JASCHA HEIFETZ
Violin guest of "Ford" Sunday

GINGER ROGERS
Visits Jack Oakie's show Tuesday

MARLENE DIETRICH
Meets Charlie McCarthy Sunday

OUR GANG
On George Jessel's show Sunday

WALTER HUSTON
Plays in "The Signal" Wednesday

PRESIDENT ROOSEVELT
Opens "Boy Scout Week" Monday

LISTEN TO THEM!

RELAX! BUSY RADIO STARS DEMONSTRATE METHODS ANYONE CAN USE
Medal of Merit
A Weekly Award for Excellence in Broadcasting

AWARDED TO VOX POP

"VOX POP" is an all-ama-teur broadcast. Setting up microphones on street corners, in hotel lobbies and other public places in New York City, Parks Johnson and Wally Butterworth, the program's conductors, interview passers-by from Podunk to Manhattan on all types of subjects. Some questions are serious, others timely, and some are amusing. No one who is interviewed now beforehand what questions will be asked. No one knows until just before broadcast time who'll be on the show. Interviews are strictly impromptu, informal, and friendly—and it's a cardinal rule never to embarrass an interviewee.

The original "man in the street" interview broadcast, "Vox Pop" is aired over the NBC-Red network to West Coasters on Mondays, to the East and Middle West on Tuesdays. Originating in Houston, Texas, "Vox Pop" was "discovered" by a talent-scout for one of the large advertising agencies specializing in radio. Coming to New York in June of 1935, the show took over the summer schedule of a program sponsored by one of the Standard Brands products, and in the fall of that year the "Vox Poppers" were engaged by their present sponsor—Molle Shaving Cream.

"Vox Pop" demands a lot of research work from its proposers. - Johnson and Butterworth—to get questions. They are aided in no small measure by the thousands of their listeners, who send them hundreds of brain-teasers.

Born in Sheffield, Alabama, Johnson wanted to grow up to be a professional baseball player, and for a short while he did play in the South Atlantic League. He's been a newspaper feature-writer, an advertising man, and is one of the original interviewers who brought the program to New York from Texas.

Wally Butterworth, a Pennsylvania lad, has been a well-known radio announcer for many years. He stepped into broadcasting naturally in 1928, coming from the radio-set selling field and from previous experience with the Victor Talking Machine Company. "Vox Pop" firmly believes that every human being owns a dramatic story in his own life, knowledge and experience. Its object is not only to draw this story out from him in an entertaining way but to test an interviewee's knowledge in fields in which he should be particularly well informed.

For their unfailing ability to glean something of human interest and appeal from everyone who appears on this program, Radio Guide joins with millions of fans this week in applauding Parks Johnson and Wally Butterworth by presenting to "Vox Pop" the Radio Guide Medal of Merit.

Meets "Mr. Butch"

His real name is Richard Jean Kret-singer and his mother is known as "Marge" of the radio team "Myrt and Marge." Young "Rikky" made his appearance in the Kret-singer household last May 14 and his arrival was duly heralded by Radio Guide. Since then he has developed an affinity for cutting teeth on full-sized milk bottles, as is recorded on page 19 in a picture titled "Tough Guy" which we know will go into many a clipping-book.

Abraham Lincoln

Too many years ago, it seems, we were going to school. About this time of the year the entire class would be called upon to write essays on Abraham Lincoln—a welcome task which never failed to fire youthful imaginations or satisfy a penchant for hero-worship. Next Saturday, with a nation that has not forgotten its gratefulness, we'll be on hand for the radio observance of Lincoln's birthday (see page 4).

Happy Birthday

American youth has had, outside of parental love and guidance, perhaps no greater driving force for good than that supplied by the Boy Scout movement, which, since its introduction into this country 28 years ago, has brought the ideals of a clean mind and a clean heart in a clean body to the appreciation of more than seven and a half million youths, now become men in all walks of American life. Scouting, too, has a birthday this week, and radio joins in a nationwide salute to the Boys Scouts of America. You'll find details on page 4.
President Roosevelt: He’ll address the Boy Scouts of America—Monday

SUNDAY, FEBRUARY 6

Captain Cazalet . . . across the sea
Talk by Captain Cazalet—CBS, 1:30 p.m. EST.

Capt. Cazalet, Conservative member of the British Parliament and vice chairman of the Palestine Committee in the House of Commons, will discuss the situation in Palestine, from where he has just returned. His address will be short-wave from London and will highlight recent disturbances.

Industrial revolution . . . cause and effect
"World Is Yours"—NBC-Red, 4:30 p.m. EST.

The names and application of four basic principles of mechanics responsible for the industrial revolution and the modern mechanical marvels will be dramatized. Tunes in will also hear the manner in which machines completely dominate our ordinary daily life, raising civilization’s standards.

John Corigliano . . . violin soloist
"Magazine of the Air"—CBS, 5 p.m. EST.

Corigliano, assistant concertmeister of the Philharmonic-Symphony orchestra, began his musical studies under Alois Trnka and the late Leopold Ausser—made his debut in 1919. Since then, he has played with symphony orchestras all over the world.

Marlene Dietrich . . . Charlie’s guest
"Chase and Sanborn Hour"—NBC-Red, 8 p.m. EST.

Dietrich, German girl, won fame overnight for her fine acting in "Blue Angel." Brought from Berlin to Hollywood, she was immediately installed as a glamour queen. In addition to tete-a-teteing with Edgar Bergen’s Charlie McCarthy, she’ll be heard in a skit—"I Love an Actress," with Don Ameche.

Jascha Heifetz . . . for Ford
"Sunday Evening Hour"—CBS, 9 p.m. EST.

Making his second guest appearance of the season, Heifetz, world-famous violinist, will be heard with the symphony orchestra. Hailed as "world’s most perfect technician" on the violin, critics everywhere praise his interpretation of the works of great masters.

MONDAY, FEBRUARY 7

Greetings . . . from the President
"Boy Scout Week"—NBC-Red, CBS, MBS, 6:45 p.m. EST.

President Roosevelt will open the 28th anniversary week of the Boy Scouts of America in a nation-wide broadcast from the White House. Introducing the President will be Dr. James E. West, chief scout executive, who will be heard speaking from New York City.

Amada Nervo
Ruben Daro . . . modernist poets
"Brave New World"—CBS, 10:30 p.m. EST.

The story of early twentieth-century Latin-American idealists continues with the story of Nervo and Daro. This broadcast will tell of their travels in the Americas, Paris, Madrid, and will mention Poets Juana Ines de la Cruz and Gabriela Mistral.

TUESDAY, FEBRUARY 8

American Tycoons . . . on parade
"Famous Fortunes"—MBS, 7:45 p.m. EST.

(For the West, 6:15 p.m. PST.)

Lives of Vanderbilts, Carnegies, Wannamakers, Morgans, Astors, Rockefeller and other great millionaires will be depicted authentically and unbiasedly on this new series. Written by Marjorie DeSoto, the program will feature a cast of well-known drama players and is designed for a better understanding of the men who played major roles in the country’s history.

For more articles about the series, please see page 5.

Emile Montemurro . . . Guest’s guest
"It Can Be Done"—NBC-Blue, 8:30 p.m. EST.

Montemurro, Fox-Moviekone News cameraman, will describe difficult conditions under which movie-newsmen cameramen work. In addition to covering battles in Ethiopia and China, he also filmed results of the tragic Texas grammar-school disaster.

Gene Lester . . . on Packard Hour
"Hollywood Marias Gras"—NBC-Red, 9:30 p.m. EST.

Lester, Rano Gunse’s “singing cameraman,” will be a highlight of this program. In addition to singing and photographing this broadcast, he’ll hobnob with “Dead-End” Charlie Butterworth, Tenor Lanny Ross, and “Broadway Hillbilly” Walter O’Keefe.

"YOUR HOLLYWOOD PARADE" features Walter Huston in "The Signal"—Wed.

WEDNESDAY, FEBRUARY 9

Oliver Wendell Holmes . . . his life
"Cavalcade of America"—CBS, 8 p.m. EST.

(For the West, 9 p.m. PST.)

Inspiring and compelling dramatization on the "Cavalcade" program this week is the story of Oliver Wendell Holmes, American physician, scientist, poet and historian. Holmes (1809-1894) was the author of the celebrated "Autocrat of the Breakfast Table" and was the father of the late Chief Justice of the Supreme Court.

Walter Huston . . . "Honest Abe"
"Your Hollywood Parade"—NBC-Red, 10 p.m. EST.

Huston, celebrated actor of the stage and screen, will be heard in an original play about Abraham Lincoln, titled "The Signal." It was written expressly for him by the veteran radio-writer, Arch Oboler, and develops a familiar trait in the character of the President whose birthday is celebrated this week.

THURSDAY, FEBRUARY 10

Foreign students . . . in radio debut
"American School of the Air"—CBS, 2:30 p.m. EST.

Each week listeners will hear a short-wave broadcast originating in a schoolroom of some European country, with students singing folk-songs and sending messages to their American contemporaries. First broadcast Thursday of the new series features Swiss children from Geneva.

"Dick Whittington" . . . drama
"Let’s Pretend"—CBS, 6 p.m. EST.

Children will especially appreciate this tale of a poor boy who heard a bird and realazed the prophecy of the bells of St. Marlebow’s Church in London as they rang out. "Turn about, turn about, Dick Whittington, thrice Mayor of London." A children’s cast will present the dramatization of this famous fairy tale under the direction of Nils Mack.

FRIDAY, FEBRUARY 11

Nadine Conner
James Melton . . . star pair
"The Songshop"—CBS, 10 p.m. EST.

Two guest stars, Tenor James Melton and Soprano Nadine Conner, will highlight this week’s program of "The Songshop." Melton was born January 2, 1904, in Macon, Georgia, made his debut as a choir boy in Citra, Florida. Now he’s a star in the movies and on the air. Miss Conner comes from California, made her debut on Nelson Eddy’s "Open House" last year, winning over 300 applicants.

SATURDAY, FEBRUARY 12

The Emancipator . . . observance
Lincoln’s Birthday Broadcast—CBS, 3:30 p.m. EST.

Lincoln, Illinois, the only town named for Abraham Lincoln before he achieved recognition and the presidency, will be the scene of a special birthday-observance broadcast. Speakers include Governor Henry Horner of Illinois, Judge L. B. Stringer, local historian, and Lindsey Zollers, 94-year-old resident of Lincoln, who will tell of his personal experiences with "Abe."

For a complete story about this broadcast, please see page 4.

FOR STATIONS WHICH WILL BROADCAST THESE SHOWS, PLEASE TURN TO "THIS WEEK’S PROGRAMS" ON PAGES 27 TO 43.
TO: CM  
FROM: JS  
SUBJECT: RADIO

Dear Boss:

I've been rambling around a heap for Radio Guide so much that I feel like an epidemic of "hot-foot." And you recall you told me that during my roamings you wanted me to be on the lookout for a "typical" American family and to write you a piece about how radio affects their everyday lives.

"Find just an average run-of-the-mill family," you memoed me, "and do a yarn on what radio means to them. Let's get away from the tragic stuff for a while. Give us some homey stories, some fireside-and-hearth-and-house-slipper stories."

WELL, skipper, I sought a typical family for you—did everything but get out a search warrant and run an ad in the help-wanted column. But every time I located a likely looking outfit, I would probe around and find a sensitive spot that couldn't stand rubbing. Either the family was too unhappy or too happy. Yes-siree, a family can be too happy. Folks who are too happy too long grow intolerant of folks who are unhappy, and everything gets in a mess. Same is true of nations, boss. That's how some of the unhappy nations are puffing out their chests and snarling at the happy nations. But we won't get into that...

I found your family tonight, right here in our Maison Mortgage. I found it at the supper-table, where our littlest little Lou—she's almost five, and we call her Annie Rooney—pushed aside her potato and Brussels sprouts in her Mickey Mouse plate and drank the last of her milk from her Shirley Temple glass, and faced me with a seriousness that comes only to inquisitive childhood.

"DADDY," said the littlest little Lou, "the one we call Annie Rooney, "what does Mr. Rosy Belt do?"

"Huh?" asked yr. obd. servant and your laborer in your vineyard. "Why, Mr. Roosevelt—er-er-er."

Well, what does Mr. Roosevelt do? I couldn't tell a child of five her head man, because she thinks I am. She wouldn't understand the word "president." And I do not want to think of him as boss, although I do not mind thinking of you as such.

Frankly, boss, I didn't know what to tell her.

"What put that in your head, Annie Rooney?" I said to the littlest little Lou. "Where did you hear about Mr. 'Rosy Belt'?

Her little eyes looked at me in the strangest manner. I really believe she wanted to tell me I was a "dope." But with little condensation she told me:

"ON THE radio. And if you don't know what Mr. Rosy Belt does, I'll find out on the radio. Mother and me listen all day. You oughta listen too, Daddy. Then you'd know what Mr. Rosy Belt does. Why, he's the man that's gonna keep anything from hurting little girls like me."

It was then that I realized I had found the typical American family.

DOES RADIO REALLY RULE YOUR LIFE? YOUR FAVORITE AUTHOR, IN A MEMO TO HIS BOSS, TELLS HOW IT RULES HIS—and his HOME

You have never met the defenders of Maison Mortgage, but here is a family to which radio is all things.

WE ARE seven, reading from left to right—Big Jim, the littlest little Jim, Little John, the two ladies known as Lou, and Democracy and Sidjets. The littlest little Jim is 10. Little John is 11. One of the ladies known as Lou is the Secretary of the Interior, and if I would tell her age she would quit the cabinet. Democracy is a cat—democratic as hash and his ingredients are just as uncertain. Sidjets is a little toy dog that belongs to the littlest little Lou, who thought up that one herself.

THERE are two radios in Maison Mortgage, a big one in the living-room and a little one in the boys' room. The boys' radio has fits and sparrings and groans in its misery. It once was brown, but Little John painted it green to harmonise with the room and the pictures that hang on the wall—pictures of green seas and green lands.

The littlest little Jim and Little John study by their radio when it's not hav- ing fits. They listen to the quizzes and the lectures and the spelling-bees.

Boss, can you spell atrocious? Well, I have to look at a dictionary even to write it. The littlest little Jim sprang that one on me the other night. "Spell it, Pops," he said, and snick- ered.

WHERE did you hear such a word?" I demanded. "You've been running around with the wrong people!" "It's a nice word," he smiled toler- antly at me. "I heard it on the radio. It means morose."

That's what's wrong with the boys' radio—it's atrocious! "And say, Pop?"—the littlest little Jim saw he had me groggy and began boring in for the knock-out—"did you know a Chinese 'junk' is more seaworthy than a merry-go-round?"

He heard that on the radio, too. Then he pulled his chair over close to mine and began talking down to me.

"Listen, Big Jim," he began. "What do you think of the Ludlow referen- dum? I agree with Boake Carter—we should allow Congress to thrash the thing out. We have a right to know what our government's going to have for a foreign policy."

THAT'S a thirteen-year-old youngster talking, skipper! He knows more at thirteen than I did at eighteen! And what did it? Radio! When I was his age I wanted to run away and make the world safe for democracy. Dem- ocracy is safe as long as we have 13-year-old boys and radios! The radio in America is going to keep this coun- try democratic. For as long as men can talk and debate through free air and boys can hear, we need not Reds or Black Shirts!

At the age of thirteen, my father was my source of information. I quoted him, as you did your father. It was "Papa says that." But now—we, listen some day to a group of boys talking. You'll hear "I heard so and so on the radio."

You and I used to get our gospel from the neighborhood drug store and our adventure books and radio and our excitement from hunting. Now the gospel of the world belongs to my boys. They would hoot if I mentioned Dead Eye Dick. They get their adven- ture from "We, the People"—human drama that Little John told me the other day: that it's wrong to hunt, that the animal and bird life of our country must be conserved. He learned that from the radio! It took two game-wardens and a fine to teach me.

MAISON MORTGAGE is run by radio. I never thought of it before. Funny, too, chasing over all the country for radio stories and here the rou- tine of my own home is scheduled by radio.

The Secretary of the Interior is the first one awake at our house. The littlest little Lou has a habit of hopping open her right eye at 7 a.m., including Sundays, and Sand the day to her liking, cocks open the left. Then she opens both eyes and her mouth and demands attention.

"Slip on your bunny slippers and turn on the radio," the Secretary of the Interior calls to her, and the littlest little Lou piles out of bed and runs to the living-room just in time to catch the beginning of the Morning Almanac.

AND by the time Phil Cool is sing- ing the news of the day, eggs are being fried at our house and the littlest little Lou is eating her Grape-Nuts the Burns and Allen influence. All the youngsters eat different kinds of cere- als, each the sponsor of their favorite program. They get a new favorite program, they get new cereals. We don't have to worry about any
variety at Maison Mortgage; the radio sponsors fix that up. My ails is that I work or read late, but the truth is I naturally like to sleep. The littlest little Jim fetches the morning paper and, while I sip my coffee I try to see what goes on in the world and I comment on such goings-on to the boys and the Secretary of the Interior.

"Oh, yes," says the Secretary of the Interior when I read aloud some particularly newsworthy item. "We just heard that on the 8 o'clock news broadcast."

The close of the news broadcast is the signal for the boys to be off to school. They never look at the clock; they simply know by the radio that it's time to get going, and with a rush of hurried kisses and shouted "so long" they are away, shoving and pushing each other and fussing a bit at times, but more often laughing.

Then I return to my coffee and papers, but the Good Morning Melodies begin and the littlest little Lou mantis on prancing by her bunny slippers and nagging yr. obdt. servant, which is always the way of a maid with a man.

Those Morning Melodies still are on when I try to shave. It's my inheritance, boss, to sing while I shave. That masculine privilege of dusting off the ceiling with a few notes from "Home on the Range" was passed to me from my father. He inherited the privilege from his father. It's my God-given right to sing while I shave. But just as I sort of hear down on that "deer and antelope" stretch, the littlest little Lou invariably raps at the door and informs me that "Mother had rather hear the radio."

The vacuum cleaner starts at Maison Mortgage at 8:30 a.m., at the sound of the gong, and it whizzes and hums until 8:45, when the Goldbergs come on. Then the Secretary of the Interior and her co-conspirators fold up before the big radio and are quiet for fifteen minutes. If I ever own a radio station I'm going to keep those Goldbergs on all day!

I always stop whatever I'm doing and listen to Gabriel Heatter, but when the Menu Maker takes over the program I flee to my cubby-hole and try to hit a few honest licks of work while the Secretary of the Interior stands by the radio, pencil in hand, and copies down the recipes. John Brown it, boss, it's a fine come-off when a man hears the radio at 9 o'clock in the morning and learns what he's going to have for evening dinner!

After hearing the Menu Maker, the Secretary of the Interior compares the foods to the prices she heard on the morning Almanac, and then she hurries away seeking bargains. If the green grocer's price is too high she tells him, "You heard a different price on the radio!" Shopping by radio.

However, before she leaves on the potato-and-tomato tour, she always instructs the littlest little Lou to stay with me and warns her not to bother the "big guy" because Daddy has to work, and if he works a lot maybe he'll get the habit." The littlest little Lou is not going to shop with her mother during these cold days.

The Secretary of the Interior scarcely is out of sight before the baby of the clan starts picking at me. She has a toy vacuum cleaner that she got for Christmas, and she bustles into my study and races that cleaner under my feet, sweeping ashes that have got into the room, popped her hands on her hips and told me she didn't like her vacuum cleaner any more. Secretly I was glad and hoped she would throw the darn thing away, but absent-mindedly I asked:

"How come you don't like the vacuum cleaner?"

"It was made in Japan, and Japan is killing the China people."

I dropped a paddle of ashes on the rug, my amazement and glared at her so quickly that she jumped.

"Where did you hear that, Annie Rooney?" "Oh, I can be stern, skipper."

"On the radio."

"You didn't hear on the radio that you ought not to buy anything from Japan, did you?"

"No, sir, but a man came to the door and told Mama we shouldn't buy things from Japan."

Then I had to try to explain to the five-year-old child the dangers of a boycott. I told her that if we didn't buy things from Japan that the littlest little Japanese children would be hungry, and then they would be mad at us. I didn't go into the right or wrong of bringing to a child the story of peace and good-will as well as the radio? I would to Heaven, skipper, that the littlest little Lou of Japan and Germany and all the world had radios so they could know my littlest little Lou. Then we could put our diplomats to plowing and best our swords into plowshares.

Her conversation got me to thinking.

So I made a list of general things I must have known when I was five, and when I was eleven and when I was thirteen. At five I knew how to catch crawfish and gophers. I had seen one show—the Bluebird, and one circus. I had no idea who was president. The Russo-Japanese War was history, yet I never had heard about it. My parents talked to me of childish things. I knew nothing about the problems of any other persons except the little white boys and the little black boys with whom I played. No wonder our generation was fit fodder for war.

But my littlest little Lou knows "Mr. Roxy Bell's" voice. She knows all the children of the world. She has heard them sing. The world is her back yard. That's my debt to radio.

When I was eleven, the World War was being waged. I naturally learned something about it. Propaganda was sweeping this country and we were plunging stupidly into hell. Even my father was swayed by propaganda. But look today at little John. He just came in for his lunch—a radio lunch: hot food and milk; food he learned to like because his's a great saver of package tops and all the little things that radio sponsors plug. Which reminds me, I paid a doctor a heap of money to help us get Little John to eat correctly. The Lone Ranger got him to eating, and it'll take all the rangers in Texas to make him stop.

Anyway, Little John went to the big radio as soon as he got in. News bulletins were on. And he talked to me about airplane accidents, the fast-
LINCOLN, ILL., TO AIR BIRTHDAY BROADCAST IN HONOR OF THE GREAT EMANCIPATOR—SAT.

T WENTY-THREE cities and towns in the United States bear the name of Lincoln. Most of them are named for the martyred President. But only one—Lincoln, Illinois—claims the distinction of having been named for him during his lifetime, before he became famous, and before he was even expected to.

This week engineers of the Columbia Broadcasting System will go to Lincoln (population 12,855 by the last census) to arrange for a special Lincoln's birthday broadcast from the city which took the name of Lincoln in 1853, at a time when Honest Abe was a political has-been, engaged in the practise of law in Springfield.

Lincoln had served four terms (1834-41) in the Illinois legislature and one term in Congress (1847-49). He was comparatively obscure. His career in Congress had been so undistinguished and so unsuccessful that he had returned to Springfield deep in despair about his future. Politics had been unkind to him.

In Washington he had been the only Whig from Illinois in the House of Representatives. His denunciation of the popular Mexican War and of President Polk, a Democrat, had aroused a storm of wrath at home. Lincoln, while campaigning, had not opposed the war and, like many Whigs, he had even joined in voting funds for supplies, all of which constituents remembered.

So dangerous was anti-war sentiment that Lincoln's friend, Herndon, wrote to him to tell him that his political career was ended. Some newspapers in Illinois even assailed him as a "Benedict Arnold." Herndon's reports had convinced him that his hopes for re-election were slight. He announced that he would not be a candidate to succeed himself.

He took no very active part in the congressional campaign in Illinois in 1848. Instead, he stunned Massachusetts. The Whigs won nationally that year, but in Lincoln's own district slid down to defeat, which some writers interpret as a repudiation of Lincoln's record in Congress.

His term in Washington ended, he returned to Springfield, a sad and melancholy man. "He thought his political fortunes were ended forever," Beveridge writes, "and so did his wife, that 'most ambitious woman I ever saw,' as her sister describes her." Back to circuit-riding he went, depressed not only by his political failure but by his poverty and the poverty of his relatives.

The city of Lincoln, in Logan County, Illinois, where Lincoln had worked as a surveyor, was laid out in 1855. Its promoters were Robert B. Latham, John D. Gillett and Virgil Hickox, all intimate friends of Lincoln. Naturally they turned to him for legal advice.

In Lincoln's office, in Springfield, the promoters of the new town met on August 24, 1853, to discuss their project. At this conference Latham suggested that the town be named for their friend, Lincoln. The others approved heartily. But Lincoln was doubtful. "All right," he said, "but I'm afraid you're making a mistake. I have never known anything bearing the name of Lincoln that amounted to very much."

Nevertheless, with his consent, the town was named Lincoln. A year later, he had begun his rise to fame, recalled to politics by the Kansas-Nebraska Act opening the northwest territories to slavery. Eight years later he was President of the United States.

Featured on the Lincoln's birthday broadcast from the city of Lincoln will be the Lincoln College a capella choir, directed by E. J. Laughlin; former Congressman Lawrence Beaumont Stringer, an authority on Lincoln and regional history; 94-year-old Lindsey Zollars, a Civil War veteran, who in his boyhood in the early 1850's heard Lincoln speak on several occasions; and Governor Henry Horm, of Illinois.

For your station, please turn to the program page for Saturday, 3:30 p.m. EST, 2:30 CST, 1:30 MST, 12:30 PST.

POPULAR TENOR James MELTON will sing on "The Songshop"—Friday

Dancing Star Ginger Rogers will be on Jack Oakin's show—Tues.

"Alfalfa" Switzer of "Our Gang" is George Jessel's star—Sunday

"Met" opera "Otello" features Baritone Lawrence Tibbett—Sat.

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B IGGEST, best known and most highly praised of all boys' organizations is the Boy Scouts of America. There are exactly 1,684,172 Boy Scouts, Cubs, Senior Scouts and Scout leaders in the United States today. More than 7,500,000 American men in various walks of life have had Boy Scout training.

This week, from February 6 to 12, the Boy Scouts of America celebrate as Boy Scout week, setting it aside to commemorate the twenty-eighth anniversary of the establishment of the organization in the United States, to which it came from the British Isles, where it was founded in 1908.

Prime aim of scouting is to develop good citizenship, to teach through the medium of self-expression, rather than through more formal and stilted methods. To this end, scouting offers athletic competition, an enticing knowledge of outdoor life, and vocational and civic training of all kinds.

Scouts this year plan to conduct during Boy Scout week a strenuous campaign for public safety. Their method will be to focus attention upon the causes of accidents and upon the hazards that lead to death by fire, drowning, freezing and in highway crack-ups. Their weapons will be "living" demonstrations, staged in improvised settings in store windows, on sidewalks, in hotels and bank lobbies.

PRESIDENT Franklin D. Roosevelt, himself once actively interested in Boy Scout work in New York City, will inaugurate radio's part in the celebration of Scout Week on Monday, February 7, when he goes on the air over three networks (NBC, CBS, MBS) in his capacity as honorary president of the Boy Scouts of America. On the same program will be Walter W. Head, president of the organization, and Dr. James E. West, chief Scout executive.

Wednesday at 9:30 p.m. EST, NBC-Blue, an evening more elaborate birthday party has been arranged. Scouts will take part in a radio celebration linking Honolulu, the United States and Greenland through National Broadcasting Company facilities. Participants will assemble before microphones in San Francisco, New York, Denver, Chicago and Honolulu, and will be in touch, by short wave, with Robert Inglis, an Eagle Scout accompanying the MacGregor Arctic Expedition, now in Greenland.

This program will feature a Boy Scout drum-and-bugle corps from Racine, Wisconsin, an organization which holds the National Junior Championship; the San Francisco Scout Band; Hawaiian boys, singing songs of the islands; three hundred New York Scouts in a program of American Scout songs; Sea Scouts with boat's pipes; and mountain-climbers from the Rockies.

On one occasion during the week the Mutual Broadcasting System will run lines into the National Headquarters of the Boy Scouts of America at 2 Park Avenue, New York City.

For your station, please turn to the program page for Monday, 6:45 p.m. EST, 5:45 CST, 4:45 MST, 3:45 PST.
STARRING BERT LYTELL,
"ALIAS JIMMY VALENTINE" BRINGS EXCITING DRAMA—THIS TUESDAY

O

UT of an average population of approximately 120,000, prisons in the United States discharge about 60,000 men each year by parole, pardon and expiration of sentence. Theoretically these men have paid their debt to society. Actually, for many of them, their punishment only begins once they have returned to the outside world.

The problem of readjusting themselves to a new environment proves too weighty for some. Many develop what criminologists call "recidivist" tendencies, become "repeaters," second offenders, habitual criminals. Last available statistics (1936) show that 30.3 percent of the persons arrested in the United States that year had been convicted previously of crimes—an average of three times each.

A favorite source of worry for sociologists and public officials is the problem of reforming criminals and restoring them to their places in society. Likewise it is a theme beloved of novelists and playwrights. Probably the best-known hero of the legend that crime will always exist is the author's footsteps was Jean Valjean of Victor Hugo's "Les Miserables."

This struggle of a former prison inmate to redeem himself and to find a secure niche in the world is the theme of a recently inaugurated radio dramatic series, "Alias Jimmy Valentine," an adaptation of the adventures of the famous stage and fiction hero created by O. Henry in his short story, "A Retrieved Reformation," which appeared in a volume entitled "Roads of Destiny," published in 1909.

WRITTEN and produced by Frank and Anne Hummert, and starring Bert Lytell, veteran of both stage and screen, the show was graduated from the transcription class last month, became a "live" half-hour feature, heard every Tuesday evening over the National Broadcasting Company's Blue network. Featured opposite Lytell, in the feminine lead, is Elizabeth Day. O. Henry (William Sydney Porter), himself a one-time convict (he served three years and three months of a five-year sentence to the Ohio Penitentiary, for embezzlement, before he had his sentence reduced for good behavior), wrote the story of Jimmy Valentine, the story of a man who had been paroled and who was attempting to go straight. The climax of the story is the mischance that forced him to reveal that he had once been a burglar. It is a vivid picture of the struggle that a reformed convict must often make, and of the persistence with which a criminal past haunts a man.

Lytell has played the title role both on the stage and in motion pictures. The part is a favorite with him. "I challenge anyone to forget Lee Randall, alias 'Jimmy Valentine,'" he told an interviewer. "There is too much of every man in him. It is almost impossible for us not to accept his problems as our own."

For your station, please turn to the program page for Tuesday, 9:30 p.m. EST, 8:30 CST, 7:30 MST, 6:30 PST.

DRAMATIZING THE LIFE OF CORNELIUS VANDERBILT, "FAMOUS FORTUNES" MAKES IT BOW—TUES.

WHEN Secretary of the Interior Ickes, recalling the depression of 1929, cried bitterly last month that "out of their divinely claimed genius as managers of private enterprise...sixty families promptly led the American people into the worst peacetime catastrophe ever known," he focused popular attention sharply once more on a problem that has troubled the last two generations of Americans.

Who controls the country's wealth? Just how highly is it concentrated? What is the source of the great fortunes of America? Whence comes the money which polo-playing scions of the nation's famous families spend so lavishly? Ferdinand Lundberg, in his widely quoted "America's 60 Families," argues strenuously that "the United States is owned and dominated today by a hierarchy of its sixty richest families, buttressed by no more than ninety families of lesser wealth."

It was this work to which Ickes referred, and which Assistant Attorney General Robert H. Jackson last month used as a basis for a vigorous assault on monopoly. There is nothing new in the Lundberg thesis. It has been stated and restated by generations of trust-busters. But this fresh outburst shoves squarely into the limelight again a problem which will always be of interest to the average citizen. Who really owns America?

All this lends particular timeliness to the inauguration of a new series of radio programs entitled "Famous Fortunes." Scheduled to open on Tuesday, February 8, over the facilities of the Mutual Broadcasting System, the new program, to be heard weekly, will consist of dramatizations of the lives of the American millionaires—the men whom one school acclaims as the builders of the nation, another denounces as plunderers.

First subject on the list, which includes such figures as Rockefeller, Carnegie, Wanamaker, Morgan and Astor, is Cornelius Vanderbilt, best known to the traveling public as the creative genius behind the New York Central Railroad system, to social historians as a man who typified almost exactly the hero of the success story which has become one of the glowing traditions of America.

Born on a Staten Island farm, a few miles from New York City, in 1794, Cornelius Vanderbilt, at the age of sixteen, was given $100 by his mother for plowing and planting a stony eight-acre field. With this money, and in the best tradition, he went into business for himself. Before his death, in 1877, he had multiplied his original capital by one million.

Shorn of formal schooling but long on ambition, he took the $100 he had earned from farm work, bought a sturdy little sailboat, and established a ferry service between Staten Island and New York, shrewdly reasoning that a dependable, regular ferry to the city would make money. It did.

At eighteen, young Cornelius married his cousin, Sophia, a healthy, attractive country girl, accustomed as he was to toil and hard work. Already, and likewise in keeping with the American tradition, he was contributing largely to the support of his mother and younger sisters.

At sixty-nine, an age when most men have retired, Vanderbilt startled the business world by going into railroading. Quietly, and with a minimum of fuss, he had been selling his ships. Now he bought the Harlem Railroad, then the Hudson River Railway, and eventually came into control of the New York Central and Michigan Southern.

He died in 1877, worth more than $100,000,000. His story is typical of the story of most of the builders of the great American fortunes. He had been shrewd, courageous, quick-witted. He had created vast wealth. Had he also created evil? It is a question which puzzles every student.

For your station, please turn to the program page for Tuesday, 7:45 p.m. EST, 6:45 CST. For the West, 8:15 p.m. MST, 7:15 p.m. PST.
The March of Music
Edited by Leonard Liebling

A LETTER from Mr. F. Van Overbeke, of Louisville, Kentucky, scolds me for suggesting Toscanini ought to play more familiar music at his Saturday evening broadcasts. The communication continues: "How do you expect us outsiders to learn to enjoy the more important compositions if Toscanini gives us the kind of kindergarten stuff you propose? It is very annoying to tune in to a program by the NBC Orchestra, New York Philharmonic or any other first-class group, and have them waste time with trivial music. One does not learn to enjoy the good by hearing the lesser."

"I am making four week-end trips to Cincinnati to attend the all-Brahms series by the symphony orchestra there. I have learned to enjoy those works by hearing them on the radio. Please use your influence for so-called 'highbrow' music, and don't try to throw a scare into people by telling them that it is above their heads. They have too many such ideas without your adding to them."

I can understand Mr. Van Overbeke's heat, and it does him credit. However, he seems to misunderstand the purpose of my article, which stated the case not for him or others as well-informed but for the average listeners who might be dialing music of which not a single note would mean anything to them. That is the real way to frighten "beginners" from trying the Toscanini experiment again. They are benefited most by being led stepwise from the sheery melodious good music to the higher romantic and classical examples.

Meanwhile, however, Toscanini has seen the light himself in recent programs and mixed such "lesser" matter as Saint-Saens' "Danse Macabre," Tommasini's "Carnival of Venice," and Mendelssohn's "Midsummer Night's Dream" excerpts, with serious symphonies by Haydn, Sibelius and Beethoven. Even it would not surprise me to see Toscanini do Ravel's "Bolero" before the Maestro leaves our land. What would Mr. Van Overbeke say then? I admire him for traveling hundreds of miles to hear Brahms symphonies. Not many persons would do that. I wish they would.

Rudolf Serkin, young German pianist, is one of the most absorbed performers imaginable when he faces the public; his heavy spectaculars, shock of disordered hair and awkwardly angular gestures add to the picture of intense concentration as he crouches over the keyboard, his nose sometimes almost touching the music. He is a creator of music. The Moldau (Rimsky-Korsakoff) is more original, with its continual plucking of the strings and a quaint middle diversion in which the piccolo gets one of its rare chances to shine in the concert-hall.

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MONDAY, FEBRUARY 7

The Philadelphia Orchestra
Eugene Ormandy, conductor
Theme and Variations (Haydn-Brahms)
On the Banks of the Moldau (Smetana)
Church Scene from "Christmas Eve" (Rimsky-Korsakoff)
Scherzo and Finale Symphony No. 4 (Tchaikowsky)

HERE Brahms concerns himself with putting through various transformations (nine, to be exact) a simple, hymn-like air by Haydn. Aside from enjoying the endless skill and charm of the separate divisions, and the massive, stately finale, the listener may test his ability as a tune-detective by picking out the theme in spite of its changing character, rhythms and decorations. Variations Nos. 5 and 6 are markedly brilliant and No. 7 is especially gracious.

Smetana's (Czech compatriot of Dvorak) is rightly known as the father of Bohemian music, for his operas and symphonic poems are the first which employed the musical characteristics of his country. The Moldau is a river and Smetana leaves it to the sea. Delightful melody graces every page of the colorful score.

Of Tchaikowsky's two symphonic movements, the first, "Pizzicato Overture" (Obstinate Pizzicato) is the more original, with its continual plucking of the strings and a quaint middle diversion in which the piccolo gets one of its rare chances to shine in the concert-hall.

TUESDAY, FEBRUARY 8

at 10:30 p.m. EST on MBS

Symphonic Strings
Alfred Wallenstein, conductor
Concerto Grosso, No. 5 (Handel)
Berceuse (Sandy)
Song of the Vermland (Sandy)
Intermezzi Goldeni (Bosi)

WALLENSTEIN is as effective in program-making as he is in his art with the baton.

The present roster, using only the string department of the orchestra, nevertheless exhibits diversity in period and style.

Here Handel speaks with accustomed classical dignity and strength. His "Concerto" parades small groups of players instead of one solo performer.

Hermann Sandby, noted cellist of the Philadelphia Orchestra, is gifted also as a composer of amiable and well-fortified music.

The late Enrico Bosi, too, was doubtfully talented, for he functioned in Italy as an organist as well as a creator of symphonies and choral works. Our program ends with his set of entertaining pieces inspired by episodes in the comedies of Goldoni, early Italian playwright.
A GERMAN-RUSSIAN program, wide in modal variety, from devotional Bach to glittering Rimsky-Korsakov! The former's choral preludes are a relatively recent discovery for the general public. Only well-informed organdists had previously known them as short but inspired solos, before adapters made the now familiar piano and orchestral versions.

Tchaikovsky's music embodies what he said of himself, "Russian in the fullest sense of the word." Nothing more vivid, soaring, exciting, nor never more, than the grand organists had previously known for the fullest propulsiveness, all piano music of the Russian composer, not also the artistry of his field, not his musical artis-
tion, his musical life all his work. Today, his musical thought is more familiar to the public. Only a few days, his musical life, the assistance of Dr. Herbert Graf, "All the best critic, his musical life."

Mlle. Elisabeth Reitberg does some last minute rehearsing for her role in "Otello" with the assistance of Dr. Herbert Graf, "Alet" stage director with the Philharmonic, under Eneeco, and we may look for that virile soloist and understanding conductor to make memorable Beethoven's prodigious E Flat Concerto.

Jascha Heifetz's every return to radio is a delight, for he is unique in his field, not only for the style of his interpretations and execution but because he never falls below his best performances. In the Heifetz almanac of art there seem to be no bad days, not even cloudy ones.

I first heard Heifetz when he was eight years old, and even then his musical sense was as keen as his fingers and bow manipulation were skillful. Mentally, too, the youngster was remarkably developed. I asked him, "Who is your favorite composer?" and he answered, "Every great one." When I inquired what he did for recreation after his hours of practise, his reply was, "I practise some more."

It is not every child prodigy whose early promise comes to full fruition, but that of Heifetz is now in its ripest flowering.

One of the most valuable of Fritz Reiner's baton contributions is his training of the student orchestra at the Curtis Institute of Music. His players become so expert in symphonic playing that many of them, when they graduate from the Philadelphia institution, immediately receive engagements as members of major orchestras.

To find any of the world's best-known orchestras so deeply interested in the new generation of American players as the New York Philharmonic has become, is a news story every day.

Not generally known is the fact that Saint-Saëns' "Danse Macabre" (Dance of Death) was written originally as a setting of Henri Caizal's grisly poem ending with the words "Long Live Death and Equality." The French public and literary critics condemned the Cazalid pieces as "too morbid" and singers were afraid to deliver the gruesome words. So Saint-Saëns eliminated them, and made his composition exclusively orchestral. Now it is an abidingly popular number everywhere, especially in the Parisian cafes.

When Benny Goodman recently gave his Carnegie Hall (New York) concert of swing music, union pickets paraded outside that auditorium. Everybody wondered why. My guess had it that Professor Goodman was being unfair to classical music.

Also Recommended

For Stations, See Our Program Pages

Radio Guide • Week Ending February 12, 1938
LISTENING TO LEARN

"And this calf was but to knock at your ear, and beseech listening."—Shakespeare.

"That Is a Good Book Which Is Opened With Expectation and Closed With Profit"... Radio?

—Louisa M. Alcott.

TAKE a smart Chinaman's word for it... if you are R.D.H.S., you are practically perfect! We quote this novel formula for the well-rounded human being from that provocative best-seller, "The Importance of Living." Authorized by a philosophic upstart, Lin Yutang, this breezy essay on the foibles, frustrations and fundamental goodness of bombast and the peevishing restatement of our capacity to make life fascinating even if we can't make it flawless.

Lin Yutang tunes up the old theories of how to make living freer and fuller. He plays a requiem in swingtime for many of our pet principles. He presents a stimulating series of suggestions for happy, harmonious existence that is mental red-heat for moderns. And he points a way of living that toasses another challenge for us who spin the dials for enlightenment as well as enjoyment.

SENSIBLE SYMBOLS

"R" stands for a sense of Reality. "D" for Dreams, or Idealism. "H" for a sense of Humor. And "S" for Sensitivity. The little figures, lifted for convenience from chemistry, stand for relative amounts of each. And here you are—high on Realism and a sense of Humor, medium on Idealism and Sensitivity—and you're armed and armored for the battle of living.

"So then, wisdom, or the highest type of thinking, consists in tuning down our dreams or idealism with a good sense of humor, supported by reality itself..." and add the leaven of Sensitivity and you have "first, a gift of seeing life whole in art; secondly, a conscious return to simplicity in philosophy; and thirdly, an ideal of reasonableness in living.

This is the language of the books—thoughtful, strong, but slow. Translated for use at our speaker-sides it means: Hitch your hopes to the stars but keep your feet in the earth that you feel and know—temper enthusiasm with a sense of humor to ease disillusionment. "Reality plus Dreams plus Humor equals Wisdom."

APPLYING THE FORMULA... HERE'S HOW!

Let the digesters of the news keep you close to Reality. Follow "Headlines and By-Lines." "Hendrik Willem Van Loon," the daily news commentators, "People in the News—with Dorothy Thompson" and such solid non-fiction stuff as "Science in the News" and the controversies of "Town Meeting of the Air."

Let the serious drama tickets speakers for truth—ass-they-see-it support your dreams—follow the midday musings of "Time for Thought," the brilliant, inspiring pledge of a "Brave New World" and the urge to practical dreaming of "New Horizons."

As for the sense of humor—that must grow in whatever mental soil you yourself can provide. A good spread of realism and dreams will nourish that growth. And sensitivity sprouts wherever these three thrive.

The Book of Radio is a diverse thing. There's the literature of fact—news and history; the literature of fancy—music, story, drama. But from this book we can lift most of the elements that build us toward the ideal of R.D.H.S.,... and from it we take this week's design for listening—"Literature." You can "open it with expectations and close it with profit."

Walter Damrosch, fatherly director, romantic, majestic, of the "Sensibility Hour" a game for millions, Fridays.

APPRCATION HOUR DEFINES "SYMPHONY"

MUSIC APPRECIATION HOUR

Every Friday, 2-3 p.m. NBC-Red & Blue.

Suggloth indifference or deepest devotion marks the average American's attitude toward music. One of the most potent forces overcoming this indifference, fostering appreciation through understanding, the Music Appreciation Hour launches its twentieth "semester," one hundred fifteenth broadcast on Friday afternoon.

"The Symphony," as a major form of musical expression, is the subject for this week's radio classroom of music. You will hear the symphony defined and illustrated with the playing of famous from Beethoven's Symphony No. 2 in D—great work of the composer who created many of his most imaginatively expressive works after going deaf in 1815. You will hear the masterpiece dissected for simplicity of understanding, then remolded by Walter Damrosch and the orchestra for appreciation as a whole.

The second half of Friday's program draws its text from Schubert, and excerpts from his "Rosamunde," the "Moment Musical in F Minor," and the first movement of the "Unfinished" Symphony in B Minor, to illustrate how a composer and his music reflect his life and times. You will hear of Schubert's struggle for recognition; how his remarkable musical talent survived the anguish of poverty and obscurity to create for us a heritage of melody, sentiment, and cheerfulness.

The Damrosch idea of Music Appreciation

The Music Appreciation Hours present a fourfold musical study. The series is divided into four parts; two each are heard on alternate Fridays. Series A deals with the orchestral family—the instruments and the essential parts they play in the physical make-up of music. Series B is concerned with the imaginative aspect of music—the ideas expressed in musical forms. Series C deals with the intellectual aspect or structure of pure music. Series D is devoted to the spiritual aspect of different composers' musical expressions as an expression of their lives and times.

The enjoyment and understanding that constitute music appreciation is built up on a grasp of these essentials—and under the informal tutelage of Walter Damrosch enjoyment and understanding are as easy as beating up a cock or writing a casual letter.

(Continued on Next Page, Col. 1)
Recommended Programs

Times indicated on these pages are for Eastern Standard Time. For CST subtract 1 hour; for MST, 2 hours; for PST, 3 hours

This catalog of recommended listening includes this week's highlights of programs of "educational value." Omissions do not imply lack of recommendation.

ECONOMICS—BUSINESS

Thursday, February 10
International Music Program. 2:30-2:45 p.m. CBS. Folk songs of Norway by short wave from Geneva.

Friday, February 11
Music Appreciation Hour. See Walter Damrosch, "Red." (Also Friday.)

Note: See "The March of Music" in this issue for description of recommended musical programs for the week.

people—thought—Comment

Sunday, February 6
University of Chicago Round Table. 12:30-1:15 p.m. NBC. "Interesting Neighbors." 7:30-8 p.m. NBC-Red.

Monday, February 7
"New Horizons." 5:15-6:30 p.m. CBS. "Men vs. Monkeys."

Tuesday, February 8
Let's Talk It Over. 2:15-3:20 p.m. NBC-Blue. "There's idea—gristle for sharpening your mental teeth (realism)." Spie for flavoring your points of view (humor)...and these are the elements of wisdom. Masticate (listen) well and digestion will perfect their proper combination.

MUSIC

Preceding Page)

Friday, February 10
Business Speaks. 10:45-11 p.m. CBS. "National Income," talk by Ernest T. Wray, Chairman, National Steel Corp.

Saturday, February 12
"The Story of Industry." 5-5:30 p.m. CBS.

EDUCATIONAL NEWS

Wednesday, February 9
Youth in a Modern Community. 4:30-5 p.m. NBC-Blue. Nat'g Cong. Parents and Teachers program: "Watch Your Step—Safety.

America's Schools. 6-6:15 p.m. NBC-Red. Projects and progress in the nation's school systems. National Education Assn. speaking.

Friday, February 11
Education In the News. 6-6:15 p.m. NBC-Red.

Saturday, February 12
Florence Hale's Radio Column. 11-11:15 a.m. NBC-Red. "Our American Schools."

HISTORY

Sunday, February 6
Epic of America. 8-8:30 p.m. MBS.

Monday, February 7
Brave New World. 10:30-11 p.m. CBS. "Temples to Friendship." America's monuments to our amicable relationship with Latin-America.

Saturday, February 12
American Portraits. 9:30-10 a.m. NBC-Red. New weekly series of dramatizations from the lives of famous Americans. This week: "William Penn."

inspiration

Sunday, February 5
Radio Pulpit. 10-10:30 a.m. NBC-Red. Dr. H. W. German, "Breaking Our Vicious Circle."

Church of the Air. (Opening and afternoons) 10-10:30 a.m. CBS. Rev. C. M. Videbeck of Chicago. 1-1:30 p.m. CBS. Rev. Francis J. Connell of New York.

National Vespers. 4-4:30 p.m. NBC-Blue. Dr. Harry E. Funkhouser, "The Security of the Divine Fellowship."

The Lutheran Hour. 4:30-5 p.m. MBS. Dr. Walter A. Most.

The Catholic Hour. 6-6:30 p.m. NBC-Red. Rev. Pultam J. Elm has been following his series on the Social problem and the Church. Topic: "Distribution."

Saturday, February 12
Call to Youth. 12:12-1:15 p.m. NBC-Blue. Magr. Michael J. Ready, "Doers of Deeds."

Religion in the News. 6:45-7 p.m. NBC-Red. Dr. W. W. Van Kleeck discusses religious implications of lead topics in current affairs.

The Message of Israel. 7-7:30 p.m. NBC-Blue. Harry Levy talks on significant implications of religion for the world of today.

MUSIC

Tuesday, February 8
Fun In Music. 9-9:30 p.m. NBC-Red. Dr. Joseph Maddy, instrumental lessons.

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Design for Listening

Theme of the Week: Literature on the Air

"Some books are to be tasted, others, swallowed, and some few to be chewed and digested"...Bacon.

In the book of radio there is much to be tasted, more to be chewed, some to be digested, and none to be swallowed. Idea-swallowing causes dyspepsia, fatal to mental health.

Literature on the air offers abundant opportunity for tasting ideas, chewing those that seem good, digesting at leisure. This literature is many-sided. It consists not only of books but of that broad literature of music, fact, fiction, and the real world of living. Much that we hear is stillborn. Enough is lively, vital, challenging to warrant serious listening.

The following suggestions are recommended for tasting and chewing. Savor them for fun and stimulation. There's gristle—gristle for sharpening your mental teeth (realism). Spice for flavoring your points of view (humor)...and these are the elements of wisdom. Masticate (listen) well and digestion will perfect their proper combination.

Sunday. Tast e the literature of travel. Malcolm LaPrade, 2-2:30 p.m. NBC-Red, goes down to Bulgaria and the Black Sea over the route of the ancient Argonauts.

Monday. Open the book of social issues to "Human Relations Forum," 2:30-3 p.m. CBS. Chew on the factual literature of nature—"New Horizons," 6:15-6:30 p.m. CBS, presents Dr. Wm. K. Gregory on "Men vs. Monkeys."

Tuesday. For literature proper, attend "Dickens' Birthday Party," 2:30-3 p.m. CBS—witness a scene from "David Copperfield"—hear eminent modern authors discuss Dickens' works.

Wednesday. Hear Philosophy as News with Hendrik Willem Van Loon, 7:30-7:45 p.m. NBC-Red. "Religious and Social Issues."

Thursday, February 10
March of Time. 8-8:30 p.m. NBC-Blue. Dr. Charles L. Murch, "The March of Headline Events."

America's Town Meeting. 9:30-10:30 p.m. NBC-Blue.

personal-social problems

Monday, February 7
Human Relations Forum. 2:30-3 p.m. CBS. See story on this page.

Tuesday, February 8
Academy of Medicine. 4-4:15 p.m. CBS. Dr. Samuel Weiss. "The Largest Organ in the Body."

Wednesday, February 9
Your Health. 2-2:30 p.m. NBC-Red. Dr. W. W. Baker, "Healthy Hearts."

Friday, February 11
Vocational Guidance. 2:30-2:45 p.m. CBS. "When Things Go Wrong—Quit the Job or Build It Up?"

scientific developments

Sunday, February 6
The World Is Yours. 4:15-5 p.m. NBC-Red. The Smithsonian explains the "Four Principles of Mechanics."

Wednesday, February 9
Geography (Hamilton Family-School) 2:30-3 p.m. CBS. California & "Imperial Valley and The Salton Sea."

Thursday, February 10
Science Service Series. 4-4:15 p.m. CBS. Watson Davis and Lawrison Tylee of the National Bureau of Standards entertain some "Powerful X-Rays."

Florence Hale directs "Our American Schools" column every Saturday for parents and educators.
HOW can you get a pair of those gilt-edged Chase and Sanborn free tickets to one of the most recent hits? Some say they are impossible to get. They aren't available officially to the public. The reason is that the broadcast called "Jack Benny's TV Show" is a major radio hit, and the Chase and Sanborn company long ago set up a system to provide tickets to a select group of listeners. Anybody who signs up for the broadcast over the network is eligible to get tickets. The problem is that the broadcast is so popular that all the tickets are gone in a week or two.

George McCall, "Hollywood Screencraper," is well equipped to report the news of the screen capital from all angles. Former newspaperman, producer and actor, he's heard each Tuesday and Thursday night telling the stars' latest doings and giving reviews of picture productions.

Songstress Dolly Dawn helped the veteran and debonair George Hall celebrate his eighth consecutive year recently as orchestra leader at New York's Hotel Taft. CBS listeners hear Hall, whose original contract at the hotel was for four weeks, every Mon., Wed., and Thurs.

Speaking of Rudy, last week the American Airlines wished to demonstrate how friendly they could be. They sent two barrels of fresh, live Maine lobsters to Rudy in twenty hours with a apple file and snap left. Mr. Vallie accepted the kind and tasty offer—and began promoting his new star, his treat. He rushed to Bing Crosby, rehearsing at the next door, and replied to Rudy's generous gesture, "I'll take two goats." Rudy had killed at Catalina. Just then the gun went off, and one goat head flew off and the other goat disappeared in the sunset.

Judy Garland and Betty Jaynes, two of Hollywood's new stars, are having birthday troubles. The inside story is that Judy's movie studio, M-G-M, feels that her face, being younger than her years, marked down her from an actual fifteen to a fictional fourteen years. But the same studio felt that Betty Jaynes should play more mature parts, so she was set to star as a mythical year to Betty's sixteen, calling her age seventeen. All was well with the Judy mark-down but Betty Jaynes is quite embarrassed. It seems that Judy called for some pills, and Mrs. Jaynes have just married seventeen years.

Scoop! Disney's next full-length feature film, "Pinocchio," will be "Pinocchio"—as everyone knows. Recently, we learned to use Edgar Bergen's Charlie McCarthy voice for that of the title role—which no one can equal.

Just how the movie lots function is illustrated by the yarn which is being whispered regarding Jack Benny's next film, "The Studio Scream." The studio coaxed Jack to make another film; if he does, he'll sign a contract to stay in the selection of the story, and they'll give him an ace director. Benny had a good idea which the story woven about a hypochondriac (to be played by his son) who could speak only English but who always was trying to buy pills. Next, the studio put the "director" on the job. He read the synopsis of the story, studied it, and called Benny. "You know, Jack," the brainy one commented, "I like the story, but I think it would be better if we made the setting America instead of Europe".

Most pathetic scene of the week: Paul Whittemore consoling himself in a dark corner of the Brown Derby over his being turned into a "radio comedian.

Buckstaff Stage: Even prima donna's feet hurt. Jeanette MacDonald arrived at the Buckstaff Stage in a pair of re- splendent in a brown and silver ensemble with a gown that dangled off her shoes, and slipped into a pair of brown mules trimmed in silver. John Frizer, the Buckstaff's minkman for Your Hollywood Parade, on January 19 had facing the control-room window, his back to the microphone, awaiting a cue to turn and say "This is the National Broadcasting Company." Came the cue, John turned, and saw a property-man, who, thinking the cue was over, was walking across the studio with Frizer's mike over his shoulder. Albert Frizer could do was sprint after the workman and announce, as the cue was cut, that his error, prior to the ending of a recent Hollywood-unsigned show. Every time emanating from Paramount Studios sound-stage, the stage door was suddenly thrown back; a soundstage-hard voice shouted in, "Hey, Elmer!" Then, in his error, he shouted equally loud, "Pardon me, folks." I thought Elmer was here.

Speaking of Chase and Sanborn tickets for Jack Benny's TV Show, a Mexican streetkeeper on Los Angeles' Olvera Street the other night. "The Strudel Tina, "I put one over on a tray of miniature glass souvenirs. Loudly, he sold the series until the musical ducks were handed him, then all was forgotten.
**AIRIAL TO LOWDOWN**

BY MARTIN LEWIS

ALTHOUGH most of the big radio shows originate in Hollywood, while Miss Blaine was there, she learned that in 1939 a good majority of them will be back in the East. It is my feeling, based on letters received from readers, that the tuner-inners are pretty well up with the big-name movie stars appearing on radio shows who are built up to a terrific let-down. One of the reasons is the fact that the New York World's Fair in 1939 will be responsible for the exodus of many radio shows from the West to the East. A great many national advertisers will be represented at the fair, and they will certainly want their radio shows in full view of the large, potential, visible audience.

Another fault listeners find with the Hollywood radio shows is in the numerosities of pictures in which the stars appear. Then, again, when a movie star appears on a radio show, credit is given to the movie company. For instance, on one recent West Coast airing the listeners heard, "Don Amiche appeared on this program through the courtesy of Chase and Sarnoff, Andy Devine through the courtesy of Jell-O, and Tyrone Power through the courtesy of Woodbury." Another similar case, "...that was Tony Martin, 20th Century star, singing "True Confession" from the Paramount picture of the same name." Say the listeners, "So what?"

It wouldn't surprise me if the Federal Communications Commission put through a ruling prohibiting a microphone's being brought into the ring after a match, which I'm sure would tell the radio audience that the fight was a tough one, or words to that effect. Listeners undoubtedly recall the remark made by Maxie fleet, after the fight, which caused the faces of the radio moguls to turn crimson. After the recent Jimmie Braddock-Tommy Farr fight the mike was put in front of Jimmie's face and he uttered, "Tommy Farr is a helluva great fighter." Such a remark is against all rules and regulations, but, of course nothing can be done about it after it is made. However, steps can be taken to prevent such remarks by writing to the broadcasting company allowing the microphone in the ring.

Racing fans will be interested to know that CBS will broadcast the $20,000-added Widener Cup on Feb- ruary 26 and March 5, respectively. These are the highlights of the racing season at Miami's Hialeah Park.

Fifteen men have been added to Mark Warnow's orchestra for his "Magazine of the Air" show heard Sundays over CBS. Another new feature includes Lyn Murray's quartet of 29—twelve men and eight girls. This Sunday program, which is built around the inspirational talks of Channing Pollock and additional entertainment provided by guest stars, is gaining in popularity each week.

Paging Mr. Fred Smith! The Fred Smith banquet will be held on the 15th of February at the New Yorker Hotel and will be broadcast over the NBC network. Of course, if you cannot be one of the Fred Smiths who will be seated for the event. Great plans are under way and a good time is expected to be had by all.

Requests are still coming in as to what the signature of Joan Blaine. At the present time Miss Blaine is heard locally over WGN, in Chicago, Mondays to Fridays, and it is expected that her program will be extended for the stage trial, where replacement of one of the four units of the Gold Medal Hour.

Several weeks ago I mentioned some programs that had previews of their movie broadcasts for a visible audience. This is an audience is invited to attend the dress rehearsal of the program. Ben Bernie tried it out for the inaugural program of his new series and liked it so well that he is going to make a regular practice of doing this. Each Monday day Bernie and the cast of the show do their stuff and the audience's reaction to the various portions of his program is noted. After the show, a conference is called to take out the weak spots, which is the reason for his very entertaining broadcasts. The producers of Double Everything are doing the same thing. Their weak spot, a common one, is the program's action and whose double talk is very funny to the ears.

I was amazed at the number of letters he receives from listeners each week. The program is Kyser's original idea.

There's a New York cab-driver who's going to see one of the New York broadcasts of "Big Town" as a guest of Edward C. Robinson, star of the show. Robinson, in from the Coast, hailed a cab at the Waldorf-Astoria Hotel. As he sat back he noticed the phone, "That you, will? Say is this!" Ben Bernie called him up, and typed out, "Now is the time for all good men to come to the aid of their party."'s

IN THE MAIL: "I meant to write you before regarding an incident on a recent Jerry Belcher program in which he appeared. He is Jewish or not, as he was using his hands to express himself from me that Mr. Belcher was just ad-libbing and it was not in the script, but I cer- tainly didn't expect to see him out of line in making this remark. I have been a listener to Jerry Belcher, even from the old 'Vox Pop' days, and I will continue to listen to him as I enjoy his program, but I feel he certainly stuck his neck out with this remark." And so do I, Mr. P.

Radio has even invaded the stamp-collecting field. I, through reading through that department of my newspaper the other day, I came across this item: "Russ Morgan, the bandleader, was elected president of the Airways Stamp Club, and all stamp-collectors engaged in radio work.

For a long time now, Ben Bernie has been telling radio listeners at every available opportunity of his great ad- miration for Myrna Loy. But the one show where he failed to act when he met Myrna. It was at the Trocadero Cafe in Hollywood one night. Ben was dancing, when sud- denly Myrna Loy and her husband, Arthur Hornblown, took the mike right next to him. Myrna stopped when she saw Bernie, and leaning over toward him, said sweetly, "Don't you think it's about time we met?" And Bernie muffed his big moment, after all his months of raves about her. He got so excited all he could do was stammer and stutter. He grew red all over, just like any other fan.

Out in Chicago a group of radio directors, actors mostly, are producing stage plays and presenting them on a non-profit basis, just as a hobby. The personnel is drawn from many well-known radio names located in the Windy City. One of the plays, "The Devil Passes," I think NBC would be wise in putting it on the air for the benefit of the radio listeners. They tell me it's that good.

Maurice Wilson, better known as Mary Lou of the former Show Boat program, was married this week, Thursday, January 28, at the Faith Presbyterian church in New York City. The couple had two preachers to tie the knot. They'll live in the big city.

KILOCYCLE COMMENTS: Grace Moore, who has got the assignment from Lawrence Tibbett on the Wednesday night Andre Kostelanetz programs beginning March 31. It was my understanding that Frank Parker was to follow Tibbett, but my explana- tion has been given as to the reason why. A month or two ago I was pounding the keyboard writing that line, and my raise-agent walked into the office and said, "Sorry, I can't write that any day now Frank will sign up for one of CBS's programs," CBS Saturday Night Swing Session is being considered by a spon- sor who is dissatisfied with the pro- gram that he now has on the air. Saturday night's Hit Parade will be a one- off show only. The leaves with Al Pearce for a vaudeville engagement opening in Cleveland on the 18th.
Heifetz' first instruction began at the age of three on a quarter-size violin, with his father as teacher. Today he's renowned 'round the world—a child prodigy who grew up to amaze a musical world.

At an early age Heifetz won the reputation of being the world's most perfect technician on the violin. Aspiring toward an art free from exaggeration, his interpretations are subtle, perfect.

When only sixteen, Heifetz made his American debut in New York—won the unanimous praise of critics.

Leaving Russia and revolution behind, Heifetz found refuge in the U. S., became a citizen in 1925.

ENCHANTING STRINGS

TO HEAR Jascha Heifetz play is to hear one of the world's greatest living violin virtuosi—a true artist who has a lifetime of playing behind him. Sunday night of this week CBS listeners will be afforded this rare treat, for Heifetz will be the "Ford Sunday Evening Hour" star.

Born in Russia in 1901, Heifetz made his debut in his native country at the age of five and was playing solos with the Berlin Philharmonic before he was twelve. After playing with the Leipzig Gewandhaus and the Vienna Symphony, he appeared in America in concert in 1917. It was one of the most sensational New York debuts ever recorded. Since then he has circled the globe four times and played in almost every civilized country in the world. He is a donor of a concert hall in Jerusalem and one of the founders of the Guild Theater in New York. In 1926, he received the Chevalier Legion of Honor, is a member of the Beethoven Association, the Bohemians, and many other organizations.

When not on a concert tour, Heifetz hies himself away to the seclusion of his California home with his wife and two children. Mrs. Heifetz is remembered as the former movie star, Florence Vidor.
The Rev. Charles E. Coughlin. He’s heard each Sunday, speaking over an independent network of 63 stations.

World’s greatest living conductor—Arturo Toscanini. Ascending the podium of the great NBC Symphony Orchestra on Christmas night, he began a series of ten Saturday night broadcasts—for the unprecedented sum of $50,000.

Pinky Temlin, songwriter-singer heard on “Texaco Town” Wednesday night, recently announced it was Joanne Alcorn, former “Miss Oklahoma,” who inspired him to write, “Object Of My Affection.” They will wed Feb. 17.

Fananie Brice, “Baby Snooks” on “Good News of 1928,” pictures the child as mischievous. 4½ years old.

WON’T MY STOMACH FEEL LIKE IT’S ON FIRE FROM ACID INDigestion.

HERE, CHEW A COUPLE OF TUMS. THEY FIX ME UP QUICK WHEN MY STOMACH FEELS LIKE THAT.

HERE’S AMAZING RELIEF FROM ACID INDigestion.

Yes—TUMS, a remarkable discovery & brings amazing quick relief from indigestion, heartburn, sour stomach, gas, and constant burning caused by excess acid. For TUMS work on the true basic principle. Act unbelievably fast to neutralize excess acid conditions. Acid pains are relieved almost at once. TUMS contain no laxatives, no harmful drugs Guaranteed to contain no side. Over 14 billion TUMS already used—proving their amazing benefits.

TUMS today. Only 1c for 12 TUMS at all drugstores. Most economical relief. Chew like candy mints. Get a handy 10c roll today, or the three roll economy package with metal container for only 25c.

Seeds for Testing

To ONE PERSON in Family only... 2 STAMPS

Are Enclosed to COVER PACKING & POSTAGE

Mixed Colors.

Claimed Tested Wonderfull New Rose—Giant

Glorious Mixed Colors. Get a whole box, (See photo).

New Annual Carnations—Unheard-of Beauty—Unheard-of Prices—Every Color—Size 12

To Family, 3 Test Packets of our New Annual Carnations.

ANSWERS IN THE BACK

Statement of Facts

We are making extensive tests of these 3 Novelties at no cost to any person, no matter how many you want to test. Enclose 2 STAMPS for 3 Test Packets, one of each, or 3 of the same, (See photo).

Order by Mail, Dept. 28, Lowell, Mass.

HERB OF GRACE

Take two to three times daily. Very economical. No prescription necessary. Guaranteed 100 per cent. Free trial. 3 for 25c, 12 for only $1.00.

Rev. Tomlin, songwriter

WEEK plankton. E. Coughlin: Of My World’s of the great NBC forme’ Town” “Miss Oklahoma,” Radio Guide Week Ending February 12, 1938

FREE OFFER

To Family of 3 or more—free booklet, “How to Start a Flower Garden.” Mail to Dept. 28, Lowell, Mass.

F. B. MILL’S SEED GROWER

BOX 228

ROSE HILL, N.Y.

Radio Guide • Week Ending February 12, 1938

13
**THIS WEEK'S PRIZE SPECIALS**

These are this week's best content bets! Radio Guide has singled them out to increase your chances to win. These exclusive winning tips are given weekly, except the first issue of each month.

**$50,000.00 Cash**

**PRIZES:** (Monthly—for 10 months) 1st, 1,000; 2nd, $500; 3rd, $250; 4th, $150; 5th, $100; 20 prizes, each $50; 50 prizes, each $10; 100 prizes, each $5.

TO ENTER: Send a suggestion for a picture feature for Click magazine, "Click Radios," 414 Market St., Philadelphia, Pa." Entry may be as short as three words, but no more than a hundred. There will be ten monthly contests with prizes as listed above in each. The first closes March 31, 1938. Entries considered for the month when received. No limit on number of entries from each person.

For more facts, see current issue of Click magazine.

TO WIN: Analyze Click. It is a new 16c magazine whose editorial content is made up entirely of pictures and captions. It includes four-color cartoons, outstanding examples of photography, and picture-stories (stories told only by sequences of pictures and captions). Purpose of this contest is to select unusual and interesting features for later issues. Restlessness of entries does not count. Do not decorate entries. First necessary to submit sketches or illustrations of ideas which they may prove helpful in presenting new features. This contest is open to all, and winners are chosen by the judges of the Magazine. The entries presented are reprinted from a compilation of 105 winning entries written through 1937 and collected by the Townsend—Friend Contest Service. Here they are.

The makers of Listerine cough—drops offered major prizes of radios for last lines to this limerick.


—Radio Guide

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**Radio Guide** Week Ending February 12, 1938
WHICH IS WHICH?

Dear VOL: Many critics are being made of the mispronunciations by broadcasters and announcers. It seems to me they are entirely too frequent. The following list has been noticed recently, not from local stations where we might expect them, but from network programs:

Quintuplets
Quintuplets
Roosevelt (long o)
like “oo” in house
Inquiry
Research
Eliazer
Laboratory
Romance
Comitant
Address
Accessory
Kilometer
Kilometer
Pectoral

The first two are mispronounced more than 50% by those who should know better.—J. S. Stevens, Orono, Maine.

We have taken a poll of Radio Guide’s editors, office employees, and announcers of all programs, and we must confess that there is a wide variety of opinion concerning the correct pronunciation of the words in the above list. Mr. Stevens neglected to inform us which of his columns carried the correct pronunciations, and our associates insisted there are incorrect ones in each, causing us to leave it up to you—must over the

TECHNIQUE OF A KISS

Dear VOL: With all their experience both behind the mike and in front of it, it seems that radio stars have not yet perfected the technique of a perfect kiss sufficient to send it over the air as such. Most of the radio kits, especially those between lovers, sound like the proverbial cow pulling her hoof out of the mud. Others give one the impression of a baby pouting at his bottle, while still others closely resemble the escape of the last half-inch of water from the bath tub. Then, there is the gentle, long-drawn-out breathing that gives the kiss a touch of class. And still others, having a participatory reluctant to break for fear they will never be able to obtain the same hold again, accompanied all the while by many little audible sighs and snorts which lead the listeners to think one has dragged the other under water and is slowly engaging in a strangle act.

Yes, if radio stars want to broadcast a genuine kiss, let them come out with a good old resounding smack that will wake up Fido on the rug and make Grandma drop those knitting needles in knitting.—C. C. Rose, Wayland, Iowa.

Mr. Rose’s complaint is perhaps justified, but fortunately the problem is not likely to be a permanent one. Telephones is just around the corner, after which little will be left to our imagi

-bration.—Ed.
Program Selectors Time is Eastern Standard Time. Use This Table to Find Yours

The Program Selector is a classified index of network programs—listing each program in complete detail under its particular classification and that of any one of its appearances. For example, you may find it under "Variety." However, should there be a commercial or concert star on the same program it can also be found under "Comedy" or "Classical." Look for your favorite program and find your listening time (if it's called into the program) then turn to the Radio Guide program pages to find your station carrying the program.

**Eastern Standard Time**

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DOROTHY DURBIN
BY CHESTER BROUWER

RADIO stars, like movie luminaries, have a natural affinity for publicity. And Dorothy Durbin, after a brief reign in the radio world, is back to her usual routine, having been imprisoned in Fort Wayne. Her rise to the top in that city's ether world has been sure and steady. Today her position is more secure than ever before, for she not only is much admired at the Fort Wayne stations but has opened a radio training class for aspiring artists.

Dorothy was born in Calumet, Mich. She attended grade and high school in Calumet. After spending a few years in England, Dorothy returned to the United States to enter the Oberin Conservatory of Music. She was only 16 years old when her mother, a noted pianist, gave her some instruction on the piano.

While attending Oberin, Dorothy met Clyde R. Durbin, a fellow student. After her graduation from Oberin, Dorothy and Clyde were married. She moved to Fort Wayne shortly after their marriage.

Her husband became associated with the Main Auto Supply Company in Fort Wayne upon his arrival there. Dorothy, not knowing what to do with her spare time, again started teaching piano.

Shortly after 1920, Mr. Durbin, together with a number of other men connected with the Main Auto Supply Company, built Fort Wayne's first practical radio station. The station was originally known as Fort Wayne Airway. It operated for a short time before it was sold to a local company's president and an associate for a consideration of $50.00.

Work for Uncle Sam

EARLY in 1925, Mrs. Durbin was engaged by WNOF officers as program director. Her job was to arrange the broadcast schedule to a uniform standard. It was during this period that Mrs. Durbin's voice was recognized by the Canadian government as being one of the best in the world.

One Cent a Day

One of her most successful efforts was a program called "The Canadian Club," in which she sang patriotic songs and read news items relating to Canada.

Radio Guide • Week Ending February 12, 1938

MR. FAIRFAX KNOWS

BUDY CLARK was born in Boston, Mass., on March 16, 1911. He is five feet one half inches tall, weighs 171 pounds, has dark brown hair, blue eyes and fair complexion.—E. L., Chicago.

MARIAN (Molly McGee) JORDAN is at the Sacred Heart Sanitarium in Milwaukee, Wiscon-

sin.—B. L., Savannah, Ga.

ORSON WELLES takes the role of "The Shadow" in his role as producer and director of "The Shadow" on WOR—E. T., St. Louis.

EILEEN BARTON, who was known as "Jolly Gillette," last heard of in New York, is reported to have married a wealthy industrialist in the city of York. She has been seen on the Fort Worth radio stations.

Fishing is Dorothy's favorite hobby. She and her husband make annual trips to the Canadian wilds on fishing expeditions. Her skill at angling has become widely known in the Canadian lake and stream districts, and guides there call her the "Lady Champion" of the hundreds of anglers who know her.

DOROTHY is blond, five feet four inches tall, and has a daughter who resembles her mother closely. The two are pals, and are almost inseparable. At present, however, the daughter is broken, as Dorothy is attending Indiana University. Mrs. Durbin is responsible for the start of several nationally known radio stars. Among the network celebrities who received their radio training from her are Barry McKinley, popular with both NBC and CBS network programs, the Mort Slaters of Chicago NBC fame, the Hoosier Hot Shots, "National Barn Dance" performers, and Kodá Odel, former NBC soloist and now a featured artist on WGN. Many headliners on the vaudeville stages of today also owe their start in the business to Dorothy.

With twelve years of broadcasting experience to her credit, Dorothy is not the type to sit back and let the young talent develop on its own. She is an active and enthusiastic promoter of the younger stars, and she believes that any artist who shows a real desire to succeed should be given every possible chance to reach the top.

"I am not happier than when I see one of my pupils start a successful career in the radio field. The feeling of satisfaction I derive from such a pupil is far more than I have the years I have spent in radio. All of the headaches and hard work back in those early days have been more than paid back, and I never tire of watching one of my students stand out in front of a microphone and really "cut across" his audition," Dorothy says.
Next Week

A most comprehensive list of radio programs is Radio Guide's exclusive, last-minute Program Lo- cator, published in Special, a week in advance, to help network broadcasters under the names of stars, sponsors, programs, next week and every other week.

Radio Guide 5 Week Ending February 12, 1938

Saturday

Jack Haley, Anne St. Johns, Virginia Verrill, songs; Won- der Woman, fiction serial; Ben Hecht, host; Pictorial Hall, master of ceremonies; Ted Florio's Variety Hour. 11:15 a.m. for (West) NBC.

Kathy Kinney, Red. 7 p.m. CBS.

National Barn Dance. Joe McKinney,続け. 11:15 a.m. for (West) NBC.

Drama

Sunday

Chase & Sanborn's Don Ame- dance, dramatic star; John Livingstone, conductor; Bir- d^ Dorothy Lummer, soprano; Raymond Peavler, tenor; Charles Coopers, tenor; Frances Martel, soprano; & Guests. 8 p.m. CBS.

Talks

Becker, Bob. Dog Talks. 2 p.m. CBS.

Beck, Art. Inspirational talk. 10:45 a.m. CBS.

The Zenith Foundation. 10 p.m. CBS.
Nine-months-old Richard Jean Kretsinger came into the world May 14 last, was first introduced to his public by Radio Guide, whose cameraman “shot” him 12 hours after birth. He has come a long way since then—has jumped from 7 pounds 3 ounces to 18 pounds. But that causes him much less concern than the problem of getting at the milk in the bottle from which his mother, Marge Kretsinger, of the team “Myrt & Marge” (on CBS daily), wisely has refused to remove the cap. In following his career, Radio Guide notes with pride that “Rikky” can now wave bye-bye, shake hands...
FAN CLUBS: How They Work

ARDENT admirers by the thousands have formed organizations for the prime purpose of boosting favorite entertainers. These people, whether justly or unjustly, have been called hero-worshippers, autograph hounds, scoffed at as curiosity seekers. But to the profession they are “fans” and their clubs are known as “fan clubs.” They began to develop in the days of silent movies, when “matinee idols” caused feminine hearts to flutter, became an important part of entertainment when fans began to make demands in behalf of their favorites, bombarding studios with so many letters and wires that producers often had to yield. As radio developed, fans started forming clubs named after their microphone favorites. They spread rapidly, became so potent that one club boosting Muriel Wilson kept her on “Showboat” as “Mary Lou” long after the sponsors intended dropping her from the cast. Despite the general impression, they are not solely for “silly schoolgirls”; they often enroll many successful businessmen interested in good radio fare. Typical of this kind of organization is the Melody Lane Club formed for the Lane sisters, Rosemary of “Your Hollywood Parade” radio program, and Priscilla, soon to be starred with Dick Powell in “Dude Rancher.” This club was formed by Jane Greenberg of New York at the time the Lanes were a song-and-patter team with Fred Waring’s Pennsylvanians. Radio Guide here offers you a pictorial study of this typical club.

Beauteous guiding-stars of Melody Lane Club are Rosemary (left), who sings every Wednesday at 10 p.m. EST with “Your Hollywood Parade” over NBC, and Priscilla, soon to be starred in the movie “Dude Rancher” with Dick Powell.

Chief booster for Lane sisters is Jane Greenberg, seated at her desk in her home, 189-32 45th Road, Flushing, Long Island, N. Y. From the Lanes’ secretary she secures prospective members’ names and edits a bi-monthly club publication.

Maybelline

A few simple touches of Maybelline Mascara instantly transform pale, scanty, unattractive lashes into natural-appearing, long, dark, luxuriant fringe. Harmless, tear-proof, non-smarting. Form graceful, expressive eyebrows with the smooth-marking Maybelline Eyebrow Pencil. Shade lids softly with Maybelline Eye Shadow. For beautiful eyes, demand the world’s largest selling Eye Beauty Aids—Maybelline.

NEW YORK, N. Y.—(U. P. )—When a man looks into a woman’s face the first thing he notices are her eyes.

When a woman scans a man’s face she pays most attention to his nose. These conclusions were drawn by the beauticians of America after a three-month survey in which 25,000 men and women were asked to explain what interested them most in the facial features of the opposite sex.

Forty-three per cent of the women said they looked first at a man’s nose, 19 per cent at the mouth, and 18 per cent at the eyes, hair, ears and appearance of the skin.

Approximately 51 per cent of the men said they looked first at a woman’s eyes.

Maybelline

Men Look First at a Woman’s Eyes; Women Notice Masculine Nose

NOW... who Dares be without Maybelline Eye Beauty Aids

Maybelline

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Shown above, part of Jane's attic demonstrates her interest in radio and screen stars; autographed pictures, back issues of magazines and letters from the idols compose collections. Jane has almost 100 various pictures of Lane sisters throughout the country, members similar to the group pictured above with Lola Lane, sister of "Rose" and "Pat," gather to hear their favorites. Radio is more popular with clubs than movies because of opportunity to hear stars frequently. Members receive special benefits in the distribution of special photographs. Lane club members get an 11x14 print as shown above. President of club supervises distribution, personally answering fifteen to fifty letters each week.

Lane sisters entertain two admirers (above). Members boosting club receive personal letters from and the special privilege of meeting the club's sponsors. A fan club must be authorized by favorites whose popularity is abetted by them. Lane sisters (above) autograph photos. Fan clubs are American in origin, total extent is unknown; stars give financial aid. Some won't permit clubs in their honor (Gogo de Lys is one). Clubs end after the favorites retire.
HOW TO RELAX: Busy Radio Stars Demonstrate Methods Anyone Can Use

One of the greatest demands of the time in which we live is the knowledge of the ability to relax. Radio artists, screen stars, and entertainers the world over realize the importance of making every moment of relaxation count to refresh the mind, relieve nervous tension.

Relaxation is complete muscular and, if possible, complete mental inactivity, whether rest period is five minutes or an hour. This can be attained standing, sitting or lying down. Even when engaged in active work, the process of going “limp” or relaxing can be practised. Entertainers learn the best methods suited to their particular case, cultivate habits of rest essential to youthful appearance and sparkling performance.

To attain the degree of relaxation necessary to overcome nervous tension, performers practise each day until the system becomes a habit and they can relax at will. Relaxation can be practised by persons of all ages. It is essential that so-called “nervous” children be taught early in life the habit of taking time out from studies and play to become mentally and physically inactive for a few minutes each day. Businessmen realize constant working at fever-pitch brings on contracted muscles, tense nerves. Many have found it helpful to join gymnasia and massage institutes, going regularly for treatments to relieve this tense condition. Irritability, quick, jerky nervous manner of speech and jumpy movements are the penalty for an overactive nervous system, which can be helped and cured by practising various forms of relaxation as demonstrated by radio stars.

Every movement of the body contracts muscles. Muscles contain double sets of nerves carrying messages to the brain. When those become overactive, “tenseness” develops and persons become known as “nervous.” Recognizing centers that are causing the most discomfort will help considerably in overcoming this condition, but care must be taken to avoid overconcentration on these centers, thereby defeating the purpose.

Though some persons find it helpful to lie down when they relax, this is not necessary and should not be practised unless complete quiet is possible. Relaxed muscles and nerves can be so trained while sitting in a chair. Allowing the hands and arms to hang limp at sides a few minutes every few hours soon trains those muscles and nerves to relax. The next step will prove very simple and can be worked out by the person himself. The pictures following demonstrate methods employed by Bess Johnson, Curtis Arnall, Nancy Sheridan, Lucille Manners and Kitty Carlisle to relieve nervous tension, and can be practised successfully by persons of all ages.

Photographed by Charles Seawood
Nancy Sheridan, actress, finds that an oxygen bath offers complete relaxation. The constant pressure of the oxygen bubbles against the body, plus the warm water, makes the body feel almost lifeless and detached. A wooden mat on which she sits makes it possible for the bather to lie back and relax without fear of slipping. For those who do not find it convenient to take this treatment, a substitute is a hot tub-bath with a soap powder that gives abundant lather.

Lucille Mann of the "Cities Service Concert" lies flat on the floor and grips her ankles with hands; then rocks back and forth like a rocking-chair. After rocking for five minutes, she lies flat on her back for about ten minutes. The exercise stretches the spine, relieves nervous tension.

Kitty Carlisle, ex-star of "Song Shop," folds her hands, sinks well into a soft chair. Then her maid, Mary, massages her shoulders and neck with a circulatory motion.
Any major performance for which admission tickets are required brings out what is known as "scalpers," otherwise petty racketeers who obtain free tickets and sell them for whatever they can get. In radio, only legitimate distribution is by advertising agencies and networks. Girls, like the one above, are employed mainly to handle the multitude of written requests, proper procedure in applying for broadcast tickets. No one should have to pay to attend a broadcast.

After begging extra tickets from those who have them, the young scalpers market them for whatever the traffic will bear, ranging from ten cents to a dollar or more. A typical scalper (above) tries unsuccessfully to stimulate sales.

Three members of the young racketeers movement gloat over the receipts gained only after much persuasion of naturally cautious persons. The boys have little fear of authorities, brazenly ply their trade close to studio doors.

Two Radio Guide staff members go to "the front," where rival gangs try to outdo each other in "sales," attempt to "sell" whoever appears to be without a ticket. They found that scalpers are highly suspicious of trade-ins.

This Radio Guide staff member, photographed while buying a Kate Smith broadcast ticket, had to pay a dollar for the bootlegged ducat. Although they are marked "Void if sold," authorities find they can do little to curb the traffic.
BUXOM BELLES BATTLE...

PLAINTIFF: Vaught De Leath contends she alone is entitled to use the title "First Lady of Radio" and asks the Court to prohibit Kate Smith from using the phrase "The First Lady of Radio." Now the Court to prohibit Kate Smith from using the phrase "The First Lady of Radio." The complaint seeks to forbid the defendants, and all others connected with them, from using the title "First Lady of Radio" in any way. Contending that she has been known since 1919 as "The Original Radio Girl" and since 1932 as "The First Lady of Radio," Miss De Leath says: "Kate Smith has herself publicized generally as the 'Songbird of the South.'" Now the defendants deliberately attempt to misappropriate my property with full knowledge of the fact that I am the 'First Lady of Radio.'" She further charges "that it is the intent and purpose of the defendants to defraud and spoliates your deponent of her right, title, and interest in the property 'First Lady of Radio,' and have concocted a base, malicious and fraudulent scheme to usurp my property, not being satisfied with the property of Kate Smith, 'Songbird of the South.'"

JUDGE: Before New York's Supreme Court Justice Philip McCook will go the buxom belles for their decision on the question of disputed social precedence between Mrs. Dollie Gann (above) and Mrs. Nicholas Longworth.

DEFENDANT: Kate Smith, her manager and CBS are charged with planning a "base, malicious and fraudulent scheme to usurp" the title which Miss De Leath claims.

In arguments to support the contention that Kate Smith is first in popular favor, attorneys may point to the fact that she is the only mistress of ceremonies on a Coast-to-Coast night-time commercial program; may point to the large salaries she has drawn on previous shows and is now drawing from her baking-powder and cake-flour sponsor; may point to such popularity polls as those conducted by the New York World-Telegram, Radio Daily and Radio Guide, all of which placed Miss Smith in the top ranks; can refer to the Crosley report, radio's measuring-stick.

In supporting Miss De Leath's contention that she is now the first lady in terms of years of service, it can be pointed out that she appeared on the "World Tower" program with Dr. Lee De Forest in December, 1919; that since that time has made many appearances, including those on local stations in 1920, on the Wrigley show in 1926-27, on Firestone Tire for nineteen months in 1929 and 1930, worked on the air for Dodge, RCA, Battle Creek foods; and is currently appearing on the National Broadcasting Company networks from its Radio City studios in New York.

Radio Guide takes no sides; merely attempts to present news of the case. As to who's who and why—that is Mr. Justice McCook's problem.

Similar to the De Leath-Smith affair was the case of disputed social precedence between Mrs. Dollie Gann (above) and Mrs. Nicholas Longworth.

The question was whether Mrs. Longworth, (above), as wife of the Speaker of the House, should have precedence over the sister of the Vice-President.

If Edward VIII had married Wallis Simpson (above) without abdicating, would she have been England's first lady? She now ranks last in royalty.

Unaware of any trials over radio claims is Mrs. Franklin D. Roosevelt, whose right to title "First Lady of the Land" is undisputed in America.
$1,000.00
“SNAPPY COMEBACK” CONTEST
Based on Scenes from “Hollywood Hotel”

SCENE No. 9
(Sample Comebacks)

I'M GOING TO SING ON THE HOLLYWOOD HOTEL PROGRAM

ISN'T IT WONDERFUL?

THE CADS! LOOK WHAT THEY WROTE ABOUT US!

WELL! I'D LIKE TO KNOW WHO'S RESPONSIBLE FOR THIS!

PRIZES

First Prize  $500.00
Second Prize  $250.00
Third Prize  $100.00
Next Ten Prizes, $10.00 Each. Total  $100.00
Next Ten Prizes, $5.00 Each. Total  $50.00
TOTAL  $1,000.00

NOW and again most of us think of a “snappy comeback.” Sometimes it’s too late to do any good; sometimes there’s no one around to appreciate it. Well, here’s where it’s appreciated. Here’s where it pays cash rewards.

In this fascinating contest RADIO GUIDE is giving away $1,000.00 in prizes for the best “snappy comebacks.”

Think what one of those awards might mean to you—a car, a vacation trip, unexpected cash in your pockets, any one of a dozen things you've always wanted. Prizes range from $5.00 to $500 in this contest—and there's no rule against your winning more than a single prize.

Here's the way it's done. Above are two scenes from the smash movie hit, “Hollywood Hotel,” now showing at theaters all over the country. Be sure to see “Hollywood Hotel.” You'll like it. It's swell entertainment, but more than that it may even pay you profits in cash.

For RADIO GUIDE, over a period of eight weeks, is publishing a set of sixteen pictures like those on this page—pictures in each of which one of the characters is standing silent, apparently at a loss for words.

Your job is to put in the artist’s “balloon” above that character's head a “snappy comeback” to the remarks of the other person or persons in the picture.

To start you on the right path, sample comebacks are printed beneath every scene. Your own entries will be judged on their wit, appropriateness and originality. Technical knowledge and writing ability cut no ice. The wittiest comebacks win.

RULES: 1. In each of eight issues—January 15, through March 5—Radio Guide will publish two photographs of scenes from Warner Brothers' motion picture, “Hollywood Hotel.” Each picture will have a blank conversation “balloon” to be filled in with a “snappy comeback” to remarks printed in other “balloons.” Sample “comebacks” will accompany each picture.

2. A complete set of sixteen filled-in photographs or reasonably accurate facsimiles of them, constitutes an entry. Replies must be written in spaces provided on pictures. For the sets of pictures selected by the judges, prizes amounting to $1,000.00 will be paid according to the schedule on this page.

3. Entries will be judged on appropriateness—in consideration of the story of the motion picture—neatness, originality, and directness of thought. Elaborate entries will receive no special consideration.

4. Do not send in any entries until your set is complete—sixteen pictures in all. Back issues of Radio Guide may be obtained from the Circulation Dept., Radio Guide, 731 Plymouth Court, Chicago, Ill., or examined at its offices or in public libraries. Sign your name on each picture or affix it securely in some way. Send entries to “Snappy Comeback” Contest Editor, Radio Guide, 731 Plymouth Court, Chicago, Ill.—first-class postage prepaid. Entries with insufficient postage will not be accepted by the addressee.

5. To be eligible for prizes, entries must be postmarked before midnight, March 13, 1938.

6. No entries will be returned. In fairness to all participants in the contest, judges will not enter into any correspondence concerning any aspect of this contest. All entries become the property of Radio Guide.

7. This contest is open to everyone in the United States and Canada, except employees of Radio Guide and their families. The editors of Radio Guide will be the contest judges. All persons agree by entering to accept the decisions of the judges as final. In case of ties, duplicate prizes will be awarded.

8. Anybody eligible to compete may enter as many times as he likes—and may win more than one prize if his entries merit such consideration.
## THIS WEEK'S PROGRAMS

### Sunday

#### Morning

8:00 am CST
NWC-Beach to Coast on a Bath, children's program. NWCW (sw-34.11)

CWS-Winns Over Jordan; Choir & Speaker: WFBM WCMO WBBB (sw-35.41)

9:00 am CST
NWC-Back the Clock the Vine: WCFL WIBA WBBB (sw-35.41)

KMQA-Church of the Air: KWWK WOC-WIBB (sw-35.41)

WOC-Sunday Serenade: WIBB WKM (sw-35.41)

WOC-On the Mall: WIBB WKM (sw-35.41)

WOC-Tidewater Unitarian Church: WIBB WKM (sw-35.41)

WOC-Master of Rhythm

8:30 am CST

NWC-Nemesis Terris: WCW WBBB WCMO WOC-WIBB (sw-35.41)

WBBB-United Service Artist: Who? WBBB (sw-35.41)

WBBB-Wisdom Singer: WBBB (sw-35.41)

WBBB-Church Services: WBBB (sw-35.41)

### Afternoon

11:45 am CST

NWC-Salt Lake City Tabernacle: KWKW WOC-WIBM WQAM (sw-15.52)

WFC-Art of the Mohicans: WFBM WIBB WQAM (sw-15.52)

WPP-Alice Blue, piano: WQAM WIBB (sw-15.52)

WOC-Tidewater Unitarian Church: WIBB WKM (sw-35.41)

WOC-Master of Rhythm

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### SHORT WAVES

Signal after a program, like (sw-35.52) means that program.

#### NRC

NRC-National Broadcasting Company

### CBS

CBS-Columbia Broadcasting System

### NBC

NBC-National Broadcasting Company

### Auxiliary Programs

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### Radio Guide

Week Ending February 12, 1938

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### Alden Edkins Song Recital

WEAF-50,000 WOC-WIBM WQAM (sw-15.52)

WOC-WIBM WQAM (sw-15.52)

WOC-WIBM WQAM (sw-15.52)

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# SUNDAY

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### WEAF's New York City Tabernacle

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## ALDEN EDKINS SONG RECITAL

WEAF-50,000 WOC-WIBM WQAM (sw-15.52)

WOC-WIBM WQAM (sw-15.52)

WOC-WIBM WQAM (sw-15.52)

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## IT'S WHEELING STEEL

The Musical Broadcasts

Singing Millennium

The Old Time

SAINA MARIA

WON YA WHT WMT WIP WJZ WOC-WIBB WQAM WIBB (sw-35.41)

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Continue on Page Next
Good Listening for Today

Stations which will broadcast these programs may be found in the alphabetized directory of radio programs which appears in the margin.

WORNING

11:30 CST UNIVERSITY OF CHICAGO ROUND TABLE DISCUSSIONS, NCB
11:30 CST RADIO CITY MUSIC HALL; Enro Rapee, conductor; Viola Philo, guest, NCB.

AFTERNOON

12:30 CST CAPTAIN A. CAZALET speaking from London, CBS.
12:50 CST THE MAGIC KEY, symphony orchestra, Frank Black, conductor; Ria Ginster, Philadelphia Orchestra, Eugene Ormandy, guest, NBC.
1:00 CST PHILHARMONIC-SYMPHONY SOCIETY OF THE UNITED STATES, Enesco, conductor; Deems Taylor, commentator; Rudolf Serkin, guest, CBS.
1:20 CST FRANK SIMON'S ARMACO BAND, guest, NBC.
1:30 CST THE WORLD IS YOURS, dramatization.

MORNING

4:00 CST METROPOLITAN OPERA AUDITIONS by Wilfred Pelletier, NBC.
4:10 CST MAGAZINE OF THE AIR; Channing Pollock, Morton Bove, Mark Warrow's orchestral team, VOA.
4:30 CST MICKY MOUSE THEATER OF THE AIR; Walter Disney, m.c.; Felix Mill's orchestra.
4:30 CST THIRTY MINUTES IN HOLLIWOOD, with George Jessel, Nanette Fabray, Tommy Tucker's orchestra, Jack York, George's orchestra, Clarence Muse, and guest, CBS.
4:50 CST JOE PENNER with Gene Austin, Julie Gibson, Coo, and Malt, Jimmy Grier's orchestra, CBS.

NIGHT

6:00 CST JACK BENNY with Mary Livingston, Kenny Baker, Andy Devine, Sam Hearn, Don Wilson's orchestra, NBC.
6:00 CST OPEN HOUSE with Jeanette MacDonald, Wilbur Evans, chorus, Joseph Pasterнак's orchestra, NBC.
6:30 CST PHIL BAKKER, Bobbe and Beetle, Oscar Bradley's orchestra, CBS.
6:30 CST BAKER'S BROADCAST with Ozzie Nelson's orchestra, Harriet Hillard, Fegg Murray, guest, NBC.
7:00 CST CHASE AND SANBORN HOUR with Don Ameche, Dorothy Lamour, Ed bergen and Jackie Fields,Std. Orch.:
7:00 CST A TALE OF TODAY, drama (Princess Pat); WQX, New York.
7:30 CST FORD SUNDAY EVENING HOUR, Fritz Reiner, conductor; Jascha Heifetz, guest, NBC.
8:00 CST HOLLYWOOD PLAYHOUSE, with Tyrone Power, NBC.
9:00 CST ZENITH FOUNDATION, experiments in telepathy, CBS.

Sunday February 6

JEAN DICKE~SON
American Album of Familiar Music; Sun. 8:30 pm CST

[Program details for various radio stations and their programming, including music, news, and special features.

PLEASE NOTE:
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 on your short-wave dial. For foreign short-wave programs, please see page 44]
Good Listening for Today

Solutions which will broadcast these programs may be found in the adjacent program listings of this time capsule record.

**AFTERNOON**

5:45 CST PREDICTING RUSSEL'S GREETINGS, TOTS ON BOYS' SCOUTS' ANNIVERSARY, NBC, CBS, and MBS.

7:30 CST VOICE OF FIRESTONE, Richard F. Crookes, Afternoon Orchestra, NBC.

7:30 CST LUX RADIO THEATER, CBS.

8:00 CST PHILADELPHIA ORCHESTRA, Eugene Ormandy, conductor; guest, NBC.

9:00 CST HOUR OF CHARM, Phil Spitalny's all-girl orchestra, NBC.

9:00 CST CARNATION CONTENTED HOUR, orchestra conducted by Marek Weber, Lublity Lady, Maria Kurene, male quartet, Vincent Pelletier, tenor, NBC.

9:30 CST BRAVE NEW WORLD, dramatization, CBS.

**HIGH**

7:30 CST "SOLOMOS," Anatole Joseph, violinist, Los Angeles Symphony Orchestra, NBC.

8:30 CST "CONCERTO" ( Recorded at the World's Fair, New York City).

**CUT**

8:45 CST "CONCERTO" (Continued).

9:00 CST "CONCERTO" (Conclusion).

9:30 CST "CONCERTO" (Grand Finale).
**MORNING**

**Good Listening for Today**

Stations which will broadcast these programs may be found in the official program schedule or at www.americanradiohistory.com

**NIGHT**

**6:30 CST FAMOUS ACTORS GUILD with Helen Menken in “Second Husband”, CBS.**

**6:45 CST FAMOUS FORTUNES, premature, MBS.**

**7:00 CST JOHNNY PRESENTS Russ Morgan’s orchestra, Chicago, Illinois; Francess Adair, Glenn Cross, Ray Block and Swing Fourteen; guest, CBS.**

**7:30 CST “BIG TOWN” newspaper drama with Edward G. Robinson and Claire Trevor, CBS.**

**7:30 CST I CAN BE DONE; Edgar A. Guest, Paradise Masters; orchestra; Emil Montemurro, broadcast; NBC.**

**7:30 CST AT JOLSON SHOW with Martha Raye, Parkyakarkus, Victor Young’s orchestra; guest, CBS.**

**8:00 CST WATCH THE FUN GO BY, Al Pierce’s Gang and Carl Hoff’s orchestra; guest, CBS.**

**8:30 CST HOLLYWOOD HARBOUR; with Russ, Charlie Brennan, WIND KNOX O’Keefe, Jane Raymond, Paige Crawford, Orchestra.**

**8:35 CST ALIAS JIMMY VALENTINE, starring Bert Lytell, NBC.**

**9:30 CST SYMPHONIC STRINGS, Alfred Weinfelt, conductor, MBS.**

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**TUESDAY**

**February 8, 1938**

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**NIGHT**


NBC Dick Pick, organist: KWW.

CBS Murder in the Air; News: WIBA-FM, WCFL, WIBA-FM.

WIBA-FM, KPVW, WIBA, 6:30.

CBS Murder in the Air: News: WIBA-FM, WCFL, WIBA-FM.

WIBA-FM, WIBA-FM, KPVW, WCFL, 8:00.

CBS Muses in the Air; News: WIBA-FM, WCFL, KPVW.

WIBA-FM, 8:15.

CBS The Road of Life, sketch: (WIBA-FM), WIBA-FM, WIBA-FM, WIBA-FM, WIBA-FM.

**10:00**

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**MORNING**

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**Radio Guide • Week Ending February 19, 1938**

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**TUESDAY**

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**March 8, 1938**

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Wednesday February 9

Good Listening for Today

Radio Guide • Week ending February 12, 1938

[Partial listing of radio stations and programs]

Good Afternoon

2:00

Good Evening

6:00

Good Night
OLD BOOKS WANTED

We pay big cash prices for thousands of different titles. We bought over 7,000 books in just two months, paying as high as $500 for a single book. For the following books as described in our price list:

**Farmer's Mail**
- $500.00

**Adventures of Tom Sawyer**
- $200.00

**Black Beauty**
- $100.00

**Scarlet Letter**
- $35.00

**Little Women**
- $25.00

**Uncle Tom's Cabin**
- $50.00

**The Last of the Mohicans**
- $50.00

**Bleak House**
- $100.00

**McGuffey Primer**
- $25.00

**Golden Key**
- $50.00

**Ivanhoe**
- $50.00

**My Sunny Morning**
- $25.00

**Green Mansions**
- $50.00

**The Scarlet Letter**
- $35.00

**The Man Who Was Thursday**
- $25.00

**Adventures of Tom Sawyer**
- $200.00

**Black Beauty**
- $100.00

**Scarlet Letter**
- $35.00

**Little Women**
- $25.00

**Uncle Tom's Cabin**
- $50.00

**The Last of the Mohicans**
- $50.00

**Bleak House**
- $100.00

**McGuffey Primer**
- $25.00
Good Listening for Today

Radio Guide - Week ending February 12, 1938

ARTICLES

130: CBT AMERICAN SCHOOL OF THE AIR, CBS

630: CBT WE, THE PEOPLE, Gabriel Heatter, Mark Warnow's orchestra; guests, CBS.

730: CBT KIDS SMILE HOUR, Ted Strader. Chorus, Jack Miller's orchestra; guest, CBS.

730: CBT RUDY VALELL'S VARIETY HOUR, guest, NBC.

4:00: CBT KRAFT MUSIC HALL, Bing Crosby, Bob Burns, Johny Trotter orchestra; guest, NBC.

6:00: CBT CHALCEDON interviews Charles Winninger, NBC.

5:00: CBT "GOOD MORNING TO YOU" (Alyson's), Jimmie Davis, "The Unforgettable Jimmie Davis." Guests: tanker and orchestra; CBS.

6:00: CBT "GEORGE CROOKS" (Alyson's), Al Karp, "The Great Al Karp." Guests: singer and orchestra; CBS.

Good Stories of Today:

11:00: CBT "GOOD NEWS OF THE DAY" (Goodman's), Dr. George Mead, "The Good News of the Day." News summaries; NBC.

12:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "The Good Memories Series." News summaries; NBC.

13:00: CBT "WONDERFUL STRINGS" (Alyson's), John O'Brien, "Wonderful Strings." "Wonderful Strings." News summaries; NBC.

14:00: CBT "TO THE MEMORY OF THE PEOPLE" (Alyson's), Sherman Dreyfus, "To the Memory of the People." "To the Memory of the People." News summaries; NBC.

15:00: CBT "THE OLD CROW IN THE BRITISH JUNGLE" (Alyson's), Robert Werdan, "The Old Crow in the British Jungle." "The Old Crow in the British Jungle." News summaries; NBC.

16:00: CBT "THE GREAT AMERICAN SHOW" (Alyson's), Jack Armstrong, "The Great American Show." "The Great American Show." News summaries; NBC.

17:00: CBT "THE AMERICAN BAND" (Alyson's), Jack Armstrong, "The American Band." "The American Band." News summaries; NBC.


Good News of Today:

11:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

12:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

13:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

14:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

15:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

16:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

17:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

18:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

19:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

20:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

21:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

22:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

23:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

Good Things of Today:

11:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

12:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

13:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

14:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

15:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

16:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

17:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

18:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

19:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

20:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.

21:00: CBT "GOOD MEMORIES" (Alyson's), Jack Armstrong, "Good Memories Series." "Good Memories Series." News summaries; NBC.
**FRIDAY, FEBRUARY 11, 1938**

**Radio Guide • Week Ending February 12, 1938.**

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**MORNING**

1:00 am CST

CBS Newsletters: News (2/27.5) Musical Chimes

WOC WBT WMA

News: KMOX

News: KMOX Vodder's Hour of Peace

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Radio Guide • Weekly Edition February 12, 1938

Friday
February 11

MAC FRAIR KNOYS ALL

No personal replies to questions unless accompanied by stamped, self-addressed envelope.

STUART ALLEN was born June 16, 1907. He is from the city of St. Paul, Minnesota, where he was born.

WALTER WICKER took the part of Bob Blake in the "Diet cliper" show.

MR. FAIRLOW KNOYS ALL
Good Listening for Today

Radio Guide • Week Ending February 12, 1938

MORNING

10:00 CST PHILHARMONIC SYMPHONY SOCIETY OF NEW YORK, Rudolph Ganz, conductor.

AFTERNOON

1:15 CBS Midwesterners: WHO WMBC

Saturday, February 12, 1938

Good Listening for Today

Radio Guide • Week Ending February 12, 1938

MORNING

10:00 CST PHILHARMONIC SYMPHONY SOCIETY OF NEW YORK, Rudolph Ganz, conductor.

AFTERNOON

1:15 CBS Midwesterners: WHO WMBC
NEW ZEALAND DAY, Tuesday, February 8, will be celebrated by two special programs from Davenery, the first of which, to be broadcast at 9:35 a.m. EST, will give listeners a chance to hear unusual Maori folk-songs. At 4:35 EST, W. J. Jordan, the High Commissioner for New Zealand in London, will address a special message to his homeland ... John Drinkwater's famous play "The Plough and the Stars" will be adapted for broadcast, will be radiated from the Davenery stations on Wednesday, February 9, at 6:20 p.m. EST.

On Saturday, February 12, Davenery listeners will hear two outstanding sports events, the first of which, to be broadcast at 9:35 a.m. EST, will be the annual Rugby football match between Ireland and England. This year's match was one of the most exciting games of the season. England won by a single point, scoring a penalty goal and two tries to a goal and a penalty try. At 3 p.m. EST the Ice-Hockey World Championships matches will be transmitted direct from the Zim Stadium in Prague, Czechoslovakia. It is hoped to broadcast the Great Britain vs. Canada match and the first match between the United States and Canada is represented this year by the Sudbury Tigers.

A special Lincoln's Birthday Broadcast from Alderney Island, Channel Islands, will be heard over (11,910) of Matas Fox, Saturday, February 12, at 11:30 p.m. EST.

VPLO, the 500-watt short-wave station of ICA Radio Sales at Bunte- terre, St. Kitts, B. W. I., which was first mentioned in this column several weeks ago as being under construction, went on the air for the first time on December 18 and, according to a letter from R. D. Stewart of the station, is now testing daily from 4 to 7 p.m. and on Sundays from 10 to 11 a.m. EST, on a frequency of 8,368 mc. R. D. Stewart, of St. Kitts College, Pennsylvania, the first listener in this country to report VPLO, writes that he has been able to tune the station between 4:30 and 5:30 p.m. EST. The station opens and closes with the words, "God Save the King," and includes such items as Puerto Rico weather reports, world news and musical selections. The station authorities are very anxious to receive reports from listeners throughout the United States and Canada, and state that all letters addressed to them at P.O. Box 88, St. Kitts, B. W. I., will be answered promptly. In writing, kindly give make, model and type of receiver with which you heard VPLO.

The next concert of the Berlin State Opera, which will be heard in this country as an international offering of the Columbia Broadcasting System, February 7, from 2 to 2:30 p.m. EST, will be the third in a regular series of concerts being broadcast. The concert may be heard directly by tuning in DJL (15.11) of Zezmen, Germany.

On Sundays, from 9 to 9:45 p.m. EST, a very interesting program is broadcast entitled the "Friendship Hour," is being heard over Quikset that will bring to listeners an informative account of the Christian Center at Cebu, which is conducted in the Visayan Islands of the Philippines. The program is produced and underwritten by the United Churches of Christ in America, and is intended for the use of all Christian denominations and others interested in the work of the Christian Center.

According to Alfonso Velasco of Mexico City, Mexico, Short-wave Station LNR (966) of Jalapa, Veracruz, Mexico, may be heard, at present, almost any time between 9 a.m. and 10 p.m. EST.

For those listeners who would like to explore the fascinating ultra-high frequencies without the necessity of purchasing an entirely new receiver for this purpose, a device called a "Frequency Expander" has just been put on the market that will expand the range of any good all-wave superhet receiver from 27.5 to 70 megacycles. This unit covers all the lower frequencies covered by the activities of interest. ... Pioneer Broadcaster, Jones, a new Broadcast Station, WXYZ (31.6), owned by the Detroit Gazette, Detroit, Mich., is now carrying a program of short-wave news and tips, Thursdays at 10:15 p.m. EST.
Think of YOUR joy and delight picking out a beautiful 1938 BUICK 8 SEDAN from your neighborhood dealer at MY EXPENSE, and, if you are prompt and win, getting a Certified check for $1,250.00 besides. Or, if you’d rather have one big cash lump sum, just imagine receiving and depositing in your own bank account the marvelous sum, $2,500.00 ALL CASH! Cash to pay your bills—to buy a house, new furniture, new clothes; in fact to purchase almost anything your heart desires. These days, $2,500.00 is a fortune indeed. And that is just what we are going to pay out to the First Grand Prize winner, if prompt! Hurry—mail the coupon below today. Don’t miss getting the wonderful opportunity to win a glorious, thrilling fortune.

WE ARE PAYING OUT OVER $5,000.00—OVER 100 BIG GRAND PRIZES! Someone is going to get that $2,500.00 First Grand Prize, and think of it, IT MAY BE YOU, YES, YOU! In addition to the First Grand Prize, the Second Grand Prize is a new 1938 beautiful Chevrolet DeLuxe Sedan or $800.00 cash! Third Grand Prize is a beautiful 1938 Ford V-8 Sedan or $650.00 cash. Fourth Grand Prize is $150.00 cash. Thousands of dollars in other special cash awards! In case of ties, duplicate prizes will be awarded. Don’t delay. You get a marvelous opportunity to win an amazing cash fortune. We are an honest, upright company engaged in a country-wide business. You can be definitely sure that we will pay out each and every prize as promised. Think of it! Mail the coupon today—sure!

Send No Money—Just Mail Coupon Today!

Look at the magic square puzzle. You see that it has 5 squares which are blank. That’s where the fun starts. Numbers 1–3–7–9 have already been placed in their correct positions, but see if you can place the numbers 2–4–5–6–8 in the blank squares so that they will add up to 15 in any direction; up or down, sideways or diagonally. It’s loads of fun. Try it now. If you can get the numbers into their right places, fill in the coupon below and mail it quick! It’s not as easy as you may think, but keep trying and you may solve the puzzle. Remember, you do not send one single penny with the coupon. You risk no money at all, except the cost of a regular postage stamp to mail your answer, and, according to our amazing plan, which your answer brings, you get the wonderful opportunity to win $2,500.00 all cash, if prompt. Just fill in the blank squares so that they will add up to 15. That’s all you need do now. Mail the coupon with the numbers and get the wonderful opportunity to win the First Grand Prize.

PROOF THAT PRIZES WILL BE PAID
You will receive the Buick 8 Sedan and, if prompt, $1,250.00 cash besides, or if all cash is preferred, you get $2,500.00 if you win first prize. As President of this big company, I PERSONALLY GUARANTEE THAT EACH AND EVERY PRIZE WILL BE PAID PROMPTLY AND HONESTLY. Many people have won thousands of dollars in contests conducted by other companies. Why not make up your mind to win a big cash prize from my company?

SEND YOUR ANSWER QUICK!

Oh boy, what you could do with $2,500.00 cash all at one time. Think of the joy of having the money to provide the better things of life. Nothing hard to do now but act quick.

Just mail the coupon quick with Magic Numbers if you find them. Wouldn’t you like the opportunity to win the $2,500.00? And remember, there are over 100 Grand Prizes. Hurry!

GLENN TATE, President
730 North Franklin Street
CHICAGO, ILLINOIS

Fill in the Magic Numbers—Don’t Delay—Mail Today

COUPON 57

Name: __________________________________________
Address: _______________________________________
City: ____________________________ State: __________

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