COMPLETE PROGRAMS FOR WEEK ENDING APRIL 23

Radio Guide

TEN CENTS

EASTER SUNDAY
AT THE LITTLE CHURCH AROUND THE CORNER IN VIVID PICTURES

Hal Kemp Starts New Show on CBS Tuesday, 10 p.m. EST
OFFICIAL STAR OF STARS BALLOT
My Choice for the Best Female Classical Singer is ____________________________
My Choice for the Best Male Classical Singer 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 23.

RADIO GUIDE'S ANNUAL STAR OF STARS POLL

THIS WEEK — MOST POPULAR CLASSICAL SINGERS

RIGHT now Mr. and Mrs. America are choosing their entertainment for 1938! They are letting big broadcasting officials and sponsors alike know which shows and stars are first in their listening habits. More than this, they are supporting those favorites in Radio Guide's Annual Star of Stars Poll.

Swinging into the sixth week of its fifth year, Radio Guide's great 1938 poll reaches the half-way mark. To miss voting one single week in this year's election is to miss a chance to support one of your favorites. For this year, unlike other years, fans may vote for one, and only one, classification each week. For instance, voting the first week of the poll was limited to the most popular musical program on the air. "One Man's Family" repeated its victory of former years and ran away with top dramatic honors. The third poll has named Irene Wicker's show as radio's most popular children's program.

This week listeners will engage in a battle of ballots to determine the most popular male and female classical singers on the air. To these classical singers, listeners owe a debt of gratitude. No more is their grand song limited to big cities and opera centers. Radio has changed all that.

Last year, winners in the classical singers division were: First, Nelson Eddy; second, Lanny Ross; third, Grace Moore; fourth, Deanna Durbin; fifth, Lily Pons; sixth, Jessica Dragonette; seventh, Gladys Swarthout; eighth, Richard Crooks; ninth, Lawrence Tibbett; tenth, Nino Martini; eleventh, Margaret Speaks; and twelfth, Jeanette MacDonald.

Who are your choices for honors as the best male and female classical singers in radio? Help your favorites now by filling in the ballot above and mailing it to Radio Guide's Star of Stars Editor, 731 Plymouth Court, Chicago, Illinois. It is good for only this week's poll. It must be mailed before midnight, Saturday, April 23.

Turn to Page 15 for results in the Children's Program Election!

WEEKLY SCHEDULE OF THE STAR OF STARS POLLS

6. Most popular classical singers—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 Stars—June 4 issue, on sale May 26

Vote for your favorite every week!

RADIO GUIDE

M. L. ANNENBERG, Publisher
CURTIS MITCHELL, Editor
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Turn to Page 15 for results in the Children’s Program Election!
THIS WEEK

MANY EXCELLENT SPECIAL AND REGULAR PROGRAMS TO BE ON THE AIR DURING EASTER WEEK

SUNDAY, APRIL 17

Sunrise Service ... from Colorado
Easter Program—NBC-Red, 8:30 a.m. EST.

Easter sunrise services from "The Garden of the Gods" were inaugurated in 1921. This year the message will be delivered by the Rev. Harry S. Kennedy, with music provided by 300 members of the Colorado Springs High School A Cappella Choir.

Bob Trout ... Easter parade
Park Avenue Easter Parade—CBS, 12:30 p.m. EST.

Trout, assisted by society girl and model, Cobina Wright, will describe the fashionable Easter parade up and down Fifth Avenue. Miss Wright will help him in pointing out prominent society people, also help in describing their costumes.

Easter ... East and West Fashion Parade—NBC-Red, 1 p.m. EST.

Styles on New York's Fifth Avenue, Washington's fashionable Connecticut Avenue, and Main Street in Sandwich, Illinois, will be compared. Listeners will hear George Hicks, New York; Mary Mason, Washington; and Mrs. Hedwig Easter, Sandwich.

Gladys Swarthout ... for Ford
"Sunday Evening Hour"—CBS, 9 p.m. EST.

A Missouri lass, Miss Swarthout came all the way from the small town of Deepwater to dazzle opera-goers and screen fans with her mezzo-soprano voice. Sunday she'll be heard with the Ford orchestra under the direction of Jose Iturbi.

South America ... its struggle
"Brave New World"—CBS, 11 p.m. EST.

South America's struggle for learning, from the opening of the first university in Lima in 1551 to the establishment of the latest rural school in illiterate districts of Mexico, will be the subject of "Brave New World's" dramatization this Sunday.

MONDAY, APRIL 18

Egg Rolling Contest ... at the White House
Easter Egg Rolling Contest—NBC-Blue, 9:30 a.m. EST.

Tuners-in to this program will hear a description of the annual Easter egg rolling contest on the White House lawn. Both the President and Mrs. Roosevelt are expected to witness the event, and it is also expected that Mrs. Roosevelt will speak.

President Roosevelt ... Play ball!
Senators vs. Athletics—NBC-Blue and MBS, 2:45 p.m. EST.

Listeners will hear all the pomp and ceremony of the 1938 baseball season opener between the Washington Senators and the Philadelphia Athletics. Following annual custom, the President of the United States will toss out the first ball.

Baseball preview ... for 1938
Sports Announcers Baseball Round-up—CBS, 4 p.m. EST.

A peek at the prospects and hopes of each of the sixteen big-league teams will be afforded the nation's sports fans when baseball experts in eight cities conduct a verbal preview. These experts will tell of teams' hopes for the season.

Deanna Durbin ... in film preview
"Lux Radio Theater"—CBS, 9 p.m. EST.

A radio version of Deanna Durbin's latest starring movie, "Mad About Music," will be heard during this program. Gail Patrick and Herbert Marshall will also be in the cast, and Miss Durbin will sing several songs from the film.

TUESDAY, APRIL 19

Douglas Fairbanks, Jr. ... visits Al
"Al Jolson Show"—CBS, 8:30 p.m. EST.

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

Famous for his grand characterizations in many great motion pictures, Douglas Fairbanks, Jr., is a favorite of millions of movie-goers. As Al's guest, he'll be heard in an amusing skit.

Hal Kemp ... begins new series
"Time To Shine"—CBS, 10 p.m. EST.

Under the sponsorship of the Griffin Manufacturing Company, Inc., this musical broadcast will feature the distinctive dance rhythms of Hal Kemp and his orchestra. With Kemp will be Rosalind Marquis, Bob Allen and Saxie Dowell.

War ... as students see it
"Campus Comment"—NBC-Blue, 11:15 p.m. EST.

A discussion of the Student Strike Against War will be heard. The point of view of the striker as well as the point of view of the non-striker will be presented. Arthur Northwood, Jr., president of the National Student Federation, will be moderator.

WEDNESDAY, APRIL 20

Captain Fennelly ... Guest's guest
"It Can Be Done"—CBS, 10:30 p.m. EST.

Captain Richard Fennelly of the New York Safe and Loft Squad will be Edgar Guest's visitor. Listeners-in will hear Fennelly tell how he and his squad of thirty-nine men cope with the problem of apprehending criminals who rob safes.

FRIDAY, APRIL 22

Frank Gannett ... our government
"American Viewpoints"—CBS, 10:45 p.m. EST.

Frank Gannett, publisher of the Gannett newspapers, and chairman of the National Committee to Uphold Constitutional Government, will speak. He will discuss recent acts of Congress and bills being backed by the Administration.

SATURDAY, APRIL 23

William N. Robson ... presents light comedy
"Columbia Workshop"—CBS, 7:30 p.m. EST.

Presentation Saturday will be the gay and rollicking "Never Come Monday," adapted by Stephen Fox from the story of Eric Knight. The cast for the play will include a number of distinguished English actors now appearing in plays on Broadway.

FOR STATIONS WHICH WILL BROADCAST THESE SHOWS, PLEASE TURN TO "THIS WEEK'S PROGRAMS" ON PAGES 27 TO 43

Mrs. Hedwig Easter, because of her name, takes part in the Easter Fashion Parade on NBC-Red, Sunday, April 17, p.m. EST. She is editor-owner of the Sandwich (Ill.) Free Press, and will describe that town's Main Street scene.

Gladys Swarthout will take part in the special Easter Concert of the Sunday Evening Hour.
MORE than seven hundred million volunteer soldiers of the same King, the greatest army ever mobilized by one monarch, will shout hosannas to their sovereign this week.

And no guns will boom! No caissons will roll!

At the foot of a gentle hill in time-wary Palestine, where Golgotha stands stark and shimmering in the biting sun, in the valley by the Mount where olives grow and palm trees troop down, bowing their heads and murmuring a soft, swishing lullaby, down the hills of a hoary, tortured land—their this paean will begin. “ Hosanna to the Highest, Hosanna to the King.”

There where an angel once told a weeping woman— “Fear not ye, for I know that ye seek Jesus, which was crucified. He is not here, for He is risen.”

There by the tomb the Easter story will be told again and radio will cast it around the world and the army of the King will mark time and listen. In a hundred languages it will be broadcast by a thousand tongues—the air will be filled with hosannas.

For when the captives and the kings and the shouting and the tumbling die, and the far-flung navies melt away, and all the ballyhoo of all the world shrivels and dries into such futile words, even as these, this fact is self-evident:

The most popular radio program of all time still is the spoken word of God, and the most popular story of the air still is the story of Easter, for man does not want to forget and in his groaning misery he cries out:

“God of our fathers, known of old

Lord of our far-flung battle line—

Beneath whose awful hand we hold

Dominion over palm and pine—

Lord God of hosts, be with us yet,

Lest we forget—lest we forget!”

I WONDER how Charlie McCarthy would feel if he got one million fan letters. That’s the number NBC’s Catholic Hour has received for telling over and over the story of the same King.

I wonder how Gracie Allen would feel if she got 4,000 letters a week simply saying “Thank you.” That’s how many the United Jewish Layman’s Committee receives each week for its CBS programs.

Did you know the two major networks give a total of 288 hours a year to religious programs? Did you know that if that time were sold to commercial programs it would be worth approximately $4,975,000?

And yet men will say that twice-told tales are no good! Day in and day out radio tells the same story of religion, for religion has only one real story, and the multitude listens because the story brings hope, and hope is one thing no man can take from his brother. Skeptics will tell you that the power of the story is waning. Radio knows better, for on the approaching Sunday more persons will hear the story of the King than have ever heard it since man first looked into space and, wondering “whence came I?” realized that somewhere, somehow there was a Power greater than he.

Religious programs have no press agents. They need none. I stopped five strangers and asked them what were the greatest of all radio programs. Three said King Edward’s farewell speech. Another said Hitler’s Austrian broadcast. The fifth said Jack Benny. They thought for a minute when I told them that religion commands the greatest audience.

“Of course,” they said on second thought, “I never thought of it. I listen too.”

King Edward! The triumphant thunder of Hitler! The mouthings of Mussolini! The wise-cracks of the jester! The soothing, confident fireside chats of the President of the United States! The shouting of the multitude at the World Series! The vindictive snarls of dictators! All of those are radio’s great, but they are not the greatest.

“The tumult and the shouting die—

The Captains and the Kings depart

Still stands Thine ancient sacrifice,

An humble and contrite heart.

Lord God of hosts, be with us yet,

Lest we forget—lest we forget.”

THIS is the holiest week of the year to the fifteen million Jews who believe Jehovah the Hebrews is the only God, and to the seven hundred million Christians who believe Jesus was Jehovah’s Son. Orthodox Jews, incidentally, never call God Jehovah except for specified ritual purposes.
The Hebrew for Jehovah is Yahveh, and origin of the name is undetermined. Hence, Jehovah often is called Yah by Hebrews, which explains our siring “hallelujah”—Glory to God.

To the Jews, this is the week of the Passover, when the angel of the Lord passed over the houses of Hebrew slaves in Egypt, but smote the first-born of the masters. And the Hebrew slaves were delivered into freedom and passed over the Red Sea and came at last to Canaan, and there founded a nation.

It is a time of celebration for the Jews, but the day after the Passover is the Christian Good Friday, the saddest day of the Christian calendar. It is strange that the saddest day of the Christian year is called “Good” Friday. It originally probably was called “God’s Friday” and in the shuffle of words it came out “Good.”

BECAUSE Friday and Saturday are days of mourning, radio will respect the days and there will be no tumult and shouting on the airwaves. But Sunday is a day of joy and from sunrise until sunset, the radio of the world will carry the story that He is risen.

Christians in Hong Kong and Tokyo will observe Easter Sunday while we are in mourning on Saturday. Those of you who have Kimsen in the Orient remember that, Saturday night while you are waiting for Easter, your folks on the other side of the world are listening to the telling of the bells and the tidings of great joy, and their radios already are bringing in the story that He is risen.

TO ALL, our ships at sea, to specks of land in far places where our flag flies, radio will begin telling the story Saturday night. It will be almost dawn in Palestine. The foreign radios, naturally, will begin the story. The British Broadcasting Company will have a special service for England's far-flung empire. Americans will hear it in distant places, for although Britain boasts that the sun never sets on British soil—it never sets on American soil either!

Britain, anxious to strengthen her ties of empire, will give the world the best broadcast England can give. There will be ceremony and pomp and the story. There will be much pomp and ceremony that day, in all lands, for man is a strange creature and he likes to worship his God in the showy fashion. The pomp means nothing—it's the story that counts.

"Far-called our names melt away—
On dune and headland sinks the fire
Lo, all our pomp or yesterday
Is one with Nineveh and Tyre!
Judge of the nations, spare us yet,
Lest we forget—lest we forget."

Easter broadcasts will begin over Columbia at 6 a.m. (EST) and will follow the sun across the country from New York to St. Louis to Provo, Utah, to Glendale, California. At each city there will be a special service. St. Louis' will be held in the Forest Park Municipal Theater and Provo's will be held at Brigham Young University Glendale's service will be from 8:30 to 9:30 a.m. (EST)—sunrise out there. It will be the fifteenth annual Sunrise Service in Forest Lawn Memorial Park, where 30,000 persons will gather to sing.

While the story is speeding across the northern part of the country over CBS airwaves, NBC will broadcast the story across the southern section.

The special broadcasts will begin in Washington at 7:30 a.m. (EST) and fifteen minutes later will shift to Hot Springs, Arkansas, thence it will follow the sun. An announcer will be on the rim of the Grand Canyon to describe the Easter dawn. Another will be in Death Valley to tell the story that He is risen as the sun pokes its jowls over the rim of that weird land which God seems to have made a cousin to the valley of the Dead Sea.

At 10:45 (EST) the sunrise in Honolulu will be described, and at 11:15 (EST) NBC-Red will bring a program from Rome. The bells of the famous Roman basilicas will be heard. An effort is being made to have the Pope speak to the world. If he does, Columbia will also pick up his words.

The Easter parade on Manhattan's Fifth Avenue will begin at 12:30 p.m. (EST) and CBS' Bob Trout will stroll along Fifth and Park Avenues and interview socialites and describe their mirth. George Hicks will ride along the avenues and describe the scenes on NBC-Red at 1 p.m. (EST). The parade down Washington's Con-

(Continued on Page 14)
IT WAS the office-boy, and, as you might suppose, the one whose grandmother so obligingly takes to her deathbed every time the Yankees come home from a road trip, who called our attention to the fact that the baseball season will soon be under way.

We should have thought of it sooner. There have been plenty of signs of spring for some time now. During the last few days the windows have been wide open, and occasionally the rich music of a hand-organ has floated up to us from Forty-fifth Street, and there has been precious little work done. We should have taken note.

Headlines have reported that Joe DiMaggio was holding out, that Col. Ruprecht didn't give a hoot, that the Dodgers were crushed in an exhibition game but had high hopes for the season, that Bunsie was in shape again, that in the Far West the Cubs and the White Sox were fighting their way toward home, and that the St. Louis Browns were mopping up in preseason combat.

We should have thought about it sooner. We should have remembered that even as spring came north again this year, some few hundred sun-browned young men, armed with bats and contracts, would come north also to dispel themselves on the greenswards of baseball parks in eleven major cities, while thousands cheer. Baseball's sweating four hundred!

But it was the office-boy who directed our wandering thoughts toward all this. It was he who came into the office the other day, picked up a newspaper that was lying on our desk, flipped through the pages and grumbled of war and death in Spain and China and the threat of war in Central Europe and grinned with relief as he read a story on the sports pages. "They can't stop them Yankees," he said.

So then we knew for sure that spring was here.

Following the annual custom of a Monday opening, the Washington Senators and the Philadelphia Athletics will inaugurate the season in Washington today in advance, in order to accommodate the President, who, according to tradition, tosses out the first ball. CBS Announcer Arch MacDonald will be heard from Griffith Stadium when the Athletics and the Senators meet. The Boston Red Sox and the New York Yankees will meet at Boston on Monday also.

On the same day, Monday, April 18, the day before the pennant races get under way, baseball announcers in every major league city, broadcasting over the Columbia Broadcasting System's network, from 4 to 5 p.m. EST, will give a radio preview of the baseball season, dealing expertly with the hopes and prospects of each of the sixteen teams.

OPENING-DAY games in the National League are at Philadelphia, Cincinnati, St. Louis and New York; and in the American League, at Chicago, Cleveland, Boston and Washington. In each city, a CBS sports announcer will discuss the prospects of the visiting teams as well as those of the home team, giving the names of probable starting pitchers and other information of interest.

In Philadelphia, Bill Dyer will discuss the prospects of the Brooklyn Dodgers and the Philadelphia Phillies. From Cincinnati, Walter Van Winkle will have for the subject of his discourse the outlook of the Chicago Cubs and the Cincinnati Reds. From New York, Mel Allen will talk about the Giants and the Boston Bees, and from St. Louis, France Lux will comment on the Cardinals and the Pittsburgh Pirates.

In the American League, Pat Flanagan will talk from Chicago on the future of the White Sox and the Detroit Tigers. From Cleveland, Franklin Lewis will discuss the St. Louis Browns and the Cleveland Indians. From Boston, Jay Westley will tell network listeners how the Yankees and the Red Sox look, and in Washington, as reported above, Arch MacDonald will have an eye on the Athletics and the Senators.

ALL these announcers are well acquainted with baseball men in their home cities and with the records and prospects of every team in the major leagues. Some are former baseball writers. Several have been on tours of the southern training-camps, where they have picked up from observation and conversation some first-hand information.

If you haven't followed the training-camp reports closely—or, for that matter, if you have—you'll want to hear this round-up of opinions from the men whose job it is throughout the season to report by microphone play-by-play accounts of the doings of the teams which engage in the annual scramble for baseball's top honors.

Nine and a half million baseball fans—5,437,497, to be precise—passed through clicking turnstiles into major-league ball-parks last season. That was ten percent more than the attendance total of the previous year, and it came close to the all-time high of 10,186,000, set in 1930. It's a pretty impressive number, but there is something more impressive about this, and that is no man will ever know how many million other fans sat in on radio broadcasts of these games.

(Continued on Page 4)

Joe Medwick, St. Louis Cardinals' outfielder, National League batting champion last year, is one of the hardest-hitting members of the "Gas House Gang."
HIGHLIGHTS OF THIS WEEK'S PROGRAMS

Morton Gould, MBS maestro whose musical styling has attracted much attention, will perform his own compositions and arrangements Tuesday at 8 p.m. EST over MBS. Leonard Warren, Metropolitan Auditions winner, will sing.

Dr. Norman Vincent Peale, pastor of the Marble Collegiate Church of New York, will preach the sermon at the annual sunrise Easter services broadcast from the Mall in Central Park Sunday from 7 to 7:30 a.m. EST on CBS.

The New York Philharmonic's Easter program will include St. Paul Choristers and Richard Bonelli (above, right), baritone, on CBS at 3 p.m. EST.

CBS broadcasts the Forest Lawn Park sunrise service Sunday at 8:30 a.m. EST, at which Actor William Farnum, above, will read Easter poems.

Dr. Otto Klemperer, German conductor, will direct Los Angeles Orchestra and chorus of 500 voices on the same Forest Lawn Park broadcast.

Mark Warnow returns to "Your Hit Parade" as conductor for an extended period and will be heard this Saturday at 8 p.m. EST over CBS. This Saturday, Mme. Lotte Lehmann, Metropolitan Opera soprano, will be guest.

The consistently amusing and increasingly popular Mr. Charlie Butterworth will be on the air as the guest of Maestro Paul Whiteman and his orchestra on the Chesterfield Cigarette broadcast of Friday at 8:30 p.m. EST.
**The March of Music**

Edited by Leonard Liebling

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

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**C**elebratory melodies mingle with the joyous peals of bells this Sunday, for Christendom observes the festival commemorating the Resurrection of Jesus Christ. Praises resound in every church of the world that has a choir, and where there is none, the congregation will raise its voices in hymns of rejoicing.

The mists of antiquity shroud the origin of music appropriate for Easter tide, as the celebration, originally dedicated to adoration of spring, dates from eons before the birth of Christianity. Doubtless the primitive music of those early periods (perhaps only rude chants and tom-tom beatings) extolled the season of sunshine and fertility.

The first church composers glorified the Resurrection, and after Vittoria and Palestrina (they were contemporaries and friends) came a long line of masters who vocalized the same sacred subject. Nearly endless is the list of such music, from anthems to oratorios, from songs to orchestral expression.

Some of the best-known major works suitable for Easter are Haydn's "Seven Last Words," "The Creation," "The Seasons"; Gounod's "Gallia"; Stainer's "Crucifixion"; Rossini's "Stabat Mater"; Handel's "I Know That My Redeemer Liveth" and "Hallelujah" from "The Messiah." Many choral Te Deums, cantatas, solo songs and other appropriate numbers also are in wide use, a great number of them composed by Americans like Father Finn, Shelley, Yon, Gaul, Buck, Scott, Speaks and others.

There is hardly a radio-owning home in the United States where the music of Easter will not bring uplifting proclamations on Sunday. One of the features on the air will be broadcasts following the sunrise around half the world, in early-morning programs and services emanating from New York, St. Louis, Provo, Utah; Glendale, Calif; Washington; Hot Springs, Ark.; Death Valley, the Grand Canyon, Pike's Peak and Honolulu.

It is strange how nervous some widely experienced musical solo performers become when they appear before the microphone, even though they face audiences in the opera house and concert-hall without feeling even the least bit jittery. I have inquired as to the reason for the trepidation on the air, and in each case the sufferer has told me that it is caused by the nearness of the apparatus and the realization that every slight flaw registers so much more strongly because the listeners are altogether concentrated upon hearing the artist, the latter's personality being unable to engage also the auditor's eye. Elisabeth Rethberg, Rosa Ponselle, Moritz Rosenthal, Josef Hofmann and Jascha Heifetz all have admitted to me that they dread their radio appearances. In each case, however, the fear is luckily not apparent over the air.

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**SUNDAY, APRIL 17**

at 3 p.m. EST on CBS

The New York Philharmonic Orchestra

John Barbirolli, conductor

The Schola Cantorum of New York

Hugh Ross, conductor

Richard Bonelli, conductor

St. Paul's Choristers of Flatbush

Ralph Harris, conductor

Trumpet Voluntary for Organ, Brass and Percussion (Purcell-Wood)

The Orchestra

Variations on an old Slave Song

"Appalachia" (Delius)

Schola Cantorum and Orchestra

Prelude—Transformation Scene—Grand Scene from Act I of "Parfumé" (Wagner)

Richard Bonelli, Schola Cantorum, St. Paul's Choristers

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**SUNDAY, APRIL 17**

at 9 p.m. EST on CBS

The Ford Sunday Evening Hour

Jose Iturbi, conductor

Gladys Swarthout, mezzo-soprano

*Overture to "Rosamunde"* (Schubert)

The Orchestra

*Aria from "Samson and Delilah*" (Saint-Saëns)

Gladys Swarthout

*Espanjurgen* (Redlich)

The Orchestra

*Le Temps des Lilas (Chausson)*

La Maja Discreta (Granados)

You, Love and I (Kingsford)

Gladys Swarthout

*The Lord's Prayer* (Malotte)

Gladys Swarthout and Chorus

El Pelele (Granados)

The Orchestra

Polovetsian Dances from "Prince Igor" (Borodin)

Chorus and Orchestra

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*The* Ford series adheres to its regular formula of avoiding ponderous symphonic matter, but in that effort the singer on this program nevertheless contrives to be more serious than the orchestra, for which Iturbi has chosen contributions of extremely easy approach.

Miss Swarthout's darkly colored voice is well engaged in the sensuous second-act aria from "Samson and Delilah" which precedes Delilah's temptation of the lusty hero of Israel. Malotte's music for the Lord's Prayer still seems to some of us to be unnecessary, for the immemorial words need no other emphasis than their own sanctified simplicity.

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Left: Hugh Ross is director of the great Schola Cantorum chorus.
Right: Jan Peerce is soloist with the Radio City Music Hall Sunday
THURSDAY, APRIL 21
at 8 p.m. EST on MBS
Sinfonietta
Alfred Wallenstein, conductor
Joseph Coleman, violonist
Overture on Russian Themes (Balakirev)
String Orchestra
Concerto in G Minor, No. 1 (Vivaldi)
Joseph Coleman
Ballet Music from “Rosenmunde” (Schubert)
Three Pieces (Handel-Harty)
String Orchestra

MILY ALEXEYEVICH BALAKIREV was that rare apparition, a self-taught composer, who, belonging to the new Russian school fathered by Cui and Rimsky-Korsakov, featuring the folk-tunes and rhythms of their land. Attractive samples are in the present overture, gloriously orchestrated.

Balakirev is not so well known in America as he should be, our informed concert-goers being acquainted only with his brilliant piano piece “Islamey,” and the symphonic poem “Tamara.” Aside from his activities as a composer and pianist, Balakirev also conducted symphony concerts in Russia, where he first introduced and popularized works by Russian composers, such as Tchaikovsky. Liszt and other “advanced” composers.

Joseph Coleman, one of the most musical and technically expert of American violinists, is aptly chosen to interpret this idyllic and lyrical work of Vivaldi. Coleman, by the way, is heard each Sunday afternoon (2:15 p.m., MBS) as is a constant on the grandiose Sunday morning.

SUNDAY, APRIL 21
at 10 p.m. EST on NBC-Red
The NBC Symphony Orchestra
Pierre Monteux, conductor
The Schola Cantorum of New York
Hugh Ross, conductor
The Mass of Life (Delius)
The Schola Cantorum and Orchestra
Tsar Saltan (Rimsky-Korsakov)
The Orchestra

THE Mass of Life, Delius’ most ambitious choral essay, had its premiere in London, England, conducted by the devoted Sir Thomas Beecham. The title gives scant clue to the nature of the text by Casimir, which utilizes selected passages from Nietzsche’s towering philosophical work, “Thus Spake Zarathustra.”

As it is obviously impossible to reduce that huge treatise into practical use for singing purposes, only the small parts were employed which lent themselves best to that purpose. The general result is a somberly intricate and indefinite libretto. However, despite the literary handicap, Delius wrote some of the most eloquent music in his mass, describing the Nietzschean hero, a religious individual who experiences all of life, and at times virtually goes to dwell in solitude on top of a high mountain.

The full and magnificent title of Rimsky-Korsakov’s opera is “The Legend of Tsar Saltan, of his son, the famous and dashing prince, Prince Saltanovich, and of the beautiful Tsarina Leap, the Swan Queen.” Naturally, the plot is too long to be detailed here. It offers a mixture of the fantastic and the real. The score uses folksongs, some of which are being sung orchestration, and in the third act occurs the “Flight of the Bumble Bee.”

Choral Cantorum Helps Keep Rich Choral Tradition Alive and Effective in America

Sunday, April 17, at 3 p.m. EST on CBS with the New York Philharmonic Orchestra
Saturday, April 23, at 10 p.m. EST on NBC-Red with the NBC Symphony Orchestra.

THE long ago, when I attended Loyola High School of Music in Berlin, one of my colleagues was a tall, long-haired young German, whose unassuming seriousness and industry shaved me whenever I permitted opportunities for fun to tempt me from my musical studies. Often, when I sat with my cronies at our favorite cafe, I saw the tall, long-haired one pass by, nearly always carrying a bag of score books. He refused all baddings to join our merry crew, and, with the heedless cruelty of youth, we jeered at his righteous conduct and called him St. Anthony. His name was Kurt Schindler.

Years later, he came to New York, looked me up and told me that he was in New York. In addition to its own concerts (Balakirev also appeared and still appears) often with the Philharmonic, Boston and Philadelphia Orchestras on works which require choral assistance. Some of the conductors under whom the Schola sang were Fritz Stenzel, Ivan Flesch, Emil Hotteterre, Mencas Ross, and Beethoven’s “Missa Solemnis” and Ninth Symphony.

In 1928, Schindler contracted the illness which ultimately led to his untimely death, and he was succeeded by Hugo Ross, choral and symphony conductor of Winnipeg, Canada. Under him, the Schola Cantorum flourished.

The Schola Cantorum will be heard with the Philharmonic Sunday, and the NBC Symphony Orchestra Saturday. Above: Some of the group’s members wished to do piano-accompanying at concerts. I recommended him to several artists, and soon he had regular and profitable employment.

Then he told me that he was starting within the MacDowell Club, a choir of forty women’s voices, and that he had in mind also a larger mixed one, on the order of the Schola Cantorum, the ancient, highly trained singing organization in Rome.

Schindler’s chorus of forty made its successful debut in 1909, when it assisted at the Philharmonic performances of Debussy’s “Les Soirées,” conducted by the eminent Gustav Mahler, who not only praised the singing enthusiastically but also advised the young leaders to expand their organization into a larger body. This was done in 1910, the MacDowell Chorus being formed with some 250 mixed voices and giving its own first concert the following year, the program including several choral works unfamiliar to New York, that innovation being retained permanently throughout the years. Oratorio has written: “No other choral body contributes as much new and interesting music to the programs in New York. It is a question whether any such eclectic and inclusive choral programs could be heard in any city in Europe.”

In 1915, the Schindler singers became the Schola Cantorum, realizing his earlier dreams and thereby giving annual courses, which came to be perhaps the most original series in harmony and maintains its policy by adhering to a novel repertoire, drawn especially from the early and primitive vocal-choir heads of music, and also from its latest contemporary sources.

Conductor Ross is the best type of musician—earnest, enthusiastic and with the belief that choral singing should primarily be enjoyed in a human way and not looked upon as a solemn and irksome role. A blue-eyed Englishman, not forty, he was educated at Oxford and studied music at the Royal College of Music in London. At first he specialized in the organ and then harbored ambitions of becoming an orchestra conductor. Gifted with a rare sense of humor, he says that the man who recommended him to Winnipeg did so because he remembered him “as once having done a fine job of drum-playing.” That was in 1921.

The past seventeen years of experience have made Mr. Ross a choral conductor of rare insight and command, and the Schola Cantorum the leading American professional chorus.

Let me add to the Ross profile another and intensely human touch. He has an among auditions for membership in the Schola, and has an unusual assistant—his wife’s cat. He says, “You may believe it or not,” he says, “you see, the beast will sit up and grin when she hears a voice she likes, and when she doesn’t like one, she wobbles to let out of the studio. She’s almost always right in her judgment, too.”

Also Recommended
For stations, see our program pages
Sunday, April 17
From Rome, 6 a.m. EST, CBS: Papal Choir; Chapel Choir, Benedicite Chor.
Easter Sunrise Services:
7 a.m. EST, CBS: Central Park Mall, New York. Salvation Army Territorial Band.
7:30 a.m. EST, NBC-B and R: Sylven Theater, Washington, D. C. Papalardo Chorus.
7:30 a.m. EST, CBS: Opera Bowl, St. Louis, Mo. 100 male voices.
7:45 a.m. EST, NBC-B and R: Hot Springs National Park. 400-voice chorus from Hot Springs churches.
8 a.m. EST, NBC-B and R: Grand Canyon National Park. A capella choir, Arizona State Teacher’s College at Flagstaff.
8 a.m. EST, CBS: Provo, Utah. Orchestra choir of Brigham Young University. Compositions of Wagner, Bach, Handel, Careless, Gates, Kapff.
8:15 a.m. EST, NBC-B and R: Death Valley National Monument. California.
8:30 a.m. EST, MBS: Mt. Davidson, San Francisco.
8:30 a.m. EST, CBS: Glendale, Cal., Forest Lawn Memorial Park. Los Angeles Philharmonic, principal conductor; Charlotte Boerner, soprano, soloist; chorus of 50 voices: “The Holy City;” “Christ Is Risen;” excerpts from “Farsalia.”
9 a.m. EST, MBS: Olympia, Wash., State Capitol Grounds.
11:15 a.m. EST, NBC-R: Honolulu, Hawaii. Sacred Hawaiian music.
2:15 p.m. EST, NBC-B: Symphony orchestra, soloists.
Gotham String Quartet. 2:15 p.m. EST, MBS: Music by Glazunow, Dittersdorf.
Monday, April 18
Voice of Firestone, 8:30 p.m. EST, NBC-B (also on the West): Augmented symphony orchestra, Alfred Wallenstein, conductor; Richard Crooks, tenor; soprano to “Mignon” (Thomas); Gopak (Monsignor); “Appari” from “Martha” (Pfotow); Tales from the Vienna Woods (Straus), etc.
Tuesday, April 19
NBC Music Guild, 2:30 p.m. EST, NBC-B.
Wednesday, April 20
Curtis Institute of Music. 3:45 p.m. EST, CBS.
Thursday, April 21
NBC Music Guild, 5:30 p.m. EST, NBC-R.

Essays In Music. 10 p.m. EST, CBS: Vivace, conductor; Mitchell Miller, English-born soloist; soprano, Subject, “The Shepherd”; “Little Shepherd” (Debussy); “Song of the Shepherd Leilah” (Rimsky-Korsakov); English-born solo from third act “Tristan and Isolde” (Wagner), etc.
Friday, April 22
Invitation to the Watts. 11:15 p.m. EST, MBS, superintendence, Racoul Nadeau, baritone; Novello Chor.
Saturday, April 23
Chasins Music Series. 12 noon EST, NBC-R.
Bess Johnson, star of the CBS show "Hilltop House," long ago promised to give her daughter, Jane Orr Perry, an outboard motorboat as soon as the child could handle one safely. This month Miss Johnson made good that promise.

Buddy Clark, star vocalist of "Your Hit Parade," the Ben Bernie show and others, dances with Mrs. Clark, daughter of Ralph Hitz, hotel-owner. The occasion is the opening of Orrin Tucker's orchestra at a New York hotel.

"Music for Fun," on CBS Fridays, burlesques classics with toys. Above, from left: Howard Barlow, conductor; Judy Homady, guest commentator; Davidson Taylor, CBS music head; William Spier, narrator; James Fasset, producer.

Bennie Krueger, saxophone-tooting maestro, directs the orchestra for "Pipe Smoking Time" featuring Pick & Pat on CBS Mondays at 8:30 and 11:30 p.m. EST. Krueger is a friend of Rudy Vallee, for whom he once worked.

Bandsman Ted Weems has a new protege, 12-year-old Marilyn Thorne, whom he calls his "Cinderella of Song." Marilyn attends school in her home town, Sycamore, Illinois, sings week-ends at Chicago's Trianon Ballroom.
Bowling is becoming the latest sports craze among Hollywood radio stars these warm days. Above, from left: Jimmy Grifer, the orchster; Gay Seabrook, Penner's "Ruebenia"; Joe Penner, and Julie Gibson, his warbler.

Six radio editors appeared on the Mutual network's "True or False" program recently. Left to right are Jo Ranson, Dinty Doyle, Ken Purdy (Radio Guide's own representative), Aaron Sizin, Jack Sher and George Opp.

Spencer Bentley plays the role of Bob Drake in "Betty and Bob" daily on CBS at 1 p.m. EST. He was born in Manhattan in 1910, traveled in 19 countries, was a purser on five ocean liners, played in twelve Broadway shows.

Tyrone Power, young, handsome, romantic actor of motion pictures, is making quite a success as a radio personality. Ty, as his friends call him, appears in dramatic sketches Sundays at 9 and 10:30 p.m. EST on NBC-Blue.

Hollywood opened its eyes and ears when lovely Elvira Rios appeared from Old Mexico to join the ranks of America's film and radio performers. She speaks no English, sings only Mexican songs on her Thursday NBC program.

Radio Guide • Week Ending April 23, 1938
Listening to Learn

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

Gander, Kentucky ... Gateway To The World

N O MAP-DOT dignifies this clearing in the Appalachian highlands. Only a lone postman and the mountaineers know how to get to Gander, but to them this hill-locked hamlet is the gateway to the world. Each night they trudge miles of mountain trail—gather in Gander to sit about a lone loudspeaker in the "Listening Center."

To the modern oracle they come ... to eavesdrop on the antics of an outer world ... to take the pulse of events from Boston to Bangkok ... to nourish their minds and hearts in radio's tidal wave of thought and information ... to let their imaginations fondle strange music and the play-pictures of radio drama ... to wrestle with the abc's of simple science, sound health practise, problems of happier home-making, the work of government and business. Each comes to raise his mental horizon, so long stunted by isolation, poverty and misunderstanding.

So far to come. So little time to spare ... they dial with discrimination and know the intense satisfaction of entertainment that also enlightens.

Tonight when you silence your radio with a bored snap of a switch they'll be hiking home to their hill cabins—their steps lighter for the evening's listening ... for they have listened with a purpose.

Geologist Explains "Antarctic Discoveries"

Thursday, 4:45-5 p.m., CBS

"Adventures in Science," fascinating weekly CBS excursion into the varied realms of scientific exploration, research and discovery, tours down under this Thursday afternoon for a quick pep talk on the discoveries in the Antarctic during the past century and a half.

Dr. William H. Hobbs, University of Michigan geologist, will wield a figurative hammer and pick over the more exciting scientific disclosures on the great ice continent at the South Pole.

As usual, genial Watson Davis, inquiring master of the "Adventures," will plot the expedition's course—hurle from his famous colleague the thrilling story of successive south polar discoveries, from the British Captain James Cook's first daring foray to the bleak Antarctic in 1774 to Rear-Admiral Byrd's aerial dash to the nether tip in November, 1929.

Touching on the work of the eight expeditions of the intervening one hundred and fifty-five years, Dr. Hobbs will tell of the strange, relentless work of water, wind and glacier in remaking the frozen face of the earth—how the south polar regions are now in the throes of a science age similar to the one which capped the upper third of the earth twenty thousand years ago.

Classification should clarify our confused definitions of the dominant "isms" in world affairs; provide a more solid pediment for discussion and understanding of the conflicting political ideologies in the world today. Look to Prof. Laswell for an enlightening discussion—for facts!

Better Business Bureau Exposes Rackets

Saturdays, 6:15-6:30 p.m. MBS.

The "Suit Club Racket," one of the numerous sharp promotion practices that annually take millions of dollars from consumer purses, will be exposed, its operation explained, by the National Better Business Bureau, Saturday afternoon on the MBS network. Program originates at WLW, Cincinnati.

Technically a lottery scheme, the racket thrives on the universal desire to get something for less. Dupes get less for something—usually many dollars—and all hope of winning vanishes along with membership dues when the club fails. The usually so non-promoter quietly disappears.

Listeners may well profit by hearing this "stitch in time . . . ."

University of Chicago Political Scientist Classifies World States—An "American Viewpoint"

Wednesday, 7:15-7:30 p.m., CBS

Fresh from the battlefields of China and full of the academic urge to analyze, classify and draw fresh meanings from newly assembled facts, Chicago University's chief political scientist, Harold Laswell, will present a timely study of the world's dominant political philosophies and the forces that make them go, Wednesday at 7:15 p.m. EST on the CBS network.

His lively discussion, entitled "America Views the Garrison State," continues Columbia's midweek edition of the excellent twice-weekly review of "American Viewpoints."

Scoring Japan as exhibit A under "Garrison" states, Prof. Laswell will enlarge upon the thought-provoking thesis that modern nations can be classified as "Garrison," "Non-Garrison" (presumably the democracies), and "business-dominated" states.

Such a classification should clarify our confused definitions of the dominant "isms" in world affairs; provide a more solid pediment for discussion and understanding of the conflicting political ideologies in the world today. Look to Prof. Laswell for an enlightening discussion—for facts!
Recommended Programs

Times given are EST. For CST subtract 1 hour; MST, 2 hours; PST, 3 hours. Recommendations are based on cultural/informational values.

EDUCATIONAL NEWS
Wednesday, April 20
America's Schools. 6-6:15 p.m. NBC-Red. National Education Association presents prominent educators with timely comment on plans and projects in American school system.

Friday, April 22
Education in the News. 6-6:15 p.m. NBC-Red. Brings the nation up to date on the issues and events behind the efforts of educators.

Saturday, April 23
(D) Florence Hale, 11:11-11:15 a.m. NBC-Red. Informal interpretation for the non-professional listener of teaching problems and efforts in the schools.

GOVERNMENT
Tuesday, April 19
Current Questions Before the House. 4:45-5 p.m. CBS. Legislative leaders retire momentarily from the House Mike to bring last-min. comment on progress in the Congressional potpourri. (Current Questions Before the Senate goes at the same time each Thursday.)

Thursday, April 21
(D) Economics and Defense Problems of the U. S. Territories. 10:45-11 p.m. CBS. Resident Commissioner Santiago Igrejas, Puerto Rican statesman. A "Capital Opinions" program.

HISTORY
Sunday, April 17
(D) Brave New World. 11:11-11:30 a.m. CBS. Up from the dark ages in Latin America—"The Struggle for Learning"—highlights in the development of education from the first University in Lima (1551) to the latest rural school in Mexico. Epic drama of the long road from Las Casas to universal education.

Wednesday, April 20
(D) Cavalcade of America. 8-8:30 p.m. CBS. (For the West 9 p.m. PST.) The pageant swings to the modern world and play of America's "4-H Clubs"—Head, Heart, Hand and Health organization of agrarian youth.

INSPIRATION
Sunday, April 17
Radio Pulpit. 10-10:30 a.m. NBC-Red. Dr. Ralph W. Sockman sermon, "Heirs of Eternal Life." Church of the Air. 10-10:30 a.m. CBS. Bishop William T. Manning will be dramatized.

Church of the Air. 10-10:30 a.m. CBS. Bishop William T. Manning will be dramatized.

Saturday, April 23
Great Poetry. 6-6:30 p.m. NBC-Red. Revivals by radio of the theater's greatest productions — ancient and modern. This week: "The Silver King"—Broadway hit by Henry Arthur Jones will be dramatized.

Columbia Workshop. 7:30-8:00 p.m. CBS. Radio's running experiment for development of new dramatic techniques. Presents works especially written for radio.

MUSIC
Tuesday, April 19
Fun in Music. 2-2:30 p.m. NBC-Red. Dr. Joseph Schillinger's instruction for instruments of the band and orchestra.

Thursday, April 21
Essays in Music. 10-10:30 p.m. CBS. Vic Ertz and the Columbia Concert Orchestra present a musical essay on "Shepherds."

Saturday, April 23
Chasing at the Piano. 12:15 p.m. NBC-Red. Brilliant young composer-pianist interprets the masters for modern verbal and musical interpretations of good music, classic and modern.

NOTES: Please see the "March of Music" on preceding pages for additional recommended musical programs this week.

PERSONAL—SOCIAL PROBLEMS
Tuesday, April 19
Highways to Health. 2:30-2:45 p.m. CBS. N. Y. Academy of Medicine program. Dr. Harvey Matthews discusses "Cancer in Women."

Wednesday, April 20

SCIENTIFIC DEVELOPMENTS
Sunday, April 17
(D) The World Is Yours. 4-5:30 p.m. NBC-Red. How the Inca empire was built—how the largest single state in the Americas was organized under one ruler — then destroyed by the Spanish conquest. "Inca Empire of The Sun."

Monday, April 18
New Horizons. 5:15-5:30 p.m. CBS. Dr. William VanDusen tells about "Exploring Oceanic Airways"—groundwork for the trans-ocean passenger hopes of the near future.

Wednesday, April 20
Exploring Space. 5:15-5:30 p.m. CBS. Facts on conditions to be found by interstellar explorers on the planets. Factual data on phantastic possibilities.

Science on the March. 7:45-8 p.m. NBC-Red. Dr. Earl McCray of George Washington University discusses "Virus Diseases."

Thursday, April 21
Adventures in Science. 4-4:15 p.m. CBS. See story on page 16, "Geologist Explains Antarctic Discoveries."

Astronomer William Barton, Jr., goes "Exploring Space" this Wednesday. CBS. 5:15 p.m.

Design for Listening
How to Get Along With People

On the highway of human intercourse there are no traffic regulations. There are guidelines, to be sure — Golden Rules and Moral Lawas and Business and Social Ethics—but beyond the sphere of conduct subject to statutes, each of us is the policeman of everyone else's actions. Each of us makes his own regulations, and if we bump a figurative fender in our dealings with others it is who impose the bumper—then we correct it.

How to live and act in harmony with others is a problem with as many angles as there are individuals, and satisfactory solutions call for constant effort better to understand ourselves and the things that influence our behavior. For only on the basis of that understanding can we gauge the results of our attitudes and actions in their effect upon others—pave the way to intelligent association with our fellows—ensure a happier, more effective place for ourselves in our jobs, our homes, and in all our social relationships.

New programs are opening new vistas of understanding for him who will listen with a purpose—offer us a wealth of tools for that study of ourselves. This week, "design" programs are marked "D"—together they comprise a great listening pattern for personal development and enlargement of social intelligence.

Radio Guide • Week Ending April 22, 1938
Rudy Vallee is still maintaining that old "friendship" for Gloria Youngblood via long-distance telephone, and friends say he wishes he'd never sidetracked her for Judy Stewart ... Marlene Dietrich, who made so much money on a movie contract and then didn't make movies any more, and Basil Rathbone, ficker "heavy," will co-star in a half-hour weekly dramatic series, come September-Metro-Goldwyn-Mayer's Judy Garland, fourteen-year-old "Good News" songstress, really was called back from her personal-appearance tour because audiences balked at seeing such a youngster whip out burning torches. Those nightly cables to Jan Garber from his Hawaii-vacationing ex-wife, and friends are rooting for a reconciliation. Florence George, ex-Packard Hour prima donna and current Paramount starlet, has fallen, oh, so hard, for Everett Crosby, Bing's big brother, who is making himself free again.

A friend asked Bing the other day where the christening was to be held on April 3. "What christening?" Crosby asked, forgetting that his baby son Lindsay's naming was slated for that date. Boopadoop to you, Bing!

If Joan Bennett and Gene Markey are separated, indications are that they won't be for long. On Sunday, April 3, when Joan guested on the Chase and Sanborn Hour, Markey brought along his and Joan's two daughters, Diana and Melinda, cute little lilies. They wanted to see Mammy play "Society Nurse," and maybe they wanted an introduction to Charlie McCarthy, too. Melinda sat on the unused Bergin knee while McCarthy asked, "Ain't you gonna kiss me?" Melinda hesitated, finally answered, "Not until you kiss me first!"—which he did. You could never convince her Charlie's not a living person ... Charlie was extraordianrily overbearing that day because he'd just been given a huge summer-weight suitcase in which to live between shows!

Expectant Godfather Chet Lauck (Lum and Abner) and Announcer Don Wilson sat all night recently with Chet's brood mare, which was expected to foal, but nothing happened except that the mare gave both performers horse-laughs.

Bob Hope is now a "crooner" by official designation of professional music men of America in reward for his work with Shirley Ross in singing "Thanks for the Memory" in "The Big Broadcast." The song became a national hit in short order. The honor was accorded the comedian at a dinner on Sunday, April 10, attended by other crooners, notably Dick Powell and Bing Crosby, and at which the "first ten crooners of America" were named. A crooner, to hear music men define it, is "a number one plug"—or, in other words, when a gent sings a song and gals like it and go out and buy copies of it, he's a crooner.

Boners come in threes. When the Lux Theater was aired on April 4, pin-heel-fishing Edward Arnold slipped twice by announcing "Nogal Liblan" for Lloyd Nolan, and everybody held his breath awaiting the third muff. It came, all right, when Mikemem Mel Ruick started his sign-off with "This is the National—" and then remembering that the show was on the Columbia Broadcasting System!

Back-stage stuff: Did John Carter ever blush when Dot Lamour kissed him during the Chase and Sanborn show of Sunday, April 3! ... Jack Benny's scripter, Bill Morrow, was gleeful too, that day. He'd just succeeded in "getting" Phil Harris with a loaded cigarette. Barbara Stanwyck should carry a bankey. During the airing of "Dark Victory" on Lux, Monday, April 4, her tears flowed so profusely she had to borrow a fellow-actor's handkerchief twice.

No sound-effects would do for CBS Noise-maker Al Span when Hollywood Hotel's script required a tap-dance sound for the preview airing of "Goodbye Broadway." Span danced a jig himself ... Isabel Jewell, pinch-hitting for ailing Joan Blondell, scheduled guest at Woodbury Playhouse April 3, almost required a stand-in herself because of a bad attack of mite fright.

Maybe it's important that silly Gracie Allen has been proclaimed—by a Whittier, Calif., newspaper—Hollywood's most "sensibly" dressed woman!

Virginia Verrill has learned that it pays to leave home. A recent trip to New York brought her four weeks of personal appearances, a future guest-spot with Al Pearce's Gang, a new CBS contract for a year at a grand increase and her choice of two commercials for the summer. The deal means that she migrates to Broadway this month—and so two Hollywood picture producers have suddenly awakened to her departure and made bids, but too late. Gusty, if you didn't know, since Goldwyn omitted credit to her in the film, did the singing voice-dubbing for Andrea Leeds in "Goldwyn Follies."

Attention W. C. Fields: Remember that kid you sponsored in the Soap Box Derby last year—the one you gave $10 to help build his entry? Well, the other day he came over to NBC in Hollywood, after vainly trying to locate you, and left a gift. It's a beautiful model toy-riding moon-uapine. He made it especially for you because you were so kind.

This week's office visitors: Paul Small, Dad Pickard, Harry Geise and Franklyn MacCormack. Small and Pickard are looking over the radio picture. Geise has gone into the oil business. MacCormack, vacationing and visiting relatives he hasn't seen for years, expects to return to Chicago soon, although several directors are anxiously nibbling. Answering a long round-robin telegram from Windy City fans, Franklyn would have you know he was not given a "real deal" by the Wrigley Co.; that the worst that could be said is that they unwisely allowed his air demise as a "European vacation," whereas they might as well have said that they wanted to try an all-musical show this summer.

Jimmy Wellington, next on his return from New York, explained his differences with Eddie Cantor as merely over salary and the exclusive clause Eddie wanted in the contract. Jimmy is taking his first vacation in years, fishing and getting acquainted with Baby Barbara. He expects to start work in more pictures soon.

Screen scooper George McCall, who inaugurates a syndicated newspaper column May 3, came back from his appearances with Barnes-SELLS-FLITE circus with a story typical of the glamour that is Hollywood. Under the big top he was greeted by a pretty girl who, noting his confusion, said, "You don't remember me, do you? I'm Marian Hellman." Then George recalled. Four years ago she was a promising Fox starlet. Her option was dropped. Now she works a half-dozen sets twice daily, at the circus for $22.50 a week. (Continued on Page 17)
College sports fans will be interested to learn that the Mutual network will broadcast a description of the annual Big Ten track meet when it is held in Ohio Stadium in Columbus on Saturday, May 21. Besides a description of the events, the broadcast will include interviews with outstanding coaches and athletes. One week later, MBS will also broadcast the meet in Chicago between the Big Ten winners and the Pacific Coast track stars.

Several weeks ago, Colonel Stoopnagle and Bud were asked to split up after being together as a comedy team for a good many years. They say the reason for the parting was because they were having a tough time getting a sponsor and felt they would do better on their own. Strange as it may seem, it didn't take the boys long to get jobs as singles. Colonel is now heard on a new show over WOR and the Yackle boys are in the studio every Sunday evening, and Bud is heard over the Mutual network on Friday evenings in a program called "What's My Name?"

Jimmy Melton (James to you) is another boy who has been off the airwaves too long, according to the many who have written this department. Jimmy is either a very popular boy or else he has a lot of relatives in all sections of the country. He's very happy to tell those readers who wrote asking for Melton's return that their favorite comic has been signed for the series of "Musical Moments," electrical transmissions which are broadcast over 360 stations, and will be heard twice a week.

Mr. Lucky Strike really has something in that Kay Kyser show heard Wednesday nights over NBC. I was among those present in the studio for Professor Kyser's first broadcast from New York, and believe me, it's a program what am a program! Good music and lots of fun. When you walk into the studio you're given a ticket with a number on it. The other part of the ticket with the same number is put in a large glass bowl. When one is drawn, Kyser calls for a volunteer from the audience to pick a few numbers from the bowl. Those whose numbers are called turn out to be the students, who get the musical questions popped at them during the program by the Prof. One of the students had an apple in her pocket and handed it to Kyser (much to everyone's amusement). He, in turn, passed it around to the other students to take a bite. Kay keeps the audience laughing long and loud with his pre-broadcast speech, and I wish you could see or hear the studio audience. A little of what was heard recently was: "Poo, I'm happy to tell those readers who wrote asking for Melton's return that their favorite comic has been signed for the series of 'Musical Moments,' electrical transmissions which are broadcast over 360 stations, and will be heard twice a week."

Tim and Irene have shown a marked improvement after getting off to a bad start on their new series. However, during a recent broadcast I witnessed, the funniest line of the evening was not offered by this comic pair but by Announcer Graham McNamee. Here's how it happened. One of the winners in the contest being conducted by the sponsor was a Mrs. Pugh. As a gag, during rehearsal that afternoon, Graham read it to sound like Mrs. Poo. So, as you anticipated, during the broadcast, McNamee read it as Mrs. Poo, and he had a tough time keeping a straight face in order to read the rest of the names, with the audience getting a big chuckle out of it. Tim has a new twist when he makes his prebroadcast speech and asks the audience to laugh. He warms the audience that there are ice-picks underneath the seats. If they don't laugh, he promises a button and up come the nicer. Then Tim tells the audience, "We have one minute to go before we go on the air." A loud shriek is heard from the back of the studio and a young fellow starts running for the exit, yelling "One minute to go! My goodness, how can I get out of here?" The fellow is one of Tim's writers who thought it would be a good way to get the audience warmed up for the laughs to follow. "Uncle Happy," on that show is our old friend Teddy Bergman, who pops up in many studios in various roles. If you've been wondering about the laughter, "Uncle Happy" comes to the mike, it's because he really is a very funny sight to get hold of. He wears a slouch hat that barely sits on his head, an overcoat with a huge fur collar and his face is all painted white. Visualize that picture next time you hear him on this show.

In case you didn't know, Teddy Bergman also plays the role of "Amo Griffin" in "Big Sister." For seven months he also played the part of "Boss Vanessi" in the "Nightingale and Margo" scripts, and he was bemoaning the fact that he (Boss Vanessi) was bumped off that afternoon, so now he's off the program. He'll be back on this show soon, however, as Mr. Binstein. Yes, Teddy is an all-around guy, and can do many tricks with his voice.

The other night I was with some people from way down south in North Carolina, who wanted to know about some other people who come from that state. Their names are familiar to you. For instance, they told me that when Hal Kemp's band first got together, they used to rehearse in a private house. They were still in high school at the time and they called themselves the "Merry MAKERS." Kay Kyser, who was a classmate of Hal's at the University of North Carolina, was the school's chief cheerleader. Al Grrr, who sings on the Phil Baker show, is also from the land of the tarheels. I'm told he used to sing over WBT in Charlotte from a funeral parlor.

Ann Jamsion checked out of "Hollywood Hotel" for one week during which time she came to New York and made her concert debut at Town Hall. Miss Jamsion was thrilled at the well-deserved success, but her biggest thrill came after the concert because quite a number of friends went backstage to give congratulations. A little, aged woman was having trouble trying to push her way through the crowd. Then Miss Jamsion spied her and cried out, "Mother, what are you doing here?" Yes, her lovely mother was in the hall to watch the concert. She had traveled all day on the train from Toronto, Canada, to surprise her daughter—and what a surprise it was!

Jessica Dragonette is back in New York from her western concert tour. (Continued on page 15)
THERE is an amazing story about the beginning of Easter. Most languages do not call it Easter at all, but words derived from the root "pasch," a Hebrew word which comes from "pi'ach," meaning "he passed over."

It should be remembered that there is no indication of the observance of the Easter festival in the New Testament. The first Christians continued to celebrate the Jewish Passover, which always falls on the fourteenth day of the Hebrew month of Nisan, fourteen days after the full moon which follows the vernal equinox. Passover is not always the same day of the week, for the stars have no calendar. It is recorded that Jesus observed the Passover and then was crucified. So the early Christians, racially Jews of course, celebrated the resurrection in connection with the Passover and believed that Jesus was the Paschal Lamb.

But for some reason the Gentile Christians arbitrarily fixed the first day of the week, Sunday, as the day of the resurrection, while the Jewish Christians clung to the date of the Passover, which is a day of the month—always the fourteenth day of the full moon. But the Gentile Christians, who became the western Christians, would have none of it. The Jewish Christians, who became the eastern Christians, were very angry at their western brethren and wars were fought and men were slaughtered in an effort to prove on what day the Prince of Peace died. And they never have conceded.

The western Christians, you and I, finally got together among themselves, but much blood was shed before your forebears would agree with mine, or mine with yours.

Constantine, the first great Christian king, called a council in 325 and told the folks to make up their minds when Easter was. Then it was decided that Easter would always fall on a Sunday and the exact date would be announced yearly from Alexandria, the home of astronomical science. But the equinox varies in different longitudes, and soon our dates were backfiring over the date. They tried to fix the date by a cycle of 84 years, then by a cycle of 522 years, but it would not work simply because we were trying to make Easter fall on a Sunday, and the full moon knows nothing about Sundays.

In 387 A.D., the churches of Gaul observed Easter on March 21, those of Italy on April 18 and those of Egypt on April 25.

Constantine even made Easter the first day of the year! That's because the Passover comes during the first month of the Hebrew year. Somehow, our forefathers couldn't get it through their heads that it's impossible to set aside a certain Sunday for Easter and expect it to fall on the same day of the month each year.

EVEN calendar reforms couldn't correct it. We were sensible enough to set aside a day of the month—December 25—as the date of His birth. Whatever we do, we had decided that Christmas must always be celebrated on Saturdays, then it wouldn't always be the 25th. So Easter is the step-child of time.

The date can vary 35 days between March 22 and April 28. This date is fixed according to an elaborate table which attempts to reconcile the solar with the lunar year, and often the table produces strange results. In 1923, for example, the full moon fell on Easter Sunday, but Christ wasn't crucified until after the Passover. 14 days after the full moon. To be correct about it, we observed the resurrection of Christ before He was crucified.

That was too much, and the same year a conference got together and resolved that all the churches should have a fixed date for Easter. It was referred to the League of Nations, and in 1928 the fixed Easter Bill was introduced in England's Parliament for the second time.

Can you fancy that! Men legislating the date of Jesus' resurrection! Easter has been set in most countries now as the first Sunday after the second Saturday in April. If we could have agreed on that a thousand years ago it would have saved many lives.

However, millions still insist that Easter is the first Sunday after the first full moon of spring. So be it!

According to the best calculations, Jesus Christ was crucified on April 7 A.D. 30-30 years after His birth. So it seems sensible to make the nearest Sunday after April 7 as the day of resurrection. But just to be contrary, listen! If April 7 falls on Sunday, then really the following Tuesday is the day of resurrection. But I won't argue about it—there have been enough skulls cracked over that point.

I WAS in a little town in west Texas one day, waiting for a train. You know how the never has been settled yet. The clicking of a telegraph instrument, the world running itself. It was the Easter season. An elderly man was sitting by me, and we began a discussion of the confused date.

My companion was not an educated man—but who is? He knew nothing about the tricks of the calendar—but who does? And was this his matter? I spouted off, as youth is prone to do in presence of its elders. He listened to me, then he said calmly:

"Son, I don't know anything about all that—neither do you. I don't care, my friend, exactly when my Lord arose from the dead. All I know is that He arose—that's enough for me."

So be it.
VOTERS SALUTE "THE SINGING LADY"

IRENE WICKER'S SHOW TRIUMPHS OVER ALL CHILDREN'S PROGRAMS

Ameri
can's parents are as consistent as they are enthusiastic when they are asked to reward those who have given them entertainment of the sort they can and do appreciate. For the third consecutive year they have cast their votes in the children's pro-
gram division of Radio Guide's Star of Stars Poll to elect Irene Wicker, the "Singing Lady," their favorite.

This year Milton J. Cross' program, "Coast to Coast on a Bus," came up to capture second place. In 1936 it was in fifth place, and in 1937, fourth. "Kal
tenneyer's Kindergarten," which won second place during both of those years, dropped to fourth this year, for a new program, Walt Disney's "Mickey Mouse Theater of the Air," edged into third position.

Competition for all positions on 1938's roster of honor were closely contested, except in the case of the winner. Miss Wicker continues this year her series of smashing victories over all competition. The variety of interests tapped on her NBC-Blue programs doubles accounts for the favor she has won with young listen-
ners. Not only does she present lullabies and ballads, but operas and fairy sto-
ries as well. Statistics indicate that many adult listeners join their young-
sters in enjoying her broadcasts.

Miss Wicker's victory closes the third division of the poll. This year listeners are given an opportunity to vote for each week for different groups
of favorites, rather than for all at once. Other divisions will hold their elec-
tions as shown in the schedule at the bottom of the inside front cover.

This week everyone can vote for his favorite male and female singers of classical songs. Instructions for voting are given under the official ballot on the inside front cover. Before you close, be sure to read those instructions—but most of all, be sure to vote!

Results in the Children's Division of the Star of Stars Poll

1. Singing Lady 8. Don Winslow of the Navy
2. Coast to Coast on a Bus 9. Jack Armstrong
3. Mickey Mouse Theater of the Air 10. Our Barn
5. Let's Pretend 12. Dick Tracy
7. The Lone Ranger 14. Purv Pullen
15. Tom Mix

Radio Guide • Week Ending April 23, 1938
EASTER Sunday will be replete with many colorful international programs, among which the most outstanding will be: From Dresden: the impressive Church of England Easter Service from Liverpool Cathedral at 5 a.m. EST; a play, "The Garden of the Tomb," at 10 a.m. EST, and a special recital of Easter music from Lithuania, including the Radio-Kaunas Orchestra, and the famous Kaunas Cathedral Choir, at 11:30 a.m. EST; over PH (17.77), Huizen, Holland, the Basilius Choir at 7:50 a.m. and a rendition of "Jubilate Deo," sung by the Aix-la-Chapelle Choir, at 9:30 a.m. EST, from Zeesen, Germany, Evangelists at 6 p.m. and the Berlin Solo- ist Club, at 6:45 p.m. EST; an Easter Sunrise Service in Honolulu, to be heard over KKK (18.03) and the NBC Red network at 10:45 a.m. EST; a special program from Rome, featuring the singing of basilius and a boy's choir, will be heard over IVY (16.12), and the NBC-Red network, at 11:15 a.m. EST.

Programs from Detmold, England, that are definitely beamed on the United States, are as follows: 1:45 to 4 p.m., over GSS (15.31); 4:15 to 6 p.m., over GSS (17.14); 6:20 to 8:30 p.m., over GSP (15.23), and GSD (9.58); and from 9:20 to 11:20 a.m. EST, over GSC.

Programs from Prague, Czechoslovakia, that are definitely beamed on the United States, are scheduled for the following days: Tuesday, Thursday, and Fridays, from 8 to 10:45 p.m. EST, over any one of the following optional frequencies: OLR4 (11.44), OLR8 (14.05), OLR9 (15.13), OLR10 (15.32). These broadcasts open with the selection, "New World Symphony." The English news program has an outstanding signal in a novice-trumpet call.

If their application to the FCC for a 500-kilowatt power grant is granted, the Pacific Radio Club of Anchorage, Alaska, will inaugurate a 175-watt short-wave station "Easter" which will reach the continental United States on frequencies of 3.492 and 6.425 mgs.

B. R. Oxrider of State College, Penn., reports a new Dominican Station H13P (6.505), "Ecos del Isabel de Sevilla en el Mundo," is being heard in the evenings... "La Voz de Lara," Barquisimeto, Venezuela, using a call believed to be VYR5B, is being heard on a new channel of 9.578 mgs. This station usually broadcasts on a frequency of 5.9 mgs, with the call VYR5A... HJ2AJB5 of Santa Marta, Colombia, is heard being on 4.76 mgs at present; VY2RA, San Cristobal, Venezuela, on 5.745, and HT1P, Trujillo City, on 6.763 mgs. CBS, Lisbon, Portugal, has also been logged on a new frequency of 9.14 mgs, but whether this change is to be permanent, or not, is unknown at the moment. A new San Jose, Costa Rica, station, whose call is still unidentified, is broadcasting near 7.445 mgs, and signs off with Ted Lewis' "Good Night Melody."

The English news from Germany, daily at 10:30 p.m. EST, is now being broadcast over DJB (15.22) and DZO (11.75), while DJB (11.77), transmits the news in Spanish.

William G. H. Finch of New York City has been granted a license by the Commission to own, operate, and broadcast a station with a power of 1,000 watts, to operate on 31.3, 39.38, or 41 mgs. The American Telephone and Telegraph Company of New York has been granted a license for a new 20,000-watt transmitter in operation on a frequency of 7.877 mgs. This commercial telephone station will communicate primarily with London, Paris, Rome and Berlin. Sometime next year, the Italian Colonial Broadcasting Service will open a new 1,000-watt short-wave broadcasting station at Addis-Ababa, Ethiopia.

On EASTER Sunday, Pacific and Atlantic programs were broadcast to the United States on frequencies of 2.492 and 6.425 mgs.

OPL (29.04), of Leonpodtville, Belgian Congo, phones Brussels, Belgium, near 2:15 p.m. EST... Roy DeMent of Plano, Texas, reports hearing ZB9W, Hong Kong, testing near 7 p.m. EST, on a new frequency of 9.93 mgs, and requesting reports of reception.

On Short Waves

Edited by Cha. A. Morrison

President, International DXers Alliance

Times indicated on this page are for Eastern Standard Time. For CST subtract 1 hour; for MST, 2 hours; for PST, 3 hours.
HOLLYWOOD SHOWDOWN

Tag Lines: Irene Rich may return to the screen in a story with the apt title, "After 40 Club." Plot revolves around women who go into business after they are forty years of age. Alice Faye's non-appearance in "Hollywood Hotel's" preview of "Sally, Irene, and Mary" was because she had suffered nervous collapse earlier in the day at 20th Century-Fox. Martha Raye up and about again after beating pneumonia to the draw. Take a listen to Joe Penner's catchy "I'm from the City."" tune next Sunday.

Meredith Wilson's featuring on "News of His" of his Concert Hall of the ten best musical compositions of all time. Boosted their phonograph record sale by thirty percent. Felix Mickey Mouse batoneer) Mills has radio's only circular podium and music-stand, and he needs it, for he's encircled by an orchestra, a vocal ensemble, vocal soloists, three white-tie musicians, and the Mickey Mouse gadge.

Parkparker, looking forward to an eight-week "rest" consisting of someville dates after June 14, when the Jolson show starts vacationing, remarks: "Foro-four weeks in a row are enough for any comedian or cast. During the last four weeks they get so jittery they begin to bite one another."

With the "Good News" show clicking and set to remain on all summer, Frank Morgan is shopping for a sail-craft. Fannie Brice for crystal candleabra and other early American furnishings for her new Beverly Hills home. Morgan, by the way, must have become boat-conscious while making the film, "Parkparker." which turned in an exceedingly praiseworthy job of dramatic acting.

Incidentally, the chances are that these two "Good News" comedy acts, Morgan and Brice, will be cast together in a contemplated screen farce based on Carnegie's "How to Make Friends and Influence People" and "How to Lose Friends and Annihilate Them."

George ("Hollywood Whisperers") Fisher has a trick idea in giving away film-wardrobe items for best letters answering questions he poses. Imagine the male seeking Joan Blondell's lingerie worn in "There's Always a Woman"—or Garbo's shoes worn any day.

Plums: To Joe Penner, whose radio "nostalgia" is widely known, Martha Wentworth, will stay on his show, thanks to his going to bat for her and ridiculing the re-cension policies which would have meant a lay-off. Joe's like that... To Jack Benny (whose Radio City performance was novel enough—and raged enough to bring him back to Hollywood in a hurry), for his kindness in setting up an old vaudeville pal in the restaurant business... To Stu Erwin, who, despite his troubles with the Oskie sponsors, threw a big party backstage for the entire cast after the final broadcast of the series.

Jan Garber was initiated to Hollywood the other morning. After finishing playing at Toppy's Cafe after 3 a.m., he was routed out of bed at 7 by Oley Olsen, Chick Johnson, George Burns, Tony Martin and Harry Sosnik and "kidnapped," togeth'er with Nathan, his Man Friday to the Olsen and Johnson trailer at Santa Monica beach, where everyone went swimming, ate breakfast in the trailer, was hauled to Lakeside Golf Course for a round of the links, and finished off with a fried-chicken luncheon, also prepared in the trailer by Nathan.

If you NOW WEAR A TRUSS

(Continued from page 12)

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Parkparker, looking forward to an eight-week "rest" consisting of someville dates after June 14, when the Jolson show starts vacationing, remarks: "Forty-four weeks in a row are enough for any comedian or cast. During the last four weeks they get so jittery they begin to bite one another."

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From left to right: Carl Vandegrift, who writes continuity for several shows; Bill Davies, whose clever wit is displayed on humorous sketches on the radio; and Rosemary Stanger, known to listeners as Vicky Harris.

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Traffic Manager J. Howard Ackley has been a WOWO and WGL announcer for the past ten years. Franklin Treske (left), production director, is heard on major programs such as "Modern Home Forum" and "Man on the Street."
A Free Political Forum?

Presently, our Congressmen will start reaching for microphones.

This is a political year, and nothing encourages a public servant to bubble over at the mouth too much as the fear that he will lose his hold on a Washington pay-check.

Citizens will then go to the polls to vote. Radio is the best medium for contact between candidates and electors. So we will vote for the man and the platforms which have sounded best in our sitting-room loudspeakers.

What we won't know is that we quite possibly have not even heard the best speakers and the soundest platforms.

Thereby hangs this tale.

During a political year, networks and radio stations generally charge all political candidates regular commercial rates for the use of broadcasting facilities. Speech is free if you can pay for it. If you have something to say, but no money, you keep your mouth shut.

So this year our radio will bring us the talks of men who have the dough-re-mi to buy their airtime. It does not necessarily follow that they will be the best men or stand for the best government.

In Wisconsin, the state itself is in the happy position of owning two radio stations, WHA and WLW. Their solution is to guarantee every citizen the right of hearing every candidate by establishing the Wisconsin Political Forum, an arrangement whereby candidates for state offices, and their backers, are permitted to air their views at no expense. Each man and each woman can say his piece.

A Wisconsin voter casts his vote for the best man and best platform, not for the best man who has Big Money connections. Wisconsin elects some pretty good public officials.

There is a lesson in that for our radio listeners, and for those who dictate network policies, too.

Coughlin Rides Again

Father Coughlin rides again! No border-to-border uproar has so impressed Congressmen in years as the tidal wave of telegrams which swept onto their desks one day late in March immediately following Father Coughlin's broadcast in which he charged every one of his listeners with the duty of urging his Senator to vote against President Roosevelt's reorganization bill. The sum total was well above 100,000. Telegraphic service in New York was completely disrupted following the radio plea.

So back to the political wars rides this Demosthenes in the robes of a Catholic priest. Despite his own promise to retire forever from participation in politics if Lemke, the candidate of his Social Justice party did not poll at least 9,000,000 votes (actually, he polled under a million), despite repeated stories of a direct Papal reprimand and order to desist, Father Coughlin is back again.

As pay-rolls become thinner and unemployment rolls mount, his voice rises louder and clearer, and more listeners nod their heads in agreement with his doctrines, just as they did in the dark years of the past depression. Without a doubt, the fighting priest has decided that the time is ripe to fight again. No restless spirits stir their fellows when all's well in the world; their outrages then would avail nothing. Saviors appear in dark moments to do their work, good or bad.

We may see soon, therefore, a battle of broadcasting titans. For the object of Coughlin's fury is also one who knows well the use and power of radio. Listeners may well applaud such at battle. It will mean better listening. It may even mean better government.

The Boys in the Back Room

A dispatch from Geneva informs us that seven nations last week deposited with the League of Nations evidence of their ratification of an international agreement "concerning the use of broadcasting in the cause of peace."

Parties to the pact, which went into force immediately, agree to ban broadcasting which might incite people anywhere to rebellion or war or harm international understanding. They also agree to broadcast in times of stress information on international relations—after its accuracy has been verified.

These are fine words, born of fine motives. But we would have felt a little more comfortable about the whole matter if we hadn't read further and found the list of signers to consist of the United Kingdom, France, Denmark, Brazil, Luxembourg, New Zealand and India. There were three notable absences: Germany, Italy and Japan.

Germany, Italy and Japan! That spoiled it all. It is as if the residents of a home for elderly ladies, disturbed at the thought of the reputation their neighborhood was getting, had agreed among themselves never to engage in brawls in the corner saloon.

Radio Guide • Week Ending April 23, 1938
ONE of the most famous churches in America is Manhattan's "Little Church Around the Corner," popular name for the Protestant Episcopal Church of the Transfiguration, which stands in a curiously secluded place on East 29th Street a few steps from busy Fifth Avenue. Known far and wide as the scene of thousands of weddings, the "Little Church Around the Corner" was built in 1849, got its nickname in 1870 when Actor Joseph Jefferson, seeking to make arrangements for the funeral of a theatrical friend, was turned away from a near-by church by a minister so set against stage folk that he wouldn't even preach a sermon for one. He advised Jefferson to apply to "the little church around the corner." The phrase clung. Actors began to frequent the church, and today it contains numerous colored windows in memory of men of the theater—among them John Drew, Edwin Booth, Richard Mansfield and Joseph Jefferson himself. The choir consists of 14 men and 26 boys, includes George Griffin, NBC tenor, as its soloist (first on left). The choir performs on all occasions, including the beautiful traditional Easter service.
RADIO KNOWS NO LIMITS: SETS CAN BE FOUND

On the banks of the East River along Manhattan lives this old man, penniless and friendless except for his cat, dog and radio. He has lived for a year in his hut built of driftwood; doesn't work or bath; but enjoys radio

Nan Wynn, CBS songstress, has an electric refrigerator with a built-in radio, continues her listening while puttering around kitchen

Many programs are heard early in the morning when it isn't always convenient to be near a set. That's why Tony Wons has one in bath

Radio Guide's photographer got this picture as a tugboat started out into the Atlantic to escort an ocean liner, inbound from Europe, into harbor. It was early morning and "The Breakfast Club" was on the air. In its search for radio in odd places, Radio Guide also found one on a gravel barge

On the roof of a garage near New York's Williamsburg Bridge is George Latham's pigeon coop. Unemployed, he finds time passes more quickly and pleasantly by working with birds and listening with a purpose

Chorus girls in one New York night club have a set in their dressing-room so they can listen between shows. This girl said Jimmie Fidler was her favorite
EVERYWHERE . . .

WENDELL H. BLACKBURN of Chicago writes: "I tuned in the radio and 'Let the Rest of the World Go By.' Through the miracle of the radio I received entertainment, news, spiritual uplift—why, the present-day life passed in review before me without taxing my imagination hardly at all, encompassing New York and London in the East, and Hollywood in the West."

Well did Reader Blackburn express the magnitude of radio, caused Radio Guide to wonder and investigate its uses, found that radio knows no limits.

Along the harbors of the Atlantic, Radio Guide found radio entertaining old salts as their tugs went out to tow in ocean liners; found a penniless, friendless old man housed in a makeshift hut on the banks of the East River, playing with his cat and dog and listening to the Philharmonic; found radio in bathrooms, ice-boxes and even in a tree-top observation platform on the estate of Major Edward Bowes.

Photographed by Gus Gale and Gene Lester

Radio means much to shut-ins. Some hospitals use the "Magic Ear," which enables a patient to listen without disturbing others or without the discomfort of earphones.

While radio in taxicabs is commonplace, buggies are generally thought to be musicless. For $3 blaze New Yorkers may rent this hansom cab and driver, drive through Central Park to the rhythm of romantic melodies. George Clark is the owner's name, his stand's at 59th & Fifth Ave.

Before the beautiful Westchester County, N. Y., country home of Major Edward Bowes was destroyed by fire a few months ago, the Major, besides having many radios throughout the home, had one installed by his outdoor swimming-pool, another on a platform in a tree-top.

On Easter Sunday NBC Announcer George Hicks (right) went out into the parks and on Fifth Avenue with a transmitter in his hat, broadcast comments of Easter strollers.

The above scene is familiar to most cities. Street venders mount a radio on a movable platform, go from place to place along the streets, sell all kinds of gadgets from static eliminators to reconditioned tubes. They are usually fast talkers, keep a watchful eye out for cops.
RADIO EXPERIMENTS WITH MASS MURDER

IN CHICAGO there is a program designed to experiment in dramatic horror; to scare a fright-loving America at the hour when, tradition would have us believe, ghosts choose to stroll. This program, "Lights Out," was purposely put into a midnight spot by NBC so that youthful ears would not hear its gruesome story. That it is gruesome is not questioned, for it has deliberately set out to strike new heights in radio thrills. First a local program, "Lights Out" went on the network because people demanded it. When NBC dropped it, protests of thrill-seekers forced it back. And with that test of strength came more daring experiments.

In motion pictures Boris Karloff has been the supreme frightener-of-little-children. On a recent Chase & Sanborn Hour this Frankenstein so scared one Congressman that he complained to the Federal Communications Commission. So to "Lights Out" came Karloff to do the best job of shocking that has ever been done on ether waves. Heads have been chopped off, bodies have crashed to hard cement and splattered blood, persons stabbed, human flesh devoured.

What will be the reaction on the part of the thrill-loving public to this experiment in murder? Karloff makes his final appearance Wednesday. Perhaps then we will know, for radio listeners are a letter-writing group.

Jun Fujita and Universal Pictures
Electrocution of a human in Karloff dramas is achieved by radio technicians with a frying-pan of bacon sizzling on an electric grill plus the sound of flying sparks obtained from an ordinary telegraph key and dry-cell battery.

Crushing of human bones is done by breaking spareribs with a pipe-wrench. Sound-effects pictured on these pages were designed for "Lights Out," first program to use a monolog form whereby sound indicates action.

Stabbing of a person on this show is indicated by the nerve-shattering sound of flesh being ripped, an effect achieved with a knife and a chunk of pork.

Most monstrous of all sounds is that of human flesh being eaten, produced by squashing cooked spaghetti, gurgling and smacking lips.

Net the best lullaby for kiddies is the sickening thud of a body splattering on a pavement. This is done by throwing a saturated rag on a cement slab.

When you hear the sound of a body being turned inside out by some mysterious, demon-possessed monster, it is just a water-soaked rubber glove being turned inside out and an ordinary berry-basket being crushed simultaneously.

Blashing a head of cabbage with a knife produces the sound of a human head being slashed or being chopped off. Other effects on this show include eruption of a volcano, achieved by boiling oatmeal and percolating water.
HE RULES THE AIR: JOHN ROYAL IS CZAR OF

Czar of all NBC broadcasting is John F. Royal, the man who says what shall and what shall not go on the air. He's NBC's vice-president in charge of programs who presents 70-odd shows a day to audiences of millions. On his orders, an unknown is whisked to stardom, oceans and continents are bridged, time and difficulty ignored.

Broadcasting's busiest man, Royal handles 700 phone calls, 30 interviews and does 14 hours of work daily. While seeing a visitor he may also be talking to China, arranging a program from the battlefields.

Born July 4, he likes fireworks, works at high pitch. He's a man of action, for any minute may come word that Amos 'n' Andy are ill and a substitute program must be planned in ten minutes; or that an expected speech from Rome didn't come through and a silent network must be made to hum.

Photographed by Charles P. Seawood

A busy man must have ready service at his command, and as Czar of all NBC programs, John F. Royal is really busy. On his desk are two telephones; underneath are two private lines and many buttons to summon his various efficient secretaries, assistants and many other helpers.

The grandfather's clock in Royal's office is the only one in Radio City, is the only non-electric clock in NBC. Such decorative touches as this give the office warmth.

John F. Royal, once a newspaperman, then a theater manager, now plays showman to the world. He came to NBC in 1931 from Station WTAM in Cleveland.
Mr. Royal likes a good joke. His favorite trick is to keep a bowl of matches on his desk. Visitors know he doesn't smoke, hesitate and invariably ask, "Why the matches?"

Sustaining script-shows call for conferences with William Rainey, production director, center, and Lewis H. Titterton, continuity and literary-rights director. Royal will sometimes query, "Is it Mae Westish?" The Toscanini photo over loudspeaker is autographed.

With a Beethoven portrait on the wall, a Sibelius head on the piano, Mr. Royal listens as Dr. Frank Black, NBC's music director, plays to illustrate his point. Note similarity in foreheads of Royal, Beethoven, Sibelius.

The world is Royal's workshop. He is shown here discussing international broadcasts with Phillips Carlin. In present war-clouded days their task is difficult, is complicated by cautious foreign policies and jealous dictators.
HAL KEMP and his orchestra start a new program called "Time to Shine" over 38 CBS stations on Tuesday at 10 p.m. EST. With him will be Rosalind Marquis, Bob Allen, Saxie Dowell.

Just before starting dress rehearsals Hal took Laddie, 5-year-old collie companion of his two children, to Chicago's lake beach, the rock jetty opposite the Gold Coast and into the woods north of Wilmette where these pictures, and the one on the cover, were made.

Kemp's last commercial program was for a cigarette maker and ended Christmas Eve.

Photographs by Jun Fujita
MBS-Easter Service from New York's NBC to Coast to Coast. Program from the NBC National Park Service to the Department of the Interior. The service will be broadcast to various locations in various parts of the country. Following the service, broadcasts will be made from a variety of locations, including New York City, Los Angeles, Chicago, and other major cities.

10:00 a.m. CST

CBS: Easter Pgm. from Rome: WYAA, WTOP, WMAQ (9:45). Program from the Rome, Italy, NBC News. News broadcast includes interviews from Rome, the Vatican, and other locations in Italy. The program will feature news, interviews, and commentary from Rome.

11:00 a.m. CST

MBS-Easter Service from St. Joseph, Mo. CBS: Rev. WGN-AM/WTOC (11:00). Program from St. Joseph, Mo. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the St. Joseph area.

2:00 p.m. CST

MBS-Easter Service from Los Angeles: CBS: Rev. WOR (2:00). Program from Los Angeles, Calif. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the Los Angeles area.

3:00 p.m. CST

MBS-Easter Service from New York: CBS: Rev. WJJD (3:00). Program from New York City, N.Y. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the New York area.

4:00 p.m. CST

MBS-Easter Service from Chicago: CBS: Rev. WMAQ (4:00). Program from Chicago, Ill. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the Chicago area.

5:00 p.m. CST

MBS-Easter Service from Cincinnati: CBS: Rev. WFCI (5:00). Program from Cincinnati, Ohio. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the Cincinnati area.

6:00 p.m. CST

MBS-Easter Service from Minneapolis: CBS: Rev. WCCO (6:00). Program from Minneapolis, Minn. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the Minneapolis area.

7:00 p.m. CST

MBS-Easter Service from St. Louis: CBS: Rev. WDBX (7:00). Program from St. Louis, Mo. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the St. Louis area.

8:00 p.m. CST

MBS-Easter Service from Pittsburgh: CBS: Rev. WJOE (8:00). Program from Pittsburgh, Pa. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the Pittsburgh area.

9:00 p.m. CST

MBS-Easter Service from Dallas: CBS: Rev. KRLD (9:00). Program from Dallas, Tex. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the Dallas area.

10:00 p.m. CST

MBS-Easter Service from Washington: CBS: Rev. WOR (10:00). Program from Washington, D.C. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the Washington area.

11:00 p.m. CST

MBS-Easter Service from New York: CBS: Rev. WOR (11:00). Program from New York City, N.Y. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the New York area.

Midnight

MBS-Easter Service from Chicago: CBS: Rev. WMAQ (Midnight). Program from Chicago, Ill. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the Chicago area.

12:00 a.m. CST

MBS-Easter Service from New York: CBS: Rev. WOR (12:00). Program from New York City, N.Y. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the New York area.

Midnight

MBS-Easter Service from Chicago: CBS: Rev. WMAQ (Midnight). Program from Chicago, Ill. The program will feature a gospel service, including choir and orchestra performances. The service will be broadcast to various locations in the Chicago area.

Sunday, April 17

WADG-Gospel Singer, North • 8:00

WABC-Tom Terrill, WBOY (7:00)

WBBD-United Swedish Service, WHO, Bible Broadcast WJWJ-Vispa, WBOY

CBS-Wings Over Jordan • News: WABC, WOR, WORB, WWOR, WNY 

WCBS-Church of Christ, Council Bluffs, Iowa

WJRW-Morning Melodies, WOR (7:30)

WTPA-Our Church

WHAN-760, WABC (7:15)

CBS-Winds Over Jordan • News: WABC, WOR, WORB, WWOR, WNY

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WTPA-Our Church

WHAN-760, WABC (7:15)
MBS-Charley
CBS -Boris
WTAD-Lawrence
WJJD-Love
WGN-The
NBC
WAAF-So You
WJJD-Fred
WJJD-Chic MacGregor's
Cross,
WHO
WHO
WCCO
"Jell
A,
WIRE (sw-15.33)
Jack Benny
As
WFBM KMOX WBBM
Glazounow's
Quartet:
Quartet
WISN
WIBA-Amer.-Scandinavian Hour
WIND -Dixieland Band
WMT-Cop on
WBOW
Oro. Singing Society
the
WKBH
WLW WOWO WHO
WBOW CTAQ WOC
WIND -Gypsy
WMT KWT WMJ (sw-15.21)
KBSS-Norwalk Daily Hour
WBOW-WBBM KSMO
WAF-Arlene's Place
WBBM Dr. Precious Bradley
WCCO-Home Relaxation Hour
WFCB-Kwist Center
WFBM-Newscast
WFPM Life Hour
WGN-The Radio City
Wind-Down the Mississippi
WBBM-Life Stories
WBBM Men's Voices in Song
WBQ Symphonic
WTA-Lawrence Glessner, for
CBS-Vincent Price: "MWAQ" WIRE
CBS-Boris Morris' Quartet WCCO-MABA String Quartet
Program: "Grammarian's Quartet in Bb, "Romance 1st Quartet in E Flat"
Strage As It Seems: WHO
KSB Deserving Of Credit
WJJ-Fred Beck, organist
WBBM-Kennedy
WATD-Quincy Marches On
CBS-Jean Herhalt in "Doctor Christofer, Ethel" (Chesn-
bourg) WFBM KXMO WBBM WCCO WLA-
15:07
CBS Tuesday Night Atlor
WCCO-Young People's Prom.
WCCO Sunday Serenade
WCCO Musical Workshop
WCCO Black Key, swing talk
WAPY-Sunday at 10:30
WABF To Help You to Ride
WCLY-Interlude
WBBM-Concerts
WBS-Playground Concerts
WBS-Geology Lesson
WBS-Gold Songs by Gordon & Revel
WBB-Your Foundation for Science
WBB-Your Musical Foundation
WBS-Maple Leaf Quartet
WBB-Second Program
WTAD-Public School Program
WTAD -Children's Program
WTAF-2:00
WBB—Radio (Empire)
Parkson Journal & Butler-
tworth Interviewing: WHO WBBM WIRE WCCO-15:31

Sunday April 17
12:45
CBS-Pete's Gold: David Ras-
Orch. WFBM WBKB WSSN KXMO
MBS-Johnie & Jane: KWK
WGN
WKB American Radio Warblers
WCCO-Brennan Family
WCLT-Music in the Air
WBAI Community Wire
WCCO-World
WJJ-Frankie Trumbauer's Orch.
WJJ-For The Record
WBBL Round Table
WOC Country Club of Hid-
Street
WTAD-Blended Voices
WTVQ News
1:00
NBC-The Memory: Mrs. RCA; Symph. Orch.; Milton J. Cro-
, m., South Orch., Frank Black; Guest: WLW WBVB WBBM KSMO WST
WKB WIRE WMJ (sw-15.21)
KBSS-Norwalk Daily Hour
WBOW-WBBM KSMO
WAF-Arlene's Place
WBBM Dr. Precious Bradley
WCCO-Home Relaxation Hour
WFCB-Kwist Center
WFBM-Newscast
WFPM Life Hour
WGN-The Radio City
Wind-Down the Mississippi
WBBM-Life Stories
WBBM Men's Voices in Song
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WBB—Radio (Empire)
Parkson Journal & Butler-
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Sunday April 17
12:45
CBS-Pete's Gold: David Ras-
**Frequencies**

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<tr>
<th>Frequency</th>
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<td>1080 kHz</td>
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<td>1120 kHz</td>
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**Monday, April 18, 1938**

**Radio Guide**
**Week Ending April 23, 1938**

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**MORNING**

**7:00 am CST**
- CBS-Sunny Melodies: (sw-21.52)
- NBC-Salomilas, children's stories: (sw-11.83)

**CBS Deep River Boys:**
- (sw-11.83)

**CBS-School Children, Texas:**
- (sw-11.83)

**CBS-Enoch L. George:**
- (sw-11.83)

**CBS-Catholic Mass:**
- (sw-11.83)

**CBS-Deep Time:**
- (sw-11.83)

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**10:00 am CST**
- CBS-National News: (sw-21.52)
- CBS-Easter Sunday Service: (sw-11.83)

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**MID-DAY**

**1:00 pm CST**
- CBS-Hollywood Playhouse: (sw-21.52)

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**6:00 pm CST**
- CBS-Family Hour: (sw-11.83)

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**SUNDAY**

**April 17**

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**RACHEL CARLAR**
- "Man From the South" (sw-21.52)

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**End of Sunday Programs**
Monday, April 18

GOOD LIVING TODAY

Radio Guide Week Ending April 23, 1938

CBS-Romance of Helen Trent; Virginia Clark (Elsie Wallace Hapgood); WBBM KMOX

WBC-Harry Cauldwell's Orchestra: WCCO

WBB-Melody of All Churches: WOC

WSD-Dan Harding's Wife: WOC

WBBW-Walt Whitman's Pocket Poems: WOC

WBBM-Woody Herman: WOC

WBBW-Hokey Pokey: WOC

WBBW-Folk Song: WOC

WBBW-Organ Gems: WOC

WBB-Waltz: WOC

WBBW-Twilight: WOC

WBBW-Vienna Boys' Choir: WOC

WBBW-Clair Wright: WOC

WBBW-Boys Singing Quartet: WOC

WBBW-John Campion: WOC

WBBW-Vienna Boys' Choir: WOC

WBBW-Frederick C. H. Barron: WOC

WBBW-Tuesday: WOC

WBBW-Women's Hour: WOC

Afternoon

3:00 CST SPORTS ANNOUNCERS BASEBALL, CBS.

Night

6:30 CST CANTOR'S CAMEL CRAWL: Fairchild of Beverly Hills: WOR

7:00 CST VOICE OF FIRESTONE: Richard G. ALFRED WALTHER'S orchestra: NBC-Red.

8:00 CST LUX RADIO THEATER: Deanna Durbin, Eric Linden, Jack Pickford, guests, CBS.

9:00 CST HOUR OF CHARM, Phil Spinatny's ladies orchestra, NBC-Red.


Afternoon

12:00 Vincent Curran, songs (sw-15.27)

12:35 CBS-Betty & Bob, sketch (Gold Medal). KMOX, KOKY, WBBM, WBBF, WBBW (sw-15.27)

12:45 WBBW-Christmas Carol: WBBM

12:59 WBBW-Carnival: WBBF

1:05 WBB-Christmas Carol: WBBF

1:15 WBB-Christmas Carol: WBBF

1:20 WBBW-Christmas Carol: WBBF

1:25 WBBW-Christmas Carol: WBBF

12:59 CBS-Arnold Brown's daughter, sketch (Gold Medal): KMOX, KOKY, WBBM, WBBF, WBBW (sw-15.27)

1:05 WBBW-Christmas Carol: WBBF

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12:35 CBS-Betty & Bob, sketch (Gold Medal): KMOX, KOKY, WBBM, WBBF, WBBW (sw-15.27)
Good Listening for Today

7:00 CBS JOHNNY PRESENTS Ross Morgan’s orchestra: Jimmie Davis, singing “Cowboy in the Rain.”

9:00 CBS ‘BIZ TOWN’ New musical drama with Edward G. Robinson and Claire Trevor, CBS.

7:30 CBS AL JOLSON show with Martha Raye, Playmates, orchestra; Douglas Fairbanks, Jr., guest, CBS.

8:00 CBS WATCH THE Fun GO BY, Al Pearce’s Gang and Carl Hoff’s orchestra; guest, CBS.

8:30 CBS MARY AND MOLLY with Clark Dennis, Betty Winkler, Billy Mills orchestra, NBC.

8:30 CBS BUNNY GOODMAN’S ORCHESTRA; WCLF.

9:00 CUE TO TIME; SHINE Hal Kemp’s orchestra, Rosalind Marquis, Bob Allen, CBS.

Don’t Lose Out!

Don’t lose your ticket of your favorite when Daylight Saving Time goes into effect as of 2 a.m. Sunday, April 30th. On April 21st, give you the time of your list and your program; reserve your copy of your newsletter—now!
Good Listening for Today

Station which will broadcast these programs may be found in the Chicago area by checking the listings above.

NIGHT
6:30 CST WO, THE PEOPLE, Gabriel Heather, Mark Warnow's orchestra; guests, CBS.
7:00 CST KATE SMITH HOUR; Ted Strasser, Jack Miller, guests; CBS.
7:30 CST RUDY VALLEE'S VARIETY HOUR; guest, NBC-Red.
7:00 CST THE MARCH OF THE TIMES, news dramatizations.
7:00 CST ALFRED WALTENSIUS'S FIENNETTISSA, MBS.
8:00 CST GOOD NEWS OF 1938, Robert Taylor, mc; Francis Parkinson, organ and other film stars, chorus, Meredith Wilson's orchestra; NBC.
8:30 CST KARL W. MCCARTHY'S CAFE' CONCERTO, Merle Logan, Melvin Brynner, and Clark Gable, guests, NBC-Red.

Summer Session

With the beginning of Daylight Saving Time on 2 April, Sunday, 24 April, radio dives into the summer's most favorites change broadcast times then, look for up-to-the-minute schedules changes.

Cubs on April 30—this Thursday!

Radio Guide • Week Ending April 23, 1938

WTMJ-Livestocks
WHO
WCBD-Musicale
News.
WKBH-Home Folks
WKBB-Music Moderne
WMT-Many Happy
WCBD-J.
WBAA-Drama
W'BBRI-Manhattan Mother's
WBAA-Story Book Hour
WIBA-Concert Hall
WBAA-Interesting People
WISN-Movie Chat
WMT-Behind the Scenes
WKBB-For
WISN-Italian
WBAA-Moods:
WISN-Movie Chat
WMT-Many Happy
WBAA-For
WISN-Movie Chat
WBAA-Moods:
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WBAA-Moods:
WISN-Movie Chat

Good Listening for Today

700 CST CITIES SERVICE CONCERT with Louise Maunder, Dr. Frank Black, conductor. NBC-Red.

730 CST PAUL WHITEMAN'S ORCHESTRA; Charles Trenet. CBS.

8:00 CST HOLLYWOOD HOTEL with Frances Langford, Frank Parker, Anne Jamison, Louella Parsons, Ken Murray and Oswald, Maran,心灵,Antony, Corinna, Carole Lombard and Fernand Gravet, guest, CBS.

9:00 CST THE SONGSHOP with Dell Shubert, m.c.; Alice Cornette, Nan Conner, Reed Kennedy, quartet, glee club, orchestra; guest, CBS.

9:45 CST AMERICAN VIEWPOINTS; Frank Gannett, speaker, CBS.

Next Sunday!

At 2 a.m., April 24 (next Sunday), Daylight Saving Time goes into effect for the summer months, and many listeners will change their time on the air, too. Don't dial blindly. Know the line-up for your area before you hear the new schedules start. Next week's Radio Guide will tell you more.

Good Listening for Tomorrow

7:00 WNIJ Vocal Quartet: "Hollywood 900". NBC-Red.

7:30 WOC-Fifth Night of the Symphony: "Hollywood 900". NBC-Red.

8:00 WGMT-"Music in the Street". WIAW, NBC.

9:00 WCCO-"Music in the Street". WIAW, NBC.

9:30 WBTM-"Music in the Street". WIAW, NBC.

Next Sunday!

4:00 CST THE RHYTHM RASCALS. WIND-Tommy Shane, organist.

5:00 CST CIMAX QUARTET: "Singing in the Street". WBBM, NBC.

5:15 CST COLUMBUS SYMPHONY: "Music in the Street". WIAW, NBC.

6:00 CST ORCHESTRA: "Music in the Street". WBBM, NBC.

7:00 CST ORCHESTRA: "Music in the Street". WBBM, NBC.

8:00 CST ORCHESTRA: "Music in the Street". WBBM, NBC.

9:00 CST ORCHESTRA: "Music in the Street". WBBM, NBC.
Saturday, April 23, 1938

Good Listening for Today

Radio Guide • Week Ending April 23, 1938

NIGHT

6:00 CST COLUMBIA WORKSHOP, dramatization of

7:00 ROBERT L. RIPLEY, Linda Lee, B. A., rolfe's orchestra, NBC-Red.

7:30 JOHNNY PRESENTS RUSSELL Morgan's orchestra, Jack Johnson's drama, Gene

9:00 LUCKY STRIKE HIT PARADE, Mark Warnow's orchestra, vocalists, quartet;

9:30 SYMPHONY ORCHESTRA, Pierre Monteux, guest conductor; Schola Cantorum,

2015-04-23T00:00:00+00:00
Radio Guide | Week Ending April 22, 1938

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Saturday

April 23

Russ Morgan

"Johnny Prentis" orchestra

7:30 am CST
At
What's
How
Back
IN
CLICK
Fishbowl
Refugees
The Dead
-Time
PLUS
CLICK
Bulgarian Custom
Growing Pearls
Nearly
in
Hat -Time
toons
Color
suggest
the
After
in the
Troupers'
6
Bowl
Made
out/Time
Medwick-there's
'sim
not to
and ignored the
man who finally
cription
side
sat
and
boiling
perched at the top
cries.
ously
broadcast;

Radio has made

We REMEMBER once when we
drove past a crew of telephone
linemen on a road in a western state.
It was midafternoon. Three men
were perched at the top of poles, tugging
at wire and sweating freely under the
boiling sun. Beneath them at the road-
side sat the light truck in which they
had driven out some ten miles from the
nearest town.

On the running-board of the truck
was the fourth man of the crew. There
was a small radio in the car, and the
loudspeaker was booming out a de-
scription of the battle between the St.
Louis Cardinals and the Chicago Cubs.
When a phrase was lost in the breeze,
the man on the ground would
repeat it at the top of his voice for the
benefit of his fel-
low workmen on the poles. They all
waved as we drove past. In our own
view we had tuned in on the same
program.

A few miles farther along we
stopped at a filling-station. Two men
sat on chairs tilted against the shady
side of the building, listening intently
to a radio where a text-
scription of the same game. We had
to honk twice before we could
catch the listeners out of their reverie, and
the man who finally answered
was obviously reluctant to be
annoyed.

IT WAS 3 to 3 in the eighth inning
The Cards had two men on base.
"Pretty close," we said.
"Yeah," said the man glumly.
"Whut'll you have?"
We told him.
Just then there was a burst of cheer-
ning over the radio. We listened. The
Cardinals' Joe Medwick had just
slammed out a two-base hit, scoring
a couple of teammates.
The filling-station man swore loudly and
ignored the oil gauge in his hand.
"Listen to that!" he cried bitterly.
"Listen to that! I could have told you
not to leave that guy pitch! He's been
wobbin' all over the place for three
innings. Whut'd they want to
'Jim in there for'? I could have told
'em!"
"Yeah—whadda you know?" de-
manded his listening partner. "You—
always tellin' me Hartnett can hit! Joe
Medwick—there's a hitter for you!"
We drove on, leaving them with
their dispute. Depend on them to
make the most of it.
Radio has made baseball the
national game.

We thought about the early days,
when, because we were on friendly
terms with the editor of our home-
town newspaper, we were one of the
privileged few who could invade the
office during a World Series and hover
over an old-fashioned printer—tele-
graph machine, watching with fever-
ish interest as it clattered out a 48-
word-a-minute report of the doings at
the Polo Grounds or at Griffith
Stadium. Less fortunate souls waited to
read about these things in the evening
paper.

THEN we thought about how radio
has changed all that. We thought
about all the summer afternoons in all
the small towns in America, when
boys in drug stores and cigar stores
and hamburger joints and filling-stations,
and in law offices, and in courthouses,
and in hospitals the people who can't
get out to the ball game manage to
enjoy the thrill of the conflict—by
radio.

There are people in those little
towns who can tell you more about
baseball than their city cousins ever
dreamed of. There are people to whom
the actors in the drama of baseball are
as real as neighbors to whom the joys
of victory and the tragedies of defeat
are as moving as a personal triumph
or a personal loss. There are people
who would rather argue baseball than
politics—and who do.

We don't like to rhapsodize, but we
are tempted to say that baseball
broadcasts are more potent than mu-
sic, more productive of speculation
than the foreign or domestic political
situations, and are more widely heard
than any other dramatic programs in
the summertime—probably baseball's
testimonial could include the rest of
the year.

Radio has really made baseball
the national game.

Senators vs. Athletics may be heard
Monday on NBC, at 6:15 and at 8:15 B.S.T.
EST 2:15 p.m. — CST 1:15 p.m.
MST 12:15 p.m. — PST 11:15 a.m.
So You Like Contests?

RABID contestants will hate it; casuals will feel a definite weakness in the plotline. Some sponsors are going to wonder why they have to pay for something that the public doesn't want. Spokesmen are in an important event contest history.

Tickets to Fortune are the forerunner of more important investigations of radio prizes. A look at the public, but more particularly of curiosity, has been built up in front. The public as a whole wonders what happens to the $1,000,000 worth of prizes given to the winners. Especially is this true of America's twenty-five million contest listeners who want to win any of it; sponsors wonder whether the obvious profits of contests may mean to the London Bender asks:

"Are they on the level?"

"Why do they—the sponsors—do it?"

"What changes occur?"

His answers to these questions are interesting, as one man's views. They are not details but are named in figures to prove them, but they deserve a fair hearing. To consider them, Ransio Quittos has an impartial attitude, speaking not for sponsors, contestants or newspaper. His views have had, to encourage the finding of facts. Fair-minded contestants, sponsors and publishers have put up for a complete investigation for a long time. Perhaps Bender's book will encourage others to go further.

Of the first of his questions, Bender says:

"The overwhelming majority of contests are absolutely honest, as far as their mechanics are concerned: Entries are all opened and evaluated; judging methods are as fair as possible, considering the size of the job; the prizes are paid to the winners; especially is this true of contests announced by the big radio networks, which check every detail most carefully before announcing a contest over the air. Nevertheless, there are entries or misleading contests announced in print every day.

Bender's analysis of unfair contests is a warning everyone who ever enters a contest should study in detail. He says:

"Contests can be given unfair dates as long as they want. Their mechanics are concerned: Entries are all opened and evaluated; judging methods are as fair as possible, considering the size of the job; the prizes are paid to the winners; especially is this true of contests announced by the big radio networks, which check every detail most carefully before announcing a contest over the air. Nevertheless, there are entries or misleading contests announced in print every day."

Bender's analysis of unfair contests can warn everyone who ever enters a contest should study in detail. He says:

"Contests are so arranged that the product is meritorious and worth the money but by compelling the public to buy if they want to enter in his contest."

Considering these points one at a time, what replies can be made? Should defenses be made?

First, it seems clear that Bender is correct in his summation of the value of entries to sponsors. That a sponsor would want to know the number of words that can be made out of the name of his product, or that he could not buy the best addresses or product names from advertising experts, is, as Bender says, ridiculous. What he wants is for people to buy his product to enter his contest.

The second issue is double trouble, also. Mailing-lists are distributed nationally, and are checked for purchasing-power. Just as any new offer of mailing-list is a unknown quantity, so is a list of names of contestants.

As for the good-will of contests, let no sponsor be misled by complaints of tricks or bad luck. The public, who write nasty letters to sponsors and judges after contests close are definitely in the minority. The fact that they are chronic letter-writers makes them seem more numerous than they actually are, as mentioned in a letter from a contest judge published here several weeks ago. Sincere contestants, whether considered fans or casuals, hold grade-up of sponsors who fail to be fair.

For contestants selling themselves permanently on a product when they

is concerned, and better lists could be bought more cheaply and simply. The good-will of the contest is offset by the disappointment of the losers.

Sponsors will not sell themselves permanently on the merits of the product when they write about it in contest entries.

Sponsors won't get listeners from radio programs. The public is developing a new kind of protective sixth sense. It can automatically shut off its hearing facilities while the commercial announcement is going on and reopen the channels when the entertainment begins. A sponsor is not to be	

So for contestants selling themselves permanently on a product when they thinking about it to thinking advertising directly. It is a generally accepted theory that advertising can make customers give the product a fair trial it has performed its own function. The product should sell itself from there on.

When Bender says further that contests don't get new listeners for radio programs because listeners have learned to ignore commercial announcements, he is speaking plainly. The contest enters the public, devices. The public will hear the commercial announcements, of which contest news is always a part. If contests "pull" heavily, it is clear that listeners heard the announcements. Since they do, Bender

This Week's Prize Specials

Some New Opportunities

Contesting, like almost every other indoor activity, ordinarily feels a distinct summer slump. Some experts predict that the present strained business period will continue, with exception, since contests help business. However:

The Strongheart Dog Food Company is awarding Scotch terriers to contestants in its first 50 contests. The contest is announced over Station WOR, New York, on the "Pet Club of the Air". Enter from any station.

First winners in the Strongheart Dog Food contest: Frances Haines, East Orange, N. J.; Don Weston, Bellerose, Long Island and Jeanne Adams, Fairfield, Conn. Each of them won a pedigreed Scotty. (For details see col. 4)

Contests are not for "non-slip" garter, above the knee. The Hopleaf Hosiery Co. is offering a first prize of $160 and 102 other merchandise prizes for names. To enter, write the name you suggest on a plain sheet of paper, give the name of your hosiery store and your own name and address, and enclose one of the status and black "Doubly Certified" seals which come at each pair of stockings. Send entries to Contest Editor, Hopleaf Hosiery Co., Milwaukie, Oregon, where the contest will be held in your town. Prizes in each contest will be determined by the local contest editor and theater manager, but the first prize in each contest will always be a Laundrie Home-Fit stove, which retails at $199.90. To enter, furnish a last line for this limerick:

"When Betty wore 'ideal,' all the populace said A Bendix he gave her. From usual, she said, "If..."

Entries should be sent to local Bendix dealers, unless other rules are published locally.

Can you think of a name for a new type of Scotty? The Answer-Week's Prize contest is offering a prize of $1,000 in the C-H-B canned and Bottled Food Products contest, in each of two contests—one each for the months of April and May. It's a "Who am I?" contest in which entrants tell which of three types they would prefer to be.

The National Association of Ice Industries is awarding three air-conditioned ice refrigerators each week in a series of contests which ends at midnight, May 21. Send a letter of not more than fifty words to Contests, 228 North La Salle St., Chicago, Ill. Why not enter? "A contest would like to own a new, modern ice refrigerator."

Arthur Godfrey, on his CBS program heard Mondays and Fridays at 7:15 p.m. Eastern, and first prize is $100 and ten $10 prizes each two weeks for best stories on twenty-five words or less completing the following sentence: "I like Barbasol because..." The winners will be selected on the basis of the Barbasol cartridge which has been sent to this address this season. Send entries to Barbasol, Indianapolis, Ind. Winners of $100 prizes are eligible to win in one of a 1953 Oldsmobile or a 1950 Lincoln. Last contest closed Friday midnight of this week.
The FOUNTAIN of YOUTH
RADIO AND MOVIE STARS HAVE FOUND IT!

Te keep up to par, stars like Edgar Bergen (above) and Rudy Vallee (below, with Charlie Farrell) every so often relax in the sun (above), amuse themselves (below). For where they go, what they do—and why—read May issue of SCREEN GUIDE!

MAY SCREEN GUIDE ANSWERS THESE QUESTIONS:

HOW IS SHIRLEY TEMPLE TREATED AT HOME?
WHAT HAPPENED TO THE PRESIDENT'S GUEST-STAR?
IS HOLLYWOOD UNFAIR TO DANIELLE DARIEUX?
WHAT IS THE NEWEST WAY TO FIND MOVIE STARS?
WILL YOUR GIRL GO WRONG IN HOLLYWOOD?

LOOK FOR COVER (RIGHT). BUY SCREEN GUIDE—10c!