Your Up-to-the-Minute PROGRAM LOCATOR—for Daylight Saving Time!
Bob Burns' Unknown Philosophy—Marion Talley's Photo-Life Story

23 More Days!

Less than a month to go! Less than a month to boost your favorite radio star to the position he deserves in Radio Guide's fourth annual Star of Stars Election! The deadline for your votes has been set for midnight on May 31! That means that if you intend to do something really worth while for your favorite air entertainer, you'd better act quickly — you'd better vote today!

Last year in this great contest of all listener polls, the closing few days witnessed feverish activity by boosters of various stars. Winners were made on the last day! That's the kind of unflagging enthusiasm your favorite needs to win!

This year, the same unflagging support has been given some stars — while others have suffered through their listeners' indifference. When the first standings in this election were released a short time ago, Nelson Eddy ranked first in the Star of Stars group. Now Jack Benny's inspired efforts have brought him closer to the top. Benny Goodman's boys ranked fourth among dance orchestras. Now the "swing" fans have let "sweet swing" in the form of Horace Heidt's band, capture that position.

Dolly Dawn was third among female popular singers, but now is only tenth. Other stars have profited by the better support of their listeners. Lanny Ross was fifth among operatic and classical singers in the early voting — but now he's second only to Nelson Eddy! Frances Langford's fans have helped her from seventh place to third in the Star of Stars group. Other entertainers have held their early voting advantages. If you want to show your favorite star real appreciation of his efforts to entertain you, do it today — vote now!

Ray Heatherton: He's seventh among male popular singers in the Star of Stars Poll!
RADIO GUIDE has devised the greatest questionnaire of all time to help you decide just how good a radio listener you are. The questions are divided by subject into seven groups, each scored separately. We think you'll have lots of fun answering these memory-teasers—and we hope you do. Here they are—and good luck!

(Score ten for each correct answer. When one question has five sections—A, B, C, D, E—score two for each correct answer. When one question has two sections—A and B—score five for each correct answer. Write or check your answers in the spaces provided. Scoring is the same in all groups of questions.)

**Group I.**

**Score**

1. What do the initials (a) CBS stand for? ___
   (b) NBC? ___

2. Whom do the following phrases make you think of? (a) Yowza! ___
   (b) Vas you dere, Shar-lee? ___
   (c) Wanna buy a duck? ___
   (d) Vagabond Lover ___

3. When the Moon Comes Over the Mountain ___
   4. What famous radio crooner has twins? ___
   5. Gabriel Heatter is: Sponsor of the Burns and Allen program. Stoopnagle and Bud’s manager. A news commentator. Vice-president of CBS. An oil-burner for a house. ___
   6. Here are five entertainers and the products they advertise. Pair them together:
      (a) Jack Benny
      (b) Jack Oakie
      (c) Amos ‘n’ Andy
      (d) Fred Astaire
      (e) Rudy Vallee
      Camels, Packard, Jello, Royal Gelatine, Pepsodent.

7. What is Major Bowes’ first name? ___
8. To whom is Al Jolson married? ___
9. Who is Ed Wynn’s announcer? ___
10. What is Buddy Rogers’ real name? ___
11. Who says “and with lots of love”? ___

*(Perfect score of this group is 100. You should be able to make a 90 on this.)*

Total score. ___

**Group II.**

**Score**

2. Here are five husbands and five wives. Pair them together:
   (a) Fred Allen
   (b) George Olsen
   (c) Jack Benny
   (d) Tim Ryan
   (e) Ozzie Nelson

3. What famous radio crooner has twins? ___
4. Gabriel Heatter is: Sponsor of the Burns and Allen program. Stoopnagle and Bud’s manager. A news commentator. Vice-president of CBS. An oil-burner for a house. ___
5. Here are five entertainers and the products they advertise. Pair them together:
   (a) Jack Benny
   (b) Jack Oakie
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9. What is Buddy Rogers’ real name? ___
10. Who says “and with lots of love”? ___

*(Perfect score of this group is 100. You should be able to make a 90 on this.)*

Total score. ___

(Continued on Page 16)
MORE than two hundred years ago, a love-smitten English nobleman set London-town buzzing by snatching a young actress from the theater where she had been acclaimed an overnight sensation and marrying her.

If the musical comedy in which this actress had set men's hearts fluttering and critics' pens galloping had had the usual short run and then disappeared, the romantic adventure between the Duke of Bolton and Lavinia Fenton would have been forgotten. But because it was revived year after year, and other actresses stepped into the role created by Lavinia, a tradition was started that swept triumphantly through two centuries and finally marched right into the life of radio's Helen Marshall.

Maybe, like Helen, you always scoffed at tradition and pooh-poohed the idea of having your palm read and your head examined—for telltale bumps. But she doesn't scoff any more.

Back in 1728, Lavinia Fenton was engaged for the role of Polly Peachum in John Gay's new musical comedy, "The Beggar's Opera." Lavinia, records tell us, was entirely unknown to London theater-goers before taking over this part. But as Polly, all her charm and grace were spotlighted and she captivated audiences. Literary poesies, sonnets, and odes—the fan mail of the day—were sent to her.

BY HAROLD D. DESFOR
Fame and fortune weren't all that came to Lavinia. The Duke of Bolton fell in love with the gracious leading lady, played stage-door Johnny for a couple of days, and brought her off with him to his manor, where he made her his duchess.

The following year "The Beggar's Opera" again was produced. Lavinia was still honeymooning, so a Miss Warren stepped into the role of Polly Peckham. The first-nighters acclaimed the new Polly and producers flocked with offers. A gentleman of fortune fell over heels in love with her and after a speedy romance married her.

Coincidence? Maybe. Let's see what happened to other Pollys.

In 1732, Gay's opera was revived. A Miss Norsa was the Polly of that production. Before the season closed, she was the wife of Lord Orford. A few years later a Miss Bolton was seen as Polly. All of London, and particularly Lord Thurloe, was at her feet. She married the titled Thurloe.

More coincidences? Let's see. Miss Stephens, the first of the nineteenth century Pollys, became the Countess of Essex. Miss Paton, the Polly of the next revival, captivated the heart of Lord William Lennox. Wedding bells again!

That makes five actresses who, after appearing as Polly Peckham, married into titled families. And that isn't the end, by a long shot. Other revivals brought out a Miss Brent, a Miss Catley, a Miss Harper, and a Miss Crawford as Polly. What happened on each occasion? They garnered fame, fortune—and husbands!

And here's where Helen Marshall comes into the picture.

In 1934, the Morningside Players of Columbia University decided to stage "The Beggar's Opera." As the director could find no suitable girl in the university to play Polly, he applied to the Juilliard School. Helen, who was studying voice there, was selected for the part.

Of course, Helen didn't know what she was letting herself in for. The opening night came and nothing eventual had happened. Then, an hour before curtain time, the director brought Miss Sylvia Nells, an English actress, to Helen's dressing-room. But let Helen tell you about it as she told it to me for the first time:

"We talked about various things for a while, and then Miss Nells asked me whether I knew anything about former Polly Peckhams. I said I didn't, so she started to tell me about Lavinia.

"Well, I took that story without blinking an eye, but by the time she reeled off the marriages of the succeeding Pollys, I was staggering around. It was amusing—and frightening."

"Who was that English actress?"

"Sylvia Nells? Oh, she was a former Polly. She had married a young man who used to work on the stage after each performance. You see, Sylvia presented herself as the climbing argument in this romantic tradition."

"But how did you feel?" Helen laughed at my astonishment.

"It all seemed so incredible. I didn't know what to think. I was skeptical, I suppose.

And with this attitude, Helen Marshall was inclined to do a bit of warning to her auditors. For Helen Marshall was inclined to be a bit wary of romantic tradition."

"Not yet twenty years old, she had come a long way and had worked very hard to make her debut on the New York stage. As a youngster in Joplin, Missouri, she had studied the violin, fired with the ambition to become a great violinist. When her Joplin instructor could teach her no more, he advised her pupil to go to New York."

Helen Marshall: Composer Romberg heard her, made her a star!

The scholarship committee of the Juilliard School granted Helen an audition, and then sent her back to her tiny room in a New York hotel to await its decision. When she almost despaired of hearing from the committee, the decision arrived. She had been awarded a year's scholarship.

This scholarship was renewed twice. But meanwhile, because she was lonely and missed the neighborliness of Joplin, Helen joined the Oratorio Society, conducted by Albert Shoenel. It happened that he was a friend of Helen's violin teacher, Paul Kochanski. One morning, after her usual violin lesson, Kochanski asked her pupil to sing for him. So Helen sang for him. Impressed, Kochanski arranged for an audition before Mme. Marcelle Sembrich, then head of the Juilliard School. The famous diva advised Helen to change her career because good sopranos were rare and opportunities were greater than ever.

Still, Helen was undecided. Not even when she was awarded a scholarship to study in Europe did she put aside her violin. So, for a year, she studied both. But a decision had to be made. Helen explained how she made it:

"A career, you know, is no fun unless you are good enough to be paid. Well, I tried to get engagements as a violinist, but nothing came of it."

But my singing engagements were picking up rapidly. From a dollar-and-a-half click, I had to decide in favor of voice study.

What might have happened had she voted for the fiddle? Helen does not care to think about. But her decision led to her engagement by the Morningside Players. And the Angela of the role of Polly led to Bliss Woodward—and Sigmund Romberg.

Things began to happen fast. That first drive was succeeded by others. When "The Beggar's Opera" closed after a successful run, Bliss and Helen continued to see each other frequently—and fell in love.

Just at this time, Romberg stepped into Helen's life. He was auditioning sopranos for a radio program. Somehow, he couldn't find the voice he wanted. One afternoon, after finishing his files, he ran through his files and came across a program for "The Beggar's Opera."

UNDERSCORED was Helen Marshall's name and there was a notation in the margin. He recalled the graceful actress with the sweet, lyric voice.

The next afternoon Helen was in his office and knew all about the incident. Would she sing for him? She would, and before she left the office she signed a contract which made her prima donna of an NBC Coast-to-Coast sponsored program.

You may remember what happened. Helen Marshall was billed as the Lady in White and was the radio sensation of 1934. Her success on the Romberg hour led to other engagements.

When the 1935 season opened with Romberg conducting a series of programs, the Studio Party, Helen was again his prima donna. During one program later in October, listeners in heard the beautiful voice of the soprano singing, "O Promise Me." A few days prior to the broadcast, Helen and Sigmund had stopped away to a little church just off Fifth Avenue and had been married.

Now can there be any doubt about the potency of this two-hundred-year-old tradition about "The Beggar's Opera?"

"Maybe. It is coincidental. But if you take Helen's advice, you'll hitch your wagon to a—tradi-
WHEN THE PHILOSOPHER OF THE OZARKS TIRES OF THE VANITY OF MAN, HE GOES TO HIS MICROSCOPE—AND FINDS ANOTHER WORLD!

WELL now, I wonder what in the world happened to that butter of mine; damned if it ain't gettin' so I can't keep my eye on him any more.

That's how a guest is greeted when he drives off the beaten path to Bob Burns' house. The house itself, like Bob, is inconspicuous. It nestles between two others, almost identical, on a little side street away from the pomp and splendor that mark the Beverly Hills homes of celebrities. It's a simple little house, the kind that graces the side street of any town you can name. The lights of Hollywood shine in the background; you can see them as you walk up to the door.

Bob himself typifies the sort of home in which he lives. He greets you with shirt open, hair tousled and slippers on his feet. The "gangly" boy from Van Buren opens the door himself, his ever-present pipe belching smoke like a funnel on the Normandie.

But behind that gay foolishness, behind that mask of simplicity, there lurks a mind as sharp as a morning in the mountains. The millions of people who have heard his name know him as a homespun humorist, a movie comic and a glowing newspaper columnist.

He is really a brilliant student of bacteriology and astronomy. "All those little devils crawling around under that microscope make me think of people," he draws; "but there's a difference: the bugs all seem to know what they're doin'."

Bob simply has his own ideas. He knows what he wants to do and he does it. If you don't believe that, then just try to get him to stay for any length of time at a party you are giving.

He'll watch everybody at that party, then he'll go home and put something under that microscope of his and watch single-cell life float around in orderly fashion. Really, it's amazing the comparisons he makes with those bugs and human beings.

"Well sir... that man finally got to actin' like my Uncle Phud would after he had too much corn likker. He began to shinin' up to a picture of a right party gal. Every time he'd ask her name he'd sorta wait around a bit and then walk away. I felt kinda sorry for him, so I walked over and tapped him on the shoulder and asked him how in the world he expected to get anywhere the way he was a goin' about things. I reminded him kinda easy like that he was talkin' to a picture.

"Well, I do declare, you could have knocked me over, he just turned sorta slow like as though he was a waitin' for the room to get back around and catch up to him, and he said:

"'Mister, I know that's a picture, but wouldn't it be wonderful if I could get it to talk?'"

That's an example of Bob's comparisions. It also gives you an insight into the man's thoughts. That's why Bob doesn't like to attend Hollywood first-nights and the fuss and glamour of a Hollywood "shindig." They all seem so meaningless to him. You see, Bob didn't always have the money he has now; he wasn't always famous... and his associates then were as homey and regular as they are now.

It was in those days that Bob came to know who his real friends were; the things he learned then are responsible for his attitude today. It was then that he used to go over to Lew Ayres' house and look through that huge telescope Ayres has. It was then that he used to dine with Bing Crosby and the late Will Rogers.

Bob always wanted a microscope then, he wanted the best that money could buy. To be sure the one that Lew had given him was very nice, and Bob just "pumbed it out." But he never dreamed that one day he would own a Zeiss instrument that had cost $3600! You see he had always been himself, and seeing others act so differently, watching the usual "apple polishers" and "party hounds," Bob felt that he could never put himself across. But he did, and now with enthusiasm he tells about the instrument that he always wanted, the microscope.
that fame has brought into his little laboratory.

"Well now, I'll tell you. That gadget is right remarkable. I do believe that there ain't much that's small enough not to be picked up by this lens. Why, even a lot of the small and mean things that are done by people aren't hidden well enough to be missed by this microscope if you could put them under it.

"That sounds like a feller I once knew in carnival days. He'd just keep on talkin' and talkin' and it would sound just like a Hollywood party—a lot of talkin' an' nobody sayin' anything. Well, before you knew it he had finished what he was doin', but I first came to California that I think sorta influenced me.

"One day, right after I had been here a few weeks, and it had been rainin' all the time, I was working on a small part in one of the studios. Well, sir, a bunch of us was called upon to go an' entertain for a party at the Chamber of Commerce. That was before I found out that Uncle Bennie Beardsdorfer was only kiddin' when he told me my stories were funny. It had been rainin' like all get out and it was still rainin' when I got there.

WELL, we must all looked a lot like those bugs under the microscope, swimmin' around in a lot of water.

"He told me that it seemed like an awful shame the way people came out here to see the sun and never got a chance to see it. He said that he wanted the balloons so he could take the tourist up above the rain to get a peek at the sun. I want to tell you right here and now the way that joke fell flat was somethin' pitiful.

"But I got even. It kinda reminds me of Cousin Waford. He was in a whirlwind one day and he ate twenty stacks of wheat cakes. When Grandpap Snazalremarked that Waford ate like a razor-back hog, he got so mad that he went away from the table hungry to just get even with Grandpap. Well, anyway, a few nights later I was

and

everybody was so interested in his talkin' that they didn't pay any attention to how he did the trick. Well, that went on all right until one day a man who was deaf was watchin' him do the trick.

"Well now, the holler that old man put up when that little pea dropped off the table and there wasn't any chance of it being under the walnut shell he picked was something awful.

THERE is a fascination in the way Bob sits at home, peering through that microscope of his, and comparing those crawling things to human beings, especially the humans in Hollywood. It's fascinating because he has a logical reason for all he says. He takes a cake of yeast, pinches off an infinitesimal portion and describes what he sees through the lens.

"There's a lot of things skitterin' around. A person wonders what in the world they are doin'. One purty little thing is goin' through an openin' where a lot of little bugs are movin'. It has a train like one of them formal dresses a movie star wears. She could be goin' in the Trocadero or the Brown Derby.

"Off to one side are about three or four kinda' lonesome lookin' bugs and they would be cameramen. There's a big piece of somethin' that comes floatin' to a stop and about four or five little pieces move away from it... that would be a limousine with people gettin' out. There's one bug that staggerers, and I declare there's a bigger bug—like a policeman—that pushes him right out of sight.

NOW that's Bob Burns. He'd rather sit right at home and watch the bugs at a party of their own than go to one himself. Even if he were to attend a "gathering" he would duck away as soon as possible.

But Bob isn't kiddin' when he says he hates parties and night life. There's something about this big, clean-cut philosopher that won't fit into the picture of pomp and ceremony. Yet Hollywood clamors for him. No guest list is complete without the name of Robin Burns.

Bob, however, has some definite reasons for not wanting to go to all those parties. Some of them will surprise you.

"Well now... I'll tell you. Before I got onto Bing's program and everybody began to think I was funny, I had a pretty hard time trying to make people laugh. Something happened when I first came to California that I think sorta influenced me.

"One day, right after I had been here a few weeks, and it had been rainin' all the time, I was working on a small part in one of the studios. Well, sir, a bunch of us was called upon to go an' entertain for a party at the Chamber of Commerce. That was before I found out that Uncle Bennie Beardsdorfer was only kiddin' when he told me my stories were funny. It had been rainin' like all get out and it was still rainin' when I got there.

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AS TOLD TO

by

bob burns

Radio Guide © Week Ending May 8, 1937

(Continued on Page 18)
Every year a "What to do?" problem for all of us is the annual vacation—more vexing than most, because upon our wise decision rests the possibility of living for a while more fully than at other times. For women traveling alone, there are other special complications. Radio Guide is trying to help in this matter, trying to help you have the most thoroughly enjoyable vacation you've ever wanted. Miss Virginia Clark, star of radio's own "Romance of Helen Trent," assists, telling how to get the most of adventure, education and romance from your travels alone. Here are her own experiences on a trip such as you probably would love to take; here are her solutions to your vacation problems!—The Earphones.

Your vacation may be right on your heels or it may still be months off, but in any case, it's something to think about, with Spring heralding Summer's pleasures.

To those of you who have found the spot that seems absolutely ideal, I say go there by all means. Whether it be Bar Harbor or Bermuda or the tennis courts around the corner, I have no better suggestion. But if you haven't yet reached that happy conclusion to all vacation problems, then why not try Europe?

Last year 4,561 persons sailed from America to this vacationist's haven. Of those Europe-bound tourists, not all of them were bankers, as you might think. There were eight times as many housewives as bankers, just as many farmers, and twice as many salesmen. For every big businessman who went abroad, three of his secretaries beat him to it!

What I'm trying to tell you is this: If you're moderately careful and can be satisfied with good food and good accommodations without a saccharine coating of luxury, you can vacation in Europe at about the same cost, or very little more, than is necessary to finance an ordinary vacation.

But perhaps you don't know the first thing about passports, or what to wear. Perhaps you don't speak French or German, or any other foreign language. Neither did I before my trip—the trip I made last Summer.

Like every girl in the world, I guess, I've dreamed of travel, excitement, adventure. I have traveled in strange and far-away places—in dreams only. Then breaking four straight years without any vacation at all, on June 24 I sailed on the S. S. Volendam for eight weeks in Europe.

But there's a lot more to travel abroad than walking up the gangplank of an ocean liner under a barrage of overstuffed baggage!

Weeks before I even opened a bag to begin packing, I was sitting in one try all yet reached courts around the corner, Bangor spot heralding Summer's pleasures. something vacation problems! take; such as Here are her solutions. Helen tion you've ever wanted. the cations. alone, at of our more vexing for all us is this vacationist's haven. 6,561 persons sailed from America to this vacationist's haven. of those cramped little booths every five-and-ten-cent store has, looking into the lens of an automatic camera. With two unmounted 3x3 pictures for my passport book and with a friend along as a witness who could testify under oath that I was Virginia Clark, I applied at the new post office building in Chicago for my passport. (You may under-take to also apply for your passport at Room 170, Department of State, Washington, D. C., or any of the passport agencies in New York, San Francisco, Boston or Chicago—depending upon which of these various cities is nearest to you.) I'm going to England, France, Italy, Germany, Switzerland and Holland," I told the pleasant-faced man at the desk. And that's about all there was to that!

If you're a man, you can pack your three business suits, a tux and some sports-wear, with plenty of shirts, socks and ties, into your wardrobe trunk and be a living example of what the well-dressed man will wear this season in Europe. But if you're a woman, it's not nearly that easy.

I took along a travel agency's clothes counselor when I went to buy. The first thing I saw was a darling chiffon with braided shoulder-strap, a huge pompon and a swirling skirt. "There's something!" I exclaimed, delighted to discover the first piece of my travel wardrobe. But quickly.

But my clothes counselor shook her head very, very emphatically. Here are some shopping rules she gave me:

Take prints, knits or sheer wool because they never look mused. Take crepe for the same reason. Take printed silk because it

"Whom should I trust?" Virginia wondered—and found new friends!

When a WOMAN

WHAT DOES THE WORLD HOLD—OF ROMANCE, OF ADVENTURE, OF THRILLS?

HERE'S WHAT YOUR VACATION OFFERS!

Radio Guide • Week Ending May 8, 1937
Travels alone

Virginia Clark continues her travels next week. Come with her to romance, adventure—in Europe as a woman sees it!

Virginia had adventure, romance, on a vacation designed more for secretaries than businessmen—found Paris the ideal resort for lone traveler.
THOUGH he fumbled for the controls, Lee Robertson sat very erect in the iron seat.

"Ready or not," said Lee Robertson with dignity, "here I come!"

And the steam-roller pulled ahead. It wobbled. It weaved. In the soft earth of the lot at the corner of Philadelphia's 23rd and Sansom Streets, it flattened a squirming indented ribbon, tight-packed.

"Oh give me a lass, and give me a glass, and gimme a bottle, too!" sang Lee Robertson. He certainly had no lass on that steam-roller. Nor had he a glass—but he did have a bottle. And from it he took little nips from time to time. Robertson was happy. He felt that he loved his steam-roller that morning. It gave him a feeling of power.

Back and forth it drove it, unsteadily but with the expertise of long practise. Robertson was doing his job. If only he had let it go at that, this story never would have been.

BUT in the soul of Lee Robertson, virtuoso of the steam-roller, there was a touch of the adventurer. The explorer. The trail-breaker. And under the stimulation of that little bottle, Lee's fettered soul broke the bonds which tied it to the dreary daily round.

While sleek limousines flitted up and down the street, why should Lee's beloved steam-roller be confined to that nasty, dirty little lot? Was that social justice?

"Oh give me a lass, and give me a glass and dyah dyah tyam tum tum," sang Lee Robertson at the top of his lungs. And this time he didn't stop when he came to the end of the rolled patch of dirt. Instead, he let it run into the soft, unrolled earth at the back of the lot.

"Ah!" breathed Lee Robertson, as he swung his iron pachyderm in a slow and ponderous arc. Glancing over his shoulder, he saw that the steam-roller had left a beautiful curving swath, ironed flat in the soft earth.

A.H., SIGNEO Robertson again. He had always wanted to make curves like that with a steam-roller. But suddenly a loud yell broke in upon his esthetic bliss. For you might imagine, what with his steam-rolling and his singing, Lee had managed to gather a bit of a gallery of onlookers.

"Hey!" yelled a big man in a derby hat. "You're drunk, ain't you?"

"C'ert'nry, said Lee. "Any fool c'd see that!"

"Yeah? Well, you're a menace," said the hard-hatted citizen, "an' I'm gonna do something about it!" And he made off in search of a telephone—which is why, a few minutes later on that morning of February 1, 1937, Philadelphia's police radio gave out this astonishing bit of information:

"Cers 17 and 23... a drunk at 23rd and Sansom Streets is reported to be cutting corners with a steam-roller... Investigate..."

In Car No. 23, Radio Patrolmen Yeager and Cella looked at each other.

HE WAS MORE THAN A STEAM-ROLLER MAN! HIS SOUL WAS THE SOUL OF AN ADVENTURER!
Below: When you dial NBC's Saturday Night Party you hear James Melton (right) as tenor star and master of ceremonies. Tom Howard (left) provides comedy. Right: Literary Digest Women's Editor Mary Knight, recent Magazine of the Air guest.

Dial-Time Stars

Babe Ruth, the Sultan of Swat, dopes baseball—America's favorite sport—twice weekly over CBS.

Above: Best-seller Author Dale Carnegie guested on CBS Magazine of the Air—discussed seven rules for making home life happier. At right: Screen Luminary Alice Faye was a recent Hollywood guest-star—appeared in scenes from film musical, "Wake Up and Live".

Daytime dialers hear Joan Winters, actress, as "Mrs. Alice Ames Warner" in the popular NBC serial, "Girl Alone".

Prince Chichibu, brother of Emperor of Japan, was entertained at a television demonstration with the Imperial princess. Between them is Lenox R. Lohr, NBC head.
**Choral Composition To Have Air Premiere**

"The Temples of Peshawar," a choral composition by Dr. Otto Weck which has been championed in the United States by the Lake Placid Club Educational Foundation for choral works by American composers, will have its first broadcast performance Saturday, May 8, over the NBC-Blue network.

The poem, the text of which was written by Deda von Bosch, will be sung by the Musical Arts Chorus of Easton, Pennsylvania, as a cappella choir under the direction of Dr. John Warren Erb.

**March, Janet Gaynor, Hollywood Hotel Stars**

Janet Gaynor and Fredric March, two of Hollywood's outstanding performers, will make guest appearances on the NBC programs this week. Gaynor will make two consecutive appearances on the their forthcoming picture, "A Star Is Born," from NBC, April 30, over the WABC-CBS network.

Also making a long-deferred appearance will be the English actress and comedienne, Gracie Fields, who has been forced to cancel previously scheduled engagements due to illness.

**March 30—CBS**

7 p.m. EDT (5:30 EST; 4:30 CST)

Gracie Fields will make her debut in a dramatic role in the play, "Buried Treasure," which will be broadcast on NBC.

**April 29—CBS**

6:30 p.m. EDT (5:30 CST)

Robert Stack will star in a new television series, "The Man from Nowhere," which will be shown on NBC Sunday evenings at 9:30 p.m. EDT (8:30 CST).

**Veteran Horse-Man Will Be At Mike**

Clem McCarthy, turf expert and NBC sports commentator, will be on hand at the microphone when the National Broadcasting Company broadcasts its exclusive airing of the Kentucky Derby on Saturday, May 8.

McCarthy, radio's best-known turf broadcaster, has described the running of America's racing classic for air listeners in all but two years since 1938, when he made his microphone debut. He went on the air to describe a Derby-running for the first time when an announcer scheduled to handle the event resigned after describing the first race of the day.

McCarthy has seen 25 Kentucky Derbys since his first in 1938.

**Extra Flare will be added to the series of broadcasts planned for the Derby. When the English nobleman came to America to witness the running of the Kentucky classic, McCarthy acted as host for the New York educated men who welcomed Lord Derby at Quarantine. The event immortalized the world's most famous horse race at Epsom Downs in 1778.

Approximately 20 of the more than 100 three-year-olds nominated for the Derby will make up the field this year in the contest for a purse of $50,000.**

**Friday, May 7—NBC**

6:30 p.m. EDT (5:30 CST; 4:30 CST)

"Symphonic Hour" To Air Special Program

The first broadcast in America of Haydn's Symphony No. 104, which will be presented on the NBC Symphonic Hour Friday, May 7, in a program of music describing continental events of the past.

The composition scene from "Boris" will also be played, together with a movement of the "London" symphony of Mahler, which is to be the centerpiece of the route of the Coronation. This little-known symphony, a description of "hungry, maimed and "sill-down strikers".

The broadcast ends of course with Dvorak's " humorous March" and "Happy Days." 20th Century-Fox will be on hand for these broadcasts.
Jerry Cooper Takes Over 'Hotel' M.C.
Duties May 7

One of radio's noted baritones, Jerry Cooper, will replace Fred MacMurray as singing star of the \"Hollywood Hotel\" program beginning Friday, May 7, over the CBS network.

Cooper, at present in New York, leaves shortly for Hollywood to assume his new role.

A consistent star since his discovery by CBS in 1934, Cooper was a semi-professional baseball player before turning to radio. He began his singing career in a New Orleans night club, and sang with Roger Wolfe Kahn's orchestra.

Kahn encouraged him to come to New York, and he was engaged to sing on a program featuring the late Will Rogers.

Following the Rogers program, Cooper was heard on many CBS sustaining and commercial programs, although \"Hollywood Hotel\" will mark his first appearance as the singing star on an outstanding hour broadcast.

In appearance, Cooper is tall, broad-shouldered, tip the scales at 150 pounds.

Friday, May 7—CBS
9 p.m. EDT (8 EST; 7 CST)

Jean Dickenson In New Starring Role

Jean Dickenson, sensational 22-year-old American coloratura who has been selected as the new prima donna of the American Album of Familiar Music program, will make her debut Sunday, May 7.

Selected for the role from a group of 150 voices that had been tested within the past few weeks, Miss Dickenson has just returned from Denver, where she filled an engagement with the San Carlo Grand Opera company in a single performance of \"Rigoletto.\" The engagement was in the nature of a homecoming, as Miss Dickenson studied in Denver.

Jean Dickenson was born in Montreal while her family was enroute from Alaska to India. She was educated in India, Africa, San Francisco and Denver, began vocal study at the age of 15. Ever at that time she could reach high C with ease, and her range since that has been extended to G above high C.

She is a protege of Lily Pons.

Sunday, May 7—NBC
9:30 p.m. EDT (8:30 EST; 7:30 CST)

Get 'Way Off, Now!

Louis Armstrong, whose hot trumpet is just about the hottest in the whole wide world, signals a bandleader, "Louis wants it hot—really hot!"

Foundation Festival to Feature 125 Grand Pianos—All Together!

The Wilkins Foundation Festival, featuring 125 grand pianos played simultaneously by 225 pianists, again will be broadcast over the NBC-Blue network this year, on Sunday, May 2.

Broadcast for the second time from Butler University Field House, Indianapolis, the festival will feature three separate groups. Schubert's \"Moment Musical\" in F Minor, Herbert's \"March of the Toys\" and Liszt's \"Hungarian Rhapsody No. 2\" have been programmed.

Sunday, May 2—NBC
6 p.m. EDT (5 EST; 4 CST)

Symphony On Air

The San Francisco Symphony Orchestra, directed by Pierre Monteux, will be the second major symphony orchestra to be presented in place of the touring Philadelphia Orchestra on the Association of Bats program over the WABC-Columbia network Friday, April 30. While the Philadelphia Orchestra is making its 13,000-mile tour of the United States and Canada, five other eminent orchestras are playing on successive Friday nights.

Friday, April 30—CBS
10 p.m. EDT (9 EST; 8 CST)

Vallely Misses Third Show—In 7 Years!

Rudy Vallee has missed two regularly scheduled broadcasts in seven years. On Thursday, April 29, he'll miss No. 3, because at that time he'll be on the high seas enroute to England for a special coronation engagement. Edgar Bergen, neurotologist, and his famed dummy, \"Charlie McCarthy,\" will handle the show for Vallee.

Vallee will broadcast from London on May 8 and 13.

Thursday, April 29—NBC
8 p.m. EDT (7 EST; 6 CST)

Air Broadcast From Kentucky Hills
On Sunday

From deep in the Kentucky hills, a half-hour broadcast dealing intimately with the customs of the hill people will be put on the air by CBS on May 2.

Interviews with mountaineers in which their customs and present-day mode of living will be brought out, performances of mountain dance music, and singing of mountain ballads will feature the broadcast.

The program will originate in a log cabin on remote Lotts Creek in Knott County, near one of the 25 \"Listening Centers\" established under the sponsorship of the University of Kentucky for the benefit of the mountain people. The Lotts Creek radio set was the gift of Ramo Cone.

Because of the complete lack of telephone facilities, the program will be short-waved out of the hills.

Monday, May 3—CBS
4:45 p.m. EDT (3:45 EST; 2:45 CST)

Benny Revives Old Drama Next Sunday

In a gala celebration that will mark his fifth year on the air, Jack Benny will revive one of seven of his old plays for the enjoyment of the radio audience on Sunday.

At the time of this writing, the voting for the play to be presented is as follows:

\"Ah Wilderness\" 12,304
\"Emperor Jones\" 6,076
\"Way Down East\" 8,440
\"Charlie Chan at Radio City\" 8,052
\"Mutiny on the \"Benny\" 6,735
\"Code of the Hills\" 6,191
\"Way Down East\" 5,988

Jack, Mary, Kenny Baker and Phil Harris' orchestra will undoubtedly present the usually funny show, however, no matter which sketch is selected.

Sunday, May 3—NBC
7 p.m. EDT (6 EST; 5 CST)

Tibbett, Jepson, Co-Star

Lawrence Tibbett, baritone, and Eugene Jepson, lyric soprano, both of the Metropolitan Opera Company, will be the guest soloists in the Promenade Concert on Sunday, May 3, in a special program in celebration of National Music Week.

Sunday, May 3—NBC
8 p.m. EDT (7 EST; 6 CST)

Comedy In Sequence

Ed Wynn, The Perfect Fool, runs an eye over his script

and begins to tell that new gag he wrote—perhaps only an

hour ago. It's funny, still funny, even to its author, and

he laughs with the audience (but more softly) as it ends

Radio Guide 9 Week Ending May 8, 1937
An artist with the one voice in the world capable of doing justice to certain roles has a peculiar debt to her public. She is not as free as the instrumentalists to follow the course of least resistance. Let us hope Miss Ponselle will devote herself more than one role a season and that she will give radio's many new listeners their first opportunity to hear the music of the great Italian masters sung as only she can.

William Grant Still, the negro composer, was the first to submit his composition among all those commissioned by the Columbia Broadcasting System to write music specifically for the microphone. It is a program piece called "Lenox Avenue," and consists of eleven musical episodes for chorus, orchestra and unmusical. Each episode is introduced separately by the announcer speaking over the music. The continuity accompanying the score was written by Verna Arvey.

The score contains complete instructions as to how the engineers shall "mix" the voices and orchestra, and there are numerous directions to the various instrumentalists. Throughout the score there is only one berth of an episode. Fortunately, the episodes are brief, the longest lasting three minutes and fifteen seconds. The finale in the form of a spiritual is written in six-part harmony.

Intense interest surrounds the first performance of the work, which will be broadcast next month by the Columbia Symphony Orchestra. Speculation is current, also, as to what the other five composers will turn out for microphone consumption. They are Aaron Copland, Roy Harris, Walter Piston, Howard Hanson, and Louis Gruenberg.

Should you read this in time, don't miss the last broadcast this season of silvery-voiced Grete Stueckgold on Radio City this Thursday night of April 29, or Lawrence Tibbett on May 2.

The program has stimulated their Spring business considerably through the efforts of Gladys Swarthout and Alan Locke to have her back next year. With her husband, Frank Chapman, she makes her last appearance on the series May 9. After that, it folds up until January. Miss Swarthout is the guest on the Sunday Evening Hour May 16 and then goes to Hollywood to start screening her next film.

A pertinent letter about an old subject: Mr. O. T. Burleigh of Rohter, N. Y., wants to know what can be done to stop applause. "Do we," he asks, "sit down at our radios to enjoy music or to listen to aggravating noise? It looks as if it were the latter.

BY CARLETON SMITH

The glorious voice of Rosa Ponselle uttering Carmen's fiery and sonorous phrases brought back forcefully the realization that our native-born Rossa is still the possessor of the world's greatest Italian soprano voice. What a pity that Miss Ponselle chose to relinquish any of her roles to early! She could, if she were willing to work hard again, sing Norma, and there are many who would give a twenty-dollar bill to hear her sing Aida again as gloriously as she has.

Radio Guide © Week Ending May 8, 1937
too difficult—one loses either Fibber or the Radio Theater!

While one show goes to Hollywood, another is destined to remain in Chicago. I mean "First Nighter." With Don Ameele, the dramatic series' leading man, retiring May 9 to take over the m.e. job of the new Sunday evening coffee show, Barbara Luddy, his leading lady, has been signed exclusively for a large salary by the "First Nighter" sponsor who has it in writing that she will go where there isn't a show. Les Tremayne, male lead of the same sponsor's recently vacated "Old Hotel," has been mentioned as Ameele's successor. All of which is to say that Ameele hates movie-kissing scenes. He won't rehearse the occupations—even with Loretta Young! He gets all runted!

By the way, the new Sunday evening coffee show will have Nelson Eddy as an added attraction, starting next August 8, to be quite exact.

Radio performers on a no-shampoo strikes (Art Van Hare and "Thee Stone Cats" with "Sage," "Happy Jack Turner and others are feuding with the barber who gets their haircuts. The trouble is that one's in the weekly tansorial business. The barber upped his shampoo price to one dollar—and the artists think that's too much too pay! (Catch on?)"

“When a Woman Travels Alone” (see page 42) and “Meet the Smarter Tense” is about to pass into the state of Michigan Bloom Festival. The Reverend Virginia and James O. Bengston, a Chicago business executive, last Wednesday went to the Michigan Bloom Festival, she phoned her mother that the wedding would take place Saturday, April 24, at 4 p.m. at the Fourth Presbyterian Church.

During the past few weeks, the famous team and their cast and galang, Don Quinn, who was the star of the latest studio for a full-length feature picture—Filming begins on May 3 on the picture which is titled "This Way, Please." Buddy Rogers and Shirley Ross, both of whom married and Quinn will collaborate on the story. Jimmy Gruber's band is to supplement Ted Weems' music while the radio show is in Hollywood, and for the first four weeks of the six, Hugh ("Billy Watson") Studebaker will be missing from the cast because of other Chicago radio contracts.

While on the subject of Fibber and Molly, I'd like to add that I’ve been asked to speak at their next show, which will be on May 9, at 9 p.m. at the Promenade Concert Program, May 9.

Kitty Carlisle: She guest stars on the Promenade Concert Program, May 9.

This week's big news has to do with Frank Parker. The popular singer of the Rhythm Room will be appearing in a two-month engagement at the Rhythm Room, starting June 29 or July 1. Miss Lily Pons now holds that spot. The change is due to two reasons: (1) Miss Pons will go to Hollywood and tv it is the desire of the sponsor to keep the program in New York; (2) it is the policy of this station to bring popular music instead of classic.
WHAT'S YOUR RADIO RATING?

(Continued from Page 3)

Score

singers — a member of a girls' trio — a society girl — wife of a foreign ambassador.

3. Before becoming a radio star Lucille Manners was: A wealthy debutante — a Metropolitan opera star — a school teacher — a box office at NBC — a stenographer.

19. To whom is Dick Powell married?


22. Me Back to Olie Volgy and children have Burns and Allen?

23. To which of the Bennett sisters is Morton Downey married?


25. The author of "Vagabond Dreams Come True" is:

(Perfect score for this group is 250. If you make a score of 200 you're excellent, top-notch. A score of 160 rates you a very well-informed fan. A score of 150 isn't bad.)

Total score

Group III.

Music for high-brow and low-brow.

1. What great composers are known as "the three Bs" and?

2. Amos 'n' Andy's theme song is Moonlight and Roses — L'Amour Toujours — Amour Toujours — The Perfect Song — Naughty Waltz — Carry Me Back to Olie Volgy.

3. When Stokowski rehearses his orchestra, he: Kids with the members — is very strict — lets each man express his own ideas on how the orchestra should be conducted — lets everybody "swing it" after the serious stuff is finished.

4. Who is known as "the tune detective"?

5. Here are five bands and their leaders. Match them together: (a) Los Bocess — (b) Cardinals — (c) Pennsylvanians — (d) Brigadiers — (e) Connecticut Yankees.

1. What is a "hush group" — a radioDirections — a radioAnnouncer — a radioOperator?

2. What famous team of color box imitators used the phrase, "It's so soft, like goose feathers"?

3. Who was the team broken up?

4. What were the first home-made radio sets called?

(Perfect score for this group is 100. If you got 75 you're pretty smart. 60 is a very good score.)

Total score

Group V.

These are for old-timers!


2. The first broadcasting station was started by which of the following? An engineer of the Westinghouse Electric Company — a famous department store — a chain of newspapers — broadcast of the first political event ever broadcast.

3. Which of the following was once billed as "the troubadour of the moon"? Bing Crosby — Rudy Vallée — Morton Downey — Lynn Ross — John Charles Thomas.

4. Who was known as "the original radio girl"?

5. Who was the first child actually to star on radio?

6. Name the three Boswell sisters and

7. What was the first International World Championship traveling band?

8. Name the three Pickens sisters and

9. (a) What famous team of color box imitators used the phrase, "It's so soft, like goose feathers"? (b) Why was the team broken up?

10. What were the first home-made radio sets called?

(Perfect score for this group is 100. If you got 75 you're pretty smart. 60 is a very good score.)

Total score

Group VI.

A lot about names and things!

1. Who took Dick Powell's place as master of ceremonies on the Hollywood Hotel Program?

2. Who is (a) Benjamin Ansel

(b) Harry Frankel

(c) Edward Inukowitz

(d) Edwin Leopold

(e) Fred Sullivan

3. If you heard Harry Einstein broadcasting in what accent would he be speaking?

4. Andy's theme based on Dr. Manhattan Sayle Taylor, which of the following would you probably be asking for? The new tryphod serum for which he has become so famous — Lessons on the harp — the three matters of the last April fool's day — A job on the "Show Boat" program — A way to balance your budget.

5. What is the following group select the two other "rhythm boys" who sang with Bing Crosby in Whiteman's orchestra (a) and (b) Donald Novis — Al Rinker — Dick Powell — Morton Downey — Harry Barri.

6. If you met Frederick Chace Taylor you would probably ask him: Where he learns the last minute gossip he broadcasts.

For tickets to see Stoppard and Dubuau broadcast. How he worked out his system of deciding which are the embarassing programs.

7. Name (a) the little boy Eddie Cantor discovered recently.

8. Name the Little girl Eddie Cantor discovered.

8. Freeman F. Godden and Charles S. Carroll are Amos 'n' Andy. Which group? (a) (b) Andy

9. Name the Don's quintuplets

(a) (b) (c) (d)

10. Who is Harry McNaughton?

(Perfect score for this group is 100. But don't feel bad if you get only 30. If you make 50 you're a genius.)

Total score

Group VII.

A "hush" group — a little of everything!

1. What program is ushered an by the ringing of an old dinner bell?

2. "Caught Short" is: A new radio program — A book by Mickey Cantor — An expression radio control men use when a program finishes too soon.

3. In what famous radio quartet was one member "killed" by death, replaced by his father?

4. What radio star warred with the musicians' union to get the ukulele accepted as a bona fide instrument?


6. What famous orchestra leader popularized "Rhapsody in Blue"?

7. Who is the most constant user of the word "hush" on the radio?

8. What is Lopez' first name?

9. What handicap did George VI have to overcome before he could speak over the radio?


11. Helen Hayes' child is called the "old- timers!" because: When "Coquette" closed and actors were released from their contracts expired the management held that they were not responsible that a baby was "an act of God." Helen wanted a baby so much she prayed for one. Actors always call babies born shortly after a show closes "act of God" babies.

12. Which one of the following teams had no theatrical experience before going into radio? Burns and Allen — Easy Aces — Blennie and Breathless — Radio Millers — Radio Epistles.

13. Henry Boyd is: The radio policeman, who delivers Mrs. Mother's baby — CBS bird mimic — The amateur who reported the Johnstown flood as president of NBC.

14. "Big Ben" is: The clock in London whose chimes ushered in Edward VIII's farewell address. The nickname for Benjamin Morrison, the tallest engineer in radio, who delivered the tallest fake to notify technicians when a broadcast.

15. According to statistics what was the most popular program of the last year?

(Perfect score for this group is 150. A score of 100 is excellent. You really make a show at least 90 on this.)

Total score

Grand total score for all seven groups.

(Answers on page 18)
THERE'S nothing new under the sun, not even "swing" music, according to Radio Guide's Blake. Back in 1919, the mid-western dance maestro who landed as a darkhorse right in the middle of the "jazz" and "ragtime" boom, listed in Fame's result of the poll taken among radio editors.

Blake and his Aristocrats of Music, now featured nightly over WROK, Rockford, 11:15 p.m. Monday and the ABC network, were rated as 15th in the list of nationally known bands by the survey.

Such a rating placed Blake in the unusual position of being ahead of such well-known groups as Edta Ducht, Phil Harris, Abe Lyman, Little Jack Little, Ozzie Nelson, and other big names.

"Swing music," according to Blake, "is the same old stuff with a new hat. We knew it as 'ragtime' back in 1919 when I first started in dance work. In 1923 we called it 'jazz' and 'syncopation' and now Benny Goodman has started something by calling it 'swing music.'"

ANY music to which you can dance with a swing is naturally "swing" music. But I'm afraid there's the difference in the 'ragtime' of 1919, the 'jazz' of 1923, the 'swing-out,' 'barrel-house,' and 'shush' today. It's 'get hot,' 'get off,' and a few other kinds of music when compared to the new "swing of the current day."

Blake, meanwhile, has developed his own personal style of playing modern popular music. In other words, Lou, with his 11-piece orchestra, plays everything in a simple way, stressing the melody and avoiding over-arrangements. He keeps the melody to the front at all times; injecting his own peculiar twists and an occasional trumpet and rhythm theme in order to add color to the number.

While it has been unusual practice to talk about the size of various famous orchestras, Lou Blake in that respect has had to be rather quiet, for his band during the past year has consisted of only seven men, a rather strange fact considering that every other organization in the "memed" list of 28 boasts a personnel of at least 12 or 15 musicians, and often many more.

Not only that, but Lou Blake for the last few weeks is perhaps the only band-leader out of all the bands who has been heard on a national network. He has, however, been consistently heard two or three times a week over WROK, the Rockford, Ill., radio station, which has also given Blake a half-hour nightly at 10:30 of its time to further insulate the ABC network of middle-western stations. That a mid-western orchestra leader, featured over an independent radio station and one of the smallest networks, can be rated better than 13 nationally known maestros is one for the books.

USING seven men who can each double on more than one instrument and do it so well that his band sounds to be more than twice its actual size, Lou Blake has set a precedent in orchestral circles.

Just a few historical facts about this "darkhorse" of the maestral ranks. He first came into professional music as a drummer, in 1919, and subsequently was a soloist with Guild Grey's traveling troupe. Six years later he came to Chicago and obtained a job in one of the specialty orchestras of the Midway Gardens on Chicago's South Side. From there, the other orchestra at the same time were Ben Pollack, Benny Goodman, Art Kassel, and others. When he heard that they were then struggling musicians along with Blake, he decided to become one of today leaders of their own well-known and widely distributed of Blake's music.

Blake spent two and a half years working coast to coast, and then returned to Chicago to study voice under John Sample. During that interlude in his career he appeared in the chorus of the "Student Prince," and then joined Art Kassel's band and remained with him for nearly four years.

Since branching out under his own name, Blake has traveled a long and brilliant road, which led him to a long-time engagement at the Schroeder hotel in Milwaukee; nine months at the St. Paul hotel and the Athletic Club, where his band was featured on both the red and blue Coast-to-Coast network of the National Broadcasting system; a feature spot at the "Streets of Shanghai" during the World's Fair in Chicago; five months at the Via Larga cafe in Chicago; 42 weeks at Guyon's Paradise in Chicago; three seasons at the St. Paul, Minn. Athletic Club; 14 weeks at the French Lick Springs hotel at French Lick, Ind.

BY NORMAN

H. BRINSLEY

NO SKINNY WOMAN HAS AN OUNCE OF SEX APPEAL

BUT SCIENCE HAS PROVED THAT MUSCLES DONT HAVE TO BE SKINNY

NEW "7-POWER" YEAST TABLETS GIVE THOUSANDS 10 TO 25 LBS.

-in a few weeks!

THOUSANDS of skinny woman who never could gain where meat might not an ounce of naturally attracive flesh with pure new "7-power" Yeast Tablets. For years, they've been in the ordinary diet and nothing seemed to help. Now this one of the finest known sources of Vitamin B is cultivated all year on our "7-power" Yeast Tablets and the girls who have used them are soon gloriously filled out. The males have a much more unusual result, for in just a few weeks their appetites become so huge that they will eat absolutely anything your kitchen can lay out for them.

Now one of the finest known sources of Vitamin B is cultivated all year on our "7-power" Yeast Tablets and the girls who have used them are soon gloriously filled out. The males have a much more unusual result, for in just a few weeks their appetites become so huge that they will eat absolutely anything your kitchen can lay out for them.

Money-back guarantee- No matter how often and rumors you may have been hinder both of these rare, Vita-

Call "UNCLE SAM'S" for details. Ask for the 7-power Yeast Tablets and for the price of five cents, you will receive a valuable brochure that will explain this wonderful new development. The old idea of "skinnies" was that they lacked appetite and strength. That's wrong. We will send you a fascinating new book at once, "New Facts About Yeast Tablets," that will explain the wonderful new development. It will convince you that you can get 

The New Radio Guide Program Locator, Showing All New Summer Programs in Daylight Saving Time, is on Page 47

GET ON "UNCLE SAM'S" PAYROLL

Over 42,000 Appointments Last Government Year

$1140 TO $2100 FIRST YEAR

INFLUENCE NOT NEEDED

Most Government examinations include Mental Tests. Try yourself. Answer the following problems and mail us the answer. Our engineers will correct your work, and return it. The result should tell you the possibility of a high rating on the U. S. Government Examination.

Mental Test

1. The postmaster general is given office by: (1) Congress. (2) The civil service commission. (3) The President with the advice and consent of the Senate.

Give number of correct answer.

2. A train leaves 8 1/2 of its trip in 94 minutes. In how many minutes will it make the entire trip?

3. MAILBOX is to LOCK as LETTER is to (1) Staple. (2) Seal. (3) Cancellation.

Number of answer in ( )

4. A letter is given special protection and mailed: (1) Registered delivery. (2) Registered. (3) Air Mail.

5. A secret meeting is one that is (1) Secret. (2) Accidental. (3) Romantic.

6. If it takes 10 clerks, 20 minutes to sort a certain mail, how many clocks will be needed to sort same mail in 26 minutes?

7. Wheeling, W. Va., is in (1) North. (2) South. (3) East. (4) West, from Trenton, N. J.

8. The saying, "Many hands make light work," means most work is (1) When several work together the task is easier. (2) There are never too many on a job. (3) Most people prefer easy jobs.

Answer: (2) There are never too many on a job.

Address

Age
didn't think it was such a good idea because it had just been so long since they had seen it themselves that they weren't sure whether to stay up there or not there!

And that isn't all: the famed banzai-ke plays a game of hide-and-seek with people who try to show off. In Hollywood, a party is the norm. Anything in attendance. They try to get into the spotlight. It is second nature to them. But Bob Burns wants to be noted. Most of the people who meet him now would not be bothered to speak to him now—Bob hasn't changed a bit. He wonders why they bother to send him to the theater. His joke isn't any funnier, he is still the same Bob... but he has fame and money now.

Among a select few, there is one celebrity that ranks as a "real" person with Bob. That person is Carole Lombard.

"There's somethin' about Carole that you can't help likin'," I kinda like to go to a party at her house. She reminds me of when I was playing in Europe right after the War. Carole is the kind that was born with royalty in her blood. She don't have to put on—it's just in her blood.

"Now that's a right smart gal. Bing Crosby is like her. Bing is a man after my own heart. You know Bing kinda reminds me of Grandpap Snaz-zle. I've got to take him just that's the way. He can't get there no other way he can be took.

Bob doesn't spend all his spare time looking at microbes, comparing them to his surroundings. He studies the stars, too. Those stars that shine in the Hollywood heavens are far more interesting to Bob than those stars whose names shine in the pages of fact. While others are doing the night spots, Bob star-gazes at the home of his friend Lew Ayres. If he isn't there, you'll find him at Mount Wilson Observatory or in Griffith Park Planetarium, where the scientists all call him "Bob."

Ayres has a high-powered telescope in his home that Bob uses at every opportunity. It is there that he watches, with interest the various stars that twinkle and shimmer in the skies.

"Those stars are a lot different from people, too," Bob remarked. "They got a set way of doing all that the things do. They just follow a straight course, but every once in a while you'll see one of 'em break loose and burns itself out some-where.

If the stars were like us it sure would be a funny sight. I declare I can't imagine what funnies look like the sky would be if all the stars decided to stay up half the day and blaze away in the air, bumpin' into one another and raisin' hell in general. And it would look even funnier to see them come out at night, like some of us do in the mornin', all tucked up and lookin' for all the world like a little spark of light that's about to pass out.

And Each one of us would be afraid of looking at one, for being wrong. The simple foundation he has for his remarks proves that—"I don't know of a better way to let the wind out of a set" head them than to look at them little bugs or to look at the stars. If you look at a bug under the microscope, you'll see that they're all working and none of 'em have come to rest, and if you take time to get a telescope and squint at the stars you're goin' to get an awful shock.

"There's somethin' about lookin' away from you that gets you to feelin' mighty small."

Bob Burns may be heard Thursdays on Kraft Music Hall over an NBC network at 9:30. EDT. (8 EST; 7 CDT; 6 MST; 5 PST).

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**STAR OF THE STANDINGS**

1. Jack Benny
2. Edgar Bergen
3. Fred Allen
4. Jack Bailey
5. Bing Crosby

**MUSICAL PROGRAMS**

1. Ed's Open House
2. Show Boat
3. Crosby's Music Hall
4. Hollywood Hotel
5. Your Hit Parade

**DRAMATIC PROGRAM**

1. Radio Theater
2. One Man's Family
3. First Night Out
4. Bambi
5. Gang Busters

**ACTORS**

1. Don Ameche
2. Jack Benny
3. Lanny Ross
4. Robert Taylor

**ACTRESSES**

1. Helen Hayes
2. Jeanette MacDonald
3. Joan Blondell
4. Nadine Connors
5. Anne Seymour

**PROMISING NEW STARS**

1. Deanna Durbin
2. Baby Bermuda
3. Marsha Raye
4. Eddie Rader
5. Fred MacMurray

**ANNOUNCERS**

1. Don Wilson
2. Tom Ruttledge
3. Ken Carpenter
4. Benny Mckean
5. Milton Cross

**SPORTS ANNOUNCERS**

1. Ted Husing
2. Graham McNamee
3. Bob Elson
4. Clem McCarthy
5. Ed Thayer

**COMMENTATORS**

1. Bebe Carter
2. Lowell Thomas
3. Walter Winchell
4. Edwin C. Hill
5. Alexander Woolcott

**CHILDREN'S PROGRAMS**

1. Singing Lady
2. Kaltenmeyer's
3. Orphan Annie
4. Coast to Coast
5. Tom Sawyer

**DANCE ORCHESTRAS**

1. Wayne King
2. Guy Lombardo
3. Shep Fields
4. Horace Heidt
5. Al Goodman

**MALE POPULAR SINGERS**

1. Bing Crosby
2. Rudy Vallee
3. Nat King Cole
4. Frank Patrol

**FEMALE POPULAR SINGERS**

1. Frances Langford
2. Kate Smith
3. Jessica Dismore
4. Marjorie England
5. Deanna Durbin

**OPERATIC & CLASSICAL SINGERS**

1. Nat Carse
2. Lanny Ross
3. Deanna Durbin
4. Lawrence Tibbett
5. Grace Moore

**COMEDIANS OR COMEDY ACTS**

1. Jack Benny
2. Edgar Bergen
3. Fred Allen
4. Lanny Ross
5. Bing Crosby

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**VOICE OF THE LISTENER**

The "Voice of the Listener" letter форум is a regular feature in Radio Guide each week, offered to the readers to provide an opportunity for expressing opinions about radio.

Radio Guides will pay $5 for the best letter published each week and $2 for the next best. Other letters describing the listeners' attention also will be published.

**HOLOCAUST** ($10 Prize Letter)

**Voice of the Listener:** Despite the shameful apathy of propagandists for this "cause" and against the "menace," the greatest hazard in the path of the South in war . . . American radio presents many a reasonable argument against our participation in the next—and probably last—holocaust to hate. But most of these arguments are just that and no more—arguments, unadorned. They are speeches by politicians, by presidents of clubs, by earnest citizens whose hearts choose the sincere words in their throats.

This is terrible propaganda. It is propaganda no war-maker would tolerate. When diplomatic relations are broken, it is no barney that loyal young men go to the recruiting stations. No, a great fanatic is heard, and more of our脑子 craves the square in the square of every village. Pretty girls wave flags, and enthusiasm is electric in the air. As is the sort of thing that must be used against war, as well as for it. These possibilities are just as great. Why can't one of the networks present weekly dramaticizations of homes broken by sons gone, not to return—a tear-flowing story, as powerful as the stories themselves would write on the other side. Let there be music, too—light and gay pieces, and perhaps one of those dirges at the end. Let Edwin C. Hill tell young men of their chances of losing a leg on the battlefield, let him tell over-zealous girls what will happen to their sweetheart's if they shame them into recruiting.

This is the way radio can be of real service in America's greatest need. This is the way America can travel —Williamson Carrell, Chicago, Ill.

**MENTAL HURTS** ($5 Prize Letter)

**Voice of the Listener:** . . . I think it's positively the most disgusting article I ever read in the Guides. I have written a number of letters to my favorite radio artist, but I am too much too fine a gentleman to ever imagine my letters for any other good intentions. Here is a lady who certainly is not in love with her husband, or his pipe, or his program, nor any other screen or radio lover, and I am certainly no sour old maid nor one who is in want for affection.—Designed, New Castle, Penn.

**CRIME LESSONS**

**Voice of the Listener:** I wonder who learns the most from these crime-prevention programs the gangster, or the law-abiding citizen? We hear all the tricks the gangster use to catch a murderer, all the mistakes the murderer made that led to his capture. The criminal hears too, his own errors. If the writer has any sense at all, he doesn't believe mistakes others have made and would have himself if he was in the same case in which the writer says he is, or...—F. W. Thomas, Clearfield, Penn.

**BASEBALL DUPLICATES**

**Voice of the Listener:** With the opening of the baseball season now near, the question again arises, "Why must four or five baseball stations broadcast 'the ball game'—as is the case in the Chicago area?" If different announcers could make their respective Cubs score more runs or help the Sox pitchers hold the opposing teams' bats, I'd say, I'm against it. But as long as they can't turn hits into outs and outs into hits, I don't see why a baseball fan should be pushed off the air to permit the same name in common all parts of the day—Maurice Settler, Chicago, Ill.

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**Special Deal for this Issue**

**ONE MOVIE CAMERAS!**

FOR THE FIRST TIME, YOU CAN BUY ANY NATIONALLY KNOWN MOVIE CAMERA ON TERMS AS LOW AS 360 A DAY! No business with the biggest film deal excluding equipment. Send for free illustrated catalog giving complete details. Modern Camera Exchange (Dep. 932) (Radio City) New York, N.Y.
BY CHAS. A. MORRISON, president, INTERNATIONAL DX'ERS ALLIANCE

In the spirit of The Post-Setter in General-Prentin, South Africa, has licensed a new short-wave transmitter with testing on 5 and 8,969 meg and using the call ZU9. Reports should be addressed to the Chief Engineer, General Post Office, Pretoria, Union of South Africa, or to the General Post Office, 119.58, Melbourne, Australia.

The new Daventry transmitter GST (21.55), "T for transmitter," is conditioned for transmission on 5.74 a.m. to 12 noon EST (8:15 to 11 a.m. CST). The new YUGOSLAVIA is spending five million dollars to support the main short-wave station.

This new wave is a combination of copper and aluminum wires which claims an almost uniform response for the 2 meg and great surface that any other aerial mode, is now available.

Tuesday, May 4

10:15 a.m.—World affairs talk: GSF GSG GSB
12:20 p.m.—BBC Empire talk: GSF GSG GSB
6:45 p.m.—The Post-Setter in General-Prentin, South Africa.

Wednesday, May 5

6:45 a.m.—Nordic short-wave DX-ers (Coast to Coast)
7:00 a.m.—Americal DX-ers (Coast to Coast)
7:45 a.m.—World affairs talk: GSF GSG GSB
11:20 a.m.—INTL DX-ers (Coast to Coast)
3:40 p.m.—Popular concert: PCJ

Thursday, May 6

7:15 a.m.—Miss Belle's Round Table: PHT
7:30 a.m.—Reginald Korney broadcasting, "The Day of the Plough" (ex. Sat.)
12:30 p.m.—BBC World Service talk: GSF GSG GSB
5:00 p.m.—Scriptbook: VO2 (11.77)
6:45 p.m.—The Post-Setter in General-Prentin, South Africa.

Friday, May 7

8:40 a.m.—Microwave demonstrations: PHT
11:40 a.m.—Chapel organ: WAZF (9.53)
1:00 p.m.—Hans go by (Heinrich: GSB GSG GSB GSB)
3:00 p.m.—World affairs talk: GSF GSG GSB
4:00 p.m.—News: WAXL (11.79)
4:45 p.m.—Program on the French-Canadian activities: "Tajkap" (11.79)
5:20 p.m.—League of North American Women: "Virgo" (11.79)
6:00 p.m.—League of American Women: "Virgo" (11.79)
6:45 p.m.—The Post-Setter in General-Prentin, South Africa.
... Radio Commentator Boake Carter, whose consistent popularity with a large listening audience is attested by his standing among leading commentators listed in the Radio Guide Star of Stars Poll now in progress. He tells his real opinions on the day's news events—and lets the complaints and libel suits fall where they may!

... Henny Youngman, a newly discovered radio comedian. His first appearance on Kate Smith's "Bandwagon" program roused studio laughter once every eight seconds! A recording of the program revealed that in five minutes and eight seconds on the air, he won laughter 38 times! You'll probably hear him again with Kate soon...

... Nick Lucas, the "Crooning Troubadour," for his come-back on Al Pearce's "Watch the Fun Go By." An obscure banjoist in 1925, Nick became an overnight sensation on his first airing, sold over 100,000 recordings of "My Best Girl." He conquered London, was a favorite of the Royal Family. Then oblivion—and new success!
Radio Guide Goes To The Party

OUR CAMERAMAN GIVES YOU A CLOSE-UP VIEW OF GREAT SONG STARS BRINGING FINE MUSIC, SUPERB MELODIES—TO YOU!

Melody fills the air as Tenor James Melton bursts into song! After a brief sojourn in movie-making, this man of many roles is now presiding over the program as master of ceremonies.

Softer, slower fades the music as Maestro Bobby Dolan of the CBS Saturday Night Party directs the orchestra through a brilliant passage. Only twenty-seven, this energetic young man earned the post of regular conductor on the program when he guested recently.

Introducing Tom Howard (right) the droll wise fool, and his eccentric partner, George Shelton, who's wiser still, as they wise themselves up for a program. Arguing Tom and George provide smart comedy for the Party.

Donald Dickson, the Party's new baritone find, sings operatic and popular ballads in a dramatic manner. Recently given a Spring Metropolitan Opera contract, he will make his debut May 3, playing the role of "Valentine" in "Faust".

Photos by WILLIAM HAUSSELLER
With Husband Frank Chapman at her side, Gladys Swarthout finds inspiration, sings:

1 With hands clasped tenderly and voice filled with pathos, she tells of ecstasy, enduring love—in her song!

2 Soft, low, throbbing melody pours forth. One of the world's great stars airs romances!

3 Louder, higher goes the aria! The singer begins her touching plea for love!

4 With hands outstretched, ecstasy in her bright eyes and radiant face, she finishes her song—but the melody lingers on!

5 Lighter, gayer is the mood. Gladys' melody comes to its joyous climax—while gay abandon in song shines in her eyes!

6 With hands outstretched, ecstasy in her bright eyes and radiant face, she finishes her song—but the melody lingers on!

New... a non-greasy cream deodorant that vanishes completely and checks perspiration instantly!

NOW at last there is a non-greasy cream-deodorant that does everything you want a deodorant to do. The new Odorono Ice nevermesses up your clothes because it is absolutely not greasy. It is made on an entirely new principle. Just put it on, and it disappears like a fine vanishing cream. No fuss or bother.

You will find its light, melting texture entirely different—delightfully cooling and refreshing on your skin.

And it leaves no telltale odor to betray you. Its own fresh, clean odor of pure alcohol disappears at once.

And Odorono Ice, instead of just covering up perspiration odor temporarily, gently checks it for 1 to 3 days. Your armpit is really clean—grease-free, perspiration-free.

Odorono Ice is so easy to use, so dainty and yet so completely effective that 80 per cent of the women who have tried it prefer it to any other deodorant they have ever used! Try it. You will be delighted! Buy a jar of the new Odorono Ice tomorrow—35¢ at all Toilet-Goods Departments.

SEND IO FOR INTRODUCTORY JAR

RETAIL MILLER, The Odorono Co., Inc.
Dept. 3G7, 191 Hudson St., New York City
(In Canada, address F. O. Box 1653, Montreal)
I enclose 10¢ (5¢ in Canada) to cover cost of postage and packing for generous introductory jar of Odorono Ice.

Name ________________________________
Address ________________________________
City ___________________ State __________
Smart Girl No. 1—Bess Johnson—is sweet-voiced Frances in NBC's serial, "Today's Children." She's a native of Keyser, W. Virginia, and has been in radio for the past five years.

With "After the Thin Man" still in everyone's mind, a girl is smart to look like Myrna Loy—and Virginia Verrill (below) is very Loy-like here. She's a CBS vocalist, sweet and lovely.

There aren't many smarter than Anne Seymour, new star of "Mary Martin." She comes of an old stage family, has acted on Broadway and "the road," long was "Grand Hotel's" star.

The little dear with a smile is Doris Karr, CBS songstress. Leith Stevens discovered her when she sang informally at the Sands Point Club—where the late Huey Long was once mauled.

FOUR SMART GIRLS

OUT OF COME THE VOICES OF STARS — SONGS,
Jimmie Fidler is either the scourge of Hollywood or the crusader for truth where it is almost a stranger. He tells listeners his inside gossip about Hollywood every Tuesday night.

"The Man Who Came Back" is Gene Austin, who was a terrific success in the old recording days, a forgotten man when radio came in. Now he's great again—on Penner's broadcasts!

Bob Trout started life a foundling, grew up to become No. 1 CBS special-events man. He announces coronations, inaugurations, sports. He also writes—sometimes for Radio Guide.

Hugh Studebaker is one of radio's most versatile and busiest character actors. He is "Sil Watson" on the "Fibber McGee and Molly" broadcasts which are aired every Monday.
The Photo-Story of

Marion Nevada Talley was born to Charles Marion and Helen H. Talley at Nevada, Missouri, on December 20, 1906. She started singing at three in her home, at five in her church, and professionally at fourteen, earning up to $25 per night. During this time she had gone from her big, rambling Kansas City house to Humboldt Grammar School and Manual Training High. At fifteen, she joined the Kansas City Grand Opera Co., singing in "Bohemian Girl" and "Mignon." Galli-Curci heard her.

Local citizens raised $10,000 at a public concert to finance a trip to New York for her Metropolitan Opera tryout at sixteen. Officials there recommended further study. Neighbors paid for a year and a half of study in New York and a year in Italy. Then came glory—her "Met" debut at nineteen. New York was a "hick village" on the night of February 17, 1926, when Marion

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1. Dec. 20, 1906, brought a "bundle of heaven" to the Charles Marion Talleys, of Nevada, Mo. Named Marion Nevada, the bundle first posed at 3 months, 3 days.

2. On that day she wore her new pink shoes, replacing baby booties. Shortly, the left was lost; the right was saved for posterity.

3. In Humboldt Grammar School in Kansas City, little Marion drew free-hand—autographed the work for future reference.

4. First Concert

Miss Marion Talley
Soprano

Arrived By

The Kansas City Chamber Music Society
N. De Rubertis, Conductor

October 17, 1922

IVANHOE AUDITORIUM
841 F. 96

8. A public concert raised over $10,000 to finance Marion's study in New York, later in Italy!

9. In Milano, Italy, Marion finished her pre-"Met" studies, posed for a 1925 studio portrait.

10. Newswriters predicted great things for Marion before she left home. They guessed well!

11. Proud and happy day! On Feb. 17, 1926, Marion had her New York debut in "Rigoletto!"
Marion Talley’s Life

sang Gilda in “Rigoletto.” 5,000 persons jammed around the old opera house, and as many more milled about the surrounding streets. Police riot squads were called after several persons were hurt in the crush. Seats originally sold for $7 rose in the “scalper” market to from $35 to $70. She was accorded 20 curtain calls, appeared thereafter for four seasons in 75 performances, in the leads of 7 operas. In 1929, she retired to a 1,600-acre Kansas wheat ranch. “I’m just through with it all, that’s all!” she said. She described her farm as an investment, rather than a hobby or retreat, but of its cost would mention only “$1 and other valuable considerations.” But in 1933 she joined the Chicago Opera Co., in 1935 Rims contracted her, and in 1936 she began her regular NBC series. Today Marion is slimmer, happier than ever before—lives in her Spanish-type Beverly Hills home, where she plans to bring her family. She’ll travel around the world—when her career ends.

And on the next day, newspapers reported the riotous reception given the young star.
By 1930, Marion had made news by retiring to a Kansas wheat farm to “get away from it all.” News cameramen were on hand to snap her return from a Bermuda vacation. News cameramen were on hand to snap her return from a Bermuda vacation. News cameramen were on hand to snap her return from a Bermuda vacation. News cameramen were on hand to snap her return from a Bermuda vacation.

On that farm, Marion enjoyed the outdoor activities she had missed during four years with the Met. Lots of sunshine and exercise elevated her spirits—brought back her smile!

More exercise, even more strenuous, came when Marion went to Hollywood to work for the movie moguls. Publicity pictures in shorts were part of her standard “build-up.”

Great and good friend is Josef Koestner (center)—Marion sang an original song of his on her radio show recently. Joe Alvin wrote the lyrics.

Marion reduced her weight from 130 to 107, went to Hollywood. She shares this set with Michael Bartlett, co-star in “Follow Your Heart.” Then a manufacturer of a reducing food became her radio sponsor.

And here is the Marion Talley of today’s air lanes—a younger girl than she was at 19; star of all fields of entertainment; happy in her brilliant career!
THIS WEEK'S PROGRAMS

Sunday, May 2

**MORNING**

7:00 CST - 8:00 CST
NRC-Harrietquite's Nest (CBS)

8:00 CST - 9:00 CST
NRC-Sunday Morning at Audio

9:00 CST - 10:00 CST
NRC-Morning Musicale

10:15 CST - 11:15 CST
WBC-Children's Program

12:15 CST - 1:15 CST
WTG-Sunday Afternoon

1:15 CST - 2:15 CST
WTG-WWCI-Sunday Afternoon in Milwaukee

2:15 CST - 3:15 CST
WTAQ-Walkers' Hour

3:15 CST - 4:15 CST
WIBA-Morning Melodies

4:15 CST - 5:15 CST
WIBA-Choir of the Holy Name

5:15 CST - 6:15 CST
WIBA-Church Forum

6:15 CST - 7:15 CST
WIBA-Morning Serenade

7:15 CST - 8:15 CST
WIBA-Church Notes

8:15 CST - 9:15 CST
WIBA-Church Notes

9:15 CST - 10:15 CST
WIBA-Church Notes

10:15 CST - 11:15 CST
WIBA-Church Notes

11:15 CST - 12:15 CST
WIBA-Church Notes

**AFTERNOON**

12:00 CST - 1:00 CST
NRC-The Magic Key of the Church

1:00 CST - 2:00 CST
WBC-The Magic Key of the Church

2:00 CST - 3:00 CST
WBC-The Magic Key of the Church

3:00 CST - 4:00 CST
WBC-The Magic Key of the Church

4:00 CST - 5:00 CST
WBC-The Magic Key of the Church

5:00 CST - 6:00 CST
WBC-The Magic Key of the Church

6:00 CST - 7:00 CST
WBC-The Magic Key of the Church

7:00 CST - 8:00 CST
WBC-The Magic Key of the Church

8:00 CST - 9:00 CST
WBC-The Magic Key of the Church

9:00 CST - 10:00 CST
WBC-The Magic Key of the Church

10:00 CST - 11:00 CST
WBC-The Magic Key of the Church

11:00 CST - 12:00 CST
WBC-The Magic Key of the Church

12:00 CST - 1:00 CST
WBC-The Magic Key of the Church
HED MAKE A TERRIBLE HUSBAND—Read about Richard Himber's life and loves—read why he has fallen in love and out of love!

NEXT WEEK IN RADIO GUIDE

Sunday

MILTON J. CROSS - The Sunday Evening Club of New York. Sun., noon until 1:00 p.m.

CBS-BC

3:00

CBS-C

4:00

CBS-D

5:00

CBS-E

6:00

CBS-F

7:00

CBS-G

8:00

CBS-H

9:00

WBZ, Chicago, Illinois.

**Note:** The program list is subject to change. Please check local listings for the most accurate information.

**Symbol:** Please note that symbols are included in the text as placeholders for program start times. Please refer to the station's local listings for the actual start times.

**Please:** Symbol in parentheses, such as (sw-9.53), appearing after a program listing indicates that this program may be heard by tuning in 9.53 megacycles frequency on your short-wave dial. For foreign short-wave programs, please see page 20.
Monday May 3

WBCD & Bud & Vin
WLCX & Cliff 
WLBX & Variety
WLLB & Variety
WLS & Variety
WLMV & Variety
WLSB & Variety
WLSL & Variety
WLSX & Variety
WMMI & Variety
WMMR & Variety
WIN & Variety
WIND & Variety
WING & Variety
WINJ & Variety
WINO & Variety
WINR & Variety
WINX & Variety
WINZ & Variety
WINS & Variety
WINX & Variety
WIST & Variety
WJRS & Variety
WJSN & Variety
WJSS & Variety
WJTQ & Variety
WJUE & Variety
WJUM & Variety
WJUN & Variety
WJWA & Variety
WJWL & Variety
WJWS & Variety
WJXL & Variety
WJXK & Variety
WJXO & Variety
WJSN & Variety
WJTV & Variety
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Monday May 3

Frequenices

KMXO 1090
KOA 1100
KGO 1200
WKBW 1290
WXOU 1300
WKBW 1340
KFWB 1350
WBBM 1430
KFCM 1450
WBBW 1540
WBTM 1560
WKBW 1570
WJNO 1580
WKXW 1590
WBBY 1610
WBBF 1620
WBBW 1630
WJNO 1640
KFWB 1650
KBID 1660
WBBW 1670

KMOX-OMOLOGICAL DETECTIVE STORIES

KMUW, KXWJ, KDFC


"Biggest Radio Hit in Years"

ASK MR. FAIRFAX

All the HOOSIER HOT SHOTS, except Otto Ward, were shot on the farm. Ward was leased to the farm in November. The only one he hooked up with the Five Temptor Brothers. The younger boys got involved in wrestling.

VICTOR: You're so strong! All of you. I'm not so sure about your wrestling skills. They're not as strong as the driving discus at the Tomm Memorial — Ernie Hackett's — in Chicago.

WILLIAM: You're the best! I'm not so sure about your wrestling skills.

CARL: You're so strong! All of you. I'm not so sure about your wrestling skills.

WILLIAM: You're the best! I'm not so sure about your wrestling skills.

FAIRFAX: You're so strong! All of you. I'm not so sure about your wrestling skills.

WILLIAM: You're the best! I'm not so sure about your wrestling skills.

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WILLIAM: You're the best! I'm not so sure about your wrestling skills.
DRAMA, HEART THROBS, SOBS AND LAUGHTER

"PRETTY KITTY KELLY" SMASH RADIO HIT
WWB 11:15 A.M., C.S.T.

Excitement, chills, laughter, tears—as adventure after adventure fills the life of this charming Irish lassie. Be sure to miss the next thrilling episode in this sensational new Wonder Bread radio show.

Presented by the bakers of Wonder Bread—HOSTESS CAKE
Every Mon. Tues. Wed. Thurs. and Fri.

MARTHA RAYE
At the Cafe Society Cafe
Tuesday
6:30 p.m. (CT)

WBNK

Radio Guide  
Week Ending May 8, 1937

35
Radio Guide  Wed. May 8, 1937

WJIC-Palm Springs
WHBH-Mail Bag
WBX-Gospel Show
WMAQ-Radio Merchandise
WMWD-Lake Shore Mist
WOC-Informer
WOCF-Sunday Love
WOGO-Annenberg Family
WTVI-Heart to Heart
WTM-Don't Know

11:00 CST 12:00 CST

WBC-Five Star Revue (Karl & Luis) Martino Bose, tas.; Music produced by Orson Welles and G. Horner,.. (KMOX) WCCO-LOOK (15.27)

NBS-Live & Learn: sketch: WOOL News: WJDD WSM 

11:15 CST 11:30 CST

CBS-Rooster Cogburn (Two Shades) sketch: WOC

NBS-Destiny's Child, sketch: WOC-Today's Children's Show: sketch: WOC-Weather: WOC

11:15 CST 11:30 CST

CBS-Prep-Kitty Kelly (Wisconsin, Bruce Willis) sketch: WBBM

NBS-My Life with the Baby: sketch: WOC

11:30 CST 12:00 CST

CBS-Band of the Week: print: WOC

NBS-Tulip Time Festival: WOC

12:00 CST 1:00 CST

CBS-Heart Sistter, sketch: (Rinse): WFBM

NBS-Lone Star Bally: sketch: WOC-WMWD

1:00 CST 2:00 CST

CBS-Railroad Day: sketch: WOC

NBS-South of the Border: WOC

---end---
Thursday

May 6

(12:30 p.m. Continued)

NBC-Melvin Institute Exercises: WCLF

WGN-Flash Warning. Personal
ity with the "squeak"..."

11:30 CDT

40 40

WCLF-WGN. Suburban Towns:

WGN. Suburban Towns:

DON'T MISS THE BIG SHOW!!

11:30-11:45 CDT

WGN-The Chicago Symphony

Orchestra. (Seasonal)

1:00-1:15 CDT

WCLF-WGN. Suburban Towns:

2:00-2:15 CDT

WCLF-WGN. Suburban Towns:

2:15-2:30 CDT

WCLF-WGN. Suburban Towns:

2:30-2:45 CDT

WCLF-WGN. Suburban Towns:

2:45-3:00 CDT

WCLF-WGN. Suburban Towns:

3:00-3:15 CDT

WCLF-WGN. Suburban Towns:

3:15-3:30 CDT

WCLF-WGN. Suburban Towns:

3:30-3:45 CDT

WCLF-WGN. Suburban Towns:

3:45-4:00 CDT

WCLF-WGN. Suburban Towns:

4:00-4:15 CDT

WCLF-WGN. Suburban Towns:

4:15-4:30 CDT

WCLF-WGN. Suburban Towns:

4:30-4:45 CDT

WCLF-WGN. Suburban Towns:

4:45-5:00 CDT

WCLF-WGN. Suburban Towns:

5:00-5:15 CDT

WCLF-WGN. Suburban Towns:

5:15-5:30 CDT

WCLF-WGN. Suburban Towns:

5:30-5:45 CDT

WCLF-WGN. Suburban Towns:

5:45-6:00 CDT

WCLF-WGN. Suburban Towns:

6:00-6:15 CDT

WCLF-WGN. Suburban Towns:

6:15-6:30 CDT

WCLF-WGN. Suburban Towns:

6:30-6:45 CDT

WCLF-WGN. Suburban Towns:

6:45-7:00 CDT

WCLF-WGN. Suburban Towns:

7:00-7:15 CDT

WCLF-WGN. Suburban Towns:

7:15-7:30 CDT

WCLF-WGN. Suburban Towns:

7:30-7:45 CDT

WCLF-WGN. Suburban Towns:

7:45-8:00 CDT

WCLF-WGN. Suburban Towns:

8:00-8:15 CDT

WCLF-WGN. Suburban Towns:

8:15-8:30 CDT

WCLF-WGN. Suburban Towns:

8:30-8:45 CDT

WCLF-WGN. Suburban Towns:

8:45-9:00 CDT

WCLF-WGN. Suburban Towns:

9:00-9:15 CDT

WCLF-WGN. Suburban Towns:

9:15-9:30 CDT

WCLF-WGN. Suburban Towns:

9:30-9:45 CDT

WCLF-WGN. Suburban Towns:

9:45-10:00 CDT

WCLF-WGN. Suburban Towns:

10:00-10:15 CDT

WCLF-WGN. Suburban Towns:

10:15-10:30 CDT

WCLF-WGN. Suburban Towns:

10:30-10:45 CDT

WCLF-WGN. Suburban Towns:

10:45-11:00 CDT

WCLF-WGN. Suburban Towns:

11:00-11:15 CDT

WCLF-WGN. Suburban Towns:

11:15-11:30 CDT

WCLF-WGN. Suburban Towns:

11:30-11:45 CDT

WCLF-WGN. Suburban Towns:

11:45-12:00 CDT

WCLF-WGN. Suburban Towns:
### May 7

#### Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Programming</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 AM</td>
<td>WBBM</td>
<td>News, Church Bulletins</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>WRU-Manor</td>
<td>Business, Religion, Home, Social Service, Drama, Senate Meeting</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>WBBM</td>
<td>News, Church Bulletins</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>WBBM</td>
<td>Church Bulletins</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>WBBM</td>
<td>Church Bulletins</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>WBBM</td>
<td>Church Bulletins</td>
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### Afternoon

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Programming</th>
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</thead>
<tbody>
<tr>
<td>1:00 PM</td>
<td>WBBM</td>
<td>Church Bulletins</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>WBBM</td>
<td>Church Bulletins</td>
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<tr>
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<td>WBBM</td>
<td>Church Bulletins</td>
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<tr>
<td>9:00 PM</td>
<td>WBBM</td>
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### Radio Guide • Week Ending May 8, 1937

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<tbody>
<tr>
<td>11:00 PM</td>
<td>WBBM</td>
<td>Church Bulletins</td>
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**Note:** The table above is a sample of the programming listed in the radio guide for May 7, 1937. The guide includes a variety of programs such as news, church bulletins, and other community announcements. The time slots are marked in a way that allows for easy reading and scheduling of listeners' activities.
FRANCES LANGFORD
"Hollywood Hotel" Songs
Fri. 7 pm CST (8 EDT)

KMOX - Louie Wilt, Orch. & Wilm. "KMOX-
Wilton's Orchestra"
KSD - Evel Knievel, Orch.

9:30 CT - 10:45 CT
KMOX - Louie Wilt, Orch. & Wilm. "KMOX-
Wilton's Orchestra"

10:45 CT - 11:45 CT
KMOX - Louie Wilt, Orch. & Wilm. "KMOX-
Wilton's Orchestra"

11:45 CT - 12:30 CT
WISE - Much More, Orch. & Wilt, Orch. & Wilm. "KMOX-
Wilton's Orchestra"

12:30 CT - 1:00 CT
WISE - Much More, Orch. & Wilt, Orch. & Wilm. "KMOX-
Wilton's Orchestra"

KSD - Carl Sandburg's Orchestra
KSD - Duke Orchestra
KSD - Billie Holiday's Orchestra

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Saturday

May 8, 1937

MORNING

Radio Guide • Week Ending May 8, 1937

7:00 CST • 8:00 CST

WUTC - WMBD

7:05 CST • 8:15 CST

WUTC - WMBD

8:15 CST • 9:15 CST

WUTC - WMBD

9:15 CST • 10:15 CST

WUTC - WMBD

10:15 CST • 11:15 CST

WUTC - WMBD

11:15 CST • 12:15 CST

WUTC - WMBD

12:15 CST • 1:15 CST

WUTC - WMBD

1:15 CST • 2:15 CST

WUTC - WMBD

2:15 CST • 3:15 CST

WUTC - WMBD

Radio Guide • Week Ending May 8, 1937
CBS Movie Week in Salt Lake City: WKBB WOC WCCO WBBM WINS WDAY (sw-15.21)
KMOX Baseball Game: WBBM
WKID Baseball: St. Louis Browns vs. Athletics
KFWOFAA Basketball: WBBM
WPMI Music Week in Raleigh: WCFL
WOC Radio Man: WOC (sw-11.83)
WALTZ Ecj in Columbus: CX
TDLZ Ecj in Minneapolis: WCCO
8:45 CDT Baseball Game: WBBM
WBBM Basketball: St. Louis Browns vs. Athletics
WTCI Happy Hour; WTCI Movie Week in Raleigh: WCFL
WMI Radio Man: WOC (sw-11.83)
WBBM Radio Man: WCCO
WTOI Basketball: St. Louis Browns vs. Athletics

Saturday, May 8

Frequencies

10:30 CST 11:30 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

10:45 CST 11:45 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

11:15 CST 12:15 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

11:45 CST 12:45 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

12:15 CST 13:15 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

12:45 CST 13:45 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

13:15 CST 14:15 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

13:45 CST 14:45 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

14:15 CST 15:15 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

14:45 CST 15:45 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

15:15 CST 16:15 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

15:45 CST 16:45 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

16:15 CST 17:15 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

16:45 CST 17:45 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

17:15 CST 18:15 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
WOC WBBM WOC WCCO WBBM WINS WDAY

17:45 CST 18:45 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
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18:15 CST 19:15 CET
WBXY KOA WBBM WOC WCCO WBBM WINS WDAY
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18:45 CST 19:45 CET
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Radio Guide  Week Ending May 8, 1937
CONTESTS ON THE AIR

SUNDAY
4 p.m. EST (4:30 p.m. CST), NBC network. We, the People. The persons selected as having a message which is entertaining and of national interest, will be invited to New York, as guest of sponsor, to appear on program.
6:45 p.m. EST (5:45 p.m. CST), NBC network. Desert and River. Contest closes May 22, 1937. 

MONDAY
10 a.m. EST (9 a.m. CST), CBS network. Monday, Wednesday, and Friday, Magazine of the Air. Broadcast for West at 7:30 p.m. EST (6:30 p.m. CST), at 6:30 p.m. EST (5:30 p.m. CST). Advertisements for West at 4:30 p.m. EST (3:30 p.m. CST). Five automobiles and $90 cash prizes awarded for $100 word or less essay on product. Contest closes May 31, 1937.
1 p.m. EST (12 noon CST), CBS network, Monday, Wednesday, and Friday. News Then and Now's Eve. Broadcast for West at 4:30 p.m. EST (3:30 p.m. CST). Five automobiles and $90 cash prizes awarded for $100 word or less essay on product. Contest closes May 31, 1937.
2:30 p.m. EST (2:30 p.m. CST), NBC network. Monday through Friday. Follow the Moon. 50 wrist watches given weekly, for ten weeks. No member of the family letters, no prize question. Contest closes June 12, 1937.
9 p.m. EST (8 p.m. CST), NBC network. Richard Humber's Studebaker Challenge. Auto- mobile drivers each week for coverage of: "Monday Melody," played on program, accompanied by nylon Stockings and other prizes in weekly winners' envelope. Contest closes Monday of each broadcast.

TUESDAY
10:45 a.m. EST (9:45 a.m. CST), CBS network. Housewives' Exchange. Cash prizes for broadcast hits used on broadcast or in booklet. Contest closes Saturday following broadcast each broadcast.
7 p.m. EST (6 p.m. CST), NBC network. Husband and Wives. Persons sending in best solution to questions given on program will be invited to studio to broadcast in person their solution.
8 p.m. EST (7 p.m. CST), NBC network. Suspense. Broadcast for West, Monday at 11:30 p.m. EST (10:30 p.m. CST). 10 wrist watches weekly won or problems. Contest closes Tuesday following broadcast each broadcast.

WEDNESDAY
12:30 p.m. EST (11:30 a.m. CST), CBS network. Wednesday, Thursday, and Friday. Dining with George Eustace, local talks. These cash prizes each week for favorite recipes submitted.
9:30 p.m. EST (8:30 p.m. CST), CBS network. Wednesday and Friday. Babe Ruth. 2 automobiles, $200 and 500 autographed baseballs given as prizes for forecasting winners of 15 baseball games, accompanied by signed letter and baseball.

THURSDAY
9 p.m. EST (8 p.m. CST), CBS network. Your True Adventures Monthly grand prize of $500, weekly prizes of $50, and 500 autographed books given each week. Contest closes each Friday of following week.

FRIDAY
7:15 p.m. EST (6:15 p.m. CST), NBC network. Secret Service. Automobiles, $200 cash, and 200 microscope prizewinners each week. Prizes awarded to person who vote on product and come closest to the winning total. Contest closes Friday of following week.
8:30 p.m. EST (7:30 p.m. CST), NBC network. True Story Court of Human Relations. Broadcast for West at 1:30 p.m. EST (10:30 p.m. CST). True story presented in novel form in magazine. $100 cash prize awarded for best letter. In the true court, letters would have handled the situations or problems given in story. Letters must be in by Thursday following broadcast.
10:45 p.m. EST (9:45 p.m. CST), NBC network. Pitch Resources. Watch watch weekly for best letter, of 200 words or less, telling the true romance story of your life.

ALL NEXT WEEK IN RADIO GUIDE

Boys: Get This Glove FREE!
Play ball, fellows, with this "Rajah" Hornsby model glove, made of genuine horsehide with grease-palm. Full leather lined. You can get this glove and many other swell prizes by doing a little extra pleasant work after school delivering RADIO GUIDE to customers in your neighborhood.
You make a profit on each copy delivered and get coupons for these special prizes, including other baseball, fishing, Boy Scout equipment, bicycles, etc.
Write for fully illustrated catalog and how to get started. It's a cinch! Send coupon now!

MR. FAIRFAX KNOWS ALL

BETTY WINKLER, NBC actress, entered twelve with the aid of a bad cold. She was called for an audition at WTM, Cleveland, for the dramatic program, Vivace Vocal, went to the studio despite the cold and flared—got the job because her voice was husky. Winkler feels the matter as result of exercise, however, for she then grew because of natural talent. Betty was born in Westport, Pa., on April 14, 1914. Childhood was spent there, in Akron, Ohio, before Wayne, Tex., and Chicago, were completed high school. Went to Western In-

CARNIVAL POSSIBLE.
radio and opera actor, primer star, has beautiful brown hair and alluring"incomparable attractiveness. Frequently expresses her desire to live in the coun-

LADY SEAMAN did the news announcing on the CBS "News of Youth" series which is now on the air. He is the "first lady" in "Pe-

We are sorry that DORIS BLAKE was per-

If you had read "Flowers and Prizes" last issue, you would have known to ANNE SEYMOUR of "Little Gibbons" about one year ago in the dramatic series, THE STORY OF MARY MAR-

The character of Larry Nobile in BACK-

JIM McGEE, MARIAN and JIM JORDAN, do many character roles on their weekly broad-

TOWN WANTS is resting at his Eagle River, Wis., home and not doing any radio work right now. FERETE may be heard several times weekly via WBBZ (990 kilo.) in Boston, Mass.—Mrs. E. E. Warren, Pa.

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The eyes of the world turn on England—as the British Empire unites to honor its King and Emperor, George VI, ruler spiritual and temporal. And the world's ears are turned to England too, for this greatest event in the world. Radio will tell more of the coronation than any one human-

RADIO GUIDE'S CORONATION ISSUE
Will Answer All Your Questions—Next Week!

THE COVER: A pleasant child-portrait—illustrating the world's absorbing interest in the Coronation!

THE STORY: One of the most complete articles Radio Guide has ever published—telling all broadcast plans, all the royal traditions—giving you all the color and glamour of the history-making celebration!

THE PROGRAMS: Radio Guide lists every program broadcast during Coronation Week—telling each event to be described in each broadcast! The most detailed program coverage ever achieved by any publication!

ALL NEXT WEEK IN RADIO GUIDE

Mr. Al Jones, Radio Guide, 731 Plymouth Court, Chicago, Illinois
I want to get started selling RADIO GUIDE. Please send catalog and information.
Name ________ Age ________
Street and Number ________ City ________ State ________
FREE SAMPLE!

Here's the opening page of the new SCREEN GUIDE AND PHOTO-PARADE—now on sale everywhere! This page sets the style of this new-type Hollywood magazine!

- Women in Wax
  Here's a Hollywood industry about which you've probably never heard. See it now—in pictures!

- What Five Years Have Done to Shirley Temple
  A photo-story of America's darling—she grows before your eyes!

- How Hollywood's Other Half Lives
  An Extra Girl's Day—in pictures!

- Rubberneck Restaurants
  What, where are they? They're one of Hollywood's institutions!

- How to Kiss
  Specially posed camera clinches with your favorite movie stars!

- Reviews
  With this issue a brand-new review section, including a "story behind the story" of each picture!

NOW ON SALE AT YOUR NEWS STAND

SCREEN GUIDE PHOTO PARADE

TOUGH JOBS
Who bit whom, where and why—and who was hurt? Believe it or not, this was part of a job—and not just another Hollywood gag!

OLD TIMERS
Know him? And what did he do to get his picture in SCREEN GUIDE this month? The answer's on page three of the June issue!

BEAUTIES
Sure, she's beautiful. But Marlene's something else, too, as you'll find out by reading the June issue of the new SCREEN GUIDE.

PETS
There's a reason for publishing this picture besides the fact that it is "cute." Get the answer—in the big June SCREEN GUIDE!

EXCLUSIVES
SCREEN GUIDE'S cameraman wanted a tricky picture of a tricky actress for this page. He got one—here it is. Do you know her?

PRICE 10 CENTS
BUY IT NOW!