

Complete Schedules for Today, Monday

WIBA Today
A. M.
8:00—Watchtower Program
8:15—Morning Melodies
8:45—Radio Bible School
9:00—Norwegian Hour
9:30—NBC Dress Rehearsal
10:00—NBC The Southerners
10:15—Madison Hobby Hour
10:30—Sunday Concert
11:00—Workshop
11:15—First Congregational Church
P. M.
12:30—NBC Magic Key
1:00—Tony Salerno Orch.
1:30—NBC Howard M. Hall
1:45—NBC Hotel LaSalle
2:00—Federated Glee Clubs
2:30—NBC Variety Show
3:00—NBC Marion Talley
3:30—Madison School Hour
3:45—Rhythm and Romance
4:00—NBC Catholic Hour
4:30—Studio Program
4:00—NBC Jack Benny
5:00—NBC Robert Ripley
6:00—NBC Want to Act?
7:00—NBC Hotel LaSalle
7:30—NBC Familiar Music
8:00—NBC Gladys Swarthout
8:30—Glen Brandy Orch.
8:45—In a Sentimental Mood
9:00—News
9:15—Pop Concert
10:00—Glen Brandy Orch.
10:15—Sacred Musicale
10:30—NBC Oriental Gardens
11:00—NBC Merry Gardens Orch.
11:30—NBC Hotel LaSalle Orch.
11:45—NBC Congress Hotel Orch.

Other Stations Today
7:30—Everybody's Hour—WLS
7:00—Pappy Chesire—WBBM
7:00—Coast to Coast Bus—WMAQ
8:00—Er. Lutheran Church—WTMJ
8:30—Swedish Church—WVTV
8:30—Little Brown Church—WLS
9:00—German Program—WCFL
9:00—Church of the Air—WBBM
9:00—Russian Melodies—WMAQ
9:30—U. of Chicago Recital—WBBM
9:30—Sunset Hour—WMAQ
9:15—Masters of Rhythm—WTMJ
9:15—Folk Festival—WLS
9:30—Northwestern U.—WGN
9:30—Concert Orchestra—WLS
9:30—Dress Rehearsal—WMAQ WLW
9:30—Courtship Science—WCFL
10:00—Tabernacle Choir—WVTV
10:00—U. of C. Round Table—WMAQ
10:30—Building Better Citizens—WLS
11:00—Radio City Music Hall—WENR
11:00—Musical New—WBBM
11:00—Musical Revis—WMAQ
11:00—Dreams of Long Ago—WMAQ
11:30—Our Neighbors—WENR
11:30—Ted Weems Orch.—WGN WLW

How's the Water?



Virginia Verrill, graceful radio singing star, stole a march on this blustery spring weather to practice her swimming strokes in an indoor New York pool. Miss Verrill does her singing on a program heard each Friday night at 9:45.

WIND 560 WENR-WLS 870
WTMJ 620 WHA 840
WSM 650 WHO 1000
WMAQ 670 WTAM 1070
WGN 720 WISN 1120
WSB 740 WJJD 1130
WBBM 770 WJWB 1210
WCCO 810 WOC 1280
WHAAS 820 WOC 1420

Clubs.
11:00—NBC Oriental Gardens Orch.
11:30—NBC Hotel Stevens Orch.

WHA Monday
8:00—Band Wagon.
8:15—Morning Melodies.
9:15—Musical Observer.
9:30—We're People—WENR WLW
9:30—Morton Talley—WMAQ WTMJ
9:30—Smiling Ed McConnell WMAQ
9:30—Stonoppage and Budd—WENR
9:30—Catholic Hour—WMAQ
9:30—Joy Knight—WGN WLW
9:30—Joe Janner—WBBM WCCO
9:30—A Tale of Today—WMAQ
9:30—Rubinoff—WBBM WCCO
9:30—Fredrick Martin Orch.—WTMJ
9:30—Jack Benny—WMAQ
9:30—History in the Making—WBBM
9:30—Robert L. Ripley—WTMJ WLS
9:30—Preside Recital—WMAQ WHO
9:30—Evensong—WGN
9:45—Jingle Program—WMAQ WLW
9:45—Twin Star Revue—WBBM
9:45—Want to Act—WTMJ WMAQ
9:45—Promenade Concert—WLS
9:45—Arthur S. Honning—WGN
9:45—Whiter S. Honning—WGN
9:45—Eddie Cantor—WBBM WCCO
9:45—Sunday Eve. Hour—WBBM
9:45—Merry Go Round—WMAQ
9:45—Rippling Rhythm—WGN
9:45—Gabriel Heatter—WGN
9:45—Walter Winchel—WENR WLW
9:45—Familiar Music—WTMJ WMAQ
9:45—Choir Symphonette—WENR
9:45—Joe Sanders Orch.—WGN
9:45—Melodies from the Sky—WGN
9:45—Gladys Swarthout—WMAQ WLS
9:45—Community Sing—WBBM
9:45—California Concert—WENR
9:45—H. V. Kaitenborn—WBBM
9:45—Lennie Hayton Orch.—WBBM
9:45—Fredrick Martin Orch.—WBBM
9:45—King's Jesters Orch.—WENR
9:45—Unsolved Mysteries—WLW
9:45—Kacy Kyster Orch.—WGN
9:45—Eddie Varzo Orch.—WENR
9:45—Jimmy Joy Orch.—WMAQ
9:45—Red Nichols Orch.—WBBM
9:45—Bob Crosby Orch.—WENR
9:45—Henry Busse Orch.—WMAQ
9:45—Isahn Jones Orch.—WBBM
9:45—Dance (to 12:30)—WTMJ
9:45—Louis Felande Orch.—WMAQ
9:45—H. King Orch.—WGN WLW
9:45—Joe Reichman Orch.—WBBM
9:45—Lou Breese Orch.—WENR
9:45—M. Sherman Orch.—WENR
9:45—Nocturne—WBBM
9:45—Eddie Varzo Orch.—WMAQ
9:45—Stan Norris Orch.—WENR
9:45—Moon River—WLW
9:45—Dick Jurgens Orch.—WGN
9:45—Mark Fisher Orch.—WBBM
9:45—Kings Jesters Orch.—WMAQ
9:45—Jimmie Joy Orch.—WENR
9:45—Joe Sanders Orch.—WGN WLW
9:45—Al Villa Orch.—WMAQ
9:45—Austin Mack Orch.—WBBM
9:45—News: Weather Man—WBBM
9:45—Roy Eldridge Orch.—WBBM

Other Stations Monday
6:00—Musical Clock (to 8)—WBBM
7:00—Poker and Arky—WLS
7:07—Hillbilles—WTMJ
7:30—Jolly Joe and Pet Pals—WLS
7:30—Lampighter—WLW WGN
7:45—The Hilltoppers—WLS WCCO
8:00—Red Nichols Orch.—WBBM
8:00—Mrs. Wiggs—WMAQ WTAM
8:15—Modern Cinderella—WBBM
8:15—John's Other Wife—WMAQ
8:15—Ma Perkins—WLS
8:15—Bachelor's Child—WGN
8:30—Pepper Young's Family—WLS
8:30—Just Plain Bill—WMAQ
8:30—Betty Crocker: Hymns—WBBM
8:45—Couple Next Door—WGN WLW
8:45—Today's Children—WMAQ
9:00—The O'Neills—WLS
9:00—Magazine of the Air—WBBM
9:00—David Harum—WMAQ WTAM
9:00—Get This to Music—WGN
9:15—Bachelor's Children—WGN
9:15—Personal—WMAQ WTAM
9:15—Sackage Wife, WMAQ WTAM
9:30—The Big Sister—WBBM WCCO
9:30—Bo Charming—WTMJ WMAQ
9:30—Grimm's Daughter—WGN
9:30—Vic and Sade—WLS KDRA
9:45—Coppel Singer's—WLS WMT
9:45—Voice of Experience—WMAQ
9:45—Dr. Dafoe—WBBM WCCO
10:00—The Gumps—WBBM WCCO
10:00—Girl Alone—WMAQ WLW
10:00—Wife vs. Secretary—WGN
10:15—Bachelors—WMAQ WTAM
10:15—Edwin C. Hill—WBBM
10:30—Helen Trent—WBBM KMOX
10:30—Dan Harding's Wife—WMAQ
10:30—Martha and Helen—WLS
10:45—We Are Four—WGN
10:45—The Gal Sunday—WBBM
11:00—Hymns: Betty & Bob—WTMJ
11:00—Bob Elson on State St.—WGN
11:00—Five Star Revue—WBBM
11:15—Virginia Lee—WLS
11:15—Tom, Dick & Harry—WGN
11:30—Truman Bradley—WBBM
11:30—Farm & Home Hour—WMAQ
11:30—MRS. Midday Service—WGN
11:45—Real Life Stories—WBBM

WIBA Monday
A. M.
7:00—Morning Melodies
7:00—State Journal News
7:50—The Musica Clock
8:30—NBC Josa Higgins
8:45—Society Reporter
9:00—NBC The vagabonds
9:15—Today's Almanac
9:30—Tour Home
9:45—NBC Voice of Experience
10:00—NBC Rivers and Harbors Congress
10:30—What's New
10:45—Hollywood on Parade
11:00—Linda's First Love
11:15—Lutheran Devotions
11:30—NBC Farm and Home Hour
P. M.
12:30—Noon News
12:50—Livestock, Poultry Markets
1:00—Melody Moments
1:15—Man on the Street
1:30—WIBA's Club Matinee
4:00—NBC U. S. Army Band
4:30—Betty Gray at the Organ
4:45—The Lone Cowboy
5:00—The WPA Program
5:15—Outdoor Wisconsin
5:30—News Period
5:40—Interlude
5:50—Sports Review
6:00—Dinner Concert
6:15—Bane County Farm Hour
6:30—NBC Symphony Concert
7:00—NBC Fibber and Molly
7:30—NBC Hour of Charm
8:00—NBC Contested Hour
8:30—NBC Burns and Allen
9:00—News Flashies
9:15—NBC Uncle Ezra
9:30—Musical Moments
9:45—Smoke Ring
10:00—Melody Hour
10:30—NBC Federation of Music

GENERAL MOTORS CONCERT
6-7 TONIGHT WLS
SPECIAL BROADCAST FROM CINCINNATI
ROSA PONSSELLE
METROPOLITAN OPERA PRIMA DONNA
FRANK FORREST
BRILLIANT AMERICAN TENOR
EUGENE GOSENS
CONDUCTING THE CINCINNATI SYMPHONY ORCHESTRA

Continental
Super Safe!
with "Freon 12"
Learn the story of this wonderful new... safest of all "FREON 12" refrigerant. Distinct advantages in Healthful Refrigeration are yours with the new Duo-Dract Humidifier Freezer.
"Grabbed While Not Offered!"
A 6 at the price of a 5
1/2 more ice cubes
On Display
Now
Zenith Radio Sales
632 West Washington Ave.
Open Evenings—Fairchild 6315

"Want to Act?" Maestro to Go on Tour

Haven MacQuarrie is going to give the rest of the United States an opportunity to answer the question, "Do You Want to Be An Actor?"

He will start on a personal appearance tour beginning May 7, for a period of more than 12 weeks. He will tour the major cities, New York, Boston, Philadelphia, Chicago, Cleveland, Indianapolis and other centers, as a personal representative of Jack Warner, and become the first movie director to be sent on the road to look for talent.

From each city where MacQuarrie appears a boy and a girl will be selected and at the end of the tour a special train will collect them and take them to Hollywood where they will be tested at Warner Brothers for pictures.

On his return from this tour in September, MacQuarrie will return to the air for a sponsor on a coast-to-coast program.

Martin Gosch, former radio editor, will assist in the new talent, acting as guide for them in both radio and picture commitments.

Notes and News of Stars and Programs

Although Eugene O'Neill's "Ah Wilderness" and "Emperor Jones" continue in the lead in the nationwide voting to decide which of his 1936 plays Jack Benny will revive on his fifth anniversary program, they are being hard pressed by "Why Girls Leave Home," and "Charlie Chan at Radio City" as ballots continue to pour in.

Nelson Eddy has signed to step into the new Don Ameche-Warner Janssen show with the broadcast of Aug. 8.

Ben Bernie shifts his activities from Hollywood to New York's Radio City with the broadcast of May 4.

"His Pest Girl," the latest film short made by Tim and Irene, has been released nationally. They will begin work immediately on their second for Educational.

"First Nighter" moves back to Chicago when Don Ameche takes over the new Sunday night role, May 9. Lester Tremayne and Barbara Luddy will head the new cast. Program has been in Hollywood since Ameche has been in pictures.

First Long Term Contract to First Nighters

Setting a precedent in radio dramatic circles, sponsors of the First Nighter program, today announced that they had signed Les Tremayne and Barbara Luddy to long term contracts covering a period of years.

The contracts, which guarantee 52 weeks work a year, call for their exclusive services as co-stars in the "Little Theater of Times Square," beginning with the 8:00 p. m. CDST broadcast over the NBC-Red network on June 4.

While motion picture companies have been known to sign stars to long term contracts, they commonly call for but 40 weeks work a year with options each 12 months. In this instance, however, the sponsor has gone one step further with its guarantee of 52 weeks' work each year.

Under this new arrangement, the producers of First Nighter will continue to present original radio dramas under the same formula that has enabled the seven year old show to build up a large regular Friday night audience.

Les Tremayne, dramatic phenomenon, who first attained stardom on the First Nighter's Grand Hotel, was born in London, England on April 26, 1913. He comes from a long line of theatrical celebrities and is the son of Dolly Tremayne, well known British movie star. His

AAUW Discontinues Weekly Selections

Because of the change of interest of the listening public during the summer months and the initiation of daylight saving time in cities affecting the networks today, the weekly selection of preferred programs will not be printed until late in the fall.

Selection of the outstanding weekly programs was done by the radio committee of the Madison branch of the American Association of University Women, in an attempt to interest radio listeners in better programs.

Mrs. R. C. Adly is the chairman of the radio committee of the AAUW and Mrs. Donald Scribner is secretary.

father and his grandmother were famous concert singers. One of his uncles is today a motion picture producer-director in England.

Barbara Luddy, whose theatrical experiences have taken her to the stage of two hemispheres, was first approached by the sponsor for their show while she was acting as leading lady on the air for many well known actors including Leslie Howard, Paul Muni and William Powell.

In the fall of 1936, Miss Luddy signed a short term contract.

Memory Wiz

Eugene Ormandy will conduct the Sunday Evening Hour orchestra in a series of eight programs, beginning at 7 o'clock and weekly thereafter. It is said that he knows by heart 109 symphony programs, never uses a score, and can memorize an entire symphony in a single day.

Bright Spots on Today's Programs

One of the programs that is building up a large radio audience is the Promenade Concert, heard at 6 p. m. today over WLS and WLW, of music featuring Rosa Ponselle. Presenting a diversified program Frank Forest and the Cincinnati Symphony orchestra under the direction of Eugene Goossens, the hour is rapidly heading to the top of Sunday's must programs.

Tonight Miss Ponselle will be heard singing, Kahn's "The Maria," Kreisler's "The Old Refrain," Farley's "The Night Wind," and Tschakowsky's "None But the Lonely Heart." Mr. Forest contributes "M'Appari" from Flotow's opera, "Martha," and "Lolita." The orchestra will be featured in a concert presentation of "The Chocolate Soldier" by Strauss, "Chollwog's Cake Walk," "Serenade for the Doll," Saint-Saens' "Danse Macabre" and Albeniz's "Tria de Maria."

Today marks the inauguration of daylight saving time schedules on the national networks, which means that most of the programs will be heard one hour earlier than usual. The programs for the most part follow the usual order.

TODAY'S HIGHLIGHTS
9 a. m.—Northwestern U. Reviewing Stand—(WGN): Prof. A. R. Hatton of the political science department and Ernest H. Bahne, professor of economics, will discuss "Balancing the 1937 Budget."
10:30 a. m.—U. of Chicago Round Table—(WMAQ): Dr. Pitman B. Potter, professor of political science; Jerome Kerwin, fellow professor of political science, and Chilton M. Utley, director of the Chicago Council on Foreign Relations, will present their opinions on "The Spanish Blockade."
11 a. m.—Radio City Music Hall—(WMAQ): Musical program includes "Invocation of Orpheus" by Peri, "Phyllis Has Such Charming

BARBARA LUDDY

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25c
"WHERE THE BIG PICTURES PLAY"
12:15

TODAY Thru TUESDAY!
Their Romantic Antics Have Got the Town in Stitches!

FUN? ... When super boy-meets super girl... It's a merry romance that W. S. (After the Thin Men) Van Dyke has in store for you!

Lean HARLOW Robert TAYLOR PERSONAL PROPERTY

EXTRA! All Color Silly Symphony Cartoon "MORE KITTENS" WEDNESDAY and THURSDAY!

On the Stage—In Person
GUS ARNHHEIM
with his ORCHESTRA and "MILKY WAY" REVUE
Screen "WHEN LOVE IS YOUNG"

PARKWAY
THURS. EVE. MAY 13TH

Sets now on Sale at Box Office... A Few Good Main Floor Seats Still Available. TAKE A TIP... Get Them Today.

The Theater Guild Presents
IDIOT'S DELIGHT
Robert Sherwood's Great Play with
ALFRED LUNT LYNN FONTANNE
With the Original and Famous New York Cast

25c
"ALWAYS A GOOD SHOW AT THE PARKWAY"
12:15

TODAY ONLY! "Little Caesar" Scores Again!

EDWARD G. ROBINSON
Thunder in the City

COMPANION FEATURE!
"MURDER GOES TO COLLEGE"
with Roscoe Karn—Marsha Hunt

PARKWAY
3 PRESENTATIONS
SATURDAY, MAY 8TH
SPECIAL MATINEES AT 3:30 and 6:00 P. M.
EVENING 8:30

Your Most Exciting and Interesting Event in the Theater
IN PERSON MRS. MARTIN JOHNSON
With the Johnson's Latest Motion Picture
"Jungle Depths of Borneo"

MAIL ORDERS NOW
PRICES: Matinee 50c-75c-\$1.00 plus tax
Evening 50c-75c-\$1.00-\$1.50 plus tax

Carroll Nye, radio editor of the Los Angeles Times, is making another picture. He has been cast as a radio announcer in the 20th Century Fox film, "Sing and Be Happy."

Jesse Block and Eve Sully will be Jack Benny's guest star tonight.

25c
All Day
Today & Tomorrow! 4 Big Units

STRAND

WOW MAN! For Laughs, Love and Swing Rhythm you can't beat Martha and Shirley, Twin Stars of "The Big Broadcast"—and do they have fun.....

HIDEAWAY GIRL
A Paramount Picture with MARTHA RAYE - SHIRLEY ROSS ROBERT CUMMINGS - LOUIS DUBRON MONROE OWLSLEY

HIT NO. 2!
That "Singing Kid" of radio has another hit on the screen!
BOBBY BREWSTER
RAINBOW ON THE RIVER
with MAY ROBSON CHARLES BUTTERWORTH

HIT NO. 3!
POPEYE CARTOON "NEVER KICK A WOMAN"
Hit No. 4—Latest News Events

PARKWAY
4 DAYS BEGINNING TOMORROW
TWICE DAILY 3:00 and 8:30—ALL SEATS RESERVED
"IT'S JUST LIKE THE BOOK" SHOUT THE CRITICS

The Rich Reward for Your 3 Years of Waiting—Metro-Goldwyn-Mayer's Miracle of the Screen!

THE GOOD EARTH
PAUL MUNI
LUISE RAINER

"The picture does full justice to the novel, and that is the highest praise one can give it."
—FRANK NUGENT, Times

"Metro-Goldwyn-Mayer has passed a major miracle with its transference of 'The Good Earth' from book to screen."
—ROBERT GARLAND, American

"Pearl Buck's novel brilliantly reworked on the screen."
—HOWARD BARNES, Herald Tribune

"The picture is a fine blend of the book and the play."
—KATE CAMERON, News

"A triumphant transcription from book to screen."
—WILLIAM BOENNEL, World-Telegram

"Pearl Buck's novel translated with power and eloquence."
—ROSE FLEWICK, Journal

"The film... captures the full flavor of Pearl S. Buck's novel."
—EILEEN CREELMAN, Sun

GOOD SEATS NOW ON SALE AT BOX OFFICE
Matinee 50c, 75c—EVENING 50c, 75c, \$1.00 Including Tax

25c
All Day
Today and Monday!
MARY ASTOR
"Lady from Nowhere"

MADISON
THE INTIMATE THEATER

ELEANOR POWELL
"BORN TO DANCE"
with JAMES STEWART—Una Merkel

PLUS! Mickey Mouse Cartoon "Mickey's Polo Team"