBO—O’Fallon’s Band  3:30 P.M.  WLS—Prairie Farmer Watermelon Program
3:45 P.M.  WLS—Princess Pat’s beauty bash  4:00 P.M.  WLS—Prairie Farmer Watermelon Program
4:15 P.M.  WMAQ—Golden Serenade  4:30 P.M.  WLS—Prairie Farmer Watermelon Program
4:45 P.M.  WBBM—Freckman, Ke Dunn and Salterro  5:00 P.M.  WLS—Prairie Farmer Watermelon Program
5:15 P.M.  WBBM—Turan of the Airs  5:30 P.M.  WLS—Prairie Farmer Watermelon Program

SPECIALS FOR TODAY

FOR LOG OF LOCAL STATIONS SEE PAGE 4

11:00 a.m.  KYW—NBC—Music Appreciation Hour
2:30 p.m.  WJKS-CBS—National Education Association Program
3:00 p.m.  WBBM—WBBM—Armistice Day Program
7:30 p.m.  WGN—NBC—March of Time; dramatized news events
9:30 p.m.  WENR—NBC—Elgin Adventurers Club; Floyd Gibbons

11:15 P.M.  WIBO—Kits—Time
11:30 A.M.  WIBO—Armistice Day Program
11:45 A.M.  WIBO—臂istice Day Program
12:00 NOON  WIBO—Armistice Day Program
12:15 P.M.  WIBO—Armistice Day Program
12:30 P.M.  WIBO—Armistice Day Program
12:45 P.M.  WIBO—Armistice Day Program
1:00 P.M.  WIBO—Armistice Day Program
1:15 P.M.  WIBO—Armistice Day Program
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3:45 P.M.  WIBO—Armistice Day Program
4:00 P.M.  WIBO—Armistice Day Program
4:15 P.M.  WIBO—Armistice Day Program
4:30 P.M.  WIBO—Armistice Day Program
4:45 P.M.  WIBO—Armistice Day Program
5:00 P.M.  WIBO—Armistice Day Program
5:15 P.M.  WIBO—Armistice Day Program

Southern Cookin’ Suhl

"To just one good meal o’ turnip greens, pot-luck and corn bread, Ah’d leave the

www.americanradiohistory.com
Hello Folks
This is Theodorus Trautwein of Arcola, New Jersey.
Broadcasting...

Glosh, I was excited the day Dad brought home a Radio Guide and let me take a squint at it—after he was through, of course. The picture sure en
joyed it, but the most fun of all was seeing the Boy Ad and reading that part about "you too can make good spending money."

You see, I was sure broke. Besides wanting spending money, I wanted some clothes too. But it looked like no soup. Anyway I try a sort of sell-
ing the Guide.

I went around to people and explained about the things inside the paper. I was sure surprised when the first lady I asked said she had been buying it since it first came out. But the second one had never seen it before. And she gave me an order.

Right here I'll butt in to say I'm twelve years old, and in the seventh grade at school. The sports I like best are baseball and football. My favorite star is the "Hill Billy Boy." Boy, he's the nerts.

Right now I'm selling about nine copies a week, but Dad says that this winter business is going to pick up on account of folks staying in more and listening to their radios. I guess he's right, too. Cause already my sales have gotten bigger.

When I sell thirty Guides a week—or more—I'll write you again and tell you what I did. And with the money I make, I'll get some clothes, some presents. My dad is making a Christmas and I'm going to put money in the bank for certain things.

That's all about fellows. I'm going to sign off 'cause I can't think of anything else to say. Goodbye.
Your Friend,
Theodorus Trautwein

You too? any boy in America can earn good spending money by becoming a Radio Guide salesman. When you become a Star Salesman we will publish your picture in the 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 give you one copy of the book on how to take a good picture of yourself which you can use to print pictures of yourself.

Write, Phone or Call
Radio Guide
423 Plymouth Court, Chicago, Ill.
Telephone WABash 8648

Along the Airialto
By Jerry Wald

It Happens in the Best of Families!
There's a slip "twist" the microphone and the lip! In radio's comparatively brief history, many bulls, some laughable, some tragic, have been made...

In case you didn't know, a "bull" is the term newspaper scribes and other staring gentrty use to say "mistake." Perhaps you call it a "fallops," or an error, but no matter what tone of voice you use, or in what fashion you say it, a mistake is a mistake, in whatever language it occurs.

On the air, there are no erasers or ink eradicators—once a thing is said, it's all the king's horses and all the king's men, couldn't unsay it.

We're reminiscing the other evening with some radio executives and producers and some of the radio "breaks" we heard made us guffaw. All of them can't get into print, but if you meet us someday at the corner drugstore and buy us some lunch, we'll be more than happy to buzz them in your ear.

Incidentally, the happy thought occurs that there must be many among our readers, eyes, the whole four of you, who have at some "slip," or whose ears have been present when we write about us, and maybe, who knows—We may all collaborate some time in an anthology of that sort and call our efforts 'Broadcast Bulls' or 'Bull-Eye It Or Not.' However, that's getting away from our original name, namely, "bulls." Here's a few that might hand you a laugh.

This happened back some six months ago on the "Henry-George" microphonings. Harry Von Zell, the addressor for the program, was summing up his commercial credit. "And so, ladies and gentlemen, you can afford a Henry George to SHAVE your troubles away."

"There's the one heard on Uncle Luther's farm stories, after he had nearly signed off the program. "And now, ladies and gentlemen, you can afford a Henry George to remove your troubles away."

The announcer, who wrote this paragraph, is about, had to give a rather long advertising spiel about the super qualities of the soap his sponsors were advertising. He first told his listeners of the extraordinary value to be found in Glut's soap, of the quality of the Glide product and of the extreme care that was taken in its manufacture. In conclusion, he told the radio diaters that Glut soap was good for all occasions. After ringing the necessary chimes and giving the station's announcement, the commentator, thinking the program was off the air, added in a joking fashion, "If you believe in that junk, I'll think up a few more healthy fairy tales."

P. S. The said announcer is no longer announcing.

Ed Thorgersen was late for a broadcast at one of the boat piers, from which he was supposed to describe the reception tender sent to some ferry or other. As he approached the pier, he noticed one of the accompanying engineers frantically waving his arms for him to hurry. He got aboard the pier in a run and arrived about two minutes later at the broadcasting apparatus. As he arrived he was handed the microphone by the control operator, who whispered into Ed's ear, "Just in time, you got the air, right now?" Thorgersen, a trifle winded from his sprint, started his air gushing, "Ladies and gentlemen (Pullduff sill, went his breath), I have a rather long run here on time (pullduff), I guess I'll have to give up smoking.

And if you remember your radio, Mr. Thorgersen's tailor was working for him, until when this happened, so you can picture Eddie's surprise when, a week later, he was handed a big batch of that air that makes un-employment.

The Walds Have Earl-
The Norman Brokerships are having troubles in those house...or do we have on our hands a case of having headache trying to put his Boulton eight over and may report a few visitors to get what it takes to live these days...Mrs. Graham McNamee, oh you know who he is, wants no alimony from horse, but only long, lump, cash settlement...Chesterfield ciggies are arguing with Bing Crosby about price, so he starts airing for the ciga people, don't be all surprised...Harry Barris, Bing's partner, who has now turned orchestra leader, will probably go under CBS contract with the air-castle all set to build the kid into one of the sex attractions. Some of the songs you see around with Harold Stern's name on the cover are the works of Eddie Ruggieri, the fiddle man with Stern's St. Moritz's ensemble...The only thing that does to aid the composition is put in the commode and dots!...A strawberry to Phil Spitalny for being one of the first to do something "just a bit different" in his air-offerings...Art Tracy will be wedding-partyed by a group of Cassino lovers at the Coconut Grove on November 10...The air factories are making approaches to Cal Coolidge again, but he's still living up to the name of "Silent Cal"...So, but not heard, is his motto...There's a book on the presses that will do to radio what "Queen People" did to the movie industry—tear the lid right off, only more so, tagged "Special Permanence," taking the big radio chiefs and their employees-men for a stiff editorial ride...The book was written by what former big boss of what hot-air-w-airhouse...Another strawberrry to Phil for her singing out so far different, and to Louise Whitman and the West Coast gal, who's just zinging with personality, and can be sure to be a top-notchie among the microphoners.

Sure They're Great Guys, But-
We would listen for hours to Vincent Lopez piano ticklings, but he can't brighten up at night unless he has a light on, over his head.

This Rudy Vellop fellow has got the gals of the land under his spell, but the manner in which he ambles about his dressing room would make even Earl Carroll blush.

Guy Lombardo conducts one of the rhythm-ist bands on the air, but he only wears the tops of his pajamas.

Even radio knows and likes Johnny Johnstone, NBC's press department chief, but he refuses to wear a suit.

Morton Downey can sing for us night and day, but the silly wears undies and is always knocking wood.

Curly-haired Ozzie Nelson is a well known star, he's continually arguing about various points of law.

Yes Sir, That's My Yes Man!
In their palmetst days the movies never saw such a hord of yes men as that which included the studios of the local broadcasting factories.

Everybody seems to be a north-south head, or the artist yesses the booker, the booker yesses the executive, the s.e. gobbled the advertising agent and the agency bows all the way to the advertiser, who, of course, finally foots the bill.

We present clever Ray Hedge who, with a wink and a smile, plays the role of Clarence Tiffenburger in the Myrt and Marge broadcast heard every day over a CBS-WBBM network. It's all very very secret but Ray has been reported drunk and carousing as a young girl...oh...is one of the members of the air-cast.

Reviewing Radio
By Mike Porter

(Continued from Page Eight)
The Mills Brothers don't use musical instruments in allaying those weird effects, yet only one person in ten believes that—until they see the boys on the stage. And then they doubt it.

I haven't found anybody who believes that Arturo Toscanini can actually memorize the symphonies without consulting a note.

I saw, with my own eyes, the stunt of Ernest Hootsman at WABC, when he couldn't unlock his piano. He whisked the entire score of a concerto from memory while rehearsing the Barlow orchestra.

Half the listeners believe that Goodman Ace and Jane are Jack and Mrs. Bronny. Forty per cent of the listeners, deceived by his first tag, are sure Isham Jones is a colored gentleman.

Scores of listeners are kicking about the overdrawn English accents on the Fu Manchu and Crime Club dramas—calling them the future. As a matter of fact, all the performers are genuine Britons.

Give 'em a list of the salaries of Ed Wynn, Morton Downey and Kate Smith, and the average listeners will laugh right out loud.

Sometimes it works the other way. Two men within a month applied at WEAF and, stating that they were stranded, asked to be allowed to ride on the Magic Carpet back to points in the Middle West.

Eddie Cantor is back, as you know, and his give-up on his race for the presidency, "Why should I want the job," he asks, when all that it means is that you become a face on a dime-stamp? Eddie, by the way, will change the tone of his program, by giving it a serious philosophical background. In other words, you can begin expecting Cantor's bedtime stories.

The following telegram, if you ask me, carries a tremendous significance with the radio industry—

M. W. OSHORN, PARK CENTRAL HOTEL, NEW YORK, N. Y.
DELIGHTED TO LEARN YOU HAVE DECIDED TO CLIP GROSING. LOVE, MOTHER

www.americanradiohistory.com
Programs For Saturday, November 12

5:45 A.M.
WGES—Summer Special
6:00 A.M.
WLS—The Juke Box
6:05 A.M.
WBBM—Breakfast Air
6:10 A.M.
WGBR—Sports Bulletin
6:15 A.M.
WLS—The Juke Box
6:20 A.M.
WJJD—Season's Greeting
6:25 A.M.
WBBM—Breakfast Air
6:30 A.M.
WLS—The Juke Box
6:35 A.M.
WBBM—Breakfast Air

7:00 A.M.
WLS—The Juke Box
7:05 A.M.
WBBM—Breakfast Air
7:10 A.M.
WLS—The Juke Box
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WBBM—Breakfast Air
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WLS—The Juke Box
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WLS—The Juke Box
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WBBM—Breakfast Air
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WLS—The Juke Box
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WBBM—Breakfast Air
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WLS—The Juke Box
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WBBM—Breakfast Air
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WLS—The Juke Box
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WBBM—Breakfast Air
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WLS—The Juke Box
12:15 NOON
WBBM—Breakfast Air
12:20 NOON
WLS—The Juke Box
12:25 NOON
WBBM—Breakfast Air

It LiteS It writes
Here is the ultra-ultra in personal paraphernalia. A novelist's combination that is new, beautiful, fast, and efficient. Highest grade manuscript workmanship, ideal for standard lead or pencil, and large eraser equipped with extra supply of leads. Large all-light lead for fuel. Ideal for children. Lightly, quietly, and delicately. Suitable for children of any age. The Best for Less

ALBERT C. SCHROEDER
"The Best for Less"
451 Plymouth St., Chicago, Ill.
The Pet Peeves

Dear Voice of the Listener:

I should like to air a few of my "pet peeves." Among them are such aggravating people as pianists who persist in playing all songs, popular and otherwise, "crotchet," effeminate tenors, foreign singers who refuse to stay within their range; soppy "whispering pianists," and blues singers who try to elevate their sentimental babble into an artistic masterpiece.

In case the public is slow in recognizing the "inartistic" to whom I am referring, I shall give a few hints. The pianist whom I have in mind accompanies the foreign singer every afternoon around 1:45. A "whispering pianist" needs no further identification, but it might be interesting to note that his first name is Art; and the blues singers are usually classified as "the big girl whose heart is as big as hers," and "the smallest singer who has ever sung with an orchestra."

I hope I have made myself clear.

Denise Rousseau

Pleasing Voice—Fine Diction

Chicago, Illinois

Gentlemen:

It is somewhat amusing to note some of the popularity contests appearing in the Game, taking in everything from legs to "IT." Why not elevate them a little and go to basic, style and voice, particularly for the benefit of your lady speakers? If you included them I want to cast my vote right now to the Century of Progress Speakers' Bureau of Miss disheshow. She has a pleasing voice, and fine diction. Would that we had more women speakers of her brand.

"Constant Reader"

The Sponsors' Friend

Greener, New York

Dear Sir:

After hearing so many objections to advertising on broadcasts I wish to say that I cannot see why anyone should object. When you think of the vast sums of money paid to radio stars and our privilege of hearing the best there is in every line, my regret is that I cannot be local to all the sponsors.

I regret that nearly all the cooking lessons are not in the market and while I can hear and enjoy much in my kitchen from the radio in the living room, I do not feel that I have time in the morning to sit down and get the benefit of these lessons.

Clara H. Drackler

Queen Harriet Lee

New York, N.Y.

Dear Sir:

One of your contributors had the original idea of choosing a "Radio Queen," rather than an "IT Girl." I agree with him, but I think the idea is a little dated. Don't he know a perfectly swell queen was chosen in 1931—Harriet Lee, Radio Queen of 1931?

I never miss her broadcast, and recently I went to a New York theater where she was making a personal appearance, and boy, she certainly deserved the title. She is beautiful, has a perfectly swell voice, and what is almost, she has not an affected personality.

George Pettit

Word About Minniveitch

Walden, N.Y.

Dear Radio Guide:

Please say something about Borah Minniveitch's Harmonica in your Radio Guide. I think he brings a test program on the air. All the people in Walden love to tune in on Sunday, but it isn't long enough for us.

E. Whitmams

Voice of the Listener

Everything at Once

Clifton, New Jersey

Dear Sir:

Some artists are at their best in their interpretation of symphonies, others the great melodies of the operas, or popular songs. But I think that he who can turn from one to the other with equal dexterity should receive the most praise of all.

Now who can do all these things? He who has a symphony orchestra, a church organ, a military band, a dance orchestra at his command? Why, Jesse Crawford, the "Port of the Organ," of course.

Let us hope he will be back on the air in the very near future with more of his exquisite melodies. All hail to "The King of Instruments with Jesse Crawford at the Console."

Godfrey Meyer, Jr.

Hot and the Good

Hamilton, Ohio

The Editor:

"How can anyone miss Amos 'n' Andy to listen to Myrt and Marge? If choosing from pictures in the Game, I'd pick Harriet Hilliard for the "IT" Girl, but as I don't know how she sounds, I can't.

I really think you ought to have two contests, one for the hot singers and one for the good ones. In your contest rating I only find one real singer anywhere near the top and that's Jessica Dragonne. She knows how to sing real songs. She doesn't keep a hoop or hit the ceiling with a high squeal. Music lovers should put her over. How about it?

I. F. E.

Three Cheers for Brinkley

Gentlemen:

Your scanhead on page two of today's issue gets my goat. You say "It is feared that the new Texas station will ruin the broadcasts of WGN. Owners of selective sets may not feel the effects, but those owning non-selective receivers will be unable to tune out XER."

I suppose that there should be no program in broadcasting just so that many of these cheap-skates who still use regenerative and other old sets which cause more interference than could be caused by a 1,000,000-watt transmitter, would not be troubled by a powerful transmitter.

Three cheers for Dr. Brinkley. He should build several more stations even more powerful so that some of these miserly broadcasters would have to part with some of their gold and buy new radios. Then perhaps I could get a job, and so could thousands of others.

I am not interested in your DX column. Why waste so much space with reception boasts?

B. John Braber

Play Up Coughlin

Aurora, Illinois

Gentlemen:

My suggestion is "Let's play up the Rev. Charles R. Coughlin," the Catholic priest from Detroit. I am not a member of his creed, but I believe he is the most promising of all humans of today and will do more good for this old U. S. A. than any other human being.

William B. Love

Why, You Naughty Boy!

Editor Radio Guide:

Arkansas

Your issue of the Radio Guide under date of October 29th, p. 1, has several errors.

I thought that I would have to write and notice the "nervy Chief" is Mr. Wynn. Now that surely shows Americanism for you. The constitution of the U. S. is too easy on such birds. If you were in some European country you would probably be thrown in prison and your paper stopped for such disrespect to the ruler of the nation.

If you do not publish this letter in your paper in a very few weeks, I am going to send three copies and a copy of this letter to the largest newspaper in Chicago and have them publish it.

"Just an Arkansas, but 100% American"

How to Stop XER

Farmington, Illinois

Gentlemen:

Your issue of the Radio Guide under date of October 29th, p. 1, has several errors.

Suggest that stops forthwith be taken to erect an opposing station as near as possible to this outlaw in the United States with authority to sign and follow to them any kilocycle that they may go to. We have nothing to gain by waiting.

W. M. Anderson

Yes, We're Ancient

Elgin, Illinois

Gentlemen:

Your Radio Game is one year old this week and you are to be congratulated on improving it very much. I happened to go a sample of the first copy. Here's success to you.

Mrs. Ruth J. Miller

A Family Divided

Germanstown, Pa.

Dear Editor:

We are having an awful time at our house deciding who should be voted for in the XER contest. I think Kate Smith, one of my sisters thinks Connie Boswell and the other wants Marge to win. The battle is not each casting our own vote.

Jennie Rose

A Prune to Planner

Dear Sir:

Plums and Prunes I consider the poorest department that you have ever had. Mr. Plummer's criticism of President Hoover is very rude and uncalled for, regardless who he intends voting for on Nov. 7th. As for criticism the advertiser who is selling for, and presenting the public with daffy programs is like citing the fact that is feeding you.

A criticism of a past program unless calling attention to its merits is unnecessary. Better use the space for noting interesting future programs. When the public has heard a program, it can decide for itself worth and interest.

The department of Carleton is interesting. The only way would like to see it continued.


done this.
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 by the new subscriber to the star! Have Radio Guide in your home every week. It’s THE magazine for those who pick their programs as carefully as they pick their shoes, and want to keep up with the very latest events of America’s greatest entertainment field!

Six Months—$1.25
One Year—$2.00

RADIO GUIDE, 423 Plymouth Court, Chicago, Illinois

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

Name ____________________________

Address ____________________________

State ____________________________

www.americanradiohistory.com
**Election Score Card**

*Keep This By Your Radio Set*

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**ELECTORAL VOTE NEEDED TO WIN—266**

Use the presidential tally sheet above to learn how the election is going as you sit by your radio Tuesday, Nov. 8. Each state's entire electoral vote goes to the candidate getting the most popular votes. Two hundred and sixty-six electoral votes will win the election. Both the National Broadcasting Company and the Columbia Broadcasting System will broadcast election returns. A complete list of chain stations is found on this page. (Story on Page 2).
SPECIALS FOR TODAY
FOR LOG OF LOCAL STATIONS SEE PAGE 4

Saturday Programs [Continued]

1:15 P.M.  WBBM—Burnam’s Beauty Chat
WJJD—Bible Program
WLS—Gospel Music
WSBC—Phil Easton’s Debut
KYW—Vincent Lopez’ Orchestra
WIBO—Tom Connects
WGN—Pajama Jamboree
WAFF—Wallace Black

1:20 P.M.  WCTF—Burton Organ Recital—Eddy Hanson

1:55 P.M.  WBBM—Radio Symphony at Minnesota
WJJD—Light Classics
WME—Mother Ruth period for girls
WGM—Radio-Neighborhood vs. Minnesota
WFL—The Brownian
WIBO—Radio-Neighborhood vs. Minnesota
WLS—Mary’s Go-Round
WAFT—Chicago sym.

2:15 P.M.  WCTF—Worthy Madcap (OBC)
WIBO—Earl Lewis, song
WJJD—Variety Music

2:30 P.M.  WCTF—Popular Songsters
WAFT—Three of Us, second trio
WG—Studio Program

2:45 P.M.  WCTF—Song of Youth—March P.M.
WCTF—Mid-Afternoon Dance Program
WAFT—Three Strikes

3:00 P.M.  WIBO—Post Office Dept. Program
WJJD—Women’s Club
WIBO—Alternative Televis
WAFT—The Beavers; “Dreamgen’s Jax,” by

3:15 P.M.  WJJD—Dreams of Spring
WMOB—Radio School of the Bible

3:30 P.M.  WJJD—Indian Program
WIBO—George Hall’s Orchestra (CBS)
WAFT—Tambourines and Castanets

3:45 P.M.  WJJD—Bridge Class of the Week
WAFT—World News Reports

4:00 P.M.  WJJD—Walt and His
WCFL—Junior Federation Club
WG—Afternoon Musicale
WAFF—Chase Morning of Songs
WJJD—Eddie DeBarge’s Orchestra

4:15 P.M.  WJJD—Kiddle Klub
WIBO—Candy Dulcets
WAFF—Eddie Freyman and Roy Dietrich
WJJD—Young Muscats

4:30 P.M.  WCTF—Clown Ensemble
WIBO—Moonbeam Children
WMLO—Swanton Serenaders, orchestra (NBC)
WBBM—Art Gilliam, clarinet
KYW—Don Black, baritone
WMLO—Swanton Serenaders; Stickley’s Orchestra (NBC)
WAFT—Joseph Bellard, baritone
WAFF—Kiddle Klub, terrier and orchestra

4:45 P.M.  WJJD—Organ Melodies
WAFF—Moral Moments (RBC)
KYW—Shyly Revue
WJJD—Three Times More Flowers
WMLO—Tea Damateurs’ orchestra (NBC)
WIBO—Bing, Williams
WAFT—Roy Wildman’s Sports Review
WJJD—The Devil Bird

5:00 P.M.  WCTF—Wallace Anstett Orchestra (NBC)
WCTF—The Spotlight
WMLO—Wallace Orchestra (NBC)
WIBO—Pajama Folly—musical comedy and song (CBS)
WBBM—New Southern Program
WCFL—Christian Fall Show
WJJD—“Old Stilt” program
WIBO—Marie Martin: “Woman in the Show”

5:15 P.M.  WJJD—The Pied Piper
WMLO—Stark District Radio Anzanti
WIBO—“Puff”
WCTF—Concert Orchestra
WMLO—Wallace-Antich Orchestra (NBC)
WIBO—Movie Theater Air Program
WMLO—Rhythm; Music That Satisfies
WIBO—Clyde McCoy’s Orchestra

WJJD—Drake’s Recreation Room
WIBO—Wallace Orchestra (NBC)
WCTF—Walt Disney Orchestra (NBC)
WIBO—Values’ Hour
WJJD—“Streaks”
WIBO—Secrets of the Century—Part 1
WIBO—Stage Orchestras; guest
WIBO—Ruby Akers Orchestra
WJJD—Earl Hines’ Orchestra
WIBO—Russo’s Orchestra

5:30 P.M.  WJJD—Uncle Bob’s Orphans; children’s programs (NBC)
WIBO—Stark District Radio Anzanti
WCTF—Wall Labor and Program
WMLO—Rhythm; children’s program (ABC)
WIBO—News Flashes

5:45 P.M.  WJJD—Little Orphan Annie; children’s plays (NBC)
WIBO—Wallace Orchestra (NBC)
WCTF—Wallace-Anstett Orchestra (NBC)
WIBO—Wallace Orchestra (NBC)
WJJD—“Puff”

6:15 P.M.  WJJD—Jack Fulton, Sr., music (NBC)
WCTF—The Polyphonians
WMLO—Three Jesters (NBC)
WIBO—Top Sports Real
WJJD—William V. Hall, home (CBS)

6:25 P.M.  WJJD—Tambourine Sports Review

7:00 P.M.  WJJD—Tom Dick and Harry; harmony trio
WIBO—Flanagan Service Revue
WCTF—Walt Disney Orchestra
WIBO—Island of Dreams
WJJD—The Daily News of the Air
WIBO—Ahead of the News
WIBO—The Strings

6:45 P.M.  WJJD—Musical Program
WIBO—The Godbergs; drama (NBC)
WCTF—Jonathan Speak
WIBO—Mag of Kemp’s Orchestra
WJJD—Swanson and Phillips (CBS)
WIBO—Don Russo’s Orchestra
WIBO—Radio Guide Program
WCTF—Sports Review

7:00 P.M.  WIBO—Lyman’s Orchestra (CBS)
WIBO—Ollie O’Hanlon’s Band
WIBO—Political Talk
WIBO—Franklin Aces
WCTF—Arthur Ken, pianist
WIBO—American Taxpayers League (NBC)
WJJD—Joe Springer
WJJD—Still Theatre
WIBO—Frankie “Half Past” Jason

7:15 P.M.  WJJD—Echos of the Palladium (NBC)
WIBO—Insurance Talk
WJJD—Orchestra Wand, baritone
WIBO—Edward C. Hill (CBS)
WIBO—Scrounged Talk
WIBO—Carlton Orchestra
WIBO—“Seven Leather Bows
WIBO—Dr. and Mrs.

7:20 P.M.  WJJD—Republican Broadcast
WIBO—Saturday Night
WIBO—Nash’s Band
WIBO—Arthur Wright Orchestra
WIBO—R. & K. Reporter
WIBO—“Here’s” Report
WMLO—National Republican Committee
WJJD—Texas Control

7:45 P.M.  WJJD—Franklin Macom’s Orchestra
WIBO—Harold Bolson, low speaker
WIBO—Michigan Band, Ralph Robinson
WJJD—Lawson VMA Show Club
WIBO—Dollin and Harvey, harmony team

8:00 P.M.  WJJD—Vincent Lopez’ Orchestra
WJJD—Dave Benoit’s Orchestra
WIBO—The Wall
WJJD—Warren’s Orchestra
WIBO—“Puff”
WCTF—Walt Disney Orchestra (NBC)
WIBO—Music That Satisfies
WIBO—“Puff”
WIBO—“Puff”

8:05 P.M.  WJJD—Night Court
WIBO—Farmer Rock’s Service
WCTF—Children’s Hour
WIBO—Real Estate Players

8:20 P.M.  WJJD—Folish Hour
WIBO—Aviation News and Views
WJJD—“Puff”
WIBO—“Puff”

8:30 P.M.  WJJD—Airplane News and Views
WIBO—“Puff”
WJJD—“Puff”
WIBO—“Puff”

9:00 P.M.  WIBO—Wendell Hall
WJJD—Wacky Strike Orchestra; guest star (NBC)
WIBO—Spring of the Century—Part 2
WJJD—Wally Martin’s Los Angeles Orchestra
WIBO—“Puff”
WIBO—Walls on, Town, (CBS)

9:15 P.M.  WIBO—Harry Brooks, trumpet soloist
WIBO—Nashman’s Orchestra

10:15 P.M.  WJJD—Banjo Orchestra
WIBO—Music at the Plateau

10:40 P.M.  WJJD—Toni and Joe
WIBO—Signor’s Orchestra
WIBO—Recitals in Music

11:00 P.M.  WJJD—Signor’s Orchestra
WIBO—Recitals in Music

11:15 P.M.  WJJD—Ten Padre’s Orchestra
WBS—Jerry Sullivan, song special

11:30 P.M.  WJJD—Walt Disney Orchestra
WIBO—Allerton Hotel
WIBO—Papa’s Orchestra
WJJD—Big Band Orphans

12:00 MIDNIGHT  WJJD—Johnny Green’s Orchestra
WJJD—Kaleidoscope Orchestra

12:45 P.M.  WJJD—Midnight Band
WIBO—San Francisco Orchestra
WJJD—Mass Garden Orchestra

12:30 A.M.  WJJD—Midnight Band
WBS—Big Band Orphans
WIBO—Orchard Party
WJJD—Terra Nova Orchestra

1:00 A.M.  WIBO—The King’s Band
WIBO—Ensemble

1:30 A.M.  WIBO—Organs

WGN— tremendous deals
HARRINGTON PUMPS— LICENSED AND INSURED PUMP REPAIRERS AND SERVICES
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