Lucille Manners will sing the "Blue Danube Waltz" Friday night — NBC
RADIO Guide
DOUBLES YOUR RADIO ENJOYMENT
731 PLYMOUTH COURT, CHICAGO, ILL.

Careers Ahead

Add to the list of things your son may want to be "when I grow up" that of swing musician. No more cowboy ambitions in this advanced radio age; no more inventor or soldier or sailor. Nowadays youthful minds choose to be a G-man or a trap-drummer. Credit the latter to this jitterbug era.

Heroic examples are before them. Benny Goodman is King of Swing and a clarinet and his is a scepter. Benny Berigan is high man among trumpeters. Tommy Dorsey is the high priest of trombone-players. Gene Krupa is the omnipotent Oom of drummers. Add the bank accounts of those gentlemen together and you probably would get a sum twice as great as that owned by four even unusually successful businessmen. Swing pays and the kids know. There is a glitter about the work, too. It puts you on a pedestal, the public at your feet. You know stars, ball-players, heroes, statesmen, celebrities.

Once, boys rode to manhood on imaginary white chargers, clad in the invisible armor of Sir Lancelot. Now they ride on the beat of ding-donging broadcasts, hammering their feet against scarred floors, twisting their backbones in vain attempts to outjitter the King Jitter, Gene Krupa himself.

There are those among us who wonder how it will all come out.

"Damn It to Hell, It's Dangerous"

Don't be alarmed. We have not lost our sense of the proprieties. But we saw that head in the New York News the other day, on that great paper's editorial page, and when we saw what that publication was attempting to accomplish we decided to borrow both the headline and the editorial. We believe it is the most forceful way in which we can plant our banner on the side of the listener and against the decision of the Federal Communications Commission. Hereunder is the editorial:

"Many readers will dislike the above heading, on the ground that it is cheap, weak writing-tactics to try to attract attention by the use of profane language. We agree. The reason why we are using that language this morning is that we want to call all the attention we can to a ruling day before yesterday by the Federal Communications Commission.

"This seven-member outfit supervises radio. By a vote of four to one, with two members absent, the FCC decided Thursday to silence a lot of radio stations for having broadcast Eugene O'Neill's 'Beyond the Horizon' last July 28 as part of an NBC-Blue network educational drama series.

"O'Neill is one of our greatest playwrights; some would call him the greatest living playwright writing in English. 'Beyond the Horizon' is one of his more important plays. The reason given by the FCC for this ruling was that three expressions in the O'Neill play—'damn,' 'Hell' and 'for God's sake'—are 'obscene and indecent.'

"The FCC member who voted No was Commander T. A. M. Craven, U. S. N. Ret., who denounced the ruling as an FCC attempt to 'censor the air.'

"We agree with Commander Craven. And we believe that now is the time for citizens, broadcasters, newspapers, magazines, etc., etc., to get up on their hind legs and do something fighting on Commander Craven's side.

Limits of Censorship

'This paper will not be barred from the mails for publishing the above headline. But readers are entitled to stop reading any paper whose language they don't like. Barring use of a handful of well-known English words which all agree are too dirty to print, that is the only censorship to which the press should be subject—reader censorship.

"The same reasoning applies to the radio. When Mae West broadcast her Adam and Eve skit some months ago, various Legion of Decency sympathizers had a perfect right to make the protest which they did—or to go on and boycott the station broadcasting the program or the advertiser sponsoring it if their protests were not heeded."

"But the dangerous line is crossed when attempts are made to have government cut off newspapers or radio programs. And it is a very dangerous line indeed.

"We have all seen evidence in the last few days of the terrific power of the radio—in Hitler's fierce war speech from Berlin, in Mussolini's various trumpet-voice orations, in Chamberlain's tired-old-peacekeeper speech."

An Instrument of Totalitarianism

"It may well be that whoever can control a nation's radio facilities in (Continued on Page 15)
Another Radio Guide First!

Wars and war scares require a new technique of coverage these days. The old romantic figure of Richard Harding Davis, the romantic ideal of former newspaper days, is gone. In his place is a hard-hitting American news-hunter who mixes sweat and speed and an expert's knowledge of economics into a word-brew and pours it into a microphone. He knows diplomats, prime ministers and cab-drivers. He was born in America—usually in the Middle West. He is tireless, fearless, and sometimes reckless. He was responsible for the most exciting radio week America has known when, three weeks ago, he talked from the firing-line of Europe.

Wherever the fire was hottest, American voices recorded the temperature. One voice was that of William L. Shirer, central European representative of the Columbia Broadcasting System. How he got there and what he saw is a great story. Radio Guide is proud to present in this today's newest hero, the radio war correspondent.

They are dismantling the big anti-aircraft gun on the building across from the Adlon Hotel here, so it looks like this assignment is finished. This is the way it was:

Since leaving peaceful, sleepy Geneva on September 10 for Prague, on a hunch that a tremendous story was about to break, until I arrived at Berlin yesterday, October 2, after having seen the German army finish that story by its occupation of the Sudetenland—in these short three eventful weeks which saw Europe on the brink of war until Britain and France had capitulated to Hitler, my own activities could be summed up like this:

By air, train, truck, bus, car and horse-pulled army carts I traveled exactly 2950 miles (practically the distance from New York to Los Angeles). I averaged two hours sleep daily, mostly in my clothes, and often snatched only on train or airplane. I've lived largely on sandwiches, hot-dogs and coffee until I would rather starve than face another one. And I've belloved so long into microphones or bad telephones that my doctor says that if I don't keep my mouth shut for a few days my voice will be gone entirely.

But it's been the most interesting, exciting three weeks of my life. After the first few days you forget the lack of sleep and food. The excitement and difficulties you meet on all sides and your efforts to overcome them; the first-hand view you get of all the so-called high-shots of Europe, nervous and wor-

Shirer Covers Czech Crisis

Get back to Prague in two hours! Report to Berlin in the morning. Godenburg is on the wire. Call Paris, London, Munich, New York. That was the staccato pace at which William L. Shirer, lately appointed CBS representative in Europe, lived during the recent war crisis. For the well-known Chicago journalist was reporting events via radio from the trouble zone to America. By truck, plane, horse-drawn army carts, sometimes afoot, he traveled, living on sandwiches, hot-dogs and coffee, snatching sleep when and where he could. During those weeks when all Europe was a powder-keg with the lid off, he traveled nearly three thousand miles, broadcasting history in the making, once at a railway station just before boarding a train. The fact that he speaks French, German, and Italian made his work a trifle easier. Chicago-born (1904), Shirer first went to Europe for the Chicago Tribune in 1925.

Caught the train, got four hours sleep, and before dawn was in Regensburg, where we met the army staff officers and then set out by bus for Passau. October 1 we spent all day going up with the German troops, and I got back to Passau that night only to find that military censorship forbade all broadcasting. Telephone service was also practically impossible from Passau, as the army had taken it over. I got the train, however, to Regensburg, where I arrived just before midnight in time to telephone the story through to Paris for relay by wireless to New York. The next morning it was impossible to get an airplane, so I spent the day on the train to Berlin, where I arrived an hour before my scheduled broadcast, only to find that military censorship still forbade me to talk on Sudeten occupation. When I (Continued on Page 15)
"TO JESSICA, WITH LOVE"

OFF THE AIR AT PRESENT, MISS DRAGONETTE IS ONE RADIO STAR WHO STILL DwELLS IN THE HEARTS OF THOUSANDS

LAST summer a smartly dressed, intense young woman called me. "I should like to write an article telling how much Miss Dragonette means to her fans," she said.

An editor is suspicious of visitors who want to write an article. "Has Miss Dragonette not been on the air and our policy doesn't permit..." I began.

"But she won your Star of Stars poll without being on the air," the lady told me. "And just sang before the largest crowd ever gathered in Grant Park. Her fans haven't forgotten her"

Fans! The word is one an editor mistrusts. Usually it means an empty-headed dullard who tears off a star's clothes for souvenirs. Or a group-seeker, begging to prop to his own vanity. But these eyes were so sincere and this face was so earnest. She was no ordinary fan.

I said, "Write the story and send it to me." That is also a part of an editor's technique for dismissing visitors. The story comes to him after a week or two and is rejected.

But this story was not rejected. For I had never read another like it, nor do I think anyone is likely to be written. In its way, "To Jessica, With Love" is a historical document. It attests to the love and respect which has brought it.

During its first years to millions of lonely and unhappy people. Because Jessica Dragonette had something to give that people needed, people adored her without stint. Grown up with broadcasting, her following broadened and her devotion deepened. In this devotion there is something that must be the faith which soldiers gave to Joan of Arc. Please read "To Jessica, With Love." I don't pretend to understand the bonds of devotion which created it, or the magic which inspired it. All I can do is recognize sincerity. And in its presence here, I feel humble.

-The Editor.

O F OCTOBER 6, 1937, Jessica Dragonette stepped to the microphone and said to her radio audience, "I am leaving radio..."

The/newsness that marks her singing: "I am leaving radio for a while so that I may devote my full efforts, and I shall never forget your devotion to me. It has been my highest inspiration."

With the singing of "I'llSeeYou Again," her voice died away. She was one of the millions who sat by a radio that night, stunned by her sudden by. I had listened to Jessica since the old Philco days, when our family owned a small battery radio set and each of us fought for one pair of earphones on "Jessica's night." I had heard her opening Cities Service concert in 1930, and through that glorious series of seven years I had spent each Friday evening with her and her music.

When she decided to change programs and give us a light-opera series, I was a concert buff. It had provided an opportunity to see the light-opera I followed concerts as best I could, poring over musical magazines for news of her. One day I read she was to sing in Chicago at a summer concert in Grant Park. Here was my chance. After broadcast reception by a radio, I might have the privilege of paying public homage to her! I planned to drive down and take her to meet her, and arrived in Chicago excited and thrilled.

Her concert began at eight o'clock in the evening, but the Dragonette followers began to gather as early as noon. Not only from Chicago did they come, but from all over the country as well. From Michigan, Ohio, North Dakota, Missouri, even from Canada, they poured into the concert, lured to Grant Park for this one precocious who dared to sing in the broiling sun for hours, waiting for Jessica; and because they came to see Jessica, they talked to each other about her. They told how they loved her, how many years they had listened to her singing on the radio. We who had known her in person. Tonight, at last, they would.

W E BEGAN to exchange stories about her. We told of her devotion to a devotion that has lasted throughout a generation's changing tenderness. Each person offered a different tale. This was one of the best:

A young man who had known her as a child for years had seen her in person. The next day she called him to see that her presence here, I feel humble.

How can we prove our affection to her? How can we let her know what her singing has meant to us all these years? It is always that her devotion to her is her highest inspiration, as she said so charmingly in her final broadcast. Of her devotion to us? She shows it in every song she sings.

Realizing my own inadequate methods on to which I had written this article as a gesture of appreciation for all is—she all stands for. And, like the Dragonette, I met at her Chicago concert, who prefer to remain unknown, so do I prefer to remain unknown. I will not, however, have been written by any one or every one of Jessica Dragonette's followers. I am sure that each one would close it as I am doing.

"To Jessica, with love of love."
YOU AND YOU — Sunday, NBC

Euripides, Shakespeare, Ibsen, Hugo, Tolstoi, Shaw, Anderson—names to conjure with in the theater. The names of great writers, whose great plays will live as long as society! The great dramas of the world paint a picture—vivid, forceful and deep—of life and its consequences. The National Broadcasting Company, in its current series entitled "Great Plays," endeavors to re-create a few of the plays in the giant wheel of dramatic literature so that we on the rim may be in contact with the hub of truth about which we revolve. Last season's inaugural series was greeted with such enthusiasm by educators as well as the general public that the present set of plays is being selected and built with a view to an even more complete and striking panorama of the world's theater, with the scene moving chronologically from Athens to Broadway in thirty weeks. In this, the second in the group, comes front and center "Everyman." On the loom of medieval England's morality allegories is woven a pattern of universal life, and by the side of our 1939 radio receivers we can hear ourselves portrayed just as the first 1529 audience saw its own life pictured in the plot of "Everyman."

1:00 p.m. Eastern Time; 12:00 noon Central Time
11:00 a.m. Mountain Time; 10:00 a.m. Pacific Time

WANT THE WORLD? — Sunday, NBC

"If you can fill the unforgiving minute
With sixty seconds full of distance run,
Yours is the world and everything that's in it!"

According to that criteria, there are thirty chances each week to claim the world in the Smithsonian Institution's Sunday afternoon program, "The World is Yours," for there are thirty times sixty seconds dealing with the world's great accomplishments. This Sunday the engineering world—and thereby the whole magnificent vista of today's physical costume—is yours. Perhaps you have heard about the engineer who stormed, "Curse that decimal point!" when the bridge he had constructed collapsed—and passed it off lightly as just another joke, not realizing how utterly its significance. Maybe you sit smugly in your forty-third-floor office without one thought of the colossal magnitude of its structural stature. Perhaps you have floated on a liner through the Panama Canal—asleep in your berth. Maybe you have seen a newswire of Boulder Dam or the San Francisco Bay bridge and merely muttered, "Very nice," with a shrug. And perhaps we feel less blase and more appreciative of our wonderful world if we should listen to the amazing story of American engineering accomplishment Sunday when "The World is Yours."

4:30 p.m. Eastern Time; 3:30 p.m. Central Time;
2:30 p.m. Mountain Time; 1:30 p.m. Pacific Time

CASE DISMISSED — Sunday, CBS

Rosalind Russell has won acclaim in several Shakespearean roles, but Portia is one character she doesn't care to play—not in real life, anyway. If law-practicing Papa had had his way, daughter Rosalind would have grown up before the bar—no, no, not the kind of bar you're thinking of. The imaginary bar of justice. Although she is now known to be partial to severe cutures, strictly tailored costumes and the color black, still Rosalind just couldn't picture herself tormenting a witness or exhorting a jury, so she became an actress and went to Hollywood. It wasn't as easy as that. The process involved dramatic school, tent-shows, stock, vaudeville, Broadway, and hard work. Miss Russell, considered one of Hollywood's most vivid personalities, is considered also to have one of the most perfect airwave voices. Sunday she will have another opportunity to demonstrate those qualities when she is presented by the "Silver Theater" with popular, personable Jimmy Stewart in the first of two consecutive dramatic performances by this couple for the same program.

6:00 p.m. Eastern Time; 5:00 p.m. Central Time
4:00 p.m. Mountain Time; 3:00 p.m. Pacific Time

SWINGING, ROCKING — Sunday, MBS

Have you met Mr. and Mrs. Swing? Maybe you know that personified couple as Red Norvo and Mildred Bailey. Red is one of the chief exponents of that same color-scheme in music—red hot. He himself cavorts nimbly and nastily on a "pale of bones"—xylophone to the tender-feet of swing—along with his band-directing duties. The femininity of the famous Mr. and Mrs. act rocked herself to musical glory and the title of "Rocking Chair Lady" by her individual rendition of that ballad of pathos on rockers, "Old Rocking Chair." Whether or not you are acquainted with Mr. and Mrs. Swing (there's that word again!) and their stock in trade, you may have the opportunity of meeting or remembering that lithe and graceful husky of inconspicuous circumstances when he of the torrid temps and she of the tremulous tones will be the spotlight entertainers on the MBS "Show of the Week" on Sunday.

6:30 p.m. Eastern Time; 5:30 p.m. Central Time
4:30 p.m. Mountain Time; 3:30 p.m. Pacific Time

HADDY, EV'BUDDY! — Sun., Tues., Fri., NBC

"Hail! Hail! Here comes Uncle Evry, here comes Uncle Evry!" "Give him a foot on the tooter, Tommy!" Here's the old jumping jenny-wren himself, back with us in person. The beloved old busybody has had a nice summer vacation (probably fishing and putting around in his yacht, with a few flings thrown in to keep him young and pert), and now he's ready to get back into the radio harness with the same old pep and peregrinacy, by cracker! They can't keep a good man down, can they, Evry? This time, besides two week-day fifteen-minute spots, the saucy small-town sage blossoms into an additional half-hour Sunday show. More power to you, Old-Timer. If your air activities are as homely, as peppy, as humorous, as lifelike as they have been in the past, you may be sure not only the good folk of Rosedale but many friends far and wide will welcome you back to the microphoney. And that's our "thought for the day."

(Sun.) 5:00 p.m. Eastern Time; 4:00 p.m. Central Time
3:00 p.m. Mountain Time; 2:00 p.m. Pacific Time
(Tues. 10:45 p.m. Eastern Time; 9:45 p.m. Central Time & Fri. 8:45 p.m. Mountain Time; 7:45 p.m. Pacific Time

COFFEE AND CANDLES — Monday, NBC

Quiz programs, comedians and crooners may come and go, but like the babbling brook, babbling Don McNeill and his Breakfast Club go on and on. Don, the democrat of the breakfast table, and his fellow entertainers of the morning board, are preparing to celebrate an anniversary. Monday marks the sixth milestone for this, one of the most consistently, extensively and perennially popular of sustaining airshows. Six years in the life of a human
OF THIS WEEK
WEEK'S BETTER PROGRAMS

means he's ready to go to school and learn his three R's. But six years in the life of a radio program means it has graduated from the elementary branches and is ready to work on its entertainment master's degree. So Monday morning the Breakfast Club can put on its long pants, stand right up to the mike and proclaim, "Today I am a man," confident that its three-R curriculum of razzing, rousing and rhythmic has been absorbed with honors. In fondling his Breakfast Club souvenirs, as one is wont to do on his birthday, Don finds such evidences of far-flung acquaintance as an Alabama bale of cotton, a Maine pine cone, a rope of sailors' knots from sea-going sailors, a South American poisoned dart, a Virgin Island floor mat, and a Hawaiian cocoanut-head. An orange-juice toast to the Breakfast Club for six sparkling years!

9:00 a.m. Eastern Time; 8:00 a.m. Central Time

OF HOofs AND SPuRS —Tuesday, CBS

Well, fellows, the Series is over, the last sad rites have been said over the ashes of the Cub's hopes, and the post-mortem and prophecies are blending into the frenzy of a football mob witnessing the annual catalysm between the Titans of Tiffany and the Gargantuans of Gondola. These are the two sports that most often make the sports-page headlines, but there are many other popular and exciting sports. Two of these have their day in the sun when Professor John T. Frederick presents his Tuesday edition, "Of Men and Books." Our friend the horse trots and races into the spotlight when Professor Frederick discusses two books on the venerable sport of harness-racing:

“Golden Hoofs,” by William Cary Duncan, and “Drivers Up,” by Dwight Akers. Not to be outshone, the rooster swangers forward, crowing that he too will get a slice of publicity when the book about cockfighting, "Courage," by Tom Pridden, will be discussed on the same program. Who's this guy Di Maggio, anyway?

4:45 p.m. Eastern Time; 3:45 p.m. Central Time
3:45 p.m. Mountain Time; 1:45 p.m. Pacific Time

FORUMARATHON —Tues., Wed., Thurs., NBC

The Herald Tribune Forum on Current Problems is one of the biggest programs ever to go on the air from the standpoint of the amount of time allotted in one week for its presentation. This week eight and three-quarter broadcasting hours are to be consumed by the eighth annual Forum as an exclusive NBC feature, and when a network turns over that much valuable radio time to one feature, then it should be somewhat of an indication of the project's merit. The general theme, "America Facing Tomorrow's World," and the stimulations to the wide range of vital problems to be discussed by men and women of national and international reputation. There is a challenge, a mystery, a suspense, a potency that poises the public on the edge of its seats. Our intrepid m.c.'s help the efficient and skilled work of a panel that makes you think and be inspired to action.

9:00 a.m. Eastern Time; 8:00 a.m. Central Time

A REAL RECORD —Thursday, NBC

In the ring the count of nine means somebody is just about out. On the diamond the ninth inning means it's usually some team's last chance. This week to Rudy Vallee and NBC it is the count of nine and the end of the ninth inning, but there the analogy ends, for Rudy is still on his feet, fresh as ever, and the radio game goes right on into extra innings. Thursday Rudy celebrates the end of the ninth and the beginning of the tenth year with NBC. They have been years of consistency and brilliance, and there is no indication of any slackening in the Vallee pace. You can't take it from the fellow. He came up on his own, steadily and spectacularly. As a singer, as a musician, as a talent-discoverer, and especially as an all-around showman, Rudy Vallee continues year after year to collect and hold a huge and faithful audience, together with the sometimes grudging commendation of cooler critics. To Rudy, his music, his talent-sponsoring activities, and his showmanship, it looks like a long game. No one can deny that his place in the entertainment world represents a story of genuine accomplishment.

8:00 p.m. Eastern Time; 7:00 p.m. Central Time
6:00 p.m. Mountain Time; 5:00 p.m. Pacific Time

EXTRA GOOD NEWS —Thursday, NBC

Maybe that potent body referred to casually as the public is growing a bit weary of movie monopoly in radio. Maybe a great many listeners resent their taste being insulted by a sponsor paying a kleig cutie a moderate fortune to answer an m.c.'s stereotyped questions about her latest films, her diet, and her struggles. But it is good news to appreciative listeners when a real dramatic star or stars appear before the microphone. So, it will be a rare treat for many when Clark Gable and Lionel Barrymore appear together on the "Good News of 1938" program Thursday. One has the rare quality of appealing to both strong men and sentimental women. The other is one of the supreme actors of our time. That should guarantee merit.

9:00 p.m. Eastern Time; 8:00 p.m. Central Time
7:00 p.m. Mountain Time; 6:00 p.m. Pacific Time

VOLUBLE VANDENBERG —Saturday, CBS

"Double, double, toil and trouble"—the political cauldron is boiling. Hallow'en is near, and, true to good old American tradition, spielinders are abroad. But not of the common run of political spielers is Senator Arthur Vandenberg. He is in the select class who speak with conviction and authority and, consequent, ly, are called authorities or leaders. Senator Vandenberg has been and is still considered Republican presidential timber and has often been prodded in the direction of the White House by his associates, but he continues to press noncommittally but militantly forward as one of the outstanding leaders of the liberal-conservative faction. Considered one of the Senate's most distinguished orators, Vanden- berg is listened to, if not always agreed with, by others than his own party. As a member of the Republican National Committee, the Sen-ator from Michigan will address a meeting in the Memorial Hall in Columbus, Ohio, Satur- day. His talk on "Current National Issues" will be broadcast over CBS.

9:00 a.m. Eastern Time; 8:00 a.m. Central Time
7:00 a.m. Mountain Time; 6:00 a.m. Pacific Time

Radio Guide • Week Ending October 29, 1938

www.americanradiohistory.com
THE RADIO PLAYBILL: THIS WEEK—"VIC AND SADE"

Vic is the type of small-town character that Norman Rockwell brings to life on Saturday Evening Post covers, and Clarence Budington Kelland portrays so aptly in some of his short stories. Bluff, hearty, good-natured, Vic is a bookkeeper for the Continental Kitchenware Company, Plant 14, located in a middlewestern town. A humorist of sorts, Vic calls his wife Sade "Klidge," and his son Rush by a series of zany names. Aside from his family, his chief interest is his lodge, in which he serves as Exalted Big Dipper. Art Van Harvey plays the role of Vic.

Sade Rush met and married Vic in her home town, Dixon, Illinois. One of those rare women who make really tolerant wives, Sade takes her good-natured husband as she does all the shortcomings of the human race. Vic and her son Rush come first in her life, but her main outside interest is the Thimble Club, which meets once a week to sew and gossip about local doings. Sade's chief annoyance is Hank Gutoski, Vic's ne'er-do-well fellow lodge member. Among Thimble Clubbers, 's trouble-makers are Mis' Appletrot and Mis' Brighton. Bernardine Flynn plays the Sade role.

ON THE air for more than six years now, the tremendous appeal of "Vic and Sade" to radio audiences lies in the author's ability to make his characters do and say just what ordinary small-town folks do in small towns in the length and breadth of the nation. The setting is Bloomington, Ill., where the author lived for many years, and residents of the town say they can recognize many points in the show as coming direct from real life there. The Gooks live in "a small house half-way up the block." Their homely every-day doings make the show. Often it's nothing more important than Vic and Sade's conversation on "beef punkles" and "Limbachscheits cheese," or a ride with the Stembottoms. The big thing about the show that makes it unique is the fact that there's never a tear, tragedy or heart-throb. Nobody ever tries to steal Sade from Vic, and Rush, their son, never gets into serious trouble, nor is any one of the trio ever rushed to a hospital near death. The phone rings and the door slams, but that is about all that's ever heard in the way of sound-effects on the program. Occasionally when Vic rummages around the pantry, there's the sound of falling crockery or tinware. The one really indispensable prop is the telephone, as it is the means by which the neighbors are brought into the life of the Gooks. "Vic and Sade" is heard Mondays through Fridays over NBC at 11:15 a.m. EST; 10:15 a.m. CST. Again over CBS at 12:15 p.m. EST; 11:15 a.m. CST; 11:15 a.m. MST; 10:15 a.m. PST. Announcer for the show is Vincent Pelletier.

RUSH GOOK, Vic and Sade's teen-age son, got his mother's maiden name. Rush thinks his parents are swell people, and one girl, Mildred, Tiedel, attracts and repels him all at once. His Uncle Fletcher wants him to take "plummy" lessons; Rush is more interested in American-boy sports and pals in the games with him, especially baseball. Billy Ireland plays the part of Rush Goon.

PAUL RHYMER, who authors "Vic and Sade," has an abrupt sense of humor that startles everyone, including himself. Paul joined NBC in 1929, originated the Gooks in 1932, and has been at them ever since. A college graduate, author Paul likes to say he's driven taxis in Chicago, sold magazines in Crawfordsville, his fortune told in St. Louis, and his wallet stolen in a mining town.

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RUTHIE STEMBOTTOM is Sade’s dearest friend. Together they solve problems of the universe. Sweet and kind, Ruthie never wants or needs much.

M. BULLER, traveling inspector in Vic’s territory, is no softy. He has a prodigious appetite, works hard, and lives in a granite world.

Mr. Gumpox, the garbage man, is a fine example of leisurely industry and sound integrity. He can be depended upon in any emergency.

CHARACTER most inquired about by listeners is Uncle Fletcher, retired businessman who lives in Dixon, Ill. Eccentric is the word for Uncle.

Although Vic, Sade and Rush are the only voices ever heard on the sketches, artist Del Poore’s conception of other characters in the serial (on this page), as well as scores of neighbors, relatives and friends, are just as well known to radio through the Gooks’ frequent mention of their names, and heated discussions of their good points as well as failings. Fred and Ruth Stembottom are a young married couple who live down the block. Fred’s a factory foreman and Ruth is the perfect example of miraculous housewifery. Mr. Buller, traveling inspector for the Consolidated Kitchenware Company where Vic is employed, is aggressive to a fault. The next time a belligerent motorist bawls you out for some minor driving error, take a good look at him; it may be Mr. Buller. Uncle Fletcher is Sade’s uncle who specializes in addlepated ideas. While dinner is cooking, Sade often reads his wacky letters to Vic and Rush. Hank Gutstop, the town loafer, spends his time figuring out ways and means of getting free meals. Hank’s Exalted Little Dipper for the Drawy Venus chapter of the Sacred Stars of the Milky Way, Mr. Gumpox works up and down the alley between University and Virginia Avenues. A target for witicisms, he can always be depended upon to run errands or help hang up the Monday wash for housewives along his route. In addition to his other talents, Smelly Clark is a master at jimmying penny gum-machines; and if anyone wants Blue-Tooth Johnson in a hurry, he can always be found in the vicinity of third base over on Tatman’s vacant lot. Altogether, Rhymers’ characters rival those of Dickens’ for odd names, and far outstrip them in humor.

NEXT WEEK:
“OUR GAL SUNDAY”
The March of Music

A Weekly Preview Edited By Leonard Liebling

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

Canada
in Tone

One hears about "the concert of nations," or, in particular, "the European concert," but neither has anything to do with music except it be the chorus of cannon or the song of shrapnel. Different from all that is the fifth real world concert, which is being aired this time from the Dominion of Canada to fifty-five countries on all kinds of waves, Sunday, October 23, 2:30 p.m. EST, through NBC, CBS and MBS in cooperation with the International Broadcasting Union at Geneva, Switzerland.

The imaginative thought underlying the presentation is to put forth, through the Canadian Broadcasting Corporation, a musical panorama of the five main geographical divisions of Canada, depicting its sweep from ocean to ocean. Starting at Lunenburg on the seashores of Nova Scotia, the program will whirl its way across the three thousand miles to the Pacific, stopping at Quebec to pick up the voices of the Alouette Quartet and at Ontario for a recital by Ernst Seitz, Canadian pianist (composer of "The World is Waiting for the Sunrise"). In Winnipeg, an old-time orchestra offers tunes representative of the wheat-growing provinces, then we move on again to British Columbia, land of tall trees and the lumber industry.

All the music has been arranged and linked together by Percy Faith, young Canadian composer, conductor. The entire performance will flow swiftly without verbal interruption except to introduce each region visited. As a grand finale, there is the actual telling of a giant tree in a British Columbia forest, with authentic lumberjack songs by the logging crew at the scene.

Of course this is propaganda to show the size, might and resources of Canada, but the method and manner form a strong contrast to the proclamations of Herr Hitler whenever he sets out to advertise the same qualities of Germany to all the world.

Pianistic
Parade

Alfred Wallenstein confides to this department that the present violin concerto series (MBS), with Joseph Coleman, will be succeeded by a procession of piano concertos embracing all the best examples in that form. Wallenstein now is seeking the proper soloist to do the comprehensive job.

Lawrence Tibbett has won equal success with the "Met," in motion pictures, on the concert platform, and in radio. Will be Ford's guest Sunday

---Leonard Liebling


"Lemminkainen" (rarely done in its entirety) the last section is "The Swan of Tuonela," dealing with the Hades of Finnish mythology. The dire locality (Tuonela) is surrounded by a broad river of black water and rapid current, in which a fabled swan glides majestically and sings affecting strains. The sad melody is first played by the English horn, answered occasionally by the cello or viola, sounding like the farewell sigh of some soul outward bound. Mysterious piazzismos of the strings lead back to the swan-song and a concluding rueful chant for cello.

Sibelius, passionately loving his Finland, has, through his music, done more than the country's historians and philosophers to acquaint the world with the character of his land and the nature and ideals of his people.

SUNDAY, OCTOBER 23
on NBC at 6 p.m. EST; 5 p.m. CST;
1 p.m. MST; 3 p.m. PST

The New Friends of Music
The New Friends of Music Orchestra
Fritz Stiedry, conductor
Brandenburg Concertos Nos. 1, 2 & 3
(Bach)

BACH'S so-called "Brandenburg" concertos (his first venture into absolute instrumental music on a symphonic scale) were commissioned by Christian Ludwig, Margrave of Brandenburg, Germany, and the composer finished his task in 1721.

The Margrave had a private orchestra of his own, doubtless with few first-rank members, and therefore he liked the idea of concertos in which groups of players rather than individuals served as soloists.

Each made each concerto for a different set of instruments. Nos. 1 and 2 are for small combinations of strings, woodwinds and brass, while No. 3 employs strings only. Naturally the works show sparse virtuoso demands. No. 1 has much merry banter in the first movement between the grouped soloists and their fellows, but the general effect is rich and full. The second movement consists of ornate, expressive song. The opus ends with a set of delightful dance tunes.

Concerto No. 2 brings forth much trumpet activity, the airs of the opening movement suggesting Italian influence, the middle section being a sort of quartet for flute, oboe, violin and cello; and the finales, rather showy writing asking the trumpet to climb to higher altitudes than is customary these days.

In No. 3 we have three groups of three instruments each, violin, viola and cello, treated with marvelously skill and scope.

---The Author

Radio Guide • Week Ending October 29, 1938

By Georges Bizet

The Cast:

Carmen . . . . . . . . . . Hertha Glantz
Micaela . . . . . . . . . Violin Philo
Don José . . . . . . . . . . Jan Pearce
Escamillo . . . . . . . . Robert Weede
Mercedes . . . . Ross Alverton
El Remendado . Louis Purdey
El Dancaro . . . . Louis Purdey

If I were a poet, I would write:
"Carmen" comes with lovely tune appeal.
Just before our Sabbath midday meal, Hertha Glantz intones the title part
Percy Faith, young Canadian composer, conductor. The entire performance will flow swiftly without verbal interruption except to introduce each region visited. As a grand finale, there is the actual telling of a giant tree in a British Columbia forest, with authentic lumberjack songs by the logging crew at the scene.

Of course this is propaganda to show the size, might and resources of Canada, but the method and manner form a strong contrast to the proclamations of Herr Hitler whenever he sets out to advertise the same qualities of Germany to all the world.

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In No. 3 we have three groups of three instruments each, violin, viola and cello, treated with marvelously skill and scope.
New York Philharmonic
In 1938-39 Series

NEW YORK PHILHARMONIC programs resume on the air (Sunday, 3 p.m. EST, 2 p.m. CST, 1 p.m. MST, 12 noon PST, CBS) with twenty-eight concerts, welcomed warmly by those to whom this winter series has become an indispensable part of Sunday musical broadcasts. As for the past several seasons, John Barbirolli will do the baton-swinging and give his well-pondered and feeling interpretations.

Youth, by the way, seems to be the keynote of the Philharmonic plans, for its seven new members, just engaged, range downward in years from a patriarch of 43 to a lad of 19; the former, Joseph Fick (viola), and the latter, Calmen Fleissig (viola). Harry Hyams (viola) is 21; Albert Goelitz (cello), 22; Hovor Menash (double bass), 24; Milton Forsat (cello), 28; Carlo Ravio (double bass), 36; Barbirolli himself is an antique veteran of 39 as compared with those adolescent stringers, Toscanini, 71; Stock (Chicago Orchestra), 68; Koussevitzky (Boston Symphony), 64; Sto-

Some uncertainty still is the keynote of Toscanini's advance program-
ning, for, as Radio Guide goes to press, he has not decided whether to play the second or third of the Bach Brandenburg concertos. At any rate, readers may find comment about both works in the "New Friends of Music" program.

Busy Haydn's 125 symphonies, only a few retain an abiding-place in the repertoire, and hold that honor because of their exalted form and fac-
ture and artistic melodic. Toscanini, devoted interpreter of Haydn, animates all that creator's sentiment, humor and sparkle.

In his earlier years, considering Tchaikovsky's orchestra was an emotional and deliberately sensational, Toscanini performed him only rarely, but re-
cently the maestro has "come to have un-
demand in his programming a piece that is now the Russian composer's music fairly frequent.

This, by the way, is the first time the great Italian will conduct the work in America.

New York Philharmonic

SUNDAY, OCTOBER 23
on CBS at 9 p.m. EST; 8 p.m. CST; 7 p.m. MST; 6 p.m. PST
The Ford Sunday Evening Hour
The Detroit Symphony Orchestra
Jose Iturbi, conductor
Lawrence Tibbett, tenor

Overture to "The Barber of Seville" (Rossini)
The Orchestra
Largo al Factotum from "The Barber of Seville" (Rossini)
Lawrence Tibbett

Carillion from "L'Arlésienne" (Bizet)
The Orchestra

"Oh, Caesar, Great Were Thou" from "The King of Seville" (Taylor)
La Gitana (Langes)
In Summerfields (Brahms)
Dame Myra Hess (piano)
Lawrence Tibbett

The Sorcerer's Apprentice (Dukas)
The Orchestra

British-born John Barbirolli is conductor of the New York Philharmonic Orchestra, heard over the Columbia Broadcasting System Sunday, October 23.

Also Recommended

Times given are EST. For CST subtract 1 hour; MST, 2 hours; PST, 3 hours. For stations, see our program pages.

Sunday, October 23
Metropolitan Auditions of the Air. 5 p.m. EST, NBC. Try-outs for the Metropolitan Opera, conducted by Willard Pilletier. Ed-
ward Johnson, master of ceremonies. Contestants: Frances Alda, colora-
tura soprano from Cincinnati; O., Rob-
earl Nicholson, baritone from New York City; William Horne, tenor from New York City.

Bach Cantata Series. 8 p.m. EST. MBS. Alfred Wallenstein, conductor. Genevieve Rowe, soprano; Mary Hop-
ple, contralto; William Hain, tenor; Raoul Nudeau, baritone. Cantata No. 28, "Wo soll ich fliehen hin?" (Whither shall I flee).

Monday, October 24
Curts Institute of Music. 3 p.m. EST. CBS. William Horne, tenor. Lynne Wainwright, harpist; Burnett Attil-
son, flutist; Nathan Stutch, violincel-
list. Morgenstern (Wohin); Schubert; Aria (Cimarosa); Piazzolla (Concerto (Rameau)); Morgen; Zuei-
nung (Strauss); Flower Song from "Carmen" (Mozart).

The Rochester Civic Orchestra. 3 p.m. EST. NBC. Guy Fraser Harrison, conductor. Eileen Madison, harpist. Ou-
verture di Ballo (Sullivan); Chorale Variation for Harp and Orchestra (Wi-
ior); Petite Suite (Debussy); Blue Danube Waltz (Strauss).

The Voice of Firestone. 8:30 p.m. EST (For the West, 8:30 p.m. PST). NBC Symphony orchestra, Alfred Wallessen, conductor. George Spokes, soprano. Morning, Noon and Night in Vienna (Suppe); One Night of Love (Schertzer); Rosamonde (Rub-
binstein); Kiss Me Again (Herbert); Dance of the Camerollists (Wolf-Fer-
rari); Selection from "Shanevski-

The American School of the Air (Music). 9 p.m. EST. Bernard Herrmann, conductor. Music from the days of George Washington.

Joseph Coleman, violinist, and the WOR Symphonic Orchestra, 9:15 p.m. EST. MBS. Alfred Wallenstein, con-
ductor.

Thursday, October 27
Sinfonia, 8:30 p.m. EST. MBS. Small symphony orchestra, Alfred Wallenstein, conductor.

Friday, October 28
Music Appreciation Hour. 2 p.m. EST. NBC. Dr. Walter Damrosch, con-
ductor. Series A. Violins and Violas. Final selection: The "G" Major Air for G String (Bach-Wilhelm); Pantomime from "Little Trifles" (Mo-
cart); Final selection: Gavotte for Vi-
vols and Violas (Mozart); Molly on the Shore (Granger).

Series B. Animals in Music. Three excerpts from the "Carnival of Ani-
mals" (Saint-Saens); Dance of the Mosquitoes; River (Mendelssohn); Ride of the March King (Tchaikovsky).

"La Forza Del Destino" (Last act). 12 mid. EST. NBC. San Francisco Civic Opera Company. Elisabeth Reth-
berg, Elsa; Adolf Schenck, Don Carlos. The Orchestra.

Saturday, October 29
Cincinnati Conservatory of Music. 11 a.m. EST. CBS. All-French pro-
gram.

Radio Guide • Week Ending October 27, 1938

www.americanradiohistory.com
ON THE JOB

NEW YORK—By the time you read this, Sophie Tucker should have put her signature on the dotted line for a three-week series over CBS for a cigar manufacturer, which is good news to this loudspeaker eavesdropper, who can’t understand why she hasn’t been on a regular series long before this. Maxine Sullivan will be heard regularly on the “Saturday Night Swing Sessions” from now on and will also have her own show on Tuesday nights. Eddy Duchin’s new songstress, Penny Wise (and not a pound foolish), is really Doris Fisher. “Life Can Be Beautiful” switches from NBC to CBS starting November 7. Barreto Wood has organized his own band and will make a series of Brunswick records. Roy Heatherton is another singer to be dropped from the CBS schedules.

Ben Bernie has been under observation and treatment for a stomach ailment, at the Le Ray sanatorium in New York. He left the place accompanied by a nurse on Sunday, October 6, but only long enough to do his two broadcasts, after which he returned immediately for more rest and more treatment. One wag reports Winchell sent Bernie a Lilly postcard.

Last week I told you that Graham McNamee got the job of announcing the Vox Pop program on the recommendation of his friend, Wally Butterworth. David Ross doesn’t know it, but Wally was also responsible for his new announcing assignment on the Fred Waring program. Here’s how it happened: The advertising agency handling the Waring program wanted McNamee and so did Vox Pop. It was impossible for Mac to do both jobs, because they followed each other. Salesman Butterworth, a friend at the agency that David Ross has just trusted the voice of for the product, the Waring show ad variances—it had dignity and fitted in with the music. He also reminded him that Ross was with Waring on the Old Gold program several years ago. Wally didn’t have to say another word—he sold his bill of goods.

Fred Allen’s broadcast goes on the air from the largest studio at NBC, yet his opening broadcast of the season couldn’t accommodate all who tried to get in. Five minutes before broadcast time Harry von Zell comes out and makes his prebroadcast speech. He tells the audience they can even up an old score by “hollering loudly” at those who happen to have hollered at them, which is a new way of getting studio applause. At this point, Allen enters the studio, coming down the center aisle, and walks on the stage. He reads a telegram just received, “Glad to welcome you back on the air, we have been getting the living out of you all summer” and signed by the Chicago stockyards. It meets big with the audience. For the “Town Hall News” and announcements, Allen speaks into the larger end of a megaphone, the kind used by college cheer-leaders, in order to get those Curious sounds. About fifteen minutes before the end of the program, the show is two minutes behind schedule. A production man rushes from the control-room and whispers to Fred that he will have to cut the Mighty Allen Art Players’ skit. Allen assures the p.m. that it won’t be necessary to cut and that he will make up the time. He keeps his promise, the show finished “on the nose,” as they say in radio.

I attended the opening Fred Waring broadcast and, frankly, I was sorry I did. It’s the type of program that you enjoy more when you listen to it come out of your loudspeaker. Fred thanked me for coming, but added that he was sorry I did not hear it over the air. The Waring show is one that is definitely put on for the listeners not for the studio audience. The program was most enjoyable despite the fact that almost everyone on the show had the jitters. For that reason, it’s new dramatic serials to reserve my decision on Donna Dae, Fred’s new songstress, who couldn’t possibly have been more nervous and naturally didn’t do her best vocalizing. The rhythm trio, “Two Bees and a Honey,” seemed the only group to be at ease, and they were very pleasing to the ears; and if you heard Stuart Churchill and the Glee Club sing “The Boss” each week, you probably agree it was one of the most beautiful renditions you’ve ever heard.

The Waring Glee Club all wore tuxedos, the boys in the band wore tux formal jackets and black dress trousers. All the men had carnations in their buttonholes (most of the women dressed in their lovely evening gowns. It being Saturday night, many people in the studio audience were dressed in formal attire and the entire setting was a grand sight to behold.

Jim McWilliams had quite a few celebrities on hand for the opening of his new “Ask-H’-Basket,” providing a real treat for the studio audience. McWilliams introduced from the stage Bess Johnson of “The Jello House,” Cole Porter of “Babes in Arms,” and two old friends of his vaudeville days, Myrtle Val and Donna Dameron, better known to you as Myrt and Marge. All the above-mentioned stars work on the programs produced by the same advertising agency.

Mentioning Jim McWilliams reminds me of what took place the other Saturday night, which probably caused Norman Freescott to face to turn crimson. Freescott, as you may know, is the new “Uncle Jim,” having succeeded McWilliams on the “Question Bee.” Anyway, what I started out to tell you is that Freescott did the customary thing on this program and called a lady up from the studio audience to plug his sponsor’s product. Adding, not to the hitherto same drab commercials, the lady in question launched into great praise of “Uncle Jim.” She said, “I’ve listened to your wonderful program for years, and I think you have done a fine job.” She was not aware, of course, that Freescott was the new “Uncle Jim” and that he took over the program from McWilliams only a few weeks ago. Freescott looked a little embarrassed having to listen to all that praise; a thing which was really intended for his predecessor.

The co-authors of “Her Honor, Nancy James,” one of the newer script-shows, seem to have almost more fun at rehearsals than anyone else. They’re Dave Victor and Herbert Little, Jr., and this is their first radio script, though they have written a lot for the magazines. They’ve become completely fascinated by radio, and like to take a part in as many of the programs as they can. One day they trouped for a street-corner scene. I went up there the other day and they were doing a little bit of everything—and having a grand time doing it. And they’re not the only ones outside of the regular cast who go on the air. The director, Basil Loughrane, who, up until a few weeks seems to be one of the razors, announced the “Lady Esther Serenade” plays a very important part in the current program. His is the voice you hear at the end of each show, the Voice of Fate, which summarizes the theme of what has just happened and points the way toward future events. The entire acting cast are all radio veterans. There’s blond, curly-headed Barbara Weeks, who plays the title role, co-starring with Ned Wever, one of radio’s busiest actors, who also has a part in “Big Sister.” Like so many radio people these days, Ned is busy rehearsing for a Broadway play, “Close History.” Alice Reinhart plays a newspaper woman, and she was the center of attention the day I visited the program, because she’d suddenly got married the week before. Her husband is Burke Miller, night program manager. It was fascinating to hear Fred Waring sing “Her Honor, Nancy James” is about a woman lawyer’s fight for slam clearance, and is well worth listening to.

If you’re a regular listener to the Vox Pop program, you may recall that when they first came on the air they had a group of listeners who wrote in questions that were used on

(Continued on Page 17)

A stranger from his Brooklyn, N. Y., home, CBS newscaster H. V. Kaltenborn enjoyed the soup his wife brought to his office each day.

Kaltenborn "holding the air" until Director White interrupts with "Chamberlain talking," and London is switched into the CBS network.

AIRALTO LOWDOWN

BY MARTIN LEWIS

On twenty-four-hour duty during the recent crisis across the Big Pond, Kaltenborn averaged four hours sleep on the couch in his office.

This and that from along Radio Row in Manhattan
HOLLYWOOD—With Texaco Star Theater and Joe E. Brown premiering, and Joe Penner, Al Pearce and Jack Haley resuming their air series during the past week, the studios here are becoming repopulated quickly. Let's look over the returnees and newcomers. Texaco Star Theater, CBS, October 6: More of the same, but not for same reason. Jane Froman, Kenny Baker, and Roger Brogan's music great asset to show, Uma Merkei, Neal Sparkes and Charlie Thuggles for laughs. Is there anyone wondering if the Ruggles "double-take" registers on the mike? Menjou, immaculately dressed, keeping the show fast-moving with his写字楼. Incidentally, this was the first cold dressed formally for the opener—that's a fact they'll continue in the hope that other Movietown shows may follow.

Joe Penner Show, CBS, October 6: Wholesome Joe in a new bit but fitting part as football player and college student-of-sorts. Roy Atwell as the sponsoring dean, Ed McDonald as coach, Gay (Sussela) Seabrook as coed friend of Joe. Plumful routine for check-seeking parents, adolescents or youngsters. Eleven-year-old Tommy Lane, singer fresh from Atlanta, Georgia, contest victory, will be a regular. After his Penner bow, a major movie-studio scout phoned Tommy and arranged a screen test.

Joe E. Brown, CBS, October 6: 5: New bright spot for Saturday with Brown, Grendel, and Atwell a talking (Jack Mather) horse, and Don Wilson, with music by Margaret McCre and Harry Somn, who sounded off a coming hit in "Ferdinand the Bull." Ahead of broadcast, when artists were being introduced to studio audience, Gill and Demling rushed out of wings and began tossing Past Toasties over the footlights. Not to be outdone, Don Wilson started tossing packages of Jell-O, whereupon Gill and Demling drew caps-pals and shot him "dead." Brown, rapid Cubs fan, then asked audience to stand silently for a moment (and they did) "in the accustomed reverence to the trend of the World's Series," which then totaled three for the Yanks!

Al Pearce and Gang, NBC, October 10: A sailboat replica four feet long done in flowers with grapevine trim on one rail and a touch of the other greeted Al and his cohorts to the NBC lanes in token of his contract. "Grave and Gracie's old sponsor, Munroe Upton, the gang's writer, and ex-Lord Bilgewater, took a bow with caps, and after a bit a musical theme lyric by the Carole Tevis, broke loose in the accustomed Pearce manner. You're right, that's Lou Bruce's piano you heard in Carl Holf's new band.

Jack Haley Wonder Show, CBS, October 14: A real threat for first-division comedy honors is Haley's new vehicle, "A Tale of Two Cities," and supported by Ted Fio-Rito, Lucille Ball, and cellar-voiced singing star Virginia Verrill. Novel notion, that "Due to circumstances beyond our control, we present Jack Haley—etc." Also, the playlet route was done—without script and entirely from memory, a feature Haley desired in order to prepare his company for the coming telecasting. If Fio-Rito's music seemed more like itself than last year, it's because he is using his own men—not just a set-up of CBS staff musicians.

Though not publicized for fear it would hurt his fan mail, the married life of tenor Kenny and Geraldine Baker is one of the cleanest and nicest things about Hollywood so why should the public be fooled? Three months ago, news of the birth of their daughter Susan Louise was hush-hushed. But smack one afternoon, undoubtedly as a result of a motor accident, popped Mrs. Baker's name last Monday, October 10, when a four-foot point buck deer ran out onto a mountain road in front of the car Mrs. Baker was driving alone. The car struck the deer and stood there surrounded by the singer's wife. Luckily, a head injury turned out to be only a severe concussion, and Kenny's wife will recover.

Honest 'n' truly: Little Joan Benny, the Jack- and-Mary heiress, started to kindergarten last Monday and was asked by her teacher what her favorite program is. Joan answered, "Uncle Whoa Bill." She thinks Papa and Mama are silly. Bob Hope and wife Dolores sold the most tickets to the bazaar of the St. Charles Church in North Hollywood and won a set of new dishes—which they promptly gave to the new rector. Same church boasts as member one Bing Crosby, who last year provided $7,000 electric organ... Wallace ("Voy's Villa"). Beery, walking along Sunset Boulevard, refused autograph to young girl who proffered boy Shirley Wally, like Viola, can't write?... Martha Raye forgot to come home from her Mexican elopement in time to act in her Jolson show preview... Eddie Cantor, supported by Mary Livingstone, and with Edgar Bergen and Tiny Ruffner, tried out the ice at the new Pan-Pacific Auditorium rink. Tiny tried to make a left turn, but instead parked his-carcaus. Moral: In Hollywood it's hard for a man to keep up his end... Mickey Rooney, faddish, turned song-writer and announced compilation of "Jitterbug in A Flat" or some similar title... NBC staked out its opened its Hollywood Radio City without fans or kleig lights but not slickly enough to escape a postcard from France (no, not that kind) asking for pictures of the plant and "especially your new swimming-pool studios." Paris just cannot imagine anything being built in Hollywood without a swimming-pool.

Vital Statistics: Married, October 7, Cantor and his soprano Marie Comings to Paul Green, NBC engineer... Dialectician Artie Auerbach and Cleo Manning spoke their vows October 9... Ditto October 1, Eleanor Rennee, radio contralto, and Glenn Dolberg, NBC program manager at San Francisco... Born, October 10, eight-pound son to wife of CBS musician Erno Neufeld.

"The Moon's Our Home,"... That several picture companies are really considering meeting the $250,000 per picture demand of all-radio-and-dance-spot entertainer Kay Kyser... That the disappearance of Elza Schallert from NBC is not all "vacation," the agent was given rather put her on the spot... That Vick Knight, Camel product and tuna fish, has turned up a lady for Eddie Cantor's new series, "Motion Pictures Are Your Best Entertainment, but Tonight You Belong to Me."

Claudia's daughter Joan has finally become ardent in "Our Man's Family." The youngster is played by six-year-old Aleenor Taylor who, like Bobbie Larson, your newly added Hank, memories her lines. Bobbie, quite a guy of six years, sees no reason why his mother should drive him to the studios, why he can't ride his bicycle there. Author Carleton Moore explained that Aleenor Taylor and Winifred (Teddy) Wolfe were driven, but your man Bobbie simply commented, "Nuts! They're Girls."

Only thing really hillibilly about Judy Canova, sister Ann and brother Zeke is their home high in the Hollywood hills. So high is it that after driving into its garage, you enter an elevator which lifts you to the home proper. They weren't even born hillbillies, for Jacksonville, Florida, claims her origin. And all of them are city slickers and dress like fashion-plates, except when in the studio or on the stage. Then they give the public the best front of hillbilly dress ever seen. Those last year stories of Judy suing Edgar Bergen for breach of promise eleceters were, of course, merely a stunt for Judy's married woman. Incidentally, if she sang straight you wouldn't recognize her voice because it's so out of beautiful. And there, customers, (Continued on Page 19).

IS HE MAD?

It's been a moot question for months whether Bert (Mad Russian) Gordon is really mad. Above: Stunned with surprise at the accusation

He answers his hecklers with some stinging retorts, follows them up with "Eddie Cantor doesn't harbor madmen on his Camel Caravan"

Proof of sanity: Out of character looking like a stock-broker. Gordon is heard on CBS Mondays, 7:30 p.m. EST; 6:30 p.m. CST for Midwest, West

Intimate air news and views from out Hollywood way

Rodie Guide • Week Ending October 27, 1938

www.americanradiohistory.com
IN CHICAGO

Chicago Radio Studios—here East meets the West

Radio Guide • Week Ending October 29, 1938

EDWARD GUEST—To the premiere of Guy Lombardo's broadcast on the Lady Esther Serenade. Compared to Wayne King's broadcasts, Lombardo's initial show for the cosmetic company was unusual in many respects. In the first place, in all the seven years Wayne King was sponsored he never permitted a studio audience. At Lombardo's premiere, Columbia's main studio was packed to capacity with many people even standing. I don't think that Wayne King ever spoke to his radio audience, although I did hear him sing on the show. Guy Lombardo introduced all the numbers stay at the Drake's Gold Coast room. And it is not only the Drake Hotel that does not have any broadcasts, but all hotels here. Here's the story behind that. Last spring, practically all orchestras in Chicago hotels were broadcasting over Chicago stations with the programs being fed nationwide over the networks. In practically all instances, the hotels were not paying anything for the broadcasts, with only a few of them contributing to the "line charges. (Line charges, in this case, were the cost of the use of the telephone wires from the hotel to the radio station. Broadcasts from hotels go over a telephone wire to the station and are then broadcast). The stations had been forced to hire more musicians by James C. Petrillo, "czar" of Chicago's musicians. To make up in a small way for this added expense and figuring that the publicity attendant to hotel broadcasts was extremely valuable for the hotels, Chicago stations said the hotels would have to pay $100 a week for the broadcasts. The hotels countered by saying they wouldn't pay anything, inasmuch as the stations were getting famous bands without any talent costs. To date both the hotels and stations have remained adamant in their stand. And that is why, though, Lombardo is playing at the Drake, Buddy Rogers at the Hotel Sherman's College Inn, and Guy Lombardo at the Palmer House Empire Room, radio listeners are being deprived of hearing nightly broadcasts of these splendid orchestras. Chicago night-clubs and ball-rooms, however, figure that $100 a week is a cheap price to pay for presenting their orchestras before millions of listeners. And so Abe Lyman is heard from the Chez Paree, Bob Crosby from the Blackhawk and Dick Jurgens from the Aragon. Buddy Rogers, for once, knows the valuable publicity attached to nightly broadcasts. When he learned that there would be no pick-ups from Chicago's College Inn it is reported that he did not want to come there. One has already been signed and he had to go through with his agreement.

HAPPY BIRTHDAY!

The NBC Breakfast Club will celebrate its sixth anniversary on the air October 24. This show boasts of some prominent alumni, including Fibber McGee and Molly, the J. L. Mott and Gale Page. Incidentally, I saw Gale in the picture "Four Daughters" in which she did a splendid job. I got a big kick out of the fact that when in Chicago she was featured as a singer. In Hollywood, she does not utter a note but is being built up as an actress. I do hope what the correspondent of a Chicago trade-paper told me is not true. He said that while out in Hollywood last summer he went up to say "Hello" to her, but she snubbed him coldly. The correspondent has a good friend Gale in Chicago, but he said that sitting with Hollywood friends, she apparently didn't care to have Gale "back-ground" publicized too much. I certainly hope Gale hasn't "gone Hollywood."


THE RADIO TATTLE

BY HAL TATE

Chicago tries a new experiment

Are listeners fed up with the numerous script-shows on the air? The answer, if in the negative, would be of vital importance to Chicago, which, as I mentioned in an earlier column, is the center of the country. Personally, I think the women are enjoying their serials more than the men ever did before, as witness the debut of many new script-shows this fall in addition to all of the old standbys continuing right on. Still it's interesting to note NBC's experience in Chicago. They have started what they call "The Story of the Month." Instead of having a serial run on and on forever, each story is completed in a month. The third story of the month, "Twenty-Two Days to Live," is currently on the air and NBC's executives in Chicago report that this form of serial is proving very popular with many women. However, I doubt if it will ever replace the current serial style of script-writing. Once a show "catches on" with the audience, the loyalty of the listeners is amazing. They will send in their requests for is to the hundreds to inay the continuation of their favorite star and program on the air. And as long as that condition exists, sponsors of these serial stories need not have fear of a monthly "tabloid" show replacing the serial in the audience's favor.

Hal Kemp returns to Chicago

I mentioned Hal Kemp's recent opening at the Gold Coast room at the Drake Hotel. Though a southerner, returning to Chicago was more to the 29th floor of the Merchandise Mart, where she is heard as Marcia Manning in "Backstage Wife." Lovely Rhyl Bath, Chicago's "Nell" actress, is the heroine of the month's current story, "Twenty-Two Days to Live."

Les Tremayne (l), Barbara Luddy, "First Nighter" stars, helped Hal Kemp celebrate opening in Gold Coast Room of Chicago's Drake Hotel.

Les Tremayne (l), Barbara Luddy, "First Nighter" stars, helped Hal Kemp celebrate opening in Gold Coast Room of Chicago's Drake Hotel.
No seed-catalog farmer is Andy Devine (above with the Mrs.), honorary mayor of Van Nuys, California. He keeps the gravel in his voice by actually working his San Fernando Valley ranch, aided by his small son, Tad.

In addition to horses, chickens, turkeys, and pigeons, Andy now has ten calves, some baby pigs. The ranch's latest innovation is a "calf shoot" used by the radio-screen comedian for daily exercise of roping calves.

A gasoline tractor does plowing on the ranch, located according to Andy in "Gravel Flats." Son Tad likes the plowing business with "choo-choo."

Ranching takes every spare minute of Barnyard Mayor Andy's time away from the movies and the mike. Just now the corral gate needs a few nails. "Father Devine" is still on the Jack Benny Joll-O show, Sunday night over NBC, at 7 p.m. EST; 6 p.m. CST. For the West: 9:30 p.m. MST; 8:30 p.m. PST.
LISTENING TO LEARN

Back Seat for the "Three Rs"...

"Let the Napoleons and Alexanders of our day and generation come into our living-rooms and classrooms and speak to us directly," advises America's No. 1 authority on matters educational, John W. Studebaker1 of the United States Office of Education.

In a recent release from Washington, D. C., Commissioner Studebaker, who is the outstanding exponent of the idea of making education vital for young people by bringing the more crucial questions into the classroom for examination by the students, elaborates on the above statement in making the following opportune suggestions to educators:

"Bring the world crisis into the classroom. It is worth the trouble it takes to rearrange and organize the high school or college schedule these days to enable the students to hear firsthand the most important pronouncements being made by history-making leaders.

"The student who missed hearing Chamberlain or Hitler because he was forced by an inflexible school program to conjugate German verbs or to report on the Elizabethan period of English history was deprived of some real education. He missed the significant experience of a close observer of a performance which future historians may never be able to tell quite accurately.

"What is happening today is gris for the minds of the teachers of psychology, sociology, civics and history. There is nothing in the text-books to compare with it."

This message, though primarily aimed at America's educators for the benefit of students, holds much for the layman listener...he too can expand his knowledge of current issues, dip his cup into the bountiful well that is opened to him by the twist of a dial.

*John Ward Studebaker, no "stuffed shirt," is a product of the days when the vitals of learning were embodied in the mysteries of the "Three Rs." He earned his way through college working as a union bricklayer, started his career as an educator in the high school of Guthrie Center, Iowa, meeting the joint obligations of principal and athletic director, and for several years prior to his Washington appointment was widely known for his administrative abilities and knowledge of instructional technique.

WISCONSIN'S RADIO WORKSHOP

SEVEN years ago, when pioneer McGarty, then as now program director of state-owned station WHA, founded the Wisconsin School of the Air, the conception of the radio broadcast as a valuable supplementary aid to classroom work was not only very vague but was outwardly poo-pooed in many quarters. That was 1931. Today—witness Cleveland, Chicago and numerous other municipalities—efforts to exploit the many-fold possibilities of radio in education are being vigorously sponsored in many sectors. The idea has since become accepted universally as one of substantial merit.

Much of the credit for proving to doubting-Thomas educators that radio can be a valuable tool of the teacher—if wisely used—goes to the Wisconsin School of the Air. It was in this experimental workshop that many of the problems, unanswered in 1931, were approached scientifically, reduced to their lowest common denominator and dressed up for the classrooms.

One of the first illusions shattered after careful study in Wisconsin's studio-laboratory was that educating by radio meant the installation of a receiving-set in the classroom. This was far from the truth—to make radio a useful servant of the teacher many adjustments had to be made. Station WHA radio teachers tackled this problem by starting at the top, probing into the broadcast possibilities of school studies and designing programs to meet the necessities of the students. Another realization that had to be met was that the development of radio as a classroom aid depends finally upon skilful handling by the teacher. To solve this problem, pamphlets containing helpful data were compiled and distributed along with an advisory bulletin listing a number of valuable guide-posts to purposeful listening. The final conclusion that has been reached after a seven-year study is that radio can be a useful servant only when there is coordination between those who prepare scripts, those who present them the broadcaster and the teacher.

* The General Education Board, national philanthropic organization, put their stamp of approval on the excellent work of the Wisconsin School of the Air recently by granting the University of Wisconsin money for the further study of school broadcasting.

Critics thrilled at performance, after one rehearsal, of 2,300 students who came to Madison this summer to climax one year's radio instruction

Love Thy Neighbor...

Washington, D. C.—Officially Uncle Sam cannot say "Naughty, Naughty" to Europe's glorified dictators for their unchristian-like tactics in dealing with those among their countrymen who do not measure up to state-designated specifications for citizenship privileges. That subtle criticism will be made, however, is evident in Secretary of the Interior Harold L. Ickes' recent announcement of a new radio series beginning January 1.

Titled "Immigrants All—Americans All," the programs will have as their keynote, quoted by the Otto of Egypt’s (a.k.a. "tolerance of all national and racial groups in appreciation of what each has contributed to American life."

New Field...

Paterson, N. J.—Lawrence Marks stepped from writing scripts to teaching others how it is done when he was recently appointed instructor in radio script-writing in the College of Paterson. Following attendance at Battle Creek College and the University of Wisconsin, Larry entered radio via acting and production. During the last presidential campaign, he was a member of Roosevelt's personal staff and has since authored numerous MBS scripts, a couple for Fred Allen and Tim & Irene.

Choice...

Cincinnati, Ohio.—Besides offering the classroom series, "The Nation's School of the Air," to outlets of the Mutual network, station WLW is also granting them the privilege of transmitting the programs for use later in the day if this will prove more advantageous to the schools within their range. Joseph Ries, educational director at WLW, supervises the series.

One Candle...

Chicago, Ill.—The Board of Education's radio council passed its first milestone (October 1) and now looks back on what has been an extremely active year. The radio council now supervises ten programs weekly for classroom use, supplies Chicago schools with helpful pamphlets of supplementary data and trains teachers to wisely apply broadcasts to school work. The poliomyelitis epidemic of September, 1937, broke down the barriers here between broadcasters and educators.

Radio Guide • Week Ending October 29, 1938

Prof. Gordon and his studio helpers gave music lessons to 22,000 children last year. His series began eighth year on the air this Sept. Good reception and skilful handling by teachers are rules for successful school listening. Radio brings aid and inspiration to Wisconsin's schools
so is total.

Guide to keeping the radio free here, the knowledge and having in the business. Editor, Curtis Mitchell.

Both in Czechoslovakia and Germany, I made a few talks which are possible, though at the time we didn’t know. There were, with a treasured story, in my face as his hand, with no sign of strain or disfigure.--a heart

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Europe Calling, Overseas news broadcasts.

Headlines and By-Lines:

Edward C. Seabrook, Washington bureau chief.

University of Chicago Round Table, Oct. 30, 9:00 p.m. NBC.

The People's Rally, John B. Kennedy, Bob Hawk, 3:30 p.m. MBS.

Winchell, Walter: 9:10 & 11:45 a.m. CBS.

Monday
Farm Radio News, Mon thru Fri, 11:15 a.m. NBC.

Dr. John Howard, head of the Klatsch Oratorio, Dorothy Thompson, 9 p.m. NBC.

Human Side of the News, Dr. Edwin C. Seabrook.

News of the World, West.

Lewis, Fulton, Mon thru Fri, 9:15 a.m. NBC.

Thumas, Lowell, Mon thru Fri, 9:45 a.m. NBC.

Today, Bob Trout, Mon thru Fri, 11:45 a.m. NBC.

Tuesday
George McCullough, Serenade News: 2:00 p.m. (11:30 a.m. for West) NBC.

Hollywood Gossip, Jimmy Edwards: 1:00 p.m. State of the Nation, Jay Franklin.

9:00 a.m. CBS, 9:45 a.m. & 5:15 p.m. NBC.

6:25 p.m. NBC.

Wednesday
2:30 & 4:45 p.m. NBC; 6:15 & 8:15 p.m. CBS.

7:15 p.m. NBC.

Thursday
Football News, Eddie Dooley, 6:15 & 8:30 p.m. (12:30 p.m. for West) NBC.

2:25, 4:30 & 6:15 p.m. NBC; 6:20 & 8:30 p.m. CBS.

Friday
Helms, George R., 6:15 p.m. NBC.

Hollywood Gossip, Jimmy Edwards, 1:00 p.m. NBC.

9:00 a.m. CBS, 9:45 a.m. & 5:15 p.m. NBC.

6:25 p.m. NBC.

Saturday
Football News, Eddie Dooley, 6:15 & 8:30 p.m. (12:30 p.m. for West) NBC.

9:00 a.m. CBS, 9:45 a.m. & 5:15 p.m. NBC.

6:25 p.m. NBC.

LIGHT MUSIC

Sunday
American Women's Ballet Orchestra, Charles Harmon, 9 a.m. NBC.

Don Amache, Nelson Eddy, Ethel Bedford Joyce: 9:15 a.m. NBC.

Edgar Reitz, Lallatty Callery, Judy, Annie & Edith Brulé: 9:30 a.m. NBC.

Robert Ambruster's Orchestra, 9:15 a.m. NBC.

Magic Kay, Milton Cross: 9:30 a.m. NBC.

Major Bowlus Capital Family, Dr. John Howard: 9:45 a.m. NBC.

Robert Fleischman, Sydney Alexander, soprano, Nicholas Denman, pianist: 10:15 a.m. NBC.

Manhattan Merry-Go-Round, Rachel Stone, 10:30 a.m. NBC.

Meet Me at the Met, Henry K. Klein, 9:00 a.m. NBC.

Metropolitan Opera Auditions of the Air, Lewis Page, 10:15 a.m. NBC.

Sally Rand's Keepers of the Flame, 10:30 a.m. NBC.

CLASICAL

Sunday
Don Amache, Nelson Eddy, Edgar Reitz, Lallatty Callery, Judy, Annie & Edith Brulé: 9:15 a.m. NBC.

Robert Ambruster's Orchestra, 9:15 a.m. NBC.

Major Bowlus Capital Family, Dr. John Howard: 9:45 a.m. NBC.

Robert Fleischman, Sydney Alexander, soprano, Nicholas Denman, pianist: 10:15 a.m. NBC.

Manhattan Merry-Go-Round, Rachel Stone, 10:30 a.m. NBC.

Metropolitan Opera Auditions of the Air, Lewis Page, 10:15 a.m. NBC.

Sally Rand's Keepers of the Flame, 10:30 a.m. NBC.

Monday
Alfred Wallenstein, 9:30 p.m. (11:20 p.m. for West) NBC.

Tuesday
Alfred Wallenstein, 9:30 p.m. (11:20 p.m. for West) NBC.

Wednesday
Noon Serenade Hour, 9:30 a.m. CBS.

Saturday
NBC Symphony Orchestra, Arturo Toscanini, conduc- tor, 8:00 p.m. NBC.

NBC Symphony Orchestra, Arturo Toscanini, conduc- tor, 9:00 p.m. NBC.

Sunday
Alfred Wallenstein, 9:30 p.m. (11:20 p.m. for West) NBC.

Your Program Selector

This is an exclusive Radio Guide Feature

Eastern Standard Time

Close Standard Time

Mountain Standard Time

Pacific Standard Time

Program Selector Time is Eastern Standard. Use This Table to Find Yours.

The Program Selector is a classified index of network programs—listing each program in complete detail under its particular classification and that of any one of its individual categories. If you are interested in "Comedy" or "Variety," however, should there be a comedian or concert star on the same program it can also be found under "Comedy" or "Classical." Look for your favorite program in the Selector in Eastern Standard Time, find your table above, then turn to the Radio Guide program pages to find your station carrying the program.
RECORDS OF THE WEEK

BY REQUEST

I N RESPONSE to a deluge of requests from listeners everywhere, Radio Guide has the privi-
ecte of announcing that Lucille Manners, songstress on the NBC Cities Service Concert program, will sing "The Blue Danube" on Friday night. The Danube, mighty river that formed the frontier of the ancient Roman Empire, and which inspired the song, was famous in history centuries before the waltz king, Johann Strauss, was born, but it re-
mained for him to immortalize its majestic beauty in music when he composed "The Blue Danube," universal favorite of all the four hundred waltzes that he wrote. Then more than half a century was to pass before the magic of radio might bring it to listening millions who loved it. Not a single note of the glorious melody will be lost when Miss Manners sends the song that radio fans have clamored for over the airwaves. America's Jenny Lind, Lucille Manners, coloratura star of NBC's City Service, has been a prima donna at heart ever since she was three years old, and hummed nursery rhymes before she could talk. When she was sixteen, Lucille was a stenographer in a small office in New Jersey, but she spent every penny that she could scrape together for singing-lessons. "You're silly," friends kept telling her. "It takes pull and a lot of money to get anywhere singing. Why don't you have some fun with your salary instead of wasting it?" But Lucille, with an amazing tenacity in one so small, clung to dreams, reached her present goal as one of NBC's most popular soloists by her singleness of purpose.

8 p.m. EST; 7 p.m. CST; 6 p.m. MST; 5 p.m. PST

ARIALTO LOWDOWN

(Continued from Page 10)

the program. A winner was Miss K. Andler, of Newington, who was chosen at random from among those who submitted the name, address and other data. The name and address were read over the air during the program. Listening in was a Mr. K. Andler, residing in Newport, New Hampshire. Because it was an odd name, Mr. A. wrote Miss A. to find out if they were related and they've been writing to each other ever since. Last week, Andler of Chicago was in New York with her mother on vacation and they spent the last two days visiting Mr. and Mrs. K. Andler and their new baby in New Hampshire.

From Evans Plummer's column in the last issue, "Lasky has sprouted a mustache. He started grow-
ing it after he was asked how much sweater your reporter looks than do his un-
shorned colleagues, Martin Lewis and Hal Bates. Anyway, to my friend, everyone is entitled to their opinion, but I must-
tach the thought that they have. Will you tell us--uh--?

I am looking over this season's drama schedule, which is larger than any previous year, the name of Rosaline Greene is conspicuous by its absence. I'll understand why, because, frankly, this department always re-
garded Rosaline as one of the better, more profes-
sional actresses. We followed her work on "Show Boat," the "Palmolive Beauty Box," "Death Vally Days," "Hour of Charm," and any number of other shows and she always gave an excellent performance. We honestly believe a sponsor of a dramatic show is overlooking a good bet by overlook-
ing Rosaline Greene.

After listening to Sigmund Spaeth try his hand at sports announcing (he handles half of the Army football games), I suggest he stick to his music. Spaeth, who is one of the "Tune Detectives," gave this re-
porter a laugh when he leaned over to ask a cabdriver the name of the song the Army band was playing. Sportscaster blast, who did the other half of the game, is plenty good. His singing compared to Spaeth's resembled each other--by contrast.

Radio Guide • Week Ending October 29, 1938

RADIO GUIDE gives you a complete listing of programs for a full week in advance plus interesting articles and picture-spreads of your favorite radio stars. RADIO GUIDE IS THE ONLY COMPLETE RADIO PUBLICATION.

Be Assured of Getting YOUR Copy Every Week by Subscribing Today!

Send This Coupon NOW

RADIO GUIDE, Subscription Department, Desk 10-29,
731 Plymouth Court, Chicago, Illinois

Enclosed please send $2.50. Please send Radio Guide for a half-year.

Name

St. & No.

City

State

If this is a renewal . . . please check here [ ]
Good News of 1939, Robert Young.

Fried Van Dyke's Orch., 7:30 p.m. (12 mid. for West) CBC.

Jack Smith, Abbott & Costello, 11:10 p.m. for West) NBC.

Music Hall, Bing Crosby; a Bob Burns' B. of Th' 8:30 p.m. NBC.

Rudy Vallee, Joey Potter, 8:30 p.m. NBC.

Burns & Allen, Ray Noble's Orch., Tom & Fred, 8:30 p.m. (for West) CBS.

Hollywood Hotel, William Broekman; Dick Powell; Jack Benny.

Town Hall Tonight, Dick Powell; Van Peeples; Mary MacLaren; Johnnie Ray; Peter Van Steeden's Orch., 9 p.m. (12 mid. for West) NBC.

Good News

The State of the Nation, Jay Prinzipi, 10:15 p.m. (for West) CBS.

Tuesday

Buddy Clark, 7:30 p.m. (11 for West) NBC.

Bette Davis, 7:30 p.m. (11 for West) NBC.

Johnny presents. Jack Johnson's Orch.; Glenn Cross, Turner, Sigmund Romberg. 9 p.m. (11:15 for West) NBC.

Suddin' Ed Colman, Turner, Sigmund Romberg. 10:30 p.m. (11:15 for West) NBC.

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Johnny presents. Jack Johnson's Orch.; Glenn Cross, Turner, Sigmund Romberg. 9 p.m. (11:15 for West) NBC.

Suddin' Ed Colman, Turner, Sigmund Romberg. 10:30 p.m. (11:15 for West) NBC.
COMPLEXION LIKE PEACHES & CREAM
If your skin is dry or oily—sick or monkey—clear or mottled—you will be delighted with "Lakemint". This marvelous skin cleanser contains no mineral oil, wax, paraffin, borax or artificial enzymes. Mixed with pure cream, "Lakemint" guarantees you a wholesome complexion, its effects being definitely heartening for the entire family at a great saving. Convinced yet? Lakemint improves your complexion. Send for FREE TRIAL. Envelope to cover postage, packing and handling.
Lakemint, 3807 W. Lawnside Ave., Dept. GB, Chicago, Illinois.

WAVE Your Hair At HOME with "JACKIE" Wave Setter

HOLLYWOOD SHOWDOWN
(Continued from Page 11)

WAVE Your Hair AT HOME with "JACKIE" Wave Setter

HOLLYWOOD SHOWDOWN
(Continued from Page 11)
SUNDAY

WCCO
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WAAF-The
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Good Listening for Sunday
Further details and which stations will broadcast these programs may be found in the advanced program editions at the time tomorrow indicated.

MONDAY
1200 CST Chicago Round Table Discussion.

AFTERNOON
1200 CST The Flight of the Swallows. The workshop goes to Mexico to see the true story.

The Master Builder, presented.

1300 University of Chicago Round Table Discussion.

1300 CST Great Plays. "Everyman," early English morality play, is today's topic.

1300 CST The Magic Key; Symphony Music. Address by Admiral Leahy and music featuring Navy Day.

1300 CST Fifth World Concert.

1300 CST Philharmonic-Symphony Society of New York, conductor.

1300 CST The World Is Yours; Dramatization.

1300 CST Uncle Ezra's Sunday Afternoon in Rosedale.

1300 CST Metropolitan Opera Auditions of the Air.

1300 CST Berenike's Orchestra and Lew Lehr, Comedian.

1300 CST Silver Theater; Concert, Nagels and Maguire, vocalist; Stewart will be featured this week and next week.

1300 CST Show of the Week.

1300 CST Jack Benny, Comedian. Muriel Dring, Fess Parker, Andy Devine, Phil Harris's orchestra.

1300 CST Eather Parker; Down East Character.

1300 CST Variety Show; Ameche, Bergen, Meid, Laddy, Lamour, Canovas.

1300 CST Greenshow at the Theater; Both Tarkington's "Sevenenteenth" will be enacted.

1300 CST Hollywood Playhouse; Starring Charles Boytor.

1300 CST Sunday Evening Hour; Symphony Music.

1300 CST Walter Winchell; News and Gossip.

1300 CST Horace Heidt and His Orchestra.

1330 CST Janice's Echoes. Kingsley's Oratorio; WIBA.

1400 CST Jack Benny, Edward, Benny, Andy Devine, Phil Harris's orchestra.

1400 CST Eather Parker; Down East Character.

1400 CST Variety Show; Ameche, Bergen, Meid, Laddy, Lamour, Canovas.

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1630 CST Hollywood Playhouse; Starring Charles Boytor.

1630 CST Sunday Evening Hour; Symphony Music.

1630 CST Walter Winchell; News and Gossip.

1630 CST Horace Heidt and His Orchestra.
WTMJ Em Owen, organist
WTMY Betty and Bob, sketch
Her Honor, Nancy Janes, sketch (Kewlson): KMOX WBBN WCCO WFRM

The O'Neill, sketch (Every Song): WMAQ
To be announced: WBBB WWKB
Baily Arton, Int., KWK WBBB
KSD Master Musicians
WAAF Willie Will
WABC Social Security
WCFL News
WFMX Marine Melodies
GV Judy & Jane
Whitney's Orioles Coda Store
WBA The Editor's Daughter (Rose): WLW WIBA
WHOE Light's First Love (w/oph): WBBN
WHJC-Pandie of Bands
WJJD Criminal Court Interviews
WMBD-Honeycomb Lane
KWK WOC-A Radio Magic Kitche
WOOC Caroline Ellis
WHER-Hermes of the News

11:30
National Farm & Home Hour: Sykes, Walter Blaisdell Orch.: WRA WMBD WQSB
KSD Songs of Thanksgiving: WQSB
WAV Live Stock Market: Scott Wyckoff

WWBC Home Makers: News
WAVM Happy Tiddlers
WFBM-Ballad Hogan
WMBD-Town Crier: Bowser Circle
WLW Response: WJJD

WSBT (sw-15.27)
WSBT News: Benjie Sandidge, sketch (Dorothy): WSBT
WSBT News: Arabella Decker, sketch (Bess): WSBT
WSBT News: Ken Maloney, sketch (Bob): WSBT
WSBT Weather: News
WBBN Ray Show, songs: Auction (Roger): WBBN
WWBT News: Frank Vorlicker, org.
WBAF-WOFM WBBB Round the Town
UWGB-Family Theater
WTAG-Tunctions

WTAG Farmhands
WTMJ Home & His Grandnephers

AFTERNOON

12:00
The Goldbergs, sketch (Joe:Jul): WWO
News: WMBD WJTC WKCX: WWO
KNOX Ma Perkins, sketch
WWL WJLC-WVU
KSD Announcement: WBBN
WMJI WJLC
WMTP Whissthoot Church Hour
WDJ WIP-Wisconsin News
WIND Indiana News
WSMI-We Know Interchange
WWJ Anything Can Happen
WFBM Mike: Verse
WLS Program: WJMI
WJRT Question Mark: Varieties
WCTO-Grace \ agricultural Pgm.
WJRW News: Stock Report: Farm
WGL WJRW Rhythm Rails

12:15
Vic & Sarah's sketch (Criss): WBBN
KJMB WCCO WJMI
WBB Buxton's Orch.: WJMI

Woober's Orch.: WJMI

13:00
Good Day Farm Radio News: WWL WJLC WABA
WBBB Jim Hoffman, pianist
WHIS-Englewood Hour
WINC-Wind Dance Time
WIND-Windsor News: Lunchtime
WJUL-Winslow: Money.
WJUL-Winslow: Money.

13:20
Fed. Gen. of Women's Clubs: (Age)
Road of Life, sketch (Chips): KJMB

KXW WBB
Denny Darlin's Trail Blazers: KXW
WWL WJLC WJMI: WBBN
WBBY WBBM: WJMI
WBBB-Streetcorner
WBBF Sportsveyor Service
WBBM Farm: Pigm.

13:30
JFFA News: Markets
WIND-Chicago Springs Pigm.
WBBN Musical Heat Wave
WWL-WWLC: East to West
WBBM-Brass on the Street
WBBM-Brass on the Street
WBBM-Brass on the Street
WBBM-Brass on the Street

13:45
Music Makers, KLW SD
Dr. Joseph R. Meller, professor of music at the University of Michigan, returns to the air with his "Music Makers" series. The school educators themselves conduct the orchestra in the playing of every musical instrument.

Our Gal Sunday, sketch (Anna): KINK WBBN
National Farm & Home Hour: WLW

WWAF Myra Dor Sergant, talk
WCOG Grandma Travels
WFMW Civil Service
WFMB-S: Farm Bureau Pgm.
WGJ Mass on State Street
WHCA Campus News
WHIP-Woodstock Fantasies
WHJJ-chill: Recital Sketch
WJKN Dance Music
WWBC Gladias Glückman Entertain-
ters
WJML Weather: News
WBBN Ray Show, songs: Auction (Roger): WBBN
WWBT News: Frank Vorlicker, org.
WBAF-WOFM WBBB Round the Town
UWGB-Family Theater
WTAG-Tunctions

WTAG Farmhands
WTMJ Home & His Grandnephers

Forum on Current Problems: WBBN
Co-host: "Well We Break With Traditions"

Betty & Bob, sketch (Gold Med-
lion): WBBN WJMI
News: WMBD WJTC WKBX: WBBN
KNOX Ma Perkins, sketch
WWL WJLC-WVU
WMJI WJLC
WMTP Whissthoot Church Hour
WDJ WIP-Wisconsin News
WLS Program: WJMI
WJRT Question Mark: Varieties
WCTO-Grace \ agricultural Pgm.
WJRW News: Stock Report: Farm
WGL WJRW Rhythm Rails

13:50
Tea Break

14:00
Oyano's Own Ma Perkins, sketch
WWL WJLC WJMI

14:15
Otto's Own Ma Perkins, sketch
WWL WJLC WJMI

14:30
WJBC-Panadie
WIRE Farm

14:45
Lessons.

Makers:

WMAQ WBOW
Frank and
returns
WLW
WJBC-1200
WTAM-1070 WIBA-1280 WTAQ-1330

& organist

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TUESDAY October 25

6:00 Late News, and sketch (American Home Products Corp.)
6:01 WFBM-6 PM News
6:30 Tom Selleck, sketch (Philip Morris)
6:35 Checkpoint, sketch (Marlboro)
6:36 Mr. Keenan in a Second "Heart-"drain (Barnes & Noble)
7:00 Quite by Accident, sketch (Nestlé's Cocoa)
7:02 WFBM-7 PM News
7:07 Calendar
8:00 Calendar
8:30 For Men Only (Vitas); Pei La Cina, sketch (American Cyanamid); Peter Van De Sande's Orch.; Guest: Mr. Burton's Orch., sketch (Lyric Opera; Lincoln Center)
8:35 WBFM-8 PM News
8:40 WMAQ-8 PM News
8:45 WMAQ-8 PM News
9:00 WMAQ-9 PM News
9:30 WMAQ-9 PM News
9:45 WMAQ-9 PM News

TUESDAY TUNE IN BOB WOOLSEY's New Night with All Star Cast

NBC Red Network
10 p.m. E.S.T. 9 p.m. C.S.T.
6 p.m. P.S.T. 7 p.m. M.S.T.

PRESENTED BY THE PEPSI-COLA CO.
MORNINGS

7:00 a.m. CST
Bob Byron, songs: WIBA WWIB WKBW
Musical Clock: WKBW WKBW WIBW WOC WBOB
Gene & Glenn: WIBA WWIB WKBW (aw-21:15)
News: WIBW WHK WIBW WKBW
WGN Betty Coonan

WKN: WIBA WWIB WKBW WOC WBOB

10:00
Ilana Putnick, sketch: WIBA WWIB WKBW WOC WBOB

Lance Reis, sketch: WIBA WWIB WKBW WOC WBOB

11:00
WGN: WIBA WWIB WKBW WOC WBOB

At Home With Harry: WBOB WIBW WKBW WOC WBOB

12:00
The Gallaghers, sketch: WIBA WWIB WKBW WOC WBOB

Ivan, sketch: WIBA WWIB WKBW WOC WBOB

1:00
WGN: WIBA WWIB WKBW WOC WBOB

Tales of the Living Room: WBOB WIBW WKBW WOC WBOB

3:00
WGN: WIBA WWIB WKBW WOC WBOB

The Happy Gang: WGN WIBA WIBW WKBW WOC WBOB

5:00
WGN: WIBA WWIB WKBW WOC WBOB

The Happy Gang: WGN WIBA WIBW WKBW WOC WBOB
Frequencies:

KMOX-1000 WBBM-780 WLS-890 WCFL-1040 WLSW-750
930 KMW 940-1000 950 960-980-1020 1030 WPTF 1030-1050
WMBD 1070-1080 WJR 1090 WSB 1100-1110
WAVY-1120 WTN-1130 WIRE-1150 WNYC-1150
6:45
Song Picture Report

Inside of Sports (Philips Cigars):
KWL WLV WGN
News
WIRE WBKB WBKB WJS
WCFL-Jack Kelly's Orch. of
WBTI Fishing & Hunting
Rudy Vallee: Variety Hour: (Royal
WAVY-Shall We Dance?
(musical sketch)

KMOX-1000 WJBK-950 WJNO-850
WCFL-Weather
WHO WIBA Mrs. Wiggs' Life
WFAM-1200 WENR-870

KMOX-1200 WBBM-780 WLS-890
WCFL-Circle of Faith

2:15

Major Bowes: Amateur Hour
WOGI-1400 WTMJ-620 WJJD-1130

7:00

Rudy Vallee: Variety Hour: (Royal

7:45

WCLF-Starland of Stars

9:15

CBS Studio 5A: Musical Numbers:

9:30

Radio Mirror: Musical Numbers

9:45

Rutles: With the Writhers

10:00

Morgan: Talk of the Day: Tell

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Morgan: Talk of the Day: Tell
Good Listening for Friday

Further details and stations which will broadcast these programs may be found on page 6.

MORNING

11:30 CST Farm and Home Hour.

AFTERNON

1:00 CST Music Appreciation Hour; Dr. Walter Darnstrom, conductor.

NIGHT

6:30 CST Jack Haley, Singer-Comedian, at the Old Vic, Rialto's orchestra.

7:00 CST Lucretia Manners, Soprano, and Sibylis.

7:00 CST First Knight: Original Drama.

7:30 CST Burns and Allen, Comedians, with Tony Martin, Tenor.

8:00 CST Hollywood Hotel: Drama and Music. Pittsburgh Symphony Orchestra, including Jack Bain, violinist. Victor Young's orchestra. Idaho Lopine and Butterworth with Powell present "By Candlelight."

9:30 CST Guy Lombardo and his Orchestra.

9:30 CST Jimmy Fidler; Movie Gossip.

11:00 CST San Francisco Opera Company. A production of Verdi's "La Forza del Destino" will be sung.

Betty & Bob, sketch (Gold Medal): WIRE WHO WLS WTMJ (sw-15.21).


The Story of Mary Marlin, sketch: WIRE WHO WLS WTMJ (sw-15.21).

Tea Time: WFBM.

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SATURDAY October 29

(8:45 a.m. Continued)

WJZ Salvation Army Chorus
WQIP Chicago Symphony
WLSD-Tony & Tina
WLW-Anytime on the Air
WMBJ-A Step Ahead with Nor-
man Leventhal
WBBJ-Wayne's Today of the
World
WTOO-Town Crier
WRBP-The World
WBBJ-Morning Melodies: Service
WTOJ-Handful Prigm.

9:00 Saturday Morning Club: WCFL
WBBJ-WBO (c/o 21)
WOTI-Hillybirds Chorus: WOC
WCWO-WBTC-WIBW-WBN
WIN (c/o 21.52)

Three Romes: WBBJ WMAQ WTMJ

10:00 Smiling Ed McConnell, philosophy & song (Overindydics Band)
KSDK WIN (c/o 21.52)

News: WAFF WBOB WMZ KO
KXLY
KLXK
WLW-All on the News
WBBJ-sunshine
WWMF-Drama Society
WGZ Alice Blue, pianist
WHJU-Junior All-Star Revue
WBBJ-Organ Prigm.
WBBJ-Headline Music
WBBJ-Mr. Shopper
WBBJ-Morning Music: Time
WBBJ-Dancing with the Stars
WTMJ-Daily Board

10:30 Rain Meter, piano duet: KSD
KSD-WBOB WIGC WCFL (c/o 21.52)

Four Corners Theater: WFMB
WBBJ-WCCO-WTOJ-WAG

KO
KXLY
KLXK
WLW-All on the News
WBBJ-sunshine
WBBJ-Morning Melodies: Service
WBBJ-Handful Prigm.
WBBJ-Town Crier

9:45 Florence Hafemeister: WBBJ
WIBA-KSD WBOB WMM WTMJ

WIN (c/o 21.52)

Four Corners Theater: WFMB
WBBJ-WCCO-WTOJ-WAG

KO
KXLY
KLXK
WLW-All on the News
WBBJ-sunshine
WBBJ-Morning Melodies: Service
WBBJ-Handful Prigm.

10:00 Cincinnati Conservatory of Music: WBBJ-WCCO-WTOJ-WAG

KO
KXLY
KLXK
WLW-All on the News
WBBJ-sunshine
WBBJ-Morning Melodies: Service
WBBJ-Handful Prigm.

NEW PROGRAMS

Dog Heroes (Thrive Dog Food), a dramatization of the heroic deeds of man's greatest friends, can be heard on Sundays at 2 P.M. CST.

CriminalCase Histories (Stoan's Law Offices) will be presented on Sundays at 2 P.M.

Tuesday at 7 P.M. CST.

Dr. Christian (Vaseliner), a dramatization of the cases of a doctor starring Jean Hersholt, who makes the characterization famous, returned to the air Tuesday, October 18, at 9 P.M. CST.

Lutheran Hour (Lutheran Laymen's League), emanating from the Concordia Seminary in St. Louis, Mo., will feature William Maier as speaker and choral music by the Lutheran Hour Chorus, a selected group from the student body of the Concordia Seminary and the St. Louis Lancers. The program, which begins October 22, can be heard at 12 noon CST or 3:30 P.M. CST.

Mary and Bob's True Stories (Tom & Bob's True Stories), a variety show featuring Hotshocks, Vass Family and others, will return to the air Tuesday, October 18, at 8 P.M. CST.

Uncle Sam (Perun in Rosedale (Alka-Seltzer), a variety show starring Joe Darrin, will be presented on Sundays at 4 P.M. CST. Then on Tuesday and Friday nights at 9:30 P.M. CST, Pat Barrett (Uncle Ezra) returns to the air with Uncle Ezra, the powerful five-watt- er from Rosedale. The program starts October 22.

CLOSINGS

March of Time (Time, Inc.), left the air Friday, October 21.

PROGRAM CHANGES

At John's Show (Lifebuoy Soap) will originate in New York for the next six weeks instead of Hollywood as in the past. The show will remain the same except that Musical Fantasies will not be heard during this time, due to commitments in the film capi-

1:30 William Powell (Campbell's Soup) takes over Herbert Marshall's spot on Hollywood (air Friday, October 21, at 8 P.M. CST.

To be announced: WMT

WMBJ-Cast of "Your Hit Parade"
WBBJ-WTCW WIGC WCFL (c/o 21.52)

10:30 Music Styles for your Orch; for KSD: WIBW WBBJ-WBBJ-WIBW

KO
KXLY
KLXK
WLW-All on the News
WBBJ-sunshine
WBBJ-Morning Melodies: Service
WBBJ-Handful Prigm.

Cincinnati Conservatory of Music: WBBJ-WCCO-WTOJ-WAG

KO
KXLY
KLXK
WLW-All on the News
WBBJ-sunshine
WBBJ-Morning Melodies: Service
WBBJ-Handful Prigm.

Our Barn: WBOB (c/o 21.52)

Army: WFMB WIGC WCFL (c/o 21.52)

10:45 Call to Youth: KSD
KSDK WIN (c/o 21.52)

Army Band: KO
KXLY
KLXK
WLW-All on the News
WBBJ-sunshine
WBBJ-Morning Melodies: Service
WBBJ-Handful Prigm.

KSD-WBOB WIGC WCFL (c/o 21.52)

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Good Listening for Saturday

Detailed further and interesting which will broaden these programs may be found in the annunciations column following each program title.

**NIGHT**

**SATURDAY, October 29**

**1:00**

Catholic Hour: WMAQ 710

**1:30**

Silent Night: WSBT 1480

**6:00**

Theodor Kullak's Orchestra: WOC

**7:00**

Jack Benny Program: WLS

**8:00**

Lorin Maazel: WLS

**9:00**

Curtain Call: WOC

**9:30**

Dance Orch.: WFAM

**10:00**

Singers at Work: WOC

**10:30**

Kwiksim Orchestra: WOC

**11:00**

Musical Comedy Hour: WOC

**11:30**

Law of Life: WOC

**12:00**

Nun's Quarters: WOC

**12:30**

Radio Hour: WOC

**1:00**

Half Hour of Latin America: WOC

**1:30**

Dacon's Orchestra: WOC

**2:00**

Zany Band: WOC

**2:30**

Dance Hedron: WOC

**3:00**

Bright's Orchestra: WOC

**4:00**

WOC Orchestra: WOC

**5:00**

Kwiksim Orchestra: WOC

**5:30**

Kwiksim Orchestra: WOC

**6:00**

Theodor Kullak's Orchestra: WOC

**6:30**

Kunik Orchestra: WOC

**7:00**

Bob Ewing: WOC

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WOC Orchestra: WOC

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Kunik Orchestra: WOC

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Kunik Orchestra: WOC

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On Short Waves
Edited by Chas. A. Morrison
President, International DX'ers Alliance

CANDIA will provide the International Broadcasting Union's
Fourth World Concert on Short Waves October 23, at 2:30 p.m. EST.
This program, which will be relayed by broadcasting stations
in five countries that constitute the Union's membership,
will present a kaleidoscopic picture of Canada in music and
sound, each of the five provinces that make up the Dominion,
being represented in turn.

Grace Fields, world-famous comedian,
will be the featured star in a special tribute performance to
be broadcast from Royal Albert Hall, London, on October 23,
from 4:45 p.m. EST, over GSG and GSF.

The "SWL Chatterbox," a program of unique interest to all short-wave
listeners, is now being broadcast over W3XL (41), Detroit, on Wednesdays
from 10:30 to 11:00 p.m. EST. Each Monday at noon EST, the
Canadian Broadcasting Commission's network relays a program arranged
especially for it by the German Short-wave Station and radiated by stations
DBJ (15.2) and DJE (7.72).... Wulff of Bloomington, Ill., reports
that according to an announcement heard over that station, SWF (7.935),
of Lisbon, Portugal, is now radiating a special English program
for listeners in the United States on Fridays from 9:45 p.m. EST.

The new Vienna, Germany, 50,000-
water transmitters, will shortly
operate under the following rules, and on the following
frequencies: DJK (21.64), DJJ (12.01), DJH (17.715), DJE (11.501), DJF (17.745), DJG (9.575), DJL (9.655), DJI (7.295), and DJY (6.072).

The New York Radio Club reports
the following station identifications
and a.m.-Programs:

The new slogan for YSVRF (6.375), Caracas, Venezuela, is "Estudios America" Bo Bob HBO of Milwaukee, Wis., is the proud posses-
sor of a poorly typed letter, stating that the first verification of reception
from "Radio Leo" (4.64) Leopoldville, Congo, in the United States, is
now being heard.

This confirmation, which is in the form of a poorly typed letter,
states that the station is now to have a new Collins 250 watt transmitter
in operation, which will be broadcast on Sundays from 5:30 to 7 a.m. EST.

In recognition of this, Earl Roberts of Indiana,
Ind., is hearing HJABG (4.86), Cartagena, Colombia, on a new frequency of 4.88 meg.
HPSM "Ron Daily," Panama City, Panama, has shifted back to its former
frequency of 11.78 meg.

This change was followed by the American
Short-wave Station in the United States, in the form of a poorly typed letter.

"Steamboat".... Bob Rettenmund, Minneapolis, Minn., writes that
"Radio Malaga" (14.41): Spain, broadcasts simultaneously on 7.22 meg.

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"Steamboat".... Bob Rettenmund, Minneapolis, Minn., writes that
"Radio Malaga" (14.41): Spain, broadcasts simultaneously on 7.22 meg.
Kidneys Must Clean Out Acids

Water, low and sometimes water from your head—thiscoreischallenge of people who suffer from kidney disorder or high blood pressure. The kidneys or bladder may cause many problems, such as knee pain, muscle weakness, and loss of strength. Some people have kidney stones or calculi, which are hard and solid masses that can form within the kidney or bladder. These stones can cause pain and discomfort, and they may also lead to more serious problems such as kidney failure. To prevent these complications, it is important to take steps to help prevent kidney stones from forming or growing larger. One way to do this is by drinking plenty of water, which helps to dilute the urine and prevent the formation of crystals that can lead to kidney stones. It is also important to maintain a healthy weight and eat a balanced diet rich in fruits and vegetables. By taking these steps, people can help reduce their risk of developing kidney stones and other kidney-related problems.
MAN AND WIFE WANTED!

To run local COFFEE AGENCY

Splendid Chance To Make Up To $60.00 in a Week

If you want an unusual opportunity to make a fine cash income operating a Coffee Agency right in your locality, send your name at once for full details about my plan—FREE.

This opportunity is open to one person—man or woman—in each locality, or two persons operating in partnership. Local Coffee Agency is ideally suited for married couples: wife takes care of orders and handles calls at home, while husband delivers and collects. Earnings start very first day.

Prosperous business of 200 regular customers quickly developed through remarkable, tested plan.

Start Earning at Once

I'll send you everything you need—your complete outfit containing full-size packages of products, also printed forms, blanks, advertising matter, samples, etc. together with simple, proven plans showing exactly what to do to make good money right from the start. Make as high as $45.00 your very first week. Everybody uses Coffee, Tea, Cocoa, Spices, Flavoring Extracts, Cosmetics, Soaps, Toilet Goods, and other food products and similar daily necessities. They MUST BUY these things to live. You simply take care of your regular customers right in your locality—just keep them supplied with the things they need. You handle all the money and pocket a big share of it for yourself. You keep all the profits; you don't divide up with any one. Hundreds of housewives in many localities are waiting right now, to be served with these nationally famous products.

I Send Everything

Just as soon as I hear from you I will send you complete details—tell you all the inside workings of this nation-wide Coffee Agency Plan. I will explain just how to establish your customers; how to give them service and make good cash earnings. You can plan it so you give only 5 days a week to your business, collect your profits on Friday, and have all day Saturday and Sunday for vacation or rest.

YOU DON'T RISK A PENNY

You can start a Coffee Agency and make money the first week. You don't have to risk a cent. I absolutely guarantee this. No experience is needed. You use your home as headquarters. You can build your business on my money. Full details of money-making plans are free. Send your name today for the free book giving all inside facts, then you can decide. Don't waste a minute as you might lose this opportunity through unnecessary delay. ACT AT ONCE.

ALBERT MILLS, President
6576 Monmouth Ave., Cincinnati, Ohio

MAIL COUPON NOW
SEND NO MONEY—FREE

ALBERT MILLS, President, 6576 Monmouth Avenue, Cincinnati, Ohio.

Send your name and address so that I may send you my free book telling how to start a Local Coffee Agency in which a married couple (or a single person) can make up to $120.00 a week. I will read it and then let you know if I want to accept this opportunity.

Name
Address

(Please Print or Write Plainly)

NEW FORDS GIVEN AS A BONUS

Not a contest. Not a game of chance. You don't have to "win" to get a Ford Car of your own. I give these Ford Cars to producers as a bonus over and above their cash profits, to encourage prompt service to their customers. The car becomes your personal property with no strings attached.

AND HERE IS POSITIVE PROOF OF BIG EARNING POSSIBILITIES

Can you make money with a Coffee Agency? Yes. Here's a way to make it FAST! If only three or four people had made money as fast as this, you might call it an accident. But many have done it! Here are only a few—If space permitted I could print scores of exceptional earning reports.

<table>
<thead>
<tr>
<th>Amount Earned In One Week</th>
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<tbody>
<tr>
<td>Fr. J. Mosher, Wyo.</td>
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<tr>
<td>Wilbur B. Whitcomb, Ohio</td>
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<tr>
<td>Clara C. Wellman, N. J.</td>
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<td>Mrs. A. Anderson, Conn.</td>
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<td>A. Farnham, Calif.</td>
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<td>Norman Geister, Mich.</td>
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<td>Gumon R. Wood, N. Y.</td>
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<td>Lamar C. Cooper, Mich.</td>
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<td>Helen V. Woolington, Penna.</td>
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<td>Ruby Hannen, W. Va.</td>
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<td>Hans Coerdings, Nebr.</td>
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<td>Lambert Wilson, Mich.</td>
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<td>W. J. Way, Kans.</td>
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</tbody>
</table>

The above reports of exceptional earnings show the amazing possibilities of my offer. Don't let this opportunity pass—send me your name for FREE Facts.