COMPLETE PROGRAMS FOR WEEK ENDING MAY 7

The Real Story of Bob Burns' Home Town, Van Buren, Arkansas

Singers Win in Popularity Poll — See Page 15

Dorothy Lamour sings Sundays; Hubby Herbie Key's Band plays from Hollywood's Cocoanut Grove
OFFICIAL STAR OF STARS BALLOT

My Choice for the Best Dance Orchestra 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 before you vote. This ballot must be mailed by midnight this Saturday, May 7.

RADIO GUIDE'S ANNUAL STAR OF STARS POLL

THIS WEEK—MOST POPULAR DANCE ORCHESTRA

This week adds another chapter to radio history. It will tell the story of "swing vs. melody." When the last ballot in this week's Star of Stars Poll is in and all the votes have been tabulated, listeners will know who is at the top of the dance-orchestra heap. For votes tell all! Whether "swing" is just a passing fancy or here to stay will be indicated in this battle of ballots.

Heretofore there's been little competition for top place each year as the nation's favorite dance orchestra. Year after year loyal fans have told sponsors their choice among all dance orchestras, and year after year that choice has been Wayne King's "sweet" orchestra.

This year, unlike any other year since Radio Guide's great Star of Stars Poll was instituted in 1934, fans may vote for one, and only one, classification each week. This is the week for listeners to select the air's best dance orchestra. Each week Radio Guide will announce the winners in the various polls. In the fifth poll, Bing Crosby has been named the air's most popular male singer of popular songs and Frances Langford the best female popular singer. The complete results are announced on page 15.

Destined to be at fever pitch until the last vote is counted, this week's poll offers a chance for all the jitterbugs to get together and fight it out with the melody fans. What will the nation's choice be?

Winners in the dance orchestra classification last year were: First, Wayne King; second, Guy Lombardo; third, Shep Fields; fourth, Hurece Heidt; fifth, Rudy Vallee; sixth, Al Goodman; seventh, Richard Timler; eighth, Don Deming; ninth, Benny Goodman; tenth, Hal Kemp; eleventh, Jimmy Dorsey; twelfth, Eddy Duchin.

Whether you prefer the entrancing waltz music of Wayne King or the "jam" sessions of Benny Goodman, this is your opportunity to settle a nation-wide dispute by filling in the ballot above and mailing it before midnight, Saturday, May 7. And don't forget, this ballot is not good for any other election, and no other ballots can be used in this week's election.

You'll not only perform a service to radio sponsors by voting for your favorite dance band, but you're doing your duty to your fellow listeners and to the radio performers. Help settle a nation-wide wrangle today!

Turn to Page 15 for results in the Popularity-Singers Election!

WEEKLY SCHEDULE OF THE STAR OF STARS POLLS

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 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!
THIS WEEK
PREVIEWS OF SOME OF THE BETTER REGULAR AND SPECIAL BROADCASTS TO BE FEATURED OVER THE AIR THIS WEEK

SUNDAY, MAY 1
Dr. Walter Damrosch . . . May Day music
Music Festival from World's Fair—NBC-Blue and CBS, 8 p.m. EDT.
Dr. Damrosch and other conductors will lead the New York Philharmonic during a special program of May Day music from the New York World's Fair site at Flushing Meadows, L. I. The Oratorio Society, directed by Albert Stoessel, will also be heard.
Efrem Zimbalist . . . for Ford
Sunday Evening Hour—CBS, 9 p.m. EDT.
Efrem Zimbalist, world-famous violin virtuoso, will be the guest artist of the Ford Hour Sunday. Born in Rostov-on-the-Don, Russia, in 1890, Zimbalist made his American debut with the Boston Symphony Orchestra on October 27, 1911. For program details, see page 7.

Movie stars . . . from abroad
"Grand Central Station"—CBS, 10 p.m. EDT.
The story of movie-star importations from abroad who turn out to be fake will be dramatized in this sketch Sunday. The dramatization will tell of backstage life in Hollywood and emphasize what really goes on behind the scenes.

MONDAY, MAY 2
Conference . . . heart disease
International conference—NBC-Red, 7:30 p.m. EDT.
The purpose of this program is to educate the public against one of the most serious afflictions of childhood, rheumatic heart disease. Speakers will be Lord Thomas Jeffes Horder, Dr. Homer F. Swift, Dr. T. Duckett Jones, Dr. William J. Kerr.

Frank Parker . . . Gracie's guest
"Bums and Allen"—NBC-Red, 8 p.m. EDT, and 10:30 p.m. EDT.
Parker, one of radio's most eligible bachelors, has been in radio since 1926. Heard on "Hollywood Hotel" every Friday night, Parker is also taking over the Monday night singing show of Tony Martin, while Tony is vacationing in Honolulu.

Buster Crabbe . . . guest star
"For Men Only"—NBC-Red, 10:30 p.m. EDT.
Ace swimming star and motion-picture actor, Buster Crabbe is beloved by his fans everywhere. As guest of "For Men Only" this Monday night, he will be heard in an informal interview in which he will tell about interesting incidents in his life.

Henry Weber . . . presents opera
"Pagasan of Melody"—MBS, 10:30 p.m. EDT.
Weber will present a version of the opera "Martha," by Flotow. Music of the opera was prepared for the broadcast and special dialog was written by producer Louis Jacksoen. Cast includes Attilio Baggiore, Kathryn Wittwe, Mark Love.

Brave New World . . . farewell broadcast
"MERCHANTS OF LIGHT"—CBS, 10:30 p.m. EDT.
Listeners will hear the last broadcast of this series which has attempted to cement friendship between the Americas. This presentation, ways of carrying out the treaty on Cultural Exchange made at the Buenos Aires conference will be suggested.

TUESDAY, MAY 3
San Francisco . . . in 1939
San Francisco World's Fair—CBS, 5:15 p.m. EDT.
Two of New York's radio editors, one of them Dinty Doyle of the Journal-American and a native of San Francisco, will conduct this broadcast. Tuners-in will hear a description of the progress of activities for the San Francisco World's Fair of 1939.

William Allen White . . . Riis House
Talk by White—CBS, 10:45 p.m. EDT.
In celebration of the 50th anniversary of the founding of Riis House, settlement house in New York's lower East Side, a dinner is being given at the Plaza Hotel in New York, during which William Allen White's talk to the guests will be broadcast.

WEDNESDAY, MAY 4
Arthur Fiedler . . . "Pop" concerts
Boston's Famous Feature—NBC-Blue, 9:30 p.m. EDT.
This year will be the 53rd that musicians of the Boston Symphony Orchestra have given a spring season of light and semi-classical works. It will be the 8th year that NBC has broadcast these concerts. Conducting the famous "Pop" concerts this year will be Boston's own Arthur Fiedler.

THURSDAY, MAY 5
Federal Theatre . . . new series
Mr. Mergentwirker—MBS, 10 p.m. EST.
The Federal Theatre Radio Division begins a series based on Mr. Mergentwirker's adventures with the omniscient "lobbies." Inspired by Nelson Bond's original story in Scribner's Magazine, Ashley Buck will direct with Barry Williams.

FRIDAY, MAY 6
John H. Fahey . . . better homes
Talk by Fahey—CBS, 11 a.m. EDT.
Fahey, chairman of the Federal Home Loan Bank Board, will talk on the work of the Board and its plans for the future. He has been called the right-hand man of President Roosevelt in the President's plans to build more and better homes for Americans.

Fred MacMurray
Harriet Hillard
Ben Blue . . . for Campbell
Hollywood Hotel—CBS, 9 p.m. EDT.
Monday night listeners will hear a radio preview of Paramount's latest film production, "Cocanut Grove." Cast for this "Hollywood Hotel" presentation includes three well-known stars, Fred MacMurray, Harriet Hillard and Ben Blue.

SATURDAY, MAY 7
Ted Husing
Bob Trout . . . Derby Day
64th Running of the Kentucky Derby—CBS, 6:15 p.m. EDT.
The color and thrill of the classic Kentucky Derby, from paddock to post to winner's circle, will be brought to sports fans by Ted Husing and Bob Trout. Husing will describe the running of the bluegrass classic; Trout will interview celebrities.

FOR STATIONS WHICH WILL BROADCAST THESE SHOWS, PLEASE TURN TO "THIS WEEK'S PROGRAMS" ON PAGES 25 TO 40
BOB BURNS WAS BORN ON BROADWAY

BY JAMES STREET

His real name is Robert Burn, Jr., but his mother called him Robin and the boys called him Bub.

He was born on Broadway, in Van Buren, Ark., which was a thriving community when Los Angeles was a mud-hole, Miami a wind-blown wilderness, and Detroit's mass production was measured in wampum and papooses.

He was graduated from high school at the age of forty, and is remembered at home as the boy who got sick when he ate sweets, and ran the wrong way in a football game, almost making a touchdown for the other team. He hasn't any relatives in Van Buren or in all Arkansas, so far as the home guard knows.

He left Arkansas in the days when the Titanic was news and the Taft recession was called a panic in the cities and hard times in the sticks.

And if Bob Burns is a country boy, so is Franklin D. Roosevelt, who was born a fair-to-middling piece from town himself, and Herbert Hoover, who went barefoot as much as Bob did, and even Queen Victoria, who lived way out from town as a child and played with the imperial cows and the regal geese and had a grandpa named George III, who was as big a cut-up as Grandpa Snazzy.

If Bub Burns is a hillbilly, so are Mary McCormick, Mary Lewis, Col. Jay C. Flippen and Dick Powell, because they all came from the same neck of the woods. But none of Brother Bub's colleagues of corn pone and Crowder-pea childhood got rich or famous by kidding the public with tall tales of their native state. It's amazing how many folks believe him.

That's why thousands of Arkansans resent Bub's stories, although they are proud of him. They laugh at him, but in their hearts they are sick of other folks laughing at them, and they think Bub, who wouldn't knowingly hurt anything, is leaving the impression that Arkansas is so far in the backwoods that the natives put sandpaper in their shoes, fooling themselves into thinking they are barefoot.

Here is a typical incident. A hotel clerk, pardonnably inquisitive but unpardonably brazen, gaped at his register, then at his guest and blustered:

"From Arkansas, eh?" He accentuated the "eh?"


The clerk did. "Know Bob Burns?"

THE Arkansas traveler visibly was irked, for he had been asked the question many times.

"Listen, brother, I'm one of more than a million and a half Arkansans who never heard of Burns until he began tooting melodies through a whisky
funnel and teaching America a little bit about geography and a whole lot about exaggeration."

"Is there such a place as Van Buren?" The clerk was persistent.

The visitor grunted his disgust, muttered something about "read history and geography" and turned away. You can't blame him, for the name of Arkansas has brought titters from Yankee sophists for fifty years.

It's like Hoboken, Brooklyn and Kokomo in one way only—the mention of Arkansas always brings a giggle to vaudeville gags. And Arkansas is weary of being the butt of wise-cracks which were fresh twenty years before Grandpa Snazzy came wallowing down from the Ozarks with a jug of white lightning under each arm and two jugs under his belt and stomped the stuffin' out of John Henry, Stave 'n' Chain, Mike Fink, Paul Bunyan, St. George, Don Quixote, Baron Muenchausen, Hercules, and all the lads who have amused an easily amused people with wild stories of their achievements.

The folks started laughing at Arkansas many years ago when a fiddling fellow wrote a ditty called "The Arkansas Traveler," which is a cross-bred between "Turkey in the Straw" and upstate New York's own "Low Bridge." The song is typical of the sing-song, sewing-machine

(Continued on Page 13)
THERE are races with richer purses than the Kentucky Derby, but there is none with richer traditions, and it's a safe bet that when some fifteen or twenty high-strung three-year-olds mince toward the post at Churchill Downs on Saturday, May 7, one of the greatest radio audiences of the year will be leaning toward loudspeakers in every part of the United States to hear a detailed description of the Derby.

Maybe it's the legends of the bluegrass country that have nourished the traditions. Maybe it's the great age of the 64-year-old classic. Maybe it's the presence of innumerable Kentucky colonels, battalions of sports writers, droves of movie stars, radio stars, stage stars, political pooh-bahs, Broadway playboys and other characters who bask eternally in limelight, that has fed the fame of the Derby. But whatever the contributing causes there's no disputing that fame, and there's no argument about the fact that the Derby and the World Series, for the average American citizen, are the two biggest sporting events of the year.

That's why most of them will be listening on Saturday afternoon when Ted Husing and Bob Trout, of CBS, bring them an exclusive description of the race that thrills millions who will never see it, packs Louisville hotels with thousands of hopeful visitors every May, gives rise to more futility speculation (literary and otherwise) than a presidential election, breaks down more inhibitions than a rollicking spree, and produces, in passing, a classic.

The Derby Day race there will be a greater unity of consciousness and feeling throughout the land than during any other time of the year. There will be more people thinking about the same thing. There will be more heartbeats. There will be more silence. There will, in short, be a nation-wide focusing of attention upon a single object. That's what the Derby will do. That's what the thunder of hoofbeats and the roar of the crowd and the memory of champions and the wild thrill of conflict will do. That will be Derby Day.

In 1875, the year of the first Derby, a gallant little red horse named Aristides galloped over the mile-and-a-half course in 2:01 — it was shortened to a mile and a quarter — in two minutes, thirty-seven and three-fourths seconds, and won a purse of $2,850. Last year War Admiral captured a purse of $52,050. This year — well, nobody knows. Not even the racing experts, for, as usual in such matters, opinions are almost as numerous as the experts, and there are those who say one horse will win and those who say another — which is as it should be, for no man really knows.

Stagehand, trained by the great Earl Sande and winner of the Santa Anita Handicap and Derby, has been a winter-book favorite. But that's a simple statement of fact — not a prophecy. In this business prophets are entirely without honor. Who the winner will be nobody knows. It may be a favorite, it may be an unknown colt who will gallop out of obscurity to join the host of previous Derby winners — the company of Flying Ebony, and Whirlaway, and Reigh Count, and Gallant Fox, and Burgoo King, and Cavalcade, and Bold Venture, and War Admiral, and the amazing Twenty Grand, who streaked over the course in 1931 to set a record of 2:01 4-5 for the distance — a record which still stands. That's part of the thrill of the race.

The Derby broadcast this year will be an exclusive CBS feature. It will be Husing's seventh, and as he perches atop the clubhouse above the great...
HIGHLIGHTS OF THIS WEEK'S PROGRAMS

Mrs. Franklin Delano Roosevelt will be heard on the airwaves Monday afternoon. The Child Health Day program, which is to be broadcast at 3:45 p.m. EDT on CBS, will present the First Lady as guest speaker.

President Roosevelt will address the annual conference of the American Red Cross in San Francisco Monday at 2:30 p.m. EDT, via the NBC-Blue & CBS networks. Angelo J. Rossi, mayor of San Francisco, will also speak.

George J. Hecht will speak on a Better Parenthood Week program on CBS, Wed., 7:15 p.m. EDT.

Rachel Carlay's singing of Carmen Lombardo's new song, "I Love You With All My Heart," will be a highlight of the "Manhattan Merry-Go-Round" broadcast that will be aired over the NBC-Red network Sunday, 9 p.m. EDT.

Henry Weber will broadcast the opera "Martha" Monday at 10:30 p.m. EDT on the Mutual net.
The March of Music

Edited by Leonard Liebling

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

AS a build-up for music at the coming World's Fair in New York, the May Day Festival (on NBC-Blue at 4:30 p.m. EDT and NBC-Blue and CBS at 8 p.m. EDT) in that city gives an idea of the seriousness with which their duties are regarded by those in charge of the expositional music. From what I have heard whispered loudly, the musical part of the Fair is to be the "biggest and best" ever offered on a similar occasion. In fact, the director-in-chief says that if all the applications for solo, orchestral and operatic performances were accepted, the exhibits would have to be thrown out, and all the buildings turned over to the tonalists.

Who will write the typical composition for the Fair? The thought is well in order, for at the Philadelphia Centennial Exposition of 1876 it came from the pen of Wagner in the form of his "Festival March"—and a sorry sort of work it was, too. America evened up matters later when we sent our John Philip Sousa to the Paris Exposition, and the March King had all the Europeans stepping to his strains.

It is certain that most of the major choruses and orchestras of America will perform at the New York Fair, and possibly a few may come from abroad. The Metropolitan Opera has not yet announced whether it is to take part, but I have my suspicions, especially as Lauritz Melchior confided to me the other day that he has been signed up for five appearances. "In what?" I asked. "Operatic music, of course," was the diplomatic answer.

Summer is drawing near, and with it will come enough radio music to keep us all dialing enthusiastically. Various cities continue their "Pop" series—indoors and outdoors, with Boston and Philadelphia representative in their respective fields. Toronto has its promenade concerts, Hollywood features its bowl, and Cincinnati offers opera at the local zoo, to the delight of the citizenry and the discomfiture of the manegare. I shall never forget the performance I heard there a few years ago when, during the Nile scene in "Aida," we could distinctly hear the appropriate roar of the caged lions in the vicinity. With so much music imminent, lovers of the art rest content to have "Summer a-comin' in."

All of us probably have made up our minds that among the gentlemen of the baron there are high-voltage conductors and non-conductors.

Pianist Josef Lhevinne, a radio favorite and an amateur astronomer of ability, has given us something to reflect upon. He declares that at the end our earth will turn into a ball of ice and fall into the sun. Shall we get ready for furs or asbestos?

SUNDAY, MAY 1
at 12:30 p.m. EDT on NBC-B.
The Radio City Music Hall of the Air
Erno Rapée, conductor
Viola Philo, soprano
(National Music Week Program)
Dances from Galanta (Kodaly)
Last Two Movements from "Firebird Suite" (Stravinsky)
The Orchestra
Two Songs (Sibelius)
Viola Philo
"Pohjola's Daughter (Sibelius)
Suite from "The Bolt" (Shostakovich)
The Orchestra

"DANCES of Galanta" derives its name from a small Hungarian town where Zoltan Kodaly spent seven years of his childhood and often heard a famous gypsy band in dance tunes of the countryside, some of which are in the present examples, and of the present day.

Sibelius' work found its origin in the "Kalevala," the great mythological folk-epic of Finland, and treats an episode concerning a maid from Pohjola, "glowy realm" and "home of somber songs." She sits on a rainbow, weaves glittering fabrics, and like her Chinese counterpart, Turandot, propounds unsolvable riddles to suitors. One of the latter seems to be portrayed in the agitated passages just before the quiet end of the composition.

Shostakovich's ballet excerpt is modern tonal tomfoolery, cleverly orchestrated.

SUNDAY, MAY 1
at 3 p.m. EDT on CBS
The New York Philharmonic
John Barbirolli, conductor
Marjorie Lawrence, soprano
Charles Kullmann, tenor
An All-Wagner Program
(National Music Week Program)
Overture to "The Flying Dutchman" The Orchestra
Scene 3, Act I, "Die Walküre" Marjorie Lawrence, Charles Kullmann
Excerpts from "Götterdämmerung" including "Immolation Scene" sung by Marjorie Lawrence

WAGNER rules king—not only of the opera house but also of the concert hall. He was right when he alluded to his compositions as "music of the future." While mysticism features "The Flying Dutchman," human passion pervades "Die Walküre." The scene voiced by the two young artists of the

Met!" Stars Charles Kullmann and Marjorie Lawrence will be heard in an All-Wagner program with the New York Philharmonic Sunday

Radio Guide 8 Week Ending May 7, 1938

Dr. Walter Damrosch conducts May Day Festival Sun.

Metropolitan begins where Siegmund and Sieglinde discover the fabled sword which leads him to his death. The first act winds up with the fragrantly lovely "Spring Song."

There is no more glorious conclusion of an opera than that of "Götterdämmerung" (Twilight of the Gods) when the noble Brunnhilde laments the tragic fate of her hero-lover, Siegfried, and rides his war horse into the funeral pyre to join him in death. The thunderous sung by Brunnhilde builds the leading themes of the "Ring" cycle into a climax of overwhelming emotional effect.

By the way, when Miss Lawrence does the role at the Metropolitan, she mounts a real horse and rides him bareback into the simulated flames.

SUNDAY, MAY 1
at 8 p.m. EDT on NBC-B & CBS
The New York Philharmonic Orchestra
The May Day Music Festival of the New York World's Fair
Walter Damrosch, conductor
The Schola Cantorum of New York
Hugh Ross, conductor
The Oratorio Society of New York
Albert Stoessel, conductor
(National Music Week Program)
Three Chorals (Bach) arranged by Albert Stoessel
The Oratorio Society
Opening Chora ("Hina Novissima") (Parker)
The Schola Cantorum
Last Part Symphony No. 9 (Beethoven)
Orchestra, Schola Cantorum, Oratorio Society, Walter Damrosch conducting

ALTHOUGH he wrote much in various forms, the late Horatio Parker's oratorio "Hina Novissima" seems to be his only generally known composition. Forty-five years old, it nevertheless retains its melodic freshness and fervent sincerity. "Monas," by Parker, which won the $10,000 prize offered by the Metropolitan for the best American opera, has been buried in the dustbin of time.

Exultation and exaltation ring from the mighty pages of Beethoven, in which his chorus chants of universal love and the brotherhood of man. Were he alive today, he would be discouraged to see how for humanity is from realizing the dream that moved his soul after the wars of Napoleon.

The words of the chorus in the last movement of the Ninth Symphony are from Schiller's "Hymn to Joy." Beethoven's loving motto carried him away to such an extent that he wrote regardless of the singers.
IN HIS comic opera, Emil Reznicek, a Austrian composer, wrote both the music and libretto, "Donna Diana," premiered in Vienna's August 1894, had wide vogue in Central Europe, but only the cover seems to survive now.

Morton Gould, a young American, writes in the lighter vein of our land, and has some lulling tunes and stirring rhythms to his credit. The pane of this program is part of an endeavor to link Broadway and Belgrade musical-ly, to raise "swing" music to the same plane as opera.

Powell's "Pavane for a Dead Infant," nobody knows whether he meant a royal Infant of Spain; a Victor Jones, better in point lace and cloth of gold, lying on a bier of state; or a girl portrayed by Velasquez, familiar to the Paris Louvre; or whether she was, as Bavel himself hinted, "any child."

SATURDAY, MAY 7 at 9 p.m. EDT on NBC-R.

The NBC Symphony Orchestra

Pierre Monteux, conductor
John Powell, pianist-composer
(National Music Week Program)

Symphony in B Flat (Chausson) The Orchestra

Negro Rhapsody for Piano and Orchestra (Powell) John Powell

Poem (Davis)

Crazy House Suite (Jon Couley)

Sierra Morena (Whitmore)

The Orchestra

AN ALMOST all-American list is Monteux' contribution to National Music Week, with two brand-new items brought from San Francisco, where he is the regular conductor of the Symphony. The novelty, unknown to me and about which no information could be obtained at this moment, is the "Crazy House Suite," by Davis and Couley, names not yet nationally familiar.

John Powell is an established figure in American music, being known not only for his compositions but also for his conducting. His band seems to be the first to be established as a Negro transit company.

Emerson Whithorne's "New York Days and Nights" suite and his symphonies have been played by all our major orchestras.

His "Sierra Morena" is new in the radio repertoire and has not crossed my hearing.

SUNDAY, MAY 8 at 8 p.m. EDT on CBS

The Ford Sunday Evening Hour

Fritz Reiner, conductor
Efrem Zimbalist, violinst

Overture to "Donna Diana" (Reznicek)
The Orchestra

Fantasy on "Le Coq d'Or" (Rimsky-Korsakov) Efrem Zimbalist

Russian Sailor's Dance from "Negro Poppy" (Gilele)

Pavane pour une Infante Defunete (Ravel)

Pavane from "Swing Symphony" No. 2 (Gould)
The Orchestra

Overture to "Jubilee" (Webber)
The Orchestra

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Pavane pour une Infante Defunete (Ravel)

Pavane from "Swing Symphony" No. 2 (Gould)
The Orchestra

Overture to "Jubilee" (Webber)
The Orchestra

I AM asking the question contained in the headline of this article, for the very good reason that it was the answer I was looking for.

I have always been interested in the music of the Colonies, and have been fascinated by the results of this musical recreation of the Colonies. It was nearly two hundred years later before the first records of music on the continent were made available to the public, and it was not until the twentieth century that this kind of music was to become widely known.

The first American opera written by a native American was "The Cricket on the Hearth," by John Zimbalist, in 1845. Since then, American composers have written many fine operas, including "The Puritans," by Gershwin, in 1938.

Today there are many excellent American composers, and the best of them will be featured in this article.

Books

Composers in America, by Claire Reis (Macmillan, New York, $3.50). This book contains biographical sketches of American composers, with particular emphasis on their work in opera and orchestral music. It is a valuable resource for anyone interested in American music.

Records

On the Air This Week

Immolation Scene from "Gotterdammerung" (Wagner). The best recording of this stirring scene, sung by Frieda Leider and Kurt Feller, at Columbia Studio Opera Orchestra. GD-2025-28, $5.


Symphony No. 9 (Beethoven). New recording by Felix Weinsinger and the Vienna Philharmonic with the Vienna Opera House Chorus. CM-327 (Sib), $12.
ANDRE KOSTELANETZ USES "VOICE MIRROR" TO GET UNUSUAL EFFECTS

Andre Kostelanetz, right, illustrates the "Voice Mirror," which takes words and music through a mike and faithfully repeats them so artists can know how they sound.

The resonoscope tests pitch, can also be used with great accuracy for tuning all kinds of musical instruments.

The instrument known as the high-speed-level recorder indicates a person's temperament in speech. Tempo and intensity changes in various musical interpretations.

MEREDITH WILLSON MAKES A HOBBY OF COLLECTING BATONS

Collecting batons and figurines is the hobby of Meredith Willson, musical director of NBC's "Good News of 1938." The figure above is "Hi-De-Ho," the gift of an admirer.

Willson's batons are made of soft pine and taper to a point. Says he: "Batons should be seen and not felt."

Emily, 5-year-old educated cat that has never been out of the Willson apartment, has never seen a bird or another cat, sniffs at a baton with a real turkey-leg base.

DON WILSON IS OWNER OF RADIO'S MOST FAMOUS BELLY-LAUGH

Jolly Announcer Don Wilson of the Benny show may rightfully claim all rights to belly-laugh honors.

Don is on the verge of giving way to his impulse as his countenance tunes up and he toys with an idea.

As idea forms, Don prepares to let loose fireworks, for with him big laughs from little smiles do grow.

The famed Wilson mirthquake is on as he quivers—just like a big dish of Jell-O—from tiptoe to top hair.
LISTENING TO LEARN

RECOMMENDED PROGRAMS

**Times given are EDT. For EST and CDT subtract 1 hour; CST, 2 hours; MST, 3 hours; PST, 4 hours. Recommendations based on cultural values.**

**DRAMA**
**Sunday, May 1**
Their Greatest Stories, 5:30-6 p.m., MBS. "Duel by Candlelight. The Project of the Federal Theater" presents Andreas Latzko's brilliantly wrought story of personalities in conflict.

Friday, May 6
Radio Guild, 3-4 p.m., NBC-Blue. Famous plays adapted for radio.

Saturday, May 7
Great Plays, 5-6 p.m., NBC-Red. Final program.

**Columbia Workshop**
7:30-8 p.m., CBS. Bingo's ranking program of new techniques. Presents works especially written for radio.

**GOVERNMENT**
Sunday, May 1

Tuesday, May 3
Current Questions Before the House, 4:45-5 p.m., CBS. From Capitol Hill, members of the lower house report last-minute trends in legislative action.

On Thursday, at the Senate's discretion, Senators discuss questions in debate on the senior floor of Congress.

**HISTORY**
Sunday, May 1
Empires of the Moon, 1:30-2 p.m., NBC-Blue. Dramatic incidents of the written history sketched as background for the fantastic events that fate favored.

Monday, May 2
Brave New World, 10:30-11 p.m., CBS. Final program in series, "Merchants of Light," the good neighbor policies in action. Dramatic story of cultural exchange between the Americas.

Wednesday, May 4
Cavalcade of America, 8-8:30 p.m., CBS. (8 p.m. PST for West.) "Songs of the Mississippi"—a musical record of the picturesque legends and traditions of the Father of Waters.

**INSPIRATION**
Sunday, May 1
Highlights of the Bible, 10-10:30 a.m., NBC-Red. "Why We Don't Read the Bible," sermon, Dr. Frederick K. Stamm. Music by Radio Choristers.

Church of the Air, 10-10:30 a.m., CBS. Rev. Howell D. Davis, Chicago, Afternoon: 1-1:30 p.m., the Rev. Ernest C. Wilson, Los Angeles.


The Catholic Hour, 6-6:30 p.m., NBC-Red. Rev. Felix Kirsch, O. M. Cap., speaks "Patriotism and Christianity."

Saturday, May 7
Mesage of Israel, 7-7:30 p.m., NBC-Blue. Talk and music. Rabbi Jacob Kohn.

**MUSIC**
**Sunday, May 1**
NBC Home Symphony, 12-12:30 p.m., NBC-Red. Ernest LaPrade directs NBC Symphony. Selections: Blue Danube Waltzes, Strauss; Air de Ballet, from Alceste, Gluck; Concertino in C for Piano and Orchestra, Mozart-James.

Saturday, May 7
Chains at the Piano 12-12:30 p.m., NBC. Brilliant composer-pianists interpret the music masters. Instructors, informants.

Note: See the "March of Music" on preceding pages for additional recommended programs.

**PEOPLE—THOUGHT—COMMENT**

**Sunday, May 1**

**Saturday, May 3**

**Friday, May 6**

**American Viewpoints, 10:45-11 p.m., CBS. Authorities in American political and economic life discuss key problems confronting the nation.**

**PERSONAL—SOCIAL PROBLEMS**

**Tuesday, May 3**

**Wednesday, May 4**

**Friday, May 6**

**SCIENTIFIC DEVELOPMENTS**

**Monday, May 2**

**Monday, May 2**

**Tuesday, May 3**

**Wednesday, May 4**

**Wednesday, May 4**

**Thursday, May 5**

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**Thursday, May 5**
HOLLYWOOD SHOWDOWN

BY EVANS PLUMMER

This is a sample of the homecoming Jack Benny experienced when he returned to Hollywood after his recent trip to New York. So glad to see him back were (left to right): Eddie (Rochester) Anderson, Sam (Schleppeimer) Hearn, Don Wilson, Guest George Jessel, Mary Livingstone, Jack, Andy Devine, Blanche Stewart, Kenny Baker.

Kraft's Bing Crosby, who once was in the choir of St. Aloysius Church in Spokane, Washington, will sing a signed concert once again when he dedicates the $1,600 organ which he recently donated to his parochial church of St. Charles, in North Hollywood. . . .

While Father Bob Burns, on the gift-receiving line for Barbara Ann, reports the arrival to date from tuners in something like 100 baby caps over two hundred pairs of assorted booties, a smoked raotbecue ham from "Crip" Hall, Arkansas Secretary of State, 170 pairs of baby socks and over 300 other items of infants' wear, largely dominated by diapers, at the same time many destitute listeners have written letters asking for any extra apparel that Barbara Ann cannot use.

George Burns and Gracie Allen, it develops, will receive $12,000 weekly next October when they take over Chesterfield—making them well inside revenue. Which reminds that any jitters that new B. & A. bandleader, Joe Garber, may have displayed on his second airing is explained by the attendance, mock-dubbing of his front-row, by his seven-year-old daughter Janice, who never took her eyes away from him.

Tag Lines: Jello-O's best friend, Don Wilson, has finally found a saddle big enough for him to ride—and he's named it, unappropriately, "Speck" . . . San Francisco friends lost a case of champagne to Batonneer Henry King recently when the musician, who opened April 19 at the Beverly Wilshire, became proud father—as he had wagered—of a baby girl . . . The Columbia Broadcasting System now has a flag. It flies over the new Columbia Square in Hollywood . . . Skinney (ex-Hal Kentian) Ennis' band opened April 14 at the Victor Hugo cafe with MBS pick-up. Honorary vocalists on opening night of the smooth new organization were Virginia Verrill and Warren Hall. Maxine Greer, as soon as she has recovered from her recent accident, will join Skinney . . . Marjory Sullivan, the ducky "Loch Lomond" swingstress and argument-starter, plugged the gong into Phil Selznick's Club on the Sunset Strip when she opened there recently. CBS has awarded Maxine two evening programs each week . . . Smith Ballew, back in Hollywood. He in the world's appearance circuit, will be making another picture soon.
On a recent spring evening at the Chaz Firehouse, the mad midnight club of the American Music Hall on East 55th Street, New York, were found Mr. Hubert Pryor Rudy Vallee, Miss Dorothy Croakier, pretty brunette showgirl of the Great White Way, and Mr. W. H. Vallee, father of Mr. Hubert Pryor Rudy Vallee. A good time was had by all.

"SURE" that many of you, at some time or other, have heard a movie or a play so much that you went back to see it a second time. Or you may have read a book that proved so interesting you went through its pages all over again. I do have, and that's the way I feel about good radio programs. I have just listened to Deanna Durbin and Herbert Marshall on the Lux Radio Theater in "Mad About Music," and it was so thoroughly enjoyable I've been wishing that I could sit through another performance. Deanna's acting and singing were superb, and Herbert Marshall, as Deanna's adopted father, was grand. I'm wondering if there are other listeners like myself who would like to hear this excellent program repeated. If so, let me know and I'll pass all requests on to the sponsor. In union there is strength, you know.

After her broadcasts in June, Kate Smith will leave the air for thirteen weeks. She will spend most of her time during the hot-weather months at Lacka, Ohio, where "Kate Smith" has already been signed to return in the fall, but I'm sorry to state that her sponsors did not see fit to change the day and time of her broadcast. From letters received, I know there are many listeners who deplore the fact that her program competes with Rudy Vallee's. They would like to hear both programs, but can't. So the audience is divided, whereas, if the programs were heard at different times, both could have a few million more listeners. Some listeners have even mentioned the fact that during the advertising commercials they turn the dial to hear what's on the other program at the moment.

Several weeks ago, you read the following sentence in this department, "I wonder by what magic some uncanny comedians get on the air." This reference was made to Lou Holtz after his first program. Well, after struggling to be funny for six weeks, Mr. Holtz is no longer part of the Monday night show which features the music of Richard Himber and Ted Haung's orchestra. I knew it couldn't last. Connie Boswell has been added as a permanent member, and so better choice could be made. Each week the program will introduce guests, and with this new set-up, it should make for better listening. Congratulations to sponsors for realizing change was needed and for acting so promptly.

Eddie Cantor has three down and four to go. At the end of his first radio series for the coffee sponsor, he used to sing "I Love to Spend Each Sunday, With You." Then he sold toothpaste, and now he says they have turned to Sunday, With You now. "I Love to Spend Each Monday, With You," and so do I, Eddie, because your programs seem to have taken on a new sparkle since you started selling Camel cigarettes. However, the loudspeaker eavesdroppers would appreciate a little less playing up the studio audience or else knowing what all the laughter is about.

After his Wednesday night program recently, Kay Kyser stepped into a cab of his programs' advertising executives and instructed the chauffeur to drive to the Pennsylvania Hotel. The trio settled back in their seats and started to discuss the program just completed. They noticed the cabbie lending an attentive ear to their conversation, and when they had to stop at the next red light, the driver turned around and, addressing Kay, said: "I know you're Kay Kyser because I recognize your voice. I just finished listening to your program and wouldn't miss it if I never got any customers." Yes, the cabbie did get an extra tip.

Kyser, incidentally, is one of the best punsters (or should I say worst) around these parts. Anyway, this one in particular tickled my funny-bone. During a conversation in the studio, someone used the word "ain't." Another person in the crowd said to the speaker, "You ain't got no grammar." "But I have a grandpa," was the reply. After which came the Kuick Kyser Krup, "APARENTly you have!" Oh, Professor!

You may have read elsewhere that Bob Hope would pinch-hit for Fred Allen during the summer months. It isn't definite yet. Hope is only one on a list of twenty being considered.... "We, the People" winds up its season after the broadcast of May 12 and is expected to return in the fall. The Ford Sunday Evening Hour leaves the airwaves after the broadcast of June 5. Rumor is that Andre Kostelanetz will leave his Wednesday night Chesterfield show to take a trip across the pond to join Lily Pons. No pun intended.

My sincere thanks to all of you who took the time in setting me know whether or not you had ever received a phone call asking what program you were listening to. The response has been tremendous, interesting and amusing. For instance, a young lady from a small town in Ohio reports she is a chief operator on a rural exchange having one hundred subscribers. The survey people made the comment, "April Fool." When the usual question was asked, most of the people thought it was someone playing an April Fool joke and hung up immediately. Even on other days, people who were called that had not heard of the radio survey thought it was someone trying to kid them and hung up. Several readers think it unfair to judge the popularity of programs via telephone surveys, and wonder there are millions who do not have telephones.

Quite a number of readers report that they received calls at a time they were listening dramas, so in order to avoid long-winded conversations, they instructed the driver they were not listening to the radio at all. Others report they don't answer the phone, because they are not listening to a program such as "One Man's Family," or "White Shadows," or "The People." And there's the young lady from German-town who knows her radio from A to Z. She tells me that when she was called she told the caller what program she was listening to. The next question was, "Who is the sponsor?" to which she replied that it was a sustaining program. I believe it or not, it took her several minutes to explain to the survey how the name of a sustaining program. Space does not permit publishing letters from other interesting letters, but judging from the response the percentage of people that have never called in the many years they have listened to radio wins by a wide margin. Therefore, I am inclined to agree with Eddie Cantor in discounting the value of the surveys.

Nadine Conner hopped a TWA sleeper bound for Hollywood immediately following her broadcast Friday, April 11, and was back in New York for her next show. She went west to make a screen test for Warner Brothers' forthcoming picture, "Desert Song." She is a member of Harriet Heidt's Brigadiers, will also be screen-tested in the very near future.

"Is radio comedy on the way out?" Read to Lowdown next week for the answer.

www.americanradiohistory.com
On Short Waves

Edited by Chas. A. Morrison

President, International DX'ers Alliance

Times indicated on this page are for Eastern Daylight Saving Time. For EST, subtract 4 hours; for MST, 3 hours; for PST, 4 hours.

O

May 4, the "Voice of Costa Rica," TINHRR (9.70 meg.), celebrates its tenth anniversary as a short-wave station. Ten years ago, when short-wave experiments were being conducted in the United States, Halliwell of the British Broadcasting Corporation, and R. A. H. Smith, who is now in charge of Amando Cespedes Marín, the "Mar-

The revised schedule of broadcasts from Rome is as follows: Daily, on 11.61 meg., from 6 a.m. to 3:56 p.m., and from 7 to 8:24 p.m., and on 9.60 meg., from 4 to 6:55, and 8:30 to 10:40 p.m.

SHORT-WAVE SHORTS: HIJABB (4.78), Barranquilla, Colombia, is back on this year again. Recent shifts in frequency: COCO, Havana, Cuba, on 11.74 meg.; CBWS, Lisbon, Portugal, to 0.74 (signs off nightly at 9 p.m. EDT); COCO, Havana, Cuba, from 7.32 meg., and HPS5, Port-au-Prince, Haiti, back to 5.925 meg. again. VELDO (6.34), St. Kitts, B.W. I., is testing new directive aerials late Saturday night and early Sunday morn-

ings. EAJ43 (10.35), Tenerife, Canary Islands, is now rebroadcasting family programs for North America, nightly from 9 to 9:45 p.m. EDT. The program consists of latest news from the Insurgent front and an English
diary between Don Rodrigo and Marie, every 8:15 p.m. The following stations make regular English announce-
ments: HESW (8.485); HRD (8.285), YV16R (8.260), COCD (6.135), XOZ (6.117), and TGQX (5.94). VRAYA (4.49), St. Kitts, B.W. I., is broadcasting nightly between 2:30 and 9:30 a.m., from 10 to 11 p.m., and 11:30 p.m. to 5:30 a.m.

The address of the largest pirate station is radiated.

the contrary, we consider there is a significant point to note in this little country's broadcasting: that the station is radiating news from United States, Holland and England, as a means of
dispelling false propaganda spread by the Axis and the Germans.

On Saturday, May 1, at 6:30 p.m. EDT, listeners to Divergence will hear the famous Polish pianist, Polesinoff, playing Rachmaninoff's Concerto No. 2 in C Minor. The broadcast is sponsored by the BBC Empire Orchestra, conducted by Eric Fogg.

May 2, at 7:30 p.m. EDT, listeners to Divergence will hear the famous Polish pianist, Polesinoff, playing Rachmaninoff's Concerto No. 2 in C Minor. The broadcast is sponsored by the BBC Empire Orchestra, conducted by Eric Fogg.

Saturday, May 7

8:30 a.m.—P.A.: Talk on South Africa; PHI

11:05 a.m.—Serial, "The Gang Smother:" GSF

3:00 p.m.—Four major English programs: Radio Luxembourg, Radio Marte, World Radio, and Radio Monte Carlo.

7:00 p.m.—The annual Dance Round-Up, "The Last Waltz," GSF

9:00 p.m.—Musical broadcast: YV5RC (3.965)

10:00 p.m.—Best of the Empire Ex-

11:00 p.m.—P.A.: "The Loves of " \n
11:00 p.m.—Radio news: W2XAF (6.04)

11:05 p.m.—Serial, "The Gang Smother:" GSF

11:15 p.m.—Serial, "The Gang Smother:" GSF

11:45 p.m.—National reply broadcast: "The Last Waltz," PHI

12:05 a.m.—P.A.: Talk on South Africa; PHI

12:15 a.m.—Radio news: W2XAF (6.04)

1:00 a.m.—P.A.: Talk on South Africa; PHI

4:00 a.m.—P.A.: Talk on South Africa; PHI

7:00 a.m.—P.A.: Talk on South Africa; PHI

10:00 a.m.—P.A.: Talk on South Africa; PHI

11:00 a.m.—Serial, "The Gang Smother:" GSF

11:05 a.m.—Serial, "The Gang Smother:" GSF

11:30 a.m.—Serial, "The Gang Smother:" GSF

1:00 p.m.—National reply broadcast: "The Last Waltz," PHI

4:00 p.m.—P.A.: Talk on South Africa; PHI

7:00 p.m.—P.A.: Talk on South Africa; PHI

10:00 p.m.—Best of the Empire Ex-

11:00 p.m.—P.A.: "The Loves of "
BOB BURNS WAS BORN ON BROADWAY

(Continued from Page 3)

melodies of early Americans. The public never connects that nasal, hillbilly-like piece of "my gal Sally on the Cannon Ball" with Bob Burns. But it's dumbfounding how many songs from his repertoire are still fondly remembered. It was like when the Traveler wandered over the state, finding the folks, and left behind the legend of Bob Burns, which came a ballad whose title mentioned Arkansas.

The damage was done because people have a way of associating localities with songs. That's why the song "When the Green, Plump, Wished-Swayne is Romantic, that sweet shee kshe is gallants, that the nasty Clyde is peaceful, and that Louisiana is a land of moonlight and magnolias and bay-rider, and that Arkansas, just like a door, is a domain of hayseeds and roarrack.

AN ITINERANT genius helped the situation a heap by penning, in his inimitable style, a series of two-bit best-sellers about the state, including that masterpiece of hillbilly lore, "On a Slow Train Through Arkansas."

Not that many years ago Arkansas began a campaign to offset the propaganda of song and story. It streamlined its division of tourism enough money to move back to Arkansas and live in his beloved Ozarks. Movers and shakers have swapped their squirrel guns for radios and have been able to use their powerful (or so they think) and their whiskey stills into tourists' sanctuaries.

It's Bob Burn's own story that he's rearing for the buttercups and buttermilk of his hills. In fact, he's rearing for his hills so much that he has purchased an $85,000 mansion in Bel Air, California, which is somewhere near 1,500 miles from Van Buren, as the crow flies.

All Arkansas is divided into two parts—pro-Burns and anti-Burns. In the cities, the hotels and business offices the folks shake their heads when they think about Bob.

"He must be a great fellow," they say, but he's not doing as well, it seems to have taken a civil war to get rid of the raccoons and radio to bring 'em back.

But up in Van Buren, where the Arkansas River separates the busting city of Fort Smith from the bustling city of Fort Smith, there is a sign which reads that Van Buren is the home of Burns.

The city's official stationery states simply that Bob Burns's Home Town, Van Buren, Arkansas.

Bob is talked about more than the big bridge that leads to Fort Smith and makes Van Buren part of a metropolitan area of approximately 40,000, although the Bob Burns town has only 6,000 citizens. He is talked about more than the "Cannonball" train that roars daily from Chicago and weaves away to Memphis.

For he brings cash to the town's till—
good tourist cash, Yancey folding money, and Van Buren loves it. There is a steady stream of tourists who want to know about small towns that city folks will never understand. The large hayseeds, the rednecks, or whatever you want to call them, enjoy nothing more than a visit outside the city. But Bob has given Van Buren this privi lege. If the union are lured there by his tall tales.

Approaching the city from the south, you motor over a ribbon of concrete and a flashing-station to pass the time of day.

"Where are the hillboids, pard?" you ask the natives.

"Well, sir," he says, "they got some radio and they got their radio. They came from Chicago."

"Know Bob Burns?"

Yes, it was one of them—one's a cigar, the other was a poet and the other was the Bazaar Book, who left Arkansas before I was born."

In Fort Smith, you wait for traffic lights and then head across the Arkansas River bridge. "Where is Bob Burns?" you ask.

"You are in it now," the native will say, and laugh. The natives enjoy a good laugh and enterprise and what a laughing man is.

That Van Buren is a suburb of Fort Smith is a fact; the county seat of a different county. From the center of Van Buren to the main drag in Fort Smith is a six-mile drive, but it's all one set of streets and the only break between the two communities is the Arkansas River, which is considered by the Manhattan and Long Island City, Atlanta and Decatur, and St. Louis and Chicago.

"Know Bob Burns?" you ask the natives.

"Yep. Brung up with him." The fellow's eyes will twinkle and you realize that his accents are a pose. "Come on, show you his house."

He takes you by a rambling white house and explains that Bob lived there. Then you go back to Main Street and have a bottle of beer and you get friendly with the native and he takes his hair down.

"FACT is," he'll say, "I never knew Bob was a man who moved here from home. But half the folks here say they know him. It's good business. The oldest remembered him, of course, but the kinfolk is their brain-children, but man, they do remember how they was treated. We get a big kick out of visitors who believe his stories."

"Bob is the salt of the earth. He will never hurt nobody." While Bob was here in the Hollywood, Bob was a hotfooted with a bad reputa tion—Bob was unhappy. Then he went to New Orleans and blew his bazzooka for bread and he was unhappy. Then when he went to Boston and a few years stops, he was sold in Chicago selling advertising. (Continued on Following Page)

“DANDRUFF ITCH?”

Skin specialists generally agree that effective treatment must include: 1) regular cleansing of scalp; 2) killing germs that spread infection; 3) stimulating circulation of the scalp; 4) lubrication of the scalp to prevent dryness.

To Accomplish This Is Easy With The Zonite Antisep tic Treatment

Just add 2 tablespoons of Zonite to each cup of water in basin. . . . Then do this:

1. Massage head for 3 minutes with this Zonite solution. (This gives hair and scalp an antisep tic cleansing—stimulates scalp—kills all germs at contact.)

2. Lather head with any good soap shampoo, using same Zonite solution. (This exfoliates scalp and dandruff scales.)

3. Rinse thoroughly. (Your head is now clean—your scalp free from soils.)

4. Scalp is dry, massage in any preferred scalp oil. (This relieves dryness.)

RESULTS: By using this simple and effective shampoo treatment regularly (twice every week at first) you do what skin specialists say is necessary, if you want to rid yourself of dandruff itch and nasty scalp odors.

We believe that if you are faithful, you will be delighted with results.

TRIAL OFFER—For a real battle of Zonite, mailed to you postpaid, send 10¢ to Zonite 513 New Brunswick, N.J., U.S.A.

Next time be sure to USE ZONITE FOR:

DANDRUFF
BAD SCALP
FREQUENT SHAMPOOING
FEMINOGENE
ITCHING SCALP

ZONITE Is 9.3 Times More Active than any other popular, non-pain-killing antifungal—by standard laboratory tests.

Free for Asthma

If you suffer with attacks of asthma so terrible you choke and gasp for breath, if painful coughing is left behind because of the stranglehold that asthma makes on your life, we send for free a trial of a remarkable remedy. No matter where you live—whether you are young or old, the good old-fashioned remedy under the Sun, send for this free trial. You have suffered for a lifetime and everyone you could learn of without relief; even if you are utterly discouraged to abandon hope but send today for this free trial. It is the only thing that can stop you!
Help Kidneys
Don't Take Dramatic Drugs

Your Kidneys contain 9 million tiny tubes that filter and reabsorb the contents of your blood. These primary cleansing organs must remain healthy in order to keep your body operating properly.

While it is natural to think of the kidneys when you hear the word "drugs," it is equally important to realize that your kidneys also are affected by the things you eat and drink.

Some foods and beverages contain substances that are known to be harmful to the kidneys. For example, carbonated drinks can cause kidney stones, which can damage the kidneys.

It is also important to consider how much water you drink. Kidneys work best when they have plenty of water to work with. Drinking too little water can lead to dehydration, which can further strain the kidneys.

In the end, the best way to keep your kidneys healthy is to eat a balanced diet and stay active. This will help ensure that your kidneys are functioning properly and can handle the demands of daily life.

We Buy Your Birds

SAMEDAY SERVICE
Roll developed, 8 glinting prints, a Parsons' "BLINDLY." Phone now. No extra charge for darkroom costs. Reprint service in 12 hours. Complete in one hour. Address:

Radio Guide • Week Ending May 7, 1938

Radio Guide • Week Ending May 7, 1938
FRANCES LANGFORD, rhythm singer on Hollywood Hotel, wins top honors as best female singer of popular songs.

CROSBY AND LANGFORD WIN SINGING HONORS

SINGERS OF POP SONGS BOOSTED TO REPEAT TRIUMPHS IN HEAVY VOTE

Bing Crosby, skipper of the Kraft Music Hall, again leads the field of male singers in Star of Starks Poll.

“POOPULAR” music is really popular—and so are the singers of that popular music! The fifth division of the fifth annual Star of Starks Poll—the election to determine the most popular male and female singers of popular songs—brought out by far the biggest, most hectic voting of the year. Almost twice as many votes were cast to name Frances Langford and Bing Crosby winners as have been cast in any other election! Miss Langford, sultry singer on the Hollywood Hotel program, figured from Saturday night at 9 p.m. EDT on CBS, scored the most sensational victory to date. She polled within sight of Bing Crosby in the first week of voting. Last year he edged Lanny Ross out of first place. This time his lead was even more sizeable, although he was greatly overshadowed by Miss Langford’s in her group. Jerry Cooper’s supporters fought for him through the voting, but Crosby’s fans gave him too much of a lead in the early stages of the poll. Donald Novis, who has not been heard regularly on any national network for a couple of years, won the support of apparently well-organized fan clubs, and their votes surged in at the last moment to place him third among male popular singers. Don Ameche and Jeanette MacDonald, who won the election for actors and actresses last week, placed fifth and sixth respectively this week.

Results in each division of the poll are announced weekly in Radio City. The ballot for the eighth poll—the one for dance-orchestras—is on the inside front cover of this week’s issue. Turn to that page now; fill in the ballot!

DERBY DAY

(Continued from Page 4)

grandstand at Churchill Downs where he can watch the colorful pageants of the track and the swift, hard-driving race itself, he will be surveying the scene with the practiced eye of a veteran. With him on this assignment will be Bob Trout, who will be stationed in the newly erected reviewing stand in the infield, whence will come sidelights on the brilliant spectacle.

When the race has been run Trinidad will arrange brief interviews with representatives of the host of celebrities who invade Kentucky every year for the Maytime classic. Two sure-to-be-present speakers on this part of the program will be Gov. A. B. Chandler, of Kentucky, and Col. Matt Winn, the venerable director of Churchill Downs.

NOT the least entertaining part of Kentucky Derby is the Mardi Gras atmosphere that prevails in and around Louisville during the week before the race, and to convey to viewers throughout the United States a picture of the Derby Week carnival CBS is arranging a series of network broadcasts covering the four days of feverish activity that immediately precede the running of the race.

This Derby preview program will get under way on Tuesday, from 6:15 to 6:30 p.m. EDT, when Hadington broadcasts the running of the Derby Trial from Churchill Downs. Next morning, from 9 to 9:15 EDT, he will go out to the track to describe workouts and interview such trainers and jockeys as he can persuade to go on the air.

On Thursday and Friday, from 6:15 to 6:30 p.m. EDT, he will round up arrivals celebrities for more interviews and on Friday, from 9 to 9:15 EDT, he will describe the annual Kentucky Colonels’ Dinner at the Hotel Kentucky in Louisville. On this broadcast Ferde Grofe will introduce his newest composition, “The Kentucky Derby Suite,” to be led by a 23-piece orchestra; Gov. Chandler will speak, and so will John J. Pelley, governor of Kentucky.

On Derby Day itself last-minute information as to scratches and betting odds will be broadcast. It will be arranged by a series of network broadcasts operating during the next three-quarters of an hour you’ll hear the cry: “They’re off!” That’s what you’ll be saying too.

“Kentucky Derby” may be heard Saturday over CBS network at:

EDT 6:15 p.m. — EST 5:15 p.m. — CST 4:15 p.m. — MST 3:15 p.m.

*1 Complete new aerial free with set.

**FREE nickel ring. Offer good April 1 through May 31, 1938. Offer limited to first 100,000 sets and only on sets purchased at regular price, to蓖s soldier. Only at participating dealers.

THERE’S A NEW WAY to watch a horse race-

No more buzzing, clicking and flashing of your eye and the hand in your hand near your eye... Why? Because Re-Duce-Oids! Reduces eye strain, noise, smudge—removes them from your eye when you watch a horse race.

Easily installed, they cut out all the noise, haze, and eye-straining conditions that make you watch races through your fingers, from behind a newspaper. Dollar stores, drug stores, dime stores. No one makes them.

ELIMINATE THE AERIAL FOR GOOD

BRING IN THE SLOWEST SIGNAL YOU’VE EVER SEEN ON YOUR AERIAL—SLOWEST SIGNAL IN THE WORLD, IF YOU MEAN IT. NOTHING TO BUY, nothing to do. All you do is a freebie! Re-Duce-Oids cut out the noise, haze, smudge, everything that makes you squint, strangle, blink.

NO MORE NICKEL RING

It’s a nickel ring...a beautiful, gift nickel ring featuring the Kentucky Derby...the one and only...a nickel ring, no matter how much you pay for it. And there’s no limit. Give it as a gift, for yourself, to your children, grandchildren, nieces, nephews; office men, neighbors, and friends. But it is delivered free with your Re-Duce-Oid set.

No one else makes them. No one has been able to make them. But you can buy them at full retail or you can get them free. Whichever you choose. The decision is yours. Re-Duce-Oids are unique in that you can install them on any existing aerial. Just slip them on, slip them off, any time you like. Never have to buy a new aerial!
**Too Much Ballcasting**

We know a lady who would like to take all the baseballs in the world and run them through a meat-chopper. That might, she thinks, stop baseball broadcasting.

Radio Guide likes a ball game. It likes a broadcast of a ball game. But it also likes to be able, through the functioning of this great service to mankind known as broadcasting, to tune in something else during the summer afternoons when it is not in the mood for a ball game. Last summer, that was practically impossible.

This is what happens. An advertiser knows that a broadcast of a Chicago Cubs-St. Louis Cardinals game will attract a considerable audience. He contacts a station and makes a deal for a broadcast. But three other advertisers recognize the same fact, so they contract three other stations and make three other deals.

So, when the Cubs play the Cardinals, every station in town is broadcasting the same game, appealing exclusively to the ball-conscience audience and splitting it four ways, while the man who wants music or news or poetry or inspiration becomes, for several hours, the Forgotten Man.

Of course, contracts for baseball broadcasting are worked out on the basis of an entire season, but that does not change the effect of our illustration. Instead, it simply binds sponsors and stations to commitments whose ridiculousness is emphasized for months on end.

In some cities there is but little baseball broadcasting. In most, there is hardly anything else during the afternoon. To repeat, there is no music, no news or poetry, nothing but ballcasting.

Is that in the public interest?

**Out on a Limb**

A special dramatic show is announced by network program chiefs. Far-flung publicity heralds its coming. On the appointed hour millions tune in. But no drama!

Only a half-baked orchestra from a roadhouse somewhere between Pin Hook, Ind., and Coney Island. A $5,000 artist on a $25,000 program announces that this week's extra-special guest will be the famed Countess Somethin'gother of Delta-On-The-Rhine. Tune in and you get the $5,000 artist and the $25,000 program, but with a two-bit guest who happened to be roaming about the neighborhood when the Countess was junked.

Out in Detroit there is a minor feud on between radio editors and broadcasters. Say the editors to the broadcasters: "You're constantly changing your minds, never sticking to announced plans, always leaving the poor listener out on a limb."

Radio Guide rolls up its sleeves, pitches into the feud. Not because the constant changing of programs on a minute's notice or no notice at all gives its staff headaches, but because the situation is reaching the serious state of giving the impression to listeners everywhere that radio is still a spoiled infant.

The reason is no mystery.

The average program begins to take feeble form about five days in advance. No rehearsing is done until the afternoon of the broadcast. That rehearsal is a bedlam of confusion, caused by many times by executives who see no good in any ideas except their own. After about three hours of this kind of rehearsing, the sponsor or his representative will often junk the entire show, making it necessary for his stooges to build a completely new program in three to four hours.

This is how the guest-star program works. A New York executive, upon hearing that a movie star is coming to his city, makes tentative arrangements for her to broadcast. In the intervening days, little thought is given the matter. At the last minute the star decides to stay in Hollywood. "Okay," says the program-builder, picks up a phone to ask the town's agents: "What have you got that's free Thursday?" He finds several persons available. One is chosen. The profession is fully aware of its haphazard methods of operation. It is accustomed to having programs fall through at the zero hour.

The most remarkable aspect of the situation is that many radio producers admit frankly that they prefer to work that way. Their production of the listeners' fare is simply a projection on the air of their own lack of organization.

Because of these methods the business of broadcasting is suffering. It has left itself wide open for ridicule.

But most important of all—listeners have been left out on a limb.

---

**VOICE OF THE LISTENER**

**CONVERSATION**

VOL. "Many women date on weepy, sentimental stuff. They are the ones who used to cry over 'St. Elmo' and 'East Lyn.' They devoid humor and resent being made to think. They have a lovely time weeping over a sorrowing heroine, but conditions in their own town may cry out to Heaven—and they think that anyone who calls the fact to their attention should be shot at sunrise. This is the type radio sponsors think all women are, so some of us get mighty slim pickings on your programs."—Mrs. E. J. Lloyd.

Radio Guide: "...I am sure that if the men were the ones at home during the day the programs would be far, far different...I think the American homemakers are pretty grand people and rate better than we do!..."—Mrs. E. C. Baldwin, Danbury, Wis.

VOL. "...I consider radio the most democratic and flexible institution America has yet developed. Let's be proud of it and do less of this so-called griping!..."—Miss Melba Crockett, Lubbock, Texas.

**BEYOND US**

Dear VOL: "Sponsors are fools not to see the possibilities in the NBC Breakfast Club. Why! It is a perfect set-up for any sponsor, no matter what his product. How such an excellent show could remain sponsorless for years is beyond me."—Mrs. H. C. Twewt., Shreveport, La.

Beyond Radio Guide's editors is the fact that when programs are sponsored, some listeners complain of the commercial announcements; when they are not, others complain that their favorite programs are being slighted.

—Ed.

**RECKLESS WRITER**

Editor, Radio Guide: "...As I understand it, Father Coughlin was never repudiated by the Pope. He is indifferent to political parties, and is as honest a man as ever lived. His purpose is to keep social and national government...His remarks are pertinent to abuses. There is more bank and capital abuses than ever reaches the radio. Concern yourself with the purchase of a few and then don't write for at least five years when you have mastered the subject..."—A. J. Gruace, Wheeling, W. Va.

Let Reckless Letter-Writer Gesing learn that chip-on-the-shoulder reading causes serious never suggested by the printed word. Radio Guide's editorial, "Coughlin Rides Again" (April 23, 1938), mentioned no reprimand except the one by voters who failed to flock to the Social Justice party in 1936, doubted not Father Coughlin's motives, concluded, "Listeners may well applaud such a battle (Coughlin-Roushelt) It will mean better listening. It may even mean better government." Through his uncalled-for denials of charges never made, Dubious Follow-up Gesing is the first to suggest any other thought in Radio Guide, must answer to those he will undoubtedly offend.—Ed.
BARBARA ANN BURNS made her appearance March 25 in the Hollywood home of Mr. and Mrs. Bob Burns. Bazooka Playing Bob was first married to Elizabeth Fisher, who died July 31, 1936, after an operation. They had a son, Robert, Jr., now 15. The present Mrs. Burns was Harriet Foster, Bob's secretary and close friend of the first Mrs. Burns. They were married May 31, 1937.
GEORGE McCALL SAYS LIONS MAKE NICE PETS

SOME people like alligators as pets, others prefer white mice, and the weak-at-heart settle for canaries or goldfish, but George McCall, CBS screen scooper heard Tuesday and Thursday nights, prefers lions. His taste probably follows from a boyhood spent largely with circuses.

When McCall grew up he trained and "worked" the "cats." Later he became a circus press-agent, then went to Hollywood to become a movie publicity man. That led to newspaper columnist and then to air columnist.

"Lions make nice pets," he says. "Take Margie. She's as playful as a cat, but you can trust her more because when she's mad you'll know it. Of course only one lion in a thousand is like her."

Photographed by Gene Lester and True Vincell

George McCall with his eight-week-old pet, Kitty, and her adopted mother, Fritzl. Ailing when born, Kitty was given to Fritzl for fear her mother would harm her. Now they are the very best of playmates. In a few short months Kitty will be able to swallow the dog whole.

Some full-grown lions aren't worth a dime, yet they require 40 pounds of meat a day. A "good" lion may be worth $1,500 to $2,000, depending upon size & looks.

This is Margie, who, says McCall, is playful and can be trusted. She is worth several thousand dollars because of her nice size, the appearance of her coat and head, and her rare intelligence. Her training gives her added value. McCall keeps his pets at a lion farm near Hollywood which rents "cats" to motion-picture companies, also breeds and trains them for circuses. Not until a cub is six months old can one forecast its disposition.
A cub, at eight weeks, will begin to give an indication of his future size by the growth of his bones. At this stage, if the cub is perfect, it will be worth about $150. Margie, above, is six years old, bred and born on a farm. Her good disposition is easily demonstrated by McCall as he combs her coat. Margie was not irritated in the least by Radio Guide's cameraman and his flash-bulbs. The same cannot be said for the cameraman.

Here is McCall with an eight-month-old lion. This cub has had two months' training and has shown that his disposition will be good. He won't have a mane until he is about a year old.

McCall goes into the cage of a litter of eight-month-old lions and tigers. They are already meat-eaters, but not yet fully trained. Note the tigers stick together in the background. They, unlike the lions, are unfriendly and cannot be trusted very far.
TO MILLIONS of radio and picture fans, Jean Hersholt is a distinguished actor, but to thousands of book-lovers he is even more distinguished as an authority on first editions. In Hersholt's Beverly Hills home is a library valued in excess of $100,000, representing a collection of 30 years and considered the finest private collection in the world, exceeded only by the Royal Library of Copenhagen, to which the valuable Hersholt book collection will go at Jean's death.

In the library are works by Hans Christian Andersen, a handwritten copy of Homer's "Iliad," a page of the Gutenberg Bible, a series of pamphlets of Dickens' "Pickwick Papers" in their original published form.

"Book prices fluctuate slightly," says Hersholt. "However, the trend is toward continual rising prices. I consider good books one of the safest investments in the world."

Photographs by Gene Lester
Hersholt is shown above with some of the 200 letters and 100 books of Hans Christian Andersen which he owns. The letters were written by the Danish author of fairy tales to his American publisher, Horace Sudder. Hersholt plans to publish the letters this summer in Danish.

Valuable books must have covers to keep out dust. Hersholt designed his own, which are manufactured in Los Angeles to fit each particular volume.

Hersholt's bookplate, his own design, shows balance of knowledge and humanity resting on a book, the repository of knowledge. Danish and U.S. flags envelop all.

Smallest volume in his library, which must be read with magnifying glass, is first edition of "Chansons Joyeuse" (Songs of Joy), published in Paris before 1833.

$20,000 is a conservative estimate of the above books. Open is a first edition of Walt Whitman's "Leaves of Grass," published in 1855. Others include Longfellow's "Evangeline"; Hawthorne's "The Scarlet Letter"; Scott's "Waverly Tales"; "Tom Sawyer"; Dickens' "Pickwick Papers"...
RUSH HUGHES, son of novelist Rupert Hughes, had a hard time deciding whether to be an actor or an author. So he became a radio columnist, is rapidly building a substantial reputation as a news commentator and featurecaster. His father wanted him to write. From his mother, Adelaide, a stage beauty, he inherited a love of the theater. For a time he was on the stage, and for a time he wrote short stories. But when he got a job as a night clerk in a San Francisco hotel he paved his way into radio. As a substitute announcer for a broadcasting dance band he was so successful that he soon had a regular job. Now he is heard from Coast to Coast daily, from Monday through Friday, at 4:30 p.m. EDT over NBC-Red.

Photographed by Gene Lester

In order to get the pictures he needs to make his air program interesting to a large group of people, Hughes has traveled tens of thousands of miles with his camera—to the Far East, through Europe, into Asia.

Films must be supplemented with fact. For that information, Hughes, like other commentators, has a well-stocked library filled with reference material on all subjects, each item carefully indexed in card catalogs.
Hughes writes each day's script from notes taken from the screen and from his vast research files. The spark that fuses this information into a brilliant Hughes Reel is Rush's own first-hand personal experience.

With an eye to improved radio standing, television and motion pictures, Hughes supplements his careful reporting with work on diction, voice control and similar subjects with Josephine Dillon, Hollywood dramatic coach.

One need not always travel so extensively as Hughes for accurate information. Most large cities have foreign sections, museums, libraries and other sources of detail. Hughes often relies upon local places for material.

Always interesting and full of colorful material is the waterfront of any seaside city. One of the most interesting of all waterfronts is the one to be found in San Francisco, California. Here News Commentator and Fea-

turncaster Rush Hughes visits that city's famous fisherman's wharf, probes into stories and oddities in the news with pencil and notebook, then uses his camera to capture in films the spirit of the place.
WHAT'S BECOME OF—

POPULAR favor is a fickle thing. Nobody is any more aware of that sad truth than the stars of the entertainment world whose ups and downs have been regulated by changes in the public tastes in music and comedy. Stars in radio have come and gone but have seldom been entirely forgotten, for each one whose talent has been great enough to carry him to the top has contributed something to the art of entertainment. Network broadcasting is only twelve years old, yet in that time scores of celebrities have had their day and vanished, each one a pioneer in a new and untried field. To these pioneers, in this and in succeeding issues, Radio Guide pays sincere tribute.

Annette Hanshaw won stardom on the old Show Boat, made $1,200 weekly on Camel Caravan, won eight popularity polls in one year. Off the air three years, she lives in a small New York apartment with Husband Wally Rose.

Arthur Tracy made history from 1931 to 1935 as "The Street Singer." Although missing from the American radio scene since then, he has been hard at work in Europe, making motion pictures and stage appearances.

For 12 consecutive years Harry Horlick was nationally known as leader of the A. & P. Gypsies—one of the longest runs of any radio show. At present, Horlick is in New York writing and arranging scores for recording.

Anthony Frome was known as "The Poet Prince," whose voice was a late-at-night NBC feature. He left the air two years ago, resumed his real name, Abraham Feinberg, and became Rabbi of Mt. Neboh Temple, N. Y.
**SUNDAY**

**MORNING**

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**NEW YORK TIMES**

*The New York Times*

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**TNT's WEEK'S PROGRAMS**

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**MAY**

**CALL LETTERS**

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**AFTERNOON**

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<td>12:00</td>
<td>NBAA Music Key of the Week</td>
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| 1:00 | WFBM}

*Be A Radio Expert Learn at Home—Make Good Pay!*
SUNDAY
May 1
(10:30 p.m. Continued)

NCB-Theater: Innaugural Masque: MAE. KWK WEN WSSO WBB WJR KWK.
WBAP-Opera.
WBBB-WBB.


Baseball: 4:15 P.M.: WCCO-WSO WJJ WBBW WWI WJBC.

WBC-

WBOW-W.RE.

WBDB-WV.

WIBF-WN.

WCO-PI.

WCTW-PI.

WGR-PI.

WGA-

WBDB-WV.

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In 1938, Verdun Park is opened in the city of Chicago. The park is located in the area of the current city's Museum Campus and provides a variety of outdoor recreational facilities, including a playground, baseball diamond, and tennis courts. Verdun Park is named after the Verdun neighborhood and was constructed in 1930 at a cost of $60,000. The park was designed to accommodate both athletic and recreational activities, and it quickly became a popular destination for locals and visitors alike.
Good Listening for Today

Working which will present these programs may be found in the adjacent program column at the time this issue closes.

11:35 CST (4:15 CDT) ORIENTATION OF SAN FRANCISCO CABS.

6:00 CST (7:00 CDT) JOHNNY PRESENTS Russ Morgan's orchestra; Jack Johnston's drama; Gene Young's orchestra; Glenn Cross, Floyd Sherman, NRC-B.

6:30 CST (7:30 CDT) "BIG TOWN," newspaper dramatizations by Edward G. Robinson and Claire Trevor, CTS.

7:30 CST (8:30 CDT) FIBBER MCGEE AND DOROTHY, guest, CTS.

8:00 CST (9:00 CDT) BERT OR NOT STARRING Robert L. Riley, B. A. Reilly, orchestra, Linda Lee and guests, NRC-B.

8:45 CST (9:45 CDT) TALK BY WILLIAM ALLEN WHITE, CTS.

5:45 CST (6:45 CDT) WNBC, "Night Time Revue."
Good Listening for Today

Stations which will broadcast these programs may be found in the adjacent program columns at the top of each page.

6:00 CST (7:00 CDT) CAVALCADE of AMERICA, dramatization, CBS.
6:00 CST (7:00 CDT) ONE MAN’S FAMILY, NBC.
6:30 CST (7:30 CDT) TOMMY DOREY’S ORCHESTRA, vocalists, Paul Stewart, m.c., NBC.
7:00 CST (8:00 CDT) TOWN HALL TONIGHT, Frances Faye, Bill cells, Peter Van Steeden’s orchestra; guest, CBS.
7:30 CST (8:30 CDT) BOSTON “POP CONCERT,” Arthur Fiedler, conductor, NBC.
8:00 CST (9:00 CDT) KAY KYSER’S MUSICAL CLASS AND DANCE, NBC.
8:30 CST (9:30 CDT) IT CAN BE DONE; Edgar A. Guest, Marian Francis, Frankie Masters’ Swingapulators.
9:00 CST (10:00 CDT) LIGHTS OUT, experimental drama, NBC.

AFTERNOON

12:00 CST (1:00 CDT) BINGO, national program, WCLF.
12:30 CST (1:30 CDT) THE NORTHWESTERN UNIVERSITY BAND, NBC.
13:00 CST (2:00 CDT) THE WSB CAST, NBC.
13:30 CST (2:30 CDT) THE NEWS, NBC.
14:00 CST (3:00 CDT) THE URBANNE锦标, NBC.
14:30 CST (3:30 CDT) THE A SO.JONES BAND, NBC.
15:00 CST (4:00 CDT) THE AMERICAN SOCIETY Band, NBC.
15:30 CST (4:30 CDT) THE JOHN PENNELLS Band, NBC.
16:00 CST (5:00 CDT) THE WORLD’S GREATEST BAND, NBC.
16:30 CST (5:30 CDT) THE GENE AUTRY Band, NBC.
17:00 CST (6:00 CDT) THE JAY HANCOCK Band, NBC.
17:30 CST (6:30 CDT) THE DOSS FAMILY Band, NBC.
18:00 CST (7:00 CDT) THE JOHN PENNELLS Band, NBC.
18:30 CST (7:30 CDT) THE AMERICAN SOCIETY Band, NBC.
19:00 CST (8:00 CDT) THE LINDA BROWN Band, NBC.
19:30 CST (9:00 CDT) THE WORLD’S GREATEST BAND, NBC.
Thursday May 5

7:00 PM
6:00 PM (p.m. continued)
WSUI-Night of Time (Electronic Recordings)—WTM WKBH WOVO (11:87) WKBH IV

8:00 PM

WTAD-Dust (Evening Melodies)

9:00 PM

WTAD—Sports

10:00 PM

WBKM—Sports

Monday, May 6

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Tuesday, May 7

7:00 PM

WSUI-Iowa League

8:00 PM

WSUI—Television Prgm.

9:00 PM

WBUI—Morning Music

Wednesday, May 8

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Thursday, May 9

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Friday, May 10

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Saturday, May 11

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Sunday, May 12

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Monday, May 13

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Tuesday, May 14

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Wednesday, May 15

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Thursday, May 16

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Friday, May 17

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Saturday, May 18

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Sunday, May 19

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Monday, May 20

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Tuesday, May 21

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Wednesday, May 22

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Thursday, May 23

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Friday, May 24

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Saturday, May 25

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Sunday, May 26

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Monday, May 27

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Tuesday, May 28

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Wednesday, May 29

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Thursday, May 30

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music

Friday, May 31

7:00 PM

WSUI-Iowa League

8:00 PM

WBUI—Morning Music

9:00 PM

WBUI—Morning Music
BOYS WANTED!

We are looking for bright, ambitious boys to sell Radio Guides, the national weekly of programs and personalities, in their neighborhoods. Write to Al Jones, Radio Guide, 751 Phipps Court, and give full name, full address and age.
SATURDAY
May 7

(12:00 p.m. Continued)

CBS-Excelsior Handicap: WOC WBBM WBKB WMBQ WOCX WMT (12:07)

Wayne Barron, host of "Road Runner," will be by for the show at 12:25.

10:00 AM

WJBC News; Ruth Webster's Life in Review.

10:45 AM

WBBM Baseball Game: MLB vs. Reds; mlb.com

11:30 AM

WBTW News; Sam Webb's Orch.

12:00 PM

WBBM Baseball Game: MLB vs. Reds.

1:00 PM

CBS-Francisco Opera Festival: Beethoven's Ninth Symphony; Live from the Kennedy Center.

1:30 PM

WCFL News; Sam Webb's Orch.

2:00 PM

WBBM Baseball Game: MLB vs. Reds.

2:30 PM

WBBM News; Sam Webb's Orch.

3:00 PM

WBBM Baseball Game: MLB vs. Reds.

3:30 PM

WBBM News; Sam Webb's Orch.

4:00 PM

WBBM Baseball Game: MLB vs. Reds.

4:30 PM

WBBM News; Sam Webb's Orch.

5:00 PM

WBBM Baseball Game: MLB vs. Reds.

5:30 PM

WBBM News.

6:00 PM

WBBM Baseball Game: MLB vs. Reds.

6:30 PM

WBBM News; Sam Webb's Orch.

7:00 PM

WBBM Baseball Game: MLB vs. Reds.

7:30 PM

WBBM News; Sam Webb's Orch.

8:00 PM

WBBM Baseball Game: MLB vs. Reds.

8:30 PM

WBBM News; Sam Webb's Orch.

9:00 PM

WBBM Baseball Game: MLB vs. Reds.

9:30 PM

WBBM News; Sam Webb's Orch.

10:00 PM

WBBM Baseball Game: MLB vs. Reds.

10:30 PM

WBBM News; Sam Webb's Orch.

11:00 PM

WBBM Baseball Game: MLB vs. Reds.

11:30 PM

WBBM News; Sam Webb's Orch.

12:00 AM

WBBM Baseball Game: MLB vs. Reds.

12:30 AM

WBBM News; Sam Webb's Orch.

1:00 AM

WBBM Baseball Game: MLB vs. Reds.

1:30 AM

WBBM News; Sam Webb's Orch.

2:00 AM

WBBM Baseball Game: MLB vs. Reds.

2:30 AM

WBBM News; Sam Webb's Orch.

3:00 AM

WBBM Baseball Game: MLB vs. Reds.

3:30 AM

WBBM News; Sam Webb's Orch.

4:00 AM

WBBM Baseball Game: MLB vs. Reds.

4:30 AM

WBBM News; Sam Webb's Orch.

5:00 AM

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5:30 AM

WBBM News; Sam Webb's Orch.

6:00 AM

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6:30 AM

WBBM News; Sam Webb's Orch.

7:00 AM

WBBM Baseball Game: MLB vs. Reds.

7:30 AM

WBBM News; Sam Webb's Orch.

8:00 AM

WBBM Baseball Game: MLB vs. Reds.

8:30 AM

WBBM News; Sam Webb's Orch.

9:00 AM

WBBM Baseball Game: MLB vs. Reds.

9:30 AM

WBBM News; Sam Webb's Orch.

10:00 AM

WBBM Baseball Game: MLB vs. Reds.

10:30 AM

WBBM News; Sam Webb's Orch.

11:00 AM

WBBM Baseball Game: MLB vs. Reds.

11:30 AM

WBBM News; Sam Webb's Orch.

12:00 PM

WBBM Baseball Game: MLB vs. Reds.

12:30 PM

WBBM News; Sam Webb's Orch.
A MONTH ago Radio Guide brought readers of its contest department face to face with contest judges, solved problems. Five entries which had failed to win in the contests in which they had been submitted were read, and readers were asked to see how well they could spot the reasons why. Below are the entries with annotations by remarks by readers under each entry:

**I like Ivory Soap because it is pure, and the ad is both practical and effective.**

This entry lacks originality. P. G. has always stressed Ivory for baby's skin. It does not praise Ivory when it speaks of "its softness." Such ads are soft soap and should not be. The statement is extravagant. . . One would hardly trust my word. Health is more than just cleanliness. Every word counts in a short statement. L. F. T. did not require both "gardening" and "taking care."—Mrs. P. Cannon, 5171 Brownwood Parkway, Kansas City, Mo.

**I like Ivory Soap because I admire its gentle smell.**

There was one word practically none of the reader-judges liked: "like." As Jean Murray, of Castleton, N. D., wrote: "A mild soap like Ivory" kills my entry. Ivory must be the one and only soap!

Another common criticism was this one, as presented by Staunton B. Moran, 252 Sixth St., San Francisco, Calif.: This statement does not sell Ivory Soap. It induces women to buy good and hand lotions! Miss Mary Berry, of Route 2, Lowell, Ark., called it "an excellent example of the good contest idea poorly handled." Other critics seemed to agree.

I consider Oxydol the perfect laundry soap because for an 'enrileable' list of words, soap complete in itself without the use of any other "whitening aids."—C. M.

"Envy" was the word that made trouble in this entry. Many critics pointed out that the idea is old; others felt that stimulation of envy was immoral. Discussing the entry as a whole, Innes Whalen, Box 578, Omaha, Neb., wrote:

**Firstly. Why inlines quotes in quotation marks? If you write inteligible English, they're unnecessary. If they're necessary, your words are not the crisp, forceful ones that make rushed, jaded readers take notice, and sponsors pay.**

"Secundy: Oxydol's slogan is The Complete Household Soap. Why should Oxydol bring up the idea of complete soaps?"—the sponsor loses a customer. If you're envied because of that, it's incidental, not prime importance.

I like Ivory Soap because when hard times come and costly soap aids must go, it provides cost-saving, simple, thrifty way to retain complexion lovely conditions:"—D. C.
Radiant Eleanor Fisher—chosen from thousands of America's most dazzling beauties in a great magazine’s nationwide search for “Miss Typical America” —her crowning reward now a chance at Hollywood heaven in Paramount’s new romantic achievement, “True Confessions”!

Of supreme importance in helping her to win, were Miss Fisher’s beautiful eyes, framed with the glamour of long, romantic lashes. The charm of beautiful eyes, with natural-appearing long, dark, luxuriant lashes can be yours too, instantly, with but a few simple brush strokes of Maybelline Mascara, in either Solid or Cream-form. Both forms are harmless, tear-proof and non-smarting.

Do as America's loveliest women do—form graceful, expressive eyebrows with Maybelline's smooth-marking Eyebrow Pencil.

Frame your eyes with glamour—accent their color and sparkle with a faint, misty tint of harmonizing Maybelline Eye Shadow, blended lightly on upper lids.

Guard against crow’s-feet, laugh-lines and wrinkles around the eyes—keep this sensitive skin soft and youthful—by simply smoothing on Maybelline Special Eye Cream each night.

The name Maybelline is your absolute assurance of purity and effectiveness. These famous products in purse sizes are now within the reach of every girl and woman—at all 10c stores. Try them today and see what an amazing difference Maybelline Eye Beauty Aids can make in your appearance.