THE SECRETS OF A KID BROADCAST—
BY JAMES STREET

TAKE A GENUINE SINGING LESSON
... IN PICTURES

Chesterfield presents Miss Grace Moore on CBS Wednesday

www.americanradiohistory.com
OFFICIAL STAR OF STARS BALLOT


My Choice for the
Best Children's Program is.................................................................

My Name is .......................................................................................

My Address is ....................................................................................

(This Ballot May Be Pasted on a Penny Postcard)

The ballot above is for this week's election only. Read the instructions below before you vote. This ballot must be mailed by midnight this Saturday, April 2.

RADIO GUIDE'S ANNUAL STAR OF STARS POLL

THIS WEEK—MOST POPULAR CHILDREN'S PROGRAM

POPULARITY

WHHEEEE! Rat-tat-tat!
"Gift 'im, th' dirty squealer!
Is the way radio's programs for children sound to you? Do you believe that those programs' influences must be curbed, lest the warped imaginations they arouse in children unbalance their young minds?

Or do you feel, perhaps, that the earlier children see life from all sides, the earlier they will be prepared to be better citizens? Are you afraid that hiding any truth from children might dwarf their appreciation of their own problems?

The real battleground for ideas like these is the annual Radio Guide Star of Stars Poll. In it, listeners settle issues of more than passing importance by naming their favorites of the air.

In the four polls which have preceded this year's, voters were allowed to cast their ballots in all classifications during each week of the poll.

This year's poll has been changed. Each ballot is good for only the week when it is published; it can be used only to name the favorite in the group whose election is held that week.

The first election was to determine the most popular musical program; the second, the most popular dramatic program. Unless ballots for those programs were cast then, they cannot be used. This week's poll will name the best children's programs on the air. The ballot above can be used this week—only! Results of the earlier polls will be announced just as soon as possible.

The weeks during which elections in other classifications will be held are shown in the schedule at the bottom of this page.

The ballot at the top of this page is all you need to have your vote recorded. Simply fill it out and send it to the address printed on it. Paste it on a penny postcard, if that is convenient. Most important—don't forget that it has to be in the mail before midnight, Saturday, April 2. No votes mailed after that time will be counted!

WEEKLY SCHEDULE OF THE STAR OF STARS POLLS

3. Most popular children's program—April 2 issue, on sale March 24
4. Most popular actor and actress—April 9 issue, on sale March 31
5. Most popular singer of popular songs—April 16 issue, on sale April 7
6. Most popular classical singer—April 23 issue, on sale April 14
7. Most popular comedian or comedy program—April 30 issue, on sale April 21
8. Most popular dance orchestra—May 7 issue, on sale April 28
9. Most popular announcer—May 14 issue, on sale May 5
10. Most popular commentator—May 21 issue, on sale May 12
11. Most popular promising new star—May 28 issue, on sale May 19
12. The Star of Star—June 4 issue, on sale May 26

Vote for your favorite every week!
SUNDAY, MARCH 27
Helen Traubel . . . American soprano
"Magic Key"—NBC-Blue, 2 p.m. EST.

It was ten years ago that Helen Traubel struck out from her native St. Louis, determined to conquer new worlds. Now nationally known, she will return to her birthplace expressly to be soloist with the St. Louis Symphony Orchestra this Sunday.

Gregor Piatigorsky . . . Russian cellist
"Philharmonic Symphony Society"—CBS, 3 p.m. EST.

This phenomenal young artist was born in the provincial town of Jekatariavoslaw, and by the time he was fifteen he had won the coveted position of first cellist in the Imperial Opera at Moscow. Sunday he will be heard in the A-Minor Cello Concerto of Schumann.

Trees . . . their conservation
"World Is Yours"—NBC-Red, 4:30 p.m. EST.

This broadcast will deal with the importance of a planned forest conservation program. Listeners will hear a dramatization of its necessity as a means to forestall imminent forest famine caused by fires and the ruthless cutting-down of timber.

Phil Cook . . . Coast to Coast
"Phil Cook's Almanac"—CBS, 6:30 p.m. EST.

An evening edition of Phil Cook's Morning Almanac, which has been on Station WABC week-days, will be inaugurated over CBS this Sunday. An expert dialectician, Phil will also act as master of ceremonies. John Reed King will do the announcing.

Nino Martini . . . for Ford
"Sunday Evening Hour"—CBS, 9 p.m. EST.

Nino Martini, brilliant young tenor from Italy, joined the Columbia Broadcasting System in 1932. In less than five years he had established himself as the outstanding tenor on the air. Was signed as leading tenor for lyric roles by the "Met" in 1933, the first singer to go from radio to the "Met."

MONDAY, MARCH 28
Dr. H. G. Bull . . . his hobby
"Music Is My Hobby"—NBC-Blue, 7 p.m. EST.

Dr. Bull, of Ithaca, New York, who makes a hobby of writing songs and playing the piano, will appear, accompanied by George Brown, an artist student of the Juilliard School of Music. Mr. Brown will be heard singing a group of Dr. Bull's songs.

Helen Jepson
Lawrence Tibbett . . . in "Naughty Marietta"
"Lux Radio Theater"—CBS, 9 p.m. EST.

The Jepson-Tibbett version of Victor Herbert's beloved operetta, "Naughty Marietta," is hailed by fans everywhere. It marks the first time in radio history that two famous Metropolitan Opera stars have starred together in a dramatic production.

Latin America . . . its musical story
"Brave New World"—CBS, 10:30 p.m. EST.

The story of Latin America as "The Land of Music" will be told in this broadcast. Listeners will hear the growth of an art still little known by music-lovers of other countries, from its folk-song beginnings up to its symphonies.

TUESDAY, MARCH 29
Swedish-American . . . tercentenary celebration
Anniversary Program—NBC-Red, 1:30 p.m. EST.

A concert by the Augustaana College Choir of Rock Island, Illinois, and a talk by the Royal Con-
geral General of Sweden, the Honorable Martin Kas-
tengren, will commemorate the 300th anniversary of the first Swedish colonists' landing in America.

Helen Ferris . . . Stories for Youth
"American School of the Air"—CBS, 2:30 p.m. EST.

Tuners-in will hear Miss Ferris, editor of the Junior Literary Guild, discussing some of the principles she stresses in choosing books for the Guild. She will be interviewed on the program by Stella S. Senter, chairman of the recreational committee of the National Council of Teachers of English.

Martha Tilton
B. Goodman . . . change in airtime
Benny Goodman's Orchestra—CBS, 9:30 p.m. EST.

Benny Goodman and his band begin broadcasting a half-hour earlier this week, with the arrival of Miss Winninger and Brady, who will enact the Augustana Choir of Illinois, and a talk by the Royal Con-"Good Health and Training"—MBS, 3:30 p.m. EST.

"Modern Woman and Marriage" will be discussed by Joseph C. Rheingold, M. D., associate, department of psychiatry of the University of Illinois, and Harold Lange Rheingold, M. A., senior assistant psychologist, Institute for Juvenile Research.

FRIDAY, APRIL 1
Mildred Bailey . . . Paul's star
Paul Whitman Program—CBS, 8:30 p.m. EST.

(For the West, 8:30 p.m. PST.)

Blues songwriter extraordinary, Mildred Bailey first rocketed to fame as a member of Paul Whit-

man's band. Friday she'll return to Paul's show to sing the same brand of rhythm that won her nation-

wide notice as a songstress years ago.

Alice Brady
Charles Winninger . . . "Goodbye Broadway"
"Hollywood Hotel"—CBS, 9 p.m. EST.

"Goodbye Broadway" will be heard after a post-

ponement of two weeks. An uproarious comedy, it offers fine roles for Winninger and Brady, who will

enact the parts of two old-time vaudeville stars. Coming into possession of a rundown hotel in a small town, their troubles begin when friends hear the news, flock to see them.

Fred Apostoli vs. Glenn Lee
Harry Thomas vs. Joe Louis . . . fistcuffs
Boxing Bouts—NBC-Blue, 10 p.m. EST.

Following a battle between Apostoli and Lee in the middleweight division, listeners will hear a blow-by-blow description of the heavyweight fray between Thomas and Louis for the championship of the world. The Apostoli-Lee bout will be aired from New York, the Thomas-Louis fight from Chi-

cago. Latter battle is scheduled to begin at approximately 11 p.m. EST.

SATURDAY, APRIL 2
Miss Phillips . . . to women osteopaths
Talk by Miss Lena Madesin Phillips—CBS, 1 p.m. EST.

Addressing the luncheon meeting of the National Association of Women Osteopaths, Miss Phillips will be heard speaking on "Shall We Ourselves Defeat Democracy?" Miss Phillips is president of the Na-

tional Association of Business and Professional Wo-

men, associate editor of Pictorial Review.

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FOR STATIONS WHICH WILL BROADCAST THESE SHOWS, PLEASE TURN TO "THIS WEEK'S PROGRAMS" ON
BUT FEW ARE CHOSEN

BY JAMES STREET

"The time has come," the walrus said,
"To talk of many things.
Of shoes and ships and sealing-wax,
Of cabbages and kings."

ADGE TUCKER, tutor and
mother confessor of radio's
children and director of one of
the most important programs on
the air—"Our Barn," used her right
forefinger with a long and highly polished
nail to point in the sage quotation of
stinging, subtle sarcasm from "Alice
in Wonderland."

It is a whole around the walls of
the children's studio of the National
Broadcasting Company.

"That's what I do here," said Miss
Tucker. "We talk of many things,
for this is where good children are
heard and not seen."

Her proteges were talking of
many things, all right. There were about
fifteen youngsters in the studio awaiting
rehearsal. The little girls (some had
polish on their nails as fiery as Miss
Tucker's) sat in a corner and talked about
themselves, their figures and their
hopes.

"My dear," said one little lady still
young enough to believe fairy tales,
I gained two pounds last week. I
simply must watch my figure."

The boys roamed in a corner, show-
ing and tussling. One often would
dash over to the girls and jerk a curt, and
the others would giggle. It's funny how
little boys enjoy pulling little girls'
curled hair. It's the same the world over,
and radio's children are no different
from yours or mine.

Over at Columbia Jeri Anne Ra-
fef—she's only four—sat on a
high stool and watched the capers of her
eiders. She seemed slightly bored with
their goings-on. Never mind, Jeri
Anne, it won't be long, honey, before
little boys will be jerking your curls
and you'll giggle.

THE children kept their eyes on
the clock even as they played, and when
the hands swung around to rehearsal
time they put away their childish
things and became actors. Jeri Anne
slipped down from her high stool and
toddled to a little box, a goose-neck
thing that she could reach. Miss Nila
Mack, the director, nodded to her
company, and the show was on.

A few lines had been read and one
of the boys got theidgets. He
squirmed in agony.

"What's the matter?" Miss Mack
asked, checking the rehearsal.
"My back itches," confessed the boy.
"Scratch it," suggested Miss Mack
wisely.

"Can't," said the lad, "I can't reach
it."

One of the girls walked to him and
scratched his back. Girls are very
handy creatures.

The show was resumed. Jeri Anne
can't read, but she knew her lines.
The rehearsal moved like clockwork.
Miss Mack was in the control-room
tolling the seconds.

"All right," she said, as the rehearsal
was ending. "Our show is a minute
too long. We've got to cut. Any
suggestions?"

"Look," said one boy. "My lines can
be cut." He showed Miss Mack where
she could save a few seconds by
pruning his lines. And he had only four.
There are few adult actors who would
be so generous, but that boy is being
taught to be more than an actor.

They ran through the closing lines
of the show again, and the timing was
perfect. Three minutes later they were
on the air.

For their labors they get $2 for the
half-hour, one-half the regular fee for
sustaining programs. Their pay won't
keep them in shoes, but the training is
invaluable, for each of those young-
sters has hitched his wagon to a star.
They know that radio is the greatest
kindergarten in the world for young
actors, and that, although thousands
are called, only a few are chosen.

"These," said Miss Tucker of NBC,
"are some of our graduates." She
pointed to a row of portraits. "These
children were schooled in one of the
oldest programs on the air, the
Children's Hour." The Children's Hour
began on NBC in May, 1924. On July 8,
1934, its name was officially changed
to "Coast to Coast on a Bus."

"Recognize them?" said Miss Tucker.
There was Billy Halop and Bobby
and Billy Mauch, all stars of Holly-
wood now, and a flock of others.

Your child can have a chance on
the radio, for the National Broadcast-
ing Company and the Columbia Broadcast-
ing System have an iron-bound rule
that all children who apply for auditions
must be heard. The odds against
your child's clicking are tremendous,
but the chance is available. All that is
necessary is to write Miss Tucker at
NBC or Miss Mack at Columbia.

"Don't be long-winded," they say
to letter-writers. "Simply tell the
child's age, sex, etc., and ask for an
appointment. Don't ramble about your
child's qualifications. They'll find
them out quickly enough."

It is not necessary for your child to
know some cute speech. He won't be
given a chance to say it. He will not
know what he's to say until he faces
the mike.

Neither Miss Tucker nor Miss Mack
will tolerate selfish, snooty children.
They'll either play ball with the rest of
the cast or they won't play at all.
Neither broadcasting company makes
dime out of the children's programs.
They are an expense, but they are
training-schools, and the companies
figure they will pay dividends.

Children are the easiest actors in
the world to train because few chil-
dren are selfish, in spite of their
parents. There's a sense of fair play
among youngsters that they often for-
get when they grow older.

WHEN a child applies for an audi-
tion, it can be told at once if he
has the makings. If he's got it, he's
given a small part on a program. He
first must portray a child his own age,
and when he's mastered that he is
given a character part—maybe the
role of an old man.

His errors are not chucked against
him if he can recover his composure.
If he makes a mistake and can cover
it up by ad-libbing, it's a score in his
favor. The ability to think fast on his
feet is what counts. He's always given
small bits at first to keep him from
getting cocky and bigby.

Miss Tucker and Mack will put up
with almost anything except sulkiness
and mix-lobbying. If a child tries to
steal the show, he'll be kicked out
on his ear.

The children are taught not only
to act but also to write and diect
and select casts. Many of the scripts
are suggested by the youngsters.

Last year one of the boys suggested
a story about a dirigible. He wanted
a story about an air-crash. His idea
was sound, so a script was written.
Two days before the show, the Hin-
denburgh crashed and the script was
cast aside. The American radio public
would have rebelled at children's re-
creating a terrible tragedy, and the
public never would have believed
that the show was written weeks before
the crash. The boy who suggested the
show understood, and shrugged his
shoulders. It's all part of the game.

Pat Ryan—she's eleven—wrote a
fairy story and it was accepted. The
tale included a little skit during which
cocktails for two were served. When
Miss Tucker saw it, she arched her
eyebrows. A child of eleven, she reck-
movies. But for every Deanna Durbin there are ten thousand who work and who never get any opportunity. For every Bobby Breen, Mauch twin, Billy Halop, Charita Bauer, Clementine Torell, and LeRoy H. 2, to Junior O'Day and Tore11, Miss Tucker, "that children who have studied under a rigid code of do's and don'ts do not derive any advantage over those who come fresh and unschooled from the home. The existence of the radio is complete and manly, and something most children do not have to acquire."

Orry Kellogg has the stage better than in radio. And to that end Miss Tucker gives her children a well-rounded development that permits them to appear in any one of the major fields of entertainment. The chosen girl or boy is often a part in country theater productions during the summer, and many are employed as models, commercial photographers and artists. If a child succeeds, he is recommended for commercial programs, and then he's off—maybe to stardom and riches.

**GOOD looks are essential for radio children, for directors know that if they click on the air, they eventually will go to Hollywood. Also, the radio fledglings are the same who will appear before your eyes when television comes. If a child is retarded by physical blemishes, such as birthmarks, thick ankles or fair feature, these are removed if the parents consent. Miss Tucker also makes specific recommendations for vocal practice, music, voice culture, diet, dancing, literature and language, particularly French, which is considered a perfect exercise for the facial muscles and speech apparatus.

The necessity of rehearsals and special training make it advisable to provide special educational facilities for the young stars. Most of the chosen children attend the Professional Children's School in New York, where class schedules are flexible.

NBC's and CBS's reservoir of chosen children includes about two hundred starlets, and from these the stars of tomorrow will be chosen. Movie scouts haunt the studios, and when a child shines brightly, he's usually grabbed off for a Hollywood contract. But that doesn't mean he's through with radio. For the day has come when the movies cannot hog all the talent but realize that they must split even—Stephen with the radio.

Now don't come rushing to the studios and say you have a child prodigy who should be on the air. The chances are he shouldn't.

- **The two big broadcasting companies audition approximately two hundred children a month. Over at Columbia, the chosen few play in Miss Mack's "Let's Pretend" program twice a week.

There's an interesting story about that program. A few weeks ago it was announced that radio would broadcast the play "Snow Drop and the Seven Dwarfs." Many folks thought the radio was borrowing Walt Disney's famous movie.

**Kammyrot!** Columbia has been broadcasting the fairy tale once a year for five years. And just to keep the record straight, "Snow White and the Seven Dwarfs" in the original (Continued on Page 15)
EVEN in these days of swing music and heavily sociological drama there are millions of people who stubbornly continue to enjoy simple melodies and plays without profundity.

They want entertainment, they argue.

They want romance, and laughter, and melody. And maybe they’re right.

Anyway, they’ll be glad to know that on Monday, March 28, Lawrence Tibbett and Helen Jepson, of the Metropolitan Opera Company, will take the principal roles in a Lux Radio Theater presentation of Victor Herbert’s “Naughty Marietta.”

All this, in an era of “gutbucket” and propaganda, is like a whiff of lavender from a packet of old love-letters, for there’s positively no social significance in the libretto which Rida Johnson Young wrote for the original Herbert operetta, and the music is sheer melody including, as it does, such tunes as “Ah, Sweet Mystery of Life,” “I’m Falling in Love with Someone,” “Italian Street Song,” and “Nest the Southern Moon.”

The Tibbett-Jepson version of the famous operetta will not have the permanence that the movie adaptation, starring Nelson Eddy and Jeanette MacDonald, had, but it will be at least as memorable, for it will mark the first time in the history of the radio theater that two Metropolitan Opera stars have appeared together in a dramatic production.

Tibbett is a seasoned veteran of the opera stage, the screen and radio. Miss Jepson owes her present contract with the Metropolitan to her radio work, for it was a radio broadcast of hers, heard by Giulio Gatti-Casazza, former manager of the “Met,” that paved the way for her operatic debut.

She made that debut at the Metropolitan Opera House on January 24, 1935, singing opposite Tibbett. Only recently, after successes on the opera and concert stages, she made her first movie appearance—as a featured player in the “Goldwyn Follies.” Her role in Monday evening’s music play will mark her first venture into radio drama.

There is cheerful irony in the fact that two leading lights of the Metropolitan should be scheduled for appearances in a revival of “Naughty Marietta,” for it was as the result of theatrical warfare involving the Metropolitan Opera Company that the Victor Herbert operetta was originally produced, in 1910.

For several years prior to that time Oscar and Arthur Hammerstein had been engaged in trying to build a Manhattan Opera Company—Orrville Harold, an excellent tenor, and Emma Trentini, a vocative little soprano.

Herbert himself conducted the orchestra for the first performance, and the show was an instant and overwhelming success. Wave after wave of applause broke over the stage, engulfing the singers, the composer and the producer in a pleasant tide. Critics hailed the show as Herbert’s best and a Hammerstein triumph. Herbert had proved again his right to the title of “America’s favorite composer.”

Herbert wrote melodies. In the parlance of swing, music like Herbert’s is called “schmaltz”—a generic term for sweet melody of any kind. Swing is inclined to emphasize rhythm and variations, and swingsters hold in mild disdain such simple things as melody. Melody seems to be dead. There are (Continued on Page 17)

With Eddy in the movie was Jeanette MacDonald (left), who sang the role of Marietta. Jeanette has since become a radio star.
THIS WEEK’S HIGHLIGHTS

In keeping with their role on the Kay Kyser’s “Kollege of Musical Knowledge,” which makes its debut on NBC-Red Wednesday at 10 p.m. EST, the boys in the band don collegiate jackets, much to the pleasure of the sponsor, as is obvious in the picture.

Chase and Sanborn’s John Carter is a “Met Auditions” finalist Sunday on NBC-Blue.

Pennsylvania’s Gov. George H. Earle will speak Tues. at 10 p.m. EST on CBS, commemorating the 300th anniversary of state’s founding.

Joseph F. Guffey, U. S. Senator from Pennsylvania, will contribute to the state’s anniversary in a talk over CBS Wednesday at 10:45 p.m. EST.

Ben Bernie moves to 8:30 EST on CBS Wednesday (also 8:30 PST). Above: With Leah Ray

Henry G. Teigan of Minnesota, Farmer-Laborite in the House of Representatives, speaks on "The Farmer-Labor Point of View of the Present Session of Congress" at 10:45 p.m. EST on CBS Saturday. Above: With Congressman Robert Allen (right) of Pennsylvania

Eddie Castor and Deanna Durbin will be heard on a new program, starting Monday, it is "Castor’s Camel Caravan," on the air every Monday from 7:30 to 8 p.m. EST, over the CBS network.

Pescha Igan, brilliant young Pittsburgh pianist, will be featured performer on the "Heinz Magazine of the Air" at 5 p.m. EST Sunday over CBS.

Radio Guide • Week Ending April 2, 1938
The March of Music
Edited by Leonard Liebling

"...An ampler Ether, a diviner Air..."—Wordsworth

A FLUTIST who plays in a symphony orchestra writes to this department: "The meanest thing in the life of an orchestral performer is when he disagrees with the interpretation of the conductor but nevertheless is required to follow it. Did it ever strike you what the result must necessarily be?"

No, it has not struck me, but I am certain of what would strike my correspondent if he did not do as his leader desired. Also, I can vividly imagine the possible effect if the conductor were to follow the interpretations of each of his players.

It is the business of the man with the baton to bring to hearing his own idea of what a composition means, and as he alone is responsible for the interpretation, the orchestra must faithfully observe his directions. He sees the whole score, while the instrumentalists peruse only individual parts.

To analyze a score, map out an organic reading, set its style and indicate the proper tone shadings, dynamics and climaxes is a highly specialized art. While many conductors were first orchestral players, it does not follow that every orchestra player is a potential conductor. Therefore our correspondent, until he has an orchestra of his own, should aid dutifully in realizing the intentions of the conductor he is serving. Later he may expect similar dutiful service from others.

Two musical personages to be heard this week on the air offer particular interest because they rose rapidly from obscurity, are still young, and represent high standing in their various branches of art. The American pianist, Eugene List (Philadelphia Orchestra, March 26) made his professional piano debut only a season or so ago, and already has been soloist with some major orchestras and given recitals in a number of cities, everywhere meeting critical approval for his refined interpretations and command of the keyboard.

Nino Martini (Ford, March 27), once a cabaret singer on the French Riviera, now enjoys fame in opera, concert, radio and in the films. His first American successes were on the air, and thence he graduated into the Metropolitan. Aside from his vocal gifts, he is celebrated as the best-dressed tenor of that institution and was the Handsomest of all tenors during the entire run. Yet Jan Kiepura joined the personnel late this season. Now it is a close matter between the two as to which should bear the title of "the Robert Taylor of opera."

SUNDAY, MARCH 27

at 12:30 p.m. EST on NBC-Blue
The Radio City Music Hall of the Air
Enzo Rapee, conductor
Viola Philo, soprano
Overture to "The Bartered Bride" (Smetana)
The Orchestra
Nornen: Staendchen (Strauss)
Von Ewiger Liebe (Brahms)
Viola Philo
Symphony No. 2 (Brahms)
The Orchestra

SCHUMANN'S cello concerto dates from 1853, when he lived in Dusseldorf, Germany, and first showed signs of the disordered mind which led to his death three years later. The concerto is not one of Schumann's towering masterpieces, but it has in- gradating pages, the best of which are the lovely slow movements. In the two other sections, one notes over-repetition of material, and some passages that come under suspicion as possible "fillers."

There is no dearth of inspirational fullness in the Brahms opus, with its beautiful themes, continual contrasts and the strength and unity of the construction. The third movement, of infectious cheerfulness, is one of my favorites in the entire symphonic list.

radio Guide • Week Ending April 2, 1938

SUNDAY, MARCH 27

at 9:00 p.m. EST on CBS
The Ford Sunday Evening Hour
Sir Ernest Macmillan, conductor
Nino Martini, tenor
Overture to "Don Giovanni" (Mozart)
The Orchestra
"Racconto di danza" (from "Boheme") (Pucchini)
"La Donna e Mobile" (from "Rigoletto") (Verdi)
Nino Martini
Valse Triste (Sibelius)
"May No Rush Introduce Disturb" (from "Joshua"
(Handel)
The Orchestra
"Je Crois Entendre Encore" (from "The Pearl Fishers"
(Bizet)
La Rosa Pria del Calvario (from "La Donna"
(Smetana)
What's in the Air Today? (Eden)
Nino Martini
Carnival Overture (Dvorak)
The Orchestra

NINO MARTINI has for the most part favored the Latin countries for his choice of selections, in the excerpts from two Italian operas, one French and one Spanish.

In the "Racconto" (Tale), Rodolfo, the hero of the opera, tells Mimi of his hopes and ambitions, in a flood of fervent melody. "Je Crois Entendre Encore" (I Think I Still Can Hear) is from a lesser-known opera by the composer of Carmen.

MONDAY, MARCH 28

at 9:00 p.m. EST on NBC-Blue
The Philadelphia Orchestra
Eugene Ormandy, conductor
Eugene List, pianist
Overture to "The Secret of Suzanne" (Wagner-Ferras)
The Orchestra
First Movement Piano Concerto in A Minor (Schumann)
March from the Pathetique Symphony (Tchaikovsky)
The Orchestra
Prelude in G Sharp Minor (Rachmaninoff)
Polonaise in A Flat (Chopin)
Eugene List
Excerpts from "Pictures at an Exhibition" (Mussorgsky)
The Orchestra

WITH his usual understanding of the program needs for musical communion not too serious, Mr. Ormandy gives us a roster here of variety and picturesque pieces.

The chattering overture furnishes animated introduction. By the way, this work strongly influenced Carlo Menotti in his own overture to his opera "Amelia Goes to the Ball," aired last spring and performed at the Metropolitan a month ago.

Schumann's movement is music of springtime freshness and appeal, but romantic passion also makes an episodic bid here and there.
Six Singers Reach Finals in "Metropolitan Auditions of the Air's" Annual Contest

METROPOLITAN Auditions of the Air wind up its seasonal contest with winners selected from the six finalists (two women, four men) who have appeared during the last two broadcasts.

These half-dozen were the residue of 800 who originally applied for appearances at these competitive radio hearings. Sopranos were in preponderance, with baritones second, then mezzo-sopranos, coloraturas and tenors the last-named "scarcer than hen's teeth," to quote Edward Johnson, impresario of the Metropolitan Opera.

At the actual broadcasts sixty-six candidates have sung. They represented all walks of life, from an ex-butcherboy to the daughter of a British dominion executive. All came with the high ambition and ardent hope of winning the coveted place in the distinguished vocal ranks of the Metropolitan. Of the two groups of three to choose, there are but two; the first chosen at the Metropolitan Opera. Kathleen Kisting, Margaret Cord, Philip Duyk, Felix Knight, John Carter and Leonard Warren.

I have heard some criticism of Metropolitan Auditions of the Air as an exercise set up to test the candidates for the Metropolitan Opera, but I thought that the candidates would be pleased and satisfied with any type of performance.

Of the two previous Metropolitan Auditions of the Air tours, in 1933-34 and 1936-37, the four winners all went on to further fine deeds. Arthur Carron, Anna Kaskas and Maxine Stellman are still at the Metropolitan, and Thomas Thomas gave up his contract there to take Lanny Ross' place on the "Show Boat" radio program. Miss Kaskas sings frequently in a variety of roles and has appeared in concert and on the radio. To Arthur Carron was entrusted the leading tenor role at the recent performance of "The Man Without a Country." Maxine Stellman made her debut in February in the part of the princess in "Aida," and has sung several times since. In the present contest, all of the finalists have a certain amount of professional experience. Kathleen Kisting, soprano, from Wichita, Kan., began her career at the age of fifteen. Emma Calive, opera star of another day, heard her sing and took her back to France as her protege. Miss Kisting studied and traveled with Mrs. Calive for three years. When she returned to her native Kansas, the Wichita Rotary Club endowed her with enough money for two more years in Italy. She has sung in almost every country in Europe and has appeared with the Chicago Opera Company.

Margaret Cord began studying singing when she was seventeen. Her lyric coloratura voice won several scholarships for her, the last one being at the Curtis Institute of Music in Philadelphia, where she studied with the man who was eventually to become her husband. She has appeared with the Association, Cleveland Orchestra, the Hippodrome Opera Company and the Philadelphia Opera Orchestra.

Felix Knight, tenor, comes from Macon, Ga. He studied voice in Hollywood for the San Francisco Symphony and Opera, the Hollywood Opera Association and the Los Angeles Symphony. He has had radio and motion-picture engagements.

Devotees of the Chase and Sanborn Hour are already familiar with John Carter, tenor, who gave up a promising career as a civil engineer to become a singer. Born in Brooklyn, N. Y., he has appeared with various New York orchestras and in concert.

Leonard Warren, baritone, went from fur-trapping to music, and so far has justified his surprising change of profession, having shone vocally on several radio programs.

Philip Duyk, baritone, was a pianist before he took up singing. In 1936 he won a fellowship at the Juillard School of Music, and since 1927 has acquired a reputation on some of the better-known radio programs. Last year he gave a New York recital.

On Sunday, March 27, the fortunate winners will know their fate. Who can tell what the future may have in store for them? Rasso Goss wishes them every success and the best of luck.

If your favorite program is not listed on these pages, please turn to "This Week's Programs" on pages 27 to 42.
Listening to Learn

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

Will We Yield to Farce?

THE world has lost its script and a cast of made actors is ad-libbing the drama of events. There's a nausea in the news.

Headlines glorify man's limitless mendacity—and Old Man Mars chuckles in his beard as strong men fight a retching in their bowels.

By-lines blaze new epitaphs for human decency.

A squadron of bombers repeals the Golden Rule—substitutes a million steel commandments for the long-lamented ten.

The while, bewildered we shrug in our long winter's sleep and wish the alarm-clock of time would shatter the ugly nightmare.

But the incubus is no dream—and there is no escaping the flood of events.

Take the Highroad

In the days to come many will continue to drown in their stupor.

Others will follow closely the shapeless drama of events—and remain but half-informed." Some will take the highroad to a better understanding of man, his madness and his nobility—will seek beside their diaries the background and interpretations of life in its myriad phases that alone can save them from imbalance. They will "listen to learn—not merely to hear"—and with Tennyson's "Will Water-proof" say: "I will not cramp my heart, nor take half-views of men and things."

Though precedents pile on precedents, "they will not yield to farce."

"Democracy in Transition" is Subject of Ohio State University Sunday Symposium

Sundays, 12:45-1:15 p.m. MBS.

"Democracy in Transition," a series of panel discussions on pressing current problems, is currently presented by a group of Ohio State University social scientists over a Coast-to-Coast network of the Mutual Broadcasting System each Sunday at 12:45 p.m. EST. (Partial conflict here with your weekly dial date at the Chicago University Round Table, NBC-Red at 12:30 p.m. EST—but different network coverage may favor many new listeners who have missed the Round Table.

"Democracy in Transition" takes its title from a recent book authored by faculty members at O. S. U., in which many of the major problems of the day are laid bare and possible solutions presented.

Unique feature of the series is that the round-table discussions are staged each Wednesday night preceding the broadcast before a large Student Congress on Social Problems. Representatives of more than two hundred University organizations participate in the preliminary bout with the week's program topic and Sunday's broadcast therefore constitutes a clear concentrate of many divergent views.

Listeners may side with the cryptic Mrs. Stowe—believe that "your little child is your only true democrat." And no hypocrite is he who quotes Lycurgus, who, when he was asked why he appeared so zealous of individual liberty yet still maintained an oligarchic rule, replied, "Go you, and try a democracy in your own house." Some may even wonder, without shame, if the French, or American, or Russian, or Spanish revolutions were worth the costly dream of "Liberte, Egalite, Fraternite" unrealized—which all encouraged—when a casual putch so simplifies the whole problem of how to rule and be.

Yet there are those, it's sure, who can yet find usable fact and active inspiration in a free discussion of their favored form of government—transition or no transition. They will meet with the faculty this Sunday, and their reward is certain.

Lisa Sergio Spins "Tales of Great Rivers" Tuesdays

Tuesdays, 10:10-10:30 p.m. NBC-Red.

This Tuesday night the Hudson River flows its majestic course past a hundred-year-old landmark the Adirondack Mountains to the Statue of Liberty. Until the age of the Iroquois to tomorrow.

This is "Tales of Great Rivers," a new NBC feature in which Lisa Sergio compounds music, myth and history, poetic backdrops for the stories of the world's great inland gateways.

Parent of the program idea and creator of the episodes, Lisa Sergio, the "Golden Voice of Rome," will also be heard as the voice of the narrative. Against a background of folk-song and epic music intimately connected with the history of the Hudson we will hear by the river's long service as an avenue of Indian hunting and warring, its "discovery" and exploration in 1609 by the ill-starred Hendrick Hudson on his second search for the fabled Northwest Passage to China, of missionaries and militia, traders and traders, of the Pulaskis and power—the romantic, fascinating story of a great river and its indelible role in the pageant of America's progress.

NBC Health Program Presents Surgeon General

Monday, 2:30-2:45 p.m. NBC-Red.

Two leading figures in the nation's battle for better health will keynote radio's celebration of the opening of Negro Health Week when Surgeon General Thomas Parran, Jr., and Education Specialist Dr. Roscoe C. Brown present a brief for communal responsibility for public health Monday afternoon on NBC-Red.

Dr. Brown, director of the movement for a national Negro Health Week, will present the Surgeon General, whose topic is "The Family Doctor's Opportunities in Community Health Service." Dr. Parran leads the U. S. Public Health Service and is best known outside the medical profession for his recent pronouncement to the effect that the United States could wipe out the scourge of venereal disease for the price of one super sinkable battleship. His brief talk may well prove to be an authoritative "apple a day" for community-conscious listeners.

Students from Howard University will spice the program with Negro song.

Noted Actor-Director in Shakespeare Forum

Tuesday, 5:15-6:30 p.m. MBS.

Orson Welles, the young man who successfully modernized Shakespeare to the amazement and thin chargrin of Broadway skeptics, will conclude a series of forums on Shakespeare in modern dress and language from the stage of Chicago's Elgin Theater Tuesday afternoon at 5:15 p.m. EST.

Chicago students and teachers of drama will hearkle Mr. Welles and several of his colleagues of the second "Julius Caesar" road company on the point, purpose and production problems of streamlining The Bard. The youthful actor-director has matched wits with too many critics to come off second-best.
Climactic Events Spur Interest in Air Editors

European Affairs Enlarge Commentators' Responsibilities

With the fly-wheel of international diplomacy apparently out of control—
with the fates of nations hanging on words spoken in hurried haste—radio’s spokesmen on world affairs are doubly on the spot.

An ill-considered line might well be
the target of a diplomatic frothing at
the mouth that no note of apology, no ambassadorial gesture, could appease.

And by the same token, the air-
editors' responsibility for complete, honest reporting and interpretation of
events grows apace with the
emergency need for consummate tact.

There is no time for hemmed state-
ments—the public must be served
without prejudice, protected ever more strenuously from propaganda.

Europe Calling. Sundays. 1:30-1:45 p.m. CBS. Americans report eye-wit-
ess accounts of events and outlook in Europe.

Raymond Gram Swing. Mondays. 8:30-8:45 p.m. MBS. "World Affairs"
by a veteran Newman, editor and stu-
dent of international affairs.

"They're Saying in London." Sunday.
5:45-6 p.m. NBC-Blue. Howard Marshall reflects the British state of
minds direct from England or the Con-
tinent.

Dorothy Thompson. Tuesdays. 7:30-
7:45 p.m. NBC-Blue. Also Fridays, 10:45-11 p.m. NBC-Red. Goes beneath the
surface of events to the personali-
ties that make them... brisk biogra-
phies of "People in the News."

Student Federation

Asks "Why Fraternities?"

Tuesday. 11:15-11:30 p.m. NBC-Blue.

Continuing its monthly discussion of
"Campus Topics," the National Student
Federation of America convenes a brief, critical symposium on "Fraterni-
ities—Their Purpose and Place in College Life" this Tuesday night.

Arthur Northwood, Jr., president of the Federation, will moderate the
discussion, and a guest speaker, close to
fraternity life on our college campuses,
will speak.

"Why Fraternities?" is a question
that burns in the guise of many par-
ticipants of the souls of many college men who didn't make a house, and rings
quite honestly in the hearts of many sincerely loyal fraternity men.

Shannon Allen, ass't. dir. of Edu-

cational Project, keeps "Educa-
tion in the News." Fri. NBC-R

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.

Recommendations are based on cultural-informational values. Omissions do

not imply lack of recommendation. Please see program stories on these pages
for additional recommendations.

ECONOMICS—BUSINESS

Saturday, April 2

Story of Industry. 5-5:30 p.m. CBS.

(See story page 8)

EDUCATIONAL NEWS

Wednesday, March 30

America's Schools. 6-6:15 p.m. NBC-

Red. Projects and progress in the na-
tion's school systems.

Friday, April 1

Education in the News. 6-6:15 p.m. NBC-

Red. Shannon Allen, Office of Edu-
cation. Authoritative guest speak-
ers.

Saturday, April 2

Florence Hare. 11-11:15 a.m. NBC-

Red. Informal news and views of our

teachers and schools. Informative,
sound, enjoyable.

HISTORY

Monday, March 28

Brave New World. 10:30-11 p.m. CBS.

"The Land of Music." The musical
side of Latin America—from folk-
songs to symphonies. The develop-
ment of the dance in countries below the
Rio Grande.

Wednesday, March 30

Cavalcade of America. 8-8:30 p.m. CBS.

(For the West, 9 p.m. PST.) Life
story of Charlotte Cushman, famous
early-American actress.

INSPIRATION

Sunday, March 27

Radio Pulpit. 10-10:30 a.m. NBC-

Red. Dr. R. W. Sockman, "Our Private
Lives.

Church of the Air. 10-10:30 a.m. CBS.

Rev. Robert L. Tucker, Columbus,
Ohio, sermon. 1-1:30 p.m. CBS. Very
Rev. Robert I. Gannon, pres. of Ford-
ham University, New York, sermon.

National Vespers. 4-4:30 p.m. NBC-

Blue. Dr. Harry Emerson Fosdick,
"Goodness—A Matter of Quantity as Well as Quality."

The Lutheran Hour. 4:30-5 p.m.

MBS. Dr. Walter A. Maier.

The Catholic Hour. 6-6:30 p.m. NBC-

Red. Right Rev. Mgr. Fulton J. Sheen
discusses "The Fifth Word"—sermon
series. "The Individual Problem and
The Cross."

Saturday, April 2

The Message of Israel. 7-7:30 p.m.

NBC-Blue. Rabbi Samuel Goldenson.

MUSIC

Thursday, March 31

Essays in Music. 10-10:30 p.m. CBS.

Victor Bay directs essays on the
heart—"Opened the Heart," by Biete; "Heart
Wounds," by Grieg; "None But the
Lonely Hearts," by Tchaikovsky, and
Richard Strauss' "Fading Heart."

Friday, April 1

Music Appreciation Hour. 2-2:30 p.m.

NBC-Red and Blue. Dr. Damroch
continues musical discussion of "Per-
uasive Instruments"—cello, xylo-
phone and gong. Introduces "American
Dances"—folk, Indian and modern—
with interpretations by Powell, Skilton,
Guian and Gereshin.

Saturday, April 2

Chasins at the Piano. 12-12:30 p.m.

NBC-Red. A modern interprets the
musical masterpiece.

NOTE: See the "Show of Music" in this issue for other

PEOPLE—THOUGHT—COMMENT

Monday, March 28

New Horizons. 6:05-6:15 p.m. CBS.

American Museum of Natural History
program. Dr. Edward Weyre relates
natural-history anecdotes.

Wednesday, March 30

American Viewpoints. 10:45-11 p.m.

CBS. Senator Joseph Guffey (Dem.,
Pa.) tells of the founding of Pennsyl-
vania by Swedish immigrants three
hundred years ago.

Thursday, March 31

America's Town Meeting. 9:30-10:30

p.m. NBC-Blue.

Friday, April 1

American Viewpoints. 10:45-11 p.m.

CBS.

Saturday, April 2

Shall We Ourselves Defeat Demo-

cracy? 1-1:15 p.m. CBS. Timely com-

ment by the noted woman editor-at-
turner, Lena Madesin Phillips.

Capital Opinions. 10:45-11 p.m. CBS.

Rep. H. G. Teigan (Farm.-Lab., Minn.)
tells the "Farmers-Labor Viewpoint
of Present Sessions of Congress."

PERSONAL—SOCIAL PROBLEMS

Monday, March 28

Human Relations Forum. (American
School of the Air.) 9:30-10:30 p.m.

"Where shall we look for beliefs
and life philosophies?"—student discussion.

Surgeon General Parran. 2:30-2:45

p.m. NBC-Red. (See story on page 8.)

Tuesday, March 29

Highways to Health. 4-4:15 p.m.

Dr. Charles W. Cutler explains
safety in surgery.

Wednesday, March 30

Your Health. 2-2:30 p.m. NBC-Red.

American Medical Association expos-
es lack and quackery. Don't be "A
 Fool for A Day" with your health.

SCIENTIFIC DEVELOPMENTS

Sunday, March 27

The World Is Yours. 4:30-5 p.m.

NBC-Red. "Saving the Forests"—dra-

matic story of America's wasted forest
wealth—venues to conservation.

Thursday, March 31

Adventures in Science. 4-4:15 p.m.

CBS. "The Red Cross and Its Work."

Wallace Davis presents Miss Mary
Ryan from Red Cross headquarters,
Washington.

Hans Christian Adamson, scientist,
and noted colleagues, present "New
Horizons," Mon. 6:05 p.m. CBS.

Design For Listening

Theme of the Week:

Radio Drama

"Lessons of wisdom have never such power over us as when wrenched out
the heart through the groundwork of a story which engages the passions."

—Stevenson.

Today, in a world where the "mere
struggle for existence" is still too much with us, radio brings the theater—a
worldly theater—even to those who strug-
gle. And as it brings the theater to the
home it gives new propa and pro-
minence to the living stage—may
just assume the stature of the theater itself as a prime medium of human expres-
sion. Who can say "No?"

Its dramatic forays are adolescent
but precocious, and for most of us pro-
vide the only means of contact with
"acting, dancing, dialog and drama."

Lovers of the living stage may wince
at radio's efforts—they are pursues
with a cast in the eye—yet they progres-
sively admit that radio is evolving
unique and interesting dramatic tech-
niques that are improving the theater.

The creative centers of radio's con-
tributions to stagecraft are the drama
laboratories—radio workshops where experiments in story-telling and ex-
pression stand or fall on their ability to
transcend the limitations of an unac-
ceptable stage and create for us who can only listen the true experiences portrayed.

Sunday, "The Greatest Stories." 5:30-6 p.m. MBS & Canadian networks.

Presents best-known short stories from
the pens of contemporary authors
played straight—undimmed by "adap-
tation."

Monday. "Brave New World." 10:30-
11 p.m. CBS. An always provocative
treatment of eventful highlights in the
history of Latin America—its peoples
and its princes.

Tuesday. "Let's Pretend." 6-6:30 p.m. CBS. Fantasy for and by children. Nils
Mack's adaptations of famous fairy
tales and legends and advancing favor
both as entertainment and inspirational
instruction for young and old. (Pro-
gram heard also on Thursday at same
time.)

Friday. "NBC Radio Guild." 3-4 p.m.

Fine theater—several of famous plays.

Saturday. "Great Plays." 5-6 p.m.

NBC-Red. An ambitious series of dra-
matic revivals—from ancient Greek
theater to modern times. This week:

The French theater is represented by
Moliere's celebrated "School for Hus-
bands." Also Saturday, "Columbia
Workshop." 8-8:30 p.m. CBS. Experi-
mental drama, written for radio.
In "The Big Broadcast" (Paramount picture currently showing) Martha Raye is supposedly a hooch. In real life, she also seems to have a jink trailing her. Recently, when Martha was threatened with pneumonia, Lydia Roberti, beautiful blond actress, substituted for her. So successful was the change that Miss Roberti was stricken four days later by a heart attack and succumbed. But Miss Roberti, wife of Bob Hope's gagman Madison. Nor did they cherish Mr. Robey's reference to children as "nasty little brats"... and this time, old fellow, you'll get no bloody apology. Let your Lion roar.

With murder in his eye and no love left for April Fool's Day, Ace Comedian Jack Benny is looking for the practical joker who recently handed him the explosive mouthpiece he's been smoking above. Featuring Andy Devine and numerous guest artists, not-so-happy Jack will be heard in a broadcast from New York Sunday morning.

Incidentally, at the annual Fresno, California, Jallopy Race on April 27, Jack Benny's Maxwell will be entered and driven by "Boiler." The race is limited to cars costing less than $50, but your Maxwell is wise to the fact that Jack coughed up over $150 to have his "Mazie" regrouped and put in condition. What's more, the "Bucher" driving the car won't be Eddie Andersen, the college student made up in blackface.

Purely Personal: According to Andy Devine, his wife is now "on the nest" and plans to leave for Los Angeles March 16 to see her, herbie Kay, at Tucson, Arizona, and returned to Hollywood with him later today. The Bandleader: Kay is currently playing at the Los Angeles, California, Lumber Exchange. Came out of Chicago, Bill Goodwin and Phillips Huber, film contract player, don't marry the girl until she finds one who believes the smell of his stogies won't cling to the curtains and drapes.

The similarity of Walter O'Keefe's last-season show gags with those heard the previous season on Bob Hope's broadcasts has finally been solved. It seems that both, according to Hope, had been buying jokes from the same gag-writing team (not Withie Mahoney), and the gagmen were better businessmen than were the comedians.

Tyroene Power, while ill recently with a cold, developed two new hobbies: candle-camering and miniature railroading. Bill Gallagher bought Ty the toy train, which the matinee idol frequently dubbed the "Bel-Air Special." Then he learned that Westmore Make-up Man Ray Sebastian has a similar tiny train system, so Power and Sebastian are now trying to work out a railroad merger whereby the two can connect their lines and have more fun.

Charlie McCarthy's act. At the dinner given Movie Tycoon Louis B. Mayer several weeks ago, Edgar Bergen's invitation simply read "Edgar and One." Last week, at the Academy Award dinner, guest lists released to newspapers included Bergen's name, omitted McCarthy's. McCarthy won't talk.

The Academy Award dinner, on a Thursday night, brought Bob Burns to the Kraft Music Hall in a tuxedo, inasmuch as he was the master of cere- monies at the affair. Bing Crosby and Johnny Trotter were speechless at the well-dressed Burns, but recovered when he cracked: 'Get a good look now, boys, for this outfit's gotta be back by midnight.' The choice of Burns to handle the ultrasonic Academy Award banquet was quite a feather in the Arkansan philosopher's hat. Many sought the honor.

Gracie Allen is not fooling when she tips you to get an earful of her Tony Martin in his new film, "Kentucky Moonshine." The crease from "Papagallo" to a slightly swung orchestral accompaniment is good at the assignment. Tony has been studying with Opera Coach Mark Markov.

"Gone with the Wind" hasn't gone yet. Though they still casting for Scarlett. But we have news of recent tests is that the movie firm censored. "Gone with the Wind" rights has evidently given up trying to find Scarlett among current rosters of actresses. Instead, they are turn- ing to radio dramatic casts for possi- bilities. One of these tested most re- cently was pretty little Luene Tutt, wife of Lux Mikelman Mel Rueck and an exceedingly talented radio thea- trean. Luene has starred in Hollywood Hotel, now still can deliver in a pinch. Called upon Sunday, March 13, for a weird song to fit the scary guests of Peg Murray, Cinema Stars Bela Lugosi and Boris Karcloff, Ozzie penned "The Harried Men." The tune not only fits the occasion but looks like a hit.

When the Jell-O show loses the serv- ice of the Benny troupe for the sum- mer, another substitute show will be "What Would You Have Done?" a dramatized dilemma airing which was developed by and tested over the Pacific Coast CBS network. Such a piece of these tested most re- cently was pretty little Luene Tutt, wife of Lux Mikelman Mel Rueck and an exceedingly talented radio thea- trean. Luene has starred in Hollywood Hotel, now still can deliver in a pinch. Called upon Sunday, March 13, for a weird song to fit the scary guests of Peg Murray, Cinema Stars Bela Lugosi and Boris Karcloff, Ozzie penned "The Harried Men." The tune not only fits the occasion but looks like a hit.

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Ozzie Nelson, four-letter man in college, has just returned to Hollywood again when he left for New York with the Vallee reunion. The cocker incidently caused Rudy Vallee, had the run of Tommy's Hollywood apartment, and every inch of it, seems, for when Tommy checked out, his landlord presented him with a bill for $396 for his dog's and drapery repairs necessitated by "Rudy's" play- fulness.

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LAST week I listed a few of the programs that are to fade from the screen and Freeway. Here are a few more scheduled to depart before long: Tony Wons, "Sing Us a Song," the "Dr. Hel- by," the Zenith teleplay show, Frank Sinatra's "Oh Broadway," Jack Haley, "Take the Metropoli-
tan Auditions of the Air," "Gang Busters," and "Topper." October 31 marks Senator Edward G. Robinson, Jack Benny, Phil Baker and Fred Allen are just a few of your favorites who will be leaving the latter part of June for their regular annual vacations.

If you're a regular listener to the "Saturday Night Swing Club," Bern Berni, Eddie Cantor, Eddie Guest's "It Can Be Done," and Phil Spitalny's all-girl band, make a note of the changes in times for these programs. The "Swing Club" is now heard a half-hour later than usual—the new time is 7:30 p.m. EST. From now on, Cantor will be heard on Monday nights at 7:30 p.m. EST, and starting next Wednesday, the "Oz" studio moves into the Wednesday night spot that Cantor formerly occupied, which is a good thing for listeners who complained about Berni and Fred Allen being on at the same time. Eddie Guest not only switches time but also network. Starting April 6, his series will be heard Wednesday over CBS, immedi-
ately following "Gang Busters." Spitalny has already moved his program up a half-hour on Monday nights. You can now hear it at 9 p.m. EST.

By the time you read this, changes will have been made in the Paul Whiteman show. Oliver Wakefield is out and at the moment it looks as though Colonel Stoopnagle will replace him. Mr. Wakefield was not much more than a chatterer. You can't keep a good orchestra in the background. Whiteman replaced Hal Kemp on the "Canyon Serenade" some months ago and Hal was missed by many. Leonard Rose, eavetman. So here's gettins out and music-makers return to the CBS air-
lanes on next week's "Mercury Theater" with Gray, Hal's lovely soloist, is receiv-
ing from the melodies and from in-
juries suffered this week near Chicago, and will rejoin the band in time for the new show.

As to be expected, the networks are lining up for special programs to be heard Easter week. NBC has already scheduled programs to broadcast from Washington, D. C., Hot Springs National Park, Grand Canyon National Park, and Death Valley Na-
tional Monument... You can also expect to hear the running of the Kent-
tucky Derby on May 7. CBS will carry it exclusively.

Do you remember Baby Rose Marie, who was heard over the networks years ago? Well, she isn't a baby anymore, but a very attractive young lady, and as in case you didn't know, you can hear her over the NBC-Blue net on Mon-
days and Wednesdays at 7:30 p.m. She's called "The Baby" anymore, just Rose Marie, song stylist.

Attention, all mothers-in-law! You may be interested in the new NBC Blue network program, "Marriage Law," heard Mondays through Fri-
days at 1:30 p.m. EST. It's a story about a marriage that is breaking up in the newly married couple.

Last week I told you about the Fed-
eral Communications Commission pro-
hibition on Lewis McCartney from saying "Goodnight, Molly" at the end of the pro-
gram. I finished my comment by saying the FCC should make an ex-
ception in this case. I really didn't expect such quick action, but anyway, from now until the time Molly returns to the program, you will hear this lovely last line.

A good many radio sponsors and radio executives seem to make up their base their statements on the many let-
ters they have received) housewives claim that they turn on their radios and lis-
ten to whatever is on. If a story is being presented, they quite naturally in the many plots of the many serials because they have work to get done. They would much prefer a little mu-
tic light heartedness as a relief.

The戀th was a time when I believed everything I heard, but I've changed. My curiously about an announcement made by the "Gang Busters" program led me right to number 1. Doesn't? The announcer for the program tells listeners that the broadcast originates in a special studio in police headquarters, a studio which they can use only because of the gen-
erosity and cooperation of New York's Police Commissioner, Lewis J. Valen-
tine. I decided to visit that "studio" and witnessed a "Gang Busters" broad-
cast. I did witness the broadcast, but it was broadcasting to the National Television System headquarters, 485 Madison Avenue, in New York! The only thing in the studio resembling a police booth of any sort was the wooden-framed beaver-board "echo-chamber" used by actors when their voices are supposed to be coming over a telephone, or over a radio. The whitewall walls of this booth are pencil sketches of policemen, and amusing little com-
mente from the members of the cast during rehearsal. Those sketches are the only reminder of "Gang Busters" supposed locale.

Believe it or not, even Eddie Cantor couldn't get tickets to his own broad-
cast. After trying every available source to answer a personal request, he asked CBS Hostess Miss MacNair, who sometimes has ex-
treme tickets, if she could supply them. But she had none left, and Cantor had to do without them.

KILOCYCLE CHATTER: National Airliner tests will be made by all radio stations and networks. They will present special programs for the occa-
sion. The "Radio City Music Hall" Theater in Van Buren, Arkansas ... The Mutual network's popular novelty pro-
gram, "Let's Play Games," will soon be published in game form ... The CBS "Children's Hour" program that attempts to locate lost heirs ran by the Board of Education ... $50,000 from unclaimed estates to the rightful claimants. Line forms on the front and back covers are placed on the twenty-three floor of the Mutual building ... "The Greater Radio" is the program with which the Kate Smith pro-
gram are all sore at themselves be-
cause they were the choice of the perfect punch. Two weeks ago, the horse, "Kate Smith," ran at the Hana-
rah race track and won the race, paying off at odds of twenty-to-one.
HE WANTED TO BE AN ACTOR

On March 5 Radio Guide's candid-camera man, Gene Leser, turned actor, became a part of the Haven MacQuarrie program heard Sundays over NBC-Blue. Invited by MacQuarrie (above), the show's director, to act a bit, Gene did! Then he captured—in these pictures—the entire broadcast.

From 6,000 applicants each week, 20 are given a chance to act, must be at Hollywood's El Capitan Theater (above) 3 hours before airtime.

Opportunity of a lifetime before them, would-be actors and actresses must make the most of it, and needless to say, the ladies (above) make the most of their appearance. Although the chances are indeed slim, it may mean a radio or screen contract for one of these eager star hopefuls.

Just before airtime, important instructions are given. One is proper distance to stand from the mikes, shown by the chalkline above.

Veteran of the theater, MacQuarrie (left) conceived the idea for his present network series nine years ago. As he takes a last-moment glance at the script, Frank Hodek, the show's conductor, begins the theme music.

As their big moment arrives, many hopeful amateurs grow frantic, but are soon put at ease by sympathetic tutoring from MacQuarrie. Casting assistant is John Toi (left), who awaits a go-ahead signal from Hodek.
VOICE OF THE LISTENER

ASSERT YOURSELVES, MEN

VOL: Are men such weak and blind creatures that they can't see through
those most transparent and scheming
secretaries as in "Wife vs. Secretary"
and "John's Other Wife"—Mrs. L.
Rasche, Burlington, Ia.

"Wife vs. Secretary" and "John's
Other Wife," unfortunately, are both
programs designed for female listeners.
Trouble is, men know too well about
those secretaries to be interested in
such stories.—Ed.

ARMY BAND SWING

VOL: I'm a great fan of band music,
of which there is very little on the air,
compared with swing music. The U. S.
Army Band is a swell band, but oh!
when they try to play swing music it
makes me sick—L. Schoenwald, Bar-
rstown, N. Y.

OH! THAT ACCENT

VOL: One tires of the manner in
which the southern accent is ridiculed.
We do not speak that way. Radio must
and always should be cosmopolitan—
the melting-pot of speech.—Mrs. R. F.
Peterson, Temple, Texas.

No more puritan criticism of radio
can be made than of its dialects. They
profess broadcasting's potentials
for universal education, offend large
groups of citizens, spread malpractices
of speech among those who know no
better.—Ed.

DISCARD YOUR OLD AERIAL

$1 Complete

Do you own
Aerial set?

LITTLE AMERICAN ANTENNA
Cable阿根

Do you have an Aerial set
or any two or three connections
on your apparatus? Yes, then our
little American Antenna will
serve you well. It will improve
your aerial reception by more
than half. It is light. It is cheap.
It is easy to install. It is easy to
install. It is easy to install. It is
easy to install. It is easy to install.
It is easy to install. It is easy to
install. It is easy to install.

WHAT USES SAY

Personally, I am a fan of Gene Lester's
Great Old Aerial. It will improve the
reception in my radio. It will improve
the reception in my radio. It will
improve the reception in my radio.
It will improve the reception in
my radio. It will improve the
reception in my radio. It will
improve the reception in
my radio. It will improve the
reception in my radio.

Best actor and actress in the drama sketches are determined by audience
applause. Their reward: A screen test and hope of recognition. Left to
right: Fred Hane, Claire Fair, MacQuarrie (rear), and William Connors.

Radio Guide # Week Ending April 2, 1938
**On Short Waves**

**Edited by Chas. A. Morrison**

**President, International DXers Alliance**

**Log of Short-Wave Stations Whose Programs Are Listed**

(Many programs or call signs shown)

<table>
<thead>
<tr>
<th>Station</th>
<th>Country</th>
<th>Frequency</th>
<th>Program Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>W2XAF</td>
<td>United States</td>
<td>960 kHz</td>
<td>News, Sports, Weather</td>
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<tr>
<td>W2XAL</td>
<td>United States</td>
<td>690 kHz</td>
<td>News, Weather, Weather</td>
</tr>
<tr>
<td>W2XAK</td>
<td>United States</td>
<td>1390 kHz</td>
<td>News, Sports, Weather</td>
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<td>W2XDK</td>
<td>United States</td>
<td>580 kHz</td>
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<td>KKJ</td>
<td>Japan</td>
<td>730 kHz</td>
<td>Radio Opera, News</td>
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<td>Brazil</td>
<td>1270 kHz</td>
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<tr>
<td>KBC</td>
<td>Brazil</td>
<td>10000 kHz</td>
<td>News, Sports, Weather</td>
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</table>

**Times Indexed on this page are for Eastern Standard Time.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Cuban Adrianos &amp; American Music from Havana</td>
</tr>
<tr>
<td>8:00</td>
<td>New York City Opera: Charles B. D. Stockton as Count Almaviva in Le Nozze di Figaro</td>
</tr>
<tr>
<td>8:30</td>
<td>BBC Cambridge Boat Race to be run over the course Sat., 8:30 a.m. EST</td>
</tr>
</tbody>
</table>

**Radio Guide • Week Ending April 2, 1938**

![Image of a radio receiver with waves coming out]
"LET'S PLAY GAMES"  

BY GEORGE MARSHALL

In Brooklyn flat of Mr. and Mrs. Martin was as quiet as any Brook-lyn flat could be on a week-day night. Not a creature was stirring—not even a sponsor.

Mr. Martin was asleep in the arms of Morpheus. The last radio program he had listened to had a couple of comedians in it who could put anybody to sleep.

But Jane Martin hadn't listened to the program. She tossed and tossed, moaned the fact that she had drunk two cups of coffee at dinner.

Then suddenly she sat upright and started beating a rhythm on her husband's back.

"Arthur, Arthur," she shrieked, "wake up! I have an idea!"

Sleepily Arthur turned around. He wasn't interested in ideas just at the moment. Sleep wasn't so original, but it was mighty welcome!

Her greatest thrill is devising games that can be played by invalids. She has received a score of letters from patients in hospitals thanking her for the help she had rendered them.

Insisted on things easily understandable to her radio audience Jane illustrates the various stages of some of her games with a title-board.

"Let's Play Games" contributed one original idea to radio's current craze of participation programs which has clicked solidly: tongue-twisters.

Although her program is on the air only fifteen minutes a week, it is a sizable job.

Sunday is devoted to reading and reading out the fan mail. Jane prefers to do this in her Long Island home. Monday and Tuesday is file day. Each idea submitted, each game devised by the program's many listeners, is carefully cataloged, filed and checked to ascertain its originality.

Wednesday Jane confers with her sponsor and advertising agency. Thursday a rewrite of scripts is handled.

Friday is Jane's day. Each broadcast finds her, culture, carefully groomed. With each program the merry mistress of ceremonies appears in a new gown.

Although she had vague ideas during her high-school days about becoming a great actress, Jane is reconciled to receiving her wreaths for her entertaining radio work.

I' ALWAYS pitted a wallflower," says Jane, "and 'Let's Play Games' is an endlesse call to arms against everybody. Everybody likes to play games if he's in- volved into, and I get a kick out of know- ing that a lot of perennial wallflowers—the ones who've never been kissed in a spin—the bottle game—will be listening in somewhere and playing our games."

The success of "Let's Play Games" has helped the economic side of the Martin domain, but has done nothing to rectify the insomnia which her husband suffers from.

Jane's spouse is still a successful advertising man, but how long he can stick to his job is anybody's guess.

"Let's Play Games" is heard over WOR, WGN, and WAAB from 8:45 to 9:00 every Friday night.

Everybody loves to play games! That's what Jane Martin believed, and she proved it by making her weekly broadcast, "Let's Play Games," a popular feature.

"Well, what is it?" he asked dreamily.

"I got an idea for a radio pro- gram!"

The rest is history, unless you want to add the ringing of the Martin's house phone and the dialog on the other end, which dwindled; "Maisy Martin, will you all rush up? De ten- ants in de other apartments are fussin' up."

Jane Martin took her idea to Columbia. They agreed a program devoted to radio games was original and entertaining, but their schedule was loaded up with the Whitemen, Berries, Kostelanetz, Prof. Quizzes, Oakies, and Goodmans. Try again some time they said.

Still undiscouraged, she trekked to Mutual. A little fixing here and there, and before you could say "Let's Play Games" Jane Martin and her bedtime idea were on the air.

Eight weeks later Jane had a sponsor for her delightful assortment of tongue-twisters, I. Q.'s, memory puzzles, and unusual parlor games.

RADIO has brought the former Eve de Gallienne repertory company across a new experience—meeting the strangest kind of people—including an Eskimo from the Bronx.

She has to be careful never to offend her participants or let them get too far out of hand. Take the case of the kindly old school teacher from Jersey who guessed wrong with monotonous regularity and each time accepted Jane's challenges with these humble words: "Bless your heart, my dear, bless your heart."
**Program Selector Time Is Eastern Standard Time. Use This Table To Find Yours.**

The Program Selector is a classified index of network programs—listing each program by complete title under its particular classification—and can be utilized to find any one of the individual shows. For example: if the program is a comedy that you will find under the comedy classification, and you have a preferred show, you might find it under a same program it can also be found under "Comedy" or "Humor". Look for your favorite program in the "Program in the Eastern Standard Time, find your time in the table above, then turn in the box where the days overlap to find your specific program time.

### Eastern Standard Time

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<tr>
<th>Day</th>
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<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
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### Central Standard Time

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<th>NBC</th>
<th>ABC</th>
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<td>10:30</td>
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### Mountain Standard Time

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<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
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<tbody>
<tr>
<td>Friday</td>
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### Pacific Standard Time

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<tr>
<th>Day</th>
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<th>CBS</th>
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**LIGH T MUSIC**

**Sunday** American Band of Familiar Musicians, sopranos; Frank Wynn, tenor; Beach Boys, tenor; Kate Smith, soprano; and Philadelphia Orchestra. 9:25:30 p.m. CBS. Nevin Harris, tenor; Harry LeBlanc, tenor; and the Georgia Boys. 10:30 p.m. (12:30 p.m. for West) CBS. Earl Williams, tenor; and the Officials. 12:30 p.m. for West) CBS. (Continued on Next Page)
Noah's Ark.

If your throat is raw or dry with a coming cold, don't waste precious time on remedies that are ineffective or slow-acting. Delay may lead to a very serious illness. To kill cold germs in your throat, use the Zonite gargle. You will be pleased with its quick effect.

Standard laboratory tests prove that Zonite is 9.3 times more active than any other popular, non-penicillin antibiotic!

NOW ZONITE ACTS—Gargle every 2 hours with one teaspoon of Zonite to one-half glass water. This Zonite gargle benefits you in four ways: (1) Kills all kinds of cold germs at contact! (2) Soothes the rawness in your throat. (3) Relieves the pain of swallowing. (4) Helps Nature by increasing the normal flow of ciliary, health-restoring body fluids. Zonite tastes like the medicine it really is!

DESTROY COLD GERMS NOW—DON'T WAIT. Don't let cold germs knock you out. Get Zonite at your druggist now! Keep in your medicine cabinet. Be prepared. This is the first nifty little sign of rawness in your throat, start gargling at once. Use one teaspoon of Zonite gargle every two hours and you will find that Zonite's quick results will more than repay your effort.

Always gargle with Zonite at the first sign of a cold.
THE PHOTO WEEK

Tony Martin plays hookey from movie and radio chores to dance with his wife, Alice Faye, at Hollywood's La Conga cafe. Both are working on new movies, and Tony is a regular on Burns and Allen's Monday night NBC cast.

Edgar Lustgarten, 21, "baby" cellist of the NBC Symphony, played for Arturo Toscanini in his series.

On the air, too, in the NBC-Red five-a-week serial, "Dick Tracy".

Radio Guide • Week Ending April 2, 1938

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On the air, too, in the NBC-Red five-a-week serial, "Dick Tracy".

South American lore is in radio's "Ports of Call" transmissions. Above: Ambassador Colon Eloy Alfaro (center), of Ecuador, receives one for his national archives from David Davidson, agency man, and Dr. L. Rowe.

SERIAL

Sunday

Jehoshah at "Dr. Chris-

town" (12:30 p.m. for

west) CBS.

Manhattan Mother. 7 p.m.

CBS.

One Man's Family. (12:30

p.m. for west) NBC.

Tales of Today. 6:30 p.m.

NBC-R.

Monday

Ama's "Andy. Mon. thru

Fri. 7 & 11 p.m. NRC-R.

Arnold Grimm's Daughter.

Mon. thru Fri. 1:30 p.m.

Tuesday

Easy Answers. 6:30 p.m.

CBS.

Good Actors' Guild. Helen

Morgan. "Her Second

Husband." 7:30 p.m.

CBS.

The Johnson Family. Jimmy

Richardson, radio's One

Man's Family. Show. Tues.,

Thurs., Fri. 7:30 a.m. MBS.

Those We Love. Nun Gray.

Fri. 8:30 p.m. NBC-R.

Wednesday

Hallo, Peggy. Wed. & Fri.

5:15 p.m. NBC-R.

One Man's Family. 5 p.m.

Mon. thru Fri. 12:15 p.m.

west) NBC-R.

Thursday

Amateur Hour. Major Bowes.

5 p.m. CBS.

Good News of 1938. Robert

Lally. Mon. thru Fri. 8:30

p.m. NBC.

Kate Smith's Hour. Jack

Miller's orchestra; Vernon

Ericho, bandleader. 30 p.m.

for west) CBS.

Valle's Varieties. Tommy

Stein; Mina Puglia, com-

edienne. 8 p.m. NBC.

The People. Gabriel Reretta,

director; Mark Warnow's

orchestra. 7:30 p.m. CBS.

Friday

Hollywood Hotel. Ken Mur-

ray & Ortwell. comedians;

Marty Stuart, Frances

Langford, blues; Raymond

Pierce, master of cer-

emonies. 5:30 p.m. NBC.

Royal Crown Revue. George

Gishler's orchestra; Tim

Irvin, comedy team; Graham

McGhee, Golden Gate

Guitar Quartet. 9 p.m.

(12:30 a.m. for west) NBC.

Week in Review. Bing

Crosby; Bob Burns, comic-

edy team; Johnny Trotter's

Orchestra. 10 p.m. NBC.

Saturday

Family Farcy, Everett Mitch-

ell, master of cer-

emonies; Amster King,

songs; Joe DuMond; Jerry

Cooper, baritone; Louella

Parsons & Guests. 6 p.m.

CBS.

Jack Haley, comedian. Vir-

ginia Grey, Ray Whaley,

Weeny Barie; Warren Hall,

master of ceremonies. 10

p.m. (12:15 a.m. for west)

NBR.

Johnny Present. Jack John-

son's orchestra; Genevieve

Rowe, Three Harmonicas,

Ray Block & Swing Four-

tiers. 8 p.m. (11:15 p.m.

for west) CBS.

Kalmenow's Kindergarten.

Brun Kinman, 7 p.m. NBC.

National & Dance. Joe

Kelly. M.G.M.; Louis Aguirre.

Pro. Qual. 9 p.m. (12 mid.

for west) NBC.

Robert L. Rigler, Bill A.

Rigler's orchestra; Guests.

8 p.m. (mid. west) CBS.

Uncle Jim's Question Bee,

CBS.

Unlock the secrets of your texts with this powerful tool. It's free and easy to use.
EVERY director likes to have an Ethel Owen in his cast as insurance against casting worries. If his script calls for a hillbilly woman, there's no need to audition every actress who saw "Tobacco Road." Ethel Owen can do it. If the script calls for the voice of a queen, Ethel Owen can do that, too. The daughter of actor parents, Miss Owen was raised in a convent, where she piled up penance upon penance for her impersonations of sedate nuns. Widowed mother of 3 daughters, she receives income from "It Can Be Done," 8 other network shows.

Photographic Illustrations, Inc.
COMPLETELY CANDID: WHEN YOU'RE FAMOUS

SEVERAL years ago an enterprising photographer smuggled a camera into a League of Nations council chamber and emerged with a set of pictures of the most famous statesmen in the world as they looked when they thought themselves free from prying eyes—a group of weary old men, their poses abandoned, their real selves revealed. In the uproar following publication of these pictures editors realized strongly for the first time that what their readers wanted was camera artistry of this kind—off-guard shots of big-shots, snapped when they were unaware of the presence of the photographer. So began the invasion of the private lives of the great, the practises of trailing picture possibilities even into the sanctity of their own homes and stalking them openly in public places. In these pictures Radio Guide’s cameraman, Gene Lester, shows you just how candid the candid camera has become, how much photography has changed since the good old days of backdrops and tintypes.

Pictures Perpetrated by Gene Lester

Time was when a man could be alone with his thoughts in his bathroom, but the candid camera has changed all that. Baritone Barry McKinley is snapped in an unguarded moment.

A study in facial contortions is contributed, all unconsciously, by Orchestra Leader Hugh Barrett, wielding his razor.

Announcer Bill Stern, NBC sports authority, dozes in a barber’s chair, unaware of the candid camera’s click.

What the waterhole is to the huntsman the barber shop is to the cameraman, for it is here that he is most likely to find his prey plentiful, relaxed and off guard. Above: Bert Parks of CBS, one of the youngest announcers on the networks, exchanges quips with Orchestra Leader Johnny Green.

Whether Pat Padgett, of “Pick and Pat,” removes his pipe whilst shaving is still debatable. After taking this picture the photographer ran for his life!
NOTHING IS SACRED TO THE CAMERAMAN

"Candid-camera work is just a parade from bathroom to bathroom! Here is Pick Malone, likewise of "Pick and Pal," in mid-shave.

Bandleader Oscar Bradley, razor in hand, peers into a mirror, while the snooping camera's eye peers at Oscar Bradley.

This, ladies and gentlemen, is the Mad Russian, famed for his antics on the Eddie Cantor program, pictured as he shatters a legend that all Muscovites wear beards.

Swingmaster Tommy Dorsey, who prefers the newest thing in music, also prefers the newest thing in shaving. In his bedroom, he mows off his beard with an electric razor.

"Shoot the works!" Bert Parks has commanded, and while barber, manicurist and bootblack are engaged in shooting the works, Radio Guide's candid-camera man slipped unobtrusively into the shop, is engaged in shooting the shooting of the works—if you get what we mean.
BUNDLE FROM HEAVEN: Allan Jones, Jr., Makes His Bow

Allan Jones of "Good News of 1938" is full of song and bursts forth with arias on the slightest provocation. That's because he's happy—extremely happy—over the fact that he's Papa Jones again—"again" because Allan has another son, although he seldom sees him. When he was divorced by his first wife, she took their son to live with her. After many upsets, Allan found his way to Hollywood, where happiness awaited.

There he met success in the movies, and fell in love with Irene Hervey, actress, herself previously wed and the mother of a daughter. They married, and now comes Allan Jones, Jr., to complete their home.

When news of the imminent arrival came, Allan bounded the stairs, lost no time in his dash to the hospital. Forgotten at the moment were his duties as tenor soloist on the Thursday night NBC coffee hour.
Here is the first picture ever taken of John Allan Jones, Jr. He was born January 17 last, and faced the camera less than two weeks afterwards in his crib in the nursery of the Jones' Brentwood Heights home near Hollywood. Says Allan of the baby, "He doesn't cry, he croons." Should the child follow family traits, he will be a singer. Allan's father, a miner, became a singer, gave Allan his first music lessons.
LESSON IN SINGING: Two Stars Show Two Methods

Methods of voice-instruction depend largely upon the type of singing being taught. Swing, for example, is based on warmth of voice and phrasing. Operatic singing is traditional routine. Elisabeth Rethberg (right) is one of many top-rank artists studying under New York's Estelle Liebling (center), sister of Radio Guide Music Editor Leonard Liebling. Already skilled in vocal technique, Mme. Rethberg is mastering the mike.

Radio demands perfection that must come from training with radio equipment. Miss Liebling has a complete studio, does her coaching from control-room under regular broadcast conditions. Only students with a good knowledge of singing are permitted by Miss Liebling to study microphone technique. First course consists of 12 lessons, covers such subjects as distance, shading, diction, volume, poise. Note control-booth in rear.
Joan Edwards, on NBC and CBS, is the “blues” type, trains for warmth and “umph” rather than vocal technique. Ray Bloch coaches her in bringing out the mood of the song.

Mood, to the profession, means “putting feeling into the song” or “making it live.” Best quality and control come from diaphragm breathing. If books move up and down, Joan knows she is breathing correctly. Lack of such movement indicates chest breathing.

The expression of the mood depends largely upon word phrasings. The ear is the only good judge of sound-phrasing, but physical position of mouth and throat influence that sound. One method of self-observation in such rehearsals is to work before a mirror.

Broadcast visitors note many singers cup a hand behind an ear to hear true tones. Singing in a corner achieves same results.

Most artists have ambitions for the stage and films, which means their talents must be developed for the seeing audience as well as the microphone. It isn’t always easy to sing well and look nice while doing it. Ray Bloch coaches Joan in such tricks that mean the difference between success and failure.

Photographed by Gene Lester and Gus Raie
Introducing Henry! He’s just an ordinary cat—the alley breed—but under the tutelage of Alice Frost he has mastered many tricks; fits the saying, “He’s the cat’s pajamas.”

The two-year-old feline does such tricks as rolling over, jumping through hoops, standing on his hind feet, staying in one place for hours when told, and sitting at the piano as above. His only eccentricity is his refusal to eat raw meat of any kind.

Henry is an ardent radio fan, lies for hours “just listenin’.” The cat’s mistress, Miss Frost, is one of New York’s most versatile actresses, plays the title role in “Big Sister” on CBS, is also heard on “There Was A Woman,” “The Shadow,” “Johnny Presents,” “Grand Central Station,” and is appearing in two Broadway shows, “Julius Caesar” and “Shoemaker’s Holiday.” Her husband, Robert Foulk, is a Broadway actor.
THIS WEEK'S PROGRAMS

Sunday
March 27

MORNING
8:00 a.m. CST
NWCast Coast to Coast on a Bus
KABC BC, New York
WCBS Radio News
WOR The Bible Church
WCBS-FM Classical Music
WABC 780 AM
WNYC National

9:00 a.m. CST
NWCast Coast to Coast on a Bus
KABC BC, New York
WCBS Radio News
WOR The Bible Church
WCBS-FM Classical Music
WABC 780 AM
WNYC National

9:15 a.m. CST
WCBS Children's Classics A
WOR Bible School
WABC Future
WABC Just For Kids

10:15 a.m. CST
WABC Children's Classics B
WOR Bible School
WABC Future
WABC Just For Kids

10:30 a.m. CST
NWCast Coast to Coast on a Bus
KABC BC, New York
WCBS Radio News
WOR The Bible Church
WCBS-FM Classical Music
WABC 780 AM
WNYC National

11:00 a.m. CST
WABC Children's Classics C
WOR Bible School
WABC Future
WABC Just For Kids

NOON
WABC Children's Classics D
WOR Bible School
WABC Future
WABC Just For Kids

WOMEN

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Deborah Allensworth, 2525 S. Dearborn St., Chicago, Ill.

WEEDEN DOROTHIES

Dept. R.,
Hines, California

ALDEN EDKINS
SONG RECITAL

SUNDAY MORNINGS 9:30 to 11:45 a.m.

WOMEN'S SERVICES AND CONCERTS

Radio Guide • Week Ending April 2, 1938

27
Good listening for today

Machines which will broadcast these programs may be found in the following cities:

3:00 PM - 4:00 PM
Philadelphia Orchestra, Eugene Ormandy, conductor, Eugene Ormandy, conductor, NBC, Red

3:30 PM - 4:30 PM
University of Maryland Band, Albert Good, conductor, WBNR, Columbia, NBC, Red

4:00 PM - 5:00 PM
Philadelphia Orchestra, Eugene Ormandy, conductor, NBC, Red

4:30 PM - 5:30 PM
University of Maryland Band, Albert Good, conductor, WBNR, Columbia, NBC, Red

5:00 PM - 6:00 PM
Philadelphia Orchestra, Eugene Ormandy, conductor, NBC, Red

5:30 PM - 6:30 PM
University of Maryland Band, Albert Good, conductor, WBNR, Columbia, NBC, Red

6:00 PM - 7:00 PM
Philadelphia Orchestra, Eugene Ormandy, conductor, NBC, Red

6:30 PM - 7:30 PM
University of Maryland Band, Albert Good, conductor, WBNR, Columbia, NBC, Red

7:00 PM - 8:00 PM
Philadelphia Orchestra, Eugene Ormandy, conductor, NBC, Red

7:30 PM - 8:30 PM
University of Maryland Band, Albert Good, conductor, WBNR, Columbia, NBC, Red

8:00 PM - 9:00 PM
Philadelphia Orchestra, Eugene Ormandy, conductor, NBC, Red

8:30 PM - 9:30 PM
University of Maryland Band, Albert Good, conductor, WBNR, Columbia, NBC, Red

9:00 PM - 10:00 PM
Philadelphia Orchestra, Eugene Ormandy, conductor, NBC, Red

9:30 PM - 10:30 PM
University of Maryland Band, Albert Good, conductor, WBNR, Columbia, NBC, Red

10:00 PM - 11:00 PM
Philadelphia Orchestra, Eugene Ormandy, conductor, NBC, Red

10:30 PM - 11:30 PM
University of Maryland Band, Albert Good, conductor, WBNR, Columbia, NBC, Red
Good Listening for Today

Tuesday March 29, 1938

Radio Guide • Week Ending April 2nd, 1938

WTMJ: "Rich Picture of a King," Tues. at 7:30 PM

WTM - 1200 - "Rich Picture of a King," Tues. at 7:30 PM

Good Listening for Today

12:00 CST SWEDISH AMERICAN TERCENTENARY CELEBRATION, NBC

1:00 CST AMERICAN SCHOOL OF THE AIR, guest, CBS.

Night

6:30 CST "FAMOUS ACTORS' GUILD" with Helen Menken, in "Rip Van Winkle," broadcast from the Forum, NBC.

7:00 CST JOHNNOY PRESENTS Russ Morgan's orchestra; Jack Johnstone's drama; Gene Gehrke's "BushingTown," three harmonicas; Glenn Cross; Floyd Sherrard, NBC Red.

7:30 CST "B.T.G.W.," town," broadcast with Edward G. Robinson and Claire Trevor, CBS.

7:30 CST IT CAN BE DONE; Edgar A. Guest, Marian Franck, Famous Masters' orchestra; NBC Red.

7:30 CST AL JOLSON SHOW with Martha Raye, Parkyakarkus, Victor Young's orchestra; Ned Tobin's ghost.

8:00 CST WATCH THE FUN GO BY, Al Pearce's Gang and Carl Hoff's orchestra; CBS.

8:30 CST FIBBER McGEE and MOLLY with Clark Dennis, Joan Winkler, Billy Mills' orchestra, NBC Red.

8:30 CST BENNY GOODMAN'S ORCHESTRA; Eddie Cantor, guest, CBS.

AFTERNOON

12:30 CST SWEDISH AMERICAN TERCENTENARY CELEBRATION, NBC

1:30 CST AMERICAN SCHOOL OF THE AIR, guest, CBS.

The stories of your life are written in heaven. For pictures of Alice Frost of the first Swedish American School outside of Sweden, visit www.americanradiohistory.com
Monday, March 29

Tuesday, March 30, 1938

Wednesday, March 30, 1938
Wednesday March 30

Good Listening for Today

Bobby Hobby, Harry Selwyn, and the Three Notes: The Levins Orchestra (Chesterfield) 8:00

CSI: Forensic Laboratory 8:00

Richard's House: "The Lost Children" 8:00

NIGHT

615 CST HOBBY LOBBY, Dave Elman, director; Stuart Allen, Harry Saltzer's orchestra and guests, CBS.

7:00 CST CAVACADE OF AMERICA, dramatization of the life of Charles Dartmouth.

7:00 CST ONE MAN'S FAMILY, NBC, Red.

7:30 CST BEN BERNIE AND ALL THE LADS with Lew Lehr, Jane Pickens, Buddy Clark, CBS.

8:00 CST CHESTERFIELD PROGRAM with Grace Moore, Andre Kostelanetz' orchestra, Deems Taylor, CBS.

8:00 CST KAY VY vSEN'S COLLEGE OF MUSICAL KNOWLEDGE, NBC, Red.

11:30 CST LIGHTS OUT, experimental drama featuring Boris Karloff, NBC-Red.

CBS

CBS: The Lads, songs: WSB.

CBS: News, Central's, songs: WSB.

CBS: News, Chicago's, songs: WSB.

CBS: News, New York's, songs: WSB.

CBS: News, Washington's, songs: WSB.

CBS: News, Detroit's, songs: WSB.

CBS: News, Philadelphia's, songs: WSB.

CBS: News, Los Angeles's, songs: WSB.

CBS: News, Minneapolis's, songs: WSB.

CBS: News, Boston's, songs: WSB.

CBS: News, Chicago's, songs: WSB.

CBS: News, New York's, songs: WSB.

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CBS: News, Philadelphia's, songs: WSB.

CBS: News, Los Angeles's, songs: WSB.

CBS: News, Minneapolis's, songs: WSB.

CBS: News, Boston's, songs: WSB.
Good Listening for Today

NIGHT

700 CST CITIES SERVICE CONCERT with Lu-elle Manners, Dr. Frank Black, conductor; NBC-Red

7:30 CST PAUL WHITEMAN'S ORCHESTRA; Mildred Bailey, guest, CBS.

8:00 CST HOLLYWOOD HOTEL with Frances Langford, Jerry Conners, James Jolson, Lena Parsons, Ken Murray and Oswald, Marilyn Stuart, Ray Noble's orchestra; Charles Winninger and Alice Brady, guests, CBS.

9:00 CST MADISON SQUARE GARDEN BOXING BOUT; Fred Apostoli & Glenn Lee, NBC-Blue.

9:00 CST THE CINTHоп SHOPPING TUNES with Dell Sharbutt, June Kennedy, Bubams Edith, Nancy Conner, quarter, gin club, orchestra; Dana Sevare, guest, CBS.

10:00 CST JOE LOUIS vs. HARRY TOMPSON BOXING BOUT; NBC-Red.

Radio Guide • Week Ending April 2, 1928

April 1928
Radio Guide - Week ending April 2, 1938

Frequencies

KNOX-AM 1350
KDA-1330
KIL-1290
KWKX 1310
KMPX 1300
KAFM 1290
KBBR 1280
KOLS-AM 1260
KWKX 1240
KSDK 1200
KDKF 1190
KMOX 1170
WCCO 1160
WOCX 1140
WMBD 1100
WDRB 1090
WDBM 1080
WBBF 1070
WJBC 1050
WEGK 1040
WBCO 1030
WBON 1020
WEXL 1010
WIRE 970
WTIO 960
WJZ 950
WBZ 930
WCBS 890
WJZ 880
WBCN 870
WNLW 860
WBZ 850
WWRM 840
WGBR 830
WJZ 820
WOCX 810
WCEI 800
WBER 790
WBOB 780
WBBR 770
WALT 760
WDRQ 750
WOFN 740
WDBB 730
KRUE 720
WJYI 710
WAVO 700
WCMX 690
WJYI 680
WTCO 670
WIBF 660
WHER 650
WCCO 640
WILC 630
WJBC 620
WTRB 610
WIBA 600
WIGI 590
WKMP 580
WANP 570
WODE 560
WJIB 550
WBBF 540
WQW 530
WJVE 520
WJZ 510
WJSR 500
WSMO 490
WURI 480
WJCT 470
WOCI 460
WAMZ 450
WNGU 440
WBOS 430
WQQQ 420
WJZ 410
WOCX 400
WQBO 390
WBYM 380
WHSU 370
WJIB 360
WAMZ 350
WILC 340
WJOY 330
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WJCT 310
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WILC 100
WJOY 90
WQW 80
WJCT 70
WOCI 60
WAMZ 50
WILC 40
WJOY 30
WQW 20
WJCT 10
WOCI 0

4:15
WIBC Don Wooden in the News (WIBA WOBO WBBR)

4:30
CBS Life in Sunday's South (WBBR)

4:35
WJBC-1200 WJBC-1200

WIRE

5:00
WCTF-News: Disney, Eddy, Book; WIBA WBBR

5:05
NCA-Education in the News (WWV, WBBR)

5:10
WJBC-1200 WJBC-1200 WJBC-1200

5:15
WIBA WBBR

5:20
WTMJ-Down

5:25
WSUI-Waltz

5:30
WMBD-Bargain Counter

5:35
WCLS-For Your Information

5:40
CBS

5:45
WGN-Weather Report

5:50
WFAM-Periscope

5:55
IVISN-Even

6:00
gate):

6:05
WIBA WIRE

6:10
The Grofe's Orch.;

6:15
as You

6:20
WJR-Melody

6:25
KWK-The Key

6:30
WGBR

6:35
WCGA

6:40
WLW-The Minstrel

6:45
WOCX-Second Year

6:50
WSUI-Storyteller

6:55
WIBA WIRE

7:00
Majestic-Orchestra

7:05
WBBR-News

7:10
WJBC-1200 WJBC-1200

7:15
Jack Armstrong, sketch; WTMJ

7:20
KSD-Master Singers & Ringers

7:25
WAFB-Bureau of Information

7:30
WBBR-Kitty Arene, Ine.

7:35
WBBR-Go Merry, Snow

7:40
WWDM-Late Night News

7:45
WIBH-Hilltop, sketch

7:50
WIN Stamp Man

7:55
WKBH-Kiddie's Hour

8:00
WMAQ Dick Tracy

8:05
WMBI-Twilight Moonglow

8:10
WMCN Orchestra, sketch

8:15
WIBA WIRE

8:20
World-Film Of The Week: Thursday

8:25
WOCO-Orchestra (Sun)

8:30
WIBA WIRE

8:35
KSD-Henrik Willem Van Loon

8:40
The Four of Us: WENR

8:45
WIBA WIRE

8:50
WIBA WIRE

8:55
KSD-Narrow Bridge on the chicago river

9:00
CBS

9:05
WBBR-News

9:10
Fischer's Orchestra

9:15
KSD-Jack Armstrong, sketch

9:20
KSD-Kiddie's Hour

9:25
WIBA WIRE

9:30
KSD-Three Plants, sketch

9:35
KSD-Linwood, sketch (Sun

9:40
KSD-Sports

9:45
KSD-Weather

9:50
KSD-Weather

9:55
KSD-Fisherman's Wharf

10:00
CBS

10:05
WIBA WIRE

10:10
KSD-Weather

10:15
CBS

10:20
WIBA WIRE

10:25
KSD-Weather

10:30
CBS

10:35
WIBA WIRE

10:40
KSD-Weather

10:45
CBS

10:50
WIBA WIRE

11:00
CBS
PUBLICATIONS

MORNING

7:00 am CST
NBC Melodies Chimes, children's stories (sw-21.5)
WCFL Saturday Morning Stories (sw-15.2)
WLS Saturday Serenade (sw-21.5)
WIND Saturday Serenade (sw-21.5)
WDBL Saturday Serenade (sw-21.5)

8:00 am CST
WBBM Saturday Serenade (sw-15.2)
WAFB Saturday Serenade (sw-21.5)
WIND Saturday Serenade (sw-21.5)
WXRQ Saturday Serenade (sw-21.5)

9:00 am CST
WLS Saturday Serenade (sw-21.5)
WAFB Saturday Serenade (sw-21.5)
WIND Saturday Serenade (sw-21.5)
WXRQ Saturday Serenade (sw-21.5)

10:00 am CST
WBBM Saturday Serenade (sw-15.2)
WAFB Saturday Serenade (sw-21.5)
WIND Saturday Serenade (sw-21.5)
WXRQ Saturday Serenade (sw-21.5)

11:00 am CST
WBBM Saturday Serenade (sw-15.2)
WAFB Saturday Serenade (sw-21.5)
WIND Saturday Serenade (sw-21.5)
WXRQ Saturday Serenade (sw-21.5)

afternoon

3:00 pm CST
WBBM Saturday Serenade (sw-15.2)
WAFB Saturday Serenade (sw-21.5)
WIND Saturday Serenade (sw-21.5)
WXRQ Saturday Serenade (sw-21.5)

4:00 pm CST
WBBM Saturday Serenade (sw-15.2)
WAFB Saturday Serenade (sw-21.5)
WIND Saturday Serenade (sw-21.5)
WXRQ Saturday Serenade (sw-21.5)

5:00 pm CST
WBBM Saturday Serenade (sw-15.2)
WAFB Saturday Serenade (sw-21.5)
WIND Saturday Serenade (sw-21.5)
WXRQ Saturday Serenade (sw-21.5)

6:00 pm CST
WBBM Saturday Serenade (sw-15.2)
WAFB Saturday Serenade (sw-21.5)
WIND Saturday Serenade (sw-21.5)
WXRQ Saturday Serenade (sw-21.5)

7:00 pm CST
WBBM Saturday Serenade (sw-15.2)
WAFB Saturday Serenade (sw-21.5)
WIND Saturday Serenade (sw-21.5)
WXRQ Saturday Serenade (sw-21.5)

8:00 pm CST
WBBM Saturday Serenade (sw-15.2)
WAFB Saturday Serenade (sw-21.5)
WIND Saturday Serenade (sw-21.5)
WXRQ Saturday Serenade (sw-21.5)

9:00 pm CST
WBBM Saturday Serenade (sw-15.2)
WAFB Saturday Serenade (sw-21.5)
WIND Saturday Serenade (sw-21.5)
WXRQ Saturday Serenade (sw-21.5)

10:00 pm CST
WBBM Saturday Serenade (sw-15.2)
WAFB Saturday Serenade (sw-21.5)
WIND Saturday Serenade (sw-21.5)
WXRQ Saturday Serenade (sw-21.5)
Saturday

April 2

OLD BOOKS WANTED

We pay cash prices for thousands of different titles, including rare and out-of-print books, paying as high as $100 per book. For example, we recently paid $200 for a copy of "The Great Gatsby.

Please bring your books, magazines, and other collectibles to any of our locations.

Call or visit us today!

Radio Guide • Week Ending April 2, 1938

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RAVIOLO'S X-WORD PUZZLE

NEW FREE BOOK Important to Victims of

ONLY $5.00 REGAIN YOUR HAIR.
SEND NO POSTAGE.

AMAZING INVENTION GROWS
Hair in Many Thousands of Cases

GUARANTEED TRIAL OFFER
You men who have tried
everything else—men who are losing
your hair—and are rapidly approaching
those ravishing baldness—you
who have given up hope of ever
having hair—YOU are invited
to try the Rand Hair Growing
Machine on our amazing Guaranteed Offer.
Stop being laughed at behind your back.
Stop being called 'Baldy!'

NEW HAIR IN 90 DAYS!
The secret time it takes
your hair to grow is
just the case, but once
new hair appears, it
is no less than 90 days
before your new
hair is visible.

The illustrations above
exhibit the Rand pro-
cedure of growing
new hair. A man—no less
than 90 days, as shown above—
will be seen to show
his new hair through
the comb. At right is a strong,
active hair, while at
left is the Rand Hair
Growing Machine,
which is the only
known method of
stimulating hair.

AMAZING REPORTS FROM USERS!
The Rand is simple in use. Wash up
in your favorite—place brush over
hair and rinse out. No more
—That's all. No water
is used to create
intermittent vac-
uum. Men and women
are using it.

HORIZONTAL
1. 6: Star in the portrait
2. Mahal
3. 19: Fastest
4. 25: Ring from
5. 34: Head, baldness
6. 42: Right
7. 50: Voice
8. 54: Headache
9. 63: Myra
10. 70: Tattle
11. 77: Pint
12. 85: Bear
13. 91: Bird

VERTICAL
1. 20: All girl
2. 25: C and J
3. 30: A. W.
4. 35: Window
5. 40: B. B.
6. 45: A. F.
7. 50: I. H.
8. 55: A. S.
9. 60: A. D.
10. 65: For.
11. 70: R. B.

SOLUTION TO PUZZLE
Given Last Week

64. Salt-water fish
65. Vase
66. Long
67. Unite by fusion
68. Affirmative
69. Cornelia—Skinny, mon.
70. Mark of past injury
71. Artfully running

MR. FAIRFAX KNOWS ALL

Mr. Fairfax, a traveling salesman, was
visiting New York City.

He asked a local grocer about
the best place to stay.

The grocer replied,
"You should stay at the
Fairfax Hotel. It's
right downtown and
very convenient."

Mr. Fairfax thanked the grocer
and proceeded to stay at the
Fairfax Hotel.

The next day, Mr. Fairfax
asked the grocer about
the best restaurant
in town.

The grocer replied,
"You should try the
Fairfax Restaurant. It
has the best food in
the city."

Mr. Fairfax thanked the grocer
and proceeded to visit the
Fairfax Restaurant.

The day after that, Mr. Fairfax
asked the grocer about
the best place for
entertainment.

The grocer replied,
"You should go to the
Fairfax Theater. It's
right downtown and
very convenient."

Mr. Fairfax thanked the grocer
and proceeded to attend the
Fairfax Theater.

The grocer was
surprised when Mr. Fairfax
asked about
the best place for
tattooing.

The grocer replied,
"I'm sorry, but you
can't get a tattoo here."

Mr. Fairfax thanked the grocer
and said, "Oh well, I'll just
stay at the Fairfax Hotel.
"
So You Like Contests?

Your Opportunity Guide

Times shown under radio contests are EST; for CST subtract 1 hour; MST, 2 hours; PST, 3 hours

$50,000.00 CASH

PRIZES: (Weekly) $1,000.00 cash; ten prizes, each $50.00; fifty prizes, each $10.00.

TO ENTER: Complete the sentence, "I like Royal Crown..." in twenty-five additional words or less. Contests may be won at participating radio stations, and will be won by the first person to correctly complete the Top 10 Contest. 

First ten winners each week announced on the air. For more facts, listen to the "Royal Crown Revue," NBC, 9:00 a.m. 

$1,000.00 A DAY

PRIZES: (Daily) One $100 bill and forty Emmy Awards available at grocery stores. 

TO ENTER: Complete the sentence, "I believe Father's..." in twenty-five additional words or less. Every day a person from each participating radio station will be selected and fifty prizes, each $100, will be given. 

For more facts, listen to "Fathers' Day Special," NBC, 9:00 a.m. and 11:00 a.m. 

$1,50.00 FOR A NAME

PRIZES: (Grand) Ist, $1.00; 2nd, $50; 3rd, $10.00; twenty-five additional prices, each $10; thirty prizes.

TO ENTER: Submit a name for a six-week-old named Choo Choo puppy to an official entry blank. The puppy is the fourth generation of Choo Choo's, raised on Pard Dog Food, Pard Dog Food, Inc., 303 Howard-Clark Building, Cincinnati, Ohio. 

For more facts, listen to "Peppe's Young Family," Monday through Friday, NBC-Blue, 11:05 a.m. and 1:05 p.m. EST, and for the West, NBC-Red, 12 noon and 2:05 p.m. 

$29,130.00 CASH AND MERCHANDISE

PRIZES: (Weekly) 1st, $1,000 cash; ten prizes, each a Westinghouse vacuum cleaner.

TO ENTER: Flash in twenty-five additional words containing the name, Pard Dog Food, and the name of a poem in which Pard Dog Food is mentioned, to an official entry blank. 

For more facts, listen to "Win and Soda," Monday through Friday, NBC-Blue, 11:30 a.m. and 1:30 p.m. on the air, and for the West, NBC-Red, 12:30 p.m. PST.

$8,000.00 IN CASH

PRIZES: (Grands) 1st, $5,000; next 50 prizes, each $100; 100 prizes, each $100. 

TO ENTER: Each bar of Gold Medal flour now on the market contains an entry blank. The product is also served in restaurants. The 100 winners from each city will be listed in the stores. 

For more facts, listen to current contest advertisements or Radio Guide, Jan. 15, 1938.

$25.00 PRIZES

PRIZES: (Weekly) Six prizes of $25 each.

TO ENTER: Enter on the form supplied for use on the air, with current answers, to "So You Like Contests?" c/o CBS, New York City.

Your "Opportunity Guide" lists current contests in the first issue of each month. Each issue includes an exciting new thing to do, how to win individual winning tips! Send your contest questions to "So You Like Contests?" Dept. GC, Radio Guide, July 3, Plymouth Court, Chicago, III.

$50,000.00 CASH

PRIZES: (Monthly) for ten winners: Ist, $1,000; 2nd, $500; 3rd, $250; 4th, $100; 5th, $50; 6th, $25; 7th, $10; 8th, $5; 9th, $2. 

TO ENTER: Submit a slogan consisting of six words or less, expressing your idea of what a good contest should be. Entry blank available at P&G stores. 

For more facts, listen to "Contest Quiz," CBS, Sat., 9:30 a.m. and 2:05 p.m. EST. For the West, MST, 10:30 a.m. and 2:35 p.m. 

$10,000.00 CASH

PRIZES: (Grands) 1st, $1,000; 2nd, $500; 3rd, $250; 4th, $100; 5th, $50; 6th, $25; 7th, $10; 8th, $5; 9th, $2. 

TO ENTER: Submit a story or poem in which you explain what you would like to win. 

For more facts, listen to "Father's Day Special," NBC, 9:00 a.m. and 11:00 a.m.

$1,000.00 CASH

PRIZES: (Grands) Ist, $500; 100 prizes of $5 each.

TO ENTER: Using not more than ten words, give your opinion of Crystal O'Mint Life Savers, the candy mint. Use the contest card available at drug stores and cigarette stores for submitting entry. "San Francisco": "Like Life Savers."

For more facts, see current issue of Cricket or Radio Guide. Feb. 12, 1938.

$100.00 CASH

PRIZES: (Weekly) One hundred dollars cash for the first "opportunity" to use the phrase "Get rid of yourlève!" in any public place.

TO ENTER: Enter in the form provided for entry. 

For more facts, listen to "So You Like Contests?" Dept. GC, Radio Guide, Jan. 15, 1938.

$500.00 FOR LIMESTRICKS

PRIZES: (Grand) Ist, $1,000; 2nd, $500; 3rd, $250; 4th, $100; 5th, $50; 6th, $25; 7th, $10; 8th, $5; 9th, $2. 

TO ENTER: Complete the questions correctly answering in words "Movie Star Sightings" stories. Entries must be sent in within the contest period. 

For more facts, listen to "Contest Quiz," CBS, Sat., 9:30 a.m. and 2:05 p.m. EST. For the West, MST, 10:30 a.m. and 2:35 p.m. 

$50,000.00 CASH

PRIZES: (Weekly) 1st, $1,000; 2nd, $500; 3rd, $250; 4th, $100; 5th, $50; 6th, $25; 7th, $10; 8th, $5; 9th, $2. 

TO ENTER: Submit a correct answer to the question "What is the name of the prize in the contest?" This is a test of general knowledge. 

For more facts, listen to "Contest Quiz," CBS, Sat., 9:30 a.m. and 2:05 p.m. EST. For the West, MST, 10:30 a.m. and 2:35 p.m. 

$9,500.00 FOR LIMESTRICKS

PRIZES: (Grand) Ist, $1,000; 2nd, $500; 3rd, $250; 4th, $100; 5th, $50; 6th, $25; 7th, $10; 8th, $5; 9th, $2. 

TO ENTER: Submit a correct answer to the question "What is the name of the prize in the contest?" This is a test of general knowledge. 

For more facts, listen to "Contest Quiz," CBS, Sat., 9:30 a.m. and 2:05 p.m. EST. For the West, MST, 10:30 a.m. and 2:35 p.m. 

Wilmer Shepherd, the contest con- artist, really is a mastermind, representing a different level of creativity in the world of contests.
Look this way for MORE PLEASURE

Three things that add up to more smoking pleasure...

Chesterfield's refreshing mildness...

good taste... and appetizing aroma

They Satisfy...millions